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Fixed & Mobile User Research

September 2003

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Methodology

- 1,105 adults aged 15-74 surveyed
- Fieldwork conducted: 21st July – 29th August 2003.
- Nationally representative survey with inter-locking controls set for age, gender, and marital status. Non-interlocking controls set for social class and region.
- Findings weighted up to represent the full population of adults aged 15-74 in the Republic of Ireland based on the most recent findings from the CSO.
- Given a sample size of just over 1,000 there is a margin of error of +/-3%.
- Surveys were conducted face-to-face in respondents' own homes at over 132 different locations throughout the Republic.

Data Interpretation

- The table opposite shows the margin of error for a range of unweighted sample sizes
- If 20% of a total sample of 1,000 adults say they do something, you can be 95% certain that the figure for the population lies between 17% and 23% (i.e. there is a margin of error of 3%)
- As the sample size is reduced the margin of error increases
- To determine the margin of error on a particular section look at the unweighted sample size on each question i.e. the “n” (number of respondents to that question) at the base of each slide

| Percentage of respondents who said... | 1,000 | 500 | 100 |
|---------------------------------------|-------|-------|--------|
| 10% | +/-2% | +/-3% | +/-6% |
| 20% | +/-3% | +/-4% | +/-8% |
| 25% | +/-3% | +/-4% | +/-8% |
| 40% | +/-3% | +/-5% | +/-10% |
| 50% | +/-4% | +/-5% | +/-10% |
| 60% | +/-3% | +/-5% | +/-10% |
| 75% | +/-3% | +/-4% | +/-8% |
| 80% | +/-3% | +/-4% | +/-8% |
| 90% | +/-2% | +/-3% | +/-6% |

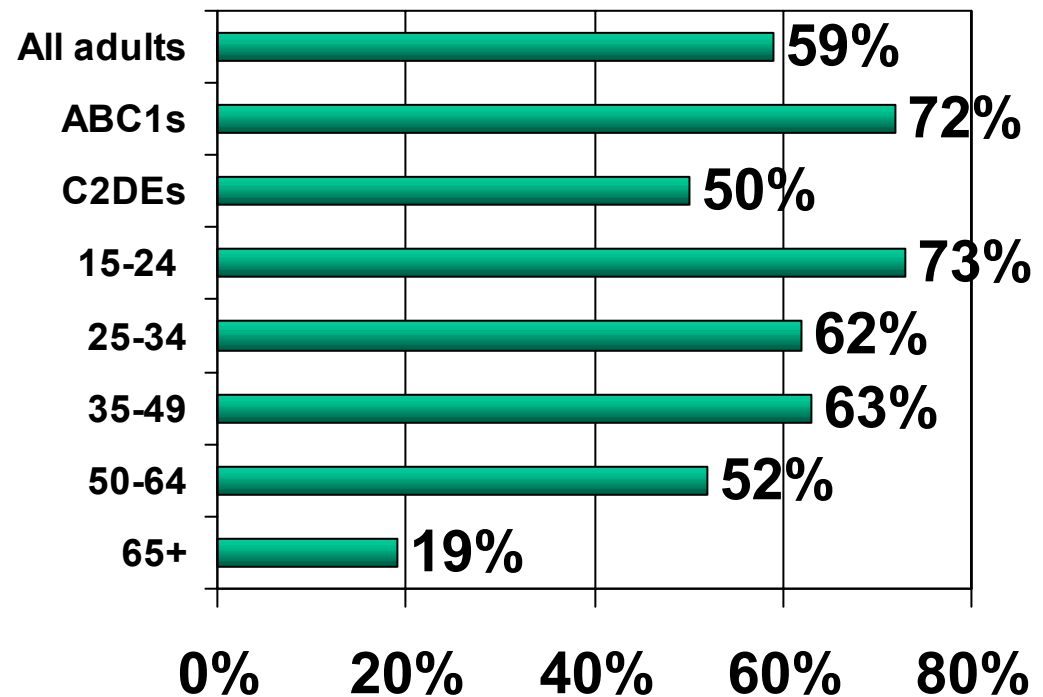
- If the “n” or number of respondents to a particular question falls below **75** the findings are in no way representative and should be only regarded as indicative and not overly analysed or interpreted

Fixed & Mobile Market Overview

Profile of Fixed & Mobile Owners

- An estimated 81% of the Irish adult population have a fixed line phone in their home, of which 73% also own a mobile phone
- This is equivalent to 1.7 million people or 59% of the overall adult population having both a mobile phone and a landline
- 72% of ABC1s have both a fixed line and a mobile phone compared to 50% of C2DEs
- Owning both is also closely related to age. 73% of 15-24s have boths compared to 19% of those aged 65+.

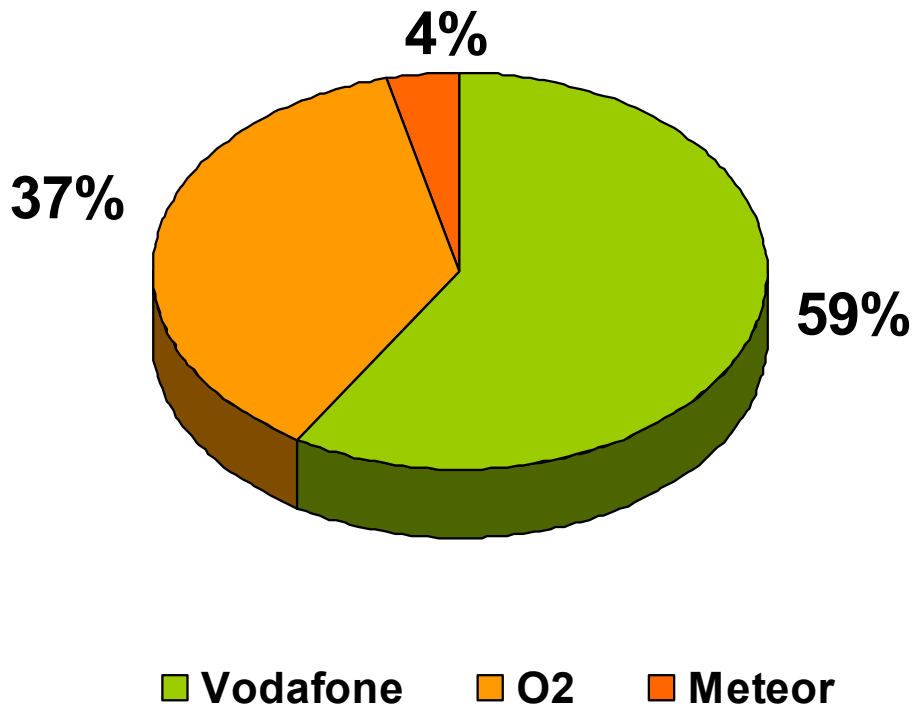
Fixed and Mobile Owners



Base: Fixed & Mobile users (n=666)

Market Share

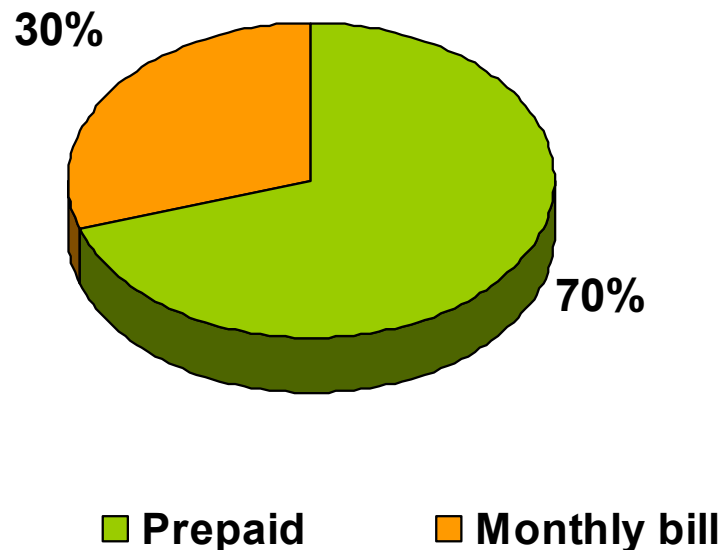
Who is your current mobile phone service provider?



