



MCA Market Research
Consumer Perception Survey Results – Broadband Internet

MCA | *December 2013*

1. Purpose & Methodology

Keep tabs on Internet services in Malta

Provide for better analysis of Internet services

Provide for better regulatory decisions

Ernst & Young carried out the survey between August and October 2013 on behalf of the MCA

Fieldwork

- Interviews were carried out by telephone lasting around 7 minutes
- The survey respondents were chosen randomly from the range of GO and Melita fixed telephone numbers
- Only one person per household was interviewed and all respondents were over 18 years old

Sample

- Targeted population was stratified according to the socio-economic classification of the Maltese population
- The interviews were also distributed among Malta's six official geographic regions

Responses

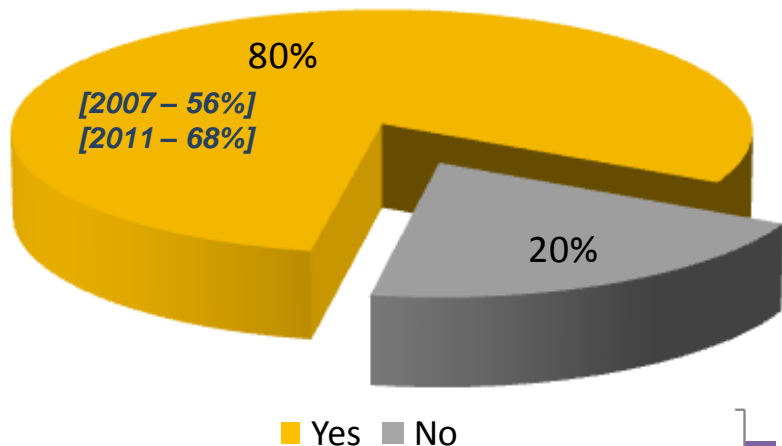
- 801 net respondents
- Any refusals / incomplete surveys were re-allocated to achieve a net sample of 801 interviewees
- Margin of error 3.45% at 95% confidence interval

2. Computer & Internet Access in Households

Internet Access in Maltese Households

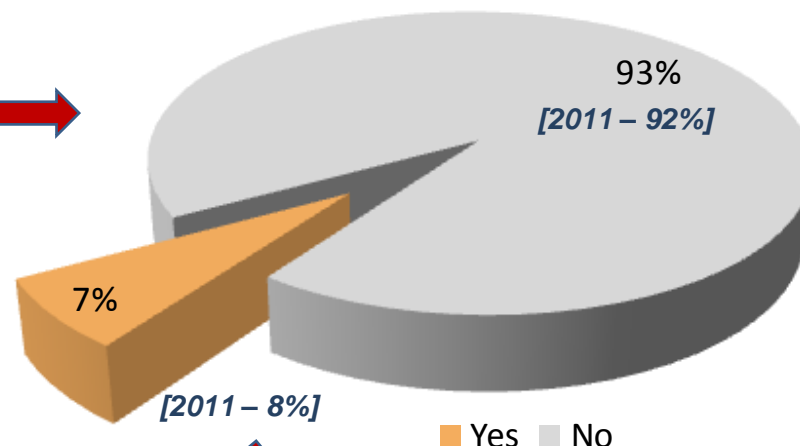
Do you have Internet access at home?

Sample Size – 801

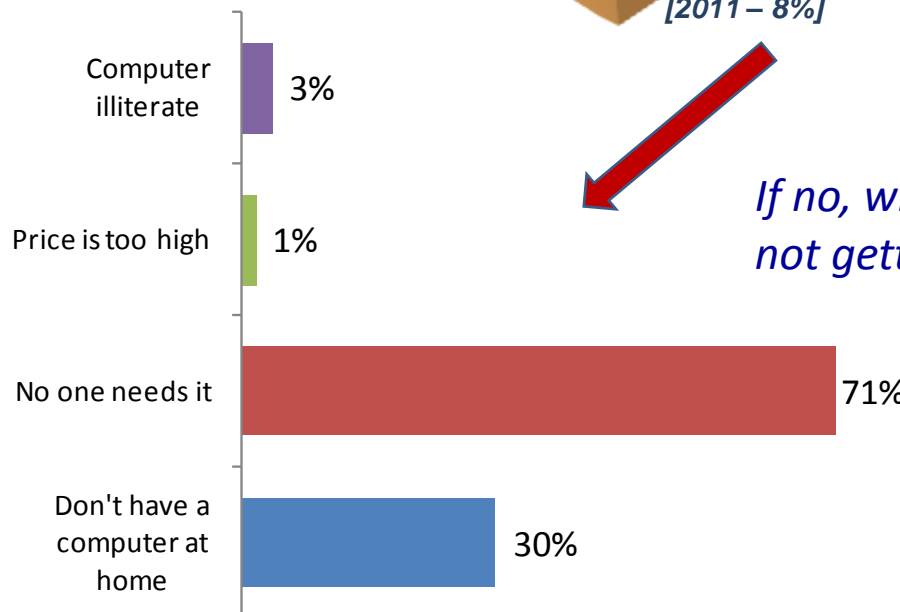


If no, are you considering getting access to the Internet?

Sample Size – 162



93% of households with no Internet access fall within the D/E socio economic category. 85% are retired

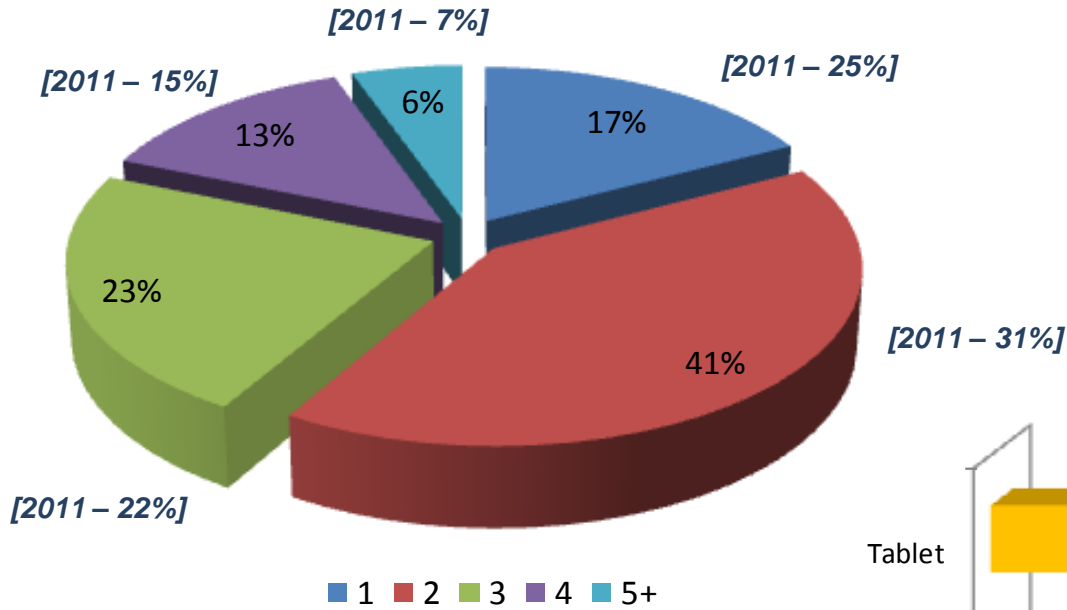


If no, what is the reason for not getting Internet access?

