

Ipsos MRBI



ComReg Phonebook Research

August 2013



Commission for
Communications Regulation

ABOUT Omnipoll

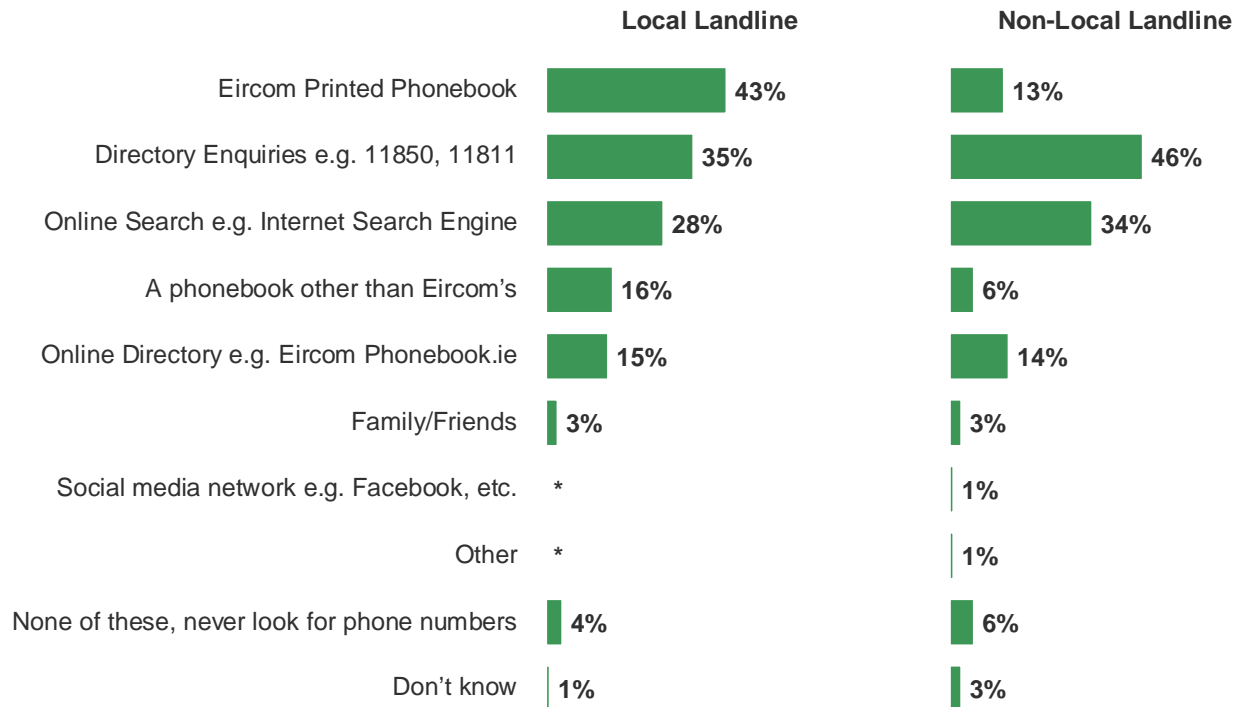
Omnipoll was the first telephone omnibus launched in Ireland and accesses a fresh nationally representative sample of 1,000 adults aged 15+ every three weeks. The sample used is RDD (random digit dialling) to ensure that both listed and unlisted phone numbers have the same probability of being contacted. Interviews are conducted with people via their landline and mobile phone. At analysis stage the data is weighted in line with the known profile of the population according to the latest CSO estimates. The sample size achieved on Omnipoll is robust at 1,000 respondents, giving a low margin of error (of +/-3%) at an overall level.

Significance testing has been applied to the data. A figure which is significantly higher/lower than the total at a 95% confidence level is marked with * and a figure which is significantly higher/lower than the total at a 99% confidence level is marked with **.

Fieldwork for this research was conducted from 8th until the 23rd of August 2013.

