



Republic Of Ireland Quality Of Postal Service Monitor - 2010 Report

Items Posted On Or Between 1st January & 31st December 2010

- 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 an annual and quarterly/year-to-date basis.
- This report presents the full year performance figures for items posted on or between 1st January and 31st December 2010 and the quarterly performance figures for items posted on or between 1st October and 31st December 2010.
- Due to the unusual weather conditions that prevailed across the country during two periods in late November and throughout December (28th November to 15th December and 17th December to 30th December), a full postal service was not maintained, despite efforts made by An Post to do so. For this reason the full year and quarterly performance results in the report separately show the performance including and excluding these two periods.

- The exclusion of the two periods of unusual weather has no impact on the effectiveness of the measurement.
- 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 – 2010 Year Full Year Performance (Quarter 1 to 4 2010)

- The 2010 Next Day Delivery performance of single piece priority mail for the period 1st January 2010 to 31st December 2010 stands at 83% compared to a performance score of 84% in 2009. The ComReg target for Next Day Delivery is 94%.
- When the two periods of unusual weather conditions (28th November to 15th December and 17th December to 30th December), are excluded, the full year performance of single piece priority mail for the period 1st January 2010 to 31st December 2010 stands at 85%, showing an increase of 1% compared to the same period in 2009.
- The best performing mail flow in 2010 was posting from Outside Dublin County to Local with an 84% Next Day Delivery score. This score stands at 86% when the two periods of unusual weather are excluded from the measurement.
- Items posted from Outside Dublin County to Dublin County performed poorest in 2010 with a 79% Next Day Delivery score. When the two periods of unusual weather are excluded this figure stands at 83%, still the poorest performing mail flow.

Delivery Within Three Days – 2010 Full Year Performance (Quarter 1 to 4 2010)

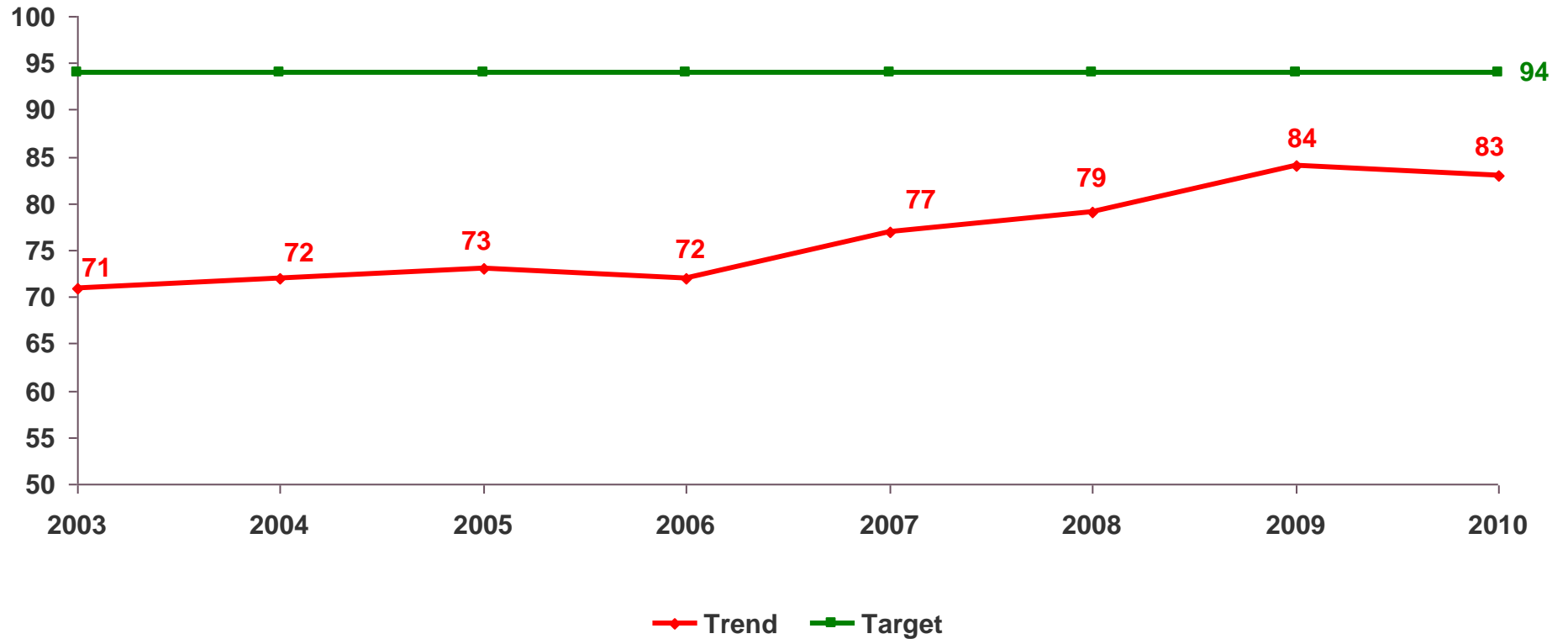
- 97.8% of single piece priority mail was delivered within three working days of posting between 1st January 2010 and 31st December 2010, against a ComReg target of 99.5%.
- This result stands at 98.7% when the two periods of unusual weather are excluded.

Next Day Delivery – Q4 2010 (1st October – 31st December 2010)

- For the period 1st October 2010 to 31st December 2010 a performance rate of 75% was recorded for Next Day Delivery of single piece priority mail. However when the two periods of unusual weather are removed performance stands at 84% which is a one point increase when compared with the result for Q4 2009.

Findings – Full Year 2010

National Next Day Delivery (D+1) Full Year – 2003 to 2010



National Next Day Delivery (D+1) Full Year – 2003 to 2010 (Excluding The Periods of Unusual Weather*)



*The result shown for 2010 excludes items posted on or between 28th November-15th December and 17th December-30th December.

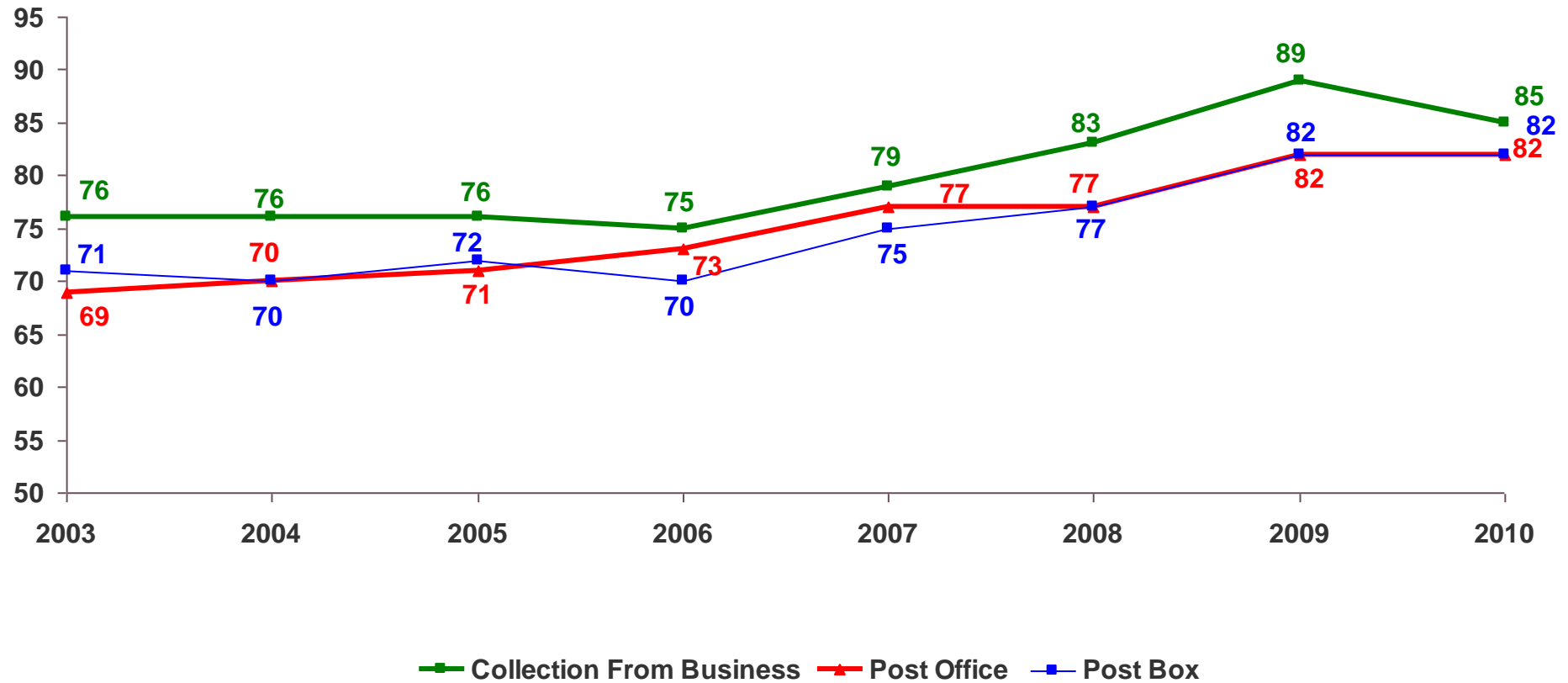
Next Day Delivery Nationally (D+1)

Items Posted On Or Between 1st Jan & 31st Dec, 2010

		DELIVERY (RoI)		
		To Anywhere	To Local (Delivery within county of posting)	To Dublin County
POSTING (RoI)	From Anywhere	83% (+/-0.8%)	83% (+/-1.3%)	81% (+/-1.5%)
	From Anywhere*	85% (+/-0.8%)	85% (+/-1.3%)	84% (+/-1.6%)
	From Dublin County	83% (+/-1.4%)	82% (+/-2.0%)	82% (+/-2.0%)
	From Dublin County*	85% (+/-1.4%)	85% (+/-2.1%)	85% (+/-2.1%)
	From Outside Dublin County	83% (+/-1.0%)	84% (+/-1.5%)	79% (+/-2.2%)
	From Outside Dublin County*	85% (+/-1.0%)	86% (+/-1.6%)	83% (+/-2.2%)

