

Life Online 2009

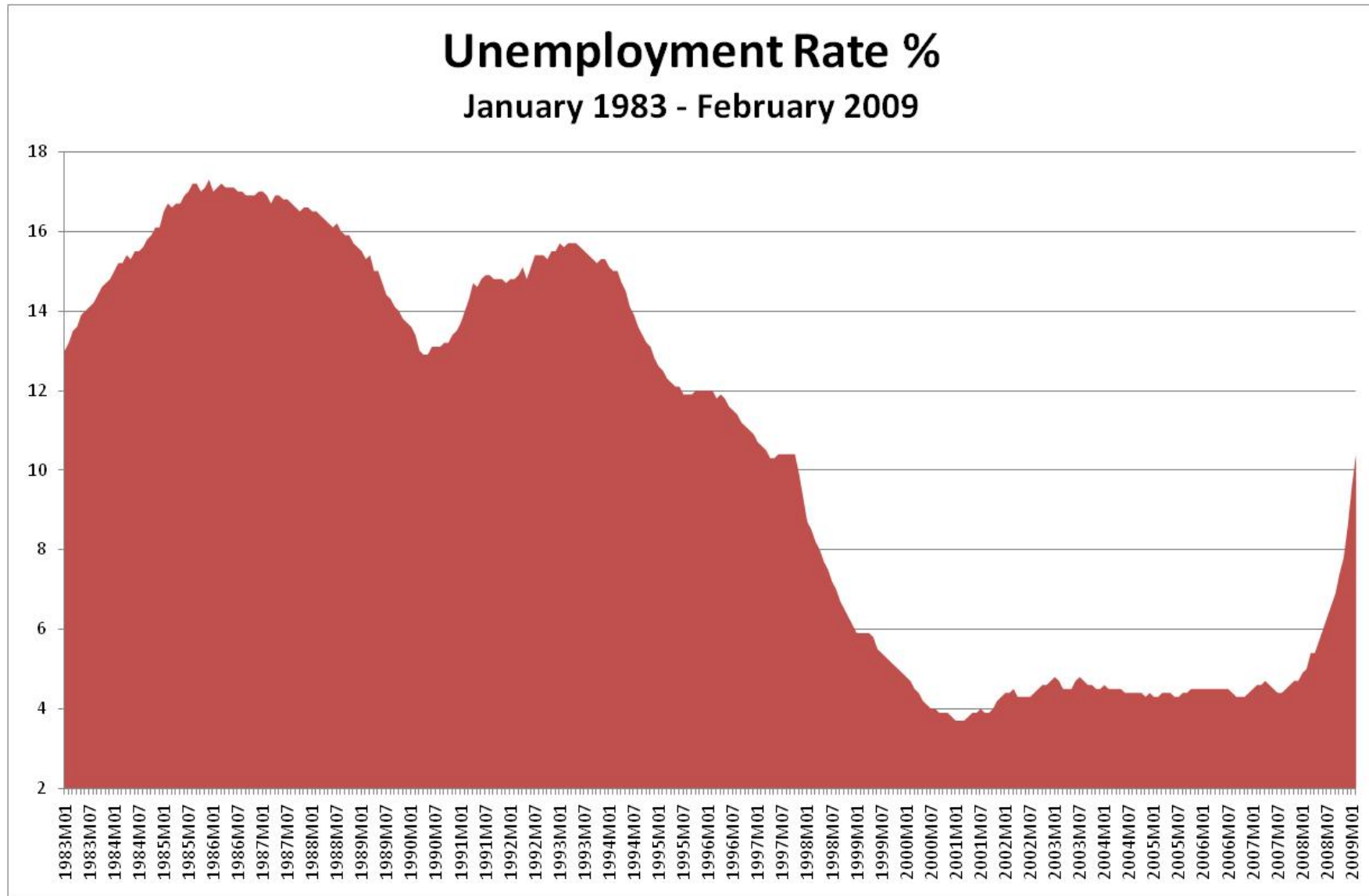
An Amárach Research Report



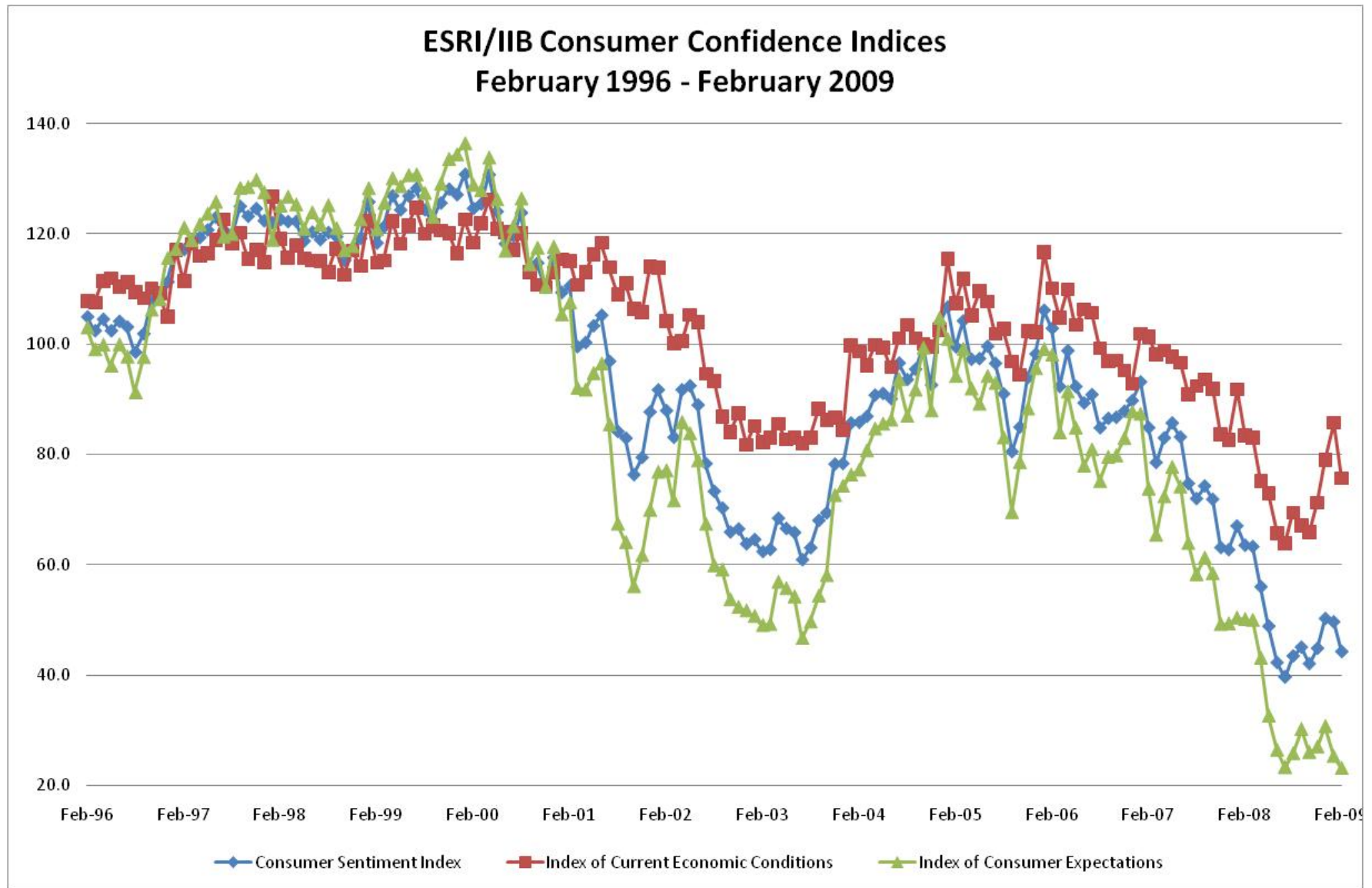
1. Ireland's Recession:
is life online immune?
2. Reality Check:
the '5 Cs' in 2009
3. The eRecovery:
will the web save us?

