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# Consumer Focus Post

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- **Background**
- **Methodology**
- **Analysis of Sample**
- **Summary of Findings**
  - **Post Office Service and Usage**
  - **Attitudes and perceptions of the Post Office**
  - **Attitudes towards the price and value for money of postal services**
  - **Customer Service**
  - **Posting to the Republic of Ireland**
  - **Complaining about the Royal main or the Post Office**
  - **Conclusions**
  - **Questionnaire**

## Research Aim

- **To acquire baseline data on the views of Northern Ireland consumers in relation to postal services**

## Research Objectives

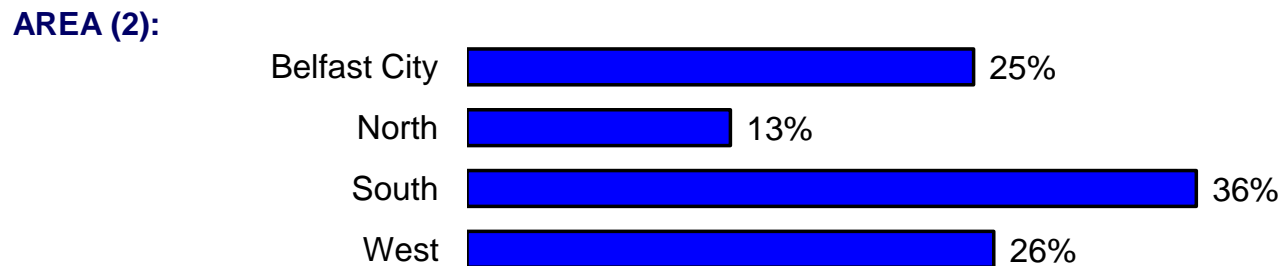
**The key objectives for the research included the following**

- **To establish current customer usage in relation to**
  - **Post Office Services**
  - **Postal/Mail Service**
- **To capture attitudes in relation to changes in the postal sector and identify what is of most importance to the postal consumer**
- **To probe perceptions and personal experience of how postal operators are meeting the needs of the postal consumer**
- **To identify the current awareness of the consumer representation and postal complaints system**

- **Questions were included on the Millward Brown Ulster Omnibus Survey**
- **Fieldwork was conducted 8-18<sup>th</sup> December 2008**
- **Sample Size 1010 respondents aged 16+**
- **Sample Representative of NI population – see sample breakdown below**
- **Interviewing conducted across 45 randomly selected sampling points across Northern Ireland**

# Analysis Of Sample

[ Base: All Respondents –  $n=1010$  ]



- **Over a third (36%) of respondents use the Post Office at least once per week, with a total of two thirds (67%) visiting a Post Office at least once a month. 12% never went at all, having no reason to do so, rising to 25% amongst those aged under 25**
- **Weekly use of the post office is more prevalent amongst females (40%) and those not employed (48%). Weekly use was significantly less in Belfast City (24%). Use was also highly commensurate with age with three times as many of those aged over 65 (60%) using the post office at least weekly compared to those under 25 (20%)**
- **Not surprisingly, the greatest use for the Post Office was to *send letters or parcels* (69%). This was followed by *purchase stamps* (52%), *pay bills* (28%), *renew car tax* (24%) and *collect benefits and pensions* (24%). 1 in 10 (10%) used the Post Office to *exchange currency*. Few used the Post Offices Financial Services or their broadband or Homephone Services**

- **There were some very different levels of usage of the Post Office's various services across demographics. Looking at the top six services, with the exception of renewing car tax, services are more likely to be used by females. All services were more likely to be used by those living outside of Greater Belfast. As expected those aged over 65 (54%) and those from socio-economic groups DE were more likely to use the Post Office to collect benefits and pensions (45%). DE's are also more likely than others to use the Post Office to pay bills (34%), while ABC1's are more likely to use it to send letters and parcels (76%), purchase stamps (57%), renew car tax (31%) and exchange currency (14%)**
- **In terms of improving quality of service provided at your local Post Office, *reducing queueing time* was ranked as most important by 32% of respondents. This was followed by *convenience of Post Office location* ranked most important by 22%, *longer opening hours* (14%) and *professional and informative staff* (13%)**

- Respondents were asked to rank all seven factors from 1 to 7 (1 being the most important). However in order to provide an arbitrary score for comparison across all the rankings, an average ranking has been calculated for each factor. On average *reduced queueing time* got an average ranking score of 2.77, followed by *convenience of post office location* with an average ranking of 3.54. *Better accessibility*, the least likely to be scored most important (by only 2%) also got the lowest ranking, with an overall ranking score of 5.33
- Not surprisingly, over 65's were even more likely to rank reduced queueing time or convenience of Post Office location as most important. Those from socio-economic groups DE were slightly more likely to rate reduced queueing time, while ABC1's were more likely than others to think longer opening hours were most important.
- Finally, those living in Greater Belfast were more likely to rank reduced queueing time as most important while those outside of this area were more likely to see convenience of Post Office location as most important, not surprisingly given the rural location of many of this group of respondents

## **Important for improving the quality of service - Other Suggestions given by respondents**

**More staff/more tills open at busy times**

**Better customer service**

**Keep Post Office open**

**Make it larger/bigger/expand it**

**More opening days/open on Sundays**

**Open our local post office again**

**Selling other items**

**All services should be available in all branches**

**Increasing their services**

**Especially on Mondays**

**More paypoint services/to pay electricity/telephone/TV license**

**Better parking**

**Providing passport services at each Post Office**

**Put post office counter in the larger supermarkets/shopping centres**

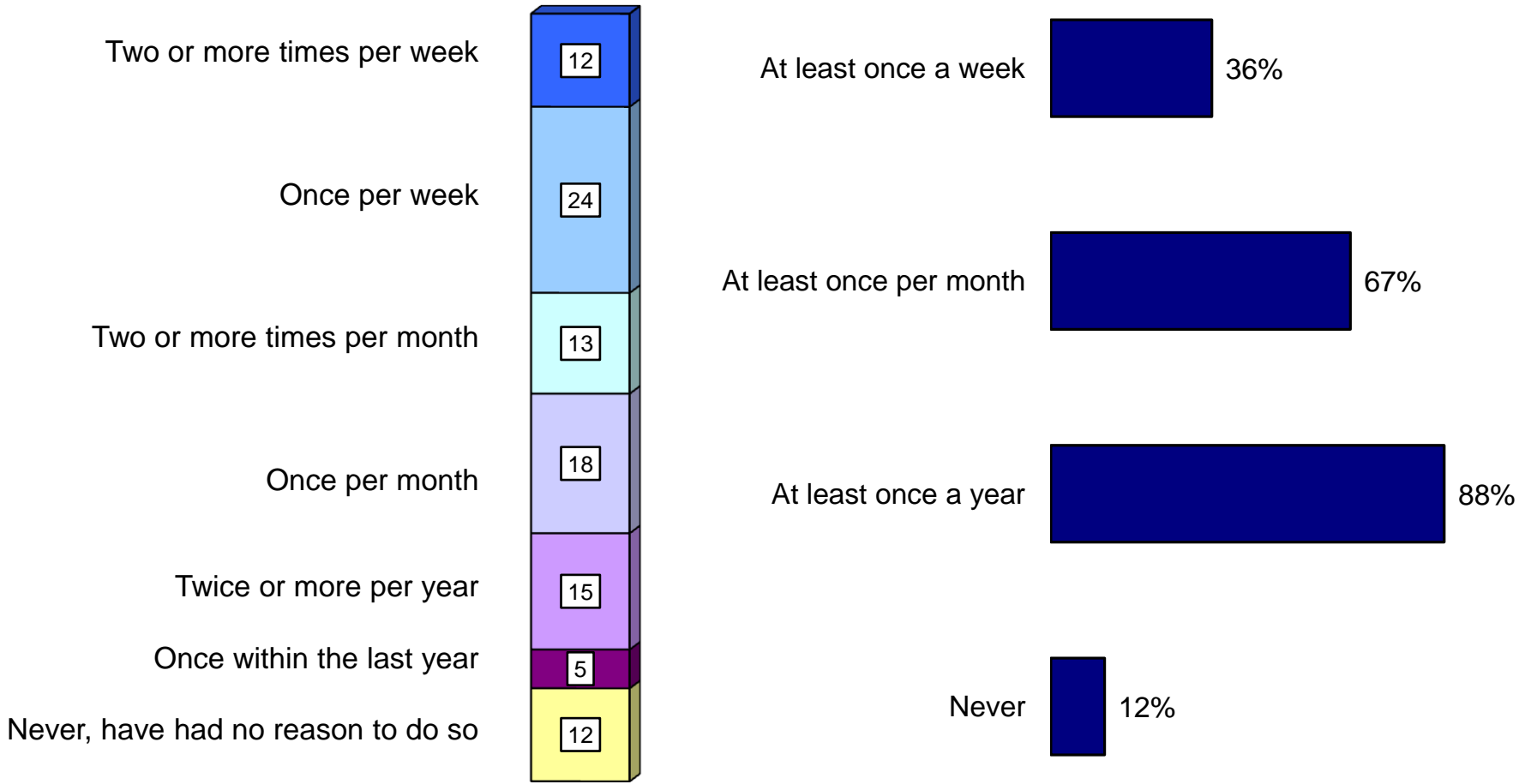
**'Mail shot' to homes on services available/Promote services**

**A post office on its own/not located inside another store**

**Make it easier to open a Post Office account**

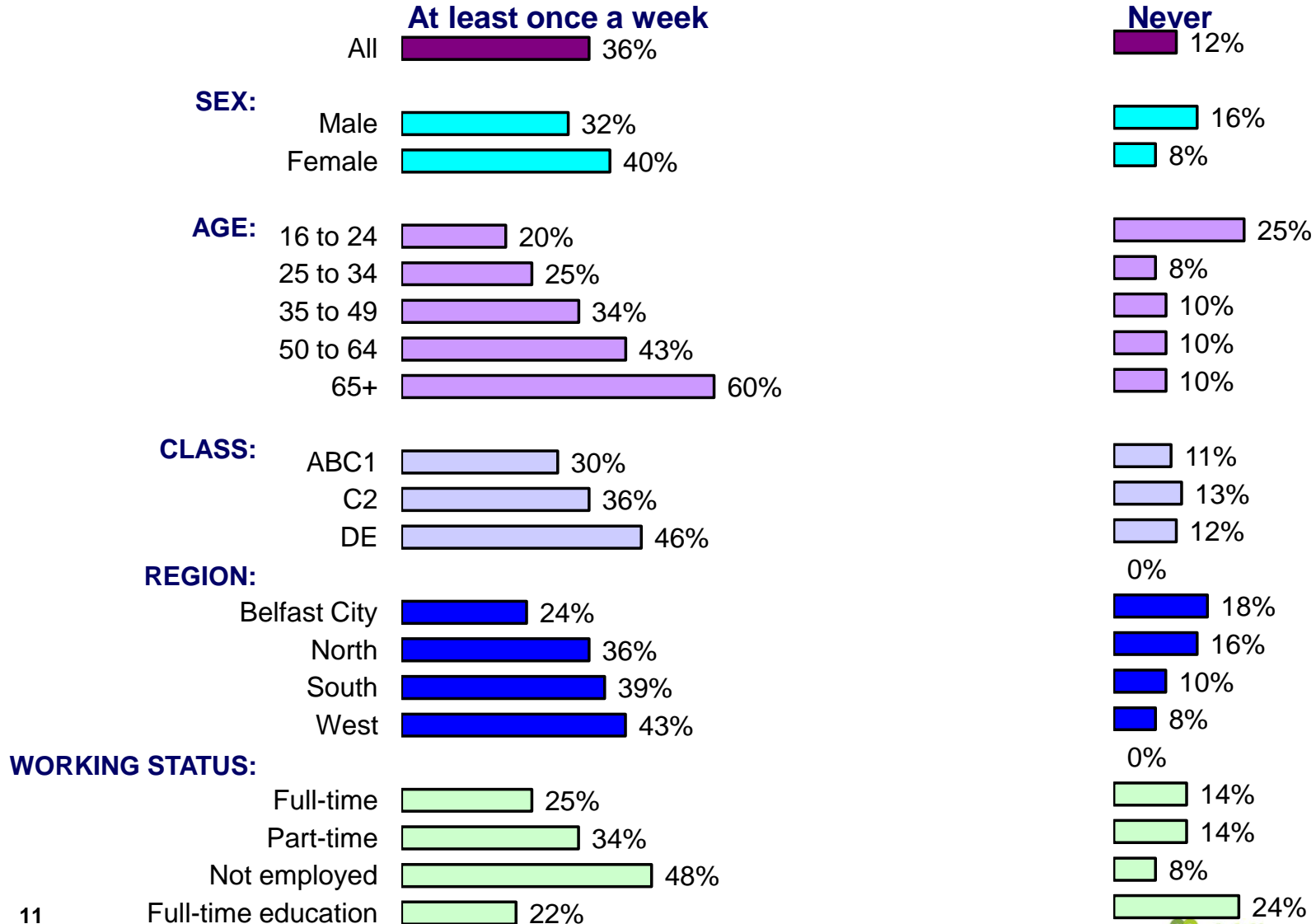
# Frequency Visit A Post Office

[ Base: All Respondents - 400 ]



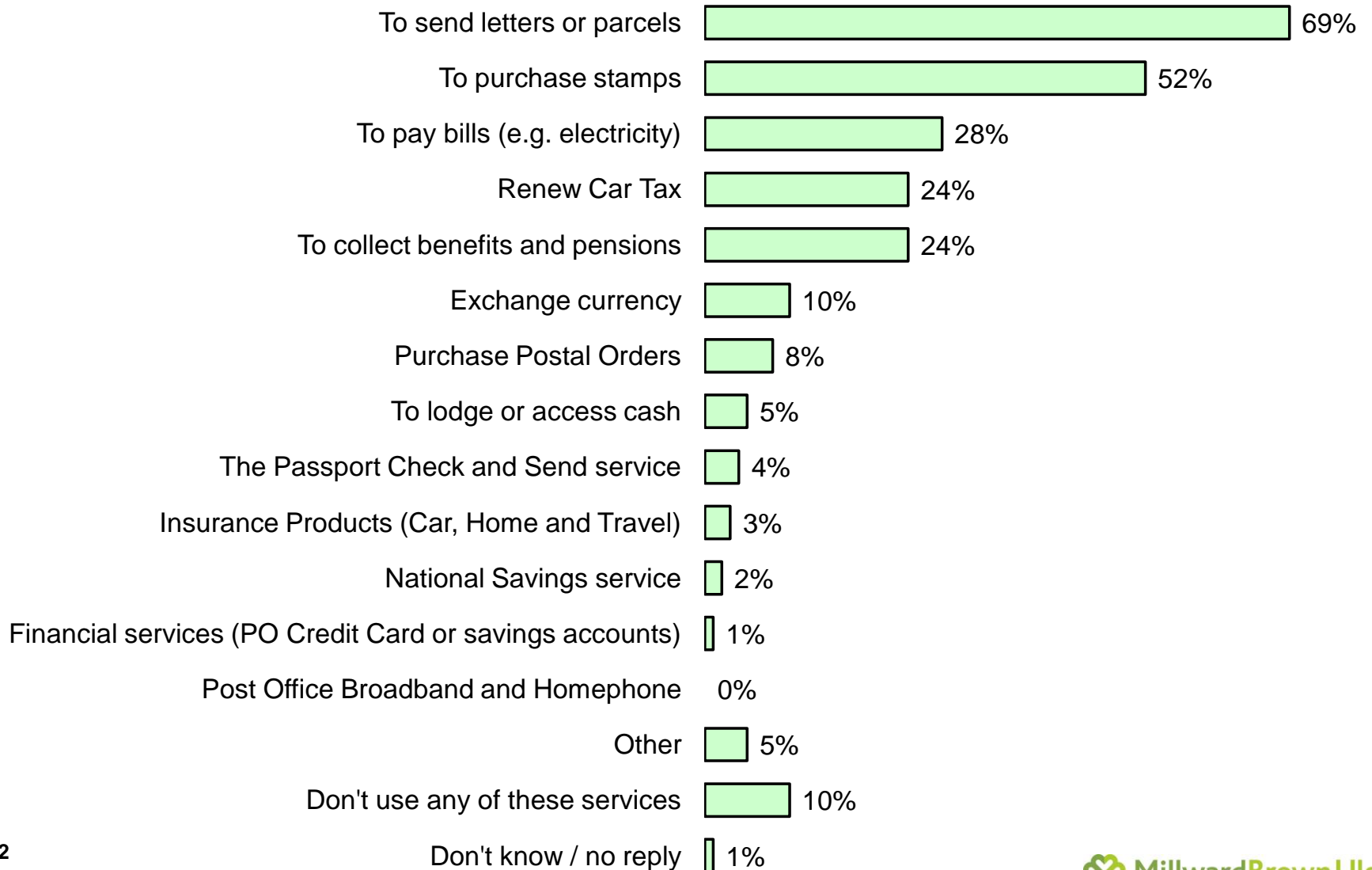
# Frequency Visit A Post Office – Profiles

