

KANTAR TNS

**TRA BAHRAIN:
RESIDENTIAL STUDY**

Telecommunications Services Market Survey 2018

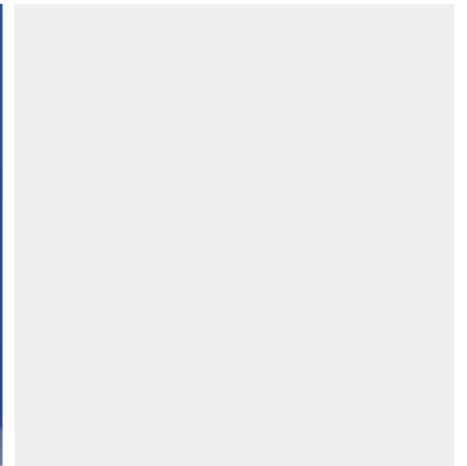
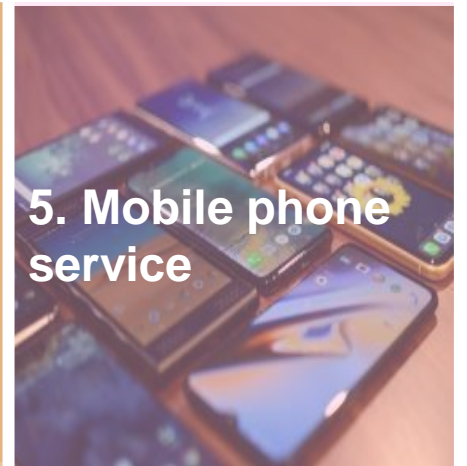
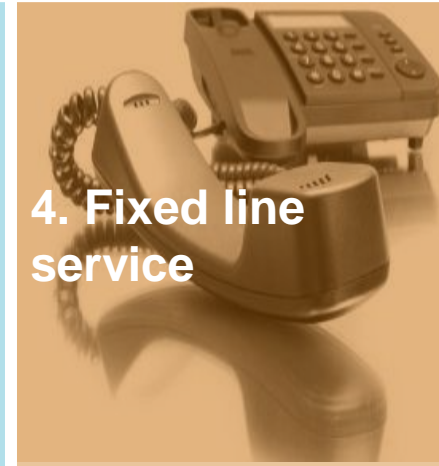
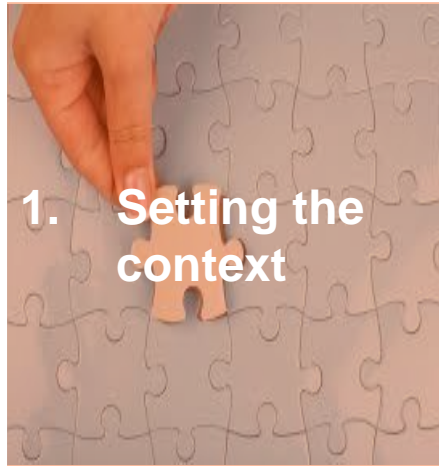
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- TRA notes that the information contained in this report is based on a survey of a sample of 1548 residential consumers and as such may not necessarily represent the market or the population as a whole.
- This survey fulfills the requirement to undertake research and publish information as set out in Article 54 of the Law. It also fulfills the requirements of Article 25 to provide information to the Regulator as set out in the Individual Licenses granted to the Operators mentioned in this survey.

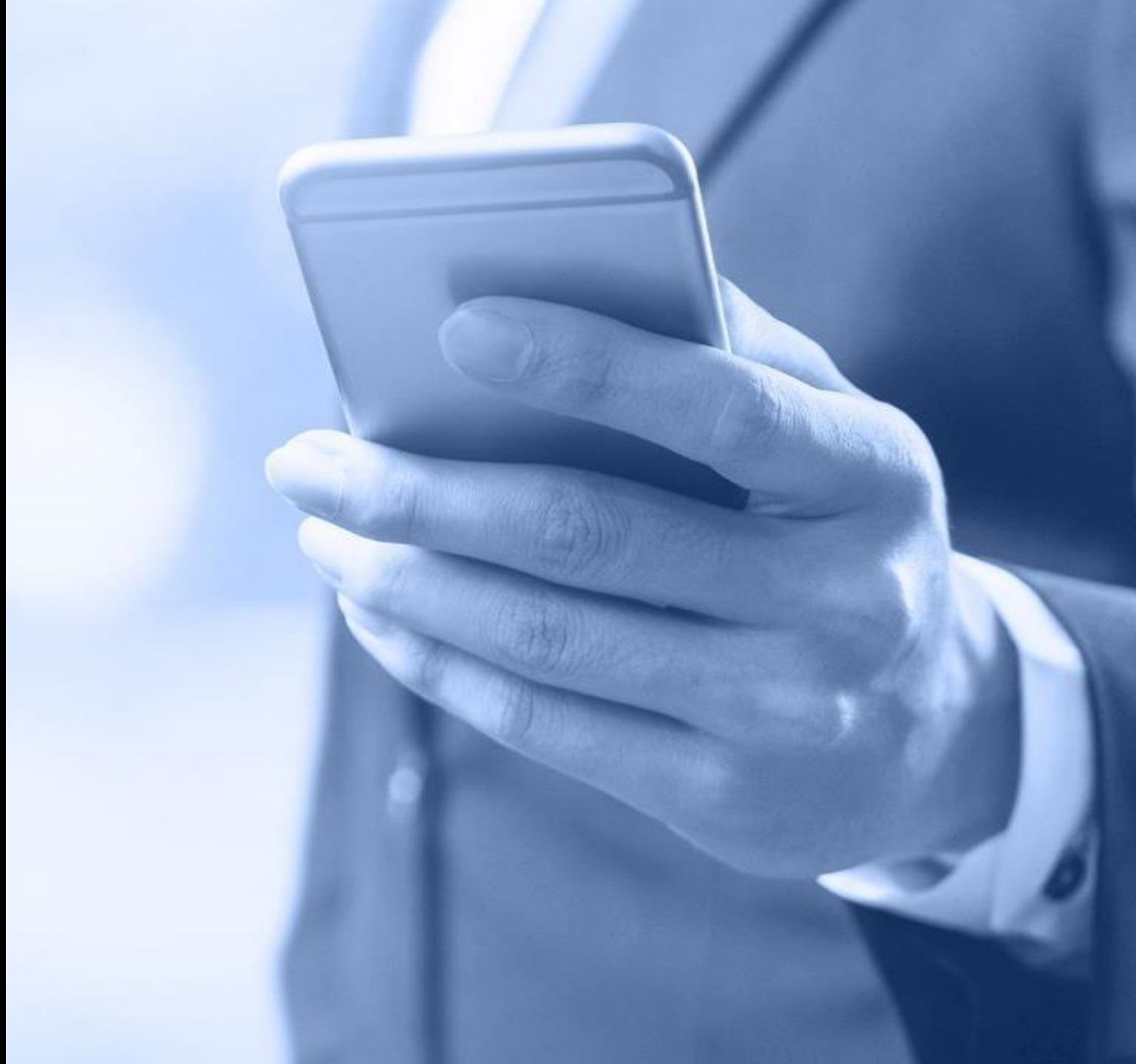
Contents



Bahrain Telecommunications
Survey 2018 (Residential)

Setting the
Context

1



Introduction and Objectives

The key role for TRA Bahrain is to build and regulate a strong telecommunications infrastructure and induce an environment that would enable growth and benefits for citizens, businesses and the government.

Hence, crucial to understand the current level of service provided to the consumers, associated satisfaction to identify problem areas and look into their future requirements to direct further investments.

This would help remove barriers and ensure the market environment remains abreast of global developments and competitive to fuel growth.

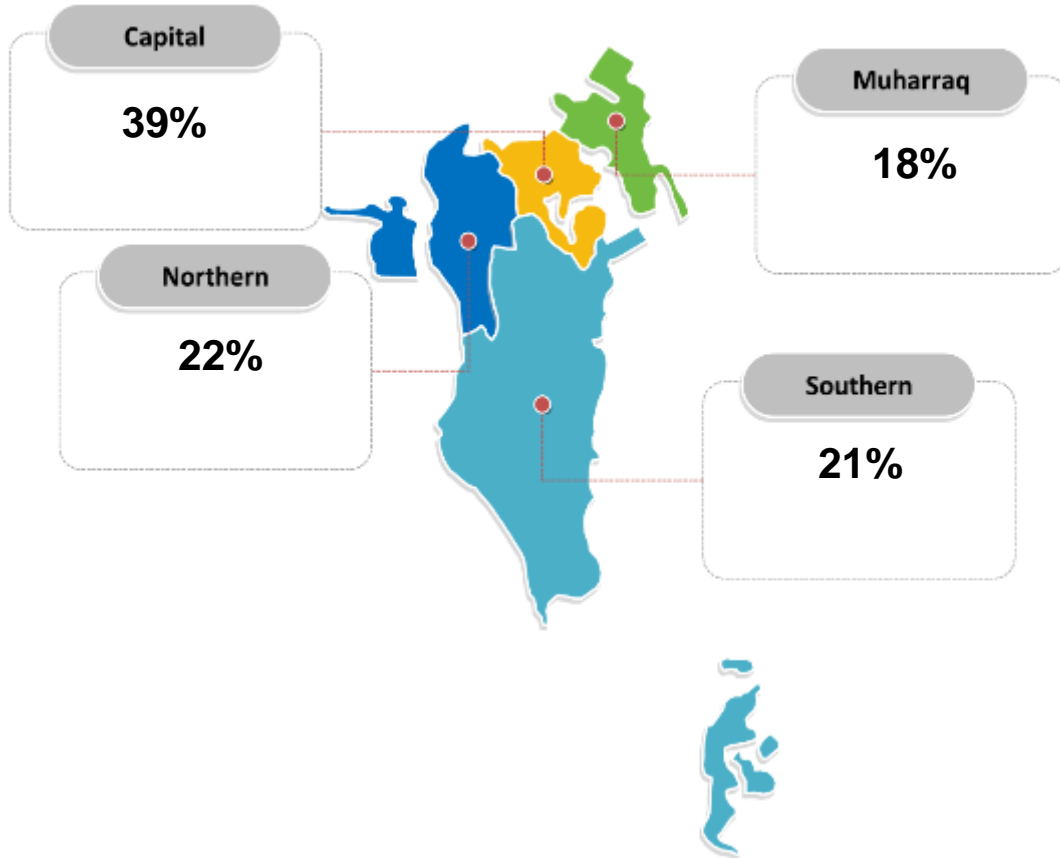
The main objectives of the telecommunications Services Market Survey are :

- enable TRA to gain better understanding of consumers' access to and usage of telecommunications services, and its evolution over time;
- enable TRA to identify any market failures and assist in its decisions to take appropriate regulatory action as may be required;
- give an indication of consumer satisfaction and assist in the identification of any issues of concern; and
- identify the changes in consumer needs and find their new trends in terms of telecommunications usage.

Survey Sample

We conducted **1548** interviews in December 2018 with tablets (Computer assisted personal interviews) among residents of Bahrain

Governorates



Gender

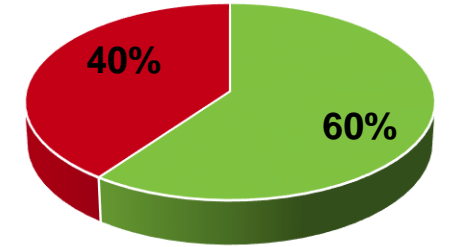


Male
65%



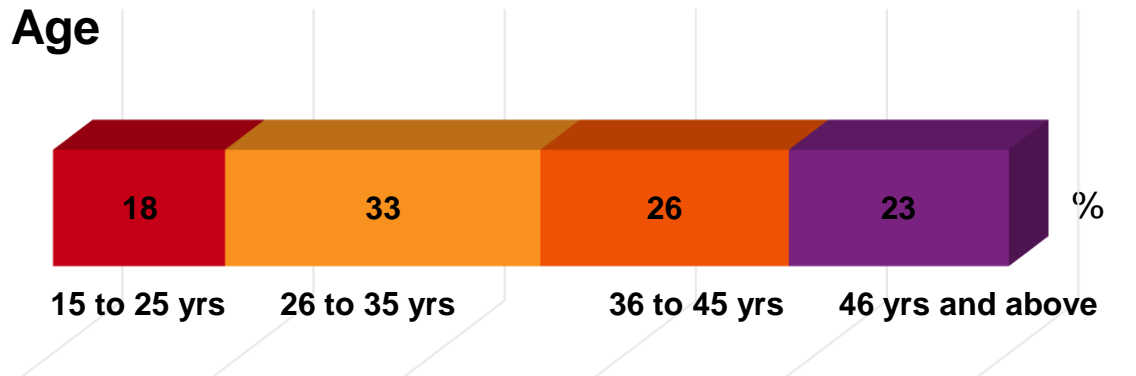
Female
35%

Nationality



■ Bahraini ■ Non-Bahraini

Age



Bahrain Telecommunications
Survey 2018 (Residential)

Summary of
Findings

2



Key Findings

Device ownership

Universal mobile ownership among the respondents, **computer ownership** also high at **86%**. Smart devices ownership also on a rise currently 45% of respondents own smart devices.

Fixed Line Service

Currently, **16% of households have a fixed line telephone**. High penetration of mobile is the key reason for not having a fixed line.

Internet

98% of households have access to internet at home and 99% have used internet from any location in the last 3 months.

Roaming services

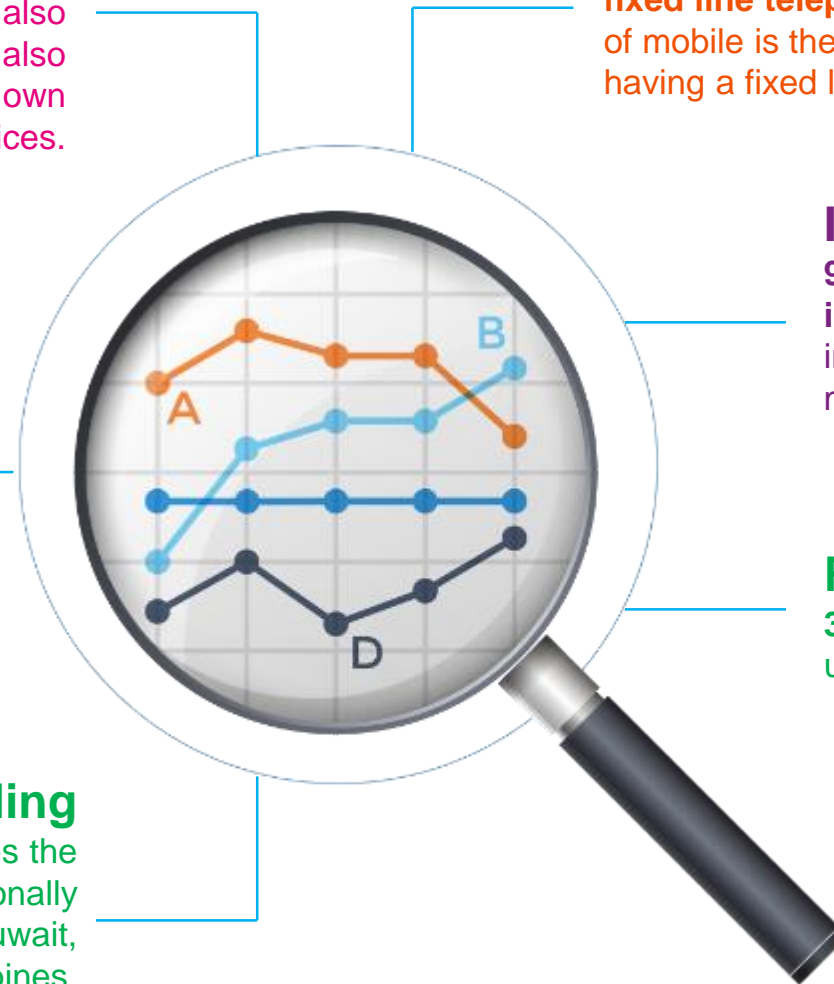
30% of respondents have used roaming services.

Mobile services

More than **80% of respondents use one phone and one SIM card**. In terms of connection type, 58% of respondents primarily use a prepaid connection and 42% of respondents use postpaid connections.

International calling

The most common countries the respondents are calling internationally are India, KSA, UAE, Kuwait, Philippines.



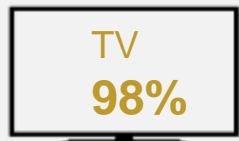
Bahrain Telecommunications
Survey 2018 (Residential)

Device
Ownership and
Overview

3



Key Findings – Device Ownership among the survey respondents



Fixed line **16%**



Radio **58%**

Q. Which of these items do you have in a usable state or a working condition in your house (regardless of whether they are regularly used)?

Base: All respondents

Bahrain Telecommunications
Survey 2018 (Residential)

Fixed Line
Service

4



Key Findings - Fixed line service

Access

Only 16% of respondents have access to a fixed line at home.

Usage

Most of the calls from fixed line are made to mobile phones.

Spend

On an average, BD 10.5 is spent on fixed line services per month.



Cancellation

10% of respondents cancelled their fixed line connection and moved only to mobile.

Satisfaction

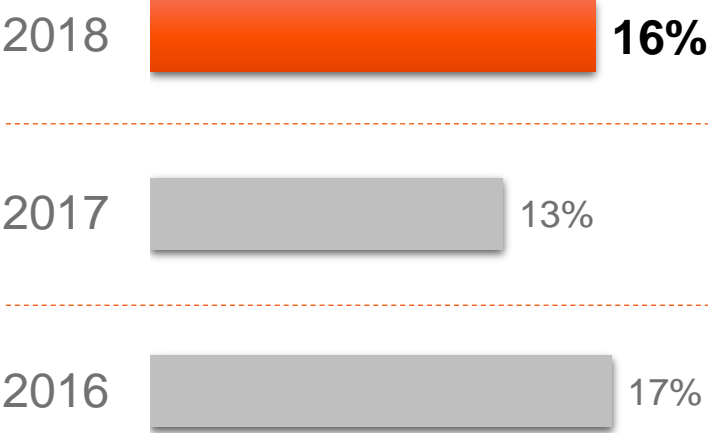
Overall, high satisfaction levels for fixed line service – over 85% are satisfied with their fixed telephone services.

Improvements

quality of services is the key improvement area.

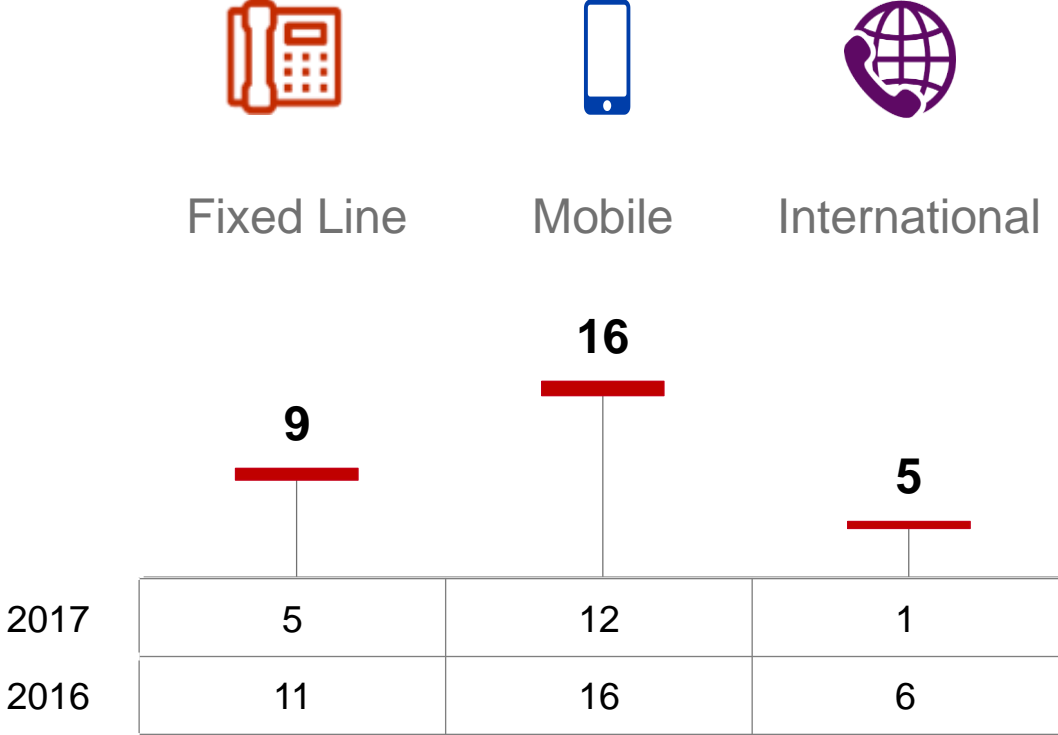
16% of respondents have fixed line connection at home and on average majority of calls are being made to mobile

Households with fixed line telephone



Base: All respondents

Average number of calls per week made from fixed line to..



