



An Coimisiún um
Rialáil Cumarsáide
Commission for
Communications Regulation

POSTAL SERVICES SURVEY

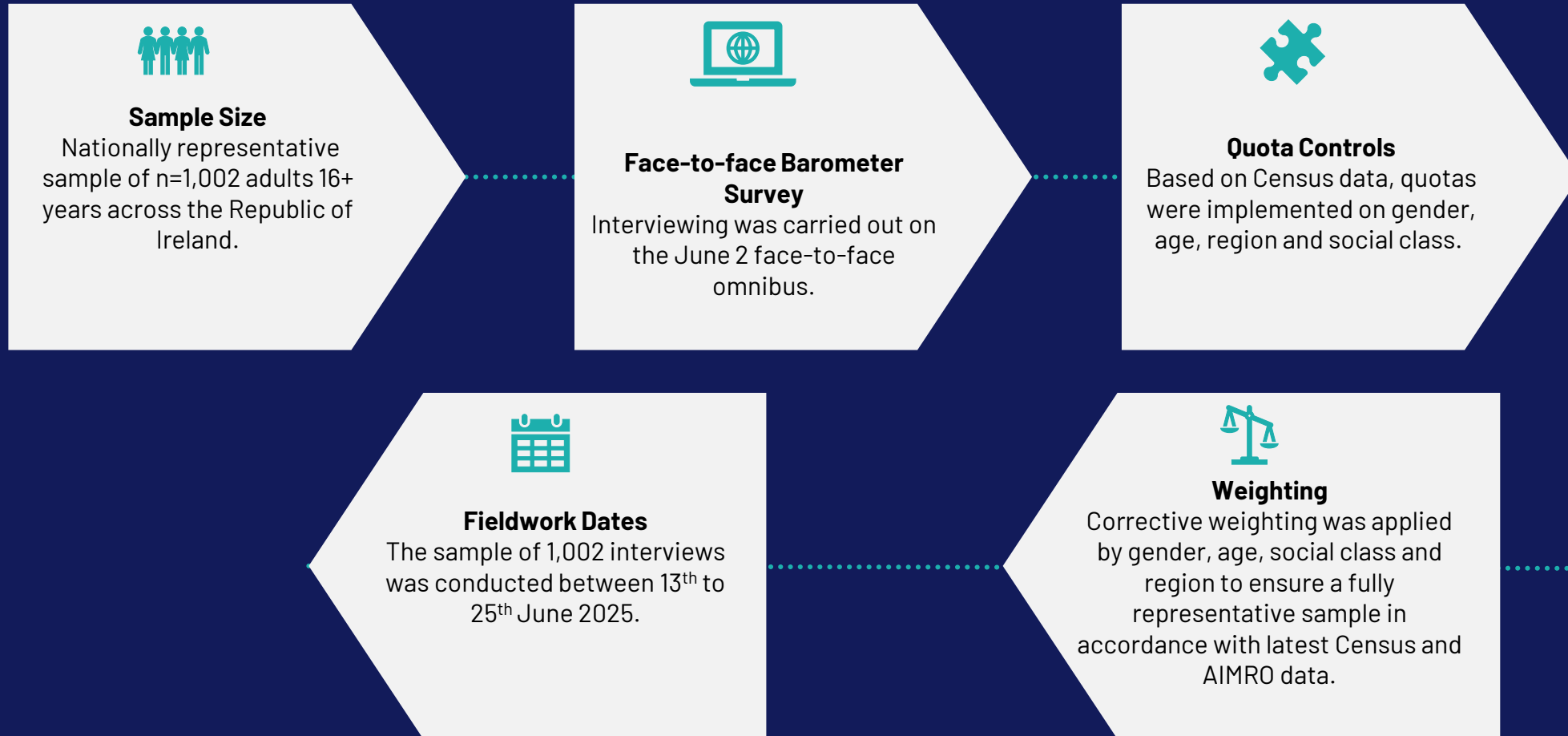
ComReg Document No: 25/65
Date: 16 September 2025



Introduction

This is the third wave of this postal services survey, which occurs every two years – 2021, 2023, 2025.

For (1) letter post (2) parcel post, this research surveys importance of (1) delivery every working day (2) delivery next working day (3) affordability of price of postage. This is a nationally representative sample of n=1,002 adults, 16+ years.



