

UK surveys of adults and children - for more information visit our website www.gfknop.com



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QS.1 WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES YOUR ROLE WHEN OPENING AND SENDING MAIL IN YOUR HOUSEHOLD?

BASE : ALL ADULTS AGED 16+

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|--------------------------------|------------------------------|-------------------------|--------------------------------|--------------------------|-------------------------------|---------------------------------|------------------------|-------------------------|-------------------------|-------------------------|------------------------|-------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3827 100% | 472 12% | 626 16% | 616 16% | 571 15% | 592 15% | 557 15% | 393 10% | 1098 29% | 1779 46% | 950 25% | 1098 29% | 1187 31% | 1542 40% |
| 3829 100% | 571 15% | 612 16% | 684 18% | 636 17% | 556 15% | 416 11% | 353 9% | 1184 31% | 1876 49% | 769 20% | 1184 31% | 1320 34% | 1325 35% |
| 1378 36% 100% | 109 19% 8% | 204 33% 15% A | 260 38% 19% AD | 182 29% 13% A | 221 40% 16% ABD | 191 46% 14% ABC D | 210 59% 15% ABC DEF | 314 27% 23% H | 663 35% 48% H | 400 52% 29% HI | 314 27% 23% M | 443 34% 32% K | 621 47% 45% KL |
| 2226 58% 100% | 372 65% 17% BCE FG | 359 59% 16% FG | 403 59% 18% FG | 428 67% 19% BCE FG | 318 57% 14% FG | 208 50% 9% G | 137 39% 6% J | 732 62% 33% J | 1148 61% 52% J | 345 45% 16% M | 732 62% 33% M | 831 63% 37% M | 663 50% 30% M |
| 226 6% 100% | 89 16% 40% BCD EFG | 49 8% 22% CDE FG | 21 3% 10% | 25 4% 11% | 17 3% 8% | 17 4% 8% | 7 2% 3% | 138 12% 61% U | 64 3% 28% | 24 3% 17% | 138 12% 61% LM | 47 4% 21% | 41 3% 18% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QS.1 WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES YOUR ROLE WHEN OPENING AND SENDING MAIL IN YOUR HOUSEHOLD?

BASE : ALL ADULTS AGED 16+

| TOTAL (N) | AGE | | | | | | | | | | | | |
|----------------------------------|------------------------|-------------------|-------------------|------------------------|-------------------|------------------------|------------------------|------------------------|-------------------------|------------------------|------------------------|------------------------|------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3827 100% | 472 12% | 626 16% | 616 16% | 571 15% | 592 15% | 557 15% | 393 10% | 1098 29% | 1779 46% | 950 25% | 1098 29% | 1187 31% | 1542 40% |
| 3829 100% | 571 15% | 612 16% | 684 18% | 636 17% | 556 15% | 416 11% | 353 9% | 1184 31% | 1876 49% | 769 20% | 1184 31% | 1320 34% | 1325 35% |
| 1378 36% 100% ADHK | 109 19% 8% | 204 33% 15% | 260 38% 19% | 182 29% 13% | 221 40% 16% | 191 46% 14% N | 210 59% 15% N | 314 27% 23% | 663 35% 48% | 400 52% 29% N | 314 27% 23% | 443 34% 32% | 621 47% 45% N |
| 2226 58% 100% FGJ M | 372 65% 17% N | 359 59% 16% | 403 59% 18% | 428 67% 19% N | 318 57% 14% | 208 50% 9% | 137 39% 6% N | 732 62% 33% N | 1148 61% 32% N | 345 45% 16% | 732 62% 33% N | 831 63% 37% N | 663 50% 30% |
| 226 6% 100% CEG IJLM | 89 16% 40% N | 49 8% 22% | 21 3% 10% | 25 4% 11% | 17 3% 8% | 17 4% 8% | 7 2% 3% | 138 12% 61% N | 64 3% 28% | 24 3% 11% | 138 12% 61% N | 47 4% 21% | 41 3% 18% |

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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QS.1 WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES YOUR ROLE WHEN OPENING AND SENDING MAIL IN YOUR HOUSEHOLD?

BASE : ALL ADULTS AGED 16+

| TOTAL | SEX | | SEX/AGE | | | | | |
|--|------------------------------|------------------------|-------------------------------|--------------------------|-------------------------|-------------------------|-------------------------|----------------------------|
| | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | | | | | | | | |
| 3827 100% | 1764 46% | 2063 54% | 489 13% | 520 14% | 755 20% | 609 16% | 667 17% | 787 21% |
| WEIGHTED TOTAL | | | | | | | | |
| 3829 100% | 1876 49% | 1952 51% | 605 16% | 659 17% | 613 16% | 579 15% | 661 17% | 712 19% |
| I AM RESPONSIBLE FOR OPENING AND SENDING ALL MAIL IN MY HOUSEHOLD | | | | | | | | |
| 1378 36% 100% | 527 28% 38% | 850 44% 62% A | 105 17% 8% | 200 30% 15% C | 222 36% 16% CD | 209 36% 15% C | 243 37% 18% CD | 399 56% 22% CDEFG |
| I AM RESPONSIBLE FOR OPENING AND SENDING SOME MAIL IN MY HOUSEHOLD | | | | | | | | |
| 2226 58% 100% | 1199 64% 54% B | 1027 53% 46% | 414 69% 19% EFG H | 426 65% 19% EFH | 359 59% 16% H | 318 55% 14% H | 405 61% 18% FH | 304 43% 14% |
| I AM NOT RESPONSIBLE FOR OPENING OR SENDING ANY MAIL IN MY HOUSEHOLD | | | | | | | | |
| 226 6% 100% | 150 8% 14% 67% B | 75 4% 33% | 85 14% 38% DEF GH | 33 5% 15% GH | 32 5% 14% GH | 53 9% 23% DEGH | 13 2% 6% | 9 1% 4% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QS.1 WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES YOUR ROLE WHEN OPENING AND SENDING MAIL IN YOUR HOUSEHOLD?

BASE : ALL ADULTS AGED 16+

| TOTAL (I) | SEX | | SEX/AGE | | | | | |
|--|-------------------------|-------------------------|------------------------|------------------------|--------------------|------------------------|------------------------|------------------------|
| | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | | | | | | | | |
| 3827 100% | 1764 46% | 2063 54% | 489 13% | 520 14% | 755 20% | 609 16% | 667 17% | 787 21% |
| WEIGHTED TOTAL | | | | | | | | |
| 3829 100% | 1876 49% | 1952 51% | 605 16% | 659 17% | 613 16% | 579 15% | 661 17% | 712 19% |
| I AM RESPONSIBLE FOR OPENING AND SENDING ALL MAIL IN MY HOUSEHOLD | | | | | | | | |
| 1378 36% 100% ACD | 527 28% 38% | 850 44% 62% I | 105 17% 8% | 200 30% 15% | 222 36% 16% | 209 36% 15% | 243 37% 18% | 399 56% 29% I |
| I AM RESPONSIBLE FOR OPENING AND SENDING SOME MAIL IN MY HOUSEHOLD | | | | | | | | |
| 2226 58% 100% BH | 1199 64% 54% I | 1027 53% 46% I | 414 69% 19% I | 426 65% 19% I | 359 59% 16% | 318 55% 14% | 405 61% 18% | 304 43% 14% |
| I AM NOT RESPONSIBLE FOR OPENING OR SENDING ANY MAIL IN MY HOUSEHOLD | | | | | | | | |
| 226 6% 100% BGH | 150 8% 67% I | 75 4% 33% | 85 14% 38% I | 33 5% 15% | 32 5% 14% | 53 9% 23% I | 13 2% 6% | 9 1% 4% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QS.1 WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES YOUR ROLE WHEN OPENING AND SENDING MAIL IN YOUR HOUSEHOLD?

BASE : ALL ADULTS AGED 16+

| TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|---------------------|-----------------------------|-------------------------------|------------------------|-----------------------------|-----------------------------|--------------------------------|-------------------------|-------------------------|-------------------------|--------------------------|------------------------|------------------------------------|------------------------|-----------------------------|--|
| | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| 3827 100% | 107 3% | 627 16% | 964 25% | 770 20% | 574 15% | 785 21% | 734 19% | 1734 45% | 1359 36% | 3295 86% | 240 6% | 101 3% | 191 5% | 3203 84% | 344 9% |
| 3829 100% | 119* 3% | 652 17% | 1142 30% | 836 22% | 514 13% | 567 15% | 770 20% | 1978 52% | 1081 28% | 3208 84% | 326 9% | 107* 3% | 188 5% | 3206 84% | 344 9% |
| | . | | | | | | | | | | | . | | | |
| 1378 36% 100% | 31 26% 2% | 195 30% 14% | 380 33% 28% | 252 30% 18% | 173 34% 13% | 346 61% 25% ABC DE | 226 29% 16% | 632 32% 46% | 519 48% 38% GH | 1091 34% 79% | 155 48% 11% J | 39 36% 3% | 93 49% 7% JL | 1199 37% 87% O | 93 27% 7% |
| 2226 58% 100% | 87 73% 4% CD EF | 439 67% 20% CD EF | 701 61% 31% F | 512 61% 23% F | 294 57% 13% F | 193 34% 9% | 526 68% 24% HI | 1212 61% 54% I | 487 45% 22% | 1933 60% 87% KM | 159 49% 7% M | 62 57% 3% M | 72 38% 3% | 1869 58% 84% | 202 59% 9% |
| 226 6% 100% | 1 1% . | 17 3% 8% | 62 5% 27% AB | 72 9% 32% AB CF | 47 9% 21% AB CF | 27 5% 12% B | 18 2% 8% | 133 7% 59% G | 74 33% G | 184 6% 82% | 12 4% 5% | 7 6% 3% | 23 12% 10% JK | 138 4% 61% | 49 14% 22% N |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QS.1 WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES YOUR ROLE WHEN OPENING AND SENDING MAIL IN YOUR HOUSEHOLD?

BASE : ALL ADULTS AGED 16+

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|----------------------------|------------------------|---------------------------|----------------------|-------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3827 100% | 1200 31% | 722 19% | 478 12% | 1976 52% | 590 15% | 122 3% | 3176 83% |
| 3829 100% | 1157 30% | 699 18% | 458 12% | 1998 52% | 610 16% | 119 3% | 3155 82% |
| 1378 36% 100% | 406 35% 29% C | 279 40% 20% AC | 127 28% 9% | 728 36% 53% C | 211 35% 15% C | 49 41% 4% C | 1134 36% 82% C |
| 2226 58% 100% | 646 56% 29% | 393 56% 18% | 253 55% 11% | 1165 58% 52% | 383 63% 17% ABCG | 64 54% 3% | 1811 57% 81% |
| 226 6% 100% | 104 9% 46% BDEG | 26 4% 12% | 78 17% 34% ABDEFG | 106 5% 47% E | 16 3% 7% | 6 5% 3% | 210 7% 93% BE |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
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NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QS.1 WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES YOUR ROLE WHEN OPENING AND SENDING MAIL IN YOUR HOUSEHOLD?

BASE : ALL ADULTS AGED 16+

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------|---------------------------|-------------------------|------------------------|------------------------|-----------------|---------------------------|--------------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3827 100% | 578 15% | 622 16% | 1276 33% | 700 18% | 59 2% | 441 12% | 90 2% |
| 3829 100% | 547 14% | 610 16% | 1289 34% | 709 19% | 62* 2% | 457 12% | 91* 2% |
| 1378 36% 100% | 166 30% 12% | 241 39% 17% AF | 484 38% 35% A | 244 34% 18% | 27 44% 2% | 147 32% 11% | 37 41% 3% |
| 2226 58% 100% | 302 55% 14% | 345 56% 15% | 730 57% 33% | 435 61% 20% A | 35 56% 2% | 301 66% 14% ABCG | 48 52% 2% |
| 226 6% 100% | 79 15% 35% BCDEF | 25 4% 11% | 76 6% 34% F | 30 4% 13% | - - - | 10 2% 4% | 6 6% 3% F |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



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NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QS.1 WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES YOUR ROLE WHEN OPENING AND SENDING MAIL IN YOUR HOUSEHOLD?

BASE : ALL ADULTS AGED 16+

| TOTAL (T) | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|----------------------------------|----------------------|------------------------|-------------------|----------------------|----------------------|------------------------|------------------------|-------------------------|------------------------|--------------------|------------------------|------------------------------------|-----------------------|-----------------------------|--|
| | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| 3827 100% | 107 3% | 627 16% | 964 25% | 770 20% | 574 15% | 785 21% | 734 19% | 1734 45% | 1359 36% | 3295 86% | 240 6% | 101 3% | 191 5% | 3203 84% | 344 9% |
| 3829 100% | 119* 3% | 652 17% | 1142 30% | 836 22% | 514 13% | 567 15% | 770 20% | 1978 52% | 1081 28% | 3208 84% | 326 9% | 107* 3% | 188 5% | 3206 84% | 344 9% |
| | . | | | | | | | | | | | . | | | |
| 1378 36% 100% BDG HO | 31 26% 2% | 195 30% 14% | 380 33% 28% | 252 30% 18% | 173 34% 13% | 346 61% 25% T | 226 29% 16% | 632 32% 46% | 519 48% 38% T | 1091 34% 79% | 155 48% 11% T | 39 36% 3% | 93 49% 7% T | 1199 37% 87% | 93 27% 7% |
| 2226 58% 100% FIK M | 87 73% 4% T | 439 67% 20% T | 701 61% 31% | 512 61% 23% | 294 57% 13% | 193 34% 9% | 526 68% 24% T | 1212 61% 54% T | 487 45% 22% | 1933 60% 87% | 159 49% 7% | 62 57% 3% | 72 38% 3% | 1869 58% 84% | 202 59% 9% |
| 226 6% 100% ABG N | 1 1% . | 17 3% 8% | 62 5% 27% | 72 9% 32% T | 47 9% 21% T | 27 5% 12% | 18 2% 8% | 133 7% 59% | 74 7% 33% | 184 6% 82% | 12 4% 5% | 7 6% 3% | 23 12% 10% T | 138 4% 61% | 49 14% 22% T |

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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QS.1 WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES YOUR ROLE WHEN OPENING AND SENDING MAIL IN YOUR HOUSEHOLD?

BASE : ALL ADULTS AGED 16+

| TOTAL (H) | URBAN | | | | | | |
|--------------------------|----------------------------------|---|-----------------------|--------------------|------------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3827 100% | 1200 31% | 722 19% | 478 12% | 1976 52% | 590 15% | 122 3% | 3176 83% |
| 3829 100% | 1157 30% | 699 18% | 458 12% | 1998 52% | 610 16% | 119 3% | 3155 82% |
| 1378 36% 100% C | 406 35% 29% | 279 40% 20% | 127 28% 9% | 728 36% 53% | 211 35% 15% | 49 41% 4% | 1134 36% 82% |
| 2226 58% 100% | 646 56% 29% | 393 54% 18% | 253 55% 11% | 1165 58% 52% | 383 63% 17% H | 64 54% 3% | 1811 57% 81% |
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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



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NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QS.1 WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES YOUR ROLE WHEN OPENING AND SENDING MAIL IN YOUR HOUSEHOLD?

BASE : ALL ADULTS AGED 16+

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|--|--------------------------|-----------------------|-------------------|-------------------|-------------------|-----------------|------------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3827 100% | 578 15% | 622 16% | 1276 33% | 700 18% | 59 2% | 90 2% |
| WEIGHTED TOTAL | 3829 100% | 547 14% | 610 16% | 1289 34% | 709 19% | 62* 2% | 91* 2% |
| I AM RESPONSIBLE FOR OPENING AND SENDING ALL MAIL IN MY HOUSEHOLD | 1378 36% 100% A | 166 30% 12% | 241 39% 17% | 484 38% 35% | 244 34% 18% | 27 44% 2% | 37 41% 3% |
| I AM RESPONSIBLE FOR OPENING AND SENDING SOME MAIL IN MY HOUSEHOLD | 2226 58% 100% | 302 55% 14% | 345 56% 15% | 730 57% 33% | 435 61% 20% | 35 56% 2% | 301 66% 14% H |
| I AM NOT RESPONSIBLE FOR OPENING OR SENDING ANY MAIL IN MY HOUSEHOLD | 226 6% 100% F | 79 15% 35% H | 25 4% 11% | 76 6% 34% | 30 4% 13% | - - - | 10 2% 4% |



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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
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NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QS.1 WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES YOUR ROLE WHEN OPENING AND SENDING MAIL IN YOUR HOUSEHOLD?

BASE : ALL ADULTS AGED 16+

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|--|---------------------|--------------------------------|-------------------------|--------------------------|-------------------------|-------------------------|----------------------------|-------------------------------|---------------------------------|---------------------------------|--------------------------------|---------------------------|---------------------------------|--------------------------|--------------------------------|-------------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3827 100% | 363 9% | 371 10% | 844 22% | 890 23% | 557 15% | 802 21% | 143 4% | 522 14% | 433 11% | 247 6% | 575 15% | 365 10% | 344 9% | 637 17% | 561 15% |
| WEIGHTED TOTAL | 3829 100% | 392 10% | 379 10% | 1010 26% | 967 25% | 474 12% | 606 16% | 162 4% | 639 17% | 383 10% | 305 8% | 731 19% | 284 7% | 303 8% | 608 16% | 413 11% |
| I AM RESPONSIBLE FOR OPENING AND SENDING ALL MAIL IN MY HOUSEHOLD | 1378 36% 100% | 81 21% 6% | 145 38% 11% AC | 256 25% 19% | 376 39% 27% AC | 190 40% 14% AC | 329 54% 24% ABCDE | 37 23% 3% | 144 22% 10% | 133 35% 10% GHJ | 81 26% 6% | 230 32% 17% H | 131 46% 10% GHIJK M | 108 36% 8% GHJ | 258 42% 19% GHIJ K | 255 62% 18% GHIJKLMN |
| I AM RESPONSIBLE FOR OPENING AND SENDING SOME MAIL IN MY HOUSEHOLD | 2226 58% 100% | 300 77% 13% BCDE F | 226 60% 10% EF | 655 65% 20% DEF | 557 58% 25% EF | 243 51% 11% F | 244 40% 11% | 118 73% 5% ILMN O | 411 64% 16% ILNO | 202 53% 9% O | 217 71% 10% ILMN O | 470 64% 21% ILNO | 143 50% 6% O | 191 63% 9% ILNO | 331 54% 15% O | 142 34% 6% |
| I AM NOT RESPONSIBLE FOR OPENING OR SENDING ANY MAIL IN MY HOUSEHOLD | 226 6% 100% | 10 3% 5% | 8 2% 3% | 99 10% 44% ABDF | 34 4% 15% | 41 9% 18% ABDF | 33 5% 15% AB | 6 4% 3% | 84 13% 37% GJKL MNO | 47 12% 21% GJKLM NO | 7 2% 3% | 30 4% 13% M | 10 3% 4% | 4 1% 2% | 19 3% 9% | 17 4% 8% M |

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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QS.1 WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES YOUR ROLE WHEN OPENING AND SENDING MAIL IN YOUR HOUSEHOLD?

BASE : ALL ADULTS AGED 16+

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|--|---------------------------------|------------------------|-----------------------|------------------------|-------------------------|----------------------|------------------------|-----------------------|------------------------|-----------------------|------------------------|------------------------|------------------------|--------------------|------------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3827 100% | 363 9% | 371 10% | 844 22% | 890 23% | 557 15% | 802 21% | 143 4% | 522 14% | 433 11% | 247 6% | 575 15% | 365 10% | 344 9% | 637 17% | 561 15% |
| WEIGHTED TOTAL | 3829 100% | 392 10% | 379 10% | 1010 26% | 967 25% | 474 12% | 606 16% | 162 4% | 639 17% | 383 10% | 305 8% | 731 19% | 284 7% | 303 8% | 608 16% | 413 11% |
| I AM RESPONSIBLE FOR OPENING AND SENDING ALL MAIL IN MY HOUSEHOLD | 1378 36% 100% ACGHJ | 81 21% 6% | 145 38% 11% | 256 25% 19% | 376 39% 27% | 190 40% 14% | 329 54% 24% P | 37 23% 3% | 144 22% 10% | 133 35% 10% | 81 26% 6% | 230 32% 17% | 131 46% 10% P | 108 36% 8% | 258 42% 19% P | 255 62% 18% P |
| I AM RESPONSIBLE FOR OPENING AND SENDING SOME MAIL IN MY HOUSEHOLD | 2226 58% 100% EFLO | 300 77% 13% P | 226 60% 10% | 655 65% 29% P | 557 58% 25% | 243 51% 11% | 244 40% 11% | 118 73% 5% P | 411 64% 18% P | 202 53% 9% | 217 71% 10% P | 470 64% 21% | 143 50% 6% | 191 63% 9% | 331 54% 15% | 142 34% 6% |
| I AM NOT RESPONSIBLE FOR OPENING OR SENDING ANY MAIL IN MY HOUSEHOLD | 226 6% 100% ABDJM N | 10 3% 5% | 8 2% 3% | 99 10% 44% P | 34 4% 15% | 41 9% 18% P | 33 5% 15% | 6 4% 3% | 84 13% 37% P | 47 12% 21% P | 7 2% 3% | 30 4% 13% | 10 3% 4% | 4 1% 2% | 19 3% 9% | 17 4% 8% |

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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QS.1 WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES YOUR ROLE WHEN OPENING AND SENDING MAIL IN YOUR HOUSEHOLD?

BASE : ALL ADULTS AGED 16+

| TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---------------------|-----------------------------|----------------------------|----------------------|--|------------------------|--------------------------|-------------------------|------------------------------------|-------------------------|--------------------------|
| | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| 3827 100% | 676 18% | 2919 76% | 186 5% | 2766 72% | 1061 28% | 351 9% | 562 15% | 2879 75% | 597 16% | 386 10% |
| 3829 100% | 564 15% | 3021 79% | 158 4% | 2910 76% | 919 24% | 293 8% | 530 14% | 2981 78% | 556 15% | 319 8% |
| 1378 36% 100% | 318 56% 23% B | 1051 35% 76% | 87 55% 6% B | 841 29% 61% | 536 58% 39% D | 157 54% 11% GHI | 230 43% 17% H | 979 33% 71% | 241 43% 17% H | 168 53% 12% GHI |
| 2226 58% 100% | 246 44% 11% | 1970 65% 88% AC | 71 45% 3% | 1885 65% 85% E | 341 37% 15% | 115 39% 5% | 263 50% 12% FJ | 1835 62% 92% FGU | 276 30% 12% FJ | 128 40% 6% |
| 226 6% 100% | - - - | - - - | - - - | 184 6% 82% | 42 5% 18% | 21 7% 9% | 36 7% 16% | 167 6% 74% | 38 7% 17% | 23 7% 10% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QS.1 WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES YOUR ROLE WHEN OPENING AND SENDING MAIL IN YOUR HOUSEHOLD?

BASE : ALL ADULTS AGED 16+

| TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|------------------------------------|------------------------------|-----------------------------|----------------------|--|------------------------|------------------------|------------------------|------------------------------------|------------------------|------------------------|
| | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| 3827 100% | 676 18% | 2919 76% | 186 5% | 2766 72% | 1061 28% | 351 9% | 562 15% | 2879 75% | 597 16% | 386 10% |
| 3829 100% | 564 15% | 3021 79% | 158 4% | 2910 76% | 919 24% | 293 8% | 530 14% | 2981 78% | 556 15% | 319 8% |
| 1378 36% 100% DH | 318 56% 23% K | 1051 35% 76% | 87 55% 6% K | 841 29% 61% | 536 58% 39% K | 157 54% 11% K | 230 43% 17% K | 979 33% 71% | 241 43% 17% K | 168 53% 12% K |
| 2226 58% 100% ACEFG IJ | 246 44% 11% | 1970 65% 88% K | 71 45% 3% | 1885 65% 85% K | 341 37% 15% | 115 39% 5% | 263 50% 12% | 1835 62% 92% K | 276 30% 12% | 128 40% 6% |
| 226 6% 100% | - - - | - - - | - - - | 184 6% 82% | 42 5% 18% | 21 7% 9% | 36 7% 16% | 167 6% 74% | 38 7% 17% | 23 7% 10% |
| ABC | | | | | | | | | | |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QS.1 WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES YOUR ROLE WHEN OPENING AND SENDING MAIL IN YOUR HOUSEHOLD?

BASE : ALL ADULTS AGED 16+

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|--|---------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3827 100% | 652 17% | 82 2% | 1395 36% | 339 9% | 719 19% | 640 17% | 850 22% | 248 6% | 1013 26% | 174 5% | 903 24% | 639 17% |
| WEIGHTED TOTAL | 3829 100% | 692 18% | 79* 2% | 1630 43% | 348 9% | 588 15% | 492 13% | 948 25% | 236 6% | 1157 30% | 163 4% | 805 21% | 520 14% |
| I AM RESPONSIBLE FOR OPENING AND SENDING ALL MAIL IN MY HOUSEHOLD | 1378 36% 100% | 181 26% 13% | 45 57% 3% | 450 28% 33% | 182 52% 13% | 209 36% 15% | 310 63% 22% | 211 22% 15% | 103 44% 7% | 355 31% 26% | 87 53% 6% | 275 34% 20% | 346 67% 25% |
| I AM RESPONSIBLE FOR OPENING AND SENDING SOME MAIL IN MY HOUSEHOLD | 2226 58% 100% | 493 71% 22% | 33 42% 7% | 1062 65% 48% | 150 43% 7% | 329 56% 15% | 158 32% 7% | 616 65% 28% | 116 49% 5% | 764 66% 34% | 67 41% 3% | 505 63% 23% | 158 30% 7% |
| I AM NOT RESPONSIBLE FOR OPENING OR SENDING ANY MAIL IN MY HOUSEHOLD | 226 6% 100% | 17 2% 8% | 1 1% * | 117 7% 52% | 16 5% 7% | 50 8% 22% | 25 5% 11% | 121 13% 54% | 16 7% 7% | 37 3% 17% | 9 6% 4% | 25 3% 11% | 16 3% 7% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L

* SMALL BASE



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QS.1 WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES YOUR ROLE WHEN OPENING AND SENDING MAIL IN YOUR HOUSEHOLD?

BASE : ALL ADULTS AGED 16+

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|--|-----------------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3827 100% | 652 17% | 82 2% | 1395 36% | 339 9% | 719 19% | 640 17% | 850 22% | 248 6% | 1013 26% | 174 5% | 903 24% | 639 17% |
| WEIGHTED TOTAL | 3829 100% | 692 18% | 79* 2% | 1630 43% | 348 9% | 588 15% | 492 13% | 948 25% | 236 6% | 1157 30% | 163 4% | 805 21% | 520 14% |
| I AM RESPONSIBLE FOR OPENING AND SENDING ALL MAIL IN MY HOUSEHOLD | 1378 36% 100% ACGI | 181 26% 13% | 45 57% 3% M | 450 28% 33% | 182 52% 13% M | 209 36% 15% | 310 63% 22% M | 211 22% 15% | 103 44% 7% M | 355 31% 26% | 87 53% 6% M | 275 34% 20% | 346 67% 25% M |
| I AM RESPONSIBLE FOR OPENING AND SENDING SOME MAIL IN MY HOUSEHOLD | 2226 58% 100% BDFH JL | 493 71% 22% M | 33 42% 1% | 1062 65% 48% M | 150 43% 7% | 329 56% 15% | 158 32% 7% | 616 65% 28% M | 116 49% 5% | 764 66% 34% M | 67 41% 3% | 505 63% 23% M | 158 30% 7% |
| I AM NOT RESPONSIBLE FOR OPENING OR SENDING ANY MAIL IN MY HOUSEHOLD | 226 6% 100% AJKL | 17 2% 8% | 1 1% * | 117 7% 52% | 16 5% 7% | 50 8% 22% M | 25 5% 11% | 121 13% 54% M | 16 7% 7% | 37 3% 17% | 9 6% 4% | 25 3% 11% | 16 3% 7% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.1 APPROXIMATELY HOW MANY LETTERS AND CARDS, DO YOU PERSONALLY SEND IN AN AVERAGE MONTH? THIS SHOULD EXCLUDE ANY ITEMS YOU SEND FROM HOME IN CONNECTION WITH RUNNING A BUSINESS, IF YOU DO THIS FROM HOME. WE WILL ASK ABOUT PARCELS SEPARATELY.

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | | |
|---------------------|--------------------------------|--------------------------------|-------------------------|--------------------------|--------------------------------|-----------------------------|-------------------------|------------------------|------------------------|------------------------|-------------------------|------------------------|-------------------------|--|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) | |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% | |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% | |
| 847 24% 100% | 158 33% 19% CDE FG | 167 30% 20% CDE FG | 158 24% 19% EF | 130 21% 15% | 93 17% 11% | 71 18% 8% | 70 20% 8% | 325 31% 38% I | 381 21% 45% | 141 19% 17% | 325 31% 38% LM | 288 23% 34% M | 234 18% 28% | |
| 1042 29% 100% | 161 33% 15% EF | 174 31% 17% F | 210 32% 20% F | 168 27% 16% | 142 26% 14% | 95 24% 9% | 92 27% 9% | 335 32% 32% | 520 29% 50% | 188 25% 18% | 335 32% 32% M | 377 30% 36% M | 330 26% 32% | |
| 693 19% 100% | 58 12% 8% | 102 18% 15% A | 128 19% 18% A | 115 19% 17% A | 137 25% 20% ABC DG | 88 22% 13% A | 66 19% 9% A | 160 15% 23% | 380 21% 55% H | 154 21% 22% H | 160 15% 23% | 243 19% 35% K | 290 23% 42% KL | |
| 493 14% 100% | 22 5% 4% | 40 7% 8% | 87 13% 18% AB | 114 19% 23% ABC | 90 17% 18% AB | 76 19% 15% ABC | 64 18% 13% ABC | 62 6% 13% H | 291 16% 59% H | 140 19% 28% H | 62 6% 13% K | 201 16% 41% K | 230 18% 47% K | |
| 184 5% 100% | 5 1% 3% | 22 4% 12% A | 29 4% 16% A | 28 5% 15% A | 38 7% 21% AB | 35 9% 19% ABC D | 26 7% 14% AB | 28 3% 15% | 96 5% 52% H | 61 8% 33% HI | 28 3% 15% | 58 5% 31% K | 99 8% 54% KL | |
| 27 1% 100% | 2 - 9% | - - - | 5 1% 19% | 8 1% 30% B | 3 1% 12% | 6 2% 23% B | 2 1% 7% | 2 - 9% | 17 1% 61% | 8 1% 30% H | 2 - 9% | 13 1% 49% K | 11 1% 42% | |
| 296 8% 100% | 73 15% 24% BCD EFG | 54 10% 18% | 43 6% 14% | 44 7% 15% | 34 6% 12% | 25 6% 9% | 23 7% 8% | 127 12% 43% I | 121 7% 41% | 49 7% 16% | 127 12% 43% LM | 87 7% 29% | 83 6% 28% | |
| 18 1% 100% | 2 - 11% | 4 1% 24% | 4 1% 21% | 2 - 11% | 1 - 3% | 2 - 11% | 3 1% 18% | 6 1% 35% | 7 1% 36% | 5 1% 28% | 6 1% 35% | 6 1% 33% | 6 1% 32% | |
| 2 - 100% | - - - | - - - | - - - | 1 - 53% | - - - | - - - | 1 - 47% | - - - | 1 - 53% | 1 - 47% | - - - | 1 - 53% | 1 - 47% | |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.1 APPROXIMATELY HOW MANY LETTERS AND CARDS, DO YOU PERSONALLY SEND IN AN AVERAGE MONTH? THIS SHOULD EXCLUDE ANY ITEMS YOU SEND FROM HOME IN CONNECTION WITH RUNNING A BUSINESS, IF YOU DO THIS FROM HOME. WE WILL ASK ABOUT PARCELS SEPARATELY.

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | | |
|---------------------|--------------------------------|-------------------------------|-------------------------------|--------------------------|--------------------------|-------------------------------|--------------------------|------------------------|-------------------------|-------------------------|-------------------------|------------------------|-------------------------|--|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) | |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% | |
| 1889 52% 100% | 320 66% 17% CDE FG | 341 60% 18% DEF G | 367 55% 19% DEF G | 298 49% 16% F | 236 44% 12% | 166 42% 9% | 162 47% 9% | 660 63% 35% J | 901 50% 48% J | 328 44% 17% | 660 63% 35% LM | 665 52% 35% M | 564 44% 30% | |
| 2583 72% 100% | 378 78% 15% DEF G | 443 79% 17% DEF G | 495 75% 19% DFG | 413 68% 16% | 372 69% 14% | 254 64% 10% | 228 66% 9% | 820 78% 32% J | 1280 71% 50% J | 482 65% 19% | 820 78% 32% LM | 908 71% 35% M | 854 67% 33% | |
| 493 14% 100% | 22 5% 4% | 40 7% 8% | 87 13% 18% AB | 114 19% 23% ABC | 90 17% 18% AB | 76 19% 15% ABC | 64 18% 13% ABC | 62 6% 13% | 291 16% 59% H | 140 19% 28% H | 62 6% 13% | 201 16% 41% K | 230 18% 47% K | |
| 211 6% 100% | 8 2% 4% | 22 4% 11% A | 34 5% 16% A | 36 6% 17% A | 41 8% 20% AB | 41 10% 19% ABC D | 28 8% 13% AB | 30 3% 14% | 112 6% 53% H | 69 9% 33% HI | 30 3% 14% | 71 6% 34% K | 110 9% 52% KL | |
| 1397 39% 100% | 88 18% 6% | 164 29% 12% A | 249 38% 18% AB | 266 43% 19% AB | 268 50% 19% ABC | 205 51% 15% ABC D | 157 45% 11% ABC | 252 24% 18% | 783 43% 56% H | 363 49% 26% HI | 252 24% 18% | 514 40% 37% K | 631 49% 45% KL | |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.1 APPROXIMATELY HOW MANY LETTERS AND CARDS, DO YOU PERSONALLY SEND IN AN AVERAGE MONTH? THIS SHOULD EXCLUDE ANY ITEMS YOU SEND FROM HOME IN CONNECTION WITH RUNNING A BUSINESS, IF YOU DO THIS FROM HOME. WE WILL ASK ABOUT PARCELS SEPARATELY.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (N) | AGE | | | | | | | | | | | | |
|---|--------------------------------|------------------------|------------------------|-------------------|------------------------|------------------------|-----------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|-------------------|------------------------|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| UNWEIGHTED TOTAL | 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| WEIGHTED TOTAL | 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| I DON'T ALWAYS SEND ITEMS EACH MONTH | 847 24% 100% EFJ M | 158 33% 19% N | 167 30% 20% N | 158 24% 19% | 130 21% 15% | 93 17% 11% | 71 18% 8% | 70 20% 8% | 325 31% 38% N | 381 21% 45% | 141 19% 17% | 325 31% 38% N | 288 23% 34% | 234 18% 28% |
| 1 OR 2 ITEMS PER MONTH | 1042 29% 100% FJM | 161 33% 15% | 174 31% 17% | 210 32% 20% | 168 27% 16% | 142 26% 14% | 95 24% 9% | 92 27% 9% | 335 32% 32% | 520 29% 50% | 188 25% 18% | 335 32% 32% | 377 30% 36% | 330 26% 32% |
| 3 OR 4 ITEMS PER MONTH | 693 19% 100% AHK | 58 12% 8% | 102 18% 15% | 128 19% 18% | 115 19% 17% | 137 25% 20% N | 88 22% 13% | 66 19% 9% | 160 15% 23% | 380 21% 55% | 154 21% 22% | 160 15% 23% | 243 19% 35% | 290 23% 42% N |
| 5-10 ITEMS PER MONTH | 493 14% 100% ABHK | 22 5% 4% | 40 7% 8% | 87 13% 18% | 114 19% 23% N | 90 17% 18% | 76 19% 15% N | 64 18% 13% N | 62 6% 13% | 291 16% 59% N | 140 19% 28% N | 62 6% 13% | 201 16% 41% | 230 18% 47% N |
| 10-20 ITEMS PER MONTH | 184 5% 100% AHK | 5 1% 3% | 22 4% 12% | 29 4% 16% | 28 5% 15% | 38 7% 21% | 35 9% 19% N | 26 7% 14% | 28 3% 15% | 96 5% 52% | 61 8% 33% N | 28 3% 15% | 58 5% 31% | 99 8% 54% N |
| 20+ (WRITE IN NUMBER) | 27 1% 100% | 2 9% | - - | 5 1% 19% | 8 1% 30% | 3 1% 12% | 6 2% 23% | 2 1% 7% | 2 9% | 17 1% 61% | 8 1% 30% | 2 9% | 13 1% 49% | 11 1% 42% |
| NONE/DON'T SEND MAIL | 296 8% 100% M | 73 15% 24% N | 54 10% 18% | 43 6% 14% | 44 7% 15% | 34 6% 12% | 25 6% 9% | 23 7% 8% | 127 12% 43% N | 121 7% 41% | 49 7% 16% | 127 12% 43% N | 87 7% 29% | 83 6% 28% |
| DON'T KNOW | 18 1% 100% | 2 11% | 4 1% 24% | 4 1% 21% | 2 1% 11% | 1 3% | 2 1% 11% | 3 1% 18% | 6 1% 35% | 7 36% | 5 1% 35% | 6 1% 35% | 6 33% | 6 32% |
| REFUSED | 2 100% | - - | - - | - - | 1 53% | - - | - - | 1 47% | - - | 1 53% | 1 47% | - - | 1 53% | 1 47% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.1 APPROXIMATELY HOW MANY LETTERS AND CARDS, DO YOU PERSONALLY SEND IN AN AVERAGE MONTH? THIS SHOULD EXCLUDE ANY ITEMS YOU SEND FROM HOME IN CONNECTION WITH RUNNING A BUSINESS, IF YOU DO THIS FROM HOME. WE WILL ASK ABOUT PARCELS SEPARATELY.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (N) | AGE | | | | | | | | | | | | |
|----------------------|----------------------------------|------------------------|------------------------|-------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|-------------------|------------------------|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| WEIGHTED TOTAL | 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| LESS THAN 2 ITEMS | 1889 52% 100% EFG JM | 320 66% 17% N | 341 60% 18% N | 367 55% 19% | 298 49% 16% | 236 44% 12% | 166 42% 9% | 162 47% 9% | 660 63% 35% N | 901 50% 48% | 328 44% 17% | 660 63% 35% N | 665 52% 35% | 564 44% 30% |
| LESS THAN 5 ITEMS | 2583 72% 100% FGJ M | 378 78% 15% N | 443 79% 17% N | 495 75% 19% | 413 68% 16% | 372 69% 14% | 254 64% 10% | 228 66% 9% | 820 78% 32% N | 1280 71% 50% | 482 65% 19% | 820 78% 32% N | 908 71% 35% | 854 67% 33% |
| 5 TO 10 ITEMS | 493 14% 100% ABHK | 22 5% 4% | 40 7% 8% | 87 13% 18% | 114 19% 23% N | 90 17% 18% | 76 19% 15% N | 64 18% 13% N | 62 6% 13% | 291 16% 59% N | 140 19% 28% N | 62 6% 13% | 201 16% 41% | 230 18% 47% N |
| 10 OR MORE ITEMS | 211 6% 100% AHK | 8 2% 4% | 22 4% 11% | 34 5% 16% | 36 6% 17% | 41 8% 20% | 41 10% 19% N | 28 8% 13% N | 30 3% 14% | 112 6% 53% | 69 9% 33% N | 30 3% 14% | 71 6% 34% | 110 9% 52% N |
| SEND 3 OR MORE ITEMS | 1397 39% 100% ABHK | 88 18% 6% | 164 29% 12% | 249 38% 18% | 266 43% 19% | 268 50% 19% N | 205 51% 15% N | 157 45% 11% N | 252 24% 18% | 783 43% 56% N | 363 49% 26% N | 252 24% 18% | 514 40% 37% | 631 49% 45% N |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.1 APPROXIMATELY HOW MANY LETTERS AND CARDS, DO YOU PERSONALLY SEND IN AN AVERAGE MONTH? THIS SHOULD EXCLUDE ANY ITEMS YOU SEND FROM HOME IN CONNECTION WITH RUNNING A BUSINESS, IF YOU DO THIS FROM HOME. WE WILL ASK ABOUT PARCELS SEPARATELY.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEX | | SEX/AGE | | | | | |
|---|---------------------|------------------------|------------------------|-------------------------------|-------------------------|-------------------------|-------------------------------|--------------------------|--------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| I DON'T ALWAYS SEND ITEMS EACH MONTH | 847 24% 100% | 410 24% 48% | 436 23% 52% | 161 31% 19% DEG H | 143 23% 17% | 106 18% 13% | 164 31% 19% DEG H | 145 22% 17% | 128 18% 15% |
| 1 OR 2 ITEMS PER MONTH | 1042 29% 100% | 518 30% 50% | 525 28% 50% | 170 33% 16% EH | 201 32% 19% EH | 147 26% 14% | 165 31% 16% E | 176 27% 17% | 183 26% 18% |
| 3 OR 4 ITEMS PER MONTH | 693 19% 100% | 273 16% 39% | 421 22% 61% A | 70 13% 10% | 81 13% 12% | 122 21% 18% CD | 90 17% 13% | 162 25% 23% CDF | 168 24% 24% CDF |
| 5-10 ITEMS PER MONTH | 493 14% 100% | 232 13% 47% | 261 14% 53% | 21 4% 4% | 99 16% 20% CF | 111 19% 23% CF | 41 8% 8% C | 102 16% 21% CF | 119 17% 24% CF |
| 10-20 ITEMS PER MONTH | 184 5% 100% | 82 5% 44% | 103 5% 56% | 12 2% 6% | 29 5% 16% | 41 7% 22% CF | 16 3% 9% | 29 4% 16% | 58 8% 32% CDFG |
| 20+ (WRITE IN NUMBER) | 27 1% 100% | 16 1% 58% | 11 1% 42% | 2 . 9% | 7 1% 26% F | 6 1% 23% F | - - - | 6 1% 23% F | 5 1% 19% |
| NONE/DON'T SEND MAIL | 296 8% 100% | 186 11% 63% B | 111 6% 37% | 77 15% 26% DEF GH | 63 10% 21% GH | 45 8% 15% G | 50 9% 17% GH | 23 4% 8% | 38 5% 13% |
| DON'T KNOW | 18 1% 100% | 10 1% 57% | 8 . 43% | 5 1% 29% | 2 . 10% | 3 1% 17% | 1 . 6% | 4 1% 23% | 3 . 15% |
| REFUSED | 2 . 100% | - . - | 2 . 100% | - . - | - . - | - . - | - . - | 1 . 53% | 1 . 47% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.1 APPROXIMATELY HOW MANY LETTERS AND CARDS, DO YOU PERSONALLY SEND IN AN AVERAGE MONTH? THIS SHOULD EXCLUDE ANY ITEMS YOU SEND FROM HOME IN CONNECTION WITH RUNNING A BUSINESS, IF YOU DO THIS FROM HOME. WE WILL ASK ABOUT PARCELS SEPARATELY.

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | SEX | | SEX/AGE | | | | | |
|---------------------|--------------------|-------------------------|-------------------------------|-------------------------|--------------------------|-------------------------------|--------------------------|--------------------------|
| | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| 1889 52% 100% | 928 54% 49% | 961 51% 51% | 332 64% 18% DEG H | 344 55% 18% EH | 253 43% 13% | 328 62% 17% DEG H | 321 50% 17% E | 311 44% 16% |
| 2583 72% 100% | 1201 70% 47% | 1382 74% 53% A | 402 77% 16% DEH | 425 68% 16% | 375 64% 15% | 419 80% 16% DEH | 483 75% 19% DEH | 480 68% 19% |
| 493 14% 100% | 232 13% 47% | 261 14% 53% | 21 4% 4% | 99 16% 20% CF | 111 19% 23% CF | 41 8% 8% C | 102 16% 21% CF | 119 17% 24% CF |
| 211 6% 100% | 97 6% 46% | 114 6% 54% | 14 3% 7% | 36 6% 17% CF | 47 8% 22% CF | 16 3% 7% | 35 5% 17% C | 63 9% 30% CDFG |
| 1397 39% 100% | 602 35% 43% | 796 42% 57% A | 106 20% 8% | 216 35% 15% CF | 280 48% 20% CDF | 147 28% 10% C | 298 46% 21% CDF | 351 50% 25% CDF |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.1 APPROXIMATELY HOW MANY LETTERS AND CARDS, DO YOU PERSONALLY SEND IN AN AVERAGE MONTH? THIS SHOULD EXCLUDE ANY ITEMS YOU SEND FROM HOME IN CONNECTION WITH RUNNING A BUSINESS, IF YOU DO THIS FROM HOME. WE WILL ASK ABOUT PARCELS SEPARATELY.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|---|---------------------------|------------------------|------------------------|------------------------|----------------------|------------------------|------------------------|------------------------|------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| I DON'T ALWAYS SEND ITEMS EACH MONTH | 847 24% 100% EH | 410 24% 48% | 436 23% 52% | 161 31% 19% I | 143 23% 17% | 106 18% 13% | 164 31% 19% I | 145 22% 17% | 128 18% 15% |
| 1 OR 2 ITEMS PER MONTH | 1042 29% 100% | 518 30% 50% | 525 28% 50% | 170 33% 16% | 201 32% 19% | 147 25% 14% | 165 31% 16% | 176 27% 17% | 183 26% 18% |
| 3 OR 4 ITEMS PER MONTH | 693 19% 100% ACD | 273 16% 39% | 421 22% 61% I | 70 13% 10% | 81 13% 12% | 122 21% 18% | 90 17% 13% | 162 25% 23% I | 168 24% 24% |
| 5-10 ITEMS PER MONTH | 493 14% 100% CF | 232 13% 47% | 261 14% 53% | 21 4% 4% | 99 16% 20% | 111 19% 23% I | 41 8% 8% | 102 16% 21% | 119 17% 24% I |
| 10-20 ITEMS PER MONTH | 184 5% 100% CF | 82 5% 44% | 103 5% 56% | 12 2% 6% | 29 5% 16% | 41 7% 22% | 16 3% 9% | 29 4% 16% | 58 8% 32% I |
| 20+ (WRITE IN NUMBER) | 27 1% 100% | 16 1% 58% | 11 1% 42% | 2 * 9% | 7 1% 26% | 6 1% 23% | - - - | 6 1% 23% | 5 1% 19% |
| NONE/DON'T SEND MAIL | 296 8% 100% BGH | 186 11% 63% I | 111 6% 37% | 77 15% 26% I | 63 10% 21% | 45 8% 15% | 50 9% 17% | 23 4% 8% | 38 5% 13% |
| DON'T KNOW | 18 1% 100% | 10 1% 57% | 8 * 43% | 5 1% 29% | 2 10% | 3 1% 17% | 1 * 6% | 4 1% 23% | 3 * 15% |
| REFUSED | 2 100% | - - | 2 100% | - - | - - | - - | - - | 1 53% | 1 47% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.1 APPROXIMATELY HOW MANY LETTERS AND CARDS, DO YOU PERSONALLY SEND IN AN AVERAGE MONTH? THIS SHOULD EXCLUDE ANY ITEMS YOU SEND FROM HOME IN CONNECTION WITH RUNNING A BUSINESS, IF YOU DO THIS FROM HOME. WE WILL ASK ABOUT PARCELS SEPARATELY.

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (I) | SEX | | SEX/AGE | | | | | |
|----------------------------|--------------------|------------------------|------------------------|----------------------|------------------------|------------------------|------------------------|------------------------|
| | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| 1889 52% 100% EH | 928 54% 49% | 961 51% 51% | 332 64% 18% I | 344 55% 18% | 253 43% 13% | 328 62% 17% I | 321 50% 17% | 311 44% 16% |
| 2583 72% 100% E | 1201 70% 47% | 1382 74% 53% | 402 77% 16% I | 425 68% 16% | 375 64% 15% | 419 80% 16% I | 483 75% 19% | 480 68% 19% |
| 493 14% 100% CF | 232 13% 47% | 261 14% 53% | 21 4% 4% | 99 16% 20% | 111 19% 23% I | 41 8% 8% | 102 16% 21% | 119 17% 24% I |
| 211 6% 100% CF | 97 6% 46% | 114 6% 54% | 14 3% 7% | 36 6% 17% | 47 8% 22% I | 16 3% 7% | 35 5% 17% | 63 9% 30% I |
| 1397 39% 100% ACF | 602 35% 43% | 796 42% 57% I | 106 20% 8% | 216 35% 15% | 280 48% 20% I | 147 28% 10% | 298 46% 21% I | 351 50% 25% I |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.1 APPROXIMATELY HOW MANY LETTERS AND CARDS, DO YOU PERSONALLY SEND IN AN AVERAGE MONTH? THIS SHOULD EXCLUDE ANY ITEMS YOU SEND FROM HOME IN CONNECTION WITH RUNNING A BUSINESS, IF YOU DO THIS FROM HOME. WE WILL ASK ABOUT PARCELS SEPARATELY.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|---|---------------------|-----------------------------|-------------------------------|------------------------|-------------------------|------------------------------|-------------------------|-------------------------|------------------------|-------------------------|------------------------|-----------------------|------------------------------------|----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| I DON'T ALWAYS SEND ITEMS EACH MONTH | 847 24% 100% | 21 18% 3% | 101 16% 12% | 231 21% 27% B | 201 26% 24% BC | 143 31% 17% AB C | 149 28% 18% BC | 122 16% 14% | 433 23% 51% G | 292 29% 34% GH | 657 22% 78% | 98 31% 12% J | 32 32% 4% J | 60 36% 7% J | 695 23% 82% | 92 31% 11% N |
| 1 OR 2 ITEMS PER MONTH | 1042 29% 100% | 24 21% 2% | 184 29% 18% | 323 30% 31% | 227 30% 22% | 146 31% 14% AF | 139 26% 13% | 208 28% 20% | 549 30% 53% | 285 28% 27% | 893 30% 86% M | 93 30% 9% | 22 22% 2% | 34 21% 3% | 886 29% 85% | 80 27% 8% |
| 3 OR 4 ITEMS PER MONTH | 693 19% 100% | 26 22% 4% | 143 22% 21% EF | 219 20% 32% E | 142 19% 21% | 72 15% 10% | 91 17% 13% | 168 22% 24% I | 362 20% 52% I | 163 16% 24% | 613 20% 88% K | 39 12% 6% | 14 14% 2% | 27 16% 4% | 602 20% 87% | 52 18% 7% |
| 5-10 ITEMS PER MONTH | 493 14% 100% | 28 23% 6% CD EF | 126 20% 26% CD EF | 152 14% 31% E | 85 11% 17% | 41 9% 8% | 61 11% 12% | 154 20% 31% HI | 237 13% 48% I | 102 10% 21% | 431 14% 87% | 34 11% 7% | 10 10% 2% | 18 11% 4% | 439 14% 89% O | 26 9% 5% |
| 10-20 ITEMS PER MONTH | 184 5% 100% | 9 8% 5% | 49 8% 27% DE F | 63 6% 34% | 28 4% 15% | 16 3% 9% | 20 4% 11% | 58 8% 31% HI | 91 5% 49% | 36 4% 19% | 155 5% 84% | 13 4% 7% | 9 9% 5% | 7 4% 4% | 163 5% 89% | 14 5% 8% |
| 20+ (WRITE IN NUMBER) | 27 1% 100% | 5 4% 17% BC DEF | 7 1% 26% E | 9 1% 32% | 4 * 13% | - - - | 3 1% 12% | 11 2% 42% I | 12 1% 46% | 3 * 12% | 23 1% 83% | 2 1% 9% | 1 1% 5% | 1 3% | 26 1% 95% | 1 * 5% |
| NONE/DON'T SEND MAIL | 296 8% 100% | 5 5% 2% | 24 4% 8% | 80 7% 27% B | 73 10% 25% B | 46 10% 16% B | 68 13% 23% ABC | 30 4% 10% | 153 8% 52% G | 114 11% 38% GH | 234 8% 79% | 34 11% 12% | 11 11% 4% | 17 10% 6% | 251 8% 85% | 24 8% 8% |
| DON'T KNOW | 18 1% 100% | - - - | 1 * 4% | 4 23% | 3 16% | 3 1% 18% | 7 1% 39% BC | 1 * 4% | 7 3% 39% | 10 5% 28% GH | 16 1% 89% | - - - | 1 1% 4% | 1 1% 7% | 7 * 35% | 4 1% 22% N |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.1 APPROXIMATELY HOW MANY LETTERS AND CARDS, DO YOU PERSONALLY SEND IN AN AVERAGE MONTH? THIS SHOULD EXCLUDE ANY ITEMS YOU SEND FROM HOME IN CONNECTION WITH RUNNING A BUSINESS, IF YOU DO THIS FROM HOME. WE WILL ASK ABOUT PARCELS SEPARATELY.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|----------------------|---------------------|-----------------------------|-------------------------------|------------------------------|-------------------------|-------------------------------|-------------------------|-------------------------|-------------------------|-------------------------|--------------------------|------------------------|------------------------------------|------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3603 100% | 118* 3% * | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% * | 165 5% | 3068 85% | 295 8% |
| REFUSED | 2 100% | - - | - - | - - | 1 53% | - - | 1 47% | - - | 1 53% | 1 47% | 2 100% | - - | - - | - - | - - | 2 100% N |
| LESS THAN 2 ITEMS | 1889 52% 100% | 46 39% 2% | 285 45% 15% | 554 51% 29% AB | 428 56% 23% AB | 289 62% 15% AB CF | 288 53% 15% AB | 331 44% 17% | 982 53% 52% G | 577 57% 31% GH | 1550 51% 82% | 190 61% 10% J | 55 54% 3% | 95 57% 5% | 1581 52% 84% | 172 58% 9% N |
| LESS THAN 5 ITEMS | 2583 72% 100% | 72 61% 3% | 427 67% 17% | 773 72% 30% A | 570 75% 22% AB | 361 77% 14% AB CF | 379 70% 15% | 499 66% 19% | 1344 73% 52% G | 740 74% 29% G | 2163 72% 84% | 229 73% 9% | 69 69% 3% | 121 73% 5% | 2183 71% 85% | 224 76% 9% |
| 5 TO 10 ITEMS | 493 14% 100% | 28 23% 6% CD EF | 126 20% 26% CD EF | 152 14% 31% E | 85 11% 17% | 41 9% 8% | 61 11% 12% | 154 20% 31% HI | 237 13% 48% I | 102 10% 21% | 431 14% 87% | 34 11% 7% | 10 10% 2% | 18 11% 4% | 439 14% 89% O | 26 9% 5% |
| 10 OR MORE ITEMS | 211 6% 100% | 14 11% 6% DE F | 56 9% 26% DE F | 71 7% 34% DE | 32 4% 15% | 16 3% 7% | 24 4% 11% | 69 9% 33% HI | 103 6% 49% | 39 4% 19% | 177 6% 84% | 16 5% 7% | 10 10% 5% | 8 5% 4% | 189 6% 89% | 15 5% 7% |
| SEND 3 OR MORE ITEMS | 1397 39% 100% | 67 57% 5% CD EF | 325 51% 23% CD EF | 442 41% 32% DE F | 259 34% 19% E | 128 27% 9% | 176 33% 13% | 392 52% 28% HI | 701 50% 50% I | 304 30% 22% | 1221 40% 87% KM | 89 28% 6% | 35 34% 2% | 52 32% 4% | 1230 40% 88% O | 93 32% 7% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.1 APPROXIMATELY HOW MANY LETTERS AND CARDS, DO YOU PERSONALLY SEND IN AN AVERAGE MONTH? THIS SHOULD EXCLUDE ANY ITEMS YOU SEND FROM HOME IN CONNECTION WITH RUNNING A BUSINESS, IF YOU DO THIS FROM HOME. WE WILL ASK ABOUT PARCELS SEPARATELY.

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|------------------------|-------------------------|--------------------------|--------------------------|-------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 847 24% 100% | 255 24% 30% EF | 159 24% 19% F | 96 25% 11% EF | 465 25% 55% EF | 116 20% 14% | 15 13% 2% | 720 24% 85% EF |
| 1042 29% 100% | 330 31% 32% | 211 31% 20% | 119 31% 11% | 537 28% 52% | 165 28% 16% | 33 29% 3% | 867 29% 83% |
| 693 19% 100% | 204 19% 29% | 128 19% 18% | 77 20% 11% | 360 19% 52% | 119 20% 17% | 20 18% 3% | 564 19% 61% |
| 493 14% 100% | 129 12% 26% | 86 13% 17% | 43 11% 9% | 254 13% 52% | 90 15% 18% | 15 14% 3% | 383 13% 78% |
| 184 5% 100% | 40 4% 22% | 24 4% 13% | 16 4% 9% | 85 4% 46% | 55 9% 30% ABCDG | 17 15% 9% ABCDG | 124 4% 68% |
| 27 1% 100% | 6 1% 23% | 5 1% 18% | 1 5% 5% | 11 1% 41% | 9 2% 35% DG | 4 4% 16% ABCDG | 17 1% 64% |
| 296 8% 100% | 76 7% 26% | 53 8% 18% | 23 6% 8% | 178 9% 60% CE | 37 6% 12% | 8 7% 3% | 254 9% 86% |
| 18 1% 100% | 12 1% 64% DG | 7 1% 37% D | 5 1% 27% D | 2 12% | 2 13% | - - | 14 76% |
| 2 100% | 1 47% | - - | 1 47% | - - | - - | - - | 1 47% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
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GfK NC

NOP/421841/421842 : POSTAL SERVICES
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BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|-------------------------|--------------------------|----------------------------|----------------------------|--------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 1889 52% 100% | 585 56% 31% EF | 370 55% 20% EF | 215 57% 11% EF | 1002 53% 53% EF | 281 47% 15% | 48 42% 3% | 1587 54% 84% EF |
| 2583 72% 100% | 789 75% 31% EF | 498 74% 19% EF | 292 77% 11% EF | 1362 72% 53% EF | 400 67% 15% | 68 60% 3% | 2151 73% 83% EF |
| 493 14% 100% | 129 12% 26% | 86 13% 17% | 43 11% 9% | 254 13% 52% | 90 15% 18% | 15 14% 3% | 383 13% 78% |
| 211 6% 100% | 46 4% 22% | 29 4% 14% | 17 5% 8% | 96 5% 45% | 65 11% 31% ABCDG | 21 19% 10% ABCDEG | 142 5% 67% |
| 1397 39% 100% | 379 36% 27% | 242 36% 17% | 137 36% 10% | 710 38% 51% | 274 46% 20% ABCDG | 57 51% 4% ABCDG | 1089 37% 78% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
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NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

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BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | UK GEOGRAPHICS GROUPS | | | | | |
|---|---------------------|-------------------------|------------------------|-------------------------|-------------------------|-----------------------|--------------------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% |
| 1 DON'T ALWAYS SEND ITEMS EACH MONTH | 847 24% 100% | 120 26% 14% G | 135 23% 16% G | 287 24% 34% G | 178 26% 21% G | 13 21% 2% | 93 21% 11% |
| 1 OR 2 ITEMS PER MONTH | 1042 29% 100% | 143 31% 14% | 187 32% 18% | 337 28% 32% | 200 29% 19% | 17 28% 2% | 124 28% 12% |
| 3 OR 4 ITEMS PER MONTH | 693 19% 100% | 89 19% 13% | 115 20% 17% | 246 20% 36% | 113 17% 16% | 10 17% 1% | 94 21% 14% |
| 5-10 ITEMS PER MONTH | 493 14% 100% | 51 11% 10% | 78 13% 16% | 159 13% 32% | 95 14% 19% | 6 10% 1% | 70 16% 14% A |
| 10-20 ITEMS PER MONTH | 184 5% 100% | 24 5% 13% B | 16 3% 8% | 50 4% 27% | 35 5% 19% B | 8 12% 4% BCD | 36 8% 20% BC |
| 20+ (WRITE IN NUMBER) | 27 1% 100% | 2 1% 7% | 4 1% 16% | 8 1% 29% | 3 1% 12% | - - - | 5 1% 18% ABCD ABCD |
| NONE/DON'T SEND MAIL | 296 8% 100% | 30 6% 10% | 46 8% 16% | 123 10% 42% AF | 55 8% 18% | 7 12% 2% | 22 5% 8% 7 |
| DON'T KNOW | 18 1% 100% | 8 2% 41% CD | 4 1% 23% D | 2 1% 12% | - - - | - - - | 2 1% 13% |
| REFUSED | 2 1% 100% | 1 1% 47% | - - - | - - - | - - - | - - - | - - - |
| LESS THAN 2 ITEMS | 1889 52% 100% | 263 56% 14% FG | 322 55% 17% G | 625 51% 33% | 378 56% 20% FG | 30 49% 2% | 217 49% 11% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.1 APPROXIMATELY HOW MANY LETTERS AND CARDS, DO YOU PERSONALLY SEND IN AN AVERAGE MONTH? THIS SHOULD EXCLUDE ANY ITEMS YOU SEND FROM HOME IN CONNECTION WITH RUNNING A BUSINESS, IF YOU DO THIS FROM HOME. WE WILL ASK ABOUT PARCELS SEPARATELY.

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------|------------------------|------------------------|------------------------|------------------------|----------------------|---------------------------|--------------------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 2583 72% 100% | 352 75% 14% G | 437 75% 17% G | 871 72% 34% G | 491 72% 19% G | 40 66% 2% | 311 70% 12% G | 48 57% 2% |
| 493 14% 100% | 51 11% 10% | 78 13% 16% | 159 13% 32% | 95 14% 19% | 6 10% 1% | 70 16% 14% A | 14 16% 3% |
| 211 6% 100% | 26 6% 12% | 20 3% 9% | 58 5% 27% | 38 6% 18% | 8 12% 4% BC | 41 9% 20% ABCD | 16 18% 7% ABCDF |
| 1397 39% 100% | 166 35% 12% | 213 36% 15% | 463 38% 33% | 247 36% 18% | 24 39% 2% | 205 46% 15% ABCD | 44 52% 3% ABCD |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
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GfK NC

NOP/421841/421842 : POSTAL SERVICES
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BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|--|---------------------------|----------------------|------------------------|-------------------|-------------------|-------------------|-----------------------|------------------------|-------------------|------------------------|--------------------|---------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| | 847 24% 100% BG | 21 18% 3% | 101 16% 12% | 231 21% 27% | 201 26% 24% | 143 31% 17% | 149 28% 18% | 122 16% 14% | 433 23% 51% | 292 29% 34% | 657 22% 78% | 98 31% 12% | 32 32% 4% | 60 36% 7% | 695 23% 82% | 92 31% 11% |
| | 1042 29% 100% M | 24 21% 2% | 184 29% 18% | 323 30% 31% | 227 30% 22% | 146 31% 14% | 139 26% 13% | 208 28% 20% | 549 30% 53% | 285 28% 27% | 893 30% 86% | 93 30% 9% | 22 22% 2% | 34 21% 3% | 886 29% 85% | 80 27% 8% |
| | 693 19% 100% IK | 26 22% 4% | 143 22% 21% | 219 20% 32% | 142 19% 21% | 72 15% 10% | 91 17% 13% | 168 22% 24% | 362 20% 52% | 163 16% 24% | 613 20% 88% | 39 12% 6% | 14 14% 2% | 27 16% 4% | 602 20% 87% | 52 18% 7% |
| | 493 14% 100% EIO | 28 23% 6% T | 126 20% 26% T | 152 14% 31% | 85 11% 17% | 41 9% 8% | 61 11% 12% | 154 20% 31% T | 237 14% 48% | 102 10% 21% | 431 14% 87% | 34 11% 7% | 10 10% 2% | 18 11% 4% | 439 14% 89% | 26 9% 5% |
| | 184 5% 100% I | 9 8% 5% | 49 8% 27% T | 63 6% 34% | 28 4% 15% | 16 3% 9% | 20 4% 11% | 58 8% 31% | 91 5% 49% | 36 4% 19% | 155 5% 84% | 13 4% 7% | 9 9% 5% | 7 4% 4% | 163 5% 89% | 14 5% 8% |
| | 27 1% 100% | 5 4% 17% T | 7 1% 25% | 9 1% 32% | 4 * 13% | - - - | 3 1% 12% | 11 2% 42% | 12 1% 46% | 3 * 12% | 23 1% 83% | 2 1% 9% | 1 1% 5% | 1 1% 3% | 26 1% 95% | 1 * 5% |
| | 296 8% 100% BG | 5 5% 2% | 24 4% 8% | 80 7% 27% | 73 10% 25% | 46 10% 16% | 68 13% 23% T | 30 4% 10% | 153 8% 52% | 114 11% 39% T | 234 8% 79% | 34 11% 12% | 11 11% 4% | 17 10% 6% | 251 8% 85% | 24 8% 8% |
| | 18 1% 100% | - - - | 1 * 4% | 4 * 23% | 3 * 16% | 3 1% 18% | 7 1% 39% T | 1 * 4% | 7 * 39% | 10 1% 57% | 16 1% 89% | - - - | 1 1% 4% | 1 1% 7% | 7 * 35% | 4 1% 22% |
| | 2 - 100% | - - - | - - - | - - - | 1 * 53% | - - - | 1 * 47% | - - - | 1 * 53% | 1 * 47% | 2 - 100% | - - - | - - - | - - - | - - - | 2 1% 100% T |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.1 APPROXIMATELY HOW MANY LETTERS AND CARDS, DO YOU PERSONALLY SEND IN AN AVERAGE MONTH? THIS SHOULD EXCLUDE ANY ITEMS YOU SEND FROM HOME IN CONNECTION WITH RUNNING A BUSINESS, IF YOU DO THIS FROM HOME. WE WILL ASK ABOUT PARCELS SEPARATELY.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|----------------------|-----------------------------------|----------------------|------------------------|-------------------|-------------------|------------------------|-------------------|------------------------|--------------------|-------------------|--------------------|---------------------|------------------------------------|------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3603 100% | 118* 3% . | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% . | 165 5% | 3068 85% | 295 8% |
| LESS THAN 2 ITEMS | 1889 52% 100% ABG | 46 39% 2% | 285 45% 15% | 554 51% 29% | 428 56% 23% | 289 62% 15% | 288 53% 15% | 331 44% 17% | 982 53% 52% | 577 57% 31% | 1550 51% 82% | 190 61% 10% | 55 54% 3% | 95 57% 5% | 1581 52% 84% | 172 58% 9% |
| LESS THAN 5 ITEMS | 2583 72% 100% ABG | 72 61% 3% | 427 67% 17% | 773 72% 30% | 570 75% 22% | 361 77% 14% T | 379 70% 15% | 499 66% 19% | 1344 73% 52% | 740 74% 29% | 2163 72% 84% | 229 73% 9% | 69 69% 3% | 121 73% 5% | 2183 71% 85% | 224 76% 9% |
| 5 TO 10 ITEMS | 493 14% 100% EIO | 28 23% 6% T | 126 20% 26% | 152 14% 31% | 85 11% 17% | 41 9% 8% | 61 11% 12% | 154 20% 31% T | 237 13% 48% | 102 10% 21% | 431 14% 87% | 34 11% 7% | 10 10% 2% | 18 11% 4% | 439 14% 89% | 26 9% 5% |
| 10 OR MORE ITEMS | 211 6% 100% EI | 14 11% 6% T | 56 9% 26% T | 71 7% 34% | 32 4% 15% | 16 3% 7% | 24 4% 11% | 69 9% 33% T | 103 6% 49% | 39 4% 19% | 177 6% 84% | 16 5% 7% | 10 10% 5% | 8 5% 4% | 189 6% 89% | 15 5% 7% |
| SEND 3 OR MORE ITEMS | 1397 39% 100% DEF IKO | 67 57% 5% T | 325 51% 23% T | 442 41% 32% | 259 34% 19% | 128 27% 9% | 176 33% 13% | 392 52% 28% T | 701 38% 50% | 304 30% 22% | 1221 40% 87% | 89 28% 6% | 35 34% 2% | 52 32% 4% | 1230 40% 88% | 93 32% 7% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.1 APPROXIMATELY HOW MANY LETTERS AND CARDS, DO YOU PERSONALLY SEND IN AN AVERAGE MONTH? THIS SHOULD EXCLUDE ANY ITEMS YOU SEND FROM HOME IN CONNECTION WITH RUNNING A BUSINESS, IF YOU DO THIS FROM HOME. WE WILL ASK ABOUT PARCELS SEPARATELY.

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|-------------------------|----------------------------------|---|-----------------------|-------------------|----------------------|----------------------|-------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 847 24% 100% F | 255 24% 30% | 159 24% 19% | 96 25% 11% | 465 25% 55% | 116 20% 14% | 15 13% 2% | 720 24% 85% |
| 1042 29% 100% | 330 31% 32% | 211 31% 20% | 119 31% 11% | 537 28% 52% | 165 28% 16% | 33 29% 3% | 867 29% 83% |
| 693 19% 100% | 204 19% 29% | 128 19% 18% | 77 20% 11% | 360 19% 52% | 119 20% 17% | 20 18% 3% | 564 19% 81% |
| 493 14% 100% | 129 12% 26% | 86 13% 17% | 43 11% 9% | 254 13% 52% | 90 15% 18% | 15 14% 3% | 383 13% 78% |
| 184 5% 100% | 40 4% 22% | 24 4% 13% | 16 4% 9% | 85 4% 46% | 55 9% 30% H | 17 15% 9% H | 124 4% 68% |
| 27 1% 100% | 6 1% 23% | 5 1% 18% | 1 * 5% | 11 1% 41% | 9 2% 35% | 4 4% 16% H | 17 1% 64% |
| 296 8% 100% | 76 7% 26% | 53 8% 18% | 23 6% 8% | 178 9% 60% | 37 6% 12% | 8 7% 3% | 254 9% 86% |
| 18 1% 100% D | 12 1% 64% H | 7 1% 37% | 5 1% 27% | 2 * 12% | 2 * 13% | - - - | 14 * 76% |
| 2 * 100% | 1 * 47% | - - - | 1 * 47% | - - - | - - - | - - - | 1 * 47% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
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NOP/421841/421842 : POSTAL SERVICES
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| TOTAL (H) | URBAN | | | | | | |
|---------------------------|----------------------------------|---|------------------------|--------------------|------------------------|-----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 1889 52% 100% EF | 585 56% 31% | 370 55% 20% | 215 57% 11% | 1002 53% 53% | 281 47% 15% | 48 42% 3% | 1587 54% 84% |
| 2583 72% 100% F | 789 75% 31% H | 498 74% 19% | 292 77% 11% H | 1362 72% 53% | 400 67% 15% | 68 60% 3% | 2151 73% 83% |
| 493 14% 100% | 129 12% 26% | 86 13% 17% | 43 11% 9% | 254 13% 52% | 90 15% 18% | 15 14% 3% | 383 13% 78% |
| 211 6% 100% | 46 4% 22% | 29 4% 14% | 17 5% 8% | 96 5% 45% | 65 11% 31% H | 21 19% 10% H | 142 5% 67% |
| 1397 39% 100% | 379 36% 27% | 242 36% 17% | 137 36% 10% | 710 38% 51% | 274 46% 20% H | 57 51% 4% H | 1089 37% 78% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
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| TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | | |
|--------------------------|-----------------------|-------------------|-------------------|-------------------|---------------------|----------------------|----------------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% | 85 2% |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 847 24% 100% G | 120 26% 14% | 135 23% 16% | 287 24% 34% | 178 26% 21% | 13 21% 2% | 93 21% 11% | 11 12% 1% |
| 1042 29% 100% | 143 31% 14% | 187 32% 18% | 337 28% 32% | 200 29% 19% | 17 28% 2% | 124 28% 12% | 23 27% 2% |
| 693 19% 100% | 89 19% 13% | 115 20% 17% | 246 20% 36% | 113 17% 16% | 10 17% 1% | 94 21% 14% | 15 17% 2% |
| 493 14% 100% | 51 11% 10% | 78 13% 16% | 159 13% 32% | 95 14% 19% | 6 10% 1% | 70 16% 14% | 14 16% 3% |
| 184 5% 100% B | 24 5% 13% | 16 3% 8% | 50 4% 27% | 35 5% 19% | 8 12% 4% H | 36 8% 20% H | 11 13% 6% H |
| 27 1% 100% | 2 1% 7% | 4 1% 16% | 8 1% 29% | 3 1% 12% | - - - | 5 1% 18% | 4 5% 16% H |
| 296 8% 100% F | 30 6% 10% | 46 8% 16% | 123 10% 42% | 55 8% 18% | 7 12% 2% | 22 5% 8% | 7 8% 2% |
| 18 1% 100% | 8 2% 41% H | 4 1% 23% | 2 1% 12% | - - - | - - - | 2 1% 13% | - - - |
| 2 1% 100% | 1 1% 47% | - - - | - - - | - - - | - - - | - - - | - - - |
| 1889 52% 100% G | 263 56% 14% | 322 55% 17% | 625 51% 33% | 378 56% 20% | 30 49% 2% | 217 49% 11% | 34 40% 2% |

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NOP/421841/421842 : POSTAL SERVICES
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| TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | | |
|--------------------------|-----------------------|-------------------|-------------------|-------------------|-----------------|------------------------|----------------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 2583 72% 100% G | 352 75% 14% | 437 75% 17% | 871 72% 34% | 491 72% 19% | 40 66% 2% | 311 70% 12% | 48 57% 2% |
| 493 14% 100% | 51 11% 10% | 78 13% 16% | 159 13% 32% | 95 14% 19% | 6 10% 1% | 70 16% 14% | 14 16% 3% |
| 211 6% 100% B | 26 6% 12% | 20 3% 9% | 58 5% 27% | 38 6% 18% | 8 12% 4% | 41 9% 20% H | 16 18% 7% H |
| 1397 39% 100% | 166 35% 12% | 213 36% 15% | 463 38% 33% | 247 36% 18% | 24 39% 2% | 205 46% 15% H | 44 52% 3% H |

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BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|---------------------|--------------------------|--------------------------|---------------------------|---------------------------|---------------------------|--------------------------|----------------------------|--------------------------------|----------------------------|--------------------------------|---------------------------|---------------------------|---------------------------------|--------------------------------|---------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| 1 DON'T ALWAYS SEND ITEMS EACH MONTH | 847 24% 100% | 66 17% 8% | 56 15% 7% | 211 23% 25% AB | 221 24% 26% AB | 133 31% 16% ABCD | 159 28% 19% AB | 42 27% 5% M | 167 30% 20% JKMN O | 116 35% 14% JKMNO | 55 16% 6% M | 150 21% 18% M | 84 30% 10% JKMNO | 26 9% 3% M | 116 20% 14% M | 92 23% 11% M |
| 1 OR 2 ITEMS PER MONTH | 1042 29% 100% | 114 30% 11% | 94 25% 9% | 291 32% 25% BE | 258 28% 25% BE | 113 26% 11% LMN | 172 30% 16% LMN | 58 37% 6% LMN | 190 34% 18% LMN | 86 26% 8% LMN | 77 26% 7% N | 214 31% 21% N | 86 31% 8% N | 73 24% 7% N | 145 25% 14% N | 112 28% 11% N |
| 3 OR 4 ITEMS PER MONTH | 693 19% 100% | 70 18% 10% | 98 26% 14% ACEF | 136 15% 20% ACEF | 226 24% 33% ACEF | 67 15% 10% ACEF | 96 17% 14% ACEF | 29 19% 4% ACEF | 74 13% 11% ACEF | 57 17% 8% ACEF | 62 21% 9% ACEF | 146 21% 21% ACEF | 36 13% 5% ACEF | 78 26% 11% ACEF | 142 24% 20% ACEF | 71 18% 10% ACEF |
| 5-10 ITEMS PER MONTH | 493 14% 100% | 79 21% 16% CDEF | 75 20% 15% CDEF | 115 13% 23% E | 121 13% 25% E | 37 9% 7% E | 65 11% 13% E | 14 9% 3% E | 29 5% 6% E | 20 6% 4% E | 68 23% 14% GHIL LO | 102 15% 21% HI | 30 11% 6% HI | 73 24% 15% GHIL LNO | 106 18% 21% GHIL O | 52 13% 11% HI |
| 10-20 ITEMS PER MONTH | 184 5% 100% | 28 7% 15% EF | 30 8% 16% CEF | 41 4% 22% EF | 50 5% 27% EF | 13 3% 7% EF | 23 4% 12% EF | 5 3% 3% EF | 17 3% 9% EF | 5 2% 3% EF | 18 6% 10% I | 31 4% 17% I | 8 3% 4% I | 34 11% 19% GHU KLNO | 42 7% 23% HIL | 23 6% 12% I |
| 20+ (WRITE IN NUMBER) | 27 1% 100% | 8 2% 25% F | 4 1% 14% F | 6 1% 22% F | 6 1% 23% F | 2 8% 5% F | 1 5% 5% F | 2 2% 9% HI | - - - HI | - - - HI | 5 1% 17% HI | 8 1% 29% H | 1 3% 3% H | 4 1% 16% HI | 5 1% 17% HI | 3 1% 9% HI |
| NONE/DON'T SEND MAIL | 296 8% 100% | 17 4% 6% ABD | 13 4% 4% ABD | 106 12% 21% ABD | 46 5% 16% ABD | 63 14% 25% ABDF | 51 9% 17% ABD | 5 2% 2% GJKM N | 74 13% 25% GJKM N | 48 14% 16% GJKMN | 14 5% 5% GJKMN | 48 7% 16% GJKMN | 25 9% 9% GJKMN | 11 4% 4% GJKMN | 31 5% 11% GJKMN | 41 10% 14% GJKMN |
| DON'T KNOW | 18 1% 100% | - - - | 1 4% 4% AD | 5 1% 27% AD | 2 1% 13% AD | 6 1% 30% AD | 5 1% 27% AD | - - - | 3 1% 16% AD | 3 1% 19% AD | - - - | 2 9% 9% JK | 4 2% 23% JK | 1 4% 4% JK | 2 1% 13% JK | 3 1% 14% JK |
| REFUSED | 2 100% | - - | - - | - - | 1 53% 53% | - - | 1 47% 47% | - - | - - | - - | - - | 1 53% 53% | - - | - - | - - | 1 47% 47% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.1 APPROXIMATELY HOW MANY LETTERS AND CARDS, DO YOU PERSONALLY SEND IN AN AVERAGE MONTH? THIS SHOULD EXCLUDE ANY ITEMS YOU SEND FROM HOME IN CONNECTION WITH RUNNING A BUSINESS, IF YOU DO THIS FROM HOME. WE WILL ASK ABOUT PARCELS SEPARATELY.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------|--|--------------------------|---------------------------|--------------------------|--------------------------|-------------------------|--------------------------|-------------------------------|--------------------------------|----------------------------|---------------------------------|---------------------------|---------------------------|----------------------------------|---------------------------------|--------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| LESS THAN 2 ITEMS | 1889 52% 100% | 180 47% 10% | 150 41% 8% | 502 55% 27% AB | 480 51% 25% B | 246 57% 13% AB | 331 58% 18% ABD | 100 64% 5% JKMN O | 357 64% 19% JKMN O | 203 60% 11% JKMNO | 132 44% 7% M | 364 62% 19% MN | 170 62% 9% JKMNO | 99 33% 5% M | 261 44% 14% M | 204 52% 11% MN |
| LESS THAN 5 ITEMS | 2583 72% 100% | 250 66% 10% | 249 67% 10% | 638 70% 25% ABC | 706 76% 27% ABC | 313 72% 12% AB | 427 75% 17% AB | 129 83% 5% JKMN O | 431 78% 17% JMNO | 260 77% 10% JMNO | 193 65% 7% JMNO | 509 73% 20% JMNO | 206 75% 8% JMNO | 176 59% 7% JMNO | 403 68% 16% M | 275 69% 11% M |
| 5 TO 10 ITEMS | 493 14% 100% | 79 21% 16% CDEF | 75 20% 15% CDEF | 115 13% 23% E | 121 13% 25% E | 37 9% 7% E | 65 11% 13% E | 14 9% 3% E | 29 5% 6% E | 20 6% 4% E | 68 23% 14% GHIL LO | 102 15% 21% HI | 30 11% 6% HI | 73 24% 15% GHIL LNO | 106 18% 21% GHIL O | 52 13% 11% HI |
| 10 OR MORE ITEMS | 211 6% 100% | 35 9% 17% CEF | 34 9% 16% CEF | 47 5% 22% CEF | 56 6% 27% CEF | 15 4% 7% CEF | 24 4% 11% CEF | 8 5% 4% I | 17 3% 8% I | 5 2% 2% I | 23 8% 11% HIL | 39 6% 18% I | 9 3% 4% I | 39 13% 18% GHIL LNO | 47 8% 22% HIL | 25 6% 12% HIL |
| SEND 3 OR MORE ITEMS | 1397 39% 100% | 185 48% 13% CEF | 207 56% 15% CDEF | 298 33% 21% CEF | 404 43% 29% CEF | 119 28% 9% CEF | 185 32% 13% CEF | 50 32% 4% H | 120 22% 9% H | 82 24% 6% H | 152 51% 11% GHIL LO | 287 41% 21% HIL | 75 27% 5% HIL | 189 63% 14% GHIL KNO | 294 50% 21% GHIL LO | 148 37% 11% HIL |



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NOP/421841/421842 : POSTAL SERVICES
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BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|---------------------------------|-----------------------|-----------------------|------------------------|-------------------------|------------------------|------------------------|----------------------|------------------------|------------------------|-----------------------|------------------------|-----------------------|-----------------------|------------------------|--------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| 1 DON'T ALWAYS SEND ITEMS EACH MONTH | 847 24% 100% ABM | 66 17% 8% | 56 15% 7% | 211 23% 25% | 221 24% 26% | 133 31% 16% P | 159 28% 19% P | 42 27% 5% | 167 30% 20% P | 116 35% 14% P | 55 14% 6% | 150 21% 18% | 84 30% 10% P | 26 9% 3% | 116 20% 14% | 92 23% 11% |
| 1 OR 2 ITEMS PER MONTH | 1042 29% 100% N | 114 30% 11% | 94 25% 9% | 291 32% 28% | 258 28% 25% | 113 26% 11% | 172 30% 16% | 58 37% 6% P | 190 34% 18% P | 86 26% 8% | 77 26% 7% | 214 31% 21% | 86 31% 8% | 73 24% 7% | 145 25% 14% | 112 28% 11% |
| 3 OR 4 ITEMS PER MONTH | 693 19% 100% CHL | 70 18% 10% | 98 26% 14% P | 136 15% 20% | 226 24% 33% P | 67 15% 10% | 96 17% 14% | 29 19% 4% | 74 13% 11% | 57 17% 8% | 62 21% 9% | 146 21% 21% | 36 13% 5% | 78 26% 11% P | 142 24% 20% P | 71 18% 10% |
| 5-10 ITEMS PER MONTH | 493 14% 100% EHL | 79 21% 16% P | 75 20% 15% P | 115 13% 23% | 121 13% 25% | 37 9% 7% | 65 11% 13% | 14 9% 3% | 29 5% 6% | 20 6% 4% | 68 23% 14% P | 102 15% 21% | 30 11% 6% | 73 24% 15% P | 106 18% 21% P | 52 13% 11% |
| 10-20 ITEMS PER MONTH | 184 5% 100% I | 28 7% 15% | 30 8% 16% P | 41 4% 22% | 50 5% 27% | 13 3% 7% | 23 4% 12% | 5 3% 3% | 17 3% 9% | 5 2% 3% | 18 6% 10% | 31 4% 17% | 8 3% 4% | 34 11% 19% P | 42 7% 23% | 23 6% 12% |
| 20+ (WRITE IN NUMBER) | 27 1% 100% P | 8 2% 25% P | 4 1% 14% | 6 1% 22% | 6 1% 23% | 2 1% 8% | 1 1% 5% | 2 2% 9% | - - - | - - - | 5 2% 17% | 8 1% 29% | 1 1% 3% | 4 1% 16% | 5 1% 17% | 3 1% 9% |
| NONE/DON'T SEND MAIL | 296 8% 100% ABDGM N | 17 4% 6% | 13 4% 4% | 106 12% 36% P | 46 5% 16% | 63 14% 21% P | 51 9% 17% | 5 3% 2% | 74 13% 25% P | 48 14% 16% P | 14 5% 5% | 48 7% 16% | 25 9% 9% | 11 4% 4% | 31 5% 11% | 41 10% 14% |
| DON'T KNOW | 18 1% 100% P | - - - | 1 4% | 5 1% 27% | 2 1% 13% | 6 1% 30% P | 5 1% 27% | - - - | 3 1% 16% | 3 1% 19% | - - - | 2 9% | 4 2% 23% P | 1 4% | 2 13% | 3 1% 14% |
| REFUSED | 2 100% | - - | - - | - - | 1 53% | - - | 1 47% | - - | - - | - - | - - | 1 53% | - - | - - | - - | 1 47% |



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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.1 APPROXIMATELY HOW MANY LETTERS AND CARDS, DO YOU PERSONALLY SEND IN AN AVERAGE MONTH? THIS SHOULD EXCLUDE ANY ITEMS YOU SEND FROM HOME IN CONNECTION WITH RUNNING A BUSINESS, IF YOU DO THIS FROM HOME. WE WILL ASK ABOUT PARCELS SEPARATELY.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------|---|------------------------|------------------------|-----------------------|-------------------------|---------------------|------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|-----------------------|------------------------|------------------------|--------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| LESS THAN 2 ITEMS | 1889 52% BJMN | 180 47% 10% | 150 41% 8% | 502 55% 27% | 480 51% 25% | 246 57% 13% | 331 58% 18% P | 100 64% 5% P | 357 64% 19% P | 203 60% 11% P | 132 44% 7% | 364 52% 19% | 170 62% 9% P | 99 33% 5% | 261 44% 14% | 204 52% 11% |
| LESS THAN 5 ITEMS | 2583 72% AJM | 250 66% 10% | 249 67% 10% | 638 70% 25% | 706 76% 27% P | 313 72% 12% | 427 75% 17% | 129 83% 5% P | 431 78% 17% P | 260 77% 10% P | 193 65% 7% | 509 73% 20% | 206 75% 8% | 176 59% 7% | 403 68% 16% | 275 69% 11% |
| 5 TO 10 ITEMS | 493 14% EHI | 79 21% 16% P | 75 20% 15% P | 115 13% 23% | 121 13% 25% | 37 9% 7% | 65 11% 13% | 14 9% 3% | 29 5% 6% | 20 6% 4% | 68 23% 14% P | 102 15% 21% | 30 11% 6% | 73 24% 15% P | 106 21% 27% P | 52 13% 11% |
| 10 OR MORE ITEMS | 211 6% EHI | 35 9% 17% P | 34 9% 16% P | 47 5% 22% | 56 6% 27% | 15 4% 7% | 24 4% 11% | 8 5% 4% | 17 3% 8% | 5 2% 2% | 23 8% 11% | 39 6% 18% | 9 3% 4% | 39 13% 18% P | 47 8% 22% | 25 6% 12% |
| SEND 3 OR MORE ITEMS | 1397 39% CEFH IL | 185 48% 13% P | 207 56% 15% P | 298 33% 21% | 404 43% 29% P | 119 28% 9% | 185 32% 13% | 50 32% 4% | 120 22% 9% | 82 24% 6% | 152 51% 11% P | 287 41% 21% | 75 27% 5% | 189 63% 14% P | 294 50% 21% P | 148 37% 11% |



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NOP/421841/421842 : POSTAL SERVICES
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BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--------------------------------------|---------------------|-----------------------------|----------------------------|---------------------|--|------------------------|-----------------------|------------------------|------------------------------------|------------------------|-----------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| I DON'T ALWAYS SEND ITEMS EACH MONTH | 847 24% 100% | 131 23% 16% | 712 24% 84% | 42 27% 5% | 619 23% 73% | 228 26% 27% | 68 25% 8% | 141 29% 17% H | 629 22% 74% | 150 29% 18% H | 77 26% 9% |
| 1 OR 2 ITEMS PER MONTH | 1042 29% 100% | 145 26% 14% | 893 30% 86% | 43 27% 4% | 811 30% 78% | 232 26% 22% | 67 25% 6% | 142 29% 14% | 832 30% 80% J | 144 28% 14% | 69 23% 7% |
| 3 OR 4 ITEMS PER MONTH | 693 19% 100% | 110 20% 16% | 583 19% 84% | 24 15% 3% | 543 20% 78% | 151 17% 22% | 44 16% 6% | 66 13% 9% | 577 20% 83% GI | 73 14% 11% | 51 17% 7% |
| 5-10 ITEMS PER MONTH | 493 14% 100% | 82 15% 17% | 407 13% 83% | 24 15% 5% | 388 14% 79% | 104 12% 21% | 39 14% 8% GI | 46 9% 9% | 407 14% 83% GI | 47 9% 10% | 39 13% 8% |
| 10-20 ITEMS PER MONTH | 184 5% 100% | 37 6% 20% C | 146 5% 79% | 3 2% 2% | 146 5% 79% | 39 4% 21% | 19 7% 10% GI | 14 3% 8% | 151 5% 82% GI | 14 3% 8% | 19 6% 10% GI |
| 20+ (WRITE IN NUMBER) | 27 1% 100% | 7 1% 24% | 20 1% 76% | - - - | 23 1% 85% | 4 - 15% | 1 1% 5% | 1 - 5% | 24 1% 90% | 1 - 5% | 1 - 5% |
| NONE/DON'T SEND MAIL | 296 8% 100% | 46 8% 16% | 247 8% 83% | 17 11% 6% | 187 7% 63% | 110 12% 37% D | 31 11% 10% H | 80 16% 27% H | 182 6% 61% | 83 16% 28% H | 34 12% 12% H |
| DON'T KNOW | 18 1% 100% | 6 1% 31% | 12 - 66% | 5 3% 26% B | 10 - 53% | 9 1% 47% D | 3 1% 17% | 3 1% 14% | 12 - 66% | 3 1% 18% | 4 1% 20% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
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GfK NC

NOP/421841/421842 : POSTAL SERVICES
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| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|-----------------------|----------------------------|-----------------------------|----------------------------|------------------|--|-------------------|------------------------|--------------------------|------------------------------------|------------------------|------------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| REFUSED | 2 100% | 1 47% | 1 53% | - - | - - | 2 100% D | - - | 1 53% H | - - | 2 100% H | 1 47% H |
| LESS THAN 2 ITEMS | 1889 52% 100% | 276 49% 15% | 1605 53% 85% | 85 54% 4% | 1430 52% 76% | 459 52% 24% | 135 50% 7% | 283 57% 15% FHJ | 1461 52% 77% | 294 57% 16% J | 146 49% 8% |
| LESS THAN 5 ITEMS | 2583 72% 100% | 386 68% 15% | 2188 72% 85% | 108 68% 4% | 1973 72% 76% | 610 70% 24% | 179 66% 7% | 348 71% 13% FJ | 2037 72% 79% | 367 71% 14% | 197 67% 8% |
| 5 TO 10 ITEMS | 493 14% 100% | 82 15% 17% | 407 13% 83% | 24 15% 5% | 388 14% 79% | 104 12% 21% | 39 14% 8% GI | 46 9% 9% | 407 14% 83% GI | 47 9% 10% | 39 13% 8% |
| 10 OR MORE ITEMS | 211 6% 100% | 43 8% 20% BC | 166 6% 79% | 3 2% 1% | 169 6% 80% | 43 5% 20% | 20 7% 10% GI | 15 3% 7% | 176 6% 83% GI | 15 3% 7% | 20 7% 10% GI |
| SEND 3 OR MORE ITEMS | 1397 39% 100% | 235 42% 17% C | 1155 38% 83% | 51 32% 4% | 1099 40% 79% E | 298 34% 21% | 103 38% 7% GI | 127 26% 9% | 1159 41% 83% GI | 135 26% 10% | 111 38% 8% GI |



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| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|---------------------|--|---|-----------------------|---|----------------------------|-------------------------|------------------------|---|--------------------------------|------------------------------|
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| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
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| I DON'T ALWAYS SEND ITEMS EACH MONTH | 847 24% 100% | 131 23% 16% | 712 24% 84% | 42 27% 5% | 619 23% 73% | 228 26% 27% | 68 25% 8% | 141 29% 17% K | 629 22% 74% | 150 29% 18% K | 77 26% 9% |
| 1 OR 2 ITEMS PER MONTH | 1042 29% 100% | 145 26% 14% | 893 30% 86% | 43 27% 4% | 811 30% 78% | 232 26% 22% | 67 25% 6% | 142 29% 14% | 832 30% 80% | 144 28% 14% | 69 23% 7% |
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| 5-10 ITEMS PER MONTH | 493 14% 100% | 82 15% 17% | 407 13% 83% | 24 15% 5% | 388 14% 79% | 104 12% 21% | 39 14% 8% | 46 9% 9% | 407 14% 83% | 47 9% 10% | 39 13% 8% |
| 10-20 ITEMS PER MONTH | 184 5% 100% | 37 6% 20% | 146 5% 79% | 3 2% 2% | 146 5% 79% | 39 4% 21% | 19 7% 10% | 14 3% 8% | 151 5% 82% | 14 3% 8% | 19 6% 10% |
| 20+ (WRITE IN NUMBER) | 27 1% 100% | 7 1% 24% | 20 1% 76% | - - - | 23 1% 85% | 4 - 15% | 1 1% 5% | 1 - 5% | 24 1% 90% | 1 - 5% | 1 - 5% |
| NONE/DON'T SEND MAIL | 296 8% 100% | 46 8% 16% | 247 8% 83% | 17 11% 6% | 187 7% 63% | 110 12% 37% K | 31 11% 10% | 80 16% 27% K | 182 6% 61% | 83 16% 28% K | 34 12% 12% K |
| DON'T KNOW | 18 1% 100% | 6 1% 31% | 12 - 66% | 5 3% 26% K | 10 - 53% | 9 1% 47% | 3 1% 17% | 3 1% 14% | 12 - 66% | 3 1% 18% | 4 1% 20% |



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| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| REFUSED | 2 100% | 1 47% | 1 53% | - - | - - | 2 100% | - - | 1 53% | - - | 2 100% K | 1 47% |
| LESS THAN 2 ITEMS | 1889 52% 100% | 276 49% 15% | 1605 53% 85% | 85 54% 4% | 1430 52% 76% | 459 52% 24% | 135 50% 7% | 283 57% 15% | 1461 52% 77% | 294 57% 16% | 146 49% 8% |
| LESS THAN 5 ITEMS | 2583 72% 100% F | 386 68% 15% | 2188 72% 85% | 108 68% 4% | 1973 72% 76% | 610 70% 24% | 179 66% 7% | 348 71% 13% | 2037 72% 79% | 367 71% 14% | 197 67% 8% |
| 5 TO 10 ITEMS | 493 14% 100% GI | 82 15% 17% | 407 13% 83% | 24 15% 5% | 388 14% 79% | 104 12% 21% | 39 14% 8% | 46 9% 9% | 407 14% 83% | 47 9% 10% | 39 13% 8% |
| 10 OR MORE ITEMS | 211 6% 100% CGI | 43 8% 20% | 166 6% 79% | 3 2% 1% | 169 6% 80% | 43 5% 20% | 20 7% 10% | 15 3% 7% | 176 6% 83% | 15 3% 7% | 20 7% 10% |
| SEND 3 OR MORE ITEMS | 1397 39% 100% EGI | 235 42% 17% | 1155 38% 83% | 51 32% 4% | 1099 40% 79% | 298 34% 21% | 103 38% 7% | 127 26% 9% | 1159 41% 83% | 135 26% 10% | 111 38% 8% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.1 APPROXIMATELY HOW MANY LETTERS AND CARDS, DO YOU PERSONALLY SEND IN AN AVERAGE MONTH? THIS SHOULD EXCLUDE ANY ITEMS YOU SEND FROM HOME IN CONNECTION WITH RUNNING A BUSINESS, IF YOU DO THIS FROM HOME. WE WILL ASK ABOUT PARCELS SEPARATELY.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|---------------------|---------------------------|-------------------------|--------------------------|------------------------|--------------------------|---------------------------|---------------------------|--------------------------|---------------------------|-------------------------|---------------------------|---------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| I DON'T ALWAYS SEND ITEMS EACH MONTH | 847 24% 100% | 110 16% 13% | 12 16% 1% | 357 24% 42% A | 76 23% 9% A | 152 28% 18% ABC | 140 30% 16% ABCD | 250 30% 30% IKL | 75 34% 9% IJKL | 253 30% 30% K | 35 23% 4% K | 116 15% 14% K | 118 23% 14% K |
| 1 OR 2 ITEMS PER MONTH | 1042 29% 100% | 189 28% 18% | 19 24% 2% | 451 30% 43% F | 98 30% 9% F | 171 32% 16% F | 114 24% 11% F | 279 34% 27% HKL | 56 26% 5% HKL | 335 30% 32% K | 43 28% 4% K | 198 25% 19% GHIJ | 132 26% 13% GHIJ |
| 3 OR 4 ITEMS PER MONTH | 693 19% 100% | 152 23% 22% EF | 16 21% 2% | 306 20% 44% E | 56 17% 8% | 85 16% 12% | 79 17% 11% | 126 15% 18% | 34 16% 5% | 221 20% 32% G | 21 14% 3% | 195 25% 28% GHIJ | 95 19% 14% GHIJ |
| 5-10 ITEMS PER MONTH | 493 14% 100% | 136 20% 28% CDEF | 19 24% 4% CDEF | 197 13% 40% | 39 12% 8% | 55 10% 11% | 47 10% 9% | 55 7% 11% | 7 3% 2% | 173 15% 35% GH | 27 18% 6% GH | 160 21% 33% GHIJ | 70 14% 14% GHIJ |
| 10-20 ITEMS PER MONTH | 184 5% 100% | 52 8% 28% CEF | 5 7% 3% | 73 5% 40% | 17 5% 9% | 20 4% 11% | 16 3% 9% | 25 3% 14% | 3 1% 2% | 54 5% 29% H | 3 2% 2% | 66 9% 36% GHIJ | 32 6% 18% GHIJ |
| 20+ (WRITE IN NUMBER) | 27 1% 100% | 10 1% 37% DE | 1 2% 5% DE | 12 1% 46% | - - - | 1 2% - | 3 1% 10% | 2 9% - | - - - | 12 1% 46% | 1 1% 3% | 8 1% 30% | 3 1% 12% |
| NONE/DON'T SEND MAIL | 296 8% 100% | 25 4% 8% | 5 6% 2% | 113 7% 38% A | 40 12% 13% AC | 49 9% 16% A | 65 14% 22% ACE | 86 10% 29% IK | 41 19% 14% GIKL | 65 6% 22% | 22 14% 7% IK | 36 5% 12% | 47 9% 16% IK |
| DON'T KNOW | 18 1% 100% | - - - | 1 1% 4% A | 3 1% 16% | 4 1% 23% AC | 7 1% 37% AC | 4 1% 19% A | 4 21% - | 3 1% 15% K | 5 29% - | 1 4% - | 1 3% - | 5 1% 28% K |
| REFUSED | 2 - 100% | - - - | - - - | - - - | 1 53% - | - - | 1 47% - | - - | - - | - - | 1 53% - | - - | 1 47% - |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.1 APPROXIMATELY HOW MANY LETTERS AND CARDS, DO YOU PERSONALLY SEND IN AN AVERAGE MONTH? THIS SHOULD EXCLUDE ANY ITEMS YOU SEND FROM HOME IN CONNECTION WITH RUNNING A BUSINESS, IF YOU DO THIS FROM HOME. WE WILL ASK ABOUT PARCELS SEPARATELY.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|-----------------------|------------------------------|---------------------------|-------------------------|--------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|---------------------------|-------------------------|--------------------------------|-------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| LESS THAN 2 ITEMS | 1889 52% 100% | 299 44% 16% | 31 40% 2% | 808 53% 43% AB | 174 52% 9% A | 323 60% 17% ABCD | 254 54% 13% AB | 529 64% 28% IJKL | 131 60% 7% KL | 588 52% 31% K | 78 50% 4% K | 313 40% 17% | 250 50% 13% K |
| LESS THAN 5 ITEMS | 2583 72% 100% | 452 67% 17% | 47 61% 2% | 1113 74% 43% AB | 230 69% 9% | 407 76% 16% AB | 333 71% 13% | 655 79% 25% IJKL | 165 75% 6% JK | 809 72% 31% K | 99 64% 4% | 508 65% 20% | 346 69% 13% |
| 5 TO 10 ITEMS | 493 14% 100% | 136 20% 28% CDEF | 19 24% 4% CDEF | 197 13% 40% | 39 12% 8% | 55 10% 11% | 47 10% 9% | 55 7% 11% | 7 3% 2% | 173 15% 35% GH | 27 18% 6% GH | 160 21% 33% GHIJ | 70 14% 14% GH |
| 10 OR MORE ITEMS | 211 6% 100% | 62 9% 30% CDEF | 7 9% 3% CDEF | 86 6% 41% | 17 5% 8% | 20 4% 10% | 19 4% 9% | 27 3% 13% | 3 1% 1% | 67 6% 32% GH | 4 3% 2% | 75 10% 35% GHIJ | 36 7% 17% GH |
| SEND 3 OR MORE ITEMS | 1397 39% 100% | 350 52% 25% CDEF | 41 53% 3% CDEF | 589 39% 42% EF | 113 34% 8% | 160 30% 11% | 144 31% 10% | 208 25% 15% | 44 20% 3% | 461 41% 33% GH | 53 34% 4% GH | 430 55% 31% GHIJ L | 201 40% 14% GH |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.1 APPROXIMATELY HOW MANY LETTERS AND CARDS, DO YOU PERSONALLY SEND IN AN AVERAGE MONTH? THIS SHOULD EXCLUDE ANY ITEMS YOU SEND FROM HOME IN CONNECTION WITH RUNNING A BUSINESS, IF YOU DO THIS FROM HOME. WE WILL ASK ABOUT PARCELS SEPARATELY.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|----------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| I DON'T ALWAYS SEND ITEMS EACH MONTH | 847 24% 100% AK | 110 16% 13% | 12 16% 1% | 357 24% 42% | 76 23% 9% | 152 30% 18% M | 140 30% 16% M | 250 30% 30% M | 75 34% 9% M | 253 23% 30% | 35 23% 4% | 116 15% 14% | 118 23% 14% |
| 1 OR 2 ITEMS PER MONTH | 1042 29% 100% FK | 189 28% 18% | 19 24% 2% | 451 30% 43% | 98 30% 9% | 171 32% 16% | 114 24% 11% | 279 34% 27% M | 56 26% 5% | 335 30% 32% | 43 28% 4% | 198 25% 19% | 132 26% 13% |
| 3 OR 4 ITEMS PER MONTH | 693 19% 100% G | 152 23% 22% | 16 21% 2% | 306 20% 44% | 56 17% 8% | 85 16% 12% | 79 17% 11% | 126 15% 18% | 34 16% 5% | 221 20% 32% | 21 14% 3% | 195 25% 28% M | 95 19% 14% |
| 5-10 ITEMS PER MONTH | 493 14% 100% EFGH | 136 20% 28% M | 19 24% 4% M | 197 13% 40% | 39 12% 8% | 55 10% 11% | 47 10% 9% | 55 7% 11% | 7 3% 2% | 173 15% 35% | 27 18% 6% | 160 21% 33% M | 70 14% 14% |
| 10-20 ITEMS PER MONTH | 184 5% 100% GH | 52 8% 28% M | 5 7% 3% | 73 5% 40% | 17 5% 9% | 20 4% 11% | 16 3% 9% | 25 3% 14% | 3 1% 2% | 54 5% 29% | 3 2% 2% | 66 9% 36% M | 32 6% 18% |
| 20+ (WRITE IN NUMBER) | 27 1% 100% | 10 1% 37% | 2 5% 5% | 12 1% 46% | - - - | 1 2% - | 3 1% 10% | 2 9% - | - - - | 12 1% 46% | 1 3% 3% | 8 30% 30% | 3 1% 12% |
| NONE/DON'T SEND MAIL | 296 8% 100% AIK | 25 4% 8% | 5 6% 2% | 113 7% 38% | 40 12% 13% M | 49 9% 16% | 65 14% 22% M | 86 10% 29% | 41 19% 14% M | 65 6% 22% | 22 14% 7% M | 36 5% 12% | 47 9% 16% |
| DON'T KNOW | 18 1% 100% | - - - | 1 1% 4% | 3 1% 16% | 4 1% 23% | 7 1% 37% M | 4 1% 19% | 4 21% - | 3 1% 15% | 5 29% - | 1 4% - | 1 3% - | 5 1% 28% |
| REFUSED | 2 100% | - - | - - | - - | 1 53% | - - | 1 47% | - - | - - | - - | 1 53% M | - - | 1 47% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.1 APPROXIMATELY HOW MANY LETTERS AND CARDS, DO YOU PERSONALLY SEND IN AN AVERAGE MONTH? THIS SHOULD EXCLUDE ANY ITEMS YOU SEND FROM HOME IN CONNECTION WITH RUNNING A BUSINESS, IF YOU DO THIS FROM HOME. WE WILL ASK ABOUT PARCELS SEPARATELY.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|-----------------------|---|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| LESS THAN 2 ITEMS | 1889 52% 100% ABK | 299 44% 16% | 31 40% 2% | 808 53% 43% | 174 52% 9% | 323 60% 17% M | 254 54% 13% | 529 64% 28% M | 131 60% 7% M | 588 52% 31% | 78 50% 4% | 313 40% 17% | 250 50% 13% |
| LESS THAN 5 ITEMS | 2583 72% 100% ABK | 452 67% 17% | 47 61% 2% | 1113 74% 43% | 230 69% 9% | 407 76% 16% | 333 71% 13% | 655 79% 25% M | 165 75% 6% | 809 72% 31% | 99 64% 4% | 508 65% 20% | 346 69% 13% |
| 5 TO 10 ITEMS | 493 14% 100% EFGH | 136 20% 28% M | 19 24% 4% M | 197 13% 40% | 39 12% 8% | 55 10% 11% | 47 10% 9% | 55 7% 11% | 7 3% 2% | 173 15% 35% | 27 18% 6% | 160 21% 33% M | 70 14% 14% |
| 10 OR MORE ITEMS | 211 6% 100% EGH | 62 9% 30% M | 7 9% 3% | 86 6% 41% | 17 5% 8% | 20 4% 10% | 19 4% 9% | 27 3% 13% | 3 1% 1% | 67 6% 32% | 4 3% 2% | 75 10% 35% M | 36 7% 17% |
| SEND 3 OR MORE ITEMS | 1397 39% 100% EFGH | 350 52% 25% M | 41 53% 3% M | 589 39% 42% | 113 34% 8% | 160 30% 11% | 144 31% 10% | 208 25% 15% | 44 20% 3% | 461 41% 33% | 53 34% 4% | 430 55% 31% M | 201 40% 14% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND AT LEAST ONCE A MONTH BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | AGE | | | | | | | | | | | | |
|---|---------------------|---------------------------------|-------------------------|-------------------------|-------------------------|--------------------------|-------------------------------|--------------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| UNWEIGHTED TOTAL | 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| WEIGHTED TOTAL | 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| PAYMENT OF BILLS INCLUDING UTILITIES, CREDIT CARDS COUNCIL TAX ETC | 935 26% 100% | 84 17% 9% | 156 28% 17% A | 161 24% 17% A | 170 28% 18% A | 155 29% 17% A | 115 29% 12% A | 93 27% 10% A | 241 23% 26% H | 486 27% 52% H | 208 28% 22% H | 241 23% 26% H | 331 26% 35% K | 363 28% 39% K |
| OFFICIAL MAIL INCLUDING LEGAL, MEDICAL, INSURANCE, ETC | 968 27% 100% | 103 21% 11% | 149 26% 15% | 200 30% 21% A | 182 30% 19% A | 144 27% 15% | 105 26% 11% | 85 24% 9% | 252 24% 26% H | 527 29% 54% H | 189 25% 20% H | 252 24% 26% H | 382 30% 39% KM | 334 26% 34% KL |
| SOCIAL/ PERSONAL LETTERS TO FRIENDS | 1108 31% 100% | 120 25% 11% | 148 26% 13% | 184 28% 17% AB | 197 32% 18% AB | 179 33% 16% AB | 148 37% 13% ABC | 133 38% 12% ABC | 268 26% 24% H | 559 31% 50% HI | 281 38% 25% HI | 268 26% 24% H | 380 30% 34% K | 460 36% 41% KL |
| INVITATIONS/ GREETING OR BIRTHDAY CARDS/ POSTCARDS | 1576 44% 100% | 146 30% 9% | 212 38% 13% A | 288 43% 18% A | 259 42% 16% A | 261 48% 17% AB | 216 54% 14% ABC D | 194 56% 12% ABC DE | 357 34% 23% H | 808 45% 51% HI | 410 55% 26% HI | 357 34% 23% H | 547 43% 35% K | 671 52% 43% KL |
| OTHER (PLEASE SPECIFY) | 102 3% 100% | 13 3% 13% | 6 1% 6% | 23 3% 23% B | 18 3% 18% B | 18 3% 18% B | 12 3% 12% B | 11 3% 11% B | 19 2% 19% H | 59 3% 58% H | 23 3% 23% H | 19 2% 19% LM | 41 3% 41% K | 41 3% 41% K |
| NONE | 741 21% 100% | 155 32% 21% BCD EFG | 126 22% 17% EG | 132 20% 18% B | 116 19% 16% B | 85 16% 12% B | 74 19% 10% B | 52 15% 7% B | 281 27% 38% IJ | 334 18% 45% H | 127 17% 17% H | 281 27% 38% LM | 248 20% 34% K | 212 16% 29% KL |
| DON'T KNOW | 24 1% 100% | 5 1% 23% | 4 1% 19% | 5 1% 21% | 2 - 9% | 2 - 8% | 2 1% 10% | 2 1% 9% | 10 1% 41% | 9 1% 39% | 5 1% 20% | 10 1% 41% | 7 1% 31% | 7 1% 28% |
| ANY FORMAL | 1556 43% 100% | 159 33% 10% | 260 47% 17% AG | 302 46% 19% A | 290 47% 19% AG | 241 45% 15% A | 169 42% 11% A | 136 39% 9% A | 419 40% 27% HJ | 832 46% 53% HJ | 305 41% 20% H | 419 40% 27% H | 591 46% 38% K | 545 42% 35% KL |
| ANY INFORMAL | 2101 58% 100% | 220 46% 10% | 293 52% 14% | 377 57% 18% A | 361 59% 17% AB | 345 64% 16% ABC | 262 66% 12% ABC D | 243 70% 12% ABC D | 513 49% 24% H | 1083 60% 52% H | 505 69% 24% HI | 513 49% 24% H | 737 58% 35% K | 850 66% 40% KL |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND AT LEAST ONCE A MONTH BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (N) | AGE | | | | | | | | | | | | | |
|---------------------------------|------------------------|-------------------|-------------------|-------------------|------------------------|------------------------|------------------------|------------------------|--------------------|------------------------|------------------------|-------------------|------------------------|--|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) | |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% | |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% | |
| 935 26% 100% A | 84 17% 9% | 156 28% 17% | 161 24% 17% | 170 28% 18% | 155 29% 17% | 115 29% 12% | 93 27% 10% | 241 23% 26% | 486 27% 52% | 208 28% 22% | 241 23% 26% | 331 26% 35% | 363 28% 39% | |
| 968 27% 100% A | 103 21% 11% | 149 26% 15% | 200 30% 21% | 182 30% 19% | 144 27% 15% | 105 26% 11% | 85 24% 9% | 252 24% 26% | 527 29% 54% | 189 25% 20% | 252 24% 26% | 382 30% 39% | 334 26% 34% | |
| 1108 31% 100% ABH K | 120 25% 11% | 148 26% 13% | 184 28% 17% | 197 32% 18% | 179 33% 16% | 148 37% 13% N | 133 38% 12% N | 268 26% 24% | 559 31% 50% | 281 38% 25% N | 268 26% 24% | 380 30% 34% | 460 36% 41% N | |
| 1576 44% 100% ABHK | 146 30% 9% | 212 38% 13% | 288 43% 18% | 259 42% 16% | 261 48% 17% N | 216 54% 14% N | 194 56% 12% N | 357 34% 23% | 808 45% 51% | 410 55% 26% N | 357 34% 23% | 547 43% 35% | 671 52% 43% N | |
| 102 3% 100% B | 13 3% 13% | 6 1% 6% | 23 3% 23% | 18 3% 18% | 18 3% 18% | 12 3% 12% | 11 3% 11% | 19 2% 19% | 59 3% 58% | 23 3% 23% | 19 2% 19% | 41 3% 41% | 41 3% 41% | |
| 741 21% 100% EGJ M | 155 32% 21% N | 126 22% 17% | 132 20% 18% | 116 19% 16% | 85 16% 12% | 74 19% 10% | 52 15% 7% | 281 27% 38% N | 334 18% 45% | 127 17% 17% | 281 27% 38% N | 248 20% 34% | 212 16% 29% | |
| 24 1% 100% | 5 1% 23% | 4 1% 19% | 5 1% 21% | 2 - 9% | 2 - 8% | 2 1% 10% | 2 1% 9% | 10 1% 41% | 9 1% 39% | 5 1% 20% | 10 1% 41% | 7 1% 31% | 7 1% 28% | |
| 1556 43% 100% A | 159 33% 10% | 260 46% 17% | 302 46% 19% | 290 47% 19% | 241 45% 15% | 169 42% 11% | 136 39% 9% | 419 40% 27% | 832 46% 53% | 305 41% 20% | 419 40% 27% | 591 46% 38% | 545 42% 35% | |
| 2101 58% 100% ABH K | 220 46% 10% | 293 52% 14% | 377 57% 18% | 361 59% 17% | 345 66% 16% N | 262 66% 12% N | 243 70% 12% N | 513 49% 24% | 1083 60% 52% | 505 69% 24% N | 513 49% 24% | 737 58% 35% | 850 66% 40% N | |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND AT LEAST ONCE A MONTH BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEX | | SEX/AGE | | | | | |
|---|---------------------|------------------------|-------------------------|--------------------------|-------------------------------|-------------------------------|--------------------------|-------------------------------|----------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| PAYMENT OF BILLS INCLUDING UTILITIES, CREDIT CARDS COUNCIL TAX ETC | 935 26% 100% | 489 28% 52% B | 446 24% 48% | 129 25% 14% | 176 28% 19% F | 184 32% 20% CFG H | 112 21% 12% | 155 24% 17% | 179 25% 19% |
| OFFICIAL MAIL INCLUDING LEGAL, MEDICAL, INSURANCE, ETC | 968 27% 100% | 550 32% 57% B | 418 22% 43% | 144 28% 15% FH | 219 35% 23% CFG H | 187 32% 19% FGH | 108 21% 11% | 164 25% 17% | 147 21% 15% |
| SOCIAL/ PERSONAL LETTERS TO FRIENDS | 1108 31% 100% | 482 28% 43% | 626 33% 57% A | 126 24% 11% | 166 27% 15% | 189 33% 17% CDF | 141 27% 13% | 214 33% 19% CDF | 271 38% 24% CDEFG |
| INVITATIONS/ GREETING OR BIRTHDAY CARDS/ POSTCARDS | 1576 44% 100% | 585 34% 37% | 990 53% 63% A | 139 27% 9% | 198 32% 13% | 248 43% 16% CD | 218 41% 14% CD | 349 54% 22% CDE F | 423 60% 27% CDEFG |
| OTHER (PLEASE SPECIFY) | 102 3% 100% | 55 3% 54% | 46 2% 46% | 10 2% 10% | 26 4% 26% F | 19 3% 19% | 9 2% 8% | 15 2% 15% | 22 3% 22% |
| NONE | 741 21% 100% | 411 24% 55% B | 330 18% 45% | 152 29% 21% EGH | 153 24% 21% EGH | 106 18% 14% | 129 24% 17% EGH | 96 15% 13% | 106 15% 14% |
| DON'T KNOW | 24 1% 100% | 13 1% 55% | 11 1% 45% | 8 2% 35% E | 3 1% 13% | 2 1% 8% | 2 1% 7% | 4 1% 18% | 5 1% 20% |
| ANY FORMAL | 1556 43% 100% | 828 48% 53% B | 728 39% 47% | 226 43% 15% H | 311 50% 20% FGH | 291 50% 19% CFG H | 194 37% 12% | 280 43% 18% FH | 254 36% 16% |
| ANY INFORMAL | 2101 58% 100% | 858 50% 41% | 1243 66% 59% A | 225 43% 11% | 295 47% 14% | 339 58% 16% CD | 289 55% 14% CD | 442 68% 21% CDE F | 512 73% 24% CDEF |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND AT LEAST ONCE A MONTH BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|---|----------------------------|------------------------|-------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| PAYMENT OF BILLS INCLUDING UTILITIES, CREDIT CARDS COUNCIL TAX ETC | 935 26% 100% F | 489 28% 52% | 446 24% 48% | 129 25% 14% | 176 28% 19% | 184 32% 20% I | 112 21% 12% | 155 24% 17% | 179 25% 19% |
| OFFICIAL MAIL INCLUDING LEGAL, MEDICAL, INSURANCE, ETC | 968 27% 100% BFH | 550 32% 57% I | 418 22% 43% | 144 28% 15% | 219 35% 23% I | 187 32% 19% I | 108 21% 11% | 164 25% 17% | 147 21% 15% |
| SOCIAL/ PERSONAL LETTERS TO FRIENDS | 1108 31% 100% C | 482 28% 43% | 626 33% 57% | 126 24% 11% | 166 27% 15% | 189 33% 17% | 141 27% 13% | 214 33% 19% | 271 38% 24% I |
| INVITATIONS/ GREETING OR BIRTHDAY CARDS/ POSTCARDS | 1576 44% 100% ACD | 585 34% 37% | 990 53% 63% I | 139 27% 9% | 198 32% 13% | 248 43% 16% | 218 41% 14% | 349 54% 22% I | 423 60% 27% I |
| OTHER (PLEASE SPECIFY) | 102 3% 100% | 55 3% 54% | 46 2% 46% | 10 2% 10% | 26 4% 26% | 19 3% 19% | 9 2% 8% | 15 2% 15% | 22 3% 22% |
| NONE | 741 21% 100% BGH | 411 24% 55% I | 330 18% 45% | 152 29% 21% I | 153 24% 21% | 106 18% 14% | 129 24% 17% | 96 15% 13% | 106 15% 14% |
| DON'T KNOW | 24 1% 100% | 13 1% 55% | 11 1% 45% | 8 2% 35% | 3 1% 13% | 2 1% 8% | 2 1% 7% | 4 1% 18% | 5 1% 20% |
| ANY FORMAL | 1556 43% 100% BFH | 828 48% 53% I | 728 39% 47% | 226 43% 15% | 311 50% 20% I | 291 50% 19% I | 194 37% 12% | 280 43% 18% | 254 36% 16% |
| ANY INFORMAL | 2101 58% 100% ACD | 858 50% 41% | 1243 66% 59% I | 225 43% 11% | 295 47% 14% | 339 58% 16% | 289 55% 14% | 442 68% 21% I | 512 73% 24% I |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND AT LEAST ONCE A MONTH BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|--|---------------------|-----------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|--------------------------|-------------------------|------------------------|-------------------------|---------------------------|------------------------|------------------------------------|------------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| | | . | | | | | | | | | | | . | | | |
| | 935 26% 100% | 37 31% 4% | 194 31% 21% CE F | 270 25% 29% | 200 26% 21% | 114 24% 12% | 121 22% 13% | 231 31% 25% HI | 469 25% 50% | 235 23% 25% | 822 27% 88% KLM | 56 18% 6% | 27 27% 3% | 29 18% 3% | 771 25% 82% | 87 30% 9% |
| | 968 27% 100% | 46 39% 5% CD EF | 224 35% 23% CD EF | 297 27% 31% DF | 163 21% 17% | 120 26% 12% | 118 22% 12% | 270 36% 28% HI | 460 25% 47% | 238 24% 25% | 823 27% 85% | 83 26% 9% | 25 25% 3% | 37 23% 4% | 805 26% 83% | 75 26% 8% |
| | 1108 31% 100% | 46 39% 4% DE | 240 38% 22% CD EF | 351 32% 32% DE | 195 26% 18% | 111 24% 10% | 165 31% 15% DE | 286 38% 26% HI | 546 30% 49% | 276 27% 25% | 984 33% 89% KLM | 62 20% 6% | 22 22% 2% | 39 24% 4% | 921 30% 83% | 113 38% 10% N |
| | 1576 44% 100% | 67 57% 4% DE F | 329 52% 21% CD EF | 499 46% 32% DE F | 299 39% 19% | 171 37% 11% | 210 39% 13% | 397 53% 25% HI | 798 43% 51% I | 381 38% 24% | 1339 44% 85% M | 152 48% 10% M | 42 42% 3% M | 43 26% 3% | 1403 46% 89% O | 109 37% 7% |
| | 102 3% 100% | 5 4% 5% | 16 2% 15% | 29 3% 29% | 24 3% 23% | 13 3% 13% | 14 3% 14% | 21 3% 20% | 53 3% 52% | 28 3% 27% | 97 3% 95% K | - - - | 3 3% 3% K | 2 1% 2% | 89 3% 88% | 5 2% 5% |
| | 741 21% 100% | 14 11% 2% | 84 13% 11% | 195 18% 26% B | 188 25% 25% AB C | 123 26% 17% AB C | 137 25% 19% ABC | 98 13% 13% | 382 21% 52% G | 260 26% 35% GH | 595 20% 80% | 74 24% 10% | 15 15% 2% | 56 34% 8% JKL | 622 20% 84% | 66 22% 9% |
| | 24 1% 100% | - - - | 1 * 6% | 8 1% 33% | 4 1% 17% | 6 1% 24% | 5 1% 20% | 1 * 6% | 12 1% 50% | 10 44% G | 16 1% 67% | 5 2% 22% J | - - - | 3 2% 11% | 18 1% 74% | 1 * 4% |
| | 1556 43% 100% | 61 52% 4% DF | 318 50% 20% CD EF | 472 44% 30% F | 306 40% 20% | 196 42% 13% | 202 37% 13% | 379 50% 24% HI | 779 42% 50% | 398 40% 26% | 1341 44% 86% KLM | 115 37% 7% | 46 46% 3% M | 54 33% 3% | 1285 42% 83% | 136 46% 9% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND AT LEAST ONCE A MONTH BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|----------------|---------------------|----------------------------|-------------------------------|------------------------------|-------------------|-------------------|-------------------|-------------------------|-------------------------|-------------------|-------------------------|-----------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| ANY INFORMAL | 2101 58% 100% | 83 70% 4% DE F | 432 68% 21% CD EF | 660 61% 31% DE F | 403 53% 19% | 229 49% 11% | 294 54% 14% | 515 68% 25% HI | 1063 58% 51% I | 523 52% 25% | 1797 59% 86% M | 184 59% 9% M | 53 53% 3% | 66 40% 3% | 1825 59% 87% | 169 57% 8% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND AT LEAST ONCE A MONTH BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|--------------------------|-------------------------|----------------------------|--------------------------|--------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100* | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 935 26% 100% | 283 27% 30% | 168 25% 18% | 115 30% 12% DG | 449 24% 48% | 179 30% 19% DG | 25 22% 3% | 732 25% 78% |
| 968 27% 100% | 280 27% 29% | 173 26% 18% | 107 28% 11% | 484 26% 50% | 185 31% 19% DG | 33 29% 3% | 764 26% 79% |
| 1108 31% 100% | 352 33% 32% D | 214 32% 19% | 138 36% 12% DG | 540 29% 49% | 193 33% 17% | 34 30% 3% | 892 30% 80% |
| 1576 44% 100% | 394 37% 25% | 242 36% 15% | 152 40% 10% | 851 45% 54% AB | 306 52% 19% ABCDG | 66 58% 4% ABCDG | 1245 42% 79% AB |
| 102 3% 100% | 37 3% 36% | 25 4% 24% | 12 3% 12% | 48 3% 47% | 15 3% 15% | - - - | 85 3% 83% |
| 741 21% 100% | 214 20% 29% EF | 137 20% 18% EF | 77 20% 10% EF | 429 23% 58% EF | 88 15% 12% | 10 9% 1% | 643 22% 87% EF |
| 24 1% 100% | 10 1% 43% | 6 1% 26% | 4 1% 17% | 12 1% 51% | 1 * 3% | 1 1% 3% | 22 1% 94% |
| 1556 43% 100% | 467 44% 30% | 282 42% 18% | 185 49% 12% BDG | 769 41% 49% | 287 48% 18% BDG | 51 45% 3% | 1236 42% 79% |
| 2101 58% 100% | 592 56% 28% | 373 56% 18% | 218 57% 10% | 1090 58% 52% | 380 64% 18% ABDG | 79 70% 4% ABCDG | 1681 57% 80% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND AT LEAST ONCE A MONTH BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------|---------------------------|-------------------------|--------------------------|-------------------------|-----------------------|---------------------------|------------------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% | 85 2% |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* .2% | 447 12% | 85* .2% |
| 935 26% 100% | 141 30% 15% BCDE | 142 24% 15% | 289 24% 31% | 159 23% 17% | 9 15% 1% | 149 33% 16% BCDE | 20 24% 2% |
| 968 27% 100% | 127 27% 13% | 153 26% 16% | 311 26% 32% | 174 26% 18% | 14 23% 1% | 145 32% 15% BCD | 26 31% 3% |
| 1108 31% 100% | 172 37% 16% BCDE | 180 31% 16% | 340 28% 31% | 200 29% 18% | 12 19% 1% | 155 35% 14% CE | 27 32% 2% |
| 1576 44% 100% | 176 38% 11% | 217 37% 14% | 574 47% 36% ABD | 277 41% 18% | 33 53% 2% AB | 224 50% 14% ABD | 49 58% 3% ABD |
| 102 3% 100% | 18 4% 18% | 18 3% 18% | 26 2% 25% | 22 3% 22% | - - - | 15 3% 15% | - - - |
| 741 21% 100% | 91 20% 12% G | 122 21% 17% FG | 265 22% 36% FG | 164 24% 22% FG | 16 25% 2% G | 65 15% 9% | 7 8% 1% |
| 24 1% 100% | 6 1% 27% DF | 4 1% 15% | 10 1% 44% | 2 4% 7% | - - - | - - - | 1 1% 3% |
| 1556 43% 100% | 224 48% 14% BCDE | 243 42% 16% | 493 41% 32% | 276 41% 18% | 20 32% 1% | 227 51% 15% BCDE | 40 47% 3% |
| 2101 58% 100% | 267 57% 13% | 324 55% 15% | 723 60% 34% D | 367 54% 17% | 35 58% 2% | 285 64% 14% BD | 60 70% 3% ABD |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
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GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND AT LEAST ONCE A MONTH BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|--|---------------------|-----------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|---------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| | 3603 100% | 118 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101 3% | 165 5% | 3068 85% | 295 8% |
| | 935 26% 100% | 37 31% 4% | 194 31% 21% | 270 25% 29% | 200 26% 21% | 114 24% 12% | 121 22% 13% | 231 31% 25% | 469 25% 50% | 235 23% 25% | 822 27% 88% | 56 18% 6% | 27 27% 3% | 29 18% 3% | 771 25% 82% | 87 30% 9% |
| | 968 27% 100% | 46 39% 5% | 224 35% 23% | 297 27% 31% | 163 21% 17% | 120 26% 12% | 118 22% 12% | 270 36% 28% | 460 25% 47% | 238 24% 25% | 823 27% 85% | 83 26% 9% | 25 25% 3% | 37 23% 4% | 805 26% 83% | 75 26% 8% |
| | 1108 31% 100% | 46 39% 4% | 240 38% 22% | 351 32% 32% | 195 26% 18% | 111 24% 10% | 165 31% 15% | 286 38% 26% | 546 30% 49% | 276 27% 25% | 984 33% 89% | 62 20% 6% | 22 22% 2% | 39 24% 4% | 921 30% 83% | 113 38% 10% |
| | 1576 44% 100% | 67 57% 4% | 329 52% 21% | 499 46% 32% | 299 39% 19% | 171 37% 11% | 210 39% 13% | 397 53% 25% | 798 44% 51% | 381 38% 24% | 1339 44% 85% | 152 48% 10% | 42 42% 3% | 43 26% 3% | 1403 46% 89% | 109 37% 7% |
| | 102 3% 100% | 5 4% 5% | 16 2% 15% | 29 3% 29% | 24 3% 23% | 13 3% 13% | 14 3% 14% | 21 3% 20% | 53 3% 52% | 28 3% 27% | 97 3% 95% | - - - | 3 3% 3% | 2 1% 2% | 89 3% 88% | 5 2% 5% |
| | 741 21% 100% | 14 11% 2% | 84 13% 11% | 195 18% 26% | 188 25% 25% | 123 26% 17% | 137 25% 19% | 98 13% 13% | 382 21% 52% | 260 26% 35% | 595 20% 80% | 74 24% 10% | 15 15% 2% | 56 34% 8% | 622 20% 84% | 66 22% 9% |
| | 24 1% 100% | - - - | 1 - 6% | 8 1% 33% | 4 1% 17% | 6 1% 24% | 5 1% 20% | 1 - 6% | 12 1% 50% | 10 1% 44% | 16 1% 67% | 5 2% 22% | - - - | 3 2% 11% | 18 1% 74% | 1 - 4% |
| | 1556 43% 100% | 61 52% 4% | 318 50% 20% | 472 44% 30% | 306 40% 20% | 196 42% 13% | 202 37% 13% | 379 50% 24% | 779 42% 50% | 398 40% 26% | 1341 44% 86% | 115 37% 7% | 46 46% 3% | 54 33% 3% | 1285 42% 83% | 136 46% 9% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND AT LEAST ONCE A MONTH BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | SEG | | | | | | | | | | NATION | | | | ETHNICITY | |
|----------------|---------------------|-----------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|-------------------|--------------------|---------------------|------------------------------------|-----------------|-----------------------------|--|
| | TOTAL (T) | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| ANY INFORMAL | 2101 58% 100% | 83 70% 4% | 432 68% 21% | 660 61% 31% | 403 53% 19% | 229 49% 11% | 294 54% 14% | 515 68% 25% | 1063 58% 51% | 523 52% 25% | 1797 59% 86% | 184 59% 9% | 53 53% 3% | 66 40% 3% | 1825 59% 87% | 169 57% 8% |
| DEI M | | T | T | | | | | T | | | | | | | | |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND AT LEAST ONCE A MONTH BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|---------------------------|----------------------------------|---|------------------------|--------------------|------------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 935 26% 100% | 283 27% 30% | 168 25% 18% | 115 30% 12% | 449 24% 48% | 179 30% 19% | 25 22% 3% | 732 25% 78% |
| 968 27% 100% | 280 27% 29% | 173 26% 18% | 107 28% 11% | 484 26% 50% | 185 31% 19% H | 33 29% 3% | 764 26% 79% |
| 1108 31% 100% | 352 33% 32% | 214 32% 19% | 138 36% 12% H | 540 29% 49% | 193 33% 17% | 34 30% 3% | 892 30% 80% |
| 1576 44% 100% AB | 394 37% 25% | 242 36% 15% | 152 40% 10% | 851 45% 54% | 306 52% 19% H | 66 58% 4% H | 1245 42% 79% |
| 102 3% 100% | 37 3% 36% | 25 4% 24% | 12 3% 12% | 48 3% 47% | 15 3% 15% | - - - | 85 3% 83% |
| 741 21% 100% EF | 214 20% 29% | 137 20% 18% | 77 20% 10% | 429 23% 58% | 88 15% 12% | 10 9% 1% | 643 22% 87% |
| 24 1% 100% | 10 1% 43% | 6 1% 26% | 4 1% 17% | 12 1% 51% | 1 * 3% | 1 1% 3% | 22 1% 94% |
| 1556 43% 100% | 467 44% 30% | 282 42% 18% | 185 49% 12% H | 769 41% 49% | 287 48% 18% H | 51 45% 3% | 1236 42% 79% |
| 2101 58% 100% | 592 56% 28% | 373 56% 18% | 218 57% 10% | 1090 58% 52% | 380 64% 18% H | 79 70% 4% H | 1681 57% 80% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND AT LEAST ONCE A MONTH BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|---|---------------------------|------------------------|-------------------|------------------------|-------------------|-----------------|------------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| PAYMENT OF BILLS INCLUDING UTILITIES, CREDIT CARDS COUNCIL TAX ETC | 935 26% 100% | 141 30% 15% | 142 24% 15% | 289 24% 31% | 159 23% 17% | 9 15% 1% | 20 33% 24% 2% |
| OFFICIAL MAIL INCLUDING LEGAL, MEDICAL, INSURANCE, ETC | 968 27% 100% | 127 27% 13% | 153 26% 16% | 311 26% 32% | 174 26% 18% | 14 23% 1% | 26 32% 15% 3% |
| SOCIAL/ PERSONAL LETTERS TO FRIENDS | 1108 31% 100% | 172 37% 16% H | 180 31% 16% | 340 28% 31% | 200 29% 18% | 12 19% 1% | 155 35% 14% |
| INVITATIONS/ GREETING OR BIRTHDAY CARDS/ POSTCARDS | 1576 44% 100% AB | 176 38% 11% | 217 37% 14% | 574 47% 36% H | 277 41% 18% | 33 53% 2% | 49 58% 3% H |
| OTHER (PLEASE SPECIFY) | 102 3% 100% | 18 4% 18% | 18 3% 18% | 26 2% 25% | 22 3% 22% | - - - | 15 3% 15% |
| NONE | 741 21% 100% FG | 91 20% 12% | 122 21% 17% | 265 22% 36% | 164 24% 22% | 16 25% 2% | 65 15% 9% |
| DON'T KNOW | 24 1% 100% | 6 1% 27% | 4 1% 15% | 10 1% 44% | 2 7% | - - - | 1 1% 3% |
| ANY FORMAL | 1556 43% 100% | 224 48% 14% | 243 42% 16% | 493 41% 32% | 276 41% 18% | 20 32% 1% | 227 51% 15% H |
| ANY INFORMAL | 2101 58% 100% | 267 57% 13% | 324 55% 15% | 723 60% 34% | 367 54% 17% | 35 58% 2% | 285 64% 14% H |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND AT LEAST ONCE A MONTH BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|---------------------|--------------------------------|--------------------------------|--------------------------|---------------------------|--------------------------------|--------------------------|-------------------------------|---------------------------|---------------------------------|---------------------------------|--------------------------|--------------------------|----------------------------------|--------------------------------|--------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| PAYMENT OF BILLS INCLUDING UTILITIES, CREDIT CARDS COUNCIL TAX ETC | 935 26% 100% | 123 32% 13% DF | 107 29% 11% F | 249 27% 27% F | 221 24% 24% | 117 27% 13% F | 117 20% 13% | 35 23% 4% | 126 23% 13% | 80 24% 9% | 89 30% 10% HO | 176 25% 19% | 65 24% 7% | 106 35% 17% GHIK LNO | 167 28% 18% HO | 90 23% 10% |
| OFFICIAL MAIL INCLUDING LEGAL, MEDICAL, INSURANCE, ETC | 968 27% 100% | 162 42% 17% BCDE F | 108 29% 11% DF | 276 30% 29% DF | 184 20% 19% | 112 26% 12% D | 126 22% 13% | 58 37% 6% HIKL NO | 120 22% 12% | 74 22% 8% | 112 38% 12% HIKL NO | 196 28% 20% H | 74 27% 8% | 100 33% 10% HINO | 144 24% 15% | 90 23% 9% |
| SOCIAL/ PERSONAL LETTERS TO FRIENDS | 1108 31% 100% | 129 34% 12% CE | 157 42% 14% ACDE F | 247 27% 22% | 299 32% 27% CE | 106 25% 10% | 170 30% 15% | 49 32% 4% | 140 25% 13% | 79 23% 7% | 100 34% 9% HI | 204 29% 18% | 76 28% 7% | 137 46% 12% GHJ KLNO | 202 34% 18% HIL | 121 31% 11% I |
| INVITATIONS/ GREETING OR BIRTHDAY CARDS/ POSTCARDS | 1576 44% 100% | 169 44% 11% CE | 228 61% 14% ACDE F | 299 33% 19% E | 499 54% 32% ACEF | 117 27% 7% | 263 46% 17% CE | 57 37% 4% | 196 35% 12% | 105 31% 7% | 157 53% 10% GHIK L | 297 42% 19% HIL | 93 34% 6% | 183 61% 12% GHIK LNO | 305 52% 19% GHIK L | 183 46% 12% HIL |
| OTHER (PLEASE SPECIFY) | 102 3% 100% | 15 4% 14% | 6 2% 6% | 28 3% 28% | 25 3% 25% | 12 3% 12% | 15 3% 15% | 1 1% 1% | 7 1% 7% | 10 3% 10% | 10 3% 10% | 25 4% 25% H | 7 2% 7% | 10 3% 9% | 21 4% 20% H | 11 3% 11% |
| NONE | 741 21% 100% | 63 16% 8% B | 35 9% 5% | 218 24% 20% ABD | 165 18% 22% B | 130 30% 18% ABCD F | 130 23% 18% ABD | 30 19% 4% M | 148 27% 20% JKMN | 102 30% 14% GJKMN O | 41 14% 5% | 137 20% 18% M | 71 26% 10% JKMN | 27 9% 4% | 97 17% 13% M | 87 22% 12% JMN |
| DON'T KNOW | 24 1% 100% | - - - | 1 * 6% | 8 1% 34% | 4 * 16% | 5 1% 22% A | 5 1% 23% | - - - | 6 1% 26% | 4 1% 15% | - - - | 4 1% 18% | 3 1% 13% | 1 * 6% | 1 * 6% | 4 1% 16% |
| ANY FORMAL | 1556 43% 100% | 210 55% 13% BCDE F | 169 46% 11% DF | 430 47% 28% DF | 349 37% 22% | 188 43% 12% DF | 210 37% 14% | 74 48% 5% O | 216 39% 14% | 129 39% 8% | 153 51% 10% HINO | 317 45% 20% O | 121 44% 8% | 152 51% 10% HINO | 246 42% 16% | 148 37% 9% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND AT LEAST ONCE A MONTH BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|----------------|---------------------|-------------------------|--------------------------------|------------------------|--------------------------|---------------------|-------------------------|----------------------|------------------------|----------------------|---------------------------------|--------------------------|----------------------|----------------------------------|---------------------------------|--------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| ANY INFORMAL | 2101 58% 100% | 228 60% 11% CE | 287 77% 14% ACDE F | 446 49% 21% E | 617 66% 29% CEF | 184 42% 9% | 339 59% 16% CE | 88 57% 4% I | 273 49% 13% | 152 45% 7% | 203 68% 10% GHIK LO | 401 57% 19% HIL | 134 49% 6% | 224 75% 11% GHIK LNO | 389 66% 19% GHIK LO | 237 60% 11% HIL |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND AT LEAST ONCE A MONTH BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|---------------------------------|------------------------|------------------------|------------------------|-------------------------|------------------------|------------------------|----------------------|------------------------|------------------------|------------------------|------------------------|-----------------------|------------------------|------------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| PAYMENT OF BILLS INCLUDING UTILITIES, CREDIT CARDS COUNCIL TAX ETC | 935 26% 100% F | 123 32% 13% P | 107 29% 11% P | 249 27% 27% P | 221 24% 24% P | 117 27% 13% P | 117 20% 13% P | 35 23% 4% P | 126 23% 13% P | 80 24% 9% P | 89 30% 10% P | 176 25% 19% P | 65 24% 7% P | 106 35% 17% P | 167 28% 18% P | 90 23% 10% P |
| OFFICIAL MAIL INCLUDING LEGAL, MEDICAL, INSURANCE, ETC | 968 27% 100% DFH | 162 42% 17% P | 108 29% 11% P | 276 30% 29% P | 184 20% 19% P | 112 26% 12% P | 126 22% 13% P | 58 37% 6% P | 120 22% 12% P | 74 22% 8% P | 112 38% 12% P | 196 28% 20% P | 74 27% 8% P | 100 33% 10% P | 144 24% 15% P | 90 23% 9% P |
| SOCIAL/ PERSONAL LETTERS TO FRIENDS | 1108 31% 100% EHI | 129 34% 12% P | 157 42% 14% P | 247 27% 22% P | 299 32% 27% P | 106 25% 10% P | 170 30% 15% P | 49 32% 4% P | 140 25% 13% P | 79 23% 7% P | 100 34% 9% P | 204 29% 18% P | 76 28% 7% P | 137 46% 12% P | 202 34% 18% P | 121 31% 17% P |
| INVITATIONS/ GREETING OR BIRTHDAY CARDS/ POSTCARDS | 1576 44% 100% CEH L | 169 44% 11% P | 228 61% 14% P | 299 33% 19% P | 499 54% 32% P | 117 27% 7% P | 263 46% 17% P | 57 37% 4% P | 196 35% 12% P | 105 31% 7% P | 157 53% 10% P | 297 42% 19% P | 93 34% 6% P | 183 61% 12% P | 305 52% 19% P | 183 46% 12% P |
| OTHER (PLEASE SPECIFY) | 102 3% 100% | 15 4% 14% P | 6 2% 6% P | 28 3% 28% P | 25 3% 25% P | 12 3% 12% P | 15 3% 15% P | 1 1% 1% P | 7 1% 7% P | 10 3% 10% P | 10 3% 10% P | 25 4% 25% P | 7 2% 7% P | 10 3% 9% P | 21 4% 20% P | 11 3% 11% P |
| NONE | 741 21% 100% BJMN | 63 16% 8% P | 35 9% 5% P | 218 24% 29% P | 165 18% 22% P | 130 30% 18% P | 130 23% 18% P | 30 19% 4% P | 148 27% 20% P | 102 30% 14% P | 41 14% 5% P | 137 20% 18% P | 71 26% 10% P | 27 9% 4% P | 97 17% 13% P | 87 22% 12% P |
| DON'T KNOW | 24 1% 100% | - - - P | 1 * 6% P | 8 1% 34% P | 4 * 16% P | 5 1% 22% P | 5 1% 23% P | - - - P | 6 1% 26% P | 4 1% 15% P | - - - P | 4 1% 18% P | 3 1% 13% P | 1 * 6% P | 1 * 6% P | 4 1% 16% P |
| ANY FORMAL | 1556 43% 100% DFO | 210 55% 13% P | 169 46% 11% P | 430 47% 28% P | 349 37% 22% P | 188 43% 12% P | 210 37% 14% P | 74 48% 5% P | 216 39% 14% P | 129 39% 8% P | 153 51% 10% P | 317 45% 20% P | 121 44% 8% P | 152 51% 10% P | 246 42% 16% P | 148 37% 9% P |
| ANY INFORMAL | 2101 58% 100% CEH L | 228 60% 11% P | 287 77% 14% P | 446 49% 21% P | 617 66% 29% P | 184 42% 9% P | 339 59% 16% P | 88 57% 4% P | 273 49% 13% P | 152 45% 7% P | 203 68% 10% P | 401 57% 19% P | 134 49% 6% P | 224 75% 17% P | 389 66% 19% P | 237 60% 17% P |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND AT LEAST ONCE A MONTH BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--|---------------------|-----------------------------|----------------------------|----------------------|--|------------------------|------------------------|------------------------|------------------------------------|------------------------|------------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| PAYMENT OF BILLS INCLUDING UTILITIES, CREDIT CARDS COUNCIL TAX ETC | 935 26% 100% | 143 25% 15% | 784 26% 84% | 37 23% 4% | 726 27% 78% | 209 24% 22% | 66 24% 7% | 101 21% 11% | 762 27% 81% GI | 107 21% 11% | 72 24% 8% |
| OFFICIAL MAIL INCLUDING LEGAL, MEDICAL, INSURANCE, ETC | 968 27% 100% | 153 27% 16% | 812 27% 84% | 38 24% 4% | 773 28% 80% E | 195 22% 20% | 53 19% 9% | 109 22% 11% | 800 28% 83% FGU | 115 22% 12% | 59 20% 6% |
| SOCIAL/ PERSONAL LETTERS TO FRIENDS | 1108 31% 100% | 180 32% 16% | 926 31% 84% | 50 32% 5% | 846 31% 76% | 261 30% 24% | 85 31% 8% | 135 27% 12% | 883 31% 80% | 140 27% 13% | 89 30% 8% |
| INVITATIONS/ GREETING OR BIRTHDAY CARDS/ POSTCARDS | 1576 44% 100% | 240 43% 15% | 1326 44% 84% | 63 40% 4% | 1227 45% 78% E | 349 40% 22% | 123 45% 8% GI | 156 32% 10% | 1290 46% 82% GI | 163 32% 10% | 130 44% 8% GI |
| OTHER (PLEASE SPECIFY) | 102 3% 100% | 24 4% 24% B | 77 3% 76% | 3 2% 3% | 83 3% 82% | 18 2% 18% | 6 2% 6% | 13 3% 13% | 82 3% 81% | 13 2% 13% | 6 2% 6% |
| NONE | 741 21% 100% | 121 22% 16% | 617 20% 83% | 34 21% 5% | 512 19% 69% | 229 26% 31% D | 68 25% 9% H | 154 31% 21% H | 509 18% 69% | 163 32% 22% H | 77 26% 10% H |
| DON'T KNOW | 24 1% 100% | 4 1% 19% | 19 1% 81% | 5 3% 20% AB | 12 50% | 12 1% 50% D | 4 1% 15% | 6 1% 24% | 13 56% | 7 1% 28% H | 5 2% 20% H |
| ANY FORMAL | 1556 43% 100% | 235 42% 15% | 1313 43% 84% | 64 40% 4% | 1229 45% 79% E | 327 37% 21% | 97 36% 6% | 182 37% 12% | 1268 45% 81% FGU | 192 37% 12% | 106 36% 7% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
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GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND AT LEAST ONCE A MONTH BY POST?
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BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--|-----------------------------|----------------------------|-----------------|--|-------------------|------------------------|-------------------|------------------------------------|-----------------------|------------------------|
| | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| ANY INFORMAL 2101 58% 100% | 320 57% 15% | 1769 59% 84% | 86 54% 4% | 1621 59% 77% E | 480 55% 23% | 161 59% 8% GI | 233 47% 11% | 1699 60% 81% GI | 242 47% 11% | 169 57% 8% GI |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
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NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND AT LEAST ONCE A MONTH BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|------------------------------|--|---|-----------------------|---|----------------------------|-------------------------|------------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| PAYMENT OF BILLS INCLUDING UTILITIES, CREDIT CARDS COUNCIL TAX ETC | 935 26% 100% GI | 143 25% 15% | 784 26% 84% | 37 23% 4% | 726 27% 78% | 209 24% 22% | 66 24% 7% | 101 21% 11% | 762 27% 81% | 107 21% 11% | 72 24% 8% |
| OFFICIAL MAIL INCLUDING LEGAL, MEDICAL, INSURANCE, ETC | 968 27% 100% EFGIJ | 153 27% 16% | 812 27% 84% | 38 24% 4% | 773 28% 80% | 195 22% 20% | 53 19% 6% | 109 22% 11% | 800 28% 83% | 115 22% 12% | 59 20% 6% |
| SOCIAL/ PERSONAL LETTERS TO FRIENDS | 1108 31% 100% | 180 32% 16% | 926 31% 84% | 50 32% 5% | 846 31% 76% | 261 30% 24% | 85 31% 8% | 135 27% 12% | 883 31% 80% | 140 27% 13% | 89 30% 8% |
| INVITATIONS/ GREETING OR BIRTHDAY CARDS/ POSTCARDS | 1576 44% 100% EGI | 240 43% 15% | 1326 44% 84% | 63 40% 4% | 1227 45% 78% | 349 40% 22% | 123 45% 8% | 156 32% 10% | 1290 46% 82% | 163 32% 10% | 130 44% 8% |
| OTHER (PLEASE SPECIFY) | 102 3% 100% | 24 4% 24% | 77 3% 76% | 3 2% 3% | 83 3% 82% | 18 2% 18% | 6 2% 6% | 13 3% 13% | 82 3% 81% | 13 2% 13% | 6 2% 6% |
| NONE | 741 21% 100% H | 121 22% 16% | 617 20% 83% | 34 21% 5% | 512 19% 69% | 229 26% 31% K | 68 25% 9% | 154 31% 21% K | 509 18% 69% | 163 32% 22% K | 77 26% 10% K |
| DON'T KNOW | 24 1% 100% | 4 1% 19% | 19 1% 81% | 5 3% 20% K | 12 1% 50% | 12 1% 50% K | 4 1% 15% | 6 1% 24% | 13 1% 56% | 7 1% 28% | 5 2% 20% |
| ANY FORMAL | 1556 43% 100% EFGIJ | 235 42% 15% | 1313 43% 84% | 64 40% 4% | 1229 45% 79% | 327 37% 21% | 97 36% 6% | 182 37% 12% | 1268 45% 81% | 192 37% 12% | 106 36% 7% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND AT LEAST ONCE A MONTH BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| ANY INFORMAL 2101 58% 100% G1 | 320 57% 15% | 1769 59% 84% | 86 54% 4% | 1621 59% 77% | 480 55% 23% | 161 59% 8% | 233 47% 11% | 1699 60% 81% | 242 47% 11% | 169 57% 8% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND AT LEAST ONCE A MONTH BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|---------------------|---------------------------|-------------------------|--------------------------|------------------------|------------------------|---------------------------|---------------------------|--------------------------|---------------------------|-------------------------|-------------------------------|--------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| PAYMENT OF BILLS INCLUDING UTILITIES, CREDIT CARDS COUNCIL TAX ETC | 935 26% 100% | 205 30% 22% DEF | 26 33% 3% | 392 30% 42% | 78 23% 8% | 129 24% 14% | 106 23% 11% | 192 23% 21% | 49 22% 5% | 296 26% 32% | 34 22% 4% | 238 30% 25% GHL | 126 25% 13% |
| OFFICIAL MAIL INCLUDING LEGAL, MEDICAL, INSURANCE, ETC | 968 27% 100% | 246 37% 28% CDEF | 24 30% 2% F | 382 25% 39% F | 78 23% 8% | 145 27% 15% F | 93 20% 10% | 208 25% 22% | 44 20% 5% | 335 30% 35% GHL | 47 30% 5% HL | 230 29% 24% HL | 104 21% 11% |
| SOCIAL/ PERSONAL LETTERS TO FRIENDS | 1108 31% 100% | 253 37% 23% CDEF | 33 42% 3% CEF | 445 29% 40% | 101 28% 9% | 149 27% 13% | 127 27% 11% | 219 27% 20% | 48 22% 4% | 334 30% 30% H | 47 30% 4% | 293 38% 26% GHI | 166 33% 15% GH |
| INVITATIONS/ GREETING OR BIRTHDAY CARDS/ POSTCARDS | 1576 44% 100% | 354 52% 22% CDEF | 43 55% 3% DEF | 665 44% 42% EF | 134 40% 8% | 208 39% 13% | 173 37% 11% | 300 36% 19% H | 57 26% 4% | 496 44% 31% GHJ | 51 33% 3% | 430 55% 27% GHJ L | 241 48% 15% GHJ |
| OTHER (PLEASE SPECIFY) | 102 3% 100% | 20 3% 20% | 1 1% 1% | 47 3% 46% | 6 2% 6% | 17 3% 16% | 11 2% 11% | 17 2% 16% | 2 1% 2% | 38 3% 38% | 3 2% 3% | 28 4% 28% | 13 3% 13% |
| NONE | 741 21% 100% | 88 13% 12% | 10 13% 1% | 301 20% 41% A | 81 25% 11% AB | 123 23% 17% A | 137 29% 19% ABCE | 204 25% 27% IK | 77 35% 10% GIKL | 205 18% 28% K | 44 28% 6% IK | 104 13% 14% | 108 21% 15% K |
| DON'T KNOW | 24 1% 100% | 1 3% | 1 3% | 8 1% 36% | 3 1% 14% | 3 1% 12% | 8 32% AC | 5 1% 20% | 5 2% 21% GJK | 5 2% 22% | 2 1% 8% | 2 8% | 5 1% 20% |
| ANY FORMAL | 1556 43% 100% | 342 51% 22% CDEF | 37 47% 2% | 652 43% 42% F | 127 38% 8% | 235 44% 15% F | 163 35% 10% | 339 41% 22% | 80 37% 5% | 526 47% 34% GHL | 65 42% 4% | 364 47% 23% GHL | 181 34% 12% |
| ANY INFORMAL | 2101 58% 100% | 456 68% 22% CDEF | 59 76% 3% CDEF | 877 58% 42% F | 187 54% 9% | 288 53% 14% | 235 50% 11% | 425 51% 20% H | 88 40% 4% | 660 59% 31% GH | 78 50% 4% | 536 69% 26% GHJ L | 314 62% 15% GHJ |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND AT LEAST ONCE A MONTH BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|---|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| PAYMENT OF BILLS INCLUDING UTILITIES, CREDIT CARDS COUNCIL TAX ETC | 935 26% 100% | 205 30% 22% M | 26 33% 3% | 392 30% 42% | 78 23% 8% | 129 24% 14% | 106 23% 11% | 192 23% 21% | 49 22% 5% | 296 26% 32% | 34 22% 4% | 238 30% 25% M | 126 25% 13% |
| OFFICIAL MAIL INCLUDING LEGAL, MEDICAL, INSURANCE, ETC | 968 27% 100% FHL | 246 37% 26% M | 24 30% 2% | 382 25% 39% | 78 23% 8% | 145 27% 15% | 93 20% 10% | 208 25% 22% | 44 20% 5% | 335 30% 35% | 47 30% 5% | 230 29% 24% | 104 21% 11% |
| SOCIAL/ PERSONAL LETTERS TO FRIENDS | 1108 31% 100% GH | 253 37% 23% M | 33 42% 3% M | 445 29% 40% | 101 30% 9% | 149 28% 13% | 127 27% 11% | 219 27% 20% | 48 22% 4% | 334 30% 30% | 47 30% 4% | 293 38% 26% M | 166 33% 15% |
| INVITATIONS/ GREETING OR BIRTHDAY CARDS/ POSTCARDS | 1576 44% 100% EFGH J | 354 52% 22% M | 43 55% 3% | 665 44% 42% | 134 40% 8% | 208 39% 13% | 173 37% 11% | 300 36% 19% | 57 26% 4% | 496 44% 31% | 51 33% 3% | 430 55% 27% M | 241 48% 15% |
| OTHER (PLEASE SPECIFY) | 102 3% 100% | 20 3% 20% | 1 1% 1% | 47 3% 46% | 6 2% 6% | 17 3% 16% | 11 2% 11% | 17 2% 16% | 2 1% 2% | 38 3% 38% | 3 2% 3% | 28 4% 28% | 13 3% 13% |
| NONE | 741 21% 100% AK | 88 13% 12% | 10 13% 1% | 301 20% 41% | 81 25% 11% | 123 23% 17% | 137 29% 19% M | 204 25% 27% M | 77 35% 10% M | 205 18% 28% | 44 28% 6% M | 104 13% 14% | 108 21% 15% |
| DON'T KNOW | 24 1% 100% | 1 3% | 1 1% 3% | 8 1% 36% | 3 1% 14% | 3 1% 12% | 8 2% 32% M | 5 1% 20% | 5 2% 21% M | 5 5% 22% | 2 1% 8% | 2 4% 8% | 5 1% 20% |
| ANY FORMAL | 1556 43% 100% FL | 342 51% 22% M | 37 47% 2% | 652 43% 42% | 127 38% 8% | 235 44% 15% | 163 35% 10% | 339 41% 22% | 80 37% 5% | 526 47% 34% M | 65 42% 4% | 364 43% 23% | 181 34% 12% |
| ANY INFORMAL | 2101 58% 100% EFGH | 456 68% 22% M | 59 76% 3% M | 877 58% 42% | 187 56% 9% | 288 53% 14% | 235 50% 11% | 425 51% 20% | 88 40% 4% | 660 59% 31% | 78 50% 4% | 536 69% 26% M | 314 62% 15% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND MORE OFTEN THAN ANY OTHER BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WHO SEND MORE THAN ONE TYPE OF MAIL AT QA2

| TOTAL | AGE | | | | | | | | | | | | |
|--------------------|------------------------|-------------------------|------------------------|------------------------|-----------------------|-----------------------|------------------------|-------------------------|------------------------|------------------------|-------------------------|-----------------------|------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 1289 100% | 100 8% | 178 14% | 203 16% | 206 16% | 220 17% | 225 17% | 157 12% | 278 22% | 629 49% | 382 30% | 278 22% | 409 32% | 602 47% |
| 1255 100% | 111* 9% | 173 14% | 222 18% | 226 18% | 209 17% | 169 13% | 147 12% | 283 23% | 657 52% | 315 25% | 283 23% | 448 36% | 524 42% |
| 296 24% 100% | 34 31% 11% | 48 26% 16% | 45 20% 15% | 51 22% 17% | 56 27% 19% | 33 20% 11% | 29 20% 10% | 82 29% 28% J | 152 23% 51% | 62 20% 21% | 82 29% 28% L | 95 21% 32% | 119 23% 40% |
| 219 17% 100% | 22 20% 10% | 40 23% 18% EG | 46 21% 21% EG | 46 20% 21% EG | 25 12% 11% | 25 15% 12% | 15 10% 7% | 62 22% 28% J | 117 18% 53% | 41 13% 19% | 62 22% 28% M | 92 20% 42% M | 66 13% 30% |
| 288 23% 100% | 33 30% 11% B | 27 16% 9% | 51 23% 18% | 51 22% 18% | 53 25% 18% B | 42 25% 14% B | 32 22% 11% | 60 21% 21% | 154 23% 54% | 74 23% 26% | 60 21% 21% | 101 23% 35% | 127 24% 44% |
| 394 31% 100% | 21 19% 5% | 58 33% 15% A | 71 32% 18% A | 65 29% 17% | 66 32% 17% A | 58 34% 15% A | 56 38% 14% A | 78 28% 20% | 202 31% 51% | 114 36% 29% H | 78 28% 20% | 136 30% 34% | 180 34% 46% |
| 25 2% 100% | - - - | - - - | 3 1% 11% | 9 4% 36% B | 5 2% 21% B | 5 3% 22% B | 2 2% 10% | - - - | 17 3% 68% H | 8 2% 32% H | - - - | 12 3% 47% K | 13 2% 53% K |
| 11 1% 100% | 1 1% 11% | - - - | 3 1% 23% | 4 2% 32% | 1 - 7% | 1 1% 11% | 2 1% 15% | 1 - 11% | 7 1% 63% | 3 1% 26% | 1 - 11% | 6 1% 55% | 4 1% 34% |
| 21 2% 100% | - - - | - - - | 5 2% 23% | 1 1% 5% | 2 1% 9% | 4 2% 18% B | 9 6% 45% ABDE | - - - | 8 1% 38% | 13 4% 62% HI | - - - | 6 1% 28% | 15 3% 72% K |
| 516 41% 100% | 56 51% 11% FG | 88 51% 17% EFG | 91 41% 18% | 96 43% 19% G | 81 39% 16% | 59 35% 11% | 44 30% 9% | 144 51% 28% IJ | 268 41% 52% J | 103 33% 20% | 144 51% 28% LM | 187 42% 36% | 185 35% 36% |
| 682 54% 100% | 53 48% 8% | 85 49% 12% | 121 55% 18% | 116 51% 17% | 119 57% 17% | 99 59% 15% | 89 60% 13% | 138 49% 20% | 356 54% 52% | 188 60% 28% H | 138 49% 20% | 237 53% 35% | 307 59% 45% K |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND MORE OFTEN THAN ANY OTHER BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WHO SEND MORE THAN ONE TYPE OF MAIL AT QA2

| TOTAL (N) | AGE | | | | | | | | | | | | | |
|---------------------------|------------------|-----------------------|-------------------|-------------------|-------------------|------------------|---------------------|------------------------|-------------------|----------------------|------------------------|-------------------|-------------------|--|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) | |
| 1289 100% | 100 8% | 178 14% | 203 16% | 206 16% | 220 17% | 225 17% | 157 12% | 278 22% | 629 49% | 382 30% | 278 22% | 409 32% | 602 47% | |
| 1255 100% | 111* 9% | 173 14% | 222 18% | 226 18% | 209 17% | 169 13% | 147 12% | 283 23% | 657 52% | 315 25% | 283 23% | 448 36% | 524 42% | |
| 296 24% 100% | 34 31% 11% | 48 26% 16% | 45 20% 15% | 51 22% 17% | 56 27% 19% | 33 20% 11% | 29 20% 10% | 82 29% 28% | 152 23% 51% | 62 20% 21% | 82 29% 28% | 95 21% 32% | 119 23% 40% | |
| 219 17% 100% GM | 22 20% 10% | 40 23% 18% | 46 21% 21% | 46 20% 21% | 25 12% 11% | 25 15% 12% | 15 10% 7% | 62 22% 28% | 117 18% 53% | 41 13% 19% | 62 22% 28% | 92 20% 42% | 66 13% 30% | |
| 288 23% 100% B | 33 30% 11% | 27 16% 9% | 51 23% 18% | 51 22% 18% | 53 25% 18% | 42 25% 14% | 32 22% 11% | 60 21% 21% | 154 23% 54% | 74 23% 26% | 60 21% 21% | 101 23% 35% | 127 24% 44% | |
| 394 31% 100% A | 21 19% 5% | 58 33% 15% | 71 32% 18% | 65 29% 17% | 66 32% 17% | 58 34% 15% | 56 38% 14% | 78 28% 20% | 202 31% 51% | 114 36% 29% | 78 28% 20% | 136 30% 34% | 180 34% 46% | |
| 25 2% 100% HK | - - - | - - - | 3 1% 11% | 9 4% 36% | 5 2% 21% | 5 3% 22% | 2 2% 10% | - - - | 17 3% 68% | 8 2% 32% | - - - | 12 3% 47% | 13 2% 53% | |
| 11 1% 100% | 1 1% 11% | - - - | 3 1% 23% | 4 2% 32% | 1 7% - | 1 1% 11% | 2 1% 15% | 1 1% 11% | 7 1% 63% | 3 1% 26% | 1 1% 11% | 6 1% 55% | 4 1% 34% | |
| 21 2% 100% HK | - - - | - - - | 5 2% 23% | 1 1% 5% | 2 1% 9% | 4 2% 18% | 9 6% 45% N | - - - | 8 1% 38% | 13 4% 62% N | - - - | 6 1% 28% | 15 3% 72% | |
| 516 41% 100% GJM | 56 51% 11% | 88 51% 17% N | 91 41% 18% | 96 43% 19% | 81 39% 16% | 59 36% 11% | 44 30% 9% | 144 51% 28% N | 268 41% 52% | 103 33% 20% | 144 51% 28% N | 187 42% 36% | 185 35% 36% | |
| 682 54% 100% | 53 48% 8% | 85 49% 12% | 121 55% 18% | 116 51% 17% | 119 57% 17% | 99 59% 13% | 89 60% 13% | 138 49% 20% | 356 54% 52% | 188 60% 28% | 138 49% 20% | 237 53% 35% | 307 59% 45% | |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND MORE OFTEN THAN ANY OTHER BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WHO SEND MORE THAN ONE TYPE OF MAIL AT QA2

| | TOTAL | SEX | | SEX/AGE | | | | | |
|---|--------------------|------------------------|------------------------|------------------------------|------------------------------|-------------------------|------------------------|--------------------------|--------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 1289 100% | 555 43% | 734 57% | 119 9% | 159 12% | 277 21% | 159 12% | 250 19% | 325 25% |
| WEIGHTED TOTAL | 1255 100% | 570 45% | 686 55% | 145 12% | 200 16% | 225 18% | 139 11% | 248 20% | 298 24% |
| PAYMENT OF BILLS INCLUDING UTILITIES, CREDIT CARDS COUNCIL TAX ETC | 296 24% 100% | 162 28% 55% B | 134 20% 45% | 49 34% 17% GH | 48 24% 16% | 65 29% 22% GH | 33 24% 11% | 48 19% 16% | 54 18% 18% |
| OFFICIAL MAIL INCLUDING LEGAL, MEDICAL, INSURANCE, ETC | 219 17% 100% | 141 25% 65% B | 78 11% 35% | 37 26% 17% GH | 64 32% 29% EFG H | 40 18% 18% GH | 24 18% 11% H | 27 11% 12% | 26 9% 12% |
| SOCIAL/ PERSONAL LETTERS TO FRIENDS | 288 23% 100% | 119 21% 41% | 169 25% 59% | 31 21% 11% | 40 20% 14% | 48 21% 17% | 29 21% 10% | 61 25% 21% | 79 26% 27% |
| INVITATIONS/ GREETING OR BIRTHDAY CARDS/ POSTCARDS | 394 31% 100% | 126 22% 32% | 268 39% 68% A | 27 19% 7% | 37 19% 9% | 62 27% 16% | 51 37% 13% CD | 98 40% 25% CDE | 119 40% 30% CDE |
| OTHER (PLEASE SPECIFY) | 25 2% 100% | 12 2% 49% | 13 2% 51% | - - - | 7 3% 28% F | 5 2% 22% | - - - | 5 2% 20% | 8 3% 31% |
| NONE | 11 1% 100% | 4 1% 36% | 7 1% 64% | - - - | 3 1% 25% | 1 1% 11% | 1 1% 11% | 3 1% 31% | 3 1% 22% |
| DON'T KNOW | 21 2% 100% | 4 1% 20% | 17 2% 80% A | - - - | - - - | 4 2% 20% | - - - | 6 2% 28% | 11 4% 51% CDF |
| ANY FORMAL | 516 41% 100% | 303 53% 59% B | 212 31% 41% | 87 60% 17% EFG H | 112 56% 22% FGH | 105 46% 20% GH | 57 41% 11% GH | 75 30% 15% | 80 27% 16% |
| ANY INFORMAL | 682 54% 100% | 246 43% 36% | 437 64% 64% A | 58 40% 8% | 78 39% 11% | 110 49% 16% | 80 58% 12% CD | 159 64% 23% CDE | 197 66% 29% CDE |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND MORE OFTEN THAN ANY OTHER BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WHO SEND MORE THAN ONE TYPE OF MAIL AT QA2

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|---|--------------------|-----------------------|-----------------------|----------------------|----------------------|--------------------|------------------------|------------------------|-----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 1289 100% | 555 43% | 734 57% | 119 9% | 159 12% | 277 21% | 159 12% | 250 19% | 325 25% |
| WEIGHTED TOTAL | 1255 100% | 570 45% | 686 55% | 145 12% | 200 16% | 225 18% | 139 11% | 248 20% | 298 24% |
| PAYMENT OF BILLS INCLUDING UTILITIES, CREDIT CARDS COUNCIL TAX ETC | 296 24% 100% | 162 28% 55% | 134 20% 45% | 49 34% 17% | 48 24% 16% | 65 29% 22% | 33 24% 11% | 48 19% 16% | 54 18% 18% |
| OFFICIAL MAIL INCLUDING LEGAL, MEDICAL, INSURANCE, ETC | 219 17% 100% | 141 25% 65% | 78 11% 35% | 37 26% 17% | 64 32% 29% | 40 18% 18% | 24 18% 11% | 27 11% 12% | 26 9% 12% |
| SOCIAL/ PERSONAL LETTERS TO FRIENDS | 288 23% 100% | 119 21% 41% | 169 25% 59% | 31 21% 11% | 40 20% 14% | 48 21% 17% | 29 21% 10% | 61 25% 21% | 79 26% 27% |
| INVITATIONS/ GREETING OR BIRTHDAY CARDS/ POSTCARDS | 394 31% 100% | 126 22% 32% | 268 39% 68% | 27 19% 7% | 37 19% 9% | 62 27% 16% | 51 37% 13% | 98 40% 25% | 119 40% 30% |
| OTHER (PLEASE SPECIFY) | 25 2% 100% | 12 2% 49% | 13 2% 51% | - - | 7 3% 28% | 5 2% 22% | - - | 5 2% 20% | 8 3% 31% |
| NONE | 11 1% 100% | 4 1% 36% | 7 1% 64% | - - | 3 1% 25% | 1 1% 11% | - 1% 11% | 3 1% 31% | 3 1% 22% |
| DON'T KNOW | 21 2% 100% | 4 1% 20% | 17 2% 80% | - - | - - | 4 2% 20% | - - | 6 2% 28% | 11 4% 51% |
| ANY FORMAL | 516 41% 100% | 303 53% 59% | 212 31% 41% | 87 60% 17% | 112 56% 22% | 105 46% 20% | 57 41% 11% | 75 30% 15% | 80 27% 16% |
| ANY INFORMAL | 682 54% 100% | 246 43% 36% | 437 64% 64% | 58 40% 8% | 78 39% 11% | 110 49% 16% | 80 58% 12% | 159 64% 23% | 197 66% 29% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND MORE OFTEN THAN ANY OTHER BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WHO SEND MORE THAN ONE TYPE OF MAIL AT QA2

| | TOTAL | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|--|--------------------|---------------------|-----------------------|------------------------|-------------------|-----------------------|---------------------|-----------------------|-------------------|-------------------|--------------------|---------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| | 1289 100% | 52 4% | 281 22% | 332 26% | 220 17% | 167 13% | 237 18% | 333 26% | 552 43% | 404 31% | 1157 90% | 69 5% | 27 2% | 36 3% | 1090 85% | 111 9% |
| | 1255 100% | 56 4% | 285 23% | 378 30% | 226 18% | 141 11% | 169 13% | 341 27% | 604 48% | 310 25% | 1108 88% | 89 7% | 27 2% | 31 3% | 1053 84% | 112 9% |
| | 296 24% 100% | 16 29% 6% | 51 18% 17% | 100 26% 34% B | 55 24% 19% | 40 28% 13% B | 34 20% 12% | 67 20% 23% | 155 26% 52% | 74 24% 25% | 273 25% 92% | 13 15% 4% | 6 24% 2% | 4 14% 1% | 236 22% 79% | 39 35% 13% N |
| | 219 17% 100% | 10 19% 5% | 62 22% 28% C | 51 14% 23% | 40 18% 18% | 22 16% 10% | 32 19% 15% | 73 21% 33% H | 92 15% 42% | 55 18% 25% | 185 17% 84% | 21 24% 10% | 5 19% 2% | 9 27% 4% | 174 17% 79% | 20 18% 9% |
| | 288 23% 100% | 16 28% 6% | 65 23% 23% | 87 23% 30% | 47 21% 16% | 34 24% 12% | 39 23% 14% | 81 24% 28% | 134 22% 46% | 73 24% 25% | 256 23% 89% | 22 24% 8% | 4 14% 1% | 7 23% 2% | 232 22% 81% | 34 30% 12% |
| | 394 31% 100% | 11 20% 3% | 94 33% 24% | 123 33% 31% | 74 33% 19% | 39 27% 10% | 53 31% 13% | 105 31% 27% | 198 33% 50% | 91 29% 23% | 343 31% 87% | 32 36% 8% | 11 40% 3% | 9 28% 2% | 360 34% 91% O | 15 13% 4% |
| | 25 2% 100% | - - - | 5 2% 20% | 7 2% 30% | 5 2% 20% | 2 2% 10% | 5 2% 20% | 5 1% 20% | 13 2% 51% | 7 2% 30% | 23 2% 92% | - - - | 1 4% 4% | 1 3% 4% | 23 2% 91% | 2 2% 9% |
| | 11 1% 100% | 2 4% 18% C | 3 1% 26% | - - - | 2 1% 17% | 2 2% 22% C | 2 1% 18% C | 5 1% 44% | 2 1% 17% | 4 1% 40% | 10 1% 91% | - - - | - - - | 1 3% 9% | 9 1% 77% | 1 1% 11% |
| | 21 2% 100% | - - - | 4 1% 20% | 9 2% 43% | 3 1% 14% | 1 1% 6% | 3 2% 16% | 4 1% 20% | 12 2% 57% | 5 2% 23% | 19 2% 90% | 1 2% 6% | - - - | 1 3% 4% | 19 2% 92% | 1 1% 5% |
| | 516 41% 100% | 27 48% 5% | 113 40% 22% | 151 40% 29% | 95 42% 19% | 62 44% 12% | 67 39% 13% | 140 41% 27% | 247 41% 48% | 129 42% 25% | 457 41% 89% | 34 38% 7% | 11 42% 2% | 13 39% 2% | 410 39% 79% | 59 53% 11% N |
| | 682 54% 100% | 27 49% 4% | 159 56% 23% | 210 56% 31% | 121 53% 18% | 72 51% 11% | 92 54% 13% | 187 55% 27% | 331 55% 49% | 164 53% 24% | 599 54% 88% | 53 60% 8% | 14 54% 2% | 16 50% 2% | 593 56% 87% O | 49 43% 7% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND MORE OFTEN THAN ANY OTHER BY POST?
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BASE : ALL WHO SEND MORE THAN ONE TYPE OF MAIL AT QA2

| | TOTAL | URBAN | | | | | | |
|---|--------------------|-------------------------------|--|---------------------------|-------------------------|-----------------------|----------------------|-------------------------|
| | | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| UNWEIGHTED TOTAL | 1289 100% | 379 29% | 224 17% | 155 12% | 653 51% | 232 18% | 38 3% | 1032 80% |
| WEIGHTED TOTAL | 1255 100% | 365 29% | 218 17% | 147 12% | 632 50% | 232 19% | 35* 3% | 997 79% |
| PAYMENT OF BILLS INCLUDING UTILITIES, CREDIT CARDS COUNCIL TAX ETC | 296 24% 100% | 92 25% 31% | 49 23% 17% | 43 29% 14% | 135 21% 46% | 57 24% 19% | 6 17% 2% | 227 23% 77% |
| OFFICIAL MAIL INCLUDING LEGAL, MEDICAL, INSURANCE, ETC | 219 17% 100% | 72 20% 33% | 49 23% 23% | 23 16% 10% | 109 17% 50% | 35 15% 16% | 5 16% 2% | 181 18% 83% |
| SOCIAL/ PERSONAL LETTERS TO FRIENDS | 288 23% 100% | 93 25% 32% | 42 19% 15% | 51 35% 18% ABDEG | 138 22% 48% | 56 24% 19% | 11 32% 4% | 231 23% 80% |
| INVITATIONS/ GREETING OR BIRTHDAY CARDS/ POSTCARDS | 394 31% 100% | 92 25% 23% C | 69 32% 18% C | 23 16% 6% | 220 35% 56% AC | 77 33% 20% C | 12 33% 3% C | 312 31% 79% AC |
| OTHER (PLEASE SPECIFY) | 25 2% 100% | 7 2% 27% | 5 2% 21% | 1 1% 6% | 14 2% 57% | 4 2% 14% | - - - | 21 2% 84% |
| NONE | 11 1% 100% | 6 2% 56% | 3 1% 22% | 4 3% 34% DE | 4 1% 37% | - - - | - - - | 11 1% 93% |
| DON'T KNOW | 21 2% 100% | 3 1% 13% | 1 3% | 2 1% 10% | 12 2% 55% | 4 2% 21% | 1 2% 4% | 14 1% 68% |
| ANY FORMAL | 516 41% 100% | 164 45% 32% | 98 45% 19% | 66 45% 13% | 244 39% 47% | 92 40% 18% | 11 32% 2% | 408 41% 79% |
| ANY INFORMAL | 682 54% 100% | 185 51% 27% | 111 51% 16% | 74 50% 11% | 358 57% 52% | 133 57% 19% | 23 66% 3% | 543 54% 80% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND MORE OFTEN THAN ANY OTHER BY POST?
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BASE : ALL WHO SEND MORE THAN ONE TYPE OF MAIL AT QA2

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|---|-----------------------|-------------------------|-----------------------|------------------------|-----------------------|-----------------|-----------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| UNWEIGHTED TOTAL | 1289 100% | 184 14% | 195 15% | 417 32% | 236 18% | 15 1% | 29 2% |
| WEIGHTED TOTAL | 1255 100% | 174 14% | 191 15% | 412 33% | 220 18% | 15** 1% | 29** 2% |
| PAYMENT OF BILLS INCLUDING UTILITIES, CREDIT CARDS COUNCIL TAX ETC | 296 24% 100% | 49 28% 17% | 43 22% 14% | 86 21% 29% | 49 22% 17% | 1 6% 17% | 5 17% 2% |
| OFFICIAL MAIL INCLUDING LEGAL, MEDICAL, INSURANCE, ETC | 219 17% 100% | 30 17% 14% | 42 22% 19% D | 82 20% 38% D | 27 12% 12% | 4 25% 2% | 5 16% 2% |
| SOCIAL/ PERSONAL LETTERS TO FRIENDS | 288 23% 100% | 59 34% 20% BCF | 34 18% 12% | 84 20% 29% | 54 25% 19% | 7 46% 2% | 8 29% 3% |
| INVITATIONS/ GREETING OR BIRTHDAY CARDS/ POSTCARDS | 394 31% 100% | 28 16% 7% | 64 34% 16% A | 144 35% 37% A | 76 34% 19% A | 4 23% 1% | 10 35% 2% |
| OTHER (PLEASE SPECIFY) | 25 2% 100% | 2 1% 8% | 5 2% 19% | 6 1% 23% | 8 4% 34% | - 2% 14% | - - - |
| NONE | 11 1% 100% | 4 2% 34% C | 3 1% 22% | 1 6% | 4 2% 32% C | - - - | - - - |
| DON'T KNOW | 21 2% 100% | 2 1% 10% | 1 3% | 9 2% 42% | 3 1% 12% | - 2% 17% | 1 3% 4% |
| ANY FORMAL | 516 41% 100% | 79 46% 15% D | 85 44% 16% D | 169 41% 33% | 76 34% 15% | 5 31% 1% | 10 41% 2% |
| ANY INFORMAL | 682 54% 100% | 87 50% 13% | 98 51% 14% | 228 55% 33% | 130 59% 19% | 10 69% 2% | 18 63% 3% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
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NOP/421841/421842 : POSTAL SERVICES
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BASE : ALL WHO SEND MORE THAN ONE TYPE OF MAIL AT QA2

| | TOTAL (T) | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|---|--------------------|-----------------|-------------------|-------------------|-------------------|------------------|------------------|-------------------|-------------------|-------------------|--------------------|---------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 1289 100% | 52 4% | 281 22% | 332 26% | 220 17% | 167 13% | 237 18% | 333 26% | 552 43% | 404 31% | 1157 90% | 69 5% | 27 2% | 36 3% | 1090 85% | 111 9% |
| WEIGHTED TOTAL | 1255 100% | 56 4% | 285 23% | 378 30% | 226 18% | 141 11% | 169 13% | 341 27% | 604 48% | 310 25% | 1108 88% | 89 7% | 27 2% | 31 3% | 1053 84% | 112 9% |
| PAYMENT OF BILLS INCLUDING UTILITIES, CREDIT CARDS COUNCIL TAX ETC | 296 24% 100% | 16 29% 6% | 51 18% 17% | 100 26% 34% | 55 24% 19% | 40 28% 13% | 34 20% 12% | 67 20% 23% | 155 26% 52% | 74 24% 25% | 273 25% 92% | 13 15% 4% | 6 24% 2% | 4 14% 1% | 236 22% 79% | 39 35% 13% T |
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| OTHER (PLEASE SPECIFY) | 25 2% 100% | - - - | 5 2% 20% | 7 2% 30% | 5 2% 20% | 2 2% 10% | 5 3% 20% | 5 1% 20% | 13 2% 51% | 7 2% 30% | 23 2% 92% | - - - | 1 4% 4% | 1 3% 4% | 23 2% 91% | 2 2% 9% |
| NONE | 11 1% 100% | 2 4% 18% | 3 1% 26% | - - - | 2 1% 17% | 2 2% 22% | 2 1% 18% | 5 1% 44% | 2 1% 17% | 4 1% 40% | 10 1% 91% | - - - | - - - | 1 3% 9% | 9 1% 77% | 1 1% 11% |
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GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

NOP/421841/421842 : POSTAL SERVICES
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BASE : ALL WHO SEND MORE THAN ONE TYPE OF MAIL AT QA2

| TOTAL (H) | URBAN | | | | | | |
|--------------------------|----------------------------------|---|-----------------------|-------------------|-------------------|----------------------|-------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 1289 100% | 379 29% | 224 17% | 155 12% | 653 51% | 232 18% | 38 3% | 1032 80% |
| 1255 100% | 365 29% | 218 17% | 147 12% | 632 50% | 232 19% | 35* 3% | 997 79% |
| | | | | | | | |
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| 219 17% 100% | 72 20% 33% | 49 23% 23% | 23 16% 10% | 109 17% 50% | 35 15% 16% | 5 16% 2% | 181 18% 83% |
| 288 23% 100% | 93 25% 32% | 42 19% 15% | 51 35% 18% H | 138 22% 48% | 56 24% 19% | 11 32% 4% | 231 23% 80% |
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| 11 1% 100% | 6 2% 56% | 3 1% 22% | 4 3% 34% | 4 1% 37% | - - - | - - - | 11 1% 93% |
| 21 2% 100% | 3 1% 13% | 1 3% | 2 1% 10% | 12 2% 55% | 4 2% 21% | 1 2% 4% | 14 1% 68% |
| 516 41% 100% | 164 45% 32% | 98 45% 19% | 66 45% 13% | 244 39% 47% | 92 40% 18% | 11 32% 2% | 408 41% 79% |
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GfK NC

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BASE : ALL WHO SEND MORE THAN ONE TYPE OF MAIL AT QA2

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|---|--------------------|-----------------------|------------------|-------------------|-------------------|-----------------|-----------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 1289 100% | 184 14% | 195 15% | 417 32% | 236 18% | 15 1% | 29 2% |
| WEIGHTED TOTAL | 1255 100% | 174 14% | 191 15% | 412 33% | 220 18% | 15** 1% | 29** 2% |
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| NONE | 11 1% 100% | 4 2% 34% | 3 1% 22% | 1 6% | 4 2% 32% | - - - | - - - |
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| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|--------------------|--------------------------|--------------------------|--------------------------|---------------------------|-------------------------|--------------------------|-------------------------|------------------------|--------------------------------|------------------------|------------------------|------------------------|------------------------|-------------------------|-----------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 1289 100% | 160 12% | 173 13% | 242 19% | 310 24% | 153 12% | 251 19% | 48 4% | 119 9% | 111 9% | 112 9% | 187 15% | 110 9% | 173 13% | 246 19% | 183 14% |
| WEIGHTED TOTAL | 1255 100% | 167 13% | 174 14% | 278 22% | 326 26% | 125 10% | 185 15% | 52* 4% | 143 11% | 88 7% | 136* 11% | 228 18% | 84* 7% | 153 12% | 233 19% | 138 11% |
| PAYMENT OF BILLS INCLUDING UTILITIES, CREDIT CARDS COUNCIL TAX ETC | 296 24% 100% | 39 24% 13% | 28 16% 9% | 84 30% 28% BDF | 71 22% 24% | 38 31% 13% BDF | 36 19% 12% | 14 27% 5% | 38 27% 13% | 30 34% 10% JLMO | 24 17% 8% | 55 24% 19% | 17 20% 6% | 30 19% 10% | 62 26% 21% | 28 20% 9% |
| OFFICIAL MAIL INCLUDING LEGAL, MEDICAL, INSURANCE, ETC | 219 17% 100% | 52 31% 24% BDEF | 21 12% 9% | 65 24% 30% BD | 26 8% 12% | 24 19% 11% D | 31 17% 14% D | 16 30% 7% MNO | 26 18% 12% N | 20 22% 9% N | 34 25% 16% NO | 43 19% 20% N | 14 17% 6% | 23 15% 11% | 22 10% 10% | 21 15% 9% |
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| INVITATIONS/ GREETING OR BIRTHDAY CARDS/ POSTCARDS | 394 31% 100% | 34 21% 9% | 71 41% 18% ACE | 61 22% 15% | 137 42% 35% ACEF | 31 25% 8% | 60 33% 15% AC | 11 22% 3% | 44 31% 11% | 23 26% 6% | 41 30% 10% | 73 32% 19% | 21 26% 5% | 53 35% 13% | 81 35% 20% | 47 34% 12% |
| OTHER (PLEASE SPECIFY) | 25 2% 100% | 4 3% 17% | 1 2% 2% | 4 2% 17% | 8 3% 33% | 4 3% 15% | 4 2% 15% | - - - | - - - | - - - | 3 2% 11% | 7 3% 27% | 2 3% 9% | 2 1% 8% | 6 3% 24% | 5 4% 21% H |
| NONE | 11 1% 100% | 2 1% 18% | 3 2% 26% | - - - | 2 1% 17% | 2 2% 18% C | 2 1% 22% | 1 2% 11% | - - - | - - - | 2 1% 18% | 1 1% 9% | 3 4% 28% HIKN | 2 1% 15% | 1 7% | 1 1% 12% |
| DON'T KNOW | 21 2% 100% | 1 3% 17% | 4 2% 17% | 2 1% 11% | 10 3% 46% | 1 1% 6% | 3 2% 16% | - - - | - - - | - - - | 2 2% 11% | 4 2% 18% | - - - | 2 1% 10% | 8 4% 39% H | 5 3% 23% H |
| ANY FORMAL | 516 41% 100% | 92 55% 18% BDF | 48 28% 9% | 150 54% 29% BDF | 97 30% 19% | 62 50% 12% BDF | 67 36% 13% | 30 57% 6% LMNO | 64 45% 13% | 50 56% 10% KL MN O | 58 42% 11% | 98 43% 19% | 31 37% 6% | 53 34% 10% | 84 36% 16% | 48 35% 9% |
| ANY INFORMAL | 682 54% 100% | 68 41% 10% | 119 68% 17% ACE | 122 44% 18% | 210 64% 31% ACE | 56 45% 8% | 109 59% 16% ACE | 21 41% 3% | 79 55% 12% | 39 44% 6% | 71 52% 10% | 118 52% 17% | 47 57% 7% | 94 62% 14% GI | 134 58% 20% GI | 78 57% 11% I |



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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND MORE OFTEN THAN ANY OTHER BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WHO SEND MORE THAN ONE TYPE OF MAIL AT QA2

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|----------------------------|-----------------------|------------------------|------------------------|-------------------------|---------------------|-----------------------|----------------------|------------------------|-----------------------|----------------------|------------------------|----------------------|--------------------|----------------------|--------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 1289 100% | 160 12% | 173 13% | 242 19% | 310 24% | 153 12% | 251 19% | 48 4% | 119 9% | 111 9% | 112 9% | 187 15% | 110 9% | 173 13% | 246 19% | 183 14% |
| WEIGHTED TOTAL | 1255 100% | 167 13% | 174 14% | 278 22% | 326 26% | 125 10% | 185 15% | 52* 4% | 143 11% | 88 7% | 136* 11% | 228 18% | 84* 7% | 153 12% | 233 19% | 138 11% |
| PAYMENT OF BILLS INCLUDING UTILITIES, CREDIT CARDS COUNCIL TAX ETC | 296 24% 100% B | 39 24% 13% | 28 16% 9% | 84 30% 28% P | 71 22% 24% | 38 31% 13% | 36 19% 12% | 14 27% 5% | 38 27% 13% | 30 34% 10% P | 24 17% 8% | 55 24% 19% | 17 20% 6% | 30 19% 10% | 62 26% 21% | 28 20% 9% |
| OFFICIAL MAIL INCLUDING LEGAL, MEDICAL, INSURANCE, ETC | 219 17% 100% DN | 52 31% 24% P | 21 12% 9% | 65 24% 30% P | 26 8% 12% | 24 19% 11% | 31 17% 14% | 16 30% 7% P | 26 18% 12% | 20 22% 9% | 34 25% 16% | 43 19% 20% | 14 17% 6% | 23 15% 11% | 22 10% 10% | 21 15% 9% |
| SOCIAL/ PERSONAL LETTERS TO FRIENDS | 288 23% 100% | 34 20% 12% | 48 27% 17% | 61 22% 21% | 73 22% 25% | 25 20% 9% | 48 26% 17% | 10 19% 3% | 35 24% 12% | 16 18% 5% | 30 22% 10% | 45 20% 16% | 26 31% 9% | 41 27% 14% | 54 23% 19% | 31 23% 11% |
| INVITATIONS/ GREETING OR BIRTHDAY CARDS/ POSTCARDS | 394 31% 100% AC | 34 21% 9% | 71 41% 18% P | 61 22% 15% | 137 42% 35% P | 31 25% 8% | 60 33% 15% | 11 22% 3% | 44 31% 11% | 23 26% 6% | 41 30% 10% | 73 32% 19% | 21 26% 5% | 53 35% 13% | 81 35% 20% | 47 34% 12% |
| OTHER (PLEASE SPECIFY) | 25 2% 100% | 4 3% 17% | 1 2% 1% | 4 2% 1% | 8 3% 3% | 4 3% 15% | 2 1% 1% | - - - | - - - | - - - | 3 2% 11% | 7 3% 27% | 2 3% 9% | 2 1% 8% | 6 3% 24% | 5 4% 21% |
| NONE | 11 1% 100% | 2 1% 18% | 3 2% 26% | - - - | 2 1% 17% | 2 2% 18% | 2 1% 22% | 1 2% 11% | - - - | - - - | 2 1% 18% | 1 2% 9% | 3 4% 28% P | 2 1% 15% | 1 2% 7% | 1 1% 12% |
| DON'T KNOW | 21 2% 100% | 1 1% 3% | 4 2% 17% | 2 1% 11% | 10 3% 46% | 1 1% 6% | 3 2% 16% | - - - | - - - | - - - | 2 2% 11% | 4 2% 18% | - - - | 2 1% 10% | 8 4% 39% | 5 4% 23% |
| ANY FORMAL | 516 41% 100% BD | 92 55% 18% P | 48 28% 9% | 150 54% 29% P | 97 30% 19% | 62 50% 12% | 67 36% 13% | 30 57% 6% P | 64 45% 13% | 50 56% 10% P | 58 42% 11% | 98 43% 19% | 31 37% 6% | 53 34% 10% | 84 36% 16% | 48 35% 9% |
| ANY INFORMAL | 682 54% 100% ACEI | 68 41% 10% | 119 68% 17% P | 122 44% 18% | 210 64% 31% P | 56 45% 8% | 109 59% 16% | 21 41% 3% | 79 55% 12% | 39 44% 6% | 71 52% 10% | 118 52% 17% | 47 57% 7% | 94 62% 14% | 134 58% 20% | 78 57% 17% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/K - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND MORE OFTEN THAN ANY OTHER BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WHO SEND MORE THAN ONE TYPE OF MAIL AT QA2

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--|--------------------|-----------------------------|----------------------------|-----------------|--|---------------------|----------------------|-----------------------|------------------------------------|-----------------------|----------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 1289 100% | 229 18% | 1057 82% | 60 5% | 966 75% | 323 25% | 104 8% | 140 11% | 1035 80% | 150 12% | 114 9% |
| WEIGHTED TOTAL | 1255 100% | 193 15% | 1059 84% | 50* 4% | 981 78% | 274 22% | 88* 7% | 129 10% | 1030 82% | 137 11% | 97 8% |
| PAYMENT OF BILLS INCLUDING UTILITIES, CREDIT CARDS COUNCIL TAX ETC | 296 24% 100% | 40 21% 14% | 255 24% 86% | 14 28% 5% | 237 24% 80% | 60 22% 20% | 21 24% 7% | 29 22% 10% | 244 24% 82% | 31 23% 10% | 24 24% 8% |
| OFFICIAL MAIL INCLUDING LEGAL, MEDICAL, INSURANCE, ETC | 219 17% 100% | 27 14% 13% | 190 18% 87% | 4 9% 2% | 185 19% 84% | 34 13% 16% | 8 9% 4% | 24 19% 11% | 184 18% 84% | 27 19% 12% F | 11 11% 5% |
| SOCIAL/ PERSONAL LETTERS TO FRIENDS | 288 23% 100% | 53 28% 18% | 235 22% 82% | 10 19% 3% | 219 22% 76% | 69 25% 24% | 21 24% 7% | 41 32% 14% H | 226 22% 78% | 41 30% 14% H | 21 22% 7% |
| INVITATIONS/ GREETING OR BIRTHDAY CARDS/ POSTCARDS | 394 31% 100% | 60 31% 15% | 334 32% 85% | 20 41% 5% | 303 31% 77% | 91 33% 23% | 31 36% 8% | 31 24% 8% | 328 32% 83% | 35 25% 9% | 35 36% 9% G |
| OTHER (PLEASE SPECIFY) | 25 2% 100% | 5 3% 21% | 19 2% 79% | - - - | 19 2% 77% | 6 2% 23% | 1 1% 4% | 3 2% 11% | 21 2% 85% | 3 2% 11% | 1 1% 4% |
| NONE | 11 1% 100% | 2 1% 15% | 10 1% 85% | - - - | 6 1% 56% | 5 2% 44% | 1 1% 7% | 1 1% 11% | 9 1% 82% | 1 1% 11% | 1 1% 7% |
| DON'T KNOW | 21 2% 100% | 5 3% 25% | 16 1% 75% | 2 4% 9% | 12 1% 59% | 9 3% 41% D | 4 4% 19% GI | - - - | 17 2% 81% | - - - | 4 4% 19% GI |
| ANY FORMAL | 516 41% 100% | 68 35% 13% | 445 42% 86% | 18 36% 4% | 421 43% 82% E | 94 34% 18% | 30 34% 6% | 53 41% 10% | 428 42% 83% | 58 42% 11% | 34 36% 7% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND MORE OFTEN THAN ANY OTHER BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WHO SEND MORE THAN ONE TYPE OF MAIL AT QA2

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|----------------|--------------------|-----------------------------|----------------------------|-----------------|--|-------------------|-------------------|------------------|------------------------------------|-----------------------|---------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 1255 100% | 193 15% | 1059 84% | 50* 4% . | 981 78% | 274 22% | 88* 7% . | 129 10% | 1030 82% | 137 11% | 97 8% |
| ANY INFORMAL | 682 54% 100% | 113 58% 17% | 569 54% 83% | 30 60% 4% | 522 53% 76% | 161 59% 24% | 53 60% 8% | 72 56% 10% | 554 54% 81% | 76 55% 11% | 57 58% 8% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND MORE OFTEN THAN ANY OTHER BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WHO SEND MORE THAN ONE TYPE OF MAIL AT QA2

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|--------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 1289 100% | 229 18% | 1057 82% | 60 5% | 966 75% | 323 25% | 104 8% | 140 11% | 1035 80% | 150 12% | 114 9% |
| WEIGHTED TOTAL | 1255 100% | 193 15% | 1059 84% | 50* 4% | 981 78% | 274 22% | 88* 7% | 129 10% | 1030 82% | 137 11% | 97 8% |
| PAYMENT OF BILLS INCLUDING UTILITIES, CREDIT CARDS COUNCIL TAX ETC | 296 24% 100% | 40 21% 14% | 255 24% 86% | 14 28% 5% | 237 24% 80% | 60 22% 20% | 21 24% 7% | 29 22% 10% | 244 24% 82% | 31 23% 10% | 24 24% 8% |
| OFFICIAL MAIL INCLUDING LEGAL, MEDICAL, INSURANCE, ETC | 219 17% 100% | 27 14% 13% | 190 18% 87% | 4 9% 2% | 185 19% 84% | 34 13% 16% | 8 9% 4% | 24 19% 11% | 184 18% 84% | 27 19% 12% | 11 11% 5% |
| SOCIAL/ PERSONAL LETTERS TO FRIENDS | 288 23% 100% | 53 28% 18% | 235 22% 82% | 10 19% 3% | 219 22% 76% | 69 25% 24% | 21 24% 7% | 41 32% 14% K | 226 22% 78% | 41 30% 14% | 21 22% 7% |
| INVITATIONS/ GREETING OR BIRTHDAY CARDS/ POSTCARDS | 394 31% 100% | 60 31% 15% | 334 32% 85% | 20 41% 5% | 303 31% 77% | 91 33% 23% | 31 36% 8% | 31 24% 8% | 328 32% 83% | 35 25% 9% | 35 36% 9% |
| OTHER (PLEASE SPECIFY) | 25 2% 100% | 5 3% 21% | 19 2% 79% | - - - | 19 2% 77% | 6 2% 23% | 1 4% 7% | 3 2% 11% | 21 2% 85% | 3 2% 11% | 1 4% 7% |
| NONE | 11 1% 100% | 2 1% 15% | 10 1% 85% | - - - | 6 1% 56% | 5 2% 44% | 1 1% 7% | 1 1% 11% | 9 1% 82% | 1 1% 11% | 1 1% 7% |
| DON'T KNOW | 21 2% 100% | 5 3% 25% | 16 1% 75% | 2 4% 9% | 12 1% 59% | 9 3% 41% | 4 4% 19% | - - - | 17 2% 81% | - - - | 4 4% 19% |
| ANY FORMAL | 516 41% 100% | 68 35% 13% | 445 42% 86% | 18 36% 4% | 421 43% 82% | 94 34% 18% | 30 34% 6% | 53 41% 10% | 428 42% 83% | 58 42% 11% | 34 36% 7% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND MORE OFTEN THAN ANY OTHER BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WHO SEND MORE THAN ONE TYPE OF MAIL AT QA2

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|----------------|--------------------|-----------------------------|----------------------------|-----------------|--|-------------------|-------------------|------------------|------------------------------------|-----------------------|---------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 1255 100% | 193 15% | 1059 84% | 50* 4% . | 981 78% | 274 22% | 88* 7% . | 129 10% | 1030 82% | 137 11% | 97 8% |
| ANY INFORMAL | 682 54% 100% | 113 58% 17% | 569 54% 83% | 30 60% 4% | 522 53% 76% | 161 59% 24% | 53 60% 8% | 72 56% 10% | 554 54% 81% | 76 55% 11% | 57 58% 8% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND MORE OFTEN THAN ANY OTHER BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WHO SEND MORE THAN ONE TYPE OF MAIL AT QA2

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|--------------------|-------------------------|-----------------------|--------------------------|------------------------|------------------------|-----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 1289 100% | 295 23% | 38 3% | 449 35% | 103 8% | 222 17% | 182 14% | 221 17% | 57 4% | 352 27% | 57 4% | 393 30% | 209 16% |
| WEIGHTED TOTAL | 1255 100% | 305 24% | 36* 3% | 503 40% | 102* 8% | 173 14% | 137 11% | 233 19% | 51* 4% | 397 32% | 51* 4% | 351 28% | 172 14% |
| PAYMENT OF BILLS INCLUDING UTILITIES, CREDIT CARDS COUNCIL TAX ETC | 296 24% 100% | 61 20% 21% | 6 17% 2% | 132 26% 44% | 23 23% 8% | 43 25% 15% | 31 22% 10% | 69 30% 23% IL | 13 25% 4% | 83 21% 28% | 12 24% 4% | 84 24% 28% | 35 20% 12% |
| OFFICIAL MAIL INCLUDING LEGAL, MEDICAL, INSURANCE, ETC | 219 17% 100% | 69 23% 32% CDF | 4 10% 2% | 79 16% 36% | 13 13% 6% | 37 21% 17% F | 18 13% 8% | 51 22% 23% KL | 11 22% 5% L | 84 21% 38% KL | 8 15% 4% | 50 14% 23% | 16 9% 7% |
| SOCIAL/ PERSONAL LETTERS TO FRIENDS | 288 23% 100% | 71 23% 25% | 10 27% 3% | 110 22% 38% | 24 24% 8% | 38 22% 13% | 35 26% 12% | 50 21% 17% | 10 20% 4% | 85 21% 29% | 17 33% 6% | 85 24% 29% | 42 24% 15% |
| INVITATIONS/ GREETING OR BIRTHDAY CARDS/ POSTCARDS | 394 31% 100% | 93 30% 23% | 13 36% 3% | 164 33% 42% | 34 33% 8% | 46 27% 12% | 45 33% 11% | 63 27% 16% | 15 30% 4% | 125 31% 32% | 11 21% 3% | 115 33% 29% | 65 38% 17% GJ |
| OTHER (PLEASE SPECIFY) | 25 2% 100% | 5 2% 20% | - - - | 11 2% 45% | 1 1% 6% | 3 2% 13% | 4 3% 17% | - - - | - - - | 11 3% 44% G | 1 2% 4% | 8 2% 34% G | 5 3% 19% G |
| NONE | 11 1% 100% | 3 1% 25% | 2 6% 19% ACF | - - - | 2 2% 17% C | 4 2% 31% C | 1 1% 8% | - - - | 1 2% 11% G | 4 1% 38% | 2 4% 18% GK | 2 1% 18% | 2 1% 15% |
| DON'T KNOW | 21 2% 100% | 3 1% 13% | 2 4% 7% | 7 1% 34% | 5 5% 23% AC | 3 1% 12% | 2 2% 11% | - - - | - - - | 6 1% 28% | - - - | 6 2% 31% | 9 5% 41% GIK |
| ANY FORMAL | 516 41% 100% | 130 43% 25% | 10 27% 2% | 211 42% 41% | 36 35% 7% | 80 46% 16% BF | 49 36% 9% | 120 52% 23% IKL | 24 47% 5% L | 167 42% 32% L | 20 40% 4% | 135 38% 26% L | 50 29% 10% |
| ANY INFORMAL | 682 54% 100% | 164 54% 24% | 23 63% 3% | 274 54% 40% | 57 57% 8% | 84 48% 12% | 81 59% 12% E | 113 48% 17% | 26 50% 4% | 209 53% 31% | 28 55% 4% | 200 57% 29% | 107 62% 16% GI |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND MORE OFTEN THAN ANY OTHER BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WHO SEND MORE THAN ONE TYPE OF MAIL AT QA2

