

Postal Services Survey – Residential Follow-up

August 2003

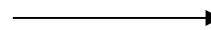
Research Methodology

- Respondents taking part in the main residential survey (i.e. the person with the most knowledge about in-coming and out-going post in the household) were recruited to participate in a follow-up survey. They were asked to retain all envelopes delivered by the postman the following mail delivery day.
- All follow-up interviews were conducted the next (mail delivery) day to avoid mail from different deliveries being mixed up/items being thrown away etc.
- No quota controls applied – the objective was to maximise the number of follow-up interviews achieved.
- 262 follow up interviews achieved, out of the 742 respondents interviewed in the first survey i.e. 35% reinterview rate.
- Sample weighted to match main survey profile in terms of: gender, region, social class, no. in the household, weekly letter volume received and whether business is operated from the home.
- Respondents asked questions on a maximum of 5 personally addressed items (addressed to anyone in the household) – with envelopes picked at random if more than 5 received that day.

Contact Summary

Number recalled from the first survey

Recruited and took part:	262
Recruited – could not take part: (no mail received that day):	133
Recruited – did not want to take part:	2
Recruited – not available/ lapsed:	160

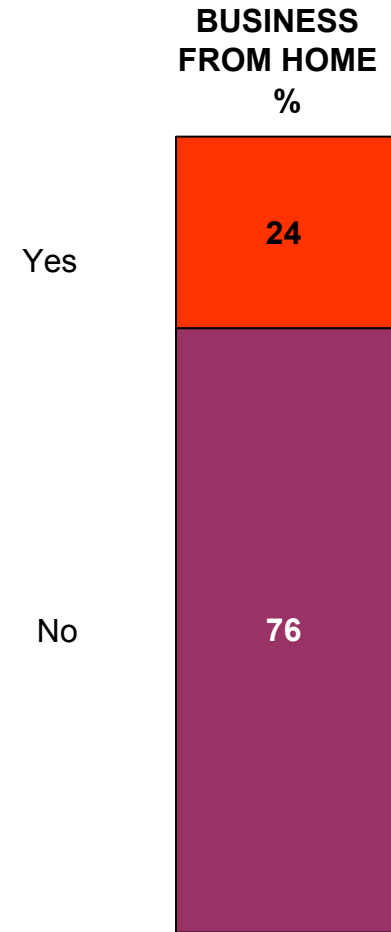
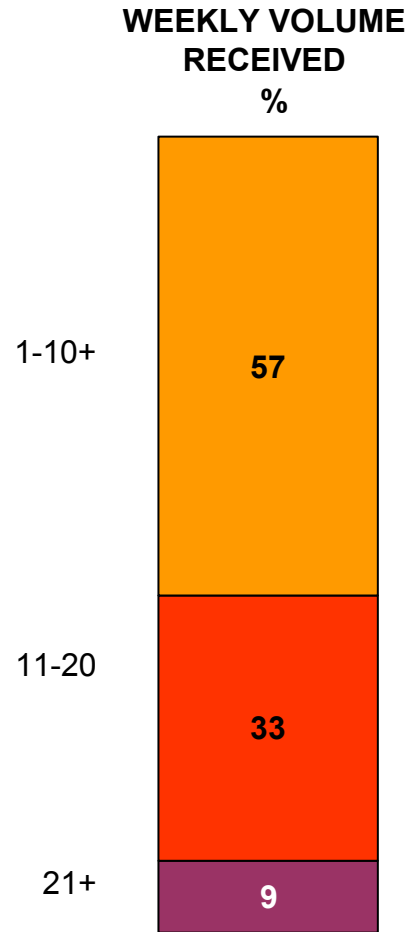
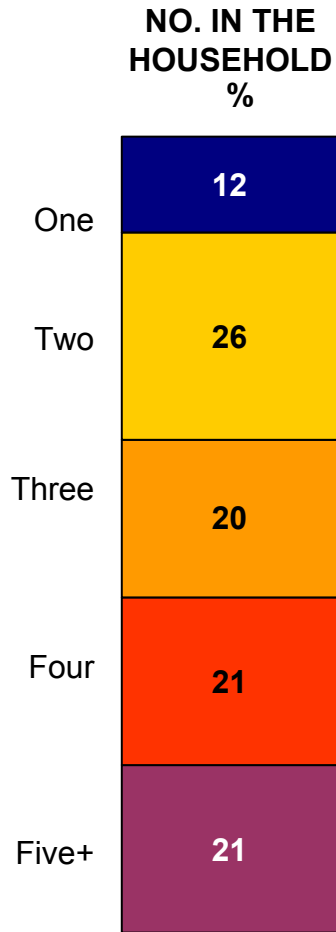


