



Media Release- 18th December, 2005

Irish consumers expected to spend an estimated €55m on Christmas internet purchases

According to a survey published by the Commission for Communications Regulation, an estimated €55 million will be spent by Irish internet users on online purchases this Christmas.

The ComReg survey estimates that one in five internet users intends to use the internet as part of their Christmas shopping this year.

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

The following are the main highlights of the survey:

- An estimated 250,000 internet users will spend almost €55 million on on-line shopping purchases this Christmas
- Men are more likely than women to do their Christmas shopping online, as are those with a broadband subscription.
- Those who plan to shop online for Christmas gifts estimate that they will spend an average of over €200 on internet shopping.

The ComReg survey also revealed that in the past three months 43% of internet users have shopped online, with the average eShopper spending an average over €300. The most popular online purchases reported were airline tickets and concert tickets.

The full survey information (ComReg0591) in relation to the e-shopping data is available on the ComReg website. www.comreg.ie

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Issued By
Tom Butler
Public Affairs Manager, ComReg
Ph: 01 804 9639 Mobile: 087 2536358

tom.butler@comreg.ie
ComReg PR181205