

# Postal Services Survey Business & Residential

# Presentation Format

- Business Postal Service Survey
  - Summary Of Principal Findings
  - Introduction
    - Research Methodology
    - Company Profile
  - Findings
- Residential Postal Service Survey
  - Summary Of Principal Findings
  - Introduction
    - Research Methodology
    - Sample Profile
  - Findings

# Business Postal Service Survey

# Summary Of Principal Findings

# Summary Of Principal Findings

## Volume

- While volumes appear to have declined somewhat across the total sample of businesses surveyed, this does not suggest a decline in real market volumes as this study is designed to represent all businesses who may or may not send large quantities of letter post, and not designed to represent the small number of large businesses (telecoms, utilities, financial services) who send the bulk of letter post. It does, however, raise questions about the potential impact of new technologies (e.g. internet) and price increases on letter mail volumes into the future
- According to this survey, 56% of businesses currently claim to send less than 100 letters per week, compared to 59% in 2003. The largest users of post are in the finance sector where respondents claimed to send an average of almost 1600 letters per week, up from c.1400 in 2003. In contrast, it can be noted that companies with between 11 and 200 employees this year sent approximately half the number of letters they did last year.
- Consistent with a decline in reported mail volumes, claimed annual spend on letter post services also decreased quite significantly in 2004. Compared to last year, fewer businesses are spending in excess of €10,000 on letter post services (12% vs. 14% in 2003). However, it is not all 'one-way traffic' with fewer businesses this year spending less than €1,000. This could be attributable to recent price increases pushing some businesses over the €1,000 per annum spend threshold.

# Summary Of Principal Findings

## Volume

- An Post remains the number one provider of postal services to businesses in Ireland, with 87% of all businesses surveyed using An Post for all letter post. This is broadly unchanged on 2003 (86%). Reliance on An Post is highest amongst businesses which send 50 items or less per week, 90% of which use An Post for all letter post.
- Heavier users (sending 250 items+ per week) are most likely to use other providers for letter post, with DHL, TNT and Hays DX the three most popular providers.
- Alternative providers to An Post have targeted mainly international and specialised mail users. Only a very small proportion of businesses use alternative providers for standard letter post delivery within the State.

# Summary Of Principal Findings

## Value For Money

- 'Value for money' is the one aspect of An Post's proposition to businesses which has registered a significant deterioration in satisfaction levels. 38% of businesses disagree that services offer better value for money compared to one year ago, more than agree (25%) with the proposition. In particular, heavier items are seen to be less affordable or competitive.

# Summary Of Principal Findings

## Quality Of Service

- Satisfaction with An Post's 'collection times' and 'time taken to deliver letters' has shown some improvement in the past year, returning An Post to satisfaction levels recorded in 2002. Other aspects, such as 'ease of access', 'clarity of information' and 'terms and conditions applicable', register a small decrease in satisfaction levels. The net result is no noticeable change in perception of quality of service.
- When businesses were asked how they feel An Post's quality of service has changed in the past 12 months, once again differing opinions can be observed. Many businesses agree that An Post's letter service is more reliable than 12 months ago (42%) and many businesses believe the overall letter service is better than 12 months ago (37%). However, a significant minority disagree with each of these perceptions, with 23% disagreeing that reliability has improved and 24% disagreeing that the overall letter post service has improved.
- The incidence of complaints being made in relation to the postal service has declined somewhat, from 21% in 2003 to 16% in 2004. Nevertheless, this remains a very high level of customer complaints. The research also shows that just over half (54%) of complaints were handled badly, somewhat lower than in 2003 (59%). Consequently, the proportion of complaints that were handled well has increased from 36% to 43% on this latest survey.



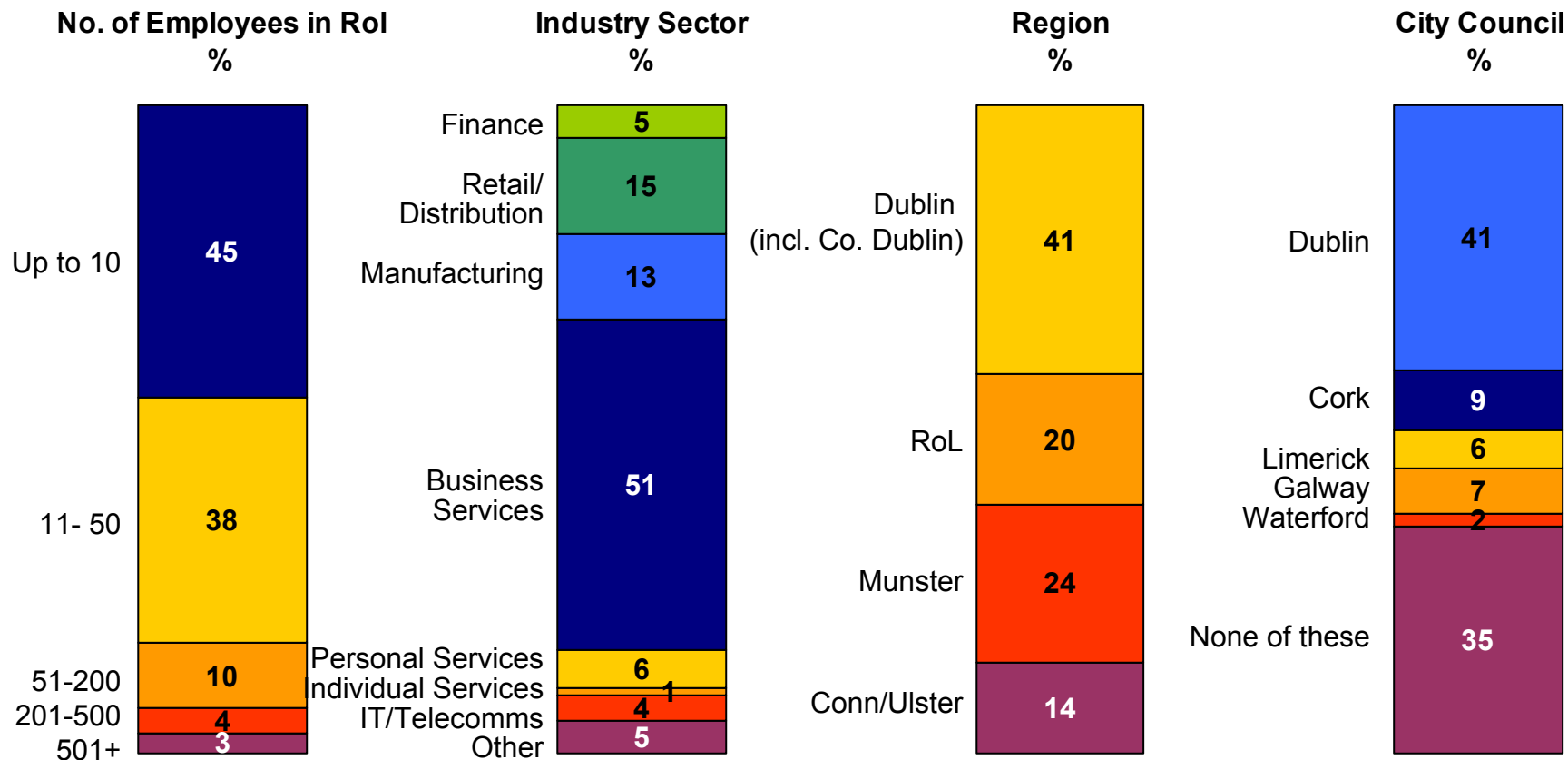
# Introduction

# Business Postal Service Survey Methodology

- Telephone survey conducted by TNS mrbi via CATI (Computer Aided Telephone Interviewing).
- 504 interviews were conducted amongst businesses in the Republic of Ireland.
- Quotas were set on company size and region with further weightings applied at the analysis stage.
- All interviews were conducted with the person in the company responsible for incoming and outgoing post and general dealings with the post office.
- Fieldwork was conducted between 23<sup>rd</sup> August – 2<sup>nd</sup> September, 2004.

# Company Profile

Base: All Respondents: 504



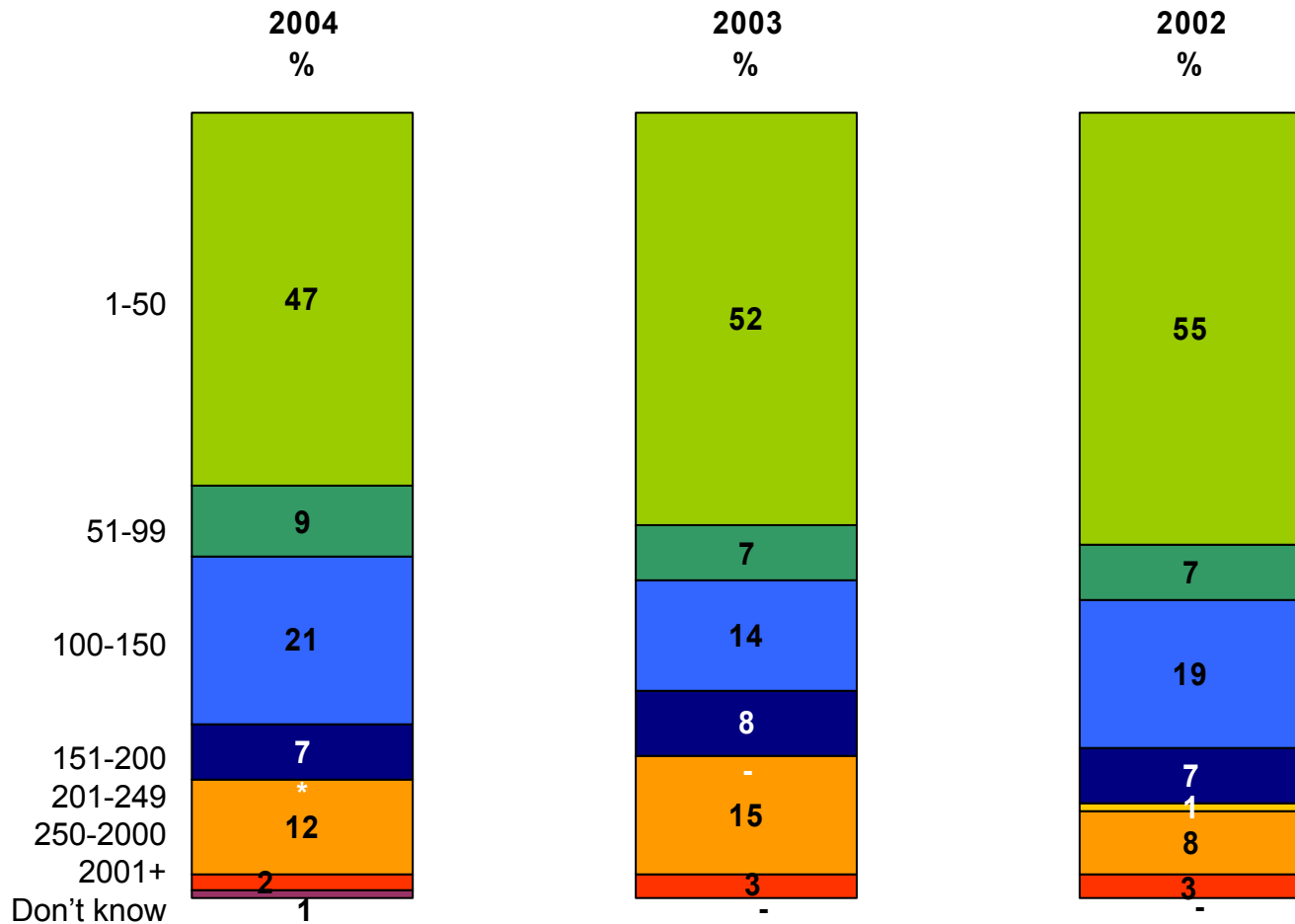
**Q.1a How many letters does your business/premises (in the case of companies with more than one premises) send each week? By letter post we mean all items in envelopes up to A4 size and weighing up to 100g, e.g. bills.**

# Findings

# Mail Sending Patterns

# Weekly Volume Of Letters Sent

Base: All Respondents: 504



# Average Weekly Volume Of Letters Sent X Company Type

Base: All Respondents: 504

	2004	2003
<b>Total</b>	<b>363</b>	<b>(420)</b>
<b>By Number of Employees</b>		
1 – 10	191	(155)
11 – 50	158	(303)
51 – 200	426	(886)
201 – 500	2618	(1526)
501+	2328	(2825)

( ) 2003 figures in brackets

\* Small base sizes

## By Sector

	2004	2003
Finance	1594 *	(1416) *
Retail/Distribution	213	(368)
Manufacturing	210	(252)
Business Services	361	(399)
Personal Services	473 *	(480) *
IT/Telecomms	171 *	(258) *
Individual Services	276 *	(-) *
Other	83 *	(291) *

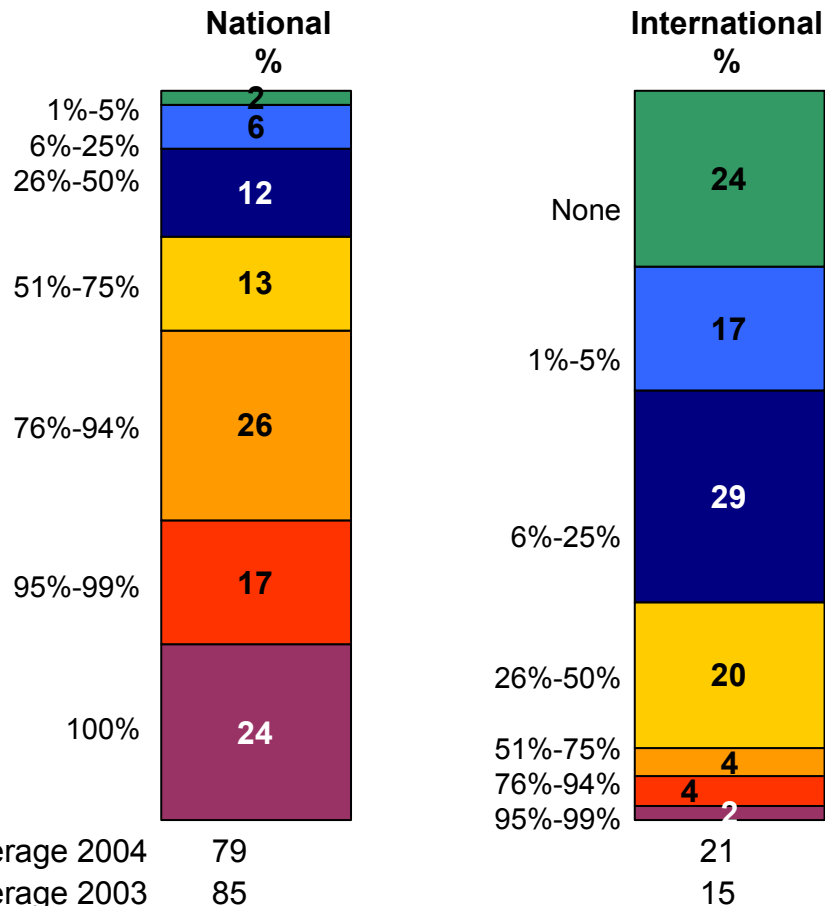
*Personal services: hotels/catering/ pubs, recreational services, health/ veterinary services*