2023 survey: <https://www.comreg.ie/media/2023/09/2391a.pdf>

2021 survey: <https://www.comreg.ie/media/2021/10/ComReg-21100a.pdf>

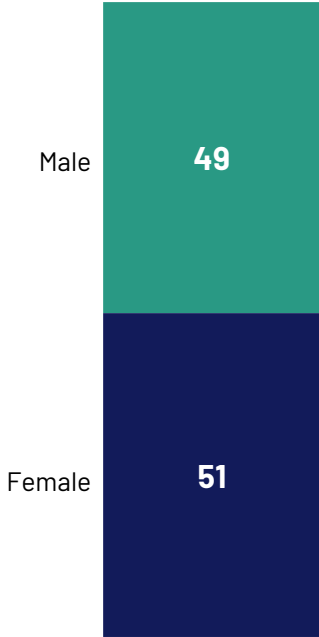


Profile of Respondents



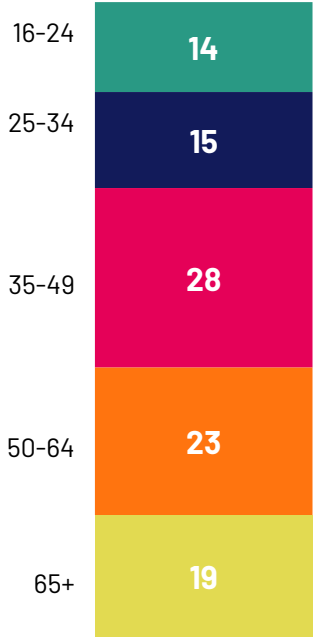
Gender

All Adults
%



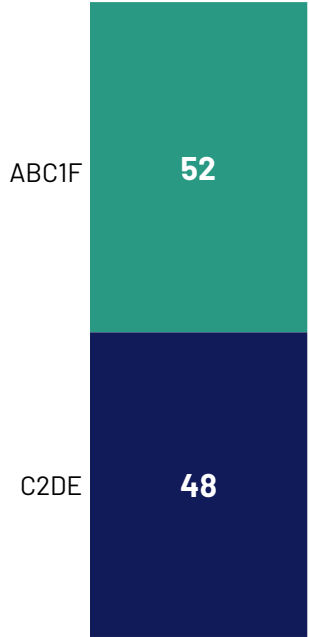
Age

All Adults
%



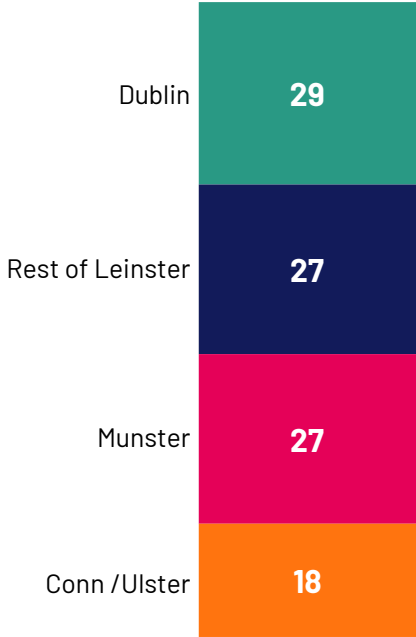
Class

All Adults
%



Region

All Adults
%



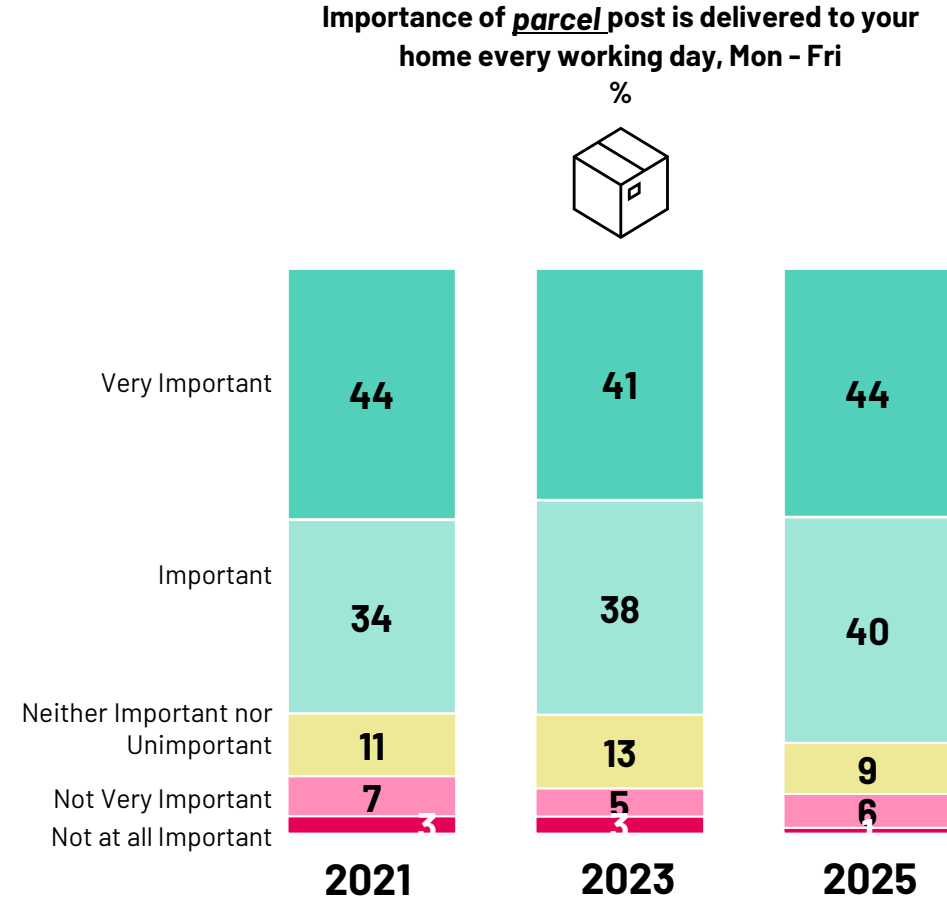
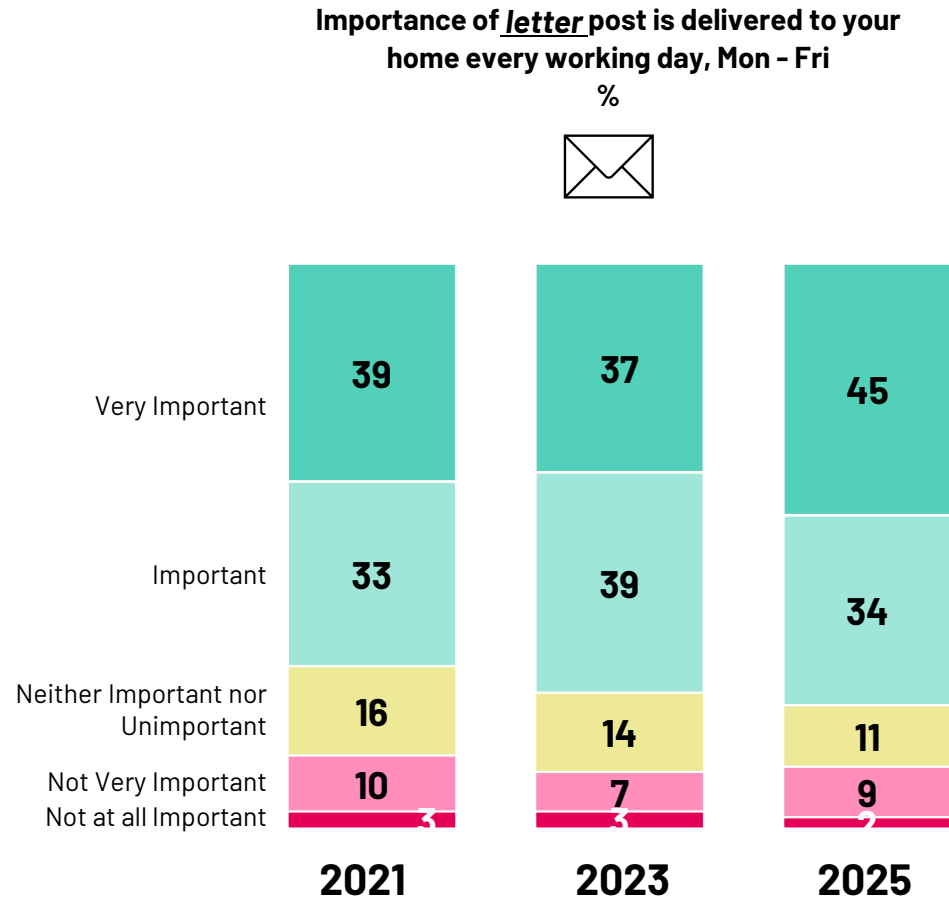
Analysis of sample
Base: All respondents aged 16+ - 1,002

IMPORTANCE OF DELIVERING POST EVERY WORKING DAY



Delivery of letter and parcel post every working day remains important (and increasing)

Both letter and parcel delivery every working day is very important for just under half of the population, with the high importance of letter delivery every working day increasing by 8%pts since 2023. The vast majority (c. 4 in 5) view letter post every working day as net important, again showing an increase on 2023.



Q.1 Thinking of your own needs, how important, or not, is it that letter post (ie not including parcels) is delivered to your home every working day, Monday to Friday?

