

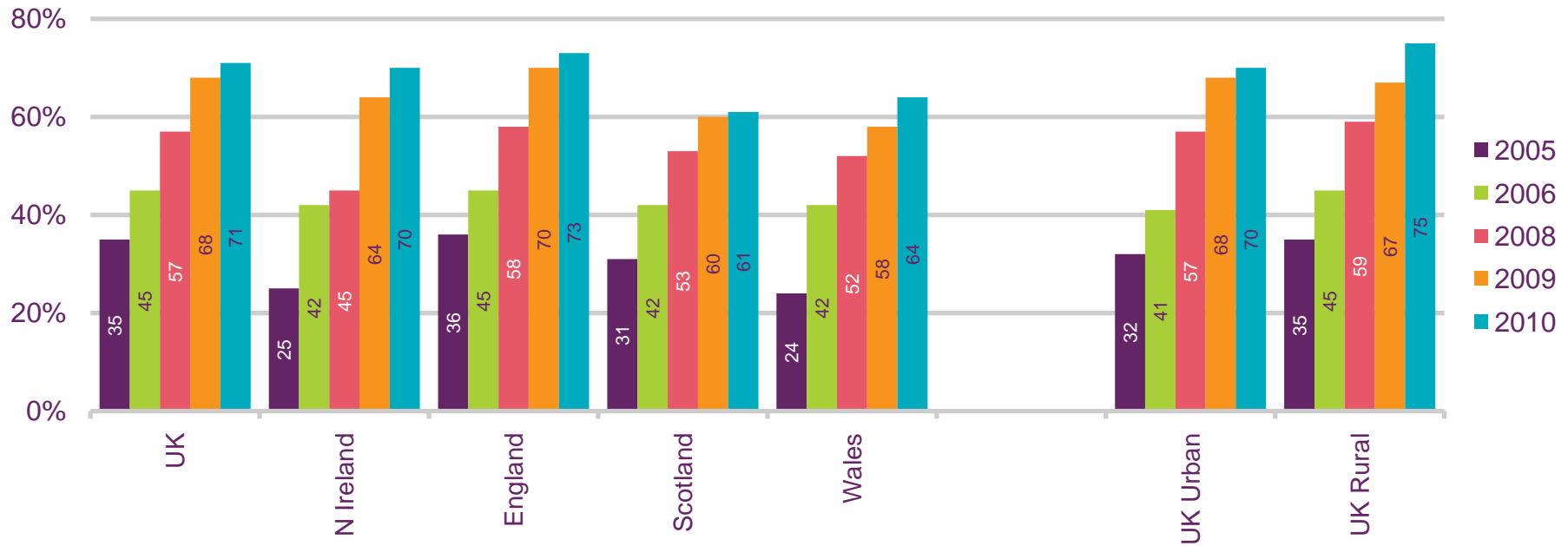
Communications market report – Northern Ireland

4. Internet and web-based content

Ofcom
August 2010

Figure 4.1

Broadband take-up trend in Q1, 2005-2010



QE9. Which of these methods does your household use to connect to the internet at home?