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|--------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 1289 100% | 295 23% | 38 3% | 449 35% | 103 8% | 222 17% | 182 14% | 221 17% | 57 4% | 352 27% | 57 4% | 393 30% | 209 16% |
| WEIGHTED TOTAL | 1255 100% | 305 24% | 36* 3% | 503 40% | 102* 8% | 173 14% | 137 11% | 233 19% | 51* 4% | 397 32% | 51* 4% | 351 28% | 172 14% |
| PAYMENT OF BILLS INCLUDING UTILITIES, CREDIT CARDS COUNCIL TAX ETC | 296 24% 100% | 61 20% 21% | 6 17% 2% | 132 26% 44% | 23 23% 8% | 43 25% 15% | 31 22% 10% | 69 30% 23% | 13 25% 4% | 83 21% 28% | 12 24% 4% | 84 24% 28% | 35 20% 12% |
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| INVITATIONS/ GREETING OR BIRTHDAY CARDS/ POSTCARDS | 394 31% 100% | 93 30% 23% | 13 36% 3% | 164 33% 42% | 34 33% 8% | 46 27% 12% | 45 33% 11% | 63 27% 16% | 15 30% 4% | 125 31% 32% | 11 21% 3% | 115 33% 29% | 65 38% 17% |
| OTHER (PLEASE SPECIFY) | 25 2% 100% | 5 2% 20% | - - - | 11 2% 45% | 1 1% 6% | 3 2% 13% | 4 3% 17% | - - - | - - - | 11 3% 44% | 1 2% 4% | 8 2% 34% | 5 3% 19% |
| NONE | 11 1% 100% | 3 1% 25% | 2 6% 19% M | - - - | 2 2% 17% | 4 2% 31% | 1 1% 8% | - - - | 1 2% 11% | 4 1% 38% | 2 4% 18% M | 2 1% 18% | 2 1% 15% |
| DON'T KNOW | 21 2% 100% | 3 1% 13% | 2 4% 7% | 7 1% 34% | 5 5% 23% M | 3 1% 12% | 2 2% 11% | - - - | - - - | 6 1% 28% | - - - | 6 2% 31% | 9 5% 41% M |
| ANY FORMAL | 516 41% 100% | 130 43% 25% | 10 27% 2% | 211 42% 41% | 36 35% 7% | 80 46% 16% | 49 36% 9% | 120 52% 23% M | 24 47% 5% | 167 42% 32% | 20 40% 4% | 135 38% 26% | 50 29% 10% |
| ANY INFORMAL | 682 54% 100% | 164 54% 24% | 23 63% 3% | 274 54% 40% | 57 57% 8% | 84 48% 12% | 81 59% 12% | 113 48% 17% | 26 50% 4% | 209 53% 31% | 28 55% 4% | 200 57% 29% | 107 62% 16% M |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2/3 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | | |
|---------------------|---------------------------------|-------------------------------|--------------------------|-------------------------|-------------------------|--------------------------|-------------------------------|-------------------------|------------------------|-------------------------|-------------------------|------------------------|-------------------------|--|
| | 16-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ | 16-34 | 35-64 | 65+ | 16-34 | 35-54 | 55+ | |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% | |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% | |
| 583 16% 100% | 64 13% 11% | 117 21% 20% ACG | 94 14% 16% | 98 16% 17% | 96 18% 16% | 68 17% 12% | 46 13% 8% | 181 17% 31% | 288 16% 49% | 114 15% 19% | 181 17% 31% | 192 15% 33% | 210 16% 36% | |
| 509 14% 100% | 67 14% 13% | 88 16% 17% FG | 114 17% 22% EFG | 101 17% 20% FG | 66 12% 13% | 41 10% 8% | 34 10% 7% | 154 15% 30% J | 281 15% 55% J | 74 10% 15% | 154 15% 30% M | 214 17% 42% M | 141 11% 28% | |
| 618 17% 100% | 86 18% 14% | 74 13% 12% | 106 16% 17% | 112 18% 18% B | 103 19% 17% B | 70 18% 11% | 66 19% 11% B | 160 15% 26% | 322 18% 52% | 136 18% 22% | 160 15% 26% | 219 17% 35% | 239 19% 39% K | |
| 1017 28% 100% | 92 19% 9% | 150 27% 15% A | 190 29% 19% A | 158 26% 16% A | 168 31% 16% A | 131 33% 13% ABD | 129 37% 13% ABC D | 242 23% 24% | 515 28% 51% H | 260 35% 26% HI | 242 23% 24% | 347 27% 34% K | 428 33% 42% KL | |
| 79 2% 100% | 12 3% 15% B | 4 1% 5% | 15 2% 19% B | 18 3% 23% B | 15 3% 19% B | 8 2% 10% | 6 2% 8% | 16 2% 21% | 48 3% 61% | 14 2% 18% | 16 2% 21% | 33 3% 42% | 30 2% 36% | |
| 752 21% 100% | 156 32% 21% BCD EFG | 126 22% 17% EG | 135 20% 18% | 120 20% 16% | 86 16% 11% | 76 19% 10% | 54 16% 7% | 282 27% 37% IJ | 341 19% 45% | 129 17% 17% | 282 27% 37% LM | 255 20% 34% | 216 17% 29% | |
| 45 1% 100% | 5 1% 12% | 4 1% 10% | 10 1% 22% | 3 1% 8% | 4 1% 9% | 6 2% 14% | 12 3% 26% ABD E | 10 1% 22% | 17 1% 38% | 18 2% 40% HI | 10 1% 22% | 13 1% 29% | 22 2% 49% | |
| 1092 30% 100% | 131 27% 12% | 205 36% 19% AEF G | 208 31% 19% G | 199 33% 18% G | 162 30% 15% G | 108 27% 10% | 79 23% 7% | 336 32% 31% J | 569 31% 52% J | 188 25% 17% | 336 32% 31% M | 406 32% 37% M | 350 27% 32% | |
| 1635 45% 100% | 177 37% 11% | 225 40% 14% | 296 45% 18% A | 270 44% 17% A | 271 50% 17% AB | 201 50% 12% AB | 195 56% 12% ABC D | 402 38% 25% | 837 46% 51% H | 396 53% 24% HI | 402 38% 25% | 566 44% 35% K | 667 52% 41% KL | |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2/3 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (N) | AGE | | | | | | | | | | | | |
|---------------------------------|------------------------|------------------------|-------------------|-------------------|------------------------|------------------------|------------------------|------------------------|-------------------|------------------------|------------------------|------------------------|------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 583 16% 100% | 64 13% 11% | 117 21% 20% N | 94 14% 16% | 98 16% 17% | 96 18% 16% | 68 17% 12% | 46 13% 8% | 181 17% 31% | 288 16% 49% | 114 15% 19% | 181 17% 31% | 192 15% 33% | 210 16% 36% |
| 509 14% 100% FGJ M | 67 14% 13% | 88 16% 17% | 114 17% 22% | 101 17% 20% | 66 12% 13% | 41 10% 8% | 34 10% 7% | 154 15% 30% | 281 15% 55% | 74 10% 15% | 154 15% 30% | 214 17% 42% N | 141 11% 28% |
| 618 17% 100% B | 86 18% 14% | 74 13% 12% | 106 16% 17% | 112 18% 18% | 103 19% 17% | 70 18% 11% | 66 19% 11% | 160 15% 26% | 322 18% 52% | 136 18% 22% | 160 15% 26% | 219 17% 35% | 239 19% 39% |
| 1017 28% 100% AHK | 92 19% 9% | 150 27% 15% | 190 29% 19% | 158 26% 16% | 168 31% 16% | 131 33% 13% N | 129 37% 13% N | 242 23% 24% | 515 28% 51% | 260 35% 26% N | 242 23% 24% | 347 27% 34% | 428 33% 42% N |
| 79 2% 100% B | 12 3% 15% | 4 1% 5% | 15 2% 19% | 18 3% 23% | 15 3% 19% | 8 2% 10% | 6 2% 8% | 16 2% 21% | 48 3% 61% | 14 2% 18% | 16 2% 21% | 33 3% 42% | 30 2% 36% |
| 752 21% 100% EGJ M | 156 32% 21% N | 126 22% 17% | 135 20% 18% | 120 20% 16% | 86 16% 11% | 76 19% 10% | 54 16% 7% | 282 27% 37% N | 341 19% 45% | 129 17% 17% | 282 27% 37% N | 255 20% 34% | 216 17% 29% |
| 45 1% 100% | 5 1% 12% | 4 1% 10% | 10 1% 22% | 3 1% 8% | 4 1% 9% | 6 2% 14% | 12 3% 26% N | 10 1% 22% | 17 1% 38% | 18 2% 40% N | 10 1% 22% | 13 1% 29% | 22 2% 49% |
| 1092 30% 100% GJM | 131 27% 12% | 205 36% 19% N | 208 31% 19% | 199 33% 18% | 162 30% 15% | 108 27% 10% | 79 23% 7% | 336 32% 31% | 569 31% 52% | 188 26% 17% | 336 32% 31% | 406 32% 37% | 350 27% 32% |
| 1635 45% 100% ABH K | 177 37% 11% | 225 40% 14% | 296 45% 18% | 270 44% 17% | 271 50% 17% N | 201 50% 12% N | 195 56% 12% N | 402 38% 25% | 837 46% 51% | 396 53% 24% N | 402 38% 25% | 566 44% 35% | 667 52% 41% N |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2/3 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEX | | SEX/AGE | | | | | |
|---|---------------------|------------------------|-------------------------|--------------------------|-------------------------------|--------------------------|--------------------------|-------------------------------|---------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| PAYMENT OF BILLS INCLUDING UTILITIES, CREDIT CARDS COUNCIL TAX ETC | 583 16% 100% | 310 18% 53% B | 273 15% 47% | 94 18% 16% | 103 16% 18% | 114 20% 19% GH | 88 17% 15% | 89 14% 15% | 96 14% 16% |
| OFFICIAL MAIL INCLUDING LEGAL, MEDICAL, INSURANCE, ETC | 509 14% 100% | 330 19% 65% B | 179 10% 35% | 92 18% 18% FGH | 138 22% 27% EFG H | 100 17% 20% FGH | 42 12% 12% H | 76 12% 15% H | 41 6% 8% |
| SOCIAL/ PERSONAL LETTERS TO FRIENDS | 618 17% 100% | 282 16% 46% | 336 18% 54% | 80 15% 13% | 102 16% 16% | 101 17% 16% | 80 15% 13% | 117 18% 19% | 138 20% 22% |
| INVITATIONS/ GREETING OR BIRTHDAY CARDS/ POSTCARDS | 1017 28% 100% | 328 19% 32% | 689 37% 68% A | 86 16% 8% | 102 16% 10% | 141 24% 14% CD | 156 30% 15% CDE | 246 38% 24% CDE F | 287 41% 28% CDEF |
| OTHER (PLEASE SPECIFY) | 79 2% 100% | 43 2% 54% | 36 2% 46% | 8 2% 11% | 22 4% 28% | 12 2% 16% | 8 2% 10% | 11 2% 14% | 17 2% 22% |
| NONE | 752 21% 100% | 415 24% 55% B | 337 18% 45% | 152 29% 20% EGH | 155 25% 21% EGH | 107 18% 14% | 130 25% 17% EGH | 99 15% 13% | 108 15% 14% |
| DON'T KNOW | 45 1% 100% | 17 1% 39% | 27 1% 61% | 8 2% 18% | 3 7% | 6 1% 14% | 2 4% | 10 2% 23% F | 16 2% 35% DF |
| ANY FORMAL | 1092 30% 100% | 640 37% 59% B | 452 24% 41% | 186 36% 17% FGH | 241 39% 22% FGH | 213 37% 20% FGH | 150 29% 14% H | 165 26% 15% H | 137 19% 13% |
| ANY INFORMAL | 1635 45% 100% | 611 35% 37% | 1025 55% 63% A | 165 32% 10% | 203 33% 12% | 242 42% 15% CD | 237 45% 14% CD | 363 56% 22% CDE F | 425 60% 26% CDEF |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2/3 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|---|---------------------------------|------------------------|-------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| PAYMENT OF BILLS INCLUDING UTILITIES, CREDIT CARDS COUNCIL TAX ETC | 583 16% 100% | 310 18% 53% | 273 15% 47% | 94 18% 16% | 103 16% 18% | 114 20% 19% I | 88 17% 15% | 89 14% 15% | 96 14% 16% |
| OFFICIAL MAIL INCLUDING LEGAL, MEDICAL, INSURANCE, ETC | 509 14% 100% BH | 330 19% 65% I | 179 10% 35% | 92 18% 18% | 138 22% 27% I | 100 17% 20% I | 42 12% 12% | 76 12% 15% | 41 6% 8% |
| SOCIAL/ PERSONAL LETTERS TO FRIENDS | 618 17% 100% | 282 16% 46% | 336 18% 54% | 80 15% 13% | 102 16% 16% | 101 17% 16% | 80 15% 13% | 117 18% 19% | 138 20% 22% |
| INVITATIONS/ GREETING OR BIRTHDAY CARDS/ POSTCARDS | 1017 28% 100% ACD E | 328 19% 32% | 689 37% 68% I | 86 16% 8% | 102 16% 10% | 141 24% 14% | 156 30% 15% | 246 38% 24% I | 287 41% 28% I |
| OTHER (PLEASE SPECIFY) | 79 2% 100% | 43 2% 54% | 36 2% 46% | 8 2% 11% | 22 4% 28% | 12 2% 16% | 8 2% 10% | 11 2% 14% | 17 2% 22% |
| NONE | 752 21% 100% BGH | 415 24% 55% I | 337 18% 45% | 152 29% 20% I | 155 25% 21% | 107 18% 14% | 130 25% 17% | 99 15% 13% | 108 15% 14% |
| DON'T KNOW | 45 1% 100% | 17 1% 39% | 27 1% 61% | 8 2% 18% | 3 7% | 6 1% 14% | 2 4% | 10 2% 23% | 16 2% 35% |
| ANY FORMAL | 1092 30% 100% BGH | 640 37% 99% I | 452 24% 41% | 186 36% 17% I | 241 39% 22% I | 213 37% 20% I | 150 29% 14% | 165 26% 15% | 137 19% 13% |
| ANY INFORMAL | 1635 45% 100% ACD | 611 35% 37% | 1025 55% 63% I | 165 32% 10% | 203 33% 12% | 242 42% 15% | 237 45% 14% | 363 56% 22% I | 425 60% 26% I |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2/3 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|---|---------------------|-----------------|------------------------------|------------------------|------------------------------|------------------------------|--------------------------|-------------------------|------------------------|-------------------------|------------------------|-------------------------|------------------------------------|------------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| | | . | | | | | | | | | | | . | | | |
| PAYMENT OF BILLS INCLUDING UTILITIES, CREDIT CARDS COUNCIL TAX ETC | 583 16% 100% | 21 18% 4% | 84 13% 14% | 183 17% 31% | 134 18% 23% B | 83 18% 14% B | 77 14% 13% | 105 14% 18% | 317 17% 54% | 161 16% 28% | 513 17% 88% K | 29 9% 5% | 23 23% 4% KM | 18 11% 3% | 466 15% 80% | 68 23% 12% N |
| OFFICIAL MAIL INCLUDING LEGAL, MEDICAL, INSURANCE, ETC | 509 14% 100% | 19 16% 4% | 114 18% 22% DF | 151 14% 30% | 95 12% 19% | 62 13% 12% | 68 13% 13% | 133 18% 26% HI | 246 13% 48% | 130 13% 25% | 418 14% 82% | 48 15% 9% | 18 18% 3% | 26 16% 9% | 416 14% 82% | 38 13% 7% |
| SOCIAL/ PERSONAL LETTERS TO FRIENDS | 618 17% 100% | 23 20% 4% | 125 20% 20% D | 190 18% 31% | 116 15% 19% | 70 15% 11% | 93 17% 15% | 148 20% 24% | 306 17% 50% | 164 16% 26% | 536 18% 87% | 45 14% 7% | 10 10% 2% | 27 16% 4% | 506 16% 82% | 70 24% 11% N |
| INVITATIONS/ GREETING OR BIRTHDAY CARDS/ POSTCARDS | 1017 28% 100% | 35 30% 3% | 209 33% 21% DE F | 321 30% 32% E | 203 27% 20% | 107 23% 11% | 142 26% 14% | 245 32% 24% I | 524 28% 51% I | 249 25% 24% | 841 28% 83% M | 112 36% 11% JM | 33 33% 3% M | 31 19% 3% | 943 31% 93% O | 46 16% 5% |
| OTHER (PLEASE SPECIFY) | 79 2% 100% | 3 3% 4% | 10 2% 12% | 24 2% 30% | 20 3% 25% | 10 2% 13% | 12 2% 16% | 13 2% 16% | 43 2% 55% | 23 2% 29% | 76 3% 96% K | - - - | 1 1% 1% | 2 1% 3% | 70 2% 89% | 4 1% 5% |
| NONE | 752 21% 100% | 16 13% 2% | 87 14% 12% | 195 18% 26% B | 190 25% 25% AB C | 125 27% 17% AB C | 139 26% 19% ABC | 103 14% 14% | 384 21% 51% G | 265 26% 35% GH | 605 20% 80% | 74 24% 10% | 15 15% 2% | 57 35% 8% JKL | 631 21% 84% | 67 23% 9% |
| DON'T KNOW | 45 1% 100% | - - - | 6 1% 13% | 17 2% 38% | 7 1% 15% | 7 2% 16% | 8 2% 18% | 6 1% 13% | 24 1% 53% | 15 2% 34% | 35 1% 78% | 7 2% 15% | - - - | 3 2% 8% | 37 1% 82% | 2 1% 5% |
| ANY FORMAL | 1092 30% 100% | 40 34% 4% | 198 31% 18% | 334 31% 31% | 229 30% 21% | 146 31% 13% | 145 27% 13% | 238 32% 22% | 563 31% 52% | 291 29% 27% | 931 31% 85% | 77 24% 7% | 41 41% 4% KM | 44 27% 4% | 882 29% 81% | 105 36% 10% N |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2/3 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|----------------|---------------------|----------------------|------------------------------|-------------------------|-------------------|-------------------|-------------------|-------------------------|------------------------|-------------------|-------------------------|------------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3603 100% | 118* 3% . | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% . | 165 5% | 3068 85% | 295 8% |
| ANY INFORMAL | 1635 45% 100% | 59 50% 4% E | 334 53% 20% DE F | 511 47% 31% DE | 319 42% 19% | 178 38% 17% | 235 44% 14% | 393 52% 24% HI | 830 45% 51% I | 413 41% 25% | 1377 46% 84% M | 157 50% 10% M | 43 43% 3% | 58 35% 4% | 1448 47% 89% O | 116 39% 7% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2/3 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|------------------------|--------------------------|---------------------------|--------------------------|-------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 583 16% 100% | 187 18% 32% D | 108 16% 19% | 79 21% 14% DG | 269 14% 46% | 110 19% 19% D | 17 15% 3% | 456 15% 78% |
| 509 14% 100% | 150 14% 29% | 99 15% 19% | 51 13% 10% | 268 14% 53% | 83 14% 16% | 17 15% 3% | 418 14% 82% |
| 618 17% 100% | 214 20% 35% DG | 129 19% 21% D | 85 22% 14% DG | 292 15% 47% | 104 17% 17% | 23 20% 4% | 505 17% 82% |
| 1017 28% 100% | 242 23% 24% | 169 25% 17% C | 73 19% 7% | 569 30% 56% ABC | 192 32% 19% ABCG | 44 39% 4% ABCG | 811 28% 80% AC |
| 79 2% 100% | 27 3% 34% | 21 3% 27% | 6 2% 8% | 38 2% 48% | 12 2% 16% | - - - | 65 2% 82% |
| 752 21% 100% | 220 21% 29% EF | 139 21% 19% EF | 81 21% 11% EF | 433 23% 58% EF | 88 15% 12% | 10 9% 1% | 654 22% 87% EF |
| 45 1% 100% | 13 1% 29% | 7 1% 15% | 6 2% 14% | 24 1% 53% | 5 1% 11% | 2 1% 4% | 36 1% 81% |
| 1092 30% 100% | 337 32% 31% | 207 31% 19% | 130 34% 12% D | 537 28% 49% | 193 33% 18% | 34 30% 3% | 874 30% 80% |
| 1635 45% 100% | 456 43% 28% | 298 44% 18% | 158 41% 10% | 860 45% 53% | 295 50% 18% ACG | 67 60% 4% ABCDG | 1316 45% 80% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2/3 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------|---------------------------|-------------------------|-------------------------|-------------------------|----------------------|------------------------|-----------------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% | 85 2% |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62 2% | 447 12% | 85 2% |
| 583 16% 100% | 95 20% 16% CD | 92 16% 16% | 169 14% 29% | 100 15% 17% | 6 10% 1% | 90 20% 16% CD | 14 16% 2% |
| 509 14% 100% | 63 14% 12% | 86 15% 17% | 175 14% 34% | 93 14% 18% | 8 14% 2% | 61 14% 12% | 14 16% 3% |
| 618 17% 100% | 109 23% 18% BCDF | 104 18% 17% | 180 15% 29% | 112 16% 18% | 9 14% 1% | 77 17% 12% | 18 21% 3% |
| 1017 28% 100% | 86 18% 8% | 157 27% 15% A | 384 32% 38% AB | 184 27% 18% A | 23 37% 2% A | 138 31% 14% A | 31 37% 3% A |
| 79 2% 100% | 10 2% 12% | 17 3% 22% | 20 2% 25% | 18 3% 23% | - - - | 12 3% 16% | - - - |
| 752 21% 100% | 95 20% 13% FG | 125 21% 17% FG | 266 22% 35% FG | 168 25% 22% FG | 16 25% 2% G | 65 15% 9% | 7 8% 1% |
| 45 1% 100% | 9 2% 19% | 4 1% 10% | 19 2% 43% | 4 1% 10% | - - - | 4 1% 8% | 2 2% 4% |
| 1092 30% 100% | 159 34% 15% C | 178 30% 16% | 344 28% 32% | 193 28% 18% | 14 23% 1% | 152 34% 14% C | 27 32% 3% |
| 1635 45% 100% | 195 42% 12% | 261 45% 16% | 564 46% 34% | 296 44% 18% | 32 51% 2% | 214 48% 13% | 49 58% 3% AB |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2/3 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|---|---------------------------------|-----------------|------------------------|-------------------|------------------------|------------------------|------------------------|------------------------|-------------------|------------------------|--------------------|------------------------|------------------------------------|----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| PAYMENT OF BILLS INCLUDING UTILITIES, CREDIT CARDS COUNCIL TAX ETC | 583 16% 100% K | 21 18% 4% | 84 13% 14% | 183 17% 31% | 134 18% 23% | 83 18% 14% | 77 14% 13% | 105 14% 18% | 317 17% 54% | 161 16% 28% | 513 17% 88% | 29 9% 5% | 23 23% 4% | 18 11% 3% | 466 15% 80% | 68 23% 12% T |
| OFFICIAL MAIL INCLUDING LEGAL, MEDICAL, INSURANCE, ETC | 509 14% 100% | 19 16% 4% | 114 18% 22% T | 151 14% 30% | 95 12% 19% | 62 13% 12% | 68 13% 13% | 133 18% 26% T | 246 13% 48% | 130 13% 26% | 418 14% 82% | 48 15% 9% | 18 18% 3% | 26 16% 5% | 416 14% 82% | 38 13% 7% |
| SOCIAL/ PERSONAL LETTERS TO FRIENDS | 618 17% 100% | 23 20% 4% | 125 20% 20% | 190 18% 31% | 116 15% 19% | 70 15% 11% | 93 17% 15% | 148 20% 24% | 306 17% 50% | 164 16% 26% | 536 18% 87% | 45 14% 7% | 10 10% 2% | 27 16% 4% | 506 16% 82% | 70 24% 11% T |
| INVITATIONS/ GREETING OR BIRTHDAY CARDS/ POSTCARDS | 1017 28% 100% EIM O | 35 30% 3% | 209 33% 21% T | 321 30% 32% | 203 27% 20% | 107 23% 11% | 142 26% 14% | 245 32% 24% T | 524 28% 51% | 249 25% 24% | 841 28% 83% | 112 36% 11% T | 33 33% 3% | 31 19% 3% | 943 31% 93% T | 46 16% 5% |
| DON'T KNOW | 79 2% 100% K | 3 3% 4% | 10 2% 12% | 24 2% 30% | 20 3% 25% | 10 2% 13% | 12 2% 16% | 13 2% 16% | 43 2% 55% | 23 2% 29% | 76 3% 96% | - - - | 1 1% 1% | 2 1% 3% | 70 2% 89% | 4 1% 5% |
| NONE | 752 21% 100% BG | 16 13% 2% | 87 14% 12% | 195 18% 26% | 190 25% 29% T | 125 27% 17% T | 139 26% 19% T | 103 14% 14% | 384 21% 51% | 265 26% 35% T | 605 20% 80% | 74 24% 10% | 15 15% 2% | 57 35% 8% T | 631 21% 84% | 67 23% 9% |
| DON'T KNOW | 45 1% 100% | - - - | 6 1% 13% | 17 2% 38% | 7 1% 15% | 7 2% 16% | 8 2% 18% | 6 1% 13% | 24 1% 53% | 15 2% 34% | 35 1% 78% | 7 2% 15% | - - - | 3 2% 8% | 37 1% 82% | 2 1% 5% |
| ANY FORMAL | 1092 30% 100% | 40 34% 4% | 198 31% 18% | 334 31% 31% | 229 30% 21% | 146 31% 13% | 145 27% 13% | 238 32% 22% | 563 31% 52% | 291 29% 27% | 931 31% 85% | 77 24% 7% | 41 41% 4% T | 44 27% 4% | 882 29% 81% | 105 36% 10% |
| ANY INFORMAL | 1635 45% 100% EIM | 59 50% 4% | 334 53% 20% T | 511 47% 31% | 319 42% 19% | 178 38% 11% | 235 44% 14% | 393 52% 24% T | 830 45% 51% | 413 41% 25% | 1377 46% 84% | 157 50% 10% | 43 43% 3% | 58 35% 4% | 1448 47% 89% | 116 39% 7% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2/3 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|---------------------------|----------------------------------|---|-----------------------|-------------------|-------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 583 16% 100% | 187 18% 32% | 108 16% 19% | 79 21% 14% H | 269 14% 46% | 110 19% 19% | 17 15% 3% | 456 15% 78% |
| 509 14% 100% | 150 14% 29% | 99 15% 19% | 51 13% 10% | 268 14% 53% | 83 14% 16% | 17 15% 3% | 418 14% 82% |
| 618 17% 100% | 214 20% 35% H | 129 19% 21% | 85 22% 14% H | 292 15% 47% | 104 17% 17% | 23 20% 4% | 505 17% 82% |
| 1017 28% 100% AC | 242 23% 24% | 169 25% 17% | 73 19% 7% | 569 30% 56% | 192 32% 19% | 44 39% 4% H | 811 28% 80% |
| 79 2% 100% | 27 3% 34% | 21 3% 27% | 6 2% 8% | 38 2% 48% | 12 2% 16% | - - - | 65 2% 82% |
| 752 21% 100% EF | 220 21% 29% | 139 21% 19% | 81 21% 11% | 433 23% 58% | 88 15% 12% | 10 9% 1% | 654 22% 87% |
| 45 1% 100% | 13 1% 29% | 7 1% 15% | 6 2% 14% | 24 1% 53% | 5 1% 11% | 2 1% 4% | 36 1% 81% |
| 1092 30% 100% | 337 32% 31% | 207 31% 19% | 130 34% 12% | 537 28% 49% | 193 33% 18% | 34 30% 3% | 874 30% 80% |
| 1635 45% 100% | 456 43% 28% | 298 44% 18% | 158 41% 10% | 860 45% 53% | 295 50% 18% | 67 60% 4% H | 1316 45% 80% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2/3 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|---|---------------------|------------------------|-------------------|------------------------|------------------------|-----------------|----------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| PAYMENT OF BILLS INCLUDING UTILITIES, CREDIT CARDS COUNCIL TAX ETC | 583 16% 100% | 95 20% 16% H | 92 16% 16% | 169 14% 29% | 100 15% 17% | 6 10% 1% | 14 16% 2% |
| OFFICIAL MAIL INCLUDING LEGAL, MEDICAL, INSURANCE, ETC | 509 14% 100% | 63 14% 12% | 86 15% 17% | 175 14% 34% | 93 14% 18% | 8 14% 2% | 14 16% 3% |
| SOCIAL/ PERSONAL LETTERS TO FRIENDS | 618 17% 100% | 109 23% 18% H | 104 18% 17% | 180 15% 29% | 112 16% 18% | 9 14% 1% | 18 21% 3% |
| INVITATIONS/ GREETING OR BIRTHDAY CARDS/ POSTCARDS | 1017 28% 100% | 86 18% 8% A | 157 27% 15% | 384 32% 38% H | 184 27% 18% | 23 37% 2% | 31 37% 3% |
| OTHER (PLEASE SPECIFY) | 79 2% 100% | 10 2% 12% | 17 3% 22% | 20 2% 25% | 18 3% 23% | - - - | - - - |
| NONE | 752 21% 100% | 95 20% 13% FG | 125 21% 17% | 266 22% 35% | 168 25% 22% H | 16 25% 2% | 7 8% 1% |
| DON'T KNOW | 45 1% 100% | 9 2% 19% | 4 1% 10% | 19 2% 43% | 4 1% 10% | - - - | 2 2% 4% |
| ANY FORMAL | 1092 30% 100% | 159 34% 15% | 178 30% 16% | 344 28% 32% | 193 28% 18% | 14 23% 1% | 27 32% 3% |
| ANY INFORMAL | 1635 45% 100% | 195 42% 12% | 261 45% 16% | 564 46% 34% | 296 44% 18% | 32 51% 2% | 49 58% 3% H |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2/3 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|---------------------|--------------------------|---------------------------|--------------------------|---------------------------|--------------------------------|--------------------------|------------------------------|---------------------------|---------------------------------|---------------------------|-------------------------|--------------------------|--------------------------------|--------------------------------|--------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| PAYMENT OF BILLS INCLUDING UTILITIES, CREDIT CARDS COUNCIL TAX ETC | 583 16% 100% | 60 16% 10% | 45 12% 8% | 169 19% 29% BF | 148 18% 25% | 81 19% 14% BF | 79 14% 14% | 21 14% 4% | 95 17% 16% | 65 19% 11% JO | 35 12% 6% | 116 16% 20% | 41 15% 7% | 49 16% 8% | 106 18% 18% J | 55 14% 9% |
| OFFICIAL MAIL INCLUDING LEGAL, MEDICAL, INSURANCE, ETC | 509 14% 100% | 92 24% 18% BDEF | 41 11% 8% | 174 19% 34% BDF | 72 8% 14% | 64 15% 13% D | 66 13% 13% D | 37 23% 7% HIMN O | 76 14% 15% N | 41 12% 8% | 56 19% 11% INO | 114 16% 22% NO | 45 16% 9% NO | 40 14% 8% | 56 9% 11% | 44 11% 9% |
| SOCIAL/ PERSONAL LETTERS TO FRIENDS | 618 17% 100% | 65 17% 10% | 84 23% 14% CDEF | 151 17% 24% | 155 17% 25% | 67 15% 11% | 97 17% 16% | 28 18% 5% | 89 16% 14% | 43 13% 7% | 53 18% 9% | 114 16% 18% I | 52 19% 8% I | 67 23% 11% HIK | 103 17% 17% | 69 17% 11% |
| INVITATIONS/ GREETING OR BIRTHDAY CARDS/ POSTCARDS | 1017 28% 100% | 89 23% 9% E | 156 42% 15% ACEF | 167 18% 16% | 357 38% 35% ACEF | 73 17% 7% | 176 31% 17% ACE | 37 24% 4% | 132 24% 13% | 73 22% 7% | 102 34% 10% GHIL | 191 27% 19% L | 54 20% 5% | 106 35% 10% GHIL L | 200 34% 20% GHIL L | 122 31% 12% HIL |
| OTHER (PLEASE SPECIFY) | 79 2% 100% | 11 3% 14% B | 2 1% 3% | 23 3% 29% B | 20 2% 26% | 9 2% 11% | 14 2% 17% B | 1 1% 2% | 7 1% 9% | 8 2% 10% | 7 2% 9% | 21 3% 26% | 5 2% 7% | 5 2% 6% | 16 3% 20% | 9 2% 12% |
| NONE | 752 21% 100% | 65 17% 9% B | 38 10% 5% | 218 24% 29% ABD | 167 18% 22% B | 132 31% 18% ABCD F | 132 23% 18% ABD | 32 20% 4% M | 148 27% 20% JKMN | 102 30% 14% GJKMN O | 43 14% 6% | 138 20% 18% M | 74 27% 10% JKMN | 29 10% 4% | 98 17% 13% M | 89 22% 12% JMN |
| DON'T KNOW | 45 1% 100% | 1 2% | 5 1% 11% | 10 1% 23% | 14 1% 30% | 6 1% 14% | 9 2% 20% | - - | 6 1% 14% | 4 1% 8% | 2 5% | 8 1% 18% | 3 1% 7% | 3 1% 8% | 10 2% 22% | 9 2% 19% |
| ANY FORMAL | 1092 30% 100% | 152 40% 14% BDF | 86 23% 8% | 343 38% 31% BDF | 220 24% 20% | 145 34% 13% BDF | 146 25% 13% | 58 37% 5% NO | 172 31% 16% | 106 32% 10% O | 91 31% 8% | 229 33% 21% O | 86 31% 8% | 89 30% 8% | 162 28% 15% | 99 25% 9% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2/3 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|----------------|---------------------|-----------------------|--------------------------------|-----------------------|---------------------------|---------------------|--------------------------|----------------------|------------------------|----------------------|--------------------------|------------------------|----------------------|---------------------------------|---------------------------|--------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| ANY INFORMAL | 1635 45% 100% | 153 40% 9% E | 240 65% 15% ACDE F | 317 35% 19% | 512 55% 31% ACEF | 140 32% 9% | 273 48% 17% ACE | 65 42% 4% | 222 40% 14% | 116 34% 7% | 155 52% 9% HIKL | 305 43% 19% I | 106 39% 7% | 173 58% 11% GHIK LO | 303 51% 19% HIKL | 191 48% 12% HIL |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2/3 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|-----------------------------|------------------------|------------------------|------------------------|-------------------------|------------------------|-----------------------|----------------------|------------------------|------------------------|----------------------|------------------------|-----------------------|------------------------|------------------------|--------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| PAYMENT OF BILLS INCLUDING UTILITIES, CREDIT CARDS COUNCIL TAX ETC | 583 16% 100% | 60 16% 10% | 45 12% 8% | 169 19% 29% | 148 16% 25% | 81 19% 14% | 79 14% 14% | 21 14% 4% | 95 17% 16% | 65 19% 11% | 35 12% 6% | 116 16% 20% | 41 15% 7% | 49 16% 8% | 106 18% 18% | 55 14% 9% |
| OFFICIAL MAIL INCLUDING LEGAL, MEDICAL, INSURANCE, ETC | 509 14% 100% DN | 92 24% 18% P | 41 11% 8% | 174 19% 34% P | 72 8% 14% | 64 15% 13% | 66 12% 13% | 37 23% 7% P | 76 14% 15% | 41 12% 8% | 56 19% 11% | 114 16% 22% | 45 16% 9% | 40 14% 8% | 56 9% 11% | 44 11% 9% |
| SOCIAL/ PERSONAL LETTERS TO FRIENDS | 618 17% 100% I | 65 17% 10% | 84 23% 14% P | 151 17% 24% | 155 17% 25% | 67 15% 11% | 97 17% 16% | 28 18% 5% | 89 16% 14% | 43 13% 7% | 53 18% 9% | 114 16% 18% | 52 19% 8% | 67 23% 11% P | 103 17% 17% | 69 17% 11% |
| INVITATIONS/ GREETING OR BIRTHDAY CARDS/ POSTCARDS | 1017 28% 100% CEIL | 89 23% 9% | 156 42% 15% P | 167 18% 16% | 357 38% 35% P | 73 17% 7% | 176 31% 17% | 37 24% 4% | 132 24% 13% | 73 22% 7% | 102 34% 10% | 191 27% 19% | 54 20% 5% | 106 35% 10% P | 200 34% 20% P | 122 31% 12% |
| OTHER (PLEASE SPECIFY) | 79 2% 100% | 11 3% 14% | 2 1% 3% | 23 3% 29% | 20 2% 26% | 9 2% 11% | 14 2% 17% | 1 1% 2% | 7 1% 9% | 8 2% 10% | 7 2% 9% | 21 3% 26% | 5 2% 7% | 5 2% 6% | 16 3% 20% | 9 2% 12% |
| NONE | 752 21% 100% BJMN | 65 17% 9% | 38 10% 5% | 218 24% 29% | 167 18% 22% | 132 31% 18% P | 232 33% 18% | 32 20% 4% | 148 27% 20% P | 102 30% 14% P | 43 14% 6% | 138 20% 18% | 74 27% 10% P | 29 10% 4% | 98 17% 13% | 89 22% 12% |
| DON'T KNOW | 45 1% 100% | 1 2% | 5 1% 11% | 10 1% 23% | 14 1% 30% | 6 1% 14% | 9 2% 20% | - - - | 6 1% 14% | 4 1% 8% | 2 1% 5% | 8 1% 18% | 3 1% 7% | 3 1% 8% | 10 2% 22% | 9 2% 19% |
| ANY FORMAL | 1092 30% 100% BDFO | 152 40% 14% P | 86 23% 8% | 343 38% 31% P | 220 24% 20% | 145 34% 13% | 146 25% 13% | 58 37% 5% | 172 31% 16% | 106 32% 10% | 91 31% 8% | 229 33% 21% | 86 31% 8% | 89 30% 8% | 162 28% 15% | 99 25% 9% |
| ANY INFORMAL | 1635 45% 100% CEHL | 153 40% 9% | 240 65% 15% P | 317 35% 19% | 512 55% 31% P | 140 32% 9% | 273 48% 17% | 65 42% 4% | 222 40% 14% | 116 34% 7% | 155 52% 9% | 305 43% 19% | 106 39% 7% | 173 58% 11% P | 303 51% 19% P | 191 48% 12% |

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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2/3 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---------------------|-----------------------------|----------------------------|---------------------|--|------------------------|-----------------------|------------------------|------------------------------------|------------------------|-----------------------|
| | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| 583 16% 100% | 78 14% 13% | 499 17% 86% | 25 16% 4% | 456 17% 78% | 127 14% 22% | 39 14% 7% | 69 14% 12% | 472 17% 81% | 73 14% 12% | 42 14% 7% |
| 509 14% 100% | 77 14% 15% | 430 14% 84% | 19 12% 4% | 420 15% 83% E | 89 10% 17% | 24 9% 5% | 67 14% 13% F | 416 15% 82% FJ | 70 14% 14% F | 26 9% 5% |
| 618 17% 100% | 105 19% 17% | 512 17% 83% | 27 17% 4% | 465 17% 75% | 153 17% 25% | 47 17% 8% | 89 18% 14% | 481 17% 78% | 90 17% 15% | 49 17% 8% |
| 1017 28% 100% | 152 27% 15% | 858 28% 84% | 43 27% 4% | 774 28% 76% | 243 28% 24% | 82 30% 8% GI | 100 20% 10% | 831 30% 82% GI | 105 20% 10% | 87 29% 9% GI |
| 79 2% 100% | 19 3% 24% B | 60 2% 76% | 3 2% 4% | 67 2% 85% | 12 1% 15% | 5 2% 6% | 9 2% 11% | 66 2% 83% | 9 2% 11% | 5 2% 6% |
| 752 21% 100% | 123 22% 16% | 627 21% 83% | 34 21% 5% | 518 19% 69% | 234 27% 31% D | 69 25% 9% H | 155 31% 21% H | 519 18% 22% H | 164 32% 22% H | 78 26% 10% H |
| 45 1% 100% | 10 2% 22% | 35 1% 78% | 7 4% 15% B | 24 1% 54% | 20 2% 46% D | 8 3% 17% H | 6 1% 13% | 31 1% 68% | 7 1% 15% | 9 3% 19% H |
| 1092 30% 100% | 155 28% 14% | 929 31% 85% | 44 28% 4% | 877 32% 80% E | 216 25% 20% | 62 23% 6% | 136 28% 12% | 888 32% 81% FJ | 142 28% 13% | 69 23% 6% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2/3 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--|-----------------------------|----------------------------|-----------------|--|-------------------|-------------------|-------------------|------------------------------------|-----------------------|------------------------|
| | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| ANY INFORMAL 1635 45% 100% | 257 46% 16% | 1369 45% 84% | 70 44% 4% | 1239 45% 76% | 396 45% 24% | 129 47% 8% | 188 38% 12% | 1311 47% 80% GI | 195 38% 12% | 135 46% 8% GI |

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QA.2/3 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|---------------------|--|---|-----------------------|---|----------------------------|-------------------------|------------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| PAYMENT OF BILLS INCLUDING UTILITIES, CREDIT CARDS COUNCIL TAX ETC | 583 16% 100% | 78 14% 13% | 499 17% 86% | 25 16% 4% | 456 17% 78% | 127 14% 22% | 39 14% 7% | 69 14% 12% | 472 17% 81% | 73 14% 12% | 42 14% 7% |
| OFFICIAL MAIL INCLUDING LEGAL, MEDICAL, INSURANCE, ETC | 509 14% 100% | 77 14% 15% | 430 14% 84% | 19 12% 4% | 420 15% 83% | 89 10% 17% | 24 9% 5% | 67 14% 13% | 416 15% 82% | 70 14% 14% | 26 9% 5% |
| SOCIAL/ PERSONAL LETTERS TO FRIENDS | 618 17% 100% | 105 19% 17% | 512 17% 83% | 27 17% 4% | 465 17% 75% | 153 17% 25% | 47 17% 8% | 89 18% 14% | 481 17% 78% | 90 17% 15% | 49 17% 8% |
| INVITATIONS/ GREETING OR BIRTHDAY CARDS/ POSTCARDS | 1017 28% 100% | 152 27% 15% | 858 28% 84% | 43 27% 4% | 774 28% 76% | 243 28% 24% | 82 30% 8% | 100 20% 10% | 831 30% 82% | 105 20% 10% | 87 29% 9% |
| OTHER (PLEASE SPECIFY) | 79 2% 100% | 19 3% 24% | 60 2% 76% | 3 2% 4% | 67 2% 85% | 12 1% 15% | 5 2% 6% | 9 2% 11% | 66 2% 83% | 9 2% 11% | 5 2% 6% |
| NONE | 752 21% 100% | 123 22% 16% | 627 21% 83% | 34 21% 5% | 518 19% 69% | 234 27% 31% K | 69 25% 9% | 155 31% 21% K | 519 18% 69% | 164 32% 22% K | 78 26% 10% K |
| DON'T KNOW | 45 1% 100% | 10 2% 22% | 35 1% 78% | 7 4% 15% K | 24 1% 54% | 20 2% 46% K | 8 3% 17% K | 6 1% 13% | 31 1% 68% | 7 1% 15% | 9 3% 19% K |
| ANY FORMAL | 1092 30% 100% | 155 28% 14% | 929 31% 85% | 44 28% 4% | 877 32% 80% | 216 25% 20% | 62 23% 6% | 136 28% 12% | 888 32% 81% | 142 28% 13% | 69 23% 6% |



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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
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NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2/3 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--|-----------------------------|----------------------------|-----------------|--|-------------------|-------------------|-------------------|------------------------------------|-----------------------|---------------------|
| | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| ANY INFORMAL 1635 45% 100% GI | 257 46% 16% | 1369 45% 84% | 70 44% 4% | 1239 45% 76% | 396 45% 24% | 129 47% 8% | 188 38% 12% | 1311 47% 80% | 195 38% 12% | 135 46% 8% |

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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
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NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2/3 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|---------------------|---------------------------|-------------------------|--------------------------|------------------------|-------------------------|---------------------------|---------------------------|--------------------------|---------------------------|-------------------------|--------------------------|--------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| PAYMENT OF BILLS INCLUDING UTILITIES, CREDIT CARDS COUNCIL TAX ETC | 583 16% 100% | 96 14% 16% | 9 12% 2% | 269 18% 46% | 49 15% 8% | 92 17% 16% | 69 15% 12% | 144 17% 25% | 38 17% 6% | 172 15% 30% | 20 13% 3% | 140 18% 24% L | 69 14% 12% |
| OFFICIAL MAIL INCLUDING LEGAL, MEDICAL, INSURANCE, ETC | 509 14% 100% | 127 19% 25% BCDF | 6 7% 1% 1% | 208 14% 41% F | 38 12% 8% | 86 16% 17% F | 45 10% 9% | 127 15% 29% L | 27 12% 5% L | 190 17% 37% KL | 25 16% 5% L | 103 13% 20% L | 37 7% 7% |
| SOCIAL/ PERSONAL LETTERS TO FRIENDS | 618 17% 100% | 127 19% 21% | 21 27% 3% CEF | 247 16% 40% | 59 18% 10% | 91 17% 15% | 73 16% 12% | 133 16% 22% | 27 12% 4% | 188 17% 30% | 30 20% 5% | 143 18% 23% H | 96 19% 15% H |
| INVITATIONS/ GREETING OR BIRTHDAY CARDS/ POSTCARDS | 1017 28% 100% | 217 32% 21% EF | 27 35% 3% E | 433 29% 43% E | 90 27% 9% | 124 23% 12% | 125 27% 12% | 199 24% 20% | 43 20% 4% | 317 28% 31% HJ | 30 20% 3% | 258 33% 25% GHU | 170 34% 17% GHU |
| OTHER (PLEASE SPECIFY) | 79 2% 100% | 13 2% 16% | - - - | 40 3% 51% | 3 1% 4% | 14 3% 18% | 8 2% 10% | 15 2% 19% | 1 1% 2% | 31 3% 40% | 2 1% 2% | 21 3% 27% | 9 2% 11% |
| NONE | 752 21% 100% | 91 13% 12% | 12 15% 2% | 301 20% 40% A | 83 25% 11% A | 127 24% 17% A | 138 30% 18% ABCE | 204 25% 27% IK | 78 36% 10% GIKL | 209 19% 28% K | 46 30% 6% IK | 106 14% 14% | 110 22% 15% K |
| DON'T KNOW | 45 1% 100% | 3 1% 8% | 2 3% 5% A | 16 1% 35% | 8 2% 18% A | 5 1% 12% | 10 2% 22% A | 5 1% 11% | 5 2% 11% G | 11 1% 25% | 2 1% 4% | 8 1% 19% | 13 3% 30% GIK |
| ANY FORMAL | 1092 30% 100% | 223 33% 20% BDF | 15 19% 1% 1% | 476 31% 44% BF | 87 26% 8% | 177 33% 16% BF | 113 24% 10% | 271 33% 28% L | 65 30% 6% L | 362 32% 33% L | 44 29% 4% | 244 31% 22% L | 106 21% 10% |
| ANY INFORMAL | 1635 45% 100% | 344 51% 21% CEF | 49 62% 3% CDEF | 680 45% 42% E | 150 45% 9% | 215 40% 13% | 198 42% 12% | 332 40% 20% H | 70 32% 4% | 506 31% 31% H | 61 39% 4% | 401 51% 25% GHU | 265 53% 16% GHU |

FRI MAR 30 12:41:31 BST 2012

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GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.2/3 WHICH OF THESE TYPES OF MAIL WOULD YOU SAY YOU SEND BY POST?
PLEASE DON'T THINK ABOUT PARCELS OR PACKETS WHEN YOU ARE ANSWERING.

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|-----------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| PAYMENT OF BILLS INCLUDING UTILITIES, CREDIT CARDS COUNCIL TAX ETC | 583 16% 100% | 96 14% 16% | 9 12% 2% | 269 18% 46% | 49 15% 8% | 92 17% 16% | 69 15% 12% | 144 17% 25% | 38 17% 6% | 172 15% 30% | 20 13% 3% | 140 18% 24% | 69 14% 12% |
| OFFICIAL MAIL INCLUDING LEGAL, MEDICAL, INSURANCE, ETC | 509 14% 100% FL | 127 19% 25% M | 6 7% 1% | 208 14% 41% | 38 12% 8% | 86 16% 17% | 45 10% 9% | 127 15% 28% | 27 12% 5% | 190 17% 37% M | 25 16% 5% | 103 13% 20% | 37 7% 7% |
| SOCIAL/ PERSONAL LETTERS TO FRIENDS | 618 17% 100% | 127 19% 21% | 21 27% 3% M | 247 16% 40% | 59 18% 10% | 91 17% 15% | 73 16% 12% | 133 16% 22% | 27 12% 4% | 188 17% 30% | 30 20% 5% | 143 18% 23% | 96 19% 15% |
| INVITATIONS/ GREETING OR BIRTHDAY CARDS/ POSTCARDS | 1017 28% 100% EGHJ | 217 32% 21% | 27 35% 3% | 433 29% 43% | 90 27% 9% | 124 23% 12% | 125 27% 12% | 199 24% 20% | 43 20% 4% | 317 28% 31% | 30 20% 3% | 258 33% 25% M | 170 34% 17% M |
| OTHER (PLEASE SPECIFY) | 79 2% 100% | 13 2% 16% | - - - | 40 3% 51% | 3 1% 4% | 14 3% 18% | 8 2% 10% | 15 2% 19% | 1 1% 2% | 31 3% 40% | 2 1% 2% | 21 3% 27% | 9 2% 11% |
| NONE | 752 21% 100% AK | 91 13% 12% | 12 15% 2% | 301 20% 40% | 83 25% 11% | 127 24% 17% | 138 30% 18% M | 204 25% 27% M | 78 36% 10% M | 209 19% 28% | 46 30% 6% M | 106 14% 14% | 110 22% 15% |
| DON'T KNOW | 45 1% 100% | 3 1% 8% | 2 3% 5% | 16 1% 35% | 8 2% 18% | 5 1% 12% | 10 2% 22% | 5 1% 11% | 5 2% 11% | 11 1% 25% | 2 1% 4% | 8 1% 19% | 13 3% 30% M |
| ANY FORMAL | 1092 30% 100% FL | 223 33% 20% | 15 19% 1% | 476 31% 44% | 87 26% 8% | 177 33% 16% | 113 24% 10% | 271 33% 28% | 65 30% 6% | 362 32% 33% | 44 29% 4% | 244 31% 22% | 106 21% 10% |
| ANY INFORMAL | 1635 45% 100% EGH | 344 51% 21% M | 49 62% 3% M | 680 45% 42% | 150 45% 9% | 215 40% 13% | 198 32% 12% | 332 40% 20% | 70 32% 4% | 506 45% 31% | 61 39% 4% | 401 51% 25% M | 265 53% 16% M |



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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.4 WHEN SENDING LETTERS/CARDS WHICH DO YOU USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|--------------------------------|---------------------------------|------------------------|-------------------------|-------------------------|------------------------|------------------------|-------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 1700 47% 100% | 256 53% 15% EFG | 304 54% 18% EFG | 367 55% 22% EFG | 330 54% 19% EFG | 220 41% 13% FG | 127 32% 7% FG | 95 27% 6% FG | 560 54% 33% J | 917 51% 54% J | 223 30% 13% M | 560 54% 33% M | 697 55% 41% M | 443 35% 26% M |
| 727 20% 100% | 76 16% 10% | 120 21% 17% A | 132 20% 18% | 129 21% 18% | 130 24% 18% AG | 78 19% 11% | 63 18% 9% | 196 19% 27% | 391 22% 54% | 140 19% 19% | 196 19% 27% | 261 21% 36% | 270 21% 37% |
| 444 12% 100% | 45 9% 10% | 55 10% 12% | 83 13% 19% | 69 11% 16% | 70 13% 16% | 73 18% 16% ABC DE | 48 14% 11% | 100 10% 23% | 223 12% 50% | 121 16% 27% HI | 100 10% 23% | 152 12% 34% | 192 15% 43% KL |
| 457 13% 100% | 41 9% 9% | 38 7% 8% | 48 7% 10% | 55 9% 12% | 85 16% 19% ABC D | 93 23% 20% ABC DE | 97 28% 21% ABC DE | 79 8% 17% | 188 10% 41% H | 190 26% 42% HI | 79 8% 17% | 103 8% 22% | 275 21% 60% KL |
| 130 4% 100% | 14 3% 10% B | 5 1% 4% | 15 2% 12% | 18 3% 14% B | 19 4% 15% B | 21 5% 16% BC | 38 11% 29% ABC DEF | 19 2% 14% | 53 3% 41% | 59 8% 45% HI | 19 2% 14% | 33 3% 26% | 78 6% 60% KL |
| 66 2% 100% | 22 4% 33% CDE FG | 21 4% 31% CDE FG | 7 1% 11% | 6 1% 9% | 7 1% 11% | 2 3% 3% | 2 1% 3% CDE FG | 42 4% 64% U | 20 1% 30% | 4 1% 6% | 42 4% 64% LM | 13 1% 19% | 11 1% 17% |
| 78 2% 100% | 28 6% 36% CDE FG | 22 4% 28% CDE FG | 11 2% 14% | 3 4% | 6 1% 8% | 4 1% 5% | 4 1% 5% | 49 5% 63% U | 20 1% 26% | 8 1% 11% | 49 5% 63% LM | 14 1% 18% | 14 1% 18% |
| 2428 67% 100% | 332 69% 14% FG | 424 75% 17% AEF G | 499 79% 21% AEF G | 459 75% 19% AEF G | 350 65% 14% FG | 205 51% 8% | 158 46% 7% | 756 72% 31% J | 1308 72% 54% J | 363 49% 15% M | 756 72% 31% M | 958 75% 39% M | 713 56% 29% M |
| 587 16% 100% | 55 11% 9% | 43 8% 7% | 63 9% 11% | 73 12% 12% B | 105 19% 18% ABC D | 115 29% 20% ABC DE | 135 39% 23% ABC DEF | 97 9% 17% | 241 13% 41% H | 249 33% 42% HI | 97 9% 17% | 136 11% 23% | 354 28% 60% KL |

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| TOTAL (N) | AGE | | | | | | | | | | | | |
|------------------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|-------------------------|------------------------|------------------------|------------------------|------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 1700 47% 100% EFG JM | 256 53% 15% N | 304 54% 18% N | 367 55% 22% N | 330 54% 19% N | 220 41% 13% | 127 32% 7% | 95 27% 6% | 560 54% 33% N | 917 51% 54% N | 223 30% 13% | 560 54% 33% N | 697 55% 41% N | 443 35% 26% |
| 727 20% 100% | 76 16% 10% | 120 21% 17% | 132 20% 18% | 129 21% 18% | 130 24% 18% N | 78 19% 11% | 63 18% 9% | 196 19% 27% | 391 22% 54% | 140 19% 19% | 196 19% 27% | 261 21% 36% | 270 21% 37% |
| 444 12% 100% HK | 45 9% 10% | 55 10% 12% | 83 13% 19% | 69 11% 16% | 70 13% 16% | 73 18% 16% N | 48 14% 11% | 100 10% 23% | 223 12% 50% | 121 16% 27% N | 100 10% 23% | 152 12% 34% | 192 15% 43% N |
| 457 13% 100% ABCD HIKL | 41 9% 9% | 38 7% 8% | 48 7% 10% | 55 9% 12% | 85 16% 19% | 93 23% 20% N | 97 28% 21% N | 79 8% 17% | 188 10% 41% | 190 26% 42% N | 79 8% 17% | 103 8% 22% | 275 21% 60% N |
| 130 4% 100% BHK | 14 3% 10% | 5 1% 4% | 15 2% 12% | 18 3% 14% | 19 4% 15% | 21 5% 16% | 38 11% 29% N | 19 2% 14% | 53 3% 41% | 59 8% 45% N | 19 2% 14% | 33 3% 26% | 78 6% 60% N |
| 66 2% 100% FJM | 22 4% 33% N | 21 4% 31% N | 7 1% 11% | 6 1% 9% | 7 1% 11% | 2 3% 3% | 2 1% 3% | 42 4% 64% N | 20 1% 30% | 4 1% 6% | 42 4% 64% N | 13 1% 19% | 11 1% 17% |
| 78 2% 100% DIL M | 28 6% 36% N | 22 4% 28% N | 11 2% 14% | 3 1% 4% | 6 1% 8% | 4 1% 5% | 4 1% 5% | 49 5% 63% N | 20 1% 26% | 8 1% 11% | 49 5% 63% N | 14 1% 18% | 14 1% 18% |
| 2428 67% 100% FGJ M | 332 69% 14% | 424 75% 17% N | 499 75% 21% N | 459 75% 19% N | 350 65% 14% | 205 51% 8% | 158 46% 7% | 756 72% 31% N | 1308 22% 54% N | 363 49% 15% | 756 22% 31% N | 958 75% 39% N | 713 66% 29% |
| 587 16% 100% ABCD HIKL | 55 11% 9% | 43 8% 7% | 63 9% 11% | 73 12% 12% | 105 19% 18% | 115 29% 20% N | 135 39% 23% N | 97 9% 17% | 241 13% 41% | 249 33% 42% N | 97 9% 17% | 136 11% 23% | 354 28% 60% N |

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QA.4 WHEN SENDING LETTERS/CARDS WHICH DO YOU USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEX | | SEX/AGE | | | | | |
|--|---------------------|----------------------|--------------------|-----------------------------|-------------------------|---------------------------|-------------------------|-------------------------|---------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| FIRST CLASS ALL OF THE TIME | 1700 47% 100% | 832 48% 49% | 868 46% 51% | 282 54% 17% EH | 352 56% 21% EH | 198 34% 12% | 278 53% 16% EH | 345 53% 20% EH | 245 35% 14% |
| FIRST CLASS MOST OF THE TIME | 727 20% 100% | 336 19% 46% | 392 21% 54% | 90 17% 12% | 130 21% 18% | 116 20% 16% | 106 20% 15% | 131 20% 18% | 154 22% 21% |
| FIRST CLASS AND SECOND CLASS AN EQUAL AMOUNT | 444 12% 100% | 196 11% 44% | 248 13% 56% | 45 9% 10% | 68 11% 15% | 83 14% 19% C | 55 10% 12% | 84 13% 19% C | 109 15% 24% CDF |
| SECOND CLASS MOST OF THE TIME | 457 13% 100% | 207 12% 45% | 249 13% 55% | 39 8% 9% | 41 7% 9% | 127 22% 28% CDFG | 40 8% 9% | 61 9% 13% | 149 21% 33% CDFG |
| SECOND CLASS ALL OF THE TIME | 130 4% 100% | 62 4% 48% | 68 4% 52% | 6 1% 5% | 14 2% 11% | 42 7% 32% CDFG | 12 2% 9% | 19 3% 15% | 37 5% 28% CDFG |
| OTHER | 66 2% 100% | 40 2% 61% B | 26 1% 39% | 25 5% 38% DEG H | 8 1% 12% | 7 1% 11% | 17 3% 26% DEGH | 5 1% 8% | 4 1% 6% |
| DON'T KNOW | 78 2% 100% | 52 3% 66% B | 26 1% 34% | 31 6% 40% DEG H | 11 2% 14% | 9 2% 12% G | 19 4% 24% EGH | 3 4% | 5 1% 6% |
| FIRST CLASS MORE | 2428 67% 100% | 1168 68% 48% | 1259 67% 52% | 372 72% 15% EH | 483 77% 20% EH | 313 54% 13% | 384 73% 16% EH | 476 73% 20% EH | 400 57% 16% |
| SECOND CLASS MORE | 587 16% 100% | 270 16% 46% | 317 17% 54% | 45 9% 8% | 56 9% 10% | 168 29% 29% CDFG | 52 10% 9% | 80 12% 14% | 185 26% 32% CDFG |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.4 WHEN SENDING LETTERS/CARDS WHICH DO YOU USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|--|--------------------------------|--------------------|--------------------|----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| FIRST CLASS ALL OF THE TIME | 1700 47% 100% EH | 832 48% 49% | 868 46% 51% | 282 54% 17% | 352 56% 21% | 198 34% 12% | 278 53% 16% | 345 53% 20% | 245 35% 14% |
| FIRST CLASS MOST OF THE TIME | 727 20% 100% | 336 19% 46% | 392 21% 54% | 90 17% 12% | 130 21% 18% | 116 20% 16% | 106 20% 15% | 131 20% 18% | 154 22% 21% |
| FIRST CLASS AND SECOND CLASS AN EQUAL AMOUNT | 444 12% 100% C | 196 11% 44% | 248 13% 56% | 45 9% 10% | 68 11% 15% | 83 14% 19% | 55 10% 12% | 84 13% 19% | 109 15% 24% I |
| SECOND CLASS MOST OF THE TIME | 457 13% 100% CDF G | 207 12% 45% | 249 13% 55% | 39 8% 9% | 41 7% 9% | 127 22% 28% I | 40 8% 9% | 61 9% 13% | 149 21% 33% I |
| SECOND CLASS ALL OF THE TIME | 130 4% 100% C | 62 4% 48% | 68 4% 52% | 6 1% 5% | 14 2% 11% | 42 7% 32% I | 12 2% 9% | 19 3% 15% | 37 5% 28% |
| OTHER | 66 2% 100% H | 40 2% 61% | 26 1% 39% | 25 5% 38% I | 8 1% 12% | 7 1% 11% | 17 3% 26% I | 5 1% 8% | 4 1% 6% |
| DON'T KNOW | 78 2% 100% GH | 52 3% 66% | 26 1% 34% | 31 6% 40% I | 11 2% 14% | 9 2% 12% | 19 4% 24% | 3 4% | 5 1% 6% |
| FIRST CLASS MORE | 2428 67% 100% EH | 1168 68% 48% | 1259 67% 52% | 372 72% 15% | 483 77% 20% I | 313 54% 13% | 384 73% 16% I | 476 73% 20% I | 400 57% 16% |
| SECOND CLASS MORE | 587 16% 100% CDF G | 270 16% 46% | 317 17% 54% | 45 9% 8% | 56 9% 10% | 168 29% 29% I | 52 10% 9% | 80 12% 14% | 185 26% 32% I |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.4 WHEN SENDING LETTERS/CARDS WHICH DO YOU USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|--|--------------|------------|------------|-------------|------------|------------|------------|------------|-------------|-------------|--------------------|---------------------|------------------------------------|--------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| | | . | | | | | | | | | | | . | | | |
| | 1700 47% | 48 40% | 248 39% | 505 47% | 378 30% | 243 52% | 279 52% | 296 39% | 883 48% | 521 52% | 1422 47% | 153 9% | 46 45% | 80 48% | 1437 47% | 147 50% |
| | 100% | 3% | 15% | 30% | 22% | 14% | 16% | 17% | 52% | 31% | 84% | 49% | 3% | 5% | 85% | 9% |
| | 727 20% | 27 23% | 149 23% | 238 22% | 147 19% | 82 18% | 85 16% | 176 23% | 385 21% | 166 17% | 629 21% | 53 17% | 16 16% | 29 18% | 625 20% | 49 17% |
| | 100% | 4% | 20% | 33% | 20% | 11% | 12% | 11% | 53% | 23% | 86% | 7% | 2% | 4% | 86% | 7% |
| | 444 12% | 21 18% | 104 16% | 141 13% | 83 11% | 45 10% | 50 11% | 125 17% | 224 12% | 95 9% | 373 12% | 38 12% | 13 13% | 20 12% | 368 12% | 46 15% |
| | 100% | 5% | 23% | 32% | 19% | 10% | 11% | 28% | 50% | 21% | 84% | 8% | 3% | 4% | 83% | 10% |
| | 457 13% | 16 13% | 101 16% | 151 14% | 71 9% | 50 11% | 68 13% | 117 15% | 222 12% | 118 12% | 380 13% | 44 14% | 18 18% | 15 9% | 406 13% | 28 9% |
| | 100% | 3% | 22% | 33% | 16% | 11% | 15% | 26% | 49% | 26% | 83% | 10% | 4% | 3% | 89% | 6% |
| | 130 4% | 6 5% | 21 3% | 21 2% | 39 5% | 16 3% | 28 5% | 28 4% | 59 3% | 43 4% | 102 3% | 13 4% | 7 7% | 8 5% | 122 4% | 6 2% |
| | 100% | 2% | 16% | 16% | 30% | 12% | 21% | 21% | 46% | 33% | 78% | 10% | 6% | 6% | 94% | 5% |
| | 66 2% | - - | 7 1% | 12 1% | 28 4% | 7 2% | 12 2% | 7 1% | 40 2% | 19 2% | 55 2% | 7 2% | 1 1% | 3 2% | 47 2% | 10 3% |
| | 100% | - | 11% | 18% | BC | 11% | 18% | 11% | 61% | 29% | 84% | 10% | 1% | 4% | 71% | 16% N |
| | 78 2% | - - | 4 1% | 13 1% | 18 2% | 24 5% | 19 4% | 4 1% | 31 2% | 43 4% | 62 2% | 7 2% | - - | 9 6% | 63 2% | 9 3% |
| | 100% | - | 5% | 17% | 23% | 30% | 25% | 5% | 40% | 55% | 79% | 9% | - | 12% | 81% | 12% |
| | | | | | AB CD | | BC | | G | GH | | | | JL | | |
| | 2428 67% | 75 64% | 397 63% | 743 69% | 525 69% | 324 70% | 363 67% | 472 63% | 1268 69% | 688 68% | 2051 68% | 206 66% | 61 61% | 109 66% | 2062 67% | 196 66% |
| | 100% | 3% | 16% | 31% | 22% | 13% | 15% | 19% | 52% | 28% | 84% | 9% | 3% | 4% | 85% | 8% |
| | 587 16% | 22 19% | 122 19% | 172 16% | 110 14% | 66 14% | 96 16% | 144 19% | 281 15% | 162 16% | 482 16% | 56 18% | 25 25% | 24 14% | 528 17% | 34 11% |
| | 100% | 4% | 21% | 29% | 19% | 11% | 16% | 25% | 48% | 28% | 82% | 10% | 4% | 4% | 90% O | 6% |

GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.4 WHEN SENDING LETTERS/CARDS WHICH DO YOU USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|--------------------------|-------------------------|-------------------------|------------------------|-------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 1700 47% 100% | 533 51% 31% DE | 354 53% 21% DEG | 179 47% 11% | 874 46% 51% | 259 44% 15% | 48 42% 3% | 1406 48% 83% |
| 727 20% 100% | 195 19% 27% | 124 18% 17% | 71 19% 10% | 394 21% 54% | 128 22% 18% | 26 23% 4% | 589 20% 81% |
| 444 12% 100% | 145 14% 33% D | 75 11% 17% | 71 19% 16% ABDG | 207 11% 47% | 88 15% 20% D | 12 10% 3% | 352 12% 79% |
| 457 13% 100% | 106 10% 23% | 78 12% 17% C | 28 7% 6% | 248 13% 54% AC | 93 16% 20% ACG | 21 19% 5% ACG | 355 12% 78% C |
| 130 4% 100% | 26 2% 20% | 21 3% 16% | 5 1% 4% | 81 4% 62% AC | 21 3% 16% | 5 4% 4% | 107 4% 82% C |
| 66 2% 100% | 28 3% 42% E | 11 2% 16% | 17 4% 26% BDEG | 35 2% 54% E | 3 1% 4% | 1 1% 1% | 63 2% 95% E |
| 78 2% 100% | 20 2% 25% E | 11 2% 14% | 9 2% 11% E | 53 3% 68% E | 2 1% 3% | 1 1% 1% | 73 2% 93% E |
| 2428 67% 100% | 728 69% 30% | 478 71% 20% E | 251 66% 10% | 1267 67% 52% | 387 65% 16% | 73 65% 3% | 1995 68% 82% |
| 587 16% 100% | 132 13% 22% | 99 15% 17% C | 33 9% 6% | 330 17% 56% AC | 114 19% 19% AC | 26 23% 4% ABC | 462 16% 79% AC |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.4 WHEN SENDING LETTERS/CARDS WHICH DO YOU USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------|--------------------------|---------------------------|------------------------|--------------------------|-----------------------|-------------------------|-----------------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% | 85 2% |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 1700 47% 100% | 218 47% 13% | 315 54% 19% ACDF | 563 46% 33% | 310 46% 18% | 27 43% 2% | 197 44% 12% | 36 42% 2% |
| 727 20% 100% | 92 20% 13% | 104 18% 14% | 256 21% 35% | 137 20% 19% | 16 26% 2% | 95 21% 13% | 16 19% 2% |
| 444 12% 100% | 84 18% 19% BCDE | 61 10% 14% | 134 11% 30% | 73 11% 16% | 4 7% 1% | 74 17% 17% BCD | 10 12% 2% |
| 457 13% 100% | 38 8% 8% | 69 12% 15% | 138 11% 30% | 111 16% 24% ABC | 13 21% 3% AC | 63 14% 14% A | 17 20% 4% AC |
| 130 4% 100% | 8 2% 6% | 18 3% 13% | 59 5% 45% A | 23 3% 18% | 1 2% 1% | 15 3% 11% | 5 6% 4% A |
| 66 2% 100% | 17 4% 26% DF | 10 2% 15% | 25 2% 38% F | 10 2% 16% | - - - | 2 4% 3% | 1 1% 1% |
| 78 2% 100% | 10 2% 13% F | 9 2% 12% | 38 3% 49% F | 15 2% 19% F | - - - | 2 4% 2% | 1 1% 1% |
| 2428 67% 100% | 310 66% 13% | 418 71% 17% | 819 68% 34% | 448 66% 18% | 43 70% 2% | 292 65% 12% | 52 61% 2% |
| 587 16% 100% | 46 10% 8% | 86 15% 15% A | 196 16% 33% A | 133 20% 23% AB | 15 24% 2% A | 78 17% 13% A | 21 25% 4% AB |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.4 WHEN SENDING LETTERS/CARDS WHICH DO YOU USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|--|---------------------|-----------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|-------------------|--------------------|---------------------|------------------------------------|------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| FIRST CLASS ALL OF THE TIME | 1700 47% 100% | 48 40% 3% | 248 39% 15% | 505 47% 30% | 378 50% 22% | 243 52% 14% | 279 52% 16% | 296 39% 17% | 883 48% 52% | 521 52% 31% | 1422 47% 84% | 153 49% 9% | 46 45% 3% | 80 48% 5% | 1437 47% 85% | 147 50% 9% |
| FI | 727 20% 100% | 27 23% 4% | 149 23% 20% | 238 22% 33% | 147 19% 20% | 82 18% 11% | 85 16% 12% | 176 23% 24% | 385 21% 53% | 166 17% 23% | 629 21% 86% | 53 17% 7% | 16 16% 2% | 29 18% 4% | 625 20% 86% | 49 17% 7% |
| FIRST CLASS MOST OF THE TIME | 444 12% 100% | 21 18% 5% | 104 16% 23% | 141 13% 32% | 83 11% 19% | 45 10% 10% | 50 9% 11% | 125 17% 28% | 224 12% 50% | 95 9% 21% | 373 12% 84% | 38 12% 8% | 13 13% 3% | 20 12% 4% | 368 12% 83% | 46 15% 10% |
| FIRST CLASS AND SECOND CLASS AN EQUAL AMOUNT | 457 13% 100% | 16 13% 3% | 101 16% 22% | 151 14% 33% | 71 9% 16% | 50 11% 11% | 68 13% 15% | 117 15% 26% | 222 12% 49% | 118 12% 26% | 380 13% 83% | 44 14% 10% | 18 18% 4% | 15 9% 3% | 406 13% 89% | 28 9% 6% |
| SECOND CLASS MOST OF THE TIME | 130 4% 100% | 6 5% 5% | 21 3% 16% | 21 2% 16% | 39 5% 30% | 16 3% 12% | 28 5% 21% | 28 4% 21% | 59 3% 46% | 43 4% 33% | 102 3% 78% | 13 4% 10% | 7 7% 6% | 8 5% 6% | 122 4% 94% | 6 2% 5% |
| SECOND CLASS ALL OF THE TIME | 66 2% 100% | - - - | 7 1% 11% | 12 1% 18% | 28 4% 11% | 7 2% 11% | 12 2% 18% | 7 1% 11% | 40 2% 61% | 19 2% 29% | 55 2% 84% | 7 2% 10% | 1 1% 1% | 3 2% 4% | 47 1% 71% | 10 3% 16% |
| OTHER | 78 2% 100% | - - - | 4 1% 5% | 13 1% 17% | 18 2% 23% | 24 5% 30% | 19 4% 25% | 4 1% 5% | 31 2% 40% | 43 4% 55% | 62 2% 79% | 7 2% 9% | - - - | 9 6% 12% | 63 2% 81% | 9 3% 12% |
| DON'T KNOW | 2428 67% 100% | 75 64% 3% | 397 63% 16% | 743 69% 31% | 525 69% 22% | 324 70% 13% | 363 67% 15% | 472 63% 19% | 1268 69% 52% | 688 68% 28% | 2051 68% 84% | 206 66% 9% | 61 61% 3% | 109 66% 4% | 2062 67% 85% | 196 66% 8% |
| FIRST CLASS MORE | 587 16% 100% | 22 19% 4% | 122 19% 21% | 172 16% 29% | 110 14% 19% | 66 14% 11% | 96 18% 16% | 144 19% 25% | 281 16% 48% | 162 16% 28% | 482 16% 82% | 56 18% 10% | 25 25% 4% | 24 14% 4% | 528 17% 95% | 34 11% 6% |
| SECOND CLASS MORE | | | | | | | | | | | | | | | | |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.4 WHEN SENDING LETTERS/CARDS WHICH DO YOU USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|--------------------------|----------------------------------|---|-----------------------|--------------------|-------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 1700 47% 100% | 533 51% 31% | 354 53% 21% H | 179 47% 11% | 874 46% 51% | 259 44% 15% | 48 42% 3% | 1406 48% 83% |
| 727 20% 100% | 195 19% 27% | 124 18% 17% | 71 19% 10% | 394 21% 54% | 128 22% 18% | 26 23% 4% | 589 20% 81% |
| 444 12% 100% | 145 14% 33% | 75 11% 17% | 71 19% 16% H | 207 11% 47% | 88 15% 20% | 12 10% 3% | 352 12% 79% |
| 457 13% 100% AC | 106 10% 23% | 78 12% 17% | 28 7% 6% | 248 13% 54% | 93 16% 20% | 21 19% 5% | 355 12% 78% |
| 130 4% 100% C | 26 2% 20% | 21 3% 16% | 5 1% 4% | 81 4% 62% | 21 3% 16% | 5 4% 4% | 107 4% 82% |
| 66 2% 100% E | 28 3% 42% | 11 2% 16% | 17 4% 26% H | 35 2% 54% | 3 4% 4% | 1 1% 1% | 63 2% 95% |
| 78 2% 100% E | 20 2% 26% | 11 2% 14% | 9 2% 11% | 53 3% 68% | 2 3% 3% | 1 1% 1% | 73 2% 93% |
| 2428 67% 100% | 728 69% 30% | 478 71% 20% | 251 66% 10% | 1267 67% 52% | 387 66% 16% | 73 65% 3% | 1995 68% 82% |
| 587 16% 100% AC | 132 13% 22% | 99 15% 17% | 33 9% 6% | 330 17% 56% | 114 19% 19% | 26 23% 4% | 462 16% 79% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.4 WHEN SENDING LETTERS/CARDS WHICH DO YOU USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|--|-------------------------|-----------------------|-----------------------|-------------------|------------------------|-----------------|----------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| FIRST CLASS ALL OF THE TIME | 1700 47% 100% | 218 47% 13% | 315 54% 9% H | 563 46% 33% | 310 46% 18% | 27 43% 2% | 36 42% 2% |
| FIRST CLASS MOST OF THE TIME | 727 20% 100% | 92 20% 13% | 104 18% 14% | 256 21% 35% | 137 20% 19% | 16 26% 2% | 16 19% 2% |
| FIRST CLASS AND SECOND CLASS AN EQUAL AMOUNT | 444 12% 100% | 84 18% 19% H | 61 10% 14% | 134 11% 30% | 73 11% 16% | 4 7% 1% | 10 12% 2% |
| SECOND CLASS MOST OF THE TIME | 457 13% 100% A | 38 8% 8% | 69 12% 15% | 138 11% 30% | 111 16% 24% H | 13 21% 3% | 17 20% 4% |
| SECOND CLASS ALL OF THE TIME | 130 4% 100% A | 8 2% 6% | 18 3% 13% | 59 5% 45% | 23 3% 18% | 1 2% 1% | 5 6% 4% |
| OTHER | 66 2% 100% F | 17 4% 26% H | 10 2% 15% | 25 2% 38% | 10 2% 16% | - - 3% | 1 1% 1% |
| DON'T KNOW | 78 2% 100% F | 10 2% 13% | 9 2% 12% | 38 3% 49% | 15 2% 19% | - - 2% | 1 1% 1% |
| FIRST CLASS MORE | 2428 67% 100% | 310 66% 13% | 418 71% 17% | 819 68% 34% | 448 66% 18% | 43 70% 2% | 52 61% 2% |
| SECOND CLASS MORE | 587 16% 100% A | 46 10% 8% | 86 15% 15% | 196 16% 33% | 133 20% 23% | 15 24% 2% | 21 25% 4% H |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.4 WHEN SENDING LETTERS/CARDS WHICH DO YOU USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|--|---------------------|-------------------------|-------------------------|--------------------------|--------------------------|------------------------------|--------------------------|----------------------|-------------------------------|-------------------------------------|-------------------------------|--------------------------|---------------------------------|--------------------------------|--------------------------------|-------------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| FIRST CLASS ALL OF THE TIME | 1700 47% 100% | 147 39% 9% | 149 40% 9% | 463 51% 27% ABD | 420 45% 25% | 222 51% 13% ABD | 299 52% 18% ABD | 86 55% 5% | 290 52% 17% | 184 55% 11% | 142 48% 8% | 384 55% 23% MNO | 170 62% 10% HJKNM O | 68 23% 4% | 208 35% 12% M | 166 42% 10% MN |
| FIRST CLASS MOST OF THE TIME | 727 20% 100% | 79 21% 11% | 97 26% 13% EF | 190 21% 26% E | 195 21% 27% E | 66 15% 9% | 100 17% 14% | 31 20% 4% | 113 20% 16% | 52 16% 7% | 70 23% 10% IL | 150 21% 21% IL | 41 15% 6% | 75 25% 10% ILO | 122 21% 17% L | 73 18% 10% |
| FIRST CLASS AND SECOND CLASS AN EQUAL AMOUNT | 444 12% 100% | 70 18% 16% CEF | 55 15% 12% CEF | 84 9% 19% | 140 15% 32% CEF | 42 10% 10% | 53 9% 12% | 20 13% 5% | 53 10% 12% | 27 8% 6% | 50 17% 11% HIKL O | 77 11% 17% | 25 9% 6% | 55 18% 12% HIKL O | 93 16% 21% HIKL O | 43 11% 10% |
| SECOND CLASS MOST OF THE TIME | 457 13% 100% | 54 14% 12% | 63 17% 14% CF | 100 11% 22% | 121 13% 27% | 53 12% 12% | 65 11% 14% | 12 8% 3% | 40 7% 9% | 26 8% 6% | 25 8% 5% | 56 8% 12% | 21 8% 5% | 79 27% 17% GHJ KLO | 125 21% 27% GHJ KL | 71 18% 16% GHJ KL |
| SECOND CLASS ALL OF THE TIME | 130 4% 100% | 23 6% 18% BC | 5 1% 4% | 26 3% 20% B | 33 4% 25% B | 13 3% 10% | 30 5% 23% BC | 1 1% 1% | 12 2% 9% | 6 2% 5% | 10 3% 7% | 15 2% 12% | 9 3% 7% | 17 6% 13% GHK | 33 6% 25% GHK | 29 7% 22% GHJ KL |
| OTHER | 66 2% 100% | 6 2% 9% | 1 2% | 25 3% 37% B | 16 2% 24% | 10 2% 15% B | 9 2% 14% | 5 3% 7% J | 25 5% 38% JKLM NO | 12 4% 18% JKMNO | - - - | 10 1% 14% | 3 1% 5% | 2 1% 3% | 5 1% 8% | 4 1% 6% |
| DON'T KNOW | 78 2% 100% | 2 1% 2% | 2 3% | 23 3% 29% ABD | 8 1% 11% | 27 6% 34% ABCD F | 16 3% 21% ABD | 1 1% 2% | 21 4% 27% JKMN | 27 8% 35% GHJ KL MNO | 1 1% 1% | 8 1% 10% | 5 2% 7% N | 2 1% 2% | 2 3% | 11 3% 14% JMN |
| FIRST CLASS MORE | 2428 67% 100% | 226 59% 9% | 246 66% 10% | 654 72% 27% AD | 614 66% 25% A | 288 67% 12% A | 399 70% 16% A | 117 75% 5% | 403 73% 17% MNO | 237 71% 10% MNO | 212 71% 9% MNO | 534 76% 22% MNO | 212 77% 9% MNO | 143 48% 6% | 331 56% 14% M | 239 60% 10% M |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.4 WHEN SENDING LETTERS/CARDS WHICH DO YOU USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

WEIGHTED TOTAL

SECOND CLASS MORE

| TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|-----------------------|-----------------------|-----------------------|-------------------------|---------------------|-----------------------|----------------------|------------------------|----------------------|----------------------|------------------------|----------------------|--------------------------------|--------------------------------|--------------------------------|
| | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| 587 16% 100% | 77 20% 13% C | 67 18% 11% | 127 14% 22% | 154 17% 26% | 66 15% 11% | 96 17% 16% | 13 8% 2% | 52 9% 9% | 33 10% 6% | 35 12% 6% | 72 10% 12% | 29 11% 5% | 97 32% 16% GHJ KLO | 158 27% 27% GHJ KL | 100 25% 17% GHJ KL |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
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GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.4 WHEN SENDING LETTERS/CARDS WHICH DO YOU USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|--|------------------------------|-----------------------|-----------------------|------------------------|-------------------------|----------------------|------------------------|----------------------|------------------------|------------------------|----------------------|------------------------|------------------------|-----------------------|------------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| FIRST CLASS ALL OF THE TIME | 1700 47% 100% ABMNO | 147 39% 9% | 149 40% 9% | 463 51% 27% | 420 45% 25% | 222 51% 13% | 299 52% 18% P | 86 55% 5% | 290 52% 17% | 184 55% 11% P | 142 48% 8% | 384 55% 23% | 170 62% 10% P | 68 23% 4% | 208 35% 12% | 166 42% 10% |
| FIRST CLASS MOST OF THE TIME | 727 20% 100% EL | 79 21% 11% | 97 26% 13% P | 190 21% 26% | 195 21% 27% | 66 15% 9% | 100 17% 14% | 31 20% 4% | 113 20% 16% | 52 16% 7% | 70 23% 10% | 150 21% 21% | 41 15% 6% | 75 25% 10% P | 122 21% 17% | 73 18% 10% |
| FIRST CLASS AND SECOND CLASS AN EQUAL AMOUNT | 444 12% 100% CFI | 70 18% 16% P | 55 15% 12% | 84 9% 19% | 140 15% 32% P | 42 10% 10% | 53 9% 12% | 20 13% 5% | 53 10% 12% | 27 8% 6% | 50 17% 11% | 77 11% 17% | 25 9% 6% | 55 18% 12% P | 93 16% 21% P | 43 11% 10% |
| SECOND CLASS MOST OF THE TIME | 457 13% 100% HIL | 54 14% 12% | 63 17% 14% P | 100 11% 22% | 121 13% 27% | 53 12% 12% | 65 11% 14% | 12 8% 3% | 40 7% 9% | 26 8% 6% | 25 8% 5% | 56 8% 12% | 21 8% 5% | 79 27% 17% P | 125 21% 27% P | 71 18% 16% P |
| SECOND CLASS ALL OF THE TIME | 130 4% 100% B | 23 6% 18% P | 5 1% 4% | 26 3% 20% | 33 4% 25% | 13 3% 10% | 30 5% 23% P | 1 1% 1% | 12 2% 9% | 6 2% 5% | 10 3% 7% | 15 2% 12% | 9 3% 7% | 17 6% 13% | 33 6% 26% P | 29 7% 22% P |
| OTHER | 66 2% 100% BJ | 6 2% 9% | 1 2% | 25 3% 37% | 16 2% 24% | 10 2% 15% | 9 2% 14% | 5 3% 7% | 25 5% 38% P | 12 4% 18% P | - - - | 10 1% 14% | 3 1% 5% | 2 1% 3% | 5 1% 8% | 4 1% 6% |
| DON'T KNOW | 78 2% 100% ADN | 2 1% 2% | 2 1% 3% | 23 3% 29% | 8 1% 11% | 27 6% 34% P | 16 3% 21% | 1 1% 2% | 21 4% 27% P | 27 8% 35% P | 1 1% 1% | 8 1% 10% | 5 2% 7% | 2 1% 2% | 2 3% | 11 3% 14% |
| FIRST CLASS MORE | 2428 67% 100% AMNO | 226 59% 9% | 246 66% 10% | 654 72% 27% P | 614 66% 25% | 288 67% 12% | 399 70% 16% | 117 75% 5% | 403 73% 17% P | 237 71% 10% | 212 71% 9% | 534 76% 22% | 212 77% 9% P | 143 48% 6% | 331 56% 14% | 239 60% 10% |
| SECOND CLASS MORE | 587 16% 100% GHIL | 77 20% 13% | 67 18% 11% | 127 14% 22% | 154 17% 26% | 66 15% 11% | 96 17% 16% | 13 8% 2% | 52 9% 9% | 33 10% 6% | 35 12% 6% | 72 10% 12% | 29 11% 5% | 97 32% 16% P | 158 27% 27% P | 100 25% 17% P |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.4 WHEN SENDING LETTERS/CARDS WHICH DO YOU USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--|---------------------|-----------------------------|----------------------------|-----------------------|--|------------------------|-------------------------|--------------------------|------------------------------------|--------------------------|-------------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| FIRST CLASS ALL OF THE TIME | 1700 47% 100% | 265 47% 16% | 1424 47% 84% | 92 58% 5% AB | 1296 48% 76% | 404 46% 24% | 112 41% 7% | 275 56% 16% FHJ | 1307 46% 77% J | 281 54% 17% FHJ | 119 40% 7% |
| FIRST CLASS MOST OF THE TIME | 727 20% 100% | 95 17% 13% | 632 21% 87% AC | 21 13% 3% | 588 22% 81% E | 139 16% 19% | 43 16% 6% | 81 16% 11% | 599 21% 82% FGJ | 85 16% 12% | 47 16% 7% |
| FIRST CLASS AND SECOND CLASS AN EQUAL AMOUNT | 444 12% 100% | 65 12% 15% | 376 12% 85% | 15 9% 3% | 348 13% 78% | 97 11% 22% | 29 11% 7% | 35 7% 8% | 376 13% 85% GI | 38 7% 9% | 32 11% 7% |
| SECOND CLASS MOST OF THE TIME | 457 13% 100% | 95 17% 21% BC | 359 12% 79% | 16 10% 4% | 320 12% 70% | 137 16% 30% D | 53 19% 12% GHI | 44 9% 10% | 354 13% 78% G | 50 10% 11% | 58 20% 13% GHI |
| SECOND CLASS ALL OF THE TIME | 130 4% 100% | 29 5% 22% B | 101 3% 77% | 9 5% 7% | 80 3% 61% | 50 6% 39% D | 24 9% 18% GHI | 14 3% 10% | 92 3% 70% | 14 3% 11% | 25 8% 19% GHI |
| OTHER | 66 2% 100% | 7 1% 11% | 59 2% 89% | 3 2% 5% | 49 2% 74% | 17 2% 26% | 4 1% 6% | 20 4% 31% FHJ | 42 1% 64% | 20 4% 31% FHJ | 4 1% 6% |
| DON'T KNOW | 78 2% 100% | 8 1% 10% | 70 2% 90% | 2 1% 3% | 44 2% 57% | 34 4% 43% D | 7 2% 9% | 24 5% 31% H | 43 2% 55% | 28 5% 36% H | 11 4% 14% H |
| FIRST CLASS MORE | 2428 67% 100% | 360 64% 15% | 2055 68% 85% | 113 72% 5% | 1885 69% 78% E | 543 62% 22% | 155 57% 6% | 356 72% 15% FJ | 1906 68% 79% FJ | 366 71% 15% FJ | 166 56% 7% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.4 WHEN SENDING LETTERS/CARDS WHICH DO YOU USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|-----------------------------|----------------------------|-----------------|--|------------------------|-------------------------|------------------|------------------------------------|-----------------------|-------------------------|
| | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| SECOND CLASS MORE 587 16% 100% | 123 22% 21% B | 460 15% 78% | 25 16% 4% | 400 15% 68% | 187 21% 32% D | 77 28% 13% GHI | 58 12% 10% | 446 16% 76% G | 64 12% 11% | 83 28% 14% GHI |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.4 WHEN SENDING LETTERS/CARDS WHICH DO YOU USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|----------------------------|--|---|-----------------------|---|----------------------------|-------------------------|------------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| FIRST CLASS ALL OF THE TIME | 1700 47% 100% J | 265 47% 16% | 1424 47% 84% | 92 58% 5% K | 1296 48% 76% | 404 46% 24% | 112 41% 7% | 275 56% 16% K | 1307 46% 77% | 281 54% 17% K | 119 40% 7% |
| FIRST CLASS MOST OF THE TIME | 727 20% 100% CE | 95 17% 13% | 632 21% 87% | 21 13% 3% | 588 22% 81% | 139 16% 19% | 43 16% 6% | 81 16% 11% | 599 21% 82% | 85 16% 12% | 47 16% 7% |
| FIRST CLASS AND SECOND CLASS AN EQUAL AMOUNT | 444 12% 100% GI | 65 12% 15% | 376 12% 85% | 15 9% 3% | 348 13% 78% | 97 11% 22% | 29 11% 7% | 35 7% 8% | 376 13% 85% | 38 7% 9% | 32 11% 7% |
| SECOND CLASS MOST OF THE TIME | 457 13% 100% G | 95 17% 21% K | 359 12% 79% | 16 10% 4% | 320 12% 70% | 137 16% 30% K | 53 19% 12% K | 44 9% 10% | 354 13% 78% | 50 10% 11% | 58 20% 13% K |
| SECOND CLASS ALL OF THE TIME | 130 4% 100% | 29 5% 22% | 101 3% 77% | 9 5% 7% | 80 3% 61% | 50 6% 39% K | 24 9% 18% K | 14 3% 10% | 92 3% 70% | 14 3% 11% | 25 8% 19% K |
| OTHER | 66 2% 100% | 7 1% 11% | 59 2% 89% | 3 2% 5% | 49 2% 74% | 17 2% 26% | 4 1% 6% | 20 4% 31% K | 42 1% 64% | 20 4% 31% K | 4 1% 6% |
| DON'T KNOW | 78 2% 100% | 8 1% 10% | 70 2% 90% | 2 1% 3% | 44 2% 57% | 34 4% 43% K | 7 2% 9% | 24 5% 31% K | 43 2% 55% | 28 5% 36% K | 11 4% 14% |
| FIRST CLASS MORE | 2428 67% 100% EFJ | 360 64% 15% | 2055 68% 85% | 113 72% 5% | 1885 69% 78% | 543 62% 22% | 155 57% 6% | 356 72% 15% K | 1906 68% 79% | 366 71% 15% | 166 56% 7% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.4 WHEN SENDING LETTERS/CARDS WHICH DO YOU USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|-----------------------------|----------------------------|-----------------|--|------------------------|-----------------------|------------------|------------------------------------|-----------------------|-----------------------|
| | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| SECOND CLASS MORE 587 16% 100% GI | 123 22% 21% K | 460 15% 78% | 25 16% 4% | 400 15% 68% | 187 21% 32% K | 77 28% 13% K | 58 12% 10% | 446 16% 76% | 64 12% 11% | 83 28% 14% K |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.4 WHEN SENDING LETTERS/CARDS WHICH DO YOU USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | | |
|--|------------------------|--------------------------|--------------------------|----------------------------|--------------------------|--------------------------|---------------------------|-------------------------|------------------------------|-------------------------|-------------------------|--------------------------|--------------------------|
| | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) | |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| FIRST CLASS ALL OF THE TIME | 1700 47% 100% | 268 40% 16% | 28 36% 2% | 745 49% 44% ABD | 138 42% 8% | 283 53% 17% ABD | 238 51% 14% ABD | 435 53% 26% KL | 125 57% 7% KL | 604 54% 36% KL | 93 60% 5% KL | 257 33% 15% | 186 37% 11% |
| FIRST CLASS MOST OF THE TIME | 727 20% 100% | 164 24% 23% DEF | 12 15% 2% | 329 22% 45% EF | 56 17% 8% | 95 18% 13% | 71 15% 10% | 167 20% 23% H | 29 13% 4% | 237 21% 33% H | 24 16% 3% | 184 24% 25% HJL | 86 17% 12% |
| FIRST CLASS AND SECOND CLASS AN EQUAL AMOUNT | 444 12% 100% | 114 17% 26% CEF | 11 14% 3% | 185 12% 42% | 39 12% 9% | 49 9% 11% | 46 10% 10% | 85 10% 19% | 15 7% 3% | 139 12% 31% H | 13 8% 3% | 123 16% 28% GHJ | 68 14% 15% H |
| SECOND CLASS MOST OF THE TIME | 457 13% 100% | 98 15% 21% C | 19 24% 4% ACEF | 159 11% 35% | 63 19% 14% CEF | 63 12% 14% | 55 12% 12% | 64 8% 14% | 15 7% 3% | 88 8% 19% | 14 9% 3% | 168 22% 37% GHJ | 107 21% 23% GHJ |
| SECOND CLASS ALL OF THE TIME | 130 4% 100% | 21 3% 16% | 7 9% 5% AC | 38 3% 29% | 21 6% 16% AC | 21 4% 16% | 23 5% 17% C | 16 2% 12% | 2 1% 2% | 29 3% 22% | 5 3% 3% | 35 4% 27% GHI | 43 9% 33% GHIJK |
| OTHER | 66 2% 100% | 5 1% 8% | 2 3% 3% A | 33 2% 49% A | 8 2% 11% | 12 2% 17% A | 7 2% 11% | 30 4% 45% IKL | 13 6% 19% UJKL | 12 1% 18% | 1 1% 1% | 8 1% 11% | 4 1% 6% |
| DON'T KNOW | 78 2% 100% | 4 1% 5% | - - | 24 2% 31% | 7 2% 9% A | 16 3% 21% AC | 27 6% 34% ABCDE | 30 4% 38% IK | 20 9% 25% GLJK L | 9 1% 12% | 5 3% 6% IK | 5 1% 6% | 9 2% 12% K |
| FIRST CLASS MORE | 2428 67% 100% | 433 64% 18% B | 39 51% 2% | 1074 71% 44% ABDF | 194 58% 8% | 378 70% 16% ABD | 310 66% 13% BD | 602 73% 25% KL | 154 70% 6% KL | 842 75% 35% KL | 117 76% 5% KL | 441 54% 18% | 272 54% 11% |
| SECOND CLASS MORE | 587 16% 100% | 119 18% 20% C | 25 32% 4% ACEF | 197 13% 34% | 84 25% 14% ACEF | 84 16% 14% | 78 17% 13% C | 80 10% 14% | 18 8% 3% | 117 10% 20% | 19 12% 3% | 203 26% 35% GHJ | 151 30% 26% GHJ |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L

*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
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QA.4 WHEN SENDING LETTERS/CARDS WHICH DO YOU USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|--|-----------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| FIRST CLASS ALL OF THE TIME | 1700 47% 100% AKL | 268 40% 16% | 28 36% 2% | 745 49% 44% | 138 42% 8% | 283 53% 17% M | 238 51% 14% | 435 53% 26% M | 125 57% 7% M | 604 54% 36% M | 93 60% 5% M | 257 33% 15% | 186 37% 11% |
| FIRST CLASS MOST OF THE TIME | 727 20% 100% FH | 164 24% 23% M | 12 15% 2% | 329 22% 45% | 56 17% 8% | 95 18% 13% | 71 15% 10% | 167 20% 23% | 29 13% 4% | 237 21% 33% | 24 16% 3% | 184 24% 25% M | 86 17% 12% |
| FIRST CLASS AND SECOND CLASS AN EQUAL AMOUNT | 444 12% 100% EH | 114 17% 26% M | 11 14% 3% | 185 12% 42% | 39 12% 9% | 49 9% 11% | 46 10% 10% | 85 10% 19% | 15 7% 3% | 139 12% 31% | 13 8% 3% | 123 16% 28% M | 68 14% 15% |
| SECOND CLASS MOST OF THE TIME | 457 13% 100% GHI | 98 15% 21% | 19 24% 4% | 159 11% 35% | 63 19% 14% M | 63 12% 14% | 55 12% 12% | 64 8% 14% | 15 7% 3% | 88 8% 19% | 14 9% 3% | 168 22% 37% M | 107 21% 23% M |
| SECOND CLASS ALL OF THE TIME | 130 4% 100% G | 21 3% 16% | 7 9% 5% M | 38 3% 29% | 21 6% 16% M | 21 4% 16% | 23 5% 17% | 16 2% 12% | 2 1% 2% | 29 3% 22% | 5 3% 3% | 35 4% 27% | 43 9% 33% M |
| OTHER | 66 2% 100% | 5 1% 8% | 2 3% 3% | 33 2% 49% | 8 2% 11% | 12 2% 17% | 7 2% 11% | 30 4% 45% M | 13 6% 19% M | 12 1% 18% | 1 1% 1% | 8 1% 11% | 4 1% 6% |
| DON'T KNOW | 78 2% 100% AIK | 4 1% 5% | - - | 24 2% 31% | 7 2% 9% | 16 3% 21% | 27 6% 34% M | 30 4% 38% M | 20 9% 25% M | 9 1% 12% | 5 3% 6% | 5 1% 6% | 9 2% 12% |
| FIRST CLASS MORE | 2428 67% 100% BDKL | 433 64% 18% | 39 51% 2% | 1074 71% 44% M | 194 58% 16% | 378 70% 16% | 310 65% 13% | 602 73% 25% M | 154 70% 6% M | 842 75% 35% M | 117 76% 6% M | 441 57% 18% | 272 54% 11% |
| SECOND CLASS MORE | 587 16% 100% CGHI | 119 18% 20% | 25 32% 4% M | 197 13% 34% | 84 25% 14% M | 84 16% 14% | 78 17% 13% | 80 10% 14% | 18 8% 3% | 117 10% 20% | 19 12% 3% | 203 26% 35% M | 151 30% 26% M |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.5 AND WHAT PROPORTION OF THESE LETTERS/CARDS HAVE TO BE AT THEIR DESTINATION THE NEXT WORKING DAY?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|------------------------------|-------------------------|-------------------------------|-------------------------|-------------------------|--------------------------------|---------------------------------|------------------------|------------------------|-------------------------|------------------------|------------------------|-------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 426 12% 100% | 58 12% 14% E | 80 14% 19% EF | 95 14% 22% EF | 81 13% 19% EF | 40 7% 9% | 33 8% 8% | 38 11% 9% | 138 13% 32% J | 217 12% 51% | 72 10% 17% | 138 13% 32% M | 177 14% 41% M | 112 9% 26% |
| 742 21% 100% | 100 21% 14% FG | 124 22% 17% FG | 162 24% 22% FG | 138 23% 19% FG | 122 23% 16% FG | 53 13% 7% | 43 12% 6% | 224 21% 30% J | 422 23% 57% J | 96 13% 13% | 224 21% 30% M | 300 24% 40% M | 218 17% 29% |
| 444 12% 100% | 49 10% 11% | 74 13% 17% | 84 13% 19% | 76 12% 17% | 69 13% 16% | 52 13% 12% | 40 12% 9% | 123 12% 28% | 229 13% 52% | 92 12% 21% | 123 12% 28% | 160 13% 36% | 162 13% 36% |
| 760 21% 100% | 106 22% 14% | 108 19% 14% | 126 19% 17% | 134 22% 18% | 119 22% 16% | 104 24% 14% BCG | 63 18% 8% | 213 20% 28% | 379 21% 50% | 167 22% 22% | 213 20% 28% | 260 20% 34% | 286 22% 38% |
| 1082 30% 100% | 129 27% 12% | 142 25% 13% | 175 26% 16% | 169 28% 16% | 172 32% 16% B | 144 36% 13% ABC D | 151 44% 14% ABC DEF | 271 24% 25% | 516 28% 48% | 295 40% 27% HI | 271 26% 25% | 344 27% 32% | 467 34% 43% KL |
| 32 1% 100% | 12 3% 38% CDE FG | 10 2% 32% DE | 4 1% 12% | - - - | 2 6% | 3 1% 9% D | 1 - 3% | 23 2% 70% J | 6 1% 18% | 4 1% 12% | 23 2% 70% LM | 4 - 12% | 6 - 18% |
| 115 3% 100% | 27 6% 23% CDE F | 27 5% 23% DF | 17 3% 15% | 12 2% 10% | 14 3% 12% | 9 2% 8% | 10 3% 8% | 54 5% 47% J | 43 2% 37% | 19 3% 16% | 54 5% 47% LM | 29 2% 25% | 33 3% 29% |
| 1613 45% 100% | 207 43% 13% FG | 278 49% 17% FG | 341 51% 21% AEF G | 296 48% 18% FG | 232 43% 14% FG | 138 35% 9% | 122 35% 8% | 485 46% 30% J | 869 48% 54% J | 260 35% 16% | 485 46% 30% M | 637 50% 39% M | 492 38% 30% |
| 1842 51% 100% | 235 49% 13% | 249 44% 14% | 301 45% 16% | 303 50% 16% | 291 54% 16% BC | 248 62% 13% ABC DE | 214 62% 12% ABC DE | 485 46% 26% | 894 49% 49% | 463 62% 25% HI | 485 46% 26% | 604 47% 33% | 753 59% 41% KL |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.5 AND WHAT PROPORTION OF THESE LETTERS/CARDS HAVE TO BE AT THEIR DESTINATION THE NEXT WORKING DAY?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (N) | AGE | | | | | | | | | | | | |
|----------------------------------|----------------------|-------------------|------------------------|-------------------|-------------------|------------------------|------------------------|----------------------|------------------------|------------------------|----------------------|------------------------|------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 426 12% 100% EFM | 58 12% 14% | 80 14% 19% | 95 14% 22% | 81 13% 19% | 40 7% 9% | 33 8% 8% | 38 11% 9% | 138 13% 32% | 217 12% 51% | 72 10% 17% | 138 13% 32% | 177 14% 41% | 112 9% 26% |
| 742 21% 100% FGJ M | 100 21% 14% | 124 22% 17% | 162 24% 22% | 138 23% 19% | 122 23% 16% | 53 13% 7% | 43 12% 6% | 224 21% 30% | 422 23% 57% N | 96 13% 13% | 224 21% 30% | 300 24% 40% N | 218 17% 29% |
| 444 12% 100% | 49 10% 11% | 74 13% 17% | 84 13% 19% | 76 12% 17% | 69 13% 16% | 52 13% 12% | 40 12% 9% | 123 12% 28% | 229 13% 52% | 92 12% 21% | 123 12% 28% | 160 13% 36% | 162 13% 36% |
| 760 21% 100% | 106 22% 14% | 108 19% 14% | 126 19% 17% | 134 22% 18% | 119 22% 16% | 104 26% 14% N | 63 18% 8% | 213 20% 28% | 379 21% 50% | 167 22% 22% | 213 20% 28% | 260 20% 34% | 286 22% 38% |
| 1082 30% 100% BHK | 129 27% 12% | 142 26% 13% | 175 26% 16% | 169 28% 16% | 172 32% 16% | 144 36% 13% N | 151 44% 14% N | 271 26% 25% | 516 28% 48% | 295 40% 27% N | 271 26% 25% | 344 27% 32% | 467 36% 43% N |
| 32 1% 100% DI | 12 3% 38% N | 10 2% 32% | 4 1% 12% | - - - | 2 6% | 3 1% 9% | 1 - 3% | 23 2% 70% N | 6 - 18% | 4 1% 12% | 23 2% 70% N | 4 - 12% | 6 - 18% |
| 115 3% 100% | 27 6% 23% N | 27 5% 23% | 17 3% 15% | 12 2% 10% | 14 3% 12% | 9 2% 8% | 10 3% 8% | 54 5% 47% N | 43 2% 37% | 19 3% 16% | 54 5% 47% N | 29 2% 25% | 33 3% 29% |
| 1613 45% 100% FGJ M | 207 43% 13% | 278 49% 17% | 341 51% 21% N | 296 48% 18% | 232 43% 14% | 138 35% 9% | 122 35% 8% | 485 46% 30% | 869 48% 54% N | 260 35% 16% | 485 46% 30% | 637 50% 39% N | 492 38% 30% |
| 1842 51% 100% BCH KL | 235 49% 13% | 249 44% 14% | 301 45% 16% | 303 50% 16% | 291 54% 16% | 248 52% 13% N | 214 52% 12% N | 485 46% 26% | 894 49% 49% | 463 52% 25% N | 485 46% 26% | 604 47% 33% | 753 59% 41% N |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.5 AND WHAT PROPORTION OF THESE LETTERS/CARDS HAVE TO BE AT THEIR DESTINATION THE NEXT WORKING DAY?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEX | | SEX/AGE | | | | | |
|----------------------------|---------------------|-------------------|-------------------|-----------------------------|-------------------------|-------------------------------|-------------------------|-------------------------|---------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| ALL OF THEM | 426 12% 100% | 196 11% 46% | 231 12% 54% | 67 13% 16% E | 83 13% 20% EH | 46 8% 11% | 71 14% 17% EH | 94 14% 22% EH | 66 9% 15% |
| MOST OF THEM | 742 21% 100% | 335 19% 45% | 407 22% 55% | 109 21% 15% E | 139 22% 19% E | 88 15% 12% | 115 22% 15% E | 161 25% 22% EH | 131 19% 18% |
| ABOUT HALF OF THEM | 444 12% 100% | 212 12% 48% | 233 12% 52% | 63 12% 14% | 76 12% 17% | 72 12% 16% | 60 11% 13% | 84 13% 19% | 89 13% 20% |
| A SMALL PROPORTION OF THEM | 760 21% 100% | 367 21% 48% | 392 21% 52% | 109 21% 14% | 120 19% 16% | 139 24% 18% | 105 20% 14% | 140 22% 18% | 147 21% 19% |
| NONE OF THEM | 1082 30% 100% | 534 31% 49% | 549 29% 51% | 128 25% 12% | 189 30% 17% G | 216 37% 20% CDF G | 143 27% 13% | 155 24% 14% | 251 36% 23% CFG |
| OTHER | 32 1% 100% | 18 1% 55% | 15 1% 45% | 14 3% 43% DEGH | 1 . 4% | 3 . 8% | 9 2% 26% DH | 3 . 9% | 3 . 10% |
| DON'T KNOW | 115 3% 100% | 64 4% 56% | 51 3% 44% | 30 6% 26% DEG H | 17 3% 15% | 17 3% 15% | 24 5% 21% GH | 11 2% 10% | 16 2% 14% |
| HALF OR MORE | 1613 45% 100% | 743 43% 46% | 870 46% 54% | 239 46% 15% E | 298 48% 18% EH | 206 35% 13% | 246 47% 15% EH | 339 52% 21% EH | 286 41% 18% |
| LESS THAN HALF | 1842 51% 100% | 901 52% 49% | 941 50% 51% | 237 46% 13% | 309 49% 17% | 355 61% 19% CDF G | 248 47% 13% | 295 46% 16% | 398 57% 22% CDFG |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.5 AND WHAT PROPORTION OF THESE LETTERS/CARDS HAVE TO BE AT THEIR DESTINATION THE NEXT WORKING DAY?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|----------------------------|---------------------------|-------------------|-------------------|----------------------|----------------------|------------------------|------------------------|------------------------|------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| ALL OF THEM | 426 12% E | 196 11% 46% | 231 12% 54% | 67 13% 16% | 83 13% 20% | 46 8% 11% | 71 14% 17% | 94 14% 22% | 66 9% 15% |
| MOST OF THEM | 742 21% E | 335 19% 45% | 407 22% 55% | 109 21% 15% | 139 22% 19% | 88 15% 12% | 115 22% 15% | 161 25% 22% I | 131 19% 18% |
| ABOUT HALF OF THEM | 444 12% 100% | 212 12% 48% | 233 12% 52% | 63 12% 14% | 76 12% 17% | 72 12% 16% | 60 11% 13% | 84 13% 19% | 89 13% 20% |
| A SMALL PROPORTION OF THEM | 760 21% 100% | 367 21% 48% | 392 21% 52% | 109 21% 14% | 120 19% 16% | 139 24% 18% | 105 20% 14% | 140 22% 18% | 147 21% 19% |
| NONE OF THEM | 1082 30% 100% CG | 534 31% 49% | 549 29% 51% | 128 25% 12% | 189 30% 17% | 216 37% 20% I | 143 27% 13% | 155 24% 14% | 251 36% 23% I |
| OTHER | 32 1% 100% | 18 1% 55% | 15 1% 45% | 14 3% 43% I | 1 4% 15% | 3 8% 15% | 9 2% 21% | 3 9% 10% | 3 10% |
| DON'T KNOW | 115 3% 100% | 64 4% 56% | 51 3% 44% | 30 6% 26% I | 17 3% 15% | 17 3% 15% | 24 5% 21% | 11 2% 10% | 16 2% 14% |
| HALF OR MORE | 1613 45% 100% E | 743 43% 46% | 870 46% 54% | 239 46% 15% | 298 48% 18% | 206 35% 13% | 246 47% 15% | 339 52% 21% I | 286 41% 18% |
| LESS THAN HALF | 1842 51% 100% CG | 901 52% 49% | 941 50% 51% | 237 46% 13% | 309 49% 17% | 355 61% 19% I | 248 47% 13% | 295 46% 16% | 398 57% 22% I |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.5 AND WHAT PROPORTION OF THESE LETTERS/CARDS HAVE TO BE AT THEIR DESTINATION THE NEXT WORKING DAY?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|----------------------------|---------------------|-----------------------|------------------------|-------------------------|------------------------|-------------------------|-------------------------------|------------------------|--------------------------|-------------------------|-------------------------|-------------------------|------------------------------------|----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| ALL OF THEM | 426 12% 100% | 16 14% 4% | 61 10% 14% | 133 12% 31% | 91 12% 21% | 60 13% 14% | 65 12% 15% | 77 10% 18% | 224 12% 53% | 125 12% 29% | 346 11% 81% | 49 16% 11% | 9 9% 2% | 22 14% 5% | 361 12% 85% | 35 12% 8% |
| MOST OF THEM | 742 21% 100% | 27 23% 4% | 144 23% 19% | 218 20% 29% | 153 20% 21% | 91 19% 12% | 110 20% 15% | 170 23% 23% | 371 20% 50% | 201 20% 27% | 624 21% 84% | 70 22% 9% | 16 16% 2% | 32 19% 4% | 598 19% 81% | 74 25% 10% N |
| ABOUT HALF OF THEM | 444 12% 100% | 19 16% 4% EF | 94 15% 21% EF | 148 14% 33% EF | 94 12% 21% F | 41 9% 9% | 48 9% 11% | 113 15% 26% I | 243 13% 55% I | 89 9% 20% | 388 13% 87% L | 35 11% 8% L | 4 4% 1% | 18 11% 4% | 375 12% 84% | 35 12% 8% |
| A SMALL PROPORTION OF THEM | 760 21% 100% | 30 26% 4% F | 154 24% 20% F | 247 23% 32% F | 156 20% 20% F | 92 20% 12% F | 81 15% 11% | 184 24% 24% I | 402 22% 53% I | 173 17% 23% | 640 21% 84% | 68 22% 9% | 17 17% 2% | 34 21% 5% | 659 21% 87% | 62 21% 8% |
| NONE OF THEM | 1082 30% 100% | 21 18% 2% | 166 26% 15% | 308 29% 28% A | 227 30% 21% A | 154 33% 14% AB | 207 38% 19% ABC D | 187 25% 17% | 535 29% 84% 49% | 361 36% 33% GH | 908 30% 84% K | 73 23% 7% | 53 53% 5% JKM | 48 29% 4% | 970 32% 90% O | 63 22% 6% |
| OTHER | 32 1% 100% | - - - | 3 10% | 4 11% | 15 2% 47% BC | 4 1% 13% | 6 18% | 3 10% | 19 1% 59% | 10 1% 32% | 27 1% 84% | 4 1% 13% | - - - | 1 1% 3% | 14 43% | 11 4% 34% N |
| DON'T KNOW | 115 3% 100% | 5 4% 4% | 12 2% 11% | 23 2% 20% | 28 4% 24% | 25 5% 21% BC | 23 4% 20% BC | 18 2% 15% | 50 3% 44% | 48 5% 41% GH | 90 3% 78% | 15 5% 13% | 1 1% 1% J | 10 6% 9% J | 91 3% 79% | 15 5% 13% |
| HALF OR MORE | 1613 45% 100% | 62 52% 4% | 299 47% 19% F | 500 46% 31% | 338 44% 21% | 192 41% 12% | 223 41% 14% | 361 48% 22% I | 838 45% 52% I | 415 41% 26% | 1359 45% 84% L | 154 49% 10% L | 29 29% 2% | 72 43% 4% L | 1334 43% 83% | 144 49% 9% |
| LESS THAN HALF | 1842 51% 100% | 52 44% 3% | 320 50% 17% | 555 51% 30% | 382 50% 21% | 246 53% 13% | 288 53% 16% | 371 49% 20% | 937 51% 51% | 534 53% 29% | 1548 51% 84% | 141 45% 8% JKM | 71 70% 4% JKM | 82 50% 4% | 1630 53% 88% O | 125 42% 7% |

GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.5 AND WHAT PROPORTION OF THESE LETTERS/CARDS HAVE TO BE AT THEIR DESTINATION THE NEXT WORKING DAY?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|----------------------------|----------------------------|---------------------------|------------------------|--------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 426 12% 100% | 136 13% 32% | 94 14% 22% E | 42 11% 10% | 219 12% 51% | 58 10% 14% | 8 7% 2% | 354 12% 83% |
| 742 21% 100% | 261 25% 35% DEG | 150 22% 20% D | 111 29% 15% BDEG | 350 19% 47% | 117 20% 16% | 22 19% 3% | 612 21% 82% |
| 444 12% 100% | 132 13% 30% | 72 11% 16% | 61 16% 14% BDG | 221 12% 50% | 86 15% 19% | 16 14% 4% | 354 12% 80% |
| 760 21% 100% | 207 20% 27% | 131 20% 17% | 75 20% 10% | 389 21% 51% | 152 26% 20% ABDG | 19 17% 3% | 595 20% 78% |
| 1082 30% 100% | 260 25% 24% C | 199 30% 18% AC | 61 16% 6% | 642 34% 59% ACEG | 167 28% 15% C | 44 39% 4% ACE | 902 31% 33% AC |
| 32 1% 100% | 24 2% 75% DEG | 10 1% 29% DE | 15 4% 45% BDEFG | 7 22% | 1 4% | - - | 31 1% 96% D |
| 115 3% 100% | 33 3% 28% | 16 2% 14% | 16 4% 14% E | 64 3% 56% | 11 2% 10% | 4 4% 4% | 97 3% 84% |
| 1613 45% 100% | 529 50% 33% DEG | 316 47% 20% D | 214 56% 13% BDEFG | 790 42% 49% | 262 44% 16% | 45 40% 3% | 1320 45% 82% |
| 1842 51% 100% | 467 44% 25% C | 331 49% 18% C | 136 36% 7% | 1030 54% 56% ABCG | 319 54% 17% AC | 63 56% 3% AC | 1497 51% 81% AC |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.5 AND WHAT PROPORTION OF THESE LETTERS/CARDS HAVE TO BE AT THEIR DESTINATION THE NEXT WORKING DAY?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | UK GEOGRAPHICS GROUPS | | | | | |
|----------------------------|---------------------|-----------------------------|-------------------------|-------------------------|-------------------------|--------------------------|----------------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| ALL OF THEM | 426 12% 100% | 55 12% 13% | 81 14% 19% | 141 12% 33% | 77 11% 18% | 3 5% 1% | 7 8% 2% |
| MOST OF THEM | 742 21% 100% | 133 28% 18% BCDFG | 129 22% 17% | 227 19% 31% | 123 18% 17% | 13 22% 2% | 91 20% 12% |
| ABOUT HALF OF THEM | 444 12% 100% | 76 16% 17% BC | 56 10% 13% | 135 11% 30% | 86 13% 19% | 4 7% 1% | 12 16% 3% |
| A SMALL PROPORTION OF THEM | 760 21% 100% | 94 20% 12% | 112 19% 15% | 248 20% 33% | 140 21% 18% | 22 34% 3% ABCDG | 118 26% 15% ABCDG |
| NONE OF THEM | 1082 30% 100% | 76 16% 7% | 184 31% 17% AF | 426 35% 39% AF | 216 32% 20% AF | 18 29% 2% A | 112 26% 10% A |
| OTHER | 32 1% 100% | 15 3% 47% CDF | 9 2% 28% CD | 5 1% 14% | 2 3% 7% | - - - | 1 1% 4% |
| DON'T KNOW | 115 3% 100% | 18 4% 15% | 15 3% 13% | 31 3% 26% | 34 5% 29% BCF | 1 1% 1% | 7 2% 6% |
| HALF OR MORE | 1613 45% 100% | 264 56% 16% BCDEFG | 265 45% 16% | 504 42% 31% | 287 42% 18% | 21 34% 1% | 209 47% 13% |
| LESS THAN HALF | 1842 51% 100% | 170 36% 9% | 296 51% 16% A | 674 56% 37% A | 356 52% 19% A | 40 65% 2% A | 230 51% 12% A |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.5 AND WHAT PROPORTION OF THESE LETTERS/CARDS HAVE TO BE AT THEIR DESTINATION THE NEXT WORKING DAY?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|--|---------------------------------|-----------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|---------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| | | | | | | | | | | | | | | | | |
| | 426 12% 100% | 16 14% 4% | 61 10% 14% | 133 12% 31% | 91 12% 21% | 60 13% 14% | 65 12% 15% | 77 10% 18% | 224 12% 53% | 125 12% 29% | 346 11% 81% | 49 16% 11% | 9 9% 2% | 22 14% 5% | 361 12% 85% | 35 12% 8% |
| | 742 21% 100% | 27 23% 4% | 144 23% 19% | 218 20% 29% | 153 20% 21% | 91 19% 12% | 110 20% 15% | 170 23% 23% | 371 20% 50% | 201 20% 27% | 624 21% 84% | 70 22% 9% | 16 16% 2% | 32 19% 4% | 598 19% 81% | 74 25% 10% |
| | 444 12% 100% EPI | 19 16% 4% | 94 15% 21% | 148 14% 33% | 94 12% 21% | 41 9% 9% | 48 9% 11% | 113 15% 26% | 243 13% 55% | 89 9% 20% | 388 13% 87% | 35 11% 8% | 4 4% 1% | 18 11% 4% | 375 12% 84% | 35 12% 8% |
| | 760 21% 100% FI | 30 26% 4% | 154 24% 20% | 247 23% 32% | 156 20% 20% | 92 20% 12% | 81 15% 11% | 184 24% 24% | 402 22% 53% | 173 17% 23% | 640 21% 84% | 68 22% 9% | 17 17% 2% | 34 21% 5% | 659 21% 87% | 62 21% 8% |
| | 1082 30% 100% AGK O | 21 18% 2% | 166 26% 15% | 308 29% 28% | 227 30% 21% | 154 33% 14% | 207 36% 19% | 187 25% 17% | 535 29% 49% | 361 33% 1% | 908 30% 84% | 73 23% 7% | 53 53% 5% | 48 29% 4% | 970 32% 90% | 63 22% 6% |
| | 32 1% 100% N | - - - | 3 10% 10% | 4 11% 11% | 15 2% 47% | 4 13% 13% | 6 18% 18% | 3 10% 10% | 19 1% 59% | 10 32% 32% | 27 1% 84% | 4 1% 13% | - - - | 1 3% 3% | 14 43% 43% | 11 4% 34% |
| | 115 3% 100% | 5 4% 4% | 12 2% 11% | 23 2% 20% | 28 4% 24% | 25 5% 21% | 23 4% 20% | 18 2% 15% | 50 3% 44% | 48 5% 41% | 90 3% 78% | 15 5% 13% | 1 1% 1% | 10 6% 9% | 91 3% 79% | 15 5% 13% |
| | 1613 45% 100% IL | 62 52% 4% | 299 47% 19% | 500 46% 31% | 338 44% 21% | 192 41% 12% | 223 41% 14% | 361 48% 22% | 838 45% 52% | 415 41% 26% | 1359 45% 84% | 154 49% 10% | 29 29% 2% | 72 43% 4% | 1334 43% 83% | 144 49% 9% |
| | 1842 51% 100% O | 52 44% 3% | 320 50% 17% | 555 51% 30% | 382 50% 21% | 246 53% 13% | 288 53% 16% | 371 49% 20% | 937 51% 51% | 534 53% 29% | 1548 51% 84% | 141 45% 8% | 71 70% 4% | 82 50% 4% | 1630 53% 88% | 125 42% 7% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.5 AND WHAT PROPORTION OF THESE LETTERS/CARDS HAVE TO BE AT THEIR DESTINATION THE NEXT WORKING DAY?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|---------------------------|----------------------------------|---|------------------------|-------------------------|------------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 426 12% 100% | 136 13% 32% | 94 14% 22% | 42 11% 10% | 219 12% 51% | 58 10% 14% | 8 7% 2% | 354 12% 83% |
| 742 21% 100% | 261 25% 35% H | 150 22% 20% | 111 29% 15% H | 350 19% 47% | 117 20% 16% | 22 19% 3% | 612 21% 82% |
| 444 12% 100% | 132 13% 30% | 72 11% 16% | 61 16% 14% | 221 12% 50% | 86 15% 19% | 16 14% 4% | 354 12% 80% |
| 760 21% 100% | 207 20% 27% | 131 20% 17% | 75 20% 10% | 389 21% 51% | 152 26% 20% H | 19 17% 3% | 595 20% 78% |
| 1082 30% 100% AC | 260 25% 24% | 199 30% 18% | 61 16% 6% | 642 34% 59% H | 167 28% 15% | 44 39% 4% | 902 31% 83% |
| 32 1% 100% D | 24 2% 75% H | 10 1% 29% | 15 4% 45% H | 7 - 22% | 1 - 4% | - - - | 31 1% 96% |
| 115 3% 100% | 33 3% 28% | 16 2% 14% | 16 4% 14% | 64 3% 56% | 11 2% 10% | 4 4% 4% | 97 3% 84% |
| 1613 45% 100% | 529 50% 33% H | 316 47% 20% | 214 55% 13% H | 790 42% 49% | 262 44% 16% | 45 40% 3% | 1320 45% 82% |
| 1842 51% 100% AC | 467 44% 25% | 331 49% 18% | 136 36% 7% | 1030 54% 56% H | 319 54% 17% | 63 56% 3% | 1497 51% 81% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.5 AND WHAT PROPORTION OF THESE LETTERS/CARDS HAVE TO BE AT THEIR DESTINATION THE NEXT WORKING DAY?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|----------------------------|---------------------|------------------------|-------------------|------------------------|----------------------|----------------------|------------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| ALL OF THEM | 426 12% 100% | 55 12% 13% | 81 14% 19% | 141 12% 33% | 77 11% 18% | 3 5% 1% | 7 8% 2% |
| MOST OF THEM | 742 21% 100% | 133 28% 18% H | 129 22% 17% | 227 19% 31% | 123 18% 17% | 13 22% 2% | 91 20% 12% |
| ABOUT HALF OF THEM | 444 12% 100% | 76 16% 17% H | 56 10% 13% | 135 11% 30% | 86 13% 19% | 4 7% 1% | 12 15% 3% |
| A SMALL PROPORTION OF THEM | 760 21% 100% | 94 20% 12% | 112 19% 15% | 248 20% 33% | 140 21% 18% | 22 34% 3% H | 118 26% 15% H |
| NONE OF THEM | 1082 30% 100% | 76 16% 7% | 184 31% 17% | 426 35% 39% H | 216 32% 20% | 18 29% 2% | 112 26% 10% |
| OTHER | 32 1% 100% | 15 3% 47% H | 9 2% 28% | 5 1% 14% | 2 7% | - - 4% | 1 - - |
| DON'T KNOW | 115 3% 100% | 18 4% 15% | 15 3% 13% | 31 3% 26% | 34 5% 29% H | 1 1% 1% | 4 4% 3% |
| HALF OR MORE | 1613 45% 100% | 264 56% 16% H | 265 45% 16% | 504 42% 31% | 287 42% 18% | 21 34% 1% | 209 47% 13% |
| LESS THAN HALF | 1842 51% 100% | 170 36% 9% | 296 51% 16% | 674 56% 37% H | 356 52% 19% | 40 65% 2% | 230 51% 12% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.5 AND WHAT PROPORTION OF THESE LETTERS/CARDS HAVE TO BE AT THEIR DESTINATION THE NEXT WORKING DAY?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|----------------------------|---------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|------------------------------|--------------------------------|--------------------------------|------------------------------|--------------------------------|-------------------------|-------------------------------|--------------------------------|------------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| ALL OF THEM | 426 12% 100% | 35 9% 8% | 42 11% 10% | 102 11% 10% | 122 13% 29% | 60 14% 14% A | 66 11% 15% | 18 11% 4% | 74 13% 17% MN | 46 14% 11% MN | 38 13% 9% M | 96 14% 22% MNO | 43 16% 10% MNO | 21 5% 7% | 54 9% 13% | 37 9% 3% |
| MOST OF THEM | 742 21% 100% | 76 20% 10% | 94 25% 13% E | 181 20% 24% | 190 20% 26% | 78 16% 11% | 123 21% 17% | 34 22% 5% | 119 21% 16% N | 71 27% 21% 10% | 79 27% 11% NO | 156 22% 21% NO | 65 24% 9% NO | 57 19% 8% | 96 16% 13% | 65 16% 9% |
| ABOUT HALF OF THEM | 444 12% 100% | 60 16% 14% EF | 53 14% 12% EF | 115 13% 29% EF | 127 14% 29% EF | 36 8% 8% | 53 9% 12% | 28 18% 6% ILO | 66 12% 15% | 30 9% 7% | 42 14% 21% O | 93 13% 10% O | 25 9% 6% | 44 15% 10% ILO | 84 14% 19% ILO | 34 9% 8% |
| A SMALL PROPORTION OF THEM | 760 21% 100% | 105 27% 14% CEF | 80 21% 10% F | 181 20% 24% | 221 24% 29% F | 82 19% 11% | 91 16% 12% | 39 25% 5% IL | 121 22% 16% 134 | 53 7% 7% | 66 22% 9% GHU | 151 21% 17% IL | 43 16% 6% | 79 26% 10% ILO | 130 22% 17% IL | 77 20% 10% |
| NONE OF THEM | 1082 30% 100% | 92 25% 9% | 95 26% 9% | 291 32% 27% ABD | 244 32% 23% ABD | 150 35% 14% ABD | 210 37% 19% ABD | 31 20% 3% JKMN O | 134 22% 12% JKMN O | 107 32% 10% JKMN O | 65 22% 6% JKMN O | 191 27% 18% JKMN O | 88 32% 8% GHJ | 91 30% 8% GJ | 210 36% 15% GHJK | 166 42% 15% GHJKLMN |
| OTHER | 32 1% 100% | 2 1% 6% | 1 3% | 10 31% | 9 28% | 6 18% | 5 14% | 2 7% | 15 3% 46% JKMN O | 6 2% 17% JKN | - - - | 2 6% | 2 6% | 1 3% | 2 6% | 3 9% |
| DON'T KNOW | 115 3% 100% | 11 3% 9% | 7 2% 6% | 31 27% | 19 16% | 22 19% BD | 26 4% 22% BD | 4 3% 4% | 26 5% 23% KN | 23 7% 20% JKLMN O | 8 3% 7% | 12 2% 10% | 9 3% 8% | 6 2% 5% | 12 2% 11% | 15 4% 13% K |
| HALF OR MORE | 1613 45% 100% | 171 45% 11% | 189 51% 27% CEF | 398 44% 28% | 440 47% 27% E | 173 40% 11% | 241 42% 15% | 79 51% NO | 259 47% 16% NO | 147 44% 10% O | 159 53% 10% IMNO | 345 49% 10% MNO | 132 48% 8% NO | 122 41% 8% | 234 40% 15% | 135 34% 8% |
| LESS THAN HALF | 1842 51% 100% | 197 52% 11% | 174 47% 9% | 472 52% 26% | 465 50% 25% | 232 54% 13% | 302 53% 16% | 70 45% 4% | 255 46% 14% | 160 48% 9% | 131 44% 7% | 341 49% 19% | 131 48% 7% | 170 57% 9% GHU KL | 341 58% 18% GHU KL | 243 61% 13% GHUJKL |

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.5 AND WHAT PROPORTION OF THESE LETTERS/CARDS HAVE TO BE AT THEIR DESTINATION THE NEXT WORKING DAY?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|----------------------------|------------------------------|------------------------|------------------------|-----------------------|-------------------------|------------------------|------------------------|----------------------|------------------------|----------------------|------------------------|------------------------|----------------------|-----------------------|------------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| ALL OF THEM | 426 12% 100% M | 35 9% 8% | 42 11% 10% | 102 11% 24% | 122 13% 29% | 60 14% 14% | 66 11% 15% | 18 11% 4% | 74 13% 17% | 46 14% 11% | 38 13% 9% | 96 14% 22% | 43 16% 10% | 21 7% 5% | 54 9% 13% | 37 9% 9% |
| MOST OF THEM | 742 21% 100% NO | 76 20% 10% | 94 25% 13% | 181 20% 24% | 190 20% 26% | 78 18% 11% | 123 21% 17% | 34 22% 5% | 119 21% 16% | 71 21% 10% | 79 27% 11% P | 156 22% 21% | 65 24% 9% | 57 19% 8% | 96 16% 13% | 65 16% 9% |
| ABOUT HALF OF THEM | 444 12% 100% EFO | 60 16% 14% | 53 14% 12% | 115 13% 26% | 127 14% 29% | 36 8% 8% | 53 9% 12% | 28 18% 6% | 66 12% 15% | 30 9% 7% | 42 14% 9% | 93 13% 21% | 25 9% 6% | 44 15% 10% | 84 14% 19% | 34 9% 8% |
| A SMALL PROPORTION OF THEM | 760 21% 100% FIL | 105 27% 14% P | 80 21% 10% | 181 20% 24% | 221 24% 29% | 82 19% 11% | 91 16% 12% | 39 25% 5% | 121 22% 16% | 53 16% 7% | 66 22% 9% | 151 21% 20% | 43 16% 6% | 79 26% 10% P | 130 22% 17% | 77 20% 10% |
| NONE OF THEM | 1082 30% 100% ADGHJ | 92 24% 9% | 95 26% 9% | 291 32% 27% | 244 26% 23% | 150 35% 14% P | 210 37% 19% P | 31 20% 3% | 134 24% 12% | 107 32% 10% | 65 22% 6% | 191 27% 18% | 88 32% 8% | 91 30% 8% | 210 36% 19% P | 166 42% 15% P |
| OTHER | 32 1% 100% | 2 1% 6% | 1 3% | 10 1% 31% | 9 1% 28% | 6 1% 18% | 5 1% 14% | 2 1% 7% | 15 3% 46% P | 6 2% 17% | - - - | 2 6% | 2 6% | 1 3% | 2 6% | 3 1% 9% |
| DON'T KNOW | 115 3% 100% | 11 3% 9% | 7 2% 6% | 31 3% 27% | 19 2% 16% | 22 5% 19% P | 26 4% 22% | 4 3% 4% | 26 5% 23% | 23 7% 20% P | 8 3% 7% | 12 2% 10% | 9 3% 8% | 6 2% 5% | 12 2% 11% | 15 4% 13% |
| HALF OR MORE | 1613 45% 100% NO | 171 45% 11% | 189 51% 12% P | 398 44% 25% | 440 47% 27% | 173 42% 11% | 241 42% 15% | 79 51% 5% | 259 47% 16% | 147 44% 9% | 159 53% 10% P | 345 49% 21% | 132 48% 8% | 122 41% 8% | 234 40% 15% | 135 34% 8% |
| LESS THAN HALF | 1842 51% 100% J | 197 52% 11% | 174 47% 9% | 472 52% 26% | 465 50% 25% | 232 54% 13% | 302 53% 16% | 70 45% 4% | 255 46% 14% | 160 48% 9% | 131 44% 7% | 341 49% 19% | 131 48% 7% | 170 57% 9% | 341 58% 18% P | 243 61% 13% P |

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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.5 AND WHAT PROPORTION OF THESE LETTERS/CARDS HAVE TO BE AT THEIR DESTINATION THE NEXT WORKING DAY?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|----------------------------|---------------------|-----------------------------|----------------------------|-----------------|--|------------------------|--------------------------|-------------------------|------------------------------------|-------------------------|--------------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| ALL OF THEM | 426 12% 100% | 63 11% 15% | 361 12% 85% | 20 13% 5% | 310 11% 73% | 116 13% 27% | 29 11% 7% | 77 16% 18% HJ | 319 11% 75% | 78 15% 18% H | 31 10% 7% |
| MOST OF THEM | 742 21% 100% | 107 19% 14% | 628 21% 85% | 34 21% 5% | 593 22% 80% E | 149 17% 20% | 44 16% 6% | 109 22% 15% | 585 21% 79% | 113 22% 15% | 48 16% 6% |
| ABOUT HALF OF THEM | 444 12% 100% | 65 12% 15% | 379 13% 85% | 15 9% 3% | 370 14% 83% E | 74 8% 17% | 23 9% 5% | 52 11% 12% | 368 13% 83% FJ | 53 10% 12% | 24 8% 5% |
| A SMALL PROPORTION OF THEM | 760 21% 100% | 96 17% 13% | 662 22% 87% A | 33 21% 4% | 607 22% 80% E | 152 17% 20% | 56 21% 7% GI | 68 14% 9% | 629 22% 83% GI | 74 14% 10% | 62 21% 8% GI |
| NONE OF THEM | 1082 30% 100% | 213 38% 20% B | 863 29% 80% | 48 30% 4% | 748 27% 69% | 334 38% 31% D | 110 40% 10% GHI | 149 30% 14% | 816 29% 75% | 156 30% 14% | 118 40% 11% GHI |
| OTHER | 32 1% 100% | 3 1% 10% | 29 1% 90% | 1 1% 3% | 22 1% 68% | 10 1% 32% | 1 1% 4% | 12 2% 37% HJ | 19 1% 59% | 12 2% 37% HJ | 1 * 4% |
| DON'T KNOW | 115 3% 100% | 18 3% 15% | 98 3% 85% | 8 5% 7% | 74 3% 64% | 41 5% 36% D | 9 3% 8% | 27 6% 24% H | 77 3% 66% | 30 6% 26% H | 12 4% 10% |
| HALF OR MORE | 1613 45% 100% | 234 42% 15% | 1368 45% 85% | 69 44% 4% | 1274 47% 79% E | 339 39% 21% | 96 35% 6% | 237 48% 15% FJ | 1273 45% 79% FJ | 244 47% 15% FJ | 103 35% 6% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.5 AND WHAT PROPORTION OF THESE LETTERS/CARDS HAVE TO BE AT THEIR DESTINATION THE NEXT WORKING DAY?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|-----------------------------|----------------------------|-----------------|--|------------------------|-------------------------|-------------------|------------------------------------|-----------------------|--------------------------|
| | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| LESS THAN HALF 1842 51% 100% | 309 55% 17% | 1526 51% 83% | 80 51% 4% | 1356 50% 74% | 486 55% 26% D | 166 61% 9% GHI | 217 44% 12% | 1445 51% 78% GI | 231 45% 13% | 180 61% 10% GHI |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.5 AND WHAT PROPORTION OF THESE LETTERS/CARDS HAVE TO BE AT THEIR DESTINATION THE NEXT WORKING DAY?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|-------------------------------|----------------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| ALL OF THEM | 426 12% 100% | 63 11% 15% | 361 12% 85% | 20 13% 5% | 310 11% 73% | 116 13% 27% | 29 11% 7% | 77 16% 18% K | 319 11% 75% | 78 15% 18% K | 31 10% 7% |
| MOST OF THEM | 742 21% 100% E | 107 19% 14% | 628 21% 85% | 34 21% 5% | 593 22% 80% | 149 17% 20% | 44 16% 6% | 109 22% 15% | 585 21% 79% | 113 22% 15% | 48 16% 6% |
| ABOUT HALF OF THEM | 444 12% 100% EJ | 65 12% 15% | 379 13% 85% | 15 9% 3% | 370 14% 83% | 74 8% 17% | 23 9% 5% | 52 11% 12% | 368 13% 83% | 53 10% 12% | 24 8% 5% |
| A SMALL PROPORTION OF THEM | 760 21% 100% AEGI | 96 17% 13% | 662 22% 87% | 33 21% 4% | 607 22% 80% | 152 17% 20% | 56 21% 7% | 68 14% 9% | 629 22% 83% | 74 14% 10% | 62 21% 8% |
| NONE OF THEM | 1082 30% 100% D | 213 38% 20% K | 863 29% 80% | 48 30% 4% | 748 27% 69% | 334 38% 31% K | 110 40% 10% K | 149 30% 14% | 816 29% 75% | 156 30% 14% | 118 40% 11% K |
| OTHER | 32 1% 100% | 3 1% 10% | 29 1% 90% | 1 1% 3% | 22 1% 68% | 10 1% 32% | 1 1% 4% | 12 2% 37% K | 19 1% 59% | 12 2% 37% K | 1 * 4% |
| DON'T KNOW | 115 3% 100% | 18 3% 15% | 98 3% 85% | 8 5% 7% | 74 3% 64% | 41 5% 36% K | 9 3% 8% | 27 6% 24% K | 77 3% 66% | 30 6% 26% K | 12 4% 10% |
| HALF OR MORE | 1613 45% 100% EFJ | 234 42% 15% | 1368 45% 85% | 69 44% 4% | 1274 47% 79% | 339 39% 21% | 96 35% 6% | 237 48% 15% | 1273 45% 79% | 244 47% 15% | 103 35% 6% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.5 AND WHAT PROPORTION OF THESE LETTERS/CARDS HAVE TO BE AT THEIR DESTINATION THE NEXT WORKING DAY?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|----------------------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| 1842 51% 100% GI | 309 55% 17% | 1526 51% 83% | 80 51% 4% | 1356 50% 74% | 486 55% 26% K | 166 51% 9% K | 217 44% 12% | 1445 51% 78% | 231 45% 13% | 180 51% 10% K |

WEIGHTED TOTAL

LESS THAN HALF



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.5 AND WHAT PROPORTION OF THESE LETTERS/CARDS HAVE TO BE AT THEIR DESTINATION THE NEXT WORKING DAY?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|----------------------------|---------------------|---------------------------|------------------------|--------------------------|-------------------------|-------------------------|-------------------------|---------------------------|-------------------------|---------------------------|-------------------------|--------------------------|---------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| ALL OF THEM | 426 12% 100% | 69 10% 16% | 7 10% 2% | 181 12% 42% | 43 13% 10% | 60 11% 14% | 66 14% 15% | 105 13% 25% K | 33 15% 8% K | 150 13% 35% K | 27 18% 6% KL | 55 7% 13% K | 56 11% 13% K |
| MOST OF THEM | 742 21% 100% | 157 23% 21% DF | 14 18% 43% 2% | 320 21% 43% D | 51 15% 7% | 117 22% 16% D | 84 18% 11% | 181 22% 24% L | 43 20% 6% | 269 24% 36% KL | 31 20% 4% | 144 18% 19% | 74 15% 10% |
| ABOUT HALF OF THEM | 444 12% 100% | 103 15% 23% DEF | 11 14% 2% | 212 14% 48% DEF | 31 9% 7% | 56 10% 13% | 33 7% | 103 12% 23% J | 20 9% 5% | 151 13% 34% JL | 9 6% 2% | 117 15% 26% HJL | 45 9% 10% |
| A SMALL PROPORTION OF THEM | 760 21% 100% | 174 26% 23% BDEF | 10 13% 1% | 338 22% 45% EF | 64 19% 8% | 95 18% 13% | 78 17% 10% | 175 21% 23% J | 39 18% 5% | 238 21% 31% J | 21 14% 3% | 194 25% 26% HJL | 92 18% 12% |
| NONE OF THEM | 1082 30% 100% | 152 23% 14% | 35 45% 3% AC | 412 27% 38% A | 123 37% 11% AC | 184 34% 17% AC | 176 38% 16% AC | 212 26% 20% | 60 27% 6% | 285 25% 26% GHI | 59 38% 5% GHI | 252 32% 23% GI | 215 43% 20% GHIK |
| OTHER | 32 1% 100% | 3 1% 10% | - - - | 15 1% 45% | 4 1% 14% | 4 1% 14% | 6 1% 18% | 16 2% 48% IKL | 7 3% 22% IKL | 3 1% 9% | 1 1% 3% | 4 1% 11% | 2 1% 7% |
| DON'T KNOW | 115 3% 100% | 17 2% 14% | 1 1% 1% | 35 2% 30% | 16 5% 14% C | 23 4% 20% C | 25 5% 21% AC | 36 4% 31% IK | 18 8% 15% GIKL | 24 2% 21% | 5 3% 4% | 14 2% 12% | 19 4% 16% K |
| HALF OR MORE | 1613 45% 100% | 329 49% 20% DF | 32 41% 2% | 713 47% 44% DF | 125 38% 14% | 232 43% 11% | 183 39% 11% | 388 47% 24% KL | 96 44% 6% L | 569 51% 35% KL | 68 44% 4% | 316 41% 20% L | 175 35% 11% |
| LESS THAN HALF | 1842 51% 100% | 326 48% 18% | 45 58% 2% | 750 50% 41% | 187 56% 10% AC | 280 52% 15% | 254 54% 14% A | 386 47% 21% | 98 45% 5% | 523 47% 28% | 81 52% 4% | 446 57% 24% GHI | 307 61% 17% GHI |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L

*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.5 AND WHAT PROPORTION OF THESE LETTERS/CARDS HAVE TO BE AT THEIR DESTINATION THE NEXT WORKING DAY?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|----------------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| ALL OF THEM | 426 12% 100% K | 69 10% 16% | 7 10% 2% | 181 12% 42% | 43 13% 10% | 60 11% 14% | 66 14% 15% | 105 13% 25% | 33 15% 8% | 150 13% 35% | 27 18% 6% M | 55 7% 13% | 56 11% 13% |
| MOST OF THEM | 742 21% 100% DL | 157 23% 21% | 14 18% 2% | 320 21% 43% | 51 15% 7% | 117 22% 16% | 84 18% 11% | 181 22% 24% | 43 20% 6% | 269 24% 36% M | 31 20% 4% | 144 18% 19% | 74 15% 10% |
| ABOUT HALF OF THEM | 444 12% 100% FJL | 103 15% 23% | 11 14% 2% | 212 14% 48% | 31 9% 7% | 56 10% 13% | 33 7% 7% | 103 12% 23% | 20 9% 5% | 151 13% 34% | 9 6% 2% | 117 15% 26% | 45 9% 10% |
| A SMALL PROPORTION OF THEM | 760 21% 100% FJ | 174 26% 23% M | 10 13% 1% | 338 22% 45% | 64 19% 8% | 95 18% 13% | 78 17% 10% | 175 21% 23% | 39 18% 5% | 238 21% 31% | 21 14% 3% | 194 25% 26% M | 92 18% 12% |
| NONE OF THEM | 1082 30% 100% AGI | 152 23% 14% | 35 45% 3% M | 412 27% 38% | 123 37% 11% M | 184 34% 17% M | 176 38% 16% M | 212 26% 20% | 60 27% 6% | 285 25% 26% | 59 38% 5% M | 252 32% 23% | 215 43% 20% M |
| OTHER | 32 1% 100% | 3 1% 10% | - - - | 15 1% 45% | 4 1% 14% | 4 1% 14% | 6 1% 18% | 16 2% 48% M | 7 3% 22% M | 3 1% 9% | 1 1% 3% | 4 1% 11% | 2 1% 7% |
| DON'T KNOW | 115 3% 100% K | 17 2% 14% | 1 1% 1% | 35 2% 30% | 16 5% 14% | 23 4% 20% | 25 5% 21% M | 36 4% 31% | 18 8% 15% M | 24 2% 21% | 5 3% 4% | 14 2% 12% | 19 4% 16% |
| HALF OR MORE | 1613 45% 100% DFKL | 329 49% 20% | 32 41% 2% | 713 47% 44% | 125 38% 8% | 232 43% 14% | 183 39% 11% | 388 47% 24% | 96 44% 6% | 569 51% 35% M | 68 44% 4% | 316 41% 20% | 175 35% 11% |
| LESS THAN HALF | 1842 51% 100% GI | 326 48% 18% | 45 58% 2% | 750 50% 41% | 187 56% 10% | 280 52% 15% | 254 54% 14% | 386 47% 21% | 98 45% 5% | 523 47% 28% | 81 52% 4% | 446 57% 24% M | 307 61% 17% M |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.7 PLEASE NOW THINK ABOUT THE PARCELS YOU SEND. HOW MANY PARCELS DO YOU SEND IN AN AVERAGE MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|-------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-------------------------------|-------------------------------|------------------------|--------------------------|-------------------------|------------------------|-------------------------|------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 1807 50% 100% | 201 42% 11% | 291 52% 16% A | 330 50% 18% A | 319 52% 18% A | 292 54% 16% A | 201 51% 17% A | 172 50% 10% A | 493 47% 27% | 941 52% 52% H | 374 50% 21% | 493 47% 27% | 649 51% 36% | 665 52% 37% K |
| 510 14% 100% | 71 15% 14% FG | 86 15% 17% FG | 120 18% 24% EFG | 99 16% 19% FG | 69 13% 14% G | 38 10% 7% | 26 8% 5% | 157 15% 31% J | 288 16% 57% J | 64 9% 13% | 157 15% 31% M | 219 17% 45% M | 134 10% 26% |
| 104 3% 100% | 16 3% 16% G | 18 3% 17% G | 28 4% 27% G | 19 3% 18% G | 11 2% 11% G | 11 3% 11% G | 1 1% | 34 3% 33% J | 57 3% 55% J | 12 2% 12% | 34 3% 33% M | 46 4% 45% M | 23 2% 23% |
| 57 2% 100% | 6 1% 10% | 11 2% 18% G | 22 3% 38% EFG | 10 2% 18% G | 6 1% 11% | 3 1% 5% | - - - | 16 2% 28% J | 38 2% 66% J | 3 5% | 16 2% 28% | 32 3% 56% M | 9 1% 16% |
| 15 1% 100% | 1 4% | 2 11% | 3 1% 23% | 4 1% 27% | 5 1% 30% | 1 4% | - - | 2 16% | 12 80% | 1 4% | 2 16% | 7 50% | 5 35% |
| 10 1% 100% | 1 8% | 2 24% | 3 29% | 2 18% | 2 21% | - - | - - | 3 32% | 7 68% | - - | 3 32% | 4 47% | 2 21% |
| 1086 30% 100% | 183 38% 17% BCD E | 151 27% 14% | 152 23% 14% | 159 26% 15% | 154 29% 14% C | 144 36% 13% BCD E | 144 42% 13% BCD E | 334 32% 31% I | 464 26% 43% | 288 39% 27% HI | 334 32% 31% L | 311 24% 29% | 441 34% 41% L |
| 14 1% 100% | 3 1% 23% | 3 18% | 5 1% 34% | - - | - - | 1 4% | 3 20% DE | 6 1% 42% | 5 34% | 3 25% | 6 42% | 5 34% | 3 25% |
| - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 2317 64% 100% | 273 57% 12% | 377 67% 16% AFG | 450 68% 19% AFG | 417 68% 18% AFG | 361 67% 16% AFG | 240 60% 10% | 199 57% 9% | 650 62% 28% | 1229 68% 53% HJ | 438 59% 19% | 650 62% 28% | 868 68% 37% KM | 799 62% 34% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.7 PLEASE NOW THINK ABOUT THE PARCELS YOU SEND. HOW MANY PARCELS DO YOU SEND IN AN AVERAGE MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|------------------------|--------------------------|--------------------------------|--------------------------|--------------------------|----------------------|------------------|------------------------|--------------------------|-------------------|------------------------|-------------------------|-------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 2421 67% 100% | 289 60% 12% | 395 70% 16% AFG | 478 72% 20% AFG | 436 71% 18% AFG | 372 69% 15% AFG | 251 63% 10% | 200 58% 8% | 684 65% 28% J | 1286 71% 53% HJ | 450 60% 19% | 684 65% 28% | 914 72% 38% KM | 823 64% 34% |
| 57 2% 100% | 6 1% 10% | 11 2% 18% G | 22 3% 38% EFG | 10 2% 18% G | 6 1% 11% | 3 7% 5% | - - - | 16 2% 28% J | 38 2% 66% J | 3 5% | 16 2% 28% | 32 3% 56% M | 9 1% 16% |
| 25 1% 100% | 1 6% | 4 1% 16% | 6 1% 25% | 6 1% 23% | 7 1% 27% G | 1 3% | - - | 5 1% 22% | 19 1% 76% J | 1 3% | 5 1% 22% | 12 1% 49% | 7 1% 30% |
| 696 19% 100% | 94 20% 14% FG | 119 21% 17% FG | 176 27% 25% ABE FG | 133 22% 19% FG | 93 17% 13% G | 53 13% 8% G | 27 8% 4% | 213 20% 31% J | 402 22% 58% J | 80 11% 12% | 213 20% 31% M | 309 24% 44% KM | 174 14% 25% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.7 PLEASE NOW THINK ABOUT THE PARCELS YOU SEND. HOW MANY PARCELS DO YOU SEND IN AN AVERAGE MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (N) | AGE | | | | | | | | | | | | |
|---|--------------------------------|------------------------|-------------------|------------------------|-------------------|-------------------|------------------------|------------------------|-------------------|-------------------------|------------------------|-------------------|------------------------|------------------------|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| UNWEIGHTED TOTAL | 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| WEIGHTED TOTAL | 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| I DON'T ALWAYS SEND A PARCEL EACH MONTH | 1807 50% 100% A | 201 42% 11% | 291 52% 16% | 330 50% 18% | 319 52% 18% | 292 54% 16% | 201 51% 11% | 172 50% 10% | 493 47% 27% | 941 52% 52% | 374 50% 21% | 493 47% 27% | 649 51% 36% | 665 52% 37% |
| 1 OR 2 ITEMS PER MONTH | 510 14% 100% FGJ M | 71 15% 14% | 86 15% 17% | 120 18% 24% N | 99 16% 19% | 69 13% 14% | 38 10% 7% | 26 8% 5% | 157 15% 31% | 288 16% 57% | 64 9% 13% | 157 15% 31% | 219 17% 43% N | 134 10% 26% |
| 3 OR 4 ITEMS PER MONTH | 104 3% 100% GM | 16 3% 16% | 18 3% 17% | 28 4% 27% | 19 3% 18% | 11 2% 11% | 11 3% 11% | 1 * 1% | 34 3% 33% | 57 3% 55% | 12 2% 12% | 34 3% 33% | 46 4% 45% | 23 2% 23% |
| 5-10 ITEMS PER MONTH | 57 2% 100% GJM | 6 1% 10% | 11 2% 18% | 22 3% 38% N | 10 2% 18% | 6 1% 11% | 3 1% 5% | - - - | 16 2% 28% | 38 2% 66% | 3 * 5% | 16 2% 28% | 32 3% 56% | 9 1% 16% |
| 10-20 ITEMS PER MONTH | 15 * 100% | 1 * 4% | 2 * 11% | 3 1% 23% | 4 1% 27% | 5 1% 30% | 1 * 4% | - - - | 2 * 16% | 12 1% 80% | 1 * 4% | 2 * 16% | 7 1% 50% | 5 * 35% |
| 20+ (PLEASE WRITE IN NUMBER) | 10 * 100% | 1 * 8% | 2 * 24% | 3 * 29% | 2 * 18% | 2 * 21% | - - - | - - - | 3 * 32% | 7 * 68% | - - - | 3 * 32% | 4 * 47% | 2 * 21% |
| NONE/DON'T SEND MAIL | 1086 30% 100% CIL | 183 38% 17% N | 151 27% 14% | 152 23% 14% | 159 26% 15% | 154 29% 14% | 144 36% 13% N | 144 42% 13% N | 334 32% 31% | 464 26% 43% | 288 39% 27% N | 334 32% 31% | 311 24% 29% | 441 34% 41% N |
| DON'T KNOW | 14 * 100% | 3 1% 23% | 3 * 18% | 5 1% 34% | - - - | - - - | 1 * 4% | 3 1% 20% | 6 1% 42% | 5 * 34% | 3 * 25% | 6 1% 42% | 5 * 34% | 3 * 25% |
| REFUSED | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| LESS THAN 2 ITEMS | 2317 64% 100% AGJ | 273 57% 12% | 377 67% 16% | 450 68% 19% | 417 68% 18% | 361 67% 16% | 240 60% 10% | 199 57% 9% | 650 62% 28% | 1229 68% 53% N | 438 59% 19% | 650 62% 28% | 868 68% 37% N | 799 62% 34% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.7 PLEASE NOW THINK ABOUT THE PARCELS YOU SEND. HOW MANY PARCELS DO YOU SEND IN AN AVERAGE MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (N) | AGE | | | | | | | | | | | | |
|--|---------------------------------|-------------------|-------------------|------------------------|-------------------|-------------------|-------------------|------------------|-------------------|-------------------------|-------------------|-------------------|------------------------|-------------------|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| | 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| | 2421 67% 100% AGJ M | 289 60% 12% | 395 70% 16% | 478 72% 20% N | 436 71% 18% | 372 69% 15% | 251 63% 10% | 200 58% 8% | 684 65% 28% | 1286 71% 53% N | 450 60% 19% | 684 65% 28% | 914 72% 38% N | 823 64% 34% |
| | 57 2% 100% GJM | 6 1% 10% | 11 2% 18% | 22 3% 38% N | 10 2% 18% | 6 1% 11% | 3 1% 5% | - - - | 16 2% 28% | 38 2% 66% | 3 - 5% | 16 2% 28% | 32 3% 56% | 9 1% 16% |
| | 25 1% 100% J | 1 - 6% | 4 1% 16% | 6 1% 25% | 6 1% 23% | 7 1% 27% | 1 - 3% | - - - | 5 1% 22% | 19 1% 76% | 1 - 3% | 5 1% 22% | 12 1% 49% | 7 1% 30% |
| | 696 19% 100% FGJ M | 94 20% 14% | 119 21% 17% | 176 27% 25% N | 133 22% 19% | 93 17% 13% | 53 13% 8% | 27 8% 4% | 213 20% 31% | 402 22% 58% N | 80 11% 12% | 213 20% 31% | 309 24% 44% N | 174 14% 25% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.7 PLEASE NOW THINK ABOUT THE PARCELS YOU SEND. HOW MANY PARCELS DO YOU SEND IN AN AVERAGE MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEX | | SEX/AGE | | | | | |
|--|---------------------|---------------------|-------------------------|------------------------|------------------------|-------------------------|------------------------|--------------------------------|--------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| I DON'T ALWAYS SEND A PARCEL EACH MONTH | 1807 50% 100% | 808 47% 45% | 999 53% 55% A | 231 44% 13% | 299 48% 17% | 279 48% 15% | 262 50% 14% | 350 54% 19% CDE | 387 55% 21% CDE |
| 1 OR 2 ITEMS PER MONTH | 510 14% 100% | 258 15% 51% | 252 13% 49% | 87 17% H | 100 16% 20% H | 72 12% 14% H | 70 13% 14% H | 119 18% 23% EFH | 62 9% 12% |
| 3 OR 4 ITEMS PER MONTH | 104 3% 100% | 59 3% 57% | 45 2% 43% | 19 4% 18% H | 27 4% 26% H | 14 2% 13% | 15 3% 15% | 20 3% 19% H | 10 1% 9% |
| 5-10 ITEMS PER MONTH | 57 2% 100% | 34 2% 60% | 23 1% 40% | 10 2% 17% H | 18 3% 32% EH | 6 1% 11% | 6 1% 11% | 14 2% 24% H | 3 % 5% |
| 10-20 ITEMS PER MONTH | 15 % 100% | 9 1% 58% | 6 % 42% | - - - | 6 1% 43% | 2 % 15% | 2 % 16% | 1 % 7% | 3 % 20% |
| 20+ (PLEASE WRITE IN NUMBER) | 10 % 100% | 9 1% 92% B | 1 % 8% | 2 % 24% | 4 1% 47% H | 2 % 21% | 1 % 8% | - - - | - - - |
| NONE/DON'T SEND MAIL | 1086 30% 100% | 542 31% 50% | 544 29% 50% | 168 32% 15% G | 169 27% 16% | 205 35% 19% DG | 166 32% 15% G | 141 22% 13% | 236 34% 22% DG |
| DON'T KNOW | 14 % 100% | 6 % 42% | 8 % 58% | 3 1% 21% | 2 % 15% | 1 % 7% | 3 1% 21% | 3 % 19% | 2 % 18% |
| REFUSED | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| LESS THAN 2 ITEMS | 2317 64% 100% | 1066 62% 46% | 1251 67% 54% A | 318 61% 14% | 398 64% 17% | 351 60% 15% | 332 63% 14% | 470 72% 20% CDE FH | 449 64% 19% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.7 PLEASE NOW THINK ABOUT THE PARCELS YOU SEND. HOW MANY PARCELS DO YOU SEND IN AN AVERAGE MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEX | | SEX/AGE | | | | | |
|--------------------------------|---------------------|------------------------|-------------------------|-------------------------|--------------------------|-----------------------|------------------------|--------------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| LESS THAN 5 ITEMS | 2421 67% 100% | 1126 65% 47% | 1295 69% 53% A | 337 65% 14% | 425 68% 18% | 364 63% 15% | 347 66% 14% | 489 76% 20% CDE FH | 458 65% 19% |
| 5 TO 10 ITEMS | 57 2% 100% | 34 2% 60% | 23 1% 40% | 10 2% 17% H | 18 3% 32% EH | 6 1% 11% | 6 1% 11% | 14 2% 24% H | 3 * 5% |
| 10 OR MORE ITEMS | 25 1% 100% | 17 1% 71% B | 7 * 29% | 2 * 9% | 11 2% 45% GH | 4 1% 17% | 3 1% 13% | 1 * 4% | 3 * 12% |
| SEND 1 OR MORE PARCELS A MONTH | 696 19% 100% | 370 21% 53% B | 326 17% 47% | 118 23% 17% EH | 156 25% 22% EFH | 96 17% 14% H | 95 18% 14% H | 153 24% 22% EFH | 78 11% 11% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.7 PLEASE NOW THINK ABOUT THE PARCELS YOU SEND. HOW MANY PARCELS DO YOU SEND IN AN AVERAGE MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|--|---------------------------|--------------------|------------------------|----------------------|----------------------|------------------------|------------------------|------------------------|------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| I DON'T ALWAYS SEND A PARCEL EACH MONTH | 1807 50% 100% AC | 808 47% 45% | 999 53% 55% J | 231 44% 13% | 299 48% 17% | 279 48% 15% | 262 50% 14% | 350 54% 19% | 387 55% 21% J |
| 1 OR 2 ITEMS PER MONTH | 510 14% 100% H | 258 15% 51% | 252 13% 49% | 87 17% 17% | 100 16% 20% | 72 12% 14% | 70 13% 14% | 119 18% 23% I | 62 9% 12% |
| 3 OR 4 ITEMS PER MONTH | 104 3% 100% H | 59 3% 57% | 45 2% 43% | 19 4% 18% | 27 4% 26% | 14 2% 13% | 15 3% 15% | 20 3% 19% | 10 1% 9% |
| 5-10 ITEMS PER MONTH | 57 2% 100% H | 34 2% 60% | 23 1% 40% | 10 2% 17% | 18 3% 32% I | 6 1% 11% | 6 1% 11% | 14 2% 24% | 3 % 5% |
| 10-20 ITEMS PER MONTH | 15 % 100% | 9 1% 58% | 6 % 42% | - - - | 6 1% 43% | 2 % 15% | 2 % 16% | 1 % 7% | 3 % 20% |
| 20+ (PLEASE WRITE IN NUMBER) | 10 % 100% | 9 1% 92% | 1 % 8% | 2 % 24% | 4 1% 47% | 2 % 21% | 1 % 8% | - - - | - - - |
| NONE/DON'T SEND MAIL | 1086 30% 100% G | 542 31% 50% | 544 29% 50% | 168 32% 15% | 169 27% 16% | 205 35% 19% I | 166 32% 15% | 141 22% 13% | 236 34% 22% |
| DON'T KNOW | 14 % 100% | 6 % 42% | 8 % 58% | 3 1% 21% | 2 % 15% | 1 % 7% | 3 1% 21% | 3 % 19% | 2 % 18% |
| REFUSED | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| LESS THAN 2 ITEMS | 2317 64% 100% | 1066 62% 46% | 1251 67% 54% | 318 61% 14% | 398 64% 17% | 351 60% 15% | 332 63% 14% | 470 72% 20% I | 449 64% 19% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.7 PLEASE NOW THINK ABOUT THE PARCELS YOU SEND. HOW MANY PARCELS DO YOU SEND IN AN AVERAGE MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|--------------------------------|--|--------------------|--------------------|----------------------|-----------------------|--------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| LESS THAN 5 ITEMS | 2421 67% 100% E | 1126 65% 47% | 1295 69% 53% | 337 65% 14% | 425 68% 18% | 364 63% 15% | 347 66% 14% | 489 76% 20% | 458 65% 19% |
| 5 TO 10 ITEMS | 57 2% 100% H | 34 2% 60% | 23 1% 40% | 10 2% 17% | 18 3% 32% | 6 1% 11% | 6 1% 11% | 14 2% 24% | 3 * 5% |
| 10 OR MORE ITEMS | 25 1% 100% | 17 1% 71% | 7 * 29% | 2 * 9% | 11 2% 45% | 4 1% 17% | 3 1% 13% | 1 * 4% | 3 * 12% |
| SEND 1 OR MORE PARCELS A MONTH | 696 19% 100% H | 370 21% 53% | 326 17% 47% | 118 23% 17% | 156 25% 22% | 96 17% 14% | 95 18% 14% | 153 24% 22% | 78 11% 11% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.7 PLEASE NOW THINK ABOUT THE PARCELS YOU SEND. HOW MANY PARCELS DO YOU SEND IN AN AVERAGE MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|---|---------------------|----------------------|-------------------------------|------------------------------|------------------------------|------------------------------|--------------------------------|--------------------------------|------------------------|-------------------------|-------------------------|------------------------|------------------------------------|----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| I DON'T ALWAYS SEND A PARCEL EACH MONTH | 1807 50% 100% | 69 58% 4% F | 339 53% 19% DF | 577 53% 32% DE F | 363 47% 20% F | 222 48% 12% F | 238 44% 13% F | 407 54% 23% I | 940 51% 32% I | 460 46% 25% F | 1524 50% 84% M | 149 48% 8% M | 52 52% 3% J | 82 48% 5% J | 1548 50% 86% J | 147 50% 8% J |
| 1 OR 2 ITEMS PER MONTH | 510 14% 100% | 19 16% 4% F | 130 20% 25% CD EF | 171 16% 34% EF | 98 13% 19% F | 47 10% 9% F | 46 8% 9% F | 148 20% 29% HI | 269 15% 53% I | 93 9% 18% F | 449 15% 88% M | 36 11% 7% M | 10 10% 2% J | 16 9% 3% J | 425 14% 83% J | 41 14% 8% J |
| 3 OR 4 ITEMS PER MONTH | 104 3% 100% | 6 5% 6% F | 20 3% 19% F | 31 3% 30% F | 23 3% 23% F | 16 3% 15% F | 8 1% 7% F | 26 4% 25% F | 54 3% 52% F | 23 2% 22% F | 91 3% 88% M | 11 3% 10% M | 2 2% 2% J | - - - J | 79 3% 76% J | 11 4% 10% J |
| 5-10 ITEMS PER MONTH | 57 2% 100% | 2 2% 4% F | 18 3% 31% D | 16 1% 28% D | 9 1% 16% D | 5 1% 9% D | 7 1% 12% D | 20 3% 35% HI | 25 1% 44% HI | 12 2% 21% F | 54 2% 94% M | 1 1% 1% J | 1 1% 2% J | 1 1% 2% J | 52 2% 90% J | 3 1% 6% J |
| 10-20 ITEMS PER MONTH | 15 - 100% | 2 1% 10% F | 2 - 11% F | 3 - 20% F | 5 1% 32% F | 4 1% 26% F | - - - F | 3 - 21% F | 8 - 52% F | 4 - 26% F | 12 - 77% F | 2 - 15% F | - - - F | 1 - 8% F | 13 - 86% F | 2 - 14% F |
| 20+ (PLEASE WRITE IN NUMBER) | 10 - 100% | - - - F | 1 - 14% F | 4 - 41% F | 4 - 39% F | - - - F | 1 - 7% F | 1 - 14% F | 8 - 79% F | 1 - 7% F | 10 - 100% F | - - - F | - - - F | - - - F | 10 - 100% F | - - - F |
| NONE/DON'T SEND MAIL | 1086 30% 100% | 21 18% 2% F | 124 20% 11% F | 276 26% 25% B | 260 34% 24% AB C | 170 36% 16% AB C | 236 44% 22% ABC DE | 145 19% 13% ABC DE | 536 29% 49% G | 406 40% 37% GH | 872 29% 80% J | 114 36% 10% J | 35 35% 3% J | 65 40% 6% J | 933 30% 86% J | 89 30% 8% J |
| DON'T KNOW | 14 - 100% | - - - F | 1 - 8% F | 2 - 16% F | 3 - 20% F | 2 - 14% F | 6 1% 42% BC | 1 - 8% F | 5 - 36% F | 8 1% 56% F | 13 - 91% F | 1 - 9% F | - - - F | - - - F | 9 - 65% F | 2 1% 16% F |
| REFUSED | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.7 PLEASE NOW THINK ABOUT THE PARCELS YOU SEND. HOW MANY PARCELS DO YOU SEND IN AN AVERAGE MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|--------------------------------|---------------------|----------------------------|-------------------------------|------------------------------|------------------------|------------------------|-------------------|-------------------------|-------------------------|-------------------|-------------------------|---------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3603 100% | 118* 3% . | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% . | 165 5% | 3068 85% | 295 8% |
| LESS THAN 2 ITEMS | 2317 64% 100% | 87 74% 4% DE F | 468 74% 20% DE F | 749 69% 32% DE F | 460 60% 20% F | 269 58% 12% | 283 52% 12% | 556 74% 24% HI | 1209 66% 52% I | 553 55% 24% | 1973 65% 85% | 185 59% 8% | 62 61% 3% | 97 59% 4% | 1973 64% 85% | 187 64% 8% |
| LESS THAN 5 ITEMS | 2421 67% 100% | 94 79% 4% DE F | 488 77% 20% DE F | 780 72% 32% DE F | 484 63% 20% F | 285 61% 12% F | 291 54% 12% | 582 77% 24% HI | 1263 68% 52% I | 576 57% 24% | 2064 68% 85% M | 196 62% 8% | 64 63% 3% | 97 59% 4% | 2052 67% 85% | 198 67% 8% |
| 5 TO 10 ITEMS | 57 2% 100% | 2 2% 4% | 18 3% 31% D | 16 1% 28% | 9 1% 16% | 5 1% 9% | 7 12% 12% | 20 3% 35% HI | 25 1% 44% | 12 1% 21% | 54 2% 94% | 1 1% 1% | 1 1% 2% | 1 1% 2% | 52 2% 90% | 3 1% 6% |
| 10 OR MORE ITEMS | 25 1% 100% | 2 1% 6% | 3 1% 12% | 7 1% 28% | 9 1% 35% F | 4 1% 16% | 1 1% 3% | 5 1% 18% | 15 1% 63% | 5 1% 19% | 21 1% 86% | 2 1% 9% | - - - | 1 1% 5% | 23 1% 92% | 2 1% 8% |
| SEND 1 OR MORE PARCELS A MONTH | 696 19% 100% | 29 24% 4% EF | 171 27% 24% CD EF | 225 21% 32% EF | 139 18% 20% F | 72 15% 10% F | 61 11% 9% | 199 26% 29% HI | 364 20% 52% I | 133 13% 19% | 615 20% 88% M | 50 16% 7% | 13 13% 2% | 18 11% 3% | 578 19% 83% | 57 19% 8% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.7 PLEASE NOW THINK ABOUT THE PARCELS YOU SEND. HOW MANY PARCELS DO YOU SEND IN AN AVERAGE MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|------------------------|--------------------------|-----------------------|------------------------|--------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 1807 50% 100% | 530 50% 29% | 327 49% 18% | 204 54% 11% | 935 49% 52% | 311 52% 17% | 60 53% 3% | 1465 50% 81% |
| 510 14% 100% | 160 15% 31% | 100 15% 20% | 61 16% 12% | 251 13% 49% | 91 15% 18% | 12 10% 2% | 411 14% 81% |
| 104 3% 100% | 40 4% 39% D | 18 3% 17% | 23 6% 22% BDG | 35 2% 34% | 27 5% 26% DG | 7 6% 7% DG | 76 3% 73% |
| 57 2% 100% | 18 2% 31% | 8 1% 13% | 10 3% 18% | 29 2% 51% | 10 2% 17% | 3 3% 5% | 47 2% 82% |
| 15 * 100% | 4 * 24% | 2 * 10% | 2 1% 14% | 4 * 29% | 7 1% 47% DG | 3 3% 20% ABDG | 8 * 53% |
| 10 * 100% | 4 * 38% | 4 1% 38% | - - - | 5 * 48% | 1 * 14% | - - - | 8 * 86% |
| 1086 30% 100% | 286 27% 26% C | 208 31% 19% CE | 78 21% 7% | 631 33% 58% ACE | 146 25% 13% | 28 25% 3% | 918 31% 84% ACE |
| 14 * 100% | 11 1% 77% DEG | 8 1% 58% DEG | 3 1% 20% D | 2 * 14% | * * 2% | - - - | 13 * 91% |
| - | - | - | - | - | - | - | - |
| - | - | - | - | - | - | - | - |
| - | - | - | - | - | - | - | - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.7 PLEASE NOW THINK ABOUT THE PARCELS YOU SEND. HOW MANY PARCELS DO YOU SEND IN AN AVERAGE MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|---------------------------|--------------------|--------------------------|-----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 2317 64% 100% | 690 66% 30% | 426 63% 18% | 264 69% 11% DG | 1185 63% 51% | 402 68% 17% D | 72 64% 3% | 1876 64% 81% |
| 2421 67% 100% | 731 69% 30% D | 444 66% 18% | 287 75% 12% ABDG | 1221 65% 50% | 430 72% 18% BDG | 78 70% 3% | 1951 66% 81% |
| 57 2% 100% | 18 2% 31% | 8 1% 13% | 10 3% 18% | 29 2% 51% | 10 2% 17% | 3 3% 5% | 47 2% 82% |
| 25 1% 100% | 7 1% 29% | 5 1% 21% | 2 1% 8% | 9 1% 36% | 8 1% 34% DG | 3 3% 12% ADG | 16 1% 66% |
| 696 19% 100% | 226 21% 32% D | 130 19% 19% | 96 25% 14% BDG | 324 17% 47% | 136 23% 20% DG | 24 22% 4% | 550 19% 79% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.7 PLEASE NOW THINK ABOUT THE PARCELS YOU SEND. HOW MANY PARCELS DO YOU SEND IN AN AVERAGE MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | UK GEOGRAPHICS GROUPS | | | | | |
|--|---------------------|------------------------|-------------------------|-------------------------|-------------------------|-----------------------|---------------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| I DON'T ALWAYS SEND A PARCEL EACH MONTH | 1807 50% 100% | 244 52% 14% | 286 49% 16% | 593 49% 33% | 342 50% 19% | 33 54% 2% | 40 47% 2% |
| 1 OR 2 ITEMS PER MONTH | 510 14% 100% | 71 15% 14% E | 89 15% 17% E | 172 14% 34% | 79 12% 15% | 3 4% 1% | 9 11% 2% |
| 3 OR 4 ITEMS PER MONTH | 104 3% 100% | 24 5% 23% BCD | 16 3% 15% | 24 2% 23% | 11 2% 11% | 1 1% 1% | 6 7% 6% CD |
| 5-10 ITEMS PER MONTH | 57 2% 100% | 10 2% 18% | 8 1% 13% | 17 1% 29% | 12 2% 21% | - - - | 3 4% 5% |
| 10-20 ITEMS PER MONTH | 15 - 100% | 2 - 14% | 2 - 10% | 2 - 16% | 2 - 13% | - - - | 3 4% 20% ABCD |
| 20+ (PLEASE WRITE IN NUMBER) | 10 - 100% | - - - | 4 1% 38% | 2 - 18% | 3 - 30% | - - - | - - - |
| NONE/DON'T SEND MAIL | 1086 30% 100% | 112 24% 10% | 174 30% 16% AF | 402 33% 37% AF | 230 34% 21% AF | 25 40% 2% AF | 98 22% 9% |
| DON'T KNOW | 14 - 100% | 3 1% 20% C | 8 1% 58% CDF | 1 - 5% | 1 - 9% | - - - | - - - |
| REFUSED | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| LESS THAN 2 ITEMS | 2317 64% 100% | 316 68% 14% | 375 64% 16% | 765 63% 33% | 420 62% 18% | 36 59% 2% | 50 71% 14% BCD-G |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.7 PLEASE NOW THINK ABOUT THE PARCELS YOU SEND. HOW MANY PARCELS DO YOU SEND IN AN AVERAGE MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------|--------------------------|------------------------|------------------------|-------------------|-----------------|---------------------------|-----------------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 2421 67% 100% | 340 73% 14% BCD | 391 67% 16% | 790 65% 33% | 431 63% 18% | 37 60% 2% | 337 75% 14% BCDE | 56 65% 2% |
| 57 2% 100% | 10 2% 18% | 8 1% 13% | 17 1% 29% | 12 2% 21% | - - - | 7 1% 11% | 3 4% 5% |
| 25 1% 100% | 2 - 8% | 5 1% 21% | 4 - 17% | 5 1% 19% | - - - | 5 1% 22% | 3 4% 12% ACD |
| 696 19% 100% | 108 23% 16% CDE | 118 20% 17% E | 217 18% 31% E | 107 16% 15% | 4 6% 1% | 111 25% 16% CDE | 21 25% 3% DE |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.7 PLEASE NOW THINK ABOUT THE PARCELS YOU SEND. HOW MANY PARCELS DO YOU SEND IN AN AVERAGE MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|---|---------------------|-----------------|----------------------|-------------------|-------------------|------------------------|------------------------|-------------------|-------------------|------------------------|--------------------|---------------------|------------------------------------|----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| I DON'T ALWAYS SEND A PARCEL EACH MONTH | 1807 50% 100% | 69 58% 4% | 339 53% 19% | 577 53% 32% | 363 47% 20% | 222 48% 12% | 238 44% 13% | 407 54% 23% | 940 51% 52% | 460 46% 25% | 1524 50% 84% | 149 48% 8% | 52 52% 3% | 82 48% 5% | 1548 50% 86% | 147 50% 8% |
| FI | 510 14% 100% | 19 16% 4% | 130 20% 25% | 171 16% 34% | 98 13% 19% | 47 10% 9% | 46 8% 9% | 148 20% 29% | 269 15% 53% | 93 9% 18% | 449 15% 88% | 36 11% 7% | 10 10% 2% | 16 9% 3% | 425 14% 83% | 41 14% 8% |
| 1 OR 2 ITEMS PER MONTH | EFI | T | T | T | T | T | T | T | T | T | T | T | T | T | T | T |
| 3 OR 4 ITEMS PER MONTH | 104 3% 100% | 6 5% 6% | 20 3% 19% | 31 3% 30% | 23 3% 23% | 16 3% 15% | 8 1% 7% | 26 4% 25% | 54 3% 52% | 23 2% 22% | 91 3% 88% | 11 3% 10% | 2 2% 2% | - - - | 79 3% 76% | 11 4% 10% |
| 5-10 ITEMS PER MONTH | 57 2% 100% | 2 2% 4% | 18 3% 31% T | 16 1% 28% | 9 1% 16% | 5 1% 9% | 7 1% 12% | 20 3% 35% | 25 1% 44% | 12 1% 21% | 54 2% 94% | 1 2% 1% | 1 1% 2% | 1 1% 2% | 52 2% 90% | 3 1% 6% |
| 10-20 ITEMS PER MONTH | 15 1% 100% | 2 1% 10% | 2 1% 11% | 3 1% 20% | 5 1% 32% | 4 1% 26% | - - - | 3 1% 21% | 8 5% 52% | 4 1% 26% | 12 1% 77% | 2 1% 15% | - - - | 1 1% 8% | 13 1% 86% | 2 1% 14% |
| 20+ (PLEASE WRITE IN NUMBER) | 10 1% 100% | - - - | 1 1% 14% | 4 1% 41% | 4 1% 39% | - - - | 1 1% 7% | 1 1% 14% | 8 5% 79% | 1 1% 7% | 10 1% 100% | - - - | - - - | - - - | 10 1% 100% | - - - |
| NONE/DON'T SEND MAIL | 1086 30% 100% | 21 18% 2% | 124 20% 11% | 276 26% 25% | 260 34% 24% | 170 36% 16% T | 236 44% 22% T | 145 19% 13% | 536 29% 49% | 406 40% 37% T | 872 29% 80% | 114 36% 10% | 35 35% 3% | 65 40% 6% T | 933 30% 86% | 89 30% 8% |
| ABC G | | | | | | | | | | | | | | | | |
| DON'T KNOW | 14 1% 100% | - - - | 1 1% 8% | 2 1% 16% | 3 1% 20% | 2 1% 14% | 6 1% 42% T | 1 1% 8% | 5 3% 36% | 8 1% 56% | 13 1% 91% | 1 1% 9% | - - - | - - - | 9 1% 65% | 2 1% 16% |
| REFUSED | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| REFUSED | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.7 PLEASE NOW THINK ABOUT THE PARCELS YOU SEND. HOW MANY PARCELS DO YOU SEND IN AN AVERAGE MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (T) | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|-----------------------------|----------------------|------------------------|------------------------|-------------------|-------------------|-------------------|------------------------|--------------------|-------------------|--------------------|---------------------|------------------------------------|-----------------|-----------------------------|--|
| | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| 3603 100% | 118* 3% . | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% . | 165 5% | 3068 85% | 295 8% |
| 2317 64% 100% EFI | 87 74% 4% | 468 74% 20% T | 749 69% 32% T | 460 60% 20% | 269 58% 12% | 283 52% 12% | 556 74% 24% T | 1209 66% 52% | 553 55% 24% | 1973 65% 85% | 185 59% 8% | 62 61% 3% | 97 59% 4% | 1973 64% 85% | 187 64% 8% |
| 2421 67% 100% EFIM | 94 79% 4% T | 488 77% 20% T | 780 72% 32% T | 484 63% 20% | 285 61% 12% | 291 54% 12% | 582 77% 24% T | 1263 68% 52% | 576 57% 24% | 2064 68% 85% | 196 62% 8% | 64 63% 3% | 97 59% 4% | 2052 67% 85% | 198 67% 8% |
| 57 2% 100% | 2 2% 4% T | 18 3% 31% T | 16 1% 28% | 9 1% 16% | 5 1% 9% | 7 1% 12% | 20 3% 35% | 25 1% 44% | 12 1% 21% | 54 2% 94% | 1 1% 1% T | 1 1% 2% | 1 1% 2% | 52 2% 90% | 3 1% 6% |
| 25 1% 100% | 2 1% 6% | 3 1% 12% | 7 1% 28% | 9 1% 35% | 4 1% 16% | 1 1% 3% | 5 1% 18% | 15 1% 63% | 5 1% 19% | 21 1% 86% | 2 1% 9% | - - - | 1 1% 5% | 23 1% 92% | 2 1% 8% |
| 696 19% 100% FIM | 29 24% 4% T | 171 27% 24% T | 225 21% 32% | 139 18% 20% | 72 10% 10% | 61 11% 9% | 199 28% 29% T | 364 20% 52% | 133 13% 19% | 615 20% 88% | 50 16% 7% | 13 13% 2% | 18 11% 3% | 578 19% 83% | 57 19% 8% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.7 PLEASE NOW THINK ABOUT THE PARCELS YOU SEND. HOW MANY PARCELS DO YOU SEND IN AN AVERAGE MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | URBAN | | | | | | |
|--|---------------------------|----------------------------------|---|-----------------------|------------------------|----------------------|----------------------|--------------------|
| | | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| UNWEIGHTED TOTAL | 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| WEIGHTED TOTAL | 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| I DON'T ALWAYS SEND A PARCEL EACH MONTH | 1807 50% 100% | 530 50% 29% | 327 49% 18% | 204 54% 11% | 935 49% 52% | 311 52% 17% | 60 53% 3% | 1465 50% 81% |
| 1 OR 2 ITEMS PER MONTH | 510 14% 100% | 160 15% 31% | 100 15% 20% | 61 16% 12% | 251 13% 49% | 91 15% 18% | 12 10% 2% | 411 14% 81% |
| 3 OR 4 ITEMS PER MONTH | 104 3% 100% D | 40 4% 39% | 18 3% 17% | 23 6% 22% H | 35 2% 34% | 27 5% 26% H | 7 6% 7% | 76 3% 73% |
| 5-10 ITEMS PER MONTH | 57 2% 100% | 18 2% 31% | 8 1% 13% | 10 3% 18% | 29 2% 51% | 10 2% 17% | 3 3% 5% | 47 2% 82% |
| 10-20 ITEMS PER MONTH | 15 * 100% | 4 * 24% | 2 * 10% | 2 1% 14% | 4 * 29% | 7 1% 47% H | 3 3% 20% H | 8 * 53% |
| 20+ (PLEASE WRITE IN NUMBER) | 10 * 100% | 4 * 38% | 4 1% 38% | - - - | 5 * 48% | 1 * 14% | - - - | 8 * 86% |
| NONE/DON'T SEND MAIL | 1086 30% 100% CE | 286 27% 26% | 208 31% 19% | 78 21% 7% | 631 33% 58% H | 146 25% 13% | 28 25% 3% | 918 31% 84% |
| DON'T KNOW | 14 * 100% | 11 1% 77% H | 8 1% 58% H | 3 1% 20% | 2 * 14% | * * 2% | - - - | 13 * 91% |
| REFUSED | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.7 PLEASE NOW THINK ABOUT THE PARCELS YOU SEND. HOW MANY PARCELS DO YOU SEND IN AN AVERAGE MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|---------------------|----------------------------------|---|------------------------|--------------------|------------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 2317 64% 100% | 690 66% 30% | 426 63% 18% | 264 69% 11% | 1185 63% 51% | 402 68% 17% | 72 64% 3% | 1876 64% 81% |
| 2421 67% 100% | 731 69% 30% | 444 66% 18% | 287 75% 12% H | 1221 65% 50% | 430 72% 18% H | 78 70% 3% | 1951 66% 81% |
| 57 2% 100% | 18 2% 31% | 8 1% 13% | 10 3% 18% | 29 2% 51% | 10 2% 17% | 3 3% 5% | 47 2% 82% |
| 25 1% 100% | 7 1% 29% | 5 1% 21% | 2 1% 8% | 9 1% 36% | 8 1% 34% | 3 3% 12% H | 16 1% 66% |
| 696 19% 100% | 226 21% 32% | 130 19% 19% | 96 25% 14% H | 324 17% 47% | 136 23% 20% | 24 22% 4% | 550 19% 79% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
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GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.7 PLEASE NOW THINK ABOUT THE PARCELS YOU SEND. HOW MANY PARCELS DO YOU SEND IN AN AVERAGE MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|--|---------------------------|-----------------------|---------------------|-------------------|-------------------|-----------------|-----------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| I DON'T ALWAYS SEND A PARCEL EACH MONTH | 1807 50% 100% | 244 52% 14% | 286 49% 16% | 593 49% 33% | 342 30% 19% | 33 54% 2% | 40 47% 2% |
| 1 OR 2 ITEMS PER MONTH | 510 14% 100% | 71 15% 14% | 89 15% 17% | 172 14% 34% | 79 12% 15% | 3 4% 1% | 9 11% 2% |
| 3 OR 4 ITEMS PER MONTH | 104 3% 100% | 24 5% 23% H | 16 3% 15% | 24 2% 23% | 11 2% 11% | 1 1% 1% | 6 7% 6% H |
| 5-10 ITEMS PER MONTH | 57 2% 100% | 10 2% 18% | 8 1% 13% | 17 1% 29% | 12 2% 21% | - - - | 3 4% 5% |
| 10-20 ITEMS PER MONTH | 15 - 100% | 2 - 14% | 2 - 10% | 2 - 16% | 2 - 13% | - - - | 3 4% 20% H |
| 20+ (PLEASE WRITE IN NUMBER) | 10 - 100% | - - - | 4 1% 38% | 2 - 18% | 3 - 30% | - - - | - - - |
| NONE/DON'T SEND MAIL | 1086 30% 100% AF | 112 24% 10% | 174 30% 16% | 402 33% 37% | 230 34% 21% | 25 40% 2% | 23 28% 2% |
| DON'T KNOW | 14 - 100% | 3 1% 20% | 8 1% 58% H | 1 - 5% | 1 - 9% | - - - | - - - |
| REFUSED | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| LESS THAN 2 ITEMS | 2317 64% 100% | 316 68% 14% | 375 64% 16% | 765 63% 33% | 420 62% 18% | 36 59% 2% | 50 71% 14% H |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.7 PLEASE NOW THINK ABOUT THE PARCELS YOU SEND. HOW MANY PARCELS DO YOU SEND IN AN AVERAGE MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|--------------------------------|--------------------------|------------------------|-------------------|-------------------|-------------------|-----------------|-----------------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| LESS THAN 5 ITEMS | 2421 67% 100% | 340 73% 14% H | 391 67% 16% | 790 65% 33% | 431 63% 18% | 37 60% 2% | 56 65% 2% |
| 5 TO 10 ITEMS | 57 2% 100% | 10 2% 18% | 8 1% 13% | 17 1% 29% | 12 2% 21% | - - - | 3 4% 5% |
| 10 OR MORE ITEMS | 25 1% 100% | 2 - 8% | 5 1% 21% | 4 - 17% | 5 1% 19% | - - - | 3 4% 12% H |
| SEND 1 OR MORE PARCELS A MONTH | 696 19% 100% DE | 108 23% 16% | 118 20% 17% | 217 18% 31% | 107 16% 15% | 4 6% 1% | 21 25% 16% H 3% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.7 PLEASE NOW THINK ABOUT THE PARCELS YOU SEND. HOW MANY PARCELS DO YOU SEND IN AN AVERAGE MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|--|---------------------|-------------------------|--------------------------|--------------------------|--------------------------|---------------------------|---------------------------|-------------------------|---------------------------|---------------------------|---------------------------------|---------------------------|---------------------------------|---------------------------|---------------------------|-----------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| I DON'T ALWAYS SEND A PARCEL EACH MONTH | 1807 50% 100% | 19% 51% 11% | 211 57% 12% CEF | 416 46% 23% | 524 56% 29% CEF | 195 45% 11% | 264 46% 15% | 80 51% 4% | 258 47% 14% | 155 46% 9% | 153 51% 8% | 369 53% 20% O | 127 46% 7% | 174 58% 10% HILO | 313 53% 17% HIO | 179 45% 10% |
| 1 OR 2 ITEMS PER MONTH | 510 14% 100% | 75 20% 15% DEF | 74 20% 14% DEF | 140 28% 25% EF | 129 14% 25% F | 43 10% 9% | 49 9% 10% | 32 21% 6% ILNO | 87 16% 17% LNO | 38 11% 8% | 73 24% 14% HIKL MNO | 123 18% 24% ILNO | 23 8% 4% | 43 14% 8% LO | 59 10% 12% | 32 8% 6% |
| 3 OR 4 ITEMS PER MONTH | 104 3% 100% | 15 4% 14% | 12 3% 11% | 33 4% 32% | 21 2% 20% | 12 3% 11% | 12 2% 11% | 7 4% 6% | 15 3% 14% | 13 4% 12% O | 15 5% 14% LMNO | 27 4% 26% O | 5 2% 4% | 5 2% 5% | 13 2% 12% | 6 1% 6% |
| 5-10 ITEMS PER MONTH | 57 2% 100% | 11 3% 19% DF | 9 2% 16% | 16 2% 28% | 9 1% 16% | 7 2% 12% | 5 1% 9% | 2 1% 3% | 11 2% 19% | 4 1% 7% | 17 6% 29% GHIK MNO | 9 1% 16% | 6 2% 11% O | 2 1% 3% | 5 1% 9% | 2 1% 3% |
| 10-20 ITEMS PER MONTH | 15 0% 100% | 2 1% 15% | 1 0% 7% | 4 0% 24% | 4 0% 28% | 3 1% 19% | 1 0% 8% | - 0% - | 1 0% 8% | 1 0% 8% | 2 0% 17% | 3 0% 20% | 2 1% 13% | 1 0% 5% | 4 1% 24% | 1 0% 6% |
| 20+ (PLEASE WRITE IN NUMBER) | 10 0% 100% | 1 0% 14% | - 0% - | 7 1% 22% DF | 1 0% 8% | 1 0% 7% | - 0% - | - 0% - | 3 0% 32% | - 0% - | 1 0% 14% | 3 0% 33% | - 0% - | - 0% - | 1 0% 15% | 1 0% 7% |
| NONE/DON'T SEND MAIL | 1086 30% 100% | 81 21% 7% | 64 17% 6% | 293 32% 27% ABD | 243 26% 22% B | 169 39% 16% ABCD | 237 41% 22% ABCD | 35 23% 3% J | 178 32% 16% GJKM | 121 36% 11% GJKM | 37 12% 3% J | 164 23% 15% J | 110 40% 10% GHJKM N | 73 24% 7% J | 193 33% 18% GJKM | 175 44% 16% GHJKMN |
| DON'T KNOW | 14 0% 100% | - 0% - | 1 0% 8% | 2 0% 16% | 3 0% 20% | 4 1% 26% | 4 1% 30% | - 0% - | 2 0% 12% | 4 1% 30% N | - 0% - | 3 0% 20% | 2 1% 14% | 1 0% 8% | 1 0% 4% | 2 0% 12% |
| REFUSED | - 0% - | - 0% - | - 0% - | - 0% - | - 0% - | - 0% - | - 0% - | - 0% - | - 0% - | - 0% - | - 0% - | - 0% - | - 0% - | - 0% - | - 0% - | - 0% - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.7 PLEASE NOW THINK ABOUT THE PARCELS YOU SEND. HOW MANY PARCELS DO YOU SEND IN AN AVERAGE MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|--------------------------------|--|--------------------------|---------------------------|--------------------------|--------------------------|---------------------|-----------------------|-------------------------------|--------------------------|----------------------|---------------------------------|----------------------------|----------------------|-------------------------------|-------------------------|--------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| LESS THAN 2 ITEMS | 2317 64% 100% | 271 71% 12% CEF | 284 77% 12% CDEF | 557 61% 24% EF | 652 70% 28% CEF | 239 55% 10% | 314 55% 14% | 112 72% 5% HILO | 345 62% 15% LO | 193 58% 8% | 226 76% 10% HILN O | 492 70% 21% HILNO | 150 54% 6% | 217 73% 9% HILN O | 372 63% 16% LO | 210 53% 9% |
| LESS THAN 5 ITEMS | 2421 67% 100% | 286 75% 12% CEF | 296 80% 12% CDEF | 590 65% 24% EF | 673 72% 28% CEF | 250 58% 10% | 326 57% 13% | 119 76% 5% HILN O | 359 65% 15% LO | 206 61% 8% | 241 81% 10% HILN O | 519 74% 21% HILNO | 154 56% 6% | 222 74% 9% HILN O | 385 65% 16% LO | 216 55% 9% |
| 5 TO 10 ITEMS | 57 2% 100% | 11 3% 19% DF | 9 2% 16% | 16 2% 28% | 9 1% 16% | 7 2% 12% | 5 1% 9% | 2 1% 3% | 11 2% 19% | 4 1% 7% | 17 6% 29% GHK MNO | 9 1% 16% | 6 2% 11% O | 2 1% 3% | 5 1% 9% | 2 1% 3% |
| 10 OR MORE ITEMS | 25 1% 100% | 4 1% 14% | 1 4% | 10 1% 43% | 5 1% 20% | 3 1% 14% | 1 5% | - - | 4 1% 17% | 1 5% | 4 1% 15% | 6 1% 25% | 2 1% 8% | 1 3% | 5 1% 20% | 2 6% |
| SEND 1 OR MORE PARCELS A MONTH | 696 19% 100% | 104 27% 15% DEF | 95 26% 14% DEF | 200 22% 29% DEF | 164 18% 24% F | 65 15% 9% | 67 12% 10% | 41 26% 6% ILMN O | 116 21% 17% LNO | 56 17% 8% O | 108 36% 16% HKL MNO | 165 24% 24% ILMNO | 36 13% 5% | 51 17% 7% O | 82 14% 12% | 41 10% 6% |

GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.7 PLEASE NOW THINK ABOUT THE PARCELS YOU SEND. HOW MANY PARCELS DO YOU SEND IN AN AVERAGE MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|--|---------------------------------|-----------------------|------------------------|-----------------------|-------------------------|------------------------|------------------------|----------------------|------------------------|------------------------|-----------------------|------------------------|------------------------|------------------------|----------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| I DON'T ALWAYS SEND A PARCEL EACH MONTH | 1807 50% 100% CEO | 196 51% 11% | 211 57% 12% P | 416 46% 23% | 524 56% 29% P | 195 45% 11% | 264 46% 15% | 80 51% 4% | 258 47% 14% | 155 46% 9% | 153 51% 8% | 369 53% 20% | 127 46% 7% | 174 58% 10% P | 313 53% 17% | 179 45% 10% |
| 1 OR 2 ITEMS PER MONTH | 510 14% 100% EFLN O | 75 20% 15% P | 74 20% 14% P | 140 15% 28% | 129 14% 25% | 43 10% 9% | 49 9% 10% | 32 21% 6% P | 87 16% 17% | 38 11% 8% | 73 24% 14% P | 123 18% 24% | 23 8% 4% | 43 14% 8% | 59 10% 12% | 32 8% 6% |
| 3 OR 4 ITEMS PER MONTH | 104 3% 100% | 15 4% 14% | 12 3% 11% | 33 4% 32% | 21 2% 20% | 12 3% 11% | 12 2% 11% | 7 4% 6% | 15 3% 14% | 13 4% 12% | 15 5% 14% | 27 4% 26% | 5 2% 4% | 5 2% 5% | 13 2% 12% | 6 1% 6% |
| 5-10 ITEMS PER MONTH | 57 2% 100% | 11 3% 19% | 9 2% 16% | 16 2% 28% | 9 1% 16% | 7 2% 12% | 5 1% 9% | 2 1% 3% | 11 2% 19% | 4 7% 7% | 17 6% 20% P | 9 1% 16% | 6 2% 11% | 2 1% 3% | 5 1% 9% | 2 1% 3% |
| 10-20 ITEMS PER MONTH | 15 0% 100% | 2 1% 15% | 1 0% 7% | 4 0% 24% | 4 0% 28% | 3 1% 19% | 1 0% 8% | - - - | 1 0% 8% | 1 0% 8% | 2 1% 17% | 3 0% 20% | 2 1% 13% | 1 0% 5% | 4 1% 24% | 1 0% 6% |
| 20+ (PLEASE WRITE IN NUMBER) | 10 0% 100% | 1 0% 14% | - - - | 7 0% 72% | 1 0% 8% | 1 0% 7% | - - - | - - - | 3 0% 32% | - - - | 1 0% 14% | 3 0% 33% | - - - | - - - | 1 0% 15% | 1 0% 7% |
| NONE/DON'T SEND MAIL | 1086 30% 100% ABDJM | 81 21% 7% | 64 17% 6% | 293 32% 27% | 243 26% 22% | 169 39% 16% P | 237 41% 22% P | 35 23% 3% | 178 32% 16% | 121 36% 11% P | 37 12% 3% | 164 23% 15% | 110 40% 10% P | 73 24% 7% | 193 33% 18% | 175 44% 16% P |
| DON'T KNOW | 14 0% 100% | - - - | 1 0% 8% | 2 0% 16% | 3 0% 20% | 4 1% 26% | 4 1% 30% | - - - | 2 0% 12% | 4 1% 30% P | - - - | 3 0% 20% | 2 1% 14% | 1 0% 8% | 1 0% 4% | 2 0% 12% |
| REFUSED | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.7 PLEASE NOW THINK ABOUT THE PARCELS YOU SEND. HOW MANY PARCELS DO YOU SEND IN AN AVERAGE MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|--------------------------------|---|------------------------|------------------------|-----------------------|-------------------------|---------------------|-----------------------|-----------------------|------------------------|----------------------|------------------------|------------------------|----------------------|-----------------------|----------------------|--------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| LESS THAN 2 ITEMS | 2317 64% 100% EFIL O | 271 71% 12% P | 284 77% 12% P | 557 61% 24% | 652 70% 28% P | 239 55% 10% | 314 55% 14% | 112 72% 5% | 345 62% 15% | 193 58% 8% | 226 76% 10% P | 492 70% 21% | 150 54% 6% | 217 73% 9% P | 372 63% 16% | 210 53% 9% |
| LESS THAN 5 ITEMS | 2421 67% 100% EFIL O | 286 75% 12% P | 296 80% 12% P | 590 65% 24% | 673 72% 28% P | 250 58% 10% | 326 57% 13% | 119 76% 5% P | 359 65% 15% | 206 61% 8% | 241 81% 10% P | 519 74% 21% | 154 56% 6% | 222 74% 9% P | 385 65% 16% | 216 55% 9% |
| 5 TO 10 ITEMS | 57 2% 100% | 11 3% 19% | 9 2% 16% | 16 2% 28% | 9 1% 16% | 7 2% 12% | 5 1% 9% | 2 1% 3% | 11 2% 19% | 4 1% 7% | 17 6% 29% P | 9 1% 16% | 6 2% 11% | 2 1% 3% | 5 1% 9% | 2 1% 3% |
| 10 OR MORE ITEMS | 25 1% 100% | 4 1% 14% | 1 * 4% | 10 1% 43% | 5 1% 20% | 3 1% 14% | 1 * 5% | - - - | 4 1% 17% | 1 * 5% | 4 1% 15% | 6 1% 25% | 2 1% 8% | 1 * 3% | 5 1% 20% | 2 * 6% |
| SEND 1 OR MORE PARCELS A MONTH | 696 19% 100% EFIL O | 104 27% 15% P | 95 26% 14% P | 200 22% 29% | 164 18% 24% | 65 15% 9% | 67 12% 10% | 41 26% 6% | 116 21% 17% | 56 17% 8% | 108 36% 16% P | 165 24% 24% | 36 13% 5% | 51 17% 7% | 82 14% 12% | 41 10% 6% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.7 PLEASE NOW THINK ABOUT THE PARCELS YOU SEND. HOW MANY PARCELS DO YOU SEND IN AN AVERAGE MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|---------------------|-----------------------------|----------------------------|----------------------|--|------------------------|------------------------|------------------------|------------------------------------|------------------------|------------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| I DON'T ALWAYS SEND A PARCEL EACH MONTH | 1807 50% 100% | 263 47% 15% | 1538 51% 85% C | 61 39% 3% | 1418 52% 78% E | 389 44% 22% | 124 46% 7% | 198 40% 11% | 1475 52% 82% FGJ | 208 40% 11% | 134 45% 7% |
| 1 OR 2 ITEMS PER MONTH | 510 14% 100% | 59 11% 12% | 449 15% 88% A | 15 0% 3% | 450 17% 88% E | 60 7% 12% | 23 8% 4% | 53 11% 10% | 435 15% 85% FGJ | 53 10% 10% | 23 8% 4% |
| 3 OR 4 ITEMS PER MONTH | 104 3% 100% | 11 2% 10% | 93 3% 89% | 4 3% 4% | 91 3% 87% E | 13 2% 13% | 4 1% 3% | 10 2% 10% | 90 3% 87% | 10 2% 10% | 4 1% 3% |
| 5-10 ITEMS PER MONTH | 57 2% 100% | 3 1% 6% | 53 2% 92% A | - - - | 50 2% 86% | 8 1% 14% | 3 1% 4% | 7 1% 12% | 47 2% 82% | 8 1% 13% | 3 1% 6% |
| 10-20 ITEMS PER MONTH | 15 - 100% | 2 - 11% | 13 - 89% | 1 - 4% | 13 - 87% | 2 - 13% | - - - | - - - | 15 1% 100% | - - - | - - - |
| 20+ (PLEASE WRITE IN NUMBER) | 10 - 100% | - - - | 10 - 100% | - - - | 10 - 100% | - - - | - - - | - - - | 10 - 100% | - - - | - - - |
| NONE/DON'T SEND MAIL | 1086 30% 100% | 225 40% 21% B | 854 28% 79% | 76 48% 7% B | 689 25% 63% | 397 45% 37% D | 119 44% 11% H | 222 45% 20% H | 733 26% 67% | 235 45% 22% H | 131 44% 12% H |
| DON'T KNOW | 14 - 100% | 1 - 10% | 12 - 87% | 2 1% 11% | 6 - 45% | 8 1% 55% D | 1 - 4% | 4 1% 32% | 9 - 64% | 4 1% 32% | 1 - 4% |
| REFUSED | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.7 PLEASE NOW THINK ABOUT THE PARCELS YOU SEND. HOW MANY PARCELS DO YOU SEND IN AN AVERAGE MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---------------------|------------------------------|-----------------------------|-----------------|--|-------------------|-------------------|-------------------|------------------------------------|-----------------------|---------------------|
| | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| | | | | | | | | | | |
| 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| 2317 64% 100% | 322 57% 14% C | 1987 66% 86% AC | 76 48% 3% | 1868 69% 81% E | 449 51% 19% | 147 54% 6% | 250 51% 11% | 1910 68% 82% FGU | 260 50% 11% | 157 53% 7% |
| 2421 67% 100% | 333 59% 14% | 2079 69% 86% AC | 80 50% 3% | 1959 72% 81% E | 462 53% 19% | 151 55% 6% | 260 53% 11% | 2000 71% 83% FGU | 270 52% 11% | 160 54% 7% |
| 57 2% 100% | 3 1% 6% | 53 2% 92% A | - - - | 50 2% 86% | 8 1% 14% | 3 1% 4% | 7 1% 12% | 47 2% 82% | 8 1% 13% | 3 1% 6% |
| 25 1% 100% | 2 - 7% | 23 1% 93% | 1 - 3% | 23 1% 92% | 2 - 8% | - - - | - - - | 25 1% 100% I | - - - | - - - |
| 696 19% 100% | 75 13% 11% | 617 20% 89% AC | 19 12% 3% | 613 22% 88% E | 83 10% 12% | 29 11% 4% | 70 14% 10% | 597 21% 86% FGU | 70 14% 10% | 29 10% 4% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.7 PLEASE NOW THINK ABOUT THE PARCELS YOU SEND. HOW MANY PARCELS DO YOU SEND IN AN AVERAGE MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--|----------------------------------|--|---|-----------------------|---|----------------------------|-------------------------|------------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| I DON'T ALWAYS SEND A PARCEL EACH MONTH | 1807 50% 100% CEGI | 263 47% 15% | 1538 51% 85% | 61 39% 3% | 1418 52% 78% | 389 44% 22% | 124 46% 7% | 198 40% 11% | 1475 52% 82% | 208 40% 11% | 134 45% 7% |
| 1 OR 2 ITEMS PER MONTH | 510 14% 100% AEFGI J | 59 11% 12% | 449 15% 88% | 15 0% 3% | 450 17% 88% K | 60 7% 12% | 23 8% 4% | 53 11% 10% | 435 15% 85% | 53 10% 10% | 23 8% 4% |
| 3 OR 4 ITEMS PER MONTH | 104 3% 100% E | 11 2% 10% | 93 3% 89% | 4 3% 4% | 91 3% 87% | 13 2% 13% | 4 1% 3% | 10 2% 10% | 90 3% 87% | 10 2% 10% | 4 1% 3% |
| 5-10 ITEMS PER MONTH | 57 2% 100% | 3 1% 6% | 53 2% 92% | - - - | 50 2% 86% | 8 1% 14% | 3 1% 4% | 7 1% 12% | 47 2% 82% | 8 1% 13% | 3 1% 6% |
| 10-20 ITEMS PER MONTH | 15 - 100% | 2 - 11% | 13 - 89% | 1 - 4% | 13 - 87% | 2 - 13% | - - - | - - - | 15 1% 100% | - - - | - - - |
| 20+ (PLEASE WRITE IN NUMBER) | 10 - 100% | - - - | 10 - 100% | - - - | 10 - 100% | - - - | - - - | - - - | 10 - 100% | - - - | - - - |
| NONE/DON'T SEND MAIL | 1086 30% 100% DH | 225 40% 21% K | 854 28% 79% | 76 48% 7% | 689 25% 63% | 397 45% 37% K | 119 44% 11% K | 222 45% 20% K | 733 26% 67% | 235 45% 22% K | 131 44% 12% K |
| DON'T KNOW | 14 - 100% | 1 - 10% | 12 - 87% | 2 1% 11% | 6 - 45% | 8 1% 55% | 1 - 4% | 4 1% 32% | 9 - 64% | 4 1% 32% | 1 - 4% |
| REFUSED | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.7 PLEASE NOW THINK ABOUT THE PARCELS YOU SEND. HOW MANY PARCELS DO YOU SEND IN AN AVERAGE MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--------------------------------|-----------------------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| LESS THAN 2 ITEMS | 2317 64% 100% ACEFG J | 322 57% 14% | 1987 66% 86% | 76 48% 3% | 1868 69% 81% K | 449 51% 19% | 147 54% 6% | 250 51% 11% | 1910 68% 82% K | 260 50% 11% | 157 53% 7% |
| LESS THAN 5 ITEMS | 2421 67% 100% ACEFG J | 333 59% 14% | 2079 69% 86% | 80 50% 3% | 1959 72% 81% K | 462 53% 19% | 151 55% 6% | 260 53% 11% | 2000 71% 83% K | 270 52% 11% | 160 54% 7% |
| 5 TO 10 ITEMS | 57 2% 100% | 3 1% 6% | 53 2% 92% | - - - | 50 2% 86% | 8 1% 14% | 3 1% 4% | 7 1% 12% | 47 2% 82% | 8 1% 13% | 3 1% 6% |
| 10 OR MORE ITEMS | 25 1% 100% | 2 7% | 23 1% 93% | 1 3% | 23 1% 92% | 2 8% | - - - | - - - | 25 1% 100% | - - - | - - - |
| SEND 1 OR MORE PARCELS A MONTH | 696 19% 100% ACEFG J | 75 13% 11% | 617 20% 89% | 19 12% 3% | 613 22% 88% K | 83 10% 12% | 29 11% 4% | 70 14% 10% | 597 21% 86% | 70 14% 10% | 29 10% 4% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.7 PLEASE NOW THINK ABOUT THE PARCELS YOU SEND. HOW MANY PARCELS DO YOU SEND IN AN AVERAGE MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|--|---------------------|---------------------------|-----------------------|---------------------------|---------------------------|-------------------------|---------------------------|---------------------------|-------------------------|---------------------------|-------------------------|---------------------------|---------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| 1 DON'T ALWAYS SEND A PARCEL EACH MONTH | 1807 50% 100% | 364 54% 20% DF | 44 56% 2% F | 789 52% 44% DF | 151 45% 8% F | 265 49% 15% F | 195 42% 11% F | 406 49% 22% H | 87 39% 5% H | 572 51% 32% HL | 77 50% 4% HL | 440 56% 24% GHIL | 226 45% 12% GHIL |
| 1 OR 2 ITEMS PER MONTH | 510 14% 100% | 138 20% 27% CDEF | 10 13% 2% DF | 249 16% 49% DEF | 20 6% 4% F | 63 12% 12% DF | 29 6% 6% F | 141 17% 28% HJKL | 16 7% 3% H | 206 18% 40% HJKL | 13 8% 2% H | 102 13% 20% HL | 31 6% 6% HL |
| 3 OR 4 ITEMS PER MONTH | 104 3% 100% | 26 4% 25% F | - - - F | 48 3% 46% F | 7 2% 6% F | 16 3% 16% F | 7 1% 7% F | 28 3% 27% L | 6 3% 6% L | 42 4% 40% L | 5 3% 4% L | 21 3% 20% L | 3 1% 3% L |
| 5-10 ITEMS PER MONTH | 57 2% 100% | 20 3% 35% CDF | - - - CDF | 23 1% 39% CDF | 3 1% 4% CDF | 7 1% 12% CDF | 5 1% 9% CDF | 12 1% 21% L | 4 2% 8% L | 30 3% 52% KL | 2 1% 4% KL | 8 1% 14% KL | 1 - 2% KL |
| 10-20 ITEMS PER MONTH | 15 - 100% | 3 1% 21% F | - - - F | 8 1% 52% F | - - - F | 2 - 13% F | 2 - 13% F | 2 - 16% L | - - - L | 5 - 37% L | 2 1% 13% L | 5 1% 35% L | - - - L |
| 20+ (PLEASE WRITE IN NUMBER) | 10 - 100% | 1 - 14% F | - - - F | 8 1% 79% F | - - - F | 1 - 7% F | - - - F | 3 - 32% L | - - - L | 4 - 47% L | - - - L | 2 - 21% L | - - - L |
| NONE/DON'T SEND MAIL | 1086 30% 100% | 122 18% 11% A | 23 29% 2% A | 385 25% 36% A | 151 46% 14% ABCE | 182 34% 17% AC | 223 48% 21% ABCE | 231 28% 21% I | 103 47% 9% GIK | 255 23% 23% I | 56 36% 6% IK | 203 26% 19% IK | 239 47% 22% GIJK |
| DON'T KNOW | 14 - 100% | - - - A | 1 1% 8% A | 4 - 32% A | 1 - 4% A | 2 - 13% A | 6 1% 43% AC | 2 - 16% L | 4 2% 25% GIK | 4 - 29% L | 1 - 5% L | - - - L | 3 1% 25% K |
| REFUSED | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| LESS THAN 2 ITEMS | 2317 64% 100% | 502 54% 22% CDEF | 54 69% 2% DF | 1038 69% 45% DEF | 171 52% 7% DEF | 329 61% 14% DF | 224 48% 10% DF | 547 66% 24% HL | 103 47% 4% H | 779 70% 34% HJL | 89 58% 4% H | 542 69% 23% HJL | 257 51% 11% HJL |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.7 PLEASE NOW THINK ABOUT THE PARCELS YOU SEND. HOW MANY PARCELS DO YOU SEND IN AN AVERAGE MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|--------------------------------|------------------------------|----------------------------|--------------------------|---------------------------|------------------------|-------------------------|-------------------------|---------------------------|-------------------------|---------------------------|-------------------------|--------------------------|--------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| LESS THAN 5 ITEMS | 2421 67% 100% | 528 78% 22% CDEF | 54 69% 2% DF | 1086 72% 45% DEF | 178 54% 7% DF | 345 64% 14% DF | 231 49% 10% DF | 576 70% 24% HJL | 109 49% 4% HJL | 820 73% 34% HJL | 94 61% 4% H | 563 72% 23% HJL | 260 52% 11% HJL |
| 5 TO 10 ITEMS | 57 2% 100% | 20 3% 35% CDF | - - - - | 23 1% 39% DEF | 3 1% 4% DEF | 7 1% 12% DEF | 5 1% 9% DEF | 12 1% 21% L | 4 2% 8% L | 30 3% 52% KL | 2 1% 4% KL | 8 1% 14% KL | 1 2% KL |
| 10 OR MORE ITEMS | 25 1% 100% | 5 1% 18% BCDEF | - - - - | 15 1% 63% DEF | - - - - | 3 1% 11% DEF | 2 4% 8% DEF | 5 1% 22% HJL | - - - L | 10 1% 41% HJL | 2 1% 8% L | 7 1% 30% L | - - - L |
| SEND 1 OR MORE PARCELS A MONTH | 696 19% 100% | 189 28% 27% BCDEF | 10 13% 2% BCDEF | 335 22% 48% DEF | 29 9% 4% DEF | 89 17% 13% DEF | 44 9% 6% DEF | 187 23% 27% HJL | 26 12% 4% L | 288 26% 41% HJL | 21 14% 3% L | 138 18% 20% L | 36 7% 5% L |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.7 PLEASE NOW THINK ABOUT THE PARCELS YOU SEND. HOW MANY PARCELS DO YOU SEND IN AN AVERAGE MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|--|-----------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| 1 DON'T ALWAYS SEND A PARCEL EACH MONTH | 1807 50% 100% FHL | 364 54% 20% | 44 56% 2% | 789 52% 44% | 151 45% 8% | 265 49% 15% | 195 42% 11% | 406 49% 22% | 87 39% 5% | 572 51% 32% | 77 50% 4% | 440 56% 24% M | 226 45% 12% |
| 1 OR 2 ITEMS PER MONTH | 510 14% 100% DFHL | 138 20% 27% M | 10 13% 2% | 249 16% 49% | 20 6% 4% | 63 12% 12% | 29 6% 6% | 141 17% 28% | 16 7% 3% | 206 18% 40% M | 13 8% 2% | 102 13% 20% | 31 6% 6% |
| 3 OR 4 ITEMS PER MONTH | 104 3% 100% L | 26 4% 25% | - - - | 48 3% 46% | 7 2% 6% | 16 3% 16% | 7 1% 7% | 28 3% 27% | 6 3% 6% | 42 4% 40% | 5 3% 4% | 21 3% 20% | 3 1% 3% |
| 5-10 ITEMS PER MONTH | 57 2% 100% L | 20 3% 35% M | - - - | 23 1% 39% | 3 1% 4% | 7 1% 12% | 5 1% 9% | 12 1% 21% | 4 2% 8% | 30 3% 52% M | 2 1% 4% | 8 1% 14% | 1 - 2% |
| 10-20 ITEMS PER MONTH | 15 - 100% | 3 1% 21% | - - - | 8 1% 52% | - - - | 2 - 13% | 2 - 13% | 2 - 16% | - - - | 5 - 37% | 2 1% 13% | 5 1% 35% | - - - |
| 20+ (PLEASE WRITE IN NUMBER) | 10 - 100% | 1 - 14% | - - - | 8 1% 79% | - - - | 1 - 7% | - - - | 3 - 32% | - - - | 4 - 47% | - - - | 2 - 21% | - - - |
| NONE/DON'T SEND MAIL | 1086 30% 100% ACIK | 122 18% 11% | 23 29% 2% | 385 25% 35% | 151 45% 14% M | 182 34% 17% | 223 48% 21% M | 231 28% 21% | 103 47% 9% M | 255 23% 23% | 56 36% 5% | 203 26% 19% | 239 47% 22% M |
| DON'T KNOW | 14 - 100% | - - - | 1 1% 8% | 4 - 32% | 1 - 4% | 2 - 13% | 6 - 43% M | 2 - 16% | 4 2% 25% M | 4 - 29% | 1 - 5% | - - - | 3 1% 25% |
| REFUSED | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| LESS THAN 2 ITEMS | 2317 64% 100% DFHL | 502 54% 22% M | 54 69% 2% | 1038 69% 45% M | 171 52% 7% | 329 61% 14% | 224 48% 10% | 547 66% 24% | 103 47% 4% | 779 70% 34% M | 89 58% 4% | 542 69% 23% M | 257 51% 11% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.7 PLEASE NOW THINK ABOUT THE PARCELS YOU SEND. HOW MANY PARCELS DO YOU SEND IN AN AVERAGE MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|--------------------------------|---|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| LESS THAN 5 ITEMS | 2421 67% 100% DFHL | 528 78% 22% M | 54 69% 2% | 1086 72% 45% M | 178 54% 7% | 345 64% 14% | 231 49% 10% | 576 70% 24% | 109 49% 4% | 820 73% 34% M | 94 61% 4% | 563 72% 23% M | 260 52% 11% |
| 5 TO 10 ITEMS | 57 2% 100% L | 20 3% 35% M | - - - | 23 1% 39% | 3 1% 4% | 7 1% 12% | 5 1% 9% | 12 1% 21% | 4 2% 8% | 30 3% 52% M | 2 1% 4% | 8 1% 14% | 1 2% |
| 10 OR MORE ITEMS | 25 1% 100% | 5 1% 18% | - - - | 15 1% 63% | - - - | 3 1% 11% | 2 4% 8% | 5 1% 22% | - - - | 10 1% 41% | 2 1% 8% | 7 1% 30% | - - |
| SEND 1 OR MORE PARCELS A MONTH | 694 19% 100% DFHL | 189 28% 27% M | 10 13% 2% | 335 22% 48% M | 29 9% 4% | 89 17% 13% | 44 9% 6% | 187 23% 27% | 26 12% 4% | 288 26% 41% M | 21 14% 3% | 138 18% 20% | 36 7% 5% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.8 HAVE YOU USED ANY OTHER POSTAL OPERATOR APART FROM ROYAL MAIL TO SEND PARCELS/ PACKETS?