Whether mail received most days
47% - Yes: today not the norm
53% - No: don't receive mail regularly

Sample Profile (I)

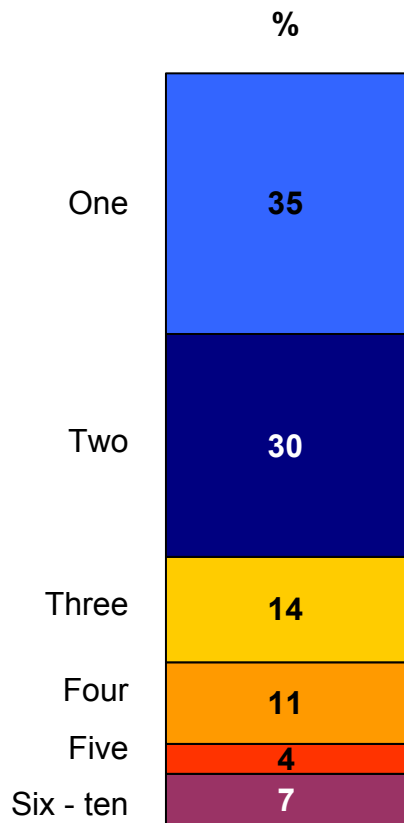


Sample Profile (II)



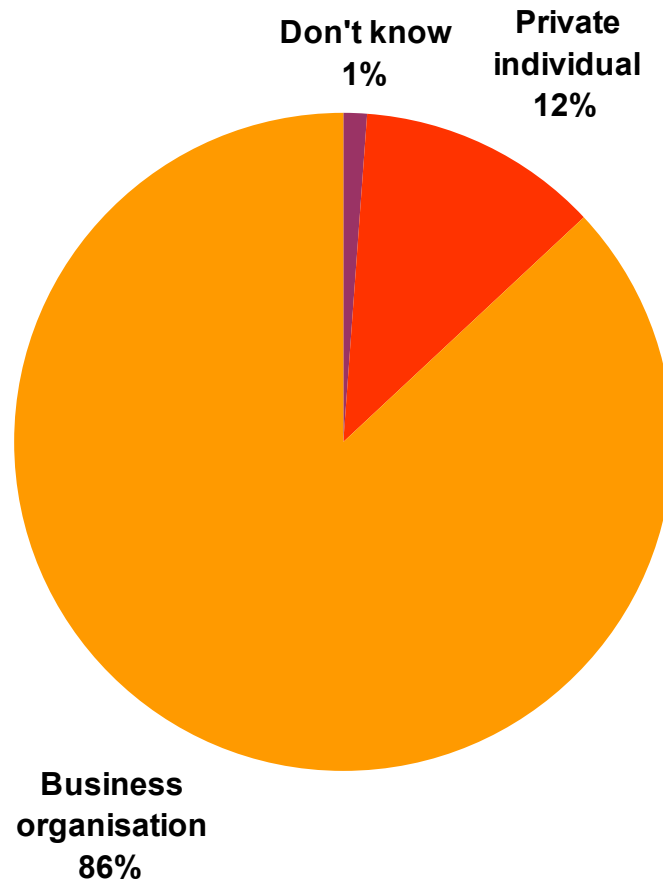
Number Of Personally Addressed Items Delivered To Household Today

