**Mobile Consumer Experience Survey 2025**

**Information Sheet**

Thank you for your participation in the Mobile Consumer Experience Survey; your feedback is of great value to ComReg, the telecommunications regulator.

ComReg is the statutory body responsible for the regulation of the electronic communications sector (telecommunications, radio communications, broadcasting transmission and premium rate services) and the postal sector in Ireland.

We have a wide range of responsibilities in telecommunications, posts and spectrum management. We operate under Irish and EU Legislation in these areas.

We are responsible for facilitating competition, for protecting consumers, and for encouraging innovation.

ComReg is undertaking a larger project to improve our understanding of the experiences, priorities and perceptions of mobile phone users in Ireland. The topics we would like to learn more about include:

* **The response of consumers when they receive a higher bill than they expected**
* **The factors motivating or discouraging consumers from switching operators**
* **The trends in the use of phone calls, SMS messages and data**
* **If consumers are currently on the most suitable packages**

In order to do this research and to have a better understanding of the experiences of mobile users like you, we require detailed data. As such, we are asking people who participate in this survey for their permission to do two things. **Firstly**, we would like your permission to approach your mobile operator and gather information on your mobile plan and usage during the two-year period from 1st July 2023 to 30th June 2025. This data will be linked with your answers to the survey you have just completed to help us better understand the challenges facing mobile users in Ireland. **Secondly**, we would like to combine your responses to this survey to data we hold, such as our Mobile Coverage Map, and other public datasets, such as the Small Area Population statistics published by the Central Statistics Office (CSO).

It is also important to note that ComReg will **NOT** be requesting, and will **NOT** be able to identify:

* **any numbers you rang or messaged**
* **who you contacted**
* **the content of any messages**
* **what websites you accessed**
* **whether or not you paid your phone bill**
* **the content of any online material including emails, social media accounts etc**

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| **The information ComReg will request from your mobile phone operator:** |
| **Your current mobile plan** |
| * The name of your current mobile phone plan, and if it is part of a bundle |
| * The allowances of that plan (minutes, SMS/texts, data etc.) |
| * The time you have been on this plan, and the time left in your contract or discount arrangement |
| * If the plan you are on includes a handset. If yes, which handset is included |
| * If you have switched plans or operator over the past two years |
| **Your usage over the past two years** |
| * The volume of texts and calls you used each month in Ireland |
| * The volume of texts and calls you used each month outside of Ireland |
| * Data consumption per day |
| * The average length of phone calls each month |
| * The percentage of calls to mobile phones, landlines, international numbers, non- geographical numbers and premium rate services |
| **Paying for your mobile phone** |
| * Your total monthly charges, broken down by SMS/texts, calls, data, any add-ons, out of bundle charges, roaming charges and discount arrangements, insurance etc. |
| * Prepay only: The dates you topped up your phone credit |
| * Prepay only: The amount of phone credit you topped up by at each transaction |
| * Bill pay only: The breakdown of your monthly payment between paying for a handset and paying for usage |
| * The charge for your handset if you purchased it through your operator |

Our internal databases identify houses by Eircode. As such, in order to match this data with your responses to this survey, we would ask you to please provide your Eircode (or latitude and longitude of your house). If you do not know your Eircode (or latitude and longitude of your house), your interviewer can fill this in.

All of your answers to this survey, and the data provided by operators will be anonymised, stored securely by ComReg and used only for research purposes to help improve the experience of Irish mobile phone users. ComReg’s Data Protection Privacy Notice details data protection procedures and your rights as a data subject. The Privacy Notice is available here [www.comreg.ie/privacy/](http://www.comreg.ie/privacy/).

Your participation in this research study is voluntary. If you do not wish for your responses to this survey to be combined with other databases we hold, you can withdraw from participating in this survey. Even if you sign this consent form, you may withdraw your consent up to the point when the data is anonymised.

If you have any questions about any aspect of this project, please contact James Browne in ComReg either by email at [james.browne@comreg.ie](mailto:melania.mora@comreg.ie%20) or by phone at (086) 074 9444.