



Commission for
Communications Regulation

Geographic Numbering Survey

Quantitative report

February 2021

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RESEARCH
& INSIGHT





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Introduction and Profile of Sample



Research objectives:

- To measure the level of awareness and understanding of geographic numbers and the geographical information contained within, among consumers.
- To understand how consumers use the geographic information in the area code (e.g. shopping, deliveries, customer services) and whether such information is useful or valuable to same.
- Whether consumers trust that when they make or receive a geographic call that such calls are made to or received from that geographic area.
- To understand how consumers' behaviour patterns might change if the geographical information is no longer accurate.
- To understand the usefulness or otherwise of temporary numbers among consumers.

Quantitative methodology:

- Online methodology utilising an online research panel in accordance with ESOMAR guidelines and quality control.
- Nationally representative sample of 1,030 adults aged 18+
- Quota controlled sample in terms of gender, age, region & social class.
- Throughout the document red squares/shades denote significantly lower difference versus the total sample, while green square/shades denote significantly higher compared to the total sample.



Quantitative fieldwork was conducted from the 4th – 15th February 2021.

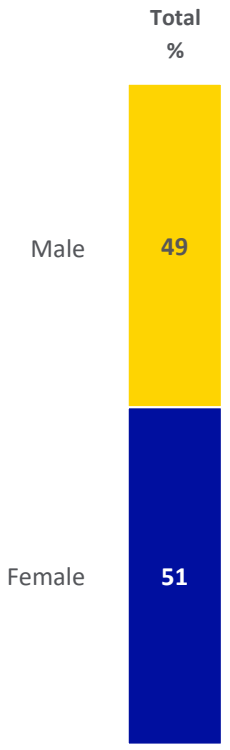
Quantitative: Profile of Sample



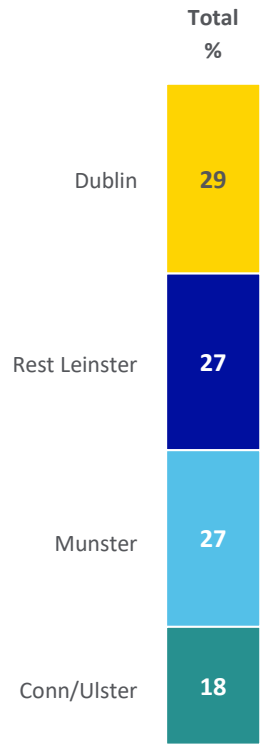
Base: All adults 18+ 1030



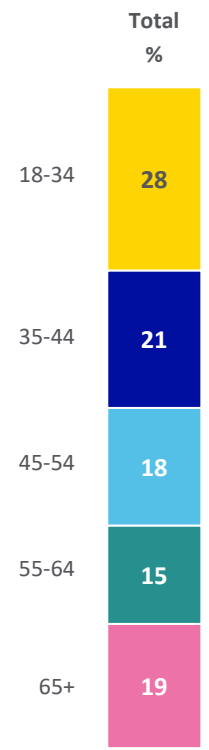
Gender



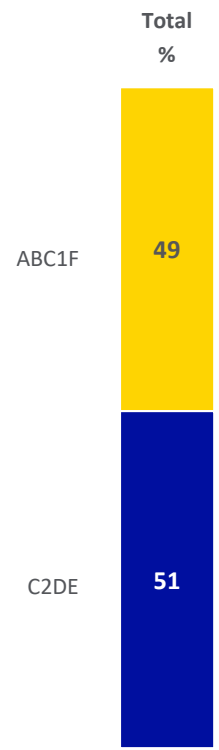
Region



Age



Social class





Main Findings

Landline ownership



Base: All adults 18+ n=1,030



Total

Age

Social Class

Region

Area

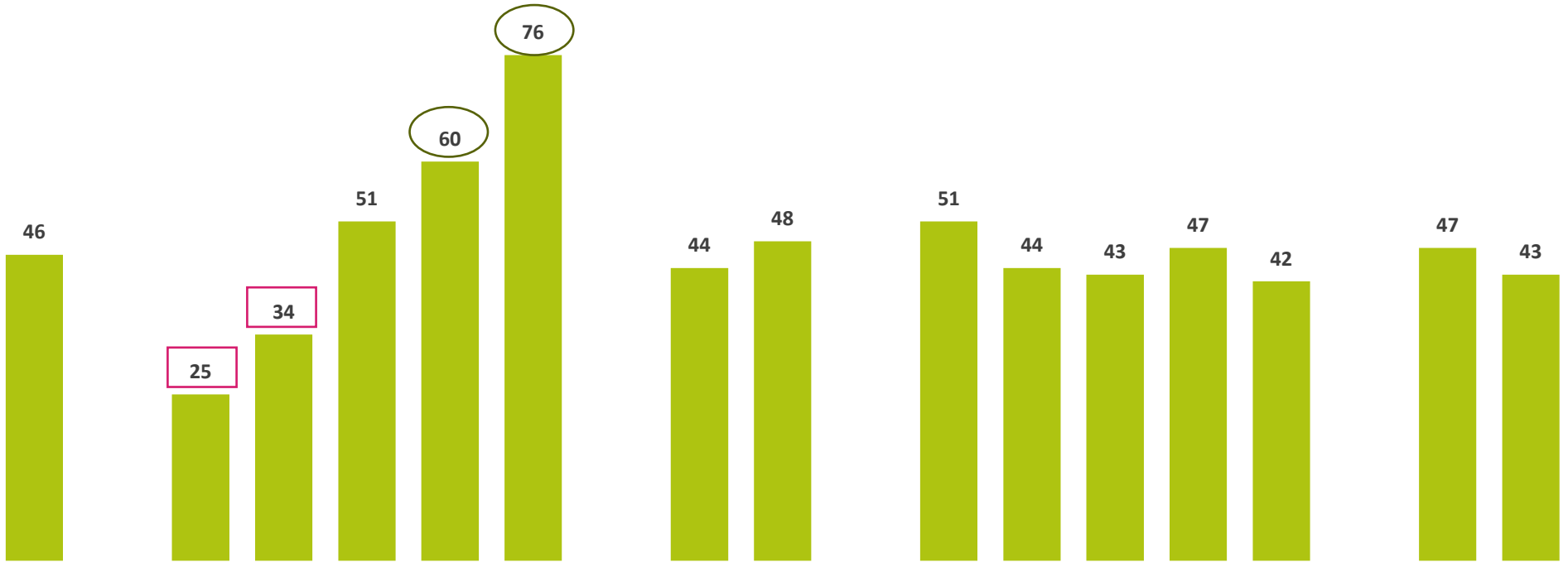
18-34 35-44 45-54 55-64 65+

ABC1 C2DE

Dublin Outside Dublin Leinster Munster Conn/UIster

Urban Rural

Base:	1030		281	222	196	152	179		545	485		323	707	263	256	188		756	274
	%		%	%	%	%	%		%	%		%	%	%	%	%		%	%

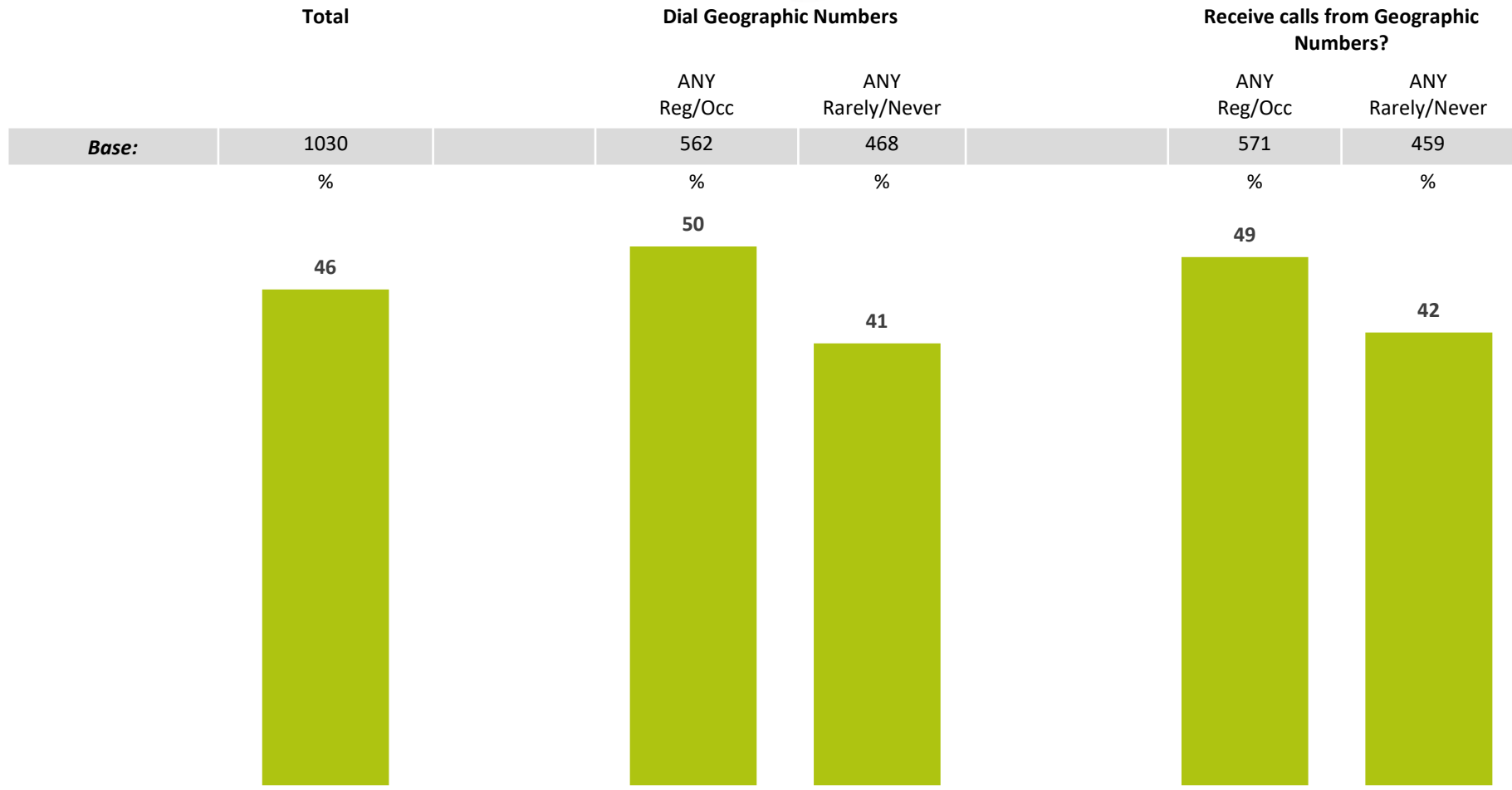


Just under half have a landline, with an over skew 55+.

Landline ownership



Base: All adults 18+ n=1,030

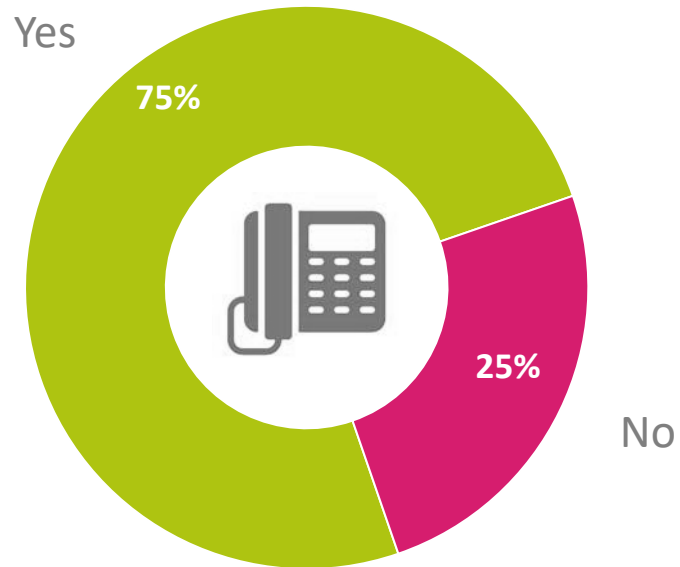


No significant difference in ownership amongst those that dial or receive Geographic Numbers.



Incidence of having a number display on landline

Base: All with landline



3 in 4 of those with a landline have a display

Frequency of using your landline/or mobile phone to make or receive calls



Base: All with each (landline/mobile)

■ Regularly ■ Occasionally ■ Rarely ■ Never



Making calls using a landline telephone



Making calls using a mobile phone



Receiving calls from a landline telephone



Receiving calls from a mobile phone



Mobile users make and receive more calls than landline users.





Regularly using your landline/or mobile phone to make or receive calls x demographics

Base: All have landlines 473

	Total	Age					Social Class		Region					Area	
		18-34	35-44	45-54	55-64	65+	ABC1F	C2DE	Dublin	Outside Dublin	Lein-ster	Mun-ster	Conn/ Ulster	Urban	Rural
UNWTD	473	66	79	100	92	136	237	236	158	315	117	120	78	353	120
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Making calls using a landline telephone	28	15	22	22	32	38	22	33	23	30	27	33	28	25	34
Making calls using a mobile phone	65	47	71	76	73	76	61	69	58	68	68	73	60	63	69
Receiving calls from a landline telephone	23	9	23	20	22	31	20	26	17	25	26	30	16	19	30
Receiving calls from a mobile phone	67	51	70	77	77	81	65	70	61	70	70	75	60	65	72

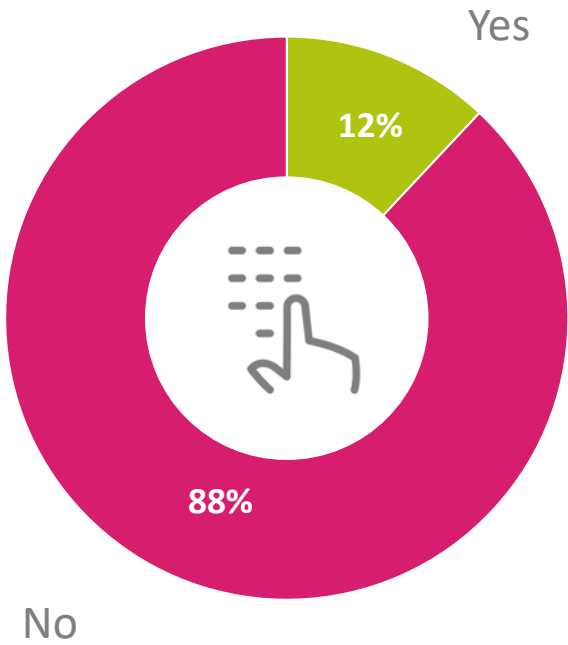
Regularly using your landline/or mobile phone to make or receive calls x demographics

Base: All have landlines 473

	Total	Have access to ...		QDisplay on landline		Dial Geographic Numbers		Receive calls from Geographic Numbers	
		Any Landline	Any Mobile	Yes	No	ANY Reg/Occ	ANY Rarely/Never	ANY Reg/Occ	ANY Rarely/Never
UNWTD	473	473	282	362	111	283	190	280	193
	%	%	%	%	%	%	%	%	%
 Making calls using a landline telephone	28	28	23	28	27	39	12	39	12
 Making calls using a mobile phone	65	71	65	71	69	82	46	78	49
 Receiving calls from a landline telephone	23	23	17	22	25	31	10	32	10
 Receiving calls from a mobile phone	67	71	67	71	69	82	51	79	53

Knowledge of number of area codes in Ireland

Base: All adults 18+ n=1,030



Low awareness of the actual number



Q.7 Do you know how many area codes are there in Ireland?



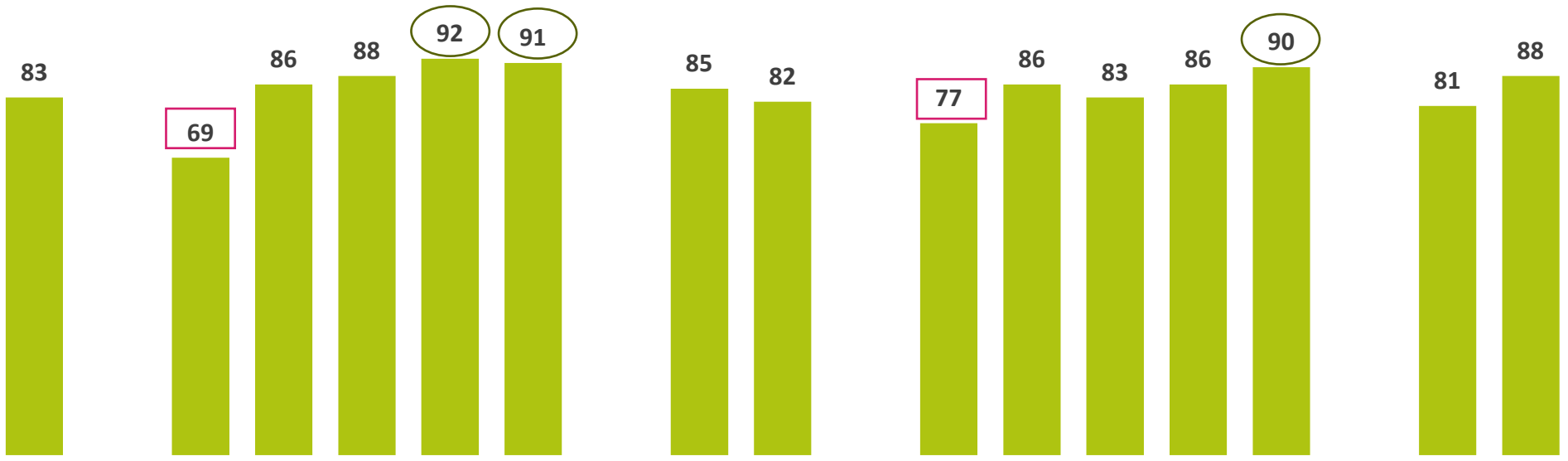
Knowledge of area codes associated with Geographic Numbers in local area



Base: All adults 18+ 1,030



	Total	Age					Social Class		Region					Area	
		18-34	35-44	45-54	55-64	65+	ABC1	C2DE	Dublin	Outside Dublin	Leinster	Munster	Conn/UIster	Urban	Rural
Base:	1030	281	222	196	152	179	545	485	323	707	263	256	188	756	274
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

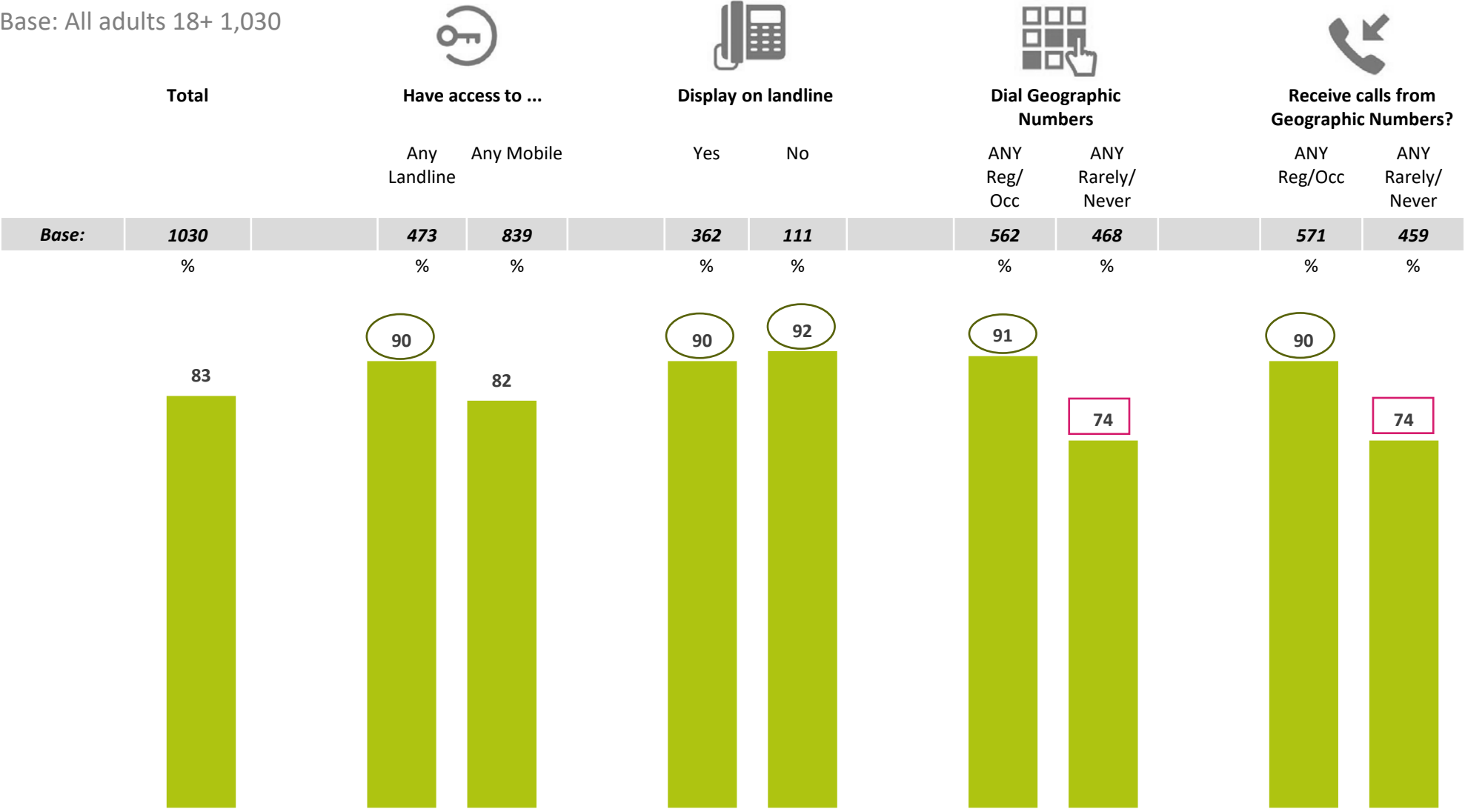


Significant number know their local area code.

Knowledge of area codes associated with Geographic Numbers in local area



Base: All adults 18+ 1,030



Awareness is significantly higher amongst those dialling/receiving Geographic Numbers

Recognition of number types

Base: All adults 18+ 1,030

		Types of numbers do you recognise as a Geographic Number (e.g. as opposed to a mobile or non-geographic number)..			
		Geographic number	Non-Geographic number	Mobile number	Don't know
086	%	2	2	91	4
043	%	69	4	2	25
1800	%	8	77	5	10
01	%	85	4	2	8
090	%	43	14	3	39
051	%	72	4	2	22
087	%	3	2	91	4
021	%	76	3	2	19
1850	%	8	75	5	12
071	%	67	5	3	25
Any Correct	%	92	81	94	-
Any incorrect	%	15	24	13	-
Don't know	%	6	15	5	-

92% of people correctly identified at least one of the Geographic numbers presented, note that 01 and 021 were much more likely to be identified compared to 071, 043, 051, with 090 the least identified. It points to people knowing their own area codes.

Q.9 Which, if any, of the following types of numbers do you recognise as a Geographic Number (e.g. as opposed to a mobile or non-geographic number).

Recognition of numbers as geographic numbers

Base: All adults 18+ 1,030

	Total	Age					Social Class		Region					Area	
		18-34	35-44	45-54	55-64	65+	ABC1F	C2DE	Dublin	Outside Dublin	Leinster	Munster	Conn/Ulster	Urban	Rural
UNWTD	1030	281	222	196	152	179	545	485	323	707	263	256	188	756	274
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
086	2	3	2	1	2	3	2	2	2	3	2	2	3	2	3
043	69	52	81	77	69	75	73	66	64	72	69	69	79	66	76
1800	8	10	6	9	8	9	9	8	12	7	6	8	6	9	8
01	85	67	87	96	93	93	86	84	82	87	85	90	85	84	87
090	43	41	51	42	40	43	47	40	40	45	41	41	57	41	48
051	72	54	80	83	71	79	74	70	61	76	76	80	72	68	79
087	3	4	4	1	1	4	4	2	3	3	3	3	2	3	2
021	76	56	85	88	80	83	77	75	66	81	75	88	78	73	83
1850	8	10	6	5	7	10	9	8	11	7	10	6	4	9	7
071	67	52	74	73	65	77	70	64	57	71	66	67	83	63	73
Any Correct	92	81	95	98	98	98	93	92	89	94	93	94	94	91	94
Any incorrect	15	18	13	11	14	17	15	14	18	14	16	14	11	15	14
Don't know	6	15	4	1	2	2	5	6	9	5	5	4	5	7	4

01 most universally known across regions, with 021 and 051 best known outside Dublin. Interestingly rural dwellers have a better correct identification of Geographic numbers compared to urban people, as do the older population (aged 45+).

Q.9 Which, if any, of the following types of numbers do you recognise as a Geographic Number (e.g. as opposed to a mobile or non-geographic number).

Recognition of numbers as geographic numbers

Base: All adults 18+ 1,030

Base : All Aged 18+ & Have Phone @ Q6a	Total	Have access to ...		Display on landline		Dial Geographic Numbers		Receive calls from Geographic Numbers	
		Any Landline	Any Mobile	Yes	No	ANY Reg/Occ	ANY Rarely/Never	ANY Reg/Occ	ANY Rarely/Never
UNWTD	1030	473	839	362	111	562	468	571	459
086	2	2	2	3	-	3	2	3	1
043	69	74	68	74	76	77	61	78	60
1800	8	9	8	9	10	8	9	9	7
01	85	89	84	89	90	91	79	91	78
090	43	45	43	44	46	48	38	48	38
051	72	78	70	78	79	79	63	79	62
087	3	3	3	3	4	4	1	4	2
021	76	83	75	83	82	85	66	85	66
1850	8	10	8	9	12	9	7	9	7
071	67	70	65	68	76	76	56	77	55
Any Correct	92	96	91	96	98	96	87	96	88
Any incorrect	15	16	14	17	14	16	14	17	12
Don't know	6	3	7	3	2	2	10	3	10

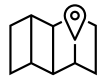
Those calling or receiving Geographic Number calls have a heightened awareness of Geographic Numbers.

Q.9 Which, if any, of the following types of numbers do you recognise as a Geographic Number (e.g. as opposed to a mobile or non-geographic number).

Recognition of numbers as non-geographic numbers

Base: All adults 18+ 1,030

Geographic number



	Total	AGE				
		18-34	35-44	45-54	55-64	65+
Any Correct	92	81	95	98	98	98
Any incorrect	15	18	13	11	14	17
Don't know	6	15	4	1	2	2

Non-Geographic number



	Total	AGE				
		18-34	35-44	45-54	55-64	65+
Any Correct	81	69	88	90	80	84
Any incorrect	24	26	23	28	21	23
Don't know	15	24	10	7	18	13

Mobile number



	Total	AGE				
		18-34	35-44	45-54	55-64	65+
Any Correct	94	88	98	98	94	96
Any incorrect	13	16	9	11	13	15
Don't know	5	9	2	1	5	4

Those aged 45+ were more accurate in identifying Geographic Numbers, albeit all age cohorts were high.

