



August 2017

Attitudes to Advertising - Ireland

“Despite taking steps to avoid advertising, there is currently little appetite among Irish consumers to pay for a premium service to do so. This does not mean that consumers accept or are happy with the advertising experience that they receive. Instead, consumers may think that these services do ...

July 2017

Mobile Phones - Ireland

“While Irish consumers are satisfied with the coverage of their mobile phone network, there is significant interest in a website that rates providers on their network coverage. Such a website would be well received as it enables consumers to easily compare the quality of coverage offered in their local area ...