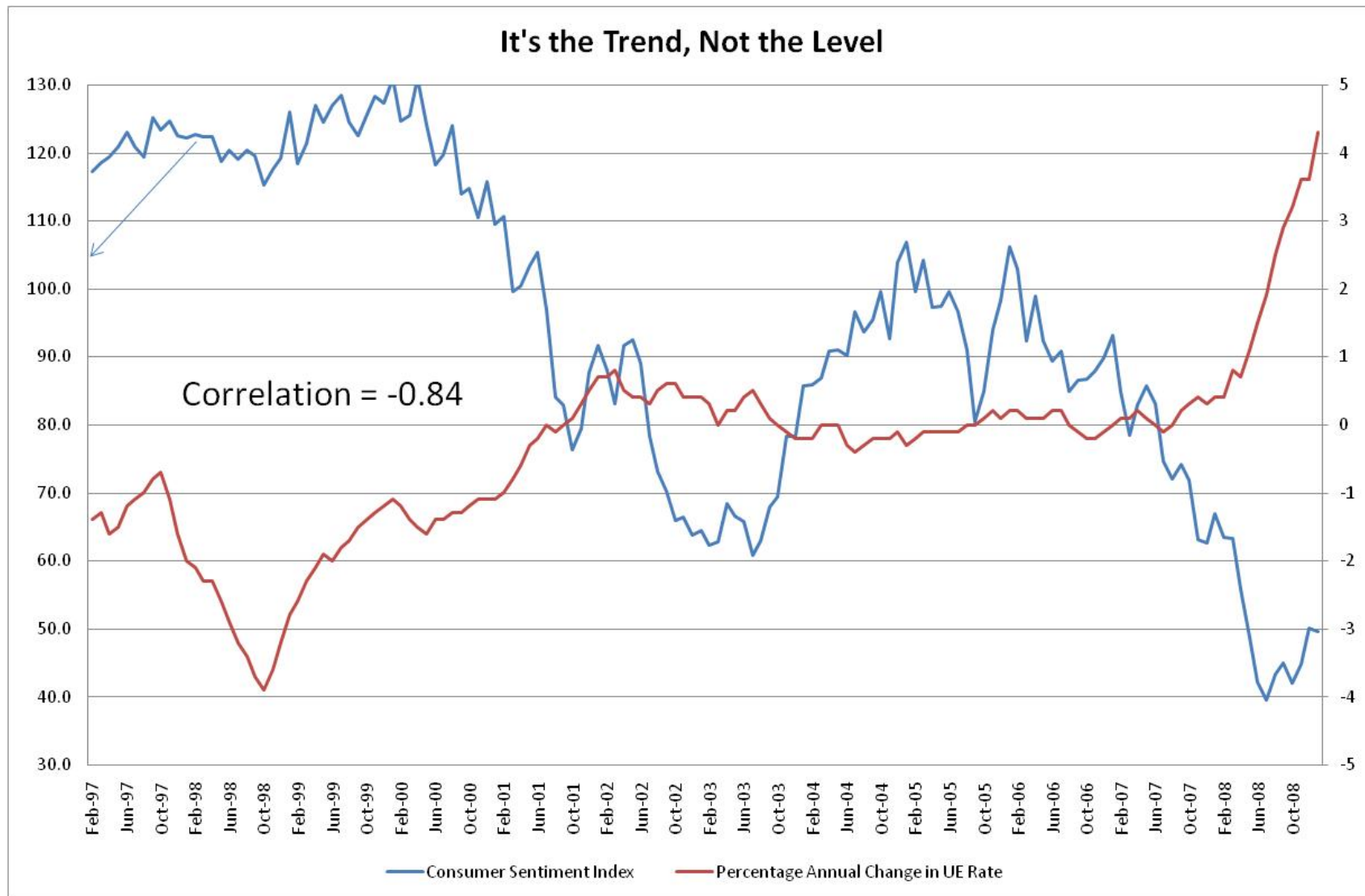


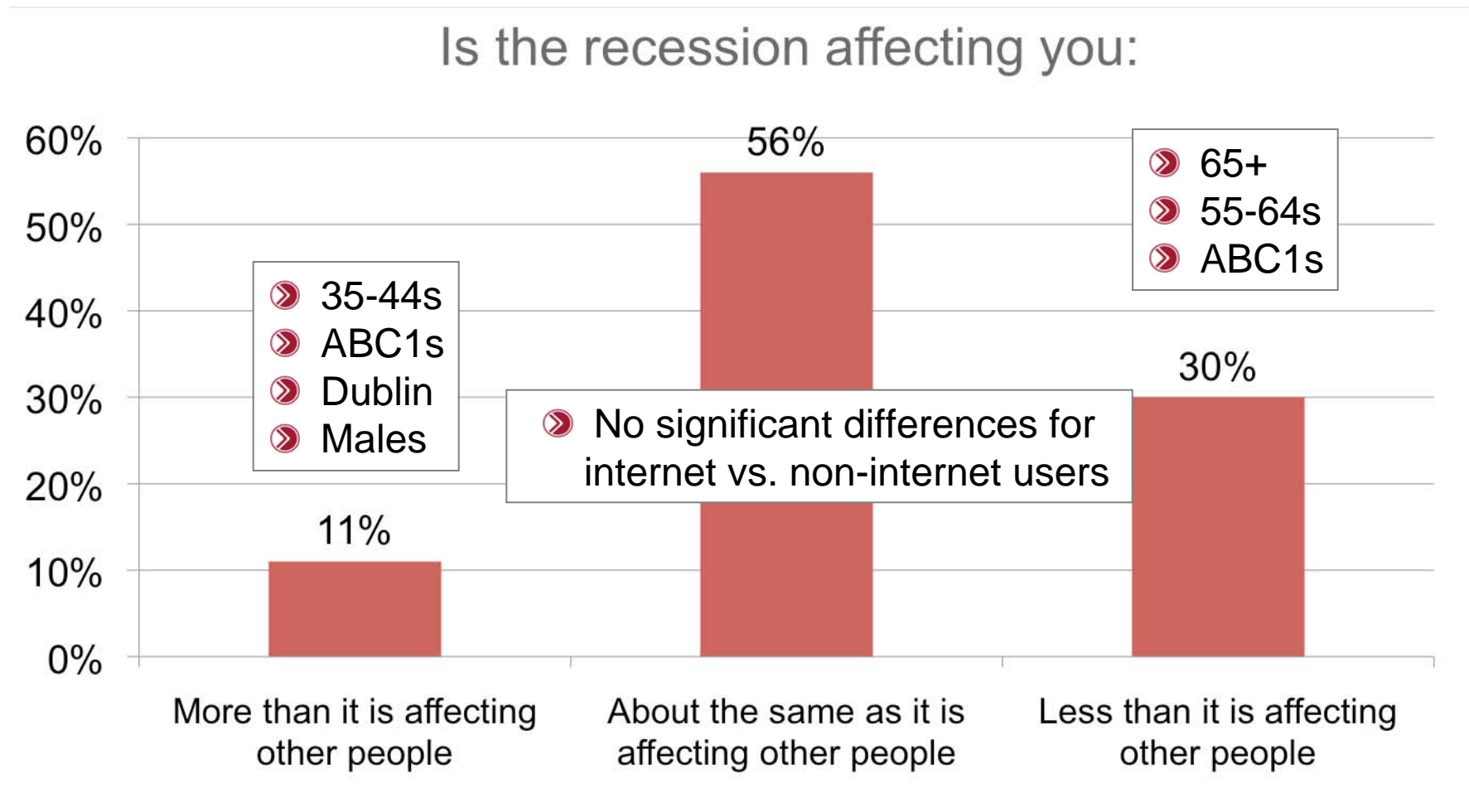
1. Ireland's Recession:
is life online immune?



Spooked Consumers ...

