



## Consumer awareness and attitudes to information and battery back-up in a power outage

December 2021

Comreg document 21/143a



Commission for  
Communications Regulation



# Methodology

## ComReg Battery Backup Study

Hybrid study conducted as part of the iReach consumer omnibus survey and telephone interviews



### Consumer Research Project

Conducted by iReach Insights on behalf of ComReg for a review of requirements as regards information and batter back up for Consumers in Ireland.

## iReach Consumer Omnibus Survey

Fieldwork undertaken between 25<sup>th</sup> November to 10<sup>th</sup> December 2021



### Mi Pro Survey Software

iReach utilises leading market research solution for all aspects of survey project management: sampling, design, data collection, and tabulation.

## Consumer Decisions Research Panel

Nationally representative consumer research study conducted nationwide  
Sample Size = 1,002 respondents plus  
Telephone Interviews = 100 Responses



### iReach Consumer Decisions Panel

iReach uses proprietary research panels across consumer and business groups, built on a nationally representative model.

### Confidence Level

The iReach Consumer Decisions Omnibus delivers a high-level of statistical accuracy. Delivering a sample size of over 1,100 interviews, this provides a confidence level of + or – 2.5% at a 95% confidence interval.

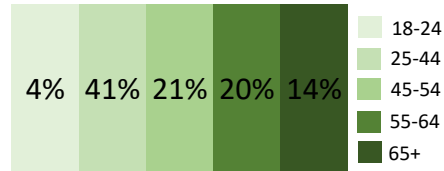


# Demographics

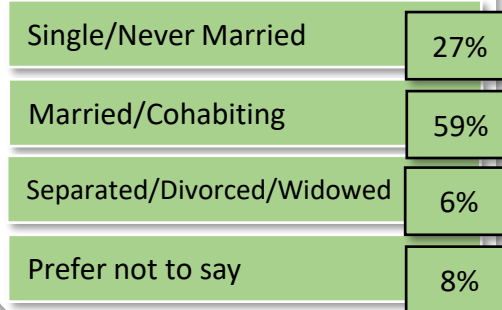
## Gender



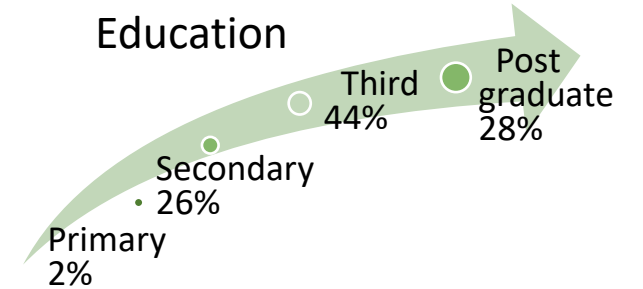
## Age of respondents



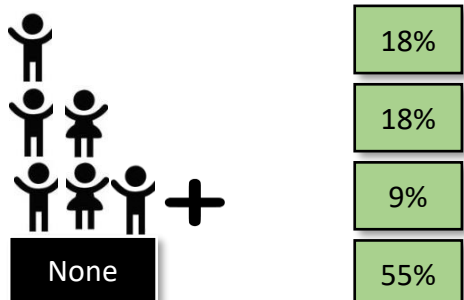
## Marital Status



## Education



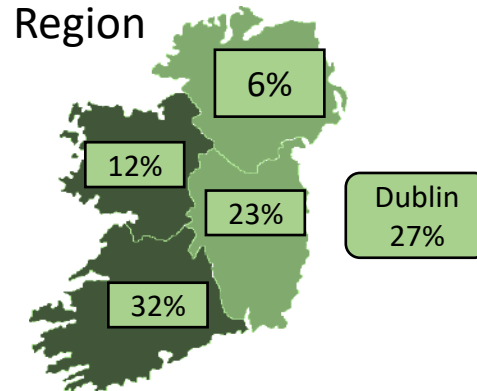
## Children at Home



## Household Income

< €19,999	11%
€20K - €39,999	22%
€40K - €59,999	20%
€60K - €79,999	13%
€80K+	18%
Prefer not to say	12%
Don't know	4%

## Region



## Occupation

High managerial, admin, professional	7%
Intermediate managerial, admin, professional	12%
Supervisor, Jr managerial, admin, professional	30%
Manual worker (skilled, non-skilled)	18%
Self Employed	3%
Casual Worker – Not Permanent Employment	6%
Homemaker	6%
Unemployed	5%
Student	3%
Retired (on state, private pension)	11%
Full Time Carer	2%



- Measure consumer awareness of the potential impact of a power outage at home on the availability of voice calls or internet access services provided over a non-PSTN connection.
- Understand consumer behaviour, attitudes and alternative choices regarding the availability of voice or internet access services in the event of a power outage.
- Understand consumer awareness of information provided to end-users by service providers in relation to battery back-up (BBU) pursuant to ComReg Decision D02/18.



## KEY POINTS

### Home Landline Telephone Dependency

- 89% have signed up for broadband, 95% for a mobile phone service and 49% for home landline telephone.
- Of those with a home landline telephone, as a primary telephone service, 31% have a VoIP landline, 42% have a traditional fixed landline with a power cable, and 27% have a traditional fixed landline with no power cable.
- More than 1 in 4 (27%) rate their dependency on their home landline telephone as 6/10 or higher.
- 57% have experienced a temporary power outage in the last 2 years.

