



Deaf/Hard of Hearing Telecommunication Access Survey

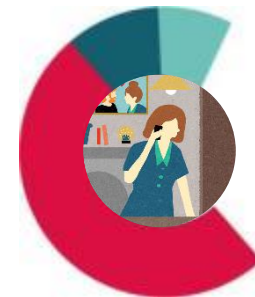
June 2015

Ref: 106515



REDC

Background & Objectives



- / The Commission for Telecommunications Regulation wishes to conduct a survey among those who are deaf or hard of hearing.

- / The survey is required in order to understand the following:
 - » Establish ownership & usage of communication services.

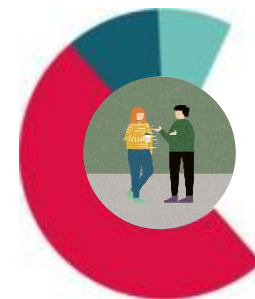
 - » Access importance of communications used and how much users rely on the type of services used.

 - » Understand how users use telecommunicating devices and use of adapted services to aid communication.

 - » Understand behavioural aspects of communications via a range of scenarios.

 - » Awareness & usage of TRS.

Methodology



- / RED C conducted 300 interviews face-to-face among those who are Deaf/Hard of hearing who use telecommunications services in their home.
- / The survey includes a mix of people who are born Deaf or have acquired a hearing difficulty in life.
- / Quota controls were set to represent the profile of the target group based on CSO data 2011:

Gender	%
Male	50
Female	50
Age	%
16-54	24
55-64	16
65+	60

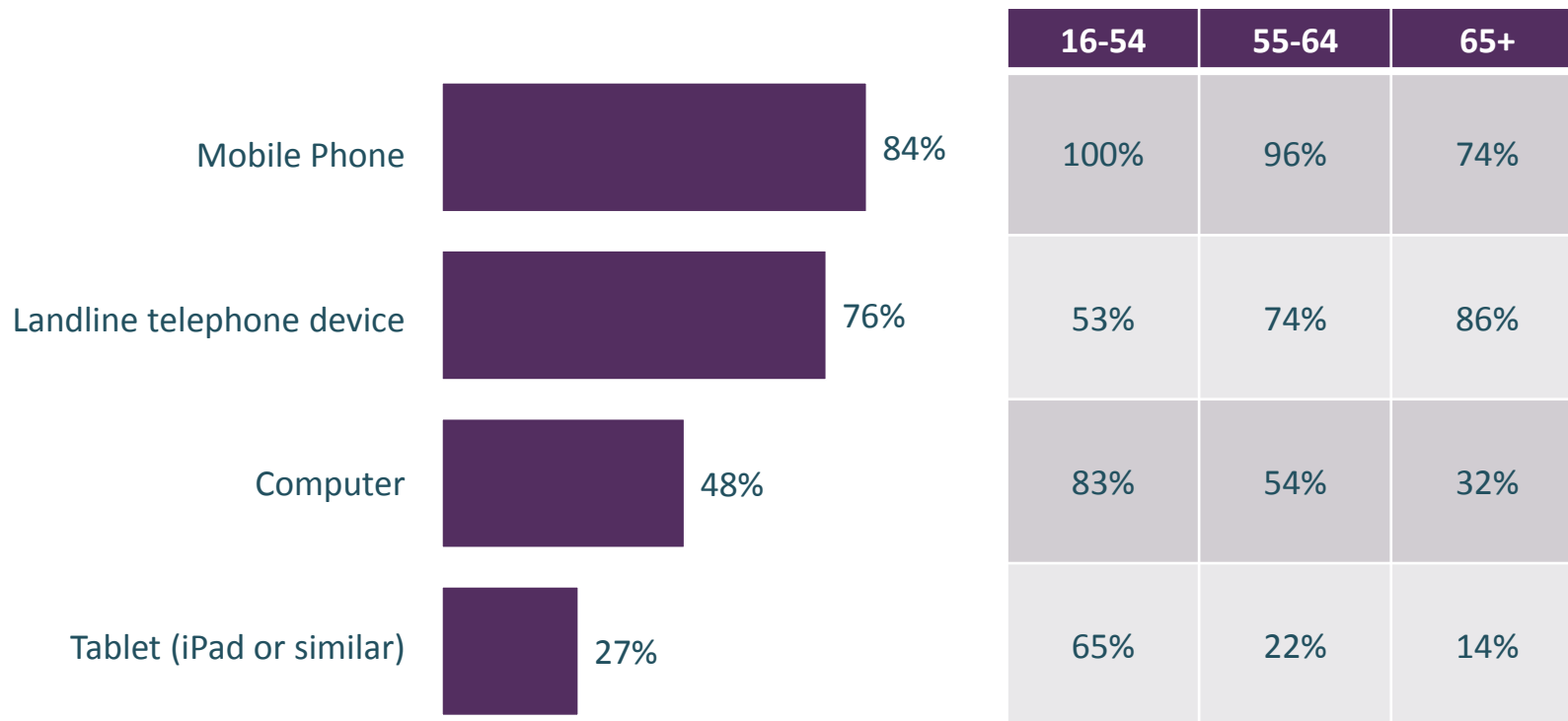
Region	%
Dublin	28
Rest of Leinster	25
Munster	28
Conn/Ulster	19



Ownership of telecommunication

Which Of The Following Do You Personally Use For Making/Receiving Communication With Others?

(Base: All Deaf/Hard of Hearing – 306)



** All to use at least one option to be included in the survey*

Mobile Phone is the main mode of communicating with others. Highest by those who are under age 65. Just over half of those aged 16-54 are using a landline telephone



(Q.2)

Reliance On Communications Services Used

(Base: All Using Each Communication Service – 306)