Frequency of dialling Geographic numbers



Base: All adults 18+ 1,030



Total

Age

Social Class

Region

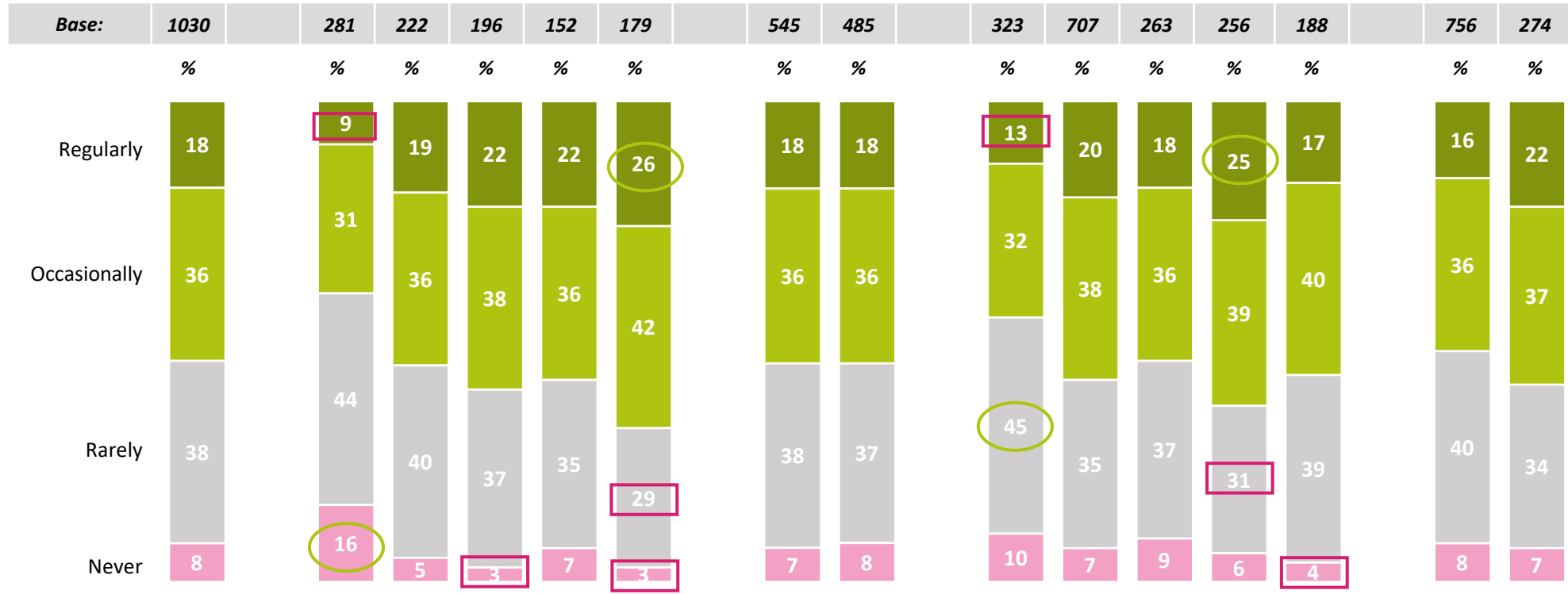
Area

18-34 35-44 45-54 55-64 65+

ABC1 C2DE

Dublin Outside Dublin Leinster Munster Conn/Ulster

Urban Rural



ANY Reg/Occ	54	40	55	59	58	68	54	54	45	58	54	63	57	52	59
ANY Rarely/Never	46	60	45	41	42	32	46	46	55	42	46	37	43	48	41

A substantial proportion of the population (about half) are dialling Geographic numbers regularly/occasionally – higher amongst over 65s. Lower amongst 18-34s and Dubliners.

Frequency of dialling Geographic numbers

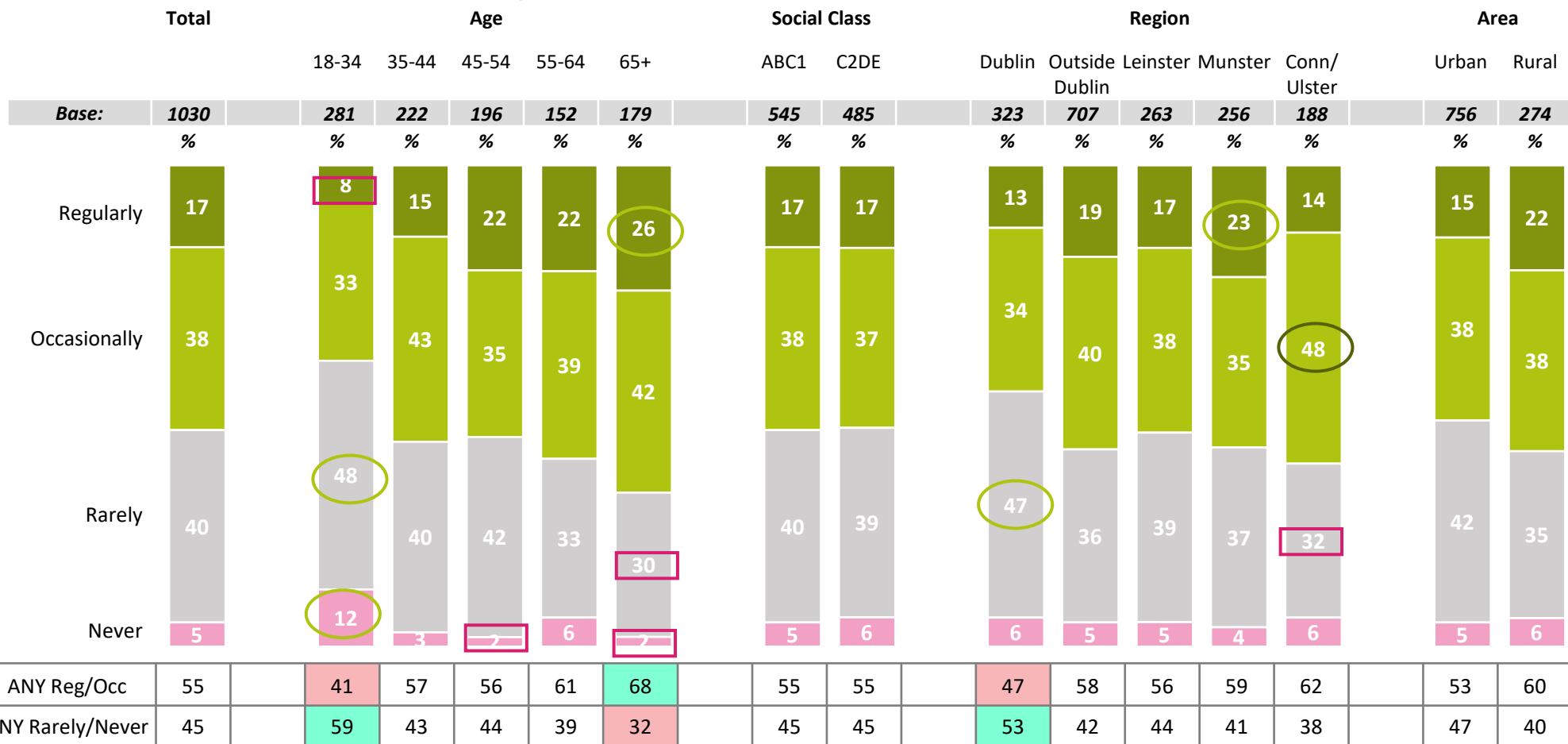
Base: All adults 1,030



Frequency of receiving Geographic number calls



Base: All adults 18+ 1,030



A substantial proportion of the population (about half) are receiving Geographic number calls regularly/occasionally –especially over 65s.

Frequency of receiving Geographic numbers



Base: All adults 1,030



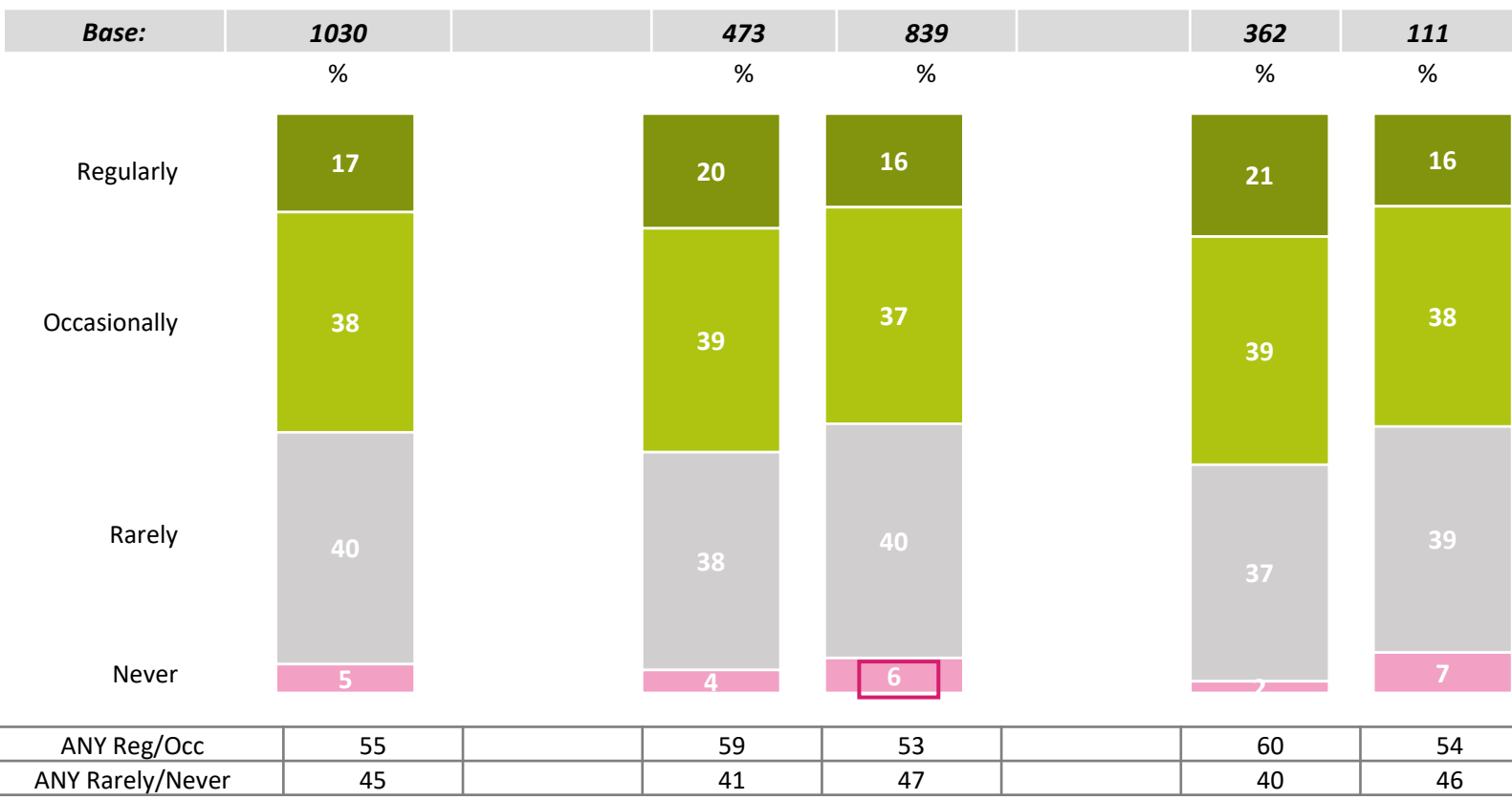
Total

Have access to ...

Display on landline

Any Landline Any Mobile

Yes No

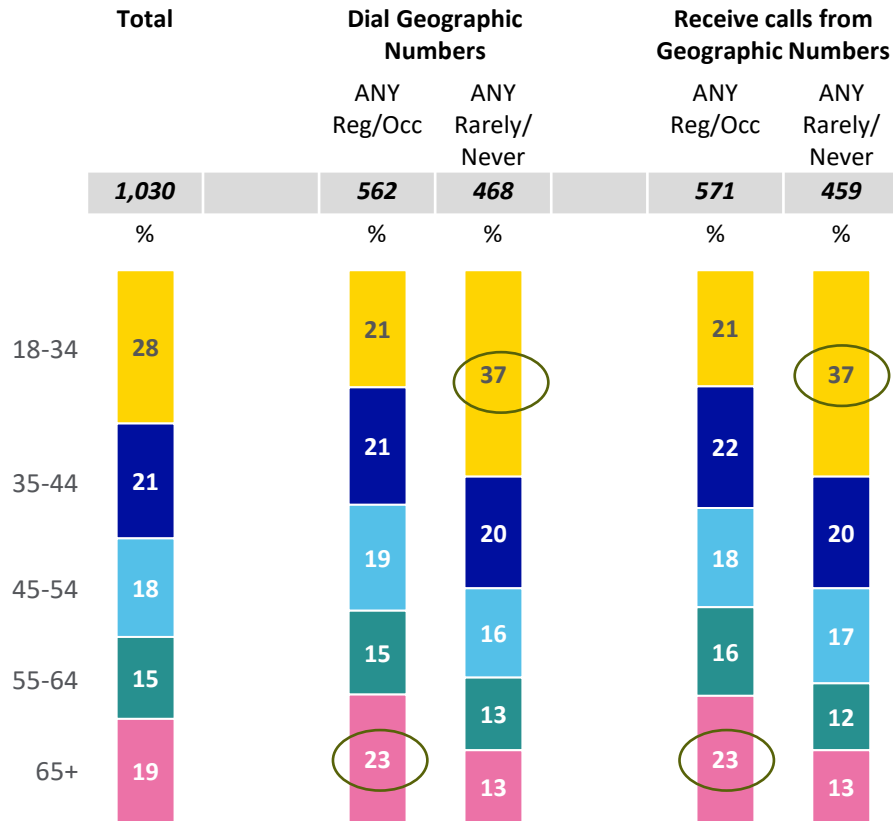


Profile of those dialling and receiving Geographic Number Calls

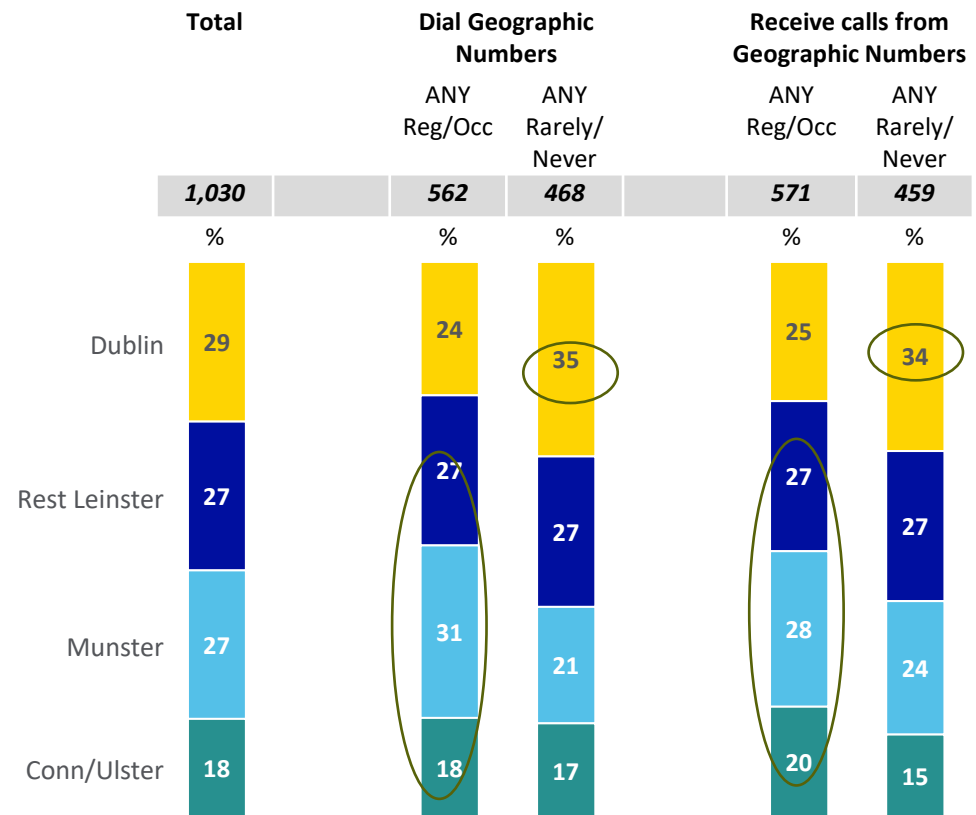
Base: All adults 18+ - n=1030



Age



Region

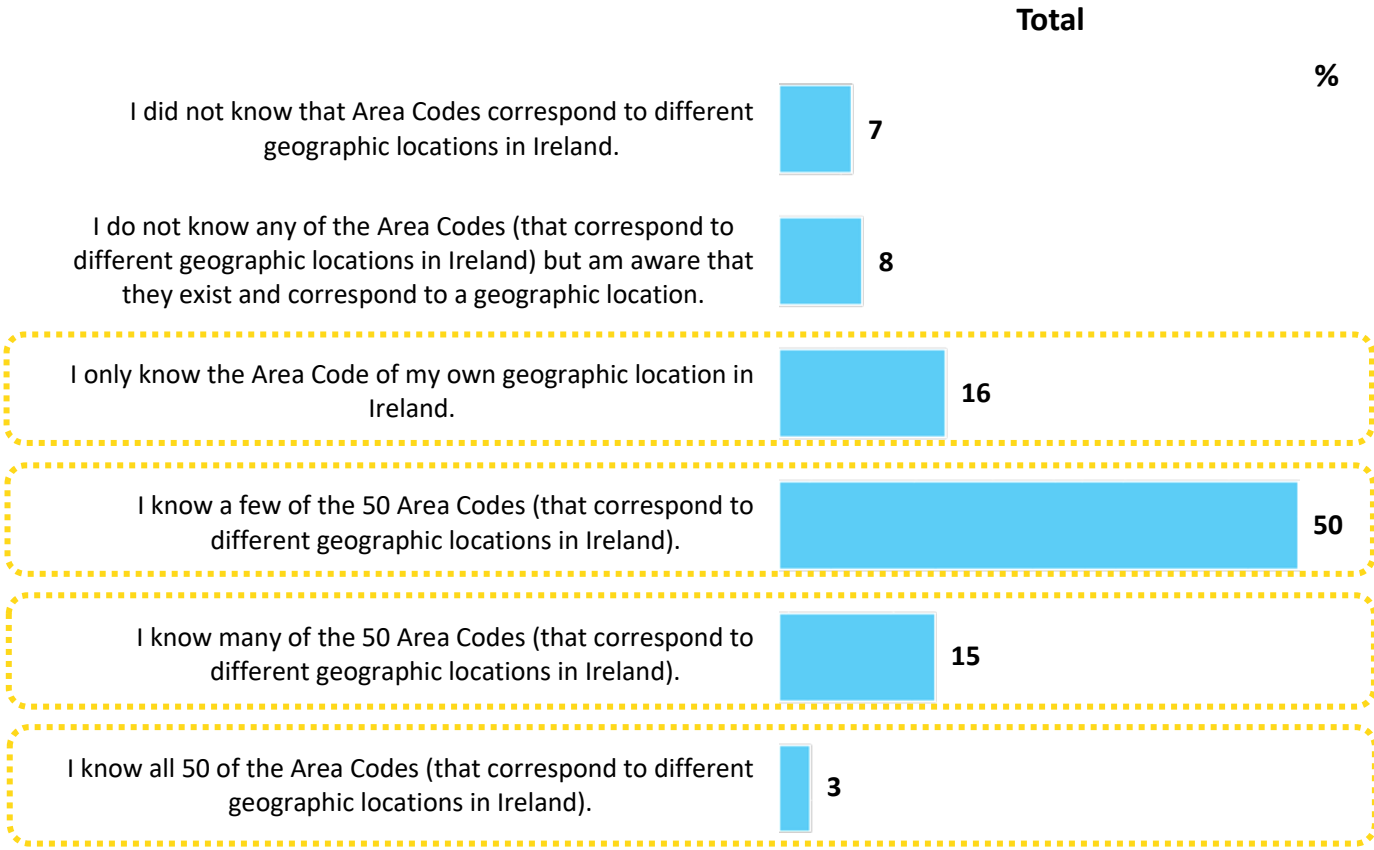


Usage spans all ages and regions, with a user profile stronger in the 65+ and outside Dublin regions.

Understanding of the 50 Geographic number area codes



Base: All adults 18+ n=1,030



In terms of understanding the 50 area codes, 4 in 5 know any of the 50 area codes, but in the main people know a few.



Understanding of the 50 Geographic number area codes x demographics



Base: All adults 18+ 1030

	Total	Age					Social Class		Region					Area	
		18-34	35-44	45-54	55-64	65+	ABC1F	C2DE	Dublin	Outside Dublin	Leinster	Munster	Conn/Ulster	Urban	Rural
UNWTD	1030	21	222	196	152	179	545	485	323	707	263	256	188	756	274
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
I know a few of the 50 Area Codes (that correspond to different geographic locations in Ireland).	50	39	48	61	54	58	52	49	45	53	57	48	53	47	56
I only know the Area Code of my own geographic location in Ireland.	16	20	14	16	17	14	14	19	22	14	11	17	14	18	13
I know many of the 50 Area Codes (that correspond to different geographic locations in Ireland).	15	7	21	16	16	18	16	13	10	17	17	18	15	15	15
I do not know any of the Area Codes (that correspond to different geographic locations in Ireland) but am aware that they exist and correspond to a geographic location.	8	15	9	3	7	4	7	9	12	7	8	7	5	10	5
I did not know that Area Codes correspond to different geographic locations in Ireland.	7	15	7	2	4	4	7	8	9	7	6	7	8	7	8
I know all 50 of the Area Codes (that correspond to different geographic locations in Ireland).	3	5	2	3	1	2	4	2	2	3	1	4	5	3	2



Understanding of Geographic numbers and the 50 area codes x demographics



Base: All adults 18+ 1030

	Total	Have access to ...		Display on landline		Dial Geographic Numbers		Receive calls from Geographic Numbers	
		Any Landline	Any Mobile	Yes	No	ANY Reg/ Occ	ANY Rarely/ Never	ANY Reg/ Occ	ANY Rarely/ Never
UNWTD	1030	473	839	362	111	562	468	571	459
	%	%	%	%	%	%	%	%	%
I know a few of the 50 Area Codes (that correspond to different geographic locations in Ireland).	50	52	51	54	47	56	43	55	45
I only know the Area Code of my own geographic location in Ireland.	16	15	16	13	23	12	21	13	20
I know many of the 50 Area Codes (that correspond to different geographic locations in Ireland).	15	18	14	18	17	18	12	18	11
I do not know any of the Area Codes (that correspond to different geographic locations in Ireland) but am aware that they exist and correspond to a geographic location.	8	7	9	7	6	5	12	5	13
I did not know that Area Codes correspond to different geographic locations in Ireland.	7	5	8	5	3	5	10	6	9
I know all 50 of the Area Codes (that correspond to different geographic locations in Ireland).	3	3	3	3	4	4	2	3	3



Importance of knowing the Geographic location of a number when call received

Base: All adults 18+ 1,030



Total

Age

Social Class

Region

Area

18-34 35-44 45-54 55-64 65+

ABC1 C2DE

Dublin Outside Dublin Leinster Munster Conn/Ulster

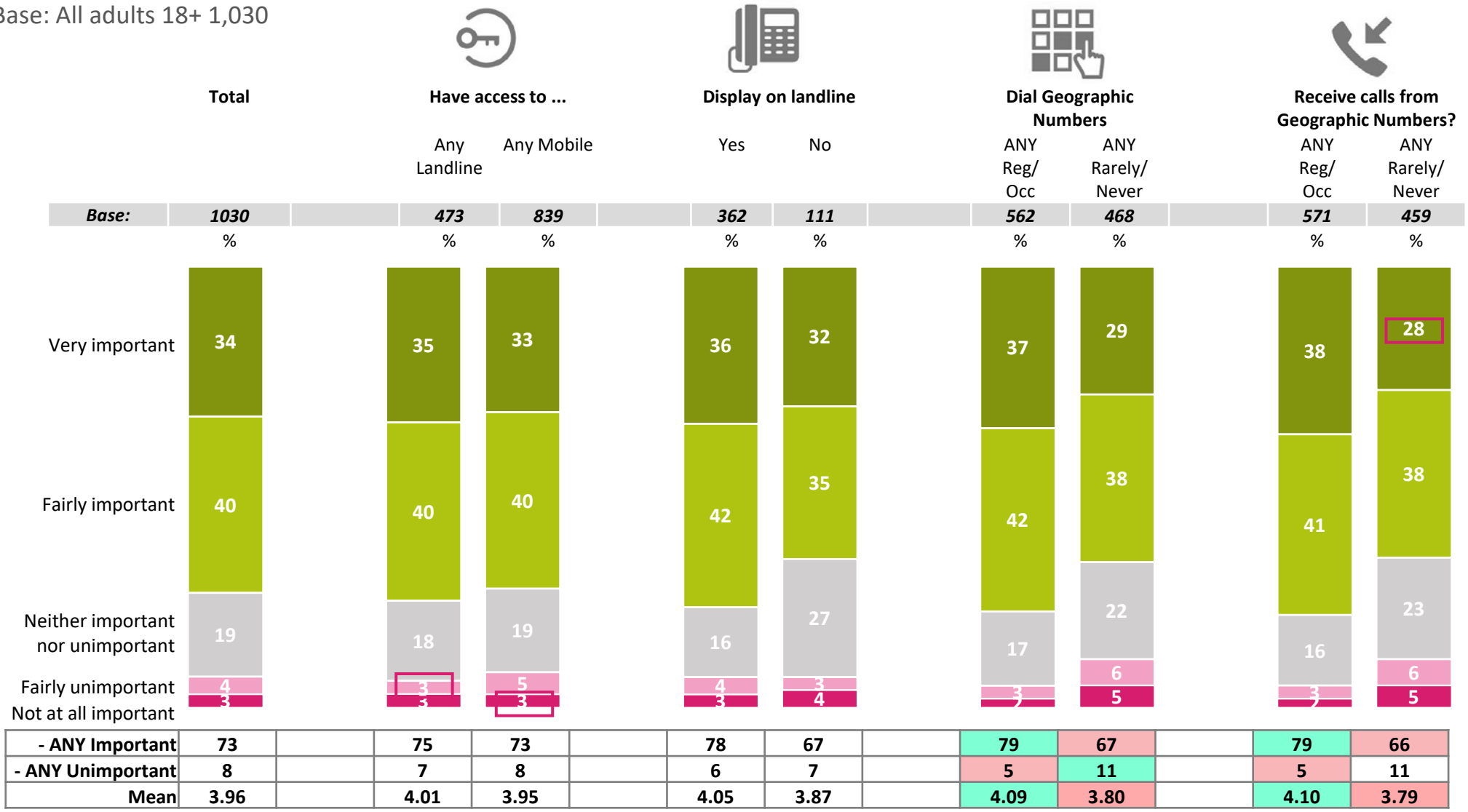
Urban Rural

	Total	18-34	35-44	45-54	55-64	65+	ABC1	C2DE	Dublin	Outside Dublin	Leinster	Munster	Conn/Ulster	Urban	Rural
Base:	1030	281	222	196	152	179	545	485	323	707	263	256	188	756	274
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very important	34	28	33	40	29	40	32	35	29	36	37	35	34	33	34
Fairly important	40	38	44	41	45	32	43	37	43	38	34	41	41	41	38
Neither important nor unimportant	19	21	17	14	23	21	18	21	19	19	21	19	18	18	22
Fairly unimportant	4	8	4	3	3	3	5	4	5	4	5	3	4	4	4
Not at all important	3	5	7	3	7	4	3	3	5	3	3	3	3	4	7
- ANY Important	73	66	77	82	74	71	74	73	71	74	72	76	75	74	72
- ANY Unimportant	8	13	6	4	3	7	8	7	10	7	8	5	7	8	6
Mean	3.96	3.77	4.02	4.15	3.97	4.00	3.94	3.98	3.86	4.00	3.98	4.03	3.99	3.96	3.96

3 in 4 people cite it as important that they know the Geographic location of a number when they are called.

