

Press Release Number 32/2015

Mexico City, April 29th, 2015.

IFT RELEASES THE MAIN FINDINGS OF THE FIRST QUARTERLY SURVEY ABOUT CONSUMER PATTERNS, SATISFACTION ELEMENTS AND EXPERIENCE OF USERS OF TELECOMMUNICATION SERVICES

- **The information obtained through surveys, will allow the IFT to identify the needs and interests users of mobile services, fixed telephony, restricted TV and Internet**
- **4,017 telephone and face to face interviews were applied based on a representative random sampling across the country, between December 2014 and January 2015**

The Federal Telecommunications Institute (IFT) presents its first quarterly survey to find consumption patterns, elements of satisfaction and telecommunications user experience, which provides information about the services that users receive in the country.

The survey was conducted by telephone and 4,017 face interviews based on a sample representative random nationwide between December 2014 and January 2015, focused on the mobile telephony, fixed telephony, restricted television and the Internet, in which users with disabilities are included. Databases of the National Institute of Statistics and Geography (*Instituto Nacional de Estadística y Geografía*, INEGI) were used associated with the last Census of Population and Housing 2010 and the database of the Numbering National Plan.

These were some of the most important results:

1. Six in 10 people do not make a comparison of telecommunications services that they want to hire.
2. In fixed telephony, price is one factor that users weigh more when they hire a service.
3. The recruitment process for the fixed telephone service has large areas of opportunity, it is regarded as "difficult" by at least 66% of the respondents.
4. Most users hires the fixed telephone service in one double play package to have Internet service.

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5. The disappearance of charges for long distance in 2015 was known for about 80% of the users surveyed.

6. In terms of fixed telephony, the most important elements in determining satisfaction of the user focus on service quality, the price level, ease of making and receiving calls and the clarity of the bill.

7. Spontaneously, the coverage is the most important when choosing the wireless carrier element for both users of prepaid and postpaid service.

8. A third of mobile phone users surveyed said they have thought to contract the service with a different provider company, however, they have not do it yet because a lack of time.

9. About 50% of respondents reported using the mobile phone at least two hours a day.

10. For mobile phone service, users surveyed said that the more important items in determining customer satisfaction focus on the quality of the calls, the prices level, attention in terms of sales service and facility to send and receive text messages.

11. About 90% of Internet users surveyed said they used this service at least two hours daily. However, when users connect outside home, 62% use up to two hours maximum.

12. 38.6% of users surveyed are using the public Wi-Fi to access the Internet from their mobile.

13. With regard to Internet service, the most important elements to determine the user satisfaction focus on the quality of the video playback and overall quality, and the level of prices and service continuity.

14. 70% of those surveyed said that at least two hours a day, watch restricted television at home.

15. With regard to the restricted television service, the most important elements to determine the user satisfaction focus on service quality, the prices level and the availability of additional pay services.

The information obtained through surveys, will allow the IFT to have a diagnosis target on the needs and interests of users of mobile services, fixed telephony, restricted TV and Internet.

The report describes the main results of the survey is available on the IFT webpage: www.ift.org.mx

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The Federal Institute of Telecommunications (IFT) is the autonomous body entrusted with the regulation, promotion and supervision of the efficient performance of broadcasting and telecommunications sectors in Mexico, and also exercises, in exclusive manner, the authorities in matters of economic competition of such sectors pursuant to the Decree whereby several provisions of Articles 6, 7, 27, 28, 94 and 105 of the Political Constitution of the United Mexican States are amended and supplemented in telecommunications matters, published in the Official Gazette of the Federation on June 11th of 2013.

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