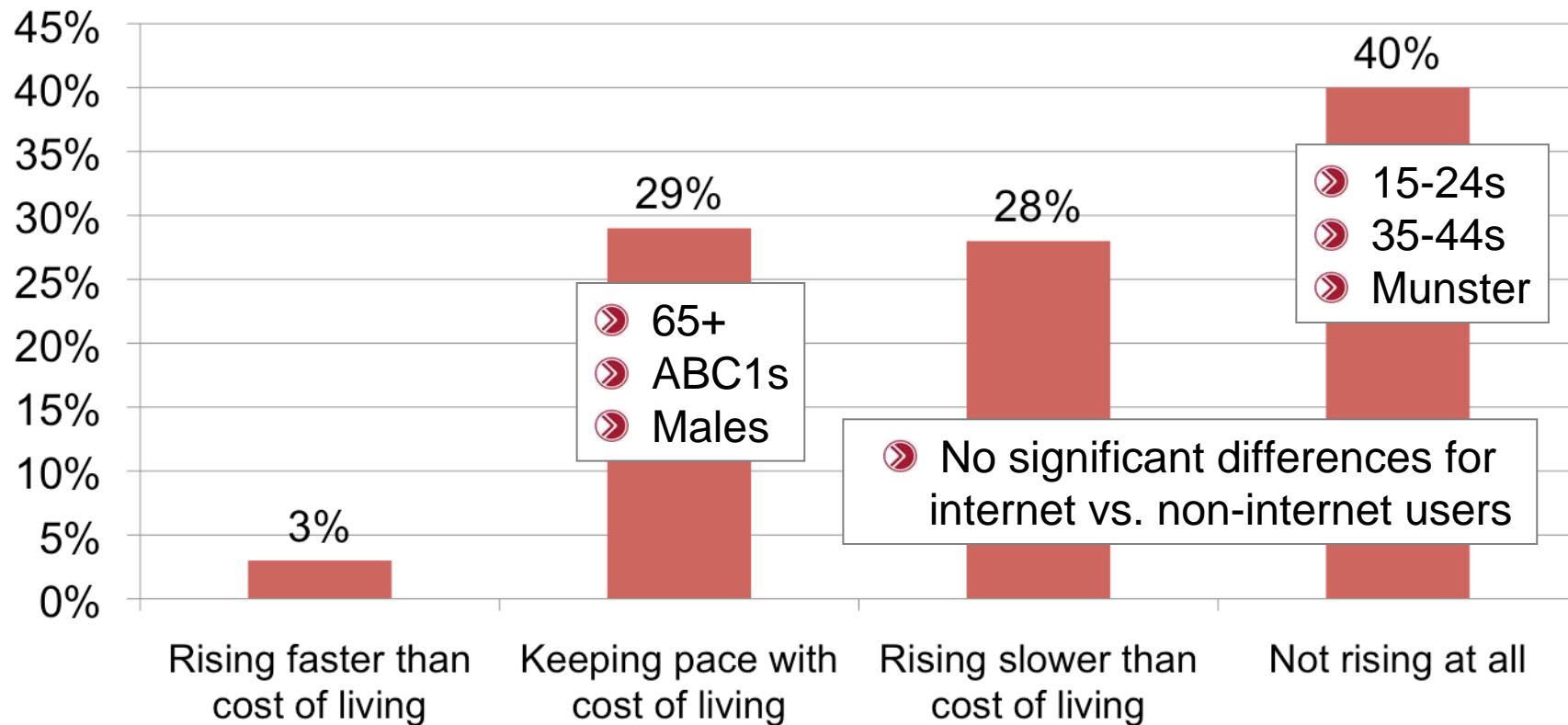






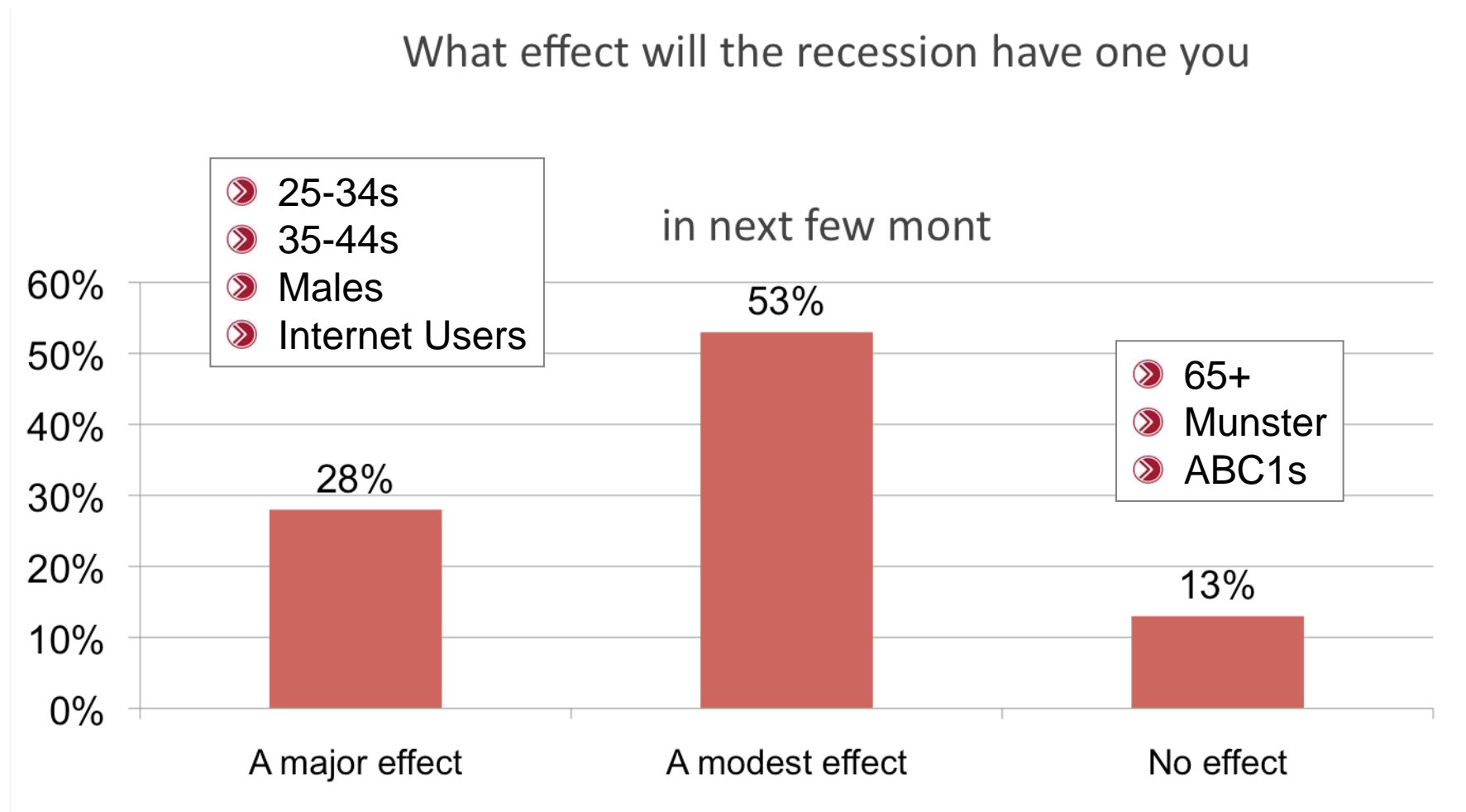
Source: Amárach Research Life Online 2009, Telephone Survey, 1,000 adults, nationally representative sample, February 2009

To what extent is your income:



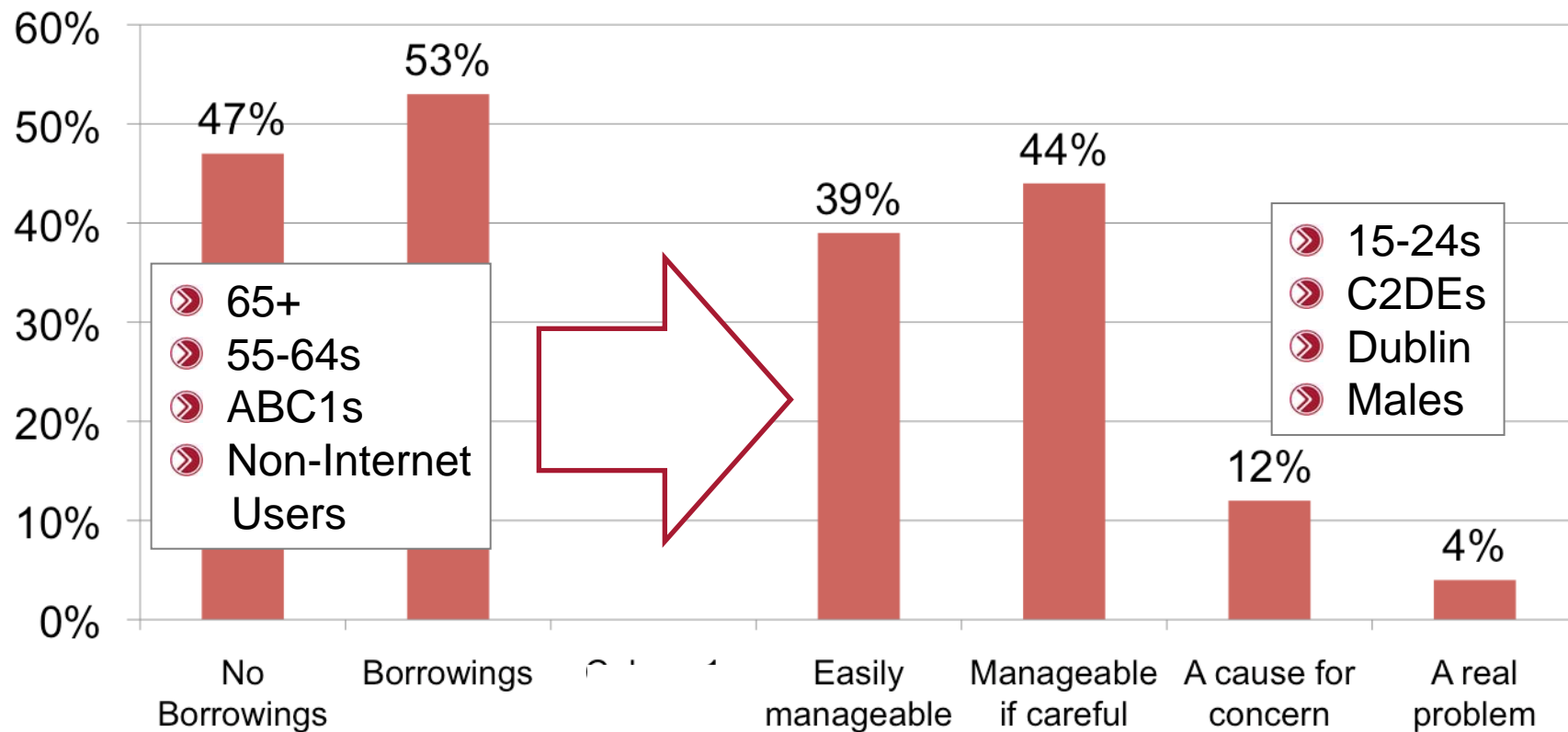
Source: Amárach Research Life Online 2009, Telephone Survey, 1,000 adults, nationally representative sample, February 2009

