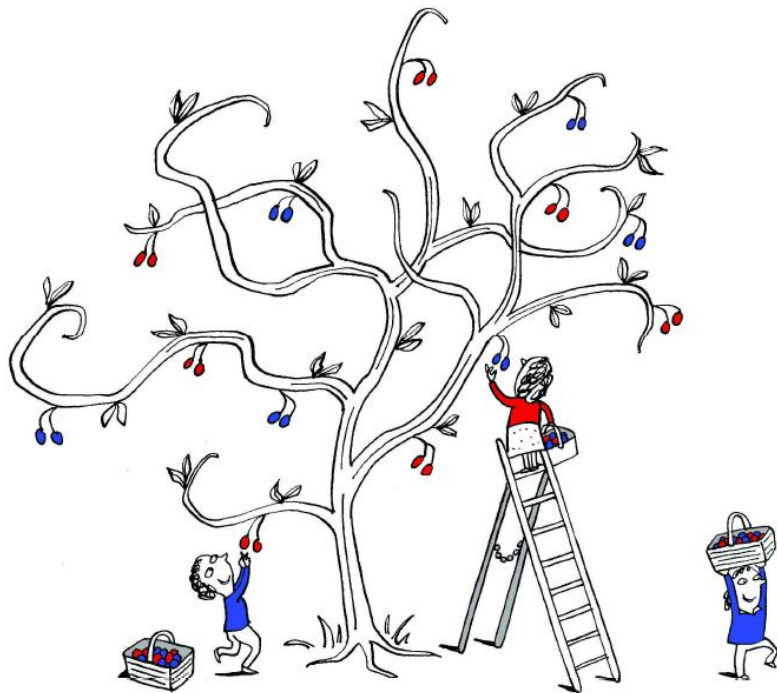


ICT usage among residential consumers

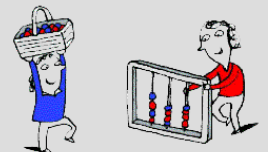
November 2011



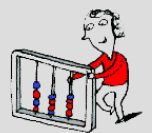
Commission for
Communications Regulation

Agenda

- Context
- Consumer Findings
 - ICT Usage
 - Bundled Services
 - Switching
 - Service Costs and the Recession
 - Service Providers
 - Mobile Usage
 - Internet and Broadband
 - Broadcasting
- Conclusions



Context



Research Objectives



Commission for
Communications Regulation

Research Requirements



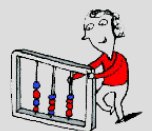
A telephone survey among residential (bill payer) consumers to examine access to, usage of and attitudes towards communications services and technologies such as fixed line telephony, mobile phones, broadband access and pay TV

In order to



Track key trends and developments and provide ComReg with enhanced market understanding to use in future planning and regulatory policy formulation and public dissemination

Continuation of a tracking survey commissioned annually by ComReg. However change in methodology from face-to-face to telephone for consumer survey (so no-one without a phone included this year) means comparisons with previous waves should be treated with caution



In more detail



Understanding access to and usage of Information and Communication Technologies (ICT)

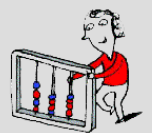
On-going tracking – Telephone interviews among 1000 consumers

Adults 15-74 years
Quotas: Age, Gender, SEG, Region
Respondent is either decision maker or bill payer for broadband/telecoms

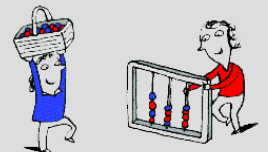
Data weighted to provide accurate reflection of population



Main findings



ICT Usage



IT in the home

23% mobile only;
36% among under
30s



Mobile phone
97%



Fixed line phone
77%

92% have a
TV in their
household

Pay TV
67%



Free to
air TV
25%

Games
Console
35%



Laptop
80%



PC
53%



Dongle
20%

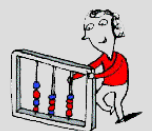


Tablets
11%



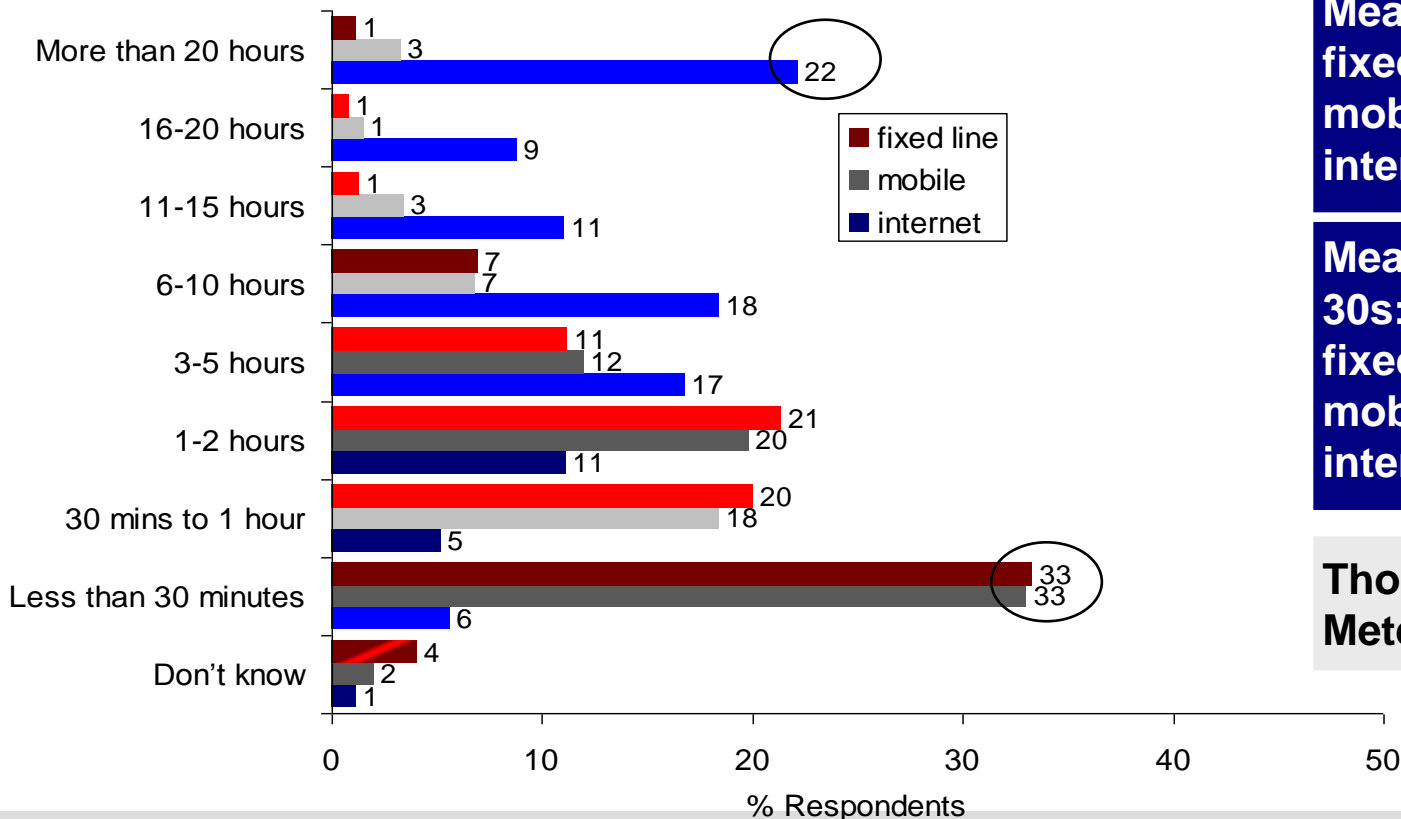
E-reader
6%

Fixed phone ownership increases with age; 64% among under 30s



Length of time spent on fixed line, mobile and internet in average week

Around half spend no more than an hour a week on their mobile or fixed line

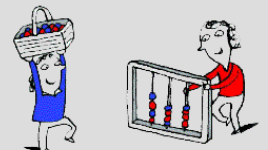


Mean time spent:
 fixed line – 2hr 11mins
 mobile – 2hr 59mins
 internet – 10hr 7mins

Mean time spent under 30s:
 fixed line – 2hr 33mins
 mobile – 3hr 46mins
 internet – 12hr 52mins

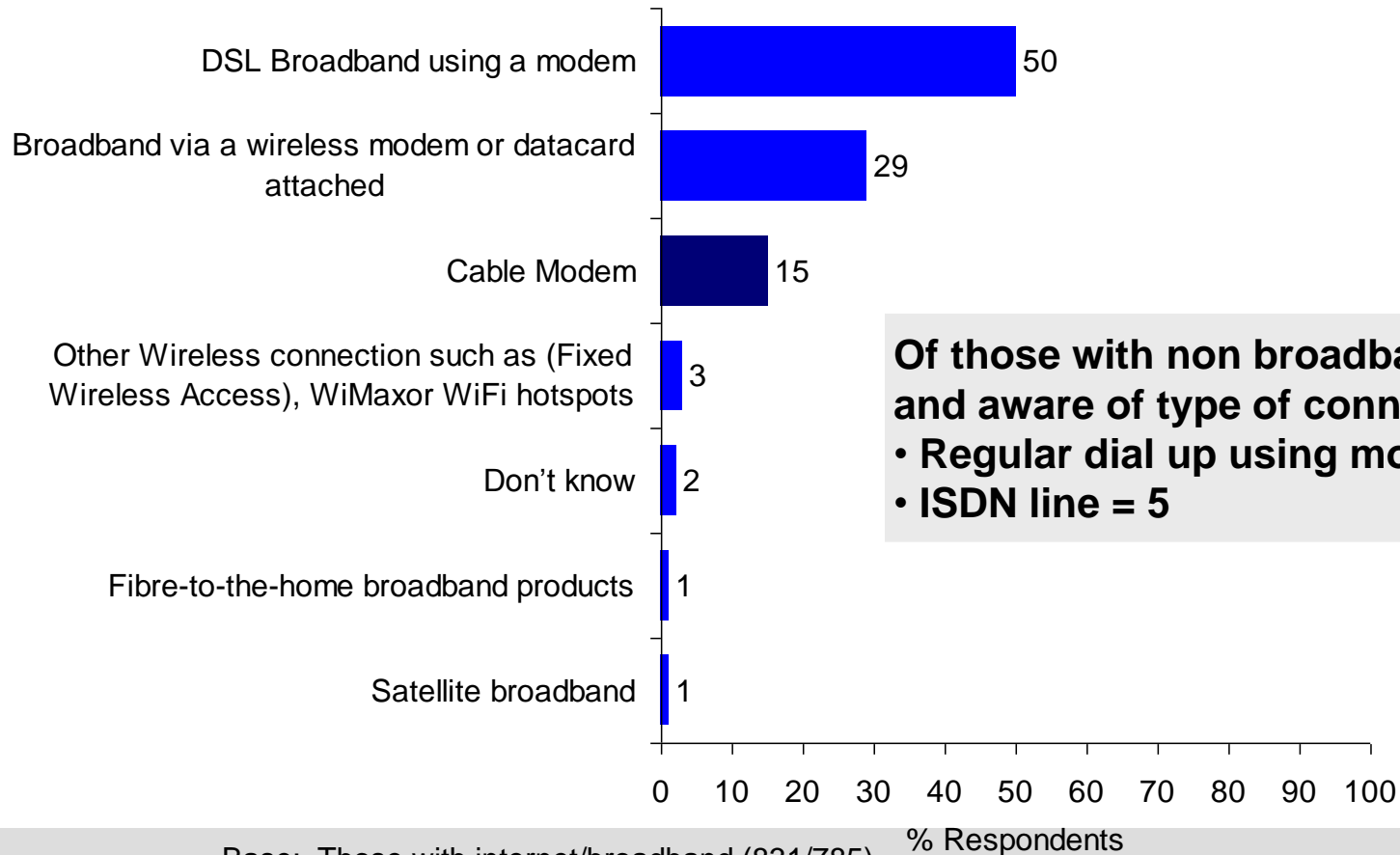
Those with mobile from Meteor spend 4hrs+

Base: Those with a mobile (969)/fixed line (769)/internet (831)
 Q24 How long do you personally spend using your fixed line/mobile/internet during an average week?



Whether have internet and broadband and type of broadband

83% have internet in home; 79% have broadband

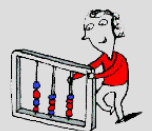


Base: Those with internet/broadband (831/785)

Q7 Do you have an internet connection at home?

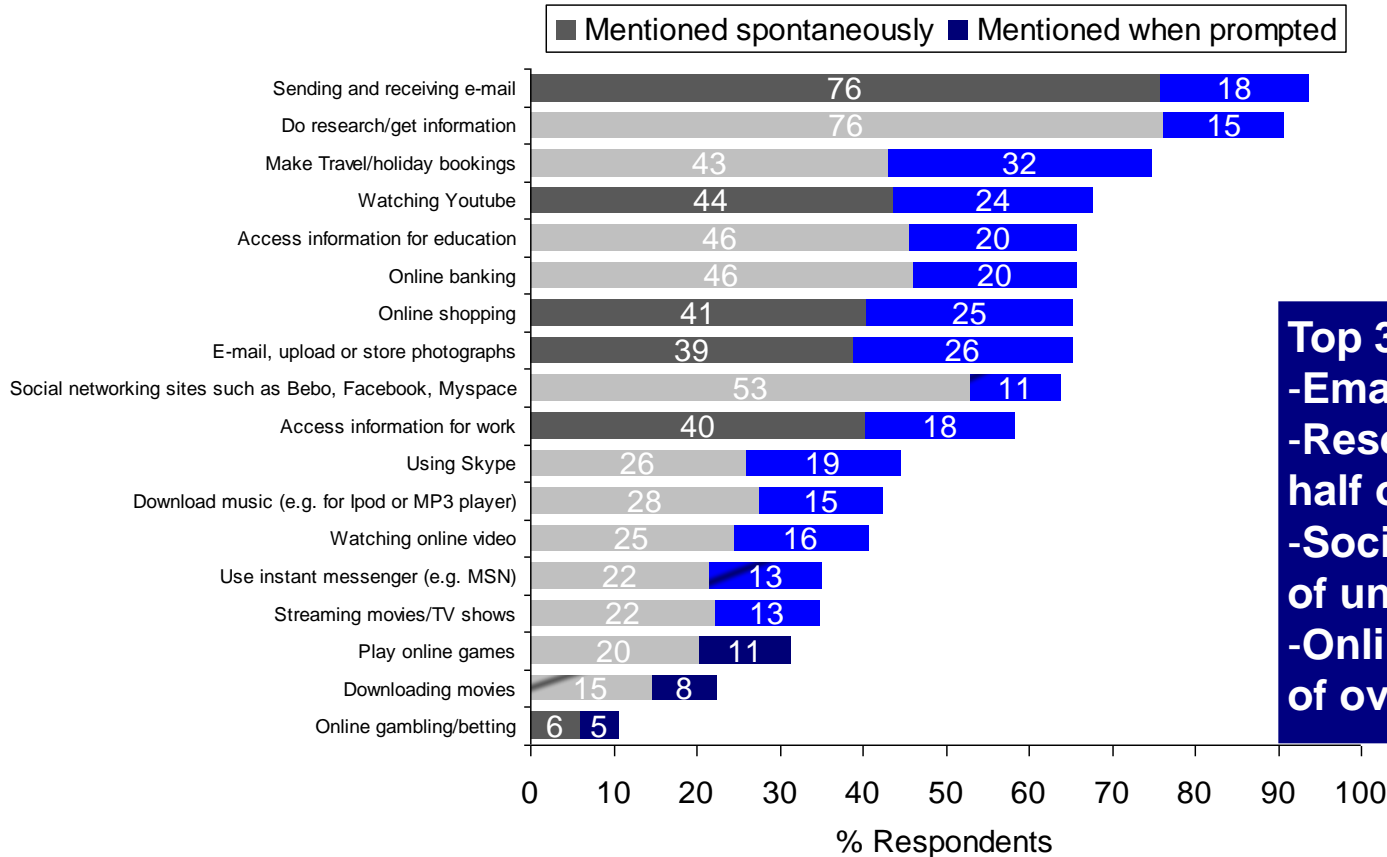
Q40 Do you have a broadband internet connection?

Q42 What type of broadband service or connection do you subscribe to?



Internet activities in an average week: spontaneous/prompted/top 3

The internet is used almost universally for email and research



Top 3 activities

- Email for 80% of over 45s
- Research for more than half of over 45s
- Social networking for 70% of under 30s
- Online banking for a third of over 30s

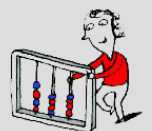
Base: Those with home internet (831)

Q57 In an average week, what activities do you currently undertake using the internet.

Q57a and do you usually do any of the following at some point?

Q58 And which of those do you do most often? Tell me your top three.

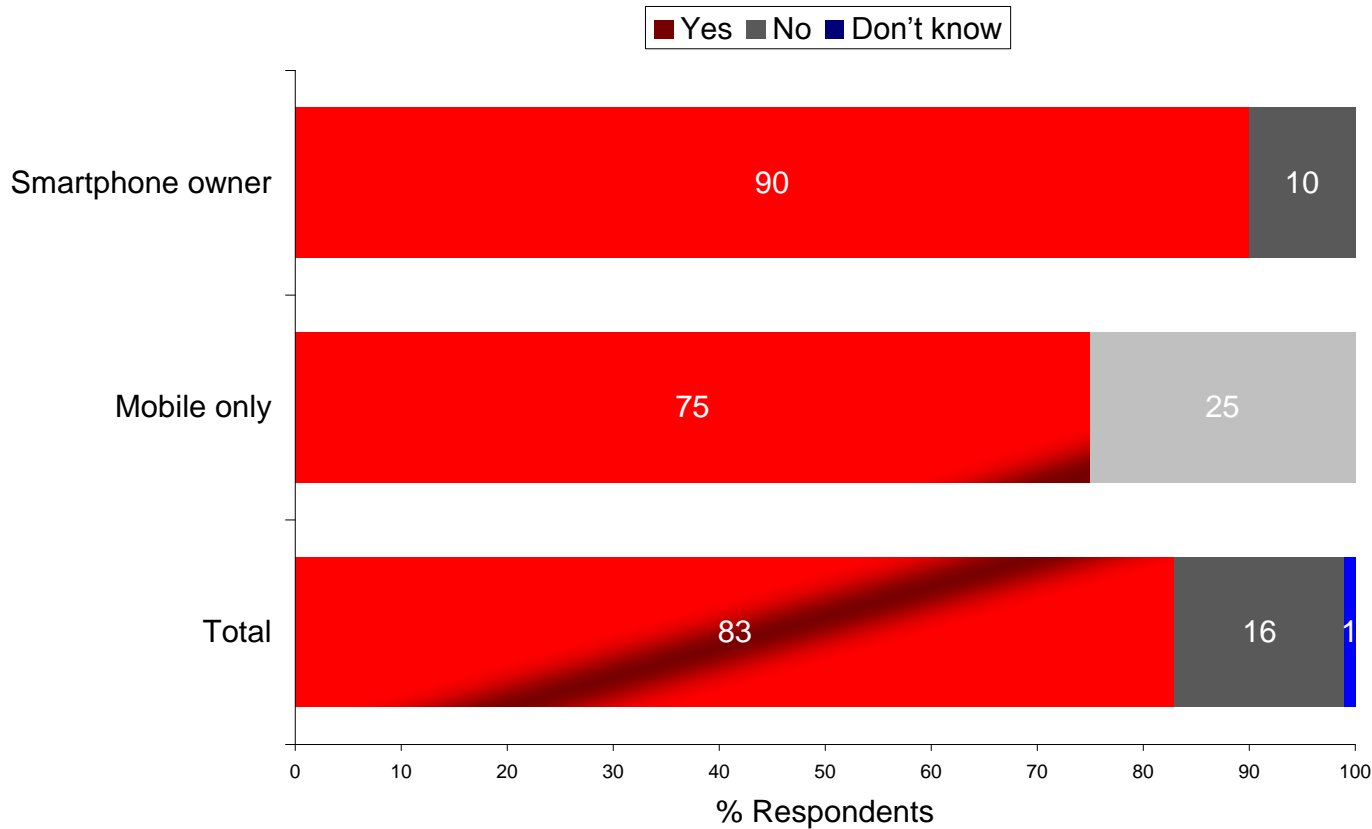
slide 11



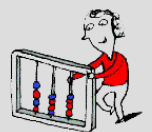
Whether have internet

54% have Smartphone. 23% are in mobile only households

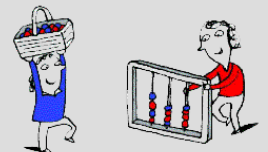
90% of Smartphone owners and 75% of mobile only households have internet at home



Base: all consumers (1000); Smartphone owner (542), mobile only (229)
Q7: Do you have an internet subscription at home?