Sources Used Most Often To Find Phone Numbers

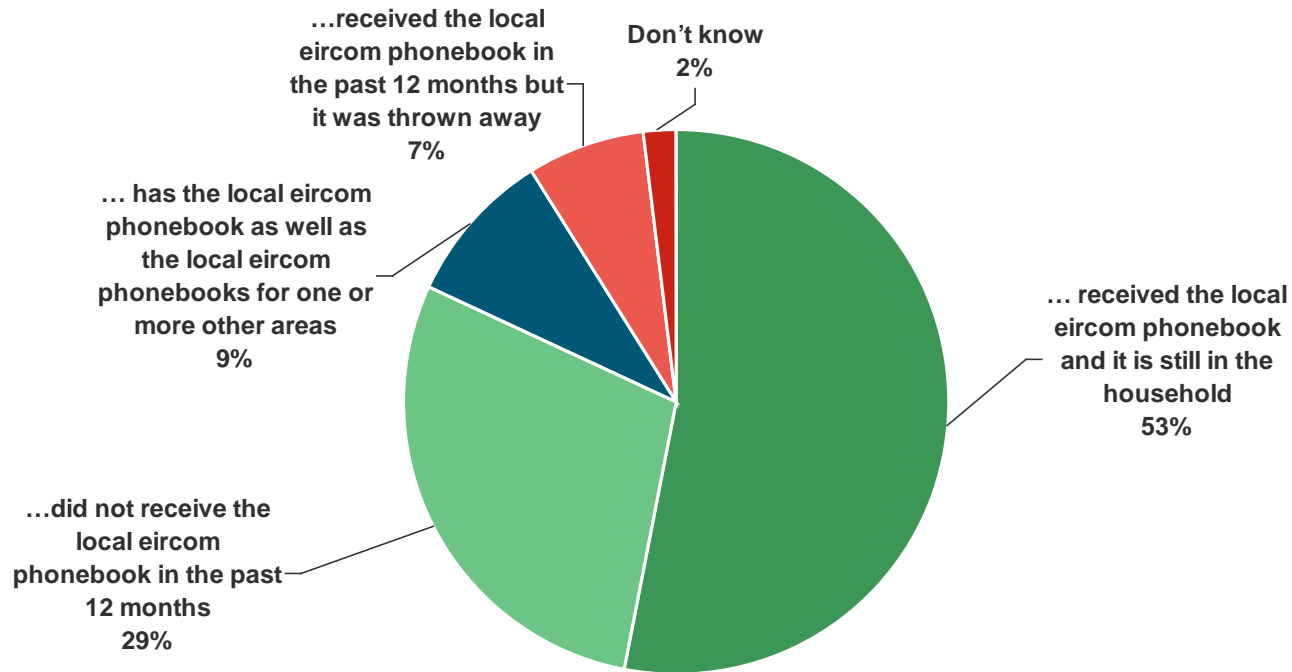
Q.1 What two sources would you use most often to find a LOCAL phone number, i.e. in __, for a residential landline?
 Q.2 And what two sources would you use most often to find a NON-LOCAL phone number, i.e. outside __ but still in Ireland, for a residential landline?



Local Eircom Phonebook In Household

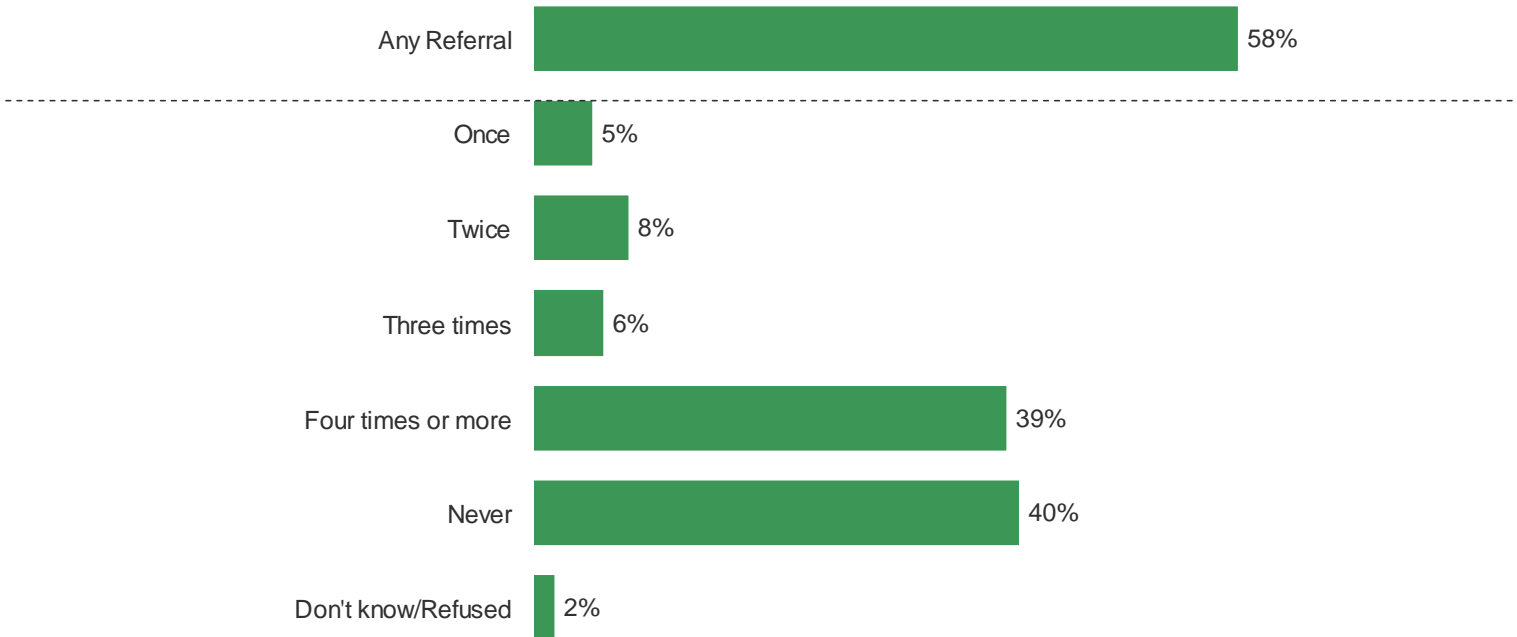
Q.3 Which one of the following statements that I am going to read out best describes your household?

