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Half of surfers does it wirelessly

63% of the Belgian population, or 5,500,000 surfers, surfs the web at least once a month. Compared to the start of 2007 this is an increase by 3%. Half of the surfers goes on the Internet wirelessly which puts Belgium above the European average. E-mail, routeplanners and online banking are the most popular online activities. The Belgian Media Mapping study, conducted by market research company InSites Consulting, shows that surfers want more online information about culture, training courses and family.

Belgium above European average Internet penetration

Internet adoption in Belgium increased by 3% over the last year. This means that in all 63% of the population, 5,500,000 surfers, surfs the web at least once a month which puts Belgium above the European average of 60%. The Scandinavian countries (Sweden, Denmark, Norway), and the Netherlands, have the highest Internet penetration, whereas Greece and Portugal have the lowest in Europe.

And still slightly more men (66%) than women (59%) go online. Internet penetration in Flanders (65%) is higher than in Wallonia (58%).

In Belgium, youngsters (15-24) represent 21% of the online population, and the over-55s 19%. Compared to last year there is an increase in the over-55s who go online.

Half of surfers does it wirelessly

Wireless Internet is on the up in Belgium. Whereas in 2005 only 15% of surfers had a wireless connection, this has increased to 50% in 2008. Moreover, 17% of cable-surfing Belgians intends to switch to wireless Internet in the near future.

E-mail, routeplanners and online banking most popular

The most popular online activities are e-mail, searches on routeplanners and online banking. 61% of surfers checks his/her mails daily. 31% does so weekly. E-mail is also the most popular activity in all other European countries.

Routeplanners are used by seven out of ten surfers at least once a month, online banking is more a weekly activity (56% of surfers). According to Insites Consulting, online gambling is the least popular activity. Only 6% of the Belgian online population has gambled at least once over the past year. Compared to the results of last year, online banking, messaging and watching videos has grown in popularity.

Surfers want more information about culture, training courses and family

In terms of content, general news, travel information and information about cooking are the most popular on the Internet. This applies to both men and women. According to Insites Consulting's figures, men are more interested in eroticism, ICT topics, economic news, government, sports and cars than women.

Belgian surfers are least satisfied about the online content in terms of cultural news, courses/training and information about family and children.

This study data is the result of the most recent Belgian Media Mapping (BMM) study conducted by research bureau InSites Consulting. 3 media are investigated within Belgian Media Mapping: Internet, iDTV and Mobile. The aim of the Internet study is to map the profile and behaviour of European surfers. It was conducted in June/July 2008. In all, 23,500 surfers from 14 European countries took part in this study.

The figures are representative for the Internet population of every country. The BMM study is for sale in different package formulas from Insites Consulting. For more information, please go to www.insites.eu/bmm.



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InSites Consulting

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