

# Social Networking - Ireland - May 2014

Report Price: £1495 | \$1995 | €1800

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## This report looks at the following areas:

- What are the most popular social and media networking sites in Ireland?
- Are consumers receptive to advertising on social and media networking sites?
- What type of activities are Irish consumers doing on social and media networking sites?
- How have the recent privacy revelations affected Irish consumers' use of social networks?
- What are Irish consumers looking for when using social and media networking sites?

The growth in Irish consumers engaging with brands on social networking sites suggests that these platforms are a key channel through which companies can reach them to promote their value proposition. However, increasing levels of Irish consumers are claiming to be annoyed by advertising on social networks.

This report examines the online social networking sector in Ireland, and highlights the social and media networking sites that Irish consumers are using, how often they are accessing them, the activities that consumers perform on these sites and their attitudes towards online social and media networks.



“With Irish consumers becoming increasingly annoyed with advertising on social networking sites, these platforms could consider introducing a subscription-based advertising-free service akin to Spotify Premium.”

– James Wilson, Research Analyst

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### INTRODUCTION

- Key themes of the report
- Definition
- Data sources
- Abbreviations

### EXECUTIVE SUMMARY

- Market factors
- Consumers increasingly engaging with brands on social networks
- Growing annoyance with advertising on social networks
- Consumers seeking smaller online social networks
- Privacy on social networking sites a concern for users
- Anti-social behaviour still an issue for online social networks
- Companies, brands and innovations
- The consumer
- Facebook the most popular social network in Ireland

Figure 1: Social networking sites used in the last three months, NI and RoI, April 2014

Figure 2: Media networking sites used in the last three months, NI and RoI, April 2014

- Consumers using social networks to keep in touch and media networks to engage with brands

Figure 3: How consumers use social networks, NI and RoI, April 2014

Figure 4: How consumers use media networks, NI and RoI, April 2014

- Promotions and competitions drive brand 'likes' on social and media networks

Figure 5: Agreement with statements relating to social and media networks, NI and RoI, April 2014

- What we think

### ISSUES AND INSIGHTS

- What are the most popular social and media networking sites in Ireland?
- Are consumers receptive to advertising on social and media networking sites?
- What type of activities are Irish consumers doing on social and media networking sites?
- How have the recent privacy revelations affected Irish consumers' use of social networks?

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100

Report Price: £1495 | \$1995 | €1800

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **What are Irish consumers looking for when using social and media networking sites?**

**TREND APPLICATION**

- **Let's Make a Deal**
- **Cam Cam**
- **Influentials**

**MARKET OVERVIEW**

- **Key points**
- **Growing engagement with brands on social networks**  
Figure 6: Agreement with the statement 'I have visited a company's website as a result of an advert on a social networking site', NI and RoI, 2011-13
- **Irish consumers getting more 'friendly' with companies online**  
Figure 7: Agreement with the statement 'I am friends with a corporation/brand on a social networking site', NI and RoI, 2011-13
- **Social media ads increasingly seen as an annoyance**  
Figure 8: Agreement with the statement 'Advertising on social networks annoys me', NI and RoI, 2011-13
- **Low click-through rate on advertisements**  
Figure 9: Agreement with the statement 'I regularly click on ads on social networking websites', NI and RoI, 2011-13
- **Social messenger apps becoming increasingly popular**
- **Facebook users feel pressured to contribute**
- **Privacy concerns driving distrust of social networking sites**  
Figure 10: Trust in organisations according to mobile phone owners in Europe, by type, January 2014
- **Government surveillance also an issue for consumers**
- **Security of personal data on social networks also an issue**
- **'Neknomination' craze claims two Irish lives**
- **'Random Act of Kindness' counter movement emerges**
- **Cyberbullying still an issue for social networking sites**

**MARKET IN CONTEXT**

- **Key points**
- **Case study: Bord Bia**
- **Background**
- **How it uses online social networks**
- **Measuring the benefits of social networking activity**
- **Case study: Coca-Cola**
- **Background**

**What's included**

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

**Did you know?**

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

**Buy this report now**

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
APAC	+61 (0) 2 8284 8100

Report Price: £1495 | \$1995 | €1800

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- How it uses online social networks
- Measuring the benefits of social networking activity
- Case study: Danske Bank Ireland
- Background
- How it uses online social networks
- Measuring the benefits of social networking activity
- Case study: Heineken Ireland
- Background
- How it uses online social networks
- Measuring the benefits of social networking activity
- HMV
- Background
- How it uses social networks
- Measuring the benefits of social networking activity
- Case study: Tourism Ireland
- Background
- How it uses online social networks
- Measuring the benefits of social networking activity
- Case study: University of Ulster
- Background
- How it uses online social networks
- Measuring the benefits of social networking activity

