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ComReg survey shows growing consumer awareness of minimising cost of using mobile phones abroad

A survey published by the Commission for Communications Regulations (ComReg) shows that consumers appear to understand that using their mobile phone while abroad involves additional cost.

The survey revealed that knowledge of the specific additional costs involved with roaming remains low. Most respondents in the ComReg survey who travelled abroad used their mobile phones flexibly to minimise the costs associated with roaming. The survey also shows that few people, while abroad, choose to manually select the mobile phone operator who will offer them the cheapest roaming.

The survey also shows an increase in the adoption of broadband, with 23% of home internet subscribers now using a broadband product, with DSL as the main method of broadband access in the home.

The figures are included in ComReg's Trends Survey of the telecommunications sector for the second quarter of 2005. The survey of 1,000 people aged between 15 and 74, which is carried out by Amárach Consulting for ComReg, examines attitudes and perceptions of residential consumers about electronic communications services available in Ireland.

The other main points of the survey included:

Fixed Market

- Take-up of Single Billing products has continued to grow with 26% of those aware of it now utilising the service.
- 34% of current narrowband users surveyed were actively considering moving to Broadband.

Mobile Market

- Only 18% of those surveyed used their mobile phone as usual while abroad. 58% of those with mobile phones claimed not to use them internationally.

Broadcasting

- Digital TV penetration in Ireland remains relatively high, with subscription services most popular among 35-44 year olds and higher income groups. Purchasing of services over TV remains low, with 8% of respondents with digital TV having purchased a service in the last 3 months. Pay-per-view sports events and movies remain the most popular choices for purchases over TV.

ENDS

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