



Commission for
Communications Regulation

Consumer Confidence & Awareness

Postal Survey

Qtr2 2021

ComReg Document No. 21/100a

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RESEARCH
& INSIGHT

Methodology and sample profile

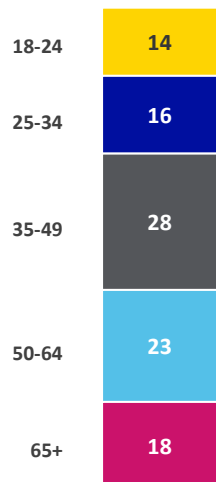


- This survey is administered online to a sample of 1,022 adults aged 16+.
- The sample is quota controlled to match the known demographics of the population (CSO estimates).
- Online fieldwork on the project was undertaken between 20th – 31st May 2021.



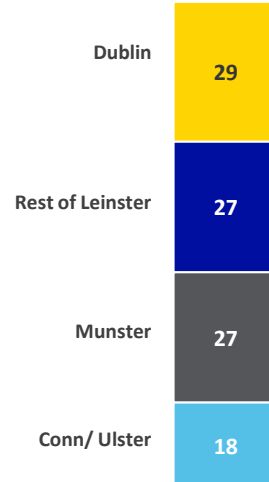
Age

All respondents %



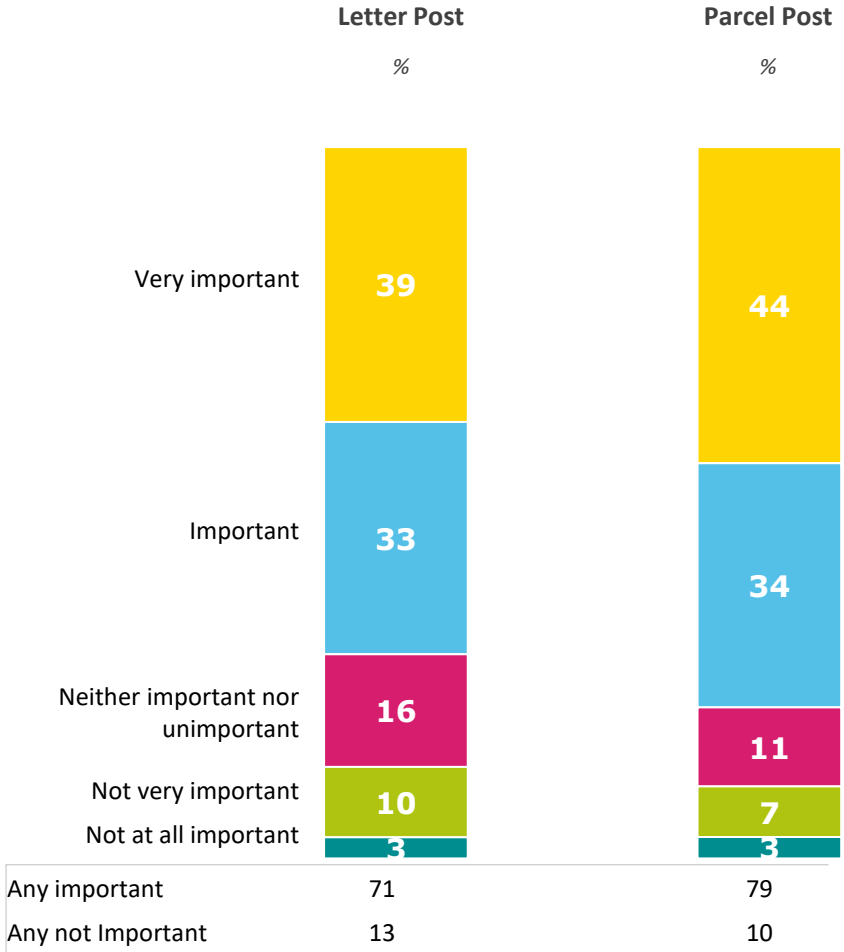
Region

All respondents %



Daily delivery of letter and parcel post is important to consumers

Base: All adults 16+ n- 1,022



7 in 10 claim daily delivery of letter post is important to them, this increases to 8 in 10 regarding parcel post.