Importance of knowing the Geographic location of number when call received

Base: All adults 18+ 1,030

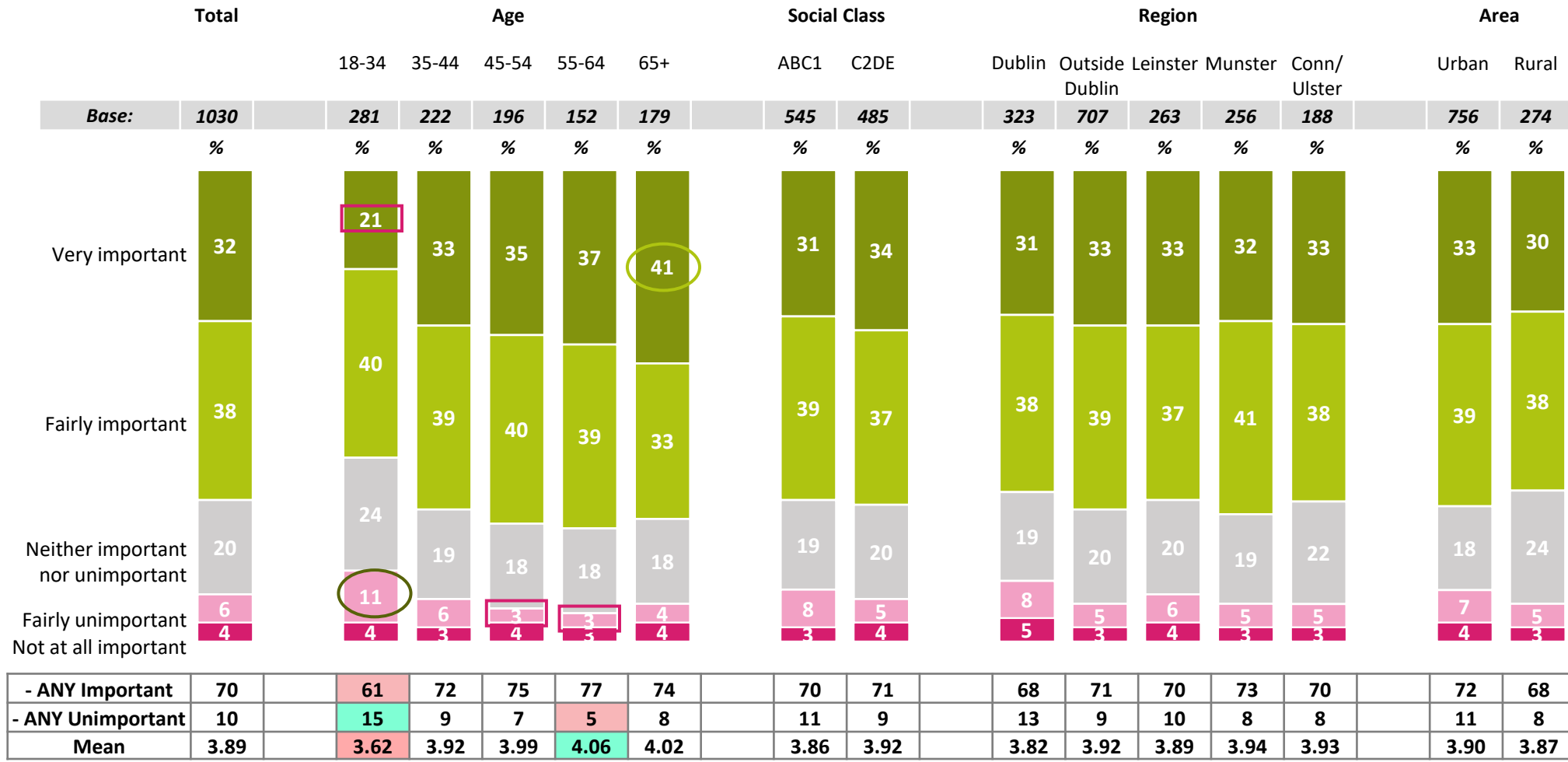
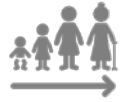


Those calling/receiving Geographic number calls rate it even more important.



Importance of knowing the Geographic location of number when dialling a number

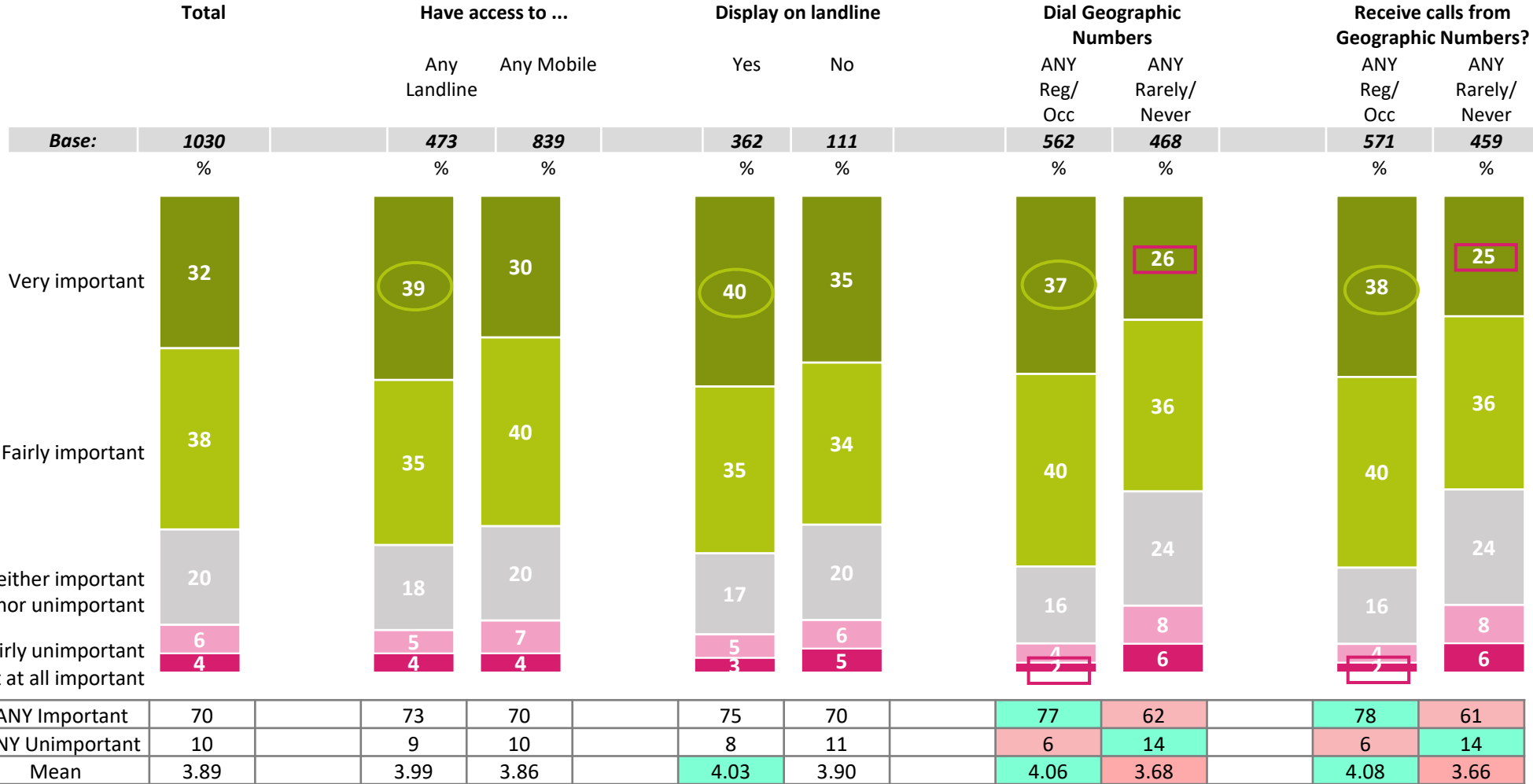
Base: All adults 18+ 1,030



7 in 10 cite it important that they know the Geographic location of a number when making a call.

Importance of knowing the Geographic location of number when dialling a number

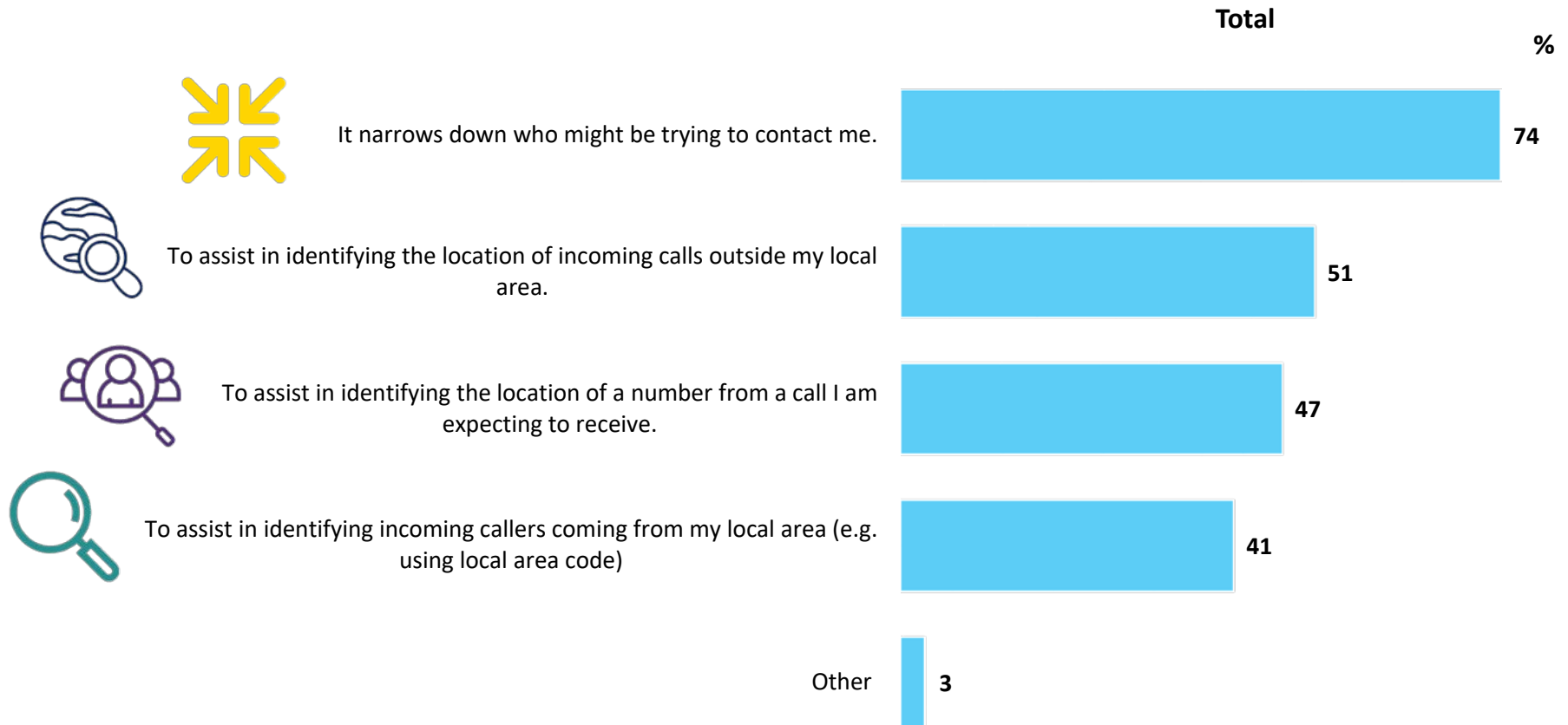
Base: All adults 18+ 1,030



Those calling/receiving Geographic number calls rate it even more important.

Reasons important to know Geographic location of the number being received

Base: All that consider it important 764



People use it to narrow down who is calling them, but also identifying the location of callers.

Reasons important to know Geographic location of number calling x demographics

Base: All that consider it important 764

	Total	Age						Social Class		Region					Area	
		18-24	25-34	35-44	45-54	55-64	65+	ABC1F	C2DE	Dublin	Outside Dublin	Leinster	Munster	Conn/UIster	Urban	Rural
UNWTD	764	193	147	172	161	110	128	410	354	234	530	190	195	145	566	198
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
It narrows down who might be trying to contact me.	74	75	76	72	78	73	71	73	75	71	75	81	73	70	74	74
To assist in identifying the location of incoming calls outside my local area.	51	46	46	48	55	54	55	49	53	50	51	47	54	53	50	52
To assist in identifying the location of a number from a call I am expecting to receive.	47	48	47	48	52	42	46	48	47	41	50	51	50	48	47	48
To assist in identifying incoming callers coming from my local area (e.g. using local area code)	41	42	41	43	42	37	40	42	41	41	42	37	43	46	42	40
Other (please specify)	3	3	3	3	3	2	5	3	3	4	3	4	3	2	3	4



Reasons important to know Geographic location of number calling x demographics

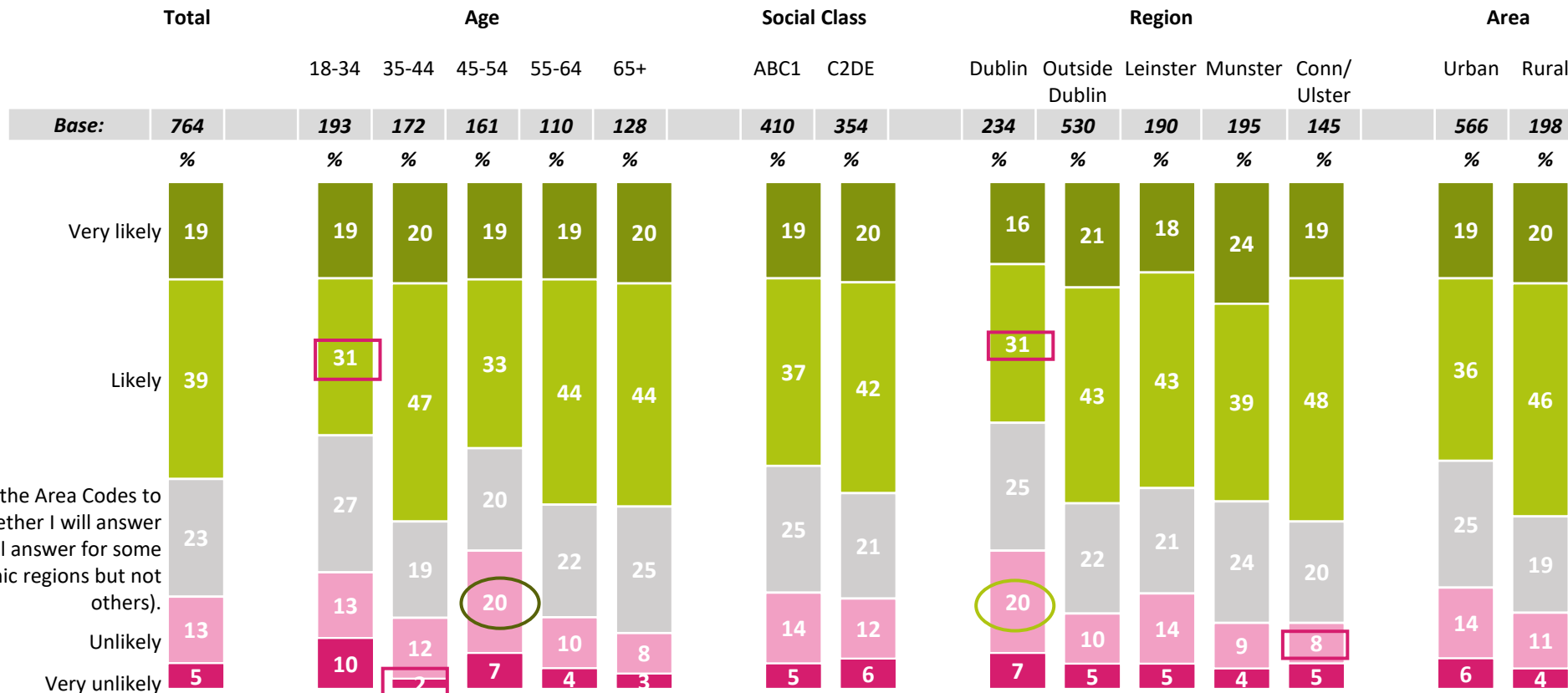
Base: All that consider it important 764

	Total	Have access to ...		Display on landline		Dial Geographic Numbers		Receive calls from Geographic Numbers	
		Any Landline	Any Mobile	Yes	No	ANY Reg/ Occ	ANY Rarely/ Never	ANY Reg/ Occ	ANY Rarely/ Never
UNWTD	764	357	621	283	74	442	322	451	313
	%	%	%	%	%	%	%	%	%
It narrows down who might be trying to contact me.	74	76	75	76	75	74	74	73	75
To assist in identifying the location of incoming calls outside my local area.	51	53	49	54	53	50	51	50	52
To assist in identifying the location of a number from a call I am expecting to receive.	47	46	49	45	50	49	45	48	47
To assist in identifying incoming callers coming from my local area (e.g. using local area code)	41	41	41	41	43	42	40	42	41
Other (please specify)	3	4	3	4	3	3	3	4	3



Likelihood of answering a geographic number, which is not a regular contact

Base: All that consider it important 764



I use the Area Codes to determine whether I will answer or not (i.e. I will answer for some geographic regions but not others).

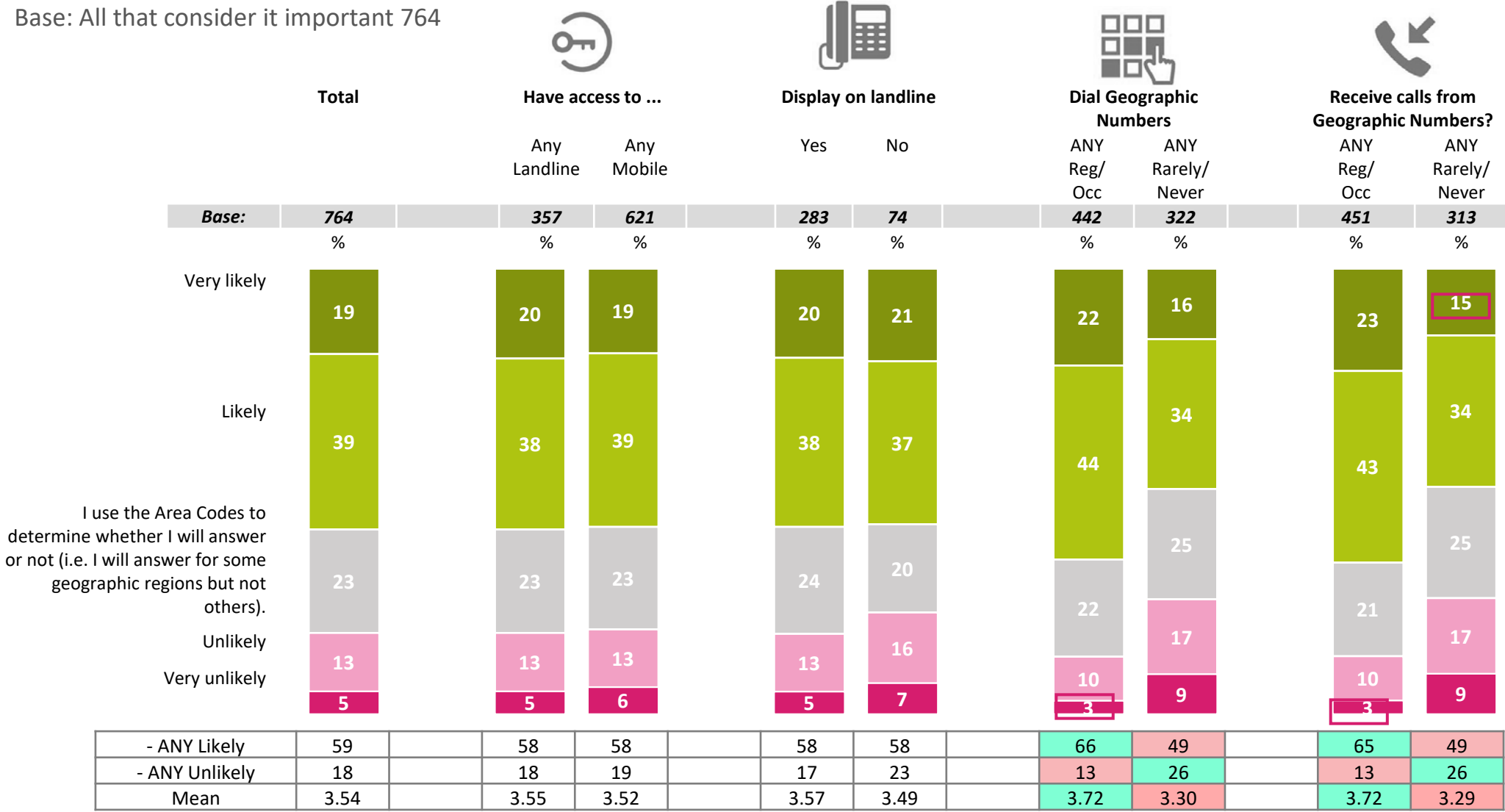
- ANY Likely	59	50	67	52	63	64	56	62	47	63	61	63	67	55	66
- ANY Unlikely	18	22	14	28	15	11	19	17	27	15	18	13	13	20	15
Mean	3.54	3.38	3.71	3.37	3.63	3.70	3.50	3.59	3.29	3.64	3.56	3.70	3.67	3.48	3.67

3 in 5 of those that consider it important to know the location of callers are likely to answer a geographic number which is not a regular contact.

Likelihood of answering a geographic number, which is not a regular contact



Base: All that consider it important 764

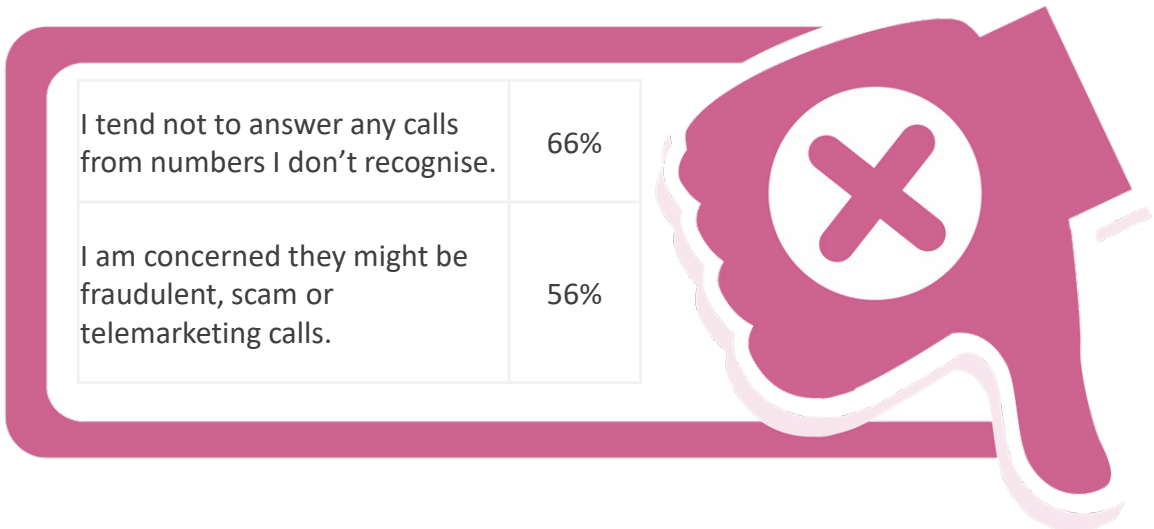


This rises to 2 in 3 of those dialling/receiving Geographic Number calls

Top Reasons likely/unlikely to answer a call when the area code is displayed



I would see the area that the call is being made from	47%
Businesses or services that I use, contact me using Geographic Numbers (e.g. Dentist/Doctor etc) and I don't want to miss their call.	46%
Calls from Geographic Numbers are recognisable	45%

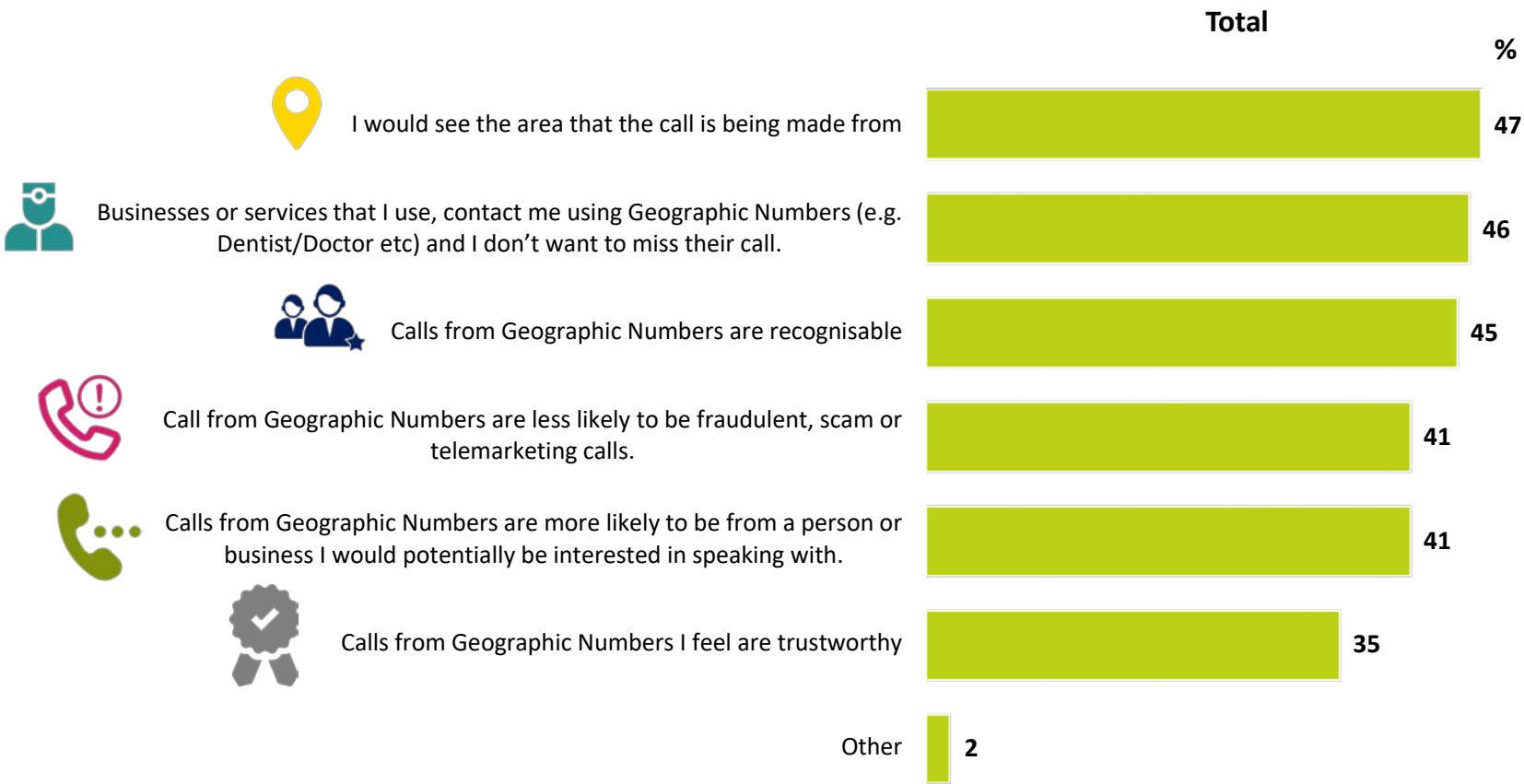


I tend not to answer any calls from numbers I don't recognise.	66%
I am concerned they might be fraudulent, scam or telemarketing calls.	56%

Reasons likely to answer a call when the area code is displayed



Base: All likely to answer – n=625



Reasons likely to answer a call when the area code is displayed



Base: All likely to answer – n=625

	Total	Gender		Age					Social Class		Region					Area	
		Male	Female	18-34	35-44	45-54	55-64	65+	ABC1F	C2DE	Dublin	Outside Dublin	Leinster	Munster	Conn/Ulster	Urban	Rural
UNWTD	625	333	292	154	148	117	93	113	332	293	174	451	155	170	126	457	168
I would see the area that the call is being made from	47	48	46	40	50	41	53	53	45	49	38	50	57	47	44	47	47
Businesses or services that I use, contact me using Geographic Numbers (e.g. Dentist/Doctor etc) and I don't want to miss their call.	46	44	49	48	45	43	42	52	49	43	48	46	42	49	46	45	50
Calls from Geographic Numbers are recognisable	45	45	44	37	41	43	52	53	42	47	41	46	47	48	40	44	45
Call from Geographic Numbers are less likely to be fraudulent, scam or telemarketing calls.	41	43	39	39	41	39	38	48	41	41	34	43	41	43	45	40	43
Calls from Geographic Numbers are more likely to be from a person or business I would potentially be interested in speaking with.	41	41	41	34	42	42	42	48	40	42	38	42	47	39	41	40	44
Calls from Geographic Numbers I feel are trustworthy	35	36	34	26	47	32	35	34	35	35	31	36	30	37	42	36	32
Other (please specify)	2	1	2	0	1	1	3	2	1	2	2	1	-	3	1	1	3