Not Looking Forward



Source: Amárach Research Life Online 2009,
Telephone Survey, 1,000 adults, nationally representative sample, February 2009

Incidence of personal borrowings and impact:



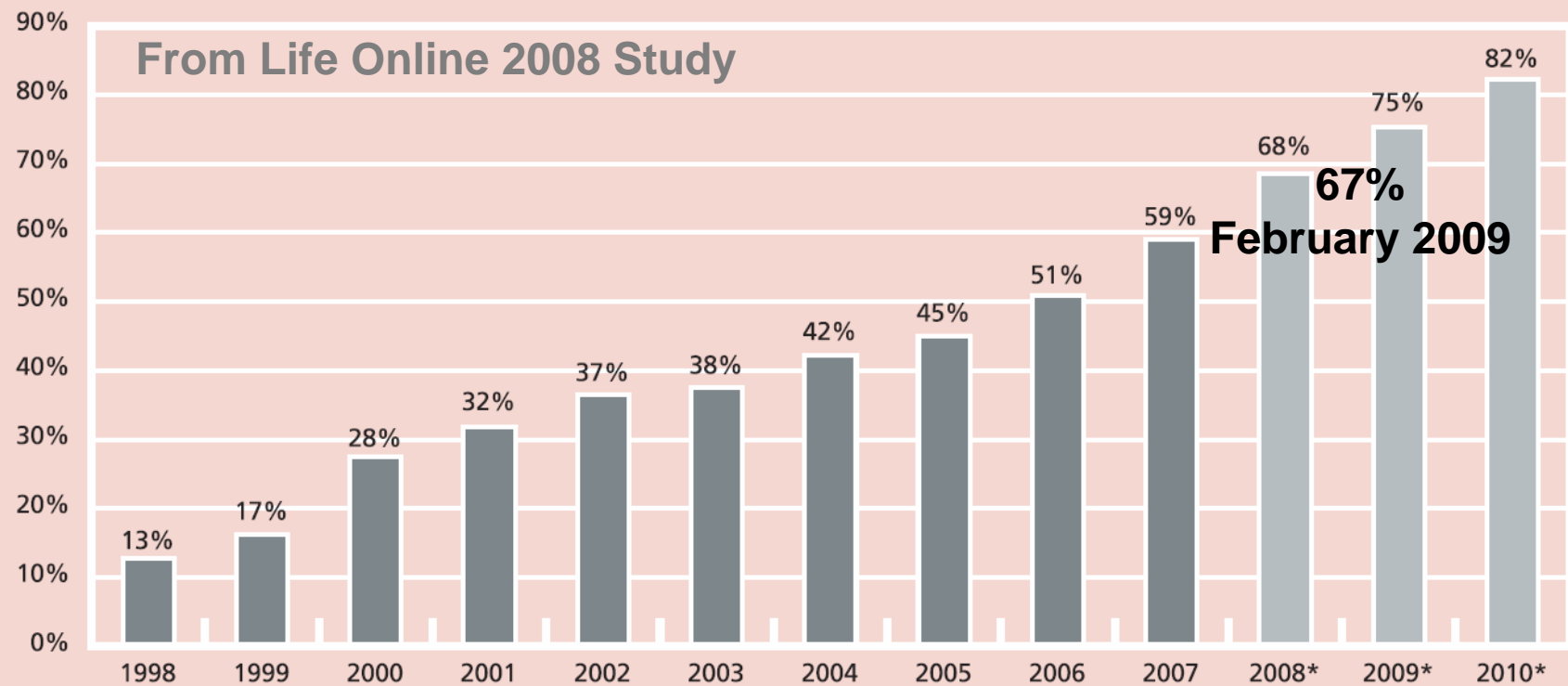
Source: Amárach Research Life Online 2009, Telephone Survey, 1,000 adults, nationally representative sample, February 2009