Base: those who have a fixed line

Q. Do you have fixed telephone line in your household?
Q. On an average, how many calls do you make each week (include both weekday/ weekend of 7 days) from your fixed line telephone?

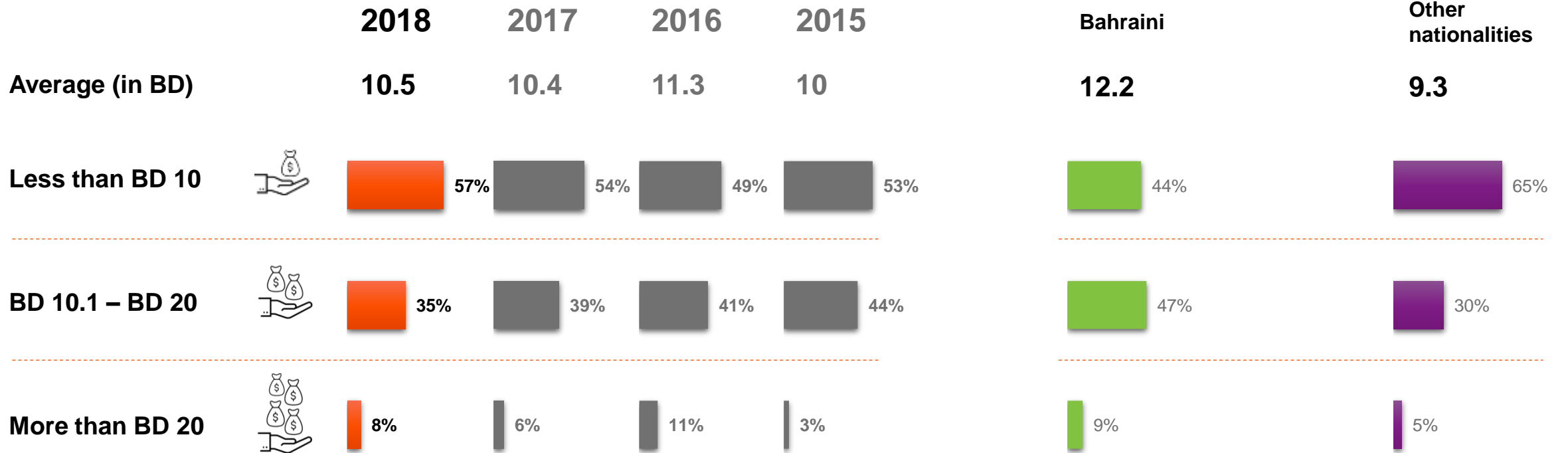
On monthly average, BD10 is spent on fixed line services among respondents who said they have fixed line at home. Spends on fixed line are higher among Bahraini Nationals as compared to other nationalities.

Fixed line telephone
– monthly spends



Monthly spend on fixed line

Spends by Nationality*




Base: those who have a fixed line

Q. What is your household's average monthly bill on fixed line telephone services? (including international calls)

*low base for Expat Arabs

10% of respondents have cancelled their fixed line in the last 12 months and moved to mobile only. Having a mobile phone is the primary reason for not having a fixed line.

 **10%** **cancelled fixed line connection in the past and switched to mobile only**

Fixed line cancellations in previous years

2018	2017	2016	2015
10%	13%	18%	11%

Base: all respondents

Reasons for not having fixed line telephone

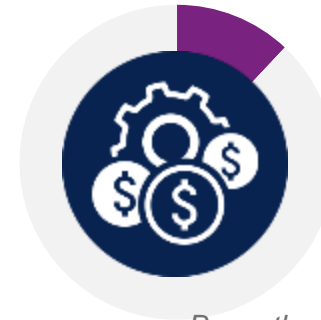
92% Have a mobile phone, so I don't need a fixed line



12% Building that I stay in, is not served by fixed line



12% The cost of getting a fixed telephone is too high



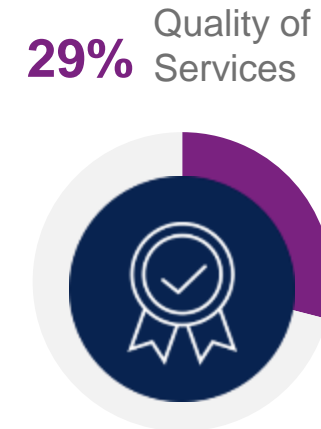
Base: those who do not have a fixed line

Only 2% of respondents who used fixed line have switched the provider in the last 12 months. Among respondents who stated that they have switched, the main reason was due to lower price or better processes.

 **2%** Of respondents switched their fixed line providers in the last 12 months

Base: those who have fixed line

Reasons for switching fixed line provider*



Base: those who switched fixed line

Q. Have you ever switched between fixed line service providers in the last 12 months?
Q. Please tell me what was the most important reason for which you have switched your fixed line service provider.

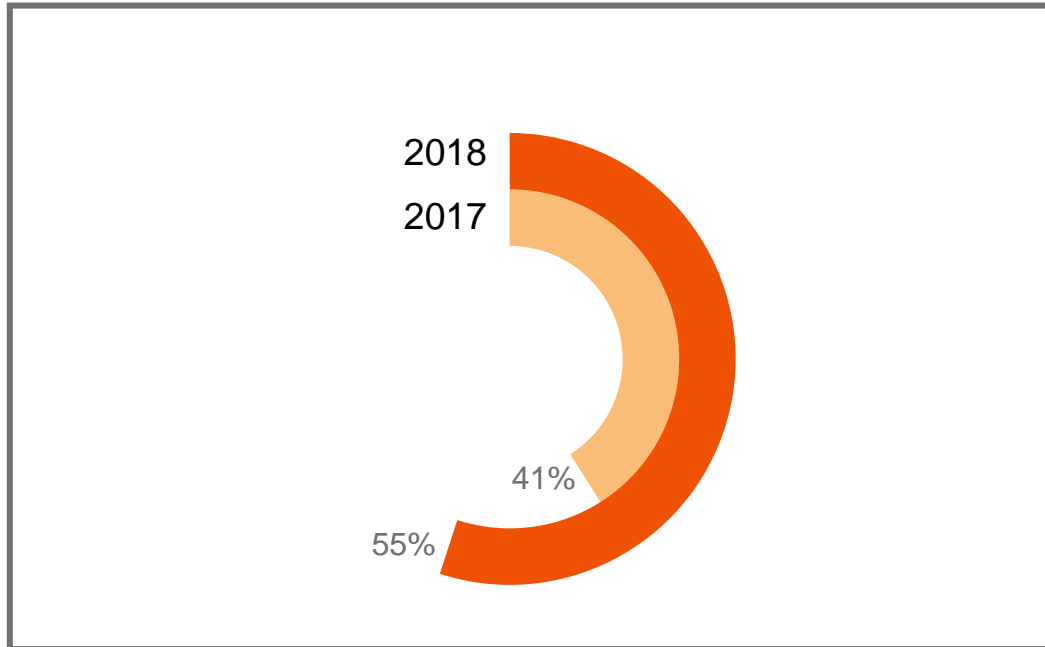
*low base

55% of respondents are aware of the fixed line number portability feature in 2018 compared with 41% in 2017. 18% of respondents who have switched their fixed line connection in the past have used fixed line portability number.

Fixed line telephone number portability

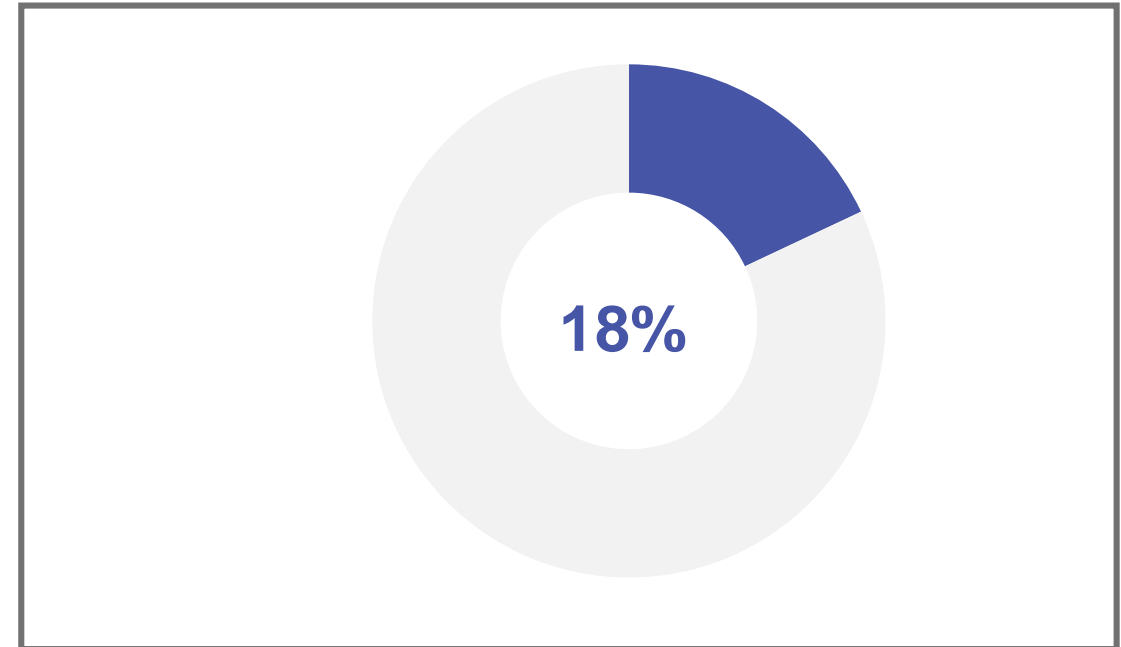


Fixed line number portability Awareness



Base: All respondents

Switching using fixed line number portability *

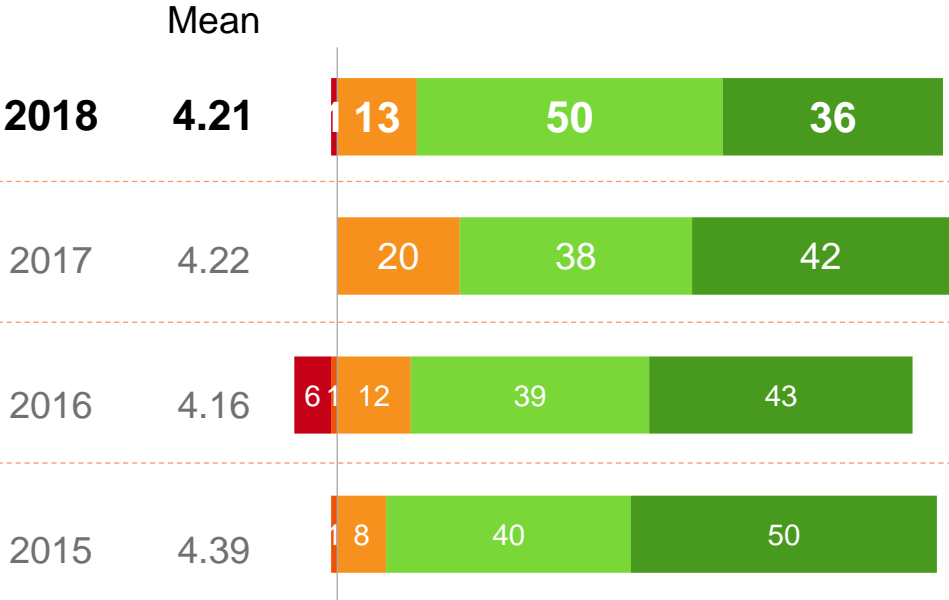


Base: those who switched fixed line

Satisfaction with fixed line services has been consistently high over the past 4 years with 86% of respondents satisfied with their fixed line services in 2018.

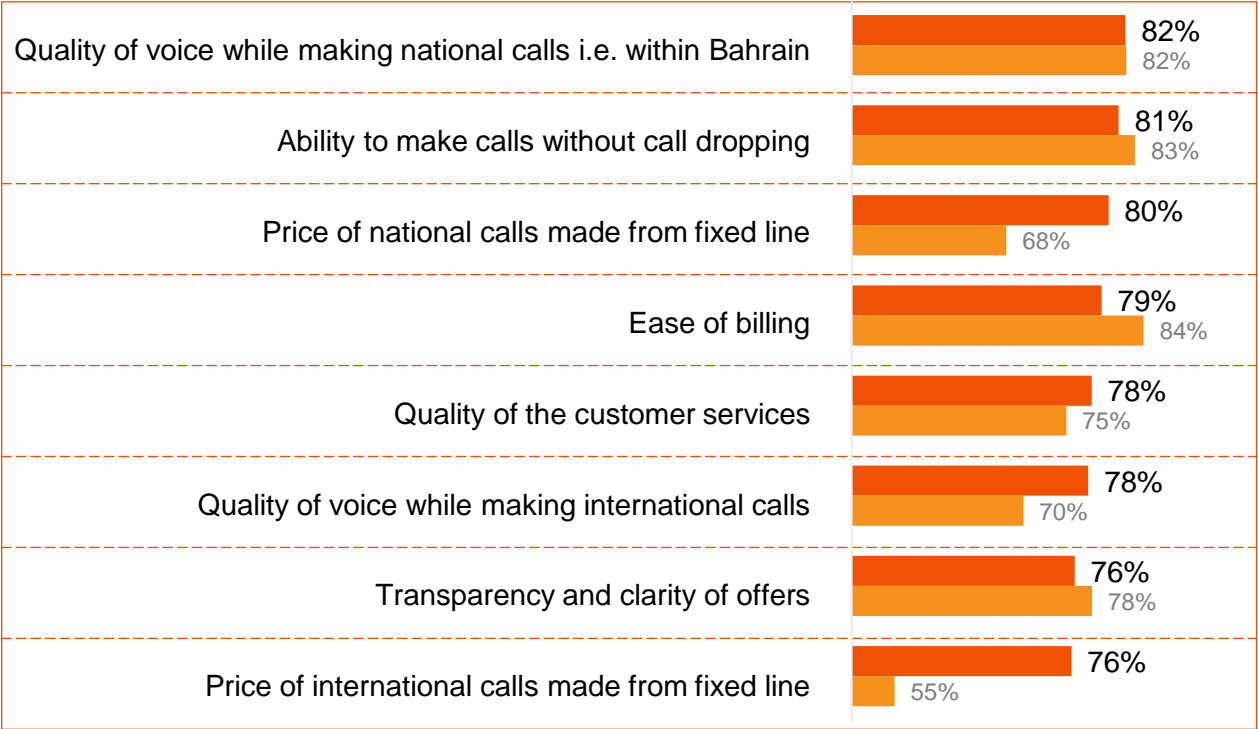
Overall satisfaction with fixed line services

Figures in % (except mean)



■ Not at all Satisfied ■ Not Satisfied ■ Neither Satisfied nor dissatisfied ■ Fairly Satisfied ■ Very Satisfied

Satisfaction with fixed line services - diagnostics



■ 2018 ■ 2017

Base: those who have a fixed line

Q. How satisfied are you with the following elements of your fixed phone services?

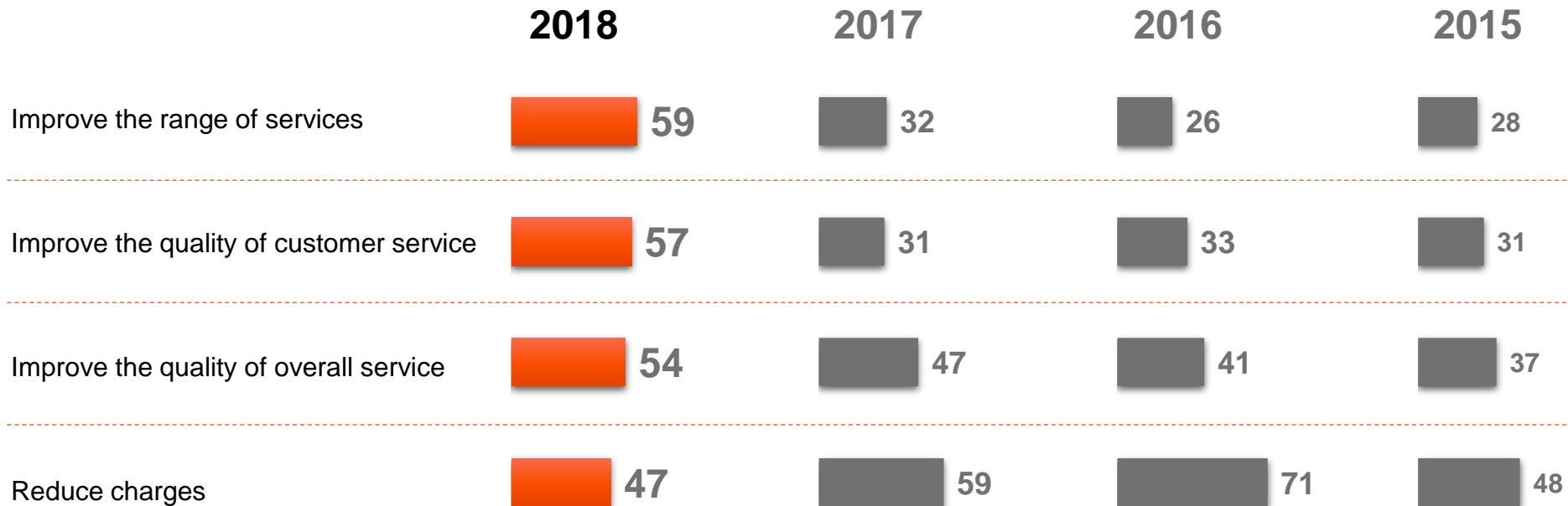
Unlike previous years, in 2018, improvement in range of services and quality of customer service come across as the key improvement areas for fixed line services as opposed to pricing.

Fixed line telephone suggestions



Suggestions to improve fixed line services

Figures in %



Base: those who have a fixed line

Q. Could you please tell me if there are any suggestions you would like to make to help serve you better in the future for fixed line?