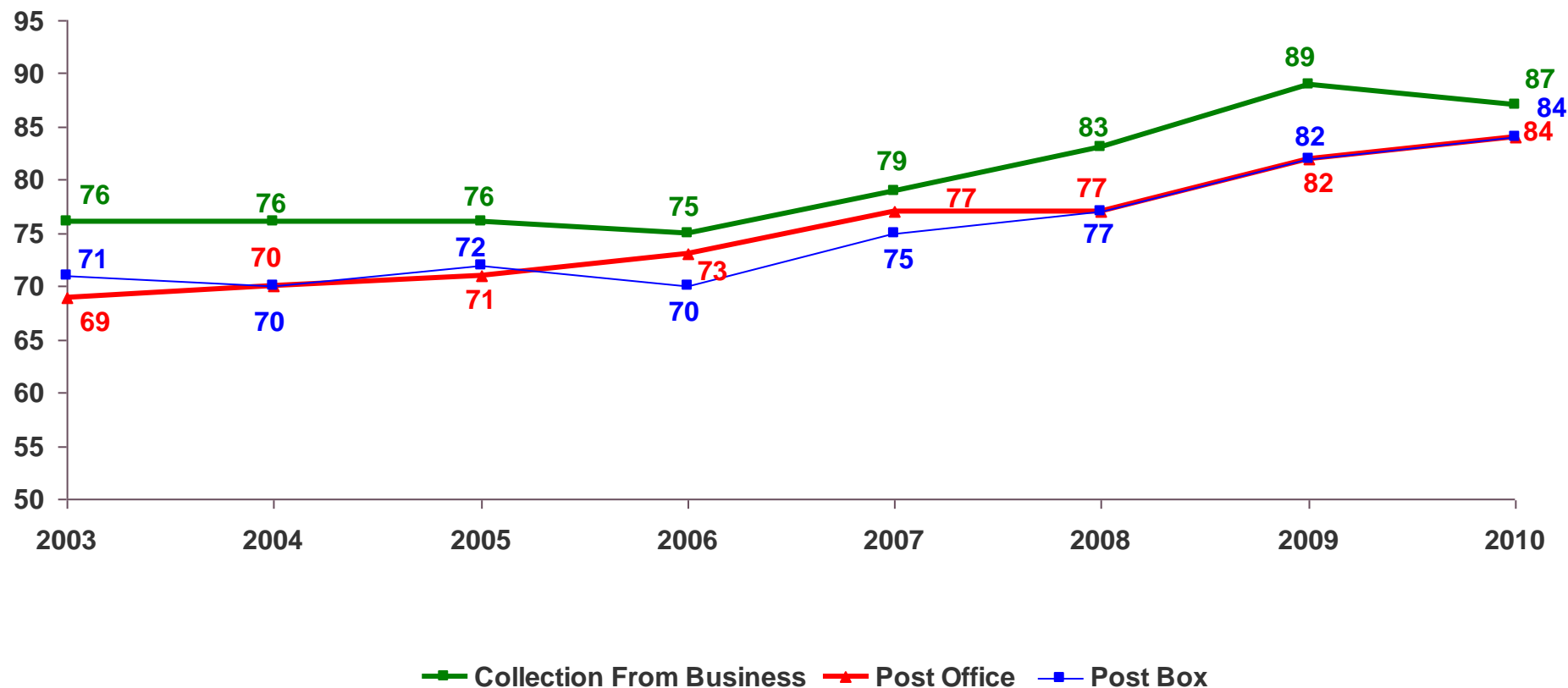
1. () figures in brackets relate to accuracy levels at 95% confidence
2. Total number of effective observations – 28,487
3. Dublin County consists of the administrative areas of the Dublin City Council, Fingal County Council, South Dublin County Council and Dun Laoghaire – Rathdown County Council.
4. * Result excluding items posted on or between 28th November-15th December and 17th December-30th December

Next Day Delivery (D+1) - By Induction Method* 2003 to 2010



* Metered Box items not reported due to small base sizes

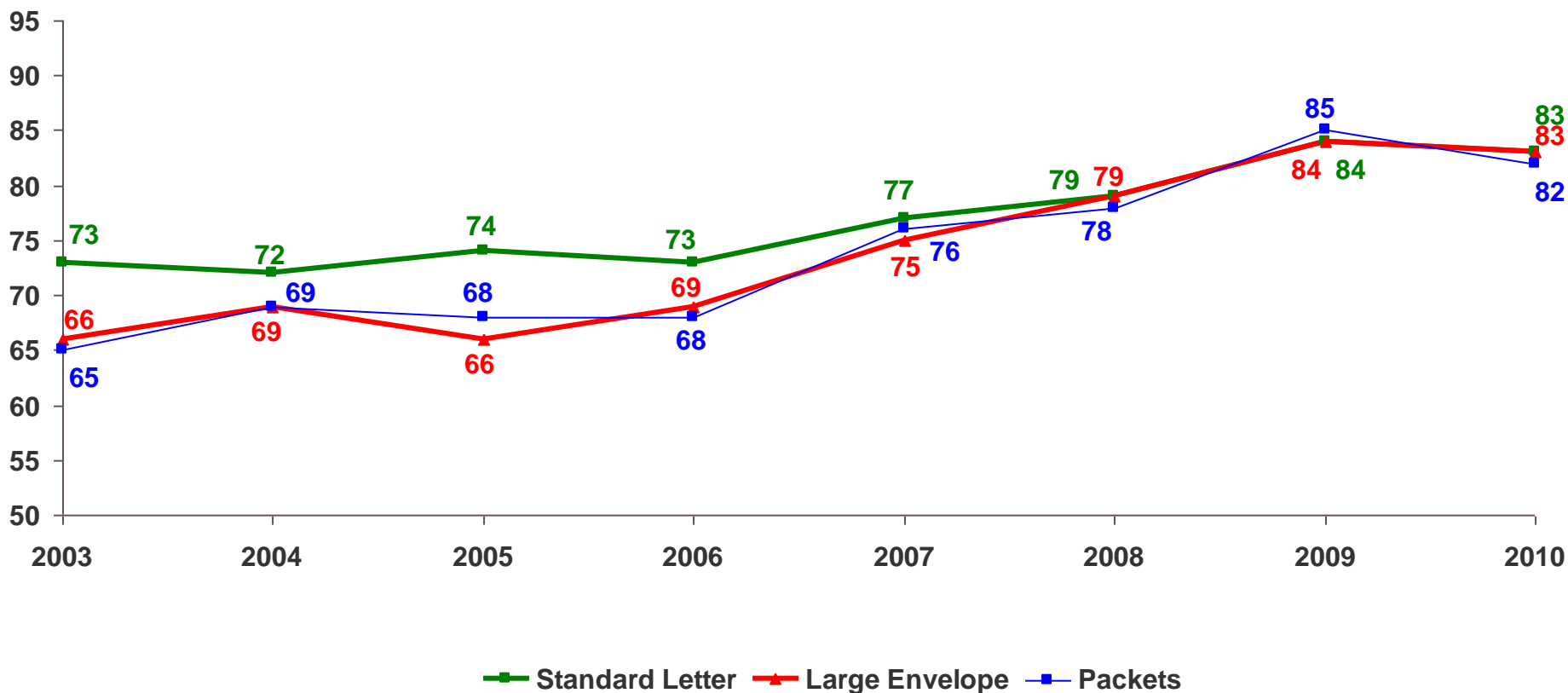
Next Day Delivery (D+1) - By Induction Method* 2003 to 2010 (Excluding The Periods of Unusual Weather#)



* Metered Box items not reported due to small base sizes

#The result shown for 2010 excludes items posted on or between 28th November-15th December and 17th December-30th December.

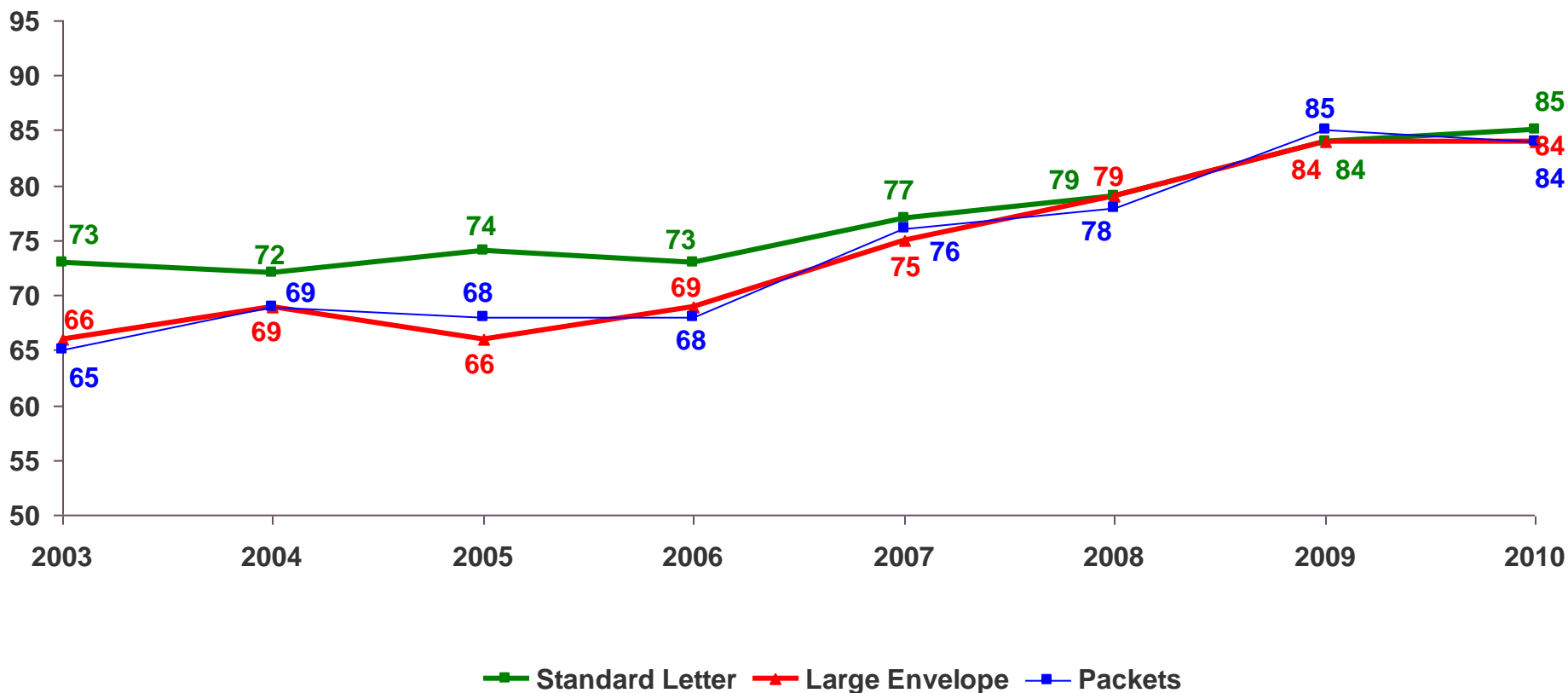
Next Day Delivery (D+1) - By Mail Format* 2003 to 2010



*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.