### Awareness of Impact of a Power Outage on Electronic Communications Services

- 17% of those with a traditional fixed landline with a power cable have a misperception that their home landline telephone will work in a power outage.
- 41% of those with a traditional fixed landline with no power cable have a misperception that their home landline telephone will not work in a power outage.
- Majority of broadband users are aware of a potential impact of a power outage on service, but 12% of VoIP landline users and 6% of broadband users have a misperception that service will work during a power outage.

### Awareness of Alternatives Battery Backup and Willingness to Pay

- Only 21% of those with home landline telephone recall receiving any type of information from their service provider and about battery back-up and their home landline telephone service.
- In a power outage, as an alternative to using a home landline telephone or broadband, 78% would use a mobile phone to make a call and 66% would use mobile phone data to access the internet.
- 78% of electronic communication service users are willing to pay for a battery back-up.
- Of those willing to pay, the average 'one-off' amount respondents would be willing to pay is €56.40.



89% have signed up for broadband, 95% for a mobile phone service, and 49% for a home landline telephone service. Only 74% of those who live in very rural areas are signed up for home broadband.

Home electronic communication services

Urban Rural Very Rural



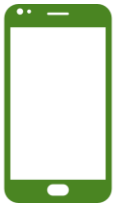
Broadband

89%

92%

89%

74%



Mobile phone

95%

96%

94%

97%



Home landline telephone

49%

51%

45%

52%

Note: Very Rural has small Sample Size



As their primary home landline telephone service, 31% have a VoIP landline, 42% have a traditional fixed line with a power cable, and 27% have traditional fixed line with no power cable.

Type of home landline telephone

Urban

Rural

Very Rural



VoIP landline

31%

35%

22%

22%



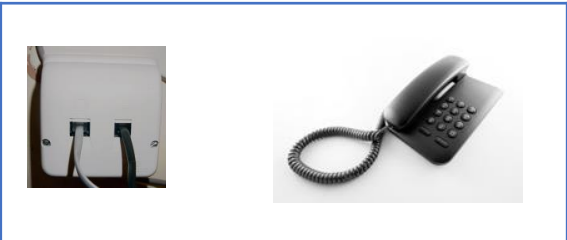
Traditional fixed landline (with a power cable)

42%

35%

59%

48%



Traditional fixed landline (no power cable)

27%

30%

19%

30%

Note: Very Rural has small Sample Size



Those aged 18 to 34, have the highest use of a VoIP landline at 43% while 35- to 44-year-olds have the highest use of a traditional fixed landline with a power cable.

Type of home landline telephone by Age



VoIP landline

31%



Traditional fixed landline (with a power cable)

42%



Traditional fixed landline (no power cable)

27%

18-34    35-44    45-54    55+

43%    30%    35%    29%

28%    45%    43%    39%

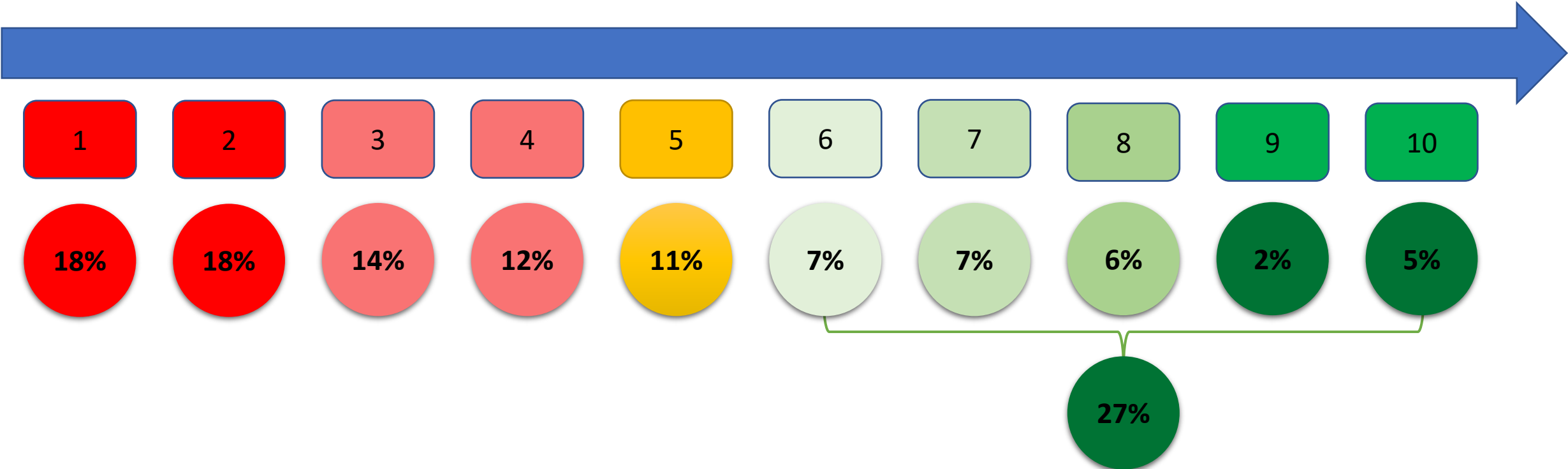
29%    25%    22%    32%



More than 1 in 4 (27%) rate their dependency as 6/10 or higher on their home landline telephone for making calls to family, friends, carers, and emergency services if needed to.