Q.5 For you, how important, or not, is it that parcel post (ie not including letters) is delivered to your home every working day, Monday to Friday?

Base: All respondents N - 1,002

Importance of letter post being delivered every working day x demographics

The majority of over 65s view every working day letter post as very important, highlighting the essential nature of this service for this group.

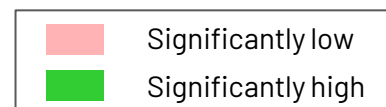


2025

	Total	Gender		Age					Social Class		Region					Area	
		Male	Female	16-24	25-34	35-49	50-64	65+	ABC1F	C2DE	Dublin	Outside Dublin	Leinster	Munster	Conn/Ulster	Urban	Rural
Base:	1002	455	547	127	131	300	238	206	571	431	294	708	306	250	152	686	316
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very important	45	43	46	31	41	42	49	57	43	46	41	46	52	42	43	44	47
Important	34	33	35	39	35	35	33	30	35	34	30	36	34	40	32	35	32
Neither important nor unimportant	11	12	10	15	14	10	8	7	10	11	10	11	8	14	10	10	12
Not very important	9	9	9	13	7	11	8	5	9	8	16	6	5	2	12	9	9
Not at all important	2	3	1	2	2	2	2	-	2	1	2	2	0	1	3	2	1
NET Important	79	77	81	70	76	77	82	87	78	80	71	82	86	82	75	79	79
NET Not Important	10	12	9	15	9	13	10	5	12	9	18	7	5	4	16	11	9
Mean	4.11	4.05	4.17	3.83	4.06	4.03	4.19	4.39	4.08	4.15	3.92	4.19	4.33	4.19	3.98	4.09	4.15