Next Day Delivery (D+1) - By Mail Format* 2003 to 2010 (Excluding The Periods of Unusual Weather#)

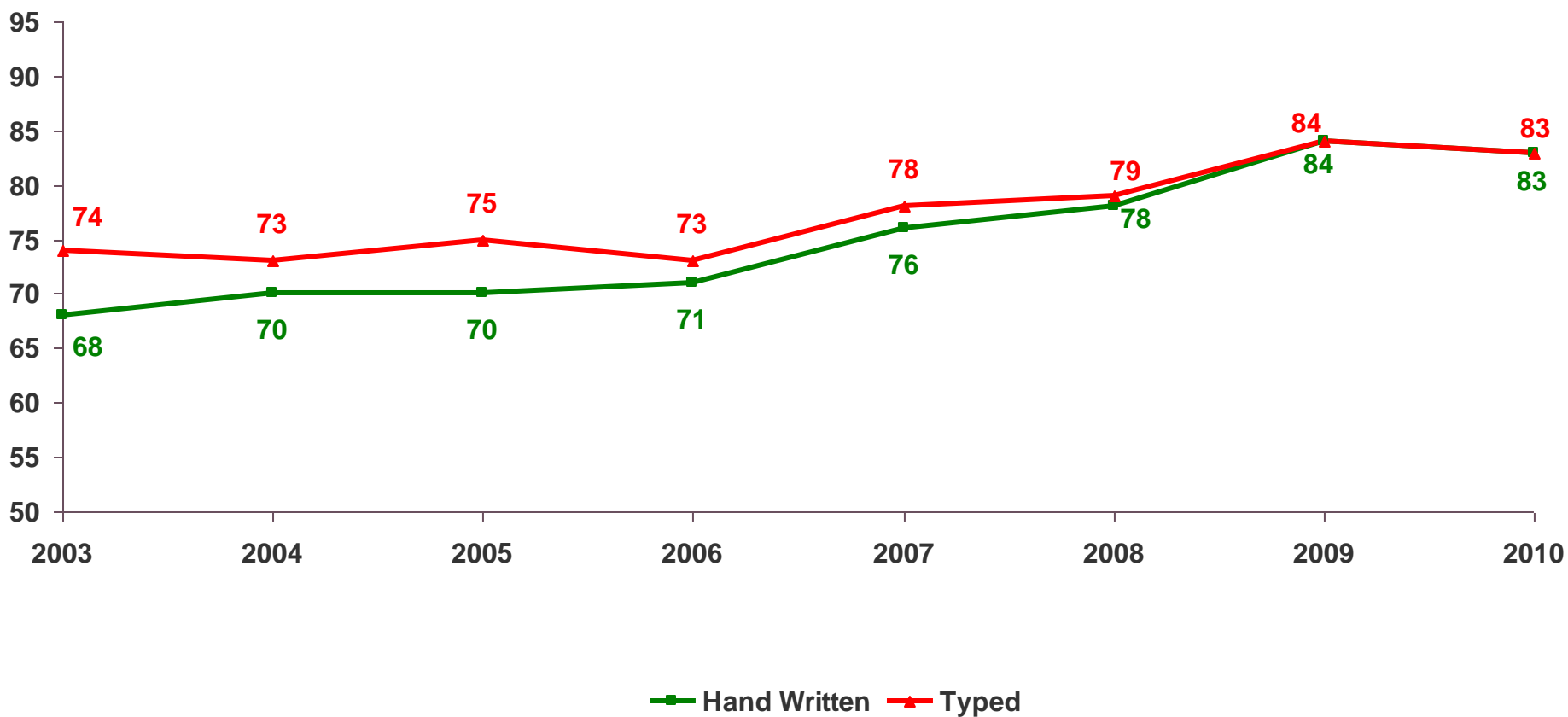


*Standard Letter: Up to C5 size 162mm * 235mm * 5mm. Large Envelope: Up to 400mm * 300mm * 25mm.

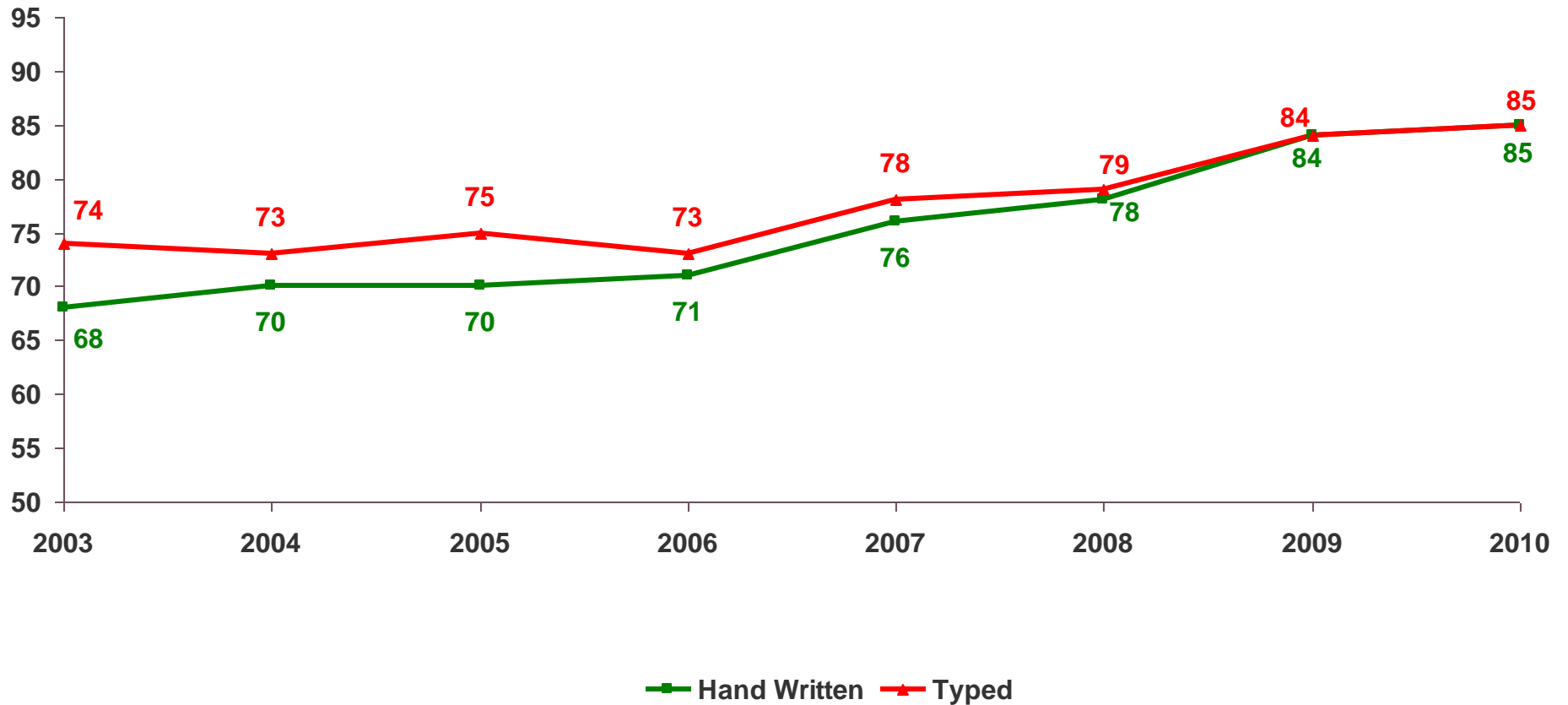
Packets: Max size (width + length + thickness) 900mm, Max length 600mm. In roll form (length + twice the diameter) 1040mm, Max length 900mm.

#The result shown for 2010 excludes items posted on or between 28th November-15th December and 17th December-30th December.