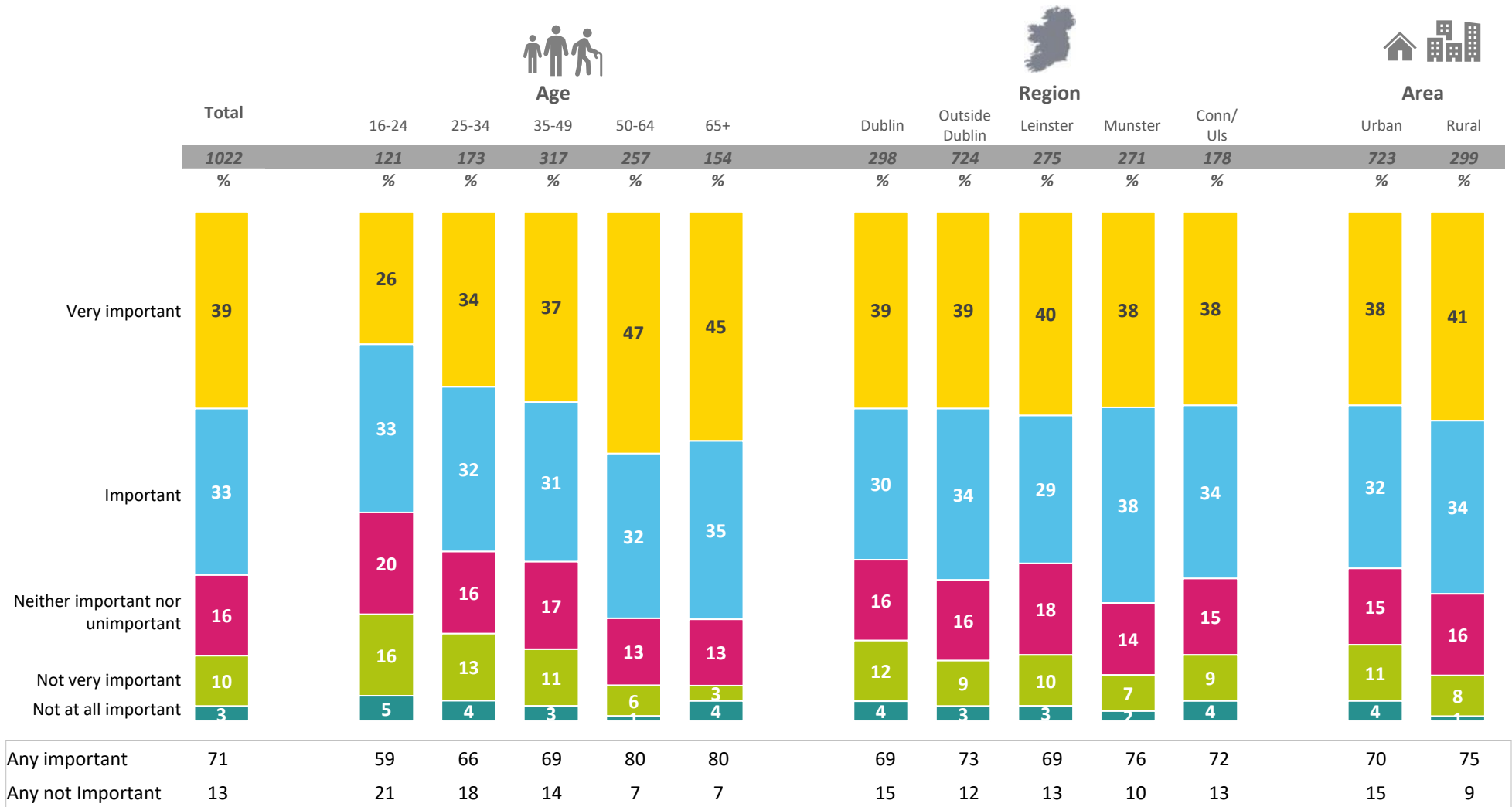


3 ? Q.1 How important to you is that letter post is delivered to your home every working day, Monday to Friday?
 Q.2 How important to you is that parcel post is delivered to your home every working day, Monday to Friday?

