



# Republic Of Ireland Quality Of Postal Service Monitor - 2011 Report

Items Posted On Or Between 1<sup>st</sup> January 2011 & 31<sup>st</sup> March 2011

- Ipsos MRBI has been commissioned by ComReg to monitor the quality of postal service in the Republic of Ireland, in accordance with the European and Irish Standard, I.S. EN 13850 + A1:2007, 'Postal Services – Quality of Service – Measurement of transit time of end-to-end services for single piece priority mail and first class mail' in parallel with the Guide for the implementation of EN 13850, TR 14709. For monitoring purposes, the universe of post is defined as all single piece priority mail and first class mail posted and delivered in the Republic of Ireland. Monitoring is conducted via a nationwide panel of homes and business premises posting and receiving mail on a continuous basis.
- Reports are issued on a quarterly and annual/year-to-date basis.
- This report represents the year to date and quarterly performance figures for items posted on or between 1st January and 31st March 2011.
- Ipsos MRBI is an independent provider of business information and is a fully owned subsidiary of Ipsos Group.
- To comply with EN 13850 + A1:2007, ComReg has approved the appointment of Dr. Myra O'Regan, Department of Statistics, Trinity College, Dublin for the duration of the current contract to conduct an annual year-end audit certification of the monitor carried out by Ipsos MRBI, on its behalf.

## *Next Day Delivery – 2011 Year To Date Performance (Quarter 1 2011)*

- The year to date performance for the next day delivery of single piece priority mail for the period 1st January to 31st March 2011 remains the same as the annual result for 2010 and stands at 85%. The ComReg target for Next Day Delivery is 94%.

## *Delivery Within Three Days – 2011 Year To Date Performance (Quarter 1 2011)*

- 98.5% of single piece priority mail was delivered within three working days of posting between 1st January and 31st March 2011, against a ComReg target of 99.5%.

## *Next Day Delivery – Q1 2011 Compared With Q4 2010*

- Comparing the period 1st January - 31st March 2011 to the previous quarter 1st October - 31st December 2010, an increase of one percentage point to 85%, is observed in the score for Next Day Delivery of single piece priority mail. It should be noted that the result for Quarter 4 2010 excluded two periods of unusual weather.
- The mail flow that saw the highest increase in performance levels for Next Day Delivery from Q4 2010 to Q1 2011 was Outside Dublin to Local (from 84% in Q4 2010 to 86% in Q1 2011).
- The mail flow from Outside Dublin to Dublin continues to be the weakest performing mail flow, at 84% in Q1 2011.

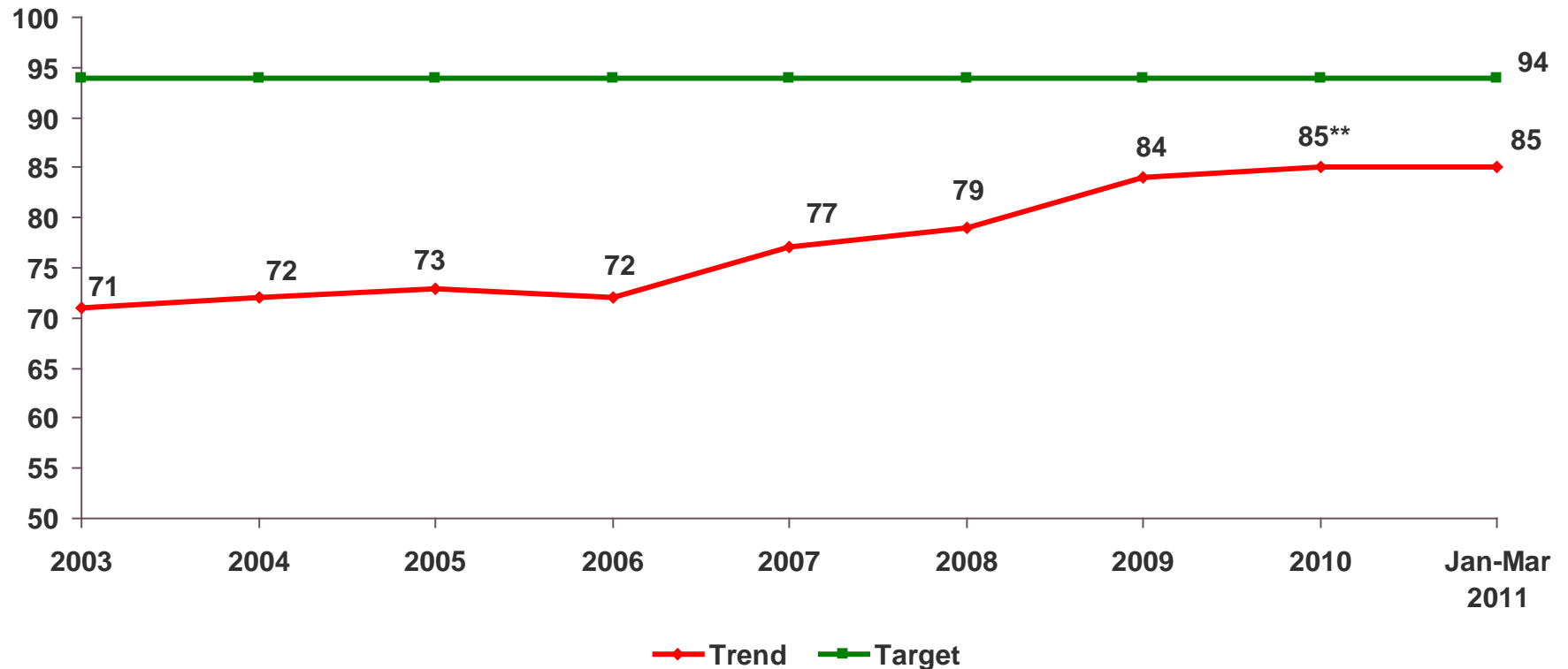
## *Next Day Delivery – Q1 2011 Compared With Q1 2010*

