

MCDC

Marketers & Consumers
Digital & Connected

Focus on Hungary

EUROPEANS ON THE WEB – A GOLDMINE

- Wealth of information on European consumers online
- Engagement, activities and attitudes
- An online survey of 32,000 internet users
- Covers 16 European countries
- Data available by country and by demographic
- Produced with our research partner, InSites Consulting

INCLUDED IN MCDC:

Detailed breakdowns by country & demographics of

- Consumer technical profile
- Use of internet services
- Trust and privacy attitudes
- Social networking attitudes and activity
- Search activity
- E Commerce behaviour
- Mobile internet use
- Media behaviour

A NOTE ON METHODOLOGY

- Pan-European online survey in 16 countries conducted in June 2009
- Participants recruited from InSites TalkToChangeonline research community.
- The online sample was drawn on a country level of 2000 respondents, consisting of 4 thematic subsamples of 500 respondents.
- More than 32.000 Internet users participated in this survey.
- Sample is representative of online country population (15+).

COUNTRIES INCLUDED IN MCDC:

○ Northern Europe

- Denmark
- Finland
- Norway
- Sweden

○ Eastern Europe

- Hungary
- Poland
- Romania

○ Southern Europe

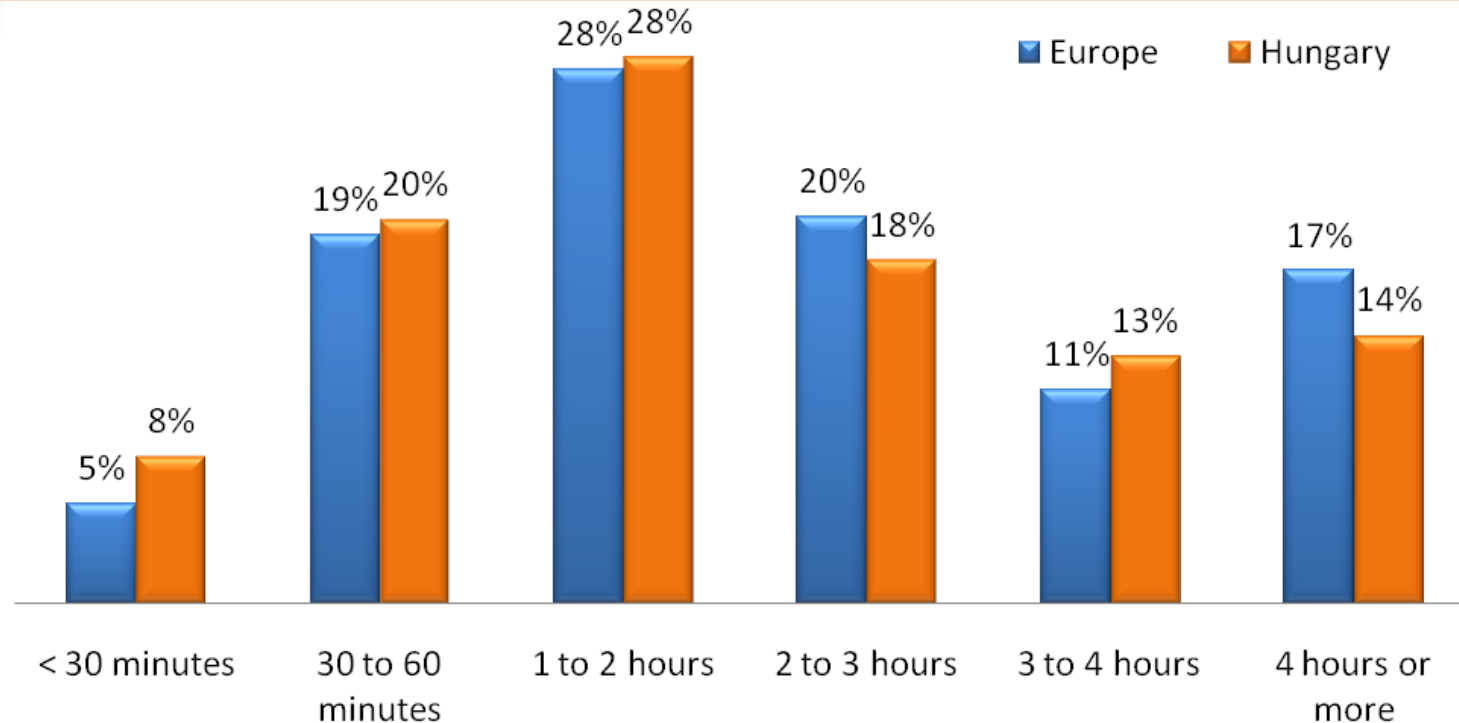
- Greece
- Italy
- Spain

○ Western Europe

- Belgium
- France
- Germany
- Netherlands
- Switzerland
- UK

Focus on Hungary

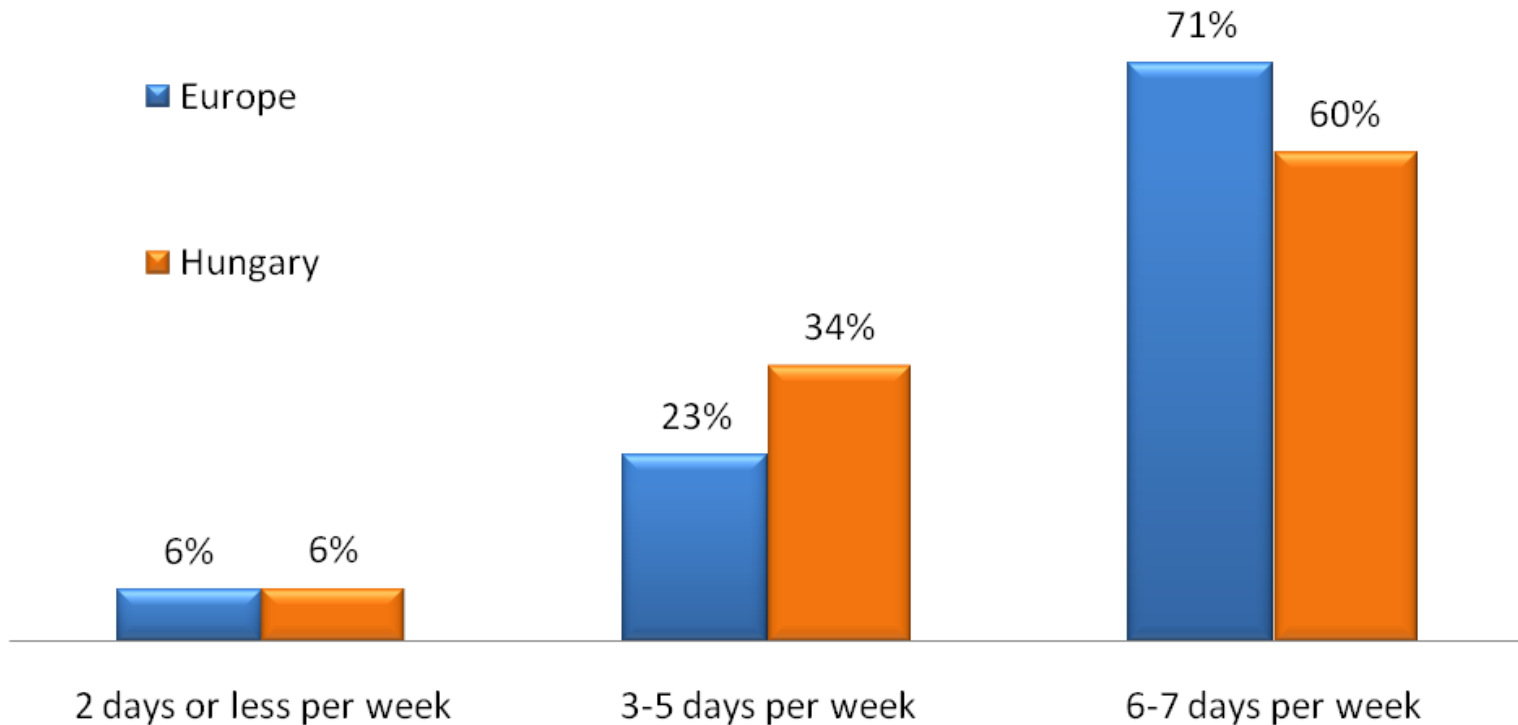
INTERNET ACTIVITY – TIME ONLINE



© IAB Europe/InSites Consulting 2010 Based on Forrester Research Data - European Internet Access Forecast, 2008 to 2013.