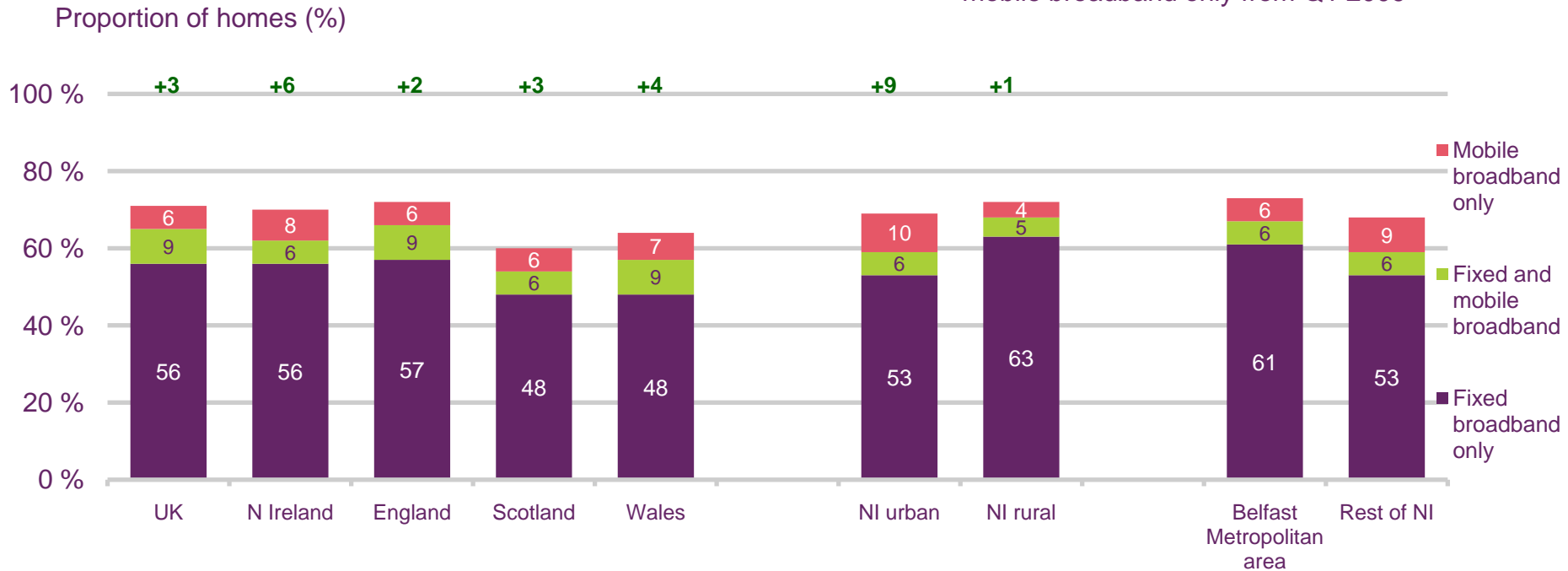
Source: Ofcom research, Quarter 1 2010

Base: All adults aged 15+ (n = 9013 UK, 761 Northern Ireland, 5709 England, 1468 Scotland, 1075 Wales, 7511 UK urban, 1502 UK rural)

Figure 4.2

Broadband take-up

Figure above bar shows % point change in mobile broadband only from Q1 2009



QE9. Which of these methods does your household use to connect to the internet at home?

Source: Ofcom research, Quarter 1 2010

Base: All adults aged 15+ (n = 9013 UK, 761 Northern Ireland, 5709 England, 1468 Scotland, 1075 Wales, 501 Northern Ireland urban, 260 Northern Ireland rural, 349 Belfast Metropolitan area, 412 Rest of Northern Ireland)

Figure 4.3

Awareness of mobile broadband

Figure above bar shows % point change in awareness from Q1 2009



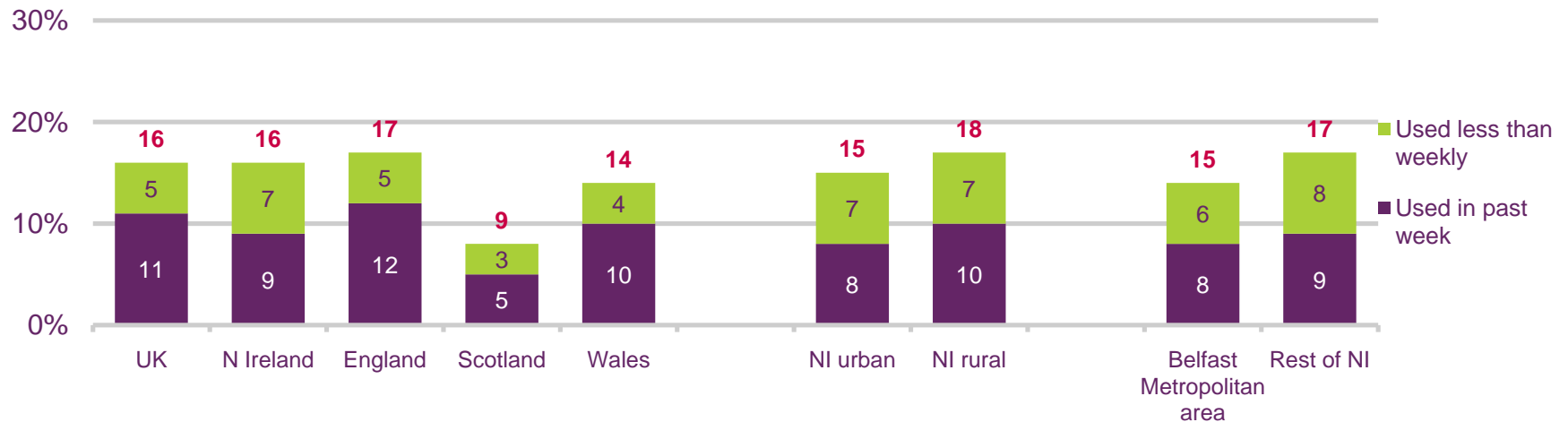
QE21. Before now, were you aware that you can access broadband services on your PC or laptop by using a mobile network?