84%
Mobile Phone
Users



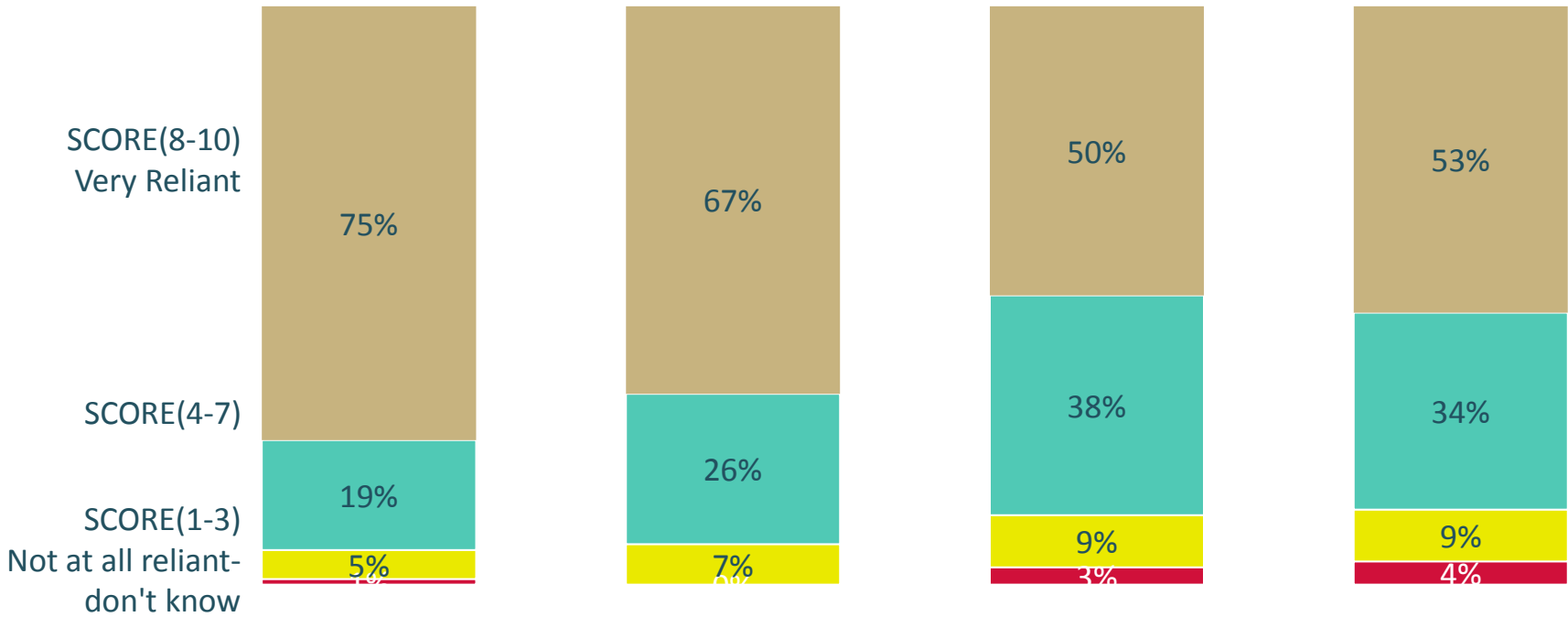
76%
Landline
Users



48%
Computer
Users



27%
Tablet
Users

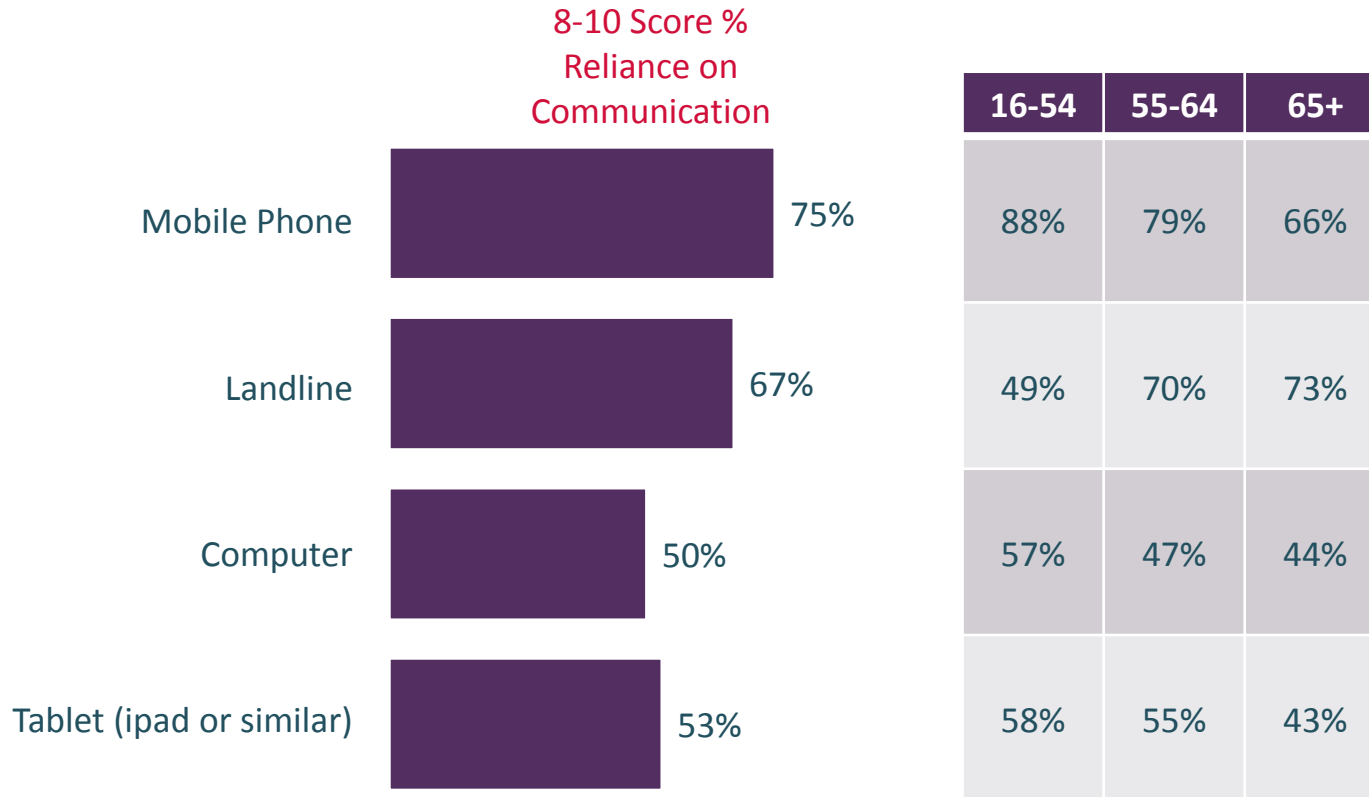


As well as mobile phone having the highest share of users it is also the most relied on means of communication



Reliance On Communication Services Used X Age

(Base: All Using Each Communication Service – 306)



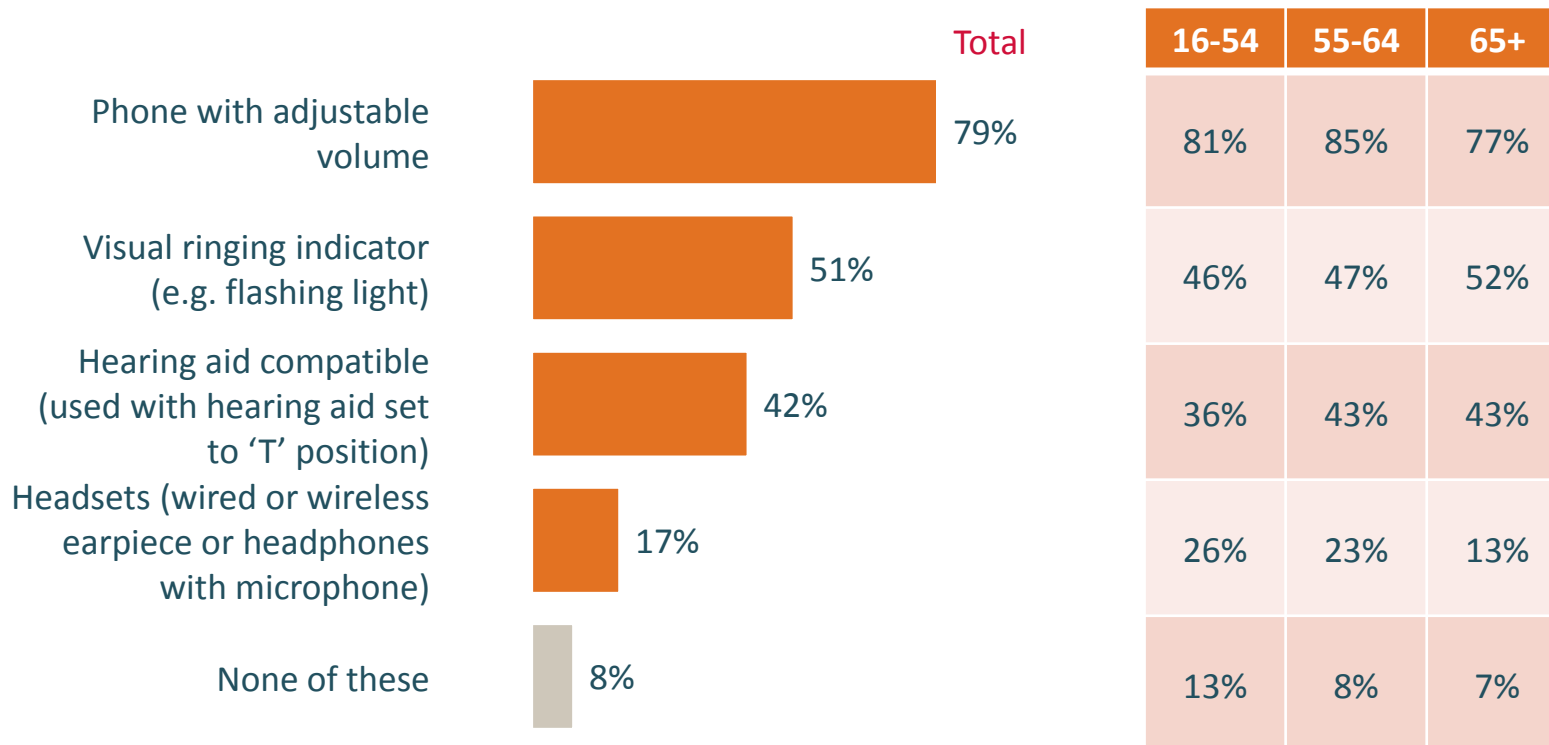
Evidence of influence of age on reliance on communications with those younger more reliant on all forms of communication less landline phone.



(Q.3)

Types Of Equipment Used With Landline Device

(Base: All Landline Users – 230)



Other Mentions 1%:
 / I use a speaker phone
 / Phone is attached to the hearing aid – it comes straight through to hearing aid

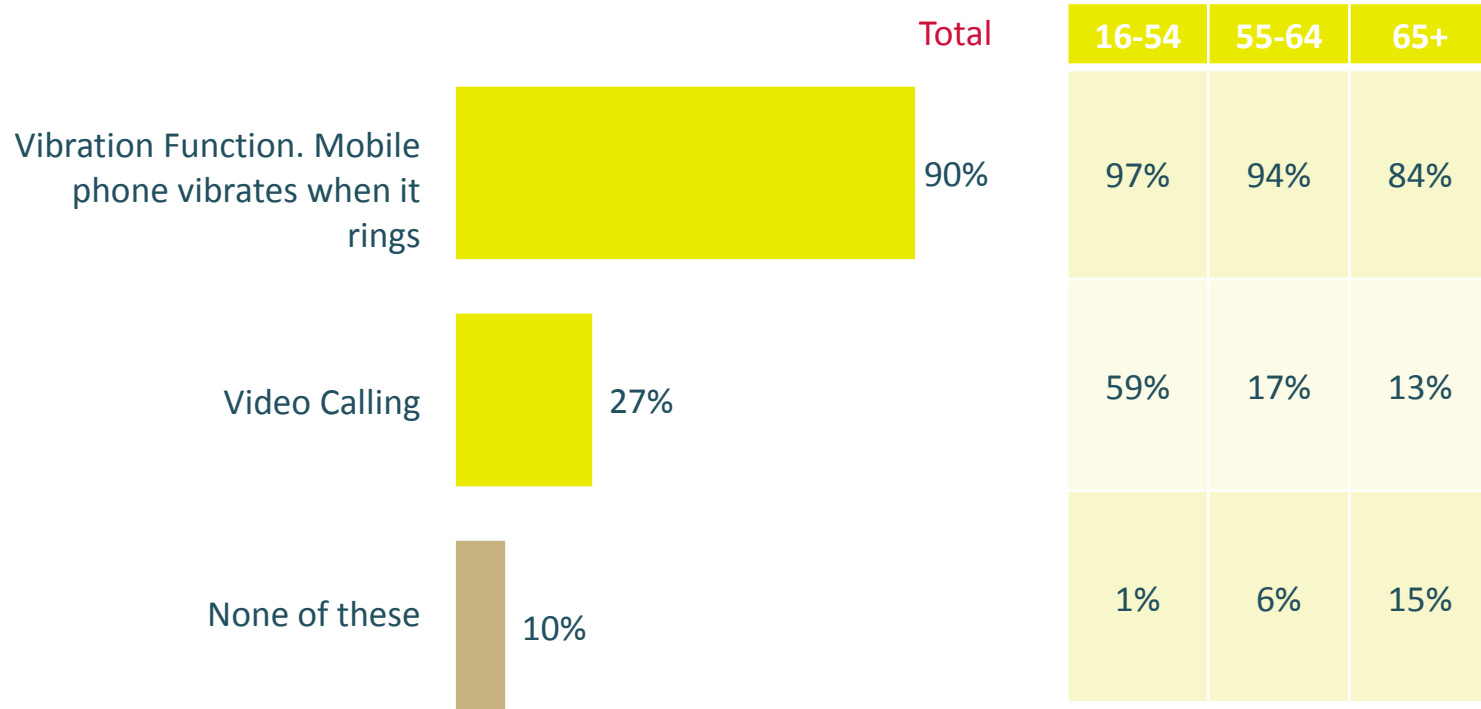
Phone with adjustable volume is the most likely adaptable service used among those using landline who are deaf or hard of hearing. No significant difference by age.