#### STRENGTHS AND WEAKNESSES

- Strengths
- Weaknesses

#### COMPANIES AND INNOVATIONS

- Key points
- Examples of innovation
- Facebook's e-money service
- WhatsApp extends service to include voice calls
- Twitter rolls out new user web profile
- Company profiles
- Bebo/Blab
- Disney Club Penguin
- Facebook
- Google
- LinkedIn
- Myspace
- Pinterest
- Twitter

#### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

#### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

#### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

THE CONSUMER – USAGE OF SOCIAL AND MEDIA NETWORKS

- **Key points**
- **Facebook the most used social network**  
Figure 11: Social networking sites used in the last three months, NI and Rol, April 2014
- **Facebook appeals to consumers across all ages**  
Figure 12: Consumers that have used Facebook in the last three months, by age, NI and Rol, April 2014
- **Over half check Facebook several times per day**  
Figure 13: Frequency with which consumers use Facebook, by age, NI and Rol, April 2014
- **Irish students the primary users of YouTube**  
Figure 14: Consumers that have accessed YouTube in the last three months, by work status, NI and Rol, April 2014  
Figure 15: Frequency with which consumers use YouTube, by age, NI and Rol, April 2014
- **Men and women equally likely to use Twitter**  
Figure 16: Consumers that have used Twitter in the last three months, by marital status, NI and Rol, April 2014
- **One in 10 NI and 17% of Rol consumers user Twitter multiple times per day**  
Figure 17: Frequency with which consumers use Twitter, by age, NI and Rol, April 2014
- **Young NI consumers more engaged across a range of platforms**  
Figure 18: Social networking sites used in the last three months, by age, NI, April 2014
- **Pinterest interests young Rol consumers, while Google+ and LinkedIn have broad appeal**  
Figure 19: Social networking sites used in the last three months, by age, Rol, April 2014

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

THE CONSUMER – HOW IRISH CONSUMERS USE SOCIAL AND MEDIA NETWORKING SITES

- **Key points**
- **Social networking sites used to keep in touch with friends**  
Figure 20: How consumers use social networks, NI and Rol, April 2014
- **Consumers of all ages using social networks to keep in touch**  
Figure 21: Consumers using social networks to keep in touch with friends, by gender and age, NI and Rol, April 2014
- **Rural consumers using social networks to receive information on local areas**

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
APAC	+61 (0) 2 8284 8100

Report Price: £1495 | \$1995 | €1800

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 22: Consumers using social networking sites to receive news about their local area, by location, NI, April 2014

Figure 23: Consumers using social networking sites to receive news about their local area, by location, RoI, April 2014

- **Checking updates on social networks outside the home prevalent among Irish students**

Figure 24: Consumers using social networks to check updates on their phone outside of the home, by work status, NI and RoI, April 2014

Figure 25: Frequency with which consumers use LinkedIn, by work status, NI and RoI, April 2014

- **Irish consumers engaging with brands on media networking sites**

Figure 26: How consumers use media networks, NI and RoI, April 2014

- **Students learning about brands on media networking sites**

Figure 27: Consumers using media networks to learn about new products and offers from brands/retailers, by work status, NI and RoI, April 2014

- **Millennials most likely to follow brands and celebrities**

Figure 28: Consumers using media networks to follow celebrities or brands that they like, by gender and age, NI and RoI, April 2014

**THE CONSUMER – ATTITUDES TOWARDS SOCIAL AND MEDIA NETWORKING SITES**

- **Key points**
- **Irish consumers 'like' brands on social and media networking sites**

Figure 29: Agreement with statements relating to social and media networks, NI and RoI, April 2014

- **Promotions and competitions driving engagement among Irish women**

Figure 30: Agreement with the statement 'I have 'liked' a brand/company on social/media networking sites because of a promotion/competition', by gender and age, NI and RoI, April 2014

- **Social and media networks a good source of brand information for RoI students**

Figure 31: Agreement with the statement 'Social/media networking sites are a good source of brand/company information', by work status, NI and RoI, April 2014

**What's included**

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

**Did you know?**

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

**Buy this report now**

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 32: Agreement with the statement 'Social/media networking sites are a good source of brand/company information', by age, NI and RoI, April 2014