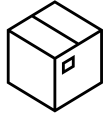
Q.1 Thinking of your own needs, how important, or not, is it that letter post (ie not including parcels) is delivered to your home every working day, Monday to Friday?

Base: All respondents N - 1,002



Importance of parcel post being delivered every working day x demographics

There is less variance by demographics in regard to parcel post, possibly highlighting the prevalence and thus impact of online shopping.

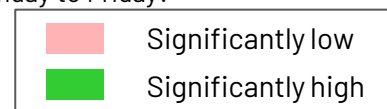


2025

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Base:	1002	455	547	127	131	300	238	206	571	431	294	708	306	250	152	686	316
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very important	44	42	47	46	46	46	45	40	45	43	43	45	47	44	43	45	43
Important	40	43	37	41	47	41	38	36	38	43	40	41	39	47	34	39	42
Neither important nor unimportant	9	9	8	7	3	8	9	16	9	8	8	9	8	7	13	9	7
Not very important	6	6	6	4	5	5	6	8	7	4	8	5	6	2	9	5	7
Not at all important	1	1	1	2	-	1	2	0	1	1	2	1	1	-	1	1	1
NET Important	85	85	85	87	92	86	83	76	83	86	83	86	86	91	77	84	85
NET Not Important	7	6	7	6	5	6	8	8	8	5	9	6	6	2	10	6	7
Mean	4.22	4.19	4.24	4.26	4.33	4.26	4.19	4.07	4.20	4.24	4.15	4.24	4.26	4.34	4.08	4.22	4.21

Q.5 For you, how important, or not, is it that parcel post (ie not including letters) is delivered to your home every working day, Monday to Friday?

Base: All respondents N - 1,002



14

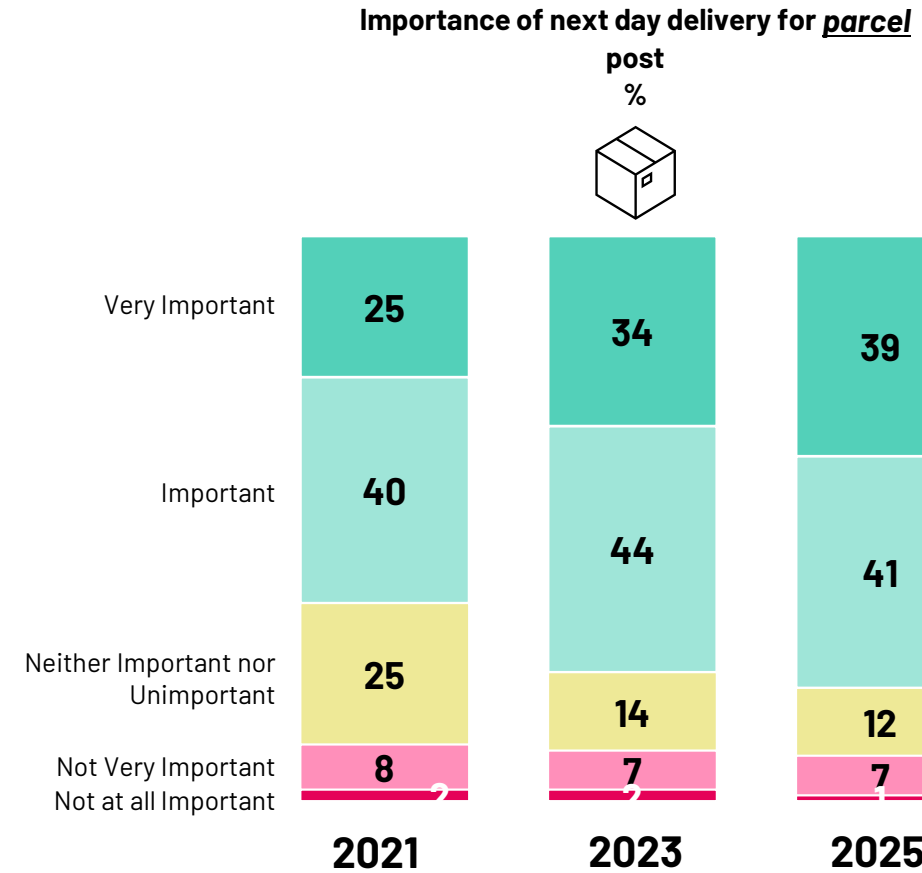
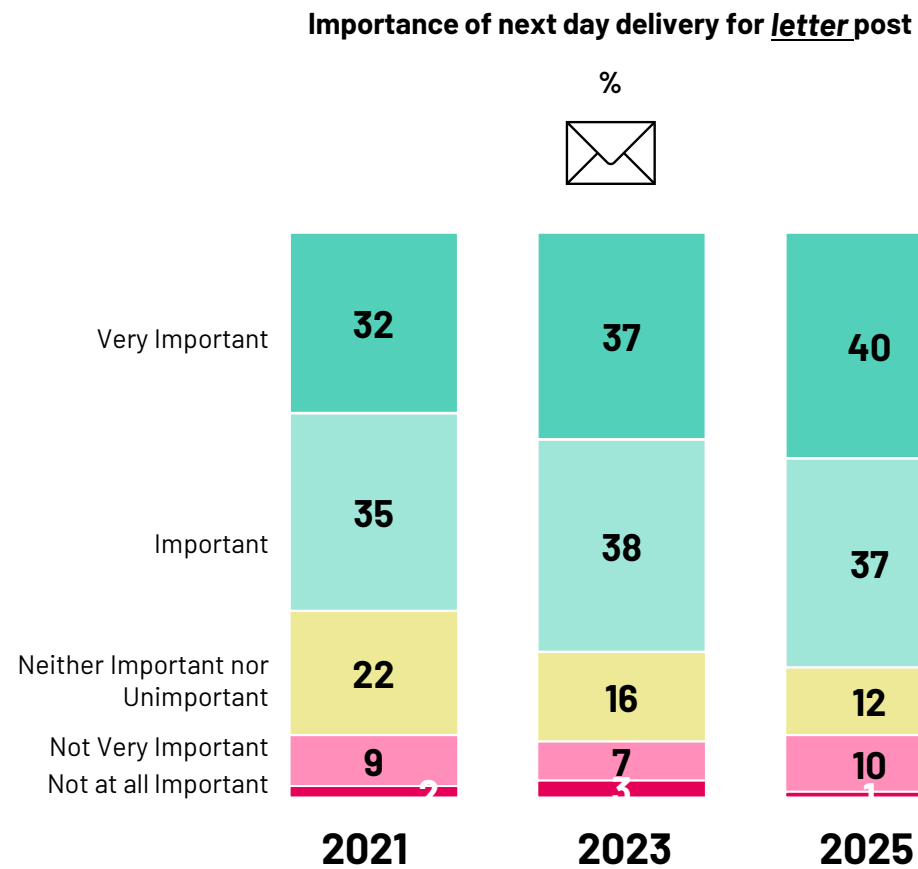
15

