



*Northern Ireland Omnibus Survey*

*March 2006 and April 2007*

*Delivery and Innovation  
Division Module*

**Prepared by  
Central Survey Unit**

**Table 1** Which of the following do you have access to, even if you do not use them?

*All persons aged 16 and over*

*Percentages*

	<b>March 2006</b>	<b>April 2007</b>
Personal computer with internet access	64	66
Personal computer only	12	15
Digital TV	44	47
Internet enabled mobile phone	28	30
Other internet enabled technology	3	5
None of these	23	20
<b>Total<sup>a</sup></b>	<b>1108</b>	<b>1149</b>

*Source: NI Omnibus Survey*

<sup>a</sup> Percentages may add to more than 100 due to multiple responses

- Nearly two thirds (66%) of respondents have access to a personal computer with internet access. This represents an increase of two percentage points from 2006.
- Three tenths (30%) of respondents have access to an internet enabled mobile phone (28% - 2006), 36% of males, 27% of females.
- Over two fifths (47%) of respondents have access to a digital TV (44% - 2006).
- One fifth (20%) of respondents do not have access to any of the items listed (23% - 2006), 58% of those aged 65 and over, 19% of 50-64 year olds.

**Table 2 Which of the following do you currently make use of?**

*All those who did not answer none to Table 1*

*Percentages*

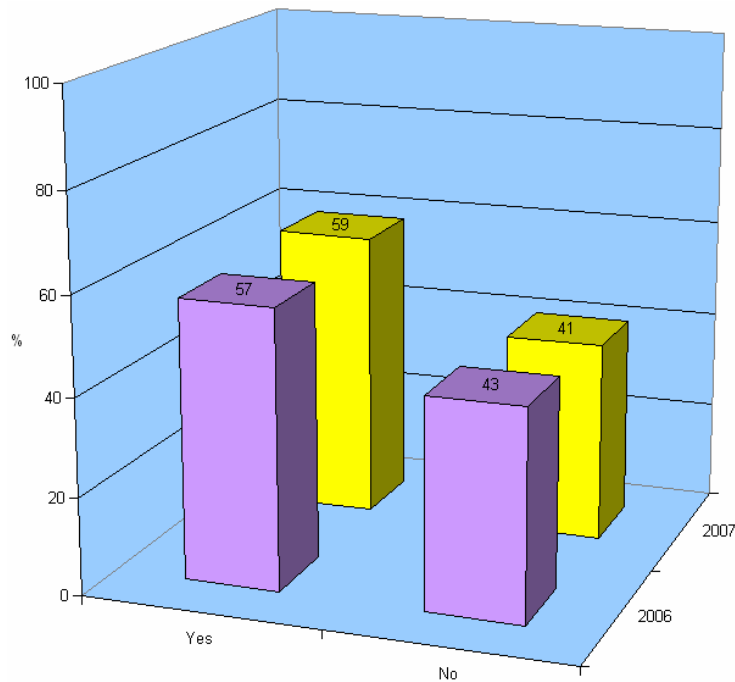
	<b>March 2006</b>	<b>April 2007</b>
Personal computer with internet access	70	72
Personal computer only	11	10
Digital TV	45	46
Internet enabled mobile phone	18	19
Other internet enabled technology	3	3
None of these	11	11
<b>Total<sup>a</sup></b>	<b>801</b>	<b>850</b>

*Source: NI Omnibus Survey*

<sup>a</sup> Percentages may add to more than 100 due to multiple responses

- Over seven in ten (72%) respondents make use of a personal computer with internet access. This represents an increase of two percentage points from 2006.
- Over two in five respondents (46%) make use of a digital TV (45% - 2006).
- Almost one fifth (19%) of respondents make use of an internet enabled mobile phone (18% - 2006), (25% of males, 15% of females). Usage of an internet mobile phone decreases with age; 36% of those aged 16-24 make use of one compared to 28% of those aged 25-34, and 18% of those aged 35-49.
- Over one tenth of respondents (11%) stated they do not make use of any of the items listed even though they may have access to them. (11% - 2006).

