

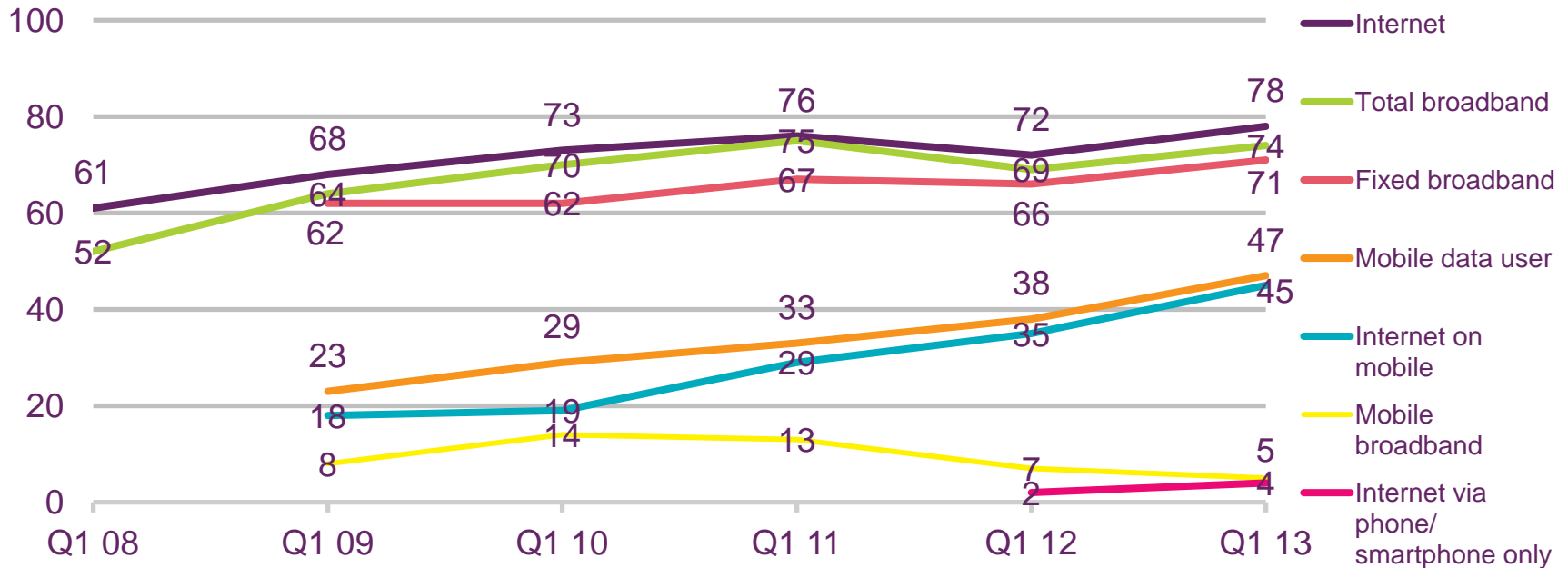
4. Internet and web-based content

NORTHERN IRELAND

Figure 4.1

Internet take-up, Northern Ireland: 2008-2013

Households (%)



