



An Coimisiún um
Rialáil Cumarsáide
Commission for
Communications Regulation

The Economic and Societal Impacts of Network Incidents

Consumer Survey

Consumer Survey

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An Coimisiún um Rialáil Cumarsáide
Commission for Communications Regulation

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Commission for
Communications Regulation

Economic & Social Impact of Network Incidents Survey

Prepared for:
ComReg



RESEARCH
& INSIGHT



A hand holding a glowing globe with a network overlay, set against a sunset background. The globe is surrounded by a network of white lines and dots, with a bright light source behind it. The background is a warm, orange and yellow sunset sky with some lens flare effects.

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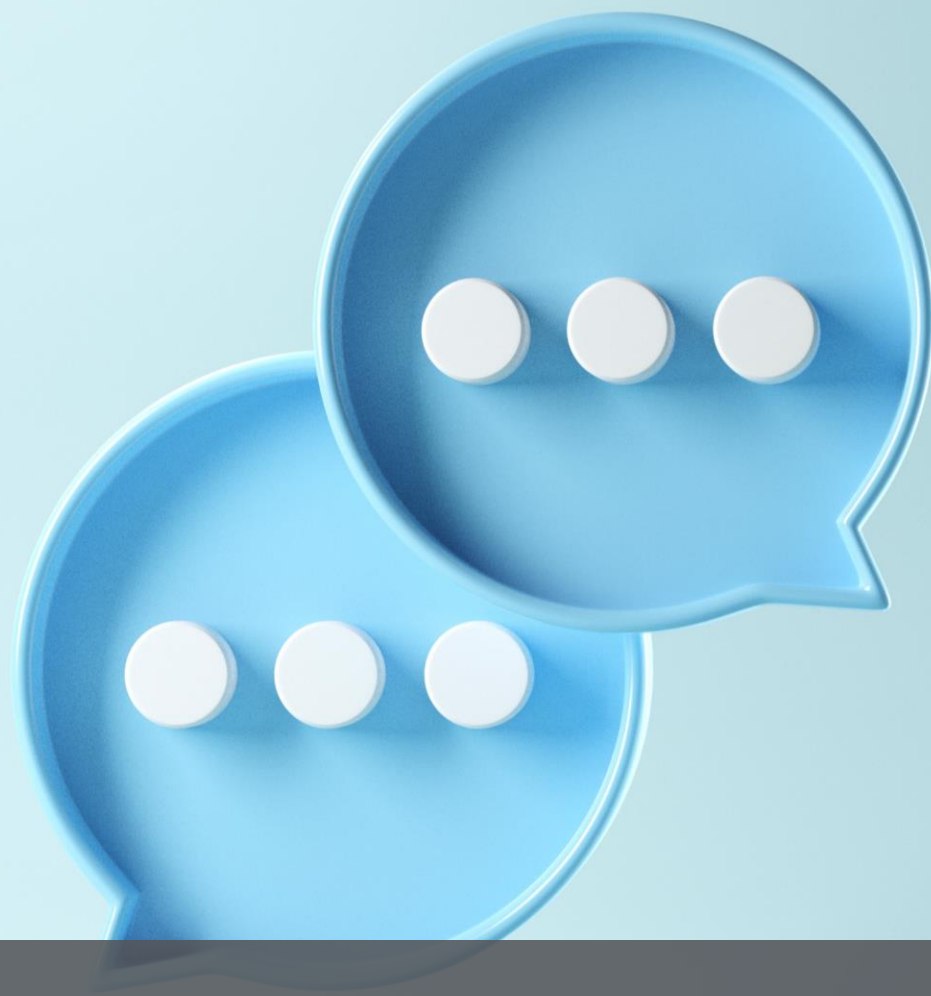


Introduction

Methodology

- The agreed questionnaire was included on one wave of the Behaviour & Attitudes online barometer survey. This survey is administered online to a sample of 1,826 adults.
- To ensure strong representation across both urban and rural areas, sampling focused on LEAs rather than just county basis, with all LEAs being represented.
- For the final weighting process, we applied weights for all adults aged 18+ years in terms of gender, age, socio-economic status, and urban vs rural. In addition, we focused on Constituency level for the final layer of regional weighting, as this was the most robust.
- Online fieldwork on the project was undertaken between 12th April and 14th May 2022.
- The objectives of this research are:
 - To provide an understanding of consumer experiences regarding network outages of broadband services
 - To identify the key services accessed by consumers through broadband
 - To identify any alternatives in services when an outage is experienced e.g mobile hotspots

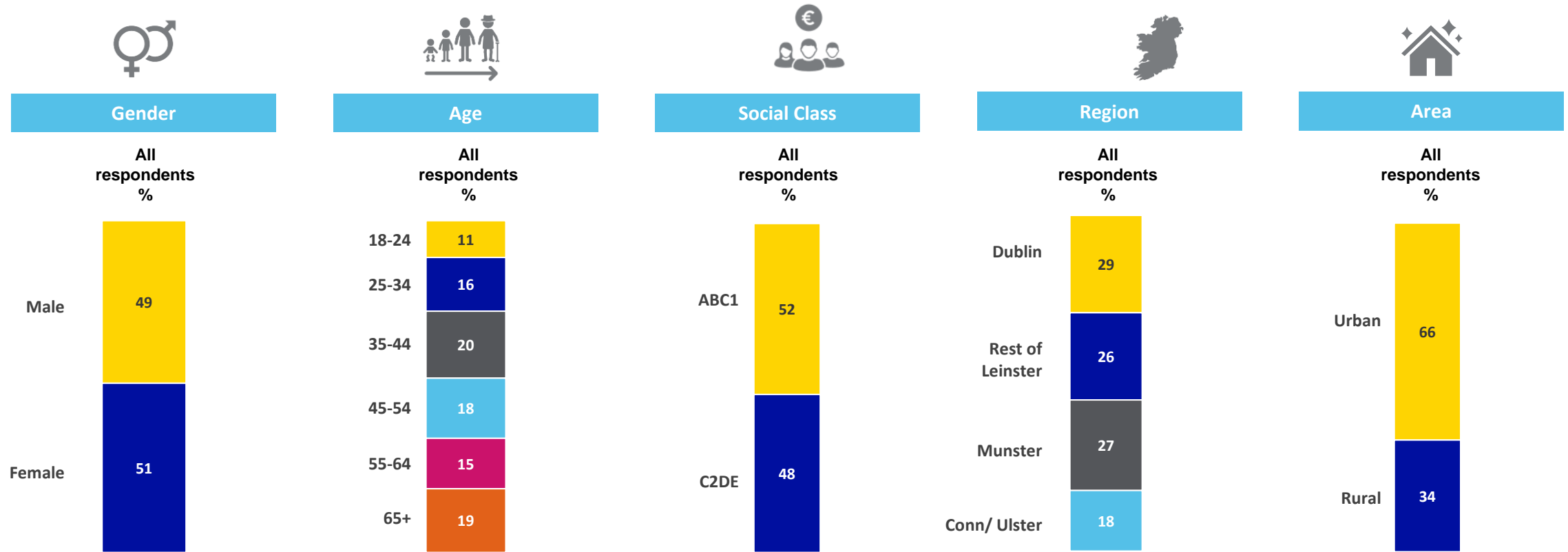




Profile of sample

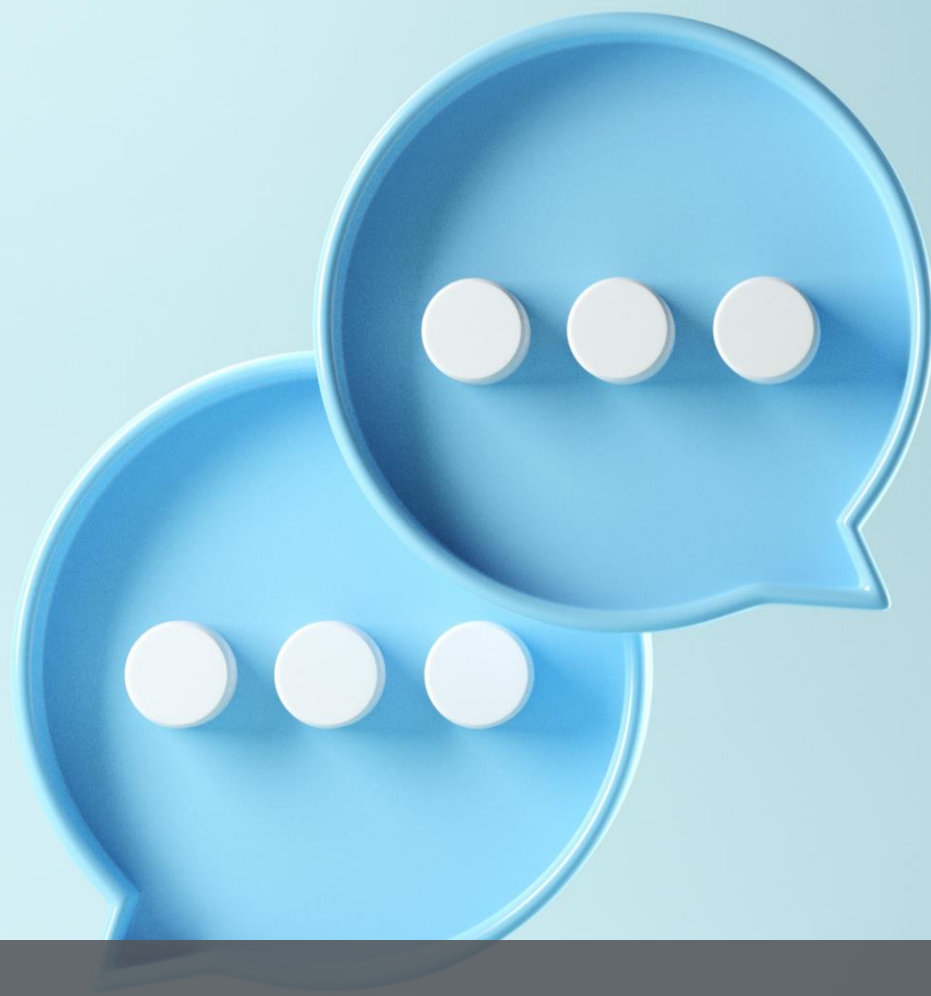
Sample Profile

Base: All respondents aged 16+ - 1,826





The Findings



Services Used

Type of Internet connection(s) at home



Base: All Adults 18+ n=1,826



Primary Internet Connection



Any Internet Connection

5% have multiple connections

Fibre (High speed broadband provided by fibre))



Cable (Broadband provided via a TV cable network. Predominantly available in urban areas. e.g. Virgin Media)



Mobile Broadband (Broadband provided over a mobile network using a sim card that is inserted into a dongle/modem/router but which stays in my house)



More likely to be primary amongst smaller households 21% amongst one person (aged 12+) households

DSL/Copper (Broadband provided via a telephone line. Maximum download speed approximately 21 Mbps)



FWA (Broadband provided using wireless signals from a nearby mast to a fixed aerial on my house, such as provided by Digiweb, Imagine)



Satellite (Broadband provided via satellite using an external antenna e.g. BigBlu, Digiweb, Irish Satellite Broadband, Konnect, Rural Wifi, Starlink)



Fibre is the predominant connection with over half using this as their primary internet connection while almost a quarter have cable as their main connection.

Q.5 Which type of Internet connection(s) do you have at home?
Q5a/Q5 Primary - And which would be the primary internet connection for your home?



Primary Internet Connection at Home x Region

Base: All Adults 18+ n=1,826



	Total	Region					Area	
		Dublin	Outside Dublin	RoL	Munster	Conn/Uls	Urban	Rural
UNWTD	1826	431	1395	485	515	395	1038	788
	%	%	%	%	%	%	%	%
Fibre (High speed broadband provided by fibre)	52	35	60	60	58	62	49	59
Cable (Broadband provided via a TV cable network. Predominantly available in urban areas. e.g. Virgin Media)	23	54	10	11	11	6	34	2
Mobile Broadband (Broadband provided over a mobile network using a sim card that is inserted into a dongle/modem/router but which stays in my house)	12	6	15	15	14	16	9	19
DSL/Copper (Broadband provided via a telephone line. Maximum download speed approximately 21 Mbps)	6	3	7	5	9	7	5	8
FWA (Broadband provided using wireless signals from a nearby mast to a fixed aerial on my house, such as provided by Digiweb, Imagine)	5	1	6	7	6	6	3	9
Satellite (Broadband provided via satellite using an external antenna e.g. BigBlu, Digiweb, Irish Satellite Broadband, Konnect, Rural Wifi, Starlink)	2	0	2	1	2	3	1	3

Clear geographical divisions in internet connections, with cable much more popular in Dublin and urban areas, whereas fibre is much less popular in Dublin. Mobile broadband is much more popular in rural areas also.

Primary internet connection supplier at home

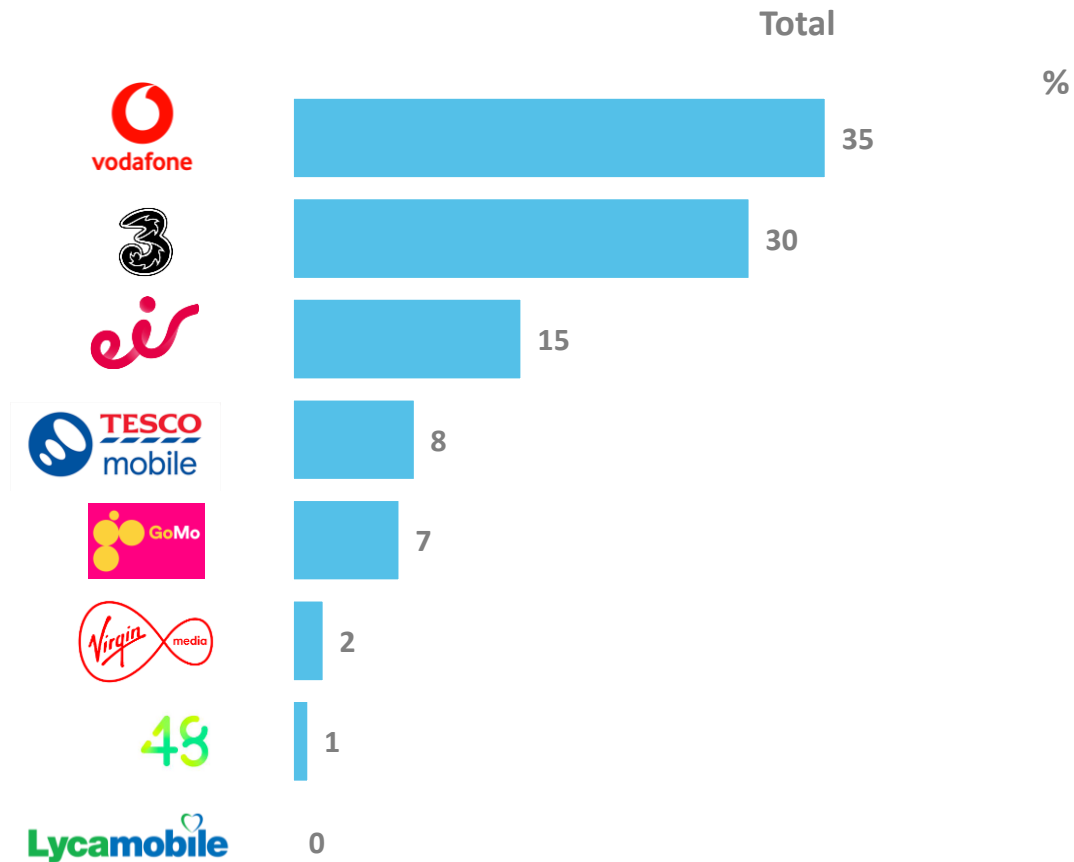
Base: All adults 18+ n=1,826



	Total	Region					Area		Social		Primary						Exp. network outage last 12 months on BB		Contacted broadband provider - outage last 12 months	
		Dublin	Outside Dublin	RoL	Munster	Conn/Uls	Urban	Rural	ABC1F	C2DE	Cable	Fibre	FWA	Satellite	DSL/Copper	Mobile Broadband	Yes	No	Yes	No
UNWTD	1826	431	1395	485	515	395	1038	788	998	828	301	819	155	54	90	391	942	884	492	450
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
eir or Eircom	27	18	30	27	33	31	23	34	25	28	-	39	-	-	100	2	26	27	26	26
Virgin Media (Previously UPC or NTL)	23	54	10	11	11	6	33	2	25	20	100	-	-	-	-	-	21	25	19	22
Vodafone at Home	17	10	20	19	21	20	18	16	16	18	-	30	-	-	-	12	17	18	18	16
Sky Broadband	14	11	15	17	13	14	13	15	14	13	-	25	-	-	-	3	14	13	14	14
Three MBB	6	1	7	7	7	8	3	11	5	7	-	-	-	-	-	45	6	6	4	7
Imagine (Incl. Clearwire/Irish Broadband)	3	0	4	3	3	4	1	5	2	3	-	-	47	20	-	-	4	1	4	3
Digiweb	2	1	2	3	1	1	2	1	2	2	-	-	22	41	-	-	2	2	3	1
Pure	2	0	3	4	2	3	2	3	2	3	-	4	-	-	-	-	3	2	3	2
EIR MBB	2	1	2	2	2	3	2	3	2	2	-	-	-	-	0	17	2	2	3	2
Vodafone MBB	2	2	3	2	2	3	2	3	3	2	-	-	-	-	-	19	3	2	3	3
Magnet	0	1	-	-	-	-	0	-	0	-	-	0	-	-	-	-	-	0	-	-
IFA Telecom	0	-	0	-	-	2	-	1	1	-	-	1	-	-	-	-	1	-	-	1
Other	3	0	4	3	4	5	1	7	3	3	0	0	31	39	-	1	3	3	4	3

Main mobile phone network provider

Base: All adults 18+ n=1,826



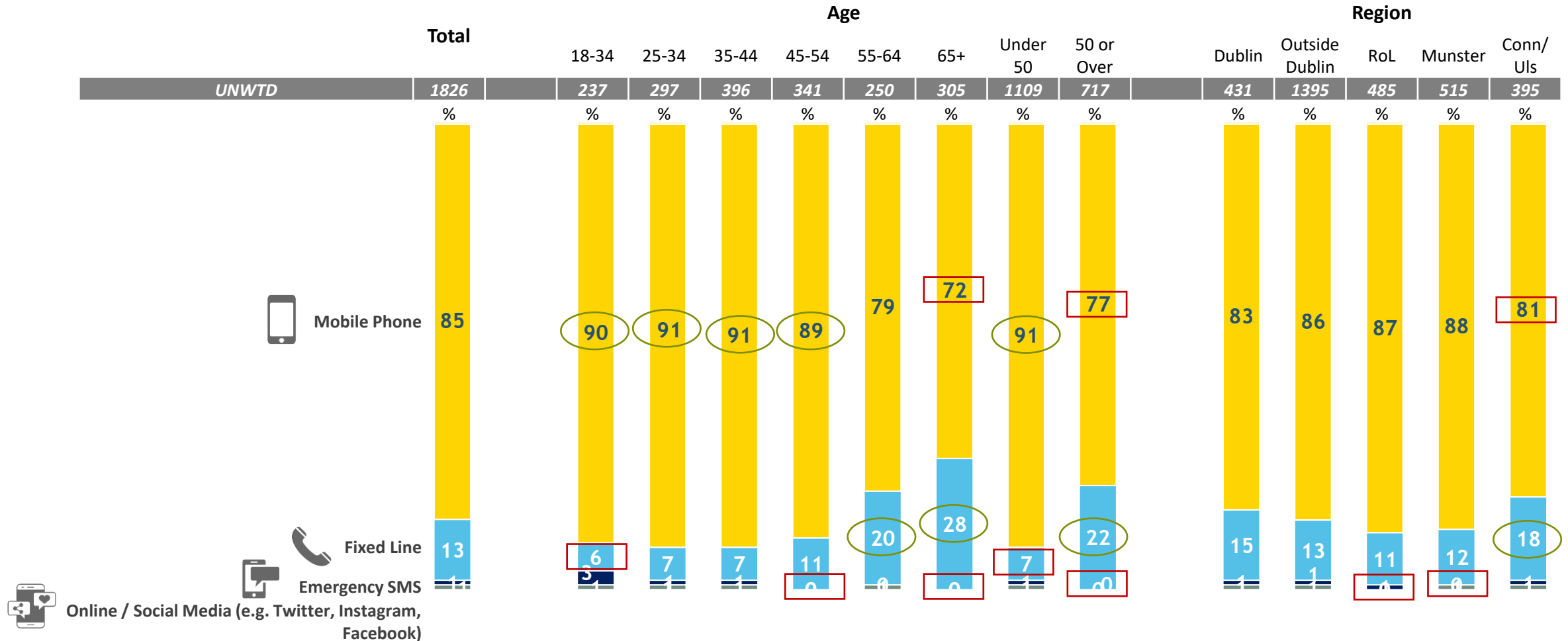
	Region					Exp. Mobile Outage Past 12 months		Contacted mobile provider - outage last 12 months	
	Dublin	Outside Dublin	Rest of Leinster	Munster	Conn/Ulster	Yes	No	Yes	No
	431	1395	485	515	395	754	1072	256	498
	%	%	%	%	%	%	%	%	%
	32	37	34	39	38	34	37	33	34
	35	28	29	25	31	34	28	27	37
	12	16	16	17	13	13	16	17	11
	7	9	10	7	9	9	8	12	7
	7	7	7	8	6	7	7	4	8
	5	2	2	2	0	2	3	3	2
	1	1	1	1	1	1	1	1	1
	1	0	0	0	0	0	1	0	0

Vodafone and Three leading the pack here, with a stronger Vodafone presence in Munster and Connacht, and a stronger Three presence strong in Dublin.

In an indoor emergency and needed to contact the emergency services (e.g. Ambulance, Gardai, Fire Brigade, Coast Guard) platform would use



Base: All Adults 18+ n=1,826

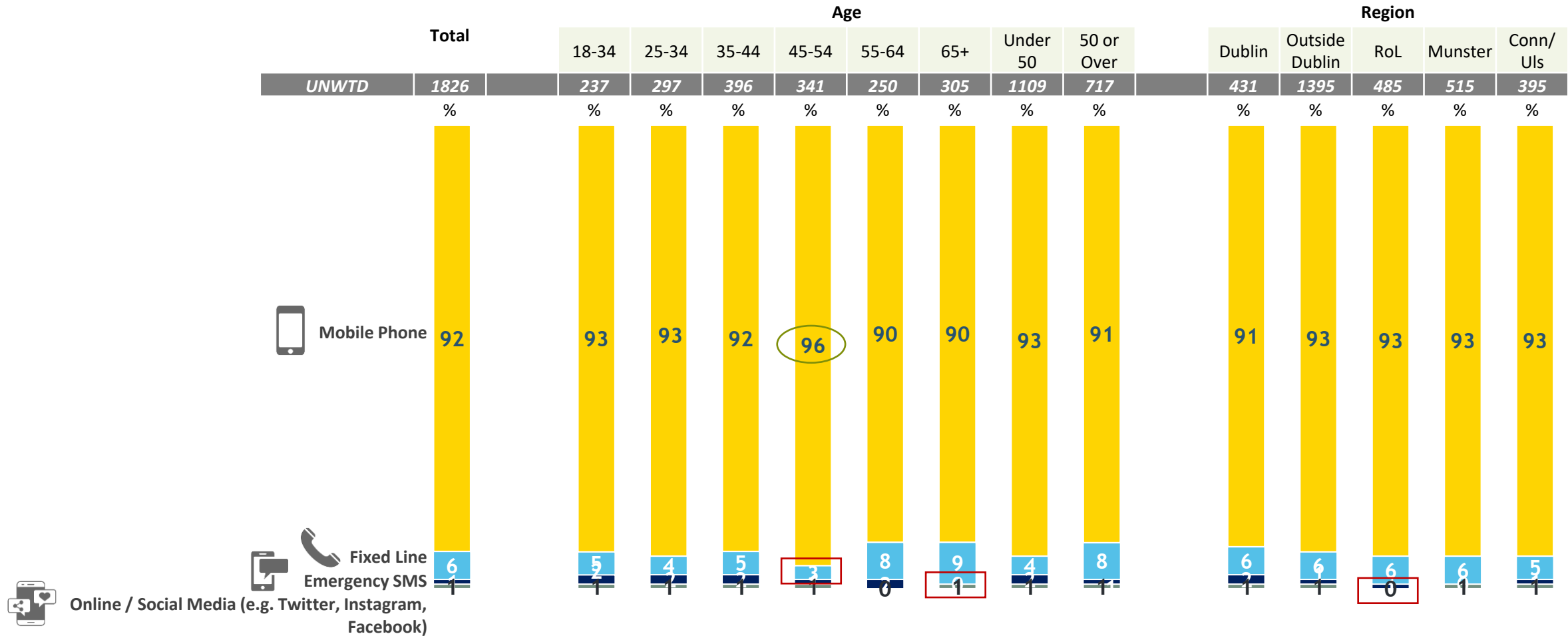


Vast majority of respondents would choose a mobile over any other form of contact. Unsurprisingly, there is some difference in terms of age, with those over 50 much more likely to use a fixed line (though mobile remains the primary choice).

