



The NB Report 2008

The Richest Source of Information

On Irish Internet Behaviour

Data Overview

For more information contact Emmet Kelly. Email: emmet@netbehaviour.com. Mail: Net Behaviour, 46 Harrington Street, Dublin 8, Ireland. Phone: +353 (0) 1 4786000. Web: www.netbehaviour.com.

Contents

Introduction

The Net Behaviour Consumer Index

- [Researching](#)
- [Purchasing](#)

Sample Tables

- [Top 5 Sites Visited by Irish Internet Users by Age](#)
- [Top 5 Sites Visited by Irish Internet Users by Sex](#)
- [Shopping and Ticketing](#)
- [TV](#)
- [Business News](#)
- [Gaming](#)
- [Gambling](#)
- [Sport](#)
- [Airlines](#)
- [Search Engines](#)
- [Entertainment](#)

More information

Introduction

Net Behaviour has just released the first wave of data for the NB Report for 2008. The NB Report, carried out by Monitrack Internet Research offers valuable, reliable information on the Irish internet user.

The NB Report provides data on **40 categories**. The Top 10 categories visited by Irish online users are

E-mail (90 %)	News & Media (59%)
Search engines (75%)	Travel sites (57%)
Ticketing (70%)	Finance & Banking (56%)
Shopping (63%)	Entertainment (53%)
Research (61%)	Social Sites (45%)

Base: 2M Irish Internet Users. NB/MIR 2008/1

Variables tracked by NB include:

- A full range of demographics for each site in each market (incl. variables such as job, income, marital, home owner etc.)
- Frequency of Internet use, Internet access points and connection speed
- Market segment size and exploration segments, use of other sites (top 50 sites)
- Other activities online such as:
 - a. Sites visited by a group
 - b. What they research and browse
 - c. What they buy,
 - d. How much they spend

Net Behaviour is Ireland's largest independent digital communications specialist:

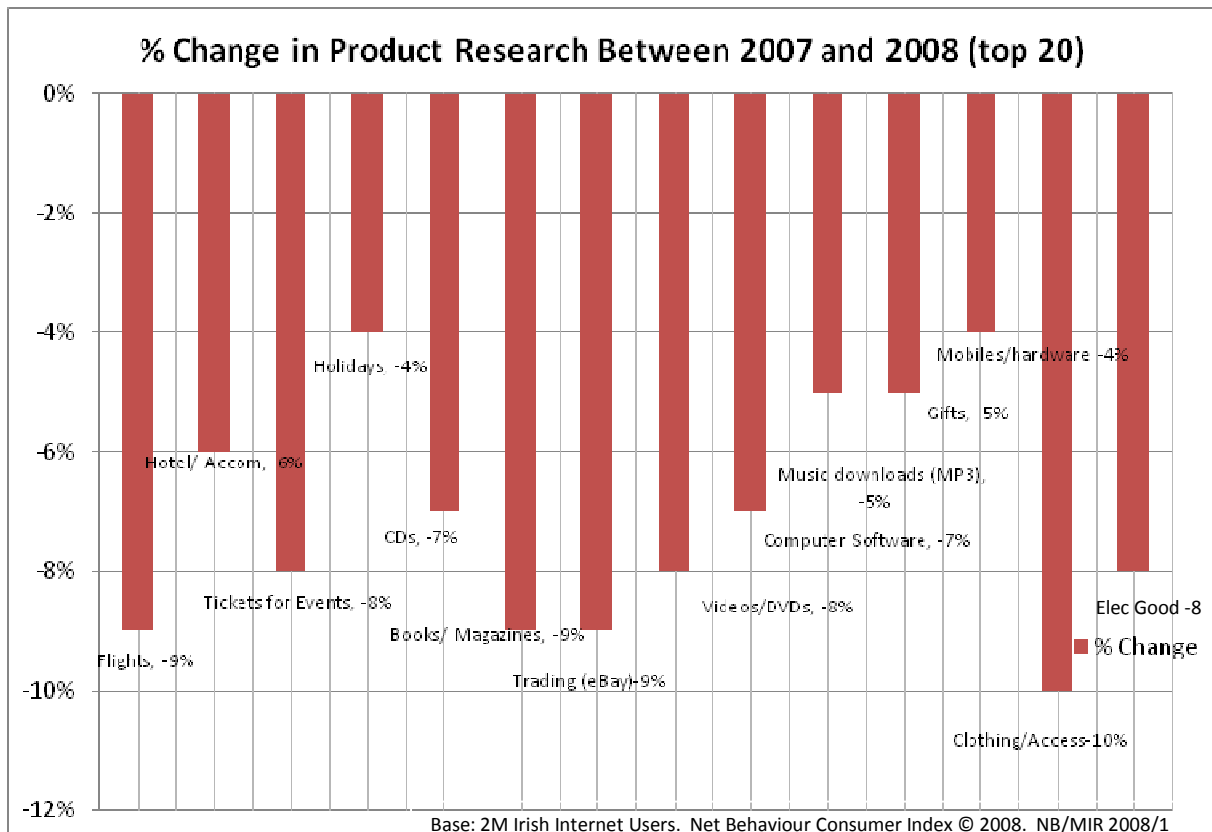
- NB has carried out over **1000 online campaigns**
- NB data is used by **20 Irish advertising agencies**
- NB data is also used by over **30 website publishers**.
- NB tracks the use of **460 websites in Ireland and abroad**