IMPORTANCE OF NEXT DAY DELIVERY



Importance of next day delivery for letters and parcels

Again, we are seeing increased importance placed on next day delivery for both letters and parcels with 2 in 5 now viewing either as very important. Almost 4 in 5 view next day delivery for letter and parcel post as being net important.



Q.2 And for yourself, how important, or not, is it that a next day delivery for letter post (ie not including parcels) is available?

Q.6 For you, how important, or not, is the availability of a next day delivery for parcel post (ie not including letters)?

Base: All respondents N - 1,002

Importance of next day delivery of letter post x demographics

Interestingly, there is less of a divide in age compared to every working day delivery. The majority of all groups note next day delivery as important.

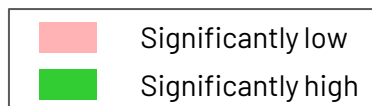


2025

	Total	Gender		Age					Social Class		Region					Area	
		Male	Female	16-24	25-34	35-49	50-64	65+	ABC1F	C2DE	Dublin	Outside Dublin	Leinster	Munster	Conn/Ulster	Urban	Rural
Base:	1002	455	547	127	131	300	238	206	571	431	294	708	306	250	152	686	316
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very important	40	39	40	34	43	39	39	43	39	40	37	41	47	36	40	40	38
Important	37	35	39	35	38	37	40	36	39	36	32	40	37	46	33	36	39
Neither important nor unimportant	12	14	11	14	11	14	10	13	12	12	12	12	11	13	14	12	13
Not very important	10	10	9	16	9	9	9	8	9	11	18	6	5	4	12	10	8
Not at all important	1	1	1	1	-	1	2	1	1	1	2	1	0	0	1	1	1
NET Important	77	75	79	69	81	77	79	79	78	76	69	80	84	82	73	77	78
NET Not Important	11	11	10	17	9	10	11	8	10	12	20	7	6	4	13	11	9
Mean	4.05	4.02	4.08	3.85	4.15	4.05	4.04	4.14	4.06	4.04	3.83	4.14	4.24	4.14	3.98	4.04	4.07

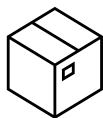
Q.2 And for yourself, how important, or not, is it that a next day delivery for letter post (ie not including parcels) is available?

Base: All respondents N - 1,002



Importance of next day delivery of parcels x demographics

There is less variance in regard to parcel deliveries, likely impacted by the prevalence and ease of access to next day delivery services and online shopping.