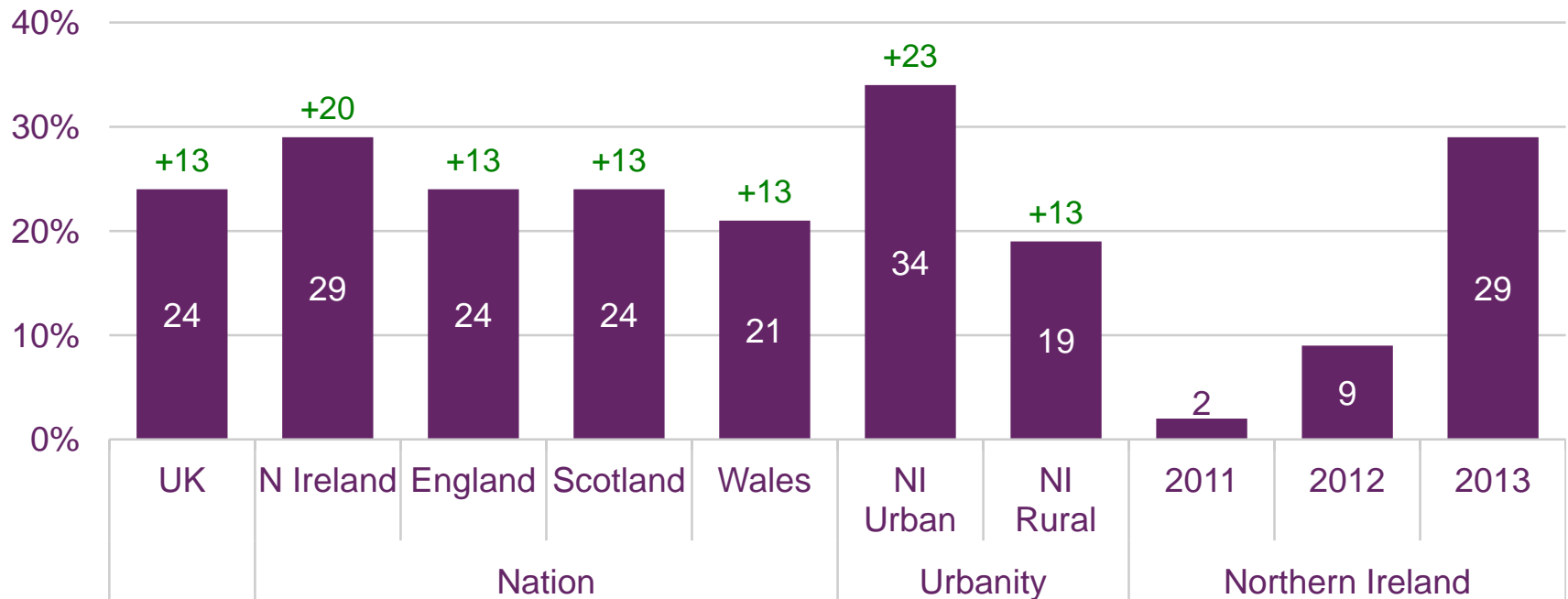
Source: Ofcom technology tracker

Base: All adults aged 16+ (n = 629 Northern Ireland 2008, 652 Northern Ireland 2009, 761 Northern Ireland 2010, 511 Northern Ireland 2011, 508 Northern Ireland 2012, 507 Northern Ireland 2013)

Figure 4.2

Take-up of tablet computers in Northern Ireland

Households (%) / percentage point change in take-up of tablet computers from Q1 2012



QE1. Does your household have a PC, laptop, netbook or tablet computer?