The information and insights contained here gives a taste of the data Net Behaviour has to hand to plan digital advertising campaigns. Data is gathered by Monitrack Internet Research, Irelands longest established Internet research specialist

We would also like to introduce the **Net Behaviour Consumer Index ©**. This tracks online consumer sentiment, research and purchasing behaviour, and is set to become a key indicator for Irish online commerce.

The NB Consumer Index ©

Research Index Down 4% on Average versus 2007



The NB Consumer Index looks at the propensity of Irish people to research and purchase goods and services online. For two years now, we have tracked 39 categories of product and asked 2600 Internet users what they research and buy online.

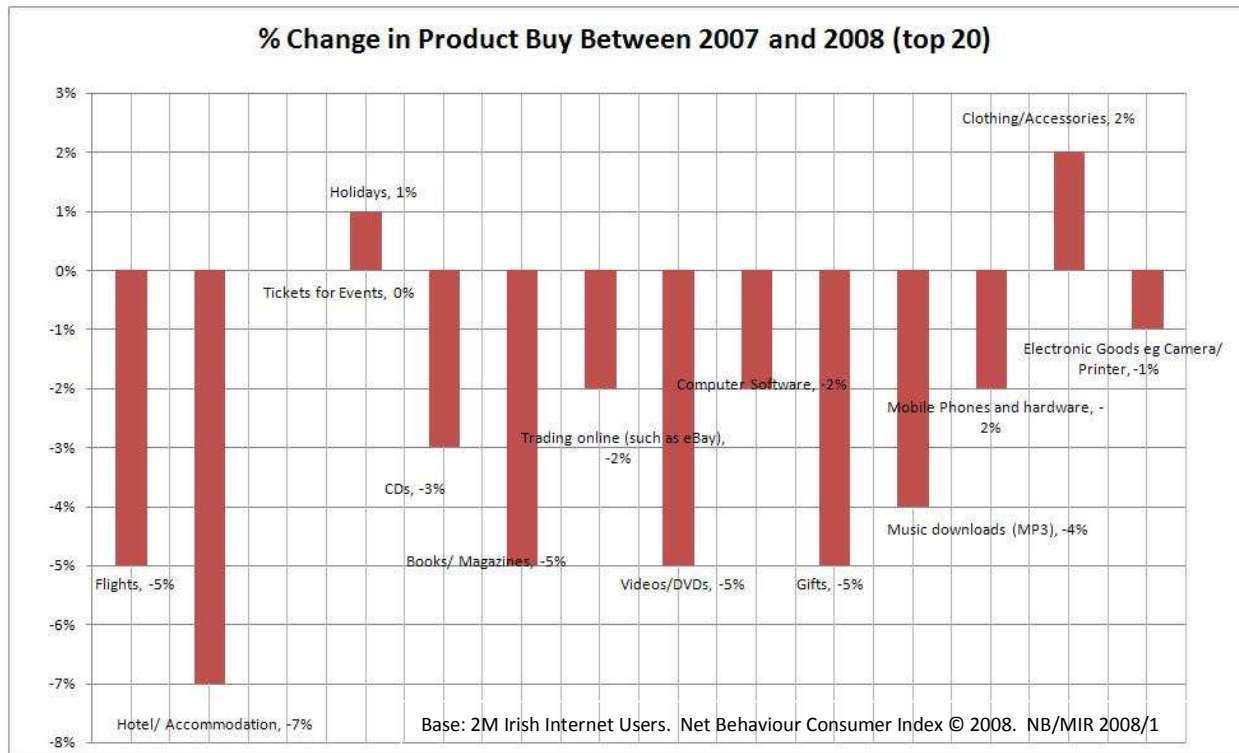
Interestingly, we can see for the top 20 categories of product tracked by the NB Consumer Index, researching some products is down by as much as 10% in 2008 compared to 2007.