(Q.4a)

Type Of Functions Used With Mobile Phone

(Base: All Mobile Phone Users – 257)



Vibration function is most likely adaptable service used by those who are deaf or hard of hearing who use a mobile phone to communicate



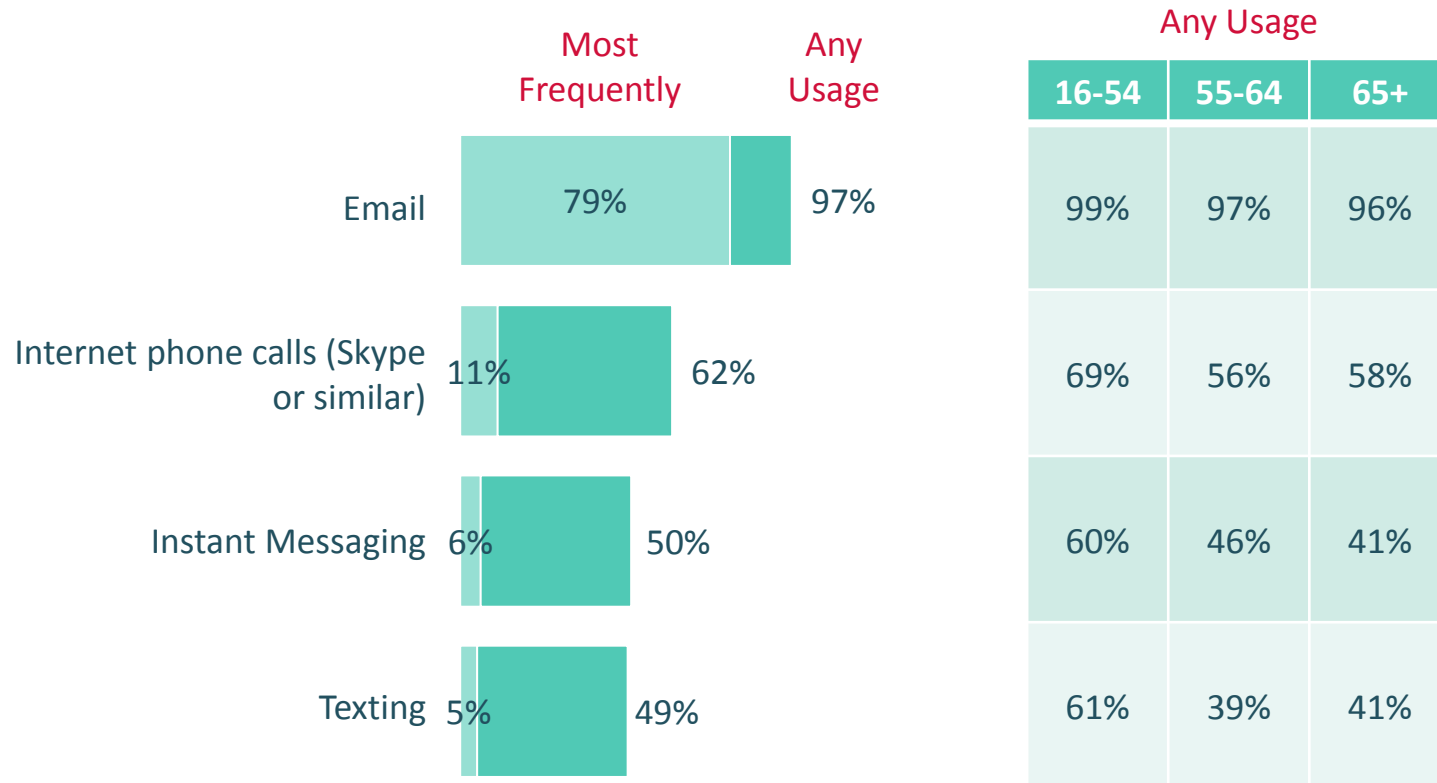
(Q.4b)



How Communications are Made

Mode Of Communication Used When Using Computer

(Base: All Computer Users – 146)



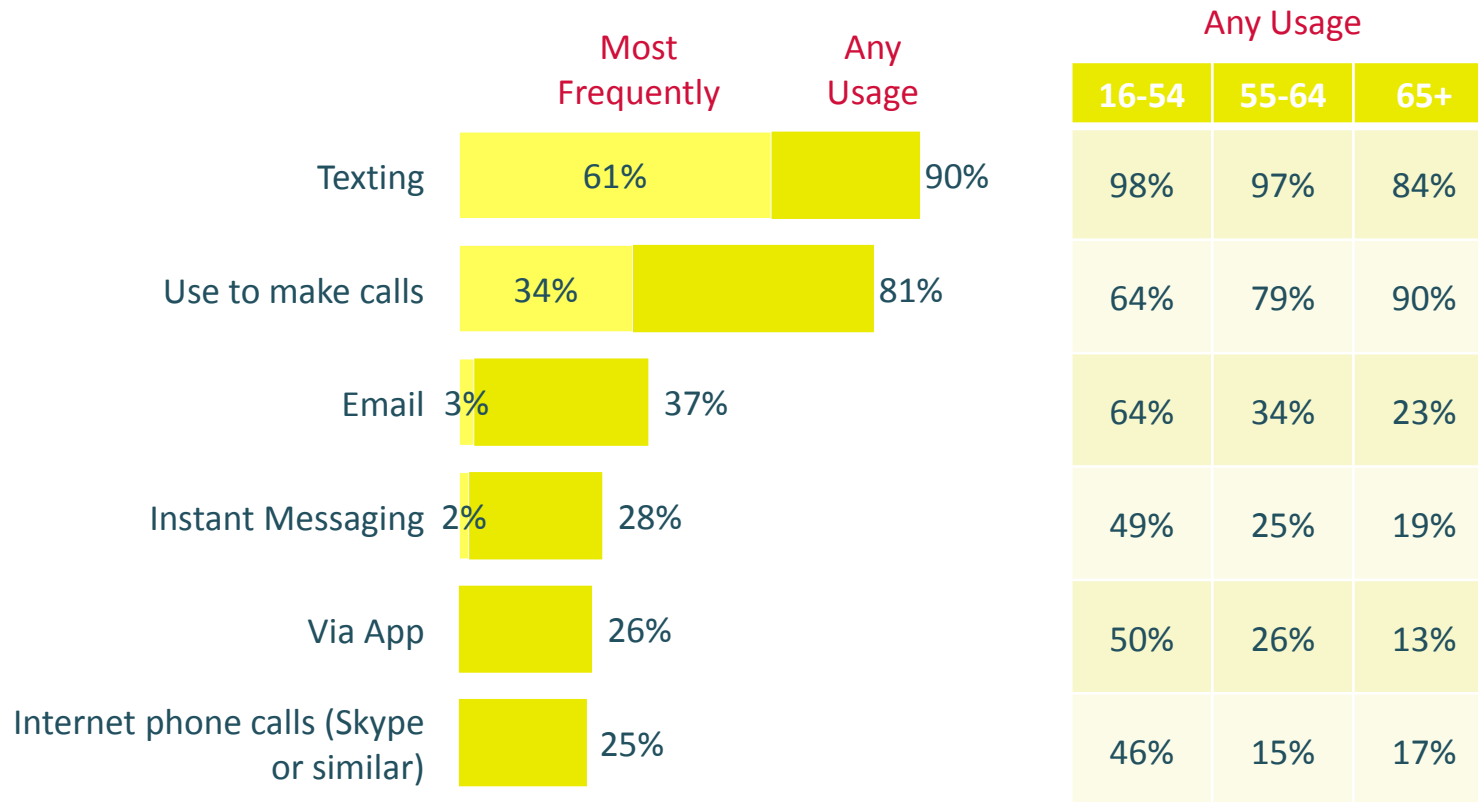
Email is almost universally used by computer users of all ages. Skype/Instant messaging/Texting all more likely conducted by those under 54 years of age.



(Q.5a/b)

Mode Of Communication Used When Using Mobile Phone

(Base: All Mobile Phone Users – 257)



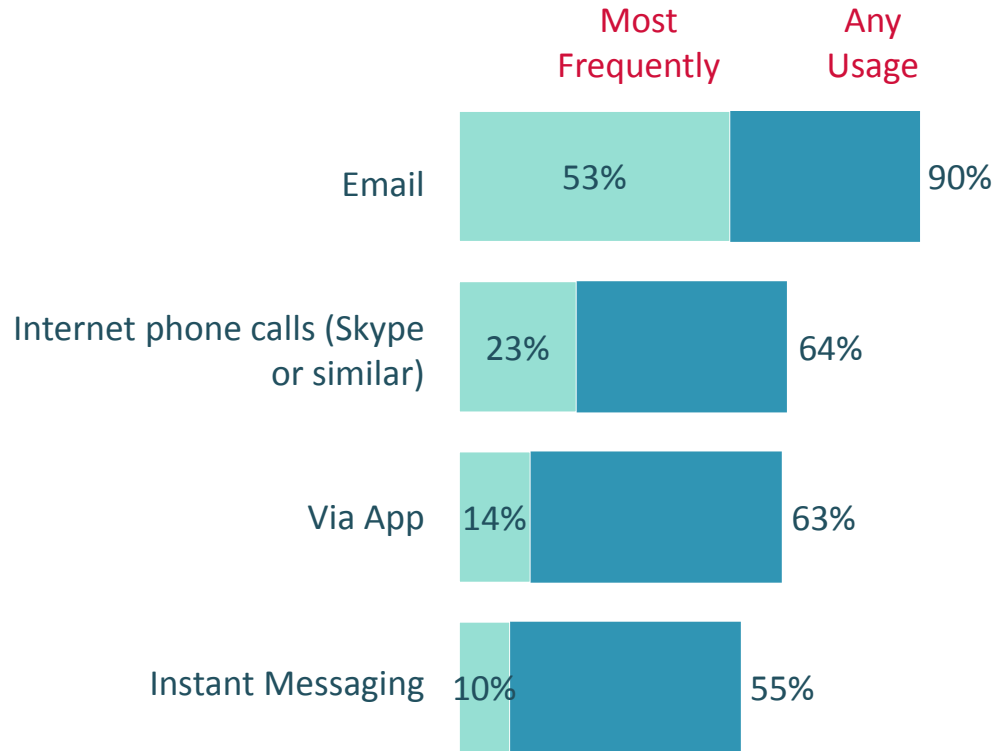
Texting is significantly the most common means of communication by mobile phone standing at 61% of most frequent usage v 34% making calls. Making calls is lowest for those aged 16-54 who favour email/instant messaging/use of apps and Skype or similar.



(Q.6a/b)

Mode Of Communication Used When Using Tablet

(Base: All Mobile Phone Users – 83)



* -Base by age too small to show

Email again the most popular means of communication via tablets following by Internet phone calls and communication facilitated via apps.