Source: Ofcom research, Quarter 1 2010

Base: All adults aged 15+ (n = 9013 UK, 761 Northern Ireland, 5709 England, 1468 Scotland, 1075 Wales, 501 Northern Ireland urban, 260 Northern Ireland rural, 349 Belfast Metropolitan area, 412 Rest of Northern Ireland)

Figure 4.4

Proportion of adults who have used a mobile phone to access the internet



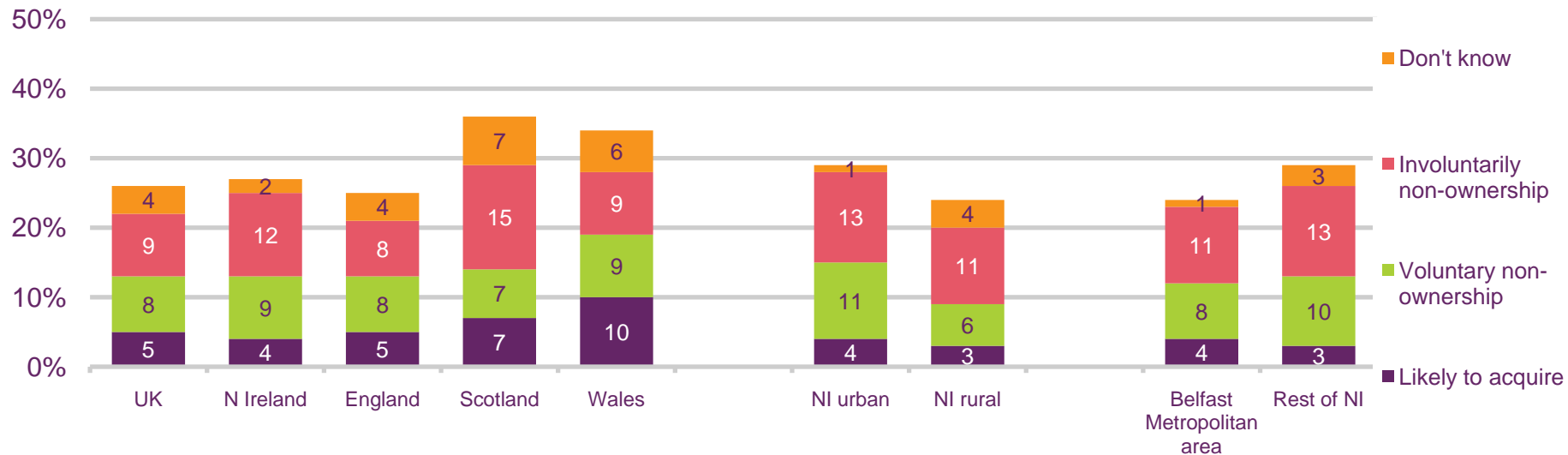
QD28A-B. Which, if any, of the following activities, other than making and receiving calls, do you use your mobile for?/ And, which of these activities have you used your mobile for in the last week?

Source: Ofcom research, Quarter 1 2010

Base: All adults aged 15+ (n = 9013 UK, 761 Northern Ireland, 5709 England, 1468 Scotland, 1075 Wales, 501 Northern Ireland urban, 260 Northern Ireland rural, 349 Belfast Metropolitan area, 412 Rest of Northern Ireland)

