



**Media Release- 20th February, 2006**

### **Survey shows consumer awareness of new technologies such as VOIP and 3G is growing**

A survey published by the Commission for Communications Regulation has shown that awareness among consumers of new technologies such as Voice over Internet Protocol and 3G mobile phone technology is continuing to rise.

The figures are included in ComReg's latest Trends Survey of the telecommunications sector. This survey of over 1,000 people, aged between 15 and 74, is carried out by Amárach Consulting on behalf of ComReg.

The survey also identified that an estimated 10% of people who had taken up Broadband switched back to narrowband services. This reflects industry experience particularly following an extended period when consumers were availing of offers of free trials for Broadband.

The following are the main highlights of the survey:

- 60% of mobile users are aware of 3G, with 18% of mobile users claiming they are likely to subscribe to a 3G service in the near future.
- 35% of internet users are aware of Voice over Internet Protocol (VoIP) telephone services.
- 89% of mobile users continue to subscribe to a service offered by either Vodafone or O2.
- 42% of respondents currently use the internet for personal use from any location – such as the home, cyber cafes and libraries etc. Broadband users are typically more likely to use the internet more often than narrowband users.

The full survey information in relation to the residential sector's use and experience of a range of telecommunications services is available on the ComReg website.

**ENDS**

**Issued By**

**Tom Butler**

**Public Affairs Manager, ComReg**

**Ph: 01 804 9639**

**Mobile: 087 2536358**

**tom.butler@comreg.ie**