Sample Size – 150
(each respondent could give more than one reason)

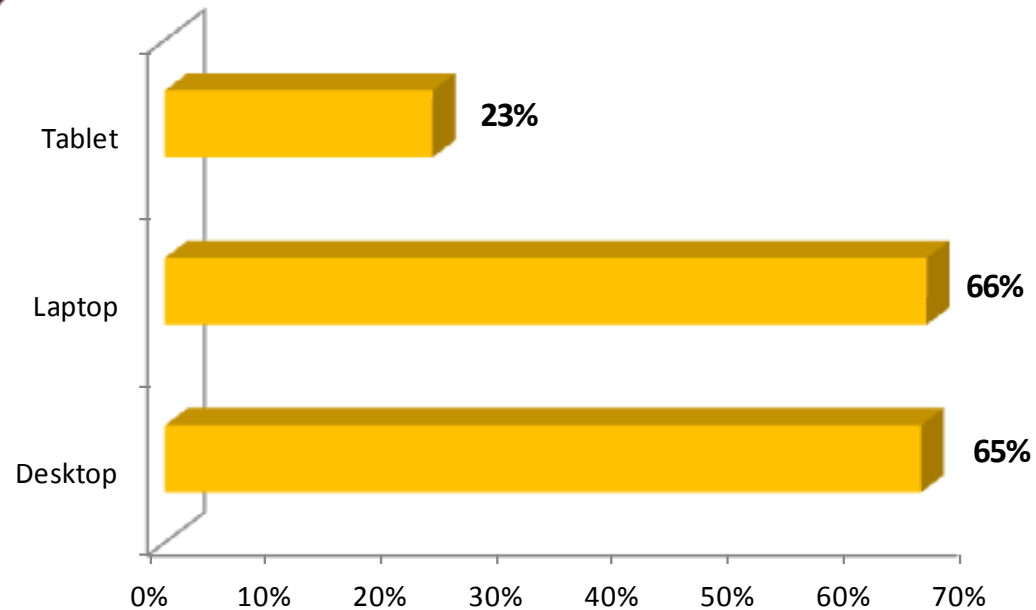
Computer Access in Maltese Households

Number of household members using the Internet at home



Sample Size – 639

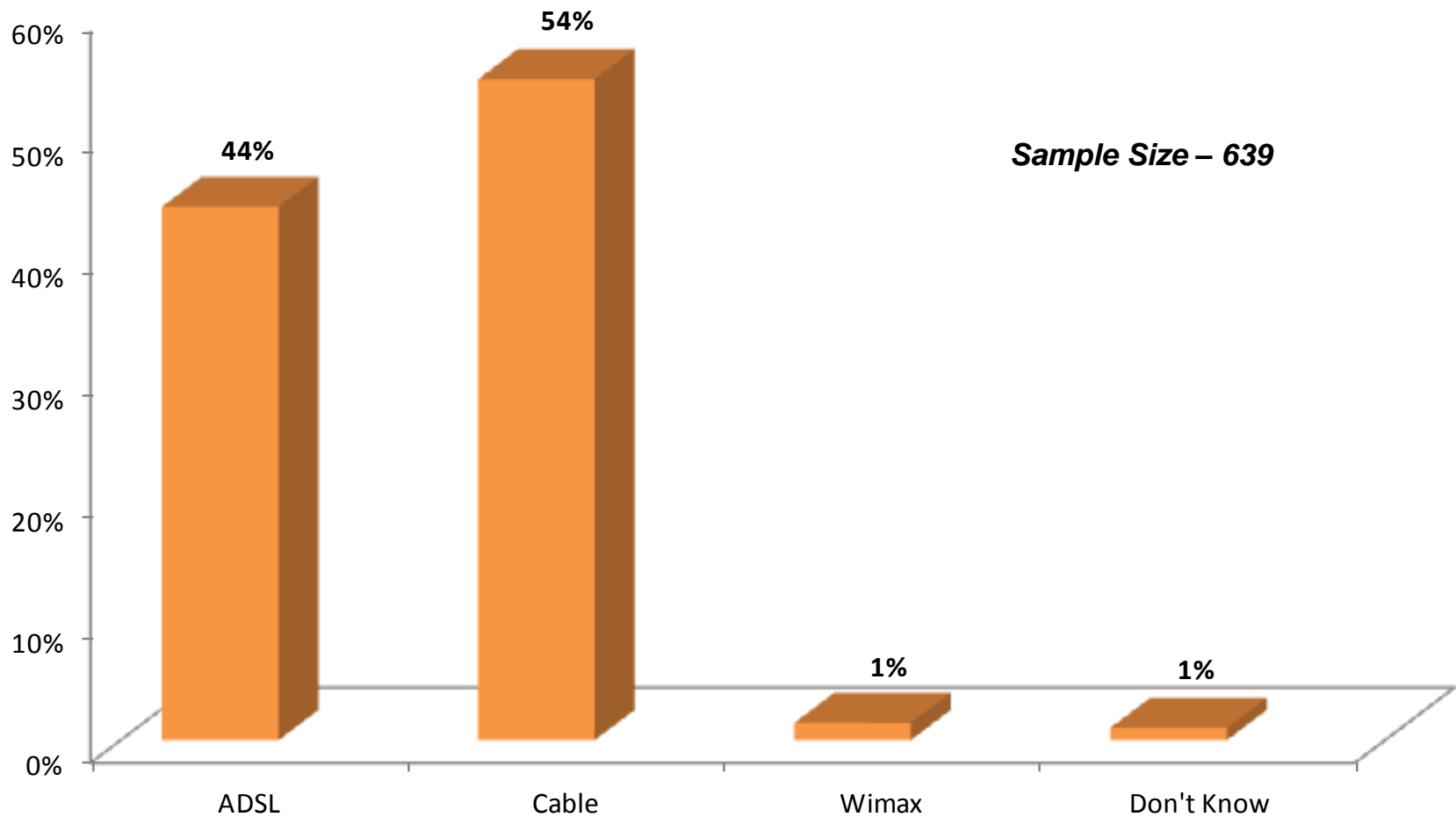
Type of computer used at home?



3. Type of Internet Connection in Households

Type of Internet Connection

What type of Internet connection do you have at home?

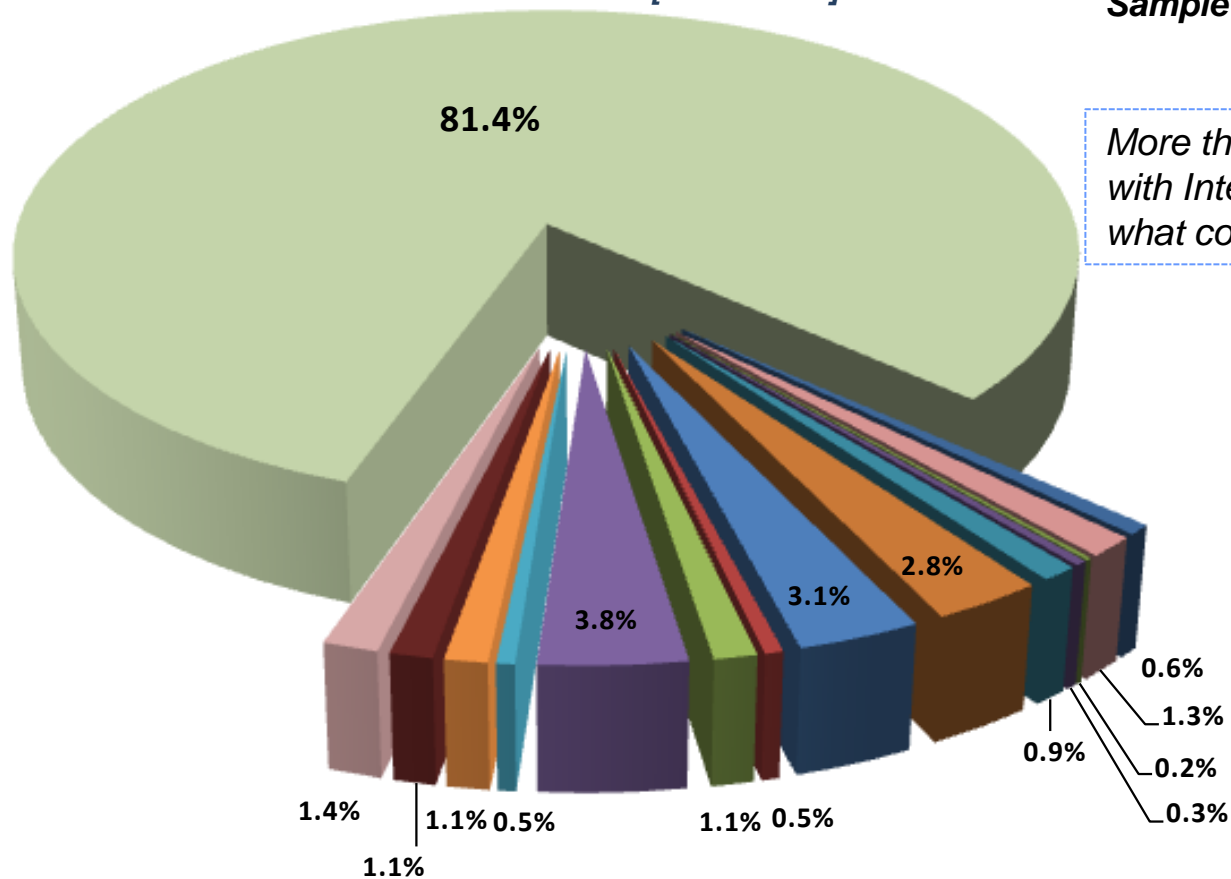


Disclaimer: These are the results of the survey carried out with private households and which exclude business subscriptions. These survey results do not represent the actual market share figures.