[ Base: All Respondents n=1010 ]



# Services Use Post Office For

[ Base: All Respondents  $n=1010$  ]



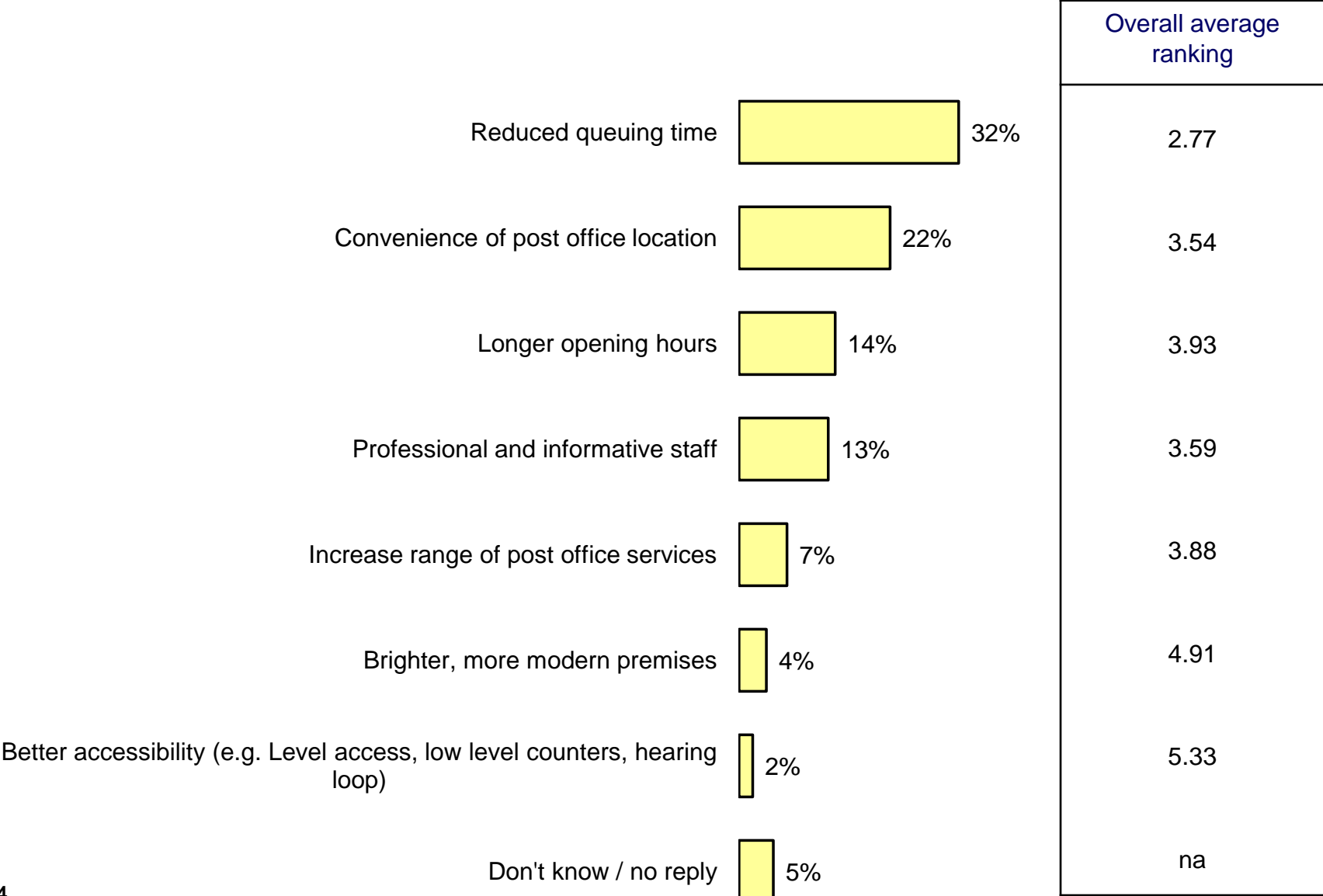
# Services Use Post Office For

[ Base: All Respondents n=1010 ]

	SEX		AGE					CLASS			AREA		
	Male	Female	16-24	25-34	35-49	50-64	65+	ABC1	C2	DE	Gr. Belfast	Rest of NI	
	485 %	525 %	162 %	192 %	288 %	203 %	165 %	465 %	232 %	313 %	411 %	599 %	
To send letters or parcels	69%	65%	73%	47%	69%	75%	76%	74%	76%	66%	62%	65%	72%
To purchase stamps	52%	47%	57%	36%	43%	54%	64%	62%	57%	46%	50%	47%	56%
To pay bills (e.g. electricity)	28%	25%	32%	14%	31%	31%	32%	30%	25%	28%	34%	23%	32%
Renew Car Tax	24%	26%	23%	12%	24%	29%	30%	21%	31%	26%	13%	18%	28%
To collect benefits and pensions	24%	18%	30%	17%	14%	15%	27%	54%	13%	17%	45%	22%	25%
Exchange currency	10%	9%	10%	9%	8%	10%	13%	8%	14%	7%	6%	8%	11%









# Importance In Terms Of Improving Quality Of Service Provided At Local Post Office – Ranked 1<sup>st</sup>

[ Base: All Respondents n=1010 ]



# Importance In Terms Of Improving Quality Of Service Provided At Local Post Office – Ranked 1<sup>st</sup>

[ Base: All Respondents *n*=1010 ]

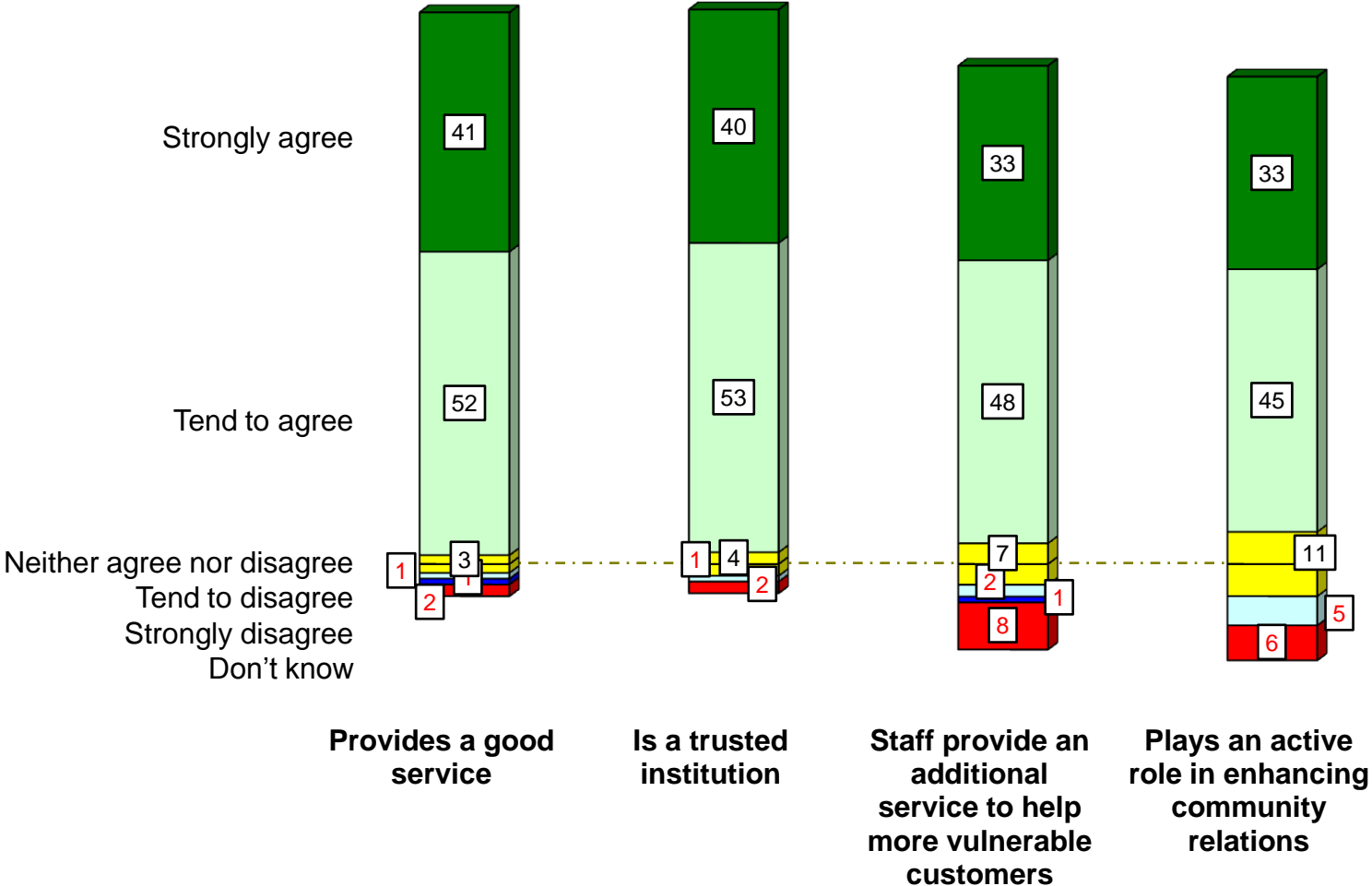
	AGE					CLASS			AREA	
	16-24 162 %	25-34 192 %	35-49 288 %	50-64 203 %	65+ 165 %	ABC1 465 %	C2 232 %	DE 313 %	Gr. Belfast 411 %	Rest of NI 599 %
Reduced queuing time  32%	24%	34%	32%	35%	37%	28%	33%	39%	43%	25%
Convenience of post office location  22%	19%	18%	23%	23%	28%	21%	26%	22%	16%	27%
Longer opening hours  14%	17%	14%	12%	16%	11%	16%	13%	11%	18%	11%
Professional and informative staff  13%	13%	15%	15%	8%	13%	14%	13%	11%	9%	16%
Increase range of post office services  7%	9%	9%	7%	7%	5%	9%	5%	7%	6%	8%
Brighter, more modern premises  4%	8%	4%	5%	3%	2%	6%	2%	4%	6%	3%
Better accessibility  2%	3%	1%	2%	2%	2%	2%	2%	2%	1%	2%
Don't know / no reply  5%	7%	5%	4%	6%	3%	5%	5%	4%	2%	7%

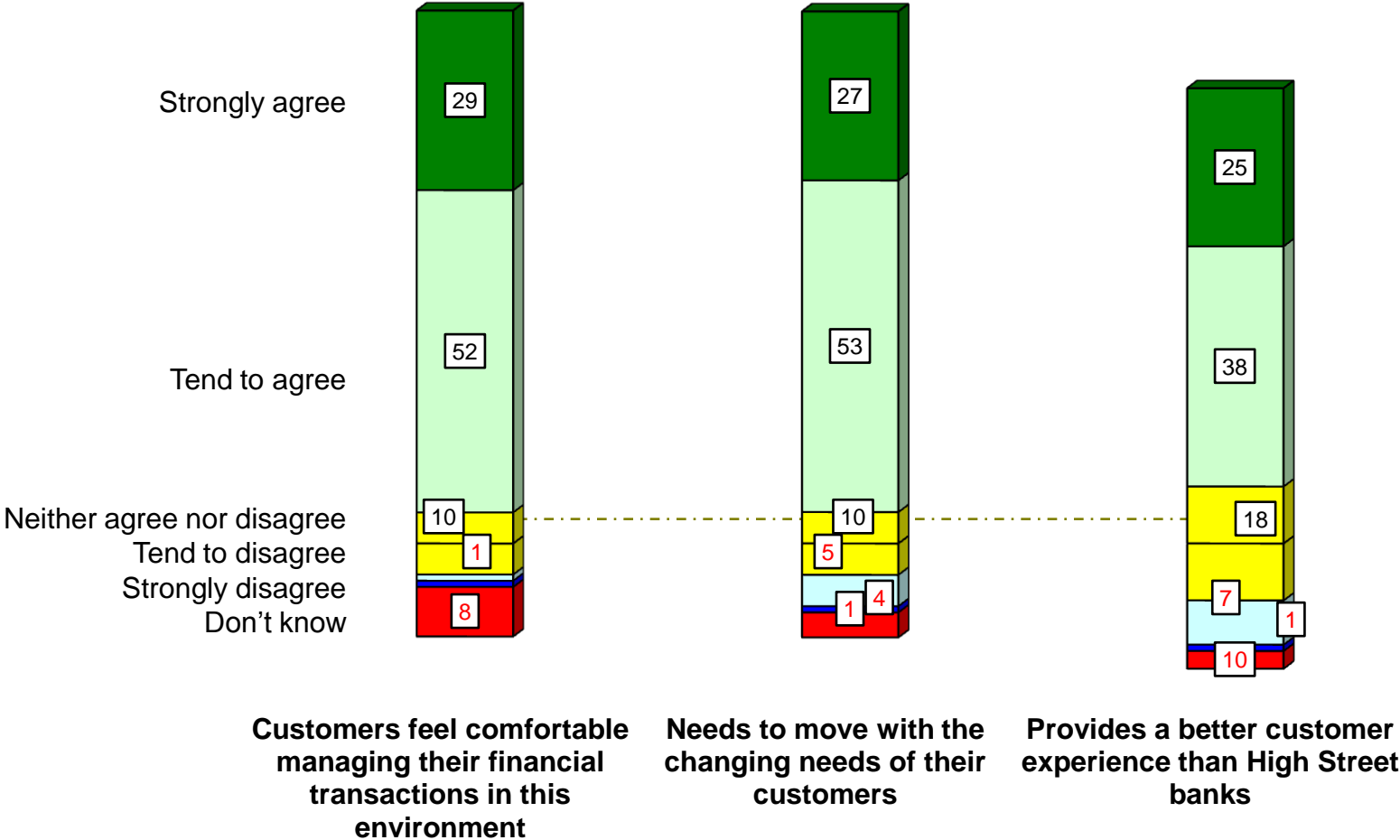
# Attitudes and Perceptions of the Post Office

- **Overall satisfaction with the Post Office was very high with nearly everyone (93%) at least tending to agree that the Post Office provides a good service. Just over 4 in 10 strongly agreed. This agreement increased significantly by age, with 25% of under 25's strongly agreeing compared to 58% of those aged over 65. Those from the North of the Province (Co Antrim) were more likely to agree strongly (58%)**
- **Similarly, just about everyone (93%) agreed that the Post Office was a trusted institution, with 40% agreeing strongly. Again the over 65's were most likely to agree strongly at 58% (compared to 26% of those aged under 25)**
- **More than 8 in 10 (81%) agreed that Post Office staff provides additional service to help more vulnerable customers such as elderly or disabled. A third agreed strongly with this, increasing to nearly half amongst those aged over 65. Those living in the North of the Province (Co Antrim) and the South (Cos Down and Armagh) being most likely to agree strongly**

# Attitudes and Perceptions of the Post Office

- **Nearly 8 in 10 (78%) agreed that the Post Office plays an active role in enhancing community relations. A third strongly agreed with this. Agreement was significantly stronger in Greater Belfast when compared to the Rest of NI**
- **Over 8 in 10 agreed that customers felt comfortable managing their financial transactions in this environment. Just under 3 in 10 agreed strongly, the number increasing amongst those over 50, those not living in Belfast City, DE's.**
- **However, a similar number (80%) agreed that the Post Office needs to move with the changing needs of their customers with just over a quarter agreeing strongly. Those living in the North (Co Antrim) and the South (Cos Down and Armagh) most likely to agree**
- **More than 6 in 10 feel the Post Office provides a better customer experience than high street banks; a quarter agreed strongly. Again feeling was stronger amongst those aged over 65 (34%) and outside of Belfast City.**
- **When asked which of these best described how they felt about the Post Office, more than 3 in 10 chose *Post Office provides a good service***

