



Commission for
Communications Regulation

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ComReg publishes 2013 Consumer ICT survey

The Commission for Communications Regulation (ComReg) today published its Consumer ICT survey for 2013. The research and marketing company, RedC, was commissioned by ComReg to undertake a survey of the ICT needs of Retail Consumers. The survey of 1,000 people nation-wide (with an additional 500 surveyed in urban areas) examined access and satisfaction with household telecommunications.

Key findings of the survey are:

- Mobile phones are the most commonly accessed telecommunications services at 97% while landlines are accessed by 69% of those surveyed.
- TV ownership stands at 95%, Laptop ownership is at 75% and 54% of those surveyed owned a smartphone.
- Household access to Broadband now stands at 78% which includes respondents who receive broadband over mobile devices (excluding smart phones).
- 33% of those with Broadband use the technology to make 'video-calls'
- Over half of those surveyed (53%) take Sky for a TV service, 29% use UPC and 9% use Saorview.
- 77% of those questioned expressed satisfaction with their landline service and 76% expressed satisfaction with their mobile phone service.
- Consumers ranked cost and service quality as the most important factors when using a telecommunications service.
- Over half of respondents said they took a bundle of telecommunications services from their telecoms supplier while 65% residents in urban areas opted for a bundle of services. A combination of landline and fixed broadband is the most popular bundle.
- 50% of those surveyed are unaware of the broadband speed they are receiving.

Commissioner Kevin O'Brien said: "The survey reveals that Irish consumers are clearly looking for value for money when choosing a telecommunications service. Household Broadband access is now relatively high at 78% and it is evident that a majority of people regard broadband as a key part of their working, social or educational lives. The survey shows that speed of service is ranked highly by consumers when choosing a service. ComReg will launch later this year an online facility for measuring and publishing broadband speeds across a range of platforms as experienced by consumers. This initiative will provide greater clarity to consumers in relation to the real broadband speeds received."

Issued By Tom Butler Public Affairs Manager, ComReg

Ph: 01 8049639

Mobile: 087 2536358

tom.butler@comreg.ie