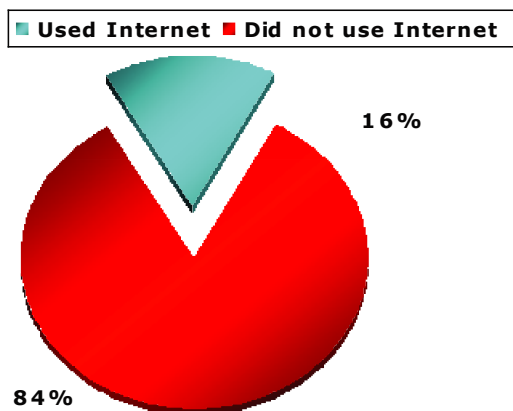




Internet is yet to become of @ge

We have known that internet usage is low in Kenya..... but just how low is the question that has been begging for an answer



Only 16% of Kenyans claim to have accessed Internet in the last one year. We suspect that usage of internet is hampered by access, relatively high costs and computer illiteracy.

Contrary to the uninformed belief that the internet is mostly for teenagers, it turns out that the highest proportion of those who claim to use it are from four leavers, college students, jobseekers and people who are already working. The most regularly visited sites are employment opportunity sites while the most common email domain is Yahoo.

Probably due to their increasing numbers and relatively reasonable costs, Cyber cafes are by far the most popular internet access points (73%) followed by work places (12%), and schools/colleges (12%). Internet access at home is a dream for most Kenyans - only a miserly 5% have it. However this is an increase from 2% last year

So even as marketers continue to offer Internet based services such as Internet banking, it is worth noting the bulk of their target market may be left out on such offers.

About TGI

Did you know that TGI is the single most robust research study ever conducted in East Africa?

Apart from its 16000+ sample, TGI covers the following sectors:

- **Toiletries and Cosmetics**
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- **Household**
- **Shopping**
- **Alcoholic beverages**
- **Leisure**
- **Tobacco**
- **Non-Alcoholic Beverages**
- **Motoring**
- **Appliances and Durables**
- **Financial Services**



Data source: TGI (urban.peri-urban 2005)

Inferences: **Consumer Insight**

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