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ComReg consumer survey shows that consumers are spending more time on the internet but spending less money on fixed & mobile phone services

The Commission for Communications Regulation (ComReg) today published the findings of its first residential consumer ICT survey of 2010. The survey, of 1,003 persons aged 15-74, measures attitudes to and usage of information and communications technologies and services by consumers. This survey is based on research conducted by Millward Brown Lansdowne between December 2009 and January of 2010.

Key findings from the survey are:

- Mobile phone penetration (95%) continues to increase while fixed line penetration (65%) decreased marginally in this survey.
- The average bi-monthly spend on fixed line services continues to fall, with consumers spending just under €80 on their fixed line services compared to over €96 in December 2008. Similarly, average monthly spend in the mobile phone market also continues to fall, declining from just over €41 in December 2008 to just over €36 in January 2010. Respondents claim an average monthly spend on broadband access of just under €34.
- There has been an increase in satisfaction with complaint resolution among fixed line users compared to a year ago (from 53% to 63%) and to a lesser extent among mobile users (from 65% to 69%).
- Home internet access has remained relatively steady at 66%.
- The average time spent on the internet per week has risen from 10 hours in December 2008 to 13.2 hours in January 2010.
- There has been an increase in perceived awareness of contracted internet download speeds; though a significant proportion of internet users are still unsure of their contracted speed (40%).
- There has been a noticeable increase in the number of respondents stating they have a bundled service (from 27% in December 2008 to 40% in January 2010), the vast majority (85%) of which is double play.

The full set of published results – ComReg Document 10/22 – is available in the publications section of the ComReg website www.comreg.ie

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