Bahrain Telecommunications
Survey 2018 (Residential)

Mobile Phone

5



Key Findings – Mobile service

Mobile

19% of respondents use more than 1 mobile phone

Sim Card

16% of respondents use more than 1 SIM card, primarily to keep separate numbers for business and personal use

Connection

58% of respondents use a prepaid connection as their main connection and 42% use post paid



Spend

58% of respondents spend less than BD 10 on their mobile phone expenses

Switching

13% of respondents switched their mobile phone service provider in the last 12 months

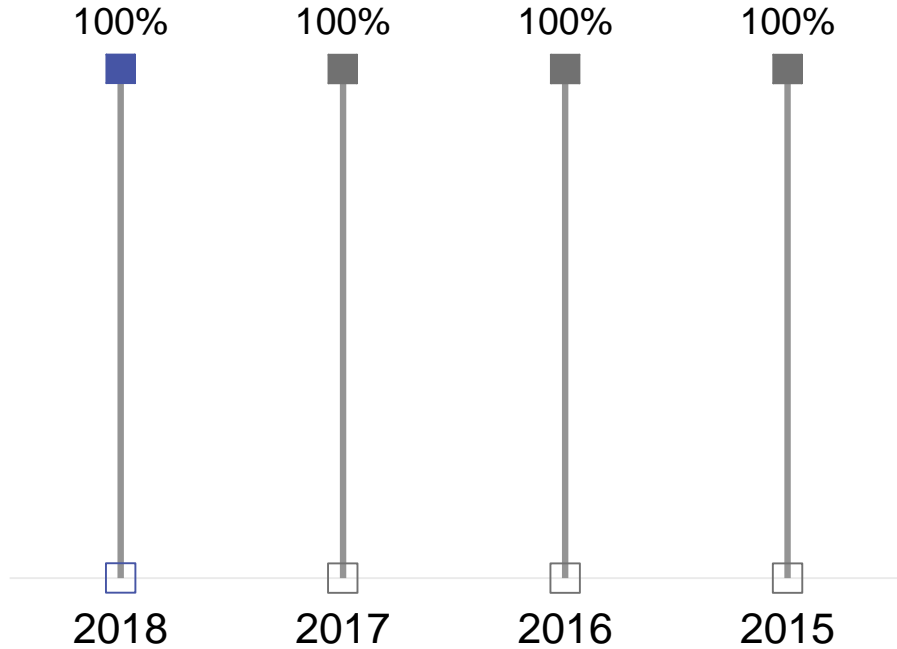
Internet on Mobile

97% of respondents use internet on their mobile phone

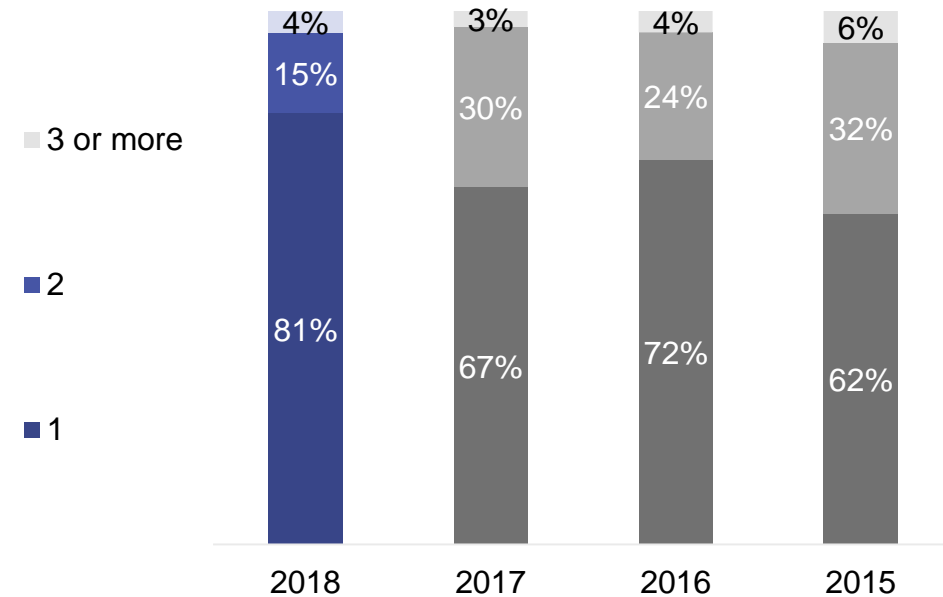
19% of respondents use more than one mobile handset in 2018 compared with 33% in 2017.



Mobile phone ownership



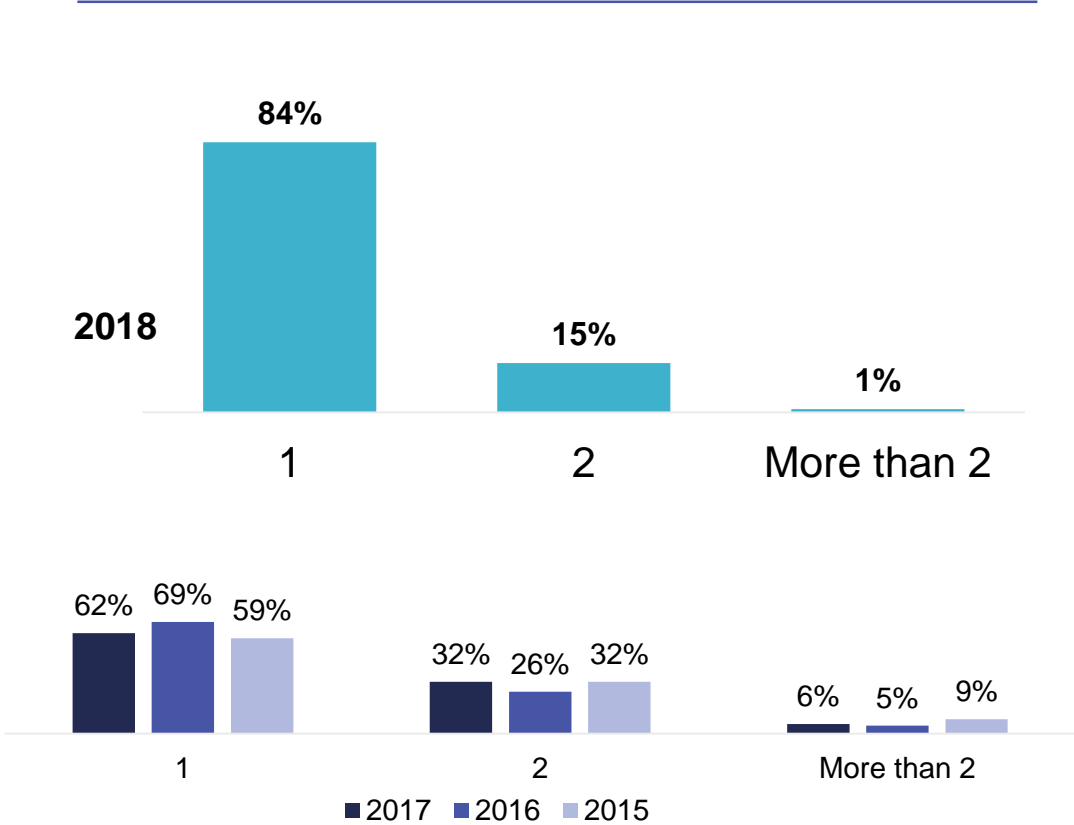
Number of mobile handsets used



Base: All respondents

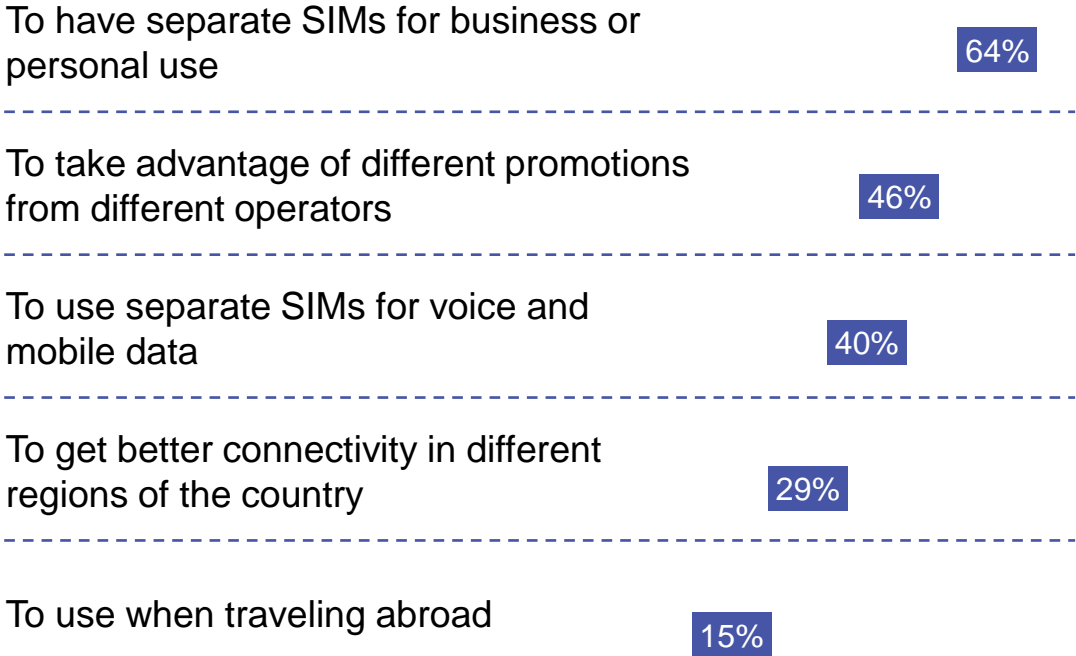
16% of respondents have more than 1 SIM card and the main reasons for having multiple SIMs is to keep business and personal numbers separate.

Number of SIM cards



Base: All respondents

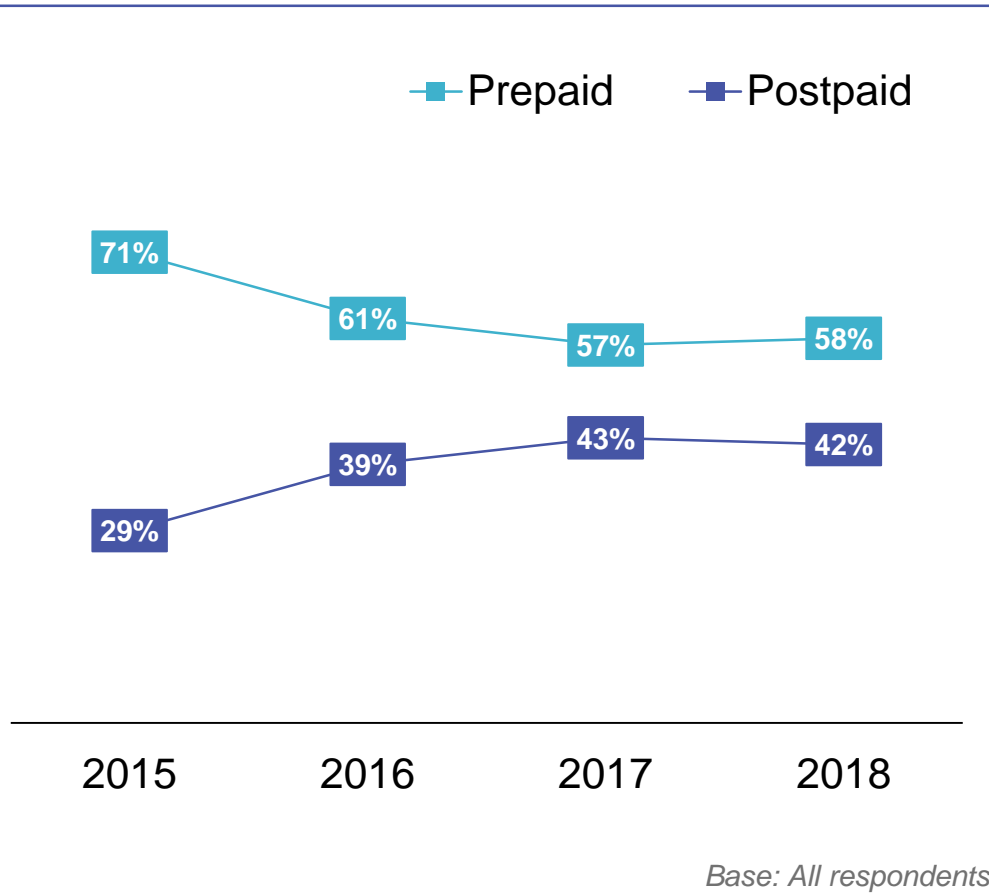
Reasons for multi SIMs



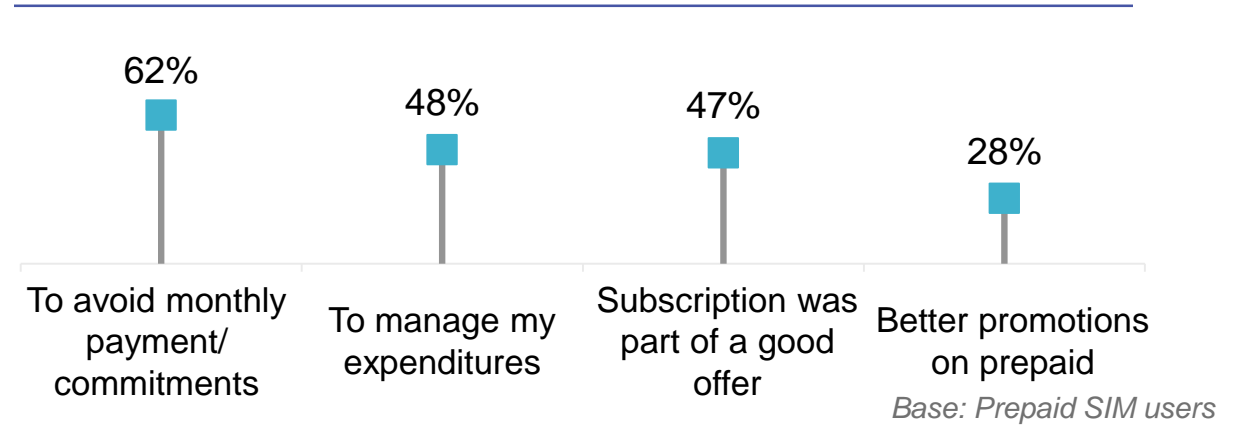
Base: those who have more than 1 SIM

42% of respondents claimed to have a postpaid connection as their main mobile connection, while 58% of respondents claimed to have prepaid connection.

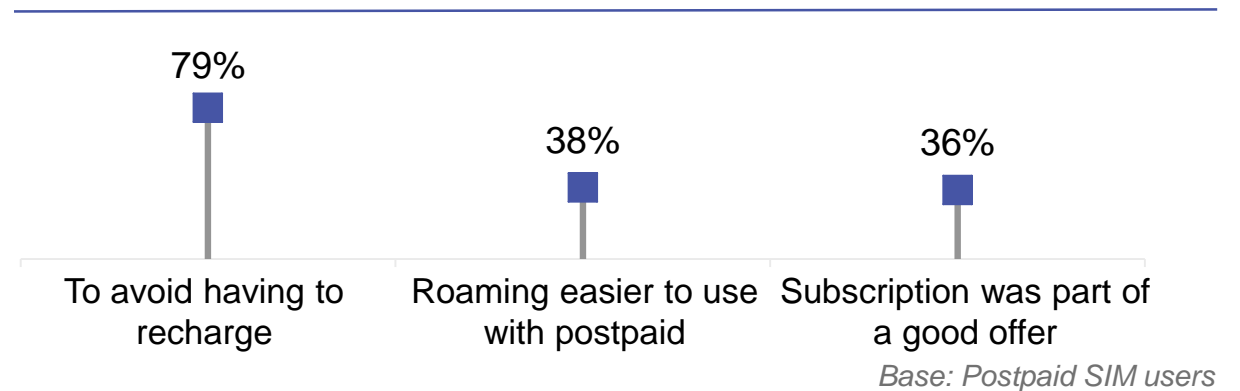
Type of connection type



Reasons for using prepaid SIMs

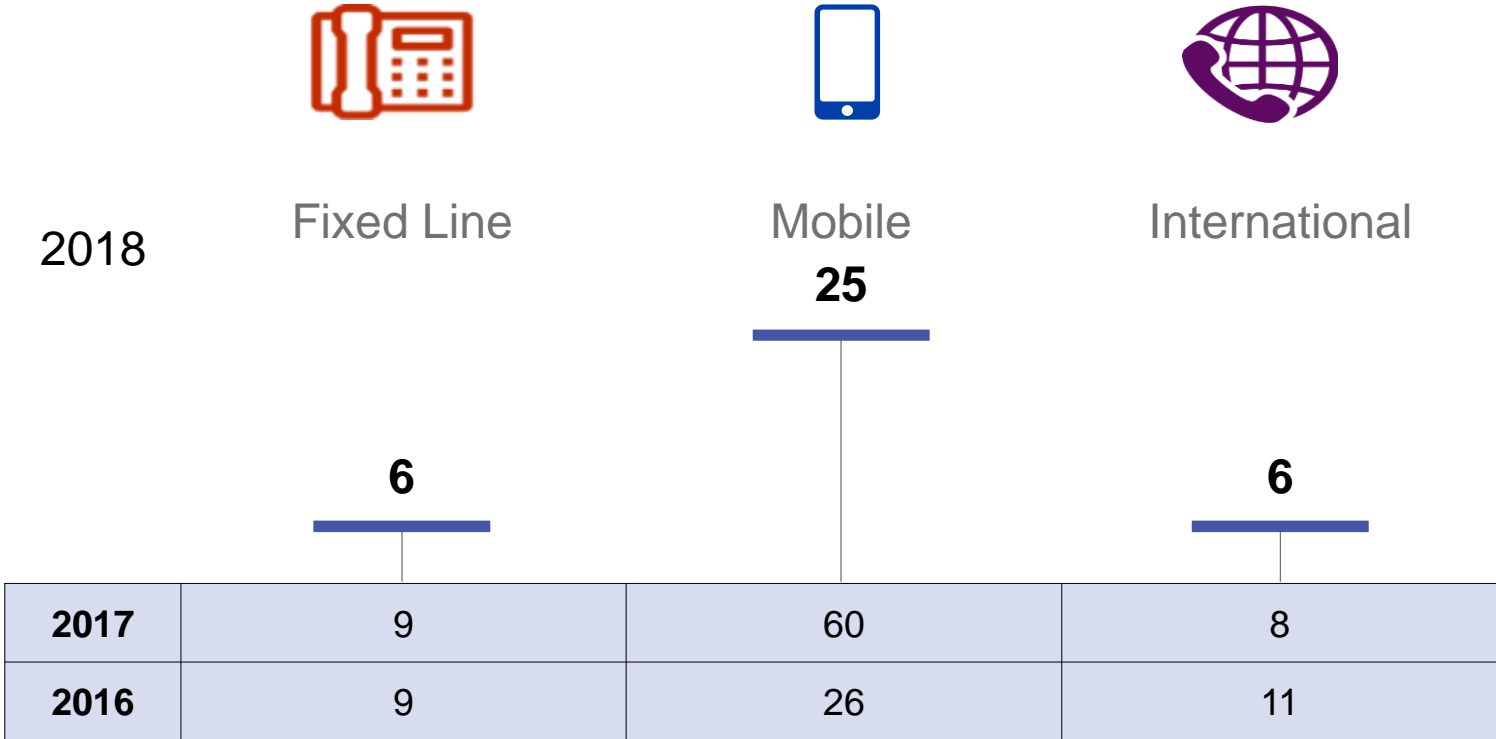


Reasons for using postpaid SIMs



Respondents mainly use their mobile phone to make calls to other mobile phones.

Average weekly calls made from mobile to..



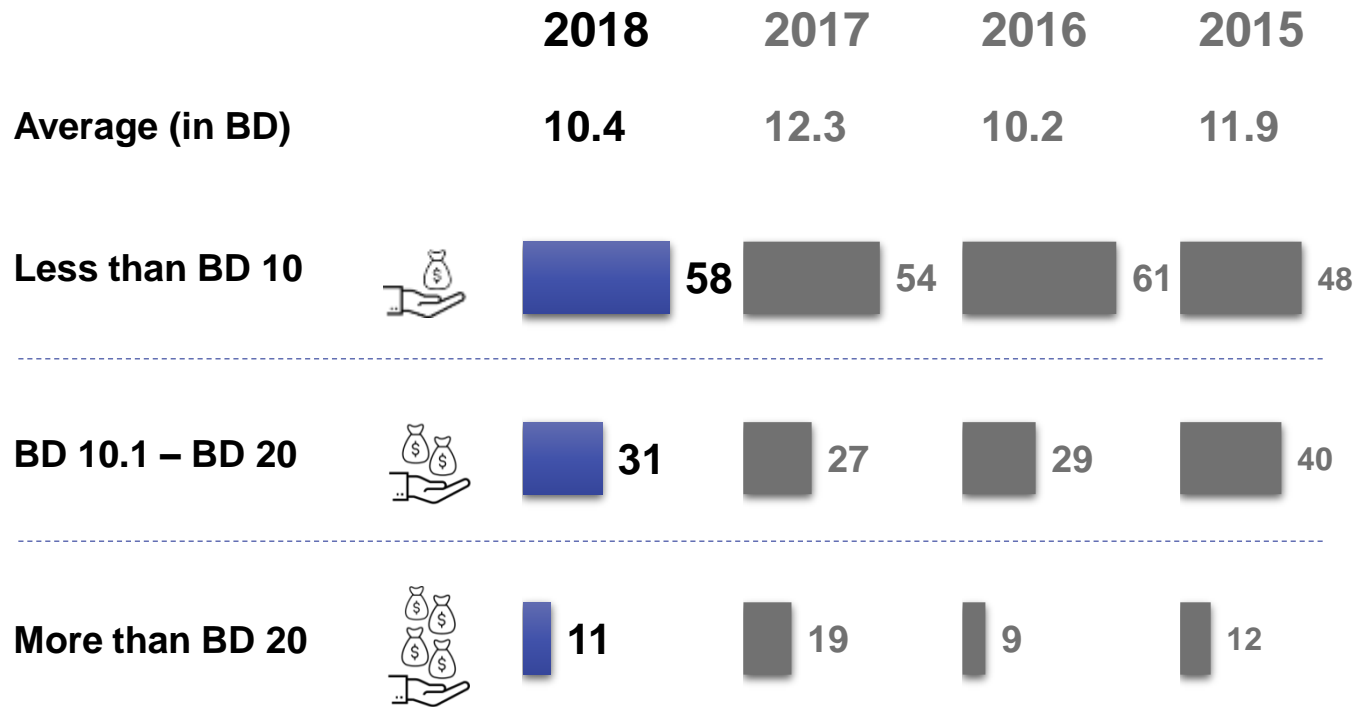
Base: All respondents

Q. On an average, how many calls do you make each week (include both weekday/ weekend of 7 days) from your mobile phone?

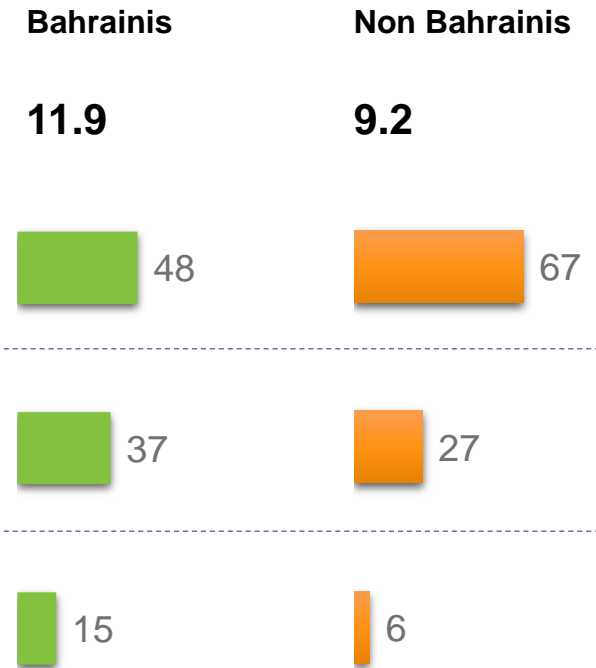
58% of respondents spend less than BD 10 on their mobile expenses on monthly basis. Bahrainis spend higher than Expats on their mobile services.