Base: All Respondents: 262



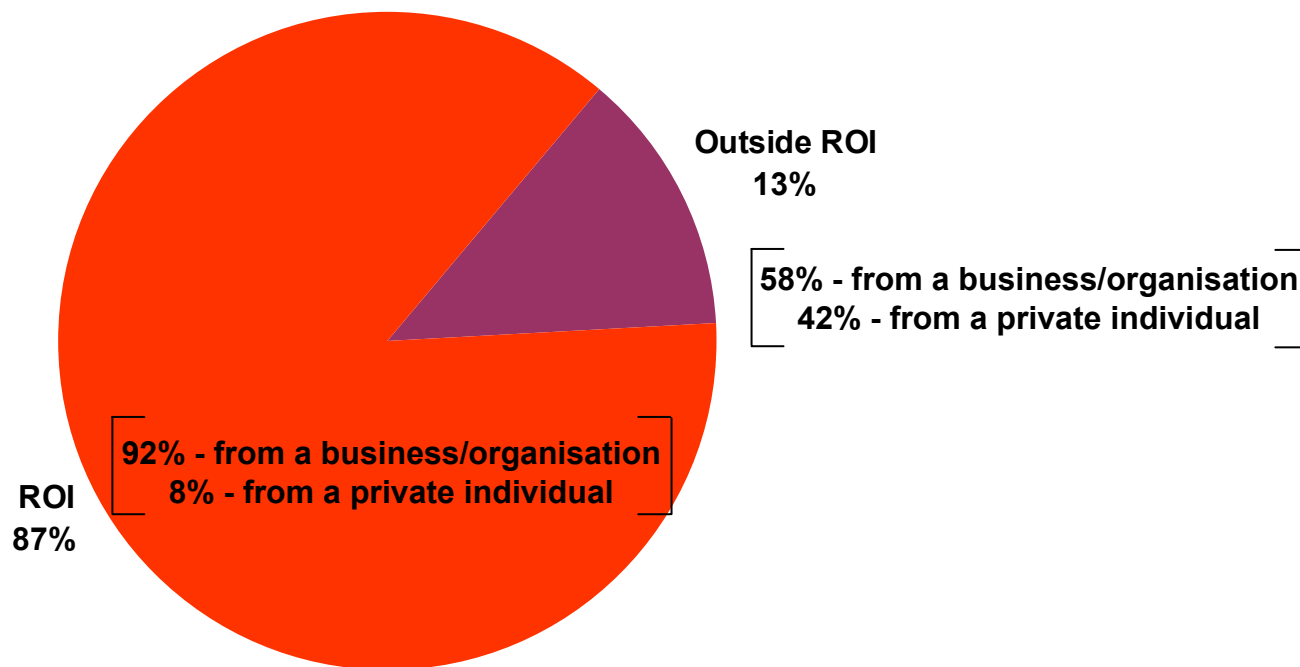
Origin Of Personally Addressed Items Delivered

Base: All Personally Addressed Items: 635



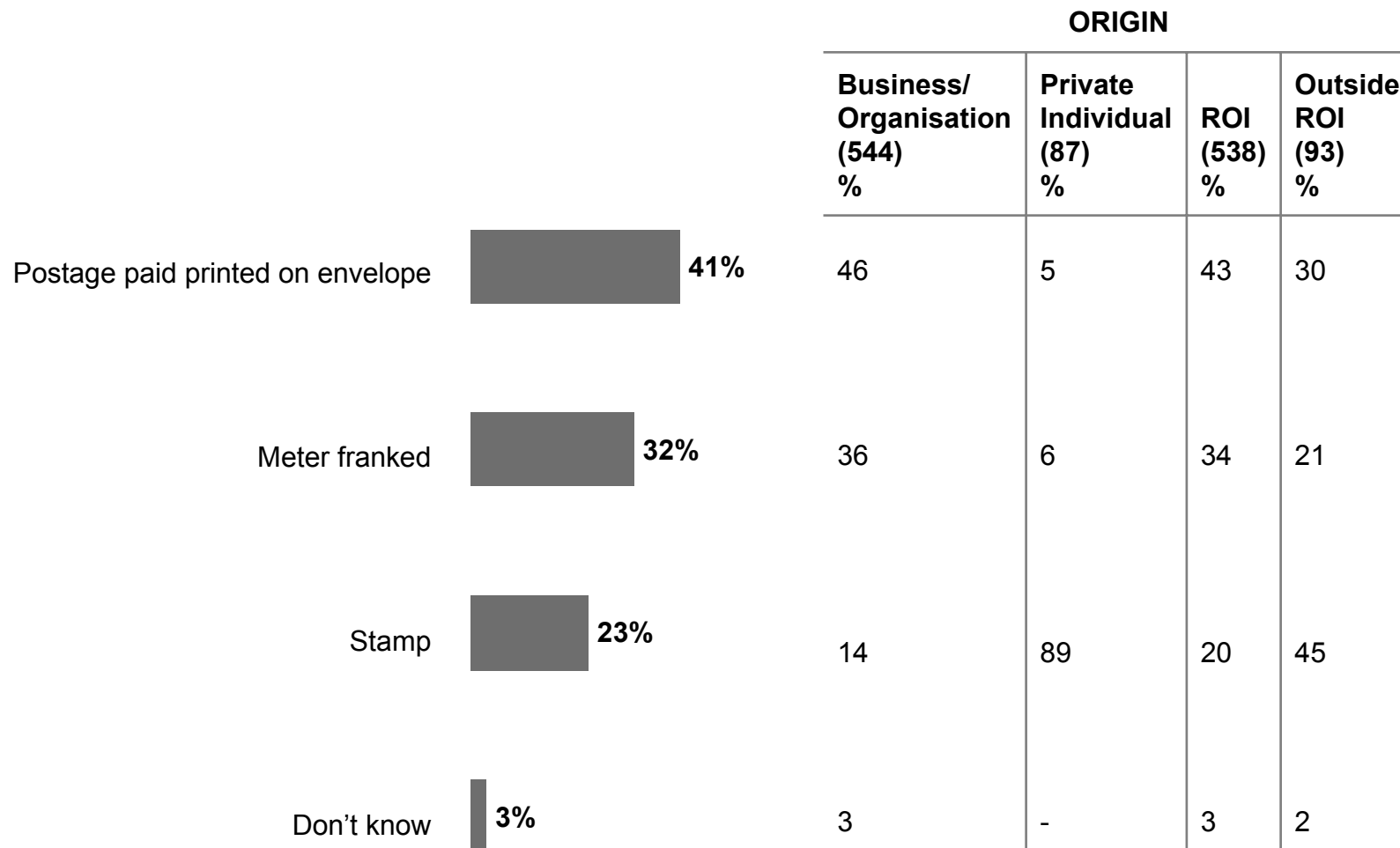
Country Of Origin Of Personally Addressed Items Delivered

