



**Media Release- 23 July 2009**

## **ComReg issues Q2 survey findings of residential customer attitudes to communications and information technology**

The Commission for Communications Regulation (ComReg) today published the findings of its first Residential Consumer ICT Survey of 2009. The survey, of 1,006 adults aged 15-74, measures attitudes and usage of information and communications by consumers. This survey is based on research conducted by Millward Brown Lansdowne in May and June of 2009.

Key findings from the survey are:

- Almost 4 in 10 respondents anticipate a reduction in their communications expenditure over the next 12 months. 3 in 10 respondents indicated that they have already reduced expenditure in the last 8 months, mainly through reduced consumption as opposed to disconnecting services or switching providers.
- The average monthly spend on mobile phones has declined to €40.68 in Q2 2009. This is almost €17 less than the same period in 2006, owing to a combination of more competitive pricing and reduced consumption among consumers. Fixed line average bi-monthly spend is €95.24, which is €6.03 less than average spend in Q2 2006.
- PC/Laptop ownership continues to increase. 73% of respondents now have access to either a PC or laptop at home.
- Home internet connections also continue to increase from 58% in Q2 2008 to 67% in Q2 2009.
- Just over half of internet users (52%) use Eircom as their Internet Service Provider (ISP). Mobile broadband providers have increased their market share from 6% in Q2 2008 to 17% in Q2 2009.
- Nearly 70% of consumers indicate that their home internet connection is fast enough for their needs, up from almost 60% in Q2 2008.
- The use of premium rate services is low (17%) among mobile phone users. Dissatisfaction with premium rate services is due mainly to cost and hidden charges. In addition, consumer expectations of future use are low.

The full set of published results – ComReg Document 09/60 – is available in the publications section of the ComReg website [www.comreg.ie](http://www.comreg.ie)

**ENDS**

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