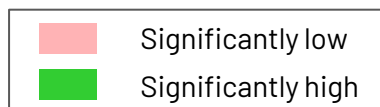


2025

	Total	Gender		Age					Social Class		Region					Area	
		Male	Female	16-24	25-34	35-49	50-64	65+	ABC1F	C2DE	Dublin	Outside Dublin	Leinster	Munster	Conn/ Ulster	Urban	Rural
Base:	1002	455	547	127	131	300	238	206	571	431	294	708	306	250	152	686	316
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very important	39	37	41	42	44	38	37	35	40	38	42	38	41	38	32	41	35
Important	41	43	39	36	42	44	42	39	40	42	36	43	40	47	41	40	44
Neither important nor unimportant	12	11	13	10	10	12	12	14	12	12	11	12	13	13	10	13	10
Not very important	7	7	8	10	4	5	7	12	8	6	9	6	6	2	15	6	10
Not at all important	1	1	1	2	-	1	1	1	1	1	2	1	0	-	2	1	1
NET Important	80	81	79	78	86	82	80	74	80	80	78	81	81	85	73	80	79
NET Not Important	8	8	8	11	4	6	8	12	9	8	11	7	6	2	15	7	11
Mean	4.10	4.09	4.11	4.08	4.26	4.14	4.08	3.95	4.10	4.10	4.07	4.11	4.16	4.21	3.87	4.13	4.03

Q.6 For you, how important, or not, is the availability of a next day delivery for parcel post (ie not including letters)?

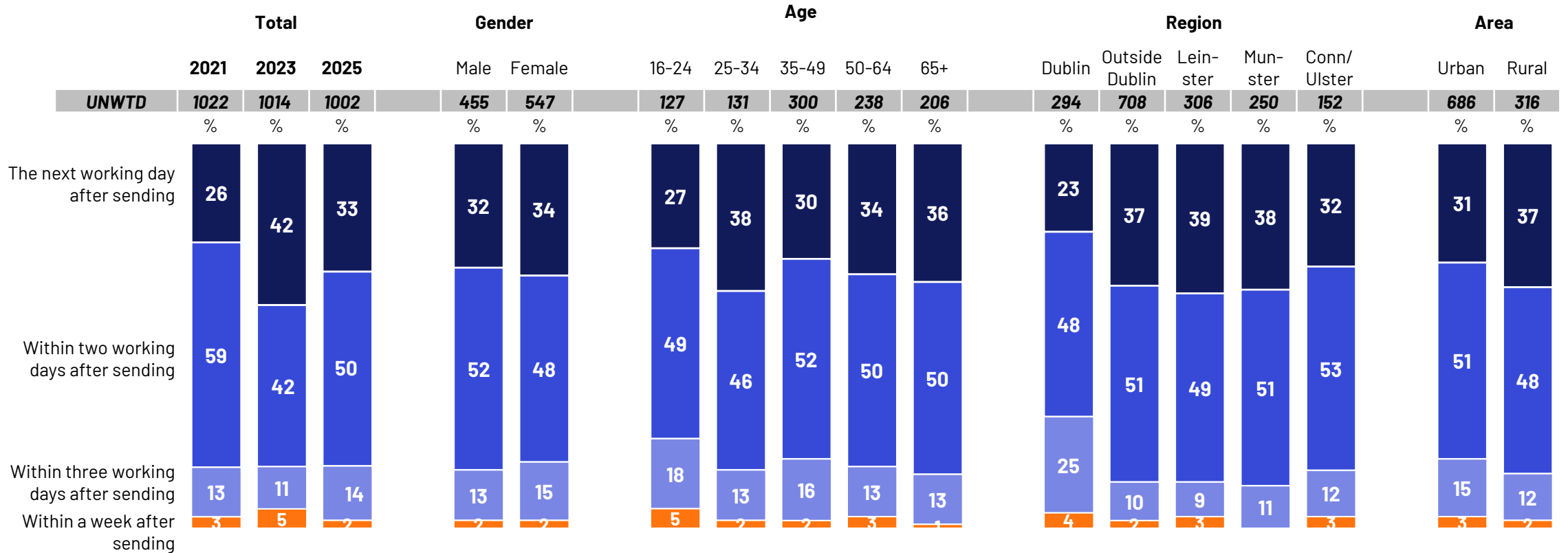
Base: All respondents N - 1,002



Speed of delivery of letter post reasonable need x demographics

1 in 3 citing next day delivery as reasonable need. Half note that delivery within 2 days as reasonable need. There is very low acceptance of delivery of 3 days or more. Similar demographic trends are present here, with those in Dublin attributing lesser importance on next working day delivery.