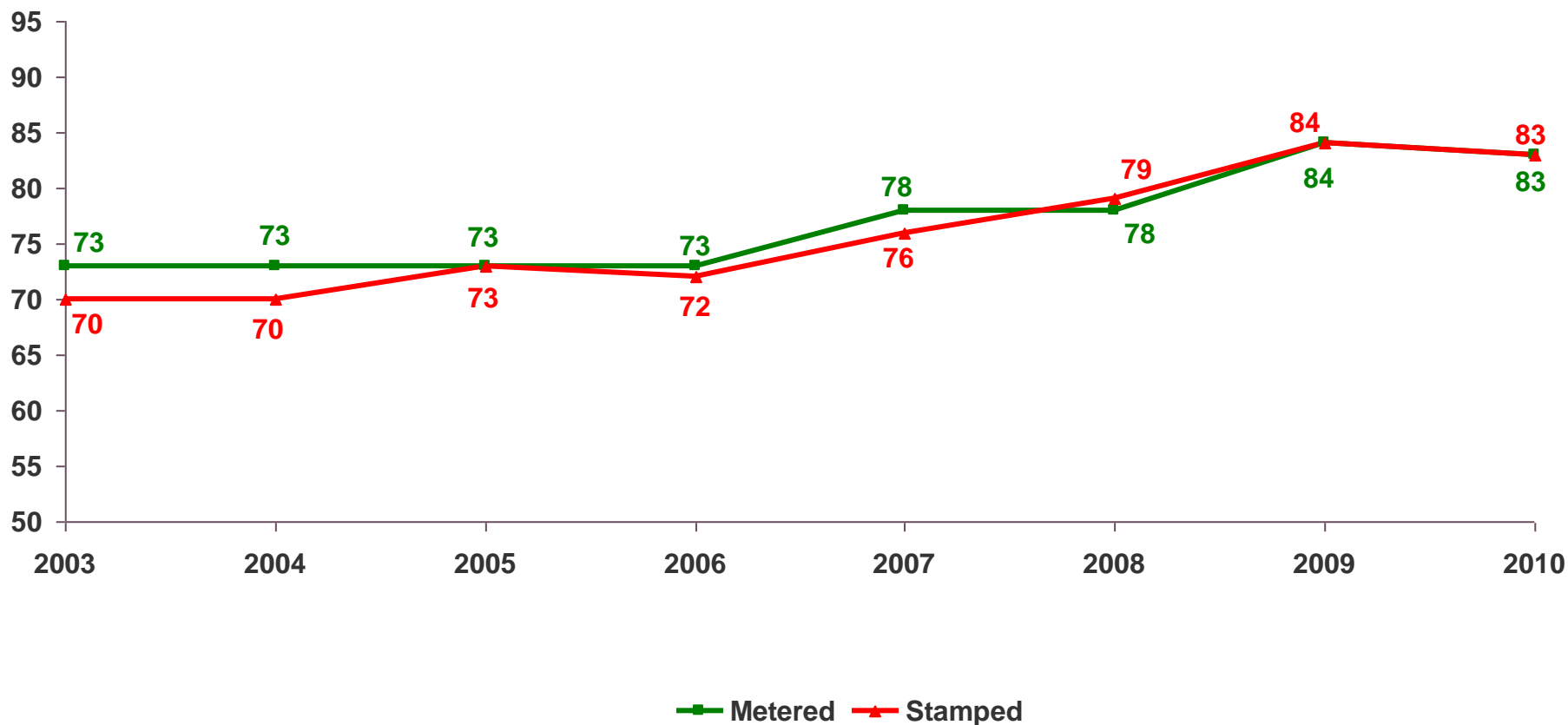
Next Day Delivery (D+1) - By Address Method 2003 to 2010



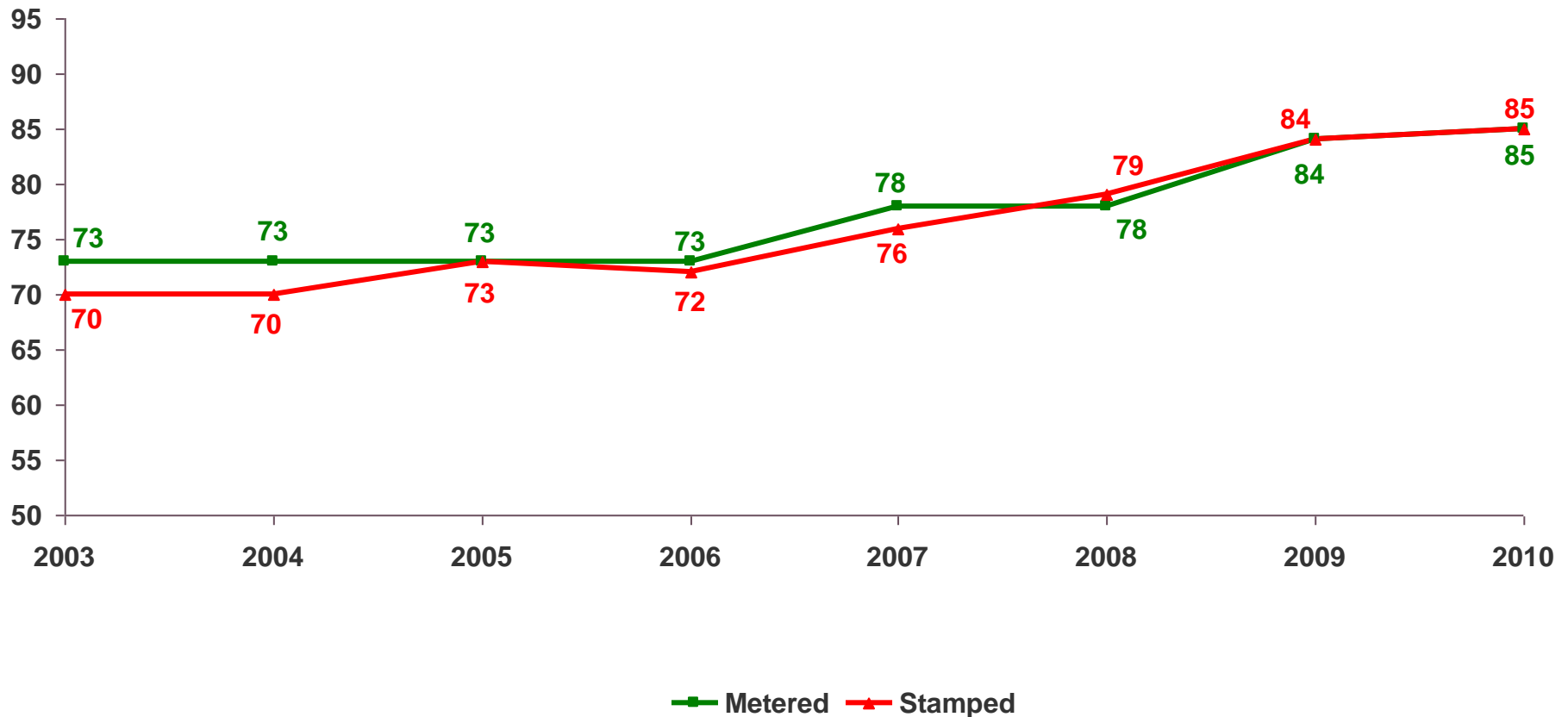
Next Day Delivery (D+1) - By Address Method 2003 to 2010 (Excluding The Periods of Unusual Weather*)



Next Day Delivery (D+1) - By Payment Method 2003 to 2010



Next Day Delivery (D+1) - By Payment Method 2003 to 2010 (Excluding The Periods of Unusual Weather*)



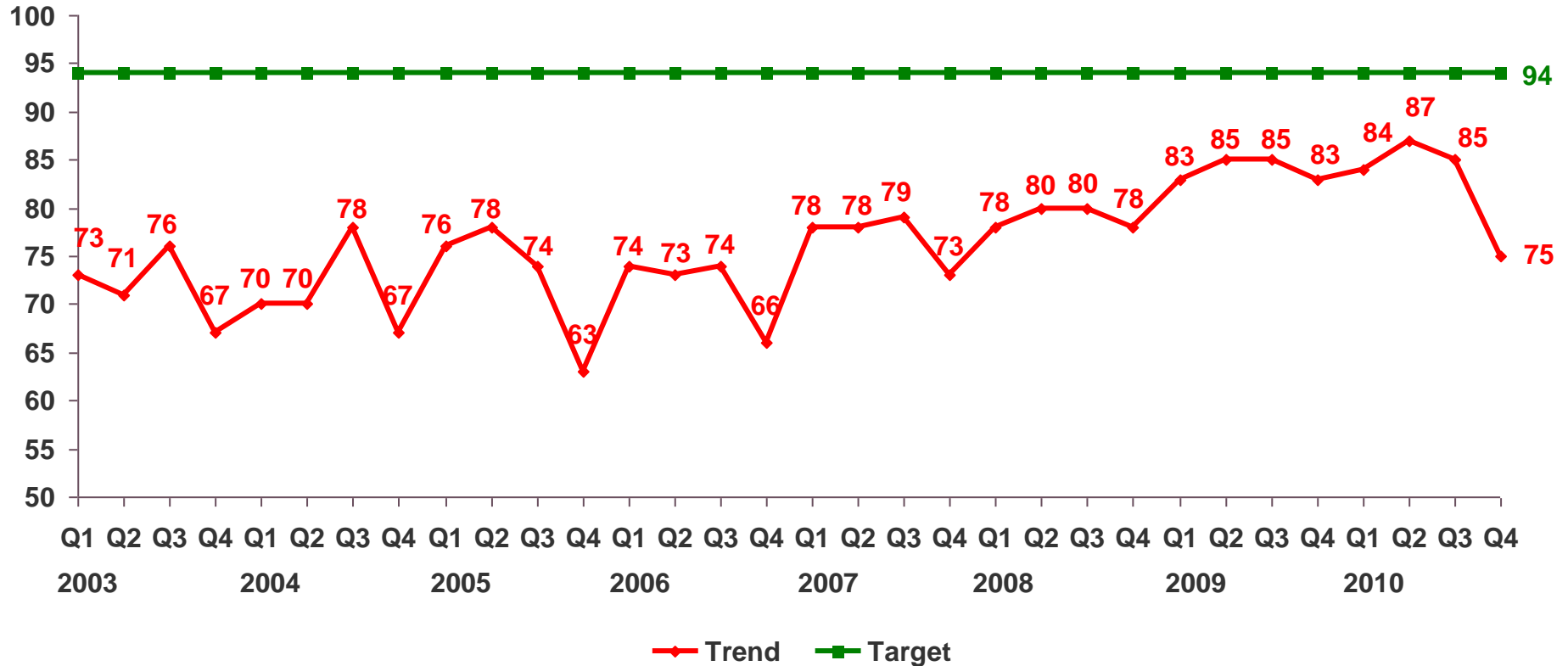
Delivery Within Three Days (D+3) Items Posted On Or Between 1st Jan & 31st Dec, 2010

