



# Republic Of Ireland Quality Of Postal Service Monitor - 2012 Report

Items Posted On Or Between 1<sup>st</sup> January 2012 & 31<sup>st</sup> December 2012

January 2015

**Ipsos MRBI**

- 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 private and business individuals, posting and receiving mail on a continuous basis.
- This report presents the annual performance figures for items posted on or between 1<sup>st</sup> January and 31<sup>st</sup> December 2012.
- Ipsos MRBI is an independent provider of business information and is a fully owned subsidiary of Ipsos Group.
- In 2012, some issues arose which had an impact on the Monitor. Any affected test items were removed from the final results.
- Accuracy Calculation: A revised Standard, EN13850:2012, was issued by CEN in later 2012 and now replaces the previous version – EN13850+A1:2007 – of the Standard. In the 2012 version, CEN confirmed that the accuracy calculation method has been amended in the 2012 version of the Standard by removing a bias in the old accuracy calculation method which led to accuracy results that were not conservative enough. This revised accuracy calculation method is used in the calculation of the results in the 2012 report.

- Real Mail Studies: Real Mail Studies (“RMS”) are performed by An Post to estimate the discriminant mail characteristics which are needed for the sample design of the Monitor. The 2006 RMS results provided by An Post were used in the statistical design of the 2012 Monitor as intervening year’s RMS results could not be used. Audited 2011 RMS results became available in October 2013 and the 2011 RMS weighting proportions were retrospectively applied to the 2012 Monitor results.
- As a result of these impacts, the total number of effective observations in 2012 was 18,140 and the accuracy variances increased to +/-2% on the overall annual result.
- There were no Force Majeure event applications made by An Post in 2012.
- In 2012 ComReg commissioned an extensive audit, conducted by Mazars, to ensure an independent and absolute audit certification that the 2012 Monitor and results were carried out in accordance with the Standard I.S. EN13850+A1:2007. Please see overleaf for a summary of this audit report.

# Independent Audit Report – 2012 Monitor Results

- At ComReg's request, Mazars provided an independent audit of the Quality of Postal Service Monitor 2012 Annual Results produced by the Monitor, Ipsos.
- The audit was designed and conducted in accordance with audit requirements of EN13850:2002\*, to offer reasonable assurance that the Monitor's processes and procedures in place for the 2012 postal tests undertaken and reporting thereon have been conducted in accordance with EN 13850:2002.
- Mazars noted an increased variance percentage of +/-2% in the accuracy calculation carried out, which is higher than the requirement of EN13850:2002. This is not considered significant in statistical terms, and the variance increase was mainly due to the removal of some test mail items from the Monitor results on instruction from ComReg. Notwithstanding the increased variance percentage, overall we have concluded that in all material respects, based on the sample based audit completed, the Monitor's processes and procedures in place during the 2012 monitoring period, were in accordance with EN13850:2002, and that the 2012 reported results are reasonably stated.

**Mazars**

**13 November 2014**

*\*Standard EN 13850:2007 was in place at the time of this audit, but that the standard updates from the 2002 version were limited and did not impact on the scope and findings of this audit.*

## *Next Day Delivery – 2012 Full Year Performance (1<sup>st</sup> January to 31<sup>st</sup> December 2012)*

- For 2012, the Next Day Delivery performance of single piece priority mail stands at 86%, an increase of three percentage points compared to 2011 and one point compared to 2010. Next Day Delivery performance continues to remain below the ComReg target for Next Day Delivery of 94%.
- From 1<sup>st</sup> January to 31<sup>st</sup> December 2012, mail posted for delivery within the county of posting are the best performing mail flows.
  - Outside Dublin to Local (delivery within the county of posting, excluding Dublin) is up four percentage points to 88%, compared to 2011.
  - Anywhere to Local now stands at 87%, an increase of three percentage points compared to 2011.
- Comparing 2012 against 2011 across the different types of mail, the following shifts are registered:
  - Collection from Business induction method has increased from 87% in 2011 to 91% in 2012. Post Office and Post Box inductions have increased by three points each to 86% and 84% respectively.
  - Performances for Standard Letters and Large Envelopes, both at 86%, have improved by three and four percentage points respectively. Packets show an increase of four percentage points to 88%.
  - The performance of Franked mail has increased from 84% in 2011 to 85% in 2012, while Stamped mail has increased by five points to 87%.

