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ComReg research says content is key to boosting internet usage

The Commission for Communications Regulation (ComReg) today published a Trends Series survey, based on research conducted by Amárach Consulting during November and December 2006.

Survey results found that Irish internet users are more likely than other European internet users to access information online on property and accommodation, use online financial services, and to seek information on public authorities.

The survey results are accompanied by a ComReg report which looks in greater detail at the internet and broadband experiences of Irish consumers, based on a range of ComReg-commissioned and other third party research. The report examines Ireland's adoption, use and experience of the internet and broadband compared to other EU member states, and looks at how Irish consumers use the internet compared to other EU internet users.

Highlights of the internet report include:

- While almost half of homes in Ireland now have some form of internet access, those without a subscription are most likely to state that they don't believe they need the internet at home or that they do not have appropriate equipment in the home, such as a PC, from which to access the internet.
- 14% of internet users have created or worked on their own online journal or weblog. 15-24 year olds are the most frequent users of the internet as a creative community medium. Compared to 23% of all users, almost half of 15-24 year olds have used websites such as Bebo, the online community website.
- Comparing internet use of the overall sample, and of 15-24 year old internet users, indicates that the latter group is the most prolific of internet user groups, undertaking a higher number and wider range of internet activities than any other age group.

Other highlights of the survey include:

- 41% of fixed line customers are now using some form of bundled service - most popularly one that combines line rental and a bundle of voice minutes, with cost savings and convenience noted as the key reasons for adopting a bundled service.

- 16% of fixed line customers have switched operator at least once in the last 12 months.
- 48% of internet users currently use some form of narrowband access, while 45% report using a broadband subscription.

The full survey presentation ComReg 07/13 and the Internet and Broadband Report 07/12 can be found on ComReg's website at www.comreg.ie

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