Reasons likely to answer a call when the area code is displayed

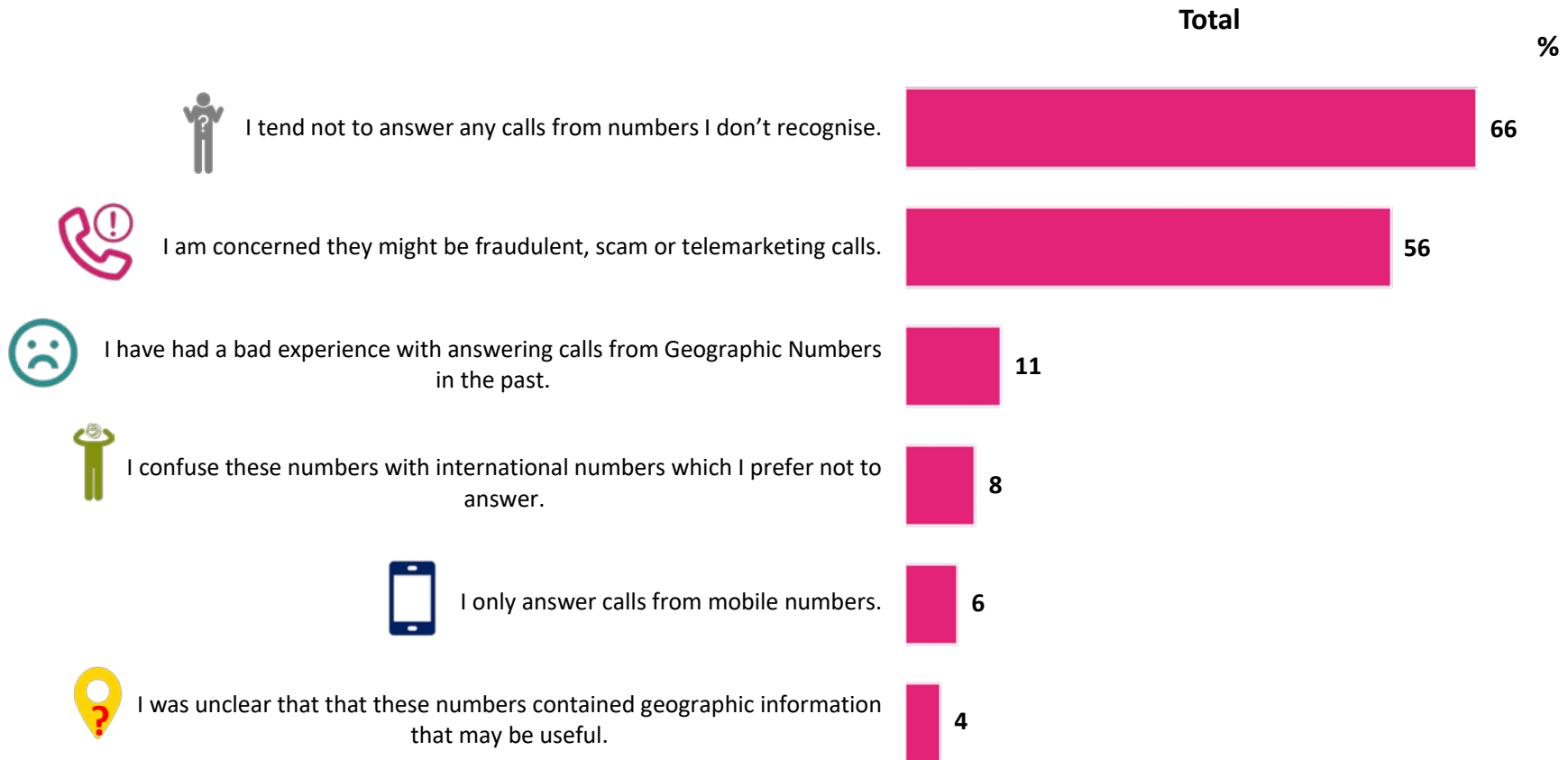


Base: All likely to answer – n=625

	Total	Have access to ...		Display on landline		Dial Geographic Numbers		Receive calls from Geographic Numbers	
		Any Landline	Any Mobile	Yes	No	ANY Reg/ Occ	ANY Rarely/ Never	ANY Reg/ Occ	ANY Rarely/ Never
UNWTD	625	295	503	236	59	382	243	387	238
	%	%	%	%	%	%	%	%	%
I would see the area that the call is being made from	47	49	48	49	45	46	49	49	44
Businesses or services that I use, contact me using Geographic Numbers (e.g. Dentist/Doctor etc) and I don't want to miss their call.	46	49	48	51	43	48	43	47	45
Calls from Geographic Numbers are recognisable	45	48	44	50	43	45	43	45	43
Call from Geographic Numbers are less likely to be fraudulent, scam or telemarketing calls.	41	46	41	46	46	42	40	43	38
Calls from Geographic Numbers are more likely to be from a person or business I would potentially be interested in speaking with.	41	45	41	46	41	43	37	42	40
Calls from Geographic Numbers I feel are trustworthy	35	34	35	34	33	36	33	37	32
Other (please specify)	2	2	1	1	7	2	1	2	1

Reasons less likely to answer a call when the area code is displayed, but is not one of your contacts

Base: All unlikely to answer – n=139



Reasons less likely to answer a call when the area code is displayed, but is not one of your contacts

Base: All unlikely to answer – n=139

	Total	Gender		Age					Social Class		Region					Area	
		Male	Female	18-34	35-44	45-54	55-64	65+	ABC1F	C2DE	Dublin	Outside Dublin	Leinster	Munster	Conn/Ulster	Urban	Rural
UNWTD	139	65	74	39	24	44	17	15	78	61	60	79	35	25	19	109	30
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
I tend not to answer any calls from numbers I don't recognise.	66	63	69	55	57	80	76	66	65	68	62	69	66	67	78	64	72
I am concerned they might be fraudulent, scam or telemarketing calls.	56	59	53	56	52	54	67	53	56	56	55	57	52	64	55	57	53
I have had a bad experience with answering calls from Geographic Numbers in the past.	11	7	14	11	11	8	5	25	13	8	16	8	14	-	7	12	8
I confuse these numbers with international numbers which I prefer not to answer.	8	10	6	11	12	4	-	14	11	6	7	9	2	15	14	10	3
I only answer calls from mobile numbers.	6	8	4	12	5	4	-	-	2	9	1	9	-	18	14	3	13
I was unclear that that these numbers contained geographic information that may be useful.	4	4	3	2	5	4	5	4	4	3	4	3	3	-	10	4	3



Reasons less likely to answer a call when the area code is displayed, but is not one of your contacts

Base: All unlikely to answer – n=139

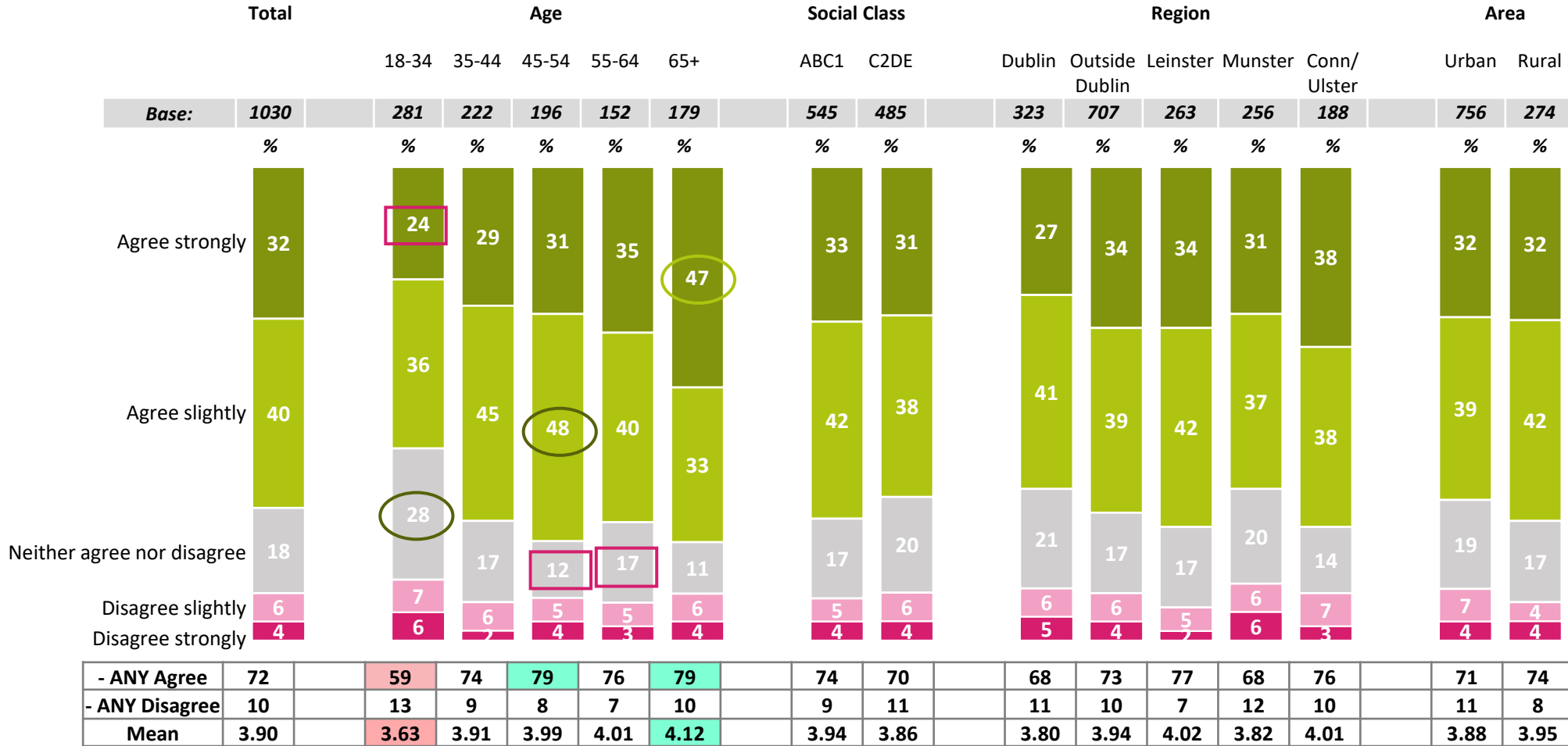
	Total	Have access to ...		Display on landline		Dial Geographic Numbers		Receive calls from Geographic Numbers	
		Any Landline	Any Mobile	Yes	No	ANY Reg/ Occ	ANY Rarely/ Never	ANY Reg/ Occ	ANY Rarely/ Never
UNWTD	139	62	118	47	15	60	79	64	75
	%	%	%	%	%	%	%	%	%
I tend not to answer any calls from numbers I don't recognise.	66	62	66	67	46	74	61	73	61
I am concerned they might be fraudulent, scam or telemarketing calls.	56	53	55	57	43	50	60	55	56
I have had a bad experience with answering calls from Geographic Numbers in the past.	11	14	9	10	24	17	7	15	8
I confuse these numbers with international numbers which I prefer not to answer.	8	7	9	7	9	11	6	8	8
I only answer calls from mobile numbers.	6	4	7	5	-	-	10	3	8
I was unclear that that these numbers contained geographic information that may be useful.	4	3	4	3	5	6	3	6	2





Level of agreement: I trust that the caller is making the call from the Geographic location associated with the number

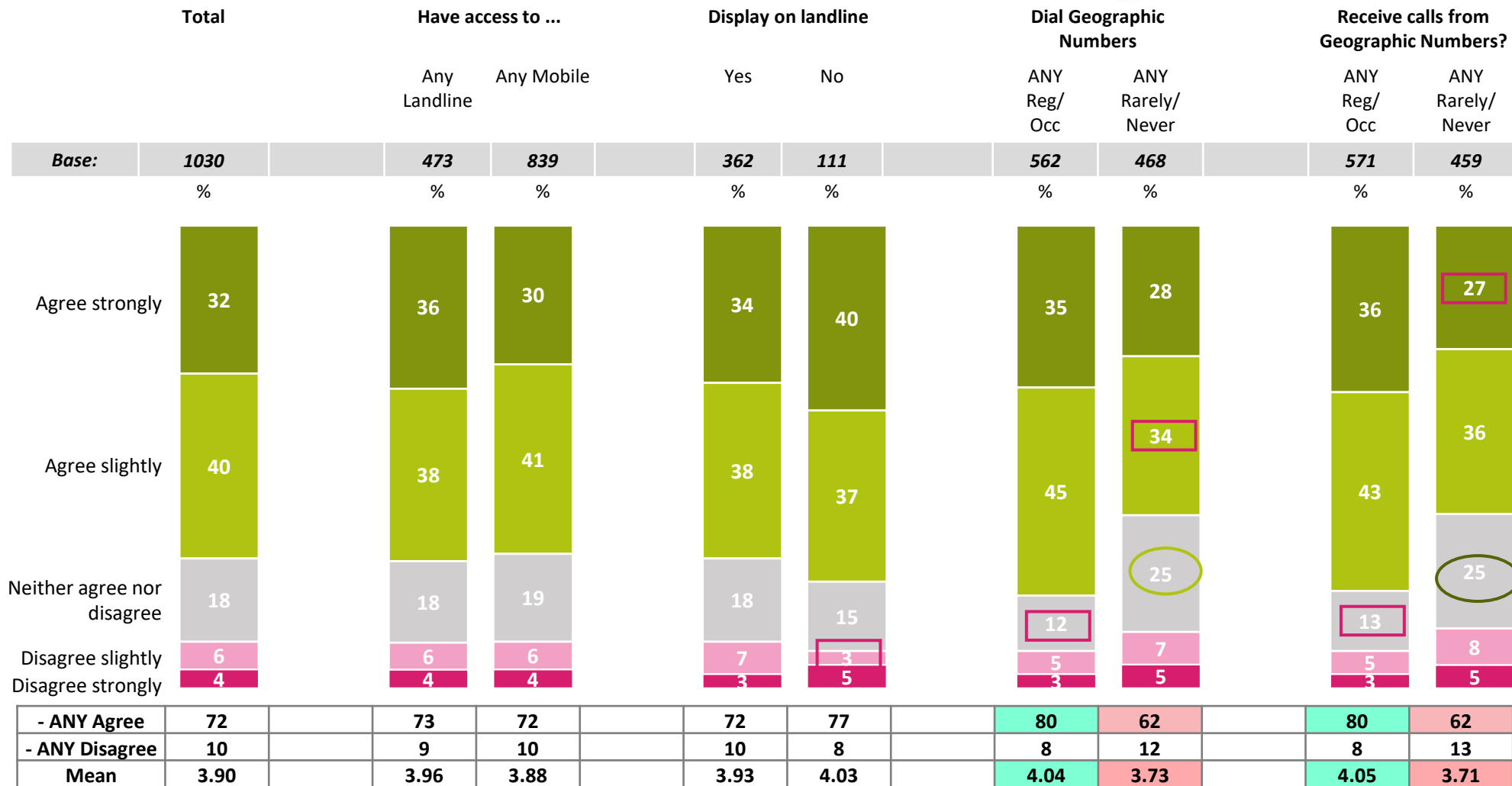
Base: All adults 18+ - n=1,030



Almost 3 in 4 trust that the caller is making the call from the Geographic location associated with the number.

Level of agreement: I trust that the caller is making the call from the Geographic location associated with the number

Base: All adults 18+ 1,030

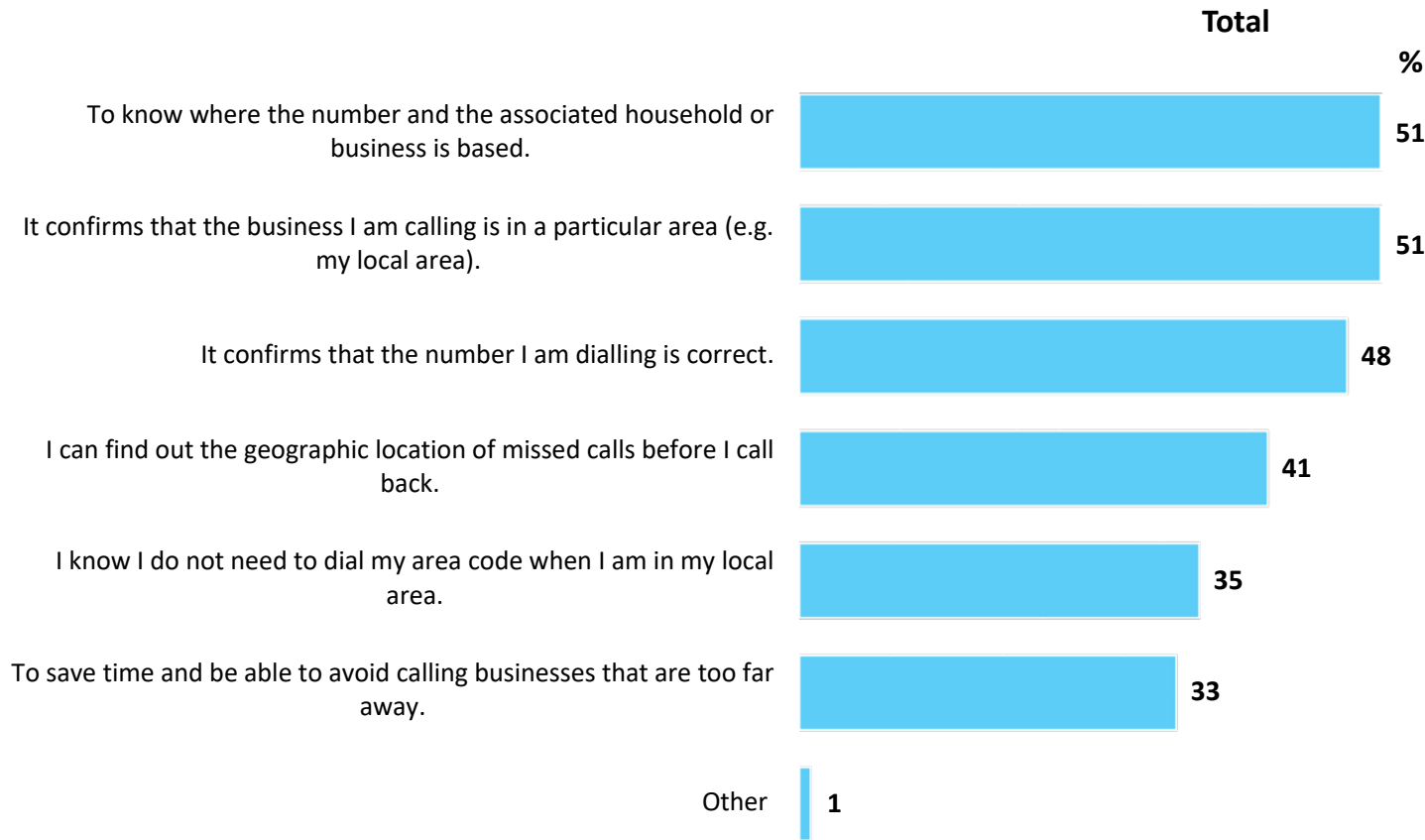


This rises to 4 in 5 of those dialling/ receiving Geographic Number calls.



Reasons it is important to know the Geographic location information provided by the area code when making a call

Base: All regarding it important n=733



People who view it as important want to know where the number and associated business/household is based (51%), it confirms the business is in a particular area (51%), and there is confirmation that the number being dialled is correct (48%).

Reasons it is important to know the Geographic location information provided by the area code when making a call

Base: All regarding it important n=733

	Total	Gender		Age					Social Class		Region					Area	
		Male	Female	18-34	35-44	45-54	55-64	65+	ABC1F	C2DE	Dublin	Outside Dublin	Leinster	Munster	Conn/Ulster	Urban	Rural
UNWTD	733	379	354	174	161	151	115	132	385	348	221	512	188	187	137	544	189
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
To know where the number and the associated household or business is based.	51	49	54	41	55	52	56	56	51	52	46	54	54	56	48	50	55
It confirms that the business I am calling is in a particular area (e.g. my local area).	51	51	51	51	45	49	55	55	48	53	49	51	52	48	55	52	49
It confirms that the number I am dialling is correct.	48	50	46	47	41	43	51	58	44	51	45	49	46	52	48	47	48
I can find out the geographic location of missed calls before I call back.	41	40	41	34	39	32	46	55	39	43	36	43	46	43	37	42	38
I know I do not need to dial my area code when I am in my local area.	35	34	36	20	24	34	43	58	31	39	30	36	39	37	32	33	37
To save time and be able to avoid calling businesses that are too far away.	33	33	33	31	31	40	33	31	35	31	31	34	36	33	31	32	35
Other (please specify)	1	1	1	0	2	2	1	-	2	-	2	1	-	1	1	1	0

Those over 65 years of age have similar reasons to the total population, but also over index on these reasons; It confirms that the number I am dialling is correct, I can find out the geographic location of missed calls before I call back, I know I do not need to dial my area code when I am in my local area.

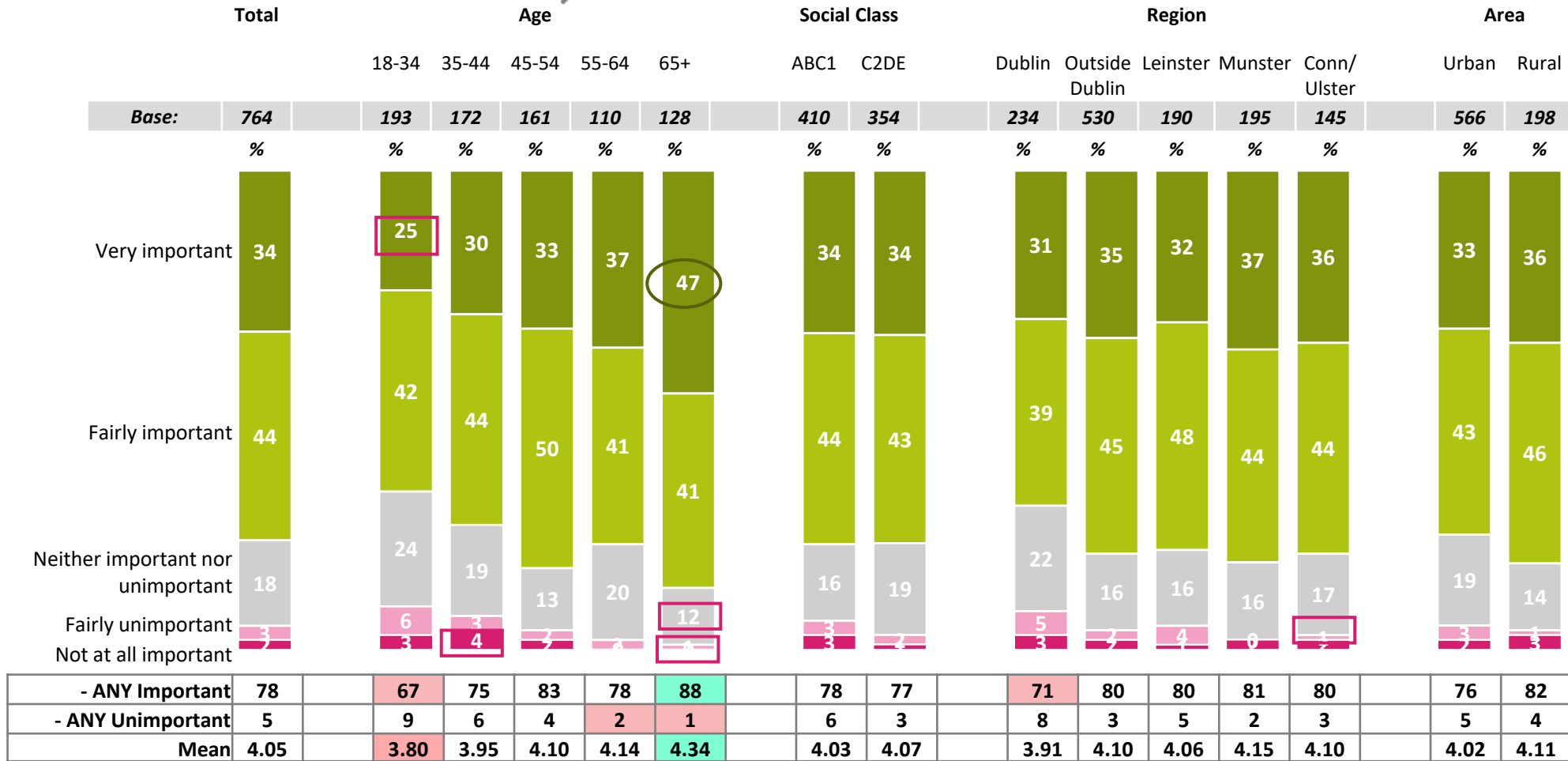
Reasons it is important to know the Geographic location information provided by the area code when making a call

Base: All regarding it important n=733

Base : Important @ Q14	Total	Have access to ...		Display on landline		Dial Geographic Numbers		Receive calls from Geographic Numbers	
		Any Landline	Any Mobile	Yes	No	ANY Reg/Occ	ANY Rarely/ Never	ANY Reg/Occ	ANY Rarely/ Never
UNWTD	733	351	591	271	80	433	300	443	290
	%	%	%	%	%	%	%	%	%
To know where the number and the associated household or business is based.	51	56	52	55	59	54	48	52	50
It confirms that the business I am calling is in a particular area (e.g. my local area).	51	52	49	49	60	53	47	51	50
It confirms that the number I am dialling is correct.	48	50	46	47	59	47	48	47	48
I can find out the geographic location of missed calls before I call back.	41	43	39	44	42	43	37	41	40
I know I do not need to dial my area code when I am in my local area.	35	45	30	42	52	39	29	38	29
To save time and be able to avoid calling businesses that are too far away.	33	35	34	36	31	33	33	33	32
Other (please specify)	1	1	1	1	1	1	1	1	1

Level of importance of the Area Code when considering a call to a Geographic Number to reach a business

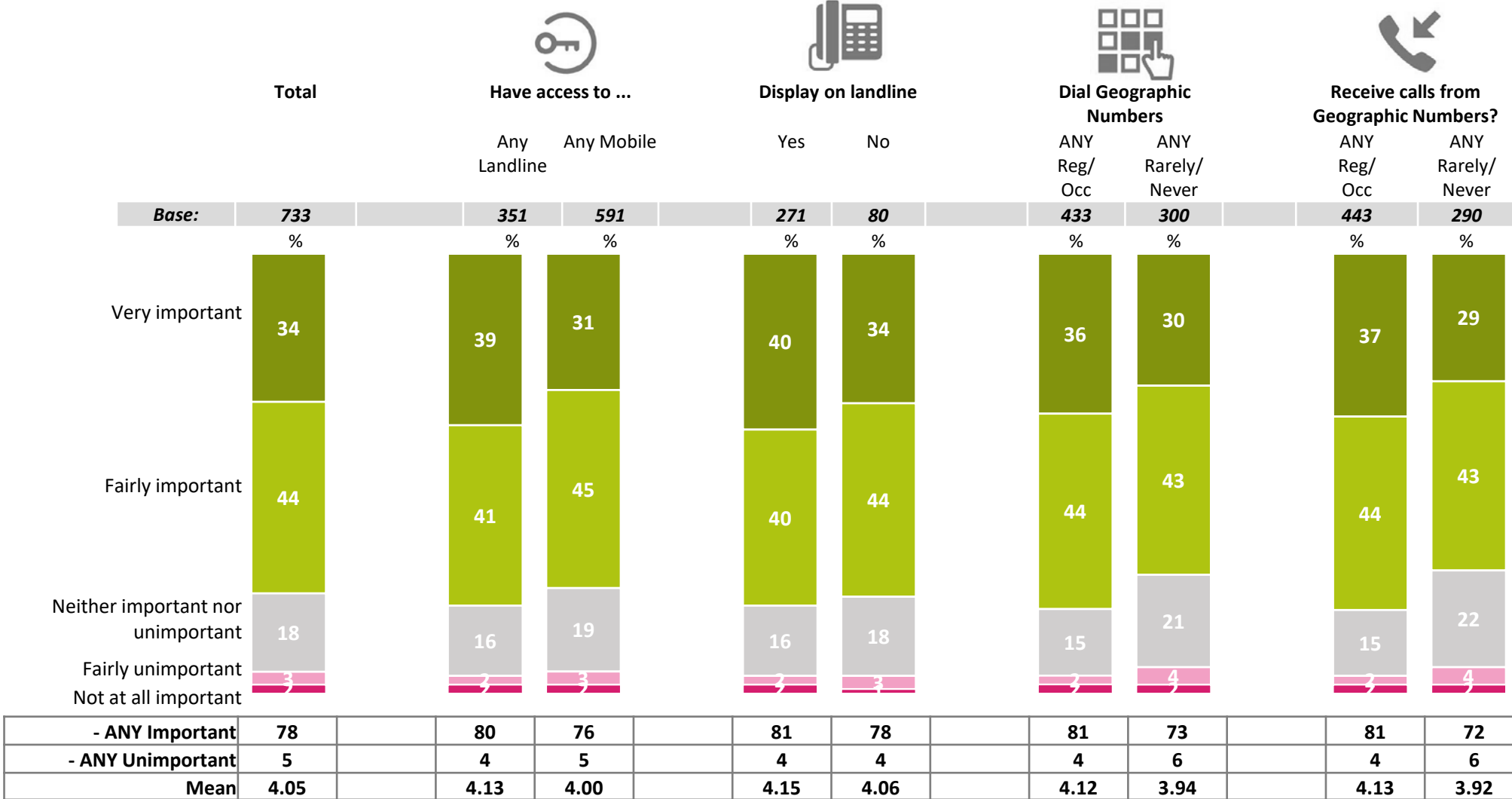
Base all consider it important to know the geographic location of the number they are calling n=733



Almost 4 in 5 consider the Area Code important when considering the making of a call to a Geographic Number to reach a business.