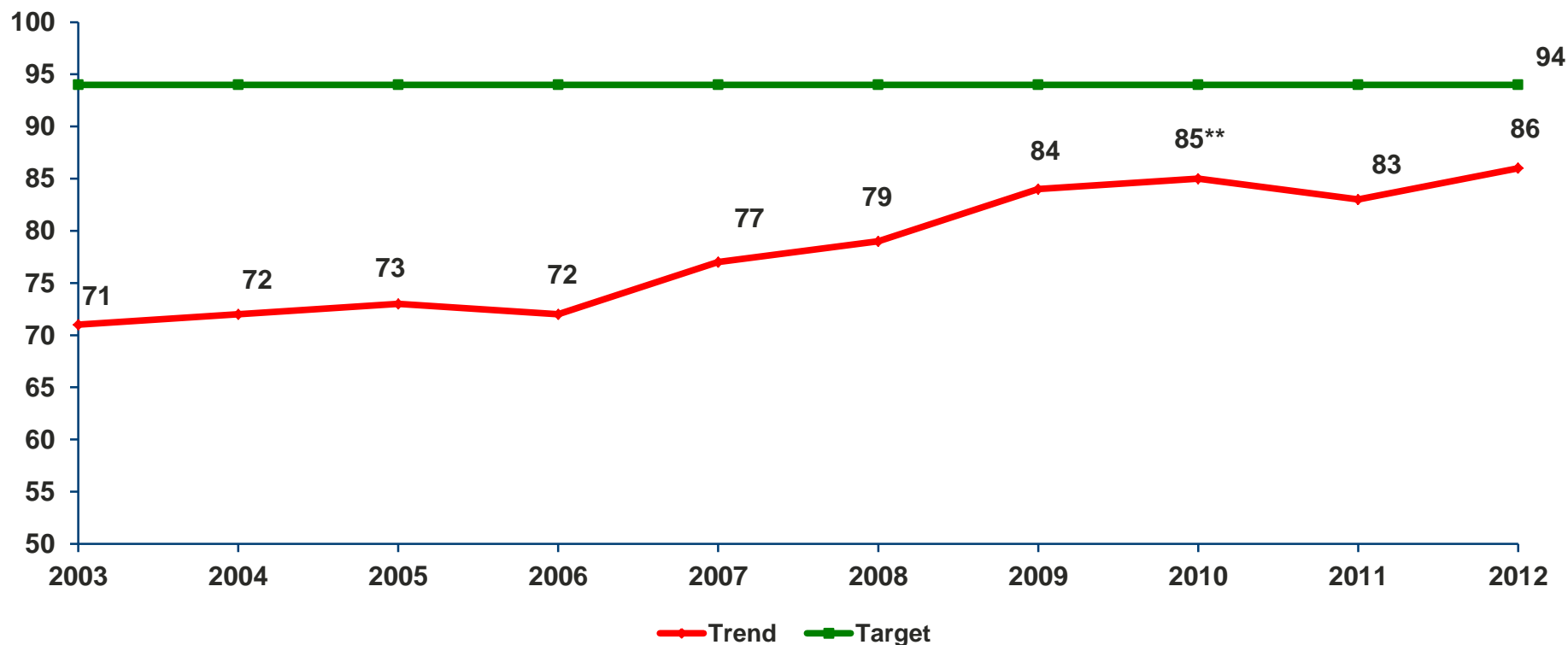
## ***Delivery Within Three Days – 2012 Full Year Performance (1<sup>st</sup> January to 31<sup>st</sup> December 2012)***

- Delivery of single piece priority mail Within Three Working Days has increased from 98.2% for the full year 2011 to 98.5% for the full year 2012. This measure continues to fall short of the ComReg target of 99.5%.