7 in 10 claim daily delivery of letter post is important to them



Base: All adults 16+

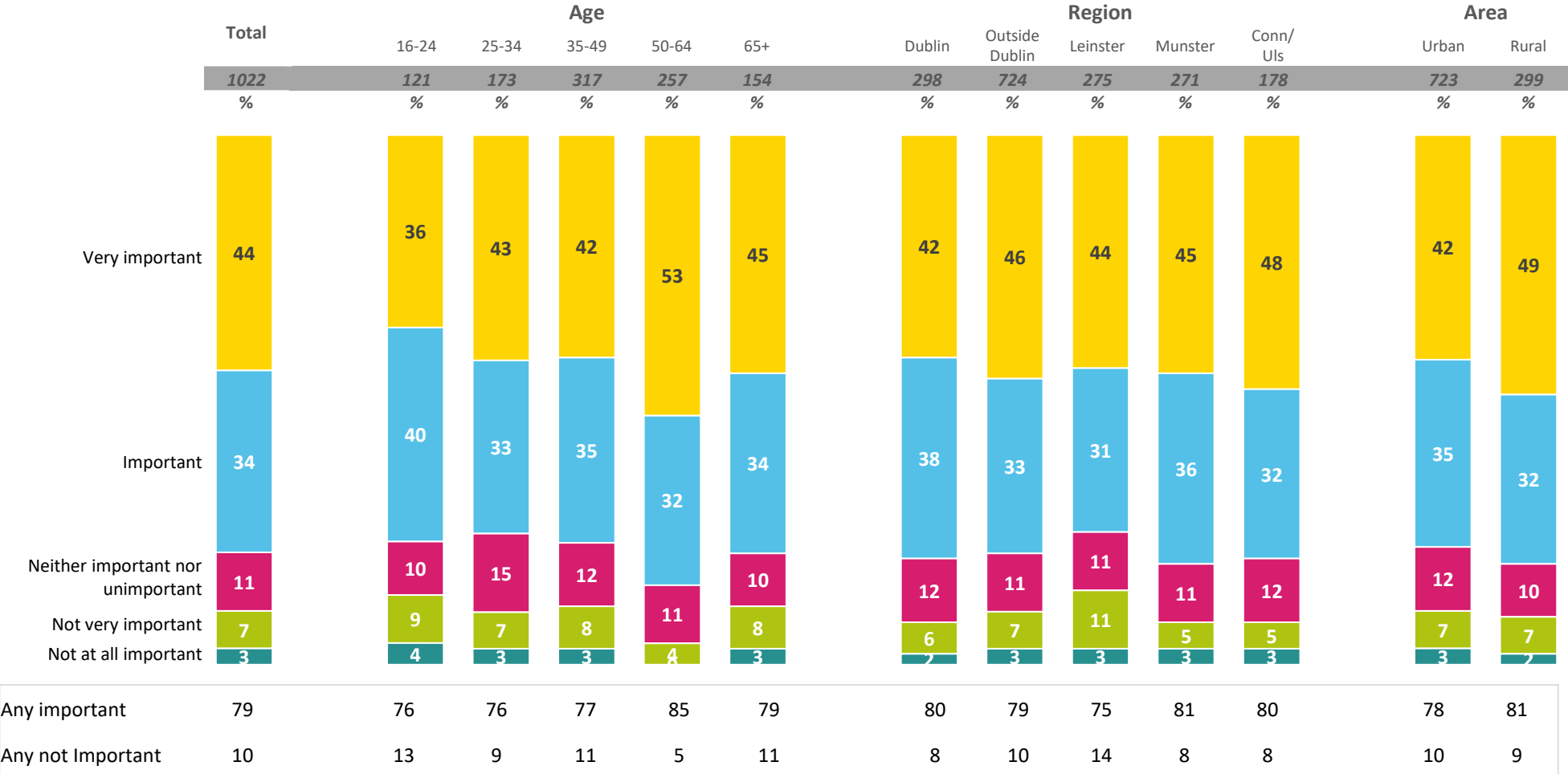


Daily delivery of letter post is most important to the over 50 age group.