- Performance for Next Day Delivery of single piece priority mail in Q1 2011 increased by one percentage point compared to the performance measured in Q1 2010, up to 85%.
- Comparing these two quarters results (Q1 2011 versus Q1 2010), the following shifts are observed for Next Day Delivery across the different variables:
  - The induction methods of Post Office and Post Box both improved by one percentage point to 83% for Post Office and 84% for Post Box. The induction method of Collection from Business increased from 87% in Q1 2010 to 89% in Q1 2011.
  - Performance of Standard Letters, Large Envelope and Packets all improved comparing Q1 2010 to Q1 2011. Standard Letters improved by one point to 85%, Large Envelopes by two points to 86% and packets showed the biggest improvement, an increase of four points to 87%.
  - Performance of Franked mail has increased from 83% in Q1 2010 to 85% in Q1 2011. Stamped mail has remained at 85%.

# Findings

## – Full Year Comparisons Vs. YTD

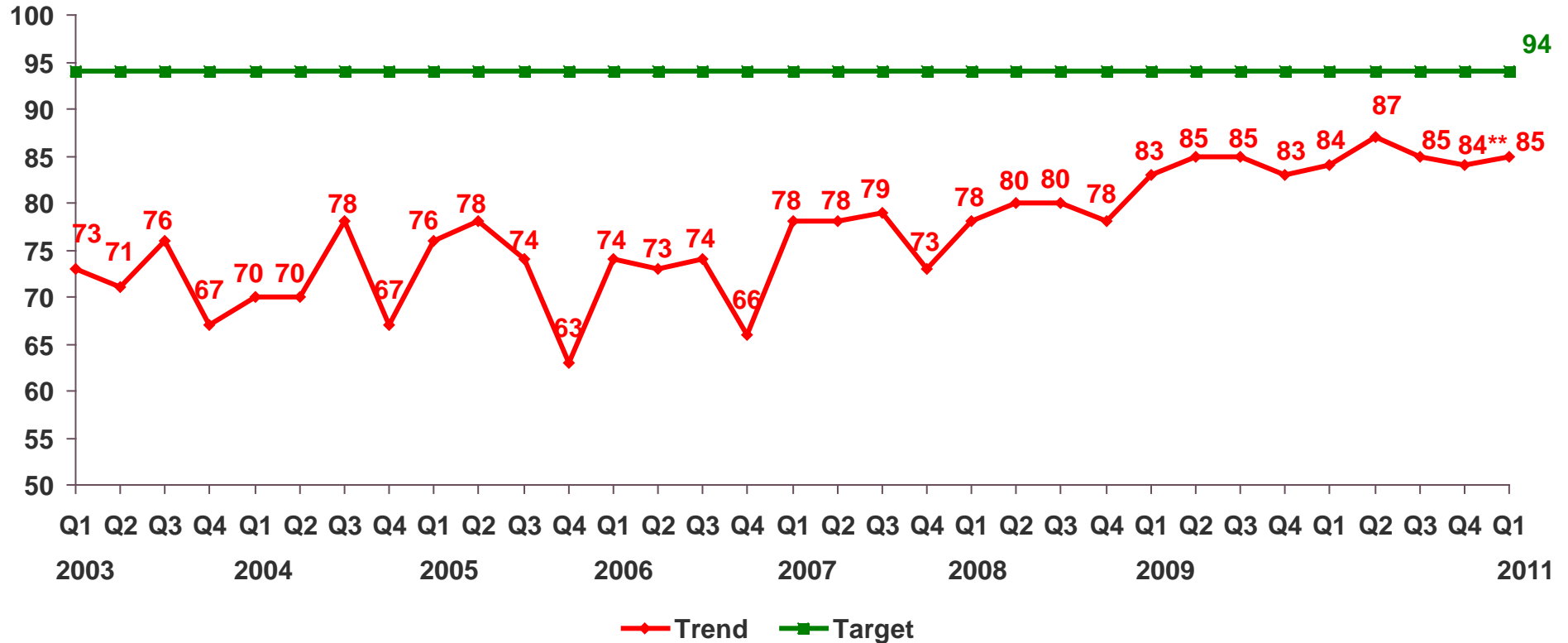
# National Next Day Delivery (D+1) Full Year – 2003 to 2011 YTD