We would attribute this to the overall decline in economic activity being experienced here and overseas.

[Return to Contents](#)

The NB Consumer Index ©

Purchasing Online Index Down 2% on Average versus 2007



Since 2007 there has been a 2% drop in products and services bought online. It seems that the overall economic climate has affected interest in purchasing in general, both offline and online. Looking at the top 20 categories, we can see that flights are down 5%, hotels 7% and books/magazines, videos/DVDs and gifts are down 5%. These could be considered luxury purchases. Other products or services that are bought a little more than last year are clothes/accessories up 2% (perhaps looking for cheaper purchases online) and tickets for events, these have been steadily increasing with Internet penetration growth.

While researching online is down 4% on average, purchasing is only down 2% on average. While it's possible that consumers are becoming more Internet savvy by needing to search less when they need to make a purchase research indicates that Irish Internet users are less keen to look for ways to spend their money than was previously the case.

This data and trend information is available for purchase with the NB Report 2008. [Return to Contents](#)

Demographics

Top 5 Sites Visited by Irish Internet Users by Age

Top 5 Sites	Total	16-17	18-24	25-34	35-44	45-54	55+
Total	100%	3%	13%	22%	18%	16%	27%
Google	72%	51%	69%	68%	75%	77%	73%
RTE.ie (any)	50%	15%	42%	50%	54%	55%	53%
Aer Lingus	45%	24%	39%	43%	47%	51%	46%
Ryanair	45%	12%	40%	45%	44%	55%	46%
Wikipedia.com	44%	43%	54%	43%	46%	40%	43%
Source: NB/MIR 2008	Base: Online Internet Audience 2 Million						

Top 5 Sites Visited by Irish Internet Users by Sex

Top 5 Sites	Total	Male	Female
Total	100%	49%	51%
Google	72%	73%	71%
RTE.ie (any)	50%	53%	48%
Aer Lingus	45%	41%	49%
Ryanair	45%	40%	50%
Wikipedia.com	44%	46%	43%
Source: NB/MIR 2008	Base: Online Internet Audience 2 Million		

40% of Irish Internet users are between 25 and 44 years of age. 16% are between 45 and 54 and a huge 27% are over 55 years of age. The size of the over 25s and especially 55s markets is often missed by the mainstream media perhaps because these more mature Internet users do not necessarily visit the newest sites, or blogs, or contribute User Generated Content or use social networks as often as their younger counterparts. However, these groups make up the vast majority of Irish Internet users and account for 83% of the Irish online.

For more information contact Emmet Kelly. Email: emmet@netbehaviour.com. Mail: Net Behaviour, 46 Harrington Street, Dublin 8, Ireland. Phone: +353 (0) 1 4786000. Web: www.netbehaviour.com.

RTE.ie is now Ireland's second busiest site, after Google. This represents an amazing growth in the popularity of the service for our national broadcaster, and also represents a change in Internet use towards rich media mainstream news provision, video online and podcasting. [Return to Contents](#)

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Shopping and Ticketing

Top Shopping Sites	% of Net Users per Month
Total	100%
eBay	36%
Amazon.co.uk	25%
Argos	21%
BuyandSell	19%
Ticketmaster.ie	19%
Tesco.ie	19%
Pigsback.com	17%
Buy4now.ie	11%
Dell.com	11%
CDWoW.ie	10%
Source: NB/MIR 2008	Base: Online Internet Audience 2 Million

Recent Blog Comment: *Shopping**

V2Stores.com

<http://www.v2stores.com/?p=2956>

A leading Irish ecommerce firm has predicted that the number of consumers shopping online this Christmas could increase by as much as 50% in comparison to the same period last year.

eBay dominates the online shopping sector capturing a massive 36% of the market. Amazon follows in second with a generous 25%, Argos has 21% and BuyandSell 19%.