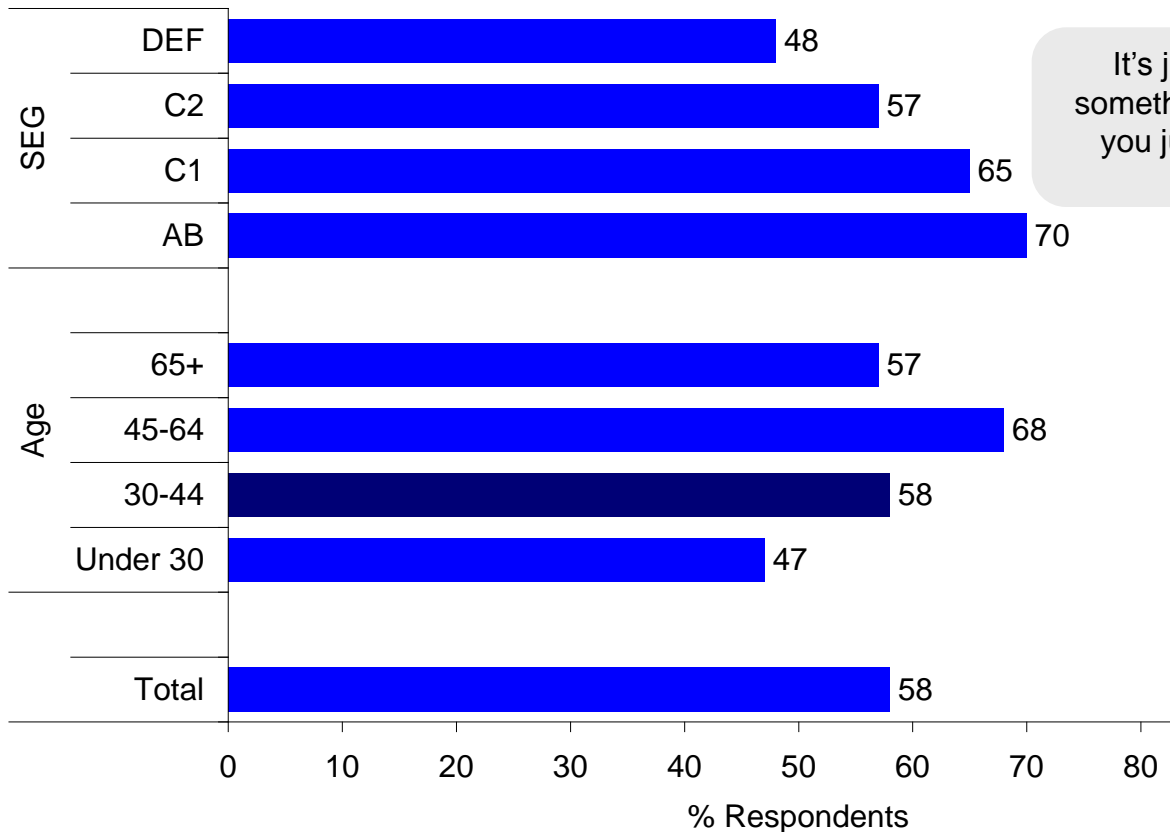


Bundled Services



Whether subscribe to a bundled package

58% subscribe to a bundled package. Most (92%) include internet. Highest bundle usage in 45-64 age group (68%) and among ABs (70%)



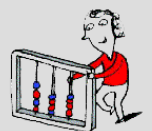
It's just one bill. If something goes wrong you just phone one person

Cost saving is a benefit of bundles for 6 in 10

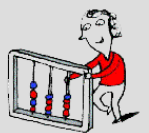
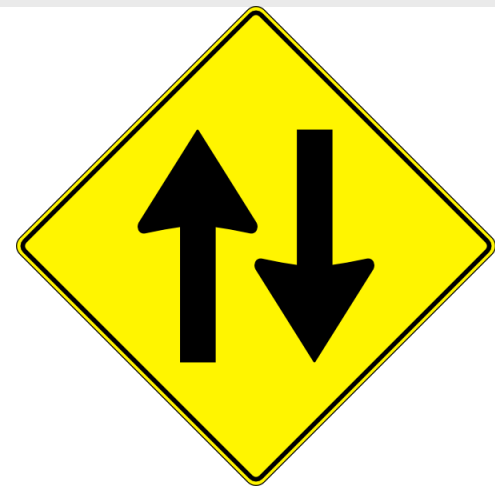
Convenience is a benefit for 45%

The broadband in the bundled package was a faster speed

Most popular bundles:
65% fixed line + internet
13% fixed + internet + TV
6% fixed + internet + mobile
5% internet + TV
3% internet + mobile

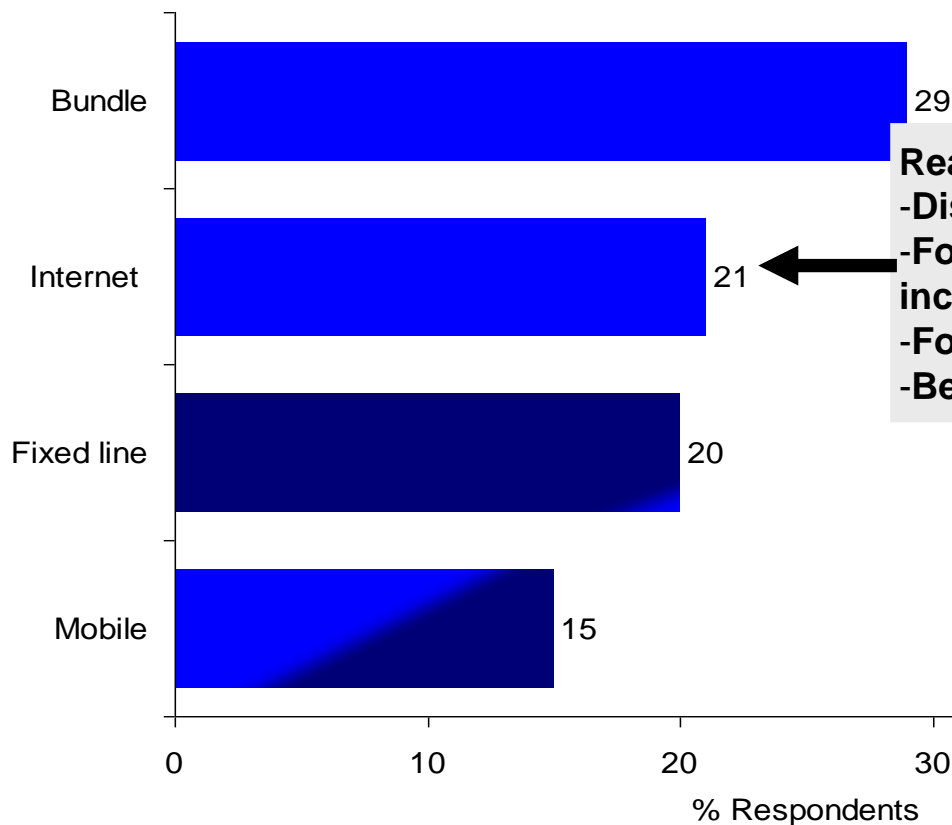


Switching



Whether switched supplier in the last 12 months and for which service

Those with a bundle most likely to have switched supplier in the last 12 months



Reasons for switching ISP:

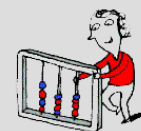
- Dissatisfied with service quality (37%)
- Found cheaper bundled package including broadband (22%)
- Found a cheaper ISP elsewhere (16%)
- Better package offered elsewhere (14%)

Among population as a whole:

- 18% switched fixed line
- 17% switched bundle
- 16% switched mobile
- 15% switched internet

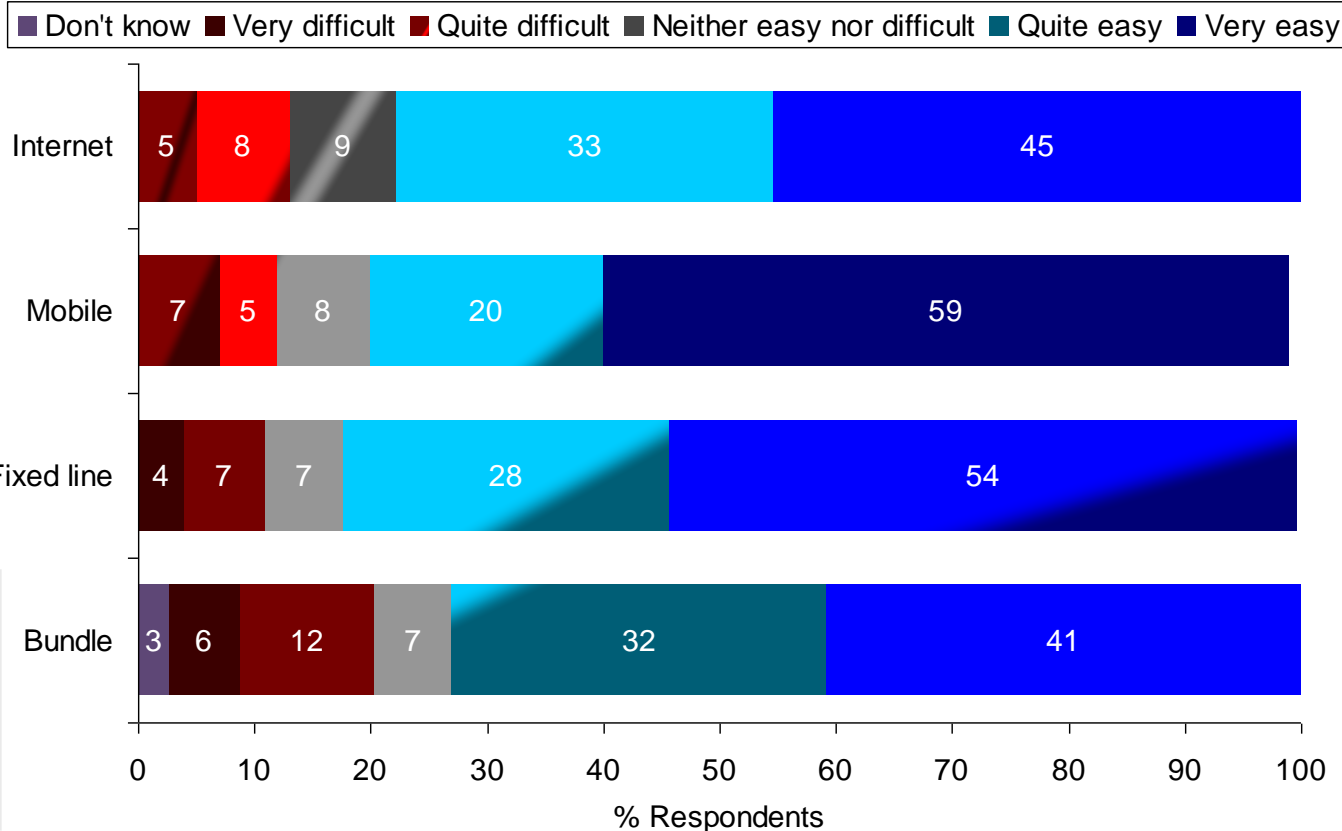
Base: All with relevant services (bundle 576/internet 831/fixed 769/mobile 969)
Q62a Have you switched your supplier for bundled services/internet/fixed line/mobile in the last 12 months?

slide 16



Ease of switching supplier and reasons for difficulties in switching

Switching is generally easy; 1 in 10 have difficulties. More difficult to switch a bundled service



Reasons for difficulties (Internet):
 -Delay in switching process (47%)
 -Difficulty terminating service (21%)

Reasons for difficulties (mobile):
 -Delay in switching process (33%)
 -Contractual issues (30%)

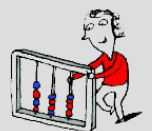
Reasons for difficulties (fixed line):
 -Difficulty terminating service (45%)
 -Lack of information/ knowledge on process (38%)
 -Delay in switching process (37%)
 -Contractual issues (25%)

Reasons for difficulties (bundle):
 -Delay in switching process (38%)
 -Difficulty terminating service (27%)
 -Lack of information/ knowledge on process (24%)

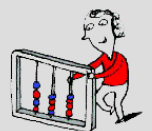
Base: All consumers who have switched service in last 12 months (internet 172/mobile 144/fixed line 154/bundle 166)

Q Was the process of switching service provider...?

slide 17

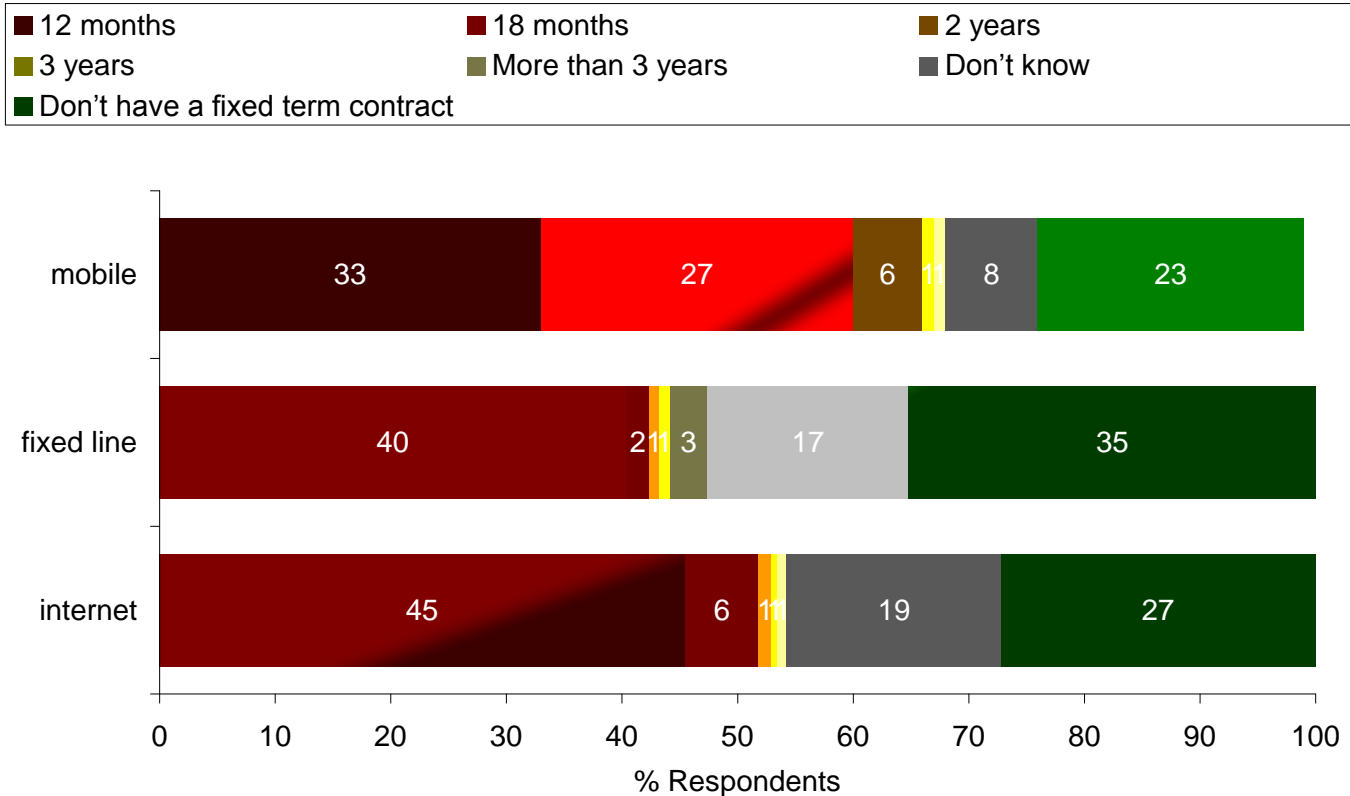


Service costs & the recession



Length of contract with provider and awareness of terms and conditions for early termination of contract

Contracts longer than 18 months are rare



Not aware of t&c's for cancellation

41%

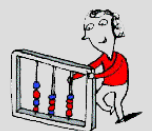
42%

47%

Base: Those with a mobile receiving a monthly bill (372)/fixed line bill payers (575)/internet (831)

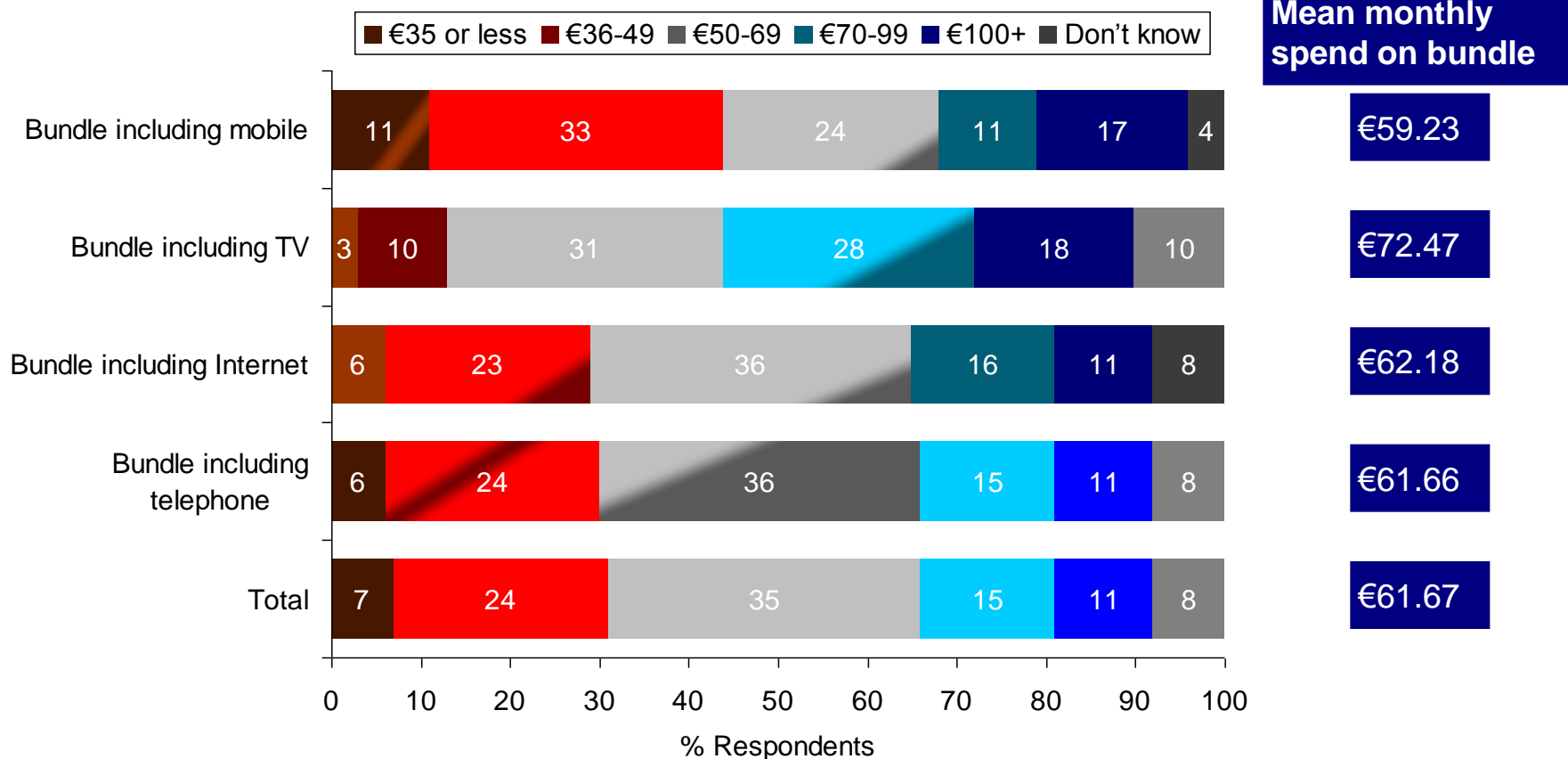
Q36 What is the length of contract you have with your mobile/fixed line/internet provider?