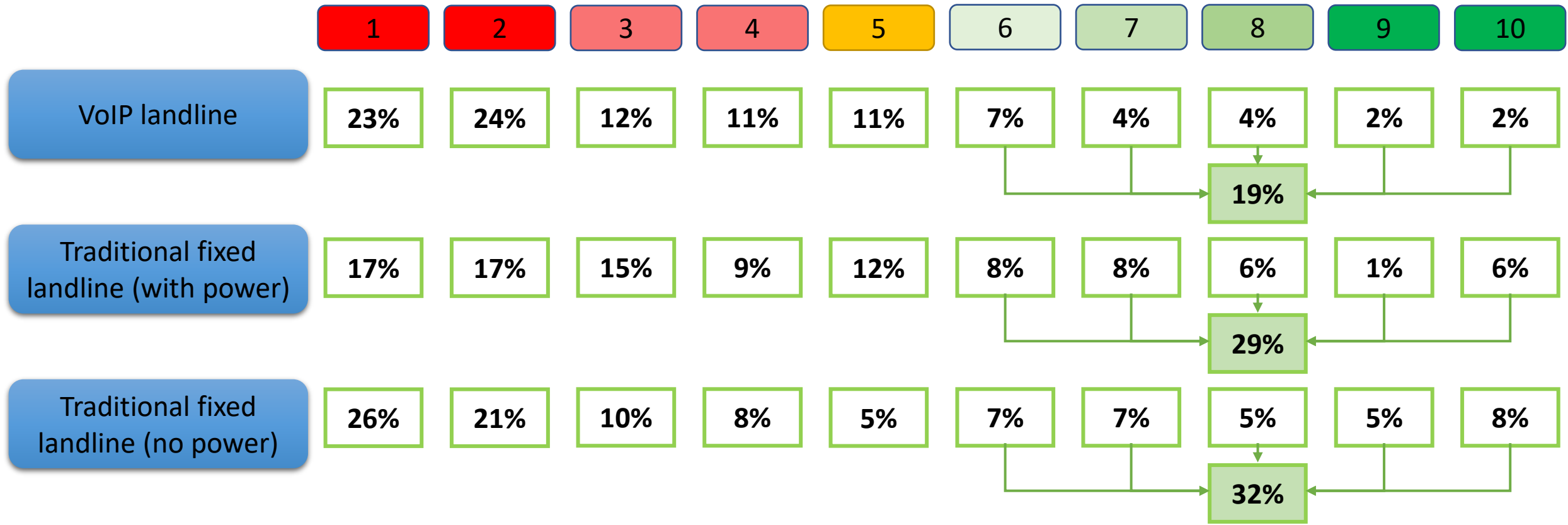
Dependency on home landline telephone





Dependency on home landline telephone is highest for those with a traditional fixed landline not requiring a power cable (32%). Dependency is lowest for those with VoIP landline (19%).

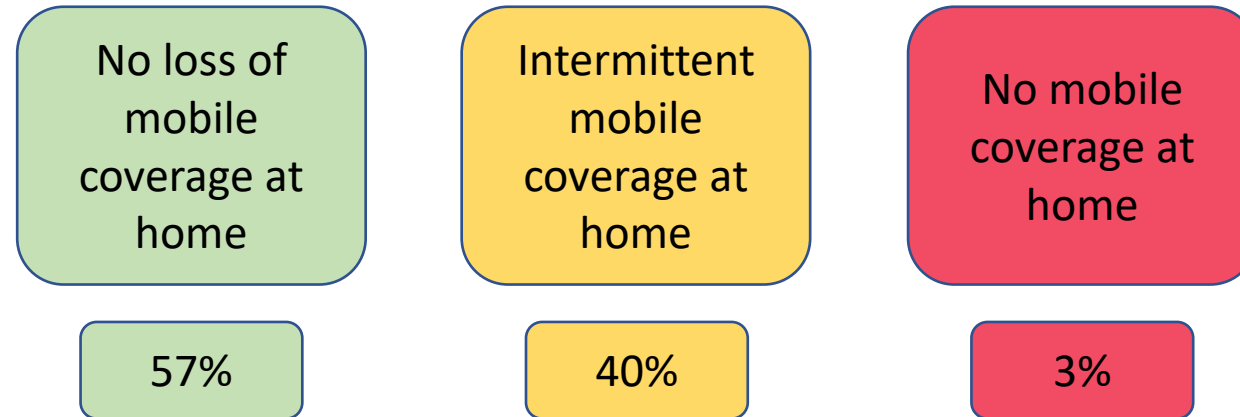
### Dependency on home landline telephone





40% have lost mobile signal at home at some point in the last 12 months with an additional 3% having no mobile coverage at home.