4 in 5 claim daily delivery of parcel post is important to them

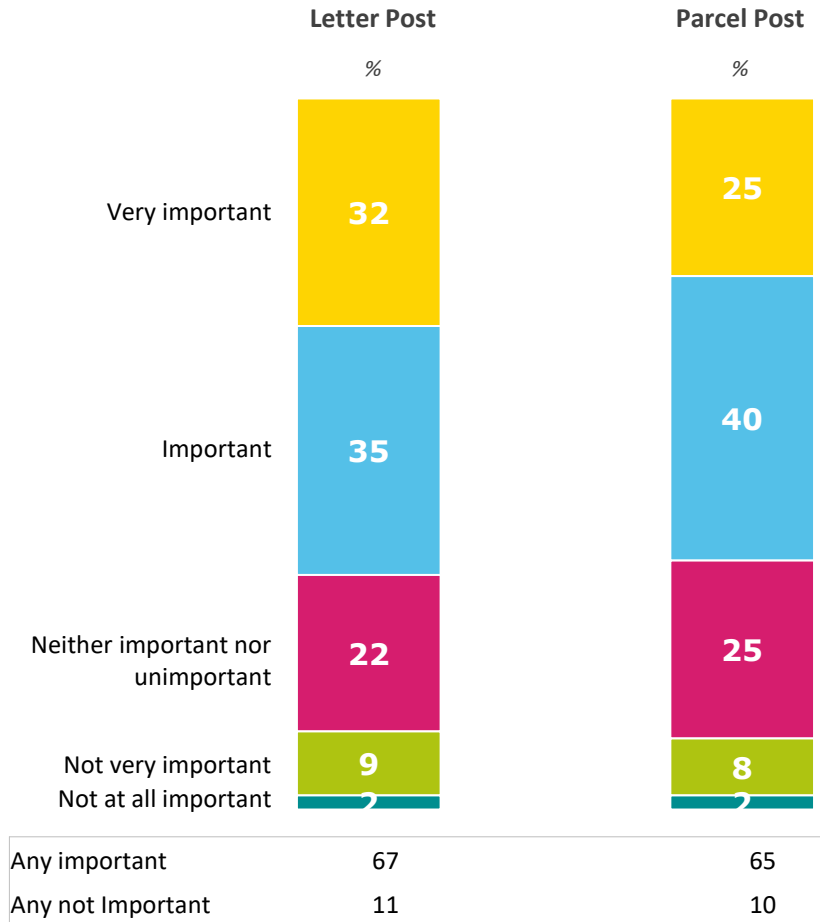
Base: All adults 16+



High importance of daily delivery of parcel post across all demographics, particularly the 50-64 age group.

Almost 7 in 10 claim next day delivery of letter post is important to them

Base: All adults 16+



7 in 10 claim next day delivery of letter post is important to them, while 2 in 3 have a similar attitude towards next day delivery of parcel post.



7 in 10 claim next day delivery of letter post is important to them



Base: All adults 16+



Age

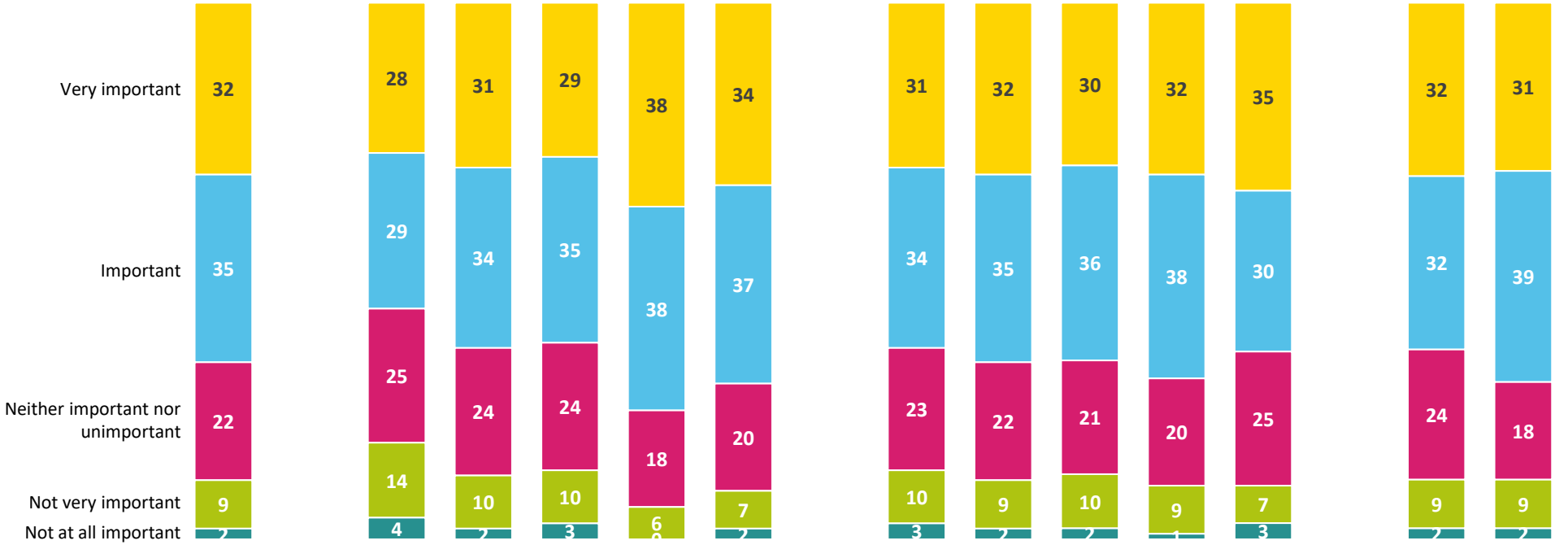


Region



Area

Total	Age					Region					Area	
	16-24	25-34	35-49	50-64	65+	Dublin	Outside Dublin	Leinster	Munster	Conn/Uls	Urban	Rural
1022	121	173	317	257	154	298	724	275	271	178	723	299
%	%	%	%	%	%	%	%	%	%	%	%	%



Any important	67	57	64	64	75	71	65	67	66	70	65	64	71
Any not Important	11	19	12	13	6	9	13	11	13	10	10	11	11

Next day delivery of letter post is most important to the over 50 age group.