**Q.1a How many letters does your business/premises (in the case of companies with more than one premises) send each week? By letter post we mean all items in envelopes up to A4 size and weighing up to 100g, e.g. bills.**

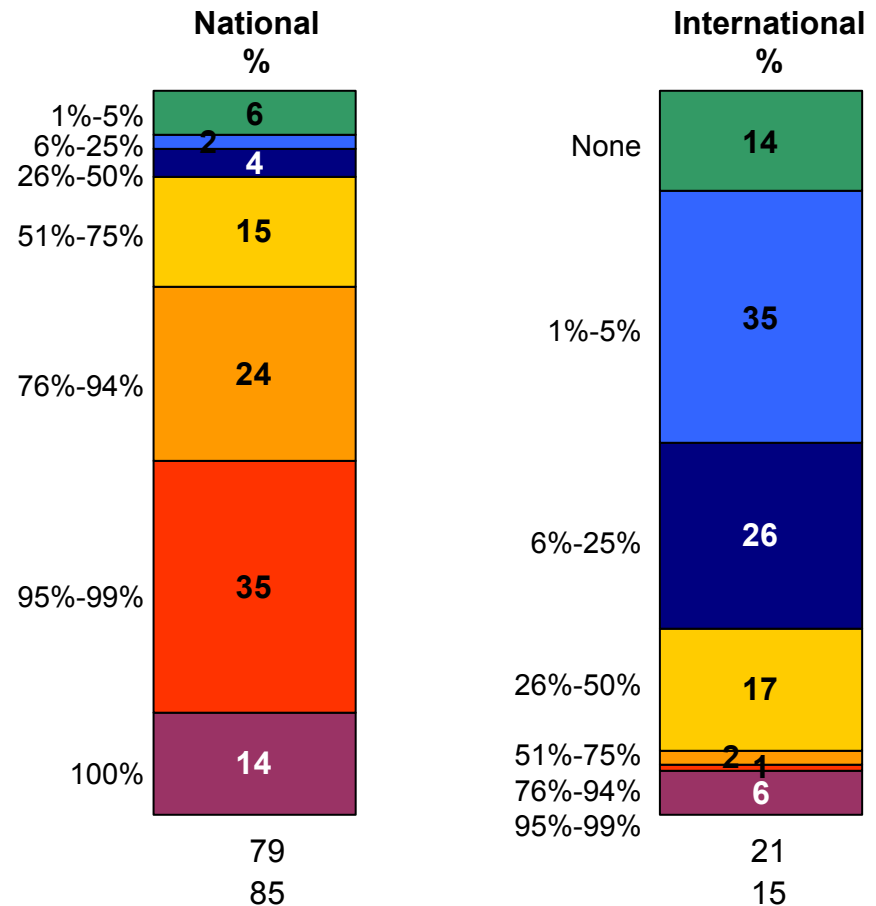
# Proportion Of Mail Sent To National Vs. International Destinations

Base: All Respondents: 504

Respondent Based



Volume Weighted

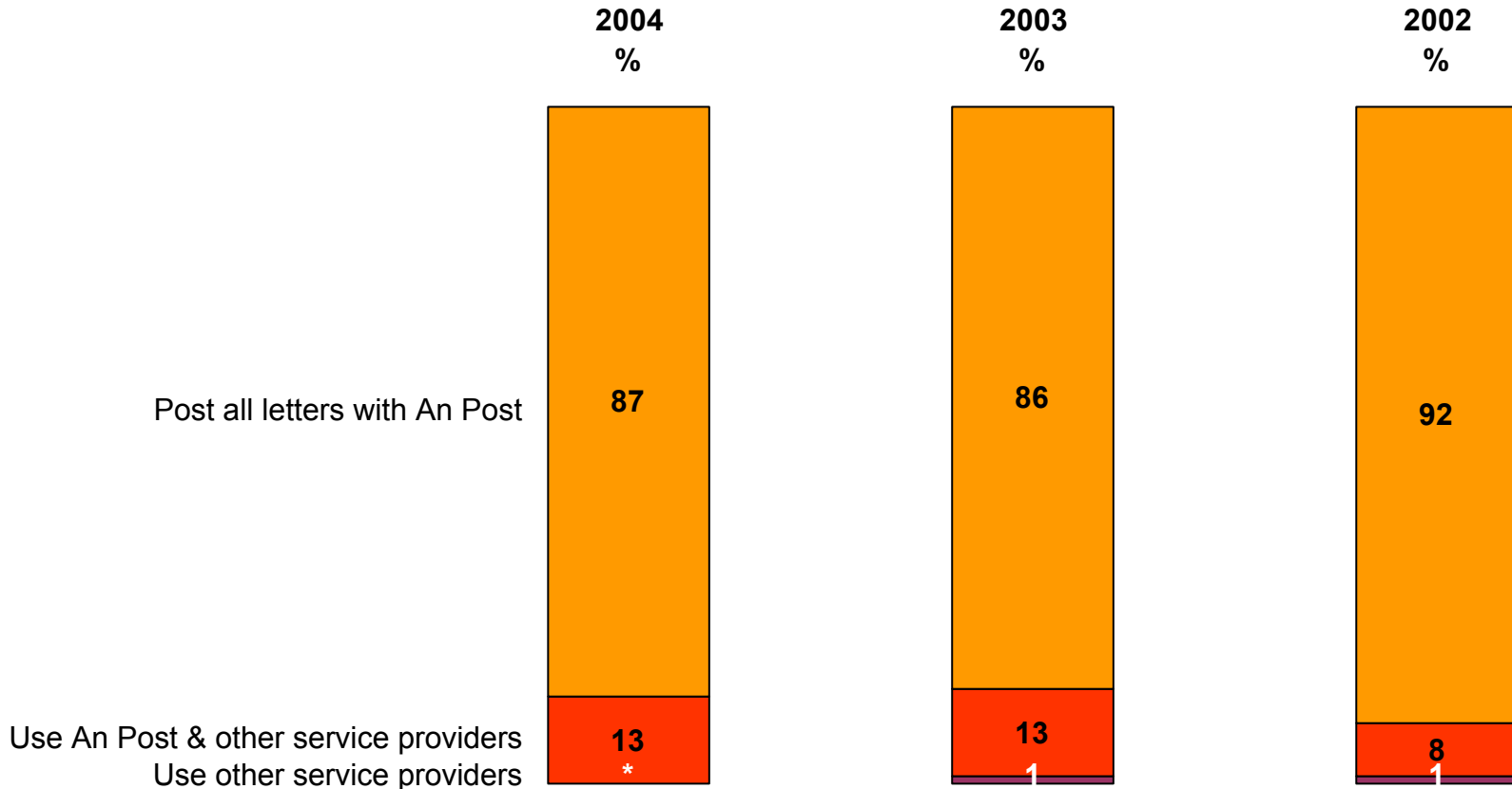


Q.1b And in terms of the destination of these letters sent by the business, approximately what proportion of outgoing mail is national (including Northern Ireland)?



# Postal Service Providers Used

Base: All Respondents: 504



Q.2 Do you post all these letters with An Post, or do you use services offered by another company or do you use both An Post and another company?

# Postal Service Providers Used X Company Type

Base: All Respondents: 504

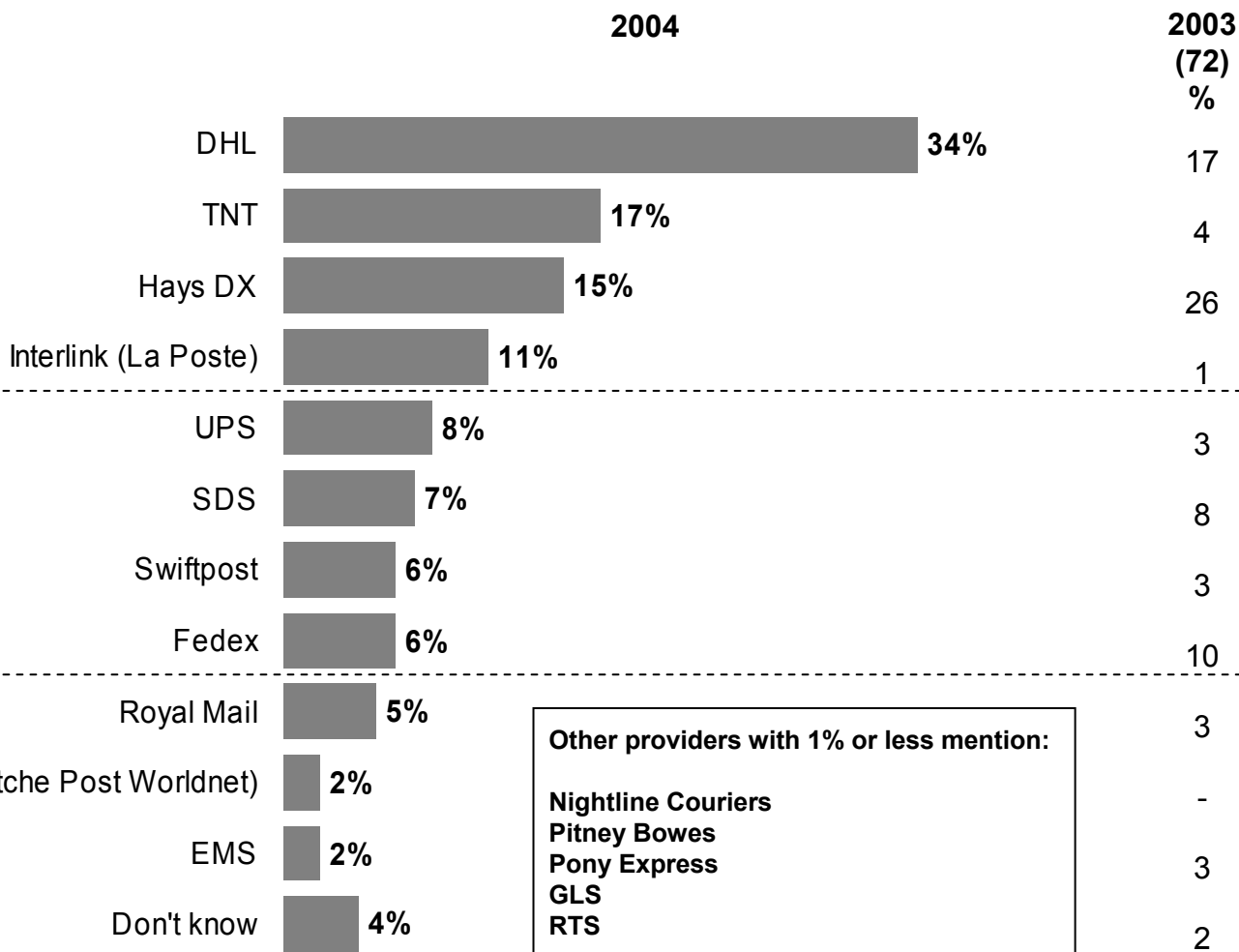
	Weekly Volume Sent			Sector							
	1-50 (170) %	51-249 (203) %	250+ (127) %	Finance (33*) %	Retail/ Dist. (74) %	Manu. (88) %	Business Services (226) %	Personal Services (31*) %	Individual Services (4*) %	IT/Tele- comms (18*) %	Other (30*) %
An Post only	90	88	75	83	87	83	87	88	100	91	86
An Post & other providers	10	11	25	17	12	17	13	12	-	9	8
Other providers	-	1	*	-	1	-	*	-	-	-	6

\* Small base sizes

**Q.2 Do you post all these letters with An Post, or do you use services offered by another company or do you use both An Post and another company?**

# Other Postal Service Providers Used

Base: All Those Who Use Other Providers: 78



Q.3a What other company (companies) do you use?