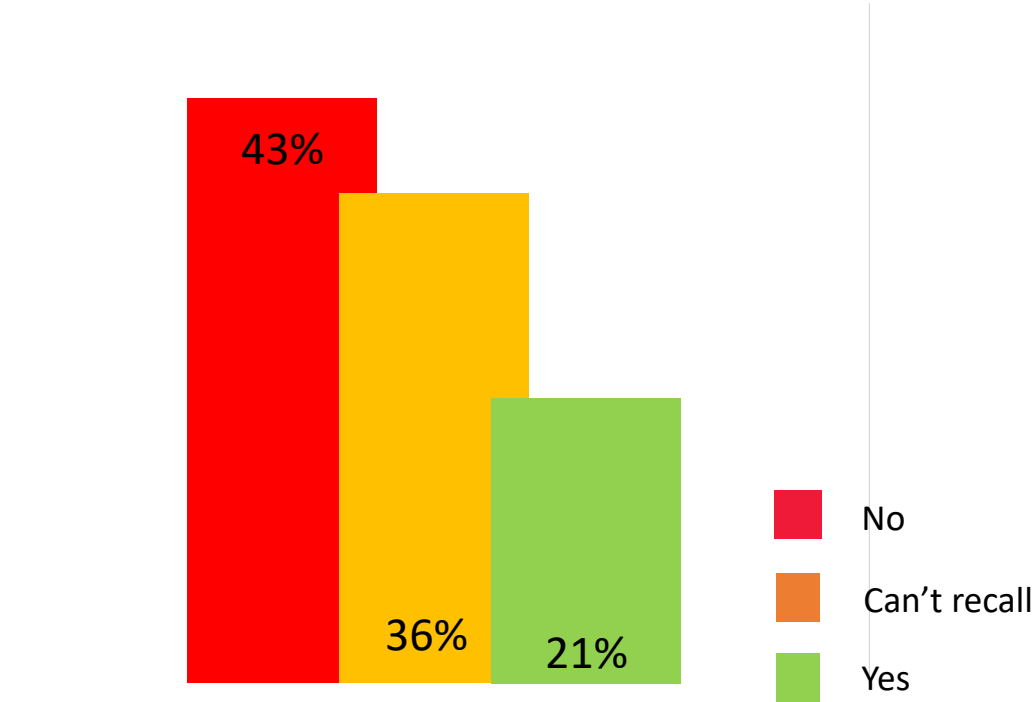
Loss of mobile signal at home in the last 12 Months



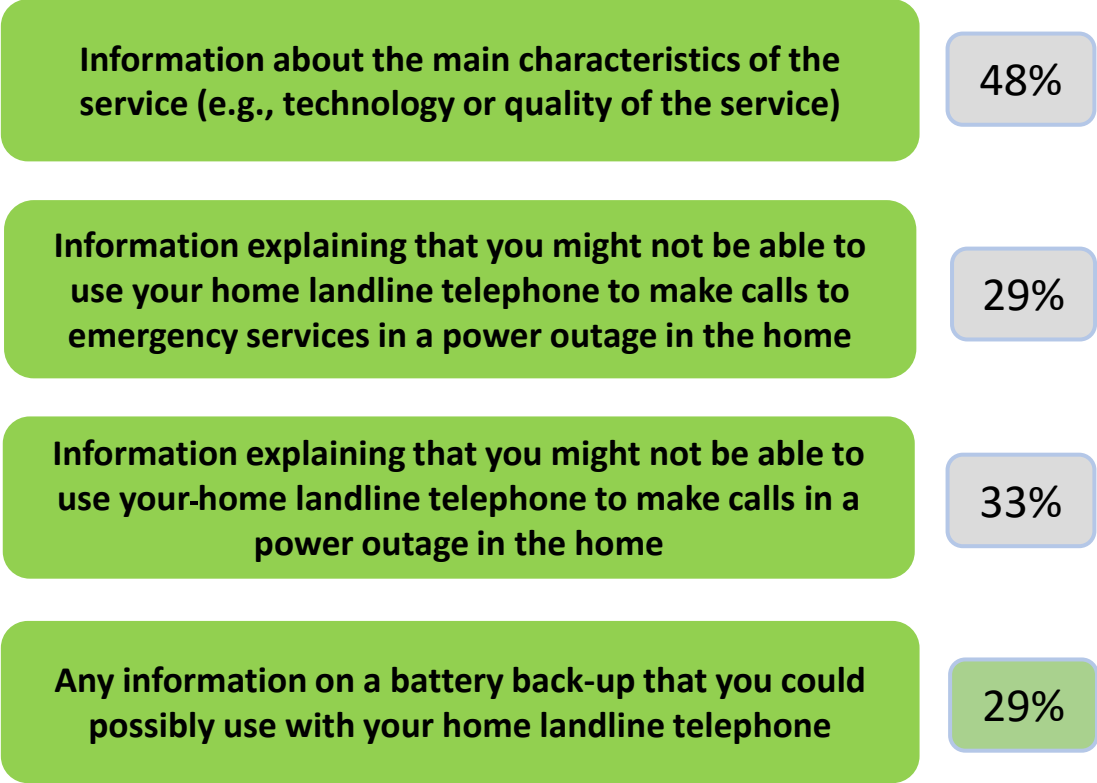


Only 21% can recall receiving any type of information about their home landline telephone. Of these, 29% have received information on a battery back-up option.

