

# Digital trends in Ireland 2018



IE Domain Registry

## SOCIETY



**4** internet-enabled devices in every household

**20%**

spend more than 5 hours a day on the internet



**83%**

say they have 'never' engaged in online dating



**6 in 10**

have used an emerging technology, like augmented reality or a virtual address service



**63%**

buy consumer items online at least monthly



**1 in 10**

have purchased a cryptocurrency like Bitcoin, at least once



**4 in 10**

go to a news website if a major international incident/event happens



**46%**

of Dubliners track their health data vs



**33%**

of people outside of the capital

Vast majority agree the internet has benefitted their lives in some way



**44%**

have reconnected with friends abroad



**36%**

have earned extra income



**36%**

have connected with local services



**12%**

say it has helped them to be less introverted

**63%**

feel the internet has made them more informed, 40% are happier



## COMMERCE



**68%**

believe their local main street is not equipped for the digital age

**65%**

claim they would buy more locally if local shops had a click and collect service



**51%**

of people outside Dublin can't book appointments online for local services vs

**33%**

in Dublin



Outside of Dublin,

**19%**

said their local town's internet quality was too poor to facilitate e-commerce



Almost

**2 in 10**

people work remotely from home at least once per month, but

**4 in 10**

say they can't as their presence is required in the office