# Service For Which Other Providers Are Used

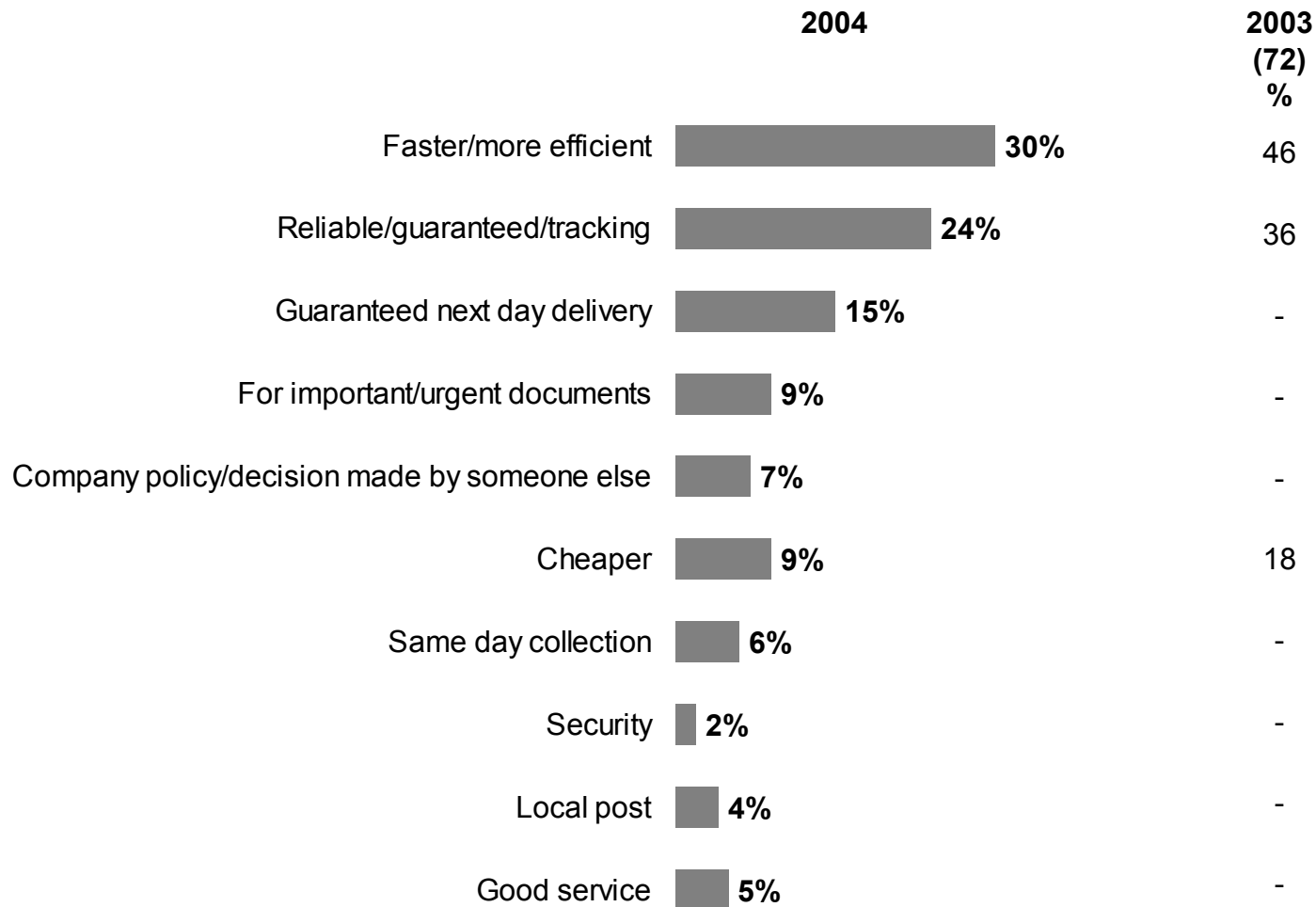
Base: All Those Who Use Other Providers: 78

## Raw Numbers

	Any other supplier (78)	DHL (31)	TNT (11)	Hays DX (9)	Inter-link (10)	UPS (7)	SDS (9)	Swift Post (4)	Fedex (6)	Royal Mail (2)	Securicor/Omega (1)	EMS (3)
Letter post within the state (incl. N.I.)	32	3	3	4	6	2	4	4	2	2	2	-
International letter post – Britain	26	10	5	2	1	1	*	2	2	*	2	1
International letter post – Europe	24	11	6	2	*	3	*	-	2	*	-	-
International letter post – USA	16	8	2	-	*	3	*	-	3	*	-	*
International letter post – Rest of World	16	12	1	-	*	1	*	-	2	*	-	-
Document exchange	29	11	3	6	3	1	1	2	2	-	-	-
Parcels – National	4	2	*	-	2	*	*	-	*	-	-	*

# Reasons For Using Other Postal Service Providers - Spontaneous

Base: All Those Who Use Other Providers: 78

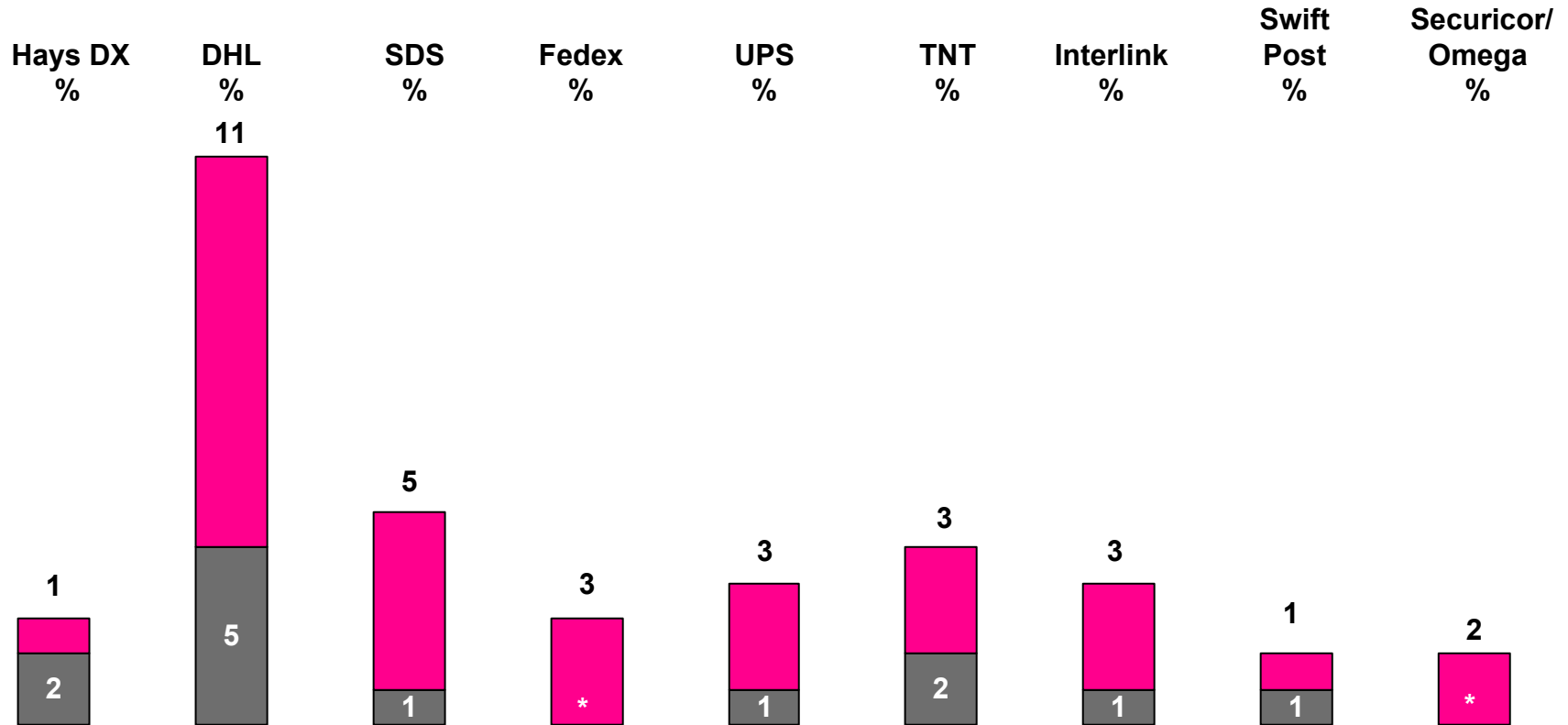


Q.3c And why do you use the services of this company?

# Awareness Of Other Companies That Could Be Used For Sending Letters Besides An Post

Base: All Respondents: 504

75% could not name any other provider



■ Aware Non-Users

■ Users

\*=<1%



# Awareness Of Services Provided By Other Companies

Base: All Those Aware Of Companies Other Than An Post

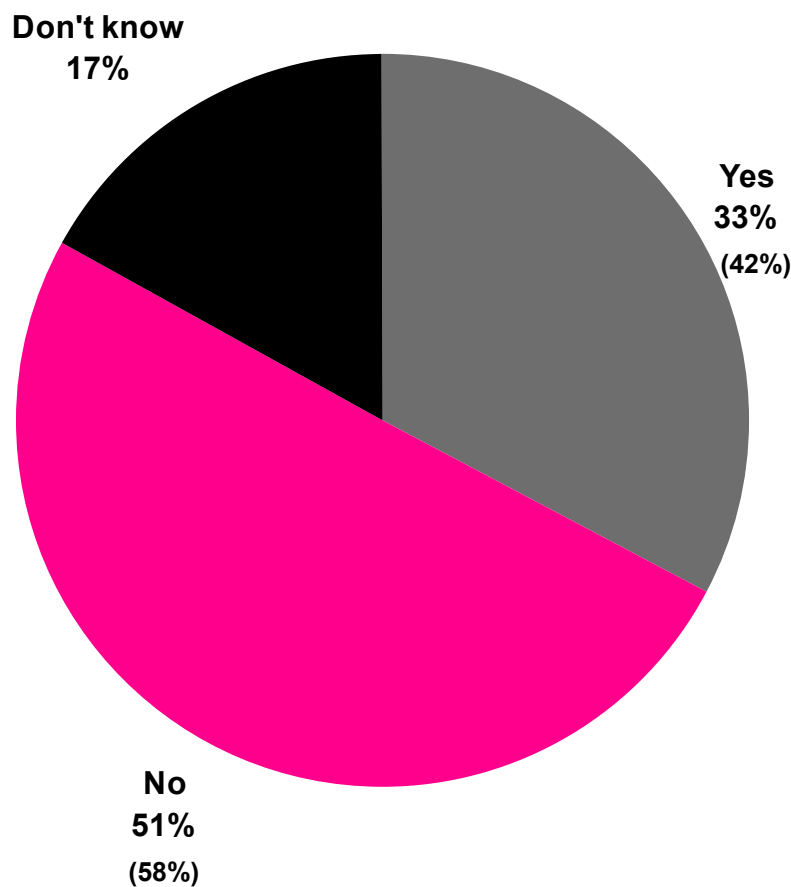
## Raw Numbers

	<b>DHL</b>	<b>SDS</b>	<b>UPS</b>	<b>TNT</b>	<b>Fedex</b>	<b>Interlink</b>
	(48)	(26)	(18)	(15)	(11)	(17)
Letter post within the state (incl. N.I.)	27	9	9	2	7	7
International letter post – Britain	42	18	11	4	10	6
International letter post – Europe	42	16	13	4	10	6
International letter post – USA	35	16	12	4	9	3
International letter post – Rest of World	40	12	12	5	9	3
Document exchange	15	4	7	4	5	2

**Q.3e From the list of services I read out, tell me whether (insert company mentioned at Q.3d) as far as you are aware, provide this type of service?**

# Usage Of An Post's Direct Mail Service

Base: All Those Sending 2001+ Letters A Week: 28\*



\* Small base size

( ) 2003 figures in brackets

Q.4 Does your company/premises (in the case of companies with more than one premises) use An Post's Direct Mail service?



# Intention Of Using An Post's Direct Mail Service In The Next 12 Months

Base: All Those Sending 100-2000 Letters A Week

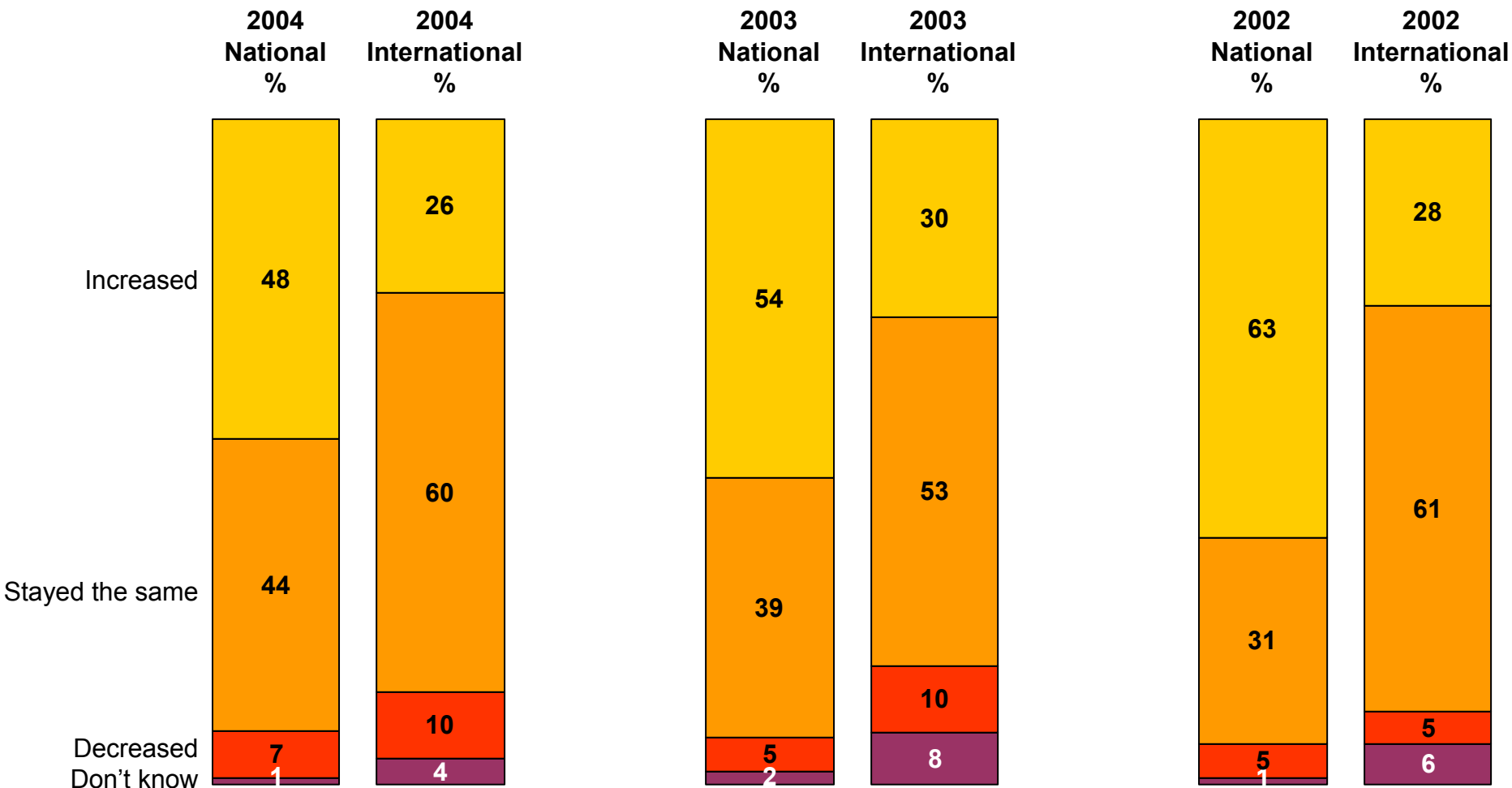
	Total (280)	Weekly Volume Sent		Sector							
		100-249 (159)	250- 2000 (117)	Finance (18)*	Retail/ Dist. (38)*	Manu. (56)	Business Services (121)	Personal Services (20)*	Individual Services (3)*	IT/Tele- comms (9)*	Other (15)*
	%	%	%	%	%	%	%	%	%	%	%
Yes	45	48	39	34	45	69	39	60	31	45	17
No	45	45	46	41	40	29	51	34	69	42	77
Don't know	10	7	15	26	15	2	10	6	-	13	6

\* Small base sizes

Q.5 Do you intend using An Post's Direct Mail services in the next 12 months?

# Trends In The Volume Of Letter Post Sent Each Week

Base: All Those Sending 100+ Letters A Week: 286



Q.9 For each service I read out, can you tell me if the number of letters you post each week has increased, decreased or remained the same over the past twelve months?