(Q.7a/b)

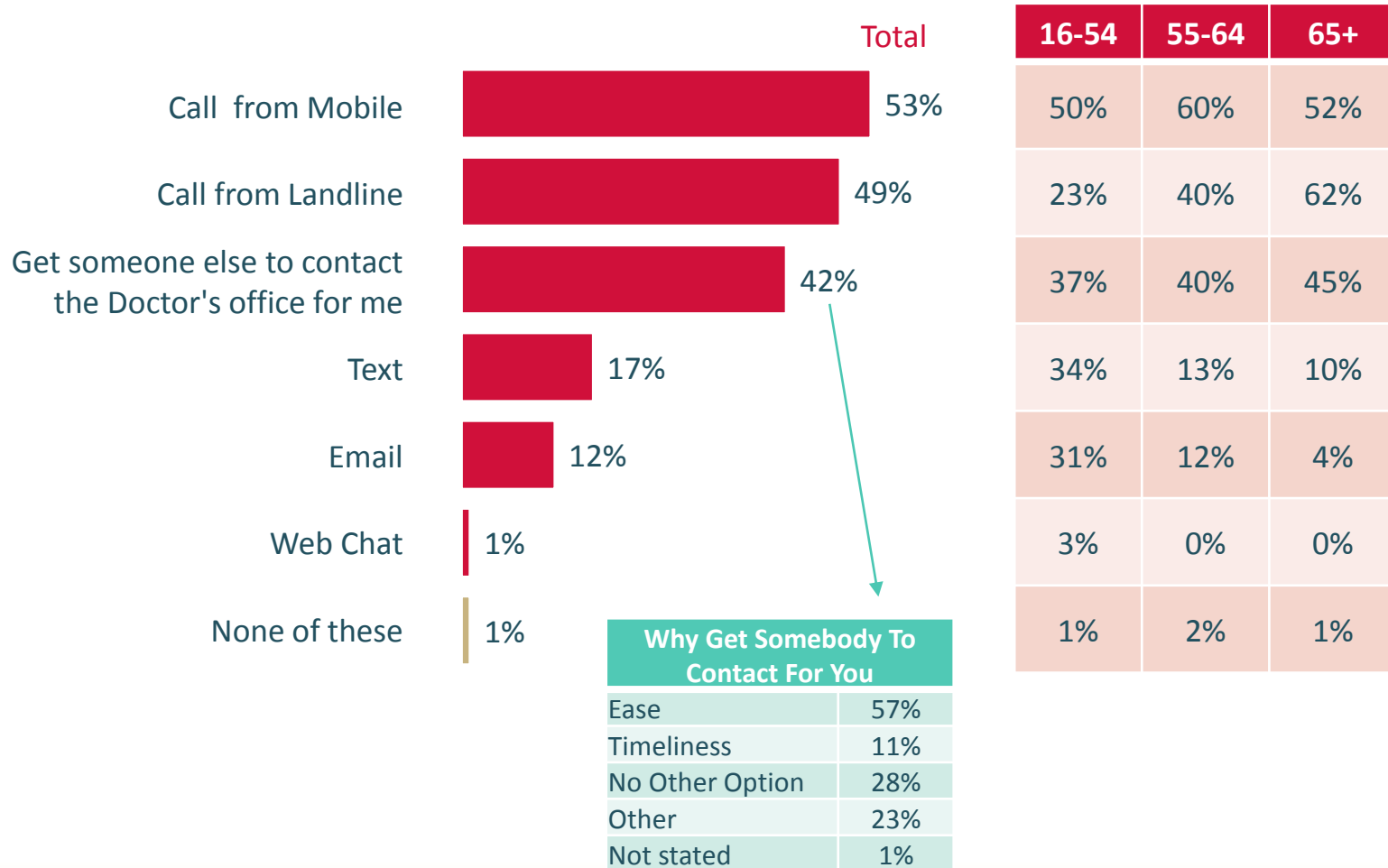


Situation 1

“Imagine you had a doctors appointment & you were delayed & wished to inform the doctors office”

Means Of Communication Likely To Use If Running Late To Doctors Office

(Base: All Deaf/Hard of Hearing – 306)



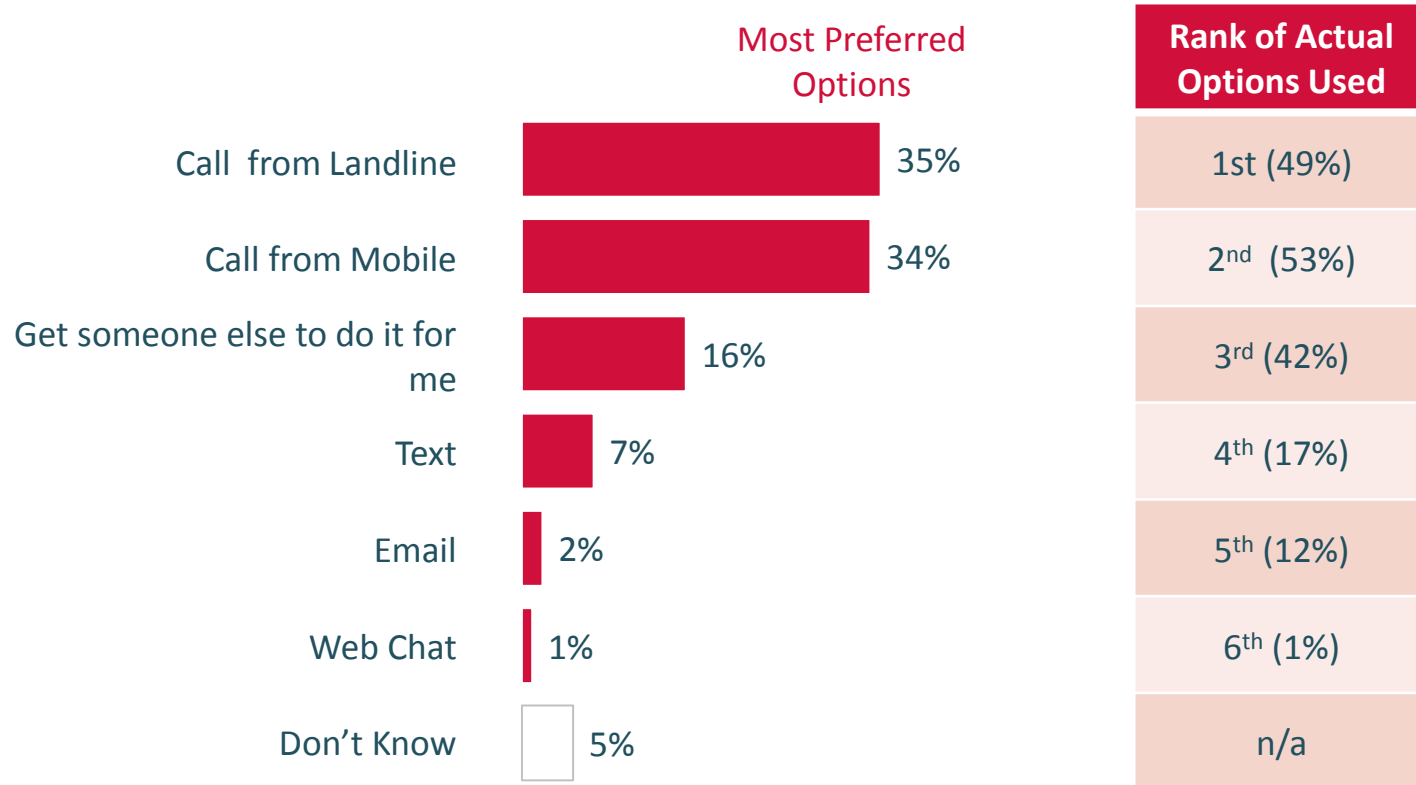
Voice call is most likely option used whether calling from a mobile or a landline. Those aged 16-54 are more likely to call from a mobile. Use of text and email higher again among those aged 16-54



(Q.8a)

Preference Of Option Regarding Contacting Doctors Office

(Base: All Deaf/Hard of Hearing – 306)



There is no difference between the order of preference on how communications would like to be made versus how they are actual made against this situation.



(Q.8c)



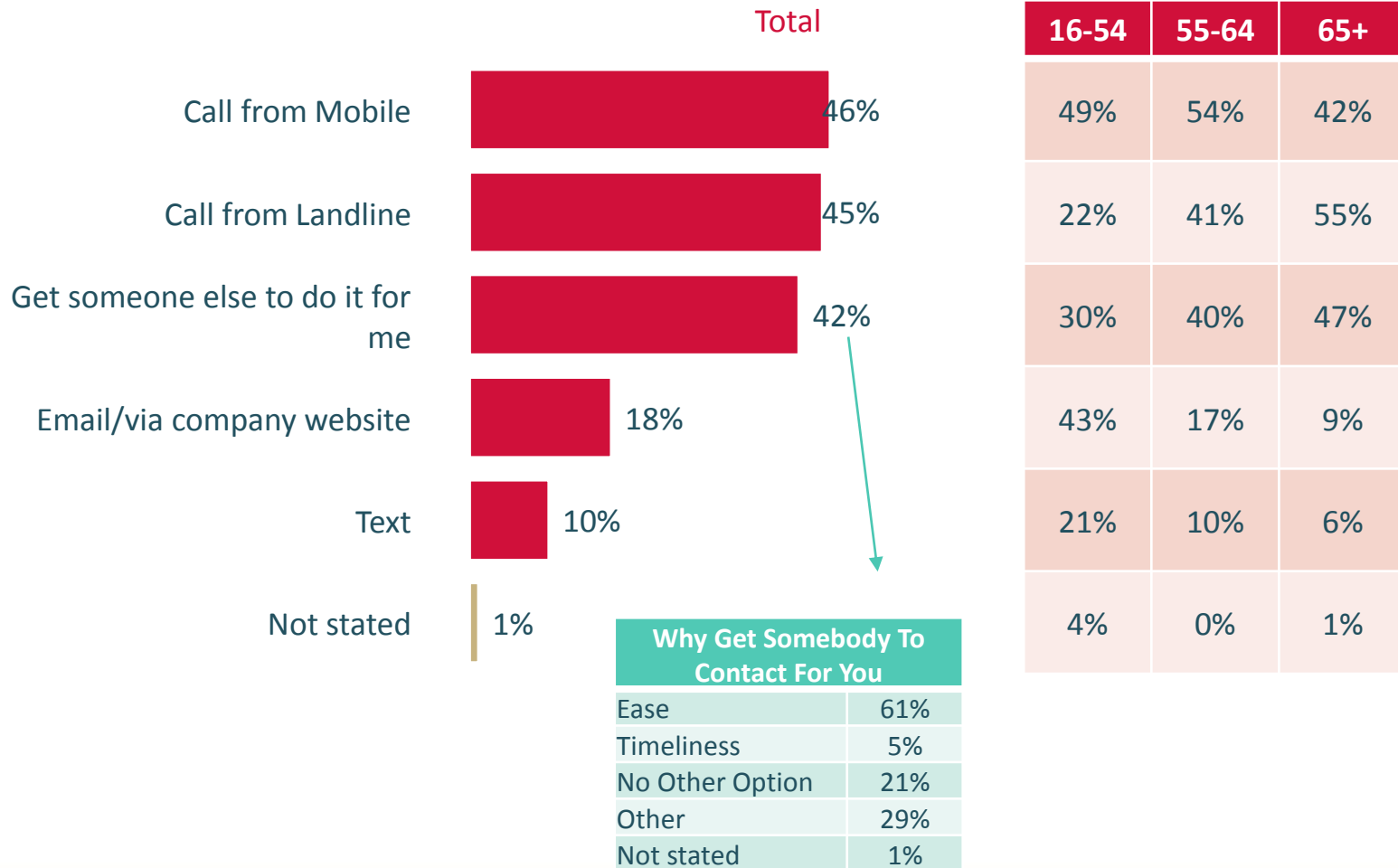
Situation 2

"Booking a table in a restaurant"

Means Of Communication Likely To Use If Booked

A Table In A Restaurant

(Base: All Deaf/Hard of Hearing – 306)



