

The eChristmas Outlook

December 2005

A ComReg Trends Report
prepared by
Amárach Consulting

The eChristmas Outlook

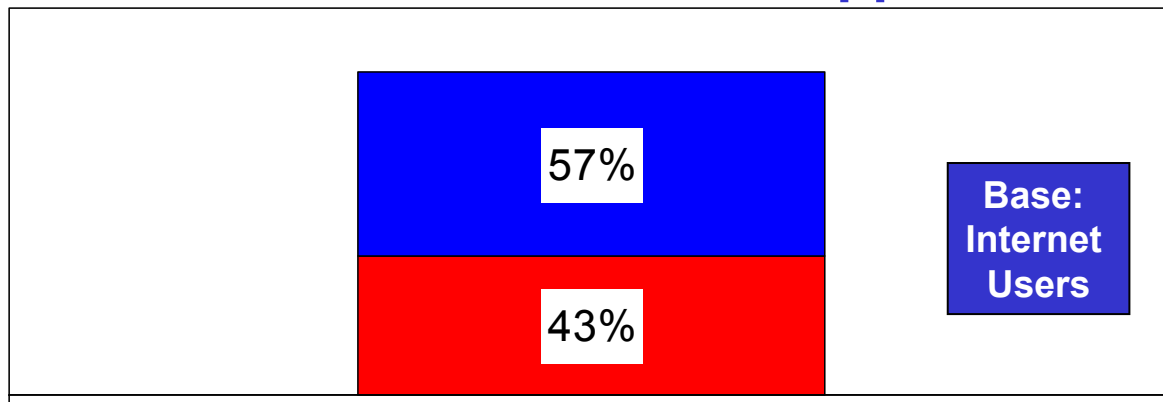
As the internet has become more established, consumers have become increasingly interested in using the internet to shop online. Christmas is the biggest consumer spending season of the year, and this specially commissioned report looks at just how important Christmas internet shopping will be as part of this year's festive purchases.

This report is based on a survey of 1,000 adults aged 15-74 in the Republic of Ireland in November 2005.

The ComReg commissioned survey was conducted by Amárach Consulting as part of the Trends survey series of residential users of telecommunications and ICT.

**Over four in ten internet users
are now shopping online ...**

Internet Users & eShoppers



Base:

All internet users (n=410)

