



Media Release - 14 February 2008

ComReg survey shows 52% of consumers opting for bundled telecom services

The Commission for Communications Regulation (ComReg) today published a Trends Series Survey into the usage of telecoms services. The research was conducted by Millward Brown IMS during October and November 2007. The key findings from the residential survey show:

- 52% of respondents who have a fixed line in their home subscribe to some form of bundled service. The most common bundle is fixed line calls, line rental and internet access with 51% of respondents choosing this option.
- In Q4 2007, mobile phone ownership among residential consumers reached 90%, with 76% of this number having a prepaid phone. Prepaid mobile phone use is higher among 15-24 year olds (89%) and those with no fixed line at home (82%).
- 54% of all respondents claim to use the internet from any location - 48% of all respondents claim to have a home internet connection, 68% of which are using broadband.
- DSL continues to be the most widely used broadband access technology among home internet users with 52% of internet users connecting via DSL. However, there has been growth in the use of wireless technologies for broadband connections such as mobile broadband and Fixed Wireless Access (FWA).
- The most popular responses for internet usage were sending and receiving email, to do research/get information and for making travel or holiday bookings. Online banking and shopping online were most popular for groups aged between 25-49, while those between the ages of 15 – 24 spent most time downloading music, visiting social network sites or playing games online.

The full set of the published results – ComReg 08/16 - is available in the Publications Section of the ComReg website www.comreg.ie.

ENDS

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