# Reasons For Decrease In Letter Post

## Base: All Those Experiencing A Decrease

### Raw Numbers

#### National Letter Post

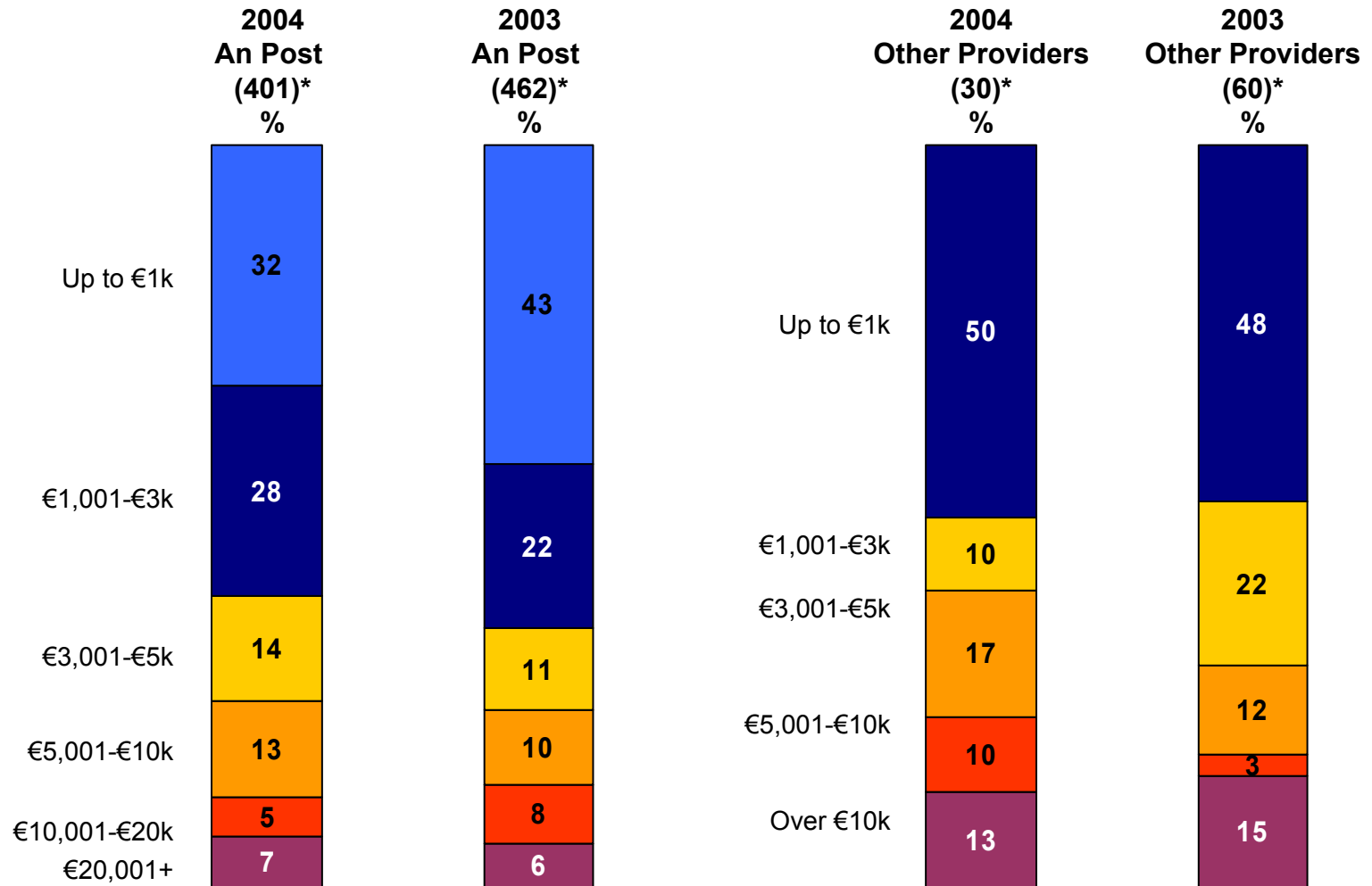
	2004	2003
<i>Base:</i>	(19)	(11)
Change in business	10	(1)
Email/electronic transfer	5	(7)
Prices gone up/others cheaper	2	(-)
Fax	*	(2)
Outsource our bills & invoices	-	(1)
Texting	*	(-)
Don't know	*	(-)

#### International Letter Post

	2004	2003
<i>Base:</i>	(21)	(20)
Change in business/business issue/ less customer demand	13	(10)
Cost	5	(-)
Email/electronic transfer	4	(10)
Fax	2	(-)
Texting	*	(-)
Duty free going has affected business	-	(1)
Don't know	1	(-)

Q.10a What would you attribute this decrease to?

# Annual Spend On Letter Post Services



\* Don't Know responses excluded. Small base size

Q.13a/b How much annually does your company spend, in Euro, on letter post services with (a) An Post (b) Other service providers?

# Average Annual Spend With An Post Base: All Using An Post: 401

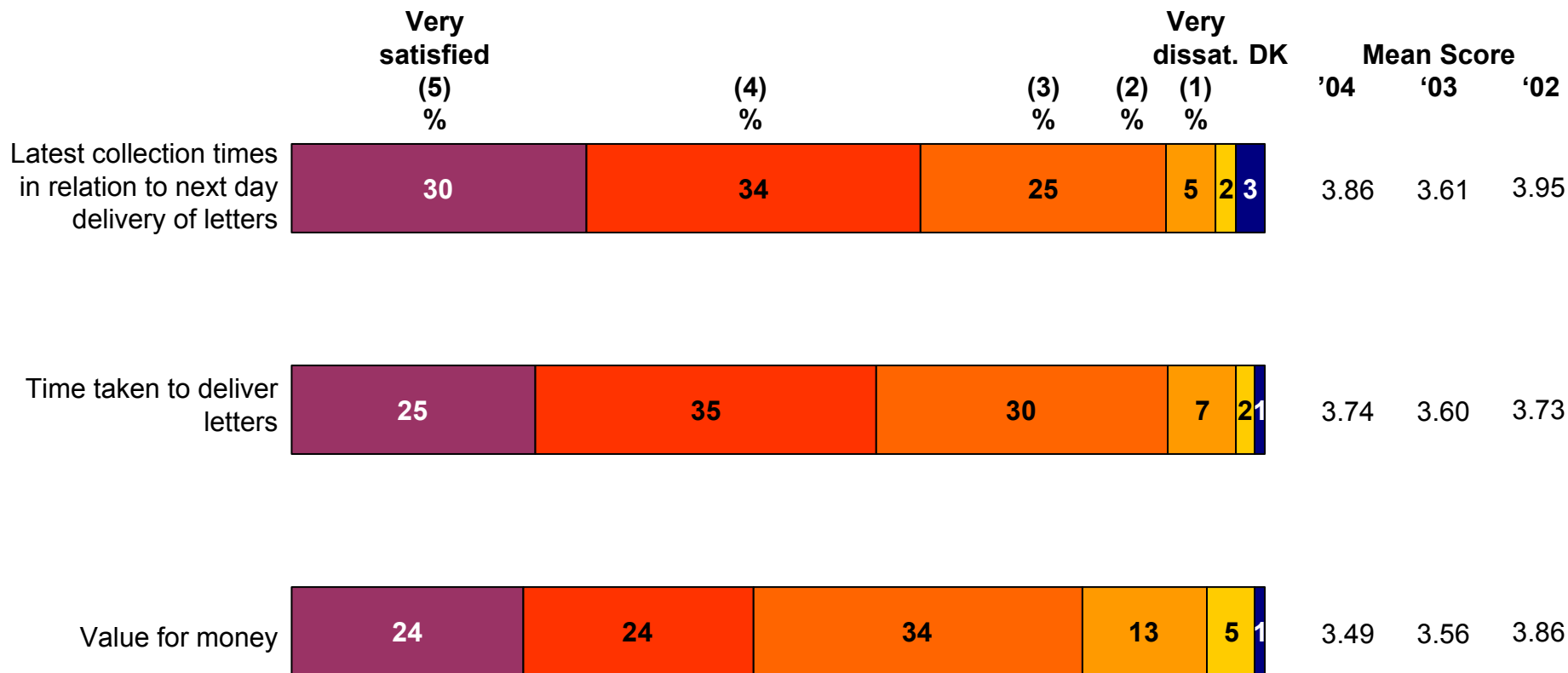
	2004 €	2003 €
<b>Total</b>	<b>7,814</b>	<b>10,783</b>
<b>By Weekly Volume</b>		
1 – 50	1,452	1,000
51 – 249	5,497	7,820
250+	33,776	44,461
<b>By Sector</b>		
Finance*	40,743	27,829
Retail/Distribution	6,662	5,085
Manufacturing	5,116	6,659
Business Services	6,187	13,132
Personal Services*	5,736	16,667
Individual Services*	14,774	-
IT/Telecomms*	6,336	13,324

\* Small base sizes

# Attitudes & Satisfaction Levels With An Post

# Satisfaction With Services Provided By An Post

Base: All Those Sending 100+ Items A Week: 286



*Q.6 I am going to read out a list of aspects related to An Post letter post services. For each one please tell me if you are satisfied or dissatisfied with each aspect on a scale of 1 to 5, where 1 is very dissatisfied and 5, very satisfied.*

# Satisfaction With Services Provided By An Post X Company Type – Mean Score Summary

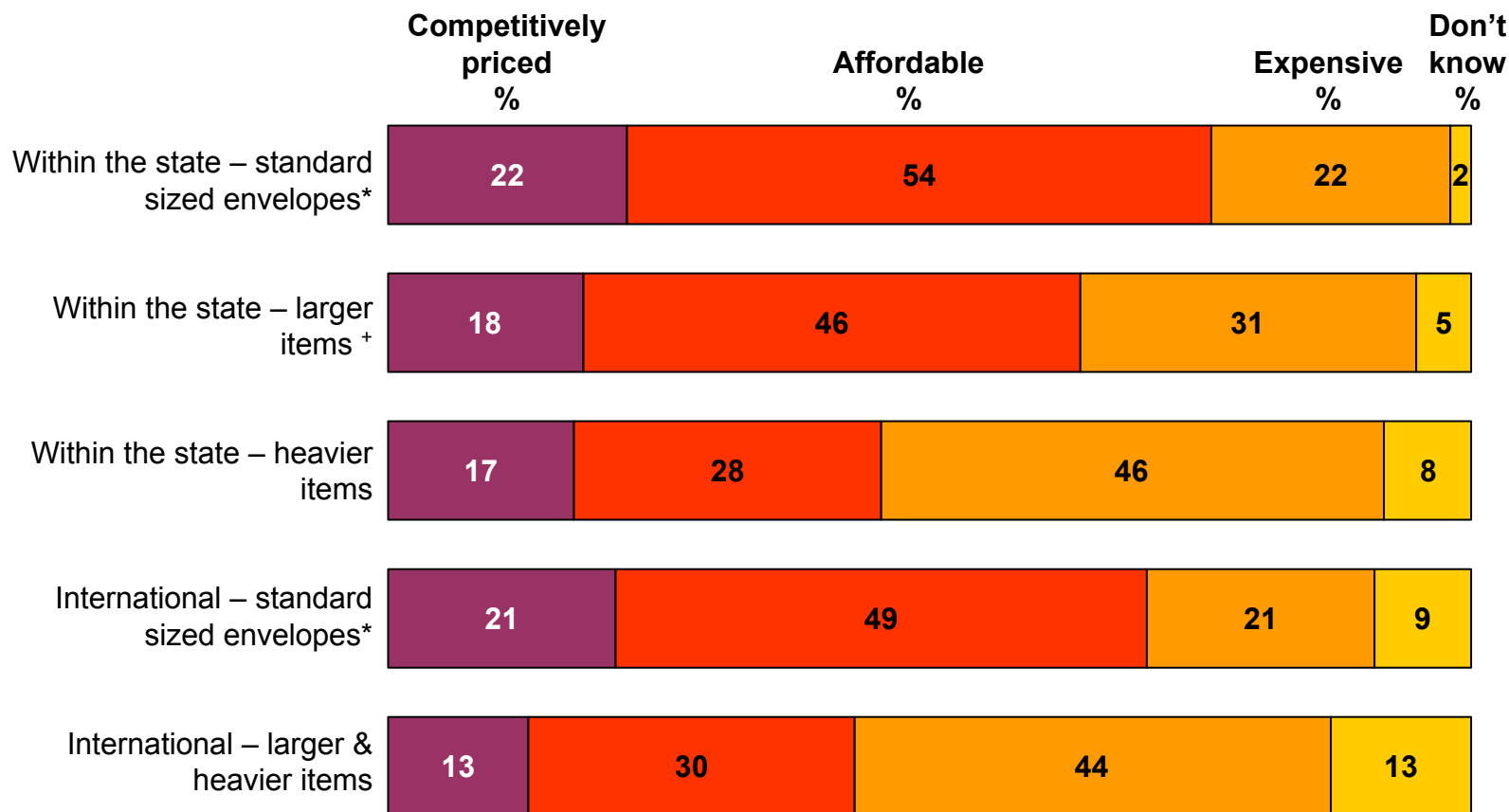
Base: All Those Sending 100+ Items A Week: 286

	Weekly Volume Sent		Sector							
	101-249 (159)	250+ (127)	Finance (22)*	Retail/ Dist. (39)	Manu. (57)	Business Services (120)	Personal Services (21)*	Individual Services (3)*	IT/Tele- comms (9)*	Other (15)*
Latest collection time in relation to next day delivery of letters	3.96	3.66	3.79	4.10	3.81	3.78	3.72	4.55	4.14	3.92
Time taken to deliver letters	3.72	3.78	3.64	4.19	3.69	3.74	3.47	4.14	3.45	3.35
Value for money	3.61	3.26	3.52	4.10	3.54	3.36	2.86	2.96	3.75	3.78