Monthly spend on mobile

Figures in % (except average)



Spends by Nationality

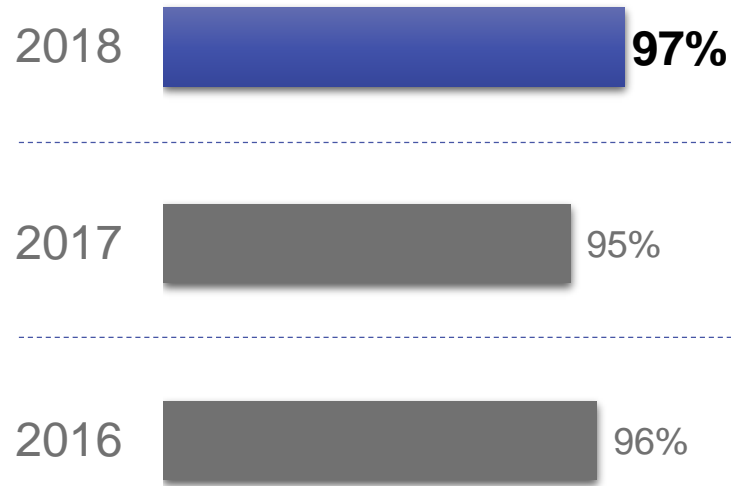


Base: All respondents

Q. On average, how much do you spend on mobile phone service (including international calls and mobile data) each month?

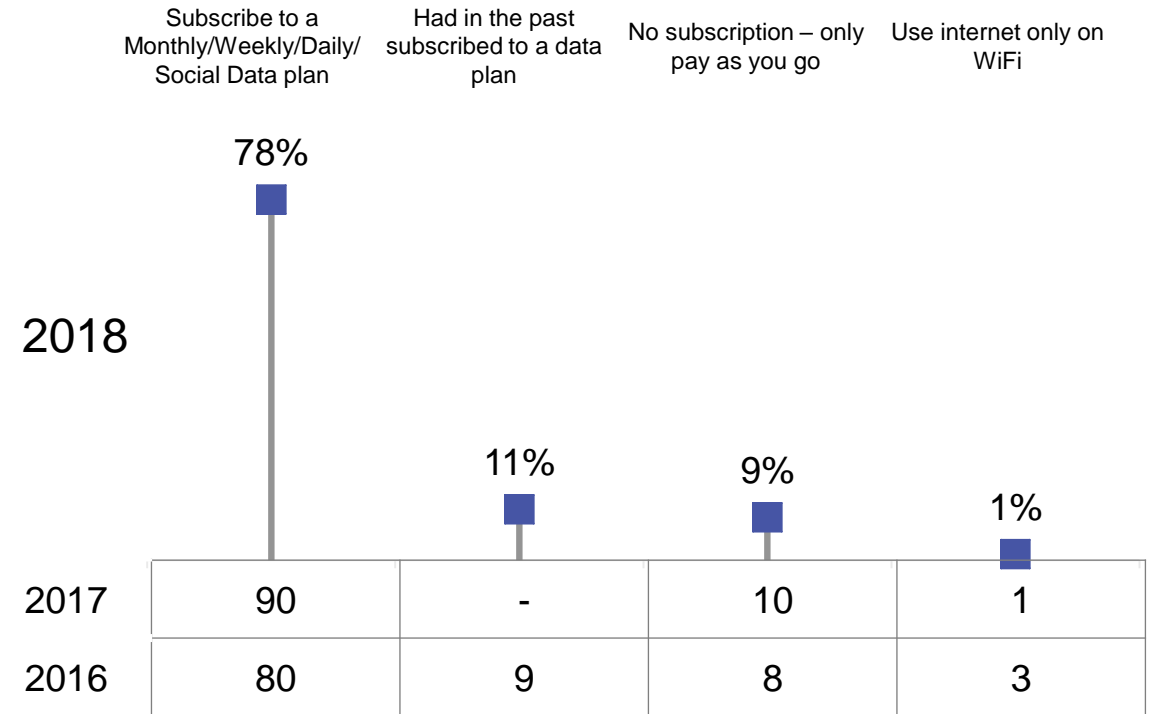
97% of respondents use internet through their mobile and 78% have mobile data subscription.

Internet access on mobile



Base: All respondents

Mobile data subscription



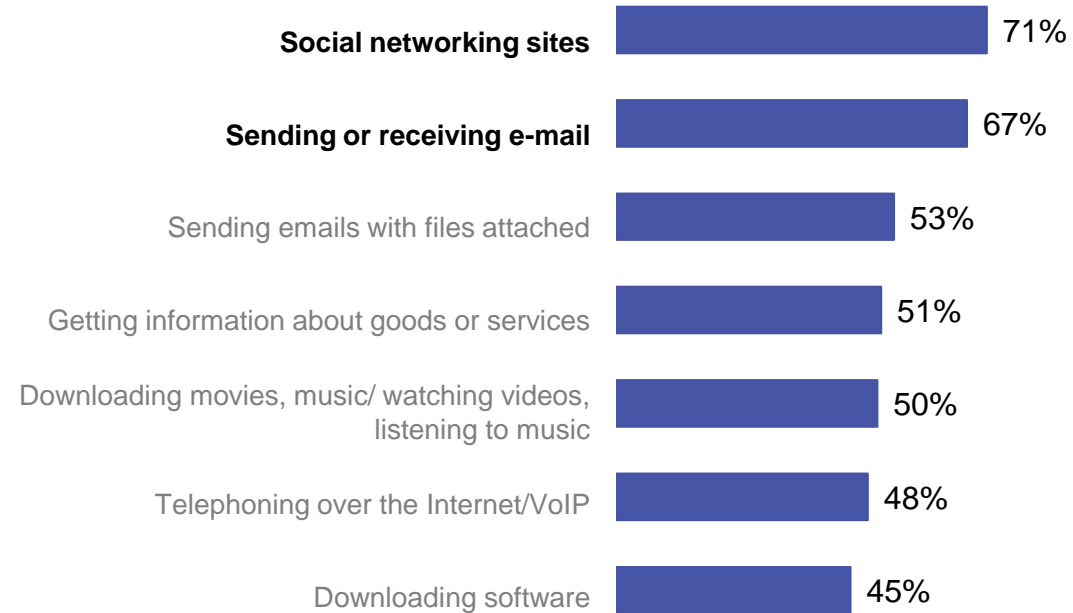
Base: those who use internet on mobile

Social networking and sending or receiving e-mails are the key mobile internet activities carried in 2018.

Mobile phone – internet activities



Activities on mobile internet



Vs. 2017
+23%
No change
+14%
-16%
+12%
-24%
+1%

Base: those who use internet on mobile

Q. For which of the following activities did you use mobile internet for personal purposes in the last 3 months?

13% of respondents switched their mobile service provider In the last 12 months The primarily reason for switching was for better coverage followed by attractive promotions from competitors.

Mobile phone switching

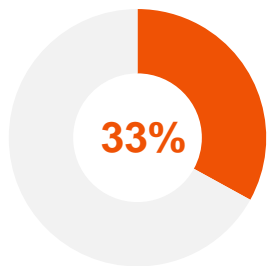


13% switched their mobile provider in the last 12 months

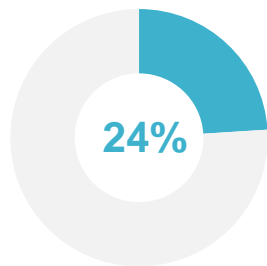
Reasons for switching mobile provider

Base: All respondents

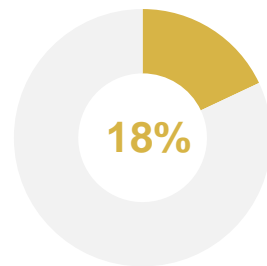
Better mobile coverage



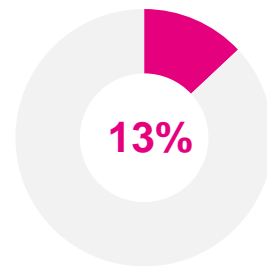
Attractive promotion



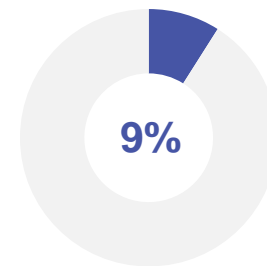
Unhappy with current customer service



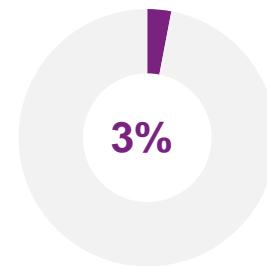
Good price



Was offered a better bundle



Better data connectivity



Base: those who switched mobile provider

Only 5% of respondents switched from prepaid to a postpaid connection in the last 12 months.

Mobile phone switching prepaid – post paid 

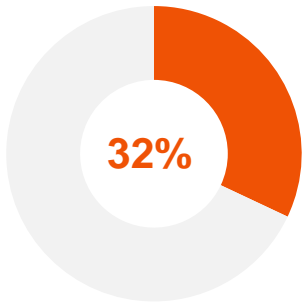


5% switched from a prepaid connection to postpaid in the last 12 months

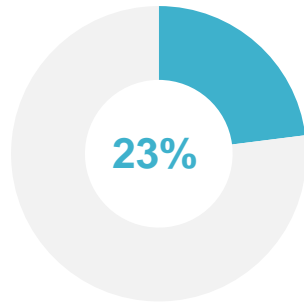
Base: All respondents

Reasons for switching from prepaid to postpaid

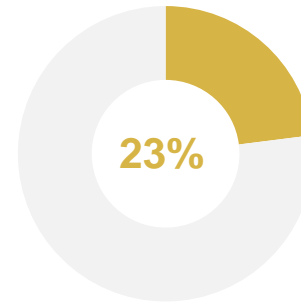
Bought a mobile handset with bundled postpaid offer



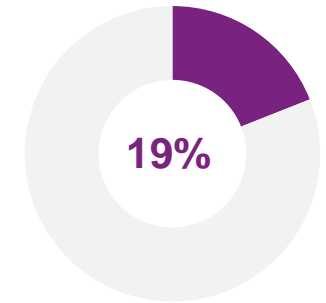
Take advantage of volume discounts for Voice & Data



Offered a special deal for switching from prepaid to postpaid




Better Network connectivity for Postpaid connections



Base: those who switched – prepaid to postpaid

Only 3% of respondents switched from prepaid to a postpaid connection in the last 12 months.

Mobile phone switching post paid – prepaid 

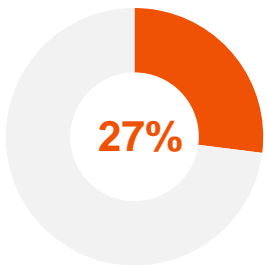


3% switched from a postpaid connection to prepaid in the last 12 months

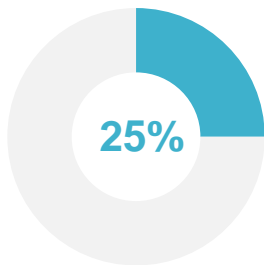
Base: All respondents

Reasons for switching from postpaid to prepaid

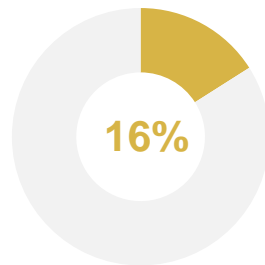
Daily promotions/ Easy subscription to add-ons



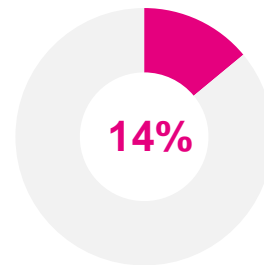
Cutting down expenses



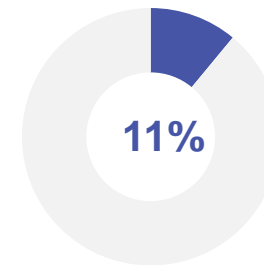
Wanted no contractual obligation



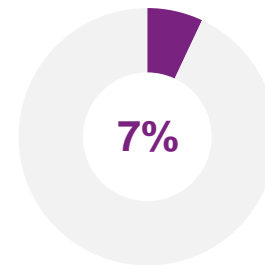
Flexibility of changing plans with prepaid



Better control of spends - Paying as you use



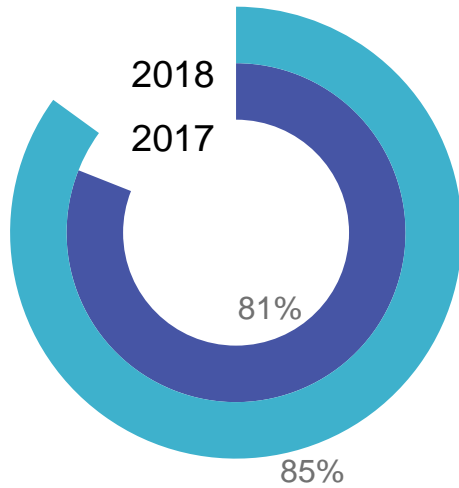
Unhappy with the Billing issues



Base: those who switched – postpaid to prepaid

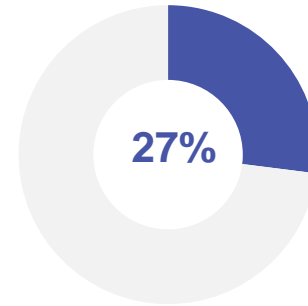
85% of respondents are aware of mobile number portability feature (slight improvement in awareness compared with 2017 results). 27% of respondents who have switched their mobile phone provider in the past have used mobile number portability.

Awareness – Mobile Number Portability (MNP)



Base: All respondents

Switched mobile provider through Mobile number portability



Base: those who switched mobile provider

Satisfaction with Mobile Number Portability



■ Not at all Satisfied
 ■ Not Satisfied
 ■ Neither Satisfied nor dissatisfied
 ■ Fairly Satisfied
 ■ Very Satisfied

Base: those who used MNP

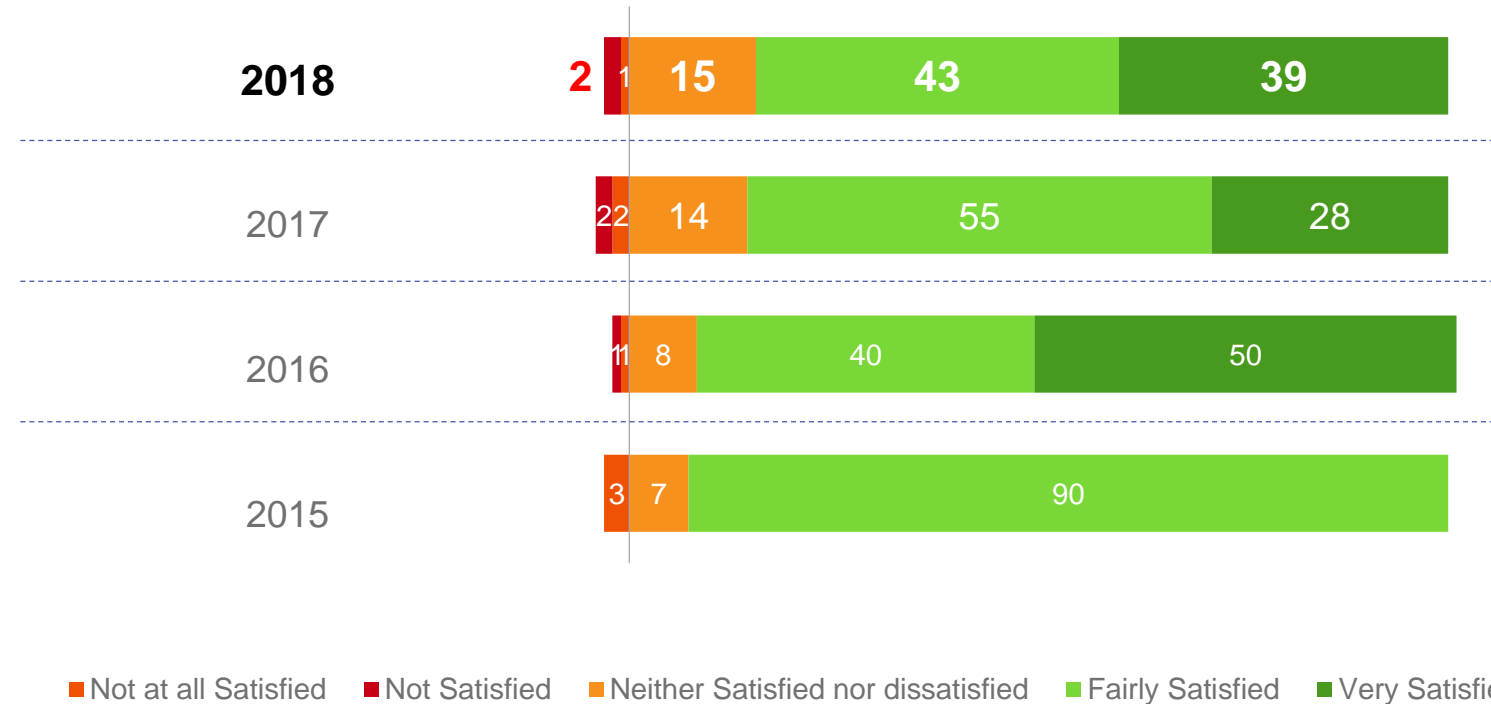
82% of respondents are satisfied with the overall mobile services.