In an outdoor emergency and needed to contact the emergency services (e.g. Ambulance, Gardai, Fire Brigade, Coast Guard) platform would use



Base: All Adults 18+ n=1,826



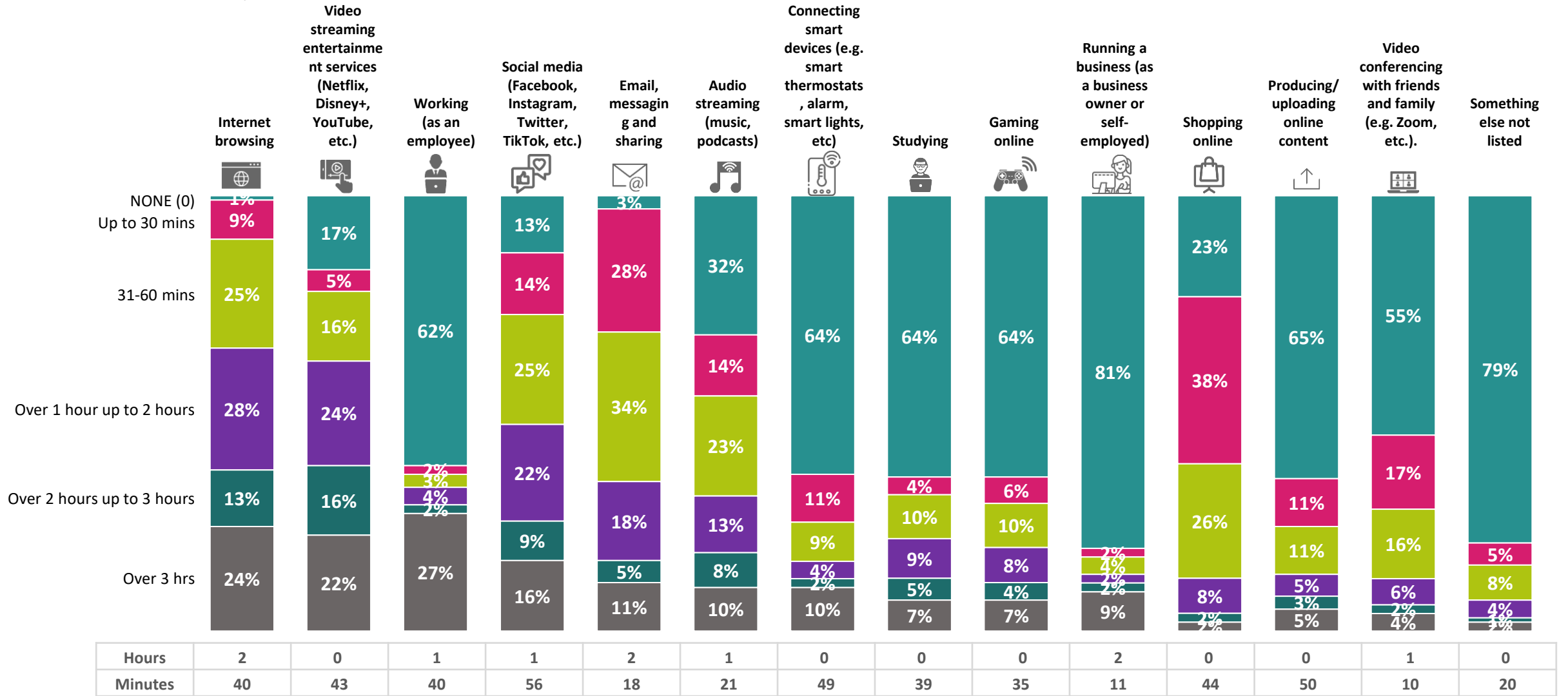
Growing reliance on mobile across the board once outdoors, which is steady across age and region.



Average daily time usage x activity



Base: All adults 18+ n=1,826

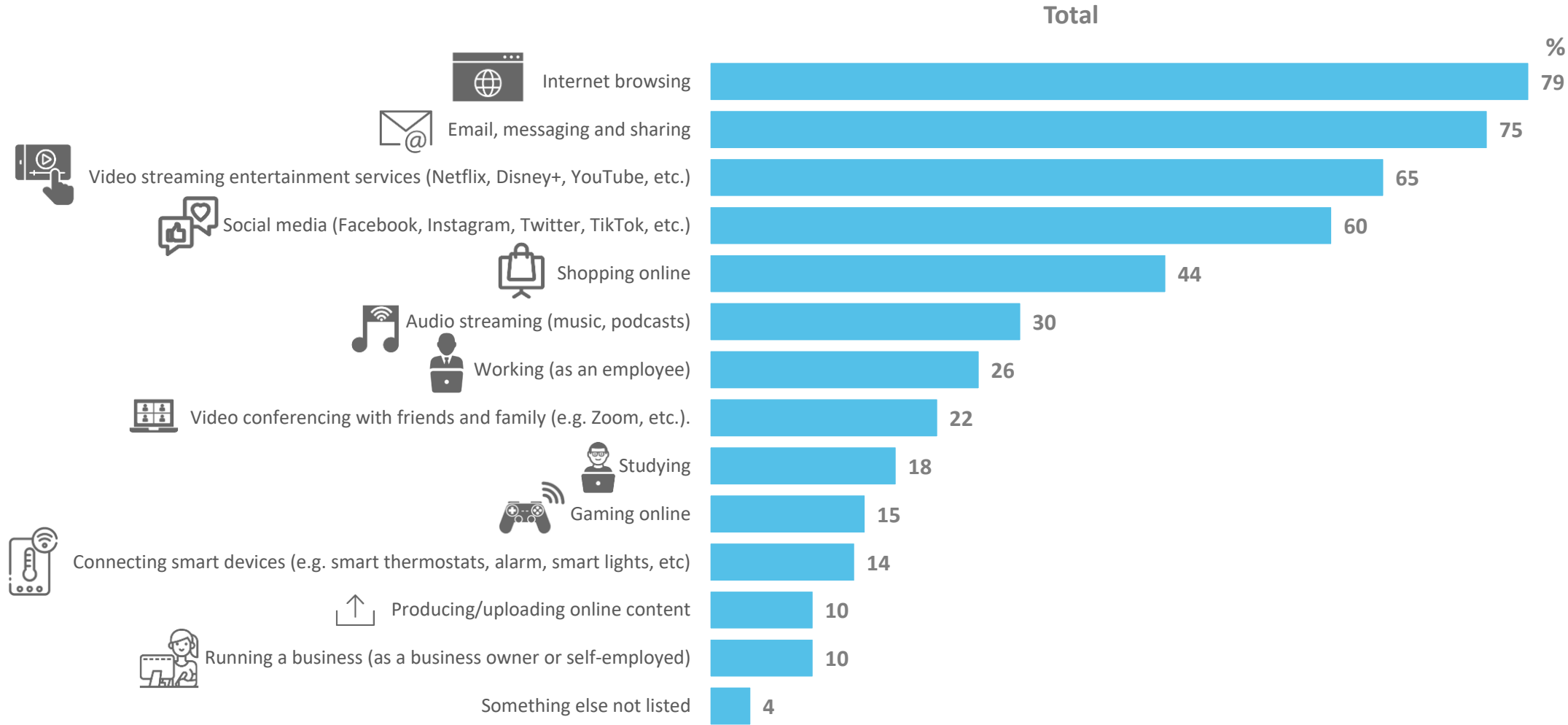


Uses of internet connection are wide ranging, with some slightly more niche areas such as running a business and working as an employee taking up a great deal of time. General browsing is the most time consuming, following by emailing and messaging.

Importance of activities that home broadband is use for : Any Top 5



Base: All adults 18+ n=1,826



BB is vital for so many reasons in the home now, with various tasks being carried out in the home, while the entertainment aspect cannot be understated with 2 in 3 noting the importance of streaming and 3 in 5 highlighting social media usage as vital.

Importance of activities that home broadband is use for : Any Top 5

Base: All adults 18+ n=1,826



	Total	Age								Region		Area		Social Class		No. Aged 12+ household				Exp. network outage last 12 months on BB		Cont. Broadband provider - outage last 12 months	
		18-34	25-34	35-44	45-54	55-64	65+	Under 50	50 or Over	Dublin	Outside Dublin	Urban	Rural	ABC1F	C2DE	1	2	3-4	5+	Yes	No	Yes	No
UNWTD	1826	237	297	396	341	250	305	1109	717	431	1395	1038	788	998	828	284	796	595	151	942	884	492	450
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Internet browsing	79	65	68	73	85	87	91	72	88	77	80	78	81	75	83	81	82	74	75	77	81	73	82
Email, messaging and sharing	75	54	64	64	78	89	93	64	89	74	75	72	81	70	80	81	76	72	69	71	79	67	75
Video streaming entertainment services (Netflix, Disney+, YouTube, etc.)	65	70	79	78	65	57	43	74	52	64	65	66	63	68	62	60	62	71	66	65	66	64	65
Social media (Facebook, Instagram, Twitter, TikTok, etc.)	60	78	58	60	60	54	55	63	55	56	62	60	60	57	63	58	57	63	67	60	60	57	64
Shopping online	44	37	42	46	47	43	43	44	44	36	47	41	49	39	48	43	47	39	45	44	43	41	48
Audio streaming (music, podcasts)	30	43	44	31	31	18	18	37	20	34	28	32	25	31	29	25	29	33	33	29	31	27	32
Working (as an employee)	26	21	35	41	31	21	6	33	16	34	23	28	23	40	11	20	27	29	20	30	22	33	28
Video conferencing with friends and family (e.g. Zoom, etc.).	22	15	18	22	17	25	33	19	27	26	21	22	22	21	24	27	21	24	13	23	22	26	19
Studying	18	52	16	10	21	11	10	23	12	20	17	19	17	21	15	14	13	22	41	23	13	22	23
Gaming online	15	31	17	18	15	10	6	20	9	15	15	17	12	15	16	12	12	19	26	17	13	22	12
Connecting smart devices (e.g. smart thermostats, alarm, smart lights, etc)	14	6	14	15	13	17	14	13	15	13	14	14	12	13	14	12	15	13	13	13	15	16	8
Producing/uploading online content	10	5	9	9	7	9	17	8	12	7	11	9	10	9	10	11	10	10	5	12	8	13	10
Running a business (as a business owner or self-employed)	10	5	13	10	10	12	9	9	10	11	10	10	10	13	7	10	9	10	15	12	8	13	10
Something else not listed	4	0	1	2	3	9	7	1	8	3	4	4	5	2	6	9	4	3	0	4	4	3	5

Basic uses of the internet are more likely to be highlighted as important among older people as they continue to adjust to a growing digital world. Streaming and social media on the other hand are much more likely to be viewed as important among younger cohorts. Again, we see the influence of working from home taking hold in Dublin with Dubliners viewing working within the home as a more important aspect of home BB. It should also be noted that those who cite network issues in the last 12 months are more likely to be working or studying at home.

On average for the rest of 2022, the number of days a week expected to work/study at home using the primary home broadband for all or even part of the day

Base: All adults 18+ n=1,826



For almost half, working/studying within the home is not an option, however 1 in 5 state that they are expecting to work from home 5 days a week. This increases to 31% among those under 35, and a quarter of those from a middle class background. Those in Dublin are more likely to expect a hybrid approach to working/studying.

On average for the of 2022, the number of days a week expected to work/study at home using the primary home broadband for all or even part of the day



Base: All adults 18+ n=1,826



Regardless of whether people have experienced network outages / contacted their BB provider about outages or not, both are expecting to work from home to some extent. This highlights the importance of preventing network interruptions arising.

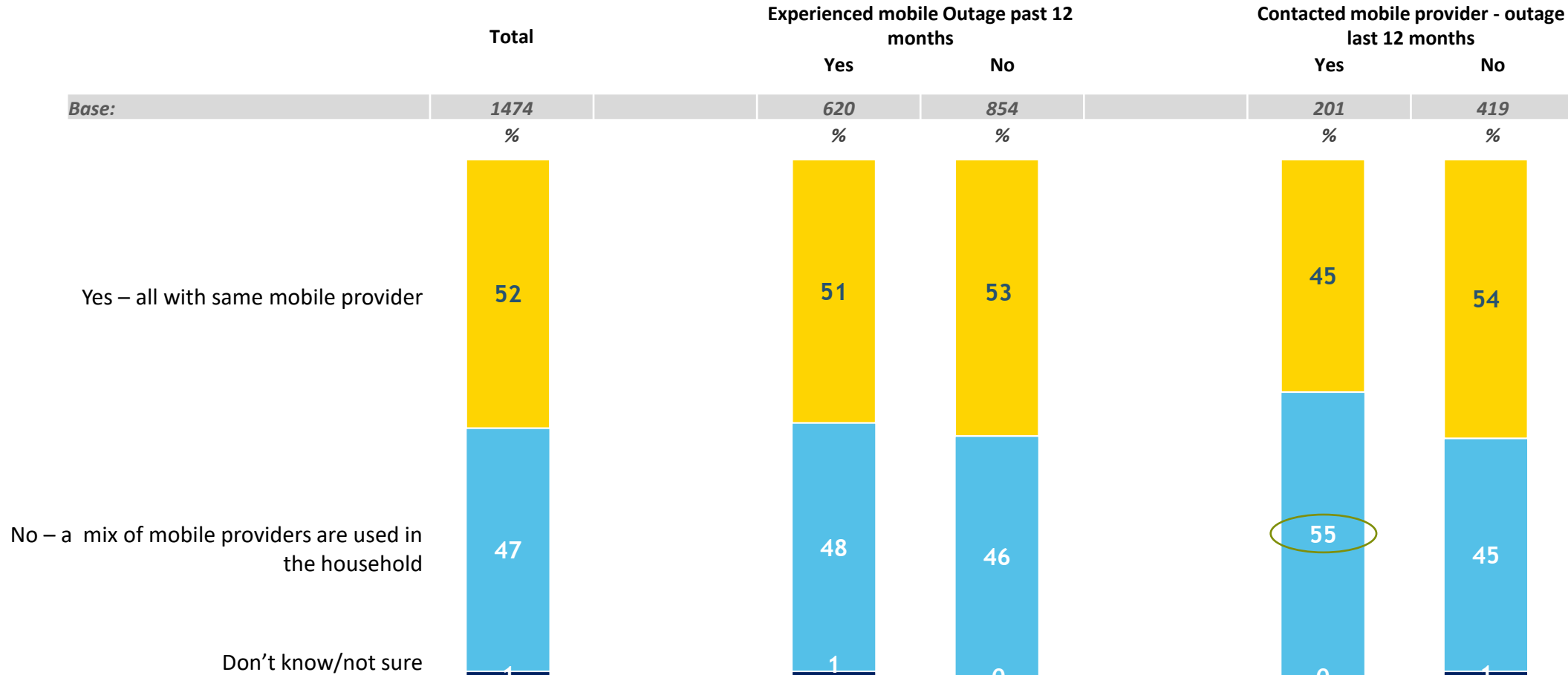


Q.8 On average, for the rest of the year, how many days a week do you expect to work/study at home using your primary home broadband for all or even part of the day?

Incidence of all the members of the household using the same mobile phone provider versus different providers



Base: All with more that 1 person 12+ with mobile 1,474



Mixed approach in terms of providers in the household, with just over half stating all in the household are with the same provider, with the remainder stating there are multiple providers in their household.

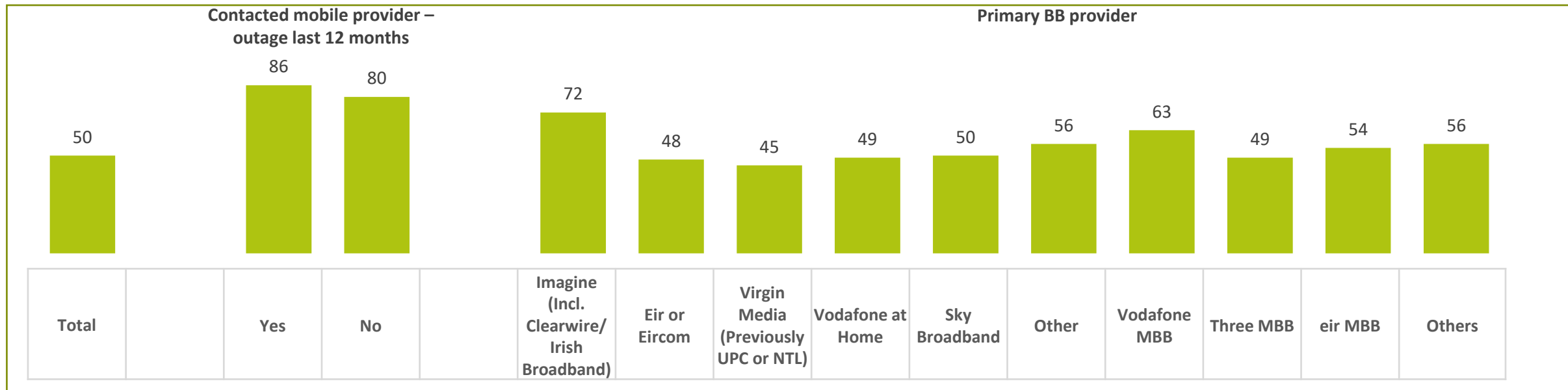
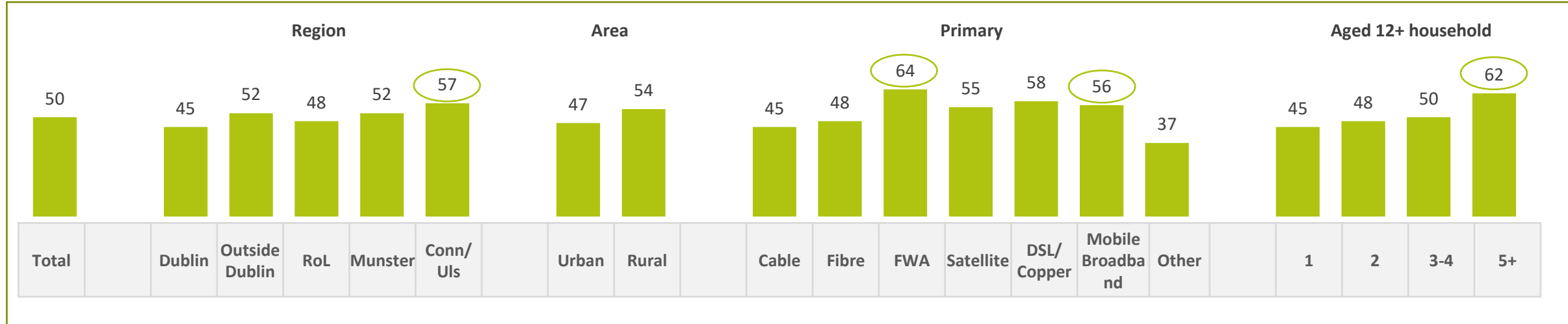


Experiences of Outages

Half have experienced a network outage in the last 12 months on home broadband, with this being much higher among those in Conn/Ulster, those with FWA or mobile BB connections, as well as those with 5+ people in the household.



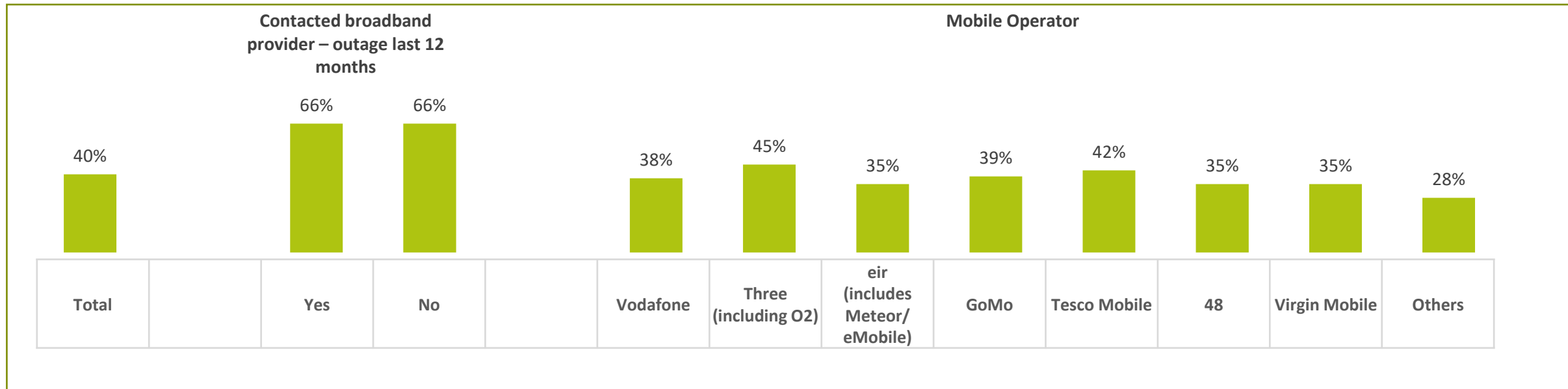
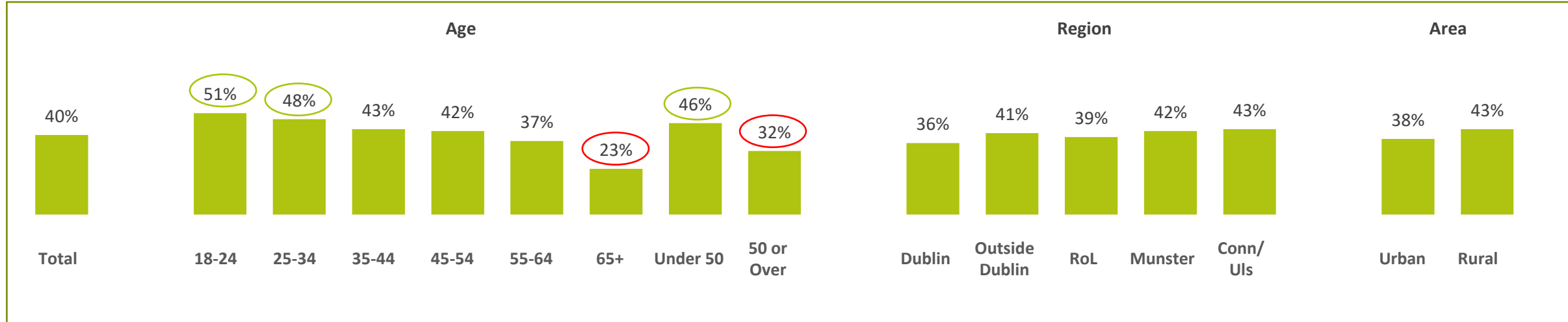
Base: All adults 18+ n=1,826



2 in 5 have experienced a network outage in the last 12 months on mobile phone, which is higher among those under 35, and slightly higher among Three customers. Mobile outages do not appear to be more prolific in rural areas, compared to BB outages.



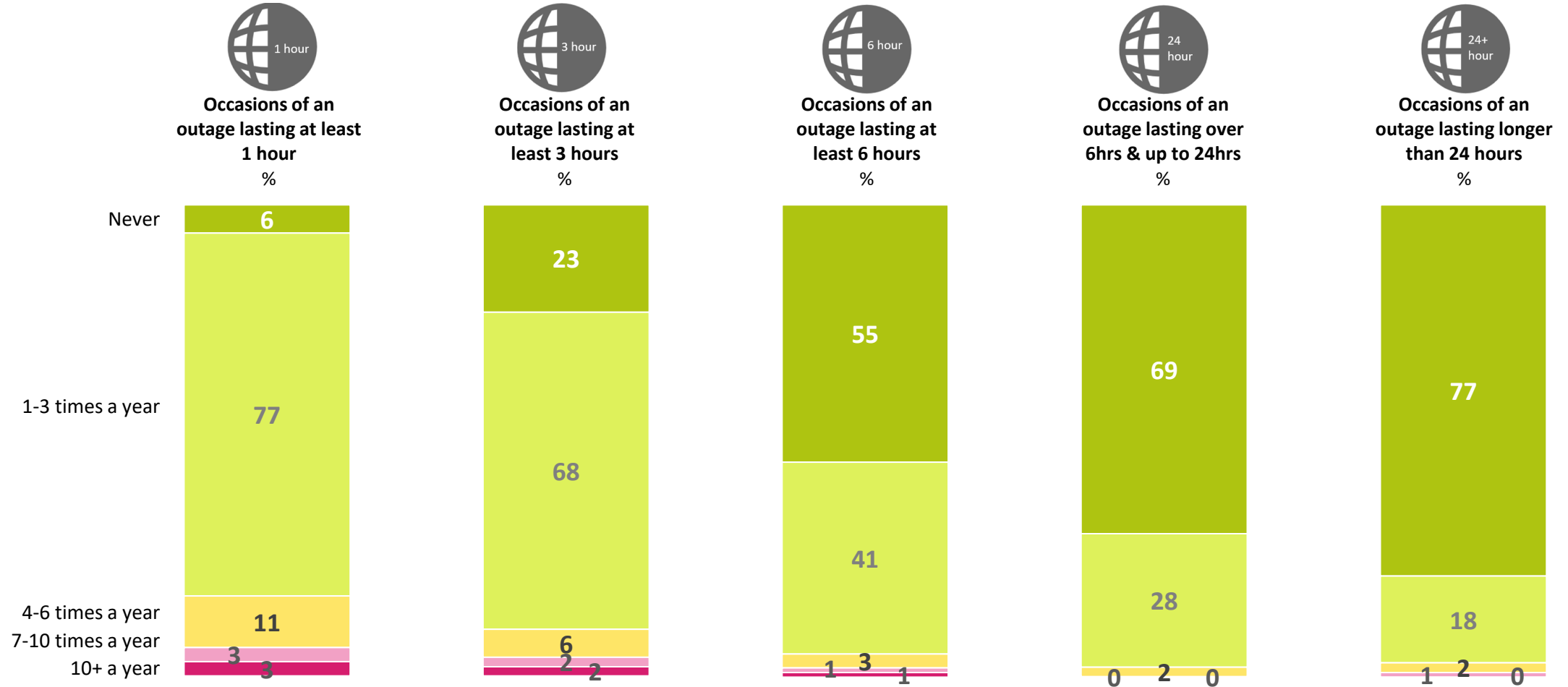
Base: All adults 18+ n=1,826



Number of times experiencing a Broadband outage in the past year and length of outage



Base: All experienced an outage in past year – n=942

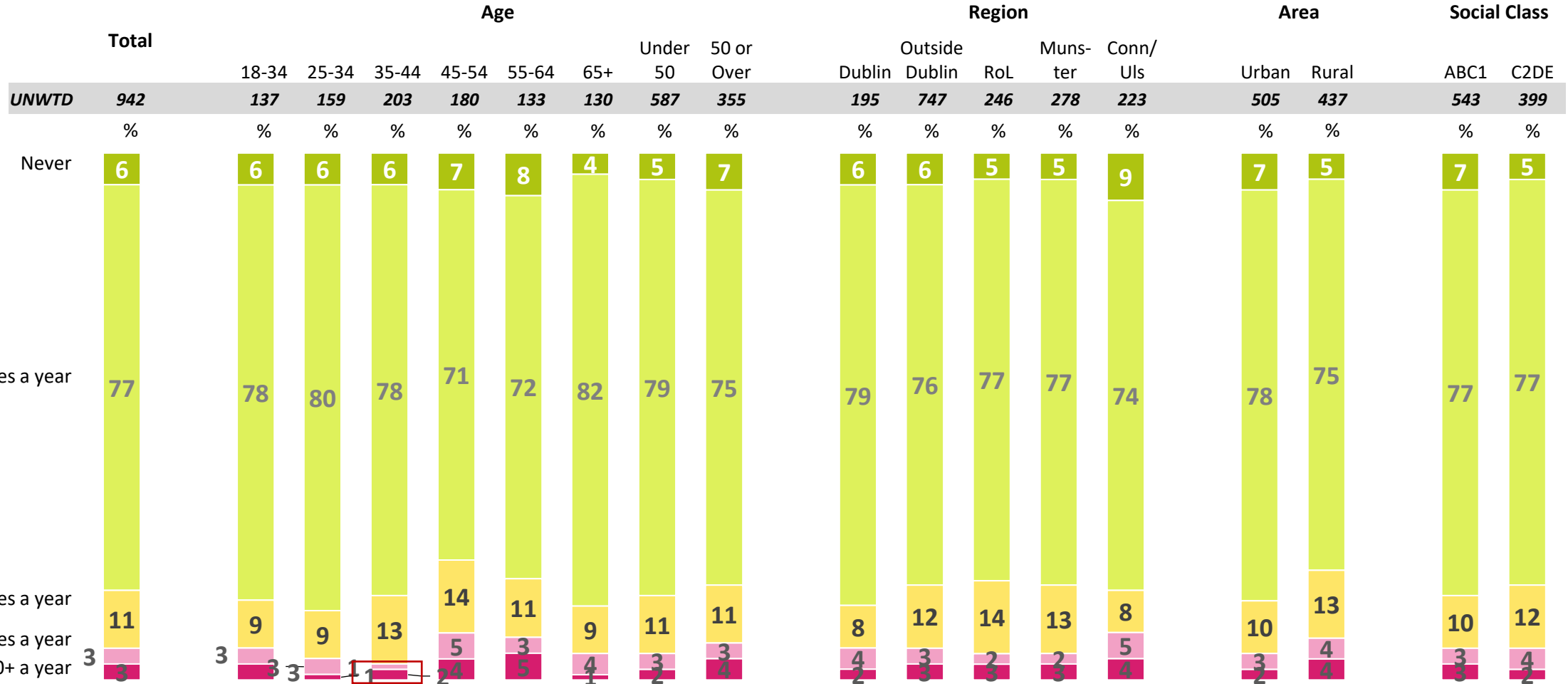


Incidents of longer outages lasting for example at least 6 hours is experienced by 45% of respondents, though the majority of these experience this less than 4 times a year. The longer the outage, the less likely it is that people have experienced this, however just over 1 in 5 have experienced outages lasting longer than 24 hours.