*\*\*The result shown for 2010 excludes items posted on or between 28th November-15th December and 17th December-30th December due to the unusual weather conditions experienced in these two periods.*

# Findings - Quarterly

# National Next Day Delivery (D+1) - Jan 2003 to Mar 2011 By Quarter



\*\*The result shown for Q4 2010 excludes items posted on or between 28th November-15th December and 17th December-30th December due to the unusual weather conditions experienced in these two periods.



# Quality Of Postal Service Targets With Quarterly & Year to Date An Post Performance for Rol

	TARGET	ACHIEVED Q1 2011	ACHIEVED JAN – MAR 2011
		<b>Next Day Delivery (D+1)</b>	
From Anywhere to Anywhere	<b>94%</b>	<b>85%</b>	<b>85%</b>
From Dublin County to Anywhere	<b>94%</b>	<b>85%</b>	<b>85%</b>
From outside Dublin County to Anywhere	<b>94%</b>	<b>85%</b>	<b>85%</b>
		<b>Next Day Delivery (D+3)</b>	
From Anywhere to Anywhere	<b>99.5%</b>	<b>98.5%</b>	<b>98.5%</b>

# Next Day Delivery (D+1)

## Items Posted On Or Between 1<sup>st</sup> Jan 2011 to 31<sup>st</sup> Mar 2011

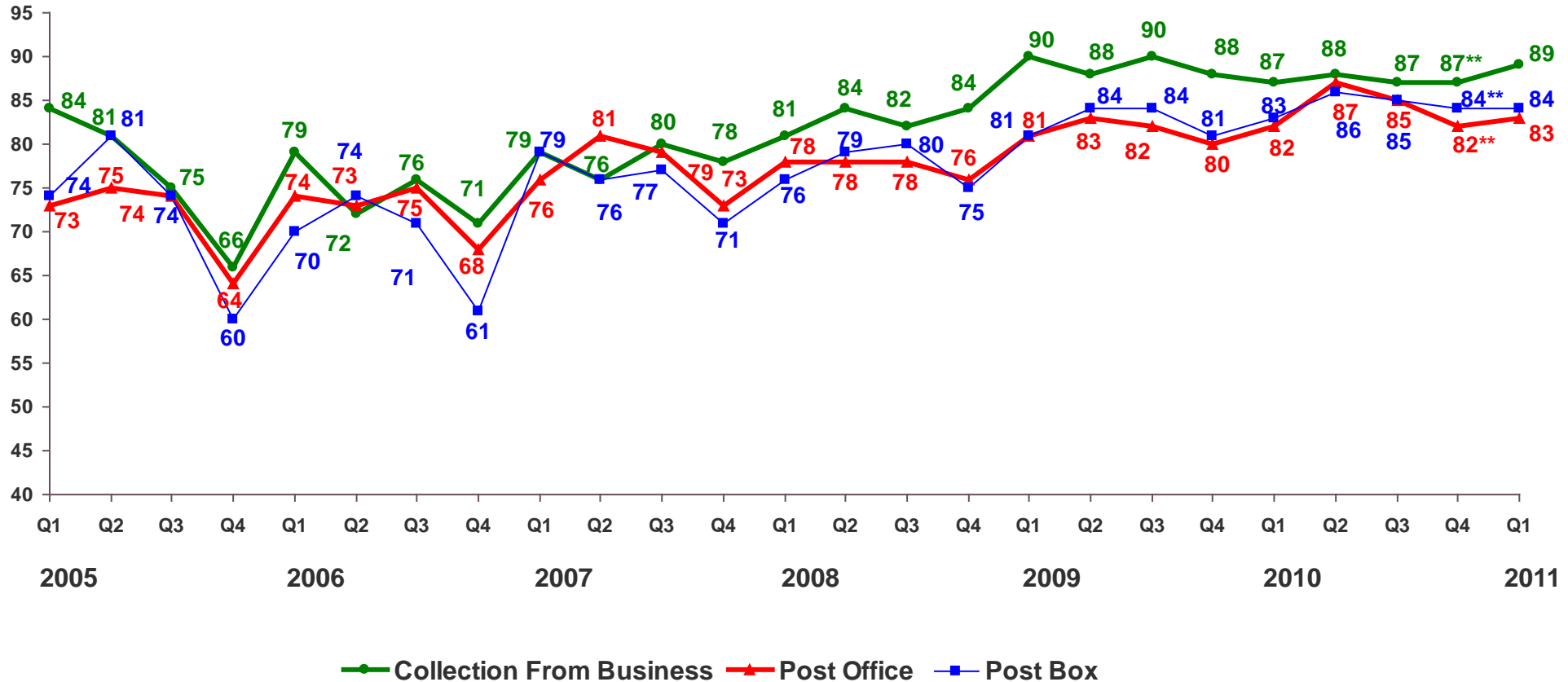
10

		DELIVERY (RoI)		
		To Anywhere	To Local (Delivery within county of posting)	To Dublin County
POSTING (RoI)	From Anywhere	<b>85%</b> (+/-1.5%)	<b>86%</b> (+/-2.1%)	<b>86%</b> (+/-2.7%)
	From Dublin County	<b>85%</b> (+/-2.4%)	<b>86%</b> (+/-3.5%)	<b>86%</b> (+/-3.5%)
	From Outside Dublin County	<b>85%</b> (+/-1.9%)	<b>86%</b> (+/-2.6%)	<b>84%</b> (+/-4.1%)

1. () figures in brackets relate to accuracy levels at 95% confidence
2. Total number of effective observations – 6,843
3. Dublin County consists of the administrative areas of the Dublin City Council, Fingal County Council, South Dublin County Council and Dun Laoghaire – Rathdown County Council.