Mobile phone satisfaction



Overall satisfaction with mobile services

Figures in % (except mean)



Base: All respondents

Q. How satisfied are you with the following elements of your mobile services?

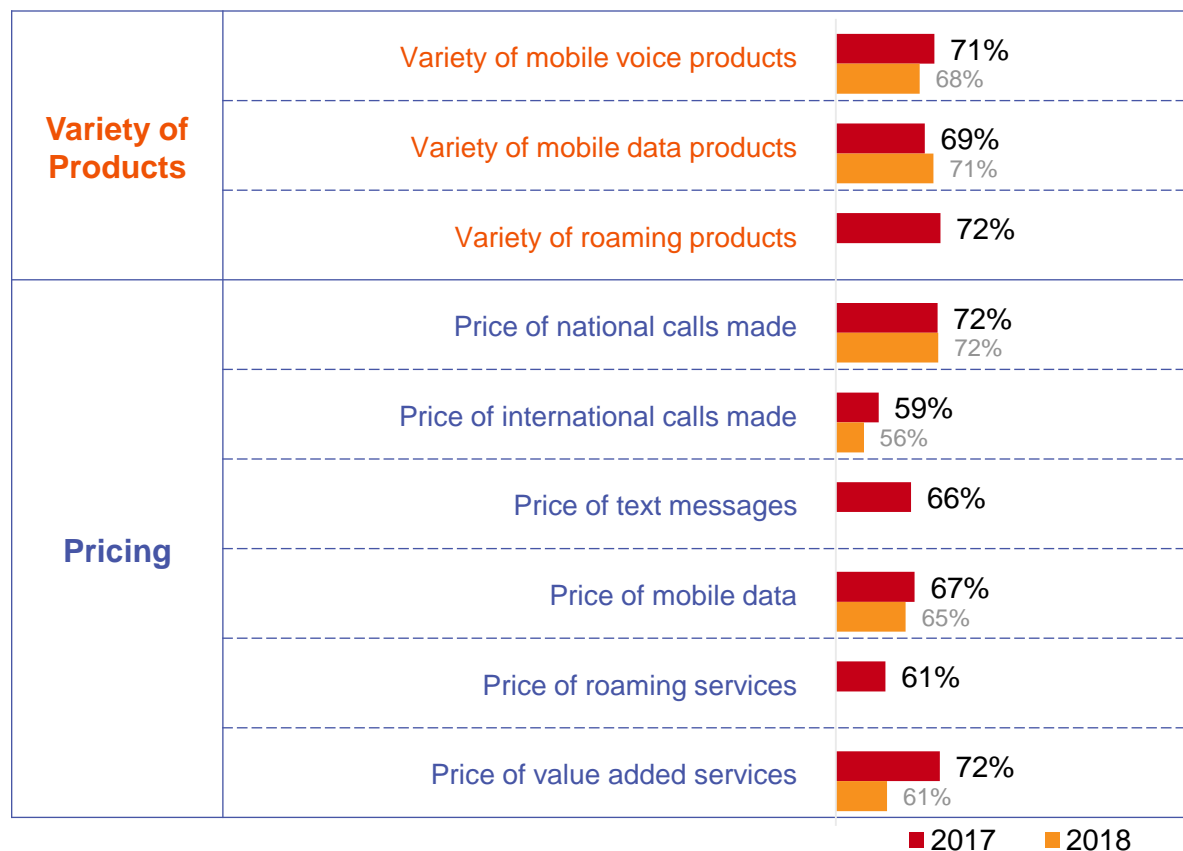
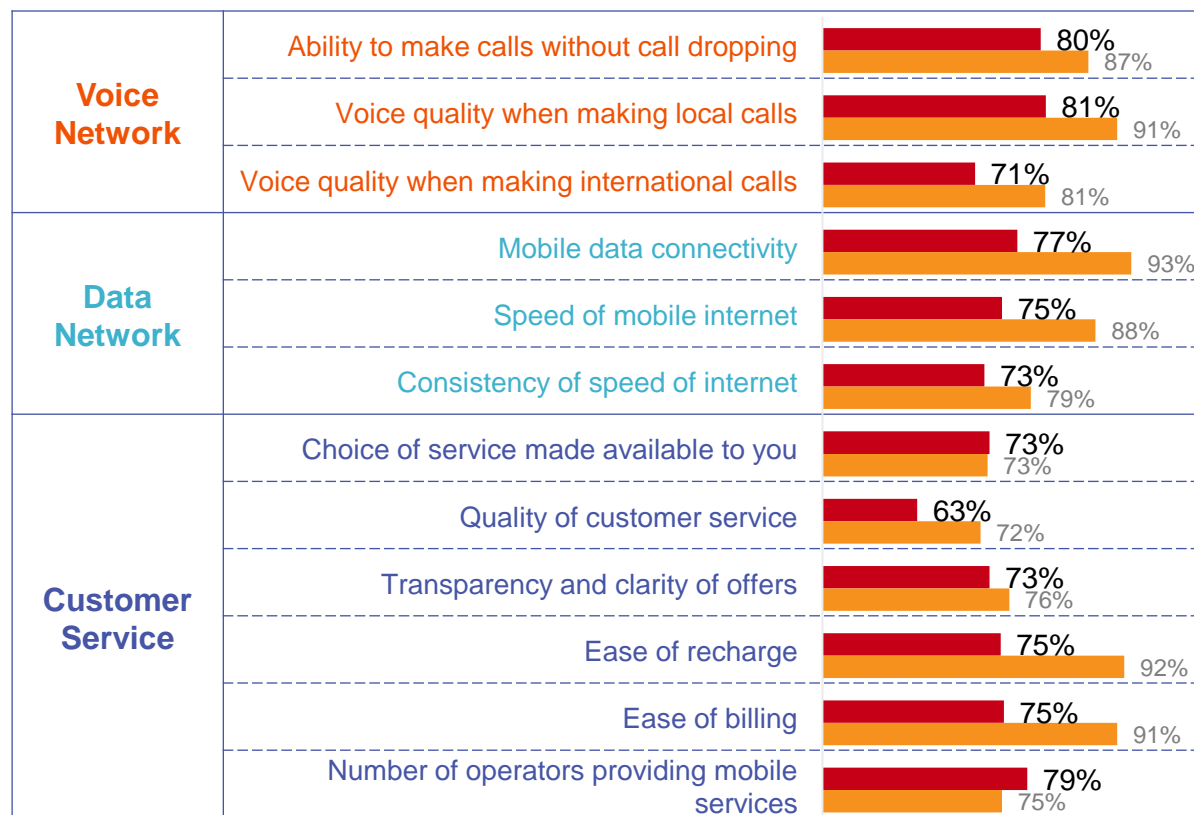
Network quality and coverage is better liked as compared to customer services or variety & pricing of services.

Mobile phone satisfaction



Satisfaction with mobile services (diagnostics)

Top 2 Box (5 pt. scale)



Q. How satisfied are you with the following elements of your mobile services?

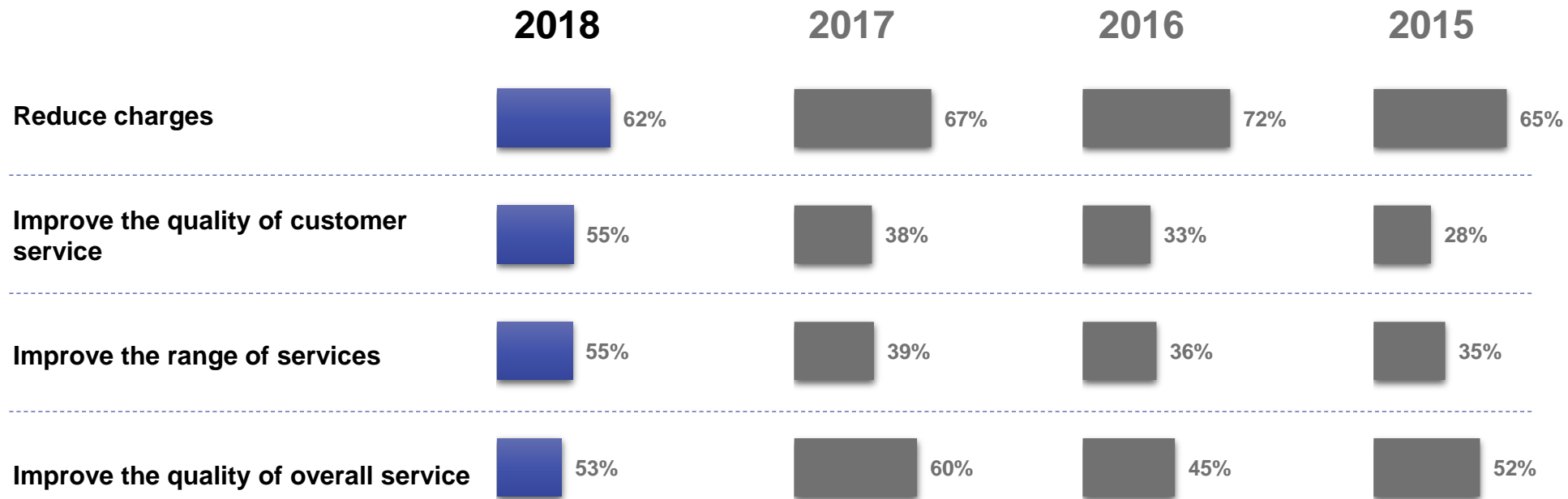
Reduction in charges is still the key suggestion to improve mobile services in 2018.

Mobile phone suggestions



Suggestions to improve mobile services

Figures in % (except mean)



Base: All respondents

Q. Could you please tell me if there are any suggestions you would like to make to help serve you better in the future for fixed line?

Bahrain Telecommunications
Survey 2018 (Residential)

Internet Services

6



Key Findings – Internet service

Access

Internet access almost universal among the respondents – 98% have access to internet at home.

Usage

99% of respondents have used internet in the last 3 months – almost all of them use internet more than once a day

Connection Type

Only 33% of respondents use wired broadband to use internet at home, the rest rely on wireless technology such as mobile broadband or Wimax.



Spend

66% of respondents spend less than BD 15 on their internet services

Switchers

Only 4% of respondents switched their internet service provider in the last 12 months.

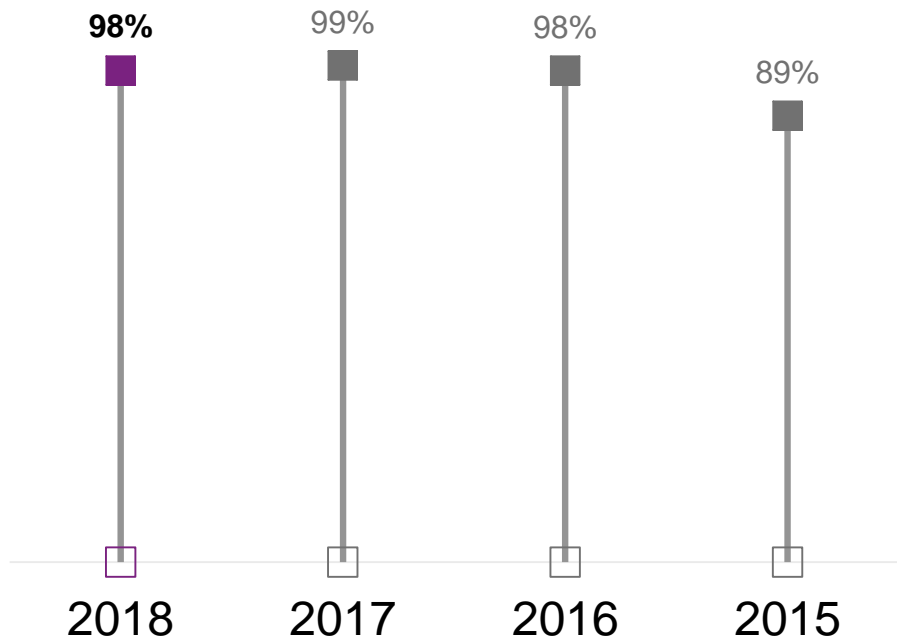
Satisfaction

More than 85% of respondents are satisfied with their current internet services

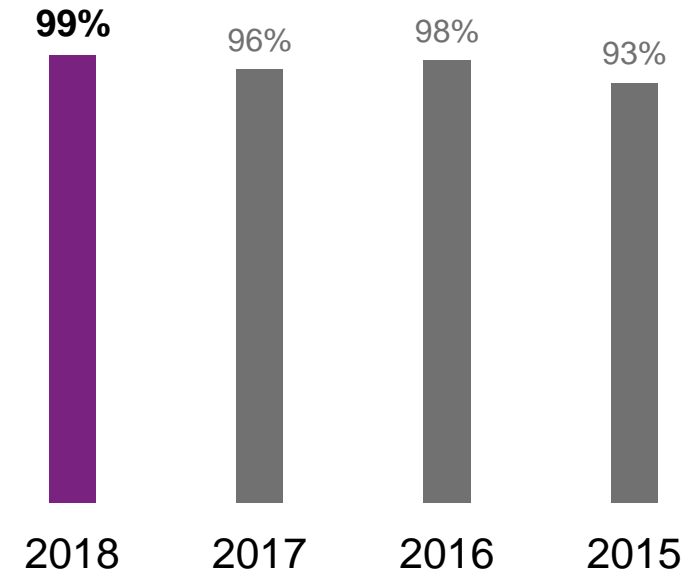
Almost all respondents have access to internet service at home.
Almost all respondents have used internet in the last 3 months.



Internet access at home



Internet usage – last 3 months

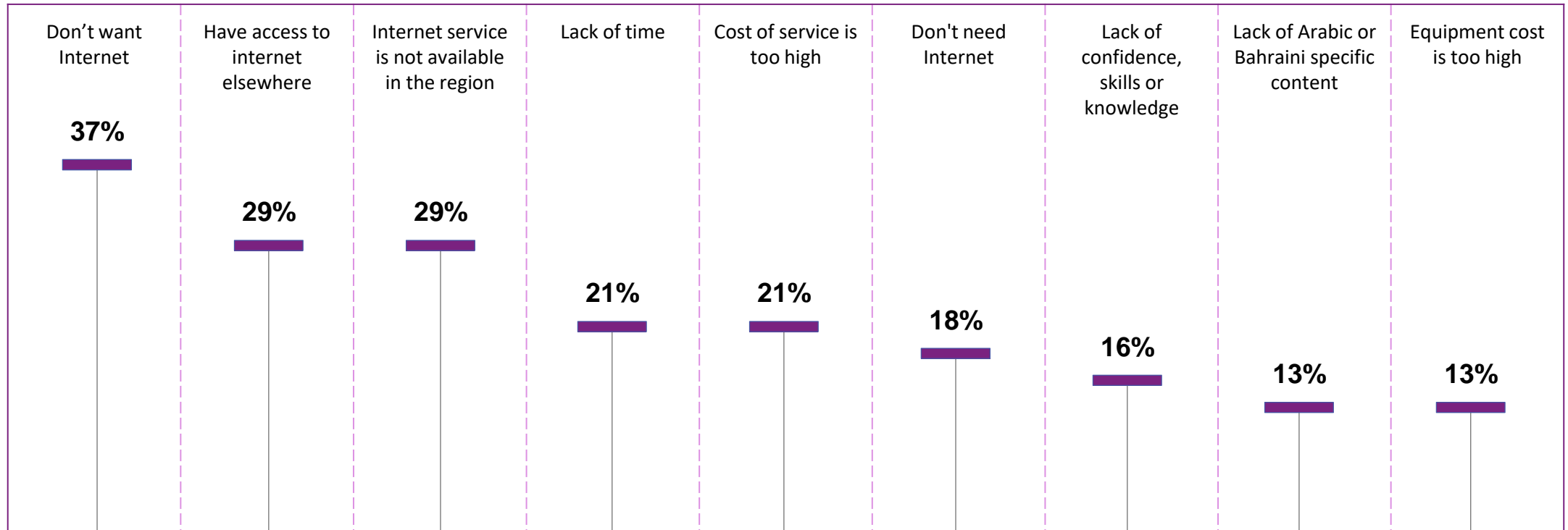


Base: All respondents

The main reason for those who do not have internet at home is they don't want internet followed by have internet access elsewhere



Reasons for not having access to internet at home



Base: those who don't have access to internet at home

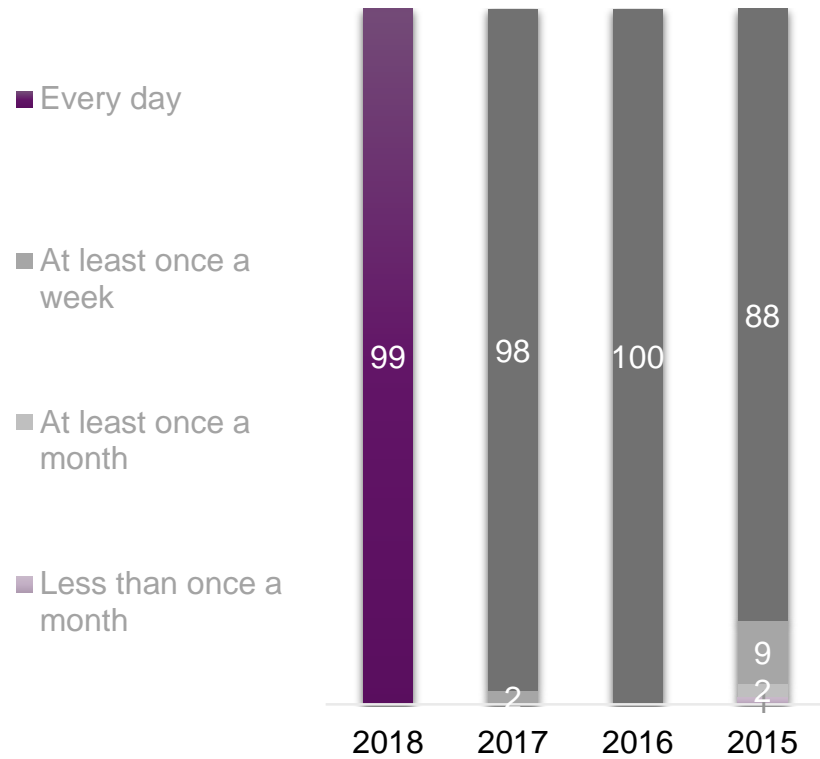
Q. What are the reasons for not having access to the internet at home?

Almost all respondents use the internet on daily basis
 Internet usage has mostly increased from last year across various locations



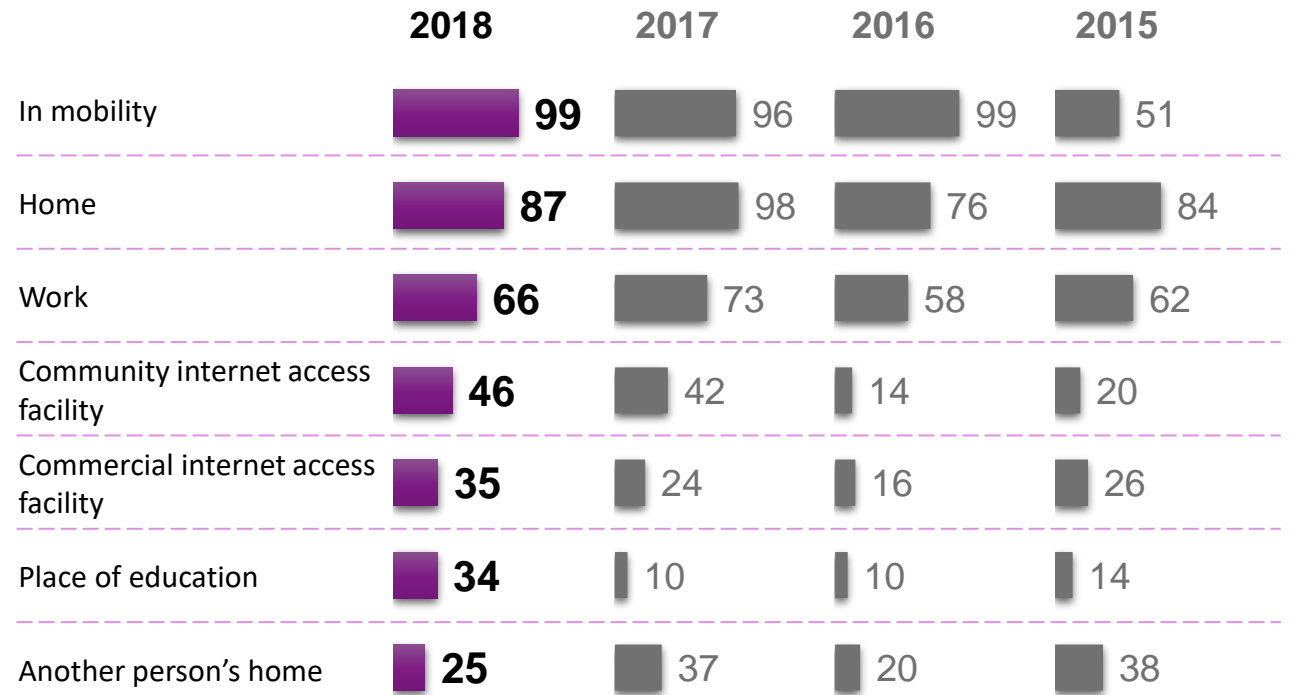
Frequency of using internet in the last three months

Figures in %



Location of using internet in the last three months

Figures in %



Base: those who used internet in the last three months

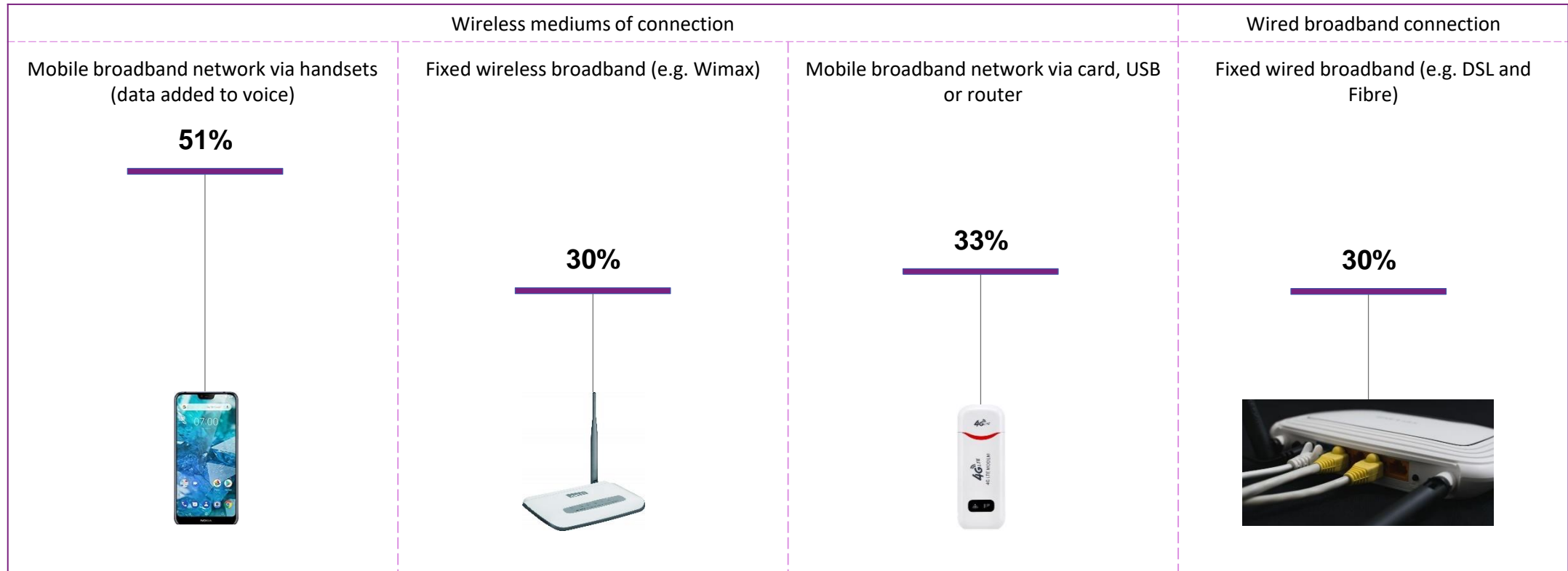
Q. On an average, how often did you use the internet in the last 3 months?
 Q. Please look at this card and tell us where did you use the internet in the last 3 months?