2. Reality Check: *the '5 Cs' in 2009*

Here Comes Everybody

Going Online: % of adults using internet in Ireland



* Year End Forecasts **Source:** Amárach Surveys and Forecasts



The 5 C's



Content



Communication



Commuting



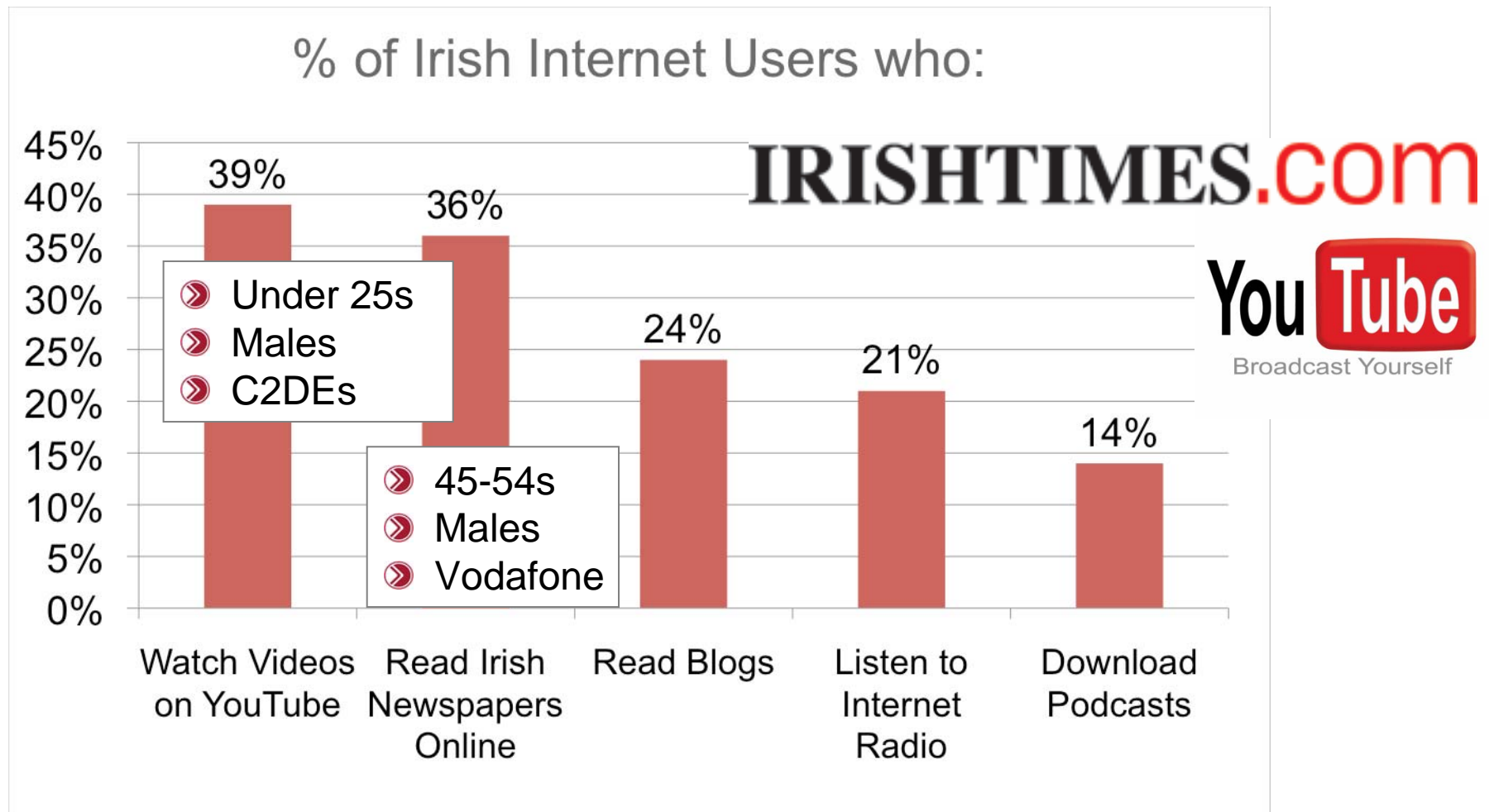
Creation

Commerce

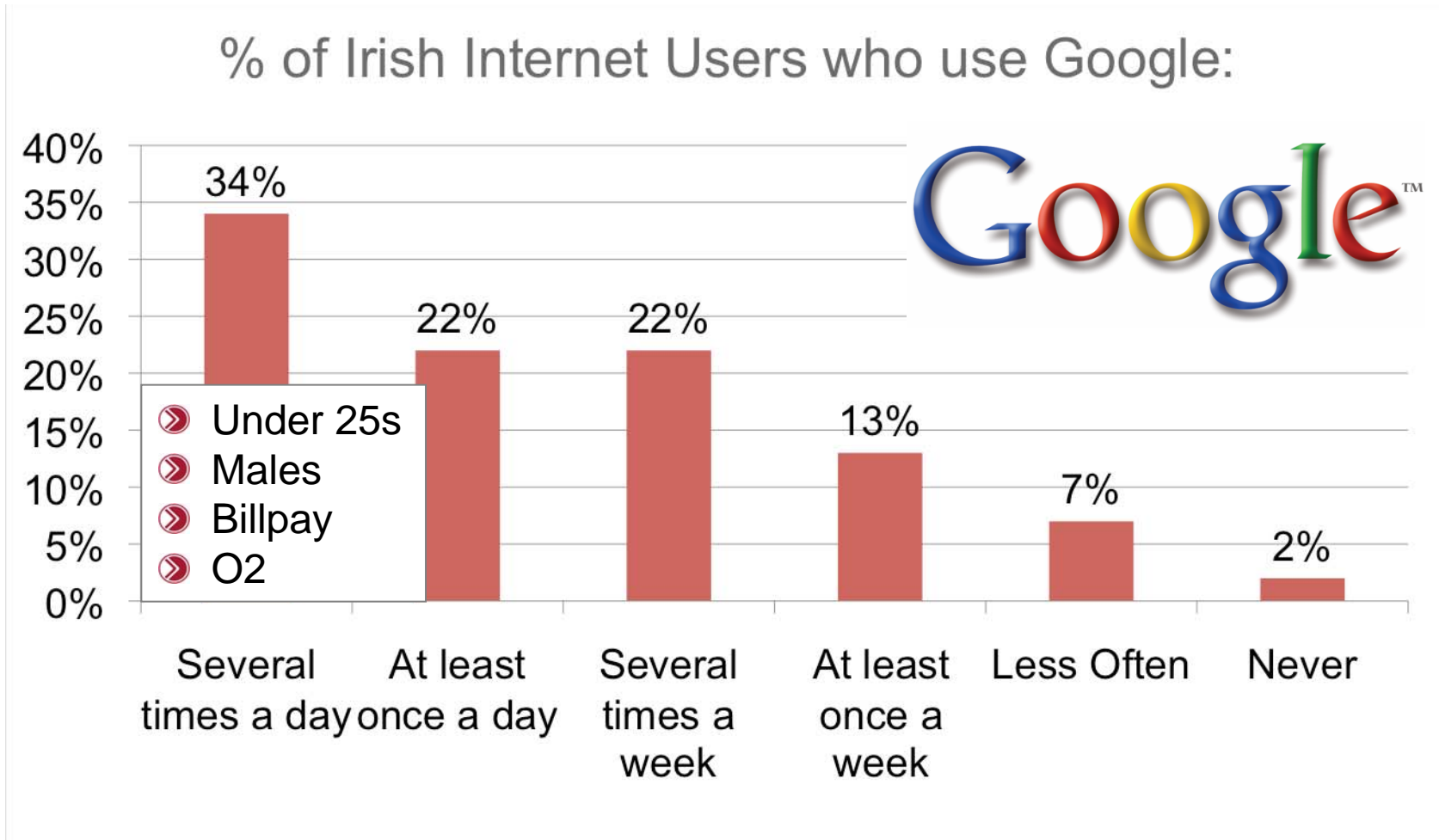


<http://www.paulisakson.com/>

5 Cs: Content

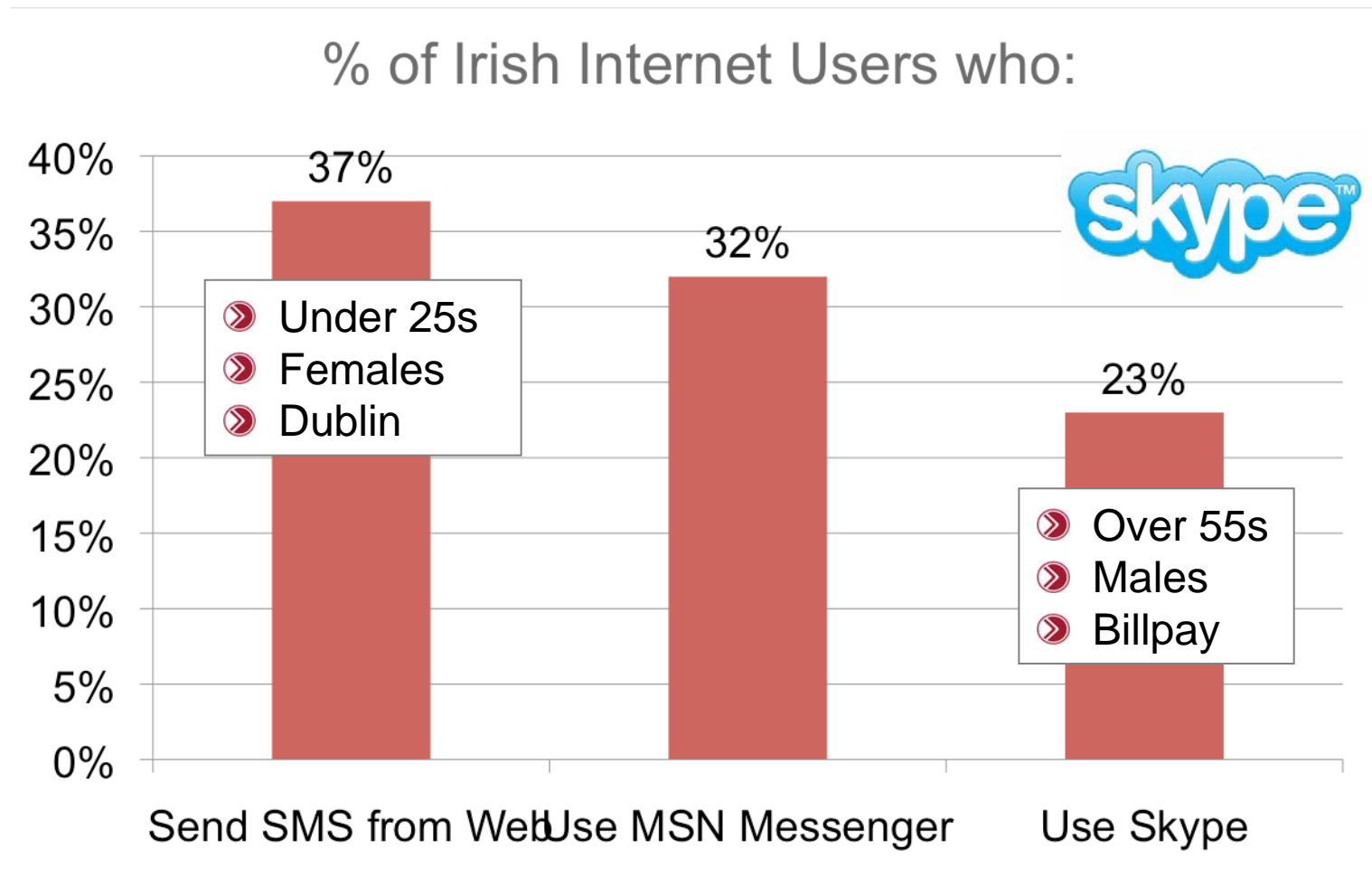


Source: Amárach Research Life Online 2009,
Telephone Survey, 1,000 adults, nationally representative sample, February 2009
- not comparable to 2008 survey which was online only