# Findings – Full Year Comparisons



# National Next Day Delivery (D+1) Full Year – 2003 to 2012



*\*\*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.*



# Next Day Delivery (D+1)

## Items Posted On Or Between 1<sup>st</sup> Jan to 31<sup>st</sup> Dec 2012

|               |                            | DELIVERY (RoI)   |  |                  |
|---------------|----------------------------|------------------|--|------------------|
|               |                            | To Anywhere      | To Local (Delivery within county of posting) | To Dublin County |
|               | From Anywhere              | 86%<br>(+/-2.0%) | 87%<br>(+/-2.1%)                             | 85%<br>(+/-2.6%) |
| POSTING (RoI) | From Dublin County         | 85%<br>(+/-2.5%) | 85%<br>(+/-3.0%)                             | 85%<br>(+/-3.0%) |
|               | From Outside Dublin County | 87%<br>(+/-2.8%) | 88%<br>(+/-2.7%)                             | 84%<br>(+/-3.6%) |

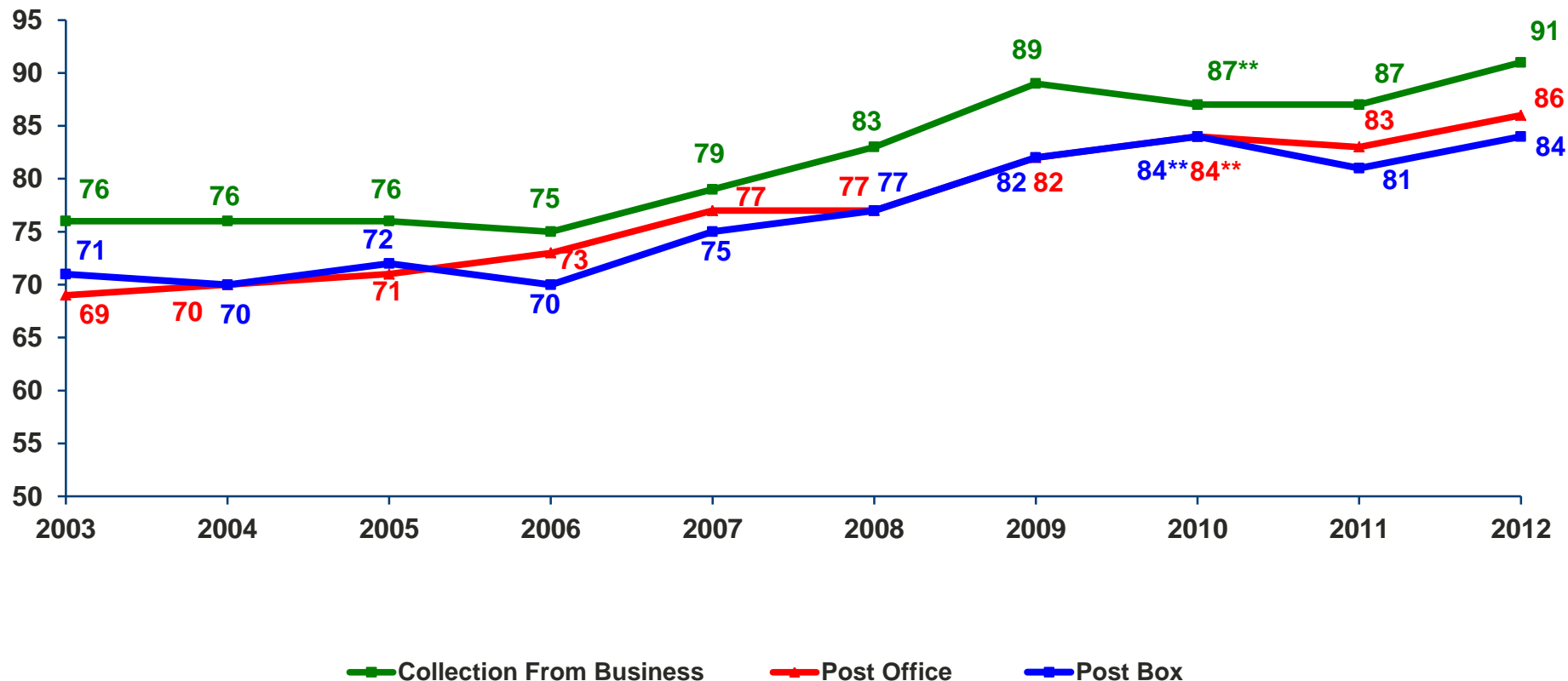
1. () figures in brackets relate to accuracy levels at 95% confidence
2. Total number of effective observations – 18,140
3. The postal county boundary is formed by the postal address as determined by An Post.
4. As per the Introduction slides, this year a new variance approach was applied, in addition to a smaller sample size and a revised RMS, which result in a larger variance.