Q37 Are you aware of the terms and conditions relating to early termination of your contract?

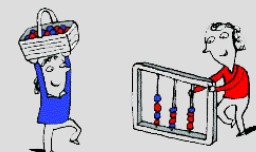


Monthly estimated spend on bundle

Inclusion of TV has the biggest impact on bundle cost

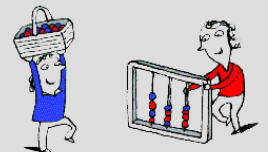
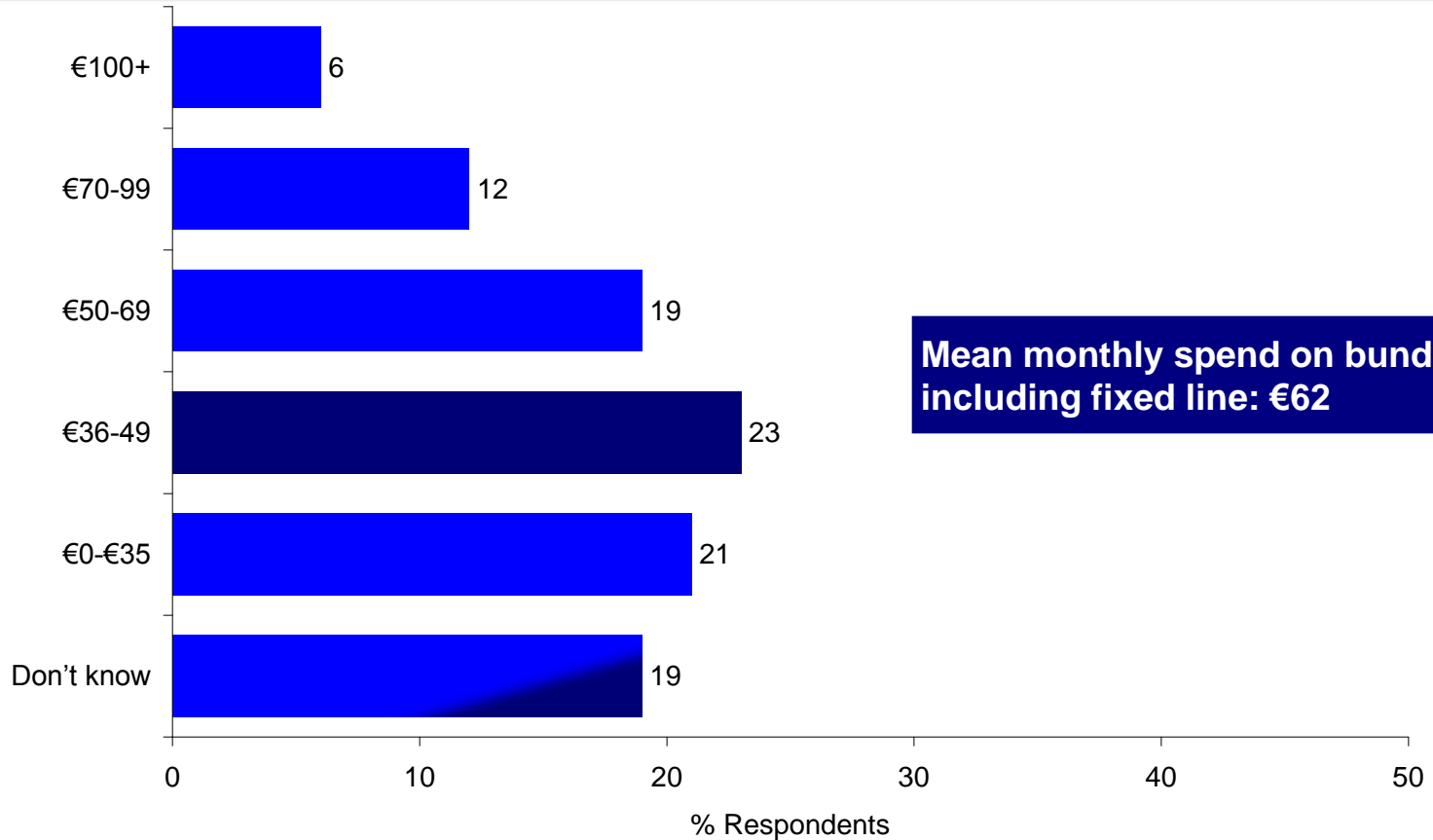


Base: All those who subscribe to a bundled package (271)/including mobile (750)/including TV (108)/including internet (530)/including telephone (498)
 Q63. Approximately how much would you estimate your household pays each MONTH for your bundled service? Please include all services which you purchase (inclusive of VAT)



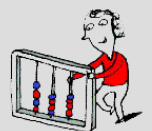
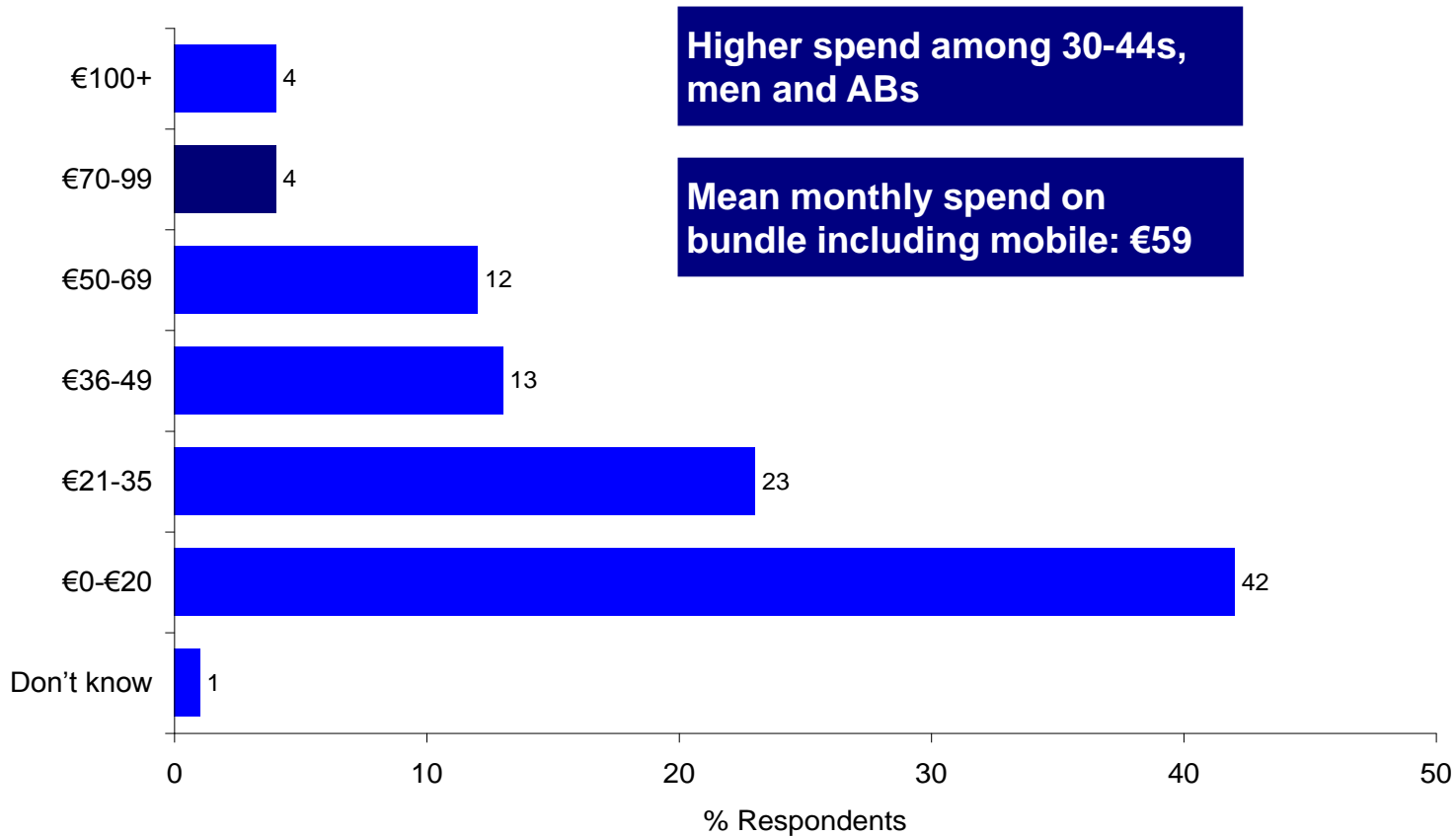
Monthly estimated spend on fixed line phone service

Average fixed line spend of €51 per month



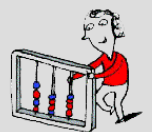
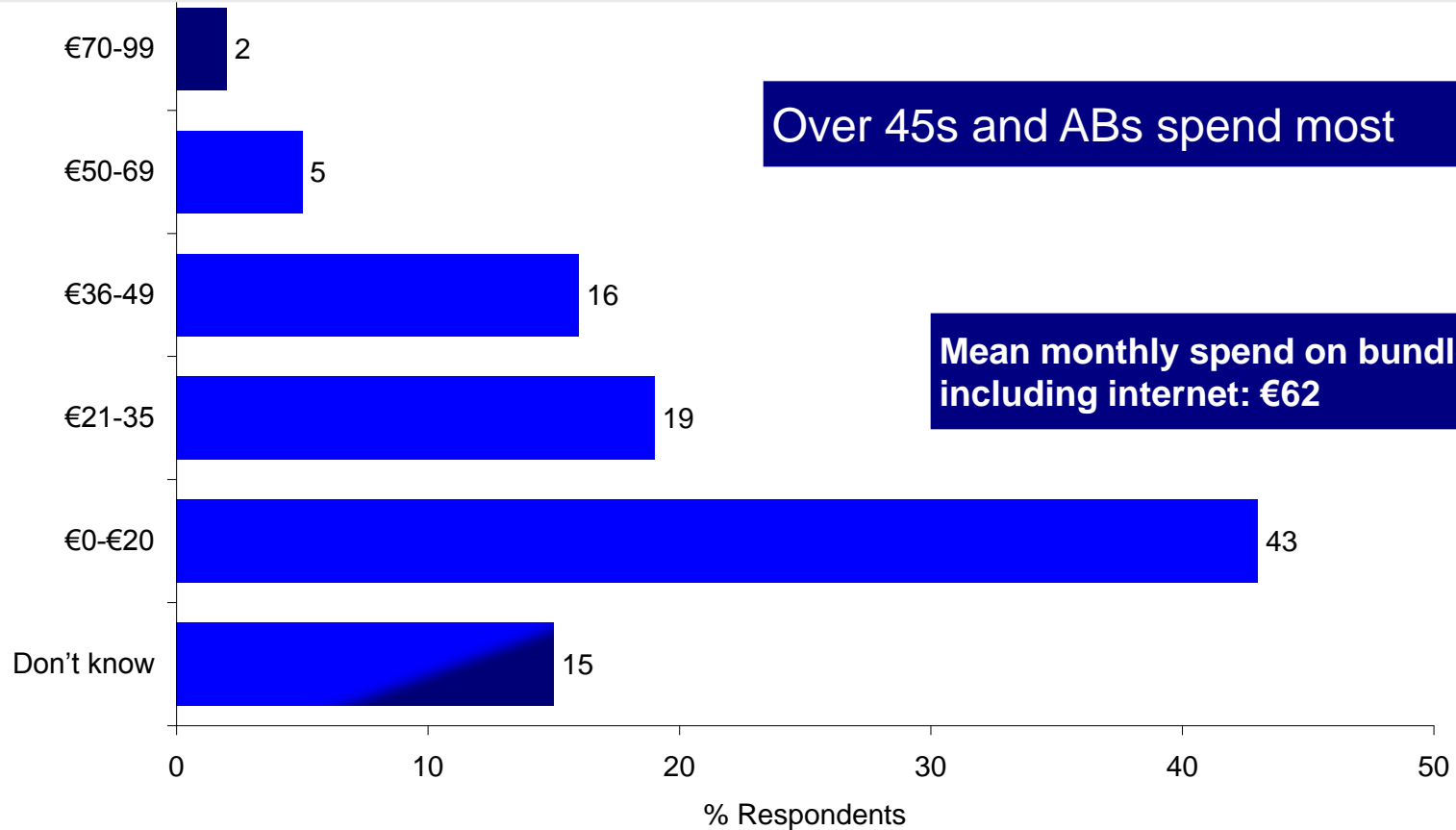
Monthly estimated spend on mobile phone service

Average monthly mobile spend is €32



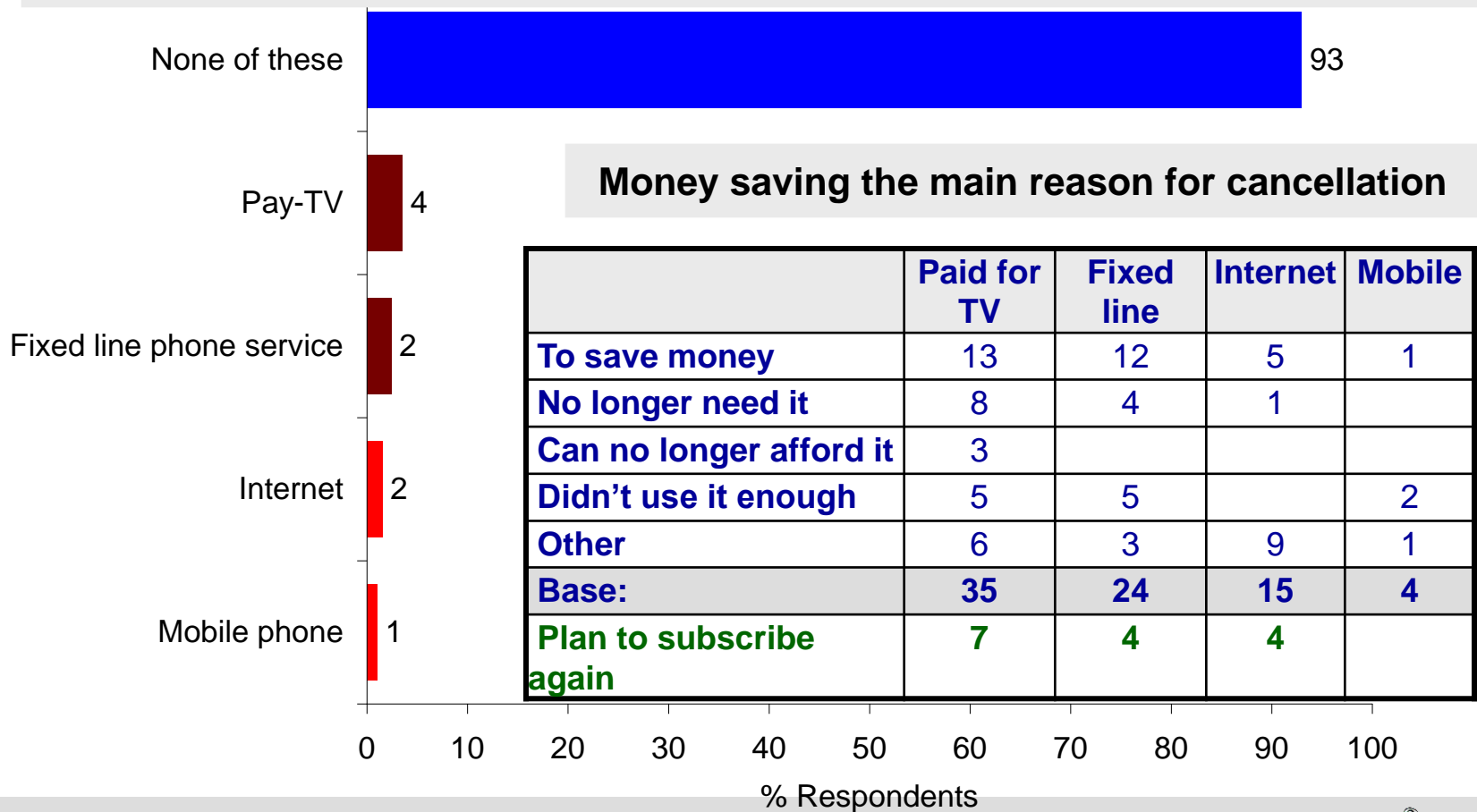
Monthly estimated spend on internet service

Average internet spend of €25 per month

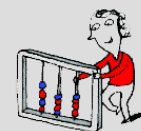


Whether cancelled and not replaced a service in last 12 months and reasons for cancellation

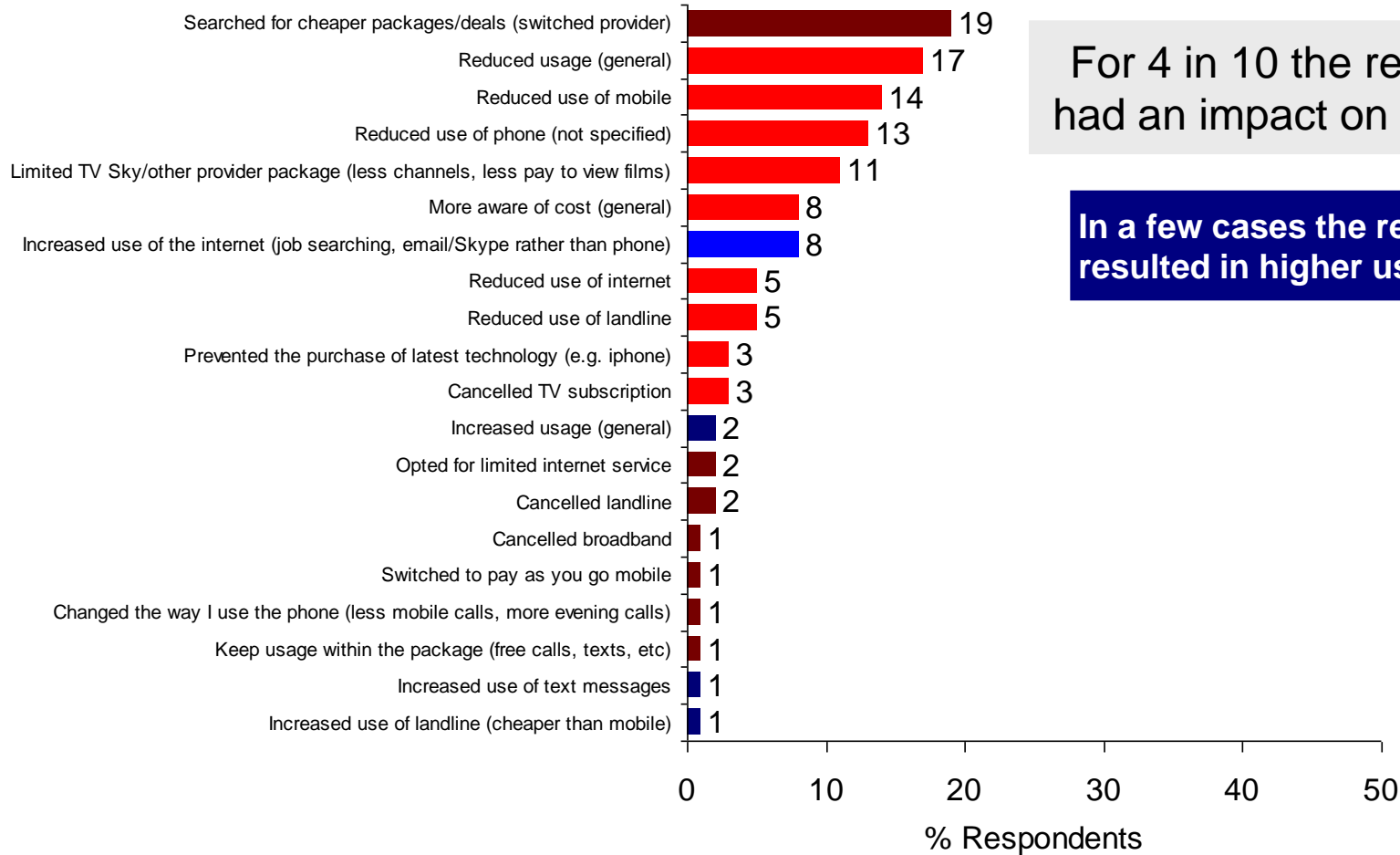
Few consumers have cancelled and not replaced a service in the last 12 months



Base: All respondents (1000)/those who have cancelled and not replaced
 Q82 In the last 12 months have you cancelled any of the following services and not replaced it? Q83 What was the main reason you cancelled that service?