2025



Q.3 In relation to the speed of delivery of letter post (ie not including parcels), what is your reasonable need? I reasonably need delivery of letter post:

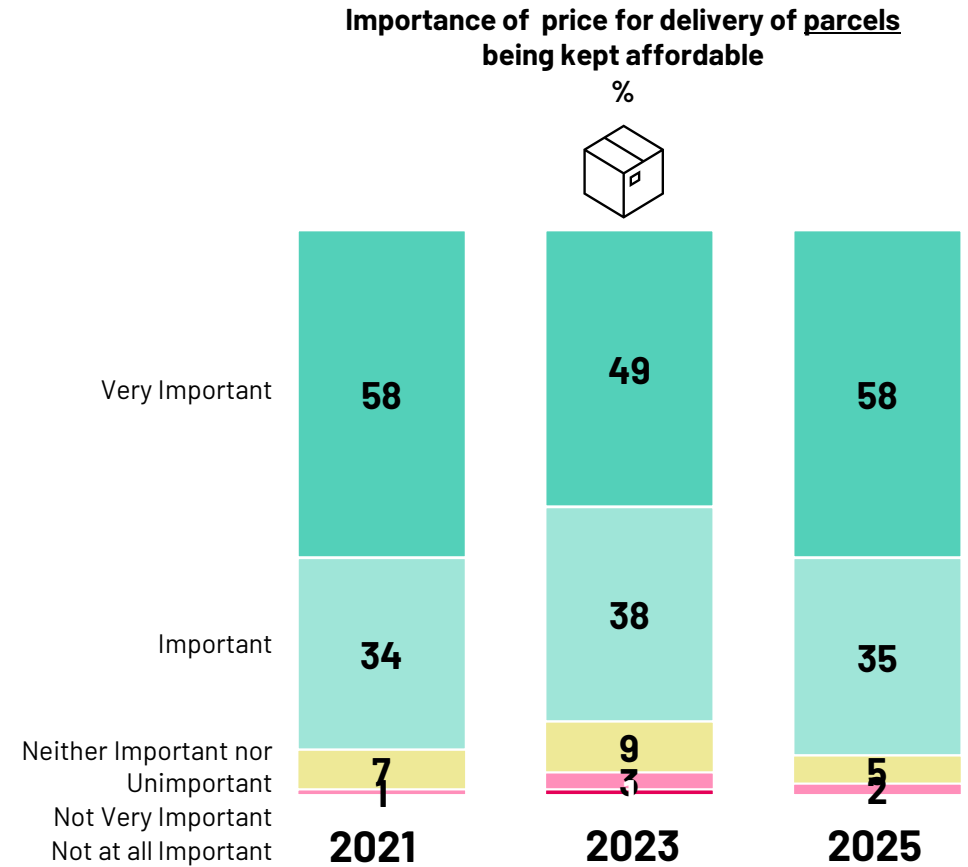
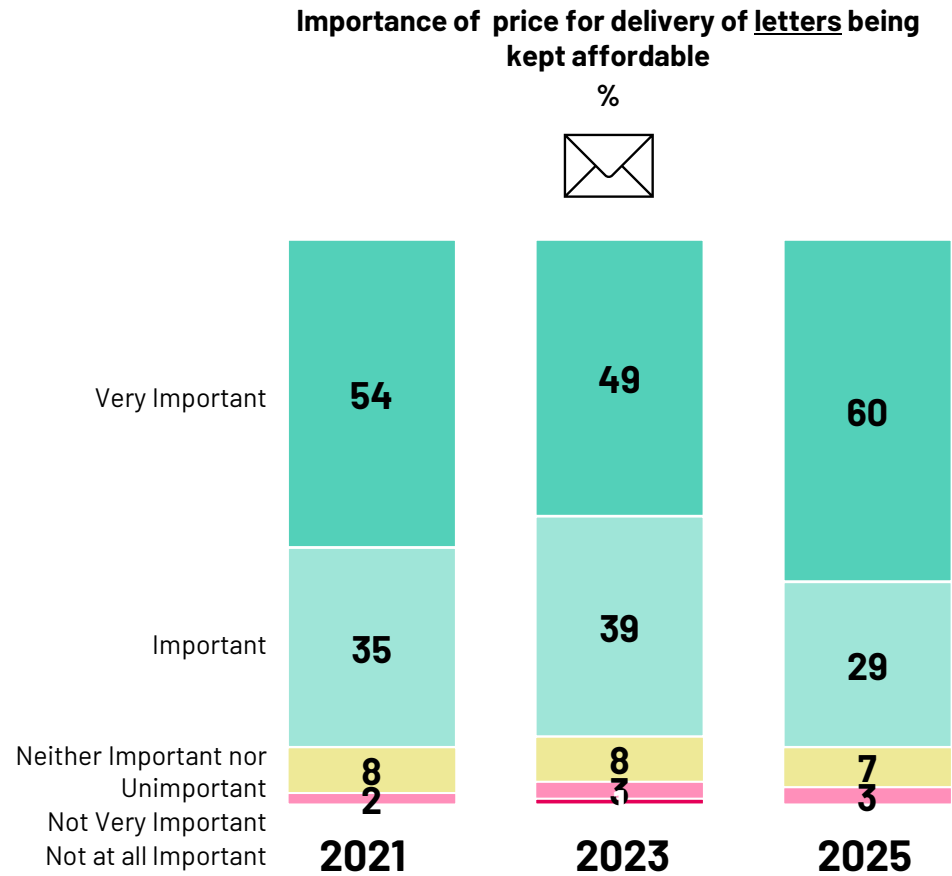
Base: All respondents N - 1,002

IMPORTANCE OF AFFORDABLE POST



Importance that price of postage is kept affordable

While the number who feel it's important to keep costs affordable has remained largely steady, there has been an increase since last wave among those viewing this as very important (3 in 5), possibly reflecting higher cost of living and, more specifically, higher prices on post since 2023.