Base: All Personally Addressed Items: 635



Method Of Postal Payment/Delivery

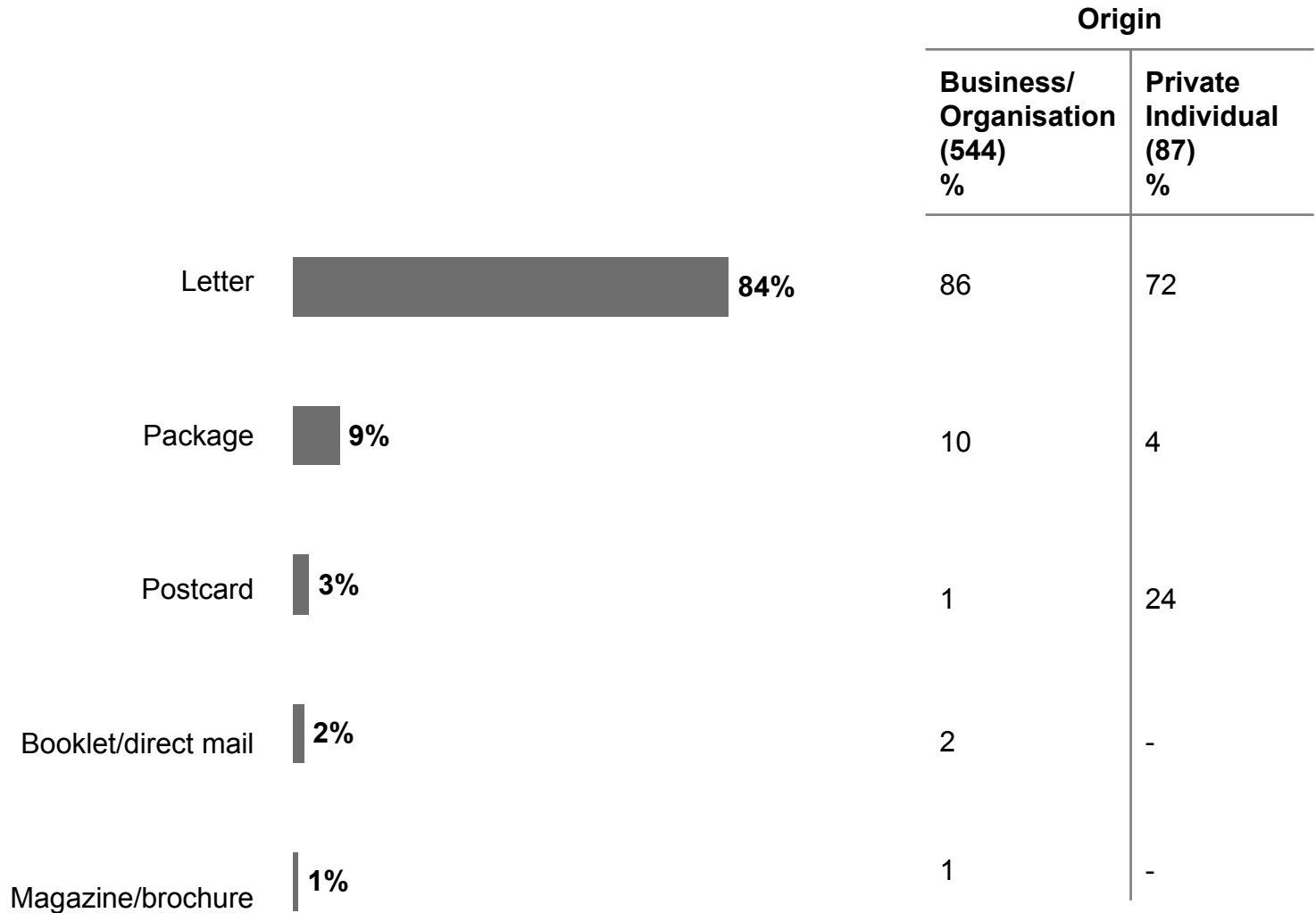
Base: All Personally Addressed Items: 635