Internet Connection Speed (1)

[2011 – 76%]

Sample Size – 639



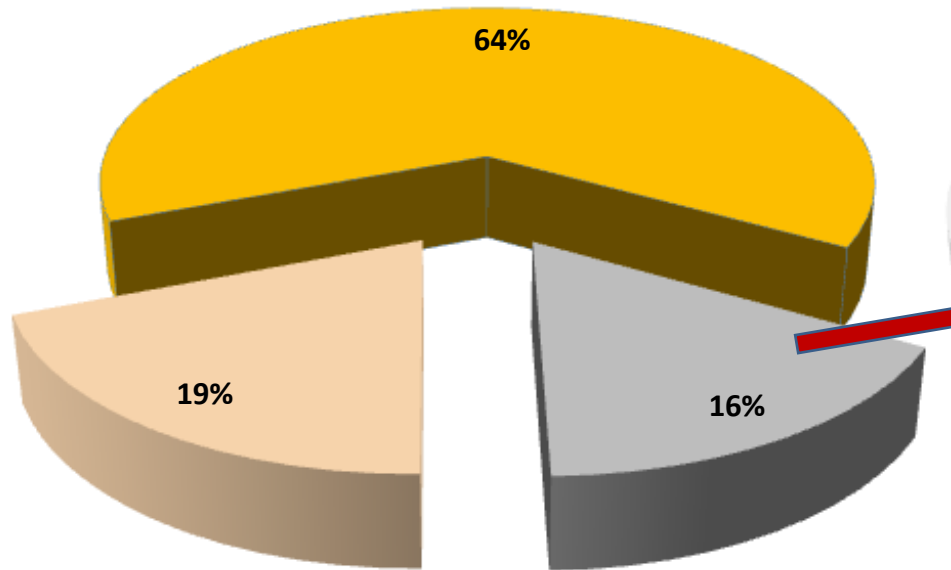
More than 80% of households with Internet access do not know what connection speed they have

- <4Mbps
- 4Mbps
- 6Mbps
- 8Mbps
- 10Mbps
- 12Mbps
- 15Mbps
- 20Mbps
- 25Mbps
- 30Mbps
- 50Mbps
- 60Mbps
- 100Mbps
- >100Mbps
- Don't Know

Internet Connection Speed (2)

Do you feel that this download speed is adequate for your needs?

Sample Size – 613
(excluding respondents with 50/60/75/100 Mbps)

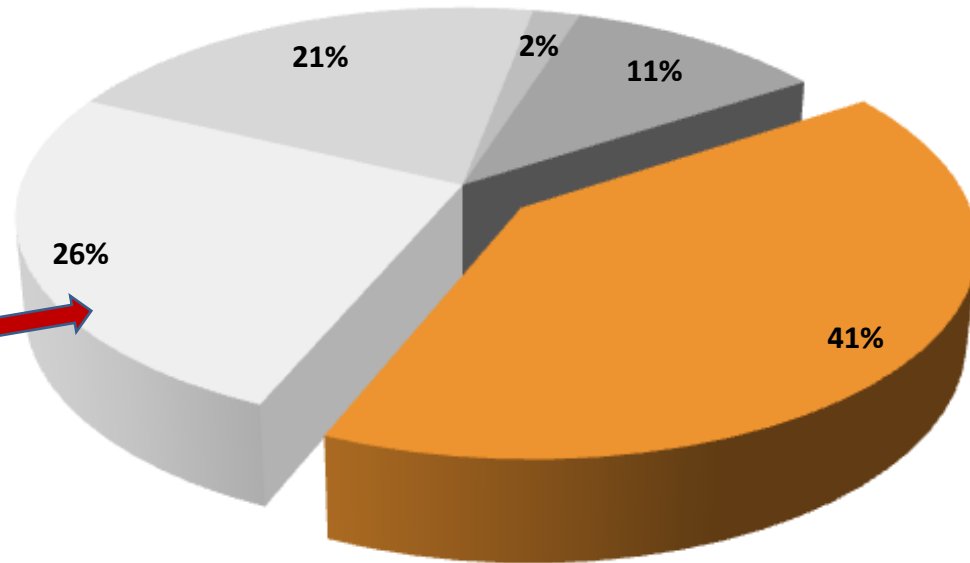


■ Yes, more than enough ■ Yes, adequate ■ No, inadequate

Despite the majority of households not knowing what type of Internet speed they have, 83% think it is adequate for their needs.

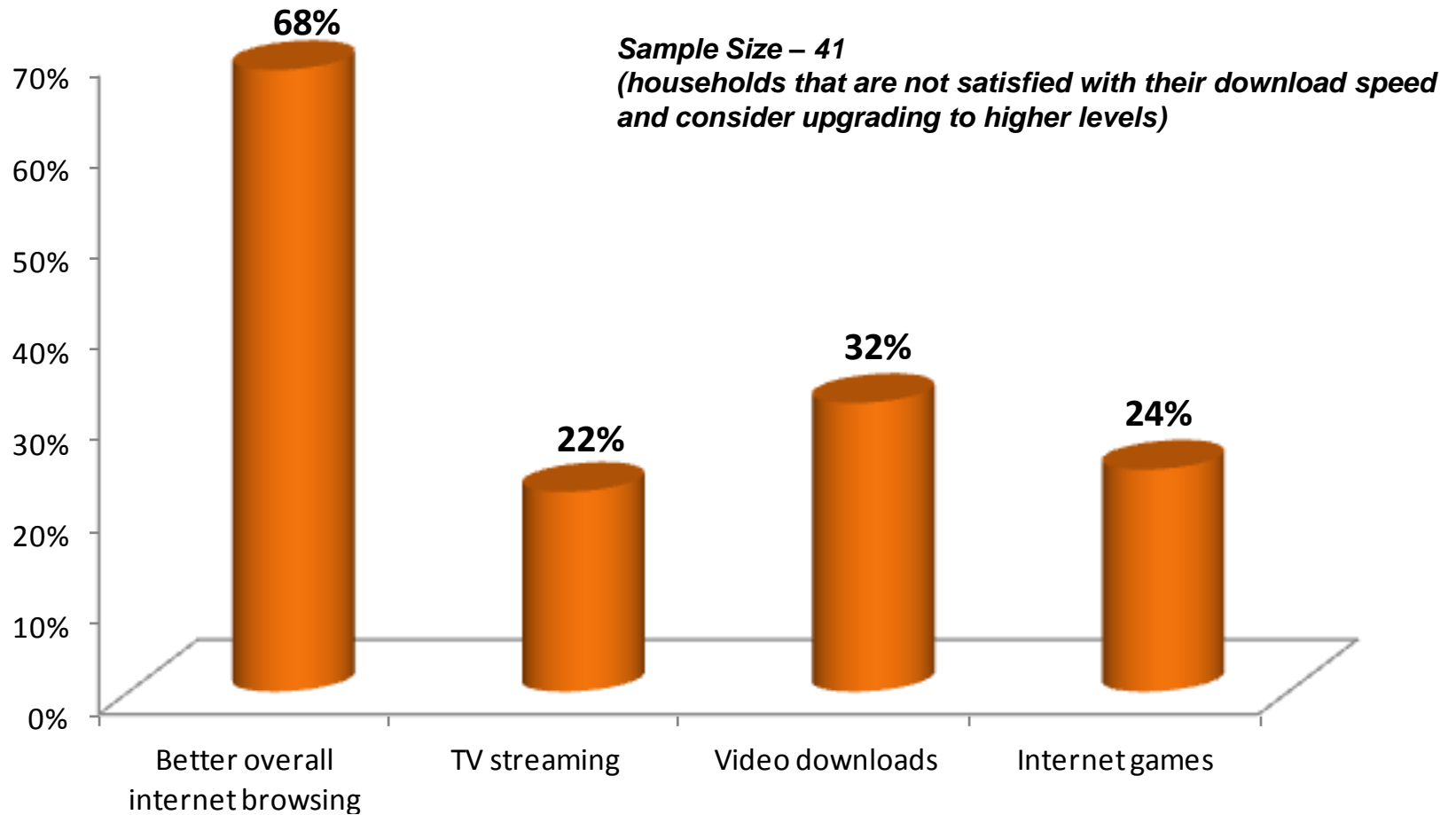
If no, are you interested in subscribing to a very high speed service (e.g. 50Mbps)?