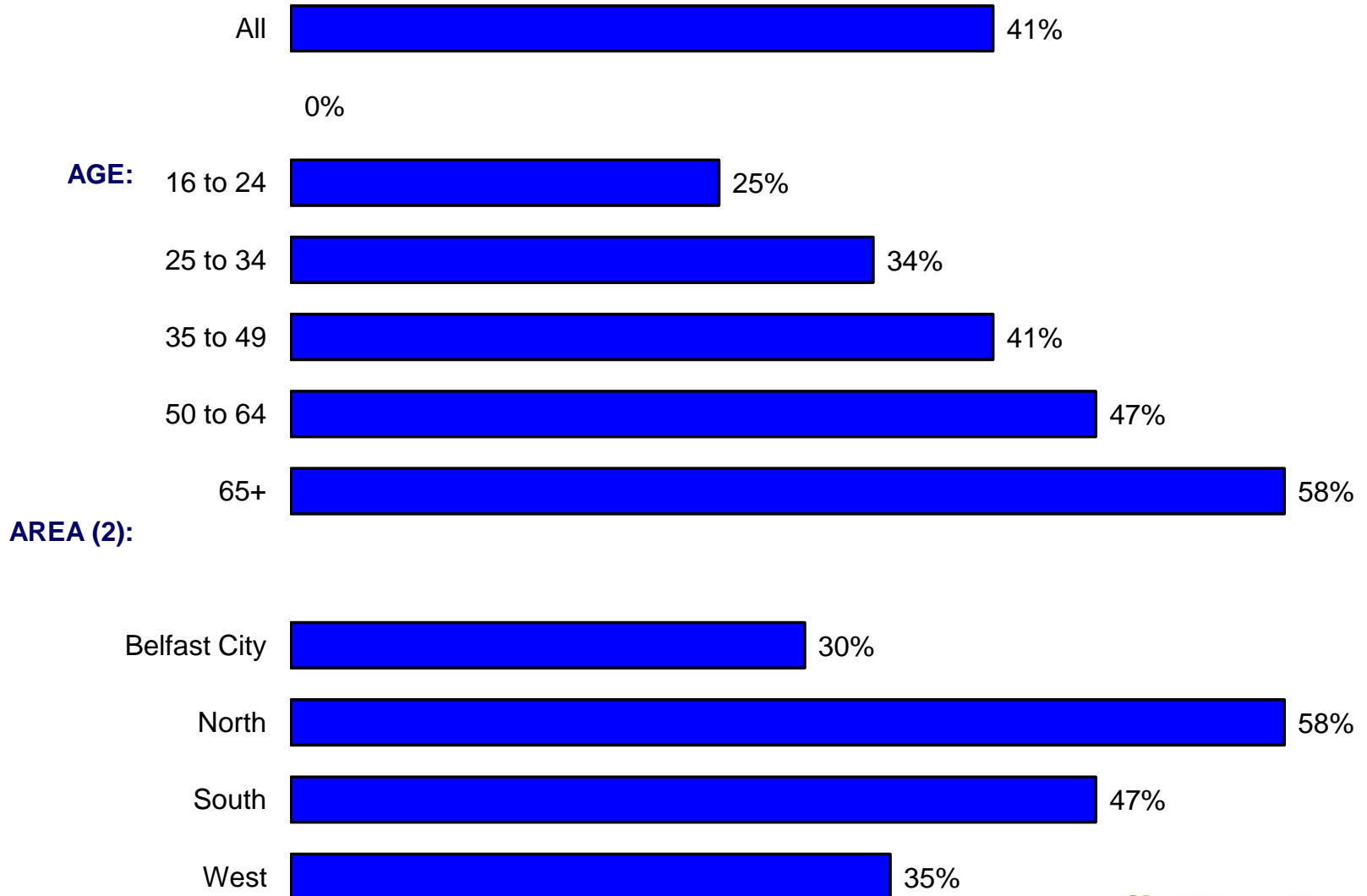




# Agreement – Post Office Provides A Good Service

[ Base: All Respondents  $n=1010$  ]

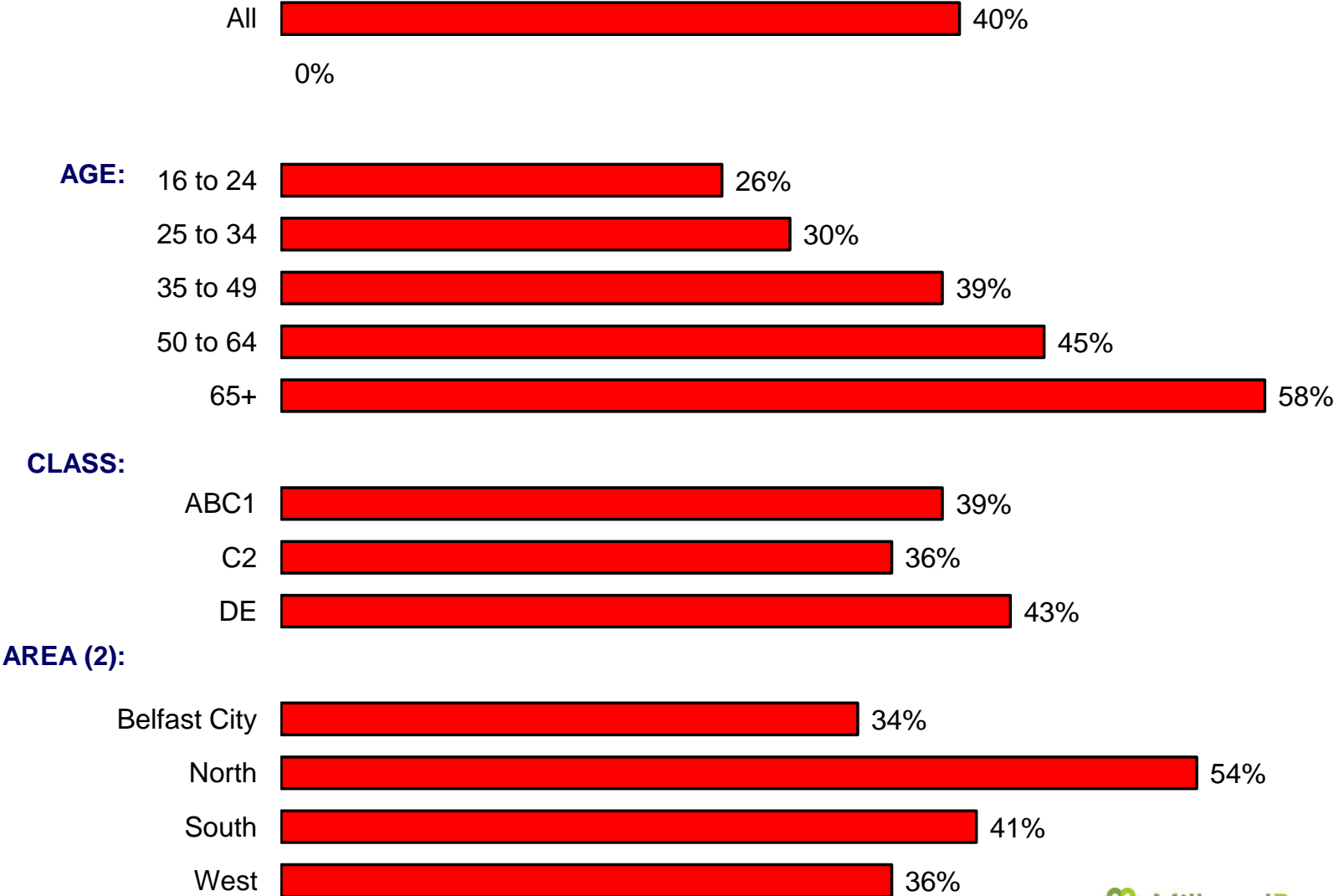
## STRONGLY AGREE



# Agreement – Post Office Is A Trusted Institution

[ Base: All Respondents n=1010 ]

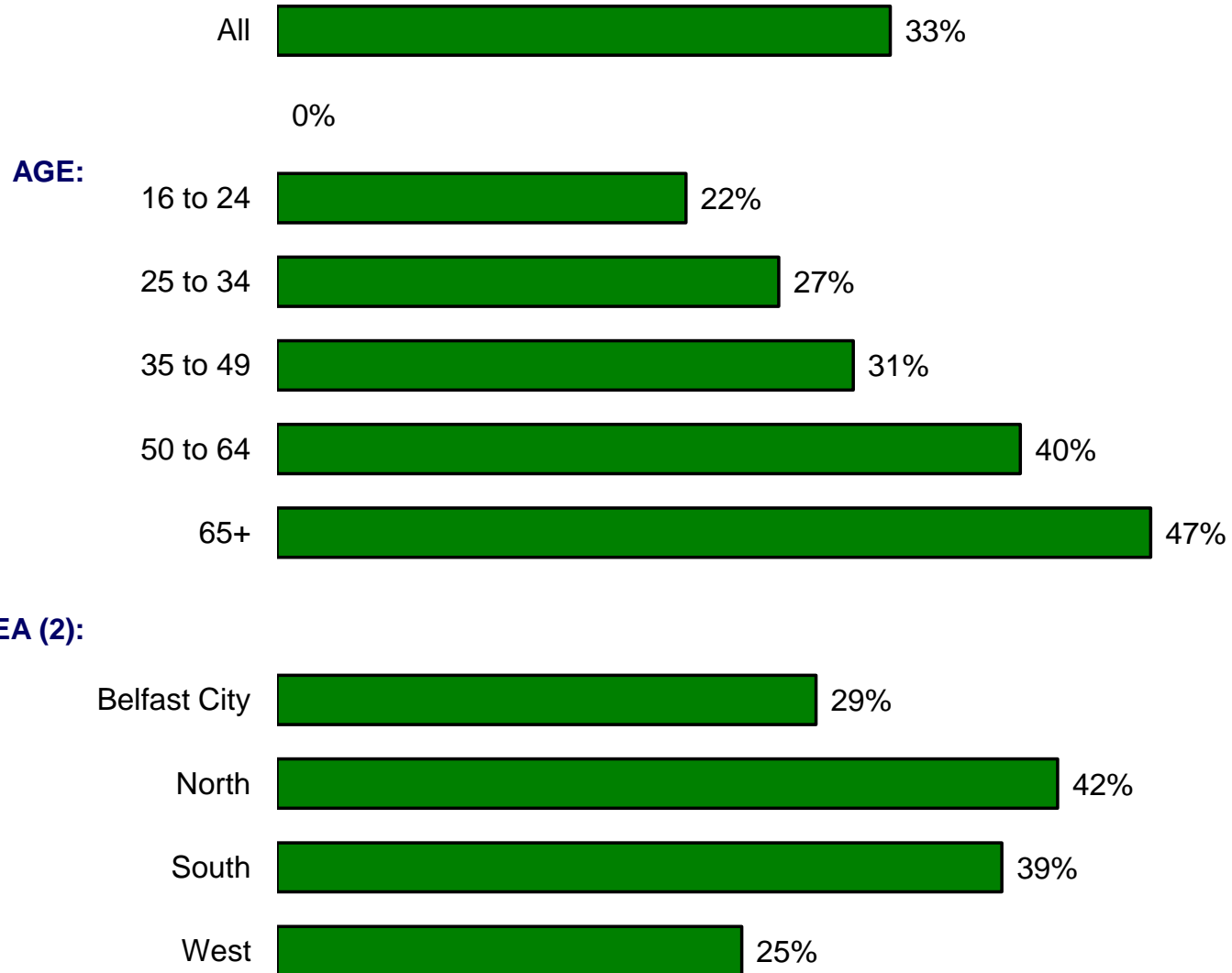
## STRONGLY AGREE



# Agreement – Post Office Staff Provide An Additional Service To Help More Vulnerable Customers (e.g., Elderly Or Disabled)

[ Base: All Respondents  $n=1010$  ]

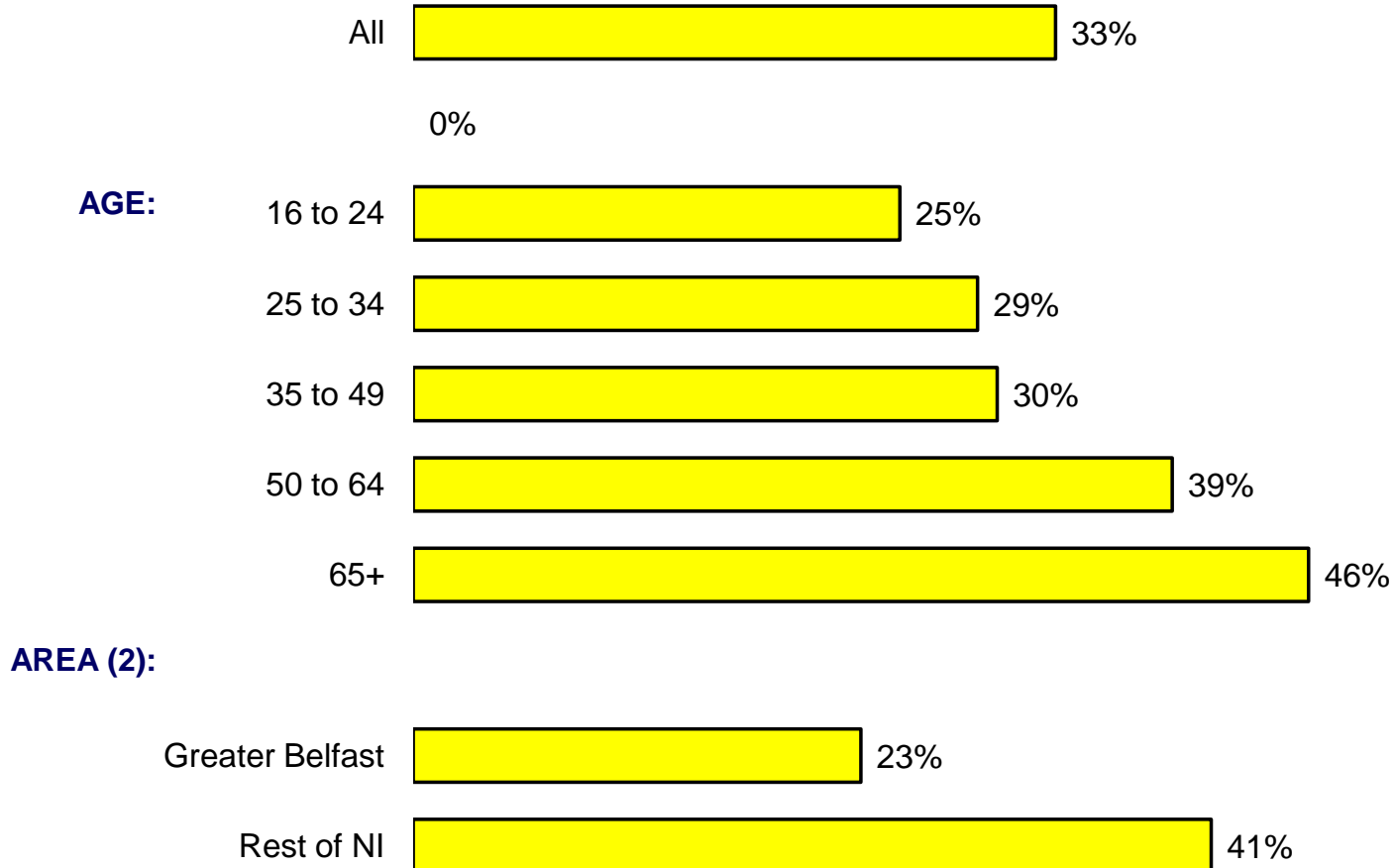
## STRONGLY AGREE



# Agreement – Post Office Plays An Active Role In Enhancing Community Relations

[ Base: All Respondents  $n=1010$  ]

## STRONGLY AGREE



# Agreement – Post Office Needs To Move With The Changing Needs Of Their Customers

[ Base: All Respondents  $n=1010$  ]