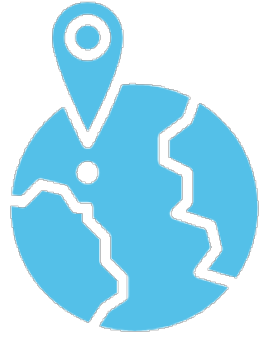
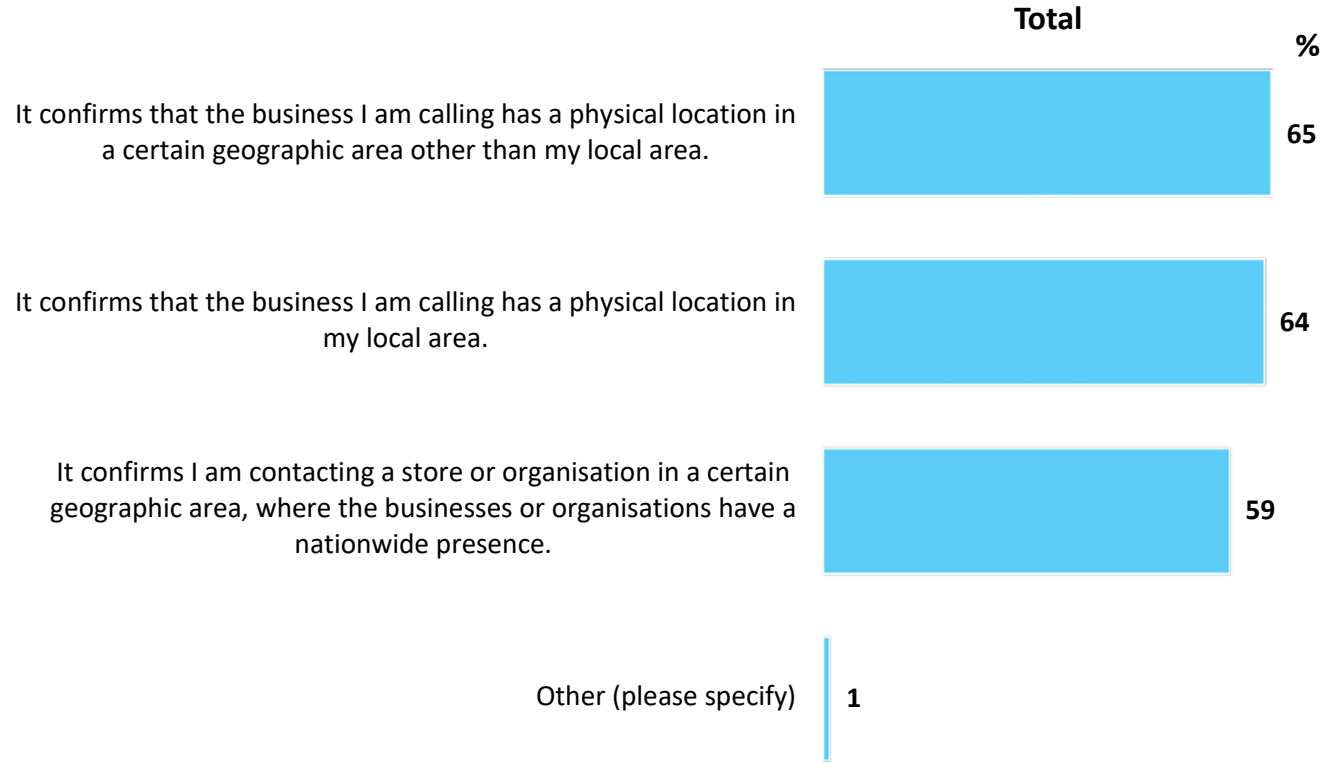
Level of importance of the Area Code when considering a call to a Geographic Number to reach a business

Base all consider it important to know the geographic location of the number they are calling n=733



Main Reasons for considering an Area Code important when making a call to a business

Base All viewing the Area Code important when considering making a call to a Geographic Number for a business – n=567



Strong opinions on reasons for importance of area codes when making a call to a business. Two thirds cite both; It confirms that the business I am calling has a physical location in a certain geographic area other than my local area and It confirms that the business I am calling has a physical location in my local area. A further 3 in 5 cite that It confirms I am contacting a store or organisation in a certain geographic area, where the businesses or organisations have a nationwide presence.

Main Reasons for considering an Area Code important when making a call to a business

Base All viewing the Area Code important when considering making a call to a Geographic Number for a business – n=567

	Total	Gender		Age					Social Class		Region					Area	
		Male	Female	18-34	35-44	45-54	55-64	65+	ABC1F	C2DE	Dublin	Outside Dublin	Leinster	Munster	Conn/Ulster	Urban	Rural
UNWTD	567	291	276	116	120	124	91	116	301	266	158	409	147	153	109	415	152
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
It confirms that the business I am calling has a physical location in a certain geographic area other than my local area.	65	67	63	57	60	64	64	78	65	65	58	67	66	66	72	63	69
It confirms that the business I am calling has a physical location in my local area.	64	64	65	60	67	64	66	65	66	63	66	64	65	63	62	65	63
It confirms I am contacting a store or organisation in a certain geographic area, where the businesses or organisations have a nationwide presence.	59	60	58	60	49	62	58	66	56	63	59	59	61	60	56	58	62
Other (please specify)	1	0	1	-	-	3	1	-	-	1	1	1	-	1	1	0	1



Main Reasons for considering an Area Code important when making a call to a business

Base All viewing the Area Code important when considering making a call to a Geographic Number for a business – n=567

	Total	Have access to ...		Display on landline		Dial Geographic Numbers		Receive calls from Geographic Numbers	
		Any Landline	Any Mobile	Yes	No	ANY Reg/Occ	ANY Rarely/ Never	ANY Reg/Occ	ANY Rarely/ Never
UNWTD	567	284	448	220	64	350	217	357	210
	%	%	%	%	%	%	%	%	%
It confirms that the business I am calling has a physical location in a certain geographic area other than my local area.	65	70	65	72	62	64	66	65	64
It confirms that the business I am calling has a physical location in my local area.	64	68	63	64	83	65	63	65	64
It confirms I am contacting a store or organisation in a certain geographic area, where the businesses or organisations have a nationwide presence.	59	62	57	60	69	61	56	60	57
Other (please specify)	1	-	1	-	-	1	1	1	1



Level of satisfaction with current approach: Household/Business required to have a physical presence in the area associated with the Geographic Number

Base: All adults 18+ n=1,030



GEOGRAPHIC NUMBERS

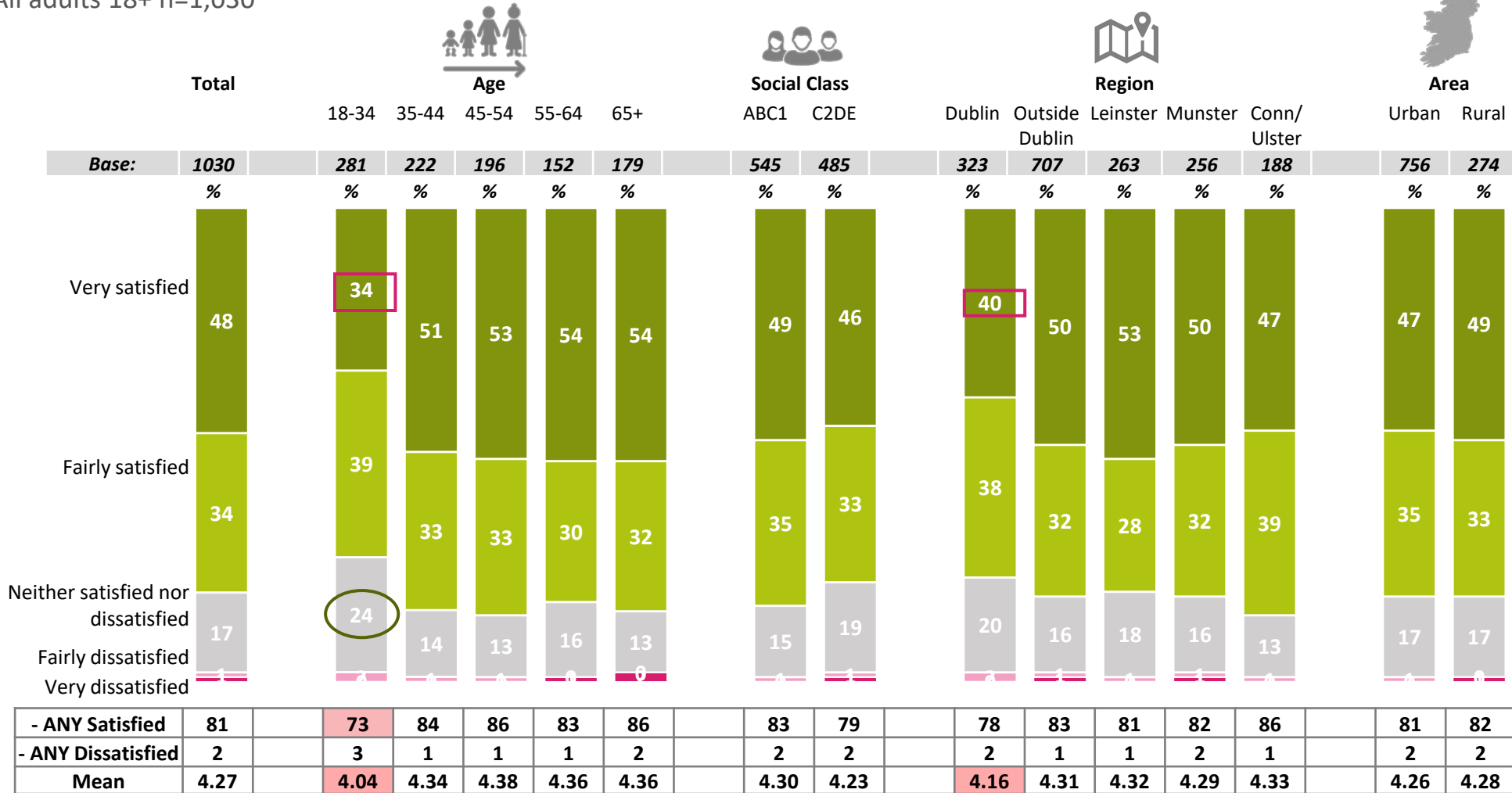
Interviewer Explanation:

Currently, in order to receive a geographic number a household or business is required have a physical presence in that geographic region. For example, in order to get a Longford area number (04) a household or business requires a physical presence in Longford. Conversely, a household or business in Longford could not use a Dublin Number and vice versa.

Q.23 How satisfied are you with the current approach whereby a household or business requires a physical presence in the area associated with the geographic number?

Level of satisfaction with current approach: Households/Businesses required to have a physical presence in the area associated with the Geographic Number

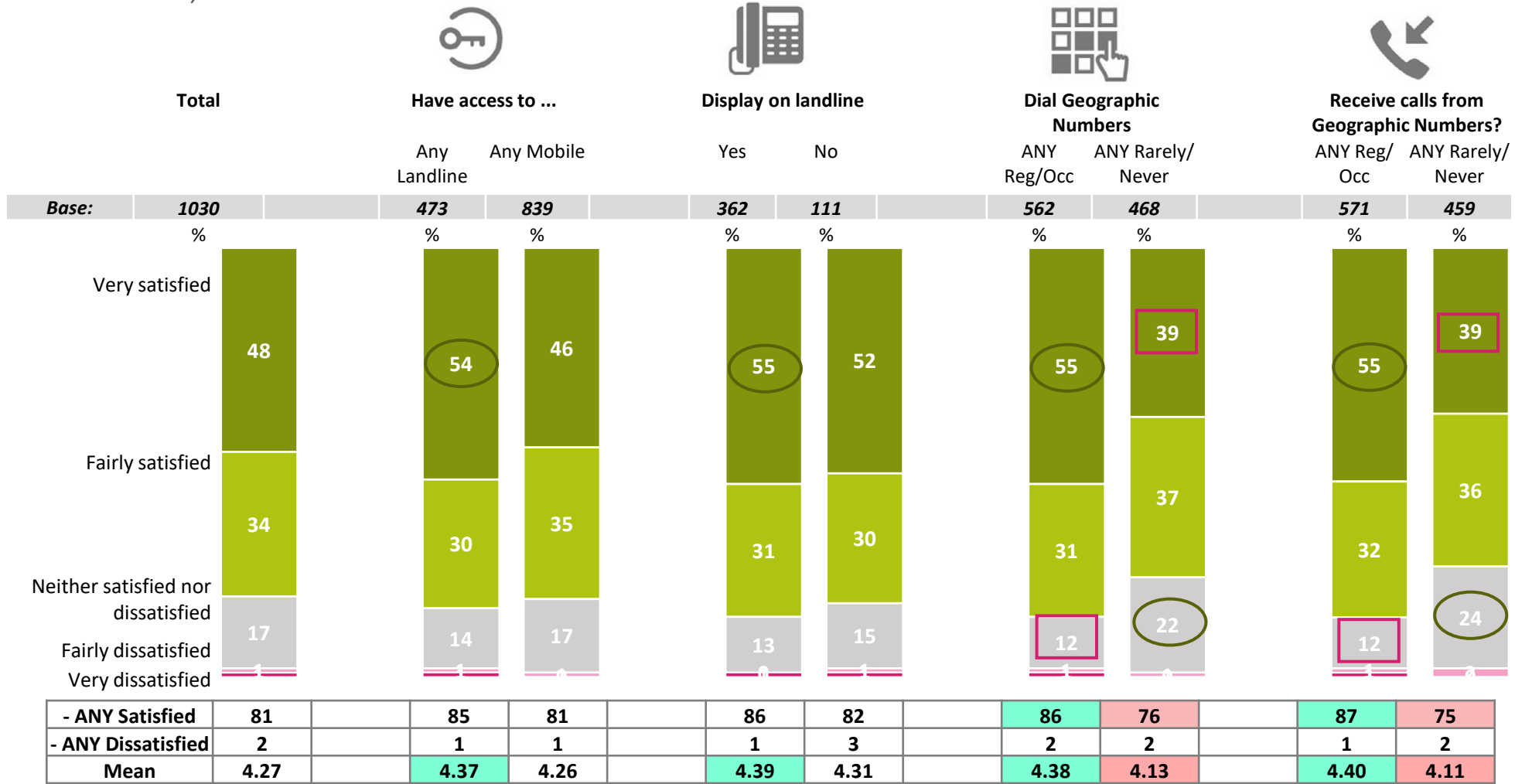
Base: All adults 18+ n=1,030



The vast majority, 4 in 5 are satisfied with the current approach.

Level of satisfaction with current approach: Household/Business required to have a physical presence in the area associated with the Geographic Number

Base: All adults 18+ 1,030



This rises to almost 9 in 10 of those calling/ receiving Geographic Number calls

Reaction to a business not required to have a physical presence in Ireland/relevant geographic area (e.g. a business using a Dublin or Longford number might be actually based somewhere else in Ireland) to use a geographic number

Base: All adults 18+ 1,030



I would be concerned about fraudulent, scam or telemarketing calls

Not required in Ireland Not required in relevant geographic area



It would reduce my trust in these businesses or organisations

Not required in Ireland Not required in relevant geographic area



I would answer less calls from these numbers or unknown numbers

Not required in Ireland Not required in relevant geographic area



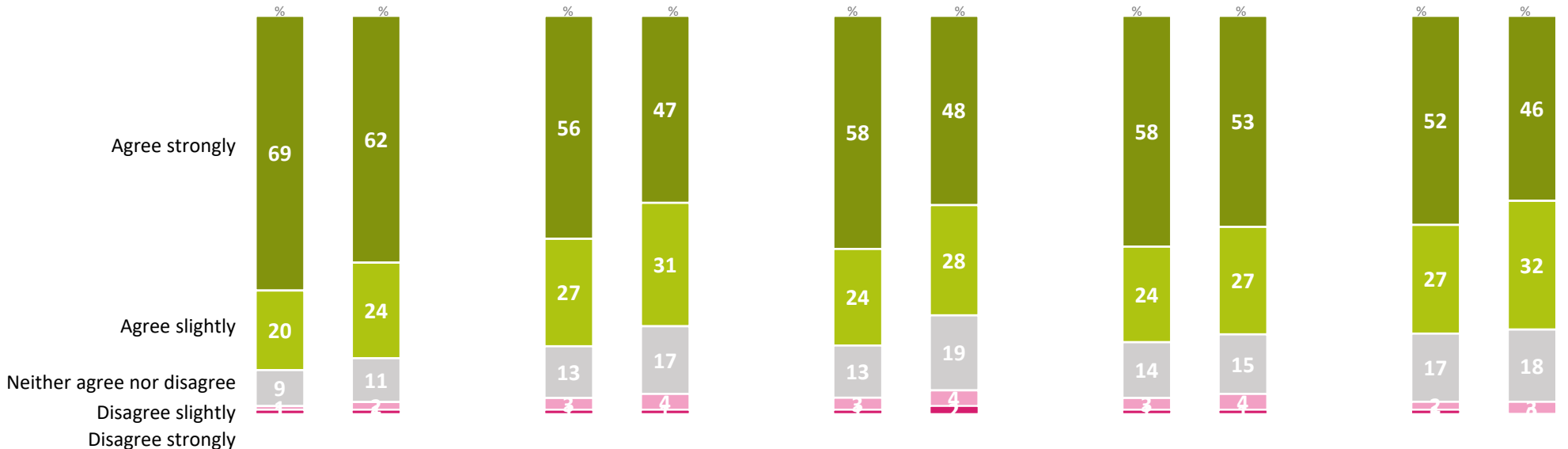
It would reduce my trust in the geographic numbering system

Not required in Ireland Not required in relevant geographic area



I feel it is likely to lead to more complaints to the operator or regulator

Not required in Ireland Not required in relevant geographic area



- ANY Agree	89	86		83	78		83	76		83	81		80	78
- ANY Disagree	2	3		4	5		5	6		4	5		3	4
Mean	4.54	4.44		4.34	4.20		4.35	4.17		4.36	4.28		4.27	4.19

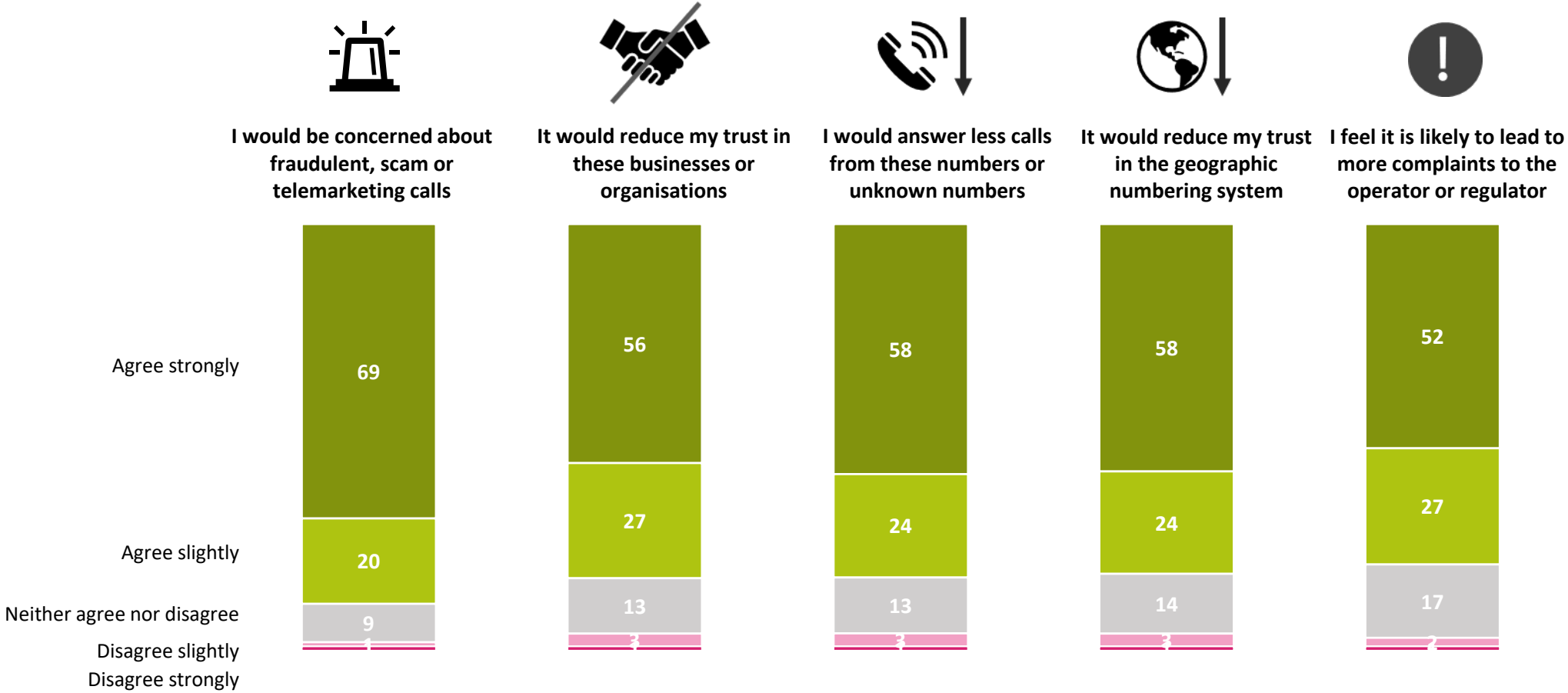
A great deal of concern evident if businesses were not required to have a physical presence in Ireland to use a Geographic Number - with high levels of agreeing strongly with the levels of concern. Also concern exists if businesses could be based in a different geographic region within Ireland.

Q.24 If a business is not required have a physical presence in Ireland to use a geographic number, to what extent would you agree or disagree with follow?..

Q.25 If a business is not required have a physical presence in the relevant geographic area in to use a geographic number (e.g. a business using a Dublin or Longford number might be actually based somewhere else in Ireland).

Reaction to a business not required to have a physical presence in Ireland to use a geographic number

Base: All adults 18+ 1,030



- ANY Agree	89	83	83	83	80
- ANY Disagree	2	4	5	4	3
Mean	4.54	4.34	4.35	4.36	4.27

A great deal of concern evident if businesses were not required to have a physical presence in Ireland to use a Geographic Number - with high levels of agreeing strongly with the levels of concern.

Reaction to a business not having a physical presence in Ireland to use a geographic number - Any Agree

Base: All adults 18+ 1,030

	Total	Age					Social Class		Region					Area	
		18-34	35-44	45-54	55-64	65+	ABC1F	C2DE	Dublin	Outside Dublin	Leinster	Munster	Conn/Ulster	Urban	Rural
UNWTD	1030	281	222	196	152	179	545	485	323	707	263	256	188	756	274
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
I would be concerned about fraudulent, scam or telemarketing calls	89	81	86	93	92	96	89	88	88	89	88	88	90	88	90
It would reduce my trust in these businesses or organisations	83	75	83	88	84	89	83	83	82	83	81	84	87	81	86
I would answer less calls from these numbers or unknown numbers	83	74	83	90	83	88	82	83	79	84	83	84	86	81	85
It would reduce my trust in the geographic numbering system	83	76	78	88	89	87	83	82	81	83	82	84	86	81	86
I feel it is likely to lead to more complaints to the operator or regulator	80	73	81	84	83	82	81	78	81	79	77	77	84	80	78
None of these	6	9	9	3	3	3	4	8	5	6	6	7	5	6	5

Concern even higher amongst those aged 65+, but also trust in the Geographic Numbering system is likely to be severely dented amongst those agreed 45+.

Reaction to a business not having a physical presence in Ireland to use a geographic number - Any Agree

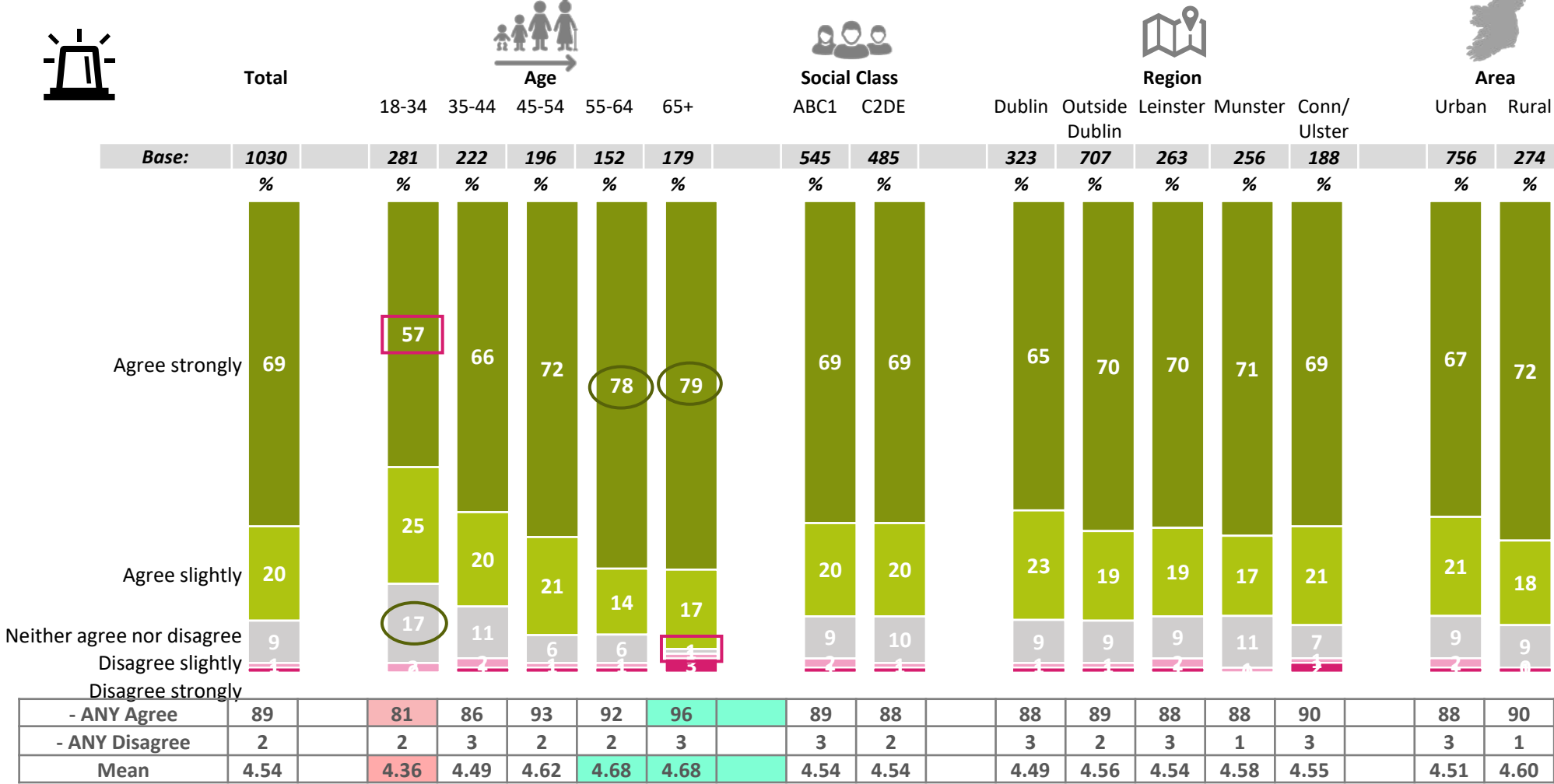
Base: All adults 1,030

	Total	Have access to ...		Display on landline		Dial Geographic Numbers		Receive calls from Geographic Numbers	
		Any Landline	Any Mobile	Yes	No	ANY Reg/ Occ	ANY Rarely/ Never	ANY Reg/ Occ	ANY Rarely/ Never
UNWTD	1030	473	839	362	111	562	468	571	459
	%	%	%	%	%	%	%	%	%
I would be concerned about fraudulent, scam or telemarketing calls	89	91	88	92	90	91	85	92	84
It would reduce my trust in these businesses or organisations	83	87	83	87	87	87	78	87	78
I would answer less calls from these numbers or unknown numbers	83	84	82	85	80	85	80	86	79
It would reduce my trust in the geographic numbering system	83	85	82	86	80	85	80	86	78
I feel it is likely to lead to more complaints to the operator or regulator	80	83	79	84	81	83	76	83	75
None of these	6	5	6	4	6	4	9	3	10

Concerns even higher amongst those receiving Geographic Number calls.