Only 33% respondents using fixed wired broadband to access internet at home, the rest rely on wireless means.

Type of internet connection at home



Type of internet connection at home



Base: those who have access to internet at home

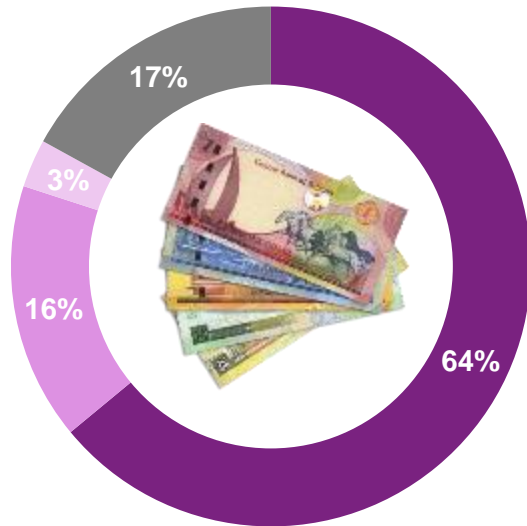
Q. What are all the types of internet access you or your family members used? Please let me know all the methods used to access internet at home.

64% of respondents spend less than BD 15 on their mobile expenses and unlikely to increase their spend even for higher speed.

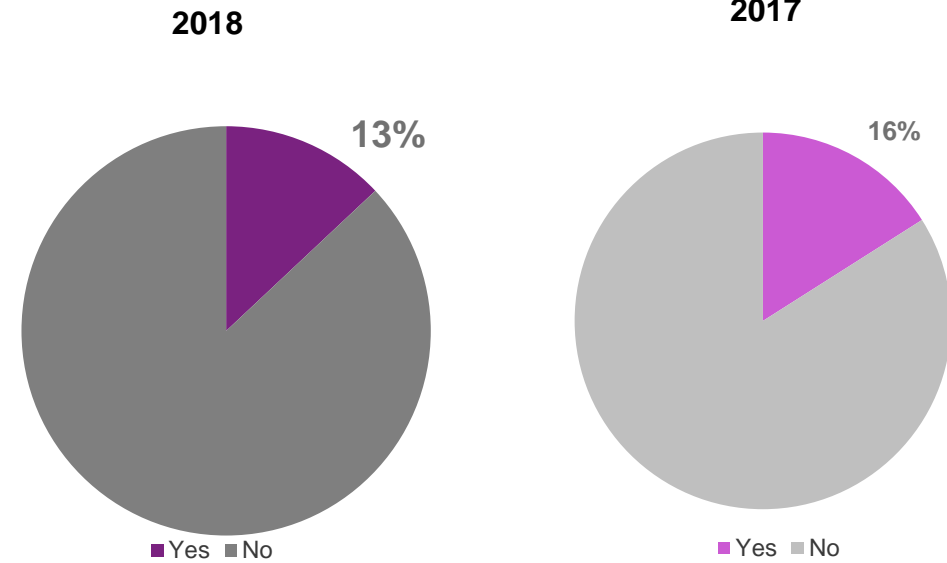


Monthly spend on internet services

- Under BHD 15
- BHD 16 to BHD 25
- BHD 26 to BHD 35
- Don't know



Willingness to pay BD 5 for high speed internet



Base: those who used internet

4% of respondents who used the internet switched their internet service provider in the last 12 months.

Internet
Switching Providers

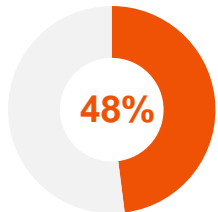


4% switched their internet provider in the last 12 months

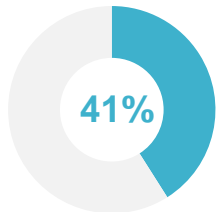
Base: those who used internet

Reasons for switching mobile provider

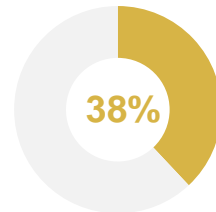
Service quality



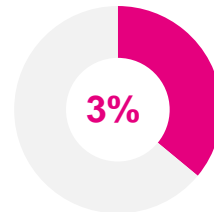
Price



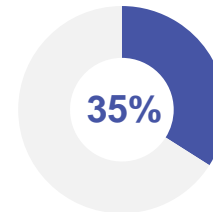
Range of services offered



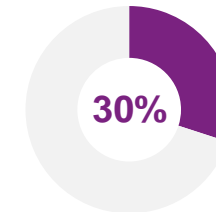
Fewer packages with current provider



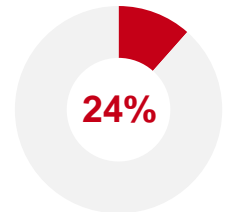
Customer Service



Reliability



Privacy and security reasons



Base: those who switched internet provider

Q. Have you switched your internet service provider in the last 12 months?

Q. You mentioned that you have switched your internet service provider. Please tell the reason for switching your internet service provider

6% of respondents who have internet replaced their fixed internet with mobile internet
 The key reason for not replacing fixed with mobile internet is the speed.

6% replaced their fixed internet with mobile internet

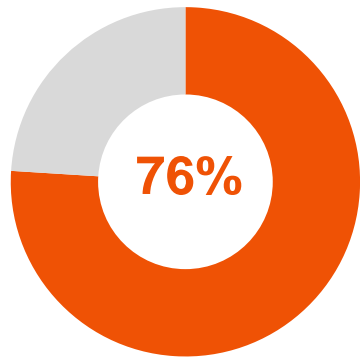
Replaced fixed internet with mobile internet - trend

2018	2017	2016	2015
5%	5%	12%	21%

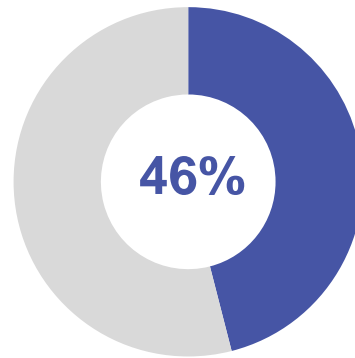
Base: those who used internet

Reasons for not replacing fixed with mobile internet

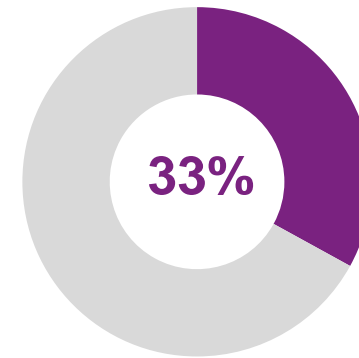
More speed



Cheaper



Can be used anywhere



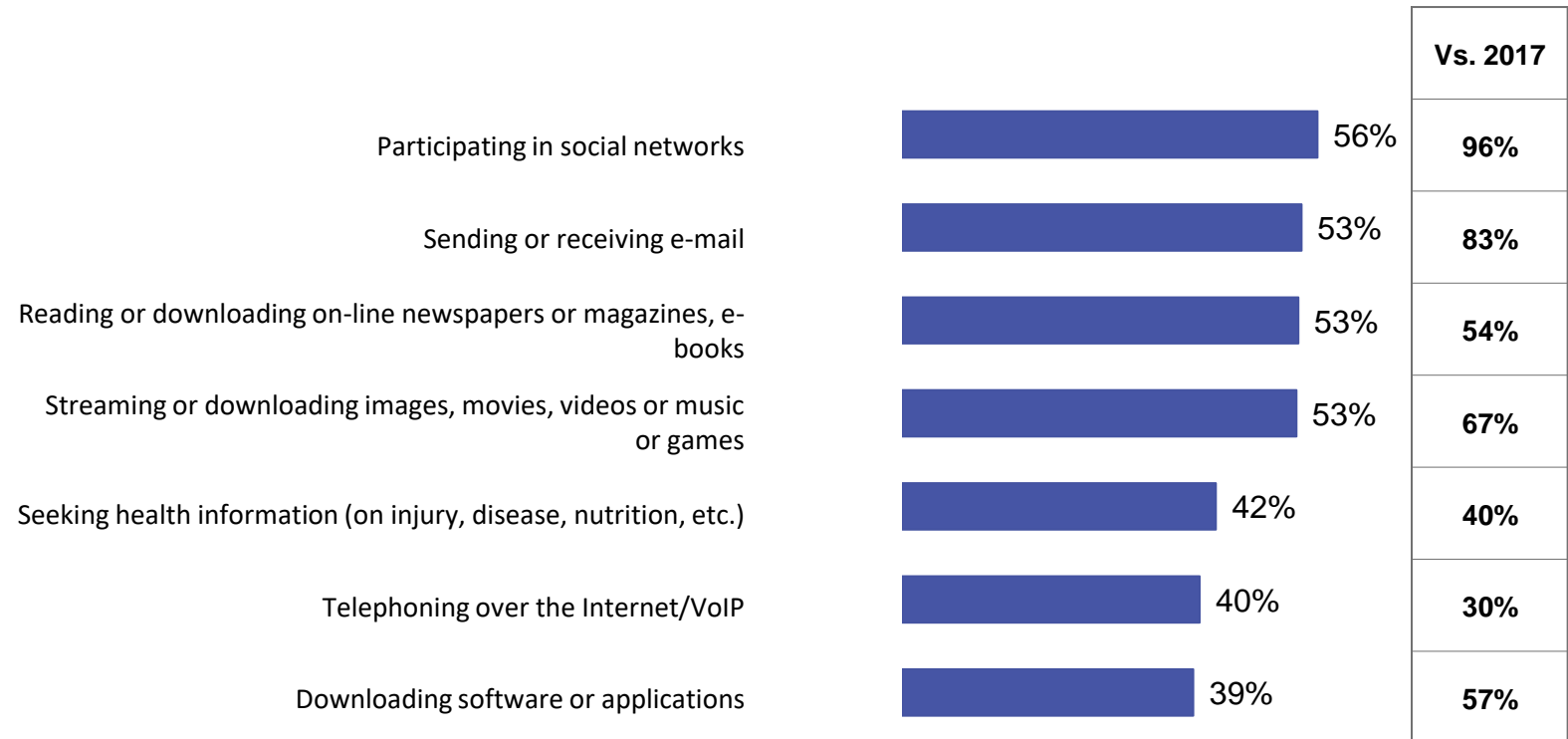
Base: those who replaced fixed internet with mobile

Majority use it to connect, entertain or express themselves online.

27% of respondent purchase goods & services online and 22% use it for formal online courses.



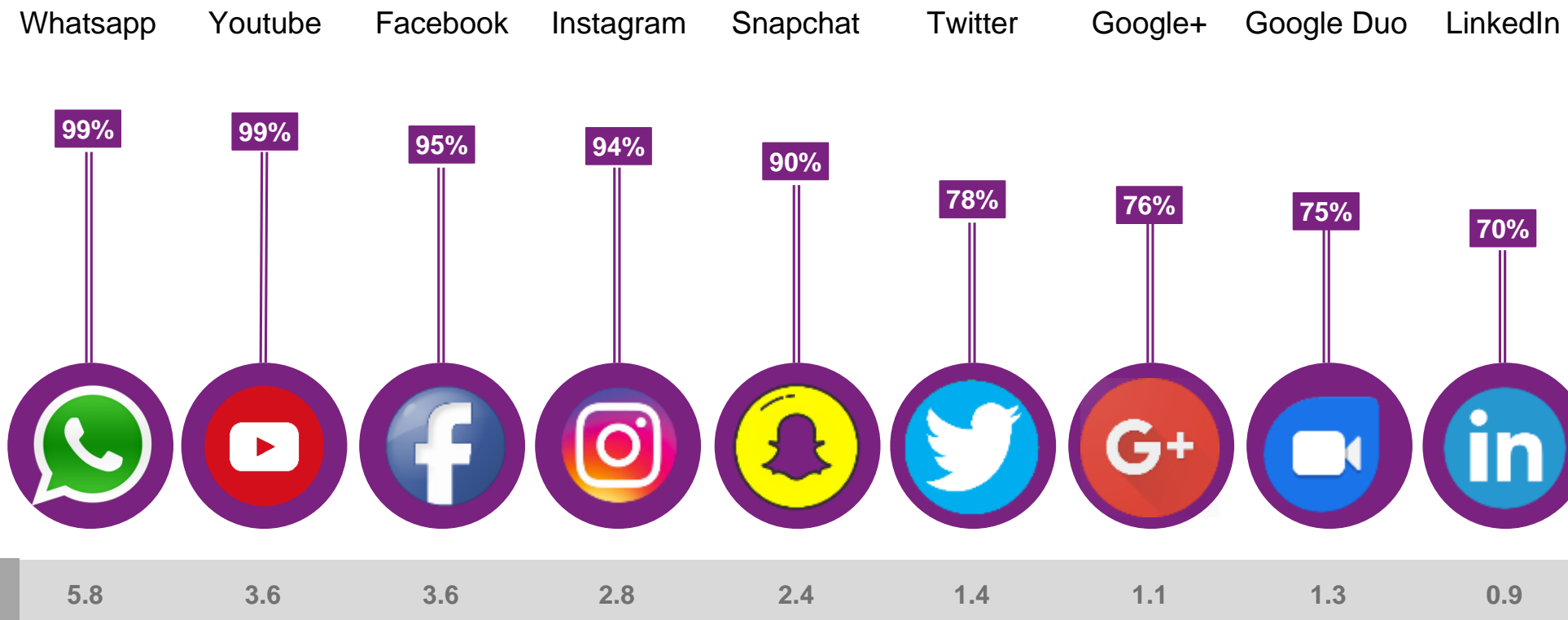
Activities on internet in the last 3 months



Base: those who used internet in the last three months

Among those who use social networking platforms, WhatsApp is the Social Media platform used by almost everyone, followed by YouTube, Facebook and Instagram.

Social Media sites accessed



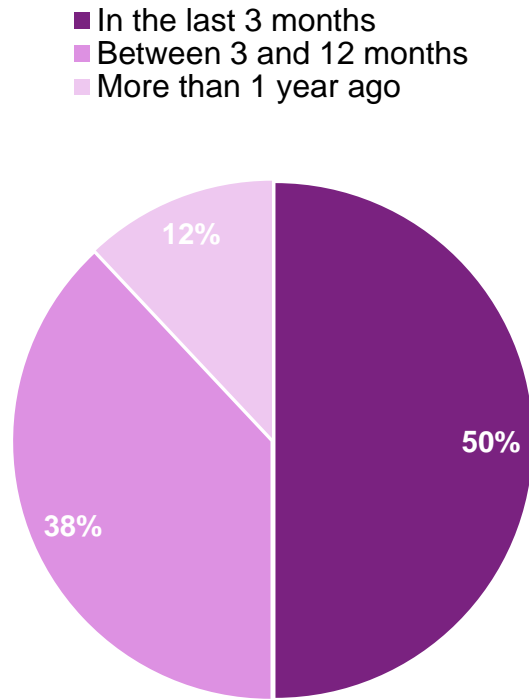
Base: those who accessed Social Media

Q. How often do you use or visit the following social networks/Sites/Forums?

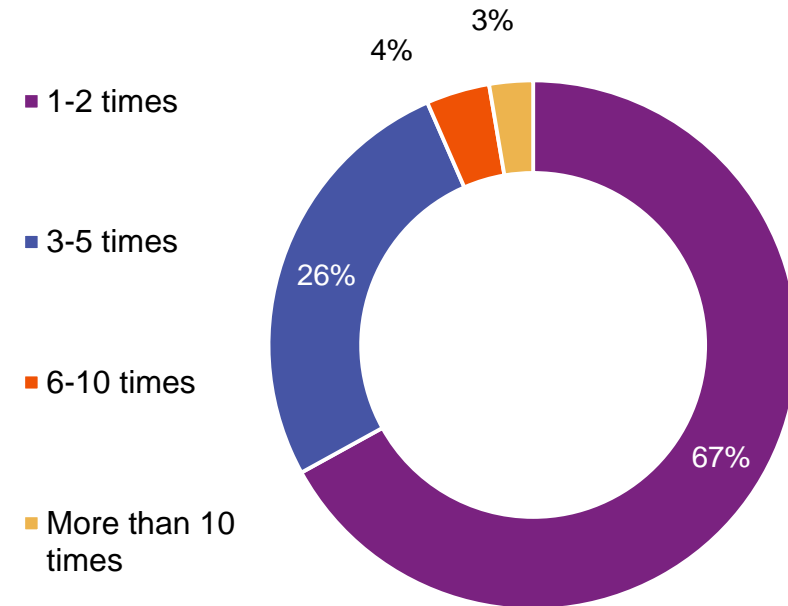
Among those who made an online purchase, 50% did in the last 3 months.
Frequency of online purchase is still low – 67% online shoppers have only bought products online 1 or 2 times.