# Next Day Delivery (D+1) Performance of Mail – Full Year Comparisons

|  | 2003<br>Jan to<br>Dec<br>% | 2004<br>Jan to<br>Dec<br>% | 2005<br>Jan to<br>Dec<br>% | 2006<br>Jan to<br>Dec<br>% | 2007<br>Jan to<br>Dec<br>% | 2008<br>Jan to<br>Dec<br>% | 2009<br>Jan to<br>Dec<br>% | 2010<br>Jan to<br>Dec**<br>% | 2011<br>Jan to<br>Dec<br>% | 2012<br>Jan to<br>Dec<br>% |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|------------------------------|----------------------------|----------------------------|
| Anywhere to Anywhere   | 71                         | 72                         | 73                         | 72                         | 77                         | 79                         | 84                         | 85                           | 83                         | 86                         |
| Anywhere to Local (Delivery within county of posting)              | 75                         | 75                         | 76                         | 75                         | 78                         | 79                         | 85                         | 85                           | 84                         | 87                         |
| Anywhere To Dublin County  | 71                         | 73                         | 73                         | 72                         | 77                         | 75                         | 83                         | 84                           | 83                         | 85                         |
| Dublin County to Anywhere  | 70                         | 69                         | 73                         | 70                         | 77                         | 77                         | 84                         | 85                           | 83                         | 85                         |
| Dublin County to Dublin County (Local)                             | 72                         | 75                         | 76                         | 73                         | 78                         | 76                         | 84                         | 85                           | 83                         | 85                         |
| Outside Dublin County to Anywhere                                  | 73                         | 73                         | 73                         | 75                         | 77                         | 80                         | 84                         | 85                           | 83                         | 87                         |
| Outside Dublin County to Local (Delivery within county of posting) | 78                         | 76                         | 76                         | 77                         | 79                         | 83                         | 85                         | 86                           | 84                         | 88                         |
| Outside Dublin County to Dublin County                             | 68                         | 70                         | 68                         | 70                         | 75                         | 74                         | 81                         | 83                           | 82                         | 84                         |

*\*\*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.*

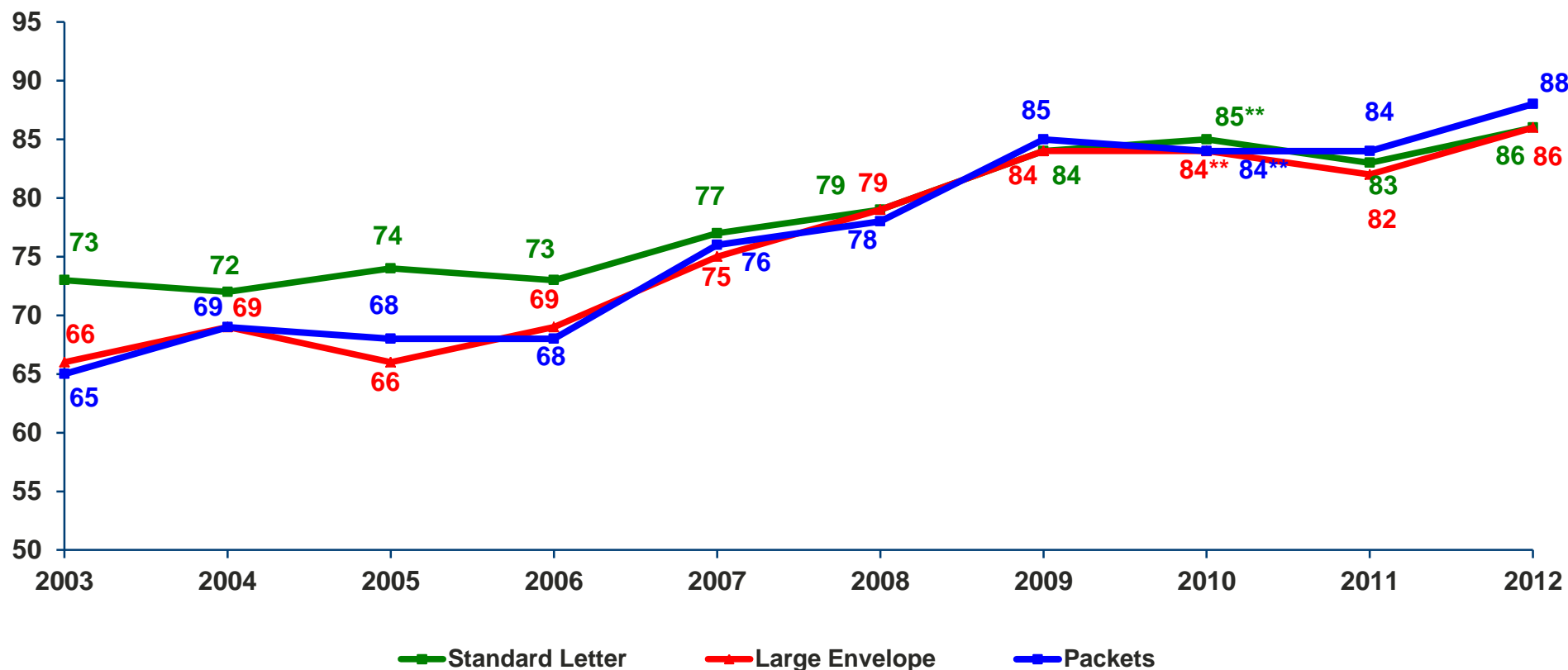
# Next Day Delivery (D+1) - By Induction Method\* 2003 to 2012