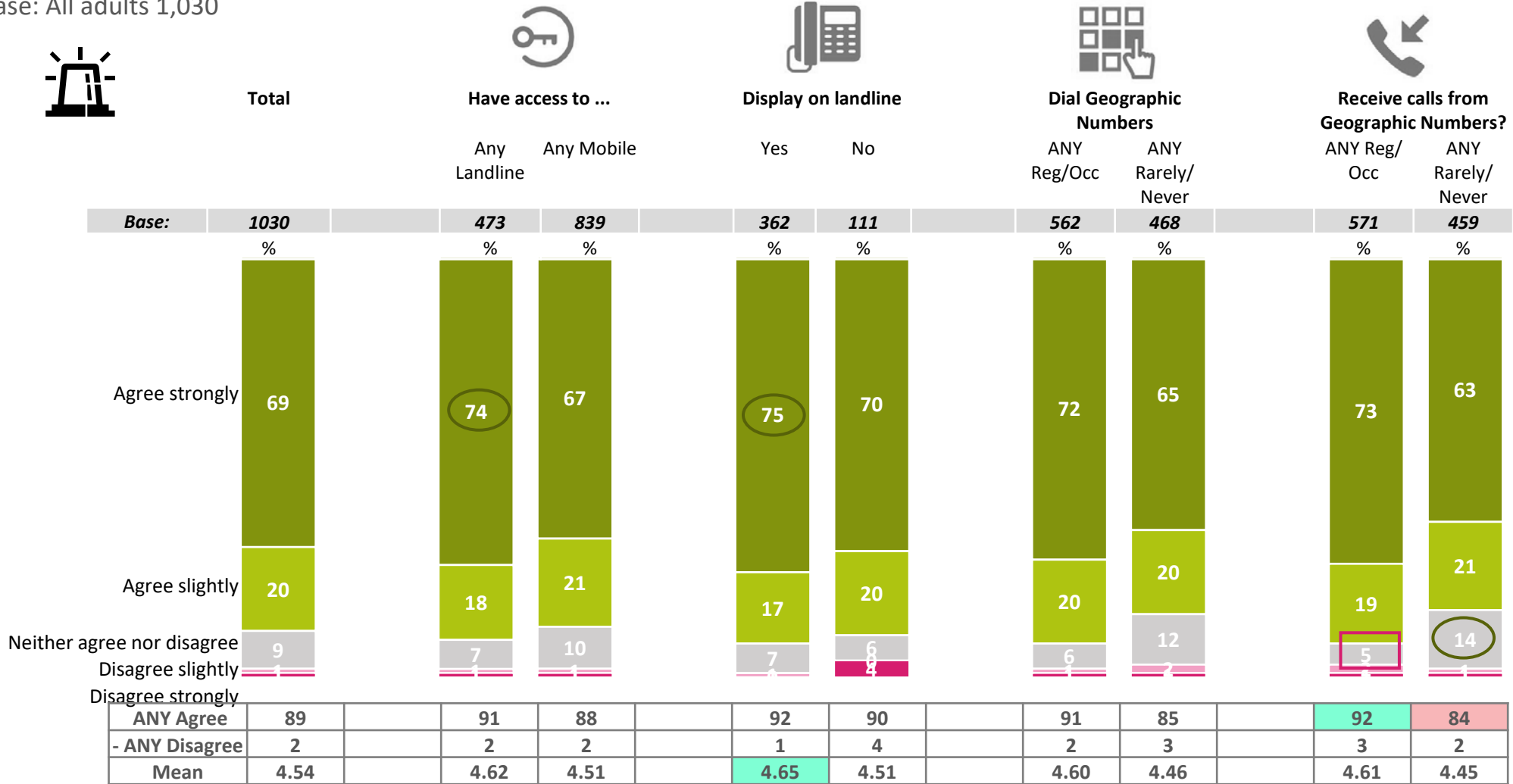
Reaction to a business not having a physical presence in Ireland to use a geographic number ... *I would be concerned about fraudulent, scam or telemarketing calls*

Base: All adults 1,030



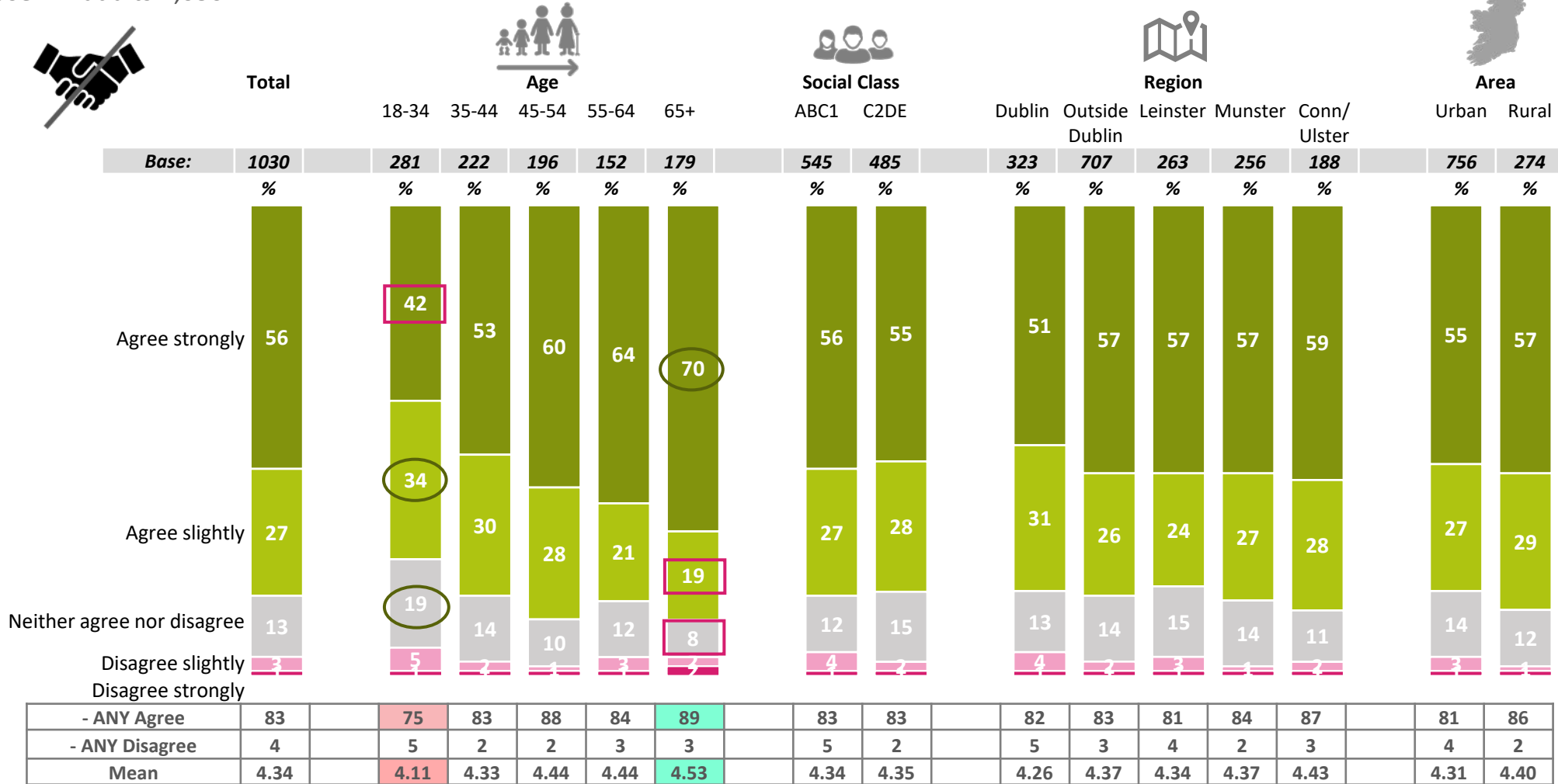
Reaction to a business not having a physical presence in Ireland to use a geographic number ... *I would be concerned about fraudulent, scam or telemarketing calls*

Base: All adults 1,030

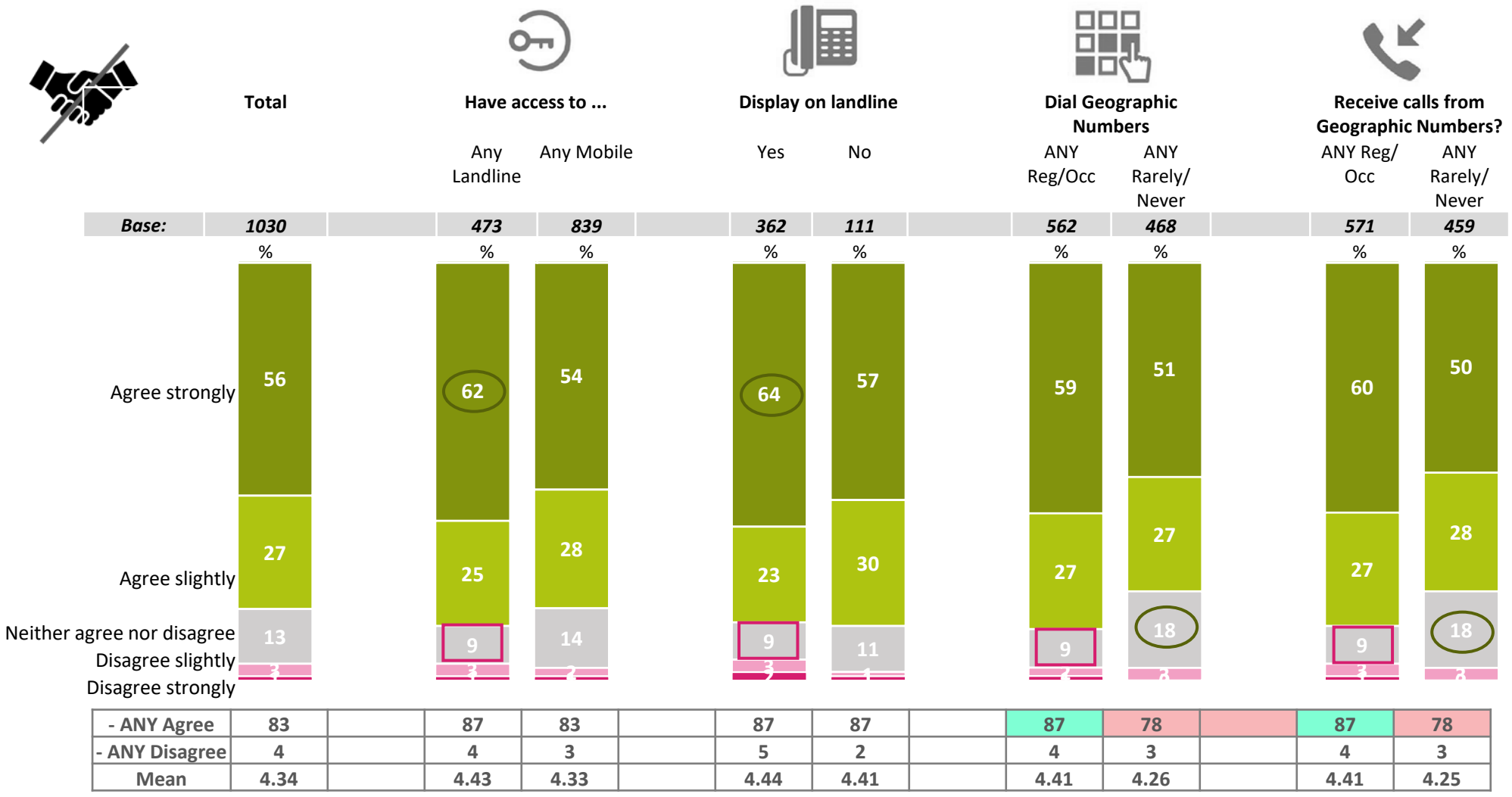


Reaction to a business not having a physical presence in Ireland to use a geographic number ... *It would reduce my trust in these businesses or organisations*

Base: All adults 1,030

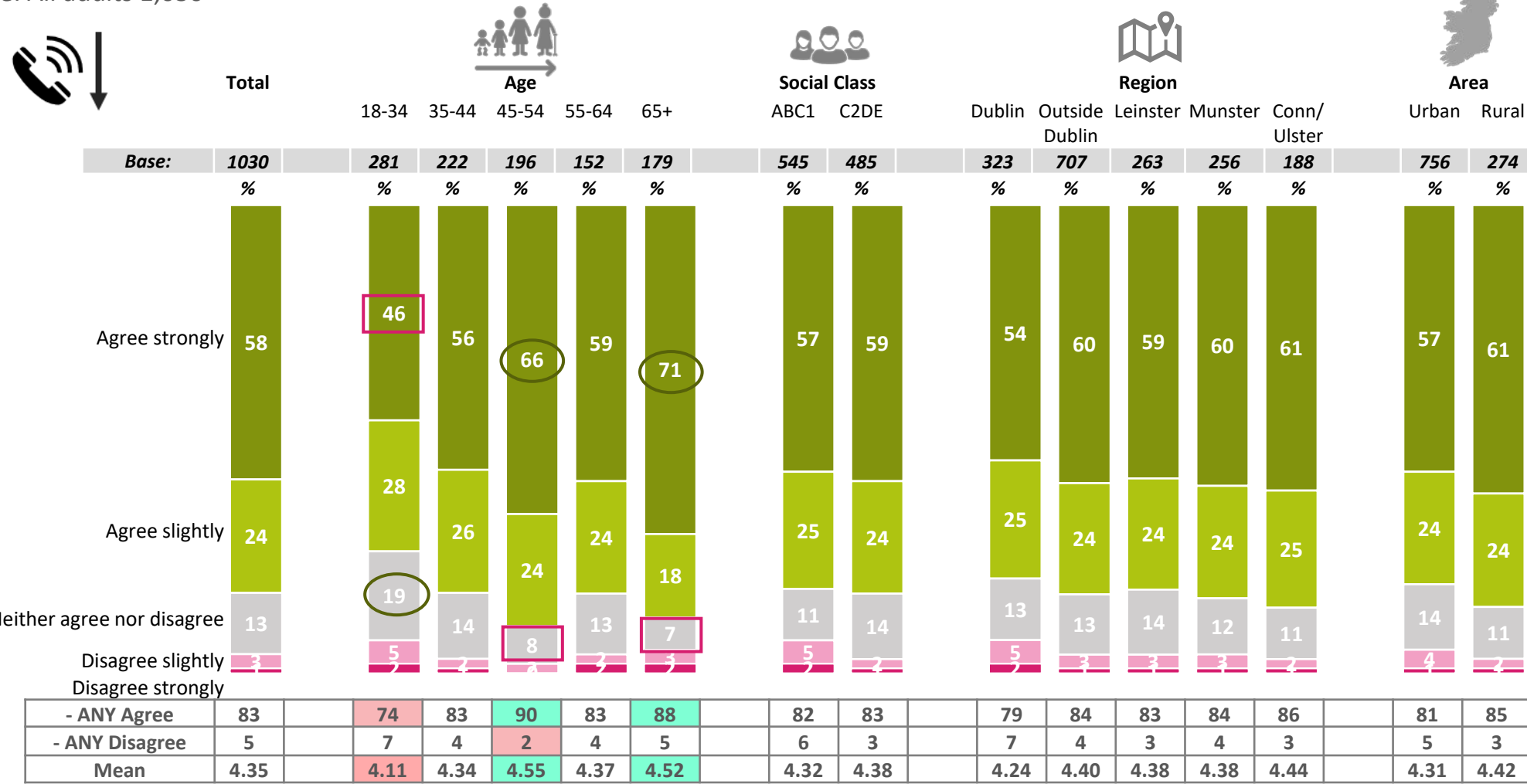


Reaction to a business not having a physical presence in Ireland to use a geographic number ... *It would reduce my trust in these businesses or organisations*



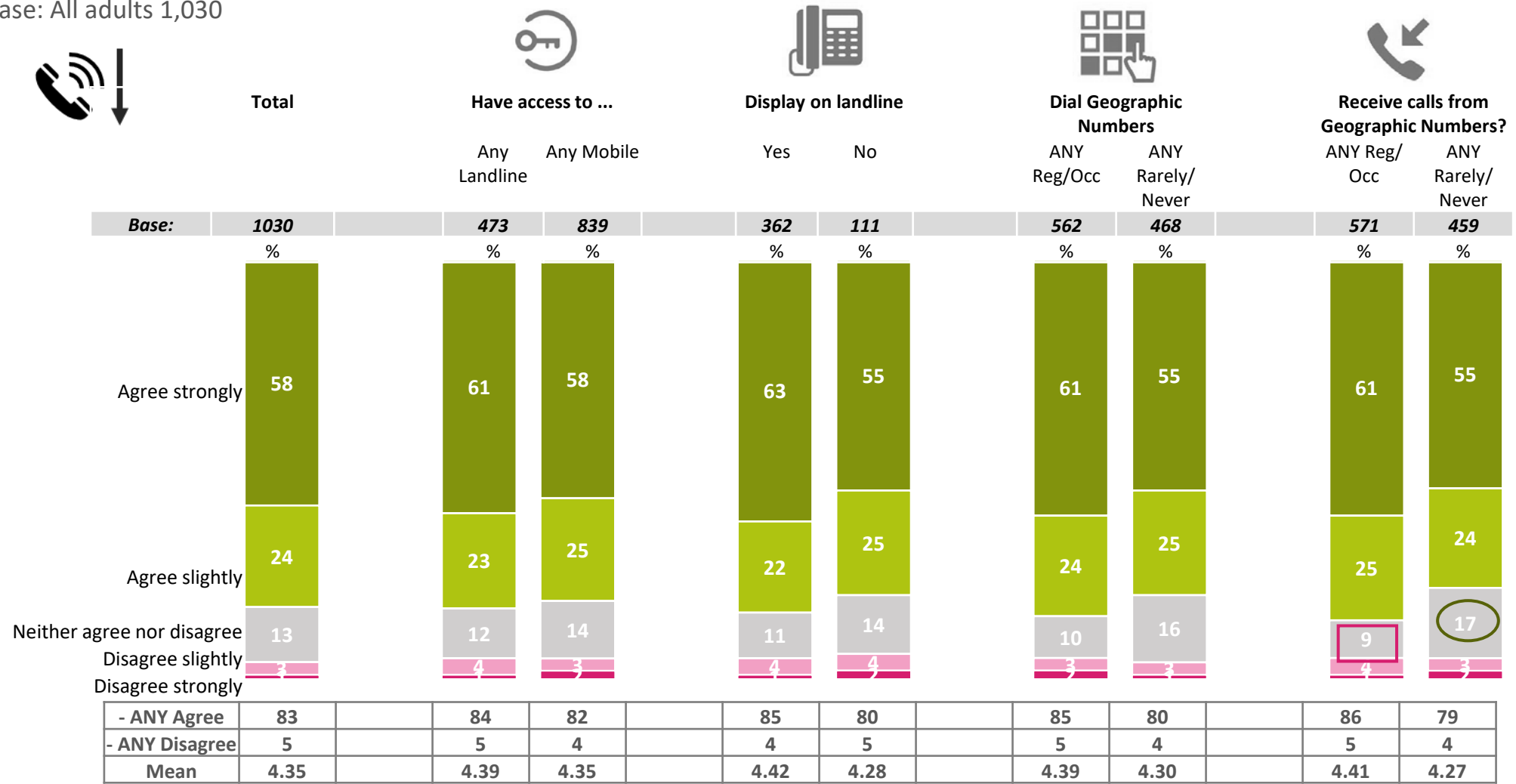
Reaction to a business not having a physical presence in Ireland to use a geographic number ... *I would answer less calls from these numbers or unknown numbers*

Base: All adults 1,030



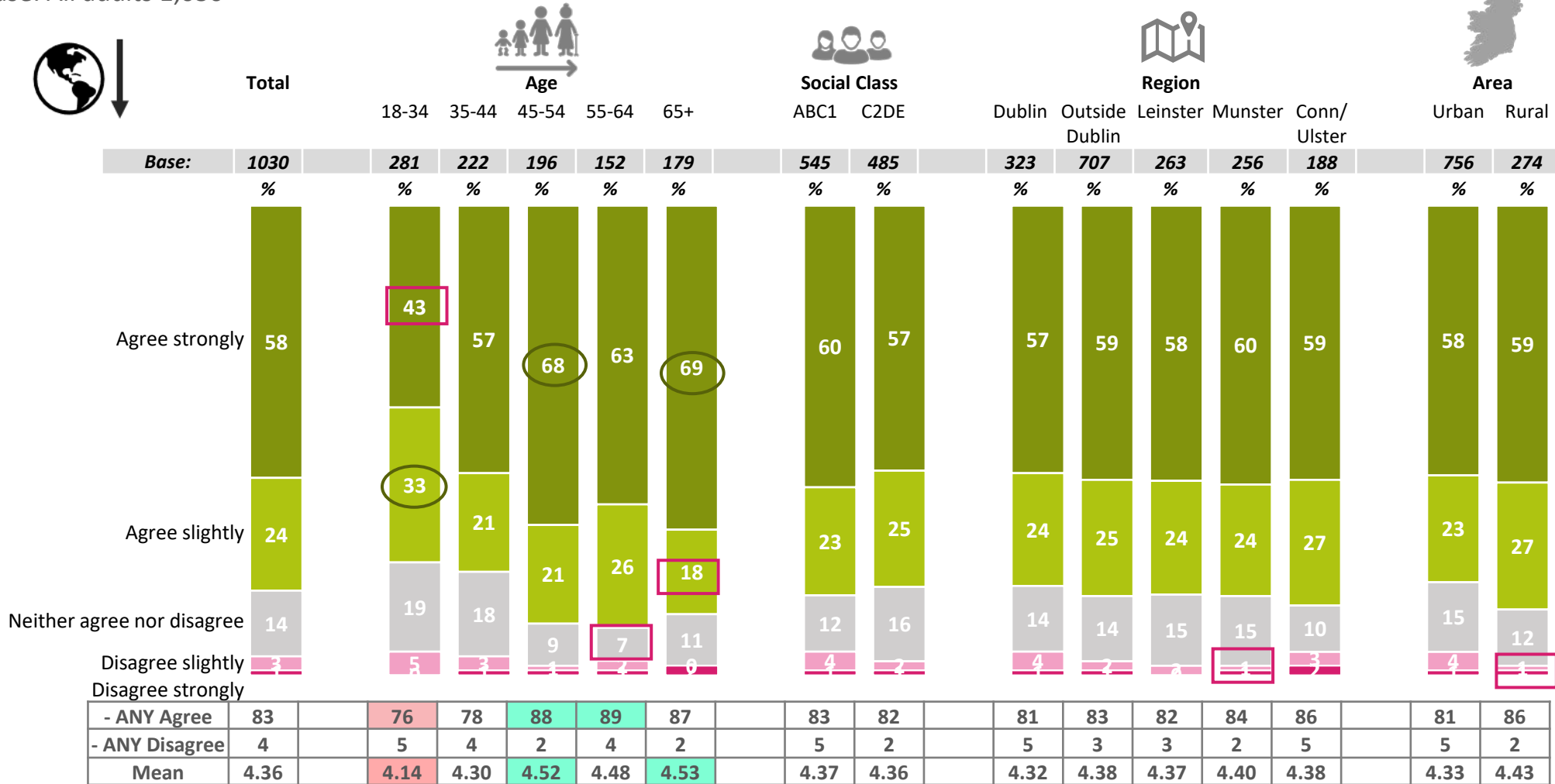
Reaction to a business not having a physical presence in Ireland to use a geographic number ... *I would answer less calls from these numbers or unknown numbers*

Base: All adults 1,030



Reaction to a business not having a physical presence in Ireland to use a geographic number ... *It would reduce my trust in the geographic numbering system*

Base: All adults 1,030



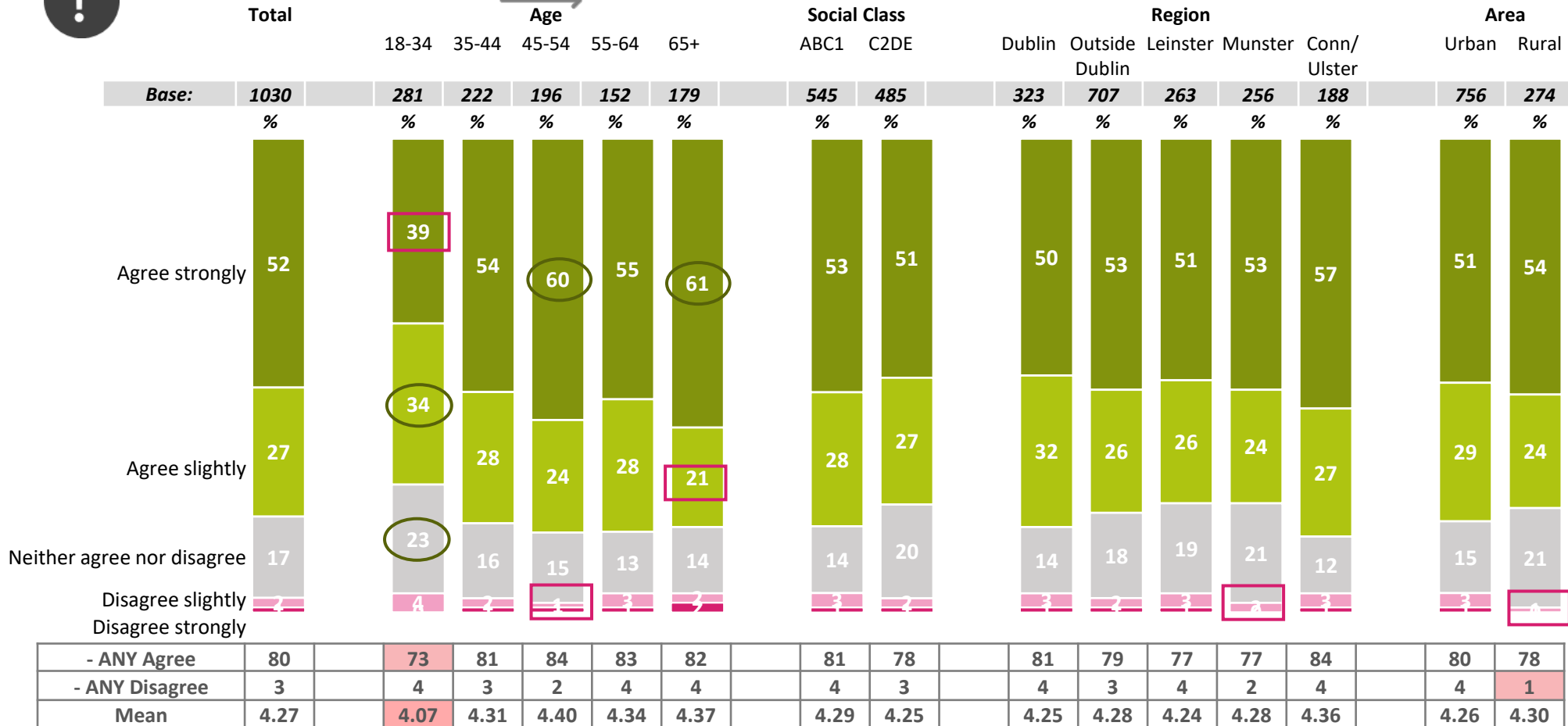
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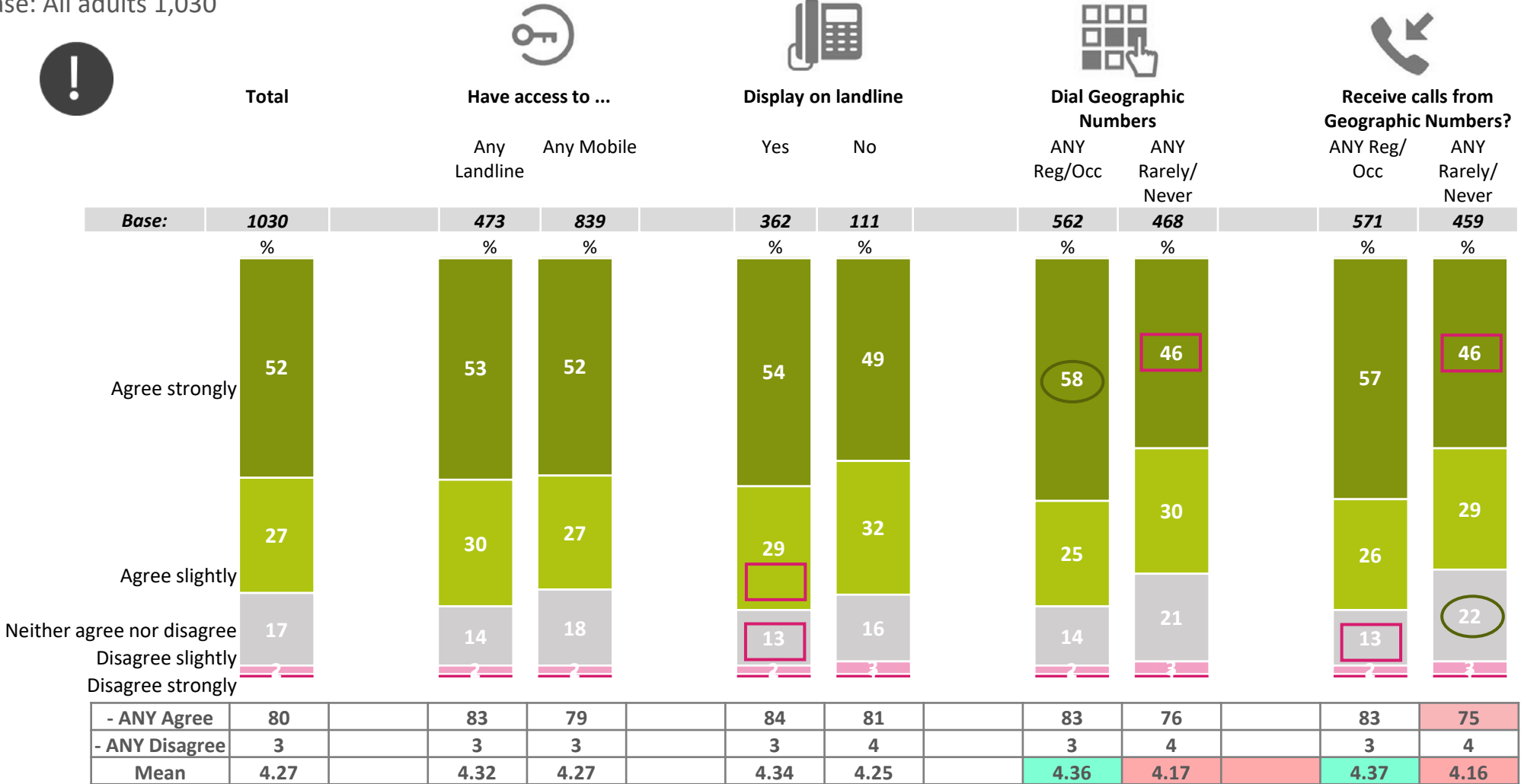
Reaction to a business not having a physical presence in Ireland to use a geographic number ... *I feel it is likely to lead to more complaints to the operator or regulator*

Base: All adults 1,030



Reaction to a business not having a physical presence in Ireland to use a geographic number ... *I feel it is likely to lead to more complaints to the operator or regulator*

Base: All adults 1,030



Reaction to a business not required have a physical presence in the relevant geographic area in to use a geographic number (e.g. a business using a Dublin or Longford number might be actually based somewhere else in Ireland).