Number of times experiencing a Broadband outage in the past year lasting up to 1 hour



Base: All experienced an outage in past year – n=942

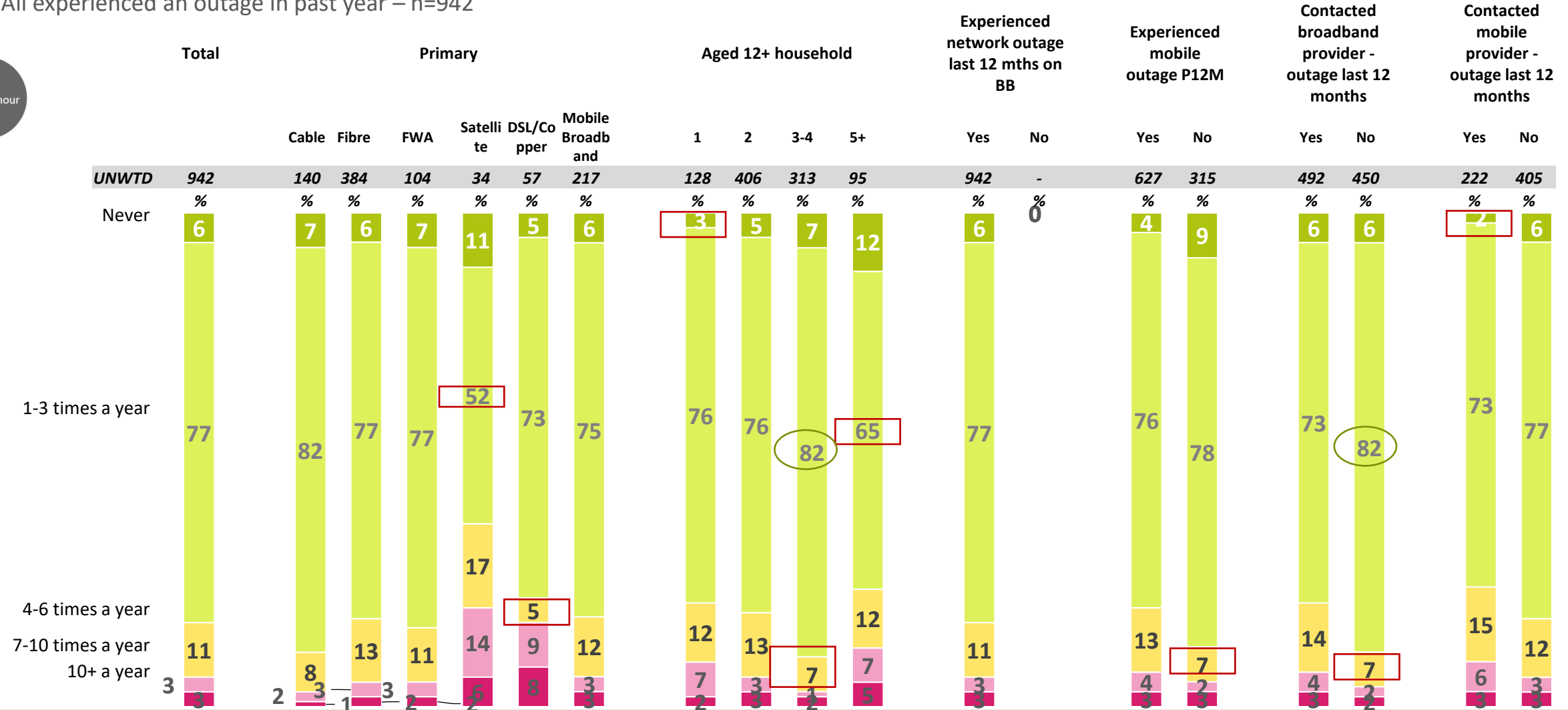


Though there are no significant differences across demographics, there are some directional trends. Outages lasting one hour occur at a slightly more frequent rate among rural cohorts. Those aged 45 to 54 are more likely to experience these outages at a more frequent rate, possibly due to higher likelihood of more people in the household (due to the higher likelihood of families including teens) accessing the internet. Therefore, there is likely more strain on the network.

Number of times experiencing a Broadband outage in the past year lasting up to 1 hour



Base: All experienced an outage in past year – n=942

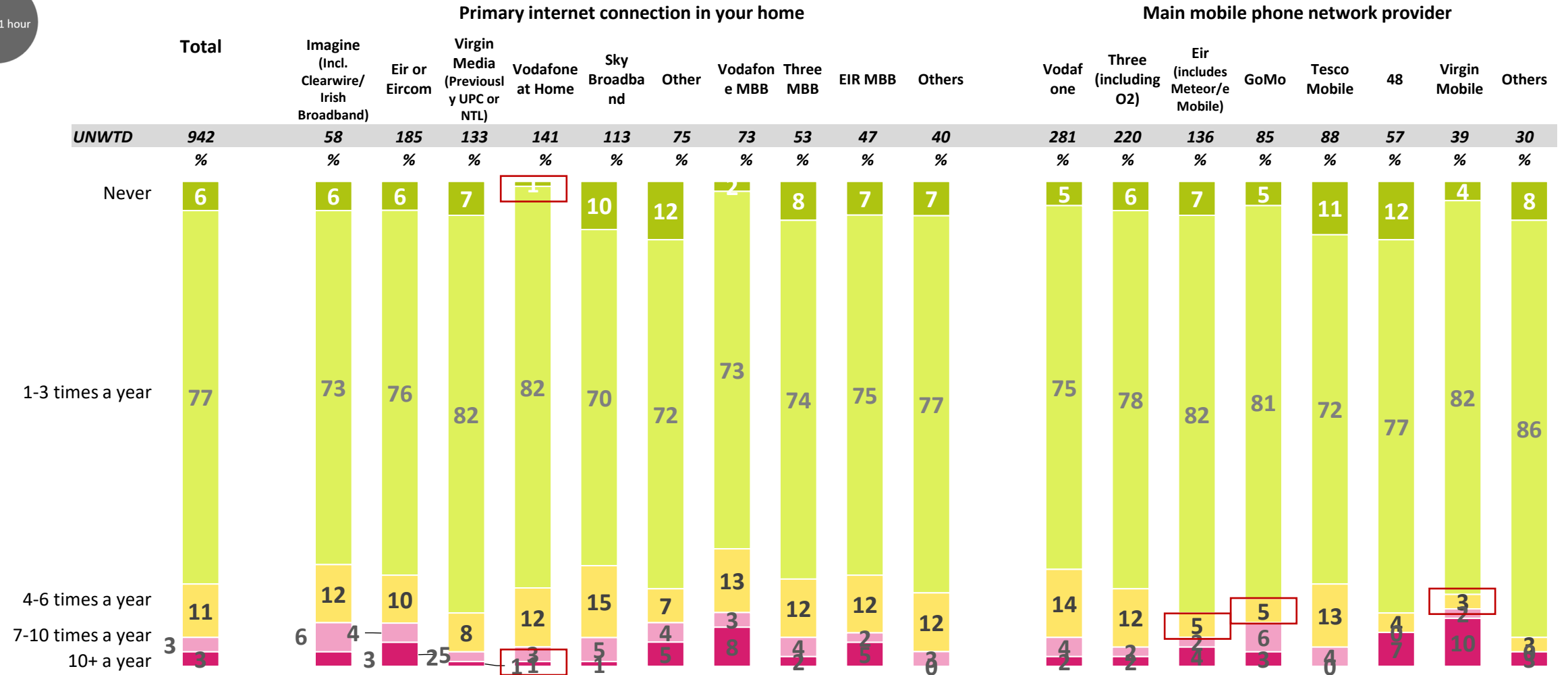


Those with satellite connections are more likely to experience more frequent occurrences of outages. While those who contact their BB provider regarding an outage are more likely to experience more frequent outages in a year.

Number of times experiencing a Broadband outage in the past year lasting up to 1 hour



Base: All experienced an outage in past year – n=942

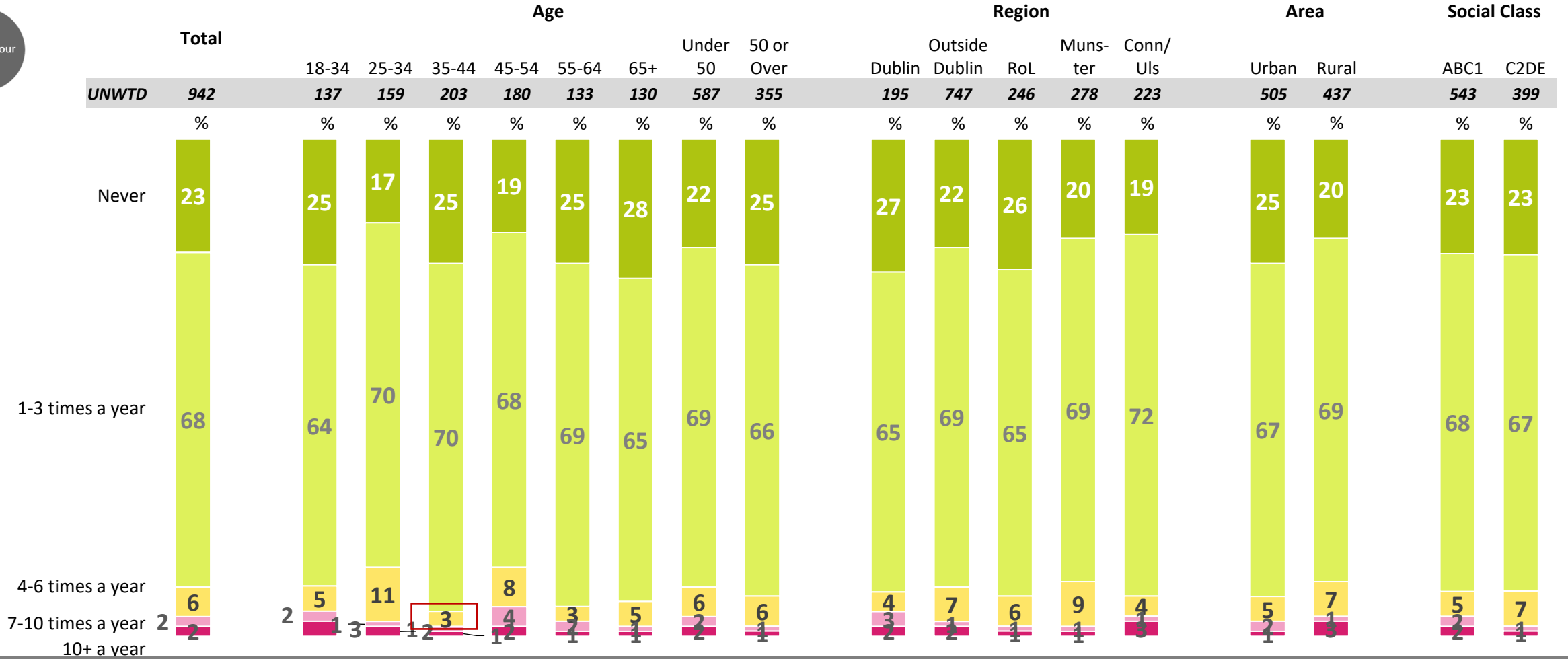


Those with Vodafone, are least likely to report no outages.

Number of times experiencing a Broadband outage in the past year lasting at least 3 hours



Base: All experienced an outage in past year – n=942

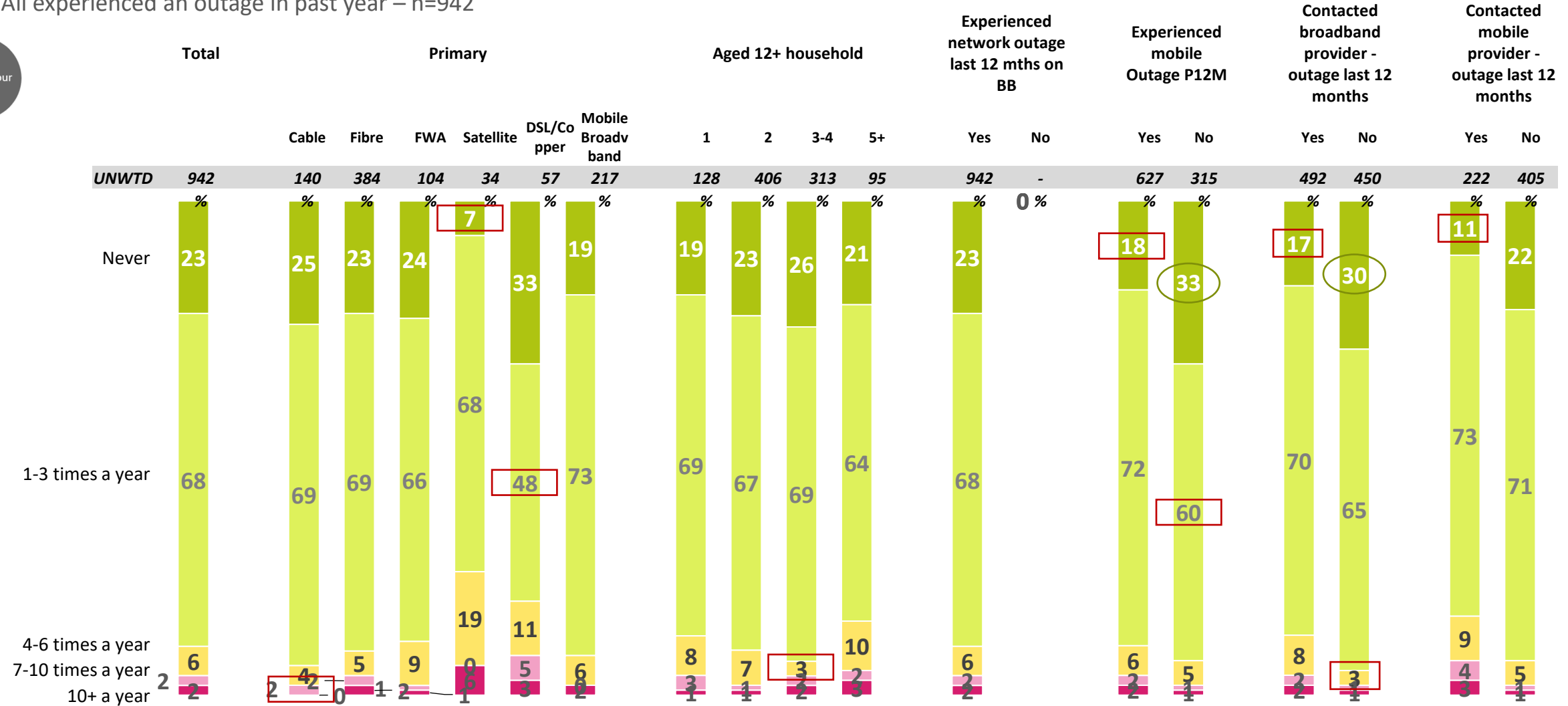


Though there are no significant differences, there are some slight trends, for example those in urban areas are less likely to have experienced 3 hour outages.

Number of times experiencing a Broadband outage in the past year lasting at least 3 hours



Base: All experienced an outage in past year – n=942

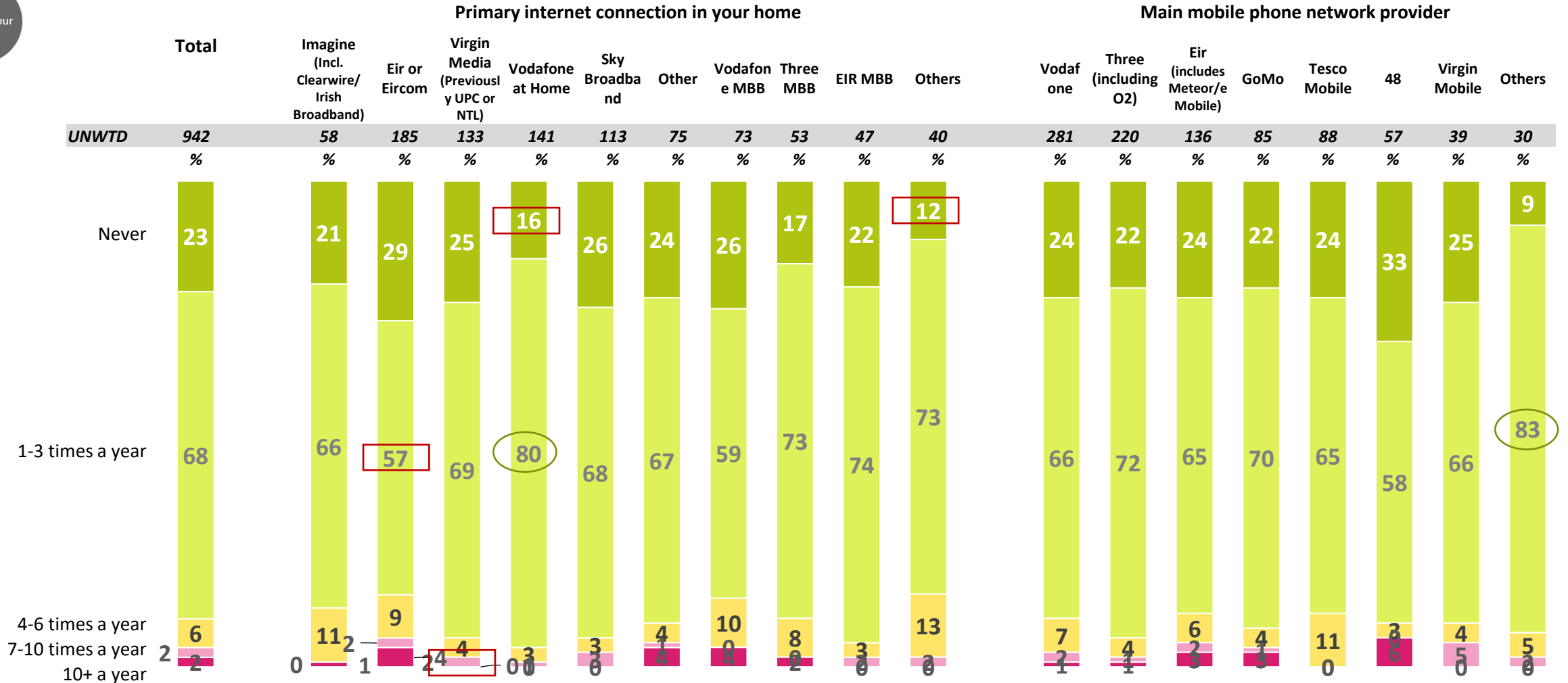


Those with satellite connections are more likely to experience more frequent occurrences of outages. While those who contact their BB provider regarding an outage are more likely to experience more frequent outages in a year.

Number of times experiencing a Broadband outage in the past year lasting at least 3 hours



Base: All experienced an outage in past year – n=942

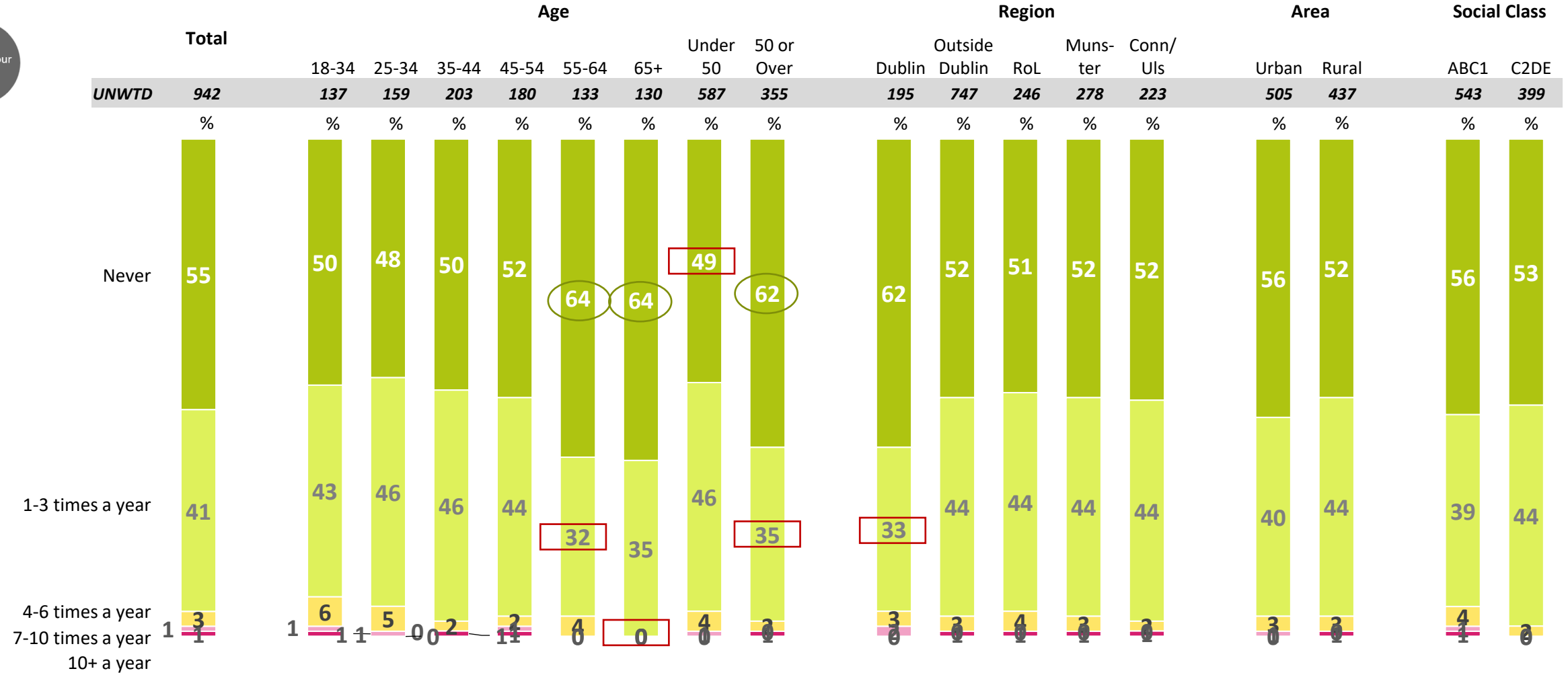


Once again, we see that Vodafone customers are the least likely to state they have experienced no outages.