**Figure 1**      **Do you make use the internet?**



All respondents

- Over one half (59%) of respondents make use of the internet. This is an increase of two percentage points from 2006.
- The percentage of respondents who make use of the internet decreases with age, with 85% of those aged 16-24 making use of the internet compared to 14% of those aged 65 and over (80% and 14% - 2006).
- Overall, internet use has increased from 2006 to 2007 in most age groups :  
85% of 16-24 year olds (80% - 2006);  
78% of 25-34 year olds (77% - 2006);  
72% of 35-49 year olds (69% - 2006);  
49% of 50-64 year olds (47% - 2006);  
14% of those aged 65 and over (14% - 2006).
- Sixty four percent of males make use of the internet compared to 55% of females. This represents an increase in the percentage of males from 58% and a decrease in the percentage of females from 57% since 2006.

**Table 3**      **Where do you access the internet from?**

*All those who make use of the internet*

*Percentages*

	<b>March 2006</b>	<b>April 2007</b>
Home	83	87
Relatives or friends home	7	10
Work	30	35
Educational establishment	10	13
Library	9	6
Government office	0	1
Community or Voluntary Group Venue	1	1
Internet café or other privately sponsored venue	2	3
Other	1	1
<b>Total<sup>a</sup></b>	<b>584</b>	<b>620</b>

*Source: NI Omnibus Survey*

<sup>a</sup> Percentages may add to more than 100 due to multiple responses

- Of those who make use of the internet eighty-seven percent access the internet from home (83% - 2006).
- Over three in ten (35%) access the internet from work (30% - 2006).
- Only a small proportion (3%) use an internet café or other privately sponsored venue (2% - 2006).

**Table 4 Which, if any of these are reasons why you do not use the internet?***All those who do not make use of the internet**Percentages*

	<b>March 2006</b>	<b>April 2007</b>
No access to computer/Internet facilities	32	32
Lack of skills	33	30
Equipment is too expensive	8	11
Network usage charge is too expensive	5	5
For younger people/Too old	17	18
Not interested	46	49
Do not have a need	21	23
Not secure	3	3
Virus risk	1	1
Other	5	4
<b>Total<sup>a</sup></b>	<b>524</b>	<b>528</b>

*Source: NI Omnibus Survey*<sup>a</sup> Percentages may add to more than 100 due to multiple responses

- Of those who do not make use of the internet almost one half (49%) are not interested in using it. This figure represents an increase of three percentage points from 2006. Over half (54%) of those aged 50-64 and 58% of those aged 65 and over are not interested in making use of the internet.
- Three tenths (30%) cited lack of skills (33% - 2006).
- Over three in ten (32%) highlighted “no access to computer/Internet facilities” as a reason why they do not use the internet (32% - 2006).
- Just over one fifth (23%) stated that they do not have a need to use the internet (21% - 2006).
- Almost one fifth (18%) are of the opinion that the internet is for younger people/they are too old (17% - 2006).

**Table 5** Which, if any, of the following computer software packages do you use?

*All those who make use of a personal computer or a personal computer with internet access*

*Percentages*

	<b>March 2006</b>	<b>April 2007</b>
email	83	85
Wordprocessing	72	71
Spreadsheet	46	47
Database	35	37
Desktop publishing	27	25
Internet	89	89
Other	5	5
Don't use any computer packages	4	3
<b>Total<sup>a</sup></b>	<b>591</b>	<b>637</b>

*Source: NI Omnibus Survey*

<sup>a</sup> Percentages may add to more than 100 due to multiple responses

- Almost nine in ten (89%) of those who make use of a personal computer or a personal computer with internet access use the internet (89% - 2006), with over eight in ten (85%) making use of email (83% - 2006)
- Just over seven in ten (71%) use word processing packages (72% - 2006), and almost half (47%) use spreadsheets (46% - 2006). Nearly four in ten (37%) use databases (35% - 2006), and one quarter (25%) use desktop publishing packages (27% - 2006).