BASE : ALL THOSE WHO SEND PARCELS IN AN AVERAGE MONTH

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|------------------------|------------------------|---------------------------------|------------------------|------------------------|---------------------------|---------------------------|------------------------|--------------------------|-------------------------|------------------------|-------------------------|-------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 2462 100% | 242 10% | 422 17% | 448 18% | 396 16% | 400 16% | 339 14% | 215 9% | 664 27% | 1244 51% | 554 23% | 664 27% | 844 34% | 954 39% |
| 2503 100% | 296 12% | 410 16% | 506 20% | 452 18% | 385 15% | 255 10% | 200 8% | 706 28% | 1343 54% | 454 18% | 706 28% | 958 38% | 839 34% |
| 405 16% 100% | 44 15% 11% G | 62 15% 15% G | 121 24% 30% ABD EFG | 78 17% 19% FG | 63 16% 15% FG | 27 11% 7% G | 10 5% 3% | 106 15% 26% J | 261 19% 64% HJ | 38 8% 9% | 106 15% 26% | 198 21% 49% KM | 100 12% 25% |
| 2072 83% 100% | 247 84% 12% C | 343 84% 17% C | 379 75% 18% | 369 82% 18% C | 320 83% 15% C | 227 89% 11% BCDE | 186 93% 9% ABCDE | 590 84% 28% I | 1069 80% 52% HI | 413 91% 20% HI | 590 84% 28% L | 748 78% 36% KL | 734 87% 35% KL |
| 27 1% 100% | 4 1% 17% | 5 1% 19% | 6 1% 23% | 6 1% 21% | 2 1% 7% | 1 3% | 3 1% 10% | 9 1% 36% | 14 1% 52% | 3 1% 13% | 9 1% 36% | 12 1% 44% | 5 1% 20% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.8 HAVE YOU USED ANY OTHER POSTAL OPERATOR APART FROM ROYAL MAIL TO SEND PARCELS/ PACKETS?

BASE : ALL THOSE WHO SEND PARCELS IN AN AVERAGE MONTH

| TOTAL (N) | AGE | | | | | | | | | | | | |
|--------------------------------|-------------------|-------------------|------------------------|-------------------|-------------------|------------------------|-----------------------|-------------------|------------------------|------------------------|-------------------|------------------------|------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 2462 100% | 242 10% | 422 17% | 448 18% | 396 16% | 400 16% | 339 14% | 215 9% | 664 27% | 1244 51% | 554 23% | 664 27% | 844 34% | 954 39% |
| 2503 100% | 296 12% | 410 16% | 506 20% | 452 18% | 385 15% | 255 10% | 200 8% | 706 28% | 1343 54% | 454 18% | 706 28% | 958 38% | 839 34% |
| 405 16% 100% FGJ M | 44 15% 11% | 62 15% 15% | 121 24% 30% N | 78 17% 19% | 63 16% 15% | 27 11% 7% | 10 5% 3% | 106 15% 26% | 261 19% 64% N | 38 8% 9% | 106 15% 26% | 198 21% 49% N | 100 12% 25% |
| 2072 83% 100% CIL | 247 84% 12% | 343 84% 17% | 379 75% 18% | 369 82% 18% | 320 83% 15% | 227 89% 11% N | 186 93% 9% N | 590 84% 28% | 1069 80% 52% | 413 91% 20% N | 590 84% 28% | 748 78% 36% | 734 87% 35% N |
| 27 1% 100% | 4 1% 17% | 5 1% 19% | 6 1% 23% | 6 1% 21% | 2 1% 7% | 1 * 3% | 3 1% 10% | 9 1% 36% | 14 1% 52% | 3 1% 13% | 9 1% 36% | 12 1% 44% | 5 1% 20% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.8 HAVE YOU USED ANY OTHER POSTAL OPERATOR APART FROM ROYAL MAIL TO SEND PARCELS/ PACKETS?

BASE : ALL THOSE WHO SEND PARCELS IN AN AVERAGE MONTH

| | TOTAL | SEX | | SEX/AGE | | | | | |
|------------------|---------------------|------------------------|-------------------------|------------------------|-------------------------------|------------------------|------------------------|------------------------|--------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 2462 100% | 1085 44% | 1377 56% | 287 12% | 343 14% | 455 18% | 377 15% | 501 20% | 499 20% |
| WEIGHTED TOTAL | 2503 100% | 1178 47% | 1325 53% | 349 14% | 454 18% | 375 15% | 357 14% | 504 20% | 464 19% |
| YES | 405 16% 100% | 210 18% 52% B | 194 15% 48% | 54 16% 13% | 105 23% 26% CEF H | 51 14% 13% | 52 15% 13% | 93 18% 23% H | 49 11% 12% |
| NO | 2072 83% 100% | 951 81% 46% | 1120 85% 54% A | 289 83% 14% D | 342 75% 16% | 321 86% 15% D | 301 84% 15% D | 406 81% 20% | 413 89% 20% CDG |
| DON'T KNOW | 27 1% 100% | 16 1% 60% | 11 1% 40% | 5 2% 20% | 7 2% 28% | 3 1% 11% | 4 1% 15% | 4 1% 16% | 2 1% 9% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.8 HAVE YOU USED ANY OTHER POSTAL OPERATOR APART FROM ROYAL MAIL TO SEND PARCELS/ PACKETS?

BASE : ALL THOSE WHO SEND PARCELS IN AN AVERAGE MONTH

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|------------------|--------------------------|-------------------|--------------------|----------------------|----------------------|--------------------|------------------------|------------------------|------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 2462 100% | 1085 44% | 1377 56% | 287 12% | 343 14% | 455 18% | 377 15% | 501 20% | 499 20% |
| WEIGHTED TOTAL | 2503 100% | 1178 47% | 1325 53% | 349 14% | 454 18% | 375 15% | 357 14% | 504 20% | 464 19% |
| YES | 405 16% 100% H | 210 18% 52% | 194 15% 48% | 54 16% 13% | 105 23% 26% | 51 14% 13% | 52 15% 13% | 93 18% 23% | 49 11% 12% |
| NO | 2072 83% 100% D | 951 81% 46% | 1120 85% 54% | 289 83% 14% | 342 75% 16% | 321 86% 15% | 301 84% 15% | 406 81% 20% | 413 89% 20% I |
| DON'T KNOW | 27 1% 100% | 16 1% 60% | 11 1% 40% | 5 2% 20% | 7 2% 28% | 3 1% 11% | 4 1% 15% | 4 1% 16% | 2 1% 9% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.8 HAVE YOU USED ANY OTHER POSTAL OPERATOR APART FROM ROYAL MAIL TO SEND PARCELS/ PACKETS?

BASE : ALL THOSE WHO SEND PARCELS IN AN AVERAGE MONTH

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|------------------|---------------------|----------------------|-----------------------|------------------------|-----------------------|-----------------------|--------------------------------|------------------------|------------------------|-------------------------|--------------------|---------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 2462 100% | 88 4% | 486 20% | 678 28% | 465 19% | 327 13% | 418 17% | 574 23% | 1143 46% | 745 30% | 2153 87% | 146 6% | 60 2% | 103 4% | 2082 85% | 208 8% |
| WEIGHTED TOTAL | 2503 100% | 97* 4% | 509 20% | 803 32% | 501 20% | 294 12% | 298 12% | 607 24% | 1304 52% | 593 24% | 2139 85% | 199 8% | 65* 3% | 100* 4% | 2126 85% | 204 8% |
| YES | 405 16% 100% | 22 23% 5% F | 91 18% 22% F | 146 18% 36% F | 73 15% 18% F | 44 15% 11% F | 29 10% 7% | 113 19% 28% I | 220 17% 54% I | 72 12% 18% | 352 16% 87% | 32 16% 8% | 7 10% 2% | 15 15% 4% | 344 16% 85% | 32 16% 8% |
| NO | 2072 83% 100% | 75 77% 4% | 414 81% 20% | 648 81% 31% | 421 84% 20% | 246 83% 12% | 268 90% 13% ABC DE | 489 81% 24% | 1069 82% 52% | 514 87% 25% GH | 1761 82% 85% | 167 84% 8% | 59 90% 3% | 85 85% 4% | 1769 83% 85% | 162 80% 8% |
| DON'T KNOW | 27 1% 100% | - - - | 5 1% 19% | 9 1% 32% | 7 1% 25% | 5 2% 19% | 1 5% | 5 1% 19% | 15 1% 57% | 6 24% | 27 1% 100% | - - - | - - - | - - - | 13 1% 48% | 10 5% 36% N |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.8 HAVE YOU USED ANY OTHER POSTAL OPERATOR APART FROM ROYAL MAIL TO SEND PARCELS/ PACKETS?

BASE : ALL THOSE WHO SEND PARCELS IN AN AVERAGE MONTH

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|-----------------------|--------------------|-------------------|-----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 2462 100% | 776 32% | 464 19% | 312 13% | 1218 49% | 431 18% | 86 3% | 1994 81% |
| 2503 100% | 756 30% | 456 18% | 299 12% | 1259 50% | 448 18% | 84* 3% | 2015 80% |
| 405 16% 100% | 124 16% 31% | 66 14% 16% | 57 19% 14% | 194 15% 48% | 79 18% 20% | 21 24% 5% BD | 317 16% 78% |
| 2072 83% 100% | 623 82% 30% | 384 84% 19% | 239 80% 12% | 1051 83% 51% | 366 82% 18% | 63 75% 3% | 1674 83% 81% |
| 27 1% 100% | 9 1% 34% | 6 1% 22% | 3 1% 12% | 14 1% 54% | 2 1% 9% | 1 1% 3% | 23 1% 88% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.8 HAVE YOU USED ANY OTHER POSTAL OPERATOR APART FROM ROYAL MAIL TO SEND PARCELS/ PACKETS?

BASE : ALL THOSE WHO SEND PARCELS IN AN AVERAGE MONTH

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------|-----------------------|-------------------|-------------------|-------------------|-----------------|-------------------|----------------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 2462 100% | 370 15% | 406 16% | 778 32% | 440 18% | 35 1% | 335 14% | 61 2% |
| 2503 100% | 352 14% | 403 16% | 811 32% | 448 18% | 37** 1% | 349 14% | 62* 2% |
| 405 16% 100% | 64 18% 16% | 60 15% 15% | 117 14% 29% | 77 17% 19% | 9 23% 2% | 56 16% 14% | 15 25% 4% C |
| 2072 83% 100% | 285 81% 14% | 339 84% 16% | 681 84% 33% | 370 82% 18% | 28 75% 1% | 291 84% 14% | 46 75% 2% |
| 27 1% 100% | 4 1% 16% | 5 1% 18% | 12 2% 47% | 2 * 7% | 1 2% 3% | 2 * 6% | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.8 HAVE YOU USED ANY OTHER POSTAL OPERATOR APART FROM ROYAL MAIL TO SEND PARCELS/ PACKETS?

BASE : ALL THOSE WHO SEND PARCELS IN AN AVERAGE MONTH

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|------------------|---------------------------|-----------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|------------------|--------------------|---------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 2462 100% | 88 4% | 486 20% | 678 28% | 465 19% | 327 13% | 418 17% | 574 23% | 1143 46% | 745 30% | 2153 87% | 146 6% | 60 2% | 103 4% | 2082 85% | 208 8% |
| WEIGHTED TOTAL | 2503 100% | 97* 4% | 509 20% | 803 32% | 501 20% | 294 12% | 298 12% | 607 24% | 1304 52% | 593 24% | 2139 85% | 199 8% | 65* 3% | 100* 4% | 2126 85% | 204 8% |
| YES | 405 16% 100% | 22 23% 5% | 91 18% 22% | 146 18% 36% | 73 15% 18% | 44 15% 11% | 29 10% 7% | 113 19% 28% | 220 17% 54% | 72 12% 18% | 352 16% 87% | 32 16% 8% | 7 10% 2% | 15 15% 4% | 344 16% 85% | 32 16% 8% |
| NO | FI 2072 83% 100% | 75 77% 4% | 414 81% 20% | 648 81% 31% | 421 84% 20% | 246 83% 12% | 268 90% 13% | 489 81% 24% | 1069 82% 52% | 514 25% | 1761 82% 85% | 167 84% 8% | 59 90% 3% | 85 85% 4% | 1769 83% 85% | 162 80% 8% |
| DON'T KNOW | 27 1% 100% | - - - | 5 1% 19% | 9 1% 32% | 7 1% 25% | 5 2% 19% | 1 5% | 5 1% 19% | 15 1% 57% | 6 1% 24% | 27 1% 100% | - - - | - - - | - - - | 13 1% 48% | 10 5% 36% T |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.8 HAVE YOU USED ANY OTHER POSTAL OPERATOR APART FROM ROYAL MAIL TO SEND PARCELS/ PACKETS?

BASE : ALL THOSE WHO SEND PARCELS IN AN AVERAGE MONTH

| TOTAL (H) | URBAN | | | | | | |
|---------------------|----------------------------------|---|-----------------------|--------------------|-------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 2462 100% | 776 32% | 464 19% | 312 13% | 1218 49% | 431 18% | 86 3% | 1994 81% |
| 2503 100% | 756 30% | 456 18% | 299 12% | 1259 50% | 448 18% | 84* 3% | 2015 80% |
| 405 16% 100% | 124 16% 31% | 66 14% 16% | 57 19% 14% | 194 16% 48% | 79 18% 20% | 21 24% 5% | 317 16% 78% |
| 2072 83% 100% | 623 82% 30% | 384 84% 19% | 239 80% 12% | 1061 83% 51% | 366 82% 18% | 63 75% 3% | 1674 83% 81% |
| 27 1% 100% | 9 1% 34% | 6 1% 22% | 3 1% 12% | 14 1% 54% | 2 1% 9% | 1 1% 3% | 23 1% 88% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.8 HAVE YOU USED ANY OTHER POSTAL OPERATOR APART FROM ROYAL MAIL TO SEND PARCELS/ PACKETS?

BASE : ALL THOSE WHO SEND PARCELS IN AN AVERAGE MONTH

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|------------------|---------------------|-----------------------|-------------------|-------------------|-------------------|-----------------|-----------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 2462 100% | 370 15% | 406 16% | 778 32% | 440 18% | 35 1% | 61 2% |
| WEIGHTED TOTAL | 2503 100% | 352 14% | 403 16% | 811 32% | 448 18% | 37** 1% | 62* 2% |
| YES | 405 16% 100% | 64 18% 16% | 60 15% 15% | 117 14% 29% | 77 17% 19% | 9 23% 2% | 15 25% 4% |
| NO | 2072 83% 100% | 285 81% 14% | 339 84% 16% | 681 84% 33% | 370 82% 18% | 28 75% 1% | 46 75% 2% |
| DON'T KNOW | 27 1% 100% | 4 1% 16% | 5 1% 18% | 12 2% 47% | 2 7% 7% | 1 2% 3% | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.8 HAVE YOU USED ANY OTHER POSTAL OPERATOR APART FROM ROYAL MAIL TO SEND PARCELS/ PACKETS?

BASE : ALL THOSE WHO SEND PARCELS IN AN AVERAGE MONTH

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|------------------|---------------------|-----------------------|-----------------------|------------------------|-------------------------|---------------------|-------------------------|----------------------|-------------------------|----------------------|--------------------------------|---------------------------|-----------------------|------------------------|-------------------------|------------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 2462 100% | 273 11% | 301 12% | 505 21% | 638 26% | 307 12% | 438 18% | 110 4% | 314 13% | 240 10% | 213 9% | 420 17% | 211 9% | 251 10% | 409 17% | 294 12% |
| WEIGHTED TOTAL | 2503 100% | 300 12% | 306 12% | 616 25% | 687 27% | 261 10% | 332 13% | 121* 5% | 374 15% | 211 8% | 261 10% | 534 21% | 162 6% | 225 9% | 395 16% | 220 9% |
| YES | 405 16% 100% | 59 20% 19% F | 53 17% 13% F | 116 19% 29% F | 103 15% 25% | 35 13% 9% | 38 11% 9% | 19 16% 5% O | 54 14% 13% O | 33 16% 8% O | 63 24% 16% HILM NO | 110 21% 27% HMNO | 25 15% 6% O | 30 13% 7% O | 55 14% 14% O | 15 7% 4% |
| NO | 2072 83% 100% | 237 79% 11% | 252 82% 12% | 492 80% 24% | 577 84% 28% | 223 85% 11% | 291 88% 14% AC | 101 84% 5% | 316 84% 15% JK | 173 82% 8% | 194 74% 9% | 417 78% 20% | 138 85% 7% J | 194 86% 9% JK | 336 85% 16% JK | 204 93% 10% GHUKLMN |
| DON'T KNOW | 27 1% 100% | 4 1% 15% | 1 4% | 8 1% 32% | 7 1% 25% | 4 1% 13% | 3 1% 11% | - - - | 4 1% 16% | 5 2% 19% L | 4 2% 16% | 8 1% 28% | - - - | 1 3% | 3 1% 12% | 1 1% 5% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.8 HAVE YOU USED ANY OTHER POSTAL OPERATOR APART FROM ROYAL MAIL TO SEND PARCELS/ PACKETS?

BASE : ALL THOSE WHO SEND PARCELS IN AN AVERAGE MONTH

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|------------------|--------------------------|---------------------|-----------------------|-----------------------|-------------------------|---------------------|------------------------|----------------------|------------------------|----------------------|-----------------------|------------------------|----------------------|--------------------|----------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 2462 100% | 273 11% | 301 12% | 505 21% | 638 26% | 307 12% | 438 18% | 110 4% | 314 13% | 240 10% | 213 9% | 420 17% | 211 9% | 251 10% | 409 17% | 294 12% |
| WEIGHTED TOTAL | 2503 100% | 300 12% | 306 12% | 616 25% | 687 27% | 261 10% | 332 13% | 121* 5% | 374 15% | 211 8% | 261 10% | 534 21% | 162 6% | 225 9% | 395 16% | 220 9% |
| YES | 405 16% 100% FO | 59 20% 15% | 53 17% 13% | 116 19% 29% | 103 15% 25% | 35 13% 9% | 38 11% 9% | 19 16% 5% | 54 14% 13% | 33 16% 8% | 63 24% 16% P | 110 21% 27% | 25 15% 6% | 30 13% 7% | 55 14% 14% | 15 7% 4% |
| NO | 2072 83% 100% J | 237 79% 11% | 252 82% 12% | 492 80% 24% | 577 84% 28% | 223 85% 11% | 291 88% 14% P | 101 84% 5% | 316 84% 15% | 173 82% 8% | 194 74% 9% | 417 78% 20% | 138 85% 7% | 194 86% 9% | 336 85% 16% | 204 93% 10% P |
| DON'T KNOW | 27 1% 100% | 4 1% 15% | 1 * 4% | 8 1% 32% | 7 1% 25% | 4 1% 15% | 3 1% 11% | - - - | 4 1% 16% | 5 2% 19% | 4 2% 16% | 8 1% 28% | - - - | 1 * 3% | 3 1% 12% | 1 1% 6% |

GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
 * SMALL BASE

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.8 HAVE YOU USED ANY OTHER POSTAL OPERATOR APART FROM ROYAL MAIL TO SEND PARCELS/ PACKETS?

BASE : ALL THOSE WHO SEND PARCELS IN AN AVERAGE MONTH

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|------------------|---------------------|-----------------------------|----------------------------|-----------------|--|------------------------|-----------------------|----------------------|------------------------------------|-----------------------|-----------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 2462 100% | 392 16% | 2059 84% | 91 4% | 1924 78% | 538 22% | 181 7% | 285 12% | 1982 81% | 299 12% | 195 8% |
| WEIGHTED TOTAL | 2503 100% | 338 14% | 2155 86% | 80 3% | 2031 81% | 472 19% | 153 6% | 267 11% | 2072 83% | 278 11% | 164 7% |
| YES | 405 16% 100% | 49 14% 12% | 352 16% 87% | 16 20% 4% | 362 18% 89% E | 43 9% 11% | 12 8% 3% | 37 14% 9% J | 356 17% 88% FJ | 37 13% 9% | 12 7% 3% |
| NO | 2072 83% 100% | 285 84% 14% | 1780 83% 86% | 63 79% 3% | 1648 81% 80% | 424 90% 20% D | 139 91% 7% H | 229 85% 11% | 1694 82% 82% | 238 86% 12% | 149 91% 7% H |
| DON'T KNOW | 27 1% 100% | 4 1% 15% | 23 1% 85% | 1 1% 2% | 21 1% 79% | 6 1% 21% | 2 1% 7% | 2 1% 9% | 22 1% 81% | 3 1% 12% | 3 2% 11% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.8 HAVE YOU USED ANY OTHER POSTAL OPERATOR APART FROM ROYAL MAIL TO SEND PARCELS/ PACKETS?

BASE : ALL THOSE WHO SEND PARCELS IN AN AVERAGE MONTH

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|------------------|---------------------------|-----------------------------|----------------------------|-----------------|--|------------------------|-----------------------|-------------------|------------------------------------|-----------------------|-----------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 2462 100% | 392 16% | 2059 84% | 91 4% | 1924 78% | 538 22% | 181 7% | 285 12% | 1982 81% | 299 12% | 195 8% |
| WEIGHTED TOTAL | 2503 100% | 338 14% | 2155 86% | 80 3% | 2031 81% | 472 19% | 153 6% | 267 11% | 2072 83% | 278 11% | 164 7% |
| YES | 405 16% 100% EFJ | 49 14% 12% | 352 16% 87% | 16 20% 4% | 362 18% 89% | 43 9% 11% | 12 8% 3% | 37 14% 9% | 356 17% 88% | 37 13% 9% | 12 7% 3% |
| NO | 2072 83% 100% | 285 84% 14% | 1780 83% 86% | 63 79% 3% | 1648 81% 80% | 424 90% 20% K | 139 91% 7% K | 229 85% 11% | 1694 82% 82% | 238 86% 12% | 149 91% 7% K |
| DON'T KNOW | 27 1% 100% | 4 1% 15% | 23 1% 85% | 1 1% 2% | 21 1% 79% | 6 1% 21% | 2 1% 7% | 2 1% 9% | 22 1% 81% | 3 1% 12% | 3 2% 11% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.8 HAVE YOU USED ANY OTHER POSTAL OPERATOR APART FROM ROYAL MAIL TO SEND PARCELS/ PACKETS?

BASE : ALL THOSE WHO SEND PARCELS IN AN AVERAGE MONTH

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|------------------|---------------------|-------------------------|-------------------------|--------------------------|------------------------|------------------------|---------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|----------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 2462 100% | 519 21% | 55 2% | 969 39% | 174 7% | 436 18% | 309 13% | 542 22% | 122 5% | 742 30% | 102 4% | 640 26% | 314 13% |
| WEIGHTED TOTAL | 2503 100% | 553 22% | 54* 2% | 1124 45% | 180 7% | 355 14% | 238 10% | 593 24% | 113 5% | 860 34% | 98* 4% | 578 23% | 261 10% |
| YES | 405 16% 100% | 110 20% 27% BF | 2 4% 1% | 196 17% 48% BF | 24 13% 6% F | 55 16% 14% BF | 17 7% 4% | 90 15% 22% L | 17 15% 4% L | 183 21% 45% GKL | 16 16% 4% L | 90 15% 22% L | 11 4% 3% |
| NO | 2072 83% 100% | 437 79% 21% | 52 96% 3% ACDE | 916 82% 44% | 153 85% 7% | 295 83% 14% | 219 92% 11% ACDE | 496 84% 24% J | 94 83% 5% | 666 77% 32% | 82 84% 4% | 486 84% 23% I | 247 95% 12% GHLJK |
| DON'T KNOW | 27 1% 100% | 5 1% 19% | - - - | 12 1% 44% | 3 2% 13% | 4 1% 16% | 2 1% 9% | 7 1% 27% | 2 2% 9% K | 12 1% 44% | - - - | 2 7% | 3 1% 13% |

GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.8 HAVE YOU USED ANY OTHER POSTAL OPERATOR APART FROM ROYAL MAIL TO SEND PARCELS/ PACKETS?

BASE : ALL THOSE WHO SEND PARCELS IN AN AVERAGE MONTH

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|------------------|--------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 2462 100% | 519 21% | 55 2% | 969 39% | 174 7% | 436 18% | 309 13% | 542 22% | 122 5% | 742 30% | 102 4% | 640 26% | 314 13% |
| WEIGHTED TOTAL | 2503 100% | 553 22% | 54* 2% | 1124 45% | 180 7% | 355 14% | 238 10% | 593 24% | 113 5% | 860 34% | 98* 4% | 578 23% | 261 10% |
| YES | 405 16% BFL | 110 20% 27% | 2 4% 1% | 196 17% 48% | 24 13% 6% | 55 16% 14% | 17 7% 4% | 90 15% 22% | 17 15% 4% | 183 21% 45% M | 16 16% 4% | 90 15% 22% | 11 4% 3% |
| NO | 2072 83% 100% I | 437 79% 21% | 52 96% 3% M | 916 82% 44% | 153 86% 7% | 295 83% 14% | 219 92% 11% M | 496 84% 24% | 94 83% 5% | 666 77% 32% | 82 84% 4% | 486 84% 23% | 247 95% 12% M |
| DON'T KNOW | 27 1% 100% | 5 1% 19% | - - - | 12 1% 44% | 3 2% 13% | 4 1% 16% | 2 1% 9% | 7 1% 27% | 2 2% 9% | 12 1% 44% | - - - | 2 7% | 3 1% 13% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.8 HAVE YOU USED ANY OTHER POSTAL OPERATOR APART FROM ROYAL MAIL TO SEND PARCELS/ PACKETS?

BASE : ALL THOSE WHO SEND PARCELS IN AN AVERAGE MONTH

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|-------------------------------|-------------------------|---------------------------------|------------------------|------------------------|-------------------------------|-------------------------------|------------------------|-------------------------|-------------------------|------------------------|-------------------------|------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 405 11% 100% | 44 9% 11% G | 62 11% 15% FG | 121 18% 30% ABD EFG | 78 13% 19% FG | 63 12% 15% FG | 27 7% 7% G | 10 3% 3% 3% | 106 10% 26% J | 261 14% 64% HJ | 38 5% 9% | 106 10% 26% | 198 16% 49% KM | 100 8% 25% |
| 2072 57% 100% | 247 51% 12% | 343 61% 17% AG | 379 57% 18% | 369 60% 18% A | 320 60% 15% A | 227 57% 11% | 186 54% 9% | 590 56% 28% | 1069 59% 52% | 413 55% 20% | 590 56% 28% | 748 59% 36% | 734 57% 35% |
| 27 1% 100% | 4 1% 17% | 5 1% 19% | 6 1% 23% | 6 1% 21% | 2 3% 7% | 1 3% | 3 1% 10% | 9 1% 36% | 14 1% 52% | 3 1% 13% | 9 1% 36% | 12 1% 44% | 5 3% 20% |
| 1086 30% 100% | 183 38% 17% BCD E | 151 27% 14% | 152 23% 14% | 159 26% 15% | 154 29% 14% C | 144 36% 13% BCD E | 144 42% 13% BCD E | 334 32% 31% I | 464 26% 43% | 288 39% 27% HI | 334 32% 31% L | 311 24% 29% | 441 34% 41% L |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.8 HAVE YOU USED ANY OTHER POSTAL OPERATOR APART FROM ROYAL MAIL TO SEND PARCELS/ PACKETS?

BASE : ALL THOSE WHO SEND PARCELS IN AN AVERAGE MONTH

| TOTAL (N) | AGE | | | | | | | | | | | | |
|--------------------------------|------------------------|-------------------|------------------------|-------------------|-------------------|------------------------|------------------------|-------------------|------------------------|------------------------|-------------------|------------------------|------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 405 11% 100% FGJ M | 44 9% 11% | 62 11% 15% | 121 18% 30% N | 78 13% 19% | 63 12% 15% | 27 7% 7% | 10 3% 3% | 106 10% 26% | 261 14% 64% N | 38 5% 9% | 106 10% 26% | 198 16% 49% N | 100 8% 25% |
| 2072 57% 100% A | 247 51% 12% | 343 61% 17% | 379 57% 18% | 369 60% 18% | 320 60% 15% | 227 57% 11% | 186 54% 9% | 590 56% 28% | 1069 59% 52% | 413 55% 20% | 590 56% 28% | 748 59% 36% | 734 57% 35% |
| 27 1% 100% | 4 1% 17% | 5 1% 19% | 6 1% 23% | 6 1% 21% | 2 * 7% | 1 * 3% | 3 1% 10% | 9 1% 36% | 14 1% 52% | 3 * 13% | 9 1% 36% | 12 1% 44% | 5 * 20% |
| 1086 30% 100% CIL | 183 38% 17% N | 151 27% 14% | 152 23% 14% | 159 26% 15% | 154 29% 14% | 144 36% 13% N | 144 42% 13% N | 334 32% 31% | 464 28% 43% | 288 39% 27% N | 334 32% 31% | 311 24% 29% | 441 34% 41% N |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.8 HAVE YOU USED ANY OTHER POSTAL OPERATOR APART FROM ROYAL MAIL TO SEND PARCELS/ PACKETS?

BASE : ALL THOSE WHO SEND PARCELS IN AN AVERAGE MONTH

| | TOTAL | SEX | | SEX/AGE | | | | | |
|---|---------------------|-------------------|-------------------------|------------------------|-------------------------------|-------------------------|------------------------|--------------------------|-------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| YES | 405 11% 100% | 210 12% 52% | 194 10% 48% | 54 10% 13% | 105 17% 26% CEF H | 51 9% 13% | 52 10% 13% | 93 14% 23% EFH | 49 7% 12% |
| NO | 2072 57% 100% | 951 55% 46% | 1120 60% 54% A | 289 56% 14% | 342 55% 16% | 321 55% 15% | 301 57% 15% | 406 63% 20% CDE | 413 59% 20% |
| DON'T KNOW | 27 1% 100% | 16 1% 60% | 11 1% 40% | 5 1% 20% | 7 1% 28% | 3 1% 11% | 4 1% 15% | 4 1% 16% | 2 1% 9% |
| DON'T SEND PARCELS IN AN AVERAGE MONTH | 1086 30% 100% | 542 31% 50% | 544 29% 50% | 168 32% 15% G | 169 27% 16% | 205 35% 19% DG | 166 32% 15% G | 141 22% 13% | 236 34% 22% DG |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.8 HAVE YOU USED ANY OTHER POSTAL OPERATOR APART FROM ROYAL MAIL TO SEND PARCELS/ PACKETS?

BASE : ALL THOSE WHO SEND PARCELS IN AN AVERAGE MONTH

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|---|--------------------------|-------------------|--------------------|----------------------|----------------------|------------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| YES | 405 11% H | 210 12% 52% | 194 10% 48% | 54 10% 13% | 105 17% 26% | 51 9% 13% | 52 10% 13% | 93 14% 23% | 49 7% 12% |
| NO | 2072 57% 100% | 951 55% 46% | 1120 60% 54% | 289 56% 14% | 342 55% 16% | 321 55% 15% | 301 57% 15% | 406 63% 20% I | 413 59% 20% |
| DON'T KNOW | 27 1% 100% | 16 1% 60% | 11 1% 40% | 5 1% 20% | 7 1% 28% | 3 1% 11% | 4 1% 15% | 4 1% 16% | 2 4% 9% |
| DON'T SEND PARCELS IN AN AVERAGE MONTH | 1086 30% 100% G | 542 31% 50% | 544 29% 50% | 168 32% 15% | 169 27% 16% | 205 35% 19% I | 166 32% 15% | 141 22% 13% | 236 34% 22% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.8 HAVE YOU USED ANY OTHER POSTAL OPERATOR APART FROM ROYAL MAIL TO SEND PARCELS/ PACKETS?

BASE : ALL THOSE WHO SEND PARCELS IN AN AVERAGE MONTH

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|--|---------------------|-----------------------|------------------------------|-------------------------|------------------------------|------------------------------|--------------------------------|-------------------------|-------------------------|-------------------|--------------------|------------------------|------------------------------------|----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| YES | 405 11% 100% | 22 5% DE F | 91 14% DE F | 146 14% DE F | 73 10% F | 44 9% F | 29 5% 7% | 113 15% 28% I | 220 12% 54% I | 72 7% 18% | 352 12% 87% | 32 10% 8% | 7 7% 2% | 15 9% 4% | 344 11% 85% | 32 11% 8% |
| NO | 2072 57% 100% | 75 64% 20% F | 414 65% 20% DE F | 648 60% 31% EF | 421 55% 20% | 246 53% 12% | 268 60% 13% | 489 65% 52% HI | 1069 58% 52% I | 514 51% 25% | 1761 58% 85% | 167 53% 8% | 59 58% 3% | 85 52% 4% | 1769 58% 85% | 162 55% 8% |
| DON'T KNOW | 27 1% 100% | - - - | 5 1% 19% | 9 1% 32% | 7 1% 25% | 5 1% 19% | 1 - 5% | 5 1% 19% | 15 1% 57% | 6 1% 24% | 27 1% 100% | - - - | - - - | - - - | 13 - 48% | 10 3% 36% N |
| DON'T SEND PARCELS IN AN AVERAGE MONTH | 1086 30% 100% | 21 18% 2% | 124 20% 11% | 276 26% 25% B | 260 34% 24% AB C | 170 36% 16% AB C | 236 44% 22% ABC DE | 145 19% 13% | 536 29% 49% G | 406 37% GH | 872 29% 80% | 114 36% 10% J | 35 35% 3% | 65 40% 6% J | 933 30% 86% | 89 30% 8% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.8 HAVE YOU USED ANY OTHER POSTAL OPERATOR APART FROM ROYAL MAIL TO SEND PARCELS/ PACKETS?

BASE : ALL THOSE WHO SEND PARCELS IN AN AVERAGE MONTH

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|-------------------------|--------------------------|------------------------|------------------------|--------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 405 11% 100% | 124 12% 31% | 66 10% 16% | 57 15% 14% BDG | 194 10% 48% | 79 13% 20% | 21 18% 5% BDG | 317 11% 78% |
| 2072 57% 100% | 623 59% 30% | 384 57% 19% | 239 63% 12% DG | 1051 56% 51% | 366 62% 18% D | 63 56% 3% | 1674 57% 81% |
| 27 1% 100% | 9 1% 34% | 6 1% 22% | 3 1% 12% | 14 1% 54% | 2 9% | 1 1% 3% | 23 1% 68% |
| 1086 30% 100% | 286 27% 26% C | 208 31% 19% CE | 78 21% 7% | 631 33% 58% ACE | 146 25% 13% | 28 26% 3% | 918 31% 84% ACE |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.8 HAVE YOU USED ANY OTHER POSTAL OPERATOR APART FROM ROYAL MAIL TO SEND PARCELS/ PACKETS?

BASE : ALL THOSE WHO SEND PARCELS IN AN AVERAGE MONTH

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------|-------------------------|-------------------------|-------------------------|-------------------------|-----------------------|---------------------------|----------------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% | 85 2% |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 405 11% 100% | 64 14% 16% C | 60 10% 15% | 117 10% 29% | 77 11% 19% | 9 14% 2% | 56 12% 14% | 15 18% 4% C |
| 2072 57% 100% | 285 61% 14% DE | 339 58% 16% | 681 56% 33% | 370 54% 18% | 28 45% 1% | 291 65% 14% BCDE | 46 54% 2% |
| 27 1% 100% | 4 1% 16% | 5 1% 18% | 12 1% 47% | 2 7% | 1 1% 3% | 2 6% | - - |
| 1086 30% 100% | 112 24% 10% | 174 30% 16% AF | 402 33% 37% AF | 230 34% 21% AF | 25 40% 2% AF | 98 22% 9% | 23 28% 2% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.8 HAVE YOU USED ANY OTHER POSTAL OPERATOR APART FROM ROYAL MAIL TO SEND PARCELS/ PACKETS?

BASE : ALL THOSE WHO SEND PARCELS IN AN AVERAGE MONTH

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|--|---------------------------------|-----------------|-------------------|-------------------|-------------------|------------------------|------------------------|-------------------|--------------------|------------------------|--------------------|---------------------|------------------------------------|----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% . | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% . | 165 5% | 3068 85% | 295 8% |
| YES | 405 11% 100% | 22 19% 5% | 91 14% 22% | 146 14% 36% | 73 10% 18% | 44 9% 11% | 29 5% 7% | 113 15% 28% | 220 12% 54% | 72 7% 18% | 352 12% 87% | 32 10% 8% | 7 7% 2% | 15 9% 4% | 344 11% 85% | 32 11% 8% |
| NO | 2072 57% 100% | 75 64% 4% | 414 65% 20% | 648 60% 31% | 421 55% 20% | 246 53% 12% | 268 50% 13% | 489 65% 24% | 1069 58% 52% | 514 51% 25% | 1761 58% 85% | 167 53% 8% | 59 58% 3% | 85 52% 4% | 1769 58% 85% | 162 55% 8% |
| DON'T KNOW | 27 1% 100% | - - - | 5 1% 19% | 9 1% 32% | 7 1% 25% | 5 1% 19% | 1 5% 5% | 5 1% 19% | 15 1% 57% | 6 1% 24% | 27 1% 100% | - - - | - - - | - - - | 13 48% 48% | 10 3% 35% T |
| DON'T SEND PARCELS IN AN AVERAGE MONTH | 1086 30% 100% ABC G | 21 18% 2% | 124 20% 11% | 276 26% 25% | 260 34% 24% | 170 36% 16% T | 236 44% 22% T | 145 19% 13% | 536 29% 49% | 406 40% 37% T | 872 29% 80% | 114 36% 10% | 35 35% 3% | 65 40% 6% T | 933 30% 86% | 89 30% 8% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.8 HAVE YOU USED ANY OTHER POSTAL OPERATOR APART FROM ROYAL MAIL TO SEND PARCELS/ PACKETS?

BASE : ALL THOSE WHO SEND PARCELS IN AN AVERAGE MONTH

| | TOTAL (H) | URBAN | | | | | | |
|---|---------------------------|----------------------------------|---|-----------------------|------------------------|-------------------|----------------------|--------------------|
| | | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| UNWEIGHTED TOTAL | 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| WEIGHTED TOTAL | 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| YES | 405 11% 100% | 124 12% 31% | 66 10% 16% | 57 15% 14% H | 194 10% 48% | 79 13% 20% | 21 18% 5% H | 317 11% 78% |
| NO | 2072 57% 100% | 623 59% 30% | 384 57% 19% | 239 63% 12% | 1051 56% 51% | 366 62% 18% | 63 56% 3% | 1674 57% 81% |
| DON'T KNOW | 27 1% 100% | 9 1% 34% | 6 1% 22% | 3 1% 12% | 14 1% 54% | 2 1% 9% | 1 1% 3% | 23 1% 88% |
| DON'T SEND PARCELS IN AN AVERAGE MONTH | 1086 30% 100% CE | 286 27% 26% | 208 31% 19% | 78 21% 7% | 631 33% 58% H | 146 25% 13% | 28 25% 3% | 918 31% 84% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.8 HAVE YOU USED ANY OTHER POSTAL OPERATOR APART FROM ROYAL MAIL TO SEND PARCELS/ PACKETS?

BASE : ALL THOSE WHO SEND PARCELS IN AN AVERAGE MONTH

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|---|---------------------------|-----------------------|-------------------|-------------------|-------------------|-----------------|------------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| YES | 405 11% 100% | 64 14% 16% | 60 10% 15% | 117 10% 29% | 77 11% 19% | 9 14% 2% | 15 18% 4% |
| NO | 2072 57% 100% | 285 61% 14% | 339 58% 16% | 681 56% 33% | 370 54% 18% | 28 45% 1% | 291 65% 14% H |
| DON'T KNOW | 27 1% 100% | 4 1% 16% | 5 1% 18% | 12 1% 47% | 2 7% | 1 1% 3% | 2 6% |
| DON'T SEND PARCELS IN AN AVERAGE MONTH | 1086 30% 100% AF | 112 24% 10% | 174 30% 16% | 402 33% 37% | 230 34% 21% | 25 40% 2% | 98 22% 9% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.8 HAVE YOU USED ANY OTHER POSTAL OPERATOR APART FROM ROYAL MAIL TO SEND PARCELS/ PACKETS?

BASE : ALL THOSE WHO SEND PARCELS IN AN AVERAGE MONTH

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|---------------------|--------------------------|--------------------------|--------------------------|--------------------------|---------------------------|---------------------------|-------------------------|---------------------------|---------------------------|--------------------------|--------------------------|---------------------------------|-------------------------------|---------------------------|-----------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| YES | 405 11% 100% | 59 16% DEF | 53 14% EF | 116 13% EF | 103 11% F | 35 8% 9% | 38 7% 9% | 19 12% O | 54 10% O | 33 10% O | 63 21% GHIL MNO | 110 16% 27% O | 25 9% 6% O | 30 10% 7% O | 55 9% 14% O | 15 4% 4% |
| NO | 2072 57% 100% | 237 62% 11% CEF | 252 68% 12% CEF | 492 54% 24% | 577 62% 28% CEF | 223 51% 11% | 291 51% 14% | 101 65% 5% ILO | 316 57% 15% | 173 51% 8% | 194 65% 9% ILNO | 417 59% 20% ILO | 138 50% 7% | 194 65% 9% HILN O | 336 57% 16% L | 204 51% 10% |
| DON'T KNOW | 27 1% 100% | 4 1% 15% | 1 1% 4% | 8 1% 32% | 7 1% 25% | 4 1% 13% | 3 1% 11% | - - - | 4 1% 16% | 5 2% 19% L | 4 1% 16% | 8 1% 28% | - - - | 1 1% 3% | 3 1% 12% | 1 1% 5% |
| DON'T SEND PARCELS IN AN AVERAGE MONTH | 1086 30% 100% | 81 21% 7% | 64 17% 6% | 293 32% 27% ABD | 243 26% 22% B | 169 39% 16% ABCD | 237 41% 22% ABCD | 35 23% 3% J | 178 32% 16% GJKM | 121 36% 11% GJKM | 37 12% 3% J | 164 23% 15% J | 110 40% 10% GHJKM N | 73 24% 7% J | 193 33% 18% GJKM | 175 44% 16% GHJKMN |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.8 HAVE YOU USED ANY OTHER POSTAL OPERATOR APART FROM ROYAL MAIL TO SEND PARCELS/ PACKETS?

BASE : ALL THOSE WHO SEND PARCELS IN AN AVERAGE MONTH

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|----------------------------------|-----------------------|------------------------|-----------------------|-------------------------|------------------------|------------------------|----------------------|------------------------|------------------------|-----------------------|------------------------|------------------------|-----------------------|----------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| YES | 405 11% 100% EFO | 59 16% 15% P | 53 14% 13% | 116 13% 29% | 103 11% 25% | 35 8% 9% | 38 7% 9% | 19 12% 5% | 54 10% 13% | 33 10% 8% | 63 21% 16% P | 110 16% 27% | 25 9% 6% | 30 10% 7% | 55 9% 14% | 15 4% 4% |
| NO | 2072 57% 100% EFIL O | 237 62% 11% | 252 68% 12% P | 492 54% 24% | 577 62% 28% P | 223 51% 11% | 291 51% 14% | 101 65% 5% | 316 57% 15% | 173 51% 8% | 194 65% 9% P | 417 59% 20% | 138 50% 7% | 194 65% 9% P | 336 57% 16% | 204 51% 10% |
| DON'T KNOW | 27 1% 100% | 4 1% 15% | 1 1% 4% | 8 1% 32% | 7 1% 25% | 4 1% 13% | 3 1% 11% | - - - | 4 1% 16% | 5 2% 19% | 4 1% 16% | 8 1% 28% | - - - | 1 1% 3% | 3 1% 12% | 1 1% 5% |
| DON'T SEND PARCELS IN AN AVERAGE MONTH | 1086 30% 100% ABDJM | 81 21% 7% | 64 17% 6% | 293 32% 27% | 243 26% 22% | 169 39% 16% P | 237 41% 22% P | 35 23% 3% | 178 32% 16% | 121 36% 11% P | 37 12% 3% | 164 23% 15% | 110 40% 10% P | 73 24% 7% | 193 33% 18% | 175 44% 16% P |

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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.8 HAVE YOU USED ANY OTHER POSTAL OPERATOR APART FROM ROYAL MAIL TO SEND PARCELS/ PACKETS?

BASE : ALL THOSE WHO SEND PARCELS IN AN AVERAGE MONTH

| TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | | |
|--|-----------------------------|----------------------------|--------------------------|--|-------------------------|------------------------|------------------------|------------------------------------|---------------------------|------------------------|------------------------|
| | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) | |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| YES | 405 11% 100% | 49 9% 12% | 352 12% 87% A | 16 10% 4% | 362 13% 89% E | 43 5% 11% | 12 4% 3% | 37 7% 9% | 356 13% 88% FGJ | 37 7% 9% | 12 4% 3% |
| NO | 2072 57% 100% | 285 51% 14% C | 1780 59% 86% AC | 63 40% 3% | 1648 60% 80% E | 424 48% 20% | 139 51% 7% | 229 46% 11% | 1694 60% 82% FGJ | 238 46% 12% | 149 50% 7% |
| DON'T KNOW | 27 1% 100% | 4 1% 15% | 23 1% 85% | 1 . 2% | 21 1% 79% | 6 1% 21% | 2 1% 7% | 2 . 9% | 22 1% 81% | 3 1% 12% | 3 1% 11% |
| DON'T SEND PARCELS IN AN AVERAGE MONTH | 1086 30% 100% | 225 40% 21% B | 854 28% 79% | 76 48% 7% B | 689 25% 63% | 397 45% 37% D | 119 44% 11% H | 222 45% 20% H | 733 26% 67% | 235 45% 22% H | 131 44% 12% H |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.8 HAVE YOU USED ANY OTHER POSTAL OPERATOR APART FROM ROYAL MAIL TO SEND PARCELS/ PACKETS?

BASE : ALL THOSE WHO SEND PARCELS IN AN AVERAGE MONTH

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|------------------------------------|--|---|-----------------------|---|----------------------------|-------------------------|------------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| YES | 405 11% 100% EFGIJ | 49 9% 12% | 352 12% 87% | 16 10% 4% | 362 13% 89% K | 43 5% 11% | 12 4% 3% | 37 7% 9% | 356 13% 88% | 37 7% 9% | 12 4% 3% |
| NO | 2072 57% 100% ACEFG IJ | 285 51% 14% | 1780 59% 86% | 63 40% 3% | 1648 60% 80% K | 424 48% 20% | 139 51% 7% | 229 46% 11% | 1694 60% 82% K | 238 46% 12% | 149 50% 7% |
| DON'T KNOW | 27 1% 100% | 4 1% 15% | 23 1% 85% | 1 2% | 21 1% 79% | 6 1% 21% | 2 1% 7% | 2 1% 9% | 22 1% 81% | 3 1% 12% | 3 1% 11% |
| DON'T SEND PARCELS IN AN AVERAGE MONTH | 1086 30% 100% DH | 225 40% 21% K | 854 28% 79% | 76 48% 7% K | 689 25% 63% | 397 45% 37% K | 119 44% 11% K | 222 45% 20% K | 733 26% 67% | 235 45% 22% K | 131 44% 12% K |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.8 HAVE YOU USED ANY OTHER POSTAL OPERATOR APART FROM ROYAL MAIL TO SEND PARCELS/ PACKETS?

BASE : ALL THOSE WHO SEND PARCELS IN AN AVERAGE MONTH

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|---------------------|---------------------------|-----------------------|--------------------------|---------------------------|-------------------------|---------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|---------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| YES | 405 11% 100% | 110 16% 27% BDEF | 2 3% 1% | 196 13% 48% BDF | 24 7% 6% F | 55 10% 14% BF | 17 4% 4% | 90 11% 22% L | 17 8% 4% L | 183 16% 45% GHKL | 16 10% 4% L | 90 11% 22% L | 11 2% 3% |
| NO | 2072 57% 100% | 437 65% 21% DEF | 52 66% 3% DF | 916 61% 44% DEF | 153 46% 7% | 295 55% 14% DF | 219 47% 11% | 496 60% 24% HL | 94 43% 5% HL | 666 59% 32% HL | 82 53% 4% | 486 62% 23% HL | 247 49% 12% |
| DON'T KNOW | 27 1% 100% | 5 1% 19% | - - | 12 1% 44% | 3 1% 13% | 4 1% 16% | 2 9% | 7 1% 27% | 2 1% 9% | 12 1% 44% | - - | 2 7% | 3 1% 13% |
| DON'T SEND PARCELS IN AN AVERAGE MONTH | 1086 30% 100% | 122 18% 11% | 23 29% 2% A | 385 25% 35% A | 151 46% 14% ABCE | 182 34% 17% AC | 223 48% 21% ABCE | 231 28% 21% I | 103 47% 9% GIK | 255 23% 23% | 56 36% 5% IK | 203 26% 19% | 239 47% 22% GIJK |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.8 HAVE YOU USED ANY OTHER POSTAL OPERATOR APART FROM ROYAL MAIL TO SEND PARCELS/ PACKETS?

BASE : ALL THOSE WHO SEND PARCELS IN AN AVERAGE MONTH

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|-----------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| YES | 405 11% 100% BDFL | 110 16% 27% M | 2 3% 1% | 196 13% 48% | 24 7% 6% | 55 10% 14% | 17 4% 4% | 90 11% 22% | 17 8% 4% | 183 16% 45% M | 16 10% 4% | 90 11% 22% | 11 2% 3% |
| NO | 2072 57% 100% DFHL | 437 65% 21% M | 52 66% 3% | 916 61% 44% | 153 46% 7% | 295 55% 14% | 219 47% 11% | 496 60% 24% | 94 43% 5% | 666 59% 32% | 82 53% 4% | 486 62% 23% M | 247 49% 12% |
| DON'T KNOW | 27 1% 100% | 5 1% 19% | - - | 12 1% 44% | 3 1% 13% | 4 1% 16% | 2 9% | 7 1% 27% | 2 1% 9% | 12 1% 44% | - - | 2 7% | 3 1% 13% |
| DON'T SEND PARCELS IN AN AVERAGE MONTH | 1086 30% 100% ACK | 122 18% 11% | 23 29% 2% | 385 25% 35% | 151 46% 14% M | 182 34% 17% | 223 48% 21% M | 231 28% 21% | 103 47% 9% M | 255 23% 23% | 56 36% 5% | 203 26% 19% | 239 47% 22% M |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL THOSE WHO USE OTHER OPERATORS APART FROM ROYAL MAIL

| TOTAL | AGE | | | | | | | | | | | | | |
|--------------------|------------------|------------------|-----------------------|-----------------------|-----------------------|----------------------|-----------------|-----------------------|------------------------|------------------------|------------------|-----------------------|------------------------|--|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) | |
| 381 100% | 35 9% | 64 17% | 103 27% | 67 18% | 66 17% | 37 10% | 9 2% | 99 26% | 236 62% | 46 12% | 99 26% | 170 45% | 112 29% | |
| 405 100% | 44** 11% | 62* 15% | 121* 30% | 78* 19% | 63* 15% | 27* 7% | 10** 3% | 106* 26% | 261 64% | 38* 9% | 106* 26% | 198 49% | 100* 25% | |
| 109 27% 100% | 9 21% 8% | 19 31% 18% | 36 30% 33% | 15 19% 14% | 20 32% 19% | 9 34% 8% | 1 7% 1% | 29 27% 26% | 71 27% 65% | 10 26% 9% | 29 27% 26% | 51 25% 46% | 30 30% 28% | |
| 42 10% 100% | 5 12% 12% | 7 12% 18% | 17 14% 42% D | 3 4% 7% | 6 9% 13% | 3 12% 8% | - - - | 13 12% 30% | 26 10% 62% | 3 8% 8% | 13 12% 30% | 20 10% 49% | 9 9% 21% | |
| 22 5% 100% | 2 5% 10% | 5 9% 25% | 6 5% 28% | 4 5% 18% | 3 6% 16% | 1 3% 4% | - - - | 7 7% 34% | 13 5% 62% | 1 2% 4% | 7 7% 34% | 10 5% 46% | 4 4% 20% | |
| 148 37% 100% | 18 41% 12% | 22 35% 15% | 48 40% 33% | 30 38% 20% | 23 37% 16% | 7 26% 5% | - - - | 40 38% 27% J | 101 39% 68% J | 7 19% 5% | 40 38% 27% | 78 39% 53% | 30 30% 20% | |
| 94 23% 100% | 12 28% 13% | 10 15% 10% | 33 28% 36% | 23 30% 24% | 9 15% 10% | 6 21% 6% | 1 7% 1% | 22 20% 23% | 66 25% 70% | 6 17% 7% | 22 20% 23% | 56 28% 60% M | 16 16% 17% | |
| 49 12% 100% | 2 6% 5% | 5 7% 9% | 19 16% 39% F | 12 16% 25% F | 10 15% 20% F | - - - | 1 10% 2% | 7 7% 14% | 41 16% 84% HJ | 1 3% 2% | 7 7% 14% | 31 16% 64% K | 11 11% 22% | |
| 26 6% 100% | 2 5% 8% | 4 7% 16% | 11 9% 42% | 3 4% 12% | 4 7% 16% | 2 6% 6% | - - - | 6 6% 24% | 18 7% 70% | 2 4% 6% | 6 6% 24% | 14 7% 54% | 6 6% 22% | |
| 51 13% 100% | 6 13% 11% | 8 13% 16% | 14 12% 28% | 12 16% 24% | 5 8% 10% | 2 8% 4% | 3 31% 6% | 14 13% 27% | 32 12% 62% | 5 14% 11% | 14 13% 27% | 26 13% 52% | 10 10% 21% | |
| 42 10% 100% | 1 3% 3% | 6 9% 14% | 7 6% 16% | 10 13% 25% | 8 12% 18% | 6 21% 14% C | 5 45% 11% | 7 7% 17% | 24 9% 59% | 10 27% 25% HI | 7 7% 17% | 17 9% 40% | 18 18% 43% KL | |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL THOSE WHO USE OTHER OPERATORS APART FROM ROYAL MAIL

| TOTAL (N) | AGE | | | | | | | | | | | | |
|-------------------------|------------------|------------------|------------------|------------------|------------------|-----------------|-----------------|------------------|-------------------|-----------------------|------------------|------------------|-----------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 381 100% | 35 9% | 64 17% | 103 27% | 67 18% | 66 17% | 37 10% | 9 2% | 99 26% | 236 62% | 46 12% | 99 26% | 170 45% | 112 29% |
| 405 100% | 44** 11% | 62* 15% | 121* 30% | 78* 19% | 63* 15% | 27* 7% | 10** 3% | 106* 26% | 261 64% | 38* 9% | 106* 26% | 198 49% | 100* 25% |
| 109 27% 100% | 9 21% 8% | 19 31% 18% | 36 30% 33% | 15 19% 14% | 20 32% 19% | 9 34% 8% | 1 7% 1% | 29 27% 26% | 71 27% 65% | 10 26% 9% | 29 27% 26% | 51 25% 46% | 30 30% 28% |
| 42 10% 100% | 5 12% 12% | 7 12% 18% | 17 14% 42% | 3 4% 7% | 6 9% 13% | 3 12% 8% | - - - | 13 12% 30% | 26 10% 62% | 3 8% 8% | 13 12% 30% | 20 10% 49% | 9 9% 21% |
| 22 5% 100% | 2 5% 10% | 5 9% 25% | 6 5% 28% | 4 5% 18% | 3 6% 16% | 1 3% 4% | - - - | 7 7% 34% | 13 5% 62% | 1 2% 4% | 7 7% 34% | 10 5% 46% | 4 4% 20% |
| 148 37% 100% J | 18 41% 12% | 22 35% 15% | 48 40% 33% | 30 38% 20% | 23 37% 16% | 7 26% 5% | - - - | 40 38% 27% | 101 39% 68% | 7 19% 5% | 40 38% 27% | 78 39% 53% | 30 30% 20% |
| 94 23% 100% | 12 28% 13% | 10 15% 10% | 33 28% 36% | 23 30% 24% | 9 15% 10% | 6 21% 6% | 1 7% 1% | 22 20% 23% | 66 25% 70% | 6 17% 7% | 22 20% 23% | 56 28% 60% | 16 16% 17% |
| 49 12% 100% F | 2 6% 5% | 5 7% 9% | 19 16% 39% | 12 16% 25% | 10 15% 20% | - - - | 1 10% 2% | 7 7% 14% | 41 16% 84% | 1 3% 2% | 7 7% 14% | 31 13% 64% | 11 11% 22% |
| 26 6% 100% | 2 5% 8% | 4 7% 16% | 11 9% 42% | 3 4% 12% | 4 7% 16% | 2 6% 6% | - - - | 6 6% 24% | 18 7% 70% | 2 4% 6% | 6 6% 24% | 14 7% 54% | 6 6% 22% |
| 51 13% 100% | 6 13% 11% | 8 13% 16% | 14 12% 28% | 12 16% 24% | 5 8% 10% | 2 8% 4% | 3 31% 6% | 14 13% 27% | 32 12% 62% | 5 14% 11% | 14 13% 27% | 26 13% 52% | 10 10% 21% |
| 42 10% 100% | 1 3% 3% | 6 9% 14% | 7 6% 16% | 10 13% 25% | 8 12% 18% | 6 21% 14% | 5 45% 11% | 7 7% 17% | 24 9% 59% | 10 27% 25% N | 7 7% 17% | 17 9% 40% | 18 18% 43% N |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL THOSE WHO USE OTHER OPERATORS APART FROM ROYAL MAIL

| | TOTAL | SEX | | SEX/AGE | | | | | |
|---|--------------------|-----------------------|-----------------------|----------------------|-------------------------|--------------------|------------------------|------------------------|---------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 381 100% | 179 47% | 202 53% | 43 11% | 75 20% | 61 16% | 56 15% | 95 25% | 51 13% |
| WEIGHTED TOTAL | 405 100% | 210 52% | 194 48% | 54* 13% | 105* 26% | 51* 13% | 52* 13% | 93* 23% | 49* 12% |
| ROYAL MAIL | 109 27% 100% | 64 30% 59% | 45 23% 41% | 17 31% 15% | 30 29% 28% | 17 33% 16% | 12 23% 11% | 20 22% 18% | 13 27% 12% |
| HERMES(MYHERMES) | 42 10% 100% | 17 8% 40% | 25 13% 60% | 3 6% 7% | 11 10% 25% | 3 6% 7% | 10 18% 23% | 10 11% 23% | 6 12% 14% |
| COLLECT+(HDN) | 22 5% 100% | 7 3% 33% | 15 8% 67% | 3 5% 12% | 3 3% 13% | 2 3% 8% | 5 10% 23% | 7 8% 33% | 3 5% 12% |
| DHL SERVICE POINT | 148 37% 100% | 90 43% 61% B | 58 30% 39% | 21 38% 14% | 50 47% 33% GH | 20 39% 13% | 19 37% 13% | 28 30% 19% | 10 21% 7% |
| UPS | 94 23% 100% | 64 31% 69% B | 29 15% 31% | 15 28% 16% | 39 37% 41% FGH | 10 20% 11% | 6 12% 7% | 18 19% 19% | 5 11% 6% |
| CITILINK | 49 12% 100% | 36 17% 73% B | 13 7% 27% | 4 8% 9% | 24 22% 48% FGH | 8 15% 16% | 3 5% 5% | 7 8% 15% | 3 6% 6% |
| OTHERS VIA BROKERS: PARCEL TO GO ETC | 26 6% 100% | 14 7% 53% | 12 6% 47% | 4 7% 14% | 7 6% 26% | 4 7% 13% | 3 5% 10% | 7 8% 28% | 2 5% 9% |
| OTHER (PLEASE SPECIFY) | 51 13% 100% | 28 13% 54% | 23 12% 46% | 8 15% 16% | 14 13% 27% | 6 11% 11% | 6 11% 12% | 12 13% 24% | 5 10% 10% |
| DON'T KNOW | 42 10% 100% | 14 6% 32% | 28 15% 68% A | 5 9% 11% | 6 6% 15% | 2 5% 6% | 2 4% 6% | 11 11% 25% | 15 31% 37% CDEFG |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL THOSE WHO USE OTHER OPERATORS APART FROM ROYAL MAIL

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|---|-------------------------|------------------|------------------|----------------------|-----------------------|--------------------|------------------------|------------------------|-----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 381 100% | 179 47% | 202 53% | 43 11% | 75 20% | 61 16% | 56 15% | 95 25% | 51 13% |
| WEIGHTED TOTAL | 405 100% | 210 52% | 194 48% | 54* 13% | 105* 26% | 51* 13% | 52* 13% | 93* 23% | 49* 12% |
| ROYAL MAIL | 109 27% 100% | 64 30% 59% | 45 23% 41% | 17 31% 15% | 30 29% 28% | 17 33% 16% | 12 23% 11% | 20 22% 18% | 13 27% 12% |
| HERMES(MYHERMES) | 42 10% 100% | 17 8% 40% | 25 13% 60% | 3 6% 7% | 11 10% 25% | 3 6% 7% | 10 18% 23% | 10 11% 23% | 6 12% 14% |
| COLLECT+(HDN) | 22 5% 100% | 7 3% 33% | 15 8% 67% | 3 5% 12% | 3 3% 13% | 2 3% 8% | 5 10% 23% | 7 8% 33% | 3 5% 12% |
| DHL SERVICE POINT | 148 37% 100% H | 90 43% 61% | 58 30% 39% | 21 38% 14% | 50 47% 33% | 20 39% 13% | 19 37% 13% | 28 30% 19% | 10 21% 7% |
| UPS | 94 23% 100% B | 64 31% 69% | 29 15% 31% | 15 28% 16% | 39 37% 41% I | 10 20% 11% | 6 12% 7% | 18 19% 19% | 5 11% 6% |
| CITILINK | 49 12% 100% | 36 17% 73% | 13 7% 27% | 4 8% 9% | 24 22% 48% I | 8 15% 16% | 3 5% 5% | 7 8% 15% | 3 6% 6% |
| OTHERS VIA BROKERS: PARCEL TO GO ETC | 26 6% 100% | 14 7% 53% | 12 6% 47% | 4 7% 14% | 7 6% 26% | 4 7% 13% | 3 5% 10% | 7 8% 28% | 2 5% 9% |
| OTHER (PLEASE SPECIFY) | 51 13% 100% | 28 13% 54% | 23 12% 46% | 8 15% 16% | 14 13% 27% | 6 11% 11% | 6 11% 12% | 12 13% 24% | 5 10% 10% |
| DON'T KNOW | 42 10% 100% | 14 6% 32% | 28 15% 68% | 5 9% 11% | 6 6% 15% | 2 5% 6% | 2 4% 6% | 11 11% 25% | 15 31% 37% I |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL THOSE WHO USE OTHER OPERATORS APART FROM ROYAL MAIL

| | TOTAL | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|--|--------------------|------------------|------------------|------------------|------------------|------------------|-----------------|------------------|------------------|------------------|--------------------|---------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| | 381 100% | 20 5% | 90 24% | 119 31% | 64 17% | 47 12% | 41 11% | 110 29% | 183 48% | 88 23% | 340 89% | 21 6% | 7 2% | 13 3% | 319 84% | 36 9% |
| | 405 100% | 22** 5% | 91** 22% | 146 36% | 73** 18% | 44** 11% | 29** 7% | 113** 28% | 220 54% | 72** 18% | 352 87% | 32** 8% | 7** 2% | 15** 4% | 344 85% | 32** 8% |
| | 109 27% 100% | 9 40% 8% | 27 30% 24% | 41 28% 37% | 17 23% 15% | 10 24% 10% | 6 21% 5% | 36 32% 33% | 57 26% 52% | 16 23% 15% | 96 27% 88% | 11 35% 10% | 1 12% 1% | 1 10% 1% | 90 26% 82% | 8 26% 8% |
| | 42 10% 100% | - - - | 7 8% 18% | 17 12% 41% | 10 13% 23% | 5 12% 13% | 2 7% 5% | 7 7% 18% | 27 12% 64% | 7 10% 18% | 31 9% 73% | 9 28% 22% | 2 33% 5% | - - - | 41 12% 98% | 1 2% 2% |
| | 22 5% 100% | 2 8% 9% | 3 3% 12% | 9 6% 43% | 4 5% 17% | 3 8% 15% | 1 3% 2% | 5 4% 21% | 13 6% 60% | 4 5% 19% | 18 5% 81% | 1 3% 4% | 1 8% 3% | 3 18% 12% | 19 5% 86% | 3 10% 14% |
| | 148 37% 100% | 10 46% 7% | 32 35% 22% | 59 41% 40% | 24 32% 16% | 13 29% 9% | 10 35% 7% | 42 37% 28% | 83 38% 56% | 23 31% 15% | 130 37% 88% | 10 31% 7% | 1 13% 1% | 7 47% 5% | 117 34% 79% | 14 45% 10% |
| | 94 23% 100% | 11 51% 12% | 22 24% 23% | 32 22% 34% | 12 16% 12% | 9 20% 10% | 8 29% 9% | 33 29% 35% | 43 20% 46% | 17 24% 19% | 85 24% 91% | 6 18% 6% | 1 14% 1% | 2 12% 2% | 82 24% 88% | 4 13% 4% |
| | 49 12% 100% | 4 18% 8% | 11 12% 22% | 19 13% 39% | 10 14% 21% | 1 2% 2% | 4 14% 8% | 15 13% 30% | 29 13% 60% | 5 10% 10% | 43 12% 88% | 2 7% 4% | - - - | 4 25% 7% | 43 13% 89% | 2 7% 5% |
| | 26 6% 100% | 1 3% 3% | 5 5% 19% | 6 4% 25% | 8 11% 31% | 3 6% 10% | 3 11% 13% | 6 5% 22% | 15 7% 56% | 6 8% 23% | 24 7% 91% | 2 7% 9% | - - - | - - - | 21 6% 82% | 2 5% 6% |
| | 51 13% 100% | 1 6% 3% | 16 18% 31% | 16 11% 31% | 7 9% 14% | 8 19% 16% | 2 5% 5% | 17 15% 34% | 23 10% 45% | 11 15% 21% | 39 11% 76% | 7 23% 14% | 1 20% 3% | 4 26% 7% | 49 14% 97% O | 1 2% 1% |
| | 42 10% 100% | 4 20% 10% | 6 6% 13% | 19 13% 45% | 10 13% 24% | 3 6% 7% | 1 2% 1% | 10 9% 24% | 29 13% 68% | 3 5% 8% | 37 11% 88% | 3 8% 6% | - - - | 2 15% 5% | 39 11% 94% | 2 8% 6% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL THOSE WHO USE OTHER OPERATORS APART FROM ROYAL MAIL

| TOTAL | URBAN | | | | | | |
|--------------------|-------------------------------|--|------------------------|------------------------|------------------|----------------------|-------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 381 100% | 123 32% | 64 17% | 59 15% | 182 48% | 69 18% | 20 5% | 305 80% |
| 405 100% | 124 31% | 66 16% | 57 14% | 194 48% | 79 20% | 21 5% | 317 78% |
| 109 27% 100% | 39 31% 35% | 18 28% 17% | 20 35% 18% | 49 25% 45% | 22 27% 20% | 7 34% 6% | 88 28% 80% |
| 42 10% 100% | 13 11% 31% | 11 16% 26% C | 2 4% 6% | 18 9% 42% | 11 14% 27% | 4 20% 10% | 31 10% 73% |
| 22 5% 100% | 7 6% 34% | 6 9% 29% | 1 2% 5% | 11 6% 51% | 3 4% 15% | 1 7% 6% | 19 6% 85% |
| 148 37% 100% | 59 48% 40% D | 29 43% 19% | 30 53% 20% DG | 59 31% 40% | 29 36% 19% | 6 31% 4% | 118 37% 80% |
| 94 23% 100% | 26 21% 28% | 10 15% 11% | 16 28% 17% | 47 24% 51% | 20 25% 21% | 3 14% 3% | 74 23% 79% |
| 49 12% 100% | 16 13% 32% | 12 18% 24% | 4 7% 8% | 21 11% 43% | 11 14% 23% | 5 24% 10% | 37 12% 75% |
| 26 6% 100% | 9 7% 35% | 7 10% 27% | 2 4% 8% | 13 7% 50% | 4 5% 15% | 3 12% 10% | 22 7% 85% |
| 51 13% 100% | 8 6% 15% | 5 8% 11% | 2 4% 4% | 28 14% 54% AC | 12 15% 23% | 1 6% 3% | 35 11% 69% |
| 42 10% 100% | 11 9% 26% | 7 11% 18% | 4 6% 9% | 21 11% 50% | 8 10% 18% | 2 8% 4% | 32 10% 76% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL THOSE WHO USE OTHER OPERATORS APART FROM ROYAL MAIL

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|--------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|-----------------------|----------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 381 100% | 65 17% | 58 15% | 114 30% | 68 18% | 8 2% | 46 12% | 15 4% |
| 405 100% | 64* 16% | 60* 15% | 117 29% | 77* 19% | 9** 2% | 56* 14% | 15** 4% |
| 109 27% 100% | 21 34% 19% D | 17 29% 16% D | 39 34% 36% D | 10 13% 9% | 5 56% 4% | 15 26% 13% | 2 15% 2% |
| 42 10% 100% | 2 4% 6% | 11 18% 26% A | 12 10% 29% | 6 7% 13% | 2 28% 6% | 5 10% 13% | 4 24% 9% |
| 22 5% 100% | 2 4% 11% | 5 8% 23% | 6 5% 27% | 5 7% 24% | 2 23% 9% | 1 2% 6% | - - - |
| 148 37% 100% | 32 50% 22% C | 27 45% 18% C | 32 27% 21% | 28 36% 19% | 5 59% 3% | 21 38% 14% | 2 15% 2% |
| 94 23% 100% | 17 27% 19% | 9 15% 10% | 28 24% 30% | 19 25% 20% | 2 22% 2% | 17 31% 18% | 1 6% 1% |
| 49 12% 100% | 4 6% 8% | 12 19% 24% A | 13 11% 27% | 8 10% 16% | 3 38% 7% | 6 11% 13% | 2 11% 3% |
| 26 6% 100% | 3 5% 12% | 6 10% 22% | 8 7% 32% | 5 6% 18% | 1 7% 2% | 1 2% 5% | 2 13% 8% |
| 51 13% 100% | 2 3% 4% | 5 9% 11% | 17 14% 33% A | 11 14% 21% | - - - | 10 19% 20% A | 1 9% 3% |
| 42 10% 100% | 4 6% 9% | 7 12% 18% | 7 6% 17% | 14 18% 33% C | - - - | 6 11% 14% | 2 11% 4% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL THOSE WHO USE OTHER OPERATORS APART FROM ROYAL MAIL

| | TOTAL (T) | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|---|--------------------|------------------|------------------|------------------|------------------|------------------|-----------------|------------------|------------------|------------------|--------------------|---------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 381 100% | 20 5% | 90 24% | 119 31% | 64 17% | 47 12% | 41 11% | 110 29% | 183 48% | 88 23% | 340 89% | 21 6% | 7 2% | 13 3% | 319 84% | 36 9% |
| WEIGHTED TOTAL | 405 100% | 22** 5% | 91* 22% | 146 36% | 73* 18% | 44* 11% | 29* 7% | 113* 28% | 220 54% | 72* 18% | 352 87% | 32** 8% | 7** 2% | 15** 4% | 344 85% | 32* 8% |
| ROYAL MAIL | 109 27% 100% | 9 40% 8% | 27 30% 24% | 41 28% 37% | 17 23% 15% | 10 24% 10% | 6 21% 5% | 36 32% 33% | 57 26% 52% | 16 23% 15% | 96 27% 88% | 11 35% 10% | 1 12% 1% | 1 10% 1% | 90 26% 82% | 8 26% 8% |
| HERMES (MYHERMES) | 42 10% 100% | - - - | 7 8% 18% | 17 12% 41% | 10 13% 23% | 5 12% 13% | 2 7% 5% | 7 7% 18% | 27 12% 64% | 7 10% 18% | 31 9% 73% | 9 28% 22% | 2 33% 5% | - - - | 41 12% 98% | 1 7% 2% |
| COLLECT+ (HBN) | 22 5% 100% | 2 8% 9% | 3 3% 12% | 9 6% 43% | 4 5% 17% | 3 8% 15% | 1 3% 3% | 5 4% 21% | 13 6% 60% | 4 6% 19% | 18 5% 81% | 1 3% 4% | 1 8% 3% | 3 18% 12% | 19 5% 86% | 3 10% 14% |
| DHL SERVICE POINT | 148 37% 100% | 10 46% 7% | 32 35% 22% | 59 41% 40% | 24 32% 16% | 13 29% 9% | 10 35% 7% | 42 37% 28% | 83 38% 56% | 23 31% 15% | 130 37% 88% | 10 31% 7% | 1 13% 1% | 7 47% 5% | 117 34% 79% | 14 45% 10% |
| UPS | 94 23% 100% | 11 51% 12% | 22 24% 23% | 32 22% 34% | 12 16% 12% | 9 20% 10% | 8 29% 9% | 33 29% 35% | 43 20% 46% | 17 24% 19% | 85 24% 91% | 6 18% 6% | 1 14% 1% | 2 12% 2% | 82 24% 88% | 4 13% 4% |
| CITILINK | 49 12% 100% | 4 18% 8% | 11 12% 22% | 19 13% 39% | 10 14% 21% | 1 2% 2% | 4 14% 8% | 15 13% 30% | 29 13% 60% | 5 7% 10% | 43 12% 88% | 2 7% 4% | - - - | 4 25% 7% | 43 13% 89% | 2 7% 5% |
| OTHERS VIA BROKERS: PARCEL TO GO ETC | 26 6% 100% | 1 3% 3% | 5 5% 19% | 6 4% 25% | 8 11% 31% | 3 6% 10% | 3 11% 13% | 6 5% 22% | 15 7% 56% | 6 8% 23% | 24 7% 91% | 2 7% 9% | - - - | - - - | 21 6% 82% | 2 5% 6% |
| OTHER (PLEASE SPECIFY) | 51 13% 100% | 1 6% 3% | 16 18% 31% | 16 11% 31% | 7 9% 14% | 8 19% 16% | 2 9% 5% | 17 15% 34% | 23 10% 45% | 11 15% 21% | 39 11% 76% | 7 23% 14% | 1 20% 3% | 4 26% 7% | 49 14% 97% | 1 2% 1% |
| DON'T KNOW | 42 10% 100% | 4 20% 10% | 6 6% 13% | 19 13% 45% | 10 13% 24% | 3 6% 7% | 1 2% 1% | 10 9% 24% | 29 13% 68% | 3 5% 8% | 37 11% 88% | 3 8% 6% | - - - | 2 15% 5% | 39 11% 94% | 2 8% 6% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL THOSE WHO USE OTHER OPERATORS APART FROM ROYAL MAIL

| TOTAL (H) | URBAN | | | | | | |
|--------------------|----------------------------------|---|-----------------------|------------------|------------------|----------------------|-------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 381 100% | 123 32% | 64 17% | 59 15% | 182 48% | 69 18% | 20 5% | 305 80% |
| 405 100% | 124 31% | 66* 16% | 57* 14% | 194 48% | 79* 20% | 21** 5% | 317 78% |
| | | . | . | | . | ** | |
| 109 27% 100% | 39 31% 35% | 18 28% 17% | 20 35% 18% | 49 25% 45% | 22 27% 20% | 7 34% 6% | 88 28% 80% |
| 42 10% 100% | 13 11% 31% | 11 16% 26% | 2 4% 6% | 18 9% 42% | 11 14% 27% | 4 20% 10% | 31 10% 73% |
| 22 5% 100% | 7 6% 34% | 6 9% 29% | 1 2% 5% | 11 6% 51% | 3 4% 15% | 1 7% 6% | 19 6% 85% |
| 148 37% 100% | 59 48% 40% H | 29 43% 19% | 30 53% 20% H | 59 31% 40% | 29 36% 19% | 6 31% 4% | 118 37% 80% |
| 94 23% 100% | 26 21% 28% | 10 15% 11% | 16 28% 17% | 47 24% 51% | 20 25% 21% | 3 14% 3% | 74 23% 79% |
| 49 12% 100% | 16 13% 32% | 12 18% 24% | 4 7% 8% | 21 11% 43% | 11 14% 23% | 5 24% 10% | 37 12% 75% |
| 26 6% 100% | 9 7% 35% | 7 10% 27% | 2 4% 8% | 13 7% 50% | 4 5% 15% | 3 12% 10% | 22 7% 85% |
| 51 13% 100% | 8 6% 15% | 5 8% 11% | 2 4% 4% | 28 14% 54% | 12 15% 23% | 1 6% 3% | 35 11% 69% |
| 42 10% 100% | 11 9% 26% | 7 11% 18% | 4 6% 9% | 21 11% 50% | 8 10% 18% | 2 8% 4% | 32 10% 76% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL THOSE WHO USE OTHER OPERATORS APART FROM ROYAL MAIL

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|---|-------------------------|-----------------------|------------------|------------------|------------------|----------------|----------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 381 100% | 65 17% | 58 15% | 114 30% | 68 18% | 8 2% | 15 4% |
| WEIGHTED TOTAL | 405 100% | 64* 16% | 60* 15% | 117 29% | 77* 19% | 9** 2% | 15** 4% |
| ROYAL MAIL | 109 27% 100% D | 21 34% 19% | 17 29% 16% | 39 34% 36% | 10 13% 9% | 5 56% 4% | 2 15% 2% |
| HERMES(MYHERMES) | 42 10% 100% | 2 4% 6% | 11 18% 26% | 12 10% 29% | 6 7% 13% | 2 28% 6% | 4 24% 9% |
| COLLECT+(HDN) | 22 5% 100% | 2 4% 11% | 5 8% 23% | 6 5% 27% | 5 7% 24% | 2 23% 9% | - - - |
| DHL SERVICE POINT | 148 37% 100% | 32 50% 22% | 27 45% 18% | 32 27% 21% | 28 36% 19% | 5 59% 3% | 2 15% 2% |
| UPS | 94 23% 100% | 17 27% 19% | 9 15% 10% | 28 24% 30% | 19 25% 20% | 2 22% 2% | 1 6% 1% |
| CITILINK | 49 12% 100% | 4 6% 8% | 12 19% 24% | 13 11% 27% | 8 10% 16% | 3 38% 7% | 2 11% 3% |
| OTHERS VIA BROKERS: PARCEL TO GO ETC | 26 6% 100% | 3 5% 12% | 6 10% 22% | 8 7% 32% | 5 6% 18% | 1 7% 2% | 2 13% 8% |
| OTHER (PLEASE SPECIFY) | 51 13% 100% A | 2 3% 4% | 5 9% 11% | 17 14% 33% | 11 14% 21% | - - - | 1 9% 3% |
| DON'T KNOW | 42 10% 100% | 4 6% 9% | 7 12% 18% | 7 6% 17% | 14 18% 33% | - - - | 2 11% 4% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL THOSE WHO USE OTHER OPERATORS APART FROM ROYAL MAIL

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|--------------------|-------------------------|-----------------------|-----------------------|-------------------------|---------------------|-----------------------|----------------------|------------------------|----------------------|-----------------------|------------------------|----------------------|--------------------|----------------------|--------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 381 100% | 53 14% | 57 15% | 87 23% | 96 25% | 39 10% | 49 13% | 20 5% | 44 12% | 35 9% | 56 15% | 83 22% | 31 8% | 34 9% | 56 15% | 22 6% |
| WEIGHTED TOTAL | 405 100% | 59* 15% | 53* 13% | 116* 29% | 103* 25% | 35* 9% | 38* 9% | 19** 5% | 54* 13% | 33** 8% | 63* 16% | 110* 27% | 25** 6% | 30* 7% | 55* 14% | 15** 4% |
| ROYAL MAIL | 109 27% 100% | 20 34% 19% | 15 29% 14% | 34 29% 31% | 23 23% 21% | 10 28% 9% | 7 18% 6% | 6 33% 6% | 19 35% 17% | 4 11% 3% | 18 29% 16% | 23 21% 21% | 10 40% 9% | 11 37% 10% | 16 29% 15% | 3 20% 3% |
| HERMES(MYHERMES) | 42 10% 100% | 2 3% 5% | 6 10% 13% | 12 10% 29% | 15 14% 36% A | 3 8% 6% | 5 13% 12% | 1 7% 3% | 9 16% 21% | 3 8% 6% | 5 8% 12% | 13 12% 31% | 3 10% 6% | 1 4% 3% | 5 9% 13% | 2 16% 5% |
| COLLECT+(HDN) | 22 5% 100% | 1 2% 6% | 3 6% 14% | 4 4% 20% | 9 9% 41% | 1 7% 7% | 3 12% 12% | 1 4% 3% | 6 10% 25% | 1 4% 5% | 4 6% 17% | 4 4% 19% | 2 8% 9% | - - - | 3 6% 16% | 1 6% 4% |
| DHL SERVICE POINT | 148 37% 100% | 27 45% 18% | 15 29% 10% | 50 43% 34% | 33 32% 22% | 13 37% 9% | 10 26% 7% | 9 45% 6% | 22 41% 15% | 9 28% 6% | 23 37% 16% | 45 40% 30% | 10 40% 7% | 10 33% 7% | 16 30% 11% | 4 25% 2% |
| UPS | 94 23% 100% | 25 42% 27% BDF | 8 15% 9% | 30 26% 32% | 14 13% 15% | 10 28% 10% | 8 20% 8% | 5 26% 5% | 10 18% 10% | 7 21% 7% | 21 34% 23% N | 29 26% 31% N | 6 24% 6% | 7 22% 7% | 5 9% 5% | 5 31% 5% |
| CITILINK | 49 12% 100% | 11 19% 23% D | 3 7% 7% | 22 19% 45% D | 7 7% 15% | 3 7% 5% | 3 7% 5% | 1 5% 2% | 4 8% 9% | 2 5% 3% | 10 15% 20% | 20 18% 40% | 2 7% 4% | 4 14% 8% | 5 10% 10% | 2 12% 3% |
| OTHERS VIA BROKERS: PARCEL TO GO ETC | 26 6% 100% | 1 2% 5% | 4 8% 17% | 10 8% 36% | 5 5% 19% | 3 9% 11% | 3 11% 11% | - - - | 4 8% 17% | 2 6% 7% | 5 8% 20% | 6 5% 23% | 3 12% 11% | * 2% 2% | 4 7% 16% | 1 8% 4% |
| OTHER (PLEASE SPECIFY) | 51 13% 100% | 10 18% 20% | 7 13% 13% | 11 10% 22% | 12 11% 23% | 6 17% 12% | 5 13% 9% | 3 17% 6% | 3 6% 6% | 8 23% 15% | 12 18% 23% | 12 11% 24% | 3 11% 5% | 2 8% 5% | 8 14% 15% | 1 3% 1% |
| DON'T KNOW | 42 10% 100% | 1 2% 3% | 9 16% 20% | 11 26% 26% | 18 17% 42% | 1 3% 3% | 2 6% 5% | - - - | 6 12% 15% | 1 2% 2% | 5 7% 11% | 11 10% 27% | 1 4% 2% | 5 17% 13% | 11 20% 26% | 2 11% 4% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL THOSE WHO USE OTHER OPERATORS APART FROM ROYAL MAIL

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|-------------------------|-----------------------|-----------------------|-----------------------|-------------------------|---------------------|-----------------------|----------------------|------------------------|----------------------|----------------------|------------------------|----------------------|--------------------|----------------------|--------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 381 100% | 53 14% | 57 15% | 87 23% | 96 25% | 39 10% | 49 13% | 20 5% | 44 12% | 35 9% | 56 15% | 83 22% | 31 8% | 34 9% | 56 15% | 22 6% |
| WEIGHTED TOTAL | 405 100% | 59* 15% | 53* 13% | 116* 29% | 103* 25% | 35* 9% | 38* 9% | 19** 5% | 54* 13% | 33** 8% | 63* 16% | 110* 27% | 25** 6% | 30* 7% | 55* 14% | 15** 4% |
| ROYAL MAIL | 109 27% 100% | 20 34% 19% | 15 29% 14% | 34 29% 31% | 23 23% 21% | 10 28% 9% | 7 18% 6% | 6 33% 6% | 19 35% 17% | 4 11% 3% | 18 29% 16% | 23 21% 21% | 10 40% 9% | 11 37% 10% | 16 29% 15% | 3 20% 3% |
| HERMES(MYHERMES) | 42 10% 100% | 2 3% 5% | 6 10% 13% | 12 10% 29% | 15 14% 36% | 3 8% 6% | 5 13% 12% | 1 7% 3% | 9 16% 21% | 3 8% 6% | 5 8% 12% | 13 10% 31% | 3 10% 6% | 1 4% 3% | 5 9% 13% | 2 16% 5% |
| COLLECT+(HBN) | 22 5% 100% | 1 2% 6% | 3 6% 14% | 4 4% 20% | 9 9% 41% | 1 4% 7% | 7 7% 12% | 1 4% 3% | 6 10% 25% | 1 4% 5% | 4 6% 17% | 4 4% 19% | 2 8% 9% | - - - | 3 6% 16% | 1 6% 4% |
| DHL SERVICE POINT | 148 37% 100% | 27 45% 18% | 15 29% 10% | 50 43% 34% | 33 32% 22% | 13 37% 9% | 10 26% 7% | 9 45% 6% | 22 41% 15% | 9 28% 6% | 23 37% 16% | 45 40% 30% | 10 40% 7% | 10 33% 7% | 16 30% 11% | 4 25% 2% |
| UPS | 94 23% 100% DN | 25 42% 27% P | 8 15% 9% | 30 26% 32% | 14 13% 15% | 10 28% 10% | 8 20% 8% | 5 26% 5% | 10 18% 10% | 7 21% 7% | 21 34% 23% | 29 26% 31% | 6 24% 6% | 7 22% 7% | 5 8% 5% | 5 31% 5% |
| CITILINK | 49 12% 100% | 11 19% 23% | 3 7% 7% | 22 19% 45% | 7 7% 15% | 3 7% 5% | 3 7% 5% | 1 5% 2% | 4 8% 9% | 2 5% 3% | 10 15% 20% | 20 18% 40% | 2 7% 4% | 4 14% 8% | 5 9% 10% | 2 12% 3% |
| OTHERS VIA BROKERS: PARCEL TO GO ETC | 26 6% 100% | 1 2% 5% | 4 8% 17% | 10 8% 36% | 5 5% 19% | 3 9% 11% | 3 8% 11% | - - - | 4 8% 17% | 2 6% 7% | 5 8% 20% | 6 5% 23% | 3 12% 11% | * 2% 2% | 4 7% 16% | 1 8% 4% |
| OTHER (PLEASE SPECIFY) | 51 13% 100% | 10 18% 20% | 7 13% 13% | 11 10% 22% | 12 11% 23% | 6 17% 12% | 5 13% 9% | 3 17% 6% | 3 6% 6% | 8 23% 15% | 12 18% 23% | 12 11% 24% | 3 11% 5% | 2 8% 5% | 8 14% 15% | 1 3% 1% |
| DON'T KNOW | 42 10% 100% | 1 2% 3% | 9 16% 20% | 11 9% 26% | 18 17% 42% | 1 3% 3% | 2 6% 5% | - - - | 6 12% 15% | 1 2% 2% | 5 7% 11% | 11 10% 27% | 1 4% 2% | 5 17% 13% | 11 20% 26% | 2 11% 4% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL THOSE WHO USE OTHER OPERATORS APART FROM ROYAL MAIL

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|--------------------|-----------------------------|----------------------------|-----------------|--|-------------------|-------------------|------------------|------------------------------------|-----------------------|---------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 381 100% | 59 15% | 319 84% | 18 5% | 341 90% | 40 10% | 15 4% | 34 9% | 332 87% | 34 9% | 15 4% |
| WEIGHTED TOTAL | 405 100% | 49* 12% | 352 87% | 16** 4% | 362 89% | 43** 11% | 12** 3% | 37** 9% | 356 88% | 37** 9% | 12** 3% |
| ROYAL MAIL | 109 27% 100% | 15 31% 14% | 93 26% 85% | 11 6% 10% | 100 28% 91% | 10 22% 9% | 1 10% 1% | 4 11% 4% | 104 29% 95% | 4 11% 4% | 1 10% 1% |
| HERMES (MYHERMES) | 42 10% 100% | 4 7% 8% | 38 11% 92% | 1 4% 1% | 38 10% 90% | 4 9% 10% | 1 5% 1% | 1 2% 2% | 41 11% 97% | 1 2% 2% | 1 5% 1% |
| COLLECT+(HBN) | 22 5% 100% | 5 10% 22% | 17 5% 78% | 1 8% 6% | 19 5% 89% | 2 6% 11% | - - - | 1 3% 5% | 21 6% 95% | 1 3% 5% | - - - |
| DHL SERVICE POINT | 148 37% 100% | 11 23% 8% | 137 39% 92% A | 4 23% 3% | 138 38% 93% | 10 23% 7% | 3 25% 2% | 15 41% 10% | 130 36% 88% | 15 41% 10% | 3 25% 2% |
| UPS | 94 23% 100% | 14 29% 15% | 76 22% 82% | 4 22% 4% | 83 23% 89% | 11 25% 11% | 2 17% 2% | 12 33% 13% | 80 22% 85% | 12 33% 13% | 2 17% 2% |
| CITILINK | 49 12% 100% | 3 7% 7% | 45 13% 93% | 3 18% 6% | 47 13% 95% | 2 5% 5% | 1 8% 2% | 1 13% 3% | 46 13% 95% | 1 4% 3% | 1 8% 2% |
| OTHERS VIA BROKERS: PARCEL TO GO ETC | 26 6% 100% | 5 10% 19% | 21 6% 81% | 2 9% 6% | 23 6% 88% | 3 8% 12% | 1 6% 3% | 2 6% 9% | 23 6% 88% | 2 6% 9% | 1 6% 3% |
| OTHER (PLEASE SPECIFY) | 51 13% 100% | 6 13% 12% | 45 13% 88% | - - - | 46 13% 89% | 5 13% 11% | 2 13% 3% | 4 12% 8% | 45 13% 89% | 4 12% 8% | 2 13% 3% |
| DON'T KNOW | 42 10% 100% | 5 10% 12% | 37 11% 88% | - - - | 31 9% 74% | 11 25% 26% | 2 21% 6% | 6 15% 13% | 34 9% 81% | 6 15% 13% | 2 21% 6% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL THOSE WHO USE OTHER OPERATORS APART FROM ROYAL MAIL

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|--------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 381 100% | 59 15% | 319 84% | 18 5% | 341 90% | 40 10% | 15 4% | 34 9% | 332 87% | 34 9% | 15 4% |
| WEIGHTED TOTAL | 405 100% | 49* 12% | 352 87% | 16** 4% | 362 89% | 43** 11% | 12** 3% | 37** 9% | 356 88% | 37** 9% | 12** 3% |
| ROYAL MAIL | 109 27% 100% | 15 31% 14% | 93 26% 85% | 11 6% 10% | 100 28% 91% | 10 22% 9% | 1 10% 1% | 4 11% 4% | 104 29% 95% | 4 11% 4% | 1 10% 1% |
| HERMES(MYHERMES) | 42 10% 100% | 4 7% 8% | 38 11% 92% | 1 4% 1% | 38 10% 90% | 4 9% 10% | 1 5% 1% | 1 2% 2% | 41 11% 97% | 1 2% 2% | 1 5% 1% |
| COLLECT+(HBN) | 22 5% 100% | 5 10% 22% | 17 5% 78% | 1 8% 6% | 19 5% 89% | 2 6% 11% | - - - | 1 3% 5% | 21 6% 95% | 1 3% 5% | - - - |
| DHL SERVICE POINT | 148 37% 100% | 11 23% 8% | 137 39% 92% | 4 23% 3% | 138 38% 93% | 10 23% 7% | 3 25% 2% | 15 41% 10% | 130 36% 88% | 15 41% 10% | 3 25% 2% |
| UPS | 94 23% 100% | 14 29% 15% | 76 22% 82% | 4 22% 4% | 83 23% 89% | 11 25% 11% | 2 17% 2% | 12 33% 13% | 80 22% 85% | 12 33% 13% | 2 17% 2% |
| CITILINK | 49 12% 100% | 3 7% 7% | 45 13% 93% | 3 18% 6% | 47 13% 95% | 2 5% 5% | 1 8% 2% | 1 4% 3% | 46 13% 95% | 1 4% 3% | 1 8% 2% |
| OTHERS VIA BROKERS: PARCEL TO GO ETC | 26 6% 100% | 5 10% 19% | 21 6% 81% | 2 9% 6% | 23 6% 88% | 3 8% 12% | 1 6% 3% | 2 6% 9% | 23 6% 88% | 2 6% 9% | 1 6% 3% |
| OTHER (PLEASE SPECIFY) | 51 13% 100% | 6 13% 12% | 45 13% 88% | - - - | 46 13% 89% | 5 12% 11% | 2 13% 3% | 4 12% 8% | 45 13% 89% | 4 12% 8% | 2 13% 3% |
| DON'T KNOW | 42 10% 100% | 5 10% 12% | 37 11% 88% | - - - | 31 9% 74% | 11 25% 26% | 2 21% 6% | 6 15% 13% | 34 9% 81% | 6 15% 13% | 2 21% 6% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL THOSE WHO USE OTHER OPERATORS APART FROM ROYAL MAIL

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|--------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 381 100% | 107 28% | 3 1% | 168 44% | 15 4% | 66 17% | 22 6% | 84 22% | 15 4% | 158 41% | 12 3% | 99 26% | 13 3% |
| WEIGHTED TOTAL | 405 100% | 110* 27% | 2** 1% | 196 48% | 24** 6% | 55* 14% | 17** 4% | 90* 22% | 17** 4% | 183 45% | 16** 4% | 90* 22% | 11** 3% |
| ROYAL MAIL | 109 27% 100% | 35 32% 32% | 1 30% 1% | 52 27% 48% | 5 20% 4% | 12 22% 11% | 4 23% 4% | 25 28% 23% | 4 22% 3% | 46 25% 42% | 5 29% 4% | 29 32% 26% | 1 13% 1% |
| HERMES(MYHERMES) | 42 10% 100% | 7 14% 18% | - - - | 27 14% 64% | - - - | 3 6% 8% | 4 23% 10% | 12 13% 28% | 1 5% 2% | 18 10% 43% | 3 16% 6% | 8 9% 19% | 1 7% 2% |
| COLLECT+(HBN) | 22 5% 100% | 5 4% 21% | - - - | 13 7% 60% | - - - | 2 3% 8% | 2 15% 11% | 6 7% 29% | 1 7% 5% | 9 5% 40% | 1 8% 6% | 4 5% 20% | - - - |
| DHL SERVICE POINT | 148 37% 100% | 42 38% 28% | - - - | 76 39% 52% | 7 29% 5% | 20 36% 13% | 3 18% 2% | 38 43% 26% | 2 11% 1% | 70 38% 47% | 7 48% 5% | 30 33% 20% | 1 6% - |
| UPS | 94 23% 100% | 33 30% 35% C | - - - | 37 19% 39% | 7 28% 7% | 13 24% 14% | 4 23% 4% | 18 20% 19% | 4 22% 4% | 50 28% 54% | 6 37% 6% | 15 16% 16% | 1 10% 1% |
| CITILINK | 49 12% 100% | 15 13% 30% | - - - | 28 14% 58% | 1 3% 2% | 4 7% 8% | 1 8% 3% | 6 7% 13% | 1 5% 2% | 30 17% 62% | 1 5% 2% | 10 11% 21% | 1 7% 1% |
| OTHERS VIA BROKERS: PARCEL TO GO ETC | 26 6% 100% | 6 5% 22% | - - - | 13 7% 51% | 1 6% 5% | 4 7% 15% | 2 11% 7% | 4 5% 16% | 2 13% 8% | 14 8% 54% | - - - | 5 5% 18% | 1 11% 4% |
| OTHER (PLEASE SPECIFY) | 51 13% 100% | 17 16% 34% | - - - | 21 11% 41% | 2 9% 4% | 8 14% 15% | 3 19% 6% | 11 13% 23% | 2 15% 5% | 26 14% 50% | 1 5% 1% | 8 9% 16% | 2 20% 4% |
| DON'T KNOW | 42 10% 100% | 8 8% 20% | 2 70% 4% | 20 10% 48% | 9 36% 20% | 3 5% 7% | 1 4% 1% | 3 3% 7% | 4 24% 9% | 14 8% 35% | 2 16% 6% | 14 15% 33% G | 4 40% 10% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL THOSE WHO USE OTHER OPERATORS APART FROM ROYAL MAIL

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|--------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 381 100% | 107 28% | 3 1% | 168 44% | 15 4% | 66 17% | 22 6% | 84 22% | 15 4% | 158 41% | 12 3% | 99 26% | 13 3% |
| WEIGHTED TOTAL | 405 100% | 110* 27% | 2** 1% | 196 48% | 24** 6% | 55* 14% | 17** 4% | 90* 22% | 17** 4% | 183 45% | 16** 4% | 90* 22% | 11** 3% |
| ROYAL MAIL | 109 27% 100% | 35 32% 32% | 1 30% 1% | 52 27% 48% | 5 20% 4% | 12 22% 11% | 4 23% 4% | 25 28% 23% | 4 22% 3% | 46 25% 42% | 5 29% 4% | 29 32% 26% | 1 13% 1% |
| HERMES(MYHERMES) | 42 10% 100% | 7 18% | - | 27 64% | - | 3 8% | 4 10% | 12 28% | 1 5% 2% | 18 43% | 3 16% 6% | 8 19% | 1 7% 2% |
| COLLECT+(HBN) | 22 5% 100% | 5 21% | - | 13 60% | - | 2 8% | 2 15% 11% | 6 29% | 1 7% 5% | 9 5% 40% | 1 8% 6% | 4 20% | - |
| DHL SERVICE POINT | 148 37% 100% | 42 38% 28% | - | 76 39% 52% | 7 29% 5% | 20 36% 13% | 3 18% 2% | 38 43% 26% | 2 11% 1% | 70 38% 47% | 7 48% 5% | 30 33% 20% | 1 6% |
| UPS | 94 23% 100% | 33 30% 35% | - | 37 19% 39% | 7 28% 7% | 13 24% 14% | 4 23% 4% | 18 20% 19% | 4 22% 4% | 50 28% 54% | 6 37% 6% | 15 16% 16% | 1 10% 1% |
| CITILINK | 49 12% 100% | 15 13% 30% | - | 28 14% 58% | 1 3% 2% | 4 7% 6% | 1 8% 3% | 6 7% 13% | 1 5% 2% | 30 17% 62% | 1 5% 2% | 10 11% 21% | 1 7% 1% |
| OTHERS VIA BROKERS: PARCEL TO GO ETC | 26 6% 100% | 6 22% | - | 13 7% 51% | 1 6% 5% | 4 7% 15% | 2 11% 7% | 4 5% 16% | 2 13% 8% | 14 8% 54% | - | 5 18% | 1 11% 4% |
| OTHER (PLEASE SPECIFY) | 51 13% 100% | 17 34% | - | 21 41% | 2 4% | 8 14% 15% | 3 19% 6% | 11 13% 23% | 2 15% 5% | 26 14% 50% | 1 5% 1% | 8 16% | 2 20% 4% |
| DON'T KNOW | 42 10% 100% | 8 8% 20% | 2 70% 4% | 20 10% 48% | 9 36% 20% | 3 5% 7% | 1 4% 1% | 3 3% 7% | 4 24% 9% | 14 8% 35% | 2 16% 6% | 14 15% 33% | 4 40% 10% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | | |
|-------------------|----------------------|----------------------|------------------------------|------------------------|-----------------------|--------------------|----------------|----------------------|-----------------------|-----------------|----------------------|-----------------------|-----------------|--|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) | |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% | |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% | |
| 109 3% 100% | 9 2% 8% G | 19 3% 18% G | 36 5% 33% ADF G | 15 2% 14% G | 20 4% 19% G | 9 2% 8% G | 1 1% | 29 3% 26% J | 71 4% 65% J | 10 1% 9% | 29 3% 26% J | 51 4% 46% M | 30 2% 28% | |
| 42 1% 100% | 5 1% 12% | 7 1% 18% G | 17 3% 42% DFG | 3 7% | 6 1% 13% | 3 1% 8% | - - | 13 1% 30% | 26 1% 62% J | 3 8% | 13 1% 30% | 20 2% 49% M | 9 1% 21% | |
| 22 1% 100% | 2 1% 10% | 5 1% 25% | 6 1% 28% | 4 1% 18% | 3 1% 16% | 1 4% | - - | 7 1% 34% | 13 1% 62% | 1 4% | 7 1% 34% | 10 1% 46% | 4 2% 20% | |
| 148 4% 100% | 18 4% 12% G | 22 4% 15% G | 48 7% 33% ABE FG | 30 5% 20% FG | 23 4% 16% FG | 7 2% 5% G | - - | 40 4% 27% J | 101 6% 68% J | 7 1% 5% | 40 4% 27% | 78 6% 53% KM | 30 2% 20% | |
| 94 3% 100% | 12 3% 13% G | 10 2% 10% G | 33 5% 36% BEF G | 23 4% 24% BFG | 9 2% 10% G | 6 1% 6% | 1 1% | 22 2% 23% J | 66 4% 70% HJ | 6 1% 7% | 22 2% 23% | 56 4% 60% KM | 16 1% 17% | |
| 49 1% 100% | 2 1% 5% | 5 1% 9% | 19 3% 39% ABF G | 12 2% 25% FG | 10 2% 20% F | - - | 1 2% | 7 1% 14% | 41 2% 84% HJ | 1 2% | 7 1% 14% | 31 2% 64% KM | 11 1% 22% | |
| 26 1% 100% | 2 1% 8% | 4 1% 16% | 11 2% 42% G | 3 1% 12% | 4 1% 16% | 2 6% | - - | 6 1% 24% | 18 1% 70% J | 2 6% | 6 1% 24% | 14 1% 54% | 6 2% 22% | |
| 51 1% 100% | 6 1% 11% | 8 1% 16% | 14 2% 28% F | 12 2% 24% | 5 1% 10% | 2 1% 4% | 3 1% 6% | 14 1% 27% | 32 2% 62% | 5 1% 11% | 14 1% 27% | 26 2% 52% M | 10 1% 21% | |
| 42 1% 100% | 1 3% | 6 1% 14% | 7 1% 16% | 10 2% 25% | 8 1% 18% | 6 1% 14% | 5 1% 11% | 7 1% 17% | 24 1% 59% | 10 1% 25% | 7 1% 17% | 17 1% 40% | 18 1% 43% | |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | | |
|--|-------------------------------|-------------------|-------------------|-------------------|------------------------|-------------------------------|-------------------------------|------------------------|-------------------|-------------------------|------------------------|-------------------|------------------------|--|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) | |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% | |
| 1086 30% 100% | 183 38% 17% BCD E | 151 27% 14% | 152 23% 14% | 159 26% 15% | 154 29% 14% C | 144 36% 13% BCD E | 144 42% 13% BCD E | 334 32% 31% I | 464 26% 43% | 288 39% 27% HI | 334 32% 31% L | 311 24% 29% | 441 34% 41% L | |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (N) | AGE | | | | | | | | | | | | | |
|-------------------------------|------------------------|-------------------|----------------------|-------------------|-------------------|------------------------|------------------------|-------------------|-----------------------|------------------------|-------------------|----------------------|------------------------|--|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) | |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% | |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% | |
| 109 3% 100% GJ | 9 2% 8% | 19 3% 18% | 36 5% 33% N | 15 2% 14% | 20 4% 19% | 9 2% 8% | 1 - 1% | 29 3% 26% | 71 4% 65% | 10 1% 9% | 29 3% 26% | 51 4% 46% | 30 2% 28% | |
| 42 1% 100% G | 5 1% 12% | 7 1% 18% | 17 3% 42% N | 3 - 7% | 6 1% 13% | 3 1% 8% | - - - | 13 1% 30% | 26 1% 62% | 3 - 8% | 13 1% 30% | 20 2% 49% | 9 1% 21% | |
| 22 1% 100% G | 2 - 10% | 5 1% 25% | 6 1% 28% | 4 1% 18% | 3 1% 16% | 1 - 4% | - - - | 7 1% 34% | 13 1% 62% | 1 - 4% | 7 1% 34% | 10 1% 46% | 4 - 20% | |
| 148 4% 100% FGJ M | 18 4% 12% | 22 4% 15% | 48 7% 33% N | 30 5% 20% | 23 4% 16% | 7 2% 5% | - - - | 40 4% 27% | 101 6% 68% N | 7 1% 5% | 40 4% 27% | 78 6% 53% N | 30 2% 20% | |
| 94 3% 100% GJM | 12 3% 13% | 10 2% 10% | 33 5% 36% N | 23 4% 24% | 9 2% 10% | 6 1% 6% | 1 - 1% | 22 2% 23% | 66 4% 70% | 6 1% 7% | 22 2% 23% | 56 4% 60% N | 16 1% 17% | |
| 49 1% 100% FJ | 2 1% 5% | 5 1% 9% | 19 3% 39% N | 12 2% 25% | 10 2% 20% | - - - | 1 - 2% | 7 1% 14% | 41 2% 84% N | 1 - 2% | 7 1% 14% | 31 2% 64% N | 11 1% 22% | |
| 26 1% 100% G | 2 - 8% | 4 1% 16% | 11 2% 42% N | 3 1% 12% | 4 1% 16% | 2 - 6% | - - - | 6 1% 24% | 18 1% 70% | 2 - 6% | 6 1% 24% | 14 1% 54% | 6 - 22% | |
| 51 1% 100% G | 6 1% 11% | 8 1% 16% | 14 2% 28% N | 12 2% 24% | 5 1% 10% | 2 1% 4% | 3 1% 6% | 14 1% 27% | 32 2% 62% N | 5 1% 11% | 14 1% 27% | 26 2% 52% N | 10 1% 21% | |
| 42 1% 100% G | 1 - 3% | 6 1% 14% | 7 1% 16% | 10 2% 25% | 8 1% 18% | 6 1% 14% | 5 1% 11% | 7 1% 17% | 24 1% 59% | 10 1% 25% | 7 1% 17% | 17 1% 40% | 18 1% 43% | |
| 1086 30% 100% CIL | 183 38% 17% N | 151 27% 14% | 152 23% 14% | 159 26% 15% | 154 29% 14% | 144 36% 13% N | 144 42% 13% N | 334 32% 31% | 464 26% 43% | 288 39% 27% N | 334 32% 31% | 311 24% 29% | 441 34% 41% N | |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEX | | SEX/AGE | | | | | |
|---|-------------------|----------------------|-----------------|----------------------|------------------------------|----------------------|------------------------|------------------------|-----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| ROYAL MAIL | 109 3% 100% | 64 4% 59% B | 45 2% 41% | 17 3% 15% | 30 5% 28% FH | 17 3% 16% | 12 2% 11% | 20 3% 18% | 13 2% 12% |
| HERMES(MYHERMES) | 42 1% 100% | 17 1% 40% | 25 1% 60% | 3 1% 7% | 11 2% 25% | 3 1% 7% | 10 2% 23% E | 10 2% 23% | 6 1% 14% |
| COLLECT+(HBN) | 22 1% 100% | 7 1% 33% | 15 1% 67% | 3 1% 12% | 3 1% 13% | 2 1% 8% | 5 1% 23% | 7 1% 33% | 3 1% 12% |
| DHL SERVICE POINT | 148 4% 100% | 90 5% 61% B | 58 3% 39% | 21 4% 14% H | 50 8% 33% CEF GH | 20 3% 13% H | 19 4% 13% H | 28 4% 19% H | 10 1% 7% |
| UPS | 94 3% 100% | 64 4% 69% B | 29 2% 31% | 15 3% 16% H | 39 6% 41% CEF GH | 10 2% 11% | 6 1% 7% | 18 3% 19% H | 5 1% 6% |
| CITILINK | 49 1% 100% | 36 2% 73% B | 13 1% 27% | 4 1% 9% | 24 4% 48% CEF GH | 8 1% 16% | 3 1% 5% | 7 1% 15% | 3 1% 6% |
| OTHERS VIA BROKERS: PARCEL TO GO ETC | 26 1% 100% | 14 1% 53% | 12 1% 47% | 4 1% 14% | 7 1% 26% | 4 1% 13% | 3 1% 10% | 7 1% 28% | 2 1% 9% |
| OTHER (PLEASE SPECIFY) | 51 1% 100% | 28 2% 54% | 23 1% 46% | 8 2% 16% | 14 2% 27% H | 6 1% 11% | 6 1% 12% | 12 2% 24% | 5 1% 10% |
| DON'T KNOW | 42 1% 100% | 14 1% 32% | 28 2% 68% | 5 1% 11% | 6 1% 15% | 2 1% 6% | 2 1% 6% | 11 2% 25% E | 15 2% 37% EF |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | SEX | | SEX/AGE | | | | | |
|----------------------------|-------------------|-------------------|------------------------|----------------------|-------------------------|------------------------|------------------------|-------------------------|
| | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| 1086 30% 100% | 542 31% 50% | 544 29% 50% | 168 32% 15% G | 169 27% 16% | 205 35% 19% DG | 166 32% 15% G | 141 22% 13% | 236 34% 22% DG |

WEIGHTED TOTAL

DON'T SEND PARCELS IN AN
AVERAGE MONTH

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|---|---------------------|-------------------|-------------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| ROYAL MAIL | 109 3% 100% | 64 4% 59% | 45 2% 41% | 17 3% 15% | 30 5% 1% | 17 3% 16% | 12 2% 11% | 20 3% 18% | 13 2% 12% |
| HERMES(MYHERMES) | 42 1% 100% | 17 1% 40% | 25 1% 60% | 3 1% 7% | 11 2% 25% | 3 1% 7% | 10 2% 23% | 10 2% 23% | 6 1% 14% |
| COLLECT+(HBN) | 22 1% 100% | 7 1% 33% | 15 1% 67% | 3 1% 12% | 3 1% 13% | 2 1% 8% | 5 1% 23% | 7 1% 33% | 3 1% 12% |
| DHL SERVICE POINT | 148 4% 100% | 90 5% 61% | 58 3% 39% | 21 4% 14% | 50 8% 33% | 20 3% 13% | 19 4% 13% | 28 4% 19% | 10 1% 7% |
| UPS | 94 3% 100% | 64 4% 69% | 29 2% 31% | 15 3% 16% | 39 6% 41% | 10 2% 11% | 6 1% 7% | 18 3% 19% | 5 1% 6% |
| CITILINK | 49 1% 100% | 36 2% 73% | 13 1% 27% | 4 1% 9% | 24 4% 48% | 8 1% 16% | 3 1% 5% | 7 1% 15% | 3 1% 6% |
| OTHERS VIA BROKERS: PARCEL TO GO ETC | 26 1% 100% | 14 1% 53% | 12 1% 47% | 4 1% 14% | 7 1% 26% | 4 1% 13% | 3 1% 10% | 7 1% 28% | 2 1% 9% |
| OTHER (PLEASE SPECIFY) | 51 1% 100% | 28 2% 54% | 23 1% 46% | 8 2% 16% | 14 2% 27% | 6 1% 11% | 6 1% 12% | 12 2% 24% | 5 1% 10% |
| DON'T KNOW | 42 1% 100% | 14 1% 32% | 28 2% 68% | 5 1% 11% | 6 1% 15% | 2 1% 6% | 2 1% 6% | 11 2% 25% | 15 2% 37% |
| DON'T SEND PARCELS IN AN AVERAGE MONTH | 1086 30% 100% | 542 31% 50% | 544 29% 50% | 168 32% 15% | 169 27% 16% | 205 35% 19% | 166 32% 15% | 141 22% 13% | 236 34% 22% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|---|-------------------|-------------------------------|-----------------------|----------------------------|----------------------|---------------------|----------------|-----------------------|----------------------|-----------------|--------------------|----------------------|------------------------------------|----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| ROYAL MAIL | 109 3% 100% | 9 8% 8% DE F | 27 4% 24% DF | 41 4% 37% F | 17 2% 15% | 10 2% 10% | 6 1% 5% | 36 5% 33% I | 57 3% 52% I | 16 2% 15% | 96 3% 88% | 11 4% 10% | 1 1% 1% | 1 1% | 90 3% 82% | 8 3% 8% |
| HERMES(MYHERMES) | 42 1% 100% | - - - | 7 1% 18% | 17 2% 41% F | 10 1% 23% | 5 1% 13% | 2 5% 5% | 7 1% 18% | 27 1% 64% | 7 1% 18% | 31 1% 73% | 9 3% 22% JM | 2 2% 5% | - - - | 41 1% 98% | 1 1% 2% |
| COLLECT+(HBN) | 22 1% 100% | 2 2% 9% F | 3 1% 12% | 9 1% 43% | 4 1% 17% | 3 1% 15% | 1 3% 3% | 5 1% 21% | 13 1% 60% | 4 1% 19% | 18 1% 81% | 1 4% 4% | 1 1% 3% | 3 2% 12% | 19 1% 86% | 3 1% 14% |
| DHL SERVICE POINT | 148 4% 100% | 10 9% 7% DE F | 32 5% 22% F | 59 6% 40% DE F | 24 3% 16% | 13 3% 9% | 10 2% 7% | 42 6% 28% I | 83 5% 56% I | 23 2% 15% | 130 4% 88% | 10 3% 7% | 1 1% 1% | 7 4% 5% | 117 4% 79% | 14 5% 10% |
| UPS | 94 3% 100% | 11 10% 12% BC DEF | 22 3% 23% DF | 32 3% 34% | 12 2% 12% | 9 2% 10% | 8 2% 9% | 33 4% 35% HI | 43 2% 46% | 17 2% 19% | 85 3% 91% | 6 2% 6% | 1 1% 1% | 2 1% 2% | 82 3% 88% | 4 1% 4% |
| CITILINK | 49 1% 100% | 4 3% 8% EF | 11 2% 22% E | 19 2% 39% E | 10 1% 21% | 1 2% 2% | 4 8% 8% | 15 2% 30% I | 29 2% 60% I | 5 1% 10% | 43 1% 88% | 2 1% 4% | - - - | 4 2% 7% | 43 1% 89% | 2 1% 5% |
| OTHERS VIA BROKERS: PARCEL TO GO ETC | 26 1% 100% | 1 1% 3% | 5 1% 19% | 6 1% 25% | 8 1% 31% | 3 1% 10% | 3 1% 13% | 6 1% 22% | 15 1% 56% | 6 1% 23% | 24 1% 91% | 2 1% 9% | - - - | - - - | 21 1% 82% | 2 1% 6% |
| OTHER (PLEASE SPECIFY) | 51 1% 100% | 1 1% 3% | 16 3% 31% DF | 16 1% 31% | 7 1% 14% | 8 2% 16% F | 2 5% 5% | 17 3% 34% | 23 1% 45% | 11 2% 21% | 39 1% 76% | 7 2% 14% | 1 1% 3% | 4 2% 7% | 49 2% 97% | 1 1% 1% |
| DON'T KNOW | 42 1% 100% | 4 4% 10% BE F | 6 1% 13% | 19 2% 45% F | 10 1% 24% F | 3 1% 7% | 1 1% 1% | 10 1% 24% I | 29 2% 68% I | 3 1% 8% | 37 1% 88% | 3 1% 6% | - - - | 2 1% 5% | 39 1% 94% | 2 1% 6% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|---|---------------------|-----------------|-------------------|------------------------|------------------------------|------------------------------|--------------------------------|-------------------|------------------------|-------------------------|--------------------|------------------------|------------------------------------|----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3603 100% | 118* 3% . | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% . | 165 5% | 3068 85% | 295 8% |
| DON'T SEND PARCELS IN AN AVERAGE MONTH | 1086 30% 100% | 21 18% 2% | 124 20% 11% | 276 26% 25% B | 260 34% 24% AB C | 170 36% 16% AB C | 236 44% 22% ABC DE | 145 19% 13% | 536 29% 49% G | 406 40% 37% GH | 872 29% 80% | 114 36% 10% J | 35 35% 3% | 65 40% 6% J | 933 30% 86% | 89 30% 8% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|-------------------|-------------------------------|--|------------------------|-----------------|----------------------|------------------------|------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 109 3% 100% | 39 4% 35% | 18 3% 17% | 20 5% 18% BDG | 49 3% 45% | 22 4% 20% | 7 6% 6% D | 88 3% 80% |
| 42 1% 100% | 13 1% 31% | 11 2% 26% | 2 1% 6% | 18 1% 42% | 11 2% 27% | 4 4% 10% CDG | 31 1% 73% |
| 22 1% 100% | 7 1% 34% | 6 1% 29% | 1 5% | 11 1% 51% | 3 1% 15% | 1 1% 6% | 19 1% 85% |
| 148 4% 100% | 59 6% 40% DG | 29 4% 19% | 30 8% 20% BDG | 59 3% 40% | 29 5% 19% | 6 6% 4% | 118 4% 80% |
| 94 3% 100% | 26 3% 28% | 10 1% 11% | 16 4% 17% B | 47 2% 51% | 20 3% 21% B | 3 2% 3% | 74 3% 79% |
| 49 1% 100% | 16 1% 32% | 12 2% 24% | 4 1% 8% | 21 1% 43% | 11 2% 23% | 5 4% 10% ACDG | 37 1% 75% |
| 26 1% 100% | 9 1% 35% | 7 1% 27% | 2 1% 8% | 13 1% 50% | 4 1% 15% | 3 2% 10% | 22 1% 85% |
| 51 1% 100% | 8 1% 15% | 5 1% 11% | 2 1% 4% | 28 1% 54% | 12 2% 23% A | 1 1% 3% | 35 1% 69% |
| 42 1% 100% | 11 1% 26% | 7 1% 18% | 4 1% 9% | 21 1% 50% | 8 1% 18% | 2 2% 4% | 32 1% 76% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---|----------------------------------|---|-------------------------|-----------------|--------------------------|----------------------|---|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| WEIGHTED TOTAL | 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% |
| DON'T SEND PARCELS IN AN AVERAGE MONTH | 1086 30% 100% | 286 27% 26% C | 208 31% 19% CE | 78 21% 7% | 631 33% 58% ACE | 146 25% 13% | 28 25% 3% 918 31% 84% ACE |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | UK GEOGRAPHICS GROUPS | | | | | |
|---|---------------------|-----------------------|-------------------------|-------------------------|-------------------------|-----------------------|----------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| ROYAL MAIL | 109 3% 100% | 21 5% 19% D | 17 3% 16% | 39 3% 36% D | 10 1% 9% | 5 8% 4% D | 2 3% 2% |
| HERMES(MYHERMES) | 42 1% 100% | 2 6% | 11 2% 26% | 12 1% 29% | 6 1% 13% | 2 4% 6% A | 4 4% 9% ACD |
| COLLECT+(HDN) | 22 1% 100% | 2 1% 11% | 5 1% 23% | 6 2% 27% | 5 1% 24% | 2 3% 9% CF | 1 - - 6% |
| DHL SERVICE POINT | 148 4% 100% | 32 7% 22% C | 27 5% 18% C | 32 3% 21% | 28 4% 19% | 5 8% 3% C | 21 5% 14% C |
| UPS | 94 3% 100% | 17 4% 19% B | 9 2% 10% | 28 2% 30% | 19 3% 20% | 2 3% 2% | 17 4% 18% B |
| CITILINK | 49 1% 100% | 4 1% 8% | 12 2% 24% | 13 1% 27% | 8 1% 16% | 3 5% 7% ACD | 6 1% 13% |
| OTHERS VIA BROKERS: PARCEL TO GO ETC | 26 1% 100% | 3 1% 12% | 6 1% 22% | 8 1% 32% | 5 1% 18% | 1 1% 2% | 1 5% |
| OTHER (PLEASE SPECIFY) | 51 1% 100% | 2 4% | 5 1% 11% | 17 1% 33% | 11 2% 21% | - - - | 10 2% 20% A |
| DON'T KNOW | 42 1% 100% | 4 1% 9% | 7 1% 18% | 7 1% 17% | 14 2% 33% C | - - - | 6 1% 14% |
| DON'T SEND PARCELS IN AN AVERAGE MONTH | 1086 30% 100% | 112 24% 10% | 174 30% 16% AF | 402 33% 37% AF | 230 34% 21% AF | 25 40% 2% AF | 98 22% 9% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|---|---------------------|------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|---------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| ROYAL MAIL | 109 3% 100% | 9 8% 8% | 27 4% 24% | 41 4% 37% | 17 2% 15% | 10 2% 10% | 6 1% 5% | 36 5% 33% | 57 3% 52% | 16 2% 15% | 96 3% 88% | 11 4% 10% | 1 1% 1% | 1 1% 1% | 90 3% 82% | 8 3% 8% |
| HERMES (MYHERMES) | 42 1% 100% | - - - | 7 1% 18% | 17 2% 41% | 10 1% 23% | 5 1% 13% | 2 1% 5% | 7 1% 18% | 27 1% 64% | 7 1% 18% | 31 1% 73% | 9 3% 22% | 2 2% 5% | - - - | 41 1% 98% | 1 1% 2% |
| COLLECT+ (HDN) | 22 1% 100% | 2 2% 9% | 3 1% 12% | 9 1% 43% | 4 1% 17% | 3 1% 15% | 1 1% 3% | 5 1% 21% | 13 1% 60% | 4 1% 19% | 18 1% 81% | 1 1% 4% | 1 1% 3% | 3 2% 12% | 19 1% 86% | 3 1% 14% |
| DHL SERVICE POINT | 148 4% 100% | 10 9% 7% | 32 5% 22% | 59 6% 40% | 24 3% 16% | 13 3% 9% | 10 2% 7% | 42 6% 28% | 83 5% 56% | 23 2% 15% | 130 4% 88% | 10 3% 7% | 1 1% 1% | 7 4% 5% | 117 4% 79% | 14 5% 10% |
| UPS | 94 3% 100% | 11 10% 12% | 22 3% 23% | 32 3% 34% | 12 2% 12% | 9 2% 10% | 8 2% 9% | 33 4% 35% | 43 2% 46% | 17 2% 19% | 85 3% 91% | 6 2% 6% | 1 1% 1% | 2 1% 2% | 82 3% 88% | 4 1% 4% |
| CITILINK | 49 1% 100% | 4 3% 8% | 11 2% 22% | 19 2% 39% | 10 1% 21% | 1 2% 2% | 4 8% 8% | 15 2% 30% | 29 2% 60% | 5 1% 10% | 43 1% 88% | 2 1% 4% | - - - | 4 2% 7% | 43 8% 89% | 2 1% 5% |
| OTHERS VIA BROKERS: PARCEL TO GO ETC | 26 1% 100% | 1 1% 3% | 5 1% 19% | 6 1% 25% | 8 1% 31% | 3 1% 10% | 3 1% 13% | 6 1% 22% | 15 1% 56% | 6 1% 23% | 24 1% 91% | 2 1% 9% | - - - | - - - | 21 1% 82% | 2 1% 6% |
| OTHER (PLEASE SPECIFY) | 51 1% 100% | 1 1% 3% | 16 3% 31% | 16 1% 31% | 7 1% 14% | 8 2% 16% | 2 5% 5% | 17 2% 34% | 23 1% 45% | 11 1% 21% | 39 1% 76% | 7 2% 14% | 1 1% 3% | 4 2% 7% | 49 2% 97% | 1 1% 1% |
| DON'T KNOW | 42 1% 100% | 4 4% 10% | 6 1% 13% | 19 2% 45% | 10 1% 24% | 3 1% 7% | 1 1% 1% | 10 1% 24% | 29 2% 68% | 3 1% 8% | 37 1% 88% | 3 1% 6% | - - - | 2 1% 5% | 39 1% 94% | 2 1% 6% |
| DON'T SEND PARCELS IN AN AVERAGE MONTH | 1086 30% 100% | 21 18% 2% | 124 20% 11% | 276 26% 25% | 260 34% 24% | 170 36% 16% | 236 44% 22% | 145 19% 13% | 536 29% 49% | 406 40% 37% | 872 29% 80% | 114 36% 10% | 35 35% 3% | 65 40% 6% | 933 30% 86% | 89 30% 8% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|-------------------|----------------------------------|---|-----------------------|-----------------|-----------------|----------------------|------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 109 3% 100% | 39 4% 35% | 18 3% 17% | 20 5% 18% H | 49 3% 45% | 22 4% 20% | 7 6% 6% | 88 3% 80% |
| 42 1% 100% | 13 1% 31% | 11 2% 26% | 2 1% 6% | 18 1% 42% | 11 2% 27% | 4 4% 10% H | 31 1% 73% |
| 22 1% 100% | 7 1% 34% | 6 1% 29% | 1 5% | 11 1% 51% | 3 1% 15% | 1 1% 6% | 19 1% 85% |
| 148 4% 100% | 59 6% 40% | 29 4% 19% | 30 8% 20% H | 59 3% 40% | 29 5% 19% | 6 6% 4% | 118 4% 80% |
| 94 3% 100% | 26 3% 28% | 10 1% 11% | 16 4% 17% | 47 2% 51% | 20 3% 21% | 3 2% 3% | 74 3% 79% |
| 49 1% 100% | 16 1% 32% | 12 2% 24% | 4 1% 8% | 21 1% 43% | 11 2% 23% | 5 4% 10% H | 37 1% 75% |
| 26 1% 100% | 9 1% 35% | 7 1% 27% | 2 1% 8% | 13 1% 50% | 4 1% 15% | 3 2% 10% | 22 1% 85% |
| 51 1% 100% | 8 1% 15% | 5 1% 11% | 2 1% 4% | 28 1% 54% | 12 2% 23% | 1 1% 3% | 35 1% 69% |
| 42 1% 100% | 11 1% 26% | 7 1% 18% | 4 1% 9% | 21 1% 50% | 8 1% 18% | 2 2% 4% | 32 1% 76% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|--|----------------------------------|---|-----------------------|------------------------|-------------------|----------------------|-------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| WEIGHTED TOTAL 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| DON'T SEND PARCELS IN AN AVERAGE MONTH 1086 30% 100% CE | 286 27% 26% | 208 31% 19% | 78 21% 7% | 631 33% 58% H | 146 25% 13% | 28 25% 3% | 918 31% 84% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|---|------------------------|-----------------------|-------------------|-------------------|-------------------|--------------------------------|--------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| ROYAL MAIL | 109 3% 100% D | 21 5% 19% | 17 3% 16% | 39 3% 36% | 10 1% 9% | 5 8% 4% | 2 3% 2% |
| HERMES(MYHERMES) | 42 1% 100% | 2 6% | 11 2% 26% | 12 1% 29% | 6 1% 13% | 2 4% 6% | 4 4% 9% H |
| COLLECT+(HBN) | 22 1% 100% | 2 1% 11% | 5 1% 23% | 6 2% 27% | 5 1% 24% | 2 3% 9% H | 1 - - - |
| DHL SERVICE POINT | 148 4% 100% C | 32 7% 22% H | 27 5% 18% | 32 3% 21% | 28 4% 19% | 5 8% 3% | 2 3% 2% |
| UPS | 94 3% 100% | 17 4% 19% | 9 2% 10% | 28 2% 30% | 19 3% 20% | 2 3% 2% | 1 1% 1% |
| CITILINK | 49 1% 100% | 4 1% 8% | 12 2% 24% | 13 1% 27% | 8 1% 16% | 3 5% 7% H | 2 2% 3% |
| OTHERS VIA BROKERS: PARCEL TO GO ETC | 26 1% 100% | 3 1% 12% | 6 1% 22% | 8 1% 32% | 5 1% 18% | 1 1% 2% 5% | 2 2% 8% |
| OTHER (PLEASE SPECIFY) | 51 1% 100% | 2 1% 4% | 5 1% 11% | 17 1% 33% | 11 2% 21% | - - - 10 2% 20% | 1 2% 3% |
| DON'T KNOW | 42 1% 100% | 4 1% 9% | 7 1% 18% | 7 1% 17% | 14 2% 33% | - - - 6 1% 14% | 2 2% 4% |
| DON'T SEND PARCELS IN AN AVERAGE MONTH | 1086 30% 100% | 112 24% 10% | 174 30% 16% | 402 33% 37% | 230 34% 21% | 25 40% 2% | 23 28% 2% |
| AF | | | | | | | |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|-------------------|--------------------------|-----------------------|------------------------|-------------------------|---------------------|-----------------------|----------------------|------------------------|----------------------|-------------------------------|--------------------------|----------------------|-----------------------|-----------------------|--------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| ROYAL MAIL | 109 3% 100% | 20 5% 19% DEF | 15 4% 14% F | 34 4% 31% F | 23 3% 21% | 10 2% 9% | 7 1% 6% | 6 4% 6% IO | 19 3% 17% O | 4 1% 3% | 18 6% 16% INO | 23 3% 21% O | 10 4% 9% IO | 11 4% 10% IO | 16 3% 15% O | 3 1% 3% |
| HERMES(MYHERMES) | 42 1% 100% | 2 1% 5% | 6 1% 13% | 12 1% 29% | 15 2% 36% | 3 1% 6% | 5 1% 12% | 1 1% 3% | 9 2% 21% | 3 1% 6% | 5 2% 12% | 13 2% 31% | 3 1% 6% | 1 1% 3% | 5 1% 13% | 2 1% 5% |
| COLLECT+(HDN) | 22 1% 100% | 1 1% 6% | 3 1% 14% | 4 1% 20% | 9 1% 41% | 1 1% 7% | 3 1% 12% | 1 1% 3% | 6 1% 25% | 1 1% 5% | 4 1% 17% | 4 1% 19% | 2 1% 9% | - - - | 3 1% 16% | 1 1% 4% |
| DHL SERVICE POINT | 148 4% 100% | 27 7% 18% DEF | 15 4% 10% F | 50 6% 34% EF | 33 4% 22% F | 13 3% 9% | 10 2% 7% | 9 6% 6% O | 22 4% 15% O | 9 3% 6% | 23 8% 16% HILM NO | 45 6% 30% INO | 10 4% 7% O | 10 3% 7% O | 16 3% 11% O | 4 1% 2% |
| UPS | 94 3% 100% | 25 7% 27% BCDEF | 8 2% 9% | 30 3% 32% DF | 14 1% 15% | 10 2% 10% | 8 1% 8% | 5 3% 5% N | 10 2% 10% | 7 2% 7% | 21 7% 23% HILM NO | 29 4% 31% HINO | 6 2% 6% | 7 2% 7% | 5 1% 5% | 5 1% 5% |
| CITILINK | 49 1% 100% | 11 3% 23% DEF | 3 1% 7% | 22 2% 45% DEF | 7 1% 15% | 3 1% 5% | 3 1% 5% | 1 1% 2% | 4 1% 9% | 2 1% 3% | 10 3% 20% HILN O | 20 3% 40% HILNO | 2 1% 4% | 4 1% 8% | 5 1% 10% | 2 1% 3% |
| OTHERS VIA BROKERS: PARCEL TO GO ETC | 26 1% 100% | 1 1% 5% | 4 1% 17% | 10 1% 36% | 5 1% 19% | 3 1% 11% | 3 1% 11% | - - - | 4 1% 17% | 2 1% 7% | 5 2% 20% | 6 1% 23% | 3 1% 11% | 1 1% 2% | 4 1% 16% | 1 1% 4% |
| OTHER (PLEASE SPECIFY) | 51 1% 100% | 10 3% 20% F | 7 2% 13% | 11 1% 22% | 12 1% 23% | 6 1% 12% | 5 1% 9% | 3 2% 6% O | 3 1% 6% | 8 2% 15% HO | 12 4% 23% HLMN O | 12 2% 24% O | 3 1% 5% | 2 1% 5% | 8 1% 15% O | 1 1% 1% |
| DON'T KNOW | 42 1% 100% | 1 1% 3% | 9 2% 20% AEF | 11 1% 26% | 18 2% 42% EF | 1 1% 3% | 2 1% 5% | - - - | 6 1% 15% | 1 1% 2% | 5 2% 11% | 11 2% 27% | 1 1% 2% | 5 2% 13% | 11 2% 26% IO | 2 1% 4% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL WITH RESPONSIBILITY FOR POST

WEIGHTED TOTAL

DON'T SEND PARCELS IN AN
AVERAGE MONTH

| TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|--|---------------------|-----------------------|--------------------------|-------------------------|---------------------------|---------------------------|----------------------|---------------------------|---------------------------|----------------------|------------------------|---------------------------------|----------------------|---------------------------|-----------------------------|
| | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| 1086 30% 100% | 81 21% 7% | 64 17% 6% | 293 32% 27% ABD | 243 26% 22% B | 169 39% 16% ABCD | 237 41% 22% ABCD | 35 23% 3% J | 178 32% 16% GJKM | 121 36% 11% GJKM | 37 12% 3% | 164 23% 15% J | 110 40% 10% GHJKM N | 73 24% 7% J | 193 33% 18% GJKM | 175 44% 16% GHJKMN |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|------------------------------|----------------------|-----------------------|------------------------|-------------------------|------------------------|------------------------|----------------------|------------------------|------------------------|----------------------|------------------------|------------------------|----------------------|------------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| ROYAL MAIL | 109 3% 100% FIO | 20 5% 19% P | 15 4% 14% P | 34 4% 31% P | 23 3% 21% P | 10 2% 9% P | 7 1% 6% P | 6 4% 6% P | 19 3% 17% P | 4 1% 3% P | 18 6% 16% P | 23 3% 21% P | 10 4% 9% P | 11 4% 10% P | 16 3% 15% P | 3 1% 3% P |
| HERMES(MYHERMES) | 42 1% 100% | 2 1% 5% P | 6 1% 13% P | 12 1% 29% P | 15 2% 36% P | 3 1% 6% P | 5 1% 12% P | 1 1% 3% P | 9 2% 21% P | 3 1% 6% P | 5 2% 12% P | 13 2% 31% P | 3 1% 6% P | 1 1% 3% P | 5 1% 13% P | 2 1% 5% P |
| COLLECT+(HDN) | 22 1% 100% | 1 1% 6% P | 3 1% 14% P | 4 1% 20% P | 9 1% 41% P | 1 1% 7% P | 3 1% 12% P | 1 1% 3% P | 6 1% 25% P | 1 1% 5% P | 4 1% 17% P | 4 1% 19% P | 2 1% 9% P | - - - P | 3 1% 16% P | 1 1% 4% P |
| DHL SERVICE POINT | 148 4% 100% FO | 27 7% 18% P | 15 4% 10% P | 50 6% 34% P | 33 4% 22% P | 13 3% 9% P | 10 2% 7% P | 9 6% 6% P | 22 4% 15% P | 9 3% 6% P | 23 8% 16% P | 45 6% 30% P | 10 4% 7% P | 10 3% 7% P | 16 3% 11% P | 4 1% 2% P |
| UPS | 94 3% 100% N | 25 7% 27% P | 8 2% 9% P | 30 3% 32% P | 14 1% 15% P | 10 2% 10% P | 8 1% 8% P | 5 3% 5% P | 10 2% 10% P | 7 2% 7% P | 21 7% 23% P | 29 4% 31% P | 6 2% 6% P | 7 2% 7% P | 5 1% 5% P | 5 1% 5% P |
| CITILINK | 49 1% 100% | 11 3% 23% P | 3 1% 7% P | 22 2% 45% P | 7 1% 15% P | 3 1% 5% P | 3 1% 5% P | 1 1% 2% P | 4 1% 9% P | 2 1% 3% P | 10 3% 20% P | 20 3% 40% P | 2 1% 4% P | 4 1% 8% P | 5 1% 10% P | 2 1% 3% P |
| OTHERS VIA BROKERS: PARCEL TO GO ETC | 26 1% 100% | 1 1% 5% P | 4 1% 17% P | 10 1% 36% P | 5 1% 19% P | 3 1% 11% P | 3 1% 11% P | - - - P | 4 1% 17% P | 2 1% 7% P | 5 2% 20% P | 6 1% 23% P | 3 1% 11% P | 1 1% 2% P | 4 1% 16% P | 1 1% 4% P |
| OTHER (PLEASE SPECIFY) | 51 1% 100% O | 10 3% 20% P | 7 2% 13% P | 11 1% 22% P | 12 1% 23% P | 6 1% 9% P | 5 1% 9% P | 3 2% 6% P | 3 1% 6% P | 8 2% 15% P | 12 4% 23% P | 12 2% 24% P | 3 1% 5% P | 2 1% 5% P | 8 1% 15% P | 1 1% 1% P |
| DON'T KNOW | 42 1% 100% | 1 1% 3% P | 9 2% 20% P | 11 1% 26% P | 18 2% 42% P | 1 1% 3% P | 2 1% 5% P | - - - P | 6 1% 15% P | 1 1% 2% P | 5 2% 11% P | 11 2% 27% P | 1 1% 2% P | 5 2% 13% P | 11 2% 26% P | 2 1% 4% P |
| DON'T SEND PARCELS IN AN AVERAGE MONTH | 1086 30% 100% ABDJM | 81 21% 7% P | 64 17% 6% P | 293 32% 27% P | 243 26% 22% P | 169 39% 16% P | 237 41% 22% P | 35 23% 3% P | 178 32% 16% P | 121 36% 11% P | 37 12% 3% P | 164 23% 15% P | 110 40% 10% P | 73 24% 7% P | 193 33% 18% P | 175 44% 16% P |

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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--------------------------------------|-------------------|-----------------------------|----------------------------|-----------------------|--|-------------------|-------------------|-----------------|------------------------------------|-----------------------|---------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| ROYAL MAIL | 109 3% 100% | 15 3% 14% | 93 3% 85% | 11 7% 10% AB | 100 4% 91% E | 10 1% 9% | 1 1% | 4 1% 4% | 104 4% 95% FGJ | 4 1% 4% | 1 1% |
| HERMES (MYHERMES) | 42 1% 100% | 4 1% 8% | 38 1% 92% | 1 1% | 38 1% 90% E | 4 1% 10% | 1 1% | 1 2% | 41 1% 97% GI | 1 2% | 1 1% |
| COLLECT+(HDN) | 22 1% 100% | 5 1% 22% | 17 1% 78% | 1 1% 6% | 19 1% 89% | 2 1% 11% | - - - | 1 5% | 21 1% 95% | 1 5% | - - |
| DHL SERVICE POINT | 148 4% 100% | 11 2% 8% | 137 5% 92% A | 4 2% 3% | 138 5% 93% E | 10 1% 7% | 3 1% 2% | 15 3% 10% | 130 5% 88% FJ | 15 3% 10% | 3 1% 2% |
| UPS | 94 3% 100% | 14 3% 15% | 76 3% 82% | 4 2% 4% | 83 3% 89% E | 11 1% 11% | 2 1% 2% | 12 2% 13% | 80 3% 85% FJ | 12 2% 13% | 2 1% 2% |
| CITILINK | 49 1% 100% | 3 1% 7% | 45 1% 93% | 3 2% 6% | 47 2% 95% E | 2 1% 5% | 1 2% | 1 3% | 46 2% 95% GI | 1 3% | 1 2% |
| OTHERS VIA BROKERS: PARCEL TO GO ETC | 26 1% 100% | 5 1% 19% | 21 1% 81% | 2 1% 6% | 23 1% 88% | 3 1% 12% | 1 3% | 2 9% | 23 1% 88% | 2 9% | 1 3% |
| OTHER (PLEASE SPECIFY) | 51 1% 100% | 6 1% 12% | 45 1% 88% | - - | 46 2% 89% E | 5 1% 11% | 2 1% 3% | 4 1% 8% | 45 2% 89% | 4 1% 8% | 2 1% 3% |
| DON'T KNOW | 42 1% 100% | 5 1% 12% | 37 1% 88% | - - | 31 1% 74% | 11 1% 28% | 2 1% 6% | 6 1% 13% | 34 1% 81% | 6 1% 13% | 2 1% 6% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--|-----------------------------|----------------------------|-------------------|--|-------------------|------------------------|------------------------|------------------------------------|------------------------|------------------------|
| | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| DON'T SEND PARCELS IN AN AVERAGE MONTH | 1086 30% 100% | 225 40% 21% B | 854 28% 79% | 76 48% 7% B | 689 25% 63% | 119 44% 11% H | 222 45% 20% H | 733 26% 67% | 235 45% 22% H | 131 44% 12% H |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|----------------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| ROYAL MAIL | 109 3% 100% EFGIJ | 15 3% 14% | 93 3% 85% | 11 7% 10% K | 100 4% 91% | 10 1% 9% | 1 1% | 4 1% 4% | 104 4% 95% | 4 1% 4% | 1 1% |
| HERMES (MYHERMES) | 42 1% 100% I | 4 1% 8% | 38 1% 92% | 1 1% | 38 1% 90% | 4 1% 10% | 1 1% | 1 2% | 41 1% 97% | 1 2% | 1 1% |
| COLLECT+(HBN) | 22 1% 100% | 5 1% 22% | 17 1% 78% | 1 1% 6% | 19 1% 89% | 2 1% 11% | - - - | 1 1% 5% | 21 1% 95% | 1 1% 5% | - - - |
| DHL SERVICE POINT | 148 4% 100% AEFJ | 11 2% 8% | 137 5% 92% | 4 2% 3% | 138 5% 93% | 10 1% 7% | 3 1% 2% | 15 3% 10% | 130 5% 88% | 15 3% 10% | 3 1% 2% |
| UPS | 94 3% 100% EFJ | 14 3% 15% | 76 3% 82% | 4 2% 4% | 83 3% 89% | 11 1% 11% | 2 1% 2% | 12 2% 13% | 80 3% 85% | 12 2% 13% | 2 1% 2% |
| CITILINK | 49 1% 100% EI | 3 1% 7% | 45 1% 93% | 3 2% 6% | 47 2% 95% | 2 1% 5% | 1 2% 2% | 1 1% 3% | 46 2% 95% | 1 1% 3% | 1 1% 2% |
| OTHERS VIA BROKERS: PARCEL TO GO ETC | 26 1% 100% | 5 1% 19% | 21 1% 81% | 2 1% 6% | 23 1% 88% | 3 1% 12% | 1 3% | 2 9% | 23 1% 88% | 2 9% | 1 3% |
| OTHER (PLEASE SPECIFY) | 51 1% 100% | 6 1% 12% | 45 1% 88% | - - | 46 2% 89% | 5 1% 11% | 2 1% 3% | 4 1% 8% | 45 2% 89% | 4 1% 8% | 2 1% 3% |
| DON'T KNOW | 42 1% 100% | 5 1% 12% | 37 1% 88% | - - | 31 1% 74% | 11 1% 26% | 2 1% 6% | 6 1% 13% | 34 1% 81% | 6 1% 13% | 2 1% 6% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL WITH RESPONSIBILITY FOR POST

WEIGHTED TOTAL

DON'T SEND PARCELS IN AN
AVERAGE MONTH

| TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---------------------------|--|---|-----------------------|---|----------------------------|-------------------------|------------------------|---|--------------------------------|------------------------------|
| | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| 1086 30% 100% DH | 225 40% 21% K | 854 28% 79% | 76 48% 7% K | 689 25% 63% | 397 45% 37% K | 119 44% 11% K | 222 45% 20% K | 733 26% 67% | 235 45% 22% K | 131 44% 12% K |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|---------------------|-------------------------|----------------------|--------------------------|---------------------------|-------------------------|---------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|---------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| ROYAL MAIL | 109 100% | 35 5% 32% DEF | 1 1% 1% | 52 3% 48% F | 5 1% 4% | 12 2% 17% | 4 1% 4% | 25 3% 23% L | 4 2% 3% L | 46 4% 42% L | 5 3% 4% L | 29 4% 26% L | 1 1% |
| HERMES(MYHERMES) | 42 1% 100% | 7 1% 18% | - - - | 27 2% 64% D | - - - | 3 1% 8% | 4 1% 10% | 12 1% 28% L | 1 - 2% L | 18 2% 43% L | 3 2% 6% L | 8 1% 19% | 1 - 2% |
| COLLECT+(HDI) | 22 1% 100% | 5 1% 21% | - - - | 13 1% 60% | - - - | 2 8% 11% | 2 1% 11% | 6 1% 29% | 1 1% 5% | 9 1% 40% | 1 1% 6% | 4 1% 20% | - - - |
| DHL SERVICE POINT | 148 4% 100% | 42 6% 28% BDF | - - - | 76 5% 52% DF | 7 2% 5% | 20 4% 13% F | 3 1% 2% | 38 5% 26% HL | 2 1% 1% | 70 6% 47% HKL | 7 5% 5% HL | 30 4% 20% HL | 1 - - |
| UPS | 94 3% 100% | 33 5% 35% CDEF | - - - | 37 2% 39% F | 7 2% 7% | 13 2% 14% F | 4 1% 4% | 18 2% 19% L | 4 2% 4% L | 50 5% 54% GKL | 6 4% 6% L | 15 2% 16% L | 1 1% |
| CITILINK | 49 1% 100% | 15 2% 30% DEF | - - - | 28 2% 58% F | 1 - 2% | 4 1% 8% | 1 - 3% | 6 1% 13% | 1 - 2% | 30 3% 62% GKL | 1 - 2% | 10 1% 21% L | 1 1% |
| OTHERS VIA BROKERS: PARCEL TO GO ETC | 26 1% 100% | 6 1% 22% | - - - | 13 1% 51% | 1 - 5% | 4 1% 15% | 2 - 7% | 4 - 16% | 2 1% 8% | 14 1% 54% | - - - | 5 1% 18% | 1 - 4% |
| OTHER (PLEASE SPECIFY) | 51 1% 100% | 17 3% 34% F | - - - | 21 1% 41% | 2 1% 4% | 8 2% 15% | 3 1% 6% | 11 1% 23% | 2 1% 5% | 26 2% 50% L | 1 - 1% | 8 1% 16% | 2 - 4% |
| DON'T KNOW | 42 1% 100% | 8 1% 20% F | 2 2% 4% | 20 1% 48% F | 9 3% 20% EF | 3 1% 7% | 1 - 1% | 3 - 7% | 4 2% 9% G | 14 1% 35% | 2 2% 6% | 14 2% 33% G | 4 1% 10% |
| DON'T SEND PARCELS IN AN AVERAGE MONTH | 1086 30% 100% | 122 18% 11% | 23 2% 2% A | 385 25% 35% A | 151 46% 14% ABCE | 182 34% 17% AC | 223 48% 21% ABCE | 231 28% 21% I | 103 47% 9% GIK | 255 23% 23% | 56 36% 5% IK | 203 26% 19% | 239 47% 22% GIJK |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L

*** SMALL BASE**



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NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.9 WHICH, IF ANY, OF THESE COMPANIES HAVE YOU USED TO SEND A PACKET OR PARCEL?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|-----------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| ROYAL MAIL | 109 3% 100% FL | 35 5% 32% M | 1 1% 1% | 52 3% 48% | 5 1% 4% | 12 2% 11% | 4 1% 4% | 25 3% 23% | 4 2% 3% | 46 4% 42% | 5 3% 4% | 29 4% 26% | 1 1% 1% |
| HERMES(MYHERMES) | 42 1% 100% L | 7 1% 18% | - - - | 27 2% 64% | - - - | 3 1% 8% | 4 1% 10% | 12 1% 28% | 1 2% 2% | 18 2% 43% | 3 2% 6% | 8 1% 19% | 1 1% 2% |
| COLLECT+(HBN) | 22 1% 100% | 5 1% 21% | - - - | 13 1% 60% | - - - | 2 8% 11% | 2 1% 11% | 6 1% 29% | 1 1% 5% | 9 1% 40% | 1 1% 6% | 4 1% 20% | - - - |
| DHL SERVICE POINT | 148 4% 100% FHL | 42 6% 28% M | - - - | 76 5% 52% | 7 2% 5% | 20 4% 13% | 3 1% 2% | 38 5% 26% | 2 1% 1% | 70 6% 47% M | 7 5% 5% | 30 4% 20% | 1 1% 1% |
| UPS | 94 3% 100% FL | 33 5% 35% M | - - - | 37 2% 39% | 7 2% 7% | 13 2% 14% | 4 1% 4% | 18 2% 19% | 4 2% 4% | 50 5% 54% M | 6 4% 6% | 15 2% 16% | 1 1% 1% |
| CITILINK | 49 1% 100% FL | 15 2% 30% | - - - | 28 1% 58% | 1 2% 2% | 4 1% 8% | 1 1% 3% | 6 1% 13% | 1 2% 2% | 30 3% 62% M | 1 2% 2% | 10 1% 21% | 1 1% 1% |
| OTHERS VIA BROKERS: PARCEL TO GO ETC | 26 1% 100% | 6 1% 22% | - - - | 13 1% 51% | 1 5% 5% | 4 1% 15% | 2 7% 7% | 4 1% 16% | 2 1% 8% | 14 1% 54% | - - - | 5 1% 18% | 1 1% 4% |
| OTHER (PLEASE SPECIFY) | 51 1% 100% | 17 3% 34% | - - - | 21 1% 41% | 2 4% 4% | 8 1% 15% | 3 6% 6% | 11 1% 23% | 2 1% 5% | 26 2% 50% | 1 1% 1% | 8 1% 16% | 2 1% 4% |
| DON'T KNOW | 42 1% 100% F | 8 1% 20% | 2 2% 4% | 20 1% 48% | 9 3% 20% M | 3 7% 7% | 1 1% 1% | 3 7% 7% | 4 2% 9% | 14 1% 35% | 2 2% 6% | 14 2% 33% | 4 1% 10% |
| DON'T SEND PARCELS IN AN AVERAGE MONTH | 1086 30% 100% ACIK | 122 18% 11% | 23 29% 2% | 385 25% 35% | 151 45% 14% M | 182 34% 17% | 223 48% 21% M | 231 28% 21% | 103 47% 9% M | 255 23% 23% | 56 36% 5% | 203 26% 19% | 239 47% 22% M |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.10 WHICH, IF ANY, OF THE FOLLOWING ROYAL MAIL SERVICES HAVE YOU USED TO SEND SOMETHING IN THE POST IN THE LAST TWELVE MONTHS?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | | |
|---------------------|-------------------------------|--------------------------|---------------------------------|--------------------------------|--------------------------|-------------------------------|---------------------------------|------------------------|--------------------------|-------------------------|------------------------|-------------------------|-------------------------|--|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) | |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% | |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% | |
| 1456 40% 100% | 151 31% 10% G | 221 39% 15% AG | 303 46% 21% ABF G | 314 52% 22% ABE FG | 228 42% 16% AG | 154 39% 11% AG | 84 24% 6% | 372 36% 26% | 846 47% 58% HJ | 238 32% 16% | 372 36% 26% | 618 49% 42% KM | 466 36% 32% | |
| 841 23% 100% | 87 18% 10% G | 158 28% 19% AFG | 192 29% 23% AFG | 148 24% 18% AFG | 140 26% 17% AFG | 75 19% 9% | 42 12% 5% | 245 23% 29% J | 480 26% 57% | 117 16% 14% | 245 23% 29% | 339 27% 40% M | 257 20% 31% | |
| 747 21% 100% | 64 13% 9% G | 134 24% 18% AFG | 180 27% 24% AFG | 161 26% 22% AFG | 120 22% 16% AFG | 63 16% 8% G | 26 7% 3% | 198 19% 26% J | 460 25% 62% HJ | 89 12% 12% | 198 19% 26% | 340 27% 46% KM | 209 16% 28% | |
| 446 12% 100% | 48 10% 11% G | 83 15% 19% AFG | 130 20% 29% ABD EFG | 77 13% 17% G | 61 11% 14% G | 39 10% 9% G | 8 2% 2% | 132 13% 30% J | 268 15% 60% J | 47 6% 10% | 132 13% 30% M | 206 16% 46% KM | 108 8% 24% | |
| 68 2% 100% | 13 3% 19% B | 4 1% 6% | 17 3% 25% B | 8 1% 12% | 11 2% 16% | 5 1% 8% | 10 3% 14% B | 17 2% 25% | 36 2% 53% | 15 2% 22% | 17 2% 25% | 25 2% 37% | 26 2% 38% | |
| 1308 36% 100% | 207 43% 16% BCD E | 183 32% 14% C | 177 27% 14% | 170 28% 13% | 184 34% 14% CD | 174 44% 13% BCD E | 213 61% 16% ABC DEF | 390 37% 30% I | 532 29% 41% | 387 52% 30% HI | 390 37% 30% L | 348 27% 27% | 571 44% 44% KL | |
| 28 1% 100% | 3 1% 10% | 7 1% 25% C | 1 3% | 6 1% 22% | 2 8% | 3 1% 12% | 6 2% 20% C | 10 1% 35% | 9 1% 33% | 9 1% 32% | 10 1% 35% | 7 1% 25% | 11 1% 40% | |
| 1848 51% 100% | 203 42% 11% G | 305 54% 17% AFG | 390 59% 21% AFG | 369 60% 20% ABE FG | 291 54% 16% AFG | 185 46% 10% G | 105 30% 6% | 508 49% 27% J | 1049 58% 57% HJ | 290 39% 16% | 508 49% 27% | 758 60% 41% KM | 581 45% 31% | |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.10 WHICH, IF ANY, OF THE FOLLOWING ROYAL MAIL SERVICES HAVE YOU USED TO SEND SOMETHING IN THE POST IN THE LAST TWELVE MONTHS?
BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|------------------------|--------------------------|--------------------------------|--------------------------|--------------------------|------------------------|-----------------------|------------------------|--------------------------|------------------------|------------------------|-------------------------|-------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 995 28% 100% | 97 20% 10% G | 179 32% 18% AFG | 243 37% 24% AEF G | 201 33% 20% AFG | 152 28% 15% AFG | 89 22% 9% G | 33 10% 3% G | 276 26% 28% J | 596 33% 60% HJ | 122 16% 12% J | 276 26% 28% M | 444 35% 45% KM | 274 21% 28% KM |
| 2267 63% 100% | 272 56% 12% G | 374 66% 17% AFG | 485 73% 21% ABE FG | 434 71% 19% AFG | 352 65% 16% AFG | 221 56% 10% G | 129 37% 6% G | 646 62% 29% J | 1271 70% 56% HJ | 350 47% 15% J | 646 62% 29% M | 919 72% 41% KM | 702 55% 31% KM |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.10 WHICH, IF ANY, OF THE FOLLOWING ROYAL MAIL SERVICES HAVE YOU USED TO SEND SOMETHING IN THE POST IN THE LAST TWELVE MONTHS?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (N) | AGE | | | | | | | | | | | | | |
|-----------------------------------|------------------------|------------------------|------------------------|------------------------|-------------------|------------------------|------------------------|-------------------|-------------------------|------------------------|-------------------|------------------------|------------------------|--|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) | |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% | |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% | |
| 1456 40% 100% AGH JKM | 151 31% 10% | 221 39% 15% | 303 46% 21% N | 314 52% 22% N | 228 42% 16% | 154 39% 11% | 84 24% 6% | 372 36% 26% | 846 47% 58% N | 238 32% 16% | 372 36% 26% | 618 49% 42% N | 466 36% 32% | |
| 841 23% 100% AFG JM | 87 18% 10% | 158 28% 19% N | 192 29% 23% N | 148 24% 18% | 140 26% 17% | 75 19% 9% | 42 12% 5% | 245 23% 29% | 480 26% 57% N | 117 16% 14% | 245 23% 29% | 339 27% 40% N | 257 20% 31% | |
| 747 21% 100% AFGJ M | 64 13% 9% | 134 24% 18% | 180 27% 24% N | 161 26% 22% N | 120 22% 16% | 63 16% 8% | 26 7% 3% | 198 19% 26% | 460 25% 62% N | 89 12% 12% | 198 19% 26% | 340 27% 46% N | 209 16% 28% | |
| 446 12% 100% GJM | 48 10% 11% | 83 15% 19% | 130 20% 29% N | 77 13% 17% | 61 11% 14% | 39 10% 9% | 8 2% 2% | 132 13% 30% | 268 15% 60% N | 47 6% 10% | 132 13% 30% | 206 16% 46% N | 108 8% 24% | |
| 68 2% 100% | 13 3% 19% | 4 1% 6% | 17 3% 25% | 8 1% 12% | 11 2% 16% | 5 1% 8% | 10 3% 14% | 17 2% 25% | 36 2% 53% | 15 2% 22% | 17 2% 25% | 25 2% 37% | 26 2% 38% | |
| 1308 36% 100% CDI L | 207 43% 16% N | 183 32% 14% | 177 27% 14% | 170 28% 13% | 184 34% 14% | 174 44% 13% N | 213 61% 16% N | 390 37% 30% | 532 29% 41% | 387 52% 30% N | 390 37% 30% | 348 27% 27% | 571 44% 44% N | |
| 28 1% 100% | 3 1% 10% | 7 1% 25% | 1 3% | 6 1% 22% | 2 8% | 3 1% 12% | 6 2% 20% | 10 1% 35% | 9 1% 33% | 9 1% 32% | 10 1% 35% | 7 1% 25% | 11 1% 40% | |
| 1848 51% 100% AGJ M | 203 42% 11% | 305 54% 17% | 390 59% 21% N | 369 60% 20% N | 291 54% 16% | 185 46% 10% | 105 30% 6% | 508 49% 27% | 1049 58% 57% N | 290 39% 16% | 508 49% 27% | 758 60% 41% N | 581 45% 31% | |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.10 WHICH, IF ANY, OF THE FOLLOWING ROYAL MAIL SERVICES HAVE YOU USED TO SEND SOMETHING IN THE POST IN THE LAST TWELVE MONTHS?
BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (N) | AGE | | | | | | | | | | | | |
|---------------------|-------------------|-------------------|------------------------|------------------------|-------------------|-------------------|------------------|-------------------|-------------------------|-------------------|-------------------|------------------------|-------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 995 28% 100% | 97 20% 10% | 179 32% 18% | 243 37% 24% N | 201 33% 20% N | 152 28% 15% | 89 22% 9% | 33 10% 3% | 276 26% 28% | 596 33% 60% N | 122 16% 12% | 276 26% 28% | 444 35% 45% N | 274 21% 28% |
| AFG JM | | | | | | | | | | | | | |
| 2267 63% 100% | 272 56% 12% | 374 66% 17% | 485 73% 21% N | 434 71% 19% N | 352 65% 16% | 221 56% 10% | 129 37% 6% | 646 62% 29% | 1271 70% 56% N | 350 47% 15% | 646 62% 29% | 919 72% 41% N | 702 55% 31% |
| AFG JM | | | | | | | | | | | | | |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.10 WHICH, IF ANY, OF THE FOLLOWING ROYAL MAIL SERVICES HAVE YOU USED TO SEND SOMETHING IN THE POST IN THE LAST TWELVE MONTHS?
BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEX | | SEX/AGE | | | | | |
|---|---------------------|-------------------|-------------------|-------------------------|-------------------------------|--------------------------|-------------------------|-------------------------------|---------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| RECORDED LETTER - PROVIDES PROOF THAT LETTER HAS BEEN SENT AND RECEIVED | 1456 40% 100% | 693 40% 48% | 763 41% 52% | 174 33% 12% | 291 47% 20% CEF H | 227 39% 16% | 198 38% 14% | 326 50% 22% CEF H | 239 34% 16% |
| RECORDED PARCEL- PROVIDES PROOF THAT PARCEL HAS BEEN SENT AND RECEIVED | 841 23% 100% | 392 23% 47% | 449 24% 53% | 115 22% 14% | 167 27% 20% EH | 110 19% 13% | 130 25% 15% E | 172 27% 20% EH | 147 21% 17% |
| SPECIAL DELIVERY LETTER - GUARANTEED NEXT DAY DELIVERY AND YOU RECEIVE A REFUND OF THE POSTAGE IF THE ITEM DOES NOT ARRIVE ON TIME | 747 21% 100% | 365 21% 49% | 382 20% 51% | 99 19% 13% | 172 28% 23% CEF H | 94 16% 13% | 99 19% 13% | 168 26% 23% CEF H | 115 16% 15% |
| SPECIAL DELIVERY PARCEL - GUARANTEED NEXT DAY DELIVERY AND YOU RECEIVE A REFUND OF THE POSTAGE IF THE ITEM DOES NOT ARRIVE ON TIME | 446 12% 100% | 230 13% 52% | 216 12% 48% | 68 13% 15% EH | 110 18% 25% EFH | 52 9% 12% | 64 12% 14% H | 96 15% 22% EH | 56 8% 12% |
| ONE OF THE ABOVE, BUT NOT SURE WHICH | 68 2% 100% | 32 2% 47% | 36 2% 53% | 10 2% 15% | 13 2% 19% | 8 1% 12% | 7 1% 10% | 12 2% 17% | 18 3% 26% |
| NONE | 1308 36% 100% | 620 36% 47% | 688 37% 53% | 205 40% 16% DG | 167 27% 13% | 248 43% 19% DFG | 185 35% 14% DG | 181 28% 14% | 323 46% 25% CDFG |
| DON'T KNOW | 28 1% 100% | 14 1% 48% | 15 1% 52% | 3 1% 11% | 4 1% 13% | 7 1% 25% | 7 1% 24% | 3 1% 12% | 4 1% 16% |
| ANY RECORDED MAIL | 1848 51% 100% | 884 51% 48% | 964 51% 52% | 238 46% 13% | 372 59% 20% CEF H | 274 47% 15% | 270 51% 15% H | 387 60% 21% CEF H | 307 44% 17% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.10 WHICH, IF ANY, OF THE FOLLOWING ROYAL MAIL SERVICES HAVE YOU USED TO SEND SOMETHING IN THE POST IN THE LAST TWELVE MONTHS?
BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | SEX | | SEX/AGE | | | | | |
|--|--------------------|--------------------|------------------------|-------------------------------|--------------------|-------------------------|-------------------------------|----------------------|
| | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL | | | | | | | | |
| 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| ANY SPECIAL DELIVERY MAIL | | | | | | | | |
| 995 28% 100% | 489 28% 49% | 506 27% 51% | 134 26% 13% | 226 36% 23% CEF H | 128 22% 13% | 143 27% 14% H | 218 34% 22% CEF H | 146 21% 15% |
| ANY MENTION | | | | | | | | |
| 2267 63% 100% | 1092 63% 48% | 1175 63% 52% | 311 60% 14% H | 455 73% 20% CEF H | 326 56% 14% | 335 64% 15% EH | 464 72% 20% CEF H | 376 53% 17% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.10 WHICH, IF ANY, OF THE FOLLOWING ROYAL MAIL SERVICES HAVE YOU USED TO SEND SOMETHING IN THE POST IN THE LAST TWELVE MONTHS?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|---|---------------------------|-------------------|-------------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| RECORDED LETTER - PROVIDES PROOF THAT LETTER HAS BEEN SENT AND RECEIVED | 1456 40% 100% CH | 693 40% 48% | 763 41% 52% | 174 33% 12% | 291 47% 20% | 227 39% 16% | 198 38% 14% | 326 50% 22% | 239 34% 16% |
| RECORDED PARCEL - PROVIDES PROOF THAT PARCEL HAS BEEN SENT AND RECEIVED | 841 23% 100% E | 392 23% 47% | 449 24% 53% | 115 22% 14% | 167 27% 20% | 110 19% 13% | 130 25% 15% | 172 27% 20% | 147 21% 17% |
| SPECIAL DELIVERY LETTER - GUARANTEED NEXT DAY DELIVERY AND YOU RECEIVE A REFUND OF THE POSTAGE IF THE ITEM DOES NOT ARRIVE ON TIME | 747 21% 100% EH | 365 21% 49% | 382 20% 51% | 99 19% 13% | 172 28% 23% | 94 16% 13% | 99 19% 13% | 168 26% 23% | 115 16% 15% |
| SPECIAL DELIVERY PARCEL - GUARANTEED NEXT DAY DELIVERY AND YOU RECEIVE A REFUND OF THE POSTAGE IF THE ITEM DOES NOT ARRIVE ON TIME | 446 12% 100% EH | 230 13% 52% | 216 12% 48% | 68 13% 15% | 110 18% 25% | 52 9% 12% | 64 12% 14% | 96 15% 22% | 56 8% 12% |
| ONE OF THE ABOVE, BUT NOT SURE WHICH | 68 2% 100% | 32 2% 47% | 36 2% 53% | 10 2% 15% | 13 2% 19% | 8 1% 12% | 7 1% 10% | 12 2% 17% | 18 3% 26% |
| NONE | 1308 36% 100% DG | 620 36% 47% | 688 37% 53% | 205 40% 16% | 167 27% 13% | 248 43% 19% | 185 35% 14% | 181 28% 14% | 323 46% 25% |
| DON'T KNOW | 28 1% 100% | 14 1% 48% | 15 1% 52% | 3 1% 11% | 4 1% 13% | 7 1% 25% | 7 1% 24% | 3 1% 12% | 4 1% 16% |
| ANY RECORDED MAIL | 1848 51% 100% CH | 884 51% 48% | 964 51% 52% | 238 46% 13% | 372 59% 20% | 274 47% 15% | 270 51% 15% | 387 60% 21% | 307 44% 17% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.10 WHICH, IF ANY, OF THE FOLLOWING ROYAL MAIL SERVICES HAVE YOU USED TO SEND SOMETHING IN THE POST IN THE LAST TWELVE MONTHS?
BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (I) | SEX | | SEX/AGE | | | | | |
|--|--------------------|--------------------|----------------------|-----------------------|--------------------|------------------------|------------------------|----------------------|
| | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| ANY SPECIAL DELIVERY MAIL 995 28% 100% EH | 489 28% 49% | 506 27% 51% | 134 26% 13% | 226 36% 23% | 128 22% 13% | 143 27% 14% | 218 34% 22% | 146 21% 15% |
| ANY MENTION 2267 63% 100% EH | 1092 63% 48% | 1175 63% 52% | 311 60% 14% | 455 73% 20% | 326 56% 14% | 335 64% 15% | 464 72% 20% | 376 53% 17% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.10 WHICH, IF ANY, OF THE FOLLOWING ROYAL MAIL SERVICES HAVE YOU USED TO SEND SOMETHING IN THE POST IN THE LAST TWELVE MONTHS?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|--|---------------------|------------------------------|-------------------------------|------------------------------|------------------------------|------------------------------|--------------------------------|-------------------------|------------------------|-------------------------|--------------------------|------------------------|------------------------------------|-----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| | 1456 40% 100% | 71 60% 5% BC DEF | 303 48% 21% DE F | 492 46% 34% DE F | 295 39% 20% F | 156 33% 11% F | 140 26% 10% | 373 50% 26% HI | 787 43% 54% I | 296 29% 20% | 1216 40% 84% | 112 36% 8% | 46 46% 3% | 82 50% 6% JK | 1240 40% 85% | 122 41% 8% |
| | 841 23% 100% | 48 40% 6% CD EF | 196 31% 23% DE F | 290 27% 34% DE F | 134 18% 16% | 98 21% 12% F | 76 14% 9% | 243 32% 29% HI | 424 23% 50% I | 174 17% 21% | 725 24% 86% M | 70 22% 8% | 19 16% 2% | 28 17% 3% | 744 24% 88% O | 55 19% 7% |
| | 747 21% 100% | 37 31% 5% DE F | 190 30% 25% CD EF | 261 23% 34% DE F | 127 17% 17% | 70 15% 9% | 73 13% 10% | 227 30% 30% HI | 378 20% 51% I | 143 14% 19% | 679 22% 91% KLM | 30 10% 4% | 13 13% 2% | 24 15% 3% | 579 19% 78% | 87 30% 12% N |
| | 446 12% 100% | 19 16% 4% F | 113 18% 25% CD EF | 145 13% 33% F | 84 11% 19% F | 46 10% 10% | 38 7% 9% | 132 18% 30% HI | 230 12% 51% I | 84 8% 19% | 396 13% 89% M | 27 9% 6% | 15 14% 3% M | 8 5% 2% | 365 12% 82% | 45 15% 10% |
| | 68 2% 100% | 3 2% 4% | 9 1% 13% | 14 1% 21% | 16 2% 24% | 11 2% 17% | 14 3% 20% | 12 2% 18% | 31 2% 45% | 25 2% 37% | 62 2% 91% | 2 1% 3% | 1 1% 2% | 3 2% 4% | 52 2% 77% | 6 2% 9% |
| | 1308 36% 100% | 20 17% 2% A | 168 27% 13% A | 329 30% 25% A | 295 39% 23% AB C | 199 43% 15% AB C | 298 55% 23% ABC DE | 188 25% 14% | 623 34% 48% G | 497 49% 38% GH | 1070 35% 82% | 139 44% 11% J | 36 35% 3% | 64 39% 5% | 1146 37% 88% | 101 34% 8% |
| | 28 1% 100% | - - - | 6 1% 20% | 9 1% 33% | 6 1% 21% | 3 1% 10% | 5 1% 17% | 6 1% 20% | 15 1% 54% | 7 1% 27% | 23 1% 83% | 5 2% 17% | - - - | - - - | 24 1% 84% | 4 1% 12% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.10 WHICH, IF ANY, OF THE FOLLOWING ROYAL MAIL SERVICES HAVE YOU USED TO SEND SOMETHING IN THE POST IN THE LAST TWELVE MONTHS?
BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|---------------------|------------------------------|-------------------------------|------------------------------|------------------------|------------------------|-------------------|-------------------------|-------------------------|-------------------|-------------------------|---------------------|------------------------------------|------------------|-----------------------------|--|
| | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| 3603 100% | 118* 3% . | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% . | 165 5% | 3068 85% | 295 8% |
| 1848 51% 100% | 88 75% 5% BC DEF | 380 60% 21% DE F | 621 58% 34% DE F | 368 48% 20% F | 208 45% 11% F | 181 34% 10% | 468 62% 25% HI | 990 54% 54% I | 389 39% 21% | 1554 51% 84% | 149 47% 8% | 55 54% 3% | 91 55% 5% | 1580 51% 85% | 149 51% 8% |
| 995 28% 100% | 44 38% 4% DE F | 245 39% 25% CD EF | 333 31% 34% DE F | 182 24% 18% F | 93 20% 9% | 97 18% 10% | 290 39% 29% HI | 515 28% 52% I | 190 19% 19% | 904 30% 91% KM | 43 14% 4% | 21 21% 2% | 26 16% 3% | 790 26% 79% | 105 36% 11% N |
| 2267 63% 100% | 98 83% 4% BC DEF | 461 73% 20% DE F | 743 69% 33% DE F | 463 61% 20% F | 265 57% 12% F | 237 44% 10% | 559 74% 25% HI | 1206 65% 53% I | 502 50% 22% | 1930 64% 85% K | 170 54% 8% | 65 65% 3% | 101 61% 4% | 1899 62% 84% | 191 65% 8% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.10 WHICH, IF ANY, OF THE FOLLOWING ROYAL MAIL SERVICES HAVE YOU USED TO SEND SOMETHING IN THE POST IN THE LAST TWELVE MONTHS?
BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|-----------------------------|--------------------------|----------------------------|--------------------------|--------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 1456 40% 100% | 395 38% 27% | 237 35% 16% | 159 42% 11% B | 765 40% 53% B | 277 47% 19% ABDG | 49 43% 3% | 1160 39% 80% |
| 841 23% 100% | 220 21% 26% | 133 20% 16% | 87 23% 10% | 437 23% 52% | 178 30% 21% ABCDG | 43 38% 5% ABCDG | 657 22% 78% |
| 747 21% 100% | 243 23% 32% BD | 109 16% 15% | 133 35% 18% ABDEFG | 364 19% 49% | 132 22% 18% B | 24 21% 3% | 607 21% 81% B |
| 446 12% 100% | 156 15% 35% BDG | 64 10% 14% | 93 24% 21% ABDEG | 192 10% 43% | 92 16% 21% BDG | 20 18% 4% BD | 348 12% 78% |
| 68 2% 100% | 30 3% 45% D | 17 3% 25% | 13 3% 20% D | 27 1% 40% | 10 2% 15% | - - - | 58 2% 85% |
| 1308 36% 100% | 373 35% 29% CE | 268 40% 21% CEF | 105 28% 8% | 725 38% 55% CEF | 176 30% 13% | 32 28% 2% | 1098 37% 84% CE |
| 28 1% 100% | 9 1% 33% | 6 1% 20% | 4 1% 13% | 15 1% 53% | 2 7% | - - - | 24 1% 86% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.10 WHICH, IF ANY, OF THE FOLLOWING ROYAL MAIL SERVICES HAVE YOU USED TO SEND SOMETHING IN THE POST IN THE LAST TWELVE MONTHS?
BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|-----------------------------|--------------------|----------------------------|------------------------|------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 1848 51% 100% | 511 49% 28% | 312 46% 17% | 199 52% 11% | 961 51% 52% | 355 60% 19% ABCDG | 68 61% 4% ABG | 1472 50% 80% |
| 995 28% 100% | 333 32% 33% BDG | 156 23% 16% | 178 47% 18% ABDEFG | 469 25% 47% | 182 31% 18% BD | 33 29% 3% | 802 27% 81% B |
| 2267 63% 100% | 670 64% 30% | 398 59% 18% | 272 71% 12% ABDG | 1153 61% 51% | 416 70% 18% ABDG | 81 72% 4% BDG | 1823 62% 80% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.10 WHICH, IF ANY, OF THE FOLLOWING ROYAL MAIL SERVICES HAVE YOU USED TO SEND SOMETHING IN THE POST IN THE LAST TWELVE MONTHS?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------|----------------------------|-------------------------|-------------------------|-------------------------|----------------------|---------------------------|-------------------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% | 85 2% |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 1456 40% 100% | 186 40% 13% | 209 36% 14% | 492 41% 34% | 273 40% 19% | 29 48% 2% | 214 48% 15% ABCD | 34 40% 2% |
| 841 23% 100% | 100 21% 12% | 120 20% 14% | 281 23% 33% | 156 23% 19% | 18 29% 2% | 127 28% 15% ABC | 33 39% 4% ABCD |
| 747 21% 100% | 151 32% 20% BCDFG | 91 16% 12% | 241 20% 32% B | 123 18% 17% | 18 28% 2% B | 102 23% 14% B | 13 15% 2% |
| 446 12% 100% | 95 20% 21% BCD | 61 10% 14% | 124 10% 28% | 67 10% 15% | 7 12% 2% | 69 15% 15% BCD | 16 19% 4% BCD |
| 68 2% 100% | 15 3% 23% C | 15 3% 22% C | 13 1% 20% | 14 2% 20% | - - - | 10 2% 15% | - - - |
| 1308 36% 100% | 143 31% 11% | 230 39% 18% AF | 460 38% 35% AF | 265 39% 20% AF | 17 28% 1% | 131 29% 10% | 27 31% 2% |
| 28 1% 100% | 4 1% 13% | 6 1% 20% | 11 1% 40% | 4 1% 13% | - - - | 2 7% | - - - |
| 1848 51% 100% | 235 50% 13% | 277 47% 15% | 619 51% 34% | 341 50% 18% | 34 55% 2% | 270 60% 15% ABCD | 51 60% 3% B |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G

*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.10 WHICH, IF ANY, OF THE FOLLOWING ROYAL MAIL SERVICES HAVE YOU USED TO SEND SOMETHING IN THE POST IN THE LAST TWELVE MONTHS?
BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------|----------------------------|-------------------|-------------------|-------------------|-----------------|--------------------------|-----------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 995 28% 100% | 197 42% 20% BCDFG | 136 23% 14% | 308 26% 31% | 161 24% 16% | 20 32% 2% | 140 31% 14% BCD | 23 27% 2% |
| 2267 63% 100% | 320 69% 14% BCD | 350 60% 15% | 742 61% 33% | 411 60% 18% | 44 72% 2% | 314 70% 14% BCD | 58 69% 3% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.10 WHICH, IF ANY, OF THE FOLLOWING ROYAL MAIL SERVICES HAVE YOU USED TO SEND SOMETHING IN THE POST IN THE LAST TWELVE MONTHS?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|---|---------------------------------|----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|-------------------------|------------------------|------------------------------------|----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| | | . | | | | | | | | | | | . | | | |
| RECORDED LETTER - PROVIDES PROOF THAT LETTER HAS BEEN SENT AND RECEIVED | 1456 40% 100% EFI | 71 60% 5% T | 303 48% 21% T | 492 46% 34% T | 295 39% 20% T | 156 33% 11% T | 140 26% 10% T | 373 50% 26% T | 787 43% 54% T | 296 29% 20% T | 1216 40% 84% T | 112 36% 8% T | 46 46% 3% T | 82 50% 6% T | 1240 40% 85% T | 122 41% 8% T |
| RECORDED PARCEL- PROVIDES PROOF THAT PARCEL HAS BEEN SENT AND RECEIVED | 841 23% 100% DFI | 48 40% 6% T | 196 31% 23% T | 290 27% 34% T | 134 18% 16% T | 98 21% 12% T | 76 14% 9% T | 243 32% 29% T | 424 23% 50% T | 174 17% 21% T | 725 24% 86% T | 70 22% 8% T | 19 18% 2% T | 28 17% 3% T | 744 24% 88% T | 55 19% 7% T |
| SPECIAL DELIVERY LETTER - GUARANTEED NEXT DAY DELIVERY AND YOU RECEIVE A REFUND OF THE POSTAGE IF THE ITEM DOES NOT ARRIVE ON TIME | 747 21% 100% DEF IK | 37 31% 5% T | 190 30% 25% T | 251 23% 34% T | 127 17% 17% T | 70 15% 9% T | 73 13% 10% T | 227 30% 30% T | 378 20% 51% T | 143 14% 19% T | 679 22% 91% T | 30 10% 4% T | 13 13% 2% T | 24 15% 3% T | 579 19% 78% T | 87 30% 12% T |
| SPECIAL DELIVERY PARCEL - GUARANTEED NEXT DAY DELIVERY AND YOU RECEIVE A REFUND OF THE POSTAGE IF THE ITEM DOES NOT ARRIVE ON TIME | 446 12% 100% FIM | 19 16% 4% T | 113 18% 25% T | 145 13% 33% T | 84 11% 19% T | 46 10% 10% T | 38 7% 9% T | 132 18% 30% T | 230 12% 51% T | 84 8% 19% T | 396 13% 89% T | 27 9% 6% T | 15 14% 3% T | 8 5% 2% T | 365 12% 82% T | 45 15% 10% T |
| ONE OF THE ABOVE, BUT NOT SURE WHICH | 68 2% 100% | 3 2% 4% | 9 1% 13% | 14 1% 21% | 16 2% 24% | 11 2% 17% | 14 3% 20% | 12 2% 18% | 31 2% 45% | 25 2% 37% | 62 2% 91% | 2 1% 3% | 1 1% 2% | 3 2% 4% | 52 2% 77% | 6 2% 9% |
| NONE | 1308 36% 100% ABC G | 20 17% 2% | 168 27% 13% | 329 30% 25% | 295 39% 23% | 199 43% 15% T | 298 55% 23% T | 188 25% 14% | 623 34% 48% | 497 49% 38% T | 1070 35% 82% | 139 44% 11% T | 36 35% 3% T | 64 39% 5% T | 1146 37% 88% | 101 34% 8% T |
| DON'T KNOW | 28 1% 100% | - - - | 6 1% 20% | 9 1% 33% | 6 1% 21% | 3 1% 10% | 5 1% 17% | 6 1% 20% | 15 1% 54% | 7 1% 27% | 23 1% 83% | 5 2% 17% | - - - | - - - | 24 1% 84% | 4 1% 12% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.10 WHICH, IF ANY, OF THE FOLLOWING ROYAL MAIL SERVICES HAVE YOU USED TO SEND SOMETHING IN THE POST IN THE LAST TWELVE MONTHS?
BASE : ALL WITH RESPONSIBILITY FOR POST

| | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|---------------------------------|----------------------|------------------------|------------------------|-------------------|-------------------|-------------------|------------------------|--------------------|-------------------|--------------------|---------------------|------------------------------------|------------------|-----------------------------|--|
| | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| TOTAL (T) | | | | | | | | | | | | | | | |
| 3603 100% | 118* 3% . | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% . | 165 5% | 3068 85% | 295 8% |
| 1848 51% 100% EFI | 88 75% 5% T | 380 60% 21% T | 621 58% 34% T | 368 48% 20% | 208 45% 11% | 181 34% 10% | 468 62% 25% T | 990 54% 54% | 389 39% 21% | 1554 51% 84% | 149 47% 8% | 55 54% 3% | 91 55% 5% | 1580 51% 85% | 149 51% 8% |
| 995 28% 100% EFI KM | 44 38% 4% T | 245 39% 25% T | 333 31% 34% | 182 24% 18% | 93 20% 9% | 97 18% 10% | 290 39% 25% T | 515 28% 52% | 190 19% 19% | 904 30% 91% | 43 14% 4% | 21 21% 2% | 26 16% 3% | 790 26% 79% | 105 36% 11% T |
| 2267 63% 100% EFI K | 98 83% 4% T | 461 73% 20% T | 743 69% 33% T | 463 61% 20% | 265 57% 12% | 237 44% 10% | 559 74% 25% T | 1206 65% 53% | 502 50% 22% | 1930 64% 85% | 170 54% 8% | 65 65% 3% | 101 61% 4% | 1899 62% 84% | 191 65% 8% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.10 WHICH, IF ANY, OF THE FOLLOWING ROYAL MAIL SERVICES HAVE YOU USED TO SEND SOMETHING IN THE POST IN THE LAST TWELVE MONTHS?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | URBAN | | | | | | |
|--|---------------------------|----------------------------------|---|------------------------|-------------------|------------------------|----------------------|--------------------|
| | | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| | 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| | 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| | 1456 40% 100% B | 395 38% 27% | 237 35% 16% | 159 42% 11% | 765 40% 53% | 277 47% 19% H | 49 43% 3% | 1160 39% 80% |
| | 841 23% 100% | 220 21% 26% | 133 20% 16% | 87 23% 10% | 437 23% 52% | 178 30% 21% H | 43 38% 5% H | 657 22% 78% |
| | 747 21% 100% B | 243 23% 32% | 109 16% 15% | 133 35% 18% H | 364 19% 49% | 132 22% 18% | 24 21% 3% | 607 21% 81% |
| | 446 12% 100% BD | 156 15% 35% H | 64 10% 14% | 93 24% 21% H | 192 10% 43% | 92 16% 21% | 20 18% 4% | 348 12% 78% |
| | 68 2% 100% | 30 3% 45% | 17 3% 25% | 13 3% 20% H | 27 1% 40% | 10 2% 15% | - - - | 58 2% 85% |
| | 1308 36% 100% CE | 373 35% 29% | 268 40% 21% | 105 28% 8% | 725 38% 55% | 176 30% 13% | 32 28% 2% | 1098 37% 84% |
| | 28 1% 100% | 9 1% 33% | 6 1% 20% | 4 1% 13% | 15 1% 53% | 2 7% | - - - | 24 1% 86% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.10 WHICH, IF ANY, OF THE FOLLOWING ROYAL MAIL SERVICES HAVE YOU USED TO SEND SOMETHING IN THE POST IN THE LAST TWELVE MONTHS?
BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|--------------------------|----------------------------------|---|------------------------|--------------------|------------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 1848 51% 100% B | 511 49% 28% | 312 46% 17% | 199 52% 11% | 961 51% 52% | 355 60% 19% H | 68 61% 4% | 1472 50% 80% |
| 995 28% 100% BD | 333 32% 33% H | 156 23% 16% | 178 47% 18% H | 469 25% 47% | 182 31% 18% | 33 29% 3% | 802 27% 81% |
| 2267 63% 100% | 670 64% 30% | 398 59% 18% | 272 71% 12% H | 1153 61% 51% | 416 70% 18% H | 81 72% 4% | 1823 62% 80% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.10 WHICH, IF ANY, OF THE FOLLOWING ROYAL MAIL SERVICES HAVE YOU USED TO SEND SOMETHING IN THE POST IN THE LAST TWELVE MONTHS?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|---|---------------------------|------------------------|-------------------|-------------------|-------------------|-----------------|------------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% |
| RECORDED LETTER - PROVIDES PROOF THAT LETTER HAS BEEN SENT AND RECEIVED | 1456 40% 100% B | 186 40% 13% | 209 36% 14% | 492 41% 34% | 273 40% 19% | 29 48% 2% | 214 48% 15% H |
| RECORDED PARCEL- PROVIDES PROOF THAT PARCEL HAS BEEN SENT AND RECEIVED | 841 23% 100% | 100 21% 12% | 120 20% 14% | 281 23% 33% | 156 23% 19% | 18 29% 2% | 127 28% 15% H |
| SPECIAL DELIVERY LETTER - GUARANTEED NEXT DAY DELIVERY AND YOU RECEIVE A REFUND OF THE POSTAGE IF THE ITEM DOES NOT ARRIVE ON TIME | 747 21% 100% B | 151 32% 20% H | 91 16% 12% | 241 20% 32% | 123 18% 17% | 18 28% 2% | 102 23% 14% |
| SPECIAL DELIVERY PARCEL - GUARANTEED NEXT DAY DELIVERY AND YOU RECEIVE A REFUND OF THE POSTAGE IF THE ITEM DOES NOT ARRIVE ON TIME | 446 12% 100% | 95 20% 21% H | 61 10% 14% | 124 10% 28% | 67 10% 15% | 7 12% 2% | 69 15% 15% |
| ONE OF THE ABOVE, BUT NOT SURE WHICH | 68 2% 100% | 15 3% 23% H | 15 3% 22% | 13 1% 20% | 14 2% 20% | - - - | 10 2% 15% |
| NONE | 1308 36% 100% AF | 143 31% 11% | 230 39% 18% | 460 38% 35% | 265 39% 20% | 17 28% 1% | 131 29% 10% |
| DON'T KNOW | 28 1% 100% | 4 1% 13% | 6 1% 20% | 11 1% 40% | 4 1% 13% | - - - | 2 7% |
| ANY RECORDED MAIL | 1848 51% 100% | 235 50% 13% | 277 47% 15% | 619 51% 34% | 341 50% 18% | 34 55% 2% | 270 60% 15% H |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.10 WHICH, IF ANY, OF THE FOLLOWING ROYAL MAIL SERVICES HAVE YOU USED TO SEND SOMETHING IN THE POST IN THE LAST TWELVE MONTHS?
BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | | |
|---|------------------------|-------------------|-------------------|-------------------|-----------------|------------------------|-----------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| WEIGHTED TOTAL 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| ANY SPECIAL DELIVERY MAIL 995 28% 100% B | 197 42% 20% H | 136 23% 14% | 308 26% 31% | 161 24% 16% | 20 32% 2% | 140 31% 14% | 23 27% 2% |
| ANY MENTION 2267 63% 100% | 320 69% 14% H | 350 60% 15% | 742 61% 33% | 411 60% 18% | 44 72% 2% | 314 70% 14% H | 58 69% 3% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.10 WHICH, IF ANY, OF THE FOLLOWING ROYAL MAIL SERVICES HAVE YOU USED TO SEND SOMETHING IN THE POST IN THE LAST TWELVE MONTHS?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|---------------------|---------------------------|---------------------------|-------------------------|-------------------------|---------------------------|---------------------------|-------------------------------|--------------------------|----------------------------|----------------------------------|----------------------------|---------------------------|-------------------------------|----------------------------|------------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| RECORDED LETTER - PROVIDES PROOF THAT LETTER HAS BEEN SENT AND RECEIVED | 1456 40% 100% | 185 48% 13% EF | 189 51% 13% CDEF | 395 43% 27% EF | 392 42% 27% EF | 113 26% 8% | 183 32% 13% E | 72 46% 5% HIO | 200 36% 14% O | 100 30% 7% | 167 56% 11% HILM NO | 352 50% 24% HILNO | 100 36% 7% O | 135 45% 9% HILO | 235 40% 16% IO | 96 24% 7% |
| RECORDED PARCEL- PROVIDES PROOF THAT PARCEL HAS BEEN SENT AND RECEIVED | 841 23% 100% | 112 29% 13% CEF | 132 35% 16% CDEF | 202 22% 24% F | 222 24% 26% EF | 79 18% 9% | 95 17% 11% | 53 34% 6% HIKL NO | 132 24% 16% O | 60 18% 7% | 111 37% 13% HILM MNO | 175 25% 21% INO | 53 19% 6% O | 79 26% 9% ILNO | 116 20% 14% | 61 15% 7% |
| SPECIAL DELIVERY LETTER - GUARANTEED NEXT DAY DELIVERY AND YOU RECEIVE A REFUND OF THE POSTAGE IF THE ITEM DOES NOT ARRIVE ON TIME | 747 21% 100% | 122 32% 16% CDEF | 104 28% 14% CDEF | 186 20% 25% EF | 191 21% 26% EF | 56 13% 8% | 86 15% 12% | 49 31% 7% HILN O | 98 18% 13% O | 51 15% 7% O | 102 34% 14% HILM MNO | 188 27% 25% HILNO | 50 18% 7% O | 76 25% 10% HILN O | 92 16% 12% O | 41 10% 6% |
| SPECIAL DELIVERY PARCEL - GUARANTEED NEXT DAY DELIVERY AND YOU RECEIVE A REFUND OF THE POSTAGE IF THE ITEM DOES NOT ARRIVE ON TIME | 446 12% 100% | 70 18% 16% DEF | 62 17% 14% DEF | 123 14% 28% EF | 106 11% 24% | 37 9% 8% | 48 8% 11% | 31 20% 7% HILM NO | 68 12% 15% O | 33 10% 7% | 71 24% 16% HILM MNO | 112 16% 25% ILMNO | 23 8% 5% | 30 10% 7% | 50 8% 11% | 28 7% 6% |
| ONE OF THE ABOVE, BUT NOT SURE WHICH | 68 2% 100% | 8 2% 12% | 4 1% 6% | 8 1% 12% | 23 2% 34% C | 15 4% 23% BCF | 10 2% 14% | 1 1% | 10 2% 15% | 6 2% 9% | 6 2% 9% | 12 2% 18% | 7 3% 10% | 6 2% 8% | 8 1% 12% | 12 3% 18% |
| NONE | 1308 36% 100% | 101 27% 8% | 87 23% 7% | 303 33% 23% AB | 320 34% 24% AB | 216 50% 17% ABCD | 281 49% 21% ABCD | 35 22% 3% GJK | 199 36% 15% GJK | 156 46% 12% GHJKM | 53 18% 4% | 176 25% 13% J | 119 43% 9% GHJKM | 101 34% 8% GJK | 248 42% 19% GHJKM | 223 56% 17% GHJKLMN |
| DON'T KNOW | 28 1% 100% | 1 4% | 4 1% 16% | 8 1% 27% | 8 1% 27% | 5 1% 17% | 3 9% | 4 2% 13% HJ | 2 8% | 4 1% 14% | - - - | 6 1% 20% | 1 5% | 2 7% | 7 26% | 2 7% |
| ANY RECORDED MAIL | 1848 51% 100% | 230 60% 12% DEF | 239 64% 13% CDEF | 493 54% 27% EF | 497 53% 27% EF | 161 37% 9% | 229 40% 12% | 96 62% 5% HILN O | 280 51% 15% IO | 131 39% 7% | 206 69% 11% HILM MNO | 427 61% 23% HILNO | 125 45% 7% O | 166 55% 9% ILNO | 282 48% 15% IO | 133 34% 7% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.10 WHICH, IF ANY, OF THE FOLLOWING ROYAL MAIL SERVICES HAVE YOU USED TO SEND SOMETHING IN THE POST IN THE LAST TWELVE MONTHS?
BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|------------------------------|--|---------------------|-----------------------|-----------------------|-------------------------|---------------------|-----------------------|----------------------|------------------------|----------------------|----------------------|------------------------|----------------------|--------------------|----------------------|--------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| ANY SPECIAL DELIVERY MAIL | 995 28% 100% | 152 40% 15% | 138 37% 14% | 259 28% 26% | 256 27% 26% | 77 18% 8% | 113 20% 11% | 65 41% 5% | 141 26% 14% | 70 21% 7% | 136 46% 14% | 249 36% 25% | 59 22% 5% | 89 30% 9% | 125 21% 13% | 60 15% 6% |
| | | CDEF | CDEF | EF | EF | | | HILM NO | O | O | HIKL MNO | HILNO | O | ILNO | O | |
| ANY MENTION | 2267 63% 100% | 279 73% 12% | 280 75% 12% | 601 66% 26% | 605 65% 27% | 212 49% 9% | 290 51% 13% | 117 75% 5% | 353 64% 16% | 176 52% 8% | 245 82% 11% | 519 74% 23% | 154 56% 7% | 196 66% 9% | 334 57% 15% | 172 43% 8% |
| | | CDEF | CDEF | EF | EF | | | HILN O | ILNO | O | HIKL MNO | HILMN O | O | ILNO | O | |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.10 WHICH, IF ANY, OF THE FOLLOWING ROYAL MAIL SERVICES HAVE YOU USED TO SEND SOMETHING IN THE POST IN THE LAST TWELVE MONTHS?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|--|--------------------------|------------------------|------------------------|-----------------------|-------------------------|------------------------|------------------------|----------------------|------------------------|------------------------|------------------------|------------------------|-----------------------|--------------------|------------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| RECORDED LETTER - PROVIDES PROOF THAT LETTER HAS BEEN SENT AND RECEIVED EFIO | 1456 40% 100% P | 185 48% 13% P | 189 51% 13% P | 395 43% 27% | 392 42% 27% | 113 26% 8% | 183 32% 13% | 72 46% 5% | 200 36% 14% | 100 30% 7% | 167 56% 11% P | 352 50% 24% | 100 36% 7% | 135 45% 9% | 235 40% 16% | 96 24% 7% |
| RECORDED PARCEL- PROVIDES PROOF THAT PARCEL HAS BEEN SENT AND RECEIVED EFIO | 841 23% 100% P | 112 29% 13% P | 132 35% 16% P | 202 22% 24% | 222 24% 26% | 79 18% 9% | 95 17% 11% | 53 34% 6% P | 132 24% 16% | 60 18% 7% | 111 37% 13% P | 175 25% 21% | 53 19% 6% | 79 26% 9% | 116 20% 14% | 61 15% 7% |
| SPECIAL DELIVERY LETTER - GUARANTEED NEXT DAY DELIVERY AND YOU RECEIVE A REFUND OF THE POSTAGE IF THE ITEM DOES NOT ARRIVE ON TIME EFIN O | 747 21% 100% P | 122 32% 16% P | 104 28% 14% P | 186 20% 25% | 191 21% 26% | 56 13% 8% | 86 15% 12% | 49 31% 7% P | 98 18% 13% | 51 15% 7% | 102 34% 14% P | 188 27% 25% | 50 18% 7% | 76 25% 10% | 92 16% 12% | 41 10% 6% |
| SPECIAL DELIVERY PARCEL - GUARANTEED NEXT DAY DELIVERY AND YOU RECEIVE A REFUND OF THE POSTAGE IF THE ITEM DOES NOT ARRIVE ON TIME EFLN O | 446 12% 100% P | 70 18% 16% P | 62 17% 14% P | 123 14% 28% | 106 11% 24% | 37 9% 8% | 48 8% 11% | 31 20% 7% P | 68 12% 15% | 33 10% 7% | 71 24% 16% P | 112 16% 25% | 23 8% 5% | 30 10% 7% | 50 8% 11% | 28 7% 6% |
| ONE OF THE ABOVE, BUT NOT SURE WHICH | 68 2% 100% P | 8 2% 12% | 4 1% 6% | 8 1% 12% | 23 2% 34% | 15 4% 23% P | 10 2% 14% | 1 1% 15% | 10 2% 15% | 6 2% 9% | 6 2% 9% | 12 2% 18% | 7 3% 10% | 6 2% 8% | 8 1% 12% | 12 3% 18% |
| NONE ABGJ | 1308 36% 100% P | 101 27% 8% | 87 23% 7% | 303 33% 23% | 320 34% 24% | 216 50% 17% P | 281 49% 21% P | 35 22% 3% | 199 36% 15% | 156 46% 12% P | 53 18% 4% | 176 25% 13% | 119 43% 9% P | 101 34% 8% | 248 42% 19% P | 223 56% 17% P |
| DON'T KNOW | 28 1% 100% P | 1 1% 4% | 4 1% 16% | 8 1% 27% | 8 1% 27% | 5 1% 17% | 3 1% 9% | 4 2% 13% | 2 1% 8% | 4 1% 14% | - - - | 6 1% 20% | 1 1% 5% | 2 1% 7% | 7 1% 26% | 2 1% 7% |
| ANY RECORDED MAIL EFL O | 1848 51% 100% P | 230 60% 12% P | 239 64% 13% P | 493 54% 27% | 497 53% 27% | 161 37% 9% | 229 40% 12% | 96 62% 5% P | 280 51% 15% | 131 39% 7% | 206 69% 11% P | 427 61% 23% | 125 45% 7% | 166 55% 9% | 282 48% 15% | 133 34% 7% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
 * SMALL BASE



