

Media Release
25th October, 2011

Students spend up to five hours a week on social media networks UPC launches Ultimate Student Saver Package

Key findings

- 32% of third level students spend up to five hours a week on social networking sites while over 1 in 4 (26%) spend between six and ten hours a week
- Facebook is the most popular social networking site according to 96% of students followed by Twitter at 67%

As students around the country prepare to hit the books for reading week, the UPC survey reveals that Facebook remains the most popular social networking site with 96% of students active on Facebook. In the last year Twitter has replaced YouTube as the second most popular social media site amongst this group with 67% of students tweeting regularly.

According to the UPC survey, almost one third (32%) of college students say they spend up to five hours a week on social networking sites while over a quarter (26%) say they spend between six and ten hours a week. 18% spend up to 15 hours a week while 15% spend over 20 hours a week.

Over half (55%) of students said that due to the recession they would spend more nights in this year than last year. However they are unwilling to give up certain essentials with 56% unable to live without broadband and 44% unable to live without TV.

Home and Away has for a second year topped the poll as the TV show that most students would skip a lecture to watch. The annual student survey carried out by Ireland's leading broadband and Digital TV provider, UPC, reveals that over one in four (27%) third level students admit to skipping lectures so they can catch up on what's happening in Summer Bay, while 24% admit to missing class to watch Friends and almost one in five (19%) say they have missed a lecture to watch Come Dine with Me.

While almost a third of students (31%) admit to missing a lecture once a week to catch up on their favourite show, a conscientious 50% of third level students say they never skip lectures to watch daytime TV.

Orla Flynn, Broadband & Voice Product Manager of UPC, commented, *"It would appear that digital technology does make a difference. As the increase in the number of people who now have the ability to record their favourite shows using their digital plus box has meant that student soap fans no longer have to make the choice between the lecture hall and Summer Bay.*

UPC Ireland has launched a Digital TV, Broadband and Phone package specifically for students. The package provides all three services for free for the four summer months – May, June, July and August.

“The fact that students will be staying in more this year than last year is a clear indicator that Ireland’s student population are more cost conscious than ever. We understand that it is getting harder for students to make their budget stretch but broadband and TV are two services that most students just can’t do without these days. This offer allows students to get the best value digital TV, broadband and phone package available for a full year while only paying for 8 months,” continued Flynn.

For more information on the UPC Student Offer please refer to:

<http://www.facebook.com/#!/UPCIreland>

<http://www.upc.ie/studentoffer/>

ENDS

Survey Results & Stats

This survey was conducted online with 250 respondents. The respondents came from the following colleges; UCD, DCU, TCD, UCC, NUIG, GCD, UL, Mary Immaculate, various Institutes of Technology.

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About UPC

UPC is the European division of Liberty Global, Inc., the world’s leading international cable operator. UPC brings television, broadband internet and telephone services to approximately 13.4 million customers throughout 10 European countries. The company is driven by its vision that 'this amazing but often complex digital world should be for everyone'. UPC's employees in Ireland strive to make this happen by bringing simplicity and a real human touch to everything they do. For more information on UPC Ireland, please visit www.upc.ie