- Almost six in ten fixed and mobile users use Vodafone as their mobile phone service provider
- O2 accounts for about four in ten users
- Meteor has an estimated market share of 4%

Payment Plans

What payment option is used

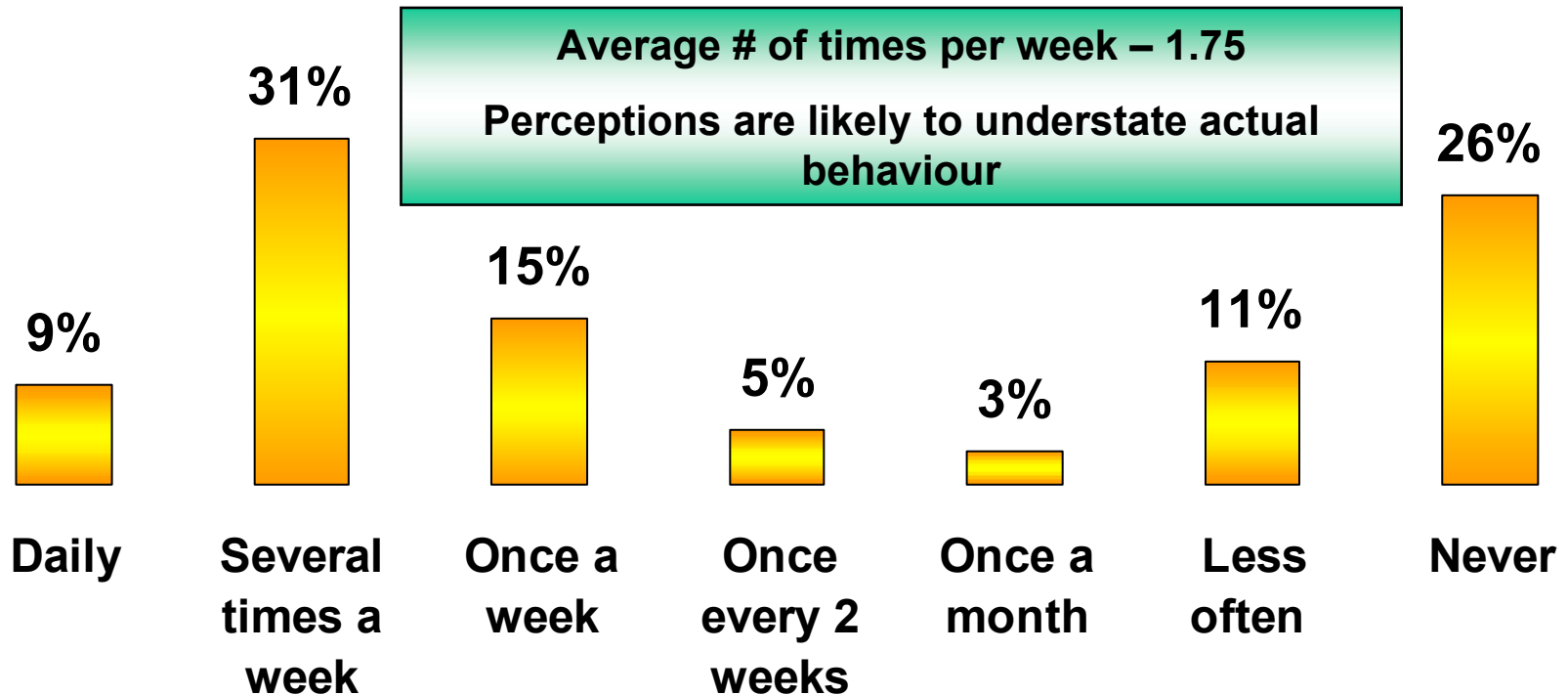


- 70% of fixed and mobile users use a pre-paid service and 30% receive a monthly bill
- Those who rely on a pre-paid service are more likely to be aged 15-24 (90%), C2DEs (77%) and students (97%)
- Receipt of a monthly bill is most evident among those aged 35+, ABC1s (39%) and those in employment (38%)

Mobile Vs Fixed Line Use

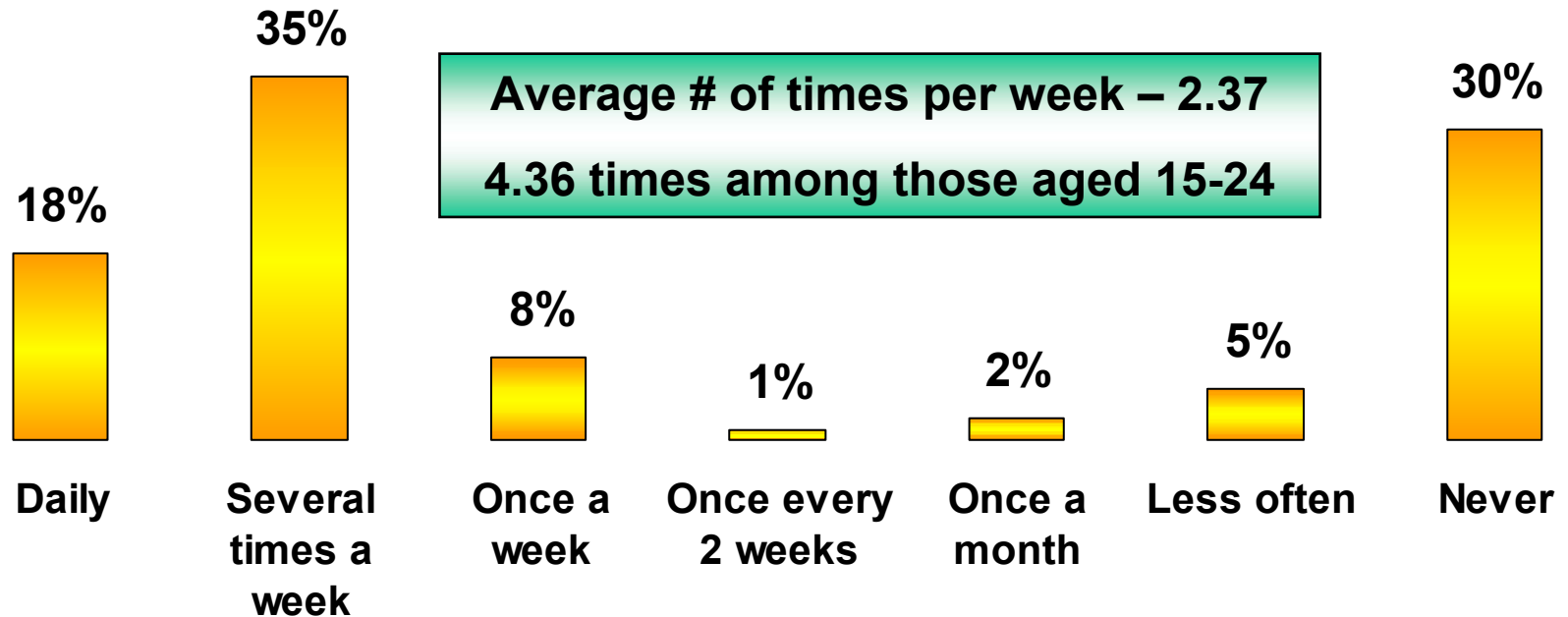
Use of Mobile at Home for Voice Calls

How often do you use a mobile phone to make a voice call from home when your home phone is free and available for use?



Use of Mobile at Home for Texts

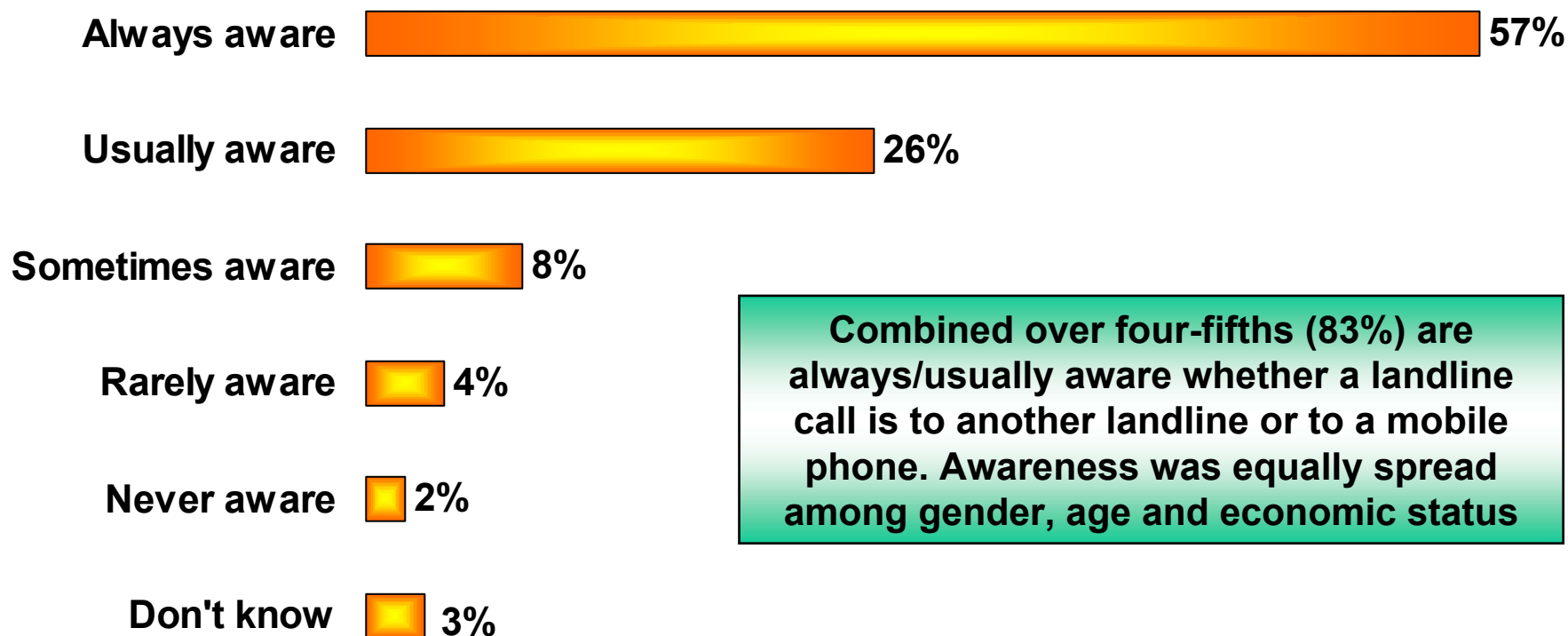
How often do you use a mobile phone to send a text message at home when your home phone is free and available for use?