**Table 6** Which, if any, of the following services do you currently use or have you ever used online?

<i>All those who make use of the internet</i>		<i>Percentages</i>	
	<b>March 2006</b>	<b>April 2007</b>	
Banking	43	41	
Shopping	61	62	
Travel services	69	68	
Entertainment	48	56	
News	39	42	
Research	63	64	
Educational	51	48	
Government services	33	29	
Other	2	1	
None of these	5	4	
<b>Total<sup>a</sup></b>	<b>584</b>	<b>620</b>	

*Source: NI Omnibus Survey*

<sup>a</sup> Percentages may add to more than 100 due to multiple responses

- Of those who make use of the internet almost seven in ten (68%) have used/(use) it for travel services (69% - 2006), 68% of females, 69% of males.
- Males (46%) tend to use news services more than their female counterparts (39%). (42% male, 37% female – 2006).
- Almost two thirds (62%) have used/(use) the internet for shopping (61% - 2006), and fifty-six percent have used/(use) it to access entertainment services (48% - 2006).
- Just over three in five (64%) have used/use the internet for research purposes (63% - 2006), and nearly one half (48%) have used/(use) it for educational purposes (51% - 2006).

**Table 7**      **What public facilities are available in your local area for using computers and/or the internet?**

	<i>Percentages</i>	
	<b>March 2006</b>	<b>April 2007</b>
<i>All persons aged 16 and over</i>		
Libraries	65	66
Internet cafes	16	20
Telephone kiosks	7	8
Community centres	20	21
Other	1	0
None of these	17	19
Don't know	12	10
<b>Total<sup>a</sup></b>	<b>1108</b>	<b>1149</b>

*Source: NI Omnibus Survey*

<sup>a</sup> Percentages may add to more than 100 due to multiple responses

- Almost two thirds (66%) of respondents said that their local libraries facilitate computer and/or internet use (65% - 2006), (75% of those living in an urban area, 54% of those living in a rural area).
- Nineteen percent of respondents stated that there were no public facilities available in their local area for computer and/or internet use (17% - 2006), and ten percent said they did not know (12% - 2006).
- Just over one fifth of respondents (21%) said that their local community centre offered facilities for using computers and/or the internet (20% - 2006).

**Table 7a**      **What would you be prepared to pay per hour for public internet facilities ...**

*All persons who did not answer none to Table 7*

*Percentages*

	<b>March 2006</b>	<b>April 2007</b>
Free	41	42
Up to 50p	14	14
51p to £1	25	22
£1 to £2	10	11
£2 plus	5	4
Refusal		
Don't Know	6	6
<b>Total</b>	<b>779</b>	<b>796</b>

*Source: NI Omnibus Survey*

- Of those who have facilities available in their local area to use computers and/or internet access, over two fifths (42%) stated they would only be prepared to use public internet facilities if they were free (41% - 2006), 44% of males, 41% of females (42% males, 40% females – 2006).
- Over one in ten respondents (14%) would be willing to pay up to 50p per hour (14% - 2006), and less than one quarter (22%) would be willing to pay 51p to £1 per hour (25% - 2006). Just over one tenth of respondents (11%) would be willing to pay £2 plus (10% - 2006).

**Table 7b Are suitable training and support services available at the local public facility/(facilities)?**

*All those who did not answer none to Table 7*

*Percentages*

	<b>March 2006</b>	<b>April 2007</b>
Yes – Complete training packages available	23	18
Yes – Basic assistance only available	30	33
No	17	17
Refusal		0
Don't Know	30	32
<b>Total</b>	<b>779</b>	<b>796</b>

*Source: NI Omnibus Survey*

- Of those who have facilities available in their local area to use computers and/or internet access, nearly one third (33%) said only basic assistance was available at their local public facility/ (facilities) (30% - 2006). Nearly one fifth (18%) stated that complete training packages were available (23% - 2006).
- Seventeen percent said that they were no suitable training and support services available (17% - 2006), and almost one third (32%) did not know (30% - 2006).