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.10 WHICH, IF ANY, OF THE FOLLOWING ROYAL MAIL SERVICES HAVE YOU USED TO SEND SOMETHING IN THE POST IN THE LAST TWELVE MONTHS?
BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|------------------------------|--|------------------------|------------------------|-----------------------|-------------------------|---------------------|-----------------------|-----------------------|------------------------|----------------------|------------------------|------------------------|----------------------|--------------------|----------------------|--------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| ANY SPECIAL DELIVERY MAIL | 995 28% 100% EFIL NO | 152 40% 15% P | 138 37% 14% P | 259 28% 26% | 256 27% 26% | 77 18% 8% | 113 20% 11% | 65 41% 6% P | 141 26% 14% | 70 21% 7% | 136 46% 14% P | 249 36% 25% | 59 22% 6% | 89 30% 9% | 125 21% 13% | 60 15% 6% |
| ANY MENTION | 2267 63% 100% EFIL NO | 279 73% 12% P | 280 75% 12% P | 601 66% 26% | 605 65% 27% | 212 49% 9% | 290 51% 13% | 117 75% 5% P | 353 64% 16% | 176 52% 8% | 245 82% 11% P | 519 74% 23% | 154 56% 7% | 196 66% 9% | 334 57% 15% | 172 43% 8% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.10 WHICH, IF ANY, OF THE FOLLOWING ROYAL MAIL SERVICES HAVE YOU USED TO SEND SOMETHING IN THE POST IN THE LAST TWELVE MONTHS?
BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--|---------------------|-----------------------------|----------------------------|----------------------|--|------------------------|--------------------------|------------------------|------------------------------------|------------------------|--------------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| RECORDED LETTER - PROVIDES PROOF THAT LETTER HAS BEEN SENT AND RECEIVED | 1456 40% 100% | 214 38% 15% | 1238 41% 85% C | 50 32% 3% | 1246 46% 86% E | 209 24% 14% | 66 24% 5% | 134 27% 9% | 1252 44% 86% FGIJ | 138 27% 9% | 70 24% 5% |
| RECORDED PARCEL- PROVIDES PROOF THAT PARCEL HAS BEEN SENT AND RECEIVED | 841 23% 100% | 109 19% 13% | 730 24% 87% AC | 27 17% 3% | 730 27% 87% E | 111 13% 13% | 26 9% 3% | 80 16% 10% FJ | 735 26% 87% FGIJ | 81 16% 10% FJ | 26 9% 3% |
| SPECIAL DELIVERY LETTER - GUARANTEED NEXT DAY DELIVERY AND YOU RECEIVE A REFUND OF THE POSTAGE IF THE ITEM DOES NOT ARRIVE ON TIME | 747 21% 100% | 88 16% 12% | 654 22% 88% A | 27 17% 4% | 663 24% 89% E | 84 10% 11% | 26 10% 4% | 61 12% 8% | 658 23% 88% FGIJ | 62 12% 8% | 28 9% 4% |
| SPECIAL DELIVERY PARCEL - GUARANTEED NEXT DAY DELIVERY AND YOU RECEIVE A REFUND OF THE POSTAGE IF THE ITEM DOES NOT ARRIVE ON TIME | 446 12% 100% | 47 8% 11% | 397 13% 89% A | 13 8% 3% | 406 15% 91% E | 41 5% 9% | 11 4% 2% | 31 6% 7% | 405 14% 91% FGIJ | 31 6% 7% | 11 4% 2% |
| ONE OF THE ABOVE, BUT NOT SURE WHICH | 68 2% 100% | 10 2% 15% | 55 2% 82% | 1 1% 2% | 51 2% 75% | 17 2% 25% | 3 1% 4% | 8 2% 12% | 56 2% 82% | 9 2% 14% | 4 1% 5% |
| NONE | 1308 36% 100% | 247 44% 19% B | 1054 35% 81% | 74 47% 6% B | 791 29% 60% | 518 59% 40% D | 169 62% 13% GHI | 256 52% 20% H | 867 31% 66% | 271 53% 21% H | 184 62% 14% GHI |
| DON'T KNOW | 28 1% 100% | 4 1% 13% | 24 1% 87% | 5 3% 16% AB | 17 1% 62% | 11 1% 38% | 4 1% 13% | 2 1% 6% | 20 1% 72% | 4 1% 15% | 6 2% 22% GH |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.10 WHICH, IF ANY, OF THE FOLLOWING ROYAL MAIL SERVICES HAVE YOU USED TO SEND SOMETHING IN THE POST IN THE LAST TWELVE MONTHS?
BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---------------------|-----------------------------|----------------------------|-----------------|--|-------------------|-------------------|-------------------------|------------------------------------|-------------------------|---------------------|
| | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| | | | | | | | | | | |
| 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| 1848 51% 100% | 262 46% 14% | 1580 52% 86% AC | 66 42% 4% | 1561 57% 84% E | 287 33% 16% | 83 31% 5% | 186 38% 10% J | 1574 56% 85% FGU | 190 37% 10% J | 87 29% 5% |
| 995 28% 100% | 118 21% 12% | 872 29% 88% A | 35 22% 4% | 886 33% 89% E | 109 12% 11% | 33 12% 3% | 80 16% 8% | 880 31% 89% FGU | 81 16% 8% | 34 12% 3% |
| 2267 63% 100% | 313 56% 14% | 1943 64% 86% AC | 79 50% 3% | 1918 70% 85% E | 349 40% 15% | 99 36% 4% | 235 48% 10% FJ | 1926 68% 85% FGU | 241 47% 11% FJ | 105 36% 5% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.10 WHICH, IF ANY, OF THE FOLLOWING ROYAL MAIL SERVICES HAVE YOU USED TO SEND SOMETHING IN THE POST IN THE LAST TWELVE MONTHS?
BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--|-----------------------------------|-----------------------------|----------------------------|----------------------|--|------------------------|------------------------|------------------------|------------------------------------|------------------------|------------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| RECORDED LETTER - PROVIDES PROOF THAT LETTER HAS BEEN SENT AND RECEIVED | 1456 40% 100% CEFGI J | 214 38% 15% | 1238 41% 85% | 50 32% 3% | 1246 46% 86% K | 209 24% 14% | 66 24% 5% | 134 27% 9% | 1252 44% 86% K | 138 27% 9% | 70 24% 5% |
| RECORDED PARCEL - PROVIDES PROOF THAT PARCEL HAS BEEN SENT AND RECEIVED | 841 23% 100% AEFGI J | 109 19% 13% | 730 24% 87% | 27 17% 3% | 730 27% 87% K | 111 13% 13% | 26 9% 3% | 80 16% 10% | 735 26% 87% K | 81 16% 10% | 26 9% 3% |
| SPECIAL DELIVERY LETTER - GUARANTEED NEXT DAY DELIVERY AND YOU RECEIVE A REFUND OF THE POSTAGE IF THE ITEM DOES NOT ARRIVE ON TIME | 747 21% 100% AEFGI J | 88 16% 12% | 654 22% 88% | 27 17% 4% | 663 24% 89% K | 84 10% 11% | 26 10% 4% | 61 12% 8% | 658 23% 88% K | 62 12% 8% | 28 9% 4% |
| SPECIAL DELIVERY PARCEL - GUARANTEED NEXT DAY DELIVERY AND YOU RECEIVE A REFUND OF THE POSTAGE IF THE ITEM DOES NOT ARRIVE ON TIME | 446 12% 100% AEFGI J | 47 8% 11% | 397 13% 89% | 13 8% 3% | 406 15% 91% K | 41 5% 9% | 11 4% 2% | 31 6% 7% | 405 14% 91% K | 31 6% 7% | 11 4% 2% |
| ONE OF THE ABOVE, BUT NOT SURE WHICH | 68 2% 100% | 10 2% 15% | 55 2% 82% | 1 1% 2% | 51 2% 75% | 17 2% 25% | 3 1% 4% | 8 2% 12% | 56 2% 82% | 9 2% 14% | 4 1% 5% |
| NONE | 1308 36% 100% DH | 247 44% 19% K | 1054 35% 81% | 74 47% 6% K | 791 29% 60% | 518 59% 40% K | 169 62% 13% K | 256 52% 20% K | 867 31% 66% | 271 53% 21% K | 184 62% 14% K |
| DON'T KNOW | 28 1% 100% | 4 1% 13% | 24 1% 87% | 5 3% 16% K | 17 1% 62% | 11 1% 38% | 4 1% 13% | 2 6% | 20 1% 72% | 4 1% 15% | 6 2% 22% K |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.10 WHICH, IF ANY, OF THE FOLLOWING ROYAL MAIL SERVICES HAVE YOU USED TO SEND SOMETHING IN THE POST IN THE LAST TWELVE MONTHS?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|------------------------------|---|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| ANY RECORDED MAIL | 1848 51% 100% ACEFG IJ | 262 46% 14% | 1580 52% 86% | 66 42% 4% | 1561 57% 84% K | 287 33% 16% | 83 31% 5% | 186 38% 10% | 1574 56% 85% K | 190 37% 10% | 87 29% 5% |
| ANY SPECIAL DELIVERY MAIL | 995 28% 100% AEFGI J | 118 21% 12% | 872 29% 88% | 35 22% 4% | 886 33% 89% K | 109 12% 11% | 33 12% 3% | 80 16% 8% | 880 31% 89% K | 81 16% 8% | 34 12% 3% |
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GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.10 WHICH, IF ANY, OF THE FOLLOWING ROYAL MAIL SERVICES HAVE YOU USED TO SEND SOMETHING IN THE POST IN THE LAST TWELVE MONTHS?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|---------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| RECORDED LETTER - PROVIDES PROOF THAT LETTER HAS BEEN SENT AND RECEIVED | 1456 40% 100% | 351 52% 24% | 23 29% 2% | 700 46% 48% | 86 26% 6% | 195 36% 13% | 100 21% 7% | 320 39% 22% | 52 23% 4% | 564 50% 39% | 54 35% 4% | 362 46% 25% | 104 21% 7% |
| RECORDED PARCEL- PROVIDES PROOF THAT PARCEL HAS BEEN SENT AND RECEIVED | 841 23% 100% | 228 34% 27% | 15 19% 2% | 379 25% 45% | 44 13% 5% | 122 23% 15% | 52 11% 6% | 204 25% 24% | 41 19% 5% | 313 28% 37% | 26 17% 3% | 213 27% 33% | 44 9% 5% |
| SPECIAL DELIVERY LETTER - GUARANTEED NEXT DAY DELIVERY AND YOU RECEIVE A REFUND OF THE POSTAGE IF THE ITEM DOES NOT ARRIVE ON TIME | 747 21% 100% | 214 32% 29% | 12 16% 2% | 345 23% 46% | 32 10% 4% | 104 19% 14% | 39 8% 5% | 174 21% 23% | 23 11% 3% | 321 29% 43% | 19 13% 3% | 168 22% 22% | 41 8% 5% |
| SPECIAL DELIVERY PARCEL - GUARANTEED NEXT DAY DELIVERY AND YOU RECEIVE A REFUND OF THE POSTAGE IF THE ITEM DOES NOT ARRIVE ON TIME | 446 12% 100% | 131 19% 29% | 2 2% * | 217 14% 49% | 13 4% 3% | 58 11% 13% | 26 6% 6% | 115 14% 26% | 16 7% 4% | 197 18% 44% | 10 6% 2% | 94 12% 21% | 14 3% 3% |
| ONE OF THE ABOVE, BUT NOT SURE WHICH | 68 2% 100% | 11 2% 16% | 1 1% 1% | 25 2% 37% | 6 2% 9% | 15 3% 22% | 10 2% 15% | 13 2% 20% | 4 2% 5% | 24 2% 36% | 1 1% 1% | 13 2% 20% | 13 2% 19% |
| NONE | 1308 36% 100% | 150 22% 11% | 38 49% 3% | 433 29% 33% | 190 57% 15% | 207 39% 16% | 289 62% 22% | 274 33% 21% | 116 53% 9% | 271 24% 21% | 77 50% 6% | 246 32% 19% | 325 64% 25% |
| DON'T KNOW | 28 1% 100% | 6 1% 20% | - - - | 8 1% 29% | 7 2% 25% C | 4 1% 13% | 4 7% 13% | 8 1% 28% | 2 1% 7% | 6 1% 20% | 2 1% 5% | 4 1% 14% | 7 1% 26% I |
| ANY RECORDED MAIL | 1848 51% 100% | 435 65% 24% | 33 42% 2% | 873 58% 47% | 117 35% 6% | 253 47% 14% | 137 29% 7% | 427 52% 23% | 81 37% 4% | 687 61% 37% | 71 46% 4% | 447 57% 24% | 135 27% 7% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.10 WHICH, IF ANY, OF THE FOLLOWING ROYAL MAIL SERVICES HAVE YOU USED TO SEND SOMETHING IN THE POST IN THE LAST TWELVE MONTHS?
BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| 995 28% 100% | 277 41% 28% | 13 16% 1% | 475 31% 48% | 40 12% 4% | 134 25% 13% | 56 12% 6% | 241 29% 24% | 35 16% 4% | 421 38% 42% | 22 15% 2% | 223 29% 22% | 51 10% 5% |
| 2267 63% 100% | 519 77% 23% | 40 51% 2% | 1071 71% 47% | 135 41% 6% | 327 61% 14% | 174 37% 8% | 545 66% 24% | 102 46% 4% | 843 75% 37% | 76 49% 3% | 530 68% 23% | 172 34% 8% |
| | BCDEF | | BDEF | | DF | | HJL | L | GHJKL | | HJL | |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.10 WHICH, IF ANY, OF THE FOLLOWING ROYAL MAIL SERVICES HAVE YOU USED TO SEND SOMETHING IN THE POST IN THE LAST TWELVE MONTHS?
BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|----------------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| RECORDED LETTER - PROVIDES PROOF THAT LETTER HAS BEEN SENT AND RECEIVED | 1456 40% 100% DFHL | 351 52% 24% M | 23 29% 2% | 700 46% 48% M | 86 26% 6% | 195 36% 13% | 100 21% 7% | 320 39% 22% | 52 23% 4% | 564 50% 39% M | 54 35% 4% | 362 46% 25% M | 104 21% 7% |
| RECORDED PARCEL- PROVIDES PROOF THAT PARCEL HAS BEEN SENT AND RECEIVED | 841 23% 100% DFL | 228 34% 27% M | 15 19% 2% | 379 25% 49% | 44 13% 5% | 122 23% 15% | 52 11% 6% | 204 25% 24% | 41 19% 5% | 313 28% 37% M | 26 17% 3% | 213 27% 25% M | 44 9% 5% |
| SPECIAL DELIVERY LETTER - GUARANTEED NEXT DAY DELIVERY AND YOU RECEIVE A REFUND OF THE POSTAGE IF THE ITEM DOES NOT ARRIVE ON TIME | 747 21% 100% DFHJ L | 214 32% 29% M | 12 16% 2% | 345 23% 46% | 32 10% 4% | 104 19% 14% | 39 8% 5% | 174 21% 23% | 23 11% 3% | 321 29% 43% M | 19 13% 3% | 168 22% 22% | 41 8% 5% |
| SPECIAL DELIVERY PARCEL - GUARANTEED NEXT DAY DELIVERY AND YOU RECEIVE A REFUND OF THE POSTAGE IF THE ITEM DOES NOT ARRIVE ON TIME | 446 12% 100% BDFH JL | 131 19% 29% M | 2 2% * | 217 14% 49% | 13 4% 3% | 58 11% 13% | 26 6% 6% | 115 14% 26% | 16 7% 4% | 197 18% 44% M | 10 6% 2% | 94 12% 21% | 14 3% 3% |
| ONE OF THE ABOVE, BUT NOT SURE WHICH | 68 2% 100% | 11 2% 16% | 1 1% 1% | 25 2% 37% | 6 2% 9% | 15 3% 22% | 10 2% 15% | 13 2% 20% | 4 2% 5% | 24 2% 36% | 1 1% 1% | 13 2% 20% | 13 2% 19% |
| NONE | 1308 36% 100% ACK | 150 22% 11% | 38 49% 3% | 433 29% 33% | 190 57% 15% M | 207 39% 16% | 289 62% 22% M | 274 33% 21% | 116 53% 9% M | 271 24% 21% | 77 50% 6% M | 246 32% 19% | 325 64% 25% M |
| DON'T KNOW | 28 1% 100% | 6 1% 20% | - - - | 8 1% 29% | 7 2% 25% M | 4 1% 13% | 4 1% 13% | 8 1% 28% | 2 1% 7% | 6 - 20% | 2 1% 5% | 4 1% 14% | 7 1% 26% |
| ANY RECORDED MAIL | 1848 51% 100% DFHL | 435 65% 24% M | 33 42% 2% | 873 58% 47% M | 117 35% 6% | 253 47% 14% | 137 29% 7% | 427 52% 23% | 81 37% 4% | 687 61% 37% M | 71 46% 4% | 447 57% 24% M | 135 27% 7% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QA.10 WHICH, IF ANY, OF THE FOLLOWING ROYAL MAIL SERVICES HAVE YOU USED TO SEND SOMETHING IN THE POST IN THE LAST TWELVE MONTHS?
BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|--|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| ANY SPECIAL DELIVERY MAIL 995 28% 100% BDFH JL | 277 41% 28% M | 13 16% 1% | 475 31% 48% M | 40 12% 4% | 134 25% 13% | 56 12% 6% | 241 29% 24% | 35 16% 4% | 421 38% 42% M | 22 15% 2% | 223 29% 22% | 51 10% 5% |
| ANY MENTION 2267 63% 100% BDFH JL | 519 77% 23% M | 40 51% 2% | 1071 71% 47% M | 135 41% 6% | 327 61% 14% | 174 37% 8% | 545 66% 24% | 102 46% 4% | 843 75% 37% M | 76 49% 3% | 530 68% 23% M | 172 34% 8% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QB.1 APPROXIMATELY HOW MANY LETTERS OR CARDS DO YOU RECEIVE IN AN AVERAGE WEEK? PLEASE DON'T INCLUDE PARCELS,
 WE WILL ASK YOU ABOUT THESE SEPARATELY.**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|---------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-------------------------|------------------------------|-------------------------|-------------------------|------------------------|-------------------------|-------------------------|------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 281 8% 100% | 75 16% 27% BCD EF | 43 8% 15% CE | 27 4% 10% | 34 6% 12% | 24 4% 8% | 37 9% 13% CDE | 42 12% 15% BCD E | 118 11% 42% I | 85 5% 30% | 79 11% 28% I | 118 11% 42% LM | 61 5% 22% | 102 8% 36% L |
| 510 14% 100% | 131 27% 26% BCD EFG | 83 15% 16% DEF | 81 12% 16% | 56 9% 11% | 51 9% 10% | 41 10% 8% | 68 20% 13% CDE F | 214 20% 42% IJ | 187 10% 37% | 109 15% 21% I | 214 20% 42% LM | 136 12% 27% | 160 12% 31% |
| 646 18% 100% | 110 23% 17% CDE F | 107 19% 17% | 110 17% 17% | 105 17% 16% | 85 16% 13% | 69 17% 11% | 61 18% 9% | 217 21% 34% I | 299 17% 46% | 129 17% 20% | 217 21% 34% LM | 215 17% 33% | 214 17% 33% |
| 1081 30% 100% | 90 19% 8% AFG | 189 33% 17% AFG | 226 34% 21% AFG | 212 35% 20% AFG | 176 33% 16% AFG | 105 26% 10% A | 82 24% 8% A | 279 33% 26% HJ | 614 34% 57% HJ | 188 26% 17% | 279 27% 26% | 438 34% 41% KM | 363 28% 34% K |
| 732 20% 100% | 58 12% 8% | 97 17% 13% A | 151 23% 21% ABG | 136 22% 19% ABG | 140 26% 19% ABG | 91 23% 12% ABG | 58 17% 8% | 155 15% 21% | 427 24% 58% HJ | 149 20% 20% H | 155 15% 21% | 288 23% 39% K | 289 22% 39% K |
| 236 7% 100% | 10 2% 4% | 26 5% 11% A | 46 7% 19% A | 51 8% 22% AB | 45 8% 19% AB | 36 9% 15% AB | 22 6% 9% A | 36 3% 15% | 142 8% 60% H | 58 8% 25% H | 36 3% 15% | 97 8% 41% K | 104 8% 44% K |
| 79 2% 100% | 2 1% 2% | 12 2% 15% A | 15 2% 20% A | 12 2% 15% A | 14 3% 18% A | 14 3% 17% A | 10 3% 12% A | 14 1% 17% | 42 2% 53% | 24 3% 30% H | 14 1% 17% | 27 2% 35% | 38 3% 48% K |
| 12 1% 100% | - - - | - - - | 2 1% 20% | 3 1% 22% | 2 1% 20% | 4 1% 31% AB | 1 1% 7% AB | - - - | 7 1% 62% | 4 1% 38% H | - - - | 5 1% 42% | 7 1% 58% K |
| 22 1% 100% | 6 1% 28% | 4 1% 19% | 3 1% 14% | 2 1% 9% | 2 1% 9% | 3 1% 12% | 2 1% 8% | 10 1% 47% | 7 1% 33% | 4 1% 20% | 10 1% 47% | 5 1% 23% | 6 1% 30% |
| 4 1% 100% | - - - | 3 1% 58% | 1 1% 24% | - - - | - - - | - - - | 1 1% 18% | 3 1% 58% | 1 1% 24% | 1 1% 18% | 3 1% 58% | 1 1% 24% | 1 1% 18% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QB.1 APPROXIMATELY HOW MANY LETTERS OR CARDS DO YOU RECEIVE IN AN AVERAGE WEEK? PLEASE DON'T INCLUDE PARCELS,
 WE WILL ASK YOU ABOUT THESE SEPARATELY.**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|---------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------------|------------------------|-------------------------|------------------------|-------------------------|-------------------------|------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 792 22% 100% | 206 43% 26% BCD EFG | 126 22% 16% CDE | 108 16% 14% | 89 15% 11% | 74 14% 9% | 78 19% 10% DE | 110 32% 14% BCD EF | 332 32% 42% U | 272 15% 34% | 188 25% 24% I | 332 32% 42% LM | 197 16% 25% | 262 20% 33% L |
| 1437 40% 100% | 316 66% 22% BCD EFG | 232 41% 16% CDE | 218 33% 15% | 194 32% 14% | 159 30% 11% | 146 37% 10% E | 171 49% 12% BCD EF | 549 52% 38% U | 571 32% 40% | 317 43% 22% I | 549 52% 38% LM | 412 32% 29% | 477 37% 33% L |
| 1081 30% 100% | 90 19% 8% | 189 33% 17% AFG | 226 34% 20% AFG | 212 35% 20% AFG | 176 33% 16% AFG | 105 26% 10% A | 82 24% 8% | 279 27% 26% | 614 34% 57% HJ | 188 25% 17% | 279 27% 26% | 438 34% 41% KM | 363 28% 34% |
| 1059 29% 100% | 69 14% 7% | 136 24% 13% A | 215 32% 20% AB | 202 33% 19% ABG | 201 37% 19% ABG | 145 36% 14% ABG | 91 26% 9% A | 205 20% 19% | 618 34% 58% H | 236 32% 22% H | 205 20% 19% | 417 33% 39% K | 437 34% 41% K |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QB.1 APPROXIMATELY HOW MANY LETTERS OR CARDS DO YOU RECEIVE IN AN AVERAGE WEEK? PLEASE DON'T INCLUDE PARCELS,
 WE WILL ASK YOU ABOUT THESE SEPARATELY.**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (N) | AGE | | | | | | | | | | | | |
|---|---------------------------------|------------------------|-------------------|-------------------|------------------------|------------------------|----------------------|-----------------------|------------------------|------------------------|-----------------------|------------------------|------------------------|-------------------|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| UNWEIGHTED TOTAL | 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| WEIGHTED TOTAL | 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| I DON'T ALWAYS RECEIVE LETTERS/CARDS EACH WEEK | 281 8% 100% CEI L | 75 16% 27% N | 43 8% 15% | 27 4% 10% | 34 6% 12% | 24 4% 8% | 37 9% 13% | 42 12% 15% N | 118 11% 42% N | 85 5% 30% | 79 11% 28% N | 118 11% 42% N | 61 5% 22% | 102 8% 36% |
| 1 OR 2 ITEMS PER WEEK | 510 14% 100% DEF IL | 131 27% 26% N | 83 15% 16% | 81 12% 16% | 56 9% 11% | 51 9% 10% | 41 10% 8% | 68 20% 13% N | 214 20% 42% N | 187 10% 37% | 109 15% 21% | 214 20% 42% N | 136 11% 27% | 160 12% 31% |
| 3 OR 4 ITEMS PER WEEK | 646 18% 100% | 110 23% 17% N | 107 19% 17% | 110 17% 17% | 105 17% 16% | 85 16% 13% | 69 17% 11% | 61 18% 9% | 217 21% 34% | 299 17% 46% | 129 17% 20% | 217 21% 34% | 215 17% 33% | 214 17% 33% |
| 5-10 ITEMS PER WEEK | 1081 30% 100% AGJ | 90 19% 8% | 189 33% 17% | 226 34% 21% | 212 35% 20% N | 176 33% 16% | 105 26% 10% | 82 24% 8% | 279 27% 26% | 614 34% 57% N | 188 25% 17% | 279 27% 26% | 438 34% 41% N | 363 28% 34% |
| 10-20 ITEMS PER WEEK | 732 20% 100% AHK | 58 12% 8% | 97 17% 13% | 151 23% 21% | 136 22% 19% | 140 26% 19% N | 91 23% 12% | 58 17% 8% | 155 15% 21% | 427 24% 58% N | 149 20% 20% | 155 15% 21% | 288 23% 39% | 289 22% 39% |
| 20-30 ITEMS PER WEEK | 236 7% 100% AHK | 10 2% 4% | 26 5% 11% | 46 7% 19% | 51 8% 22% | 45 8% 19% | 36 9% 15% N | 22 6% 9% | 36 3% 15% | 142 8% 60% | 58 8% 25% | 36 3% 15% | 97 8% 41% | 104 8% 44% |
| 30-50 ITEMS PER WEEK | 79 2% 100% A | 2 - 2% | 12 2% 15% | 15 2% 20% | 12 2% 15% | 14 3% 18% | 14 3% 17% | 10 3% 12% | 14 1% 17% | 42 2% 53% | 24 3% 30% | 14 1% 17% | 27 2% 35% | 38 3% 48% |
| 50 + | 12 - 100% | - - | - - | 2 20% | 3 22% | 2 20% | 4 1% 31% | 1 - 7% | - - | 7 - 62% | 4 1% 38% | - - | 5 42% | 7 1% 58% |
| DON'T KNOW | 22 1% 100% | 6 1% 28% | 4 1% 19% | 3 - 14% | 2 - 9% | 2 - 9% | 3 1% 12% | 2 - 8% | 10 1% 47% | 7 - 33% | 4 1% 20% | 10 1% 47% | 5 - 23% | 6 1% 30% |
| REFUSED | 4 - 100% | - - | 3 - 58% | 1 - 24% | - - | - - | - - | 1 - 18% | 3 - 58% | 1 - 24% | 1 - 18% | 3 - 58% | 1 - 24% | 1 - 18% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QB.1 APPROXIMATELY HOW MANY LETTERS OR CARDS DO YOU RECEIVE IN AN AVERAGE WEEK? PLEASE DON'T INCLUDE PARCELS,
 WE WILL ASK YOU ABOUT THESE SEPARATELY.**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (N) | AGE | | | | | | | | | | | | |
|--|----------------------------------|------------------------|-------------------|-------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|-------------------|------------------------|------------------------|------------------------|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| | 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| | 792 22% 100% CDE IL | 206 43% 26% N | 126 22% 16% | 108 16% 14% | 89 15% 11% | 74 14% 9% | 78 19% 10% | 110 32% 14% N | 332 32% 42% N | 272 15% 34% | 188 25% 24% | 332 32% 42% N | 197 16% 25% | 262 20% 33% |
| | 1437 40% 100% CDE IL | 316 66% 22% N | 232 41% 16% | 218 33% 15% | 194 32% 14% | 159 30% 11% | 146 37% 10% | 171 49% 12% N | 549 52% 38% N | 571 32% 40% | 317 43% 22% | 549 52% 38% N | 412 32% 29% | 477 37% 33% |
| | 1081 30% 100% AGJ | 90 19% 8% | 189 33% 17% | 226 34% 21% | 212 35% 20% N | 176 33% 16% | 105 26% 10% | 82 24% 8% | 279 27% 26% | 614 34% 57% N | 188 25% 17% | 279 27% 26% | 438 34% 41% N | 363 28% 34% |
| | 1059 29% 100% ABHK | 69 14% 7% | 136 24% 13% | 215 32% 20% | 202 33% 19% | 201 37% 19% N | 145 36% 14% N | 91 26% 9% | 205 20% 19% | 618 34% 58% N | 236 32% 22% | 205 20% 19% | 417 33% 39% N | 437 34% 41% N |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QB.1 APPROXIMATELY HOW MANY LETTERS OR CARDS DO YOU RECEIVE IN AN AVERAGE WEEK? PLEASE DON'T INCLUDE PARCELS,
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BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEX | | SEX/AGE | | | | | |
|---|---------------------|-------------------|------------------------|-------------------------------|-------------------------|--------------------------|------------------------------|-------------------------|-------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| I DON'T ALWAYS RECEIVE LETTERS/CARDS EACH WEEK | 281 8% 100% | 137 8% 49% | 145 8% 51% | 67 13% 24% DEG H | 29 5% 10% | 41 7% 15% | 51 10% 18% DG | 33 5% 12% | 61 9% 22% DG |
| 1 OR 2 ITEMS PER WEEK | 510 14% 100% | 264 15% 52% | 246 13% 48% | 118 23% 23% DEG H | 71 11% 14% | 75 13% 15% | 96 18% 19% DEG H | 65 10% 13% | 85 12% 17% |
| 3 OR 4 ITEMS PER WEEK | 646 18% 100% | 301 17% 47% | 345 18% 53% | 108 21% 17% E | 104 17% 16% | 88 15% 14% | 109 21% 17% E | 111 17% 17% | 126 18% 19% |
| 5-10 ITEMS PER WEEK | 1081 30% 100% | 481 28% 45% | 600 32% 55% A | 122 23% 11% | 211 34% 20% CE | 148 25% 14% | 157 30% 15% C | 227 35% 21% CE | 216 31% 20% CE |
| 10-20 ITEMS PER WEEK | 732 20% 100% | 358 21% 49% | 374 20% 51% | 67 13% 9% | 147 23% 20% CF | 145 25% 20% CF | 89 17% 12% | 141 22% 19% CF | 144 20% 20% C |
| 20-30 ITEMS PER WEEK | 236 7% 100% | 127 7% 54% | 109 6% 46% | 21 4% 9% | 43 7% 18% F | 64 11% 27% CDFH | 16 3% 7% | 54 8% 23% CF | 40 6% 17% F |
| 30-50 ITEMS PER WEEK | 79 2% 100% | 38 2% 48% | 42 2% 52% | 8 2% 10% | 14 2% 17% | 16 3% 20% | 6 1% 7% | 14 2% 17% | 22 3% 28% F |
| 50 + | 12 + 100% | 6 53% | 5 47% | - - | 4 32% | 3 21% | - - | 1 10% | 4 36% |
| DON'T KNOW | 22 1% 100% | 11 1% 50% | 11 1% 50% | 7 1% 31% | 2 + 10% | 2 + 10% | 4 1% 16% | 3 + 13% | 4 1% 20% |
| REFUSED | 4 + 100% | 4 82% | 1 18% | 3 1% 58% | 1 + 24% | - - | - - | - - | 1 + 18% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
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BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | SEX | | SEX/AGE | | | | | |
|---------------------|-------------------|------------------------|--------------------------------|-------------------------|--------------------------------|-------------------------------|-------------------------|-------------------------|
| | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| 792 22% 100% | 401 23% 51% | 391 21% 49% | 185 36% 23% DEF GH | 100 16% 13% | 116 20% 15% G | 147 28% 19% DEG H | 97 15% 12% | 146 21% 18% DG |
| 1437 40% 100% | 702 41% 49% | 735 39% 51% | 293 56% 20% DEF GH | 204 33% 14% | 205 35% 14% | 255 49% 18% DEG H | 208 32% 14% | 272 39% 19% DG |
| 1081 30% 100% | 481 28% 45% | 600 32% 55% A | 122 23% 11% | 211 34% 20% CE | 148 25% 14% | 157 30% 15% C | 227 35% 21% CE | 216 31% 20% CE |
| 1059 29% 100% | 529 31% 50% | 530 28% 50% | 95 18% 9% | 207 33% 20% CF | 227 39% 21% CDF GH | 110 21% 10% | 210 32% 20% CF | 210 30% 20% CF |



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BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|---|---------------------------|-------------------|-------------------|------------------------|----------------------|------------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| I DON'T ALWAYS RECEIVE LETTERS/CARDS EACH WEEK | 281 8% 100% DG | 137 8% 49% | 145 8% 51% | 67 13% 24% I | 29 5% 10% | 41 7% 15% | 51 10% 18% | 33 5% 12% | 61 9% 22% |
| 1 OR 2 ITEMS PER WEEK | 510 14% 100% G | 264 15% 52% | 246 13% 48% | 118 23% 23% I | 71 11% 14% | 75 13% 15% | 96 18% 19% I | 65 10% 13% | 85 12% 17% |
| 3 OR 4 ITEMS PER WEEK | 646 18% 100% | 301 17% 47% | 345 18% 53% | 108 21% 17% | 104 17% 16% | 88 15% 14% | 109 21% 17% | 111 17% 17% | 126 18% 19% |
| 5-10 ITEMS PER WEEK | 1081 30% 100% CE | 481 28% 45% | 600 32% 55% | 122 23% 11% | 211 34% 20% | 148 25% 14% | 157 30% 15% | 227 35% 21% I | 216 31% 20% |
| 10-20 ITEMS PER WEEK | 732 20% 100% C | 358 21% 49% | 374 20% 51% | 67 13% 9% | 147 23% 20% | 145 25% 20% I | 89 17% 12% | 141 22% 19% | 144 20% 20% |
| 20-30 ITEMS PER WEEK | 236 7% 100% F | 127 7% 54% | 109 6% 46% | 21 4% 9% | 43 7% 18% | 64 11% 27% I | 16 3% 7% | 54 8% 23% | 40 6% 17% |
| 30-50 ITEMS PER WEEK | 79 2% 100% | 38 2% 48% | 42 2% 52% | 8 2% 10% | 14 2% 17% | 16 3% 20% | 6 1% 7% | 14 2% 17% | 22 3% 28% |
| 50 + | 12 - 100% | 6 - 53% | 5 - 47% | - - - | 4 1% 32% | 3 - 21% | - - - | 1 - 10% | 4 1% 36% |
| DON'T KNOW | 22 1% 100% | 11 1% 50% | 11 1% 50% | 7 1% 31% | 2 1% 10% | 2 1% 10% | 4 1% 16% | 3 1% 13% | 4 1% 20% |
| REFUSED | 4 - 100% | 4 - 82% | 1 - 18% | 3 1% 58% | 1 - 24% | - - - | - - - | - - - | 1 - 18% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QB.1 APPROXIMATELY HOW MANY LETTERS OR CARDS DO YOU RECEIVE IN AN AVERAGE WEEK? PLEASE DON'T INCLUDE PARCELS,
 WE WILL ASK YOU ABOUT THESE SEPARATELY.**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|-----------------------|----------------------------|-------------------|-------------------|------------------------|----------------------|------------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| LESS THAN 2 ITEMS | 792 22% 100% DG | 401 23% 51% | 391 21% 49% | 185 36% 23% I | 100 16% 13% | 116 20% 15% | 147 28% 19% I | 97 15% 12% | 146 21% 18% |
| LESS THAN 5 ITEMS | 1437 40% 100% DEG | 702 41% 49% | 735 39% 51% | 293 56% 20% I | 204 33% 14% | 205 35% 14% | 255 49% 18% I | 208 32% 14% | 272 39% 19% |
| 5 TO 10 ITEMS | 1081 30% 100% CE | 481 28% 45% | 600 32% 55% | 122 23% 11% | 211 34% 20% | 148 25% 14% | 157 30% 15% | 227 35% 21% I | 216 31% 20% |
| 10 OR MORE ITEMS | 1059 29% 100% CF | 529 31% 50% | 530 28% 50% | 95 18% 9% | 207 33% 20% | 227 39% 21% I | 110 21% 10% | 210 32% 20% | 210 30% 20% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QB.1 APPROXIMATELY HOW MANY LETTERS OR CARDS DO YOU RECEIVE IN AN AVERAGE WEEK? PLEASE DON'T INCLUDE PARCELS,
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BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|--|---------------------|----------------------------|-------------------------------|----------------------------|----------------------|-----------------------|------------------------------|-------------------------|-----------------------|-------------------------|--------------------|-----------------------|------------------------------------|-----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| | | | | | | | | | | | | | | | | |
| | 281 8% 100% | 6 5% 2% | 27 4% 10% | 71 7% 25% | 69 9% 25% B | 41 9% 15% B | 68 13% 24% ABC D | 32 4% 11% | 140 8% 50% G | 109 11% 39% GH | 226 7% 80% | 19 6% 7% | 15 15% 5% JK | 22 13% 8% JK | 211 7% 75% | 46 16% 16% N |
| | 510 14% 100% | 13 11% 2% | 71 11% 14% | 162 15% 32% | 102 13% 20% | 81 17% 16% B | 82 15% 16% B | 84 11% 16% | 264 14% 52% | 162 16% 32% G | 403 13% 79% | 61 19% 12% J | 25 25% 3% JM | 21 13% 4% | 422 14% 83% | 49 17% 10% |
| | 646 18% 100% | 16 13% 2% | 98 15% 15% | 183 17% 28% | 151 20% 23% | 91 20% 14% | 108 20% 17% B | 113 15% 18% | 333 18% 52% | 199 20% 31% G | 559 18% 87% | 49 15% 8% | 17 17% 3% | 21 13% 3% | 537 18% 83% | 55 19% 8% |
| | 1081 30% 100% | 36 30% 3% | 196 31% 18% | 329 30% 30% | 237 31% 22% | 130 28% 12% | 153 28% 14% | 232 31% 21% | 566 31% 52% | 283 28% 26% | 903 30% 84% | 94 30% 9% | 24 24% 2% | 60 36% 6% | 940 31% 87% | 83 28% 8% |
| | 732 20% 100% | 28 24% 4% | 163 26% 22% CD EF | 212 20% 29% | 148 19% 20% | 90 19% 12% | 90 17% 12% | 191 25% 26% HI | 360 20% 49% | 180 18% 25% | 627 21% 86% | 61 20% 8% | 14 14% 2% | 29 18% 4% | 655 21% 90% O | 34 12% 5% |
| | 236 7% 100% | 13 11% 6% DE F | 48 8% 20% EF | 90 8% 38% DE F | 41 5% 17% | 20 4% 8% | 25 5% 11% | 61 8% 26% I | 131 7% 55% I | 45 4% 19% | 201 7% 85% | 26 8% 11% | 3 3% 1% | 7 4% 3% | 208 7% 88% | 17 6% 7% |
| | 79 2% 100% | 6 5% 8% CD F | 26 4% 33% CD F | 23 2% 28% | 8 1% 10% | 12 3% 15% F | 4 1% 5% | 32 4% 41% HI | 31 2% 39% | 16 2% 21% | 70 2% 88% | 3 1% 4% | 2 2% 3% | 4 3% 5% | 69 2% 87% | 2 1% 2% |
| | 12 100% | 1 1% 9% C | 5 1% 47% C | - - - | 2 14% | - - - | 4 1% 30% C | 7 1% 56% H | 2 14% | 4 30% | 11 93% | 1 7% | - - - | - - - | 11 96% | 1 4% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QB.1 APPROXIMATELY HOW MANY LETTERS OR CARDS DO YOU RECEIVE IN AN AVERAGE WEEK? PLEASE DON'T INCLUDE PARCELS,
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BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|---------------------|-----------------------------|-------------------------------|------------------------|-------------------------|------------------------------|-------------------------------|-------------------------|------------------------|-------------------------|------------------------|---------------------|------------------------------------|-----------------|-----------------------------|--|
| | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| 3603 100% | 118* 3% . | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% . | 165 5% | 3068 85% | 295 8% |
| 22 1% 100% | - - - | - - - | 9 1% 44% B | 5 1% 21% | 2 - 8% | 6 1% 28% B | - - - | 14 1% 64% G | 8 1% 36% G | 20 1% 93% | - - - | - - - | 1 1% 7% | 12 - 56% | 7 2% 32% N |
| 4 - 100% | - - - | - - - | 3 - 58% | 1 - 24% | - - - | 1 - 18% | - - - | 4 - 82% | 1 - 18% | 4 - 100% | - - - | - - - | - - - | 1 - 29% | 1 - 18% |
| 792 22% 100% | 18 15% 2% | 98 15% 12% | 233 22% 29% B | 172 22% 22% B | 122 26% 15% AB | 149 28% 19% ABC D | 116 15% 15% | 404 22% 51% G | 271 27% 34% GH | 629 21% 79% | 80 25% 10% | 40 40% 5% JKM | 43 26% 5% | 634 21% 80% | 95 32% 12% N |
| 1437 40% 100% | 34 29% 2% | 196 31% 14% | 415 38% 29% B | 322 42% 22% AB | 213 46% 15% AB C | 257 48% 18% ABC | 230 31% 16% | 738 40% 51% G | 470 47% 33% GH | 1188 39% 83% | 128 41% 9% | 57 57% 4% JKM | 64 39% 4% | 1171 38% 81% | 150 51% 10% N |
| 1081 30% 100% | 36 30% 3% | 196 31% 18% | 329 30% 30% | 237 31% 22% | 130 28% 12% | 153 28% 14% | 232 31% 21% | 566 31% 52% | 283 28% 26% | 903 30% 84% | 94 30% 9% | 24 24% 2% | 60 36% 6% | 940 31% 87% | 83 28% 8% |
| 1059 29% 100% | 48 41% 5% CD EF | 243 38% 23% CD EF | 325 30% 31% F | 199 26% 19% | 122 26% 11% | 123 23% 12% | 291 39% 27% HI | 523 28% 49% I | 245 24% 23% | 909 30% 86% L | 91 29% 9% | 20 20% 2% | 40 24% 4% | 943 31% 89% O | 54 18% 5% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QB.1 APPROXIMATELY HOW MANY LETTERS OR CARDS DO YOU RECEIVE IN AN AVERAGE WEEK? PLEASE DON'T INCLUDE PARCELS,
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BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|-------------------------|--------------------------|--------------------------|----------------------|------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 281 8% 100% | 100 10% 36% D | 57 8% 20% | 43 11% 15% DEG | 135 7% 48% | 40 7% 14% | 11 10% 4% | 235 8% 84% |
| 510 14% 100% | 171 16% 33% | 119 18% 23% DEG | 52 14% 10% | 254 13% 50% | 77 13% 15% | 18 16% 4% | 425 14% 83% |
| 646 18% 100% | 220 21% 34% DEF | 136 20% 21% EF | 84 22% 13% DEF | 329 17% 51% | 89 15% 14% | 12 11% 2% | 549 19% 85% |
| 1081 30% 100% | 272 26% 25% | 174 26% 16% | 98 26% 9% | 593 31% 55% ABC | 197 33% 18% ABC | 39 34% 4% | 866 29% 80% A |
| 732 20% 100% | 183 17% 25% | 120 18% 16% | 63 17% 9% | 405 21% 55% AC | 126 21% 17% | 28 25% 4% | 588 20% 80% |
| 236 7% 100% | 59 6% 25% | 37 5% 16% | 23 6% 10% | 128 7% 54% | 46 8% 19% | 3 3% 1% | 188 6% 79% |
| 79 2% 100% | 24 2% 31% | 18 3% 22% | 7 2% 8% | 37 2% 46% | 18 3% 22% | 1 1% 1% | 61 2% 77% |
| 12 * 100% | 5 * 41% | 5 1% 41% | - - - | 4 * 34% | 1 * 8% | - - - | 9 * 75% |
| 22 1% 100% | 13 1% 61% DE | 4 1% 17% | 10 3% 45% BDEG | 7 * 34% | - - - | - - - | 21 1% 95% |

FRI MAR 30 12:41:31 BST 2012

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| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|--------------------------|--------------------------|--------------------------|----------------------|-------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 4 100% | 4 100% D | 4 1% 82% D | 1 18% | - - | - - | - - | 4 100% |
| 792 22% 100% | 271 26% 34% DEG | 175 26% 22% DE | 95 25% 12% | 389 21% 49% | 117 20% 15% | 30 26% 4% | 660 22% 83% |
| 1437 40% 100% | 491 47% 34% DEG | 311 46% 22% DEG | 180 47% 13% DEG | 719 38% 50% | 207 35% 14% | 42 37% 3% | 1209 41% 84% E |
| 1081 30% 100% | 272 26% 25% | 174 26% 16% | 98 26% 9% | 593 31% 55% ABC | 197 33% 18% ABC | 39 34% 4% | 866 29% 80% A |
| 1059 29% 100% | 272 26% 26% | 180 27% 17% | 92 24% 9% | 573 30% 54% AC | 190 32% 18% AC | 32 28% 3% | 845 29% 80% |

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| | TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|---|---------------------|--------------------------|--------------------------|--------------------------|-------------------------|------------------------|-------------------------|------------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 1 DON'T ALWAYS RECEIVE LETTERS/ CARDS EACH WEEK | 281 8% 100% | 55 12% 19% BCF | 45 8% 16% | 67 6% 24% | 69 10% 24% CF | 10 17% 4% BCF | 23 5% 8% | 7 8% 2% |
| 1 OR 2 ITEMS PER WEEK | 510 14% 100% | 63 13% 12% | 108 18% 21% ACF | 142 12% 28% | 112 17% 22% CF | 14 23% 3% CF | 51 11% 10% | 13 15% 3% |
| 3 OR 4 ITEMS PER WEEK | 646 18% 100% | 100 21% 16% CFG | 120 20% 19% G | 201 17% 31% | 129 19% 20% | 12 19% 2% | 69 15% 11% | 9 10% 1% |
| 5-10 ITEMS PER WEEK | 1081 30% 100% | 133 28% 12% | 139 24% 13% | 409 34% 38% BD | 184 27% 17% | 16 26% 1% | 151 34% 14% BD | 30 36% 3% B |
| 10-20 ITEMS PER WEEK | 732 20% 100% | 72 15% 10% | 111 9% 15% | 286 24% 39% ABD | 119 17% 16% | 7 12% 1% | 96 21% 13% A | 23 27% 3% ADE |
| 20-30 ITEMS PER WEEK | 236 7% 100% | 25 5% 10% | 35 6% 15% | 84 7% 36% | 44 6% 19% | 3 4% 1% A | 41 9% 17% A | 2 3% 1% |
| 30-50 ITEMS PER WEEK | 79 2% 100% | 9 2% 12% | 15 3% 19% | 19 2% 24% | 18 3% 22% | - 4% 21% C | 16 4% 21% C | 1 1% 1% |
| 50 + | 12 * 100% | - - - C | 5 1% 41% C | 2 * 17% | 2 * 17% | - - - C | 1 * 8% | - - - C |
| DON'T KNOW | 22 1% 100% | 10 2% 45% BCDF | 4 1% 17% | 4 1% 19% | 3 * 15% | - - - | - - - | - - - |
| REFUSED | 4 * 100% | 1 * 18% | 4 1% 82% C | - - - | - - - | - - - | - - - | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

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| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------|--------------------------|--------------------------|--------------------------|-------------------------|------------------------|--------------------------|----------------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 792 22% 100% | 117 25% 15% CF | 153 26% 19% CF | 208 17% 26% | 181 27% 23% CF | 24 39% 9% ACF | 73 16% 9% | 20 23% 2% |
| 1437 40% 100% | 218 47% 15% CFG | 273 47% 19% CFG | 409 34% 28% | 310 46% 22% CF | 36 58% 2% CFG | 142 32% 10% | 28 33% 2% |
| 1081 30% 100% | 133 28% 12% | 139 24% 13% | 409 34% 38% BD | 184 27% 17% | 16 26% 1% | 151 34% 14% BD | 30 36% 3% B |
| 1059 29% 100% | 106 23% 10% | 166 28% 16% A | 391 32% 37% ADE | 182 27% 17% | 10 16% 1% | 154 34% 15% ADE | 26 31% 2% |

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BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|--|--------------------------|--------------------|------------------------|----------------------|-------------------|-------------------|-----------------------|------------------------|-------------------|------------------------|--------------------|-----------------------|------------------------------------|----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
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| | 281 8% 100% BG | 6 5% 2% | 27 4% 10% | 71 7% 25% | 69 9% 25% | 41 9% 15% | 68 13% 24% T | 32 4% 11% | 140 8% 50% | 109 11% 39% T | 226 7% 80% | 19 6% 7% | 15 15% 5% T | 22 13% 8% T | 211 7% 75% | 46 16% 16% T |
| | 510 14% 100% G | 13 11% 2% | 71 11% 14% | 162 15% 32% | 102 13% 20% | 81 17% 16% | 82 15% 16% | 84 11% 16% | 264 14% 52% | 162 16% 32% | 403 13% 79% | 61 19% 12% T | 25 25% 5% T | 21 13% 4% | 422 14% 83% | 49 17% 10% |
| | 646 18% 100% | 16 13% 2% | 98 15% 15% | 183 17% 28% | 151 20% 23% | 91 20% 14% | 108 20% 17% | 113 15% 18% | 333 18% 52% | 199 20% 31% | 559 18% 87% | 49 15% 8% | 17 17% 3% | 21 13% 3% | 537 18% 83% | 55 19% 8% |
| | 1081 30% 100% | 36 30% 3% | 196 31% 18% | 329 30% 30% | 237 31% 22% | 130 28% 12% | 153 28% 14% | 232 31% 21% | 566 31% 52% | 283 28% 26% | 903 30% 84% | 94 30% 9% | 24 24% 2% | 60 36% 6% | 940 31% 87% | 83 28% 8% |
| | 732 20% 100% FO | 28 24% 4% | 163 26% 22% T | 212 20% 29% | 148 19% 20% | 90 19% 12% | 90 17% 12% | 191 25% 26% T | 360 20% 49% | 180 18% 25% | 627 21% 86% | 61 20% 8% | 14 14% 2% | 29 18% 4% | 655 21% 90% | 34 12% 5% |
| | 236 7% 100% I | 13 11% 6% | 48 8% 20% | 90 8% 38% | 41 5% 17% | 20 4% 8% | 25 5% 11% | 61 8% 26% | 131 7% 55% | 45 4% 19% | 201 7% 85% | 26 8% 11% | 3 3% 1% | 7 4% 3% | 208 7% 88% | 17 6% 7% |
| | 79 2% 100% F | 6 5% 8% T | 26 4% 33% T | 23 2% 41% T | 8 1% 10% | 12 3% 15% | 4 1% 5% | 32 4% 39% T | 31 2% 39% | 16 2% 21% | 70 2% 88% | 3 1% 4% | 2 2% 3% | 4 3% 5% | 69 2% 87% | 2 1% 2% |
| | 12 1% 100% | 1 1% 9% | 5 1% 47% | - - - | 2 1% 14% | - - - | 4 1% 30% | 7 1% 56% | 2 1% 14% | 4 1% 30% | 11 93% - | 1 7% - | - - - | - - - | 11 96% - | 1 4% - |
| | 22 1% 100% | - - - | - - - | 9 1% 44% | 5 1% 21% | 2 1% 8% | 6 1% 28% | - - - | 14 1% 64% | 8 1% 36% | 20 93% - | - - - | - - - | 1 7% - | 12 56% - | 7 32% T |
| | 4 1% 100% | - - - | - - - | 3 1% 58% | 1 1% 24% | - - - | 1 1% 18% | - - - | 4 1% 82% | 1 1% 18% | 4 100% - | - - - | - - - | - - - | 1 29% - | 1 18% - |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QB.1 APPROXIMATELY HOW MANY LETTERS OR CARDS DO YOU RECEIVE IN AN AVERAGE WEEK? PLEASE DON'T INCLUDE PARCELS,
 WE WILL ASK YOU ABOUT THESE SEPARATELY.**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|-------------------|----------------------------|----------------------|------------------------|-------------------|-------------------|------------------------|------------------------|------------------------|-------------------|------------------------|--------------------|---------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3603 100% | 118* 3% . | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% . | 165 5% | 3068 85% | 295 8% |
| LESS THAN 2 ITEMS | 792 22% 100% BG | 18 15% 2% | 98 15% 12% | 233 22% 29% | 172 22% 22% | 122 26% 15% | 149 28% 19% T | 116 15% 15% | 404 22% 51% | 271 27% 34% T | 629 21% 79% | 80 25% 10% | 40 40% 5% T | 43 26% 5% | 634 21% 80% | 95 32% 12% T |
| LESS THAN 5 ITEMS | 1437 40% 100% ABG | 34 29% 2% | 196 31% 14% | 415 38% 29% | 322 42% 22% | 213 46% 15% T | 257 48% 18% T | 230 31% 16% | 738 40% 51% | 470 47% 33% T | 1188 39% 83% | 128 41% 9% | 57 57% 4% T | 64 39% 4% | 1171 38% 81% | 150 51% 10% T |
| 5 TO 10 ITEMS | 1081 30% 100% | 36 30% 3% | 196 31% 18% | 329 30% 30% | 237 31% 22% | 130 28% 12% | 153 28% 14% | 232 31% 21% | 566 31% 52% | 283 28% 26% | 903 30% 84% | 94 30% 9% | 24 24% 2% | 60 36% 6% | 940 31% 87% | 83 28% 8% |
| 10 OR MORE ITEMS | 1059 29% 100% FIO | 48 41% 5% T | 243 38% 23% T | 325 30% 31% | 199 26% 19% | 122 26% 11% | 123 23% 12% | 291 39% 27% T | 523 28% 49% | 245 24% 23% | 909 30% 86% | 91 29% 9% | 20 20% 2% | 40 24% 4% | 943 31% 89% | 54 18% 5% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QB.1 APPROXIMATELY HOW MANY LETTERS OR CARDS DO YOU RECEIVE IN AN AVERAGE WEEK? PLEASE DON'T INCLUDE PARCELS,
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BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|---------------------------|----------------------------------|---|-----------------------|-------------------|-------------------|----------------------|-------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 281 8% 100% | 100 10% 36% | 57 8% 20% | 43 11% 15% H | 135 7% 46% | 40 7% 14% | 11 10% 4% | 235 8% 84% |
| 510 14% 100% | 171 16% 33% | 119 18% 23% H | 52 14% 10% | 254 13% 50% | 77 13% 15% | 18 16% 4% | 425 14% 83% |
| 646 18% 100% | 220 21% 34% H | 136 20% 21% | 84 22% 13% H | 329 17% 51% | 89 15% 14% | 12 11% 2% | 549 19% 85% |
| 1081 30% 100% AB | 272 26% 25% | 174 26% 16% | 98 26% 9% | 593 31% 55% | 197 33% 18% | 39 34% 4% | 866 29% 80% |
| 732 20% 100% A | 183 17% 25% | 120 18% 16% | 63 17% 9% | 405 21% 55% | 126 21% 17% | 28 25% 4% | 588 20% 80% |
| 236 7% 100% | 59 6% 25% | 37 5% 16% | 23 6% 10% | 128 7% 54% | 46 8% 19% | 3 3% 1% | 188 6% 79% |
| 79 2% 100% | 24 2% 31% | 18 3% 22% | 7 2% 8% | 37 2% 46% | 18 3% 22% | 1 1% 1% | 61 2% 77% |
| 12 * 100% | 5 * 41% | 5 1% 41% | - - - | 4 * 34% | 1 * 8% | - - - | 9 * 75% |
| 22 1% 100% | 13 1% 61% H | 4 1% 17% | 10 3% 45% H | 7 * 34% | - - - | - - - | 21 1% 95% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



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NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QB.1 APPROXIMATELY HOW MANY LETTERS OR CARDS DO YOU RECEIVE IN AN AVERAGE WEEK? PLEASE DON'T INCLUDE PARCELS,
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BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|---------------------------|----------------------------------|---|------------------------|-------------------|-------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 4 100% | 4 100% | 4 1% 82% H | 1 18% | - - | - - | - - | 4 100% |
| 792 22% 100% | 271 26% 34% H | 175 26% 22% H | 95 25% 12% | 389 21% 49% | 117 20% 15% | 30 26% 4% | 660 22% 83% |
| 1437 40% 100% E | 491 47% 34% H | 311 46% 22% H | 180 47% 13% H | 719 38% 50% | 207 35% 14% | 42 37% 3% | 1209 41% 84% |
| 1081 30% 100% AB | 272 26% 25% | 174 26% 16% | 98 26% 9% | 593 31% 55% | 197 33% 18% | 39 34% 4% | 866 29% 80% |
| 1059 29% 100% AC | 272 26% 26% | 180 27% 17% | 92 24% 9% | 573 30% 54% | 190 32% 18% | 32 28% 3% | 845 29% 80% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QB.1 APPROXIMATELY HOW MANY LETTERS OR CARDS DO YOU RECEIVE IN AN AVERAGE WEEK? PLEASE DON'T INCLUDE PARCELS,
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BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|---|--------------------------|-----------------------|------------------------|------------------------|-------------------|----------------------|-----------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| I DON'T ALWAYS RECEIVE LETTERS/CARDS EACH WEEK | 281 8% 100% C | 55 12% 19% H | 45 8% 16% | 67 6% 24% | 69 10% 24% | 10 17% 4% H | 7 8% 2% |
| 1 OR 2 ITEMS PER WEEK | 510 14% 100% C | 63 13% 12% | 108 18% 21% H | 142 12% 28% | 112 17% 22% | 14 23% 3% | 13 15% 3% |
| 3 OR 4 ITEMS PER WEEK | 646 18% 100% | 100 21% 16% | 120 20% 19% | 201 17% 31% | 129 19% 20% | 12 19% 2% | 9 10% 1% |
| 5-10 ITEMS PER WEEK | 1081 30% 100% B | 133 28% 12% | 139 24% 13% | 409 34% 38% H | 184 27% 17% | 16 26% 1% | 30 36% 3% |
| 10-20 ITEMS PER WEEK | 732 20% 100% A | 72 15% 10% | 111 19% 15% | 286 24% 39% H | 119 17% 16% | 7 12% 1% | 23 27% 3% |
| 20-30 ITEMS PER WEEK | 236 7% 100% | 25 5% 10% | 35 6% 15% | 84 7% 36% | 44 6% 19% | 3 4% 1% | 2 3% 1% |
| 30-50 ITEMS PER WEEK | 79 2% 100% | 9 2% 12% | 15 3% 19% | 19 2% 24% | 18 3% 22% | - - 21% | 1 1% 1% |
| 50 + | 12 - 100% | - - - | 5 1% 41% | 2 - 17% | 2 - 17% | - - 8% | - - - |
| DON'T KNOW | 22 1% 100% | 10 2% 45% H | 4 1% 17% | 4 - 19% | 3 - 15% | - - - | - - - |
| REFUSED | 4 - 100% | 1 - 18% | 4 1% 82% H | - - - | - - - | - - - | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QB.1 APPROXIMATELY HOW MANY LETTERS OR CARDS DO YOU RECEIVE IN AN AVERAGE WEEK? PLEASE DON'T INCLUDE PARCELS,
 WE WILL ASK YOU ABOUT THESE SEPARATELY.**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------------|------------------------|------------------------|------------------------|------------------------|----------------------|------------------------|-----------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 792 22% 100% CF | 117 25% 15% | 153 26% 19% H | 208 17% 26% | 181 27% 23% H | 24 39% 3% H | 73 16% 9% | 20 23% 2% |
| 1437 40% 100% CF | 218 47% 15% H | 273 47% 19% H | 409 34% 28% | 310 46% 22% H | 36 58% 2% H | 142 32% 10% | 28 33% 2% |
| 1081 30% 100% B | 133 28% 12% | 139 24% 13% | 409 34% 38% H | 184 27% 17% | 16 26% 1% | 151 34% 14% | 30 36% 3% |
| 1059 29% 100% AE | 106 23% 10% | 166 28% 16% | 391 32% 37% | 182 27% 17% | 10 16% 1% | 154 34% 15% H | 26 31% 2% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
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GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QB.1 APPROXIMATELY HOW MANY LETTERS OR CARDS DO YOU RECEIVE IN AN AVERAGE WEEK? PLEASE DON'T INCLUDE PARCELS,
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BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|---------------------|---------------------------|-------------------------|--------------------------|-------------------------|--------------------------|------------------------|--------------------------------|---------------------------------|---------------------------|-------------------------|----------------------------|-----------------------|---------------------------------|-------------------------|---------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| I DON'T ALWAYS RECEIVE LETTERS/CARDS EACH WEEK | 281 8% 100% | 18 5% 7% | 14 4% 5% | 69 8% 24% B | 72 8% 26% B | 50 11% 18% ABCD | 59 10% 21% AB | 11 7% 4% | 70 13% 25% JKLM | 37 11% 13% JKLMN | 10 3% 4% | 31 4% 11% | 20 7% 7% | 11 4% 4% | 39 7% 14% | 53 13% 19% JKLMN |
| 1 OR 2 ITEMS PER WEEK | 510 14% 100% | 42 11% 8% | 42 11% 8% | 151 17% 30% ABD | 113 12% 22% | 71 16% 14% ABD | 91 16% 18% AD | 27 18% 5% | 125 23% 25% JKLM NO | 62 18% 12% JKM | 36 12% 7% | 60 9% 12% | 41 15% 8% KM | 21 7% 4% | 79 13% 15% KM | 60 15% 12% KM |
| 3 OR 4 ITEMS PER WEEK | 646 18% 100% | 59 15% 9% | 55 15% 8% | 160 18% 25% | 173 19% 27% | 82 19% 13% | 117 20% 18% B | 43 28% 7% HJKL MNO | 97 17% 15% M | 76 23% 12% JM | 36 12% 6% | 132 19% 20% JM | 46 17% 7% M | 33 11% 5% | 105 18% 16% M | 76 19% 12% JM |
| 5-10 ITEMS PER WEEK | 1081 30% 100% | 106 28% 10% | 126 34% 12% | 256 28% 24% CE | 310 33% 29% CE | 119 28% 11% | 164 29% 15% | 38 25% 4% | 149 27% 14% | 92 27% 9% | 104 35% 10% HO | 248 35% 23% GHINO | 86 31% 8% | 90 30% 8% | 170 29% 16% | 104 26% 10% |
| 10-20 ITEMS PER WEEK | 732 20% 100% | 102 27% 14% CDEF | 89 24% 12% F | 176 19% 24% | 185 20% 25% | 80 18% 11% | 101 18% 14% | 27 17% 4% | 74 13% 10% | 55 16% 7% | 75 25% 10% HIO | 157 22% 21% HI | 55 20% 8% H | 89 30% 12% GHIK LNO | 129 22% 18% HI | 70 18% 10% |
| 20-30 ITEMS PER WEEK | 236 7% 100% | 37 10% 16% EF | 24 7% 10% | 69 8% 29% F | 62 7% 26% F | 22 5% 9% | 23 4% 10% | 5 3% 2% | 23 4% 10% | 8 3% 4% HI | 24 8% 10% HI | 56 8% 24% HI | 17 6% 7% I | 32 11% 14% GHIL O | 52 9% 22% GHIO | 19 5% 8% |
| 30-50 ITEMS PER WEEK | 79 2% 100% | 14 4% 18% DF | 18 5% 23% CDEF | 16 2% 20% | 15 2% 18% | 8 2% 10% | 9 2% 11% | 4 3% 6% | 6 1% 7% | 3 1% 4% | 10 4% 13% H | 11 2% 14% | 6 2% 7% | 17 6% 22% HIKL NO | 14 2% 17% | 7 2% 9% |
| 50 + | 12 * 100% | 4 1% 31% D | 3 1% 24% D | 2 * 14% | - - - | 1 * 8% | 3 * 22% D | - - - | - - - | - - - | 2 1% 16% | 2 * 14% | 1 1% 12% | 5 2% 40% HIKN | - - - | 2 1% 18% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QB.1 APPROXIMATELY HOW MANY LETTERS OR CARDS DO YOU RECEIVE IN AN AVERAGE WEEK? PLEASE DON'T INCLUDE PARCELS,
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BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------|----------------------------|---------------------------|---------------------------|--------------------------|-------------------------|--------------------------|--------------------------|------------------------------|----------------------------------|----------------------------|--------------------------------|----------------------------|-------------------------|-----------------------------------|---------------------------|----------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| DON'T KNOW | 22 1% 100% | - - - | - - - | 10 1% 47% | 4 1% 17% | 1 3% 3% | 7 33% ABE | - - - | 8 1% 37% | 2 1% 10% | - - - | 3 1% 15% | 2 1% 8% | - - - | 3 13% - | 4 1% 17% |
| REFUSED | 4 1% 100% | - - - | - - - | 4 1% 82% | - - - | - - - | 1 1% 18% | - - - | 3 1% 58% | - - - | - - - | 1 1% 24% | - - - | - - - | - - - | 1 1% 18% |
| LESS THAN 2 ITEMS | 792 22% 100% | 60 16% 8% | 56 15% 7% | 220 24% 28% ABD | 184 20% 23% | 121 28% 15% ABD | 150 26% 19% ABD | 38 25% 5% JKM | 196 35% 25% GJKL MNO | 98 29% 12% JKLMN | 46 15% 6% | 91 13% 12% | 60 22% 8% KM | 32 7% 4% | 118 20% 15% KM | 113 28% 14% JKLMN |
| LESS THAN 5 ITEMS | 1437 40% 100% | 119 31% 8% | 111 30% 8% | 380 42% 26% AB | 358 38% 25% AB | 203 47% 14% ABD | 267 47% 19% ABD | 82 53% 6% JKLM N | 292 53% 20% JKLM N | 175 52% 12% JKLMN | 82 28% 6% | 223 32% 16% M | 107 39% 7% JKM | 66 22% 5% | 222 38% 15% JKM | 189 48% 13% JKLMN |
| 5 TO 10 ITEMS | 1081 30% 100% | 106 28% 10% | 126 34% 12% | 256 28% 24% CE | 310 33% 29% CE | 119 28% 11% | 164 29% 15% | 38 25% 4% | 149 27% 14% | 92 27% 9% | 104 35% 10% HO | 248 35% 23% GHINO | 86 31% 8% | 90 30% 8% | 170 29% 16% | 104 26% 10% |
| 10 OR MORE ITEMS | 1059 29% 100% | 157 41% 15% CDEF | 134 36% 13% CDEF | 262 29% 25% F | 261 28% 25% | 110 25% 10% | 135 24% 13% | 36 23% 3% | 103 19% 10% | 67 20% 6% | 112 38% 11% GHIL O | 226 32% 21% GHIO | 79 29% 7% HI | 144 48% 14% GHIL KINO | 194 33% 18% GHIO | 99 25% 9% H |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
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NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

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BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|--------------------------|------------------------|-----------------------|-----------------------|-------------------------|-----------------------|-----------------------|----------------------|------------------------|-----------------------|----------------------|------------------------|----------------------|-----------------------|----------------------|----------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| I DON'T ALWAYS RECEIVE LETTERS/CARDS EACH WEEK | 281 8% BJM | 18 5% 7% | 14 4% 5% | 69 8% 24% | 72 8% 26% | 50 11% 18% P | 59 10% 21% P | 11 7% 4% | 70 13% 25% P | 37 11% 13% | 10 3% 4% | 31 4% 11% | 20 7% 7% | 11 4% 4% | 39 7% 14% | 53 13% 9% P |
| 1 OR 2 ITEMS PER WEEK | 510 14% 100% M | 42 11% 8% | 42 11% 8% | 151 17% 30% | 113 12% 22% | 71 16% 14% | 91 16% 18% | 27 18% 5% | 125 23% 25% P | 62 18% 12% P | 36 12% 7% | 60 9% 12% | 41 15% 8% | 21 7% 4% | 79 13% 15% | 60 15% 12% |
| 3 OR 4 ITEMS PER WEEK | 646 18% 100% JM | 59 15% 9% | 55 15% 8% | 160 18% 25% | 173 19% 27% | 82 19% 13% | 117 20% 18% | 43 28% 7% P | 97 17% 15% | 76 23% 12% P | 36 12% 6% | 132 19% 20% | 46 17% 7% | 33 11% 5% | 105 18% 16% | 76 19% 12% |
| 5-10 ITEMS PER WEEK | 1081 30% 100% | 106 28% 10% | 126 34% 12% | 256 28% 24% | 310 33% 29% | 119 28% 11% | 164 26% 15% | 38 25% 4% | 149 27% 14% | 92 27% 9% | 104 35% 10% | 248 35% 23% | 86 31% 8% | 90 30% 8% | 170 29% 16% | 104 26% 10% |
| 10-20 ITEMS PER WEEK | 732 20% 100% | 102 27% 14% P | 89 24% 12% | 176 19% 24% | 185 20% 25% | 80 18% 11% | 101 18% 14% | 27 17% 4% | 74 13% 10% | 55 16% 7% | 75 25% 10% | 157 22% 21% | 55 20% 8% | 89 30% 12% P | 129 22% 18% | 70 18% 10% |
| 20-30 ITEMS PER WEEK | 236 7% 100% FI | 37 10% 16% P | 24 7% 10% | 69 8% 29% | 62 7% 26% | 22 5% 9% | 23 4% 10% | 5 3% 2% | 23 4% 10% | 8 3% 4% | 24 8% 10% | 56 8% 24% | 17 6% 7% | 32 11% 14% P | 52 9% 22% | 19 5% 8% |
| 30-50 ITEMS PER WEEK | 79 2% 100% | 14 4% 18% | 18 5% 23% P | 16 2% 20% | 15 2% 18% | 8 2% 10% | 9 2% 11% | 4 3% 6% | 6 1% 7% | 3 1% 4% | 10 4% 13% | 11 2% 14% | 6 2% 7% | 17 6% 22% P | 14 2% 17% | 7 2% 9% |
| 50 + | 12 1% 100% | 4 1% 31% | 3 1% 24% | 2 1% 14% | - - - | 1 1% 8% | 3 1% 22% | - - - | - - - | - - - | 2 1% 16% | 2 2% 14% | 1 1% 12% | 5 2% 40% P | - - - | 2 1% 18% |
| DON'T KNOW | 22 1% 100% | - - - | - - - | 10 1% 47% | 4 1% 17% | 1 1% 3% | 7 1% 33% | - - - | 8 1% 37% | 2 1% 10% | - - - | 3 1% 15% | 2 1% 8% | - - - | 3 1% 13% | 4 1% 17% |
| REFUSED | 4 1% 100% | - - - | - - - | 4 1% 82% | - - - | - - - | 1 1% 18% | - - - | 3 1% 58% | - - - | - - - | 1 1% 24% | - - - | - - - | - - - | 1 1% 18% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QB.1 APPROXIMATELY HOW MANY LETTERS OR CARDS DO YOU RECEIVE IN AN AVERAGE WEEK? PLEASE DON'T INCLUDE PARCELS,
 WE WILL ASK YOU ABOUT THESE SEPARATELY.**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------|---|------------------------|------------------------|-----------------------|-------------------------|------------------------|------------------------|----------------------|------------------------|------------------------|------------------------|------------------------|----------------------|------------------------|----------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| LESS THAN 2 ITEMS | 792 22% ABJM 100% | 60 16% 8% | 56 15% 7% | 220 24% 28% | 184 20% 23% | 121 28% 15% P | 150 26% 19% P | 38 25% 5% | 196 35% 25% P | 98 29% 12% P | 46 15% 6% | 91 13% 12% | 60 22% 8% | 32 11% 4% | 118 20% 15% | 113 28% 14% P |
| LESS THAN 5 ITEMS | 1437 40% ABJM 100% | 119 31% 8% | 111 30% 8% | 380 42% 26% | 358 38% 25% | 203 47% 14% | 267 47% 19% P | 82 53% 6% P | 292 53% 20% P | 175 52% 12% P | 82 28% 6% | 223 32% 16% | 107 39% 7% | 66 22% 5% | 222 38% 15% | 189 48% 13% P |
| 5 TO 10 ITEMS | 1081 30% 100% | 106 28% 10% | 126 34% 12% | 256 28% 24% | 310 33% 29% | 119 28% 11% | 164 29% 15% | 38 25% 4% | 149 27% 14% | 92 27% 9% | 104 35% 10% | 248 35% 23% | 86 31% 8% | 90 30% 8% | 170 29% 16% | 104 26% 10% |
| 10 OR MORE ITEMS | 1059 29% 100% FHIO | 157 41% 15% P | 134 36% 13% P | 262 29% 25% | 261 28% 25% | 110 25% 10% | 135 24% 13% | 36 23% 3% | 103 19% 10% | 67 20% 6% | 112 38% 11% P | 226 32% 21% | 79 29% 7% | 144 48% 14% P | 194 33% 18% | 99 25% 9% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QB.1 APPROXIMATELY HOW MANY LETTERS OR CARDS DO YOU RECEIVE IN AN AVERAGE WEEK? PLEASE DON'T INCLUDE PARCELS,
 WE WILL ASK YOU ABOUT THESE SEPARATELY.**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--|---------------------|-----------------------------|----------------------------|-----------------|--|------------------------|-----------------------|------------------------|------------------------------------|------------------------|-----------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| I DON'T ALWAYS RECEIVE LETTERS/CARDS EACH WEEK | 281 8% 100% | 43 8% 15% | 238 8% 84% | 17 11% 6% | 181 7% 64% | 100 11% 36% D | 31 11% 11% H | 49 10% 18% H | 197 7% 70% | 53 10% 19% H | 35 12% 12% H |
| 1 OR 2 ITEMS PER WEEK | 510 14% 100% | 77 14% 15% | 430 14% 84% | 26 16% 5% | 348 13% 68% | 163 19% 32% D | 51 19% 10% H | 116 23% 23% H | 342 12% 67% | 117 23% 23% H | 52 18% 10% H |
| 3 OR 4 ITEMS PER WEEK | 646 18% 100% | 92 16% 14% | 551 18% 85% | 34 22% 5% | 454 17% 70% | 192 22% 30% D | 56 21% 9% | 111 23% 17% H | 472 17% 73% | 117 23% 18% H | 62 21% 10% H |
| 5-10 ITEMS PER WEEK | 1081 30% 100% | 164 29% 15% | 912 30% 84% | 47 30% 4% | 844 31% 78% E | 237 27% 22% | 72 26% 7% | 128 26% 12% | 871 31% 81% G | 138 27% 13% | 82 28% 8% |
| 10-20 ITEMS PER WEEK | 732 20% 100% | 119 21% 16% | 608 20% 83% | 24 15% 3% | 605 22% 83% E | 127 14% 17% | 42 16% 6% | 64 13% 9% | 624 22% 85% FGU | 66 13% 9% | 44 15% 6% |
| 20-30 ITEMS PER WEEK | 236 7% 100% | 49 9% 21% BC | 186 6% 79% | 4 2% 2% | 203 7% 86% E | 34 4% 14% | 11 4% 5% | 14 3% 6% | 212 8% 90% FGU | 14 3% 6% | 11 4% 5% |
| 30-50 ITEMS PER WEEK | 79 2% 100% | 15 3% 19% | 65 2% 81% | 2 2% 3% | 66 2% 84% | 13 1% 16% | 5 2% 6% | 4 1% 5% | 70 3% 89% GI | 4 1% 5% | 5 2% 6% |
| 50 + | 12 - 100% | 4 1% 31% | 8 - 69% | - - - | 10 - 82% | 2 - 18% | 1 - 7% | - - - | 11 - 93% | - - - | 1 - 7% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QB.1 APPROXIMATELY HOW MANY LETTERS OR CARDS DO YOU RECEIVE IN AN AVERAGE WEEK? PLEASE DON'T INCLUDE PARCELS,
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BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|-----------------------|----------------------------|-----------------------------|----------------------------|-----------------------|--|------------------------|------------------------|------------------------|------------------------------------|------------------------|------------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| DON'T KNOW | 22 1% 100% | 2 1% 100% | 19 1% 89% | 4 3% 19% AB | 12 4% 53% | 10 1% 47% D | 2 1% 11% | 8 2% 36% H | 11 1% 53% | 8 2% 36% H | 2 1% 11% |
| REFUSED | 4 1% 100% | 1 1% 18% | 4 1% 82% | - - - | 4 1% 82% | 1 1% 18% | - - - | - - - | 4 1% 82% | 1 1% 18% | 1 1% 18% |
| LESS THAN 2 ITEMS | 792 22% 100% | 120 21% 15% | 668 22% 84% | 43 27% 5% | 529 19% 67% | 263 30% 33% D | 82 30% 10% H | 165 33% 21% H | 540 19% 68% | 170 33% 21% H | 87 29% 11% H |
| LESS THAN 5 ITEMS | 1437 40% 100% | 211 37% 15% | 1219 40% 85% | 77 49% 5% AB | 983 36% 68% | 454 52% 32% D | 139 51% 10% H | 276 56% 19% H | 1011 36% 70% | 287 56% 20% H | 149 50% 10% H |
| 5 TO 10 ITEMS | 1081 30% 100% | 164 29% 15% | 912 30% 84% | 47 30% 4% | 844 31% 78% E | 237 27% 22% | 72 26% 7% | 128 26% 12% | 871 31% 81% G | 138 27% 13% | 82 28% 8% |
| 10 OR MORE ITEMS | 1059 29% 100% | 186 33% 18% BC | 867 29% 82% C | 30 19% 3% | 884 32% 83% E | 175 20% 17% | 59 22% 6% I | 81 17% 8% | 917 33% 87% FGJ | 83 16% 8% | 61 21% 6% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QB.1 APPROXIMATELY HOW MANY LETTERS OR CARDS DO YOU RECEIVE IN AN AVERAGE WEEK? PLEASE DON'T INCLUDE PARCELS,
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BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|----------------------------|--|---|-----------------------|---|----------------------------|-------------------------|------------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| I DON'T ALWAYS RECEIVE LETTERS/CARDS EACH WEEK | 281 8% 100% | 43 15% | 238 84% | 17 6% | 181 64% | 100 36% K | 31 11% 11% K | 49 18% | 197 7% 70% | 53 10% 19% | 35 12% 12% K |
| 1 OR 2 ITEMS PER WEEK | 510 14% 100% H | 77 14% 15% | 430 14% 84% | 26 16% 5% | 348 13% 68% | 163 19% 32% K | 51 19% 10% K | 116 23% 23% K | 342 12% 67% | 117 23% 23% K | 52 18% 10% |
| 3 OR 4 ITEMS PER WEEK | 646 18% 100% | 92 16% 14% | 551 18% 85% | 34 22% 5% | 454 17% 70% | 192 22% 30% K | 56 21% 9% | 111 23% 17% K | 472 17% 73% | 117 23% 18% K | 62 21% 10% |
| 5-10 ITEMS PER WEEK | 1081 30% 100% | 164 29% 15% | 912 30% 84% | 47 30% 4% | 844 31% 78% | 237 27% 22% | 72 26% 7% | 128 26% 12% | 871 31% 81% | 138 27% 13% | 82 28% 8% |
| 10-20 ITEMS PER WEEK | 732 20% 100% EGIJ | 119 21% 16% | 608 20% 83% | 24 15% 3% | 605 22% 83% | 127 14% 17% | 42 16% 6% | 64 13% 9% | 624 22% 85% | 66 13% 9% | 44 15% 6% |
| 20-30 ITEMS PER WEEK | 236 7% 100% CEGIJ | 49 9% 21% | 186 6% 79% | 4 2% 2% | 203 7% 86% | 34 4% 14% | 11 4% 5% | 14 3% 6% | 212 8% 90% | 14 3% 6% | 11 4% 5% |
| 30-50 ITEMS PER WEEK | 79 2% 100% GI | 15 3% 19% | 65 2% 81% | 2 2% 3% | 66 2% 84% | 13 1% 16% | 5 2% 6% | 4 1% 5% | 70 3% 89% | 4 1% 5% | 5 2% 6% |
| 50 + | 12 + 100% | 4 1% 31% | 8 + 69% | - - - | 10 + 82% | 2 + 18% | 1 + 7% | - - - | 11 + 93% | - - - | 1 + 7% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QB.1 APPROXIMATELY HOW MANY LETTERS OR CARDS DO YOU RECEIVE IN AN AVERAGE WEEK? PLEASE DON'T INCLUDE PARCELS,
 WE WILL ASK YOU ABOUT THESE SEPARATELY.**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|-----------------------|-----------------------------------|--|---|-----------------------|---|----------------------------|-------------------------|------------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| DON'T KNOW | 22 1% 100% | 2 1% 11% | 19 1% 89% | 4 3% 19% K | 12 1% 53% | 10 1% 47% | 2 1% 11% | 8 2% 36% K | 11 1% 53% | 8 2% 36% K | 2 1% 11% |
| REFUSED | 4 1% 100% | 1 1% 18% | 4 1% 82% | - - - | 4 1% 82% | 1 1% 18% | - - - | - - - | 4 1% 82% | 1 1% 18% | 1 1% 18% |
| LESS THAN 2 ITEMS | 792 22% 100% DH | 120 21% 15% | 668 22% 84% | 43 27% 5% | 529 19% 67% | 263 30% 33% K | 82 30% 10% K | 165 33% 21% K | 540 19% 68% | 170 33% 21% K | 87 29% 11% K |
| LESS THAN 5 ITEMS | 1437 40% 100% DH | 211 37% 15% | 1219 40% 85% | 77 49% 5% | 983 36% 68% | 454 52% 32% K | 139 51% 10% K | 276 56% 19% K | 1011 36% 70% | 287 56% 20% K | 149 50% 10% K |
| 5 TO 10 ITEMS | 1081 30% 100% | 164 29% 15% | 912 30% 84% | 47 30% 4% | 844 31% 78% | 237 27% 22% | 72 26% 7% | 128 26% 12% | 871 31% 81% | 138 27% 13% | 82 28% 8% |
| 10 OR MORE ITEMS | 1059 29% 100% CEFGJ J | 186 33% 18% | 867 29% 82% | 30 19% 3% | 884 32% 83% K | 175 20% 17% | 59 22% 6% | 81 17% 8% | 917 33% 87% K | 83 16% 8% | 61 21% 6% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QB.1 APPROXIMATELY HOW MANY LETTERS OR CARDS DO YOU RECEIVE IN AN AVERAGE WEEK? PLEASE DON'T INCLUDE PARCELS,
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BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|--------------|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| I DON'T ALWAYS RECEIVE LETTERS/CARDS EACH WEEK | 281 8% | 28 10% | 5 2% | 109 3% | 32 11% | 45 16% | 64 23% | 100 35% | 18 6% | 45 16% | 16 6% | 37 13% | 66 23% |
| 1 OR 2 ITEMS PER WEEK | 510 14% | 72 11% | 12 2% | 193 13% | 71 21% | 83 15% | 80 17% | 161 20% | 53 24% | 112 10% | 24 16% | 75 10% | 85 17% |
| 3 OR 4 ITEMS PER WEEK | 646 18% | 103 15% | 10 2% | 258 17% | 76 23% | 93 17% | 106 23% | 171 21% | 45 21% | 174 16% | 40 26% | 108 14% | 106 21% |
| 5-10 ITEMS PER WEEK | 1081 30% | 206 31% | 26 33% | 487 32% | 78 24% | 150 28% | 133 28% | 219 27% | 60 27% | 390 35% | 48 31% | 234 30% | 129 26% |
| 10-20 ITEMS PER WEEK | 732 20% | 171 25% | 20 25% | 313 21% | 48 14% | 121 22% | 59 13% | 127 15% | 28 13% | 272 24% | 16 10% | 205 26% | 83 16% |
| 20-30 ITEMS PER WEEK | 236 7% | 57 8% | 5 6% | 116 8% | 15 4% | 30 6% | 14 3% | 30 4% | 7 3% | 90 8% | 7 5% | 84 11% | 20 4% |
| 30-50 ITEMS PER WEEK | 79 2% | 31 5% | 1 2% | 24 2% | 7 2% | 12 2% | 5 1% | 10 1% | 4 2% | 26 2% | 2 1% | 31 4% | 7 1% |
| 50 + | 12 100% | 7 1% | - | 2 1% | - | 1 1% | 2 2% | - | - | 5 42% | - | 5 40% | 2 18% |
| DON'T KNOW | 22 100% | - | - | 9 1% | 5 2% | 3 1% | 5 2% | 6 1% | 5 2% | 4 18% | 1 5% | 2 10% | 4 1% |
| REFUSED | 4 100% | - | - | 4 1% | - | - | 1 2% | 3 26% | - | 1 18% | - | - | 1 20% |



GfK NC

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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
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BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|-----------------------|------------------------------|---------------------------|-----------------------|--------------------------|---------------------------|-------------------------|---------------------------|---------------------------|-------------------------|---------------------------|-------------------------|---------------------------|-------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| LESS THAN 2 ITEMS | 792 22% 100% | 100 15% 13% | 16 21% 2% | 301 20% 38% A | 103 31% 13% ACE | 128 24% 16% A | 143 31% 18% ACE | 261 32% 33% IK | 71 32% 9% IK | 157 14% 20% IK | 41 26% 5% IK | 112 14% 14% IK | 151 30% 19% IK |
| LESS THAN 5 ITEMS | 1437 40% 100% | 203 30% 14% | 27 34% 2% | 559 37% 39% A | 178 54% 12% ABCE | 221 41% 15% A | 249 53% 17% ABCE | 432 52% 30% IK | 116 53% 8% IK | 331 30% 23% IK | 81 52% 6% IK | 220 28% 15% IK | 257 51% 18% IK |
| 5 TO 10 ITEMS | 1081 30% 100% | 206 31% 19% D | 26 33% 2% D | 487 32% 45% D | 78 24% 7% D | 150 28% 14% D | 133 28% 12% D | 219 27% 20% D | 60 27% 6% D | 390 35% 36% GHKL | 48 31% 4% D | 234 30% 22% D | 129 26% 12% D |
| 10 OR MORE ITEMS | 1059 29% 100% | 266 39% 25% CDEF | 26 33% 2% DF | 454 30% 43% DF | 70 21% 7% D | 165 31% 16% DF | 80 17% 8% D | 167 20% 16% D | 39 18% 4% D | 393 35% 37% GHJL | 24 16% 2% D | 324 42% 31% GHJL | 112 22% 11% D |

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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L

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GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

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BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|----------------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| I DON'T ALWAYS RECEIVE LETTERS/CARDS EACH WEEK | 281 8% 100% AIK | 28 4% 10% | 5 6% 2% | 109 7% 39% | 32 10% 11% | 45 8% 16% | 64 14% 23% M | 100 12% 35% M | 18 8% 6% | 45 4% 16% | 16 11% 6% | 37 5% 13% | 66 13% 23% M |
| 1 OR 2 ITEMS PER WEEK | 510 14% 100% AIK | 72 11% 14% | 12 15% 2% | 193 13% 38% | 71 21% 14% M | 83 15% 16% | 80 17% 19% | 161 20% 32% M | 53 24% 10% M | 112 10% 22% | 24 16% 5% | 75 10% 19% | 85 17% 17% |
| 3 OR 4 ITEMS PER WEEK | 646 18% 100% K | 103 15% 16% | 10 13% 2% | 258 17% 40% | 76 23% 12% M | 93 17% 14% | 106 23% 16% M | 171 21% 27% | 45 21% 7% | 174 16% 27% | 40 26% 6% M | 108 14% 17% | 106 21% 16% |
| 5-10 ITEMS PER WEEK | 1081 30% 100% DL | 206 31% 19% | 26 33% 2% | 487 32% 45% | 78 24% 7% | 150 28% 14% | 133 28% 12% | 219 27% 20% | 60 27% 6% | 390 35% 36% M | 48 31% 4% | 234 30% 22% | 129 26% 12% |
| 10-20 ITEMS PER WEEK | 732 20% 100% DFGH JL | 171 25% 23% M | 20 25% 3% | 313 21% 43% | 48 14% 7% | 121 22% 17% | 59 13% 8% | 127 15% 17% | 28 13% 4% | 272 24% 37% M | 16 10% 2% | 205 26% 28% M | 83 16% 11% |
| 20-30 ITEMS PER WEEK | 236 7% 100% FGL | 57 8% 24% | 5 6% 2% | 116 8% 49% | 15 4% 6% | 30 6% 13% | 14 3% 6% | 30 4% 12% | 7 3% 3% | 90 8% 38% | 7 5% 3% | 84 11% 35% M | 20 4% 8% |
| 30-50 ITEMS PER WEEK | 79 2% 100% | 31 5% 39% M | 1 2% 2% | 24 2% 30% | 7 2% 9% | 12 2% 15% | 5 1% 6% | 10 1% 13% | 4 2% 5% | 26 2% 32% | 2 1% 2% | 31 4% 39% M | 7 1% 9% |
| 50 + | 12 1% 100% | 7 1% 56% M | - - | 2 1% 14% | - - | 1 12% | 2 18% | - - | - - | 5 42% | - - | 5 40% | 2 18% |
| DON'T KNOW | 22 1% 100% | - - | - - | 9 1% 40% | 5 2% 24% | 3 1% 13% | 5 1% 22% | 6 1% 26% | 5 2% 21% M | 4 1% 18% | 1 1% 5% | 2 10% | 4 1% 20% |
| REFUSED | 4 1% 100% | - - | - - | 4 1% 82% | - - | - - | 1 18% | 3 58% | - - | 1 24% | - - | - - | 1 18% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QB.1 APPROXIMATELY HOW MANY LETTERS OR CARDS DO YOU RECEIVE IN AN AVERAGE WEEK? PLEASE DON'T INCLUDE PARCELS,
 WE WILL ASK YOU ABOUT THESE SEPARATELY.**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|-----------------------|--|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| LESS THAN 2 ITEMS | 792 22% 100% AIK | 100 15% 13% | 16 21% 2% | 301 20% 38% | 103 31% 13% M | 128 24% 16% | 143 31% 18% M | 261 32% 33% M | 71 32% 9% M | 157 14% 20% | 41 26% 5% | 112 14% 14% | 151 30% 19% M |
| LESS THAN 5 ITEMS | 1437 40% 100% AIK | 203 30% 14% | 27 34% 2% | 559 37% 39% | 178 54% 12% M | 221 41% 15% | 249 53% 17% M | 432 52% 30% M | 116 53% 8% M | 331 30% 23% | 81 52% 6% M | 220 28% 15% | 257 51% 18% M |
| 5 TO 10 ITEMS | 1081 30% 100% DL | 206 31% 19% | 26 33% 2% | 487 32% 45% | 78 24% 7% | 150 28% 14% | 133 28% 12% | 219 27% 20% | 60 27% 6% | 390 35% 36% M | 48 31% 4% | 234 30% 22% | 129 26% 12% |
| 10 OR MORE ITEMS | 1059 29% 100% DFGH JL | 266 39% 25% M | 26 33% 2% | 454 30% 43% | 70 21% 7% | 165 31% 16% | 80 17% 8% | 167 20% 16% | 39 18% 4% | 393 35% 37% M | 24 16% 2% | 324 42% 31% M | 112 22% 11% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | | |
|---------------------|------------------------|-------------------------------|-------------------------------|-------------------------------|--------------------------|--------------------------|--------------------------|------------------------|--------------------------|-------------------------|------------------------|--------------------------|-------------------------|--|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) | |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% | |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% | |
| 1107 31% 100% | 93 19% 8% | 160 28% 14% A | 190 29% 17% A | 213 35% 19% ABC | 173 32% 16% A | 151 38% 14% ABC | 126 36% 11% ABC | 253 24% 23% A | 577 32% 52% H | 278 37% 25% HI | 253 24% 23% A | 403 32% 36% K | 451 35% 41% K | |
| 1067 30% 100% | 99 21% 9% | 125 22% 12% A | 174 26% 16% A | 220 36% 21% ABC | 179 33% 17% ABC | 153 38% 14% ABC | 116 33% 11% ABC | 225 21% 21% A | 573 32% 54% H | 269 36% 25% HI | 225 21% 21% A | 395 31% 37% K | 447 35% 42% K | |
| 1648 46% 100% | 183 38% 11% | 268 48% 16% AG | 303 46% 18% A | 306 50% 19% AG | 265 49% 16% AG | 188 47% 11% AG | 137 39% 8% A | 451 43% 27% A | 873 48% 53% HJ | 324 44% 20% A | 451 43% 27% A | 609 48% 37% K | 589 46% 36% K | |
| 1623 45% 100% | 92 19% 6% | 209 37% 13% A | 334 50% 21% ABG | 328 54% 20% ABG | 300 56% 18% ABG | 217 54% 13% ABG | 143 41% 9% A | 300 29% 19% A | 963 53% 59% HJ | 360 48% 22% H | 300 29% 19% A | 663 52% 41% K | 660 51% 41% K | |
| 2872 80% 100% | 359 74% 12% G | 474 84% 17% AEF G | 575 87% 20% AEF G | 518 85% 18% AEF G | 419 78% 15% G | 304 76% 11% G | 224 64% 8% A | 833 80% 29% J | 1512 83% 53% HJ | 528 71% 18% A | 833 80% 29% M | 1093 86% 38% KM | 946 74% 33% K | |
| 1009 28% 100% | 92 19% 9% | 160 28% 16% A | 195 29% 19% A | 198 32% 20% AF | 165 31% 16% A | 104 26% 10% A | 95 27% 9% A | 252 24% 25% A | 557 31% 55% HJ | 199 27% 20% A | 252 24% 25% A | 393 31% 39% K | 364 28% 36% K | |
| 757 21% 100% | 51 11% 7% | 113 20% 15% A | 139 21% 18% A | 154 25% 20% A | 125 23% 17% A | 103 26% 14% AB | 73 23% 10% A | 164 16% 22% A | 418 23% 55% H | 175 24% 23% H | 164 16% 22% A | 293 23% 39% K | 300 23% 40% K | |
| 1450 40% 100% | 102 21% 7% | 210 37% 14% A | 280 42% 19% A | 279 46% 19% AB | 235 44% 16% AB | 189 47% 13% AB | 155 45% 11% AB | 312 30% 22% A | 794 44% 55% H | 344 46% 24% H | 312 30% 22% A | 559 44% 39% K | 579 45% 40% K | |
| 1015 28% 100% | 103 21% 10% | 182 32% 18% AEF G | 231 35% 23% AEF G | 207 34% 20% AEF G | 143 27% 14% G | 93 23% 9% G | 56 16% 5% A | 285 27% 28% J | 581 32% 57% HJ | 149 20% 15% A | 285 27% 28% M | 438 34% 43% KM | 292 23% 29% K | |
| 1896 53% 100% | 155 32% 8% | 285 50% 15% A | 341 51% 18% A | 351 57% 18% AB | 325 60% 17% ABC | 247 62% 13% ABC | 193 56% 10% A | 440 42% 23% A | 1017 56% 54% H | 440 59% 23% H | 440 42% 23% A | 691 54% 36% K | 765 60% 40% KL | |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|-------------------|------------------------|--------------------------------|--------------------------|-------------------------------|-------------------------------|--------------------------|----------------------|--------------------------|-------------------------|-------------------|--------------------------|-------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 1965 55% 100% | 135 28% 7% | 299 53% 15% A | 346 52% 18% | 385 63% 20% ABC | 347 64% 18% ABC G | 252 63% 13% ABC | 200 58% 10% A | 434 42% 22% | 1078 60% 55% H | 452 61% 23% K | 434 42% 22% | 731 57% 37% K | 799 62% 41% KL |
| 28 1% 100% | 4 1% 14% | 3 1% 10% | 5 1% 19% | 9 1% 32% | 3 1% 12% | 2 1% 9% | 1 3% | 7 1% 24% | 18 1% 64% | 3 1% 12% | 7 1% 24% | 14 1% 51% | 7 1% 24% |
| 28 1% 100% | 5 1% 17% | 7 1% 25% | 3 9% | 3 9% | 2 8% | 5 1% 19% | 3 1% 12% | 12 1% 42% I | 7 1% 27% | 9 1% 31% I | 12 1% 42% | 5 1% 19% | 11 1% 39% |
| 4 1% 100% | 1 1% 34% | 1 1% 13% | - - - | - - - | - - - | 1 1% 37% | 1 1% 17% | 2 1% 46% | - - - | 2 1% 54% I | 2 1% 46% | - - - | 2 1% 54% |
| 1601 44% 100% | 164 34% 10% | 216 38% 14% | 271 41% 17% A | 312 51% 19% ABC | 252 47% 16% AB | 213 53% 13% ABC E | 172 50% 11% ABC | 380 36% 24% | 835 46% 52% H | 386 52% 24% HI | 380 36% 24% | 584 46% 36% K | 637 50% 40% K |
| 3274 91% 100% | 417 87% 13% | 512 91% 16% G | 632 95% 19% ABC FG | 573 94% 18% AFG | 495 92% 15% AG | 358 90% 11% G | 287 83% 9% | 929 89% 28% | 1700 94% 52% HJ | 645 87% 20% | 929 89% 28% | 1205 95% 37% KM | 1140 89% 35% |
| 2053 57% 100% | 185 38% 9% | 312 55% 15% A | 398 60% 19% A | 388 63% 19% ABG | 331 61% 16% A | 243 61% 12% A | 196 57% 10% A | 497 48% 24% | 1116 62% 54% H | 440 59% 21% H | 497 48% 24% | 786 62% 38% K | 770 60% 38% K |
| 2421 67% 100% | 203 42% 8% | 367 65% 15% A | 430 65% 18% A | 451 74% 19% ABC | 415 77% 17% ABC | 301 75% 12% ABC | 254 73% 10% ABC | 570 55% 24% | 1297 72% 54% H | 554 74% 23% H | 570 55% 24% | 881 69% 36% K | 970 76% 40% KL |

GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (N) | AGE | | | | | | | | | | | | |
|----------------------------------|-------------------|------------------------|------------------------|------------------------|------------------------|------------------------|-------------------|-------------------|-------------------------|------------------------|-------------------|-------------------------|------------------------|-------------|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| | 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| | 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 1107 31% 100% AHK | 93 19% 8% | 160 28% 14% | 190 29% 17% | 213 35% 19% | 173 32% 16% | 151 38% 14% | 126 36% 11% | 253 24% 23% | 577 32% 52% | 278 37% 25% | 253 24% 23% | 403 32% 36% | 451 35% 41% | |
| 1067 30% 100% ABHK | 99 21% 9% | 125 22% 12% | 174 26% 16% | 220 36% 21% N | 179 33% 17% | 153 38% 14% N | 116 33% 11% | 225 21% 21% | 573 32% 54% | 269 36% 25% N | 225 21% 21% | 395 31% 37% | 447 35% 42% N | |
| 1648 46% 100% AG | 183 38% 11% | 268 48% 16% | 303 46% 18% | 306 50% 19% | 265 49% 16% | 188 47% 11% | 137 39% 8% | 451 43% 27% | 873 48% 53% | 324 44% 20% | 451 43% 27% | 609 48% 37% | 589 46% 36% | |
| 1623 45% 100% ABHK | 92 19% 6% | 209 37% 13% | 334 50% 21% N | 328 54% 20% N | 300 56% 18% N | 217 54% 13% N | 143 41% 9% | 300 29% 19% | 963 53% 59% N | 360 48% 22% | 300 29% 19% | 663 52% 41% N | 660 51% 41% N | |
| 2872 80% 100% AGJ M | 359 74% 12% | 474 84% 17% N | 575 87% 20% N | 518 85% 18% N | 419 78% 15% | 304 76% 11% | 224 64% 8% | 833 80% 29% | 1512 83% 53% N | 528 71% 18% | 833 80% 29% | 1093 86% 38% N | 946 74% 33% | |
| 1009 28% 100% AHK | 92 19% 9% | 160 28% 16% | 195 29% 19% | 198 32% 20% N | 165 31% 16% | 104 26% 10% | 95 27% 9% | 252 24% 25% | 557 31% 55% | 199 27% 20% | 252 24% 25% | 393 31% 39% | 364 28% 36% | |
| 757 21% 100% AHK | 51 11% 7% | 113 20% 15% | 139 21% 18% | 154 25% 20% N | 125 23% 17% | 103 26% 14% N | 73 21% 10% | 164 16% 22% | 418 23% 56% | 175 24% 23% | 164 16% 22% | 293 23% 39% | 300 23% 40% | |
| 1450 40% 100% AHK | 102 21% 7% | 210 37% 14% | 280 42% 19% | 279 46% 19% N | 235 44% 16% | 189 47% 13% N | 155 45% 11% | 312 30% 22% | 794 44% 55% N | 344 46% 24% N | 312 30% 22% | 559 44% 39% N | 579 45% 40% N | |
| 1015 28% 100% AFG JM | 103 21% 10% | 182 32% 18% | 231 35% 23% N | 207 34% 20% N | 143 27% 14% | 93 23% 9% | 56 16% 5% | 285 27% 28% | 581 32% 57% N | 149 20% 15% | 285 27% 28% | 438 34% 43% N | 292 23% 29% | |
| 1896 53% 100% AHK | 155 32% 8% | 285 50% 15% | 341 51% 18% | 351 57% 18% | 325 60% 17% N | 247 62% 13% N | 193 56% 10% | 440 42% 23% | 1017 56% 54% N | 440 59% 23% N | 440 42% 23% | 691 54% 36% | 765 60% 40% N | |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (N) | AGE | | | | | | | | | | | | |
|------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|------------|--------------|--------------|-------------|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| | 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 1965 | 135 | 299 | 346 | 385 | 347 | 252 | 200 | 434 | 1078 | 452 | 434 | 731 | 799 | |
| 55% | 28% | 53% | 52% | 63% | 64% | 63% | 58% | 42% | 60% | 61% | 42% | 57% | 62% | |
| 100% | 7% | 15% | 18% | 20% | 18% | 13% | 10% | 22% | 23% | 23% | 22% | 37% | 41% | |
| AHK | | | | N | N | N | N | | N | N | | N | N | |
| 28 | 4 | 3 | 5 | 9 | 3 | 2 | 1 | 7 | 18 | 3 | 7 | 14 | 7 | |
| 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | |
| 100% | 14% | 10% | 19% | 32% | 12% | 9% | 3% | 24% | 64% | 12% | 24% | 51% | 24% | |
| 28 | 5 | 7 | 3 | 3 | 2 | 5 | 3 | 12 | 7 | 9 | 12 | 5 | 11 | |
| 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | |
| 100% | 17% | 25% | 9% | 9% | 8% | 19% | 12% | 42% | 27% | 31% | 42% | 19% | 39% | |
| 4 | 1 | . | - | - | - | 1 | 1 | 2 | - | 2 | 2 | - | 2 | |
| 100% | 34% | 13% | - | - | - | 37% | 17% | 46% | - | - | - | - | - | |
| 1601 | 164 | 216 | 271 | 312 | 252 | 213 | 172 | 380 | 835 | 386 | 380 | 584 | 637 | |
| 44% | 34% | 38% | 41% | 51% | 47% | 53% | 50% | 36% | 46% | 52% | 36% | 46% | 50% | |
| 100% | 10% | 14% | 17% | 19% | 16% | 13% | 11% | 24% | 52% | 24% | 24% | 36% | 40% | |
| ABH | | | | N | | N | | | | N | | | N | |
| K | | | | | | | | | | | | | | |
| 3274 | 417 | 512 | 632 | 573 | 495 | 358 | 287 | 929 | 1700 | 645 | 929 | 1205 | 1140 | |
| 91% | 87% | 91% | 95% | 94% | 92% | 90% | 83% | 89% | 94% | 87% | 89% | 95% | 89% | |
| 100% | 13% | 16% | 19% | 18% | 15% | 11% | 9% | 28% | 52% | 20% | 28% | 37% | 35% | |
| AGJ | | | N | N | | | | | N | | | N | | |
| M | | | | | | | | | | | | | | |
| 2053 | 185 | 312 | 398 | 388 | 331 | 243 | 196 | 497 | 1116 | 440 | 497 | 786 | 770 | |
| 57% | 38% | 55% | 60% | 63% | 61% | 61% | 57% | 48% | 62% | 59% | 48% | 62% | 60% | |
| 100% | 9% | 15% | 19% | 19% | 16% | 12% | 10% | 24% | 54% | 21% | 24% | 38% | 38% | |
| AHK | | | | N | | | | | N | | | N | | |
| 2421 | 203 | 367 | 430 | 451 | 415 | 301 | 254 | 570 | 1297 | 554 | 570 | 881 | 970 | |
| 67% | 42% | 65% | 65% | 74% | 77% | 75% | 73% | 55% | 72% | 74% | 55% | 69% | 76% | |
| 100% | 8% | 15% | 18% | 19% | 17% | 12% | 10% | 24% | 23% | 23% | 24% | 36% | 40% | |
| AHK | | | | N | N | N | N | | N | N | | N | N | |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
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NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEX | | SEX/AGE | | | | | |
|---|---------------------|--------------------|-------------------------|------------------------|-------------------------------|--------------------------|-------------------------|-------------------------------|--------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 1107 31% 100% | 473 27% 43% | 634 34% 57% A | 109 21% 10% | 172 27% 15% C | 193 33% 17% CDF | 144 27% 13% C | 232 36% 21% CDF | 258 37% 23% CDF |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 1067 30% 100% | 485 28% 45% | 581 31% 55% | 109 21% 10% | 180 29% 17% CF | 197 34% 18% CF | 116 22% 11% | 215 33% 20% CF | 251 36% 23% CDF |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 1648 46% 100% | 819 47% 50% | 830 44% 50% | 210 40% 13% | 306 49% 19% CH | 303 52% 18% CFH | 241 46% 15% | 303 47% 18% H | 286 41% 17% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 1623 45% 100% | 759 44% 47% | 864 46% 53% | 144 28% 9% | 317 51% 20% CF | 298 51% 18% CF | 157 30% 10% | 346 53% 21% CF | 362 51% 22% CF |
| BILLS/INVOICES/ STATEMENTS | 2872 80% 100% | 1397 81% 49% | 1475 79% 51% | 411 79% 14% H | 542 87% 19% CEF H | 444 76% 15% H | 421 80% 15% H | 551 86% 19% CEF H | 503 72% 18% |
| LOCAL NEWSPAPERS/ MAGAZINES | 1009 28% 100% | 469 27% 47% | 540 29% 53% | 115 22% 11% | 192 31% 19% C | 162 28% 16% C | 137 26% 14% | 201 31% 20% C | 201 29% 20% C |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 757 21% 100% | 376 22% 50% | 381 20% 50% | 89 17% 12% | 138 22% 18% F | 150 26% 20% CF | 75 14% 10% | 155 24% 20% CF | 150 21% 20% F |
| CATALOGUES/BROCHURES | 1450 40% 100% | 651 38% 45% | 799 43% 55% A | 142 27% 10% | 258 41% 18% CF | 251 43% 17% CF | 170 32% 12% | 301 47% 21% CF | 328 47% 23% CF |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 1015 28% 100% | 480 28% 47% | 535 29% 53% | 132 26% 13% | 213 34% 21% CEH | 135 23% 13% | 154 29% 15% EH | 225 35% 22% CEH | 157 22% 15% |
| UNADDRESSED MAIL | 1896 53% 100% | 870 50% 46% | 1026 55% 54% A | 189 36% 10% | 336 54% 18% C | 345 59% 18% CF | 251 48% 13% C | 355 55% 19% CF | 420 60% 22% CF |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEX | | SEX/AGE | | | | | |
|--|--|--------------------|-------------------------|----------------------|-------------------------------|--------------------------|------------------------|-------------------------------|---------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| ADDRESSED ADVERTISING MAIL | 1965 55% 100% | 897 52% 46% | 1068 57% 54% A | 201 39% 10% | 345 55% 18% CF | 350 60% 18% CF | 233 44% 12% | 386 60% 20% CF | 449 64% 23% CDF |
| OTHER | 28 1% 100% | 14 1% 51% | 14 1% 49% | - - - | 13 2% 45% CEG | 2 * 6% | 7 1% 24% C | 2 * 6% | 5 1% 19% |
| NONE | 28 1% 100% | 13 1% 45% | 15 1% 55% | 6 1% 21% | 3 1% 12% | 3 1% 12% | 6 1% 21% | 2 * 7% | 8 1% 27% |
| DON'T KNOW | 4 * 100% | 3 * 71% | 1 * 29% | 1 * 34% | - - - | 1 * 37% | * * 13% | - - - | 1 * 16% |
| ANY PERSONAL/SOCIAL | 1601 44% 100% | 727 42% 45% | 874 47% 55% A | 183 35% 11% | 264 42% 16% C | 280 48% 17% CF | 197 37% 12% | 320 49% 20% CDF | 357 51% 22% CDF |
| ANY FORMAL MAIL | 3274 91% 100% | 1580 92% 48% | 1694 90% 52% | 455 88% 14% | 595 95% 18% CEF H | 530 91% 16% H | 474 90% 14% | 610 94% 19% CEF H | 610 87% 19% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 2053 57% 100% | 967 56% 47% | 1086 58% 53% | 238 46% 12% | 379 61% 18% CF | 350 60% 17% CF | 259 49% 13% | 407 63% 20% CF | 420 60% 20% CF |
| ANY UNADDRESSED OR ADVERTISING MAIL | 2421 67% 100% | 1111 64% 46% | 1310 70% 54% A | 257 49% 11% | 425 68% 18% CF | 429 74% 18% CDF | 314 60% 13% C | 456 70% 19% CF | 540 77% 22% CDFG |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
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NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|---|---------------------------|--------------------|--------------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 1107 31% 100% AC | 473 27% 43% | 634 34% 57% | 109 21% 10% | 172 27% 15% | 193 33% 17% | 144 27% 13% | 232 36% 21% | 258 37% 23% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 1067 30% 100% CF | 485 28% 45% | 581 31% 55% | 109 21% 10% | 180 29% 17% | 197 34% 18% | 116 22% 11% | 215 33% 20% | 251 36% 23% |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 1648 46% 100% CH | 819 47% 50% | 830 44% 50% | 210 40% 13% | 306 49% 19% | 303 52% 18% | 241 46% 15% | 303 47% 18% | 286 41% 17% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 1623 45% 100% CF | 759 44% 47% | 864 46% 53% | 144 28% 9% | 317 51% 20% | 298 51% 18% | 157 30% 10% | 346 53% 21% | 362 51% 22% |
| BILLS/INVOICES/ STATEMENTS | 2872 80% 100% H | 1397 81% 49% | 1475 79% 51% | 411 79% 14% | 542 87% 19% | 444 76% 15% | 421 80% 15% | 551 86% 19% | 503 72% 18% |
| LOCAL NEWSPAPERS/ MAGAZINES | 1009 28% 100% C | 469 27% 47% | 540 29% 53% | 115 22% 11% | 192 31% 19% | 162 28% 16% | 137 26% 14% | 201 31% 20% | 201 29% 20% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 757 21% 100% F | 376 22% 50% | 381 20% 50% | 89 17% 12% | 138 22% 18% | 150 26% 20% | 75 14% 10% | 155 24% 20% | 150 21% 20% |
| CATALOGUES/BROCHURES | 1450 40% 100% CF | 651 38% 45% | 799 43% 55% | 142 27% 10% | 258 41% 18% | 251 43% 17% | 170 32% 12% | 301 47% 21% | 328 47% 23% |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 1015 28% 100% EH | 480 28% 47% | 535 29% 53% | 132 26% 13% | 213 34% 21% | 135 23% 13% | 154 29% 15% | 225 36% 22% | 157 22% 15% |
| UNADDRESSED MAIL | 1896 53% 100% CF | 870 50% 46% | 1026 55% 54% | 189 36% 10% | 336 54% 18% | 345 59% 18% | 251 48% 13% | 355 56% 19% | 420 60% 22% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
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GfK NC

NOP/421841/421842 : POSTAL SERVICES
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| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|--|---|--------------------|--------------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| ADDRESSED ADVERTISING MAIL | 1965 55% 100% CF | 897 52% 46% | 1068 57% 54% | 201 39% 10% | 345 55% 18% | 350 60% 18% | 233 44% 12% | 386 60% 20% | 449 64% 23% |
| OTHER | 28 1% 100% | 14 1% 51% | 14 1% 49% | - - - | 13 2% 45% 1 | 2 * 6% | 7 1% 24% | 2 * 6% | 5 1% 19% |
| NONE | 28 1% 100% | 13 1% 45% | 15 1% 55% | 6 1% 21% | 3 1% 12% | 3 1% 12% | 6 1% 21% | 2 * 7% | 8 1% 27% |
| DON'T KNOW | 4 * 100% | 3 * 71% | 1 * 29% | 1 * 34% | - - - | 1 * 37% | * * 13% | - - - | 1 * 16% |
| ANY PERSONAL/SOCIAL | 1601 44% 100% CF | 727 42% 45% | 874 47% 55% | 183 35% 11% | 264 42% 16% | 280 48% 17% | 197 37% 12% | 320 49% 20% | 357 51% 22% |
| ANY FORMAL MAIL | 3274 91% 100% CH | 1580 92% 48% | 1694 90% 52% | 455 88% 14% | 595 95% 18% | 530 91% 16% | 474 90% 14% | 610 94% 19% | 610 87% 19% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 2053 57% 100% CF | 967 56% 47% | 1086 58% 53% | 238 46% 12% | 379 61% 18% | 350 60% 17% | 259 49% 13% | 407 63% 20% | 420 60% 20% |
| ANY UNADDRESSED OR ADVERTISING MAIL | 2421 67% 100% CF | 1111 64% 46% | 1310 70% 54% | 257 49% 11% | 425 68% 18% | 429 74% 18% | 314 60% 13% | 456 70% 19% | 540 77% 22% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
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GfK NC

NOP/421841/421842 : POSTAL SERVICES
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BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|---------------------|-----------------------------|-------------------------------|------------------------------|-------------------------|------------------------|------------------------|-------------------------|-------------------------|------------------------|-------------------------|------------------------|------------------------------------|----------------------|-----------------------------|--|
| | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| 1107 31% 100% | 63 53% 6% CD EF | 278 44% 25% CD EF | 356 33% 32% DE F | 199 26% 18% E | 91 19% 8% | 120 22% 11% E | 341 45% 31% HI | 555 30% 50% I | 211 21% 19% I | 954 32% 86% LM | 100 32% 9% LM | 20 20% 2% I | 34 20% 3% I | 986 32% 89% O | 72 25% 7% I |
| 1067 30% 100% | 54 46% 5% CD EF | 231 36% 22% CD EF | 330 31% 31% E | 198 26% 19% | 103 22% 10% | 150 28% 14% E | 285 38% 27% HI | 528 29% 49% | 254 25% 24% | 948 31% 89% K | 56 18% 5% | 22 22% 2% | 41 25% 4% | 898 29% 84% N | 104 35% 10% N |
| 1648 46% 100% | 76 64% 5% CD EF | 364 57% 22% CD EF | 519 48% 31% DE F | 293 38% 18% | 189 41% 11% | 208 39% 13% | 440 58% 27% HI | 812 44% 49% I | 397 39% 24% | 1367 45% 83% | 162 52% 10% L | 44 43% 3% | 75 46% 5% | 1427 47% 87% | 119 41% 7% |
| 1623 45% 100% | 76 64% 5% CD EF | 373 59% 23% CD EF | 524 49% 32% DE F | 323 42% 20% EF | 149 32% 9% | 179 33% 11% | 449 60% 28% HI | 847 46% 52% I | 327 33% 20% I | 1391 46% 86% L | 134 43% 8% L | 22 22% 1% L | 76 46% 5% L | 1484 48% 91% O | 83 28% 5% I |
| 2872 80% 100% | 106 89% 4% CD F | 521 82% 18% F | 871 81% 30% F | 610 80% 21% F | 377 81% 13% F | 387 72% 13% | 627 83% 22% I | 1481 80% 52% I | 764 76% 27% | 2421 80% 84% | 250 80% 9% | 76 75% 3% | 126 76% 4% | 2471 81% 86% | 227 77% 8% |
| 1009 28% 100% | 49 41% 5% CD EF | 221 35% 22% DE F | 327 30% 32% EF | 202 26% 20% F | 106 23% 10% | 104 19% 10% | 270 36% 27% HI | 529 29% 52% I | 209 21% 21% | 924 31% 92% KM | 37 12% 4% | 25 25% 2% KM | 23 14% 2% | 879 29% 87% | 79 27% 8% |
| 757 21% 100% | 46 39% 6% CD EF | 219 34% 29% CD EF | 254 23% 33% DE F | 137 18% 18% EF | 48 10% 6% | 55 10% 7% | 265 35% 35% HI | 390 21% 52% I | 102 10% 14% | 667 22% 88% KL | 45 14% 6% | 13 13% 2% | 32 19% 4% | 654 21% 86% | 56 19% 7% |
| 1450 40% 100% | 69 58% 5% CD EF | 305 48% 21% CD EF | 455 42% 31% EF | 316 41% 22% EF | 155 33% 11% | 150 28% 10% | 373 50% 26% HI | 771 42% 53% I | 305 30% 21% | 1209 40% 83% | 137 44% 9% | 35 35% 2% | 68 41% 5% | 1295 42% 89% O | 87 29% 6% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|--|---------------------|------------------------------|-------------------------------|------------------------------|-------------------------|------------------------|-----------------------------|-------------------------|-------------------------|-----------------------|--------------------------|---------------------|------------------------------------|-------------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| | 1015 28% 100% | 73 61% 7% BC DEF | 243 38% 24% CD EF | 346 32% 34% DE F | 187 25% 18% F | 98 21% 10% F | 68 13% 7% F | 315 42% 31% HI | 534 29% 86% I | 166 17% 16% | 876 29% 20% K | 63 20% 6% | 22 22% 2% | 54 33% 5% K | 897 29% 88% O | 60 20% 6% |
| | 1896 53% 100% | 66 56% 3% | 355 56% 19% E | 570 53% 30% | 387 51% 20% | 224 48% 12% | 295 55% 16% E | 421 56% 22% | 957 52% 50% | 518 52% 27% | 1583 52% 83% | 162 52% 9% | 43 43% 2% | 108 65% 6% JKL | 1719 56% 91% O | 106 36% 6% |
| | 1965 55% 100% | 80 68% 4% DE F | 391 62% 20% DE F | 618 57% 31% EF | 403 53% 21% E | 209 45% 11% | 263 49% 13% | 471 63% 24% HI | 1022 55% 52% I | 472 47% 24% | 1680 56% 85% KL | 141 45% 7% | 34 34% 2% | 109 66% 6% JKL | 1781 58% 91% O | 105 36% 5% |
| | 28 1% 100% | 1 1% 5% | 7 1% 27% | 10 1% 35% | 4 1% 14% | 3 1% 10% | 3 1% 9% | 9 1% 32% | 13 1% 48% | 5 1% 19% | 23 1% 82% | 3 1% 10% | 2 2% 6% | 1 1% 2% | 24 1% 86% | 2 1% 6% |
| | 28 1% 100% | - - - | 3 1% 10% | 9 1% 32% | 2 1% 7% | 2 1% 7% | 12 2% 44% BCD E | 3 1% 10% | 11 1% 39% | 14 1% 51% GH | 26 1% 91% | 2 1% 6% | - - - | 1 1% 3% | 18 1% 63% | 5 2% 19% N |
| | 4 1% 100% | - - - | - - - | 2 50% | - - | 1 34% | 1 17% | - - | 2 50% | 2 50% | 4 100% | - - | - - | - - | 3 87% | - - - |
| | 1601 44% 100% | 81 68% 5% BC DEF | 353 56% 22% CD EF | 499 46% 31% DE F | 303 40% 19% | 158 34% 10% | 207 38% 13% | 434 58% 27% HI | 802 43% 50% I | 365 36% 23% | 1385 46% 86% LM | 129 41% 8% | 34 34% 2% | 53 32% 3% | 1378 45% 86% | 134 45% 8% |
| | 3274 91% 100% | 112 96% 3% F | 594 94% 18% F | 989 92% 30% F | 697 91% 21% F | 424 91% 13% F | 458 85% 14% | 706 94% 22% I | 1686 91% 51% I | 882 88% 27% | 2749 91% 84% | 288 92% 9% | 93 92% 3% | 145 88% 4% | 2814 92% 86% O | 256 87% 8% |
| | 2053 57% 100% | 89 75% 4% CD EF | 444 70% 22% CD EF | 644 60% 31% EF | 434 57% 21% EF | 224 48% 11% F | 218 40% 11% | 533 71% 26% HI | 1078 58% 53% I | 442 44% 22% | 1752 58% 85% | 166 53% 8% | 50 49% 2% | 86 52% 4% | 1804 59% 88% O | 138 47% 7% |

GfK NC

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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|--|---------------------|-----------------------|------------------------------|------------------------|-------------------|-------------------|------------------------|-------------------------|--------------------|-------------------|--------------------|---------------------|------------------------------------|-------------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| ANY UNADDRESSED OR ADVERTISING MAIL | 2421 67% 100% | 90 76% 4% DE | 457 72% 19% DE F | 735 68% 30% E | 498 65% 21% | 282 60% 12% | 358 66% 15% E | 548 73% 23% HI | 1233 67% 51% | 641 64% 26% | 2043 68% 84% | 192 61% 8% | 59 59% 2% | 128 78% 5% JKL | 2186 71% 90% O | 139 47% 6% |

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| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|---------------------------|----------------------------|----------------------------|--------------------------|---------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 1107 31% 100% | 305 29% 28% | 189 28% 17% | 116 31% 11% | 564 30% 51% | 211 35% 19% ABDG | 33 29% 3% | 869 29% 78% |
| 1067 30% 100% | 309 29% 29% | 184 27% 17% | 125 33% 12% | 542 29% 51% | 192 32% 18% | 33 29% 3% | 851 29% 80% |
| 1648 46% 100% | 439 42% 27% | 286 43% 17% | 153 40% 9% | 873 46% 53% AC | 297 50% 18% ABCG | 53 47% 3% | 1313 45% 80% |
| 1623 45% 100% | 400 38% 25% | 268 40% 17% | 132 35% 8% | 876 46% 54% ABC | 322 54% 20% ABCDG | 54 48% 3% AC | 1276 43% 79% AC |
| 2872 80% 100% | 785 75% 27% | 492 73% 17% | 293 77% 10% | 1558 82% 54% ABCG | 479 81% 17% AB | 91 80% 3% | 2343 80% 82% AB |
| 1009 28% 100% | 250 24% 25% | 152 23% 15% | 98 26% 10% | 562 30% 55% AB | 170 29% 17% AB | 24 21% 2% | 812 28% 80% AB |
| 757 21% 100% | 220 21% 29% | 121 18% 16% | 100 26% 13% ABDG | 338 18% 45% | 180 30% 24% ABDG | 34 30% 4% ABDG | 559 19% 74% |
| 1450 40% 100% | 325 31% 22% | 209 31% 14% | 116 31% 8% | 799 42% 55% ABCG | 296 50% 20% ABCDG | 58 52% 4% ABCG | 1124 38% 78% ABC |
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| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|-----------------------|------------------------------|----------------------------|------------------------|----------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 1896 53% 100% | 408 39% 22% C | 294 44% 16% C | 114 30% 6% | 1141 60% 60% ABCEFG | 308 52% 16% ABC | 48 42% 3% C | 1548 53% 82% ABCF |
| 1965 55% 100% | 452 43% 23% C | 313 47% 16% C | 139 37% 7% | 1139 60% 58% ABCG | 341 57% 17% ABC | 59 52% 3% C | 1591 54% 81% ABC |
| 28 1% 100% | 7 1% 25% | 5 1% 17% | 2 1% 7% | 12 1% 43% | 8 1% 29% | 2 1% 6% | 19 1% 67% |
| 28 1% 100% | 16 2% 57% D | 10 2% 37% D | 6 2% 21% D | 10 1% 34% | 2 - 8% | - - - | 26 1% 92% |
| 4 - 100% | 2 - 50% | 2 - 50% | - - - | 1 - 34% | - - - | - - - | 3 - 83% |
| 1601 44% 100% | 466 44% 29% | 285 42% 18% | 181 48% 11% | 821 43% 51% | 282 48% 18% | 49 43% 3% | 1287 44% 80% |
| 3274 91% 100% | 908 86% 28% | 576 86% 18% | 332 87% 10% | 1760 93% 54% ABCG | 546 92% 17% ABC | 101 89% 3% | 2668 91% 81% AB |
| 2053 57% 100% | 492 47% 24% | 302 45% 15% | 190 50% 9% | 1119 59% 55% ABCG | 404 68% 20% ABCDG | 72 64% 4% ABC | 1611 55% 78% AB |
| 2421 67% 100% | 565 54% 23% C | 394 59% 16% C | 171 45% 7% | 1405 74% 58% ABCEG | 405 68% 17% ABC | 73 65% 3% AC | 1970 67% 81% ABC |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | UK GEOGRAPHICS GROUPS | | | | | |
|---|---------------------|--------------------------|------------------------|-----------------------------|---------------------------|-------------------------|-------------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 1107 31% 100% | 135 29% 12% | 170 29% 15% | 390 32% 35% D | 173 25% 16% | 12 19% 1% | 26 30% 2% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 1067 30% 100% | 156 33% 15% B | 153 26% 14% | 350 29% 33% | 192 28% 18% | 19 31% 2% | 25 29% 2% |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 1648 46% 100% | 182 39% 11% | 258 44% 16% | 583 48% 35% AD | 291 43% 18% | 25 41% 2% | 38 45% 2% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 1623 45% 100% | 160 34% 10% | 239 41% 15% A | 571 47% 35% AB | 305 45% 19% A | 22 35% 1% | 40 47% 2% |
| BILLS/INVOICES/ STATEMENTS | 2872 80% 100% | 356 76% 12% | 429 73% 15% | 1004 83% 35% ABE | 554 82% 19% ABE | 42 68% 1% | 71 84% 2% |
| LOCAL NEWSPAPERS/ MAGAZINES | 1009 28% 100% | 114 24% 11% | 136 23% 13% | 395 33% 39% ABDG | 167 25% 17% | 17 27% 2% | 15 17% 1% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 757 21% 100% | 113 24% 15% BCD | 108 18% 14% | 214 18% 28% | 124 18% 16% | 18 30% 2% C | 23 27% 3% |
| CATALOGUES/BROCHURES | 1450 40% 100% | 147 32% 10% | 178 30% 12% | 518 43% 36% AB | 281 41% 19% AB | 30 48% 2% AB | 45 53% 3% AB |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 1015 28% 100% | 127 27% 12% | 163 28% 16% | 323 27% 32% | 163 24% 16% | 20 33% 2% ABCD | 31 36% 3% D |
| UNADDRESSED MAIL | 1896 53% 100% | 142 30% 7% | 266 45% 14% A | 770 64% 41% ABDEFG | 370 55% 20% ABEG | 21 34% 1% ABEG | 35 41% 2% ABEG |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------|------------------------|------------------------|----------------------------|--------------------------|-----------------------|---------------------------|-----------------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 1965 55% 100% | 167 36% 9% | 285 49% 15% A | 778 64% 40% ABDE | 361 53% 18% A | 25 40% 1% | 269 60% 14% ABDE | 47 56% 2% A |
| 28 1% 100% | 2 7% | 5 1% 17% | 7 1% 27% | 4 1% 16% | - - - | 6 1% 23% | 2 2% 6% |
| 28 1% 100% | 7 2% 26% C | 9 2% 32% C | 2 8% | 7 1% 26% C | - - - | 2 1% 8% | - - - |
| 4 - 100% | - - | 2 50% | 1 34% | - - | - - | - - | - - |
| 1601 44% 100% | 218 47% 14% D | 248 42% 15% | 549 45% 34% D | 272 40% 17% | 23 38% 1% | 222 50% 14% BD | 36 43% 2% |
| 3274 91% 100% | 406 87% 12% | 502 86% 15% | 1126 93% 34% ABE | 634 93% 19% ABE | 47 77% 1% | 422 94% 13% ABE | 77 90% 2% |
| 2053 57% 100% | 226 48% 11% | 265 45% 13% | 735 61% 36% AB | 384 57% 19% AB | 40 64% 2% AB | 311 69% 15% ABCD | 53 63% 3% AB |
| 2421 67% 100% | 213 46% 9% | 352 60% 15% A | 935 77% 39% ABDEF | 469 69% 19% ABE | 33 53% 1% | 316 71% 13% ABE | 57 67% 2% A |

FRI MAR 30 12:41:31 BST 2012

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GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|---|----------------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|-------------------------|------------------------|-------------------------|------------------------|------------------------------------|-----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 1107 31% 100% DEF | 63 53% 6% T | 278 44% 25% T | 356 33% 32% T | 199 26% 18% T | 91 19% 8% T | 120 22% 11% T | 341 45% 31% T | 555 30% 50% T | 211 21% 19% T | 954 32% 86% T | 100 32% 9% T | 20 20% 2% T | 34 20% 3% T | 986 32% 89% T | 72 25% 7% T |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 1067 30% 100% EIK | 54 46% 5% T | 231 36% 22% T | 330 31% 31% T | 198 26% 19% T | 103 22% 10% T | 150 26% 14% T | 285 38% 27% T | 528 29% 49% T | 254 25% 24% T | 948 31% 89% T | 56 18% 5% T | 22 22% 2% T | 41 25% 4% T | 898 29% 84% T | 104 35% 10% T |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 1648 46% 100% DEF I | 76 64% 5% T | 364 57% 22% T | 519 48% 31% T | 293 38% 18% T | 189 41% 11% T | 208 39% 13% T | 440 58% 27% T | 812 44% 49% T | 397 39% 24% T | 1367 45% 83% T | 162 52% 10% T | 44 43% 3% T | 75 46% 5% T | 1427 47% 87% T | 119 41% 7% T |
| STANDARD CIRCULARS FROM ORGANISATIONS | 1623 45% 100% EFI LO | 76 64% 5% T | 373 59% 23% T | 524 49% 32% T | 323 42% 20% T | 149 32% 9% T | 179 33% 11% T | 449 60% 28% T | 847 46% 52% T | 327 33% 20% T | 1391 46% 86% T | 134 43% 8% T | 22 22% 1% T | 76 46% 5% T | 1484 48% 91% T | 83 28% 5% T |
| BILLS/INVOICES/ STATEMENTS | 2872 80% 100% FI | 106 89% 4% T | 521 82% 18% T | 871 81% 30% T | 610 80% 21% T | 377 81% 13% T | 387 72% 13% T | 627 83% 22% T | 1481 80% 52% T | 764 76% 27% T | 2421 80% 84% T | 250 80% 9% T | 76 76% 3% T | 126 76% 4% T | 2471 81% 86% T | 227 77% 8% T |
| LOCAL NEWSPAPERS/ MAGAZINES | 1009 28% 100% EFI KM | 49 41% 5% T | 221 35% 22% T | 327 30% 32% T | 202 26% 20% T | 106 23% 10% T | 104 19% 10% T | 270 36% 27% T | 529 29% 52% T | 209 21% 21% T | 924 31% 92% T | 37 12% 4% T | 25 25% 2% T | 23 14% 2% T | 879 29% 87% T | 79 27% 8% T |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 757 21% 100% EFI K | 46 39% 6% T | 219 34% 29% T | 254 23% 33% T | 137 18% 18% T | 48 10% 6% T | 55 10% 7% T | 265 35% 35% T | 390 21% 52% T | 102 10% 14% T | 667 22% 88% T | 45 14% 6% T | 13 13% 2% T | 32 19% 4% T | 654 21% 86% T | 56 19% 7% T |
| CATALOGUES/BROCHURES | 1450 40% 100% EFI O | 69 58% 5% T | 305 48% 21% T | 455 42% 31% T | 316 41% 22% T | 155 33% 11% T | 150 28% 10% T | 373 50% 26% T | 771 42% 53% T | 305 30% 21% T | 1209 40% 83% T | 137 44% 9% T | 35 35% 2% T | 68 41% 5% T | 1295 42% 89% T | 87 29% 6% T |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|---|-----------------------------------|------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|-------------------|--------------------|---------------------|------------------------------------|------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 1015 28% 100% EFI KO | 73 61% 7% | 243 38% 24% | 346 32% 34% | 187 25% 18% | 98 21% 10% | 68 13% 7% | 315 42% 31% | 534 29% 53% | 166 16% | 876 29% 86% | 63 20% 6% | 22 22% 2% | 54 33% 5% | 897 29% 88% | 60 20% 6% |
| UNADDRESSED MAIL | 1896 53% 100% O | 66 56% 3% | 355 56% 19% | 570 53% 30% | 387 51% 20% | 224 48% 12% | 295 55% 16% | 421 56% 22% | 957 52% 50% | 518 52% 27% | 1583 52% 83% | 162 52% 9% | 43 43% 2% | 108 65% 6% | 1719 56% 91% | 106 36% 6% |
| ADDRESSED ADVERTISING MAIL | 1966 55% 100% EFI KLO | 80 68% 4% | 391 62% 20% | 618 57% 31% | 403 53% 21% | 209 45% 11% | 263 49% 13% | 471 63% 24% | 1022 55% 52% | 472 47% 24% | 1680 56% 85% | 141 45% 7% | 34 34% 2% | 109 66% 6% | 1781 58% 91% | 105 36% 5% |
| OTHER | 28 1% 100% | 1 1% 5% | 7 1% 27% | 10 1% 35% | 4 * 14% | 3 1% 10% | 3 * 9% | 9 1% 32% | 13 1% 48% | 5 19% | 23 1% 82% | 3 1% 10% | 2 2% 6% | 1 * 2% | 24 1% 86% | 2 6% 6% |
| NONE | 28 1% 100% | - * - | 3 * 10% | 9 1% 32% | 2 * 7% | 2 * 7% | 12 2% 44% | 3 * 10% | 11 1% 39% | 14 1% 51% | 26 1% 91% | 2 1% 6% | - * - | 1 1% 3% | 18 1% 63% | 5 2% 19% |
| DON'T KNOW | 4 * 100% | - * - | - * - | 2 * 50% | - * - | 1 * 34% | 1 * 17% | - * - | 2 * 50% | 2 * 50% | 4 * 100% | - * - | - * - | - * - | 3 * 87% | - * - |
| ANY PERSONAL/SOCIAL | 1601 44% 100% DEF IM | 81 68% 5% | 353 56% 22% | 499 46% 31% | 303 40% 19% | 158 34% 10% | 207 38% 13% | 434 58% 27% | 802 43% 50% | 365 36% 23% | 1385 46% 86% | 129 41% 8% | 34 34% 2% | 53 32% 3% | 1378 45% 86% | 134 45% 8% |
| ANY FORMAL MAIL | 3274 91% 100% FIO | 112 95% 3% | 594 94% 18% | 989 92% 30% | 697 91% 21% | 424 91% 13% | 458 85% 14% | 706 94% 22% | 1686 91% 51% | 882 88% 27% | 2749 91% 84% | 288 92% 9% | 93 92% 3% | 145 88% 4% | 2814 92% 86% | 256 87% 8% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 2053 57% 100% EFI O | 89 75% 4% | 444 70% 22% | 644 60% 31% | 434 57% 21% | 224 48% 11% | 218 40% 11% | 533 71% 26% | 1078 58% 53% | 442 44% 22% | 1752 58% 85% | 166 53% 8% | 50 49% 2% | 86 52% 4% | 1804 59% 88% | 138 47% 7% |

GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|--|----------------------------|-----------------|------------------------|-------------------|-------------------|-------------------|-------------------|------------------------|--------------------|-------------------|--------------------|---------------------|------------------------------------|-----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3603 100% | 118* 3% . | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% . | 165 5% | 3068 85% | 295 8% |
| ANY UNADDRESSED OR ADVERTISING MAIL | 2421 67% 100% EIO | 90 76% 4% | 457 72% 19% T | 735 68% 30% | 498 65% 21% | 282 60% 12% | 358 66% 15% | 548 73% 23% T | 1233 67% 51% | 641 64% 26% | 2043 68% 84% | 192 61% 8% | 59 59% 2% | 128 78% 5% T | 2186 71% 90% T | 139 47% 6% |



GfK NC

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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
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NOP/421841/421842 : POSTAL SERVICES
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BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|----------------------------|----------------------------------|---|------------------------|-------------------------|------------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 1107 31% 100% | 305 29% 28% | 189 28% 17% | 116 31% 11% | 564 30% 51% | 211 35% 19% H | 33 29% 3% | 869 29% 78% |
| 1067 30% 100% | 309 29% 29% | 184 27% 17% | 125 33% 12% | 542 29% 51% | 192 32% 18% | 33 29% 3% | 851 29% 80% |
| 1648 46% 100% A | 439 42% 27% | 286 43% 17% | 153 40% 9% | 873 46% 53% | 297 50% 18% | 53 47% 3% | 1313 45% 80% |
| 1623 45% 100% ABC | 400 38% 25% | 268 40% 17% | 132 35% 8% | 876 46% 54% | 322 54% 20% H | 54 48% 3% | 1276 43% 79% |
| 2872 80% 100% AB | 785 75% 27% | 492 73% 17% | 293 77% 10% | 1558 82% 54% H | 479 81% 17% | 91 80% 3% | 2343 80% 82% |
| 1009 28% 100% AB | 250 24% 25% | 152 23% 15% | 98 26% 10% | 562 30% 56% | 170 29% 17% | 24 21% 2% | 812 28% 80% |
| 757 21% 100% D | 220 21% 29% | 121 18% 16% | 100 26% 13% H | 338 18% 45% | 180 30% 24% H | 34 30% 4% H | 559 19% 74% |
| 1450 40% 100% ABC | 325 31% 22% | 209 31% 14% | 116 31% 8% | 799 42% 55% | 296 50% 20% H | 58 52% 4% H | 1124 38% 78% |
| 1015 28% 100% | 289 27% 29% | 183 27% 18% | 106 28% 10% | 486 26% 48% | 218 37% 21% H | 44 39% 4% H | 776 26% 76% |

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|---------------------------------------|-----------------------------|----------------------------------|---|-----------------------|-------------------------|------------------------|----------------------|--------------------|
| | | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | |
| WEIGHTED TOTAL | 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| UNADDRESSED MAIL | 1896 53% 100% ABCF | 408 39% 22% | 294 44% 16% | 114 30% 6% | 1141 60% 60% H | 308 52% 16% | 48 42% 3% | 1548 53% 82% |
| ADDRESSED ADVERTISING MAIL | 1965 55% 100% ABC | 452 43% 23% | 313 47% 16% | 139 37% 7% | 1139 60% 58% H | 341 57% 17% | 59 52% 3% | 1591 54% 81% |
| OTHER | 28 1% 100% | 7 1% 25% | 5 1% 17% | 2 1% 7% | 12 1% 43% | 8 1% 29% | 2 1% 6% | 19 1% 67% |
| NONE | 28 1% 100% | 16 2% 57% H | 10 2% 37% | 6 2% 21% | 10 1% 34% | 2 - 8% | - - - | 26 1% 92% |
| DON'T KNOW | 4 - 100% | 2 - 50% | 2 - 50% | - - - | 1 - 34% | - - - | - - - | 3 - 83% |
| ANY PERSONAL/SOCIAL | 1601 44% 100% | 466 44% 29% | 285 42% 18% | 181 48% 11% | 821 43% 51% | 282 48% 18% | 49 43% 3% | 1287 44% 80% |
| ANY FORMAL MAIL | 3274 91% 100% ABC | 908 86% 28% | 576 86% 18% | 332 87% 16% | 1760 93% 54% H | 546 92% 17% | 101 89% 3% | 2668 91% 81% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 2053 57% 100% ABC | 492 47% 24% | 302 45% 15% | 190 50% 9% | 1119 59% 55% | 404 68% 20% H | 72 64% 4% | 1611 55% 78% |
| ANY UNADDRESSED OR ADVERTISING MAIL | 2421 67% 100% ABC | 565 54% 23% | 394 59% 16% | 171 45% 7% | 1405 74% 58% H | 405 68% 17% | 73 65% 3% | 1970 67% 81% |

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|---|---------------------------|-----------------------|-------------------|-------------------------|-------------------|-----------------|----------------------|
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| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 1107 31% 100% D | 135 29% 12% | 170 29% 15% | 390 32% 35% | 173 25% 16% | 12 19% 1% | 26 30% 2% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 1067 30% 100% | 156 33% 15% | 153 26% 14% | 350 29% 33% | 192 28% 18% | 19 31% 2% | 25 29% 2% |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 1648 46% 100% A | 182 39% 11% | 258 44% 16% | 583 48% 35% | 291 43% 18% | 25 41% 2% | 38 45% 2% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 1623 45% 100% A | 160 34% 10% | 239 41% 15% | 571 47% 35% | 305 45% 19% | 22 35% 1% | 40 47% 2% |
| BILLS/INVOICES/ STATEMENTS | 2872 80% 100% BE | 356 76% 12% | 429 73% 15% | 1004 83% 35% H | 554 82% 19% | 42 68% 1% | 71 84% 2% |
| LOCAL NEWSPAPERS/ MAGAZINES | 1009 28% 100% B | 114 24% 11% | 136 23% 13% | 395 33% 39% H | 167 25% 17% | 17 27% 2% | 15 17% 1% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 757 21% 100% C | 113 24% 15% | 108 18% 14% | 214 18% 28% | 124 18% 16% | 18 30% 2% | 23 27% 3% |
| CATALOGUES/BROCHURES | 1450 40% 100% AB | 147 32% 10% | 178 30% 12% | 518 43% 36% | 281 41% 19% | 30 48% 2% | 45 53% 3% H |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 1015 28% 100% D | 127 27% 12% | 163 28% 16% | 323 27% 32% | 163 24% 16% | 20 33% 2% | 31 37% 3% H |
| UNADDRESSED MAIL | 1896 53% 100% | 142 30% 7% | 266 45% 14% | 770 64% 41% | 370 55% 20% | 21 34% 1% | 35 41% 2% |
| ABEG | | | | H | | | |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|--|----------------------------|-----------------------|-------------------|------------------------|-------------------|-----------------|------------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| ADDRESSED ADVERTISING MAIL | 1965 55% 100% AB | 167 36% 9% | 285 49% 15% | 778 64% 40% H | 361 53% 18% | 25 40% 1% | 47 60% 14% 2% |
| OTHER | 28 1% 100% | 2 7% | 5 17% | 7 1% 27% | 4 1% 16% | - - - | 6 1% 23% 2% |
| NONE | 28 1% 100% C | 7 2% 26% | 9 2% 32% | 2 8% | 7 1% 26% | - - - | 2 1% 8% |
| DON'T KNOW | 4 - 100% | - - | 2 50% | 1 34% | - - | - - | - - |
| ANY PERSONAL/SOCIAL | 1601 44% 100% | 218 47% 14% | 248 42% 15% | 549 45% 34% | 272 40% 17% | 23 38% 1% | 36 43% 2% |
| ANY FORMAL MAIL | 3274 91% 100% ABE | 406 87% 12% | 502 86% 15% | 1126 93% 34% | 634 93% 19% | 47 77% 1% | 422 94% 13% H |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 2053 57% 100% AB | 226 48% 11% | 265 45% 13% | 735 61% 36% H | 384 57% 19% | 40 64% 2% | 311 69% 15% H |
| ANY UNADDRESSED OR ADVERTISING MAIL | 2421 67% 100% ABE | 213 46% 9% | 352 60% 15% | 935 77% 39% H | 469 69% 19% | 33 53% 1% | 316 71% 13% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
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GfK NC

NOP/421841/421842 : POSTAL SERVICES
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BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|--|---------------------|---------------------|-----------------------|-----------------------|-------------------------|---------------------|-----------------------|----------------------|------------------------|----------------------|----------------------|------------------------|----------------------|--------------------|----------------------|--------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 1107 31% 100% | 178 47% 16% | 163 44% 13% | 219 24% 20% | 336 36% 30% | 77 18% 7% | 134 23% 12% | 51 33% 5% | 146 26% 13% | 56 17% 5% | 136 46% 12% | 208 30% 19% | 59 22% 5% | 153 51% 14% | 201 34% 18% | 96 24% 9% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 1067 30% 100% | 134 35% 13% | 152 41% 14% | 254 28% 24% | 274 29% 26% | 98 23% 9% | 155 27% 15% | 32 20% 3% | 127 23% 12% | 66 20% 6% | 111 37% 10% | 205 29% 19% | 79 29% 7% | 143 48% 13% | 196 33% 18% | 109 28% 10% |
| OFFICIAL MAIL E.G. LEGAL, MEDICAL, INSURANCE ETC | 1648 46% 100% | 233 61% 14% | 206 56% 13% | 406 45% 25% | 405 43% 25% | 179 41% 11% | 218 38% 13% | 90 58% 5% | 221 40% 13% | 140 42% 9% | 173 58% 10% | 331 47% 20% | 105 38% 6% | 177 59% 11% | 260 44% 16% | 152 38% 9% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 1623 45% 100% | 223 59% 14% | 226 61% 14% | 385 42% 24% | 462 50% 28% | 151 35% 9% | 176 31% 11% | 64 41% 4% | 164 30% 10% | 72 22% 4% | 195 65% 12% | 373 53% 23% | 95 35% 6% | 190 64% 12% | 310 53% 19% | 160 40% 10% |
| BILLS/INVOICES/ STATEMENTS | 2872 80% 100% | 328 86% 11% | 299 81% 10% | 737 81% 26% | 744 80% 26% | 332 77% 12% | 432 75% 15% | 127 82% 4% | 437 79% 15% | 269 80% 9% | 267 89% 9% | 602 86% 21% | 225 82% 8% | 233 78% 8% | 443 75% 15% | 270 68% 9% |
| LOCAL NEWSPAPERS/ MAGAZINES | 1009 28% 100% | 130 34% 13% | 141 38% 14% | 257 28% 25% | 272 29% 27% | 83 19% 8% | 126 22% 13% | 54 35% 5% | 133 24% 13% | 65 19% 6% | 115 38% 11% | 217 31% 22% | 61 22% 6% | 102 34% 10% | 179 30% 18% | 83 21% 8% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 757 21% 100% | 138 36% 18% | 127 34% 17% | 192 21% 25% | 198 21% 26% | 47 11% 6% | 55 10% 7% | 46 30% 6% | 88 16% 12% | 30 9% 4% | 98 33% 13% | 167 24% 22% | 28 10% 4% | 121 40% 16% | 135 23% 18% | 44 11% 6% |
| CATALOGUES/BROCHURES | 1450 40% 100% | 172 45% 12% | 201 54% 14% | 357 39% 25% | 414 44% 29% | 121 28% 8% | 184 32% 13% | 48 31% 3% | 168 30% 12% | 96 29% 7% | 155 52% 11% | 320 46% 22% | 83 30% 6% | 170 57% 12% | 283 48% 20% | 126 32% 9% |



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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|----------------------------|---------------------|-----------------------|-----------------------|-------------------------|---------------------|-----------------------|----------------------|------------------------|----------------------|----------------------|------------------------|----------------------|--------------------|----------------------|--------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 1015 28% 100% | 152 40% 15% | 164 44% 16% | 263 29% 26% | 271 29% 27% | 65 15% 6% | 101 18% 10% | 60 38% 6% | 156 28% 15% | 69 21% 7% | 146 49% 14% | 245 35% 24% | 47 17% 5% | 110 37% 11% | 133 23% 13% | 49 12% 5% |
| UNADDRESSED MAIL | 1896 53% 100% | 206 54% 11% | 215 58% 11% | 448 49% 24% | 509 55% 27% | 217 50% 11% | 302 53% 16% | 60 39% 3% | 239 43% 13% | 140 42% 7% | 162 54% 9% | 377 54% 20% | 152 55% 8% | 199 67% 10% | 340 58% 18% | 226 57% 12% |
| ADDRESSED ADVERTISING MAIL | 1965 55% 100% | 222 58% 11% | 249 67% 13% | 472 52% 24% | 549 59% 28% | 202 47% 10% | 270 47% 14% | 79 51% 4% | 240 43% 12% | 116 34% 6% | 184 62% 9% | 412 59% 21% | 135 49% 7% | 208 70% 11% | 369 63% 19% | 222 56% 11% |
| OTHER | 28 1% 100% | 4 1% 15% | 5 1% 17% | 10 1% 36% | 3 * 12% | - - - | 5 1% 19% | 2 1% 7% | 1 * 4% | 4 1% 13% | 4 1% 15% | 10 1% 36% | - - - | 3 1% 10% | 2 * 8% | 2 * 6% |
| NONE | 28 1% 100% | 1 * 5% | 1 * 5% | 7 1% 24% | 4 * 16% | 5 1% 16% | 10 2% 34% | 1 1% 5% | 5 1% 18% | 6 2% 20% | - - JK | 2 * 8% | 3 1% 11% | 1 * 5% | 4 1% 14% | 6 1% 20% |
| DON'T KNOW | 4 * 100% | - - - | - - - | 1 * 34% | 1 * 16% | 1 * 37% | 1 * 13% | - - - | 1 * 34% | 1 * 13% | - - - | - - - | - - - | - - - | 1 * 16% | 1 * 37% |
| ANY PERSONAL/SOCIAL | 1601 44% 100% | 217 57% 14% | 217 59% 14% | 370 41% 23% | 432 46% 27% | 140 32% 9% | 225 39% 14% | 65 42% 4% | 215 39% 13% | 100 30% 6% | 176 59% 11% | 298 42% 19% | 110 40% 7% | 193 65% 12% | 289 49% 18% | 155 39% 10% |
| ANY FORMAL MAIL | 3274 91% 100% | 362 95% 11% | 344 93% 10% | 831 91% 25% | 854 92% 26% | 386 89% 12% | 496 87% 15% | 145 93% 4% | 481 87% 15% | 303 90% 9% | 287 96% 9% | 667 95% 20% | 251 91% 8% | 274 92% 8% | 538 91% 16% | 328 83% 10% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 2053 57% 100% | 264 69% 13% | 269 72% 13% | 515 57% 25% | 563 60% 27% | 188 43% 9% | 255 44% 12% | 91 59% 4% | 265 48% 13% | 141 42% 7% | 218 73% 11% | 445 64% 22% | 123 45% 6% | 224 75% 17% | 368 63% 18% | 178 45% 9% |

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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
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NOP/421841/421842 : POSTAL SERVICES
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BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|---------------------|-------------------------|-----------------------|--------------------------|---------------------|-----------------------|----------------------|------------------------|----------------------|-------------------------|--------------------------|-------------------------|----------------------------------|--------------------------|--------------------------|
| | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| ANY UNADDRESSED OR ADVERTISING MAIL | 2421 67% 100% | 279 75% 12% CE | 577 63% 24% | 656 70% 27% CEF | 265 61% 11% | 375 65% 15% | 85 54% 4% | 312 56% 13% | 173 52% 7% | 216 73% 9% GHI | 486 69% 20% GHI | 180 65% 7% GHI | 247 83% 10% GHI KLNO | 435 74% 18% GHI | 288 73% 12% GHI |

FRI MAR 30 12:41:31 BST 2012

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QB.2 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|------------------------------------|------------------------|------------------------|------------------------|-------------------------|------------------------|------------------------|-----------------------|------------------------|-----------------------|------------------------|------------------------|-----------------------|------------------------|------------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
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| INVITATIONS / GREETINGS CARDS / POSTCARDS | 1107 31% 100% CEFI LO | 178 47% 16% P | 163 44% 15% P | 219 24% 20% P | 336 36% 30% P | 77 18% 7% P | 134 23% 12% P | 51 33% 5% P | 146 26% 13% P | 56 17% 5% P | 136 46% 12% P | 208 30% 19% P | 59 22% 5% P | 153 51% 14% P | 201 34% 18% P | 96 24% 9% P |
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| NONE | 28 1% 100% | 1 1% 5% | 1 1% 5% | 7 1% 24% | 4 1% 16% | 5 1% 16% | 10 2% 34% P | 1 1% 6% | 5 1% 18% | 6 2% 20% | - - - | 2 1% 8% | 3 1% 11% | 1 1% 5% | 4 1% 14% | 6 1% 20% |
| DON'T KNOW | 4 1% 100% | - - - | - - - | 1 1% 34% | 1 1% 16% | 1 1% 37% | 1 1% 13% | - - - | 1 1% 34% | 1 1% 13% | - - - | - - - | - - - | - - - | 1 1% 16% | 1 1% 37% |
| ANY PERSONAL/SOCIAL | 1601 44% 100% EFHI O | 217 57% 14% P | 217 59% 14% P | 370 41% 23% | 432 46% 27% | 140 32% 9% | 225 39% 14% | 65 42% 4% | 215 39% 13% | 100 30% 6% | 176 59% 11% P | 298 42% 19% | 110 40% 7% | 193 65% 12% P | 289 49% 18% P | 155 39% 10% |
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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
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NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|---------------------|-----------------------------|----------------------------|------------------|--|-------------------|-------------------------|------------------------|------------------------------------|-------------------------|------------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 1107 31% 100% | 148 26% 13% | 955 32% 86% AC | 36 23% 3% | 901 33% 81% E | 207 24% 19% | 83 31% 8% GI | 93 19% 8% | 930 33% 84% GI | 95 18% 9% | 84 29% 8% GI |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 1067 30% 100% | 164 29% 15% | 898 30% 84% | 41 26% 4% | 851 31% 80% E | 216 25% 20% | 83 30% 8% GI | 112 23% 10% | 870 31% 82% GI | 115 22% 11% | 86 29% 8% GI |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 1648 46% 100% | 239 42% 14% C | 1406 47% 85% C | 53 33% 3% | 1329 49% 81% E | 319 36% 19% | 93 34% 6% FGU | 190 39% 12% | 1355 48% 82% FGU | 200 39% 12% | 103 35% 6% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 1623 45% 100% | 255 45% 16% C | 1362 45% 84% C | 54 34% 3% | 1330 49% 82% E | 293 33% 18% | 107 39% 7% GI | 132 27% 8% | 1374 49% 85% FGU | 142 27% 9% | 117 40% 7% GI |
| BILLS/INVOICES/ STATEMENTS | 2872 80% 100% | 425 75% 15% | 2431 80% 85% A | 124 78% 4% | 2236 82% 78% E | 636 72% 22% | 188 69% 7% FGU | 377 76% 13% F | 2288 81% 80% FGU | 396 77% 14% FJ | 207 70% 7% |
| LOCAL NEWSPAPERS/ MAGAZINES | 1009 28% 100% | 146 26% 14% | 858 28% 85% | 43 27% 4% | 825 30% 82% E | 183 21% 18% | 52 19% 5% FGU | 90 18% 9% | 858 30% 85% FGU | 99 19% 10% | 61 21% 6% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 757 21% 100% | 99 17% 13% C | 654 22% 86% AC | 17 11% 2% | 658 24% 87% E | 99 11% 13% | 35 13% 5% FGU | 53 11% 7% | 668 24% 88% FGU | 54 10% 7% | 36 12% 5% |
| CATALOGUES/BROCHURES | 1450 40% 100% | 231 41% 16% | 1214 40% 84% | 56 35% 4% | 1155 42% 80% E | 294 34% 20% | 94 35% 7% GI | 135 27% 9% | 1215 43% 84% FGU | 141 27% 10% | 100 34% 7% I |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 1015 28% 100% | 124 22% 12% | 888 29% 87% AC | 27 17% 3% | 915 34% 90% E | 100 11% 10% | 32 12% 3% FGU | 75 15% 7% | 908 32% 89% FGU | 76 15% 7% | 32 11% 3% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

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|---------------------------------------|--|-----------------------------|----------------------------|------------------|--|-------------------|------------------------|---------------------|------------------------------------|-----------------------|------------------------|
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| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| UNADDRESSED MAIL | 1896 53% 100% | 324 57% B | 1567 52% 83% | 88 5% 5% | 1449 53% 76% | 448 51% 24% | 153 56% 8% | 220 45% 12% | 1512 54% 80% GI | 231 45% 12% | 164 56% 9% |
| ADDRESSED ADVERTISING MAIL | 1965 55% 100% | 307 54% 16% | 1651 55% 84% C | 72 46% 4% | 1520 56% 77% E | 445 51% 23% | 140 51% 7% | 203 41% 10% | 1611 57% 82% GI | 213 41% 11% | 151 51% 8% |
| OTHER | 28 1% 100% | 3 10% | 25 1% 90% | 1 4% 4% | 21 1% 75% | 7 1% 25% | - - - | 6 1% 22% | 22 1% 78% | 6 1% 22% | - - - |
| NONE | 28 1% 100% | 6 1% 23% | 22 1% 77% | 3 2% 11% | 17 1% 60% | 11 1% 40% | 5 2% 18% H | 9 2% 31% H | 14 48% | 9 2% 34% H | 6 2% 21% H |
| DON'T KNOW | 4 0% 100% | - - - | 4 1% 100% | - - - | 2 0% 67% | 1 0% 33% | - - - | 1 0% 34% | 2 0% 50% | 2 0% 50% | 1 0% 17% |
| ANY PERSONAL/SOCIAL | 1601 44% 100% | 240 42% 15% | 1353 45% 84% | 60 38% 4% | 1271 47% 79% E | 330 38% 21% | 128 47% 8% GI | 165 33% 10% | 1305 46% 81% GI | 168 33% 11% | 132 44% 8% |
| ANY FORMAL MAIL | 3274 91% 100% | 505 89% 15% | 2753 91% 84% | 141 8% 4% | 2525 93% 77% E | 750 85% 23% | 231 85% 7% | 435 88% 13% | 2588 92% 79% FGU | 456 88% 14% | 252 85% 8% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 2053 57% 100% | 307 54% 15% | 1736 57% 85% C | 75 48% 4% | 1643 60% 80% E | 411 47% 20% | 129 48% 6% | 201 41% 10% | 1712 61% 83% FGU | 212 41% 10% | 140 47% 7% |
| ANY UNADDRESSED OR ADVERTISING MAIL | 2421 67% 100% | 406 72% 17% B | 2007 66% 83% | 110 70% 5% | 1849 68% 76% | 572 65% 24% | 189 69% 8% GI | 279 57% 12% | 1940 69% 80% GI | 293 57% 12% | 202 68% 8% GI |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--|-----------------------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 1107 31% 100% ACEGI | 148 26% 13% | 955 32% 86% | 36 23% 3% | 901 33% 81% | 207 24% 19% | 83 31% 8% | 93 19% 8% | 930 33% 84% | 95 18% 9% | 84 29% 8% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 1067 30% 100% EGI | 164 29% 15% | 898 30% 84% | 41 26% 4% | 851 31% 80% | 216 25% 20% | 83 30% 8% | 112 23% 10% | 870 31% 82% | 115 22% 11% | 86 29% 8% |
| OFFICIAL MAIL E.G. LEGAL, MEDICAL, INSURANCE ETC | 1648 46% 100% CEFGI J | 239 42% 14% | 1406 47% 85% | 53 33% 3% | 1329 49% 81% K | 319 36% 19% | 93 34% 6% | 190 39% 12% | 1355 48% 82% | 200 39% 12% | 103 35% 6% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 1623 45% 100% CEGI | 255 45% 16% | 1362 45% 84% | 54 34% 3% | 1330 49% 82% K | 293 33% 18% | 107 39% 7% | 132 27% 8% | 1374 49% 85% K | 142 27% 9% | 117 40% 7% |
| BILLS/INVOICES/ STATEMENTS | 2872 80% 100% AEFJ | 425 75% 15% | 2431 80% 85% | 124 78% 4% | 2236 82% 78% K | 636 72% 22% | 188 69% 7% | 377 76% 13% | 2288 81% 80% | 396 77% 14% | 207 70% 7% |
| LOCAL NEWSPAPERS/ MAGAZINES | 1009 28% 100% EFGIJ | 146 26% 14% | 858 28% 85% | 43 27% 4% | 825 30% 82% | 183 21% 18% | 52 19% 5% | 90 18% 9% | 858 30% 85% K | 99 19% 10% | 61 21% 6% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 757 21% 100% CEFGI J | 99 17% 13% | 654 22% 86% | 17 11% 2% | 658 24% 87% K | 99 11% 13% | 35 13% 5% | 53 11% 7% | 668 24% 88% K | 54 10% 7% | 36 12% 5% |
| CATALOGUES/BROCHURES | 1450 40% 100% EGIJ | 231 41% 16% | 1214 40% 84% | 56 35% 4% | 1155 42% 80% | 294 34% 20% | 94 35% 7% | 135 27% 9% | 1215 43% 84% K | 141 27% 10% | 100 34% 7% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

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| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|----------------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
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| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 1015 28% 100% | 124 22% 12% | 888 29% 87% | 27 17% 3% | 915 34% 90% K | 100 11% 10% | 32 12% 3% | 75 15% 7% | 908 32% 89% K | 76 15% 7% | 32 11% 3% |
| UNADDRESSED MAIL | 1896 53% 100% | 324 57% 17% K | 1567 52% 83% | 88 55% 5% | 1449 53% 76% | 448 51% 24% | 153 56% 8% | 220 45% 12% | 1512 54% 80% | 231 45% 12% | 164 55% 9% |
| ADDRESSED ADVERTISING MAIL | 1965 55% 100% | 307 54% 16% | 1651 55% 84% | 72 46% 4% | 1520 56% 77% | 445 51% 23% | 140 51% 7% | 203 41% 10% | 1611 57% 82% K | 213 41% 11% | 151 51% 8% |
| OTHER | 28 1% 100% | 3 1% 10% | 25 1% 90% | 1 4% 1% | 21 1% 75% | 7 1% 25% | - 1% - | 6 1% 22% | 22 1% 78% | 6 1% 22% | - - - |
| NONE | 28 1% 100% | 6 1% 23% | 22 1% 77% | 3 2% 11% | 17 1% 60% | 11 1% 40% | 5 2% 18% | 9 2% 31% K | 14 1% 48% | 9 2% 34% K | 6 2% 21% K |
| DON'T KNOW | 4 1% 100% | - - - | 4 1% 100% | - - - | 2 1% 67% | 1 1% 33% | - - - | 1 1% 34% | 2 1% 50% | 2 1% 50% | 1 1% 17% |
| ANY PERSONAL/SOCIAL | 1601 44% 100% | 240 42% 15% | 1353 45% 84% | 60 38% 4% | 1271 47% 79% | 330 38% 21% | 128 47% 8% | 165 33% 10% | 1305 46% 81% | 168 33% 11% | 132 44% 8% |
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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
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| TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
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| WEIGHTED TOTAL 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| ANY UNADDRESSED OR ADVERTISING MAIL 2421 67% 100% GI | 406 72% 17% K | 2007 66% 83% | 110 70% 5% | 1849 68% 76% | 572 65% 24% | 189 69% 8% | 279 57% 12% | 1940 69% 80% | 293 57% 12% | 202 68% 8% |



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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
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| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|---------------------|----------------------------|--------------------------|---------------------------|--------------------------|-------------------------|-------------------------|---------------------------|-------------------------|---------------------------|--------------------------|---------------------------|---------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 1107 31% 100% | 313 46% 28% CDEF | 28 36% 3% EF | 465 31% 42% EF | 90 27% 8% F | 123 23% 11% F | 88 19% 8% F | 215 26% 19% HJ | 37 17% 3% HJ | 380 34% 34% GHJ | 23 15% 2% HJ | 305 39% 28% GHJ | 146 29% 13% HJ |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 1067 30% 100% | 252 37% 24% CDEF | 34 43% 3% CDEF | 445 29% 42% F | 83 25% 8% F | 155 29% 14% F | 99 21% 9% F | 197 24% 18% H | 28 13% 3% H | 348 31% 33% GH | 47 31% 4% H | 307 39% 29% GHJ | 141 28% 13% H |
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| STANDARD CIRCULARS FROM ORGANISATIONS | 1623 45% 100% | 418 62% 26% BCDEF | 31 40% 2% BCDEF | 721 48% 44% DEF | 126 38% 8% F | 191 36% 12% F | 136 29% 8% F | 254 31% 16% H | 46 21% 3% H | 617 55% 38% GHJL | 46 30% 3% GHJL | 459 59% 28% GHJL | 201 40% 12% GHJL |
| BILLS/INVOICES/ STATEMENTS | 2872 80% 100% | 571 85% 20% BDEF | 56 71% 2% BDEF | 1237 82% 43% BDF | 244 74% 8% BDF | 428 79% 15% F | 336 72% 12% F | 654 79% 23% L | 179 81% 6% L | 977 87% 34% GHJL | 117 76% 4% GHJL | 605 78% 21% L | 341 68% 12% L |
| LOCAL NEWSPAPERS/ MAGAZINES | 1009 28% 100% | 247 37% 24% CDEF | 23 30% 2% F | 459 30% 45% DEF | 70 21% 7% DEF | 120 22% 12% F | 89 19% 9% F | 206 25% 20% HJL | 46 21% 5% HJL | 365 33% 36% GHJL | 28 18% 3% GHJL | 254 33% 25% GHJL | 109 22% 11% GHJL |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 757 21% 100% | 241 36% 32% CDEF | 24 31% 3% DEF | 345 23% 46% DEF | 45 14% 6% F | 72 13% 10% F | 30 6% 4% F | 147 18% 19% HJL | 18 8% 2% HJL | 279 25% 37% GHJL | 14 9% 2% GHJL | 233 30% 31% GHJL | 68 13% 9% H |
| CATALOGUES/BROCHURES | 1450 40% 100% | 333 49% 23% CDEF | 40 52% 3% DEF | 645 43% 45% EF | 126 38% 9% F | 177 33% 12% F | 128 27% 9% F | 245 30% 17% HJL | 67 30% 5% HJL | 512 46% 35% GHJL | 47 30% 3% GHJL | 398 51% 27% GHJL | 181 36% 12% G |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 1015 28% 100% | 301 45% 30% BCDEF | 14 19% 1% F | 492 32% 48% BDEF | 42 13% 4% BDEF | 123 23% 12% DF | 43 9% 4% DF | 253 31% 25% HJL | 32 15% 3% L | 415 37% 41% GHJL | 22 15% 2% GHJL | 246 32% 24% HJL | 46 9% 5% HJL |
| UNADDRESSED MAIL | 1896 53% 100% | 376 56% 20% BCDEF | 45 58% 2% F | 792 52% 42% BDEF | 165 50% 9% BDEF | 281 52% 15% DF | 237 51% 13% DF | 338 41% 18% HJL | 102 47% 5% HJL | 617 55% 33% GH | 74 48% 4% GH | 494 63% 26% GHJL | 271 54% 14% G |

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|--|----------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| ADDRESSED ADVERTISING MAIL | 1965 55% 100% | 419 62% 21% | 52 67% 3% | 858 57% 44% | 164 49% 8% | 244 45% 12% | 228 49% 12% | 339 41% 17% | 96 43% 5% | 656 59% 33% | 75 49% 4% | 525 67% 27% | 274 54% 14% |
| | | CDEF | DEF | DEF | | | | | | GHJ | | GHJL | GH |
| OTHER | 28 1% 100% | 9 1% 32% | - - - | 10 1% 36% | 3 1% 12% | 2 7% - | 4 1% 13% | 4 1% 14% | 3 1% 11% | 12 1% 44% | 2 1% 7% | 5 1% 17% | 2 7% - |
| NONE | 28 1% 100% | 3 10% | - - | 7 25% | 4 15% | 7 25% C | 7 26% AC | 8 29% | 4 13% I | 4 13% | 1 5% | 5 17% | 6 22% I |
| DON'T KNOW | 4 100% | - - | - - | 1 34% | 1 16% | 1 34% | 1 17% | 2 46% | - - | - - | - - | 1 21% | 1 33% |
| ANY PERSONAL/SOCIAL | 1601 44% 100% | 391 58% 24% | 43 55% 3% | 661 44% 41% | 141 42% 9% | 219 41% 14% | 146 31% 9% | 324 39% 20% | 56 26% 4% | 523 47% 33% | 60 39% 4% | 424 54% 26% | 213 42% 13% |
| | | CDEF | EF | F | F | F | | H | | GH | H | GHJL | H |
| ANY FORMAL MAIL | 3274 91% 100% | 641 95% 20% | 65 83% 2% | 1395 92% 45% | 291 88% 9% | 489 91% 15% | 394 84% 12% | 735 89% 22% | 194 88% 6% | 1067 95% 33% | 138 89% 4% | 722 93% 22% | 418 83% 13% |
| | | BCDEF | | BDF | | F | | L | | GHJKL | | GL | |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 2053 57% 100% | 481 71% 23% | 51 66% 3% | 905 60% 44% | 174 52% 8% | 257 48% 13% | 186 40% 9% | 397 48% 19% | 101 46% 5% | 719 64% 35% | 67 43% 3% | 527 68% 26% | 243 48% 12% |
| | | CDEF | DEF | DEF | F | F | | | | GHJL | | GHJL | |
| ANY UNADDRESSED OR ADVERTISING MAIL | 2421 67% 100% | 490 73% 20% | 58 74% 2% | 1025 68% 42% | 208 63% 9% | 334 62% 14% | 306 65% 13% | 438 53% 18% | 132 60% 5% | 623 70% 33% | 94 61% 4% | 623 80% 26% | 347 69% 14% |
| | | CDEF | E | E | | | | | | GHJ | | GHJL | GH |

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GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|---|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 1107 31% 100% EFGH J | 313 46% 28% M | 28 36% 3% | 465 31% 42% | 90 27% 8% | 123 23% 11% | 88 19% 8% | 215 26% 19% | 37 17% 3% | 380 31% 34% | 23 15% 2% | 305 39% 28% M | 146 29% 13% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 1067 30% 100% FGH | 252 37% 24% M | 34 43% 3% M | 445 29% 42% | 83 25% 8% | 155 29% 14% | 99 21% 9% | 197 24% 18% | 28 13% 3% | 348 31% 33% | 47 31% 4% | 307 39% 29% M | 141 28% 13% |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 1648 46% 100% DFJL | 405 60% 25% M | 35 44% 2% | 685 45% 42% | 126 38% 8% | 239 44% 14% | 158 34% 10% | 360 44% 22% | 91 41% 5% | 561 50% 34% M | 48 31% 3% | 408 52% 25% M | 181 36% 11% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 1623 45% 100% DEFG HJL | 418 62% 26% M | 31 40% 2% | 721 48% 44% | 126 39% 8% | 191 36% 12% | 136 29% 8% | 254 31% 16% | 46 21% 3% | 617 55% 38% M | 46 30% 3% | 459 59% 28% M | 201 40% 12% |
| BILLS/INVOICES/ STATEMENTS | 2872 80% 100% DFL | 571 85% 20% M | 56 71% 2% | 1237 82% 43% | 244 74% 8% | 428 79% 15% | 336 72% 12% | 654 79% 23% | 179 81% 6% | 977 87% 34% M | 117 76% 4% | 605 78% 21% | 341 68% 12% |
| LOCAL NEWSPAPERS/ MAGAZINES | 1009 28% 100% DEFH JL | 247 37% 24% M | 23 30% 2% | 459 30% 45% | 70 21% 7% | 120 22% 12% | 89 19% 9% | 206 25% 20% | 46 21% 5% | 365 33% 36% M | 28 18% 3% | 254 33% 25% M | 109 22% 11% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 757 21% 100% DEFH JL | 241 36% 32% M | 24 31% 3% | 345 23% 46% | 45 14% 6% | 72 13% 10% | 30 6% 4% | 147 18% 19% | 18 8% 2% | 279 25% 37% M | 14 9% 2% | 233 30% 31% M | 68 13% 9% |
| CATALOGUES/BROCHURES | 1450 40% 100% EFGH J | 333 49% 23% M | 40 52% 3% | 645 43% 45% | 126 38% 9% | 177 33% 12% | 128 27% 9% | 245 30% 17% | 67 30% 5% | 512 46% 35% M | 47 30% 3% | 398 51% 27% M | 181 36% 12% |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 1015 28% 100% DEFH JL | 301 45% 30% M | 14 19% 1% | 492 32% 48% M | 42 13% 4% | 123 23% 12% | 43 9% 4% | 253 31% 25% | 32 15% 3% | 415 37% 41% M | 22 15% 2% | 246 32% 24% | 46 9% 5% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

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BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---------------------------------------|--|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| UNADDRESSED MAIL | 1896 53% 100% G | 376 66% 20% | 45 58% 2% | 792 52% 42% | 165 50% 9% | 281 52% 15% | 237 51% 13% | 338 41% 18% | 102 47% 5% | 617 55% 33% | 74 48% 4% | 494 63% 26% M | 271 54% 14% |
| ADDRESSED ADVERTISING MAIL | 1965 55% 100% EFGH | 419 62% 21% M | 52 67% 3% M | 858 57% 44% | 164 49% 8% | 244 45% 12% | 228 49% 12% | 339 41% 17% | 95 43% 5% | 656 59% 33% M | 75 49% 4% | 525 67% 27% M | 274 54% 14% |
| OTHER | 28 1% 100% | 9 1% 32% | - - - | 10 1% 36% | 3 1% 12% | 2 - 7% | 4 1% 13% | 4 - 14% | 3 1% 11% | 12 1% 44% | 2 1% 7% | 5 1% 17% | 2 - 7% |
| NONE | 28 1% 100% | 3 - 10% | - - - | 7 1% 25% | 4 1% 15% | 7 1% 25% | 7 2% 26% | 8 1% 29% | 4 2% 13% | 4 - 13% | 1 1% 5% | 5 1% 17% | 6 1% 22% |
| DON'T KNOW | 4 - 100% | - - - | - - - | 1 - 34% | 1 - 16% | 1 - 34% | 1 - 17% | 2 - 46% | - - - | - - - | - - - | 1 - 21% | 1 - 33% |
| ANY PERSONAL/SOCIAL | 1601 44% 100% FGH | 391 58% 24% M | 43 55% 3% | 661 44% 41% | 141 42% 9% | 219 41% 14% | 146 31% 9% | 324 39% 20% | 56 26% 4% | 523 47% 33% | 60 39% 4% | 424 54% 29% M | 213 42% 13% |
| ANY FORMAL MAIL | 3274 91% 100% BFL | 641 95% 20% M | 65 83% 2% | 1395 92% 43% | 291 88% 9% | 489 91% 15% | 394 84% 12% | 735 89% 22% | 194 88% 6% | 1067 95% 33% M | 138 89% 4% | 722 93% 22% | 418 83% 13% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 2053 57% 100% EFGH JL | 481 71% 23% M | 51 66% 3% | 905 60% 44% | 174 52% 8% | 257 48% 13% | 186 40% 9% | 397 48% 12% | 101 46% 5% | 719 64% 35% M | 67 43% 3% | 527 68% 29% M | 243 48% 12% |
| ANY UNADDRESSED OR ADVERTISING MAIL | 2421 67% 100% EGH | 490 73% 20% M | 58 74% 2% | 1025 68% 42% | 208 63% 9% | 334 62% 14% | 306 65% 13% | 438 53% 18% | 132 60% 5% | 788 70% 33% | 94 61% 4% | 623 80% 26% M | 347 69% 14% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL THOSE WHO RECEIVE MORE THAN ONE TYPE OF MAIL

| TOTAL | AGE | | | | | | | | | | | | | |
|--------------------|------------------------------|---|--------------------------|--------------------------|------------------------|------------------------|-----------------------|-------------------------|------------------------|------------------------|-------------------------|------------------------|------------------------|--|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) | |
| 3191 100% | 306 10% | 495 16% | 531 17% | 501 16% | 529 17% | 499 16% | 330 10% | 801 25% | 1561 49% | 829 26% | 801 25% | 1032 32% | 1358 43% | |
| 3181 100% | 366 12% | 487 15% | 595 19% | 563 18% | 497 16% | 373 12% | 300 9% | 853 27% | 1655 52% | 673 21% | 853 27% | 1158 36% | 1170 37% | |
| 46 1% 100% | 5 1% 11% | 9 2% 19% | 6 1% 12% | 7 1% 16% | 4 1% 8% | 9 2% 19% E | 7 2% 15% | 14 2% 30% | 16 1% 35% | 16 2% 34% I | 14 2% 30% | 13 1% 28% | 19 2% 42% | |
| 140 4% 100% | 11 3% 8% | 20 4% 14% | 23 4% 16% | 24 4% 17% | 25 5% 18% | 24 6% 17% A | 14 5% 10% | 30 4% 22% | 72 4% 51% | 38 6% 27% | 30 4% 22% | 46 4% 33% | 63 5% 45% | |
| 243 8% 100% | 39 11% 16% DFG | 39 8% 16% | 54 9% 22% G | 36 6% 15% | 39 8% 16% | 21 6% 9% | 14 5% 6% | 79 9% 32% J | 129 8% 53% J | 35 5% 14% | 79 9% 32% M | 90 8% 37% | 74 6% 30% | |
| 315 10% 100% | 23 6% 7% | 31 6% 10% | 67 11% 21% AB | 62 11% 17% AB | 55 11% 17% AB | 46 12% 15% AB | 31 10% 10% B | 54 6% 17% H | 184 11% 58% H | 77 11% 24% H | 54 6% 17% K | 129 11% 41% K | 132 11% 42% K | |
| 866 27% 100% | 135 37% 16% EFG | 190 39% 22% CDE FG | 191 32% 22% EFG | 171 30% 20% EFG | 96 19% 11% FG | 47 13% 5% FG | 35 12% 4% FG | 325 38% 38% IJ | 458 28% 53% J | 83 12% 10% LM | 325 38% 38% LM | 362 31% 42% M | 179 15% 21% | |
| 73 2% 100% | 10 3% 14% | 12 3% 17% | 14 2% 20% | 11 2% 15% | 11 2% 15% | 7 2% 9% | 7 2% 9% | 23 3% 31% | 37 2% 50% | 13 2% 18% | 23 3% 31% | 25 2% 35% | 25 2% 34% | |
| 44 1% 100% | 15 4% 34% BCDE G | -< | | | | | | | | | | | | |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL THOSE WHO RECEIVE MORE THAN ONE TYPE OF MAIL

| TOTAL | AGE | | | | | | | | | | | | | |
|---------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-------------------------------|-------------------------------|-------------------------|------------------------|-------------------------|------------------------|------------------------|-------------------------|--|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) | |
| 3181 100% | 366 12% | 487 15% | 595 19% | 563 18% | 497 16% | 373 12% | 300 9% | 853 27% | 1655 52% | 673 21% | 853 27% | 1158 36% | 1170 37% | |
| 661 21% 100% | 72 20% 11% | 86 18% 13% | 109 18% 16% | 111 20% 17% | 111 22% 17% | 94 25% 14% BC | 78 26% 12% BCD | 159 19% 24% | 330 26% 50% | 172 26% 24% HI | 159 19% 24% | 219 19% 33% | 283 24% 43% KL | |
| 518 16% 100% | 19 5% 4% | 70 14% 13% A | 79 13% 15% A | 101 18% 20% A | 107 21% 21% ABC | 81 22% 16% ABC | 61 20% 12% ABC | 89 10% 17% | 287 17% 55% H | 142 21% 27% HI | 89 10% 17% | 180 16% 35% K | 249 21% 48% KL | |
| 6 100% | 1 17% | 1 19% | 1 14% | - - | 3 50% | - - | - - | 2 36% | 4 64% | - - | 2 36% | 1 14% | 3 50% | |
| 14 100% | 2 1% 17% | 2 1% 12% | 4 1% 33% | 1 1% 9% | 2 1% 18% | 1 1% 7% | 1 1% 4% | 4 29% | 8 60% | 2 12% | 4 29% | 6 42% | 4 29% | |
| 42 1% 100% | 2 1% 4% | - - | 5 1% 11% | 5 1% 11% | 4 1% 10% | 9 3% 22% ABCD D | 18 6% 43% ABCD EF | 2 4% | 13 32% | 28 4% 65% HI | 2 4% | 9 21% | 32 3% 75% KL | |
| 186 6% 100% | 16 4% 8% | 29 6% 16% | 28 5% 15% | 31 5% 17% | 29 6% 15% | 33 9% 18% AC | 21 7% 11% | 44 5% 24% | 88 5% 47% | 53 8% 29% HI | 44 5% 24% | 59 5% 32% | 82 7% 44% | |
| 1424 45% 100% | 198 54% 14% EFG | 260 53% 18% EFG | 312 52% 22% EFG | 269 48% 19% EFG | 190 38% 13% FG | 114 31% 8% 8% | 81 27% 6% 6% | 457 54% 32% IJ | 772 47% 54% J | 195 29% 14% M | 457 54% 32% M | 581 50% 41% M | 385 33% 27% | |
| 273 9% 100% | 41 11% 15% BC | 27 6% 10% | 41 7% 15% | 41 7% 15% | 42 9% 16% | 41 11% 15% BC | 41 14% 5% BCD E | 68 8% 25% | 123 7% 45% | 81 12% 30% HI | 68 8% 25% | 81 7% 30% | 124 11% 45% L | |
| 1179 37% 100% | 92 25% 8% | 156 32% 13% A | 187 31% 16% | 212 38% 18% A | 218 44% 18% ABC | 175 47% 15% ABC D | 139 46% 12% ABC D | 248 29% 21% | 617 37% 52% H | 314 47% 27% HI | 248 29% 21% | 399 34% 34% K | 532 45% 45% KL | |



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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
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NOP/421841/421842 : POSTAL SERVICES
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QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL THOSE WHO RECEIVE MORE THAN ONE TYPE OF MAIL

| TOTAL (N) | AGE | | | | | | | | | | | | |
|---------------------------------|------------------------|------------------------|------------------------|-------------------|-------------------|-----------------------|-----------------------|------------------------|-------------------|------------------------|------------------------|------------------------|------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3191 100% | 306 10% | 495 16% | 531 17% | 501 16% | 529 17% | 499 16% | 330 10% | 801 25% | 1561 49% | 829 26% | 801 25% | 1032 32% | 1358 43% |
| 3181 100% | 366 12% | 487 15% | 595 19% | 563 18% | 497 16% | 373 12% | 300 9% | 853 27% | 1655 52% | 673 21% | 853 27% | 1158 36% | 1170 37% |
| 46 1% 100% | 5 1% 11% | 9 2% 19% | 6 1% 12% | 7 1% 16% | 4 1% 8% | 9 2% 19% | 7 2% 15% | 14 2% 30% | 16 1% 35% | 16 2% 34% | 14 2% 30% | 13 1% 28% | 19 2% 42% |
| 140 4% 100% | 11 3% 8% | 20 4% 14% | 23 4% 16% | 24 4% 17% | 25 5% 18% | 24 6% 17% | 14 5% 10% | 30 4% 22% | 72 4% 51% | 38 6% 27% | 30 4% 22% | 46 4% 33% | 63 5% 45% |
| 243 8% J | 39 11% 16% | 39 8% 16% | 54 9% 22% | 36 6% 15% | 39 8% 16% | 21 6% 9% | 14 5% 6% | 79 9% 32% | 129 8% 53% | 35 5% 14% | 79 9% 32% | 90 8% 37% | 74 6% 30% |
| 315 10% 100% BHK | 23 6% 7% | 31 6% 10% | 67 11% 21% | 62 11% 20% | 55 11% 17% | 46 12% 15% | 31 10% 10% | 54 6% 17% | 184 11% 58% | 77 11% 24% | 54 6% 17% | 129 11% 41% | 132 11% 42% |
| 866 27% 100% EFG JM | 135 37% 16% N | 190 39% 22% N | 191 32% 22% N | 171 30% 20% | 96 19% 11% | 47 13% 5% | 35 12% 4% | 325 38% 38% N | 458 28% 53% | 83 12% 10% | 325 38% 38% N | 362 31% 42% N | 179 15% 21% |
| 73 2% 100% | 10 3% 14% | 12 3% 17% | 14 2% 20% | 11 2% 15% | 11 2% 15% | 7 2% 9% | 7 2% 9% | 23 3% 31% | 37 2% 50% | 13 2% 18% | 23 3% 31% | 25 2% 35% | 25 2% 34% |
| 44 1% 100% B | 15 4% 34% N | - - - | 3 1% 8% | 9 2% 20% | 7 1% 15% | 6 2% 14% | 4 1% 9% | 15 2% 34% | 19 1% 43% | 10 2% 23% | 15 2% 34% | 12 1% 27% | 17 1% 38% |
| 156 5% 100% | 15 4% 10% | 15 3% 9% | 23 4% 15% | 21 4% 13% | 24 5% 16% | 28 7% 18% N | 30 10% 19% N | 30 4% 19% | 68 4% 44% | 58 9% 37% N | 30 4% 19% | 44 4% 28% | 82 7% 53% N |
| 57 2% 100% FGJ M | 16 4% 27% N | 12 3% 21% | 17 3% 30% | 4 1% 7% | 8 2% 15% | - - - | - - - | 28 3% 49% N | 29 2% 51% | - - - | 28 3% 49% N | 21 2% 37% | 8 1% 15% |
| 661 21% 100% | 72 20% 11% | 86 18% 13% | 109 18% 16% | 111 20% 17% | 111 22% 17% | 94 25% 14% N | 78 26% 12% N | 159 19% 24% | 330 20% 50% | 172 26% 26% N | 159 19% 24% | 219 19% 33% | 283 24% 43% N |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
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|--|----------------------------------|------------------------|------------------------|------------------------|-------------------|------------------------|------------------------|------------------------|------------------------|-------------------|------------------------|------------------------|------------------------|------------------------|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| | 3181 100% | 366 12% | 487 15% | 595 19% | 563 18% | 497 16% | 373 12% | 300 9% | 853 27% | 1655 52% | 673 21% | 853 27% | 1158 36% | 1170 37% |
| | 518 16% 100% AHK | 19 5% 4% | 70 14% 13% | 79 13% 15% | 101 18% 20% | 107 21% 21% N | 81 22% 16% N | 61 20% 12% | 89 10% 17% | 287 17% 55% | 142 21% 27% N | 89 10% 17% | 180 16% 35% | 249 21% 48% N |
| | 6 100% | 1 17% | 1 19% | 1 14% | - - | 3 1% 50% | - - | - - | 2 36% | 4 64% | - - | 2 36% | 1 14% | 3 50% |
| | 14 100% | 2 1% 17% | 2 1% 12% | 4 1% 33% | 1 1% 9% | 2 1% 18% | 1 1% 7% | 1 1% 4% | 4 1% 29% | 8 1% 60% | 2 1% 12% | 4 1% 29% | 6 1% 42% | 4 1% 29% |
| | 42 1% 100% BHK | 2 4% | - - | 5 1% 11% | 5 1% 11% | 4 1% 10% | 9 3% 22% | 18 6% 43% N | 2 4% | 13 1% 32% | 28 4% 65% N | 2 4% | 9 1% 21% | 32 3% 75% N |
| | 186 6% 100% | 16 4% 8% | 29 6% 16% | 28 5% 15% | 31 5% 17% | 29 6% 15% | 33 9% 18% N | 21 7% 11% | 44 5% 24% | 88 5% 47% | 53 8% 29% N | 44 5% 24% | 59 5% 32% | 82 7% 44% |
| | 1424 45% 100% EFG JM | 198 54% 14% N | 260 53% 18% N | 312 52% 22% N | 269 48% 19% | 190 38% 13% | 114 31% 8% | 81 27% 6% | 457 54% 32% N | 772 47% 54% | 195 29% 14% | 457 54% 32% N | 581 50% 41% N | 385 33% 27% |
| | 273 9% 100% B | 41 11% 15% | 27 6% 10% | 41 7% 15% | 41 7% 15% | 42 9% 16% | 41 11% 15% | 41 14% 15% N | 68 8% 25% | 123 7% 45% | 81 12% 30% N | 68 8% 25% | 81 7% 30% | 124 11% 45% N |
| | 1179 37% 100% ABCH K | 92 25% 8% | 156 32% 13% | 187 31% 16% | 212 38% 18% | 218 44% 18% N | 175 47% 15% N | 139 46% 12% N | 248 29% 21% | 617 37% 52% | 314 47% 27% N | 248 29% 21% | 399 34% 34% | 532 45% 45% N |



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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL THOSE WHO RECEIVE MORE THAN ONE TYPE OF MAIL

| TOTAL | SEX | | SEX/AGE | | | | | |
|---|-------------|---------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3191 | | | | | | | |
| | 100% | | | | | | | |
| | 1424 | 1767 | 333 | 439 | 652 | 468 | 593 | 706 |
| | 45% | 55% | 10% | 14% | 20% | 15% | 19% | 22% |
| WEIGHTED TOTAL | 3181 | | | | | | | |
| | 100% | | | | | | | |
| | 1503 | 1677 | 407 | 569 | 527 | 446 | 589 | 643 |
| | 47% | 53% | 13% | 18% | 17% | 14% | 19% | 20% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 46 | 22 | 7 | 7 | 10 | 7 | 6 | 10 |
| | 1% | | | | | | | |
| | 2% | 1% | 2% | 1% | 2% | 2% | 1% | 2% |
| | 51% | 49% | 15% | 15% | 21% | 15% | 13% | 21% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 140 | 74 | 15 | 20 | 31 | 16 | 27 | 32 |
| | 4% | | | | | | | |
| | 4% | 4% | 4% | 3% | 6% | 3% | 5% | 5% |
| | 100% | 53% | 11% | 14% | 22% | 11% | 19% | 23% |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 243 | 121 | 37 | 50 | 35 | 42 | 40 | 39 |
| | 8% | | | | | | | |
| | 8% | 7% | 9% | 9% | 7% | 9% | 7% | 6% |
| | 100% | 50% | 15% | 20% | 15% | 17% | 17% | 16% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 315 | 163 | 29 | 58 | 66 | 25 | 72 | 66 |
| | 10% | | | | | | | |
| | 10% | 10% | 7% | 10% | 12% | 6% | 12% | 10% |
| | 100% | 52% | 9% | 18% | 21% | 8% | 23% | 21% |
| | | | | F | CF | | CF | F |
| BILLS/INVOICES/ STATEMENTS | 866 | 428 | 151 | 192 | 94 | 174 | 169 | 85 |
| | 27% | | | | | | | |
| | 29% | 26% | 37% | 34% | 18% | 39% | 29% | 13% |
| | 100% | 49% | 17% | 22% | 11% | 20% | 20% | 10% |
| | | B | EGH | EH | H | EGH | EH | |
| LOCAL NEWSPAPERS/ MAGAZINES | 73 | 30 | 16 | 14 | 12 | 7 | 11 | 12 |
| | 2% | | | | | | | |
| | 3% | 2% | 4% | 3% | 2% | 2% | 2% | 2% |
| | 100% | 42% | 22% | 20% | 17% | 10% | 15% | 17% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 44 | 17 | 10 | 7 | 10 | 5 | 5 | 7 |
| | 1% | | | | | | | |
| | 2% | 1% | 2% | 1% | 2% | 1% | 1% | 1% |
| | 100% | 40% | 22% | 16% | 23% | 12% | 12% | 16% |
| CATALOGUES/BROCHURES | 156 | 108 | 10 | 16 | 23 | 20 | 27 | 60 |
| | 5% | | | | | | | |
| | 3% | 6% | 2% | 3% | 4% | 5% | 5% | 9% |
| | 100% | 69% | 6% | 11% | 14% | 13% | 17% | 38% |
| | | A | | | | | | CDEFG |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 57 | 22 | 18 | 15 | 2 | 10 | 6 | 6 |
| | 2% | | | | | | | |
| | 3% | 1% | 4% | 3% | | 2% | 1% | 1% |
| | 100% | 39% | 32% | 26% | 3% | 17% | 11% | 11% |
| | | | EGH | E | | E | | |
| UNADDRESSED MAIL | 661 | 371 | 72 | 99 | 119 | 87 | 121 | 164 |
| | 21% | | | | | | | |
| | 19% | 22% | 18% | 17% | 23% | 20% | 20% | 25% |
| | 100% | 56% | 11% | 15% | 18% | 13% | 18% | 25% |
| | | | | | D | | | CDI |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL THOSE WHO RECEIVE MORE THAN ONE TYPE OF MAIL

| | TOTAL | SEX | | SEX/AGE | | | | | |
|--|--|------------------------|------------------------|-------------------------|-------------------------|-------------------------------|-------------------------|-------------------------|----------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL | 3181 100% | 1503 47% | 1677 53% | 407 13% | 569 18% | 527 17% | 446 14% | 589 19% | 643 20% |
| ADDRESSED ADVERTISING MAIL | 518 16% 100% | 238 16% 46% | 280 17% 54% | 40 10% 8% | 84 15% 16% | 114 22% 22% | 49 11% 9% | 96 16% 19% | 135 21% 26% |
| OTHER | 6 100% | 1 14% | 5 86% | - - | 1 14% | - - | 2 36% | - - | 3 50% |
| NONE | 14 100% | 11 79% B | 3 21% | 3 21% | 5 38% | 3 21% | 1 8% | 1 4% | 1 9% |
| DON'T KNOW | 42 1% 100% | 10 1% 24% | 32 2% 76% A | - - - | 1 3% | 9 2% 21% CDF | 2 4% | 8 1% 18% C | 23 4% 54% CDEFG |
| ANY PERSONAL/SOCIAL | 186 6% 100% | 89 6% 48% | 96 6% 52% | 22 5% 12% | 27 5% 14% | 41 8% 22% | 22 5% 12% | 32 6% 17% | 42 6% 22% |
| ANY FORMAL MAIL | 1424 45% 100% | 712 47% 50% B | 712 42% 50% | 217 53% 15% EH | 300 53% 21% EH | 195 37% 14% H | 240 54% 17% EH | 282 48% 20% EH | 190 30% 13% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 273 9% 100% | 117 8% 43% | 155 9% 57% | 35 9% 13% | 38 7% 14% | 45 8% 16% | 33 7% 12% | 44 7% 16% | 79 12% 29% DEFG |
| ANY UNADDRESSED OR ADVERTISING MAIL | 1179 37% 100% | 528 35% 45% | 652 39% 55% A | 112 27% 9% | 183 32% 15% | 233 44% 20% CDF G | 136 31% 12% | 217 37% 18% C | 299 46% 25% CDEFG |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL THOSE WHO RECEIVE MORE THAN ONE TYPE OF MAIL