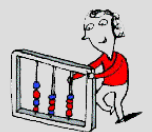
Whether recession has impacted on ICT usage and ways in which it has done so



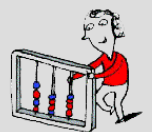
For 4 in 10 the recession has had an impact on usage of ICT

In a few cases the recession has resulted in higher use of ICT

Base: All respondents (1000)/those who say recession has impacted (402)
 Q84 Would you say the recession of the last few years has had any impact on your usage of communications technology such as we have been discussing? Q84a In what way...

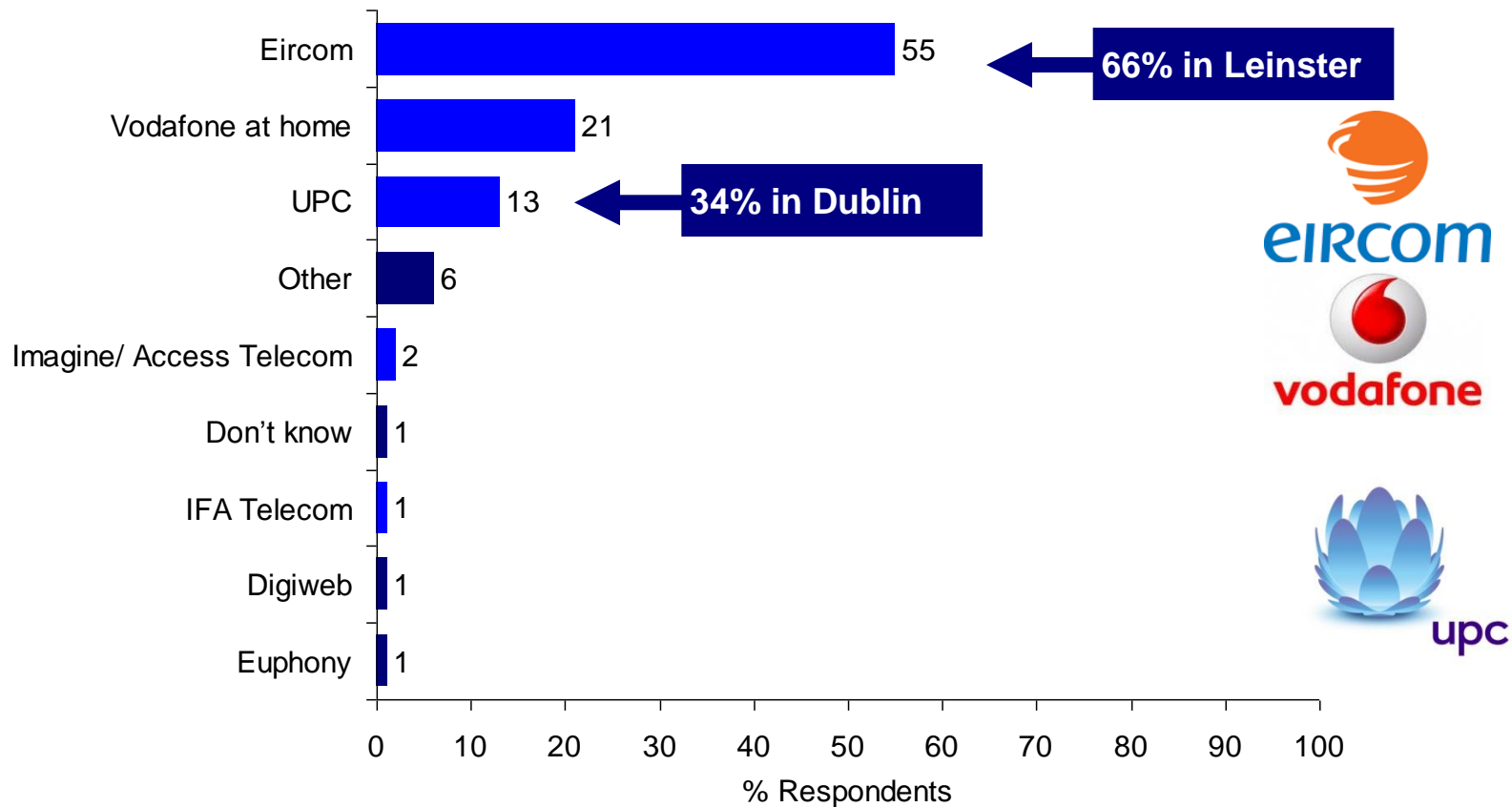


Service Providers



Companies used for fixed line phone service

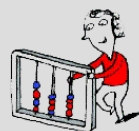
Just over half use Eircom for fixed line phone



Base: Those with a fixed line (803)

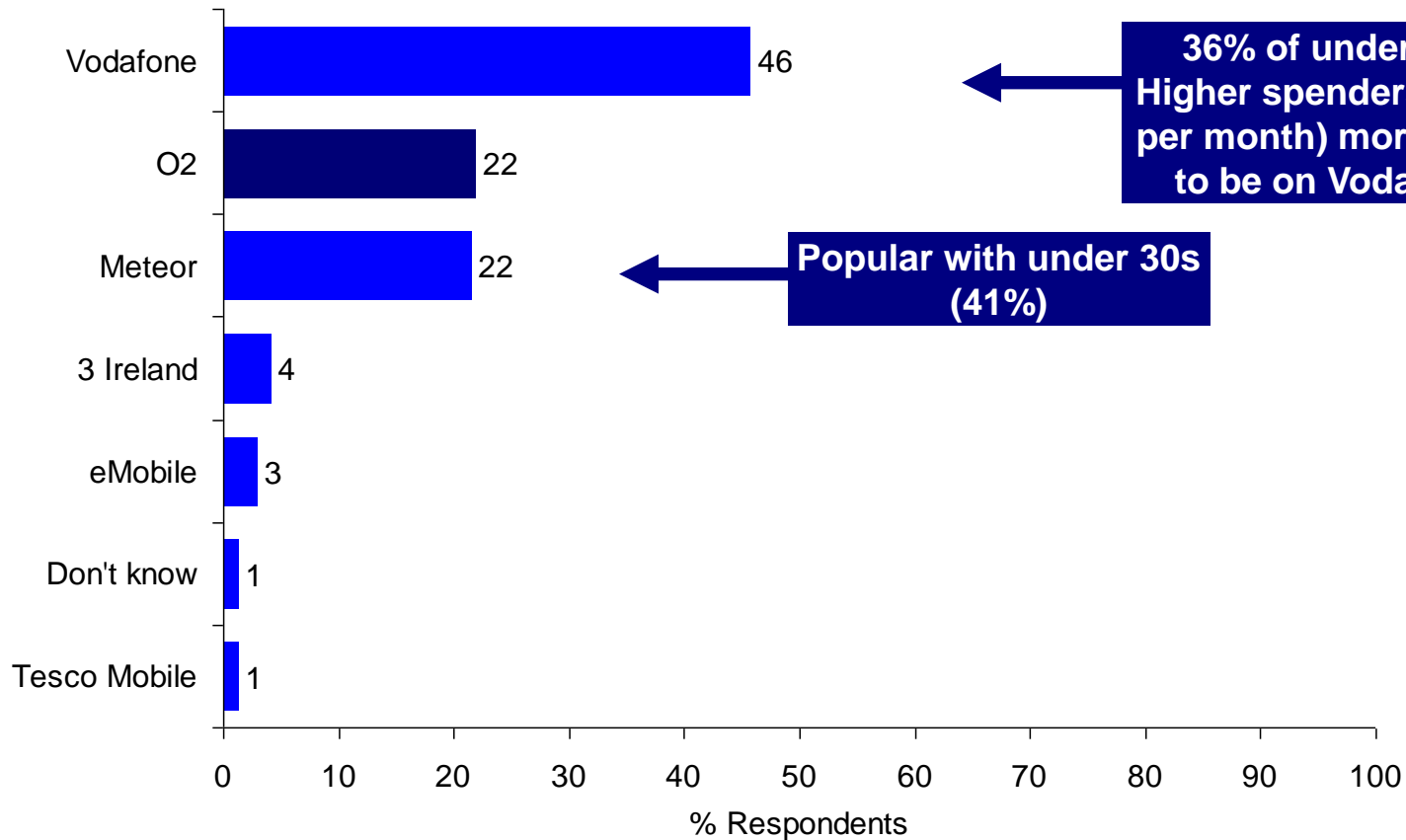
Q14/Q61 What company or companies do you use for your fixed line phone service?

slide 27

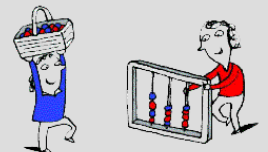


Companies used for mobile phone service

Almost half of mobile phone users are with Vodafone

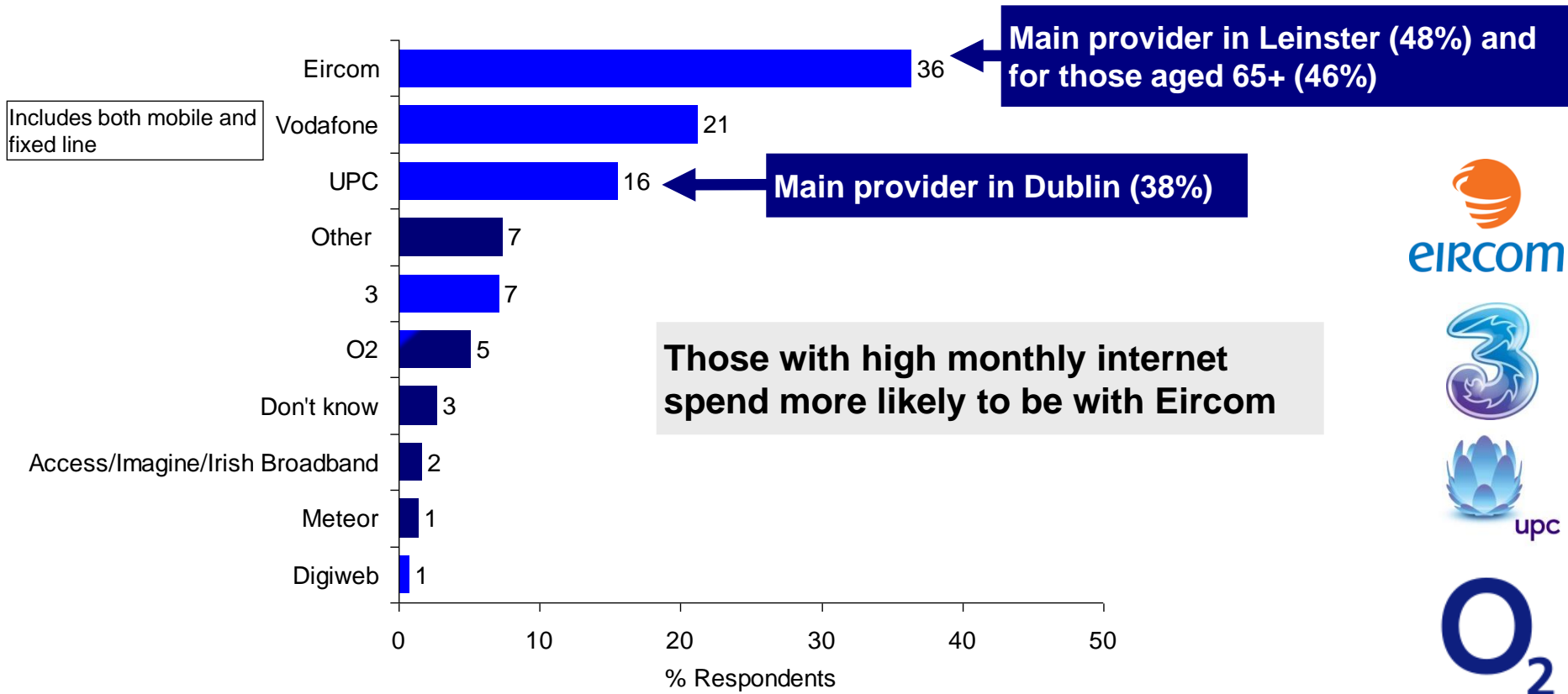


Base: Those with a mobile phone (986)
Q28/Q61 Who is your mobile phone supplier?

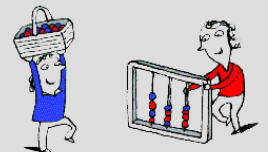


Companies used for internet service

Just over a third use Eircom as their ISP and 1 in 5 use Vodafone



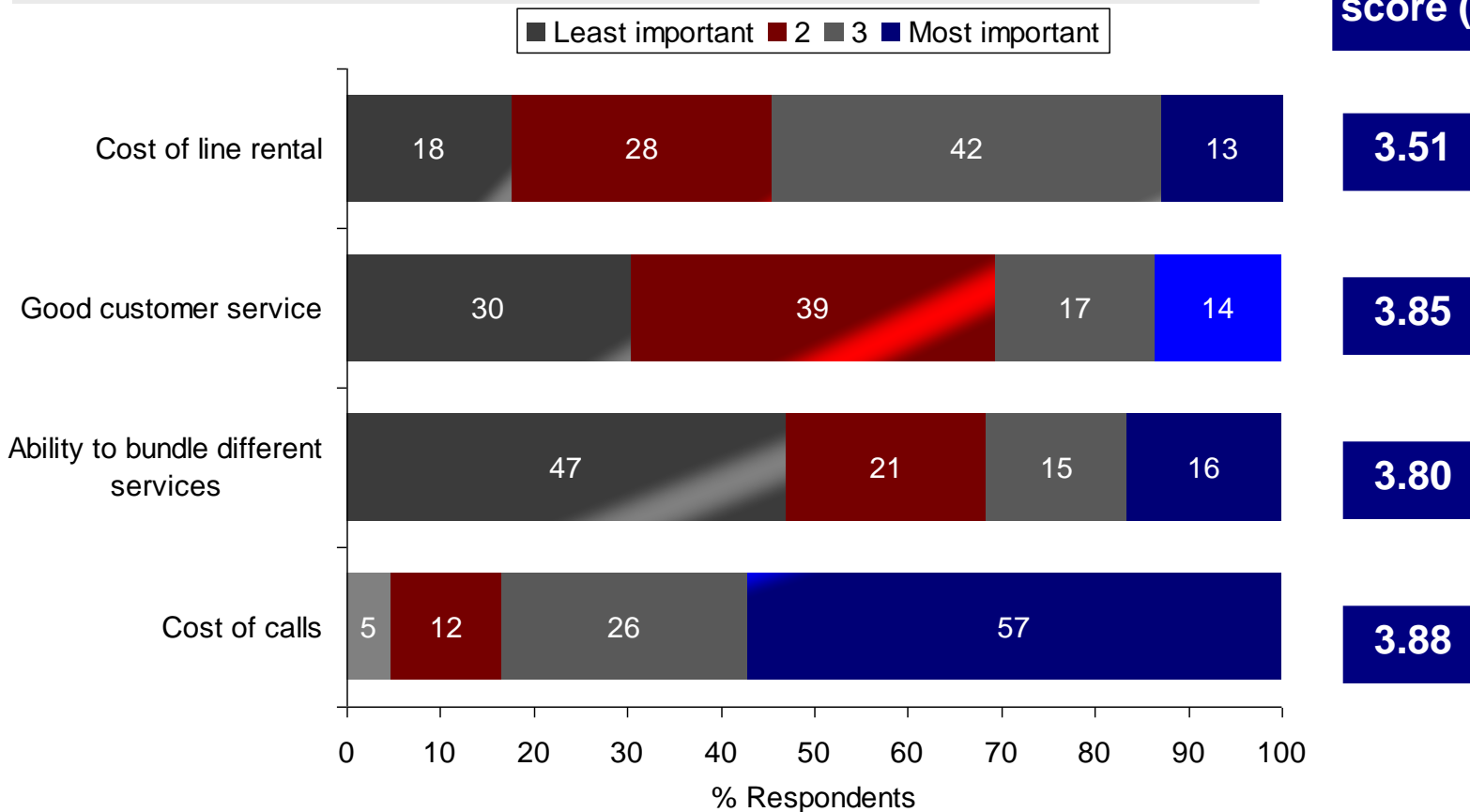
Base: Those with internet (860)
Q43/Q61 Which Internet Service Provider(s) do you currently subscribe to?



Importance of and satisfaction with factors in selecting fixed line provider

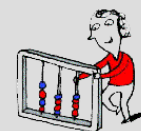
Most important factor in selecting fixed line provider is cost of calls and the majority are satisfied with current provider

Mean satisfaction score (scale 1-5)



Base: Those with a fixed line (769)

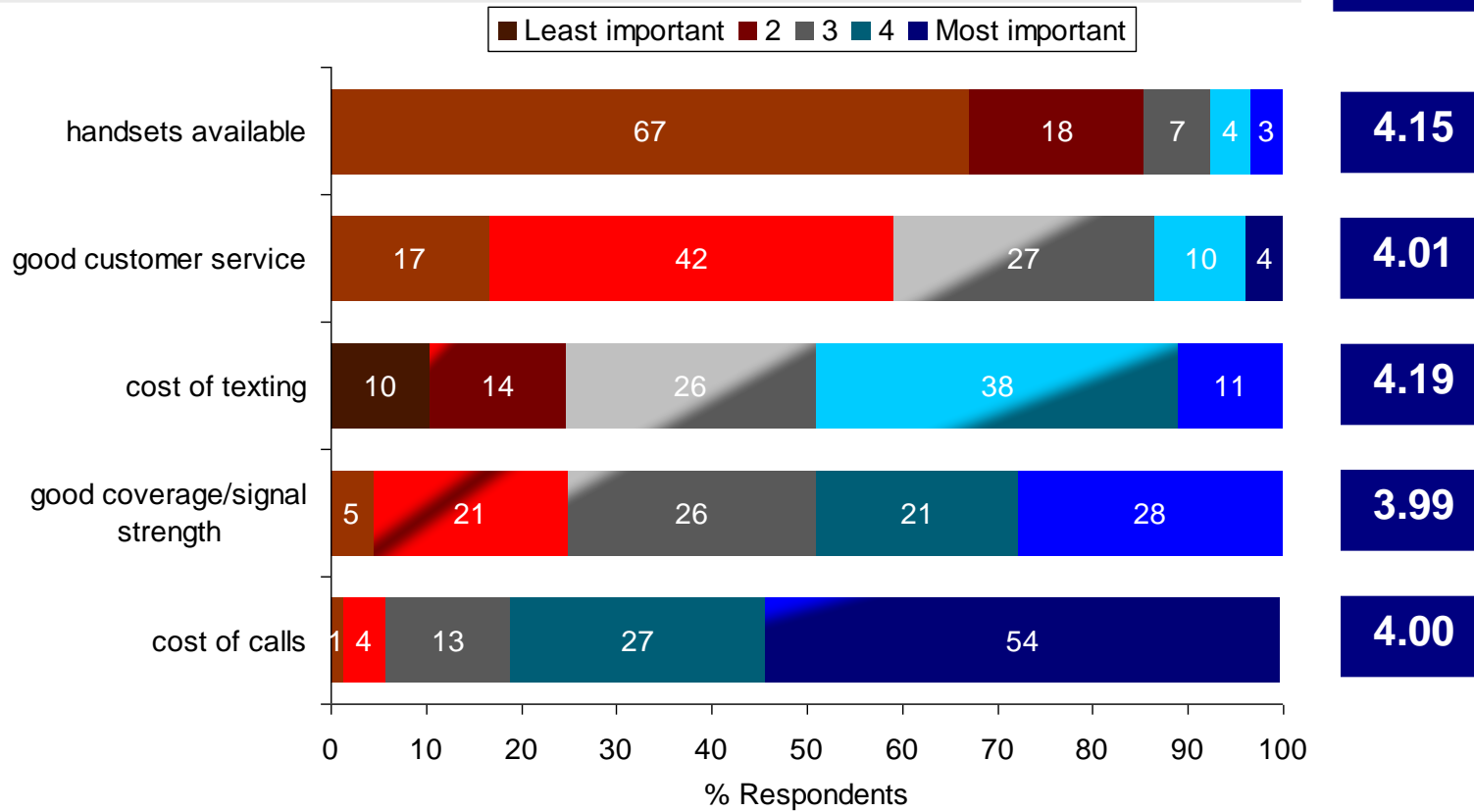
Q15 How important are the following factors in selecting a home fixed line phone provider? Q16 And how satisfied are you with your current home fixed line phone provider in relation to the following factors?