Recall of information



For 21% - Information received from service provider



Note: Weighted to exclude No and Don't Knows

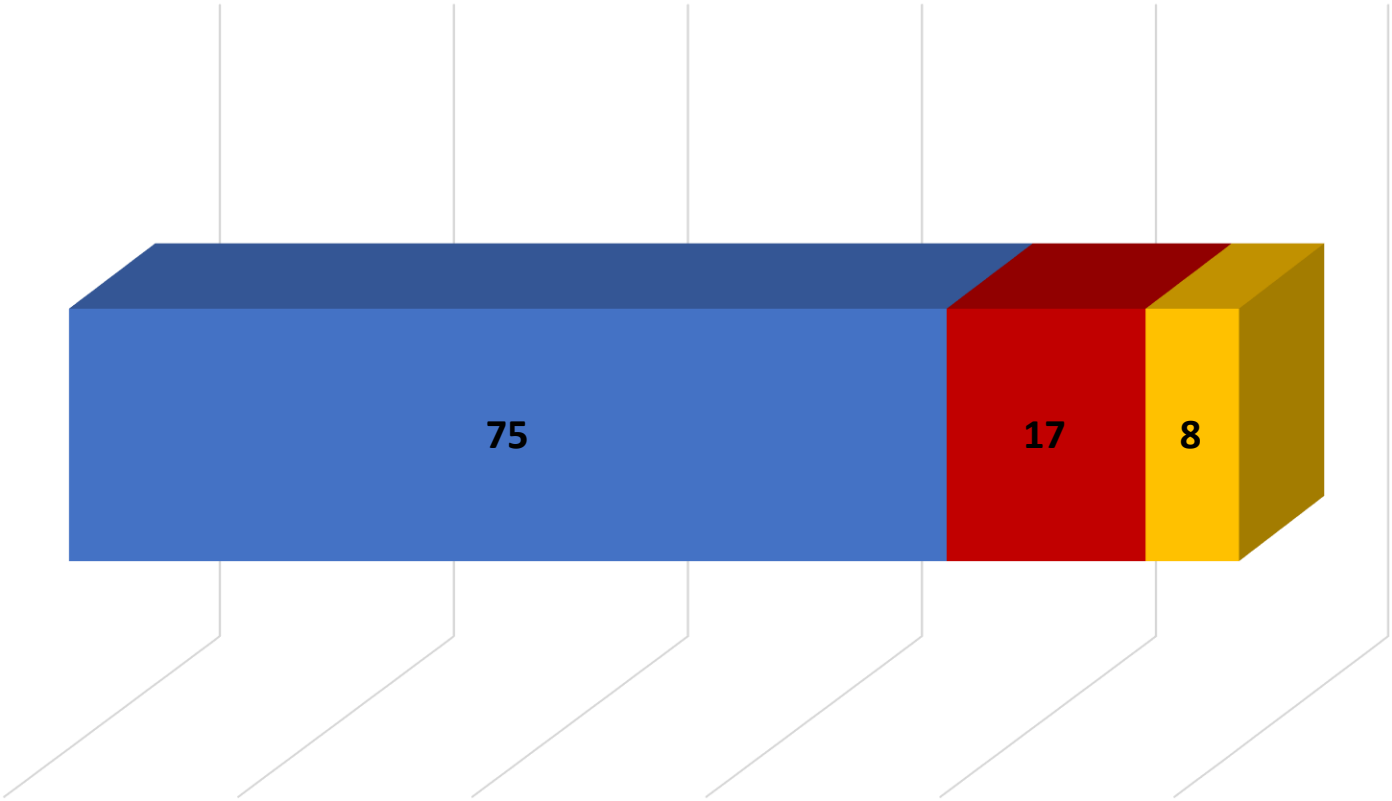
Note: Small Sample size

Q7. Can you recall receiving any of the following information from your service provider relating to your fixed home landline telephone service (not mobile)?  
(Multiple Select, n=536 and n =113)



Majority of those with a traditional fixed landline with a power cable are aware of a potential impact of a power outage on service, but 17% have a misperception that their service will work in a power outage.

Awareness of power outage impact on traditional fixed line (with a power cable)