My household ...



Frequency Of Referring To Printed Eircom Phonebook Past 12 Months

Q.4 How often, if at all, have you personally referred to the printed eircom phonebook for any reason in the last 12 months?

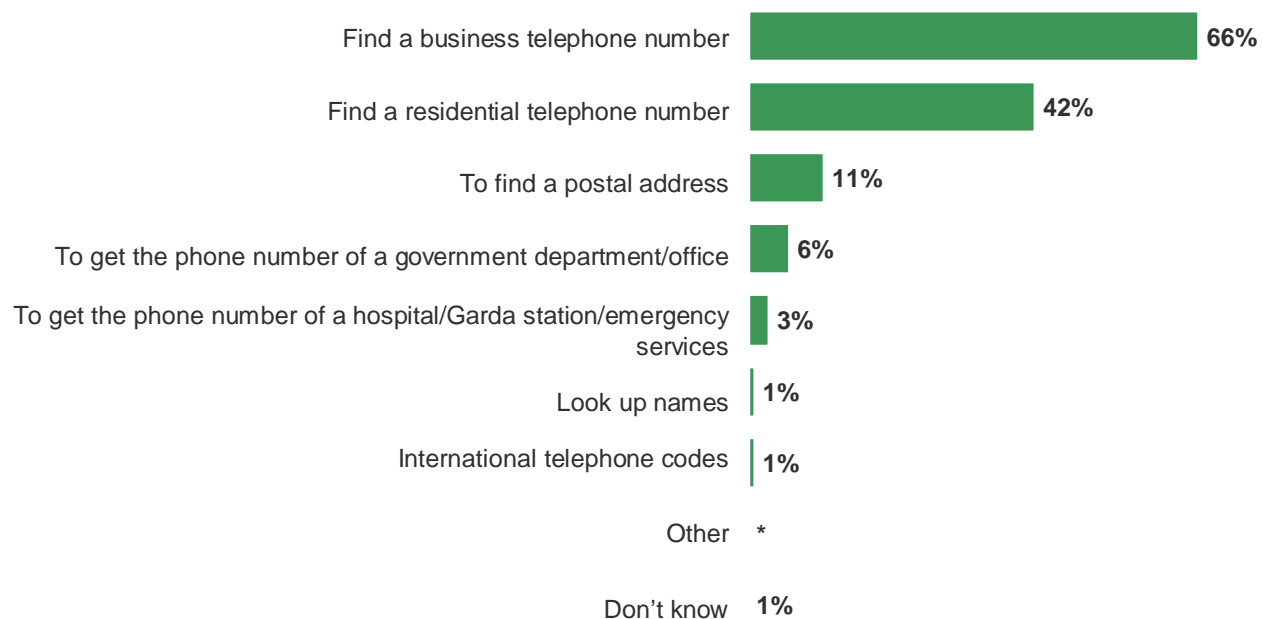


Average No. of Times* **8.66**

* Average of those who have referred to the eircom phonebook at least once in the last 12 months (excluding Don't Know/Refused)

Reasons For Referring To Eircom Phonebook

Q.5 Thinking now about when you referred to the eircom phonebook, what was it for?



Preference For Receiving Printed Telephone Directories

Q.6 Which of the following statements best describes how you feel about printed telephone directories?

Q.6a If, in the future, households had to pay to receive a printed telephone directory, similar to the phonebook currently received from eircom, how much would your household be willing to pay?