On days when you use the Internet, how long do you use it on an average day?

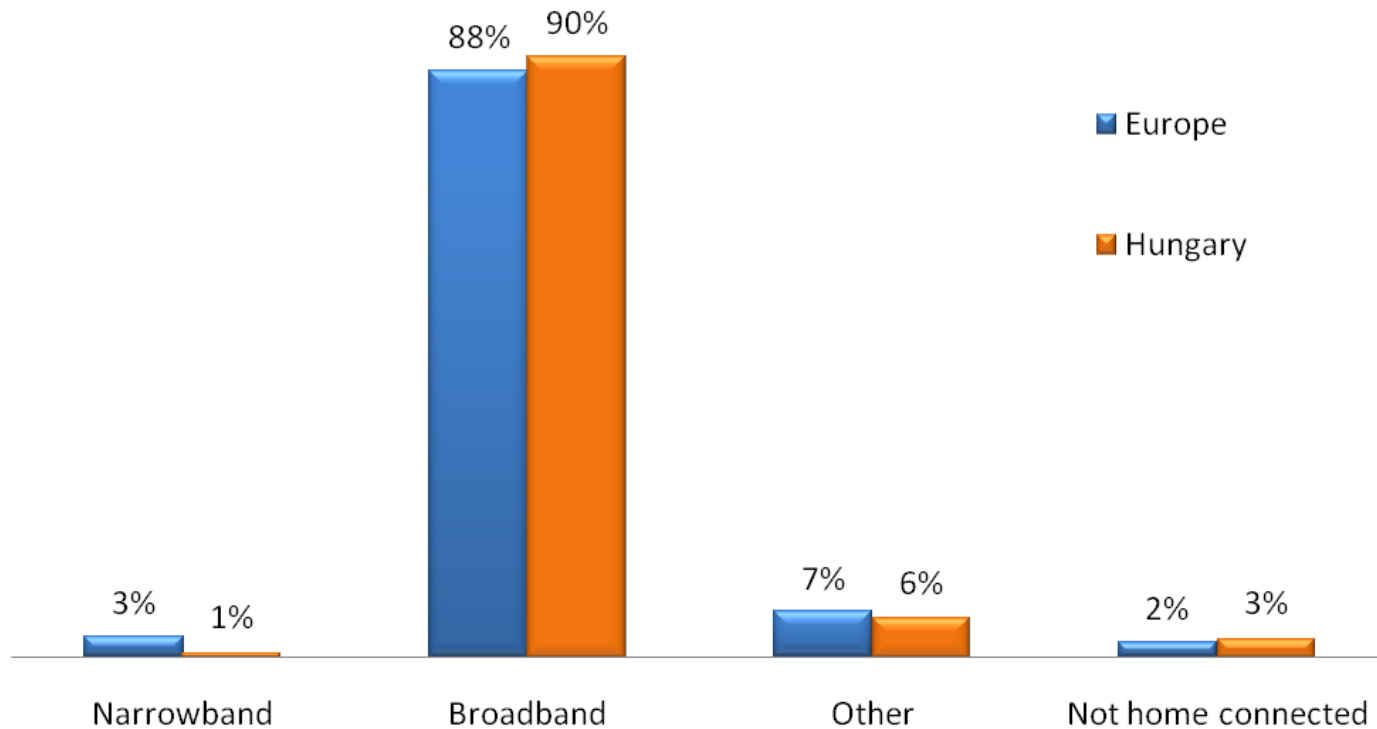
INTERNET ACTIVITY – FREQUENCY ONLINE



How many days do you use the internet in an average week?

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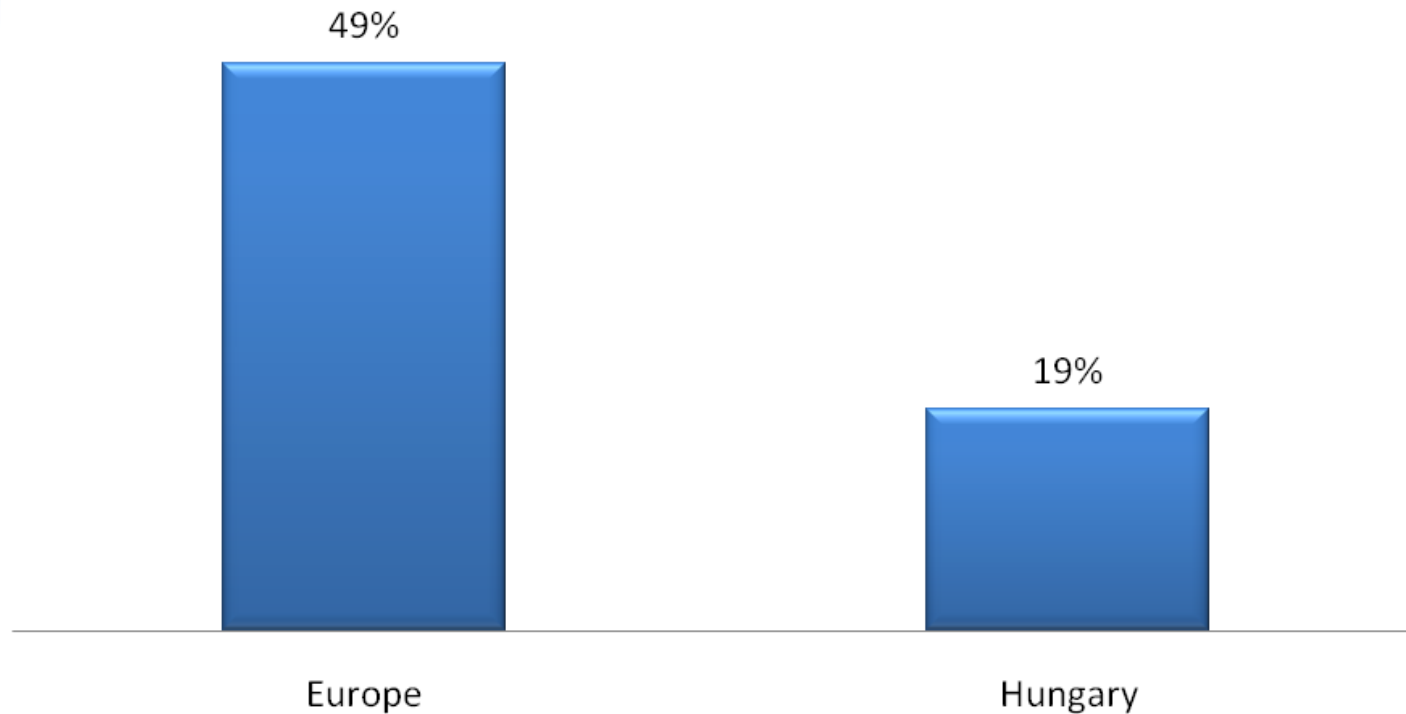
INTERNET CONNECTION AT HOME



Do you have an internet connection at home?