# Next Day Delivery (D+1)

## - By Induction Method\* Jan 2005 to Mar 2011 By Qtr



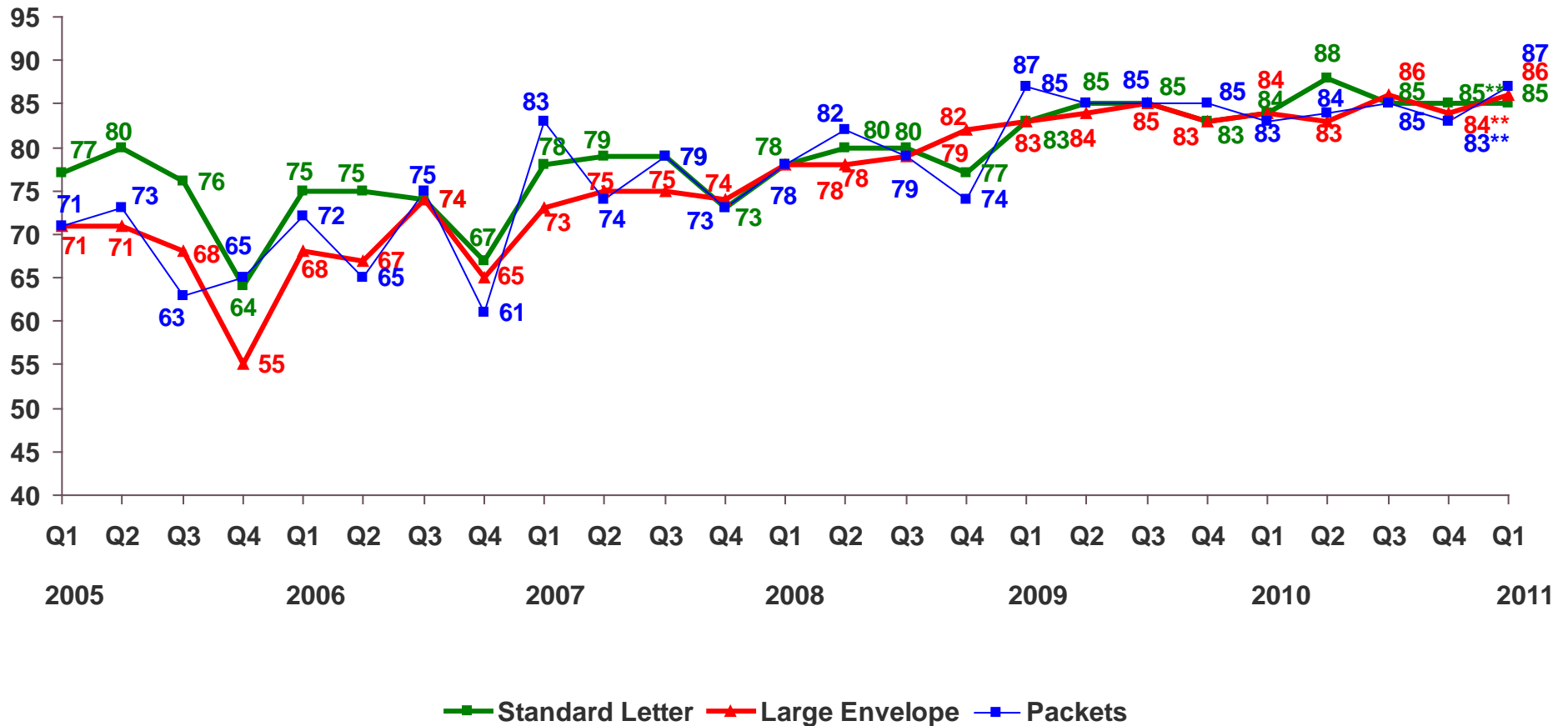
\* Metered Box items not reported due to small base sizes



\*\*The result shown for Q4 2010 excludes items posted on or between 28th November-15th December and 17th December-30th December due to the unusual weather conditions experienced in these two periods.