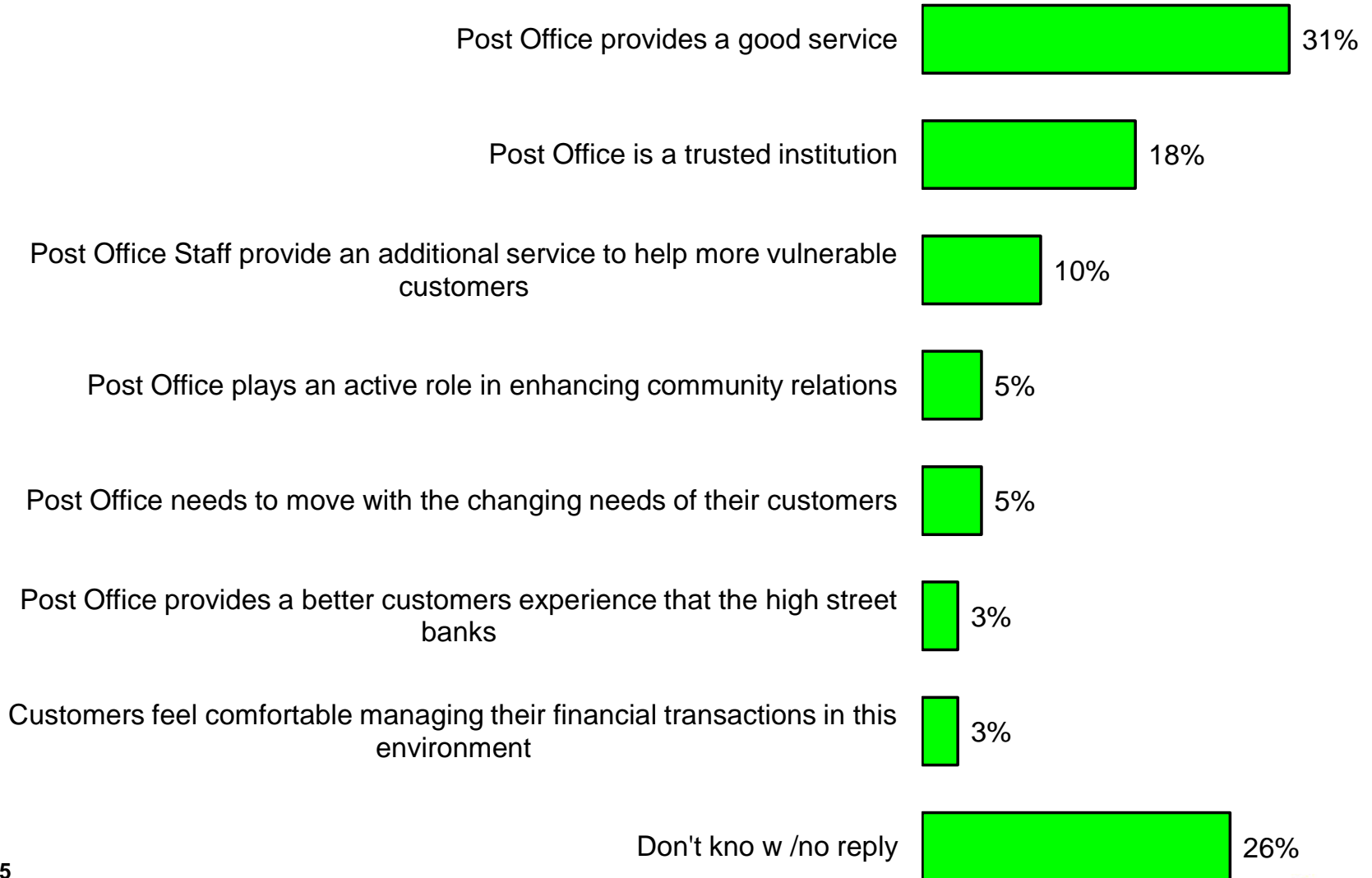
## STRONGLY AGREE



AREA (2):

# Best Description Of How Feel About Post Office

[ Base: All Respondents  $n=1010$  ]

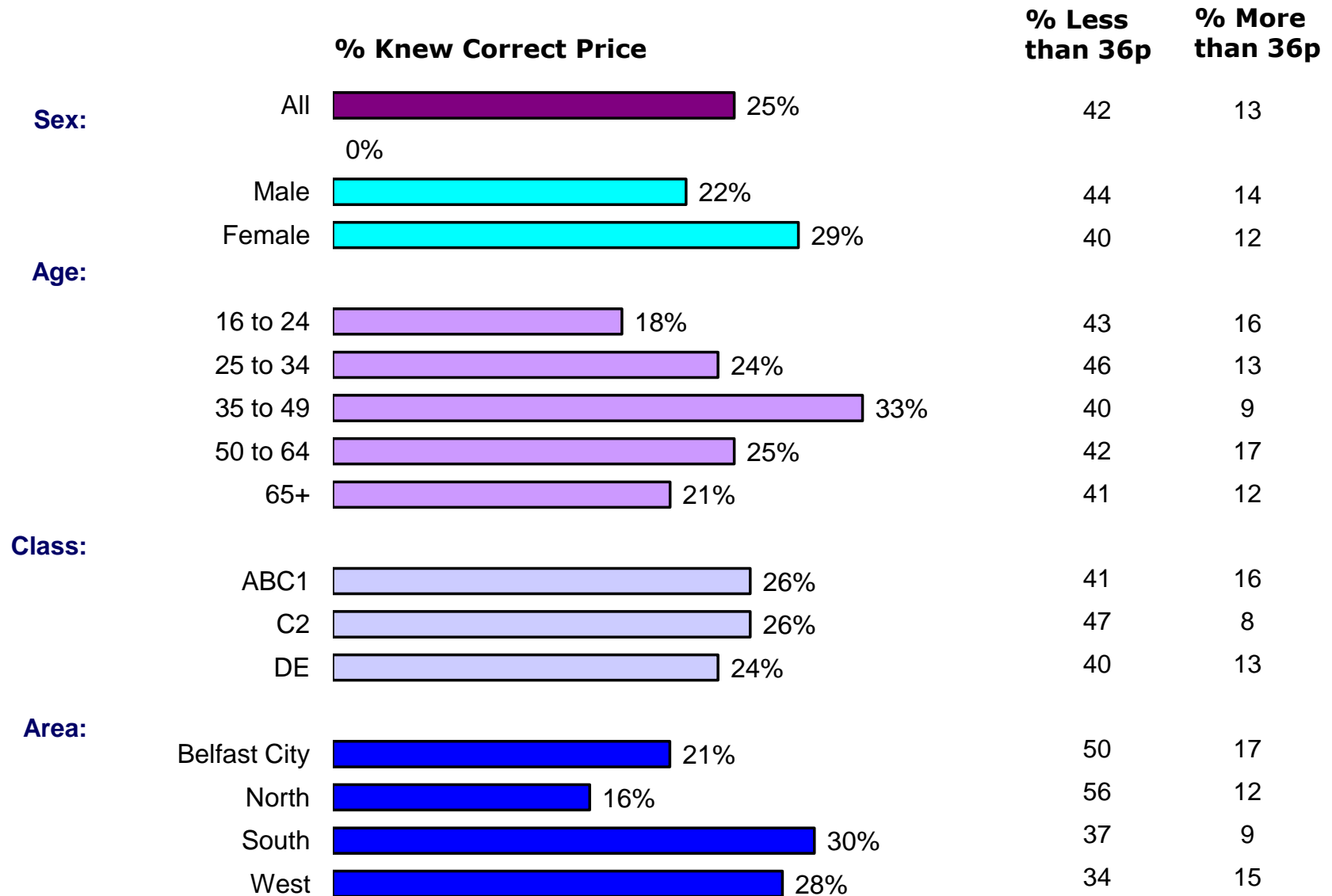


# Attitudes towards the price and value for money of postal services

- A quarter of all respondents knew the price of a first class stamp. Females (29%) were slightly more likely to be correct as were those aged 35-49 (33%). Those living in the South of the province of the West also were more likely to know the correct price
- 42% thought it was less than 36p while 13% thought it was more
- When told a first class stamp cost 36p, nearly 6 in 10 (58%) thought it was at least fairly good value; only 16% saw it as very good value for money
- 3 in 10 perceived a stamp to get expensive at its current price of 36p; over half (56%) thought a first class stamp would be expensive at 40p, while at 50p, virtually everyone (86%) would rate it as expensive
- On the other hand, a third (32%) felt that if a first class stamp were 25p, it would be so cheap they would doubt the level of service that could be provided. This rose sharply to almost two thirds (64%) if a stamp cost only 20p

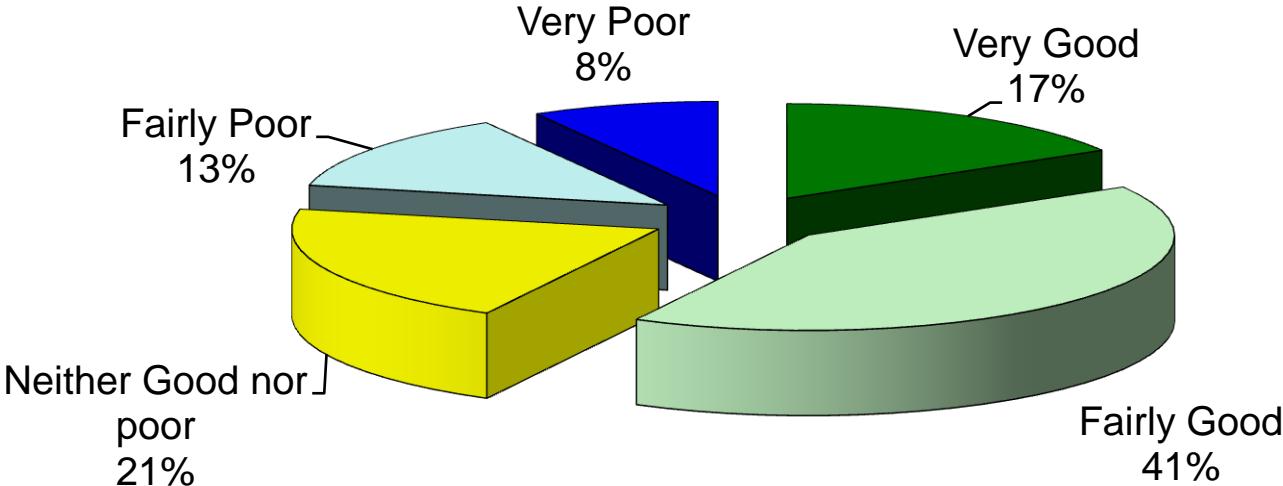
# Price Of A First Class Stamp ( 36p – Correct )

[ Base: All Respondents n=1010 ]



# Rating Of Value of Price of 1<sup>st</sup> Class Stamp

[ Base: All Respondents  $n=1010$  ]



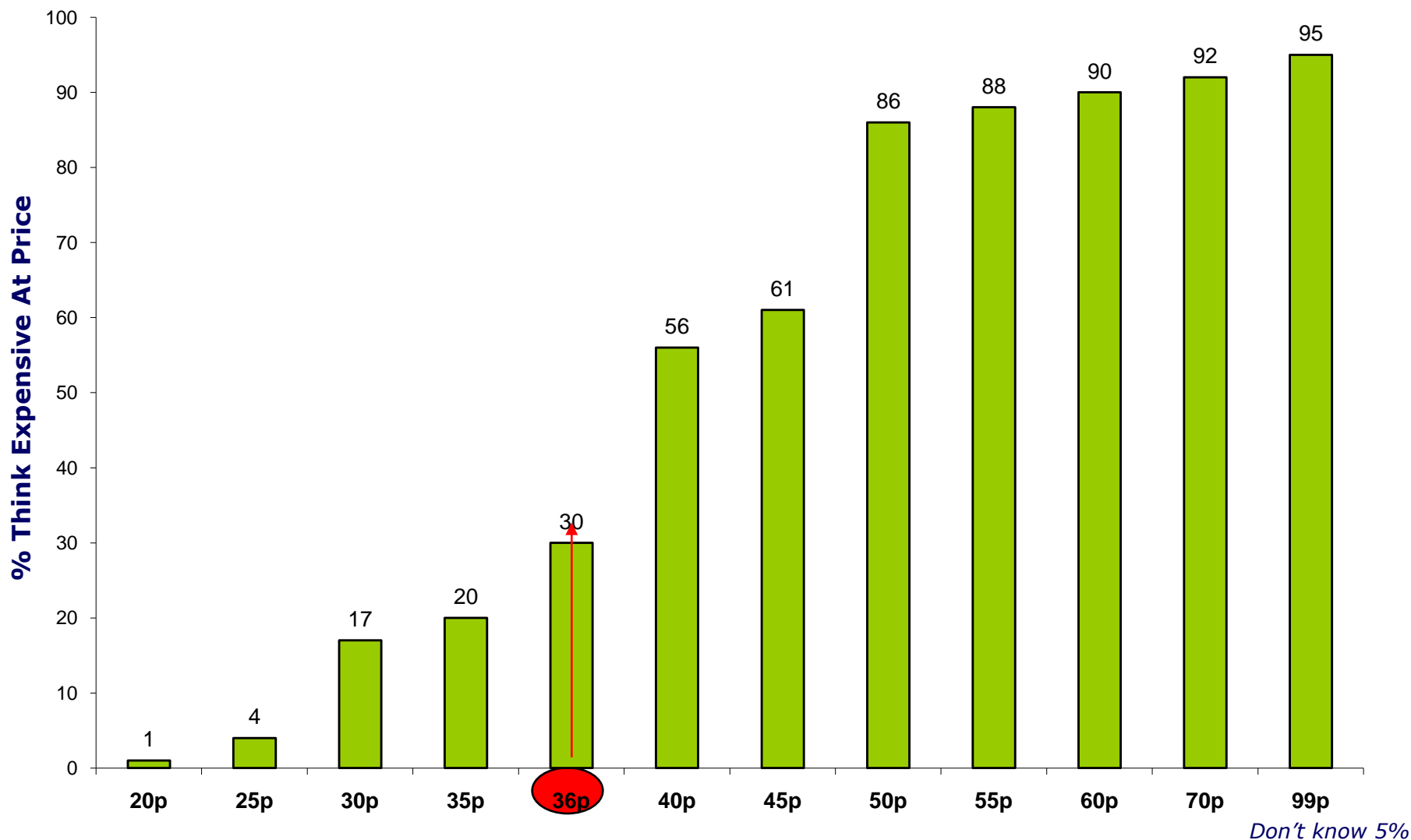
# Over What Price Would You Say A First Class Stamp Becomes Expensive

[ Base: All Respondents  $n=1010$  ]