Number of times experiencing a Broadband outage in the past year lasting at least 6 hours



Base: All experienced an outage in past year – n=942

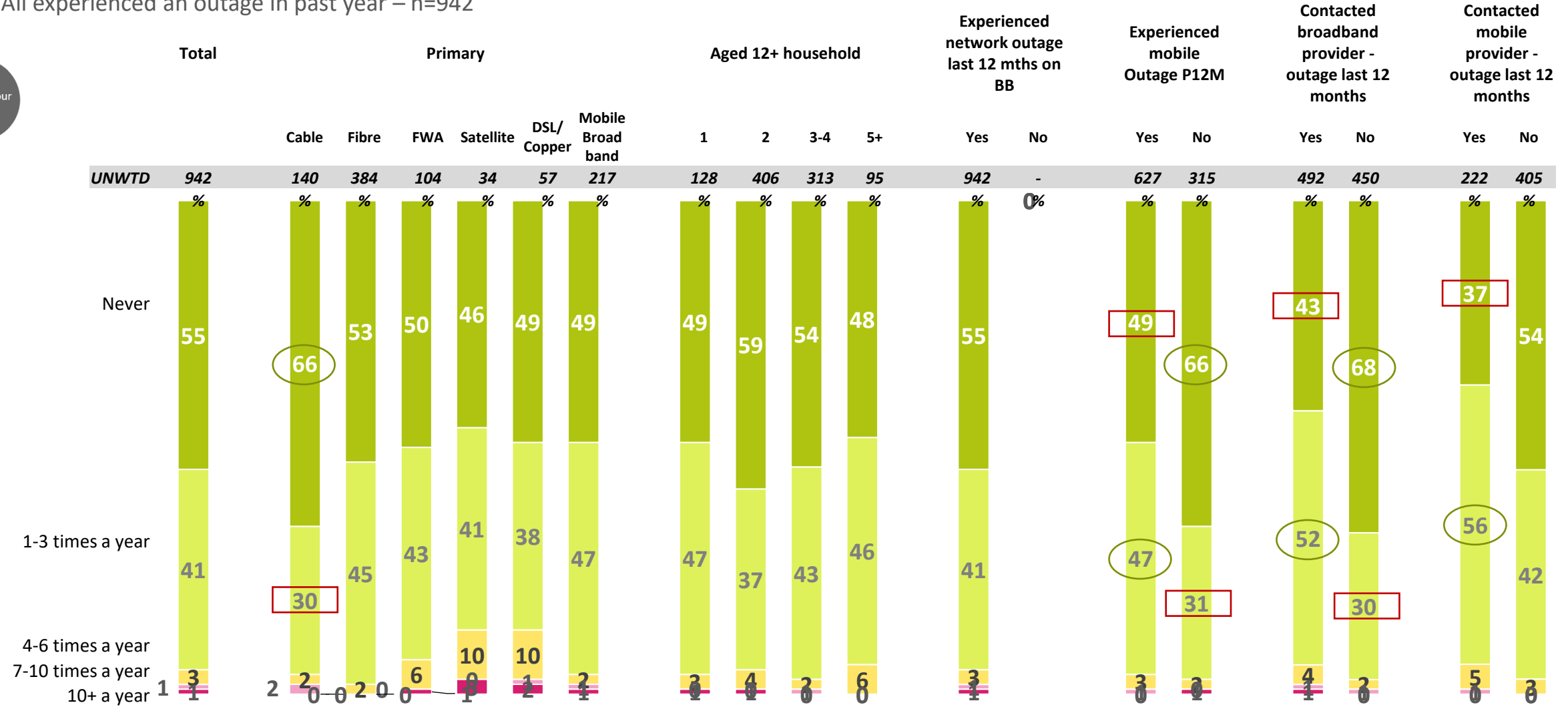


Those over 50 years of age are a great deal less likely to experience an outage of 6 hours in length, as are those based in Dublin. Half of those outside Dublin have experienced this within the last year.

Number of times experiencing a Broadband outage in the past year lasting at least 6 hours



Base: All experienced an outage in past year – n=942



Those with a cable connection are much less likely to experience a 6 hour outage. Once again we see that those who experience outages more frequently are more likely to contact their provider.

Number of times experiencing a Broadband outage in the past year lasting at least 6 hours



Base: All experienced an outage in past year – n=942



6 hour

Primary internet connection in your home

Main mobile phone network provider

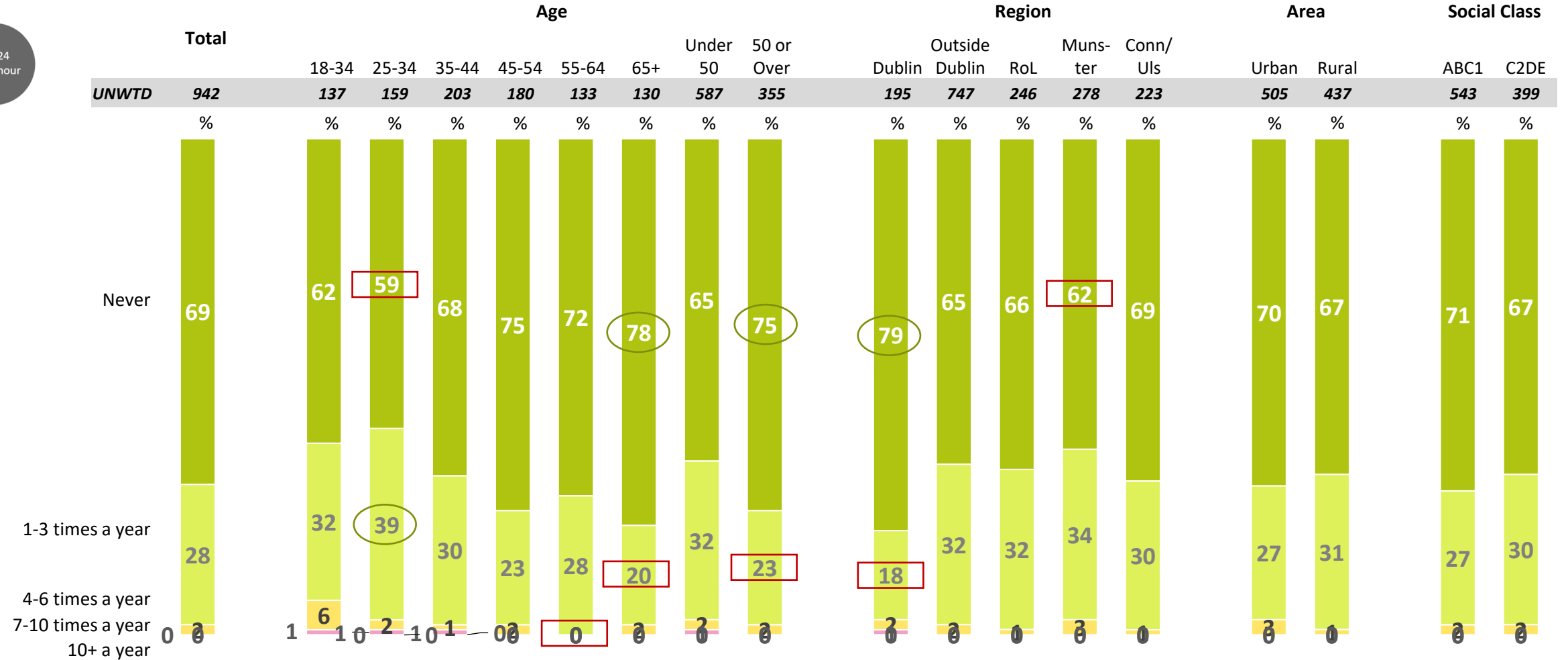


Virgin appearing to be the most reliable provider here, with 2 in 3 customers never experiencing a 6 hour outage.

Number of times experiencing a Broadband outage in the past year lasting up to 24 hours



Base: All experienced an outage in past year – n=942



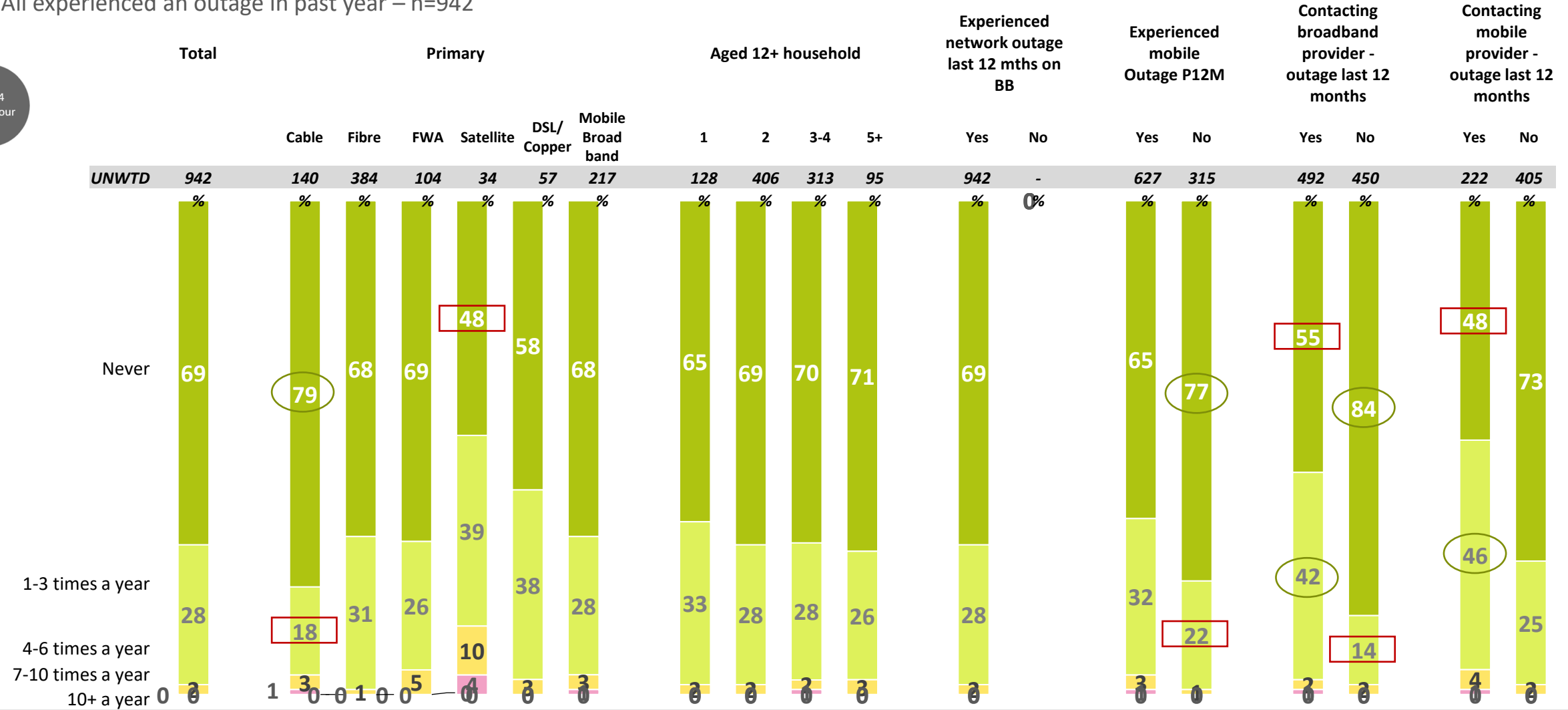
Again, we see a trend in regard to age, with those over 50 much more likely to note no incidents of 24 hour outages. Those in Dublin are also much less likely to experience an outage like this.



Number of times experiencing a Broadband outage in the past year lasting up to 24 hours



Base: All experienced an outage in past year – n=942

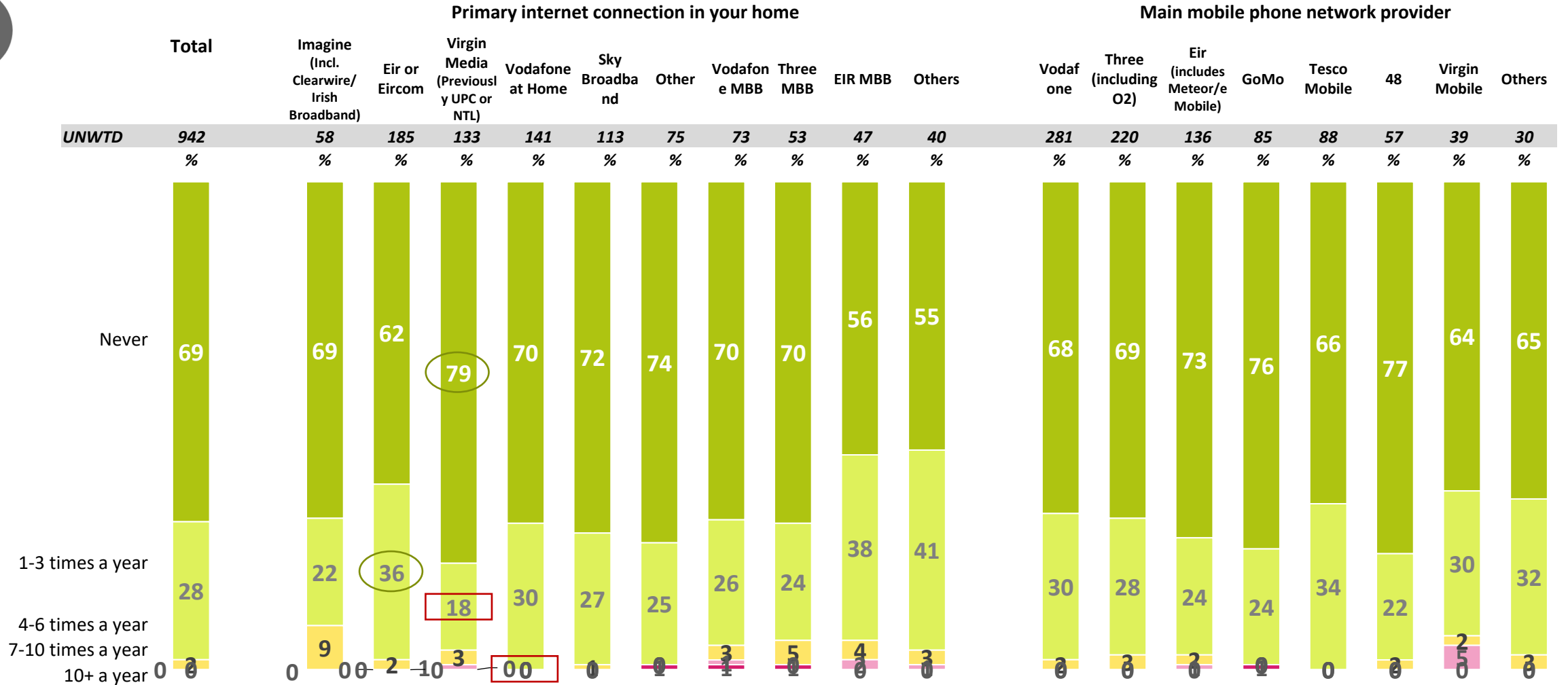


Cable, again stands out as a reliable connection with 4 in 5 reporting never experiencing a 24 hour outage, while those with satellite are least likely to report no incidents. Those who have experienced 24 hour outages are much more likely to have contacted their provider.

Number of times experiencing a Broadband outage in the past year lasting up to 24 hours



Base: All experienced an outage in past year – n=942



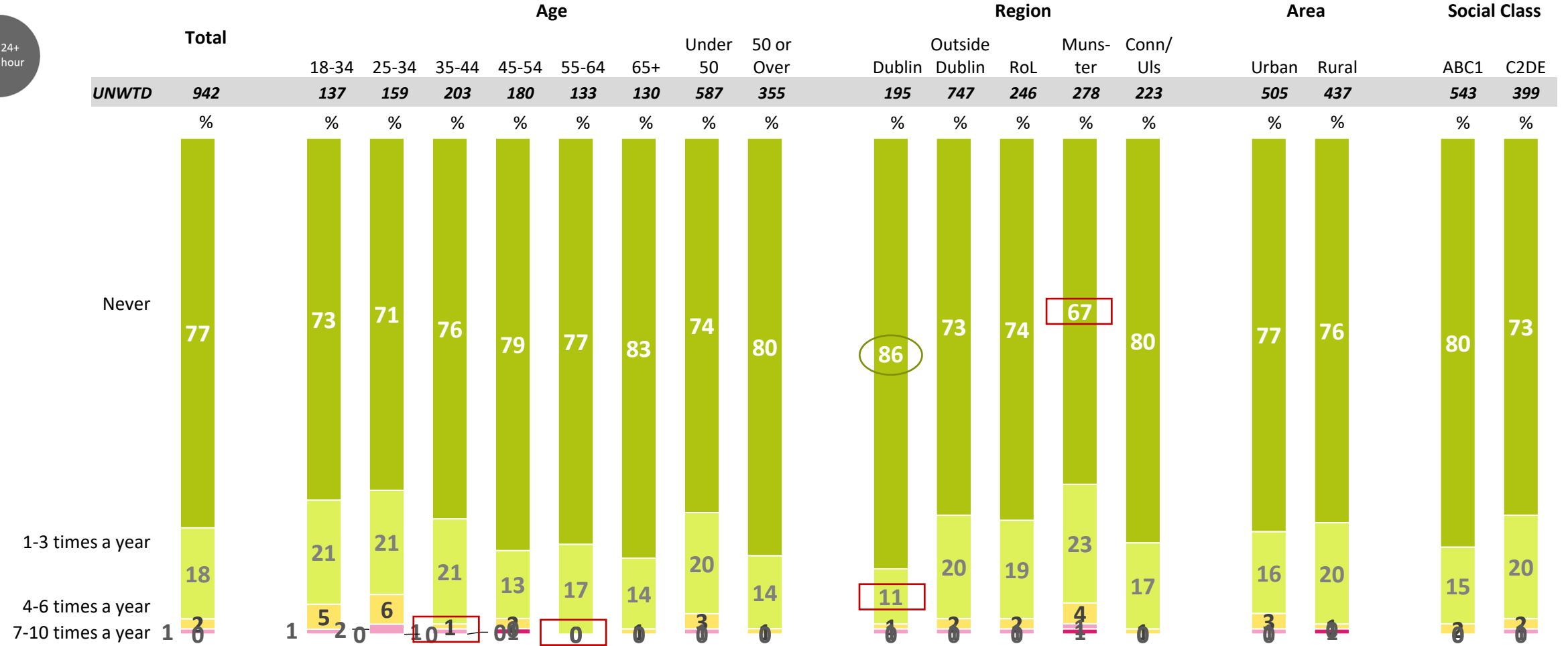
Again, Virgin stands out as a reliable provider.



Number of times experiencing a Broadband outage in the past year lasting longer 24 hours



Base: All experienced an outage in past year – n=942



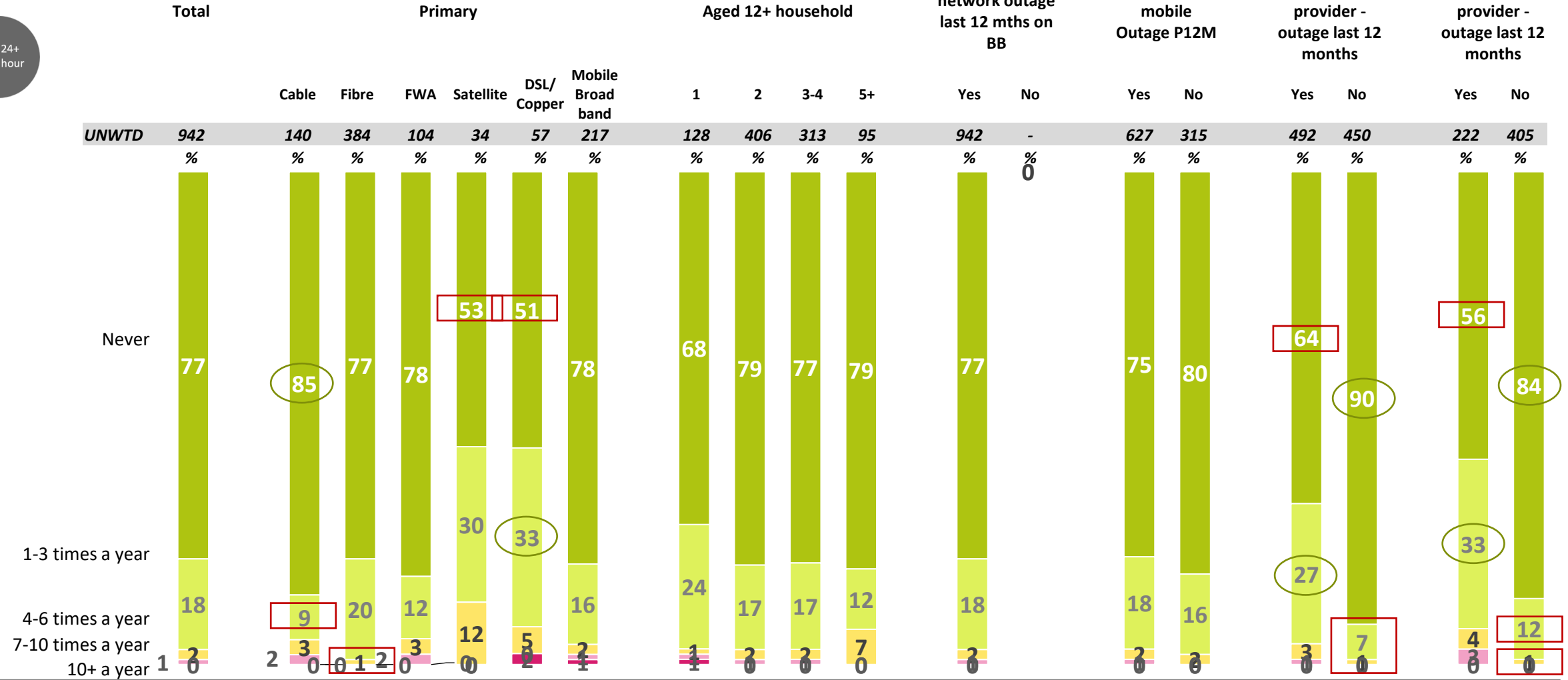
Those in Dublin are much less likely to experience outages of 24+ hrs, particularly compared to those in Munster. Interestingly, there is no notable differences in terms of urban and rural areas. Those from working class backgrounds are more likely to experience outages, with over a quarter experiencing this.



Number of times experiencing a Broadband outage in the past year lasting longer 24 hours



Base: All experienced an outage in past year – n=942



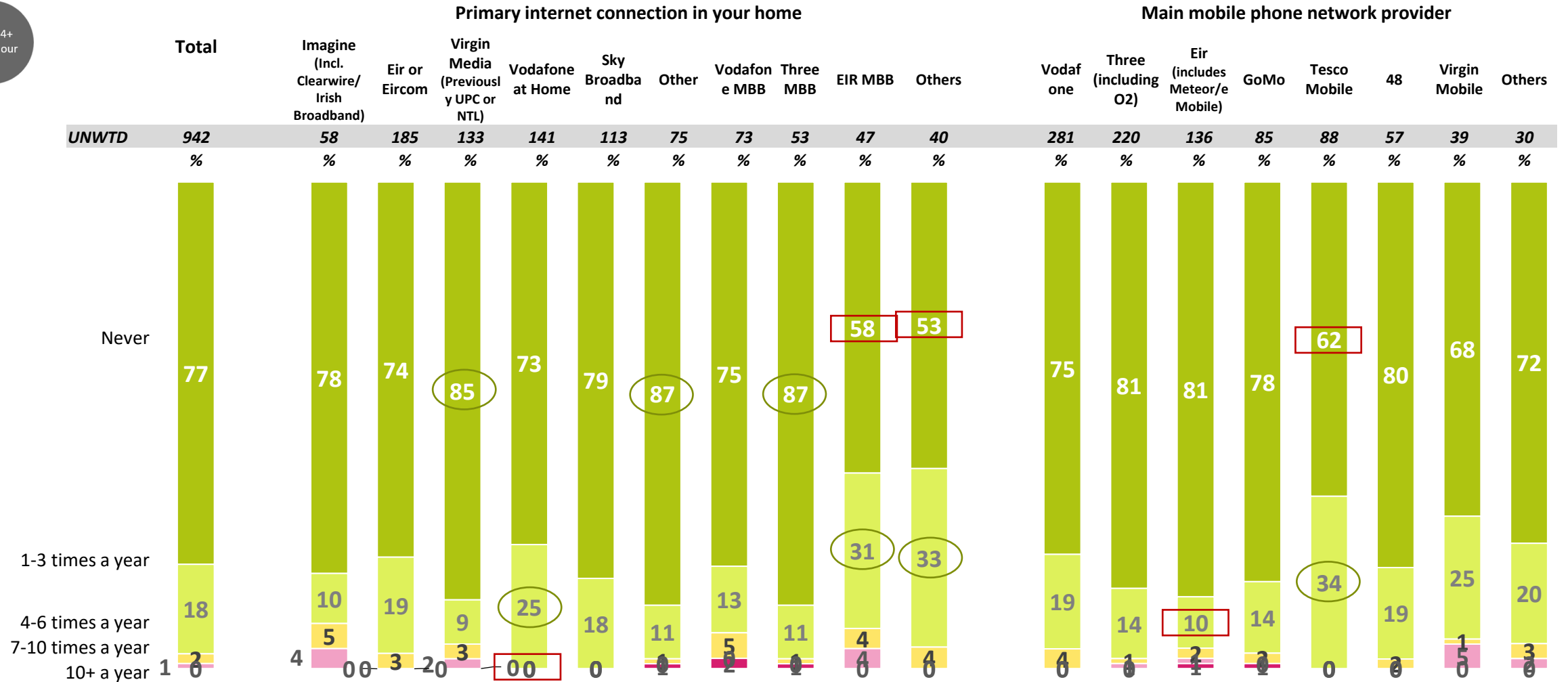
Those with Satellite and DSL/Copper are most likely to experience an outage, while those with cable are least likely to experience this.