# Next Day Delivery (D+1)

## - By Mail Format\* Jan 2005 to Mar 2011 By Qtr



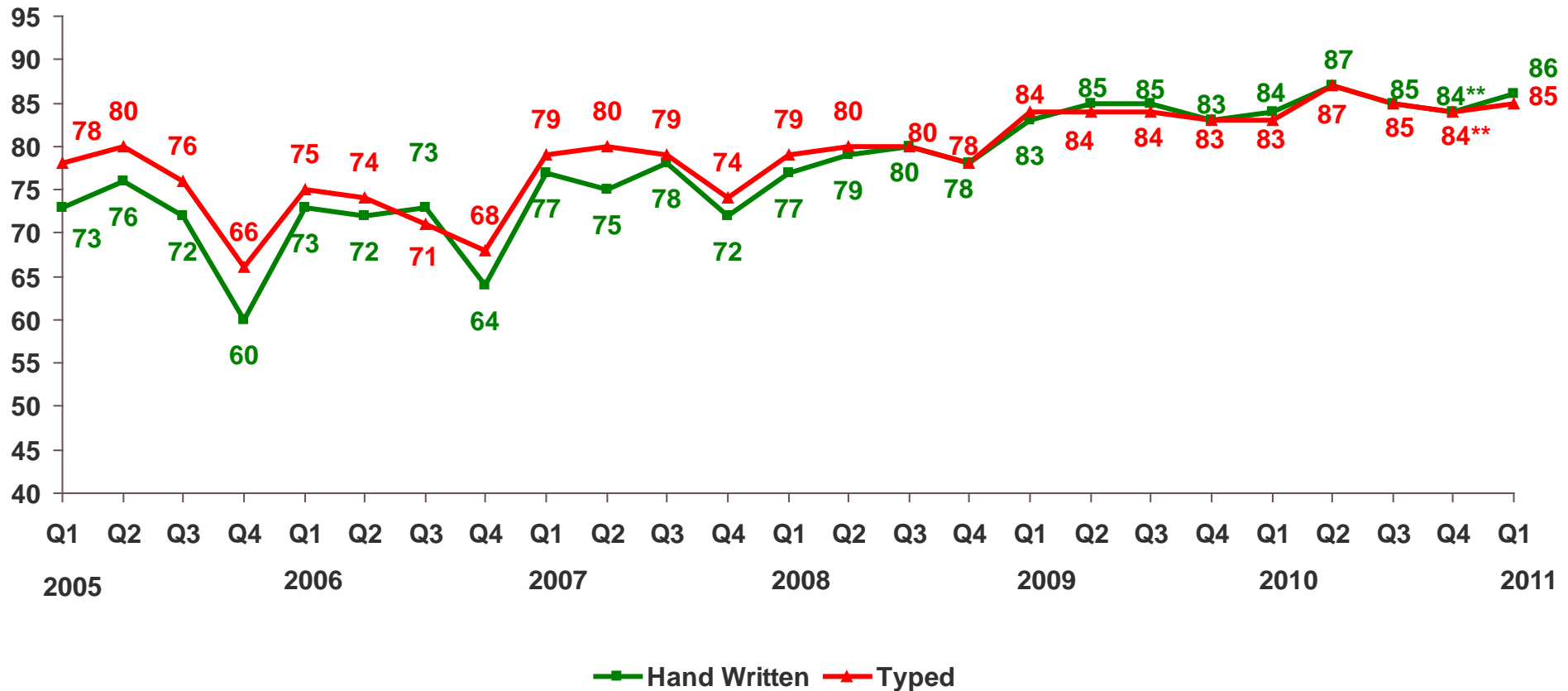
\*Standard Letter: Up to C5 size 162mm \* 235mm \* 5mm. Large Envelope: Up to 400mm \* 300mm \* 25mm.  
 Packets: Max size (width + length + thickness) 900mm, Max length 600mm. In roll form (length + twice the diameter) 1040mm, Max length 900mm.



\*\*The result shown for Q4 2010 excludes items posted on or between 28th November-15th December and 17th December-30th December due to the unusual weather conditions experienced in these two periods.

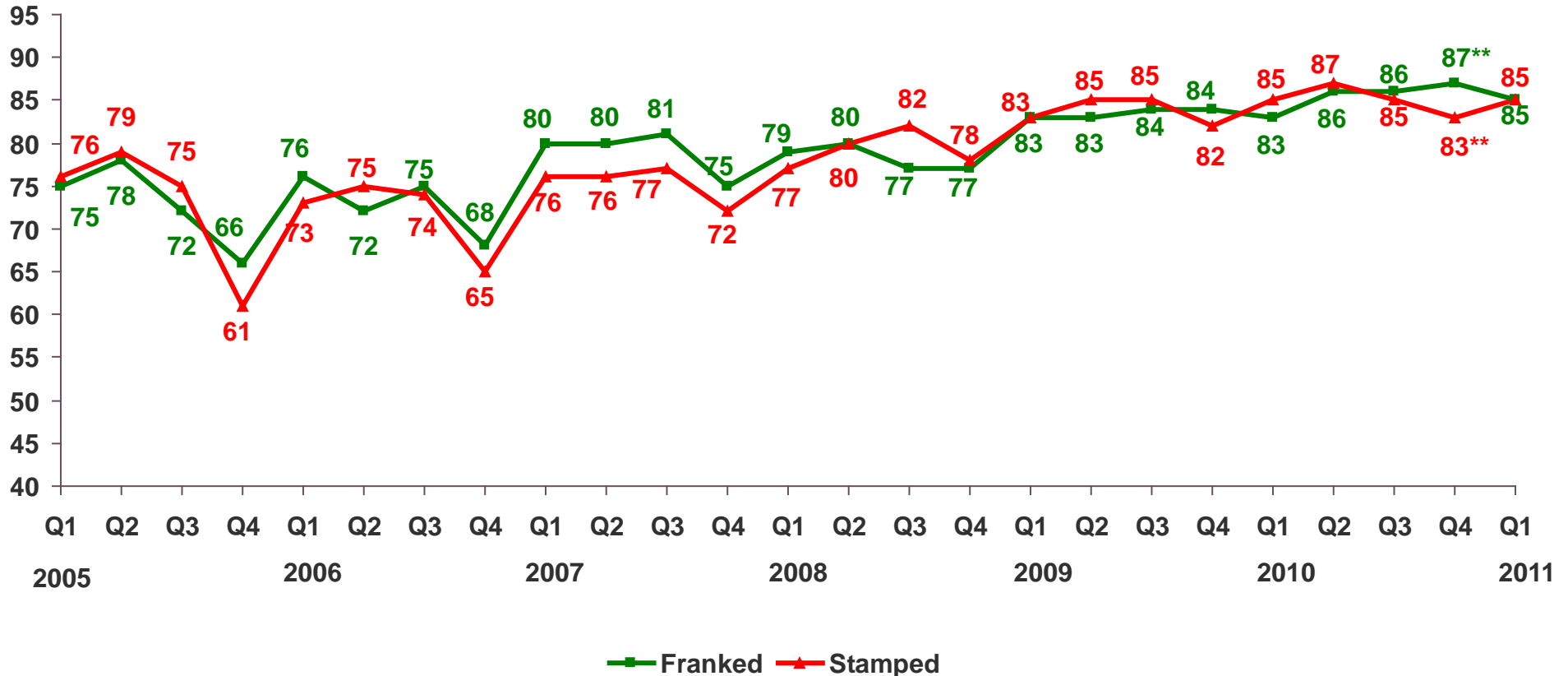
# Next Day Delivery (D+1)