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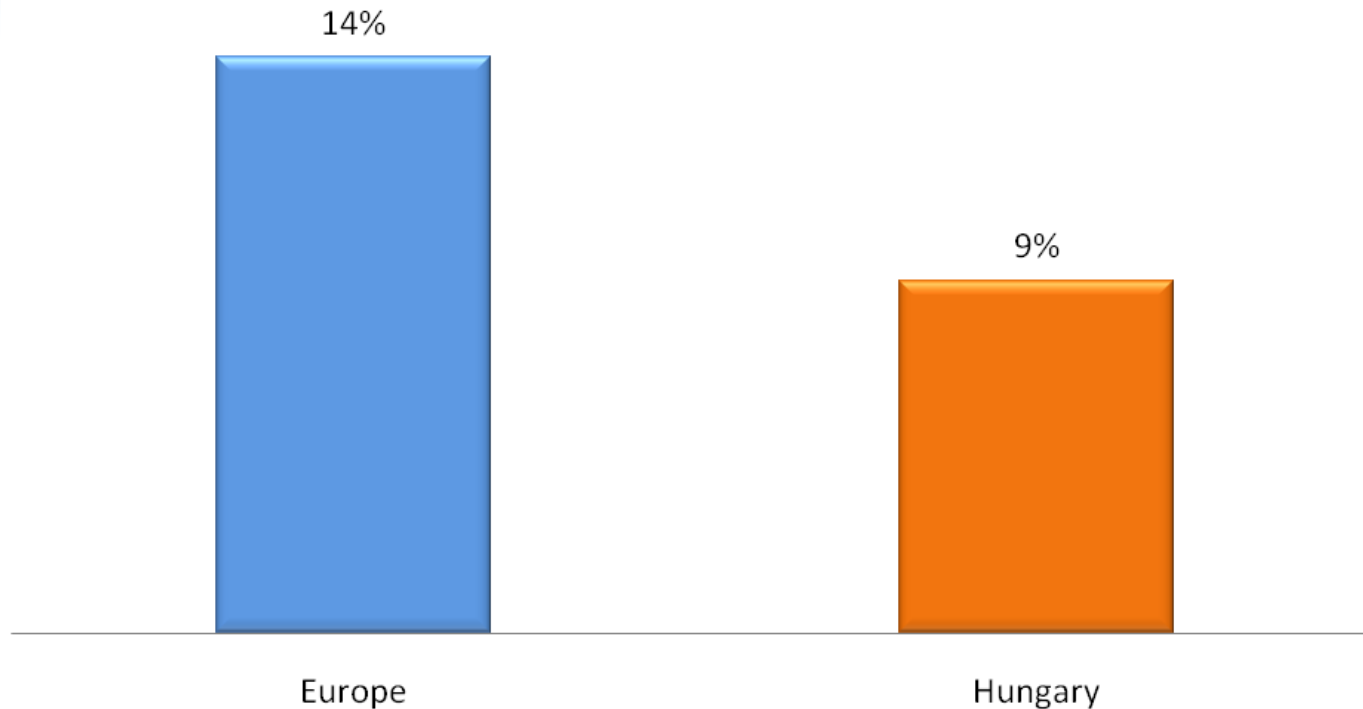
WIRELESS INTERNET CONNECTION



Do you have an internet connection at home?

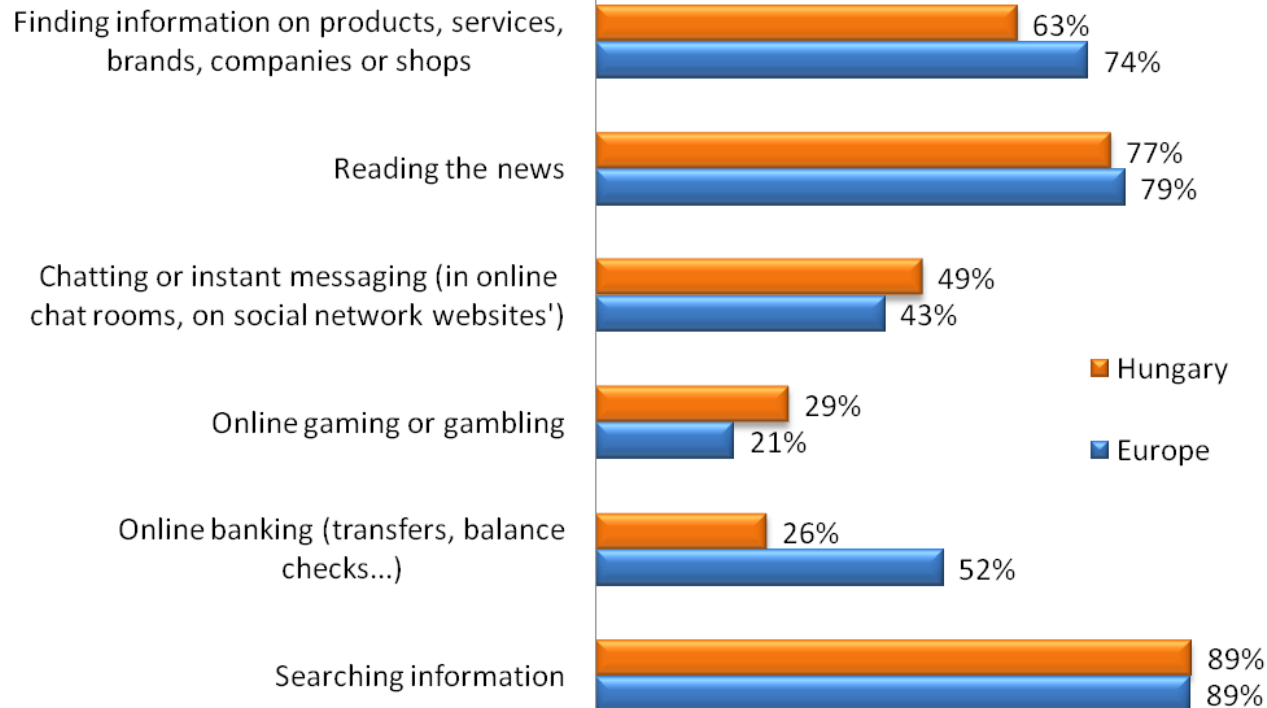
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OWNERSHIP OF SMARTPHONES



Proportion of respondents who own or use a smartphone/PDA ((mobile phone with advanced functionalities, e.g. iPhone, BlackBerry, Palm pre, HTC Touch, Nokia N95)