- Women most likely to seek information from peers on social networks**

Figure 33: Agreement with statements relating to social and media networks, by gender, NI and RoI, April 2014

- Group buying appeals to consumers with young children**

Figure 34: Agreement with the statement 'Group buying with other consumers to obtain discounts via social/media networks appeals to me', by gender and age of children in the household, NI and RoI, April 2014

## APPENDIX

- NI Toluna data**

Figure 35: Social networking sites used in the last three months, by demographics, NI, April 2014

Figure 36: Social networking sites used in the last three months, by demographics, NI, April 2014 (continued)

Figure 37: Social networking sites used in the last three months, by demographics, NI, April 2014 (continued)

Figure 38: Frequency with which consumers use Facebook, by demographics, NI, April 2014

Figure 39: Frequency with which consumers use LinkedIn, by demographics, NI, April 2014

Figure 40: Frequency with which consumers use Twitter, by demographics, NI, April 2014

Figure 41: Frequency with which consumers use WhatsApp, by demographics, NI, April 2014

Figure 42: Frequency with which consumers use Snapchat, by demographics, NI, April 2014

Figure 43: Frequency with which consumers use Google+, by demographics, NI, April 2014

Figure 44: Frequency with which consumers use Myspace, by demographics, NI, April 2014

Figure 45: Frequency with which consumers use Tumblr, by demographics, NI, April 2014

Figure 46: Frequency with which consumers use Vine, by demographics, NI, April 2014

Figure 47: Frequency with which consumers use YouTube, by demographics, NI, April 2014

Figure 48: Frequency with which consumers use Pinterest, by demographics, NI, April 2014

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100

Report Price: £1495 | \$1995 | €1800

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Figure 49: Frequency with which consumers use Instagram, by demographics, NI, April 2014
- Figure 50: How consumers use social networks, by demographics, NI, April 2014
- Figure 51: How consumers use media networks, by demographics, NI, April 2014
- Figure 52: Agreement with statements relating to social and media networks, by demographics, NI, April 2014
- Figure 53: Agreement with statements relating to social and media networks, by demographics, NI, April 2014 (continued)
- Figure 54: Agreement with statements relating to social and media networks, by demographics, NI, April 2014 (continued)

• **Rol Toluna data**

- Figure 55: Social networking sites used in the last three months, by demographics, Rol, April 2014
- Figure 56: Social networking sites used in the last three months, by demographics, Rol, April 2014 (continued)
- Figure 57: Social networking sites used in the last three months, by demographics, Rol, April 2014 (continued)
- Figure 58: Frequency with which consumers use Facebook, by demographics, Rol, April 2014
- Figure 59: Frequency with which consumers use LinkedIn, by demographics, Rol, April 2014
- Figure 60: Frequency with which consumers use Twitter, by demographics, Rol, April 2014
- Figure 61: Frequency with which consumers use WhatsApp, by demographics, Rol, April 2014
- Figure 62: Frequency with which consumers use Snapchat, by demographics, Rol, April 2014
- Figure 63: Frequency with which consumers use Google+, by demographics, Rol, April 2014
- Figure 64: Frequency with which consumers use Myspace, by demographics, Rol, April 2014
- Figure 65: Frequency with which consumers use Tumblr, by demographics, Rol, April 2014
- Figure 66: Frequency with which consumers use Vine, by demographics, Rol, April 2014
- Figure 67: Frequency with which consumers use YouTube, by demographics, Rol, April 2014
- Figure 68: Frequency with which consumers use Pinterest, by demographics, Rol, April 2014
- Figure 69: Frequency with which consumers use Instagram, by demographics, Rol, April 2014

**What's included**

- Executive Summary

---

- Full Report PDF

---

- Infographic Overview

---

- Powerpoint Presentation

---

- Interactive Databook

---

- Previous editions

---

**Did you know?**

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

**Buy this report now**

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
APAC	+61 (0) 2 8284 8100

Report Price: £1495 | \$1995 | €1800

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 70: How consumers use social networks, by demographics, Rol, April 2014

Figure 71: How consumers use media networks, by demographics, Rol, April 2014

Figure 72: Agreement with statements relating to social and media networks, by demographics, Rol, April 2014

Figure 73: Agreement with statements relating to social and media networks, by demographics, Rol, April 2014 (continued)

Figure 74: Agreement with statements relating to social and media networks, by demographics, Rol, April 2014 (continued)

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100



## About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.