Delivered by someone other than An Post
Delivered by hand } 2 items

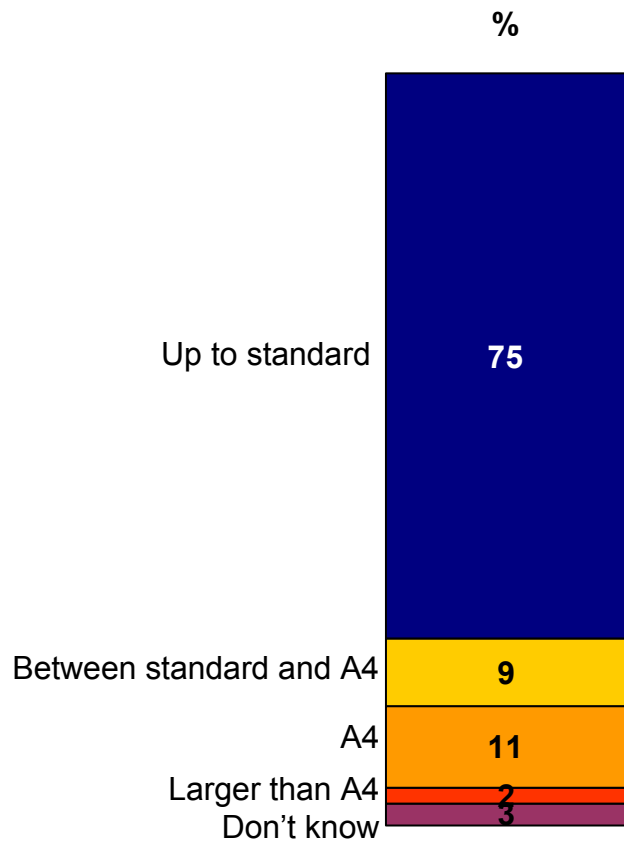
Type Of Personally Addressed Item Delivered

Base: All Personally Addressed Items: 635



Size Of Envelope Letter Delivered In

Base: All Letter Items: 535



Colour Of The Envelope/Package

Base: All Letter Or Package Items: 614

	Total (614) %	Letter (535) %	Package (57) %	ENVELOPE SIZE			
				Up to Standard (401) %	Between standard And A4 (50) %	A4 (61) %	Larger than A4 (11)* %
White	65	71	26	70	73	75	64
Brown	19	20	13	22	19	11	6
Other	16	10	60	8	9	14	30

Whether Envelope/Package Has A See Through Window

Base: All Letter Or Package Items: 614

	Total (614) %	Letter (535) %	Package (57) %	ENVELOPE SIZE			
				Up to Standard (401) %	Between standard And A4 (50) %	A4 (61) %	Larger than A4 (11)* %
Yes	60	66	19	65	72	71	83
No	39	34	78	35	28	29	17
Don't know	**	**	3	-	-	-	-

Whether Address Was Hand Written Or Typed

Base: All Personally Addressed Items: 635

	ORIGIN		TYPE			ENVELOPE SIZE				
	Total (635) %	Business/ Organisation (544) %	Private Individual (87) %	Postcard (21)* %	Letter (535) %	Package (37) %	Up to Standard (401) %	Between standard And A4 (50) %	A4 (61) %	Larger than A4 (11)* %
Handwritten	18	8	84	85	16	17	18	9	5	6
Typed	80	90	16	15	82	83	79	91	94	94
Don't know	2	2	-	-	1	1	2	-	2	-