Last online purchase



Frequency of online purchase in the past 12 months

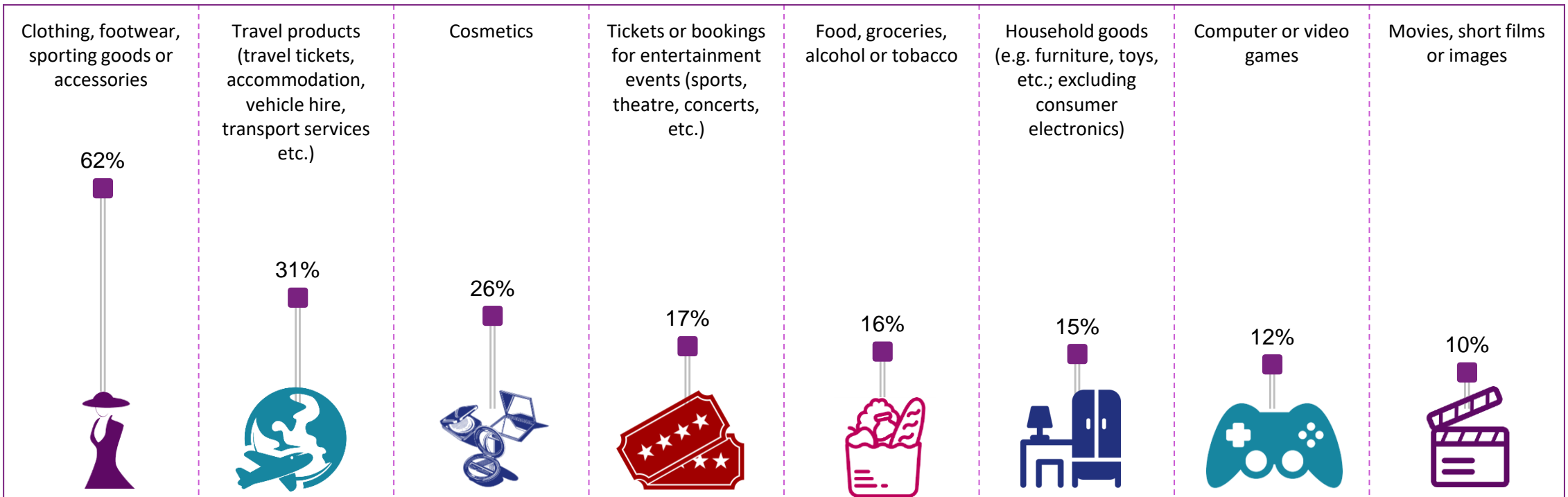


Base: those who made online purchase

Fashion items such as clothing, clothing, accessories is the most popular commodity bought online.



Types of goods purchased online



Base: those who made online purchase

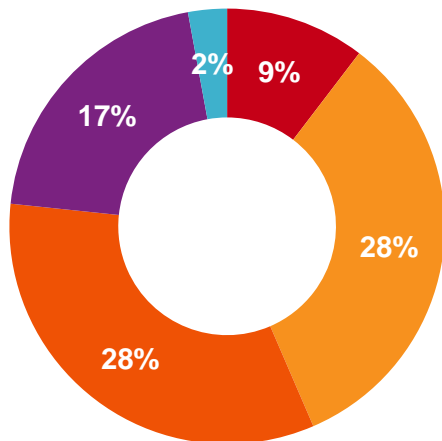
Q. What types of goods or services did you buy or order over the Internet for private use in the last 3 months?

65% of respondents who made online purchase spend less BD500 on online purchase and most of the payment is done online through credit card.

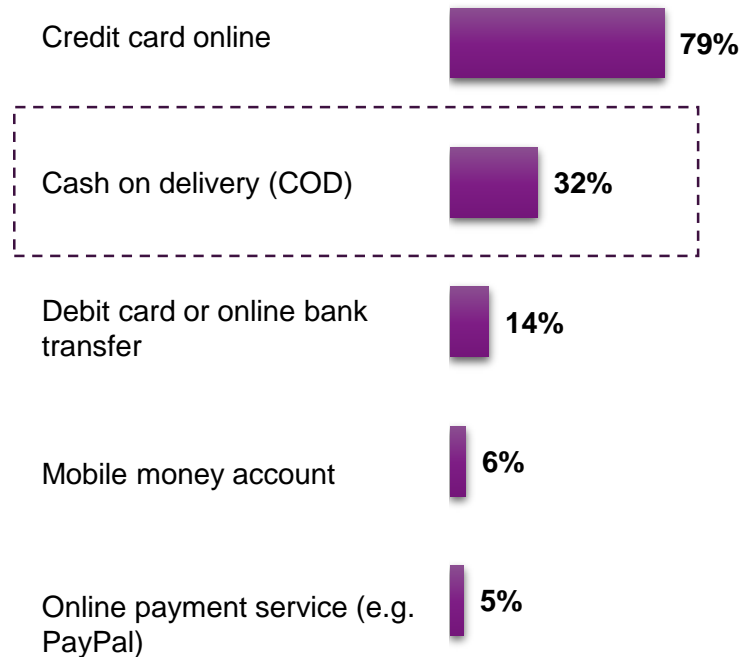


Spend – online purchase

- BD < 50
- BD 50 - 100
- BD 100 - 500
- BD 500 - 1000
- BD > 1000



Mode of payment



Reasons for Cash on Delivery



Base: those who made online purchase

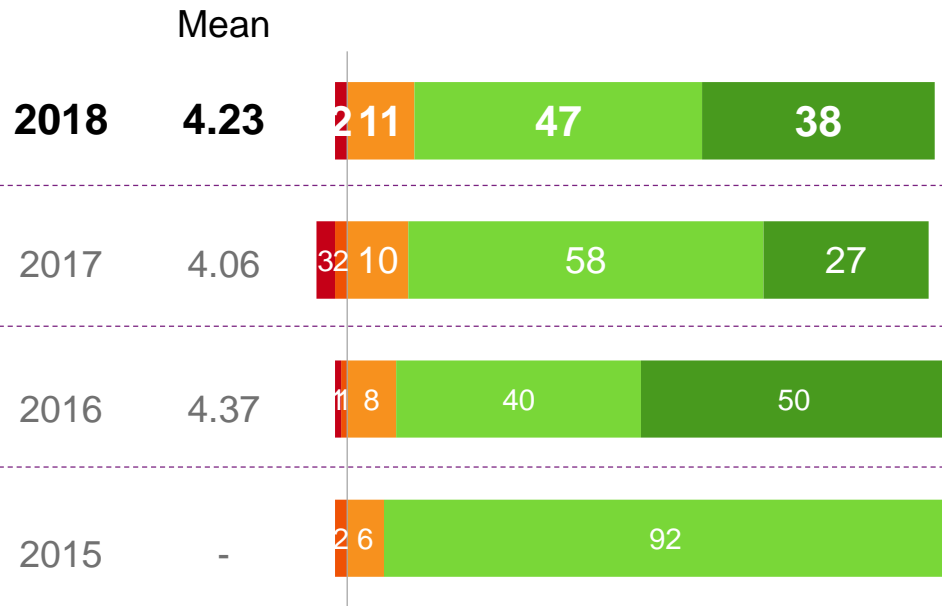
Base: those who made online purchase on cash

85% of respondents who used the internet are satisfied with their internet service.



Overall Satisfaction with internet services

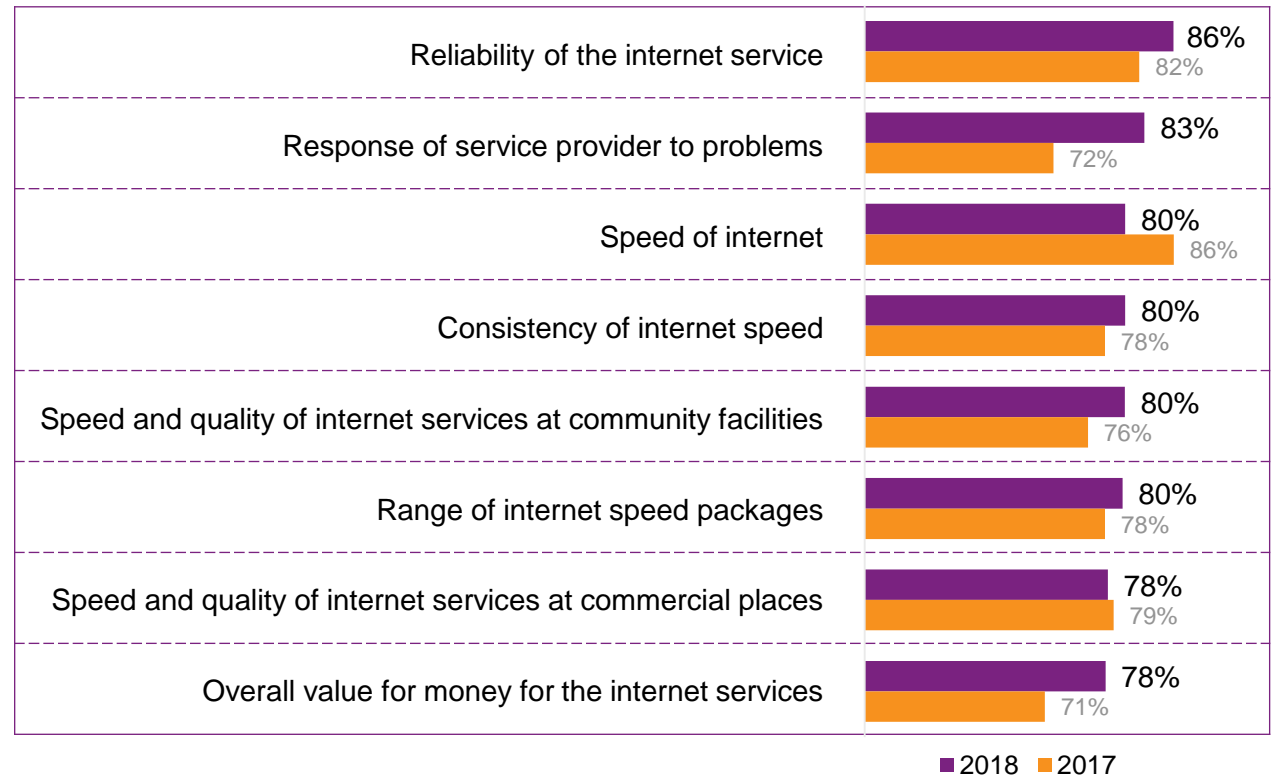
Figures in % (except mean)



■ Not at all Satisfied ■ Not Satisfied ■ Neither Satisfied nor dissatisfied ■ Fairly Satisfied ■ Very Satisfied

Satisfaction with internet services (diagnostics)

Top 2 Box (5 pt. scale)



■ 2018 ■ 2017

Base: those who used internet

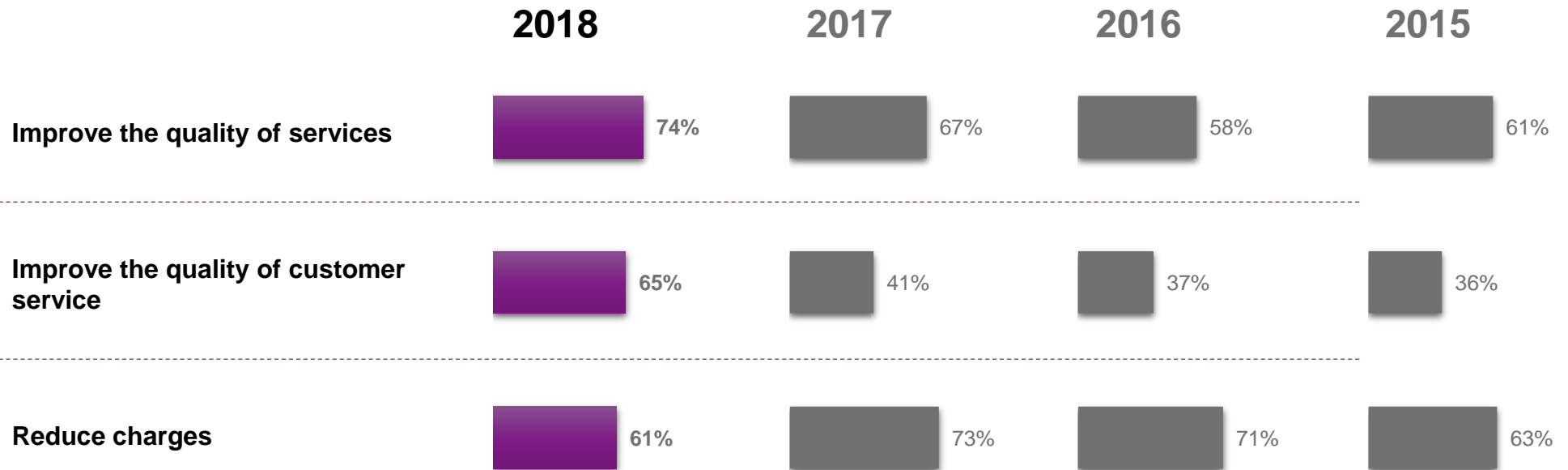
Q. How satisfied are you with the following elements of your internet service?

Improvement in quality of services comes across as a critical improvement area for internet services.



Suggestions to improve internet services

Figures in %



Base: those who used internet

Q. Could you please tell me if there are any suggestions you would like to make to help serve you better in the future for internet?

Bahrain Telecommunications
Survey 2018 (Residential)

OTT

7



Key Findings – OTT

OTT App used

96% of respondents use WhatsApp and it is most used App followed by Skype at 34%

Substitutability

Non Availability of App for communicating would lead to 80% of respondents moving to phone calls.



Willingness to pay

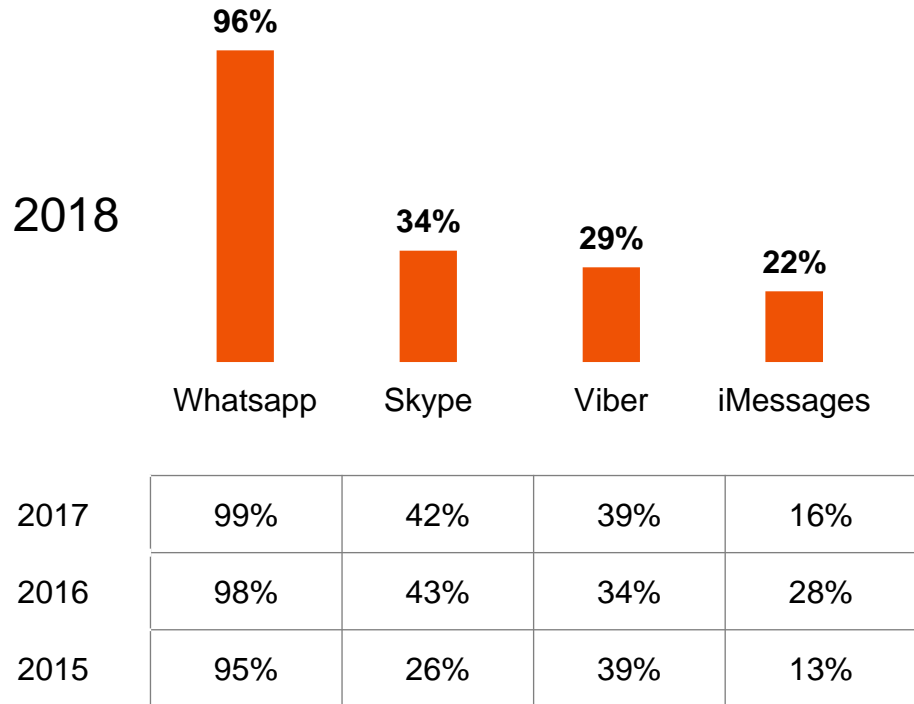
Even though universal usage of OTT App – only 16% of respondents are willing to pay extra for usage

Satisfaction

85% of the respondents are satisfied with the delivery of message while only 77% of respondents are happy with the quality of voice calls using OTT App.

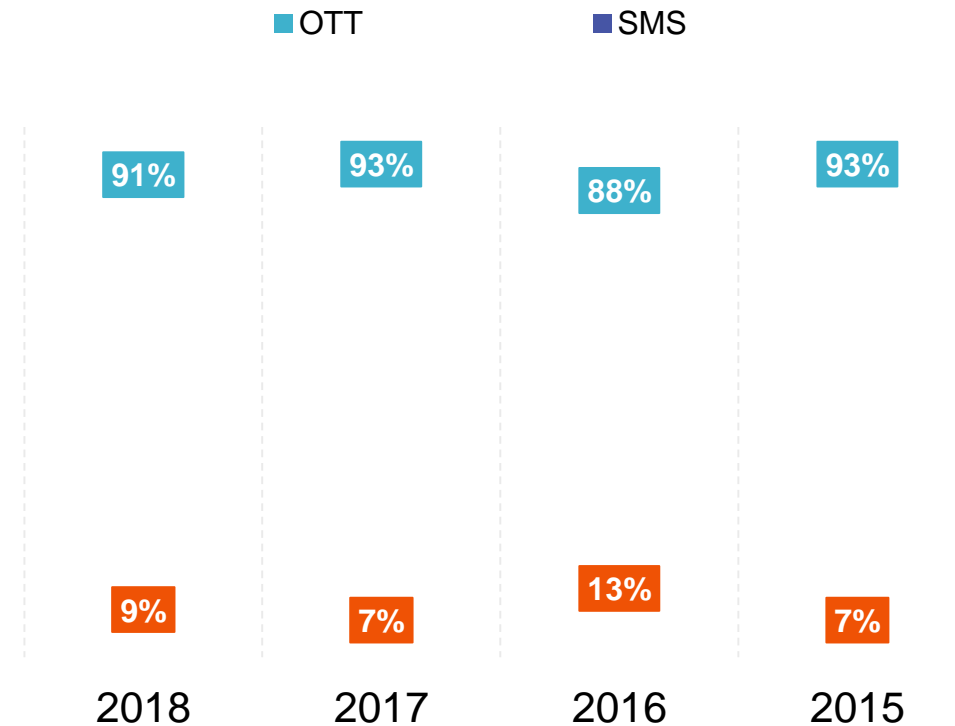
WhatsApp was acknowledged as the most used OTT application in 2018.
Majority of respondents tend to use OTT application when sending messages.

OTT apps used



Base: All respondents

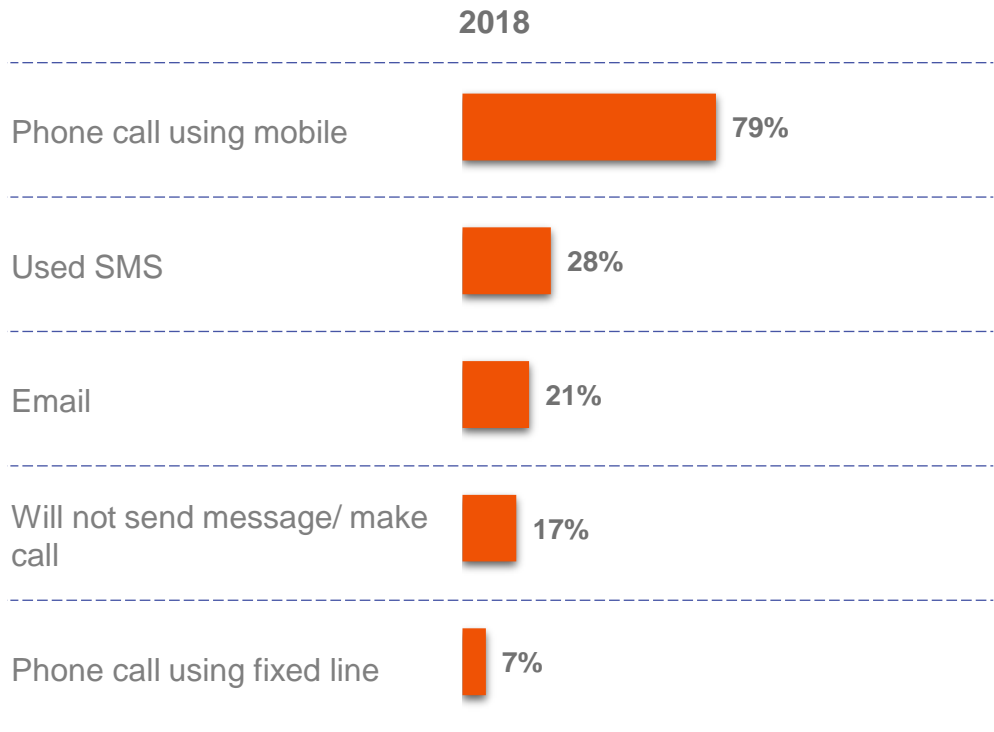
Proportion of messaging – OTT vs SMS



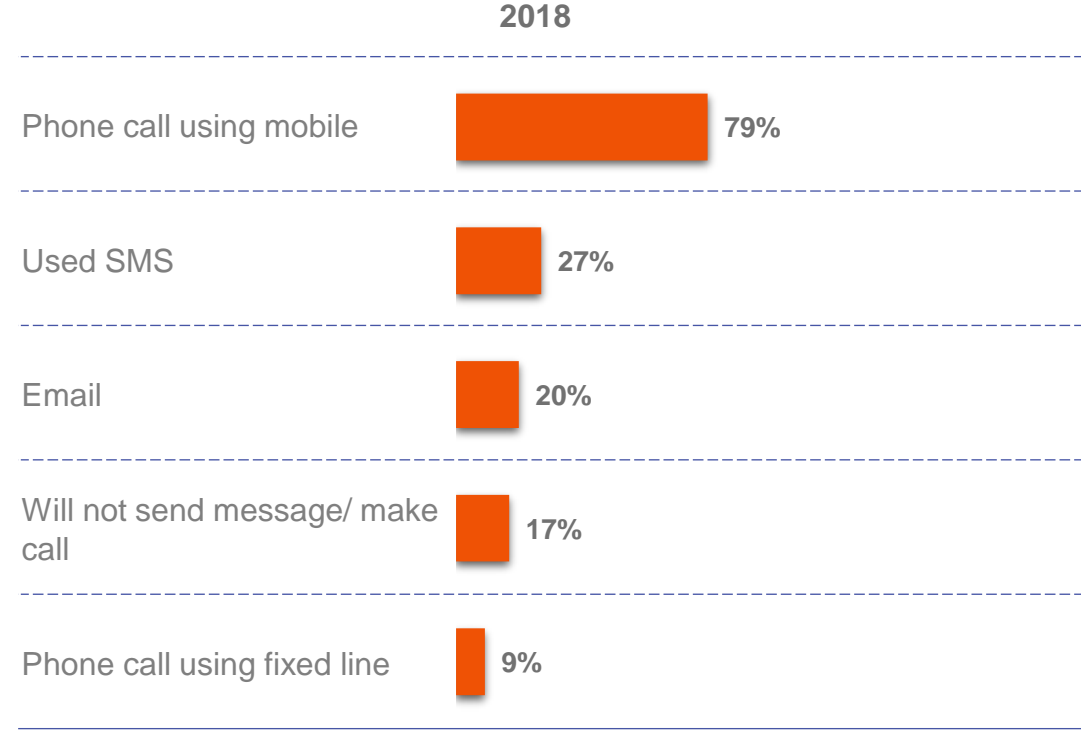
Base: those who use OTT

Calling using mobile continues to be the preferred alternative in case of unavailability of OTT services

What if instant messaging apps are not available



What if OTT calling is not available



Base: those who use OTT

Satisfaction is higher with messaging services from OTT services as compared to calling.