Sample Size – 101

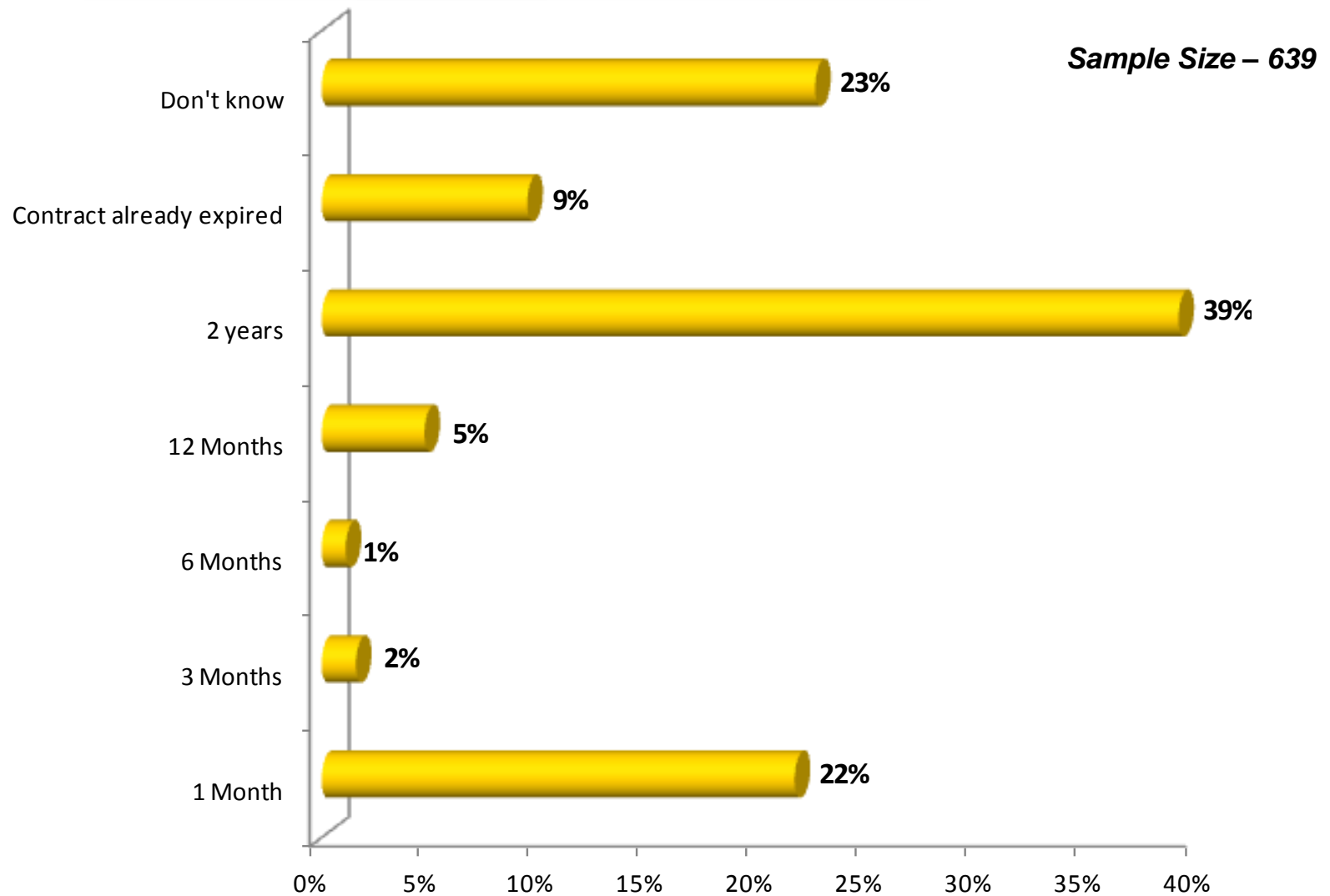


■ Yes
■ No, price is too expensive
■ No, don't need that kind of speed
■ No, actual speed would be much lower than advertised
■ Don't know

What would you use such a high speed connection for?



Broadband Subscription Period



4. Analysis on Internet Services in Malta

In the last two years did you switch from one Internet service to another?

Sample Size – 639

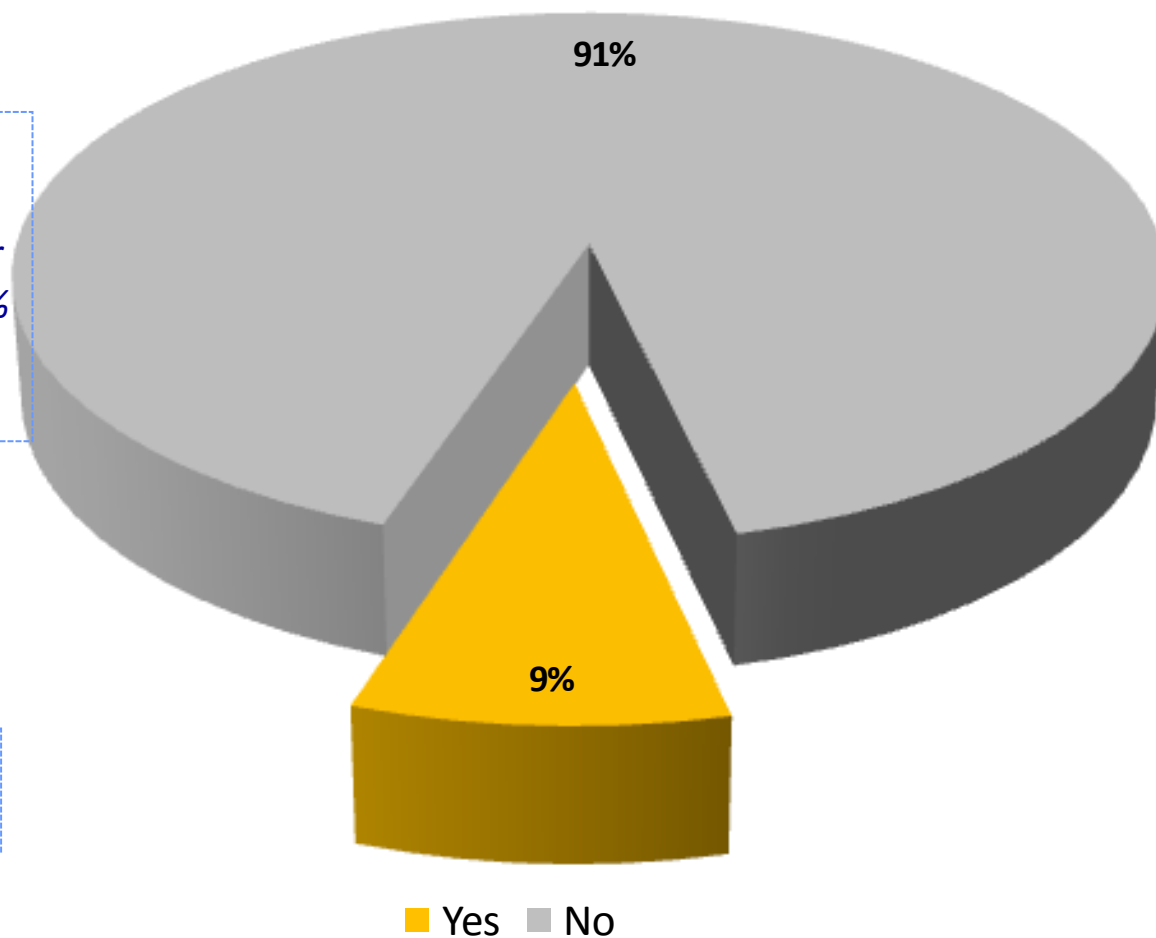
9% of households with internet access switched from one Internet service to another over the last two years. In 2011, 13% of households claimed to have switched



3.4% of households switched from ADSL to cable Internet



3.9% of households switched from cable Internet to ADSL



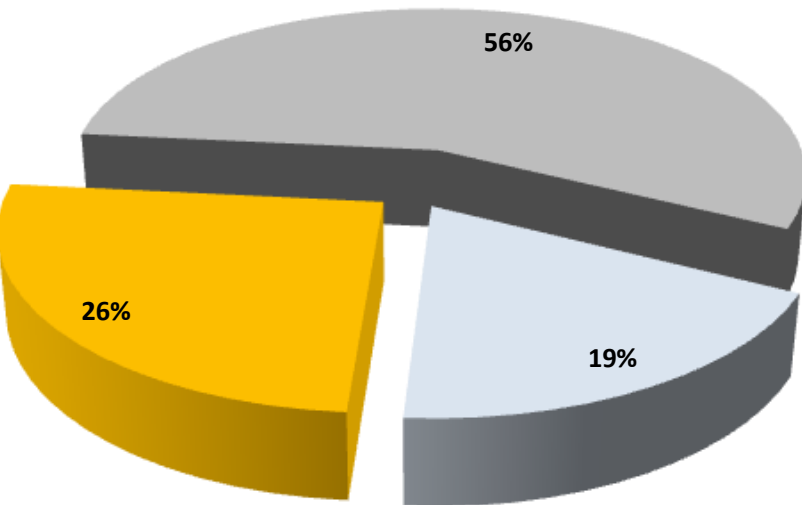
Ease of Switching between Internet Services

Do you think it is difficult to switch from one Internet service to another?