\* 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 due to the unusual weather conditions experienced in these two periods.

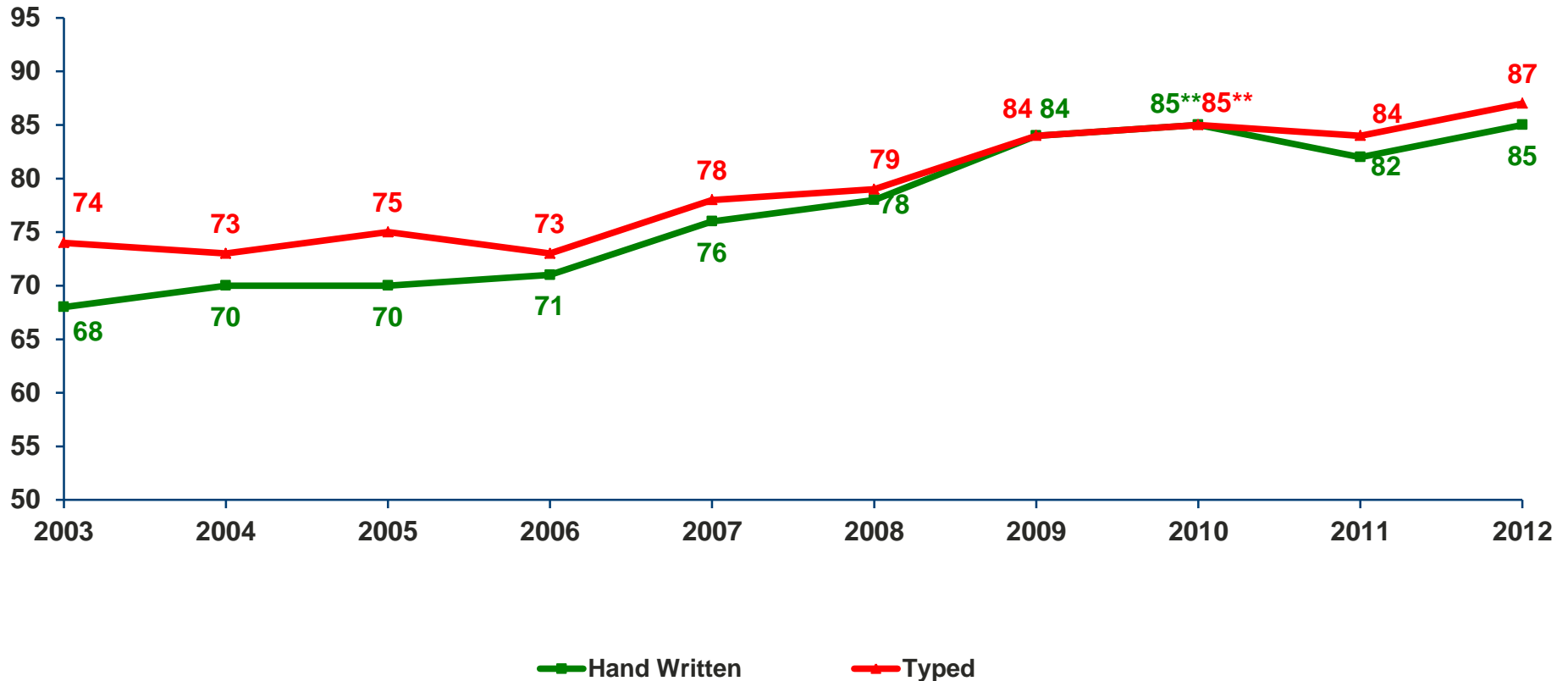
# Next Day Delivery (D+1) - By Mail Format\* 2003 to 2012