Awareness of Call Destinations

Awareness of Landline Call Destinations

When you are making a call from a landline how often are you aware whether the call you are making is to another landline or to a mobile phone?

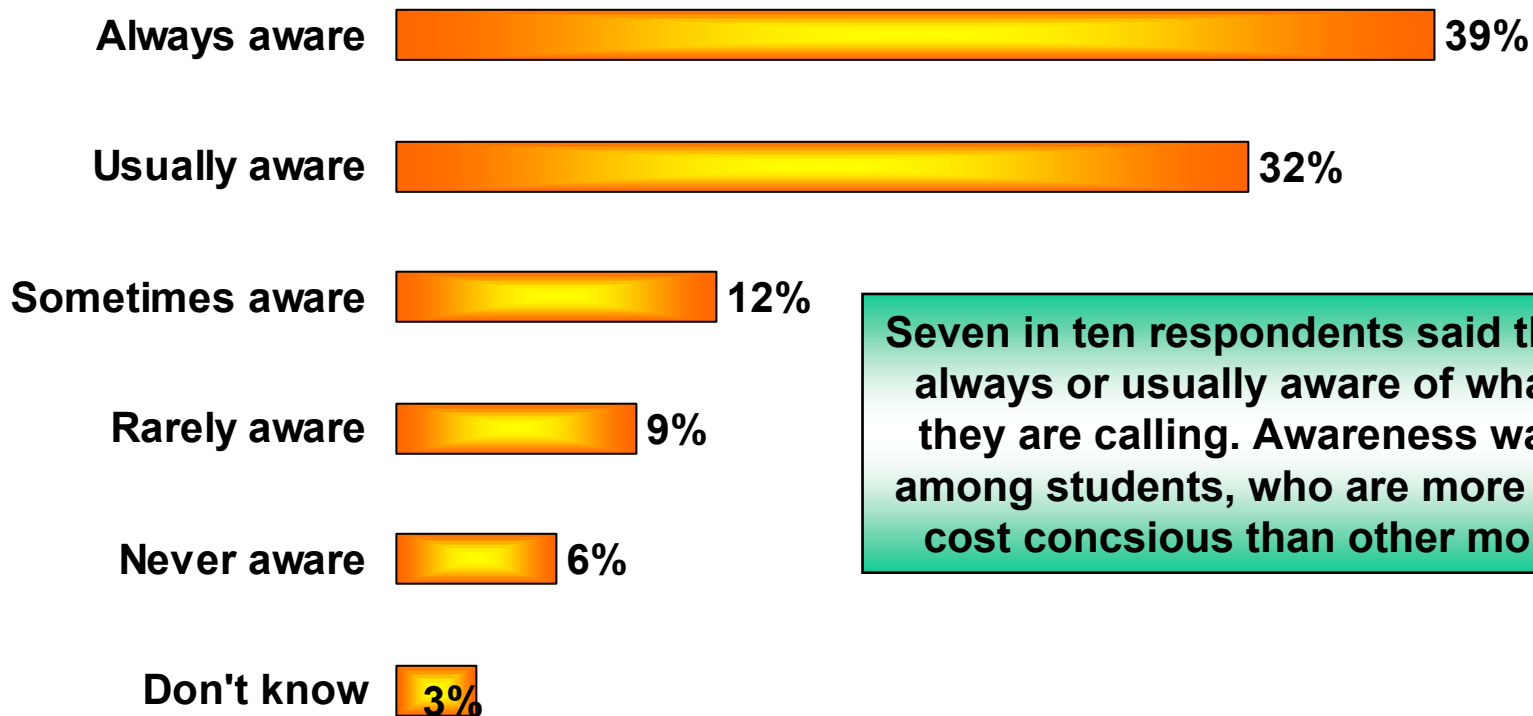


Combined over four-fifths (83%) are always/usually aware whether a landline call is to another landline or to a mobile phone. Awareness was equally spread among gender, age and economic status

Base: Fixed & Mobile users (n=666)

Awareness of Mobile Network

When you are calling a mobile phone from a landline how often are you aware of the specific mobile network you are calling i.e. whether you are making a call to Vodafone, 02 or Meteor mobile phone?

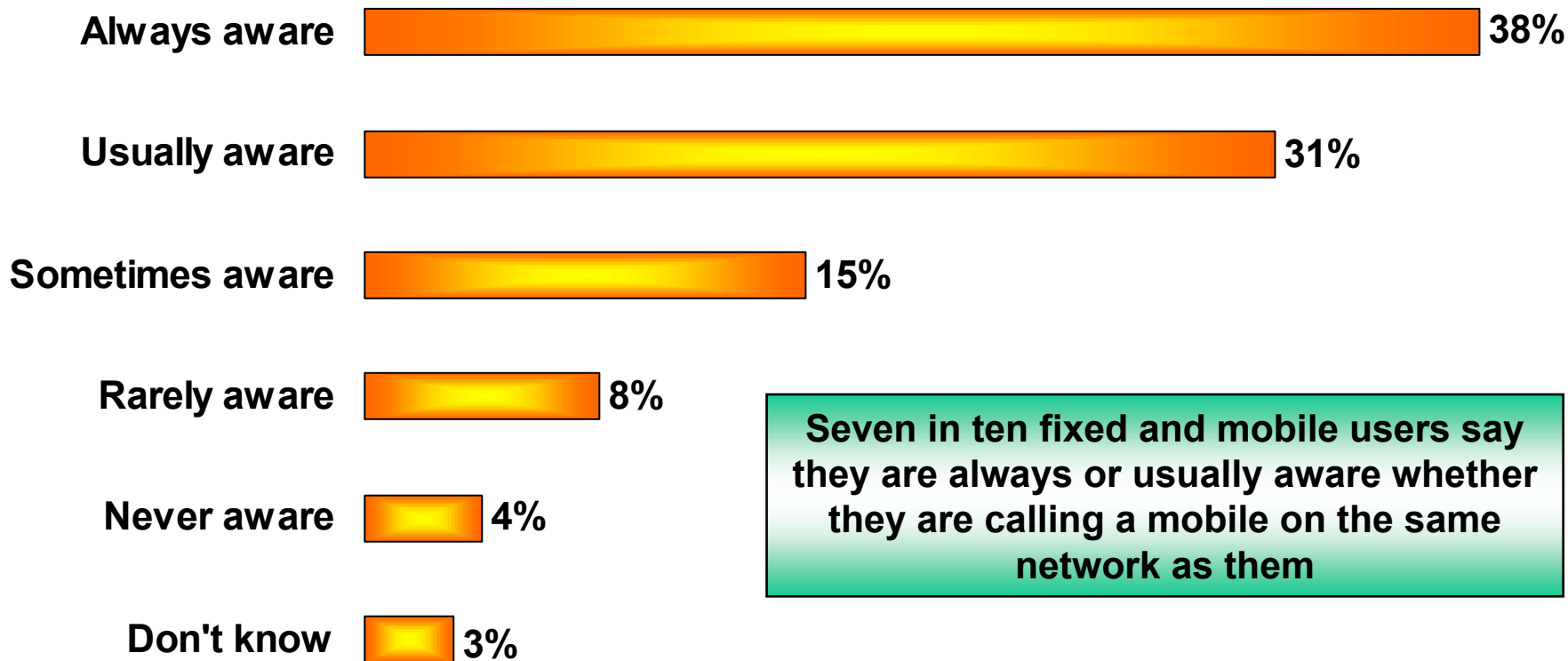


Seven in ten respondents said that they are always or usually aware of what network they are calling. Awareness was highest among students, who are more likely to be cost conscious than other mobile users

Base: Fixed & Mobile users (n=666)

Awareness of Mobile Network

When you are making a call from your mobile phone to another mobile how often are you aware whether you are calling a mobile on the same network as you?