		DELIVERY (RoI)		
		To Anywhere	To Local (Delivery within county of posting)	To Dublin County
POSTING (RoI)	From Anywhere	98% (+/-0.3%)	98% (+/-0.4%)	97% (+/-0.5%)
	From Anywhere*	99% (+/-0.2%)	99% (+/-0.3%)	98% (+/-0.4%)
	From Dublin County	97% (+/-0.5%)	97% (+/-0.7%)	97% (+/-0.7%)
	From Dublin County*	98% (+/-0.4%)	98% (+/-0.6%)	98% (+/-0.6%)
	From Outside Dublin County	98% (+/-0.3%)	98% (+/-0.4%)	97% (+/-0.7%)
	From outside Dublin County*	99% (+/-0.2%)	99% (+/-0.3%)	98% (+/-0.6%)

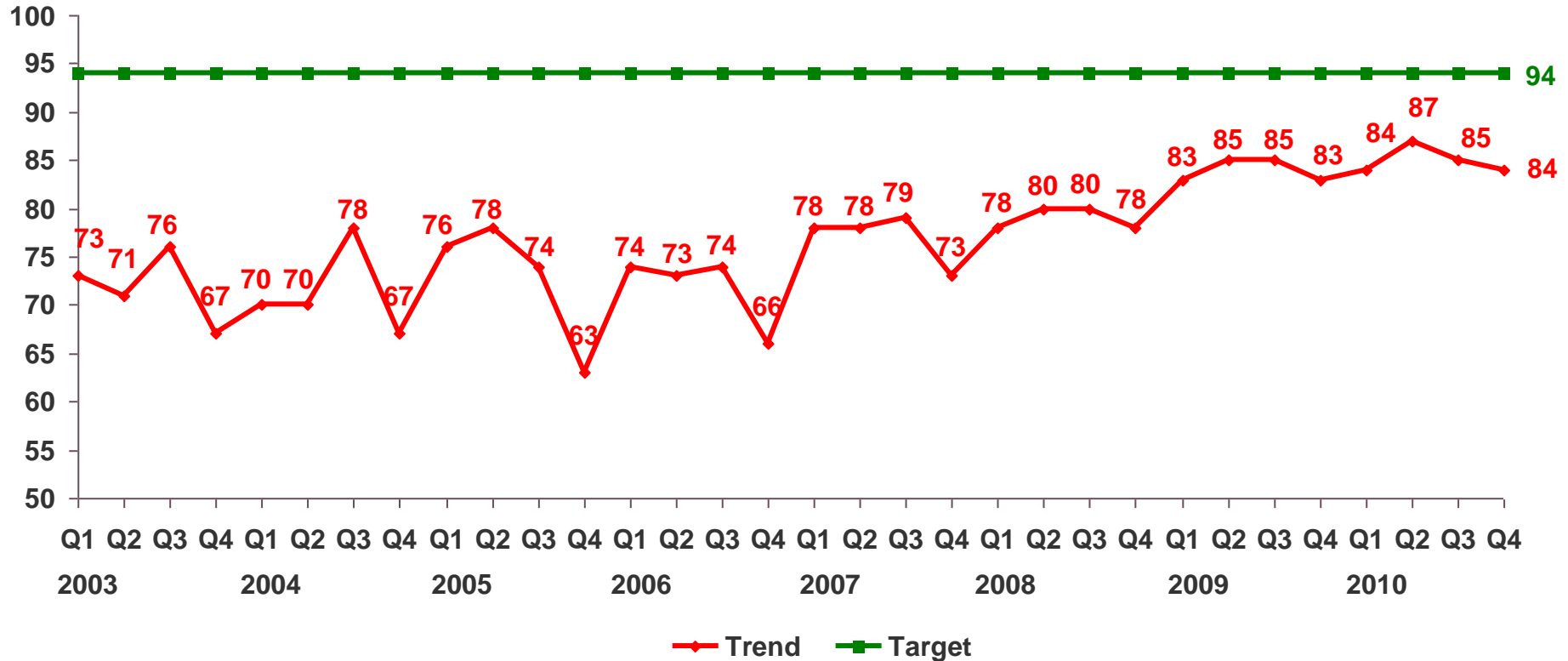
1. () figures in brackets relate to accuracy levels at 95% confidence
2. Total number of effective observations – 28,487
3. Dublin County consists of the administrative areas of the Dublin City Council, Fingal County Council, South Dublin County Council and Dun Laoghaire – Rathdown County Council.
4. * Result excluding items posted on or between 28th November-15th December and 17th December-30th December

Findings - Quarterly

National Next Day Delivery (D+1) Jan 2003 to Dec 2010 By Quarter



National Next Day Delivery (D+1) - Jan 2003 to Dec 2010 By Quarter (Excluding The Periods of Unusual Weather*)



Quality Of Postal Service Targets With Quarterly & Full Year An Post Performance for RoI

	TARGET	ACHIEVED Q4 2010	ACHIEVED Q4 2010*	ACHIEVED 2010	ACHIEVED 2010*
Next Day Delivery (D+1)					
From Anywhere to Anywhere	94%	75%	84%	83%	85%
From Dublin County to Anywhere	94%	74%	85%	83%	85%
From outside Dublin County to Anywhere	94%	75%	84%	83%	85%
Next Day Delivery (D+3)					
From Anywhere to Anywhere	99.5%	95.1%	98.8%	97.8%	98.7%

Next Day Delivery (D+1)

Items Posted On Or Between 1st Oct to 31st Dec, 2010

		DELIVERY (RoI)		
		To Anywhere	To Local (Delivery within county of posting)	To Dublin County
POSTING (RoI)	From Anywhere	75% (+/-1.6%)	76% (+/-2.4%)	72% (+/-2.9%)
	From Anywhere*	84% (+/-1.6%)	85% (+/-2.4%)	85% (+/-2.6%)
	From Dublin County	74% (+/-2.6%)	73% (+/-3.7%)	73% (+/-3.7%)
	From Dublin County*	85% (+/-2.4%)	85% (+/-3.4%)	85% (+/-3.4%)
	From Outside Dublin County	75% (+/-2.1%)	78% (+/-3.2%)	70% (+/-4.3%)
	From Outside Dublin*County	84% (+/-2.0%)	84% (+/-3.3%)	86% (+/-3.8%)

1. () figures in brackets relate to accuracy levels at 95% confidence

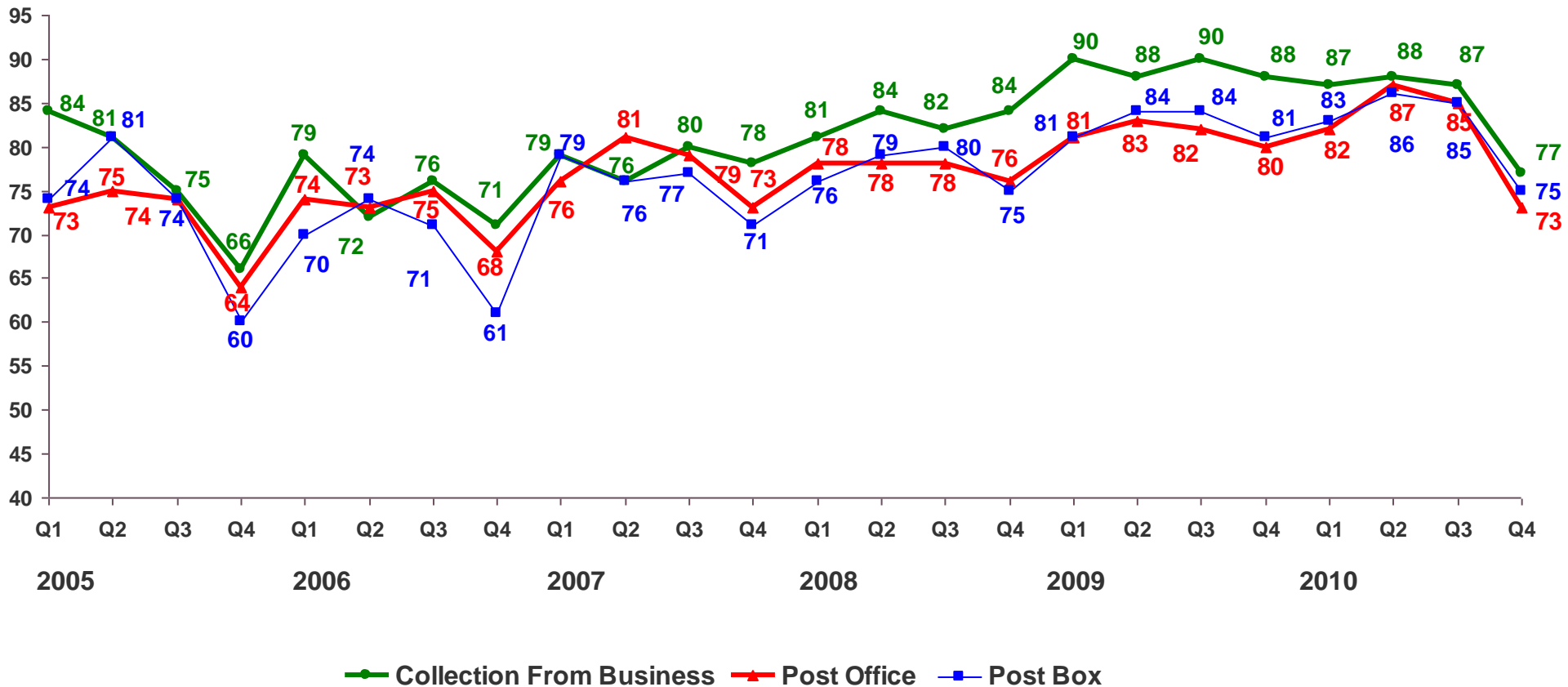
2. Total number of effective observations – 6,553

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.