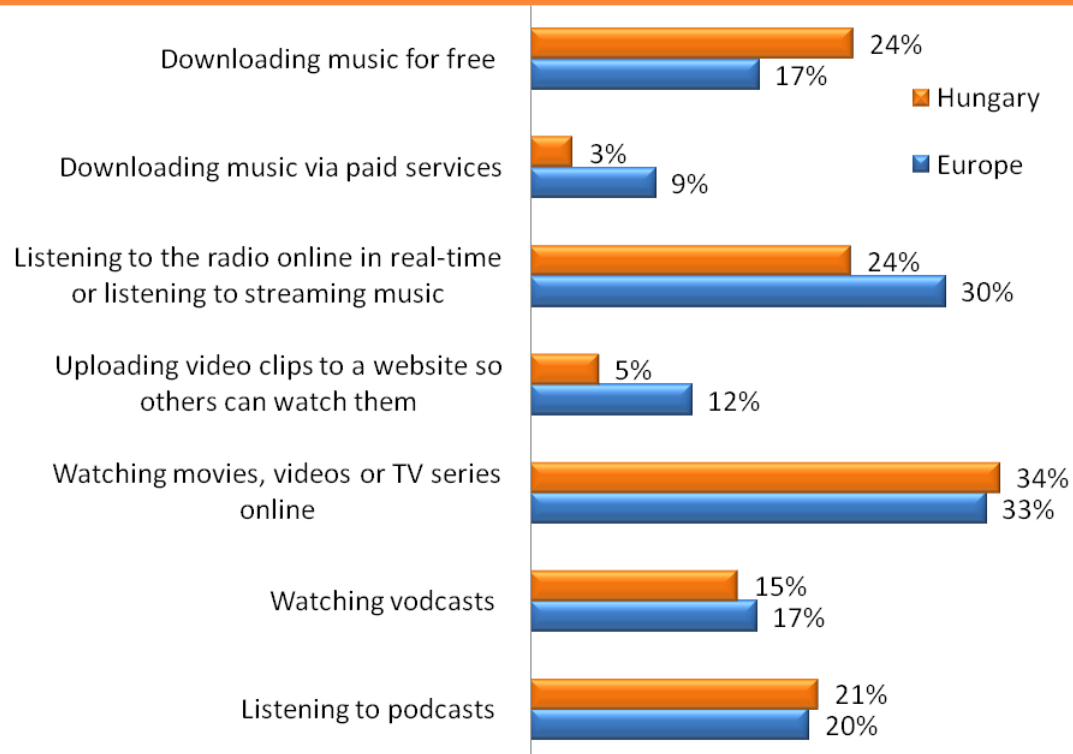
ONLINE ACTIVITIES (1 OF 3)



Proportion of respondents who perform named activity at least weekly

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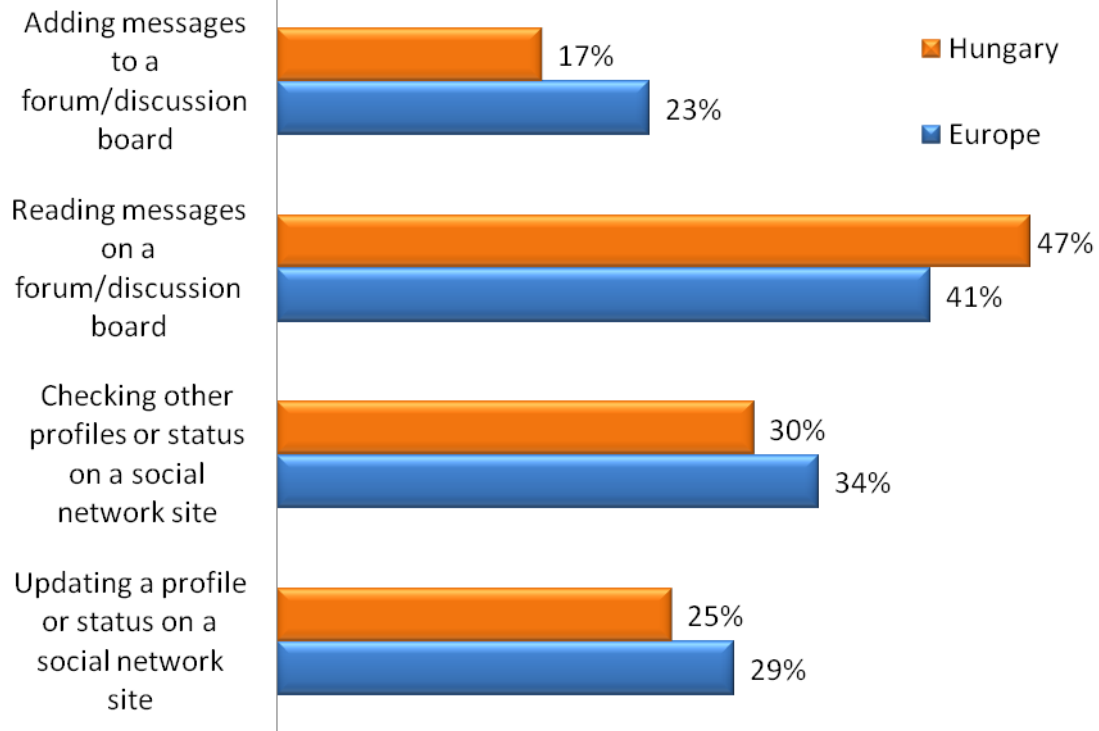
ONLINE ACTIVITIES (2 OF 3)



Proportion of respondents who perform named activity at least weekly

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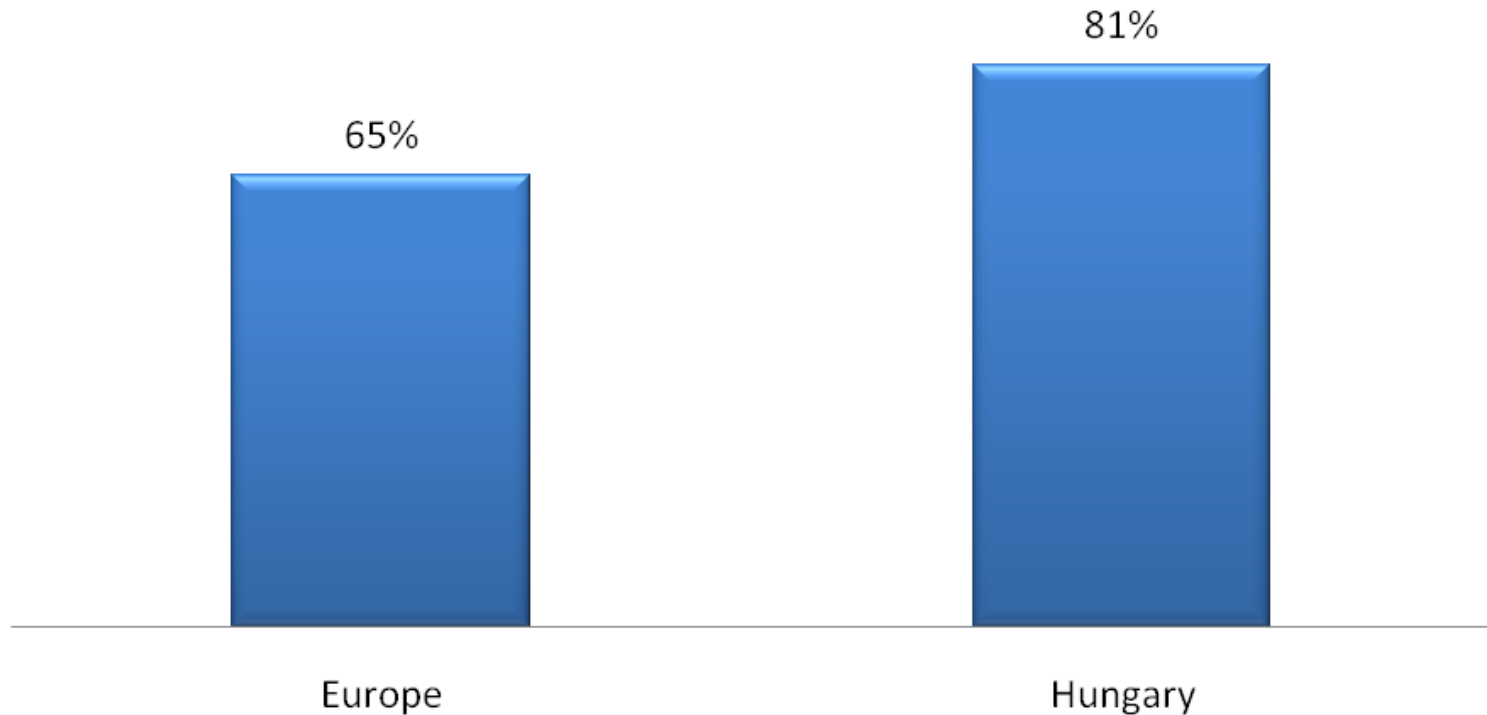
ONLINE ACTIVITIES (3 OF 3)