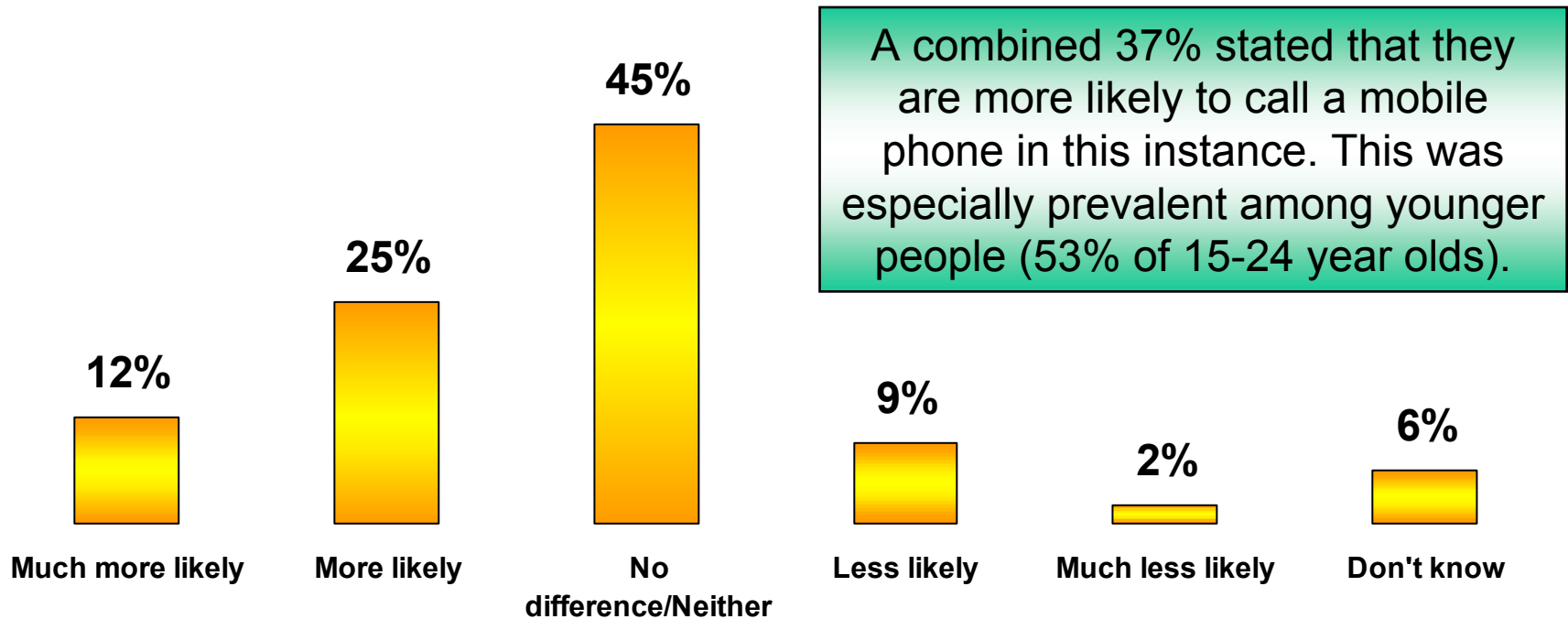
Seven in ten fixed and mobile users say they are always or usually aware whether they are calling a mobile on the same network as them

Base: Fixed & Mobile users (n=666)

Impact of Same Versus Different Network on Call Behaviour

Impact of Same Network

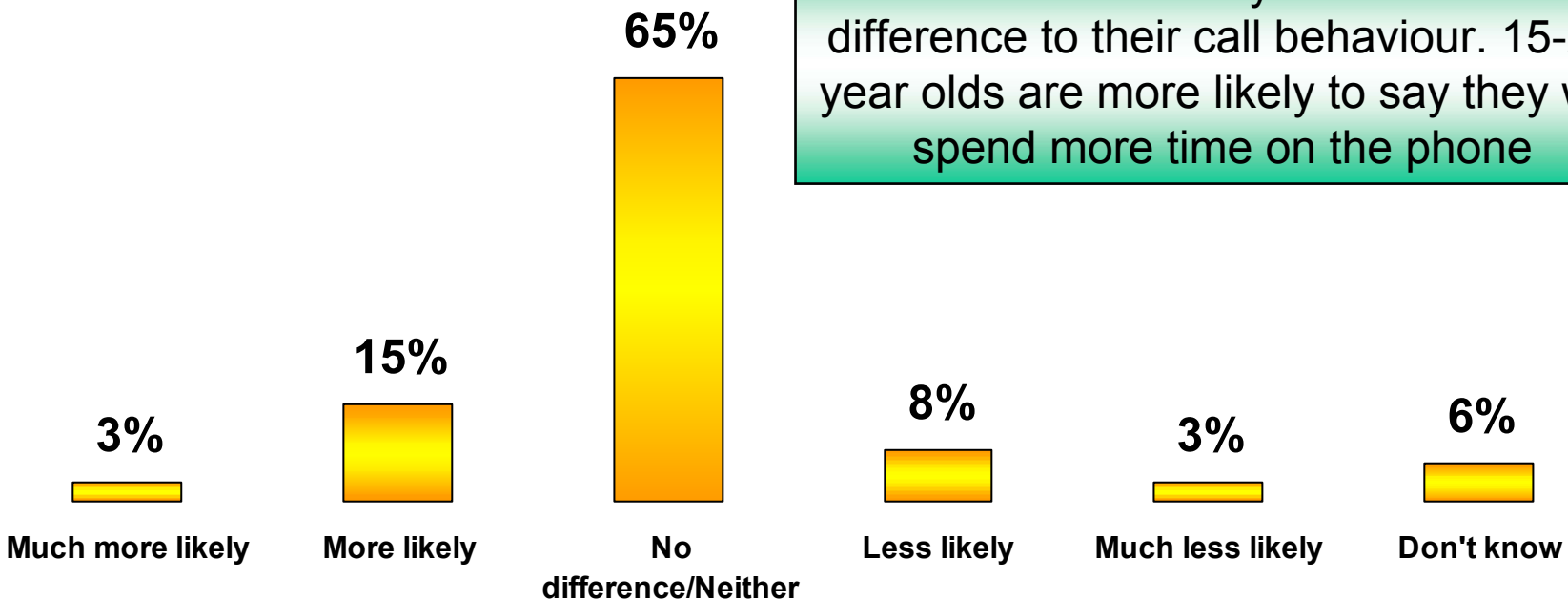
When making calls on your mobile phone are you more or less likely to call somebody on their mobile phone rather than on their landline if they are on the same network as you?



Base: Fixed & Mobile users (n=666)