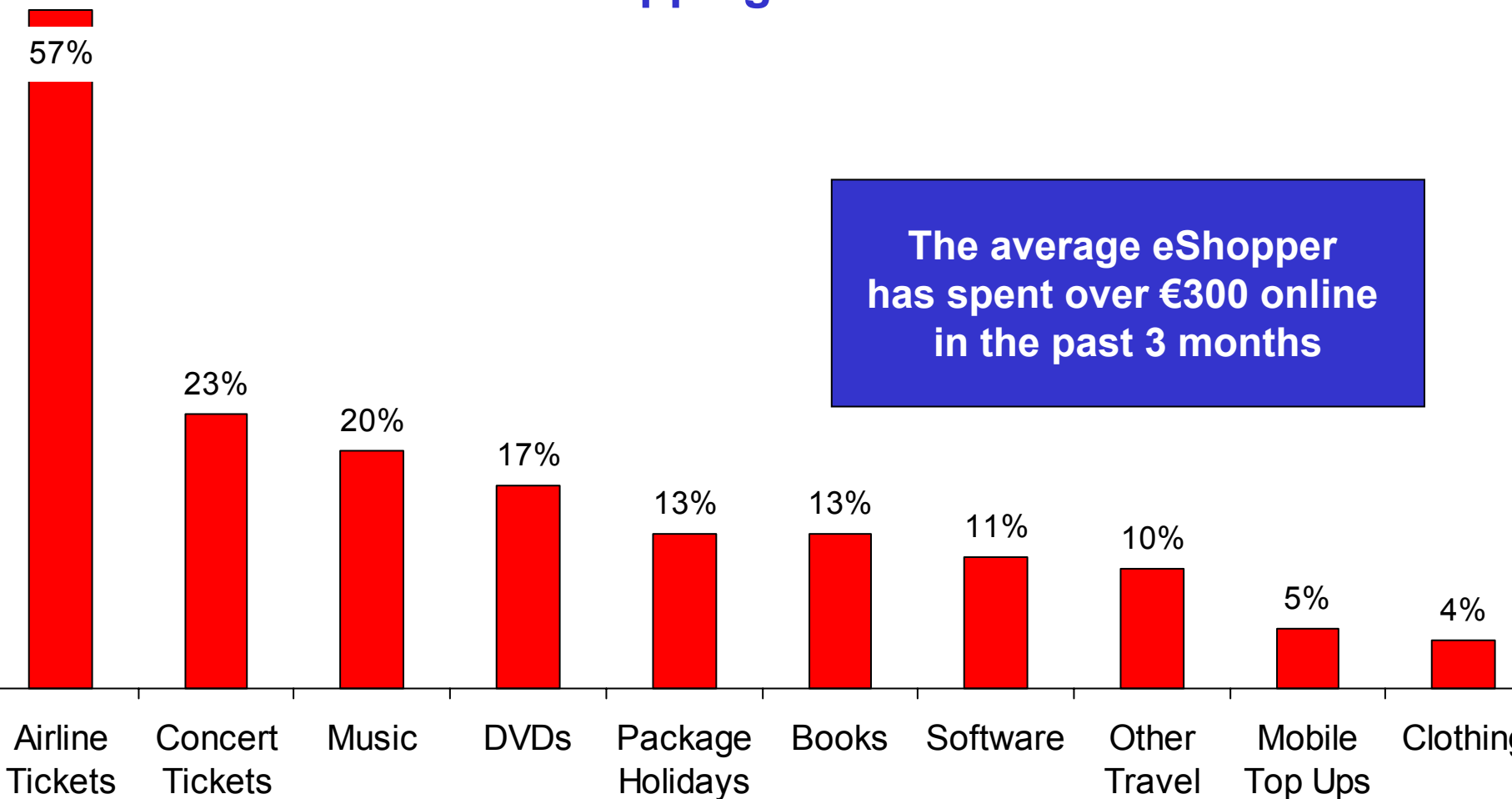
Has purchased online in past 3 months



- 43% of internet users have used the internet to purchase goods and services online in the last 3 months.
- 45-64 year olds, higher income groups and those in Dublin and Ulster/Connacht are most likely to have made an internet purchase in the last 3 months.

Airline tickets & concert tickets top the eShopping list ...

eShopping Priorities

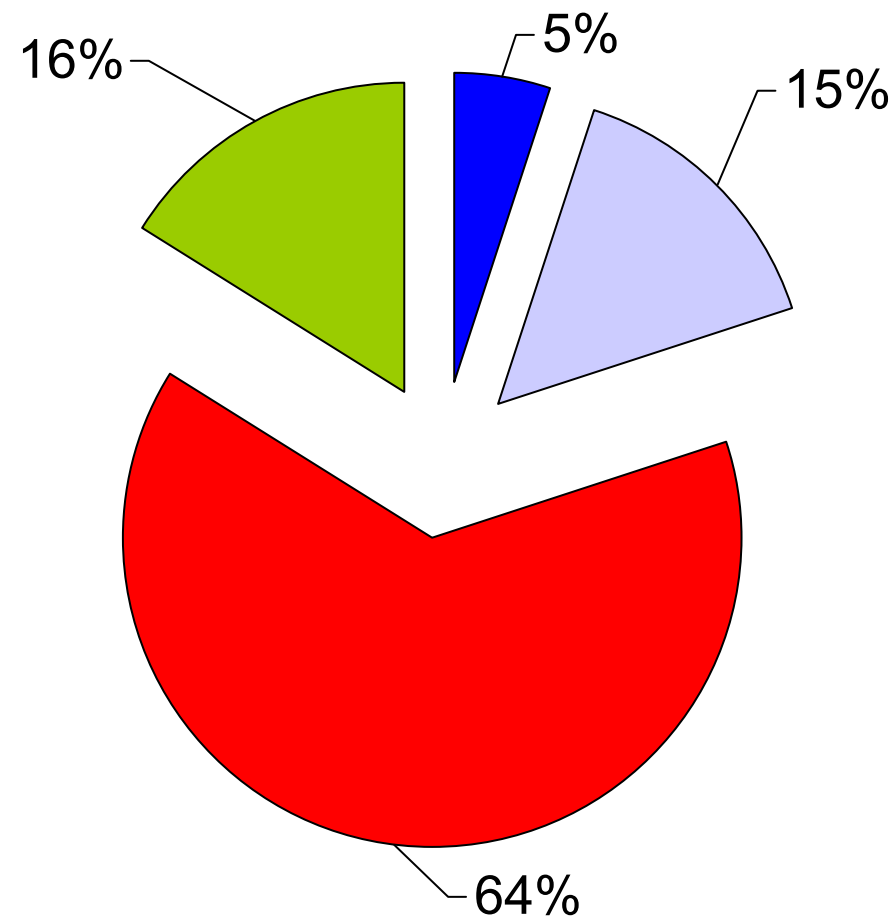


Source: Amárach Trends Survey for ComReg, November 2005

Base:
Internet shoppers (n=177)

**One in five internet user intends
using the internet as part of their
Christmas shopping this year ...**

eChristmas Shopping Intentions



Men are more likely to do their Christmas Shopping online than women (23% vs. 18%), and broadband users are more likely than all users (39% vs. 20%)