Base: All adults 18+ - n=1,030



I would be concerned about fraudulent, scam or telemarketing calls



It would reduce my trust in these businesses or organisations



I would answer less calls from these numbers or unknown numbers



It would reduce my trust in the geographic numbering system



I feel it is likely to lead to more complaints to the operator or regulator

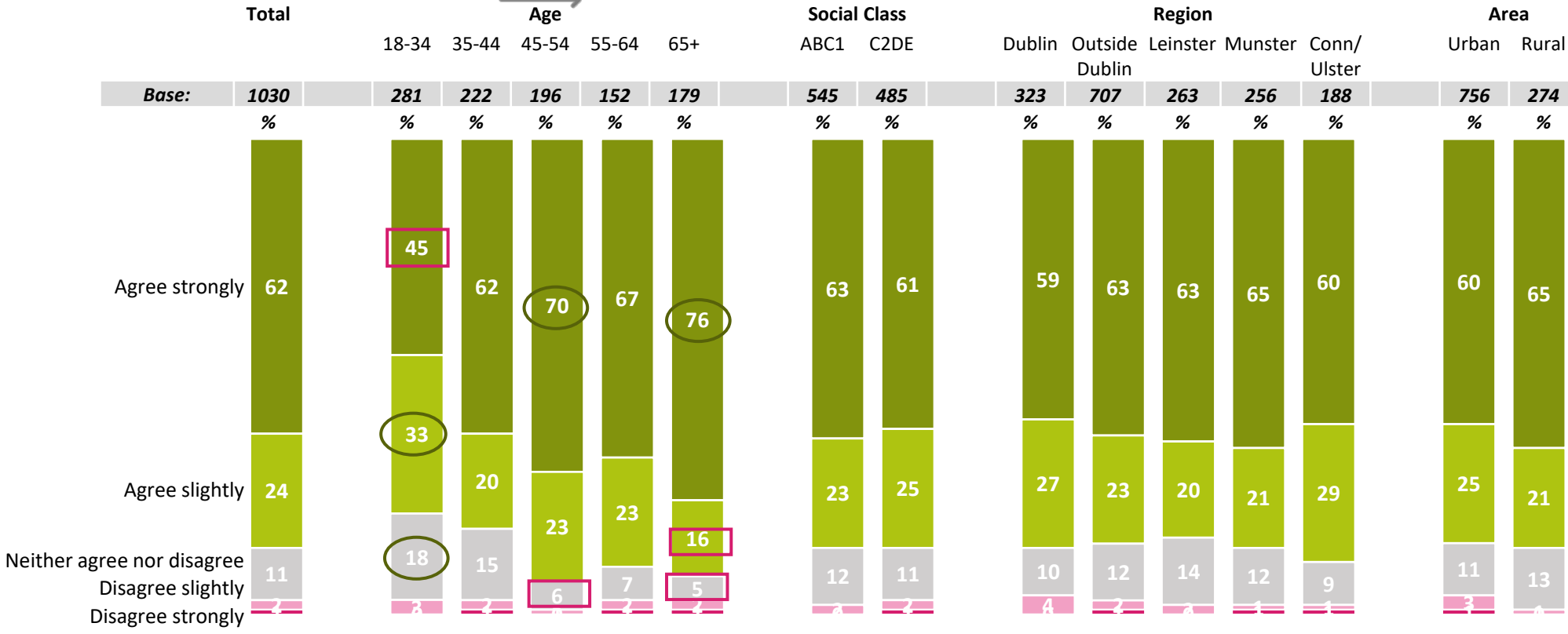


- ANY Agree	86	78	76	81	78
- ANY Disagree	3	5	6	5	4
Mean	4.44	4.20	4.17	4.28	4.19

The strength of concern is very high for businesses not being required to have a physical presence in the relevant Geographical area in Ireland, but not as high as Foreign Locations.

Reaction to a business not required have a physical presence in the relevant geographic area in to use a geographic number (e.g. a business using a Dublin or Longford number might be actually based somewhere else in Ireland)... *I would be concerned about fraudulent, scam or telemarketing calls*

Base: All adults 1,030



- ANY Agree	86	78	82	93	90	92	86	86	86	86	83	86	89	86	86
- ANY Disagree	3	3	3	1	3	3	3	3	4	2	3	2	2	4	1
Mean	4.44	4.20	4.39	4.62	4.53	4.64	4.46	4.43	4.41	4.46	4.43	4.48	4.47	4.42	4.50

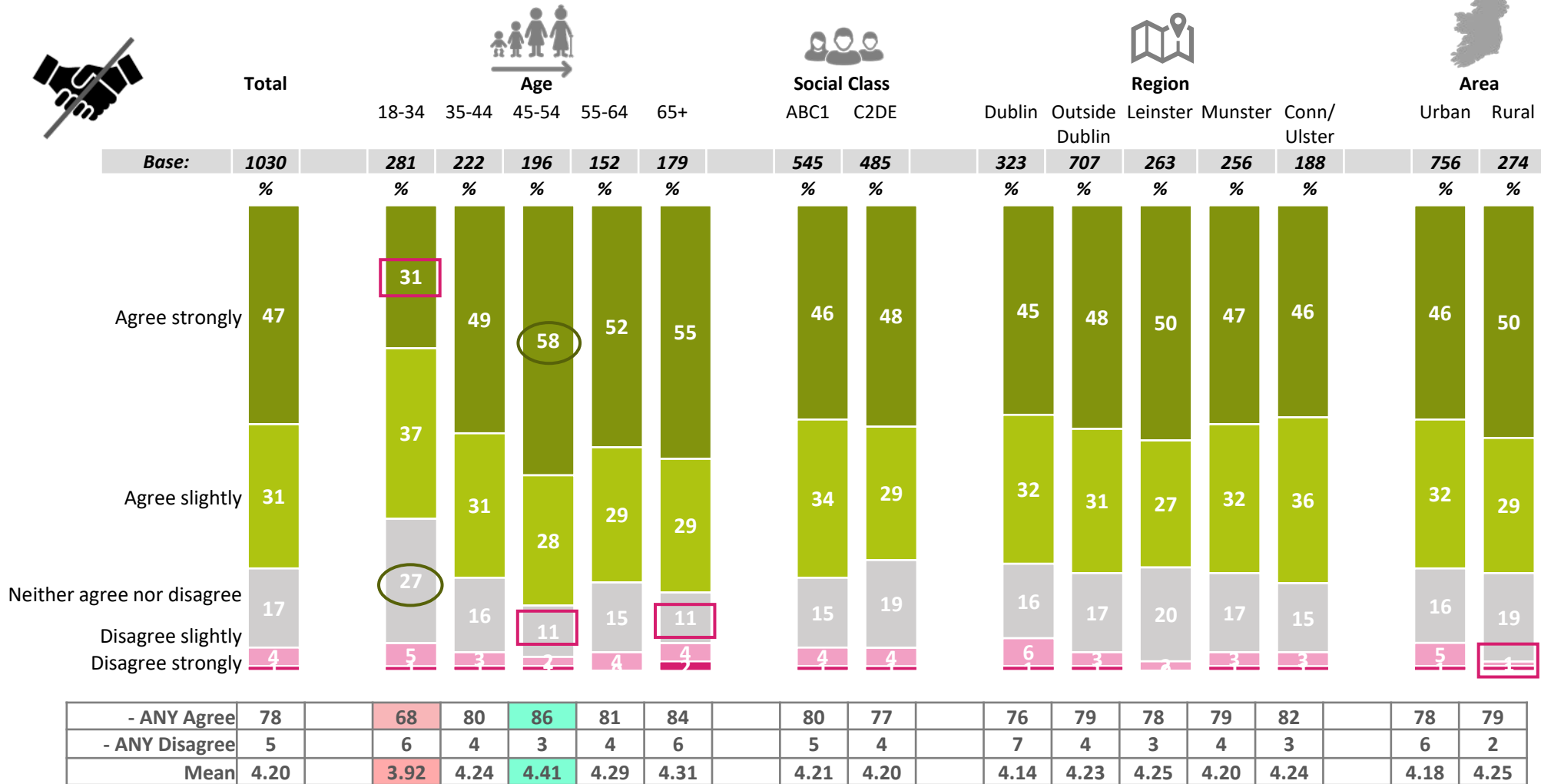
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Base: All adults 1,030

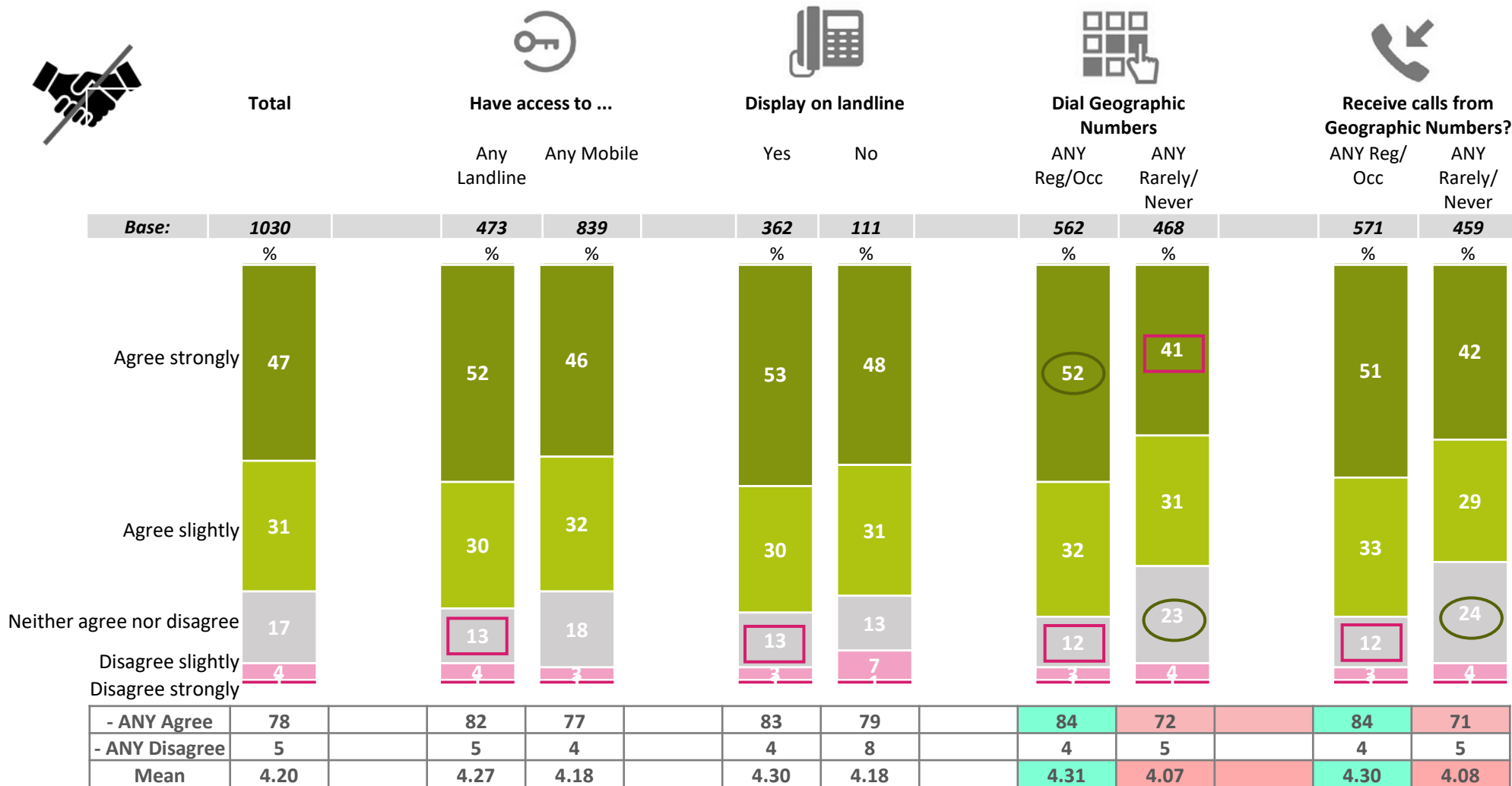


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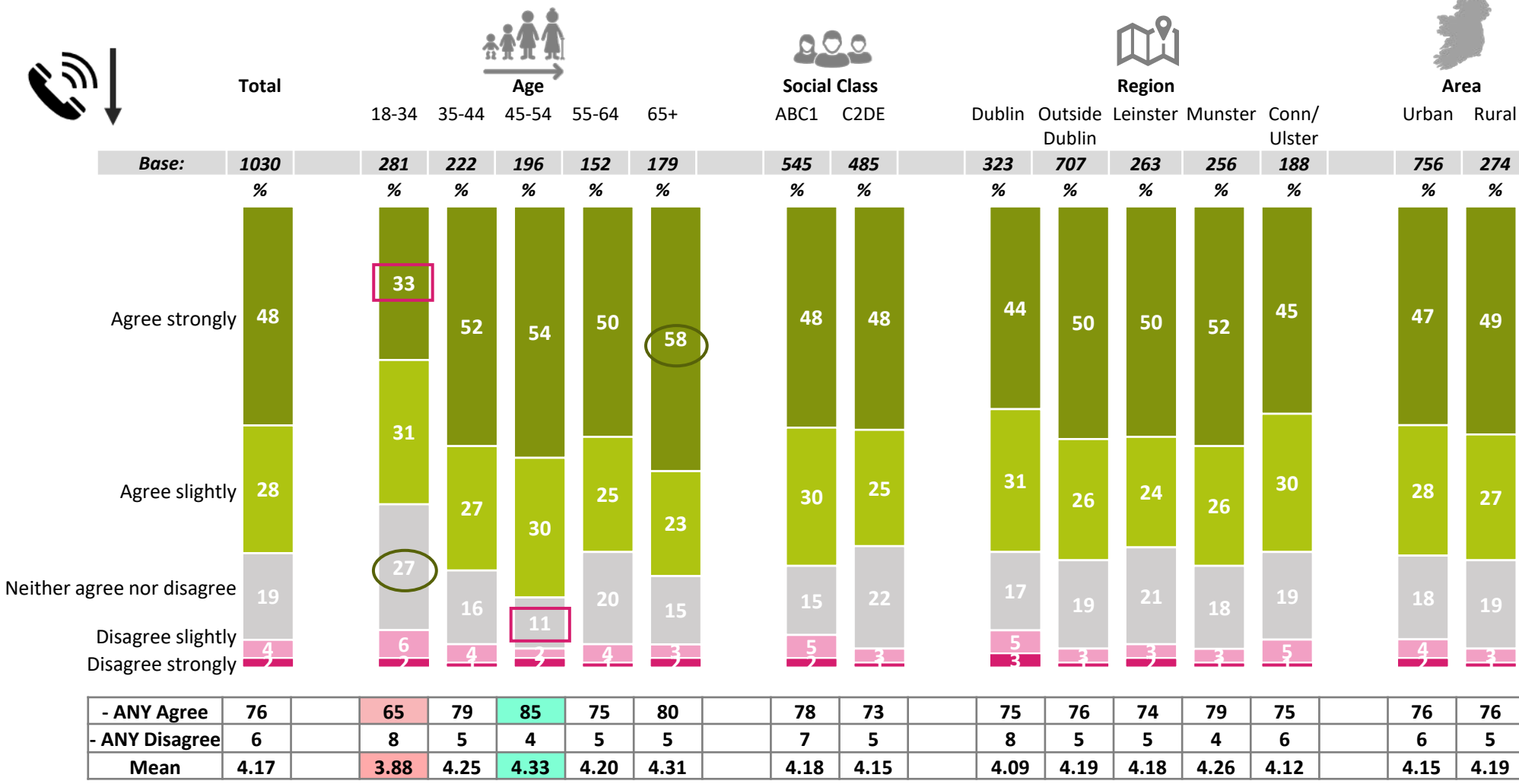


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Reaction to a business not required have a physical presence in the relevant geographic area in to use a geographic number (e.g. a business using a Dublin or Longford number might be actually based somewhere else in Ireland)... *I would answer less calls from these numbers or unknown numbers*

Base: All adults 1,030



Reaction to a business not required have a physical presence in the relevant geographic area in to use a geographic number (e.g. a business using a Dublin or Longford number might be actually based somewhere else in Ireland)... *I would answer less calls from these numbers or unknown numbers*

Base: All adults 1,030



Total



Have access to ...

Any Landline Any Mobile



Display on landline

Yes No



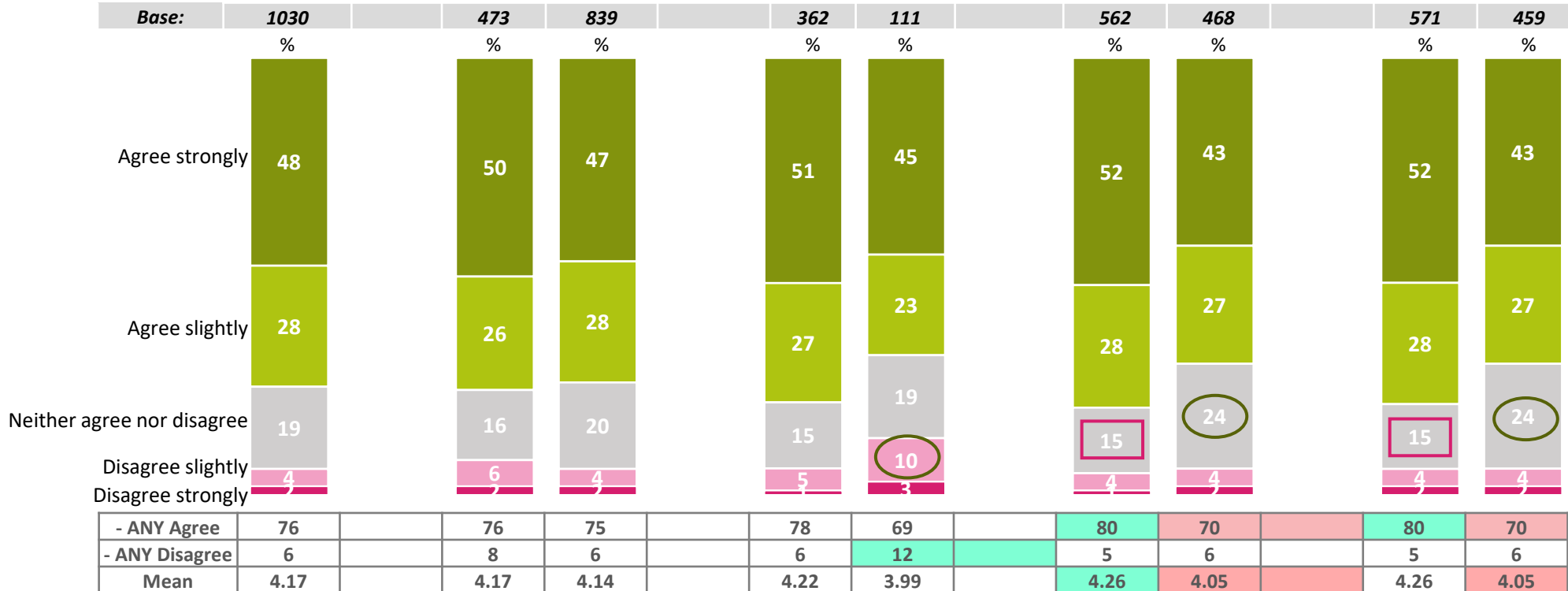
Dial Geographic Numbers

ANY Reg/Occ ANY Rarely/Never



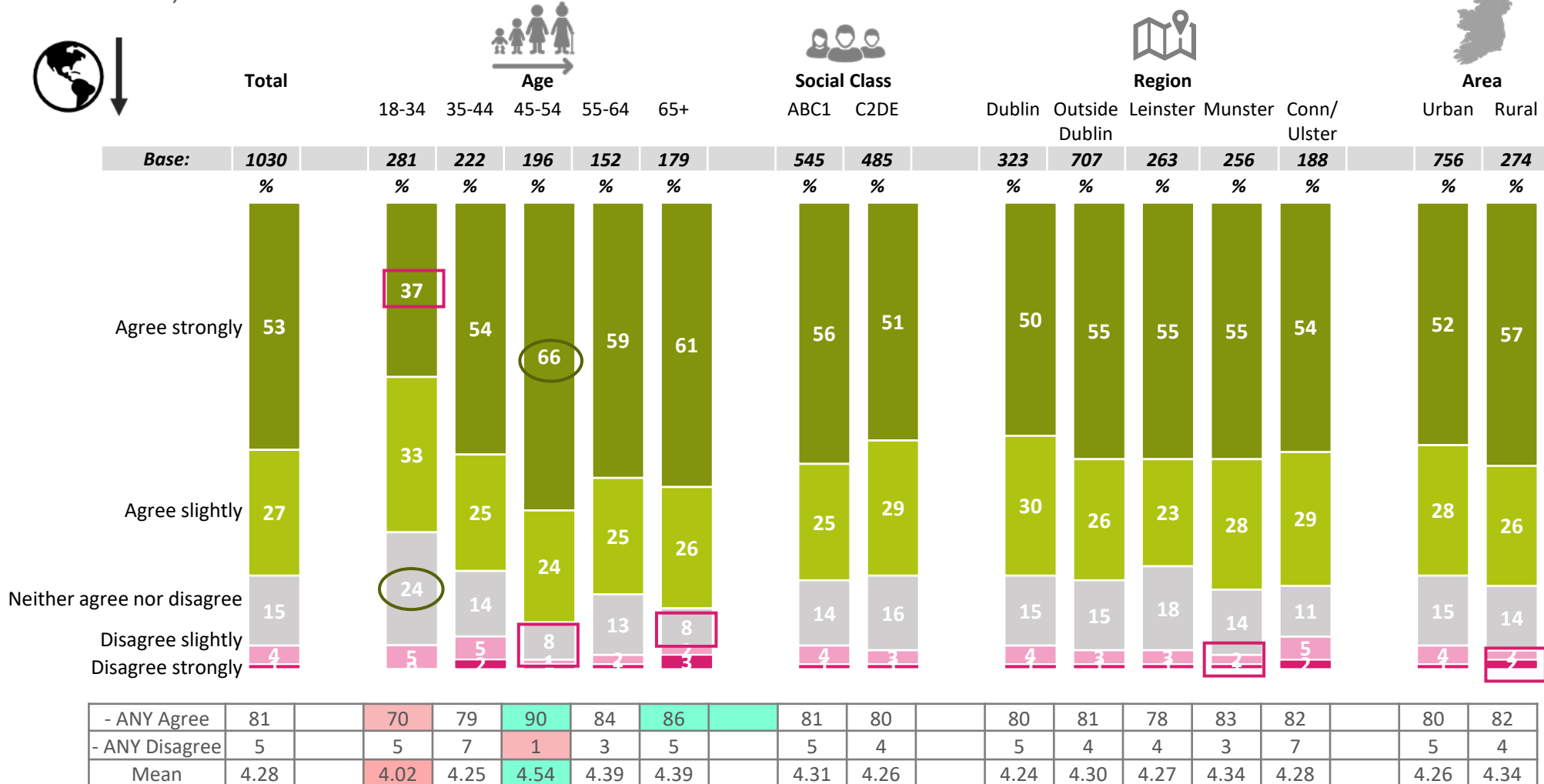
Receive calls from Geographic Numbers?