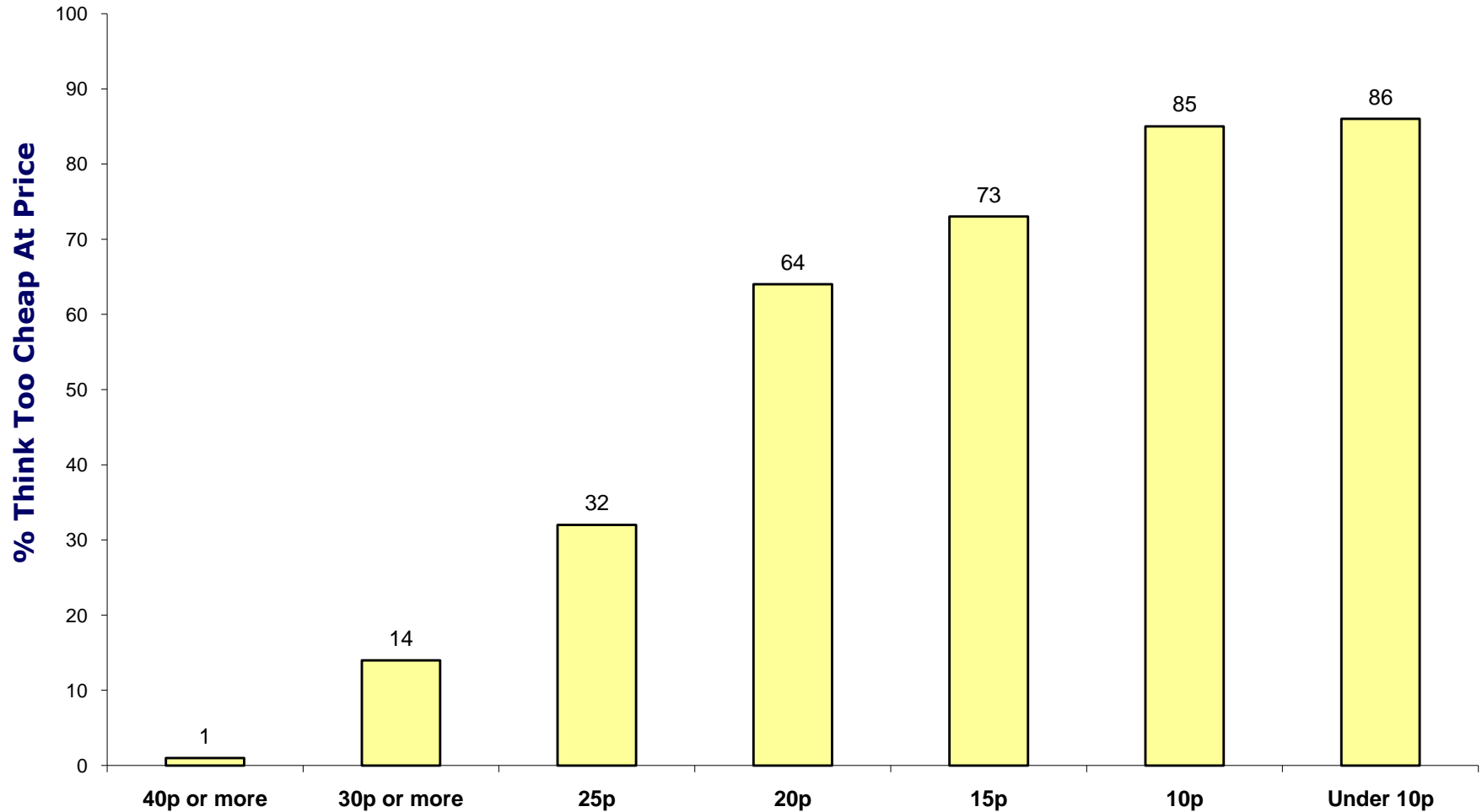
# Over What Price Would You Say A First Class Stamp Becomes Expensive

[ Base: All Respondents  $n=1010$  ]



# Price Feel A First Class Stamp Is So Cheap That You Would Be Doubtful Of The Level Of Service That Could Be Provided

[ Base: All Respondents  $n=1010$  ]

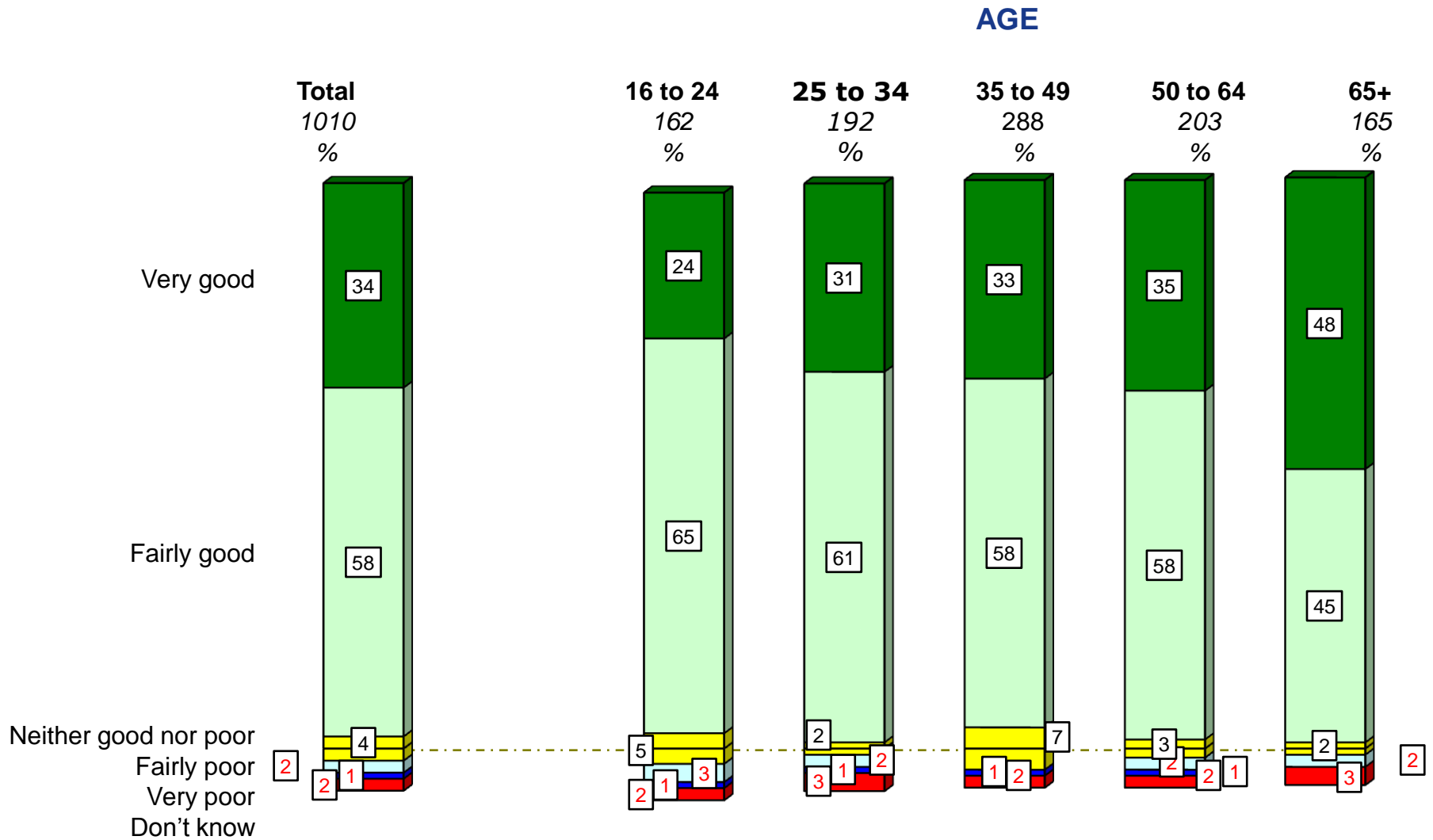


- **Over 9 in 10 (92%) rated their overall experience of the reliability of the postal service as at least fairly good. However, almost 6 in 10 (58%) qualified their rating somewhat failing to rate the reliability as 'very good'. Few (3%) felt it was poor.**
- **Almost half (48%) of over 65's perceived the reliability to be very good. While those living in Belfast City (25%) were least likely to rate it highly.**
- **Similarly over 9 in 10 (92%) rated the proximity to the nearest post box as good; nearly 4 in 10 (38%) thought it was very good.**
- **And there was a similar feeling towards the proximity of the nearest post office (91% rated this as at least fairly good). Overall more than a third (36%) rated their proximity as very good, although this fell to a quarter (26%) in Belfast City.**
- **Perceived quality of service was also rated highly for the service provided by the postal delivery staff to their homes as well as the service provided by the staff as their local callers or delivery office; again qualified to a certain extent with more rating these services as fairly good instead of very good.**

- **1 in 5 had in the last 12 months, an item of post that they received (or were to receive) delayed (12%) or lost (8%). This was slightly higher in Belfast City (18% had an item delayed)**
- **In terms of an item sent by them, 14% of respondents had an item delayed or lost over the past 12 months**
- **Over 8 in 10 (82%) were at least fairly satisfied with the time of day that their mail arrives; almost a third were very satisfied. Those living in the North of the province were more likely to be very satisfied compared to those living in the South**
- **Nearly 6 in 10 (58%) had at sometime received mail that was meant for another household. This was less likely in Belfast City**
- **14% claimed to have had mail left on their doorstep at sometime, this was least likely to have happened in the West of the Province**
- **If postal delivery to customers were to be reduced to 5 days per week over half (51%) felt that Saturday would be the day that would inconvenience them least, not to receive a delivery**

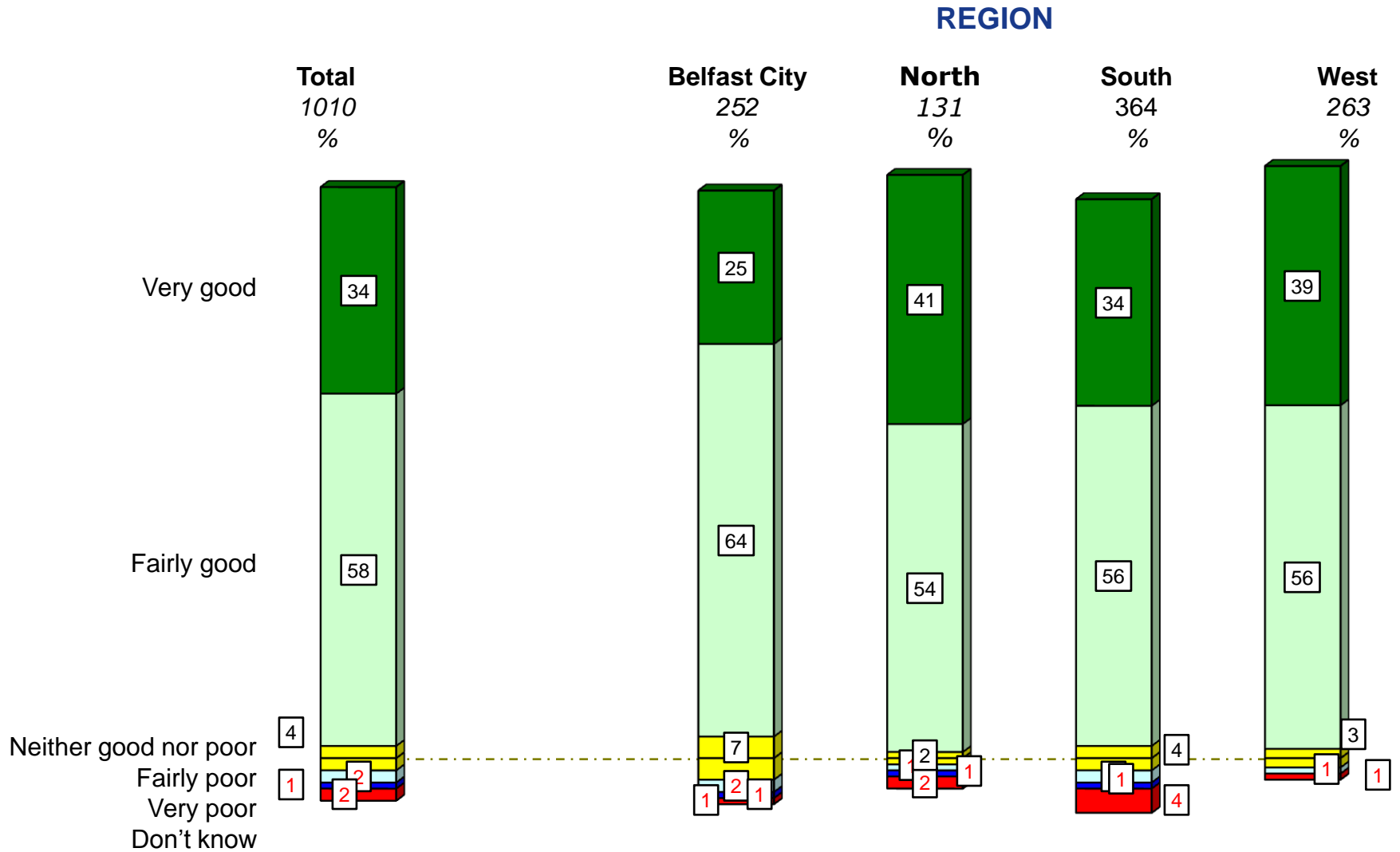
# Rating Regarding Postal Service – Overall Experience Of The Reliability Of Postal Service

[ Base: All Respondents – n=1010 ]



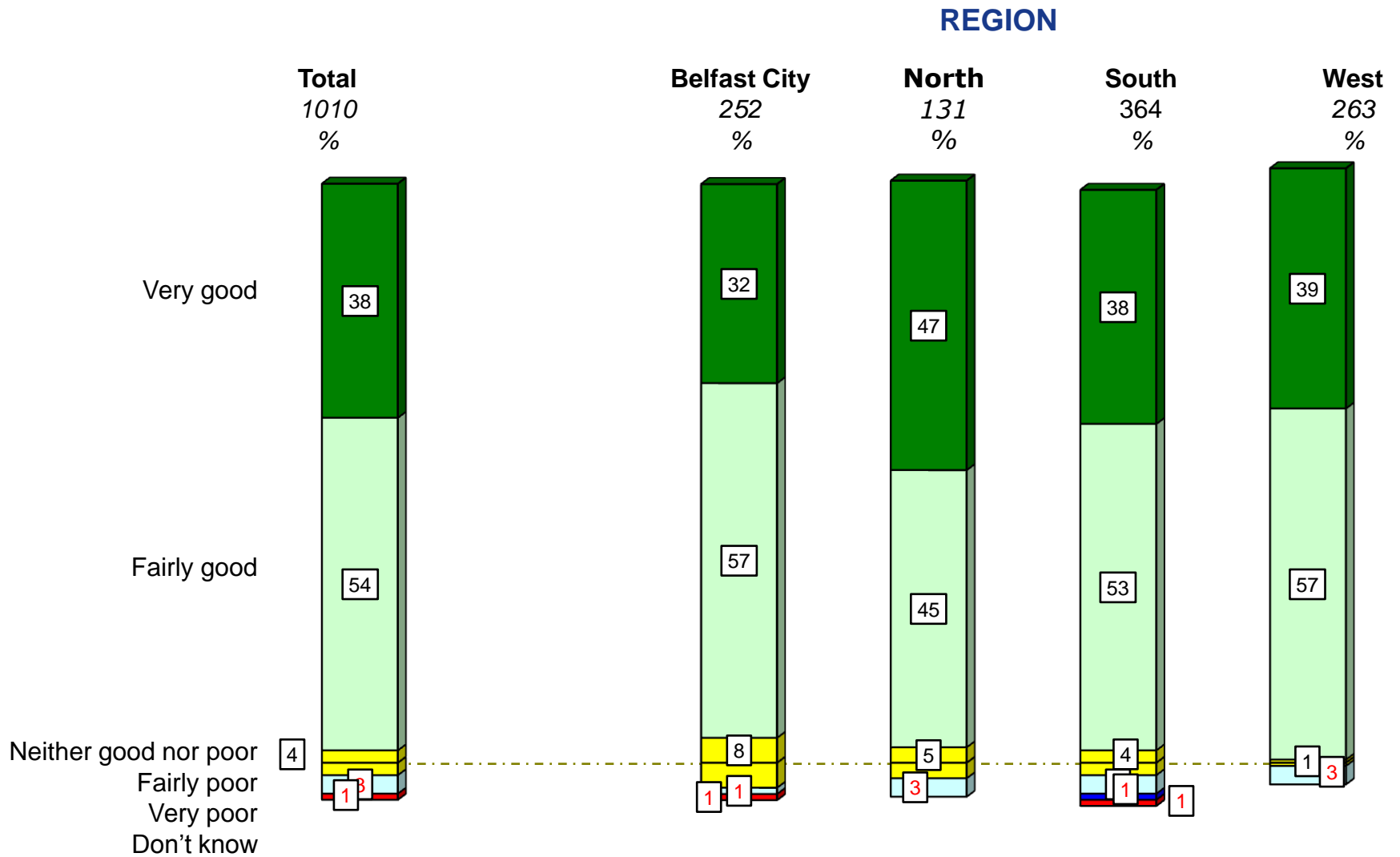
# Rating Regarding Postal Service – Overall Experience Of The Reliability Of Postal Service

[ Base: All Respondents – n=1010 ]