\*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.

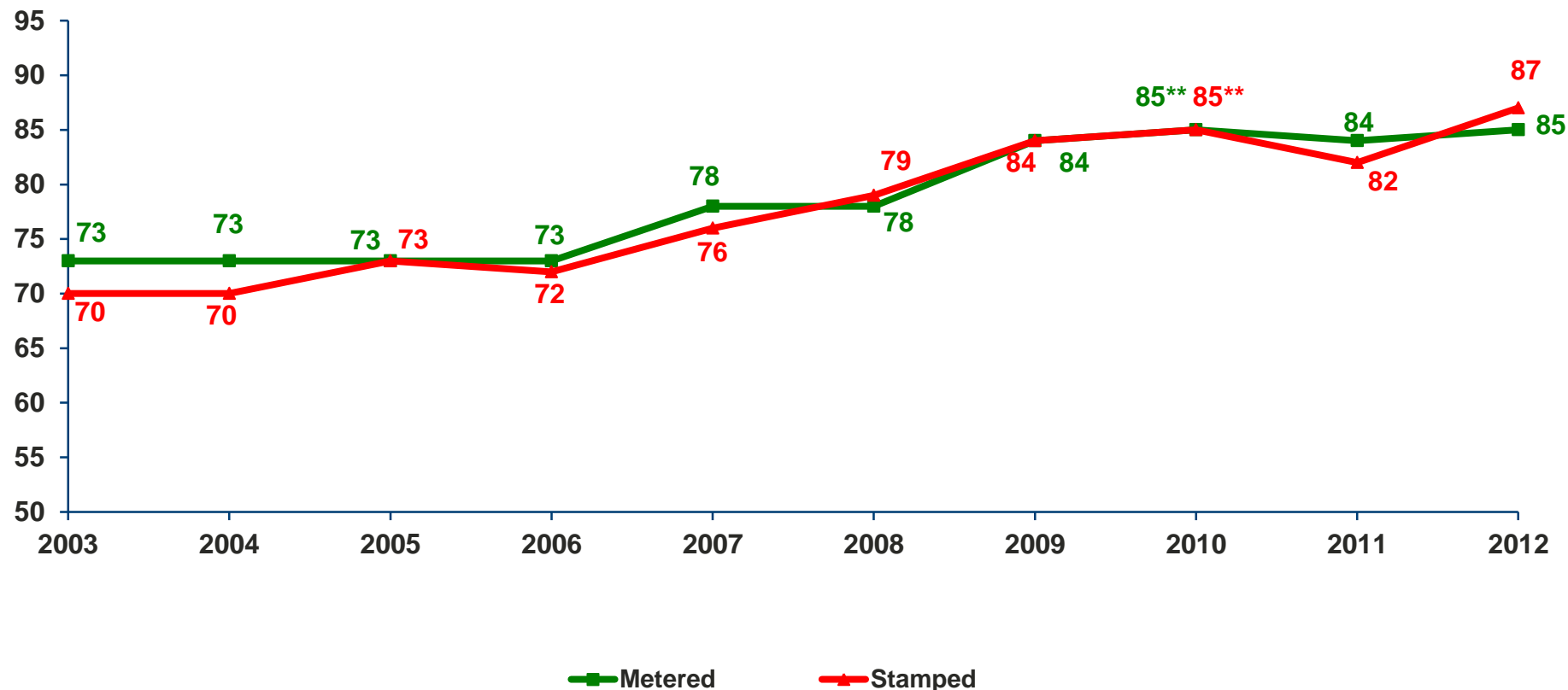
\*\*The result shown for 2010 excludes items posted on or between 28th November-15th December and 17th December-30th December due to the unusual weather conditions experienced in these two periods.