Importance of and satisfaction with factors in selecting mobile provider

Most important factor in selecting mobile provider is cost of calls. High satisfaction with current provider; higher than for fixed line

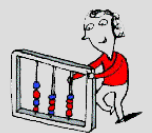
Mean satisfaction score (scale 1-5)



Base: Those with a mobile phone (969)

Q29 How important are the following factors in selecting a mobile phone provider?

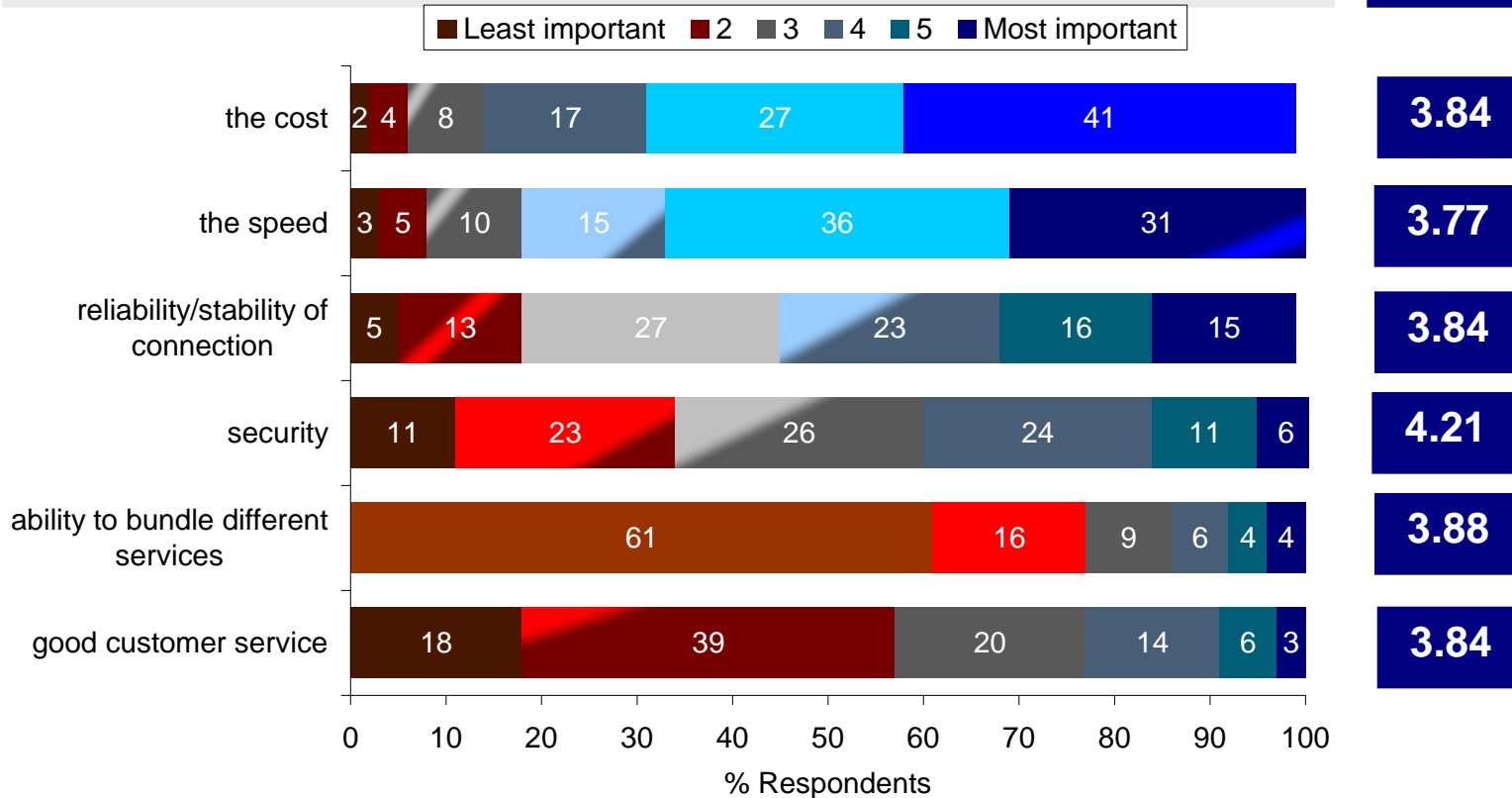
Q30 How satisfied are you with your current mobile phone provider in relation to the 31 following factors?



Importance of and satisfaction with factors in selecting internet provider

Most important factor in selecting internet provider is again cost. Satisfaction is generally high with current ISP, especially for security

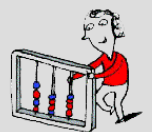
Mean satisfaction score (scale 1-5)



Base: Those with internet (831)

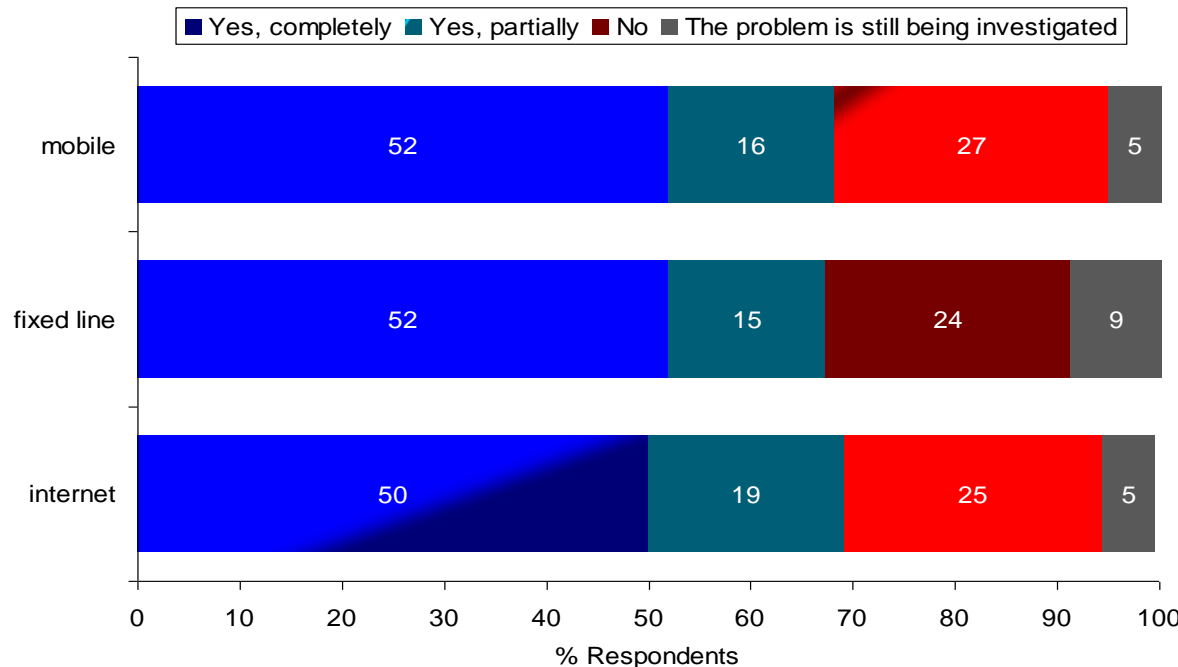
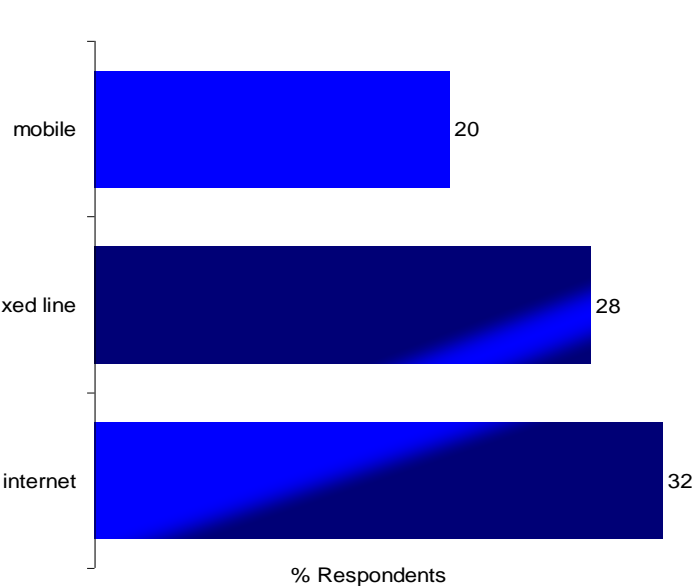
Q44 How important are the following factors in selecting an ISP?

Q45 How satisfied are you with your current ISP in relation to the following factors?



Whether have contacted provider to make a complaint in last 12 months and resolution

A significant minority have contacted provider to make a complaint in last 12 months



2% have made a complaint to someone other than service provider

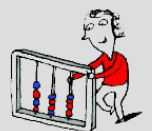
One in four unhappy with the outcome of the complaint

Base: all consumers who have a fixed line phone (575)/mobile phone (969)/internet service (831); all consumers who had made a complaint (fixed line phone 160/mobile phone 194/internet 270)

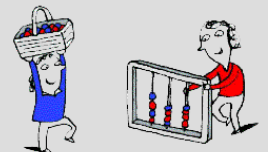
Q. Have you ever contacted your fixed line phone /mobile phone/internet provider in the last 12 months to make a complaint about something?

Q. And was the problem resolved to your satisfaction?

slide 33

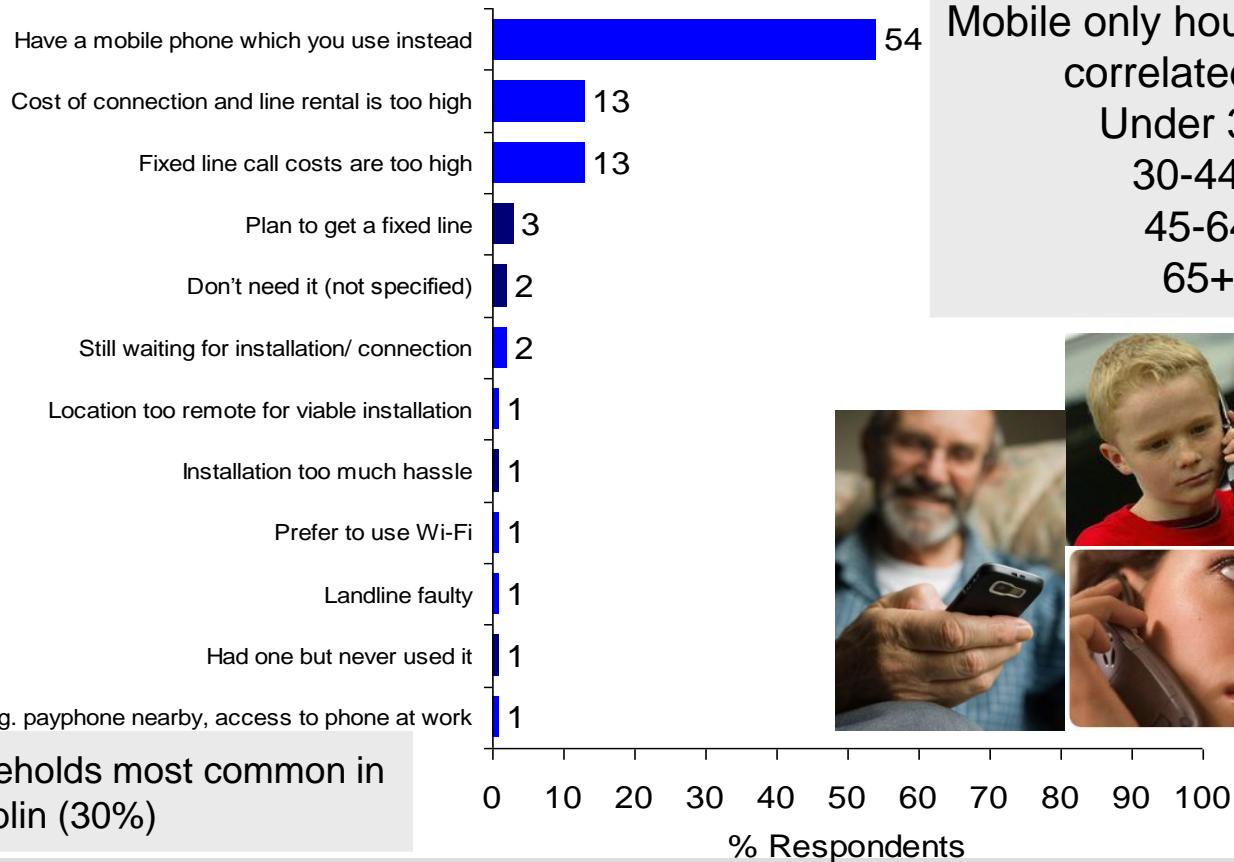


Mobile Phone Usage



Main reasons for not having a fixed line phone in their home

23% were mobile only households; mobile usage is main reason for no fixed line

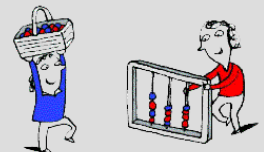


Mobile only households strongly correlated with age:
 Under 30 (36%)
 30-44 (32%)
 45-64 (6%)
 65+ (1%)



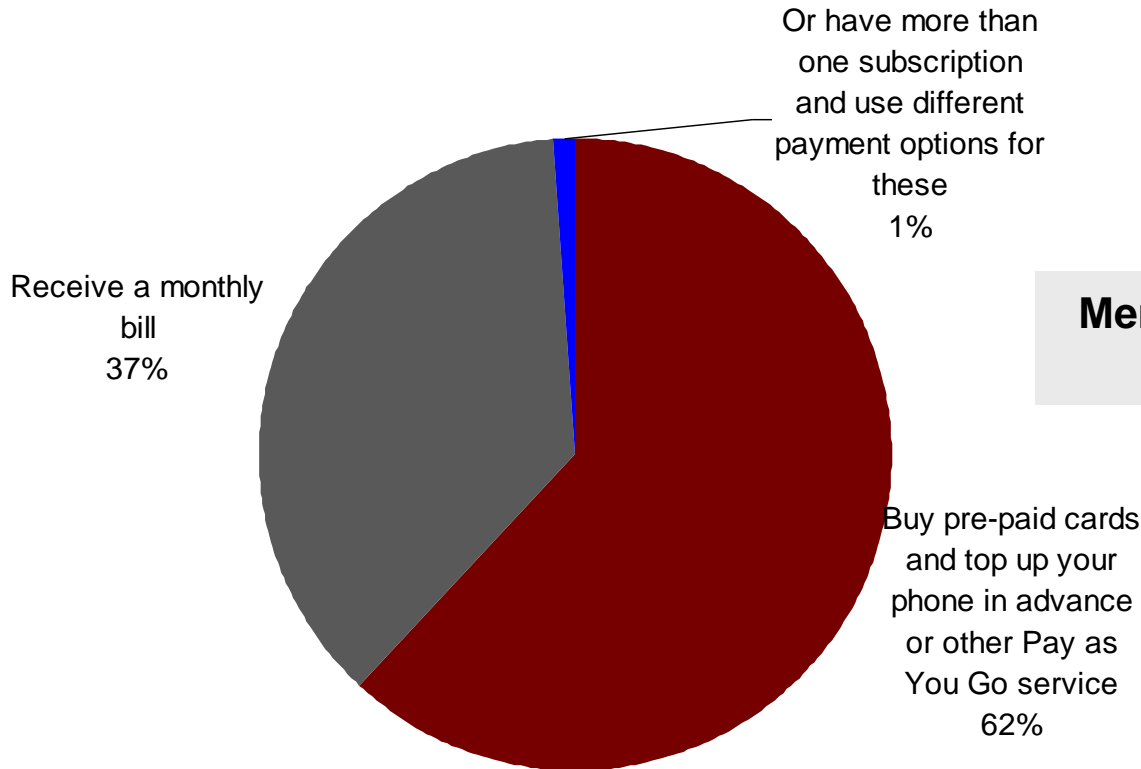
Mobile only households most common in Dublin (30%)

Base: Those with no fixed line (231)
 Q12 What is your main reason for not having a fixed line telephone in your home?



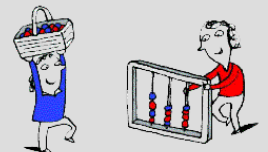
Whether they pre pay for their mobile or receive a monthly bill

6 in 10 use a pay as you go service for their mobile;
direct correlation with monthly spend



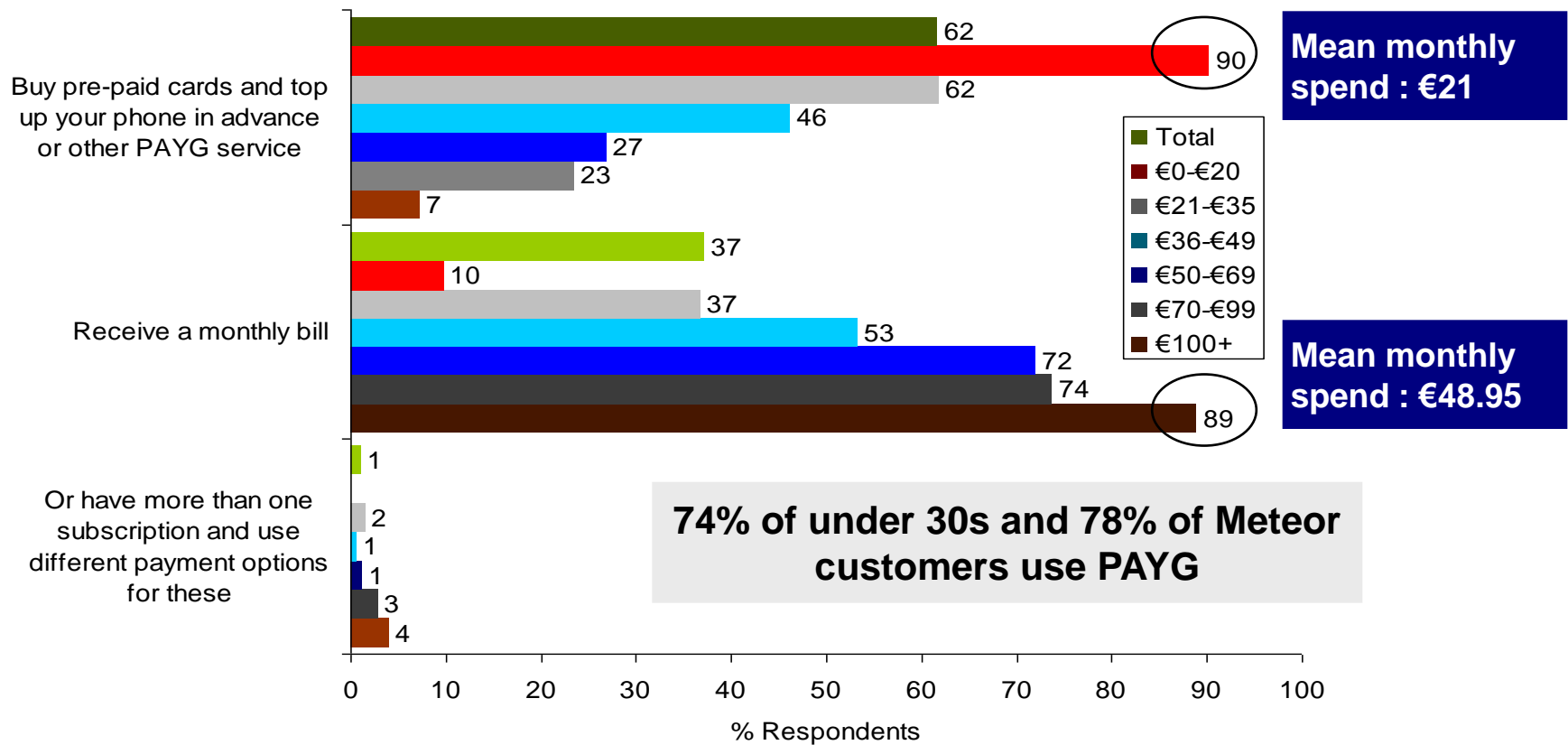
Men as likely to have monthly bill as PAYG

Base: Those with a mobile phone (969)
Q25 Is your current mobile phone service one where you...?