It is amazing how shopping, trading online (eBay and BuyandSell) and ticketing (Ticketmaster) have developed to become key functions of the Internet in the last few years. These 'must have' social functions will drive the growth of Internet penetration in the coming years. It is also likely that services such as Argos, where it is necessary to search through a vast range of items before making a purchase, will become more prevalent online in the near future. Such services are popular in times of economic upheaval as consumers search for better deals online.

[Return to Contents](#)

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TV

TV Monthly	Total
Total	100%
rte.ie	15%
bbc.co.uk	14%
sky.com/skynews	10%
channel4.com	6%
itv.com	5%
bbc.co.uk/cbeebies	4%
u.tv	3%
cnn.com	3%
tg4.ie	3%
livingtv.co.uk	3%
disney.com	2%
cartoonnetwork.com	2%
three.ie	2%
nick.com (nickelodeon)	2%
Other TV Portal 1	2%
paramount.com	2%
channel6.ie	2%
abc.com	1%
Other TV Portal 2	1%
	MIR/NB
Base: All Irish Internet Adults (2M)	2008/1

Recent Blog Comment: TV*

Gerry Gainford

<http://gainford.blogspot.com/2008/07/canada-vs-ireland-tv.html>

Yes, they have television in Ireland for all the Canadians reading this. And running water. But only in six houses. The rest of us draw lottery tickets to stand in the street and gape in the window at the marvels of modern technology. Running water, it's amazing what people will think of. So TV. In Ireland you have a few basic channels and for anything more you need to get a satellite dish or cable. You then pay lots of money to have a million channels with nothing on.

For Irish internet users RTE.ie is the favored medium for watching online television related content, capturing 15% of the market followed closely by BBC.co.uk with 14%. Internet television is only due to grow with improved Internet accessibility and high quality content delivery to huge target markets with virtually no geographical limitation. Broadband penetration, often in a bundle with a phone line or 3G modem, makes services like video on demand a reality for Irish consumers for the first time. Also, offerings like BBC iPlayer, Babelgum and enhanced Sky Interactive services means Internet use for film and video is a more taken-for-granted aspect of Irish peoples' lives.

[Return to Contents](#)

Business News Sites

Business News Sites	% of Net Users per Month
RTE.ie/business	6%
Independent.ie/business	6%
Financial Times	5%
SundayTimes/business	4%
Eircom.net/business	4%
FT.com	4%
Businessworld.ie	3%
Ireland.com/business	3%
IrishExaminer.com	3%
TheEconomist	2%
TheGuardian/business	2%
ThePost.ie	2%
bizplus.ie	1%
Source: NB/MIR 2008	Base: Online Internet Audience 2 Million

Recent Blog Comment: *Business News**

The Cedar Lounge

http://cedarlounge.wordpress.com/2008/08/28/bill-clinton-does-the-business-and-meanwhile-desmond-fennell-and-the-white-womans-burden/

And here's the thing that is more than likely as societies around the planet reach certain developmental stages, just as it happened here in Ireland and in a remarkably short period of time ...Ireland's population in 2060 will reach 6.7 million? And the UK, France and Germany are also expected to have strong population growth. The picture in other countries is more mixed, and the trend is indeed for a certain degree of population decline:

RTE.ie/business and Independent.ie/business are joint leaders in the online business news sector capturing 6% each of the market. Financial Times follows in second along with the Sundaytimes/business with 4% and Eircom.net/business taking 4%. [Return to Contents](#)

Gaming

Top Gaming Sites	% of Net Users
Total	100%
Freeonlinegames.ie	6%
Miniclip.com	5%
Other gaming 1	5%
Addictinggames.com	4%
Games.com	4%
Onlinegames.com	4%
Playstation.com	4%
Play.com	3%
Source: NB/MIR 2008	Base: Online Internet Audience 2 Million

Recent Blog Comment: *Gaming**

Consolejocks.com

<http://www.consolejocks.com/2008/08/irish-gamers-to-compete-for-place-in-cyber-olympics/>

About 100 of Ireland's best computer game players will take part in the Irish finals of the World Cyber Games, considered the Olympics for computer gamers, on the weekend after next. Pre-qualification tournaments have already taken place in Dublin, Cork and Limerick.