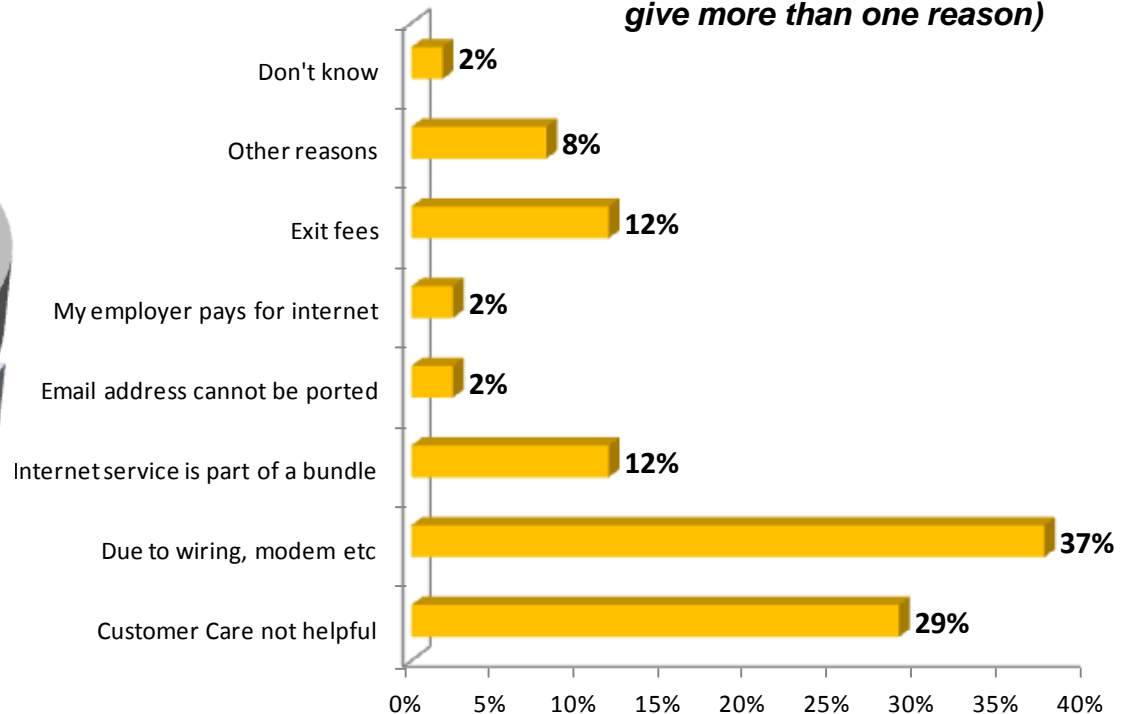
If yes, why?

Sample Size – 639



■ Yes ■ No ■ Don't know

Sample Size – 163
(each respondent could give more than one reason)



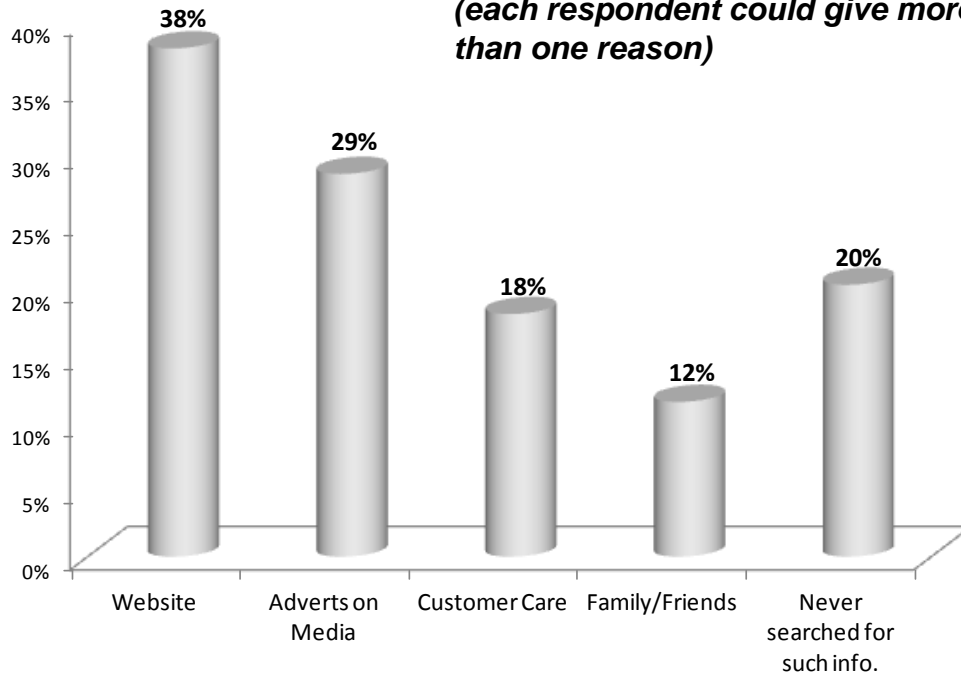
Sources of Information on Internet Services

Where do you usually get the information on Internet services, and related prices?

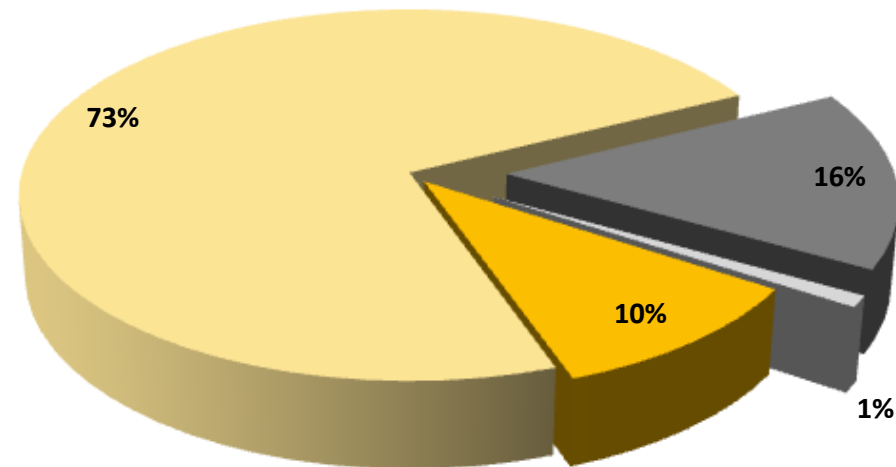


How easy is it to understand and choose a specific Internet service from this source ?

Sample Size – 639
(each respondent could give more than one reason)