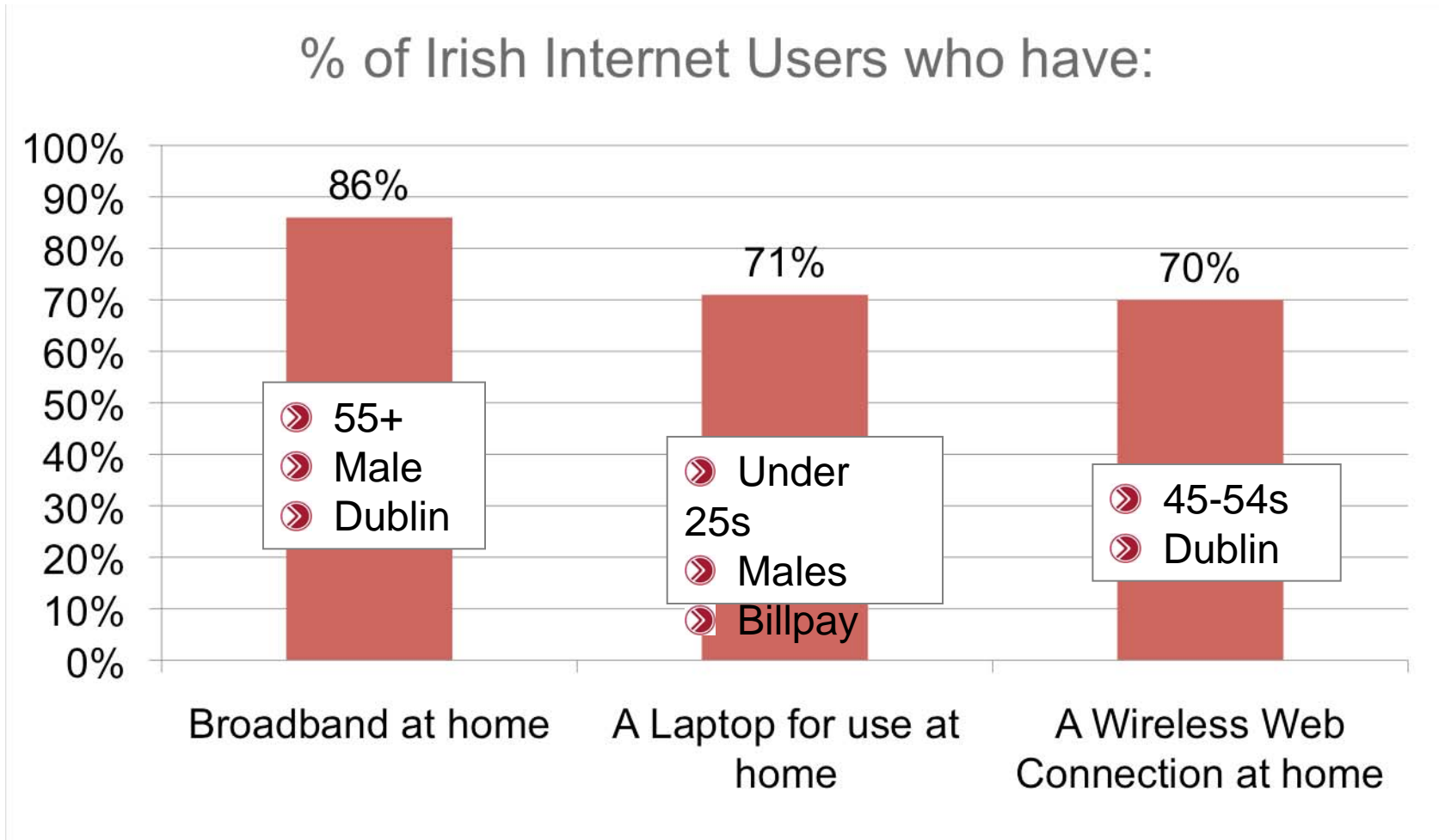


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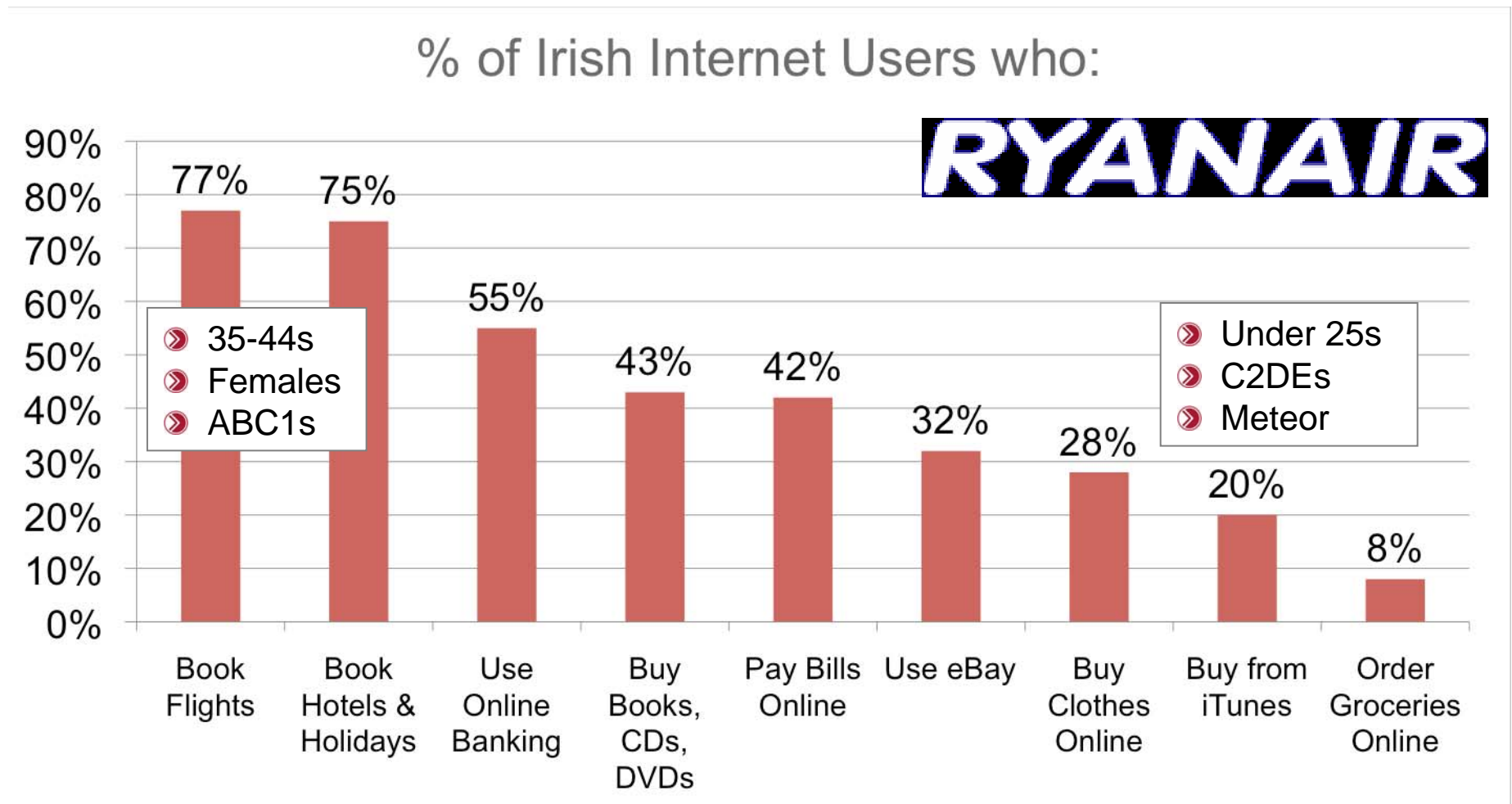
5 Cs: Communication



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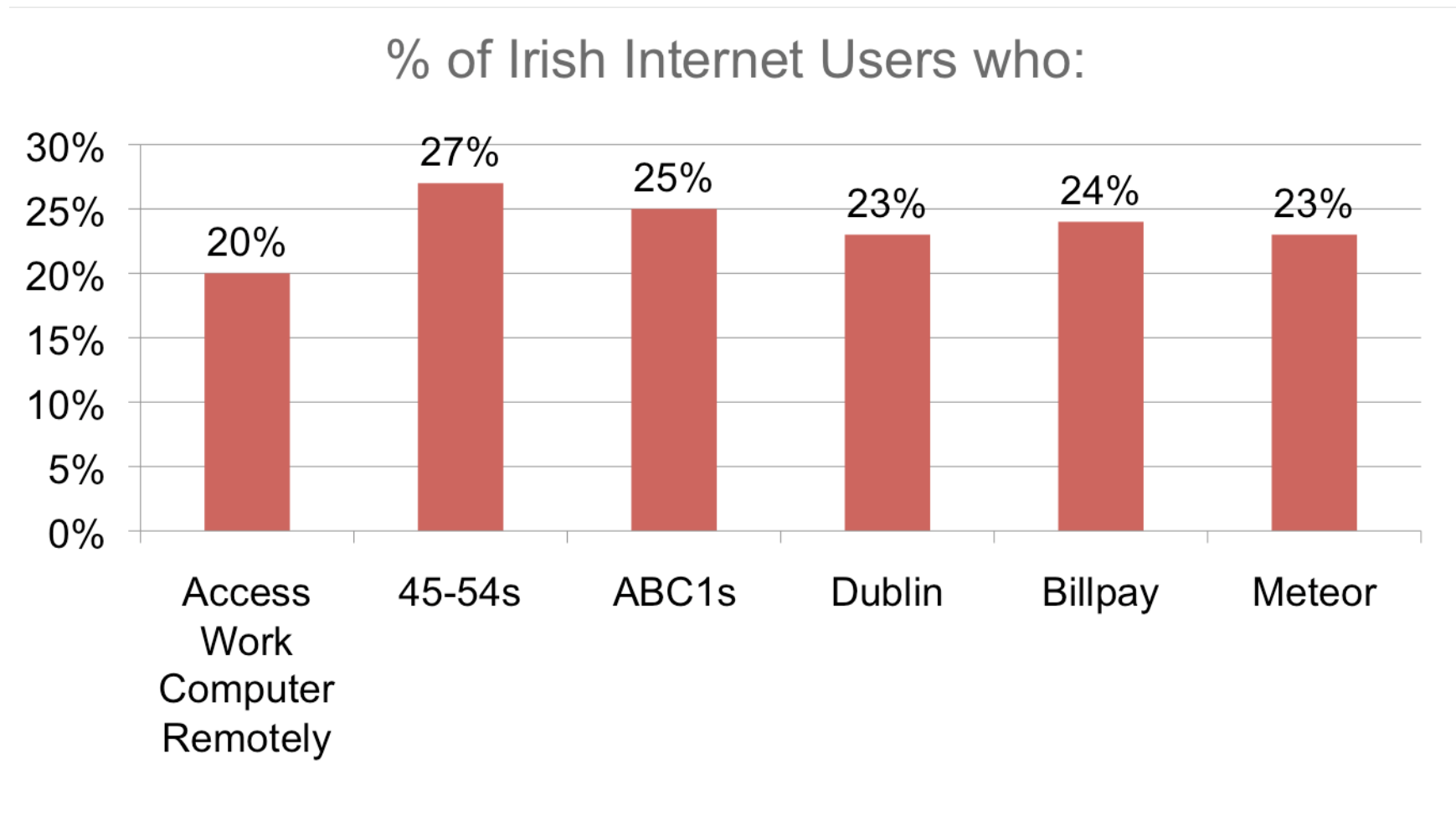