Proportion of respondents who perform named activity at least weekly

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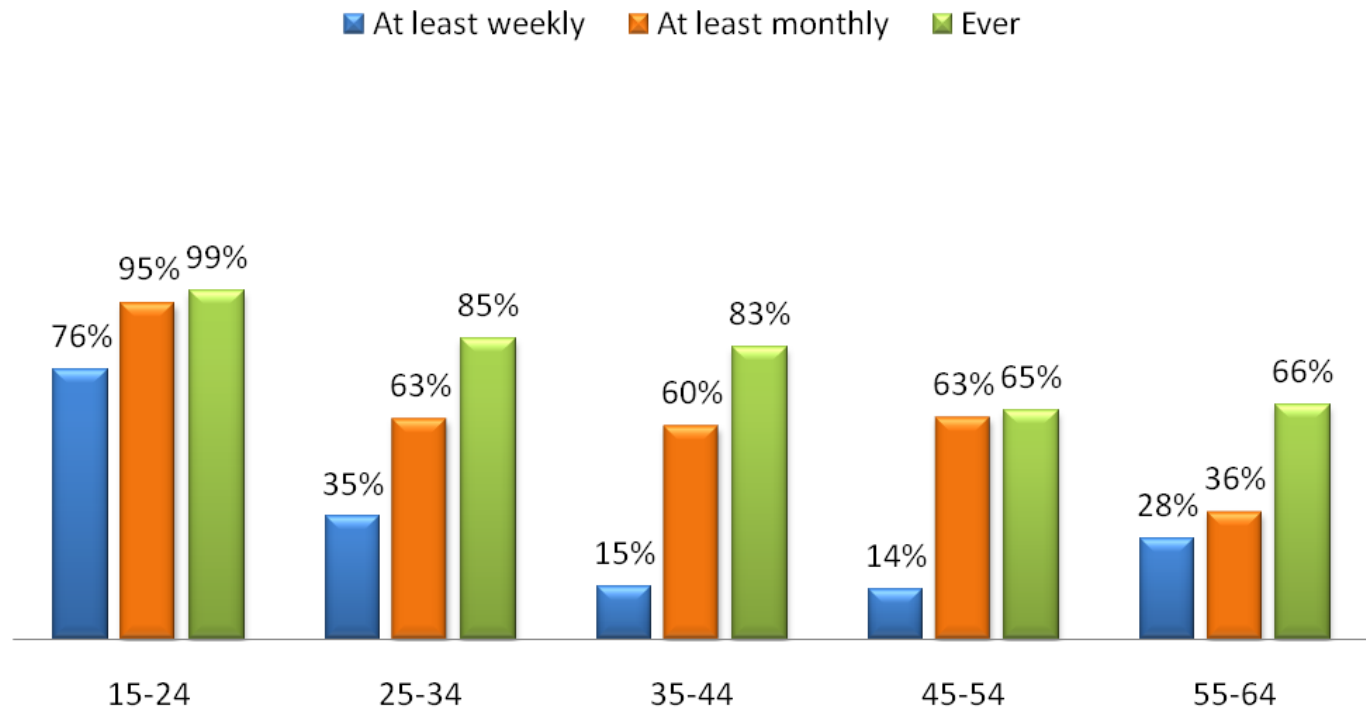
SOCIAL NETWORK ADOPTION BY AGE GROUP



Are you a member of an online social network?

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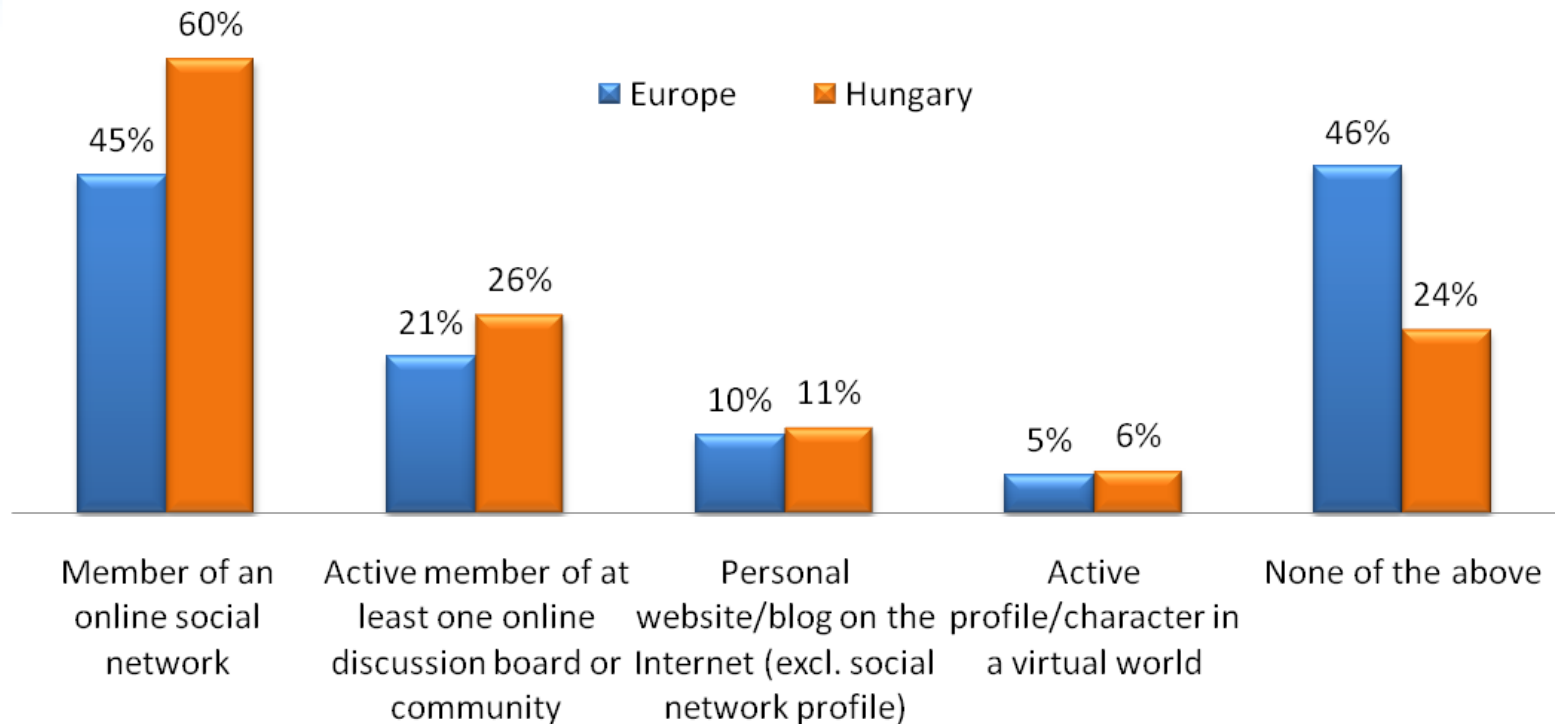
SOCIAL NETWORK ADOPTION BY AGE GROUP



Social networking by age?