2 in 3 claim next day delivery of parcel post is important to them



Base: All adults 16+



Age

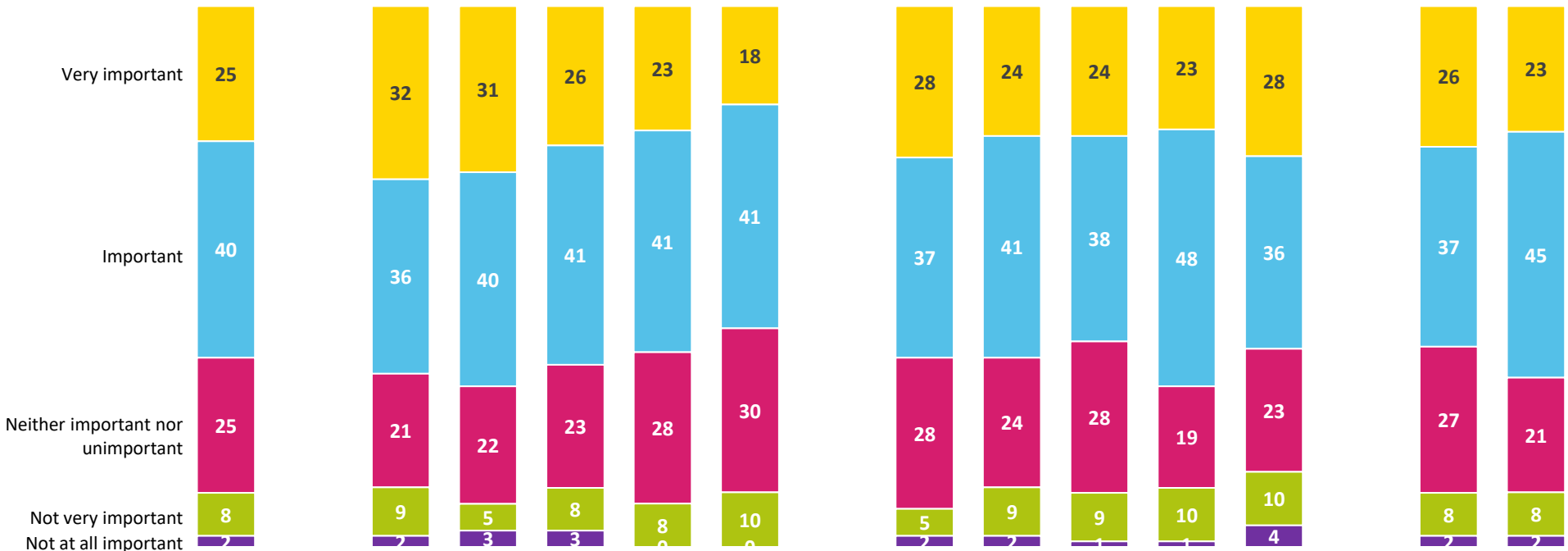


Region



Area

Total	Age					Region					Area	
	16-24	25-34	35-49	50-64	65+	Dublin	Outside Dublin	Leinster	Munster	Conn/ Uls	Urban	Rural
1022	121	173	317	257	154	298	724	275	271	178	723	299
%	%	%	%	%	%	%	%	%	%	%	%	%