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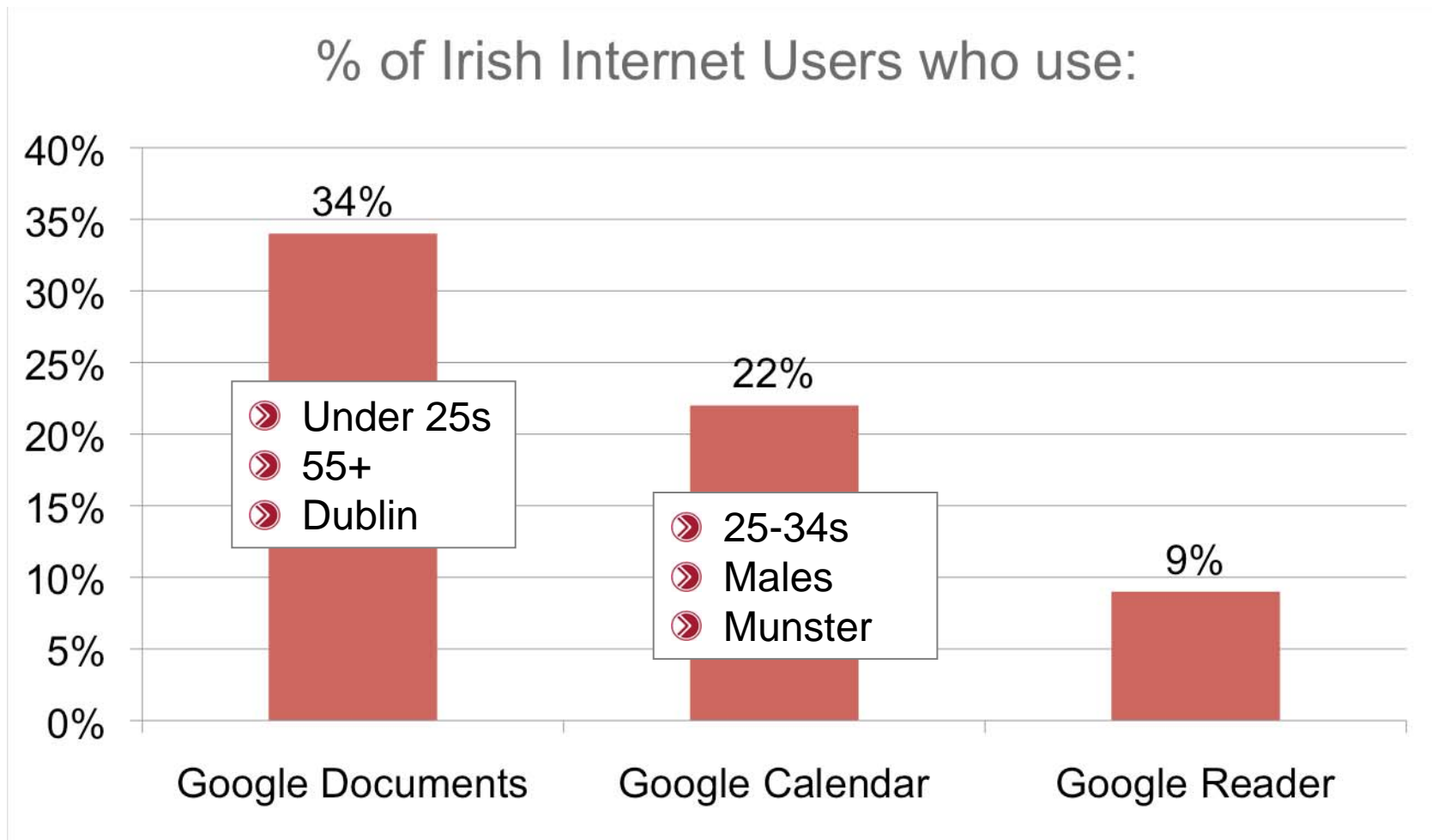


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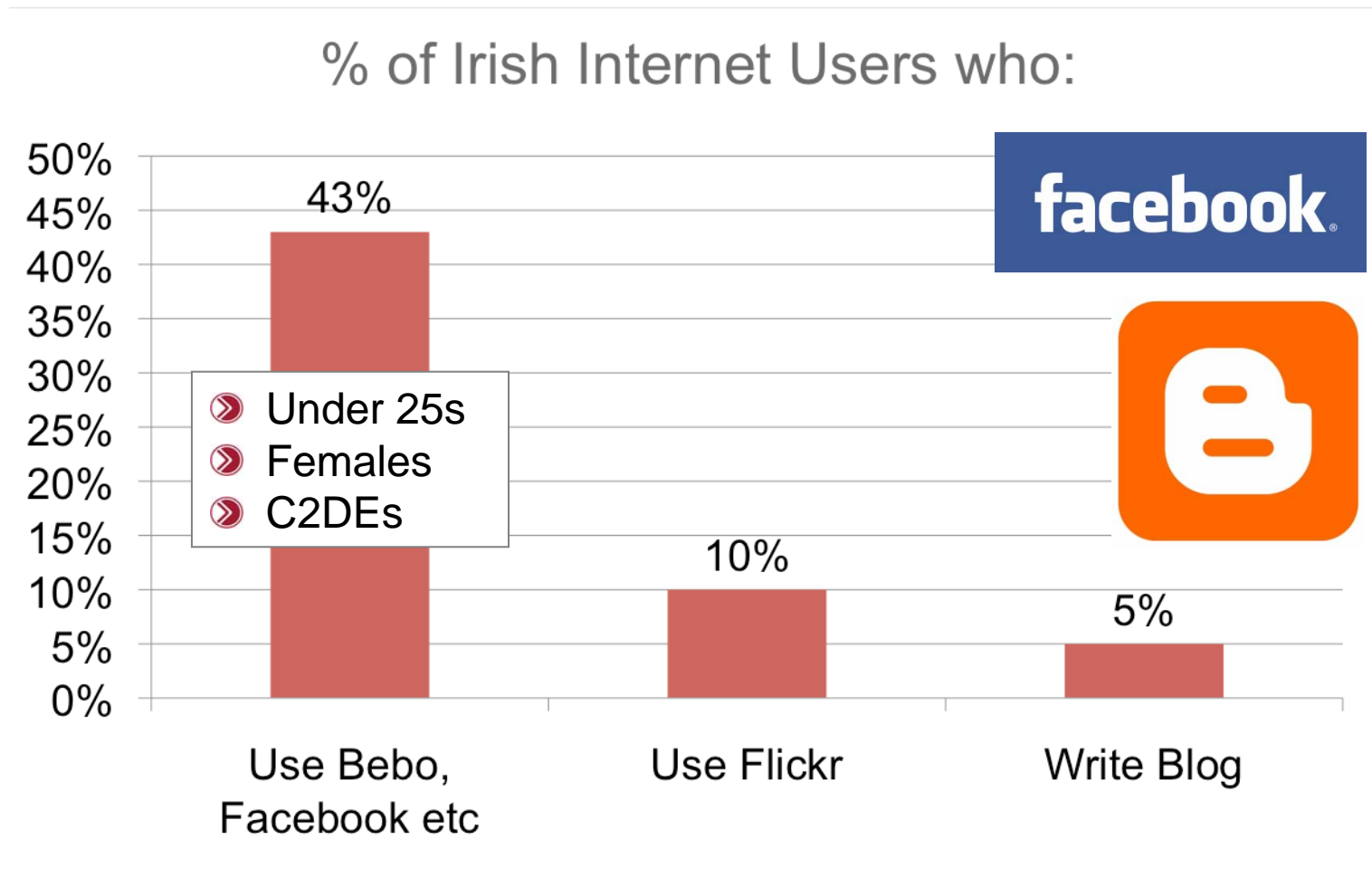
5 Cs: Commuting