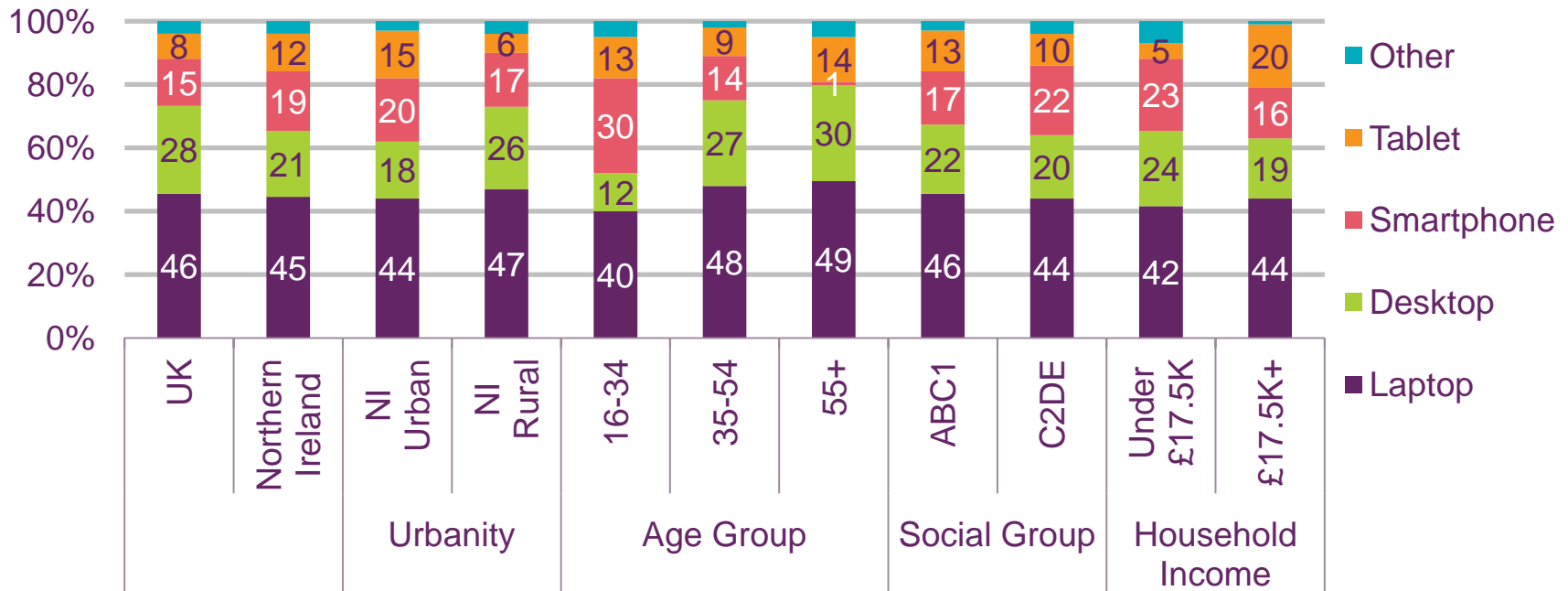
Source: Ofcom research, Quarter 1 2013

Base: All adults aged 16+ (n = 3750 UK, 507 Northern Ireland, 2250 England, 501 Scotland, 492 Wales 254 Northern Ireland urban, 253 Northern Ireland rural, 487 Scotland 2011, 500 Scotland 2012, 501 Scotland 2013)

Figure 4.3

Most important device for accessing the internet in Northern Ireland

Individuals (%)



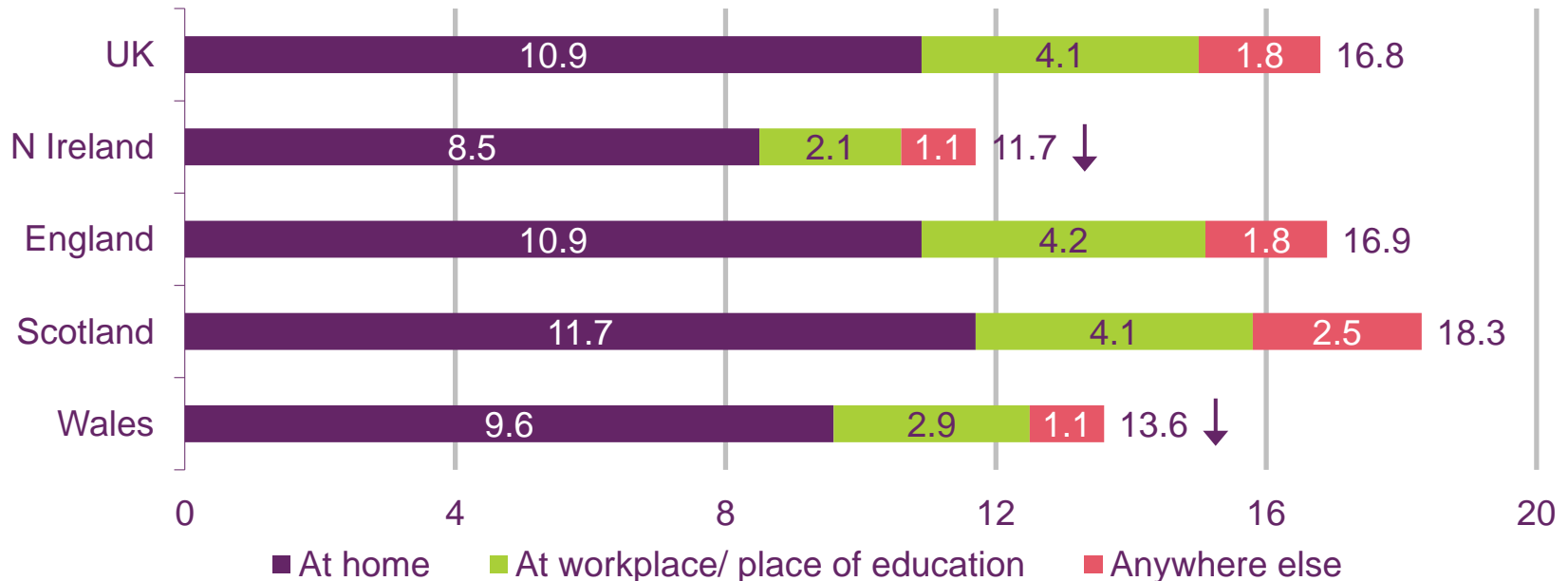
Source: Ofcom research, Q1 2013

Base: Internet users aged 16+ (n = 2918 UK., 376 Northern Ireland, 185 NI urban, 191 NI rural, 152 16-34, 134 35-54, 90 55+, 205 ABC1, 171 C2DE, 99 under £17.5K, 124 £17.5K+). Question: Which is the most important device you use to connect to the internet, at home or elsewhere? "Other" responses include: "Netbook", "Games console", "Other device", "None" and "don't know".

