

HOW IMPORTANT IS THE INTERNET?

HOW MUCH OF THE DAY DO YOU SPEND ONLINE?



92%

spend at least
AN HOUR A DAY
online



71%

spend up to
6 HOURS A DAY
online



29%

spend at least
6 HOURS A DAY
online



1 OUT OF 3

say they
COULD NOT SURVIVE
more than 5 hours without
access to the Internet

DID YOU KNOW?

64%



admit to "**FEAR OF MISSING OUT**"
(FOMO) when not connected to
the Internet.

NO, REALLY, HOW IMPORTANT?

WHAT WOULD YOU GIVE UP FOR ACCESS TO THE INTERNET?



28%
ALCOHOL



26%
TELEVISION



22%
CHOCOLATE



19%
SPORTS

DID YOU KNOW?



MORE WOMEN

are willing to give up
alcohol and sports.

MORE MEN

are willing to give up
television and chocolate.



GIVEN THE INTERNET'S IMPORTANCE IN OUR DAILY LIVES, HOW MUCH DO WE REALLY KNOW ABOUT IT?

WHERE DOES THE INTERNET RESIDE?

CORRECT!

51%
NETWORK
CONNECTED
DATA CENTRES

25%
DON'T KNOW

10% THE CLOUD

8% SUPER COMPUTERS

4% DARPA

3% MY DEVICE

DID YOU KNOW?

77% say the most beneficial impact of the Internet is "its ability to connect people globally with incredible speed."

BUT

82% don't know what the fastest mode of Internet delivery to their device really is (HINT: SUBSEA CABLES).

TATA COMMUNICATIONS OWNS AND OPERATES THE WORLD'S LARGEST SUBSEA CABLE NETWORK.