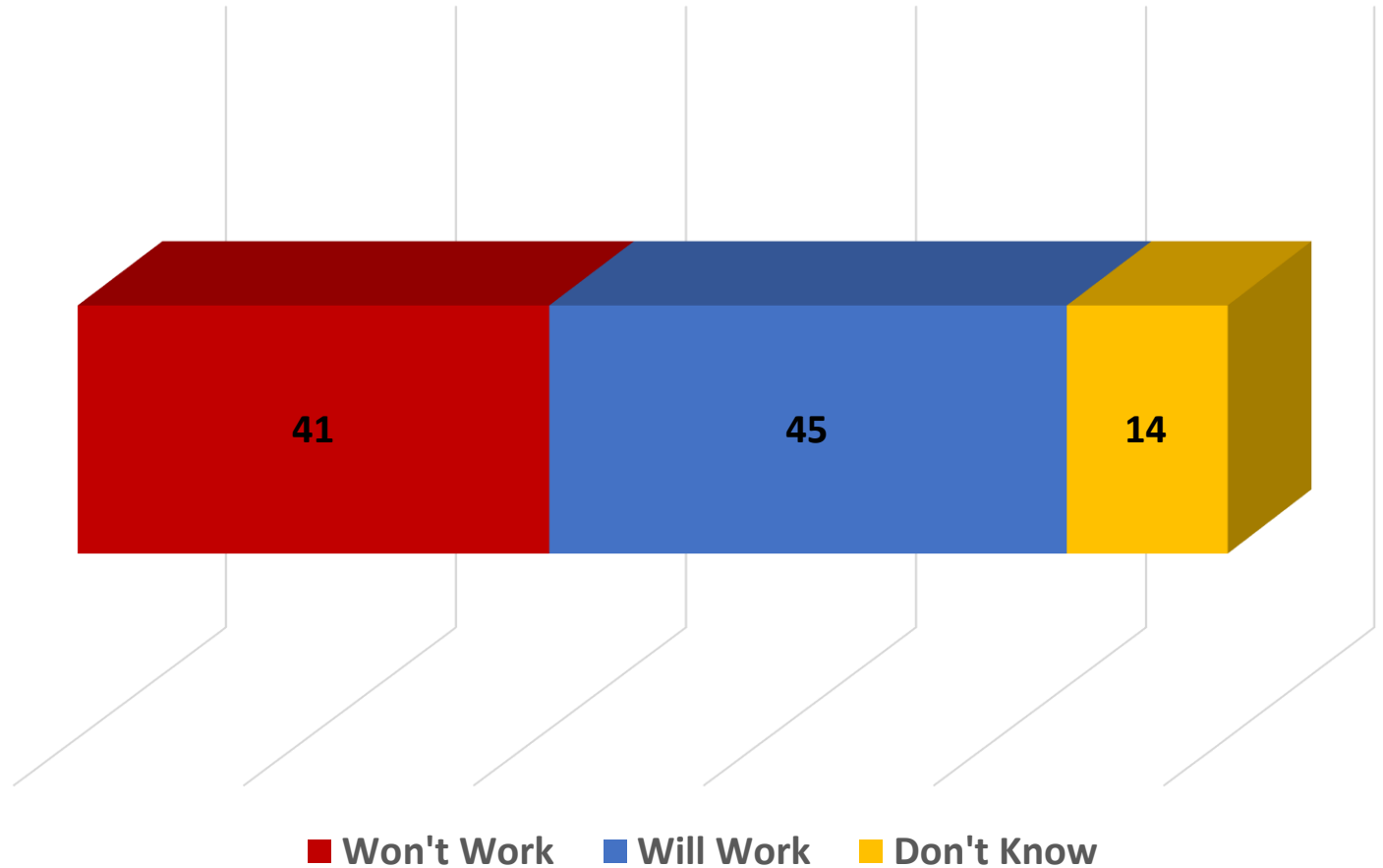


■ Won't Work ■ Will Work ■ Don't Know



41% of those with a traditional fixed landline with no power cable have a misperception that their service will not work in a power outage.

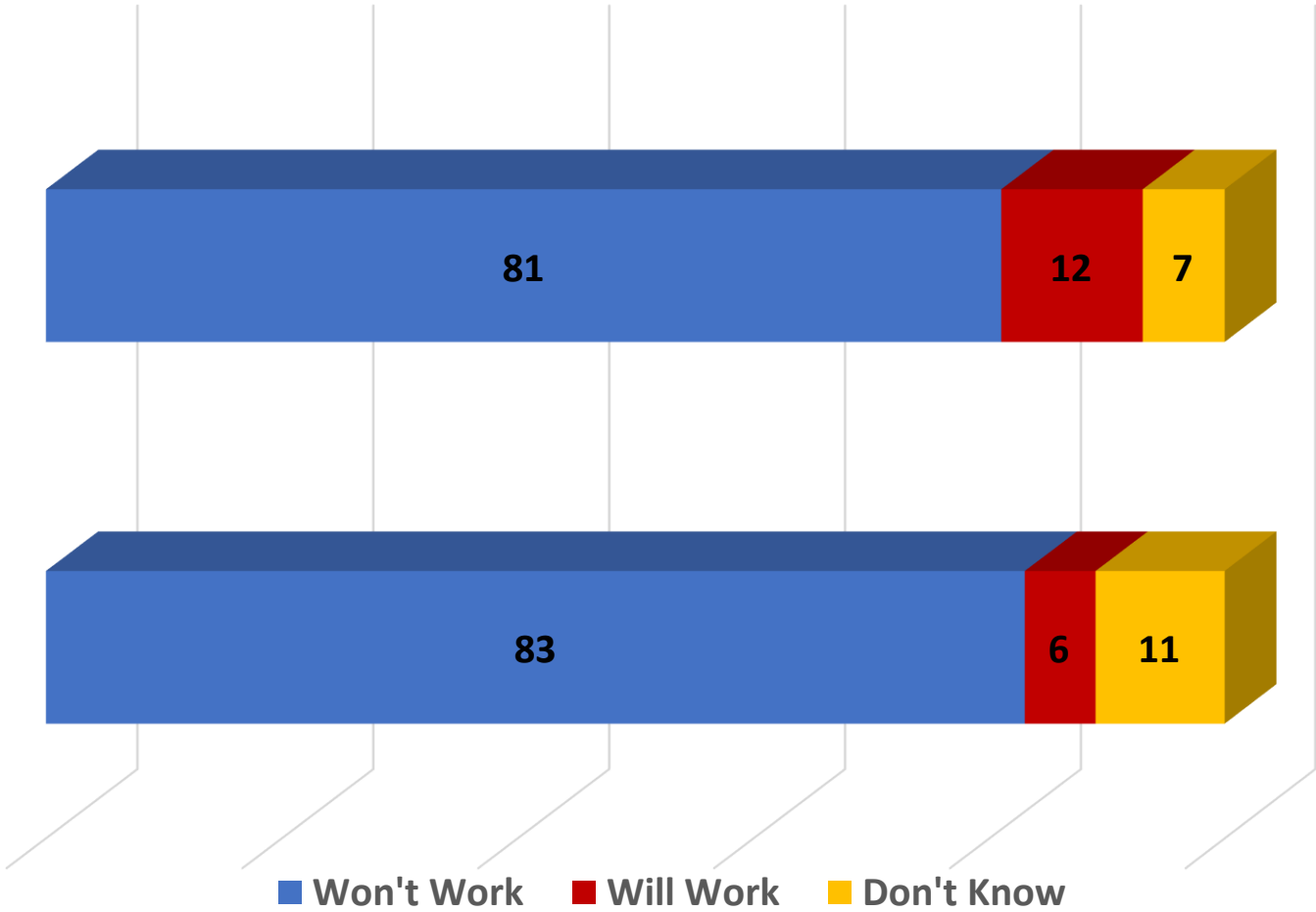
Awareness of power outage impact on Traditional fixed line (with no power cable)





