

**Republic Of Ireland Quality Of  
Postal Service Monitor**

**Annual Report  
Items Posted On Or Between  
1<sup>st</sup> January & 31<sup>st</sup> December, 2005**

**ComReg**



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**TNS mrbi/102307/05**

## **1. INTRODUCTION**

TNS mrbi has been commissioned by ComReg to monitor the quality of postal service in the Republic of Ireland, according to the European and Irish Standard, I.S. EN 13850: 2002, 'Postal Services – Quality of Service – Measurement of transit time of end-to-end services for single piece priority mail and first class mail' in parallel with the Guide for the implementation of EN 13850, TR 14709. For monitoring purposes, the universe of post is defined as all single piece priority mail and first class mail posted and delivered in the Republic of Ireland. Monitoring is conducted via a nationwide panel of homes and business premises posting and receiving mail on a continuous basis.

This report presents the findings for items posted on or between 1<sup>st</sup> January and 31<sup>st</sup> December, 2005.

Reports are issued on a quarterly and year-to-date basis.

TNS mrbi is an independent provider of business information. TNS mrbi is a fully owned subsidiary of TNS plc.

**2. NEXT DAY DELIVERY (D +1): ITEMS POSTED ON OR BETWEEN  
1<sup>ST</sup> JANUARY & 31<sup>ST</sup> DECEMBER 2005**

		<b>DELIVERY</b>		
		Anywhere	Local (delivery within county of posting)	Dublin County
<b>POSTING</b>	Anywhere	<b>73%</b> (+/-1.0%)	<b>76%</b> (+/-1.3%)	<b>73%</b> (+/-1.2%)
	Dublin county	<b>73%</b> (+/-1.7%)	<b>76%</b> (+/-2.0%)	<b>76%</b> (+/-2.0%)
	Outside Dublin county	<b>73%</b> (+/-1.2%)	<b>76%</b> (+/-1.9%)	<b>68%</b> (+/-1.7%)

1. *() figures in brackets relate to accuracy levels at 95% confidence*
2. *Total number of effective observations – 21,945*
3. *Dublin County consists of the administrative areas of the Dublin City Council, Fingal County Council, South Dublin County Council and Dun Laoghaire – Rathdown County Council.*

**3. DELIVERY WITHIN THREE DAYS (D +3): ITEMS POSTED ON OR BETWEEN 1<sup>ST</sup> JANUARY & 31<sup>ST</sup> DECEMBER, 2005**

		DELIVERY		
		Anywhere	Local (delivery within county of posting)	Dublin County
POSTING	Anywhere	<b>97%</b> (+/-0.4%)	<b>97%</b> (+/-0.5%)	<b>97%</b> (+/-0.5%)
	Dublin county	<b>97%</b> (+/-0.7%)	<b>97%</b> (+/- 0.8%)	<b>97%</b> (+/-0.8%)
	Outside Dublin county	<b>97%</b> (+/-0.5%)	<b>97%</b> (+/-0.8%)	<b>96%</b> (+/-0.7%)

4. *() figures in brackets relate to accuracy levels at 95% confidence*
5. *Total number of effective observations – 21,945*
6. *Dublin County consists of the administrative areas of the Dublin City Council, Fingal County Council, South Dublin County Council and Dun Laoghaire – Rathdown County Council.*

## **4. METHODOLOGY**

The method of monitoring is in full accordance with European and Irish Standard, I.S. EN 13850: 2002, 'Postal Services – Quality of Service – Measurement of transit time of end-to-end services for single piece priority mail and first class mail'.

### **4.1. Calculation Of Transit Time**

Transit times for January to August are calculated according to a five-day working week calculation rule; whereby Saturday's, Sunday's and public holidays are excluded for delivery calculation purposes.

This rule is applied on the basis that mail is posted seven days a week. Where mail is inducted on Saturday, Sunday and a public holiday to meet advertised collections on these days, Monday is regarded as the next working day for the calculation of transit time for this mail. Where there is no advertised collection on these days mail inducted over the weekend/public holiday will be regarded as having been inducted on the following Monday for the calculation of transit time.

From the 1<sup>st</sup> September onwards mail posted on Saturday and Sunday are treated as mail posted on Monday. This change reflects the fact that there is no longer a weekend collection service. The Last Time of Posting (LTOP) for next-day delivery is clearly displayed on pillar-boxes and states that 'mail posted at any post-box/location on a Saturday, Sunday or Public Holiday will be delivered nationally on the second working day'. Any test mail items posted on a Saturday, Sunday or Public Holiday, delivered on the next working day will be treated as a J+0 item. J+0 items are included in the J+1 figures for the purposes of calculating next-day delivery.

### **4.2. Sample Design**

The sample design corresponds with the most accurate and up-to-date estimates of real mail flow and discriminant characteristics provided by An Post. The sample employs strict proportionality across all key characteristics. Discriminant characteristics are defined as:

- Method of posting
- Method of addressing
- Envelope colour
- Envelope size
- Method of payment
- Day of week of posting

Regional mail flows are quota controlled with weighting used to restore proportionality.

#### **4.3. *Geographical Distribution***

Stratified random sampling is employed to achieve the required panel geographical distribution. All addresses are verified with panellists for accuracy and completeness.

#### **4.4. *Calculation Of Results***

Accuracy of the transit time is assessed by calculating the variance of the estimator and the design factor, taking into account:

- number of points of induction and receiving
- correlation of test items

## **5. PROJECT TEAM**

Ian McShane, Managing Director, TNS mrbi

Damian Loscher, Deputy Managing Director, TNS mrbi

Maura Murphy, Associate Director, TNS mrbi

Cathal Carroll, Research Consultant, TNS mrbi

## **6. CERTIFICATION OF STATISTICAL PROCEDURE AND PERFORMANCE STATISTICS**

This is to certify that all the performance statistics published in this report are accurate, valid and reliable. The design of the study, calculation of results and statements of accuracy are in full compliance with the requirements of the European Standard EN 13850.

All procedures and performance statistics published in this document have been certified by Mr. Bill Blyth, Fellow of the Royal Statistical Society (FRSS), Chartered Statistician (C.Stat.) and Chief Statistician TNS UK