



Media Release - 17 December 2010

ComReg publishes 2010 Business and Residential Postal Surveys

The Commission for Communications Regulation (ComReg) today published its Business and Residential postal surveys for 2010. Ipsos MRBI was commissioned by ComReg to undertake the 2010 Business and Residential Postal Market Surveys.

The key findings from the **Business Survey**, based on telephone interviews conducted with a sample of 1,002 businesses, show:

- In 2010 one in four (26%) companies used only An Post, seven in ten used at least one other provider for some of their mail services and just 2% exclusively used service providers other than An Post.
- Cost of service, speed of delivery and reliability are the main reasons cited by businesses for using service providers other than An Post.
- While businesses expressed higher satisfaction with postal services at an overall level this year, one in two (48%) experienced an issue with An Post's service and one in three (31%) of other postal service provider users experienced a service issue in the past 12 months.
- Cheaper prices, reliability and efficiency are the most desired improvements to the postal service, which companies feel would have a positive impact on their business.
- Almost half of companies believe that a good quality postal service is critical to their business.

The key findings from the **Residential Survey**, based on a structured questionnaire to a nationally representative sample of 1,003 adults aged 18-74, show:

- One in four (23%) households claim to use service providers other than An Post, mainly for receiving and sending packages and parcels.
- 60% of respondents believe that there are factors that would increase usage of the postal services, the key ones being cheaper prices, enhanced service quality and a faster, more reliable service.
- Satisfaction levels with An Post and with other postal service providers have increased.
- Six in ten respondents claim to have shopped online in the past 12 months, with one in five (18%) receiving deliveries solely from service providers other than An Post.
- Among households who have switched any transaction type mail in the past 12 months to online delivery, four in ten (41%) claim that they are likely to switch more of their transaction type mail from postal and a further one in ten are likely to switch all (11%) of their transaction type mail.

The full survey presentations ComReg 10/107a and 10/107b can be found on ComReg's website at www.comreg.ie

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Information for Editors:

Business Survey

Research was undertaken by Ipsos MRBI. Telephone interviews were conducted with a sample of 1,002 businesses (Makeup; SMEs 726 / Corporates 276) in the Republic of Ireland from 16 September to 14 October 2010.

Residential Survey

Research was undertaken by Ipsos MRBI. A survey of 1,003 adults throughout Ireland, aged 18-74 was conducted face to face between 27 September and 24 October 2010, 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.