



Media Release- 5 February 2007

## **ComReg publishes the results of new focus group research of both business and residential users of telecommunications services**

The Commission for Communications Regulation (ComReg) today published two research reports, based on in-depth interviews with a panel of consumers and business users of telecommunications services. The panels of end-users were facilitated at a range of locations across the country in September and October 2006.

This is the first time that ComReg has published qualitative research on end-user perceptions and opinions of the Irish telecommunication market. This research has allowed ComReg to explore consumer experiences at a deeper level than that of our quantitative surveys.

### **Residential user focus groups**

ComReg commissioned Amárach Consulting to facilitate six focus groups in Dublin, Galway and Waterford in October 2006. The groups were composed of a wide range of users in terms of age group, gender, social class as well as usage and awareness of specific telecoms services. A range of service providers was represented where possible.

### **Business user focus groups**

ComReg commissioned IMS Millward Brown to facilitate eight focus groups in Athlone, Cork, Dublin and Sligo in September 2006. Participants were telecommunications and IT decision makers in their companies. Participants were recruited across a broad range of industry sectors, and each group included a mix of private companies and public sector organisations. Focus group discussions were also split between those using narrowband internet access and those with broadband internet access. Participants used a range of telecoms service providers where possible.

Each of the focus groups explored a wide range of topics, including:

- fixed line usage and experience
- fixed line switching intentions and issues
- internet usage and experiences
- experience of broadband
- mobile phone usage and preferences
- perceptions of value for money
- mobile switching intentions and experiences

In contrast to ComReg's quantitative research which is based on the results of a structured questionnaire to a nationally representative sample of more than one thousand adults aged 15-74, this focus group research is based on relatively unstructured discussions with between 7 and 10 users, based on selection criteria such as gender and age-group.

This research provides ComReg with direct feedback on the electronic communications market in Ireland which should complement the quantitative surveys carried out by ComReg at regular intervals. ComReg would caution against over-reliance on this research for statements of fact as it is based on personal responses in relation to the Irish telecommunications market.

The full survey presentations ComReg 07/07 and 07/08 can be found on ComReg's website at [www.comreg.ie](http://www.comreg.ie)

**ENDS**

**Issued By**

**Tom Butler**

**Public Affairs Manager, ComReg**

**Ph: 01 804 9639**

**Mobile: 087 2536358**

**tom.butler@comreg.ie**