Type Of Business Or Organisation From Which Item Was Received (I)

Base: All Items From A Business Or Organisation: 544

	%
Bank	12
Insurance company	4
Credit card company	2
Building Society	1
Finance company/institution (unspecified)	3
	%
Fixed line telephone company	4
Mobile phone company	5
Phone company (unspecified)	4
	%
Government Department	7
Local Government/County Council	2

	%
Health/medical services – doctor etc.	3
Health Board	1
	%
TV Company (e.g. Sky, ntl)	1
ESB/electricity	2
Bord Gais	1
	%
University/school/institute	3
Sports club (GAA, gym etc)	2
Cultural organisation	1
Travel/tourism/hotel	2
Charity organisation	2

Type Of Business Or Organisation From Which Item Was Received (II)

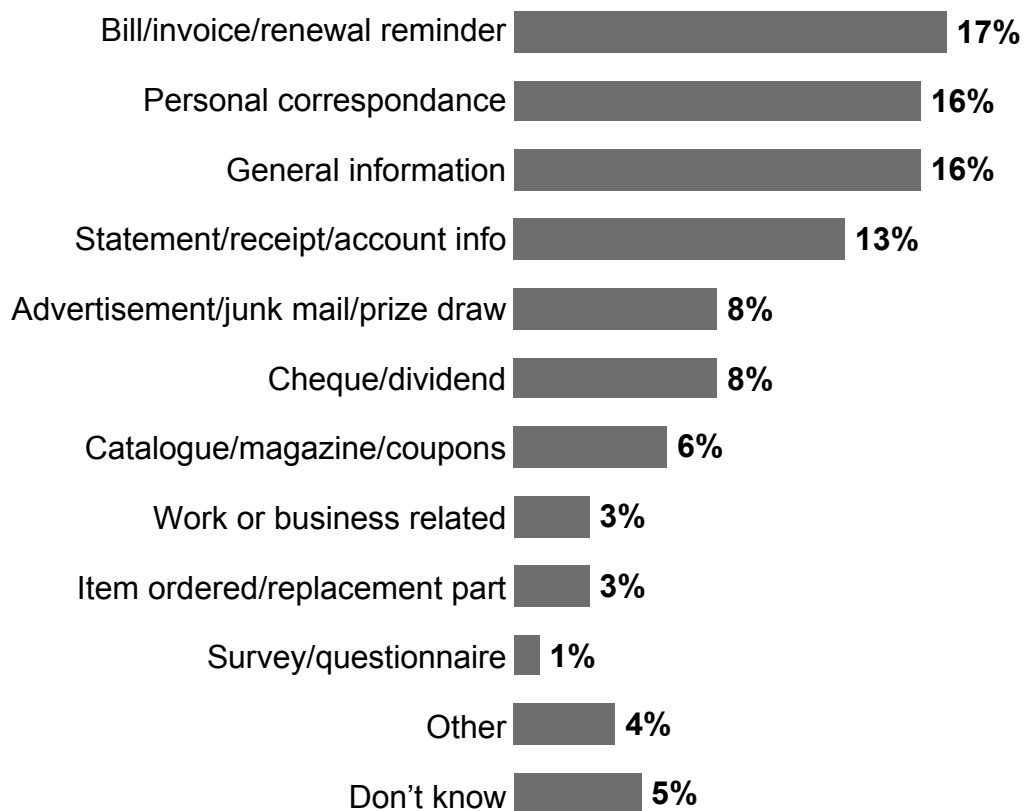
Base: All Items From A Business Or Organisation: 544

	%
Computer company	3
Stationary suppliers	1
Clothing/cosmetics company	2
Food/drinks company/catering	3
Retailer/shop	2
Motor/auto parts/garage	4
Builders/hardware suppliers	2
Agricultural company	2
Wholesaler/supplier (unspecified)	1
Photography company/services	1

	%
Direct mail/promotion company	2
Magazine distributor	2
Catalogue/mail order company	1
An Post	1
	%
Other professional services	3
Other	4
Don't know	4

Nature Of The Personally Addressed Item Received

Base: All Personally Addressed Items: 635



Postal Services Survey – Residential Follow-up

August 2003