

Gender difference in use of Internet in Wales

Contributed by ORC International

Wednesday, 18 May 2005

Last Updated Wednesday, 10 August 2005

As number of Welsh broadband users rises above UK average

A recent survey commissioned by The Welsh Assembly Government's Broadband Wales Programme, has found that Welsh men are more likely to rate themselves as "advanced" computer users in comparison to their female counterparts, who admit to finding the screen and keyboard "a bit scary". The 18 month research study was undertaken by ORC International to analyse the broadband habits and opinions of more than 5,500 Welsh residents.

?

In Wales, twice as many men as women are likely to consider their computer knowledge "advanced", with males aged between 16 and 24 asserting the highest levels of know-how. They were also more likely to have used the Internet than females

?

Internet usage was generally higher among men, with many citing online banking (47% compared to 39%) and working from home as key reasons for getting online. Other broadband pursuits included online gaming or selling online. Both sexes rated access to information and entertainment as the greatest benefits of getting online, with 36% of men and 23% of women downloading their favourite tunes online. Research also rated high at 88%, keeping in touch with friends at 74%, and more people now consider the Internet an effective tool for planning their holidays, going shopping or doing their banking.

?

The results also indicate that broadband usage in Wales is certainly on the increase, with a quarter of Welsh households having broadband connectivity at the end of 2004, as opposed to just 15% earlier in the year. The increase mirrors the growth of broadband usage across the UK, which is forecast to reach a third of the population by the end of this year.

?

Commenting on the results of the survey, Andrew Davies, minister for economic development and transport, and e-minister said: "Regardless of male and female online persuasions, the good news is people are increasingly applying the Internet to their daily lives. In Wales the proportion of residents with online access has increased to one in four, reflecting the increased broadband take-up levels, which have jumped from 11% to 17 % in less than a year; pushing Wales above the UK average. Improved national awareness levels have also played a part, having now reached a staggering 93%."

?

The Broadband Wales Programme vision is to stimulate the Welsh economy by improving broadband access and adoption, and to tackle the digital divide between town and country so that all Welsh people have access to broadband. More than a quarter (27%) of all Welsh businesses now have a broadband connection, with a further 36% likely to get it in the next six months. Of those businesses with more than 49 employees, 82% were connected to broadband, with claims of significant improvement in their productivity and profitability as a result.

?

For further information, please contact Mel Crowther, Marketing Manager, on 020 7675 1151 or e-mail to website@orc.co.uk