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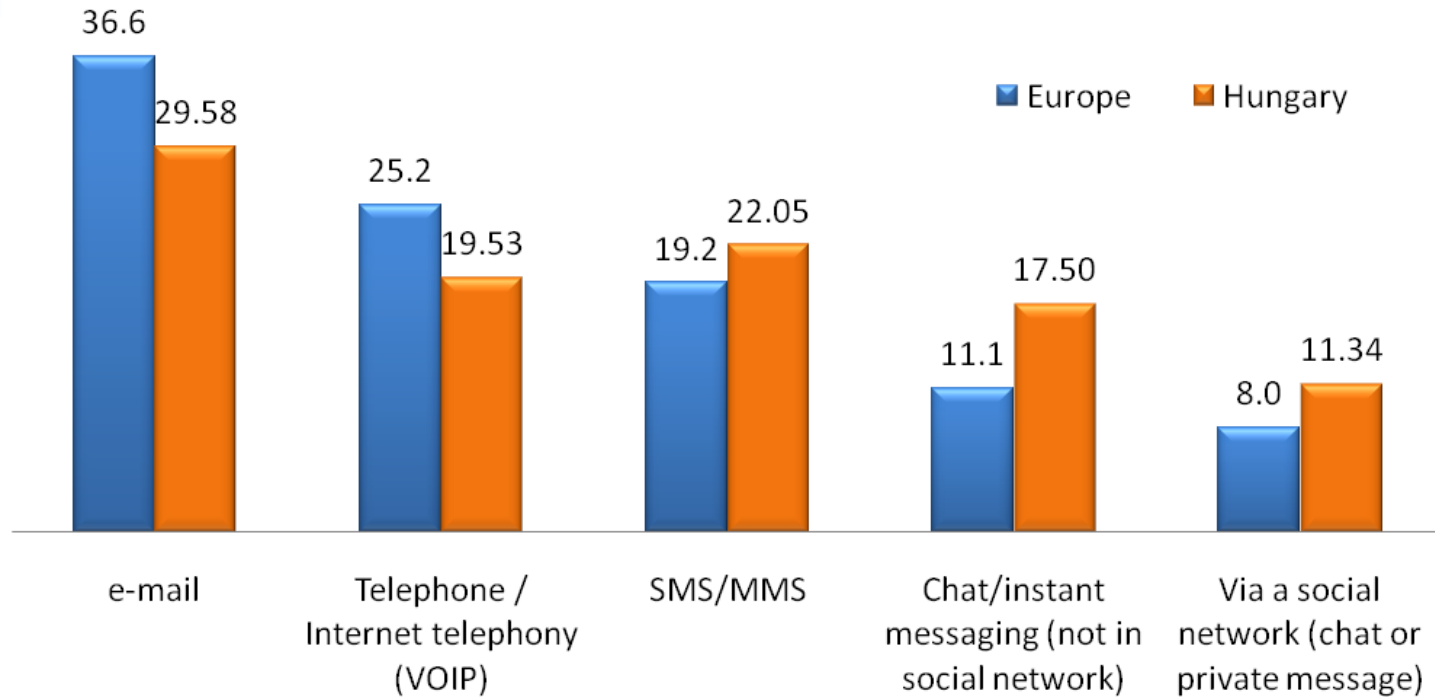
ONLINE IDENTITY



Which of the following activities do you perform on the internet?

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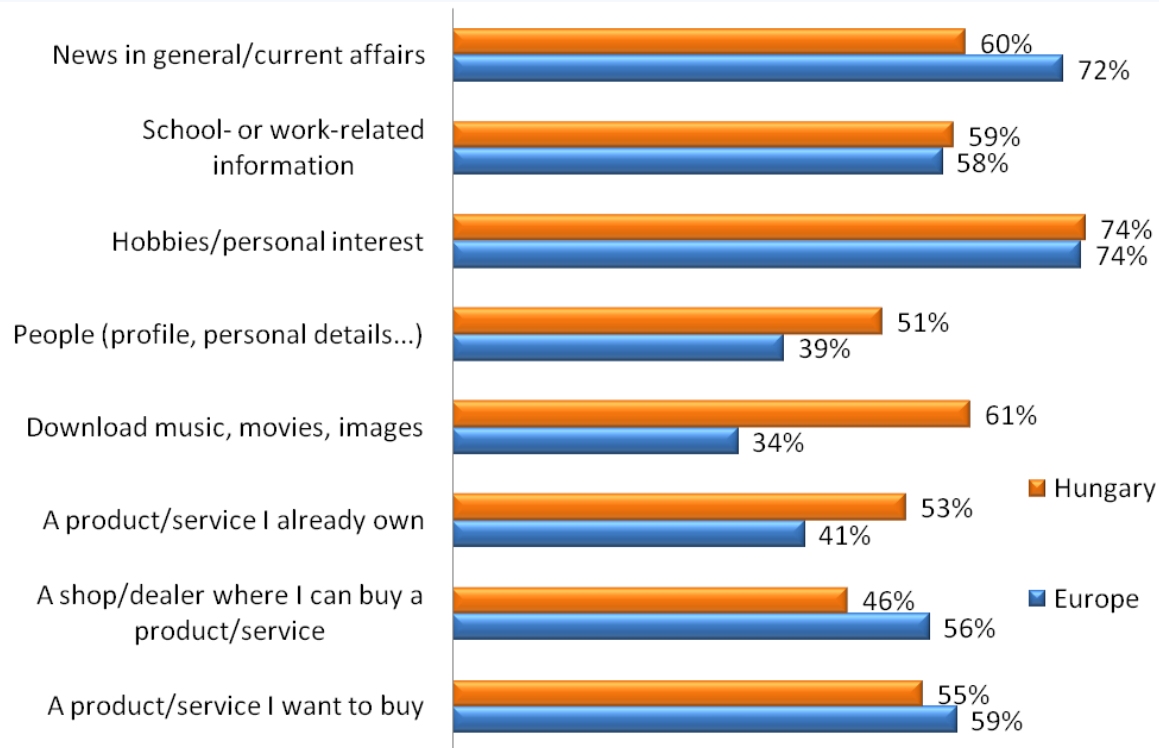
DIGITAL COMMUNICATION



What is the importance of the following digital media in your personal communication with friends and family? (mean)

