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

The Commission for Communications Regulation (ComReg) today published the findings of its second Residential Survey of information and communications technology (ICT) for 2008. The survey, of 1,000 residential customers, measures the attitudes and usage of residential customers to information and communications technology. It is based on research conducted by Millward Brown IMS during November and December.

The key findings from the consumer survey show:

- The average monthly spend on mobile phones has decreased from €45.64 to €41.64.
- PC/Laptop ownership has increased slightly in this survey. 56% own either a PC or laptop while 11% own both.
- Internet usage has increased from 58% in Q2 2008 to 63% in Q4 2008.
- Over half of internet users use Eircom as their ISP. Mobile broadband providers have witnessed an increase in their market share from 6% to 14% overall.
- Satellite is the main means of access to TV programmes (46%), followed by cable (29%) and free to air (14%).
- Nearly 22 hours are spent per week by respondents using technology for leisure purposes.
- Overall the vast majority (82%) believe that technologies have improved their quality of life.

The full set of published results – ComReg Document 09/07 – is available in the publications section of the ComReg website www.comreg.ie

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