



Commission for
Communications Regulation

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ComReg survey shows telecoms consumers seek value for money

A survey published by the Commission for Communications Regulations has revealed that 58% of fixed line consumers and 80% of mobile users rate value for money and lower prices as important when choosing or switching their phone operator.

The figures are included in ComReg's Trends Survey of the telecommunications sector for the third 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.

While value for money and lower prices are considered important factors when choosing an operator, only 31% of fixed line consumers, and 35% of mobile consumers shopped around to compare prices between operators.

To enable consumers to compare prices among telecommunications providers ComReg recently launched a new website www.callcosts.ie. This website is an easy to use on-line price comparison tool which allows consumers to get information on the lowest-priced package for their individual needs. The site received 25,000 visits from users in its first week.

Currently, the site allows consumers to compare mobile packages and ComReg plans to include fixed-line and broadband packages on the site in early 2006.

Other highlights of the survey include:

Fixed Market

- 21% of fixed line subscribers have considered switching operator in the last three months.
- The main uses of the internet include e-mail (62%), information research (56%), general browsing(50%).
- Home internet users are continuing to use the internet more now than they did twelve months ago, and expect to use the internet more in the future. 78% of home internet subscribers agree that using the internet has changed the way they seek and find information.

Mobile Market

- While 80% of mobile subscribers consider value for money an important factor in selecting or switching mobile operator, only 35% of consumers have shopped around to compare prices between mobile operators.
- 33% of mobile customers have used their mobile phones abroad in the last twelve months. Of these, over half believe that the cost of roaming is an important factor when choosing a mobile operator.

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