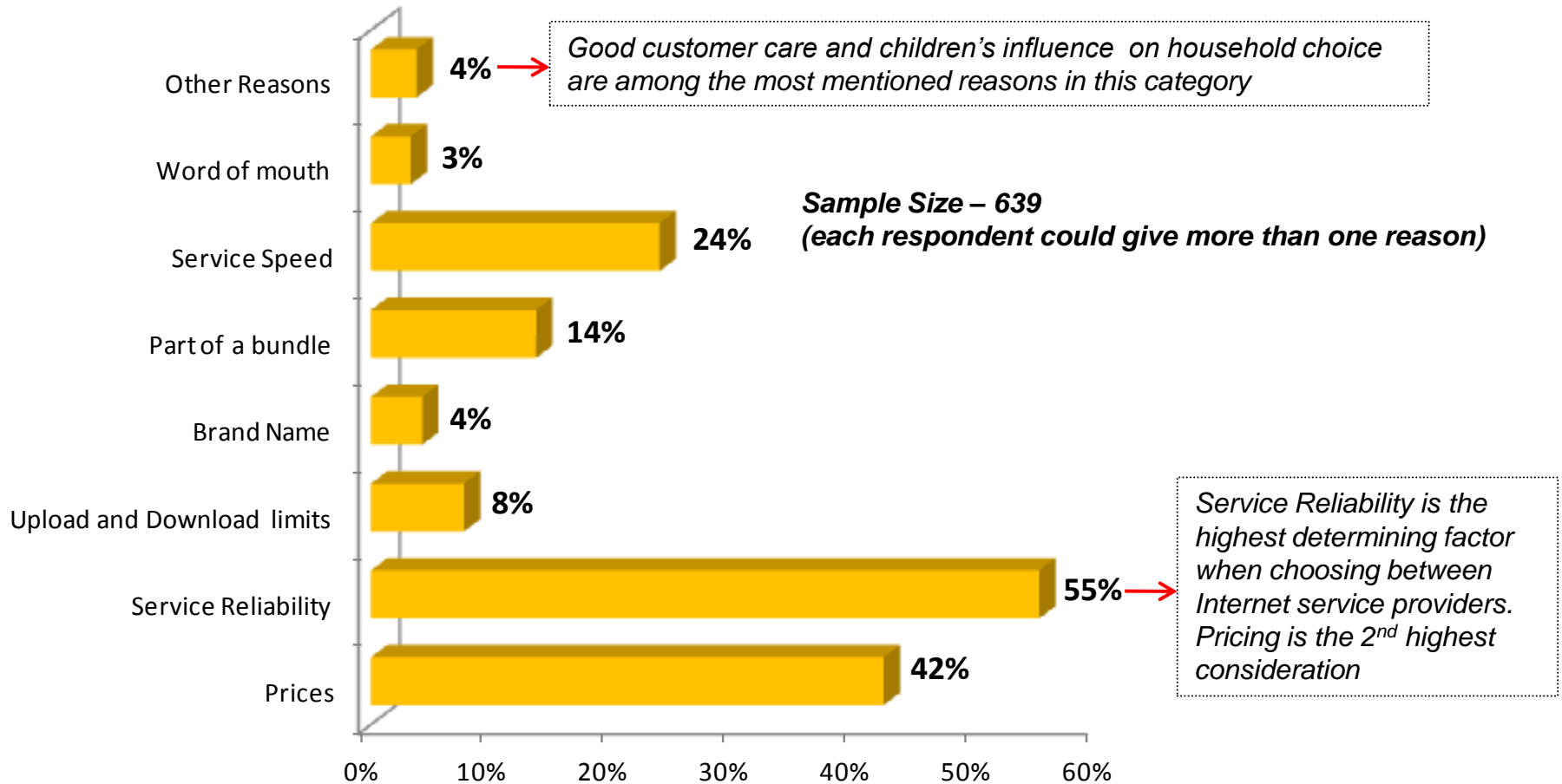


Sample Size – 509: excl. those who never searched for such info.



Very Easy Easy Difficult Not useful

What are the features you look for when choosing an Internet service provider?

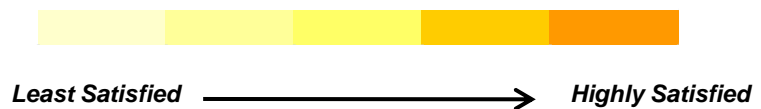
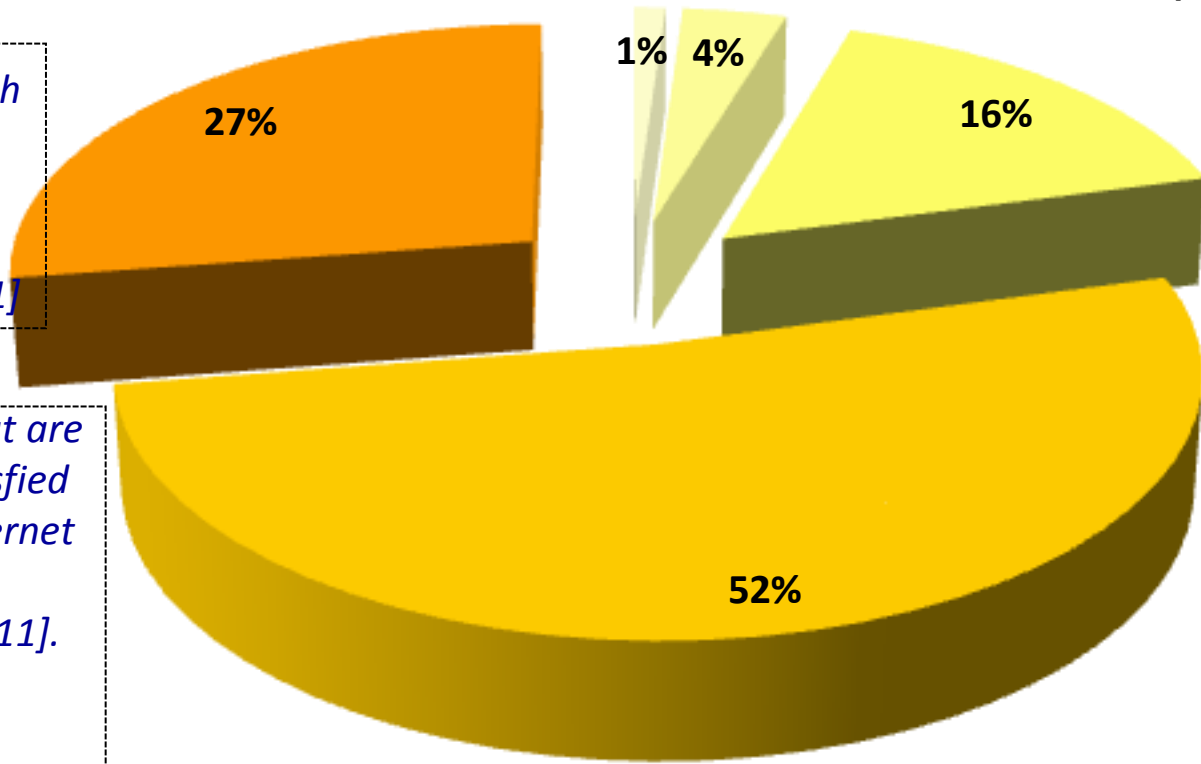


How satisfied are you with the quality of your Internet connection?