Number of times experiencing a Broadband outage in the past year lasting longer 24 hours



Base: All experienced an outage in past year – n=942



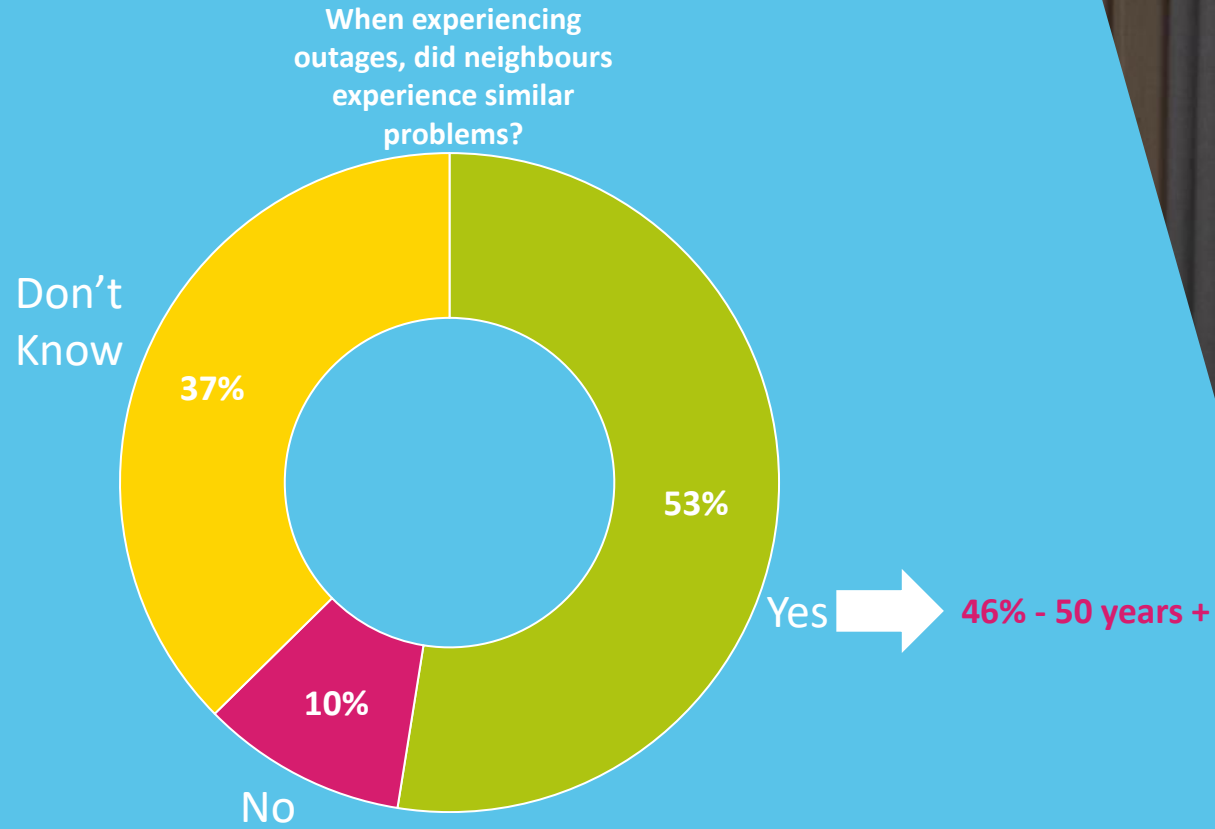
Those with Virgin and Three MBB are least likely to experience an outage lasting more than 24 hours, while Eir MBB customers are most likely to experience an outage of this length.

Q.14 Thinking of your home broadband, how many times have you experienced an outage in the past year and how long did that outage last?



Are neighbours also impacted when experiencing an outage?

Base: All experience an outage in the past year 942

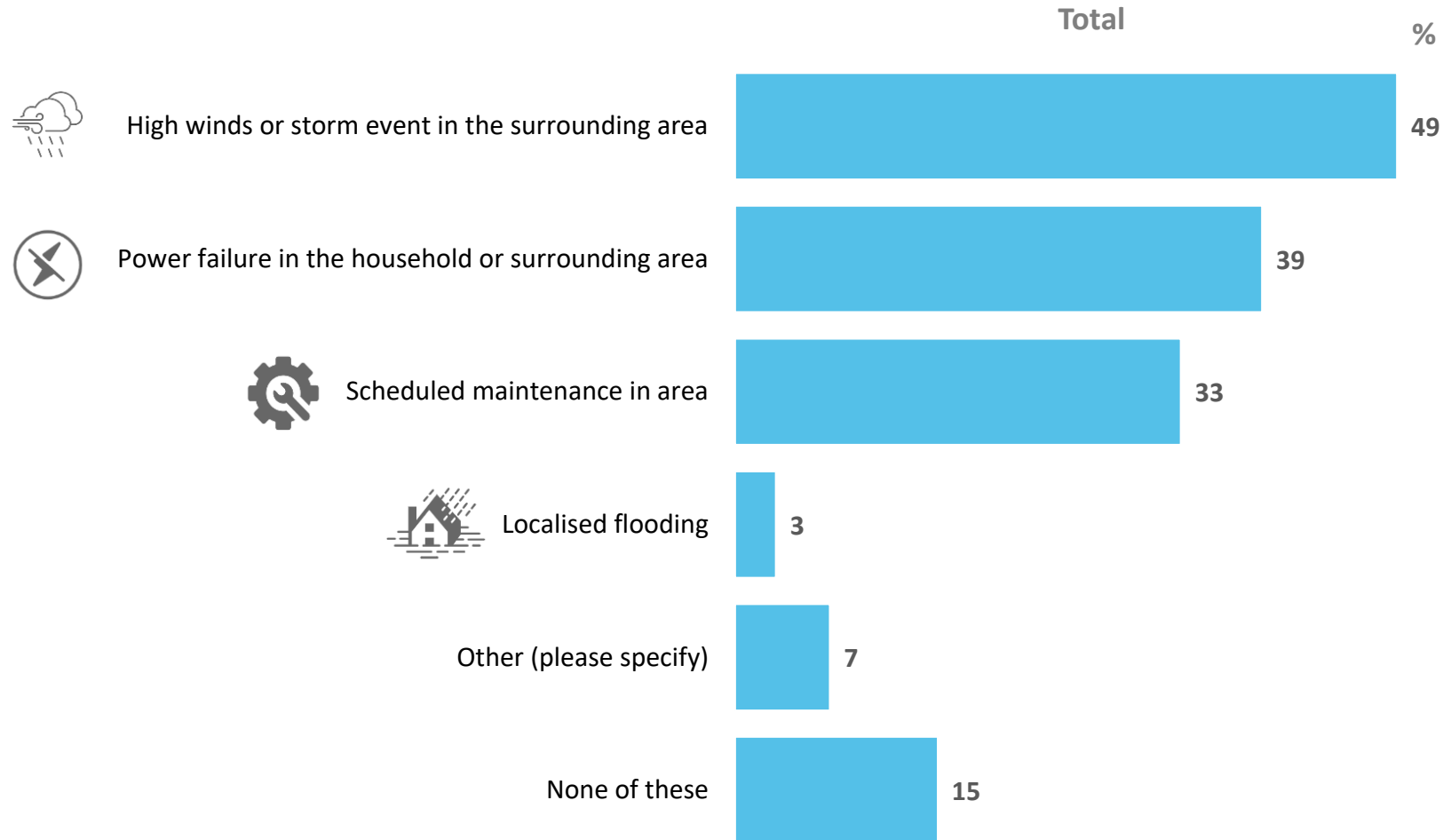


Over half note that neighbours had similar issues. This could be much higher as almost 2 in 5 are not sure.



Suspected reasons for the home broadband outage

Base: All experienced an outage in the past year - 942



Weather is a key factor for almost half, followed by a power failure in the household or nearby. Scheduled maintenance appears to account for a third of cases.



Suspected reasons for the home broadband outage x demographics

Base: All experience an outage in the past year 942



	Total	Region					Area		Primary						Primary Internet Provider									
		Dublin	Outside Dublin	RoL	Munster	Conn/Uls	Urban	Rural	Cable	Fibre	FWA	Satellite	DSL/Copper	Mobile Broadband	Imagine (Incl. Clearwire/Irish Broadband)	Eir or Eircom	Virgin Media (Previously UPC or NTL)	Vodafone at Home	Sky Broadband	Other	Vodafone MBB	Three MBB	EIR MBB	Others
UNWTD	942	195	747	246	278	223	505	437	140	384	104	34	57	217	58	185	133	141	113	75	73	53	47	40
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
High winds or storm event in the surrounding area	49	33	54	47	59	57	39	65	39	49	62	49	49	56	58	49	39	41	54	67	55	58	66	58
Power failure in the household or surrounding area	39	32	42	43	42	39	37	43	37	39	35	41	44	42	29	36	37	42	45	41	36	40	38	45
Scheduled maintenance in area	33	40	31	29	31	32	35	30	40	30	41	29	29	32	43	28	40	29	33	34	42	24	34	41
Localised flooding	3	3	4	1	5	4	4	3	4	3	2	9	5	3	1	3	4	3	4	4	1	4	6	3
Other	7	7	7	6	9	5	7	7	6	8	2	4	11	5	2	8	6	9	6	6	8	5	7	5
None of these	15	14	16	17	14	18	17	12	15	16	13	16	14	16	15	18	15	17	12	11	14	21	11	15

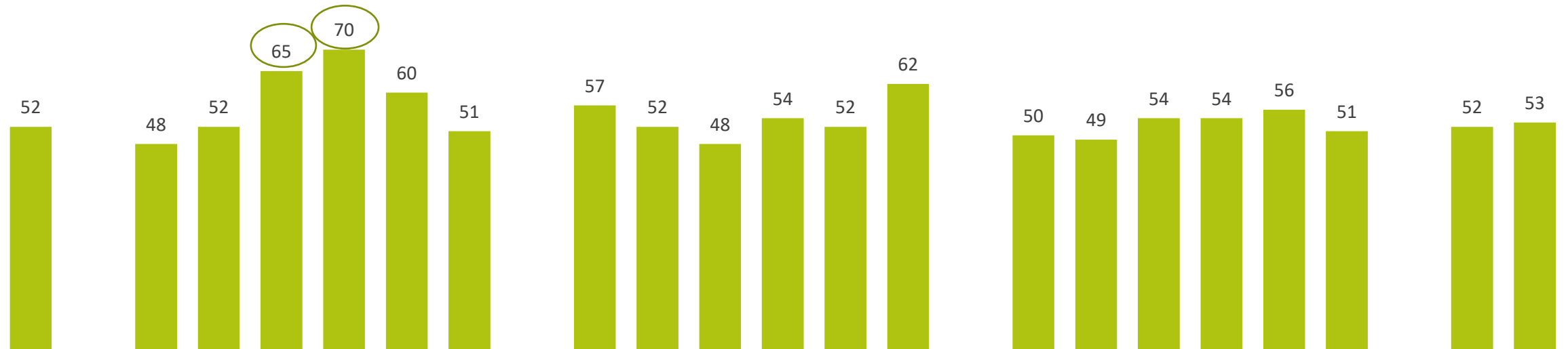
Weather seems to impact much more in Munster & Conn/Ulster, and in rural areas (where lines are more likely to be exposed to falling trees etc). Those with cable and Virgin Media are less likely to cite weather as an issue. Scheduled maintenance is more likely to impact those in Dublin, though this likely provides an opportunity to find an alternative plan/back-up for those in Dublin.

Incidence of ever contacting home broadband service provider regarding a network outage in the last 12 months



Base: All experience an outage in the past year 942

Total	Primary Internet Connection						Primary Internet Provider										Region					Area	
	Cable	Fibre	FWA	Satellite	DSL/Copper	Mobile Broadband	Imagine (Incl. Clearwire/Irish Broadband)	Eir or Eircom	Virgin Media (Previously UPC or NTL)	Vodafone at Home	Sky Broadband	Other	Vodafone MBB	Three MBB	EIR MBB	Others	Dublin	Outside Dublin	RoL	Munster	Conn/Uls	Urban	Rural
942	140	384	104	34	57	217	58	185	133	141	113	75	73	53	47	40	195	747	246	278	223	505	437
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

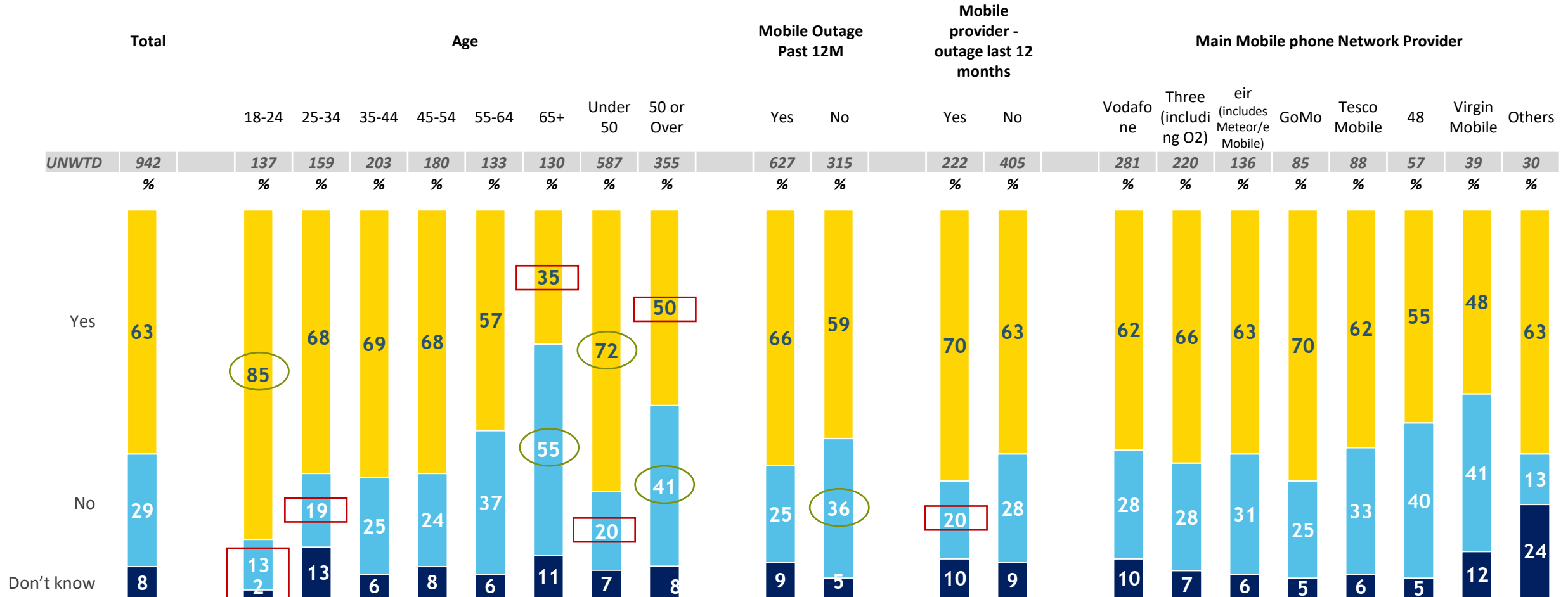


Over half (equating to 27% of total population) have contacted their BB service provider about a network outage in the last 12 months, increasing to 2 in 3 for those with FWA and 70% for those with satellite as their main connection.

In the past 12 months, incidence of using mobile phone as a back-up broadband connection



Base: All experience an outage in the past year 942



Over 3 in 5 have used their mobile phone as a back up to their BB connection during an outage, with those under 50 much more likely to do so. Older people may not be aware of these options and so stand at a disadvantage during periods of outages, when compared to younger cohorts.

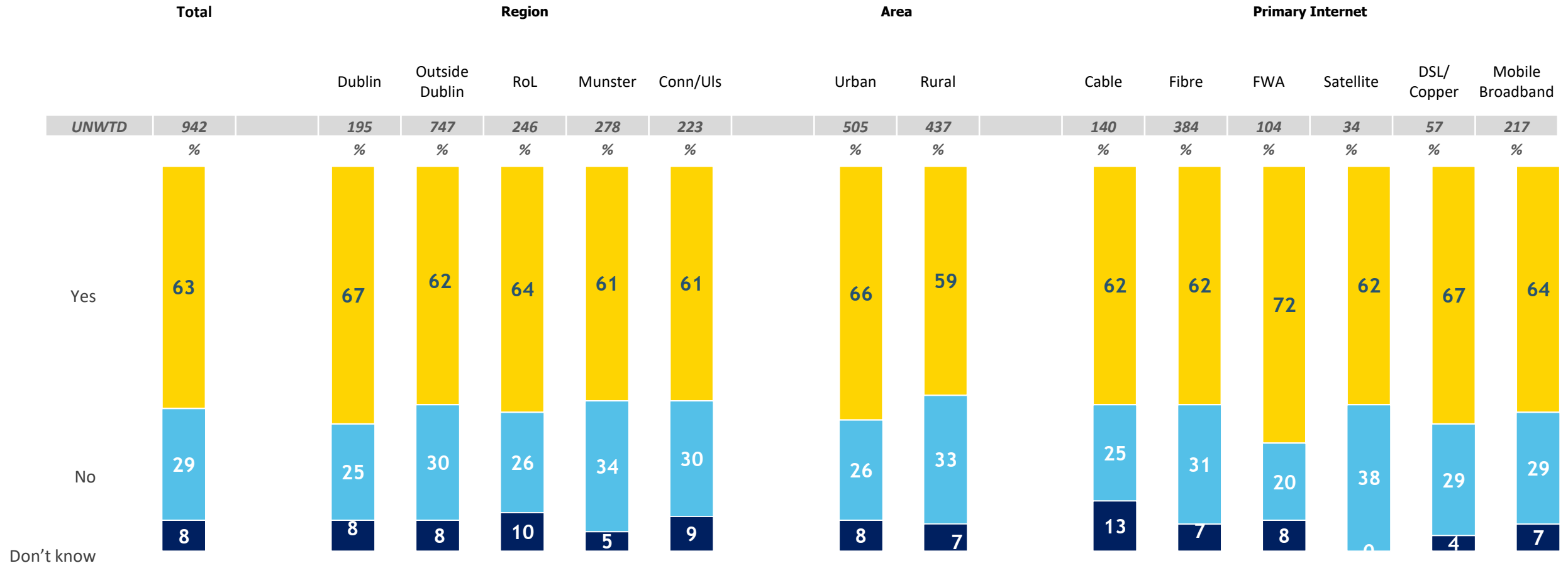


Q.18 In the past 12 months, have you used your mobile phone as a back-up broadband connection (i.e. using mobile phone as a personal Wi-Fi Hotspot) when the primary home broadband was experiencing an outage?

In the past 12 months, incidence of using mobile phone as a back-up broadband connection



Base: All experience an outage in the past year 942

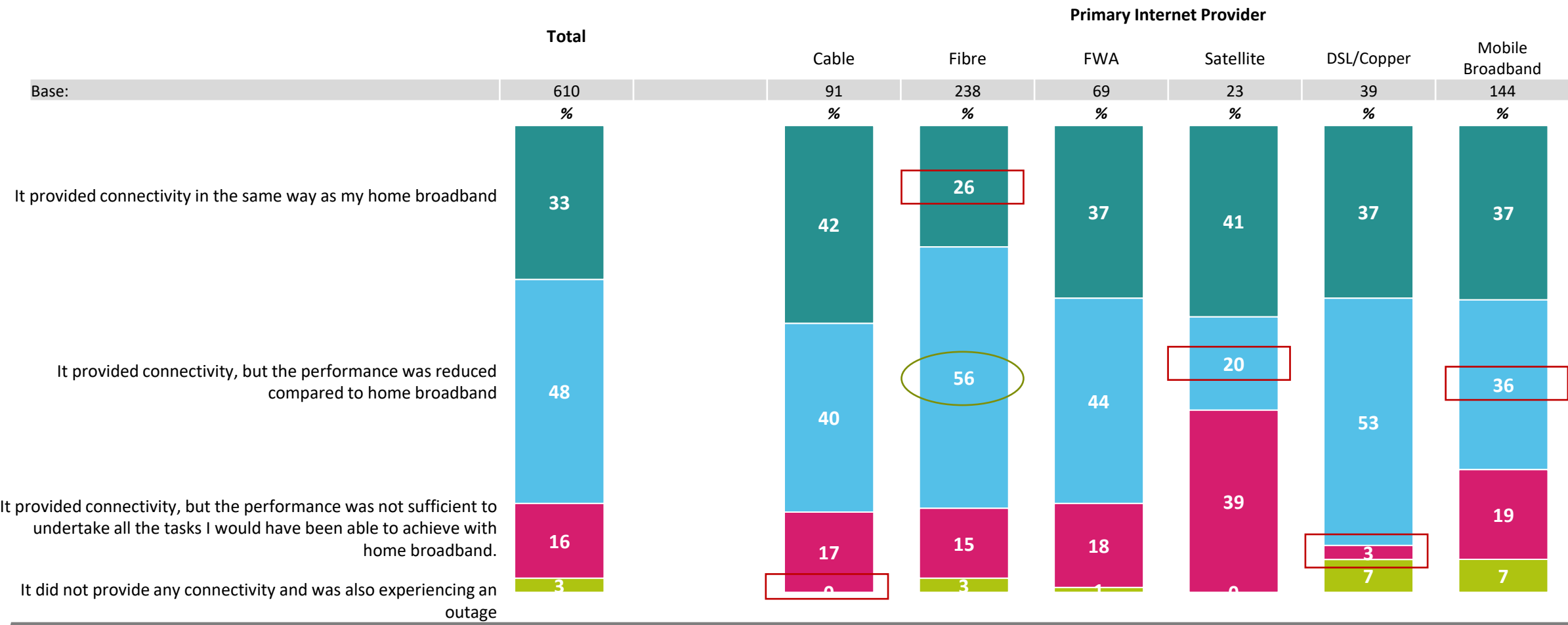


Slight trends toward more urban usage, likely due to better coverage.

Level of connectivity when using mobile phone as back-up to broadband when the primary home broadband was down



Base: All using mobile as back-up BB - 610



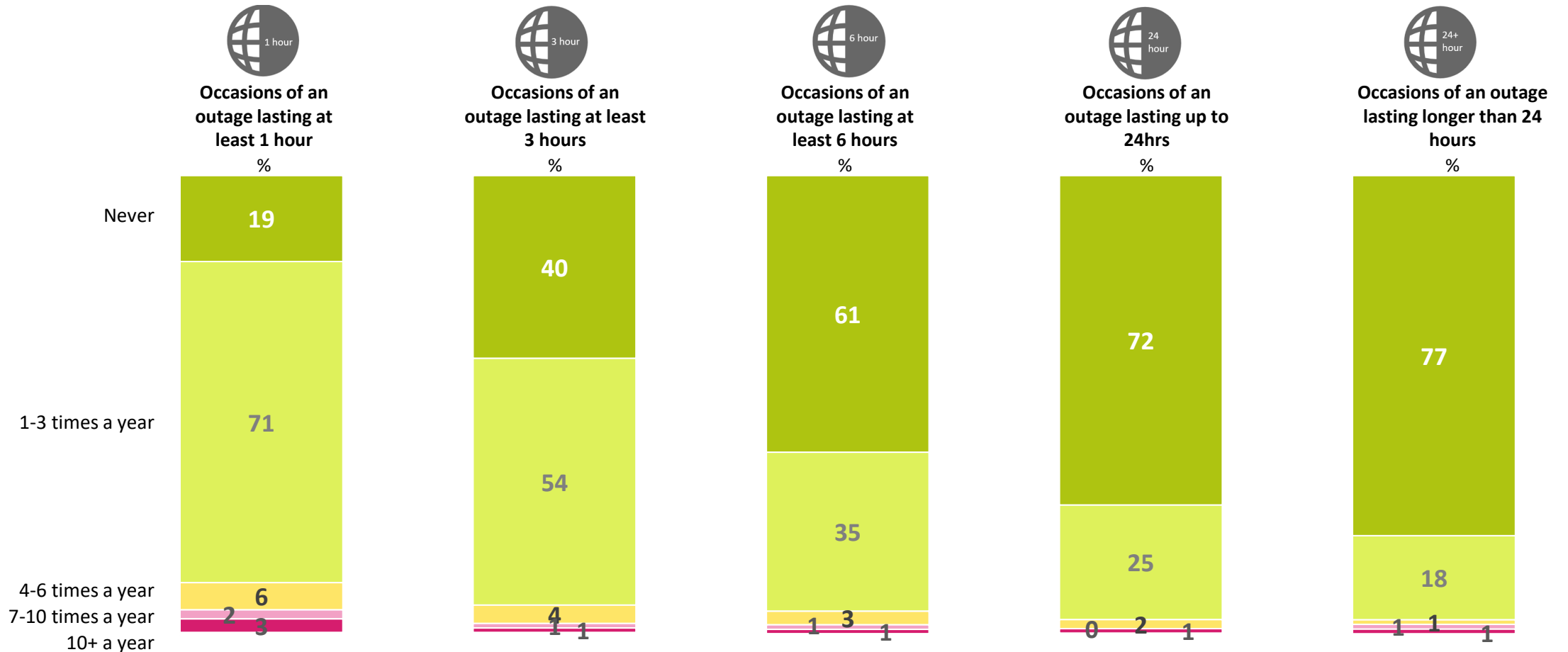
Almost half note that the mobile provided connectivity but there was a reduction in performance, with an additional 16% noting that performance was not sufficient to complete tasks that would be standard with home BB. Those with fibre were more likely to state that the performance was reduced, indicating a larger reliance on home BB for these individuals.