4. * Result excluding items posted on or between 28th November-15th December and 17th December-30th December

Next Day Delivery (D+1) - By Induction Method*

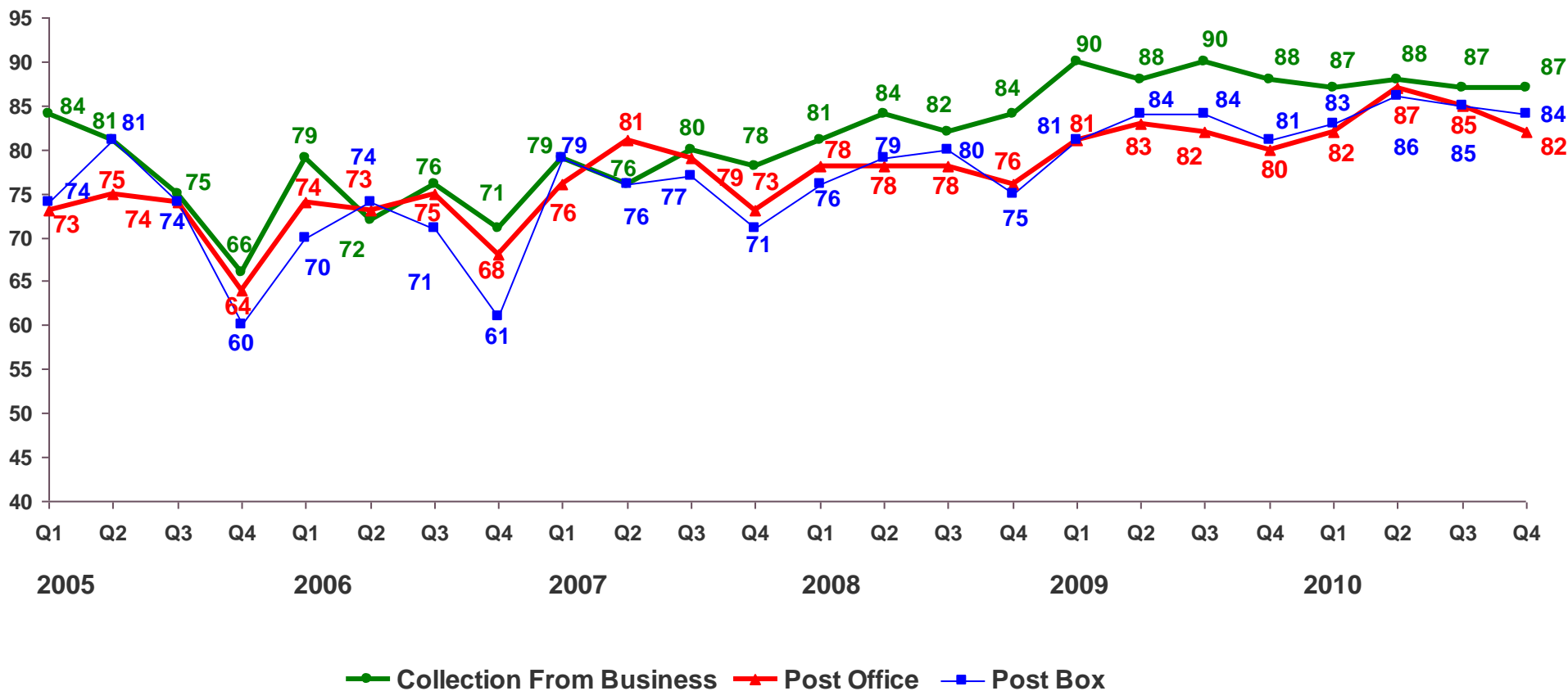
Jan 2005 to Dec 2010 By Qtr



* Metered Box items not reported due to small base sizes

Next Day Delivery (D+1) - By Induction Method*

Jan 2005 to Dec 2010 By Qtr (Excluding The Periods of Unusual Weather#)

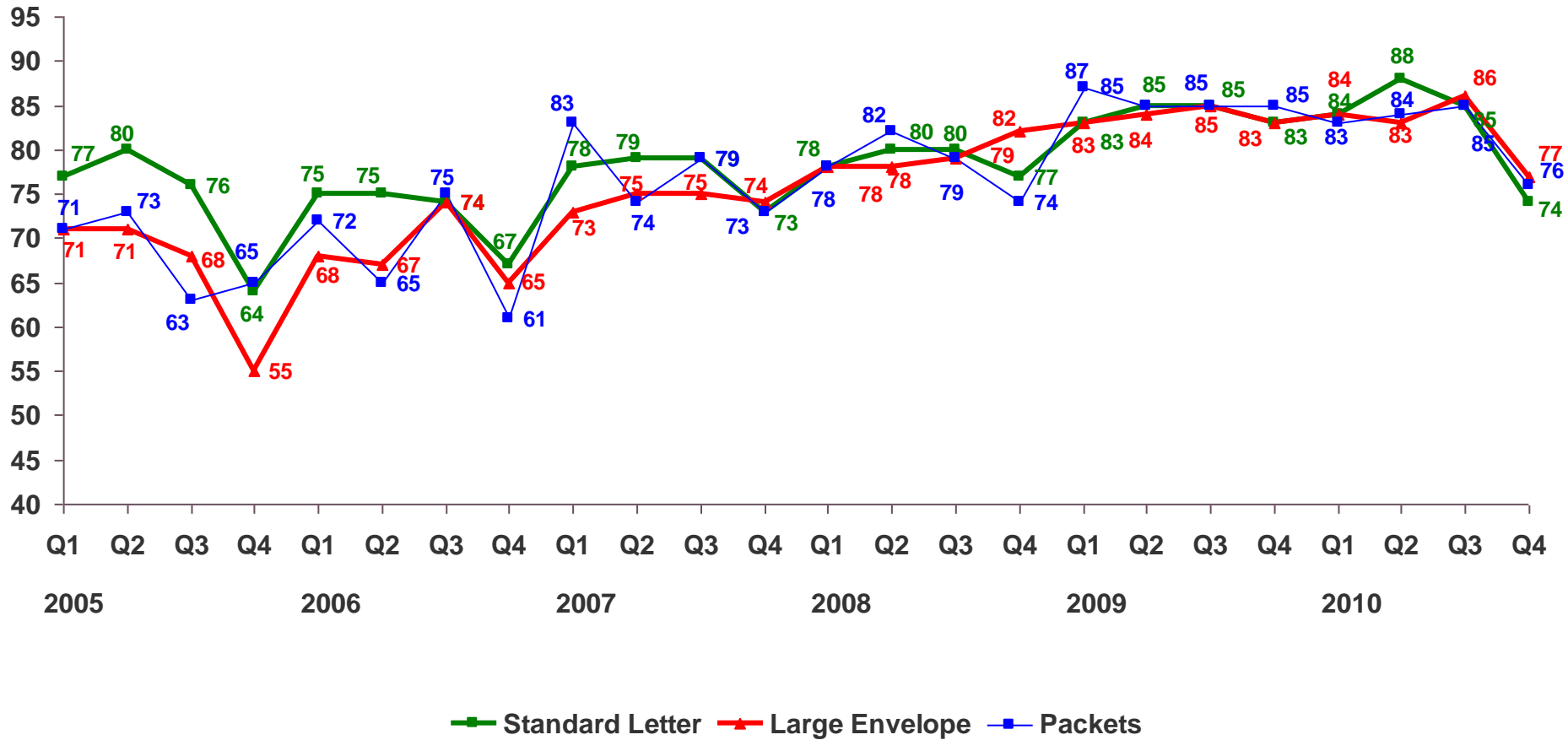


* Metered Box items not reported due to small base sizes

#Result excluding items posted on or between 28th November-15th December and 17th December-30th December.

Next Day Delivery (D+1) By Mail Format*

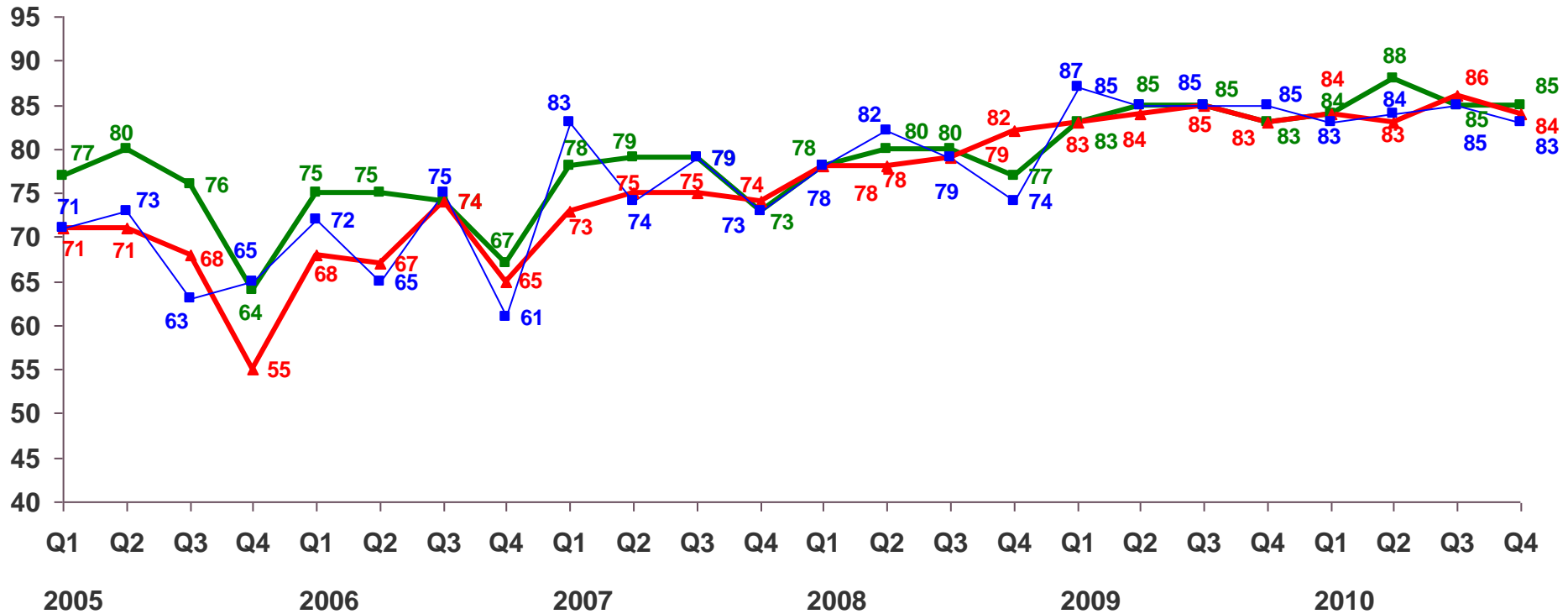
Jan 2005 to Dec 2010 By Qtr



*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.