Figure 4.4

Claimed time spent on the internet in a typical week

Hours per week



IN6A-C – How many hours in a typical week would you say you use the internet at home/ at your workplace or place of education/ anywhere else? (Unprompted responses, single coded)

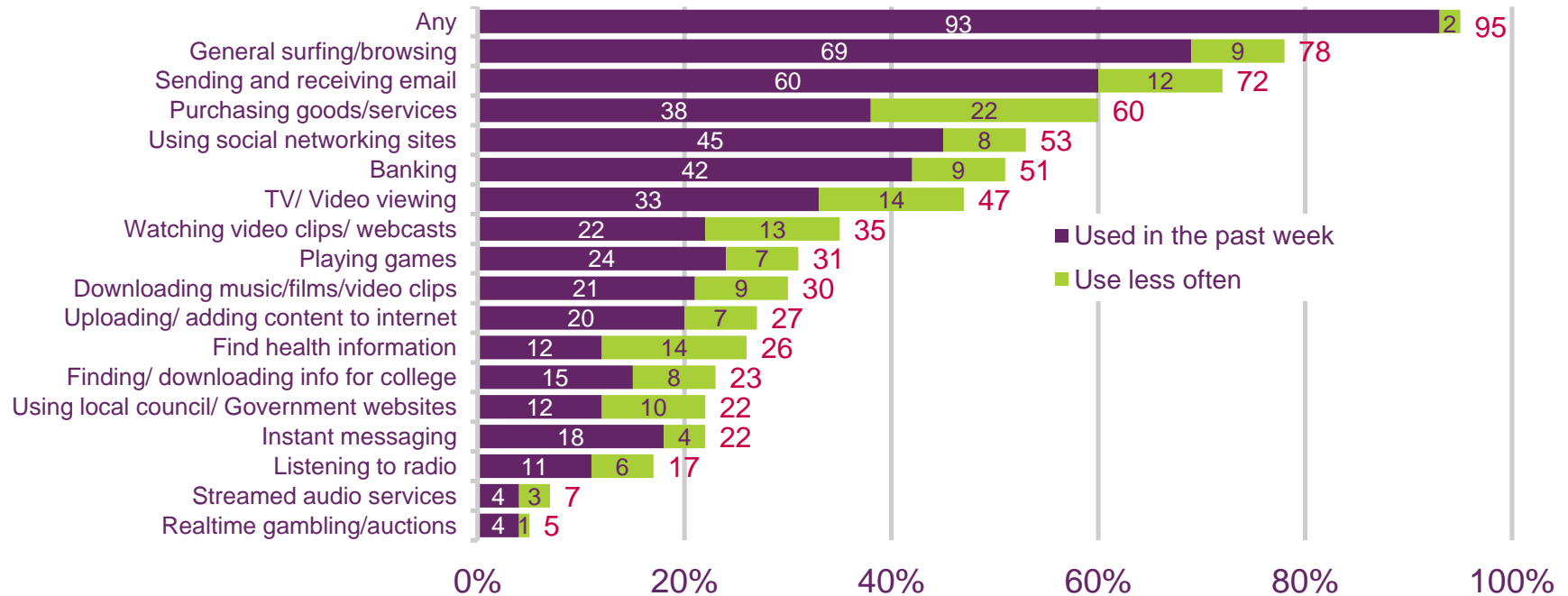
Base: All adults aged 16+ who use the internet at home or elsewhere (1381 UK, 857 England, 183 Scotland, 177 Wales, 164 Northern Ireland). Significance testing shows any difference between any nation and the UK.

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in September to November 2012

Figure 4.5

Activities conducted online by internet users.

Individuals (%)



QE5. Which, if any, of these do you use the internet for?

Source: Ofcom research, Quarter 1 2013

Base: Adults aged 16+ who use the internet at home or elsewhere (n= 376 Northern Ireland 2013)