Number of times, in the past year experienced an outage in a location which normally has service and how long did that outage last



Base: All experienced an outage on mobile phone in past year in location which normally has service – n=754



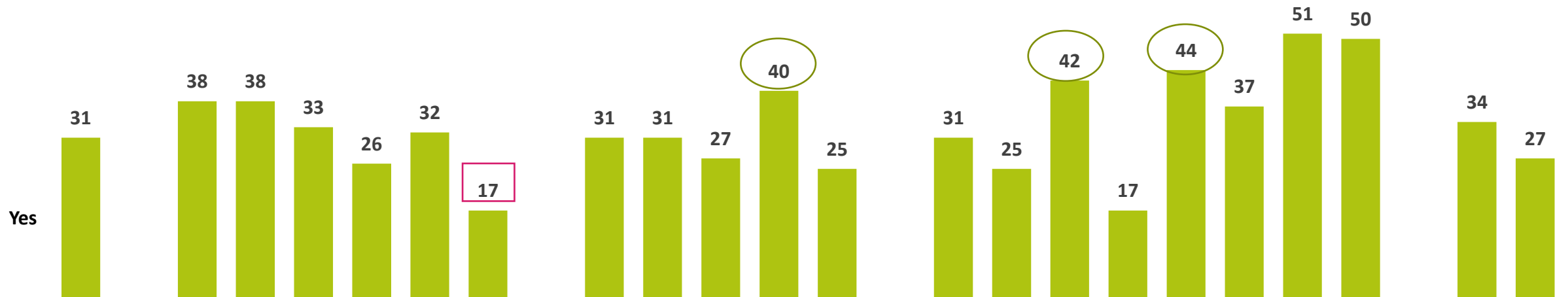
Mobile phone coverage appears more reliable with 1 in 5 not experiencing outages in the last 12 months, with very few experiencing 4 or more outages in the last year.

Rate of contacting mobile phone service provider regarding a network outage in the last 12 months



Base: All experiencing a mobile outage in last 12 mths - 754

Total	Age						Region					Main Mobile Phone Network Provider										
	18-24	25-34	35-44	45-54	55-64	65+	Dublin	Outside Dublin	RoL	Munster	Conn/Uls	Vodafone	Three (including O2)	Eir (includes Meteor/e Mobile)	GoMo	Tesco Mobile	48	Virgin Mobile	Others	Urban	Rural	
754	121	139	181	136	106	71	158	596	198	219	179	211	197	118	66	67	42	25	23	410	344	
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

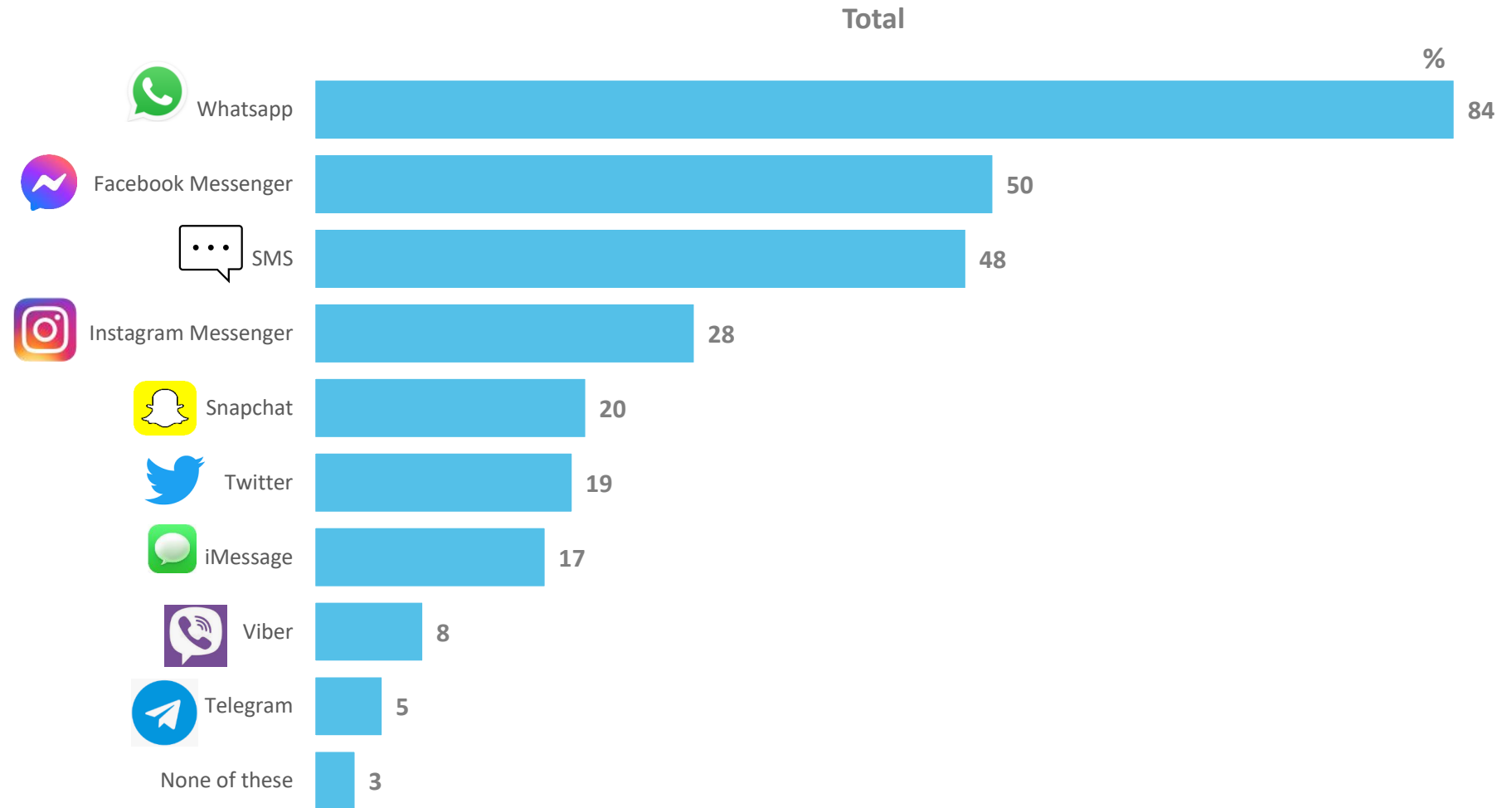


Nearly a third have contacted their providers, dropping to 17% among 65+. Those in Munster are also more likely to contact as well as Eir and Tesco customers.



Instant messaging services used regularly

Base: All adults 18+ - n=1,826



Messaging apps have overtaken regular SMS, thus a growing reliance on internet connection in relation to messaging. In terms of demographics, females are much more likely to use FB messenger (59%), Instagram (34%), iMessage (20%), while those under 35 are more likely to use Instagram and snapchat. SMS is much more popular among middle aged cohorts with 61% of 45-54s using this.

Instant messaging services used regularly



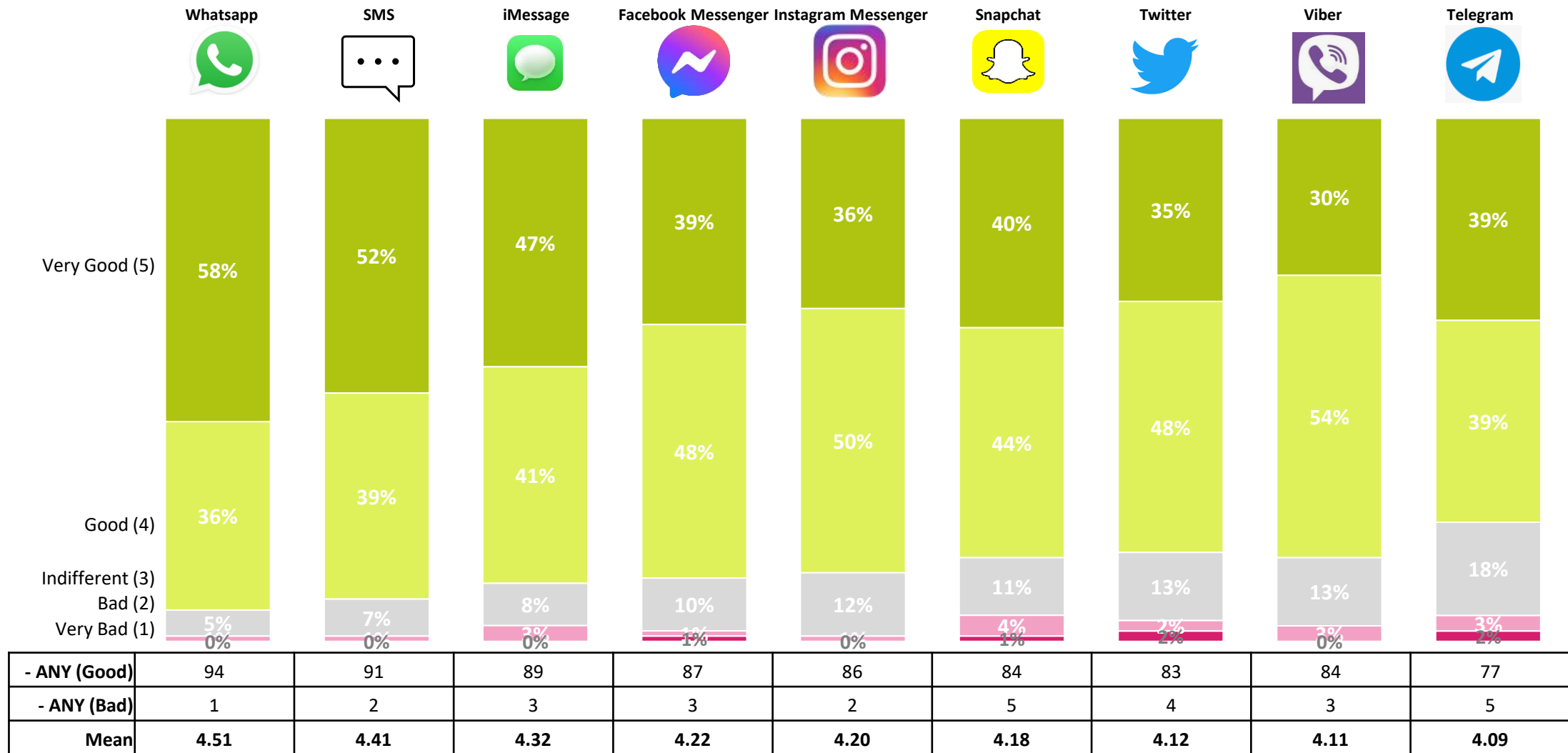
Base: All adults 18+

	Total	Gender		Age								Region					Area		Social Class		Broadband provider - outage last 12 months		Mobile provider - outage last 12 months		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Under 50	50 or Over	Dublin	Outside Dublin	RoL	Munster	Conn/Uls	Urban	Rural	ABC1F	C2DE	Yes	No	Yes	No	
UNWTD	1826	885	941	237	297	396	341	250	305	1109	717	431	1395	485	515	395	1038	788	998	828	492	450	256	498	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Whatsapp	84	81	87	82	83	88	90	83	77	86	81	87	83	83	83	83	85	82	87	81	83	87	73	89	
Facebook Messenger	50	41	59	40	55	55	58	46	43	53	46	38	55	51	57	58	47	56	48	52	53	49	52	53	
SMS	48	48	49	36	40	46	61	54	48	45	52	45	49	47	52	49	47	50	47	49	50	54	45	52	
Instagram Messenger	28	21	34	56	47	31	20	15	8	39	12	31	26	28	24	27	30	23	32	23	29	30	28	34	
Snapchat	20	18	22	74	29	18	12	9	1	31	6	17	22	20	21	26	21	19	22	19	20	26	24	27	
Twitter	19	23	15	27	21	19	19	16	14	21	16	21	18	16	19	19	19	18	22	16	21	20	20	21	
iMessage	17	14	20	31	21	20	12	15	8	21	11	23	15	16	15	13	20	12	23	11	17	18	22	18	
Viber	8	6	10	4	3	10	11	7	10	8	9	9	8	8	8	8	7	9	7	9	7	6	6	7	
Telegram	5	7	4	3	11	6	5	5	1	7	3	8	4	4	5	5	7	2	7	4	8	3	13	5	
None of these	3	3	3	0	2	2	1	5	8	1	6	2	4	3	4	3	2	5	2	4	2	2	5	1	



Rating of messaging services' reliability

Base: All users - 1826



More standard messaging platforms like Whatsapp, SMS, and iMessage are viewed as most reliable.



When focusing on the average score given for reliability, it's clear that all are viewed as reliable services, though WhatsApp & SMS are viewed as most reliable. Older cohorts are more likely to view all services as more reliable, as are those in rural areas notably.



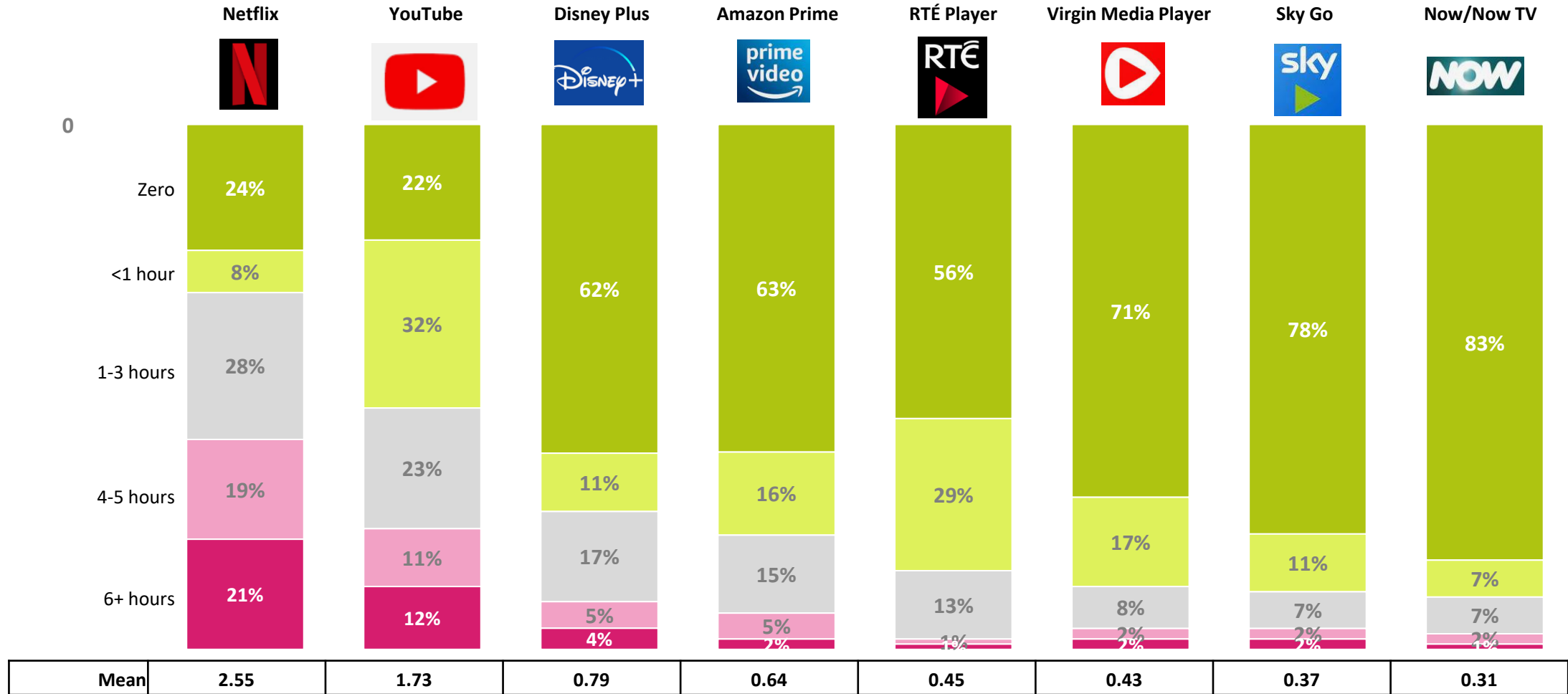
Base: All users - 1826

	Total (Mean Score)	Gender		Age						Region					Area		Combined Primary							Exp network outage last 12 mths on BB		Exp. mobile Outage P12M	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Dublin	Outside Dublin	RoL	Munster	Conn/Uls	Urban	Rural	Cable	Fibre	FWA	Satellite	DSL/Copper	Mobile Broadband	Other	Yes	No	Yes	No
WhatsApp	4.5	4.5	4.6	4.2	4.5	4.6	4.6	4.6	4.6	4.5	4.5	4.5	4.5	4.6	4.5	4.6	4.5	4.5	4.6	4.5	4.4	4.6	4.3	4.5	4.6	4.5	4.6
Viber	4.1	3.9	4.2	4.0	3.8	3.9	4.1	4.2	4.4	4.1	4.1	4.2	3.9	4.3	4.0	4.2	3.8	4.2	4.0	4.0	4.0	4.1	-	4.1	4.1	4.0	4.2
Facebook Messenger	4.2	4.1	4.3	4.0	3.9	4.3	4.3	4.4	4.4	4.2	4.2	4.3	4.2	4.2	4.2	4.3	4.1	4.3	4.2	4.4	4.2	4.2	4.1	4.2	4.3	4.1	4.3
Instagram Messenger	4.2	4.1	4.3	4.1	4.2	4.2	4.3	4.4	4.4	4.2	4.2	4.3	4.2	4.2	4.2	4.3	4.2	4.2	4.3	4.3	4.1	4.3	5.0	4.2	4.2	4.2	4.2
Snapchat	4.2	4.1	4.3	4.1	4.1	4.3	4.4	4.3	4.7	4.1	4.2	4.2	4.1	4.3	4.1	4.3	4.1	4.2	4.2	4.5	3.8	4.4	4.7	4.1	4.3	4.1	4.3
Telegram	4.1	4.1	4.1	4.3	4.0	4.1	4.1	4.1	4.0	4.1	4.1	4.1	4.2	3.8	4.1	3.8	4.1	4.2	3.6	4.2	4.0	4.4	5.0	3.9	4.3	3.8	4.4
iMessage	4.3	4.3	4.4	4.4	4.1	4.3	4.5	4.4	4.5	4.3	4.3	4.2	4.5	4.3	4.4	4.2	4.4	4.3	4.1	4.4	4.3	4.6	5.0	4.2	4.5	4.2	4.4
Twitter	4.1	4.2	4.1	3.9	4.2	4.2	4.0	4.2	4.3	4.2	4.1	4.1	4.1	4.2	4.1	4.2	4.3	4.1	4.1	3.8	3.4	4.1	5.0	4.1	4.2	4.0	4.2
SMS	4.4	4.4	4.4	4.1	4.2	4.3	4.5	4.6	4.6	4.5	4.4	4.4	4.4	4.4	4.4	4.4	4.5	4.4	4.2	4.2	4.2	4.5	4.6	4.4	4.5	4.3	4.5



Typical weekly use of streaming services

Base: All users - 1826



Netflix and Youtube are the most dominant streaming platforms with 2 and a half hours spent on Netflix per week on average.



When focusing on the average time spent on these streaming platforms, it becomes clear that younger cohorts are more likely to engage in paid subscriptions compared to older cohorts. Those in urban areas, are more likely to spend longer streaming across the board. Those experiencing network outages are also likely to spend more time streaming.

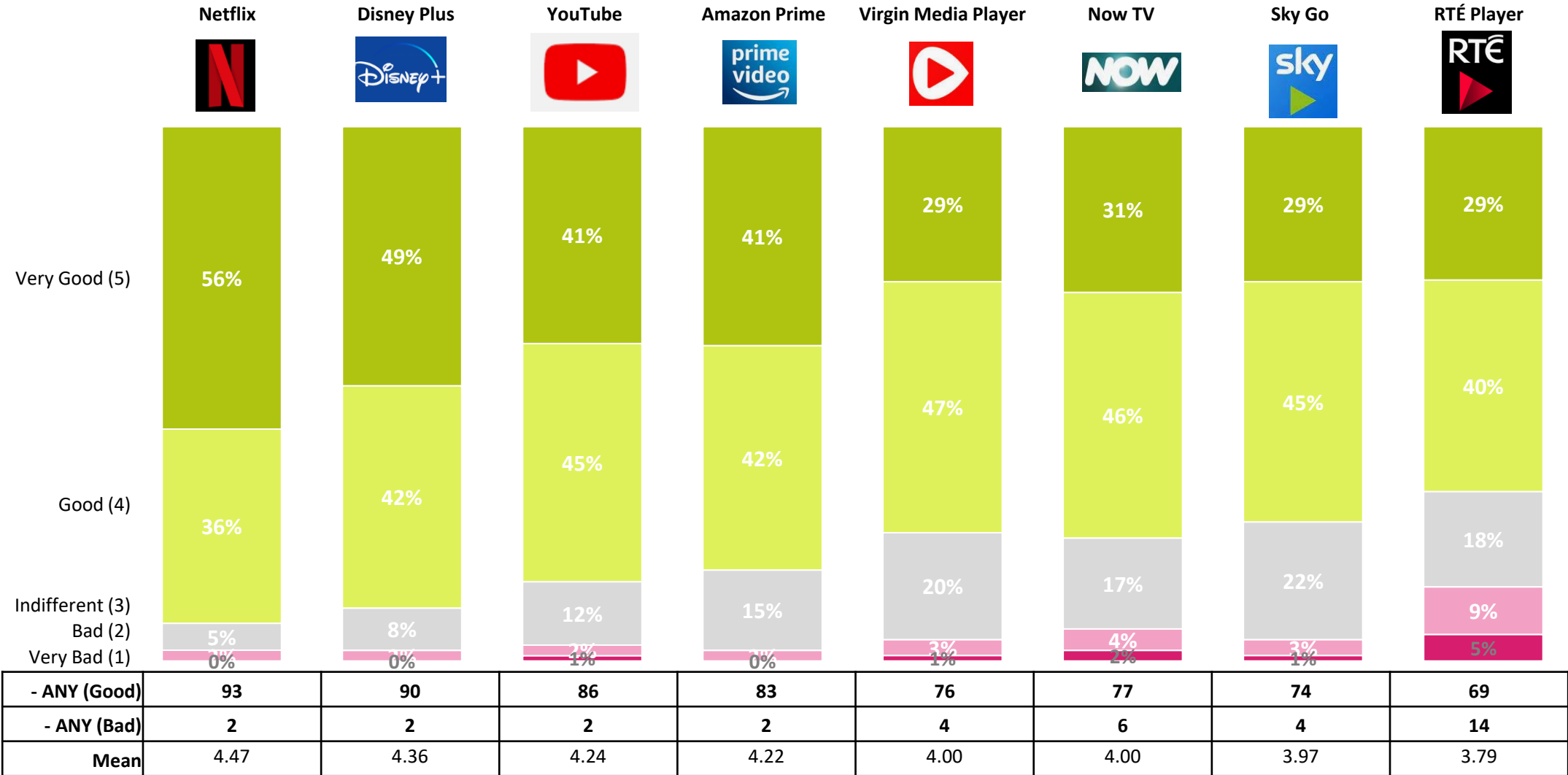
Base: All users - 1826

	Total (Means in Mins)	Gender		Age						Region					Area		Combined Primary							Exp. network outage last 12 mths on BB		Exp. mobile Outage P12M	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Dublin	Outside Dublin	RoL	Munster	Conn/Uls	Urban	Rural	Cable	Fibre	FWA	Satellite	DSL/Copper	Mobile Broadband	Other	Yes	No	Yes	No
YouTube	110.6	129.0	92.9	167.9	150.7	137.7	92.9	74.6	59.0	118.5	107.4	101.7	111.2	109.8	116.1	99.9	129.5	106.0	101.5	87.0	95.4	109.4	87.3	122.8	98.7	127.4	99.5
Netflix	161.2	159.0	163.3	177.8	193.5	194.3	165.7	140.6	101.6	160.2	161.6	161.3	166.4	154.9	166.6	150.8	153.2	168.6	171.7	167.5	142.7	148.6	158.7	175.6	147.1	179.7	149.0
RTÉ Player	30.7	30.1	31.2	26.1	31.8	29.7	27.9	36.7	31.4	27.6	31.9	34.6	33.0	26.3	32.6	26.9	27.1	31.8	28.6	41.8	40.4	27.4	18.8	35.3	26.1	35.9	27.2
Virgin Media Player	28.1	26.9	29.3	17.7	33.7	25.6	26.7	37.6	26.5	42.6	22.2	26.2	23.1	14.9	33.5	17.7	53.9	21.1	25.0	9.3	20.5	18.4	5.7	30.1	26.2	32.7	25.1
NOW TV	20.7	22.5	18.9	26.2	37.6	28.3	13.9	13.7	7.0	21.3	20.4	23.1	22.1	14.0	21.9	18.4	23.0	16.8	26.7	38.4	31.1	23.8	-	24.6	16.8	27.7	16.0
Sky Go	24.6	27.0	22.4	25.8	35.0	33.6	26.8	15.2	11.1	22.4	25.6	30.1	24.5	20.4	26.5	21.1	15.2	29.8	30.2	15.6	19.8	21.2	27.6	24.3	25.0	30.5	20.8
Disney Plus	52.3	48.1	56.4	72.1	82.6	65.9	63.2	27.8	10.0	54.9	51.3	49.8	52.5	51.7	55.5	46.2	57.8	51.8	57.3	76.8	42.5	44.4	51.3	61.8	43.1	70.3	40.5
Amazon Prime	42.9	43.6	42.3	33.7	56.6	50.2	57.7	39.2	18.6	46.3	41.5	43.4	43.0	36.6	42.9	43.1	41.7	46.1	49.5	47.4	31.9	34.5	16.6	48.8	37.2	54.6	35.2



Rating of reliability of video streaming services used

Base: All users - 1826



Netflix is ranked best in terms of reliability, followed by Disney and YouTube. Strong reliability seen across the board with 7 in 10 viewing all streaming services.

All streaming services viewed as quite reliable, with RTEPlayer falling behind to some extent, particularly among younger cohorts. With that in mind, older cohorts are more likely to view streaming services in general as more reliable, while those having experienced outages, particularly mobile outages are less likely to view these services as reliable.

