



Commission for
Communications Regulation

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ComReg survey shows that more telecoms users are shopping around to compare prices

A Commission for Communications Regulation (ComReg) survey published today reports that 34% of fixed line customers and 41% of mobile customers have compared prices between operators at least once. These results come 18 months after the launch of ComReg's price comparison website www.callcosts.ie. Since its launch in November 2006 almost 280,000 consumers have compared prices on mobile, fixed telephone and broadband packages in Ireland.

The survey, conducted by Amárach Consulting, was based on a nationally representative sample of 1,000 adults in Ireland, and explored consumer experiences in the adoption and use of a wide range of electronic communications services.

The results highlight a number of key trends in consumer behaviour in relation to electronic communications services:

- Mobile phone users report using text messaging more often than making voice calls. The average mobile user makes 5 calls a day, but sends, on average, 7 text messages. Those aged 15-24 years are the most prolific senders of text messages, sending an average of over eight messages per day, while men make more voice calls than women making on average over six calls a day.
- 60% of home internet subscribers are now using some form of broadband.
- 81% of broadband subscribers say that they are satisfied with the overall quality of their connection, while 77% are satisfied with the speed of their connection.
- Those who use the internet spend on average seven hours per week using the internet from any location.

The full set of the published results – ComReg 07/32 - is available in the publications' section of the ComReg website www.comreg.ie

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Issued By Tom Butler, Public Affairs Manager, ComReg

Ph: 01 804 9639 Mobile: 087 2536358

tom.butler@comreg.ie