Q.4 For you, how important, or not is it that the price of sending letter post is kept affordable?
 Q.7 And for you, how important, or not, is it that the price of sending parcel post is kept affordable?
 Base: All respondents N - 1,002

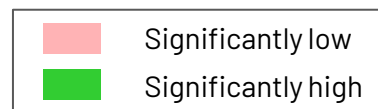
Importance of price of letter postage is kept affordable x demographics

There is high net importance across all groups.

2025

	Total	Gender		Age					Social Class		Region					Area	
		Male	Female	16-24	25-34	35-49	50-64	65+	ABC1F	C2DE	Dublin	Outside Dublin	Leinster	Munster	Conn/ Ulster	Urban	Rural
Base:	1002	455	547	127	131	300	238	206	571	431	294	708	306	250	152	686	316
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very important	60	59	62	58	53	60	63	65	59	62	60	60	66	53	63	61	59
Important	29	30	28	29	36	28	27	26	30	28	24	31	26	37	29	28	32
Neither important nor unimportant	7	8	6	10	5	9	5	7	7	7	8	7	7	9	5	7	8
Not very important	3	3	3	2	6	2	3	2	3	3	7	1	1	1	2	4	1
Not at all important	0	-	1	-	-	0	1	-	1	-	1	0	-	-	1	0	-
NET Important	90	89	90	88	89	89	90	91	89	90	84	92	92	90	93	89	91
NET Not Important	3	3	4	2	6	2	5	2	4	3	8	1	1	1	2	4	1
Mean	4.46	4.45	4.48	4.44	4.36	4.47	4.47	4.55	4.44	4.50	4.36	4.51	4.58	4.42	4.53	4.45	4.49

Q.4 For you, how important, or not is it that the price of sending letter post is kept affordable?
Base: All respondents N - 1,002



Importance of price of parcel postage is kept affordable x demographics

There is less variance across all demographics when focusing of parcel postage costs.

2025

	Total	Gender		Age					Social Class		Region					Area	
		Male	Female	16-24	25-34	35-49	50-64	65+	ABC1F	C2DE	Dublin	Outside Dublin	Leinster	Munster	Conn/ Ulster	Urban	Rural
Base:	1002	455	547	127	131	300	238	206	571	431	294	708	306	250	152	686	316
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very important	58	56	59	58	52	61	57	58	57	58	61	56	61	52	56	59	56
Important	35	37	33	36	38	33	36	33	35	34	32	36	32	40	36	34	37
Neither important nor unimportant	5	4	6	2	8	5	5	6	5	6	4	6	7	8	2	6	4
Not very important	2	2	1	2	2	2	1	3	2	2	2	2	1	1	5	2	2
Not at all important	0	0	0	2	-	0	-	-	0	0	0	0	0	-	1	0	0
NET Important	92	93	92	94	90	93	94	91	93	92	93	92	92	92	92	92	93
NET Not Important	2	3	2	4	2	2	1	3	2	2	3	2	1	1	6	2	3
Mean	4.48	4.46	4.49	4.47	4.41	4.52	4.50	4.46	4.47	4.48	4.52	4.46	4.52	4.43	4.42	4.49	4.45

Q.7 And for you, how important, or not, is it that the price of sending parcel post is kept affordable?
Base: All respondents N - 1,002

	Significantly low
	Significantly high

KEY INSIGHTS



Key Insights

1 Delivery every working day remains important for most consumers

Both letter and parcel delivery every working day is very important for just under half of the population, with the high importance of letter delivery every working day increasing by 8%pts since 2023.

The vast majority (almost 4 in 5) see letter post every working day as net important.

The majority of over 65s view every working day letter post as very important, highlighting the essential nature of this service for this group, in particular.

2 Next day delivery remains important

Increased importance placed on next day delivery for both letters and parcels with 2 in 5 now viewing either as very important.

Almost 9 in 10 view next day delivery for letter or parcel post as being net important.

However, if asked what is reasonable need, a third cite next day delivery and a half note that delivery within 2 days is suitable. Very low acceptance of delivery of 3 days or more.

3 It is important that price of post is kept affordable

There has been an increase among those viewing price of post is kept affordable as very important (3 in 5), possibly reflecting the higher cost of living and higher prices of post since 2023.