Impact of Same Network on Time

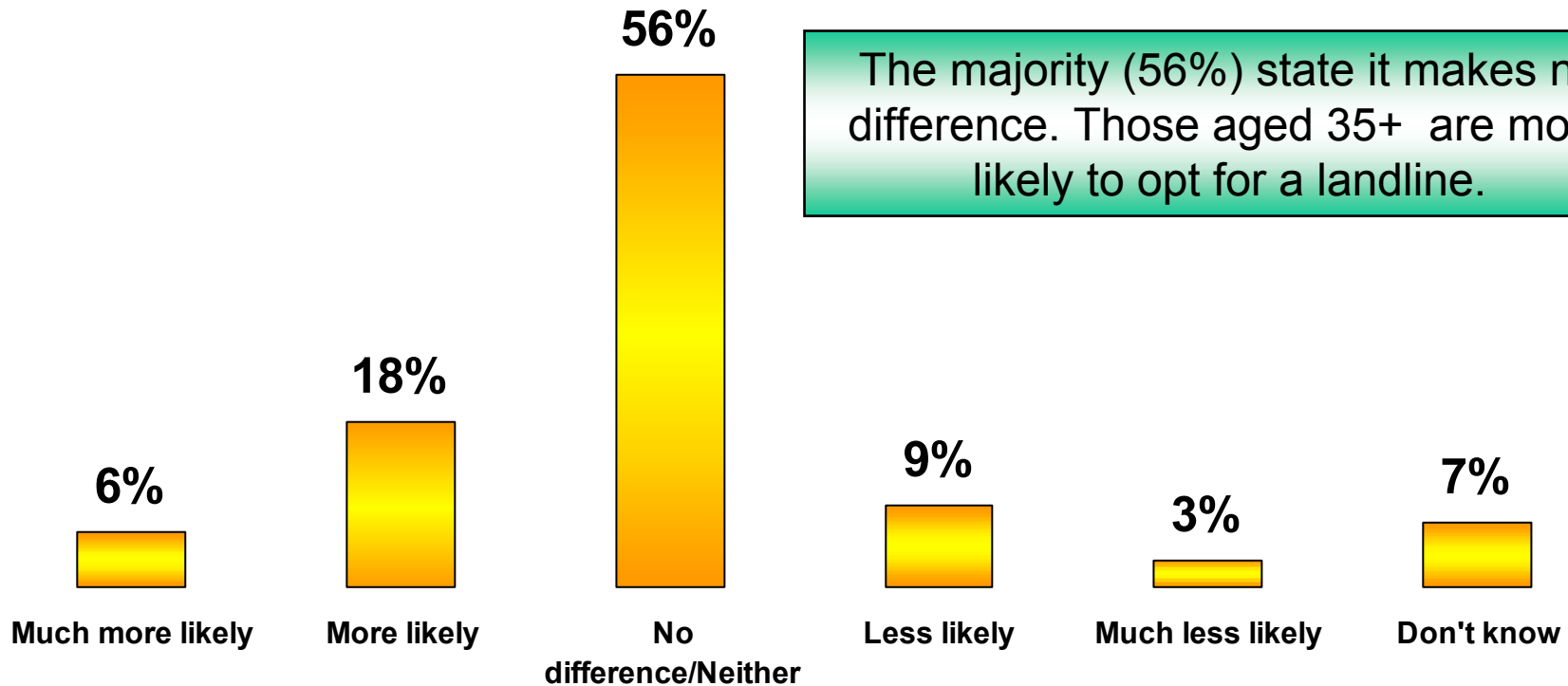
When making calls on your mobile phone are you more likely to spend more time on the phone to them if they are on the same network as you?



Almost two-thirds say that it makes no difference to their call behaviour. 15-24 year olds are more likely to say they will spend more time on the phone

Impact of Same Network on Landline Use

Are you more likely to use your landline phone rather than your mobile phone to call someone who is on a different network to you?

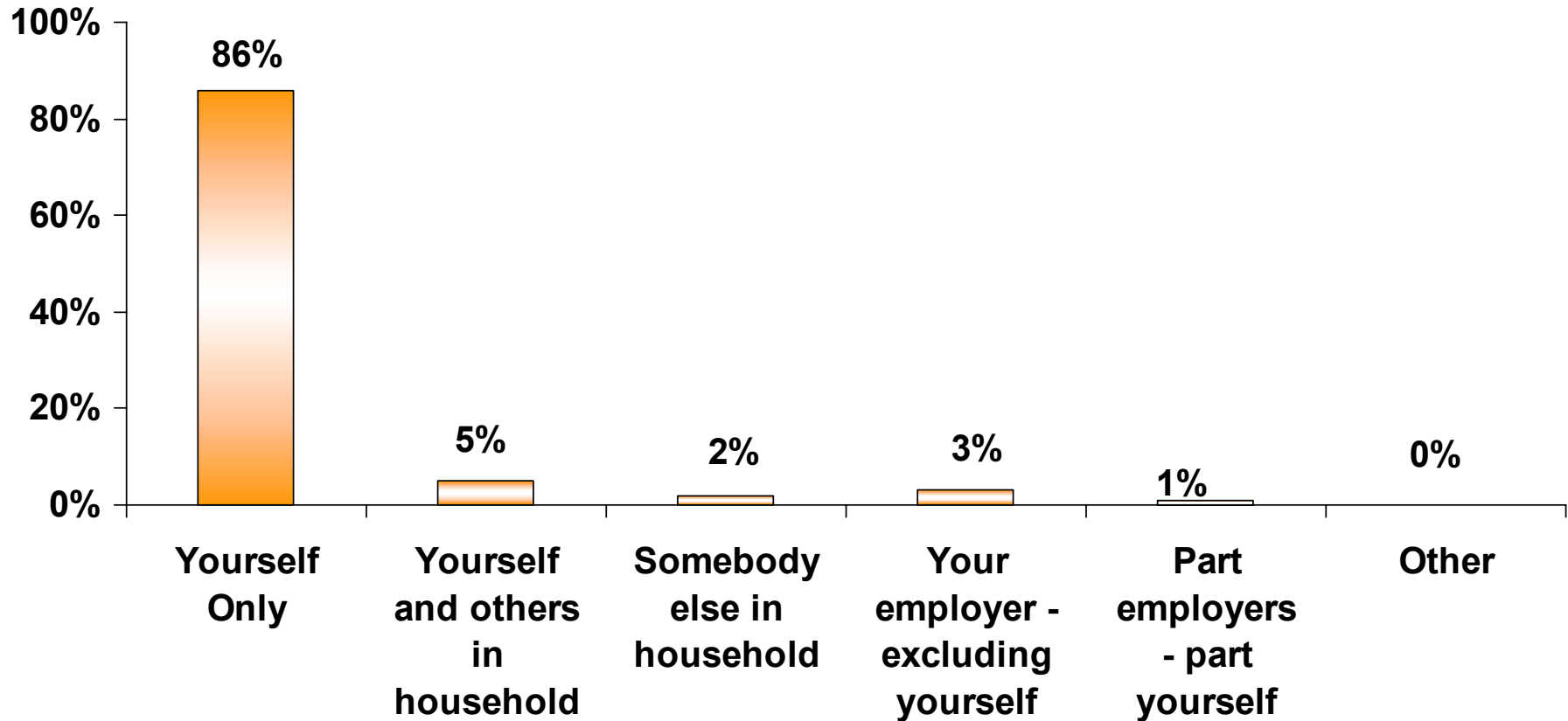


Base: Fixed & Mobile users (n=666)

Costs & Value Perceptions

Majority fund their own Mobile Costs

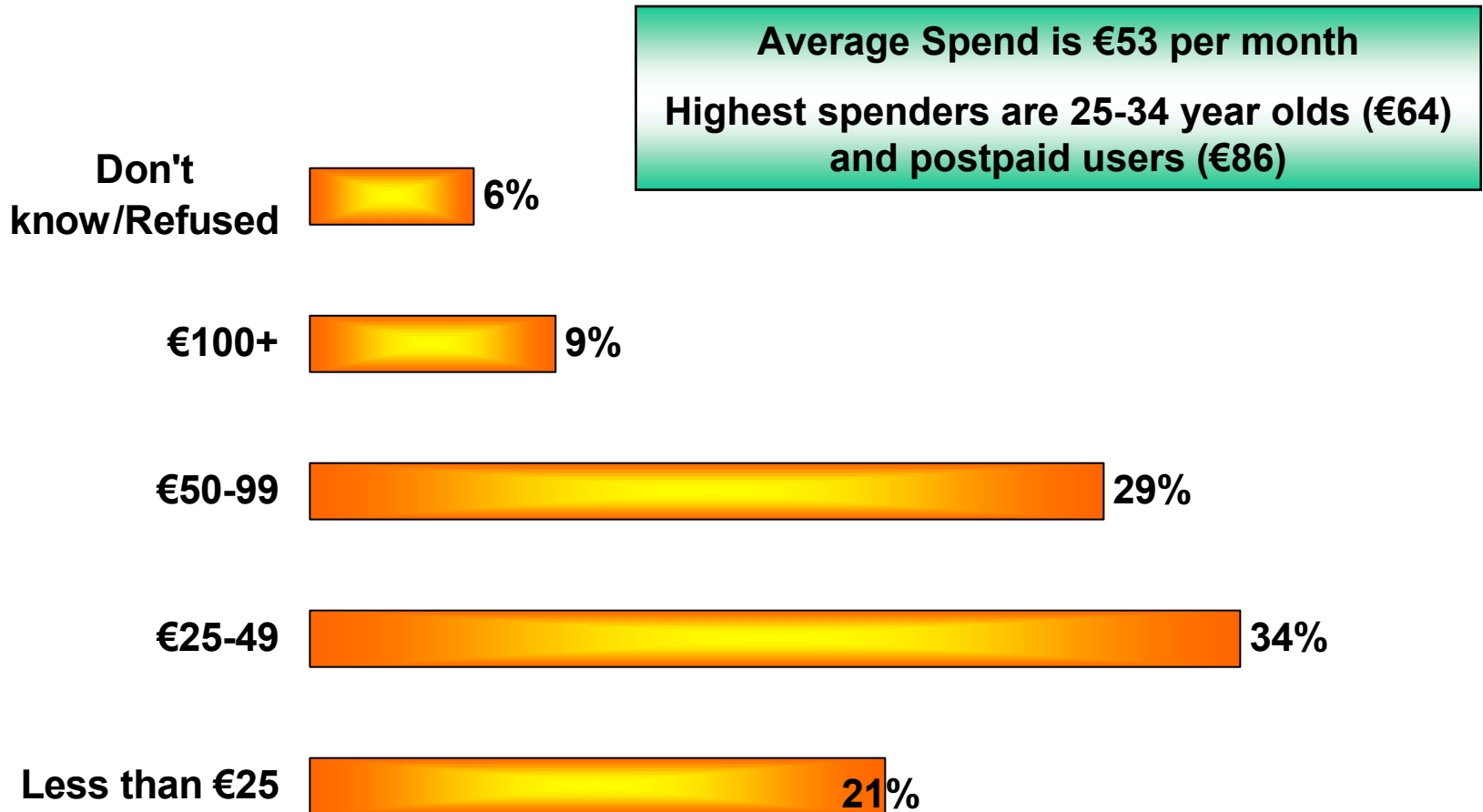
Who pays the running costs on your mobile phone?