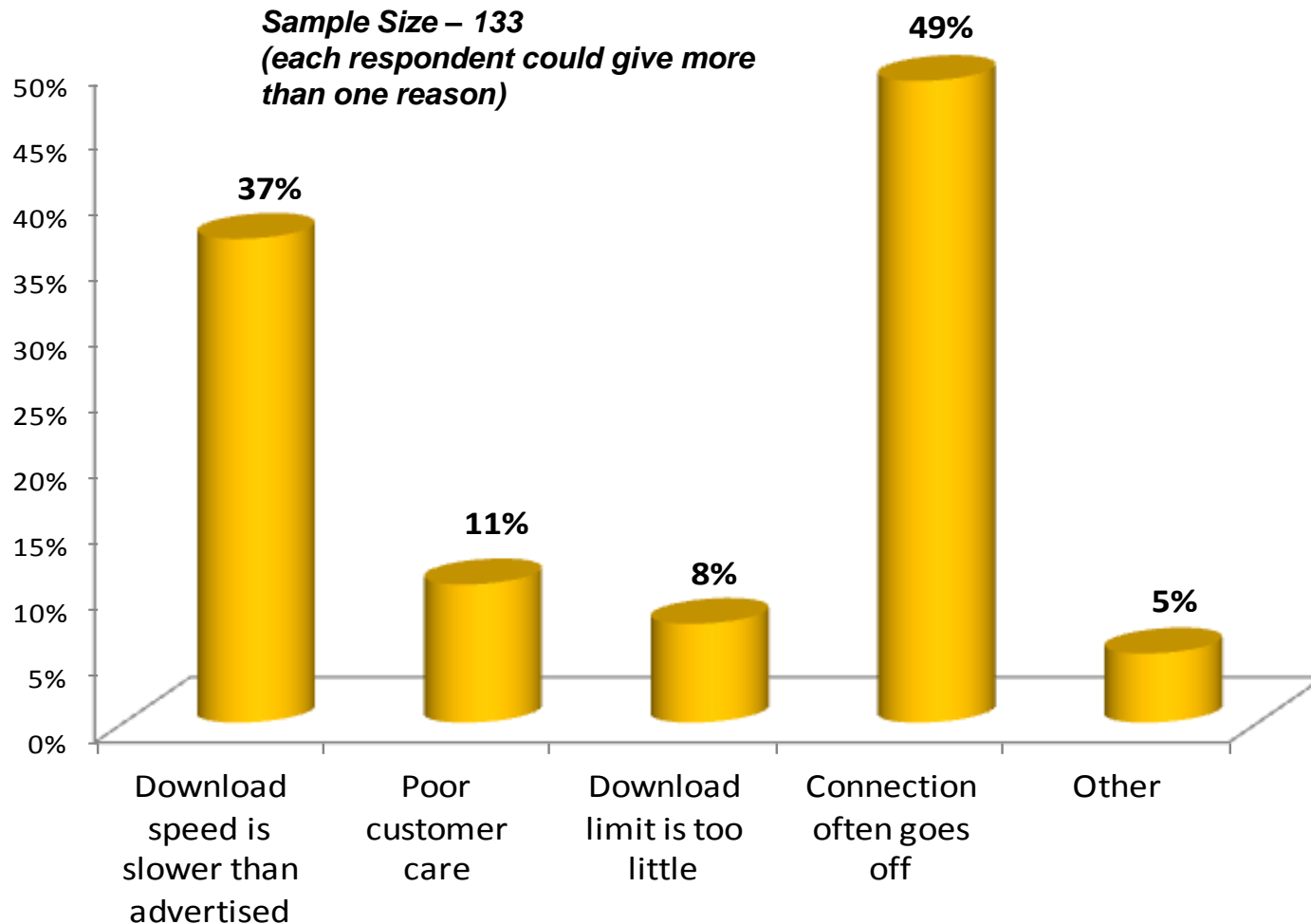
Sample Size – 639

79% of households with Internet access are satisfied or highly satisfied with the level of service [82% in 2011]

44% of households that are satisfied or highly satisfied with the quality of Internet services are ADSL subscribers [57% in 2011]. 53% are cable [36% in 2011].



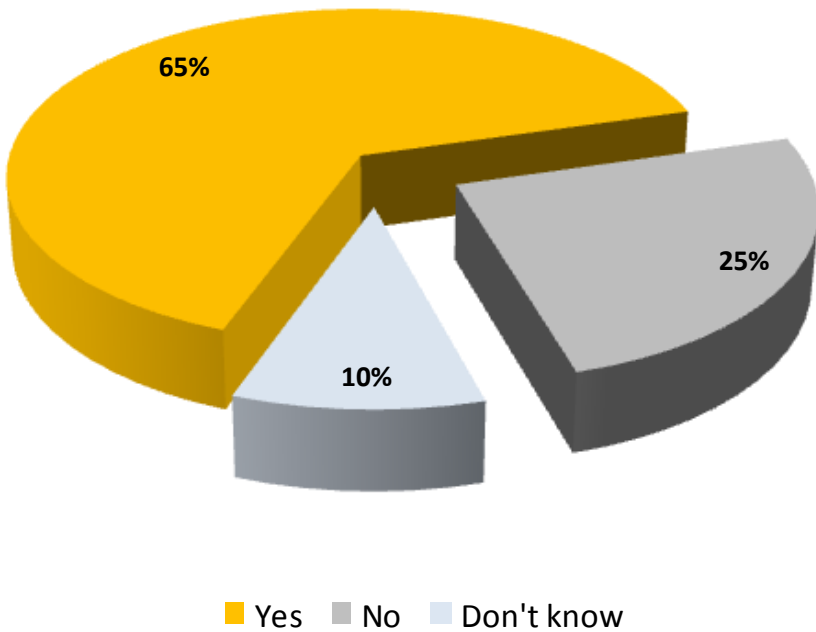
If you are not satisfied with the quality of your Internet connection, why is it so?



5. Pricing Analysis

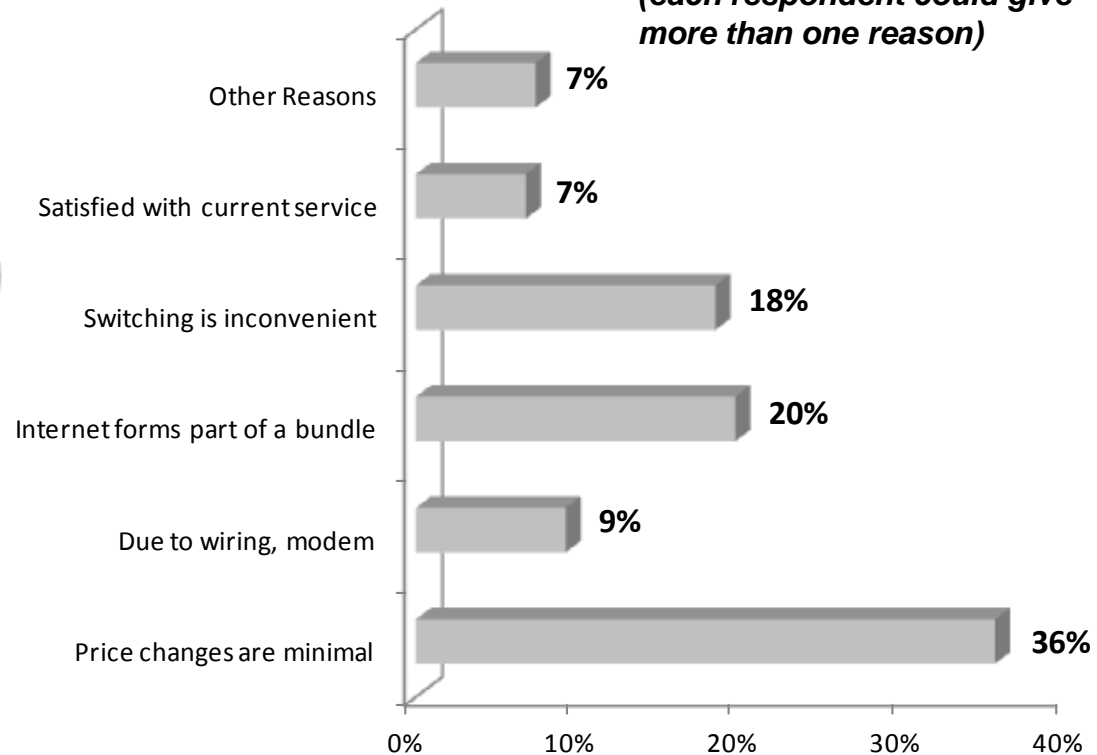
Would you change your broadband connection if the subscription charges increase by 10% on a monthly basis ?

Sample Size – 639

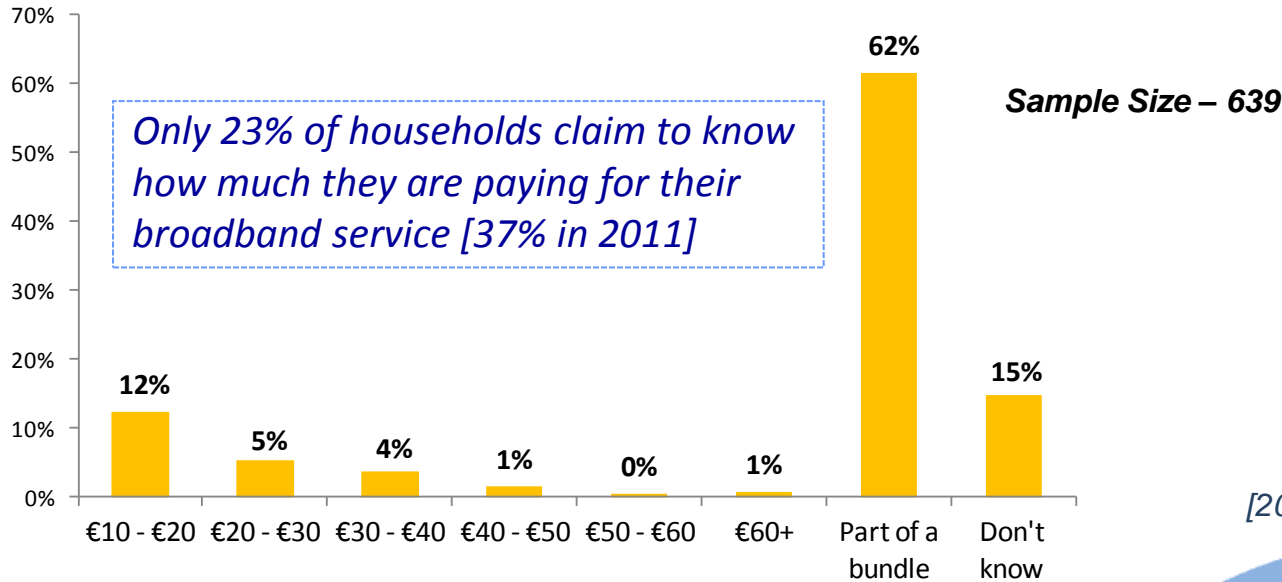


If no, why?

