



Media Release:17/09/2019

ComReg reports on study of Irish postal users

The Commission for Communications Regulation (ComReg) today published research on Irish postal users conducted by the research firms, Behaviours and Attitudes¹ and The Research Perspective².

The research fieldwork was face-to-face interviewing with 1,500 residential consumers and 500 Small and Medium Enterprises (“SMEs”). For the residential consumers the sample was split across three distinct segments, based on population density.

The key findings of the research are:

Sending letter post:

SMEs:

- SMEs are important postal customers. SMEs send an average of 68 letters per month (17 per week). Larger SMEs send an average of 264 letters per month (66 per week). SMEs who prepay by ceadúnas (bulk mail) or meter frank send more letters, an average of 400 letters per month (100 per week). SMEs claim 6 in 10 of mail sent to be important. 1 in 3 SMEs claim to be sending less mail than 3 years ago, technology being the main reason.

Residential consumers:

- Residential consumers send few letters. On average, residential consumers claim to send between 2 - 3 letters per month. 3 in 10 do not know how many letters they send in an average month. Among residential consumers, 1 in 10 never send letter post with a further 4 in 10 sending letter post less often than monthly. Among residential consumers, a similar amount of important and standard mail is sent. 1 in 4 residential consumers claim to be receiving less mail than 3 years ago, higher in the more rural areas.

Satisfaction with cost of sending post:

SMEs & letters:

- Just 6% of SMEs sampled prepay by ceadúnas and another 6% by meter frank machine. However, SMEs that prepay by ceadúnas (bulk mail) and meter frank are larger senders of letter post (send almost 6 times more letter post than SMEs overall). 7 in 10 of SMEs that prepay by ceadúnas or meter frank claim to be dissatisfied with the cost of sending letter post. 1 in 10 of SMEs that prepay by ceadúnas or meter frank claim to be satisfied with the cost of sending letter post.

¹ <https://banda.ie/>

² <http://theresearchperspective.com/>

- SMEs who send lower quantities of important letter mail claim to be most satisfied with the cost of sending letters, whereas SMEs that send higher quantities of important letter mail show higher dissatisfaction. Overall, two-thirds of SMEs claim to be satisfied with the cost of sending letter post.

SMEs & parcels:

- Mixed views on cost of sending parcels by SMEs:
 - 4 in 10 are satisfied with the cost of sending parcels
 - 4 in 10 are dissatisfied with the cost of sending parcels.

Residential consumers & letters:

- Two-thirds of residential consumers are satisfied with the cost of sending letter post. However, residential consumers are not large senders of letters. The older age cohort, who send more letters, show a higher level of dissatisfaction with the cost of sending letter post.

Residential consumers & parcels:

- 4 in 10 residential customers claim to be satisfied with the cost of sending parcels; this a lower satisfaction when compared to letters. 1 in 3 residential consumers are dissatisfied with the cost of sending parcels, this is a higher level of dissatisfaction when compared to letters.

Residential consumers have low awareness of An Post's next day delivery speed for post:

- 5 in 10 residential consumers are of the opinion that it takes 2 working days or more for standard national mail to be delivered within Ireland. 1 in 10 don't know.

Online purchasing and parcel delivery:

SMEs:

- 6 in 10 SMEs receive parcels at least weekly. Half of larger SMEs receive parcels daily.
- 4 in 10 SMEs send parcels at least weekly. 4 in 10 of larger SMEs send parcels daily.
- SMEs send an average of 40 parcels per month (10 a week). The average number of parcels sent by SMEs increases among medium / larger SMEs and those based in Dublin.

Residential:

- The under 50s age group are the most frequent purchasers of online products that require delivery.

- 1 in 10 residential consumers claim to receive packages/parcels on a weekly basis, while 2 in 5 receive parcels at least monthly. The under 50s claim the highest incidence of receiving packages/parcels at least monthly. 7 in 10 claim to be receiving the same amount of packets/parcels as last year. 2 in 10 claim to be receiving more packages/parcels than last year; driven by the under 25s.
- A third of residential consumers never send packages/parcels.
- The average number of parcels sent by residential customers is under 1 a month. 4 in 10 don't know how many parcels they sent.

The reports (ComReg Document No. 19/84a and 19/84b) can be found on ComReg's website at www.comreg.ie

Background

ComReg commissioned Behaviours and Attitudes to undertake a study of the Irish postal users. Behaviours and Attitudes undertook this study with The Research Perspective.

Fieldwork for this study was conducted during April-May 2019. Survey data collection methodology was 'face to face' interviewing via CAPI (Computer Aided Personal Interviewing).

ENDS

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