# Next Day Delivery (D+1) - By Address Method 2003 to 2012



\*\*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.

# Next Day Delivery (D+1) - By Payment Method 2003 to 2012



*\*\*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.*

# Delivery Within Three Days (D+3) Items Posted On Or Between 1<sup>st</sup> Jan & 31<sup>st</sup> Dec 2012

|                      |                            | DELIVERY (RoI)                 |  |                                |
|----------------------|----------------------------|--------------------------------|--|--------------------------------|
|                      |                            | To Anywhere                    | To Local (Delivery within county of posting) | To Dublin County               |
|                      | From Anywhere              | <b>99%</b><br>(-0.5% to +0.4%) | <b>98%</b><br>(-0.6% to +0.4%)               | <b>98%</b><br>(-0.8% to +0.6%) |
| <b>POSTING (RoI)</b> | From Dublin County         | <b>98%</b><br>(-0.6% to +0.4%) | <b>98%</b><br>(-0.9% to +0.6%)               | <b>98%</b><br>(-0.9% to +0.6%) |
|                      | From outside Dublin County | <b>99%</b><br>(-0.9% to +0.6%) | <b>99%</b><br>(-0.8% to +0.5%)               | <b>99%</b><br>(-1.6% to +0.7%) |

1. () figures in brackets relate to accuracy levels at 95% confidence
2. Total number of effective observations – 18,140
3. The postal county boundary is formed by the postal address as determined by An Post.
4. As per the Introduction slides, this year a new variance approach was applied, in addition to a smaller sample size and a revised RMS, which result in a larger variance.

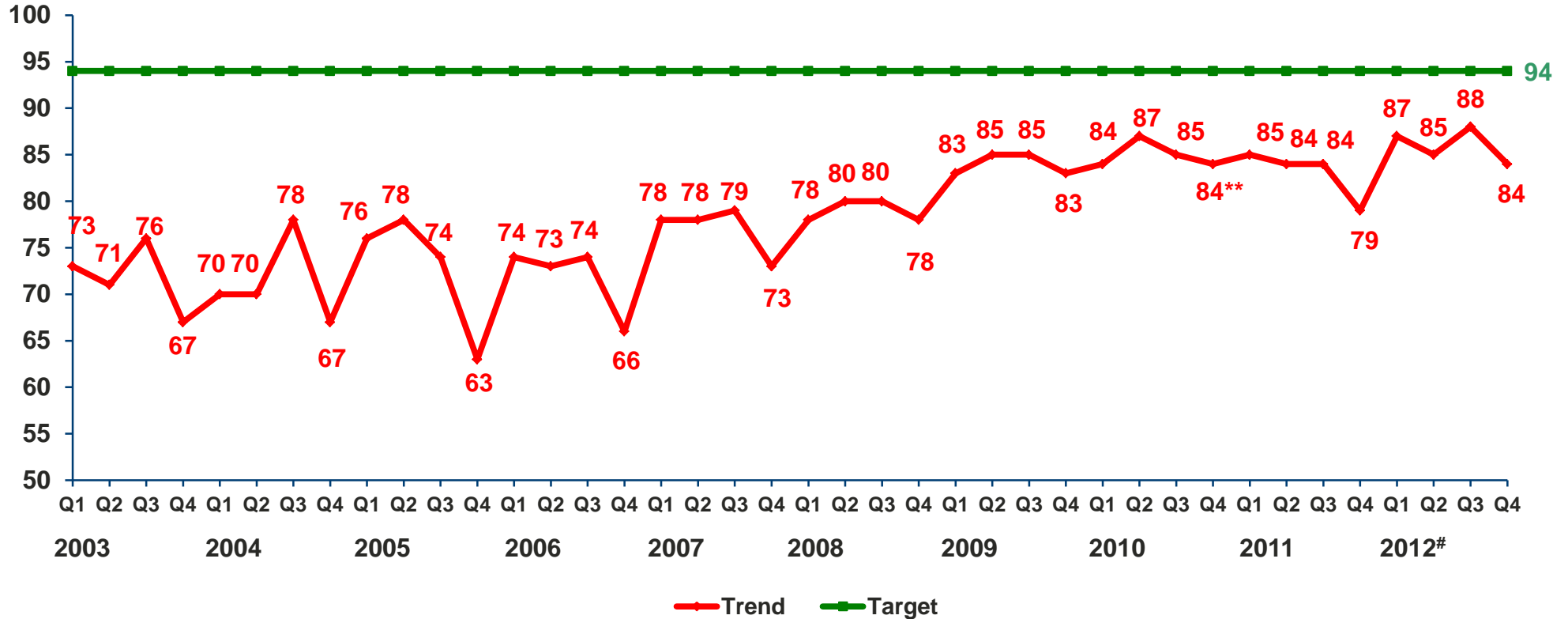
# Delivery Within Three Days (D+3) Performance of Mail – Full Year Comparisons