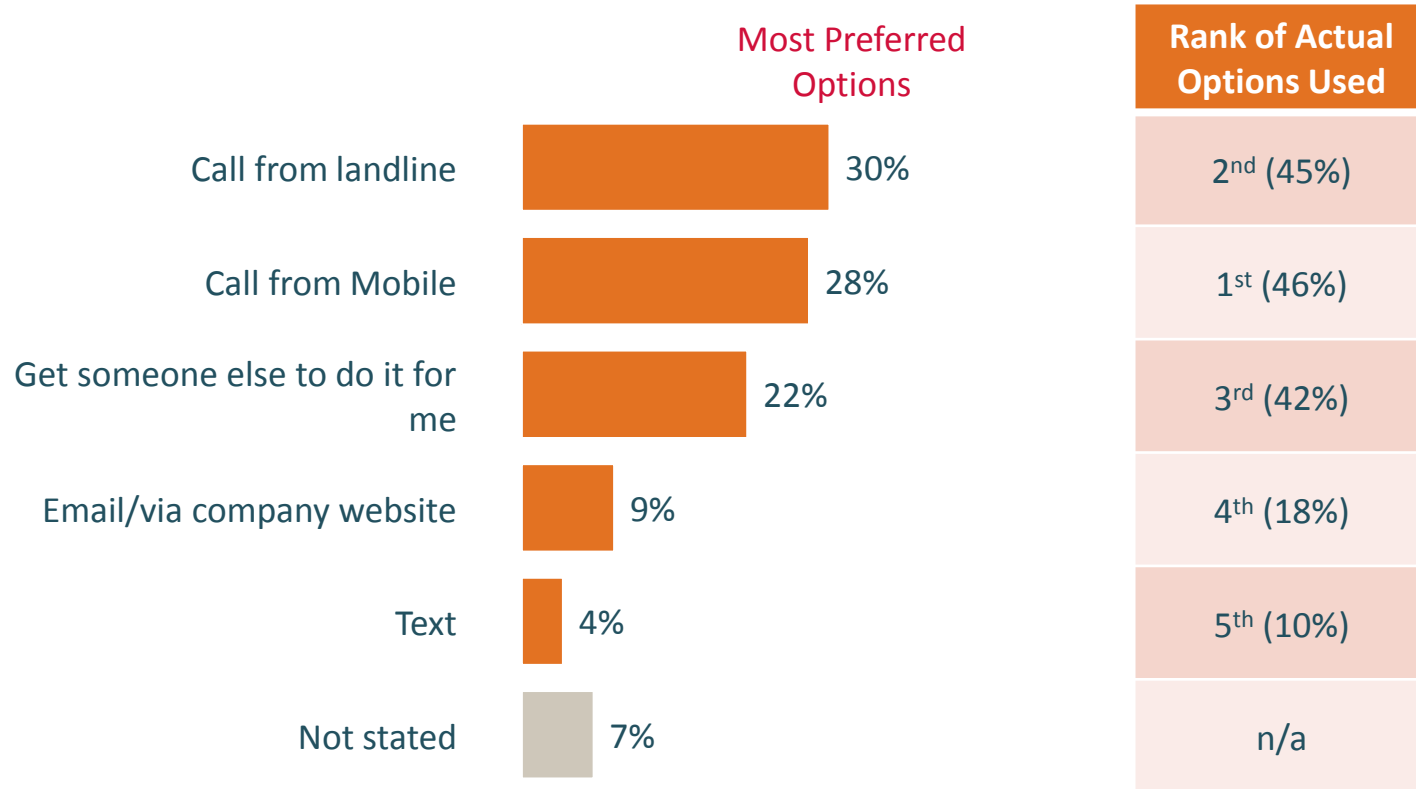
Email as an option coming in close second to call from mobile among those aged 16-54. Almost 2 in 5 stating they would get somebody else to make this call as it would be easier



(Q.9c)

Preference Of Option Regarding Booking Table In Restaurant

(Base: All Deaf/Hard of Hearing – 306)



Just over 1 in 5 stating that they would prefer somebody else to call for them with most preferred option to make a voice call from a landline or a mobile phone.

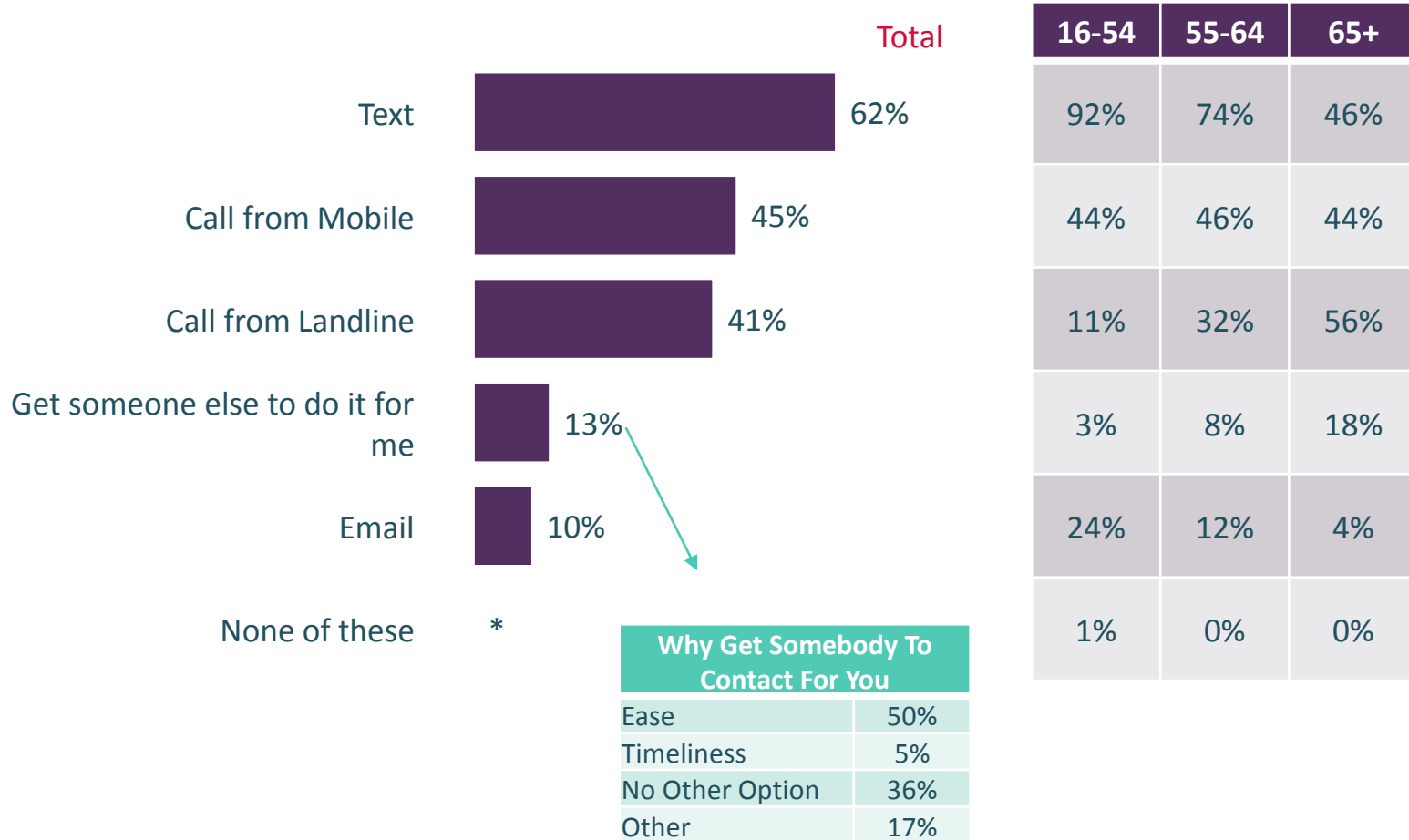


Situation 3

“Imagine you wished to contact a friend about meeting up later that day”

Means Of Communication Likely To Use When Arranging to Meet a Friend

(Base: All Deaf/Hard of Hearing – 306)



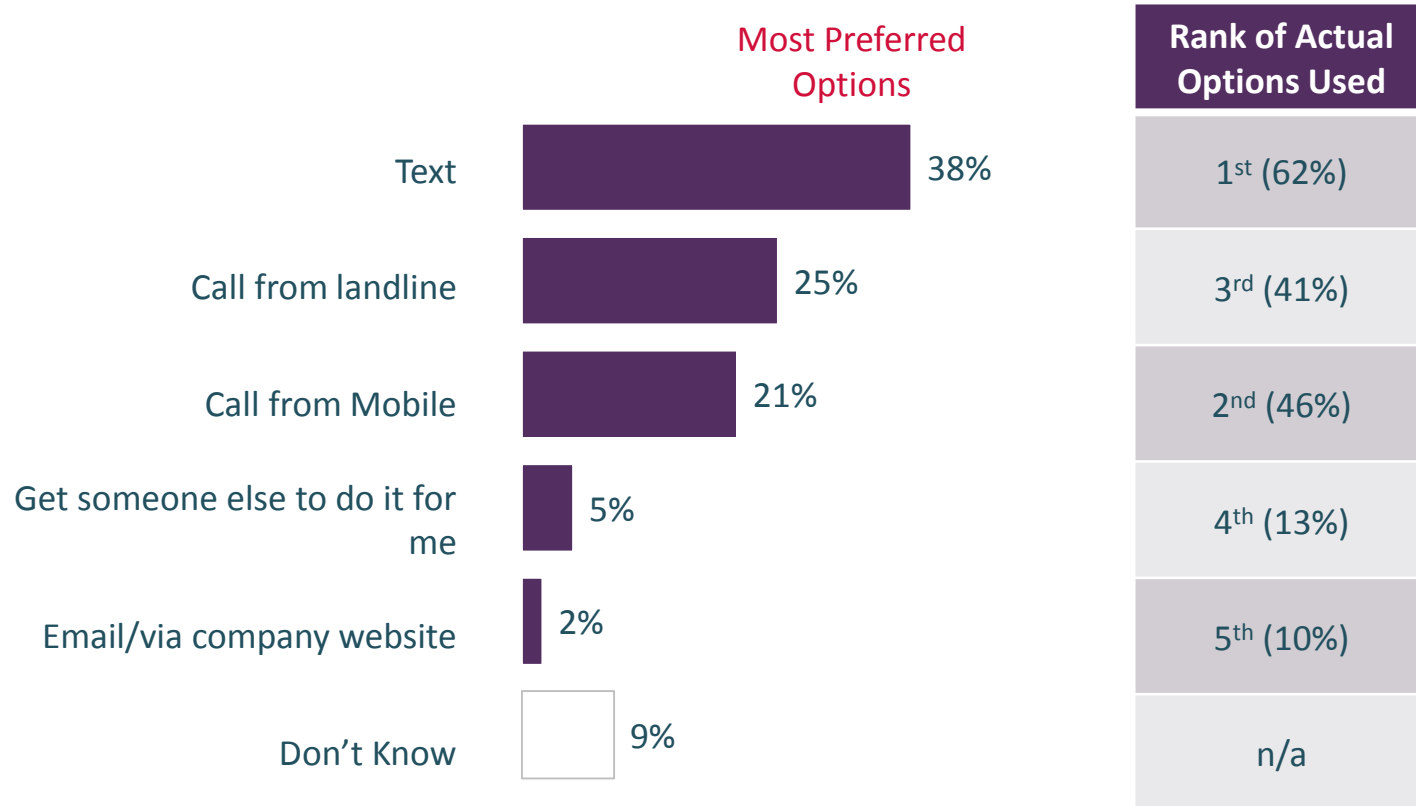
Text is the most likely means of communication when arranging to meet a friend. Highest among 16-54's. Those aged 65+ are most likely to call from a landline.