Figure 4.5

Non-ownership of internet services



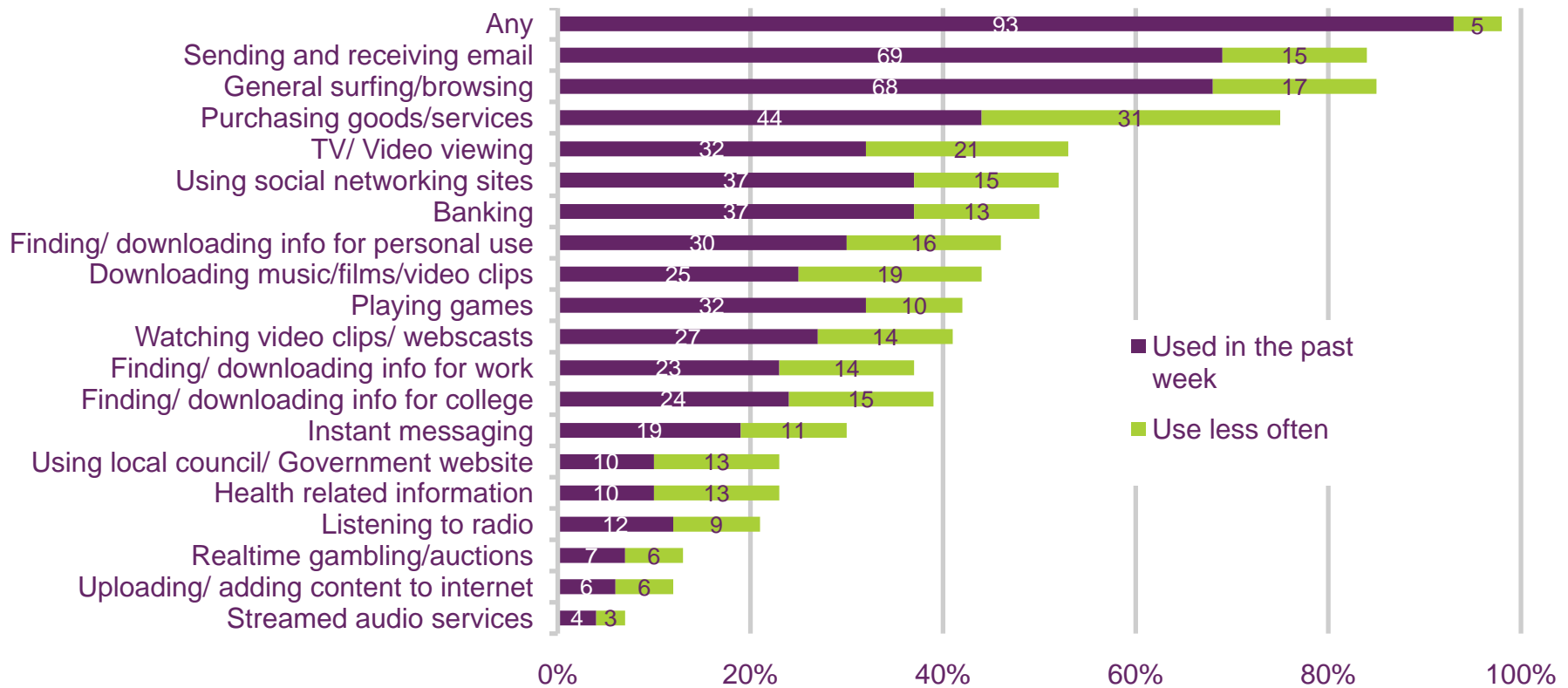
QE24. How likely is it that your household will get a internet access at home in the next 12 months?/ QE25. Why are you unlikely to get internet access at home in the next 12 months?

Source: Ofcom research, Quarter 1 2010

Base: All adults aged 15+ (n = 9013 UK, 761 Northern Ireland, 5709 England, 1468 Scotland, 1075 Wales, 501 Northern Ireland urban, 260 Northern Ireland rural, 349 Belfast Metropolitan area, 412 Rest of Northern Ireland)

Figure 4.6

Use of online applications among Northern Ireland broadband users



QE5. Which, if any, of these do you or members of your household use the internet for whilst at home?