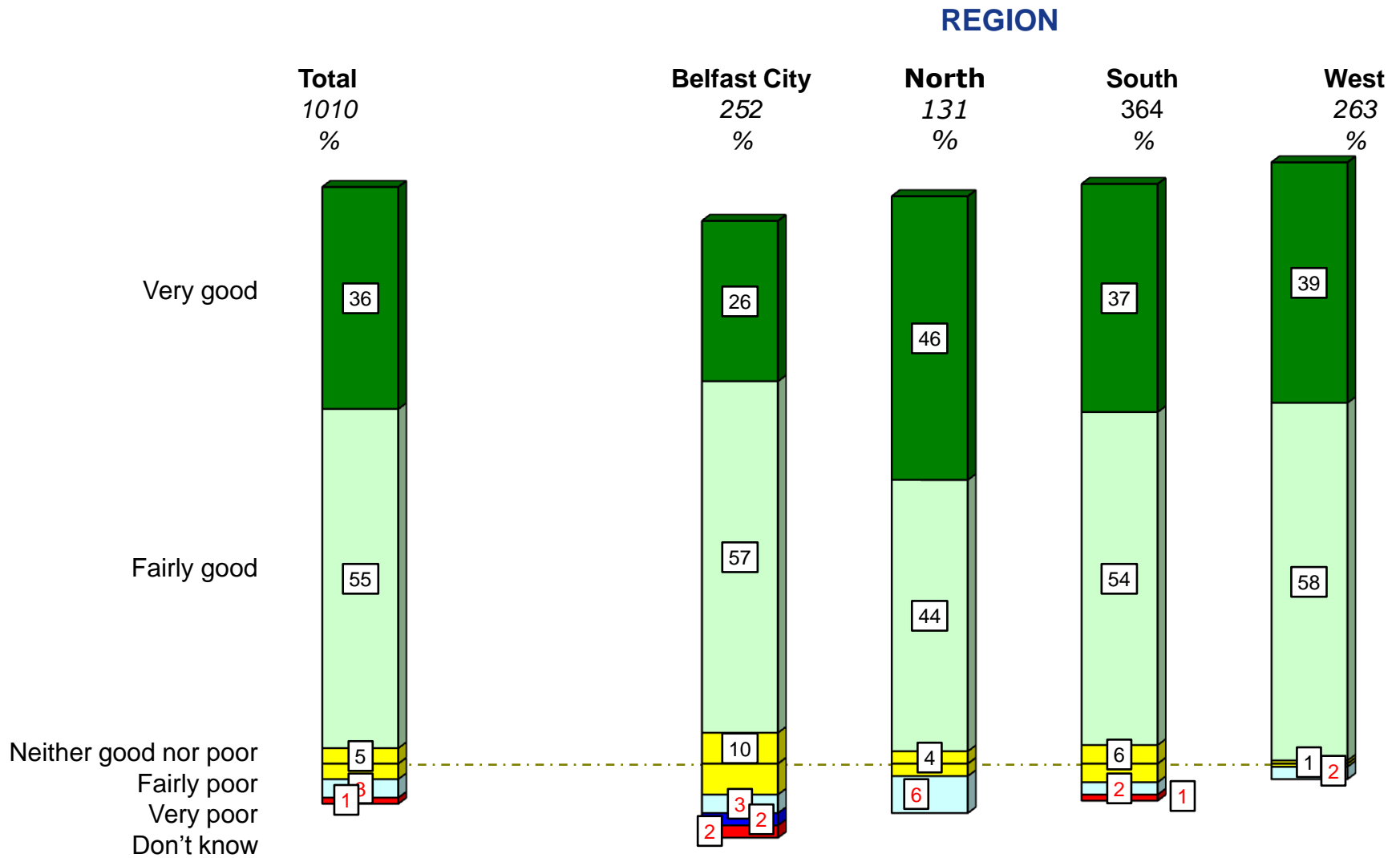
# Rating Regarding Postal Service – Proximity To Nearest Post Box

[ Base: All Respondents – n=1010 ]



# Rating Regarding Postal Service – Proximity To Nearest Post Office

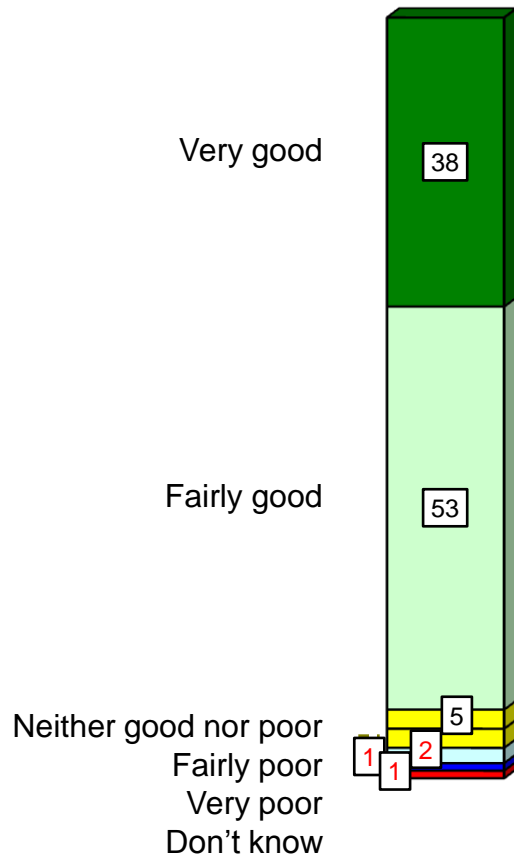
[ Base: All Respondents – n=1010 ]



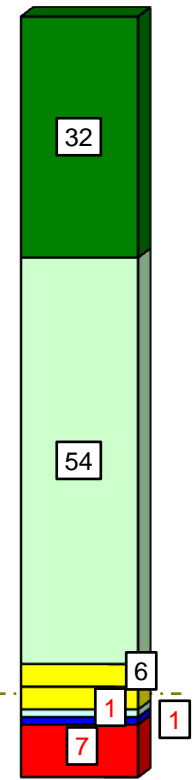
# Rating Regarding Postal Service ...

[ Base: All Respondents –  $n=1010$  ]

The quality of service provided by the postal delivery staff to your home

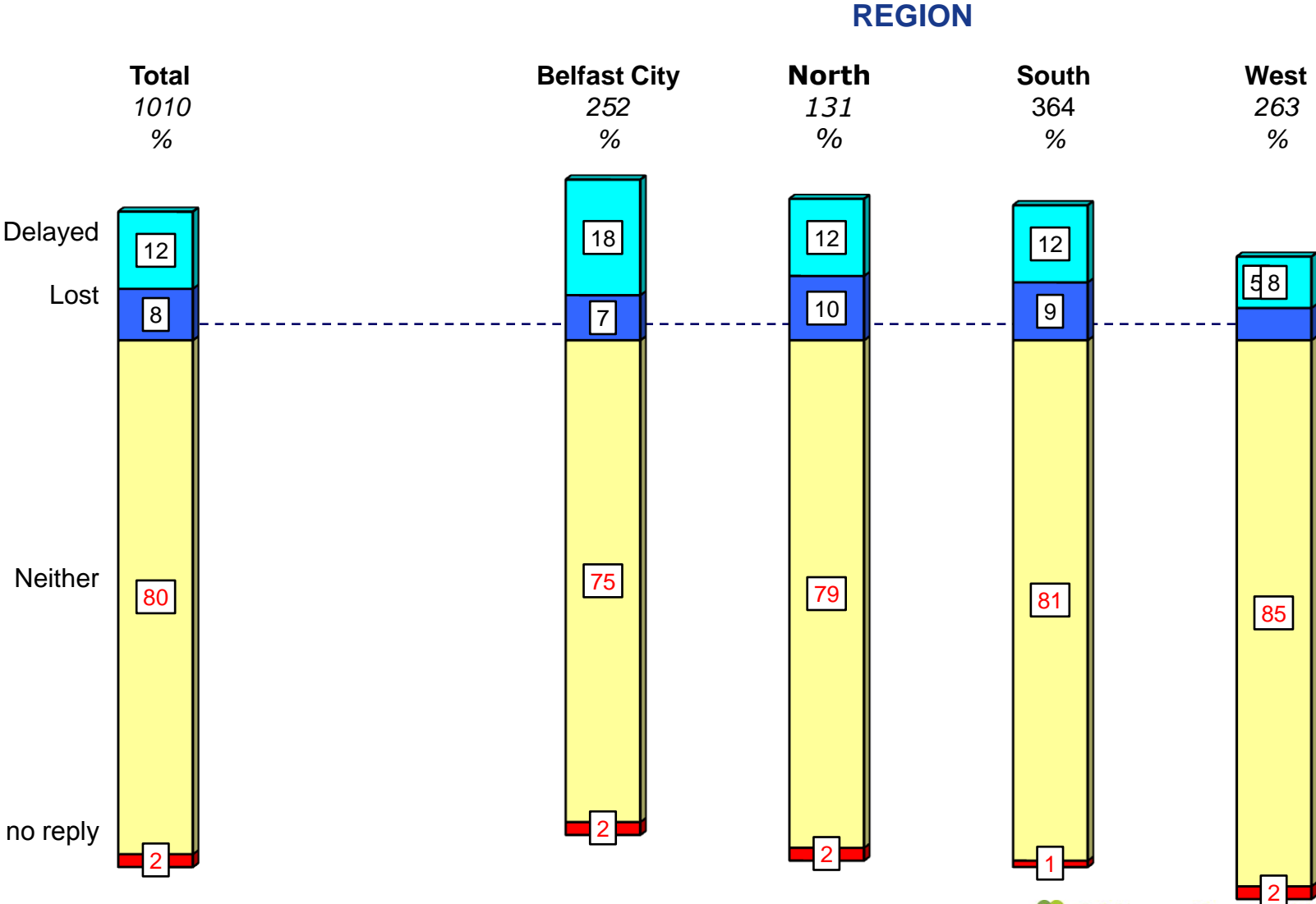


The quality of service provided by the staff at your local callers / delivery office



# Post Received - Delayed Or Lost

[ Base: All Respondents n=1010 ]



Don't know / no reply

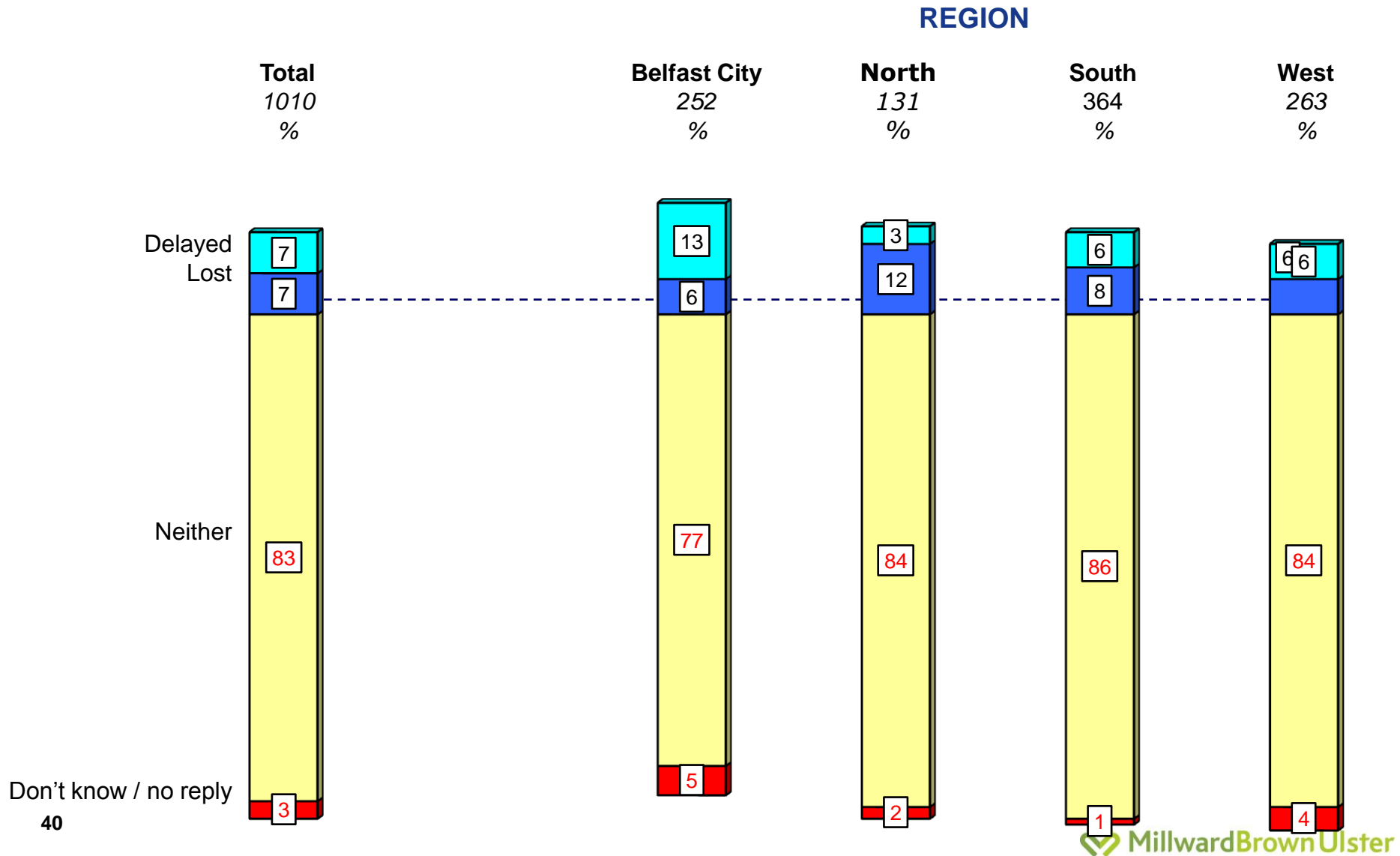
Delayed

Lost

Neither

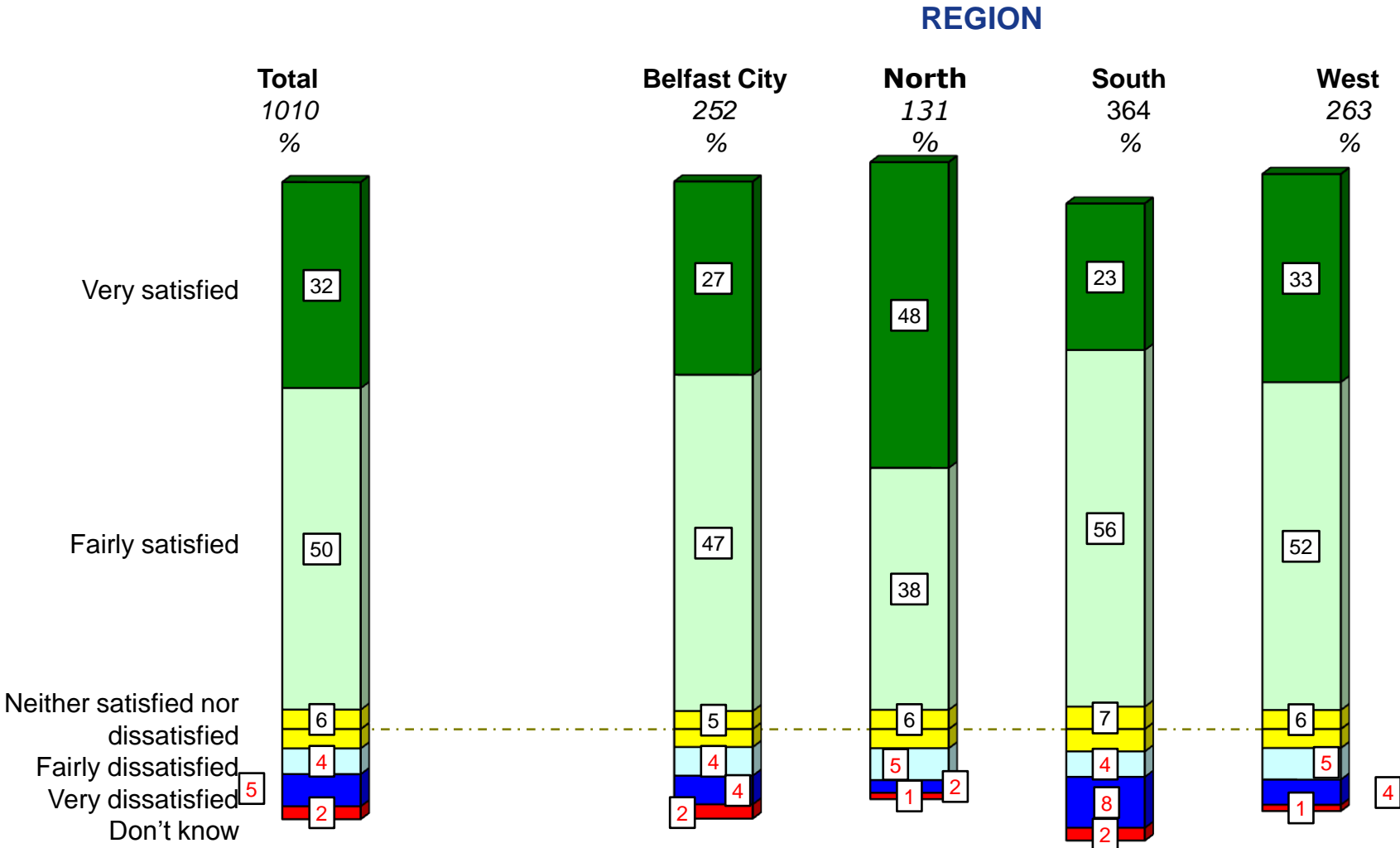
# Post Sent - Delayed Or Lost

[ Base: All Respondents  $n=1010$  ]