# Rating Of Value For Money

Base: All Those Sending 100+ Items A Week: 286



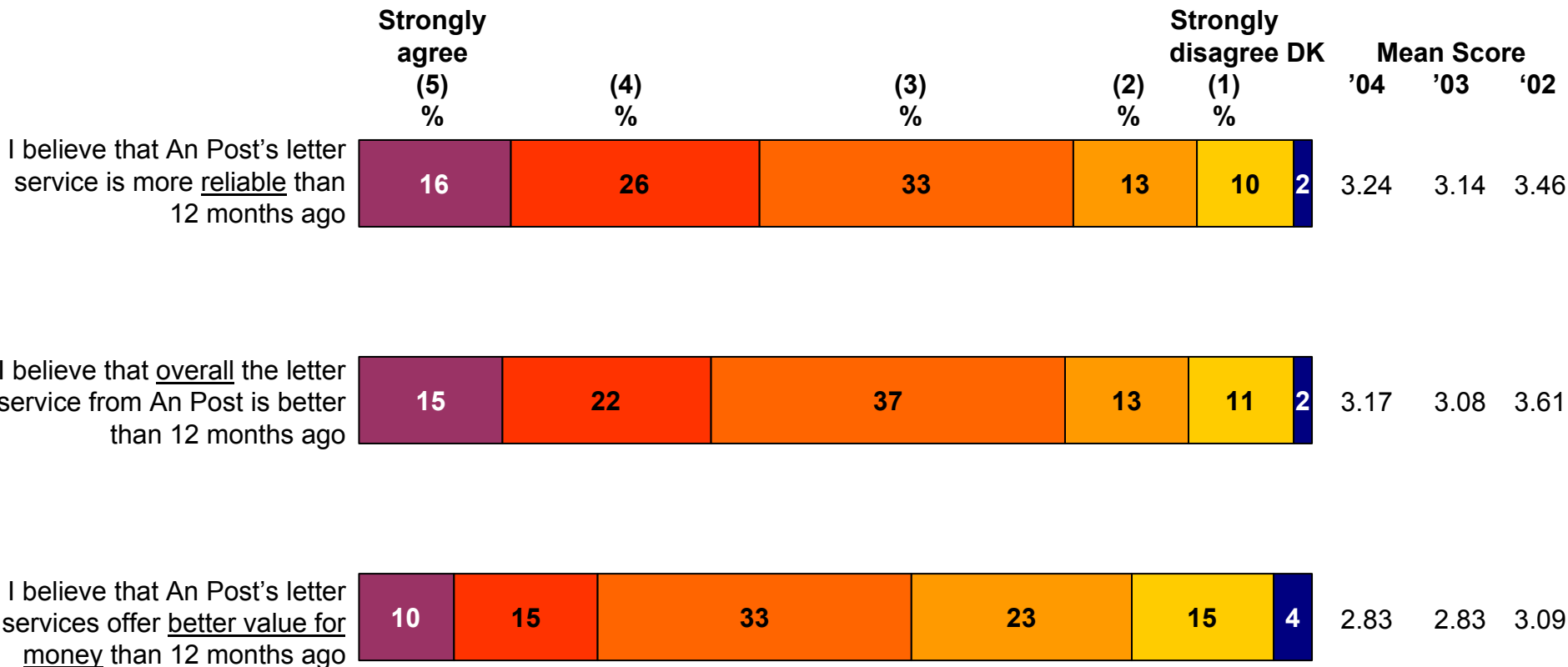
\* Pop letters – items up to C5 size weighing less than 50g

+ 2002 – within the state – larger & heavier items (grouped together)

**Q.7 I am now going to read out another list of letter post services provided by An Post. Please tell me if you think each service is competitively priced, affordable or expensive.**

# Perceptions Of Changes In An Post's Service In The Past 12 Months

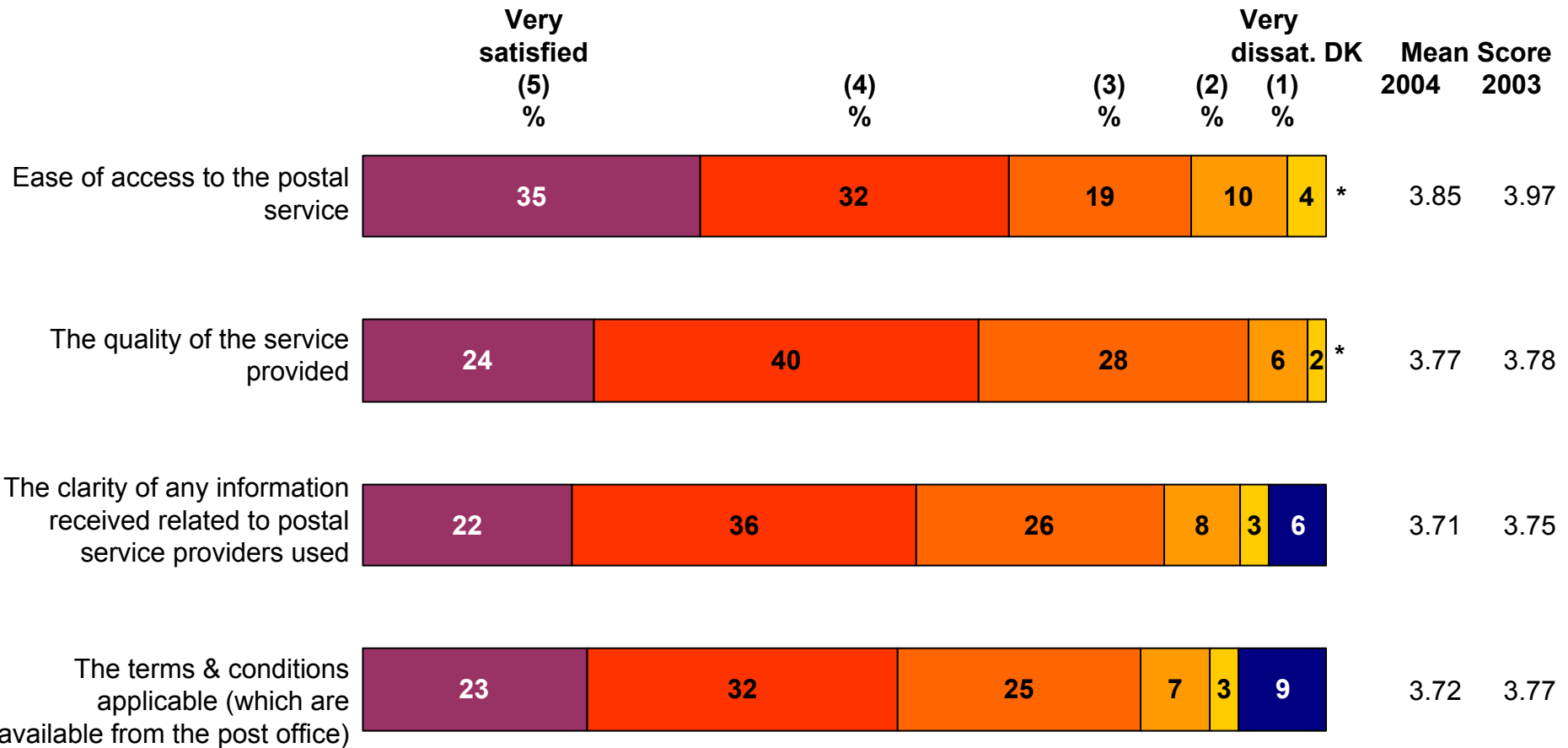
Base: All Those Sending 100+ Items A Week: 286



Q.8 I am going to read out a list of statements relating to the letter post market. I would like you to tell me if you agree or disagree with each statement, using a scale of 1 to 5 where 1 means you strongly disagree and 5 strongly agree.

# Satisfaction With Additional Aspects Of The Postal Service\*

Base: All Respondents: 504

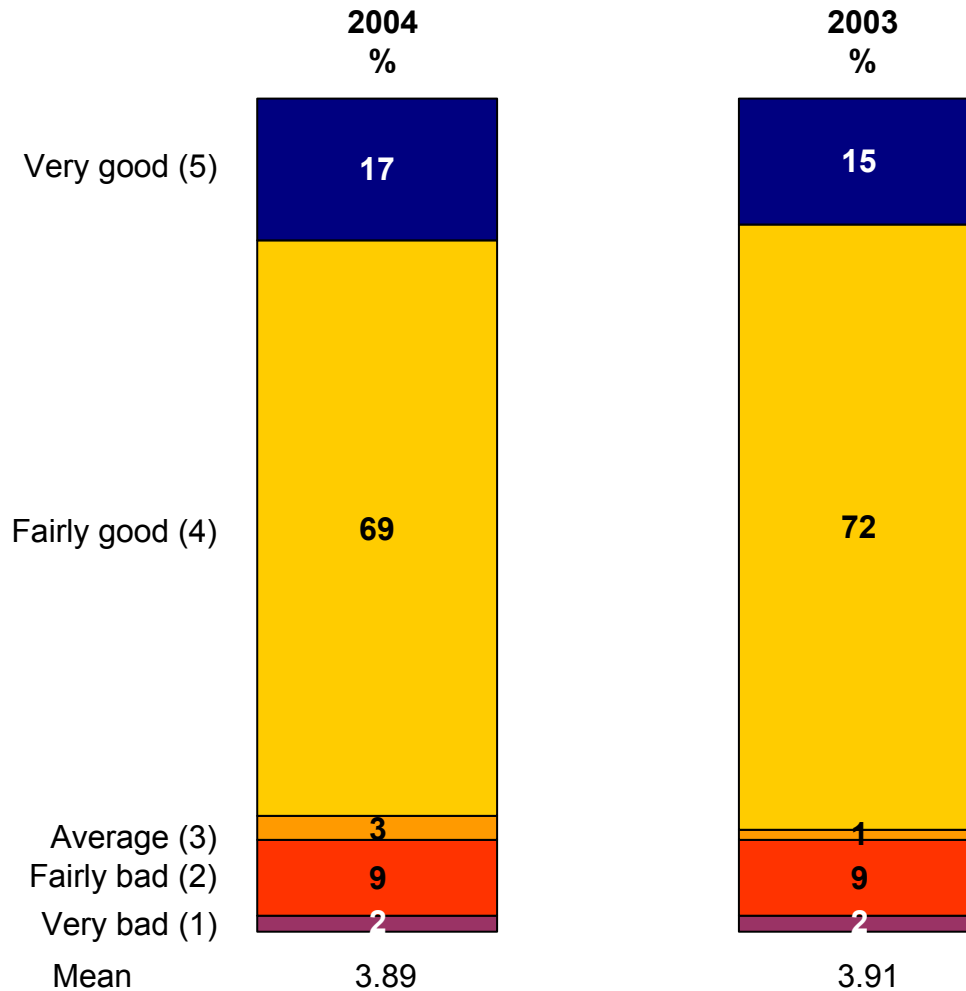


\* Taken from the Eurobarometer Study 2002

Q.11a I am now going to ask you to rate your satisfaction or dissatisfaction with the postal service on a number of additional aspects, using a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied.

# Overall Rating Of The Postal Service In Ireland

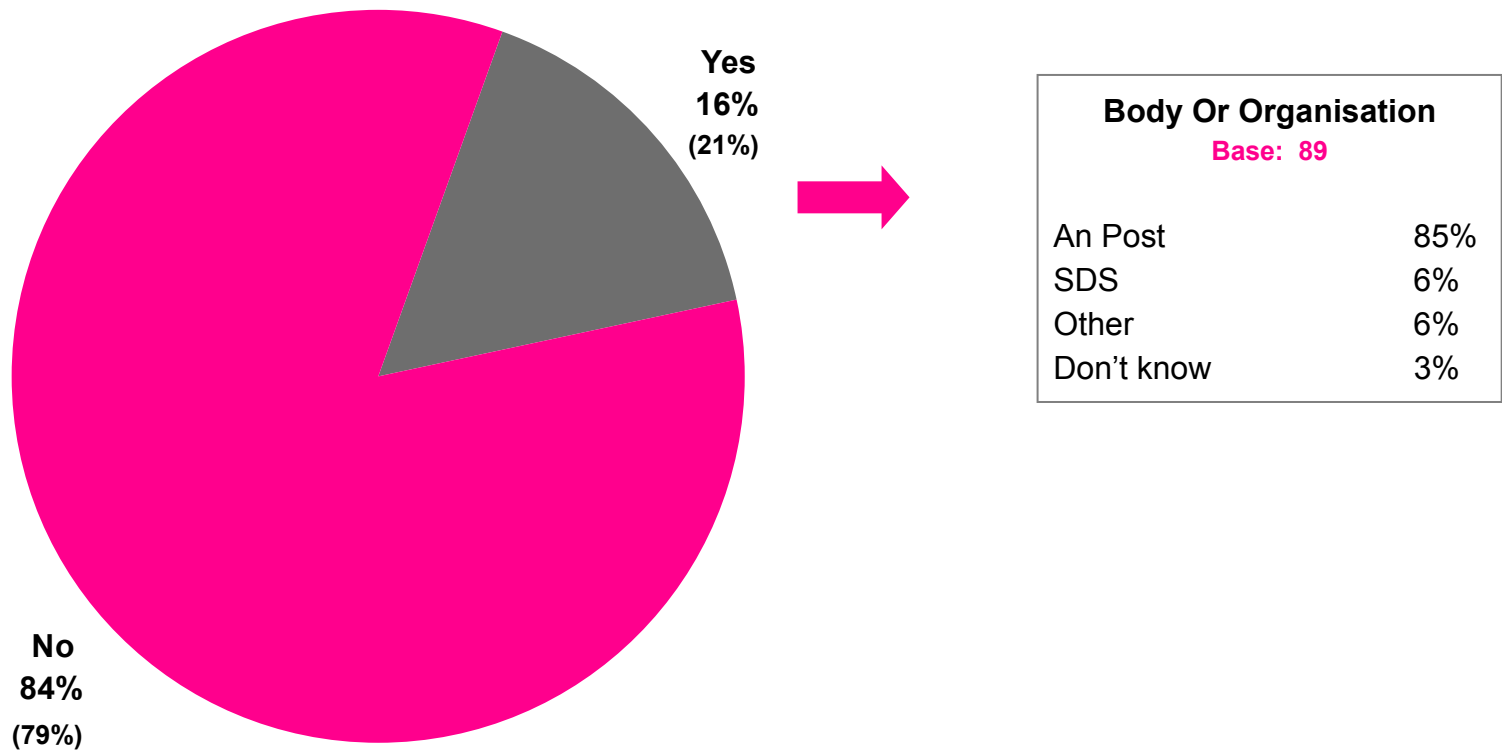
Base: All Respondents: 504



Q.11b Thinking about the overall postal service provided here in Ireland, would you say it was very good, fairly good, fairly bad or very bad?