Base: All users - 1826

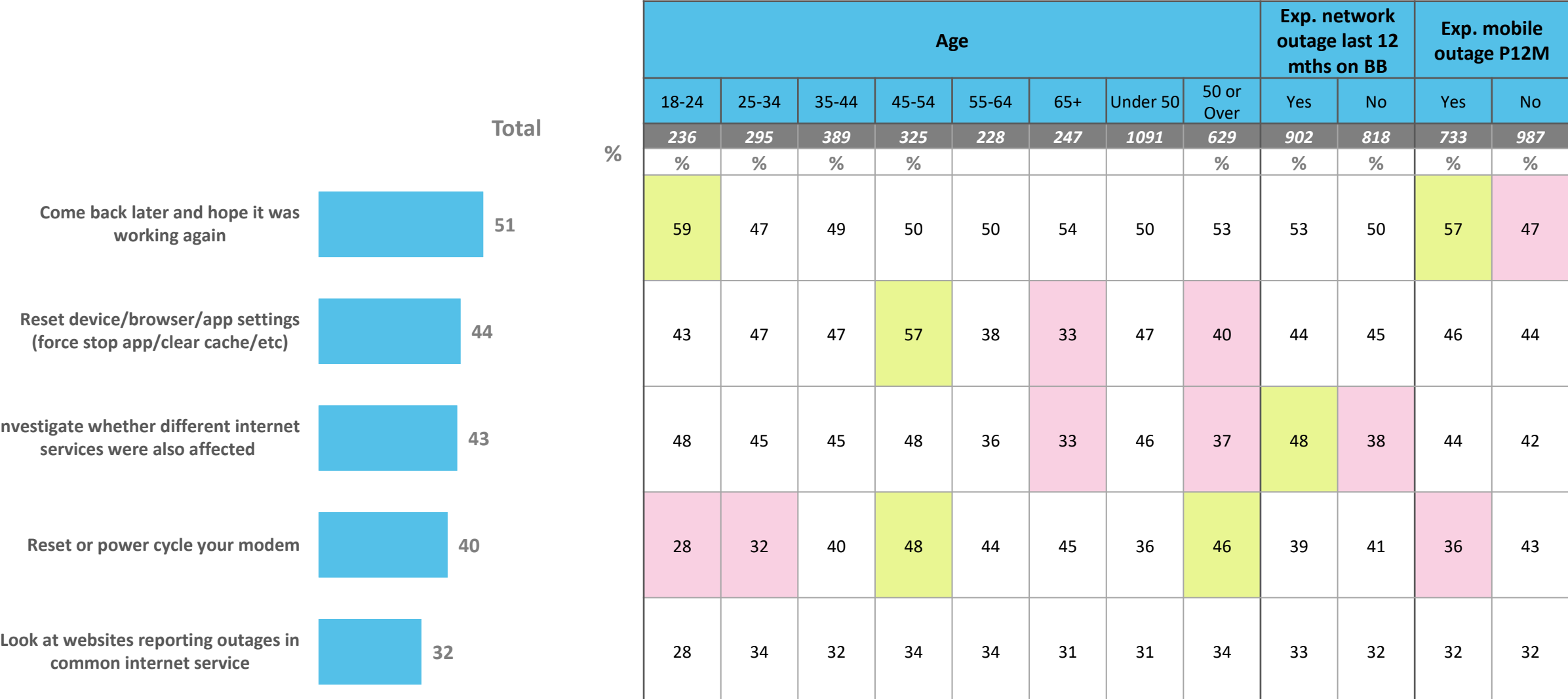
	Total (Means in Mins)	Gender		Age						Region					Area		Combined Primary							Exp. network outage last 12 mths on BB		Exp. mobile Outage P12M	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Dublin	Outside Dublin	RoL	Munster	Conn/Uls	Urban	Rural	Cable	Fibre	FWA	Satellite	DSL/Copper	Mobile Broad-band	Other	Yes	No	Yes	No
YouTube	4.2	4.3	4.2	4.1	4.2	4.3	4.2	4.2	4.4	4.3	4.2	4.1	4.3	4.2	4.3	4.2	4.3	4.2	4.2	4.0	4.1	4.3	4.3	4.2	4.3	4.1	4.3
Netflix	4.5	4.4	4.5	4.2	4.3	4.5	4.5	4.6	4.6	4.4	4.5	4.5	4.5	4.5	4.4	4.6	4.4	4.5	4.4	4.3	4.5	4.4	4.5	4.4	4.5	4.4	4.6
RTÉ Player	3.8	3.7	3.9	3.4	3.4	3.5	4.0	4.1	4.2	3.7	3.8	3.8	3.9	3.8	3.8	3.7	3.8	3.8	3.9	3.7	3.8	3.5	3.7	3.9	3.5	4.0	
Virgin Media Player	4.0	3.9	4.1	3.8	3.7	4.0	4.0	4.3	4.2	3.9	4.0	4.0	4.2	4.0	4.0	4.0	4.0	3.7	3.6	4.0	4.1	4.0	3.9	4.1	3.8	4.2	
Now/Now TV	4.0	3.9	4.1	3.7	3.9	4.2	4.1	4.1	4.3	3.8	4.1	4.0	4.2	4.0	3.9	4.1	3.9	4.2	3.4	4.1	3.9	4.0		3.9	4.2	3.8	4.2
Sky Go	4.0	3.9	4.0	3.3	4.0	4.0	4.1	4.3	4.2	3.9	4.0	4.1	4.1	3.8	4.0	3.9	3.8	4.0	3.8	3.2	4.0	4.2	4.2	3.8	4.1	3.8	4.1
Disney Plus	4.4	4.3	4.4	4.2	4.3	4.4	4.5	4.5	4.4	4.4	4.4	4.4	4.4	4.3	4.4	4.4	4.3	4.4	4.3	4.5	4.4	4.3	4.4	4.4	4.4	4.3	4.4
Amazon Prime	4.2	4.2	4.3	3.9	4.2	4.2	4.3	4.4	4.5	4.1	4.3	4.3	4.3	4.1	4.2	4.3	4.1	4.3	4.1	4.1	4.3	4.3	4.6	4.2	4.3	4.1	4.3



Actions if streaming service stopped working



Base: All adults 18+ streaming video n=1,720



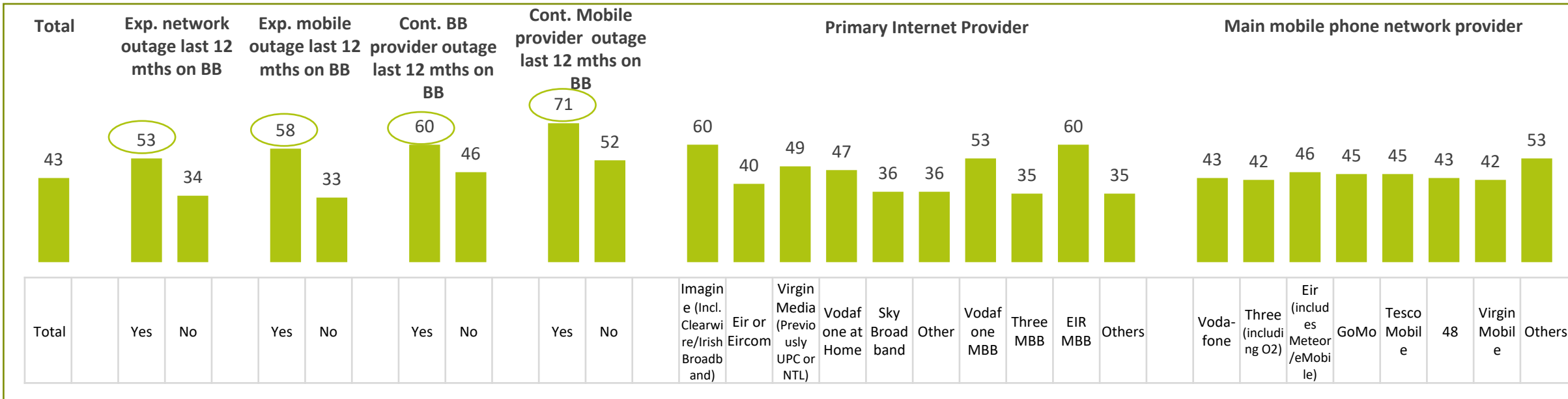
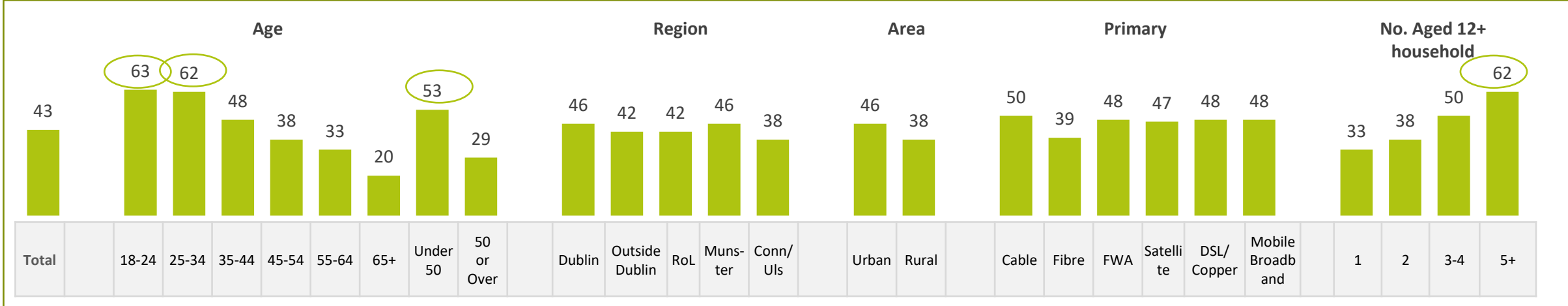
Half note they would wait to see if the service started to work again, followed by 44% taking a more active approach and resetting the device, etc. Older cohorts are less likely to take a more active approach in addressing the issue, possibly due to a lack of knowledge in the area. A distinction is also emerging between the spontaneous nature of mobile internet and the considered need for BB, with those experiencing mobile outages more likely to wait for the service to work again, while those experiencing BB outages are likely to take a more active, investigative approach to solve the issue.



Over 2 in 5 note that on occasion, streaming services stopped working while other services worked as normal. This is higher among those under 35, and those with 5+ in the household.



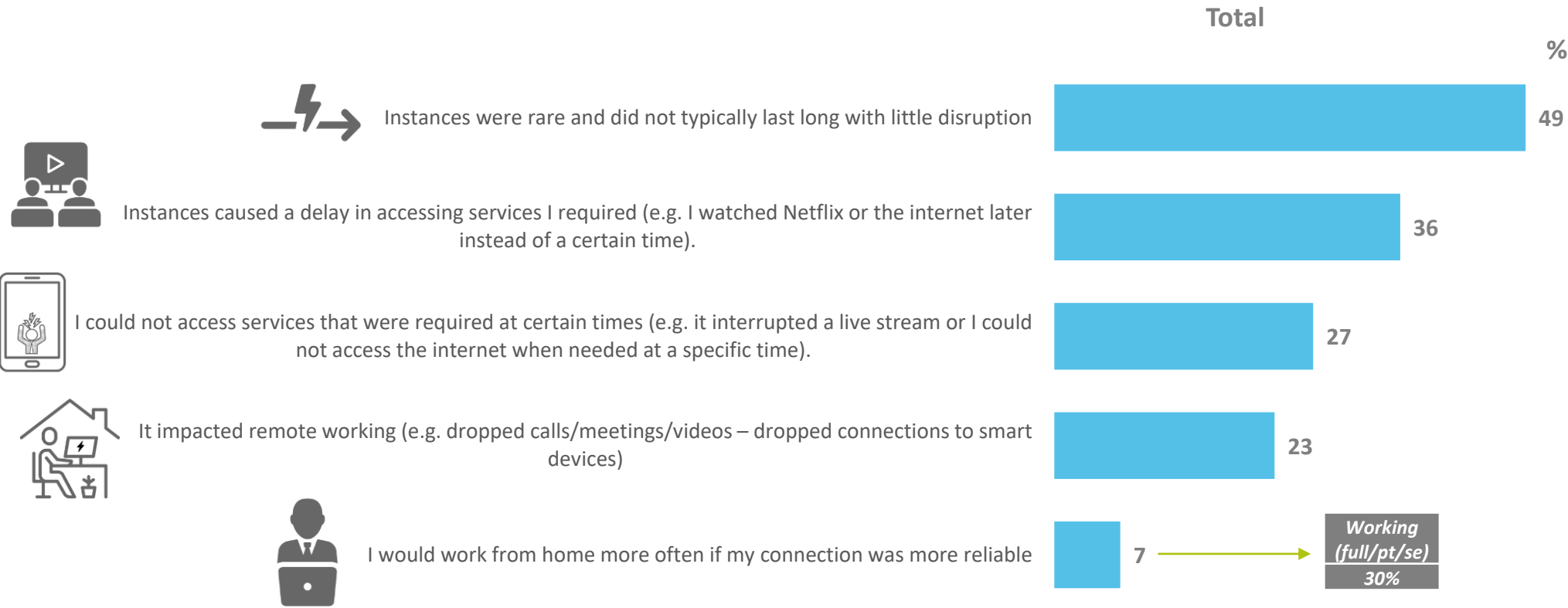
Base: All streaming video – n=1,720



The impact of network outages experienced in the past 12 months



Base: All experiencing BB on mobile outages in past 12 months



Half note slight disruptions with incidents being rare and not lasting long. However, over a third note a delay in accessing services, while on a more serious note, just under a quarter stated that it interrupted their remote working, with 7% noting that they would work from home more often if their connection was more reliable. This rises to 30% among those currently working.

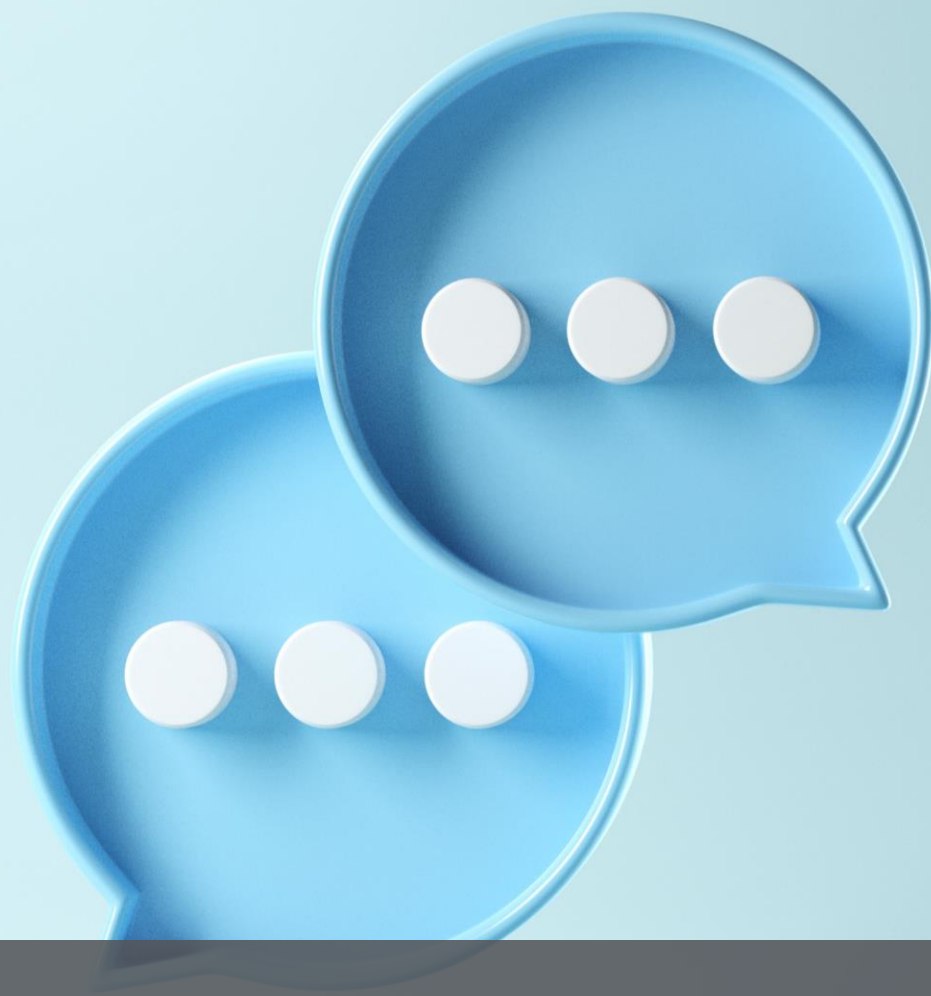
The impact of network outages experienced in the past 12 months



Base: All experiencing BB on mobile outages in past 12 months

	Total	Age								Region					Area		Social Class	
		18-24	25-34	35-44	45-54	55-64	65+	Under 50	50 or Over	Dublin	Outside Dublin	RoL	Munster	Conn/Uls	Urban	Rural	ABC1F	C2DE
UNWTD	1069	159	184	243	200	148	135	690	379	226	843	280	313	250	587	482	618	451
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Instances were rare and did not typically last long with little disruption	49	31	34	48	57	58	63	42	59	49	49	47	49	49	49	47	46	51
Instances caused a delay in accessing services I required (e.g. I watched Netflix or the internet later instead of a certain time).	36	48	39	38	37	29	26	40	29	36	36	39	32	39	35	38	36	36
I could not access services that were required at certain times (e.g. it interrupted a live stream or I could not access the internet when needed at a specific time).	27	36	30	23	30	25	17	30	21	25	27	26	27	28	25	30	28	24
It impacted remote working (e.g. dropped calls/meetings/videos – dropped connections to smart devices)	23	26	35	28	24	15	7	28	15	27	22	24	23	16	23	23	32	12
I would work from home more often if my connection was more reliable	7	11	11	6	6	11	2	8	7	8	7	9	7	5	7	9	9	5
Other	2	-	0	1	4	1	5	1	4	2	2	2	2	3	1	3	2	2

Remote working issues impacting those between 25 and 34, and those from a middle-class background. Little disruption is mostly noted by those over 50.

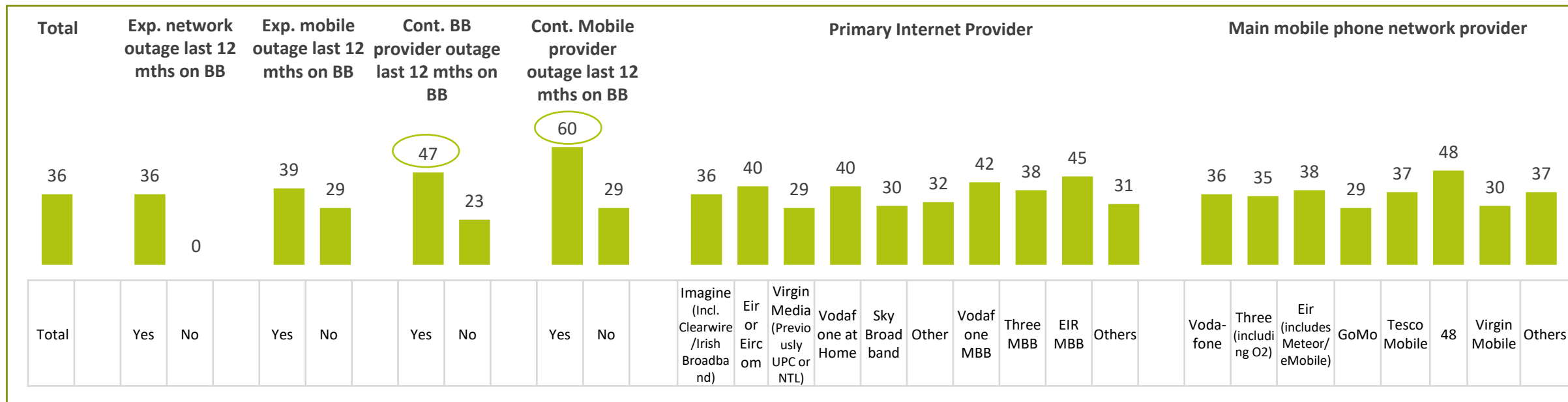
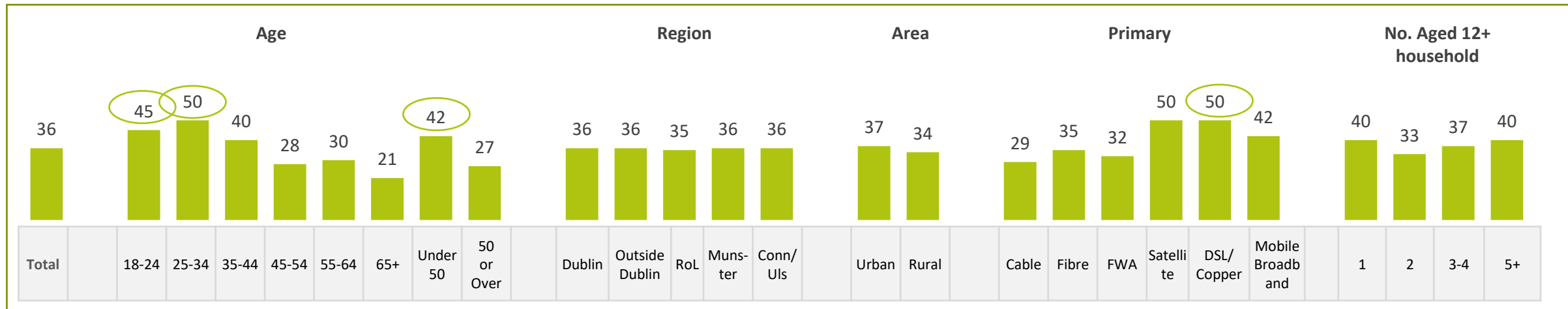


Alternative Services

Network outages have led to over a third considering switching BB providers. This is higher among those under 35 and those with DSL/Copper connections. Notably, it is also much more likely among those who have contacted BB provider due to an outage.



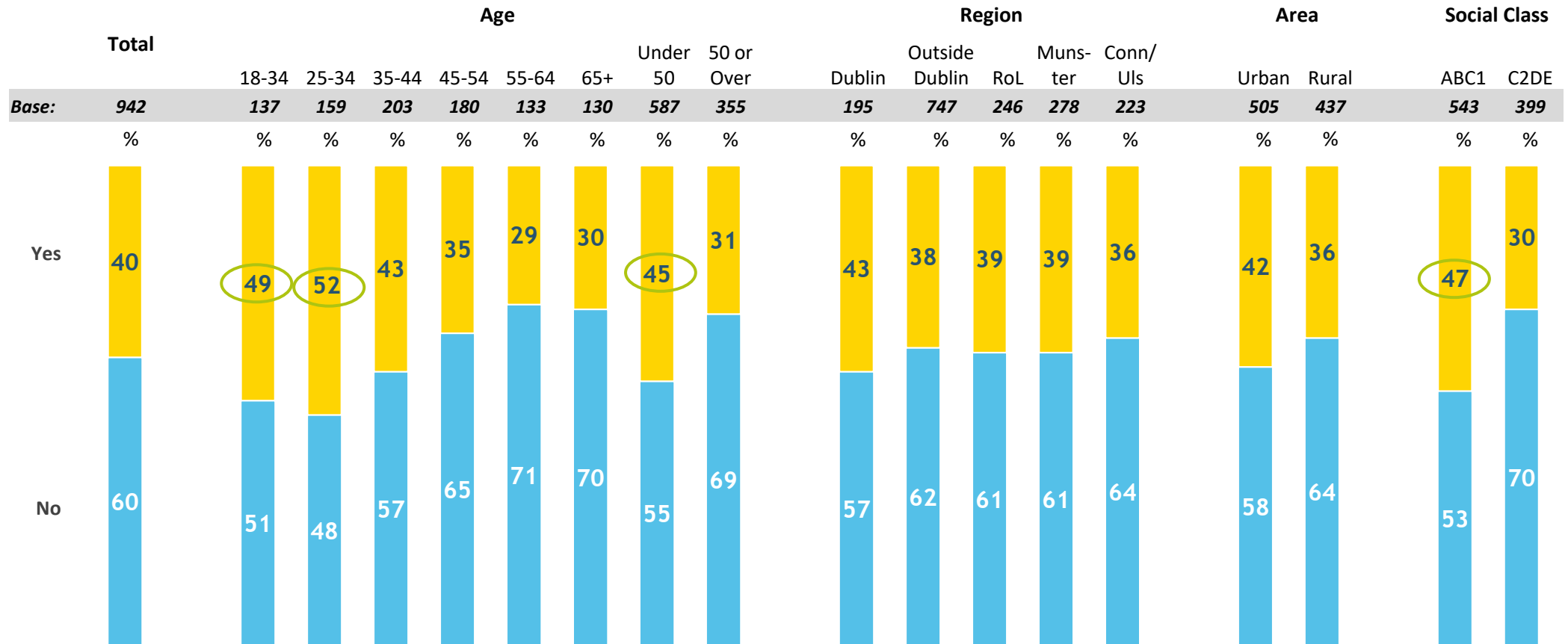
Base: All experience BB outage in past 12 months - 942



2 in 5 would consider a premium service: guaranteed constant service with no down times but at greater cost than the regular service



Base: All experience BB outage in past 12 months - 942



2 in 5 would consider a premium service with no down times but higher cost. This is notable given the soaring rise in costs of living in Ireland. Reliable BB is a key feature of modern life. It should be noted however, that middle class cohorts are much more likely to consider this as an option compared to working class backgrounds.