- Yes, certain
- Yes, likely
- No
- Don't know

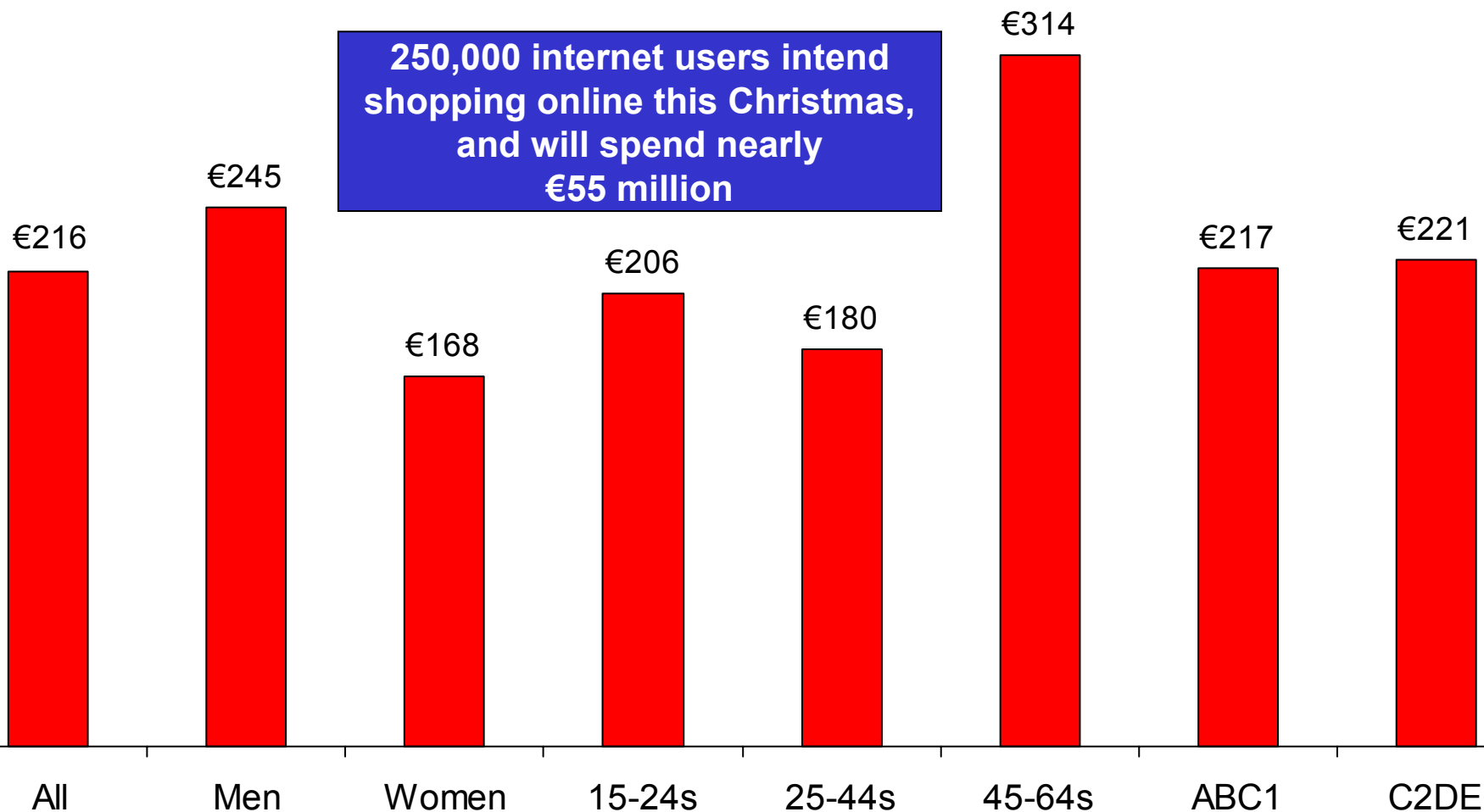
Source: Amárach Trends Survey for ComReg, November 2005

Base:
Internet Users (n=410)

**The average eShopper intends
spending over €200 on their
online purchases this Christmas ...**

eChristmas Spending Plans: Average Spend

250,000 internet users intend shopping online this Christmas, and will spend nearly €55 million



Source: Amárach Trends Survey for ComReg, November 2005

Base:
Christmas eShoppers (n=86)

A Happy eChristmas

This brief survey of eShoppers and their Christmas spending intentions shows how important the internet is as a channel for consumer spending.

As the benefits of online shopping become more apparent to consumers, we can expect that in time, the eChristmas effect will begin to contribute to an even greater share of the season's spending total.

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