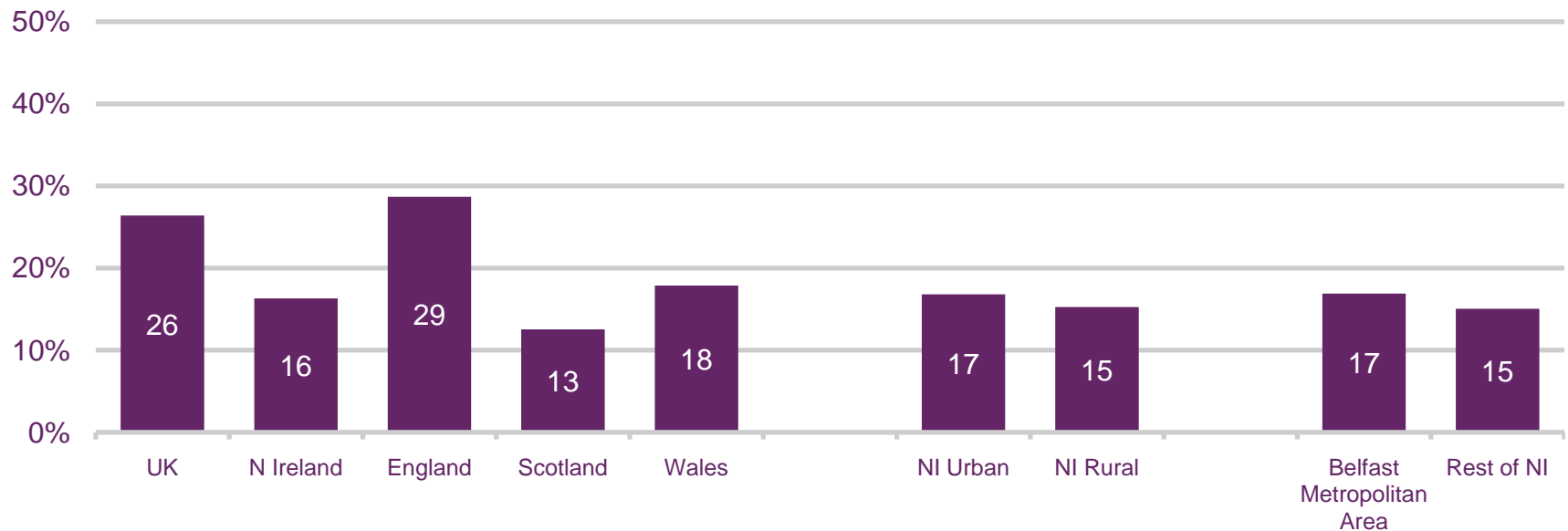
Source: Ofcom research, Quarter 1 2010

Base: Adults aged 15+ with a broadband connection at home (n= 519 Northern Ireland)

Figure 4.7

Use of the internet to access local council/government websites

Use of internet for local council/government websites (%)



QE5A-B. Which, if any, of these do you or members of your household use the internet for whilst at home?

Source: Ofcom research, Quarter 1 2010

Base: Adults aged 15+ with access to the internet at home (n= 9013 UK, 5709 England, 1468 Scotland, 1075 Wales, 761 Northern Ireland)

Figure 4.8

Use of the internet to access online banking services

Use of internet for banking (%)



QE5A-B. Which, if any, of these do you or members of your household use the internet for whilst at home?