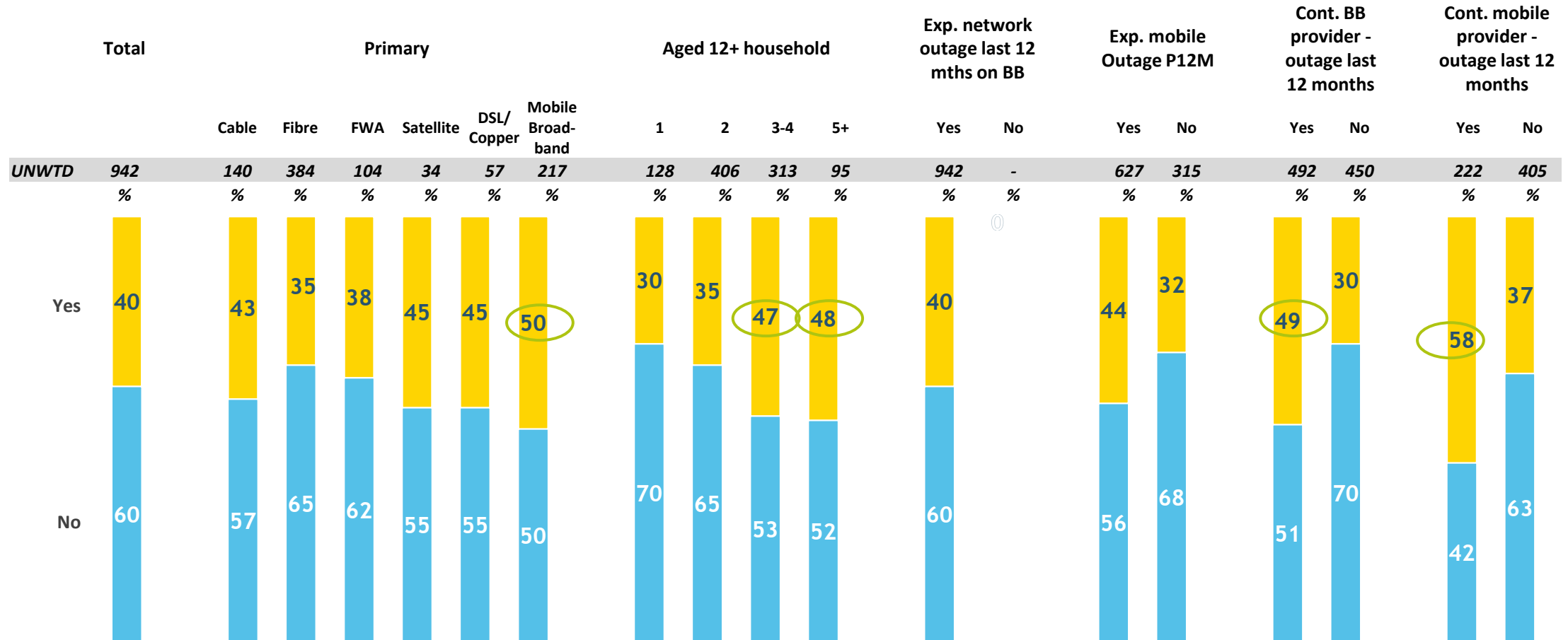
Q.30 If your primary home broadband provider offered a 'premium' service that guaranteed constant service with no down times but at greater cost than your regular service, would you consider taking the premium service?



Consideration of a premium service: guaranteed constant service with no down times but at greater cost than the regular service



Base: All experience BB outage in past 12 months - 942



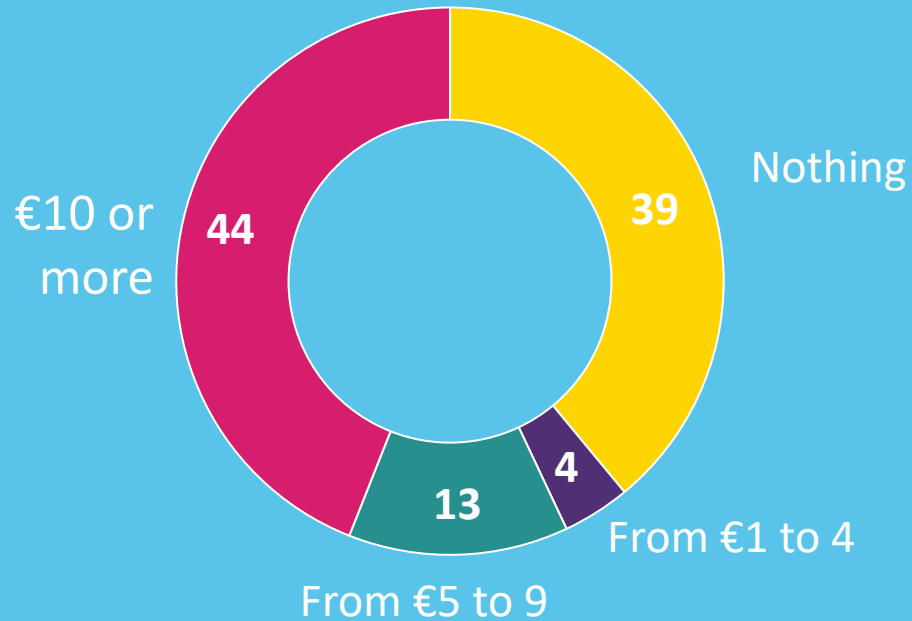
Those with MBB are more likely to consider this, as well as those with more people in their household.

Q.30 If your primary home broadband provider offered a 'premium' service that guaranteed constant service with no down times but at greater cost than your regular service, would you consider taking the premium service?

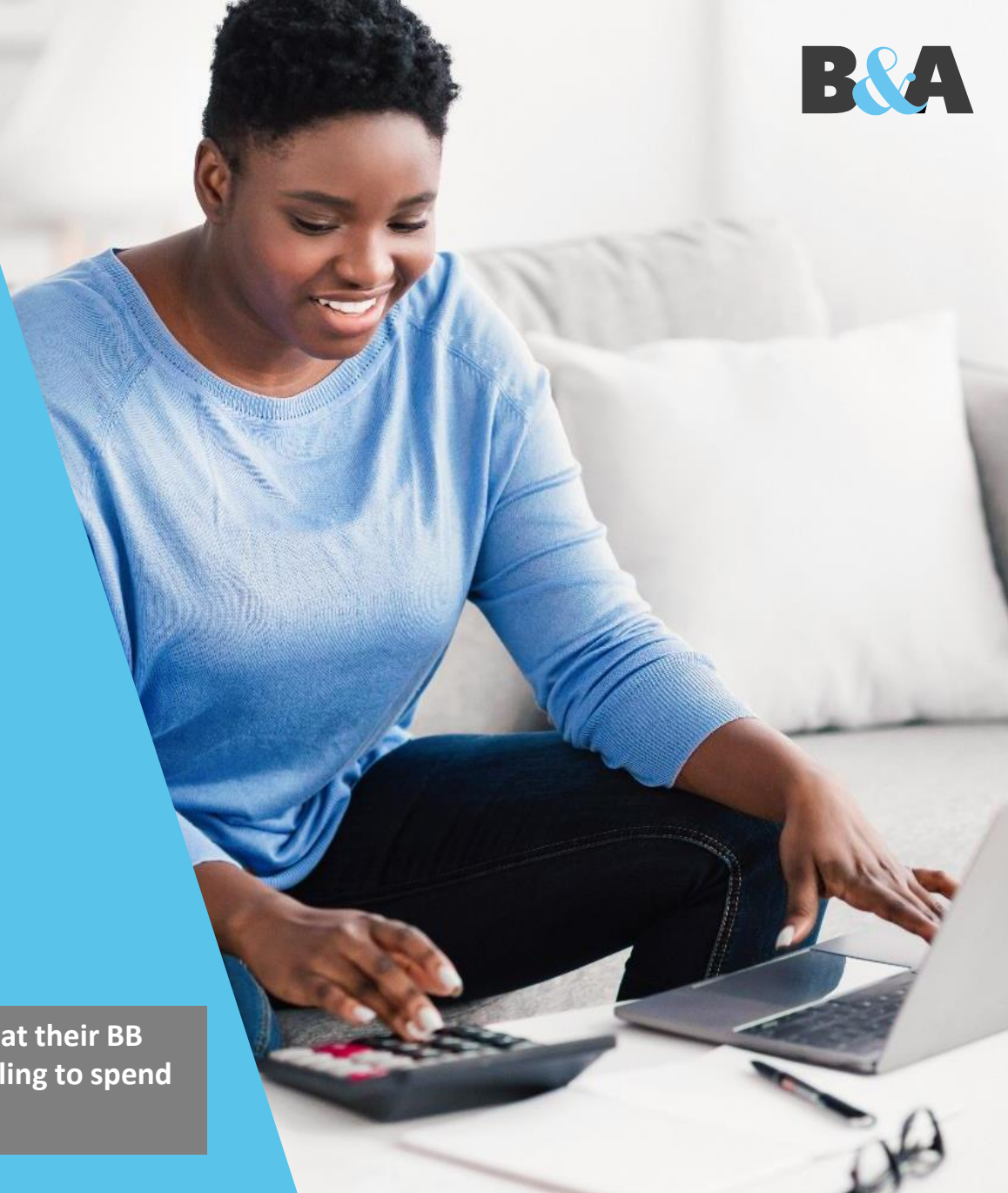


The amount extra per month (in euros) that respondents would be prepared to pay per month to guarantee a home broadband connection not affected by network outages

Base: All experience an outage in the past year 942



Only 2 in 5 stating they would not be prepared to spend anything extra to ensure that their BB connection would not be affected by network outages. Significant group would be willing to spend €10 or more extra per month to ensure a more reliable connection.



The amount extra per month (in euros) that respondents would be prepared to pay per month to guarantee a home broadband connection not affected by network outages



Base: All would consider a premium service n=754

	Total	Age								Region					Area		Social Class	
		18-24	25-34	35-44	45-54	55-64	65+	Under 50	50 or Over	Dublin	Outside Dublin	RoL	Munster	Conn/Uls	Urban	Rural	ABC1F	C2DE
	754	121	139	181	136	106	71	517	237	158	596	198	219	179	410	344	432	322
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Nothing	39	23	29	44	44	52	38	36	44	32	41	45	37	42	34	46	39	38
From 1 to 4	4	8	1	4	5	3	7	4	6	4	5	1	3	12	4	5	6	3
From 5 to 9	13	6	11	11	11	14	30	10	19	9	14	16	16	10	14	11	9	18
10 or more	44	63	59	40	40	31	24	50	31	55	40	38	45	36	47	38	47	41

The willingness of those under 35 to spend an additional €10+ per month for more reliable internet highlights the growing importance of BB in society and the emerging reliance we have on a steady connection. Interestingly, there are no major differences between middle- and working-class cohorts in terms of spend here.

The amount extra per month (in euros) that respondents would be prepared to pay per month to guarantee a home broadband connection not affected by network outages



Base: All would consider a premium service n=754

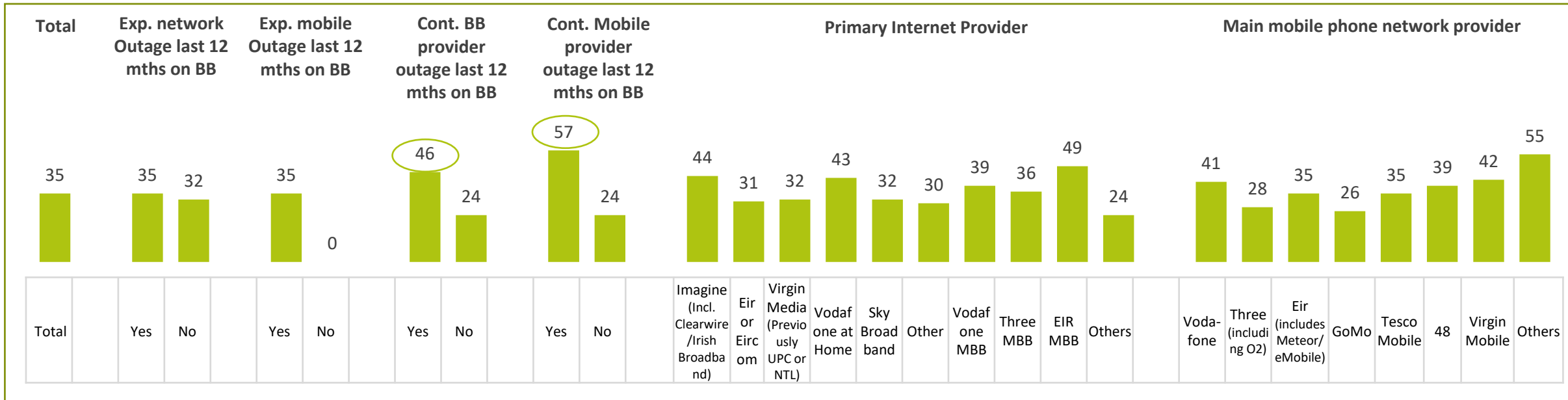
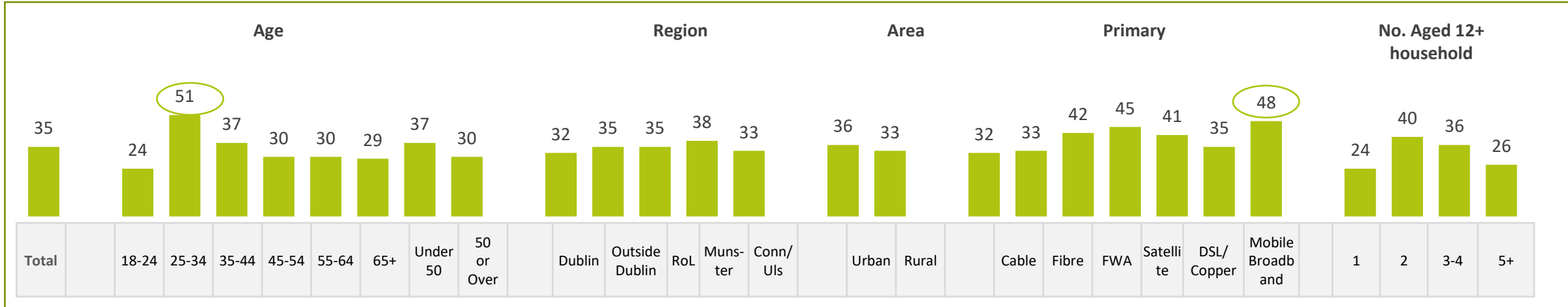
	Total	Primary						Aged 12+ household				Network outage last 12 mths on BB		Mobile Outage P12M		Broadband provider - outage last 12 months		Mobile provider - outage last 12 months	
		Cable	Fibre	FWA	Satellite	DSL/Copper	Mobile Broadband	1	2	3-4	5+	Yes	No	Yes	No	Yes	No	Yes	No
UNWTD	754	109	309	71	25	38	193	111	312	257	74	627	127	754	-	323	304	256	498
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Nothing	91	35	42	45	22	43	31	34	43	38	30	35	58	39	-	25	45	27	44
From 1 to 4	70	2	6	-	-	1	7	6	4	5	3	5	3	4	-	4	5	3	5
From 5 to 9	66	12	13	6	21	11	16	18	14	11	7	13	13	13	-	13	12	10	14
10 or more	59	51	39	49	57	45	46	42	39	46	60	48	26	44	-	57	38	60	37

Those with 5+ people in the household are much more likely to willingly pay an additional €10+ per month for more reliable BB.

A third have considered switching mobile phone service providers due to outages in the last 12 months. This increases to half of 25-34s, and those with Mobile BB. Again, we can see that those contacting their provider about outages are more likely to consider switching

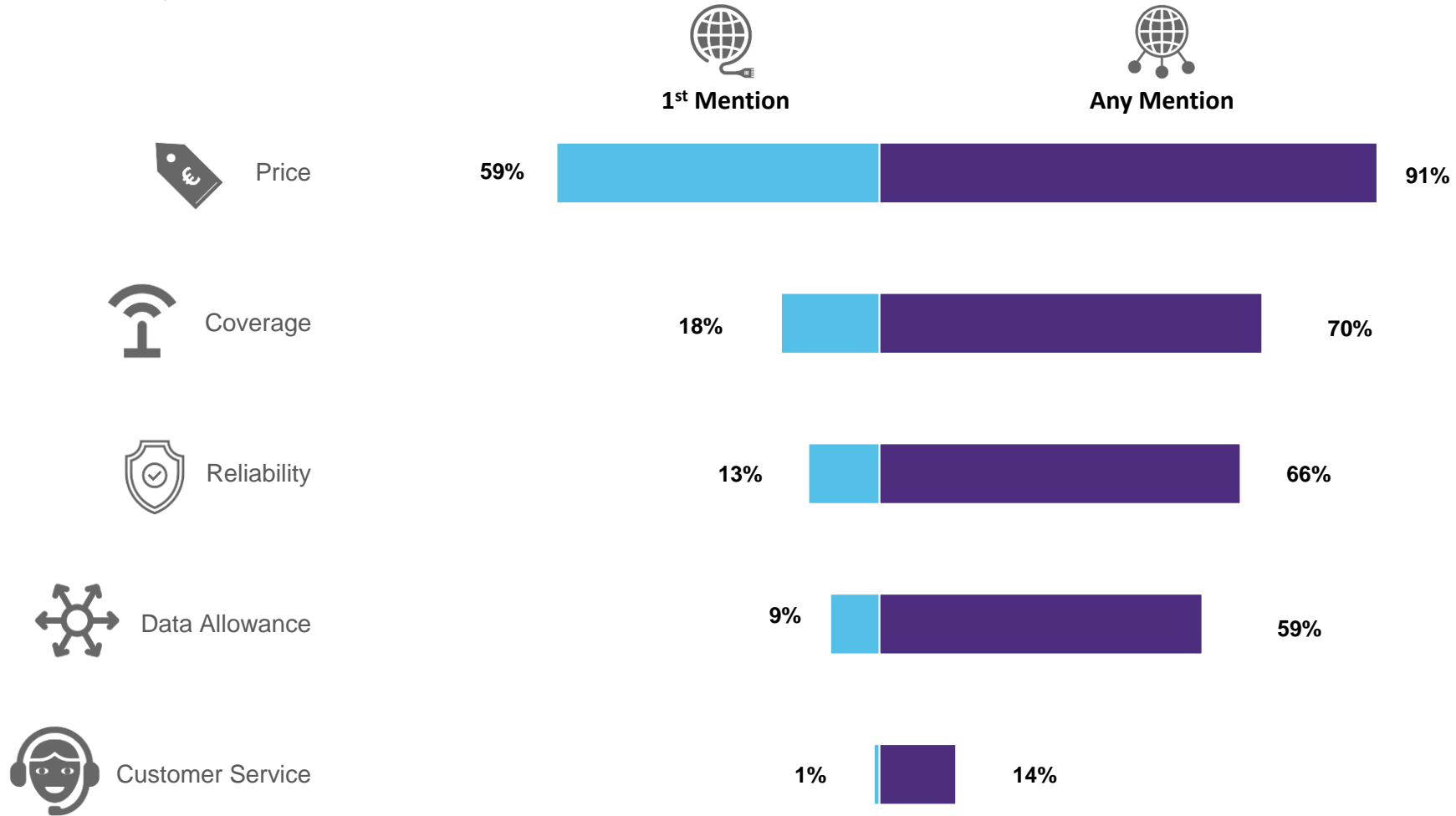


Base: All experience BB outage in past 12 months - 942



The top 3 elements considered when choosing a new mobile phone service provider

Base: All Adults 18+ n=1,826








Price is the main deciding factor for 3 in 5, followed by coverage with 1 in 5 mentioning this first. Both are vital alongside reliability.

The top 3 elements considered when choosing a new mobile phone service provider



Base: All Adults 18+ n=1,826

	Total	Age								Region					Area		Social Class	
		18-24	25-34	35-44	45-54	55-64	65+	Under 50	50 or Over	Dublin	Outside Dublin	RoL	Munster	Conn/Uls	Urban	Rural	ABC1F	C2DE
UNWTD	1826	237	297	396	341	250	305	1109	717	431	1395	485	515	395	1038	788	998	828
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
 Price	91	92	93	91	90	90	89	93	88	90	91	91	91	90	91	90	90	92
 Data Allowance	59	75	71	66	57	54	37	68	46	62	58	58	59	56	60	56	61	56
 Coverage	70	60	73	72	77	74	63	71	69	60	74	76	72	75	65	81	70	70
 Reliability	66	64	57	62	66	66	81	60	75	70	65	64	65	66	68	63	66	67
 Customer Service	14	9	6	9	9	16	30	8	21	17	12	11	14	12	16	10	13	15

Data allowance is much more important to younger cohorts, while those over 65 are much more likely to view reliability and customer service as important. Unsurprisingly, coverage is more important for those outside Dublin as well as for those in rural areas.

Summary



Broadband Outages



Half note experiencing BB outages in the last 12 months, with more frequency in Conn/Ulster, those with FWA and Mobile BB, and those in larger households of 5+ people.

When focusing on the various durations of outages, there are some key trends, with those with cable connections reporting less outages, or less frequency in outages. Those with Virgin are also less likely to report outages, with for example 2 in 3 Virgin customers noting no outages lasting 6 hours. In terms of outages lasting up to 24 hours, Eir performs worst here with over 1 in 3 reporting outages such as this on 1-3 occasions in the last 12 months.

Once outages reach 6+ hours it is also less common to see this in Dublin compared to other regions of Ireland.

Generally speaking, there are some trends indicating a higher incidence of outages among working class cohorts, though this is only notable in outages over 24 hours in duration with 73% never experiencing this compared to 80% of middle class cohorts.

Mobile Outages



When focusing on general reports of outages, 2 in 5 note having experienced an outage in the last 12 months. This is more common among those under 35, but there are no clear differences in terms of region or area.

When we consider the various durations of outages, similar trends emerge, one of which relating to age, with younger cohorts much more likely to experience outages compared to those over 50. This is likely due to increased usage.

In terms of location, there are no clear trends on the basis of region or area, which is notable given the differences seen in BB outages.

Streaming Service Outages



Over 2 in 5 cite an outage in streaming services while other internet services remained functional. This is much higher among those under 35, and those with 5+ people in their household, most likely due to higher usage among these cohorts.

These incidents have not had a lasting impact, however with the vast majority of respondents viewing the majority of streaming services as reliable, and very few actively stating that the services were unreliable. Netflix and Disney are the stand out performers in terms of reliability, while RTE player lags behind slightly.

Strong reliance on mobile



When asked about making contact with **emergency services in indoor and outdoor** environments, **85% and 92%** respectively would choose to use a **mobile**. Very few using landline or social media.



Those who experience network outages are likely to spend more time online



When focusing on the time spent on online activities such as browsing, streaming, and remote working it becomes clear that those who **spend more time on these activities appear to encounter more BB outage incidents** with the average time spent **streaming** for example being **149 mins** for those who have experienced BB outages compared to **127 mins** for those who haven't experienced BB outages in the last 12 months. These are often more trivial activities; however, it is also the case for those **remote working in the home**, with the average time spent working being **148 mins** for those who have experienced a BB outage, compared to **115 mins** for those who haven't experienced an outage. This highlights **the possible economic and social impacts** for some in relation to network interruptions.



Incidents of outages

Half note experiencing network outages, with increased reports of outages in Conn/Ulster (57%), among FWA (64%) & MBB (56%) customers, & those in a 5+ person household (62%).

When focusing on the duration of BB outages, short outages up to 1 hour are experienced by 94% of those experiencing an outage.

Over half note that neighbours were also affected during outages. This could be higher as 37% stated they didn't know if their neighbours were impacted.

When focusing on actions taken when experiencing outages, a distinction emerges between the spontaneous and quick nature of mobile connections and the considered need for BB, with those experiencing mobile outages more likely to wait for services to return, while those who have experienced BB outages are more likely to take a more active, investigative approach to solve the issues.



Cause of outages

Half cite weather as a key factor in outages – higher in Munster and Conn/Ulster as well as those in rural areas. A third note scheduled maintenance which is higher in Dublin.

In order to combat these issues, maintenance needs to be communicated well to the communities affected, while work needs to be done to weather proof connections particularly in the Western and Southern parts of Ireland.

Additional pressures on the networks



2 in 5 noted occasions where streaming services stopped working while other internet services continued to work, likely due to the speeds needed to stream, thus adding additional pressures to the network. This is higher among those under 35 (62%), and those with 5+ in their household (62%).



There is continued growth in the popularity of messaging apps that are replacing standard SMS messages, with Whatsapp now used regularly by 84%, compared to SMS with 48%. Once again we see a growth in our reliance on internet connections, in this case to maintain social relationships.



Another key development in recent times has been the rise in working from home due to the pandemic. This is a largely Dublin-centric way of working with 78% of those based in Dublin stating that they are expecting to work on a hybrid basis until the end of 2022, compared to 62% outside of Dublin. A quarter state that they are expecting to work full time from home. This will undoubtedly put strain on the network, with signs of this already apparent. For example, a quarter of those who have experienced outages note that this has created disruption to their remote working, with a further 7% stating they would work from home more if they had a more reliable internet connection. This increases to 30% among those working currently.

Use of mobile phone in cases of BB outages



63% state that they have used a **mobile phone connection as an alternative to BB** in cases of BB outage. This increases to **85% among under 25s**, and decreases to 50% among those over 50, indicating a potential **knowledge gap** among older cohorts which may be leaving these cohorts at a disadvantage.



However, only **a third** note that the **mobile phone alternative works as an adequate** alternative to BB. **Half cite a reduction in connectivity**, while 16% state that mobile is not sufficient to complete all tasks that are usually carried out on regular broadband.

Paying more for more reliability



2 in 5 would consider paying more for a service w outage. This increases to 49% amongst under 25s among 25-34s, and 47% among middle class cohort highlights the importance of reliable BB in mod society, with the usage continually increasing highlighted already in terms of messaging and stre It also highlights the potential divisions in connec with middle class cohorts much more open to pa more for reliable BB.

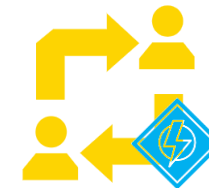


44% are prepared to pay €10+ more per month for a better connection free of outages. Once again, we see divisions based on age here with 50% of those under 50 willing to pay €10+ compared to 31% of those over 50 years of age.

Switching providers?



35% stated that they would consider switching to a new mobile provider, increasing to 51% aged between 25 and 34. The key factors in decision making here revolve around price and coverage with 59% and 18% respectively noting these as the main factors in deciding.



Much like mobile provider switching, 36% noted that they would consider switching BB providers following outages experienced in the last 12 months, which is higher among under 35s and those with DSL/Copper connections.

Thank you.



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Delve Deeper