



Media Release – 30 October 2009

ComReg research report analyses internet connectivity in Ireland

The Commission for Communications Regulation (ComReg) today released a research report examining internet connectivity among consumers and businesses. The report focuses on why certain elements of the population and some businesses choose to remain offline or only use the internet through a narrowband/dial-up connection.

Key findings include:

- 66% of residential consumers use the internet in Ireland in 2009, compared to 45% in 2003.
- Eurostat data indicates that household internet usage in Ireland in 2008 was 63%, ahead of the European average (60%).
- In Ireland, older consumers and/or those who do not engage with other technologies are less likely to use the internet.
- Over one third of narrowband users in Ireland are aged 45 and over.
- According to ComReg survey data, there is almost ubiquitous internet usage amongst businesses in Ireland. As of June 2009, 96% of corporates and 92% of Small to Medium Enterprises (SMEs) have an internet connection.
- Eurostat data indicates that business usage of the internet in Ireland (96%) is ahead of the European average (93%).
- More than half of those companies with a narrowband connection have between one and nine employees and over three quarters of businesses with a narrowband connection are in a rural area or village.
- According to Eurostat, between 2004 and 2008, the percentage of enterprises with a narrowband connection in Ireland has declined by thirty two percentage points. Ireland was level with the European average.

The full report (ComReg document 09/84) is available on the ComReg website www.comreg.ie

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