Base: Fixed & Mobile users (n=666)

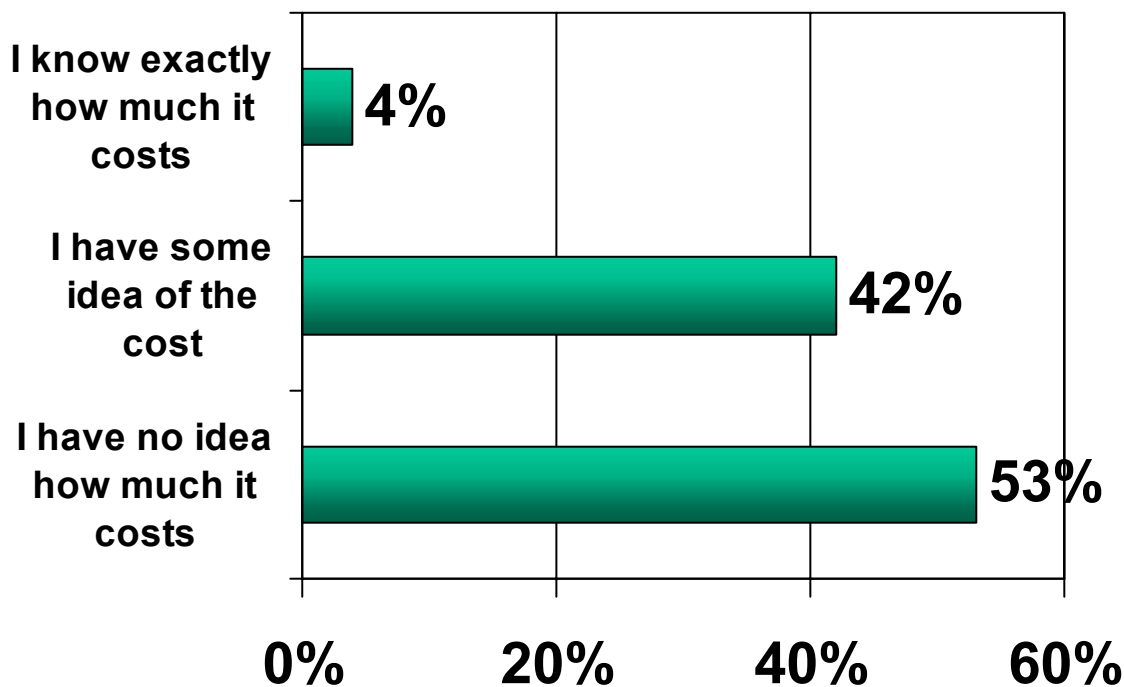
Mobile Costs

Average monthly mobile costs?



Call Cost Awareness

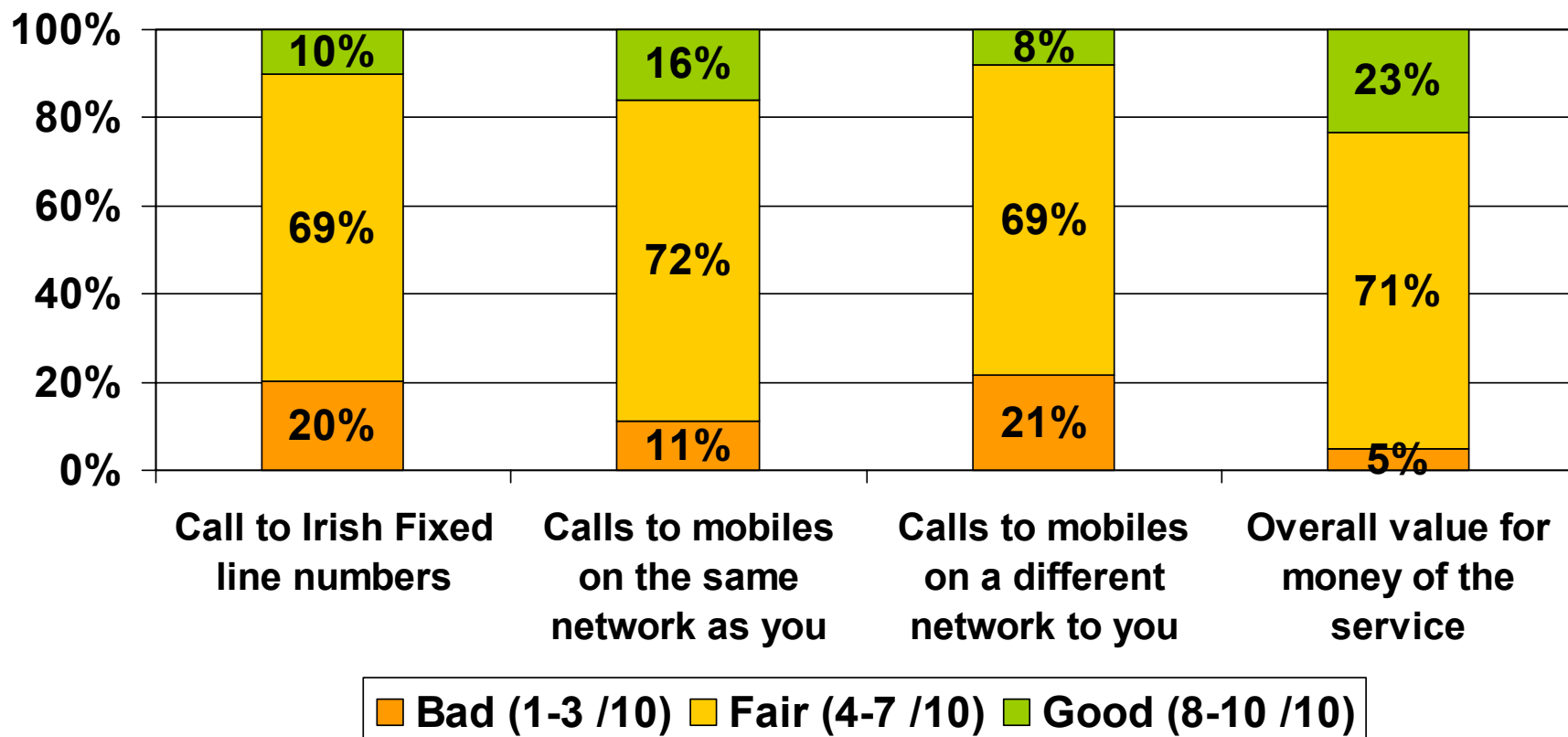
Do you think you know how much it costs to make a call from a landline to a mobile phone during peak times on a weekday?