# Whether A Complaint Has Been Personally Made In The Past 12 Months

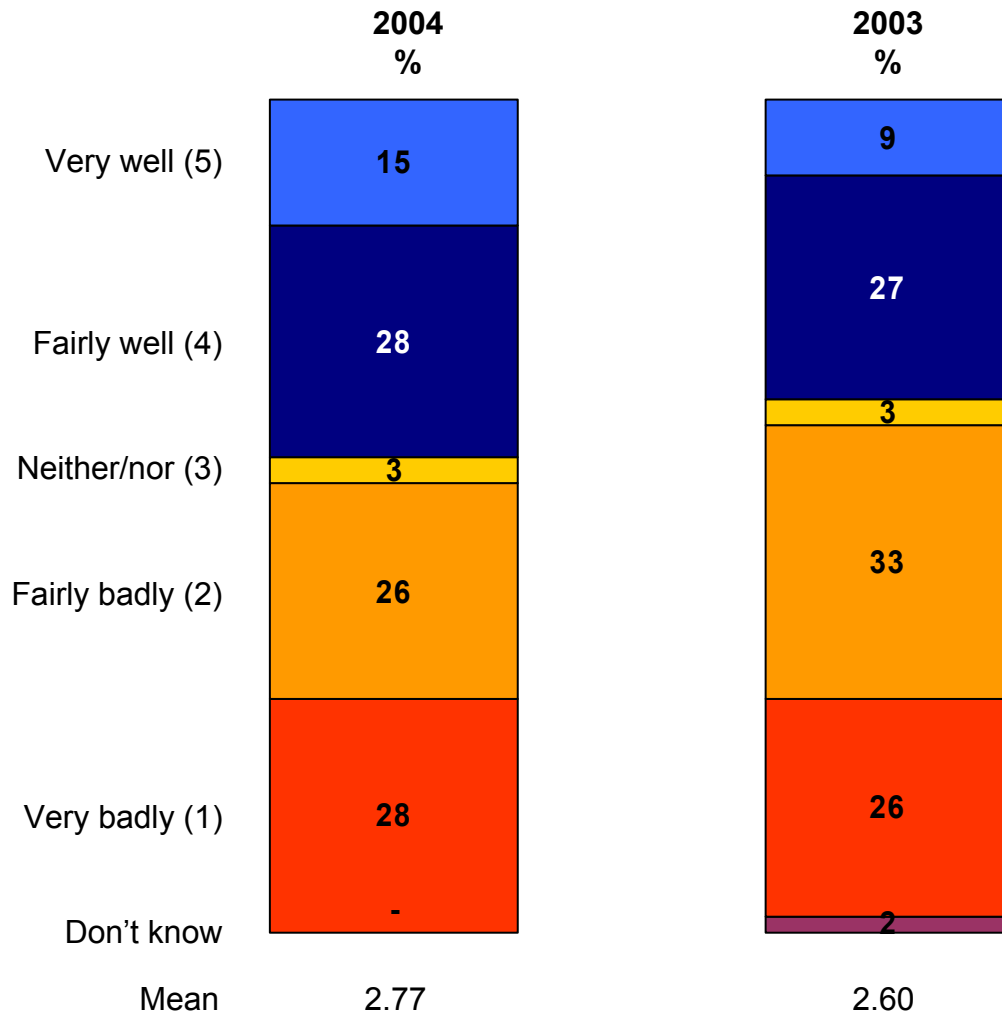
Base: All Respondents: 504



Q.12a In the past 12 months, have you personally made a complaint about any aspect of the postal service?

# Satisfaction With How The Complaint Was Dealt With

Base: All Those Who Have Made A Complaint In The Past 12 Months: 89



Q.12d Would you say your complaint was dealt with very well , fairly well, fairly badly, very badly?

# Residential Postal Service Survey

# Summary Of Principal Findings



# Summary Of Principal Findings

## Volume

- This survey shows that households in Ireland currently claim to receive more mail than they did in 2003. While more households are receiving 5 items or less (up to 28% in 2004 from 23% in 2003), the overall average is increased by the higher proportion that are receiving 31 items or more (4% in 2004 compared to less than 1% in 2003).
- Middle-class households appear to be receiving more mail on this latest survey, which is not surprising as this demographic group would typically have the most relationships with heavy letter post users such as financial services and telecoms providers.
- The majority of mail delivered to Irish households is from within the State, with international mail accounting for just 13% of all letters received.
- The perception amongst the majority of householders (66%) is that they receive no more or less 'personal' (not direct mail) letters compared with one year ago. However direct mail is undoubtedly on the increase, with 38% of householders observing an increase in direct mail through their door in the past year compared to just 6% noticing a decrease.

# Summary Of Principal Findings

## Volume

- The vast majority of residential mail users (81%) send on average five mail items or less per week from their home address, this is broadly unchanged on 2003.

## Value For Money

- The most noticeable change in satisfaction levels between this year and 2003 is in respect of satisfaction with the cost of postage stamps. The proportion claiming to be satisfied has declined from 53% to 40% with a corresponding increase in dissatisfaction – from 22% to 29%.

## Quality

- Satisfaction levels declined somewhat between 2003 and 2004. The two aspects of An Post's service which attract the lowest levels of satisfaction from residential mail users are 'latest collection times' (20% dissatisfied) and 'the cost of stamps' (29% dissatisfied).
- There is much room for improvement in complaint handling, with the majority (58%) feeling that their complaint was dealt with badly. However, there has been a noticeable improvement since 2003, with 17% of those making a complaint in 2004 considering that it was dealt with 'very well' compared to just 8% being of this opinion in 2003.

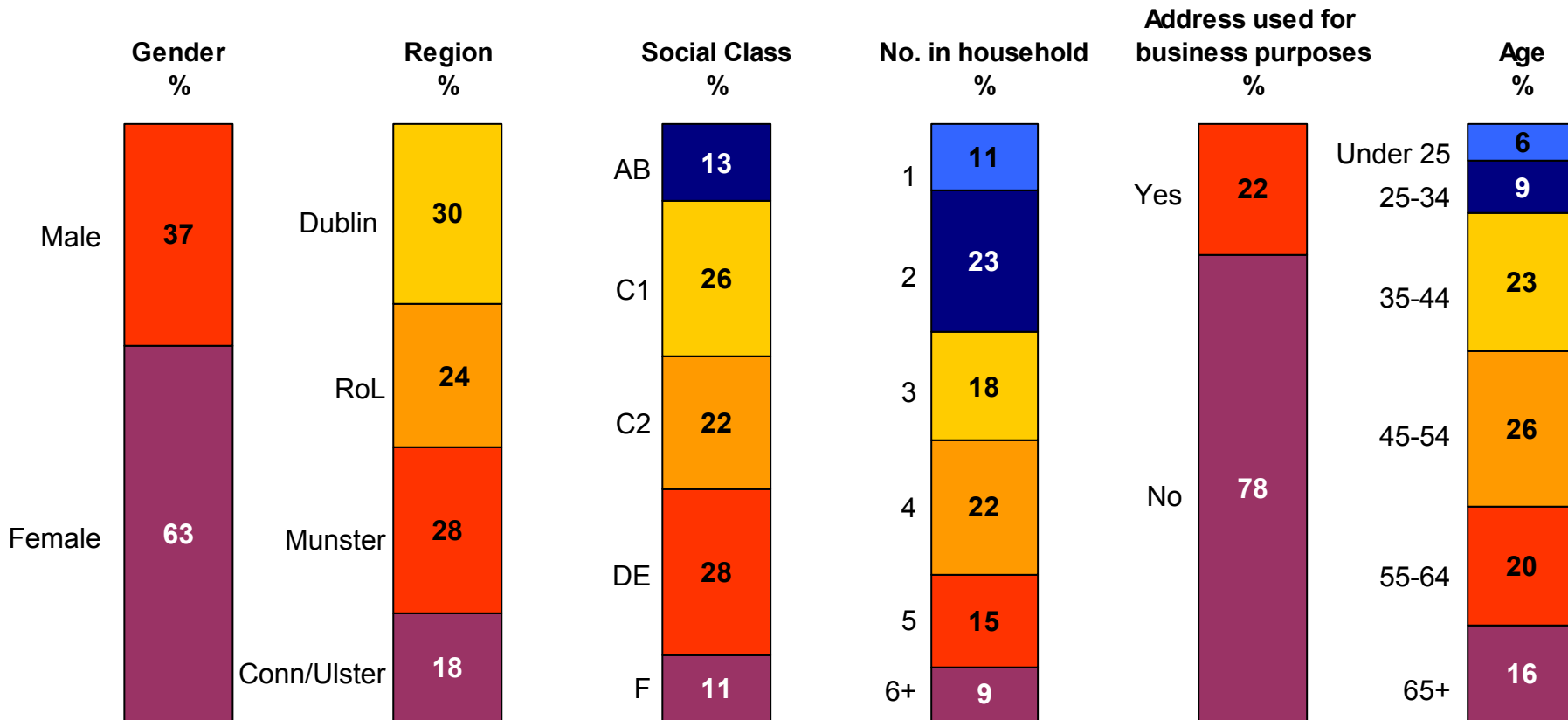
# Introduction

# Residential Postal Service Survey Methodology

- Telephone survey conducted by TNS mrbi via CATI (Computer Aided Telephone Interviewing).
- 752 interviews were conducted amongst households in the Republic of Ireland.
- Quotas were set on region and social class.
- All interviews were conducted with the person with the most knowledge about incoming and outgoing post in the household.
- Fieldwork was conducted between 23<sup>rd</sup> August – 2<sup>nd</sup> September 2004.

# Sample Profile

Base: All Respondents: 752

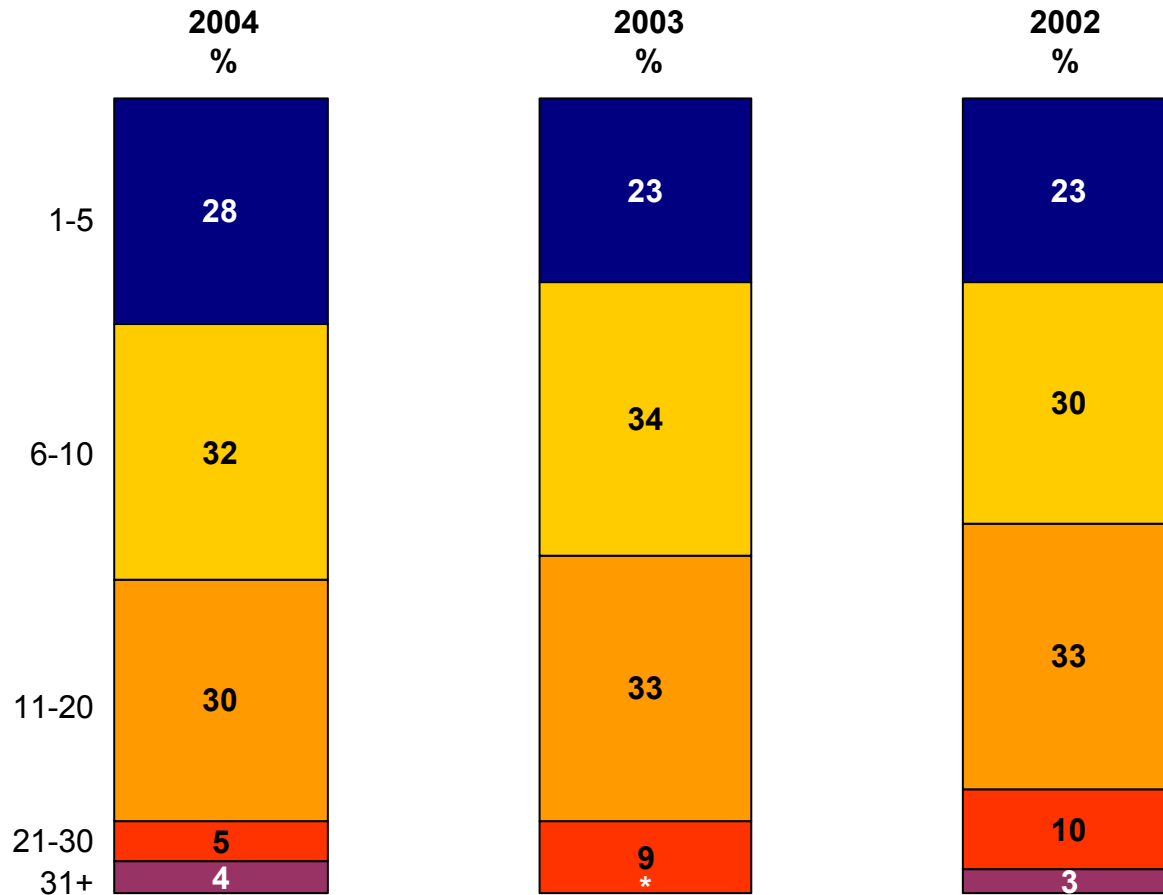


# Findings

# Receipt Of Letters

# Items Of Mail Delivered To Home Address Weekly

Base: All Respondents: 752





# Items Of Mail Delivered To Home Address Weekly x Household Type

Base: All Respondents: 752

## MEAN SCORE SUMMARY

Total		
2004		12.8
2003	(12.2)	

Respondent Sex		
Male	(13.4)	13.3
Female	(11.5)	12.5

Age		
Up to 25	(15.8)*	13.9*
25-34	(11.6)	12.7
35-44	(11.8)	14.7
45-54	(13.1)	13.7
55-64	(14.0)	13.0
65+	(9.2)	7.7

Social Class		
AB	(15.7)	18.5
C1	(13.1)	14.8
C2	(12.1)	12.1
DE	(9.6)	8.7
F	(13.1)	12.7

No. Of People in Household		
One	(7.3)	8.00
Two	(11.2)	9.9
Three	(11.4)	12.7
Four	(13.9)	14.7
Five+	(15.1)	15.3

Region		
Dublin	(12.3)	12.7
Rest of Leinster	(14.2)	12.6
Munster	(10.7)	13.5
Conn/Ulster	(11.4)	11.9