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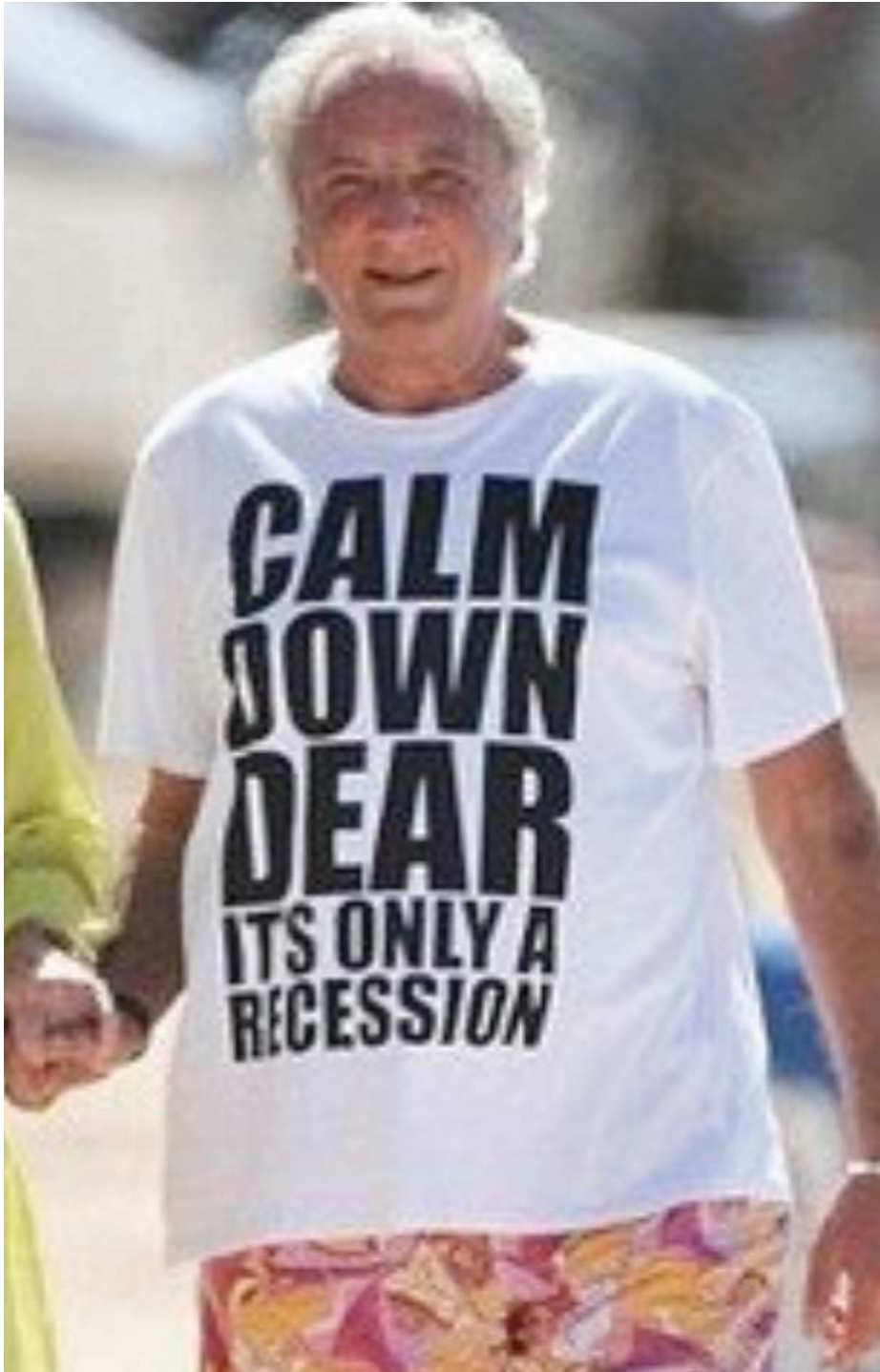
Source: Amárach Research Life Online 2009,
Telephone Survey, 1,000 adults, nationally representative sample, February 2009



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3. The eRecovery:
will the web save us?



Recessions and Recoveries have one thing in common: they are usually well under way before they show up in the official statistics ...

Recessions are macroeconomic phenomena in the main ... whereas Recoveries are microeconomic phenomena.

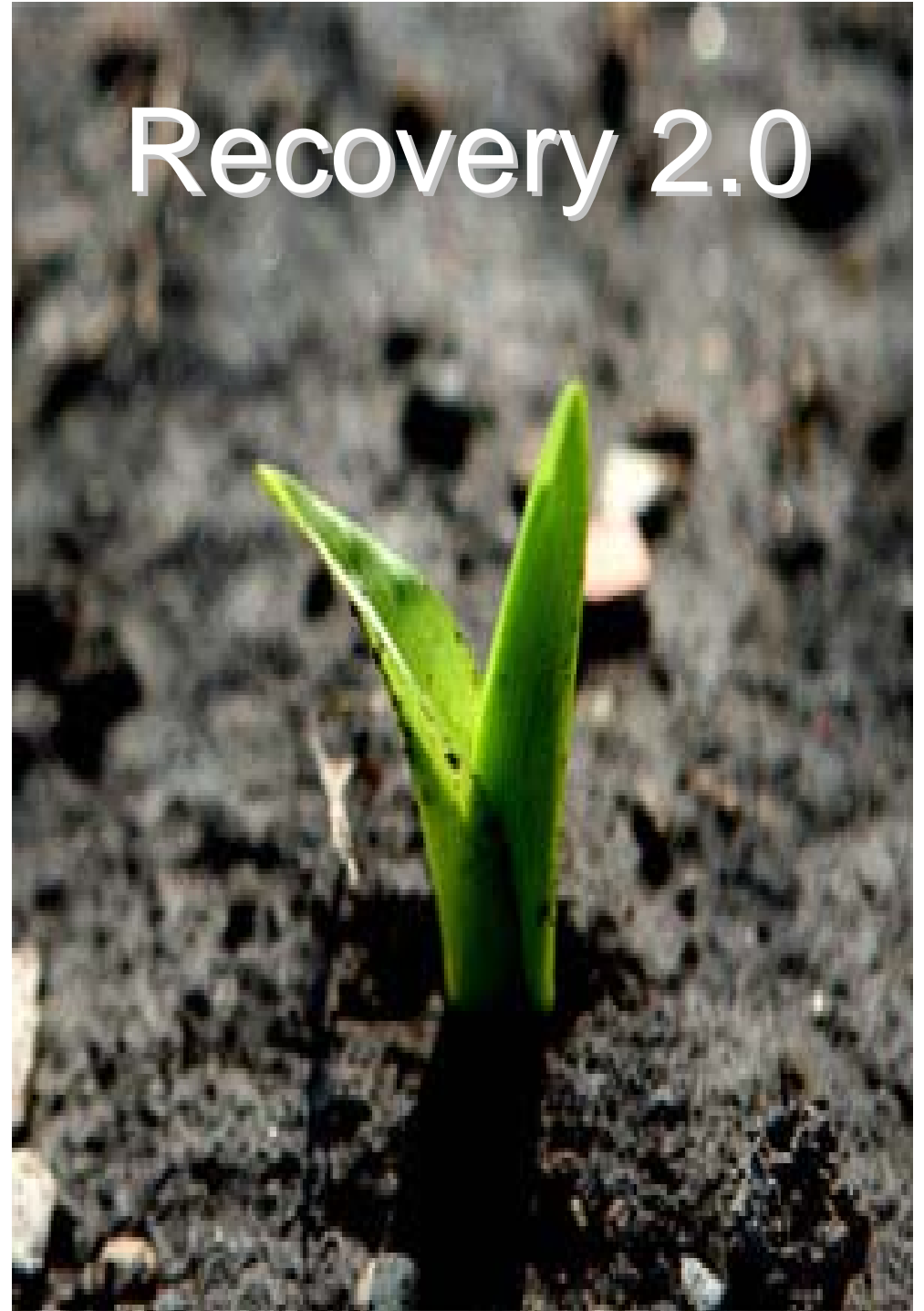
Freelancing

Networking

Discovering

Innovating

Recovery 2.0



Microsoft BizSpark™



Ní neart go cur le chéile ...

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