Next Day Delivery (D+1) By Mail Format* - Jan 2005 to Dec 2010 By Qtr (Excluding The Periods of Unusual Weather#)



— Standard Letter — Large Envelope — Packets

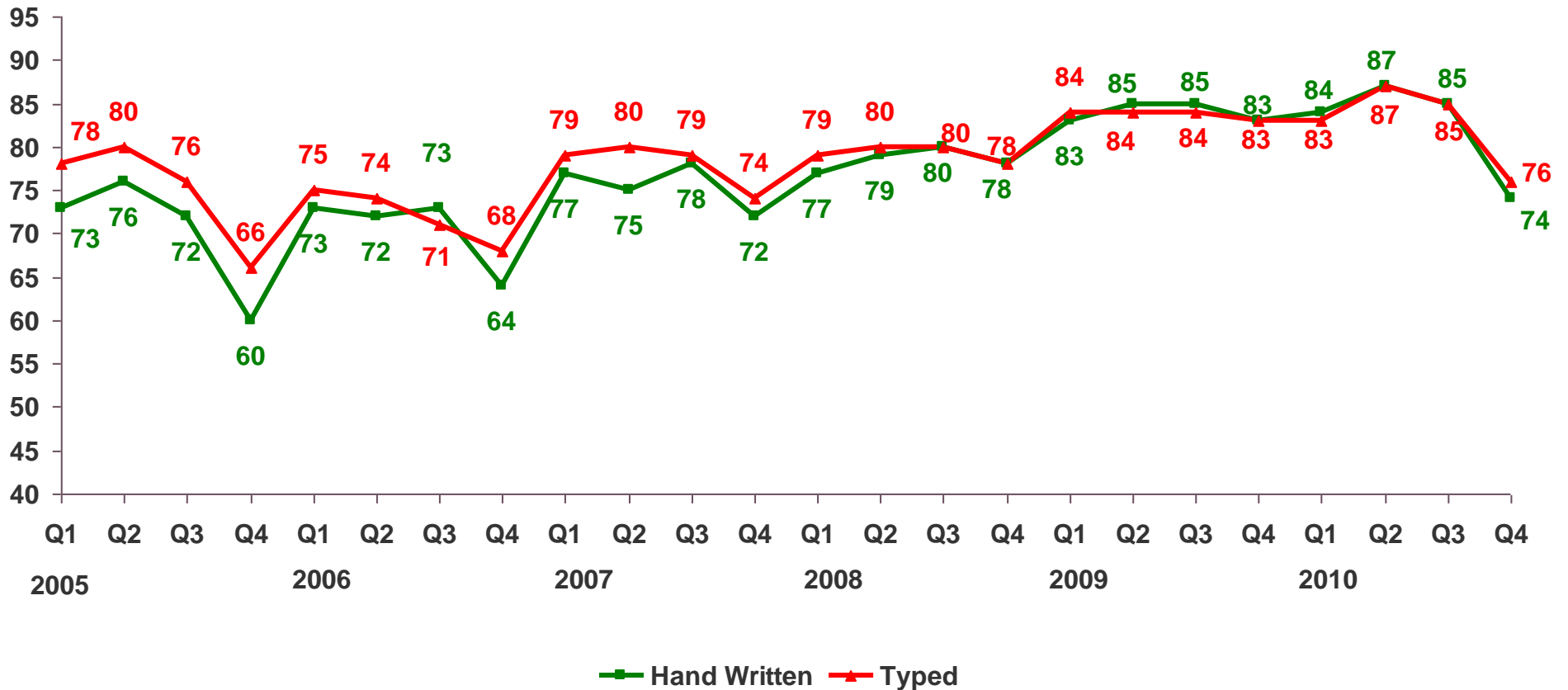
*Standard Letter: Up to C5 size 162mm * 235mm * 5mm. Large Envelope: Up to 400mm * 300mm * 25mm.

Packets: Max size (width + length + thickness) 900mm, Max length 600mm. In roll form (length + twice the diameter) 1040mm, Max length 900mm.

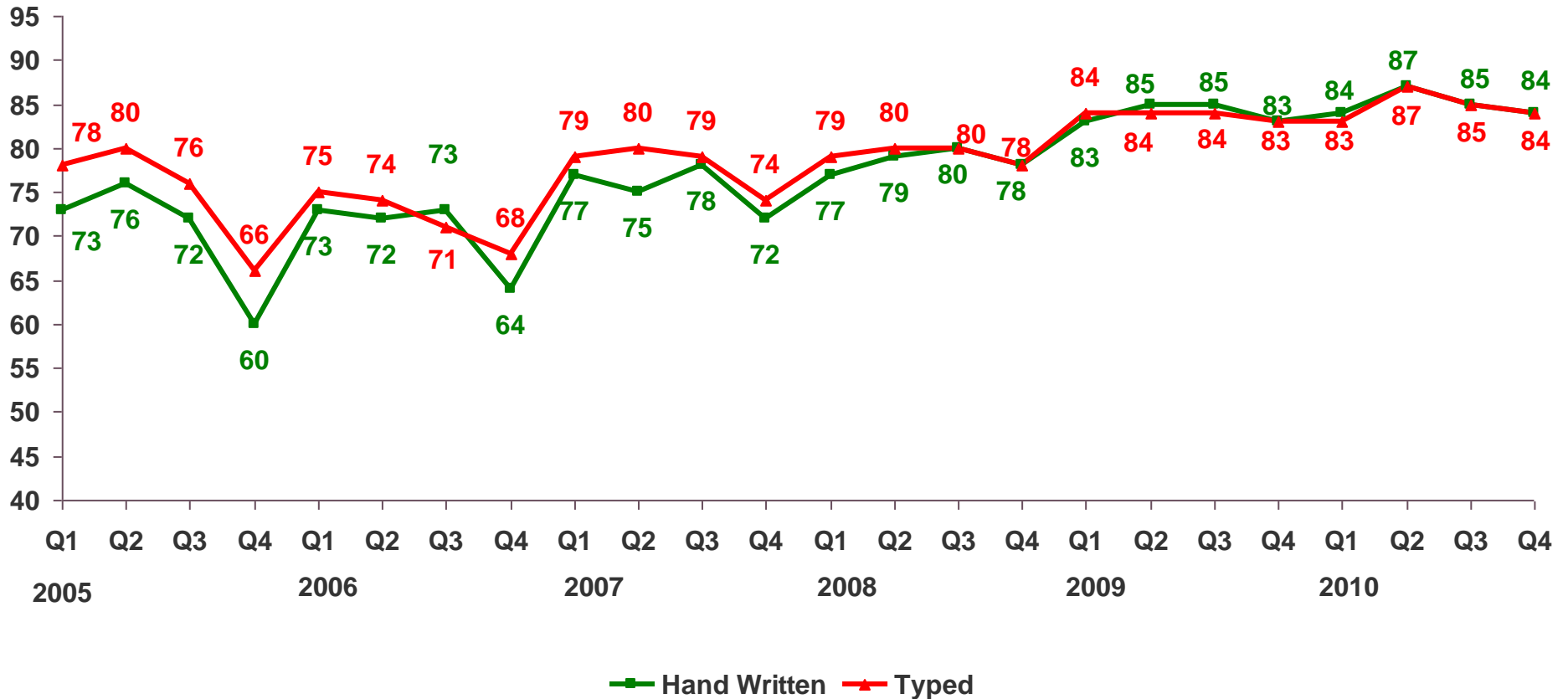
#Result excluding items posted on or between 28th November-15th December and 17th December-30th December.