- Over half of Irish adults (53%) say they have no idea of the cost of making a peak time call from a landline to a mobile.
- When asked directly how much they thought it cost to call a mobile phone from a landline phone during peak periods on a week day the average amount cited was 40c per minute - significantly higher than the actual cost of such a call
- Among those who said they knew exactly how much it cost, the average amount cited was 49c

Value for Money Ratings

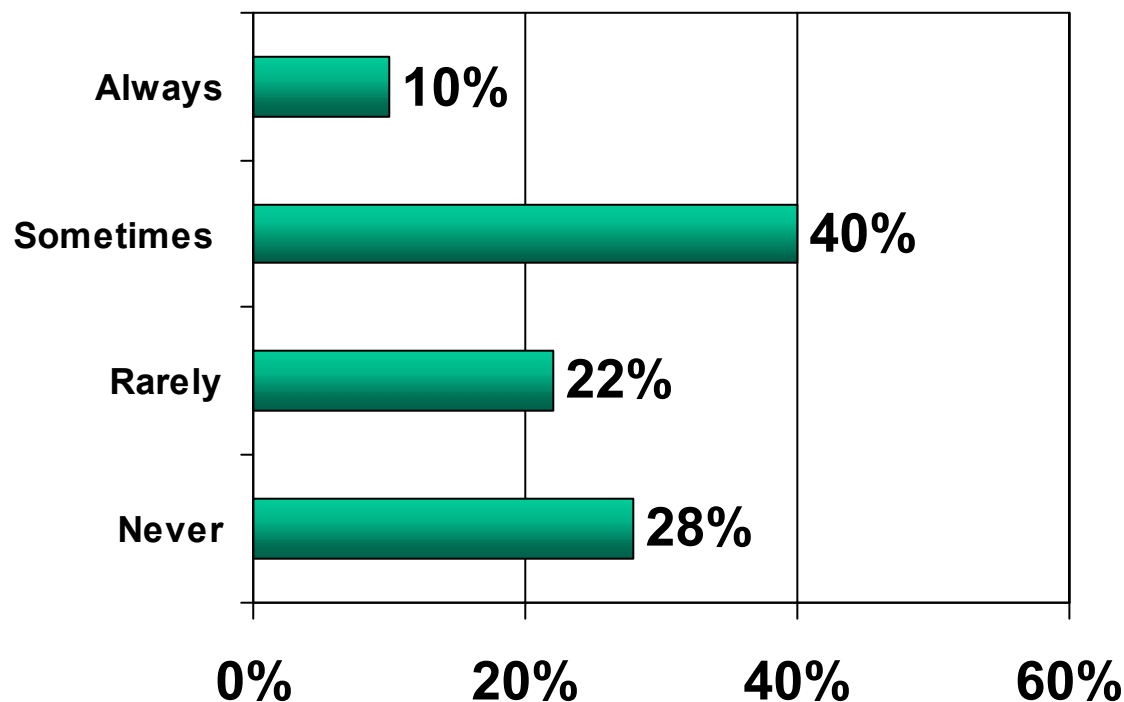
How would you score your mobile phone service provider on the following...



Base: Fixed & Mobile users (n=666)

Concern for Caller Charges

Thinking about all the calls you receive on your mobile phone, are you ever concerned about the cost of the call to the caller?



- Combined, 50% of Irish adults who have both a fixed line phone and a mobile are always/sometimes concerned
- Concern was highest among those aged 50+
- Students and those aged 15-24 were least likely to be concerned about the costs to the caller

Communication Preferences

Short Communication Preferences

| If you needed to communicate for 2 MINUTES with a friend or family member who owns a mobile phone during the day on a weekday, how would you usually contact them? | % |
|---|------------|
| Call their mobile from your mobile | 36% |
| Call their landline from a landline | 26% |
| Send them a text message | 18% |
| Call their mobile from a landline | 15% |
| Call their landline from your mobile | 2% |
| Call them and ask them to call you back | 0% |
| Email them | 0% |
| Don't know | 4% |

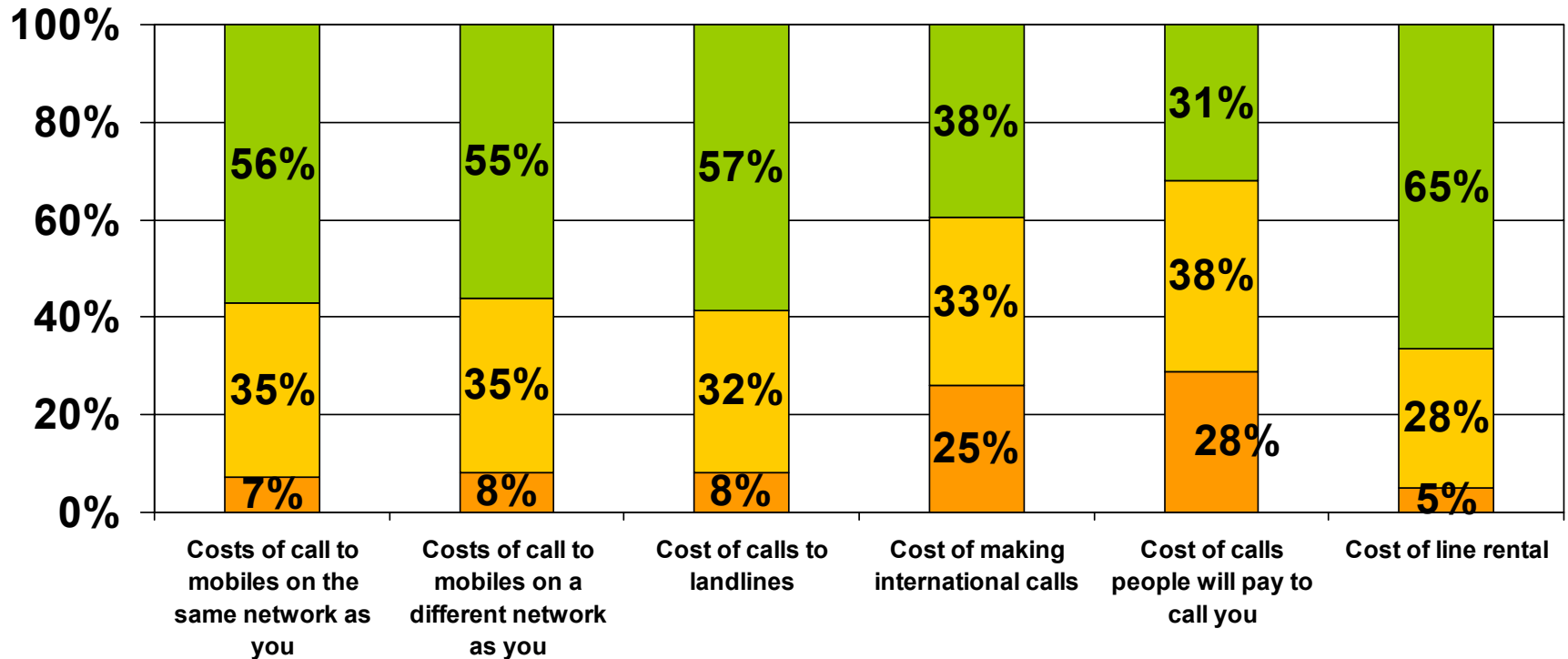
Longer Communication Preferences

| If you needed to communicate for 5 MINUTES with a friend or family member who owns a mobile phone during the day on a weekday, how would you usually contact them? | % |
|---|------------|
| Call their landline from a landline | 37% |
| Call their mobile from your mobile | 26% |
| Call their mobile from a landline | 17% |
| Send them a text message | 12% |
| Call their landline from your mobile | 2% |
| Call them and ask them to call you back | 2% |
| Email them | 0% |
| Don't know | 3% |

What Influences Network Choice?

