



Commission for
Communications Regulation

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For immediate release

ComReg publishes its 2013 SME and Consumer postal user surveys

The Commission for Communications Regulation (ComReg) today published its SME and Consumer postal user surveys for 2013. The research and marketing company, Ipsos MRBI, was commissioned by ComReg to undertake a survey amongst SMEs and consumers on their usage of post.

The key findings from the **SME survey** are:

- 98% use An Post as their main postal service provider. While 90% are aware of other postal providers, just a third of these actively use an alternative postal service provider with speed of delivery and price being the greatest motivators for using alternative providers.
- Most businesses that use An Post remain reluctant to use other providers with almost 8 in 10 saying that they are unlikely to use a provider other than An Post in the next 12 months.
- 38% of companies have seen a decline over the past two years in the number of standard letters that they sent.
- The main reason for the decline in the number of standard letters sent is the move to electronic substitutes, with two-thirds citing this as a factor. Companies are predicting that their usage of electronic forms of communications will continue to increase in the coming two years.
- 73% receive payment by post, of those 80% would prefer to receive this electronically.
- 1 in 8, or 12% of respondents, has experienced problems with their postal service in the past year, most commonly due to delayed delivery.
- 4 in 10 are in favour of introducing postcodes, 1 in 10 are not in favour, and just over half expressing no preference.

The key findings from the **Consumer survey** are:

- 98% use An Post as their main postal service provider, with 92% saying An Post would be their first choice for sending post and 91% used An Post to send their last packet/parcel.
- E-fulfilment is growing in popularity. 84% of those surveyed have access to the internet with 42% of those having ordered goods requiring delivery within the past month (or 35% of all respondents). Almost one quarter of 25-34 year olds have placed an online order in the past week and over half have placed an order in the past month. Only 3% of respondents would not order goods online again.
- Around two-thirds of respondents prefer receiving bills or statements via the post as opposed to online. This preference is significantly higher among those aged over 50 years.
- 15% had issues with their An Post postal service in the past year, mainly relating to delivery. Issues were more likely to be experienced in Dublin (20%) and Rest of Leinster (20%).
- Of those with a preference (51% of respondents) the majority are in favour of introducing postcodes.

The full survey reports (ComReg Document Nos. 13/67a and 13/67b) can be found on ComReg's website at www.comreg.ie

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Information for Editors:

SME survey:

- 501 telephone interviews conducted with person responsible for managing the post.
- Quotas were placed on number of employees and business sector which aligned with the overall population of SMEs in Ireland.
- Fieldwork took place between 21 – 29 May 2013.

Consumer survey:

- 1,000 face-to-face interviews conducted amongst a nationally representative sample of adults aged between 18 and 74 years.
- Interlocking quotas were set on gender and age, and non-interlocking quotas were set on region and social class.
- Fieldwork took place between 16 – 29 May 2013.