Next Day Delivery (D+1) - By Address Method

Jan 2005 to Dec 2010 By Qtr

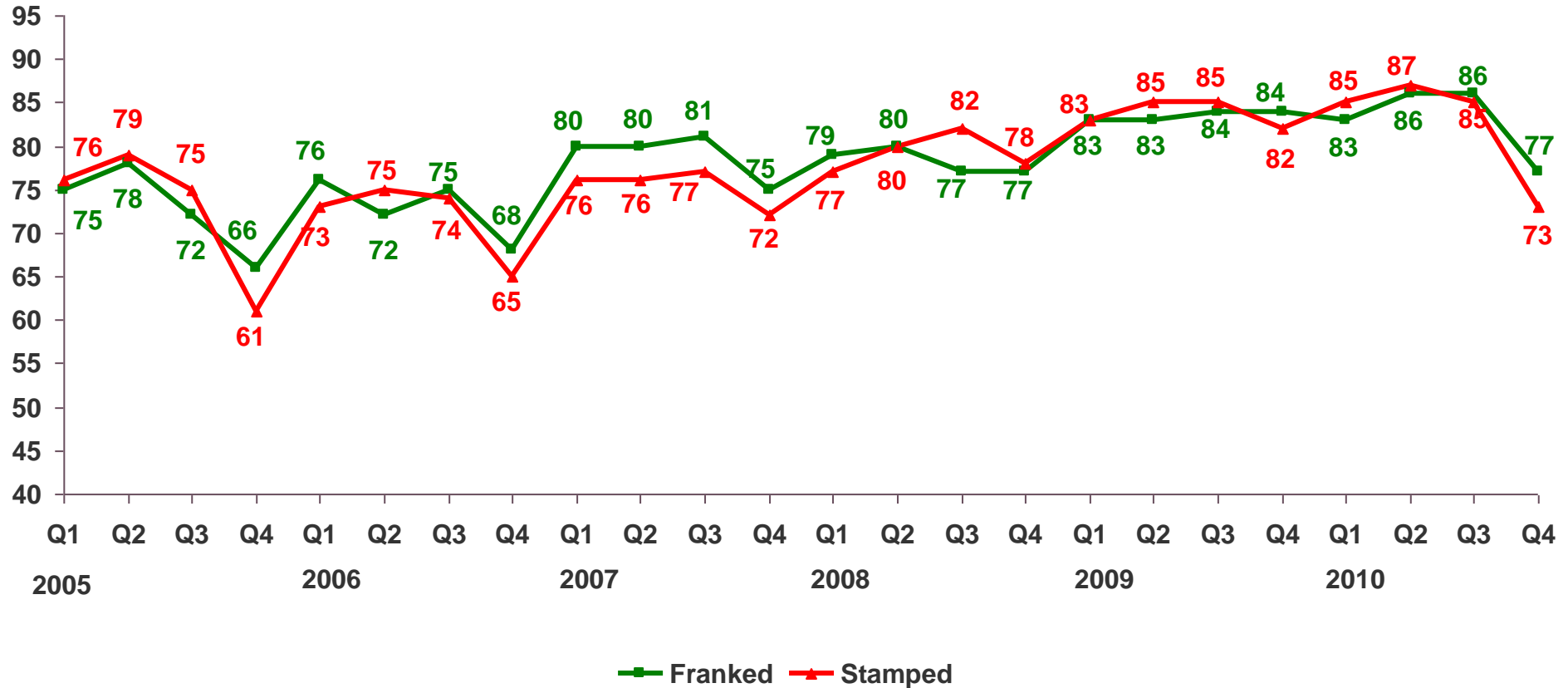


Next Day Delivery (D+1) - By Address Method - Jan 2005 to Dec 2010 By Qtr (Excluding The Periods of Unusual Weather*)

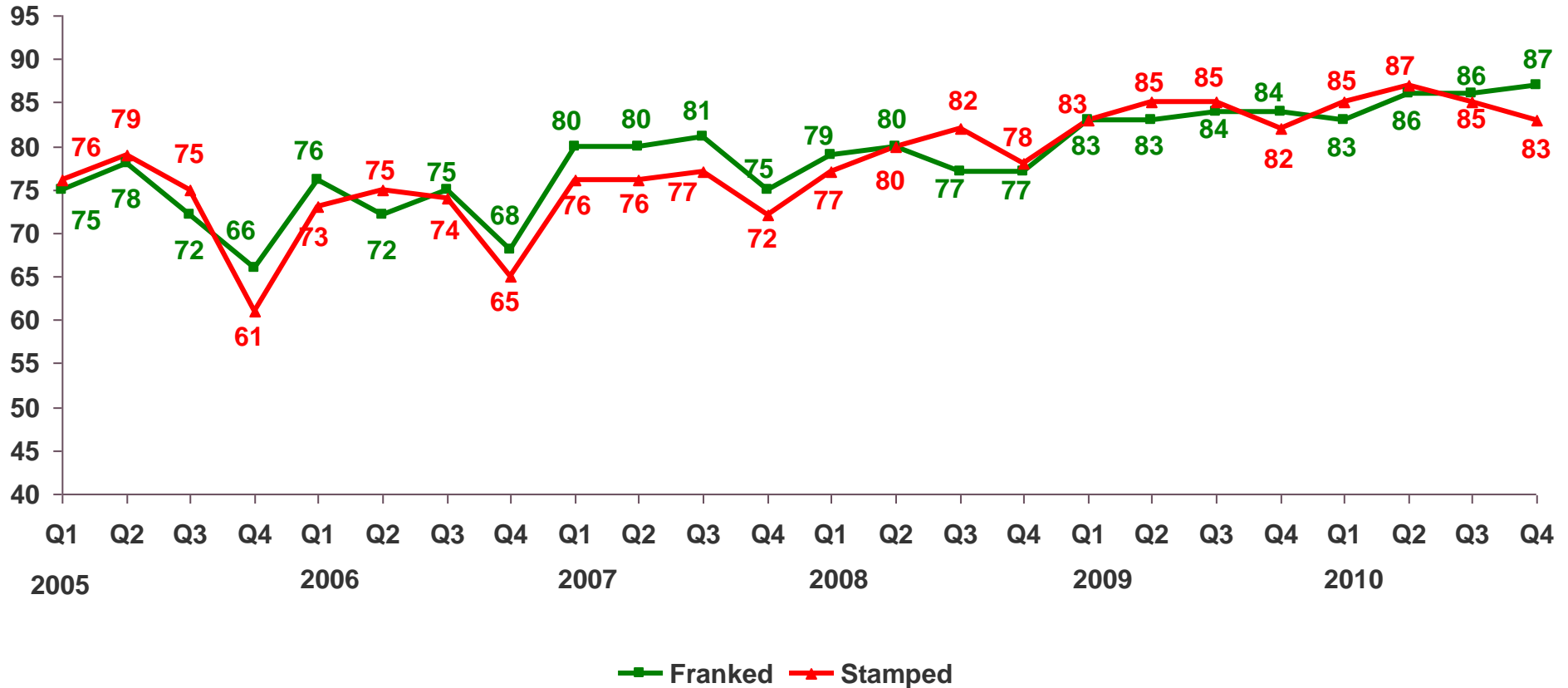


Next Day Delivery (D+1)

By Payment Type - Jan 2005 to Dec 2010 By Qtr



Next Day Delivery (D+1) -By Payment Type - Jan 2005 to Dec 2010 By Qtr (Excluding The Periods of Unusual Weather*)



*Result excluding items posted on or between 28th November-15th December and 17th December-30th December.

Delivery Within Three Days (D+3) Items Posted On Or Between 1st Oct & 31st Dec, 2010

		DELIVERY (RoI)		
		To Anywhere	To Local (Delivery within county of posting)	To Dublin County
POSTING (RoI)	From Anywhere	95% (+/-0.7%)	95% (+/-1.1%)	93% (+/-1.5%)
	From Anywhere*	99% (+/-0.4%)	99% (+/-0.7%)	98% (+/-0.9%)
	From Dublin County	95% (+/-1.3%)	94% (+/-2.0%)	94% (+/-2.0%)
	From Dublin County*	99% (+/-0.7%)	99% (+/-1.1%)	99% (+/-1.1%)
	From outside Dublin County	95% (+/-0.8%)	96% (+/-1.1%)	91% (+/-2.2%)
	From outside Dublin County*	99% (+/-0.5%)	99% (+/-0.8%)	98% (+/-1.5%)

1. () figures in brackets relate to accuracy levels at 95% confidence

2. Total number of effective observations – 6,553

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.

4. * Result excluding items posted on or between 28th November-15th December and 17th December-30th December

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 1st 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 – Research Consultant

Independent Audit By Dr Myra O'Regan

- The aim of the project is to review the study carried out by Ipsos MRBI to monitor the quality of postal service in the Republic of Ireland with reference to 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 2010. This document will be referred to as the Standards from herein. Documents describing in detail the conduct of the study together with the raw data were received. These documents together with the Standards provided the basis for conducting the review.

- In order to estimate the quality of service, 28,487 pieces of mail were posted and received within 30 days using a panel of private homes and businesses. Two sets of figures were produced. Items (2,383) posted on or between 28th November - 15th December and 17th December - 30th December were excluded due to the unusual weather conditions prevailing at the time. The figure 26,104 is the number of items excluding the snow period items.
- As usual the number of pieces of mail that are posted and never delivered is not recorded. The dataset included 28,487 cases with 5 variables item id, sender id, receiver id, county of sender, county of receiver, the day of delivery. The study included private homes (44%) located throughout the country roughly in proportion to the density of the population and businesses (56%). Each of these induction points were required to send and receive items of mail.

- The type of mail was characterised by method of posting, method of addressing, envelope colour, envelope size, method of payment and day of week of posting where the distribution of each characteristic was determined by the relevant % in the population. The data are recorded and returned to the Dublin office where a number of quality control procedures were undertaken. The above methodology is considered to be appropriate and was implemented very effectively and thoroughly. At all stages a number of checks were carried out resulting in a large dataset.

- Based on these data the percentage of mail delivered within one, or three days was computed. The overall figures were 83% ($\pm 0.8\%$) (a 1% drop from last year) for the next day delivery and 98% ($\pm 0.3\%$) (same as last year) for delivery within 3 days. Excluding the snow days these improved to 85% ($\pm 0.8\%$) for the next day delivery and 99% ($\pm 0.2\%$) for delivery within 3 days (as expected). The formula used to calculate the variance of these estimates was taken from the Standards. The estimated correlations r_1 and r_2 between on-time indicator variables for postal items sent from the same induction points to different receiving points and between on-time indicator variables for postal items sent from different induction points to the same receiving points respectively were calculated from the data. All these correlations were positive for the D+1 results. In my opinion these estimates provide a valid and reliable estimate of the accuracy and precision of the % of mail delivered by D+1 and D+3 where the % is based on all items delivered within D+30. As I mentioned the number of items lost should also be given.

- This is a great dataset and as I mention each year I would like to see it used for further analyses. I would suggest that the various types of mail is recorded if possible together with the number of total pieces of mail sent.

- In my considered opinion the study titled Quality of the Postal in the Republic of Ireland in 2010 was carried out thoroughly and effectively. Although not specified in the Standards I would like to see the number of pieces mailed but not delivered within 30 days. The current methodology adopted conforms to the Standards. Again it may be informative to use the data collected to investigate the reasons for late delivery of mail.

Dr. Myra O' Regan



Republic Of Ireland Quality Of Postal Service Monitor - 2010 Report

Items Posted On Or Between 1st January & 31st December 2010