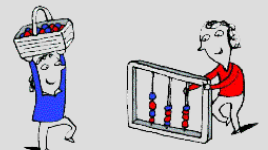


Analysis of pre pay versus monthly bill by monthly spend

6 in 10 use a pay as you go service for their mobile; direct correlation with monthly spend

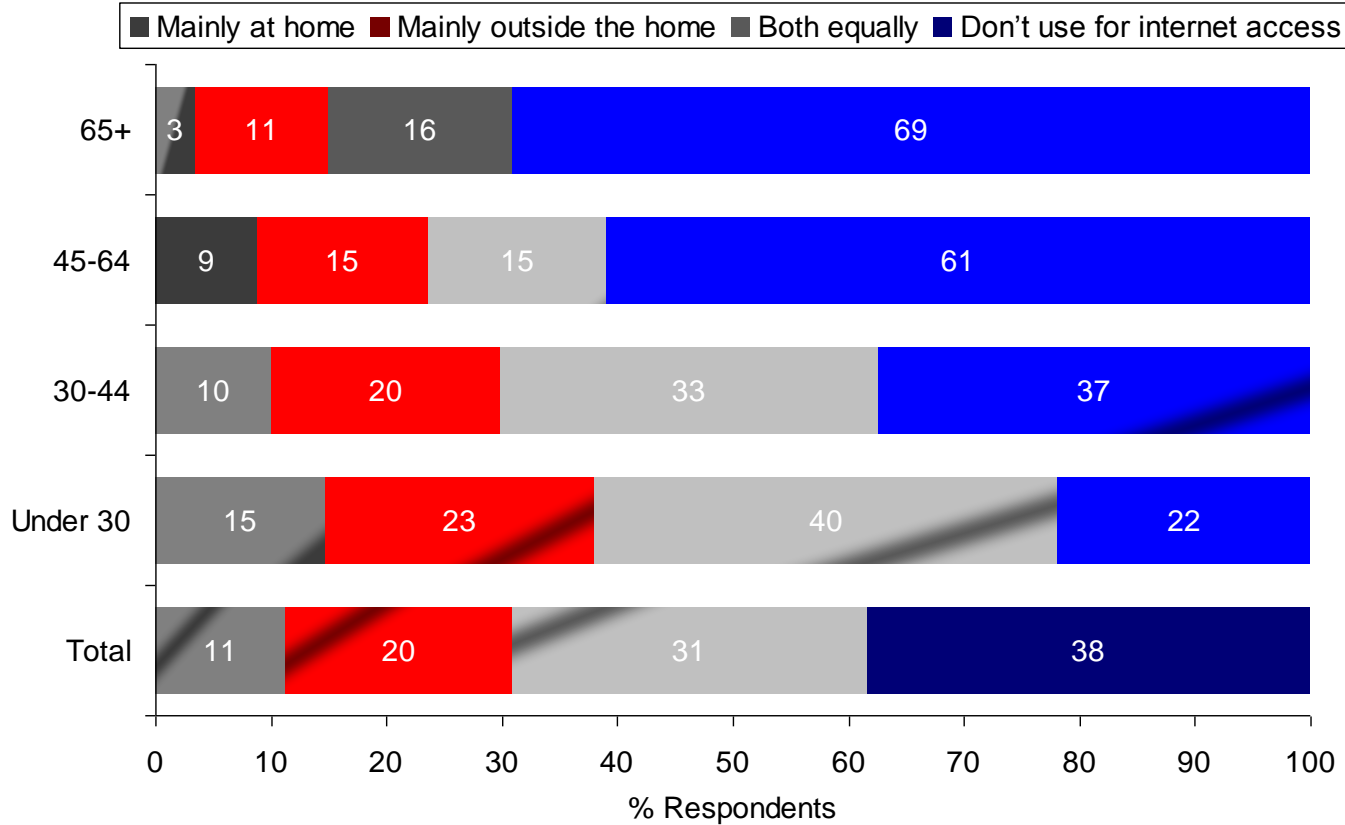


Base: Those with a mobile phone (969)
Q25 Is your current mobile phone service one where you...?

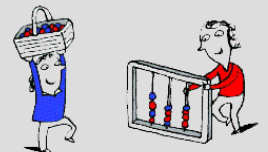


Whether their mobile phone is capable of accessing the internet and, if so, whether used for that

56% of those with a phone have one that is capable of accessing the internet; however a sizeable minority don't use that capability

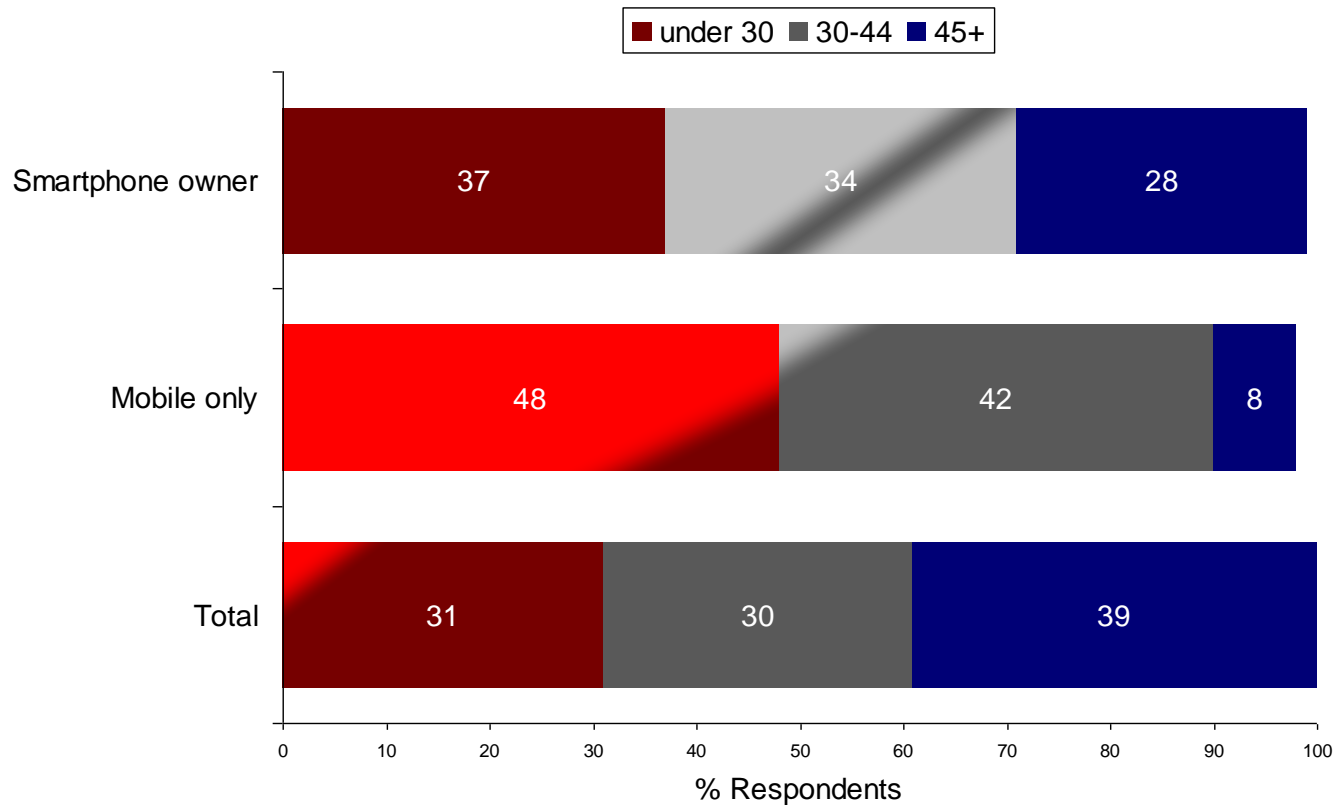


4 in 10 spend <15 minutes a week on internet on their phone; average is 2hrs 20mins

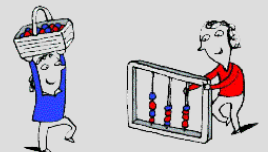


Smartphone ownership and whether mobile only household by under and over 30s

In half of mobile only households the respondent is under 30. Under 30s also above average likelihood of owning a Smartphone

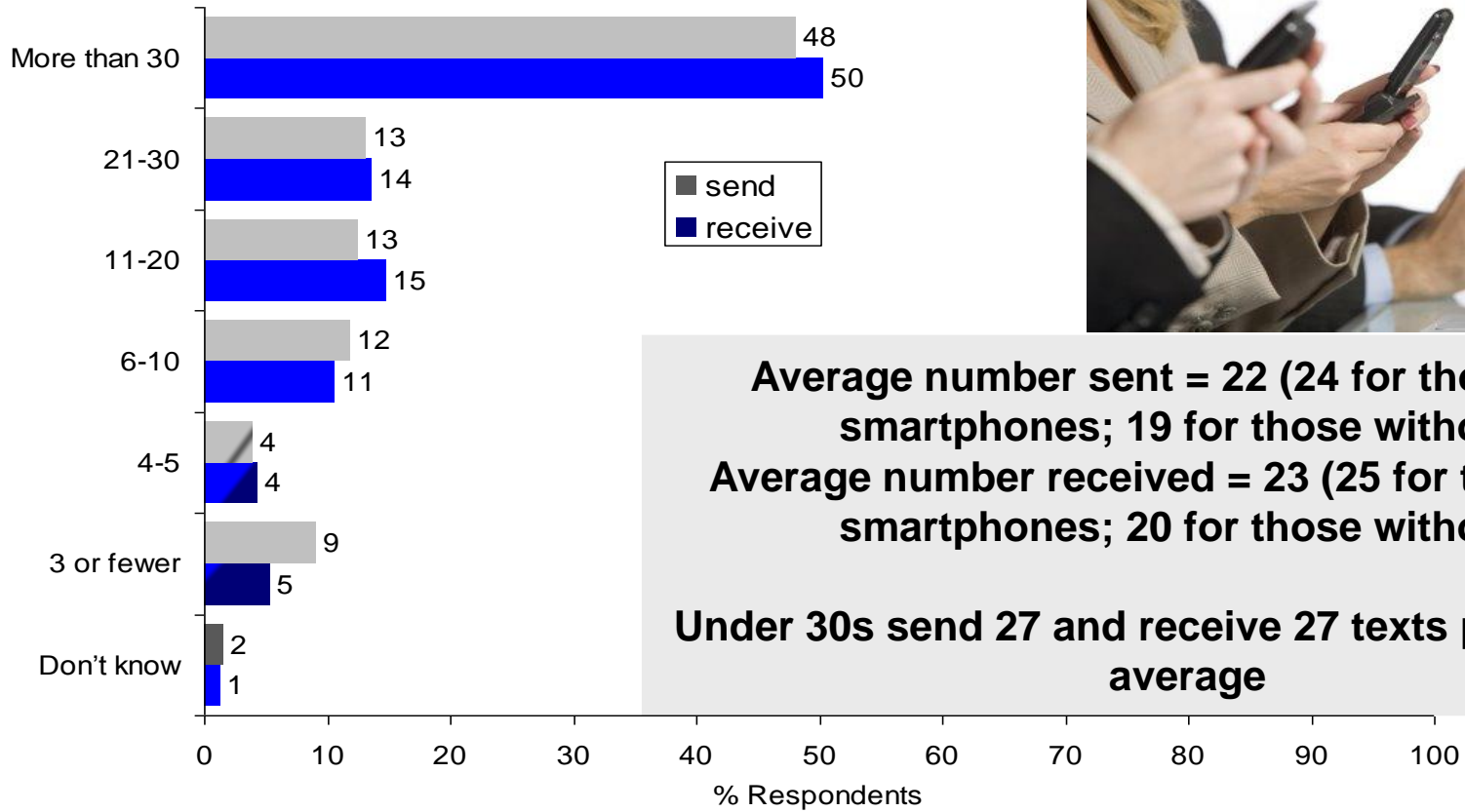


Base: all consumers (1000); Smartphone owner (542), mobile only (229)



Number of texts sent and received weekly

Half of those with a mobile are heavy users of texting



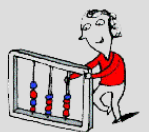
Average number sent = 22 (24 for those with smartphones; 19 for those without)
Average number received = 23 (25 for those with smartphones; 20 for those without)

Under 30s send 27 and receive 27 texts per week on average

Base: Those with a mobile phone (969)

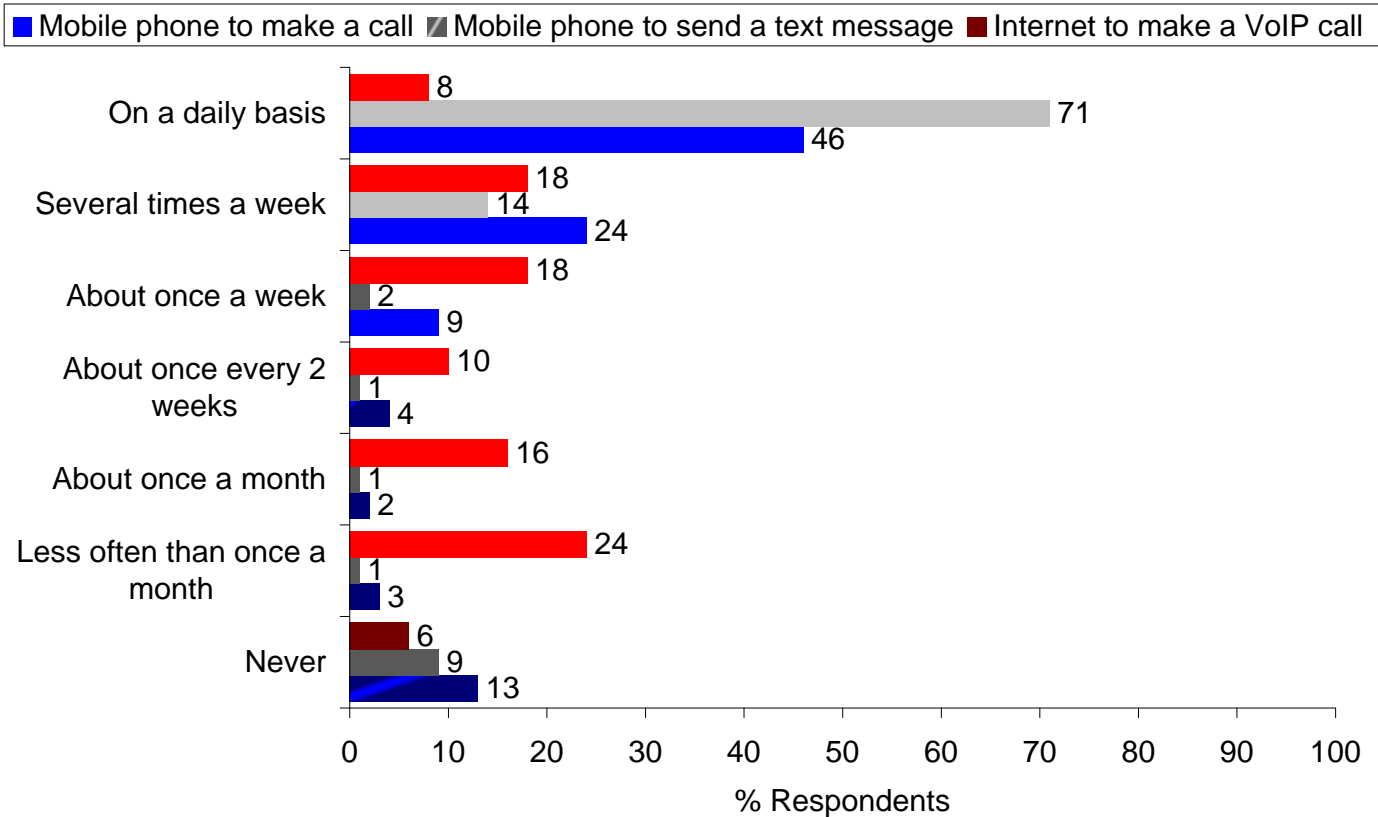
Q39/Q40 How many texts do you personally send from/receive on your mobile phone during an average week?

slide 40



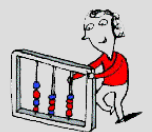
Usage of mobile phone, text or VoIP instead of fixed line

Majority will send a text when landline is available on daily basis



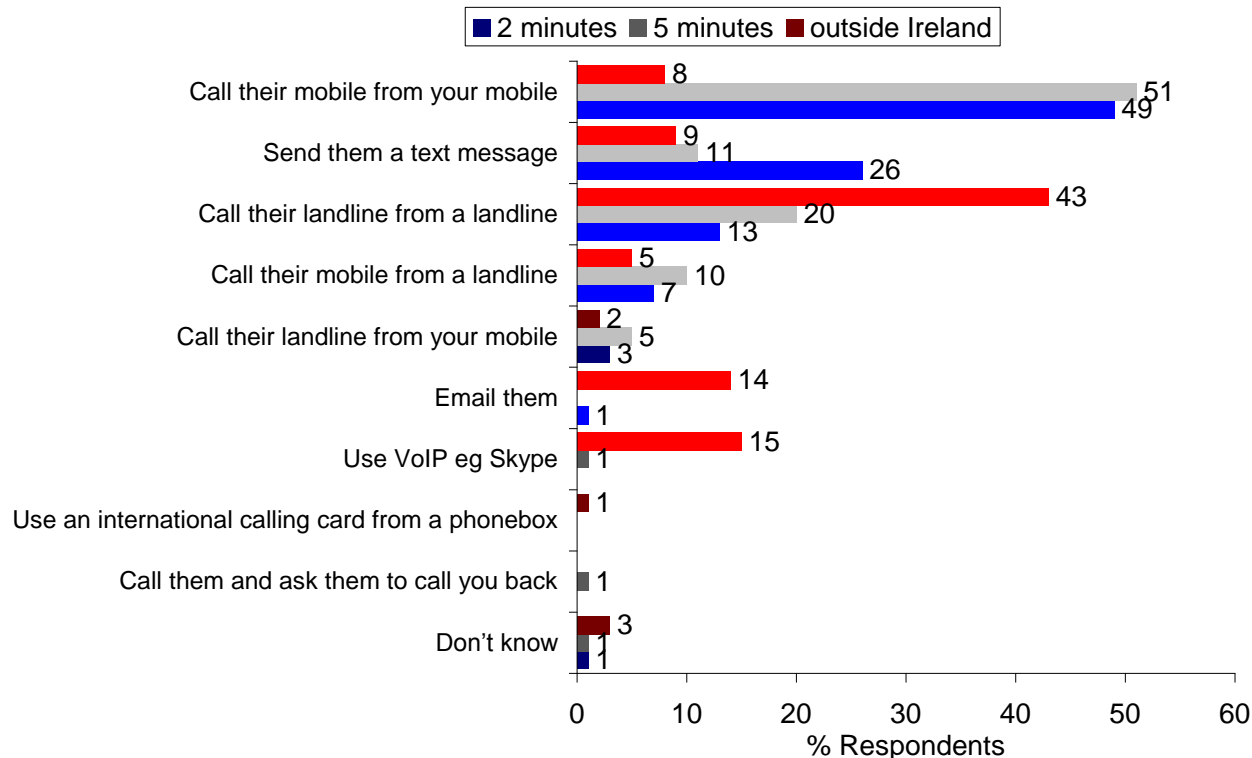
Q24a. How often do you use a mobile phone to make a call at home when your home landline is free and available for use? Q24b. How often do you use a mobile phone to send a text message when you are at home and your home landline is free and available for use? Base: those with a fixed line and personal mobile phone (741)

Q24c. How often do you use the internet to make a VoIP call at home when your home landline is free and available to use? Base: those with a fixed line and use VoIP (260)

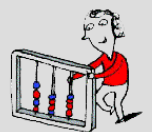


Chosen method of contact for different length communications and for international contact

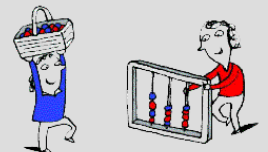
Mobile or text popular for short communications. Landline to landline most common for international communications



Q24d. If you needed to communicate for 2 minutes with a friend or family member who owns a mobile phone and it was during the day on a weekday, how would you usually contact them? Q24e. If you needed to communicate for 5 minutes with a friend or family member who owns a mobile phone and it was during the day on a weekday, how would you usually contact them? Q24f. If you needed to communicate with a friend or family member who lives outside Ireland, how would you usually contact them? Base: those with a fixed line and personal mobile phone (741)