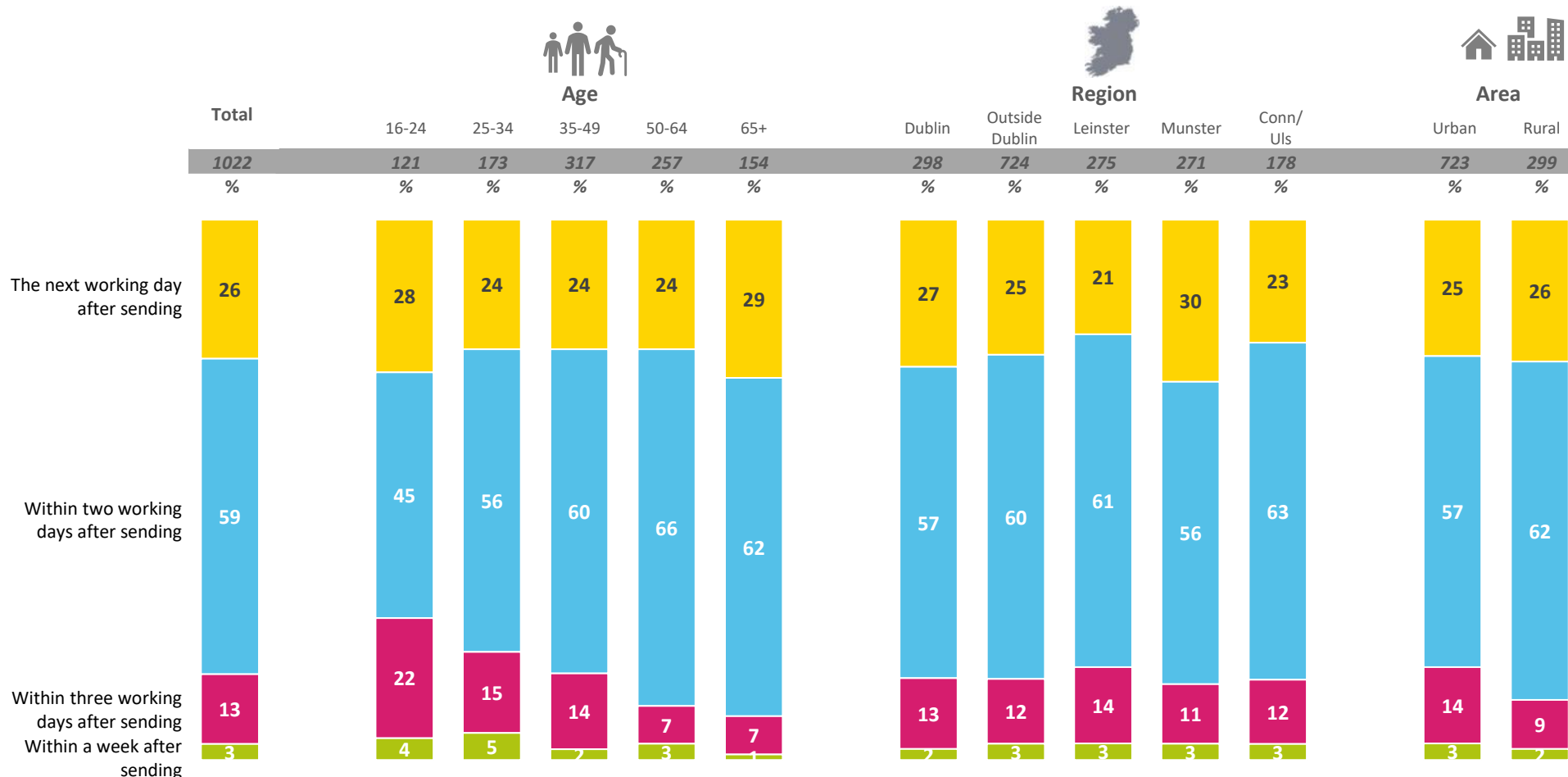


Any important	65	67	70	67	63	59	64	66	62	71	64	64	68
Any not Important	10	11	8	11	8	11	7	11	10	10	13	9	11

Next day delivery of parcel post is most important to the under 50 age group.

The majority (59%) view two working days after sending as a reasonable timeline for letter post delivery