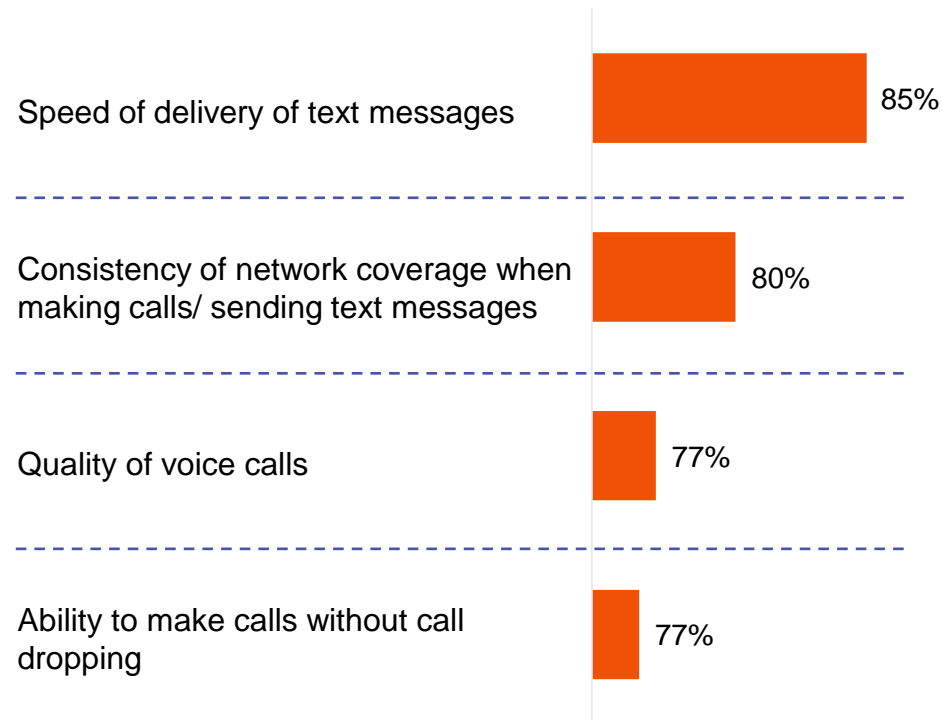
Only 16% of those using OTT services are willing to pay extra if these services were not available for free.

OTT applications

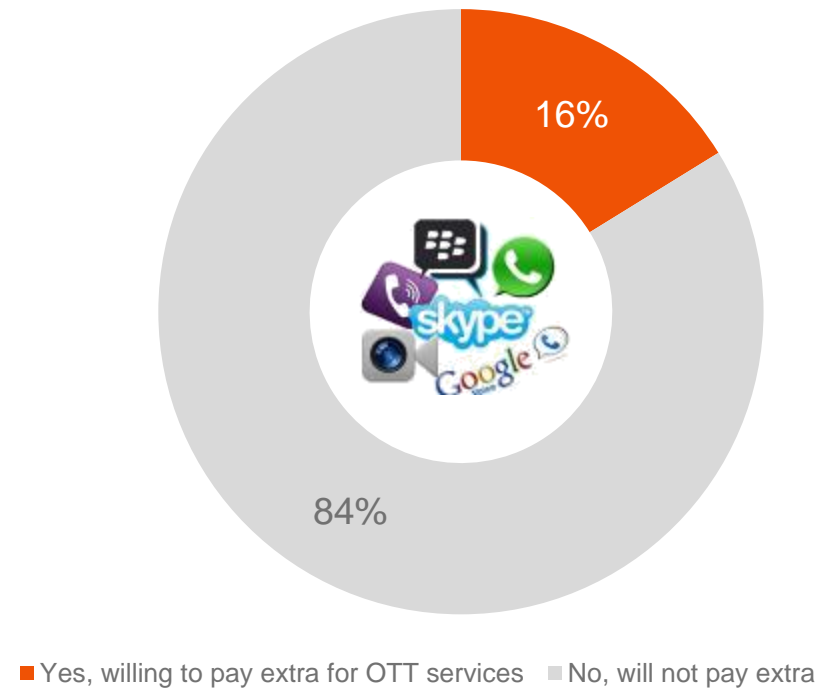


Satisfaction with OTT services

Top 2 Box (5 pt. scale)



Willingness to pay extra for OTT apps



Base: those who use OTT

Q. How satisfied are you with the following elements of OTT communications?

Q. Would you be willing to pay extra for communicating (making voice/ video calls) through OTT services if it is not available for free in the future?

Bahrain Telecommunications
Survey 2018 (Residential)

International
calling

8



Key Findings – International service

International calling

64% of respondents make or receive international calls from Bahrain

Mediums

Direct calling through mobile phone and OTT/ VoIP calling are the most popular methods of making and receiving international calls.



Countries

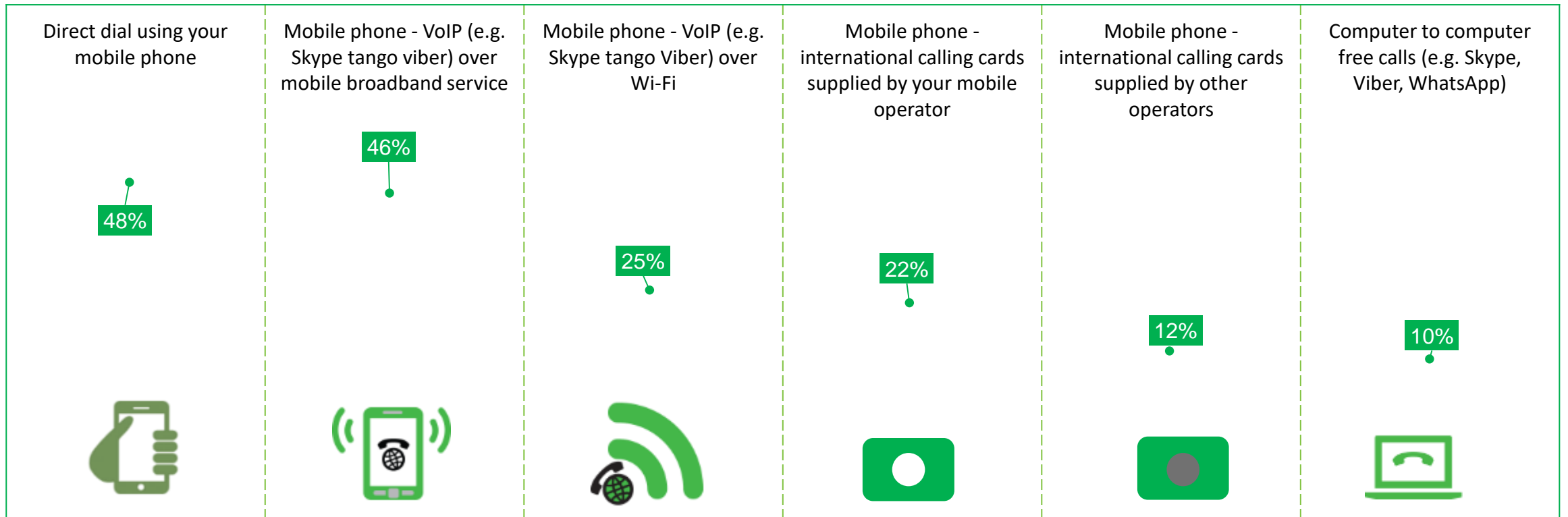
Asian countries of India and Philippines and GCC countries i.e. KSA, UAE and Kuwait are the most popular calling destinations

Roaming

30% of respondents use roaming services using their local service provider

Direct calls using mobile phones followed by using mobile VoIP on mobile data are the preferred ways of making international calls

Methods used to make international calls



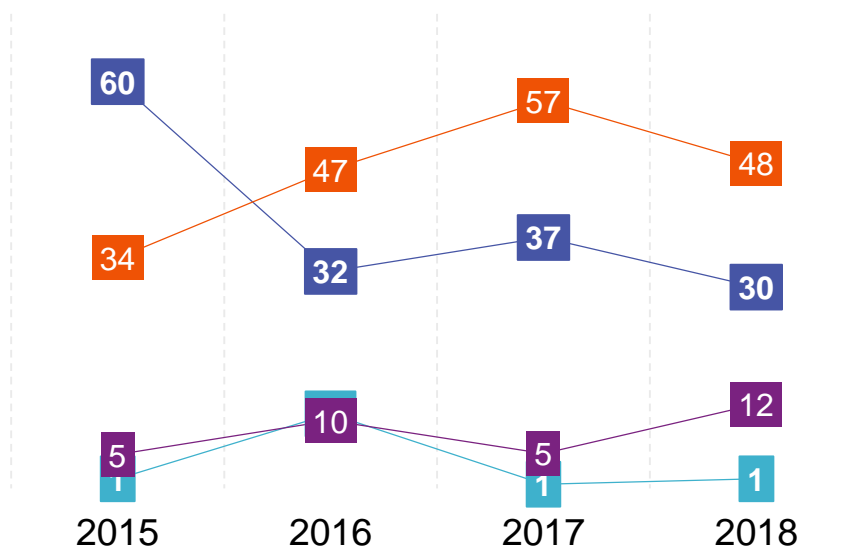
Base: All respondents

Most of the international calls are made using OTT and direct mobile phones, and are made either Asian or other GCC countries.

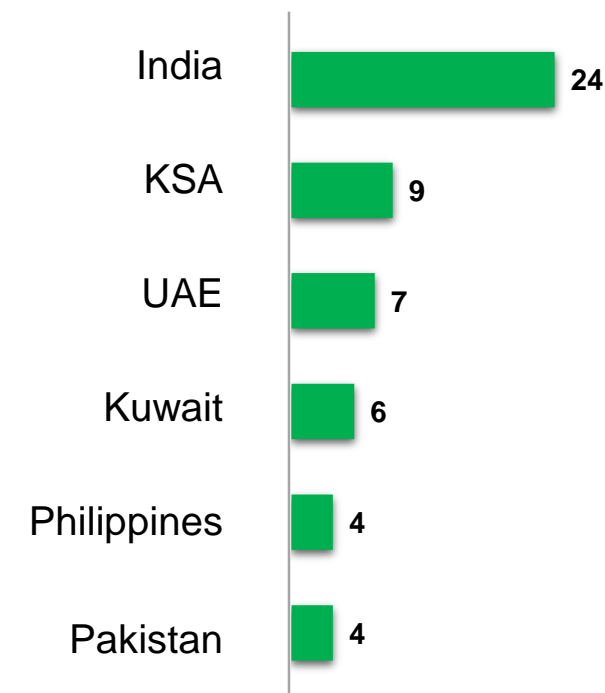
Time spent: international calls made - mediums

Figures in %

Fixed line Mobile phone OTT VoIP



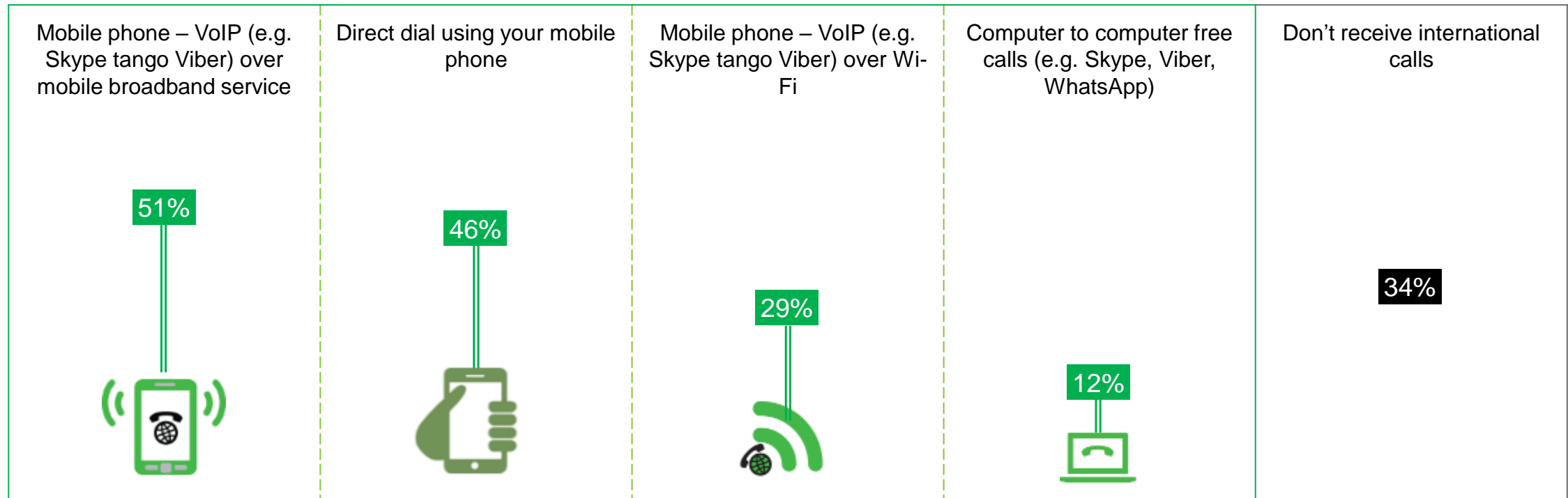
Countries called to



Base: those who make international calls

Mobile VoIP is the preferred medium of receiving international calls, followed by direct mobile calls.

Methods used to receive international calls



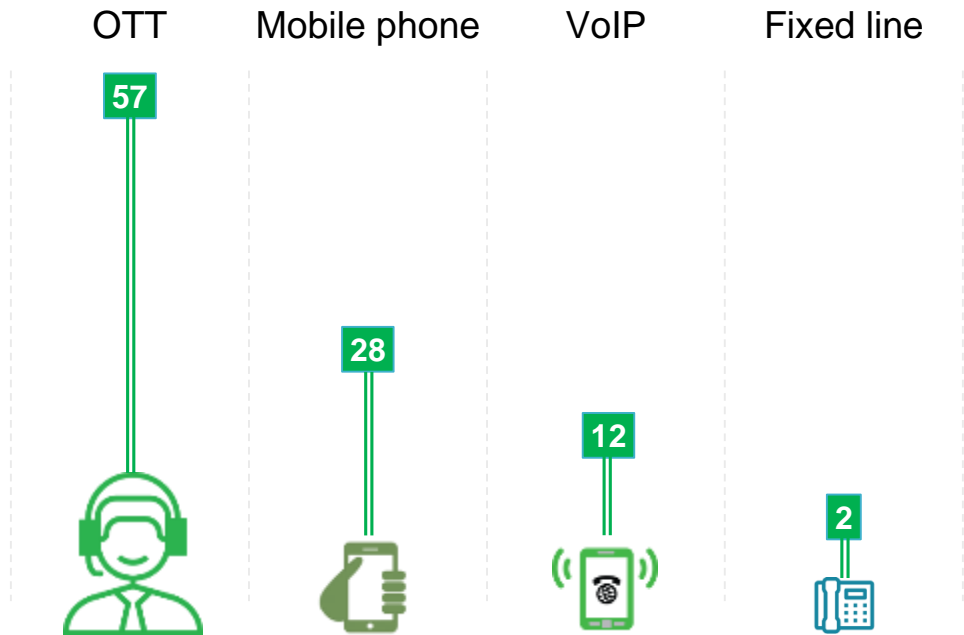
Base: All respondents

Q. Which of these following channels do you receive international calls on?

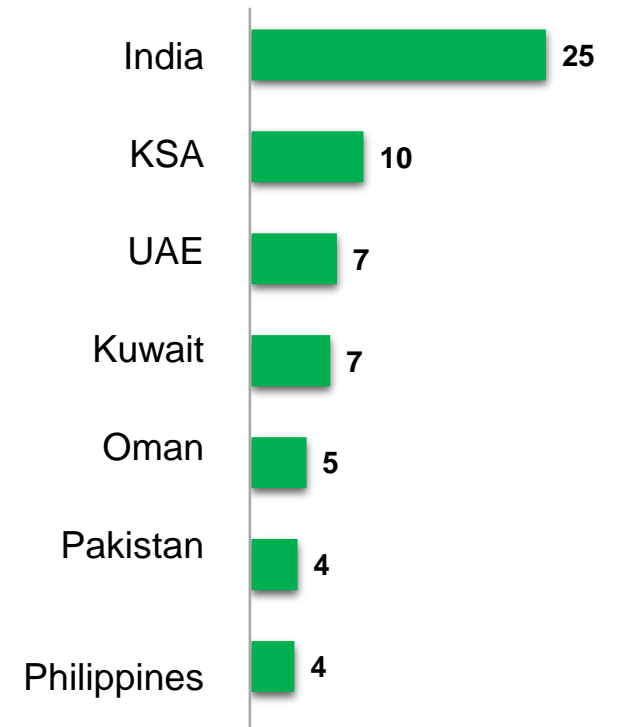
Similar to making calls, calls are mainly received on OTT apps, followed by direct mobile.

Time spent: international calls received - mediums

Figures in %



Countries received calls from



Base: those who receive international calls

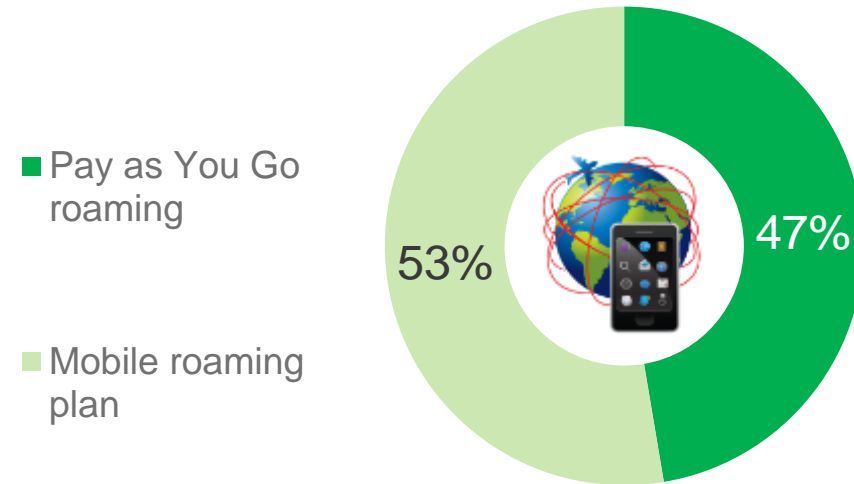
30% have used roaming services using their Bahrain SIM card.

Used roaming services



Base: All respondents

Roaming package



Base: those who used roaming services

Q. Have you used mobile roaming services from your current provider i.e. used mobile services outside Bahrain in the past 12 months?
Q. You said that you have used mobile roaming service. Could you please tell me which mobile roaming service did you use?

THANK YOU