**Table 7c      Have you used the training and support services available  
at the local public facility/ (facilities)?**

<i>All those who did not answer no to Table 7b</i>		<i>Percentages</i>	
	<b>March 2006</b>	<b>April 2007</b>	
Yes	17	16	
No	83	84	
<b>Total</b>	<b>406</b>	<b>398</b>	

*Source: NI Omnibus Survey*

- Of those who said there were suitable training and support facilities available at their local public facility/(facilities), over eight in ten (84%) stated they have not used the training and support services available (83% - 2006) (81% living in an urban area, 89% living in a rural area).

**Table 7d Which of the following would you use to improve your basic skills to use the internet?**

<i>All persons aged 16 and over</i>		<i>Percentages</i>	
	<b>March 2006</b>	<b>April 2007</b>	
Classroom training	26	25	
One to one assistance	24	23	
E-Learning	9	8	
By experience of just trying it	42	43	
Other	1	1	
None of these – not interested	29	30	
Don't Know	0	0	
<b>Total<sup>a</sup></b>	<b>1108</b>	<b>1149</b>	

*Source: NI Omnibus Survey*

<sup>a</sup> Percentages may add to more than 100 due to multiple responses

- Over two fifths (43%) of respondents said they would improve their basic skills of using the internet by experience of just trying it (42% - 2006).
- One quarter (25%) of respondents said classroom training (26% - 2006), and over two in ten (23%) respondents said one to one assistance (24% - 2006).
- More females (27%) than males (23%) were prepared to attend classroom training (25% males, 27% females – 2006).
- Thirty percent of respondents said they were not interested in improving their basic skills to use the internet (29% - 2006).

**Table 8**      **What would encourage you to make greater use of computers and/or the internet?**

*All persons aged 16 and over*

*Percentages*

	<b>March 2006</b>	<b>April 2007</b>
Convenient local facilities	18	17
Low cost facilities	29	27
Faster connection speeds	28	30
Low connection costs	24	21
On hand advice and assistance	19	18
Trusted service provider	13	16
Services available on-line	16	15
Better content	8	9
Ability to make savings	17	17
Other reason	1	2
Nothing	34	33
Don't Know	0	0
<b>Total<sup>a</sup></b>	<b>1108</b>	<b>1149</b>

*Source: NI Omnibus Survey*

<sup>a</sup> Percentages may add to more than 100 due to multiple responses

- Just over one quarter (27%) respondents feel that low cost facilities would encourage them to make greater use of computers and/or the internet. This is a decrease of two percentage points from 2006.
- Three in ten respondents (30%) feel that faster connection speeds are important (28% - 2006), and just over one fifth (21%) think low connection costs would encourage them to make greater use of computers and/or the internet (24% - 2006).
- Nearly one third (33%) of respondents feel that nothing would encourage them to make greater use of computers and/or the internet (34% - 2006). Sixty percent of those with a disability stated this compared to 26% of those with no disability, and 21% of those with internet access stated this compared to 63% of those with no internet access.

**Table 9 Which type of government services do you think you would use the internet to access?**

<i>All persons aged 16 and over</i>		<i>Percentages</i>	
	<b>March 2006</b>	<b>April 2007</b>	
Information services	41	38	
Booking services	41	43	
Online application for services	34	38	
Bill payment	39	40	
Online advice	39	37	
Other	0		
None	31	31	
Refusal		0	
Don't Know	1	1	
<b>Total<sup>a</sup></b>	<b>1108</b>	<b>1149</b>	

*Source: NI Omnibus Survey*

<sup>a</sup> Percentages may add to more than 100 due to multiple responses

- Over two in five (43%) respondents stated they would use the internet to access booking services (41% - 2006), (46% of males, 41% of females).
- Two fifths (40%) of respondents cited they would use the internet to pay a bill (39% - 2006), and thirty eight percent said they would use it to access information services (41% - 2006).
- Over one third (37%) of respondents said they would access online advice, (39% - 2006).
- Nearly two fifths (38%) would use the internet for online applications for services for example obtaining a passport (34% - 2006).
- Almost one third (31%) of respondents stated that there were no government services they would use the internet to access (31% - 2006).