# Satisfaction With Time Of Day Mail Arrives

[ Base: All Respondents – n=1010 ]



# Household Ever Received Mail For Another Household

[ Base: All Respondents  $n=1010$  ]

**“YES”**



**CLASS:**



**AREA (2):**



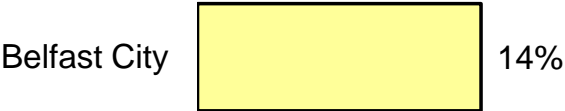
# Mail Ever Been Left On Your Doorstep

[ Base: All Respondents  $n=1010$  ]

## “YES”

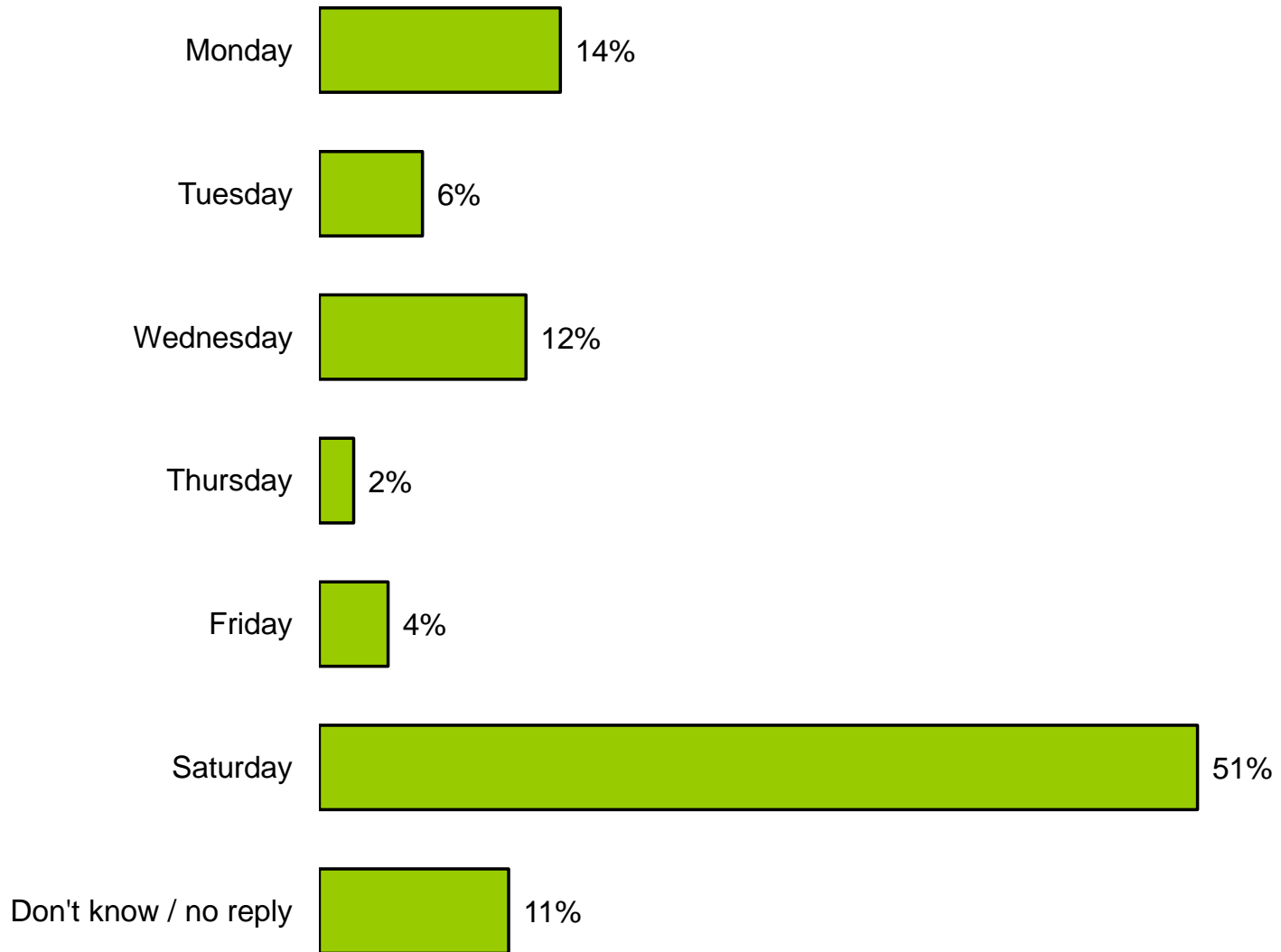


## AREA:



# Day That Would Be Least Inconvenient Not To Receive Mail If Reduced To 5 Days A Week

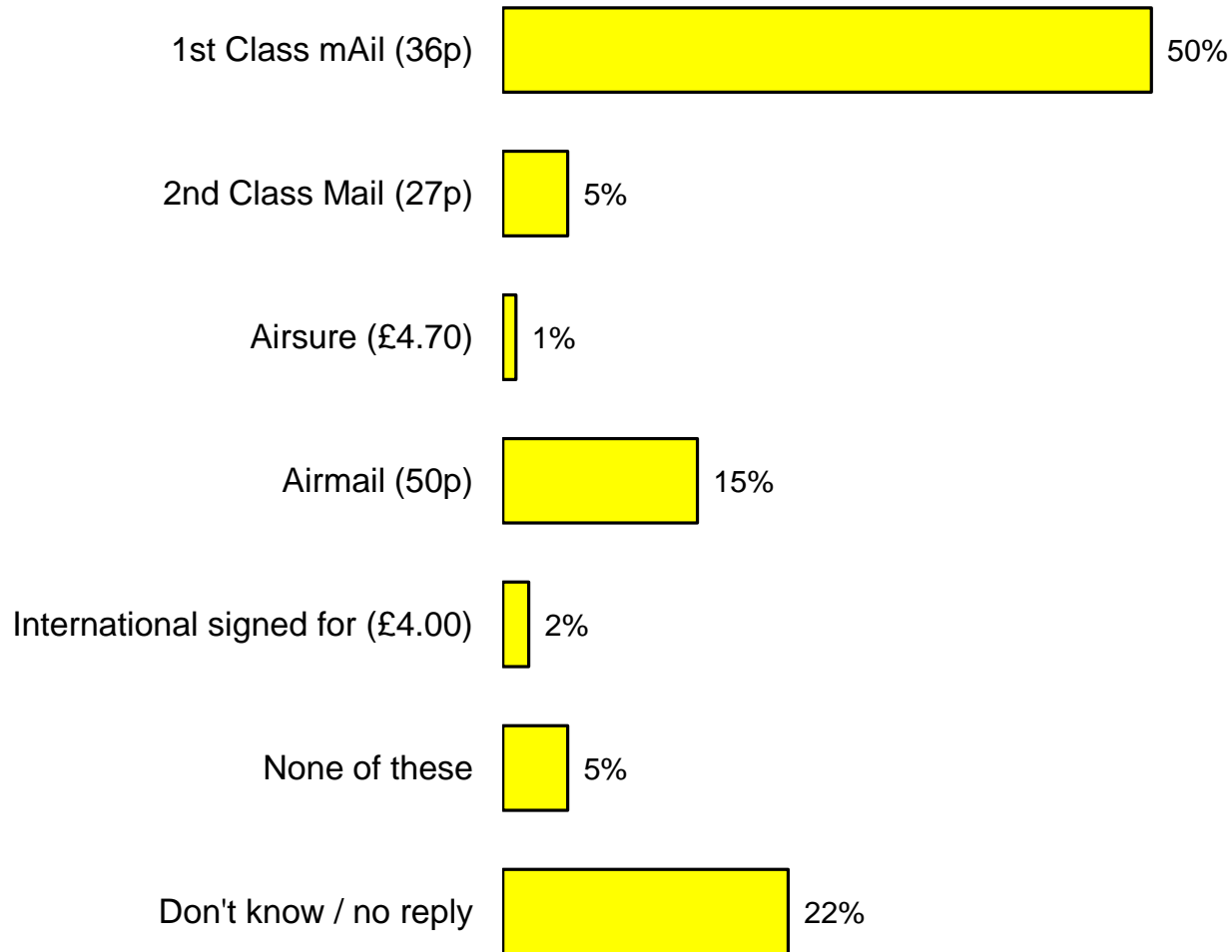
[ Base: All Respondents  $n=1010$  ]



- Respondents were asked which service (from a list) they would use to send a card to an address in the Republic of Ireland. Half of all respondents said they would use first class mail (ie a first class stamp at 36p)
- Only 15% said they would use the basic postal service of airmail at 50p.
- At the correct basic postal service of airmail at 50p, over a third (36%) felt the next day was an acceptable delivery time; a further 38% thought it was acceptable to be delivered within the next 2 days

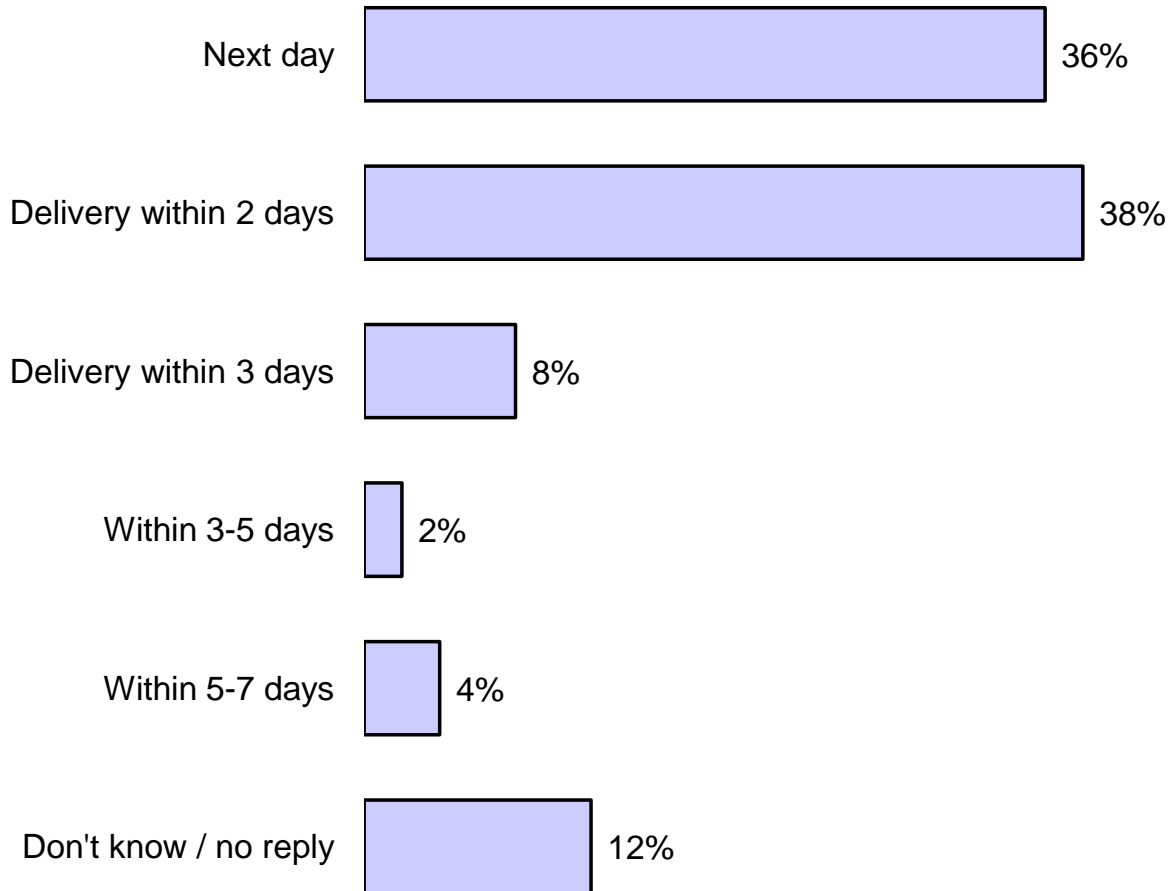
# Service Would Use If Sending A Birthday / Greeting Card To Rol

[ Base: All Respondents  $n=1010$  ]



# Acceptance Delivery Time For Standard Greeting Card Sent To Rol (Airmail At 50p)

[ Base: All Respondents  $n=1010$  ]

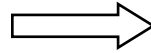
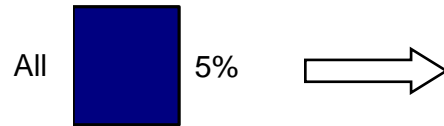


# Complaining about the Royal main or the Post Office

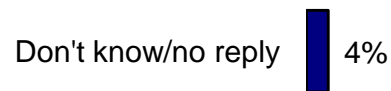
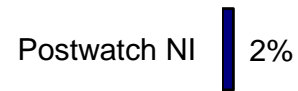
- **5% had complained about the Royal Mail or Post Office within the last 12 months**
- **Most of these (40%) complained at the Post Office, with almost the same number (36%) complaining to Royal Mail**
- **Those who had not complained were asked who they would most likely complain to if they wanted to complain, over half cited the Post Office, 27% would go to Royal Mail**

# Complained About Royal Mail / Post Office Over Last 12 Months

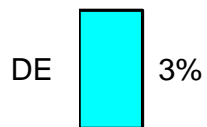
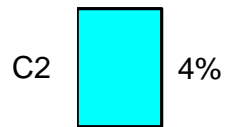
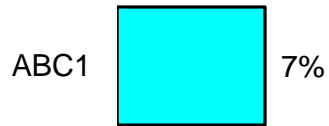
[ Base: All Respondents - 1010 ]