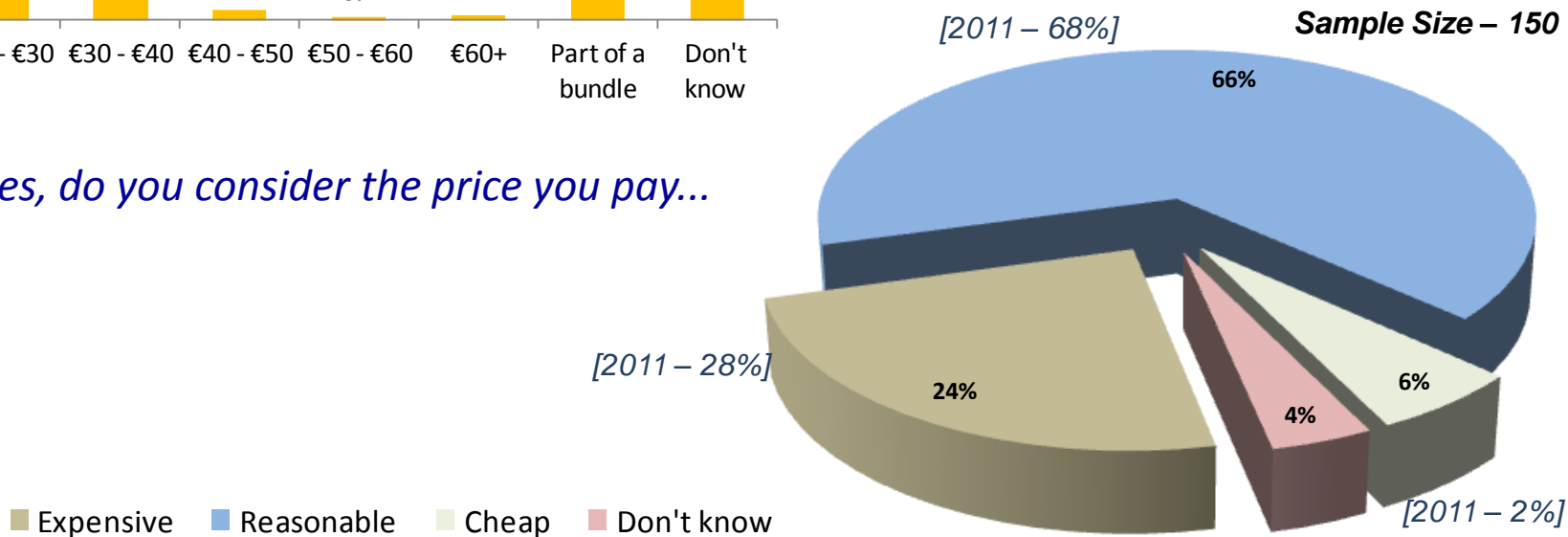
Sample Size – 163
(each respondent could give more than one reason)



Are you aware of the price you are paying for your broadband subscription?

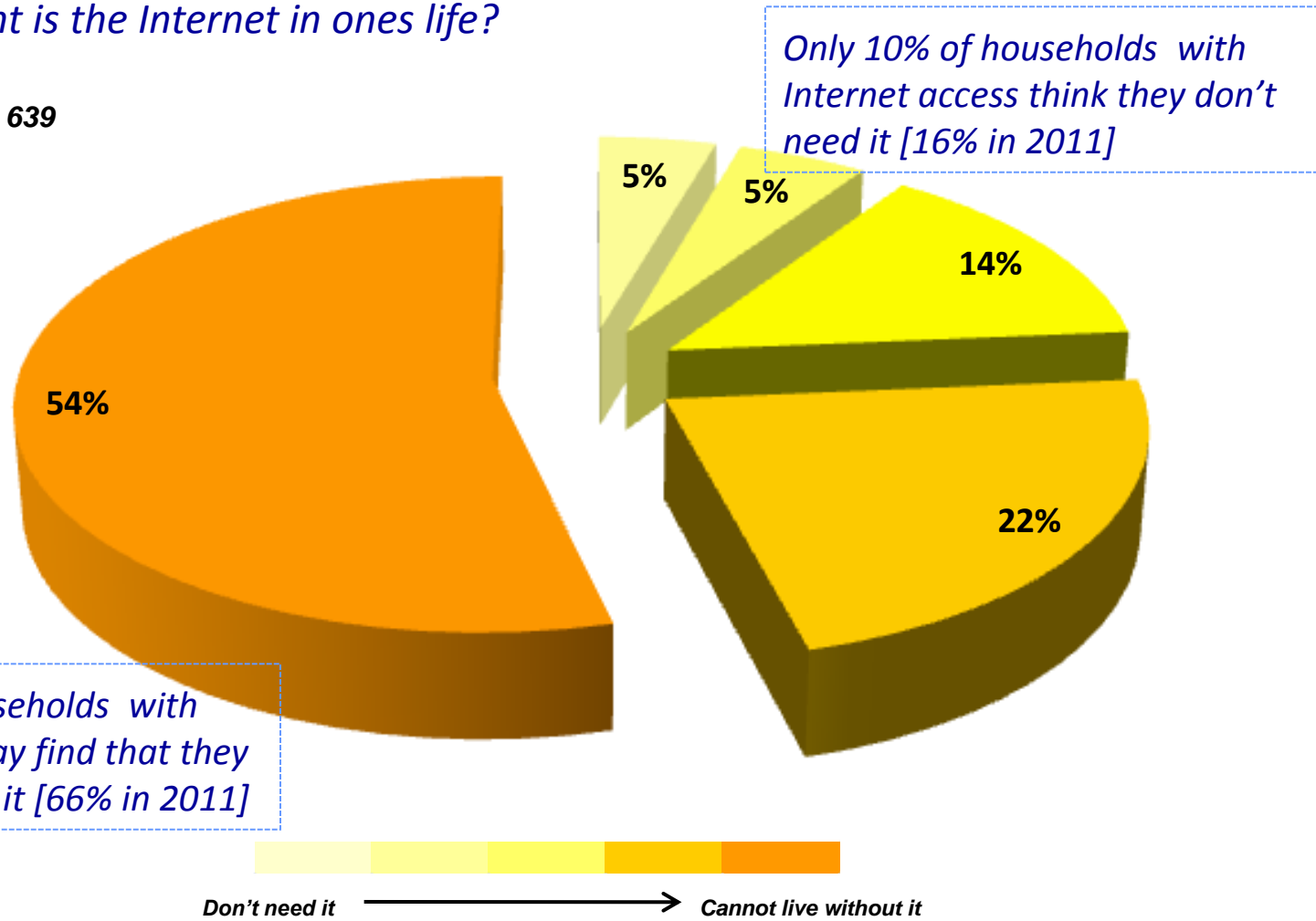


If yes, do you consider the price you pay...



How important is the Internet in ones life?

Sample Size – 639



Only 10% of households with Internet access think they don't need it [16% in 2011]

Around 76% of households with Internet access today find that they cannot live without it [66% in 2011]

6. Main Highlights

- 80% of respondents have Internet access at home – considerable development compared to 56% in 2007
- Of the 20% that do not have Internet, 85% claim to be retired. 93% have been classified to fall within the D/E socio-economic category
- No visible trends linking certain geographic regions in Malta with low Internet take up
- Of the 20% that do not have Internet, only 7% are considering getting access in the future
- Only 1% mention affordability as a reason for not getting Internet access in the future
- More than 80% of households with Internet access do not know what connection speed they have
- Despite the majority of households not knowing what type of Internet speed they have, 83% think it is adequate for their needs
- 9% of households with internet access switched from one Internet service to another over the last two years. In 2011, 13% of households claimed to have switched
- Service Reliability is the highest determining factor when choosing between Internet service providers. Pricing is the 2nd highest consideration

- 79% of households with Internet access are satisfied or highly satisfied with the level of service [82% in 2011]
- 44% of households that are satisfied or highly satisfied with the quality of Internet services are ADSL subscribers [57% in 2011]. 53% are cable [36% in 2011]
- 65% of households would change their broadband connection if the subscription charges increase by 10% on a monthly basis
- Only 23% of households claim to know how much they are paying for their broadband service [37% in 2011]
- 66% of those who know how much they are paying for their broadband service perceive the cost to be reasonable
- Around 76% of households with Internet access today find that they cannot live without it [66% in 2011]



Thank You