ANY Reg/Occ ANY Rarely/Never



Reaction to a business not required have a physical presence in the relevant geographic area in to use a geographic number (e.g. a business using a Dublin or Longford number might be actually based somewhere else in Ireland)... *It would reduce my trust in the geographic numbering system*

Base: All adults 1,030



Reaction to a business not required have a physical presence in the relevant geographic area in to use a geographic number (e.g. a business using a Dublin or Longford number might be actually based somewhere else in Ireland)... *It would reduce my trust in the geographic numbering system*

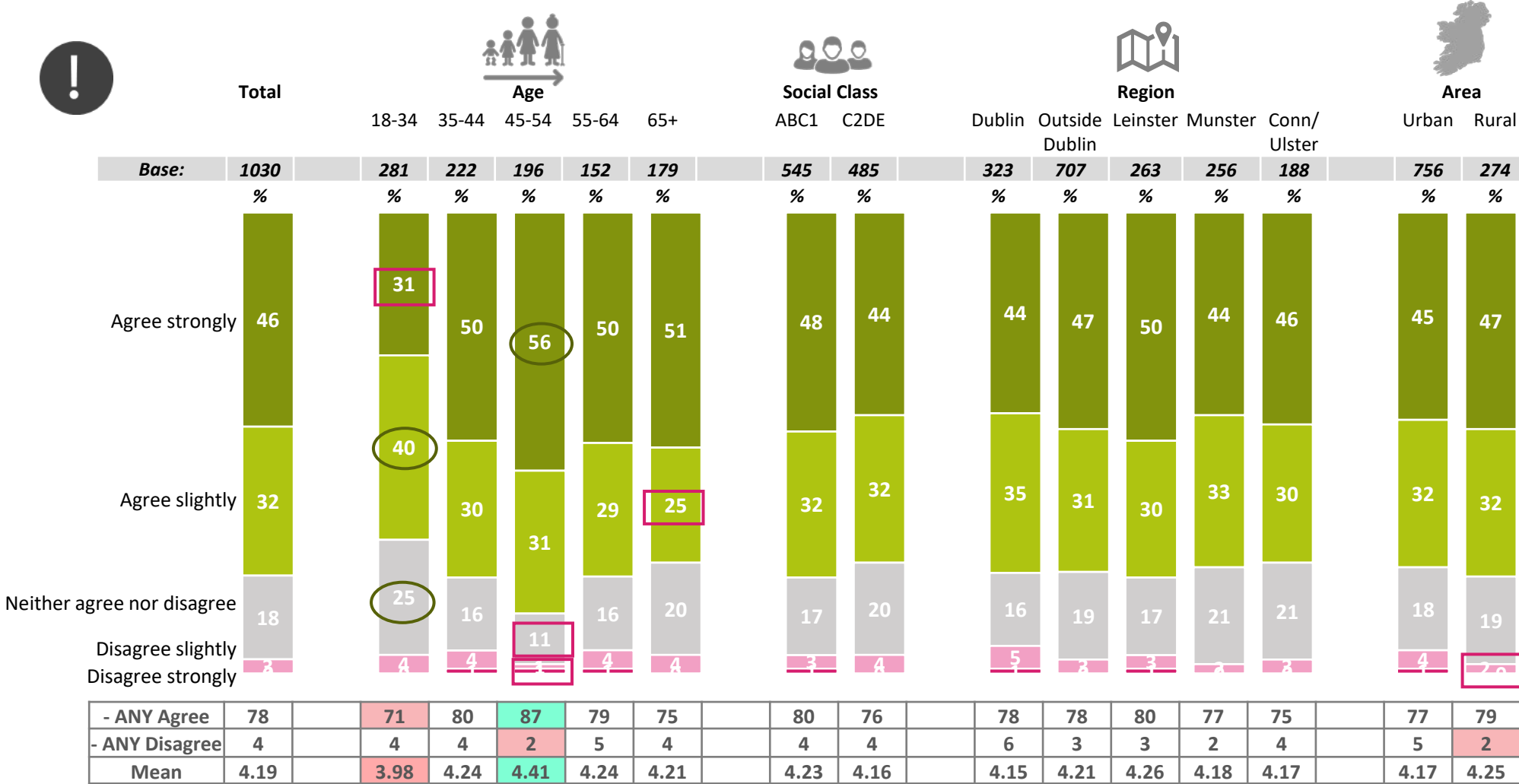
Base: All adults 1,030



Reaction to a business not required have a physical presence in the relevant geographic area in to use a geographic number (e.g. a business using a Dublin or Longford number might be actually based somewhere else in Ireland)... .. /

feel it is likely to lead to more complaints to the operator or regulator

Base: All adults 1,030



Reaction to a business not required have a physical presence in the relevant geographic area in to use a geographic number (e.g. a business using a Dublin or Longford number might be actually based somewhere else in Ireland)... *I feel it is likely to lead to more complaints to the operator or regulator*

Base: All adults 1,030





TEMPORARY NUMBERS

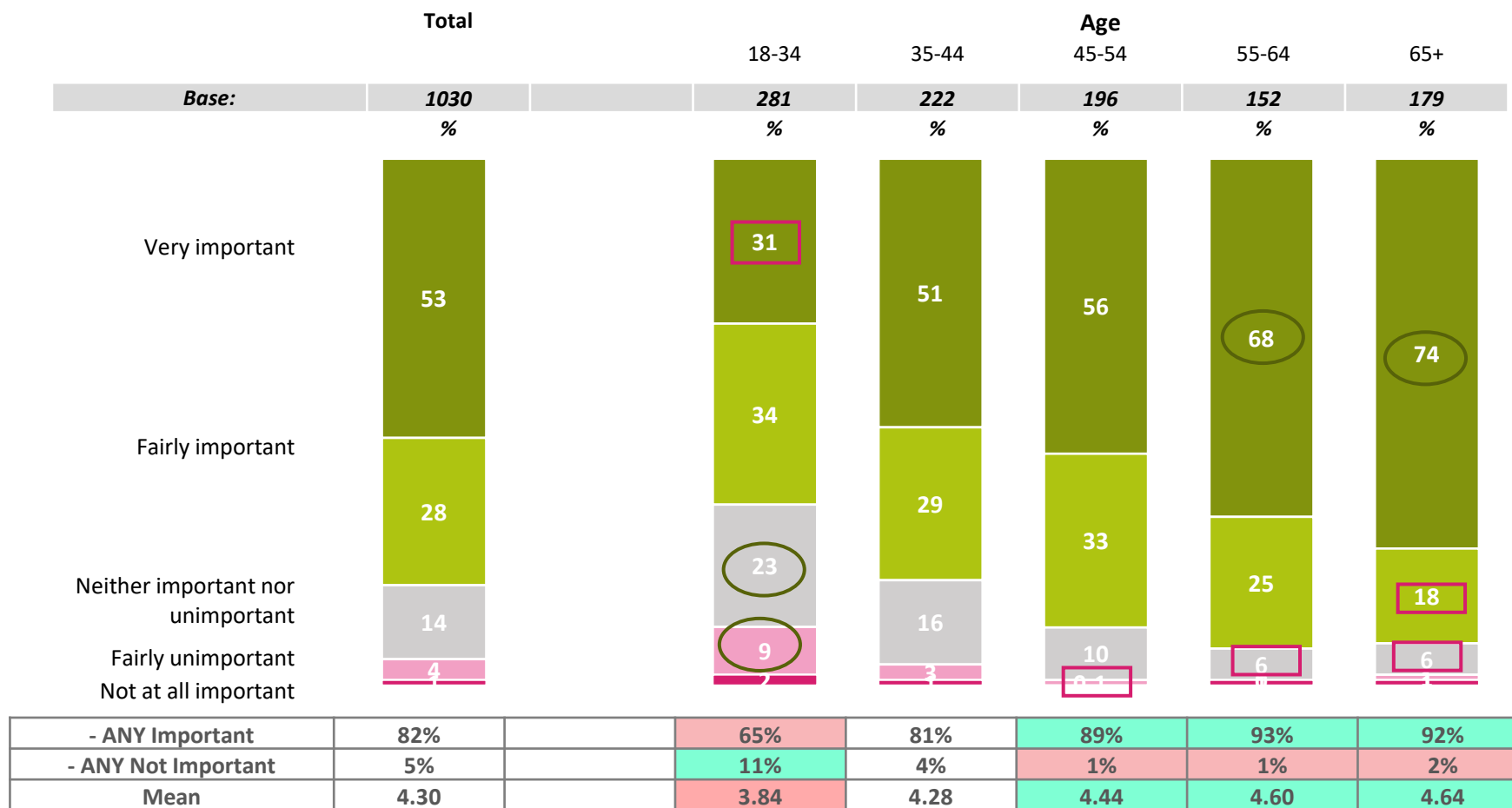
Interviewer explanation:

A temporary number is a number that could be used for a limited period of time. For example, if a person wants to sell a car online, they could use a unique temporary phone number, instead of their own personal phone number on the advertisement. The temporary number would only be valid for the duration of the advertisement. Such numbers may be of assistance to sellers who wish to retain privacy over their personal number.

Q.26 If you are purchasing a product or service from a person or business, how important would you consider it that the seller uses their permanent number?

Importance of a seller using a permanent number

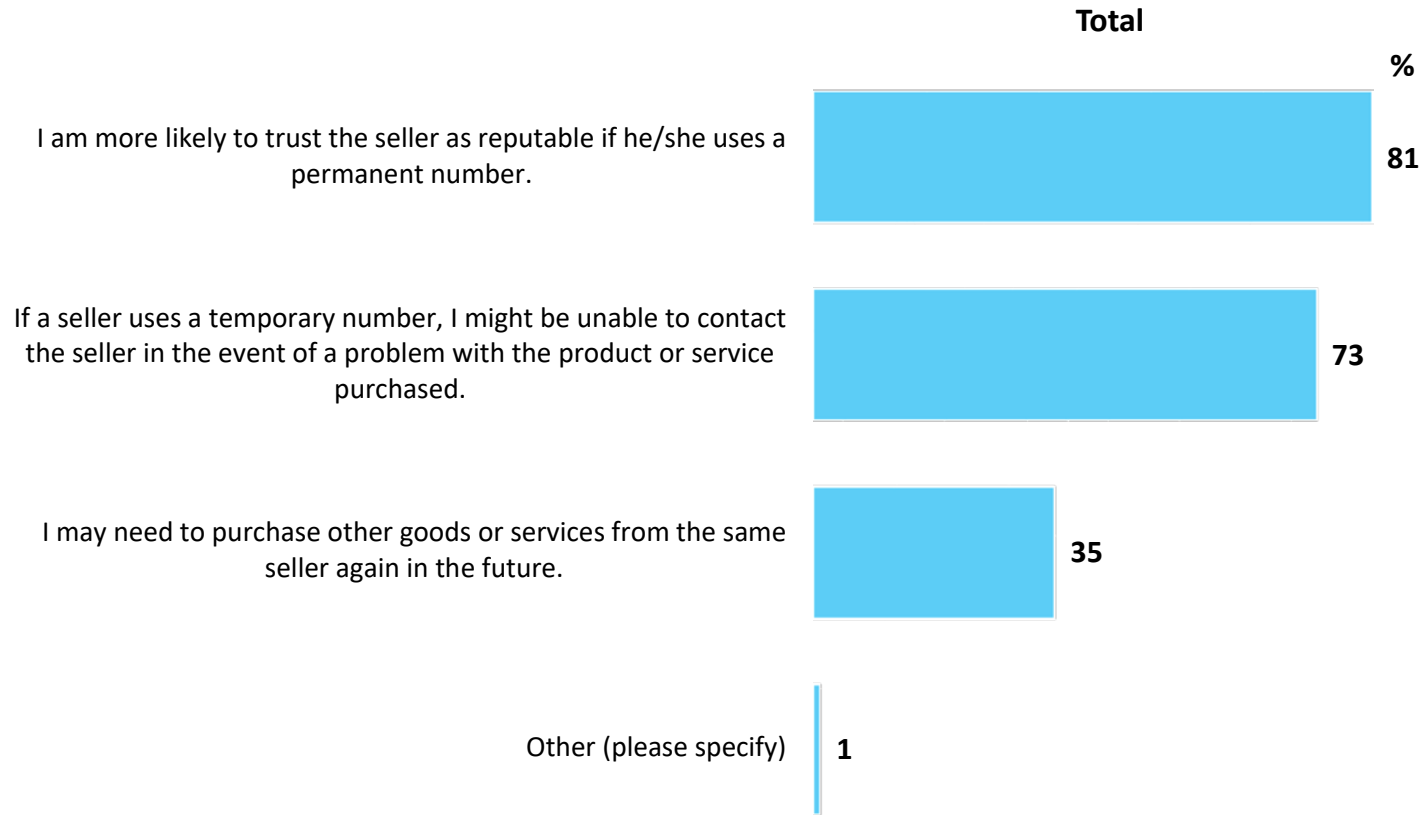
Base: All adults 18+ n=1,030



The vast majority regard a seller using a permanent number as important, half regard it as very important. This increases with age.

Main reasons it is regarded as important that a seller uses a permanent number

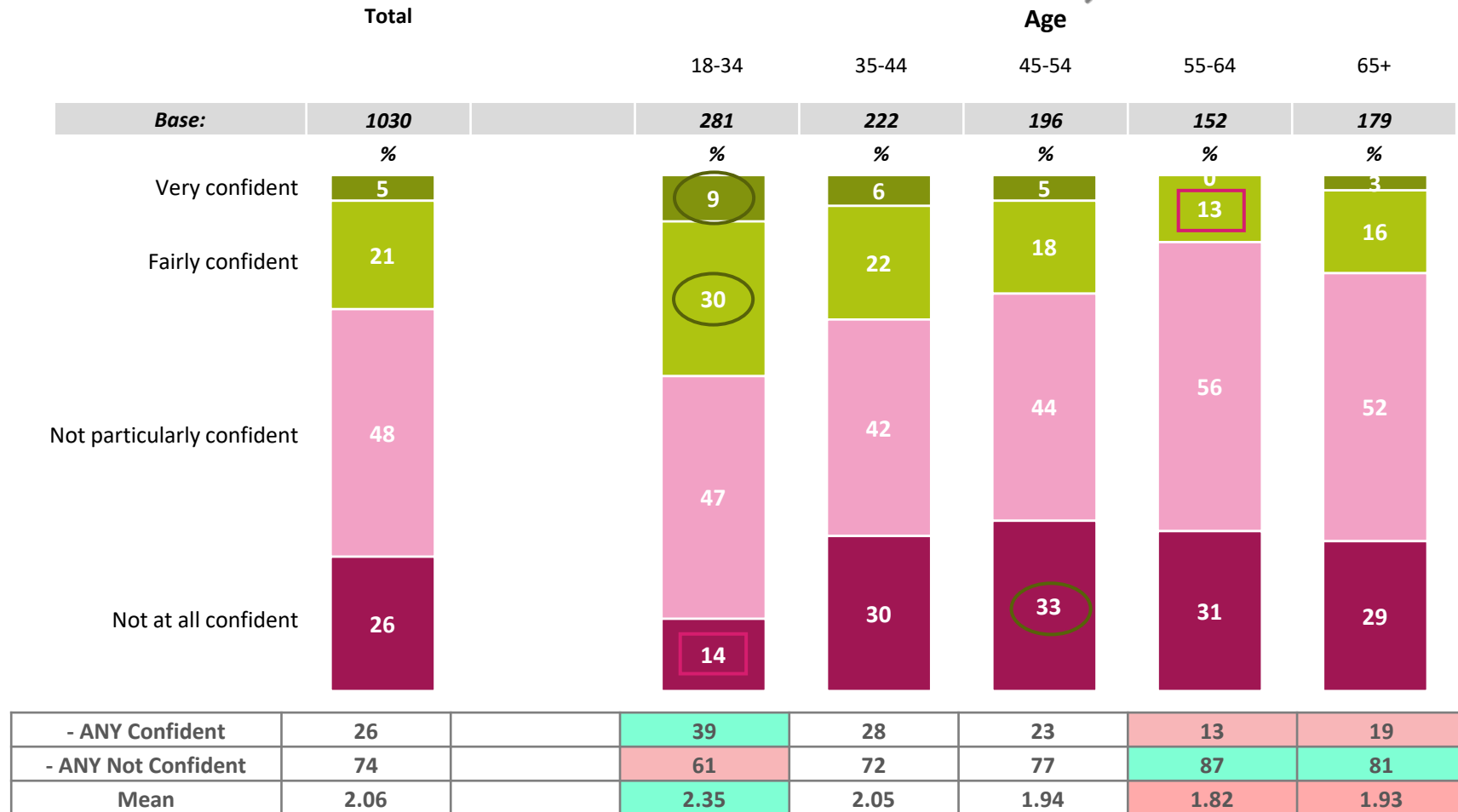
Base all regarding it important that a seller uses a permanent number n=844



Trust is the key reason followed by ability to recontact in the event of an issue.

Confidence in purchasing from an entity using a temporary number (even if it was made clear)

Base: All adults 18+ n=1,030



3 in 4 would lack confidence in purchasing from an entity using a temporary number (even if made clear)

Incidence of ever advertising products or services to sell



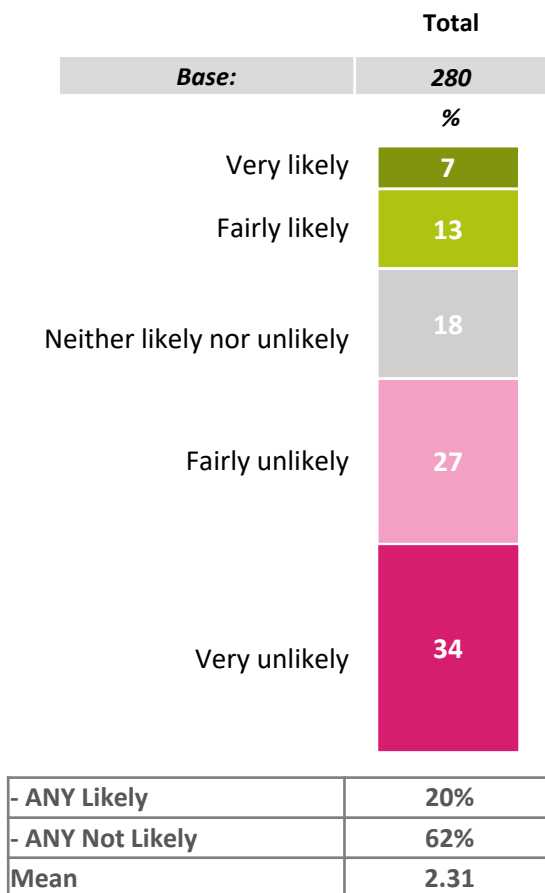
Base: All adults 18+ n=1,030



Yes, have been advertising products or services to sell

Likelihood to use a temporary number to advertise if available

Base: All ever advertised to sell products/services



Only 1 in 5 appear to have the appetite to use a temporary number for sales at the moment – further education required.

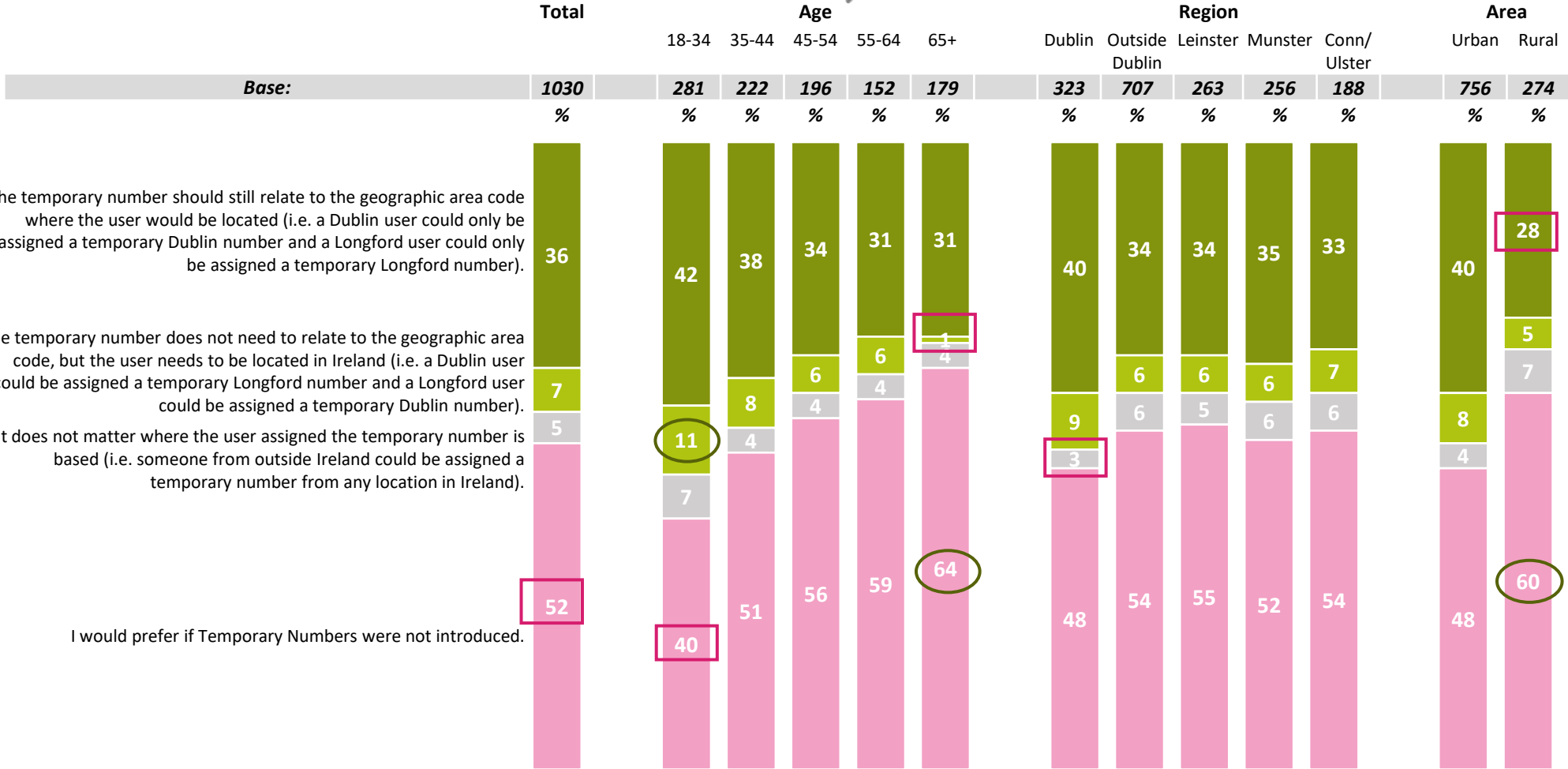


Q.29b How likely would you be to use a temporary number to advertise (e.g. small ads) or protect privacy if this option was available?

Preferences on temporary numbers



Base: All adults 1,030



Half would prefer temporary number not to be introduced, this increase with age. For those more in favour, one third prefer; The temporary number should still relate to the geographic area code where the user would be located (i.e. a Dublin user could only be assigned a temporary Dublin number and a Longford user could only be assigned a temporary Longford number).



Executive summary

Awareness, understanding and usage of Geographic Numbers

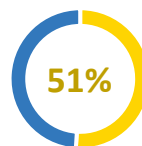
- Low knowledge of the number of Area Codes in Ireland (1 in 10).
- **However, the majority (83%)** claim to know their local area code. Those in the 18-24 and Dublin cohorts are less likely to know their local area code. Awareness is significantly higher amongst those dialling/receiving Geographic Numbers.
- In addition, **92% of people correctly identified at least one of the Geographic numbers presented**, note that 01 and 021 were much more likely to be identified compared to 071, 043, 051, with 090 the least identified. It points to people in term own areas knowing their area codes
- **01 most universally known across regions**, with 021 and 051 best known outside Dublin. Interestingly rural dwellers have a better correct identification of Geographic numbers compared to urban people, as do the older population (aged 45+).
- In terms of understanding **the 50 area codes**, **85%** know any of the 50 area codes, and **50%** reported they know few area codes.
- In terms of frequency of usage, a substantial proportion of the population (about half) are **dialling** Geographic numbers regularly/occasionally – higher amongst over 65s. Lower amongst 18-34s and Dubliners.
- A substantial proportion of the population (about half) are **receiving** Geographic number calls regularly/occasionally – especially over 65s.

Importance of Geographic Numbers

- 3 in 4 people cite it as **important** that they know the Geographic location of a number when **they are called**.
- 7 in 10 cite it important that they know the Geographic location of a number **when making a call**.
- Those calling/receiving Geographic number calls rate them even more important.
- People state it's important to know the Geographic location as people use it to narrow down who is calling them, but also identifying the location of callers.
- 3 in 5 of those that consider it important to know the location of callers are likely to answer a geographic number which is not a regular contact.

Usefulness of Geographical number Information

- **46%** noted that businesses or services that they use in their lives, usually contact through Geographic Numbers.
- Reasons it is important to know the Geographic location information provided by the area code when making a call: People who view it as important want to **know where the number and associated business/household is based (51%)**, it confirms the business is in a particular area (51%), and there is confirmation that the number being dialed is correct (48%).
- Strong opinions on reasons for importance of area codes when making a call to a business. **Two thirds** cite both; It confirms that the **business I am calling has a physical location** in a certain geographic area other than my local area and It confirms that the business I am calling has a **physical location in my local area**. A further 3 in 5 cite that It confirms I am contacting a store or organisation in a certain geographic area, where the businesses or organisations have a nationwide presence.



Utilise geo info to confirm a business is in a particular area

Potential behavioural impact of not having Geographical number information

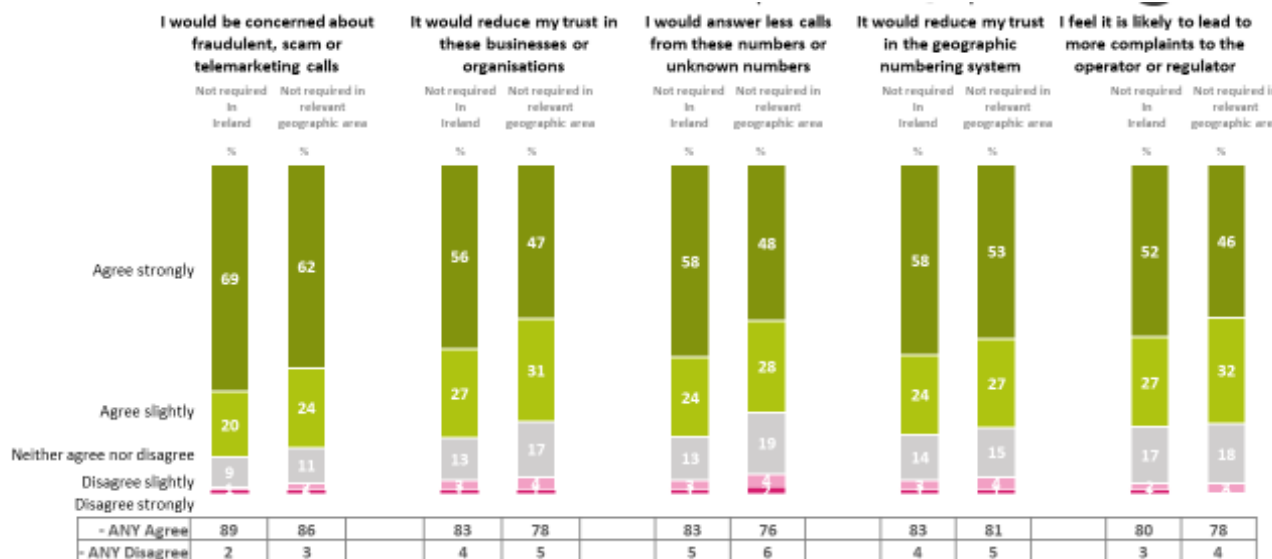
- Great deal of concern seen among those surveyed:
 - **78%** stating they will trust the calls less.
 - **86%** showing increased concerns regarding scams.
 - **76%** stated that they will likely not answer calls from numbers they don't recognise, regardless of area code.
 - **81%** suggesting that they will not trust the geographical numbering system if businesses will not need a physical presence in Ireland to have a geographical number.

The Current Condition and reaction to potential changes

- The vast majority, 4 in 5 are satisfied with the current approach: Currently, in order to receive a geographic number a household or business is required have a physical presence in that geographic region. For example, in order to get a Longford area number (04) a household or business requires a physical presence in Longford. Conversely, a household or business in Longford could not use a Dublin Number and vice versa.
- Reaction to a business not required to have a physical presence in Ireland/relevant geographic area (e.g. a business using a Dublin or Longford number might be actually based somewhere else in Ireland) to use a geographic number
 - A great deal of concern evident if businesses were not required to have a physical presence in Ireland to use a Geographic Number - with **high levels of agreeing strongly with the levels of concern**. Also, concern exists if businesses could be based in a different geographic region within Ireland.

Consumer Trust

- 56% of respondents advised that they do not answer calls (with area code included) due to **fears of fraudulent activity**; this concern is heightened when considering a scenario where businesses do not require physical presence in Ireland to use a geographic location number (89%)
- **72% trust that the call being received originates from the geographical location** that associated with the number linked to the call
- Nearly **4 in 5 view the area code as important** when considering calling a geographical number to reach a business, with 2 in 3 noting that it shows a physical presence in the local area.
- Clear concerns in reaction to businesses not being required to have physical presence to use a geographical location with 83%/81% showing less trust toward the business located abroad/elsewhere in Ireland respectively.



Reaction to Temporary Numbers

- **82%** more likely to trust the seller with a permanent number; **73%** concerned that if there is an emergency, they may not be able to contact the seller with a temporary number
- **3 in 4** are not confident to buy from a seller with a temporary number
- Only **1 in 5** of those who have previously advertised a product, showing a willingness to advertise products using a temporary number at the moment. It is likely that their time has not yet come and that people will require more education as to their potential role, etc.
- **Hence, 52%** of those surveyed do not want temporary numbers introduced at this point in time.

Thank you.



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Delve Deeper