



Media Release - 8 December 2008

## **ComReg publishes 2008 Business and Residential Postal Surveys**

Millward Brown IMS was commissioned by the Commission for Communications Regulation (ComReg) to undertake the 2008 Business and Residential postal market surveys. The key findings from these surveys are published today.

The key findings from the **Business Survey**, based on telephone interviews conducted with a sample of 1,000 businesses, show:

- Business mail volumes are largely unchanged.
- Faster, more reliable and cheaper postal services are seen as the main improvements considered that would impact positively on businesses.
- Use of alternative service providers by businesses is on the increase with nearly one in seven (15%) now using the services of both An Post and other service providers, up from 9% in 2007.
- Speed of delivery, next day delivery guarantee and cost of service are the main reasons cited by businesses for using service providers other than An Post.
- While satisfaction with the overall mail service has increased, only 1 in 5 of those customers who made a formal complaint were satisfied with its handling.
- Over two thirds of those surveyed would expect to make use of a second class postal service if it were available.
- There is little awareness among business customers of the impending liberalisation of postal markets due by the end of 2010.

The key findings from the **Residential Survey**, based on a structured questionnaire to a nationally representative sample of 1,024 adults aged 18-74, show:

- A small increase in mail items delivered (9.4 items per week to each home address).
- Households posted just over 8 standard letters per month.
- 60% of respondents believe that price, reliability and service quality are the key factors that would increase usage of the postal services.
- There is a notable increase (up from 47% to 60%) in awareness of alternative Postal Service Providers.
- At least half of those surveyed would make extensive use of a second class postal service if it were available.
- There is little awareness among residential respondents of the impending liberalisation of the postal market.

The full survey presentations ComReg 08/97 and 08/97a can be found on ComReg's website at [www.comreg.ie](http://www.comreg.ie)

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Issued By

Tom Butler  
Public Affairs Manager, ComReg  
Ph: 01 804 9639    Mobile: 087 2536358  
[tom.butler@comreg.ie](mailto:tom.butler@comreg.ie)

Information for Editors:

### **Business Survey**

Research was undertaken by Millward Brown IMS. Telephone interviews were conducted with a sample of 1,000 businesses (Makeup; SMEs 678 / Corporates 322) in the Republic of Ireland from 10 September to 6 October 2008.

### **Residential Survey**

Research was undertaken by Millward Brown IMS. A survey of 1,024 adults throughout Ireland, aged 18-74 was conducted face to face between September and October 2008, with interlocking quotas set on gender, age, region and social class and with the results weighted in order to reflect the exact demographics of the Republic of Ireland.