**Table 10** Which of these activities, if any, would you be likely to do electronically e.g. via the internet, phone or digital tv?

	<i>Percentages</i>	
	<b>March 2006</b>	<b>April 2007</b>
Renew car tax	41	41
Vote	30	28
Look up and comment on public consultation papers	18	18
Obtain certificates	29	29
Obtain health information	37	36
Notify local councils of a fault	27	25
Apply for/renew passport	36	36
Pay rates	28	28
Look up school information	29	26
Find out about benefits	27	24
Book a GP appointment	35	37
Complete an income tax return	17	19
Other		1
None of these	30	29
Don't Know	1	1
<b>Total<sup>a</sup></b>	<b>1108</b>	<b>1149</b>

*Source: NI Omnibus Survey*

<sup>a</sup> Percentages may add to more than 100 due to multiple responses

- Forty one percent of respondents stated they would renew their car tax electronically (41% - 2006). Males (48%) are more likely to do this than their female counterparts (35%), (45% of males, 37% of females 2006), (37% of those living in an urban area, 46% of those living in a rural area) .
- Over one third (37%) of respondents would book a GP appointment electronically. (35% - 2006).
- Over one third of respondents (36%) would apply for/renew a passport (36% - 2006).
- Over one third (36%) of respondents would obtain health information (37% - 2006), and nearly three in ten (28%) would vote electronically (30% - 2006).
- Over one quarter (29%) of respondents would obtain certificates electronically (29% - 2006), and less than one quarter (24%) would find out about benefits (27% - 2006).
- Nearly three in ten respondents (29%) stated they would not do any of these activities online (30% - 2006).

**Table 11**      **What would encourage you to access government services electronically?**

*All persons aged 16 and over*

*Percentages*

	<b>March 2006</b>	<b>April 2007</b>
24 Hour Service	39	38
Services accessible from a convenient location	18	17
Discounts	33	32
Efficiency of service	32	33
Assurance of privacy/security	34	32
If on-hand advice and assistance was available	28	27
If web sites were easier to use	21	21
Services available	18	17
Other		1
Nothing	29	29
Don't Know	1	1
<b>Total<sup>a</sup></b>	<b>1108</b>	<b>1149</b>

*Source: NI Omnibus Survey*

<sup>a</sup> Percentages may add to more than 100 due to multiple responses

- Almost two fifths (38%) of respondents would be encouraged to access government services electronically if 24 hour service was available (39% - 2006).
- Almost one third (33%) of respondents stated efficiency of service (32% - 2006), and 32% stated assurance of privacy/security (34% - 2006).
- Over one quarter (29%) of respondents are of the opinion that nothing would encourage them to access government services electronically (29% - 2006).

**Table 12 Which, if any of these public services provided through the internet, have you heard of?**

	<i>Percentages</i>	
	<b>March 2006</b>	<b>April 2007</b>
NHS Direct	28	35
Learn Direct	54	51
Job Search	46	50
UK Online	15	19
Online NI	13	14
Open.gov.uk	21	22
Local council web site	26	27
None	27	27
Don't Know	0	0
<b>Total<sup>a</sup></b>	<b>1108</b>	<b>1149</b>

*Source: NI Omnibus Survey*

<sup>a</sup> Percentages may add to more than 100 due to multiple responses

- Over one half (51%) of respondents have heard of Learn Direct. (54% - 2006). Females are more aware of this public service than their male counterparts (47% of males, 54% of females – 2007, 50% of males, 57% of females - 2006).
- Half of respondents (50%) have heard of Job Search (46% - 2006).
- Over one third (35%) of respondents have heard of NHS direct (28% - 2006), (21% of respondents with a disability, 39% of respondents without a disability).
- Nearly one fifth (19%) respondents have heard of UK Online (15% - 2006), and 22% have heard of Open.gov.uk (21% - 2006).
- Over one in ten respondents (14%) have heard of Online NI (13% - 2006).
- Over one quarter (27%) of respondents have not heard of the any of the public services listed (27% - 2006).