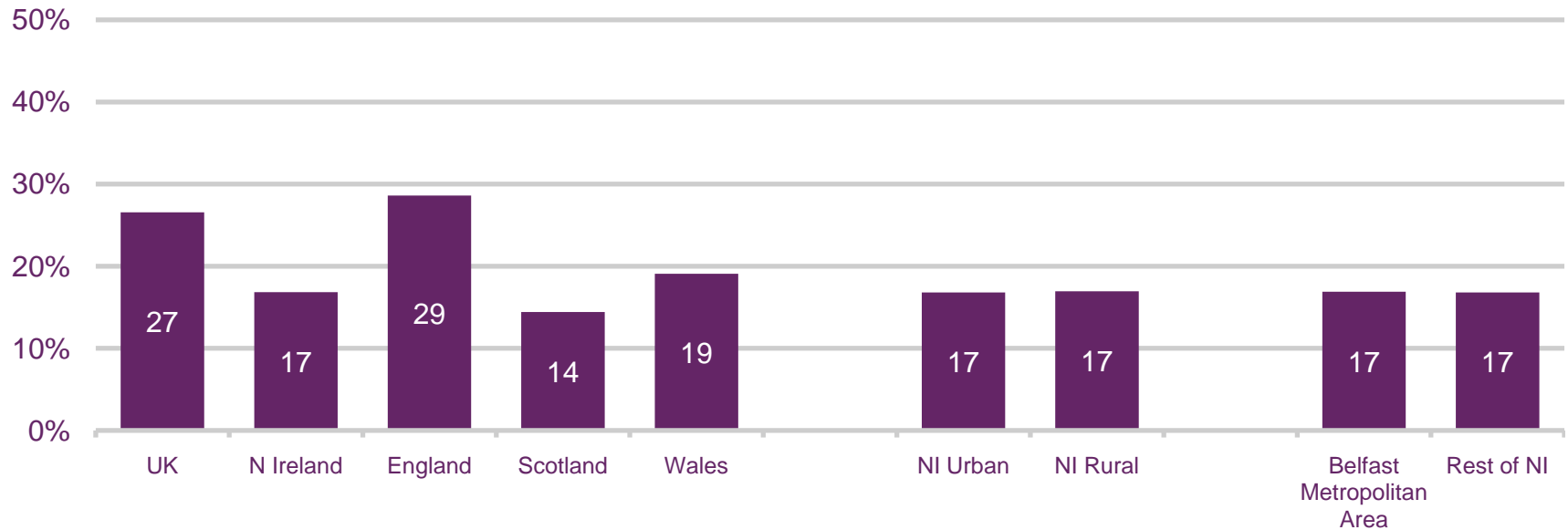
Source: Ofcom research, Quarter 1 2010

Base: Adults aged 15+ with access to the internet at home (n= 9013 UK, 5709 England, 1468 Scotland, 1075 Wales, 761 Northern Ireland)

Figure 4.9

Use of the internet to find information about health-related services

Use of internet for finding information on health-related issues (%)



QE5A-B. Which, if any, of these do you or members of your household use the internet for whilst at home?

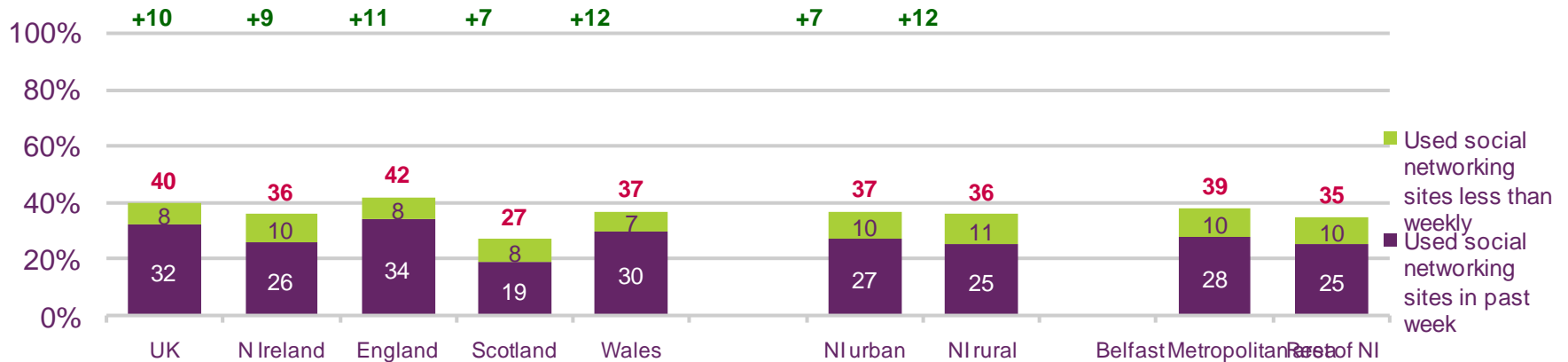
Source: Ofcom research, Quarter 1 2010

Base: Adults aged 15+ with access to the internet at home (n= 9013 UK, 5709 England, 1468 Scotland, 1075 Wales, 761 Northern Ireland)

Figure 4.10

Frequency of use of social networking sites

Use of social networking sites



QE5A-B. Which, if any, of these do you or members of your household use the internet for whilst at home?/ And, which, if any, of these activities have you or members of your household used the internet for in the last week?

Source: Ofcom research, Quarter 1 2010

Base: All adults aged 15+ (n = 9013 UK, 761 Northern Ireland, 5709 England, 1468 Scotland, 1075 Wales, 501 Northern Ireland urban, 260 Northern Ireland rural, 349 Belfast Metropolitan area, 412 Rest of Northern Ireland)