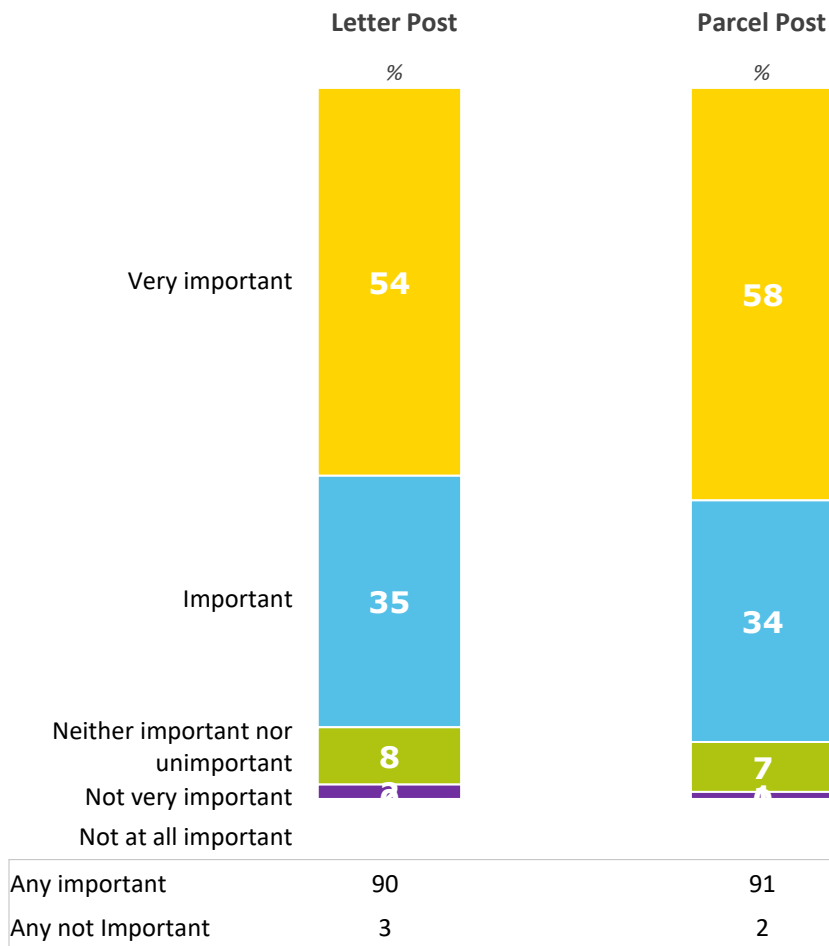
Base: All adults 16+



Clear variation in attitudes towards speed of letter post delivery across age groups, note 1 in 5 under 25s feel three working days is acceptable.

9 in 10 feel the price of sending letters and parcels needs to be kept affordable

Base: All adults 16+



9 in 10 feel the price of sending letters needs to be kept affordable



Base: All adults 16+



Age

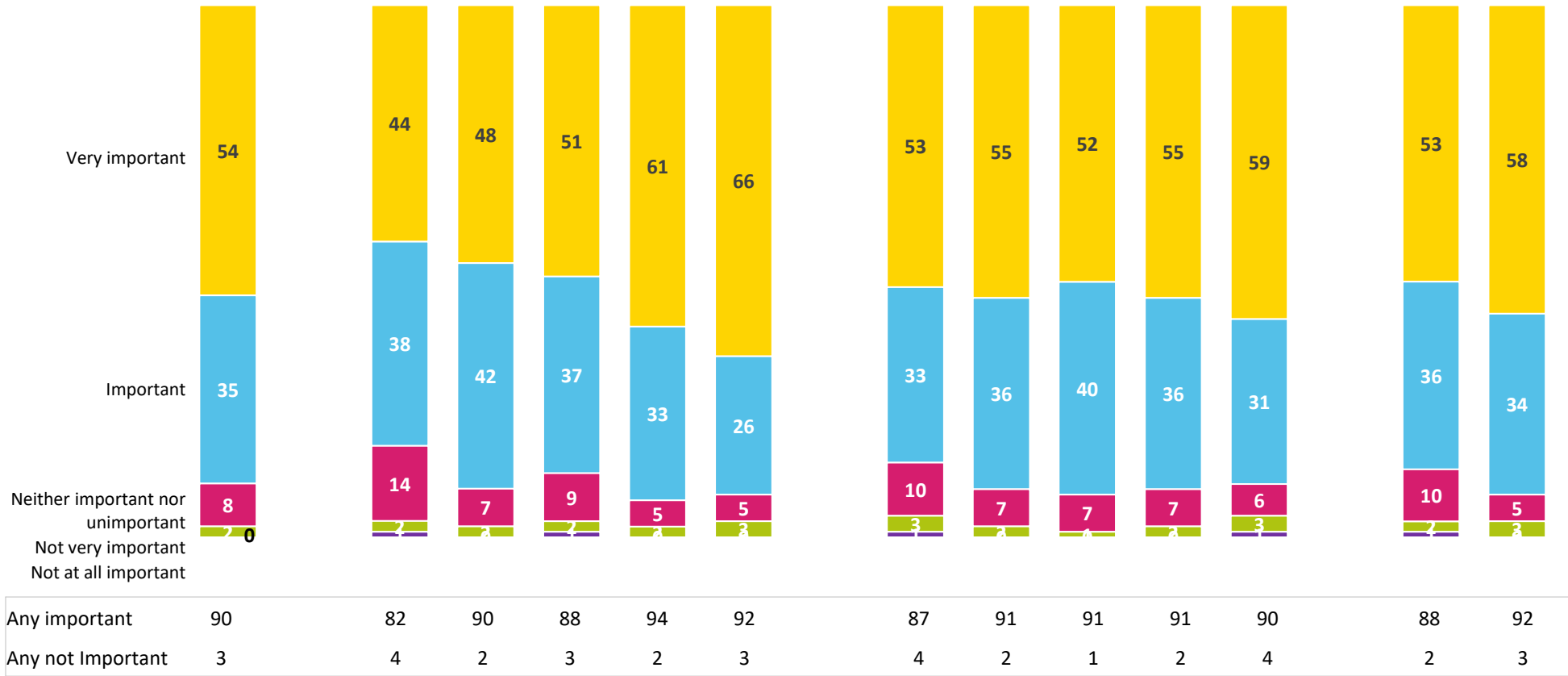


Region



Area

Total	Age					Region					Area	
	16-24	25-34	35-49	50-64	65+	Dublin	Outside Dublin	Leinster	Munster	Conn/Uls	Urban	Rural
1022	121	173	317	257	154	298	724	275	271	178	723	299
%	%	%	%	%	%	%	%	%	%	%	%	%



Affordability of letter post is most important to the over 50 age group.