**Table 13** In three years time which ONE of these ways would you prefer to use to access central or local government services?

*All persons aged 16 and over*

*Percentages*

	<b>March 2006</b>	<b>April 2007</b>
Local one-stop shop	15	12
Local service specific office	5	6
Internet	33	35
Post Office	14	15
Call centre (phone)	4	3
Local library	2	1
Post	2	2
Digital TV	2	2
Mobile phone (Internet technology)	2	2
In person	11	10
Other	0	0
None	10	11
Don't Know	1	0
<b>Total</b>	<b>1108</b>	<b>1149</b>

*Source: NI Omnibus Survey*

- Over one third (35%) of respondents would prefer to access central or local government services via the internet (33% - 2006). Internet was the preferred choice among younger respondents (52% of those aged 16-24, 51% of those aged 25-34 and 41% of those aged 35-49).
- Fifteen percent of respondents would prefer the post office (14% - 2006). Post office was the preferred choice of those aged 65 and over (22%), 22% - 2006.
- Twelve percent of respondents would prefer a local one-stop shop (15% - 2006).

**Table 14**      **What, if anything, do you think would be the benefits of being able to access government services electronically?**

	<i>Percentages</i>	
	<b>March 2006</b>	<b>April 2007</b>
Would be dealt with more quickly	44	42
Would be easier to get information	36	34
Would save me time	52	52
Greater privacy	19	18
Deal at more convenient times	41	40
Deal from convenient locations	18	18
It would cost the government less to run	17	16
Simpler to use than current systems	12	12
Would give me more choice	21	21
Mistakes would be less likely to happen	13	15
Ability to make savings	16	17
Other	0	
None	20	20
Don't Know	2	2
<b>Total<sup>a</sup></b>	<b>1108</b>	<b>1149</b>

*Source: NI Omnibus Survey*

<sup>a</sup> Percentages may add to more than 100 due to multiple responses

- Over one half (52%) of respondents think that one of the benefits of being able to access government services electronically would be that it would save them time (52% - 2006).
- Over two fifths (42%) of respondents think that you would be dealt with more quickly (44% - 2006).
- Two fifths (40%) are of the opinion that you would be able to deal at more convenient times (41% - 2006).
- Over one third (34%) of respondents think it would be easier to get information (36% - 2006).
- One fifth (20%) of respondents feel there would be no benefits of being able to access government services electronically (20% - 2006).

**Table 15**      **What, if anything, do you think would be the drawbacks of being able to access government services electronically?**

	<i>Percentages</i>	
	<b>March 2006</b>	<b>April 2007</b>
Details may not be kept confidential	51	53
Problems with the equipment	34	34
My details might get lost	32	36
It's too impersonal	22	24
Not private enough for sensitive issues	27	28
I might find it difficult to use	21	22
No-one to help with the process	18	23
Not able to access Internet enabled technology	7	7
There would be more chance of fraud	32	38
Cost me more	8	8
Other	0	0
None	12	11
Don't Know	4	3
<b>Total<sup>a</sup></b>	<b>1108</b>	<b>1149</b>

*Source: NI Omnibus Survey*

<sup>a</sup> Percentages may add to more than 100 due to multiple responses

- Over one half (53%) of respondents think one of the drawbacks of being able to access government services electronically would be that your details may not be kept confidential (51% - 2006).
- Over one third (34%) believe that there might be problems with the equipment (34% - 2006).
- Over one third of respondents (36%) fear their details might get lost (32% - 2006), and nearly two fifths (38%) think there would be more chance of fraud (32% - 2006).
- Over one quarter (28%) believe it is not private enough for sensitive issues (27% - 2006).
- Almost one quarter (24%) of respondents think it would be too impersonal (22% - 2006), with twenty-two percent thinking they might find it difficult to use (21% - 2006).
- Just over one in ten (11%) believe there would be no drawbacks to being able to access government services electronically (12% - 2006).