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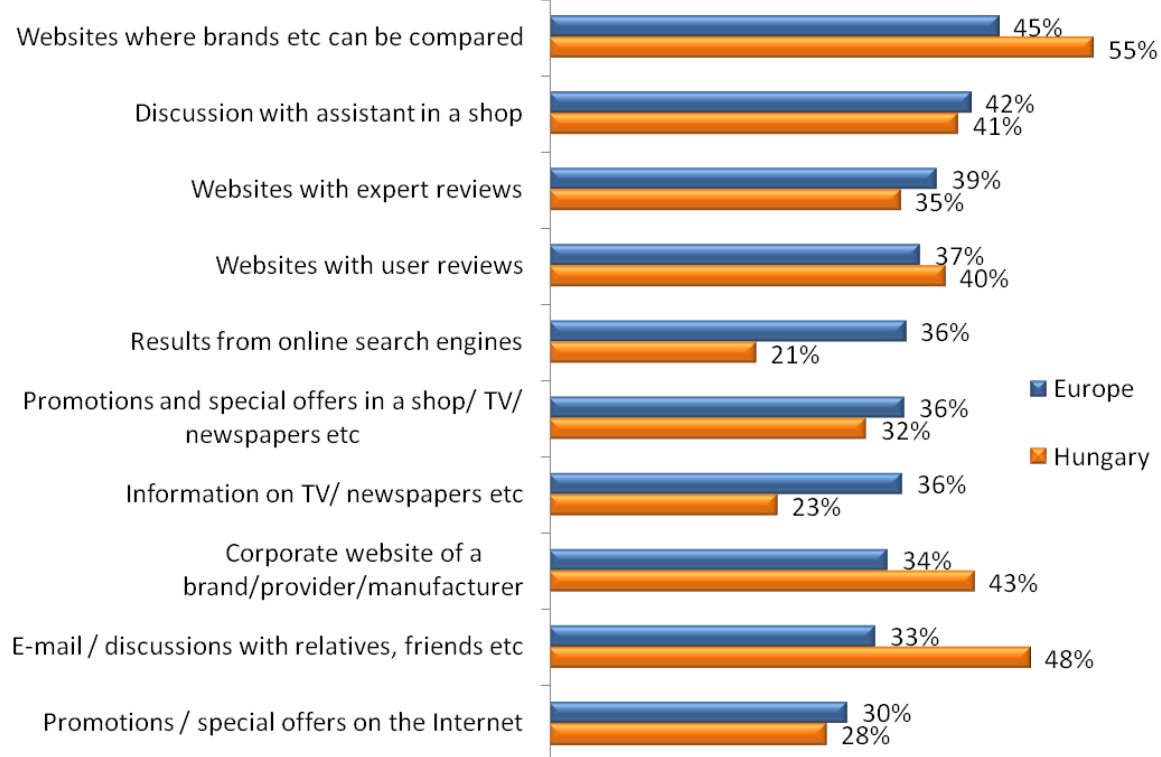
ONLINE IDENTITY



Proportion that use a search engine at least weekly to search for.....

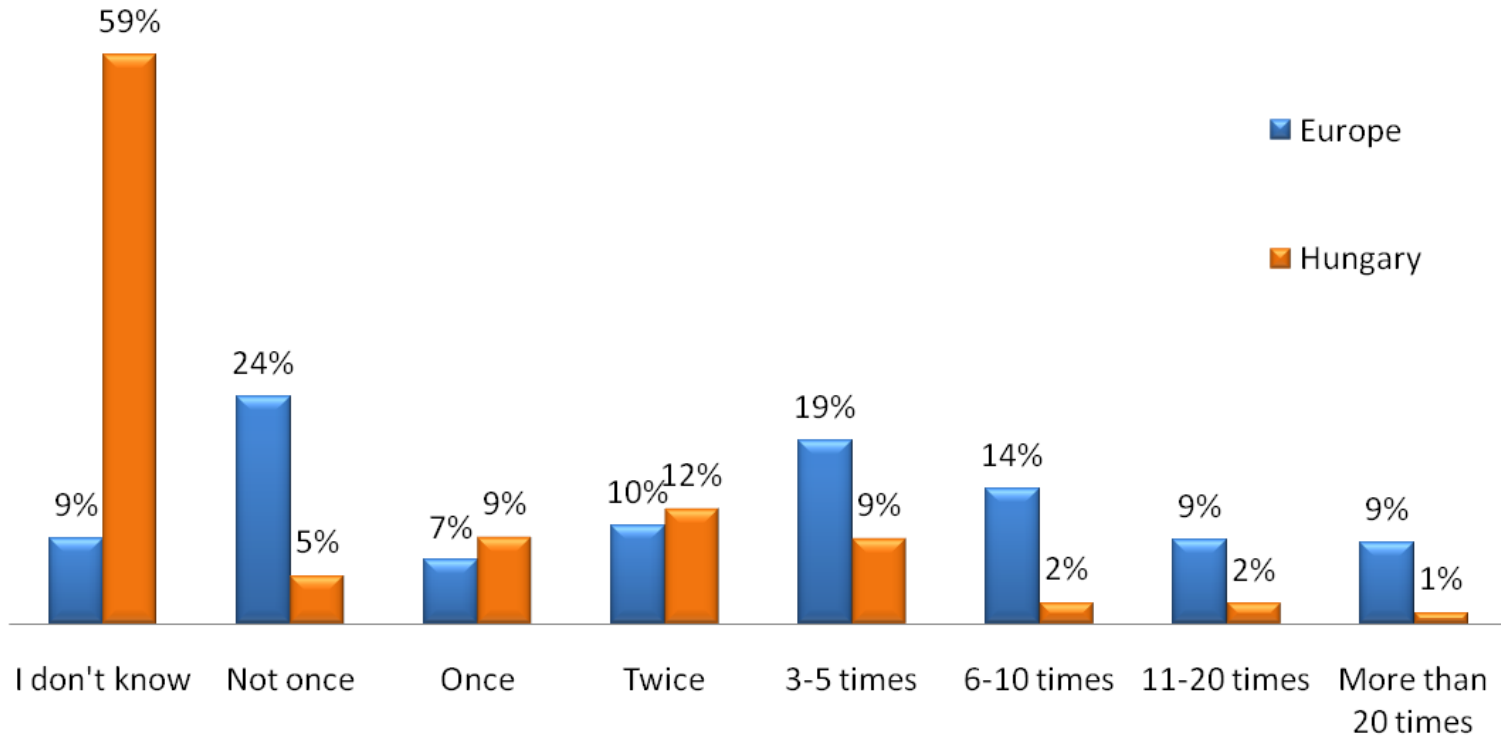
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ONLINE IDENTITY



