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ComReg Business Survey reveals high levels of fixed line, mobile and internet service switching

The Commission for Communications Regulation (ComReg) today published its second business survey of 2008. The survey is based on research conducted by Millward Brown IMS during October and November.

The key findings from the business survey¹ show:

- 48% of Corporates and Small to Medium-Sized Enterprises (SMEs) surveyed have at some time switched fixed line provider, 60% have switched mobile provider and 67% have switched Internet Service Provider (ISP).
- The majority of companies surveyed (80%+) found it easy to switch fixed line, mobile and internet service providers.
- Overall, 86% of businesses surveyed have internet access. Of these, 76% use a broadband connection.
- Nearly 60% of businesses surveyed that had their broadband access speeds upgraded in the past year, said that their monthly costs for the upgrade stayed the same. 40% of businesses with broadband access consider it likely that they will upgrade the speed of their connection in the next twelve months.
- As a result of the economic down turn, the survey shows that Corporates appear more likely to curb spending on Information and Communications Technology (ICT) than SMEs. Overall, 35% of businesses surveyed foresee a decrease in ICT expenditure in the next twelve months.
- Half of the businesses surveyed do not provide data devices for mobile working.
- Almost one in four Corporates surveyed uses Eircom combined with another supplier for fixed line services.

¹ Based on a structured questionnaire to a nationally representative sample of 524 SMEs (defined as less than 100 employees) and 50 Corporates (defined as more than 100 employees).

The full set of published results - ComReg Document 08/96 - is available in the publications section of the ComReg website www.comreg.ie.

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