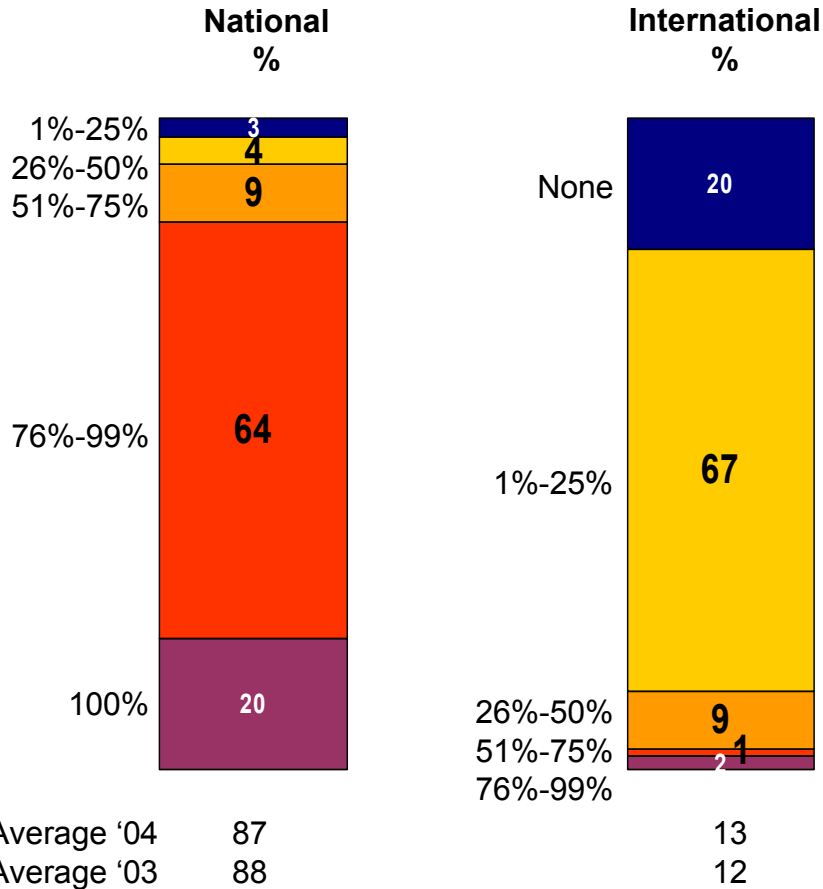
Weekly volume sent		
None	(8.8)	9.5
1-10	(10.6)	10.1
11-20	(16.6)	16.2
21+	(31.4)	44.5

Business from home		
Yes	(17.8)	19.3

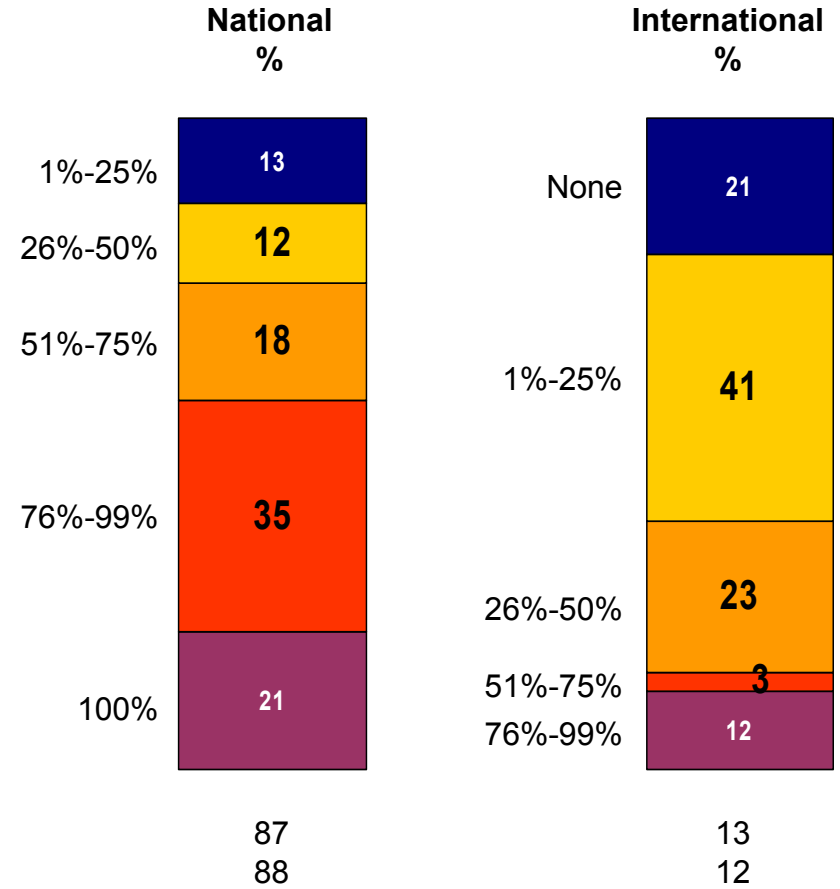
# Proportion Of Mail Received From National Vs. International Destinations

Base: All Respondents: 752

Respondent Based



Volume Weighted

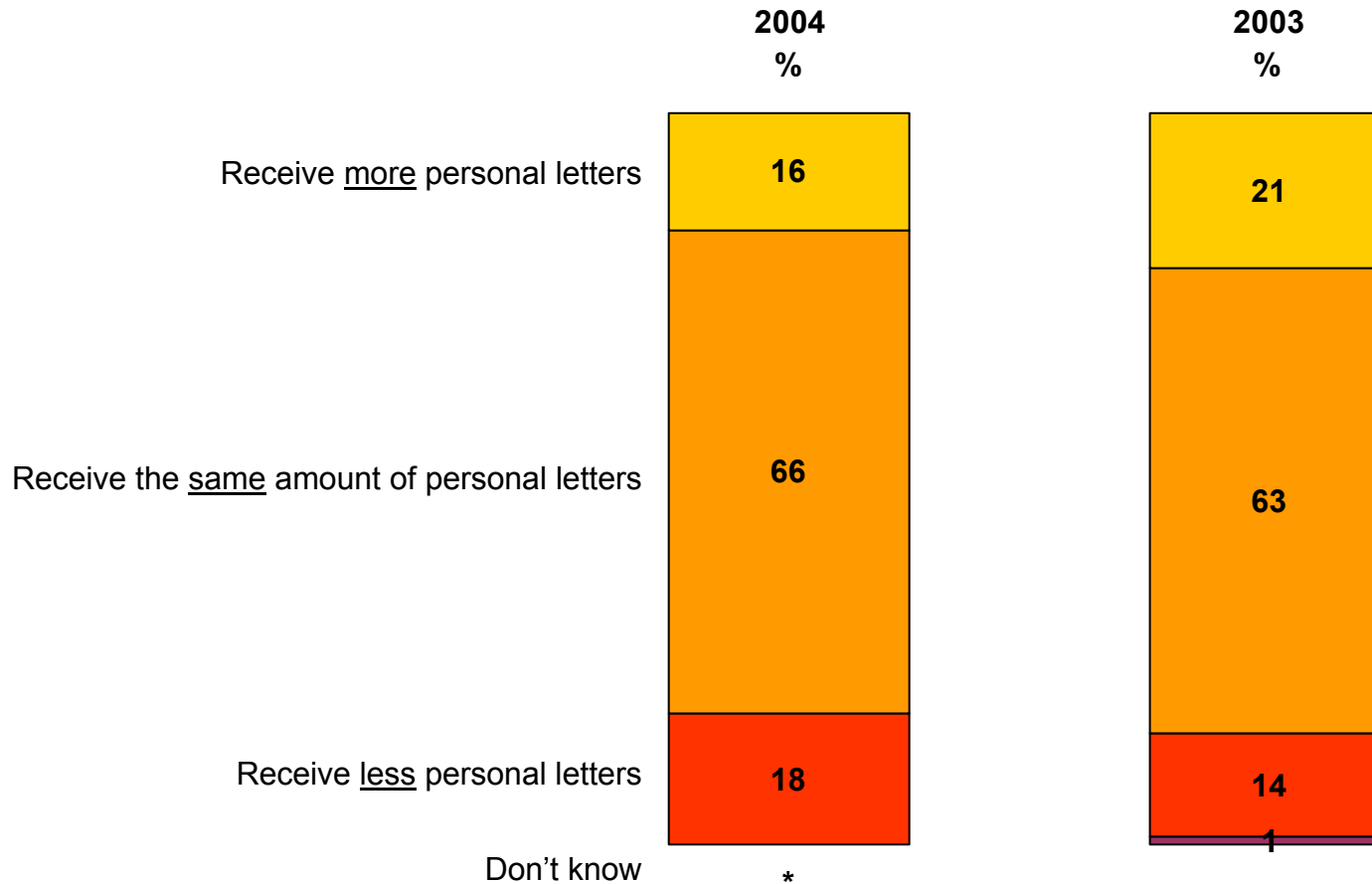


Q.1b And in terms of the origin of these items you receive, approximately what proportion of all your incoming mail is national (including Northern Ireland)?

Q.1c And what proportion of it is international (including Britain)?

# Volume Of 'Personal' Letters Received Compared With One Year Ago

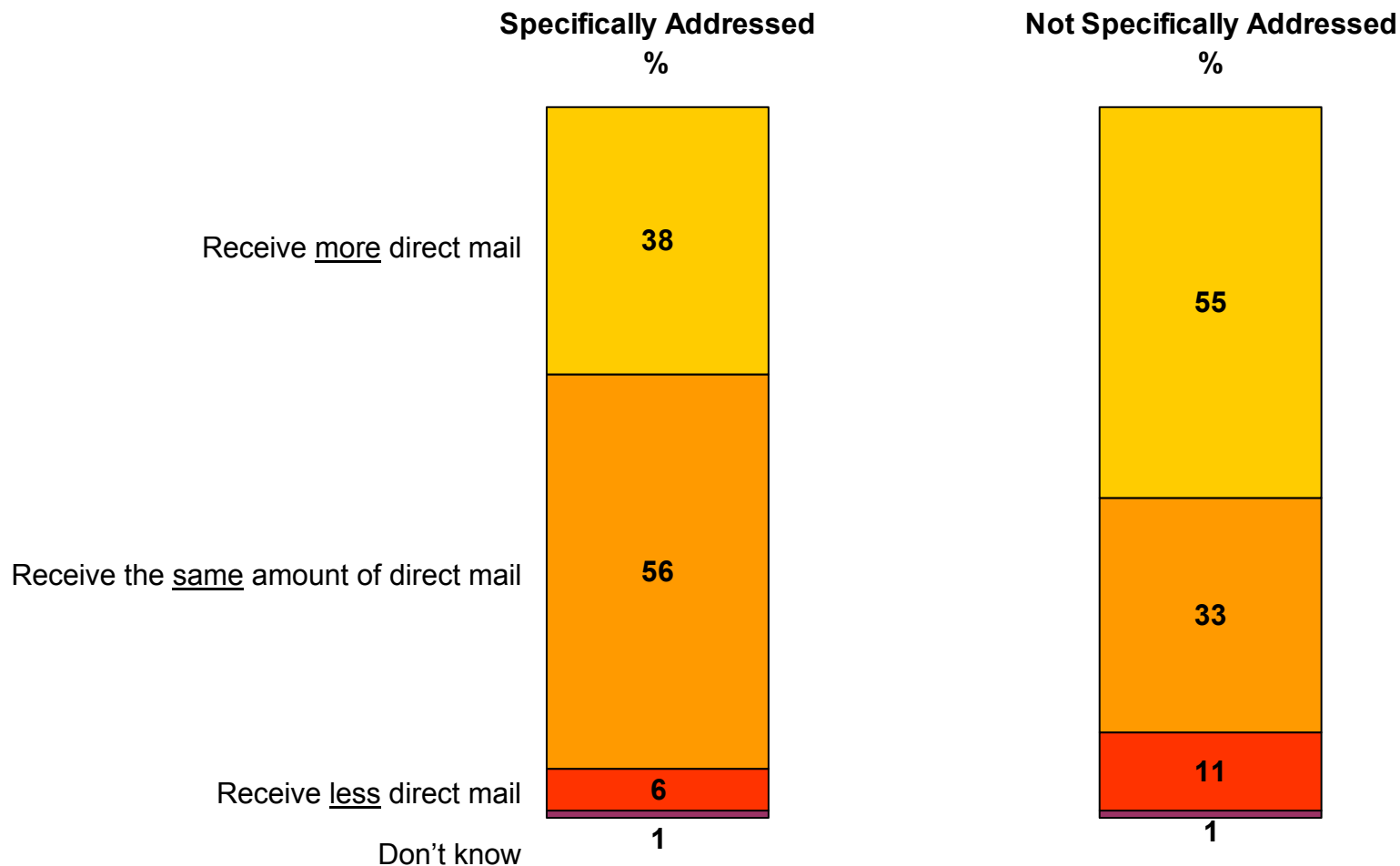
Base: All Respondents: 752



Q.2 For each service I read out, can you tell me if the number of letters you receive each week has increased, decreased or remained the same over the past twelve months, the volume of personal letters?

# Volume Of Direct Mail Received Compared With One Year Ago

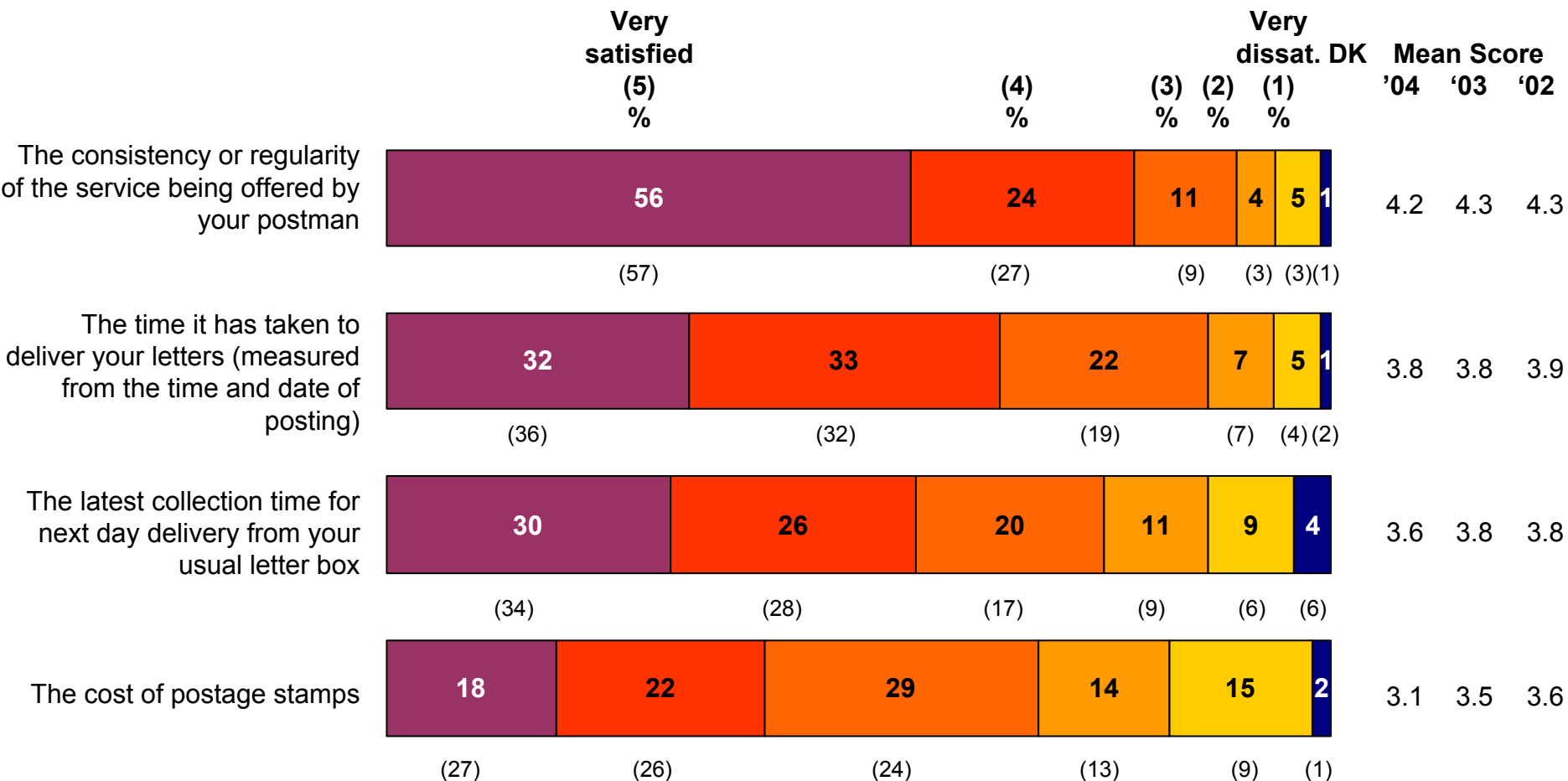
Base: All Respondents: 752



**Q.2 For each service I read out, can you tell me if the number of letters you receive each week has increased, decreased or remained the same over the past twelve months, the volume of specifically addressed direct mail? The volume of not specifically addressed direct mail?**

