

Ukraine

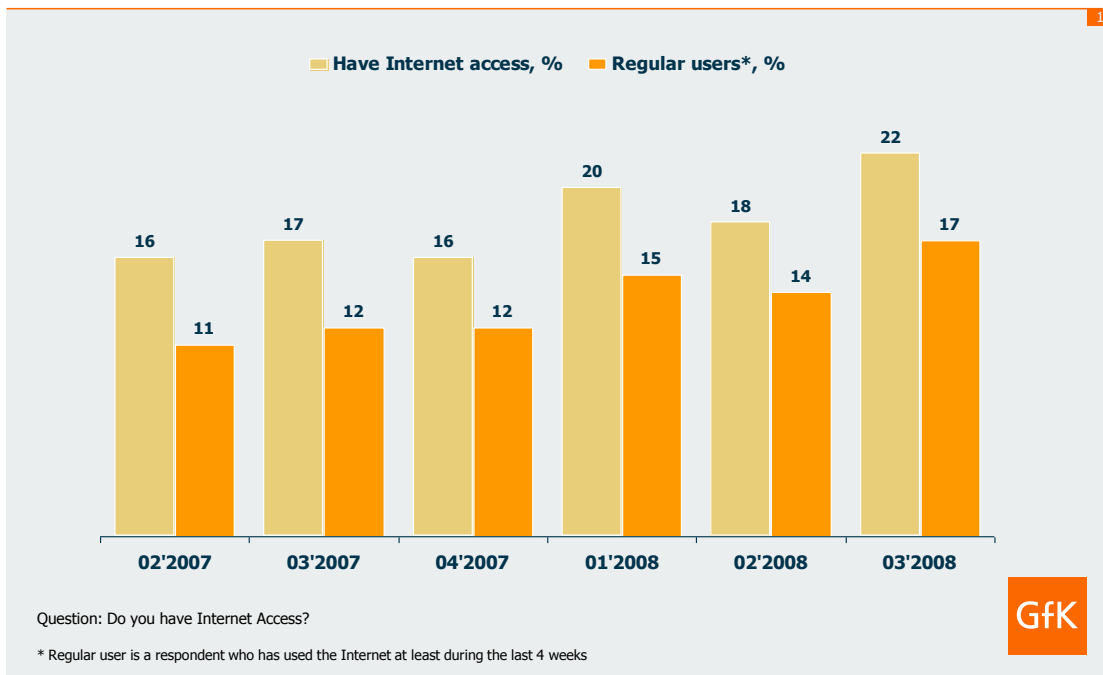
Internet in Ukraine: gradual increase

According to the results obtained in the first three quarters of 2008, the share of regular Internet users* constitutes 15% of the Ukrainian population aged 16 and over. This indicator has remained stable since 2007, undergoing only slight change. Regular users most frequently use the Internet as a means of communication, a source of information (education, news, services and products) and entertainment (downloading and listening to music, surfing entertainment/sports websites). This data is shown in the regular telecommunications market research carried out by GfK Ukraine.

The largest share of regular Internet users visits various web-pages at home. According to the research conducted in January-September of 2008, this indicator has seen a 6% increase since 2007, rising to 50% in 2008. On the other hand, the number of regular users who use Internet in the office has gradually decreased from 31% in 2007 to 26% in 2008.

Just over a third (35%) uses the Internet on a daily basis (compared to 31% in 2007). A slightly larger proportion of regular Internet users (37%) use the Internet once a week (compared to 39% in 2007).

Internet access and regular usage in Ukraine % of respondents



* A regular user is a person who has Internet access and used it over the past four weeks preceding the survey.

The Ukrainian Internet user: what do we know about him?

The demographic characteristics for Internet users in Ukraine have remained constant for the last two years. Men are the most frequent regular users (a total of 57%).

The largest share of regular Internet users (50%) live in cities with a population of over 100 thousand. Compared to the data from 2007, this indicator has seen little or no change. There has been a gradual increase in the share of regular Internet users who live in cities with a population of less than 100 thousand (the index has increased from 23% in 2007 to 24% in 2008). The number of regular internet users in village areas has increased (12% in 2007 and 15% in 2008).

The Internet is most often used by people aged between 20 and 29 years old (36% of regular users).

Young specialists (40 years old and younger) who access the Internet at work make up approximately 32% of all regular users and 46% of those who use Internet services at home. Members of this group are the most frequent Internet users: 72% access the network at least a couple of times a week, 34% use Internet daily. More than half (54%) have Internet access at home whilst for 45% work is the main place of Internet access.

20% of all regular Internet users are students and pupils. They use the Internet several times per week (approximately 32% of this group) or several times per month (29% of this group) and some 34% of this group use an Internet connection every day. In Q3'08 (as compared with 2007 and previous quarters) the survey shows significant growth in the amount of students and pupils who are able to use the Internet everyday (42%) compared to with 25% in 2007, 24% (Q1'08) and 36% (Q2'08) which can be explained by the start of the back-to-school season.

For 15% of Internet users of this last group the main place of Internet access is an Internet-cafe and for 20% university. Approximately 46% of them use the Internet at home.

These two groups are the main drivers of growth in this market. Other demographic groups demonstrate low interest in the Internet. For example, in response to the question "Do you have any plans to start using the Internet within next 6 months", 64% of the affirmative answers were given by people aged 40 and under.

How Ukrainians use the Internet

During Q3'08, the Internet was used as a means of communication (42% of regular users used e-mail). For 33% of regular users the Internet is a source of information about products and services whilst 32% use it for educational purposes.

At the same time, in Q3'08 the share of users who download multimedia files was at 28%, compared to 21% in 2007. We assume that an increase in the number of broadband subscribers will be associated with an increase of the share of users who download multimedia content.

21% of all users now read on-line newspapers and visit news web-sites comparing with 20% in 2007. 22% of respondents said that they use the global network for entertainment, compared to 16% of users last year. Another obvious trend is to be seen in the popularity of social networks. In Q3'08, approximately 17% of respondents used social networking sites on a regular basis, compared to 15% in Q2'08.



Consequently, we can sum up that, according to the results obtained in 2007 and the first three quarters of 2008, the Internet is one of the most popular means of communication, information and entertainment and its popularity is growing slowly but unrestrainedly.

Reference information

The objective of the new Research of Markets for Financial and Telecommunications Services which the GfK Ukraine Company launched in February 2007 is to generate regular and timely information regarding the status of the markets for banking, insurance and telecommunications services for personal clients.

We draw our conclusions on the basis of the results from the population survey held in 3 quarters in 2008, between 14th January and 15th September 2008.

The survey sample totals 3,000 respondents. The sample is representative for the population of Ukraine by gender, age, region of residence and size of settlement. The interview method was F2F.

Contact:

Nadiia Tarasenko
Senior Researcher, Telecom
Services Research
GfK Ukraine
34 Lesi Ukrainki blvd., off. 601
01133, Kyiv, Ukraine
Tel. +380 44 230 0260
Fax +380 44 230 0262
nadiia.tarasenko@gfk.com
www.gfk.ua