## - By Address Method Jan 2005 to Mar 2011 By Qtr



# Next Day Delivery (D+1)

## – By Payment Type Jan 2005 to Mar 2011 By Qtr



# Delivery Within Three Days (D+3) Items Posted On Or Between 1<sup>st</sup> Jan 2011 & 31<sup>st</sup> Mar 2011

		DELIVERY (RoI)		
		To Anywhere	To Local (Delivery within county of posting)	To Dublin County
POSTING (RoI)	From Anywhere	<b>98%</b> (+/-0.4%)	<b>99%</b> (+/-0.6%)	<b>98%</b> (+/-0.9%)
	From Dublin County	<b>98%</b> (+/-0.8%)	<b>98%</b> (+/-1.1%)	<b>98%</b> (+/-1.1%)
	From outside Dublin County	<b>98%</b> (+/-0.5%)	<b>99%</b> (+/-0.5%)	<b>98%</b> (+/-1.3%)

1. () figures in brackets relate to accuracy levels at 95% confidence
2. Total number of effective observations – 6,843
3. Dublin County consists of the administrative areas of the Dublin City Council, Fingal County Council, South Dublin County Council and Dun Laoghaire – Rathdown County Council.

# Methodology & Project Team



- The method of monitoring is in full accordance with European and Irish Standard, I.S. EN 13850 + A1:2007 'Postal Services – Quality of Service – Measurement of transit time of end-to-end services for single piece priority mail and first class mail'.

## *Calculation Of Transit Time*

- From the 1<sup>st</sup> September 2005 onwards mail posted on Saturday and Sunday are treated as mail posted on Monday. This change reflects the fact that there is no longer a weekend collection service. The Last Time of Posting (LTOP) for next-day delivery is clearly displayed on pillar-boxes and states 'No weekend or public holiday collections or deliveries'. Any test mail items posted on a Saturday, Sunday or Public Holiday, delivered on the next working day will be treated as a D+0 item. D+0 items are included in the D+1 figures for the purposes of calculating next-day delivery.

## *Sample Design*

- The sample design corresponds with the most accurate and up-to-date estimates of real mail flow and discriminant characteristics provided by An Post. The sample employs strict proportionality across all key characteristics. Discriminant characteristics are defined as:
  - Method of posting
  - Method of addressing
  - Envelope colour
  - Envelope size
  - Method of payment
  - Day of week of posting
  
- Regional mail flows are quota controlled with weighting used to restore proportionality.

## *Geographical Distribution*

- Stratified random sampling is employed to achieve the required panel geographical distribution. All addresses are verified with panellists for accuracy and completeness.

## *Calculation Of Results*

- Accuracy of the transit time is assessed by calculating the variance of the estimator and the design factor, taking into account:
  - number of points of induction and receiving
  - correlation of test items

- Damian Loscher – Managing Director
- Louise Soye – Account Director
- Tara Sheane – Panel Manager
- Silke Heinzl – Senior Research Consultant



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