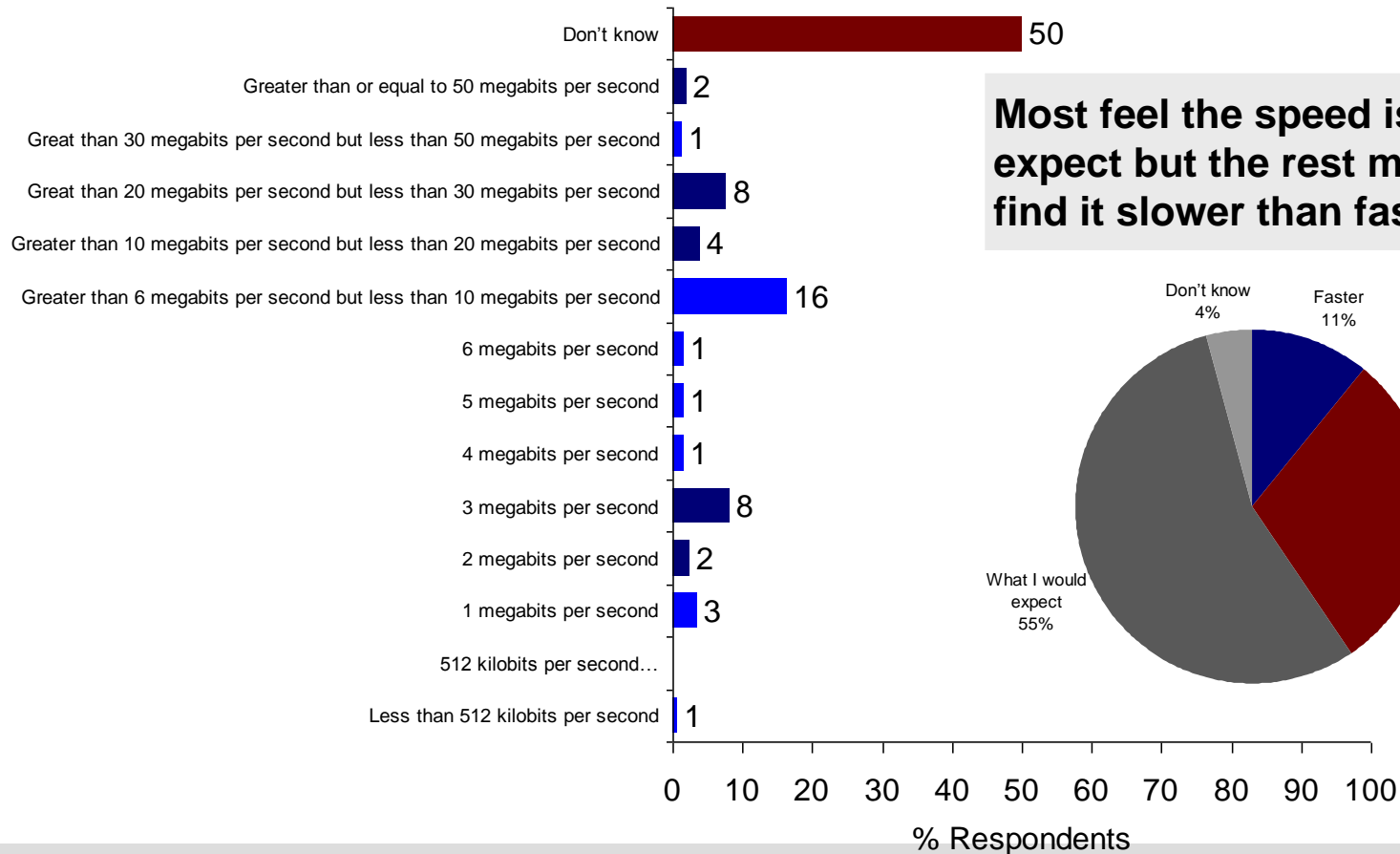


The Internet and Broadband

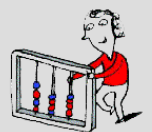


Contracted download speed and whether actual speed meets expectations

6-10 megabits per second most common contracted speed but half don't know

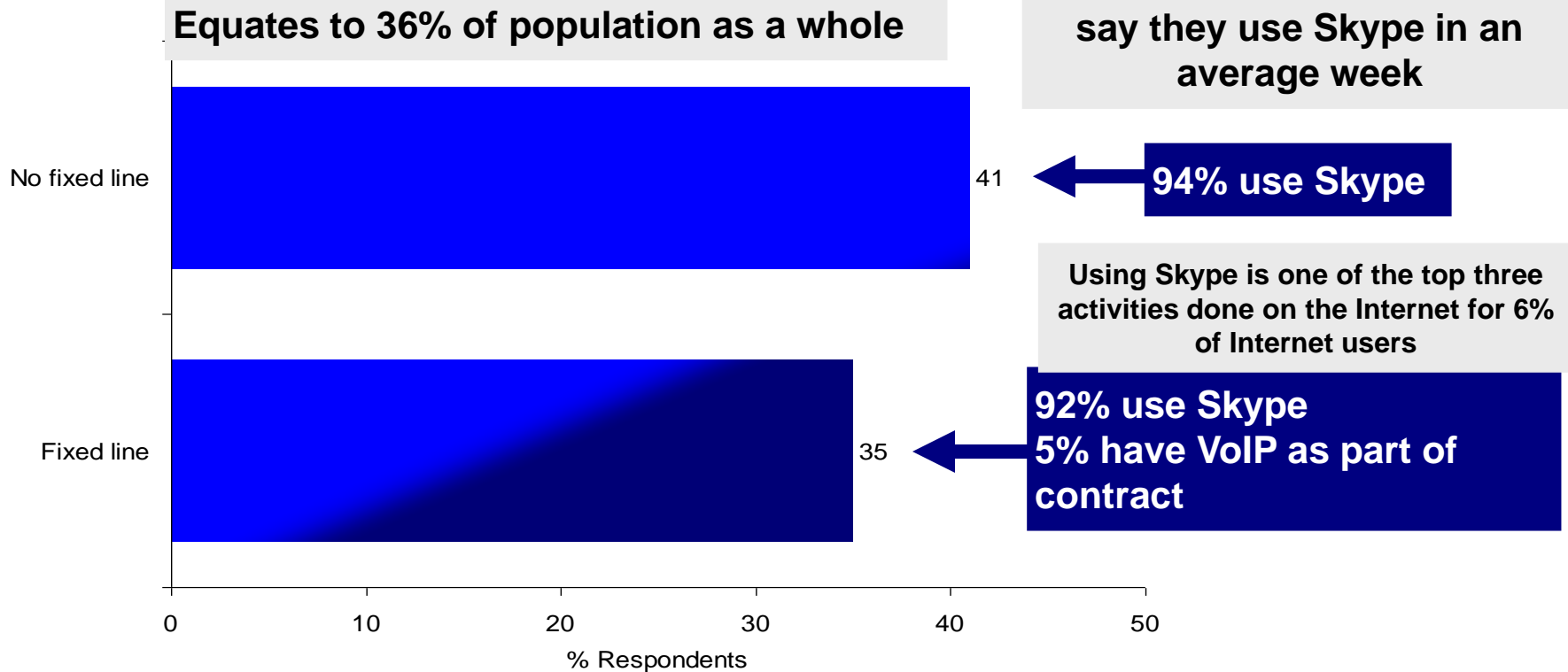


Most feel the speed is as they expect but the rest more likely to find it slower than faster



Whether use VoIP and whether as part of their contract

While VoIP not a reason for giving up fixed line, its usage is prevalent

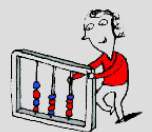


Almost half of under 30s with a fixed line phone use Skype

Base: Those no fixed line (230)/with fixed line (767)

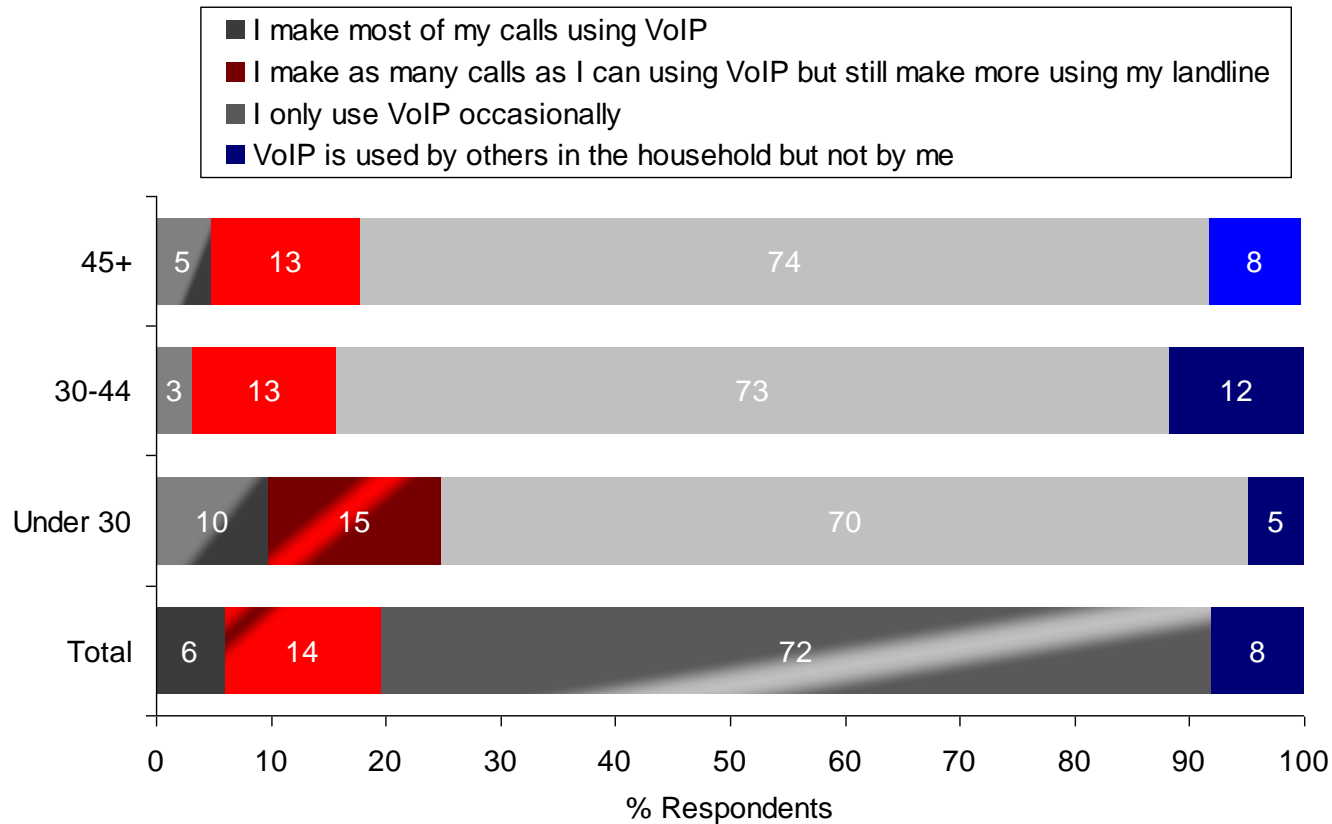
Q12a/Q14a/b Do you use a VoIP service such as Skype? Is it part of your contract?

slide 45



VoIP usage versus traditional landline

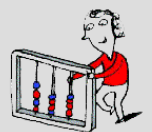
VoIP usage is mainly occasional; more regular among under 30s



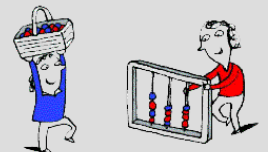
Base: Those VoIP users with a fixed line as well (266)

Q14c To what extent do you use this VoIP service instead of a traditional landline?

slide 46

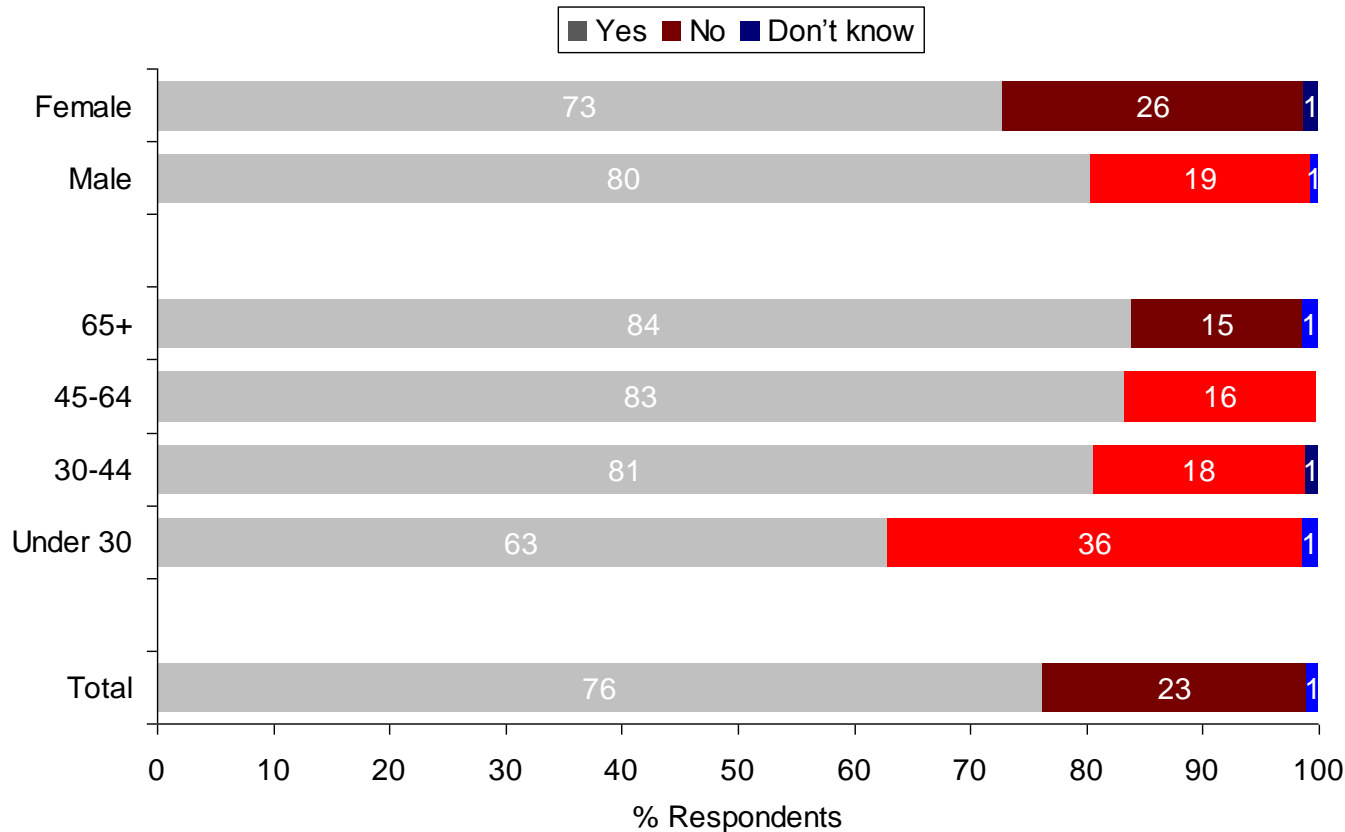


Broadcasting

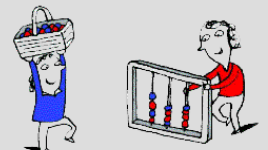


Awareness of switch off of terrestrial TV broadcasting by 2012

Just one in four still unaware of analogue switch off; women and under 30s less aware

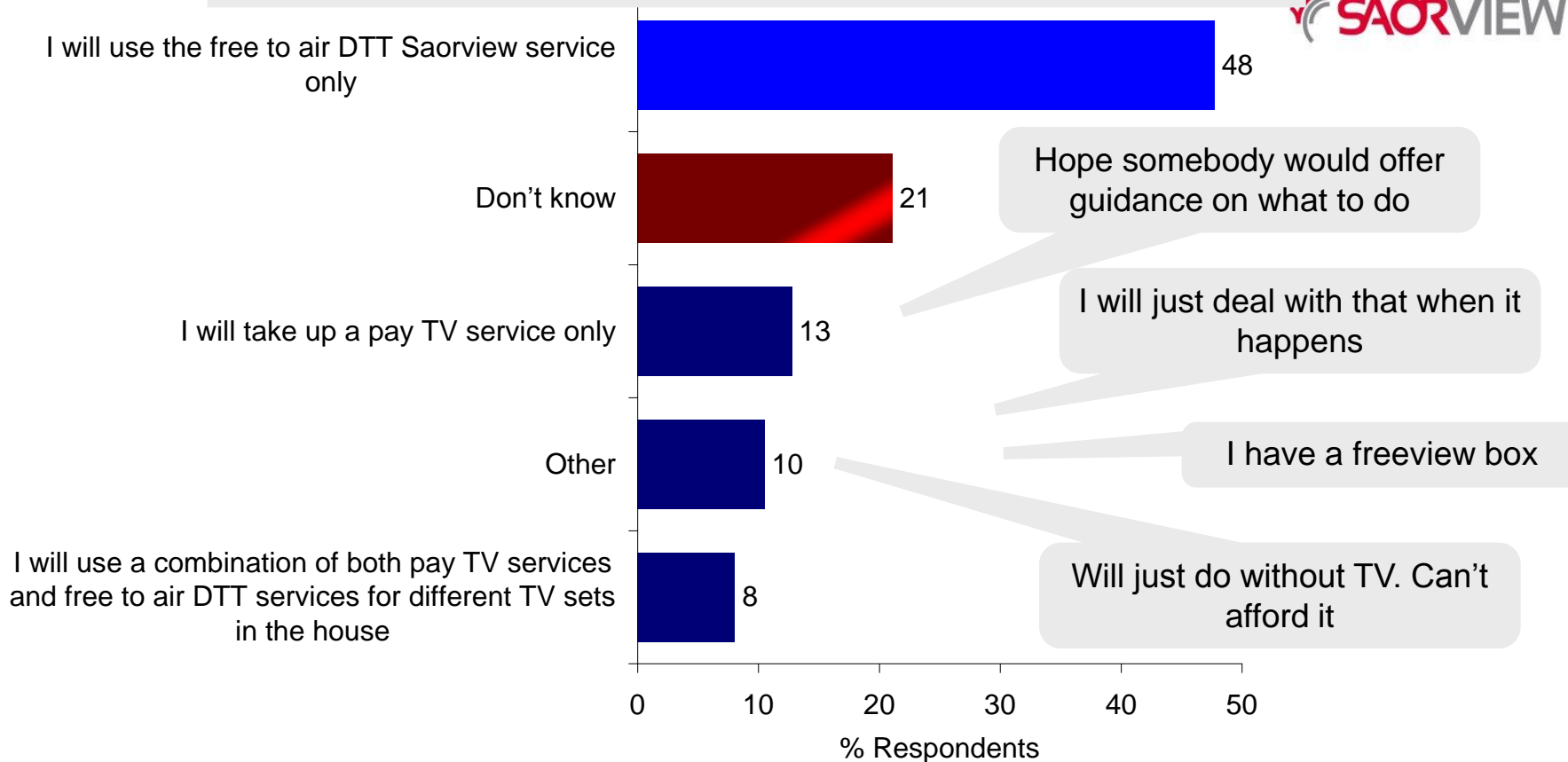


9% say they use Saorview



What those without Pay TV will do when analogue is switched off

For those without pay TV, Saorview is the most likely option; one in five don't know



Base: Those without pay TV (249)

Q79 Terrestrial analogue broadcasting services will be switched off from the end of 2012....What will you do to receive TV services when that happens?

slide 49

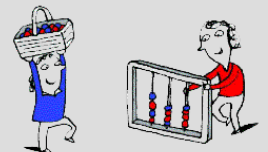


Conclusions



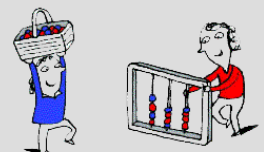
Conclusions

- There is an increase in internet penetration in homes
- Some evidence of growing use of mobiles
 - could be due to growing use of contracts/move from prepay
- Mobiles very regularly used when a fixed line is available. Consumers prefer mobile for short communications; landlines preferred for international communications
- More than half of consumers now have Smartphones and spend over two hours a week on average using them to access the internet
 - Half of those whose phones have internet capability don't use their phone for internet
- Over third use VoIP; most of these just use occasionally