(Q.10a)

Preference Of Option Regarding Communication With Friend

(Base: All Deaf/Hard of Hearing – 306)



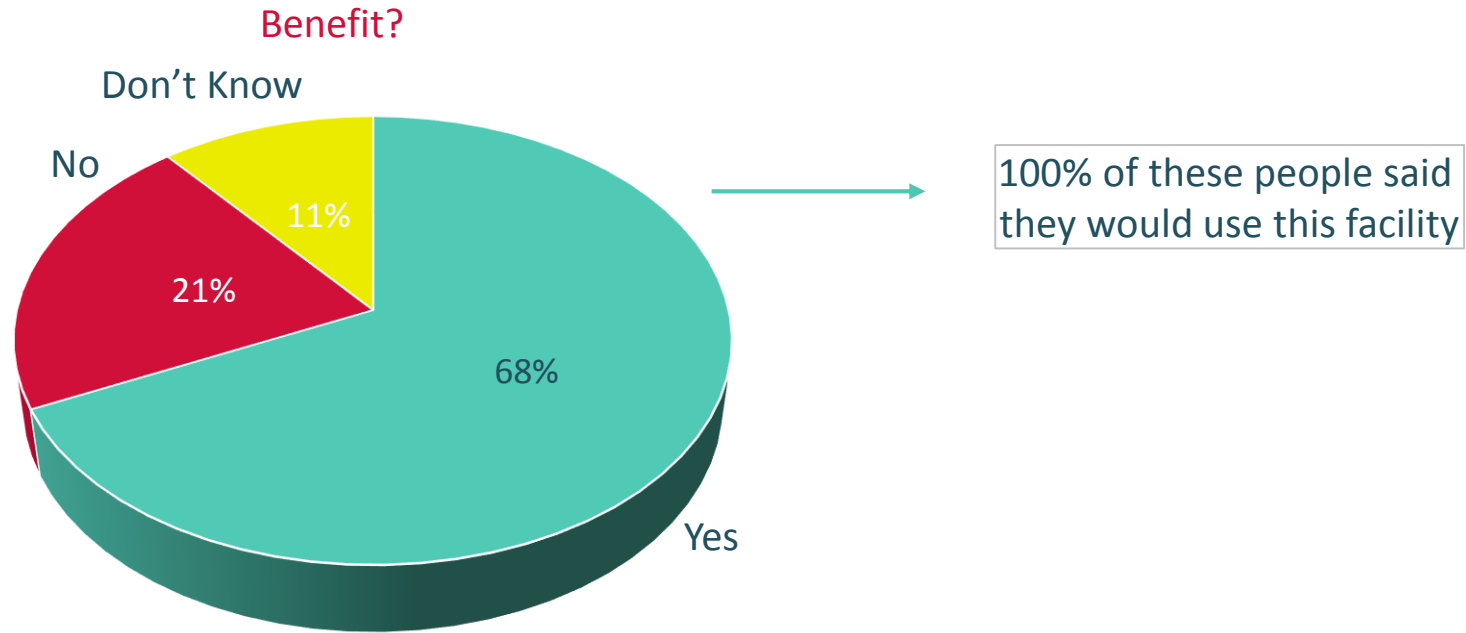
Text is the most preferred option to communication with friend and is the option most likely used in practice.



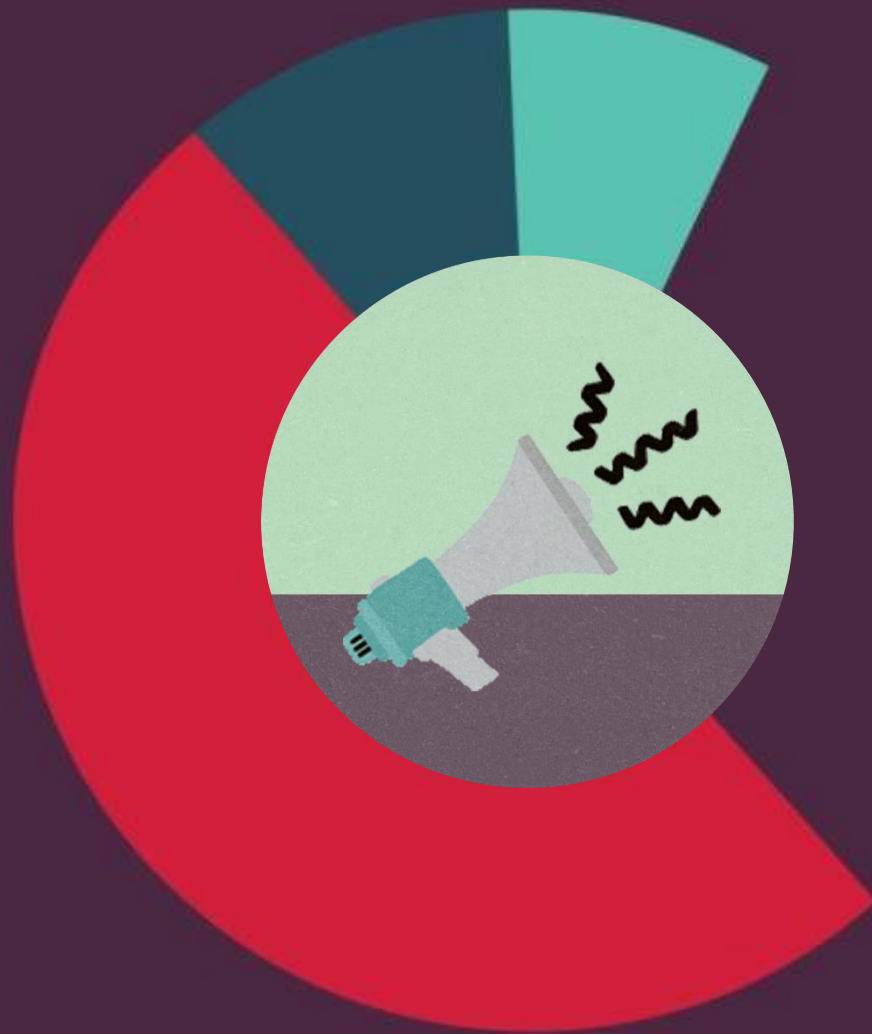
(Q.10c)

Would It Be Of Benefit To You To Be Able To Make A Call On A Landline Or Mobile Phone

(Base: All Stating No Other Option But To Rely On Somebody Else To Communicate For Them – 41)



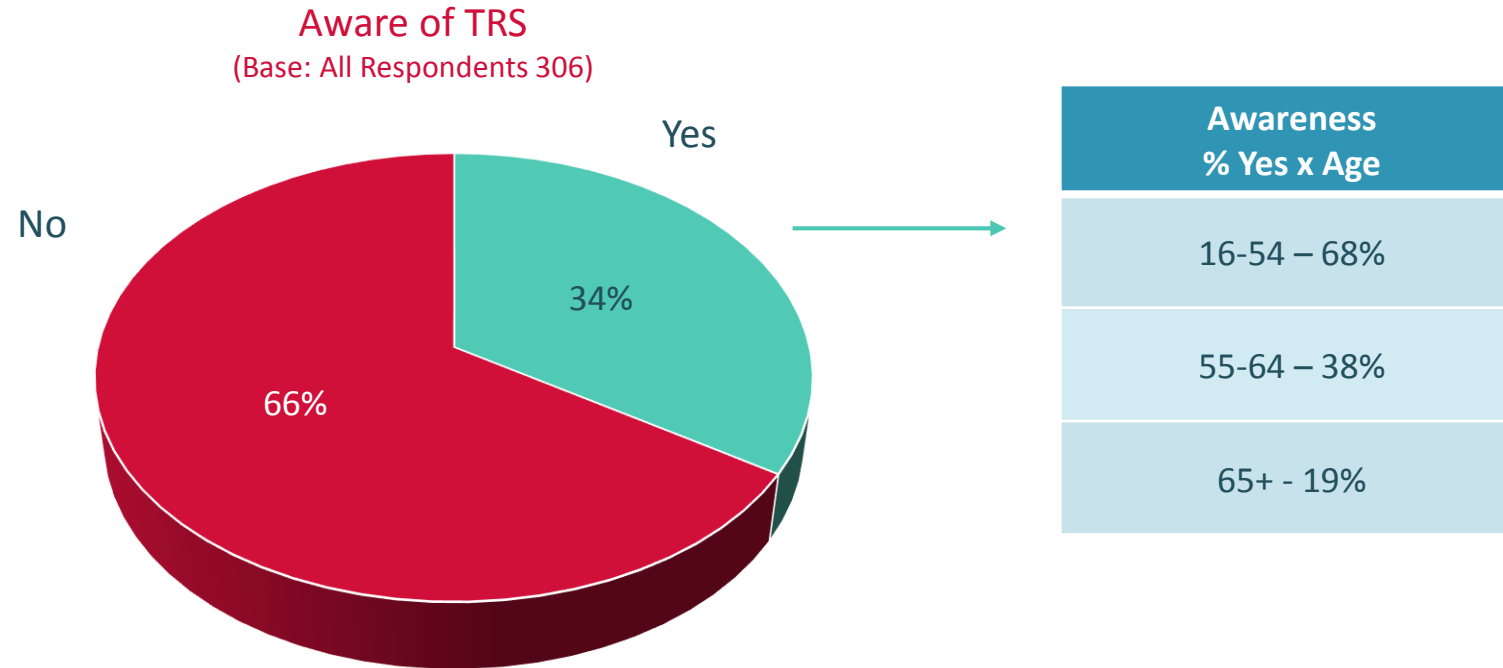
68% of those who have no option other than to rely on somebody else to communication for them said it would be of benefit if they were able to make a call from a landline or mobile phone.



Text Relay Service

Awareness of Text Relay Service

(Base: All Deaf/Hard of Hearing– 306)



Just 1 in 3 who are Deaf or Hard of Hearing are aware of the TRS service.
Awareness is significantly higher among those aged 16-54.