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|---|--------------------|-------------------|-------------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3191 100% | 1424 45% | 1767 55% | 333 10% | 439 14% | 652 20% | 468 15% | 593 19% | 706 22% |
| WEIGHTED TOTAL | 3181 100% | 1503 47% | 1677 53% | 407 13% | 569 18% | 527 17% | 446 14% | 589 19% | 643 20% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 46 1% 100% | 24 2% 51% | 22 1% 49% | 7 2% 15% | 7 1% 15% | 10 2% 21% | 7 2% 15% | 6 1% 13% | 10 2% 21% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 140 4% 100% | 66 4% 47% | 74 4% 53% | 15 4% 11% | 20 3% 14% | 31 6% 22% | 16 3% 11% | 27 5% 19% | 32 5% 23% |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 243 8% 100% | 122 8% 50% | 121 7% 50% | 37 9% 15% | 50 9% 20% | 35 7% 15% | 42 9% 17% | 40 7% 17% | 39 6% 16% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 315 10% 100% | 152 10% 48% | 163 10% 52% | 29 7% 9% | 58 10% 18% | 66 12% 21% | 25 6% 8% | 72 12% 23% | 66 10% 21% |
| BILLS/INVOICES/ STATEMENTS | 866 27% 100% | 438 29% 51% | 428 26% 49% | 151 37% 17% | 192 34% 22% | 94 18% 11% | 174 39% 20% | 169 29% 20% | 85 13% 10% |
| LOCAL NEWSPAPERS/ MAGAZINES | 73 2% 100% | 42 3% 58% | 30 2% 42% | 16 4% 22% | 14 3% 20% | 12 2% 17% | 7 2% 10% | 11 2% 15% | 12 2% 17% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 44 1% 100% | 26 2% 60% | 17 1% 40% | 10 2% 22% | 7 1% 16% | 10 2% 23% | 5 1% 12% | 5 1% 12% | 7 1% 16% |
| CATALOGUES/BROCHURES | 156 5% 100% | 49 3% 31% | 108 6% 69% | 10 2% 6% | 16 3% 11% | 23 4% 14% | 20 5% 13% | 27 5% 17% | 60 9% 38% |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 57 2% 100% | 35 2% 61% | 22 1% 39% | 18 4% 32% | 15 3% 26% | 2 3% 3% | 10 2% 17% | 6 1% 11% | 6 1% 11% |
| UNADDRESSED MAIL | 661 21% 100% | 289 19% 44% | 371 22% 56% | 72 18% 11% | 99 17% 15% | 119 23% 18% | 87 20% 13% | 121 20% 18% | 164 26% 25% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL THOSE WHO RECEIVE MORE THAN ONE TYPE OF MAIL

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|--|---|-------------------|-------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL | 3181 100% | 1503 47% | 1677 53% | 407 13% | 569 18% | 527 17% | 446 14% | 589 19% | 643 20% |
| ADDRESSED ADVERTISING MAIL | 518 16% 100% CF | 238 16% 46% | 280 17% 54% | 40 10% 8% | 84 15% 16% | 114 22% 22% | 49 11% 9% | 96 16% 19% | 135 21% 26% I |
| OTHER | 6 100% | 1 14% | 5 86% | - - | 1 14% | - - | 2 36% | - - | 3 50% |
| NONE | 14 100% | 11 79% | 3 21% | 3 21% | 5 38% | 3 21% | 1 8% | 1 4% | 1 9% |
| DON'T KNOW | 42 1% 100% C | 10 1% 24% | 32 2% 76% | - - | 1 3% | 9 2% 21% | 2 4% | 8 18% | 23 4% 54% I |
| ANY PERSONAL/SOCIAL | 186 6% 100% | 89 6% 48% | 96 6% 52% | 22 5% 12% | 27 5% 14% | 41 8% 22% | 22 5% 12% | 32 6% 17% | 42 6% 22% |
| ANY FORMAL MAIL | 1424 45% 100% EH | 712 47% 50% | 712 42% 50% | 217 53% 15% I | 300 53% 21% I | 195 37% 14% | 240 54% 17% I | 282 48% 20% | 190 30% 13% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 273 9% 100% | 117 8% 43% | 155 9% 57% | 35 9% 13% | 38 7% 14% | 45 8% 16% | 33 7% 12% | 44 7% 16% | 79 12% 29% I |
| ANY UNADDRESSED OR ADVERTISING MAIL | 1179 37% 100% CF | 528 35% 45% | 652 39% 55% | 112 27% 9% | 183 32% 15% | 233 44% 20% I | 136 31% 12% | 217 37% 18% | 299 46% 25% I |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL THOSE WHO RECEIVE MORE THAN ONE TYPE OF MAIL

| | TOTAL | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|--|--------------------|-----------------|------------------------|------------------------|------------------------|------------------------------|------------------------|-----------------------|-------------------|----------------------|--------------------|------------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| | 3191 100% | 104 3% | 572 18% | 820 26% | 628 20% | 439 14% | 628 20% | 676 21% | 1448 45% | 1067 33% | 2749 86% | 203 6% | 81 3% | 158 5% | 2774 87% | 232 7% |
| | 3181 100% | 115* 4% | 588 18% | 964 30% | 674 21% | 390 12% | 451 14% | 703 22% | 1637 51% | 840 26% | 2670 84% | 276 9% | 87* 3% | 148 5% | 2763 87% | 232 7% |
| | 46 1% 100% | 2 2% 4% | 14 2% 31% | 12 1% 26% | 6 1% 14% | 5 1% 10% | 7 2% 15% | 16 2% 35% | 19 1% 40% | 12 2% 25% | 45 2% 99% | - - - | - - - | 1 1% 1% | 33 1% 71% | 5 2% 12% |
| | 140 4% 100% | 7 6% 5% | 25 4% 18% | 37 4% 26% | 30 5% 22% | 12 3% 8% | 30 7% 21% CE | 31 4% 22% | 67 4% 48% | 41 5% 30% | 126 5% 90% | 4 2% 3% | 2 3% 2% | 7 5% 5% | 101 4% 73% | 23 10% 16% N |
| | 243 8% 100% | 10 9% 4% | 57 10% 24% CD | 58 6% 24% | 41 6% 17% | 28 7% 12% | 49 11% 20% CD | 68 10% 28% H | 98 6% 41% | 77 9% 32% H | 195 7% 80% | 33 12% 14% J | 7 8% 3% | 8 5% 3% | 192 7% 79% | 22 10% 9% |
| | 315 10% 100% | 11 10% 4% | 58 10% 18% | 104 11% 33% F | 70 10% 22% | 40 10% 13% | 33 7% 11% | 69 10% 22% | 173 11% 55% | 73 9% 23% | 246 9% 78% | 48 18% 15% JL | 6 7% 2% | 16 11% 5% | 291 11% 92% | 15 6% 5% |
| | 866 27% 100% | 28 24% 3% | 150 25% 17% | 261 27% 30% | 195 29% 23% F | 129 33% 15% BC F | 103 23% 12% | 177 26% 20% | 456 28% 53% | 232 28% 27% | 720 27% 83% | 71 26% 8% | 38 44% 4% JKM | 36 24% 4% | 714 26% 82% | 87 37% 10% N |
| | 73 2% 100% | 2 1% 2% | 19 3% 26% F | 21 2% 29% | 17 3% 24% | 8 2% 11% | 5 1% 7% | 21 3% 28% | 38 2% 53% | 14 2% 19% | 66 2% 91% | 2 1% 2% | 4 5% 5% K | 1 1% 2% | 58 2% 80% | 11 5% 15% N |
| | 44 1% 100% | 2 2% 4% | 9 1% 20% | 22 2% 50% DF | 4 1% 10% | 4 1% 10% | 3 1% 6% | 11 2% 24% | 26 2% 59% | 7 1% 16% | 36 1% 82% | 7 2% 16% | - - - | 1 1% 2% | 38 1% 87% | - - - |
| | 156 5% 100% | 7 6% 4% | 27 5% 17% | 43 4% 28% | 34 5% 22% | 22 6% 14% | 23 5% 15% | 34 5% 22% | 78 5% 50% | 45 5% 29% | 121 5% 78% | 26 9% 16% J | 4 5% 3% | 6 4% 4% | 150 5% 96% O | 4 2% 3% |
| | 57 2% 100% | 4 3% 7% | 10 2% 18% | 24 3% 42% F | 9 1% 15% | 6 2% 11% | 4 1% 7% | 14 2% 25% | 33 2% 57% | 10 1% 18% | 48 2% 85% | 3 1% 5% | 2 3% 4% | 3 2% 6% | 52 2% 91% | 2 1% 4% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL THOSE WHO RECEIVE MORE THAN ONE TYPE OF MAIL

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|---------------------------------------|---------------------|----------------------|------------------------|-------------------------|------------------------|-------------------------|-------------------------|------------------------|------------------------|-------------------------|--------------------------|-------------------------|------------------------------------|-----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3181 100% | 115* 4% . | 588 18% | 964 30% | 674 21% | 390 12% | 451 14% | 703 22% | 1637 51% | 840 26% | 2670 84% | 276 9% | 87* 3% . | 148 5% | 2763 87% | 232 7% |
| UNADDRESSED MAIL | 661 21% 100% | 20 17% 3% | 98 17% 15% | 185 19% 28% | 151 22% 23% B | 88 22% 13% B | 119 26% 18% BC | 117 17% 18% | 337 21% 51% | 207 25% 31% GH | 547 20% 83% | 55 20% 8% | 19 22% 3% | 39 27% 6% | 614 22% 93% O | 26 11% 4% |
| ADDRESSED ADVERTISING MAIL | 518 16% 100% | 23 20% 5% E | 103 18% 20% E | 183 19% 35% EF | 103 15% 20% | 43 11% 8% | 62 14% 12% | 127 18% 24% I | 286 17% 55% I | 106 13% 20% | 464 17% 90% KL | 24 9% 5% | 3 4% 1% | 28 19% 5% KL | 465 17% 90% | 34 15% 7% |
| OTHER | 6 . 100% | - . - | 4 1% 6% C | - . - | 1 . 14% | - . - | 1 . 17% | 4 1% 6% H | 1 . 14% | 1 . 17% | 5 . 83% | 1 . 17% | - . - | - . - | 6 . 100% | - . - |
| NONE | 14 . 100% | - . - | 1 . 11% | 3 . 19% | 4 1% 28% | 4 1% 27% | 2 . 15% | 1 . 11% | 7 . 48% | 6 1% 42% | 10 . 74% | 2 1% 16% | - . - | 1 . 9% | 9 . 64% | 3 1% 19% |
| DON'T KNOW | 42 1% 100% | - . - | 13 2% 30% E | 11 1% 25% | 8 1% 19% | 2 . 4% | 9 2% 21% E | 13 2% 30% | 19 1% 44% | 11 1% 25% | 41 2% 97% | - . - | - . - | 1 1% 3% | 42 2% 100% | - . - |
| ANY PERSONAL/SOCIAL | 186 6% 100% | 9 7% 5% | 39 7% 21% | 49 5% 26% | 37 5% 20% | 16 4% 9% | 37 8% 20% CE | 47 7% 25% | 86 5% 46% | 53 6% 28% | 171 6% 92% K | 4 2% 2% | 2 3% 1% | 8 5% 4% K | 134 5% 72% | 28 12% 15% N |
| ANY FORMAL MAIL | 1424 45% 100% | 49 43% 3% | 265 45% 19% | 422 44% 30% | 305 45% 21% | 196 50% 14% CF | 186 41% 13% | 314 45% 22% | 728 44% 51% | 382 45% 27% | 1160 43% 81% | 153 55% 11% JM | 51 59% 4% JM | 59 40% 4% | 1196 43% 84% | 124 53% 9% N |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 273 9% 100% | 10 9% 4% | 55 9% 20% | 86 9% 32% | 56 8% 20% | 34 9% 13% | 32 7% 12% | 65 9% 24% | 142 9% 52% | 66 8% 24% | 223 8% 82% | 34 12% 13% M | 8 9% 3% | 8 5% 3% | 246 9% 90% | 15 6% 6% |
| ANY UNADDRESSED OR ADVERTISING MAIL | 1179 37% 100% | 43 38% 4% | 201 34% 17% | 369 38% 31% | 254 38% 22% | 131 34% 11% | 181 40% 15% BE | 244 35% 21% | 623 38% 53% | 312 37% 26% | 1011 38% 86% KL | 79 29% 7% | 23 26% 2% | 67 45% 6% KL | 1078 39% 91% O | 60 26% 5% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL THOSE WHO RECEIVE MORE THAN ONE TYPE OF MAIL

| TOTAL | URBAN | | | | | | |
|--------------------|-------------------------------|--|----------------------------|-----------------------|-----------------------|--------------------------|------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3191 100% | 876 27% | 564 18% | 312 10% | 1732 54% | 532 17% | 112 4% | 2608 82% |
| 3181 100% | 848 27% | 553 17% | 295 9% | 1729 54% | 548 17% | 108* 3% | 2577 81% |
| 46 1% 100% | 16 2% 34% | 6 1% 14% | 9 3% 20% BDG | 17 1% 37% | 12 2% 27% D | 1 1% 2% | 33 1% 72% |
| 140 4% 100% | 58 7% 42% DEG | 26 5% 19% | 32 11% 23% ABDEFG | 57 3% 41% | 22 4% 16% | 4 4% 3% | 115 4% 83% |
| 243 8% 100% | 86 10% 35% D | 57 10% 23% D | 29 10% 12% | 117 7% 48% | 39 7% 16% | 10 9% 4% | 203 8% 84% |
| 315 10% 100% | 91 11% 29% C | 76 14% 24% CDG | 15 5% 5% | 157 9% 50% C | 61 11% 19% C | 13 12% 4% C | 248 10% 79% C |
| 666 21% 100% | 233 28% 27% | 134 24% 16% | 99 34% 11% BDEG | 472 27% 54% | 142 26% 16% | 27 25% 3% | 705 27% 81% |
| 73 2% 100% | 21 3% 30% | 10 2% 14% | 12 4% 16% | 39 2% 54% | 11 2% 15% | 2 1% 2% | 61 2% 84% |
| 44 1% 100% | 13 2% 29% | 8 1% 19% | 5 2% 11% | 18 1% 41% | 13 2% 30% D | * 1% 1% | 31 1% 70% |
| 156 5% 100% | 28 3% 18% | 23 4% 15% C | 4 2% 3% | 90 5% 58% AC | 37 7% 23% AC | 12 12% 8% ABCDG | 118 5% 76% C |
| 57 2% 100% | 14 2% 25% | 11 2% 20% | 3 1% 5% | 30 2% 53% | 13 2% 22% | 4 3% 6% | 44 2% 78% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
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GfK NC

NOP/421841/421842 : POSTAL SERVICES
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QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL THOSE WHO RECEIVE MORE THAN ONE TYPE OF MAIL

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|----------------------------|----------------------------|------------------------|----------------------|-------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3181 100% | 848 27% | 553 17% | 295 9% | 1729 54% | 548 17% | 108* 3% | 2577 81% |
| 661 21% 100% | 133 16% 20% C | 103 19% 16% C | 30 10% 5% | 418 24% 63% ABCEG | 98 18% 15% C | 17 16% 3% | 551 21% 83% AC |
| 518 16% 100% | 141 17% 27% | 91 16% 17% | 50 17% 10% | 277 16% 53% | 93 17% 18% | 14 13% 3% | 418 16% 81% |
| 6 - 100% | - - - | - - - | - - - | 4 67% | 2 33% | - - | 4 67% |
| 14 - 100% | 8 1% 56% D | 5 1% 35% | 3 1% 21% D | 4 - 29% | 1 - 9% | 1 1% 9% | 12 - 85% |
| 42 1% 100% | 6 1% 14% | 4 1% 8% | 2 1% 6% | 28 2% 66% | 4 1% 9% | 2 2% 4% | 34 1% 80% |
| 186 6% 100% | 74 9% 40% DG | 32 6% 17% | 42 14% 22% ABDEFG | 74 4% 40% | 35 6% 19% | 5 4% 3% | 148 6% 80% |
| 1424 45% 100% | 410 48% 29% D | 266 48% 19% | 144 49% 10% | 746 43% 52% | 241 44% 17% | 50 47% 4% | 1156 45% 81% |
| 273 9% 100% | 62 7% 23% | 41 7% 15% | 21 7% 8% | 147 9% 54% | 61 11% 22% AG | 15 13% 5% A | 209 8% 77% |
| 1179 37% 100% | 274 32% 23% C | 193 35% 16% C | 81 27% 7% | 695 40% 59% ABCEF | 192 35% 16% C | 32 29% 3% | 969 38% 82% AC |

FRI MAR 30 12:41:31 BST 2012

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*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL THOSE WHO RECEIVE MORE THAN ONE TYPE OF MAIL

| | TOTAL | UK GEOGRAPHICS GROUPS | | | | | |
|---|--------------------|--------------------------|------------------------|----------------------------|------------------------|-----------------------|-----------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3191 100% | 386 12% | 490 15% | 1116 35% | 616 19% | 52 2% | 80 3% |
| WEIGHTED TOTAL | 3181 100% | 361 11% | 487 15% | 1122 35% | 608 19% | 52* 2% | 80* 3% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 46 1% 100% | 10 3% 23% C | 5 1% 11% | 8 1% 18% | 9 1% 19% | - - - | 1 1% 2% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 140 4% 100% | 39 11% 28% BCDF | 20 4% 14% C | 22 2% 16% | 35 6% 25% C | 3 5% 2% | 17 4% 12% C |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 243 8% 100% | 35 10% 15% C | 51 10% 21% C | 73 6% 30% | 44 7% 18% | 3 5% 1% | 28 7% 12% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 315 10% 100% | 28 8% 9% | 63 13% 20% AC | 92 8% 29% | 65 11% 21% | 9 18% 3% AC | 44 11% 14% |
| BILLS/INVOICES/ STATEMENTS | 866 27% 100% | 118 33% 14% BD | 115 24% 13% | 312 28% 36% | 159 26% 18% | 12 22% 1% | 108 26% 12% |
| LOCAL NEWSPAPERS/ MAGAZINES | 73 2% 100% | 12 3% 16% | 10 2% 14% | 28 3% 39% | 11 2% 15% | - - - | 9 2% 13% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 44 1% 100% | 5 1% 12% | 7 2% 17% | 10 1% 24% | 7 1% 17% | 3 6% 7% ABCD | 9 2% 21% |
| CATALOGUES/BROCHURES | 156 5% 100% | 7 2% 5% | 21 4% 13% | 47 4% 30% | 43 7% 28% AC | 5 10% 3% A | 20 5% 13% A |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 57 2% 100% | 4 1% 8% | 10 2% 17% | 17 1% 29% | 14 2% 24% | 4 7% 7% ABCF | 8 2% 14% |
| UNADDRESSED MAIL | 661 21% 100% | 39 11% 6% | 95 9% 14% A | 308 27% 47% ABDEF | 110 18% 17% A | 7 13% 1% | 78 19% 12% A |
| ADDRESSED ADVERTISING MAIL | 518 16% 100% | 57 16% 11% | 83 17% 16% | 180 16% 35% | 98 16% 19% | 4 8% 1% | 78 19% 15% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL THOSE WHO RECEIVE MORE THAN ONE TYPE OF MAIL

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------|---------------------------|-------------------------|----------------------------|------------------------|----------------------|-------------------------|------------------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3181 100% | 361 11% | 487 15% | 1122 35% | 608 19% | 52* 2% | 415 13% | 80* 3% |
| 6 100% | - - | - - | - - | 4 1% 67% C | - - | 2 33% C | - - |
| 14 100% | 4 1% 27% C | 4 1% 29% C | 1 8% | 3 21% | 1 2% 9% CF | - - - | - - |
| 42 1% 100% | 2 1% 6% | 4 1% 8% | 24 2% 55% F | 5 1% 11% | 1 2% 3% | 2 5% | 1 1% 1% |
| 186 6% 100% | 49 14% 26% BCDFG | 25 5% 13% C | 30 3% 16% | 44 7% 24% C | 3 5% 2% | 28 7% 15% C | 3 4% 2% |
| 1424 45% 100% | 181 50% 13% C | 229 47% 16% | 477 42% 33% | 269 44% 19% | 24 45% 2% | 180 43% 13% | 38 47% 3% |
| 273 9% 100% | 24 7% 9% | 38 8% 14% | 86 8% 31% | 62 10% 23% | 9 16% 3% AC | 39 9% 14% | 13 16% 5% ABC |
| 1179 37% 100% | 96 27% 8% | 178 37% 15% AE | 488 43% 41% ABDEG | 208 34% 18% A | 11 21% 1% | 156 37% 13% AE | 25 31% 2% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL THOSE WHO RECEIVE MORE THAN ONE TYPE OF MAIL

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|---|--------------------|-----------------|-------------------|-------------------|-------------------|------------------------|------------------------|-------------------|-------------------|------------------------|--------------------|-----------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3191 100% | 104 3% | 572 18% | 820 26% | 628 20% | 439 14% | 628 20% | 676 21% | 1448 45% | 1067 33% | 2749 86% | 203 6% | 81 3% | 158 5% | 2774 87% | 232 7% |
| WEIGHTED TOTAL | 3181 100% | 115 4% | 588 18% | 964 30% | 674 21% | 390 12% | 451 14% | 703 22% | 1637 51% | 840 26% | 2670 84% | 276 9% | 87 3% | 148 5% | 2763 87% | 232 7% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 46 1% 100% | 2 2% 4% | 14 2% 31% | 12 1% 26% | 6 1% 14% | 5 1% 10% | 7 2% 15% | 16 2% 35% | 19 1% 40% | 12 2% 25% | 45 2% 99% | - - - | - - - | 1 1% 1% | 33 1% 71% | 5 2% 12% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 140 4% 100% | 7 6% 5% | 25 4% 18% | 37 4% 26% | 30 5% 22% | 12 3% 8% | 30 7% 21% | 31 4% 22% | 67 4% 48% | 41 5% 30% | 126 5% 90% | 4 2% 3% | 2 3% 2% | 7 5% 5% | 101 4% 73% | 23 10% 16% T |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 243 8% 100% | 10 9% 4% | 57 10% 24% | 58 6% 24% | 41 6% 17% | 28 7% 12% | 49 11% 20% T | 68 10% 28% | 98 6% 41% | 77 9% 32% | 195 7% 80% | 33 12% 14% T | 7 8% 3% | 8 5% 3% | 192 7% 79% | 22 10% 9% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 315 10% 100% | 11 10% 4% | 58 10% 18% | 104 11% 33% | 70 10% 22% | 40 10% 13% | 33 7% 11% | 69 10% 22% | 173 11% 55% | 73 9% 23% | 246 9% 78% | 48 18% 15% T | 6 7% 2% | 16 11% 5% | 291 11% 92% | 15 6% 5% |
| BILLS/INVOICES/ STATEMENTS | 866 27% 100% | 28 24% 3% | 150 25% 17% | 261 27% 30% | 195 29% 23% | 129 33% 15% T | 103 23% 12% | 177 25% 20% | 456 28% 53% | 232 28% 27% | 720 27% 83% | 71 26% 8% | 38 44% 4% T | 36 24% 4% | 714 26% 82% | 87 37% 10% T |
| LOCAL NEWSPAPERS/ MAGAZINES | 73 2% 100% | 2 1% 2% | 19 3% 26% | 21 2% 29% | 17 3% 24% | 8 2% 11% | 5 1% 7% | 21 3% 28% | 38 2% 53% | 14 2% 19% | 66 2% 91% | 2 1% 2% | 4 5% 5% | 1 1% 2% | 58 2% 80% | 11 5% 15% T |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 44 1% 100% | 2 2% 4% | 9 1% 20% | 22 2% 50% | 4 1% 10% | 4 1% 10% | 3 1% 6% | 11 2% 24% | 26 2% 59% | 7 1% 16% | 36 1% 82% | 7 2% 16% | - - - | 1 1% 2% | 38 1% 87% | - - - |
| CATALOGUES/BROCHURES | 156 5% 100% | 7 6% 4% | 27 5% 17% | 43 4% 28% | 34 5% 22% | 22 6% 14% | 23 5% 15% | 34 5% 22% | 78 5% 50% | 45 5% 29% | 121 5% 78% | 26 9% 16% T | 4 5% 3% | 6 4% 4% | 150 5% 96% | 4 2% 3% |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 57 2% 100% | 4 3% 7% | 10 2% 18% | 24 3% 42% | 9 1% 15% | 6 2% 11% | 4 1% 7% | 14 2% 25% | 33 2% 57% | 10 1% 18% | 48 2% 85% | 3 1% 5% | 2 3% 4% | 3 2% 6% | 52 2% 91% | 2 1% 4% |
| UNADDRESSED MAIL | 661 21% 100% | 20 17% 3% | 98 17% 15% | 185 19% 28% | 151 22% 23% | 88 22% 13% | 119 26% 18% T | 117 17% 18% | 337 21% 51% | 207 25% 31% T | 547 20% 83% | 55 20% 8% | 19 22% 3% | 39 27% 6% | 614 22% 93% | 26 11% 4% |
| BGO | | | | | | | | | | | | | | | | |

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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL THOSE WHO RECEIVE MORE THAN ONE TYPE OF MAIL

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|--|---------------------|-----------------|-------------------|-------------------|-------------------|-------------------|----------------------|-------------------|-------------------|-------------------|--------------------|------------------------|------------------------------------|----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3181 100% | 115 4% . | 588 18% | 964 30% | 674 21% | 390 12% | 451 14% | 703 22% | 1637 51% | 840 26% | 2670 84% | 276 9% | 87 3% . | 148 5% | 2763 87% | 232 7% |
| ADDRESSED ADVERTISING MAIL | 518 16% 100% | 23 20% 5% | 103 18% 20% | 183 19% 35% | 103 15% 20% | 43 11% 8% | 62 14% 12% | 127 18% 24% | 286 17% 55% | 106 13% 20% | 464 17% 90% | 24 9% 5% | 3 4% 1% | 28 19% 5% | 465 17% 90% | 34 15% 7% |
| EIK L | | | | | | | | | | | | | | | | |
| OTHER | 6 . | - | 4 1% . | - | 1 . | - | 1 . | 4 1% . | 1 . | 1 . | 5 . | 1 . | - | - | 6 . | - |
| | 100% | - | 69% T | - | 14% | - | 17% | 69% | 14% | 17% | 83% | 17% | - | - | 100% | - |
| NONE | 14 . | - | 1 . | 3 . | 4 1% . | 4 1% . | 2 . | 1 . | 7 . | 6 1% . | 10 . | 2 1% . | - | 1 . | 9 . | 3 1% . |
| | 100% | - | 11% | 19% | 28% | 27% | 15% | 11% | 48% | 42% | 74% | 16% | - | 9% | 64% | 19% |
| DON'T KNOW | 42 1% | - | 13 2% . | 11 1% . | 8 1% . | 2 . | 9 2% . | 13 2% . | 19 1% . | 11 2% . | 41 2% . | - | - | 1 3% . | 42 2% . | - |
| | 100% | - | 30% | 25% | 19% | 4% | 21% | 30% | 44% | 25% | 97% | - | - | 3% | 100% | - |
| ANY PERSONAL/SOCIAL | 186 6% 100% | 9 7% 5% | 39 7% 21% | 49 5% 26% | 37 5% 20% | 16 4% 9% | 37 8% 20% T | 47 7% 25% | 86 5% 46% | 53 6% 28% | 171 6% 92% | 4 2% 2% | 2 3% 1% | 8 5% 4% | 134 5% 72% | 28 12% 15% T |
| ANY FORMAL MAIL | 1424 45% 100% | 49 43% 3% | 265 45% 19% | 422 44% 30% | 305 45% 21% | 196 50% 14% | 186 41% 13% | 314 45% 22% | 728 44% 51% | 382 45% 27% | 1160 43% 81% | 153 55% 11% T | 51 59% 4% | 59 40% 4% | 1196 43% 84% | 124 53% 9% T |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 273 9% 100% | 10 9% 4% | 55 9% 20% | 86 9% 32% | 56 8% 20% | 34 9% 13% | 32 7% 12% | 65 9% 24% | 142 9% 52% | 66 8% 24% | 223 8% 82% | 34 12% 13% | 8 9% 3% | 8 3% . | 246 9% 90% | 15 6% . |
| ANY UNADDRESSED OR ADVERTISING MAIL | 1179 37% 100% | 43 38% 4% | 201 34% 17% | 369 38% 31% | 254 38% 22% | 131 34% 11% | 181 40% 15% | 244 35% 21% | 623 38% 53% | 312 37% 26% | 1011 38% 86% | 79 29% 7% | 23 26% 2% | 67 45% 6% T | 1078 39% 91% | 60 26% 5% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL THOSE WHO RECEIVE MORE THAN ONE TYPE OF MAIL

| TOTAL (H) | URBAN | | | | | | |
|-------------------------|----------------------------------|---|-----------------------|-------------------|-------------------|----------------------|-------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3191 100% | 876 27% | 564 18% | 312 10% | 1732 54% | 532 17% | 112 4% | 2608 82% |
| 3181 100% | 848 27% | 553 17% | 295 9% | 1729 54% | 548 17% | 108* 3% | 2577 81% |
| 46 1% 100% | 16 2% 34% | 6 1% 14% | 9 3% 20% H | 17 1% 37% | 12 2% 27% | 1 1% 2% | 33 1% 72% |
| 140 4% 100% | 58 7% 42% H | 26 5% 19% | 32 11% 23% H | 57 3% 41% | 22 4% 16% | 4 4% 3% | 115 4% 83% |
| 243 8% 100% | 86 10% 35% H | 57 10% 23% | 29 10% 12% | 117 7% 48% | 39 7% 16% | 10 9% 4% | 203 8% 84% |
| 315 10% 100% C | 91 11% 29% | 76 14% 24% H | 15 5% 5% | 157 9% 50% | 61 11% 19% | 13 12% 4% | 248 10% 79% |
| 866 27% 100% | 233 28% 27% | 134 24% 16% | 99 34% 11% H | 472 27% 54% | 142 26% 16% | 27 25% 3% | 705 27% 81% |
| 73 2% 100% | 21 3% 30% | 10 2% 14% | 12 4% 16% | 39 2% 54% | 11 2% 15% | 2 1% 2% | 61 2% 84% |
| 44 1% 100% | 13 2% 29% | 8 1% 19% | 5 2% 11% | 18 1% 41% | 13 2% 30% | * 1% 1% | 31 1% 70% |
| 156 5% 100% C | 28 3% 18% | 23 4% 15% | 4 2% 3% | 90 5% 58% | 37 7% 23% | 12 12% 8% H | 118 5% 76% |
| 57 2% 100% | 14 2% 25% | 11 2% 20% | 3 1% 5% | 30 2% 53% | 13 2% 22% | 4 3% 6% | 44 2% 78% |

FRI MAR 30 12:41:31 BST 2012

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NOP/421841/421842 : POSTAL SERVICES
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| TOTAL (H) | URBAN | | | | | | |
|---------------------------|----------------------------------|---|-----------------------|------------------------|-------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3181 100% | 848 27% | 553 17% | 295 9% | 1729 54% | 548 17% | 108* 3% | 2577 81% |
| 661 21% 100% AC | 133 16% 20% | 103 19% 16% | 30 10% 5% | 418 24% 63% H | 98 18% 15% | 17 16% 3% | 551 21% 83% |
| 518 16% 100% | 141 17% 27% | 91 16% 17% | 50 17% 10% | 277 16% 53% | 93 17% 18% | 14 13% 3% | 418 16% 81% |
| 6 - 100% | - - - | - - - | - - - | 4 - 67% | 2 - 33% | - - - | 4 - 67% |
| 14 - 100% | 8 1% 56% | 5 1% 35% | 3 1% 21% | 4 - 29% | 1 - 9% | 1 1% 9% | 12 - 85% |
| 42 1% 100% | 6 1% 14% | 4 1% 8% | 2 1% 6% | 28 2% 66% | 4 1% 9% | 2 2% 4% | 34 1% 80% |
| 186 6% 100% D | 74 9% 40% H | 32 6% 17% | 42 14% 22% H | 74 4% 40% | 35 6% 19% | 5 4% 3% | 148 6% 80% |
| 1424 45% 100% | 410 48% 29% | 266 48% 19% | 144 49% 10% | 746 43% 52% | 241 44% 17% | 50 47% 4% | 1156 45% 81% |
| 273 9% 100% | 62 7% 23% | 41 7% 15% | 21 7% 8% | 147 9% 54% | 61 11% 22% | 15 13% 5% | 209 8% 77% |
| 1179 37% 100% AC | 274 32% 23% | 193 35% 16% | 81 27% 7% | 695 40% 59% H | 192 35% 16% | 32 29% 3% | 969 38% 82% |

FRI MAR 30 12:41:31 BST 2012

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| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|---|--------------------|------------------------|-------------------|------------------------|----------------------|--------------------|----------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3191 100% | 386 12% | 490 15% | 1116 35% | 616 19% | 52 2% | 80 3% |
| WEIGHTED TOTAL | 3181 100% | 361 11% | 487 15% | 1122 35% | 608 19% | 52* 2% | 80* 3% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 46 1% 100% | 10 3% 23% H | 5 1% 11% | 8 1% 18% | 9 1% 19% | - - - | 1 1% 2% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 140 4% 100% | 39 11% 28% H | 20 4% 14% | 22 2% 16% | 35 6% 25% | 3 5% 2% | 3 3% 2% |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 243 8% 100% | 35 10% 15% | 51 10% 21% | 73 6% 30% | 44 7% 18% | 3 5% 1% | 8 10% 3% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 315 10% 100% | 28 8% 9% | 63 13% 20% | 92 8% 29% | 65 11% 21% | 9 18% 3% | 8 10% 3% |
| BILLS/INVOICES/ STATEMENTS | 866 27% 100% | 118 33% 14% H | 115 24% 13% | 312 28% 36% | 159 26% 18% | 12 22% 1% | 22 27% 3% |
| LOCAL NEWSPAPERS/ MAGAZINES | 73 2% 100% | 12 3% 16% | 10 2% 14% | 28 3% 39% | 11 2% 15% | - - - | 2 2% 2% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 44 1% 100% | 5 1% 12% | 7 2% 17% | 10 1% 24% | 7 1% 17% | 3 6% 7% H | 9 2% 21% |
| CATALOGUES/BROCHURES | 156 5% 100% | 7 2% 5% | 21 4% 13% | 47 4% 30% | 43 7% 28% H | 5 10% 3% | 11 13% 7% H |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 57 2% 100% | 4 1% 8% | 10 2% 17% | 17 1% 29% | 14 2% 24% | 4 7% 7% H | 1 1% 1% |
| UNADDRESSED MAIL | 661 21% 100% | 39 11% 6% | 95 19% 14% | 308 27% 47% H | 110 18% 17% | 7 13% 1% | 13 17% 2% |
| ADDRESSED ADVERTISING MAIL | 518 16% 100% | 57 16% 11% | 83 17% 16% | 180 16% 35% | 98 16% 19% | 4 8% 1% | 12 14% 2% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

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BASE : ALL THOSE WHO RECEIVE MORE THAN ONE TYPE OF MAIL

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|--|---------------------|-----------------------|------------|-------------|------------|-----------|-----------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| WEIGHTED TOTAL | 3181 100% | 361 11% | 487 15% | 1122 35% | 608 19% | 52* 2% | 80* 3% |
| OTHER | 6 100% | - - | - - | - - | 4 6% | - - | - - |
| NONE | 14 100% | 4 27% | 4 29% | 1 8% | 3 21% | 1 9% | - - |
| DON'T KNOW | 42 100% | 2 6% | 4 8% | 24 55% | 5 11% | 2 3% | 1 1% |
| ANY PERSONAL/SOCIAL | 186 100% | 49 26% | 25 13% | 30 16% | 44 24% | 3 2% | 3 2% |
| ANY FORMAL MAIL | 1424 100% | 181 13% | 229 16% | 477 33% | 269 19% | 24 2% | 38 3% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 273 100% | 24 9% | 38 14% | 86 31% | 62 23% | 9 3% | 13 5% |
| ANY UNADDRESSED OR ADVERTISING MAIL | 1179 100% | 96 8% | 178 15% | 488 41% | 208 18% | 11 1% | 25 2% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
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GfK NC

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QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL THOSE WHO RECEIVE MORE THAN ONE TYPE OF MAIL

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|--------------------|-----------------------|------------------------|------------------------|-------------------------|----------------------|------------------------|--------------------------------|---------------------------|--------------------------------|-------------------------|--------------------------|------------------------|----------------------|------------------------|-----------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3191 100% | 335 10% | 341 11% | 669 21% | 779 24% | 420 13% | 647 20% | 124 4% | 371 12% | 306 10% | 229 7% | 503 16% | 300 9% | 323 10% | 574 18% | 461 14% |
| WEIGHTED TOTAL | 3181 100% | 357 11% | 346 11% | 796 25% | 842 26% | 350 11% | 490 15% | 137 4% | 450 14% | 266 8% | 282 9% | 643 20% | 233 7% | 285 9% | 544 17% | 341 11% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 46 1% 100% | 7 2% 16% | 9 3% 19% | 11 1% 23% | 8 1% 17% | 6 2% 13% | 6 1% 12% | 3 2% 7% | 5 1% 10% | 6 2% 13% | 6 2% 13% | 5 1% 11% | 2 1% 3% | 7 2% 14% | 9 2% 19% | 4 1% 9% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 140 4% 100% | 21 6% 15% | 10 3% 7% | 33 4% 24% | 34 4% 24% | 12 3% 8% | 30 6% 21% | 4 3% 3% | 18 4% 13% | 9 5% 6% | 13 5% 9% | 21 3% 15% | 13 5% 9% | 14 5% 10% | 29 5% 20% | 20 6% 14% |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 243 8% 100% | 35 10% 14% D | 33 9% 13% D | 53 7% 22% | 45 6% 19% | 34 9% 14% D | 43 9% 18% D | 13 10% 5% | 31 7% 13% | 34 13% 14% HKMN O | 33 12% 14% KN | 38 6% 16% | 19 8% 8% | 21 7% 9% | 29 5% 12% | 24 7% 10% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 315 10% 100% | 37 10% 12% | 32 9% 10% | 81 10% 26% | 92 11% 29% | 34 10% 11% | 39 8% 12% | 10 8% 3% | 29 6% 9% | 14 5% 4% | 33 12% 10% HI | 73 11% 23% HI | 24 10% 8% I | 26 9% 8% | 71 13% 22% HI | 35 10% 11% I |
| BILLS/INVOICES/ STATEMENTS | 866 27% 100% | 98 28% 11% | 79 23% 9% | 241 30% 28% B | 215 26% 25% | 98 28% 11% | 134 27% 15% | 49 36% 6% MNO | 172 38% 20% KMNO | 104 39% 12% JKMN O | 85 30% 10% MNO | 199 31% 23% MNO | 78 34% 9% MNO | 44 15% 5% | 85 16% 10% | 50 15% 6% |
| LOCAL NEWSPAPERS/ MAGAZINES | 73 2% 100% | 10 3% 14% | 10 3% 14% F | 24 3% 33% F | 15 2% 20% | 9 2% 12% | 5 1% 7% | 11 8% 15% HUK LMNO | 7 2% 10% | 5 2% 6% | 3 1% 5% | 19 3% 26% | 3 1% 4% | 6 2% 9% | 12 2% 17% | 6 2% 8% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 44 1% 100% | 7 2% 17% | 3 1% 8% | 16 2% 37% | 10 1% 23% | 3 1% 7% | 4 1% 9% | - - - O | 11 2% 25% O | 4 1% 9% | 5 2% 10% | 6 1% 14% | 1 1% 3% | 6 2% 14% | 9 2% 20% | 2 1% 4% |
| CATALOGUES/BROCHURES | 156 5% 100% | 10 3% 6% | 24 7% 15% AGE | 27 3% 17% | 51 6% 32% AC | 12 3% 8% | 33 7% 21% ACE | 3 2% 2% | 16 3% 10% | 12 4% 8% | 12 4% 8% | 20 3% 13% | 12 5% 7% | 19 7% 12% K | 42 8% 27% GHK | 22 6% 14% K |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 57 2% 100% | 8 2% 14% | 6 2% 11% | 21 3% 37% F | 12 1% 21% | 6 2% 10% | 4 1% 8% | 5 4% 9% LNO | 15 3% 26% LNO | 7 1% 13% NO | 5 2% 9% | 14 2% 25% NO | 2 1% 3% | 4 1% 6% | 4 1% 6% | 1 - 2% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL THOSE WHO RECEIVE MORE THAN ONE TYPE OF MAIL

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---------------------------------------|----------------------------|---------------------|------------------------|------------------------|-------------------------|-------------------------|--------------------------|------------------------|--------------------------|---------------------------|--------------------------|--------------------------|-------------------------|--------------------------------|---------------------------------|-------------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3181 100% | 357 11% | 346 11% | 796 25% | 842 26% | 350 11% | 490 15% | 137 4% | 450 14% | 266 8% | 282 9% | 643 20% | 233 7% | 285 9% | 544 17% | 341 11% |
| UNADDRESSED MAIL | 661 21% 100% | 57 16% 9% | 60 17% 9% | 142 18% 22% | 194 23% 29% AC | 90 26% 14% ABC | 117 24% 18% ABC | 22 16% 3% | 83 19% 13% | 53 20% 8% | 39 14% 6% | 130 20% 20% | 51 22% 8% J | 57 20% 9% | 124 23% 19% J | 102 30% 16% GHIJKLMN |
| ADDRESSED ADVERTISING MAIL | 518 16% 100% | 60 17% 12% | 67 19% 13% EF | 137 17% 26% E | 149 18% 29% EF | 41 12% 8% | 65 13% 12% | 15 11% 3% | 58 13% 11% I | 16 6% 3% | 43 15% 8% I | 111 17% 21% IL | 26 11% 5% I | 69 24% 13% GHIJ KL | 117 21% 23% GHIL | 63 19% 12% GHIL |
| OTHER | 6 - 100% | - - - | 4 1% 69% CD | 1 - 14% | - - - | - - - | 1 - 17% | 1 1% 19% | - - - | 1 - 17% | - - - | 1 - 14% | - - - | 3 1% 50% N | - - - | - - - |
| NONE | 14 - 100% | 1 6% | 1 5% | 5 1% 39% | 1 8% | 5 1% 34% DF | 1 8% | - - | 3 1% 21% | 1 8% | - - | 3 23% | 3 1% 19% N | 1 1% 17% | 1 4% | 2 1% 15% |
| DON'T KNOW | 42 1% 100% | 5 1% 11% | 8 2% 19% C | 3 8% | 15 2% 36% C | 2 1% 4% | 9 2% 21% C | - - | 2 4% | - - | 5 1% 17% | 3 1% 8% | 1 2% | 8 3% 19% HIKL | 14 3% 33% HIKL | 10 3% 23% HIKL |
| ANY PERSONAL/SOCIAL | 186 6% 100% | 28 8% 15% | 19 6% 10% | 44 5% 23% | 42 5% 23% | 18 5% 9% | 35 7% 19% | 7 5% 4% | 22 5% 12% | 15 6% 8% | 19 7% 10% | 26 4% 14% | 14 6% 8% | 21 7% 11% K | 37 7% 20% | 24 7% 13% |
| ANY FORMAL MAIL | 1424 45% 100% | 171 48% 12% | 143 41% 10% | 376 47% 26% | 352 44% 25% | 166 47% 12% | 216 44% 15% | 73 53% 5% MNO | 233 52% 16% MNO | 152 57% 11% KMNO | 151 53% 11% MNO | 310 48% 22% MNO | 121 52% 9% MNO | 91 32% 6% | 185 34% 13% | 109 32% 8% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 273 9% 100% | 27 8% 10% | 38 11% 14% | 66 8% 24% | 75 9% 28% | 23 7% 9% | 42 9% 15% | 14 10% 5% | 34 8% 12% | 20 8% 7% | 20 7% 7% | 45 7% 17% | 16 7% 6% | 31 11% 12% | 63 12% 23% KL | 30 9% 11% |
| ANY UNADDRESSED OR ADVERTISING MAIL | 1179 37% 100% | 117 33% 10% | 127 37% 11% | 279 35% 24% | 344 41% 29% AC | 131 37% 11% | 181 37% 15% | 37 27% 3% | 142 31% 12% | 70 26% 6% | 82 29% 7% | 241 37% 20% GUJ | 77 33% 6% | 125 44% 17% GHIJ L | 241 44% 20% GHIJ KL | 166 49% 14% GHIJKL |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL THOSE WHO RECEIVE MORE THAN ONE TYPE OF MAIL

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|---------------------------|---------------------|-----------------------|-----------------------|-------------------------|-----------------------|-----------------------|----------------------|------------------------|------------------------|-----------------------|------------------------|----------------------|--------------------|-----------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3191 100% | 335 10% | 341 11% | 669 21% | 779 24% | 420 13% | 647 20% | 124 4% | 371 12% | 306 10% | 229 7% | 503 16% | 300 9% | 323 10% | 574 18% | 461 14% |
| WEIGHTED TOTAL | 3181 100% | 357 11% | 346 11% | 796 25% | 842 26% | 350 11% | 490 15% | 137 4% | 450 14% | 266 8% | 282 9% | 643 20% | 233 7% | 285 9% | 544 17% | 341 11% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 46 1% 100% | 7 2% 16% | 9 3% 19% | 11 1% 23% | 8 1% 17% | 6 2% 13% | 6 1% 12% | 3 2% 7% | 5 1% 10% | 6 2% 13% | 6 2% 13% | 5 1% 11% | 2 1% 3% | 7 2% 14% | 9 2% 19% | 4 1% 9% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 140 4% 100% | 21 6% 15% | 10 3% 7% | 33 4% 24% | 34 4% 24% | 12 3% 8% | 30 6% 21% | 4 3% 3% | 18 4% 13% | 9 3% 6% | 13 5% 9% | 21 3% 15% | 13 5% 9% | 14 5% 10% | 29 5% 20% | 20 5% 14% |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 243 8% 100% D | 35 10% 14% | 33 9% 13% | 53 7% 22% | 45 6% 19% | 34 9% 14% | 43 9% 18% | 13 10% 5% | 31 7% 13% | 34 13% 14% P | 33 12% 14% P | 38 6% 16% | 19 8% 8% | 21 7% 9% | 29 5% 12% | 24 7% 10% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 315 10% 100% H | 37 10% 12% | 32 9% 10% | 81 10% 26% | 92 11% 29% | 34 10% 11% | 39 8% 12% | 10 8% 3% | 29 6% 9% | 14 5% 4% | 33 12% 10% | 73 11% 23% | 24 10% 8% | 26 9% 8% | 71 13% 22% P | 35 10% 11% |
| BILLS/INVOICES/ STATEMENTS | 866 27% 100% MNO | 98 28% 11% | 79 23% 9% | 241 30% 28% | 215 26% 25% | 98 28% 11% | 134 27% 15% | 49 36% 6% P | 172 38% 20% P | 104 39% 12% P | 85 30% 10% | 199 31% 23% | 78 34% 9% P | 44 15% 5% | 85 16% 10% | 50 15% 6% |
| LOCAL NEWSPAPERS/ MAGAZINES | 73 2% 100% | 10 3% 14% | 10 3% 14% | 24 3% 33% | 15 2% 20% | 9 2% 12% | 5 1% 7% | 11 8% 15% P | 7 2% 10% | 5 2% 6% | 3 1% 5% | 19 3% 26% | 3 1% 4% | 6 2% 9% | 12 2% 17% | 6 2% 8% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 44 1% 100% | 7 2% 17% | 3 1% 8% | 16 2% 37% | 10 1% 23% | 3 1% 7% | 4 1% 9% | - - 25% | 11 2% 25% | 4 1% 9% | 5 2% 10% | 6 1% 14% | 1 1% 3% | 6 2% 14% | 9 2% 20% | 2 1% 4% |
| CATALOGUES/BROCHURES | 156 5% 100% | 10 3% 6% | 24 7% 15% | 27 3% 17% | 51 6% 32% | 12 3% 8% | 33 7% 21% | 3 2% 2% | 16 3% 10% | 12 8% 8% | 12 4% 13% | 20 3% 13% | 12 5% 7% | 19 7% 12% | 42 8% 27% P | 22 6% 14% |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 57 2% 100% O | 8 2% 14% | 6 2% 11% | 21 3% 37% | 12 1% 21% | 6 2% 10% | 4 1% 8% | 5 4% 9% | 15 3% 26% | 7 1% 13% | 5 2% 9% | 14 2% 29% | 2 1% 3% | 4 1% 6% | 4 1% 6% | 1 * 2% |
| UNADDRESSED MAIL | 661 21% 100% J | 57 16% 9% | 60 17% 9% | 142 18% 22% | 194 23% 29% | 90 26% 14% P | 117 24% 18% | 22 16% 3% | 83 19% 13% | 53 20% 8% | 39 14% 6% | 130 20% 20% | 51 22% 8% | 57 20% 9% | 124 23% 19% | 102 30% 16% P |

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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL THOSE WHO RECEIVE MORE THAN ONE TYPE OF MAIL

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|--|---|---------------------|-----------------------|-----------------------|-------------------------|---------------------|-----------------------|----------------------|------------------------|------------------------|------------------------|------------------------|-----------------------|------------------------|------------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3181 100% | 357 11% | 346 11% | 796 25% | 842 26% | 350 11% | 490 15% | 137 4% | 450 14% | 266 8% | 282 9% | 643 20% | 233 7% | 285 9% | 544 17% | 341 11% |
| ADDRESSED ADVERTISING MAIL | 518 16% 100% EIL | 60 17% 12% | 67 19% 13% | 137 17% 26% | 149 18% 29% | 41 12% 8% | 65 13% 12% | 15 11% 3% | 58 13% 11% | 16 6% 3% | 43 15% 8% | 111 17% 21% | 26 11% 5% | 69 24% 13% P | 117 21% 23% P | 63 19% 12% |
| OTHER | 6 100% | - - | 4 1% 69% P | 1 14% | - - | - - | 1 17% | 1 19% | - - | 1 17% | - - | 1 14% | - - | 3 1% 50% P | - - | - - |
| NONE | 14 100% | 1 6% | 1 5% | 5 1% 39% | 1 8% | 5 1% 34% P | 1 8% | - - | 3 1% 21% | 1 8% | - - | 3 23% | 3 1% 19% | 1 1% 11% | 1 4% | 2 1% 15% |
| DON'T KNOW | 42 1% 100% | 5 1% 11% | 8 2% 19% | 3 8% | 15 2% 36% | 2 1% 4% | 9 2% 21% | - - | 2 4% | - - | 5 2% 11% | 3 1% 8% | 1 2% | 8 3% 19% P | 14 3% 33% P | 10 3% 23% P |
| ANY PERSONAL/SOCIAL | 186 6% 100% | 28 8% 15% | 19 6% 10% | 44 5% 23% | 42 5% 23% | 18 5% 9% | 35 7% 19% | 7 5% 4% | 22 5% 12% | 15 6% 8% | 19 7% 10% | 26 4% 14% | 14 6% 8% | 21 7% 11% | 37 7% 20% | 24 7% 13% |
| ANY FORMAL MAIL | 1424 45% 100% MNO | 171 48% 12% | 143 41% 10% | 376 47% 26% | 352 42% 25% | 166 47% 12% | 216 44% 15% | 73 53% 5% | 233 52% 16% P | 152 57% 11% P | 151 53% 11% P | 310 48% 22% | 121 52% 9% P | 91 32% 6% | 185 34% 13% | 109 32% 8% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 273 9% 100% | 27 8% 10% | 38 11% 14% | 66 8% 24% | 75 9% 28% | 23 7% 9% | 42 9% 15% | 14 10% 5% | 34 8% 12% | 20 8% 7% | 20 7% 7% | 45 7% 17% | 16 7% 6% | 31 11% 12% | 63 12% 23% P | 30 9% 11% |
| ANY UNADDRESSED OR ADVERTISING MAIL | 1179 37% 100% GHIJ | 117 33% 10% | 127 37% 11% | 279 35% 24% | 344 41% 29% | 131 37% 11% | 181 37% 15% | 37 27% 3% | 142 31% 12% | 70 26% 6% | 82 29% 7% | 241 37% 20% | 77 33% 6% | 125 44% 17% P | 241 44% 20% P | 166 49% 14% P |

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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL THOSE WHO RECEIVE MORE THAN ONE TYPE OF MAIL

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|--------------------|-----------------------------|----------------------------|----------------------|--|-------------------|-------------------------|--------------------------|------------------------------------|--------------------------|-------------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3191 100% | 605 19% | 2569 81% | 159 5% | 2339 73% | 852 27% | 278 9% | 430 13% | 2460 77% | 453 14% | 301 9% |
| WEIGHTED TOTAL | 3181 100% | 509 16% | 2656 84% | 135 4% | 2443 77% | 738 23% | 234 7% | 398 13% | 2531 80% | 416 13% | 251 8% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 46 1% 100% | 8 1% 16% | 38 1% 84% | 3 2% 6% | 36 1% 78% | 10 1% 22% | 5 2% 10% | 4 1% 8% | 38 1% 82% | 4 1% 8% | 5 2% 10% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 140 4% 100% | 20 4% 15% | 116 4% 83% | 12 9% 9% | 110 4% 79% | 30 4% 21% | 13 6% 10% | 16 4% 12% | 109 4% 78% | 17 4% 12% | 14 6% 10% |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 243 8% 100% | 39 8% 16% | 203 8% 84% | 9 7% 4% | 189 8% 78% | 54 7% 22% | 14 6% 6% | 43 11% 18% H | 185 7% 76% | 44 11% 18% H | 16 6% 6% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 315 10% 100% | 55 11% 17% | 261 10% 83% | 11 8% 3% | 251 10% 79% | 65 9% 21% | 26 11% 8% | 26 7% 8% | 263 10% 83% G | 27 7% 9% | 27 11% 8% |
| BILLS/INVOICES/ STATEMENTS | 866 27% 100% | 106 21% 12% | 756 28% 87% A | 40 29% 5% A | 676 28% 78% | 189 25% 22% | 32 14% 4% | 143 36% 17% FHJ | 684 27% 79% FJ | 150 36% 17% FHJ | 39 15% 4% |
| LOCAL NEWSPAPERS/ MAGAZINES | 73 2% 100% | 13 3% 18% | 60 2% 82% | 2 2% 3% | 57 2% 79% | 15 2% 21% | 4 2% 6% | 7 2% 9% | 62 2% 85% | 7 2% 9% | 4 2% 6% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 44 1% 100% | 5 1% 12% | 38 1% 86% | - - - | 35 1% 81% | 8 1% 19% | 2 1% 4% | 4 1% 9% | 38 2% 88% | 4 1% 9% | 2 1% 4% |
| CATALOGUES/BROCHURES | 156 5% 100% | 37 7% 24% B | 119 4% 76% | 8 6% 5% | 111 5% 71% | 46 6% 29% | 26 11% 17% GHI | 14 3% 9% | 116 5% 74% | 14 3% 9% | 26 10% 17% GHI |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 57 2% 100% | 7 1% 12% | 49 2% 86% | 2 2% 4% | 52 2% 90% E | 5 1% 10% | 3 1% 6% | 8 2% 13% | 46 2% 81% | 8 2% 13% | 3 1% 6% |



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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
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BASE : ALL THOSE WHO RECEIVE MORE THAN ONE TYPE OF MAIL

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---------------------------------------|----------------------------|-----------------------------|----------------------------|-----------------------|--|------------------------|-------------------------|--------------------------|------------------------------------|--------------------------|-------------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3181 100% | 509 16% | 2656 84% | 135 4% | 2443 77% | 738 23% | 234 7% | 398 13% | 2531 80% | 416 13% | 251 8% |
| UNADDRESSED MAIL | 661 21% 100% | 121 24% 18% | 537 20% 81% | 31 23% 5% | 477 20% 72% | 184 25% 28% D | 64 27% 10% GH | 81 20% 12% | 509 20% 77% | 87 21% 13% | 70 28% 11% GHI |
| ADDRESSED ADVERTISING MAIL | 518 16% 100% | 85 17% 16% | 430 16% 83% | 15 11% 3% | 410 17% 79% | 109 15% 21% | 32 14% 6% | 46 11% 9% | 441 17% 85% GI | 46 11% 9% | 32 13% 6% |
| OTHER | 6 - 100% | - - - | 6 100% | - - - | 4 - 69% | 2 - 31% | - - - | 2 - 31% | 4 - 69% | 2 - 31% | - - - |
| NONE | 14 - 100% | 3 1% 21% | 11 - 79% | 1 1% 7% | 8 - 61% | 5 1% 39% | 3 1% 20% H | 6 1% 41% H | 5 - 39% | 6 1% 41% H | 3 1% 20% H |
| DON'T KNOW | 42 1% 100% | 10 2% 23% | 33 1% 77% | 1 - 1% | 27 1% 64% | 15 2% 36% | 11 5% 25% GHI | - - - | 31 1% 74% G | 1 - 1% | 11 4% 26% GHI |
| ANY PERSONAL/SOCIAL | 186 6% 100% | 28 6% 15% | 155 6% 83% | 15 11% 8% AB | 145 6% 78% | 40 5% 22% | 18 8% 10% | 20 5% 11% | 147 6% 79% | 21 5% 11% | 19 8% 10% |
| ANY FORMAL MAIL | 1424 45% 100% | 201 39% 14% | 1219 46% 86% A | 60 44% 4% | 1116 46% 78% | 308 42% 22% | 72 31% 5% | 212 53% 15% FHJ | 1131 45% 79% FJ | 222 53% 16% FHJ | 81 32% 6% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 273 9% 100% | 55 11% 20% B | 217 8% 79% | 10 7% 4% | 203 8% 75% | 69 9% 25% | 32 14% 12% GHI | 24 6% 9% | 216 9% 79% | 25 6% 9% | 32 13% 12% GHI |
| ANY UNADDRESSED OR ADVERTISING MAIL | 1179 37% 100% | 205 40% 17% | 967 36% 82% | 46 34% 4% | 887 36% 75% | 293 40% 25% | 96 41% 8% GI | 127 32% 17% | 950 38% 81% GI | 134 32% 17% | 102 41% 9% GI |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL THOSE WHO RECEIVE MORE THAN ONE TYPE OF MAIL

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|----------------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3191 100% | 605 19% | 2569 81% | 159 5% | 2339 73% | 852 27% | 278 9% | 430 13% | 2460 77% | 453 14% | 301 9% |
| WEIGHTED TOTAL | 3181 100% | 509 16% | 2656 84% | 135 4% | 2443 77% | 738 23% | 234 7% | 398 13% | 2531 80% | 416 13% | 251 8% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 46 1% 100% | 8 1% 16% | 38 1% 84% | 3 2% 6% | 36 1% 78% | 10 1% 22% | 5 2% 10% | 4 1% 8% | 38 1% 82% | 4 1% 8% | 5 2% 10% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 140 4% 100% | 20 4% 15% | 116 4% 83% | 12 9% K | 110 4% 79% | 30 4% 21% | 13 6% 10% | 16 4% 12% | 109 4% 78% | 17 4% 12% | 14 6% 10% |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 243 8% 100% | 39 8% 16% | 203 8% 84% | 9 7% 4% | 189 8% 76% | 54 7% 22% | 14 6% 6% | 43 11% K | 185 7% 76% | 44 1% 18% | 16 6% 6% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 315 10% 100% GI | 55 11% 17% | 261 10% 83% | 11 8% 3% | 251 10% 79% | 65 9% 21% | 26 11% 8% | 26 7% 8% | 263 10% 83% | 27 7% 9% | 27 11% 8% |
| BILLS/INVOICES/ STATEMENTS | 866 27% 100% AFJ | 106 21% 12% | 756 28% 87% | 40 29% 5% | 676 28% 78% | 189 25% 22% | 32 14% 4% | 143 36% K | 684 27% 79% | 150 36% K | 39 15% 4% |
| LOCAL NEWSPAPERS/ MAGAZINES | 73 2% 100% | 13 3% 18% | 60 2% 82% | 2 2% 3% | 57 2% 79% | 15 2% 21% | 4 2% 6% | 7 2% 9% | 62 2% 85% | 7 2% 9% | 4 2% 6% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 44 1% 100% | 5 1% 12% | 38 1% 86% | - - - | 35 1% 81% | 8 1% 19% | 2 1% 4% | 4 1% 9% | 38 2% 88% | 4 1% 9% | 2 1% 4% |
| CATALOGUES/BROCHURES | 156 5% 100% | 37 7% 24% K | 119 4% 76% | 8 6% 5% | 111 5% 71% | 46 6% 29% | 26 11% K | 14 3% 9% | 116 5% 74% | 14 3% 9% | 26 10% 17% K |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 57 2% 100% E | 7 1% 12% | 49 2% 86% | 2 2% 4% | 52 2% 90% | 5 1% 10% | 3 1% 6% | 8 2% 13% | 46 2% 81% | 8 2% 13% | 3 1% 6% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL THOSE WHO RECEIVE MORE THAN ONE TYPE OF MAIL

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--|--|--|---|-----------------------|---|----------------------------|-------------------------|------------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3181 100% | 509 16% | 2656 84% | 135 4% | 2443 77% | 738 23% | 234 7% | 398 13% | 2531 80% | 416 13% | 251 8% |
| UNADDRESSED MAIL | 661 21% 100% | 121 24% 18% | 537 20% 81% | 31 23% 5% | 477 20% 72% | 184 25% 28% K | 64 27% 10% K | 81 20% 12% | 509 20% 77% | 87 21% 13% | 70 28% 11% K |
| ADDRESSED ADVERTISING MAIL | 518 16% 100% GI | 85 17% 16% | 430 16% 83% | 15 11% 3% | 410 17% 79% | 109 15% 21% | 32 14% 6% | 46 11% 9% | 441 17% 85% | 46 11% 9% | 32 13% 6% |
| OTHER | 6 0% 100% | - - | 6 100% | - - | 4 69% | 2 31% | - - | 2 31% | 4 69% | 2 31% | - - |
| NONE | 14 0% 100% | 3 1% 21% | 11 79% | 1 7% | 8 61% | 5 39% | 3 1% 20% | 6 1% 41% K | 5 39% | 6 1% 41% K | 3 1% 20% |
| DON'T KNOW | 42 1% 100% GI | 10 2% 23% | 33 1% 77% | 1 1% | 27 1% 64% | 15 2% 36% | 11 5% 25% K | - - | 31 1% 74% | 1 1% | 11 4% 26% K |
| ANY PERSONAL/SOCIAL | 186 6% 100% | 28 6% 15% | 155 6% 83% | 15 11% 8% K | 145 6% 78% | 40 5% 22% | 18 8% 10% | 20 5% 11% | 147 6% 79% | 21 5% 11% | 19 8% 10% |
| ANY FORMAL MAIL | 1424 45% 100% AFJ | 201 39% 14% | 1219 46% 86% | 60 44% 4% | 1116 46% 78% | 308 42% 22% | 72 31% 5% | 212 53% 15% K | 1131 45% 79% | 222 53% 16% K | 81 32% 6% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 273 9% 100% | 55 11% 20% | 217 8% 79% | 10 7% 4% | 203 8% 75% | 69 9% 25% | 32 14% 12% K | 24 6% 9% | 216 9% 79% | 25 6% 9% | 32 13% 12% K |
| ANY UNADDRESSED OR ADVERTISING MAIL | 1179 37% 100% | 205 40% 17% | 967 36% 82% | 46 34% 4% | 887 36% 75% | 293 40% 25% | 96 41% 8% | 127 32% 11% | 950 38% 81% | 134 32% 11% | 102 41% 9% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL THOSE WHO RECEIVE MORE THAN ONE TYPE OF MAIL

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|--------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------------|---------------------------|-------------------------|-------------------------|----------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3191 100% | 604 19% | 72 2% | 1170 37% | 278 9% | 565 18% | 502 16% | 607 19% | 194 6% | 897 28% | 135 4% | 835 26% | 523 16% |
| WEIGHTED TOTAL | 3181 100% | 634 20% | 69* 2% | 1353 43% | 285 9% | 456 14% | 384 12% | 670 21% | 183 6% | 1031 32% | 127 4% | 741 23% | 429 13% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 46 1% 100% | 13 2% 28% | 3 4% 7% CF | 15 1% 33% | 3 1% 7% | 8 2% 17% | 4 1% 8% | 10 2% 22% | 4 2% 8% | 12 1% 26% | 1 1% | 14 2% 29% | 6 1% 13% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 140 4% 100% | 28 4% 20% | 3 5% 2% | 55 4% 39% | 12 4% 9% | 26 6% 19% | 15 4% 11% | 28 4% 20% | 2 1% 2% | 40 4% 29% | 6 5% 4% | 41 6% 30% H | 21 5% 15% H |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 243 8% 100% | 64 10% 26% C | 4 5% 1% | 81 6% 33% | 17 6% 7% | 44 10% 18% C | 33 9% 14% | 62 9% 25% L | 17 9% 7% | 76 7% 31% | 14 11% 6% L | 51 7% 21% | 23 5% 9% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 315 10% 100% | 65 10% 21% | 4 6% 1% | 147 11% 47% | 26 9% 8% | 39 9% 12% | 34 9% 11% | 46 7% 15% | 8 4% 2% | 123 12% 39% GHJ | 6 5% 2% | 81 11% 26% GHJ | 51 12% 16% GHJ |
| BILLS/INVOICES/ STATEMENTS | 866 27% 100% | 168 26% 19% B | 9 14% 1% | 382 28% 44% B | 74 26% 9% B | 126 28% 15% B | 106 28% 12% B | 239 36% 28% KL | 86 47% 10% GHIK L | 318 31% 37% KL | 43 34% 5% KL | 119 16% 14% | 60 14% 7% |
| LOCAL NEWSPAPERS/ MAGAZINES | 73 2% 100% | 21 3% 28% E | - - - | 31 2% 43% | 7 3% 10% | 6 1% 8% | 8 2% 11% | 21 3% 29% | 2 1% 3% | 21 2% 30% | 4 3% 5% | 15 2% 21% | 9 2% 13% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 44 1% 100% | 9 1% 21% | 2 2% 4% | 21 2% 49% | 5 2% 10% | 5 1% 11% | 2 1% 5% | 12 2% 28% | 3 2% 6% | 10 1% 23% | 2 2% 5% | 13 2% 30% | 4 1% 8% |
| CATALOGUES/BROCHURES | 156 5% 100% | 29 5% 19% | 5 7% 3% | 60 4% 38% | 18 6% 11% | 22 5% 14% | 23 6% 15% | 24 4% 15% | 6 3% 4% | 37 4% 24% | 6 5% 4% | 50 7% 32% GI | 33 8% 21% GI |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 57 2% 100% | 14 2% 25% F | - - | 28 2% 50% F | 4 2% 8% | 9 2% 16% F | 1 1% 2% | 27 4% 48% HIKL | 1 1% | 16 2% 28% L | 5 4% 9% HKL | 8 1% 15% L | - - |
| UNADDRESSED MAIL | 661 21% 100% | 102 16% 15% | 16 23% 2% | 266 20% 40% | 71 25% 11% A | 109 24% 17% A | 98 25% 15% AC | 125 19% 19% | 34 19% 5% | 198 19% 30% | 22 17% 3% | 155 21% 23% | 128 30% 19% GHIJK |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL THOSE WHO RECEIVE MORE THAN ONE TYPE OF MAIL

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|--|---------------------|------------------------|--------------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|---------------------------|--------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3181 100% | 634 20% | 69* 2% | 1353 43% | 285 9% | 456 14% | 384 12% | 670 21% | 183 6% | 1031 32% | 127 4% | 741 23% | 429 13% |
| ADDRESSED ADVERTISING MAIL | 518 16% 100% | 107 17% 21% E | 20 29% 4% ACDEF | 247 18% 48% EF | 39 14% 8% | 56 12% 11% | 50 13% 10% | 70 10% 14% | 19 11% 4% | 167 16% 32% G | 14 11% 3% | 173 23% 33% GHUL | 76 18% 15% GH |
| OTHER | 6 0% 100% | 4 1% 69% C | - - | - - | 1 14% | - - | 1 17% | 1 19% | 1 17% I | - - | 1 14% I | 3 50% | - - |
| NONE | 14 0% 100% | 1 6% | 1 1% 5% | 6 43% | 1 4% | 2 11% | 4 30% A | 4 1% 29% | - - | 3 19% | 3 3% 23% HIK | 2 13% | 2 1% 16% |
| DON'T KNOW | 42 1% 100% | 10 2% 23% | 3 5% 7% CE | 12 1% 29% | 6 2% 15% | 5 1% 12% | 6 1% 14% | 2 0% 4% | - - | 9 1% 21% | - - | 17 2% 39% GI | 15 4% 36% GHU |
| ANY PERSONAL/SOCIAL | 186 6% 100% | 41 6% 22% | 6 9% 3% | 70 5% 38% | 15 5% 8% | 34 7% 18% | 19 5% 10% | 38 6% 21% | 6 3% 3% | 53 5% 28% | 7 5% 4% | 55 7% 30% | 27 6% 15% |
| ANY FORMAL MAIL | 1424 45% 100% | 297 47% 21% B | 17 25% 1% | 610 45% 45% B | 117 41% 8% B | 209 46% 15% B | 173 45% 12% B | 347 52% 24% KL | 111 61% 8% IKL | 518 50% 36% KL | 63 50% 4% KL | 251 34% 18% | 134 31% 9% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 273 9% 100% | 59 9% 22% | 6 2% | 112 8% 41% | 30 10% 11% | 33 7% 12% | 33 9% 12% | 57 8% 21% | 11 6% 4% | 69 7% 25% | 12 10% 5% | 78 11% 29% I | 46 11% 17% I |
| ANY UNADDRESSED OR ADVERTISING MAIL | 1179 37% 100% | 209 33% 18% | 36 51% 3% ACE | 513 38% 43% | 110 39% 9% | 165 36% 14% | 147 38% 12% | 195 29% 17% | 54 29% 5% | 364 35% 31% G | 35 28% 3% | 328 44% 28% GHU | 204 48% 17% GHU |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL THOSE WHO RECEIVE MORE THAN ONE TYPE OF MAIL

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|--------------|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3191 100% | 604 19% | 72 2% | 1170 37% | 278 9% | 565 18% | 502 16% | 607 19% | 194 6% | 897 28% | 135 4% | 835 26% | 523 16% |
| WEIGHTED TOTAL | 3181 100% | 634 20% | 69* 2% | 1353 43% | 285 9% | 456 14% | 384 12% | 670 21% | 183 6% | 1031 32% | 127 4% | 741 23% | 429 13% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 46 100% | 13 2% | 3 4% | 15 1% | 3 7% | 8 2% | 4 8% | 10 2% | 4 8% | 12 2% | 1 1% | 14 2% | 6 1% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 140 4% | 28 20% | 3 5% | 55 3% | 12 4% | 26 6% | 15 4% | 28 4% | 2 1% | 40 4% | 6 5% | 41 6% | 21 5% |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 243 8% | 64 10% | 4 5% | 81 6% | 17 6% | 44 10% | 33 9% | 62 9% | 17 9% | 76 7% | 14 11% | 51 7% | 23 5% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 315 10% | 65 10% | 4 6% | 147 11% | 26 9% | 39 9% | 34 9% | 46 7% | 8 4% | 123 12% | 6 5% | 81 11% | 51 12% |
| BILLS/INVOICES/ STATEMENTS | 866 27% | 168 26% | 9 14% | 382 28% | 74 26% | 126 28% | 106 28% | 239 36% | 86 47% | 318 37% | 43 34% | 119 16% | 60 14% |
| LOCAL NEWSPAPERS/ MAGAZINES | 73 2% | 21 3% | - - | 31 2% | 7 3% | 6 1% | 8 2% | 21 3% | 2 1% | 21 2% | 4 3% | 15 2% | 9 2% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 44 1% | 9 2% | 2 4% | 21 2% | 5 2% | 5 1% | 2 1% | 12 2% | 3 2% | 10 1% | 2 2% | 13 2% | 4 1% |
| CATALOGUES/BROCHURES | 156 5% | 29 5% | 5 7% | 60 4% | 18 6% | 22 5% | 23 6% | 24 4% | 6 3% | 37 4% | 6 5% | 50 7% | 33 8% |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 57 2% | 14 2% | - - | 28 2% | 4 2% | 9 2% | 1 1% | 27 4% | 1 1% | 16 2% | 5 4% | 8 1% | - - |
| UNADDRESSED MAIL | 661 21% | 102 16% | 16 23% | 266 20% | 71 25% | 109 24% | 98 25% | 125 9% | 34 19% | 198 30% | 22 17% | 155 23% | 128 30% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL THOSE WHO RECEIVE MORE THAN ONE TYPE OF MAIL

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|--|--|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3181 100% | 634 20% | 69* 2% | 1353 43% | 285 9% | 456 14% | 384 12% | 670 21% | 183 6% | 1031 32% | 127 4% | 741 23% | 429 13% |
| ADDRESSED ADVERTISING MAIL | 518 16% 100% EG | 107 17% 21% | 20 29% 4% M | 247 18% 48% | 39 14% 8% | 56 12% 11% | 50 13% 10% | 70 10% 14% | 19 11% 4% | 167 16% 32% | 14 11% 3% | 173 23% 33% M | 76 18% 15% |
| OTHER | 6 1% 100% | 4 1% 69% | - - - | - - - | 1 14% - | - - - | 1 17% - | 1 19% - | 1 1% 17% | - - - | 1 1% 14% | 3 50% - | - - - |
| NONE | 14 1% 100% | 1 1% 6% | 1 1% 5% | 6 1% 43% | 1 1% 4% | 2 11% - | 4 1% 30% | 4 1% 29% | - - - | 3 19% - | 3 3% 23% M | 2 13% - | 2 1% 16% |
| DON'T KNOW | 42 1% 100% G | 10 2% 23% | 3 5% 7% M | 12 1% 29% | 6 2% 15% | 5 1% 12% | 6 1% 14% | 2 4% - | - - - | 9 1% 21% | - - - | 17 2% 39% | 15 4% 36% M |
| ANY PERSONAL/SOCIAL | 186 6% 100% | 41 6% 22% | 6 9% 3% | 70 5% 38% | 15 5% 8% | 34 7% 18% | 19 5% 10% | 38 6% 21% | 6 3% 3% | 53 5% 28% | 7 5% 4% | 55 7% 30% | 27 6% 15% |
| ANY FORMAL MAIL | 1424 45% 100% BKL | 297 47% 21% | 17 25% 1% | 610 45% 43% | 117 41% 8% | 209 46% 15% | 173 45% 12% | 347 52% 24% M | 111 61% 8% M | 518 60% 36% M | 63 50% 4% | 251 34% 18% | 134 31% 9% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 273 9% 100% | 59 9% 22% | 6 9% 2% | 112 8% 41% | 30 10% 11% | 33 7% 12% | 33 9% 12% | 57 8% 21% | 11 6% 4% | 69 7% 25% | 12 10% 5% | 78 11% 29% | 46 11% 17% |
| ANY UNADDRESSED OR ADVERTISING MAIL | 1179 37% 100% GH | 209 33% 18% | 36 51% 3% M | 513 38% 43% | 110 9% - | 165 35% 14% | 147 38% 12% | 195 29% 17% | 54 29% 5% | 364 35% 31% | 35 28% 3% | 328 44% 28% M | 204 49% 17% M |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | |
|--------------------|------------------------------|--------------------------------|--------------------------|--------------------------|------------------------|------------------------|-------------------------------|------------------------|------------------------|-----------------------|----------------------|------------------------|------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3191 100% | 306 10% | 495 16% | 531 17% | 501 16% | 529 17% | 499 16% | 330 10% | 801 25% | 1561 49% | 829 26% | 801 25% | 1032 32% | 1358 43% |
| 3181 100% | 366 12% | 487 15% | 595 19% | 563 18% | 497 16% | 373 12% | 300 9% | 853 27% | 1655 52% | 673 21% | 853 27% | 1158 36% | 1170 37% |
| 46 1% 100% | 5 1% 11% | 9 2% 19% | 6 1% 12% | 7 1% 16% | 4 1% 8% | 9 2% 19% E | 7 2% 15% | 14 2% 30% | 16 1% 35% | 16 2% 34% I | 14 2% 30% | 13 1% 28% | 19 2% 42% |
| 140 4% 100% | 11 3% 8% | 20 4% 14% | 23 4% 16% | 24 4% 17% | 25 5% 18% | 24 6% 17% A | 14 5% 10% | 30 4% 22% | 72 4% 51% | 38 6% 27% | 30 4% 22% | 46 4% 33% | 63 5% 45% |
| 243 8% 100% | 39 11% 16% DFG | 39 8% 16% | 54 9% 22% G | 36 6% 15% | 39 8% 16% | 21 6% 9% | 14 5% 6% | 79 9% 32% J | 129 8% 53% J | 35 5% 14% | 79 9% 32% M | 90 8% 37% | 74 6% 30% |
| 315 10% 100% | 23 6% 7% | 31 6% 10% | 67 11% 21% AB | 62 11% 20% AB | 55 11% 17% AB | 46 12% 15% AB | 31 10% 10% B | 54 6% 17% | 184 11% 58% H | 77 11% 24% H | 54 6% 17% | 129 11% 41% K | 132 11% 42% K |
| 866 27% 100% | 135 37% 16% EFG | 190 39% 22% CDE FG | 191 32% 22% EFG | 171 30% 20% EFG | 96 19% 11% FG | 47 13% 5% | 35 12% 4% | 325 38% 38% U | 458 28% 53% J | 83 12% 10% | 325 38% LM | 362 31% 42% M | 179 15% 21% |
| 73 2% 100% | 10 3% 14% | 12 3% 17% | 14 2% 20% | 11 2% 15% | 11 2% 15% | 7 2% 9% | 7 2% 9% | 23 3% 31% | 37 2% 50% | 13 2% 18% | 23 3% 31% | 25 2% 35% | 25 2% 34% |
| 44 1% 100% | 15 4% 34% BCDE G | - - - | 3 1% 8% | 9 2% 20% B | 7 1% 15% B | 6 2% 14% B | 4 1% 9% B | 15 2% 34% | 19 1% 43% | 10 2% 23% | 15 2% 34% | 12 1% 27% | 17 1% 38% |
| 156 5% 100% | 15 4% 10% | 15 3% 9% | 23 4% 15% | 21 4% 13% | 24 5% 16% | 28 7% 18% BCD | 30 10% 19% ABC DE | 30 4% 19% | 68 4% 44% | 58 9% 37% HI | 30 4% 19% | 44 4% 28% | 82 7% 53% KL |
| 57 2% 100% | 16 4% 27% DEF G | 12 3% 21% DFG | 17 3% 30% DFG | 4 1% 7% | 8 2% 15% FG | - - - | - - - | 28 3% 49% IJ | 29 2% 51% J | - - - | 28 3% 49% M | 21 2% 37% M | 8 1% 15% |



GfK NC

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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|--------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-------------------------------|--------------------------------|-------------------------|------------------------|-------------------------|------------------------|------------------------|-------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3181 100% | 366 12% | 487 15% | 595 19% | 563 18% | 497 16% | 373 12% | 300 9% | 853 27% | 1655 52% | 673 21% | 853 27% | 1158 36% | 1170 37% |
| 661 21% 100% | 72 20% 11% | 86 18% 13% | 109 18% 16% | 111 20% 17% | 111 22% 17% | 94 25% 14% BC | 78 26% 12% BCD | 159 19% 24% | 330 20% 50% | 172 26% 26% HI | 159 19% 24% | 219 19% 33% | 283 24% 43% KL |
| 518 16% 100% | 19 5% 4% | 70 14% 13% A | 79 13% 15% A | 101 18% 20% A | 107 21% 21% ABC | 81 22% 16% ABC | 61 20% 12% ABC | 89 10% 17% | 287 17% 55% H | 142 21% 27% HI | 89 10% 17% | 180 16% 35% K | 249 21% 48% KL |
| 6 100% | 1 17% | 1 19% | 1 14% | - - - | 3 1% 50% | - - - | - - - | 2 36% | 4 64% | - - | 2 36% | 1 14% | 3 50% |
| 14 100% | 2 1% 17% | 2 1% 12% | 4 1% 33% | 1 1% 9% | 2 1% 18% | 1 1% 7% | 1 1% 4% | 4 29% | 8 60% | 2 12% | 4 29% | 6 42% | 4 29% |
| 42 1% 100% | 2 1% 4% | - - - | 5 1% 11% | 5 1% 11% | 4 1% 10% | 9 3% 22% ABCD D | 18 6% 43% ABCD EF | 2 1% 32% | 13 1% 32% | 28 4% 65% HI | 2 1% 4% | 9 1% 21% | 32 3% 75% KL |
| 186 6% 100% | 16 4% 8% | 29 6% 16% | 28 5% 15% | 31 5% 17% | 29 6% 15% | 33 9% 18% AC | 21 7% 11% | 44 5% 24% | 88 5% 47% | 53 8% 29% HI | 44 5% 24% | 59 5% 32% | 82 7% 44% |
| 1424 45% 100% | 198 54% 14% EFG | 260 53% 18% EFG | 312 52% 22% EFG | 269 48% 19% EFG | 190 38% 13% FG | 114 31% 8% 8% | 81 27% 6% 6% | 457 54% 32% IJ | 772 47% 54% J | 195 29% 14% M | 457 54% 32% M | 581 50% 41% M | 385 33% 27% |
| 273 9% 100% | 41 11% 15% BC | 27 6% 10% | 41 7% 15% | 41 7% 15% | 42 9% 16% | 41 11% 15% BC | 41 14% 5% BCD E | 68 8% 25% | 123 7% 45% | 81 12% 30% HI | 68 8% 25% | 81 7% 30% | 124 11% 45% L |
| 1179 37% 100% | 92 25% 8% | 156 32% 13% A | 187 31% 16% | 212 38% 18% A | 218 44% 18% ABC | 175 47% 15% ABC D | 139 46% 12% ABC D | 248 29% 21% | 617 37% 52% H | 314 47% 27% HI | 248 29% 21% | 399 34% 34% K | 532 45% 45% KL |
| 1086 34% 100% | 183 50% 17% BCD EF | 151 31% 14% | 152 26% 14% | 159 28% 15% | 154 31% 14% | 144 38% 13% BCD E | 144 48% 13% BCD EF | 334 39% 31% I | 464 28% 43% | 288 43% 27% I | 334 39% 31% L | 311 27% 29% | 441 38% 41% L |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (N) | AGE | | | | | | | | | | | | |
|---------------------------------|------------------------|------------------------|------------------------|-------------------|-------------------|-----------------------|-----------------------|------------------------|-------------------|------------------------|------------------------|------------------------|------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3191 100% | 306 10% | 495 16% | 531 17% | 501 16% | 529 17% | 499 16% | 330 10% | 801 25% | 1561 49% | 829 26% | 801 25% | 1032 32% | 1358 43% |
| 3181 100% | 366 12% | 487 15% | 595 19% | 563 18% | 497 16% | 373 12% | 300 9% | 853 27% | 1655 52% | 673 21% | 853 27% | 1158 36% | 1170 37% |
| 46 1% 100% | 5 1% 11% | 9 2% 19% | 6 1% 12% | 7 1% 16% | 4 1% 8% | 9 2% 19% | 7 2% 15% | 14 2% 30% | 16 1% 35% | 16 2% 34% | 14 2% 30% | 13 1% 28% | 19 2% 42% |
| 140 4% 100% | 11 3% 8% | 20 4% 14% | 23 4% 16% | 24 4% 17% | 25 5% 18% | 24 6% 17% | 14 5% 10% | 30 4% 22% | 72 4% 51% | 38 6% 27% | 30 4% 22% | 46 4% 33% | 63 5% 45% |
| 243 8% 100% J | 39 11% 16% | 39 8% 16% | 54 9% 22% | 36 6% 15% | 39 8% 16% | 21 6% 9% | 14 5% 6% | 79 9% 32% | 129 8% 53% | 35 5% 14% | 79 9% 32% | 90 8% 37% | 74 6% 30% |
| 315 10% 100% BHK | 23 6% 7% | 31 6% 10% | 67 11% 21% | 62 11% 20% | 55 11% 17% | 46 12% 15% | 31 10% 10% | 54 6% 17% | 184 11% 58% | 77 11% 24% | 54 6% 17% | 129 11% 41% | 132 11% 42% |
| 866 27% 100% EFG JM | 135 37% 16% N | 190 39% 22% N | 191 32% 22% N | 171 30% 20% | 96 19% 11% | 47 13% 5% | 35 12% 4% | 325 38% 38% N | 458 28% 53% | 83 12% 10% | 325 38% 38% N | 362 31% 42% N | 179 15% 21% |
| 73 2% 100% | 10 3% 14% | 12 3% 17% | 14 2% 20% | 11 2% 15% | 11 2% 15% | 7 2% 9% | 7 2% 9% | 23 3% 31% | 37 2% 50% | 13 2% 18% | 23 3% 31% | 25 2% 35% | 25 2% 34% |
| 44 1% 100% B | 15 4% 34% N | - - - | 3 1% 8% | 9 2% 20% | 7 1% 15% | 6 2% 14% | 4 1% 9% | 15 2% 34% | 19 1% 43% | 10 2% 23% | 15 2% 34% | 12 1% 27% | 17 1% 38% |
| 156 5% 100% | 15 4% 10% | 15 3% 9% | 23 4% 15% | 21 4% 13% | 24 5% 16% | 28 7% 18% | 30 10% 19% N | 30 4% 19% | 68 4% 44% | 58 9% 37% N | 30 4% 19% | 44 4% 28% | 82 7% 53% N |
| 57 2% 100% FGJ M | 16 4% 27% N | 12 3% 21% | 17 3% 30% | 4 1% 7% | 8 2% 15% | - - - | - - - | 28 3% 49% N | 29 2% 51% | - - - | 28 3% 49% N | 21 2% 37% | 8 1% 15% |
| 661 21% 100% | 72 20% 11% | 86 18% 13% | 109 18% 16% | 111 20% 17% | 111 22% 17% | 94 25% 14% N | 78 26% 12% N | 159 19% 24% | 330 20% 50% | 172 26% 26% N | 159 19% 24% | 219 19% 33% | 283 24% 43% N |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (N) | AGE | | | | | | | | | | | | |
|----------------------------------|------------------------|------------------------|------------------------|-------------------|------------------------|------------------------|------------------------|------------------------|-------------------|------------------------|------------------------|------------------------|------------------------|-------------|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| | 3181 100% | 366 12% | 487 15% | 595 19% | 563 18% | 497 16% | 373 12% | 300 9% | 853 27% | 1655 52% | 673 21% | 853 27% | 1158 36% | 1170 37% |
| 518 16% 100% AHK | 19 5% 4% | 70 14% 13% | 79 13% 15% | 101 18% 20% | 107 21% 21% N | 81 22% 16% N | 61 20% 12% | 89 10% 17% | 287 17% 55% | 142 21% 27% N | 89 10% 17% | 180 16% 35% | 249 21% 48% N | |
| 6 100% | 1 17% | 1 19% | 1 14% | - - | 3 1% 50% | - - | - - | 2 36% | 4 64% | - - | 2 36% | 1 14% | 3 50% | |
| 14 100% | 2 1% 17% | 2 12% | 4 1% 33% | 1 1% 9% | 2 1% 18% | 1 1% 7% | 1 1% 4% | 4 4% 29% | 8 60% 60% | 2 12% 12% | 4 29% 29% | 6 42% 42% | 4 29% 29% | |
| 42 1% 100% BHK | 2 4% | - - | 5 1% 11% | 5 1% 11% | 4 1% 10% | 9 3% 22% | 18 6% 43% N | 2 4% | 13 1% 32% | 28 4% 65% N | 2 4% | 9 1% 21% | 32 3% 75% N | |
| 186 6% 100% | 16 4% 8% | 29 6% 16% | 28 5% 15% | 31 5% 17% | 29 6% 15% | 33 9% 18% N | 21 7% 11% | 44 5% 24% | 88 5% 47% | 53 8% 29% N | 44 5% 24% | 59 5% 32% | 82 7% 44% | |
| 1424 45% 100% EFG JM | 198 54% 14% N | 260 53% 18% N | 312 52% 22% N | 269 48% 19% | 190 38% 13% | 114 31% 8% | 81 27% 6% | 457 54% 32% N | 772 47% 54% | 195 29% 14% | 457 54% 32% N | 581 50% 41% N | 385 33% 27% | |
| 273 9% 100% B | 41 11% 15% | 27 6% 10% | 41 7% 15% | 41 7% 15% | 42 9% 16% | 41 11% 15% | 41 14% 15% N | 68 9% 25% | 123 7% 45% | 81 12% 30% N | 68 9% 25% | 81 7% 30% | 124 11% 45% N | |
| 1179 37% 100% ABCH K | 92 25% 8% | 156 32% 13% | 187 31% 16% | 212 38% 18% | 218 44% 18% N | 175 47% 15% N | 139 46% 12% N | 248 29% 21% | 617 37% 52% | 314 47% 27% N | 248 29% 21% | 399 34% 34% | 532 45% 45% N | |
| 1086 34% 100% CDI L | 183 50% 17% N | 151 31% 14% | 152 26% 14% | 159 28% 15% | 154 31% 14% | 144 38% 13% | 144 48% 13% N | 334 39% 31% N | 464 28% 43% | 288 43% 27% N | 334 39% 31% N | 311 27% 29% | 441 38% 41% N | |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
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NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | SEX | | SEX/AGE | | | | | |
|---|-------------|---------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3191 | | | | | | | |
| | 100% | | | | | | | |
| | 1424 | 1767 | 333 | 439 | 652 | 468 | 593 | 706 |
| | 45% | 55% | 10% | 14% | 20% | 15% | 19% | 22% |
| WEIGHTED TOTAL | 3181 | | | | | | | |
| | 100% | | | | | | | |
| | 1503 | 1677 | 407 | 569 | 527 | 446 | 589 | 643 |
| | 47% | 53% | 13% | 18% | 17% | 14% | 19% | 20% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 46 | 22 | 7 | 7 | 10 | 7 | 6 | 10 |
| | 1% | | | | | | | |
| | 2% | 1% | 2% | 1% | 2% | 2% | 1% | 2% |
| | 51% | 49% | 15% | 15% | 21% | 15% | 13% | 21% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 140 | 74 | 15 | 20 | 31 | 16 | 27 | 32 |
| | 4% | | | | | | | |
| | 4% | 4% | 4% | 3% | 6% | 3% | 5% | 5% |
| | 100% | 53% | 11% | 14% | 22% | 11% | 19% | 23% |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 243 | 121 | 37 | 50 | 35 | 42 | 40 | 39 |
| | 8% | | | | | | | |
| | 8% | 7% | 9% | 9% | 7% | 9% | 7% | 6% |
| | 100% | 50% | 15% | 20% | 15% | 17% | 17% | 16% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 315 | 163 | 29 | 58 | 66 | 25 | 72 | 66 |
| | 10% | | | | | | | |
| | 10% | 10% | 7% | 10% | 12% | 6% | 12% | 10% |
| | 100% | 48% | 9% | 18% | 21% | 8% | 23% | 21% |
| | | | | F | CF | | CF | F |
| BILLS/INVOICES/ STATEMENTS | 866 | 428 | 151 | 192 | 94 | 174 | 169 | 85 |
| | 27% | | | | | | | |
| | 29% | 26% | 37% | 34% | 18% | 39% | 29% | 13% |
| | 100% | 49% | 17% | 22% | 11% | 20% | 20% | 10% |
| | | B | EGH | EH | H | EGH | EH | |
| LOCAL NEWSPAPERS/ MAGAZINES | 73 | 30 | 16 | 14 | 12 | 7 | 11 | 12 |
| | 2% | | | | | | | |
| | 3% | 2% | 4% | 3% | 2% | 2% | 2% | 2% |
| | 100% | 42% | 22% | 20% | 17% | 10% | 15% | 17% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 44 | 17 | 10 | 7 | 10 | 5 | 5 | 7 |
| | 1% | | | | | | | |
| | 2% | 1% | 2% | 1% | 2% | 1% | 1% | 1% |
| | 100% | 40% | 22% | 16% | 23% | 12% | 12% | 16% |
| CATALOGUES/BROCHURES | 156 | 108 | 10 | 16 | 23 | 20 | 27 | 60 |
| | 5% | | | | | | | |
| | 3% | 6% | 2% | 3% | 4% | 5% | 5% | 9% |
| | 100% | 59% | 6% | 11% | 14% | 13% | 17% | 38% |
| | | A | | | | | | CDEFG |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 57 | 22 | 18 | 15 | 2 | 10 | 6 | 6 |
| | 2% | | | | | | | |
| | 3% | 1% | 4% | 3% | | 2% | 1% | 1% |
| | 100% | 39% | 32% | 26% | 3% | 17% | 11% | 17% |
| | | | EGH | E | | E | | |
| UNADDRESSED MAIL | 661 | 371 | 72 | 99 | 119 | 87 | 121 | 164 |
| | 21% | | | | | | | |
| | 19% | 22% | 18% | 17% | 23% | 20% | 20% | 25% |
| | 100% | 56% | 11% | 15% | 18% | 13% | 18% | 25% |
| | | | | | D | | | CDI |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
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GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEX | | SEX/AGE | | | | | |
|---|--|------------------------|------------------------|-------------------------|-------------------------|-------------------------------|-------------------------|-------------------------|----------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL | 3181 100% | 1503 47% | 1677 53% | 407 13% | 569 18% | 527 17% | 446 14% | 589 19% | 643 20% |
| ADDRESSED ADVERTISING MAIL | 518 16% 100% | 238 16% 46% | 280 17% 54% | 40 10% 8% | 84 15% 16% | 114 22% 22% | 49 11% 9% | 96 16% 19% | 135 21% 26% |
| OTHER | 6 100% | 1 14% | 5 86% | - - | 1 14% | - - | 2 36% | - - | 3 50% |
| NONE | 14 100% | 11 79% B | 3 21% | 3 21% | 5 38% | 3 21% | 1 8% | 1 4% | 1 9% |
| DON'T KNOW | 42 1% 100% | 10 1% 24% | 32 2% 76% A | - - - | 1 3% | 9 2% 21% CDF | 2 4% | 8 1% 18% C | 23 4% 54% CDEFG |
| ANY PERSONAL/SOCIAL | 186 6% 100% | 89 6% 48% | 96 6% 52% | 22 5% 12% | 27 5% 14% | 41 8% 22% | 22 5% 12% | 32 6% 17% | 42 6% 22% |
| ANY FORMAL MAIL | 1424 45% 100% | 712 47% 50% B | 712 42% 50% | 217 53% 15% EH | 300 53% 21% EH | 195 37% 14% H | 240 54% 17% EH | 282 48% 20% EH | 190 30% 13% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 273 9% 100% | 117 8% 43% | 155 9% 57% | 35 9% 13% | 38 7% 14% | 45 8% 16% | 33 7% 12% | 44 7% 16% | 79 12% 29% DEFG |
| ANY UNADDRESSED OR ADVERTISING MAIL | 1179 37% 100% | 528 35% 45% | 652 39% 55% A | 112 27% 9% | 183 32% 15% | 233 44% 20% CDF G | 136 31% 12% | 217 37% 18% C | 299 46% 25% CDEFG |
| DON'T SEND PARCELS IN AN AVERAGE MONTH | 1086 34% 100% | 542 36% 50% B | 544 32% 50% | 168 41% 15% DG | 169 30% 16% | 205 39% 19% DG | 166 37% 15% DG | 141 24% 13% | 236 37% 22% DG |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|---|---|-------------------|-------------------|------------------------|------------------------|--------------------|------------------------|------------------------|------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3191 100% | 1424 45% | 1767 55% | 333 10% | 439 14% | 652 20% | 468 15% | 593 19% | 706 22% |
| WEIGHTED TOTAL | 3181 100% | 1503 47% | 1677 53% | 407 13% | 569 18% | 527 17% | 446 14% | 589 19% | 643 20% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 46 1% 100% | 24 2% 51% | 22 1% 49% | 7 2% 15% | 7 1% 15% | 10 2% 21% | 7 2% 15% | 6 1% 13% | 10 2% 21% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 140 4% 100% | 66 4% 47% | 74 4% 53% | 15 4% 11% | 20 3% 14% | 31 6% 22% | 16 3% 11% | 27 5% 19% | 32 5% 23% |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 243 8% 100% | 122 8% 50% | 121 7% 50% | 37 9% 15% | 50 9% 20% | 35 7% 15% | 42 9% 17% | 40 7% 17% | 39 6% 16% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 315 10% 100% F | 152 10% 48% | 163 10% 52% | 29 7% 9% | 58 10% 18% | 66 12% 21% | 25 6% 8% | 72 12% 23% | 66 10% 21% |
| BILLS/INVOICES/ STATEMENTS | 866 27% 100% EH | 438 29% 51% | 428 26% 49% | 151 37% 17% I | 192 34% 22% I | 94 18% 11% | 174 39% 20% I | 169 29% 20% | 85 13% 10% |
| LOCAL NEWSPAPERS/ MAGAZINES | 73 2% 100% | 42 3% 58% | 30 2% 42% | 16 4% 22% | 14 3% 20% | 12 2% 17% | 7 2% 10% | 11 2% 15% | 12 2% 17% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 44 1% 100% | 26 2% 60% | 17 1% 40% | 10 2% 22% | 7 1% 16% | 10 2% 23% | 5 1% 12% | 5 1% 12% | 7 1% 16% |
| CATALOGUES/BROCHURES | 156 5% 100% A | 49 3% 31% | 108 6% 69% | 10 2% 6% | 16 3% 11% | 23 4% 14% | 20 5% 13% | 27 5% 17% | 60 9% 38% |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 57 2% 100% E | 35 2% 61% | 22 1% 39% | 18 4% 32% I | 15 3% 26% | 2 3% 3% | 10 2% 17% | 6 1% 11% | 6 1% 11% |
| UNADDRESSED MAIL | 661 21% 100% | 289 19% 44% | 371 22% 56% | 72 18% 11% | 99 17% 15% | 119 23% 18% | 87 20% 13% | 121 20% 18% | 164 25% 25% I |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|---|----------------------------------|-------------------|-------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL | 3181 100% | 1503 47% | 1677 53% | 407 13% | 569 18% | 527 17% | 446 14% | 589 19% | 643 20% |
| ADDRESSED ADVERTISING MAIL | 518 16% 100% CF | 238 16% 46% | 280 17% 54% | 40 10% 8% | 84 15% 16% | 114 22% 22% | 49 11% 9% | 96 16% 19% | 135 21% 26% I |
| OTHER | 6 - 100% | 1 - 14% | 5 - 86% | - - - | 1 - 14% | - - - | 2 - 36% | - - - | 3 - 50% |
| NONE | 14 - 100% | 11 1% 79% | 3 - 21% | 3 1% 21% | 5 1% 38% | 3 1% 21% | 1 - 8% | 1 - 4% | 1 - 9% |
| DON'T KNOW | 42 1% 100% C | 10 1% 24% | 32 2% 76% | - - - | 1 - 3% | 9 2% 21% | 2 - 4% | 8 1% 18% | 23 4% 54% I |
| ANY PERSONAL/SOCIAL | 186 6% 100% | 89 6% 48% | 96 6% 52% | 22 6% 12% | 27 5% 14% | 41 8% 22% | 22 5% 12% | 32 6% 17% | 42 6% 22% |
| ANY FORMAL MAIL | 1424 45% 100% EH | 712 47% 50% | 712 42% 50% | 217 53% 15% I | 300 53% 21% I | 195 37% 14% | 240 54% 17% I | 282 48% 20% | 190 30% 13% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 273 9% 100% | 117 8% 43% | 155 9% 57% | 35 9% 13% | 38 7% 14% | 45 8% 16% | 33 7% 12% | 44 7% 16% | 79 12% 29% I |
| ANY UNADDRESSED OR ADVERTISING MAIL | 1179 37% 100% CF | 528 35% 45% | 652 39% 55% | 112 27% 9% | 183 32% 15% | 233 44% 20% I | 136 31% 12% | 217 37% 18% | 299 46% 25% I |
| DON'T SEND PARCELS IN AN AVERAGE MONTH | 1086 34% 100% G | 542 36% 50% | 544 32% 50% | 168 41% 15% I | 169 30% 16% | 205 39% 19% I | 166 37% 15% | 141 24% 13% | 236 37% 22% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|--|--------------------|-----------------|------------------------|------------------------|------------------------|------------------------------|------------------------|-----------------------|-------------------|----------------------|--------------------|------------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| | 3191 100% | 104 3% | 572 18% | 820 26% | 628 20% | 439 14% | 628 20% | 676 21% | 1448 45% | 1067 33% | 2749 86% | 203 6% | 81 3% | 158 5% | 2774 87% | 232 7% |
| | 3181 100% | 115* 4% | 588 18% | 964 30% | 674 21% | 390 12% | 451 14% | 703 22% | 1637 51% | 840 26% | 2670 84% | 276 9% | 87* 3% | 148 5% | 2763 87% | 232 7% |
| | 46 1% 100% | 2 2% 4% | 14 2% 31% | 12 1% 26% | 6 1% 14% | 5 1% 10% | 7 2% 15% | 16 2% 35% | 19 1% 40% | 12 2% 25% | 45 2% 99% | - - - | - - - | 1 1% 1% | 33 1% 71% | 5 2% 12% |
| | 140 4% 100% | 7 6% 5% | 25 4% 18% | 37 4% 26% | 30 5% 22% | 12 3% 8% | 30 7% 21% CE | 31 4% 22% | 67 4% 48% | 41 5% 30% | 126 5% 90% | 4 2% 3% | 2 3% 2% | 7 5% 5% | 101 4% 73% | 23 10% 16% N |
| | 243 8% 100% | 10 9% 4% | 57 10% 24% CD | 58 6% 24% | 41 6% 17% | 28 7% 12% | 49 11% 20% CD | 68 10% 28% H | 98 6% 41% | 77 9% 32% H | 195 7% 80% | 33 12% 14% J | 7 8% 3% | 8 5% 3% | 192 7% 79% | 22 10% 9% |
| | 315 10% 100% | 11 10% 4% | 58 10% 18% | 104 11% 33% F | 70 10% 22% | 40 10% 13% | 33 7% 11% | 69 10% 22% | 173 11% 55% | 73 9% 23% | 246 9% 78% | 48 18% 15% JL | 6 7% 2% | 16 11% 5% | 291 11% 92% | 15 6% 5% |
| | 866 27% 100% | 28 24% 3% | 150 25% 17% | 261 27% 30% | 195 29% 23% F | 129 33% 15% BC F | 103 23% 12% | 177 26% 20% | 456 28% 53% | 232 28% 27% | 720 27% 83% | 71 26% 8% | 38 44% 4% JKM | 36 24% 4% | 714 26% 82% | 87 37% 10% N |
| | 73 2% 100% | 2 1% 2% | 19 3% 26% F | 21 2% 29% | 17 3% 24% | 8 2% 11% | 5 1% 7% | 21 3% 28% | 38 2% 53% | 14 2% 19% | 66 2% 91% | 2 1% 2% | 4 5% 5% K | 1 1% 2% | 58 2% 80% | 11 5% 15% N |
| | 44 1% 100% | 2 2% 4% | 9 1% 20% | 22 2% 50% DF | 4 1% 10% | 4 1% 10% | 3 1% 6% | 11 2% 24% | 26 2% 59% | 7 1% 16% | 36 1% 82% | 7 2% 16% | - - - | 1 1% 2% | 38 1% 87% | - - - |
| | 156 5% 100% | 7 6% 4% | 27 5% 17% | 43 4% 28% | 34 5% 22% | 22 6% 14% | 23 5% 15% | 34 5% 22% | 78 5% 50% | 45 5% 29% | 121 5% 78% | 26 9% 16% J | 4 5% 3% | 6 4% 4% | 150 5% 96% O | 4 2% 3% |
| | 57 2% 100% | 4 3% 7% | 10 2% 18% | 24 3% 42% F | 9 1% 15% | 6 2% 11% | 4 1% 7% | 14 2% 25% | 33 2% 57% | 10 1% 18% | 48 2% 85% | 3 1% 5% | 2 3% 4% | 3 2% 6% | 52 2% 91% | 2 1% 4% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|--|---------------------|----------------------|------------------------|-------------------------|-------------------------|-------------------------|--------------------------|------------------------|------------------------|-------------------------|--------------------------|-------------------------|------------------------------------|-----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3181 100% | 115* 4% . | 588 18% | 964 30% | 674 21% | 390 12% | 451 14% | 703 22% | 1637 51% | 840 26% | 2670 84% | 276 9% | 87* 3% . | 148 5% | 2763 87% | 232 7% |
| UNADDRESSED MAIL | 661 21% 100% | 20 17% 3% | 98 17% 15% | 185 19% 28% | 151 22% 23% B | 88 22% 13% B | 119 26% 18% BC | 117 17% 18% | 337 21% 51% | 207 25% 31% GH | 547 20% 83% | 55 20% 8% | 19 22% 3% | 39 27% 6% | 614 22% 93% O | 26 11% 4% |
| ADDRESSED ADVERTISING MAIL | 518 16% 100% | 23 20% 5% E | 103 18% 20% E | 183 19% 35% EF | 103 15% 20% | 43 11% 8% | 62 14% 12% | 127 18% 24% I | 286 17% 55% I | 106 13% 20% | 464 17% 90% KL | 24 9% 5% | 3 4% 1% | 28 19% 5% KL | 465 17% 90% | 34 15% 7% |
| OTHER | 6 . | - . | 4 1% 6% C | - . | 1 . | - . | 1 . | 4 1% 6% H | 1 . | 1 . | 5 . | 1 . | - . | - . | 6 . | - . |
| NONE | 14 . | - . | 1 . | 3 . | 4 1% 28% | 4 1% 27% | 2 . | 1 . | 7 . | 6 1% 42% | 10 . | 2 1% 16% | - . | 1 9% | 9 . | 3 1% 19% |
| DON'T KNOW | 42 1% 100% | - . | 13 2% 30% E | 11 1% 25% | 8 1% 19% | 2 . | 9 2% 21% E | 13 2% 30% | 19 1% 44% | 11 1% 25% | 41 2% 97% | - . | - . | 1 3% | 42 2% 100% | - . |
| ANY PERSONAL/SOCIAL | 186 6% 100% | 9 7% 5% | 39 7% 21% | 49 5% 26% | 37 5% 20% | 16 4% 9% | 37 8% 20% CE | 47 7% 25% | 86 5% 46% | 53 6% 28% | 171 6% 92% K | 4 2% 2% | 2 3% 1% | 8 5% 4% K | 134 5% 72% N | 28 12% 15% N |
| ANY FORMAL MAIL | 1424 45% 100% | 49 43% 3% | 265 45% 19% | 422 44% 30% | 305 45% 21% | 196 50% 14% CF | 186 41% 13% | 314 45% 22% | 728 44% 51% | 382 45% 27% | 1160 43% 81% | 153 55% 11% JM | 51 59% 4% JM | 59 40% 4% | 1196 43% 84% | 124 53% 9% N |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 273 9% 100% | 10 9% 4% | 55 9% 20% | 86 9% 32% | 56 8% 20% | 34 9% 13% | 32 7% 12% | 65 9% 24% | 142 9% 52% | 66 8% 24% | 223 8% 82% | 34 12% 13% M | 8 9% 3% | 8 5% 3% | 246 9% 90% | 15 6% 6% |
| ANY UNADDRESSED OR ADVERTISING MAIL | 1179 37% 100% | 43 38% 4% | 201 34% 17% | 369 38% 31% | 254 38% 22% | 131 34% 11% | 181 40% 15% BE | 244 35% 21% | 623 38% 53% | 312 37% 26% | 1011 38% 86% KL | 79 29% 7% | 23 26% 2% | 67 45% 6% KL | 1078 39% 91% O | 60 26% 5% |
| DON'T SEND PARCELS IN AN AVERAGE MONTH | 1086 34% 100% | 21 18% 2% | 124 21% 11% | 276 29% 25% AB | 260 39% 24% AB | 170 44% 16% AB | 236 52% 22% ABC | 145 21% 13% | 536 33% 49% G | 406 48% 37% GH | 872 33% 80% | 114 41% 10% J | 35 41% 3% | 65 44% 6% J | 933 34% 86% | 89 38% 8% |

GfK

GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|--------------------|-------------------------------|--|----------------------------|-----------------------|-----------------------|--------------------------|------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3191 100% | 876 27% | 564 18% | 312 10% | 1732 54% | 532 17% | 112 4% | 2608 82% |
| 3181 100% | 848 27% | 553 17% | 295 9% | 1729 54% | 548 17% | 108* 3% | 2577 81% |
| 46 1% 100% | 16 2% 34% | 6 1% 14% | 9 3% 20% BDG | 17 1% 37% | 12 2% 27% D | 1 1% 2% | 33 1% 72% |
| 140 4% 100% | 58 7% 42% DEG | 26 5% 19% | 32 11% 23% ABDEFG | 57 3% 41% | 22 4% 16% | 4 4% 3% | 115 4% 83% |
| 243 8% 100% | 86 10% 35% D | 57 10% 23% D | 29 10% 12% | 117 7% 48% | 39 7% 16% | 10 9% 4% | 203 8% 84% |
| 315 10% 100% | 91 11% 29% C | 76 14% 24% CDG | 15 5% 5% | 157 9% 50% C | 61 11% 19% C | 13 12% 4% C | 248 10% 79% C |
| 866 27% 100% | 233 28% 27% | 134 24% 16% | 99 34% 11% BDEG | 472 27% 54% | 142 26% 16% | 27 25% 3% | 705 27% 81% |
| 73 2% 100% | 21 3% 30% | 10 2% 14% | 12 4% 16% | 39 2% 54% | 11 2% 15% | 2 1% 2% | 61 2% 84% |
| 44 1% 100% | 13 2% 29% | 8 1% 19% | 5 2% 11% | 18 1% 41% | 13 2% 30% D | * 1% 1% | 31 1% 70% |
| 156 5% 100% | 28 3% 18% | 23 4% 15% C | 4 2% 3% | 90 5% 58% AC | 37 7% 23% AC | 12 12% 8% ABCDG | 118 5% 76% C |
| 57 2% 100% | 14 2% 25% | 11 2% 20% | 3 1% 5% | 30 2% 53% | 13 2% 22% | 4 3% 6% | 44 2% 78% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|----------------------------|----------------------------|------------------------|----------------------|-------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3181 100% | 848 27% | 553 17% | 295 9% | 1729 54% | 548 17% | 108* 3% | 2577 81% |
| 661 21% 100% | 133 16% 20% C | 103 19% 16% C | 30 10% 5% | 418 24% 63% ABCEG | 98 18% 15% C | 17 16% 3% | 551 21% 83% AC |
| 518 16% 100% | 141 17% 27% | 91 16% 17% | 50 17% 10% | 277 16% 53% | 93 17% 18% | 14 13% 3% | 418 16% 81% |
| 6 - 100% | - - - | - - - | - - - | 4 - 67% | 2 - 33% | - - - | 4 - 67% |
| 14 - 100% | 8 1% 56% D | 5 1% 35% | 3 1% 21% D | 4 - 29% | 1 - 9% | 1 1% 9% | 12 - 85% |
| 42 1% 100% | 6 1% 14% | 4 1% 8% | 2 1% 6% | 28 2% 66% | 4 1% 9% | 2 2% 4% | 34 1% 80% |
| 186 6% 100% | 74 9% 40% DG | 32 6% 17% | 42 14% 22% ABDEFG | 74 4% 40% | 35 6% 19% | 5 4% 3% | 148 6% 80% |
| 1424 45% 100% | 410 48% 29% D | 266 48% 19% | 144 49% 10% | 746 43% 52% | 241 44% 17% | 50 47% 4% | 1156 45% 81% |
| 273 9% 100% | 62 7% 23% | 41 7% 15% | 21 7% 8% | 147 9% 54% | 61 11% 22% AG | 15 13% 5% A | 209 8% 77% |
| 1179 37% 100% | 274 32% 23% | 193 35% 16% C | 81 27% 7% | 695 40% 59% ABCEF | 192 35% 16% C | 32 29% 3% | 969 38% 82% AC |
| 1086 34% 100% | 286 34% 26% CE | 208 38% 19% CEF | 78 27% 7% | 631 37% 58% CEF | 146 27% 13% | 28 26% 3% | 918 36% 84% CE |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | UK GEOGRAPHICS GROUPS | | | | | |
|---|--------------------|--------------------------|------------------------|----------------------------|------------------------|-----------------------|----------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3191 100% | 386 12% | 490 15% | 1116 35% | 616 19% | 52 2% | 80 3% |
| WEIGHTED TOTAL | 3181 100% | 361 11% | 487 15% | 1122 35% | 608 19% | 52* 2% | 80* 3% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 46 1% 100% | 10 3% 23% C | 5 1% 11% | 8 1% 18% | 9 1% 19% | - - - | 1 1% 2% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 140 4% 100% | 39 11% 28% BCDF | 20 4% 14% C | 22 2% 16% | 35 6% 25% C | 3 5% 2% | 17 4% 12% C |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 243 8% 100% | 35 10% 15% C | 51 10% 21% C | 73 6% 30% | 44 7% 18% | 3 5% 1% | 28 7% 12% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 315 10% 100% | 28 8% 9% | 63 13% 20% AC | 92 8% 29% | 65 11% 21% | 9 18% 3% AC | 44 11% 14% |
| BILLS/INVOICES/ STATEMENTS | 866 27% 100% | 118 33% 14% BD | 115 24% 13% | 312 28% 36% | 159 26% 18% | 12 22% 1% | 108 26% 12% |
| LOCAL NEWSPAPERS/ MAGAZINES | 73 2% 100% | 12 3% 16% | 10 2% 14% | 28 3% 39% | 11 2% 15% | - - - | 9 2% 13% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 44 1% 100% | 5 1% 12% | 7 2% 17% | 10 1% 24% | 7 1% 17% | 3 6% 7% ABCD | 9 2% 21% |
| CATALOGUES/BROCHURES | 156 5% 100% | 7 2% 5% | 21 4% 13% | 47 4% 30% | 43 7% 28% AC | 5 10% 3% A | 20 5% 13% A |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 57 2% 100% | 4 1% 8% | 10 2% 17% | 17 1% 29% | 14 2% 24% | 4 7% 7% ABCF | 8 2% 14% |
| UNADDRESSED MAIL | 661 21% 100% | 39 11% 6% | 95 9% 14% A | 308 27% 47% ABDEF | 110 18% 17% A | 7 13% 1% | 78 9% 12% A |
| ADDRESSED ADVERTISING MAIL | 518 16% 100% | 57 16% 11% | 83 17% 16% | 180 16% 35% | 98 16% 19% | 4 8% 1% | 78 19% 15% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|--------------|---------------------------|-------------------------|----------------------------|-------------------------|-----------------------|-------------------------|------------------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3181 100% | 361 11% | 487 15% | 1122 35% | 608 19% | 52* 2% | 415 13% | 80* 3% |
| 6 100% | - - | - - | - - | 4 1% 67% C | - - | 2 33% C | - - |
| 14 100% | 4 1% 27% C | 4 1% 29% C | 1 8% | 3 21% | 1 2% 9% CF | - - | - - |
| 42 100% | 2 1% 6% | 4 1% 8% | 24 2% 55% F | 5 1% 11% | 1 2% 3% | 2 5% | 1 1% 1% |
| 186 100% | 49 14% 26% BCDFG | 25 5% 13% C | 30 3% 16% | 44 7% 24% C | 3 5% 2% | 28 7% 15% C | 3 4% 2% |
| 1424 100% | 181 50% 13% C | 229 47% 16% | 477 42% 33% | 269 44% 19% | 24 45% 2% | 180 43% 13% | 38 47% 3% |
| 273 100% | 24 7% 9% | 38 8% 14% | 86 8% 31% | 62 10% 23% | 9 16% 3% AC | 39 9% 14% | 13 16% 5% ABC |
| 1179 100% | 96 27% 8% | 178 37% 15% AE | 488 43% 41% ABDEG | 208 34% 18% A | 11 21% 1% | 156 37% 13% AE | 25 31% 2% |
| 1086 100% | 112 31% 10% F | 174 36% 16% F | 402 36% 37% F | 230 38% 21% AF | 25 47% 2% AF | 98 24% 9% | 23 29% 2% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|---|--------------------|-----------------|-------------------|-------------------|-------------------|------------------------|------------------------|-------------------|-------------------|------------------------|--------------------|-----------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3191 100% | 104 3% | 572 18% | 820 26% | 628 20% | 439 14% | 628 20% | 676 21% | 1448 45% | 1067 33% | 2749 86% | 203 6% | 81 3% | 158 5% | 2774 87% | 232 7% |
| WEIGHTED TOTAL | 3181 100% | 115 4% | 588 18% | 964 30% | 674 21% | 390 12% | 451 14% | 703 22% | 1637 51% | 840 26% | 2670 84% | 276 9% | 87 3% | 148 5% | 2763 87% | 232 7% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 46 1% 100% | 2 2% 4% | 14 2% 31% | 12 1% 26% | 6 1% 14% | 5 1% 10% | 7 2% 15% | 16 2% 35% | 19 1% 40% | 12 2% 25% | 45 2% 99% | - - - | - - - | 1 1% 1% | 33 1% 71% | 5 2% 12% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 140 4% 100% | 7 6% 5% | 25 4% 18% | 37 4% 26% | 30 5% 22% | 12 3% 8% | 30 7% 21% | 31 4% 22% | 67 4% 48% | 41 5% 30% | 126 5% 90% | 4 2% 3% | 2 3% 2% | 7 5% 5% | 101 4% 73% | 23 10% 16% T |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 243 8% 100% | 10 9% 4% | 57 10% 24% | 58 6% 24% | 41 6% 17% | 28 7% 12% | 49 11% 20% T | 68 10% 28% | 98 6% 41% | 77 9% 32% | 195 7% 80% | 33 12% 14% T | 7 8% 3% | 8 5% 3% | 192 7% 79% | 22 10% 9% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 315 10% 100% | 11 10% 4% | 58 10% 18% | 104 11% 33% | 70 10% 22% | 40 10% 13% | 33 7% 11% | 69 10% 22% | 173 11% 55% | 73 9% 23% | 246 9% 78% | 48 18% 19% T | 6 7% 2% | 16 11% 5% | 291 11% 92% | 15 6% 5% |
| BILLS/INVOICES/ STATEMENTS | 866 27% 100% | 28 24% 3% | 150 25% 17% | 261 27% 30% | 195 29% 23% | 129 33% 15% T | 103 23% 12% | 177 25% 20% | 456 28% 53% | 232 28% 27% | 720 27% 83% | 71 26% 8% | 38 44% 4% T | 36 24% 4% | 714 26% 82% | 87 37% 10% T |
| LOCAL NEWSPAPERS/ MAGAZINES | 73 2% 100% | 2 1% 2% | 19 3% 26% | 21 2% 29% | 17 3% 24% | 8 2% 11% | 5 1% 7% | 21 3% 28% | 38 2% 53% | 14 2% 19% | 66 2% 91% | 2 1% 2% | 4 5% 5% | 1 1% 2% | 58 2% 80% | 11 5% 15% T |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 44 1% 100% | 2 2% 4% | 9 1% 20% | 22 2% 50% | 4 1% 10% | 4 1% 10% | 3 1% 6% | 11 2% 24% | 26 2% 59% | 7 1% 16% | 36 1% 82% | 7 2% 16% | - - - | 1 1% 2% | 38 1% 87% | - - - |
| CATALOGUES/BROCHURES | 156 5% 100% | 7 6% 4% | 27 5% 17% | 43 4% 28% | 34 5% 22% | 22 6% 14% | 23 5% 15% | 34 5% 22% | 78 5% 50% | 45 5% 29% | 121 5% 78% | 26 9% 16% T | 4 5% 3% | 6 4% 4% | 150 5% 96% | 4 2% 3% |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 57 2% 100% | 4 3% 7% | 10 2% 18% | 24 3% 42% | 9 1% 15% | 6 2% 11% | 4 1% 7% | 14 2% 25% | 33 2% 57% | 10 1% 18% | 48 2% 85% | 3 1% 5% | 2 3% 4% | 3 2% 6% | 52 2% 91% | 2 1% 4% |
| UNADDRESSED MAIL | 661 21% 100% | 20 17% 3% | 98 17% 15% | 185 19% 28% | 151 22% 23% | 88 22% 13% | 119 26% 18% T | 117 17% 18% | 337 21% 51% | 207 25% 31% T | 547 20% 83% | 55 20% 8% | 19 22% 3% | 39 27% 6% | 614 22% 93% | 26 11% 4% |
| BGO | | | | | | | | | | | | | | | | |

GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|--|---------------------|-----------------|-------------------|-------------------|------------------------|------------------------|------------------------|-------------------|-------------------|------------------------|--------------------|---------------------|------------------------------------|----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3181 100% | 115* 4% | 588 18% | 964 30% | 674 21% | 390 12% | 451 14% | 703 22% | 1637 51% | 840 26% | 2670 84% | 276 9% | 87* 3% | 148 5% | 2763 87% | 232 7% |
| ADDRESSED ADVERTISING MAIL | 518 16% 100% | 23 20% 5% | 103 18% 20% | 183 19% 35% | 103 15% 20% | 43 11% 8% | 62 14% 12% | 127 18% 24% | 286 17% 55% | 106 13% 20% | 464 17% 90% | 24 9% 5% | 3 4% 1% | 28 19% 5% | 465 17% 90% | 34 15% 7% |
| OTHER | 6 100% | - - | 4 69% T | - - | 1 14% | - - | 1 17% | 4 69% | 1 14% | 1 17% | 5 83% | 1 17% | - - | - - | 6 100% | - - |
| NONE | 14 100% | - - | 1 11% | 3 19% | 4 28% | 4 27% | 2 15% | 1 11% | 7 48% | 6 42% | 10 74% | 2 16% | - - | 1 9% | 9 64% | 3 19% |
| DON'T KNOW | 42 1% | - - | 13 30% | 11 25% | 8 19% | 2 4% | 9 21% | 13 30% | 19 44% | 11 25% | 41 97% | - - | - - | 1 3% | 42 100% | - - |
| ANY PERSONAL/SOCIAL MAIL | 186 6% 100% | 9 7% 5% | 39 7% 21% | 49 5% 26% | 37 5% 20% | 16 4% 9% | 37 8% 20% | 47 7% 25% | 86 5% 46% | 53 6% 28% | 171 6% 92% | 4 2% 2% | 2 3% 1% | 8 5% 4% | 134 5% 72% | 28 12% 15% T |
| ANY FORMAL MAIL | 1424 45% 100% | 49 43% 3% | 265 45% 19% | 422 44% 30% | 305 45% 21% | 196 50% 14% | 186 41% 13% | 314 45% 22% | 728 44% 51% | 382 45% 27% | 1160 43% 81% | 153 55% 11% | 51 59% 4% T | 59 40% 4% | 1196 43% 84% | 124 53% 9% T |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 273 9% 100% | 10 9% 4% | 55 9% 20% | 86 9% 32% | 56 8% 20% | 34 9% 13% | 32 7% 12% | 65 9% 24% | 142 9% 52% | 66 8% 24% | 223 8% 82% | 34 12% 13% | 8 9% 3% | 8 5% 3% | 246 9% 90% | 15 6% 6% |
| ANY UNADDRESSED OR ADVERTISING MAIL | 1179 37% 100% | 43 38% 4% | 201 34% 17% | 369 38% 31% | 254 38% 22% | 131 34% 11% | 181 40% 15% | 244 35% 21% | 623 38% 53% | 312 37% 26% | 1011 38% 86% | 79 29% 7% | 23 26% 2% | 67 45% 6% T | 1078 39% 91% | 60 26% 5% |
| DON'T SEND PARCELS IN AN AVERAGE MONTH | 1086 34% 100% | 21 18% 2% | 124 21% 11% | 276 29% 25% | 260 39% 24% T | 170 44% 16% T | 236 52% 22% T | 145 21% 13% | 536 33% 49% | 406 48% 37% T | 872 33% 80% | 114 41% 10% | 35 41% 3% | 65 44% 6% T | 933 34% 86% | 89 38% 8% |

GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|-------------------------|----------------------------------|---|-----------------------|-------------------|-------------------|----------------------|-------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3191 100% | 876 27% | 564 18% | 312 10% | 1732 54% | 532 17% | 112 4% | 2608 82% |
| 3181 100% | 848 27% | 553 17% | 295 9% | 1729 54% | 548 17% | 108* 3% | 2577 81% |
| 46 1% 100% | 16 2% 34% | 6 1% 14% | 9 3% 20% H | 17 1% 37% | 12 2% 27% | 1 1% 2% | 33 1% 72% |
| 140 4% 100% | 58 7% 42% H | 26 5% 19% | 32 11% 23% H | 57 3% 41% | 22 4% 16% | 4 4% 3% | 115 4% 83% |
| 243 8% 100% | 86 10% 35% H | 57 10% 23% | 29 10% 12% | 117 7% 48% | 39 7% 16% | 10 9% 4% | 203 8% 84% |
| 315 10% 100% C | 91 11% 29% | 76 14% 24% H | 15 5% 5% | 157 9% 50% | 61 11% 19% | 13 12% 4% | 248 10% 79% |
| 866 27% 100% | 233 28% 27% | 134 24% 16% | 99 34% 11% H | 472 27% 54% | 142 26% 16% | 27 25% 3% | 705 27% 81% |
| 73 2% 100% | 21 3% 30% | 10 2% 14% | 12 4% 16% | 39 2% 54% | 11 2% 15% | 2 1% 2% | 61 2% 84% |
| 44 1% 100% | 13 2% 29% | 8 1% 19% | 5 2% 11% | 18 1% 41% | 13 2% 30% | * 1% 1% | 31 1% 70% |
| 156 5% 100% C | 28 3% 18% | 23 4% 15% | 4 2% 3% | 90 5% 58% | 37 7% 23% | 12 12% 8% H | 118 5% 76% |
| 57 2% 100% | 14 2% 25% | 11 2% 20% | 3 1% 5% | 30 2% 53% | 13 2% 22% | 4 3% 6% | 44 2% 78% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|---------------------------|----------------------------------|---|-----------------------|------------------------|-------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3181 100% | 848 27% | 553 17% | 295 9% | 1729 54% | 548 17% | 108 3% | 2577 81% |
| 661 21% 100% AC | 133 16% 20% | 103 19% 16% | 30 10% 5% | 418 24% 63% H | 98 18% 15% | 17 16% 3% | 551 21% 83% |
| 518 16% 100% | 141 17% 27% | 91 16% 17% | 50 17% 10% | 277 16% 53% | 93 17% 18% | 14 13% 3% | 418 16% 81% |
| 6 - 100% | - - - | - - - | - - - | 4 - 67% | 2 - 33% | - - - | 4 - 67% |
| 14 - 100% | 8 1% 56% | 5 1% 35% | 3 1% 21% | 4 - 29% | 1 - 9% | 1 1% 9% | 12 - 85% |
| 42 1% 100% | 6 1% 14% | 4 1% 8% | 2 1% 6% | 28 2% 66% | 4 1% 9% | 2 2% 4% | 34 1% 80% |
| 186 6% 100% D | 74 9% 40% H | 32 6% 17% | 42 14% 22% H | 74 4% 40% | 35 6% 19% | 5 4% 3% | 148 6% 80% |
| 1424 45% 100% | 410 48% 29% | 266 48% 19% | 144 49% 10% | 746 43% 52% | 241 44% 17% | 50 47% 4% | 1156 45% 81% |
| 273 9% 100% | 62 7% 23% | 41 7% 15% | 21 7% 8% | 147 9% 54% | 61 11% 22% | 15 13% 5% | 209 8% 77% |
| 1179 37% 100% AC | 274 32% 23% | 193 35% 16% | 81 27% 7% | 695 40% 59% H | 192 35% 16% | 32 29% 3% | 969 38% 82% |
| 1086 34% 100% CE | 286 34% 26% | 208 38% 19% | 78 27% 7% | 631 37% 58% | 146 27% 13% | 28 26% 3% | 918 36% 84% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|---|--------------------|------------------------|-------------------|------------------------|----------------------|--------------------|----------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3191 100% | 386 12% | 490 15% | 1116 35% | 616 19% | 52 2% | 80 3% |
| WEIGHTED TOTAL | 3181 100% | 361 11% | 487 15% | 1122 35% | 608 19% | 52* 2% | 80* 3% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 46 1% 100% | 10 3% 23% H | 5 1% 11% | 8 1% 18% | 9 1% 19% | - - - | 1 1% 2% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 140 4% 100% | 39 11% 28% H | 20 4% 14% | 22 2% 16% | 35 6% 25% | 3 5% 2% | 3 3% 2% |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 243 8% 100% | 35 10% 15% | 51 10% 21% | 73 6% 30% | 44 7% 18% | 3 5% 1% | 8 10% 3% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 315 10% 100% | 28 8% 9% | 63 13% 20% | 92 8% 29% | 65 11% 21% | 9 18% 3% | 8 10% 3% |
| BILLS/INVOICES/ STATEMENTS | 866 27% 100% | 118 33% 14% H | 115 24% 13% | 312 28% 36% | 159 26% 18% | 12 22% 1% | 22 27% 3% |
| LOCAL NEWSPAPERS/ MAGAZINES | 73 2% 100% | 12 3% 16% | 10 2% 14% | 28 3% 39% | 11 2% 15% | - - - | 2 2% 2% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 44 1% 100% | 5 1% 12% | 7 2% 17% | 10 1% 24% | 7 1% 17% | 3 6% 7% H | 9 2% 21% |
| CATALOGUES/BROCHURES | 156 5% 100% | 7 2% 5% | 21 4% 13% | 47 4% 30% | 43 7% 28% H | 5 10% 3% | 11 13% 7% H |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 57 2% 100% | 4 1% 8% | 10 2% 17% | 17 1% 29% | 14 2% 24% | 4 7% 7% H | 8 1% 14% |
| UNADDRESSED MAIL | 661 21% 100% | 39 11% 6% | 95 19% 14% | 308 27% 47% H | 110 18% 17% | 7 13% 1% | 13 17% 2% |
| ADDRESSED ADVERTISING MAIL | 518 16% 100% | 57 16% 11% | 83 17% 16% | 180 16% 35% | 98 16% 19% | 4 8% 1% | 12 14% 2% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|---|---------------------|-----------------------|------------|-------------|------------|-----------|-----------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| WEIGHTED TOTAL | 3181 100% | 361 11% | 487 15% | 1122 35% | 608 19% | 52* 2% | 80* 3% |
| OTHER | 6 100% | - - | - - | - - | 4 7% | - - | - - |
| NONE | 14 100% | 4 1% | 4 1% | 1 8% | 3 2% | 1 9% | - - |
| DON'T KNOW | 42 100% | 2 1% | 4 1% | 24 2% | 5 1% | 2 3% | 1 1% |
| ANY PERSONAL/SOCIAL | 186 100% | 49 26% | 25 13% | 30 16% | 44 24% | 3 2% | 3 2% |
| ANY FORMAL MAIL | 1424 100% | 181 13% | 229 16% | 477 33% | 269 19% | 24 2% | 38 3% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 273 100% | 24 9% | 38 14% | 86 31% | 62 23% | 9 3% | 13 5% |
| ANY UNADDRESSED OR ADVERTISING MAIL | 1179 100% | 96 8% | 178 15% | 488 41% | 208 18% | 11 1% | 25 2% |
| DON'T SEND PARCELS IN AN AVERAGE MONTH | 1086 100% | 112 10% | 174 16% | 402 37% | 230 21% | 25 2% | 23 2% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|--------------------|-----------------------|------------------------|------------------------|-------------------------|----------------------|------------------------|--------------------------------|---------------------------|--------------------------------|-------------------------|--------------------------|------------------------|----------------------|------------------------|-----------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3191 100% | 335 10% | 341 11% | 669 21% | 779 24% | 420 13% | 647 20% | 124 4% | 371 12% | 306 10% | 229 7% | 503 16% | 300 9% | 323 10% | 574 18% | 461 14% |
| WEIGHTED TOTAL | 3181 100% | 357 11% | 346 11% | 796 25% | 842 26% | 350 11% | 490 15% | 137 4% | 450 14% | 266 8% | 282 9% | 643 20% | 233 7% | 285 9% | 544 17% | 341 11% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 46 1% 100% | 7 2% 16% | 9 3% 19% | 11 1% 23% | 8 1% 17% | 6 2% 13% | 6 1% 12% | 3 2% 7% | 5 1% 10% | 6 2% 13% | 6 2% 13% | 5 1% 11% | 2 1% 3% | 7 2% 14% | 9 2% 19% | 4 1% 9% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 140 4% 100% | 21 6% 15% | 10 3% 7% | 33 4% 24% | 34 4% 24% | 12 3% 8% | 30 6% 21% | 4 3% 3% | 18 4% 13% | 9 5% 6% | 13 5% 9% | 21 3% 15% | 13 5% 9% | 14 5% 10% | 29 5% 20% | 20 6% 14% |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 243 8% 100% | 35 10% 14% D | 33 9% 13% D | 53 7% 22% | 45 6% 19% | 34 9% 14% D | 43 9% 18% D | 13 10% 5% | 31 7% 13% | 34 13% 14% HKMN O | 33 12% 14% KN | 38 6% 16% | 19 8% 8% | 21 7% 9% | 29 5% 12% | 24 7% 10% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 315 10% 100% | 37 10% 12% | 32 9% 10% | 81 10% 26% | 92 11% 29% | 34 10% 11% | 39 8% 12% | 10 8% 3% | 29 6% 9% | 14 5% 4% | 33 12% 10% HI | 73 11% 23% HI | 24 10% 8% I | 26 9% 8% | 71 13% 22% HI | 35 10% 11% I |
| BILLS/INVOICES/ STATEMENTS | 866 27% 100% | 98 28% 11% | 79 23% 9% | 241 30% 28% B | 215 26% 25% | 98 28% 11% | 134 27% 15% | 49 36% 6% MNO | 172 38% 20% KMNO | 104 39% 12% JKMN O | 85 30% 10% MNO | 199 31% 23% MNO | 78 34% 9% MNO | 44 15% 5% | 85 16% 10% | 50 15% 6% |
| LOCAL NEWSPAPERS/ MAGAZINES | 73 2% 100% | 10 3% 14% | 10 3% 14% F | 24 3% 33% F | 15 2% 20% | 9 2% 12% | 5 1% 7% | 11 8% 15% HUK LMNO | 7 2% 10% | 5 2% 6% | 3 1% 5% | 19 3% 26% | 3 1% 4% | 6 2% 9% | 12 2% 17% | 6 2% 8% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 44 1% 100% | 7 2% 17% | 3 1% 8% | 16 2% 37% | 10 1% 23% | 3 1% 7% | 4 1% 9% | - - - O | 11 2% 25% O | 4 1% 9% | 5 2% 10% | 6 1% 14% | 1 1% 3% | 6 2% 14% | 9 2% 20% | 2 1% 4% |
| CATALOGUES/BROCHURES | 156 5% 100% | 10 3% 6% | 24 7% 15% AGE | 27 3% 17% | 51 6% 32% AC | 12 3% 8% | 33 7% 21% ACE | 3 2% 2% | 16 3% 10% | 12 4% 8% | 12 4% 8% | 20 3% 13% | 12 5% 7% | 19 7% 12% K | 42 8% 27% GHK | 22 6% 14% K |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 57 2% 100% | 8 2% 14% | 6 2% 11% | 21 3% 37% F | 12 1% 21% | 6 2% 10% | 4 1% 8% | 5 4% 9% LNO | 15 3% 26% LNO | 7 1% 13% NO | 5 2% 9% | 14 2% 25% NO | 2 1% 3% | 4 1% 6% | 4 1% 6% | 1 - 2% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|--|----------------------------|---------------------|------------------------|--------------------------|-------------------------|---------------------------|---------------------------|------------------------|---------------------------|----------------------------|--------------------------|--------------------------|----------------------------|-------------------------------|--------------------------------|--------------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3181 100% | 357 11% | 346 11% | 796 25% | 842 26% | 350 11% | 490 15% | 137 4% | 450 14% | 266 8% | 282 9% | 643 20% | 233 7% | 285 9% | 544 17% | 341 11% |
| UNADDRESSED MAIL | 661 21% 100% | 57 16% 9% | 60 17% 9% | 142 18% 22% | 194 23% 29% AC | 90 26% 14% ABC | 117 24% 18% ABC | 22 16% 3% | 83 19% 13% | 53 20% 8% | 39 14% 6% | 130 20% 20% | 51 22% 8% J | 57 20% 9% | 124 23% 19% | 102 30% 16% GHJKLMN |
| ADDRESSED ADVERTISING MAIL | 518 16% 100% | 60 17% 12% | 67 19% 13% EF | 137 17% 26% E | 149 18% 29% EF | 41 12% 8% | 65 13% 12% | 15 11% 3% | 58 13% 11% I | 16 3% 3% | 43 15% 8% I | 111 21% 21% IL | 26 11% 5% I | 69 24% 13% GHJ KL | 117 21% 23% GHIL | 63 19% 12% GHIL |
| OTHER | 6 - 100% | - - - | 4 1% 69% CD | 1 - 14% | - - - | - - - | 1 - 17% | 1 1% 19% | - - - | 1 - 17% | - - - | 1 - 14% | - - - | 3 1% 50% N | - - - | - - - |
| NONE | 14 - 100% | 1 6% | 1 5% | 5 1% 39% | 1 - 8% | 5 1% 34% DF | 1 - 8% | - - - | 3 1% 21% | 1 8% | - - | 3 23% | 3 1% 19% N | 1 1% 11% | 1 4% | 2 1% 15% |
| DON'T KNOW | 42 1% 100% | 5 1% 11% | 8 2% 19% C | 3 8% | 15 2% 36% C | 2 1% 4% | 9 2% 21% C | - - - | 2 4% | - - | 5 1% 11% | 3 8% | 1 2% | 8 3% 19% HIKL | 14 3% 23% HIKL | 10 3% 23% HIKL |
| ANY PERSONAL/SOCIAL | 186 6% 100% | 28 8% 15% | 19 6% 10% | 44 5% 23% | 42 5% 23% | 18 5% 9% | 35 7% 19% | 7 5% 4% | 22 5% 12% | 15 6% 8% | 19 7% 10% | 26 4% 14% | 14 6% 8% | 21 7% 11% K | 37 7% 20% | 24 7% 13% |
| ANY FORMAL MAIL | 1424 45% 100% | 171 48% 12% | 143 41% 10% | 376 47% 26% | 352 42% 25% | 166 47% 12% | 216 44% 15% | 73 53% 5% MNO | 233 52% 16% MNO | 152 57% 11% KMNO | 151 53% 11% MNO | 310 48% 22% MNO | 121 52% 9% MNO | 91 32% 6% | 185 34% 13% | 109 32% 8% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 273 9% 100% | 27 8% 10% | 38 11% 14% | 66 8% 24% | 75 9% 28% | 23 7% 9% | 42 9% 15% | 14 10% 5% | 34 8% 12% | 20 8% 7% | 20 7% 7% | 45 7% 17% | 16 7% 6% | 31 11% 12% | 63 12% 23% KL | 30 9% 11% |
| ANY UNADDRESSED OR ADVERTISING MAIL | 1179 37% 100% | 117 33% 10% | 127 37% 11% | 279 35% 24% | 344 41% 29% AC | 131 37% 11% | 181 37% 15% | 37 27% 3% | 142 31% 12% | 70 26% 6% | 82 29% 7% | 241 37% 20% GU | 77 33% 6% | 125 44% 11% GHJ L | 241 44% 20% GHJ KL | 166 49% 14% GHJ KL |
| DON'T SEND PARCELS IN AN AVERAGE MONTH | 1086 34% 100% | 81 23% 7% | 64 18% 6% | 293 37% 27% ABD | 243 29% 22% B | 169 48% 16% ABCD | 237 48% 22% ABCD | 35 26% 3% J | 178 40% 16% GJKM | 121 45% 11% GJKMN | 37 13% 3% | 164 25% 15% J | 110 47% 10% GJKMN | 73 26% 7% J | 193 36% 18% GJKM | 175 51% 16% GHJKMN |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|---------------------------|---------------------|-----------------------|-----------------------|-------------------------|-----------------------|-----------------------|----------------------|------------------------|------------------------|-----------------------|------------------------|----------------------|--------------------|-----------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3191 100% | 335 10% | 341 11% | 669 21% | 779 24% | 420 13% | 647 20% | 124 4% | 371 12% | 306 10% | 229 7% | 503 16% | 300 9% | 323 10% | 574 18% | 461 14% |
| WEIGHTED TOTAL | 3181 100% | 357 11% | 346 11% | 796 25% | 842 26% | 350 11% | 490 15% | 137 4% | 450 14% | 266 8% | 282 9% | 643 20% | 233 7% | 285 9% | 544 17% | 341 11% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 46 1% 100% | 7 2% 16% | 9 3% 19% | 11 1% 23% | 8 1% 17% | 6 2% 13% | 6 1% 12% | 3 2% 7% | 5 1% 10% | 6 2% 13% | 6 2% 13% | 5 1% 11% | 2 1% 3% | 7 2% 14% | 9 2% 19% | 4 1% 9% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 140 4% 100% | 21 6% 15% | 10 3% 7% | 33 4% 24% | 34 4% 24% | 12 3% 8% | 30 6% 21% | 4 3% 3% | 18 4% 13% | 9 3% 6% | 13 5% 9% | 21 3% 15% | 13 5% 9% | 14 5% 10% | 29 5% 20% | 20 5% 14% |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 243 8% 100% D | 35 10% 14% | 33 9% 13% | 53 7% 22% | 45 6% 19% | 34 9% 14% | 43 9% 18% | 13 10% 5% | 31 7% 13% | 34 13% 14% P | 33 12% 14% P | 38 6% 16% | 19 8% 8% | 21 7% 9% | 29 5% 12% | 24 7% 10% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 315 10% 100% H | 37 10% 12% | 32 9% 10% | 81 10% 26% | 92 11% 29% | 34 10% 11% | 39 8% 12% | 10 8% 3% | 29 6% 9% | 14 5% 4% | 33 12% 10% | 73 11% 23% | 24 10% 8% | 26 9% 8% | 71 13% 22% P | 35 10% 11% |
| BILLS/INVOICES/ STATEMENTS | 866 27% 100% MNO | 98 28% 11% | 79 23% 9% | 241 30% 28% | 215 26% 25% | 98 28% 11% | 134 27% 15% | 49 36% 6% P | 172 38% 20% P | 104 39% 12% P | 85 30% 10% | 199 31% 23% | 78 34% 9% P | 44 15% 5% | 85 16% 10% | 50 15% 6% |
| LOCAL NEWSPAPERS/ MAGAZINES | 73 2% 100% | 10 3% 14% | 10 3% 14% | 24 3% 33% | 15 2% 20% | 9 2% 12% | 5 1% 7% | 11 8% 15% P | 7 2% 10% | 5 2% 6% | 3 1% 5% | 19 3% 26% | 3 1% 4% | 6 2% 9% | 12 2% 17% | 6 2% 8% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 44 1% 100% | 7 2% 17% | 3 1% 8% | 16 2% 37% | 10 1% 23% | 3 1% 7% | 4 1% 9% | - - 25% | 11 2% 25% | 4 1% 9% | 5 2% 10% | 6 1% 14% | 1 1% 3% | 6 2% 14% | 9 2% 20% | 2 1% 4% |
| CATALOGUES/BROCHURES | 156 5% 100% | 10 3% 6% | 24 7% 15% | 27 3% 17% | 51 6% 32% | 12 3% 8% | 33 7% 21% | 3 2% 2% | 16 3% 10% | 12 8% 8% | 12 4% 13% | 20 3% 13% | 12 5% 7% | 19 7% 12% | 42 8% 27% P | 22 6% 14% |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 57 2% 100% O | 8 2% 14% | 6 2% 11% | 21 3% 37% | 12 1% 21% | 6 2% 10% | 4 1% 8% | 5 4% 9% | 15 3% 26% | 7 1% 13% | 5 2% 9% | 14 2% 29% | 2 1% 3% | 4 1% 6% | 4 1% 6% | 1 * 2% |
| UNADDRESSED MAIL | 661 21% 100% J | 57 16% 9% | 60 17% 9% | 142 18% 22% | 194 23% 29% | 90 14% 14% P | 117 24% 18% | 22 16% 3% | 83 19% 13% | 53 20% 8% | 39 14% 6% | 130 20% 20% | 51 22% 8% | 57 20% 9% | 124 23% 19% | 102 30% 16% P |

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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|--|---------------------|-----------------------|-----------------------|-------------------------|------------------------|------------------------|----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3181 100% | 357 11% | 346 11% | 796 25% | 842 26% | 350 11% | 490 15% | 137 4% | 450 14% | 266 8% | 282 9% | 643 20% | 233 7% | 285 9% | 544 17% | 341 11% |
| ADDRESSED ADVERTISING MAIL | 518 16% 100% EIL | 60 17% 12% | 67 19% 13% | 137 17% 26% | 149 18% 29% | 41 12% 8% | 65 13% 12% | 15 11% 3% | 58 13% 11% | 16 6% 3% | 43 15% 8% | 111 17% 21% | 26 11% 5% | 69 24% 13% P | 117 21% 23% P | 63 19% 12% |
| OTHER | 6 100% | - - | 4 1% 69% P | 1 14% | - - | - - | 1 17% | 1 19% | - - | 1 17% | - - | 1 14% | - - | 3 1% 50% P | - - | - - |
| NONE | 14 100% | 1 6% | 1 5% | 5 1% 39% | 1 8% | 5 1% 34% P | 1 8% | - - | 3 1% 21% | 1 8% | - - | 3 23% | 3 19% | 1 1% 11% | 1 4% | 2 1% 15% |
| DON'T KNOW | 42 1% 100% | 5 1% 11% | 8 2% 19% | 3 8% | 15 2% 36% | 2 1% 4% | 9 2% 21% | - - | 2 4% | - - | 5 2% 11% | 3 8% | 1 2% | 8 3% 19% P | 14 3% 33% P | 10 3% 23% P |
| ANY PERSONAL/SOCIAL | 186 6% 100% | 28 8% 15% | 19 6% 10% | 44 5% 23% | 42 5% 23% | 18 5% 9% | 35 7% 19% | 7 5% 4% | 22 5% 12% | 15 6% 8% | 19 7% 10% | 26 4% 14% | 14 6% 8% | 21 7% 11% | 37 7% 20% | 24 7% 13% |
| ANY FORMAL MAIL | 1424 45% 100% MNO | 171 48% 12% | 143 41% 10% | 376 47% 25% | 352 42% 25% | 166 47% 12% | 216 44% 15% | 73 53% 5% | 233 52% 11% P | 152 57% 11% P | 151 53% 11% P | 310 48% 22% | 121 52% 9% P | 91 32% 6% | 185 34% 13% | 109 32% 8% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 273 9% 100% | 27 8% 10% | 38 11% 14% | 66 8% 24% | 75 9% 28% | 23 7% 9% | 42 9% 15% | 14 10% 5% | 34 8% 12% | 20 8% 7% | 20 7% 7% | 45 7% 17% | 16 7% 6% | 31 11% 12% | 63 12% 23% P | 30 9% 11% |
| ANY UNADDRESSED OR ADVERTISING MAIL | 1179 37% 100% GHIJ | 117 33% 10% | 127 37% 11% | 279 35% 24% | 344 41% 29% | 131 37% 11% | 181 37% 15% | 37 27% 3% | 142 31% 12% | 70 26% 6% | 82 29% 7% | 241 37% 20% | 77 33% 6% | 125 44% 11% P | 241 44% 20% P | 166 49% 14% P |
| DON'T SEND PARCELS IN AN AVERAGE MONTH | 1086 34% 100% ABDJM | 81 23% 7% | 64 18% 6% | 293 37% 27% | 243 29% 22% | 169 48% 16% P | 237 48% 22% P | 35 26% 3% | 178 40% 16% P | 121 45% 11% P | 37 13% 3% | 164 25% 15% | 110 47% 10% P | 73 26% 7% | 193 36% 18% | 175 51% 16% P |

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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|----------------------------|-----------------------------|----------------------------|----------------------|--|-------------------|-------------------------|--------------------------|------------------------------------|--------------------------|-------------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3191 100% | 605 19% | 2569 81% | 159 5% | 2339 73% | 852 27% | 278 9% | 430 13% | 2460 77% | 453 14% | 301 9% |
| WEIGHTED TOTAL | 3181 100% | 509 16% | 2656 84% | 135 4% | 2443 77% | 738 23% | 234 7% | 398 13% | 2531 80% | 416 13% | 251 8% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 46 1% 100% | 8 1% 16% | 38 1% 84% | 3 2% 6% | 36 1% 78% | 10 1% 22% | 5 2% 10% | 4 1% 8% | 38 1% 82% | 4 1% 8% | 5 2% 10% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 140 4% 100% | 20 4% 15% | 116 4% 83% | 12 9% 9% | 110 4% 79% | 30 4% 21% | 13 6% 10% | 16 4% 12% | 109 4% 78% | 17 4% 12% | 14 6% 10% |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 243 8% 100% | 39 8% 16% | 203 8% 84% | 9 7% 4% | 189 8% 78% | 54 7% 22% | 14 6% 6% | 43 11% 18% H | 185 7% 76% | 44 11% 18% H | 16 6% 6% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 315 10% 100% | 55 11% 17% | 261 10% 83% | 11 8% 3% | 251 10% 79% | 65 9% 21% | 26 11% 8% | 26 7% 8% | 263 10% 83% G | 27 7% 9% | 27 11% 8% |
| BILLS/INVOICES/ STATEMENTS | 866 27% 100% | 106 21% 12% | 756 28% 87% A | 40 29% 5% A | 676 28% 78% | 189 25% 22% | 32 14% 4% | 143 36% 17% FHJ | 684 27% 79% FJ | 150 36% 17% FHJ | 39 15% 4% |
| LOCAL NEWSPAPERS/ MAGAZINES | 73 2% 100% | 13 3% 18% | 60 2% 82% | 2 2% 3% | 57 2% 79% | 15 2% 21% | 4 2% 6% | 7 2% 9% | 62 2% 85% | 7 2% 9% | 4 2% 6% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 44 1% 100% | 5 1% 12% | 38 1% 86% | - - - | 35 1% 81% | 8 1% 19% | 2 1% 4% | 4 1% 9% | 38 2% 88% | 4 1% 9% | 2 1% 4% |
| CATALOGUES/BROCHURES | 156 5% 100% | 37 7% 24% B | 119 4% 76% | 8 6% 5% | 111 5% 71% | 46 6% 29% | 26 11% 17% GHI | 14 3% 9% | 116 5% 74% | 14 3% 9% | 26 10% 17% GHI |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 57 2% 100% | 7 1% 12% | 49 2% 86% | 2 2% 4% | 52 2% 90% E | 5 1% 10% | 3 1% 6% | 8 2% 13% | 46 2% 81% | 8 2% 13% | 3 1% 6% |

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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
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NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---------------------------------------|----------------------------|-----------------------------|----------------------------|-----------------------|--|------------------------|-------------------------|--------------------------|------------------------------------|--------------------------|-------------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3181 100% | 509 16% | 2656 84% | 135 4% | 2443 77% | 738 23% | 234 7% | 398 13% | 2531 80% | 416 13% | 251 8% |
| UNADDRESSED MAIL | 661 21% 100% | 121 24% 18% | 537 20% 81% | 31 23% 5% | 477 20% 72% | 184 25% 28% D | 64 27% 10% GH | 81 20% 12% | 509 20% 77% | 87 21% 13% | 70 28% 11% GHI |
| ADDRESSED ADVERTISING MAIL | 518 16% 100% | 85 17% 16% | 430 16% 83% | 15 11% 3% | 410 17% 79% | 109 15% 21% | 32 14% 6% | 46 11% 9% | 441 17% 85% GI | 46 11% 9% | 32 13% 6% |
| OTHER | 6 - 100% | - - - | 6 100% | - - - | 4 - 69% | 2 - 31% | - - - | 2 - 31% | 4 - 69% | 2 - 31% | - - - |
| NONE | 14 - 100% | 3 1% 21% | 11 - 79% | 1 1% 7% | 8 - 61% | 5 1% 39% | 3 1% 20% H | 6 1% 41% H | 5 - 39% | 6 1% 41% H | 3 1% 20% H |
| DON'T KNOW | 42 1% 100% | 10 2% 23% | 33 1% 77% | 1 - 1% | 27 1% 64% | 15 2% 36% | 11 5% 25% GHI | - - - | 31 1% 74% G | 1 - 1% | 11 4% 26% GHI |
| ANY PERSONAL/SOCIAL | 186 6% 100% | 28 6% 15% | 155 6% 83% | 15 11% 8% AB | 145 6% 78% | 40 5% 22% | 18 8% 10% | 20 5% 11% | 147 6% 79% | 21 5% 11% | 19 8% 10% |
| ANY FORMAL MAIL | 1424 45% 100% | 201 39% 14% | 1219 46% 86% A | 60 44% 4% | 1116 46% 78% | 308 42% 22% | 72 31% 5% | 212 53% 15% FHJ | 1131 45% 79% FJ | 222 53% 16% FHJ | 81 32% 6% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 273 9% 100% | 55 11% 20% B | 217 8% 79% | 10 7% 4% | 203 8% 75% | 69 9% 25% | 32 14% 12% GHI | 24 6% 9% | 216 9% 79% | 25 6% 9% | 32 13% 12% GHI |
| ANY UNADDRESSED OR ADVERTISING MAIL | 1179 37% 100% | 205 40% 17% | 967 36% 82% | 46 34% 4% | 887 36% 75% | 293 40% 25% | 96 41% 8% GI | 127 32% 17% | 950 38% 81% GI | 134 32% 17% | 102 41% 9% GI |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---------------------|-----------------------------|----------------------------|-----------------------|--|------------------------|------------------------|------------------------|------------------------------------|------------------------|------------------------|
| | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| 3181 100% | 509 16% | 2656 84% | 135 4% | 2443 77% | 738 23% | 234 7% | 398 13% | 2531 80% | 416 13% | 251 8% |
| 1086 34% 100% | 225 44% 21% 6 | 854 32% 79% | 76 56% 7% AB | 689 28% 63% | 397 54% 37% D | 119 51% 11% H | 222 56% 20% H | 733 29% 67% | 235 56% 22% H | 131 52% 12% H |



GfK NC

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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
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NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|----------------------------|--|---|-----------------------|---|----------------------------|-------------------------|------------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3191 100% | 605 19% | 2569 81% | 159 5% | 2339 73% | 852 27% | 278 9% | 430 13% | 2460 77% | 453 14% | 301 9% |
| WEIGHTED TOTAL | 3181 100% | 509 16% | 2656 84% | 135 4% | 2443 77% | 738 23% | 234 7% | 398 13% | 2531 80% | 416 13% | 251 8% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 46 1% 100% | 8 1% 16% | 38 1% 84% | 3 2% 6% | 36 1% 78% | 10 1% 22% | 5 2% 10% | 4 1% 8% | 38 1% 82% | 4 1% 8% | 5 2% 10% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 140 4% 100% | 20 4% 15% | 116 4% 83% | 12 9% K | 110 4% 79% | 30 4% 21% | 13 6% 10% | 16 4% 12% | 109 4% 78% | 17 4% 12% | 14 6% 10% |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 243 8% 100% | 39 8% 16% | 203 8% 84% | 9 7% 4% | 189 8% 76% | 54 7% 22% | 14 6% 6% | 43 11% K | 185 7% 76% | 44 1% 18% | 16 6% 6% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 315 10% 100% GI | 55 11% 17% | 261 10% 83% | 11 8% 3% | 251 10% 79% | 65 9% 21% | 26 11% 8% | 26 7% 8% | 263 10% 83% | 27 7% 9% | 27 11% 8% |
| BILLS/INVOICES/ STATEMENTS | 866 27% 100% AFJ | 106 21% 12% | 756 28% 87% | 40 29% 5% | 676 28% 78% | 189 25% 22% | 32 14% 4% | 143 36% 17% K | 684 27% 79% | 150 36% 17% K | 39 15% 4% |
| LOCAL NEWSPAPERS/ MAGAZINES | 73 2% 100% | 13 3% 18% | 60 2% 82% | 2 2% 3% | 57 2% 79% | 15 2% 21% | 4 2% 6% | 7 2% 9% | 62 2% 85% | 7 2% 9% | 4 2% 6% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 44 1% 100% | 5 1% 12% | 38 1% 86% | - - - | 35 1% 81% | 8 1% 19% | 2 1% 4% | 4 1% 9% | 38 2% 88% | 4 1% 9% | 2 1% 4% |
| CATALOGUES/BROCHURES | 156 5% 100% | 37 7% 24% K | 119 4% 76% | 8 6% 5% | 111 5% 71% | 46 6% 29% | 26 11% 17% K | 14 3% 9% | 116 5% 74% | 14 3% 9% | 26 10% 17% K |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 57 2% 100% E | 7 1% 12% | 49 2% 86% | 2 2% 4% | 52 2% 90% | 5 1% 10% | 3 1% 6% | 8 2% 13% | 46 2% 81% | 8 2% 13% | 3 1% 6% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--|--|--|---|-----------------------|---|----------------------------|-------------------------|------------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3181 100% | 509 16% | 2656 84% | 135 4% | 2443 77% | 738 23% | 234 7% | 398 13% | 2531 80% | 416 13% | 251 8% |
| UNADDRESSED MAIL | 661 21% 100% | 121 24% 18% | 537 20% 81% | 31 23% 5% | 477 20% 72% | 184 25% 28% K | 64 27% 10% K | 81 20% 12% | 509 20% 77% | 87 21% 13% | 70 28% 11% K |
| ADDRESSED ADVERTISING MAIL | 518 16% 100% GI | 85 17% 16% | 430 16% 83% | 15 11% 3% | 410 17% 79% | 109 15% 21% | 32 14% 6% | 46 11% 9% | 441 17% 85% | 46 11% 9% | 32 13% 6% |
| OTHER | 6 0% 100% | - - - | 6 100% | - - | 4 69% | 2 31% | - - | 2 31% | 4 69% | 2 31% | - - |
| NONE | 14 0% 100% | 3 1% 21% | 11 79% | 1 7% | 8 61% | 5 39% | 3 1% 20% | 6 1% 41% K | 5 39% | 6 1% 41% K | 3 1% 20% |
| DON'T KNOW | 42 1% 100% GI | 10 2% 23% | 33 1% 77% | 1 1% | 27 1% 64% | 15 2% 36% | 11 5% 25% K | - - | 31 1% 74% | 1 1% | 11 4% 26% K |
| ANY PERSONAL/SOCIAL | 186 6% 100% | 28 6% 15% | 155 6% 83% | 15 11% 8% K | 145 6% 78% | 40 5% 22% | 18 8% 10% | 20 5% 11% | 147 6% 79% | 21 5% 11% | 19 8% 10% |
| ANY FORMAL MAIL | 1424 45% 100% AFJ | 201 39% 14% | 1219 46% 86% | 60 44% 4% | 1116 46% 78% | 308 42% 22% | 72 31% 5% | 212 53% 15% K | 1131 45% 79% | 222 53% 16% K | 81 32% 6% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 273 9% 100% | 55 11% 20% | 217 8% 79% | 10 7% 4% | 203 8% 75% | 69 9% 25% | 32 14% 12% K | 24 6% 9% | 216 9% 79% | 25 6% 9% | 32 13% 12% K |
| ANY UNADDRESSED OR ADVERTISING MAIL | 1179 37% 100% | 205 40% 17% | 967 36% 82% | 46 34% 4% | 887 36% 75% | 293 40% 25% | 96 41% 8% | 127 32% 11% | 950 38% 81% | 134 32% 11% | 102 41% 9% |

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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

WEIGHTED TOTAL

DON'T SEND PARCELS IN AN
AVERAGE MONTH

| TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---------------------------|--|---|-----------------------|---|----------------------------|-------------------------|------------------------|---|--------------------------------|------------------------------|
| | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| 3181 100% | 509 16% | 2656 84% | 135 4% | 2443 77% | 738 23% | 234 7% | 398 13% | 2531 80% | 416 13% | 251 8% |
| 1086 34% 100% DH | 225 44% 21% K | 854 32% 79% | 76 56% 7% K | 689 28% 63% | 397 54% 37% K | 119 51% 11% K | 222 56% 20% K | 733 29% 67% | 235 56% 22% K | 131 52% 12% K |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|--------------------|------------------------|----------------------|--------------------------|------------------------|-------------------------------|------------------------|---------------------------|-------------------------------|---------------------------|-------------------------|-------------------------|----------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3191 100% | 604 19% | 72 2% | 1170 37% | 278 9% | 565 18% | 502 16% | 607 19% | 194 6% | 897 28% | 135 4% | 835 26% | 523 16% |
| WEIGHTED TOTAL | 3181 100% | 634 20% | 69* 2% | 1353 43% | 285 9% | 456 14% | 384 12% | 670 21% | 183 6% | 1031 32% | 127 4% | 741 23% | 429 13% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 46 1% 100% | 13 2% 28% | 3 4% 7% CF | 15 1% 33% | 3 1% 7% | 8 2% 17% | 4 1% 8% | 10 2% 22% | 4 2% 8% | 12 1% 26% | 1 1% 1% | 14 2% 29% | 6 1% 13% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 140 4% 100% | 28 4% 20% | 3 5% 2% | 55 4% 39% | 12 4% 9% | 26 6% 19% | 15 4% 11% | 28 4% 20% | 2 1% 2% | 40 4% 29% | 6 5% 4% | 41 6% 30% H | 21 5% 15% H |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 243 8% 100% | 64 10% 26% C | 4 5% 1% | 81 6% 33% | 17 6% 7% | 44 10% 18% C | 33 9% 14% | 62 9% 25% L | 17 9% 7% | 76 7% 31% | 14 11% 6% L | 51 7% 21% | 23 5% 9% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 315 10% 100% | 65 10% 21% | 4 6% 1% | 147 11% 47% | 26 9% 8% | 39 9% 12% | 34 9% 11% | 46 7% 15% | 8 4% 2% | 123 12% 39% GHJ | 6 5% 2% | 81 11% 26% GHJ | 51 12% 16% GHJ |
| BILLS/INVOICES/ STATEMENTS | 866 27% 100% | 168 26% 19% B | 9 14% 1% | 382 28% 44% B | 74 26% 9% B | 126 36% 28% 15% B | 106 28% 12% B | 239 36% 28% KL | 86 47% 10% GUJK L | 318 31% 37% KL | 43 34% 5% KL | 119 16% 14% | 60 14% 7% |
| LOCAL NEWSPAPERS/ MAGAZINES | 73 2% 100% | 21 3% 28% E | - - - | 31 2% 43% | 7 3% 10% | 6 1% 8% | 8 2% 11% | 21 3% 29% | 2 1% 3% | 21 2% 30% | 4 3% 5% | 15 2% 21% | 9 2% 13% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 44 1% 100% | 9 1% 21% | 2 2% 4% | 21 2% 49% | 5 2% 10% | 5 1% 11% | 2 1% 5% | 12 2% 28% | 3 2% 6% | 10 1% 23% | 2 2% 5% | 13 2% 30% | 4 1% 8% |
| CATALOGUES/BROCHURES | 156 5% 100% | 29 5% 19% | 5 7% 3% | 60 4% 38% | 18 6% 11% | 22 5% 14% | 23 6% 15% | 24 4% 15% | 6 3% 4% | 37 4% 24% | 6 5% 4% | 50 7% 32% GI | 33 8% 21% GI |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 57 2% 100% | 14 2% 25% F | - - | 28 2% 50% F | 4 2% 8% | 9 2% 16% F | 1 1% 2% | 27 4% 48% HIKL | 1 1% 1% | 16 2% 28% L | 5 4% 9% HKL | 8 1% 15% L | - - - |
| UNADDRESSED MAIL | 661 21% 100% | 102 16% 15% | 16 23% 2% | 266 20% 40% | 71 25% 11% A | 109 24% 17% A | 98 15% AC | 125 19% 19% | 34 19% 5% | 198 19% 30% | 22 17% 3% | 155 21% 23% | 128 30% 19% GHIJK |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|----------------------------|------------------------|--------------------------|--------------------------|---------------------------|-------------------------|---------------------------|---------------------------|-------------------------|---------------------------|-------------------------|---------------------------|---------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3181 100% | 634 20% | 69* 2% | 1353 43% | 285 9% | 456 14% | 384 12% | 670 21% | 183 6% | 1031 32% | 127 4% | 741 23% | 429 13% |
| ADDRESSED ADVERTISING MAIL | 518 16% 100% | 107 17% 21% E | 20 29% 4% ACDEF | 247 18% 48% EF | 39 14% 8% | 56 12% 11% | 50 13% 10% | 70 10% 14% | 19 11% 4% | 167 16% 32% G | 14 11% 3% | 173 23% 33% GHUL | 76 18% 15% GH |
| OTHER | 6 0% 100% | 4 1% 69% C | - - | - - | 1 14% | - - | 1 17% | 1 19% | 1 17% I | - - | 1 14% I | 3 50% | - - |
| NONE | 14 0% 100% | 1 6% | 1 1% 5% | 6 43% | 1 4% | 2 11% | 4 30% A | 4 1% 29% | - - | 3 19% | 3 3% 23% HIK | 2 13% | 2 1% 16% |
| DON'T KNOW | 42 1% 100% | 10 2% 23% | 3 5% 7% CE | 12 1% 29% | 6 2% 15% | 5 1% 12% | 6 1% 14% | 2 0% 4% | - - | 9 1% 21% | - - | 17 2% 39% GI | 15 4% 36% GHU |
| ANY PERSONAL/SOCIAL | 186 6% 100% | 41 6% 22% | 6 9% 3% | 70 5% 38% | 15 5% 8% | 34 7% 18% | 19 5% 10% | 38 6% 21% | 6 3% 3% | 53 5% 28% | 7 5% 4% | 55 7% 30% | 27 6% 15% |
| ANY FORMAL MAIL | 1424 45% 100% | 297 47% 21% B | 17 25% 1% | 610 45% 45% B | 117 41% 8% B | 209 46% 15% B | 173 45% 12% B | 347 52% 24% KL | 111 61% 8% IKL | 518 50% 36% KL | 63 50% 4% KL | 251 34% 18% | 134 31% 9% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 273 9% 100% | 59 22% | 6 2% | 112 8% 41% | 30 10% 11% | 33 7% 12% | 33 9% 12% | 57 8% 21% | 11 6% 4% | 69 7% 25% | 12 10% 5% | 78 11% 29% I | 46 13% 17% I |
| ANY UNADDRESSED OR ADVERTISING MAIL | 1179 37% 100% | 209 33% 18% | 36 51% 3% ACE | 513 38% 43% | 110 39% 9% | 165 36% 14% | 147 38% 12% | 195 29% 17% | 54 29% 5% | 364 35% 31% G | 35 28% 3% | 328 44% 28% GHU | 204 48% 17% GHU |
| DON'T SEND PARCELS IN AN AVERAGE MONTH | 1086 34% 100% | 122 19% 11% | 23 33% 2% A | 385 28% 35% A | 151 53% 14% ABCE | 182 40% 17% AC | 223 58% 21% ABCE | 231 35% 21% IK | 103 6% 9% GIJK | 255 25% 23% | 56 44% 5% IK | 203 27% 19% | 239 56% 22% GIJK |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|--------------|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3191 100% | 604 19% | 72 2% | 1170 37% | 278 9% | 565 18% | 502 16% | 607 19% | 194 6% | 897 28% | 135 4% | 835 26% | 523 16% |
| WEIGHTED TOTAL | 3181 100% | 634 20% | 69* 2% | 1353 43% | 285 9% | 456 14% | 384 12% | 670 21% | 183 6% | 1031 32% | 127 4% | 741 23% | 429 13% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 46 100% | 13 2% | 3 4% | 15 1% | 3 7% | 8 2% | 4 8% | 10 2% | 4 8% | 12 2% | 1 1% | 14 2% | 6 1% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 140 4% | 28 20% | 3 5% | 55 3% | 12 4% | 26 6% | 15 1% | 28 4% | 2 1% | 40 4% | 6 5% | 41 6% | 21 5% |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 243 8% | 64 10% | 4 5% | 81 6% | 17 6% | 44 10% | 33 9% | 62 9% | 17 9% | 76 7% | 14 1% | 51 7% | 23 5% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 315 10% | 65 10% | 4 6% | 147 1% | 26 9% | 39 9% | 34 9% | 46 7% | 8 4% | 123 12% | 6 5% | 81 1% | 51 12% |
| BILLS/INVOICES/ STATEMENTS | 866 27% | 168 26% | 9 14% | 382 28% | 74 26% | 126 28% | 106 12% | 239 36% | 86 47% | 318 37% | 43 34% | 119 16% | 60 14% |
| LOCAL NEWSPAPERS/ MAGAZINES | 73 2% | 21 3% | - - | 31 2% | 7 3% | 6 1% | 8 2% | 21 3% | 2 1% | 21 2% | 4 3% | 15 2% | 9 2% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 44 1% | 9 2% | 2 4% | 21 2% | 5 2% | 5 1% | 2 1% | 12 2% | 3 2% | 10 1% | 2 5% | 13 2% | 4 1% |
| CATALOGUES/BROCHURES | 156 5% | 29 5% | 5 7% | 60 4% | 18 6% | 22 5% | 23 6% | 24 4% | 6 3% | 37 4% | 6 4% | 50 7% | 33 8% |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 57 2% | 14 2% | - - | 28 2% | 4 2% | 9 2% | 1 1% | 27 4% | 1 1% | 16 2% | 5 4% | 8 1% | - - |
| UNADDRESSED MAIL | 661 21% | 102 16% | 16 23% | 266 20% | 71 25% | 109 24% | 98 15% | 125 9% | 34 19% | 198 30% | 22 1% | 155 23% | 128 30% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.3 WHICH ONE OF THESE TYPES OF MAIL WOULD YOU SAY YOU PERSONALLY RECEIVE MORE OFTEN THAN ANY OTHER?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|---------------------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3181 100% | 634 20% | 69* 2% | 1353 43% | 285 9% | 456 14% | 384 12% | 670 21% | 183 6% | 1031 32% | 127 4% | 741 23% | 429 13% |
| ADDRESSED ADVERTISING MAIL | 518 16% 100% EG | 107 17% 21% | 20 29% 4% M | 247 18% 48% | 39 14% 8% | 56 12% 11% | 50 13% 10% | 70 10% 14% | 19 13% 4% | 167 16% 32% | 14 11% 3% | 173 23% 33% M | 76 18% 15% |
| OTHER | 6 1% 100% | 4 1% 69% | - - - | - - - | 1 14% - | - - - | 1 17% - | 1 19% - | 1 1% 17% | - - - | 1 1% 14% | 3 50% - | - - - |
| NONE | 14 1% 100% | 1 1% 6% | 1 1% 5% | 6 1% 43% | 1 1% 4% | 2 1% 11% | 4 1% 30% | 4 1% 29% | - - - | 3 3% 19% | 3 3% 23% M | 2 2% 13% | 2 1% 16% |
| DON'T KNOW | 42 1% 100% G | 10 2% 23% | 3 5% 7% M | 12 1% 29% | 6 2% 15% | 5 1% 12% | 6 1% 14% | 2 4% - | - - - | 9 1% 21% | - - - | 17 2% 39% | 15 4% 36% M |
| ANY PERSONAL/SOCIAL | 186 6% 100% | 41 6% 22% | 6 9% 3% | 70 5% 38% | 15 5% 8% | 34 7% 18% | 19 5% 10% | 38 6% 21% | 6 3% 3% | 53 5% 28% | 7 5% 4% | 55 7% 30% | 27 6% 15% |
| ANY FORMAL MAIL | 1424 45% 100% BKL | 297 47% 21% | 17 25% 1% | 610 45% 43% | 117 41% 8% | 209 46% 15% | 173 45% 12% | 347 52% 24% M | 111 61% 8% M | 518 60% 36% M | 63 50% 4% | 251 34% 18% | 134 31% 9% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 273 9% 100% | 59 9% 22% | 6 9% 2% | 112 8% 41% | 30 10% 11% | 33 7% 12% | 33 9% 12% | 57 8% 21% | 11 6% 4% | 69 7% 25% | 12 10% 5% | 78 11% 29% | 46 11% 17% |
| ANY UNADDRESSED OR ADVERTISING MAIL | 1179 37% 100% GH | 209 33% 18% | 36 51% 3% M | 513 38% 43% | 110 39% 9% | 165 36% 14% | 147 38% 12% | 195 29% 17% | 54 29% 5% | 364 35% 31% | 35 28% 3% | 328 44% 28% M | 204 48% 17% M |
| DON'T SEND PARCELS IN AN AVERAGE MONTH | 1086 34% 100% ACIK | 122 19% 11% | 23 33% 2% | 385 28% 35% | 151 53% 14% M | 182 40% 17% M | 223 58% 21% M | 231 35% 21% | 103 9% 9% | 255 25% 23% | 56 44% 5% M | 203 27% 19% | 239 56% 22% M |

GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2/3 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|-------------------------------|-------------------------------|--------------------------|--------------------------|--------------------------|-------------------------|-------------------------------|------------------------|------------------------|-------------------------|-------------------------|------------------------|-------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 58 2% 100% | 10 2% 18% | 9 2% 16% | 9 1% 16% | 9 1% 15% | 4 1% 7% | 9 2% 15% | 8 2% 13% | 20 2% 34% | 22 1% 38% | 17 2% 29% | 20 2% 34% | 18 1% 30% | 21 2% 36% |
| 167 5% 100% | 17 4% 10% | 27 5% 16% | 27 4% 16% | 25 4% 15% | 28 5% 17% | 25 6% 15% | 18 5% 11% | 44 4% 26% | 80 4% 48% | 43 6% 25% | 44 4% 26% | 52 4% 31% | 71 6% 42% |
| 294 8% 100% | 56 12% 19% DFG | 47 8% 16% | 62 9% 21% FG | 41 7% 14% | 44 8% 15% | 24 6% 8% | 20 6% 7% | 103 10% 35% J | 148 8% 50% J | 43 6% 15% | 103 10% 35% M | 104 8% 35% | 87 7% 30% |
| 330 9% 100% | 24 5% 7% | 32 6% 10% | 71 11% 22% AB | 64 10% 19% AB | 57 11% 17% AB | 47 12% 14% AB | 34 10% 10% AB | 56 5% 17% | 192 11% 58% H | 81 11% 25% H | 56 5% 17% | 135 11% 41% K | 139 11% 42% K |
| 1064 30% 100% | 195 40% 18% DEF G | 230 41% 22% DEF G | 231 35% 22% EFG | 189 31% 18% EFG | 112 21% 17% FG | 59 15% 6% | 48 14% 5% | 425 41% 40% I | 532 29% 50% J | 107 14% 10% | 425 41% 40% LM | 420 33% 39% M | 219 17% 21% |
| 76 2% 100% | 12 3% 16% | 14 2% 18% | 14 2% 19% | 11 2% 14% | 11 2% 15% | 7 2% 9% | 7 2% 9% | 26 2% 34% | 37 2% 48% | 14 2% 18% | 26 2% 34% | 25 2% 33% | 25 2% 33% |
| 49 1% 100% | 15 3% 30% BC | 2 4% 4% | 4 1% 9% | 9 1% 18% | 8 1% 16% | 6 2% 13% B | 6 2% 17% B | 17 2% 34% | 21 1% 42% | 12 2% 24% | 17 2% 34% | 13 1% 27% | 20 2% 40% |
| 168 5% 100% | 19 4% 11% | 15 3% 9% | 23 3% 14% | 24 4% 14% | 26 5% 16% | 28 7% 16% BCD | 33 10% 20% ABC DE | 34 3% 20% | 73 4% 44% | 61 8% 36% HI | 34 3% 20% | 47 4% 28% | 87 7% 52% KL |
| 63 2% 100% | 19 4% 31% DEF G | 13 2% 21% DFG | 17 3% 27% DFG | 4 1% 7% | 8 2% 13% FG | - - - | 1 1% 1% | 33 3% 52% I | 29 2% 47% J | 1 1% 1% | 33 3% 52% LM | 21 2% 34% M | 9 1% 14% |
| 681 19% 100% | 75 16% 11% | 89 16% 13% | 110 17% 16% | 118 19% 17% | 116 22% 17% ABC | 95 24% 14% ABC | 79 23% 12% ABC | 163 16% 24% | 344 19% 50% H | 174 23% 26% HI | 163 16% 24% | 227 18% 33% | 290 23% 43% KL |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2/3 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|-------------------------------|-------------------------------|-------------------------------|--------------------------|--------------------------|-------------------------------|------------------------------|------------------------|-------------------------|-------------------------|------------------------|------------------------|-------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 558 15% 100% | 27 6% 5% | 77 14% 14% A | 82 12% 15% A | 109 18% 19% AC | 111 21% 20% ABC | 83 21% 15% ABC | 70 20% 13% ABC | 104 10% 19% | 301 17% 54% HI | 153 20% 27% HI | 104 10% 19% | 190 15% 34% K | 263 21% 47% KL |
| 7 1% 100% | 2 - 29% | 1 - 15% | 1 - 11% | - - - | 3 1% 38% | - - 6% | - - - | 3 - 44% | 4 - 49% | - - 6% | 3 - 44% | 1 - 11% | 3 - 45% |
| 42 1% 100% | 7 1% 17% | 9 2% 20% | 7 1% 17% | 4 1% 9% | 5 1% 11% | 6 2% 15% | 4 1% 10% | 16 2% 38% | 16 1% 37% | 10 1% 25% | 16 2% 38% | 11 1% 26% | 15 1% 36% |
| 46 1% 100% | 3 1% 6% | - - 1% | 5 1% 10% | 5 1% 10% | 4 1% 9% | 11 3% 23% ABC DE | 19 5% 41% ABC EF | 3 - 7% | 13 1% 29% | 29 4% 64% HI | - - 7% | 9 1% 20% | 34 3% 73% KL |
| 226 6% 100% | 27 6% 12% | 36 6% 16% | 36 5% 16% | 34 6% 15% | 33 6% 15% | 33 8% 15% | 26 7% 12% | 64 6% 28% | 102 6% 45% | 59 8% 26% I | 64 6% 28% | 70 5% 31% | 92 7% 41% |
| 1687 47% 100% | 275 57% 16% DEF G | 308 55% 18% DEF G | 365 55% 22% DEF G | 294 48% 17% EFG | 214 40% 15% FG | 130 33% 8% - | 102 29% 6% - | 584 56% 35% U | 872 48% 52% J | 232 31% 14% - | 584 56% 35% M | 659 52% 39% M | 445 35% 26% - |
| 294 8% 100% | 46 10% 16% B | 30 5% 10% | 42 6% 14% | 44 7% 15% | 45 8% 15% | 41 10% 14% BC | 46 13% 16% BCD E | 76 7% 26% | 131 7% 45% | 87 12% 30% HI | 76 7% 26% | 86 7% 29% | 132 10% 45% KL |
| 1238 34% 100% | 102 21% 8% | 165 29% 13% A | 191 29% 15% A | 226 37% 18% ABC | 227 42% 18% ABC | 177 44% 14% ABC D | 149 43% 12% ABC | 267 26% 22% | 645 36% 52% H | 327 44% 26% HI | 267 26% 22% | 418 33% 34% K | 554 43% 45% KL |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2/3 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (N) | AGE | | | | | | | | | | | | |
|--|----------------------------------|------------------------|------------------------|------------------------|-------------------|-------------------|-----------------------|-----------------------|------------------------|-------------------|------------------------|------------------------|------------------------|------------------------|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| | 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| | 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| | 58 2% 100% | 10 2% 18% | 9 2% 16% | 9 1% 16% | 9 1% 15% | 4 1% 7% | 9 2% 15% | 8 2% 13% | 20 2% 34% | 22 1% 38% | 17 2% 29% | 20 2% 34% | 18 1% 30% | 21 2% 36% |
| | 167 5% 100% | 17 4% 10% | 27 5% 16% | 27 4% 16% | 25 4% 15% | 28 5% 17% | 25 6% 15% | 18 5% 11% | 44 4% 26% | 80 4% 48% | 43 6% 25% | 44 4% 26% | 52 4% 31% | 71 6% 42% |
| | 294 8% 100% J | 56 12% 19% N | 47 8% 16% | 62 9% 21% | 41 7% 14% | 44 8% 15% | 24 6% 8% | 20 6% 7% | 103 10% 35% | 148 8% 50% | 43 6% 15% | 103 10% 35% | 104 8% 35% | 87 7% 30% |
| | 330 9% 100% ABHK | 24 5% 7% | 32 6% 10% | 71 11% 22% | 64 10% 19% | 57 11% 17% | 47 12% 14% | 34 10% 10% | 56 5% 17% | 192 11% 58% | 81 11% 25% | 56 5% 17% | 135 11% 41% | 139 11% 42% |
| | 1064 30% 100% EFG JM | 195 40% 18% N | 230 41% 22% N | 231 35% 22% N | 189 31% 18% | 112 21% 17% | 59 15% 6% | 48 14% 5% | 425 41% 40% N | 532 29% 50% | 107 14% 10% | 425 41% 40% N | 420 33% 39% N | 219 17% 21% |
| | 76 2% 100% | 12 3% 16% | 14 2% 18% | 14 2% 19% | 11 2% 14% | 11 2% 15% | 7 2% 9% | 7 2% 9% | 26 2% 34% | 37 2% 48% | 14 2% 18% | 26 2% 34% | 25 2% 33% | 25 2% 33% |
| | 49 1% 100% B | 15 3% 30% N | 2 4% 4% | 4 1% 9% | 9 1% 18% | 8 1% 16% | 6 2% 13% | 6 2% 11% | 17 2% 34% | 21 1% 42% | 12 2% 24% | 17 2% 34% | 13 1% 27% | 20 2% 40% |
| | 168 5% 100% B | 19 4% 11% | 15 3% 9% | 23 3% 14% | 24 4% 14% | 26 5% 16% | 28 7% 16% N | 33 10% 20% N | 34 3% 20% | 73 4% 44% | 61 8% 36% N | 34 3% 20% | 47 4% 28% | 87 7% 52% N |
| | 63 2% 100% FGJ M | 19 4% 31% N | 13 2% 21% | 17 3% 27% | 4 1% 7% | 8 2% 13% | - - - | 1 1% 1% | 33 3% 52% N | 29 2% 47% | 1 1% 1% | 33 3% 52% N | 21 2% 34% | 9 1% 14% |
| | 681 19% 100% HK | 75 16% 11% | 89 16% 13% | 110 17% 16% | 118 19% 17% | 116 22% 17% | 95 24% 14% N | 79 23% 12% | 163 16% 24% | 344 19% 50% | 174 23% 26% N | 163 16% 24% | 227 18% 33% | 290 23% 43% N |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2/3 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (N) | AGE | | | | | | | | | | | | |
|----------------------------------|------------------------|------------------------|------------------------|-------------------|------------------------|------------------------|------------------------|------------------------|-------------------|------------------------|------------------------|------------------------|------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 558 15% 100% AHK | 27 6% 5% | 77 14% 14% | 82 12% 15% | 109 18% 19% | 111 21% 20% N | 83 21% 15% N | 70 20% 13% N | 104 10% 19% | 301 17% 54% | 153 20% 27% N | 104 10% 19% | 190 15% 34% | 263 21% 47% N |
| 7 100% | 2 29% | 1 15% | 1 11% | - - | 3 1% 38% | - - | - - | 3 44% | 4 49% | - 6% | 3 44% | 1 17% | 3 45% |
| 42 1% 100% | 7 1% 17% | 9 2% 20% | 7 1% 17% | 4 1% 9% | 5 1% 11% | 6 2% 15% | 4 1% 10% | 16 2% 38% | 16 1% 37% | 10 1% 25% | 16 2% 38% | 11 1% 26% | 15 1% 36% |
| 46 1% 100% BHK | 3 1% 6% | - 1% | 5 1% 10% | 5 1% 10% | 4 1% 9% | 11 3% 23% N | 19 5% 41% N | 3 7% | 13 1% 29% | 29 4% 64% N | 3 7% | 9 1% 20% | 34 3% 73% N |
| 226 6% 100% | 27 6% 12% | 36 6% 16% | 36 5% 16% | 34 6% 15% | 33 6% 15% | 33 8% 15% | 26 7% 12% | 64 6% 28% | 102 6% 45% | 59 8% 26% | 64 6% 28% | 70 5% 31% | 92 7% 41% |
| 1687 47% 100% EFG JM | 275 57% 16% N | 308 55% 18% N | 365 50% 22% N | 294 48% 17% | 214 35% 13% | 130 33% 8% | 102 29% 6% | 584 56% 35% N | 872 48% 52% | 232 31% 14% | 584 56% 35% N | 659 52% 39% N | 445 35% 26% |
| 294 8% 100% B | 46 10% 16% | 30 5% 10% | 42 6% 14% | 44 7% 15% | 45 8% 15% | 41 10% 14% | 46 13% 16% N | 76 7% 26% | 131 7% 45% | 87 12% 30% N | 76 7% 26% | 86 7% 29% | 132 10% 45% N |
| 1238 34% 100% ABCH K | 102 21% 8% | 165 29% 13% | 191 29% 15% | 226 37% 18% | 227 42% 18% N | 177 44% 14% N | 149 43% 12% N | 267 26% 22% | 645 36% 52% | 327 44% 26% N | 267 26% 22% | 418 33% 34% | 554 43% 45% N |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2/3 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEX | | SEX/AGE | | | | | |
|---|--|------------------------|------------------------|--------------------------|-------------------------|------------------------|--------------------------|-------------------------|--------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 58 2% 100% | 31 2% 53% | 27 1% 47% | 11 2% 19% | 10 2% 18% | 10 2% 17% | 9 2% 15% | 7 1% 12% | 11 2% 19% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 167 5% 100% | 78 5% 47% | 89 5% 53% | 22 4% 13% | 22 3% 13% | 35 6% 21% | 22 4% 13% | 30 5% 18% | 36 5% 22% |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 294 8% 100% | 154 9% 52% | 140 7% 48% | 53 10% 18% H | 58 9% 20% | 43 7% 15% | 50 9% 17% H | 46 7% 16% | 44 6% 15% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 330 9% 100% | 159 9% 48% | 171 9% 52% | 31 6% 9% | 59 9% 18% F | 69 12% 21% CF | 25 5% 8% | 76 12% 23% CF | 70 10% 21% CF |
| BILLS/INVOICES/ STATEMENTS | 1064 30% 100% | 544 31% 51% B | 520 28% 49% | 203 39% 19% EGH | 223 36% 21% EH | 117 20% 11% H | 221 42% 21% EGH | 196 30% 18% EH | 102 15% 10% |
| LOCAL NEWSPAPERS/ MAGAZINES | 76 2% 100% | 44 3% 58% | 32 2% 42% | 17 3% 22% | 14 2% 19% | 13 2% 17% | 9 2% 11% | 11 2% 14% | 12 2% 16% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 49 1% 100% | 30 2% 60% | 20 1% 40% | 11 2% 23% | 7 1% 14% | 12 2% 24% | 5 1% 11% | 6 1% 13% | 8 1% 16% |
| CATALOGUES/BROCHURES | 168 5% 100% | 56 3% 33% | 112 6% 67% A | 13 3% 8% | 17 3% 10% | 26 4% 15% | 20 4% 12% | 30 5% 18% | 62 9% 37% CDEFG |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 63 2% 100% | 38 2% 60% | 25 1% 40% | 20 4% 32% EGH | 15 2% 24% E | 3 * 4% | 13 2% 20% EH | 6 1% 10% | 6 1% 10% |
| UNADDRESSED MAIL | 681 19% 100% | 297 17% 44% | 384 20% 56% A | 75 14% 11% | 101 16% 15% | 121 21% 18% C | 89 17% 13% | 126 19% 19% C | 169 24% 25% CDF |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2/3 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEX | | SEX/AGE | | | | | |
|--|--|------------------------|------------------------|-------------------------|-------------------------|-------------------------------|--------------------------|-------------------------|---------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| ADDRESSED ADVERTISING MAIL | 558 15% 100% | 259 15% 46% | 299 16% 54% | 53 10% 9% | 88 14% 16% | 118 20% 21% | 51 10% 9% | 103 16% 18% | 145 21% 26% |
| OTHER | 7 1% 100% | 1 1% 11% | 7 2% 89% | - - - | 1 1% 11% | - - - | 3 1% 44% | - - - | 3 1% 45% |
| NONE | 42 1% 100% | 24 1% 56% | 18 1% 44% | 9 2% 21% G | 8 1% 20% | 6 1% 15% | 7 1% 17% | 3 1% 6% | 9 1% 21% |
| DON'T KNOW | 46 1% 100% | 13 1% 28% | 33 2% 72% A | 1 1% 3% | 1 1% 3% | 10 2% 22% CDF | 2 1% 4% | 8 1% 17% | 24 3% 51% CDFG |
| ANY PERSONAL/SOCIAL | 226 6% 100% | 109 6% 48% | 116 6% 52% | 33 6% 15% | 32 5% 14% | 44 8% 20% | 31 6% 14% | 37 6% 17% | 48 7% 21% |
| ANY FORMAL MAIL | 1687 47% 100% | 856 50% 51% B | 831 44% 49% | 288 55% 17% EH | 340 54% 14% EH | 228 39% 14% H | 296 56% 20% EGH | 318 49% 19% BH | 217 31% 13% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 294 8% 100% | 130 8% 44% | 163 9% 56% | 42 8% 14% | 38 6% 13% | 50 9% 17% | 34 7% 12% | 47 7% 16% | 82 12% 28% DFG |
| ANY UNADDRESSED OR ADVERTISING MAIL | 1238 34% 100% | 556 32% 45% | 683 55% 55% A | 127 25% 10% | 189 30% 15% | 239 41% 19% CDF G | 140 27% 11% | 229 35% 18% CF | 314 45% 25% CDFG |



GfK NC

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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2/3 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|---|--|-------------------|-------------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 58 2% 100% | 31 2% 53% | 27 1% 47% | 11 2% 19% | 10 2% 18% | 10 2% 17% | 9 2% 15% | 7 1% 12% | 11 2% 19% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 167 5% 100% | 78 5% 47% | 89 5% 53% | 22 4% 13% | 22 3% 13% | 35 6% 21% | 22 4% 13% | 30 5% 18% | 36 5% 22% |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 294 8% 100% | 154 9% 52% | 140 7% 48% | 53 10% 18% | 58 9% 20% | 43 7% 15% | 50 9% 17% | 46 7% 16% | 44 6% 15% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 330 9% 100% CF | 159 9% 48% | 171 9% 52% | 31 6% 9% | 59 9% 18% | 69 12% 21% | 25 5% 8% | 76 12% 23% | 70 10% 21% |
| BILLS/INVOICES/ STATEMENTS | 1064 30% 100% EH | 544 31% 51% | 520 28% 49% | 203 39% 19% | 223 36% 21% | 117 20% 11% | 221 42% 21% | 196 30% 18% | 102 15% 10% |
| LOCAL NEWSPAPERS/ MAGAZINES | 76 2% 100% | 44 3% 58% | 32 2% 42% | 17 3% 22% | 14 2% 19% | 13 2% 17% | 9 2% 11% | 11 2% 14% | 12 2% 16% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 49 1% 100% | 30 2% 60% | 20 1% 40% | 11 2% 23% | 7 1% 14% | 12 2% 24% | 5 1% 11% | 6 1% 13% | 8 1% 16% |
| CATALOGUES/BROCHURES | 168 5% 100% A | 56 3% 33% | 112 6% 67% | 13 3% 8% | 17 3% 10% | 26 4% 15% | 20 4% 12% | 30 5% 18% | 62 9% 37% |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 63 2% 100% E | 38 2% 60% | 25 1% 40% | 20 4% 32% | 15 2% 24% | 3 4% 4% | 13 2% 20% | 6 1% 10% | 6 1% 10% |
| UNADDRESSED MAIL | 681 19% 100% C | 297 17% 44% | 384 20% 56% | 75 14% 11% | 101 16% 15% | 121 21% 18% | 89 17% 13% | 126 19% 19% | 169 24% 25% |

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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2/3 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|--|---|-------------------|-------------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| ADDRESSED ADVERTISING MAIL | 558 15% 100% CF | 259 15% 46% | 299 16% 54% | 53 10% 9% | 88 14% 16% | 118 20% 21% | 51 10% 9% | 103 16% 18% | 145 21% 26% |
| OTHER | 7 1% 100% | 1 1% | 7 2% | - - | 1 1% | - - | 3 1% | - - | 3 1% |
| NONE | 42 1% 100% | 24 1% 56% | 18 1% 44% | 9 2% 21% | 8 1% 20% | 6 1% 15% | 7 1% 17% | 3 1% 6% | 9 1% 21% |
| DON'T KNOW | 46 1% 100% | 13 1% 28% | 33 2% 72% | 1 3% | 1 3% | 10 2% 22% | 2 4% | 8 1% 17% | 24 3% 51% |
| ANY PERSONAL/SOCIAL | 226 6% 100% | 109 6% 48% | 116 6% 52% | 33 6% 15% | 32 5% 14% | 44 8% 20% | 31 6% 14% | 37 6% 17% | 48 7% 21% |
| ANY FORMAL MAIL | 1687 47% 100% EH | 856 50% 51% | 831 44% 49% | 288 55% 17% | 340 54% 20% | 228 39% 14% | 296 56% 18% | 318 49% 19% | 217 31% 13% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 294 8% 100% | 130 8% 44% | 163 9% 56% | 42 8% 14% | 38 6% 13% | 50 9% 17% | 34 7% 12% | 47 7% 16% | 82 12% 28% |
| ANY UNADDRESSED OR ADVERTISING MAIL | 1238 34% 100% CF | 556 32% 45% | 683 36% 55% | 127 25% 10% | 189 30% 15% | 239 41% 19% | 140 27% 11% | 229 35% 18% | 314 45% 25% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2/3 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|---|---------------------|-----------------|------------------------|----------------------|-------------------|--------------------------------|------------------------|-----------------------|-------------------|-----------------------|-----------------------|------------------------|------------------------------------|--------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 58 2% 100% | 2 2% 3% | 16 3% 28% | 17 2% 30% | 9 1% 16% | 6 1% 10% | 8 1% 13% | 18 2% 31% | 27 1% 46% | 13 1% 23% | 57 2% 97% K | - - - | - - - | 2 1% 3% | 42 1% 72% | 7 2% 12% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 167 5% 100% | 7 6% 4% | 28 4% 17% | 49 5% 29% | 33 4% 20% | 17 4% 10% | 33 6% 20% | 35 5% 21% | 83 4% 49% | 50 5% 30% | 148 5% 89% K | 4 1% 3% | 5 5% 3% K | 9 6% 6% K | 119 4% 71% | 28 9% 17% N |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 294 8% 100% | 10 9% 4% | 66 10% 22% CD | 69 6% 23% | 52 7% 18% | 40 9% 14% | 56 10% 19% CD | 76 10% 26% H | 121 7% 41% | 97 10% 33% H | 234 8% 79% | 41 13% 14% JM | 10 10% 3% | 9 6% 3% | 228 7% 77% | 29 10% 10% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 330 9% 100% | 11 10% 3% | 58 9% 18% | 105 10% 32% | 75 10% 23% | 41 9% 12% | 39 7% 12% | 69 9% 21% | 180 10% 55% | 80 8% 24% | 259 9% 79% | 48 15% 15% JL | 6 6% 2% | 16 10% 5% | 305 10% 92% O | 16 5% 5% |
| BILLS/INVOICES/ STATEMENTS | 1064 30% 100% | 29 24% 3% | 174 27% 16% | 318 29% 30% | 232 30% 22% | 174 37% 16% AB CDF | 139 26% 13% | 202 27% 19% | 549 30% 52% | 312 31% 29% | 883 29% 83% | 93 30% 9% | 45 44% 4% JKM | 43 26% 4% | 854 28% 80% | 119 41% 11% N |
| LOCAL NEWSPAPERS/ MAGAZINES | 76 2% 100% | 2 1% 2% | 19 3% 25% F | 23 2% 30% | 19 2% 25% | 8 2% 11% | 6 1% 8% | 21 3% 27% | 42 2% 54% | 14 1% 19% | 68 2% 89% | 2 1% 2% | 4 4% 5% K | 3 2% 4% | 60 2% 79% | 12 4% 16% N |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 49 1% 100% | 2 2% 4% | 10 2% 20% | 24 2% 48% D | 5 1% 10% | 4 1% 9% | 5 1% 10% | 12 2% 24% | 29 2% 58% | 9 1% 18% | 42 1% 84% | 7 2% 14% | - - - | 1 1% 2% | 43 1% 87% | 1 1% 2% |
| CATALOGUES/BROCHURES | 168 5% 100% | 7 6% 4% | 28 4% 16% | 47 4% 28% | 37 5% 22% | 24 5% 14% | 25 5% 15% | 34 5% 21% | 85 5% 50% | 49 5% 29% | 131 4% 78% | 27 9% 16% J | 4 4% 2% | 6 3% 3% | 158 5% 94% O | 4 1% 3% |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 63 2% 100% | 4 3% 6% | 10 2% 16% | 27 3% 43% F | 11 1% 17% | 6 1% 10% | 4 1% 7% | 14 2% 23% | 38 2% 60% | 11 1% 17% | 54 2% 86% | 3 1% 5% | 2 2% 4% | 3 2% 5% | 57 2% 92% | 2 1% 4% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2/3 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|---------------------------------------|---------------------|----------------------|------------------------|------------------------|------------------------|--------------------------------|-------------------------|------------------------|------------------------|------------------------|--------------------------|-------------------------|------------------------------------|-----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| UNADDRESSED MAIL | 681 19% 100% | 22 18% 3% | 100 16% 15% | 188 17% 28% | 159 21% 23% B | 88 19% 13% | 124 23% 18% BC | 122 16% 18% | 347 19% 51% | 213 21% 31% G | 561 19% 82% | 57 18% 8% | 20 20% 3% | 42 26% 6% J | 631 21% 93% O | 27 9% 4% |
| ADDRESSED ADVERTISING MAIL | 558 15% 100% | 23 20% 4% E | 105 17% 19% E | 189 18% 34% E | 116 15% 21% E | 49 11% 9% | 74 14% 13% | 128 17% 23% I | 306 17% 55% I | 123 12% 22% | 500 17% 90% KL | 26 8% 5% | 4 4% 1% | 28 17% 5% KL | 492 16% 88% | 41 14% 7% |
| OTHER | 7 100% | - - | 4 1% 53% C | - - | 1 1% 11% | 1 1% 8% | 2 2% 28% C | 4 1% 53% H | 1 1% 11% | 3 3% 36% | 6 6% 87% | 1 1% 13% | - - | - - | 7 7% 100% | - - |
| NONE | 42 1% 100% | - - | 4 1% 10% | 12 1% 28% | 6 1% 14% | 6 1% 13% | 14 3% 34% BCD | 4 1% 10% | 18 1% 42% | 20 2% 48% GH | 36 1% 86% | 4 1% 10% | - - | 2 1% 5% | 27 1% 63% | 8 3% 19% N |
| DON'T KNOW | 46 1% 100% | - - | 13 2% 28% | 12 1% 27% | 8 1% 18% | 3 1% 7% | 9 2% 20% | 13 2% 28% | 21 1% 45% | 13 1% 27% | 45 1% 98% | - - | - - | 1 1% 2% | 46 1% 99% O | - - |
| ANY PERSONAL/SOCIAL | 226 6% 100% | 9 7% 4% | 44 7% 20% | 67 6% 29% | 43 6% 19% | 23 5% 10% | 41 8% 18% | 53 7% 23% | 109 6% 48% | 64 6% 28% | 205 7% 91% K | 4 1% 2% | 5 5% 2% K | 11 5% 5% K | 160 5% 71% | 35 12% 16% N |
| ANY FORMAL MAIL | 1687 47% 100% | 50 43% 3% | 297 47% 18% | 491 45% 29% | 359 47% 21% | 255 55% 15% AB CDF | 234 43% 14% | 348 46% 21% | 851 46% 50% | 489 49% 29% | 1376 46% 82% | 182 58% 11% JM | 61 60% 4% JM | 68 41% 4% | 1387 45% 82% | 164 56% 10% N |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 294 8% 100% | 10 9% 4% | 56 9% 19% | 94 9% 32% | 61 8% 21% | 36 8% 12% | 36 7% 12% | 67 9% 23% | 155 8% 53% | 72 7% 25% | 241 8% 82% | 36 11% 12% | 8 8% 3% | 10 6% 3% | 262 9% 89% | 17 6% 6% |
| ANY UNADDRESSED OR ADVERTISING MAIL | 1238 34% 100% | 45 38% 4% | 205 32% 17% | 378 35% 30% E | 275 36% 22% E | 137 29% 11% | 199 37% 16% E | 250 33% 20% | 652 36% 53% | 336 33% 27% | 1061 36% 86% KL | 84 27% 7% | 24 24% 2% | 70 42% 6% KL | 1122 37% 91% O | 68 23% 5% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2/3 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|-----------------------------|-----------------------|------------------------|-------------------------|-----------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 58 2% 100% | 23 2% 40% D | 12 2% 21% | 11 3% 19% D | 21 1% 36% | 13 2% 23% | 1 1% 1% | 44 2% 76% |
| 167 5% 100% | 73 7% 44% DEG | 35 5% 21% | 38 10% 23% BDEFG | 67 4% 40% | 25 4% 15% | 4 4% 2% | 140 5% 84% |
| 294 8% 100% | 104 10% 36% D | 68 10% 23% D | 37 10% 12% | 140 7% 48% | 47 8% 16% | 11 10% 4% | 245 8% 83% |
| 330 9% 100% | 96 9% 29% C | 79 12% 24% CDG | 17 5% 5% | 165 9% 50% C | 62 10% 19% C | 14 12% 4% C | 261 9% 79% C |
| 1064 30% 100% | 326 31% 31% | 181 27% 17% | 144 38% 14% ABDEFG | 554 29% 52% | 161 27% 15% | 29 26% 3% | 880 30% 83% |
| 76 2% 100% | 23 2% 30% | 10 1% 13% | 13 3% 17% B | 42 2% 55% | 11 2% 14% | 2 1% 2% | 65 2% 84% |
| 49 1% 100% | 16 2% 32% | 9 1% 18% | 7 2% 14% | 19 1% 39% | 14 2% 29% DG | * 1% 1% | 35 1% 71% |
| 168 5% 100% | 33 3% 20% C | 29 4% 17% C | 4 1% 3% | 94 5% 56% AC | 39 7% 23% ACG | 12 1% 7% ABCDG | 127 4% 76% C |
| 63 2% 100% | 18 2% 29% | 16 2% 25% | 3 1% 4% | 31 2% 49% | 13 2% 21% | 4 3% 6% | 49 2% 79% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2/3 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|----------------------------|----------------------------|--------------------------|-----------------------|--------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 681 19% 100% | 145 14% 21% C | 112 17% 16% C | 33 9% 5% | 426 23% 63% ABCEG | 99 17% 15% C | 17 16% 3% | 571 19% 84% AC |
| 558 15% 100% | 162 15% 29% | 101 15% 18% | 61 16% 11% | 287 15% 52% | 99 17% 18% | 15 13% 3% | 449 15% 81% |
| 7 100% | 1 8% | - - | 1 8% | 4 52% | 2 26% | - - | 4 59% |
| 42 1% 100% | 24 2% 57% DEG | 15 2% 36% DE | 9 2% 21% DE | 14 1% 33% | 4 1% 9% | 1 1% 3% | 37 1% 89% |
| 46 1% 100% | 8 1% 17% | 5 1% 11% | 2 1% 5% | 29 2% 64% | 4 1% 8% | 2 1% 4% | 37 1% 80% |
| 226 6% 100% | 97 9% 43% DG | 47 7% 21% D | 49 13% 22% ABDEFG | 88 5% 39% | 38 6% 17% | 5 4% 2% | 185 6% 82% D |
| 1687 47% 100% | 527 50% 31% D | 328 49% 19% | 198 52% 12% D | 859 45% 51% | 270 46% 16% | 54 48% 3% | 1385 47% 82% |
| 294 8% 100% | 72 7% 25% | 48 7% 16% | 24 6% 8% | 155 8% 53% | 64 11% 22% ABCG | 15 13% 5% AC | 227 8% 77% |
| 1238 34% 100% | 307 29% 25% | 213 32% 17% C | 94 25% 8% | 713 38% 58% ABCG | 199 33% 16% C | 33 29% 3% | 1020 35% 82% AC |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2/3 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | UK GEOGRAPHICS GROUPS | | | | | |
|---|---------------------|---------------------------|------------------------|----------------------------|------------------------|---------------------|-------------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 58 2% 100% | 12 3% 21% C | 11 2% 19% | 11 1% 19% | 10 1% 17% | - - - | 1 1% 1% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 167 5% 100% | 46 10% 28% BCDF | 27 5% 16% C | 28 2% 16% | 40 6% 24% C | 4 6% 2% | 3 3% 2% |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 294 8% 100% | 44 9% 15% | 60 10% 21% C | 84 7% 29% | 56 8% 19% | 3 6% 12% | 9 11% 3% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 330 9% 100% | 31 7% 9% | 66 11% 20% AC | 98 8% 30% | 67 10% 20% | 9 15% 3% A | 8 10% 3% |
| BILLS/INVOICES/ STATEMENTS | 1064 30% 100% | 175 37% 16% BCDF | 151 26% 14% | 358 30% 34% | 196 29% 18% | 17 27% 2% | 24 28% 2% |
| LOCAL NEWSPAPERS/ MAGAZINES | 76 2% 100% | 13 3% 17% | 10 2% 13% | 30 2% 39% | 12 2% 15% | - - - | 2 2% 2% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 49 1% 100% | 7 2% 15% | 9 1% 17% | 12 1% 24% | 7 1% 15% | 3 5% 6% CD | * 1% 1% |
| CATALOGUES/BROCHURES | 168 5% 100% | 7 2% 4% | 26 4% 16% A | 49 4% 29% A | 45 7% 27% AC | 5 9% 3% A | 11 13% 6% ABCF |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 63 2% 100% | 4 1% 7% | 14 2% 22% | 17 1% 27% | 14 2% 22% | 4 6% 6% AC | 9 2% 14% |
| UNADDRESSED MAIL | 681 19% 100% | 42 9% 6% | 102 17% 15% A | 311 26% 46% ABDEF | 115 17% 17% A | 7 11% 1% | 13 16% 2% |
| ADDRESSED ADVERTISING MAIL | 558 15% 100% | 71 15% 13% | 91 16% 16% | 188 16% 34% | 99 15% 18% | 7 11% 1% | 12 14% 2% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2/3 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------|---------------------------|------------------------|---------------------------|------------------------|---------------------|------------------------|------------------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 7 100% | 1 8% | - - | - - | 4 52% C | - - | 2 26% C | - - |
| 42 1% 100% | 11 2% 26% CF | 13 2% 31% CF | 3 8% | 10 2% 24% C | 1 2% 3% C | 2 1% 6% | - - |
| 46 1% 100% | 2 1% 5% | 5 1% 11% | 25 2% 54% ADF | 5 1% 10% | 1 2% 2% | 2 4% | 1 1% 1% |
| 226 6% 100% | 59 13% 26% BCDFG | 38 7% 17% C | 39 3% 17% | 49 7% 22% C | 4 6% 2% | 31 7% 14% C | 3 4% 2% |
| 1687 47% 100% | 250 53% 15% CDF | 277 47% 16% | 540 44% 32% | 319 47% 19% | 30 48% 2% | 199 45% 12% | 42 49% 2% |
| 294 8% 100% | 28 6% 9% | 44 8% 15% | 91 7% 31% | 64 9% 22% A | 9 14% 3% A | 43 10% 15% | 13 15% 4% ABC |
| 1238 34% 100% | 113 24% 9% | 194 33% 16% A | 499 41% 40% ABDE | 214 32% 17% A | 14 22% 1% | 159 36% 13% A | 26 30% 2% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2/3 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|---|---------------------|-----------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|---------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101 3% | 165 5% | 3068 85% | 295 8% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 58 2% 100% | 2 2% 3% | 16 3% 28% | 17 2% 30% | 9 1% 16% | 6 1% 10% | 8 1% 13% | 18 2% 31% | 27 1% 46% | 13 1% 23% | 57 2% 97% | - - - | - - - | 2 1% 3% | 42 1% 72% | 7 2% 12% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 167 5% 100% | 7 6% 4% | 28 4% 17% | 49 5% 29% | 33 4% 20% | 17 4% 10% | 33 6% 20% | 35 5% 21% | 83 4% 49% | 50 5% 30% | 148 5% 89% | 4 1% 3% | 5 5% 3% | 9 6% 6% | 119 4% 71% | 28 9% 17% |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 294 8% 100% | 10 9% 4% | 66 10% 22% | 69 6% 23% | 52 7% 18% | 40 9% 14% | 56 10% 19% | 76 10% 26% | 121 7% 41% | 97 10% 33% | 234 8% 79% | 41 13% 14% | 10 10% 3% | 9 6% 3% | 228 7% 77% | 29 10% 10% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 330 9% 100% | 11 10% 3% | 58 9% 18% | 105 10% 32% | 75 10% 23% | 41 9% 12% | 39 7% 12% | 69 9% 21% | 180 10% 55% | 80 8% 24% | 259 9% 79% | 48 15% 15% | 6 6% 2% | 16 10% 5% | 305 10% 92% | 16 5% 5% |
| BILLS/INVOICES/ STATEMENTS | 1064 30% 100% | 29 24% 3% | 174 27% 16% | 318 29% 30% | 232 30% 22% | 174 37% 16% | 139 26% 13% | 202 27% 19% | 549 30% 52% | 312 31% 29% | 883 29% 83% | 93 9% 9% | 45 44% 4% | 43 26% 4% | 854 28% 80% | 119 41% 11% |
| LOCAL NEWSPAPERS/ MAGAZINES | 76 2% 100% | 2 1% 2% | 19 3% 25% | 23 2% 30% | 19 2% 25% | 8 2% 11% | 6 1% 8% | 21 3% 27% | 42 2% 54% | 14 1% 19% | 68 2% 89% | 2 1% 2% | 4 4% 5% | 3 2% 4% | 60 2% 79% | 12 4% 16% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 49 1% 100% | 2 2% 4% | 10 2% 20% | 24 2% 48% | 5 1% 10% | 4 1% 9% | 5 1% 10% | 12 2% 24% | 29 2% 58% | 9 1% 18% | 42 1% 84% | 7 2% 14% | - - - | 1 1% 2% | 43 1% 87% | 1 2% 2% |
| CATALOGUES/BROCHURES | 168 5% 100% | 7 6% 4% | 28 4% 16% | 47 4% 28% | 37 5% 22% | 24 5% 14% | 25 5% 15% | 34 5% 21% | 85 5% 50% | 49 5% 29% | 131 4% 78% | 27 9% 16% | 4 4% 2% | 6 3% 3% | 158 5% 94% | 4 1% 3% |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 63 2% 100% | 4 3% 6% | 10 2% 16% | 27 3% 43% | 11 1% 17% | 6 1% 10% | 4 1% 7% | 14 2% 23% | 38 2% 60% | 11 1% 17% | 54 2% 86% | 3 1% 5% | 2 2% 4% | 3 2% 5% | 57 2% 92% | 2 1% 4% |
| UNADDRESSED MAIL | 681 19% 100% | 22 18% 3% | 100 16% 15% | 188 17% 28% | 159 21% 23% | 88 19% 13% | 124 23% 18% | 122 16% 18% | 347 19% 51% | 213 21% 31% | 561 19% 82% | 57 18% 8% | 20 20% 3% | 42 26% 6% | 631 21% 93% | 27 9% 4% |

GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2/3 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|---------------------|--------------------|-------------------|-------------------|-------------------|------------------------|----------------------|-------------------|-------------------|----------------------|--------------------|------------------------|----------------------|------------------------------------|--------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| | 558 15% 100% | 23 20% 4% | 105 17% 19% | 189 18% 34% | 116 15% 21% | 49 11% 9% | 74 14% 13% | 128 17% 23% | 306 17% 55% | 123 12% 22% | 500 17% 90% | 26 8% 5% | 4 4% 1% | 28 17% 5% | 492 16% 88% | 41 14% 7% |
| EIK L | 7 100% | - - | 4 1% 53% | - - | 1 17% | 1 8% | 2 28% | 4 53% | 1 17% | 3 36% | 6 87% | 1 13% | - - | - - | 7 100% | - - |
| 42 1% 100% | - - | 4 1% 10% | 12 1% 28% | 6 1% 14% | 6 1% 13% | 14 3% 34% T | 4 1% 10% | 18 1% 42% | 20 2% 48% T | 36 1% 86% | 4 1% 10% | - - | - - | 2 1% 5% | 27 1% 63% | 8 3% 19% T |
| 46 1% 100% | - - | 13 2% 28% | 12 1% 27% | 8 1% 18% | 3 1% 7% | 9 2% 20% | 13 2% 28% | 21 1% 45% | 13 1% 27% | 45 1% 98% | - - | - - | - - | 1 1% 2% | 46 1% 99% | - - |
| 226 6% 100% | 9 7% 4% | 44 7% 20% | 67 6% 29% | 43 6% 19% | 23 5% 10% | 41 7% 18% | 53 7% 23% | 109 6% 48% | 64 6% 28% | 205 7% 91% | 4 1% 2% | 5 5% 2% | 11 7% 5% | 160 5% 71% | 35 12% 16% T | |
| 1687 47% 100% | 50 43% 3% | 297 47% 18% | 491 45% 29% | 359 47% 21% | 255 55% 15% T | 234 43% 14% | 348 46% 21% | 851 46% 50% | 489 49% 29% | 1376 46% 82% | 182 58% 11% T | 61 60% 4% T | 68 41% 4% | 1387 45% 82% | 164 56% 10% T | |
| 294 8% 100% | 10 9% 4% | 56 9% 19% | 94 9% 32% | 61 8% 21% | 36 8% 12% | 36 7% 12% | 67 9% 23% | 155 8% 53% | 72 7% 25% | 241 8% 82% | 36 11% 12% | 8 8% 3% | 10 6% 3% | 262 9% 89% | 17 6% 6% | |
| 1238 34% 100% | 45 38% 4% | 205 32% 17% | 378 35% 30% | 275 36% 22% | 137 29% 11% | 199 37% 16% | 250 33% 20% | 652 35% 53% | 336 33% 27% | 1061 35% 86% | 84 27% 7% | 24 24% 2% | 70 42% 6% T | 1122 37% 91% | 68 23% 5% | |

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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2/3 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|------------------------|----------------------------------|---|------------------------|-------------------|-------------------|----------------------|-------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 58 2% 100% | 23 2% 40% | 12 2% 21% | 11 3% 19% | 21 1% 36% | 13 2% 23% | 1 1% 1% | 44 2% 76% |
| 167 5% 100% | 73 7% 44% H | 35 5% 21% | 38 10% 23% H | 67 4% 40% | 25 4% 15% | 4 4% 2% | 140 5% 84% |
| 294 8% 100% | 104 10% 36% | 68 10% 23% | 37 10% 12% | 140 7% 48% | 47 8% 16% | 11 10% 4% | 245 8% 83% |
| 330 9% 100% C | 96 9% 29% | 79 12% 24% H | 17 5% 5% | 165 9% 50% | 62 10% 19% | 14 12% 4% | 261 9% 79% |
| 1064 30% 100% | 326 31% 31% | 181 27% 17% | 144 38% 14% H | 554 29% 52% | 161 27% 15% | 29 26% 3% | 880 30% 83% |
| 76 2% 100% | 23 2% 30% | 10 1% 13% | 13 3% 17% | 42 2% 55% | 11 2% 14% | 2 1% 2% | 65 2% 84% |
| 49 1% 100% | 16 2% 32% | 9 1% 18% | 7 2% 14% | 19 1% 39% | 14 2% 29% | * 1% 1% | 35 1% 71% |
| 168 5% 100% | 33 3% 20% | 29 4% 17% | 4 1% 3% | 94 5% 56% | 39 7% 23% | 12 11% 7% | 127 4% 76% |
| AC | | | | | | H | |
| 63 2% 100% | 18 2% 29% | 16 2% 25% | 3 1% 4% | 31 2% 49% | 13 2% 21% | 4 3% 6% | 49 2% 79% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2/3 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|---------------------------|----------------------------------|---|-----------------------|------------------------|-------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 681 19% 100% AC | 145 14% 21% | 112 17% 16% | 33 9% 5% | 426 23% 63% H | 99 17% 15% | 17 16% 3% | 571 19% 84% |
| 558 15% 100% | 162 15% 29% | 101 15% 18% | 61 16% 11% | 287 15% 52% | 99 17% 18% | 15 13% 3% | 449 15% 81% |
| 7 100% | 1 8% | - - | 1 8% | 4 52% | 2 26% | - - | 4 59% |
| 42 1% 100% | 24 2% 57% H | 15 2% 36% H | 9 2% 21% | 14 1% 33% | 4 1% 9% | 1 1% 3% | 37 1% 89% |
| 46 1% 100% | 8 1% 17% | 5 1% 11% | 2 1% 5% | 29 2% 64% | 4 1% 8% | 2 1% 4% | 37 1% 80% |
| 226 6% 100% D | 97 9% 43% H | 47 7% 21% | 49 13% 22% H | 88 5% 39% | 38 6% 17% | 5 4% 2% | 185 6% 82% |
| 1687 47% 100% | 527 50% 31% | 328 49% 19% | 198 52% 12% | 859 45% 51% | 270 46% 16% | 54 48% 3% | 1385 47% 82% |
| 294 8% 100% | 72 7% 25% | 48 7% 16% | 24 6% 8% | 155 8% 53% | 64 11% 22% | 15 13% 5% | 227 8% 77% |
| 1238 34% 100% AC | 307 29% 25% | 213 32% 17% | 94 25% 8% | 713 38% 58% H | 199 33% 16% | 33 29% 3% | 1020 35% 82% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2/3 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|---|---------------------|------------------------|-------------------|-------------------|----------------------|--------------------|----------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 58 2% 100% | 12 3% 21% | 11 2% 19% | 11 1% 19% | 10 1% 17% | - - - | 1 1% 1% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 167 5% 100% | 46 10% 28% H | 27 5% 16% | 28 2% 16% | 40 6% 24% | 4 2% 2% | 3 3% 2% |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 294 8% 100% | 44 9% 15% | 60 10% 21% | 84 7% 29% | 56 8% 19% | 3 0% 1% | 9 11% 3% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 330 9% 100% | 31 7% 9% | 66 11% 20% | 98 8% 30% | 67 10% 20% | 9 15% 3% | 8 10% 3% |
| BILLS/INVOICES/ STATEMENTS | 1064 30% 100% | 175 37% 16% H | 151 26% 14% | 358 30% 34% | 196 29% 18% | 17 27% 2% | 24 28% 2% |
| LOCAL NEWSPAPERS/ MAGAZINES | 76 2% 100% | 13 3% 17% | 10 2% 13% | 30 2% 39% | 12 2% 15% | - - - | 2 2% 2% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 49 1% 100% | 7 2% 15% | 9 1% 17% | 12 1% 24% | 7 1% 15% | 3 5% 6% H | * 1% 1% |
| CATALOGUES/BROCHURES | 168 5% 100% | 7 2% 4% | 26 4% 16% | 49 4% 29% | 45 7% 27% H | 5 9% 3% | 11 13% 6% H |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 63 2% 100% | 4 1% 7% | 14 2% 22% | 17 1% 27% | 14 2% 22% | 4 6% 6% H | 1 1% 1% |
| UNADDRESSED MAIL | 681 19% 100% | 42 9% 6% | 102 17% 15% | 311 26% 46% | 115 17% 17% | 7 11% 1% | 13 16% 2% |
| ADDRESSED ADVERTISING MAIL | 558 15% 100% | 71 15% 13% | 91 16% 16% | 188 16% 34% | 99 15% 18% | 7 11% 1% | 12 14% 2% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2/3 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|--|--------------------------|------------------------|-------------------|------------------------|-------------------|-----------------|-------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| OTHER | 7 100% | 1 8% | - - | - - | 4 52% | - - | - - |
| NONE | 42 1% 100% C | 11 2% 26% H | 13 2% 31% | 3 8% | 10 2% 24% | 1 2% 3% | 2 1% 6% |
| DON'T KNOW | 46 1% 100% | 2 1% 5% | 5 1% 11% | 25 2% 54% | 5 1% 10% | 1 2% 2% | 1 1% 1% |
| ANY PERSONAL/SOCIAL | 226 6% 100% C | 59 13% 26% H | 38 7% 17% | 39 3% 17% | 49 7% 22% | 4 6% 2% | 31 7% 14% |
| ANY FORMAL MAIL | 1687 47% 100% | 250 53% 15% H | 277 47% 16% | 540 44% 32% | 319 47% 19% | 30 48% 2% | 199 45% 12% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 294 8% 100% | 28 6% 9% | 44 8% 15% | 91 7% 31% | 64 9% 22% | 9 14% 3% | 43 10% 15% |
| ANY UNADDRESSED OR ADVERTISING MAIL | 1238 34% 100% A | 113 24% 9% | 194 33% 16% | 499 41% 40% H | 214 32% 17% | 14 22% 1% | 159 36% 13% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2/3 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|---------------------|-----------------------|-----------------------|------------------------|-------------------------|------------------------|------------------------|-------------------------|---------------------------|---------------------------------|------------------------|--------------------------|------------------------|------------------------|------------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 58 2% 100% | 7 2% 12% | 11 3% 19% DF | 17 2% 29% | 10 1% 17% | 7 2% 12% | 6 1% 11% | 3 2% 6% | 10 2% 18% | 6 2% 10% | 7 2% 13% | 8 1% 13% | 3 1% 4% | 7 2% 13% | 9 1% 15% | 5 1% 8% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 167 5% 100% | 21 5% 12% | 14 4% 8% | 42 5% 25% | 41 4% 24% | 16 4% 9% | 35 2% 21% | 4 2% 2% | 28 5% 17% | 12 4% 7% | 14 5% 8% | 22 3% 13% | 16 6% 10% | 17 6% 10% | 32 5% 19% | 22 6% 13% |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 294 8% 100% | 37 10% 12% D | 40 11% 14% D | 71 8% 24% | 50 5% 17% | 46 11% 16% D | 51 9% 17% D | 19 12% 7% KN | 42 7% 14% | 42 13% 14% HKMN O | 35 12% 12% KN | 44 6% 15% | 26 9% 9% | 23 8% 8% | 36 6% 12% | 29 7% 10% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 330 9% 100% | 37 10% 11% | 32 9% 10% | 84 9% 25% | 96 10% 29% | 38 9% 11% | 42 7% 13% | 10 7% 3% | 31 6% 9% | 15 5% | 33 11% 10% HI | 76 11% 23% HI | 26 9% 8% HI | 26 9% 8% I | 73 12% 22% HI | 39 10% 12% HI |
| BILLS/INVOICES/ STATEMENTS | 1064 30% 100% | 116 30% 11% | 86 23% 8% | 288 32% 27% B | 261 28% 26% | 139 32% 13% B | 173 30% 16% B | 61 39% 6% MNO | 217 39% 20% KMNO | 147 44% 14% JKLMN O | 94 32% 9% MNO | 228 32% 21% MNO | 98 36% 9% MNO | 47 16% 4% | 104 18% 10% | 68 17% 6% |
| LOCAL NEWSPAPERS/ MAGAZINES | 76 2% 100% | 10 3% 13% F | 10 3% 14% F | 25 3% 33% F | 17 2% 22% | 9 2% 12% | 5 1% 7% | 11 7% 14% LMNO | 11 2% 14% | 5 1% 6% | 3 1% 4% | 19 3% 25% | 3 1% 4% | 6 2% 8% | 12 2% 16% | 7 2% 9% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 49 1% 100% | 8 2% 17% | 3 1% 7% | 18 2% 36% | 11 1% 23% | 4 1% 8% | 5 1% 10% | - - - | 12 2% 24% | 5 1% 9% | 5 2% 9% | 7 1% 15% | 1 1% 3% | 7 2% 15% | 9 2% 19% | 3 1% 6% |
| CATALOGUES/BROCHURES | 168 5% 100% | 11 3% 6% | 24 6% 14% AC | 31 3% 18% | 54 6% 32% AC | 15 3% 9% | 34 6% 20% AC | 3 2% 2% | 18 3% 10% | 13 4% 8% | 12 3% 7% 7% | 23 3% 13% | 12 4% 7% | 20 7% 12% GHK | 44 8% 27% GHK | 23 6% 14% K |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 63 2% 100% | 8 2% 13% | 6 2% 10% | 23 3% 37% F | 15 2% 24% | 6 1% 10% | 4 1% 7% | 5 3% 9% LNO | 20 4% 32% LNO | 7 2% 12% NO | 5 2% 8% | 14 2% 23% NO | 2 1% 3% | 4 1% 6% | 4 1% 6% | 2 1% 3% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2/3 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---------------------------------------|----------------------------|---------------------|------------------------|------------------------|--------------------------|-------------------------|-------------------------|------------------------|--------------------------|--------------------------------|--------------------------|--------------------------|-------------------------|---------------------------------|--------------------------------|------------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| UNADDRESSED MAIL | 681 19% 100% | 59 15% 9% | 63 17% 9% | 145 16% 21% | 201 22% 30% AC | 93 21% 14% AC | 120 21% 18% AC | 22 14% 3% | 86 16% 13% | 55 16% 8% | 40 14% 6% | 135 19% 20% | 52 19% 8% | 59 20% 9% | 125 21% 18% HJ | 106 27% 16% GHIJLMN |
| ADDRESSED ADVERTISING MAIL | 558 15% 100% | 61 16% 11% | 68 18% 12% EF | 150 16% 27% E | 156 17% 28% E | 48 11% 9% | 75 13% 14% | 15 9% 3% | 69 13% 12% I | 20 6% 4% | 44 15% 8% I | 116 17% 21% GIL | 30 11% 5% I | 69 23% 12% GHIJ KL | 120 20% 22% GHIL | 74 19% 13% GHIL |
| OTHER | 7 0% 100% | - - - | 4 1% 53% CDE | 1 0% 11% | - - - | - - - | 3 0% 36% D | 1 1% 15% | - - - | 2 1% 29% | - - - | 1 0% 11% | - - - | 3 1% 38% HN | - - - | 0 0% 6% |
| NONE | 42 1% 100% | 2 5% | 2 5% | 12 1% 29% | 5 1% 13% | 9 2% 22% D | 11 2% 26% D | 1 3% 3% | 8 1% 19% | 7 2% 16% J | - - - | 5 1% 13% | 6 2% 14% J | 3 1% 7% | 4 1% 11% | 8 2% 18% J |
| DON'T KNOW | 46 1% 100% | 5 1% 11% | 8 2% 17% C | 5 1% 10% | 16 2% 35% C | 3 1% 7% | 9 2% 20% C | - - - | 3 0% 6% | 0 0% 1% | 5 2% 10% | 3 0% 7% | 1 0% 2% | 8 3% 18% HIKL | 15 2% 32% HIKL | 11 3% 24% GHIKL |
| ANY PERSONAL/SOCIAL | 226 6% 100% | 28 7% 12% | 25 7% 11% | 59 6% 26% | 51 5% 22% | 23 5% 10% | 41 7% 18% | 7 5% 3% | 39 7% 17% | 18 5% 8% | 21 7% 9% | 30 4% 13% | 19 7% 8% | 24 8% 11% K | 41 7% 18% | 27 7% 12% |
| ANY FORMAL MAIL | 1687 47% 100% | 190 50% 11% | 158 43% 9% | 444 49% 26% | 407 44% 24% | 223 51% 13% BD | 266 46% 16% | 90 58% 5% MNO | 289 52% 17% MNO | 204 61% 12% HKMN O | 162 54% 10% MNO | 348 50% 21% MNO | 149 54% 9% MNO | 96 32% 6% | 214 36% 13% | 136 34% 8% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 294 8% 100% | 29 8% 10% | 38 10% 13% | 73 8% 25% | 82 9% 28% | 28 6% 10% | 44 8% 15% | 14 9% 5% | 40 7% 14% | 22 8% 8% | 20 7% 7% | 49 7% 17% | 17 6% 6% | 33 11% 11% KL | 66 11% 23% HIKL | 33 8% 11% GHIJ |
| ANY UNADDRESSED OR ADVERTISING MAIL | 1238 34% 100% | 120 31% 10% | 130 35% 11% | 295 32% 24% | 357 38% 29% ACE | 141 32% 11% | 195 34% 16% | 37 24% 3% | 156 28% 13% | 75 22% 6% | 85 28% 7% | 251 36% 20% GHI | 81 30% 7% I | 128 43% 10% GHIJ KL | 245 42% 20% GHIJ L | 180 45% 15% GHIJKL |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2/3 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|-----------------------------|---------------------|-----------------------|-----------------------|-------------------------|---------------------|-----------------------|----------------------|------------------------|------------------------|----------------------|------------------------|----------------------|--------------------|-----------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 58 2% 100% | 7 2% 12% | 11 3% 19% | 17 2% 29% | 10 1% 17% | 7 2% 12% | 6 1% 11% | 3 2% 6% | 10 2% 18% | 6 1% 10% | 7 2% 13% | 8 1% 13% | 3 1% 4% | 7 2% 13% | 9 1% 15% | 5 1% 8% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 167 5% 100% | 21 5% 12% | 14 4% 8% | 42 5% 25% | 41 4% 24% | 16 4% 9% | 35 6% 21% | 4 2% 2% | 28 5% 17% | 12 4% 7% | 14 5% 8% | 22 3% 13% | 16 6% 10% | 17 6% 10% | 32 5% 19% | 22 6% 13% |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 294 8% 100% D | 37 10% 12% | 40 11% 14% | 71 8% 24% | 50 5% 17% | 46 11% 16% | 51 9% 17% | 19 12% 7% | 42 7% 14% | 42 13% 14% P | 35 12% 12% | 44 6% 15% | 26 9% 9% | 23 8% 8% | 36 6% 12% | 29 7% 10% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 330 9% 100% H1 | 37 10% 11% | 32 9% 10% | 84 9% 25% | 96 10% 29% | 38 9% 11% | 42 7% 13% | 10 7% 3% | 31 6% 9% | 15 5% 5% | 33 11% 10% | 76 11% 23% | 26 9% 8% | 26 9% 8% | 73 12% 22% P | 39 10% 12% |
| BILLS/INVOICES/ STATEMENTS | 1064 30% 100% BMNO | 116 30% 11% | 86 23% 8% | 288 32% 27% | 261 28% 25% | 139 32% 13% | 173 30% 16% | 61 39% 6% P | 217 39% 20% P | 147 44% 14% P | 94 32% 9% | 228 32% 21% | 98 36% 9% P | 47 16% 4% | 104 18% 10% | 68 17% 6% |
| LOCAL NEWSPAPERS/ MAGAZINES | 76 2% 100% F | 10 3% 13% | 10 3% 14% | 25 3% 33% | 17 2% 22% | 9 2% 12% | 5 1% 7% | 11 7% 14% P | 11 2% 14% | 5 1% 6% | 3 1% 4% | 19 3% 25% | 3 1% 4% | 6 2% 8% | 12 2% 16% | 7 2% 9% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 49 1% 100% | 8 2% 17% | 3 1% 7% | 18 2% 36% | 11 1% 23% | 4 1% 8% | 5 1% 10% | - - - | 12 2% 24% | 5 1% 9% | 5 2% 9% | 7 1% 15% | 1 1% 3% | 7 2% 15% | 9 2% 19% | 3 1% 6% |
| CATALOGUES/BROCHURES | 168 5% 100% | 11 3% 6% | 24 6% 14% | 31 3% 18% | 54 6% 32% | 15 3% 9% | 34 6% 20% | 3 2% 2% | 18 3% 10% | 13 4% 8% | 12 4% 7% | 23 3% 13% | 12 4% 7% | 20 7% 12% | 44 8% 27% P | 23 6% 14% |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 63 2% 100% O | 8 2% 13% | 6 2% 10% | 23 3% 37% | 15 2% 24% | 6 1% 10% | 4 1% 7% | 5 3% 9% | 20 4% 32% P | 7 2% 12% | 5 2% 8% | 14 2% 23% | 2 1% 3% | 4 1% 6% | 4 1% 6% | 2 * 3% |
| UNADDRESSED MAIL | 681 19% 100% | 59 15% 9% | 63 17% 9% | 145 16% 21% | 201 22% 30% | 93 21% 14% | 120 21% 18% | 22 14% 3% | 86 16% 13% | 55 16% 8% | 40 14% 6% | 135 19% 20% | 52 19% 8% | 59 20% 9% | 125 21% 18% | 106 27% 16% P |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2/3 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|--|--|---------------------|-----------------------|-----------------------|-------------------------|---------------------|-----------------------|----------------------|------------------------|------------------------|------------------------|------------------------|-----------------------|------------------------|------------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| ADDRESSED ADVERTISING MAIL | 558 15% 100% EIL | 61 16% 11% | 68 18% 12% | 150 16% 27% | 156 17% 28% | 48 11% 9% | 75 13% 14% | 15 9% 3% | 69 13% 12% | 20 6% 4% | 44 15% 8% | 116 17% 21% | 30 11% 5% | 69 23% 12% P | 120 20% 22% P | 74 19% 13% |
| OTHER | 7 100% | - - | 4 1% 53% P | 1 11% | - - | - - | 3 36% | 1 15% | - - | 2 1% 29% | - - | 1 11% | - - | 3 1% 38% P | - - | - 6% |
| NONE | 42 1% 100% | 2 1% 5% | 2 1% 5% | 12 1% 29% | 5 1% 13% | 9 2% 22% | 11 2% 26% | 1 1% 3% | 8 1% 19% | 7 2% 16% | - - | 5 1% 13% | 6 2% 14% | 3 1% 7% | 4 1% 11% | 8 2% 18% |
| DON'T KNOW | 46 1% 100% | 5 1% 11% | 8 2% 17% | 5 1% 10% | 16 2% 35% | 3 1% 7% | 9 2% 20% | - - | 3 6% | - 1% | 5 2% 10% | 3 7% | 1 2% | 8 3% 18% P | 15 2% 32% P | 11 3% 24% P |
| ANY PERSONAL/SOCIAL | 226 6% 100% | 28 7% 12% | 25 7% 11% | 59 6% 26% | 51 5% 22% | 23 5% 10% | 41 7% 18% | 7 5% 3% | 39 7% 17% | 18 5% 8% | 21 7% 9% | 30 4% 13% | 19 7% 8% | 24 8% 11% | 41 7% 18% | 27 7% 12% |
| ANY FORMAL MAIL | 1687 47% 100% MNO | 190 50% 11% | 158 43% 9% | 444 49% 26% | 407 44% 24% | 223 51% 13% | 266 46% 16% | 90 58% 5% P | 289 52% 17% P | 204 61% 12% P | 162 54% 10% P | 348 50% 21% | 149 54% 9% P | 96 32% 6% | 214 36% 13% | 136 34% 8% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 294 8% 100% | 29 8% 10% | 38 10% 13% | 73 8% 25% | 82 9% 28% | 28 6% 10% | 44 8% 15% | 14 9% 5% | 40 7% 14% | 22 7% 8% | 20 7% 7% | 49 7% 17% | 17 6% 6% | 33 11% 11% | 66 23% P | 33 8% 11% |
| ANY UNADDRESSED OR ADVERTISING MAIL | 1238 34% 100% GHI | 120 31% 10% | 130 35% 11% | 295 32% 24% | 357 38% 29% P | 141 32% 11% | 195 34% 16% | 37 24% 3% | 156 28% 13% | 75 22% 6% | 85 28% 7% | 251 36% 20% | 81 30% 7% | 128 43% 10% P | 245 42% 20% P | 180 45% 15% P |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2/3 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|---------------------|-----------------------------|----------------------------|-----------------|--|-------------------|-------------------------|-------------------|------------------------------------|-----------------------|------------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 58 2% 100% | 9 2% 16% | 49 2% 84% | 3 2% 5% | 45 2% 77% | 13 2% 23% | 5 2% 8% | 6 1% 11% | 47 2% 81% | 6 1% 11% | 5 2% 8% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 167 5% 100% | 25 4% 15% | 140 5% 84% | 14 9% 8% | 130 5% 78% | 37 4% 22% | 14 5% 9% | 21 4% 13% | 131 5% 78% | 22 4% 13% | 15 5% 9% |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 294 8% 100% | 43 8% 15% | 250 8% 85% | 11 7% 4% | 226 8% 77% | 68 8% 23% | 19 7% 6% | 55 11% 19% | 219 8% 74% | 56 11% 19% | 20 7% 7% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 330 9% 100% | 59 10% 18% | 271 9% 82% | 11 7% 3% | 257 9% 78% | 73 8% 22% | 29 11% 9% | 31 6% 10% | 267 10% 81% | 33 6% 10% | 31 10% 9% |
| BILLS/INVOICES/ STATEMENTS | 1064 30% 100% | 126 22% 12% | 932 31% 88% | 49 31% 5% | 819 30% 77% | 245 28% 23% | 45 16% 4% | 188 38% 18% | 820 29% 77% | 198 38% 19% | 55 19% 5% |
| LOCAL NEWSPAPERS/ MAGAZINES | 76 2% 100% | 13 2% 17% | 64 2% 83% | 2 2% 3% | 59 2% 77% | 17 2% 23% | 5 2% 6% | 8 2% 10% | 64 2% 83% | 8 2% 10% | 5 2% 6% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 49 1% 100% | 6 1% 13% | 43 1% 86% | - - - | 37 1% 79% | 12 1% 25% | 3 1% 7% | 6 1% 11% | 41 1% 82% | 6 1% 11% | 3 1% 7% |
| CATALOGUES/BROCHURES | 168 5% 100% | 42 7% 25% B | 126 4% 75% | 8 5% 4% | 117 4% 70% | 50 6% 30% | 27 10% 16% GHI | 15 3% 9% | 126 4% 75% | 15 3% 9% | 27 6% 16% GHI |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 63 2% 100% | 7 1% 12% | 54 2% 86% | 2 2% 4% | 57 2% 90% E | 6 1% 10% | 4 1% 6% | 8 2% 12% | 51 2% 82% | 8 1% 12% | 4 1% 6% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2/3 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---------------------------------------|--|-----------------------------|----------------------------|----------------------|--|------------------------|-------------------------|--------------------------|------------------------------------|--------------------------|-------------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| UNADDRESSED MAIL | 681 19% 100% | 126 22% 18% B | 553 18% 81% | 36 23% 5% | 487 18% 71% | 194 22% 29% D | 65 24% 10% GHI | 87 18% 13% | 523 19% 77% | 93 18% 14% | 71 24% 10% GHI |
| ADDRESSED ADVERTISING MAIL | 558 15% 100% | 88 16% 16% | 466 15% 84% | 17 11% 3% | 432 16% 78% | 125 14% 22% | 38 14% 7% | 51 10% 9% | 467 17% 84% GI | 52 10% 9% | 40 13% 7% |
| OTHER | 7 100% | 1 14% | 6 86% | 1 9% | 5 70% | 2 30% | - - | 2 32% | 5 68% | 2 32% | - - |
| NONE | 42 1% 100% | 9 2% 22% | 32 1% 78% | 4 3% 10% | 25 1% 60% | 17 2% 40% D | 8 3% 19% H | 14 3% 34% H | 19 1% 45% | 15 3% 36% H | 9 3% 21% H |
| DON'T KNOW | 46 1% 100% | 10 2% 21% | 36 1% 79% | 1 1% | 30 1% 64% | 17 2% 36% | 11 4% 23% GHI | 1 1% 3% | 33 1% 72% | 2 1% 5% | 12 4% 25% GHI |
| ANY PERSONAL/SOCIAL | 226 6% 100% | 34 6% 15% | 189 6% 84% | 17 10% 7% B | 175 6% 78% | 51 6% 22% | 19 7% 8% | 27 6% 12% | 178 6% 79% | 28 5% 12% | 20 7% 9% |
| ANY FORMAL MAIL | 1687 47% 100% | 229 41% 14% | 1452 48% 86% A | 70 45% 4% | 1301 48% 77% | 386 44% 23% | 93 34% 6% | 275 50% 16% FHJ | 1307 46% 77% FJ | 288 50% 17% FHJ | 106 36% 6% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 294 8% 100% | 61 11% 21% B | 232 8% 79% | 10 6% 3% | 214 8% 73% | 80 9% 27% | 35 13% 12% GHI | 29 6% 10% | 230 8% 78% | 29 6% 10% | 35 12% 12% GHI |
| ANY UNADDRESSED OR ADVERTISING MAIL | 1238 34% 100% | 213 38% 17% | 1018 34% 82% | 53 4% 4% | 919 34% 74% | 319 36% 26% | 103 38% 8% GI | 138 28% 17% | 990 35% 80% GI | 145 28% 12% | 111 37% 9% GI |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2/3 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|--|--|---|-----------------------|---|----------------------------|-------------------------|------------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 58 2% 100% | 9 2% 16% | 49 2% 84% | 3 2% 5% | 45 2% 77% | 13 2% 23% | 5 2% 8% | 6 1% 11% | 47 2% 81% | 6 1% 11% | 5 2% 8% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 167 5% 100% | 25 4% 15% | 140 5% 84% | 14 9% 8% | 130 5% 78% | 37 4% 22% | 14 5% 9% | 21 4% 13% | 131 5% 78% | 22 4% 13% | 15 5% 9% |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 294 8% 100% | 43 8% 15% | 250 8% 85% | 11 7% 4% | 226 8% 77% | 68 8% 23% | 19 7% 6% | 55 11% 19% K | 219 8% 74% | 56 11% 19% | 20 7% 7% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 330 9% 100% | 59 10% 18% | 271 9% 82% | 11 7% 3% | 257 9% 78% | 73 8% 22% | 29 11% 9% | 31 6% 10% | 267 10% 81% | 33 6% 10% | 31 10% 9% |
| BILLS/INVOICES/ STATEMENTS | 1064 30% 100% AFJ | 126 22% 12% | 932 31% 88% | 49 31% 5% | 819 30% 77% | 245 28% 23% | 45 16% 4% | 188 38% 18% K | 820 29% 77% | 198 38% 19% K | 55 19% 5% |
| LOCAL NEWSPAPERS/ MAGAZINES | 76 2% 100% | 13 2% 17% | 64 2% 83% | 2 2% 3% | 59 2% 77% | 17 2% 23% | 5 2% 6% | 8 2% 10% | 64 2% 83% | 8 2% 10% | 5 2% 6% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 49 1% 100% | 6 1% 13% | 43 1% 86% | - - - | 37 1% 75% | 12 1% 25% | 3 1% 7% | 6 1% 11% | 41 1% 82% | 6 1% 11% | 3 1% 7% |
| CATALOGUES/BROCHURES | 168 5% 100% | 42 7% 25% K | 126 4% 75% | 8 5% 4% | 117 4% 70% | 50 6% 30% | 27 10% 16% K | 15 3% 9% | 126 4% 75% | 15 3% 9% | 27 9% 16% K |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 63 2% 100% E | 7 1% 12% | 54 2% 86% | 2 2% 4% | 57 2% 90% | 6 1% 10% | 4 1% 6% | 8 2% 12% | 51 2% 82% | 8 1% 12% | 4 1% 6% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2/3 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--|----------------------------|--|---|-----------------------|---|----------------------------|-------------------------|------------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| UNADDRESSED MAIL | 681 19% 100% | 126 22% 18% | 553 18% 81% | 36 23% 5% | 487 18% 71% | 194 22% 29% K | 65 24% 10% K | 87 18% 13% | 523 19% 77% | 93 18% 14% | 71 24% 10% K |
| ADDRESSED ADVERTISING MAIL | 558 15% 100% GI | 88 16% 16% | 466 15% 84% | 17 11% 3% | 432 16% 78% | 125 14% 22% | 38 14% 7% | 51 10% 9% | 467 17% 84% | 52 10% 9% | 40 13% 7% |
| OTHER | 7 100% | 1 14% | 6 86% | 1 9% | 5 70% | 2 30% | - - | 2 32% | 5 68% | 2 32% | - - |
| NONE | 42 1% 100% | 9 2% 22% | 32 1% 78% | 4 3% 10% | 25 1% 60% | 17 2% 40% | 8 3% 19% K | 14 3% 34% K | 19 1% 45% | 15 3% 36% K | 9 3% 21% K |
| DON'T KNOW | 46 1% 100% | 10 2% 21% | 36 1% 79% | 1 1% | 30 1% 64% | 17 2% 36% | 11 4% 23% K | 1 1% 3% | 33 1% 72% | 2 1% 5% | 12 4% 25% K |
| ANY PERSONAL/SOCIAL | 226 6% 100% | 34 6% 15% | 189 6% 84% | 17 10% 7% K | 175 6% 78% | 51 6% 22% | 19 7% 8% | 27 6% 12% | 178 6% 79% | 28 5% 12% | 20 7% 9% |
| ANY FORMAL MAIL | 1687 47% 100% AFJ | 229 41% 14% | 1452 48% 86% | 70 45% 4% | 1301 48% 77% | 386 44% 23% | 93 34% 6% | 275 56% 16% K | 1307 46% 77% | 288 56% 17% K | 106 36% 6% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 294 8% 100% | 61 11% 21% K | 232 8% 79% | 10 6% 3% | 214 8% 73% | 80 9% 27% | 35 13% 12% K | 29 6% 10% | 230 8% 78% | 29 6% 10% | 35 12% 12% K |
| ANY UNADDRESSED OR ADVERTISING MAIL | 1238 34% 100% GI | 213 38% 17% | 1018 34% 82% | 53 34% 4% | 919 34% 74% | 319 36% 26% | 103 38% 8% | 138 28% 11% | 990 35% 80% | 145 12% | 111 37% 9% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2/3 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|--------------|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 58 100% | 15 2% | 3 4% | 22 1% | 5 8% | 8 13% | 6 10% | 16 2% | 4 6% | 15 25% | 3 5% | 14 25% | 7 11% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 167 100% | 30 4% | 5 6% | 68 41% | 15 4% | 32 19% | 18 4% | 42 5% | 2 1% | 45 4% | 7 4% | 43 5% | 28 6% |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 294 100% | 71 11% | 5 7% | 100 34% | 21 6% | 55 19% | 42 9% | 82 10% | 21 9% | 86 29% | 18 6% | 57 20% | 30 6% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 330 100% | 65 10% | 4 5% | 151 46% | 29 9% | 40 12% | 40 12% | 47 6% | 9 4% | 127 38% | 8 2% | 82 11% | 56 11% |
| BILLS/INVOICES/ STATEMENTS | 1064 100% | 189 28% | 13 16% | 459 43% | 90 27% | 170 32% | 142 30% | 320 39% | 104 47% | 365 33% | 54 35% | 133 17% | 86 17% |
| LOCAL NEWSPAPERS/ MAGAZINES | 76 100% | 21 3% | - - | 33 2% | 9 3% | 6 1% | 9 2% | 23 3% | 3 2% | 21 2% | 4 3% | 15 2% | 10 2% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 49 100% | 9 18% | 3 5% | 23 47% | 5 11% | 5 10% | 4 9% | 13 2% | 4 7% | 11 22% | 2 4% | 13 27% | 6 13% |
| CATALOGUES/BROCHURES | 168 100% | 29 4% | 5 7% | 64 38% | 21 6% | 24 15% | 24 15% | 27 3% | 6 3% | 41 4% | 6 4% | 50 30% | 38 7% |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 63 100% | 14 2% | - - | 33 53% | 4 1% | 9 15% | 2 3% | 32 4% | 1 1% | 16 26% | 5 8% | 8 13% | 1 1% |
| UNADDRESSED MAIL | 681 100% | 105 16% | 17 2% | 271 40% | 75 23% | 110 16% | 102 15% | 127 19% | 37 5% | 202 30% | 25 4% | 158 23% | 133 19% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2/3 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|--|---------------------|------------------------|------------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------------|--------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| ADDRESSED ADVERTISING MAIL | 558 15% 100% | 109 16% 19% E | 20 25% 4% DEF | 260 17% 47% EF | 45 14% 8% | 63 12% 11% | 60 13% 11% | 79 10% 14% | 25 11% 4% | 174 16% 31% G | 17 11% 3% | 179 23% 32% GHU L | 84 17% 15% G |
| OTHER | 7 0% 100% | 4 1% 53% C | - - - | - - - | 1 0% 11% | 1 0% 16% | 1 0% 19% C | 2 0% 31% | 1 0% 13% I | - - - | 1 1% 1% I | 3 0% 38% | 0 0% 6% |
| NONE | 42 1% 100% | 4 1% 9% | 1 1% 2% | 13 1% 31% | 5 1% 11% | 9 2% 21% | 11 2% 27% AC | 12 1% 29% | 4 2% 9% | 6 1% 15% | 5 3% 11% IK | 7 1% 16% | 8 2% 20% I |
| DON'T KNOW | 46 1% 100% | 10 1% 21% | 3 4% 7% C | 14 1% 30% | 7 2% 15% | 6 1% 13% | 6 1% 14% | 3 0% 7% | - - - | 9 1% 20% | - - - | 17 2% 38% GHI | 17 3% 38% GHU |
| ANY PERSONAL/SOCIAL | 226 6% 100% | 45 7% 20% | 8 10% 3% | 90 6% 40% | 19 6% 9% | 40 7% 18% | 24 5% 10% | 58 7% 26% H | 6 3% 3% | 60 5% 27% | 10 6% 4% | 57 7% 25% H | 35 7% 15% H |
| ANY FORMAL MAIL | 1687 47% 100% | 326 48% 19% B | 22 28% 1% | 710 47% 42% B | 141 42% 8% B | 265 49% 16% B | 224 48% 13% B | 450 54% 27% KL | 134 61% 8% IKL | 578 52% 34% KL | 80 52% 5% KL | 273 35% 16% | 172 34% 10% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 294 8% 100% | 59 9% 20% | 8 10% 3% | 120 8% 41% | 35 10% 12% E | 35 6% 12% | 37 8% 13% | 63 8% 21% | 13 6% 4% | 73 7% 25% | 12 8% 4% | 78 10% 27% I | 54 11% 18% |
| ANY UNADDRESSED OR ADVERTISING MAIL | 1238 34% 100% | 214 32% 17% | 36 47% 3% AE | 532 35% 43% | 121 30% 10% | 174 32% 14% | 162 35% 13% | 206 25% 17% | 61 28% 5% | 376 34% 30% G | 42 27% 3% | 337 43% 27% GHU | 217 43% 17% GHU |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2/3 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|---------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| INVITATIONS / GREETINGS CARDS / POSTCARDS | 58 2% 100% | 15 2% 26% | 3 4% 5% | 22 1% 38% | 5 1% 8% | 8 1% 13% | 6 1% 10% | 16 2% 27% | 4 2% 6% | 15 1% 25% | 3 2% 5% | 14 2% 25% | 7 1% 11% |
| SOCIAL/PERSONAL LETTERS, E.G. FROM FRIENDS | 167 5% 100% | 30 4% 18% | 5 6% 3% | 68 4% 41% | 15 4% 9% | 32 6% 19% | 18 4% 11% | 42 5% 25% | 2 1% 1% | 45 4% 27% | 7 4% 4% | 43 5% 26% | 28 6% 17% |
| OFFICIAL MAIL, E.G. LEGAL, MEDICAL, INSURANCE ETC | 294 8% 100% | 71 11% 24% | 5 7% 2% | 100 7% 34% | 21 6% 7% | 55 10% 19% | 42 9% 14% | 82 10% 28% | 21 9% 7% | 86 8% 29% | 18 12% 6% | 57 7% 20% | 30 6% 10% |
| STANDARD CIRCULARS FROM ORGANISATIONS | 330 9% 100% | 65 10% 20% | 4 5% 1% | 151 10% 46% | 29 9% 9% | 40 7% 12% | 40 9% 12% | 47 6% 14% | 9 4% 3% | 127 11% 38% | 8 6% 2% | 82 11% 25% | 56 11% 17% |
| BILLS/INVOICES/ STATEMENTS | 1064 30% 100% | 189 28% 18% | 13 16% 1% | 459 30% 43% | 90 27% 8% | 170 32% 16% | 142 30% 13% | 320 39% 30% M | 104 47% 10% M | 365 33% 34% | 54 36% 5% | 133 17% 13% | 86 17% 8% |
| LOCAL NEWSPAPERS/ MAGAZINES | 76 2% 100% | 21 3% 27% | - - - | 33 2% 43% | 9 3% 11% | 6 1% 7% | 9 2% 11% | 23 3% 30% | 3 2% 4% | 21 2% 28% | 4 3% 5% | 15 2% 20% | 10 2% 13% |
| MAGAZINE SUBSCRIPTIONS OR OTHER PERIODICALS | 49 1% 100% | 9 1% 18% | 3 3% 5% | 23 2% 47% | 5 2% 11% | 5 1% 10% | 4 1% 9% | 13 2% 26% | 4 2% 7% | 11 1% 22% | 2 1% 4% | 13 2% 27% | 6 1% 13% |
| CATALOGUES/BROCHURES | 168 5% 100% | 29 4% 17% | 5 7% 3% | 64 4% 38% | 21 6% 12% | 24 5% 15% | 24 5% 15% | 27 3% 16% | 6 3% 4% | 41 4% 24% | 6 4% 4% | 50 6% 30% | 38 7% 22% M |
| PRODUCTS YOU HAVE ORDERED (PACKETS/ PARCELS) | 63 2% 100% | 14 2% 23% | - - - | 33 2% 53% | 4 1% 7% | 9 2% 15% | 2 3% 3% | 32 4% 51% M | 1 1% 1% | 16 1% 26% | 5 3% 8% | 8 1% 13% | 1 1% 1% |
| UNADDRESSED MAIL | 681 19% 100% | 105 16% 15% | 17 21% 2% | 271 18% 40% | 75 23% 11% | 110 20% 16% | 102 22% 15% | 127 15% 19% | 37 17% 5% | 202 18% 30% | 25 16% 4% | 158 20% 23% | 133 26% 19% M |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.2/3 WHICH OF THESE WOULD YOU SAY YOU PERSONALLY RECEIVE AT LEAST ONCE A MONTH THOUGH YOUR LETTERBOX?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|--|----------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| ADDRESSED ADVERTISING MAIL | 558 15% 100% EG | 109 16% 19% | 20 25% 4% M | 260 17% 47% | 45 14% 8% | 63 12% 11% | 60 13% 11% | 79 10% 14% | 25 11% 4% | 174 16% 31% | 17 11% 3% | 179 23% 32% M | 84 17% 15% |
| OTHER | 7 100% | 4 1% 53% | - - | - - | 1 11% | 1 16% | 1 19% | 2 31% | 1 13% | - - | 1 11% | 3 38% | 1 6% |
| NONE | 42 1% 100% | 4 1% 9% | 1 1% 2% | 13 1% 31% | 5 1% 11% | 9 2% 21% | 11 2% 27% M | 12 1% 29% | 4 2% 9% | 6 1% 15% | 5 3% 11% | 7 1% 16% | 8 2% 20% |
| DON'T KNOW | 46 1% 100% G | 10 1% 21% | 3 4% 7% M | 14 1% 30% | 7 2% 15% | 6 1% 13% | 6 1% 14% | 3 7% | - - | 9 1% 20% | - - | 17 2% 38% | 17 3% 36% M |
| ANY PERSONAL/SOCIAL | 226 6% 100% | 45 7% 20% | 8 10% 3% | 90 6% 40% | 19 6% 9% | 40 7% 18% | 24 5% 10% | 58 7% 26% | 6 3% 3% | 60 5% 27% | 10 6% 4% | 57 7% 25% | 35 7% 15% |
| ANY FORMAL MAIL | 1687 47% 100% BKL | 326 48% 19% | 22 28% 1% | 710 47% 42% | 141 42% 8% | 265 49% 16% | 224 48% 13% | 450 54% 27% M | 134 61% 8% M | 578 52% 34% M | 80 52% 5% | 273 35% 16% | 172 34% 10% |
| ANY MAGAZINES, NEWSPAPERS, CATALOGUES | 294 8% 100% | 59 9% 20% | 8 10% 3% | 120 8% 41% | 35 10% 12% | 35 6% 12% | 37 8% 13% | 63 8% 21% | 13 6% 4% | 73 7% 25% | 12 8% 4% | 78 10% 27% | 54 11% 18% M |
| ANY UNADDRESSED OR ADVERTISING MAIL | 1238 34% 100% G | 214 32% 17% | 36 47% 3% M | 532 35% 43% | 121 36% 10% | 174 32% 14% | 162 35% 13% | 206 25% 17% | 61 28% 5% | 376 34% 30% | 42 27% 3% | 337 43% 27% M | 217 43% 17% M |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.4 APPROXIMATELY HOW MANY PARCELS DO YOU RECEIVE ON AVERAGE IN A MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|-------------------------|-------------------------------|-------------------------------|-------------------------|--------------------------|--------------------------------|--------------------------------|------------------------|------------------------|-------------------------|------------------------|------------------------|-------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 1471 41% 100% | 176 36% 12% | 198 35% 13% | 238 36% 16% | 258 42% 18% BC | 251 47% 17% ABC | 176 44% 12% ABC | 174 50% 12% ABC D | 374 36% 25% | 748 41% 51% H | 350 47% 24% HI | 374 36% 25% | 496 39% 34% | 601 47% 41% KL |
| 872 24% 100% | 130 27% 15% FG | 161 29% 19% DEF G | 190 29% 22% DEF G | 140 23% 16% G | 125 23% 14% G | 80 20% 9% G | 45 13% 5% | 291 28% 33% J | 455 25% 52% J | 125 17% 14% | 291 28% 33% M | 331 26% 38% M | 250 19% 29% |
| 364 10% 100% | 53 11% 15% FG | 71 13% 20% EFG | 88 13% 24% EFG | 74 12% 20% EFG | 44 8% 12% G | 26 6% 2% G | 8 2% 2% | 125 12% 34% J | 206 11% 56% J | 34 5% 9% | 125 12% 34% M | 162 13% 44% M | 78 6% 21% |
| 166 5% 100% | 18 4% 11% G | 41 7% 25% AEF G | 40 6% 24% EFG | 39 6% 24% EFG | 14 3% 8% | 10 2% 6% | 4 1% 3% | 59 6% 35% J | 93 5% 56% J | 14 2% 8% | 59 6% 35% M | 79 6% 48% M | 28 2% 17% |
| 43 1% 100% | 5 1% 12% | 5 1% 11% | 14 2% 32% FG | 7 1% 16% | 10 2% 24% G | 2 5% | - - | 10 1% 24% | 31 2% 72% J | 2 5% | 10 1% 24% | 21 14% 48% | 12 1% 28% |
| 6 0% 100% | 1 0% 14% | - 0% - | 2 0% 40% | - 0% - | 3 1% 45% | - 0% - | - 0% - | 1 0% 14% | 5 0% 86% | - 0% - | 1 0% 14% | 2 0% 40% | 3 0% 45% |
| 664 18% 100% | 96 20% 14% CD | 87 15% 13% | 90 14% 14% | 88 14% 13% | 89 16% 13% | 104 26% 16% ABC DE | 110 32% 17% ABC DE | 183 18% 28% | 266 15% 40% | 214 29% 32% HI | 183 18% 28% L | 178 14% 27% | 303 24% 46% KL |
| 16 0% 100% | 3 1% 19% | * 0% 3% | * 0% 3% | 4 1% 25% | 3 1% 20% | 2 10% | 3 1% 20% C | 4 0% 22% | 8 0% 48% | 5 1% 30% | 4 0% 22% | 5 0% 28% | 8 1% 50% |
| 1 0% 100% | - 0% - | - 0% - | - 0% - | - 0% - | - 0% - | - 0% - | 1 0% 100% | - 0% - | - 0% - | 1 0% 100% | - 0% - | - 0% - | 1 0% 100% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.4 APPROXIMATELY HOW MANY PARCELS DO YOU RECEIVE ON AVERAGE IN A MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|-------------------------|-------------------------------|--------------------------------|--------------------------|-------------------------|-----------------------|------------------|------------------------|-------------------------|-------------------|------------------------|------------------------|-------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 2343 65% 100% | 306 63% 13% | 359 64% 15% | 428 65% 18% | 399 65% 17% | 376 70% 16% B | 256 64% 11% | 220 63% 9% | 665 64% 28% | 1203 66% 51% | 475 64% 20% | 665 64% 28% | 827 65% 35% | 851 66% 36% |
| 2707 75% 100% | 359 74% 13% G | 431 76% 16% FG | 516 78% 19% FG | 473 77% 17% FG | 420 78% 16% FG | 281 71% 10% | 228 66% 8% | 789 75% 29% J | 1408 78% 52% J | 509 68% 19% | 789 75% 29% M | 989 78% 37% M | 929 72% 34% |
| 166 5% 100% | 18 4% 11% G | 41 7% 25% AEF G | 40 6% 24% EFG | 39 6% 24% EFG | 14 3% 8% | 10 2% 6% | 4 1% 3% | 59 6% 35% J | 93 5% 56% J | 14 2% 8% | 59 6% 35% M | 79 6% 48% M | 28 2% 17% |
| 49 1% 100% | 6 1% 13% | 5 1% 10% | 16 2% 33% FG | 7 1% 14% | 13 2% 27% FG | 2 1% 4% | - - - | 11 1% 23% | 36 2% 73% J | 2 1% 4% | 11 1% 23% M | 23 2% 47% | 15 1% 31% |
| 1451 40% 100% | 207 43% 14% FG | 279 49% 19% DEF G | 334 50% 23% ADE FG | 260 43% 18% EFG | 195 36% 13% FG | 117 29% 8% G | 58 17% 4% | 486 46% 33% J | 790 44% 54% J | 175 24% 12% | 486 46% 33% M | 595 47% 41% M | 371 29% 26% |



GfK NC

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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.4 APPROXIMATELY HOW MANY PARCELS DO YOU RECEIVE ON AVERAGE IN A MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (N) | AGE | | | | | | | | | | | | |
|--|---------------------------------|-------------------|------------------------|------------------------|-------------------|------------------------|------------------------|------------------------|------------------------|-------------------|------------------------|------------------------|------------------------|------------------------|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| | 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| | 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| | 1471 41% 100% BCH K | 176 36% 12% | 198 35% 13% | 238 36% 16% | 258 42% 18% | 251 47% 17% N | 176 44% 12% | 174 50% 12% N | 374 36% 25% | 748 41% 51% | 350 47% 24% N | 374 36% 25% | 496 39% 34% | 601 47% 41% N |
| | 872 24% 100% GJM | 130 27% 15% | 161 29% 19% N | 190 29% 22% N | 140 23% 16% | 125 23% 14% | 80 20% 9% | 45 13% 5% | 291 28% 33% N | 455 25% 52% | 125 17% 14% | 291 28% 33% N | 331 26% 38% | 250 19% 29% |
| | 364 10% 100% FGJ M | 53 11% 15% | 71 13% 20% | 88 13% 24% N | 74 12% 20% | 44 8% 12% | 26 6% 7% | 8 2% 2% | 125 12% 34% | 206 11% 56% | 34 5% 9% | 125 12% 34% | 162 13% 44% N | 78 6% 21% |
| | 166 5% 100% EFG JM | 18 4% 11% | 41 7% 25% N | 40 6% 24% | 39 6% 24% | 14 3% 8% | 10 2% 6% | 4 1% 3% | 59 6% 35% | 93 5% 56% | 14 2% 8% | 59 6% 35% | 79 6% 48% N | 28 2% 17% |
| | 43 1% 100% GJ | 5 1% 12% | 5 1% 11% | 14 2% 32% | 7 1% 16% | 10 2% 24% | 2 * 5% | - - - | 10 1% 24% | 31 2% 72% | 2 * 5% | 10 1% 24% | 21 2% 48% | 12 1% 28% |
| | 6 * 100% | 1 * 14% | - - - | 2 * 40% | - - - | 3 1% 45% | - - - | - - - | 1 * 14% | 5 86% | - - - | 1 * 14% | 2 * 40% | 3 * 45% |
| | 664 18% 100% CDI L | 96 20% 14% | 87 15% 13% | 90 14% 14% | 88 14% 13% | 89 16% 13% | 104 26% 16% N | 110 32% 17% N | 183 18% 28% | 266 15% 40% | 214 29% 32% N | 183 18% 28% | 178 14% 27% | 303 24% 46% N |
| | 16 * 100% | 3 1% 19% | * * 3% | * * 3% | 4 1% 25% | 3 1% 20% | 2 10% | 3 1% 20% | 4 * 22% | 8 * 48% | 5 1% 30% | 4 * 22% | 5 1% 28% | 8 1% 50% |
| | 1 * 100% | - - - | - - - | - - - | - - - | - - - | - - - | 1 * 100% | - - - | - - - | 1 * 100% | - - - | - - - | 1 * 100% |



GfK NC

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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
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NOP/421841/421842 : POSTAL SERVICES
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QB.4 APPROXIMATELY HOW MANY PARCELS DO YOU RECEIVE ON AVERAGE IN A MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (N) | AGE | | | | | | | | | | | | |
|------------------------------|---------------------------------|-------------------|------------------------|------------------------|-------------------|------------------------|-------------------|------------------|------------------------|------------------------|-------------------|------------------------|------------------------|-------------------|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| WEIGHTED TOTAL | 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| LESS THAN 2 ITEMS | 2343 65% 100% | 306 63% 13% | 359 64% 15% | 428 65% 18% | 399 65% 17% | 376 70% 16% N | 256 64% 11% | 220 63% 9% | 665 64% 28% | 1203 66% 51% | 475 64% 20% | 665 64% 28% | 827 65% 35% | 851 66% 36% |
| LESS THAN 5 ITEMS | 2707 75% 100% FGJ | 359 74% 13% | 431 76% 16% | 516 78% 19% | 473 77% 17% | 420 78% 16% | 281 71% 10% | 228 66% 8% | 789 75% 29% | 1408 78% 52% | 509 68% 19% | 789 75% 29% | 989 78% 37% | 929 72% 34% |
| 5 TO 10 ITEMS | 166 5% 100% EFG JM | 18 4% 11% | 41 7% 25% N | 40 6% 24% | 39 6% 24% | 14 3% 8% | 10 2% 6% | 4 1% 3% | 59 6% 35% | 93 5% 56% | 14 2% 8% | 59 6% 35% | 79 6% 48% N | 28 2% 17% |
| 10 OR MORE ITEMS | 49 1% 100% GJ | 6 1% 13% | 5 1% 10% | 16 2% 33% | 7 1% 14% | 13 2% 27% | 2 1% 4% | - - - | 11 1% 23% | 36 2% 73% | 2 1% 4% | 11 1% 23% | 23 2% 47% | 15 1% 31% |
| 1 OR MORE PARCELS EACH MONTH | 1451 40% 100% FGJ M | 207 43% 14% | 279 49% 19% N | 334 50% 23% N | 260 43% 18% | 195 36% 13% | 117 29% 8% | 58 17% 4% | 486 46% 33% N | 790 44% 54% N | 175 24% 12% | 486 46% 33% N | 595 47% 41% N | 371 29% 26% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.4 APPROXIMATELY HOW MANY PARCELS DO YOU RECEIVE ON AVERAGE IN A MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEX | | SEX/AGE | | | | | |
|---|---------------------|------------------------|------------------------|-------------------------|------------------------|--------------------------|------------------------|--------------------------|----------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| I DON'T ALWAYS RECEIVE A PARCEL EACH MONTH | 1471 41% 100% | 650 38% 44% | 821 44% 56% A | 180 35% 12% | 213 34% 14% | 258 44% 18% CDF | 194 37% 13% | 283 44% 19% CDF | 344 49% 23% CDF |
| 1 OR 2 ITEMS PER MONTH | 872 24% 100% | 447 26% 51% B | 425 23% 49% | 158 30% 18% EH | 160 26% 18% H | 129 22% 15% H | 133 25% 15% H | 171 26% 20% H | 121 17% 14% |
| 3 OR 4 ITEMS PER MONTH | 364 10% 100% | 209 12% 57% B | 155 8% 43% | 67 13% 18% EH | 92 15% 25% EH | 50 9% 14% H | 57 11% 16% H | 70 11% 19% H | 28 4% 8% |
| 5-10 ITEMS PER MONTH | 166 5% 100% | 89 5% 54% | 76 4% 46% | 26 5% 16% H | 48 8% 29% EH | 15 3% 9% | 33 6% 20% EH | 31 5% 19% EH | 12 2% 7% |
| 10-20 ITEMS PER MONTH | 43 1% 100% | 21 1% 48% | 22 1% 52% | 4 1% 9% | 13 2% 31% E | 4 1% 8% | 6 1% 15% | 7 1% 17% | 9 1% 20% |
| 20+ (WRITE IN NUMBER) | 6 - 100% | 4 - 67% | 2 - 33% | - - - | 1 - 22% | 3 - 45% | 1 - 14% | 1 - 19% | - - - |
| NONE/DON'T SEND MAIL | 664 18% 100% | 299 17% 45% | 365 19% 55% | 82 16% 12% | 96 15% 14% | 121 21% 18% DG | 101 19% 15% G | 82 13% 12% | 182 26% 27% CDEFG |
| DON'T KNOW | 16 - 100% | 6 - 38% | 10 1% 62% | 2 - 12% | 2 - 13% | 2 - 13% | 2 - 10% | 2 - 15% | 6 1% 37% |
| REFUSED | 1 - 100% | - - - | 1 - 100% | - - - | - - - | - - - | - - - | - - - | 1 - 100% |
| LESS THAN 2 ITEMS | 2343 65% 100% | 1097 64% 47% | 1246 66% 53% | 338 65% 14% | 373 60% 16% | 387 67% 16% D | 327 62% 14% | 454 70% 19% DF | 465 66% 20% D |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.4 APPROXIMATELY HOW MANY PARCELS DO YOU RECEIVE ON AVERAGE IN A MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEX | | SEX/AGE | | | | | |
|------------------------------|--|------------------------|--------------------|-------------------------|-------------------------------|------------------------|-------------------------|-------------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| LESS THAN 5 ITEMS | 2707 75% 100% | 1307 76% 48% | 1401 75% 52% | 405 78% 15% H | 465 74% 17% | 437 75% 16% H | 384 73% 14% | 524 81% 19% DEF H | 493 70% 18% |
| 5 TO 10 ITEMS | 166 5% 100% | 89 5% 54% | 76 4% 46% | 26 5% 16% H | 48 8% 29% EH | 15 3% 9% | 33 6% 20% EH | 31 5% 19% EH | 12 2% 7% |
| 10 OR MORE ITEMS | 49 1% 100% | 25 1% 50% | 24 1% 50% | 4 1% 8% | 15 2% 30% | 6 1% 13% | 7 1% 15% | 8 1% 17% | 9 1% 18% |
| 1 OR MORE PARCELS EACH MONTH | 1451 40% 100% | 771 45% 53% B | 680 36% 47% | 256 42% 18% EH | 314 50% 22% EFG H | 201 35% 14% H | 230 44% 16% EH | 280 43% 19% EH | 170 24% 12% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.4 APPROXIMATELY HOW MANY PARCELS DO YOU RECEIVE ON AVERAGE IN A MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|---|----------------------------|--------------------|--------------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| I DON'T ALWAYS RECEIVE A PARCEL EACH MONTH | 1471 41% 100% ACD | 650 38% 44% | 821 44% 56% | 180 35% 12% | 213 34% 14% | 258 44% 18% | 194 37% 13% | 283 44% 19% | 344 49% 23% |
| 1 OR 2 ITEMS PER MONTH | 872 24% 100% H | 447 26% 51% | 425 23% 49% | 158 30% 18% | 160 26% 18% | 129 22% 15% | 133 25% 15% | 171 26% 20% | 121 17% 14% |
| 3 OR 4 ITEMS PER MONTH | 364 10% 100% BH | 209 12% 57% | 155 8% 43% | 67 13% 18% | 92 15% 25% | 50 9% 14% | 57 11% 16% | 70 11% 19% | 28 4% 8% |
| 5-10 ITEMS PER MONTH | 166 5% 100% EH | 89 5% 54% | 76 4% 46% | 26 5% 16% | 48 8% 29% | 15 3% 9% | 33 6% 20% | 31 5% 19% | 12 2% 7% |
| 10-20 ITEMS PER MONTH | 43 1% 100% | 21 1% 48% | 22 1% 52% | 4 1% 9% | 13 2% 31% | 4 1% 8% | 6 1% 15% | 7 1% 17% | 9 1% 20% |
| 20+ (WRITE IN NUMBER) | 6 - 100% | 4 - 67% | 2 - 33% | - - - | 1 - 22% | 3 - 45% | 1 - 14% | 1 - 19% | - - - |
| NONE/DON'T SEND MAIL | 664 18% 100% G | 299 17% 45% | 365 19% 55% | 82 16% 12% | 96 15% 14% | 121 21% 18% | 101 19% 15% | 82 13% 12% | 182 26% 27% |
| DON'T KNOW | 16 - 100% | 6 - 38% | 10 1% 62% | 2 - 12% | 2 - 13% | 2 - 13% | 2 - 10% | 2 - 15% | 6 1% 37% |
| REFUSED | 1 - 100% | - - - | 1 - 100% | - - - | - - - | - - - | - - - | - - - | 1 - 100% |
| LESS THAN 2 ITEMS | 2343 65% 100% D | 1097 64% 47% | 1246 66% 53% | 338 65% 14% | 373 60% 16% | 387 67% 16% | 327 62% 14% | 454 70% 19% | 465 66% 20% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.4 APPROXIMATELY HOW MANY PARCELS DO YOU RECEIVE ON AVERAGE IN A MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|------------------------------|--|------------------------|--------------------|------------------------|------------------------|--------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| LESS THAN 5 ITEMS | 2707 75% 100% H | 1307 76% 48% | 1401 75% 52% | 405 78% 15% | 465 74% 17% | 437 75% 16% | 384 73% 14% | 524 81% 19% I | 493 70% 18% |
| 5 TO 10 ITEMS | 166 5% 100% EH | 89 5% 54% | 76 4% 46% | 26 5% 16% | 48 8% 29% I | 15 3% 9% | 33 6% 20% | 31 5% 19% | 12 2% 7% |
| 10 OR MORE ITEMS | 49 1% 100% | 25 1% 50% | 24 1% 50% | 4 8% | 15 2% 30% | 6 1% 13% | 7 1% 15% | 8 1% 17% | 9 1% 18% |
| 1 OR MORE PARCELS EACH MONTH | 1451 40% 100% BEH | 771 45% 53% I | 680 36% 47% | 256 49% 18% I | 314 50% 22% I | 201 35% 14% | 230 44% 16% | 280 43% 19% | 170 24% 12% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.4 APPROXIMATELY HOW MANY PARCELS DO YOU RECEIVE ON AVERAGE IN A MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|--|---------------------|----------------------------|------------------------------|------------------------------|-------------------------|-------------------------------|--------------------------------|-------------------------|------------------------|-------------------------|------------------------|---------------------|------------------------------------|----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| | 3603 100% | 118 3% . | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101 3% . | 165 5% | 3068 85% | 295 8% |
| | 1471 41% 100% | 39 33% 3% | 250 39% 17% | 432 40% 29% | 337 44% 23% | 199 43% 14% | 215 40% 15% | 288 38% 20% | 770 42% 52% | 413 41% 28% | 1239 41% 84% | 124 39% 8% | 34 34% 2% | 75 45% 5% | 1245 41% 85% | 138 47% 9% |
| | 872 24% 100% | 39 33% 4% EF | 190 30% 22% DE F | 293 27% 34% EF | 180 24% 21% F | 98 21% 11% F | 72 13% 8% | 229 30% 26% HI | 473 26% 54% I | 170 17% 19% | 755 26% 87% M | 65 21% 7% | 23 23% 3% | 29 18% 3% | 746 24% 86% | 68 23% 8% |
| | 364 10% 100% | 18 15% 5% DE F | 87 14% 24% DE F | 136 13% 37% DE F | 60 8% 16% | 30 6% 8% | 32 6% 9% | 106 14% 29% HI | 196 11% 54% I | 63 6% 17% | 308 10% 85% | 35 11% 10% | 7 7% 2% | 14 8% 4% | 295 10% 81% | 25 9% 7% |
| | 166 5% 100% | 12 10% 7% CD F | 34 5% 21% | 40 4% 24% | 36 5% 22% | 23 5% 14% | 21 4% 13% | 46 6% 28% | 76 4% 46% | 44 4% 26% | 145 5% 88% | 15 5% 9% | 1 1% . | 4 2% 2% | 136 4% 82% | 17 6% 10% |
| | 43 1% 100% | 1 1% 2% | 6 1% 14% | 16 2% 38% | 9 1% 22% | 7 2% 17% | 3 8% | 7 1% 16% | 26 1% 59% | 11 1% 25% | 39 1% 90% | 2 1% 5% | 2 2% 5% | - - | 39 1% 91% | 4 1% 9% |
| | 6 - 100% | - - | 3 - 44% | 3 - 42% | - - | 1 - 14% | - - | 3 - 44% | 3 - 42% | 1 - 14% | 5 - 86% | - - | 1 1% 14% | - - | 5 - 81% | 1 - 19% |
| | 664 18% 100% | 10 9% 2% | 62 10% 9% | 157 15% 24% B | 137 18% 21% AB | 106 23% 16% AB CD | 192 36% 29% ABC DE | 72 10% 11% | 294 16% 44% G | 298 30% 45% GH | 518 17% 78% | 70 22% 11% | 33 32% 5% J | 43 26% 6% J | 588 19% 89% O | 39 13% 6% |
| | 16 - 100% | - - | 2 12% | 3 18% | 5 32% | 3 1% 18% | 3 1% 20% | 2 12% | 8 50% | 6 38% | 14 83% | 3 1% 17% | - - | - - | 14 85% | 2 1% 10% |
| | 1 - 100% | - - | - - | - - | - - | - - | 1 100% | - - | - - | 1 100% | 1 100% | - - | - - | - - | - - | 1 100% N |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.4 APPROXIMATELY HOW MANY PARCELS DO YOU RECEIVE ON AVERAGE IN A MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|---------------------|-----------------------------|------------------------------|------------------------------|-------------------------|------------------------|------------------------|-------------------------|-------------------------|------------------------|-------------------------|-----------------------|------------------------------------|-----------------------|-----------------------------|--|
| | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| 3603 100% | 118* 3% . | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% . | 165 5% | 3068 85% | 295 8% |
| 2343 65% 100% | 77 65% 3% F | 440 69% 19% F | 725 67% 31% F | 517 68% 22% F | 296 64% 13% F | 287 53% 12% F | 517 69% 22% I | 1243 67% 53% I | 583 58% 25% I | 1993 66% 85% | 188 60% 8% I | 57 57% 2% I | 104 63% 4% I | 1991 65% 85% | 206 70% 9% I |
| 2707 75% 100% | 96 81% 4% EF | 527 83% 19% DE F | 862 80% 32% EF | 577 76% 21% EF | 327 70% 12% F | 319 59% 12% F | 623 83% 23% HI | 1439 78% 53% I | 646 64% 24% I | 2302 76% 85% L | 223 71% 8% L | 65 64% 2% L | 118 71% 4% L | 2287 75% 84% | 232 79% 9% L |
| 166 5% 100% | 12 10% 7% CD F | 34 5% 21% F | 40 4% 24% F | 36 5% 22% F | 23 5% 14% F | 21 4% 13% F | 46 6% 28% F | 76 4% 46% F | 44 4% 26% F | 145 5% 88% F | 15 5% 9% F | 1 1% . F | 4 2% 2% F | 136 4% 82% F | 17 6% 10% F |
| 49 1% 100% | 1 1% 2% F | 9 1% 17% F | 19 2% 38% F | 9 1% 19% F | 8 2% 17% F | 3 1% 7% F | 9 1% 19% F | 28 2% 57% F | 12 2% 24% F | 44 1% 89% F | 2 1% 5% F | 3 3% 6% M | - - - F | 44 1% 89% F | 5 2% 11% F |
| 1451 40% 100% | 69 59% 5% CD EF | 321 51% 22% DE F | 488 45% 34% DE F | 285 37% 20% F | 159 34% 11% F | 129 24% 9% F | 390 52% 27% HI | 773 42% 53% I | 288 29% 20% I | 1252 41% 86% M | 118 37% 8% I | 34 34% 2% I | 47 28% 3% I | 1222 40% 84% I | 116 39% 8% I |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.4 APPROXIMATELY HOW MANY PARCELS DO YOU RECEIVE ON AVERAGE IN A MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | URBAN | | | | | | |
|---|---------------------|-------------------------------|--|------------------------|--------------------------|-----------------------|----------------------|-------------------------|
| | | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| UNWEIGHTED TOTAL | 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| WEIGHTED TOTAL | 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| I DON'T ALWAYS RECEIVE A PARCEL EACH MONTH | 1471 41% 100% | 400 38% 27% | 240 36% 16% | 160 42% 11% B | 800 42% 54% AB | 240 40% 16% | 44 39% 3% | 1200 41% 52% B |
| 1 OR 2 ITEMS PER MONTH | 872 24% 100% | 266 25% 30% | 180 27% 21% | 86 23% 10% | 442 23% 51% | 155 26% 18% | 22 20% 3% | 708 24% 81% |
| 3 OR 4 ITEMS PER MONTH | 364 10% 100% | 145 14% 40% DG | 83 12% 23% D | 62 16% 17% DG | 140 7% 38% | 72 12% 20% D | 16 14% 4% D | 285 10% 78% D |
| 5-10 ITEMS PER MONTH | 166 5% 100% | 46 4% 28% | 21 3% 13% | 25 7% 15% B | 92 5% 56% | 24 4% 15% | 5 5% 3% | 138 5% 83% |
| 10-20 ITEMS PER MONTH | 43 1% 100% | 11 1% 26% | 7 1% 16% | 4 1% 9% | 23 1% 54% | 8 1% 19% | 2 2% 5% | 34 1% 80% |
| 20+ (WRITE IN NUMBER) | 6 - 100% | 1 - 19% | - - - | 1 - 19% | 3 - 45% | 2 - 36% | 1 - 14% B | 4 - 64% |
| NONE/DON'T SEND MAIL | 664 18% 100% | 171 16% 26% C | 134 20% 20% CE | 38 10% 6% | 390 21% 59% ACE | 90 15% 14% C | 21 18% 3% C | 561 19% 85% CE |
| DON'T KNOW | 16 - 100% | 12 1% 74% DG | 8 1% 49% DG | 4 1% 25% D | 1 - 9% | 3 - 17% | 2 2% 12% D | 14 - 83% D |
| REFUSED | 1 - 100% | 1 - 100% | - - - | 1 - 100% | - - - | - - - | - - - | 1 - 100% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.4 APPROXIMATELY HOW MANY PARCELS DO YOU RECEIVE ON AVERAGE IN A MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|--------------------------|--------------------|------------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 2343 65% 100% | 666 63% 28% | 420 62% 18% | 246 65% 10% | 1242 66% 53% | 395 67% 17% | 66 58% 3% | 1908 65% 81% |
| 2707 75% 100% | 811 77% 30% D | 503 75% 19% | 308 81% 11% BDG | 1382 73% 51% | 467 79% 17% D | 82 73% 3% | 2193 74% 81% |
| 166 5% 100% | 46 4% 28% | 21 3% 13% | 25 7% 15% B | 92 5% 56% | 24 4% 15% | 5 5% 3% | 138 5% 83% |
| 49 1% 100% | 12 1% 25% | 7 1% 14% | 5 1% 11% | 26 1% 53% | 10 2% 21% | 3 3% 6% | 38 1% 78% |
| 1451 40% 100% | 469 45% 32% DG | 291 43% 20% D | 178 47% 12% DG | 700 37% 48% | 261 44% 18% D | 47 41% 3% | 1169 40% 81% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.4 APPROXIMATELY HOW MANY PARCELS DO YOU RECEIVE ON AVERAGE IN A MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | UK GEOGRAPHICS GROUPS | | | | | |
|---|---------------------|-------------------------|-------------------------|-------------------------|-------------------------|-----------------------|-------------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| I DON'T ALWAYS RECEIVE A PARCEL EACH MONTH | 1471 41% 100% | 192 41% 13% | 207 35% 14% | 518 43% 35% B | 282 42% 19% B | 30 48% 2% | 27 31% 2% |
| 1 OR 2 ITEMS PER MONTH | 872 24% 100% | 108 23% 12% | 158 27% 18% | 281 23% 32% | 161 24% 18% | 13 21% 1% | 16 18% 2% |
| 3 OR 4 ITEMS PER MONTH | 364 10% 100% | 71 15% 20% CDE | 74 13% 20% CD | 95 8% 26% | 45 7% 12% | 3 4% 1% | 15 17% 4% CDE |
| 5-10 ITEMS PER MONTH | 166 5% 100% | 28 6% 17% B | 18 3% 11% | 61 5% 37% | 32 5% 19% | - - - | 5 6% 3% |
| 10-20 ITEMS PER MONTH | 43 1% 100% | 4 1% 9% | 7 1% 16% | 20 2% 46% D | 3 1% 8% | 1 2% 2% | 2 2% 5% |
| 20+ (WRITE IN NUMBER) | 6 - 100% | 1 - 19% | - - - | - - - | 3 45% C | - - - | 1 22% BC |
| NONE/DON'T SEND MAIL | 664 18% 100% | 58 12% 9% | 113 19% 17% AF | 236 19% 36% AF | 154 23% 23% AF | 15 25% 2% AF | 18 21% 3% |
| DON'T KNOW | 16 - 100% | 4 1% 25% CD | 8 1% 49% CD | 1 - 9% | - - - | - - - | 2 2% 12% CDF |
| REFUSED | 1 - 100% | 1 - 100% | - - - | - - - | - - - | - - - | - - - |
| LESS THAN 2 ITEMS | 2343 65% 100% | 300 64% 13% G | 366 62% 16% G | 799 66% 34% G | 443 65% 19% G | 42 69% 2% G | 310 69% 13% BG |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.4 APPROXIMATELY HOW MANY PARCELS DO YOU RECEIVE ON AVERAGE IN A MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------|--------------------------|--------------------------|-------------------|-------------------|-----------------|---------------------------|----------------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 2707 75% 100% | 371 79% 14% CDG | 439 75% 16% | 894 74% 33% | 488 72% 18% | 45 73% 2% | 364 81% 13% BCDG | 57 67% 2% |
| 166 5% 100% | 28 6% 17% B | 18 3% 11% | 61 5% 37% | 32 5% 19% | - - - | 19 4% 12% | 5 6% 3% |
| 49 1% 100% | 5 1% 11% | 7 1% 14% | 20 2% 41% | 6 1% 12% | 1 2% 2% | 6 1% 13% | 3 3% 6% |
| 1451 40% 100% | 212 45% 15% CDE | 257 44% 18% CDE | 457 38% 32% | 243 36% 17% | 16 27% 1% | 206 46% 14% CDE | 39 45% 3% E |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.4 APPROXIMATELY HOW MANY PARCELS DO YOU RECEIVE ON AVERAGE IN A MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|--|----------------------------------|----------------------|------------------------|------------------------|-------------------|------------------------|------------------------|-------------------------|-------------------|------------------------|--------------------|---------------------|------------------------------------|----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| | 3603 100% | 118 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101 3% | 165 5% | 3068 85% | 295 8% |
| | 1471 41% 100% | 39 33% 3% | 250 39% 17% | 432 40% 29% | 337 44% 23% | 199 43% 14% | 215 40% 15% | 288 38% 20% | 770 42% 52% | 413 41% 28% | 1239 41% 84% | 124 39% 8% | 34 34% 2% | 75 45% 5% | 1245 41% 85% | 138 47% 9% |
| | 872 24% 100% FI | 39 33% 4% | 190 30% 22% T | 293 27% 34% | 180 24% 21% | 98 21% 11% | 72 13% 8% | 229 30% 26% T | 473 26% 54% | 170 17% 19% | 755 25% 87% | 65 21% 7% | 23 23% 3% | 29 18% 3% | 746 24% 86% | 68 23% 8% |
| | 364 10% 100% EFI | 18 15% 5% | 87 14% 24% T | 136 13% 37% T | 60 8% 16% | 30 6% 8% | 32 6% 9% | 106 14% 29% T | 196 11% 54% | 63 6% 17% | 308 10% 85% | 35 11% 10% | 7 7% 2% | 14 8% 4% | 295 10% 81% | 25 9% 7% |
| | 166 5% 100% | 12 10% 7% T | 34 5% 21% | 40 4% 24% | 36 5% 22% | 23 5% 14% | 21 4% 13% | 46 6% 28% | 76 4% 46% | 44 4% 26% | 145 5% 88% | 15 5% 9% | 1 1% * | 4 2% 2% | 136 4% 82% | 17 6% 10% |
| | 43 1% 100% | 1 1% 2% | 6 1% 14% | 16 2% 38% | 9 1% 22% | 7 2% 17% | 3 1% 8% | 7 1% 16% | 26 1% 59% | 11 1% 25% | 39 1% 90% | 2 1% 5% | 2 2% 5% | - - - | 39 1% 91% | 4 1% 9% |
| | 6 - 100% | - - - | 3 44% | 3 42% | - - | 1 14% | - - | 3 44% | 3 42% | 1 14% | 5 86% | - - | 1 14% | - - | 5 81% | 1 19% |
| | 664 18% 100% ABC GHO | 10 9% 2% | 62 10% 9% | 157 15% 24% | 137 18% 21% | 106 23% 16% T | 192 36% 29% T | 72 10% 17% 11% | 294 16% 44% | 298 30% 45% T | 518 17% 78% | 70 22% 11% | 33 32% 5% T | 43 26% 6% T | 588 19% 89% | 39 13% 6% |
| | 16 - 100% | - - - | 2 12% | 3 18% | 5 1% 32% | 3 1% 18% | 3 1% 20% | 2 12% | 8 50% | 6 38% | 14 83% | 3 17% | - - | - - | 14 85% | 2 10% |
| | 1 - 100% | - - - | - - | - - | - - | - - | 1 100% | - - | - - | 1 100% | 1 100% | - - | - - | - - | - - | 1 100% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.4 APPROXIMATELY HOW MANY PARCELS DO YOU RECEIVE ON AVERAGE IN A MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|------------------------------|---------------------------------|----------------------|------------------------|------------------------|-------------------|-------------------|-------------------|------------------------|-------------------------|-------------------|--------------------|---------------------|------------------------------------|------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3603 100% | 118* 3% . | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% . | 165 5% | 3068 85% | 295 8% |
| LESS THAN 2 ITEMS | 2343 65% 100% FI | 77 65% 3% | 440 69% 19% | 725 67% 31% | 517 68% 22% | 296 64% 13% | 287 53% 12% | 517 69% 22% | 1243 67% 53% | 583 58% 25% | 1993 66% 85% | 188 60% 8% | 57 57% 2% | 104 63% 4% | 1991 65% 85% | 206 70% 9% |
| LESS THAN 5 ITEMS | 2707 75% 100% EFL | 96 81% 4% | 527 83% 19% I | 862 80% 32% T | 577 76% 21% | 327 70% 12% | 319 59% 12% | 623 83% 23% T | 1439 78% 53% T | 646 64% 24% | 2302 76% 85% | 223 71% 8% | 65 64% 2% | 118 71% 4% | 2287 75% 84% | 232 79% 9% |
| 5 TO 10 ITEMS | 166 5% 100% | 12 10% 7% T | 34 5% 21% | 40 4% 24% | 36 5% 22% | 23 5% 14% | 21 4% 13% | 46 6% 28% | 76 4% 46% | 44 4% 26% | 145 5% 88% | 15 5% 9% | 1 1% . | 4 2% 2% | 136 4% 82% | 17 6% 10% |
| 10 OR MORE ITEMS | 49 1% 100% | 1 1% 2% | 9 1% 17% | 19 2% 38% | 9 1% 19% | 8 2% 17% | 3 1% 7% | 9 1% 19% | 28 2% 57% | 12 1% 24% | 44 1% 89% | 2 1% 5% | 3 3% 6% | - - . | 44 1% 89% | 5 2% 11% |
| 1 OR MORE PARCELS EACH MONTH | 1451 40% 100% EFL M | 69 59% 5% T | 321 51% 22% T | 488 45% 34% T | 285 37% 20% | 159 34% 11% | 129 24% 9% | 390 52% 27% T | 773 42% 53% | 288 29% 20% | 1252 41% 86% | 118 37% 8% | 34 34% 2% | 47 28% 3% | 1222 40% 84% | 116 39% 8% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.4 APPROXIMATELY HOW MANY PARCELS DO YOU RECEIVE ON AVERAGE IN A MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|--------------------------|----------------------------------|---|-----------------------|-------------------|-------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 1471 41% 100% B | 400 38% 27% | 240 36% 16% | 160 42% 11% | 800 42% 54% | 240 40% 16% | 44 39% 3% | 1200 41% 82% |
| 872 24% 100% | 266 25% 30% | 180 27% 21% | 86 23% 10% | 442 23% 51% | 155 26% 18% | 22 20% 3% | 708 24% 81% |
| 364 10% 100% D | 145 14% 40% H | 83 12% 23% | 62 16% 17% H | 140 7% 38% | 72 12% 20% | 16 14% 4% | 285 10% 78% |
| 166 5% 100% | 46 4% 28% | 21 3% 13% | 25 7% 15% | 92 5% 56% | 24 4% 15% | 5 5% 3% | 138 5% 83% |
| 43 1% 100% | 11 1% 26% | 7 1% 16% | 4 1% 9% | 23 1% 54% | 8 1% 19% | 2 2% 5% | 34 1% 80% |
| 6 0% 100% | 1 0% 19% | - 0% - | 1 0% 19% | 3 0% 45% | 2 0% 36% | 1 1% 14% | 4 0% 64% |
| 664 18% 100% C | 171 16% 26% | 134 20% 20% | 38 10% 6% | 390 21% 59% | 90 15% 14% | 21 18% 3% | 561 19% 85% |
| 16 0% 100% D | 12 1% 74% H | 8 1% 49% H | 4 1% 25% | 1 0% 9% | 3 0% 17% | 2 2% 12% | 14 0% 83% |
| 1 0% 100% | 1 0% 100% | - 0% - | 1 0% 100% | - 0% - | - 0% - | - 0% - | 1 0% 100% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.4 APPROXIMATELY HOW MANY PARCELS DO YOU RECEIVE ON AVERAGE IN A MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|--------------------------|----------------------------------|---|------------------------|--------------------|-------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 2343 65% 100% | 666 63% 29% | 420 62% 18% | 246 65% 10% | 1242 66% 53% | 395 67% 17% | 66 58% 3% | 1908 65% 81% |
| 2707 75% 100% | 811 77% 30% | 503 75% 19% | 308 81% 11% H | 1382 73% 51% | 467 79% 17% | 82 73% 3% | 2193 74% 81% |
| 166 5% 100% | 46 4% 28% | 21 3% 13% | 25 7% 15% | 92 5% 56% | 24 4% 15% | 5 5% 3% | 138 5% 83% |
| 49 1% 100% | 12 1% 25% | 7 1% 14% | 5 1% 11% | 26 1% 53% | 10 2% 21% | 3 3% 6% | 38 1% 78% |
| 1451 40% 100% D | 469 45% 32% H | 291 43% 20% | 178 47% 12% H | 700 37% 48% | 261 44% 18% | 47 41% 3% | 1169 40% 81% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.4 APPROXIMATELY HOW MANY PARCELS DO YOU RECEIVE ON AVERAGE IN A MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|---|--------------------------|-----------------------|---------------------|-------------------|------------------------|-----------------|---------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| I DON'T ALWAYS RECEIVE A PARCEL EACH MONTH | 1471 41% 100% B | 192 41% 13% | 207 35% 14% | 518 43% 35% | 282 42% 19% | 30 48% 2% | 27 41% 2% |
| 1 OR 2 ITEMS PER MONTH | 872 24% 100% | 108 23% 12% | 158 27% 18% | 281 23% 32% | 161 24% 18% | 13 21% 1% | 16 28% 2% |
| 3 OR 4 ITEMS PER MONTH | 364 10% 100% CD | 71 15% 20% H | 74 13% 20% | 95 8% 26% | 45 7% 12% | 3 4% 1% | 15 17% 4% |
| 5-10 ITEMS PER MONTH | 166 5% 100% | 28 6% 17% | 18 3% 11% | 61 5% 37% | 32 5% 19% | - - - | 5 6% 3% |
| 10-20 ITEMS PER MONTH | 43 1% 100% | 4 1% 9% | 7 1% 16% | 20 2% 46% | 3 8% 8% | 1 2% 2% | 2 2% 5% |
| 20+ (WRITE IN NUMBER) | 6 - 100% | 1 - 19% | - - - | - - - | 3 45% - | - - - | 1 22% - |
| NONE/DON'T SEND MAIL | 664 18% 100% AF | 58 12% 9% | 113 19% 17% | 236 19% 36% | 154 23% 23% H | 15 25% 2% | 18 21% 9% |
| DON'T KNOW | 16 - 100% | 4 1% 25% | 8 1% 49% H | 1 - 9% | - - - | - - - | 2 2% 12% H |
| REFUSED | 1 - 100% | 1 - 100% | - - - | - - - | - - - | - - - | - - - |
| LESS THAN 2 ITEMS | 2343 65% 100% | 300 64% 13% | 366 62% 16% | 799 66% 34% | 443 65% 19% | 42 69% 2% | 42 50% 2% |
| G | | | | | | | |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.4 APPROXIMATELY HOW MANY PARCELS DO YOU RECEIVE ON AVERAGE IN A MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | | |
|---|------------------------|-------------------|-------------------|-------------------|-----------------|------------------------|-----------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| WEIGHTED TOTAL 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| LESS THAN 5 ITEMS 2707 75% 100% | 371 79% 14% H | 439 75% 16% | 894 74% 33% | 488 72% 18% | 45 73% 2% | 364 81% 13% H | 57 67% 2% |
| 5 TO 10 ITEMS 166 5% 100% | 28 6% 17% | 18 3% 11% | 61 5% 37% | 32 5% 19% | - - - | 19 4% 12% | 5 6% 3% |
| 10 OR MORE ITEMS 49 1% 100% | 5 1% 11% | 7 1% 14% | 20 2% 41% | 6 1% 12% | 1 2% 2% | 6 1% 13% | 3 3% 6% |
| 1 OR MORE PARCELS EACH MONTH 1451 40% 100% D | 212 45% 15% H | 257 44% 18% | 457 38% 32% | 243 36% 17% | 16 27% 1% | 206 46% 14% H | 39 45% 3% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.4 APPROXIMATELY HOW MANY PARCELS DO YOU RECEIVE ON AVERAGE IN A MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|---------------------|--------------------------|-------------------------|--------------------------|--------------------------|---------------------------|---------------------------|------------------------------|---------------------------|---------------------------|---------------------------------|--------------------------|---------------------------------|-------------------------|---------------------------------|------------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| I DON'T ALWAYS RECEIVE A PARCEL EACH MONTH | 1471 41% 100% | 134 35% 9% | 154 42% 10% | 335 37% 23% | 435 47% 30% ACF | 182 42% 12% | 232 40% 16% | 58 37% 4% | 198 36% 13% | 118 35% 8% | 98 33% 7% | 289 41% 20% J | 109 40% 7% | 132 44% 9% HIJ | 283 48% 19% GHIJ KL | 186 47% 13% GHIJL |
| 1 OR 2 ITEMS PER MONTH | 872 24% 100% | 125 33% 14% DEF | 104 28% 12% EF | 256 28% 20% DEF | 217 23% 25% EF | 66 15% 8% | 104 18% 12% | 45 29% 5% LNO | 170 31% 20% ILNO | 76 23% 9% LO | 98 33% 11% ILNO | 190 27% 22% LNO | 43 16% 5% LNO | 86 29% 10% LNO | 113 19% 13% O | 51 13% 6% |
| 3 OR 4 ITEMS PER MONTH | 364 10% 100% | 65 17% 18% BDEF | 41 11% 11% F | 114 13% 31% DEF | 82 9% 22% F | 30 7% 8% | 33 6% 9% | 27 17% 7% ILMN O | 70 13% 19% LMNO | 28 8% 8% O | 57 19% 16% HIKL MNO | 87 12% 24% LMNO | 18 6% 5% | 22 7% 6% | 39 7% 11% | 17 4% 5% |
| 5-10 ITEMS PER MONTH | 166 5% 100% | 24 6% 14% D | 22 6% 13% | 44 5% 26% | 32 3% 19% | 22 5% 13% | 22 4% 13% | 11 7% 7% NO | 22 4% 14% O | 25 7% 15% HMNO | 26 9% 15% HMNO | 38 5% 23% NO | 16 6% 10% NO | 9 3% 6% O | 16 3% 9% O | 3 1% 2% |
| 10-20 ITEMS PER MONTH | 43 1% 100% | 1 2% 2% | 6 2% 14% | 14 2% 32% | 12 1% 28% | 6 1% 15% | 4 1% 10% | 1 1% 2% | 4 1% 10% | 5 1% 11% | 4 1% 10% | 15 2% 34% | 2 1% 4% | 2 1% 4% | 7 1% 16% | 4 1% 9% |
| 20+ (WRITE IN NUMBER) | 6 1% 100% | 3 1% 44% | - - - | 1 23% | 1 19% | - - | 1 14% | - - | - - | 1 14% | 1 22% | 1 19% | - - | 1 22% | 1 23% | - - |
| NONE/DON'T SEND MAIL | 664 18% 100% | 29 8% 4% | 43 12% 7% | 143 16% 22% A | 150 16% 23% A | 126 29% 19% ABCD | 172 30% 26% ABCD | 14 9% 2% | 88 16% 13% JK | 81 24% 12% GHJKM | 13 5% 2% | 79 11% 12% J | 85 31% 13% GHIJK MN | 44 15% 7% J | 127 21% 19% GHIJK M | 132 33% 20% GHIJKMN |
| DON'T KNOW | 16 1% 100% | 1 5% | 1 7% | 4 24% | 4 27% | 1 9% | 5 29% | - - | 2 12% | 2 10% | - - | 3 17% | 2 11% | 2 12% | 4 22% | 3 17% |
| REFUSED | 1 100% | - - | - - | - - | - - | - - | 1 100% | - - | - - | - - | - - | - - | - - | - - | - - | 1 100% |

GfK

GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.4 APPROXIMATELY HOW MANY PARCELS DO YOU RECEIVE ON AVERAGE IN A MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|------------------------------|---------------------|----------------------------|--------------------------|--------------------------|--------------------------|---------------------|-----------------------|--------------------------|----------------------------|-------------------------|------------------------------|---------------------------|-----------------------|--------------------------|--------------------------|--------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| LESS THAN 2 ITEMS | 2343 65% 100% | 259 68% 11% EF | 258 70% 11% EF | 591 65% 25% EF | 652 70% 28% CEF | 248 57% 11% | 336 59% 14% | 102 66% 4% L | 368 66% 16% ILO | 194 58% 8% | 196 66% 8% L | 478 68% 20% ILO | 152 55% 6% | 218 73% 9% ILO | 396 67% 17% ILO | 237 60% 10% |
| LESS THAN 5 ITEMS | 2707 75% 100% | 324 85% 12% CDEF | 299 81% 11% EF | 705 77% 26% EF | 733 79% 27% EF | 278 64% 10% | 368 64% 14% | 129 83% 5% ILNO | 438 79% 16% ILO | 222 66% 8% | 253 85% 9% ILNO | 566 81% 21% ILNO | 170 62% 6% | 240 80% 9% ILNO | 435 74% 16% ILO | 254 64% 9% |
| 5 TO 10 ITEMS | 166 5% 100% | 24 6% 14% D | 22 6% 13% | 44 5% 26% | 32 3% 19% | 22 5% 13% | 22 4% 13% | 11 7% 7% NO | 22 4% 14% O | 25 7% 15% | 26 9% 15% HMNO | 38 5% 23% NO | 16 6% 10% NO | 9 3% 6% O | 16 3% 9% O | 3 1% 2% |
| 10 OR MORE ITEMS | 49 1% 100% | 3 1% 7% | 6 2% 12% | 15 2% 31% | 13 1% 27% | 6 1% 13% | 5 1% 11% | 1 1% 2% | 4 1% 9% | 6 2% 12% | 5 2% 11% HIKLMNO | 16 2% 32% LNO | 2 1% 4% | 3 1% 6% LNO | 8 1% 17% | 4 1% 8% |
| 1 OR MORE PARCELS EACH MONTH | 1451 40% 100% | 218 57% 15% BCDEF | 172 46% 12% DEF | 429 47% 30% DEF | 344 37% 24% EF | 124 29% 9% | 164 29% 11% | 84 54% 6% ILMNO | 266 48% 18% ILMNO | 136 40% 9% LNO | 186 62% 13% HIKLMNO | 330 47% 23% LNO | 78 28% 5% O | 120 40% 8% LNO | 176 30% 12% O | 74 19% 5% |

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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.4 APPROXIMATELY HOW MANY PARCELS DO YOU RECEIVE ON AVERAGE IN A MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|---------------------------------|------------------------|-----------------------|------------------------|-------------------------|------------------------|------------------------|----------------------|------------------------|-----------------------|-----------------------|------------------------|-----------------------|--------------------|------------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| I DON'T ALWAYS RECEIVE A PARCEL EACH MONTH | 1471 41% 100% IJ | 134 35% 9% | 154 42% 10% | 335 37% 23% | 435 47% 30% P | 182 42% 12% | 232 40% 16% | 58 37% 4% | 198 36% 13% | 118 35% 8% | 98 33% 7% | 289 41% 20% | 109 40% 7% | 132 44% 9% | 283 48% 19% P | 186 47% 13% P |
| 1 OR 2 ITEMS PER MONTH | 872 24% 100% EFLN O | 125 33% 14% P | 104 28% 12% | 256 28% 29% P | 217 23% 25% | 66 15% 8% | 104 18% 12% | 45 29% 5% | 170 31% 20% P | 76 23% 9% | 98 33% 11% P | 190 27% 22% | 43 16% 5% | 86 29% 10% | 113 19% 13% | 51 13% 6% |
| 3 OR 4 ITEMS PER MONTH | 364 10% 100% EFLN O | 65 17% 18% P | 41 11% 11% | 114 13% 31% | 82 9% 22% | 30 7% 8% | 33 6% 9% | 27 17% 7% P | 70 13% 19% | 28 8% 8% | 57 19% 16% P | 87 12% 24% | 18 6% 5% | 22 7% 6% | 39 7% 11% | 17 4% 5% |
| 5-10 ITEMS PER MONTH | 166 5% 100% NO | 24 6% 14% | 22 6% 13% | 44 5% 26% | 32 3% 19% | 22 5% 13% | 22 4% 13% | 11 7% 7% | 22 4% 14% | 25 7% 15% P | 26 9% 15% P | 38 5% 23% | 16 6% 10% | 9 3% 6% | 16 3% 9% | 3 1% 2% |
| 10-20 ITEMS PER MONTH | 43 1% 100% | 1 2% | 6 2% 14% | 14 2% 32% | 12 1% 28% | 6 1% 15% | 4 1% 10% | 1 1% 2% | 4 1% 10% | 5 1% 11% | 4 1% 10% | 15 2% 34% | 2 1% 4% | 2 1% 4% | 7 1% 16% | 4 1% 9% |
| 20+ (WRITE IN NUMBER) | 6 1% 100% | 3 1% 44% | - - | 1 23% | 1 19% | - - | 1 14% | - - | - - | 1 14% | 1 22% | 1 19% | - - | 1 22% | 1 23% | - - |
| NONE/DON'T SEND MAIL | 664 18% 100% ABGJ | 29 8% 4% | 43 12% 7% | 143 16% 22% | 150 16% 23% | 126 29% 19% P | 172 30% 26% P | 14 9% 2% | 88 16% 13% | 81 24% 12% P | 13 5% 2% | 79 11% 12% | 85 31% 13% P | 44 15% 7% | 127 21% 19% | 132 33% 20% P |
| DON'T KNOW | 16 1% 100% | 1 5% | 1 7% | 4 24% | 4 27% | 1 9% | 5 1% 29% | - - | 2 12% | 2 10% | - - | 3 17% | 2 1% 11% | 2 1% 12% | 4 1% 22% | 3 1% 17% |
| REFUSED | 1 1% 100% | - - | - - | - - | - - | - - | 1 100% | - - | - - | - - | - - | - - | - - | - - | - - | 1 100% |

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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.4 APPROXIMATELY HOW MANY PARCELS DO YOU RECEIVE ON AVERAGE IN A MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|------------------------------|----------------------------------|------------------------|------------------------|------------------------|-------------------------|---------------------|-----------------------|-----------------------|------------------------|----------------------|------------------------|------------------------|----------------------|-----------------------|----------------------|--------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| LESS THAN 2 ITEMS | 2343 65% 100% EFIL O | 259 68% 11% | 258 70% 11% | 591 65% 25% | 652 70% 28% P | 248 57% 11% | 336 59% 14% | 102 66% 4% | 368 66% 16% | 194 58% 8% | 196 66% 8% | 478 68% 20% | 152 55% 6% | 218 73% 9% P | 396 67% 17% | 237 60% 10% |
| LESS THAN 5 ITEMS | 2707 75% 100% EFIL O | 324 85% 12% P | 299 81% 11% P | 705 77% 26% | 733 79% 27% P | 278 64% 10% | 368 64% 14% | 129 83% 5% P | 438 79% 16% | 222 66% 8% | 253 85% 9% P | 566 81% 21% | 170 62% 6% | 240 80% 9% P | 435 74% 16% | 254 64% 9% |
| 5 TO 10 ITEMS | 166 5% 100% NO | 24 6% 14% | 22 6% 13% | 44 5% 26% | 32 3% 19% | 22 5% 13% | 22 4% 13% | 11 7% 7% | 22 4% 14% | 25 7% 15% P | 26 9% 15% P | 38 5% 23% | 16 6% 10% | 9 3% 6% | 16 3% 9% | 3 1% 2% |
| 10 OR MORE ITEMS | 49 1% 100% | 3 1% 7% | 6 2% 12% | 15 2% 31% | 13 1% 27% | 6 1% 13% | 5 1% 11% | 1 1% 2% | 4 1% 9% | 6 2% 12% | 5 2% 11% | 16 2% 32% | 2 1% 4% | 3 1% 6% | 8 1% 17% | 4 1% 8% |
| 1 OR MORE PARCELS EACH MONTH | 1451 40% 100% EFIL O | 218 57% 15% P | 172 46% 12% P | 429 47% 30% P | 344 37% 24% | 124 29% 9% | 164 29% 11% | 84 54% 6% P | 266 48% 18% P | 136 40% 9% | 186 62% 13% P | 330 47% 23% | 78 28% 5% | 120 40% 8% | 176 30% 12% | 74 19% 5% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.4 APPROXIMATELY HOW MANY PARCELS DO YOU RECEIVE ON AVERAGE IN A MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--|---------------------|-----------------------------|----------------------------|----------------------|--|------------------------|-----------------------|------------------------|------------------------------------|------------------------|------------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| I DON'T ALWAYS RECEIVE A PARCEL EACH MONTH | 1471 41% 100% | 237 42% 16% | 1231 41% 84% | 61 38% 4% | 1091 40% 74% | 380 43% 26% | 117 43% 8% | 168 34% 11% | 1178 42% 80% GI | 176 34% 12% | 125 42% 8% |
| 1 OR 2 ITEMS PER MONTH | 872 24% 100% | 109 19% 13% | 757 25% 87% A | 32 20% 4% | 755 28% 87% E | 117 13% 13% | 39 14% 4% | 94 19% 11% | 735 26% 84% FGU | 98 19% 11% | 43 15% 5% |
| 3 OR 4 ITEMS PER MONTH | 364 10% 100% | 40 7% 11% | 323 11% 89% A | 10 7% 3% | 322 12% 88% E | 42 5% 12% | 6 2% 2% | 44 9% 12% FJ | 314 11% 86% FJ | 44 8% 12% FJ | 6 2% 2% |
| 5-10 ITEMS PER MONTH | 166 5% 100% | 16 3% 10% | 147 5% 89% A | 3 2% 2% | 151 6% 91% E | 14 2% 9% | 8 3% 5% | 19 4% 12% | 137 5% 83% | 20 4% 12% | 9 3% 5% |
| 10-20 ITEMS PER MONTH | 43 1% 100% | 7 1% 15% | 37 1% 85% | 1 2% 2% | 42 2% 97% E | 1 3% | 4 1% 9% | 2 5% | 37 1% 86% | 2 5% | 4 1% 9% |
| 20+ (WRITE IN NUMBER) | 6 0% 100% | - - - | 6 0% 100% | 1 1% 22% A | 6 0% 100% | - - | - - | - - | 6 0% 100% | - - | - - |
| NONE/DON'T SEND MAIL | 664 18% 100% | 151 27% 23% B | 508 17% 76% | 49 31% 7% B | 351 13% 53% | 313 36% 47% D | 97 35% 15% H | 163 33% 25% H | 394 14% 59% | 173 33% 26% H | 106 36% 16% H |
| DON'T KNOW | 16 0% 100% | 3 1% 19% | 13 0% 78% | 2 1% 12% | 7 0% 45% | 9 1% 55% | 1 1% 8% | 3 1% 19% | 12 0% 72% | 3 1% 19% | 1 0% 8% |
| REFUSED | 1 0% 100% | 1 0% 100% B | - - | - - | - - | 1 100% | - - | - - | - - | 1 100% H | 1 100% H |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.4 APPROXIMATELY HOW MANY PARCELS DO YOU RECEIVE ON AVERAGE IN A MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|------------------------------|-----------------------------|----------------------------|--------------------------|--|-------------------------|-------------------|-------------------------|------------------------------------|-------------------------|---------------------|
| | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| LESS THAN 2 ITEMS | 2343 65% 100% | 346 61% 15% | 1988 66% 85% A | 92 58% 4% | 1846 68% 79% E | 156 57% 7% | 262 53% 11% | 1913 68% 82% FGU | 274 53% 12% | 168 57% 7% |
| LESS THAN 5 ITEMS | 2707 75% 100% | 386 68% 14% | 2310 76% 85% AC | 103 65% 4% | 2168 80% 80% E | 162 60% 6% | 305 62% 11% | 2227 79% 82% FGU | 318 61% 12% | 175 59% 6% |
| 5 TO 10 ITEMS | 166 5% 100% | 16 3% 10% | 147 5% 89% A | 3 2% 2% | 151 6% 91% E | 8 3% 5% | 19 4% 12% | 137 5% 83% | 20 4% 12% | 9 3% 5% |
| 10 OR MORE ITEMS | 49 1% 100% | 7 1% 13% | 43 1% 87% | 2 1% 4% | 48 2% 97% E | 4 1% 8% | 2 2% 4% | 43 2% 88% | 2 4% | 4 1% 8% |
| 1 OR MORE PARCELS EACH MONTH | 1451 40% 100% | 173 31% 12% | 1269 42% 87% AC | 47 30% 3% | 1276 47% 88% E | 58 21% 4% | 159 32% 11% FJ | 1230 44% 85% FGU | 164 32% 11% FJ | 62 21% 4% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.4 APPROXIMATELY HOW MANY PARCELS DO YOU RECEIVE ON AVERAGE IN A MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|----------------------------------|--|---|-----------------------|---|----------------------------|-------------------------|------------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| I DON'T ALWAYS RECEIVE A PARCEL EACH MONTH | 1471 41% 100% GI | 237 42% 16% | 1231 41% 84% | 61 38% 4% | 1091 40% 74% | 380 43% 26% | 117 43% 8% | 168 34% 11% | 1178 42% 80% | 176 34% 12% | 125 42% 8% |
| 1 OR 2 ITEMS PER MONTH | 872 24% 100% AEFGI J | 109 19% 13% | 757 25% 87% | 32 20% 4% | 755 28% 87% K | 117 13% 13% | 39 14% 4% | 94 19% 11% | 735 26% 84% | 98 19% 11% | 43 15% 5% |
| 3 OR 4 ITEMS PER MONTH | 364 10% 100% AEFJ | 40 7% 11% | 323 11% 89% | 10 7% 3% | 322 12% 88% | 42 5% 12% | 6 2% 2% | 44 9% 12% | 314 11% 86% | 44 8% 12% | 6 2% 2% |
| 5-10 ITEMS PER MONTH | 166 5% 100% E | 16 3% 10% | 147 5% 89% | 3 2% 2% | 151 6% 91% | 14 2% 9% | 8 3% 5% | 19 4% 12% | 137 5% 83% | 20 4% 12% | 9 3% 5% |
| 10-20 ITEMS PER MONTH | 43 1% 100% E | 7 1% 15% | 37 1% 85% | 1 2% 2% | 42 2% 97% | 1 3% | 4 1% 9% | 2 5% | 37 1% 86% | 2 5% | 4 1% 9% |
| 20+ (WRITE IN NUMBER) | 6 - 100% | - - | 6 100% | 1 22% | 6 100% | - - | - - | - - | 6 100% | - - | - - |
| NONE/DON'T SEND MAIL | 664 18% 100% DH | 151 27% 23% K | 508 17% 76% | 49 31% 7% K | 351 13% 53% | 313 36% 47% K | 97 35% 15% K | 163 33% 25% K | 394 14% 59% | 173 33% 26% K | 106 36% 16% K |
| DON'T KNOW | 16 - 100% | 3 1% 19% | 13 78% | 2 1% 12% | 7 45% | 9 1% 55% K | 1 1% 8% | 3 1% 19% | 12 72% | 3 1% 19% | 1 8% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.4 APPROXIMATELY HOW MANY PARCELS DO YOU RECEIVE ON AVERAGE IN A MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---------------------------------|------------------------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| REFUSED | 1 100% | 1 100% | - - | - - | - - | 1 100% | - - | - - | - - | 1 100% | 1 100% K |
| LESS THAN 2 ITEMS | 2343 65% 100% EFGIJ | 346 61% 15% | 1988 66% 85% | 92 58% 4% | 1846 68% 79% K | 497 57% 21% | 156 57% 7% | 262 53% 11% | 1913 68% 82% K | 274 33% 12% | 168 57% 7% |
| LESS THAN 5 ITEMS | 2707 75% 100% ACEFG IJ | 386 68% 14% | 2310 76% 85% | 103 65% 4% | 2168 80% 80% K | 539 61% 20% | 162 60% 6% | 305 62% 11% | 2227 79% 82% K | 318 61% 12% | 175 59% 6% |
| 5 TO 10 ITEMS | 166 5% 100% E | 16 3% 10% | 147 5% 89% | 3 2% 2% | 151 6% 91% | 14 2% 9% | 8 3% 5% | 19 4% 12% | 137 5% 83% | 20 4% 12% | 9 3% 5% |
| 10 OR MORE ITEMS | 49 1% 100% E | 7 1% 13% | 43 1% 87% | 2 1% 4% | 48 2% 97% | 1 3% | 4 1% 8% | 2 4% | 43 2% 88% | 2 4% | 4 1% 8% |
| 1 OR MORE PARCELS EACH MONTH | 1451 40% 100% ACEFG IJ | 173 31% 12% | 1269 42% 87% | 47 30% 3% | 1276 47% 88% K | 175 20% 12% | 58 21% 4% | 159 32% 11% | 1230 44% 85% K | 164 32% 11% | 62 21% 4% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.4 APPROXIMATELY HOW MANY PARCELS DO YOU RECEIVE ON AVERAGE IN A MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|---------------------|----------------------------|------------------------|---------------------------|--------------------------|-------------------------|--------------------------|---------------------------|-------------------------|---------------------------|-------------------------|----------------------------|----------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| I DON'T ALWAYS RECEIVE A PARCEL EACH MONTH | 1471 41% 100% | 248 37% 17% | 40 51% 3% A | 625 41% 43% | 144 43% 10% | 218 40% 15% | 196 42% 13% | 297 36% 20% | 76 35% 5% | 429 38% 29% | 67 44% 5% | 365 47% 25% GHI | 236 47% 16% GHI |
| 1 OR 2 ITEMS PER MONTH | 872 24% 100% | 219 33% 25% BDEF | 10 12% 1% A | 426 28% 49% BDEF | 47 14% 5% A | 110 20% 13% DF | 60 13% 7% F | 252 30% 29% HJKL | 40 18% 9% L | 311 28% 36% HJL | 20 13% 2% L | 193 25% 22% JL | 57 11% 7% JL |
| 3 OR 4 ITEMS PER MONTH | 364 10% 100% | 104 15% 29% BCDEF | 2 2% * A | 175 12% 48% BDEF | 21 6% 6% A | 43 8% 12% F | 20 4% 5% F | 110 13% 30% HKL | 14 7% 4% L | 147 13% 40% HKL | 14 9% 4% L | 64 8% 18% L | 14 3% 4% L |
| 5-10 ITEMS PER MONTH | 166 5% 100% | 46 7% 28% BCDF | - - - A | 68 5% 41% F | 8 2% 5% A | 37 7% 22% BCDF | 7 1% 4% F | 51 6% 31% KL | 8 4% 5% L | 75 7% 46% KL | 4 3% 2% L | 25 3% 15% L | 3 1% 2% L |
| 10-20 ITEMS PER MONTH | 43 1% 100% | 7 1% 16% DF | - - - A | 26 2% 50% DF | - - - A | 9 2% 22% DF | 1 3% 3% F | 10 1% 22% L | 1 2% 2% L | 21 2% 48% L | - - - A | 12 2% 27% L | 1 1% 1% L |
| 20+ (WRITE IN NUMBER) | 6 - 100% | 3 - 44% AC | - - - A | 3 - 42% AC | - - - A | 1 - 14% AC | - - - ACE | 1 - 14% ACE | - - - GIK | 2 - 40% GIK | - - - GIK | 3 - 45% GIK | - - - GIK |
| NONE/DON'T SEND MAIL | 664 18% 100% | 47 7% 7% AC | 25 32% 4% AC | 186 12% 28% A | 107 32% 16% ACE | 118 22% 19% AC | 180 50% 27% ACE | 105 13% 16% GIK | 78 36% 12% GIK | 129 11% 19% GIK | 49 32% 7% GIK | 117 15% 18% I | 186 37% 26% GIK |
| DON'T KNOW | 16 - 100% | - - - AC | 2 2% 12% AC | 4 1% 22% AC | 5 1% 28% AC | 4 1% 22% A | 3 1% 16% ACE | 1 7% 7% HJL | 2 1% 15% G | 5 - 28% HJL | - - - GHIJL | 2 - 10% GHIJL | 7 1% 41% GHIJL |
| REFUSED | 1 - 100% | - - - DEF | - - - DEF | - - - DEF | - - - DEF | - - - F | 1 100% 11% | - - - HJL | - - - HJL | - - - HJL | - - - HJL | - - - GHIJL | 1 100% 13% |
| LESS THAN 2 ITEMS | 2343 65% 100% | 468 69% 20% DEF | 49 63% 2% DEF | 1051 69% 45% DEF | 192 58% 8% DEF | 327 61% 14% F | 256 55% 11% F | 549 66% 23% HJL | 116 53% 5% HJL | 740 66% 32% HJL | 87 57% 4% HJL | 558 71% 24% GHIJL | 294 58% 13% GHIJL |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.4 APPROXIMATELY HOW MANY PARCELS DO YOU RECEIVE ON AVERAGE IN A MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|------------------------------|---------------------|----------------------------|----------------------|----------------------------|------------------------|--------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|--------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| LESS THAN 5 ITEMS | 2707 75% 100% | 572 85% 21% BDEF | 51 66% 2% | 1226 81% 45% BDEF | 212 64% 8% | 370 69% 14% F | 276 59% 10% | 659 80% 24% HJL | 131 59% 5% | 887 79% 33% HJL | 101 66% 4% | 622 80% 23% HJL | 307 61% 11% |
| 5 TO 10 ITEMS | 166 5% 100% | 46 7% 28% BCDF | - - - | 68 5% 41% F | 8 2% 5% | 37 7% 22% BCDF | 7 1% 4% | 51 6% 31% KL | 8 4% 5% L | 75 7% 46% KL | 4 3% 2% L | 25 3% 15% L | 3 1% 2% |
| 10 OR MORE ITEMS | 49 1% 100% | 9 1% 19% | - - - | 28 2% 57% DF | - - - | 10 2% 21% DF | 1 * 3% | 10 1% 21% L | 1 * 2% L | 23 2% 47% L | - - - | 15 2% 29% L | 1 * 1% |
| 1 OR MORE PARCELS EACH MONTH | 1451 40% 100% | 379 56% 26% BCDEF | 11 15% 1% | 697 46% 48% BDEF | 76 23% 5% | 200 37% 14% BDF | 88 19% 6% | 423 51% 29% HJKL | 63 29% 4% L | 557 50% 38% HJKL | 38 26% 3% L | 297 38% 20% HJL | 74 15% 5% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.4 APPROXIMATELY HOW MANY PARCELS DO YOU RECEIVE ON AVERAGE IN A MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|----------------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| I DON'T ALWAYS RECEIVE A PARCEL EACH MONTH | 1471 41% 100% G | 248 37% 17% | 40 51% 3% | 625 41% 43% | 144 43% 10% | 218 40% 15% | 196 42% 13% | 297 36% 20% | 76 35% 5% | 429 38% 29% | 67 44% 5% | 365 47% 25% M | 236 47% 16% M |
| 1 OR 2 ITEMS PER MONTH | 872 24% 100% BDFJ L | 219 33% 25% M | 10 12% 1% | 426 28% 49% M | 47 14% 5% | 110 20% 13% | 60 13% 7% | 252 30% 29% M | 40 18% 5% | 311 28% 36% M | 20 13% 2% | 193 25% 22% | 57 11% 7% |
| 3 OR 4 ITEMS PER MONTH | 364 10% 100% BDFL | 104 15% 29% M | 2 2% | 175 12% 48% | 21 6% 6% | 43 8% 12% | 20 4% 5% | 110 13% 30% M | 14 7% 4% | 147 13% 40% M | 14 9% 4% | 64 8% 18% | 14 3% 4% |
| 5-10 ITEMS PER MONTH | 166 5% 100% FL | 46 7% 28% M | - - | 68 5% 41% | 8 2% 5% | 37 7% 22% M | 7 1% 4% | 51 6% 31% | 8 4% 5% | 75 7% 46% M | 4 3% 2% | 25 3% 15% | 3 1% 2% |
| 10-20 ITEMS PER MONTH | 43 1% 100% L | 7 1% 16% | - - | 26 2% 59% | - - | 9 2% 22% | 1 3% | 10 1% 22% | 1 2% | 21 2% 48% | - - | 12 2% 27% | 1 1% |
| 20+ (WRITE IN NUMBER) | 6 - 100% | 3 - | - - | 3 - | - - | 1 - | - - | 1 - | - - | 2 - | - - | 3 - | - - |
| NONE/DON'T SEND MAIL | 664 18% 100% ACGIK | 47 7% 7% | 25 32% 4% M | 186 12% 28% | 107 32% 16% M | 118 22% 18% | 180 39% 27% M | 105 13% 16% | 78 36% 12% M | 129 11% 19% | 49 32% 7% M | 117 15% 18% | 186 37% 28% M |
| DON'T KNOW | 16 - 100% | - - | 2 2% 12% M | 4 1% 22% | 5 1% 28% M | 4 1% 22% | 3 1% 16% | 1 7% | 2 1% 15% | 5 28% | - - | 2 10% | 7 1% 41% M |
| REFUSED | 1 - 100% | - - | - - | - - | - - | - - | 1 100% | - - | - - | - - | - - | - - | 1 100% |
| LESS THAN 2 ITEMS | 2343 65% 100% DFHJ L | 468 69% 20% | 49 63% 2% | 1051 69% 45% M | 192 58% 8% | 327 61% 14% | 256 55% 11% | 549 66% 23% | 116 53% 5% | 740 66% 32% | 87 57% 4% | 558 71% 24% M | 294 58% 13% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QB.4 APPROXIMATELY HOW MANY PARCELS DO YOU RECEIVE ON AVERAGE IN A MONTH?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|------------------------------|--|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| LESS THAN 5 ITEMS | 2707 75% 100% DEFH JL | 572 85% 21% M | 51 66% 2% | 1226 81% 45% M | 212 64% 8% | 370 69% 14% | 276 59% 10% | 659 80% 24% M | 131 59% 5% | 887 79% 33% M | 101 66% 4% | 622 80% 23% M | 307 61% 11% |
| 5 TO 10 ITEMS | 166 5% 100% FL | 46 7% 28% M | - - | 68 5% 41% | 8 2% 5% | 37 7% 22% M | 7 1% 4% | 51 6% 31% | 8 4% 5% | 75 7% 46% M | 4 3% 2% | 25 3% 15% | 3 1% 2% |
| 10 OR MORE ITEMS | 49 1% 100% FL | 9 1% 19% | - - | 28 2% 57% | - - | 10 2% 21% | 1 3% | 10 1% 21% | 1 2% | 23 2% 47% | - - | 15 2% 29% | 1 1% |
| 1 OR MORE PARCELS EACH MONTH | 1451 40% 100% BDFH JL | 379 56% 20% M | 11 15% 1% | 697 46% 48% M | 76 23% 5% | 200 37% 14% | 88 19% 6% | 423 51% 29% M | 63 29% 4% | 557 50% 38% M | 38 25% 3% | 297 38% 20% | 74 15% 5% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.1 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 1ST CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | | |
|--------------------|-------------------------------|--------------------------------|-------------------------------|------------------------|-------------------------|------------------------------|-------------------------|------------------------|------------------------|-------------------------|------------------------|------------------------|-------------------------|--|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) | |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% | |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% | |
| 4 100% | 2 1% 62% | - - | - - | 1 23% | - - | - - | 1 15% | 2 62% | 1 23% | 1 15% | 2 62% | 1 23% | 1 15% | |
| 41 1% 100% | 17 4% 42% BCD EFG | 5 1% 12% | 2 4% | 7 1% 17% | 6 1% 15% | 3 1% 6% | 1 3% | 22 2% 54% U | 15 1% 36% | 4 1% 9% | 22 2% 54% LM | 9 1% 22% | 10 1% 24% | |
| 316 9% 100% | 31 6% 10% | 80 14% 25% ACD EFG | 68 10% 21% G | 53 9% 17% G | 42 8% 13% G | 28 7% 9% | 14 4% 4% | 111 11% 35% J | 163 9% 52% J | 42 6% 13% | 111 11% 35% M | 121 10% 38% M | 84 7% 27% | |
| 372 10% 100% | 52 11% 14% F | 58 10% 15% F | 82 12% 22% F | 76 12% 20% F | 53 10% 14% F | 22 6% 6% | 29 8% 8% | 109 10% 29% J | 211 12% 57% J | 52 7% 14% | 109 10% 29% J | 158 12% 42% M | 105 8% 28% | |
| 435 12% 100% | 37 8% 9% | 53 9% 12% | 111 17% 26% ABD G | 71 12% 16% | 76 14% 18% AB | 51 13% 12% A | 35 10% 8% | 90 9% 21% | 259 14% 59% H | 86 12% 20% H | 90 9% 21% | 182 14% 42% K | 162 13% 37% K | |
| 335 9% 100% | 18 4% 5% | 36 6% 11% | 44 7% 13% | 61 10% 18% AB | 66 12% 20% ABC | 65 16% 19% ABC D | 46 13% 14% ABC | 54 5% 16% | 171 9% 51% H | 111 15% 33% HI | 54 5% 16% | 105 8% 31% K | 177 14% 53% KL | |
| 410 11% 100% | 51 11% 13% | 61 11% 15% | 62 9% 15% | 84 14% 20% C | 69 13% 17% | 48 12% 12% | 34 10% 8% | 112 11% 27% | 215 12% 52% | 82 11% 20% | 112 11% 27% | 145 11% 36% | 152 12% 37% | |
| 53 1% 100% | 8 2% 16% F | 9 2% 18% F | 12 2% 22% F | 11 2% 20% F | 9 2% 17% F | 1 2% 2% | 3 1% 5% | 18 2% 34% J | 32 2% 60% J | 3 7% | 18 2% 34% J | 22 2% 42% | 13 1% 24% | |
| 78 2% 100% | 15 3% 20% | 18 3% 23% | 18 3% 23% | 13 2% 16% | 7 1% 8% | 4 1% 5% | 4 1% 5% | 33 3% 43% | 37 2% 48% | 8 1% 10% | 33 3% 43% | 30 3% 39% | 14 1% 18% | |
| | F | EF | | | | | | J | | | M | M | | |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.1 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 1ST CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|------------------------------|-----------------------------|-------------------------|-------------------------|-------------------------|-------------------|--------------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 92 3% 100% | 27 6% 29% CDE FG | 22 4% 24% CDF G | 12 2% 13% | 7 1% 8% | 12 2% 14% | 6 2% 7% | 5 1% 5% | 48 5% 53% IJ | 32 2% 35% | 11 2% 12% | 48 5% 53% LM | 19 2% 21% | 24 2% 26% |
| 1800 50% 100% | 241 50% 13% FG | 305 54% 17% FG | 366 55% 20% FG | 323 53% 18% FG | 274 51% 15% FG | 164 41% 9% | 126 36% 7% | 547 52% 30% J | 963 53% 54% J | 290 39% 16% | 547 52% 30% M | 689 54% 38% M | 564 44% 31% |
| 1468 41% 100% | 222 46% 15% CDE | 223 40% 15% | 253 38% 17% | 227 37% 15% | 198 37% 13% | 170 43% 12% | 175 50% 12% BCD EF | 445 43% 30% I | 678 37% 46% I | 345 46% 24% I | 445 43% 30% L | 480 38% 33% | 543 42% 37% L |
| 0.45 | 0.55 BC DE | 0.44 | 0.43 | 0.43 | 0.44 | 0.44 | 0.45 | 0.49 I | 0.44 | 0.44 | 0.49 LM | 0.43 | 0.44 |
| 0.33 | 0.88 | 0.15 | 0.11 | 0.11 | 0.10 | 0.08 | 0.10 | 0.59 | 0.11 | 0.09 | 0.59 | 0.11 | 0.09 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.1 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 1ST CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (N) | AGE | | | | | | | | | | | | |
|--------------------------------|----------------------|-----------------------|------------------------|------------------|-----------------------|-----------------------|-----------------------|----------------------|------------------------|------------------------|----------------------|-------------------|------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 4 100% | 2 1% 62% | - - | - - | 1 23% | - - | - - | 1 15% | 2 62% | 1 23% | 1 15% | 2 62% | 1 23% | 1 15% |
| 41 100% | 17 4% 42% N | 5 1% 12% | 2 4% | 7 1% 17% | 6 1% 15% | 3 1% 6% | 1 3% | 22 2% 54% N | 15 1% 36% | 4 1% 9% | 22 2% 54% N | 9 1% 22% | 10 1% 24% |
| 316 9% 100% GJM | 31 6% 10% | 80 14% 25% N | 68 10% 21% | 53 9% 17% | 42 8% 13% | 28 7% 9% | 14 4% 4% | 111 11% 35% | 163 9% 52% | 42 6% 13% | 111 11% 35% | 121 10% 38% | 84 7% 27% |
| 372 10% 100% FJM | 52 11% 14% | 58 10% 15% | 82 12% 22% | 76 12% 20% | 53 10% 14% | 22 6% 6% | 29 8% 8% | 109 10% 29% | 211 12% 57% | 52 7% 14% | 109 10% 29% | 158 12% 42% | 105 8% 28% |
| 435 12% 100% AHK | 37 8% 9% | 53 9% 12% | 111 17% 26% N | 71 12% 16% | 76 14% 18% | 51 13% 12% | 35 10% 8% | 90 9% 21% | 259 14% 59% N | 86 12% 20% | 90 9% 21% | 182 14% 42% | 162 13% 37% |
| 335 9% 100% ABCH K | 18 4% 5% | 36 6% 11% | 44 7% 13% | 61 10% 18% | 66 12% 20% N | 65 16% 19% N | 46 13% 14% N | 54 5% 16% | 171 9% 51% | 111 16% 33% N | 54 5% 16% | 105 8% 31% | 177 14% 53% N |
| 410 11% 100% | 51 11% 13% | 61 11% 15% | 62 9% 15% | 84 14% 20% | 69 13% 17% | 48 12% 12% | 34 10% 8% | 112 11% 27% | 215 12% 52% | 82 11% 20% | 112 11% 27% | 145 11% 36% | 152 12% 37% |
| 53 1% 100% FJ | 8 2% 16% | 9 2% 18% | 12 2% 22% | 11 2% 20% | 9 2% 17% | 1 1% 2% | 3 5% | 18 2% 34% | 32 2% 60% | 3 7% | 18 2% 34% | 22 2% 42% | 13 1% 24% |
| 78 2% 100% JM | 15 3% 20% | 18 3% 23% | 18 3% 23% | 13 2% 16% | 7 1% 8% | 4 1% 5% | 4 1% 5% | 33 3% 43% | 37 2% 48% | 8 1% 10% | 33 3% 43% | 30 2% 39% | 14 1% 18% |
| 92 3% 100% | 27 6% 29% N | 22 4% 24% | 12 2% 13% | 7 1% 8% | 12 2% 14% | 6 2% 7% | 5 1% 5% | 48 5% 53% N | 32 2% 35% | 11 2% 12% | 48 5% 53% N | 19 2% 21% | 24 2% 26% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.1 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 1ST CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (N) | AGE | | | | | | | | | | | | |
|---------------------------------|-------------------|-------------------|------------------------|-------------------|-------------------|-------------------|------------------------|-------------------|------------------------|------------------------|-------------------|------------------------|-------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 1800 50% 100% FGJ M | 241 50% 13% | 305 54% 17% | 366 55% 20% N | 323 53% 18% | 274 51% 15% | 164 41% 9% | 126 36% 7% | 547 52% 30% | 963 53% 54% N | 290 39% 16% | 547 52% 30% | 689 54% 38% N | 564 44% 31% |
| 1468 41% 100% I | 222 46% 15% | 223 40% 15% | 253 38% 17% | 227 37% 15% | 198 37% 13% | 170 43% 12% | 175 50% 12% N | 445 43% 30% | 678 37% 46% | 345 46% 24% N | 445 43% 30% | 480 38% 33% | 543 42% 37% |
| 0.45 | 0.55 N | 0.44 | 0.43 | 0.43 | 0.44 | 0.44 | 0.45 | 0.49 | 0.44 | 0.44 | 0.49 | 0.43 | 0.44 |
| 0.33 | 0.88 | 0.15 | 0.11 | 0.11 | 0.10 | 0.08 | 0.10 | 0.59 | 0.11 | 0.09 | 0.59 | 0.11 | 0.09 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.1 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 1ST CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | SEX | | SEX/AGE | | | | | |
|--------------------|------------------------|------------------------|------------------------------|------------------------|-------------------------|------------------------|-------------------------|---------------------------|
| | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| 4 100% | 2 38% | 2 62% | - - | 1 23% | 1 15% | 2 62% | - - | - - |
| 41 100% | 22 1% 54% | 19 1% 46% | 13 2% 31% DH | 3 7% | 7 1% 16% | 10 2% 23% DH | 6 1% 15% | 3 8% |
| 316 9% 100% | 170 10% 54% B | 146 8% 46% | 54 10% 17% H | 70 11% 22% H | 47 8% 15% H | 57 11% 18% H | 52 8% 16% | 37 5% 12% |
| 372 10% 100% | 192 11% 52% | 180 10% 48% | 54 10% 14% | 88 14% 24% EH | 50 9% 14% | 56 11% 15% | 70 11% 19% | 55 8% 15% |
| 435 12% 100% | 187 11% 43% | 248 13% 57% A | 36 7% 8% | 78 13% 18% C | 73 12% 17% C | 54 10% 12% | 104 16% 24% CF | 90 13% 21% C |
| 335 9% 100% | 142 8% 42% | 193 10% 58% | 24 5% 7% | 47 7% 14% | 71 12% 21% CDF | 30 6% 9% CF | 58 9% 17% CF | 106 15% 32% CDFG |
| 410 11% 100% | 194 11% 47% | 215 11% 53% | 57 11% 14% | 76 12% 19% | 60 10% 15% | 55 10% 13% | 69 11% 17% | 91 13% 22% |
| 53 1% 100% | 26 2% 50% | 26 1% 50% | 10 2% 18% | 10 2% 19% | 6 1% 12% | 8 2% 15% | 12 2% 23% | 6 1% 12% |
| 78 2% 100% | 35 2% 44% | 43 2% 56% | 15 3% 19% H | 12 2% 16% | 7 1% 10% | 19 4% 24% EH | 18 3% 23% H | 7 1% 9% |
| 92 3% 100% | 62 4% 68% B | 29 2% 32% | 32 6% 35% DEF GH | 12 2% 13% | 18 3% 20% GH | 17 3% 18% GH | 7 1% 8% | 6 1% 6% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.1 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 1ST CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | SEX | | SEX/AGE | | | | | |
|--|-------------------|-------------------|------------------------|-------------------------|--------------------|-------------------------|-------------------------|------------------------|
| | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL | | | | | | | | |
| 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| % GIVING ANY INCORRECT PRICE | | | | | | | | |
| 1800 50% 100% | 890 52% 49% | 910 48% 51% | 270 52% 15% H | 351 56% 19% EH | 270 46% 15% | 277 53% 15% EH | 338 52% 19% EH | 295 42% 16% |
| % SAYING DON'T KNOW | | | | | | | | |
| 1468 41% 100% | 694 40% 47% | 774 41% 53% | 226 43% 15% D | 228 36% 16% | 240 41% 16% | 220 42% 15% | 252 39% 17% | 303 43% 21% D |
| MEAN PRICE GIVEN (EXCLUDING DON'T KNOW) | | | | | | | | |
| 0.45 | 0.47 | 0.44 | 0.54 DG H | 0.44 | 0.44 | 0.44 | 0.43 | 0.44 |
| STD. DEVIATION | | | | | | | | |
| 0.33 | 0.45 | 0.11 | 0.83 | 0.13 | 0.12 | 0.17 | 0.08 | 0.07 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.1 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 1ST CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|------------------------|-------------------------|-------------------|-------------------|----------------------|-----------------------|-----------------------|------------------------|------------------------|------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| % SAYING 1P - 15P | 4 100% | 2 38% | 2 62% | - - | 1 23% | 1 15% | 2 62% | - - | - - |
| % SAYING 16P - 25P | 41 100% | 22 1% 54% | 19 1% 46% | 13 2% 31% | 3 7% | 7 1% 16% | 10 2% 23% | 6 1% 15% | 3 8% |
| % SAYING 26P - 35P | 316 9% 100% H | 170 10% 54% | 146 8% 46% | 54 10% 17% | 70 11% 22% | 47 8% 15% | 57 11% 18% | 52 8% 16% | 37 5% 12% |
| % SAYING 36P - 40P | 372 10% 100% H | 192 11% 52% | 180 10% 48% | 54 10% 14% | 88 14% 24% I | 50 9% 14% | 56 11% 15% | 70 11% 19% | 55 8% 15% |
| % SAYING 41P - 45P | 435 12% 100% C | 187 11% 43% | 248 13% 57% | 36 7% 8% | 78 13% 18% | 73 12% 17% | 54 10% 12% | 104 16% 24% I | 90 13% 21% |
| % SAYING 46P = CORRECT | 335 9% 100% CF | 142 8% 42% | 193 10% 58% | 24 5% 7% | 47 7% 14% | 71 12% 21% I | 30 6% 9% | 58 9% 17% | 106 15% 32% I |
| % SAYING 47P - 50P | 410 11% 100% | 194 11% 47% | 215 11% 53% | 57 11% 14% | 76 12% 19% | 60 10% 15% | 55 10% 13% | 69 11% 17% | 91 13% 22% |
| % SAYING 51P - 55P | 53 1% 100% | 26 2% 50% | 26 1% 50% | 10 2% 18% | 10 2% 19% | 6 1% 12% | 8 2% 15% | 12 2% 23% | 6 1% 12% |
| % SAYING 56P - 65P | 78 2% 100% H | 35 2% 44% | 43 2% 56% | 15 3% 19% | 12 2% 16% | 7 1% 10% | 19 4% 24% | 18 3% 23% | 7 1% 9% |
| % SAYING 66P OR MORE | 92 3% 100% BGH | 62 4% 68% | 29 2% 32% | 32 6% 35% I | 12 2% 13% | 18 3% 20% | 17 3% 18% | 7 1% 8% | 6 1% 6% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.1 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 1ST CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|--|---------------------------------|-------------------|-------------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| % GIVING ANY INCORRECT PRICE | 1800 50% 100% H | 890 52% 49% | 910 48% 51% | 270 52% 15% | 351 56% 19% | 270 46% 15% | 277 53% 15% | 338 52% 19% | 295 42% 16% |
| % SAYING DON'T KNOW | 1468 41% 100% | 694 40% 47% | 774 41% 53% | 226 43% 15% | 228 36% 16% | 240 41% 16% | 220 42% 15% | 252 39% 17% | 303 43% 21% |
| MEAN PRICE GIVEN (EXCLUDING DON'T KNOW) | 0.45 | 0.47 | 0.44 | 0.54 ↓ | 0.44 | 0.44 | 0.44 | 0.43 | 0.44 |
| STD. DEVIATION | 0.33 | 0.45 | 0.11 | 0.83 | 0.13 | 0.12 | 0.17 | 0.08 | 0.07 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.1 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 1ST CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|------------------------|--------------|-----------|------------|-------------|------------|------------|------------|------------|-------------|-------------|--------------------|---------------------|------------------------------------|--------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101 3% | 165 5% | 3068 85% | 295 8% |
| % SAYING 1P - 15P | 4 100% | - - | - - | 2 62% | - - | - - | 2 38% | - - | 2 62% | 2 38% | 4 100% | - - | - - | - - | 4 100% | - - |
| % SAYING 16P - 25P | 41 1% | 2 2% | 4 1% | 9 1% | 12 2% | 8 2% | 6 1% | 6 1% | 21 1% | 14 1% | 35 1% | 3 1% | 1 1% | 2 1% | 31 1% | 2 1% |
| % SAYING 26P - 35P | 316 9% | 6 5% | 64 10% | 103 9% | 65 8% | 37 8% | 43 8% | 69 9% | 167 9% | 79 8% | 260 9% | 37 12% | 9 3% | 10 3% | 280 9% | 13 4% |
| % SAYING 36P - 40P | 372 10% | 13 11% | 76 12% | 109 29% | 79 10% | 49 10% | 46 9% | 89 12% | 188 10% | 95 25% | 322 11% | 24 8% | 10 3% | 17 10% | 331 11% | 20 7% |
| % SAYING 41P - 45P | 435 12% | 12 10% | 69 11% | 163 38% | 85 11% | 48 10% | 57 11% | 81 11% | 248 13% | 105 10% | 363 12% | 30 10% | 16 15% | 27 16% | 396 13% | 23 8% |
| % SAYING 46P = CORRECT | 335 9% | 6 5% | 73 11% | 102 9% | 67 9% | 46 10% | 42 8% | 78 10% | 170 9% | 87 26% | 287 8% | 23 7% | 7 7% | 19 12% | 313 10% | 17 6% |
| % SAYING 47P - 50P | 410 11% | 14 12% | 76 12% | 104 10% | 86 11% | 55 12% | 74 14% | 91 12% | 190 10% | 129 13% | 339 11% | 40 13% | 16 16% | 15 9% | 352 11% | 25 9% |
| % SAYING 51P - 55P | 53 1% | 2 2% | 6 1% | 16 1% | 13 2% | 6 1% | 9 2% | 8 1% | 29 2% | 15 2% | 41 1% | 5 1% | 4 4% | 3 2% | 43 1% | 5 2% |
| % SAYING 56P - 65P | 78 2% | 3 3% | 12 2% | 15 1% | 17 2% | 13 3% | 18 2% | 15 2% | 31 2% | 31 3% | 62 1% | 4 1% | 4 4% | 8 5% | 64 2% | 6 2% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.1 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 1ST CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|---|---------------------|-----------------|-------------------|-------------------|-------------------|-------------------|------------------------|-------------------|-------------------|-------------------|-------------------------|-----------------------|------------------------------------|----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3603 100% | 118* 3% . | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% . | 165 5% | 3068 85% | 295 8% |
| % SAYING 66P OR MORE | 92 3% 100% | 3 2% 3% | 18 3% 19% | 29 3% 31% | 22 3% 24% | 11 2% 12% | 10 2% 11% | 20 3% 22% | 51 3% 56% | 20 2% 22% | 68 2% 75% | 11 4% 12% | 10 10% 11% JKM | 2 1% 2% | 58 2% 64% | 22 7% 24% N |
| % GIVING ANY INCORRECT PRICE | 1800 50% 100% | 56 47% 3% | 325 51% 18% | 550 51% 31% | 378 50% 21% | 226 48% 13% | 265 49% 15% | 381 51% 21% | 928 50% 52% | 491 49% 27% | 1494 49% 83% | 153 49% 8% | 70 69% 4% JKM | 84 51% 5% | 1558 51% 87% O | 117 40% 6% |
| % SAYING DON'T KNOW | 1468 41% 100% | 57 48% 4% | 236 37% 16% | 428 40% 29% | 318 42% 22% | 195 42% 13% | 233 43% 16% B | 293 39% 20% | 747 40% 51% | 428 43% 29% | 1243 41% 85% L | 139 44% 9% L | 24 24% 2% | 62 37% 4% L | 1197 39% 82% | 161 55% 11% N |
| MEAN PRICE GIVEN (EXCLUDING DON'T KNOW) | 0.45 | 0.45 | 0.44 | 0.47 | 0.45 | 0.44 | 0.45 | 0.44 | 0.46 | 0.45 | 0.44 | 0.56 J | 0.49 JM | 0.44 | 0.45 | 0.51 N |
| STD. DEVIATION | 0.33 | 0.13 | 0.11 | 0.56 | 0.14 | 0.13 | 0.13 | 0.11 | 0.44 | 0.13 | 0.13 | 1.05 | 0.18 | 0.08 | 0.34 | 0.20 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.1 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 1ST CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|--------------------|-------------------------------|--|-----------------------|--------------------------|--------------------------|--------------------------|-------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 4 100% | 1 18% | 1 18% | - - | 2 38% | - - | - - | 2 56% |
| 41 100% | 18 23% 42% D | 11 2% 26% D | 7 2% 16% D | 10 1% 25% | 13 2% 32% DG | 1 1% 2% | 28 1% 68% |
| 316 9% 100% | 80 8% 25% | 59 9% 19% | 21 6% 7% | 184 10% 58% C | 49 8% 15% | 6 6% 2% | 264 9% 84% C |
| 372 10% 100% | 91 9% 24% | 66 10% 18% | 24 6% 6% | 222 12% 60% AC | 53 9% 14% | 7 6% 2% | 313 11% 84% C |
| 435 12% 100% | 97 9% 22% | 68 10% 16% | 29 8% 7% | 248 13% 57% AC | 81 14% 19% AC | 22 19% 5% ABCG | 345 12% 79% AC |
| 335 9% 100% | 61 6% 18% | 47 7% 14% C | 14 4% 4% | 196 10% 58% ABC | 73 12% 22% ABCG | 15 13% 4% ABC | 256 9% 77% AC |
| 410 11% 100% | 121 12% 30% | 78 12% 19% | 43 11% 11% | 204 11% 50% | 73 12% 18% | 11 10% 3% | 325 11% 79% |
| 53 1% 100% | 13 1% 29% | 8 1% 15% | 5 1% 10% | 27 1% 51% | 13 2% 24% | 6 6% 12% ABCDEG | 40 1% 76% |
| 78 2% 100% | 26 2% 34% | 17 2% 22% | 9 2% 12% | 39 2% 50% | 9 2% 12% | - - - | 65 2% 84% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.1 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 1ST CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|-----------------------------|-------------------------|------------------------|----------------------|------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 92 3% 100% | 40 4% 43% D | 28 4% 31% DG | 11 3% 12% | 36 2% 39% | 14 2% 15% | 4 3% 4% | 75 3 82% |
| 1800 50% 100% | 486 46% 27% C | 335 50% 19% C | 151 40% 8% | 972 51% 54% AC | 305 51% 17% C | 57 51% 3% C | 1458 50 81 C |
| 1468 41% 100% | 506 48% 34% DEFG | 290 43% 20% DE | 216 57% 15% ABDEFG | 725 38% 49% | 217 36% 15% | 41 36% 3% | 1231 42 84 DE |
| 0.45 | 0.46 | 0.46 | 0.46 | 0.45 | 0.44 | 0.46 | 0.45 |
| 0.33 | 0.16 | 0.16 | 0.15 | 0.42 | 0.11 | 0.11 | 0.36 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.1 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 1ST CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|--------------|-----------------------|------------------------|------------------------|------------------------|----------------|------------------------|----------------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% | 85 2% |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 4 100% | - - | 1 18% | 1 15% | 1 23% | - - | - - | - - |
| 41 100% | 8 2% 19% C | 10 2% 24% C | 7 1% 16% | 4 1% 9% | 1 2% 3% | 11 3% 27% CD | 1 1% 2% |
| 316 100% | 26 6% 8% | 54 9% 17% A | 131 11% 41% A | 53 8% 17% | 6 10% 2% | 37 8% 12% | 5 6% 2% |
| 372 100% | 34 7% 9% | 56 10% 15% | 151 12% 41% A | 71 11% 19% | 3 5% 1% | 43 10% 12% | 7 9% 2% |
| 435 100% | 36 8% 8% | 60 10% 14% | 164 13% 38% A | 84 12% 19% A | 9 15% 2% | 56 13% 3% A | 15 17% 3% A |
| 335 100% | 19 4% 6% | 42 7% 12% A | 118 10% 35% A | 78 11% 23% AB | 5 8% 2% | 57 13% 17% AB | 11 13% 3% A |
| 410 100% | 54 11% 13% | 67 12% 16% | 122 10% 30% | 82 12% 20% | 7 11% 2% | 57 13% 14% | 9 11% 2% |
| 53 100% | 6 1% 11% | 7 1% 14% | 21 2% 40% | 6 1% 11% | 2 2% 3% | 6 1% 12% | 5 6% 9% |
| 78 100% | 9 2% 12% | 17 3% 22% | 22 2% 28% | 17 3% 22% | 1 2% 1% | 8 2% 10% | - - - |
| 92 100% | 13 3% 14% | 27 5% 29% CDF | 22 2% 24% | 14 2% 15% CDF | 3 5% 4% | 8 2% 9% | 3 3% 2% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.1 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 1ST CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------|-----------------------------|------------------------|------------------------|------------------------|-----------------|------------------------|----------------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 1800 50% 100% | 187 40% 10% | 300 51% 17% A | 640 53% 36% A | 332 49% 18% A | 33 54% 2% | 227 51% 13% A | 45 53% 2% A |
| 1468 41% 100% | 262 56% 18% BCDEFG | 244 42% 17% | 456 38% 31% | 269 40% 18% | 23 38% 2% | 164 37% 11% | 29 35% 2% |
| 0.45 | 0.46 F | 0.46 F | 0.46 | 0.45 | 0.47 F | 0.43 | 0.45 |
| 0.33 | 0.15 | 0.16 | 0.52 | 0.12 | 0.18 | 0.09 | 0.11 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.1 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 1ST CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|--|--------------|------------|------------|-------------|------------|------------|------------|------------|-------------|-------------|--------------------|---------------------|------------------------------------|--------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| | 4 100% | - - | - - | 2 62% | - - | - - | 2 38% | - - | 2 62% | 2 38% | 4 100% | - - | - - | - - | 4 100% | - - |
| | 41 1% | 2 5% | 4 1% | 9 1% | 12 2% | 8 2% | 6 1% | 6 1% | 21 1% | 14 1% | 35 1% | 3 7% | 1 3% | 2 1% | 31 1% | 2 1% |
| | 316 9% | 6 2% | 64 20% | 103 9% | 65 8% | 37 8% | 43 8% | 69 9% | 167 9% | 79 8% | 260 9% | 37 12% | 9 3% | 10 6% | 280 9% | 13 4% |
| | 372 10% | 13 4% | 76 20% | 109 10% | 79 10% | 49 13% | 46 9% | 89 12% | 188 10% | 95 9% | 322 11% | 24 8% | 10 10% | 17 10% | 331 11% | 20 7% |
| | 435 12% | 12 10% | 69 11% | 163 15% | 85 11% | 48 10% | 57 11% | 81 11% | 248 13% | 105 10% | 363 12% | 30 10% | 16 15% | 27 16% | 396 13% | 23 8% |
| | 335 9% | 6 2% | 73 11% | 102 9% | 67 9% | 46 10% | 42 8% | 78 10% | 170 9% | 87 9% | 287 9% | 23 7% | 7 2% | 19 12% | 313 10% | 17 6% |
| | 410 11% | 14 3% | 76 12% | 104 10% | 86 11% | 55 13% | 74 14% | 91 12% | 190 10% | 129 13% | 339 11% | 40 13% | 16 16% | 15 9% | 352 11% | 25 8% |
| | 53 1% | 2 5% | 6 1% | 16 1% | 13 2% | 6 1% | 9 2% | 8 1% | 29 2% | 15 2% | 41 1% | 5 1% | 4 4% | 3 2% | 43 1% | 5 2% |
| | 78 2% | 3 4% | 12 2% | 15 1% | 17 2% | 13 3% | 18 3% | 15 2% | 31 2% | 31 3% | 62 2% | 4 1% | 4 4% | 8 5% | 64 2% | 6 2% |
| | 92 3% | 3 3% | 18 3% | 29 3% | 22 3% | 11 2% | 10 2% | 20 3% | 51 3% | 20 2% | 68 2% | 11 4% | 10 10% | 2 1% | 58 2% | 22 7% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.1 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 1ST CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|---|--------------------------|-----------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|---------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| % GIVING ANY INCORRECT PRICE | 1800 50% 100% O | 56 47% 3% | 325 51% 18% | 550 51% 31% | 378 50% 21% | 226 48% 13% | 265 49% 15% | 381 51% 21% | 928 50% 52% | 491 49% 27% | 1494 49% 83% | 153 49% 8% | 70 69% 4% T | 84 51% 5% | 1558 51% 87% | 117 40% 6% |
| % SAYING DON'T KNOW | 1468 41% 100% L | 57 48% 4% | 236 37% 16% | 428 40% 29% | 318 42% 22% | 195 42% 13% | 233 43% 16% | 293 39% 20% | 747 40% 51% | 428 43% 29% | 1243 41% 85% | 139 44% 9% | 24 24% 2% | 62 37% 4% | 1197 39% 82% | 161 55% 11% T |
| MEAN PRICE GIVEN (EXCLUDING DON'T KNOW) | 0.45 | 0.45 | 0.44 | 0.47 | 0.45 | 0.44 | 0.45 | 0.44 | 0.46 | 0.45 | 0.44 | 0.56 T | 0.49 | 0.44 | 0.45 | 0.51 T |
| STD. DEVIATION | 0.33 | 0.13 | 0.11 | 0.56 | 0.14 | 0.13 | 0.13 | 0.11 | 0.44 | 0.13 | 0.13 | 1.05 | 0.18 | 0.08 | 0.34 | 0.20 |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.1 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 1ST CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|--------------------------|----------------------------------|---|-----------------------|-------------------|-----------------------|----------------------|-------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 4 100% | 1 18% | 1 18% | - - | 2 38% | - - | - - | 2 56% |
| 41 1% 100% D | 18 2% 42% | 11 2% 26% | 7 2% 16% | 10 1% 25% | 13 2% 32% H | 1 1% 2% | 28 1% 68% |
| 316 9% 100% C | 80 8% 25% | 59 9% 19% | 21 6% 7% | 184 10% 58% | 49 8% 15% | 6 6% 2% | 264 9% 84% |
| 372 10% 100% C | 91 9% 24% | 66 10% 18% | 24 6% 6% | 222 12% 60% | 53 9% 14% | 7 6% 2% | 313 11% 84% |
| 435 12% 100% AC | 97 9% 22% | 68 10% 16% | 29 8% 7% | 248 13% 57% | 81 14% 19% | 22 19% 5% H | 345 12% 79% |
| 335 9% 100% AC | 61 6% 18% | 47 7% 14% | 14 4% 4% | 196 10% 58% | 73 12% 22% H | 15 13% 4% | 256 9% 77% |
| 410 11% 100% | 121 12% 30% | 78 12% 19% | 43 11% 11% | 204 11% 50% | 73 12% 18% | 11 10% 3% | 325 11% 79% |
| 53 1% 100% | 13 1% 25% | 8 1% 15% | 5 1% 10% | 27 1% 51% | 13 2% 24% | 6 6% 12% H | 40 1% 76% |
| 78 2% 100% | 26 2% 34% | 17 2% 22% | 9 2% 12% | 39 2% 50% | 9 2% 12% | - - - | 65 2% 84% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.1 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 1ST CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|---------------------------|----------------------------------|---|------------------------|-------------------|-------------------|----------------------|-------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 92 3% 100% | 40 4% 43% H | 28 4% 31% H | 11 3% 12% | 36 2% 39% | 14 2% 15% | 4 3% 4% | 75 3 82% |
| 1800 50% 100% AC | 486 46% 27% | 335 50% 19% | 151 40% 8% | 972 51% 54% | 305 51% 17% | 57 51% 3% | 1458 50 81% |
| 1468 41% 100% | 506 48% 34% H | 290 43% 20% | 216 57% 15% H | 725 38% 49% | 217 36% 15% | 41 36% 3% | 1231 42 84% |
| 0.45 | 0.46 | 0.46 | 0.46 | 0.45 | 0.44 | 0.46 | 0.45 |
| 0.33 | 0.16 | 0.16 | 0.15 | 0.42 | 0.11 | 0.11 | 0.36 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.1 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 1ST CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|------------------------|-------------------------|-----------------------|----------------------|-------------------|------------------|----------------|--------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| % SAYING 1P - 15P | 4 100% | - - | 1 18% | 1 15% | 1 23% | - - | - - |
| % SAYING 16P - 25P | 41 100% | 8 2% 19% | 10 2% 24% | 7 1% 16% | 4 1% 9% | 1 2% 3% | 1 1% 2% |
| % SAYING 26P - 35P | 316 9% 100% A | 26 6% 8% | 54 9% 17% | 131 11% 41% | 53 8% 17% | 6 10% 2% | 5 6% 2% |
| % SAYING 36P - 40P | 372 10% 100% A | 34 7% 9% | 56 10% 15% | 151 12% 41% | 71 11% 19% | 3 5% 1% | 7 9% 2% |
| % SAYING 41P - 45P | 435 12% 100% A | 36 8% 8% | 60 10% 14% | 164 13% 38% | 84 12% 19% | 9 15% 2% | 15 17% 3% |
| % SAYING 46P = CORRECT | 335 9% 100% A | 19 4% 6% | 42 7% 12% | 118 10% 35% | 78 11% 23% | 5 8% 2% | 11 13% 3% |
| % SAYING 47P - 50P | 410 11% 100% | 54 11% 13% | 67 12% 16% | 122 10% 30% | 82 12% 20% | 7 11% 2% | 9 11% 2% |
| % SAYING 51P - 55P | 53 1% 100% | 6 1% 11% | 7 1% 14% | 21 2% 40% | 6 1% 11% | 2 2% 3% | 5 6% 9% H |
| % SAYING 56P - 65P | 78 2% 100% | 9 2% 12% | 17 3% 22% | 22 2% 28% | 17 3% 22% | 1 2% 1% | - - - |
| % SAYING 66P OR MORE | 92 3% 100% | 13 3% 14% | 27 5% 29% H | 22 2% 24% | 14 2% 15% | 3 5% 4% | 3 3% 3% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.1 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 1ST CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | | |
|---|-----------------------|-------------------|-------------------|-------------------|-----------------|-------------------|-----------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| WEIGHTED TOTAL 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| % GIVING ANY INCORRECT PRICE 1800 50% 100% A | 187 40% 10% | 300 51% 17% | 640 53% 36% | 332 49% 18% | 33 54% 2% | 227 51% 13% | 45 53% 2% |
| % SAYING DON'T KNOW 1468 41% 100% H | 262 56% 18% | 244 42% 17% | 456 38% 31% | 269 40% 18% | 23 38% 2% | 164 37% 11% | 29 35% 2% |
| MEAN PRICE GIVEN (EXCLUDING DON'T KNOW) | 0.45 | 0.46 | 0.46 | 0.45 | 0.47 | 0.43 | 0.45 |
| STD. DEVIATION | 0.33 | 0.15 | 0.16 | 0.52 | 0.12 | 0.18 | 0.09 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.1 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 1ST CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|------------------------|--------------|---------------------|-----------------------|-----------------------|-------------------------|---------------------|-----------------------|----------------------|------------------------|----------------------|----------------------|------------------------|----------------------|--------------------|----------------------|--------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| % SAYING 1P - 15P | 4 100% | - - | - - | - - | 2 62% | 2 38% | - - | - - | 2 62% | - - | - - | - - | 1 23% | - - | - - | 1 15% |
| % SAYING 16P - 25P | 41 100% | 3 8% | 3 7% | 13 31% | 8 20% | 6 14% | 8 20% | 2 5% | 13 31% | 8 19% | 4 9% | 4 9% | 2 4% | 1 2% | 5 11% | 5 11% |
| % SAYING 26P - 35P | 316 9% | 35 9% | 35 9% | 93 10% | 74 8% | 43 10% | 37 6% | 21 7% | 65 12% | 24 7% | 29 10% | 62 9% | 30 11% | 19 6% | 39 7% | 26 6% |
| % SAYING 36P - 40P | 372 10% | 53 14% | 37 10% | 99 11% | 89 10% | 41 9% | 54 9% | 19 5% | 53 9% | 37 11% | 40 14% | 86 12% | 31 11% | 30 10% | 49 8% | 26 7% |
| % SAYING 41P - 45P | 435 12% | 40 11% | 41 11% | 109 12% | 139 15% | 37 9% | 68 16% | 15 3% | 48 9% | 27 6% | 34 11% | 115 16% | 33 12% | 32 11% | 85 14% | 46 11% |
| % SAYING 46P = CORRECT | 335 9% | 41 11% | 38 10% | 72 8% | 97 10% | 29 7% | 58 17% | 8 3% | 28 5% | 18 5% | 23 7% | 62 9% | 20 6% | 47 14% | 80 14% | 49 12% |
| % SAYING 47P - 50P | 410 11% | 44 11% | 47 13% | 98 11% | 92 10% | 53 12% | 76 19% | 15 4% | 55 13% | 42 13% | 36 12% | 72 10% | 38 14% | 39 13% | 63 11% | 49 12% |
| % SAYING 51P - 55P | 53 1% | 6 12% | 2 4% | 11 1% | 19 2% | 9 2% | 6 1% | 2 5% | 8 1% | 7 2% | 3 6% | 15 2% | 5 2% | 3 1% | 6 1% | 3 7% |
| % SAYING 56P - 65P | 78 2% | 4 1% | 12 3% | 17 2% | 14 2% | 14 3% | 17 3% | 6 4% | 12 2% | 15 5% | 7 2% | 14 2% | 9 3% | 2 1% | 5 1% | 7 2% |
| % SAYING 66P OR MORE | 92 3% | 13 3% | 8 2% | 36 4% | 15 2% | 14 3% | 7 1% | 7 5% | 29 5% | 12 4% | 4 1% | 12 2% | 3 1% | 9 3% | 10 2% | 5 1% |

GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.1 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 1ST CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|--|---------------------|-----------------------|-----------------------|-------------------------|---------------------|-----------------------|----------------------|------------------------|----------------------|----------------------|------------------------|----------------------|--------------------|----------------------|-------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| % GIVING ANY INCORRECT PRICE | 1800 50% 100% | 197 52% 11% | 184 50% 10% | 475 52% 26% | 453 49% 25% | 218 50% 12% | 273 48% 15% | 88 57% 5% | 286 52% 16% | 173 51% 10% | 158 53% 9% | 380 54% 21% | 151 55% 8% | 135 46% 7% | 262 45% 15% | 167 42% 5% |
| % SAYING DON'T KNOW | 1468 41% 100% | 143 38% 10% | 150 40% 10% | 364 40% 25% | 383 41% 26% | 187 43% 13% | 242 42% 16% | 59 38% 4% | 241 44% 16% K | 145 43% 10% | 117 39% 8% | 259 37% 18% | 104 38% 7% | 117 39% 8% | 246 42% 17% | 180 45% 12% KL |
| MEAN PRICE GIVEN (EXCLUDING DON'T KNOW) | 0.45 | 0.44 | 0.44 | 0.49 | 0.44 | 0.45 | 0.44 | 0.44 | 0.52 | 0.46 K | 0.43 | 0.43 | 0.44 | 0.45 | 0.44 | 0.44 |
| STD. DEVIATION | 0.33 | 0.12 | 0.10 | 0.61 | 0.11 | 0.15 | 0.12 | 0.14 | 0.80 | 0.17 | 0.11 | 0.10 | 0.11 | 0.09 | 0.09 | 0.10 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.1 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 1ST CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|------------------------|---------------------------|---------------------|-----------------------|-----------------------|-------------------------|---------------------|-----------------------|----------------------|------------------------|----------------------|----------------------|------------------------|----------------------|-----------------------|-----------------------|-----------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| % SAYING 1P - 15P | 4 100% | - - | - - | - - | 2 62% | 2 38% | - - | - - | 2 62% | - - | - - | - - | 1 23% | - - | - - | 1 15% |
| % SAYING 16P - 25P | 41 100% | 3 8% | 3 7% | 13 31% | 8 1% | 6 14% | 8 1% | 2 1% | 13 2% | 8 1% | 4 9% | 4 1% | 2 4% | 1 2% | 5 1% | 5 11% |
| % SAYING 26P - 35P | 316 9% 100% F | 35 9% 11% | 35 9% 11% | 93 10% 29% | 74 8% 24% | 43 10% 13% | 37 6% 12% | 21 14% 7% | 65 12% 21% P | 24 7% 8% | 29 10% 9% | 62 9% 20% | 30 11% 9% | 19 6% 6% | 39 7% 12% | 26 6% 8% |
| % SAYING 36P - 40P | 372 10% 100% O | 53 14% 14% | 37 10% 10% | 99 11% 27% | 89 10% 24% | 41 9% 11% | 54 9% 15% | 19 12% 5% | 53 9% 14% | 37 11% 10% | 40 14% 11% | 86 12% 23% | 31 11% 8% | 30 10% 8% | 49 8% 13% | 26 7% 7% |
| % SAYING 41P - 45P | 435 12% 100% EHI | 40 11% 9% | 41 11% 9% | 109 12% 25% | 139 15% 32% P | 37 9% 9% | 68 12% 16% | 15 10% 3% | 48 9% 11% | 27 8% 6% | 34 11% 8% | 115 16% 27% | 33 12% 8% | 32 11% 7% | 85 14% 19% | 46 13% 10% |
| % SAYING 46P = CORRECT | 335 9% 100% HI | 41 11% 12% | 38 10% 11% | 72 8% 22% | 97 10% 29% | 29 7% 9% | 58 10% 17% | 8 5% 3% | 28 5% 8% | 18 5% 5% | 23 8% 5% | 62 9% 18% | 20 7% 6% | 47 16% 14% P | 80 14% 24% P | 49 12% 15% P |
| % SAYING 47P - 50P | 410 11% 100% | 44 11% 11% | 47 13% 11% | 98 11% 24% | 92 10% 22% | 53 12% 13% | 76 13% 19% | 15 10% 4% | 55 10% 13% | 42 13% 10% | 36 12% 9% | 72 10% 18% | 38 14% 9% | 39 13% 10% | 63 11% 15% | 49 12% 12% |
| % SAYING 51P - 55P | 53 1% 100% | 6 2% 12% | 2 4% 1% | 11 1% 20% | 19 2% 35% | 9 2% 18% | 6 1% 11% | 2 2% 5% | 8 1% 16% | 7 2% 14% | 3 6% 1% | 15 2% 28% | 5 2% 9% | 3 1% 5% | 6 1% 12% | 3 1% 7% |
| % SAYING 56P - 65P | 78 2% 100% N | 4 1% 5% | 12 3% 15% | 17 2% 22% | 14 2% 18% | 14 3% 18% | 17 3% 22% | 6 4% 7% | 12 2% 16% | 15 5% 19% P | 7 2% 9% | 14 2% 18% | 9 3% 12% | 2 1% 3% | 5 1% 6% | 7 2% 9% |
| % SAYING 66P OR MORE | 92 3% 100% F | 13 3% 14% | 8 2% 9% | 36 4% 39% P | 15 2% 16% | 14 3% 15% | 7 1% 7% | 7 5% 8% | 29 2% 32% P | 12 4% 13% | 4 1% 5% | 12 2% 13% | 3 1% 3% | 9 3% 9% | 10 2% 11% | 5 1% 6% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.1 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 1ST CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|--|---|---------------------|-----------------------|-----------------------|-------------------------|---------------------|-----------------------|----------------------|------------------------|----------------------|----------------------|------------------------|----------------------|--------------------|----------------------|--------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| % GIVING ANY INCORRECT PRICE | 1800 50% 100% NO | 197 52% 11% | 184 50% 10% | 475 52% 26% | 453 49% 25% | 218 50% 12% | 273 48% 15% | 88 57% 5% | 286 52% 16% | 173 51% 10% | 158 53% 9% | 380 54% 21% | 151 55% 8% | 135 46% 7% | 262 45% 15% | 167 42% 5% |
| % SAYING DON'T KNOW | 1468 41% 100% | 143 38% 10% | 150 40% 10% | 364 40% 25% | 383 41% 26% | 187 43% 13% | 242 42% 16% | 59 38% 4% | 241 44% 16% | 145 43% 10% | 117 39% 8% | 259 37% 18% | 104 38% 7% | 117 39% 8% | 246 42% 17% | 180 45% 12% |
| MEAN PRICE GIVEN (EXCLUDING DON'T KNOW) | 0.45 | 0.44 | 0.44 | 0.49 | 0.44 | 0.45 | 0.44 | 0.44 | 0.52 P | 0.46 | 0.43 | 0.43 | 0.44 | 0.45 | 0.44 | 0.44 |
| STD. DEVIATION | 0.33 | 0.12 | 0.10 | 0.61 | 0.11 | 0.15 | 0.12 | 0.14 | 0.80 | 0.17 | 0.11 | 0.10 | 0.11 | 0.09 | 0.09 | 0.10 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.1 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 1ST CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|------------------------|--------------|-----------------------------|----------------------------|-----------------|--|-------------------|-------------------|-----------------|------------------------------------|-----------------------|---------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| % SAYING 1P - 15P | 4 100% | 1 15% | 3 85% | - - | 2 62% | 2 38% | 1 15% | 1 18% | 3 67% | 1 18% | 1 15% |
| % SAYING 16P - 25P | 41 100% | 2 6% | 39 94% | 3 7% | 34 82% | 8 18% | 3 7% | 9 22% | 30 72% | 9 22% | 3 7% |
| % SAYING 26P - 35P | 316 100% | 58 10% | 257 81% | 15 5% | 247 78% | 69 8% | 19 6% | 54 17% | 242 77% | 56 18% | 20 6% |
| % SAYING 36P - 40P | 372 100% | 49 10% | 322 87% | 16 4% | 291 78% | 81 22% | 14 4% | 50 14% | 307 82% | 51 14% | 15 4% |
| % SAYING 41P - 45P | 435 100% | 74 13% | 358 82% | 14 3% | 343 79% | 91 21% | 28 6% | 51 12% | 352 81% | 55 13% | 31 7% |
| % SAYING 46P = CORRECT | 335 100% | 55 10% | 276 82% | 14 4% | 256 76% | 79 24% | 37 11% | 32 10% | 265 79% | 33 10% | 38 11% |
| % SAYING 47P - 50P | 410 100% | 77 14% | 330 81% | 23 6% | 297 73% | 112 27% | 29 7% | 57 14% | 324 79% | 57 14% | 29 7% |
| % SAYING 51P - 55P | 53 100% | 6 1% | 47 89% | 1 2% | 42 81% | 10 19% | 2 4% | 6 1% | 44 84% | 6 1% | 2 4% |
| % SAYING 56P - 65P | 78 100% | 14 2% | 64 82% | 7 9% | 61 78% | 17 22% | 8 10% | 11 14% | 60 77% | 11 14% | 8 10% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.1 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 1ST CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|--|------------------------------|-----------------------------|-----------------|--|------------------------|-----------------------|-------------------------|------------------------------------|-------------------------|-------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| % SAYING 66P OR MORE | 92 3% 100% | 4 1% 4% | 87 3% 95% A | 3 2% 4% | 72 3% 79% | 19 2% 21% | 4 1% 4% | 24 5% 26% FH | 61 2% 67% | 26 5% 29% FHJ | 6 2% 7% |
| % GIVING ANY INCORRECT PRICE | 1800 50% 100% | 284 50% 16% | 1508 50% 84% | 82 52% 5% | 1390 51% 77% E | 410 47% 23% | 106 39% 6% | 262 53% 15% FJ | 1423 51% 79% FJ | 271 52% 15% FJ | 114 39% 6% |
| % SAYING DON'T KNOW | 1468 41% 100% | 225 40% 15% | 1237 41% 84% | 62 40% 4% | 1080 40% 74% | 388 44% 26% D | 129 47% 9% H | 199 40% 14% | 1126 40% 77% | 213 41% 15% | 143 48% 10% GH |
| MEAN PRICE GIVEN (EXCLUDING DON'T KNOW) | 0.45 | 0.43 | 0.46 | 0.44 | 0.45 | 0.45 | 0.45 | 0.45 | 0.45 | 0.46 | 0.46 |
| STD. DEVIATION | 0.33 | 0.10 | 0.35 | 0.10 | 0.36 | 0.14 | 0.13 | 0.17 | 0.36 | 0.18 | 0.16 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.1 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 1ST CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|------------------------|--------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| % SAYING 1P - 15P | 4 100% | 1 15% | 3 85% | - - | 2 62% | 2 38% | 1 15% | 1 18% | 3 67% | 1 18% | 1 15% |
| % SAYING 16P - 25P | 41 100% | 2 6% | 39 94% | 3 7% | 34 82% | 8 18% | 3 7% | 9 22% | 30 72% | 9 22% | 3 7% |
| % SAYING 26P - 35P | 316 100% | 58 10% | 257 81% | 15 5% | 247 78% | 69 8% | 19 6% | 54 11% | 242 77% | 56 11% | 20 7% |
| % SAYING 36P - 40P | 372 100% | 49 13% | 322 87% | 16 4% | 291 78% | 81 22% | 14 4% | 50 10% | 307 82% | 51 10% | 15 5% |
| % SAYING 41P - 45P | 435 100% | 74 13% | 358 82% | 14 3% | 343 79% | 91 21% | 28 6% | 51 12% | 352 81% | 55 13% | 31 7% |
| % SAYING 46P = CORRECT | 335 100% | 55 10% | 276 82% | 14 4% | 256 76% | 79 24% | 37 11% | 32 6% | 265 79% | 33 6% | 38 11% |
| % SAYING 47P - 50P | 410 100% | 77 14% | 330 81% | 23 6% | 297 73% | 112 13% | 29 11% | 57 11% | 324 79% | 57 11% | 29 7% |
| % SAYING 51P - 55P | 53 100% | 6 1% | 47 89% | 1 2% | 42 81% | 10 19% | 2 4% | 6 1% | 44 84% | 6 1% | 2 4% |
| % SAYING 56P - 65P | 78 100% | 14 2% | 64 82% | 7 9% | 61 78% | 17 22% | 8 10% | 11 2% | 60 77% | 11 2% | 8 10% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.1 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 1ST CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--|---|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| % SAYING 66P OR MORE | 92 3% 100% A | 4 1% 4% | 87 3% 95% | 3 2% 4% | 72 3% 79% | 19 2% 21% | 4 1% 4% | 24 5% 26% K | 61 2% 67% | 26 5% 29% K | 6 2% 7% |
| % GIVING ANY INCORRECT PRICE | 1800 50% 100% FJ | 284 50% 16% | 1508 50% 84% | 82 52% 5% | 1390 51% 77% | 410 47% 23% | 106 39% 6% | 262 53% 15% | 1423 51% 79% | 271 52% 15% | 114 39% 6% |
| % SAYING DON'T KNOW | 1468 41% 100% | 225 40% 15% | 1237 41% 84% | 62 40% 4% | 1080 40% 74% | 388 44% 26% | 129 47% 9% K | 199 40% 14% | 1126 40% 77% | 213 41% 15% | 143 48% 10% K |
| MEAN PRICE GIVEN (EXCLUDING DON'T KNOW) | 0.45 | 0.43 | 0.46 | 0.44 | 0.45 | 0.45 | 0.45 | 0.45 | 0.45 | 0.46 | 0.46 |
| STD. DEVIATION | 0.33 | 0.10 | 0.35 | 0.10 | 0.36 | 0.14 | 0.13 | 0.17 | 0.36 | 0.18 | 0.16 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.1 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 1ST CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|------------------------|--------------|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| % SAYING 1P - 15P | 4 100% | - - | - - | 2 62% | - - | - - | 2 38% | 2 62% | - - | - - | 1 23% IK | - - | 1 15% |
| % SAYING 16P - 25P | 41 100% | 5 1% 12% | 1 2% 3% | 17 1% 41% | 4 1% 9% | 12 2% 28% AF | 3 1% 6% | 19 2% 45% IKL | 4 2% 10% | 9 1% 22% | - - | 6 1% 15% | 4 1% 9% |
| % SAYING 26P - 35P | 316 100% | 66 10% 21% | 3 4% 1% | 135 9% 43% | 32 10% 10% | 45 8% 14% | 34 7% 11% | 88 11% 28% KL | 23 7% 1% | 104 9% 33% L | 17 11% 5% L | 54 7% 17% | 30 6% 9% |
| % SAYING 36P - 40P | 372 100% | 82 12% 22% | 7 10% 2% | 163 11% 44% | 26 8% 7% | 46 9% 12% | 48 10% 13% | 86 10% 23% L | 23 11% 6% | 135 12% 36% KL | 23 15% 6% KL | 70 9% 19% | 35 7% 9% |
| % SAYING 41P - 45P | 435 100% | 74 11% 17% | 7 9% 2% | 208 14% 48% F | 40 12% 9% | 61 11% 14% | 44 9% 10% | 77 9% 18% | 13 6% 3% | 161 14% 37% GH | 21 14% 5% H | 105 13% 24% GH | 57 11% 13% H |
| % SAYING 46P = CORRECT | 335 100% | 71 11% 21% | 8 10% 2% | 142 9% 42% | 28 8% 8% | 43 8% 13% | 44 9% 13% | 38 5% 11% | 15 7% 5% | 97 9% 29% G | 8 5% 2% | 121 15% 36% GHJ L | 56 11% 17% GJ |
| % SAYING 47P - 50P | 410 100% | 81 12% 20% | 10 12% 2% | 146 10% 36% | 44 13% 11% | 70 13% 17% C | 59 13% 14% | 87 11% 21% | 26 12% 6% | 127 11% 31% | 18 12% 4% | 83 11% 20% | 69 14% 17% |
| % SAYING 51P - 55P | 53 100% | 8 1% 16% | - - | 24 2% 46% | 5 1% 9% | 10 2% 19% | 5 1% 10% | 15 2% 28% | 3 1% 6% | 20 2% 37% | 3 2% 5% | 8 1% 16% | 4 1% 8% |
| % SAYING 56P - 65P | 78 100% | 14 2% 19% | 1 1% 1% | 29 2% 37% | 2 1% 3% | 18 3% 23% D | 14 3% 18% D | 28 3% 36% K | 5 2% 7% | 27 2% 35% K | 3 2% 4% | 6 1% 8% | 8 2% 11% |
| % SAYING 66P OR MORE | 92 100% | 19 3% 21% | 1 2% 1% | 43 3% 47% | 8 2% 9% | 10 2% 11% | 10 2% 11% | 37 4% 40% IL | 12 5% 13% IKL | 16 1% 18% | 3 2% 3% | 20 3% 22% L | 4 1% 4% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.1 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 1ST CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|---------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| % GIVING ANY INCORRECT PRICE | 1800 50% 100% | 350 52% 19% | 31 39% 2% | 767 51% 43% | 161 48% 9% | 273 51% 15% | 218 47% 12% | 438 53% 24% KL | 109 49% 6% | 599 54% 33% KL | 90 58% 5% KL | 353 45% 20% | 212 42% 12% |
| % SAYING DON'T KNOW | 1468 41% 100% | 253 38% 17% | 40 51% 3% A | 604 40% 41% | 143 43% 10% | 223 41% 15% | 206 44% 14% A | 350 42% 24% | 96 44% 7% | 423 38% 29% | 57 37% 4% | 307 39% 21% | 236 47% 16% LK |
| MEAN PRICE GIVEN (EXCLUDING DON'T KNOW) | 0.45 | 0.44 | 0.44 | 0.46 | 0.44 | 0.44 | 0.45 | 0.49 I | 0.47 I | 0.43 | 0.44 | 0.44 | 0.44 |
| STD. DEVIATION | 0.33 | 0.11 | 0.09 | 0.48 | 0.13 | 0.12 | 0.15 | 0.66 | 0.21 | 0.10 | 0.15 | 0.10 | 0.08 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.1 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 1ST CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|------------------------|--------------|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| % SAYING 1P - 15P | 4 100% | - - | - - | 2 62% | - - | - - | 2 38% | 2 62% | - - | - - | 1 23% | - - | 1 15% |
| % SAYING 16P - 25P | 41 100% | 5 12% | 1 3% | 17 41% | 4 9% | 12 28% | 3 6% | 19 45% M | 4 10% | 9 22% | - - | 6 15% | 4 9% |
| % SAYING 26P - 35P | 316 100% | 66 21% | 3 1% | 135 43% | 32 10% | 45 14% | 34 11% | 88 28% | 23 7% | 104 33% | 17 5% | 54 17% | 30 9% |
| % SAYING 36P - 40P | 372 100% | 82 22% | 7 2% | 163 44% | 26 7% | 46 12% | 48 13% | 86 23% | 23 6% | 135 36% | 23 6% | 70 19% | 35 9% |
| % SAYING 41P - 45P | 435 100% | 74 17% | 7 2% | 208 48% | 40 9% | 61 14% | 44 10% | 77 18% | 13 3% | 161 37% | 21 5% | 105 24% | 57 13% |
| % SAYING 46P = CORRECT | 335 100% | 71 21% | 8 2% | 142 42% | 28 8% | 43 13% | 44 13% | 38 11% | 15 5% | 97 29% | 8 2% | 121 36% M | 56 17% |
| % SAYING 47P - 50P | 410 100% | 81 20% | 10 2% | 146 36% | 44 11% | 70 17% | 59 14% | 87 21% | 26 6% | 127 31% | 18 4% | 83 21% | 69 17% |
| % SAYING 51P - 55P | 53 100% | 8 16% | - - | 24 46% | 5 9% | 10 19% | 5 10% | 15 28% | 3 6% | 20 37% | 3 5% | 8 16% | 4 8% |
| % SAYING 56P - 65P | 78 100% | 14 19% | 1 1% | 29 37% | 2 3% | 18 23% | 14 18% | 28 36% | 5 7% | 27 35% | 3 4% | 6 8% | 8 11% |
| % SAYING 66P OR MORE | 92 100% | 19 21% | 1 1% | 43 47% | 8 9% | 10 11% | 10 11% | 37 40% M | 12 13% M | 16 18% | 3 3% | 20 22% | 4 4% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.1 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 1ST CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|--|---------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| % GIVING ANY INCORRECT PRICE | 1800 50% 100% KL | 350 52% 19% | 31 39% 2% | 767 51% 43% | 161 48% 9% | 273 51% 15% | 218 47% 12% | 438 53% 24% | 109 49% 6% | 599 54% 33% | 90 58% 5% | 353 45% 20% | 212 42% 12% |
| % SAYING DON'T KNOW | 1468 41% 100% | 253 38% 17% | 40 51% 3% | 604 40% 41% | 143 43% 10% | 223 41% 15% | 206 44% 14% | 350 42% 24% | 96 44% 7% | 423 38% 29% | 57 37% 4% | 307 39% 21% | 236 47% 10% M |
| MEAN PRICE GIVEN (EXCLUDING DON'T KNOW) | 0.45 | 0.44 | 0.44 | 0.46 | 0.44 | 0.44 | 0.45 | 0.49 | 0.47 | 0.43 | 0.44 | 0.44 | 0.44 |
| STD. DEVIATION | 0.33 | 0.11 | 0.09 | 0.48 | 0.13 | 0.12 | 0.15 | 0.66 | 0.21 | 0.10 | 0.15 | 0.10 | 0.08 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.2 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 2ND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | AGE | | | | | | | | | | | | |
|------------------------|--------------------|------------------------------|-------------------------|-----------------------|------------------------|-------------------------|-------------------------------|-------------------------------|------------------------|------------------------|-------------------------|------------------------|------------------------|-------------------------|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| UNWEIGHTED TOTAL | 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| WEIGHTED TOTAL | 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| % SAYING 1P - 15P | 24 1% 100% | 12 3% 50% CDE FG | 8 2% 35% CDEF | - - - | 2 7% | 1 2% | 1 3% | 1 2% | 21 2% 85% IJ | 2 9% | 1 6% | 21 2% 85% LM | 2 7% | 2 8% |
| % SAYING 16P - 25P | 158 4% 100% | 27 6% 17% G | 37 7% 24% DFG | 29 4% 18% | 23 4% 15% | 23 4% 15% | 12 3% 8% | 7 2% 4% | 64 6% 41% IJ | 75 4% 47% | 19 3% 12% | 64 6% 41% LM | 52 4% 33% | 42 3% 27% |
| % SAYING 26P - 30P | 347 10% 100% | 48 10% 14% F | 72 13% 21% EFG | 70 11% 20% F | 62 10% 18% F | 45 8% 13% | 24 6% 7% | 25 7% 7% | 120 11% 35% J | 178 10% 51% J | 49 7% 14% | 120 11% 35% M | 133 10% 38% M | 94 7% 27% |
| % SAYING 31P - 35P | 306 9% 100% | 22 5% 7% | 36 6% 12% | 62 9% 20% A | 70 11% 23% AB | 50 9% 16% A | 36 9% 12% A | 31 9% 10% A | 58 6% 19% | 181 10% 59% H | 67 9% 22% H | 58 6% 19% | 132 10% 43% K | 116 9% 38% K |
| % SAYING 36P = CORRECT | 227 6% 100% | 3 1% 1% | 7 1% 3% | 39 6% 17% AB | 31 5% 13% AB | 45 8% 20% ABD | 55 14% 24% ABD DE | 47 14% 21% ABCD E | 10 1% 4% | 115 6% 50% H | 102 14% 45% HI | 10 1% 4% | 70 5% 31% K | 147 11% 65% KL |
| % SAYING 37P - 40P | 288 8% 100% | 25 5% 9% | 30 5% 10% | 54 8% 19% | 39 6% 14% | 58 11% 20% ABD | 43 11% 15% ABD | 39 11% 13% ABD | 55 5% 19% | 152 8% 53% H | 81 11% 28% HI | 55 5% 19% | 94 7% 32% | 139 11% 48% KL |
| % SAYING 41P - 46P | 111 3% 100% | 10 2% 9% | 12 2% 11% | 18 3% 16% | 17 3% 15% | 22 4% 20% | 19 5% 17% AB | 14 4% 12% | 22 2% 20% | 57 3% 51% | 32 4% 29% H | 22 2% 20% | 35 3% 31% | 55 4% 49% K |
| % SAYING 47P - 55P | 71 2% 100% | 15 3% 22% CD | 15 3% 22% C | 4 1% 6% | 7 1% 10% | 13 2% 19% C | 9 2% 12% C | 7 2% 10% | 31 3% 43% I | 25 1% 35% | 15 2% 22% | 31 3% 43% L | 11 1% 16% | 29 2% 40% L |
| % SAYING 56P - 65P | 18 1% 100% | 5 1% 28% E | 4 1% 24% E | 4 1% 23% | 4 1% 20% | - - | 1 4% | - - | 10 1% 52% J | 8 44% | 1 4% | 10 1% 52% M | 8 1% 44% M | 1 4% |
| % SAYING 66P OR MORE | 31 1% 100% | 9 2% 28% CF | 8 1% 27% F | 2 7% | 4 1% 14% | 3 1% 10% | 1 2% | 3 1% 11% | 17 2% 55% IJ | 10 1% 32% | 4 1% 13% | 17 2% 55% LM | 7 1% 22% | 7 1% 23% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.2 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 2ND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|--------------------------|--------------------------|-------------------------|-------------------------|-------------------|-------------------|------------------|------------------------|-------------------------|------------------------|------------------------|------------------------|-------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 1355 38% 100% | 173 36% 13% | 224 40% 17% | 244 37% 18% | 228 37% 17% | 215 40% 16% | 144 36% 11% | 126 36% 9% | 397 38% 29% | 688 38% 51% | 270 36% 20% | 397 38% 29% | 472 37% 35% | 486 38% 36% |
| 2019 56% 100% | 305 63% 15% EFG | 333 59% 16% EFG | 378 57% 19% FG | 352 58% 17% FG | 278 52% 14% | 199 50% 10% | 173 50% 9% | 639 61% 32% J | 1008 56% 50% J | 373 50% 18% M | 639 61% 32% M | 730 57% 36% M | 651 51% 32% |
| 0.35 | 0.36 | 0.34 | 0.34 | 0.34 | 0.35 | 0.36 BC | 0.36 BC D | 0.35 | 0.35 | 0.36 I | 0.35 | 0.34 | 0.36 L |
| 0.10 | 0.17 | 0.13 | 0.08 | 0.08 | 0.08 | 0.06 | 0.07 | 0.15 | 0.08 | 0.07 | 0.15 | 0.08 | 0.07 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.2 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 2ND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (N) | AGE | | | | | | | | | | | | |
|---------------------------|----------------------|-----------------------|------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------|-------------------|------------------------|----------------------|-------------------|------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 24 1% 100% ILM | 12 3% 50% N | 8 2% 35% N | - - - | 2 7% | 1 2% | 1 3% | 1 2% | 21 2% 85% N | 2 9% | 1 6% | 21 2% 85% N | 2 7% | 2 8% |
| 158 4% 100% GJ | 27 6% 17% | 37 7% 24% N | 29 4% 18% | 23 4% 15% | 23 4% 15% | 12 3% 8% | 7 2% 4% | 64 6% 41% N | 75 4% 47% | 19 3% 12% | 64 6% 41% N | 52 4% 33% | 42 3% 27% |
| 347 10% 100% FJM | 48 10% 14% | 72 13% 21% N | 70 11% 20% | 62 10% 18% | 45 8% 13% | 24 6% 7% | 25 7% 7% | 120 11% 35% | 178 10% 51% | 49 7% 14% | 120 11% 35% | 133 10% 38% | 94 7% 27% |
| 306 9% 100% AHK | 22 5% 7% | 36 6% 12% | 62 9% 20% | 70 11% 23% N | 50 9% 16% | 36 9% 12% | 31 9% 10% | 58 6% 19% | 181 10% 59% | 67 9% 22% | 58 6% 19% | 132 10% 45% | 116 9% 38% |
| 227 6% 100% ABHK | 3 1% 1% | 7 1% 3% | 39 6% 17% | 31 5% 13% | 45 8% 20% | 55 14% 21% N | 47 14% 21% N | 10 1% 4% | 115 6% 50% | 102 14% 45% N | 10 1% 4% | 70 5% 31% | 147 11% 65% N |
| 288 8% 100% BHK | 25 5% 9% | 30 5% 10% | 54 8% 19% | 39 6% 14% | 58 11% 20% N | 43 11% 15% | 39 11% 13% N | 55 5% 19% | 152 8% 53% | 81 11% 28% N | 55 5% 19% | 94 7% 32% | 139 11% 48% N |
| 111 3% 100% | 10 2% 9% | 12 2% 11% | 18 3% 16% | 17 3% 15% | 22 4% 20% | 19 5% 17% | 14 4% 12% | 22 2% 20% | 57 3% 51% | 32 4% 29% | 22 2% 20% | 35 3% 31% | 55 4% 49% |
| 71 2% 100% CL | 15 3% 22% | 15 3% 22% | 4 1% 6% | 7 1% 10% | 13 2% 19% | 9 2% 12% | 7 2% 10% | 31 3% 43% | 25 1% 35% | 15 2% 22% | 31 3% 43% | 11 1% 16% | 29 2% 40% |
| 18 1% 100% M | 5 1% 28% | 4 1% 24% | 4 1% 23% | 4 1% 20% | - - | 1 4% | - - | 10 1% 52% | 8 4% | 1 4% | 10 1% 52% | 8 1% 44% | 1 4% |
| 31 1% 100% | 9 2% 28% | 8 1% 27% | 2 7% | 4 1% 14% | 3 1% 10% | 1 2% | 3 1% 11% | 17 2% 55% | 10 1% 32% | 4 1% 13% | 17 2% 55% | 7 1% 22% | 7 1% 23% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.2 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 2ND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (N) | AGE | | | | | | | | | | | | |
|---------------------------------|------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|------------------|------------------------|--------------------|-------------------|------------------------|-------------------|-------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 1355 38% 100% | 173 36% 13% | 224 40% 17% | 244 37% 18% | 228 37% 17% | 215 40% 16% | 144 36% 11% | 126 36% 9% | 397 38% 29% | 688 38% 51% | 270 36% 20% | 397 38% 29% | 472 37% 35% | 486 38% 36% |
| 2019 56% 100% FGJ M | 305 63% 15% N | 333 59% 16% | 378 57% 19% | 352 58% 17% | 278 52% 14% | 199 50% 10% | 173 50% 9% | 639 61% 32% N | 1008 56% 50% | 373 50% 18% | 639 61% 32% N | 730 57% 36% | 651 51% 32% |
| 0.35 | 0.36 | 0.34 | 0.34 | 0.34 | 0.35 | 0.36 | 0.36 | 0.35 | 0.35 | 0.36 N | 0.35 | 0.34 | 0.36 |
| 0.10 | 0.17 | 0.13 | 0.08 | 0.08 | 0.08 | 0.06 | 0.07 | 0.15 | 0.08 | 0.07 | 0.15 | 0.08 | 0.07 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.2 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 2ND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEX | | SEX/AGE | | | | | |
|------------------------|--------------------|------------------------|-----------------------|-------------------------|-------------------------|-------------------------|-------------------------|------------------------|--------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| % SAYING 1P - 15P | 24 1% 100% | 12 1% 49% | 12 1% 51% | 10 2% 40% DEGH | 2 7% | 1 2% | 11 2% 45% DEGH | - - | 1 6% |
| % SAYING 16P - 25P | 158 4% 100% | 96 6% 61% B | 62 3% 39% | 30 6% 19% GH | 36 6% 23% GH | 30 5% 19% GH | 34 7% 22% GH | 15 2% 10% | 13 2% 8% |
| % SAYING 26P - 30P | 347 10% 100% | 198 11% 57% B | 149 8% 43% | 63 12% 18% GH | 86 14% 25% EGH | 49 9% 14% | 57 11% 16% GH | 47 7% 14% | 45 6% 13% |
| % SAYING 31P - 35P | 306 9% 100% | 145 8% 47% | 162 9% 53% | 28 5% 9% | 64 10% 21% CF | 52 9% 17% CF | 30 6% 10% | 68 10% 22% CF | 64 9% 21% CF |
| % SAYING 36P = CORRECT | 227 6% 100% | 84 5% 37% | 143 8% 63% A | 1 1% | 25 4% 11% CF | 58 10% 25% CDF | 9 2% 4% C | 45 7% 20% CDF | 89 13% 39% CDFG |
| % SAYING 37P - 40P | 288 8% 100% | 131 8% 45% | 157 8% 55% | 23 4% 8% | 38 6% 13% | 70 12% 24% CDF | 32 6% 11% | 56 9% 19% C | 70 10% 24% CDF |
| % SAYING 41P - 46P | 111 3% 100% | 43 3% 39% | 68 4% 61% | 11 2% 10% | 8 1% 7% | 24 4% 22% D | 11 2% 10% | 27 4% 22% D | 30 4% 27% DF |
| % SAYING 47P - 55P | 71 2% 100% | 32 2% 45% | 39 2% 55% | 15 3% 21% G | 8 1% 11% | 9 2% 12% | 16 3% 22% G | 4 1% 6% | 20 3% 28% G |
| % SAYING 56P - 65P | 18 1% 100% | 10 1% 56% | 8 4% | 6 1% 31% EH | 5 1% 24% | - - | 4 1% 21% E | 4 1% 19% | 1 4% |
| % SAYING 66P OR MORE | 31 1% 100% | 13 1% 44% | 17 1% 56% | 9 2% 30% D | 1 5% | 3 1% 10% | 8 1% 25% D | 5 1% 17% | 4 1% 14% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.2 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 2ND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | SEX | | SEX/AGE | | | | | |
|--|-------------------|--------------------|-------------------------|------------------------|-------------------------|-------------------------|-------------------------|----------------------|
| | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL | | | | | | | | |
| 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| % GIVING ANY INCORRECT PRICE | | | | | | | | |
| 1355 38% 100% | 680 39% 50% | 675 36% 50% | 195 38% 14% | 247 40% 18% | 238 41% 18% GH | 202 38% 15% | 225 35% 17% | 248 35% 18% |
| % SAYING DON'T KNOW | | | | | | | | |
| 2019 56% 100% | 962 56% 48% | 1057 56% 52% | 323 62% 16% EH | 354 57% 18% E | 285 49% 14% | 315 60% 16% EH | 376 58% 19% EH | 366 52% 18% |
| MEAN PRICE GIVEN (EXCLUDING DON'T KNOW) | | | | | | | | |
| 0.35 | 0.34 | 0.36 A | 0.35 | 0.33 | 0.35 D | 0.34 | 0.36 D | 0.36 DEF |
| STD. DEVIATION | | | | | | | | |
| 0.10 | 0.10 | 0.10 | 0.16 | 0.08 | 0.07 | 0.14 | 0.09 | 0.07 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.2 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 2ND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|------------------------|-------------------------|-------------------|------------------|----------------------|-----------------------|-----------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| % SAYING 1P - 15P | 24 1% 100% | 12 1% 49% | 12 1% 51% | 10 2% 40% | 2 7% | 1 2% | 11 2% 45% | - - | 1 6% |
| % SAYING 16P - 25P | 158 4% 100% GH | 96 6% 61% | 62 3% 39% | 30 6% 19% | 36 6% 23% | 30 5% 19% | 34 7% 22% 1 | 15 2% 10% | 13 2% 8% |
| % SAYING 26P - 30P | 347 10% 100% H | 198 11% 57% | 149 8% 43% | 63 12% 18% | 86 14% 25% 1 | 49 9% 14% | 57 11% 16% | 47 7% 14% | 45 6% 13% |
| % SAYING 31P - 35P | 306 9% 100% CF | 145 8% 47% | 162 9% 53% | 28 5% 9% | 64 10% 21% | 52 9% 17% | 30 6% 10% | 68 10% 22% | 64 9% 21% |
| % SAYING 36P = CORRECT | 227 6% 100% CF | 84 5% 37% | 143 8% 63% | 1 1% | 25 4% 11% | 58 10% 26% 1 | 9 2% 4% | 45 7% 20% | 89 13% 39% |
| % SAYING 37P - 40P | 288 8% 100% C | 131 8% 45% | 157 8% 55% | 23 4% 8% | 38 6% 13% | 70 12% 24% 1 | 32 6% 11% | 56 9% 19% | 70 10% 24% |
| % SAYING 41P - 46P | 111 3% 100% D | 43 3% 39% | 68 4% 61% | 11 2% 10% | 8 1% 7% | 24 4% 22% | 11 2% 10% | 27 4% 24% | 30 4% 27% |
| % SAYING 47P - 55P | 71 2% 100% G | 32 2% 45% | 39 2% 55% | 15 3% 21% | 8 1% 11% | 9 2% 12% | 16 3% 22% | 4 1% 6% | 20 3% 28% |
| % SAYING 56P - 65P | 18 1% 100% | 10 1% 56% | 8 4% | 6 1% 31% | 5 1% 24% | - - | 4 1% 21% | 4 1% 19% | 1 4% |
| % SAYING 66P OR MORE | 31 1% 100% | 13 1% 44% | 17 1% 56% | 9 2% 30% | 1 5% | 3 1% 10% | 8 1% 25% | 5 1% 17% | 4 1% 14% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.2 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 2ND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|---|---------------------------------|-------------------|--------------------|------------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| % GIVING ANY INCORRECT PRICE | 1355 38% 100% | 680 39% 50% | 675 36% 50% | 195 38% 14% | 247 40% 18% | 238 41% 18% | 202 38% 15% | 225 35% 17% | 248 35% 18% |
| % SAYING DON'T KNOW | 2019 56% 100% E | 962 55% 48% | 1057 56% 52% | 323 62% 16% I | 354 57% 18% | 285 49% 14% | 315 60% 16% | 376 58% 19% | 366 52% 18% |
| MEAN PRICE GIVEN (EXCLUDING DON'T KNOW) | 0.35 D | 0.34 | 0.36 | 0.35 | 0.33 | 0.35 | 0.34 | 0.36 | 0.36 I |
| STD. DEVIATION | 0.10 | 0.10 | 0.10 | 0.16 | 0.08 | 0.07 | 0.14 | 0.09 | 0.07 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.2 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 2ND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|------------------------|--------------------|----------------------|-----------------------|-----------------------|----------------------|----------------------|-----------------|------------------------|------------------|----------------------|--------------------|---------------------|------------------------------------|---------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| % SAYING 1P - 15P | 24 1% 100% | - - - | 1 5% | 3 14% | 9 1% 38% BC | 7 1% 28% BC | 4 1% 15% | 1 5% | 13 1% 52% | 11 1% 44% G | 22 1% 90% | - - - | 2 2% 10% K | - - - | 24 1% 100% | - - - |
| % SAYING 16P - 25P | 158 4% 100% | 6 5% 4% | 33 5% 21% | 38 4% 24% | 36 5% 23% | 24 5% 15% | 22 4% 14% | 39 5% 25% | 74 4% 47% | 45 5% 29% | 134 4% 85% | 5 2% 3% | 8 8% 5% K | 11 7% 7% K | 134 4% 85% | 10 3% 6% |
| % SAYING 26P - 30P | 347 10% 100% | 12 10% 3% | 81 13% 23% F | 103 9% 30% | 70 9% 20% | 46 10% 13% | 36 7% 10% | 92 12% 27% HI | 173 9% 50% | 81 8% 23% | 300 10% 87% | 22 7% 6% | 14 14% 4% | 10 6% 3% | 311 10% 90% O | 16 5% 5% |
| % SAYING 31P - 35P | 306 9% 100% | 14 12% 5% E | 57 9% 19% | 96 9% 31% | 65 8% 21% | 29 6% 9% | 45 8% 15% | 72 10% 23% | 161 9% 53% | 74 7% 24% | 266 9% 87% | 17 5% 6% | 10 10% 3% | 13 8% 4% | 279 9% 91% | 17 6% 6% |
| % SAYING 36P = CORRECT | 227 6% 100% | 11 10% 5% F | 54 8% 24% EF | 73 7% 32% F | 45 6% 20% | 21 5% 9% | 23 4% 10% | 65 9% 29% I | 118 6% 52% | 44 4% 19% | 197 7% 87% | 18 6% 8% | 5 5% 2% | 7 5% 3% | 219 7% 96% O | 5 2% 2% |
| % SAYING 37P - 40P | 288 8% 100% | 7 6% 2% | 62 10% 22% | 88 8% 31% | 53 7% 18% | 37 8% 13% | 42 9% 14% | 69 9% 24% | 141 8% 49% | 78 8% 27% | 235 8% 82% | 26 8% 9% | 12 12% 4% | 15 9% 5% | 267 9% 93% O | 14 5% 5% |
| % SAYING 41P - 46P | 111 3% 100% | 5 4% 4% | 21 3% 19% | 30 3% 27% | 32 4% 29% | 10 2% 9% | 14 3% 13% | 26 3% 23% | 62 3% 56% | 24 2% 21% | 95 3% 85% | 9 3% 8% | 2 2% 2% | 5 3% 5% | 97 3% 87% | 5 2% 4% |
| % SAYING 47P - 55P | 71 2% 100% | - - - | 9 1% 13% | 38 4% 54% BD | 5 1% 7% | 9 2% 12% | 10 2% 14% | 9 1% 13% | 43 2% 61% | 18 2% 26% | 58 2% 82% | 3 1% 4% | 7 7% 9% JK | 3 2% 4% | 54 2% 76% | 10 4% 15% N |
| % SAYING 56P - 65P | 18 1% 100% | 2 2% 11% | 4 1% 23% | 5 2% 26% | 2 1% 12% | 4 1% 19% | 2 1% 9% | 6 1% 34% | 7 1% 38% | 5 1% 29% | 16 1% 86% | - - - | 3 3% 14% JK | - - - | 9 1% 48% | 4 1% 23% N |
| % SAYING 66P OR MORE | 31 1% 100% | 1 1% 3% | 4 1% 14% | 7 1% 24% | 10 1% 32% | 3 1% 9% | 6 1% 19% | 5 1% 16% | 17 1% 56% | 8 1% 28% | 25 1% 83% | 2 1% 8% | 1 1% 3% | 2 1% 6% | 21 1% 68% | 2 1% 6% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.2 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 2ND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|---|---------------------|-----------------|------------------------------|------------------------|------------------------|------------------------|-------------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|------------------------------------|----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| % GIVING ANY INCORRECT PRICE | 1355 38% 100% | 47 39% 3% | 273 43% 20% DE F | 409 38% 30% | 282 37% 21% | 166 36% 12% | 179 33% 13% | 319 42% 24% HI | 691 37% 51% | 345 34% 25% | 1152 38% 85% K | 85 27% 6% | 59 59% 4% JKLM | 59 36% 4% | 1197 39% 88% O | 78 26% 6% |
| % SAYING DON'T KNOW | 2019 56% 100% | 60 51% 3% | 308 49% 15% | 599 55% 30% B | 436 57% 22% B | 279 60% 14% B | 337 63% 17% ABC D | 368 49% 18% | 1035 56% 51% G | 617 61% 31% GH | 1675 55% 83% L | 211 67% 10% JL | 35 34% 2% L | 99 60% 5% L | 1651 54% 82% | 212 72% 11% N |
| MEAN PRICE GIVEN (EXCLUDING DON'T KNOW) | 0.35 | 0.35 | 0.34 | 0.36 | 0.35 | 0.34 | 0.35 | 0.34 | 0.35 | 0.35 | 0.35 | 0.37 | 0.35 | 0.34 | 0.34 | 0.38 N |
| STD. DEVIATION | 0.10 | 0.08 | 0.08 | 0.09 | 0.11 | 0.13 | 0.11 | 0.08 | 0.10 | 0.12 | 0.10 | 0.12 | 0.11 | 0.10 | 0.09 | 0.14 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.2 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 2ND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|--------------------|-------------------------------|--|-----------------------|--------------------------|-------------------------|-----------------------|-----------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 24 1% 100% | 5 1% 22% | 5 1% 22% | - - - | 10 1% 40% | 9 2% 38% ACDG | - - - | 15 1% 62% |
| 158 4% 100% | 44 4% 28% | 29 4% 18% | 15 4% 10% | 87 5% 55% | 24 4% 15% | 4 4% 3% | 131 4% 83% |
| 347 10% 100% | 77 7% 22% | 52 8% 15% | 25 7% 7% | 201 11% 58% ABC | 59 10% 17% | 10 8% 3% | 279 9% 80% |
| 306 9% 100% | 70 7% 23% | 52 8% 17% | 18 5% 6% | 163 9% 53% C | 62 10% 20% AC | 10 9% 3% | 234 8% 76% C |
| 227 6% 100% | 42 4% 18% | 28 4% 12% | 15 4% 6% | 133 7% 59% ABC | 47 8% 21% ABC | 10 9% 5% ABC | 175 6% 77% A |
| 288 8% 100% | 71 7% 26% | 56 8% 19% C | 15 4% 5% | 163 9% 57% C | 49 8% 17% C | 9 8% 3% | 234 8% 81% C |
| 111 3% 100% | 30 3% 27% | 19 3% 17% | 11 3% 10% | 50 3% 44% | 32 5% 28% ABDG | 7 6% 6% | 79 3% 71% |
| 71 2% 100% | 22 2% 31% | 17 3% 24% | 5 1% 7% | 26 1% 37% | 21 4% 30% CDG | 1 1% 2% | 48 2% 68% |
| 18 1% 100% | 9 1% 47% | 5 1% 26% | 4 1% 22% | 6 3% 33% | 2 1% 12% | - - - | 15 1% 80% |
| 31 1% 100% | 13 1% 43% | 8 1% 25% | 6 1% 19% | 11 1% 36% | 6 1% 18% | - - - | 24 1% 80% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.2 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 2ND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|-----------------------------|-------------------------|----------------------------|----------------------|-------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 1355 38% 100% | 343 33% 25% C | 244 36% 18% C | 99 26% 7% | 717 38% 53% AC | 264 44% 19% ABCDG | 41 37% 3% C | 1059 36% 78% C |
| 2019 56% 100% | 668 63% 33% DEG | 401 60% 20% E | 267 70% 13% ABDEFG | 1041 55% 52% E | 283 48% 14% | 61 54% 3% | 1709 58% 85% E |
| 0.35 | 0.36 DG | 0.36 D | 0.37 DG | 0.34 | 0.35 | 0.35 | 0.35 |
| 0.10 | 0.12 | 0.12 | 0.13 | 0.09 | 0.11 | 0.06 | 0.10 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.2 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 2ND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|--------------------|-----------------------|-----------------------|------------------------|-----------------------|-----------------------|------------------------|----------------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% | 85 2% |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 24 1% 100% | - - - | 5 1% 22% A | 9 1% 36% | 1 3% | 2 4% 10% ACD | 7 2% 29% AD | - - - |
| 158 4% 100% | 16 3% 10% | 28 5% 18% | 57 5% 36% | 30 4% 19% | 2 4% 2% | 18 4% 11% | 4 5% 3% |
| 347 10% 100% | 29 6% 8% | 48 8% 14% | 137 11% 40% A | 64 9% 18% | 6 10% 2% | 45 10% 13% | 8 10% 2% |
| 306 9% 100% | 21 4% 7% | 50 8% 16% A | 101 8% 33% A | 62 9% 20% A | 4 7% 1% | 52 12% 17% A | 5 6% 2% |
| 227 6% 100% | 16 3% 7% | 26 4% 11% | 77 6% 34% A | 56 8% 25% AB | 4 7% 2% | 34 8% 15% A | 9 10% 4% AB |
| 288 8% 100% | 26 6% 9% | 45 8% 16% | 108 9% 37% A | 55 8% 19% | 7 12% 3% | 35 8% 12% | 7 9% 3% |
| 111 3% 100% | 12 3% 11% | 18 3% 16% | 34 3% 31% | 15 2% 13% | 2 2% 1% | 24 5% 22% ACD | 6 7% 5% ACD |
| 71 2% 100% | 5 1% 7% | 17 3% 24% AC | 16 1% 23% | 10 1% 14% | 3 6% 5% ACD | 17 4% 24% ACD | 1 1% 1% |
| 18 1% 100% | 6 1% 30% D | 3 1% 18% | 5 28% | 1 4% | - - - | 2 1% 12% | - - - |
| 31 1% 100% | 6 1% 19% | 8 1% 25% | 8 1% 28% | 3 9% | 1 3% | 5 1% 15% | - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.2 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 2ND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------|-----------------------------|------------------------|------------------------|------------------------|----------------------|---------------------------|----------------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 1355 38% 100% | 120 26% 9% | 222 38% 16% A | 476 39% 35% A | 240 35% 18% A | 28 46% 2% A | 204 46% 15% ABCD | 32 37% 2% A |
| 2019 56% 100% | 331 71% 16% BCDEFG | 337 58% 17% F | 659 54% 33% F | 382 56% 19% F | 29 47% 1% F | 210 47% 10% F | 45 53% 2% F |
| 0.35 | 0.37 CD | 0.36 C | 0.34 | 0.34 | 0.35 | 0.35 | 0.34 |
| 0.10 | 0.12 | 0.12 | 0.09 | 0.08 | 0.11 | 0.11 | 0.07 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.2 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 2ND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|------------------------|--------------------|-----------------|------------------|------------------|-----------------|------------------|-----------------|------------------|------------------|-----------------|--------------------|---------------------|------------------------------------|----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101 3% | 165 5% | 3068 85% | 295 8% |
| % SAYING 1P - 15P | 24 1% 100% | - - - | 1 5% | 3 14% | 9 1% 38% | 7 1% 28% | 4 1% 15% | 1 5% | 13 1% 52% | 11 1% 44% | 22 1% 90% | - - - | 2 2% 10% | - - - | 24 1% 100% | - - - |
| % SAYING 16P - 25P | 158 4% 100% | 6 5% 4% | 33 5% 21% | 38 4% 24% | 36 5% 23% | 24 5% 15% | 22 4% 14% | 39 5% 25% | 74 4% 47% | 45 5% 29% | 134 4% 85% | 5 2% 3% | 8 8% 5% | 11 7% 7% | 134 4% 85% | 10 3% 6% |
| % SAYING 26P - 30P | 347 10% 100% | 12 10% 3% | 81 13% 23% | 103 9% 30% | 70 9% 20% | 46 10% 13% | 36 7% 10% | 92 12% 27% | 173 9% 50% | 81 6% 23% | 300 10% 87% | 22 7% 6% | 14 14% 4% | 10 6% 3% | 311 10% 90% | 16 5% 5% |
| % SAYING 31P - 35P | 306 9% 100% | 14 12% 5% | 57 9% 19% | 96 9% 31% | 65 8% 21% | 29 6% 9% | 45 8% 15% | 72 10% 23% | 161 9% 53% | 74 7% 24% | 266 9% 87% | 17 5% 6% | 10 10% 3% | 13 8% 4% | 279 9% 91% | 17 6% 6% |
| % SAYING 36P = CORRECT | 227 6% 100% | 11 10% 5% | 54 8% 24% | 73 7% 32% | 45 6% 20% | 21 5% 9% | 23 4% 10% | 65 9% 29% | 118 6% 52% | 44 4% 19% | 197 7% 87% | 18 6% 8% | 5 5% 2% | 7 5% 3% | 219 7% 96% | 5 2% 2% |
| % SAYING 37P - 40P | 288 8% 100% | 7 6% 2% | 62 10% 22% | 88 8% 31% | 53 7% 18% | 37 8% 13% | 42 8% 14% | 69 9% 24% | 141 8% 49% | 78 8% 27% | 235 8% 82% | 26 8% 9% | 12 12% 4% | 15 9% 5% | 267 9% 93% | 14 5% 5% |
| % SAYING 41P - 46P | 111 3% 100% | 5 4% 4% | 21 3% 19% | 30 3% 27% | 32 4% 29% | 10 2% 9% | 14 3% 13% | 26 3% 23% | 62 3% 56% | 24 2% 21% | 95 3% 85% | 9 3% 8% | 2 2% 2% | 5 3% 5% | 97 3% 87% | 5 2% 4% |
| % SAYING 47P - 55P | 71 2% 100% | - - - | 9 1% 13% | 38 4% 54% | 5 1% 7% | 9 2% 12% | 10 2% 14% | 9 1% 13% | 43 2% 61% | 18 2% 26% | 58 2% 82% | 3 1% 4% | 7 7% 9% | 3 2% 4% | 54 2% 76% | 10 4% 15% |
| % SAYING 56P - 65P | 18 1% 100% | 2 2% 11% | 4 1% 23% | 5 1% 26% | 2 1% 12% | 4 1% 19% | 2 1% 9% | 6 1% 34% | 7 1% 38% | 5 1% 29% | 16 1% 86% | - - - | 3 3% 14% | - - - | 9 1% 48% | 4 1% 23% |
| % SAYING 66P OR MORE | 31 1% 100% | 1 1% 3% | 4 1% 14% | 7 1% 24% | 10 1% 32% | 3 1% 9% | 6 1% 19% | 5 1% 16% | 17 1% 56% | 8 1% 28% | 25 1% 83% | 2 1% 8% | 1 1% 3% | 2 1% 6% | 21 1% 68% | 2 1% 6% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.2 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 2ND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|---|----------------------------|-----------------|------------------------|-------------------|-------------------|-------------------|------------------------|------------------------|--------------------|------------------------|--------------------|------------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| % GIVING ANY INCORRECT PRICE | 1355 38% 100% FKO | 47 3% | 273 43% 20% T | 409 38% 30% | 282 37% 21% | 166 36% 12% | 179 33% 13% | 319 42% 24% T | 691 37% 51% | 345 34% 25% | 1152 38% 85% | 85 27% 6% | 59 59% 4% T | 59 36% 4% | 1197 39% 88% | 78 26% 6% |
| % SAYING DON'T KNOW | 2019 56% 100% BGL | 60 51% 3% | 308 49% 15% | 599 55% 30% | 436 57% 22% | 279 60% 14% | 337 63% 17% T | 368 49% 18% | 1035 56% 51% | 617 61% 31% T | 1675 55% 83% | 211 67% 10% T | 35 34% 2% | 99 60% 5% | 1651 54% 82% | 212 72% 11% T |
| MEAN PRICE GIVEN (EXCLUDING DON'T KNOW) | 0.35 | 0.35 | 0.34 | 0.36 | 0.35 | 0.34 | 0.35 | 0.34 | 0.35 | 0.35 | 0.35 | 0.37 | 0.35 | 0.34 | 0.34 | 0.38 T |
| STD. DEVIATION | 0.10 | 0.08 | 0.08 | 0.09 | 0.11 | 0.13 | 0.11 | 0.08 | 0.10 | 0.12 | 0.10 | 0.12 | 0.11 | 0.10 | 0.09 | 0.14 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.2 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 2ND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | URBAN | | | | | | |
|------------------------|-------------------------|----------------------------------|---|-----------------------|-------------------|----------------------|----------------------|------------------|
| | | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| UNWEIGHTED TOTAL | 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| WEIGHTED TOTAL | 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| % SAYING 1P - 15P | 24 1% 100% | 5 1% 22% | 5 1% 22% | - - - | 10 1% 40% | 9 2% 38% H | - - - | 15 1% 62% |
| % SAYING 16P - 25P | 158 4% 100% | 44 4% 28% | 29 4% 18% | 15 4% 10% | 87 5% 55% | 24 4% 15% | 4 4% 3% | 131 4% 83% |
| % SAYING 26P - 30P | 347 10% 100% A | 77 7% 22% | 52 8% 15% | 25 7% 7% | 201 11% 58% | 59 10% 17% | 10 8% 3% | 279 9% 80% |
| % SAYING 31P - 35P | 306 9% 100% C | 70 7% 23% | 52 8% 17% | 18 5% 6% | 163 9% 53% | 62 10% 20% | 10 9% 3% | 234 8% 76% |
| % SAYING 36P = CORRECT | 227 6% 100% AB | 42 4% 18% | 28 4% 12% | 15 4% 6% | 133 7% 59% | 47 8% 21% | 10 9% 5% | 175 6% 77% |
| % SAYING 37P - 40P | 288 8% 100% C | 71 7% 26% | 56 8% 19% | 15 4% 5% | 163 9% 57% | 49 8% 17% | 9 8% 3% | 234 8% 81% |
| % SAYING 41P - 46P | 111 3% 100% | 30 3% 27% | 19 3% 17% | 11 3% 10% | 50 3% 44% | 32 5% 28% H | 7 6% 6% | 79 3% 71% |
| % SAYING 47P - 55P | 71 2% 100% | 22 2% 31% | 17 3% 24% | 5 1% 7% | 26 1% 37% | 21 4% 30% H | 1 1% 2% | 48 2% 68% |
| % SAYING 56P - 65P | 18 1% 100% | 9 1% 47% | 5 1% 25% | 4 1% 22% | 6 3% 33% | 2 1% 12% | - - - | 15 1% 80% |
| % SAYING 66P OR MORE | 31 1% 100% | 13 1% 43% | 8 1% 25% | 6 1% 19% | 11 1% 36% | 6 1% 18% | - - - | 24 1% 80% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.2 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 2ND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|---------------------------|----------------------------------|---|------------------------|--------------------|------------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 1355 38% 100% AC | 343 33% 25% | 244 36% 18% | 99 26% 7% | 717 38% 53% | 264 44% 19% H | 41 37% 3% | 1059 36% 78% |
| 2019 56% 100% E | 668 63% 33% H | 401 60% 20% | 267 70% 13% H | 1041 55% 52% | 283 48% 14% | 61 54% 3% | 1709 58% 85% |
| 0.35 | 0.36 H | 0.36 | 0.37 | 0.34 | 0.35 | 0.35 | 0.35 |
| 0.10 | 0.12 | 0.12 | 0.13 | 0.09 | 0.11 | 0.06 | 0.10 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.2 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 2ND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|------------------------|-------------------------|-----------------------|-----------------|-------------------|-----------------|---------------------|----------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| % SAYING 1P - 15P | 24 1% 100% | - - 100% | 5 1% 22% | 9 1% 36% | 1 3% | 2 4% 10% H | - - - |
| % SAYING 16P - 25P | 158 4% 100% | 16 3% 10% | 28 5% 18% | 57 5% 36% | 30 4% 19% | 2 4% 2% | 4 5% 3% |
| % SAYING 26P - 30P | 347 10% 100% A | 29 6% 8% | 48 8% 14% | 137 11% 40% | 64 9% 18% | 6 10% 2% | 8 10% 2% |
| % SAYING 31P - 35P | 306 9% 100% A | 21 4% 7% | 50 8% 16% | 101 8% 33% | 62 9% 20% | 4 7% 1% | 5 6% 2% |
| % SAYING 36P = CORRECT | 227 6% 100% A | 16 3% 7% | 26 4% 11% | 77 6% 34% | 56 8% 25% | 4 7% 2% | 9 10% 4% |
| % SAYING 37P - 40P | 288 8% 100% | 26 6% 9% | 45 8% 16% | 108 9% 37% | 55 8% 19% | 7 12% 3% | 7 9% 3% |
| % SAYING 41P - 46P | 111 3% 100% | 12 3% 11% | 18 3% 16% | 34 3% 31% | 15 2% 13% | 2 2% 1% | 6 7% 5% |
| % SAYING 47P - 55P | 71 2% 100% | 5 1% 7% | 17 3% 24% | 16 1% 23% | 10 1% 14% | 3 6% 5% | 1 1% 1% |
| % SAYING 56P - 65P | 18 1% 100% | 6 1% 30% | 3 1% 18% | 5 2% 28% | 1 4% 2% | - - - | 2 1% 12% |
| % SAYING 66P OR MORE | 31 1% 100% | 6 1% 19% | 8 1% 25% | 8 1% 28% | 3 9% | 1 1% 3% | 5 1% 15% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.2 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 2ND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | | |
|---|------------------------|-------------------|-------------------|-------------------|-----------------|------------------------|-----------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| WEIGHTED TOTAL 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| % GIVING ANY INCORRECT PRICE 1355 38% 100% A | 120 26% 9% | 222 38% 16% | 476 39% 35% | 240 35% 18% | 28 46% 2% | 204 46% 15% H | 32 37% 2% |
| % SAYING DON'T KNOW 2019 56% 100% F | 331 71% 16% H | 337 58% 17% | 659 54% 33% | 382 56% 19% | 29 47% 1% | 210 47% 10% | 45 53% 2% |
| MEAN PRICE GIVEN (EXCLUDING DON'T KNOW) | 0.35 H | 0.36 | 0.34 | 0.34 | 0.35 | 0.35 | 0.34 |
| STD. DEVIATION | 0.12 | 0.12 | 0.09 | 0.08 | 0.11 | 0.11 | 0.07 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.2 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 2ND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|------------------------|--------------------|---------------------------|-------------------------|-----------------------|-------------------------|------------------------|-----------------------|---------------------------------|------------------------------|------------------------------|-------------------------|------------------------|-----------------------|--------------------------------|--------------------------------|-------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| % SAYING 1P - 15P | 24 1% 100% | 1 5% | - - | 6 24% | 7 28% | 5 21% B | 6 23% | 1 1% 5% | 11 2% 45% JKMN O | 9 3% 35% JKLMN O | - - | 1 3% | 1 4% | - - | 1 3% | 1 5% |
| % SAYING 16P - 25P | 158 4% 100% | 26 7% 16% DF | 13 3% 8% | 41 4% 26% | 33 4% 21% | 29 7% 18% BDF | 16 3% 10% | 17 11% 11% HJKL MNO | 27 5% 17% | 21 6% 13% | 13 4% 8% | 27 4% 17% | 12 4% 7% | 9 3% 6% | 20 3% 13% | 13 3% 8% |
| % SAYING 26P - 30P | 347 10% 100% | 64 17% 18% BCDEF | 29 8% 8% | 95 10% 28% | 77 8% 22% | 39 9% 11% | 42 7% 12% | 21 13% 6% LNO | 58 11% 17% O | 41 12% 12% LNO | 43 14% 12% LNO | 71 10% 21% O | 19 7% 5% | 29 10% 8% O | 43 7% 12% | 22 6% 6% |
| % SAYING 31P - 35P | 306 9% 100% | 39 10% 13% | 33 9% 11% | 77 8% 25% | 84 9% 28% | 29 7% 9% | 45 8% 15% | 10 6% 3% | 30 5% 10% | 18 5% 6% | 38 13% 12% HI | 70 10% 23% HI | 24 9% 8% | 24 8% 8% | 61 10% 20% HI | 32 8% 10% |
| % SAYING 36P = CORRECT | 227 6% 100% | 28 7% 12% E | 37 10% 16% CEF | 46 5% 20% E | 72 8% 32% CE | 10 2% 4% | 34 6% 15% E | 1 1% 5% | 8 1% 3% | 1 1% 1% | 19 6% 9% GHI | 37 5% 16% GHI | 13 5% 6% GHI | 45 15% 20% GHI KLO | 73 12% 32% GHI KLO | 30 8% 13% GHI |
| % SAYING 37P - 40P | 288 8% 100% | 30 8% 10% | 39 10% 14% | 67 7% 23% | 74 8% 26% | 33 8% 12% | 45 8% 16% | 6 4% 2% | 29 5% 10% | 20 6% 7% | 17 6% 6% | 57 8% 20% | 20 7% 7% | 46 15% 16% GHI KLO | 55 9% 19% H | 39 10% 13% GHI |
| % SAYING 41P - 46P | 111 3% 100% | 11 3% 10% | 14 4% 13% | 22 2% 20% | 40 4% 36% | 10 2% 9% | 14 2% 13% | 4 2% 3% | 12 2% 11% | 6 2% 6% | 9 3% 8% | 21 3% 19% | 5 2% 5% | 14 5% 12% | 29 5% 26% HIL | 12 3% 11% |
| % SAYING 47P - 55P | 71 2% 100% | 1 1% | 8 2% 12% A | 25 3% 35% A | 19 2% 26% A | 6 1% 9% | 12 2% 18% A | 5 3% 7% JL | 16 3% 23% JL | 9 3% 13% JL | - - | 10 1% 14% | 2 1% 2% | 4 1% 6% | 17 3% 24% JL | 8 2% 11% J |
| % SAYING 56P - 65P | 18 1% 100% | 3 1% 18% | 3 1% 15% | 4 2% 20% | 3 1% 18% | 3 1% 17% | 2 1% 12% | - - | 6 1% 32% NO | 4 1% 20% NO | 5 2% 29% KNO | 1 1% 6% | 2 1% 8% | 1 1% 4% | - - | - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.2 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 2ND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|--|--|-------------------------|-----------------------|------------------------|-------------------------|--------------------------|--------------------------|----------------------|---------------------------|---------------------------|------------------------|--------------------------|---------------------------|------------------------|------------------------|---------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| % SAYING 66P OR MORE | 31 1% 100% | 2 1% 7% | 3 1% 9% | 7 1% 21% | 11 1% 35% | 5 1% 16% | 4 1% 12% | 2 1% 7% | 10 2% 33% LN | 5 1% 15% L | 2 1% 6% | 5 1% 15% | - - - | 1 1% 3% | 2 1% 8% | 4 1% 13% |
| % GIVING ANY INCORRECT PRICE | 1355 38% 100% | 178 47% BCDE F | 141 38% 10% | 343 38% 25% | 347 37% 26% | 159 37% 12% | 186 33% 14% | 66 42% 5% L | 200 36% 15% | 132 39% 10% L | 127 43% 9% LO | 262 37% 19% L | 83 30% 6% | 127 43% 9% LO | 228 39% 17% L | 130 33% 10% |
| % SAYING DON'T KNOW | 2019 56% 100% | 176 46% 9% | 193 52% 10% | 523 57% 26% A | 512 55% 25% A | 264 61% 13% ABD | 353 62% 17% ABD | 89 57% 4% M | 347 63% 17% JMIN | 203 60% 10% JMIN | 152 51% 8% | 400 57% 20% MIN | 178 65% 9% JKMIN | 127 43% 6% | 288 49% 14% | 236 60% 12% JMIN |
| MEAN PRICE GIVEN (EXCLUDING DON'T KNOW) | 0.35 | 0.33 | 0.36 A | 0.35 | 0.36 A | 0.34 | 0.35 A | 0.32 | 0.35 | 0.34 | 0.34 | 0.35 | 0.33 | 0.35 GL | 0.36 GL | 0.36 GL |
| STD. DEVIATION | 0.10 | 0.08 | 0.08 | 0.10 | 0.10 | 0.14 | 0.10 | 0.11 | 0.15 | 0.16 | 0.09 | 0.09 | 0.07 | 0.06 | 0.07 | 0.09 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.2 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 2ND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|--------------------------------|-------------------------|-----------------------|-----------------------|-----------------------|-------------------------|----------------------|-----------------------|-----------------------|------------------------|----------------------|-----------------------|------------------------|----------------------|-----------------------|-----------------------|--------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| % SAYING 1P - 15P | 24 1% 100% | 1 5% | - - | 6 1% 24% | 7 1% 28% | 5 1% 21% | 6 1% 23% | 1 1% 6% | 11 2% 45% P | 9 3% 35% P | - - | 1 3% | 1 4% | - - | 1 3% | 1 5% |
| % SAYING 16P - 25P | 158 4% 100% | 26 7% 16% | 13 3% 8% | 41 4% 26% | 33 4% 21% | 29 7% 18% P | 16 3% 10% | 17 11% 11% P | 27 5% 17% | 21 6% 13% | 13 4% 8% | 27 4% 17% | 12 4% 7% | 9 3% 6% | 20 3% 13% | 13 3% 8% |
| % SAYING 26P - 30P | 347 10% 100% O | 64 17% 18% P | 29 8% 8% | 95 10% 28% | 77 8% 22% | 39 9% 11% | 42 7% 12% | 21 13% 6% | 58 11% 17% | 41 12% 12% | 43 14% 12% P | 71 10% 21% | 19 7% 5% | 29 10% 8% | 43 7% 12% | 22 6% 6% |
| % SAYING 31P - 35P | 306 9% 100% H | 39 10% 13% | 33 9% 11% | 77 8% 25% | 84 9% 28% | 29 7% 9% | 45 8% 15% | 10 6% 3% | 30 5% 10% | 18 6% 6% | 38 13% 12% P | 70 10% 23% | 24 9% 8% | 24 8% 8% | 61 10% 20% | 32 8% 10% |
| % SAYING 36P = CORRECT EGHI | 227 6% 100% P | 28 7% 12% | 37 10% 16% P | 46 5% 20% | 72 8% 32% | 10 2% 4% | 34 6% 15% | 1 1% 3% | 8 1% 3% | 1 1% 1% | 19 6% 9% | 37 5% 16% | 13 5% 6% | 45 15% 20% P | 73 12% 32% P | 30 8% 13% |
| % SAYING 37P - 40P | 288 8% 100% H | 30 8% 10% | 39 10% 14% | 67 7% 23% | 74 8% 26% | 33 8% 12% | 45 8% 16% | 6 4% 2% | 29 5% 10% | 20 6% 7% | 17 6% 6% | 57 8% 20% | 20 7% 7% | 46 15% 16% P | 55 9% 19% | 39 10% 13% |
| % SAYING 41P - 46P | 111 3% 100% | 11 3% 10% | 14 4% 13% | 22 2% 20% | 40 4% 36% | 10 2% 9% | 14 2% 13% | 4 2% 3% | 12 2% 11% | 6 2% 6% | 9 3% 8% | 21 3% 19% | 5 2% 5% | 14 5% 12% | 29 5% 26% P | 12 3% 11% |
| % SAYING 47P - 55P | 71 2% 100% AJ | 1 1% | 8 2% 12% | 25 3% 35% | 19 2% 26% | 6 1% 9% | 12 2% 18% | 5 3% 7% | 16 3% 23% | 9 3% 13% | - - | 10 1% 14% | 2 1% 2% | 4 1% 6% | 17 3% 24% | 8 2% 11% |
| % SAYING 56P - 65P | 18 1% 100% | 3 1% 18% | 3 1% 15% | 4 1% 20% | 3 1% 18% | 3 1% 17% | 2 1% 12% | - - | 6 1% 32% | 4 1% 20% | 5 2% 29% P | 1 6% | 2 1% 8% | 1 4% | - - | - - |
| % SAYING 66P OR MORE | 31 1% 100% | 2 1% 7% | 3 1% 9% | 7 1% 21% | 11 1% 35% | 5 1% 16% | 4 1% 12% | 2 1% 7% | 10 2% 33% | 5 1% 15% | 2 1% 6% | 5 1% 15% | - - | 1 3% | 2 8% | 4 1% 13% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.2 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 2ND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|--|--|------------------------|-----------------------|-----------------------|-------------------------|------------------------|------------------------|----------------------|------------------------|----------------------|----------------------|------------------------|-----------------------|--------------------|----------------------|--------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| % GIVING ANY INCORRECT PRICE | 1355 38% 100% FLO | 178 47% 13% P | 141 38% 10% | 343 38% 28% | 347 37% 26% | 159 37% 12% | 186 33% 14% | 66 42% 5% | 200 36% 15% | 132 39% 10% | 127 43% 9% | 262 37% 19% | 83 30% 6% | 127 43% 9% | 228 39% 17% | 130 33% 10% |
| % SAYING DON'T KNOW | 2019 56% 100% AMN | 176 46% 9% | 193 52% 10% | 523 57% 26% | 512 55% 25% | 264 61% 13% P | 353 62% 17% P | 89 57% 4% | 347 63% 17% P | 203 60% 10% | 152 51% 8% | 400 57% 20% | 178 66% 9% P | 127 43% 6% | 288 49% 14% | 236 60% 12% |
| MEAN PRICE GIVEN (EXCLUDING DON'T KNOW) | 0.35 A | 0.33 | 0.36 | 0.35 | 0.36 | 0.34 | 0.35 | 0.32 | 0.35 | 0.34 | 0.34 | 0.35 | 0.33 | 0.35 | 0.36 | 0.36 |
| STD. DEVIATION | 0.10 | 0.08 | 0.08 | 0.10 | 0.10 | 0.14 | 0.10 | 0.11 | 0.15 | 0.16 | 0.09 | 0.09 | 0.07 | 0.06 | 0.07 | 0.09 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.2 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 2ND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--------------------|------------------------------|-----------------------------|-----------------|--|-------------------|-----------------------|------------------------|------------------------------------|-----------------------|-----------------------|
| | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| | | | | | | | | | | |
| 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| 24 1% 100% | 3 1% 12% | 21 1% 88% | 1 3% 88% | 19 1% 80% | 5 1% 20% | 1 2% 4% | 6 1% 26% | 17 1% 72% | 6 26% 17% | 1 2% 5% |
| 158 4% 100% | 28 5% 17% | 131 4% 83% | 3 2% 2% | 128 5% 81% | 31 4% 19% | 7 2% 4% | 27 5% 17% J | 125 4% 79% | 27 5% 17% | 7 2% 5% |
| 347 10% 100% | 45 8% 13% | 299 10% 86% | 13 8% 4% | 276 10% 80% | 70 8% 20% | 17 6% 5% | 53 11% 15% FJ | 275 10% 79% J | 54 11% 16% J | 19 6% 5% |
| 306 9% 100% | 51 9% 16% | 254 8% 83% | 15 9% 5% | 242 9% 79% | 64 7% 21% | 23 8% 7% | 25 5% 8% | 257 9% 84% GI | 27 5% 9% | 24 8% 8% |
| 227 6% 100% | 44 8% 19% | 183 6% 80% | 11 7% 5% | 161 6% 71% | 66 7% 29% | 23 9% 10% GI | 14 3% 6% | 189 7% 83% GI | 15 3% 7% | 24 8% 11% GI |
| 288 8% 100% | 48 8% 17% | 240 8% 83% | 9 5% 3% | 220 8% 76% | 68 8% 24% | 21 8% 7% | 25 5% 9% | 241 9% 84% GI | 26 5% 9% | 22 7% 7% |
| 111 3% 100% | 18 3% 16% | 92 3% 82% | 4 2% 4% | 85 3% 76% | 27 3% 24% | 9 3% 8% | 13 3% 11% | 88 3% 79% | 15 3% 13% | 10 4% 9% |
| 71 2% 100% | 7 1% 10% | 62 2% 88% | 2 2% 3% | 51 2% 72% | 20 2% 28% | 5 2% 7% | 13 3% 19% | 52 2% 73% | 14 3% 20% | 6 2% 8% |
| 18 1% 100% | 1 5% 95% | 18 1% 95% | 1 8% 8% | 16 1% 85% | 3 1% 15% | 1 5% 21% | 4 1% 21% | 14 4% 74% | 4 1% 21% | 1 5% 5% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.2 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 2ND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|--|-----------------------------|----------------------------|-----------------|--|-------------------|-------------------|------------------------|------------------------------------|------------------------|-----------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| % SAYING 66P OR MORE | 31 1% 100% | 5 1% 15% | 26 1% 85% | 1 4% | 19 62% | 12 38% | 3 9% | 4 14% | 23 76% | 5 16% | 3 11% |
| % GIVING ANY INCORRECT PRICE | 1355 38% 100% | 204 36% 15% | 1142 38% 84% | 49 31% 4% | 1055 39% 78% E | 300 34% 22% | 85 31% 6% | 171 35% 13% | 1093 39% 81% FJ | 178 34% 13% | 92 31% 7% |
| % SAYING DON'T KNOW | 2019 56% 100% | 316 56% 16% | 1694 56% 84% | 98 62% 5% | 1508 55% 75% | 512 58% 25% | 164 60% 8% | 309 63% 15% H | 1531 54% 76% | 324 63% 16% H | 180 61% 9% H |
| MEAN PRICE GIVEN (EXCLUDING DON'T KNOW) | 0.35 | 0.35 | 0.35 | 0.36 | 0.35 | 0.36 D | 0.36 | 0.34 | 0.35 | 0.34 | 0.37 |
| STD. DEVIATION | 0.10 | 0.09 | 0.10 | 0.09 | 0.10 | 0.11 | 0.10 | 0.12 | 0.10 | 0.12 | 0.10 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.2 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 2ND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|------------------------|-------------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| % SAYING 1P - 15P | 24 1% 100% | 3 1% 12% | 21 1% 88% | 1 . 3% | 19 1% 80% | 5 20% | 1 2% | 6 1% 26% | 17 1% 72% | 6 1% 26% | 1 2% |
| % SAYING 16P - 25P | 158 4% 100% | 28 5% 17% | 131 4% 83% | 3 2% 2% | 128 5% 81% | 31 4% 19% | 7 2% 4% | 27 5% 17% | 125 4% 79% | 27 5% 17% | 7 2% 5% |
| % SAYING 26P - 30P | 347 10% 100% | 45 8% 13% | 299 10% 86% | 13 8% 4% | 276 10% 80% | 70 8% 20% | 17 6% 5% | 53 11% 15% | 275 10% 79% | 54 11% 16% | 19 6% 5% |
| % SAYING 31P - 35P | 306 9% 100% GI | 51 9% 16% | 254 8% 83% | 15 9% 5% | 242 9% 79% | 64 7% 21% | 23 8% 7% | 25 5% 8% | 257 9% 84% | 27 5% 9% | 24 6% 8% |
| % SAYING 36P = CORRECT | 227 6% 100% GI | 44 8% 19% | 183 6% 80% | 11 7% 5% | 161 6% 71% | 66 7% 29% | 23 9% 10% | 14 3% 6% | 189 7% 83% | 15 3% 7% | 24 8% 11% |
| % SAYING 37P - 40P | 288 8% 100% GI | 48 8% 17% | 240 8% 83% | 9 5% 3% | 220 8% 76% | 68 8% 24% | 21 8% 7% | 25 5% 9% | 241 9% 84% | 26 5% 9% | 22 7% 7% |
| % SAYING 41P - 46P | 111 3% 100% | 18 3% 16% | 92 3% 82% | 4 2% 4% | 85 3% 76% | 27 3% 24% | 9 3% 8% | 13 3% 11% | 88 3% 79% | 15 3% 13% | 10 4% 9% |
| % SAYING 47P - 55P | 71 2% 100% | 7 1% 10% | 62 2% 88% | 2 2% 3% | 51 2% 72% | 20 2% 28% | 5 2% 7% | 13 3% 19% | 52 2% 73% | 14 3% 20% | 6 2% 8% |
| % SAYING 56P - 65P | 18 1% 100% | 1 . 5% | 18 1% 95% | 1 1% 8% | 16 1% 85% | 3 15% | 1 . 5% | 4 1% 21% | 14 . 74% | 4 1% 21% | 1 . 5% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.2 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 2ND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--|---|--|---|-----------------------|---|----------------------------|-------------------------|------------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| % SAYING 66P OR MORE | 31 1% 100% | 5 1% 15% | 26 1% 85% | 1 4% | 19 62% | 12 38% | 3 9% | 4 14% | 23 76% | 5 16% | 3 11% |
| % GIVING ANY INCORRECT PRICE | 1355 38% 100% FJ | 204 36% 15% | 1142 38% 84% | 49 31% 4% | 1055 39% 78% | 300 34% 22% | 85 31% 6% | 171 35% 13% | 1093 39% 81% | 178 34% 13% | 92 31% 7% |
| % SAYING DON'T KNOW | 2019 56% 100% | 316 56% 16% | 1694 56% 84% | 98 62% 5% | 1508 55% 75% | 512 58% 25% | 164 60% 8% | 309 63% 15% K | 1531 54% 76% | 324 63% 16% K | 180 61% 9% |
| MEAN PRICE GIVEN (EXCLUDING DON'T KNOW) | 0.35 | 0.35 | 0.35 | 0.36 | 0.35 | 0.36 | 0.36 | 0.34 | 0.35 | 0.34 | 0.37 |
| STD. DEVIATION | 0.10 | 0.09 | 0.10 | 0.09 | 0.10 | 0.11 | 0.10 | 0.12 | 0.10 | 0.12 | 0.10 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.2 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 2ND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|--------------------|--------------------------|------------------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-------------------------|
| | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| 3603 100% | 674 19% | 78 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| 24 100% | 1 5% | - - | 10 43% | 2 9% | 8 32% A | 3 12% | 18 73% IKL | 3 12% IK | 2 7% | - - | - - | 2 8% |
| 158 4% 100% | 37 6% 24% | 2 1% | 64 4% 40% | 10 3% 7% | 27 5% 17% | 19 4% 12% | 50 6% 32% L | 14 6% 9% L | 47 4% 30% | 5 3% 3% | 30 4% 19% | 12 2% 8% |
| 347 10% 100% | 89 13% 26% BCEF | 3 4% 1% | 144 9% 41% | 29 9% 8% | 44 8% 13% | 38 8% 11% | 96 12% 28% L | 24 11% 7% L | 115 10% 33% L | 18 12% 5% L | 66 8% 19% | 28 6% 8% |
| 306 9% 100% | 67 10% 22% | 5 6% 2% | 137 9% 45% | 24 7% 8% | 38 7% 13% | 35 8% 12% | 52 6% 17% | 6 3% 2% | 120 11% 39% GH | 12 8% 4% H | 70 9% 23% H | 46 9% 15% H |
| 227 6% 100% | 51 8% 23% EF | 14 18% 6% ACDE F | 87 6% 38% | 31 9% 14% CEF | 23 4% 10% | 21 5% 9% | 6 1% 3% | 4 2% 2% | 61 5% 27% GH | 9 6% 4% G | 94 12% 41% GHU | 53 11% 23% GHI |
| 288 8% 100% | 59 9% 21% | 10 12% 3% | 117 8% 41% | 24 7% 8% | 43 8% 15% | 35 7% 12% | 47 6% 16% | 8 4% 3% | 88 8% 31% H | 5 4% 2% | 84 11% 29% GHU | 55 11% 19% GHU |
| 111 3% 100% | 24 4% 21% | 2 3% 2% | 50 3% 45% | 12 4% 11% | 11 2% 10% | 13 3% 11% | 20 2% 18% | 2 1% 2% | 30 3% 27% | 5 3% 4% | 34 4% 31% H | 21 4% 18% H |
| 71 2% 100% | 8 1% 12% | 1 1% 1% | 33 2% 46% | 10 3% 15% | 10 2% 14% | 9 2% 12% | 23 3% 33% I | 8 3% 11% I | 11 1% 15% | 1 1% 1% | 17 2% 24% I | 12 2% 17% I |
| 18 1% 100% | 6 1% 34% | - - - | 5 2% 26% | 2 1% 12% | 5 1% 26% | * 3% | 7 1% 38% KL | 3 1% 15% KL | 8 7% 44% | - - - | 1 4% | - - - |
| 31 1% 100% | 4 1% 13% | 1 1% 3% | 10 1% 34% | 7 2% 22% | 4 1% 14% | 4 1% 13% | 11 1% 36% | 6 3% 19% | 5 17% | 1 5% | 3 9% | 4 1% 14% |
| | | | | C | | | | IK | | | | |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.2 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 2ND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|---------------------|----------------------------|----------------------|--------------------------|------------------------|------------------------|--------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| % GIVING ANY INCORRECT PRICE | 1355 38% 100% | 296 44% 22% BCDEF | 23 30% 2% | 569 38% 42% | 121 37% 9% | 190 35% 14% | 155 33% 11% | 325 39% 24% | 72 33% 5% | 425 38% 31% | 47 30% 3% | 305 39% 23% | 181 36% 13% |
| % SAYING DON'T KNOW | 2019 56% 100% | 327 49% 16% | 41 52% 2% | 855 57% 42% A | 180 54% 9% | 325 60% 16% A | 291 62% 14% ACD | 495 60% 26% KL | 143 65% 7% IKL | 631 56% 31% K | 99 64% 5% KL | 381 49% 19% | 270 54% 13% |
| MEAN PRICE GIVEN (EXCLUDING DON'T KNOW) | 0.35 | 0.34 | 0.36 | 0.35 | 0.37 AC | 0.35 | 0.35 | 0.34 | 0.37 | 0.34 | 0.34 | 0.35 | 0.36 GU |
| STD. DEVIATION | 0.10 | 0.08 | 0.08 | 0.10 | 0.12 | 0.13 | 0.10 | 0.14 | 0.18 | 0.08 | 0.09 | 0.07 | 0.08 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.2 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 2ND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|------------------------|-------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| % SAYING 1P - 15P | 24 1% 100% K | 1 5% | - - | 10 43% | 2 9% | 8 32% | 3 12% | 18 73% M | 3 12% | 2 7% | - - | - - | 2 8% |
| % SAYING 16P - 25P | 158 4% 100% L | 37 6% 24% | 2 2% 1% | 64 4% 40% | 10 3% 7% | 27 5% 17% | 19 4% 12% | 50 6% 32% | 14 6% 9% | 47 4% 30% | 5 3% 3% | 30 4% 19% | 12 2% 8% |
| % SAYING 26P - 30P | 347 10% 100% L | 89 13% 26% M | 3 4% 1% | 144 9% 41% | 29 9% 8% | 44 8% 13% | 38 8% 11% | 96 12% 28% | 24 11% 7% | 115 10% 33% | 18 12% 5% | 66 6% 19% | 28 6% 8% |
| % SAYING 31P - 35P | 306 9% 100% H | 67 10% 22% | 5 6% 2% | 137 9% 45% | 24 7% 8% | 38 7% 13% | 35 8% 12% | 52 6% 17% | 6 3% 2% | 120 11% 39% M | 12 8% 4% | 70 9% 23% | 46 9% 15% |
| % SAYING 36P = CORRECT | 227 6% 100% GH | 51 8% 23% | 14 18% 6% M | 87 6% 38% | 31 9% 14% | 23 4% 10% | 21 5% 9% | 6 1% 3% | 4 2% 2% | 61 5% 27% | 9 6% 4% | 94 12% 41% M | 53 11% 23% M |
| % SAYING 37P - 40P | 288 8% 100% GH | 59 9% 21% | 10 12% 3% | 117 8% 41% | 24 7% 8% | 43 8% 15% | 35 7% 12% | 47 6% 16% | 8 4% 3% | 88 8% 31% | 5 4% 2% | 84 11% 29% M | 55 11% 19% M |
| % SAYING 41P - 46P | 111 3% 100% | 24 4% 21% | 2 3% 2% | 50 3% 45% | 12 4% 11% | 11 2% 10% | 13 3% 11% | 20 2% 18% | 2 1% 2% | 30 3% 27% | 5 3% 4% | 34 4% 31% | 21 4% 18% |
| % SAYING 47P - 55P | 71 2% 100% I | 8 1% 12% | 1 1% 1% | 33 2% 46% | 10 3% 15% | 10 2% 14% | 9 2% 12% | 23 3% 33% | 8 3% 11% | 11 1% 15% | 1 3% 1% | 17 2% 24% | 12 2% 17% |
| % SAYING 56P - 65P | 18 1% 100% | 6 1% 34% | - - | 5 26% | 2 1% 12% | 5 26% | * 3% | 7 1% 38% | 3 1% 15% | 8 1% 44% | - - | 1 4% | - - |
| % SAYING 66P OR MORE | 31 1% 100% | 4 1% 13% | 1 3% | 10 1% 34% | 7 2% 22% | 4 1% 14% | 4 1% 13% | 11 1% 36% | 6 3% 19% M | 5 17% | 1 5% | 3 9% | 4 1% 14% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.2 WHAT IS THE COST OF THE STAMP TO SEND A STANDARD SIZE LETTER BY 2ND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|--|---------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| % GIVING ANY INCORRECT PRICE | 1355 38% 100% | 296 44% 22% M | 23 30% 2% | 569 38% 42% | 121 37% 9% | 190 35% 14% | 155 33% 11% | 325 39% 24% | 72 33% 5% | 425 38% 31% | 47 30% 3% | 305 39% 23% | 181 36% 13% |
| % SAYING DON'T KNOW | 2019 56% 100% AK | 327 49% 16% | 41 52% 2% | 855 57% 42% | 180 54% 9% | 325 60% 16% | 291 62% 14% M | 495 60% 26% | 143 65% 7% M | 631 56% 31% | 99 64% 5% | 381 49% 19% | 270 54% 13% |
| MEAN PRICE GIVEN (EXCLUDING DON'T KNOW) | 0.35 | 0.34 | 0.36 | 0.35 | 0.37 M | 0.35 | 0.35 | 0.34 | 0.37 | 0.34 | 0.34 | 0.35 | 0.36 |
| STD. DEVIATION | 0.10 | 0.08 | 0.08 | 0.10 | 0.12 | 0.13 | 0.10 | 0.14 | 0.18 | 0.08 | 0.09 | 0.07 | 0.08 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.3 WHICH OF THESE TYPES OF STAMPS DO YOU PERSONALLY USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|-------------------------------|------------------------------|--------------------------|--------------------------------|-------------------------------|--------------------------------|--------------------------------|------------------------|--------------------------|-------------------------|------------------------|--------------------------|-------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 2909 81% 100% | 364 75% 13% G | 467 83% 16% AFG | 574 87% 20% AFG | 536 88% 18% ABE FG | 443 82% 15% AFG | 300 75% 10% G | 226 65% 8% G | 830 79% 29% J | 1553 86% 53% HJ | 526 71% 18% M | 830 79% 29% M | 1110 87% 38% KM | 969 75% 33% K |
| 1323 37% 100% | 108 22% 8% | 134 24% 10% | 188 28% 14% | 206 34% 16% AB | 241 45% 18% ABC D | 231 58% 17% ABC DE | 216 62% 16% ABC DE | 242 23% 18% H | 635 35% 48% H | 447 60% 34% HI | 242 23% 18% M | 393 31% 30% K | 688 54% 52% KL |
| 284 8% 100% | 21 4% 7% | 40 7% 14% | 72 11% 26% ABG | 50 8% 18% AG | 51 9% 18% AG | 36 9% 13% AG | 14 4% 5% B | 61 6% 21% HJ | 173 10% 61% HJ | 50 7% 18% M | 61 6% 21% M | 123 10% 43% K | 100 8% 35% K |
| 84 2% 100% | 10 2% 12% | 6 1% 8% | 11 2% 13% | 16 3% 19% | 24 4% 28% BCG | 13 3% 15% B | 4 1% 5% B | 17 2% 20% U | 50 3% 60% U | 17 2% 20% U | 17 2% 20% U | 27 2% 32% U | 41 3% 46% K |
| 128 4% 100% | 36 7% 28% CDE FG | 41 7% 32% CDE FG | 20 3% 15% | 7 1% 6% | 11 2% 8% | 5 1% 4% | 8 2% 7% | 77 7% 60% U | 38 2% 29% U | 13 2% 10% U | 77 7% 60% LM | 27 2% 21% U | 24 2% 19% U |
| 52 1% 100% | 19 4% 36% BCD EFG | 8 1% 16% | 3 + 5% | 7 1% 13% | 7 1% 13% | 4 1% 8% | 5 1% 9% | 27 3% 52% U | 16 1% 31% U | 9 1% 17% U | 27 3% 52% LM | 9 1% 18% U | 16 1% 30% U |
| 2948 82% 100% | 372 77% 13% G | 476 84% 16% AFG | 581 88% 20% AFG | 539 88% 18% AEF G | 450 84% 20% AFG | 302 76% 10% G | 228 66% 8% G | 847 81% 29% J | 1570 87% 53% HJ | 531 71% 18% M | 847 81% 29% M | 1120 88% 38% KM | 981 76% 35% K |
| 1336 37% 100% | 112 23% 8% | 136 24% 10% | 189 28% 14% | 208 34% 16% AB | 244 45% 18% ABC D | 231 58% 17% ABC DE | 217 62% 16% ABC DE | 248 24% 19% H | 640 35% 48% H | 448 60% 34% HI | 248 24% 19% M | 397 31% 30% K | 691 54% 52% KL |
| 3387 94% 100% | 418 87% 12% | 508 90% 15% | 634 96% 19% AB | 594 97% 18% AB | 516 96% 15% AB | 387 97% 11% AB | 330 95% 10% AB | 926 88% 27% H | 1743 96% 51% H | 718 96% 21% H | 926 88% 27% H | 1228 96% 36% K | 1233 96% 36% K |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.3 WHICH OF THESE TYPES OF STAMPS DO YOU PERSONALLY USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|------------|--------------|--------------|-------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 309 9% | 28 6% | 42 7% | 77 12% | 54 9% | 58 11% | 37 9% | 15 4% | 69 7% | 188 10% | 52 7% | 69 7% | 131 10% | 109 9% |
| 100% | 9% | 13% | 25% ABG | 17% G | 19% AG | 12% G | 5% | 22% | 61% HJ | 17% | 22% | 42% K | 35% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.3 WHICH OF THESE TYPES OF STAMPS DO YOU PERSONALLY USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (N) | AGE | | | | | | | | | | | | |
|-----------------------------------|--------------|----------------------|----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|----------------------|-------------------------|------------------------|----------------------|-------------------------|-------------------------|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| | 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| | 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 2909 81% 100% AFG JM | | 364 75% 13% | 467 83% 16% | 574 87% 20% N | 536 88% 18% N | 443 82% 15% | 300 75% 10% | 226 65% 8% | 830 79% 29% | 1553 86% 53% N | 526 71% 18% | 830 79% 29% | 1110 87% 38% N | 969 75% 33% |
| 1323 37% 100% ABCH KL | | 108 22% 8% | 134 24% 10% | 188 28% 14% | 206 34% 16% | 241 45% 18% N | 231 58% 17% N | 216 62% 16% N | 242 23% 18% | 635 35% 48% | 447 60% 34% N | 242 23% 18% | 393 31% 30% | 688 54% 52% N |
| 284 8% 100% AGHK | | 21 4% 7% | 40 7% 14% | 72 11% 26% N | 50 8% 18% | 51 9% 18% | 36 9% 13% | 14 4% 5% | 61 6% 21% | 173 10% 61% | 50 7% 18% | 61 6% 21% | 123 10% 43% | 100 8% 35% |
| 84 2% 100% | | 10 2% 12% | 6 1% 8% | 11 2% 13% | 16 3% 19% | 24 4% 28% N | 13 3% 15% | 4 1% 5% | 17 2% 20% | 50 3% 60% | 17 2% 20% | 17 2% 20% | 27 2% 32% | 41 3% 46% |
| 128 4% 100% DFI JLM | | 36 7% 28% N | 41 7% 32% N | 20 3% 15% | 7 1% 6% | 11 2% 8% | 5 1% 4% | 8 2% 7% | 77 7% 60% N | 38 2% 29% | 13 2% 10% | 77 7% 60% N | 27 2% 21% | 24 2% 19% |
| 52 1% 100% | | 19 4% 36% N | 8 1% 16% | 3 + 5% | 7 1% 13% | 7 1% 13% | 4 1% 8% | 5 1% 9% | 27 3% 52% N | 16 1% 31% | 9 1% 17% | 27 3% 52% N | 9 1% 18% | 16 1% 30% |
| 2948 82% 100% AFG JM | | 372 77% 13% | 476 84% 16% | 581 88% 20% N | 539 88% 18% N | 450 84% 15% | 302 76% 10% | 228 66% 8% | 847 81% 29% | 1570 87% 53% N | 531 71% 18% | 847 81% 29% | 1120 88% 38% N | 981 76% 33% |
| 1336 37% 100% ABCH KL | | 112 23% 8% | 136 24% 10% | 189 28% 14% | 208 34% 16% | 244 45% 18% N | 231 58% 17% N | 217 62% 16% N | 248 24% 19% | 640 35% 48% | 448 60% 34% N | 248 24% 19% | 397 31% 30% | 691 54% 52% N |
| 3387 94% 100% ABH K | | 418 87% 12% | 508 90% 15% | 634 96% 19% | 594 97% 18% N | 516 96% 15% | 387 97% 11% N | 330 95% 10% | 926 88% 27% | 1743 96% 51% N | 718 96% 21% N | 926 88% 27% | 1228 96% 36% N | 1233 96% 36% N |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.3 WHICH OF THESE TYPES OF STAMPS DO YOU PERSONALLY USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (N) | AGE | | | | | | | | | | | | |
|------------------------|----------------|-----------------|-----------------------|-----------------|------------------|-----------------|----------------|-----------------|-------------------|-----------------|-----------------|-------------------|------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 309 9% 100% G | 28 6% 9% | 42 7% 13% | 77 12% 25% N | 54 9% 17% | 58 11% 19% | 37 9% 12% | 15 4% 5% | 69 7% 22% | 188 10% 61% | 52 7% 17% | 69 7% 22% | 131 10% 42% | 109 9% 35% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.3 WHICH OF THESE TYPES OF STAMPS DO YOU PERSONALLY USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEX | | SEX/AGE | | | | | |
|------------------------------------|---------------------|----------------------|-------------------------|------------------------------|-------------------------------|-------------------------------|-------------------------|-------------------------------|---------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| STANDARD SIZED 1ST CLASS STAMPS | 2909 81% 100% | 1365 79% 47% | 1545 82% 53% A | 398 77% 14% | 548 88% 19% CEF H | 419 72% 14% | 433 82% 15% CE | 562 87% 19% CEF H | 550 78% 19% E |
| STANDARD SIZED 2ND CLASS STAMPS | 1323 37% 100% | 583 34% 44% | 740 39% 56% A | 113 22% 9% | 172 27% 13% | 298 51% 23% CDF G | 128 24% 10% | 222 34% 17% CDF | 390 56% 29% CDFG |
| LARGE 1ST CLASS STAMPS | 284 8% 100% | 124 7% 44% | 159 8% 56% | 33 6% 12% | 46 7% 16% | 45 8% 16% | 27 5% 10% | 76 12% 27% CDE FH | 56 8% 20% |
| LARGE 2ND CLASS STAMPS | 84 2% 100% | 33 2% 40% | 50 3% 60% | 10 2% 12% | 5 1% 6% | 18 3% 21% DF | 6 1% 8% | 21 3% 26% DF | 23 3% 27% DF |
| NONE | 128 4% 100% | 82 5% 64% B | 46 2% 36% | 49 9% 38% DEF GH | 17 3% 13% | 16 3% 13% H | 28 5% 22% DEGH | 10 2% 8% | 8 1% 6% |
| DON'T KNOW | 52 1% 100% | 29 2% 55% | 24 1% 45% | 15 3% 29% DGH | 5 1% 9% | 9 2% 17% | 12 2% 24% DG | 5 1% 9% | 6 1% 12% |
| ANY MENTION OF FIRST CLASS | 2948 82% 100% | 1393 81% 47% | 1555 83% 53% | 411 79% 14% | 552 88% 19% CEF H | 429 74% 15% | 436 83% 15% E | 568 88% 19% CEF H | 551 78% 19% |
| ANY MENTION OF SECOND CLASS | 1336 37% 100% | 592 34% 44% | 743 40% 56% A | 118 23% 9% | 174 28% 13% | 300 52% 22% CDF G | 130 25% 10% | 223 34% 17% CDF | 391 56% 29% CDFG |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.3 WHICH OF THESE TYPES OF STAMPS DO YOU PERSONALLY USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | SEX | | SEX/AGE | | | | | |
|--|--------------------|-------------------------|----------------------|-------------------------|------------------------|------------------------|-------------------------------|--------------------------|
| | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| ANY MENTION OF STANDARD SIZE 3387 94% 100% | 1590 92% 47% | 1797 96% 53% A | 444 85% 13% | 600 96% 18% CF | 546 94% 16% C | 482 92% 14% C | 628 97% 19% CEF | 687 98% 20% CEF |
| ANY MENTION OF LARGE SIZE 309 9% 100% | 135 8% 44% | 174 9% 56% | 38 7% 12% | 47 7% 15% | 50 9% 16% | 31 6% 10% | 84 13% 27% CDE FH | 60 8% 19% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.3 WHICH OF THESE TYPES OF STAMPS DO YOU PERSONALLY USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|------------------------------------|----------------------------|--------------------|-------------------------|----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| STANDARD SIZED 1ST CLASS STAMPS | 2909 81% 100% E | 1365 79% 47% | 1545 82% 53% | 398 77% 14% | 548 88% 19% | 419 72% 14% | 433 82% 15% | 562 87% 19% | 550 78% 19% |
| STANDARD SIZED 2ND CLASS STAMPS | 1323 37% 100% CDF | 583 34% 44% | 740 39% 56% | 113 22% 9% | 172 27% 13% | 298 51% 23% I | 128 24% 10% | 222 34% 17% | 390 56% 29% I |
| LARGE 1ST CLASS STAMPS | 284 8% 100% F | 124 7% 44% | 159 8% 56% | 33 6% 12% | 46 7% 16% | 45 8% 16% | 27 5% 10% | 76 12% 27% I | 56 8% 20% |
| LARGE 2ND CLASS STAMPS | 84 2% 100% D | 33 2% 40% | 50 3% 60% | 10 2% 12% | 5 1% 6% | 18 3% 21% | 6 1% 8% | 21 3% 26% | 23 3% 27% |
| NONE | 128 4% 100% BGH | 82 5% 64% | 46 2% 36% | 49 9% 38% | 17 3% 13% | 16 3% 13% | 28 5% 22% | 10 2% 8% | 8 1% 6% |
| DON'T KNOW | 52 1% 100% | 29 2% 55% | 24 1% 45% | 15 3% I | 5 1% 9% | 9 2% 17% | 12 2% 24% | 5 1% 9% | 6 1% 12% |
| ANY MENTION OF FIRST CLASS | 2948 82% 100% EH | 1393 81% 47% | 1555 83% 53% | 411 79% 14% | 552 88% 19% I | 429 74% 15% | 436 83% 15% | 568 86% 19% I | 551 78% 19% |
| ANY MENTION OF SECOND CLASS | 1336 37% 100% CDF | 592 34% 44% | 743 40% 56% | 118 23% 9% | 174 28% 13% | 300 52% 22% I | 130 25% 10% | 223 34% 17% | 391 56% 29% I |
| ANY MENTION OF STANDARD SIZE | 3387 94% 100% ACF | 1590 92% 47% | 1797 96% 53% I | 444 85% 13% | 600 96% 18% | 546 94% 16% | 482 92% 14% | 628 97% 19% I | 687 98% 20% I |
| ANY MENTION OF LARGE SIZE | 309 9% 100% F | 135 8% 44% | 174 9% 56% | 38 7% 12% | 47 7% 15% | 50 9% 16% | 31 6% 10% | 84 13% 27% I | 60 8% 19% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.3 WHICH OF THESE TYPES OF STAMPS DO YOU PERSONALLY USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|---------------------------------|---------------------|-------------------|--------------------|-------------------|-------------------------|--------------------------|------------------------|---------------------|----------------------|-----------------------|--------------------|---------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101 3% | 165 5% | 3068 85% | 295 8% |
| STANDARD SIZED 1ST CLASS STAMPS | 2909 81% 100% | 105 8% DE F | 530 8% EF | 895 8% EF | 605 7% 21% | 360 7% 12% | 414 7% 14% | 634 8% 22% I | 1500 8% 52% I | 774 7% 27% | 2450 8% 84% | 247 7% 8% | 75 7% 3% | 138 8% 5% | 2503 8% 86% O | 223 7% 8% |
| STANDARD SIZED 2ND CLASS STAMPS | 1323 37% 100% | 62 5% CD EF | 305 4% CD EF | 415 3% DE F | 248 3% 19% | 131 2% 10% | 162 3% 12% | 367 4% 28% HI | 663 3% 50% I | 293 2% 22% | 1111 3% 84% | 107 3% 8% | 49 4% JKM | 56 3% 4% | 1168 3% 88% O | 85 2% 6% |
| LARGE 1ST CLASS STAMPS | 284 8% 100% | 17 1% CD EF | 75 1% CD EF | 87 8% F | 52 7% 18% | 24 5% 8% | 29 5% 10% | 92 1% 33% HI | 138 8% 49% I | 53 5% 19% | 247 8% 87% | 23 7% 8% | 5 5% 2% | 9 6% 3% | 241 8% 85% | 21 7% 8% |
| LARGE 2ND CLASS STAMPS | 84 2% 100% | 5 4% F | 19 3% F | 34 4% F | 13 2% 15% | 7 8% 8% | 6 7% 7% | 24 3% 29% I | 47 3% 56% I | 13 1% 15% | 66 2% 79% | 13 4% 15% | 4 4% 4% | 1 1% 1% | 74 2% 88% | 8 3% 10% |
| NONE | 128 4% 100% | - - - | 11 2% 9% | 27 3% 21% | 38 5% 30% AB C | 19 4% 15% B | 33 6% 26% ABC | 11 1% 9% | 65 4% 51% G | 52 5% 41% GH | 107 4% 83% | 12 4% 9% | 1 1% 1% | 8 5% 7% | 91 3% 71% | 23 8% 18% N |
| DON'T KNOW | 52 1% 100% | - - - | 7 1% 13% | 10 1% 19% | 9 1% 18% | 18 4% 34% BC DF | 9 2% 16% | 7 1% 13% | 19 1% 36% | 27 3% 51% GH | 44 1% 85% | 6 2% 12% | - - - | 2 3% 3% | 36 1% 69% | 14 5% 27% N |
| ANY MENTION OF FIRST CLASS | 2948 82% 100% | 107 9% DE F | 539 8% DE F | 906 8% EF | 613 8% 21% | 363 7% 12% | 421 7% 14% | 645 8% 22% I | 1519 8% 52% I | 784 7% 27% | 2484 8% 84% | 251 8% 9% | 75 7% 3% | 138 8% 5% | 2530 8% 86% O | 225 7% 8% |
| ANY MENTION OF SECOND CLASS | 1336 37% 100% | 64 5% CD EF | 306 4% CD EF | 422 3% DE F | 251 3% 19% | 132 2% 10% | 162 3% 12% | 370 4% 28% HI | 672 3% 50% I | 294 2% 22% | 1120 3% 84% | 111 3% 8% | 49 4% JKM | 56 3% 4% | 1177 3% 88% O | 88 3% 30% 7% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.3 WHICH OF THESE TYPES OF STAMPS DO YOU PERSONALLY USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|---------------------------------|---------------------|-----------------------------|------------------------------|-------------------------------|-------------------|-------------------|-------------------|-------------------------|-------------------------|-------------------|--------------------|---------------------|------------------------------------|------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3603 100% | 118* 3% . | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% . | 165 5% | 3068 85% | 295 8% |
| ANY MENTION OF STANDARD SIZE | 3387 94% 100% | 116 98% 3% DE F | 609 96% 18% DE F | 1031 95% 30% DE F | 709 93% 21% | 428 92% 13% | 493 91% 15% | 726 96% 21% HI | 1740 94% 51% I | 921 92% 27% | 2843 94% 84% | 289 92% 9% | 100 99% 3% K | 155 94% 5% | 2911 95% 86% O | 255 87% 8% |
| ANY MENTION OF LARGE SIZE | 309 9% 100% | 17 14% 5% DE F | 79 12% 26% DE F | 100 9% 32% EF | 55 7% 18% | 27 6% 9% | 31 6% 10% | 96 13% 31% HI | 155 8% 50% I | 58 6% 19% | 266 9% 86% | 27 8% 9% | 6 6% 2% | 10 6% 3% | 262 9% 85% | 24 8% 8% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.3 WHICH OF THESE TYPES OF STAMPS DO YOU PERSONALLY USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|----------------------------|--------------------------|----------------------------|--------------------------|-------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 2909 81% 100% | 819 78% 28% | 536 80% 18% C | 282 74% 10% | 1540 81% 53% AC | 502 85% 17% ABCG | 89 79% 3% | 2358 80% 81% C |
| 1323 37% 100% | 341 32% 26% | 225 33% 17% | 117 31% 9% | 665 35% 50% | 293 49% 22% ABCDG | 51 45% 4% ABCDG | 1007 34% 76% |
| 284 8% 100% | 88 8% 31% B | 37 5% 13% | 51 13% 18% ABDEFG | 140 7% 49% | 51 9% 18% | 6 5% 2% | 228 8% 80% |
| 84 2% 100% | 20 2% 24% | 11 2% 13% | 9 2% 11% | 45 2% 54% | 18 3% 22% | 4 4% 5% | 66 2% 78% |
| 128 4% 100% | 54 5% 42% E | 24 4% 19% E | 29 8% 23% BDEFG | 68 4% 53% E | 5 1% 4% | 2 1% 1% | 122 4% 95% E |
| 52 1% 100% | 16 2% 32% BE | 2 4% 27% 4% | 14 4% 27% ABDEG | 29 2% 56% BE | 1 2% 2% | - - - | 46 2% 88% BE |
| 2948 82% 100% | 838 80% 28% | 543 81% 18% | 295 78% 10% | 1556 82% 53% C | 506 85% 17% ACG | 89 79% 3% | 2394 81% 81% |
| 1336 37% 100% | 347 33% 26% | 227 34% 17% | 121 32% 9% | 670 35% 50% | 295 50% 22% ABCDG | 51 45% 4% ABCG | 1018 35% 76% |
| 3387 94% 100% | 969 92% 29% C | 637 95% 19% AC | 331 87% 10% | 1777 94% 52% C | 584 98% 17% ABCDG | 111 99% 3% ACG | 2746 93% 81% C |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.3 WHICH OF THESE TYPES OF STAMPS DO YOU PERSONALLY USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|-------------------|-------------------------------|--|----------------------------|------------------|-----------------|----------------------|------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 309 9% 100% | 96 9% 31% B | 42 6% 14% | 54 14% 17% ABDEFG | 154 8% 50% | 53 9% 17% | 7 6% 2% | 251 9% 81% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.3 WHICH OF THESE TYPES OF STAMPS DO YOU PERSONALLY USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | UK GEOGRAPHICS GROUPS | | | | | |
|---------------------------------|---------------------|-------------------------|------------------------|-------------------------|-------------------------|---------------------------|---------------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| STANDARD SIZED 1ST CLASS STAMPS | 2909 81% 100% | 346 74% 12% | 473 81% 16% A | 981 81% 34% A | 559 82% 19% A | 47 76% 2% ABCDEG | 65 87% 13% 2% |
| STANDARD SIZED 2ND CLASS STAMPS | 1323 37% 100% | 145 31% 11% | 197 34% 15% | 410 34% 31% | 255 38% 19% A | 30 49% 2% ABC | 226 51% 17% ABCD |
| LARGE 1ST CLASS STAMPS | 284 8% 100% | 54 12% 19% BCD | 33 6% 12% | 93 8% 33% | 47 7% 16% | 5 8% 2% | 41 9% 14% |
| LARGE 2ND CLASS STAMPS | 84 2% 100% | 9 2% 11% | 11 2% 13% | 27 2% 32% | 18 3% 22% | * 1% 1% | 14 3% 17% |
| NONE | 128 4% 100% | 33 7% 26% BCDF | 21 4% 16% F | 51 4% 39% F | 18 3% 14% F | 1 2% 1% | 2 2% 1% |
| DON'T KNOW | 52 1% 100% | 14 3% 27% BDF | 2 * 4% | 25 2% 49% BDF | 4 1% 8% | - - 2% | 1 * 2% |
| ANY MENTION OF FIRST CLASS | 2948 82% 100% | 359 77% 12% | 479 82% 16% | 994 82% 34% A | 562 83% 19% A | 49 79% 2% ABCDG | 392 88% 13% 2% |
| ANY MENTION OF SECOND CLASS | 1336 37% 100% | 149 32% 11% | 199 34% 15% | 412 34% 31% | 258 38% 19% A | 30 49% 2% ABC | 228 51% 17% ABCD |
| ANY MENTION OF STANDARD SIZE | 3387 94% 100% | 414 89% 12% | 555 95% 16% A | 1123 93% 33% A | 664 96% 19% AC | 59 95% 2% AC | 441 99% 13% ABCD |
| ANY MENTION OF LARGE SIZE | 309 9% 100% | 58 12% 19% BCD | 39 7% 13% | 103 8% 33% | 52 8% 17% | 5 8% 2% | 42 9% 14% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.3 WHICH OF THESE TYPES OF STAMPS DO YOU PERSONALLY USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|---------------------|---------------------|-------------------|--------------------|-------------------|-------------------|-------------------|-------------------|--------------------|--------------------|--------------------|--------------------|---------------------|------------------------------------|--------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| | 2909 81% 100% | 105 89% 4% | 530 84% 18% | 895 83% 31% | 605 79% 21% | 360 77% 12% | 414 77% 14% | 634 84% 22% | 1500 81% 52% | 774 77% 27% | 2450 81% 84% | 247 79% 8% | 75 75% 3% | 138 83% 5% | 2503 82% 86% | 223 76% 8% |
| FIO | | | | | | | | T | | | | | | | | |
| 1323 37% 100% | 62 52% 5% | 305 48% 23% | 415 38% 31% | 248 32% 19% | 131 28% 10% | 162 30% 12% | 367 49% 28% | 663 36% 50% | 293 29% 22% | 1111 37% 84% | 107 34% 8% | 49 49% 4% | 56 34% 4% | 1168 38% 88% | 85 29% 6% | |
| DEF | T | T | | | | | T | | | | | T | | | | |
| IO | | | | | | | | | | | | | | | | |
| 284 8% 100% | 17 14% 6% | 75 12% 27% | 87 8% 31% | 52 7% 18% | 24 5% 8% | 29 5% 10% | 92 12% 33% | 138 8% 49% | 53 5% 19% | 247 8% 87% | 23 7% 8% | 5 5% 2% | 9 6% 3% | 241 8% 85% | 21 7% 8% | |
| EFI | T | T | | | | | | | | | | | | | | |
| 84 2% 100% | 5 4% 6% | 19 3% 23% | 34 3% 41% | 13 2% 15% | 7 1% 8% | 6 7% 7% | 24 3% 29% | 47 3% 56% | 13 1% 15% | 66 2% 79% | 13 4% 15% | 4 4% 4% | 1 1% 1% | 74 2% 88% | 8 3% 10% | |
| FI | | | | | | | | | | | | | | | | |
| 128 4% 100% | - - - | 11 2% 9% | 27 3% 21% | 38 5% 30% | 19 4% 15% | 33 6% 26% | 11 1% 9% | 65 4% 51% | 52 5% 41% | 107 4% 83% | 12 4% 9% | 1 1% 1% | 8 5% 7% | 91 3% 71% | 23 8% 18% | |
| BG | | | | | | | T | | | | | | | | | |
| 52 1% 100% | - - - | 7 1% 13% | 10 1% 19% | 9 1% 18% | 18 4% 34% | 9 2% 16% | 7 1% 13% | 19 1% 36% | 27 3% 51% | 44 1% 85% | 6 2% 12% | - - - | 2 1% 3% | 36 1% 69% | 14 5% 27% | |
| T | | | | | | T | | | | T | | | | | | T |
| 2948 82% 100% | 107 90% 4% | 539 85% 18% | 906 84% 31% | 613 80% 21% | 363 78% 12% | 421 78% 14% | 645 86% 22% | 1519 82% 52% | 784 78% 27% | 2484 82% 84% | 251 80% 9% | 75 75% 3% | 138 83% 5% | 2530 82% 86% | 225 76% 8% | |
| EFI | | | | | | | T | | | | | | | | | |
| O | | | | | | | | | | | | | | | | |
| 1336 37% 100% | 64 54% 5% | 306 48% 23% | 422 39% 32% | 251 33% 19% | 132 28% 10% | 162 30% 12% | 370 49% 28% | 672 36% 50% | 294 29% 22% | 1120 37% 84% | 111 35% 8% | 49 49% 4% | 56 34% 4% | 1177 38% 88% | 88 30% 7% | |
| DEF | | T | T | | | | T | | | | | T | | | | |
| IO | | | | | | | | | | | | | | | | |
| 3387 94% 100% | 116 98% 3% | 609 96% 18% | 1031 95% 30% | 709 93% 21% | 428 92% 13% | 493 91% 15% | 726 96% 21% | 1740 94% 51% | 921 92% 27% | 2843 94% 84% | 289 92% 9% | 100 99% 3% | 155 94% 5% | 2911 95% 86% | 255 87% 8% | |
| FIO | | | | | | | T | | | | | | | | | |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.3 WHICH OF THESE TYPES OF STAMPS DO YOU PERSONALLY USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|------------------------------|-------------------------|-----------------|-----------------------|------------------|-----------------|----------------|-----------------|-----------------------|------------------|-----------------|--------------------|---------------------|------------------------------------|----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3603 100% | 118* 3% . | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% . | 165 5% | 3068 85% | 295 8% |
| ANY MENTION OF LARGE SIZE | 309 9% 100% FI | 17 14% 5% | 79 12% 26% T | 100 9% 32% | 55 7% 18% | 27 6% 9% | 31 6% 10% | 96 13% 31% T | 155 8% 50% | 58 6% 19% | 266 9% 86% | 27 8% 9% | 6 6% 2% | 10 6% 3% | 262 9% 85% | 24 8% 8% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.3 WHICH OF THESE TYPES OF STAMPS DO YOU PERSONALLY USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | URBAN | | | | | | ANY URBAN (G) |
|------------------------------------|----------------------------|----------------------------------|---|-----------------------|--------------------|------------------------|----------------------|--------------------|
| | | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | |
| UNWEIGHTED TOTAL | 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| WEIGHTED TOTAL | 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| STANDARD SIZED 1ST CLASS STAMPS | 2909 81% 100% AC | 819 78% 28% | 536 80% 18% | 282 74% 10% | 1540 81% 53% | 502 85% 17% H | 89 79% 3% | 2358 80% 81% |
| STANDARD SIZED 2ND CLASS STAMPS | 1323 37% 100% ACG | 341 32% 26% | 225 33% 17% | 117 31% 9% | 665 35% 50% | 293 49% 22% H | 51 45% 4% | 1007 34% 76% |
| LARGE 1ST CLASS STAMPS | 284 8% 100% B | 88 8% 31% | 37 5% 13% | 51 13% 18% H | 140 7% 49% | 51 9% 18% | 6 5% 2% | 228 8% 80% |
| LARGE 2ND CLASS STAMPS | 84 2% 100% | 20 2% 24% | 11 2% 13% | 9 2% 11% | 45 2% 54% | 18 3% 22% | 4 4% 5% | 66 2% 78% |
| NONE | 128 4% 100% E | 54 5% 42% H | 24 4% 19% | 29 8% 23% H | 68 4% 53% | 5 1% 4% | 2 1% 1% | 122 4% 95% |
| DON'T KNOW | 52 1% 100% BE | 16 2% 32% | 2 4% | 14 4% 27% H | 29 2% 56% | 1 2% | - - | 46 2% 88% |
| ANY MENTION OF FIRST CLASS | 2948 82% 100% | 838 80% 28% | 543 81% 18% | 295 78% 10% | 1556 82% 53% | 506 85% 17% | 89 79% 3% | 2394 81% 81% |
| ANY MENTION OF SECOND CLASS | 1336 37% 100% AC | 347 33% 26% | 227 34% 17% | 121 32% 9% | 670 35% 50% | 295 50% 22% H | 51 45% 4% | 1018 35% 76% |
| ANY MENTION OF STANDARD SIZE | 3387 94% 100% AC | 969 92% 29% | 637 95% 19% | 331 87% 10% | 1777 94% 52% | 584 98% 17% H | 111 99% 3% | 2746 93% 81% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.3 WHICH OF THESE TYPES OF STAMPS DO YOU PERSONALLY USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|---|----------------------------------|---|-----------------------|------------------|-----------------|----------------------|------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| WEIGHTED TOTAL 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| ANY MENTION OF LARGE SIZE 309 9% 100% | 96 9% 31% | 42 6% 14% | 54 14% 17% H | 154 8% 50% | 53 9% 17% | 7 6% 2% | 251 9% 81% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.3 WHICH OF THESE TYPES OF STAMPS DO YOU PERSONALLY USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|------------------------------------|--------------------------|-----------------------|-------------------|--------------------|------------------------|-----------------|------------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| STANDARD SIZED 1ST CLASS STAMPS | 2909 81% 100% A | 346 74% 12% | 473 81% 16% | 981 81% 34% | 569 82% 19% | 47 76% 2% | 65 87% 77% 2% |
| STANDARD SIZED 2ND CLASS STAMPS | 1323 37% 100% A | 145 31% 11% | 197 34% 15% | 410 34% 31% | 255 38% 19% | 30 49% 2% | 37 51% 43% 3% |
| LARGE 1ST CLASS STAMPS | 284 8% 100% H | 54 12% 19% | 33 6% 12% | 93 8% 33% | 47 7% 16% | 5 8% 2% | 41 9% 14% |
| LARGE 2ND CLASS STAMPS | 84 2% 100% H | 9 2% 11% | 11 2% 13% | 27 2% 32% | 18 3% 22% | * 1% 1% | 14 3% 17% |
| NONE | 128 4% 100% F | 33 7% 26% H | 21 4% 16% | 51 4% 39% | 18 3% 14% | 1 2% 1% | 2 2% 1% |
| DON'T KNOW | 52 1% 100% H | 14 3% 27% H | 2 4% | 25 2% 49% | 4 1% 8% | - - 2% | 1 2% |
| ANY MENTION OF FIRST CLASS | 2948 82% 100% A | 359 77% 12% | 479 82% 16% | 994 82% 34% | 562 83% 19% | 49 79% 2% | 392 88% 13% H |
| ANY MENTION OF SECOND CLASS | 1336 37% 100% A | 149 32% 11% | 199 34% 15% | 412 34% 31% | 258 38% 19% | 30 49% 2% | 37 51% 43% 3% |
| ANY MENTION OF STANDARD SIZE | 3387 94% 100% A | 414 89% 12% | 555 95% 16% | 1123 93% 33% | 664 96% 19% H | 59 95% 2% | 441 99% 13% H |
| ANY MENTION OF LARGE SIZE | 309 9% 100% H | 58 12% 19% | 39 7% 13% | 103 8% 33% | 52 8% 17% | 5 8% 2% | 42 9% 14% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.3 WHICH OF THESE TYPES OF STAMPS DO YOU PERSONALLY USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|------------------------------------|---------------------|---------------------------|----------------------------|-------------------------|--------------------------|-------------------------|-------------------------|--------------------------|-------------------------|--------------------------|--------------------------|----------------------------|-------------------------|---------------------------|---------------------------|---------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| STANDARD SIZED 1ST CLASS STAMPS | 2909 81% 100% | 307 80% 11% E | 328 88% 11% ACDEF | 737 81% 25% E | 763 82% 26% E | 321 74% 11% E | 454 79% 16% E | 135 87% 5% HINO | 435 78% 15% O | 261 78% 9% HIMN | 260 87% 9% HIMN | 624 89% 21% HILMN | 226 82% 8% NO | 239 80% 8% O | 442 75% 15% GHJ | 288 73% 10% GHKL |
| STANDARD SIZED 2ND CLASS STAMPS | 1323 37% 100% | 184 48% 14% CDEF | 183 49% 14% CDEF | 275 30% 21% CE | 388 42% 29% CEF | 123 28% 9% E | 170 30% 13% E | 40 26% 3% HINO | 135 24% 10% O | 66 20% 5% GHKL | 122 41% 9% L | 211 30% 16% IL | 60 22% 5% GHKL | 205 69% 16% GHKL | 316 54% 24% GHKL | 167 42% 13% GHKL |
| LARGE 1ST CLASS STAMPS | 284 8% 100% | 43 11% 15% CEF | 50 13% 18% CDEF | 60 7% 21% E | 79 8% 28% EF | 22 5% 8% E | 31 5% 11% E | 11 7% 4% HINO | 31 6% 11% O | 19 6% 7% GHKL | 46 16% 16% LNO | 58 8% 20% O | 18 7% 6% GHKL | 35 12% 12% HILO | 49 8% 17% O | 16 4% 6% GHKL |
| LARGE 2ND CLASS STAMPS | 84 2% 100% | 10 3% 12% E | 14 4% 17% EF | 19 2% 23% E | 28 3% 33% E | 5 1% 5% E | 8 1% 10% E | - - - HINO | 15 3% 18% I | 1 2% 2% JKMN | 10 3% 12% GI | 11 2% 13% GHKL | 5 2% 6% GHKL | 14 5% 16% GHKL | 20 3% 24% GI | 6 2% 8% GHKL |
| NONE | 128 4% 100% | 7 2% 5% ABD | 4 1% 3% ABD | 43 5% 34% ABD | 22 2% 17% ABD | 32 7% 25% ABD | 20 3% 16% ABD | 5 3% 4% M | 48 9% 38% GJKL | 24 7% 19% JKMN | 5 2% 4% GHKL | 11 2% 9% GHKL | 11 4% 9% KMN | 1 1% 1% KMN | 6 1% 5% KMN | 17 4% 13% KMN |
| DON'T KNOW | 52 1% 100% | 3 1% 7% J | 3 1% 6% J | 9 1% 17% J | 10 1% 19% J | 16 4% 31% ABCD | 10 2% 20% ABCD | 4 3% 8% J | 6 1% 12% J | 17 5% 32% HJKLM | - - - NO | 6 1% 12% IL | 3 1% 6% GHKL | 3 1% 5% GHKL | 6 1% 12% GHKL | 7 2% 13% J |
| ANY MENTION OF FIRST CLASS | 2948 82% 100% | 317 83% 11% E | 329 89% 11% CDEF | 750 82% 25% E | 769 82% 26% E | 327 75% 11% E | 457 80% 16% E | 137 88% 5% HINO | 445 80% 15% O | 265 79% 9% O | 264 89% 9% HIMN | 626 89% 21% HILMN | 230 84% 8% NO | 244 82% 8% O | 448 76% 15% GHJ | 289 73% 10% GHKL |
| ANY MENTION OF SECOND CLASS | 1336 37% 100% | 186 49% 14% CDEF | 184 50% 14% CDEF | 283 31% 21% CE | 389 42% 29% CEF | 123 28% 9% E | 170 30% 13% E | 40 26% 3% HINO | 142 26% 11% O | 66 20% 5% GHKL | 123 41% 9% L | 213 30% 16% IL | 60 22% 5% GHKL | 207 69% 15% GHKL | 317 54% 24% GHKL | 167 42% 13% GHKL |

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.3 WHICH OF THESE TYPES OF STAMPS DO YOU PERSONALLY USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---------------------------------|---------------------|-----------------------|-----------------------|-------------------------|---------------------|-----------------------|----------------------|------------------------|----------------------|----------------------|------------------------|----------------------|--------------------|----------------------|--------------------|
| | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3603 | 371 | 911 | 933 | 433 | 573 | 156 | 555 | 336 | 298 | 701 | 275 | 299 | 589 | 396 |
| | 100% | 11% | 25% | 26% | 12% | 16% | 4% | 15% | 9% | 8% | 19% | 8% | 8% | 16% | 11% |
| ANY MENTION OF STANDARD SIZE | 3387 | 363 | 846 | 894 | 381 | 540 | 146 | 488 | 291 | 290 | 681 | 258 | 290 | 571 | 372 |
| | 94% | 95% | 93% | 96% | 88% | 94% | 94% | 88% | 87% | 97% | 97% | 94% | 97% | 97% | 94% |
| | 100% | 11% | 25% | 26% | 11% | 16% | 4% | 14% | 9% | 9% | 20% | 8% | 9% | 17% | 11% |
| | | E | E | CE | | E | I | | | HI | HILO | HI | HIO | HILO | HI |
| ANY MENTION OF LARGE SIZE | 309 | 44 | 68 | 87 | 23 | 35 | 11 | 39 | 20 | 48 | 61 | 21 | 37 | 55 | 17 |
| | 9% | 12% | 7% | 9% | 5% | 6% | 7% | 7% | 6% | 16% | 9% | 8% | 12% | 9% | 4% |
| | 100% | 14% | 22% | 28% | 7% | 11% | 3% | 13% | 6% | 16% | 20% | 7% | 12% | 18% | 5% |
| | | CEF | | EF | | | | | | GHIK LNO | O | O | HIO | O | |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.3 WHICH OF THESE TYPES OF STAMPS DO YOU PERSONALLY USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|------------------------------------|------------------------------------|------------------------|------------------------|-----------------------|-------------------------|----------------------|-----------------------|----------------------|------------------------|----------------------|-----------------------|------------------------|----------------------|------------------------|------------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| STANDARD SIZED 1ST CLASS STAMPS | 2909 81% 100% ENO | 307 80% 11% | 328 88% 11% P | 737 81% 25% | 763 82% 26% | 321 74% 11% | 454 79% 16% | 135 87% 5% | 435 78% 15% | 261 78% 9% | 260 87% 9% P | 624 89% 21% | 226 82% 8% | 239 80% 8% | 442 75% 15% | 288 73% 10% |
| STANDARD SIZED 2ND CLASS STAMPS | 1323 37% 100% CEFG HIL | 184 48% 14% P | 183 49% 14% P | 275 30% 21% | 388 42% 29% P | 123 28% 9% | 170 30% 13% | 40 26% 3% | 135 24% 10% | 66 20% 5% | 122 41% 9% | 211 30% 16% | 60 22% 5% | 205 69% 16% P | 316 54% 24% P | 167 42% 13% P |
| LARGE 1ST CLASS STAMPS | 284 8% 100% EFO | 43 11% 15% P | 50 13% 18% P | 60 7% 21% | 79 8% 28% | 22 5% 8% | 31 5% 11% | 11 7% 4% | 31 6% 11% | 19 6% 7% | 46 16% 16% P | 58 8% 20% | 18 7% 6% | 35 12% 12% P | 49 8% 17% | 16 4% 6% |
| LARGE 2ND CLASS STAMPS | 84 2% 100% I | 10 3% 12% | 14 4% 17% | 19 2% 23% | 28 3% 33% | 5 1% 5% | 8 1% 10% | - - - | 15 3% 18% | 1 - 2% | 10 3% 12% | 11 2% 13% | 5 2% 6% | 14 5% 16% P | 20 3% 24% | 6 2% 8% |
| NONE | 128 4% 100% BMN | 7 2% 5% | 4 1% 3% | 43 5% 34% | 22 2% 17% | 32 7% 25% P | 20 3% 16% | 5 3% 4% | 48 9% 38% P | 24 7% 19% P | 5 2% 4% | 11 2% 9% | 11 4% 9% | 1 - 1% | 6 1% 5% | 17 5% 13% |
| DON'T KNOW | 52 1% 100% | 3 1% 7% | 3 1% 6% | 9 1% 17% | 10 1% 19% | 16 4% 31% P | 10 2% 20% | 4 3% 8% | 6 1% 12% | 17 5% 32% P | - - - | 6 1% 12% | 3 1% 6% | 3 1% 5% | 6 1% 12% | 7 2% 13% |
| ANY MENTION OF FIRST CLASS | 2948 82% 100% ENO | 317 83% 11% | 329 89% 11% P | 750 82% 25% | 769 82% 26% | 327 75% 11% | 457 80% 16% | 137 88% 5% | 445 80% 15% | 265 79% 9% | 264 89% 9% P | 626 89% 21% | 230 84% 8% | 244 82% 8% | 448 76% 15% | 289 73% 10% |
| ANY MENTION OF SECOND CLASS | 1336 37% 100% CEFG HIL | 186 49% 14% P | 184 50% 14% P | 283 31% 21% | 389 42% 29% P | 123 28% 9% | 170 30% 13% | 40 26% 3% | 142 26% 11% | 66 20% 5% | 123 41% 9% | 213 30% 16% | 60 22% 5% | 207 69% 16% P | 317 54% 24% P | 167 42% 13% P |
| ANY MENTION OF STANDARD SIZE | 3387 94% 100% EHI | 363 95% 11% | 363 98% 11% P | 846 93% 25% | 894 96% 26% P | 381 88% 11% | 540 94% 16% | 146 94% 4% | 488 88% 14% | 291 87% 9% | 290 97% 9% | 681 97% 20% | 258 94% 8% | 290 97% 9% P | 571 97% 17% P | 372 94% 11% |

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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.3 WHICH OF THESE TYPES OF STAMPS DO YOU PERSONALLY USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|------------------------------|--------------------------|---------------------|-----------------------|-----------------------|-------------------------|---------------------|-----------------------|----------------------|---------------------------|----------------------|-----------------------|------------------------|----------------------|-----------------------|----------------------|--------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| ANY MENTION OF LARGE SIZE | 309 9% 100% EFO | 44 12% 14% | 52 14% 17% P | 68 7% 22% | 87 9% 28% | 23 5% 7% | 35 6% 11% | 11 7% 3% | 39 7% 13% | 20 6% 6% | 48 16% 16% P | 61 9% 20% | 21 8% 7% | 37 12% 12% P | 55 9% 18% | 17 4% 5% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.3 WHICH OF THESE TYPES OF STAMPS DO YOU PERSONALLY USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---------------------|-----------------------------|----------------------------|------------------|--|----------------------|-------------------------|-------------------------|------------------------------------|-------------------------|--------------------------|
| | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| 2909 81% 100% | 443 78% 15% | 2450 81% 84% | 130 22% 4% | 2253 83% 77% E | 656 75% 23% | 193 71% 7% | 390 79% 13% FJ | 2313 82% 80% FIJ | 403 78% 14% FJ | 206 70% 7% |
| 1323 37% 100% | 222 39% 17% C | 1092 36% 83% | 45 29% 3% | 993 36% 75% | 330 38% 25% | 124 46% 9% GHI | 93 19% 7% | 1095 39% 83% GI | 103 20% 8% | 135 46% 10% GHI |
| 284 8% 100% | 39 7% 14% | 245 8% 86% | 11 7% 4% | 245 9% 86% E | 39 4% 14% | 10 4% 4% | 21 4% 8% | 251 9% 89% FGJ | 22 4% 8% | 11 4% 4% |
| 84 2% 100% | 10 2% 12% | 73 2% 88% | 1 1% 2% | 75 3% 89% E | 9 1% 11% | 4 1% 5% | 5 1% 6% | 75 3% 89% GI | 5 1% 6% | 5 2% 5% |
| 128 4% 100% | 15 3% 11% | 114 4% 89% | 3 2% 2% | 83 3% 65% | 45 5% 35% D | 8 3% 6% | 44 9% 34% FHJ | 74 3% 58% | 46 9% 36% FHJ | 10 3% 8% |
| 52 1% 100% | 8 1% 16% | 44 1% 84% | 2 1% 4% | 31 1% 60% | 21 2% 40% D | 8 3% 16% H | 10 2% 20% | 30 1% 58% | 14 3% 26% H | 12 4% 22% H |
| 2948 82% 100% | 449 80% 15% | 2483 82% 84% | 132 84% 4% | 2284 84% 77% E | 664 76% 23% | 194 71% 7% | 393 80% 13% FJ | 2347 83% 80% FIJ | 407 79% 14% FJ | 208 70% 7% |
| 1336 37% 100% | 224 40% 17% C | 1103 37% 83% C | 45 29% 3% | 1005 37% 75% | 331 38% 25% | 125 46% 9% GHI | 95 19% 7% | 1105 39% 83% GI | 105 20% 8% | 136 46% 10% GHI |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.3 WHICH OF THESE TYPES OF STAMPS DO YOU PERSONALLY USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|------------------------------|-----------------------------|----------------------------|--------------------|--|-------------------------|------------------------|-------------------|------------------------------------|-----------------------|-----------------------|
| | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| ANY MENTION OF STANDARD SIZE | 3387 94% 100% | 534 95% 16% | 2834 94% 84% | 151 96% 4% | 2584 95% 76% E | 254 93% 7% GI | 433 88% 13% | 2682 95% 79% GIJ | 451 87% 13% | 272 92% 8% I |
| ANY MENTION OF LARGE SIZE | 309 9% 100% | 40 7% 13% | 269 9% 87% | 11 7% 4% | 267 10% 86% E | 13 5% 4% | 23 5% 8% | 272 10% 88% FGJ | 25 5% 8% | 14 5% 4% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.3 WHICH OF THESE TYPES OF STAMPS DO YOU PERSONALLY USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|------------------------------------|----------------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| STANDARD SIZED 1ST CLASS STAMPS | 2909 81% 100% EFJ | 443 78% 15% | 2450 81% 84% | 130 82% 4% | 2253 83% 77% | 656 75% 23% | 193 71% 7% | 390 79% 13% | 2313 82% 80% | 403 78% 14% | 206 70% 7% |
| STANDARD SIZED 2ND CLASS STAMPS | 1323 37% 100% CGI | 222 39% 17% | 1092 36% 83% | 45 29% 3% | 993 36% 76% | 330 38% 25% | 124 46% 9% K | 93 19% 7% | 1095 39% 83% | 103 20% 8% | 135 46% 10% K |
| LARGE 1ST CLASS STAMPS | 284 8% 100% EFGIJ | 39 7% 14% | 245 8% 86% | 11 7% 4% | 245 9% 86% | 39 4% 14% | 10 4% 4% | 21 4% 8% | 251 9% 89% | 22 4% 8% | 11 4% 4% |
| LARGE 2ND CLASS STAMPS | 84 2% 100% E | 10 2% 12% | 73 2% 88% | 1 1% 2% | 75 3% 89% | 9 1% 11% | 4 1% 5% | 5 1% 6% | 75 3% 89% | 5 1% 6% | 5 2% 5% |
| NONE | 128 4% 100% | 15 3% 11% | 114 4% 89% | 3 2% 2% | 83 3% 65% | 45 5% 35% K | 8 3% 6% | 44 9% 34% K | 74 3% 58% | 46 9% 36% K | 10 3% 8% |
| DON'T KNOW | 52 1% 100% | 8 1% 16% | 44 1% 84% | 2 1% 4% | 31 1% 60% | 21 2% 40% | 8 3% 16% K | 10 2% 20% | 30 1% 58% | 14 3% 26% | 12 4% 22% K |
| ANY MENTION OF FIRST CLASS | 2948 82% 100% EFJ | 449 80% 15% | 2483 82% 84% | 132 84% 4% | 2284 84% 77% | 664 76% 23% | 194 71% 7% | 393 80% 13% | 2347 83% 80% | 407 79% 14% | 208 70% 7% |
| ANY MENTION OF SECOND CLASS | 1336 37% 100% CGI | 224 40% 17% | 1103 37% 83% | 45 29% 3% | 1005 37% 75% | 331 38% 25% | 125 46% 9% K | 95 19% 7% | 1105 39% 83% | 105 20% 8% | 136 46% 10% K |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.3 WHICH OF THESE TYPES OF STAMPS DO YOU PERSONALLY USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|------------------------------|-----------------------------------|------------------------------|-----------------------------|------------------|--|-------------------|-------------------|-------------------|------------------------------------|-----------------------|---------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| ANY MENTION OF STANDARD SIZE | 3387 94% 100% EGI | 534 95% 16% | 2834 94% 84% | 151 96% 4% | 2584 95% 76% | 803 91% 24% | 254 93% 7% | 433 88% 13% | 2682 95% 79% K | 451 87% 13% | 272 92% 8% |
| ANY MENTION OF LARGE SIZE | 309 9% 100% EFGIJ | 40 7% 13% | 269 9% 87% | 11 7% 4% | 267 10% 86% | 42 5% 14% | 13 5% 4% | 23 5% 8% | 272 10% 88% | 25 5% 8% | 14 5% 4% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.3 WHICH OF THESE TYPES OF STAMPS DO YOU PERSONALLY USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---------------------------------|---------------------|---------------------------|--------------------------|----------------------------|--------------------------|--------------------------|-------------------------|---------------------------|-------------------------|----------------------------|-------------------------|---------------------------|--------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| STANDARD SIZED 1ST CLASS STAMPS | 2909 81% 100% | 578 86% 20% BDEF | 57 73% 2% | 1253 83% 43% BDEF | 248 75% 9% | 423 80% 15% 75% | 352 75% 12% | 659 80% 23% L | 172 78% 6% L | 981 88% 34% GHKL | 129 84% 4% L | 614 79% 21% L | 355 71% 12% |
| STANDARD SIZED 2ND CLASS STAMPS | 1323 37% 100% | 319 47% 24% CEF | 49 62% 4% ACDEF | 526 35% 40% E | 137 41% 10% CEF | 149 28% 11% | 144 31% 11% | 203 25% 15% H | 39 18% 3% | 360 32% 27% GHJ | 34 22% 3% | 431 55% 33% GHJ | 257 51% 19% GHJ |
| LARGE 1ST CLASS STAMPS | 284 8% 100% | 88 13% 31% CDEF | 4 6% 2% | 125 8% 44% DF | 13 4% 5% | 31 6% 11% | 22 5% 8% | 51 6% 18% | 9 4% 3% | 114 10% 40% GHL | 8 5% 3% | 79 10% 28% GHL | 21 4% 7% |
| LARGE 2ND CLASS STAMPS | 84 2% 100% | 23 3% 28% F | 1 3% 1% | 42 3% 50% F | 5 2% 6% | 10 2% 12% | 3 1% 4% | 14 2% 17% | 2 1% 3% | 25 2% 30% GHIL | 2 1% 2% | 35 5% 42% GHIL | 5 1% 6% |
| NONE | 128 4% 100% | 11 2% 9% | - - | 52 3% 41% A | 13 4% 10% A | 20 4% 16% A | 32 7% 25% ABCE | 55 7% 43% IKL | 22 10% 17% IKL | 20 2% 15% | 7 5% 6% IK | 9 1% 7% | 16 3% 12% K |
| DON'T KNOW | 52 1% 100% | 4 1% 8% | 2 3% 5% A | 14 1% 26% | 5 2% 10% | 13 2% 26% AC | 13 3% 25% AC | 17 2% 32% I | 10 5% 20% GIKL | 7 1% 13% | 2 2% 5% | 8 1% 14% | 8 2% 15% |
| ANY MENTION OF FIRST CLASS | 2948 82% 100% | 587 87% 20% BDEF | 58 75% 2% | 1269 84% 43% DEF | 250 75% 8% | 429 80% 15% | 355 76% 12% | 674 82% 23% L | 173 79% 6% L | 990 88% 34% GHKL | 130 85% 4% L | 620 80% 21% L | 360 71% 12% |
| ANY MENTION OF SECOND CLASS | 1336 37% 100% | 321 48% 24% CEF | 49 62% 4% ACDEF | 534 35% 40% E | 138 42% 10% CEF | 150 28% 11% | 144 31% 11% | 208 25% 16% H | 40 18% 3% | 363 32% 27% GHJ | 34 22% 3% | 434 56% 32% GHJ | 257 51% 19% GHJ |
| ANY MENTION OF STANDARD SIZE | 3387 94% 100% | 652 97% 19% DEF | 74 95% 2% | 1430 95% 42% F | 310 93% 9% | 502 93% 15% F | 419 90% 12% | 741 90% 22% H | 184 84% 5% | 1085 97% 32% GHJL | 143 93% 4% H | 758 97% 22% GHJL | 475 94% 14% GH |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L

*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.3 WHICH OF THESE TYPES OF STAMPS DO YOU PERSONALLY USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|------------------------------|-------------------|--------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| ANY MENTION OF LARGE SIZE | 309 9% 100% | 92 14% 30% CDEF | 4 6% 1% | 139 9% 45% D | 16 5% 5% | 36 7% 12% | 22 5% 7% | 59 7% 19% | 11 5% 3% | 122 11% 39% GHL | 9 6% 3% | 87 11% 28% GHL | 23 4% 7% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.3 WHICH OF THESE TYPES OF STAMPS DO YOU PERSONALLY USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|------------------------------------|-----------------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| STANDARD SIZED 1ST CLASS STAMPS | 2909 81% 100% DFL | 578 86% 20% M | 57 73% 2% | 1253 83% 43% | 248 75% 9% | 423 80% 15% | 352 75% 12% | 659 80% 23% | 172 78% 6% | 981 88% 34% M | 129 84% 4% | 614 79% 21% | 355 71% 12% |
| STANDARD SIZED 2ND CLASS STAMPS | 1323 37% 100% EFGH IJ | 319 47% 24% M | 49 62% 4% | 526 35% 40% | 137 41% 10% | 149 28% 11% | 144 31% 11% | 203 25% 15% | 39 18% 3% | 360 32% 27% | 34 22% 3% | 431 55% 33% M | 257 51% 19% M |
| LARGE 1ST CLASS STAMPS | 284 8% 100% DFL | 88 13% 31% M | 4 6% 2% | 125 8% 44% | 13 4% 5% | 31 6% 11% | 22 5% 8% | 51 6% 18% | 9 4% 3% | 114 10% 40% M | 8 5% 3% | 79 10% 28% M | 21 4% 7% |
| LARGE 2ND CLASS STAMPS | 84 2% 100% F | 23 3% 28% | 1 3% 1% | 42 3% 50% | 5 2% 6% | 10 2% 12% | 3 4% 4% | 14 2% 17% | 2 1% 3% | 25 2% 30% | 2 1% 2% | 35 5% 42% M | 5 1% 6% |
| NONE | 128 4% 100% AIK | 11 2% 9% | - - - | 52 3% 41% | 13 4% 10% | 20 4% 16% | 32 7% 25% M | 55 7% 43% M | 22 10% 17% M | 20 2% 15% | 7 5% 6% | 9 1% 7% | 16 3% 12% |
| DON'T KNOW | 52 1% 100% | 4 1% 8% | 2 3% 5% | 14 1% 26% | 5 2% 10% | 13 3% 26% | 13 3% 25% M | 17 2% 32% | 10 5% 20% M | 7 1% 13% | 2 2% 5% | 8 1% 14% | 8 2% 15% |
| ANY MENTION OF FIRST CLASS | 2948 82% 100% DFL | 587 87% 20% M | 58 75% 2% | 1269 84% 43% | 250 75% 8% | 429 80% 15% | 355 76% 12% | 674 82% 23% | 173 79% 6% | 990 88% 34% M | 130 85% 4% | 620 80% 21% | 360 71% 12% |
| ANY MENTION OF SECOND CLASS | 1336 37% 100% EFGH IJ | 321 48% 24% M | 49 62% 4% | 534 35% 40% | 138 42% 10% | 150 28% 11% | 144 31% 11% | 208 25% 16% | 40 18% 3% | 363 32% 27% | 34 22% 3% | 434 56% 32% M | 257 51% 19% M |
| ANY MENTION OF STANDARD SIZE | 3387 94% 100% FGH | 652 97% 19% M | 74 95% 2% | 1430 95% 42% | 310 93% 9% | 502 90% 15% | 419 90% 12% | 741 90% 22% | 184 84% 5% | 1085 97% 32% M | 143 93% 4% | 758 97% 22% M | 475 94% 14% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.3 WHICH OF THESE TYPES OF STAMPS DO YOU PERSONALLY USE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|------------------------------|--------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| ANY MENTION OF LARGE SIZE | 309 9% 100% DFL | 92 14% 30% M | 4 6% 1% | 139 9% 45% | 16 5% 5% | 36 7% 12% | 22 5% 7% | 59 7% 19% | 11 5% 3% | 122 11% 39% M | 9 6% 3% | 87 11% 28% M | 23 4% 7% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.4 WHAT TYPES OF MAIL DO YOU USE LARGE STAMPS FOR?

BASE : ALL THOSE WHO USE LARGE STAMPS

| TOTAL | AGE | | | | | | | | | | | | |
|--------------------|------------------|-----------------------|------------------|-----------------------|------------------|------------------|-----------------|-----------------------|-----------------------|------------------|-----------------------|------------------|------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 306 100% | 22 7% | 45 15% | 66 22% | 49 16% | 57 19% | 53 17% | 14 5% | 67 22% | 172 56% | 67 22% | 67 22% | 115 38% | 124 41% |
| 309 100% | 28** 9% | 42* 13% | 77* 25% | 54* 17% | 58* 19% | 37* 12% | 15** 5% | 69* 22% | 188 61% | 52* 17% | 69* 22% | 131 42% | 109 35% |
| 101 33% 100% | 3 12% 3% | 12 28% 12% | 28 36% 27% | 20 36% 19% | 22 38% 22% | 14 38% 14% | 3 21% 3% | 15 22% 15% | 69 37% 68% H | 17 33% 17% | 15 22% 15% | 47 36% 47% | 39 36% 39% |
| 70 23% 100% | 10 38% 15% | 15 36% 21% D | 14 19% 20% | 5 10% 8% | 14 24% 19% | 7 18% 9% | 5 33% 7% | 25 37% 36% I | 33 18% 47% | 11 22% 16% | 25 37% 36% L | 20 15% 28% | 25 23% 36% |
| 124 40% 100% | 16 56% 13% | 16 37% 13% | 30 39% 24% | 21 39% 17% | 23 39% 18% | 18 47% 14% | 2 11% 1% | 31 45% 25% | 74 39% 59% | 19 37% 16% | 31 45% 25% | 51 39% 41% | 42 38% 34% |
| 106 34% 100% | 10 36% 9% | 14 34% 13% | 27 35% 25% | 22 41% 21% F | 21 37% 20% | 7 20% 7% | 4 31% 4% | 24 35% 23% | 70 37% 66% | 12 23% 11% | 24 35% 23% | 49 37% 46% | 33 31% 31% |
| 27 9% 100% | - - - | 4 11% 16% | 4 6% 16% | 7 13% 26% | 7 12% 25% | 1 4% 5% | 3 21% 11% | 4 6% 16% | 18 10% 67% | 4 9% 16% | 4 6% 16% | 11 9% 42% | 11 10% 41% |
| 11 3% 100% | - - - | - - - | 6 8% 55% | 1 2% 12% | 2 4% 23% | - - - | 1 7% 10% | - - - | 9 5% 90% | 1 2% 10% | - - - | 7 5% 67% | 3 3% 33% |
| 158 51% 100% | 20 71% 12% | 25 60% 16% | 34 45% 22% | 23 43% 15% | 30 52% 19% | 20 53% 12% | 6 45% 4% | 45 64% 28% I | 87 46% 55% | 26 50% 16% | 45 64% 28% L | 58 44% 36% | 56 51% 35% |

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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.4 WHAT TYPES OF MAIL DO YOU USE LARGE STAMPS FOR?

BASE : ALL THOSE WHO USE LARGE STAMPS

| TOTAL (N) | AGE | | | | | | | | | | | | | |
|------------------------|------------------|------------------|------------------|------------------|------------------|------------------|-----------------|-----------------------|------------------|------------------|-----------------------|------------------|------------------|--|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) | |
| 306 100% | 22 7% | 45 15% | 66 22% | 49 16% | 57 19% | 53 17% | 14 5% | 67 22% | 172 56% | 67 22% | 67 22% | 115 38% | 124 41% | |
| 309 100% | 28** 9% | 42* 13% | 77* 25% | 54* 17% | 58* 19% | 37* 12% | 15** 5% | 69* 22% | 188 61% | 52* 17% | 69* 22% | 131 42% | 109 35% | |
| 101 33% 100% | 3 12% 3% | 12 28% 12% | 28 36% 27% | 20 36% 19% | 22 38% 22% | 14 38% 14% | 3 21% 3% | 15 22% 15% | 69 37% 68% | 17 33% 17% | 15 22% 15% | 47 36% 47% | 39 36% 39% | |
| 70 23% 100% D | 10 38% 15% | 15 36% 21% | 14 19% 20% | 5 10% 8% | 14 24% 19% | 7 18% 9% | 5 33% 7% | 25 37% 36% N | 33 18% 47% | 11 22% 16% | 25 37% 36% N | 20 15% 28% | 25 23% 36% | |
| 124 40% 100% | 16 56% 13% | 16 37% 13% | 30 39% 24% | 21 39% 17% | 23 39% 18% | 18 47% 14% | 2 11% 1% | 31 45% 25% | 74 39% 59% | 19 37% 16% | 31 45% 25% | 51 39% 41% | 42 38% 34% | |
| 106 34% 100% | 10 36% 9% | 14 34% 13% | 27 35% 25% | 22 41% 21% | 21 37% 20% | 7 20% 7% | 4 31% 4% | 24 35% 23% | 70 37% 66% | 12 23% 11% | 24 35% 23% | 49 37% 46% | 33 31% 31% | |
| 27 9% 100% | - - - | 4 11% 16% | 4 6% 16% | 7 13% 26% | 7 12% 25% | 1 2% 5% | 3 21% 11% | 4 6% 16% | 18 10% 67% | 4 9% 16% | 4 6% 16% | 11 9% 42% | 11 10% 41% | |
| 11 3% 100% | - - - | - - - | 6 8% 55% | 1 2% 12% | 2 4% 23% | - - - | 1 7% 10% | - - - | 9 5% 90% | 1 2% 10% | - - - | 7 5% 67% | 3 3% 33% | |
| 158 51% 100% | 20 71% 12% | 25 60% 16% | 34 45% 22% | 23 43% 15% | 30 52% 19% | 20 53% 12% | 6 45% 4% | 45 64% 28% | 87 46% 55% | 26 50% 16% | 45 64% 28% | 58 44% 36% | 56 51% 35% | |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.4 WHAT TYPES OF MAIL DO YOU USE LARGE STAMPS FOR?

BASE : ALL THOSE WHO USE LARGE STAMPS

| | TOTAL | SEX | | SEX/AGE | | | | | |
|--------------------------------------|--------------------|-----------------------|-----------------------|----------------------|----------------------|--------------------|------------------------|------------------------|------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 306 100% | 128 42% | 178 58% | 34 11% | 37 12% | 57 19% | 33 11% | 78 25% | 67 22% |
| WEIGHTED TOTAL | 309 100% | 135 44% | 174 56% | 38** 12% | 47* 15% | 50* 16% | 31* 10% | 84* 27% | 60* 19% |
| GREETING CARDS | 101 33% 100% | 28 21% 28% | 74 42% 72% A | 5 14% 5% | 11 24% 11% | 11 22% 11% | 10 31% 10% | 36 43% 35% E | 28 47% 28% DE |
| GIFTS (PARCELS) | 70 23% 100% | 37 27% 53% | 33 19% 47% | 15 40% 22% | 12 25% 16% | 10 20% 14% | 10 32% 14% G | 8 10% 12% | 15 25% 21% G |
| PACKETS | 124 40% 100% | 65 48% 52% B | 59 34% 48% | 23 60% 19% | 22 47% 18% | 20 40% 16% | 8 26% 7% | 29 35% 23% | 22 37% 18% |
| OFFICIAL LETTERS | 106 34% 100% | 45 34% 42% | 61 35% 56% | 12 33% 12% | 16 34% 15% | 17 34% 16% | 12 38% 11% | 33 39% 31% | 17 28% 16% |
| OTHER (WRITE IN) | 27 9% 100% | 11 8% 39% | 17 9% 61% | 1 3% 4% | 4 9% 16% | 5 10% 19% | 3 10% 12% | 7 9% 26% | 6 10% 23% |
| DON'T KNOW | 11 3% 100% | 3 3% 33% | 7 4% 67% | - - - | 3 7% 33% | - - - | - - - | 4 4% 34% | 3 6% 33% |
| EITHER GIFTS (PARCELS) OR PACKETS | 158 51% 100% | 81 60% 52% B | 77 44% 48% | 29 75% 18% | 26 56% 17% | 26 53% 17% | 16 51% 10% | 31 38% 20% | 29 49% 19% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.4 WHAT TYPES OF MAIL DO YOU USE LARGE STAMPS FOR?

BASE : ALL THOSE WHO USE LARGE STAMPS

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|--------------------------------------|-------------------------|------------------|------------------|----------------------|----------------------|--------------------|------------------------|------------------------|-----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 306 100% | 128 42% | 178 58% | 34 11% | 37 12% | 57 19% | 33 11% | 78 25% | 67 22% |
| WEIGHTED TOTAL | 309 100% | 135 44% | 174 56% | 38** 12% | 47* 15% | 50* 16% | 31* 10% | 84* 27% | 60* 19% |
| GREETING CARDS | 101 33% 100% A | 28 21% 28% | 74 42% 72% | 5 14% 5% | 11 24% 11% | 11 22% 11% | 10 31% 10% | 36 43% 35% | 28 47% 28% 1 |
| GIFTS (PARCELS) | 70 23% 100% G | 37 27% 53% | 33 19% 47% | 15 40% 22% | 12 25% 16% | 10 20% 14% | 10 32% 14% | 8 10% 12% | 15 25% 21% |
| PACKETS | 124 40% 100% | 65 48% 52% | 59 34% 48% | 23 60% 19% | 22 47% 18% | 20 40% 16% | 8 26% 7% | 29 35% 23% | 22 37% 18% |
| OFFICIAL LETTERS | 106 34% 100% | 45 34% 42% | 61 35% 58% | 12 33% 12% | 16 34% 15% | 17 34% 16% | 12 38% 11% | 33 39% 31% | 17 28% 16% |
| OTHER (WRITE IN) | 27 9% 100% | 11 8% 39% | 17 9% 61% | 1 3% 4% | 4 9% 16% | 5 10% 19% | 3 10% 12% | 7 9% 26% | 6 10% 23% |
| DON'T KNOW | 11 3% 100% | 3 3% 33% | 7 4% 67% | - - - | 3 7% 33% | - - - | - - - | 4 4% 34% | 3 6% 33% |
| EITHER GIFTS (PARCELS) OR PACKETS | 158 51% 100% G | 81 60% 52% | 77 44% 48% | 29 75% 18% | 26 66% 17% | 26 53% 17% | 16 51% 10% | 31 38% 20% | 29 49% 19% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.4 WHAT TYPES OF MAIL DO YOU USE LARGE STAMPS FOR?

BASE : ALL THOSE WHO USE LARGE STAMPS

| TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|--------------------|----------------|------------------|-----------------------|-----------------------|------------------|------------------|------------------|------------------|------------------|--------------------|---------------------|------------------------------------|----------------|-----------------------------|--|
| | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| 306 100% | 14 5% | 81 26% | 88 29% | 47 15% | 32 10% | 44 14% | 95 31% | 135 44% | 76 25% | 272 89% | 20 7% | 5 2% | 9 3% | 258 84% | 24 8% |
| 309 100% | 17** 5% | 79* 26% | 100* 32% | 55* 18% | 27** 9% | 31* 10% | 96* 31% | 155 50% | 58* 19% | 266 86% | 27** 9% | 6** 2% | 10** 3% | 262 85% | 24** 8% |
| 101 33% 100% | 4 25% 4% | 24 30% 23% | 32 32% 32% | 19 35% 19% | 10 37% 10% | 12 38% 11% | 28 29% 27% | 52 33% 51% | 22 37% 22% | 91 34% 90% | 8 31% 8% | - - - | 2 20% 2% | 85 32% 83% | 6 24% 6% |
| 70 23% 100% | 2 12% 3% | 20 26% 28% | 16 16% 22% | 18 33% 26% C | 8 28% 11% | 7 22% 10% | 22 23% 31% | 34 22% 49% | 14 24% 20% | 59 22% 85% | 8 29% 11% | 1 19% 2% | 2 19% 3% | 55 21% 78% | 9 36% 12% |
| 124 40% 100% | 5 28% 4% | 36 45% 29% | 37 37% 30% | 21 38% 17% | 12 43% 9% | 13 43% 11% | 41 42% 33% | 58 38% 47% | 25 43% 20% | 110 41% 89% | 8 29% 6% | 4 61% 9% | 3 27% 2% | 97 37% 78% | 13 54% 10% |
| 106 34% 100% | 9 53% 8% | 22 28% 21% | 44 44% 41% F | 15 28% 14% | 9 34% 9% | 7 22% 6% | 31 33% 29% | 59 38% 56% | 16 28% 15% | 87 33% 81% | 14 53% 13% | 2 39% 2% | 3 33% 3% | 92 35% 86% | 8 33% 7% |
| 27 9% 100% | 2 12% 8% | 8 10% 30% | 10 10% 37% | 3 6% 13% | 2 5% 6% | 2 6% 7% | 10 11% 38% | 13 9% 50% | 3 6% 12% | 26 10% 95% | - - - | - - - | 1 13% 5% | 23 9% 84% | 2 8% 7% |
| 11 3% 100% | - - - | 1 1% 10% | 6 6% 62% | 1 3% 14% | - - - | 2 5% 15% | 1 1% 10% | 8 5% 76% | 2 3% 15% | 9 3% 83% | 2 7% 17% | - - - | - - - | 9 4% 90% | 1 5% 10% |
| 158 51% 100% | 6 35% 4% | 46 59% 29% | 45 45% 28% | 30 55% 19% | 15 56% 10% | 15 50% 10% | 52 54% 33% | 75 48% 47% | 31 53% 20% | 139 52% 88% | 12 47% 8% | 4 61% 2% | 4 34% 2% | 127 48% 80% | 15 63% 9% |

GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.4 WHAT TYPES OF MAIL DO YOU USE LARGE STAMPS FOR?

BASE : ALL THOSE WHO USE LARGE STAMPS

| | TOTAL | URBAN | | | | | | |
|-----------------------------------|--------------------|-------------------------------|--|-----------------------|------------------------|-----------------------|----------------------|-------------------|
| | | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| UNWEIGHTED TOTAL | 306 100% | 100 33% | 42 14% | 58 19% | 151 49% | 51 17% | 9 3% | 251 82% |
| WEIGHTED TOTAL | 309 100% | 96* 31% | 42* 14% | 54* 17% | 154 50% | 53* 17% | 7** 2% | 251 81% |
| GREETING CARDS | 101 33% 100% | 28 29% 28% | 8 19% 8% | 20 37% 20% | 51 33% 50% | 21 40% 21% B | 1 13% 1% | 79 31% 78% |
| GIFTS (PARCELS) | 70 23% 100% | 23 24% 33% | 9 21% 13% | 14 26% 20% | 29 19% 42% | 18 33% 25% | 3 44% 5% | 52 21% 75% |
| PACKETS | 124 40% 100% | 44 45% 35% | 15 35% 12% | 29 53% 23% D | 57 37% 46% | 23 43% 19% | 5 63% 4% | 100 40% 81% |
| OFFICIAL LETTERS | 106 34% 100% | 34 35% 32% | 16 38% 15% | 17 32% 16% | 52 34% 49% | 18 34% 17% | 3 37% 2% | 86 34% 81% |
| OTHER (WRITE IN) | 27 9% 100% | 7 7% 26% | 6 14% 21% | 1 2% 5% | 17 11% 65% 9% | 2 5% 9% | - - - | 25 10% 91% |
| DON'T KNOW | 11 3% 100% | 1 1% 10% | 1 3% 10% | - - - | 7 5% 71% | - - - | - - - | 9 3% 81% |
| EITHER GIFTS (PARCELS) OR PACKETS | 158 51% 100% | 55 58% 35% | 20 48% 13% | 35 65% 22% D | 72 46% 45% | 30 57% 19% | 6 84% 4% | 127 51% 80% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.4 WHAT TYPES OF MAIL DO YOU USE LARGE STAMPS FOR?

BASE : ALL THOSE WHO USE LARGE STAMPS

| | TOTAL | UK GEOGRAPHICS GROUPS | | | | | |
|--------------------------------------|--------------------|-----------------------|----------------------|-----------------------|------------------|-------------------|-----------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 306 100% | 62 20% | 38 12% | 98 32% | 53 17% | 5 2% | 39 13% |
| WEIGHTED TOTAL | 309 100% | 58* 19% | 39* 13% | 103* 33% | 52* 17% | 5** 2% | 6** 2% |
| GREETING CARDS | 101 33% 100% | 22 39% 22% B | 6 15% 6% | 37 36% 37% B | 13 26% 13% | 2 36% 2% | 19 44% 19% B |
| GIFTS (PARCELS) | 70 23% 100% | 14 26% 20% | 9 23% 13% | 20 19% 28% | 9 18% 14% | 1 23% 2% | 13 31% 19% |
| PACKETS | 124 40% 100% | 30 52% 24% C | 14 35% 11% | 35 34% 28% | 21 42% 17% | 3 64% 3% | 16 39% 13% |
| OFFICIAL LETTERS | 106 34% 100% | 17 30% 16% | 16 42% 15% | 35 34% 33% | 17 34% 16% | 2 36% 2% | 14 32% 13% |
| OTHER (WRITE IN) | 27 9% 100% | 1 2% 5% | 6 15% 21% A | 12 12% 46% A | 5 10% 19% | - - - 9% | 2 6% 9% |
| DON'T KNOW | 11 3% 100% | - - - | 1 3% 10% | 6 6% 61% | 1 2% 10% | - - - | - - - |
| EITHER GIFTS (PARCELS) OR PACKETS | 158 51% 100% | 36 63% 23% C | 19 49% 12% | 46 45% 29% | 26 50% 16% | 3 64% 2% | 22 53% 14% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.4 WHAT TYPES OF MAIL DO YOU USE LARGE STAMPS FOR?

BASE : ALL THOSE WHO USE LARGE STAMPS

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|--|--------------------|----------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|--------------------|---------------------|------------------------------------|----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| | 306 100% | 14 5% | 81 26% | 88 29% | 47 15% | 32 10% | 44 14% | 95 31% | 135 44% | 76 25% | 272 89% | 20 7% | 5 2% | 9 3% | 258 84% | 24 8% |
| | 309 100% | 17** 5% | 79* 26% | 100* 32% | 55* 18% | 27** 9% | 31* 10% | 96* 31% | 155 50% | 58* 19% | 266 86% | 27** 9% | 6** 2% | 10** 3% | 262 85% | 24** 8% |
| | 101 33% 100% | 4 25% 4% | 24 30% 23% | 32 32% 32% | 19 35% 19% | 10 37% 10% | 12 38% 11% | 28 29% 27% | 52 33% 51% | 22 37% 22% | 91 34% 90% | 8 31% 8% | - - - | 2 20% 2% | 85 32% 83% | 6 24% 6% |
| | 70 23% 100% | 2 12% 3% | 20 25% 28% | 16 16% 22% | 18 33% 26% | 8 28% 11% | 7 22% 10% | 22 23% 31% | 34 22% 49% | 14 24% 20% | 59 22% 85% | 8 29% 11% | 1 19% 2% | 2 19% 3% | 55 21% 78% | 9 36% 12% |
| | 124 40% 100% | 5 28% 4% | 36 45% 29% | 37 37% 30% | 21 38% 17% | 12 43% 9% | 13 43% 11% | 41 42% 33% | 58 38% 47% | 25 43% 20% | 110 41% 89% | 8 29% 6% | 4 61% 3% | 3 27% 2% | 97 37% 78% | 13 54% 10% |
| | 106 34% 100% | 9 53% 8% | 22 28% 21% | 44 44% 41% | 15 28% 14% | 9 34% 9% | 7 22% 6% | 31 33% 29% | 59 38% 56% | 16 28% 15% | 87 33% 81% | 14 53% 13% | 2 39% 2% | 3 33% 3% | 92 35% 86% | 8 33% 7% |
| | 27 9% 100% | 2 12% 8% | 8 10% 30% | 10 10% 37% | 3 6% 13% | 2 5% 6% | 2 6% 7% | 10 11% 38% | 13 9% 50% | 3 6% 12% | 26 10% 95% | - - - | - - - | 1 13% 5% | 23 9% 84% | 2 8% 7% |
| | 11 3% 100% | - - - | 1 1% 10% | 6 6% 62% | 1 3% 14% | - - - | 2 5% 15% | 1 1% 10% | 8 5% 76% | 2 3% 15% | 9 3% 83% | 2 7% 17% | - - - | - - - | 9 4% 90% | 1 5% 10% |
| | 158 51% 100% | 6 35% 4% | 46 59% 29% | 45 45% 28% | 30 55% 19% | 15 56% 10% | 15 50% 10% | 52 54% 33% | 75 48% 47% | 31 53% 20% | 139 52% 88% | 12 47% 8% | 4 61% 2% | 4 34% 2% | 127 48% 80% | 15 63% 9% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.4 WHAT TYPES OF MAIL DO YOU USE LARGE STAMPS FOR?

BASE : ALL THOSE WHO USE LARGE STAMPS

| | TOTAL (H) | URBAN | | | | | | |
|--------------------------------------|--------------------|----------------------------------|---|-----------------------|------------------|------------------|----------------------|-------------------|
| | | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| UNWEIGHTED TOTAL | 306 100% | 100 33% | 42 14% | 58 19% | 151 49% | 51 17% | 9 3% | 251 82% |
| WEIGHTED TOTAL | 309 100% | 96* 31% | 42* 14% | 54* 17% | 154 50% | 53* 17% | 7** 2% | 251 81% |
| | | . | . | . | | . | ** | |
| GREETING CARDS | 101 33% 100% | 28 29% 28% | 8 19% 8% | 20 37% 20% | 51 33% 50% | 21 40% 21% | 1 13% 1% | 79 31% 78% |
| GIFTS (PARCELS) | 70 23% 100% | 23 24% 33% | 9 21% 13% | 14 26% 20% | 29 19% 42% | 18 33% 25% | 3 44% 5% | 52 21% 75% |
| PACKETS | 124 40% 100% | 44 45% 35% | 15 35% 12% | 29 53% 23% | 57 37% 46% | 23 43% 19% | 5 63% 4% | 100 40% 81% |
| OFFICIAL LETTERS | 106 34% 100% | 34 35% 32% | 16 38% 15% | 17 32% 16% | 52 34% 49% | 18 34% 17% | 3 37% 2% | 86 34% 81% |
| OTHER (WRITE IN) | 27 9% 100% | 7 7% 26% | 6 14% 21% | 1 2% 5% | 17 11% 65% | 2 5% 9% | - - - | 25 10% 91% |
| DON'T KNOW | 11 3% 100% | 1 1% 10% | 1 3% 10% | - - - | 7 5% 71% | - - - | - - - | 9 3% 81% |
| EITHER GIFTS (PARCELS) OR PACKETS | 158 51% 100% | 55 58% 35% | 20 48% 13% | 35 65% 22% | 72 46% 45% | 30 57% 19% | 6 84% 4% | 127 51% 80% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.4 WHAT TYPES OF MAIL DO YOU USE LARGE STAMPS FOR?

BASE : ALL THOSE WHO USE LARGE STAMPS

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|--------------------------------------|-------------------------|-----------------------|------------------|------------------|------------------|----------------|----------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 306 100% | 62 20% | 38 12% | 98 32% | 53 17% | 5 2% | 7 2% |
| WEIGHTED TOTAL | 309 100% | 58* 19% | 39* 13% | 103* 33% | 52* 17% | 5** 2% | 6** 2% |
| GREETING CARDS | 101 33% 100% B | 22 39% 22% | 6 15% 6% | 37 36% 37% | 13 26% 13% | 2 36% 2% | 1 15% 1% |
| GIFTS (PARCELS) | 70 23% 100% | 14 26% 20% | 9 23% 13% | 20 19% 28% | 9 18% 14% | 1 23% 2% | 3 52% 5% |
| PACKETS | 124 40% 100% | 30 52% 24% | 14 35% 11% | 35 34% 28% | 21 42% 17% | 3 64% 3% | 3 57% 3% |
| OFFICIAL LETTERS | 106 34% 100% | 17 30% 16% | 16 42% 15% | 35 34% 33% | 17 34% 16% | 2 36% 2% | 3 43% 2% |
| OTHER (WRITE IN) | 27 9% 100% | 1 2% 5% | 6 15% 21% | 12 12% 46% | 5 10% 19% | - - - | 2 6% 9% |
| DON'T KNOW | 11 3% 100% | - - - | 1 3% 10% | 6 6% 61% | 1 2% 10% | - - - | - - - |
| EITHER GIFTS (PARCELS) OR PACKETS | 158 51% 100% | 36 63% 23% | 19 49% 12% | 46 45% 29% | 26 50% 16% | 3 64% 2% | 5 81% 3% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.4 WHAT TYPES OF MAIL DO YOU USE LARGE STAMPS FOR?

BASE : ALL THOSE WHO USE LARGE STAMPS

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|--------------------------------------|--------------------|-----------------------|-----------------------|-----------------------|-------------------------|---------------------|-----------------------|----------------------|------------------------|----------------------|----------------------|------------------------|----------------------|--------------------|----------------------|--------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 306 100% | 41 13% | 54 18% | 57 19% | 78 25% | 30 10% | 46 15% | 11 4% | 31 10% | 25 8% | 40 13% | 47 15% | 28 9% | 44 14% | 57 19% | 23 8% |
| WEIGHTED TOTAL | 309 100% | 44* 14% | 52* 17% | 68* 22% | 87* 28% | 23** 7% | 35* 11% | 11** 3% | 39** 13% | 20** 6% | 48* 16% | 61* 20% | 21** 7% | 37* 12% | 55* 18% | 17** 5% |
| GREETING CARDS | 101 33% 100% | 8 19% 8% | 20 38% 19% C | 11 17% 11% | 40 46% 40% AC | 8 36% 8% | 14 38% 13% C | 3 29% 3% | 5 13% 5% | 7 34% 7% | 17 34% 16% | 24 39% 24% | 7 31% 7% | 8 22% 8% | 23 41% 22% | 9 50% 8% |
| GIFTS (PARCELS) | 70 23% 100% | 11 24% 15% | 11 21% 16% | 20 29% 28% | 14 16% 20% | 6 27% 9% | 8 23% 11% | 4 38% 6% | 13 32% 18% | 9 44% 12% | 8 17% 12% | 7 11% 10% | 4 20% 6% | 9 25% 13% | 15 26% 21% | 1 7% 2% |
| PACKETS | 124 40% 100% | 19 44% 16% | 21 41% 17% | 33 49% 27% D | 25 29% 21% | 13 55% 10% | 13 35% 10% | 5 43% 4% | 18 47% 15% | 8 42% 7% | 21 42% 17% | 19 31% 15% | 12 55% 10% | 16 42% 13% | 21 39% 17% | 5 29% 4% |
| OFFICIAL LETTERS | 106 34% 100% | 15 34% 14% | 16 31% 15% | 23 34% 22% | 36 41% 34% | 7 30% 6% | 9 26% 9% | 1 13% 1% | 16 40% 15% | 7 37% 7% | 16 33% 15% | 28 46% 26% | 5 23% 5% | 14 38% 13% | 15 28% 15% | 4 23% 4% |
| OTHER (WRITE IN) | 27 9% 100% | 6 13% 21% | 4 9% 16% | 5 7% 18% | 9 10% 32% | - - - | 3 9% 12% | 2 17% 7% | 1 3% 4% | 1 7% 5% | 5 10% 17% | 6 10% 23% | 1 3% 2% | 4 10% 14% | 6 11% 23% | 1 8% 5% |
| DON'T KNOW | 11 3% 100% | - - - | 1 2% 10% | 3 5% 33% | 4 5% 42% | - - - | 2 4% 15% | - - - | - - - | - - - | - - - | 7 11% 63% J | * 2% 4% | 1 3% 10% | 1 2% 13% | 1 6% 10% |
| EITHER GIFTS (PARCELS) OR PACKETS | 158 51% 100% | 27 60% 17% D | 26 50% 16% | 41 61% 26% D | 34 39% 21% | 14 60% 9% | 17 49% 11% | 8 73% 5% | 24 61% 15% | 13 65% 8% | 23 48% 15% | 22 36% 14% | 12 58% 8% | 21 57% 13% | 29 62% 18% | 6 33% 4% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.4 WHAT TYPES OF MAIL DO YOU USE LARGE STAMPS FOR?

BASE : ALL THOSE WHO USE LARGE STAMPS

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|--------------------------------------|-------------------------|---------------------|-----------------------|-----------------------|-------------------------|---------------------|-----------------------|----------------------|------------------------|----------------------|----------------------|------------------------|----------------------|--------------------|----------------------|--------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 306 100% | 41 13% | 54 18% | 57 19% | 78 25% | 30 10% | 46 15% | 11 4% | 31 10% | 25 8% | 40 13% | 47 15% | 28 9% | 44 14% | 57 19% | 23 8% |
| WEIGHTED TOTAL | 309 100% | 44* 14% | 52* 17% | 68* 22% | 87* 28% | 23** 7% | 35* 11% | 11** 3% | 39** 13% | 20** 6% | 48* 16% | 61* 20% | 21** 7% | 37* 12% | 55* 18% | 17** 5% |
| GREETING CARDS | 101 33% 100% C | 8 19% 8% | 20 38% 19% | 11 17% 11% | 40 46% 40% P | 8 36% 8% | 14 38% 13% | 3 29% 3% | 5 13% 5% | 7 34% 7% | 17 34% 16% | 24 39% 24% | 7 31% 7% | 8 22% 8% | 23 41% 22% | 9 50% 8% |
| GIFTS (PARCELS) | 70 23% 100% | 11 24% 15% | 11 21% 16% | 20 29% 28% | 14 16% 20% | 6 27% 9% | 8 23% 11% | 4 38% 6% | 13 32% 18% | 9 44% 12% | 8 17% 12% | 7 11% 10% | 4 20% 6% | 9 25% 13% | 15 26% 21% | 1 7% 2% |
| PACKETS | 124 40% 100% | 19 44% 16% | 21 41% 17% | 33 49% 27% | 25 29% 21% | 13 55% 10% | 13 35% 10% | 5 43% 4% | 18 47% 15% | 8 42% 7% | 21 42% 17% | 19 31% 15% | 12 55% 10% | 16 42% 13% | 21 39% 17% | 5 29% 4% |
| OFFICIAL LETTERS | 106 34% 100% | 15 34% 14% | 16 31% 15% | 23 34% 22% | 36 41% 34% | 7 30% 6% | 9 26% 9% | 1 13% 1% | 16 40% 15% | 7 37% 7% | 16 33% 15% | 28 46% 26% | 5 23% 9% | 14 38% 13% | 15 28% 15% | 4 23% 4% |
| OTHER (WRITE IN) | 27 9% 100% | 6 13% 21% | 4 9% 16% | 5 7% 18% | 9 10% 32% | - - - | 3 9% 12% | 2 17% 7% | 1 3% 4% | 1 5% 5% | 5 10% 17% | 6 10% 23% | 1 3% 2% | 4 10% 14% | 6 11% 23% | 1 8% 5% |
| DON'T KNOW | 11 3% 100% | - - - | 1 2% 10% | 3 5% 33% | 4 5% 42% | - - - | 2 4% 15% | - - - | - - - | - - - | - - - | 7 11% 63% | * 2% 4% | 1 3% 10% | 1 2% 13% | 1 6% 10% |
| EITHER GIFTS (PARCELS) OR PACKETS | 158 51% 100% | 27 60% 17% | 26 50% 16% | 41 61% 26% | 34 39% 21% | 14 60% 9% | 17 49% 11% | 8 73% 5% | 24 61% 15% | 13 65% 8% | 23 48% 15% | 22 36% 14% | 12 58% 8% | 21 57% 13% | 29 52% 18% | 6 33% 4% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O

* SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.4 WHAT TYPES OF MAIL DO YOU USE LARGE STAMPS FOR?

BASE : ALL THOSE WHO USE LARGE STAMPS

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|-----------------------------------|--------------------|-----------------------------|----------------------------|-----------------|--|-------------------|-------------------|-----------------|------------------------------------|-----------------------|---------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 306 100% | 48 16% | 258 84% | 11 4% | 257 84% | 49 16% | 15 5% | 28 9% | 261 85% | 30 10% | 17 6% |
| WEIGHTED TOTAL | 309 100% | 40* 13% | 269 87% | 11** 4% | 267 86% | 42* 14% | 13** 4% | 23** 8% | 272 88% | 25** 8% | 14** 4% |
| GREETING CARDS | 101 33% 100% | 13 32% 13% | 89 33% 87% | 2 19% 2% | 88 33% 87% | 13 31% 13% | 5 38% 5% | 6 25% 6% | 90 33% 89% | 6 26% 6% | 5 38% 5% |
| GIFTS (PARCELS) | 70 23% 100% | 11 28% 16% | 59 22% 84% | 3 25% 4% | 63 24% 90% | 7 16% 10% | 2 18% 3% | 6 27% 9% | 62 23% 88% | 6 25% 9% | 2 16% 3% |
| PACKETS | 124 40% 100% | 19 46% 15% | 105 39% 85% | 7 57% 5% | 108 40% 87% | 16 39% 13% | 5 36% 4% | 11 47% 9% | 109 40% 87% | 11 45% 9% | 5 33% 4% |
| OFFICIAL LETTERS | 106 34% 100% | 14 34% 13% | 93 34% 87% | 3 28% 3% | 95 36% 90% | 11 26% 10% | 3 21% 3% | 5 22% 5% | 98 36% 92% | 6 24% 6% | 3 25% 3% |
| OTHER (WRITE IN) | 27 9% 100% | 2 5% 7% | 25 9% 93% | 1 12% 5% | 24 9% 90% | 3 6% 10% | 2 14% 6% | 1 4% 3% | 24 9% 90% | 1 4% 3% | 2 13% 6% |
| DON'T KNOW | 11 3% 100% | 1 3% 10% | 9 4% 90% | - - - | 7 3% 71% | 3 7% 29% | - - - | 2 9% 19% | 9 3% 81% | 2 8% 19% | - - - |
| EITHER GIFTS (PARCELS) OR PACKETS | 158 51% 100% | 23 57% 14% | 135 50% 86% | 8 70% 5% | 138 52% 87% | 20 47% 13% | 6 47% 4% | 14 40% 9% | 138 51% 87% | 14 57% 9% | 6 43% 4% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.4 WHAT TYPES OF MAIL DO YOU USE LARGE STAMPS FOR?

BASE : ALL THOSE WHO USE LARGE STAMPS

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--------------------------------------|--------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 306 100% | 48 16% | 258 84% | 11 4% | 257 84% | 49 16% | 15 5% | 28 9% | 261 85% | 30 10% | 17 6% |
| WEIGHTED TOTAL | 309 100% | 40* 13% | 269 87% | 11** 4% | 267 86% | 42* 14% | 13** 4% | 23** 8% | 272 88% | 25** 8% | 14** 4% |
| GREETING CARDS | 101 33% 100% | 13 32% 13% | 89 33% 87% | 2 19% 2% | 88 33% 87% | 13 31% 13% | 5 38% 5% | 6 25% 6% | 90 33% 89% | 6 26% 6% | 5 38% 5% |
| GIFTS (PARCELS) | 70 23% 100% | 11 28% 16% | 59 22% 84% | 3 25% 4% | 63 24% 90% | 7 16% 10% | 2 18% 3% | 6 27% 9% | 62 23% 88% | 6 25% 9% | 2 16% 3% |
| PACKETS | 124 40% 100% | 19 46% 15% | 105 39% 85% | 7 57% 5% | 108 40% 87% | 16 39% 13% | 5 36% 4% | 11 47% 9% | 109 40% 87% | 11 45% 9% | 5 33% 4% |
| OFFICIAL LETTERS | 106 34% 100% | 14 34% 13% | 93 34% 87% | 3 28% 3% | 95 36% 90% | 11 25% 10% | 3 21% 3% | 5 22% 5% | 98 36% 92% | 6 24% 6% | 3 25% 3% |
| OTHER (WRITE IN) | 27 9% 100% | 2 5% 7% | 25 9% 93% | 1 12% 5% | 24 9% 90% | 3 6% 10% | 2 14% 6% | 1 4% 3% | 24 9% 90% | 1 4% 3% | 2 13% 6% |
| DON'T KNOW | 11 3% 100% | 1 3% 10% | 9 4% 90% | - - - | 7 3% 71% | 3 7% 29% | - - - | 2 9% 19% | 9 3% 81% | 2 8% 19% | - - - |
| EITHER GIFTS (PARCELS) OR PACKETS | 158 51% 100% | 23 57% 14% | 135 50% 86% | 8 70% 5% | 138 52% 87% | 20 47% 13% | 6 47% 4% | 14 40% 9% | 138 51% 87% | 14 57% 9% | 6 43% 4% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.4 WHAT TYPES OF MAIL DO YOU USE LARGE STAMPS FOR?

BASE : ALL THOSE WHO USE LARGE STAMPS

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|--------------------------------------|--------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 306 100% | 91 30% | 4 1% | 119 39% | 16 5% | 47 15% | 29 9% | 55 18% | 12 4% | 105 34% | 10 3% | 97 32% | 27 9% |
| WEIGHTED TOTAL | 309 100% | 92* 30% | 4** 1% | 139 45% | 16** 5% | 36* 12% | 22** 7% | 59* 19% | 11** 3% | 122* 39% | 9** 3% | 87* 28% | 23** 7% |
| GREETING CARDS | 101 33% 100% | 27 29% 26% | 1 23% 1% | 46 33% 45% | 6 39% 6% | 16 45% 16% | 6 28% 6% | 13 22% 13% | 2 18% 2% | 46 38% 45% | 1 15% 1% | 30 34% 29% | 10 43% 10% |
| GIFTS (PARCELS) | 70 23% 100% | 22 24% 31% | - - - | 33 24% 48% | 1 4% 1% | 8 22% 11% | 6 28% 9% | 22 37% 31% | 3 33% 5% | 18 15% 26% | 2 18% 2% | 23 27% 33% | 2 8% 3% |
| PACKETS | 124 40% 100% | 38 41% 31% | 3 63% 2% | 54 39% 43% | 5 30% 4% | 16 45% 13% | 9 41% 7% | 27 46% 22% | 4 40% 3% | 47 39% 38% | 4 44% 3% | 34 39% 27% | 8 36% 7% |
| OFFICIAL LETTERS | 106 34% 100% | 30 32% 28% | 2 37% 2% | 56 40% 52% | 4 23% 3% | 10 28% 10% | 6 27% 6% | 20 34% 19% | 4 39% 4% | 47 39% 44% | 2 19% 2% | 28 32% 27% | 5 23% 5% |
| OTHER (WRITE IN) | 27 9% 100% | 10 11% 38% | - - - | 13 9% 46% | 1 6% 3% | 2 5% 6% | 2 8% 6% | 4 8% 13% | 1 8% 3% | 11 9% 42% | - - - | 9 11% 35% | 2 8% 6% |
| DON'T KNOW | 11 3% 100% | 1 1% 10% | - - - | 6 4% 56% | 2 13% 19% | 1 5% 4% | 1 5% 10% | - - - | - - - | 5 4% 48% | 2 22% 19% | 2 3% 23% | 1 5% 10% |
| EITHER GIFTS (PARCELS) OR PACKETS | 158 51% 100% | 50 54% 31% | 3 63% 2% | 70 50% 44% | 5 30% 3% | 18 51% 12% | 13 56% 8% | 37 64% 24% | 7 67% 5% | 54 44% 34% | 4 44% 3% | 47 54% 30% | 9 39% 6% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.4 WHAT TYPES OF MAIL DO YOU USE LARGE STAMPS FOR?

BASE : ALL THOSE WHO USE LARGE STAMPS

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|--------------------------------------|--------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 306 100% | 91 30% | 4 1% | 119 39% | 16 5% | 47 15% | 29 9% | 55 18% | 12 4% | 105 34% | 10 3% | 97 32% | 27 9% |
| WEIGHTED TOTAL | 309 100% | 92* 30% | 4** 1% | 139 45% | 16** 5% | 36* 12% | 22** 7% | 59* 19% | 11** 3% | 122* 39% | 9** 3% | 87* 28% | 23** 7% |
| GREETING CARDS | 101 33% 100% | 27 29% 26% | 1 23% 1% | 46 33% 45% | 6 39% 6% | 16 45% 16% | 6 28% 6% | 13 22% 13% | 2 18% 2% | 46 38% 45% | 1 15% 1% | 30 34% 29% | 10 43% 10% |
| GIFTS (PARCELS) | 70 23% 100% | 22 24% 31% | - - - | 33 24% 48% | 1 4% 1% | 8 22% 11% | 6 28% 9% | 22 37% 31% M | 3 33% 5% | 18 15% 26% | 2 18% 2% | 23 27% 33% | 2 8% 3% |
| PACKETS | 124 40% 100% | 38 41% 31% | 3 63% 2% | 54 39% 43% | 5 30% 4% | 16 45% 13% | 9 41% 7% | 27 46% 22% | 4 40% 3% | 47 39% 38% | 4 44% 3% | 34 39% 27% | 8 36% 7% |
| OFFICIAL LETTERS | 106 34% 100% | 30 32% 28% | 2 37% 2% | 56 40% 52% | 4 23% 3% | 10 28% 10% | 6 27% 6% | 20 34% 19% | 4 39% 4% | 47 39% 44% | 2 19% 2% | 28 32% 27% | 5 23% 5% |
| OTHER (WRITE IN) | 27 9% 100% | 10 11% 38% | - - - | 13 9% 46% | 1 6% 3% | 2 5% 6% | 2 8% 6% | 4 8% 13% | 1 8% 3% | 11 9% 42% | - - - | 9 11% 35% | 2 8% 6% |
| DON'T KNOW | 11 3% 100% | 1 1% 10% | - - - | 6 4% 56% | 2 13% 19% | 1 5% 4% | 1 5% 10% | - - - | - - - | 5 4% 48% | 2 22% 19% | 2 3% 23% | 1 5% 10% |
| EITHER GIFTS (PARCELS) OR PACKETS | 158 51% 100% | 50 54% 31% | 3 63% 2% | 70 50% 44% | 5 30% 3% | 18 51% 12% | 13 56% 8% | 37 64% 24% | 7 67% 5% | 54 44% 34% | 4 44% 3% | 47 54% 30% | 9 39% 6% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.4 WHAT TYPES OF MAIL DO YOU USE LARGE STAMPS FOR?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|-------------------------|------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------------------------------|------------------------|-----------------------|------------------------|------------------------|----------------------|----------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 101 3% 100% | 3 1% 3% | 12 2% 12% | 28 4% 27% AG | 20 3% 19% AG | 22 4% 22% AG | 14 4% 14% AG | 3 1% 3% | 15 1% 15% | 69 4% 68% H | 17 2% 17% | 15 1% 15% | 47 4% 47% K | 39 3% 39% K |
| 70 2% 100% | 10 2% 15% | 15 3% 21% D | 14 2% 20% | 5 1% 8% | 14 3% 19% D | 7 2% 9% | 5 1% 7% | 25 2% 36% | 33 2% 47% | 11 2% 16% | 25 2% 36% | 20 2% 28% | 25 2% 36% |
| 124 3% 100% | 16 3% 13% G | 16 3% 13% G | 30 5% 24% G | 21 3% 17% G | 23 4% 18% G | 18 4% 14% G | 2 1% 1% | 31 3% 26% | 74 4% 59% | 19 3% 16% | 31 3% 25% | 51 4% 41% | 42 3% 34% |
| 106 3% 100% | 10 2% 9% | 14 3% 13% | 27 4% 25% G | 22 4% 21% G | 21 4% 20% G | 7 2% 7% | 4 1% 4% | 24 2% 23% | 70 4% 66% HJ | 12 2% 11% | 24 2% 23% | 49 4% 46% | 33 3% 31% |
| 27 1% 100% | - - - | 4 1% 16% | 4 1% 16% | 7 1% 26% A | 7 1% 25% A | 1 5% 11% | 3 1% 11% | 4 1% 16% | 18 1% 67% | 4 1% 16% | 4 1% 16% | 11 1% 42% | 11 1% 41% |
| 11 1% 100% | - - - | - - - | 6 1% 55% B | 1 1% 12% | 2 2% 23% | - - - | 1 1% 10% | - - - | 9 1% 90% H | 1 1% 10% | - - - | 7 1% 67% K | 3 3% 33% |
| 3294 91% 100% | 454 94% 14% CE | 522 93% 16% C | 586 88% 18% | 557 91% 17% | 481 89% 15% | 362 91% 11% | 332 96% 10% CDE F | 976 93% 30% I | 1624 90% 49% | 694 93% 21% I | 976 93% 30% L | 1143 90% 35% | 1175 91% 36% |
| 158 4% 100% | 20 4% 12% | 25 4% 16% G | 34 5% 22% G | 23 4% 15% | 30 6% 19% G | 20 5% 12% G | 6 2% 4% | 45 4% 28% | 87 5% 55% | 26 3% 16% | 45 4% 28% | 58 5% 36% | 56 4% 35% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.4 WHAT TYPES OF MAIL DO YOU USE LARGE STAMPS FOR?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (N) | AGE | | | | | | | | | | | | |
|---------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|------------------------|-------------------|--------------------|-------------------|-------------------|--------------------|--------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 101 3% 100% AGHK | 3 1% 3% | 12 2% 12% | 28 4% 27% | 20 3% 19% | 22 4% 22% | 14 4% 14% | 3 1% 3% | 15 1% 15% | 69 4% 68% | 17 2% 17% | 15 1% 15% | 47 4% 47% | 39 3% 39% |
| 70 2% 100% | 10 2% 15% | 15 3% 21% | 14 2% 20% | 5 1% 8% | 14 3% 19% | 7 2% 9% | 5 1% 7% | 25 2% 36% | 33 2% 47% | 11 2% 16% | 25 2% 36% | 20 2% 28% | 25 2% 36% |
| 124 3% 100% G | 16 3% 13% | 16 3% 13% | 30 5% 24% | 21 3% 17% | 23 4% 18% | 18 4% 14% | 2 1% 1% | 31 3% 25% | 74 4% 59% | 19 3% 16% | 31 3% 25% | 51 4% 41% | 42 3% 34% |
| 106 3% 100% J | 10 2% 9% | 14 3% 13% | 27 4% 25% | 22 4% 21% | 21 4% 20% | 7 2% 7% | 4 1% 4% | 24 2% 23% | 70 4% 66% | 12 2% 11% | 24 2% 23% | 49 4% 46% | 33 3% 31% |
| 27 1% 100% | - - - | 4 1% 16% | 4 1% 16% | 7 1% 26% | 7 1% 25% | 1 1% 11% | 3 1% 11% | 4 1% 16% | 18 1% 67% | 4 1% 16% | 4 1% 16% | 11 1% 42% | 11 1% 41% |
| 11 - 100% | - - - | - - - | 6 1% 55% | 1 1% 12% | 2 2% 23% | - - - | 1 1% 10% | - - - | 9 1% 90% | 1 1% 10% | - - - | 7 1% 67% | 3 1% 33% |
| 3294 91% 100% C | 454 94% 14% | 522 93% 16% | 586 88% 18% | 557 91% 17% | 481 89% 15% | 362 91% 11% | 332 96% 10% N | 976 93% 30% | 1624 90% 49% | 694 93% 21% | 976 93% 30% | 1143 90% 35% | 1175 91% 36% |
| 158 4% 100% G | 20 4% 12% | 25 4% 16% | 34 5% 22% | 23 4% 15% | 30 6% 19% | 20 5% 12% | 6 2% 4% | 45 4% 28% | 87 5% 55% | 26 3% 16% | 45 4% 28% | 58 5% 36% | 56 4% 35% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.4 WHAT TYPES OF MAIL DO YOU USE LARGE STAMPS FOR?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEX | | SEX/AGE | | | | | |
|--------------------------------------|---------------------|--------------------|----------------------|------------------------|------------------------|------------------------|------------------------|-----------------------------|------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| GREETING CARDS | 101 3% 100% | 28 2% 28% | 74 4% 72% A | 5 1% 5% | 11 2% 11% | 11 2% 11% | 10 2% 10% | 36 6% 35% CDE F | 28 4% 28% |
| GIFTS (PARCELS) | 70 2% 100% | 37 2% 53% | 33 2% 47% | 15 3% 22% | 12 2% 16% | 10 2% 14% | 10 2% 14% | 8 1% 12% | 15 2% 21% |
| PACKETS | 124 3% 100% | 65 4% 52% | 59 3% 48% | 23 4% 19% F | 22 4% 18% | 20 3% 16% | 8 2% 7% | 29 4% 23% F | 22 3% 18% |
| OFFICIAL LETTERS | 106 3% 100% | 45 3% 42% | 61 3% 58% | 12 2% 12% | 16 3% 15% | 17 3% 16% | 12 2% 11% | 33 6% 31% CDF H | 17 2% 16% |
| OTHER (WRITE IN) | 27 1% 100% | 11 1% 39% | 17 1% 61% | 1 * 4% | 4 1% 16% | 5 1% 19% | 3 1% 12% | 7 1% 26% | 6 1% 23% |
| DON'T KNOW | 11 * 100% | 3 * 33% | 7 * 67% | - * - | 3 1% 33% | - * - | - * - | 4 1% 34% | 3 * 33% |
| DON'T USE LARGE STAMPS | 3294 91% 100% | 1591 92% 48% | 1703 91% 52% | 481 93% 15% G | 578 93% 18% G | 531 91% 16% G | 495 94% 15% G | 564 87% 17% | 643 92% 20% G |
| EITHER GIFTS (PARCELS) OR PACKETS | 158 4% 100% | 81 5% 52% | 77 4% 48% | 29 6% 18% | 26 4% 17% | 26 5% 17% | 16 3% 10% | 31 5% 20% | 29 4% 19% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.4 WHAT TYPES OF MAIL DO YOU USE LARGE STAMPS FOR?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|--------------------------------------|--------------------------|--------------------|--------------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| GREETING CARDS | 101 3% 100% AC | 28 2% 28% | 74 4% 72% | 5 1% 5% | 11 2% 11% | 11 2% 11% | 10 2% 10% | 36 6% 35% | 28 4% 28% |
| GIFTS (PARCELS) | 70 2% 100% | 37 2% 53% | 33 2% 47% | 15 3% 22% | 12 2% 16% | 10 2% 14% | 10 2% 14% | 8 1% 12% | 15 2% 21% |
| PACKETS | 124 3% 100% F | 65 4% 52% | 59 3% 48% | 23 4% 19% | 22 4% 18% | 20 3% 16% | 8 2% 7% | 29 4% 23% | 22 3% 18% |
| OFFICIAL LETTERS | 106 3% 100% | 45 3% 42% | 61 3% 58% | 12 2% 12% | 16 3% 15% | 17 3% 16% | 12 2% 11% | 33 5% 31% | 17 2% 16% |
| OTHER (WRITE IN) | 27 1% 100% | 11 1% 39% | 17 1% 61% | 1 4% | 4 1% 16% | 5 1% 19% | 3 1% 12% | 7 1% 26% | 6 1% 23% |
| DON'T KNOW | 11 1% 100% | 3 3% 33% | 7 4% 67% | - - - | 3 1% 33% | - - - | - - - | 4 1% 34% | 3 3% 33% |
| DON'T USE LARGE STAMPS | 3294 91% 100% G | 1591 92% 48% | 1703 91% 52% | 481 93% 15% | 578 93% 18% | 531 91% 16% | 495 94% 15% | 564 87% 17% | 643 92% 20% |
| EITHER GIFTS (PARCELS) OR PACKETS | 158 4% 100% | 81 5% 52% | 77 4% 48% | 29 6% 18% | 26 4% 17% | 26 5% 17% | 16 3% 10% | 31 5% 20% | 29 4% 19% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.4 WHAT TYPES OF MAIL DO YOU USE LARGE STAMPS FOR?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|--|---------------------|--------------------------|-----------------------------|-----------------------|-------------------------|------------------------------|--------------------------|-----------------------|-------------------------|-------------------------|--------------------|---------------------|------------------------------------|------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| | | . | | | | | | | | | | | . | | | |
| | 101 3% 100% | 4 4% 4% | 24 4% 23% | 32 3% 32% | 19 3% 19% | 10 2% 10% | 12 2% 11% | 28 4% 27% | 52 3% 51% | 22 2% 22% | 91 3% 90% | 8 3% 8% | - - - | 2 1% 2% | 85 3% 83% | 6 2% 6% |
| | 70 2% 100% | 2 2% 3% | 20 3% 28% CF | 16 1% 22% | 18 2% 26% | 8 2% 17% | 7 1% 10% | 22 3% 31% I | 34 2% 49% | 14 1% 20% | 59 2% 85% | 8 2% 17% | 1 1% 2% | 2 1% 3% | 55 2% 78% | 9 3% 12% |
| | 124 3% 100% | 5 4% 4% | 36 6% 29% DE F | 37 3% 30% | 21 3% 17% | 12 3% 9% | 13 2% 11% | 41 5% 33% HI | 58 3% 47% | 25 2% 20% | 110 4% 89% | 8 2% 6% | 4 4% 3% | 3 2% 2% | 97 3% 78% | 13 4% 10% |
| | 106 3% 100% | 9 8% 9% DE F | 22 4% 21% F | 44 4% 41% DF | 15 2% 14% | 9 2% 9% | 7 1% 6% | 31 4% 29% I | 59 3% 56% I | 16 2% 15% | 87 3% 81% | 14 4% 13% | 2 2% 2% | 3 2% 3% | 92 3% 86% | 8 3% 7% |
| | 27 1% 100% | 2 2% 8% | 8 1% 30% | 10 1% 37% | 3 1% 13% | 2 1% 6% | 2 1% 7% | 10 1% 38% I | 13 1% 50% | 3 1% 12% | 26 1% 95% | - - - | - - - | 1 1% 5% | 23 1% 84% | 2 1% 7% |
| | 11 - 100% | - - - | 1 10% | 6 1% 62% | 1 1% 14% | - - - | 2 15% | 1 10% | 8 76% | 2 15% | 9 83% | 2 17% | - - - | - - - | 9 90% | 1 10% |
| | 3294 91% 100% | 101 86% 3% | 555 88% 17% | 980 91% 30% | 709 93% 22% AB | 439 94% 13% AB C | 509 94% 15% ABC | 656 87% 20% | 1689 92% 51% G | 948 94% 29% GH | 2757 91% 84% | 287 92% 9% | 95 94% 3% | 155 94% 5% | 2806 91% 85% | 271 92% 8% |
| | 158 4% 100% | 6 5% 4% | 46 7% 29% CD EF | 45 4% 28% | 30 4% 19% | 15 3% 10% | 15 3% 10% | 52 7% 33% HI | 75 5% 47% | 31 3% 20% | 139 5% 88% | 12 4% 8% | 4 4% 2% | 4 2% 2% | 127 4% 80% | 15 5% 9% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.4 WHAT TYPES OF MAIL DO YOU USE LARGE STAMPS FOR?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|----------------------------|-------------------------|------------------------|-----------------------|-------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 101 3% 100% | 28 3% 28% | 8 1% 8% | 20 5% 20% ABDG | 51 3% 50% B | 21 4% 21% B | 1 1% 1% | 79 3% 78% B |
| 70 2% 100% | 23 2% 33% | 9 1% 13% | 14 4% 20% BDG | 29 2% 42% | 18 3% 25% D | 3 3% 5% | 52 2% 75% |
| 124 3% 100% | 44 4% 35% B | 15 2% 12% | 29 8% 23% ABDEG | 57 3% 46% | 23 4% 19% | 5 4% 4% | 100 3% 81% |
| 106 3% 100% | 34 3% 32% | 16 2% 15% | 17 5% 16% | 52 3% 49% | 18 3% 17% | 3 2% 2% | 86 3% 81% |
| 27 1% 100% | 7 1% 26% | 6 1% 21% | 1 5% | 17 1% 65% | 2 9% | - - | 25 1% 91% |
| 11 - 100% | 1 - 10% | 1 - 10% | - - | 7 71% | - - | - - | 9 - 81% |
| 3294 91% 100% | 956 91% 29% C | 630 94% 19% AC | 326 86% 10% ABDEG | 1738 92% 53% C | 541 91% 16% C | 106 94% 3% C | 2694 91% 82% C |
| 158 4% 100% | 55 5% 35% B | 20 3% 13% | 35 9% 22% ABDEG | 72 4% 45% | 30 5% 19% | 6 5% 4% | 127 4% 80% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.4 WHAT TYPES OF MAIL DO YOU USE LARGE STAMPS FOR?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | UK GEOGRAPHICS GROUPS | | | | | |
|--------------------------------------|---------------------|------------------------|------------------------|-------------------------|------------------------|-----------------|-----------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| GREETING CARDS | 101 3% 100% | 22 5% 22% BD | 6 1% 6% | 37 3% 37% B | 13 2% 13% | 2 3% 2% | 1 1% 1% |
| GIFTS (PARCELS) | 70 2% 100% | 14 3% 20% | 9 2% 13% | 20 2% 28% | 9 1% 14% | 1 2% 2% | 3 4% 5% |
| PACKETS | 124 3% 100% | 30 6% 24% BCD | 14 2% 11% | 35 3% 28% | 21 3% 17% | 3 5% 3% | 3 4% 3% |
| OFFICIAL LETTERS | 106 3% 100% | 17 4% 16% | 16 3% 15% | 35 3% 33% | 17 3% 16% | 2 3% 2% | 3 3% 2% |
| OTHER (WRITE IN) | 27 1% 100% | 1 5% | 6 21% | 12 1% 46% | 5 1% 19% | - - - | 2 1% 9% |
| DON'T KNOW | 11 - 100% | - - | 1 10% | 6 1% 61% | 1 10% | - - | - - |
| DON'T USE LARGE STAMPS | 3294 91% 100% | 410 88% 12% | 547 93% 17% A | 1110 92% 34% A | 628 92% 19% A | 57 92% 2% | 79 93% 2% |
| EITHER GIFTS (PARCELS) OR PACKETS | 158 4% 100% | 36 8% 23% BCD | 19 3% 12% | 46 4% 29% | 26 4% 16% | 3 5% 2% | 5 6% 3% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.4 WHAT TYPES OF MAIL DO YOU USE LARGE STAMPS FOR?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|--|---------------------------|--------------------|----------------------|-------------------|-------------------|-------------------|-------------------|----------------------|--------------------|------------------------|--------------------|---------------------|------------------------------------|------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| | | . | | | | | | | | | | | . | | | |
| | 101 3% 100% | 4 4% 4% | 24 4% 23% | 32 3% 32% | 19 3% 19% | 10 2% 10% | 12 2% 11% | 28 4% 27% | 52 3% 51% | 22 2% 22% | 91 3% 90% | 8 3% 8% | - 3% - | 2 1% 2% | 85 3% 83% | 6 2% 6% |
| | 70 2% 100% | 2 2% 3% | 20 3% 28% | 16 1% 22% | 18 2% 26% | 8 2% 11% | 7 1% 10% | 22 3% 31% | 34 2% 49% | 14 1% 20% | 59 2% 85% | 8 2% 11% | 1 1% 2% | 2 1% 3% | 55 2% 78% | 9 3% 12% |
| | 124 3% 100% | 5 4% 4% | 36 6% 29% 1 | 37 3% 30% | 21 3% 17% | 12 3% 9% | 13 2% 11% | 41 5% 33% 1 | 58 3% 47% | 25 2% 20% | 110 3% 89% | 8 2% 6% | 4 4% 3% | 3 2% 2% | 97 3% 78% | 13 4% 10% |
| | 106 3% 100% FI | 9 8% 8% 1 | 22 4% 21% | 44 4% 41% | 15 2% 14% | 9 2% 9% | 7 1% 6% | 31 4% 29% | 59 3% 56% | 16 2% 15% | 87 3% 81% | 14 4% 13% | 2 2% 2% | 3 2% 3% | 92 3% 86% | 8 3% 7% |
| | 27 1% 100% | 2 2% 8% | 8 1% 30% | 10 1% 37% | 3 1% 13% | 2 2% 6% | 2 2% 7% | 10 1% 38% | 13 1% 50% | 3 3% 12% | 26 1% 95% | - - - | - - - | 1 1% 5% | 23 1% 84% | 2 1% 7% |
| | 11 - 100% | - - - | 1 10% | 6 1% 62% | 1 1% 14% | - - - | 2 2% 15% | 1 1% 10% | 8 8% 76% | 2 2% 15% | 9 9% 83% | 2 1% 17% | - - - | - - - | 9 9% 90% | 1 1% 10% |
| | 3294 91% 100% BG | 101 86% 3% | 555 88% 17% | 980 91% 30% | 709 93% 22% | 439 94% 13% | 509 94% 15% | 656 87% 20% | 1689 92% 51% | 948 94% 29% 1 | 2757 91% 84% | 287 92% 9% | 95 94% 3% | 155 94% 5% | 2806 91% 85% | 271 92% 8% |
| | 158 4% 100% | 6 5% 4% | 46 7% 20% 1 | 45 4% 28% | 30 4% 19% | 15 3% 10% | 15 3% 10% | 52 7% 33% 1 | 75 4% 47% | 31 3% 20% | 139 5% 88% | 12 4% 8% | 4 4% 2% | 4 2% 2% | 127 4% 80% | 15 5% 9% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.4 WHAT TYPES OF MAIL DO YOU USE LARGE STAMPS FOR?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|--------------------------|----------------------------------|---|-----------------------|--------------------|-------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 101 3% 100% B | 28 3% 28% | 8 1% 8% | 20 5% 20% H | 51 3% 50% | 21 4% 21% | 1 1% 1% | 79 3% 78% |
| 70 2% 100% | 23 2% 33% | 9 1% 13% | 14 4% 20% H | 29 2% 42% | 18 3% 25% | 3 3% 5% | 52 2% 75% |
| 124 3% 100% | 44 4% 35% | 15 2% 12% | 29 8% 23% H | 57 3% 46% | 23 4% 19% | 5 4% 4% | 100 3% 81% |
| 106 3% 100% | 34 3% 32% | 16 2% 15% | 17 5% 16% | 52 3% 49% | 18 3% 17% | 3 2% 2% | 86 3% 81% |
| 27 1% 100% | 7 1% 26% | 6 1% 21% | 1 5% 5% | 17 1% 65% | 2 9% 9% | - - - | 25 1% 91% |
| 11 - 100% | 1 - 10% | 1 - 10% | - - - | 7 - 71% | - - - | - - - | 9 - 81% |
| 3294 91% 100% C | 956 91% 29% | 630 94% 19% | 326 86% 10% | 1738 92% 53% | 541 91% 16% | 106 94% 3% | 2694 91% 82% |
| 158 4% 100% | 55 5% 35% | 20 3% 13% | 35 9% 22% H | 72 4% 45% | 30 5% 19% | 6 5% 4% | 127 4% 80% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.4 WHAT TYPES OF MAIL DO YOU USE LARGE STAMPS FOR?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|--------------------------------------|--------------------------|-----------------------|-------------------|--------------------|-------------------|-----------------|-----------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| GREETING CARDS | 101 3% 100% B | 22 5% 22% H | 6 1% 6% | 37 3% 37% | 13 2% 13% | 2 3% 2% | 1 1% 1% |
| GIFTS (PARCELS) | 70 2% 100% | 14 3% 20% | 9 2% 13% | 20 2% 28% | 9 1% 14% | 1 2% 2% | 3 4% 5% |
| PACKETS | 124 3% 100% | 30 6% 24% H | 14 2% 11% | 35 3% 28% | 21 3% 17% | 3 5% 3% | 3 4% 3% |
| OFFICIAL LETTERS | 106 3% 100% | 17 4% 16% | 16 3% 15% | 35 3% 33% | 17 3% 16% | 2 3% 2% | 3 3% 2% |
| OTHER (WRITE IN) | 27 1% 100% | 1 5% | 6 21% | 12 1% 46% | 5 1% 19% | - - - | 2 1% 9% |
| DON'T KNOW | 11 - 100% | - - | 1 10% | 6 1% 61% | 1 1% 10% | - - - | - - - |
| DON'T USE LARGE STAMPS | 3294 91% 100% A | 410 88% 12% | 547 93% 17% | 1110 92% 34% | 628 92% 19% | 57 92% 2% | 79 93% 2% |
| EITHER GIFTS (PARCELS) OR PACKETS | 158 4% 100% | 36 8% 23% H | 19 3% 12% | 46 4% 29% | 26 4% 16% | 3 5% 2% | 5 6% 3% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.4 WHAT TYPES OF MAIL DO YOU USE LARGE STAMPS FOR?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|--------------------------------------|---------------------|------------------------|-------------------------|-------------------------|-------------------------|--------------------------|--------------------------|-----------------------|-------------------------|-------------------------|-------------------------|------------------------|-----------------------|------------------------|------------------------|----------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| GREETING CARDS | 101 3% 100% | 8 2% 8% | 20 5% 19% ACEF | 11 1% 11% | 40 4% 40% CE | 8 2% 8% | 14 2% 13% | 3 2% 3% | 5 1% 5% | 7 2% 7% | 17 6% 16% HIO | 24 3% 24% H | 7 2% 7% | 8 3% 8% | 23 4% 22% H | 9 2% 8% |
| GIFTS (PARCELS) | 70 2% 100% | 11 3% 15% | 11 3% 16% | 20 2% 28% | 14 2% 20% | 6 1% 9% | 8 1% 11% | 4 3% 6% O | 13 2% 18% O | 9 3% 12% O | 8 3% 12% O | 7 1% 10% | 4 2% 6% | 9 3% 13% KO | 15 2% 21% O | 1 2% 2% |
| PACKETS | 124 3% 100% | 19 5% 16% F | 21 6% 17% DF | 33 4% 27% | 25 3% 21% | 13 3% 10% | 13 2% 10% | 5 3% 4% | 18 3% 15% | 8 2% 7% | 21 7% 17% HIKO | 19 3% 15% | 12 4% 10% O | 16 5% 13% O | 21 4% 17% O | 5 1% 4% |
| OFFICIAL LETTERS | 106 3% 100% | 15 4% 14% EF | 16 4% 15% EF | 23 3% 22% | 36 4% 34% EF | 7 2% 6% | 9 2% 9% | 1 1% 1% | 16 3% 15% | 7 2% 7% | 16 5% 15% GLO | 28 4% 26% O | 5 2% 5% | 14 5% 13% GLO | 15 3% 15% | 4 1% 4% |
| OTHER (WRITE IN) | 27 1% 100% | 6 2% 21% E | 4 1% 16% E | 5 1% 18% | 9 1% 32% E | - - - | 3 1% 12% | 2 1% 7% | 1 4% | 1 5% | 5 2% 17% | 6 1% 23% | 1 2% | 4 1% 14% | 6 1% 23% | 1 5% |
| DON'T KNOW | 11 1% 100% | - - | 1 10% | 3 33% | 4 42% | - - | 2 15% | - - | - - | - - | - - | 7 1% 63% | 1 4% | 1 10% | 1 13% | 1 10% |
| DON'T USE LARGE STAMPS | 3294 91% 100% | 337 88% 10% | 319 86% 10% | 844 93% 26% AB | 846 91% 26% B | 410 95% 12% ABD | 538 94% 16% ABD | 145 93% 4% J | 516 93% 16% JM | 316 94% 10% JM | 250 84% 8% | 640 91% 19% J | 253 92% 8% J | 262 88% 8% J | 534 91% 16% J | 379 96% 12% JKLMN |
| EITHER GIFTS (PARCELS) OR PACKETS | 158 4% 100% | 27 7% 17% DEF | 26 7% 16% DEF | 41 5% 26% | 34 4% 21% | 14 3% 9% | 17 3% 11% | 8 5% 5% O | 24 4% 15% O | 13 4% 8% O | 23 3% 15% KO | 22 3% 14% | 12 5% 8% O | 21 7% 13% KO | 29 5% 18% O | 6 1% 4% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.4 WHAT TYPES OF MAIL DO YOU USE LARGE STAMPS FOR?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|--------------------------------------|----------------------------|----------------------|-----------------------|-----------------------|-------------------------|------------------------|------------------------|----------------------|------------------------|----------------------|----------------------|------------------------|----------------------|----------------------|----------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| GREETING CARDS | 101 3% 100% CH | 8 2% 8% | 20 5% 19% P | 11 1% 11% | 40 4% 40% P | 8 2% 8% | 14 2% 13% | 3 2% 3% | 5 1% 5% | 7 2% 7% | 17 6% 16% P | 24 3% 24% | 7 2% 7% | 8 3% 8% | 23 4% 22% | 9 2% 8% |
| GIFTS (PARCELS) | 70 2% 100% O | 11 3% 15% | 11 3% 16% | 20 2% 28% | 14 2% 20% | 6 1% 9% | 8 1% 11% | 4 3% 6% | 13 2% 18% | 9 3% 12% | 8 3% 12% | 7 1% 10% | 4 2% 6% | 9 3% 13% | 15 2% 21% | 1 2% 2% |
| PACKETS | 124 3% 100% O | 19 5% 16% | 21 6% 17% P | 33 4% 27% | 25 3% 21% | 13 3% 10% | 13 2% 10% | 5 3% 4% | 18 3% 15% | 8 2% 7% | 21 7% 17% P | 19 3% 15% | 12 4% 10% | 16 5% 13% | 21 4% 17% | 5 1% 4% |
| OFFICIAL LETTERS | 106 3% 100% O | 15 4% 14% | 16 4% 15% | 23 3% 22% | 36 4% 34% | 7 2% 6% | 9 2% 9% | 1 1% 1% | 16 3% 15% | 7 2% 7% | 16 5% 15% | 28 4% 26% | 5 2% 5% | 14 5% 13% | 15 3% 15% | 4 1% 4% |
| OTHER (WRITE IN) | 27 1% 100% | 6 2% 21% | 4 1% 16% | 5 1% 18% | 9 1% 32% | - - - | 3 1% 12% | 2 1% 7% | 1 4% 4% | 1 5% 5% | 5 2% 17% | 6 1% 23% | 1 2% 2% | 4 1% 14% | 6 1% 23% | 1 5% 5% |
| DON'T KNOW | 11 - 100% | - - - | 1 - 10% | 3 - 33% | 4 - 42% | - - - | 2 - 15% | - - - | - - - | - - - | - - - | 7 1% 63% | - - 4% | 1 - 10% | 1 - 13% | 1 - 10% |
| DON'T USE LARGE STAMPS | 3294 91% 100% BJM | 337 8% 10% | 319 8% 10% | 844 93% 26% | 846 93% 26% | 410 95% 12% P | 538 94% 16% P | 145 93% 4% | 516 93% 16% | 316 94% 10% | 250 84% 8% | 640 91% 19% | 253 92% 8% | 262 88% 8% | 534 91% 16% | 379 96% 12% P |
| EITHER GIFTS (PARCELS) OR PACKETS | 158 4% 100% O | 27 7% 17% P | 26 7% 16% P | 41 5% 26% | 34 4% 21% | 14 3% 9% | 17 3% 11% | 8 5% 5% | 24 4% 15% | 13 4% 8% | 23 8% 15% P | 22 3% 14% | 12 5% 8% | 21 7% 13% P | 29 5% 18% | 6 1% 4% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.4 WHAT TYPES OF MAIL DO YOU USE LARGE STAMPS FOR?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|-----------------------------------|---------------------|-----------------------------|----------------------------|------------------|--|------------------------|-----------------------|------------------------|------------------------------------|------------------------|-----------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| GREETING CARDS | 101 3% 100% | 13 2% 13% | 89 3% 87% | 2 1% 2% | 88 3% 87% E | 13 1% 13% | 5 2% 5% | 6 1% 6% | 90 3% 89% GI | 6 1% 6% | 5 2% 5% |
| GIFTS (PARCELS) | 70 2% 100% | 11 2% 16% | 59 2% 84% | 3 2% 4% | 63 2% 90% E | 7 1% 10% | 2 1% 3% | 6 1% 9% | 62 2% 88% | 6 1% 9% | 2 1% 3% |
| PACKETS | 124 3% 100% | 19 3% 15% | 105 3% 85% | 7 4% 5% | 108 4% 87% E | 16 2% 13% | 5 2% 4% | 11 2% 9% | 109 4% 87% J | 11 2% 9% | 5 2% 4% |
| OFFICIAL LETTERS | 106 3% 100% | 14 2% 13% | 93 3% 87% | 3 2% 3% | 95 3% 90% E | 11 1% 10% | 3 1% 3% | 5 1% 5% | 98 3% 92% FGU | 6 1% 6% | 3 1% 3% |
| OTHER (WRITE IN) | 27 1% 100% | 2 7% 7% | 25 1% 93% | 1 5% 5% | 24 1% 90% | 3 1% 10% | 2 1% 6% | 1 3% 3% | 24 1% 90% | 1 3% 3% | 2 1% 6% |
| DON'T KNOW | 11 1% 100% | 1 10% 10% | 9 90% 90% | - - - | 7 71% 71% | 3 29% 29% | - - - | 2 19% 19% | 9 81% 81% | 2 19% 19% | - - - |
| DON'T USE LARGE STAMPS | 3294 91% 100% | 524 93% 16% | 2752 91% 84% | 147 93% 4% | 2459 90% 75% | 835 95% 25% D | 260 95% 8% H | 470 95% 14% H | 2542 90% 77% | 492 95% 15% H | 282 95% 9% H |
| EITHER GIFTS (PARCELS) OR PACKETS | 158 4% 100% | 23 4% 14% | 135 4% 86% | 8 5% 5% | 138 5% 87% E | 20 2% 13% | 6 2% 4% | 14 3% 9% | 138 5% 87% FIJ | 14 3% 9% | 6 2% 4% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.4 WHAT TYPES OF MAIL DO YOU USE LARGE STAMPS FOR?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--------------------------------------|--------------------------|--|---|-----------------------|---|----------------------------|-------------------------|------------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| GREETING CARDS | 101 3% 100% EG1 | 13 2% 13% | 89 3% 87% | 2 1% 2% | 88 3% 87% | 13 1% 13% | 5 2% 5% | 6 1% 6% | 90 3% 89% | 6 1% 6% | 5 2% 5% |
| GIFTS (PARCELS) | 70 2% 100% E | 11 2% 16% | 59 2% 84% | 3 2% 4% | 63 2% 90% | 7 1% 10% | 2 1% 3% | 6 1% 9% | 62 2% 88% | 6 1% 9% | 2 1% 3% |
| PACKETS | 124 3% 100% E | 19 3% 15% | 105 3% 85% | 7 4% 5% | 108 4% 87% | 16 2% 13% | 5 2% 4% | 11 2% 9% | 109 4% 87% | 11 2% 9% | 5 2% 4% |
| OFFICIAL LETTERS | 106 3% 100% EG1 | 14 2% 13% | 93 3% 87% | 3 2% 3% | 95 3% 90% | 11 1% 10% | 3 1% 3% | 5 1% 5% | 98 3% 92% | 6 1% 6% | 3 1% 3% |
| OTHER (WRITE IN) | 27 1% 100% | 2 7% | 25 1% 93% | 1 1% 5% | 24 1% 90% | 3 3% 10% | 2 1% 6% | 1 3% | 24 1% 90% | 1 3% | 2 1% 6% |
| DON'T KNOW | 11 - 100% | 1 - 10% | 9 - 90% | - - - | 7 - 71% | 3 - 29% | - - - | 2 - 19% | 9 - 81% | 2 - 19% | - - - |
| DON'T USE LARGE STAMPS | 3294 91% 100% | 524 93% 16% | 2752 91% 84% | 147 93% 4% | 2459 90% 75% | 835 95% 25% K | 260 95% 8% K | 470 95% 14% K | 2542 90% 77% | 492 95% 15% K | 282 95% 9% K |
| EITHER GIFTS (PARCELS) OR PACKETS | 158 4% 100% EJ | 23 4% 14% | 135 4% 86% | 8 5% 5% | 138 5% 87% | 20 2% 13% | 6 2% 4% | 14 3% 9% | 138 5% 87% | 14 3% 9% | 6 2% 4% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.4 WHAT TYPES OF MAIL DO YOU USE LARGE STAMPS FOR?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|--------------------------------------|---------------------|-------------------------|----------------------|--------------------------|-------------------------|------------------------|-------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| GREETING CARDS | 101 3% 100% | 27 4% 26% F | 1 1% 1% | 46 3% 45% F | 6 2% 6% | 16 3% 16% F | 6 1% 6% | 13 2% 13% | 2 1% 2% | 46 4% 45% GHL | 1 1% 1% | 30 4% 29% GH | 10 2% 10% |
| GIFTS (PARCELS) | 70 2% 100% | 22 3% 31% DF | - - - | 33 2% 48% D | 1 1% 1% | 8 1% 11% | 6 1% 9% | 22 3% 31% L | 3 2% 5% | 18 2% 26% L | 2 1% 2% | 23 3% 33% L | 2 1% 3% |
| PACKETS | 124 3% 100% | 38 6% 31% CDEF | 3 4% 2% | 54 4% 43% | 5 1% 4% | 16 3% 13% | 9 2% 7% | 27 3% 22% | 4 2% 3% | 47 4% 38% L | 4 3% 3% | 34 4% 27% L | 8 2% 7% |
| OFFICIAL LETTERS | 106 3% 100% | 30 4% 28% DEF | 2 2% 2% | 56 4% 52% DEF | 4 1% 3% | 10 2% 10% | 6 1% 6% | 20 2% 19% | 4 2% 4% | 47 4% 44% L | 2 1% 2% | 28 4% 27% L | 5 1% 5% |
| OTHER (WRITE IN) | 27 1% 100% | 10 2% 38% E | - - - | 13 1% 46% | 1 1% 3% | 2 6% 6% | 2 1% 6% | 4 1% 13% | 1 1% 3% | 11 1% 42% | - - - | 9 1% 35% | 2 1% 6% |
| DON'T KNOW | 11 1% 100% | 1 1% 10% | - - - | 6 1% 56% | 2 1% 19% | 4 4% 4% | 1 1% 10% | - - - | - - - | 5 5% 48% | 2 1% 19% G | 2 1% 23% | 1 1% 10% |
| DON'T USE LARGE STAMPS | 3294 91% 100% | 583 86% 18% | 74 94% 2% | 1373 91% 42% A | 316 95% 10% AC | 503 93% 15% A | 445 95% 14% AC | 768 93% 23% IK | 209 95% 6% IK | 998 89% 30% | 145 94% 4% | 693 89% 21% | 481 96% 15% IK |
| EITHER GIFTS (PARCELS) OR PACKETS | 158 4% 100% | 50 7% 31% CDEF | 3 4% 2% | 70 5% 44% D | 5 1% 3% | 18 3% 12% | 13 3% 8% | 37 5% 24% L | 7 3% 5% | 54 5% 34% L | 4 3% 3% | 47 6% 30% L | 9 2% 6% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.4 WHAT TYPES OF MAIL DO YOU USE LARGE STAMPS FOR?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|--------------------------------------|----------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| GREETING CARDS | 101 3% 100% F | 27 4% 26% | 1 1% 1% | 46 3% 45% | 6 2% 6% | 16 3% 16% | 6 1% 6% | 13 2% 13% | 2 1% 2% | 46 4% 45% | 1 1% 1% | 30 4% 29% | 10 2% 10% |
| GIFTS (PARCELS) | 70 2% 100% DL | 22 3% 31% | - - - | 33 2% 48% | 1 1% 1% | 8 1% 11% | 6 1% 9% | 22 3% 31% | 3 2% 5% | 18 2% 26% | 2 1% 2% | 23 3% 33% | 2 1% 3% |
| PACKETS | 124 3% 100% L | 38 6% 31% | 3 4% 2% | 54 4% 43% | 5 1% 4% | 16 3% 13% | 9 2% 7% | 27 3% 22% | 4 2% 3% | 47 4% 38% | 4 3% 3% | 34 4% 27% | 8 2% 7% |
| OFFICIAL LETTERS | 106 3% 100% FL | 30 4% 28% | 2 2% 2% | 56 4% 52% | 4 1% 3% | 10 2% 10% | 6 1% 6% | 20 2% 19% | 4 2% 4% | 47 4% 44% | 2 1% 2% | 28 4% 27% | 5 1% 5% |
| OTHER (WRITE IN) | 27 1% 100% | 10 2% 38% | - - - | 13 1% 46% | 1 3% 3% | 2 6% 6% | 2 6% 6% | 4 13% 13% | 1 3% 3% | 11 1% 42% | - - - | 9 1% 35% | 2 6% 6% |
| DON'T KNOW | 11 1% 100% | 1 1% 10% | - - - | 6 6% 56% | 2 1% 19% | 1 4% 4% | 1 10% 10% | - - - | - - - | 5 48% 48% | 2 19% M | 2 23% 23% | 1 10% 10% |
| DON'T USE LARGE STAMPS | 3294 91% 100% AIK | 583 86% 18% | 74 94% 2% | 1373 91% 42% | 316 95% 10% M | 503 93% 15% | 445 95% 14% M | 768 93% 23% | 209 95% 6% | 998 89% 30% | 145 94% 4% | 693 89% 21% | 481 96% 15% M |
| EITHER GIFTS (PARCELS) OR PACKETS | 158 4% 100% DL | 50 7% 31% M | 3 4% 2% | 70 5% 44% | 5 1% 3% | 18 3% 12% | 13 3% 8% | 37 5% 24% | 7 3% 5% | 54 5% 34% | 4 3% 3% | 47 6% 30% | 9 2% 6% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.5 WHAT DO YOU TAKE INTO CONSIDERATION WHEN DECIDING WHETHER TO SEND MAIL BY 1ST OR BY SECOND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|------------------------|-------------------------|--------------------------|--------------------------|--------------------------|-------------------------------|--------------------------------|------------------------|--------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 876 24% 100% | 108 22% 12% | 115 20% 13% | 140 21% 16% | 127 21% 14% | 139 26% 16% B | 125 31% 14% ABC D | 122 35% 14% ABC DE | 223 21% 25% | 406 22% 46% | 247 33% 28% HI | 223 21% 25% | 267 21% 30% | 387 30% 44% KL |
| 2466 68% 100% | 308 64% 12% G | 396 70% 16% FG | 500 75% 20% AFG | 444 73% 18% AFG | 382 71% 15% AFG | 248 62% 10% G | 188 54% 8% | 704 67% 29% J | 1326 73% 54% HJ | 436 59% 18% | 704 67% 29% | 944 74% 38% KM | 819 64% 33% |
| 75 2% 100% | 19 4% 26% EFG | 18 3% 24% EFG | 14 2% 19% | 11 2% 15% | 6 1% 8% | 5 1% 6% | 2 1% 3% | 37 4% 49% U | 32 2% 42% | 7 1% 9% | 37 4% 49% LM | 26 2% 34% M | 13 1% 17% |
| 326 9% 100% | 56 12% 17% | 49 9% 15% | 63 10% 19% | 52 9% 16% | 44 8% 14% | 34 9% 11% | 28 8% 8% | 104 10% 32% | 160 9% 49% | 62 8% 19% | 104 10% 32% | 115 9% 35% | 106 8% 33% |
| 370 10% 100% | 66 14% 18% G | 59 10% 16% | 63 10% 17% | 65 11% 18% | 52 10% 14% | 37 9% 10% | 28 8% 7% | 125 12% 34% J | 180 10% 49% | 65 9% 18% | 125 12% 34% M | 129 10% 35% | 117 9% 32% |
| 148 4% 100% | 15 3% 10% | 19 3% 13% | 31 5% 21% | 20 3% 13% | 21 4% 14% | 20 5% 13% | 23 7% 15% ABD | 34 3% 23% | 71 4% 48% | 42 6% 29% H | 34 3% 23% | 50 4% 34% | 63 5% 43% |
| 275 8% 100% | 45 9% 16% E | 59 11% 22% CE | 39 6% 14% | 44 7% 16% | 29 5% 11% | 31 8% 11% | 28 8% 10% | 105 10% 38% I | 112 6% 41% | 58 8% 21% | 105 10% 38% LM | 83 7% 30% | 88 7% 32% |
| 46 1% 100% | 11 2% 23% CE | 11 2% 24% CE | 3 1% 8% | 7 1% 15% | 3 1% 6% | 4 1% 8% | 7 2% 15% CE | 22 2% 48% I | 13 1% 29% | 11 1% 24% | 22 2% 48% L | 10 1% 22% | 14 1% 30% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.5 WHAT DO YOU TAKE INTO CONSIDERATION WHEN DECIDING WHETHER TO SEND MAIL BY 1ST OR BY SECOND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (N) | AGE | | | | | | | | | | | | |
|--|---------------------------------|----------------------|-----------------------|------------------------|-------------------|-------------------|------------------------|------------------------|------------------------|-------------------------|------------------------|------------------------|------------------------|------------------------|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| | 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| | 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| | 876 24% 100% L | 108 22% 12% | 115 20% 13% | 140 21% 16% | 127 21% 14% | 139 26% 16% | 125 31% 14% N | 122 35% 14% N | 223 21% 25% | 406 22% 46% | 247 33% 28% N | 223 21% 25% | 267 21% 30% | 387 30% 44% N |
| | 2466 68% 100% FGJ M | 308 64% 12% | 396 70% 16% | 500 75% 20% N | 444 73% 18% | 382 71% 15% | 248 62% 10% | 188 54% 8% | 704 67% 29% | 1326 73% 54% N | 436 9% 18% | 704 67% 29% | 944 74% 38% N | 819 64% 33% |
| | 75 2% 100% JM | 19 4% 25% N | 18 3% 24% | 14 2% 19% | 11 2% 15% | 6 1% 8% | 5 1% 6% | 2 1% 3% | 37 4% 49% N | 32 2% 42% | 7 1% 9% | 37 4% 49% N | 26 2% 34% | 13 1% 17% |
| | 326 9% 100% | 56 12% 17% | 49 9% 15% | 63 10% 19% | 52 9% 16% | 44 8% 14% | 34 9% 11% | 28 8% 8% | 104 10% 32% | 160 9% 49% | 62 8% 19% | 104 10% 32% | 115 9% 35% | 106 8% 33% |
| | 370 10% 100% | 66 14% 18% | 59 10% 16% | 63 10% 17% | 65 11% 18% | 52 10% 14% | 37 9% 10% | 28 8% 7% | 125 12% 34% | 180 10% 49% | 65 9% 18% | 125 12% 34% | 129 10% 35% | 117 9% 32% |
| | 148 4% 100% | 15 3% 10% | 19 3% 13% | 31 5% 21% | 20 3% 13% | 21 4% 14% | 20 5% 13% | 23 7% 15% N | 34 3% 23% | 71 4% 48% | 42 6% 29% | 34 3% 23% | 50 4% 34% | 63 5% 43% |
| | 275 8% 100% | 45 9% 16% | 59 11% 22% N | 39 6% 14% | 44 7% 16% | 29 5% 11% | 31 8% 11% | 28 8% 10% | 105 10% 38% N | 112 6% 41% | 58 8% 21% | 105 10% 38% N | 83 7% 30% | 88 7% 32% |
| | 46 1% 100% | 11 2% 23% | 11 2% 24% | 3 1% 8% | 7 1% 15% | 3 1% 6% | 4 1% 8% | 7 2% 15% | 22 2% 48% | 13 1% 29% | 11 1% 24% | 22 2% 48% | 10 1% 22% | 14 1% 30% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.5 WHAT DO YOU TAKE INTO CONSIDERATION WHEN DECIDING WHETHER TO SEND MAIL BY 1ST OR BY SECOND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEX | | SEX/AGE | | | | | |
|---|---------------------|--------------------|------------------------|------------------------------|-------------------------------|-------------------------------|------------------------|-------------------------|---------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| COST OF POSTAGE | 876 24% 100% | 388 22% 44% | 488 26% 56% A | 106 20% 12% | 117 19% 13% | 165 28% 19% CDF G | 117 22% 13% | 150 23% 17% | 221 31% 25% CDFG |
| SPEED OF DELIVERY | 2466 68% 100% | 1190 69% 48% | 1276 68% 52% | 347 67% 14% | 473 76% 19% CEF H | 371 64% 15% | 357 68% 14% | 471 73% 19% EH | 448 64% 18% |
| NOT WANTING OTHERS TO THINK THAT I AM UNWILLING TO USE A 1ST CLASS STAMP | 75 2% 100% | 43 2% 57% | 32 2% 43% | 25 5% 33% DEF GH | 13 2% 17% | 5 1% 7% | 12 2% 16% | 13 2% 17% | 8 1% 10% |
| VALUE OF THE ITEM | 326 9% 100% | 153 9% 47% | 173 9% 53% | 56 11% 17% | 54 9% 17% | 43 7% 13% | 48 9% 15% | 61 9% 19% | 64 9% 20% |
| SECURITY/PRIVACY | 370 10% 100% | 190 11% 51% | 181 10% 49% | 69 13% 19% H | 61 10% 17% | 59 10% 16% | 56 11% 15% | 67 10% 18% | 58 8% 16% |
| OTHER (PLEASE SPECIFY) | 148 4% 100% | 71 4% 48% | 77 4% 52% | 19 4% 13% | 21 3% 14% | 31 5% 21% F | 15 3% 10% | 29 4% 20% | 33 5% 22% |
| NONE | 275 8% 100% | 146 8% 53% | 129 7% 47% | 58 11% 21% EGH | 50 8% 18% | 38 7% 14% | 47 9% 17% G | 33 5% 12% | 50 7% 18% |
| DON'T KNOW | 46 1% 100% | 19 1% 40% | 28 1% 60% | 11 2% 25% D | 2 5% | 5 1% 10% | 11 2% 23% D | 8 1% 17% | 9 1% 20% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.5 WHAT DO YOU TAKE INTO CONSIDERATION WHEN DECIDING WHETHER TO SEND MAIL BY 1ST OR BY SECOND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|---|---------------------------|--------------------|--------------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| COST OF POSTAGE | 876 24% 100% D | 388 22% 44% | 488 26% 56% | 106 20% 12% | 117 19% 13% | 165 28% 19% | 117 22% 13% | 150 23% 17% | 221 31% 25% |
| SPEED OF DELIVERY | 2466 68% 100% EH | 1190 69% 48% | 1276 68% 52% | 347 67% 14% | 473 76% 19% | 371 64% 15% | 357 68% 14% | 471 73% 19% | 448 64% 18% |
| NOT WANTING OTHERS TO THINK THAT I AM UNWILLING TO USE A 1ST CLASS STAMP | 75 2% 100% E | 43 2% 57% | 32 2% 43% | 25 5% 33% | 13 2% 17% | 5 1% 7% | 12 2% 16% | 13 2% 17% | 8 1% 10% |
| VALUE OF THE ITEM | 326 9% 100% | 153 9% 47% | 173 9% 53% | 56 11% 17% | 54 9% 17% | 43 7% 13% | 48 9% 15% | 61 9% 19% | 64 9% 20% |
| SECURITY/PRIVACY | 370 10% 100% | 190 11% 51% | 181 10% 49% | 69 13% 19% | 61 10% 17% | 59 10% 16% | 56 11% 15% | 67 10% 18% | 58 8% 16% |
| OTHER (PLEASE SPECIFY) | 148 4% 100% | 71 4% 48% | 77 4% 52% | 19 4% 13% | 21 3% 14% | 31 5% 21% | 15 3% 10% | 29 4% 20% | 33 5% 22% |
| NONE | 275 8% 100% G | 146 8% 53% | 129 7% 47% | 58 11% 21% | 50 8% 18% | 38 7% 14% | 47 9% 17% | 33 5% 12% | 50 7% 18% |
| DON'T KNOW | 46 1% 100% | 19 1% 40% | 28 1% 60% | 11 2% 25% | 2 5% | 5 1% 10% | 11 2% 23% | 8 1% 17% | 9 1% 20% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.5 WHAT DO YOU TAKE INTO CONSIDERATION WHEN DECIDING WHETHER TO SEND MAIL BY 1ST OR BY SECOND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|--|---------------------|----------------------------|------------------------------|------------------------------|----------------------|-----------------------|-------------------------|-------------------------|-------------------------|-----------------------|-------------------------|----------------------|------------------------------------|------------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| | | . | | | | | | | | | | | . | | | |
| | 876 24% 100% | 26 22% 3% | 180 28% 21% DF | 277 26% 32% | 168 22% 19% | 106 23% 12% | 119 22% 14% | 206 27% 23% I | 445 24% 51% | 226 22% 26% | 766 26% 87% K | 57 18% 7% | 18 18% 2% | 35 21% 4% | 751 24% 86% | 73 25% 8% |
| | 2466 68% 100% | 87 74% 4% F | 472 74% 19% DE F | 780 72% 32% DE F | 494 65% 20% | 303 65% 12% | 330 61% 13% | 559 74% 23% HI | 1274 69% 52% I | 633 63% 26% | 2094 69% 85% M | 209 66% 8% | 70 69% 3% | 94 57% 4% | 2118 69% 86% O | 186 63% 8% |
| | 75 2% 100% | 3 3% 4% | 19 3% 25% | 20 2% 26% | 13 2% 18% | 11 2% 14% | 10 2% 13% | 22 3% 29% | 33 2% 44% | 20 2% 27% | 68 2% 91% K | - - - | 3 3% 5% K | 3 2% 5% K | 53 2% 71% | 8 3% 11% |
| | 326 9% 100% | 18 15% 5% CE | 64 10% 20% | 83 8% 26% | 76 10% 23% | 39 8% 12% | 46 9% 14% | 82 11% 25% | 159 9% 49% | 85 8% 26% | 266 9% 82% | 34 11% 10% | 11 11% 3% | 15 9% 5% | 262 9% 80% | 31 11% 10% |
| | 370 10% 100% | 21 18% 6% BC D | 53 8% 14% | 98 9% 27% | 79 10% 21% | 55 12% 15% | 63 12% 17% | 74 10% 20% | 177 10% 48% | 119 12% 32% | 297 10% 80% | 39 13% 11% | 13 13% 3% | 22 13% 6% | 296 10% 80% | 29 10% 8% |
| | 148 4% 100% | 11 9% 8% BC EF | 26 4% 17% | 41 4% 28% | 36 5% 24% | 16 3% 11% | 18 3% 12% | 37 5% 25% | 77 4% 52% | 34 3% 23% | 100 3% 68% | 24 8% 16% J | 11 11% 8% J | 12 8% 8% J | 138 4% 93% O | 3 1% 2% |
| | 275 8% 100% | 2 1% 1% | 37 6% 13% | 75 7% 27% A | 65 9% 24% A | 38 8% 14% A | 59 11% 22% ABC | 39 5% 14% | 140 8% 51% G | 97 10% 35% G | 224 7% 82% | 23 7% 8% | 4 4% 1% | 25 15% 9% JKL | 237 8% 86% | 25 8% 9% |
| | 46 1% 100% | - - - | 3 7% | 9 1% 20% | 11 1% 24% | 10 2% 22% BC | 13 2% 28% BC | 3 7% | 20 1% 43% | 23 2% 50% GH | 39 1% 84% | 6 2% 13% | - - - | 1 1% 3% | 29 1% 63% | 13 4% 28% N |

GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.5 WHAT DO YOU TAKE INTO CONSIDERATION WHEN DECIDING WHETHER TO SEND MAIL BY 1ST OR BY SECOND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|---------------------------|------------------------|--------------------------|----------------------|-----------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 876 24% 100% | 264 25% 30% | 167 25% 19% | 97 25% 11% | 439 23% 50% | 160 27% 18% | 23 20% 3% | 703 24% 80% |
| 2466 68% 100% | 706 67% 29% | 455 68% 18% | 251 66% 10% | 1285 68% 52% | 431 73% 17% ACG | 83 73% 3% | 1991 68% 81% |
| 75 2% 100% | 40 4% 54% DG | 15 2% 20% | 26 7% 34% ABDEFG | 22 1% 29% | 12 2% 16% | 1 1% 2% | 63 2% 83% D |
| 326 9% 100% | 112 11% 34% E | 66 10% 20% | 45 12% 14% E | 164 9% 50% | 39 7% 12% | 10 8% 3% | 276 9% 85% |
| 370 10% 100% | 107 10% 29% | 64 10% 17% | 42 11% 11% | 204 11% 55% | 57 10% 15% | 14 12% 4% | 311 11% 84% |
| 148 4% 100% | 35 3% 24% | 30 4% 20% C | 5 1% 4% | 71 4% 48% C | 40 7% 27% ACDG | 3 2% 2% | 107 4% 72% C |
| 275 8% 100% | 71 7% 26% | 50 7% 18% | 20 5% 7% | 166 9% 60% CE | 32 5% 12% | 5 5% 2% | 237 8% 86% |
| 46 1% 100% | 17 2% 36% E | 5 1% 10% | 12 3% 26% BDEG | 22 1% 48% | 2 5% | 2 2% 5% | 39 1% 84% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.5 WHAT DO YOU TAKE INTO CONSIDERATION WHEN DECIDING WHETHER TO SEND MAIL BY 1ST OR BY SECOND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | UK GEOGRAPHICS GROUPS | | | | | |
|---|---------------------|--------------------------|-----------------------|----------------------|-------------------------|-----------------------|-----------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| COST OF POSTAGE | 876 24% 100% | 119 25% 14% | 145 25% 17% | 289 24% 33% | 150 22% 17% | 18 29% 2% | 14 16% 2% |
| SPEED OF DELIVERY | 2466 68% 100% | 314 67% 13% | 392 67% 16% | 838 69% 34% | 447 66% 18% | 41 67% 2% | 61 72% 2% |
| NOT WANTING OTHERS TO THINK THAT I AM UNWILLING TO USE A 1ST CLASS STAMP | 75 2% 100% | 26 6% 35% BCDFG | 14 2% 19% | 14 1% 18% | 8 1% 11% | 3 4% 3% | - - - |
| VALUE OF THE ITEM | 326 9% 100% | 52 11% 16% F | 60 10% 18% F | 105 9% 32% | 59 9% 18% | 5 8% 1% | 8 9% 2% |
| SECURITY/PRIVACY | 370 10% 100% | 47 10% 13% | 60 10% 16% | 134 11% 36% | 70 10% 19% | 8 13% 2% | 36 8% 10% |
| OTHER (PLEASE SPECIFY) | 148 4% 100% | 8 2% 5% | 27 5% 19% A | 44 4% 30% | 27 4% 19% A | 7 11% 4% ACD | 31 7% 21% AC |
| NONE | 275 8% 100% | 23 5% 8% | 48 8% 17% A | 97 8% 35% A | 69 10% 25% AEF | 1 1% 10% | 5 6% 2% |
| DON'T KNOW | 46 1% 100% | 12 3% 26% BCF | 5 1% 10% | 15 1% 32% F | 8 1% 16% F | - - - | 2 2% 5% F |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.5 WHAT DO YOU TAKE INTO CONSIDERATION WHEN DECIDING WHETHER TO SEND MAIL BY 1ST OR BY SECOND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|---|---------------------|-----------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|-------------------|--------------------|---------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| | | . | | | | | | | | | | | . | | | |
| COST OF POSTAGE | 876 24% 100% | 26 22% 3% | 180 28% 21% | 277 26% 32% | 168 22% 19% | 106 23% 12% | 119 22% 14% | 206 27% 23% | 445 24% 51% | 226 22% 26% | 766 25% 87% | 57 18% 7% | 18 18% 2% | 35 21% 4% | 751 24% 86% | 73 25% 8% |
| | K | | | | | | | | | | | | | | | |
| SPEED OF DELIVERY | 2466 68% 100% | 87 74% 4% | 472 74% 19% | 780 72% 32% | 494 65% 20% | 303 65% 12% | 330 61% 13% | 559 74% 23% | 1274 69% 52% | 633 63% 26% | 2094 69% 86% | 209 66% 8% | 70 69% 3% | 94 57% 4% | 2118 69% 86% | 186 63% 8% |
| | FIM | | T | T | | | | T | | | | | | | | |
| NOT WANTING OTHERS TO THINK THAT I AM UNWILLING TO USE A 1ST CLASS STAMP | 75 2% 100% | 3 3% 4% | 19 3% 25% | 20 2% 26% | 13 2% 18% | 11 2% 14% | 10 2% 13% | 22 3% 29% | 33 2% 44% | 20 2% 27% | 68 2% 91% | - - - | 3 3% 5% | 3 2% 5% | 53 2% 71% | 8 3% 11% |
| | K | | | | | | | | | | | | | | | |
| VALUE OF THE ITEM | 326 9% 100% | 18 15% 5% | 64 10% 20% | 83 8% 26% | 76 10% 23% | 39 8% 12% | 46 9% 14% | 82 11% 25% | 159 9% 49% | 85 8% 26% | 266 9% 82% | 34 11% 10% | 11 11% 3% | 15 9% 5% | 262 9% 80% | 31 11% 10% |
| SECURITY/PRIVACY | 370 10% 100% | 21 18% 6% | 53 8% 14% | 98 9% 27% | 79 10% 21% | 55 12% 15% | 63 12% 17% | 74 10% 20% | 177 10% 48% | 119 12% 32% | 297 10% 80% | 39 13% 11% | 13 13% 3% | 22 13% 6% | 296 10% 80% | 29 10% 8% |
| OTHER (PLEASE SPECIFY) | 148 4% 100% | 11 9% 8% | 26 4% 17% | 41 4% 28% | 36 5% 24% | 16 3% 11% | 18 3% 12% | 37 5% 25% | 77 4% 52% | 34 3% 23% | 100 3% 68% | 24 8% 16% | 11 11% 8% | 12 8% T | 138 9% 93% | 3 1% 2% |
| | O | T | | | | | | | | | | | | | | |
| NONE | 275 8% 100% | 2 1% 1% | 37 6% 13% | 75 7% 27% | 65 9% 24% | 38 8% 14% | 59 11% 22% | 39 5% 14% | 140 8% 51% | 97 10% 35% | 224 7% 82% | 23 8% 8% | 4 4% 1% | 25 15% 9% | 237 8% 86% | 25 8% 9% |
| | AG | | | | | | T | | | | | | | T | | |
| DON'T KNOW | 46 1% 100% | - - - | 3 7% | 9 1% 20% | 11 1% 24% | 10 2% 22% | 13 2% 28% | 3 7% | 20 1% 43% | 23 2% 50% | 39 1% 84% | 6 2% 13% | - - - | 1 1% 3% | 29 1% 63% | 13 4% 28% |
| | | T | | | | T | | | | T | | | | | | T |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.5 WHAT DO YOU TAKE INTO CONSIDERATION WHEN DECIDING WHETHER TO SEND MAIL BY 1ST OR BY SECOND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|------------------------|----------------------------------|---|-----------------------|--------------------|----------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 876 24% 100% | 264 25% 30% | 167 25% 19% | 97 25% 11% | 439 23% 50% | 160 27% 18% | 23 20% 3% | 703 24% 80% |
| 2466 68% 100% | 706 67% 29% | 455 68% 18% | 251 66% 10% | 1285 68% 52% | 431 73% 17% | 83 73% 3% | 1991 68% 81% |
| 75 2% 100% D | 40 4% 54% H | 15 2% 20% | 26 7% 34% H | 22 1% 29% | 12 2% 16% | 1 1% 2% | 63 2% 83% |
| 326 9% 100% | 112 11% 34% | 66 10% 20% | 45 12% 14% | 164 9% 50% | 39 7% 12% | 10 8% 3% | 276 9% 85% |
| 370 10% 100% | 107 10% 29% | 64 10% 17% | 42 11% 11% | 204 11% 55% | 57 10% 15% | 14 12% 4% | 311 11% 84% |
| 148 4% 100% C | 35 3% 24% | 30 4% 20% | 5 1% 4% | 71 4% 48% | 40 7% 27% H | 3 2% 2% | 107 4% 72% |
| 275 8% 100% | 71 7% 26% | 50 7% 18% | 20 5% 7% | 166 9% 60% | 32 5% 12% | 5 5% 2% | 237 8% 86% |
| 46 1% 100% | 17 2% 36% | 5 1% 10% | 12 3% 26% H | 22 1% 48% | 2 5% | 2 2% 5% | 39 1% 84% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.5 WHAT DO YOU TAKE INTO CONSIDERATION WHEN DECIDING WHETHER TO SEND MAIL BY 1ST OR BY SECOND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|---|------------------------|-----------------------|-------------------|-------------------|-----------------------|---------------------|---------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| COST OF POSTAGE | 876 24% 100% | 119 25% 14% | 145 25% 17% | 289 24% 33% | 150 22% 17% | 18 29% 2% | 14 16% 2% |
| SPEED OF DELIVERY | 2466 68% 100% | 314 67% 13% | 392 67% 16% | 838 69% 34% | 447 66% 18% | 41 67% 2% | 61 72% 2% |
| NOT WANTING OTHERS TO THINK THAT I AM UNWILLING TO USE A 1ST CLASS STAMP | 75 2% 100% C | 26 6% 35% H | 14 2% 19% | 14 1% 18% | 8 1% 11% | 3 4% 3% | - - - |
| VALUE OF THE ITEM | 326 9% 100% | 52 11% 16% | 60 10% 18% | 105 9% 32% | 59 9% 18% | 5 8% 1% | 8 9% 2% |
| SECURITY/PRIVACY | 370 10% 100% | 47 10% 13% | 60 10% 16% | 134 11% 36% | 70 10% 19% | 8 13% 2% | 13 15% 3% |
| OTHER (PLEASE SPECIFY) | 148 4% 100% A | 8 2% 5% | 27 5% 19% | 44 4% 30% | 27 4% 19% | 7 11% 4% H | 3 7% 21% H |
| NONE | 275 8% 100% A | 23 5% 8% | 48 8% 17% | 97 8% 35% | 69 10% 25% H | 1 1% 25% H | 5 6% 2% |
| DON'T KNOW | 46 1% 100% F | 12 3% 26% H | 5 1% 10% | 15 1% 32% | 8 1% 16% | - - - | 2 2% 5% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.5 WHAT DO YOU TAKE INTO CONSIDERATION WHEN DECIDING WHETHER TO SEND MAIL BY 1ST OR BY SECOND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|---------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|------------------------|-------------------------|-------------------------|---------------------------|----------------------------|------------------------|--------------------------|---------------------------|---------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| COST OF POSTAGE | 876 24% 100% | 98 26% 11% | 108 29% 12% CE | 200 22% 23% | 245 26% 28% E | 90 21% 10% | 135 24% 15% | 35 23% 4% | 122 22% 14% | 65 20% 7% | 77 26% 9% L | 144 21% 16% | 45 17% 5% | 93 31% 11% HIKL | 178 30% 20% HIKL | 115 29% 13% HIKL |
| SPEED OF DELIVERY | 2466 68% 100% | 282 74% 11% EF | 277 75% 11% EF | 634 70% 26% EF | 641 69% 26% F | 274 63% 11% | 359 63% 15% | 113 72% 5% NO | 377 68% 15% NO | 214 64% 9% | 232 78% 9% HILNO | 533 76% 22% HILNO | 179 65% 7% | 215 72% 9% INO | 364 62% 15% | 240 61% 10% |
| NOT WANTING OTHERS TO THINK THAT I AM UNWILLING TO USE A 1ST CLASS STAMP | 75 2% 100% | 14 4% 19% D | 8 2% 10% | 22 2% 30% | 11 1% 15% | 6 1% 9% | 14 2% 18% | 8 5% 11% KLNO | 16 3% 21% NO | 13 4% 17% NO | 7 2% 10% N | 14 2% 16% | 4 2% 6% | 6 2% 8% | 4 1% 5% | 3 1% 4% |
| VALUE OF THE ITEM | 326 9% 100% | 42 11% 13% | 40 11% 12% | 76 8% 23% | 84 9% 26% | 36 8% 11% | 49 9% 15% | 16 10% 5% | 59 11% 18% | 29 9% 9% | 36 12% 11% | 55 8% 17% | 25 9% 8% | 30 10% 9% | 45 8% 14% | 31 8% 9% |
| SECURITY/PRIVACY | 370 10% 100% | 45 12% 12% | 29 8% 8% | 92 10% 25% | 85 9% 23% | 52 12% 14% | 67 12% 18% | 19 12% 5% | 57 10% 15% | 50 15% 13% KNO | 27 9% 7% | 66 9% 18% | 35 13% 9% | 29 10% 8% | 54 9% 15% | 34 9% 9% |
| OTHER (PLEASE SPECIFY) | 148 4% 100% | 17 4% 11% | 20 5% 14% | 38 4% 26% | 39 4% 26% | 16 4% 11% | 18 3% 12% | 3 2% 2% | 23 4% 15% | 8 2% 6% | 15 5% 10% | 24 3% 16% | 11 4% 7% | 19 6% 13% I | 30 5% 20% | 15 4% 10% |
| NONE | 275 8% 100% | 22 6% 8% | 16 4% 6% | 74 8% 27% B | 65 7% 24% | 49 11% 18% ABD | 48 8% 17% B | 13 8% 5% | 56 10% 20% JKM | 36 11% 13% JKM | 13 4% 5% | 43 6% 16% | 27 10% 10% JM | 13 4% 5% | 40 7% 15% | 34 9% 13% JM |
| DON'T KNOW | 46 1% 100% | 2 3% | 2 4% | 10 1% 23% | 10 1% 21% | 7 2% 15% | 16 3% 35% ABCD | 2 1% 5% | 8 17% | 12 26% JKMIN | - - - | 5 1% 10% | 6 2% 12% JM | 1 2% | 7 1% 16% | 6 1% 12% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.5 WHAT DO YOU TAKE INTO CONSIDERATION WHEN DECIDING WHETHER TO SEND MAIL BY 1ST OR BY SECOND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|-----------------------------|------------------------|------------------------|-----------------------|-------------------------|-----------------------|-----------------------|----------------------|------------------------|-----------------------|-----------------------|------------------------|----------------------|-----------------------|------------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| COST OF POSTAGE | 876 24% 100% L | 98 26% 11% | 108 29% 12% | 200 22% 23% | 245 26% 28% | 90 21% 10% | 135 24% 15% | 35 23% 4% | 122 22% 14% | 65 20% 7% | 77 26% 9% | 144 21% 16% | 45 17% 5% | 93 31% 11% P | 178 30% 20% P | 115 29% 13% P |
| SPEED OF DELIVERY | 2466 68% 100% EFNO | 282 74% 11% P | 277 75% 11% P | 634 70% 26% | 641 69% 26% | 274 63% 11% | 359 63% 15% | 113 72% 5% | 377 68% 15% | 214 64% 9% | 232 78% 9% P | 533 76% 22% | 179 65% 7% | 215 72% 9% | 364 62% 15% | 240 61% 10% |
| NOT WANTING OTHERS TO THINK THAT I AM UNWILLING TO USE A 1ST CLASS STAMP | 75 2% 100% N | 14 4% 19% | 8 2% 10% | 22 2% 30% | 11 1% 15% | 6 1% 9% | 14 2% 18% | 8 5% 11% P | 16 3% 21% | 13 4% 17% P | 7 2% 10% | 14 2% 18% | 4 2% 6% | 6 2% 8% | 4 1% 5% | 3 1% 4% |
| VALUE OF THE ITEM | 326 9% 100% | 42 11% 13% | 40 11% 12% | 76 9% 23% | 84 9% 26% | 36 8% 11% | 49 9% 15% | 16 10% 5% | 59 11% 18% | 29 9% 9% | 36 12% 11% | 55 8% 17% | 25 9% 8% | 30 6% 9% | 45 8% 14% | 31 4% 9% |
| SECURITY/PRIVACY | 370 10% 100% | 45 12% 12% | 29 8% 8% | 92 10% 25% | 85 9% 23% | 52 12% 14% | 67 12% 18% | 19 12% 5% | 57 10% 15% | 50 15% 13% P | 27 9% 7% | 66 9% 18% | 35 13% 9% | 29 10% 8% | 54 9% 15% | 34 9% 9% |
| OTHER (PLEASE SPECIFY) | 148 4% 100% | 17 4% 11% | 20 5% 14% | 38 4% 26% | 39 4% 26% | 16 3% 11% | 18 3% 12% | 3 2% 2% | 23 4% 15% | 8 2% 6% | 15 5% 10% | 24 3% 16% | 11 4% 7% | 19 6% 13% | 30 5% 20% | 15 4% 10% |
| NONE | 275 8% 100% BM | 22 6% 8% | 16 4% 6% | 74 8% 27% | 65 7% 24% | 49 11% 18% P | 48 8% 17% | 13 8% 5% | 56 10% 20% | 36 11% 13% | 13 4% 5% | 43 6% 16% | 27 10% 10% | 13 4% 5% | 40 7% 15% | 34 9% 13% |
| DON'T KNOW | 46 1% 100% | 2 - 3% | 2 - 4% | 10 1% 23% | 10 1% 21% | 7 2% 15% | 16 3% 35% P | 2 1% 5% | 8 1% 17% | 12 4% 26% P | - - - | 5 1% 10% | 6 2% 12% | 1 - 2% | 7 1% 16% | 6 1% 12% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.5 WHAT DO YOU TAKE INTO CONSIDERATION WHEN DECIDING WHETHER TO SEND MAIL BY 1ST OR BY SECOND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--|---------------------|-----------------------------|----------------------------|---------------------|--|-----------------------|-------------------------|-------------------------|------------------------------------|-------------------------|-------------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| COST OF POSTAGE | 876 24% 100% | 126 22% 14% | 743 25% 85% | 32 20% 4% | 658 24% 75% | 218 25% 25% | 87 32% 10% GHI | 77 16% 9% | 702 25% 80% GI | 87 17% 10% | 96 33% 11% GHI |
| SPEED OF DELIVERY | 2466 68% 100% | 364 65% 15% | 2093 69% 85% A | 104 66% 4% | 1934 71% 78% E | 532 61% 22% | 162 60% 7% | 334 68% 14% FJ | 1959 70% 79% FJ | 346 67% 14% FJ | 174 59% 7% |
| NOT WANTING OTHERS TO THINK THAT I AM UNWILLING TO USE A 1ST CLASS STAMP | 75 2% 100% | 10 2% 13% | 64 2% 84% | 1 1% 2% | 64 2% 85% | 11 1% 15% | 2 1% 3% | 7 1% 9% | 65 2% 87% | 8 2% 11% | 3 1% 4% |
| VALUE OF THE ITEM | 326 9% 100% | 48 9% 15% | 278 9% 85% | 15 9% 5% | 260 10% 80% | 66 8% 20% | 17 6% 5% | 41 8% 13% | 267 9% 82% | 42 8% 13% | 18 6% 6% |
| SECURITY/PRIVACY | 370 10% 100% | 52 9% 14% | 317 11% 86% | 15 10% 4% | 281 10% 76% | 89 10% 24% | 23 8% 6% | 57 12% 15% | 289 10% 78% | 59 11% 16% | 25 8% 7% |
| OTHER (PLEASE SPECIFY) | 148 4% 100% | 26 5% 17% | 121 4% 82% | 4 2% 2% | 104 4% 70% | 44 5% 30% | 14 5% 9% | 18 4% 12% | 115 4% 78% | 19 4% 13% | 14 5% 10% |
| NONE | 275 8% 100% | 49 9% 18% | 222 7% 81% | 13 8% 5% | 188 7% 68% | 88 10% 32% D | 20 8% 7% | 56 11% 20% H | 195 7% 71% | 59 11% 22% H | 24 8% 9% |
| DON'T KNOW | 46 1% 100% | 8 1% 17% | 39 1% 83% | 6 4% 12% B | 24 1% 52% | 23 3% 48% D | 7 3% 15% H | 15 3% 32% H | 23 1% 50% | 16 3% 35% H | 8 3% 18% H |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.5 WHAT DO YOU TAKE INTO CONSIDERATION WHEN DECIDING WHETHER TO SEND MAIL BY 1ST OR BY SECOND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|----------------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| COST OF POSTAGE | 876 24% 100% GI | 126 22% 14% | 743 25% 85% | 32 20% 4% | 658 24% 75% | 218 25% 25% | 87 32% 10% K | 77 16% 9% | 702 25% 80% | 87 17% 10% | 96 33% 11% K |
| SPEED OF DELIVERY | 2466 68% 100% EFJ | 364 65% 15% | 2093 69% 85% | 104 66% 4% | 1934 71% 78% K | 532 61% 22% | 162 60% 7% | 334 68% 14% | 1959 70% 79% | 346 67% 14% | 174 59% 7% |
| NOT WANTING OTHERS TO THINK THAT I AM UNWILLING TO USE A 1ST CLASS STAMP | 75 2% 100% | 10 2% 13% | 64 2% 84% | 1 1% 2% | 64 2% 85% | 11 1% 15% | 2 1% 3% | 7 1% 9% | 65 2% 87% | 8 2% 11% | 3 1% 4% |
| VALUE OF THE ITEM | 326 9% 100% | 48 9% 15% | 278 9% 85% | 15 9% 5% | 260 10% 80% | 66 8% 20% | 17 6% 5% | 41 8% 13% | 267 9% 82% | 42 8% 13% | 18 6% 6% |
| SECURITY/PRIVACY | 370 10% 100% | 52 9% 14% | 317 11% 86% | 15 10% 4% | 281 10% 76% | 89 10% 24% | 23 8% 6% | 57 12% 15% | 289 10% 78% | 59 11% 16% | 25 8% 7% |
| OTHER (PLEASE SPECIFY) | 148 4% 100% | 26 5% 17% | 121 4% 82% | 4 2% 2% | 104 4% 70% | 44 5% 30% | 14 5% 9% | 18 4% 12% | 115 4% 78% | 19 4% 13% | 14 5% 10% |
| NONE | 275 8% 100% | 49 9% 18% | 222 7% 81% | 13 8% 5% | 188 7% 68% | 88 10% 32% K | 20 8% 7% | 56 11% 20% K | 195 7% 71% | 59 11% 22% K | 24 8% 9% |
| DON'T KNOW | 46 1% 100% | 8 1% 17% | 39 1% 83% | 6 4% 12% K | 24 1% 52% | 23 3% 48% K | 7 3% 15% | 15 3% 32% K | 23 1% 50% | 16 3% 35% K | 8 3% 18% K |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.5 WHAT DO YOU TAKE INTO CONSIDERATION WHEN DECIDING WHETHER TO SEND MAIL BY 1ST OR BY SECOND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|---------------------|--------------------------|-----------------------|---------------------------|--------------------------|------------------------|--------------------------|---------------------------|-------------------------|----------------------------|-------------------------|---------------------------|---------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| COST OF POSTAGE | 876 24% 100% | 188 28% 21% CF | 18 23% 2% | 343 23% 39% | 102 31% 12% CEF | 127 24% 14% | 99 21% 11% | 185 22% 21% J | 38 17% 4% | 244 22% 28% | 22 15% 3% | 229 29% 26% GHUJ | 158 31% 18% GHUJ |
| SPEED OF DELIVERY | 2466 68% 100% | 507 75% 21% DEF | 52 67% 2% | 1085 72% 44% DEF | 189 57% 8% | 342 63% 14% | 291 62% 12% | 556 67% 23% L | 147 67% 6% L | 848 76% 34% GHUKL | 96 62% 4% | 530 68% 21% L | 289 57% 12% |
| NOT WANTING OTHERS TO THINK THAT I AM UNWILLING TO USE A 1ST CLASS STAMP | 75 2% 100% | 21 3% 28% D | 1 1% 1% | 30 2% 40% | 3 1% 4% | 13 2% 17% | 7 2% 10% | 32 4% 42% KL | 5 2% 7% | 25 2% 33% | 1 1% 1% | 8 1% 11% | 5 1% 6% |
| VALUE OF THE ITEM | 326 9% 100% | 76 11% 23% | 6 7% 2% | 135 9% 42% | 24 7% 7% | 49 9% 15% | 36 8% 11% | 86 10% 26% L | 18 8% 6% | 103 9% 32% | 13 8% 4% | 71 9% 22% | 35 7% 11% |
| SECURITY/PRIVACY | 370 10% 100% | 67 10% 18% | 7 9% 2% | 147 10% 40% | 30 9% 8% | 68 13% 18% | 51 11% 14% | 95 12% 26% L | 29 13% 8% L | 109 10% 30% | 19 13% 5% | 77 10% 21% | 40 8% 11% |
| OTHER (PLEASE SPECIFY) | 148 4% 100% | 29 4% 20% | 7 10% 5% CEF | 54 4% 37% | 23 7% 15% CF | 20 4% 14% | 14 3% 9% | 25 3% 17% | 9 4% 6% | 42 4% 29% | 8 5% 5% | 36 5% 25% | 27 5% 18% G |
| NONE | 275 8% 100% | 32 5% 12% | 6 8% 2% | 117 8% 42% A | 23 7% 8% | 39 7% 14% | 58 12% 21% ACDE | 75 9% 27% IK | 30 13% 11% IKL | 65 6% 24% | 18 12% 7% IK | 48 6% 17% | 40 8% 15% |
| DON'T KNOW | 46 1% 100% | 1 2% | 2 3% 5% AC | 11 1% 24% | 9 3% 30% AC | 12 2% 26% AC | 11 2% 24% AC | 14 2% 30% K | 8 4% 18% IK | 8 1% 17% | 2 1% 5% | 2 4% | 12 2% 26% IK |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.5 WHAT DO YOU TAKE INTO CONSIDERATION WHEN DECIDING WHETHER TO SEND MAIL BY 1ST OR BY SECOND CLASS POST?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|-----------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|-----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| COST OF POSTAGE | 876 24% 100% HJ | 188 28% 21% | 18 23% 2% | 343 23% 39% | 102 31% 12% M | 127 24% 14% | 99 21% 11% | 185 22% 21% | 38 17% 4% | 244 22% 28% | 22 15% 3% | 229 29% 26% M | 158 31% 18% M |
| SPEED OF DELIVERY | 2466 68% 100% DEFL | 507 75% 21% M | 52 67% 2% | 1085 72% 44% M | 189 57% 8% | 342 63% 14% | 291 62% 12% | 556 67% 23% | 147 67% 6% | 848 76% 34% M | 96 62% 4% | 530 68% 21% | 289 57% 12% |
| NOT WANTING OTHERS TO THINK THAT I AM UNWILLING TO USE A 1ST CLASS STAMP | 75 2% 100% | 21 3% 28% | 1 1% 1% | 30 2% 40% | 3 1% 4% | 13 2% 17% | 7 2% 10% | 32 4% 42% M | 5 2% 7% | 25 2% 33% | 1 1% 1% | 8 1% 11% | 5 1% 6% |
| VALUE OF THE ITEM | 326 9% 100% | 76 11% 23% | 6 7% 2% | 135 9% 42% | 24 7% 7% | 49 9% 15% | 36 8% 11% | 86 10% 26% | 18 8% 6% | 103 9% 32% | 13 8% 4% | 71 9% 22% | 35 7% 11% |
| SECURITY/PRIVACY | 370 10% 100% | 67 10% 18% | 7 9% 2% | 147 10% 40% | 30 9% 8% | 68 13% 18% | 51 11% 14% | 95 12% 26% | 29 13% 8% | 109 10% 30% | 19 13% 5% | 77 10% 21% | 40 8% 11% |
| OTHER (PLEASE SPECIFY) | 148 4% 100% | 29 4% 20% | 7 10% 5% M | 54 4% 37% | 23 7% 15% M | 20 4% 14% | 14 3% 9% | 25 3% 17% | 9 4% 6% | 42 4% 29% | 8 5% 5% | 36 5% 25% | 27 5% 18% |
| NONE | 275 8% 100% A | 32 5% 12% | 6 8% 2% | 117 8% 42% | 23 7% 8% | 39 7% 14% | 58 12% 21% M | 75 9% 27% | 30 13% 11% M | 65 6% 24% | 18 12% 7% | 48 6% 17% | 40 8% 15% |
| DON'T KNOW | 46 1% 100% AK | 1 2% | 2 3% 5% | 11 1% 24% | 9 3% 20% M | 12 2% 26% | 11 2% 24% | 14 2% 30% | 8 4% 18% M | 8 1% 17% | 2 1% 5% | 2 4% | 12 2% 26% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.6 AND WHICH IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER OUT OF THESE?