Majority of broadband users are aware of a potential impact of a power outage on service, but 12% of VoIP landline users and 6% of broadband users have a misperception that their service will work during a power outage.

Awareness of power outage impact on VoIP landline and broadband



Note: Small sample size for VoIP Will work and Don't know

Q5. During a power outage in your home, what do you think will happen to your VoIP Telephone services (excluding mobile phone)? (Single Select, n =166)

Q5. During a power outage in your home, what do you think will happen to your broadband services (excluding mobile phone)? (Single Select, n =976)

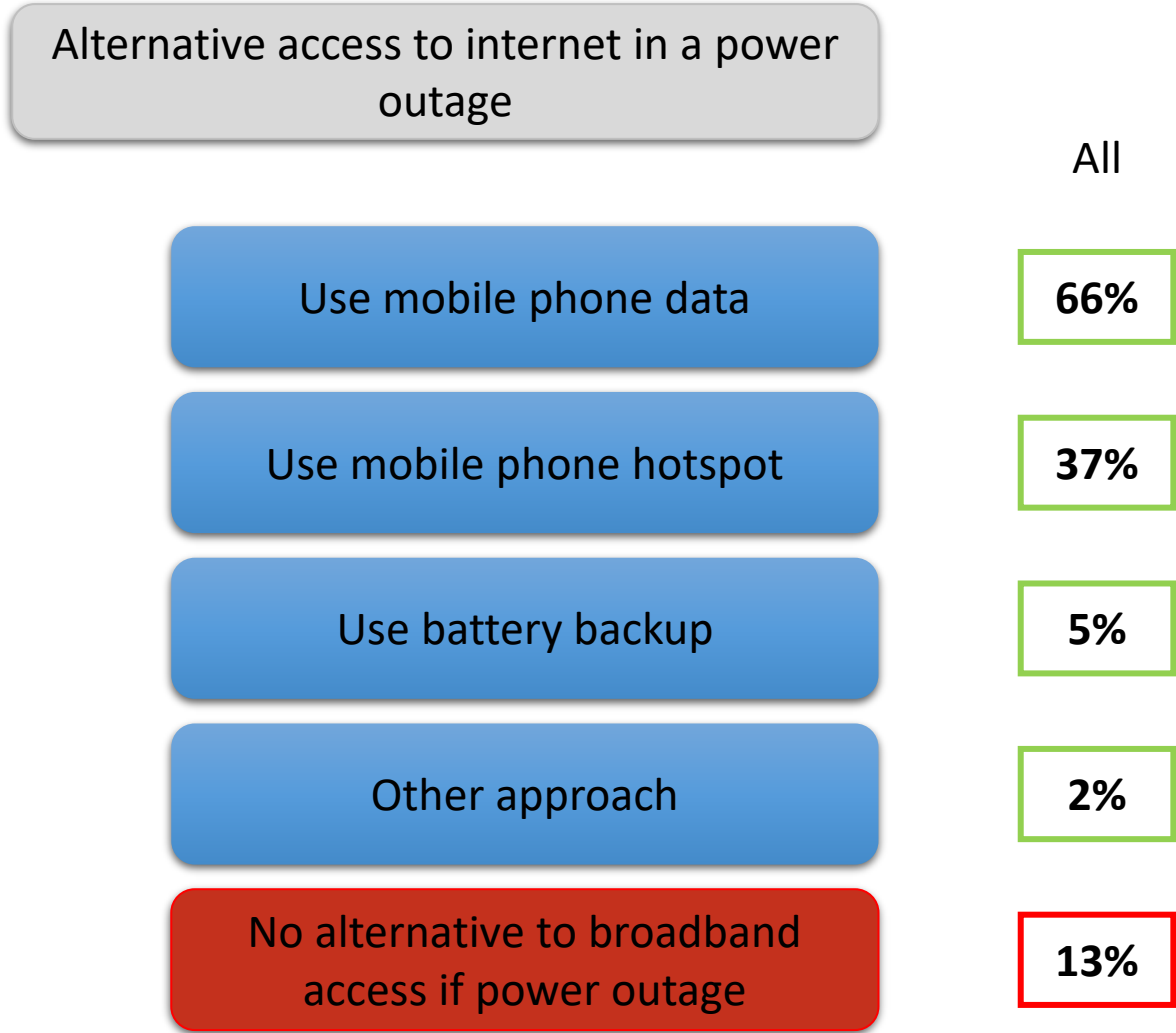
For those with a home landline telephone, 78% would use a mobile phone to make a call in a power outage, increasing to 85% of VoIP landline users.