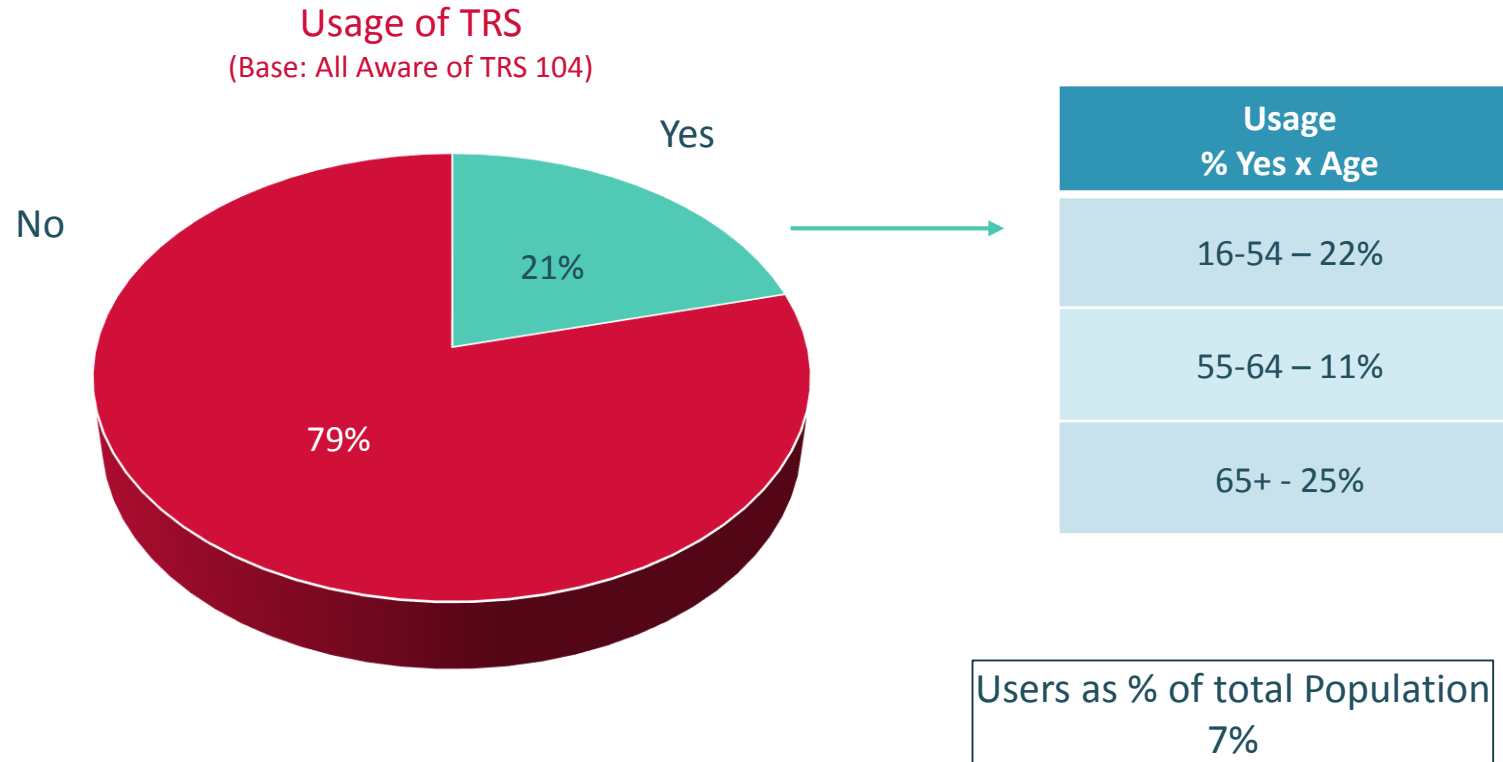


(Q.11)

(Q.10e/f)

Usage of Text Relay Service Past 12 Months

(Base: All Aware of TRS– 104)



Among those aware of TRS 1 in 5 claim to have used within the past 12 months.

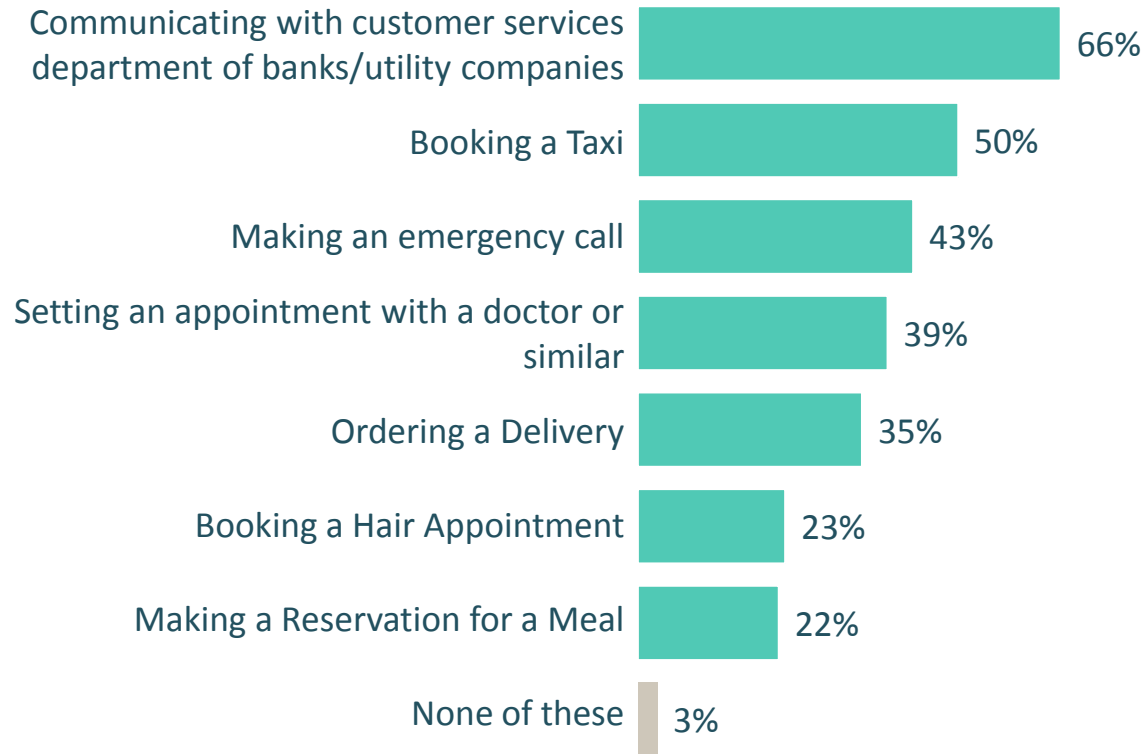


(Q.12)

(Q.10e/f)

What Do You Use The TRS Service For

(Base: All TRS Users – 23*)



* - Very small base

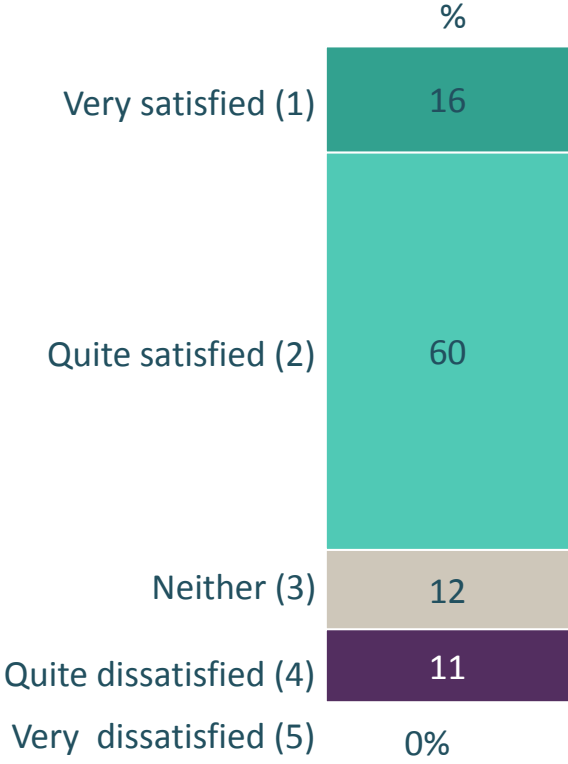
TRS service most likely used for communicating with customer service departments/utility companies.



(Q.13)

Satisfaction With TRS Services

(Base: All TRS Users – 23)



* - Very small base

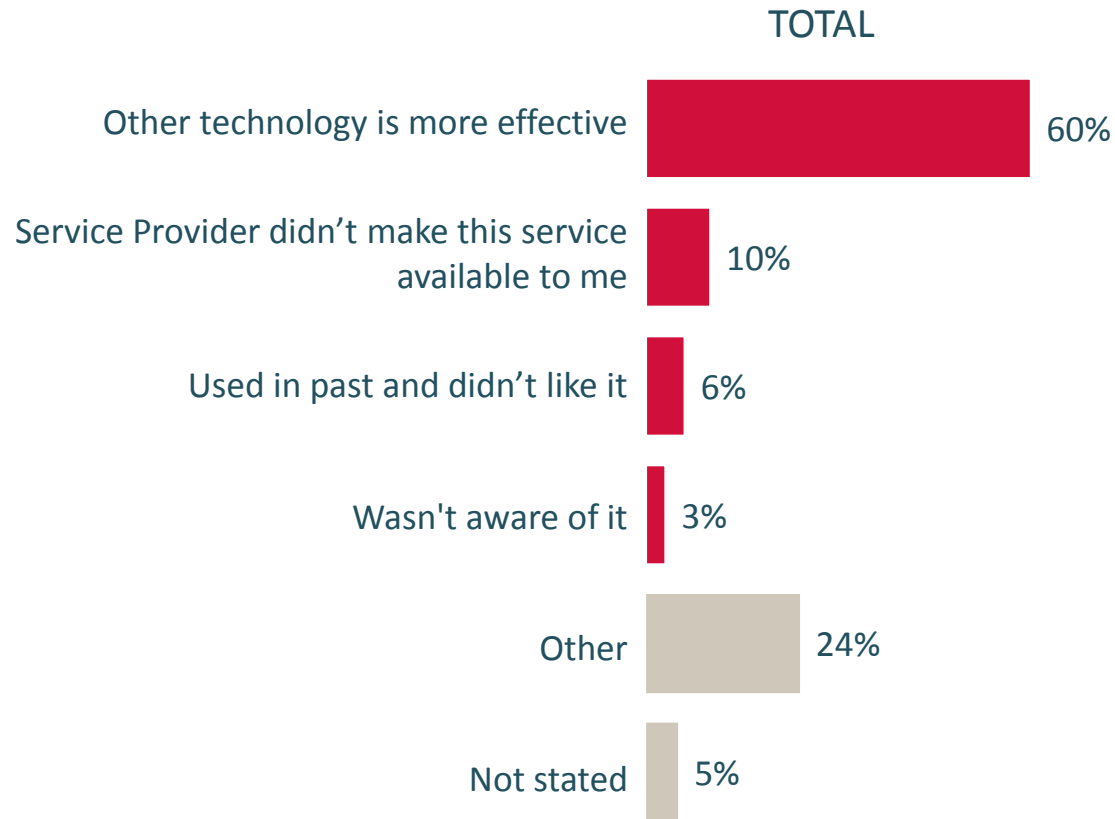
Among those using the TRS service the majority are likely to say they are quite satisfied with the service.