Top 10 information sources consulted before selecting a new product or service

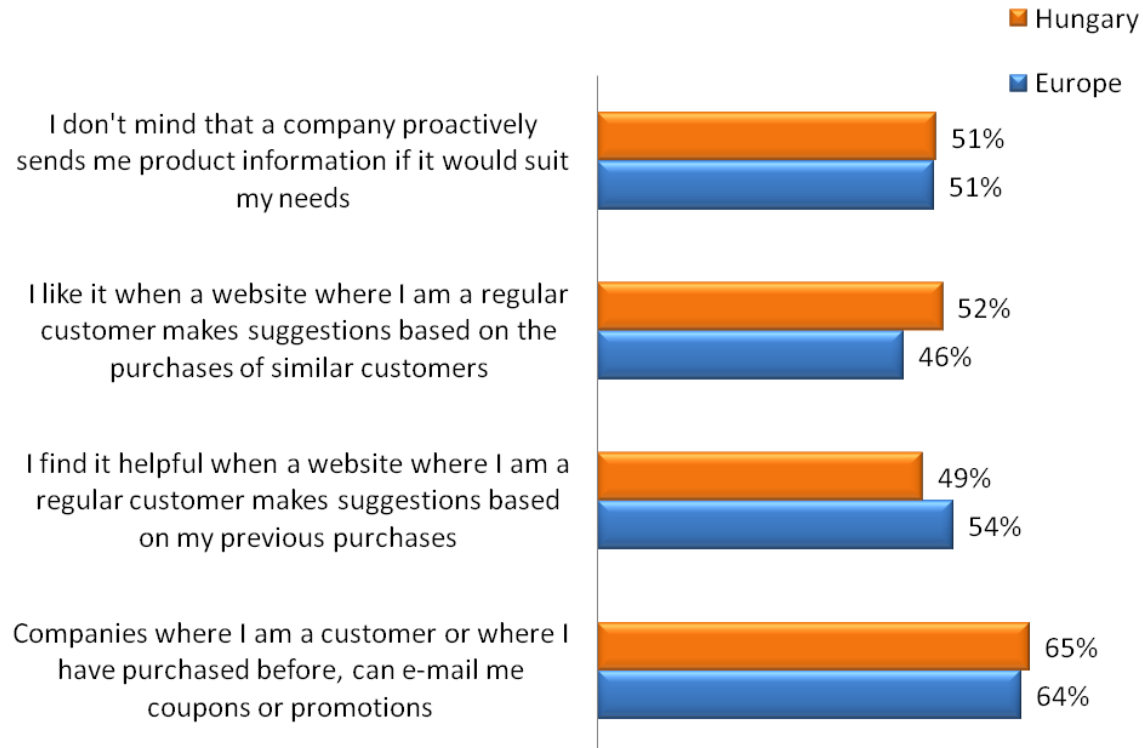
E COMMERCE



How many times have you purchased products or services on the internet in the past 12 months?

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MARKETING THROUGH RELATIONSHIPS



Proportion that agree with each statement

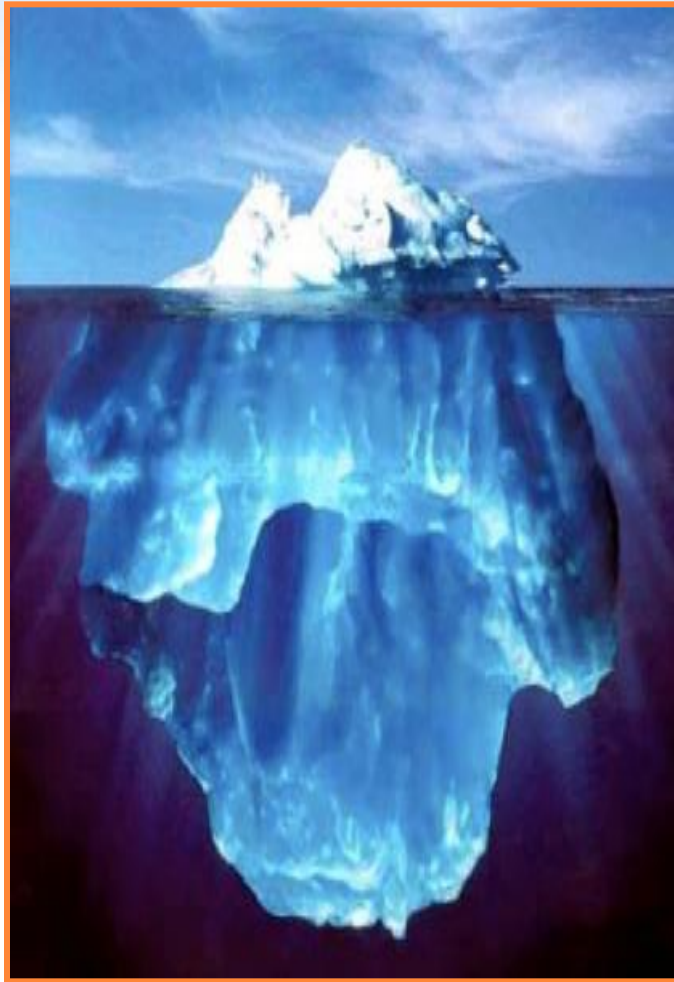
GOOD ONLINE ADVERTISING



	Hungary	Europe average
It provides me with interesting information	64% disagree	53% disagree
It's cleverly creative	57% agree	46% agree
It's entertaining / fun	49% agree	42% agree

According to you, what are the 3 main characteristics of good online advertising?

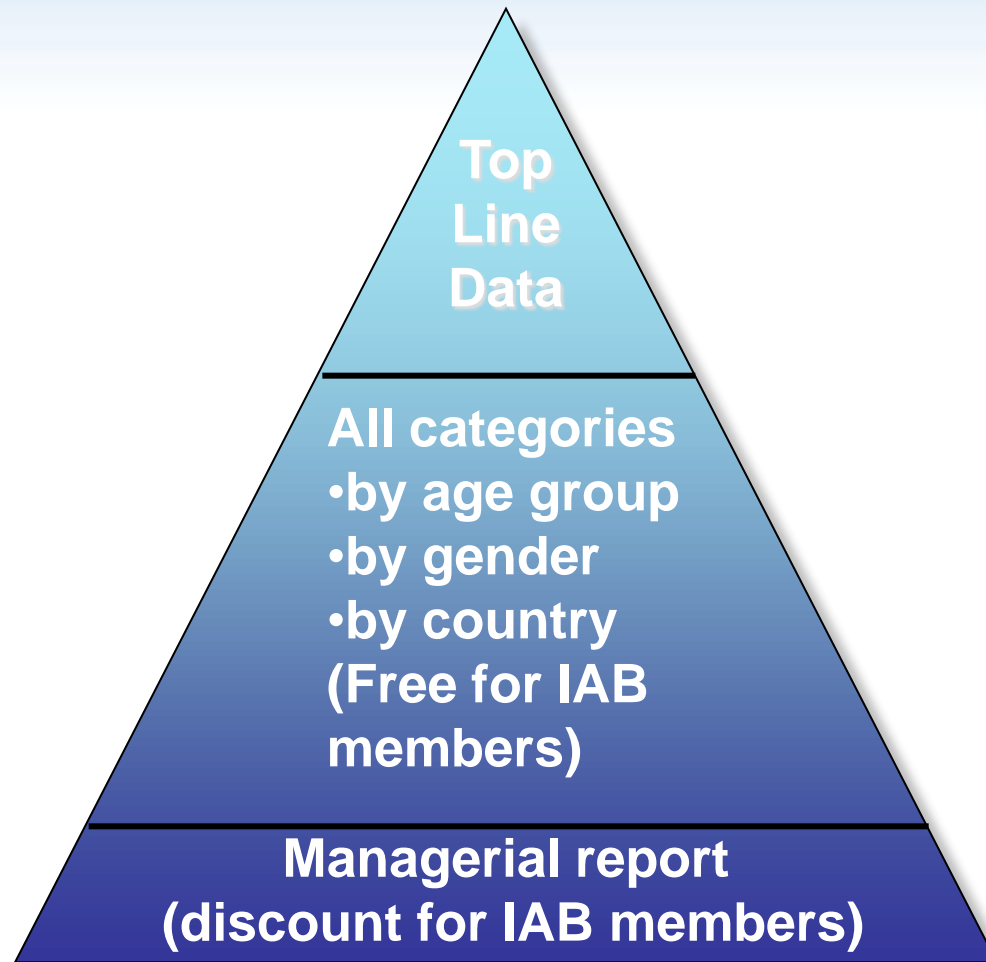
THIS PRESENTATION IS ONLY



...the tip of the iceberg

There's a lot more
waiting for you to
discover

THIS PRESENTATION IS ONLY



CONTACTS FOR IAB Hungary MEMBERS

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