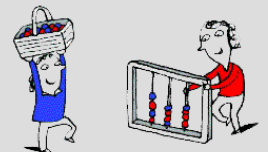
Conclusions 2

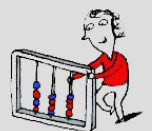
- Bundles very common (6 in 10 consumers use one)
 - generally include fixed line and internet
 - Eircom and Vodafone are biggest bundle providers; Vodafone close to Eircom for consumer share
- Switching services among consumers has increased slightly:
 - especially for mobile switching
 - service quality is an important reason for switching – not just cost
 - most have no difficulty switching although bundles are slightly more difficult to switch – delay is the main problem
- There is a lack of awareness of terms and conditions for cancelling contracts
 - Internet 47% unaware
 - Fixed line 42% unaware
 - Mobile 41% consumers unaware
- A high proportion of mobile only households are under 30 year olds
- Under 30-years olds' usage of ICT is different; much more time spent on mobile and Internet than older counterparts, more use of Skype



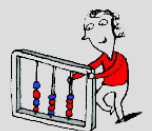
Conclusions 3

- Some evidence of the effects of the recession
 - 4% of consumers have cancelled Pay TV
 - many are trying to spend less on telecommunications
- Eircom is main supplier of fixed line and internet
- Cost is the most important feature when choosing an ICT supplier
- Customers generally satisfied with their providers (especially with mobile providers)
- Increased awareness of analogue TV switch off – just 23% now unaware

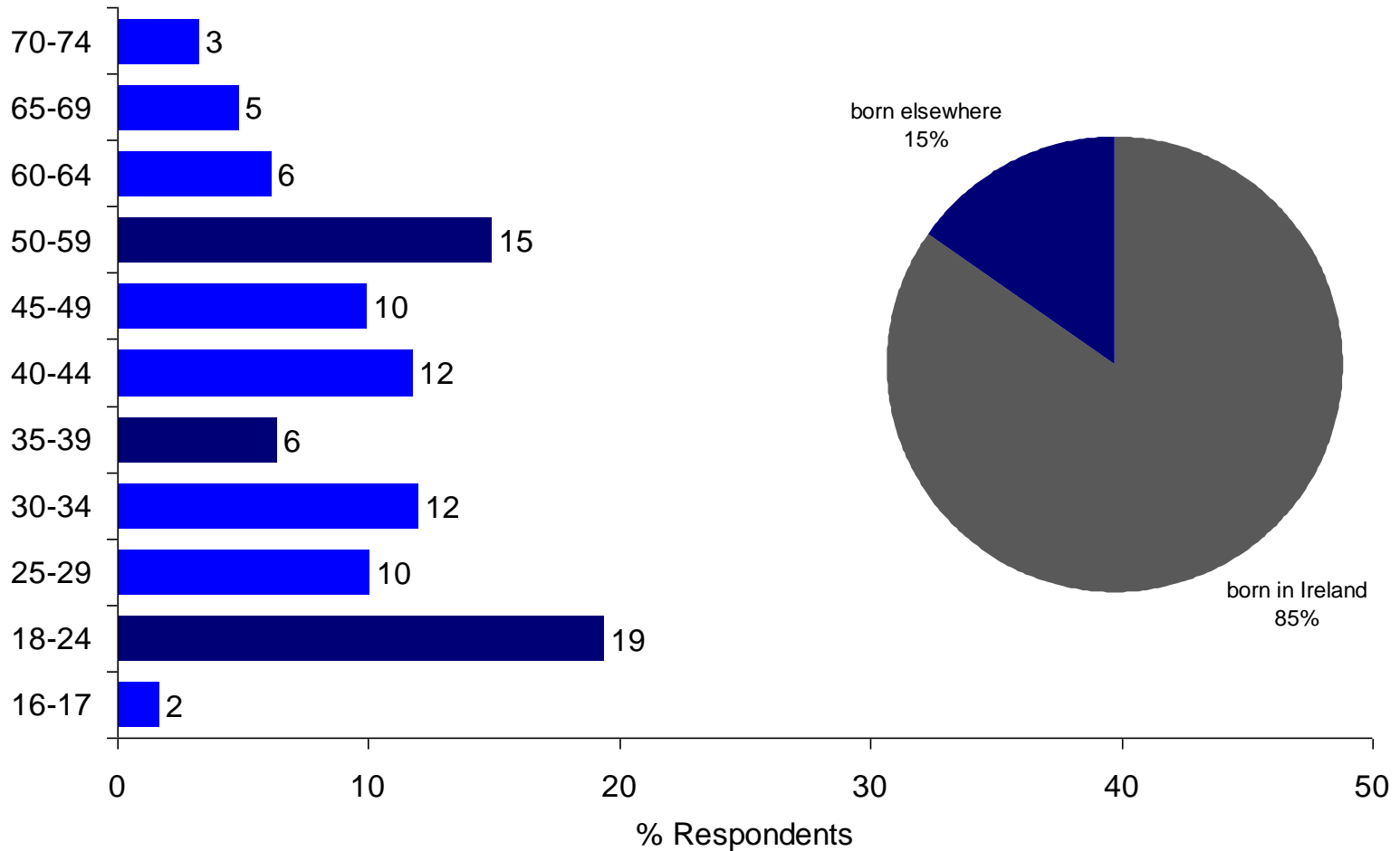




Consumer demographics

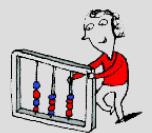


Age and country of birth

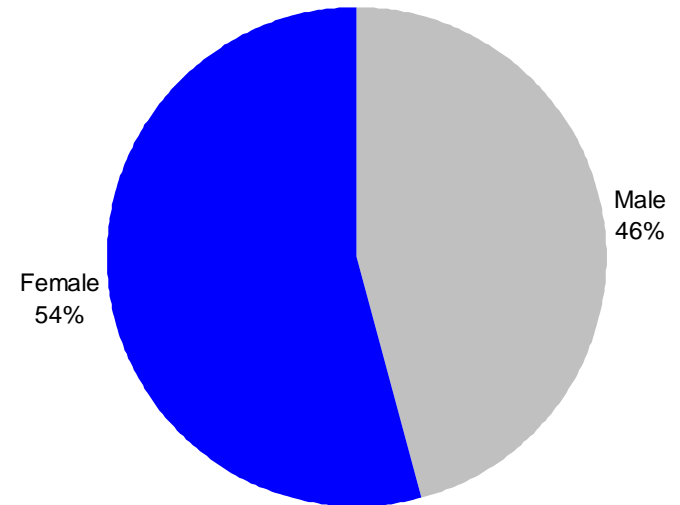
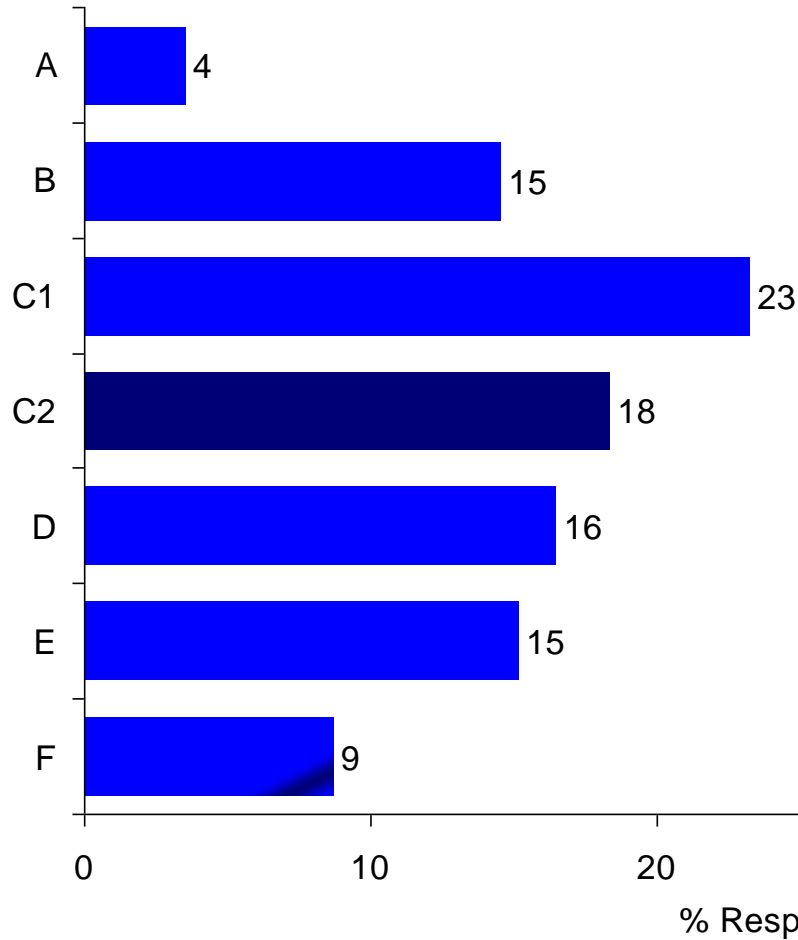


Base all consumers (1000)
Q2. Can I ask how old you are?
Q90. Finally, could you tell me whether you were born in Ireland or elsewhere?

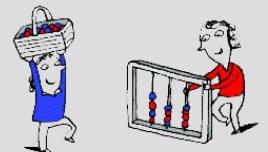
slide 56



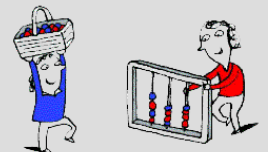
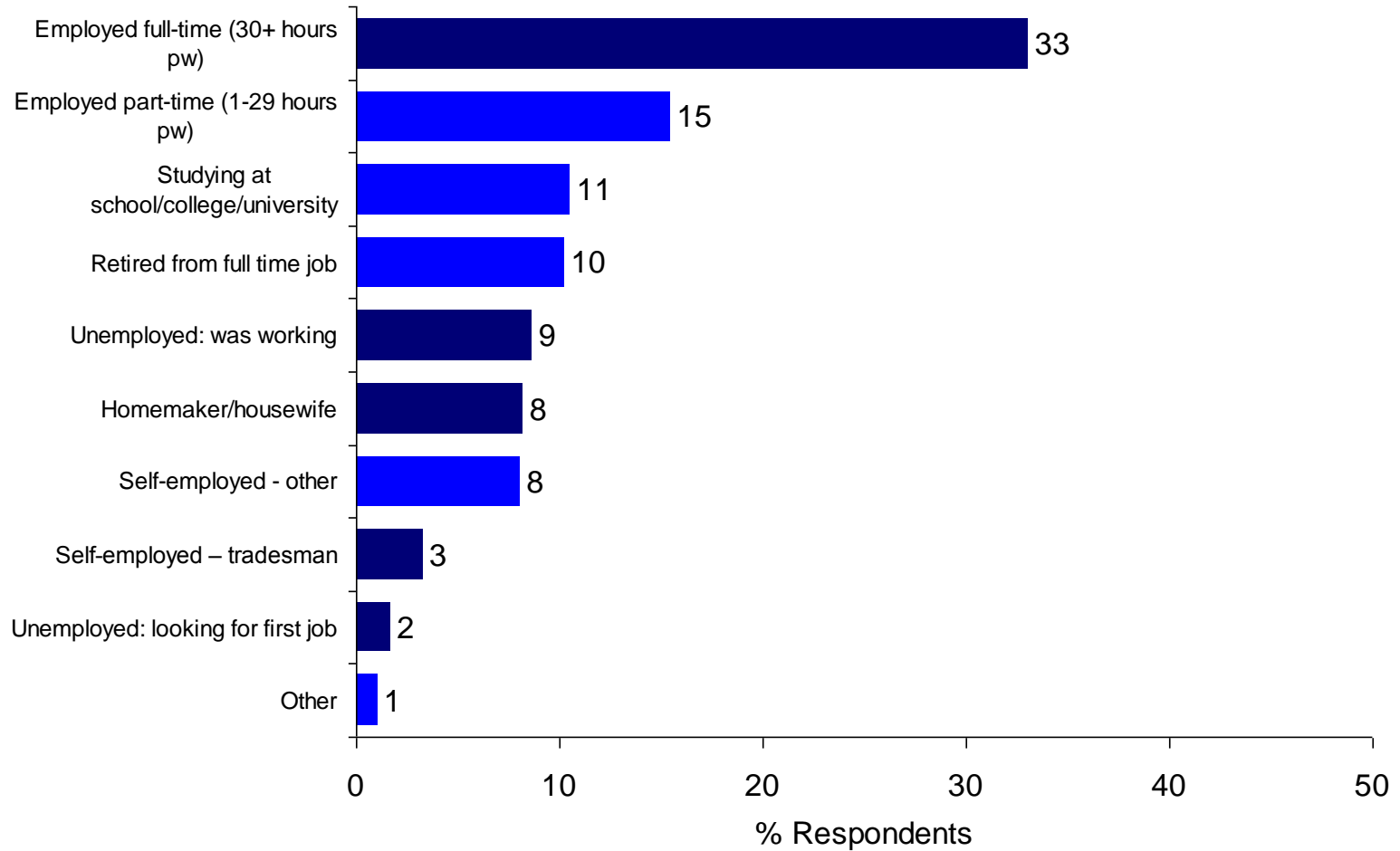
Socio-Economic Group and gender



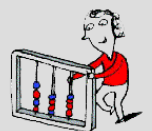
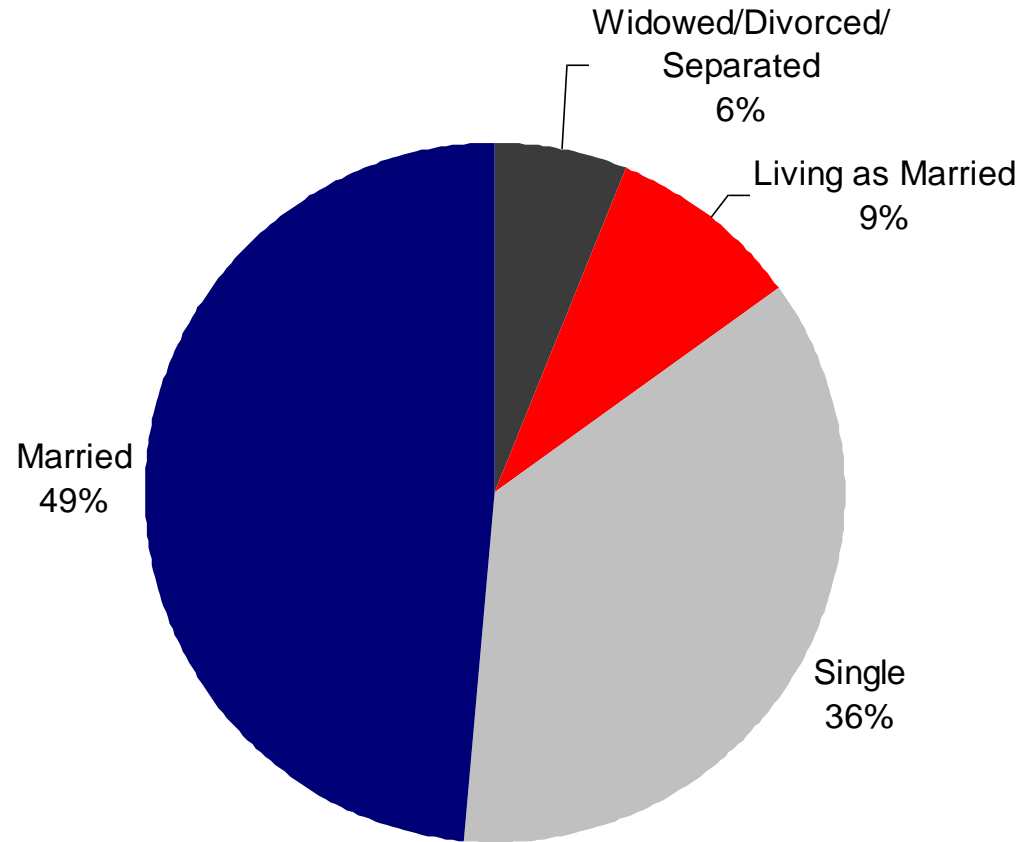
Base all consumers (1000)



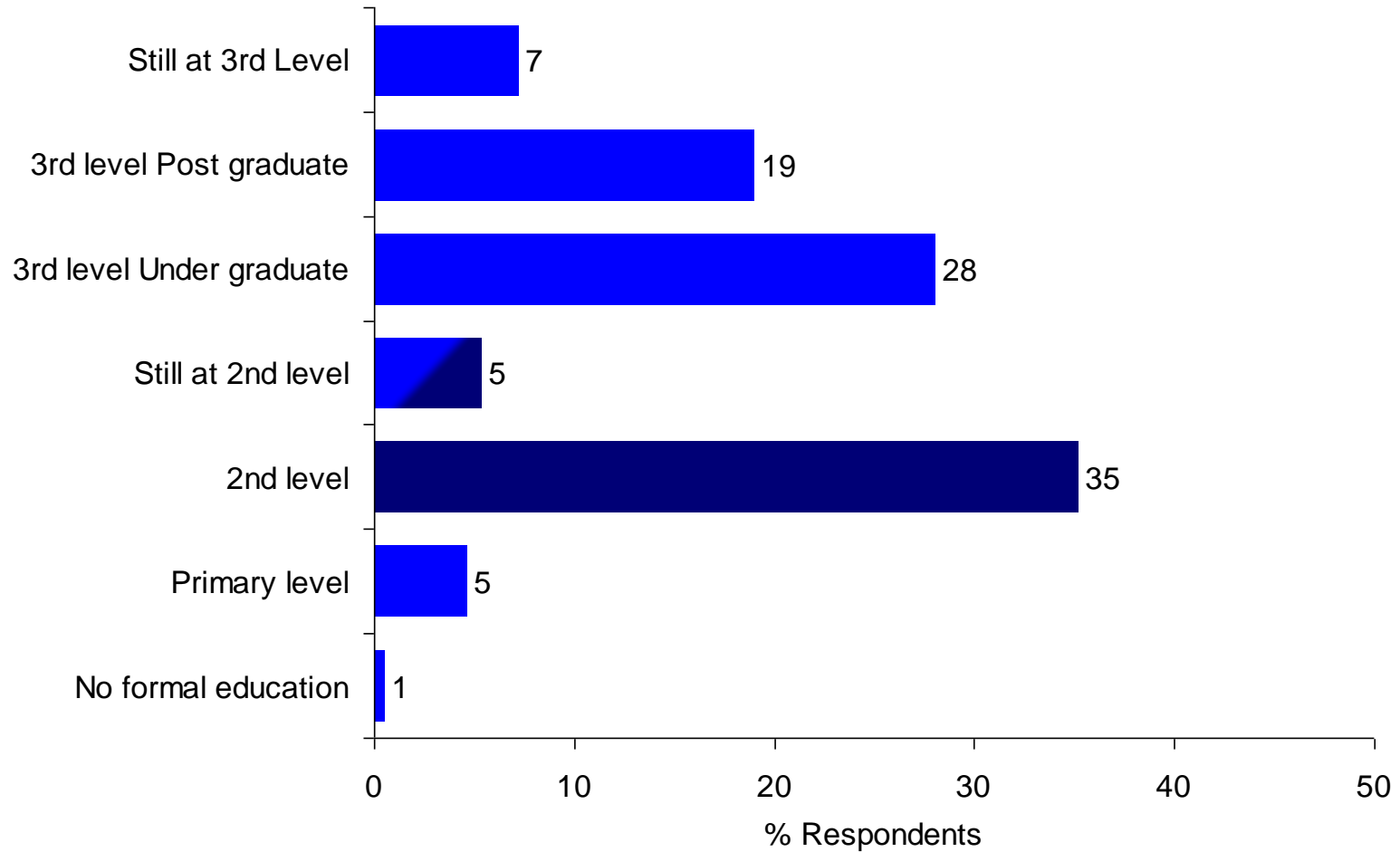
Working status



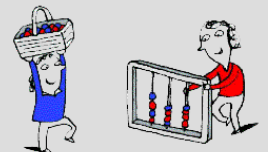
Marital status



Educational achievement



Base all respondents (1000)
Q89. At what level did you finish your education? Was it ...



Home ownership and type of housing