## Who complained to (Base 50)

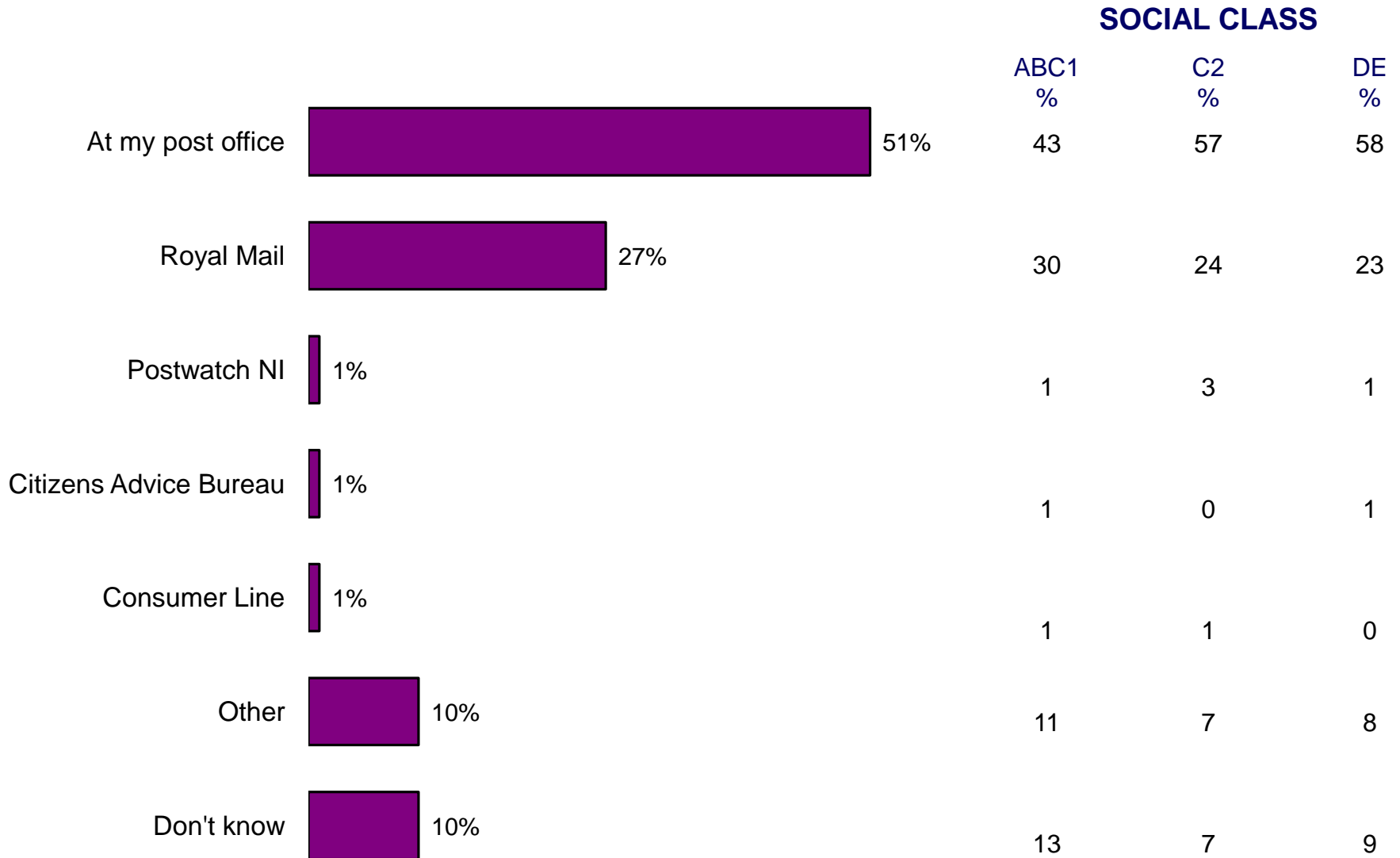


## CLASS:



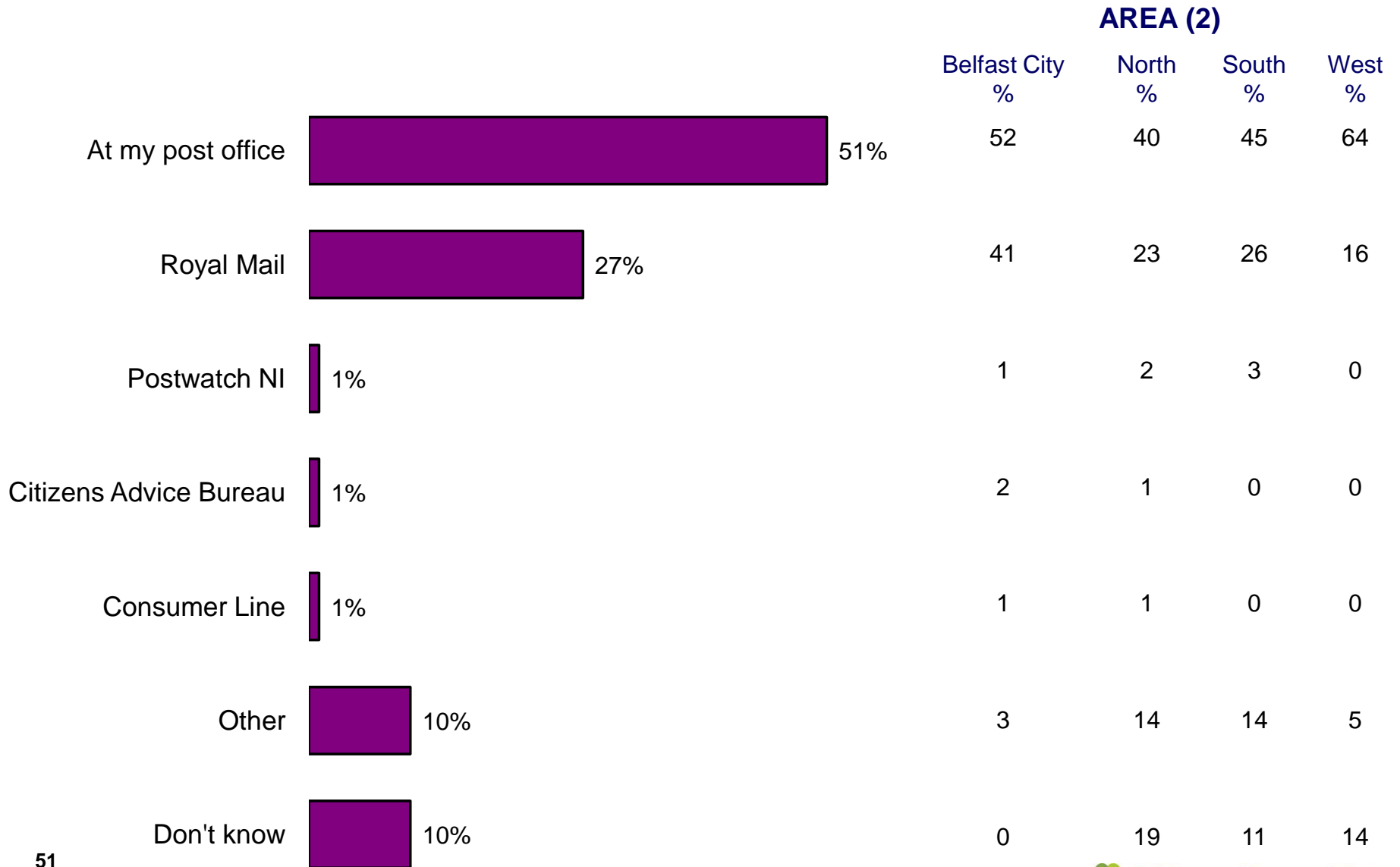
# Who Would Be Most Likely To Complain To In First Instance

[ Base: All Who Have Not Made A Complaint *n*=949 ]



# Who Would Be Most Likely To Complain To In First Instance (Continued)

[ Base: All Who Have Not Made A Complaint *n*=949 ]



**It is evident from the research findings that Post Office Limited clearly has an untapped market and a clear opportunity for development.**

**Taking into account the high level of confidence in the post office brand (93% agreeing that it is a trusted institution) and their extensive network of branches, Post Office Limited should be viewing this as an opportunity to promote and develop their existing banking products/services or developing new products.**

**This is a highly opportunistic time for Post Office Limited to break into this market, especially bearing in mind the current unstable nature of numerous financial institutions in the UK.**

**Indeed more than 6 out of 10 people surveyed found that the post office provided a better experience than most high street banks.**

**Our research also shows that over a third of the people surveyed felt they had no reason to visit the post office with any great frequency (at least monthly) and this appears to be highest among younger consumers. Products specifically designed for this market may increase the footfall of this market segment.**

**Securing new products and services is essential for the growth and indeed survival of the post office.**

**It is interesting to note that almost 1 in 5 of the people surveyed used the post office for car tax renewal, the same result as pension and benefit collection. Services of this type are clearly popular and prosperous for Post Office Limited and other government services should take a lead from DVLA.**

**It is interesting to note that despite the recent wave of post office closures in Northern Ireland 91% still felt they had good proximity to their nearest post office.**

**However, it is clear that longer queuing times are still a problem for many customers with almost one third of people identifying reduced queueing time as the factor they believe is most important to improve quality of service at the local Post Office.**

**The social role of the post office in areas clearly evident with almost 8 out of 10 customers agreeing that their post office plays an active role in developing community relations.**

**Additionally 81% of all people surveyed say that post office staff provide an additional service to help the more vulnerable customer.**

**It is clear that Consumer Focus Post has much work to do in educating the consumer on how to complain about their postal services. Alarming, 1 in 5 customers were unaware of the correct procedure on how to complain to Royal Mail in the first instance.**

**With over 86% stating that the quality of service provided at Callers Offices and Delivery Offices is good, it would be anticipated that if the recommendations put forward in the Hooper review to reduce the number of mail centres and delivery offices were to proceed, this would undoubtedly have a negative impact on the Northern Ireland postal customer.**

**With half of respondents electing that they would use 1st Class mail to post a standard greetings card to the Republic of Ireland and a further 5% using 2nd Class, it is clear there is a lack of clarity on which postal service to use. Only a mere 15% suggested using the correct *basic* postal service (50p – airmail stamp).**

**Despite the delivery aim for Royal Mail to deliver airmail letters within 3 -5 working days, 74% of people surveyed would expect delivery of this item to be within 2 days.**

## SECTION H – POST OFFICE ASK ALL

This next section of the questions asks about your experience of the postal service. Please can you answer these questions in relation to the service over the last 12 months and not just about now over the Christmas period.

Q.1	How often do you visit a post office? <b>PROBE TO PRECODES</b>	Two or more times per week.....	1	9 / 3 (10)
		Once per week.....	2	
		Two or more times per month .....	3	
		Once per month .....	4	
		Twice or more per year .....	5	
		Once within the last year .....	6	
		Never, have no reason to do so .....	7	

Q.2	<b>SHOWCARD H1</b> Which of the following services do you use the post office for?	To send letters or parcels .....	(11)	(11)
		To collect benefits and pensions .....	1	-
		To lodge or access cash.....	2	(12)
		To pay bills (e.g. electricity) .....	3	
		The Passport Check and Send service.....	4	
		Exchange currency .....	5	
		National Savings service .....	6	
		Financial Services (PO Credit Card or savings accounts).....	7	
			8	
			(12)	
		Post Office Broadband and Homephone .....	1	
		Insurance Products (Car, Home and Travel) .....	2	
		Purchase Postal Orders .....	3	
		Renew Car Tax .....	4	
		To purchase stamps.....	5	
		Other (specify).....	6	
		Don't know .....	7	
		Don't use any of these services.....	8	

Q.3a	Please rank the following in order of importance in terms of improving the quality of service provided at your local post office with 1 being the <b>most important</b> down to 7 for the <b>least important</b> . Please call out the most important first and then call out the others in order of importance down to the least important.	Better accessibility (e.g. Level access, low level counters, hearing loop)		
		Reduced queuing time		(13)
		Brighter, more modern premises		(14)
		Professional and informative staff		(15)
		Longer opening hours		(16)
		Increase range of post office services		(17)
		Convenience of post office location		(18)
				(19)

Q.3b	Is there anything else not on this list that you feel would be important in terms of improving the quality of service provided at your local post office? <b>PROBE FULLY AND RECORD VERBATIM</b>		
			(20)
			(21)

**SHOWCARD H3**

Q.4a Please tell me how much you agree or disagree with the following statements about the post office?

**SHOWCARD H4**

Q.4b Which, if all of these statements I have just read, you can see these all on this showcard, would you say best describes how you feel about the Post Office? **SINGLE CODE ONLY**

READ OUT ↓	Q.4a						Q.4b (29)
	STRONGLY AGREE	TEND TO AGREE	NEITHER AGREE NOR DISAGREE	TEND TO DIS-AGREE	STRONGLY DISAGREE	DON'T KNOW	
Post Office is a trusted institution	1	2	3	4	5	6 (22)	1
The post office staff provide an additional service to help more vulnerable customers (e.g., elderly or disabled)	1	2	3	4	5	6 (23)	2
Post Office plays an active role in enhancing community relations	1	2	3	4	5	6 (24)	3
Customers feel comfortable managing their financial transactions in this environment	1	2	3	4	5	6 (25)	4
Post Office needs to move with the changing needs of their customers	1	2	3	4	5	6 (26)	5
Post Office provides a good service	1	2	3	4	5	6 (27)	6
Post Office provides a better customer experience than the high street banks	1	2	3	4	5	6 (28)	7

I would now like you to think about your experience of sending and receiving mail, over the last 12 months.

Q.5a Has any item of your post, **received by you**, been delayed or lost over the past 12 months? **PLEASE READ OUT DEFINITION**

*\*An item is defined as delayed if it is delivered 3 working days after the due date, normally the next day (or Monday if posted on Saturday). Any 1<sup>st</sup> class item is defined as lost, 15 days after the due date. PROBE TO PRECODES*

Yes delayed	1	(30)
Yes lost	2	
No	3	
Don't know	4	

Q.5b And thinking about any item of your post, **sent by you**, have any been delayed or lost over the past 12 months? **PROBE TO PRECODES**

Yes delayed	1	(31)
Yes lost	2	
No	3	
Don't know	4	

Q.5c How much does a first class stamp cost?

(32)	(33)	p
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**SHOWCARD H5**

Q.5d How would you rate the price of a first class stamp (36p) in terms of value for money?

Very good	1	(34)
Fairly good	2	
Neither good nor poor	3	
Fairly poor	4	
Very poor	5	
Don't know	6	

Q.5e Over what price would you say a first class stamp becomes expensive?

(35)	(36)	p
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Q.5f And at what price would you feel a first class stamp is so cheap that you would be doubtful of the level of service that could be provided?

(37)	(38)	p
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**SHOWCARD H6**

Q.5g How satisfied or dissatisfied are you with the time of day your mail arrives?

Very satisfied	1	(39)
Fairly satisfied	2	
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	4	
Very dissatisfied	5	
Don't know / Not in	6	

Q.5h Has your household ever received mail for another household?

Yes .....	1	(40)
No.....	2	
Don't know.....	3	

Q.5i Has your mail ever been left on your doorstep?

Yes .....	1	(41)
No.....	2	
Don't know.....	3	

**SHOWCARD H7**

Q.6 Using the scale on this card, from very good to very poor, please rate the following in relation to the postal service?

	VERY GOOD	FAIRLY GOOD	NEITHER GOOD NOR POOR	FAIRLY POOR	VERY POOR	DON'T KNOW	
Your overall experience of the reliability of postal service.....	1	2	3	4	5	6	(42)
Proximity to nearest post box .....	1	2	3	4	5	6	(43)
Proximity to nearest post office .....	1	2	3	4	5	6	(44)
The quality of service provided by the postal delivery staff to your home .....	1	2	3	4	5	6	(45)
The quality of service provided by the staff at your local Callers Office / Delivery office .....	1	2	3	4	5	6	(46)

Q.7 Currently, customers have post delivered to their house 6 days per week (Monday – Saturday) – if this was to reduce to 5 days per week which day would inconvenience you **least**, not to receive a delivery?

Monday.....	1	(47)
Tuesday.....	2	
Wednesday.....	3	
Thursday.....	4	
Friday.....	5	
Saturday.....	6	

**SHOWCARD H8**

Q.8 If you were sending a birthday or greetings card to an address in the Republic of Ireland, which of the following services would you use? **PROMPT:** This would be a standard card weighing 20g or less.

1st Class Mail (36p).....	1	(48)
2 <sup>nd</sup> Class Mail (27p).....	2	
Airsure (£4.70).....	3	
Airmail (50p).....	4	
International signed for (£4.00).....	6	
Don't know.....	7	
None of these.....	8	

Q.9 The basic postal service to the Republic of Ireland is airmail at 50p for a standard greeting card. What do you feel is an acceptable delivery time?

Next day.....	1	(49)
Delivery within 2 days.....	2	
Delivery within 3 days.....	3	
Within 3 – 5 days.....	4	
Within 5 -7 days.....	5	
Don't know.....	6	

Q.10a Over the last twelve months have you complained about Royal Mail or the Post Office?

Yes .....	1	(50)
No.....	2	

**IF YES AT Q.10a ASK:**

Q.10b Who did you initially complain to? **SINGLE CODE**

**IF NO AT Q.10a ASK:**

Q.10c If you wanted to complain, who would you be **most** likely to complain to in the first instance? **SINGLE CODE**

	Q.10b (51)	Q.10c (52)
At my post office.....	1	1
Royal Mail .....	2	2
Consumer Direct .....	3	3
Consumer Line .....	4	4
Citizens Advice Bureau .....	5	5
Local Councillor/MLA.....	6	6
Consumer Focus Post.....	7	7
Postwatch NI .....	8	8
Postal Redress scheme.....	9	9
Solicitor .....	0	0
Other <i>Specify:</i> .....	V	V