Alternative means to make a call in a power outage	All landlines	VoIP landline
Use mobile phone for calls	78%	85%
If mobile phone not charged, use power bank with phone	31%	29%
Use a fixed line phone without a power cable/plug	8%	5%
Use a battery backup to use fixed line phone	4%	3%
No alternative to fixed line phone access if power outage	6%	2%





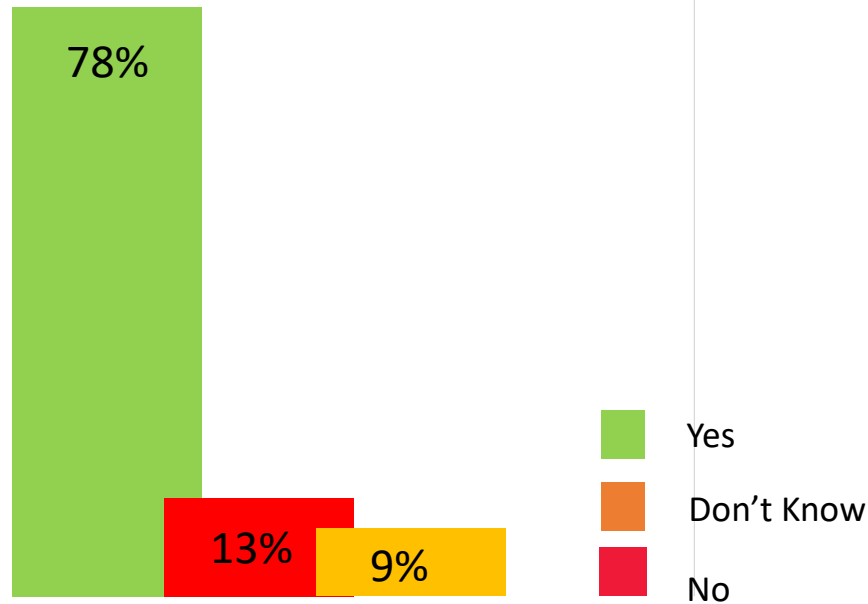
For those with broadband access, 66% would use mobile phone data as an alternative to access the internet in a power outage at home.



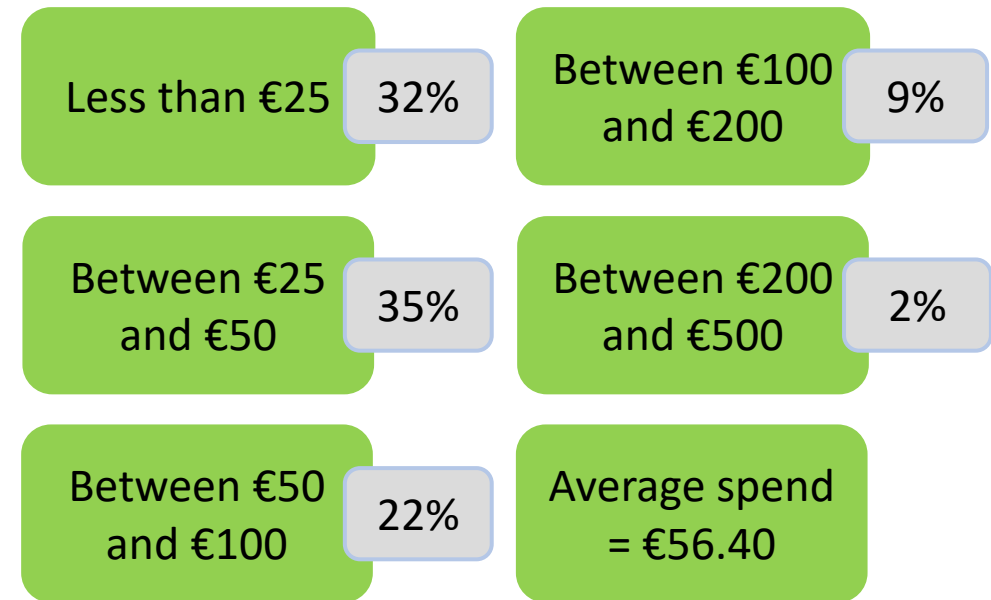


More than 3 in 4 (78%) would be willing to pay for a battery backup. Of those willing to pay for a battery backup, the average spend respondents are willing to pay as a 'one off' purchase is €56.40.

### Willingness to pay for battery back-up



### One-off amount willing to spend on battery back-up



**Note: Weighted to exclude No and Don't Knows**



Commission for  
**Communications Regulation**

# THANK YOU.

**Oisín Byrne**

Research Director

[oisin.byrne@ireachhq.com](mailto:oisin.byrne@ireachhq.com)

**Darragh Coyle**

Lead Research Analyst

[darragh.coyle@ireachhq.com](mailto:darragh.coyle@ireachhq.com)



**iReach Insights Limited**

Phone: 01-214-3740

[www.ireachinsights.com](http://www.ireachinsights.com)



**ireach.insights**



**ireachinsights**