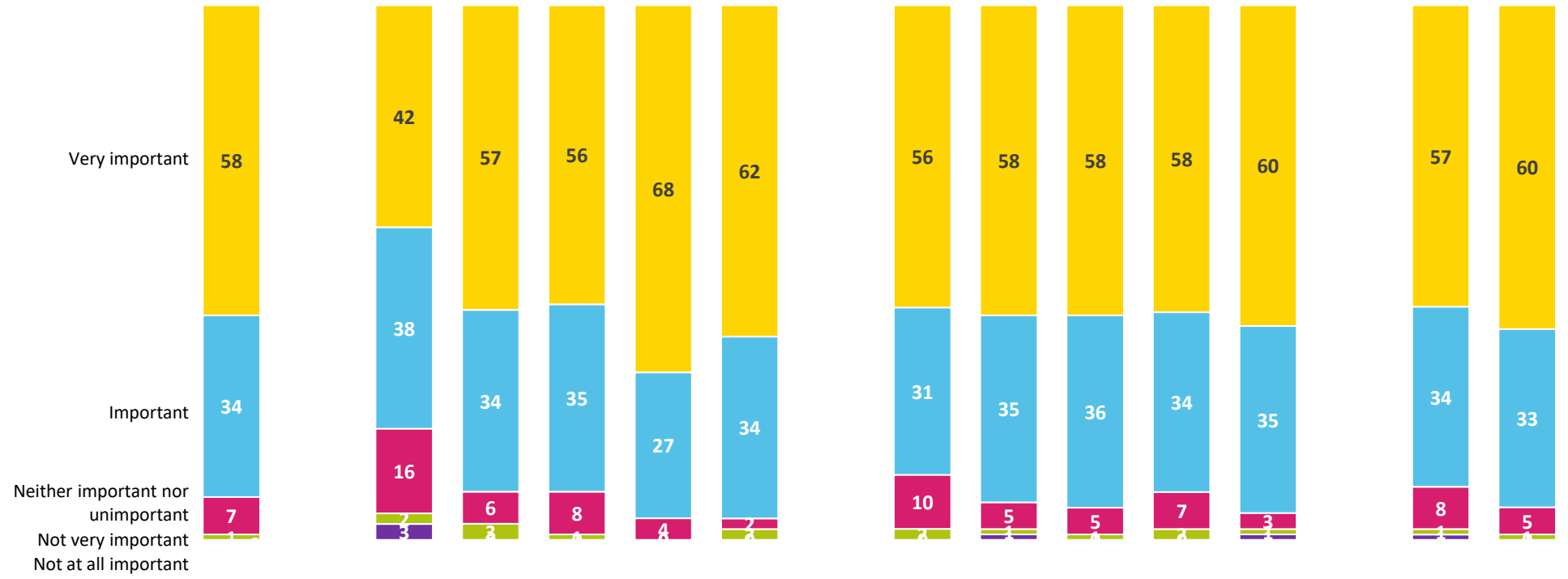


9 in 10 feel the price of sending parcels needs to be kept affordable

Base: All adults 16+



Total	Age					Region					Area	
	16-24	25-34	35-49	50-64	65+	Dublin	Outside Dublin	Leinster	Munster	Conn/Uls	Urban	Rural
1022	121	173	317	257	154	298	724	275	271	178	723	299
%	%	%	%	%	%	%	%	%	%	%	%	%



Any important	91	80	91	91	96	96	87	93	94	91	94	91	93
Any not Important	2	4	3	1	0	2	2	2	1	2	2	2	2

Affordability of parcel post is most important to the over 50 age group.



Postal attitudes

Post is highly important to consumers as 7 in 10 claim daily delivery of letter post is important to them, this increases to 8 in 10 regarding parcel post. 7 in 10 also claim next day delivery of letter post is important to them, while 2 in 3 have a similar attitude towards next day delivery of parcel post. The majority (59%) view two working days after sending as a reasonable timeline for letter post delivery. In addition, 9 in 10 feel the price of sending letters and parcels needs to be kept affordable.



- Postal attitudes show clear variation across age groups as next day delivery of letter post is most important to the over 50 age group, while next day delivery of parcel post is most important to the under 50 age group.



- There is also clear variation in attitudes towards speed of letter post delivery across age groups, note 1 in 5 under 25s feel three working days is acceptable.



- Affordability of letter and parcel post is most important to the over 50 age group.