Freeonlinegames.ie dominates the gaming sector by controlling 6% of the online market. Miniclip.com follows second with 4%.

Out of those who play games online, 29% of 18 to 24 year olds use freeonlinegames.ie at least once a month. 33% of those 25 to 34 who play online use this site.

[Return to Contents](#)

Gambling

Top Gambling Sites	% of Net Users
Total	100%
Paddypower.com	6%
Partypoker.com	3%
Boylesports.com	2%
Ladbrokes.com	2%
Pokerroom.com	1%
Williamhill.ie	1%
Holdempoker.com	1%
Empirepoker.cpm	1%
Source: NB/MIR 2008	Base: Online Internet Audience 2 Million

Recent Blog Comment: *Gambling**

Casinos.eu

<http://blog.10-best-online-casinos.eu/2008/07/24/ireland-approaches-online-gaming/>

Objective researches and experts' opinions show that the introduction of an online gambling ban like that in the USA, would bring problems with various unexpected and undesired consequences.

PaddyPower.com is the most popular online gambling site amongst Irish online users attracting 6% of Internet Users followed by PartyPoker.com with 4%. Of those who gamble online, 79% are men aged 25-34 years old and these use Paddypower.com at least once a month.

[Return to Contents](#)

Sports

Top Sporting Sites	% of Net Users per Month
RTE.ie/Sport	13%
Skysports.com	10%
BBC.co.uk/sport	9%
GAA.ie	8%
Rugby.ie	6%
Premiership	5%
Manutd.com	5%
Irishracing.com	5%
Liverpoolfc.tv	5%
Irishrugby.ie	5%
Othersports sites	5%
Sports.ie	4%
Premierleague.com	4%
Source: NB/MIR 2008	Base: Online Internet Audience 2 Million

Recent Blog Comment: *Sport**

Dublin.ie

<http://www.dublin.ie/forums/showthread.php?t=5869>

I suppose many expats would have the same question. The big GAA matches on the RTE web site are "geoblocked." You can only watch them through your computer if you live in Ireland. Last year, we saw both finals in an Irish club in Liverpool, but they had the volume cranked up through the roof, and we were both deaf for a month afterwards. It would be good to see them at home with a drop of something, and no worries about driving home afterwards.

RTE.ie/sport is the market leader in online sporting sites amongst Irish users attaining 13% followed by Skysports.com capturing 10%, BBC.co.uk/sport 9 % and GAA.ie 8%.

[Return to Contents](#)

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Airlines

Airlines	% of Net Users per Month
Total	100%
Aer Lingus	45%
Ryanair	45%
Aer Arann	13%
British Airways	10%
Easy Jet	8%
BMI	8%
British Midlands	6%
Other Airline	5%
Delta Airlines	5%
Airfrance	4%
KLM	4%
American Airlines	3%
Lufthansa	3%
Ethihad	3%
Iberia	2%
Malev.hu	2%
Source: NB/MIR 2008	Base: Online Internet Audience 2 Million

Recent Blog Comment: *Flights**

Going in Circles

<http://goingincircleskate.blogspot.com/2008/08/irish-times.html>

“I’m looking out the window of a Ryanair jet en route from Stansted to Dublin. Below there are tiny boats inching along on the bluest of seas and beside me are my two non-imaginary traveling companions... As we touchdown at the Dublin airport just on 9, the first sign of Irish life is a hare loping through long grass by the runway. There is nothing special in this I suppose, but the sighting excites me.”

Aer Lingus and Ryanair are the clear winners in the Irish online airline space and indeed are the most popular Irish websites with 45% each. Aer Arann gets 13% of Irish monthly visits, EasyJet 8%, BA 10%

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and BMI 8%. The internet has transformed the airline industry so it's perhaps no wonder that Aer Lingus and Ryanair are the joint 3rd most popular websites after Google for the Irish online.