# Satisfaction With Postal Delivery Service

Base: All Respondents: 752



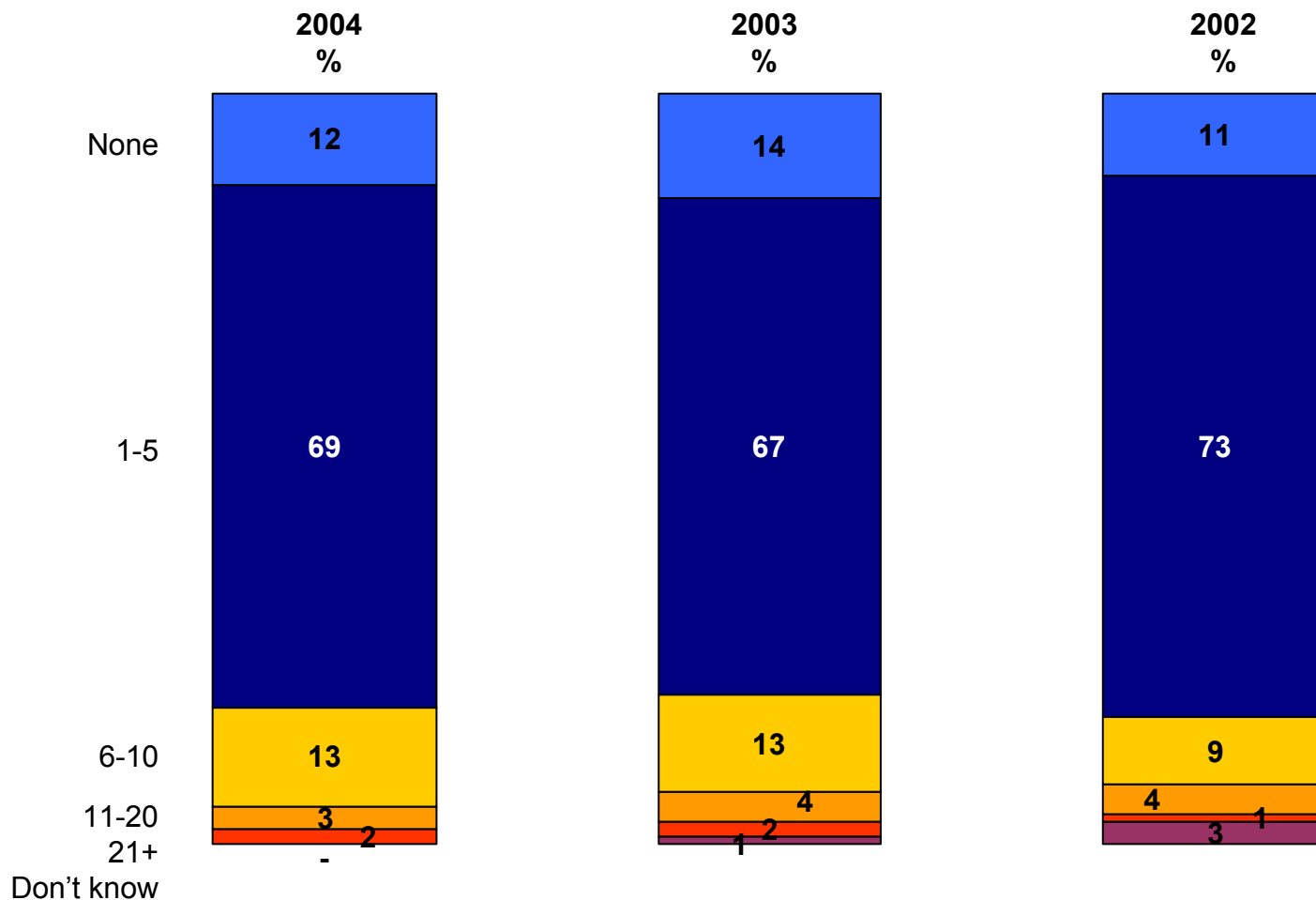
( ) = 2003 figures

**Q.3 I am now going to read out different aspects of the postal service. For each one please tell me if you are satisfied or dissatisfied with each service on a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied.**

# Sending Letters

# Items Of Mail (Standard Sized Envelopes) Posted From Home Address Weekly

Base: All Respondents: 752



Q.4 How many standard sized envelopes are posted from your home address each week?

# Items Of Mail (Standard Sized Envelopes) Posted From Home Address Weekly x Household Type

Base: All Respondents Sending Mail: 635

## MEAN SCORE SUMMARY

Total		
2004		4.7
2003		(5.3)

Respondent Sex		
Male	(6.4)	5.1
Female	(4.7)	4.5

Age		
Up to 25	(4.7)*	4.7*
25-34	(4.2)	4.6
35-44	(5.4)	5.5
45-54	(5.2)	4.9
55-64	(7.0)	4.5
65+	(4.5)	3.4

Social Class		
AB	(9.2)	5.7
C1	(5.5)	5.6
C2	(5.0)	4.6
DE	(4.3)	3.3
F	(4.2)	4.9

No. Of People in Household		
One	(4.0)	3.0
Two	(5.1)	4.0
Three	(5.5)	4.5
Four	(5.3)	6.0
Five +	(6.2)	5.0

Region		
Dublin	(5.7)	4.3
Rest of Leinster	(6.0)	5.4
Munster	(4.4)	4.6
Connacht/Ulster	(5.3)	4.5

Weekly Volume Rec'd		
1-10	(3.5)	3.0
11-20	(5.8)	4.9
21+	(13.4)	13.8

Business from Home		
Yes	(7.5)	7.9

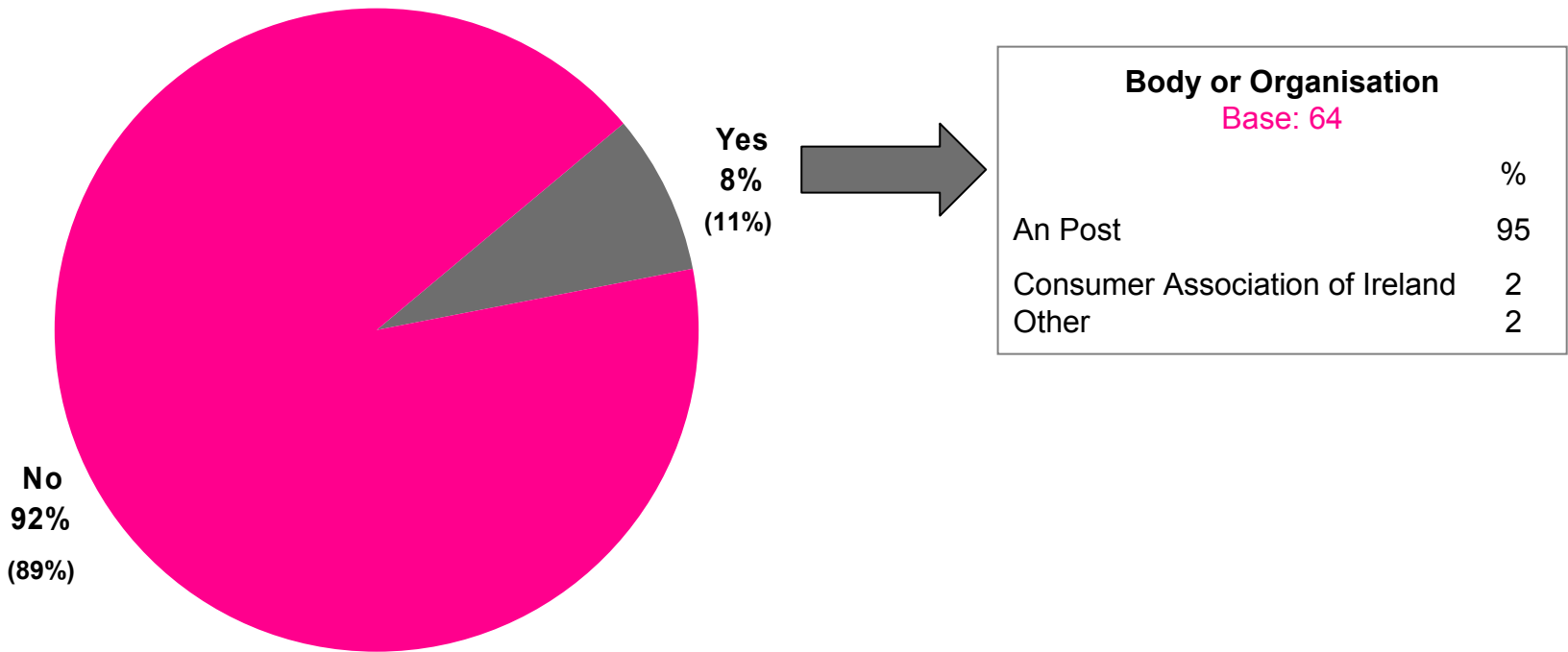
( ) = 2003 figures

\* Small base size



# Whether A Complaint Has Been Personally Made In The Past 12 Months

Base: All Respondents: 752

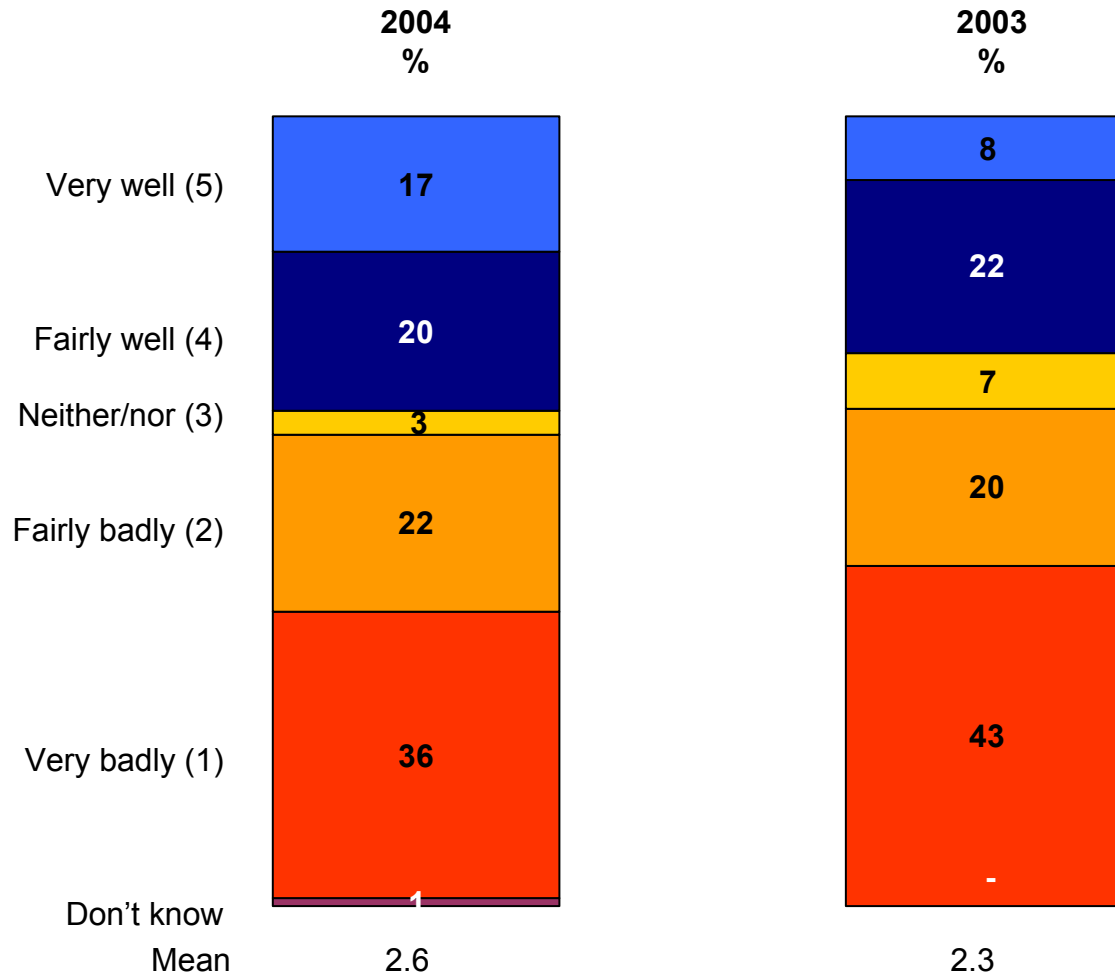


Q.5 In the past 12 months, have you personally made a complaint about any aspect of the postal service?

Q.5b Can you name the body or organization you made this complaint to?

# Satisfaction With How The Complaint Was Dealt With

Base: All Who Have Made A Complaint: 64



Q.5d Would you say your complaint was dealt with ...?

# Postal Services Survey Business & Residential