



Media Release- 31 January 2008

## **ComReg publishes the findings of its 2007 Business and Residential Postal Surveys**

The Commission for Communications Regulation (ComReg) today published the findings of its 2007 Business and Residential Postal Surveys. An Post, the Universal Service Provider, delivers over 750 million items each year. Over 80% of all domestic mail originates with the business community.

The key findings from the **Business Survey**, based on telephone interviews conducted with a sample of 802 businesses, show:

- There is a gradual increase to 24% in the number of companies who are opting to use alternative postal service providers, though awareness of alternative providers within the business community still remains quite low
- A modest increase in the volume of post sent by businesses surveyed
- There was an increase in the overall level of satisfaction with the Postal Service in Ireland in 2007 from 48% to 61%
- 40% of respondents experienced at least one incidence of dissatisfaction with an aspect of the Postal Service in the last 12 months
- Among the lowest satisfaction scores were the number of postal service providers available and the overall cost of postal services with An Post
- More competitive pricing and faster and more reliable services were recognised as key factors that would stimulate more usage of postal services

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

- An increase in the average amount of mail sent per household from 3.06 items per week in 2006 to 4.50 items in 2007, and an increase in mail items delivered to each home address from 8.11 in 2006 to 9.02 in 2007

- Almost half of residential respondents were aware of alternative Postal Service Providers in 2007
- One in ten respondents expressed dissatisfaction with some element of the postal services in 2007, with delivery issues being the main cause of dissatisfaction
- Of those who made a formal complaint, 4 in 10 were very dissatisfied with the handling of their complaint
- Of the six in ten respondents who believe there are factors that would increase usage of the postal services, price is by far the most important consideration, with reliability and service quality also featuring prominently
- Based on a Price Sensitivity Model analysis, the optimum price point for sending a standard letter is 49 cent, quite an amount lower than the existing price point of 55 cent.

The full survey presentations, ComReg Documents 08/13a and 08/13b, can be found on ComReg's website [www.comreg.ie](http://www.comreg.ie)

**ENDS**

**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 802 businesses (Makeup: SMEs 166 / Corporates 136) in the Republic of Ireland from 19 October to 20 November 2007.

Residential Survey

Research was undertaken by Millward Brown IMS. A survey of 953 adults throughout Ireland, aged 18-74, was conducted face-to-face from 23 October to 6 November 2007, 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.