Search Engines

Search Engines	Daily % of Net Users	Monthly % of Net Users
Google	64%	72%
Yahoo!	21%	40%
MSN	14%	26%
Ask	2%	11%
Alta Vista	1%	4%
Lycos	1%	4%
Answers	1%	5%
Source: NB/MIR 2008	Base: % who use search daily	Base: % who use search daily

Recent Blog Comment: Search*

Blog.webdistortion.com

<http://blog.webdistortion.com/2008/08/16/15-rss-readers-for-linux-mac-and-windows-reviewed/>

“Some of you may find that a bit scary considering that essentially Google has become less and less about search and more and more about data collation, however if it's for the great good, and it lets me see what I should perhaps unsubscribe from - then I dont have a problem with it.

Search and Research: – Google is the clear winner here, and is visited at least once a day by 64% of Irish Internet users, (up to 10 times a day for some). Continuing its slide in popularity, Yahoo! is now only used by 21% of Internet users for daily searches, with MSN at 14% and Ask with 2%. Monthly usage (including daily) shows a similar story with 72% for Google, 40% for Yahoo! and 26% for MSN.

For fact searching and information (rather than just using a search engine) 44% of Irish Internet users will visit Wikipedia in a given month. This makes it Ireland's fifth busiest site. (Indeed, if you look up an interesting fact on Google, it will often find a Wikipedia reference.) 19% will visit Dictionary.com.

In fact, Wikipedia is now more popular than any of Ireland's newspapers, property sites, blogs or even Bebo and only lags in importance behind Google, RTE.ie, Ryanair and Aer Lingus for Irish Internet users. Some will be glad to hear that Wikipedia, the world biggest encyclopedia is free, and does not take advertising but rather survives on donations from rich benefactors. It could be called the largest public service broadcaster on the Internet. [Return to Contents](#)

Entertainment

Entertainment	% of Net Users per Month
RTE.ie/Entertainment	19%
Entertainment.ie	17%
eircom.net/Entertainment	8%
IMDB.com	8%
MTV.com	8%
Independent.ie/entertainment	6%
Songlyrics.com	6%
Bored.com	6%
Oxygen.com	5%
Hotpress.com	5%
Tickle.com	5%
Fashion.ie	5%
OverheardinDublin.com	5%
IrishExaminer.ie/entertainment	4%
Other	4%
Source: NB/MIR 2008	Base: Online Internet Audience 2 Million

Recent Blog Comment: Entertainment*

TheDubliner.typepad.com

http://thedubliner.typepad.com/the_dubliner_magazine/2008/08/the-best-of-d-3.html

“Pub crawls, pole dancing, popping the question... There is so much fun to be had in this old town, sober or otherwise; you just need to know where to look.”

RTE.ie/Entertainment documents the TV, Film and Music news with articles on everything from X Factor to The Dark Knight. It's visited by almost a fifth of Irish Internet users. Entertainment.ie provides information on concerts, cinema listings, gossip, soaps, DVDs, Restaurants and circa 20 other categories and activities. It's a source of information for those going out and about.

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With 8%, Eircom.net/entertainment also does well for entertainment information. MTV.com comes in fifth with 8% followed by Independent.ie/entertainment with 6%. [Return to Contents](#)

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More Information

Top categories of information available for purchase include:

E-mail	News & Media	Recruitment	Women
Search engines	Travel sites	Telecoms	Sports
Ticketing	Finance & Banking	Blogs	Hotels
Shopping	Entertainment	UGC	Property
Research	Social Sites	Men	Health/Family

...and a further 20 interesting and compelling categories.

The NB Report data can be used for:

advertising your site, winning advertising for your site, marketing plans, board presentations, online market sizing, identifying market segments, reach and coverage information, competitor tracking, internal communications, target market research weighting, identifying market trends, online consumer spend tracking, Net Behaviour consumer indexes for research and purchase behaviour, exploring market demographics, internet connections speeds, phone use, time online, credit card use, use of technologies, annual online spend and much much more....

NB: All data is copyright, and remains the property of Monitrack Internet Research. Reproduced data must quote NB/MIR Q1 2008. If you would like more information, please contact

*If you or your company is interested in Blog monitoring, contact Emmet@monitrack.com

[Return to Contents](#)

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