Drivers of Mobile Package Choice

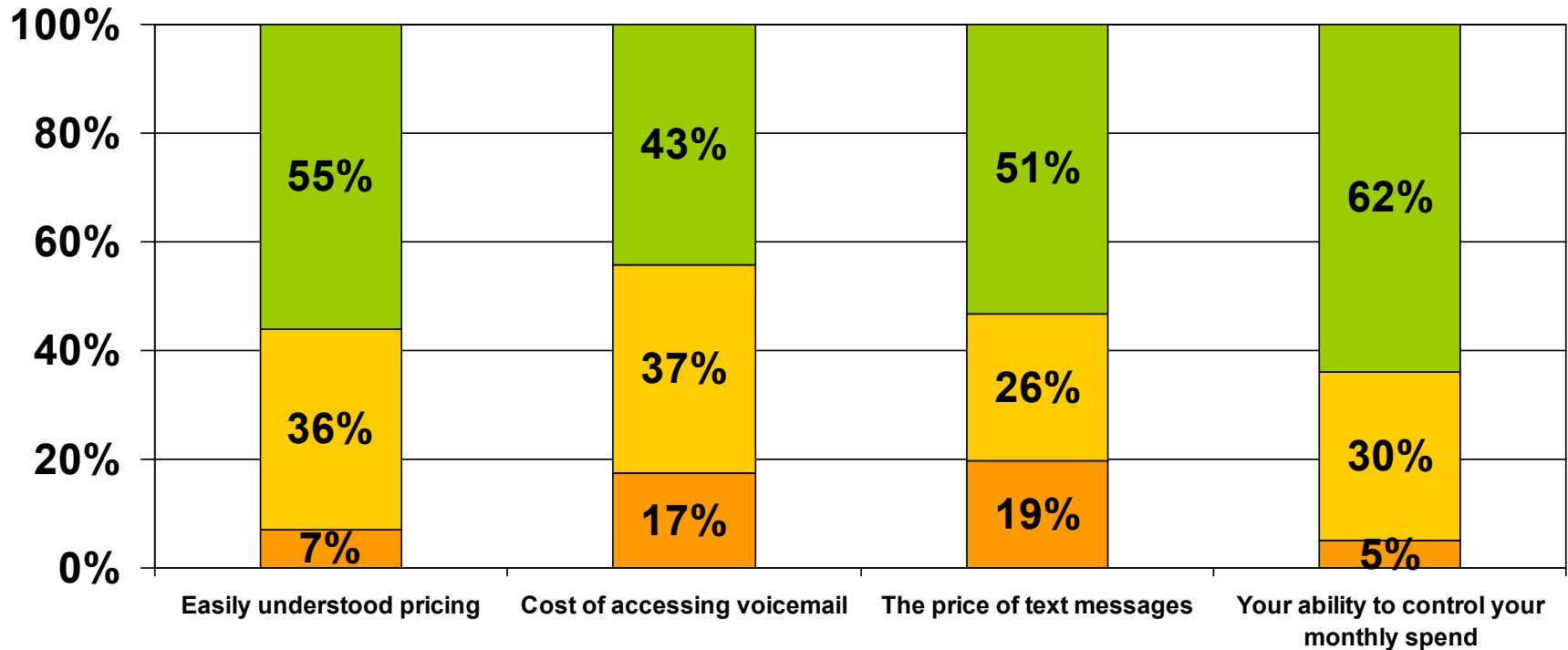
When choosing a mobile phone package, how important do you think the following features are in influencing your decision?



■ Not important (1-3/10) ■ Quite important (4-7/10) ■ Very important (8-10/10)

Drivers of Mobile Package Choice

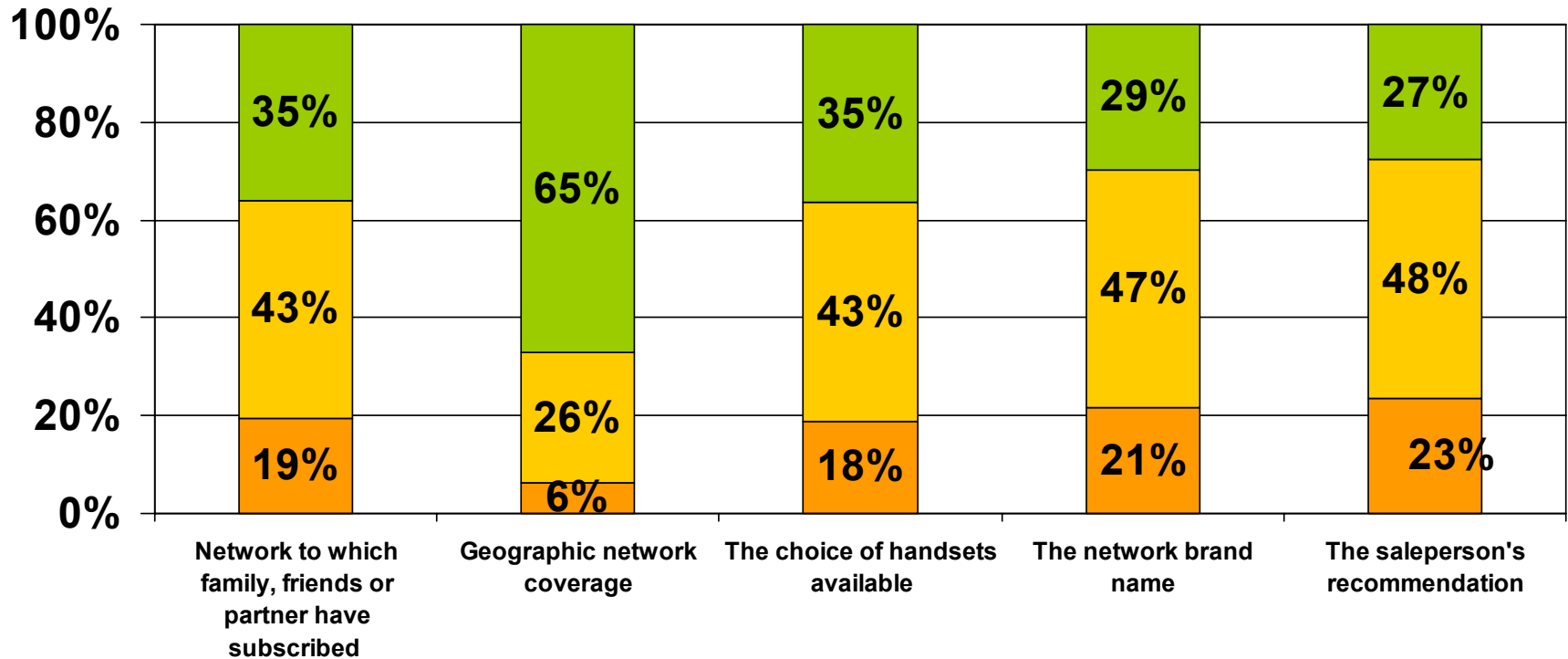
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Drivers of Mobile Package Choice

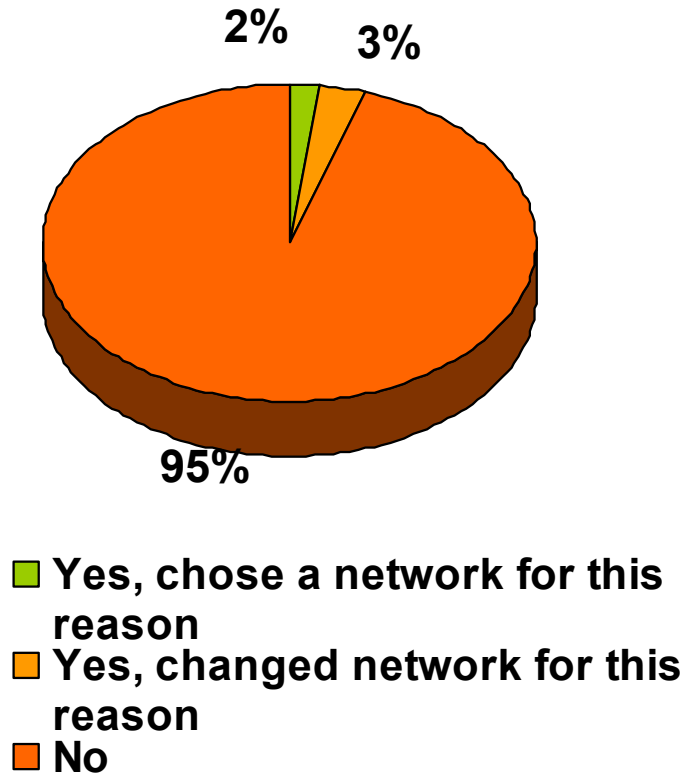
When choosing a mobile phone package, how important do you think the following features are in influencing your decision?



■ Not important (1-3/10) ■ Quite important (4-7/10) ■ Very important (8-10/10)

Changing Network

Have you ever chosen a mobile network or changed to a new network so as to be on the same network as someone you speak to often?



| What was your main reason for doing this? NOTE: Small base of respondents (n=34) | % |
|--|-----|
| To save money on your call charges | 56% |
| Cheaper text messages | 30% |
| Phone a friend for free offer | 27% |
| To save money on call charges others pay to call you | 9% |
| Other | 6% |

Conclusions

Conclusions

- Overall fixed and mobile users appear to have reasonably high awareness levels of the type of calls they are making i.e. whether they are calling a mobile on the same network as them or not
- If the recent introduction of full mobile number portability results in large numbers switching network, this will impact consumers' ability to identify whether they are calling a different network or not
- However, for the most part consumers do not seem to consciously change their call behaviour as a result of calling a mobile on the different network
- Those most aware of call cost differentials are the cost-conscious 15-24 year olds and students
- Consumers do seem to be aware that mobile calls cost more when they are made to a different network as evidenced by the lower value for money ratings, yet it appears to have little impact on their call behaviour
- Similarly only a very small minority of mobile users have switched network or chosen a network so as to be on the same network as someone to speak to often
- The biggest driver of network choice appears to be geographic coverage. Of least importance is the cost to people who are calling the recipient.

Amárach Consulting

37 Northumberland Road

Dublin 2

Tel: 353 1 6605506

Fax: 353 1 6605508

www.amarach.com