(Q.14)

Reason For Non Usage Of TRS

(Base: All Aware of TRS But Not Using – 84)



The main reason why TRS is not used among those who are aware of it is because other technology options open to them are more effective to use.

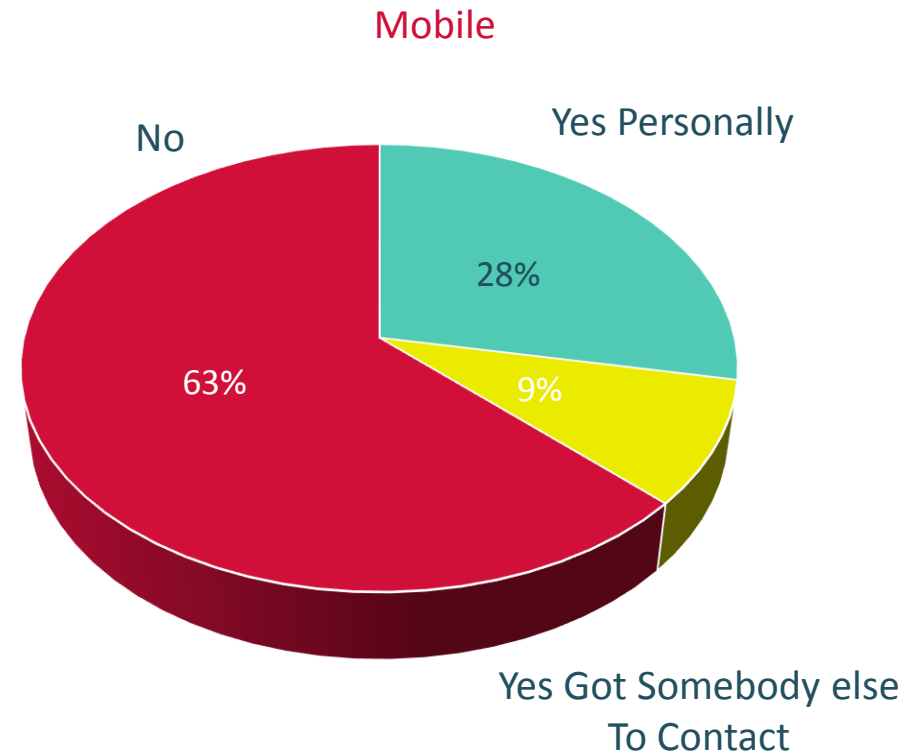
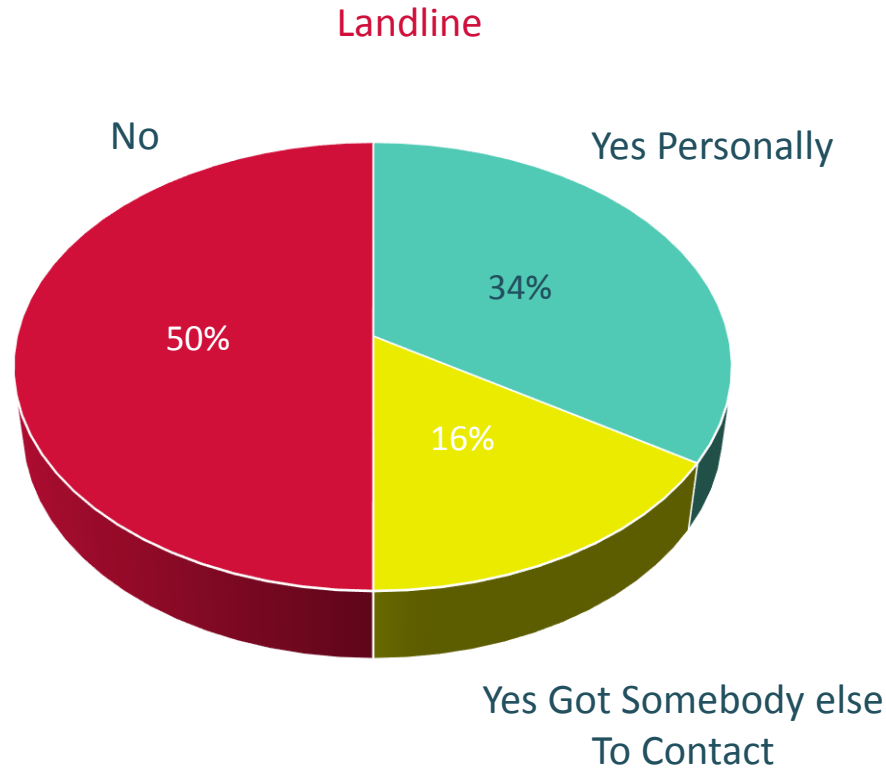


Service Provider Satisfaction

Ever Contact Service Provider For Landline/Mobile Past 12 Months – Any Reason

(Base: All Landline Users – 231)

(Base: All Mobile Users – 257)



1 in 3 have contacted their landline provider personally while just over **1 in 4** have contacted their mobile provider.

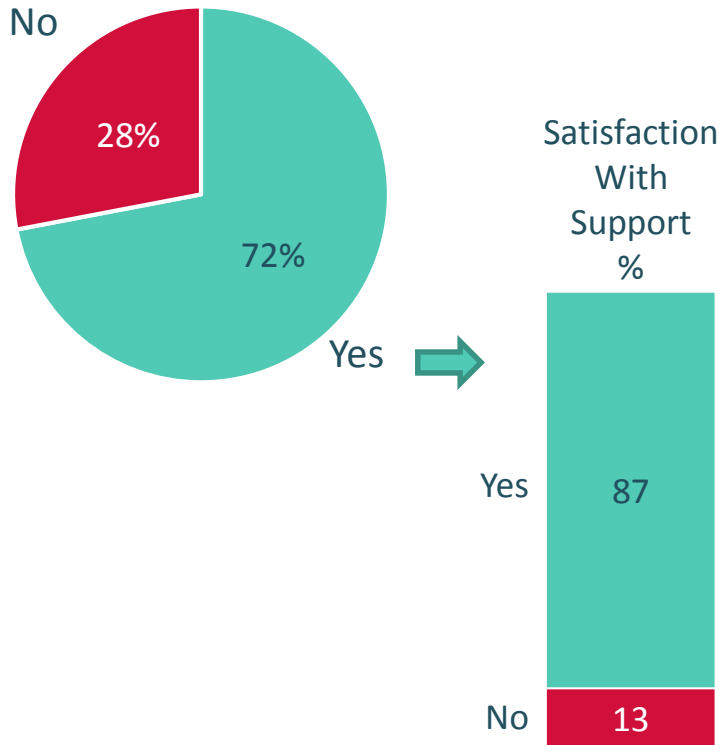
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(Q.19/20)

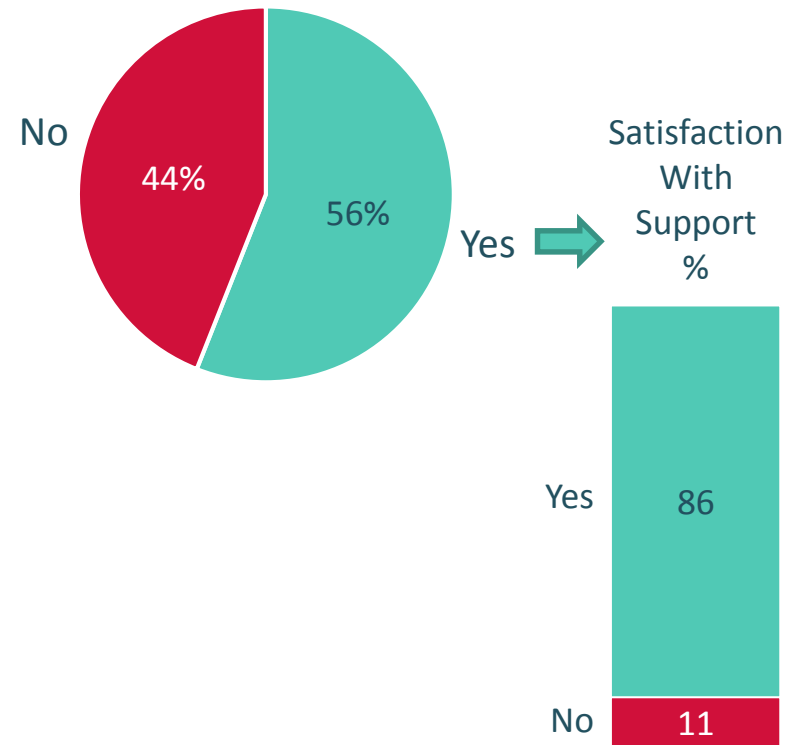
Did you Need To Make A Complaint

(Base: All Personally Contacted Service Provider – 81)

Landline Service Provider (72)



Mobile Phone Service Provider (72)



Complaints more likely among landline users with satisfaction of support similar for landline and mobile

Key Findings



- / The mobile phone is the most likely used means of communication among those who are Deaf or Hard of Hearing. Mobile phone users rely more on this device as a means of communication than any of the other devices used. Those under 55 are most likely to use a mobile phone and are most likely to rely on it than any other age group. Texting is the most common form of communication made on a mobile phone and this is particularly the case for those aged 55 and under. This age group are also more likely to use the phone for email/instant messaging and Internet calls.
- / Landline telephone is the next most likely device used to communicate. Reliance on landline is not as high as with mobile phone. Those under age 55 are significantly less likely to use the landline telephone and to those that do are least likely to rely on it versus other age groups.
- / Computers and Tablets have lower usage level and lower reliance levels than mobile phone or landline. However by age 16-54 are more likely to use and rely on computers and Tablets versus landline telephones. Email is used by all Computer users and Internet calling/texting and instant messaging are all higher among those aged 15-54.
- / Regarding the situations posed to the respondents in the survey there was evidence to suggest that the communication channels used are the ones the respondent actual prefers with less difference in the rank order to actual versus preferred options used.
- / Awareness and Usage of TRS is low. Awareness did register higher for 16-54 year olds at 68% however only a small number of these people go on to use the service

Key Findings

- / It would appear the main reason why the TRS service is not used is that other technology is more effective to use.
- / 1 in 3 have contacted their landline supplier in the past 12 months personally. Among these calls almost 3 in 4 were related to a complaint with 87% satisfaction on how service provider handled the call given their hearing difficulty
- / 1 in 4 had personally contacted their mobile supplier in the past 12 months with just over half of these calls complaint related. Among these calls there was high satisfaction expressed with how the mobile service provider handled the call given the issues with hearing.



**THANK
YOU**

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