|  | 2003<br>Jan to<br>Dec<br>% | 2004<br>Jan to<br>Dec<br>% | 2005<br>Jan to<br>Dec<br>% | 2006<br>Jan to<br>Dec<br>% | 2007<br>Jan to<br>Dec<br>% | 2008<br>Jan to<br>Dec<br>% | 2009<br>Jan to<br>Dec<br>% | 2010<br>Jan to<br>Dec**<br>% | 2011<br>Jan to<br>Dec<br>% | 2012<br>Jan to<br>Dec<br>% |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|------------------------------|----------------------------|----------------------------|
| Anywhere to Anywhere   | 96                         | 96                         | 97                         | 97                         | 97                         | 98                         | 98                         | 99                           | 98                         | 99                         |
| Anywhere to Local (Delivery within county of posting)              | 96                         | 97                         | 97                         | 97                         | 98                         | 97                         | 98                         | 99                           | 98                         | 98                         |
| Anywhere To Dublin County  | 96                         | 96                         | 97                         | 96                         | 97                         | 97                         | 98                         | 98                           | 98                         | 98                         |
| Dublin County to Anywhere  | 96                         | 95                         | 97                         | 96                         | 97                         | 97                         | 98                         | 98                           | 98                         | 98                         |
| Dublin County to Dublin County (Local)                             | 96                         | 96                         | 97                         | 96                         | 97                         | 97                         | 98                         | 98                           | 98                         | 98                         |
| Outside Dublin County to Anywhere                                  | 96                         | 97                         | 97                         | 97                         | 98                         | 98                         | 98                         | 99                           | 98                         | 99                         |
| Outside Dublin County to Local (Delivery within county of posting) | 97                         | 98                         | 97                         | 97                         | 98                         | 98                         | 99                         | 99                           | 98                         | 99                         |
| Outside Dublin County to Dublin County                             | 94                         | 96                         | 96                         | 96                         | 97                         | 97                         | 98                         | 98                           | 98                         | 99                         |

*\*\*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.*



# National Next Day Delivery (D+1) - Jan 2003 to Dec 2012 By Quarter



Q1 and Q2 2012 were published previously, prior to the addressing, accuracy calculations and RMS amendments to the data set. The figures on this slide refer to the amended data set.

\*\*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.

# 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. 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
- The Latest Time of Posting (LTOP) for Next Day Delivery and 'no weekend or public holiday collections/deliveries' is clearly displayed, by An Post, to postal service users at all access points.

## *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. These 2006 Real Mail Studies (“RMS”)\* were used in the statistical design of the 2012 Monitor as intervening year’s RMS results had unexplained internal inconsistencies and shifts which prevented their use in the Monitor.
- 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.

\* 2006 RMS was used for the statistical design, while 2011 RMS was used for weighting the results

## *Geographical Distribution*

- Stratified random sampling is employed to achieve the required panel geographical distribution.

## *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
- Frances O'Reilly – Panel Manager
- Pauline Egan – Research Consultant



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