BASE : ALL THOSE WHO GIVE MORE THAN ONE REASON AT C5

| TOTAL | AGE | | | | | | | | | | | | |
|--------------------|------------------------|-----------------------|------------------|------------------|------------------|---------------------|---------------------|-----------------------|-------------------|------------------|-----------------------|-------------------|-----------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 779 100% | 99 13% | 130 17% | 143 18% | 106 14% | 111 14% | 116 15% | 74 9% | 229 29% | 360 46% | 190 24% | 229 29% | 249 32% | 301 39% |
| 811 100% | 119* 15% | 132 16% | 159 20% | 124* 15% | 114* 14% | 91* 11% | 70* 9% | 251 31% | 398 49% | 161 20% | 251 31% | 284 35% | 276 34% |
| 161 20% 100% | 19 16% 12% | 22 17% 14% | 28 18% 17% | 24 19% 15% | 30 26% 18% | 24 20% 15% | 14 20% 9% | 42 17% 26% | 82 21% 51% | 38 24% 24% | 42 17% 26% | 52 18% 32% | 68 25% 42% K |
| 391 48% 100% | 49 41% 13% | 59 45% 15% | 80 50% 20% | 68 55% 17% | 53 47% 14% | 46 51% 12% | 35 49% 9% | 109 43% 28% | 201 51% 51% | 81 50% 21% | 109 43% 28% | 148 52% 38% | 134 49% 34% |
| 15 2% 100% | 7 6% 44% DF | 4 3% 26% | 3 2% 22% | 1 1% 3% | 1 1% 4% | - - - | - - - | 11 4% 70% U | 5 1% 30% | - - - | 11 4% 70% M | 4 1% 25% | 1 1% 4% |
| 71 9% 100% | 19 16% 27% BD | 8 6% 12% | 15 10% 22% | 5 4% 7% | 8 7% 12% | 7 8% 10% | 8 11% 11% | 28 11% 39% | 29 7% 40% | 15 9% 21% | 28 11% 39% | 20 7% 29% | 23 8% 32% |
| 136 17% 100% | 21 18% 15% | 32 24% 23% F | 28 18% 21% | 18 14% 13% | 19 17% 14% | 10 11% 7% | 9 12% 6% | 53 21% 39% J | 65 16% 48% | 19 11% 14% | 53 21% 39% M | 46 16% 34% | 38 14% 28% |
| 7 1% 100% | 1 1% 11% | 2 1% 24% | 1 1% 18% | 2 1% 23% | - - - | 1 1% 8% | 1 2% 16% | 2 1% 35% | 3 1% 40% | 2 1% 24% | 2 1% 35% | 3 1% 40% | 2 1% 24% |
| 14 2% 100% | 1 1% 7% | 4 3% 26% | 4 2% 26% | 4 3% 27% | 1 1% 9% | - - - | 1 1% 6% | 5 2% 33% | 8 2% 61% | 1 1% 6% | 5 2% 33% | 7 3% 52% | 2 1% 15% |
| 15 2% 100% | 2 2% 13% | 1 1% 7% | - - - | 4 3% 25% | 2 2% 12% | 3 4% 21% C | 3 5% 22% C | 3 1% 20% | 6 1% 37% | 7 4% 43% | 3 1% 20% | 4 1% 25% | 9 3% 55% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.6 AND WHICH IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER OUT OF THESE?

BASE : ALL THOSE WHO GIVE MORE THAN ONE REASON AT C5

| TOTAL (N) | AGE | | | | | | | | | | | | |
|--------------------|-----------------------|------------------|------------------|------------------|------------------|------------------|-----------------|-------------------|-------------------|------------------|-------------------|-------------------|-------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 779 100% | 99 13% | 130 17% | 143 18% | 106 14% | 111 14% | 116 15% | 74 9% | 229 29% | 360 46% | 190 24% | 229 29% | 249 32% | 301 39% |
| 811 100% | 119* 15% | 132 16% | 159 20% | 124* 15% | 114* 14% | 91* 11% | 70* 9% | 251 31% | 398 49% | 161 20% | 251 31% | 284 35% | 276 34% |
| 161 20% 100% | 19 16% 12% | 22 17% 14% | 28 18% 17% | 24 19% 15% | 30 26% 18% | 24 20% 15% | 14 20% 9% | 42 17% 26% | 82 21% 51% | 38 24% 24% | 42 17% 26% | 52 18% 32% | 68 25% 42% |
| 391 48% 100% | 49 41% 13% | 59 45% 15% | 80 50% 20% | 68 55% 17% | 53 47% 14% | 46 51% 12% | 35 49% 9% | 109 43% 28% | 201 51% 51% | 81 50% 21% | 109 43% 28% | 148 52% 38% | 134 49% 34% |
| 15 2% 100% | 7 6% 44% N | 4 3% 26% | 3 2% 22% | 1 1% 3% | 1 1% 4% | - - - | - - - | 11 4% 70% | 5 1% 30% | - - - | 11 4% 70% | 4 1% 25% | 1 1% 4% |
| 71 9% 100% | 19 16% 27% N | 8 6% 12% | 15 10% 22% | 5 4% 7% | 8 7% 12% | 7 8% 10% | 8 11% 11% | 28 11% 39% | 29 7% 40% | 15 9% 21% | 28 11% 39% | 20 7% 29% | 23 8% 32% |
| 136 17% 100% | 21 18% 15% | 32 24% 23% | 28 18% 21% | 18 14% 13% | 19 17% 14% | 10 11% 7% | 9 12% 6% | 53 21% 39% | 65 16% 48% | 19 11% 14% | 53 21% 39% | 46 16% 34% | 38 14% 28% |
| 7 1% 100% | 1 1% 11% | 2 1% 24% | 1 1% 18% | 2 1% 23% | - - - | 1 1% 8% | 1 2% 16% | 2 1% 35% | 3 1% 40% | 2 1% 24% | 2 1% 35% | 3 1% 40% | 2 1% 24% |
| 14 2% 100% | 1 1% 7% | 4 3% 26% | 4 2% 26% | 4 3% 27% | 1 1% 9% | - - - | 1 1% 6% | 5 2% 33% | 8 2% 61% | 1 1% 6% | 5 2% 33% | 7 3% 52% | 2 1% 15% |
| 15 2% 100% | 2 2% 13% | 1 1% 7% | - - - | 4 3% 25% | 2 2% 12% | 3 4% 21% | 3 5% 22% | 3 1% 20% | 6 1% 37% | 7 4% 43% | 3 1% 20% | 4 1% 25% | 9 3% 55% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.6 AND WHICH IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER OUT OF THESE?

BASE : ALL THOSE WHO GIVE MORE THAN ONE REASON AT C5

| | TOTAL | SEX | | SEX/AGE | | | | | |
|---|--------------------|-------------------|-------------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 779 100% | 359 46% | 420 54% | 115 15% | 96 12% | 148 19% | 114 15% | 153 20% | 153 20% |
| WEIGHTED TOTAL | 811 100% | 395 49% | 416 51% | 141 17% | 130* 16% | 124 15% | 111* 14% | 153 19% | 152 19% |
| COST OF POSTAGE | 161 20% 100% | 77 20% 48% | 84 20% 52% | 24 17% 15% | 24 18% 15% | 29 24% 18% | 17 16% 11% | 28 18% 17% | 39 25% 24% |
| SPEED OF DELIVERY | 391 48% 100% | 179 45% 46% | 212 51% 54% | 57 41% 15% | 64 49% 16% | 57 46% 15% | 51 46% 13% | 83 54% 21% C | 77 51% 20% |
| NOT WANTING OTHERS TO THINK THAT I AM UNWILLING TO USE A 1ST CLASS STAMP | 15 2% 100% | 10 3% 66% | 5 1% 34% | 7 5% 45% EH | 2 2% 16% | 1 1% 4% | 4 3% 25% H | 1 1% 9% | - - - |
| VALUE OF THE ITEM | 71 9% 100% | 40 10% 57% | 31 7% 43% | 17 12% 24% | 11 9% 16% | 12 10% 17% | 11 10% 15% | 9 6% 13% | 11 7% 15% |
| SECURITY/PRIVACY | 136 17% 100% | 69 18% 51% | 67 16% 49% | 28 20% 20% | 24 18% 17% | 17 14% 13% | 25 22% 18% | 22 14% 16% | 20 13% 15% |
| OTHER (PLEASE SPECIFY) | 7 1% 100% | 2 1% 33% | 5 1% 67% | 2 1% 24% | - - - | 1 8% | 1 1% 11% | 3 2% 40% | 1 1% 16% |
| NONE | 14 2% 100% | 7 2% 48% | 7 2% 52% | 3 2% 19% | 2 1% 14% | 2 2% 15% | 2 2% 14% | 5 3% 38% H | - - - |
| DON'T KNOW | 15 2% 100% | 10 3% 65% | 5 1% 35% | 3 2% 20% | 3 2% 18% | 4 4% 28% | - - - | 1 1% 7% | 4 3% 27% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.6 AND WHICH IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER OUT OF THESE?

BASE : ALL THOSE WHO GIVE MORE THAN ONE REASON AT C5

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|---|--------------------|-------------------|-------------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 779 100% | 359 46% | 420 54% | 115 15% | 96 12% | 148 19% | 114 15% | 153 20% | 153 20% |
| WEIGHTED TOTAL | 811 100% | 395 49% | 416 51% | 141 17% | 130* 16% | 124 15% | 111* 14% | 153 19% | 152 19% |
| COST OF POSTAGE | 161 20% 100% | 77 20% 48% | 84 20% 52% | 24 17% 15% | 24 18% 15% | 29 24% 18% | 17 16% 11% | 28 18% 17% | 39 25% 24% |
| SPEED OF DELIVERY | 391 48% 100% | 179 45% 46% | 212 51% 54% | 57 41% 15% | 64 49% 16% | 57 46% 15% | 51 46% 13% | 83 54% 21% | 77 51% 20% |
| NOT WANTING OTHERS TO THINK THAT I AM UNWILLING TO USE A 1ST CLASS STAMP | 15 2% 100% | 10 3% 66% | 5 1% 34% | 7 5% 45% | 2 2% 16% | 1 1% 4% | 4 3% 25% | 1 1% 9% | - - - |
| VALUE OF THE ITEM | 71 9% 100% | 40 10% 57% | 31 7% 43% | 17 12% 24% | 11 9% 16% | 12 10% 17% | 11 10% 15% | 9 6% 13% | 11 7% 15% |
| SECURITY/PRIVACY | 136 17% 100% | 69 18% 51% | 67 16% 49% | 28 20% 20% | 24 18% 17% | 17 14% 13% | 25 22% 18% | 22 14% 16% | 20 13% 15% |
| OTHER (PLEASE SPECIFY) | 7 1% 100% | 2 1% 33% | 5 1% 67% | 2 1% 24% | - - - | 1 8% - | 1 1% 11% | 3 2% 40% | 1 1% 16% |
| NONE | 14 2% 100% | 7 2% 48% | 7 2% 52% | 3 2% 19% | 2 1% 14% | 2 2% 15% | 2 2% 14% | 5 3% 38% | - - - |
| DON'T KNOW | 15 2% 100% | 10 3% 65% | 5 1% 35% | 3 2% 20% | 3 2% 18% | 4 4% 28% | - - - | 1 1% 7% | 4 3% 27% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.6 AND WHICH IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER OUT OF THESE?

BASE : ALL THOSE WHO GIVE MORE THAN ONE REASON AT C5

| | TOTAL | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|---|--------------------|-----------------|---------------------|-------------------|------------------------|-----------------------|------------------|------------------|-------------------|-----------------------|--------------------|---------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 779 100% | 32 4% | 162 21% | 212 27% | 134 17% | 104 13% | 135 17% | 194 25% | 346 44% | 239 31% | 667 86% | 52 7% | 20 3% | 40 5% | 651 84% | 59 8% |
| WEIGHTED TOTAL | 811 100% | 35** 4% | 170 21% | 257 32% | 152 19% | 98** 12% | 99 12% | 205 25% | 409 50% | 197 24% | 683 84% | 70* 9% | 23** 3% | 35* 4% | 682 84% | 60* 7% |
| COST OF POSTAGE | 161 20% 100% | 4 11% 2% | 41 24% 25% | 56 22% 35% | 29 19% 18% | 16 17% 10% | 16 16% 10% | 45 22% 28% | 85 21% 53% | 32 16% 20% | 141 21% 87% | 12 17% 7% | 1 3% * | 8 23% 5% | 137 20% 85% | 12 21% 8% |
| SPEED OF DELIVERY | 391 48% 100% | 23 65% 6% | 76 45% 19% | 137 53% 35% | 64 42% 16% | 40 41% 10% | 50 51% 13% | 99 48% 25% | 201 49% 51% | 91 46% 23% | 335 49% 86% | 27 39% 7% | 9 38% 2% | 20 56% 5% | 344 50% 88% | 24 40% 6% |
| NOT WANTING OTHERS TO THINK THAT I AM UNWILLING TO USE A 1ST CLASS STAMP | 15 2% 100% | - - - | 3 2% 21% | 4 2% 26% | 1 1% 10% | 6 6% 41% CDF | 1 1% 3% | 3 2% 21% | 5 1% 35% | 7 3% 44% | 15 2% 100% | - - - | - - - | - - - | 7 1% 47% | 3 5% 19% N |
| VALUE OF THE ITEM | 71 9% 100% | 1 3% 1% | 10 6% 14% | 14 5% 20% | 22 15% 32% BC | 13 13% 18% C | 11 11% 16% | 11 5% 15% | 36 9% 51% | 24 12% 34% G | 54 8% 77% | 11 15% 15% | 3 13% 4% | 3 8% 4% | 55 8% 78% | 5 8% 7% |
| SECURITY/PRIVACY | 136 17% 100% | 6 18% 5% | 28 17% 21% | 32 13% 24% | 31 20% 22% | 21 21% 15% | 18 19% 13% | 35 17% 25% | 63 15% 46% | 39 20% 29% | 108 16% 79% | 18 25% 13% | 6 27% 5% | 4 12% 3% | 108 16% 79% | 14 23% 10% |
| OTHER (PLEASE SPECIFY) | 7 1% 100% | - - - | 1 * 8% | 4 2% 58% | 2 2% 34% | - - - | - - - | 1 * 8% | 6 2% 92% | - - - | 2 * 35% | - - - | 4 19% 65% | - - - | 5 1% 76% | 2 3% 24% |
| NONE | 14 2% 100% | - - - | 6 4% 45% D | 6 2% 43% | - - - | - - - | 2 2% 11% | 6 3% 45% | 6 1% 43% | 2 1% 11% | 13 2% 93% | 1 1% 7% | - - - | - - - | 10 2% 75% | - - - |
| DON'T KNOW | 15 2% 100% | 1 3% 7% | 5 3% 34% | 4 1% 24% | 2 2% 16% | 2 2% 12% | 1 1% 8% | 6 3% 41% | 6 1% 40% | 3 2% 20% | 14 2% 91% | 1 2% 9% | - - - | - - - | 15 2% 100% | - - - |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.6 AND WHICH IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER OUT OF THESE?

BASE : ALL THOSE WHO GIVE MORE THAN ONE REASON AT C5

| TOTAL | URBAN | | | | | | |
|--------------------|-------------------------------|--|------------------------|------------------------|-----------------------|----------------------|------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 779 100% | 245 31% | 141 18% | 104 13% | 386 50% | 135 17% | 25 3% | 631 81% |
| 811 100% | 246 30% | 148 18% | 97* 12% | 400 49% | 150 19% | 23** 3% | 646 80% |
| 161 20% 100% | 58 24% 36% D | 29 20% 18% | 29 29% 18% DG | 64 16% 40% | 37 25% 23% D | 7 29% 4% | 122 19% 76% |
| 391 48% 100% | 107 43% 27% | 74 50% 19% C | 33 34% 8% | 199 50% 51% C | 76 50% 19% C | 6 28% 2% | 306 47% 78% C |
| 15 2% 100% | 12 5% 80% DG | 4 3% 25% D | 8 9% 55% BDEG | 1 9% | 2 1% 11% | - - - | 14 2% 89% D |
| 71 9% 100% | 21 9% 30% | 13 9% 18% | 8 8% 11% | 39 10% 55% | 8 5% 11% | 2 11% 3% | 60 9% 85% |
| 136 17% 100% | 35 14% 26% | 19 13% 14% | 16 16% 12% | 79 20% 58% | 22 15% 16% | 6 27% 5% | 114 18% 83% |
| 7 1% 100% | 2 1% 27% | 1 1% 11% | 1 1% 16% | 2 1% 31% | 3 2% 42% | 1 5% 18% | 4 1% 58% |
| 14 2% 100% | 8 3% 56% | 7 5% 49% E | 1 1% 7% | 6 2% 44% | - - - | - - - | 14 2% 100% |
| 15 2% 100% | 3 1% 21% | 2 1% 14% | 1 1% 7% | 9 2% 61% | 3 2% 19% | - - - | 13 2% 81% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.6 AND WHICH IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER OUT OF THESE?

BASE : ALL THOSE WHO GIVE MORE THAN ONE REASON AT C5

| | TOTAL | UK GEOGRAPHICS GROUPS | | | | | |
|---|--------------------|-----------------------|---------------------|-------------------|------------------|-----------------|----------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 779 100% | 117 15% | 128 16% | 263 34% | 123 16% | 16 2% | 17 2% |
| WEIGHTED TOTAL | 811 100% | 112 14% | 133 16% | 269 33% | 131* 16% | 16** 2% | 17** 2% |
| COST OF POSTAGE | 161 20% 100% | 30 26% 18% C | 28 21% 17% | 41 15% 25% | 23 18% 14% | 5 29% 3% | 5 31% 3% |
| SPEED OF DELIVERY | 391 48% 100% | 45 40% 11% | 62 46% 16% | 137 51% 35% | 62 47% 16% | 6 37% 2% | 2 13% 1% |
| NOT WANTING OTHERS TO THINK THAT I AM UNWILLING TO USE A 1ST CLASS STAMP | 15 2% 100% | 8 8% 50% CDF | 4 3% 25% C | - - - | 1 1% 9% | - - - | - - - |
| VALUE OF THE ITEM | 71 9% 100% | 8 7% 11% | 13 10% 18% | 24 9% 34% | 15 11% 21% | - - - | 2 15% 3% |
| SECURITY/PRIVACY | 136 17% 100% | 18 16% 13% | 17 13% 12% | 54 20% 40% | 24 19% 18% | 4 24% 3% | 6 34% 4% |
| OTHER (PLEASE SPECIFY) | 7 1% 100% | 1 1% 16% | 1 1% 11% | 1 8% | 2 1% 23% | 2 10% 24% | 1 7% 18% |
| NONE | 14 2% 100% | 1 1% 7% | 7 5% 49% F | 5 2% 37% | 1 1% 7% | - - - | - - - |
| DON'T KNOW | 15 2% 100% | 1 1% 7% | 2 2% 14% | 7 2% 42% | 3 2% 19% | - - - | - - - |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.6 AND WHICH IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER OUT OF THESE?

BASE : ALL THOSE WHO GIVE MORE THAN ONE REASON AT C5

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|---|--------------------|-----------------|------------------|-------------------|-----------------------|---------------------|------------------|------------------|-------------------|------------------|--------------------|---------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 779 100% | 32 4% | 162 21% | 212 27% | 134 17% | 104 13% | 135 17% | 194 25% | 346 44% | 239 31% | 667 86% | 52 7% | 20 3% | 40 5% | 651 84% | 59 8% |
| WEIGHTED TOTAL | 811 100% | 35** 4% | 170 21% | 257 32% | 152 19% | 98** 12% | 99 12% | 205 25% | 409 50% | 197 24% | 683 84% | 70* 9% | 23** 3% | 35* 4% | 682 84% | 60* 7% |
| COST OF POSTAGE | 161 20% 100% | 4 11% 2% | 41 24% 25% | 56 22% 35% | 29 19% 18% | 16 17% 10% | 16 16% 10% | 45 22% 28% | 85 21% 53% | 32 16% 20% | 141 21% 87% | 12 17% 7% | 1 3% - | 8 23% 5% | 137 20% 85% | 12 21% 8% |
| SPEED OF DELIVERY | 391 48% 100% | 23 65% 6% | 76 45% 19% | 137 53% 35% | 64 42% 16% | 40 41% 10% | 50 51% 13% | 99 48% 25% | 201 49% 51% | 91 46% 23% | 335 49% 86% | 27 39% 7% | 9 38% 2% | 20 56% 5% | 344 50% 88% | 24 40% 6% |
| NOT WANTING OTHERS TO THINK THAT I AM UNWILLING TO USE A 1ST CLASS STAMP | 15 2% 100% | - - - | 3 2% 21% | 4 2% 26% | 1 1% 10% | 6 6% 41% T | 1 3% 3% | 3 2% 21% | 5 1% 35% | 7 3% 44% | 15 100% - | - - - | - - - | - - - | 7 1% 47% | 3 5% 19% |
| VALUE OF THE ITEM | 71 9% 100% | 1 3% 1% | 10 6% 14% | 14 5% 20% | 22 15% 32% T | 13 13% 18% | 11 11% 16% | 11 5% 15% | 36 9% 51% | 24 12% 34% | 54 8% 77% | 11 15% 15% | 3 13% 4% | 3 8% 4% | 55 8% 78% | 5 8% 7% |
| SECURITY/PRIVACY | 136 17% 100% | 6 18% 5% | 28 17% 21% | 32 13% 24% | 31 20% 22% | 21 21% 15% | 18 19% 13% | 35 17% 25% | 63 15% 46% | 39 20% 29% | 108 16% 79% | 18 25% 13% | 6 27% 5% | 4 12% 3% | 108 16% 79% | 14 23% 10% |
| OTHER (PLEASE SPECIFY) | 7 1% 100% | - - - | 1 2% 8% | 4 2% 58% | 2 2% 34% | - - - | - - - | 1 2% 8% | 6 2% 92% | - - - | 2 - 35% | - - - | 4 19% 65% | - - - | 5 1% 76% | 2 3% 24% |
| NONE | 14 2% 100% | - - - | 6 4% 45% | 6 2% 43% | - - - | - - - | 2 2% 11% | 6 3% 45% | 6 1% 43% | 2 1% 11% | 13 2% 93% | 1 1% 7% | - - - | - - - | 10 2% 75% | - - - |
| DON'T KNOW | 15 2% 100% | 1 3% 7% | 5 3% 34% | 4 1% 24% | 2 2% 16% | 2 2% 12% | 1 1% 8% | 6 3% 41% | 6 1% 40% | 3 2% 20% | 14 2% 91% | 1 2% 9% | - - - | - - - | 15 2% 100% | - - - |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.6 AND WHICH IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER OUT OF THESE?

BASE : ALL THOSE WHO GIVE MORE THAN ONE REASON AT C5

| TOTAL (H) | URBAN | | | | | | |
|-------------------------|----------------------------------|---|-----------------------|-------------------|------------------|----------------------|-------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 779 100% | 245 31% | 141 18% | 104 13% | 386 50% | 135 17% | 25 3% | 631 81% |
| 811 100% | 246 30% | 148 18% | 97* 12% . | 400 49% | 150 19% | 23** 3% .. | 646 80% |
| 161 20% 100% | 58 24% 36% | 29 20% 18% | 29 29% 18% H | 64 16% 40% | 37 25% 23% | 7 29% 4% | 122 19% 76% |
| 391 48% 100% C | 107 43% 27% | 74 50% 19% | 33 34% 8% | 199 50% 51% | 76 50% 19% | 6 28% 2% | 306 47% 78% |
| 15 2% 100% | 12 5% 80% H | 4 3% 25% | 8 9% 55% H | 1 . 9% | 2 1% 11% | - - - | 14 2% 89% |
| 71 9% 100% | 21 9% 30% | 13 9% 18% | 8 8% 11% | 39 10% 55% | 8 5% 11% | 2 11% 3% | 60 9% 85% |
| 136 17% 100% | 35 14% 26% | 19 13% 14% | 16 16% 12% | 79 20% 58% | 22 15% 16% | 6 27% 5% | 114 18% 83% |
| 7 1% 100% | 2 1% 27% | 1 1% 11% | 1 1% 16% | 2 1% 31% | 3 2% 42% | 1 5% 18% | 4 1% 58% |
| 14 2% 100% | 8 3% 56% | 7 5% 49% H | 1 1% 7% | 6 2% 44% | - - - | - - - | 14 2% 100% |
| 15 2% 100% | 3 1% 21% | 2 1% 14% | 1 1% 7% | 9 2% 61% | 3 2% 19% | - - - | 13 2% 81% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.6 AND WHICH IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER OUT OF THESE?

BASE : ALL THOSE WHO GIVE MORE THAN ONE REASON AT C5

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|---|-----------------------|-----------------------|---------------------|-------------------|------------------|-----------------|----------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 779 100% | 117 15% | 128 16% | 263 34% | 123 16% | 16 2% | 17 2% |
| WEIGHTED TOTAL | 811 100% | 112 14% | 133 16% | 269 33% | 131* 16% | 16** 2% | 17** 2% |
| COST OF POSTAGE | 161 20% 100% | 30 26% 18% | 28 21% 17% | 41 15% 25% | 23 18% 14% | 5 29% 3% | 5 31% 3% |
| SPEED OF DELIVERY | 391 48% 100% | 45 40% 11% | 62 46% 16% | 137 51% 35% | 62 47% 16% | 6 37% 2% | 2 13% 1% |
| NOT WANTING OTHERS TO THINK THAT I AM UNWILLING TO USE A 1ST CLASS STAMP | 15 2% 100% C | 8 8% 55% H | 4 3% 25% | - - - | 1 1% 9% | - - - | 2 1% 11% |
| VALUE OF THE ITEM | 71 9% 100% | 8 7% 11% | 13 10% 18% | 24 9% 34% | 15 11% 21% | - - - | 2 15% 3% |
| SECURITY/PRIVACY | 136 17% 100% | 18 16% 13% | 17 13% 12% | 54 20% 40% | 24 19% 18% | 4 24% 3% | 6 34% 4% |
| OTHER (PLEASE SPECIFY) | 7 1% 100% | 1 1% 16% | 1 1% 11% | 1 8% | 2 1% 23% | 2 10% 24% | 1 7% 18% |
| NONE | 14 2% 100% | 1 1% 7% | 7 5% 49% H | 5 2% 37% | 1 1% 7% | - - - | - - - |
| DON'T KNOW | 15 2% 100% | 1 1% 7% | 2 2% 14% | 7 2% 42% | 3 2% 19% | - - - | 3 2% 19% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.6 AND WHICH IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER OUT OF THESE?

BASE : ALL THOSE WHO GIVE MORE THAN ONE REASON AT C5

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|--------------------|---------------------|-----------------------|-----------------------|-------------------------|---------------------|-----------------------|----------------------|-------------------------|-----------------------|----------------------|------------------------|----------------------|--------------------|----------------------|-------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 779 100% | 100 13% | 94 12% | 164 21% | 182 23% | 95 12% | 144 18% | 40 5% | 110 14% | 79 10% | 67 9% | 116 15% | 66 8% | 87 11% | 120 15% | 94 12% |
| WEIGHTED TOTAL | 811 100% | 110* 14% | 95* 12% | 203 25% | 206 25% | 82* 10% | 115 14% | 41* 5% | 137* 17% | 73* 9% | 82* 10% | 152 19% | 50* 6% | 82* 10% | 120 15% | 74* 9% |
| COST OF POSTAGE | 161 20% 100% | 26 23% 16% | 19 20% 12% | 38 19% 23% | 47 23% 29% | 14 17% 9% | 18 16% 11% | 8 18% 5% | 23 17% 14% | 11 15% 7% | 20 24% 12% | 23 15% 15% | 9 18% 5% | 18 21% 11% | 38 32% 24% | 12 16% 7% |
| SPEED OF DELIVERY | 391 48% 100% | 49 44% 13% | 50 53% 13% | 95 47% 24% | 106 52% 27% | 36 43% 9% | 55 48% 14% | 20 48% 5% | 56 41% 14% | 33 45% 8% | 40 49% 10% | 88 58% 22% HL | 20 40% 5% | 39 48% 10% | 57 48% 15% | 38 52% 10% |
| NOT WANTING OTHERS TO THINK THAT I AM UNWILLING TO USE A 1ST CLASS STAMP | 15 2% 100% | 3 3% 21% | - - - | 5 2% 31% | 1 4% 4% | 2 3% 14% | 5 4% 30% D | - - - | 5 4% 35% K | 5 7% 35% KNO | 2 3% 16% | - - - | 1 3% 9% K | 1 1% 4% | - - - | - - - |
| VALUE OF THE ITEM | 71 9% 100% | 6 5% 8% | 5 5% 7% | 23 11% 33% | 13 6% 19% | 11 13% 16% | 13 11% 18% | 1 2% 1% | 22 16% 31% GKN | 5 7% 7% | 4 5% 6% | 9 6% 12% GKN | 7 15% 10% | 5 6% 7% | 6 5% 9% | 11 15% 16% GKN |
| SECURITY/PRIVACY | 136 17% 100% | 19 17% 14% | 15 16% 11% | 33 16% 24% | 30 14% 22% | 17 21% 13% | 22 19% 16% | 11 27% 8% N | 24 17% 17% | 18 25% 13% N | 10 12% 7% | 25 16% 18% | 12 24% 9% | 14 17% 10% | 15 12% 11% | 9 13% 7% |
| OTHER (PLEASE SPECIFY) | 7 1% 100% | 1 8% - | - - - | 2 1% 24% | 5 2% 67% | - - - | - - - | - - - | 2 2% 35% | - - - | - - - | 3 2% 40% | - - - | 1 1% 8% | 1 1% 16% | - - - |
| NONE | 14 2% 100% | 3 3% 20% | 3 4% 25% | 4 2% 27% | 2 1% 16% | - - - | 2 1% 11% | - - - | 4 3% 26% | 1 1% 7% KO | 5 7% 39% | 1 1% 9% | 1 1% 4% | 1 1% 6% | 1 1% 9% | - - - |
| DON'T KNOW | 15 2% 100% | 4 4% 25% | 2 3% 16% | 4 2% 27% | 2 1% 13% | 2 2% 13% | 1 1% 6% | 2 5% 14% | 1 1% 6% | - - - | - - - | 4 3% 25% | - - - | 4 5% 27% | 1 1% 8% | 3 4% 20% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.6 AND WHICH IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER OUT OF THESE?

BASE : ALL THOSE WHO GIVE MORE THAN ONE REASON AT C5

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|--------------------|---------------------|-----------------------|-----------------------|-------------------------|---------------------|-----------------------|----------------------|------------------------|----------------------|----------------------|------------------------|----------------------|--------------------|-----------------------|--------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 779 100% | 100 13% | 94 12% | 164 21% | 182 23% | 95 12% | 144 18% | 40 5% | 110 14% | 79 10% | 67 9% | 116 15% | 66 8% | 87 11% | 120 15% | 94 12% |
| WEIGHTED TOTAL | 811 100% | 110* 14% * | 95* 12% * | 203 25% | 206 25% | 82* 10% * | 115 14% | 41* 5% * | 137* 17% * | 73* 9% * | 82* 10% * | 152 19% | 50* 6% * | 82* 10% * | 120 15% | 74* 9% * |
| COST OF POSTAGE | 161 20% 100% | 26 23% 16% | 19 20% 12% | 38 19% 23% | 47 23% 29% | 14 17% 9% | 18 16% 11% | 8 18% 5% | 23 17% 14% | 11 15% 7% | 20 24% 12% | 23 15% 15% | 9 18% 5% | 18 21% 11% | 38 32% 24% P | 12 16% 7% |
| SPEED OF DELIVERY | 391 48% 100% | 49 44% 13% | 50 53% 13% | 95 47% 24% | 106 52% 27% | 36 9% 14% | 55 48% 14% | 20 48% 5% | 56 41% 14% | 33 45% 8% | 40 49% 10% | 88 58% 22% | 20 40% 5% | 39 48% 10% | 57 48% 15% | 38 52% 10% |
| NOT WANTING OTHERS TO THINK THAT I AM UNWILLING TO USE A 1ST CLASS STAMP | 15 2% 100% | 3 3% 21% | - - - | 5 2% 31% | 1 4% 4% | 2 3% 14% | 5 4% 30% | - - - | 5 4% 35% | 5 7% 35% P | 2 3% 16% | - - - | 1 3% 9% | 1 4% 4% | - - - | - - - |
| VALUE OF THE ITEM | 71 9% 100% | 6 5% 8% | 5 5% 7% | 23 11% 33% | 13 6% 19% | 11 13% 16% | 13 11% 18% | 1 2% 1% | 22 16% 31% P | 5 7% 7% | 4 5% 6% | 9 6% 12% | 7 15% 10% | 5 6% 7% | 6 5% 9% | 11 15% 16% |
| SECURITY/PRIVACY | 136 17% 100% | 19 17% 14% | 15 16% 11% | 33 16% 24% | 30 14% 22% | 17 13% 13% | 22 16% 16% | 11 27% 8% | 24 17% 17% | 18 25% 13% | 10 12% 7% | 25 16% 18% | 12 24% 9% | 14 17% 10% | 15 12% 11% | 9 13% 7% |
| OTHER (PLEASE SPECIFY) | 7 1% 100% | 1 1% 8% | - - - | 2 1% 24% | 5 2% 67% | - - - | - - - | - - - | 2 2% 35% | - - - | - - - | 3 2% 40% | - - - | 1 1% 8% | 1 1% 16% | - - - |
| NONE | 14 2% 100% | 3 3% 20% | 3 4% 25% | 4 2% 27% | 2 1% 16% | - - - | 2 1% 11% | - - - | 4 3% 26% | 1 1% 7% | 5 7% 39% P | - 1% 9% | 1 1% 4% | 1 1% 6% | 1 1% 9% | - - - |
| DON'T KNOW | 15 2% 100% | 4 4% 25% | 2 3% 16% | 4 2% 27% | 2 1% 13% | 2 2% 13% | 1 6% 6% | 2 5% 14% | 1 6% 6% | - - - | - - - | 4 3% 25% | - - - | 4 5% 27% | 1 1% 8% | 3 4% 20% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.6 AND WHICH IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER OUT OF THESE?

BASE : ALL THOSE WHO GIVE MORE THAN ONE REASON AT C5

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--|--------------------|-----------------------------|----------------------------|-----------------|--|-------------------|----------------------|------------------|------------------------------------|-----------------------|---------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 779 100% | 126 16% | 649 83% | 32 4% | 601 77% | 178 23% | 61 8% | 93 12% | 619 79% | 99 13% | 67 9% |
| WEIGHTED TOTAL | 811 100% | 105 13% | 700 86% | 29** 4% | 649 80% | 161 20% | 55* 7% | 92* 11% | 658 81% | 97* 12% | 60* 7% |
| COST OF POSTAGE | 161 20% 100% | 22 21% 14% | 138 20% 85% | 5 17% 3% | 138 21% 85% | 23 15% 15% | 8 14% 5% | 9 10% 6% | 143 22% 88% GI | 11 11% 7% | 9 16% 6% |
| SPEED OF DELIVERY | 391 48% 100% | 52 50% 13% | 337 48% 86% | 16 56% 4% | 308 47% 79% | 82 51% 21% | 29 52% 7% | 42 45% 11% | 319 48% 82% | 44 45% 11% | 30 51% 8% |
| NOT WANTING OTHERS TO THINK THAT I AM UNWILLING TO USE A 1ST CLASS STAMP | 15 2% 100% | - - - | 13 2% 86% | - - - | 12 2% 79% | 3 2% 21% | - - - | 4 4% 25% | 12 2% 75% | 4 4% 25% | - - - |
| VALUE OF THE ITEM | 71 9% 100% | 6 6% 8% | 65 9% 92% | 2 8% 3% | 55 9% 78% | 15 10% 22% | 5 10% 8% | 12 13% 17% | 53 8% 74% | 13 13% 18% | 6 10% 8% |
| SECURITY/PRIVACY | 136 17% 100% | 21 20% 15% | 115 16% 85% | 5 17% 3% | 108 17% 79% | 29 18% 21% | 10 18% 7% | 21 23% 16% | 104 16% 77% | 22 23% 16% | 11 18% 8% |
| OTHER (PLEASE SPECIFY) | 7 1% 100% | 1 1% 16% | 6 1% 84% | - - - | 4 1% 60% | 3 2% 40% | - - - | 2 2% 24% | 5 1% 76% | 2 2% 24% | - - - |
| NONE | 14 2% 100% | 1 1% 4% | 13 2% 96% | - - - | 11 2% 82% | 3 2% 18% | 1 2% 6% | 3 3% 18% | 10 2% 75% | 3 3% 18% | 1 1% 6% |
| DON'T KNOW | 15 2% 100% | 2 2% 13% | 13 2% 87% | 1 3% 5% | 13 2% 82% | 3 2% 18% | 3 5% 18% GI | - - - | 13 2% 82% | - - - | 3 5% 18% I |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.6 AND WHICH IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER OUT OF THESE?

BASE : ALL THOSE WHO GIVE MORE THAN ONE REASON AT C5

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|-------------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 779 100% | 126 16% | 649 83% | 32 4% | 601 77% | 178 23% | 61 8% | 93 12% | 619 79% | 99 13% | 67 9% |
| WEIGHTED TOTAL | 811 100% | 105 13% | 700 86% | 29** 4% | 649 80% | 161 20% | 55* 7% | 92* 11% | 658 81% | 97* 12% | 60* 7% |
| COST OF POSTAGE | 161 20% 100% G | 22 21% 14% | 138 20% 85% | 5 17% 3% | 138 21% 85% | 23 15% 15% | 8 14% 5% | 9 10% 6% | 143 22% 88% | 11 11% 7% | 9 16% 6% |
| SPEED OF DELIVERY | 391 48% 100% | 52 50% 13% | 337 48% 86% | 16 56% 4% | 308 47% 79% | 82 51% 21% | 29 52% 7% | 42 45% 11% | 319 48% 82% | 44 45% 11% | 30 51% 8% |
| NOT WANTING OTHERS TO THINK THAT I AM UNWILLING TO USE A 1ST CLASS STAMP | 15 2% 100% | - - - | 13 2% 86% | - - - | 12 2% 79% | 3 2% 21% | - - - | 4 4% 25% | 12 2% 75% | 4 4% 25% | - - - |
| VALUE OF THE ITEM | 71 9% 100% | 6 6% 8% | 65 9% 92% | 2 8% 3% | 55 9% 78% | 15 10% 22% | 5 10% 8% | 12 13% 17% | 53 8% 74% | 13 13% 18% | 6 10% 8% |
| SECURITY/PRIVACY | 136 17% 100% | 21 20% 15% | 115 16% 85% | 5 17% 3% | 108 17% 79% | 29 18% 21% | 10 18% 7% | 21 23% 16% | 104 16% 77% | 22 23% 16% | 11 18% 8% |
| OTHER (PLEASE SPECIFY) | 7 1% 100% | 1 1% 16% | 6 1% 84% | - - - | 4 1% 60% | 3 2% 40% | - - - | 2 2% 24% | 5 1% 76% | 2 2% 24% | - - - |
| NONE | 14 2% 100% | 1 1% 4% | 13 2% 96% | - - - | 11 2% 82% | 3 2% 18% | 1 2% 6% | 3 3% 18% | 10 2% 75% | 3 3% 18% | 1 1% 6% |
| DON'T KNOW | 15 2% 100% | 2 2% 13% | 13 2% 87% | 1 3% 5% | 13 2% 82% | 3 2% 18% | 3 5% 18% | - - - | 13 2% 82% | - - - | 3 5% 18% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.6 AND WHICH IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER OUT OF THESE?

BASE : ALL THOSE WHO GIVE MORE THAN ONE REASON AT C5

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|--------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|-----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 779 100% | 179 23% | 15 2% | 285 37% | 61 8% | 137 18% | 102 13% | 177 23% | 52 7% | 223 29% | 26 3% | 201 26% | 100 13% |
| WEIGHTED TOTAL | 811 100% | 190 23% | 15** 2% | 345 43% | 64* 8% | 114 14% | 82* 10% | 198 24% | 53* 7% | 262 32% | 22** 3% | 189 23% | 87* 11% |
| COST OF POSTAGE | 161 20% 100% | 44 23% 27% F | 1 4% * | 71 21% 44% | 13 21% 8% | 22 20% 14% | 9 11% 6% | 38 19% 24% | 4 7% 2% | 49 19% 30% | 3 14% 2% | 51 27% 32% H | 17 19% 10% |
| SPEED OF DELIVERY | 391 48% 100% | 89 47% 23% | 10 63% 2% | 171 50% 44% | 30 47% 8% | 48 42% 12% | 43 52% 11% | 86 43% 22% | 23 43% 6% | 137 52% 35% | 11 50% 3% | 85 45% 22% | 49 57% 13% G |
| NOT WANTING OTHERS TO THINK THAT I AM UNWILLING TO USE A 1ST CLASS STAMP | 15 2% 100% | 3 2% 21% | - - - | 4 1% 27% | 1 2% 9% | 5 4% 32% C | 2 2% 12% | 8 4% 49% K | 3 6% 21% KL | 4 1% 25% | - - - | 1 4% - | - - - |
| VALUE OF THE ITEM | 71 9% 100% | 11 6% 15% | - - - | 32 9% 46% | 4 6% 6% | 12 11% 17% | 11 14% 16% A | 23 12% 33% | 4 8% 6% | 16 6% 23% | 4 18% 5% | 15 8% 22% | 7 8% 10% |
| SECURITY/PRIVACY | 136 17% 100% | 30 16% 22% | 4 28% 3% | 52 15% 38% | 10 16% 8% | 25 22% 18% | 14 17% 10% | 37 19% 27% | 16 29% 11% IKL | 43 16% 31% | 3 16% 2% | 28 15% 20% | 10 11% 7% |
| OTHER (PLEASE SPECIFY) | 7 1% 100% | 1 8% - | - - - | 4 1% 51% | 3 4% 40% AE | - - - | - - - | 1 11% - | 2 3% 24% | 3 1% 40% | - - - | 1 8% - | 1 1% 16% |
| NONE | 14 2% 100% | 6 3% 45% | - - - | 5 1% 36% | 1 2% 7% | - - - | 2 2% 11% | 3 1% 19% | 2 4% 14% | 7 3% 48% | 1 3% 4% | 2 1% 15% | - - - |
| DON'T KNOW | 15 2% 100% | 6 3% 36% | 1 5% 5% | 5 2% 35% | 1 1% 5% | 2 2% 12% | 1 1% 8% | 3 2% 20% | - - - | 4 1% 25% | - - - | 6 3% 38% | 3 3% 18% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.6 AND WHICH IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER OUT OF THESE?

BASE : ALL THOSE WHO GIVE MORE THAN ONE REASON AT C5

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|-------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 779 100% | 179 23% | 15 2% | 285 37% | 61 8% | 137 18% | 102 13% | 177 23% | 52 7% | 223 29% | 26 3% | 201 26% | 100 13% |
| WEIGHTED TOTAL | 811 100% | 190 23% | 15** 2% | 345 43% | 64* 8% | 114 14% | 82* 10% | 198 24% | 53* 7% | 262 32% | 22** 3% | 189 23% | 87* 11% |
| COST OF POSTAGE | 161 20% 100% H | 44 23% 27% | 1 4% * | 71 21% 44% | 13 21% 8% | 22 20% 14% | 9 11% 6% | 38 19% 24% | 4 7% 2% | 49 19% 30% | 3 14% 2% | 51 27% 32% M | 17 19% 10% |
| SPEED OF DELIVERY | 391 48% 100% | 89 47% 23% | 10 63% 2% | 171 50% 44% | 30 47% 8% | 48 42% 12% | 43 52% 11% | 86 43% 22% | 23 43% 6% | 137 52% 35% | 11 50% 3% | 85 45% 22% | 49 57% 13% |
| NOT WANTING OTHERS TO THINK THAT I AM UNWILLING TO USE A 1ST CLASS STAMP | 15 2% 100% | 3 2% 21% | - - - | 4 1% 27% | 1 2% 9% | 5 4% 32% | 2 2% 12% | 8 4% 49% | 3 6% 21% | 4 1% 25% | - - - | 1 4% - | - - - |
| VALUE OF THE ITEM | 71 9% 100% | 11 6% 15% | - - - | 32 9% 46% | 4 6% 6% | 12 11% 17% | 11 14% 16% | 23 12% 33% | 4 8% 6% | 16 6% 23% | 4 18% 5% | 15 8% 22% | 7 8% 10% |
| SECURITY/PRIVACY | 136 17% 100% | 30 16% 22% | 4 28% 3% | 52 15% 38% | 10 16% 8% | 25 22% 18% | 14 17% 10% | 37 19% 27% | 16 29% 11% M | 43 16% 31% | 3 16% 2% | 28 15% 20% | 10 11% 7% |
| OTHER (PLEASE SPECIFY) | 7 1% 100% | 1 1% 8% | - - - | 4 1% 51% | 3 4% 40% M | - - - | - - - | 1 1% 11% | 2 3% 24% | 3 1% 40% | - - - | 1 8% - | 1 1% 16% |
| NONE | 14 2% 100% | 6 3% 45% | - - - | 5 1% 36% | 1 2% 7% | - - - | 2 2% 11% | 3 1% 19% | 2 4% 14% | 7 3% 48% | 1 3% 4% | 2 1% 15% | - - - |
| DON'T KNOW | 15 2% 100% | 6 3% 36% | 1 5% 5% | 5 2% 35% | 1 1% 5% | 2 2% 12% | 1 1% 8% | 3 2% 20% | - - - | 4 1% 25% | - - - | 6 3% 38% | 3 3% 18% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.5/6 AND WHICH IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER OUT OF THESE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|-------------------------------|-------------------------|-------------------------------|-------------------------------|--------------------------|-------------------------------|-------------------------------|------------------------|--------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 559 16% 100% | 68 14% 12% | 65 12% 12% | 81 12% 14% | 74 12% 13% | 92 17% 16% BCD | 89 22% 16% ABC DE | 90 26% 16% ABC DE | 133 13% 24% | 246 14% 44% | 179 24% 32% HI | 133 13% 24% | 154 12% 28% | 271 21% 49% KL |
| 2147 60% 100% | 253 53% 12% | 336 60% 16% AG | 437 66% 20% ABF G | 404 66% 19% ABF G | 336 62% 16% AFG | 215 54% 10% | 166 48% 8% | 589 56% 27% J | 1177 65% 55% HJ | 381 51% 18% | 589 56% 27% | 841 66% 39% KM | 717 56% 33% |
| 36 1% 100% | 14 3% 40% BCD EFG | 6 1% 16% | 5 1% 15% | 5 1% 13% | 3 1% 9% | 1 2% | 2 1% 6% | 20 2% 56% U | 13 1% 37% | 3 8% | 20 2% 56% LM | 10 1% 28% | 6 16% |
| 146 4% 100% | 33 7% 22% BDE | 19 3% 13% | 29 4% 20% D | 12 2% 8% | 20 4% 13% | 18 4% 12% D | 15 4% 10% D | 52 5% 36% | 61 3% 42% | 33 4% 23% | 52 5% 36% | 41 3% 28% | 53 4% 36% |
| 237 7% 100% | 43 9% 18% FG | 45 8% 19% F | 38 6% 16% | 40 7% 17% | 36 7% 15% | 19 5% 8% | 16 5% 7% | 88 8% 37% J | 114 6% 48% | 35 5% 15% | 88 8% 37% M | 78 6% 33% | 72 6% 30% |
| 127 4% 100% | 12 2% 9% | 17 3% 14% | 27 4% 21% | 18 3% 14% | 16 3% 12% | 19 5% 15% | 19 5% 15% A | 29 3% 23% | 60 3% 47% | 38 5% 30% HI | 29 3% 23% | 44 3% 35% | 54 4% 42% |
| 289 8% 100% | 46 10% 16% E | 63 11% 22% CE | 43 6% 15% | 47 8% 16% | 31 6% 11% | 31 8% 11% | 28 8% 10% | 109 10% 38% I | 121 7% 42% | 59 8% 20% | 109 10% 38% LM | 90 7% 31% | 90 7% 31% |
| 62 2% 100% | 13 3% 21% C | 12 2% 20% C | 3 1% 6% | 11 2% 17% | 5 1% 8% | 7 2% 12% C | 10 3% 17% CE | 25 2% 41% I | 19 1% 31% | 18 2% 29% I | 25 2% 41% L | 14 1% 23% | 23 2% 36% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.5/6 AND WHICH IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER OUT OF THESE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (N) | AGE | | | | | | | | | | | | |
|--|----------------------------------|----------------------|-----------------------|------------------------|------------------------|-------------------|-----------------------|-----------------------|------------------------|-------------------------|------------------------|------------------------|------------------------|------------------------|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| | 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| | 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| | 559 16% 100% BHK L | 68 14% 12% | 65 12% 12% | 81 12% 14% | 74 12% 13% | 92 17% 16% | 89 22% 16% N | 90 26% 16% N | 133 13% 24% | 246 14% 44% | 179 24% 32% N | 133 13% 24% | 154 12% 28% | 271 21% 49% N |
| | 2147 60% 100% AFG JM | 253 53% 12% | 336 60% 16% | 437 66% 20% N | 404 66% 19% N | 336 62% 16% | 215 54% 10% | 166 48% 8% | 589 56% 27% | 1177 65% 55% N | 381 51% 18% | 589 56% 27% | 841 66% 39% N | 717 56% 33% |
| | 36 1% 100% | 14 3% 40% N | 6 1% 16% | 5 1% 15% | 5 1% 13% | 3 1% 9% | 1 2% | 2 1% 6% | 20 2% 56% N | 13 1% 37% | 3 8% | 20 2% 56% N | 10 1% 28% | 6 1% 16% |
| | 146 4% 100% D | 33 7% 22% N | 19 3% 13% | 29 4% 20% | 12 2% 8% | 20 4% 13% | 18 4% 12% | 15 4% 10% | 52 5% 36% | 61 3% 42% | 33 4% 23% | 52 5% 36% | 41 3% 28% | 53 4% 36% |
| | 237 7% 100% | 43 9% 18% | 45 8% 19% | 38 6% 16% | 40 7% 17% | 36 7% 15% | 19 5% 8% | 16 5% 7% | 88 8% 37% | 114 6% 48% | 35 5% 15% | 88 8% 37% | 78 6% 33% | 72 6% 30% |
| | 127 4% 100% | 12 2% 9% | 17 3% 14% | 27 4% 21% | 18 3% 14% | 16 3% 12% | 19 5% 15% | 19 5% 15% | 29 3% 23% | 60 3% 47% | 38 5% 30% N | 29 3% 23% | 44 3% 35% | 54 4% 42% |
| | 289 8% 100% | 46 10% 16% | 63 11% 22% N | 43 6% 15% | 47 8% 16% | 31 6% 11% | 31 8% 11% | 28 8% 10% | 109 10% 38% N | 121 7% 42% | 59 8% 20% | 109 10% 38% N | 90 7% 31% | 90 7% 31% |
| | 62 2% 100% C | 13 3% 21% | 12 2% 20% | 3 1% 6% | 11 2% 17% | 5 1% 8% | 7 2% 12% | 10 3% 17% | 25 2% 41% | 19 1% 31% | 18 2% 29% | 25 2% 41% | 14 1% 23% | 23 2% 36% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.5/6 AND WHICH IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER OUT OF THESE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | SEX | | SEX/AGE | | | | | |
|---------------------|--------------------|--------------------|-------------------------|-------------------------------|-------------------------------|------------------------|-------------------------------|---------------------------|
| | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| 559 16% 100% | 247 14% 44% | 312 17% 56% | 61 12% 11% | 66 11% 12% | 120 21% 21% CDF G | 72 14% 13% | 88 14% 16% | 151 22% 27% CDFG |
| 2147 60% 100% | 1017 59% 47% | 1130 60% 53% | 281 54% 13% | 414 66% 19% CEF H | 322 55% 15% | 308 59% 14% | 427 66% 20% CEF H | 395 56% 18% |
| 36 1% 100% | 21 1% 58% | 15 1% 42% | 12 2% 33% EGH | 5 1% 15% | 3 1% 10% | 8 2% 23% H | 5 1% 13% | 2 4% 7% |
| 146 4% 100% | 78 5% 53% | 68 4% 47% | 30 6% 21% G | 23 4% 16% | 25 4% 17% | 22 4% 15% | 18 3% 12% | 28 4% 19% |
| 237 7% 100% | 119 7% 50% | 118 6% 50% | 44 8% 18% H | 40 6% 17% | 35 6% 15% | 44 8% 19% H | 38 6% 16% | 36 5% 15% |
| 127 4% 100% | 63 4% 49% | 65 3% 51% | 17 3% 13% | 19 3% 15% | 26 4% 20% | 12 2% 10% | 25 4% 20% | 27 4% 22% |
| 289 8% 100% | 153 9% 53% | 136 7% 47% | 60 12% 21% EGH | 52 8% 18% | 40 7% 14% | 49 9% 17% G | 38 6% 13% | 50 7% 17% |
| 62 2% 100% | 29 2% 47% | 33 2% 53% | 15 3% 23% D | 5 1% 8% | 9 2% 15% | 11 2% 17% | 9 1% 15% | 13 2% 22% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.5/6 AND WHICH IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER OUT OF THESE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|---|-------------------|--------------------|--------------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| COST OF POSTAGE | 559 16% D | 247 14% 44% | 312 17% 56% | 61 12% 11% | 66 11% 12% | 120 21% 21% | 72 14% 13% | 88 14% 16% | 151 22% 27% |
| SPEED OF DELIVERY | 2147 60% C | 1017 59% 47% | 1130 60% 53% | 281 54% 13% | 414 66% 19% | 322 55% 15% | 308 59% 14% | 427 66% 20% | 395 56% 18% |
| NOT WANTING OTHERS TO THINK THAT I AM UNWILLING TO USE A 1ST CLASS STAMP | 36 1% 100% | 21 1% 58% | 15 1% 42% | 12 2% 33% | 5 1% 15% | 3 1% 10% | 8 2% 23% | 5 1% 13% | 2 1% 7% |
| VALUE OF THE ITEM | 146 4% 100% | 78 5% 53% | 68 4% 47% | 30 6% 21% | 23 4% 16% | 25 4% 17% | 22 4% 15% | 18 3% 12% | 28 4% 19% |
| SECURITY/PRIVACY | 237 7% 100% | 119 7% 50% | 118 6% 50% | 44 8% 18% | 40 6% 17% | 35 6% 15% | 44 8% 19% | 38 6% 16% | 36 5% 15% |
| OTHER (PLEASE SPECIFY) | 127 4% 100% | 63 4% 49% | 65 3% 51% | 17 3% 13% | 19 3% 15% | 26 4% 20% | 12 2% 10% | 25 4% 20% | 27 4% 22% |
| NONE | 289 8% 100% | 153 9% 53% | 136 7% 47% | 60 12% 21% | 52 8% 18% | 40 7% 14% | 49 9% 17% | 38 6% 13% | 50 7% 17% |
| DON'T KNOW | 62 2% 100% | 29 2% 47% | 33 2% 53% | 15 3% 23% | 5 1% 8% | 9 2% 15% | 11 2% 17% | 9 1% 15% | 13 2% 22% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.5/6 AND WHICH IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER OUT OF THESE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|--|---------------------|---------------------|------------------------------|------------------------------|-----------------------|----------------------|-------------------------|------------------------|-------------------------|-----------------------|-------------------------|----------------------|------------------------------------|------------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| | 559 16% 100% | 16 14% 3% | 107 17% 19% | 164 15% 29% | 121 16% 22% | 71 15% 13% | 79 15% 14% | 123 16% 22% | 286 15% 51% | 150 15% 27% | 486 16% 87% L | 38 12% 7% | 7 7% 1% | 27 16% 5% | 481 16% 86% | 50 17% 9% |
| | 2147 60% 100% | 75 63% 3% | 398 63% 19% DE F | 691 64% 32% DE F | 422 55% 20% | 263 56% 12% | 299 55% 14% | 473 63% 22% I | 1113 60% 52% I | 562 56% 26% | 1829 61% 85% M | 177 56% 8% | 60 60% 3% | 81 49% 4% | 1856 60% 86% | 162 55% 8% |
| | 36 1% 100% | 2 2% 5% | 6 1% 18% | 9 1% 27% | 5 1% 15% | 9 2% 24% | 4 1% 12% | 8 1% 23% | 15 1% 41% | 13 1% 36% | 30 1% 85% | - - - | 3 3% 10% JK | 2 1% 6% | 24 1% 66% | 5 2% 14% |
| | 146 4% 100% | 4 3% 2% | 17 3% 11% | 33 3% 23% | 47 6% 32% BC | 21 4% 14% | 24 5% 17% | 20 3% 14% | 80 4% 55% | 45 5% 31% | 114 4% 78% | 18 6% 12% | 7 7% 5% | 7 4% 5% | 111 4% 76% | 18 6% 12% |
| | 237 7% 100% | 10 9% 4% | 35 6% 15% | 52 5% 22% | 59 8% 25% C | 40 9% 17% C | 41 8% 17% C | 45 6% 19% | 110 6% 47% | 81 8% 34% H | 187 6% 79% | 29 9% 12% | 10 10% 4% | 11 7% 5% | 186 6% 78% | 20 7% 8% |
| | 127 4% 100% | 9 7% 7% BE | 20 3% 15% | 37 3% 29% | 31 4% 24% | 13 3% 10% | 17 3% 14% | 28 4% 22% | 69 4% 54% | 30 3% 24% | 86 3% 68% | 21 7% 16% J | 10 10% 8% J | 10 6% 8% J | 119 4% 93% O | 3 1% 2% |
| | 289 8% 100% | 2 1% 1% | 43 7% 15% | 81 7% 28% | 65 9% 23% A | 38 8% 13% A | 61 11% 21% ABC | 45 6% 15% | 146 8% 50% | 98 10% 34% G | 237 8% 82% | 24 8% 8% | 4 4% 1% | 25 15% 9% JKL | 248 8% 86% | 25 8% 9% |
| | 62 2% 100% | 1 1% 2% | 8 1% 14% | 13 1% 21% | 13 2% 22% | 12 3% 20% | 14 3% 23% C | 9 1% 15% | 26 2% 42% | 26 3% 42% H | 53 2% 85% | 8 2% 12% | - - - | 1 1% 2% | 45 1% 72% | 13 4% 21% N |

GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.5/6 AND WHICH IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER OUT OF THESE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|-------------------------|------------------------|------------------------|----------------------|-----------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 559 16% 100% | 176 17% 31% | 113 17% 20% | 63 16% 11% | 280 15% 50% | 96 16% 17% | 16 14% 3% | 456 15% 82% |
| 2147 60% 100% | 607 58% 28% | 400 60% 19% | 207 54% 10% | 1132 60% 53% | 369 62% 17% C | 68 60% 3% | 1739 59% 81% |
| 36 1% 100% | 20 2% 56% DG | 6 1% 17% | 14 4% 38% BDEG | 8 * 23% | 7 1% 21% D | 1 1% 4% | 28 1% 79% |
| 146 4% 100% | 53 5% 36% E | 29 4% 20% | 24 6% 16% DE | 74 4% 51% | 14 2% 10% | 5 5% 4% | 127 4% 87% E |
| 237 7% 100% | 71 7% 30% | 37 5% 16% | 34 9% 14% B | 127 7% 54% | 37 6% 16% | 12 11% 5% | 198 7% 84% |
| 127 4% 100% | 27 3% 22% | 23 3% 18% C | 4 1% 3% | 67 4% 52% C | 33 6% 26% ACG | 3 2% 2% | 94 3% 74% C |
| 289 8% 100% | 78 7% 27% | 57 8% 20% | 21 6% 7% | 172 9% 60% CE | 32 5% 11% | 5 5% 2% | 251 9% 87% E |
| 62 2% 100% | 20 2% 32% | 7 1% 11% | 13 4% 22% BDEG | 32 2% 51% | 5 1% 8% | 2 2% 3% | 52 2% 84% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.5/6 AND WHICH IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER OUT OF THESE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------|-----------------------|----------------------|-----------------------|-------------------------|------------------------|----------------------|------------------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% | 85 2% |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 559 16% 100% | 76 16% 14% | 100 17% 18% | 180 16% 32% | 100 15% 18% | 12 20% 2% | 73 16% 13% | 11 12% 2% |
| 2147 60% 100% | 269 58% 13% | 338 58% 16% | 734 61% 34% | 398 59% 19% | 33 54% 2% | 287 64% 13% | 49 57% 2% |
| 36 1% 100% | 14 3% 40% | 6 1% 16% | 6 1% 17% | 2 1% 7% | 3 4% 7% | 5 1% 14% | - - - |
| 146 4% 100% | 26 6% 18% F | 27 5% 18% F | 45 4% 31% | 29 4% 20% | - - - | 9 2% 6% | 5 6% 4% F |
| 237 7% 100% | 38 8% 16% F | 33 6% 14% | 81 7% 34% | 46 7% 19% | 6 9% 2% | 20 4% 8% | 11 13% 5% BCF |
| 127 4% 100% | 7 1% 5% | 20 3% 16% | 43 4% 34% A | 23 3% 18% | 7 11% 5% ABCD | 23 5% 18% A | 3 3% 2% |
| 289 8% 100% | 24 5% 8% | 54 9% 19% A | 102 8% 35% A | 70 10% 24% AEF | 1 1% * | 27 6% 9% | 5 6% 2% |
| 62 2% 100% | 13 3% 22% F | 7 1% 11% | 21 2% 34% | 10 2% 17% | - - - | 3 1% 5% | 2 2% 3% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.5/6 AND WHICH IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER OUT OF THESE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|---|---------------------------------|-----------------|-------------------|------------------------|----------------------|-------------------|-----------------------|-------------------|--------------------|-------------------|--------------------|----------------------|------------------------------------|----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| COST OF POSTAGE | 559 16% 100% | 16 14% 3% | 107 17% 19% | 164 15% 29% | 121 16% 22% | 71 15% 13% | 79 15% 14% | 123 16% 22% | 286 15% 51% | 150 15% 27% | 486 16% 87% | 38 12% 7% | 7 7% 1% | 27 16% 5% | 481 16% 86% | 50 17% 9% |
| SPEED OF DELIVERY | 2147 60% 100% DFI M | 75 63% 3% | 398 63% 19% | 691 64% 32% T | 422 55% 20% | 263 56% 12% | 299 55% 14% | 473 63% 22% | 1113 60% 52% | 562 56% 26% | 1829 61% 85% | 177 56% 8% | 60 60% 3% | 81 49% 4% | 1856 60% 86% | 162 55% 8% |
| NOT WANTING OTHERS TO THINK THAT I AM UNWILLING TO USE A 1ST CLASS STAMP | 36 1% 100% | 2 2% 5% | 6 1% 18% | 9 1% 27% | 5 1% 15% | 9 2% 24% | 4 1% 12% | 8 1% 23% | 15 1% 41% | 13 1% 36% | 30 1% 85% | - - - | 3 3% 10% T | 2 1% 6% | 24 1% 66% | 5 2% 14% |
| VALUE OF THE ITEM | 146 4% 100% | 4 3% 2% | 17 3% 11% | 33 3% 23% | 47 6% 32% T | 21 4% 14% | 24 5% 17% | 20 3% 14% | 80 4% 55% | 45 5% 31% | 114 4% 78% | 18 6% 12% | 7 5% 5% | 7 4% 5% | 111 4% 76% | 18 6% 12% |
| SECURITY/PRIVACY | 237 7% 100% | 10 9% 4% | 35 6% 15% | 52 5% 22% | 59 8% 25% | 40 9% 17% | 41 8% 17% | 45 6% 19% | 110 6% 47% | 81 8% 34% | 187 6% 79% | 29 9% 12% | 10 10% 4% | 11 7% 5% | 186 6% 78% | 20 7% 8% |
| OTHER (PLEASE SPECIFY) | 127 4% 100% O | 9 7% 7% | 20 3% 15% | 37 3% 29% | 31 4% 24% | 13 3% 10% | 17 3% 14% | 28 4% 22% | 69 3% 54% | 30 3% 24% | 86 3% 68% | 21 7% 16% T | 10 10% 8% T | 10 6% 8% T | 119 4% 93% | 3 1% 2% |
| NONE | 289 8% 100% A | 2 1% 1% | 43 7% 15% | 81 7% 28% | 65 9% 23% | 38 8% 13% | 61 11% 21% T | 45 6% 15% | 146 8% 50% | 98 10% 34% | 237 8% 82% | 24 8% 8% | 4 4% 1% | 25 15% 9% T | 248 8% 86% | 25 8% 9% |
| DON'T KNOW | 62 2% 100% | 1 1% 2% | 8 1% 14% | 13 1% 21% | 13 2% 22% | 12 3% 20% | 14 3% 23% | 9 1% 15% | 26 1% 42% | 26 3% 42% | 53 2% 85% | 8 2% 12% | - - - | 1 1% 2% | 45 1% 72% | 13 4% 21% T |

GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.5/6 AND WHICH IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER OUT OF THESE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|------------------------|----------------------------------|---|-----------------------|--------------------|----------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 559 16% 100% | 176 17% 31% | 113 17% 20% | 63 16% 11% | 280 15% 50% | 96 16% 17% | 16 14% 3% | 456 15% 82% |
| 2147 60% 100% | 607 58% 28% | 400 60% 19% | 207 54% 10% | 1132 60% 53% | 369 62% 17% | 68 60% 3% | 1739 59% 81% |
| 36 1% 100% D | 20 2% 56% H | 6 1% 17% | 14 4% 38% H | 8 2% 23% | 7 1% 21% | 1 1% 4% | 28 1% 79% |
| 146 4% 100% | 53 5% 36% | 29 4% 20% | 24 6% 16% H | 74 4% 51% | 14 2% 10% | 5 5% 4% | 127 4% 87% |
| 237 7% 100% | 71 7% 30% | 37 5% 16% | 34 9% 14% | 127 7% 54% | 37 6% 16% | 12 11% 5% | 198 7% 84% |
| 127 4% 100% C | 27 3% 22% | 23 3% 18% | 4 1% 3% | 67 4% 52% | 33 6% 26% H | 3 2% 2% | 94 3% 74% |
| 289 8% 100% E | 78 7% 27% | 57 8% 20% | 21 6% 7% | 172 9% 60% | 32 5% 11% | 5 5% 2% | 251 9% 87% |
| 62 2% 100% | 20 2% 32% | 7 1% 11% | 13 4% 22% H | 32 2% 51% | 5 1% 8% | 2 2% 3% | 52 2% 84% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.5/6 AND WHICH IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER OUT OF THESE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|---|------------------------|-----------------------|-------------------|-------------------|-------------------|---------------------|----------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| COST OF POSTAGE | 559 16% 100% | 76 16% 14% | 100 17% 18% | 180 16% 32% | 100 15% 18% | 12 20% 2% | 11 12% 2% |
| SPEED OF DELIVERY | 2147 60% 100% | 269 58% 13% | 338 58% 16% | 734 61% 34% | 398 59% 19% | 33 54% 2% | 49 64% 2% |
| NOT WANTING OTHERS TO THINK THAT I AM UNWILLING TO USE A 1ST CLASS STAMP | 36 1% 100% | 14 3% 40% H | 6 1% 16% | 6 1% 17% | 2 7% | 3 4% 7% H | 5 1% 14% |
| VALUE OF THE ITEM | 146 4% 100% F | 26 6% 18% | 27 5% 18% | 45 4% 31% | 29 4% 20% | - 2% 6% | 5 6% 4% |
| SECURITY/PRIVACY | 237 7% 100% | 38 8% 16% | 33 6% 14% | 81 7% 34% | 46 7% 19% | 6 9% 2% | 11 13% 5% H |
| OTHER (PLEASE SPECIFY) | 127 4% 100% A | 7 1% 5% | 20 3% 16% | 43 4% 34% | 23 3% 18% | 7 11% 6% H | 3 3% 2% |
| NONE | 289 8% 100% A | 24 5% 8% | 54 9% 19% | 102 8% 35% | 70 10% 24% | 1 1% * | 5 6% 2% |
| DON'T KNOW | 62 2% 100% | 13 3% 22% | 7 1% 11% | 21 2% 34% | 10 2% 17% | - 1% 5% | 2 2% 3% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.5/6 AND WHICH IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER OUT OF THESE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|---------------------|----------------------|-------------------------|-----------------------|-------------------------|-------------------------|-----------------------|----------------------|-------------------------|---------------------------------|--------------------------|---------------------------------|-----------------------|-------------------------|---------------------------------|--------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| COST OF POSTAGE | 559 16% 100% | 61 16% 11% | 62 17% 11% | 126 14% 22% | 160 17% 29% | 60 14% 11% | 91 16% 16% | 22 14% 4% | 73 13% 13% | 38 11% 7% | 48 16% 9% | 76 11% 14% | 30 11% 5% | 54 18% 10% IKL | 136 23% 24% GHIJ KL | 82 21% 15% HIKL |
| SPEED OF DELIVERY | 2147 60% 100% | 231 61% 11% | 242 65% 11% EF | 543 60% 25% | 570 61% 27% F | 243 56% 11% | 319 56% 15% | 95 61% 4% | 310 56% 14% | 185 55% 9% | 195 65% 9% HINO | 487 69% 23% HILMN O | 160 58% 7% | 183 61% 9% N | 316 54% 15% | 218 55% 10% |
| NOT WANTING OTHERS TO THINK THAT I AM UNWILLING TO USE A 1ST CLASS STAMP | 36 1% 100% | 7 2% 21% BD | 1 2% 2% | 10 1% 29% | 4 1% 12% | 3 1% 8% | 10 2% 28% BD | 3 2% 9% NO | 8 2% 24% | 8 2% 23% KNO | 2 1% 7% | 4 1% 11% | 3 1% 10% | 2 1% 7% | 2 6% | 1 3% |
| VALUE OF THE ITEM | 146 4% 100% | 11 3% 7% | 10 3% 7% | 47 5% 32% | 33 4% 23% | 20 5% 14% | 25 4% 17% | 2 1% 1% | 39 7% 27% GLKN | 11 3% 8% | 8 3% 5% | 18 3% 13% | 15 5% 10% GK | 11 4% 7% | 23 4% 16% | 19 5% 13% |
| SECURITY/PRIVACY | 237 7% 100% | 27 7% 11% | 19 5% 8% | 57 6% 24% | 53 6% 22% | 35 8% 15% | 46 8% 19% | 14 9% 6% | 34 6% 15% | 39 12% 16% HIJKMN O | 15 5% 6% | 41 6% 17% | 22 8% 9% | 16 6% 7% | 35 6% 15% | 20 5% 9% |
| OTHER (PLEASE SPECIFY) | 127 4% 100% | 13 3% 10% | 15 4% 12% | 35 4% 27% | 34 4% 26% | 15 3% 11% | 16 3% 12% | 3 2% 2% | 20 4% 16% | 6 2% 5% | 12 4% 9% | 21 3% 17% | 11 4% 9% | 14 5% 11% | 27 5% 21% I | 13 3% 10% |
| NONE | 289 8% 100% | 25 7% 9% | 20 5% 7% | 78 9% 27% | 68 7% 23% | 49 11% 17% ABD | 49 9% 17% | 13 8% 4% | 60 11% 21% KMN | 37 11% 13% KMN | 19 6% 6% | 44 6% 15% | 27 10% 9% M | 14 5% 5% | 42 7% 14% | 34 9% 12% M |
| DON'T KNOW | 62 2% 100% | 5 9% | 4 7% | 15 2% 24% | 12 1% 19% | 9 2% 14% | 17 3% 28% D | 4 3% 7% J | 9 2% 14% | 12 4% 19% JKN | - - - | 9 1% 14% | 6 2% 9% J | 5 2% 8% J | 9 1% 14% | 9 2% 14% J |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.5/6 AND WHICH IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER OUT OF THESE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|--------------------------|---------------------|-----------------------|-----------------------|-------------------------|-----------------------|-----------------------|----------------------|------------------------|-----------------------|----------------------|------------------------|----------------------|--------------------|------------------------|-----------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| COST OF POSTAGE | 559 16% 100% IL | 61 16% 11% | 62 17% 11% | 126 14% 22% | 160 17% 29% | 60 14% 11% | 91 16% 16% | 22 14% 4% | 73 13% 13% | 38 11% 7% | 48 16% 9% | 76 11% 14% | 30 11% 5% | 54 18% 10% | 136 23% 24% P | 82 21% 15% P |
| SPEED OF DELIVERY | 2147 60% 100% N | 231 61% 11% | 242 65% 11% | 543 60% 25% | 570 61% 27% | 243 56% 11% | 319 56% 15% | 95 61% 4% | 310 56% 14% | 185 55% 9% | 195 65% 9% | 487 69% 23% | 160 58% 7% | 183 61% 9% | 316 54% 15% | 218 55% 10% |
| NOT WANTING OTHERS TO THINK THAT I AM UNWILLING TO USE A 1ST CLASS STAMP | 36 1% 100% | 7 2% 21% | 1 2% 2% | 10 1% 29% | 4 2% 12% | 3 1% 8% | 10 2% 28% | 3 2% 9% | 8 2% 24% | 8 2% 23% P | 2 1% 7% | 4 1% 11% | 3 1% 10% | 2 1% 7% | 2 2% 6% | 1 2% 3% |
| VALUE OF THE ITEM | 146 4% 100% | 11 3% 7% | 10 3% 7% | 47 5% 32% | 33 4% 23% | 20 5% 14% | 25 4% 17% | 2 1% 1% | 39 7% 27% P | 11 3% 8% | 8 3% 5% | 18 3% 13% | 15 5% 10% | 11 4% 7% | 23 4% 16% | 19 5% 13% |
| SECURITY/PRIVACY | 237 7% 100% | 27 7% 11% | 19 5% 8% | 57 6% 24% | 53 6% 22% | 35 8% 15% | 46 8% 19% | 14 9% 6% | 34 6% 15% | 39 12% 16% P | 15 5% 6% | 41 6% 17% | 22 8% 9% | 16 6% 7% | 35 6% 15% | 20 5% 9% |
| OTHER (PLEASE SPECIFY) | 127 4% 100% | 13 3% 10% | 15 4% 12% | 35 4% 27% | 34 4% 26% | 15 3% 11% | 16 3% 12% | 3 2% 2% | 20 4% 16% | 6 2% 5% | 12 4% 9% | 21 3% 17% | 11 4% 9% | 14 5% 11% | 27 5% 21% | 13 3% 10% |
| NONE | 289 8% 100% N | 25 7% 9% | 20 5% 7% | 78 9% 27% | 68 7% 23% | 49 11% 17% P | 49 9% 17% P | 13 8% 4% | 60 11% 21% | 37 11% 13% | 19 6% 6% | 44 6% 15% | 27 10% 9% | 14 5% 5% | 42 7% 14% | 34 9% 12% |
| DON'T KNOW | 62 2% 100% | 5 1% 9% | 4 1% 7% | 15 2% 24% | 12 1% 19% | 9 2% 14% | 17 3% 28% P | 4 3% 7% | 9 2% 14% | 12 4% 19% P | - - - | 9 1% 14% | 6 2% 9% | 5 2% 8% | 9 1% 14% | 9 2% 14% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.5/6 AND WHICH IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER OUT OF THESE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--|---------------------|-----------------------------|----------------------------|---------------------|--|-----------------------|------------------------|-----------------------|------------------------------------|-----------------------|-------------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| COST OF POSTAGE | 559 16% 100% | 92 16% 16% | 463 15% 83% | 18 12% 3% | 407 15% 73% | 152 17% 27% | 54 20% 10% GI | 49 10% 9% | 448 16% 80% GI | 56 11% 10% | 61 21% 11% GHI |
| SPEED OF DELIVERY | 2147 60% 100% | 326 58% 15% | 1816 60% 85% | 96 60% 4% | 1678 62% 79% E | 470 54% 22% | 145 53% 7% | 290 59% 13% | 1704 61% 79% FJ | 299 58% 14% | 154 52% 7% |
| NOT WANTING OTHERS TO THINK THAT I AM UNWILLING TO USE A 1ST CLASS STAMP | 36 1% 100% | 5 1% 15% | 28 1% 80% | 1 3% | 28 1% 78% | 8 1% 22% | 2 1% 6% | 5 1% 14% | 28 1% 79% | 6 1% 15% | 3 1% 8% |
| VALUE OF THE ITEM | 146 4% 100% | 22 4% 15% | 125 4% 85% | 8 5% 6% | 108 4% 74% | 38 4% 26% | 9 3% 6% | 25 5% 17% | 112 4% 77% | 25 5% 17% | 9 3% 6% |
| SECURITY/PRIVACY | 237 7% 100% | 35 6% 15% | 200 7% 84% | 12 7% 5% | 182 6% 77% | 56 6% 23% | 17 6% 7% | 38 8% 16% | 182 6% 77% | 38 7% 16% | 18 6% 8% |
| OTHER (PLEASE SPECIFY) | 127 4% 100% | 25 4% 19% | 101 3% 80% | 4 3% 3% | 88 3% 69% | 39 4% 31% | 14 5% 11% | 15 3% 12% | 98 3% 77% | 16 3% 12% | 14 5% 11% |
| NONE | 289 8% 100% | 50 9% 17% | 235 8% 81% | 13 8% 4% | 199 7% 69% | 90 10% 31% D | 21 8% 7% | 58 12% 20% H | 206 7% 71% | 62 12% 21% H | 25 8% 9% |
| DON'T KNOW | 62 2% 100% | 10 2% 16% | 52 2% 84% | 6 4% 10% B | 37 1% 59% | 25 3% 41% D | 10 4% 16% H | 15 3% 24% H | 36 1% 58% | 16 3% 26% H | 11 4% 18% H |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.5/6 AND WHICH IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER OUT OF THESE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|----------------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| COST OF POSTAGE | 559 16% 100% G1 | 92 16% 16% | 463 15% 83% | 18 12% 3% | 407 15% 73% | 152 17% 27% | 54 20% 10% K | 49 10% 9% | 448 16% 80% | 56 11% 10% | 61 21% 11% K |
| SPEED OF DELIVERY | 2147 60% 100% EFJ | 326 58% 15% | 1816 60% 85% | 96 60% 4% | 1678 62% 78% | 470 54% 22% | 145 53% 7% | 290 59% 13% | 1704 61% 79% | 299 58% 14% | 154 52% 7% |
| NOT WANTING OTHERS TO THINK THAT I AM UNWILLING TO USE A 1ST CLASS STAMP | 36 1% 100% | 5 1% 15% | 28 1% 80% | 1 3% | 28 1% 78% | 8 1% 22% | 2 1% 6% | 5 1% 14% | 28 1% 79% | 6 1% 15% | 3 1% 8% |
| VALUE OF THE ITEM | 146 4% 100% | 22 4% 15% | 125 4% 85% | 8 5% 6% | 108 4% 74% | 38 4% 26% | 9 3% 6% | 25 5% 17% | 112 4% 77% | 25 5% 17% | 9 3% 6% |
| SECURITY/PRIVACY | 237 7% 100% | 35 6% 15% | 200 7% 84% | 12 7% 5% | 182 7% 77% | 56 6% 23% | 17 6% 7% | 38 8% 16% | 182 6% 77% | 38 7% 16% | 18 6% 8% |
| OTHER (PLEASE SPECIFY) | 127 4% 100% | 25 4% 19% | 101 3% 80% | 4 3% 3% | 88 3% 69% | 39 4% 31% | 14 5% 11% | 15 3% 12% | 98 3% 77% | 16 3% 12% | 14 5% 11% |
| NONE | 289 8% 100% | 50 9% 17% | 235 8% 81% | 13 8% 4% | 199 7% 69% | 90 10% 31% K | 21 8% 7% | 58 12% 20% K | 206 7% 71% | 62 12% 21% K | 25 8% 9% |
| DON'T KNOW | 62 2% 100% | 10 2% 16% | 52 2% 84% | 6 4% 10% K | 37 1% 59% | 25 3% 41% K | 10 4% 16% K | 15 3% 24% | 36 1% 58% | 16 3% 26% K | 11 4% 18% K |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.5/6 AND WHICH IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER OUT OF THESE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|---------------------|--------------------------|----------------------|--------------------------|--------------------------|------------------------|--------------------------|---------------------------|-------------------------|----------------------------|-------------------------|---------------------------|---------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| COST OF POSTAGE | 559 16% 100% | 112 17% 20% | 11 14% 2% | 210 14% 38% | 75 23% 13% ACEF | 85 14% 15% | 65 14% 12% | 112 14% 20% | 21 9% 4% | 140 12% 25% | 15 9% 3% | 155 20% 28% GHUJ | 116 23% 21% GHUJ |
| SPEED OF DELIVERY | 2147 60% 100% | 426 63% 20% DEF | 46 59% 2% | 951 63% 44% DEF | 162 49% 8% | 300 56% 14% | 262 56% 12% D | 471 57% 22% | 118 54% 6% | 754 67% 35% GHUKL | 88 57% 4% | 453 58% 21% L | 264 52% 12% |
| NOT WANTING OTHERS TO THINK THAT I AM UNWILLING TO USE A 1ST CLASS STAMP | 36 1% 100% | 8 1% 23% | - - - | 12 1% 33% | 3 1% 8% | 8 1% 22% | 5 1% 14% | 16 2% 45% KL | 4 2% 17% K | 9 1% 25% | 1 3% 3% | 3 1% 8% | 3 1% 8% |
| VALUE OF THE ITEM | 146 4% 100% | 20 3% 14% | 1 1% - | 64 4% 44% | 16 5% 11% | 24 4% 16% | 21 5% 15% | 45 5% 31% | 7 3% 5% | 30 3% 21% | 11 7% 8% I | 33 4% 23% | 20 4% 13% |
| SECURITY/PRIVACY | 237 7% 100% | 40 6% 17% | 5 6% 2% | 89 6% 38% | 21 6% 9% ACF | 52 10% 22% | 29 6% 12% | 66 8% 28% L | 21 10% 9% L | 67 6% 28% | 11 7% 5% | 48 6% 20% | 23 5% 10% |
| OTHER (PLEASE SPECIFY) | 127 4% 100% | 23 3% 18% | 5 7% 4% | 48 3% 37% | 21 6% 16% CEF | 17 3% 13% | 13 3% 10% | 21 3% 17% | 8 4% 6% | 36 3% 29% | 8 5% 6% | 30 4% 24% | 23 5% 18% |
| NONE | 289 8% 100% | 38 6% 13% | 6 8% 2% | 122 8% 42% | 24 7% 8% | 39 7% 14% | 59 13% 21% ACDE | 78 9% 27% IK | 31 14% 17% IKL | 72 6% 25% | 19 12% 6% IK | 50 6% 17% | 40 8% 14% |
| DON'T KNOW | 62 2% 100% | 6 1% 10% | 3 4% 5% AC | 16 1% 26% | 10 3% 16% AC | 14 3% 23% AC | 12 3% 20% AC | 17 2% 27% | 8 4% 14% IK | 12 1% 19% | 2 1% 4% | 8 1% 13% | 15 3% 24% IK |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QC.5/6 AND WHICH IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER OUT OF THESE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|---------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|-----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| COST OF POSTAGE | 559 16% 100% HI | 112 17% 20% | 11 14% 2% | 210 14% 38% | 75 23% 13% M | 85 16% 15% | 65 14% 12% | 112 14% 20% | 21 9% 4% | 140 12% 25% | 15 9% 3% | 155 20% 28% M | 116 23% 21% M |
| SPEED OF DELIVERY | 2147 60% 100% DL | 426 63% 20% | 46 59% 2% | 951 63% 44% | 162 49% 8% | 300 56% 14% | 262 56% 12% | 471 57% 22% | 118 54% 6% | 754 67% 35% M | 88 57% 4% | 453 58% 21% | 264 52% 12% |
| NOT WANTING OTHERS TO THINK THAT I AM UNWILLING TO USE A 1ST CLASS STAMP | 36 1% 100% | 8 1% 23% | - - - | 12 1% 33% | 3 1% 8% | 8 1% 22% | 5 1% 14% | 16 2% 45% M | 4 2% 11% | 9 1% 25% | 1 1% 3% | 3 1% 8% | 3 1% 8% |
| VALUE OF THE ITEM | 146 4% 100% | 20 3% 14% | 1 1% - | 64 4% 44% | 16 5% 11% | 24 4% 16% | 21 5% 15% | 45 5% 31% | 7 3% 5% | 30 3% 21% | 11 7% 8% | 33 4% 23% | 20 4% 13% |
| SECURITY/PRIVACY | 237 7% 100% | 40 6% 17% | 5 6% 2% | 89 6% 38% | 21 6% 9% | 52 10% 22% M | 29 6% 12% | 66 8% 28% | 21 10% 9% | 67 6% 28% | 11 7% 5% | 48 6% 20% | 23 5% 10% |
| OTHER (PLEASE SPECIFY) | 127 4% 100% | 23 3% 18% | 5 7% 4% | 48 3% 37% | 21 6% 16% M | 17 3% 13% | 13 3% 10% | 21 3% 17% | 8 4% 6% | 36 3% 29% | 8 5% 6% | 30 4% 24% | 23 5% 18% |
| NONE | 289 8% 100% | 38 6% 13% | 6 8% 2% | 122 8% 42% | 24 7% 8% | 39 7% 14% | 59 13% 21% M | 78 9% 27% | 31 14% 11% M | 72 6% 26% | 19 12% 6% | 50 6% 17% | 40 8% 14% |
| DON'T KNOW | 62 2% 100% | 6 1% 10% | 3 4% 5% | 16 1% 26% | 10 3% 16% | 14 3% 23% | 12 3% 20% | 17 2% 27% | 8 4% 14% M | 12 1% 19% | 2 1% 4% | 8 1% 13% | 15 3% 24% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| TOTAL | | AGE | | | | | | | | | | | | |
|---------------------|-------------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|---------------------------------|------------------------|-------------------------|-------------------------|------------------------|------------------------|-------------------------|------------|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3544 100% | 387 11% | 563 16% | 575 16% | 536 15% | 566 16% | 532 15% | 385 11% | 950 27% | 1677 47% | 917 26% | 950 27% | 1111 31% | 1483 42% | |
| 3523 100% | 470 13% | 549 16% | 639 18% | 594 17% | 527 15% | 397 11% | 346 10% | 1019 29% | 1761 50% | 743 21% | 1019 29% | 1233 35% | 1271 36% | |
| 256 7% 100% | 25 6% 10% | 37 7% 14% | 45 7% 18% | 54 9% 21% AG | 49 9% 19% AG | 28 7% 11% | 17 5% 7% | 62 6% 24% | 149 8% 58% HJ | 45 6% 18% | 62 6% 24% | 100 8% 39% | 94 7% 37% | |
| 438 12% 100% | 40 9% 9% | 73 13% 17% A | 84 13% 19% A | 85 14% 19% A | 69 13% 16% A | 53 13% 12% A | 34 10% 8% | 113 11% 26% | 238 14% 54% | 87 12% 20% | 113 11% 26% | 169 14% 39% | 156 12% 36% | |
| 793 23% 100% | 101 22% 13% | 131 24% 16% | 155 24% 20% | 130 22% 16% | 120 23% 15% | 89 22% 11% | 66 19% 8% | 232 23% 29% | 406 23% 51% | 156 21% 20% | 232 23% 29% | 285 23% 36% | 276 22% 35% | |
| 1194 34% 100% | 193 41% 16% DEF G | 190 35% 16% | 222 35% 19% | 195 33% 16% | 167 32% 14% | 119 30% 10% | 109 32% 9% | 382 37% 32% J | 584 33% 49% | 228 31% 19% | 382 37% 32% M | 416 34% 35% | 395 31% 33% | |
| 842 24% 100% | 111 24% 13% | 119 22% 14% | 134 21% 16% | 129 22% 15% | 121 23% 14% | 108 27% 13% BC | 120 35% 14% ABC DEF | 230 23% 27% | 384 22% 46% | 228 31% 27% HI | 230 23% 27% | 263 21% 31% | 349 27% 41% KL | |
| - | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| - | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| - | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| 694 20% 100% | 65 14% 9% | 110 20% 16% AG | 129 20% 19% AG | 140 23% 20% AG | 119 22% 17% AG | 81 20% 12% AG | 51 15% 7% | 175 17% 25% | 387 22% 56% HJ | 132 18% 19% | 175 17% 25% | 268 22% 39% K | 250 20% 36% | |
| 2036 58% 100% | 304 65% 15% BCD | 308 56% 15% | 355 56% 17% | 324 55% 16% | 289 55% 14% | 227 57% 11% | 229 66% 11% BCD | 612 60% 30% I | 968 55% 48% | 456 61% 22% I | 612 60% 30% L | 680 55% 33% | 745 59% 37% | |
| | EF | | | | | | EF | | | | | | | |
| 3.55 | 3.69 BC DE | 3.51 | 3.49 | 3.44 | 3.46 | 3.57 | 3.81 BC DEF | 3.59 I | 3.46 | 3.68 I | 3.59 L | 3.47 | 3.59 L | |
| 1.19 | 1.08 | 1.16 | 1.16 | 1.23 | 1.24 | 1.22 | 1.16 | 1.13 | 1.21 | 1.20 | 1.13 | 1.20 | 1.22 | |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | AGE | | | | | | | | | | | | | |
|------------------|--------------------------|------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|------------------------|-------------------|-------------------|------------------------|-------------------|-------------------|------------------------|-------------|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) | |
| UNWEIGHTED TOTAL | 3544 100% | 387 11% | 563 16% | 575 16% | 536 15% | 566 16% | 532 15% | 385 11% | 950 27% | 1677 47% | 917 26% | 950 27% | 1111 31% | 1483 42% | |
| | 3523 100% | 470 13% | 549 16% | 639 18% | 594 17% | 527 15% | 397 11% | 346 10% | 1019 29% | 1761 50% | 743 21% | 1019 29% | 1233 35% | 1271 36% | |
| | 256 7% 100% | 25 5% 10% | 37 7% 14% | 45 7% 18% | 54 9% 21% | 49 9% 19% | 28 7% 11% | 17 5% 7% | 62 6% 24% | 149 8% 58% | 45 6% 18% | 62 6% 24% | 100 8% 39% | 94 7% 37% | |
| | 438 12% 100% A | 40 9% 9% | 73 13% 17% | 84 13% 19% | 85 14% 19% | 69 13% 16% | 53 13% 12% | 34 10% 8% | 113 11% 26% | 238 14% 54% | 87 12% 20% | 113 11% 26% | 169 14% 39% | 156 12% 36% | |
| | 793 23% 100% | 101 22% 13% | 131 24% 16% | 155 24% 20% | 130 22% 16% | 120 23% 15% | 89 22% 11% | 66 19% 8% | 232 23% 29% | 406 23% 51% | 156 21% 20% | 232 23% 29% | 285 23% 36% | 276 22% 35% | |
| | 1194 34% 100% | 193 41% 16% N | 190 35% 16% | 222 35% 19% | 195 33% 16% | 167 32% 14% | 119 30% 10% | 109 32% 9% | 382 37% 32% | 584 33% 49% | 228 31% 19% | 382 37% 32% | 416 34% 35% | 395 31% 33% | |
| | 842 24% 100% | 111 24% 13% | 119 22% 14% | 134 21% 16% | 129 22% 15% | 121 23% 14% | 108 27% 13% | 120 35% 14% N | 230 23% 27% | 384 22% 46% | 228 31% 27% N | 230 23% 27% | 263 21% 31% | 349 27% 41% N | |
| | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| | 694 20% 100% AG | 65 14% 9% | 110 20% 16% | 129 20% 19% | 140 23% 20% | 119 22% 17% | 81 20% 12% | 51 15% 7% | 175 17% 25% | 387 22% 56% | 132 18% 19% | 175 17% 25% | 268 22% 39% | 250 20% 36% | |
| | 2036 58% 100% | 304 65% 15% N | 308 56% 15% | 355 56% 17% | 324 55% 16% | 289 55% 14% | 227 57% 11% | 229 60% 11% N | 612 60% 30% | 968 55% 48% | 456 61% 22% | 612 60% 30% | 680 55% 33% | 745 59% 37% | |
| | 3.55 I | 3.69 N | 3.51 | 3.49 | 3.44 | 3.46 | 3.57 | 3.81 N | 3.59 | 3.46 | 3.68 N | 3.59 | 3.47 | 3.59 | |
| | 1.19 | 1.08 | 1.16 | 1.16 | 1.23 | 1.24 | 1.22 | 1.16 | 1.13 | 1.21 | 1.20 | 1.13 | 1.20 | 1.22 | |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | TOTAL | SEX | | SEX/AGE | | | | | |
|-----------------------------|---------------------|-------------------------|------------------------|-------------------------------|--------------------------|--------------------------|------------------------|-------------------------------|--------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3544 100% | 1601 45% | 1943 55% | 408 12% | 477 13% | 716 20% | 542 15% | 634 18% | 767 22% |
| WEIGHTED TOTAL | 3523 100% | 1689 48% | 1834 52% | 506 14% | 605 17% | 578 16% | 513 15% | 628 18% | 693 20% |
| 1 EXTREMELY DISSATISFIED | 256 7% 100% | 113 7% 44% | 143 8% 56% | 33 6% 13% | 41 7% 16% | 39 7% 15% | 29 6% 11% | 58 9% 23% F | 55 8% 22% |
| 2 | 438 12% 100% | 186 11% 42% | 252 14% 58% A | 43 8% 10% | 72 12% 16% | 71 12% 16% | 71 14% 16% C | 96 15% 22% C | 85 12% 19% |
| 3 | 793 23% 100% | 357 21% 45% | 436 24% 55% | 121 24% 15% | 123 20% 16% | 113 20% 14% | 111 22% 14% | 162 26% 20% DE | 163 24% 21% |
| 4 | 1194 34% 100% | 649 38% 54% B | 545 30% 46% | 212 42% 18% EFG H | 241 40% 20% FGH | 196 34% 16% G | 170 33% 14% | 176 28% 15% | 200 29% 17% |
| 5 EXTREMELY SATISFIED | 842 24% 100% | 385 23% 46% | 458 25% 54% | 97 19% 11% | 128 21% 15% | 160 28% 19% CDG | 133 26% 16% C | 135 22% 16% | 189 27% 22% CDG |
| DON'T KNOW | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | 694 20% 100% | 299 18% 43% | 395 22% 57% A | 76 15% 11% | 113 19% 16% | 110 19% 16% | 100 19% 14% | 155 25% 22% CDE F | 141 20% 20% C |
| 4 OR 5 | 2036 58% 100% | 1033 61% 51% B | 1003 55% 49% | 309 61% 15% G | 369 61% 18% G | 355 61% 17% G | 303 59% 15% G | 311 49% 15% | 389 56% 19% G |
| MEAN SCORE | 3.55 B | 3.60 B | 3.50 | 3.59 G | 3.57 G | 3.63 G | 3.60 G | 3.37 | 3.55 G |
| STD. DEVIATION | 1.19 | 1.15 | 1.22 | 1.09 | 1.15 | 1.20 | 1.17 | 1.24 | 1.23 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|-----------------------------|----------------------------|-------------------------|--------------------|------------------------|------------------------|------------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3544 100% | 1601 45% | 1943 55% | 408 12% | 477 13% | 716 20% | 542 15% | 634 18% | 767 22% |
| WEIGHTED TOTAL | 3523 100% | 1689 48% | 1834 52% | 506 14% | 605 17% | 578 16% | 513 15% | 628 18% | 693 20% |
| 1 EXTREMELY DISSATISFIED | 256 7% 100% | 113 7% 44% | 143 8% 56% | 33 6% 13% | 41 7% 16% | 39 7% 15% | 29 6% 11% | 58 9% 23% | 55 8% 22% |
| 2 | 438 12% 100% C | 186 11% 42% | 252 14% 58% | 43 8% 10% | 72 12% 16% | 71 12% 16% | 71 14% 16% | 96 15% 22% | 85 12% 19% |
| 3 | 793 23% 100% | 357 21% 45% | 436 24% 55% | 121 24% 15% | 123 20% 16% | 113 20% 14% | 111 22% 14% | 162 26% 20% | 163 24% 21% |
| 4 | 1194 34% 100% BGH | 649 38% 54% I | 545 30% 46% | 212 42% 18% I | 241 40% 20% I | 196 34% 16% | 170 33% 14% | 176 28% 15% | 200 29% 17% |
| 5 EXTREMELY SATISFIED | 842 24% 100% C | 385 23% 46% | 458 25% 54% | 97 19% 11% | 128 21% 15% | 160 28% 19% I | 133 26% 16% | 135 22% 16% | 189 27% 22% |
| DON'T KNOW | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | 694 20% 100% C | 299 18% 43% | 395 22% 57% | 76 15% 11% | 113 19% 16% | 110 19% 16% | 100 19% 14% | 155 25% 22% I | 141 20% 20% |
| 4 OR 5 | 2036 58% 100% BG | 1033 61% 51% I | 1003 55% 49% | 309 61% 15% | 369 61% 18% | 355 61% 17% | 303 59% 15% | 311 49% 15% | 389 56% 19% |
| MEAN SCORE | 3.55 G | 3.60 | 3.50 | 3.59 | 3.57 | 3.63 | 3.60 | 3.37 | 3.55 |
| STD. DEVIATION | 1.19 | 1.15 | 1.22 | 1.09 | 1.15 | 1.20 | 1.17 | 1.24 | 1.23 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|-----------------------------|-----|---------------------|-----------------|------------------------|------------------------|------------------------|-------------------------|--------------------------|------------------------|------------------------|------------------------|--------------------------|-------------------------|------------------------------------|-----------------------|-----------------------------|--|
| | | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | | 3544 100% | 104 3% | 600 17% | 897 25% | 692 20% | 508 14% | 743 21% | 704 20% | 1589 45% | 1251 35% | 3054 86% | 226 6% | 95 3% | 169 5% | 3015 85% | 290 8% |
| WEIGHTED TOTAL | | 3523 100% | 116* 3% . | 620 18% | 1054 30% | 742 21% | 456 13% | 535 15% | 735 21% | 1796 51% | 991 28% | 2958 84% | 303 9% | 101* 3% . | 161 5% | 2996 85% | 289 8% |
| 1 EXTREMELY DISSATISFIED | (1) | 256 7% 100% | 8 7% 3% | 34 6% 13% | 76 7% 30% | 43 6% 17% | 43 10% 17% BD | 51 10% 20% BD | 42 6% 17% | 119 7% 46% | 94 10% 37% GH | 224 8% 88% K | 11 4% 4% | 9 8% 3% | 12 7% 5% | 231 8% 90% | 14 5% 6% |
| 2 | (2) | 438 12% 100% | 18 16% 4% | 85 14% 19% | 129 12% 29% | 96 13% 22% | 49 11% 11% | 61 11% 14% | 103 14% 24% | 225 13% 51% | 110 11% 25% | 367 12% 84% | 39 13% 9% | 10 10% 2% | 23 14% 5% | 394 13% 90% O | 18 6% 4% |
| 3 | (3) | 793 23% 100% | 27 23% 3% | 157 25% 20% E | 254 24% 32% E | 168 23% 21% E | 76 17% 10% | 111 21% 14% | 184 25% 23% I | 422 23% 53% I | 187 19% 24% | 697 24% 88% K | 44 15% 6% | 23 23% 3% | 29 18% 4% | 662 22% 83% | 73 25% 9% |
| 4 | (4) | 1194 34% 100% | 44 38% 4% | 212 34% 18% | 346 33% 29% | 254 34% 21% | 177 39% 15% CF | 161 30% 86% 14% | 256 36% 21% | 600 33% 50% | 339 34% 28% | 1026 35% 86% LM | 116 38% 10% LM | 20 20% 2% | 31 19% 3% | 984 33% 82% | 112 39% 9% |
| 5 EXTREMELY SATISFIED | (5) | 842 24% 100% | 19 16% 2% | 132 21% 16% | 250 24% 30% | 182 25% 22% | 109 24% 13% | 151 28% 18% ABC | 150 20% 18% | 431 24% 51% | 260 26% 31% G | 644 22% 76% | 93 31% 11% J | 39 39% 5% J | 67 41% 8% JK | 725 24% 86% | 72 25% 9% |
| DON'T KNOW | | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1 OR 2 | | 694 20% 100% | 27 23% 4% | 119 19% 17% | 205 19% 30% | 139 19% 20% | 93 20% 13% | 112 21% 16% | 145 20% 21% | 343 19% 50% | 205 21% 30% | 591 20% 85% | 50 16% 7% | 19 19% 3% | 34 21% 5% | 625 21% 90% O | 32 11% 5% |
| 4 OR 5 | | 2036 58% 100% | 62 54% 3% | 344 55% 17% | 596 56% 29% | 435 59% 21% | 287 63% 14% BC | 313 58% 15% | 406 56% 20% | 1031 57% 51% | 599 60% 29% G | 1670 56% 82% | 209 69% 10% J | 59 59% 3% | 98 61% 5% | 1709 57% 84% | 184 64% 9% N |
| MEAN SCORE | | 3.55 | 3.40 | 3.52 | 3.54 | 3.59 | 3.57 | 3.56 | 3.50 | 3.56 | 3.57 | 3.51 | 3.80 J | 3.70 | 3.73 J | 3.53 | 3.72 N |
| STD. DEVIATION | | 1.19 | 1.15 | 1.13 | 1.18 | 1.16 | 1.23 | 1.27 | 1.13 | 1.17 | 1.25 | 1.18 | 1.12 | 1.31 | 1.32 | 1.21 | 1.06 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | URBAN | | | | | | |
|-----------------------------|-------------------------|-------------------------------|--|-----------------------------|--------------------------|----------------------------|--------------------------|-------------------------|
| | TOTAL | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| UNWEIGHTED TOTAL | 3544 100% | 1073 30% | 677 19% | 396 11% | 1848 52% | 567 16% | 115 3% | 2921 82% |
| WEIGHTED TOTAL | 3523 100% | 1033 29% | 657 19% | 375 11% | 1849 52% | 582 17% | 111* 3% | 2882 82% |
| 1 EXTREMELY DISSATISFIED | (1) 256 7% 100% | 70 7% 27% | 54 8% 21% CE | 16 4% 6% | 153 8% 60% CE | 28 5% 11% | 6 5% 2% | 222 8% 87% CE |
| 2 | (2) 438 12% 100% | 136 13% 31% | 88 13% 20% | 47 13% 11% | 237 13% 54% | 61 10% 14% | 14 13% 3% | 372 13% 85% |
| 3 | (3) 793 23% 100% | 275 27% 35% DEG | 154 23% 19% | 121 32% 15% ABDEFG | 382 21% 48% | 119 20% 15% | 24 22% 3% | 657 23% 83% |
| 4 | (4) 1194 34% 100% | 364 35% 30% | 225 34% 19% | 138 37% 12% F | 608 33% 51% | 202 35% 17% | 28 25% 2% | 972 34% 81% |
| 5 EXTREMELY SATISFIED | (5) 842 24% 100% | 188 18% 22% | 135 21% 16% C | 53 14% 6% | 470 25% 56% ABC | 172 30% 20% ABCDG | 39 35% 5% ABCDG | 658 23% 78% AC |
| DON'T KNOW | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | 694 20% 100% | 205 20% 30% E | 142 22% 21% E | 63 17% 9% | 390 21% 56% E | 89 15% 13% | 20 18% 3% | 595 21% 86% E |
| 4 OR 5 | 2036 58% 100% | 552 53% 27% | 361 55% 18% | 192 51% 9% | 1078 58% 53% AC | 375 64% 18% ABCDG | 67 60% 3% | 1630 57% 80% |
| MEAN SCORE | 3.55 | 3.45 | 3.46 | 3.44 | 3.54 | 3.74 ABCDG | 3.72 ABC | 3.51 |
| STD. DEVIATION | 1.19 | 1.13 | 1.19 | 1.02 | 1.23 | 1.13 | 1.22 | 1.20 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|--------------------------|-----|---------------------|----------------------------|-------------------------|-------------------------|-------------------------|-----------------------|--------------------------|-----------------------|
| | | | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| UNWEIGHTED TOTAL | | 3544 100% | 494 14% | 579 16% | 1190 34% | 658 19% | 57 2% | 426 12% | 84 2% |
| WEIGHTED TOTAL | | 3523 100% | 462 13% | 570 16% | 1189 34% | 660 19% | 59* 2% | 439 12% | 84* 2% |
| 1 EXTREMELY DISSATISFIED | (1) | 256 7% 100% | 20 4% 8% | 50 9% 19% AF | 109 9% 43% AF | 44 7% 17% | 4 7% 2% | 20 5% 8% | 3 3% 1% |
| 2 | (2) | 438 12% 100% | 52 11% 12% | 84 15% 19% | 158 13% 36% | 79 12% 18% | 6 11% 1% | 45 10% 10% | 9 11% 2% |
| 3 | (3) | 793 23% 100% | 141 30% 18% BCDFG | 134 24% 17% | 242 20% 30% | 140 21% 18% | 14 23% 2% | 91 21% 11% | 15 17% 2% |
| 4 | (4) | 1194 34% 100% | 179 39% 15% BC | 185 32% 16% | 390 33% 33% | 218 33% 18% | 14 24% 1% | 166 38% 14% | 22 27% 2% |
| 5 EXTREMELY SATISFIED | (5) | 842 24% 100% | 71 15% 8% | 118 21% 14% A | 290 24% 34% A | 179 27% 21% AB | 21 35% 2% AB | 117 27% 14% AB | 35 42% 4% AB |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 694 20% 100% | 72 16% 10% | 133 23% 19% AF | 267 22% 39% AF | 122 19% 18% | 11 18% 2% | 66 15% 9% | 12 15% 2% |
| 4 OR 5 | | 2036 58% 100% | 249 54% 12% | 303 53% 15% | 680 57% 33% | 398 60% 20% AB | 35 59% 2% | 283 64% 14% ABC | 57 68% 3% AB |
| MEAN SCORE | | 3.55 | 3.49 | 3.42 | 3.50 | 3.62 B | 3.68 | 3.71 ABC | 3.92 ABC |
| STD. DEVIATION | | 1.19 | 1.02 | 1.21 | 1.25 | 1.19 | 1.26 | 1.11 | 1.16 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|-----------------------------|-----|---------------------|-----------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|-------------------|--------------------|---------------------|------------------------------------|-----------------|-----------------------------|--|
| | | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | | 3544 100% | 104 3% | 600 17% | 897 25% | 692 20% | 508 14% | 743 21% | 704 20% | 1589 45% | 1251 35% | 3054 86% | 226 6% | 95 3% | 169 5% | 3015 85% | 290 8% |
| WEIGHTED TOTAL | | 3523 100% | 116* 3% | 620 18% | 1054 30% | 742 21% | 456 13% | 535 15% | 735 21% | 1796 51% | 991 28% | 2958 84% | 303 9% | 101* 3% | 161 5% | 2996 85% | 289 8% |
| 1 EXTREMELY DISSATISFIED | (1) | 256 7% 100% | 8 7% 3% | 34 6% 13% | 76 7% 30% | 43 6% 17% | 43 10% 17% | 51 20% 14% | 42 6% 17% | 119 7% 46% | 94 10% 37% | 224 8% 88% | 11 4% 4% | 9 8% 3% | 12 7% 5% | 231 8% 90% | 14 5% 6% |
| 2 | (2) | 438 12% 100% | 18 16% 4% | 85 14% 19% | 129 12% 29% | 96 13% 22% | 49 11% 11% | 61 11% 14% | 103 14% 24% | 225 13% 51% | 110 11% 25% | 367 12% 84% | 39 13% 9% | 10 10% 2% | 23 14% 5% | 394 13% 90% | 18 6% 4% |
| 3 | (3) | 793 23% 100% | 27 23% 3% | 157 25% 20% | 254 24% 32% | 168 23% 21% | 76 17% 10% | 111 21% 14% | 184 25% 23% | 422 23% 53% | 187 19% 24% | 697 24% 88% | 44 15% 6% | 23 23% 3% | 29 18% 4% | 662 22% 83% | 73 26% 9% |
| 4 | (4) | 1194 34% 100% | 44 38% 4% | 212 34% 18% | 346 33% 29% | 254 34% 21% | 177 39% 15% | 161 30% 14% | 256 35% 21% | 600 33% 50% | 339 34% 28% | 1026 35% 86% | 116 38% 10% | 20 20% 2% | 31 19% 3% | 984 33% 82% | 112 39% 9% |
| 5 EXTREMELY SATISFIED | (5) | 842 24% 100% | 19 16% 2% | 132 21% 16% | 250 24% 30% | 182 25% 22% | 109 24% 13% | 151 28% 18% | 150 20% 18% | 431 26% 51% | 260 26% 31% | 644 22% 76% | 93 31% 17% | 39 39% 5% | 67 41% 8% | 725 24% 86% | 72 26% 9% |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 694 20% 100% | 27 23% 4% | 119 19% 17% | 205 19% 30% | 139 19% 20% | 93 20% 13% | 112 21% 16% | 145 20% 21% | 343 19% 50% | 205 21% 30% | 591 20% 85% | 50 16% 7% | 19 19% 3% | 34 21% 5% | 625 21% 90% | 32 11% 6% |
| 4 OR 5 | | 2036 58% 100% | 62 54% 3% | 344 55% 17% | 596 56% 29% | 435 59% 21% | 287 63% 14% | 313 58% 15% | 406 55% 20% | 1031 57% 51% | 599 60% 29% | 1670 56% 82% | 209 69% 10% | 59 59% 3% | 98 61% 5% | 1709 57% 84% | 184 64% 9% |
| MEAN SCORE | | 3.55 | 3.40 | 3.52 | 3.54 | 3.59 | 3.57 | 3.56 | 3.50 | 3.56 | 3.57 | 3.51 | 3.80 T | 3.70 | 3.73 | 3.53 | 3.72 T |
| STD. DEVIATION | | 1.19 | 1.15 | 1.13 | 1.18 | 1.16 | 1.23 | 1.27 | 1.13 | 1.17 | 1.25 | 1.18 | 1.12 | 1.31 | 1.32 | 1.21 | 1.06 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL (H) | URBAN | | | | | | |
|------------------------------|-----|---------------------------|----------------------------------|---|------------------------|--------------------|------------------------|----------------------|--------------------|
| | | | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| UNWEIGHTED TOTAL | | 3544 100% | 1073 30% | 677 19% | 396 11% | 1848 52% | 567 16% | 115 3% | 2921 82% |
| WEIGHTED TOTAL | | 3523 100% | 1033 29% | 657 19% | 375 11% | 1849 52% | 582 17% | 111* 3% | 2882 82% |
| 1. EXTREMELY DISSATISFIED | (1) | 256 7% 100% CE | 70 7% 27% | 54 8% 21% | 16 4% 6% | 153 8% 60% | 28 5% 11% | 6 5% 2% | 222 8% 87% |
| 2 | (2) | 438 12% 100% | 136 13% 31% | 88 13% 20% | 47 13% 11% | 237 13% 54% | 61 10% 14% | 14 13% 3% | 372 13% 85% |
| 3 | (3) | 793 23% 100% | 275 27% 35% H | 154 23% 19% | 121 32% 15% H | 382 21% 48% | 119 20% 15% | 24 22% 3% | 657 23% 83% |
| 4 | (4) | 1194 34% 100% | 364 35% 30% | 225 34% 19% | 138 37% 12% | 608 33% 51% | 202 35% 17% | 28 25% 2% | 972 34% 81% |
| 5. EXTREMELY SATISFIED | (5) | 842 24% 100% AC | 188 18% 22% | 135 21% 16% | 53 14% 6% | 470 25% 56% | 172 30% 20% H | 39 35% 5% H | 658 23% 78% |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 694 20% 100% E | 205 20% 30% | 142 22% 21% | 63 17% 9% | 390 21% 56% | 89 15% 13% | 20 18% 3% | 595 21% 86% |
| 4 OR 5 | | 2036 58% 100% AC | 552 53% 27% | 361 55% 18% | 192 51% 9% | 1078 58% 53% | 375 64% 18% H | 67 60% 3% | 1630 57% 80% |
| MEAN SCORE | | 3.55 A | 3.45 | 3.46 | 3.44 | 3.54 | 3.74 H | 3.72 | 3.51 |
| STD. DEVIATION | | 1.19 | 1.13 | 1.19 | 1.02 | 1.23 | 1.13 | 1.22 | 1.20 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | | |
|-----------------------------|-----|--------------------------|------------------------|-------------------|-------------------|-------------------|-----------------|------------------------|----------------------|
| | | | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| UNWEIGHTED TOTAL | | 3544 100% | 494 14% | 579 16% | 1190 34% | 658 19% | 57 2% | 426 12% | 84 2% |
| WEIGHTED TOTAL | | 3523 100% | 462 13% | 570 16% | 1189 34% | 660 19% | 59* 2% | 439 12% | 84* 2% |
| 1 EXTREMELY DISSATISFIED | (1) | 256 7% 100% A | 20 4% 8% | 50 9% 19% | 109 9% 43% | 44 7% 17% | 4 7% 2% | 20 5% 8% | 3 3% 1% |
| 2 | (2) | 438 12% 100% | 52 11% 12% | 84 15% 19% | 158 13% 36% | 79 12% 18% | 6 11% 1% | 45 10% 10% | 9 11% 2% |
| 3 | (3) | 793 23% 100% | 141 30% 18% H | 134 24% 17% | 242 20% 30% | 140 21% 18% | 14 23% 2% | 91 21% 11% | 15 17% 2% |
| 4 | (4) | 1194 34% 100% | 179 39% 15% | 185 32% 16% | 390 33% 33% | 218 33% 18% | 14 24% 1% | 166 38% 14% | 22 27% 2% |
| 5 EXTREMELY SATISFIED | (5) | 842 24% 100% A | 71 15% 8% | 118 21% 14% | 290 24% 34% | 179 27% 21% | 21 35% 2% | 117 27% 14% | 35 42% 4% H |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 694 20% 100% AF | 72 16% 10% | 133 23% 19% | 267 22% 39% | 122 19% 18% | 11 18% 2% | 66 15% 9% | 12 15% 2% |
| 4 OR 5 | | 2036 58% 100% B | 249 54% 12% | 303 53% 15% | 680 57% 33% | 398 60% 20% | 35 59% 2% | 283 64% 14% H | 57 68% 3% |
| MEAN SCORE | | 3.55 B | 3.49 | 3.42 | 3.50 | 3.62 | 3.68 | 3.71 H | 3.92 H |
| STD. DEVIATION | | 1.19 | 1.02 | 1.21 | 1.25 | 1.19 | 1.26 | 1.11 | 1.16 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------------|-----|---------------------|--------------------------|---------------------------|--------------------------|-------------------------|--------------------------|------------------------|--------------------------------|------------------------|--------------------------|-------------------------|------------------------|----------------------------------|----------------------|-------------------------|----------------------------|
| | | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | | 3544 100% | 347 10% | 357 10% | 750 21% | 839 24% | 504 14% | 747 21% | 133 4% | 443 13% | 374 11% | 234 7% | 530 15% | 347 10% | 337 10% | 616 17% | 530 15% |
| WEIGHTED TOTAL | | 3523 100% | 371 11% | 364 10% | 891 25% | 905 26% | 427 12% | 565 16% | 150 4% | 540 15% | 329 9% | 287 8% | 675 19% | 271 8% | 298 8% | 581 16% | 391 11% |
| 1 EXTREMELY DISSATISFIED | (1) | 256 7% 100% | 14 4% 5% | 29 8% 11% A | 56 6% 22% | 63 7% 25% A | 43 10% 17% ACD | 51 9% 20% A | 7 4% 3% | 29 5% 11% | 26 8% 10% | 14 5% 6% | 50 7% 19% | 36 13% 14% GHIJK MNO | 22 7% 8% | 40 7% 16% | 32 8% 13% |
| 2 | (2) | 438 12% 100% | 54 15% 12% E | 49 13% 11% E | 95 11% 22% | 130 14% 30% CE | 37 9% 8% | 74 13% 17% E | 24 6% 5% | 57 11% 13% | 32 10% 7% | 42 15% 10% | 90 13% 20% | 37 14% 8% | 37 12% 8% | 78 13% 18% | 41 7% 9% |
| 3 | (3) | 793 23% 100% | 79 21% 10% | 105 29% 13% ACEF | 204 23% 26% E | 218 24% 27% E | 74 17% 9% | 113 20% 14% | 31 21% 4% | 136 25% 17% L | 65 20% 8% | 81 28% 10% ILN | 166 25% 21% L | 38 14% 5% | 72 24% 9% L | 120 21% 15% L | 84 22% 11% L |
| 4 | (4) | 1194 34% 100% | 153 41% 13% BDF | 103 28% 9% | 333 37% 28% BDF | 266 29% 22% | 162 38% 14% BDF | 176 31% 15% | 66 44% 6% HIJLM NO | 184 34% 15% | 131 40% 11% JNO | 89 31% 7% | 236 35% 20% | 92 34% 8% | 100 34% 8% | 180 31% 15% | 115 30% 10% |
| 5 EXTREMELY SATISFIED | (5) | 842 24% 100% | 72 19% 9% | 79 22% 9% | 203 23% 24% | 228 25% 27% A | 110 26% 13% A | 151 27% 18% A | 22 15% 3% | 134 25% 16% G | 75 23% 9% | 61 21% 7% | 135 20% 16% | 68 25% 8% G | 68 23% 8% | 163 28% 19% GK | 118 30% 14% GLIKM |
| DON'T KNOW | | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1 OR 2 | | 694 20% 100% | 68 18% 10% | 78 21% 11% | 151 17% 22% | 193 21% 28% C | 80 19% 12% | 125 22% 18% C | 31 20% 4% | 86 16% 12% | 59 18% 8% | 56 20% 8% | 139 21% 20% | 73 27% 10% HIKMN O | 59 20% 8% | 118 20% 17% | 74 19% 11% |
| 4 OR 5 | | 2036 58% 100% | 225 61% 11% B | 181 50% 9% | 536 60% 26% BD | 495 55% 24% | 272 64% 13% BD | 327 58% 16% B | 88 59% 4% | 318 59% 16% | 206 63% 10% JK | 150 52% 7% | 370 55% 18% | 160 59% 8% | 168 56% 8% | 343 59% 17% | 234 60% 11% |
| MEAN SCORE | | 3.55 | 3.58 | 3.42 | 3.60 B | 3.52 | 3.61 B | 3.53 | 3.49 | 3.62 KL | 3.59 | 3.49 | 3.47 | 3.44 | 3.52 | 3.60 | 3.63 KL |
| STD. DEVIATION | | 1.19 | 1.07 | 1.19 | 1.13 | 1.21 | 1.24 | 1.26 | 1.07 | 1.12 | 1.17 | 1.13 | 1.16 | 1.35 | 1.18 | 1.22 | 1.24 |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------------|-----|---------------------------|------------------------|------------------------|-----------------------|-------------------------|------------------------|-----------------------|----------------------|------------------------|------------------------|----------------------|------------------------|-----------------------|--------------------|------------------------|------------------------|
| | | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | | 3544 100% | 347 10% | 357 10% | 750 21% | 839 24% | 504 14% | 747 21% | 133 4% | 443 13% | 374 11% | 234 7% | 530 15% | 347 10% | 337 10% | 616 17% | 530 15% |
| WEIGHTED TOTAL | | 3523 100% | 371 11% | 364 10% | 891 25% | 905 26% | 427 12% | 565 16% | 150 4% | 540 15% | 329 9% | 287 8% | 675 19% | 271 8% | 298 8% | 581 16% | 391 11% |
| 1 EXTREMELY DISSATISFIED | (1) | 256 7% 100% A | 14 4% 5% | 29 8% 11% | 56 6% 22% | 63 7% 25% | 43 10% 17% P | 51 9% 20% | 7 4% 3% | 29 5% 11% | 26 8% 10% | 14 5% 6% | 50 7% 19% | 36 13% 14% P | 22 7% 8% | 40 7% 16% | 32 8% 13% |
| 2 | (2) | 438 12% 100% E | 54 15% 12% | 49 13% 11% | 95 11% 22% | 130 14% 30% | 37 9% 8% | 74 13% 17% | 24 16% 5% | 57 11% 13% | 32 10% 7% | 42 15% 10% | 90 13% 20% | 37 14% 8% | 37 12% 8% | 78 13% 18% | 41 11% 9% |
| 3 | (3) | 793 23% 100% EL | 79 21% 10% | 105 29% 13% P | 204 23% 26% | 218 24% 27% | 74 17% 9% | 113 20% 14% | 31 21% 4% | 136 25% 17% | 65 20% 8% | 81 28% 10% | 166 25% 21% | 38 14% 5% | 72 24% 9% | 120 21% 15% | 84 22% 11% |
| 4 | (4) | 1194 34% 100% BD | 153 41% 13% P | 103 28% 9% | 333 37% 28% | 266 29% 22% | 162 38% 14% | 176 31% 15% | 66 44% 6% P | 184 34% 15% | 131 40% 11% P | 89 31% 7% | 236 35% 20% | 92 34% 8% | 100 34% 8% | 180 31% 15% | 115 30% 10% |
| 5 EXTREMELY SATISFIED | (5) | 842 24% 100% G | 72 19% 9% | 79 22% 9% | 203 23% 24% | 228 26% 27% | 110 26% 13% | 151 27% 18% | 22 15% 3% | 134 25% 16% | 75 23% 9% | 61 21% 7% | 135 20% 16% | 68 25% 8% | 68 23% 8% | 163 28% 19% P | 118 30% 14% P |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 694 20% 100% | 68 18% 10% | 78 21% 11% | 151 17% 22% | 193 21% 28% | 80 19% 12% | 125 22% 18% | 31 20% 4% | 86 16% 12% | 59 18% 8% | 56 20% 8% | 139 21% 20% | 73 27% 10% P | 59 20% 8% | 118 20% 17% | 74 19% 11% |
| 4 OR 5 | | 2036 58% 100% B | 225 61% 11% | 181 50% 9% | 536 60% 26% | 495 55% 24% | 272 64% 13% P | 327 58% 16% | 88 59% 4% | 318 59% 16% | 206 63% 10% | 150 52% 7% | 370 55% 18% | 160 59% 8% | 168 56% 8% | 343 59% 17% | 234 60% 11% |
| MEAN SCORE | | 3.55 | 3.58 | 3.42 | 3.60 | 3.52 | 3.61 | 3.53 | 3.49 | 3.62 | 3.59 | 3.49 | 3.47 | 3.44 | 3.52 | 3.60 | 3.63 |
| STD. DEVIATION | | 1.19 | 1.07 | 1.19 | 1.07 | 1.13 | 1.24 | 1.26 | 1.07 | 1.12 | 1.17 | 1.13 | 1.16 | 1.35 | 1.18 | 1.22 | 1.24 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--------------------------|---------------------|-----------------------------|----------------------------|----------------------|--|------------------------|-----------------------|-------------------|------------------------------------|-----------------------|-----------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3544 100% | 671 19% | 2853 81% | 185 5% | 2550 72% | 994 28% | 327 9% | 502 14% | 2684 76% | 533 15% | 358 10% |
| WEIGHTED TOTAL | 3523 100% | 559 16% | 2945 84% | 157 4% | 2666 76% | 857 24% | 272 8% | 469 13% | 2758 78% | 492 14% | 296 8% |
| 1 EXTREMELY DISSATISFIED | 256 7% 100% | 61 11% 24% B | 194 7% 76% | 16 10% 6% | 200 8% 78% | 56 6% 22% | 16 6% 6% | 36 8% 14% | 202 7% 79% | 38 8% 15% | 18 6% 7% |
| 2 | 438 12% 100% | 73 13% 17% | 364 12% 83% | 21 13% 5% | 346 13% 79% | 92 11% 21% | 30 11% 7% | 53 11% 12% | 354 13% 81% | 53 11% 12% | 31 10% 7% |
| 3 | 793 23% 100% | 108 19% 14% | 678 23% 86% | 26 17% 3% | 614 23% 77% | 179 21% 23% | 54 20% 7% | 101 22% 13% | 635 23% 80% | 105 21% 13% | 57 19% 7% |
| 4 | 1194 34% 100% | 148 27% 72% | 1035 35% 87% AC | 42 27% 4% | 928 35% 78% E | 266 31% 22% | 93 34% 8% | 156 33% 13% | 932 34% 78% | 169 34% 14% | 106 36% 9% |
| 5 EXTREMELY SATISFIED | 842 24% 100% | 169 30% 20% B | 673 23% 80% | 51 33% 6% B | 578 22% 69% | 265 31% D | 79 29% 9% H | 124 26% 15% | 635 23% 75% | 128 26% 15% | 83 28% 10% H |
| DON'T KNOW | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | 694 20% 100% | 134 24% 19% B | 559 19% 81% | 37 23% 5% | 546 20% 79% E | 148 17% 21% | 47 17% 7% | 89 19% 13% | 556 20% 80% | 91 18% 13% | 49 17% 7% |
| 4 OR 5 | 2036 58% 100% | 317 57% 16% | 1709 58% 84% | 94 60% 5% | 1506 56% 74% | 530 62% 26% D | 172 63% 8% H | 279 60% 14% | 1568 57% 77% | 297 60% 15% | 189 64% 9% H |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|----------------|--------------|-----------------------------|----------------------------|-----------------|--|-------------------|-------------------|-----------------|------------------------------------|-----------------------|---------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3523 100% | 559 16% | 2945 84% | 157 4% | 2666 76% | 857 24% | 272 8% | 469 13% | 2758 78% | 492 14% | 296 8% |
| MEAN SCORE | 3.55 | 3.52 | 3.55 | 3.59 | 3.50 | 3.69 D | 3.69 H | 3.59 | 3.52 | 3.60 | 3.70 H |
| STD. DEVIATION | 1.19 | 1.33 | 1.16 | 1.34 | 1.18 | 1.20 | 1.18 | 1.21 | 1.19 | 1.20 | 1.16 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|-----------------------------|---------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3544 100% | 671 19% | 2853 81% | 185 5% | 2550 72% | 994 28% | 327 9% | 502 14% | 2684 76% | 533 15% | 358 10% |
| WEIGHTED TOTAL | 3523 100% | 559 16% | 2945 84% | 157 4% | 2666 76% | 857 24% | 272 8% | 469 13% | 2758 78% | 492 14% | 296 8% |
| 1 EXTREMELY DISSATISFIED | 256 7% 100% | 61 11% 24% K | 194 7% 76% | 16 10% 6% | 200 8% 78% | 56 6% 22% | 16 6% 6% | 36 8% 14% | 202 7% 79% | 38 8% 15% | 18 6% 7% |
| 2 | 438 12% 100% | 73 13% 17% | 364 12% 83% | 21 13% 5% | 346 13% 79% | 92 11% 21% | 30 11% 7% | 53 11% 12% | 354 13% 81% | 53 11% 12% | 31 10% 7% |
| 3 | 793 23% 100% | 108 19% 14% | 678 23% 86% | 26 17% 3% | 614 23% 77% | 179 21% 23% | 54 20% 7% | 101 22% 13% | 635 23% 80% | 105 21% 13% | 57 19% 7% |
| 4 | 1194 34% 100% | 148 27% 12% | 1035 35% 87% | 42 27% 4% | 928 35% 78% | 266 31% 22% | 93 34% 8% | 156 33% 13% | 932 34% 78% | 169 34% 14% | 106 36% 9% |
| 5 EXTREMELY SATISFIED | 842 24% 100% | 169 30% 20% K | 673 23% 80% | 51 33% 6% K | 578 22% 69% | 265 31% 31% K | 79 29% 9% | 124 26% 15% | 635 23% 75% | 128 26% 15% | 83 28% 10% |
| DON'T KNOW | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | 694 20% 100% | 134 24% 19% K | 559 19% 81% | 37 23% 5% | 546 20% 79% | 148 17% 21% | 47 17% 7% | 89 19% 13% | 556 20% 80% | 91 18% 13% | 49 17% 7% |
| 4 OR 5 | 2036 58% 100% | 317 57% 16% | 1709 58% 84% | 94 60% 5% | 1506 56% 74% | 530 62% 26% K | 172 63% 8% | 279 60% 14% | 1568 57% 77% | 297 60% 15% | 189 64% 9% K |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|----------------|--------------|-----------------------------|----------------------------|-----------------|--|-------------------|-------------------|-----------------|------------------------------------|-----------------------|---------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3523 100% | 559 16% | 2945 84% | 157 4% | 2666 76% | 857 24% | 272 8% | 469 13% | 2758 78% | 492 14% | 296 8% |
| MEAN SCORE | 3.55 | 3.52 | 3.55 | 3.59 | 3.50 | 3.69 K | 3.69 | 3.59 | 3.52 | 3.60 | 3.70 K |
| STD. DEVIATION | 1.19 | 1.33 | 1.16 | 1.34 | 1.18 | 1.20 | 1.18 | 1.21 | 1.19 | 1.20 | 1.16 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|-----------------------------|-----|---------------------|------------------------|----------------------|--------------------------|---------------------------|-------------------------|--------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|----------------------------|
| | | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | | 3544 100% | 624 18% | 80 2% | 1271 36% | 318 9% | 655 18% | 596 17% | 728 21% | 222 6% | 952 27% | 159 4% | 870 25% | 613 17% |
| WEIGHTED TOTAL | | 3523 100% | 658 19% | 77* 2% | 1474 42% | 322 9% | 533 15% | 458 13% | 809 23% | 210 6% | 1085 31% | 148 4% | 771 22% | 499 14% |
| 1 EXTREMELY DISSATISFIED | (1) | 256 7% 100% | 37 6% 15% | 5 6% 2% | 104 7% 41% | 15 5% 6% | 58 11% 23% ACD | 36 8% 14% | 45 6% 17% | 17 8% 7% | 89 8% 35% G | 11 7% 4% | 67 9% 26% GL | 28 6% 11% |
| 2 | (2) | 438 12% 100% | 91 14% 21% | 12 15% 3% | 191 13% 44% | 33 10% 8% | 63 12% 14% | 47 10% 11% | 96 12% 22% | 18 9% 4% | 142 13% 32% | 26 18% 6% HL | 108 14% 25% HL | 48 10% 11% |
| 3 | (3) | 793 23% 100% | 164 25% 21% E | 20 26% 3% | 355 24% 45% E | 67 21% 8% | 95 18% 12% | 92 20% 12% | 182 22% 23% | 50 24% 6% | 251 23% 32% | 35 23% 4% | 181 24% 23% L | 94 19% 12% |
| 4 | (4) | 1194 34% 100% | 232 35% 19% | 24 31% 2% | 502 34% 42% | 98 30% 8% | 195 37% 16% | 144 31% 12% | 313 39% 26% JKL | 69 33% 6% | 373 34% 31% | 43 29% 4% | 242 31% 20% | 154 31% 13% |
| 5 EXTREMELY SATISFIED | (5) | 842 24% 100% | 134 20% 16% | 16 21% 2% | 322 22% 38% | 110 34% 13% ABCE | 122 23% 14% | 139 30% 16% ACE | 174 22% 21% | 56 27% 7% | 230 21% 27% | 33 22% 4% | 174 23% 21% | 175 35% 21% GHIJK |
| DON'T KNOW | | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1 OR 2 | | 694 20% 100% | 129 20% 19% | 17 22% 2% | 296 20% 43% | 48 15% 7% | 122 23% 18% D | 83 18% 12% | 140 17% 20% | 35 17% 5% | 231 21% 33% L | 37 25% 6% GL | 175 23% 25% GL | 76 15% 11% |
| 4 OR 5 | | 2036 58% 100% | 366 54% 18% | 40 52% 2% | 824 56% 40% | 207 64% 10% AC | 317 59% 16% | 283 62% 14% AC | 488 60% 24% K | 125 59% 6% | 603 56% 30% | 77 52% 4% | 415 54% 20% | 329 64% 16% GLJK |
| MEAN SCORE | | 3.55 | 3.51 | 3.45 | 3.51 | 3.79 ABC | 3.48 | 3.66 ACE | 3.59 K | 3.61 | 3.47 | 3.42 | 3.45 | 3.80 GLJK |
| STD. DEVIATION | | 1.19 | 1.13 | 1.17 | 1.17 | E 1.15 | 1.27 | 1.23 | 1.11 | 1.20 | 1.20 | 1.22 | 1.22 | 1.18 |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|-----------------------------|-----|-------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | | 3544 100% | 624 18% | 80 2% | 1271 36% | 318 9% | 655 18% | 596 17% | 728 21% | 222 6% | 952 27% | 159 4% | 870 25% | 613 17% |
| WEIGHTED TOTAL | | 3523 100% | 658 19% | 77* 2% | 1474 42% | 322 9% | 533 15% | 458 13% | 809 23% | 210 6% | 1085 31% | 148 4% | 771 22% | 499 14% |
| 1 EXTREMELY DISSATISFIED | (1) | 256 7% 100% | 37 6% 15% | 5 6% 2% | 104 7% 41% | 15 5% 6% | 58 11% 23% M | 36 8% 14% | 45 6% 17% | 17 8% 7% | 89 8% 35% | 11 7% 4% | 67 9% 26% | 28 6% 11% |
| 2 | (2) | 438 12% 100% | 91 14% 21% | 12 15% 3% | 191 13% 44% | 33 10% 8% | 63 12% 14% | 47 10% 11% | 96 12% 22% | 18 9% 4% | 142 13% 32% | 26 18% 6% | 108 14% 25% | 48 10% 11% |
| 3 | (3) | 793 23% 100% E | 164 25% 21% | 20 26% 3% | 355 24% 45% | 67 21% 8% | 95 18% 12% | 92 20% 12% | 182 22% 23% | 50 24% 6% | 251 23% 32% | 35 23% 4% | 181 24% 23% | 94 19% 12% |
| 4 | (4) | 1194 34% 100% | 232 35% 19% | 24 31% 2% | 502 34% 42% | 98 30% 8% | 195 37% 16% | 144 31% 12% | 313 39% 26% M | 69 33% 6% | 373 34% 31% | 43 29% 4% | 242 31% 20% | 154 31% 13% |
| 5 EXTREMELY SATISFIED | (5) | 842 24% 100% | 134 20% 16% | 16 21% 2% | 322 22% 38% | 110 34% 13% M | 122 23% 14% | 139 30% 16% M | 174 22% 21% | 56 27% 7% | 230 21% 27% | 33 22% 4% | 174 23% 21% | 175 35% 21% M |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 694 20% 100% L | 129 20% 19% | 17 22% 2% | 296 20% 43% | 48 15% 7% | 122 23% 18% | 83 18% 12% | 140 17% 20% | 35 17% 5% | 231 21% 33% | 37 25% 5% | 175 23% 25% | 76 15% 11% |
| 4 OR 5 | | 2036 58% 100% | 366 56% 18% | 40 52% 2% | 824 56% 40% | 207 64% 10% M | 317 59% 16% | 283 62% 14% | 488 60% 24% | 125 59% 6% | 603 56% 30% | 77 62% 4% | 415 54% 20% | 329 66% 16% M |
| MEAN SCORE | | 3.55 K | 3.51 | 3.45 | 3.51 | 3.79 M | 3.48 | 3.66 M | 3.59 | 3.61 | 3.47 | 3.42 | 3.45 | 3.80 M |
| STD. DEVIATION | | 1.19 | 1.13 | 1.17 | 1.17 | 1.15 | 1.27 | 1.23 | 1.11 | 1.20 | 1.20 | 1.22 | 1.22 | 1.18 |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL | AGE | | | | | | | | | | | | |
|--------------------------|-----|---------------------|-------------------------|------------------------|------------------------|------------------------|-------------------------|-------------------------|---------------------------------|------------------------|------------------------|-------------------------|------------------------|-------------------|-------------------------|
| | | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| UNWEIGHTED TOTAL | | 3542 100% | 387 11% | 560 16% | 574 16% | 543 15% | 565 16% | 530 15% | 383 11% | 947 27% | 1682 47% | 913 26% | 947 27% | 1117 32% | 1478 42% |
| WEIGHTED TOTAL | | 3524 100% | 472 13% | 545 15% | 640 18% | 601 17% | 527 15% | 396 11% | 345 10% | 1017 29% | 1767 50% | 740 21% | 1017 29% | 1241 35% | 1267 36% |
| 1 EXTREMELY DISSATISFIED | (1) | 199 6% 100% | 20 4% 10% | 36 7% 18% | 31 5% 16% | 36 6% 18% | 32 6% 16% | 28 7% 14% | 16 5% 8% | 57 6% 28% | 99 6% 50% | 43 6% 22% | 57 6% 28% | 68 5% 34% | 75 6% 38% |
| 2 | (2) | 410 12% 100% | 38 8% 9% | 67 12% 16% A | 69 11% 17% | 83 14% 20% A | 59 11% 14% | 58 15% 14% A | 35 10% 9% | 105 10% 26% | 211 12% 52% | 94 13% 23% | 105 10% 26% | 152 12% 37% | 153 12% 37% |
| 3 | (3) | 780 22% 100% | 124 26% 16% FG | 124 23% 16% G | 151 24% 19% G | 123 20% 16% | 128 24% 16% FG | 73 18% 9% | 57 17% 7% | 248 24% 32% J | 402 23% 52% J | 130 18% 17% | 248 24% 32% M | 274 22% 35% | 258 20% 33% |
| 4 | (4) | 1277 36% 100% | 186 39% 15% F | 199 37% 16% | 241 38% 19% | 220 37% 17% | 186 35% 15% | 128 32% 10% | 116 34% 9% | 385 38% 30% J | 648 37% 51% | 244 33% 19% | 385 38% 30% | 462 37% 36% | 430 34% 34% |
| 5 EXTREMELY SATISFIED | (5) | 859 24% 100% | 104 22% 12% | 118 22% 14% | 147 23% 17% | 139 23% 16% | 122 23% 14% | 109 28% 13% B | 121 35% 14% ABC DEF | 222 22% 26% | 408 23% 47% | 230 31% 27% HI | 222 22% 26% | 286 23% 33% | 351 28% 41% KL |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 609 17% 100% | 58 12% 10% | 104 19% 17% A | 100 16% 17% | 119 20% 20% A | 91 17% 15% | 86 22% 14% ACG | 51 15% 8% | 162 16% 27% | 310 18% 51% | 137 18% 22% | 162 16% 27% | 219 18% 36% | 228 18% 37% |
| 4 OR 5 | | 2136 61% 100% | 290 61% 14% | 317 58% 15% | 388 61% 18% | 359 60% 17% | 308 58% 14% | 237 60% 11% | 236 59% 11% BCD EF | 607 60% 28% | 1055 60% 49% | 473 64% 22% I | 607 60% 28% | 747 60% 35% | 781 62% 37% |
| MEAN SCORE | | 3.62 | 3.67 | 3.54 | 3.63 | 3.57 | 3.58 | 3.59 | 3.84 AB CDEF | 3.60 | 3.60 | 3.71 I | 3.60 | 3.60 | 3.66 |
| STD. DEVIATION | | 1.14 | 1.04 | 1.15 | 1.10 | 1.16 | 1.14 | 1.23 | 1.15 | 1.10 | 1.13 | 1.20 | 1.10 | 1.13 | 1.17 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | AGE | | | | | | | | | | | | | |
|------------------|--------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-----------------------|------------------------|-------------------|--------------------|------------------------|-------------------|-------------------|------------------------|-------------|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) | |
| UNWEIGHTED TOTAL | 3542 100% | 387 11% | 560 16% | 574 16% | 543 15% | 565 16% | 530 15% | 383 11% | 947 27% | 1682 47% | 913 26% | 947 27% | 1117 32% | 1478 42% | |
| | 3524 100% | 472 13% | 545 15% | 640 18% | 601 17% | 527 15% | 396 11% | 345 10% | 1017 29% | 1767 50% | 740 21% | 1017 29% | 1241 35% | 1267 36% | |
| | 199 6% 100% | 20 4% 10% | 36 7% 18% | 31 5% 16% | 36 6% 18% | 32 6% 16% | 28 7% 14% | 16 5% 8% | 57 6% 28% | 99 6% 50% | 43 6% 22% | 57 6% 28% | 68 5% 34% | 75 6% 38% | |
| | 410 12% 100% A | 38 8% 9% | 67 12% 16% | 69 11% 17% | 83 14% 20% | 59 11% 14% | 58 15% 14% | 35 10% 9% | 105 10% 26% | 211 12% 52% | 94 13% 23% | 105 10% 26% | 152 12% 37% | 153 12% 37% | |
| | 780 22% 100% GJ | 124 26% 16% | 124 23% 16% | 151 24% 19% | 123 20% 16% | 128 24% 16% | 73 18% 9% | 57 17% 7% | 248 24% 32% | 402 23% 52% | 130 18% 17% | 248 24% 32% | 274 22% 35% | 258 20% 33% | |
| | 1277 36% 100% | 186 39% 15% | 199 37% 16% | 241 38% 19% | 220 37% 17% | 186 35% 15% | 128 32% 10% | 116 34% 9% | 385 38% 30% | 648 37% 51% | 244 33% 19% | 385 38% 30% | 462 37% 36% | 430 34% 34% | |
| | 859 24% 100% | 104 22% 12% | 118 22% 14% | 147 23% 17% | 139 23% 16% | 122 23% 14% | 109 28% 13% | 121 35% 14% N | 222 22% 26% | 408 23% 47% | 230 31% 27% N | 222 22% 26% | 286 23% 33% | 351 28% 41% N | |
| | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| | 609 17% 100% A | 58 12% 10% | 104 19% 17% | 100 16% 17% | 119 20% 20% | 91 17% 15% | 86 22% 14% N | 51 15% 8% | 162 16% 27% | 310 18% 51% | 137 18% 22% | 162 16% 27% | 219 18% 36% | 228 18% 37% | |
| | 2136 61% 100% | 290 61% 14% | 317 58% 15% | 388 61% 18% | 359 60% 17% | 308 58% 14% | 237 60% 11% | 236 69% 11% N | 607 60% 28% | 1055 60% 49% | 473 64% 22% | 607 60% 28% | 747 60% 35% | 781 62% 37% | |
| | 3.62 | 3.67 | 3.54 | 3.63 | 3.57 | 3.58 | 3.59 | 3.84 N | 3.60 | 3.60 | 3.71 | 3.60 | 3.60 | 3.66 | |
| | 1.14 | 1.04 | 1.15 | 1.10 | 1.16 | 1.14 | 1.23 | 1.15 | 1.10 | 1.13 | 1.20 | 1.10 | 1.13 | 1.17 | |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | TOTAL | SEX | | SEX/AGE | | | | | |
|-----------------------------|---------------------|--------------------|------------------------|------------------------|------------------------|-------------------------|------------------------|------------------------|-------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3542 100% | 1596 45% | 1946 55% | 407 11% | 478 13% | 711 20% | 540 15% | 639 18% | 767 22% |
| WEIGHTED TOTAL | 3524 100% | 1686 48% | 1838 52% | 505 14% | 608 17% | 573 16% | 512 15% | 633 18% | 694 20% |
| 1 EXTREMELY DISSATISFIED | 199 6% 100% | 85 5% 43% | 114 6% 57% | 26 5% 13% | 29 5% 15% | 30 5% 15% | 31 5% 15% | 38 6% 19% | 45 7% 23% |
| 2 | 410 12% 100% | 179 11% 44% | 231 13% 56% | 50 10% 12% | 63 10% 15% | 65 11% 16% | 55 11% 13% | 88 14% 22% | 87 13% 21% |
| 3 | 780 22% 100% | 376 22% 48% | 404 22% 52% | 123 24% 16% H | 127 21% 16% | 126 22% 16% | 125 24% 16% H | 147 23% 19% | 132 19% 17% |
| 4 | 1277 36% 100% | 639 38% 50% | 638 35% 50% | 203 40% 16% E | 243 40% 19% E | 193 34% 15% | 183 36% 14% | 219 35% 17% | 237 34% 19% |
| 5 EXTREMELY SATISFIED | 859 24% 100% | 409 24% 48% | 450 24% 52% | 104 21% 12% | 145 24% 17% | 160 28% 19% CG | 118 23% 14% | 140 22% 16% | 192 28% 22% CG |
| DON'T KNOW | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | 609 17% 100% | 263 16% 43% | 345 19% 57% A | 76 15% 12% | 92 15% 15% | 95 17% 16% | 86 17% 14% | 127 20% 21% | 133 19% 22% |
| 4 OR 5 | 2136 61% 100% | 1047 62% 49% | 1088 59% 51% | 306 61% 14% | 388 64% 18% G | 353 62% 17% | 301 59% 14% | 359 57% 17% | 429 62% 20% |
| MEAN SCORE | 3.62 | 3.66 | 3.59 | 3.61 | 3.68 G | 3.68 G | 3.59 | 3.53 | 3.64 |
| STD. DEVIATION | 1.14 | 1.11 | 1.17 | 1.08 | 1.09 | 1.15 | 1.13 | 1.16 | 1.20 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|-----------------------------|---------------------|--------------------|--------------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3542 100% | 1596 45% | 1946 55% | 407 11% | 478 13% | 711 20% | 540 15% | 639 18% | 767 22% |
| WEIGHTED TOTAL | 3524 100% | 1686 48% | 1838 52% | 505 14% | 608 17% | 573 16% | 512 15% | 633 18% | 694 20% |
| 1 EXTREMELY DISSATISFIED | 199 6% 100% | 85 5% 43% | 114 6% 57% | 26 5% 13% | 29 5% 15% | 30 5% 15% | 31 6% 15% | 38 6% 19% | 45 7% 23% |
| 2 | 410 12% 100% | 179 11% 44% | 231 13% 56% | 50 10% 12% | 63 10% 15% | 65 11% 16% | 55 11% 13% | 88 14% 22% | 87 13% 21% |
| 3 | 780 22% 100% | 376 22% 48% | 404 22% 52% | 123 24% 16% | 127 21% 16% | 126 22% 16% | 125 24% 16% | 147 23% 19% | 132 19% 17% |
| 4 | 1277 36% 100% | 639 38% 50% | 638 35% 50% | 203 40% 16% | 243 40% 19% | 193 34% 15% | 183 36% 14% | 219 35% 17% | 237 34% 19% |
| 5 EXTREMELY SATISFIED | 859 24% 100% | 409 24% 48% | 450 24% 52% | 104 21% 12% | 145 24% 17% | 160 28% 19% | 118 23% 14% | 140 22% 16% | 192 28% 22% |
| DON'T KNOW | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | 609 17% 100% | 263 16% 43% | 345 19% 57% | 76 15% 12% | 92 15% 15% | 95 17% 16% | 86 17% 14% | 127 20% 21% | 133 19% 22% |
| 4 OR 5 | 2136 61% 100% | 1047 62% 49% | 1088 59% 51% | 306 61% 14% | 388 64% 18% | 353 62% 17% | 301 59% 14% | 359 57% 17% | 429 62% 20% |
| MEAN SCORE | 3.62 | 3.66 | 3.59 | 3.61 | 3.68 | 3.68 | 3.59 | 3.53 | 3.64 |
| STD. DEVIATION | 1.14 | 1.11 | 1.17 | 1.08 | 1.09 | 1.15 | 1.13 | 1.16 | 1.20 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | SEG | | | | | | | | | | NATION | | | | ETHNICITY | |
|-----------------------------|-----|---------------------|----------------------|-------------------|------------------------|-------------------------|-------------------|-------------------|-------------------|--------------------|-------------------|-------------------------|-----------------------|------------------------------------|----------------------|-----------------------------|--|
| | | TOTAL | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | | 3542 100% | 104 3% | 597 17% | 900 25% | 695 20% | 506 14% | 740 21% | 701 20% | 1595 45% | 1246 35% | 3057 86% | 221 6% | 95 3% | 169 5% | 3015 85% | 291 8% |
| WEIGHTED TOTAL | | 3524 100% | 116* 3% | 617 17% | 1059 30% | 746 21% | 455 13% | 533 15% | 732 21% | 1805 51% | 987 28% | 2966 84% | 297 8% | 101* 3% | 161 5% | 2999 85% | 291 8% |
| 1 EXTREMELY DISSATISFIED | (1) | 199 6% 100% | 4 4% 2% | 25 4% 13% | 52 5% 26% | 41 6% 21% | 35 8% 17% | 41 8% 21% | 30 4% 15% | 93 5% 47% | 76 8% 38% | 173 6% 87% | 9 3% 4% | 8 8% 4% | 10 6% 5% | 174 6% 87% | 13 5% 7% |
| 2 | (2) | 410 12% 100% | 20 17% 5% E | 76 12% 18% | 138 13% 34% E | 76 10% 19% | 40 9% 10% | 60 11% 15% | 95 13% 23% | 215 12% 52% | 99 10% 24% | 357 12% 87% | 24 8% 6% | 10 10% 3% | 19 12% 5% | 369 12% 90% O | 23 8% 6% |
| 3 | (3) | 780 22% 100% | 25 22% 3% | 148 24% 19% | 242 23% 31% | 144 19% 18% | 108 24% 14% | 114 21% 15% | 173 24% 22% | 385 21% 49% | 222 22% 28% | 670 23% 86% | 63 21% 8% | 21 20% 3% | 27 17% 3% | 646 22% 83% | 67 23% 9% |
| 4 | (4) | 1277 36% 100% | 46 40% 4% | 219 36% 17% | 383 36% 30% | 294 39% 23% F | 161 35% 13% | 174 33% 14% | 265 36% 21% | 677 38% 53% | 335 34% 26% | 1099 37% 86% M | 107 36% 8% | 27 27% 2% | 44 27% 3% | 1059 36% 83% | 112 39% 9% |
| 5 EXTREMELY SATISFIED | (5) | 859 24% 100% | 21 18% 2% | 148 24% 17% | 244 23% 28% | 191 26% 22% | 111 25% 13% | 144 27% 17% | 169 23% 20% | 434 24% 51% | 256 26% 30% | 667 22% 78% | 95 32% 11% J | 35 35% 4% J | 62 39% 7% J | 751 25% 87% | 75 26% 9% |
| DON'T KNOW | | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1 OR 2 | | 609 17% 100% | 24 21% 4% | 101 16% 17% | 180 18% 31% | 118 16% 19% | 74 16% 12% | 101 19% 17% | 125 17% 21% | 308 17% 51% | 176 18% 29% | 530 18% 87% K | 32 11% 5% | 18 18% 3% | 28 18% 5% | 543 18% 89% O | 36 12% 6% |
| 4 OR 5 | | 2136 61% 100% | 66 57% 3% | 368 60% 17% | 627 59% 29% | 485 65% 23% CF | 272 60% 13% | 318 60% 15% | 434 59% 20% | 1111 62% 52% | 590 60% 28% | 1766 60% 83% | 201 68% 9% J | 62 62% 3% | 106 66% 5% | 1810 60% 85% | 187 64% 9% |
| MEAN SCORE | | 3.62 | 3.50 | 3.63 | 3.59 | 3.69 | 3.60 | 3.60 | 3.61 | 3.63 | 3.60 | 3.58 | 3.86 J | 3.71 | 3.81 J | 3.61 | 3.73 |
| STD. DEVIATION | | 1.14 | 1.09 | 1.10 | 1.12 | 1.12 | 1.17 | 1.21 | 1.10 | 1.12 | 1.19 | 1.13 | 1.05 | 1.26 | 1.24 | 1.15 | 1.07 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL | URBAN | | | | | | |
|------------------------------|-----|---------------------|-------------------------------|--|----------------------------|---------------------------|----------------------------|--------------------------|--------------------------|
| | | | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| UNWEIGHTED TOTAL | | 3542 100% | 1069 30% | 677 19% | 392 11% | 1846 52% | 570 16% | 117 3% | 2915 82% |
| WEIGHTED TOTAL | | 3524 100% | 1031 29% | 660 19% | 371 11% | 1846 52% | 588 17% | 113* 3% | 2877 82% |
| 1. EXTREMELY DISSATISFIED | (1) | 199 6% 100% | 70 7% 35% E | 46 7% 23% E | 24 6% 12% E | 107 6% 54% E | 18 3% 9% | 4 4% 2% | 176 6% 89% E |
| 2 | (2) | 410 12% 100% | 137 13% 33% | 93 14% 23% | 44 12% 11% | 207 11% 51% | 61 10% 15% | 12 11% 3% | 344 12% 84% |
| 3 | (3) | 780 22% 100% | 264 26% 34% DE | 150 23% 19% | 115 31% 15% BDEFG | 398 22% 51% | 105 18% 13% | 23 21% 3% | 662 23% 89% E |
| 4 | (4) | 1277 36% 100% | 372 36% 29% F | 235 36% 18% F | 137 37% 11% F | 668 36% 52% F | 215 37% 17% F | 29 25% 2% | 1040 36% 81% F |
| 5. EXTREMELY SATISFIED | (5) | 859 24% 100% | 188 18% 22% | 137 21% 16% C | 51 14% 6% | 466 26% 54% ABC | 190 32% 22% ABCDG | 45 40% 5% ABCDG | 654 23% 76% AC |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 609 17% 100% | 206 20% 34% E | 138 21% 23% DE | 68 18% 11% E | 314 17% 52% | 78 13% 13% | 16 14% 3% | 520 18% 89% E |
| 4 OR 5 | | 2136 61% 100% | 560 54% 26% | 371 56% 17% | 189 51% 9% | 1134 61% 53% ABC | 405 69% 19% ABCDG | 73 65% 3% AC | 1695 59% 79% AC |
| MEAN SCORE | | 3.62 | 3.46 | 3.49 | 3.40 | 3.64 ABC | 3.85 ABCDG | 3.86 ABCG | 3.57 AC |
| STD. DEVIATION | | 1.14 | 1.13 | 1.17 | 1.07 | 1.14 | 1.08 | 1.17 | 1.14 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|-----------------------------|-----|---------------------|---------------------------|----------------------------|-------------------------|-------------------------|--------------------------|---------------------------|--------------------------|
| | | | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| UNWEIGHTED TOTAL | | 3542 100% | 490 14% | 579 16% | 1190 34% | 656 19% | 59 2% | 426 12% | 85 2% |
| WEIGHTED TOTAL | | 3524 100% | 458 13% | 573 16% | 1189 34% | 657 19% | 62* 2% | 441 13% | 85* 2% |
| 1 EXTREMELY DISSATISFIED | (1) | 199 6% 100% | 28 6% 14% F | 41 7% 21% F | 76 6% 38% F | 31 5% 15% | 2 3% 1% | 12 3% 6% | 4 4% 2% |
| 2 | (2) | 410 12% 100% | 48 11% 12% | 88 15% 22% ACFG | 129 11% 31% | 78 12% 19% | 9 15% 2% | 46 10% 11% | 5 6% 1% |
| 3 | (3) | 780 22% 100% | 133 29% 17% BCDF | 132 23% 17% | 251 21% 32% | 147 22% 19% | 11 18% 1% | 78 18% 10% | 17 19% 2% |
| 4 | (4) | 1277 36% 100% | 184 40% 14% BDEG | 187 33% 15% | 448 38% 35% E | 220 34% 17% | 13 21% 1% | 179 41% 14% BDEG | 22 26% 2% |
| 5 EXTREMELY SATISFIED | (5) | 859 24% 100% | 64 14% 7% | 124 22% 14% A | 285 24% 33% A | 181 27% 21% AB | 26 43% 3% ABCDF | 127 29% 15% AB | 37 43% 4% ABCDF |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 609 17% 100% | 77 17% 13% | 130 23% 21% ACDFG | 205 17% 34% | 109 17% 18% | 11 18% 2% | 57 13% 9% | 9 11% 2% |
| 4 OR 5 | | 2136 61% 100% | 249 54% 12% | 311 54% 15% | 733 62% 34% AB | 401 61% 19% AB | 39 64% 2% AB | 306 69% 14% ABCD | 59 70% 3% AB |
| MEAN SCORE | | 3.62 | 3.45 | 3.46 | 3.62 AB | 3.67 AB | 3.85 AB | 3.82 ABCD | 3.98 ABCD |
| STD. DEVIATION | | 1.14 | 1.06 | 1.19 | 1.15 | 1.14 | 1.23 | 1.04 | 1.14 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|-----------------------------|-----|--------------------------|-----------------|-------------------|-------------------|------------------------|-------------------|-------------------|-------------------|--------------------|-------------------|--------------------|-----------------------|------------------------------------|----------------------|-----------------------------|--|
| | | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | | 3542 100% | 104 3% | 597 17% | 900 25% | 695 20% | 506 14% | 740 21% | 701 20% | 1595 45% | 1246 35% | 3057 86% | 221 6% | 95 3% | 169 5% | 3015 85% | 291 8% |
| WEIGHTED TOTAL | | 3524 100% | 116* 3% | 617 17% | 1059 30% | 746 21% | 455 13% | 533 15% | 732 21% | 1805 51% | 987 28% | 2966 84% | 297 8% | 101* 3% | 161 5% | 2999 85% | 291 8% |
| 1 EXTREMELY DISSATISFIED | (1) | 199 6% 100% | 4 4% 2% | 25 4% 13% | 52 5% 26% | 41 6% 21% | 35 8% 17% | 41 8% 21% | 30 4% 15% | 93 5% 47% | 76 8% 38% | 173 6% 87% | 9 3% 4% | 8 8% 4% | 10 6% 5% | 174 6% 87% | 13 5% 7% |
| 2 | (2) | 410 12% 100% | 20 17% 5% | 76 12% 18% | 138 13% 34% | 76 10% 19% | 40 9% 10% | 60 11% 15% | 95 13% 23% | 215 12% 52% | 99 10% 24% | 357 12% 87% | 24 8% 6% | 10 10% 3% | 19 12% 5% | 369 12% 90% | 23 8% 6% |
| 3 | (3) | 780 22% 100% | 25 22% 3% | 148 24% 19% | 242 23% 31% | 144 19% 18% | 108 24% 14% | 114 21% 15% | 173 24% 22% | 385 21% 49% | 222 22% 28% | 670 23% 86% | 63 21% 8% | 21 20% 3% | 27 17% 3% | 646 22% 83% | 67 23% 9% |
| 4 | (4) | 1277 36% 100% M | 46 40% 4% | 219 36% 17% | 383 36% 30% | 294 39% 23% | 161 35% 13% | 174 33% 14% | 265 36% 21% | 677 38% 53% | 335 34% 26% | 1099 37% 86% | 107 36% 8% | 27 27% 2% | 44 27% 3% | 1059 35% 83% | 112 39% 9% |
| 5 EXTREMELY SATISFIED | (5) | 859 24% 100% | 21 18% 2% | 148 24% 17% | 244 23% 28% | 191 26% 22% | 111 25% 13% | 144 27% 17% | 169 23% 20% | 434 24% 51% | 256 25% 30% | 667 22% 78% | 95 32% 11% T | 35 35% 4% T | 62 39% 7% T | 751 25% 87% | 75 26% 9% |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 609 17% 100% KO | 24 21% 4% | 101 16% 17% | 190 18% 31% | 118 16% 19% | 74 16% 12% | 101 19% 17% | 125 17% 21% | 308 18% 51% | 176 18% 29% | 530 18% 87% | 32 11% 5% | 18 18% 3% | 28 18% 5% | 543 18% 89% | 36 12% 6% |
| 4 OR 5 | | 2136 61% 100% | 66 57% 3% | 368 60% 17% | 627 59% 29% | 485 65% 23% T | 272 60% 13% | 318 60% 15% | 434 59% 20% | 1111 62% 52% | 590 60% 28% | 1766 60% 83% | 201 68% 9% T | 62 62% 3% | 106 66% 5% | 1810 60% 85% | 187 64% 9% |
| MEAN SCORE | | 3.62 | 3.50 | 3.63 | 3.59 | 3.69 | 3.60 | 3.60 | 3.61 | 3.63 | 3.60 | 3.58 | 3.86 T | 3.71 | 3.81 | 3.61 | 3.73 |
| STD. DEVIATION | | 1.14 | 1.09 | 1.10 | 1.12 | 1.12 | 1.17 | 1.21 | 1.10 | 1.12 | 1.19 | 1.13 | 1.05 | 1.26 | 1.24 | 1.15 | 1.07 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL (H) | URBAN | | | | | | |
|------------------------------|-----|---------------------------|----------------------------------|---|------------------------|--------------------|------------------------|----------------------|--------------------|
| | | | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| UNWEIGHTED TOTAL | | 3542 100% | 1069 30% | 677 19% | 392 11% | 1846 52% | 570 16% | 117 3% | 2915 82% |
| WEIGHTED TOTAL | | 3524 100% | 1031 29% | 660 19% | 371 11% | 1846 52% | 588 17% | 113* 3% | 2877 82% |
| 1. EXTREMELY DISSATISFIED | (1) | 199 6% 100% E | 70 7% 35% | 46 7% 23% | 24 6% 12% | 107 6% 54% | 18 3% 9% | 4 4% 2% | 176 6% 89% |
| 2 | (2) | 410 12% 100% | 137 13% 33% | 93 14% 23% | 44 12% 11% | 207 11% 51% | 61 10% 15% | 12 11% 3% | 344 12% 84% |
| 3 | (3) | 780 22% 100% E | 264 26% 34% H | 150 23% 19% | 115 31% 15% H | 398 22% 51% | 105 18% 13% | 23 21% 3% | 662 23% 85% |
| 4 | (4) | 1277 36% 100% F | 372 36% 29% | 235 36% 18% | 137 37% 11% | 668 36% 52% | 215 37% 17% | 29 25% 2% | 1040 36% 81% |
| 5. EXTREMELY SATISFIED | (5) | 859 24% 100% AC | 188 18% 22% | 137 21% 16% | 51 14% 6% | 466 25% 54% | 190 32% 22% H | 45 40% 5% H | 654 23% 76% |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 609 17% 100% E | 206 20% 34% | 138 21% 23% H | 68 18% 11% | 314 17% 52% | 78 13% 13% | 16 14% 3% | 520 18% 85% |
| 4 OR 5 | | 2136 61% 100% AC | 560 54% 26% | 371 56% 17% | 189 51% 9% | 1134 61% 53% | 405 69% 19% H | 73 65% 3% | 1695 59% 79% |
| MEAN SCORE | | 3.62 ABC | 3.46 | 3.49 | 3.40 | 3.64 | 3.85 H | 3.86 H | 3.57 |
| STD. DEVIATION | | 1.14 | 1.13 | 1.17 | 1.07 | 1.14 | 1.08 | 1.17 | 1.14 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | | |
|-----------------------------|-----|---------------------------|------------------------|------------------------|-------------------|-------------------|----------------------|------------------------|----------------------|
| | | | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| UNWEIGHTED TOTAL | | 3542 100% | 490 14% | 579 16% | 1190 34% | 656 19% | 59 2% | 426 12% | 85 2% |
| WEIGHTED TOTAL | | 3524 100% | 458 13% | 573 16% | 1189 34% | 657 19% | 62* 2% | 441 13% | 85* 2% |
| 1 EXTREMELY DISSATISFIED | (1) | 199 6% 100% F | 28 6% 14% | 41 7% 21% | 76 6% 38% | 31 5% 15% | 2 3% 1% | 12 3% 6% | 4 4% 2% |
| 2 | (2) | 410 12% 100% | 48 11% 12% | 88 15% 22% H | 129 11% 31% | 78 12% 19% | 9 15% 2% | 46 10% 11% | 5 6% 1% |
| 3 | (3) | 780 22% 100% F | 133 29% 17% H | 132 23% 17% | 251 21% 32% | 147 22% 19% | 11 18% 1% | 78 18% 10% | 17 19% 2% |
| 4 | (4) | 1277 36% 100% E | 184 40% 14% | 187 33% 15% | 448 38% 35% | 220 34% 17% | 13 21% 1% | 179 41% 14% | 22 26% 2% |
| 5 EXTREMELY SATISFIED | (5) | 859 24% 100% A | 64 14% 7% | 124 22% 14% | 285 24% 33% | 181 27% 21% | 26 43% 3% H | 127 29% 15% | 37 43% 4% H |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 609 17% 100% F | 77 17% 13% | 130 23% 21% H | 205 17% 34% | 109 17% 18% | 11 18% 2% | 57 13% 9% | 9 11% 2% |
| 4 OR 5 | | 2136 61% 100% AB | 249 54% 12% | 311 54% 15% | 733 62% 34% | 401 61% 19% | 39 64% 2% | 306 69% 14% H | 59 70% 3% |
| MEAN SCORE | | 3.62 AB | 3.45 | 3.46 | 3.62 | 3.67 | 3.85 | 3.82 H | 3.98 H |
| STD. DEVIATION | | 1.14 | 1.06 | 1.19 | 1.15 | 1.14 | 1.23 | 1.04 | 1.14 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------------|-----|---------------------|------------------------|-----------------------|-------------------------|-------------------------|----------------------|------------------------|----------------------|------------------------|--------------------------|-----------------------|------------------------|---------------------------|--------------------|-------------------------|---------------------------|
| | | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | | 3542 100% | 346 10% | 355 10% | 749 21% | 846 24% | 501 14% | 745 21% | 135 4% | 440 12% | 372 11% | 232 7% | 540 15% | 345 10% | 334 9% | 615 17% | 529 15% |
| WEIGHTED TOTAL | | 3524 100% | 372 11% | 361 10% | 890 25% | 914 26% | 424 12% | 563 16% | 152 4% | 538 15% | 328 9% | 286 8% | 686 19% | 269 8% | 295 8% | 581 16% | 391 11% |
| 1 EXTREMELY DISSATISFIED | (1) | 199 6% 100% | 10 3% 5% | 19 5% 10% | 45 5% 22% | 49 5% 24% | 30 7% 15% A | 46 8% 23% ACD | 7 5% 3% | 29 5% 15% | 20 6% 10% | 9 3% 5% | 33 5% 16% | 26 10% 13% HJKMN | 14 5% 7% | 31 5% 16% | 30 8% 15% J |
| 2 | (2) | 410 12% 100% | 43 11% 10% | 53 15% 13% F | 93 10% 23% | 121 13% 30% | 43 10% 10% | 57 10% 14% | 20 13% 5% | 58 11% 14% | 27 8% 7% | 33 12% 8% | 89 13% 22% I | 30 11% 7% | 43 14% 10% | 68 12% 17% | 42 11% 10% |
| 3 | (3) | 780 22% 100% | 100 27% 13% C | 73 20% 9% | 186 21% 24% | 199 22% 26% | 90 21% 12% | 132 23% 17% | 32 21% 4% | 126 24% 16% | 90 28% 12% KLNO | 76 27% 10% O | 143 21% 18% | 55 21% 7% | 65 22% 8% | 116 20% 15% | 76 19% 10% |
| 4 | (4) | 1277 36% 100% | 132 35% 10% | 133 37% 10% | 358 40% 28% DF | 319 35% 25% | 149 35% 12% | 186 33% 15% | 62 41% 5% | 203 38% 16% | 120 37% 9% | 101 35% 8% | 271 40% 21% O | 90 33% 7% | 102 35% 8% | 203 35% 16% | 124 32% 10% |
| 5 EXTREMELY SATISFIED | (5) | 859 24% 100% | 87 23% 10% | 82 23% 9% | 208 23% 24% | 226 25% 26% | 113 27% 13% | 142 25% 17% | 31 20% 4% | 122 23% 14% | 69 21% 8% | 67 23% 8% | 150 22% 17% | 69 26% 8% | 71 24% 8% | 163 28% 19% IK | 118 30% 14% GHIK |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 609 17% 100% | 53 14% 9% | 72 20% 12% | 138 15% 23% | 170 19% 28% | 72 17% 12% | 103 18% 17% | 27 18% 4% | 87 16% 14% | 48 15% 8% | 42 15% 7% | 122 18% 20% | 55 21% 9% I | 56 19% 9% | 99 17% 16% | 73 19% 12% |
| 4 OR 5 | | 2136 61% 100% | 219 59% 10% | 215 60% 10% | 566 64% 27% | 545 60% 26% | 262 62% 12% | 328 58% 15% | 93 61% 4% | 324 60% 15% | 190 58% 9% | 168 59% 8% | 421 61% 20% | 158 59% 7% | 173 59% 8% | 366 63% 17% | 242 62% 11% |
| MEAN SCORE | | 3.62 | 3.65 | 3.57 | 3.66 | 3.60 | 3.64 | 3.57 | 3.60 | 3.61 | 3.58 | 3.64 | 3.61 | 3.54 | 3.59 | 3.69 | 3.66 |
| STD. DEVIATION | | 1.14 | 1.05 | 1.15 | 1.10 | 1.15 | 1.18 | 1.20 | 1.09 | 1.11 | 1.10 | 1.06 | 1.11 | 1.25 | 1.14 | 1.15 | 1.23 |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------------|-----|------------------------|---------------------|-----------------------|-----------------------|-------------------------|---------------------|-----------------------|----------------------|------------------------|-----------------------|----------------------|------------------------|-----------------------|--------------------|----------------------|------------------------|
| | | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | | 3542 100% | 346 10% | 355 10% | 749 21% | 846 24% | 501 14% | 745 21% | 135 4% | 440 12% | 372 11% | 232 7% | 540 15% | 345 10% | 334 9% | 615 17% | 529 15% |
| WEIGHTED TOTAL | | 3524 100% | 372 11% | 361 10% | 890 25% | 914 26% | 424 12% | 563 16% | 152 4% | 538 15% | 328 9% | 286 8% | 686 19% | 269 8% | 295 8% | 581 16% | 391 11% |
| 1 EXTREMELY DISSATISFIED | (1) | 199 6% 100% A | 10 3% 5% | 19 5% 10% | 45 5% 22% | 49 5% 24% | 30 7% 15% | 46 8% 23% P | 7 5% 3% | 29 5% 15% | 20 6% 10% | 9 3% 5% | 33 5% 16% | 26 10% 13% P | 14 5% 7% | 31 5% 16% | 30 8% 15% |
| 2 | (2) | 410 12% 100% | 43 11% 10% | 53 15% 13% | 93 10% 23% | 121 13% 30% | 43 10% 10% | 57 10% 14% | 20 13% 5% | 58 11% 14% | 27 8% 7% | 33 12% 8% | 89 13% 22% | 30 11% 7% | 43 14% 10% | 68 12% 17% | 42 11% 10% |
| 3 | (3) | 780 22% 100% | 100 27% 13% | 73 20% 9% | 186 21% 24% | 199 22% 26% | 90 21% 12% | 132 23% 17% | 32 21% 4% | 126 24% 16% | 90 28% 12% P | 76 27% 10% | 143 21% 18% | 55 21% 7% | 65 22% 8% | 116 20% 15% | 76 19% 10% |
| 4 | (4) | 1277 36% 100% | 132 35% 10% | 133 37% 10% | 358 40% 28% | 319 35% 25% | 149 35% 12% | 186 33% 15% | 62 41% 5% | 203 38% 16% | 120 37% 9% | 101 35% 8% | 271 40% 21% | 90 33% 7% | 102 35% 8% | 203 35% 16% | 124 32% 10% |
| 5 EXTREMELY SATISFIED | (5) | 859 24% 100% | 87 23% 10% | 82 23% 9% | 208 23% 24% | 226 25% 26% | 113 27% 13% | 142 25% 17% | 31 20% 4% | 122 23% 14% | 69 21% 8% | 67 23% 8% | 150 22% 17% | 69 26% 8% | 71 24% 8% | 163 28% 19% | 118 30% 14% P |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 609 17% 100% | 53 14% 9% | 72 20% 12% | 138 15% 23% | 170 19% 28% | 72 17% 12% | 103 18% 17% | 27 18% 4% | 87 16% 14% | 48 15% 8% | 42 15% 7% | 122 18% 20% | 55 21% 9% | 56 19% 9% | 99 17% 16% | 73 19% 12% |
| 4 OR 5 | | 2136 61% 100% | 219 59% 10% | 215 60% 10% | 566 64% 27% | 545 60% 26% | 262 62% 12% | 328 58% 15% | 93 61% 4% | 324 60% 15% | 190 58% 9% | 168 59% 8% | 421 61% 20% | 158 59% 7% | 173 59% 8% | 366 63% 17% | 242 62% 11% |
| MEAN SCORE | | 3.62 | 3.65 | 3.57 | 3.66 | 3.60 | 3.64 | 3.57 | 3.60 | 3.61 | 3.58 | 3.64 | 3.61 | 3.54 | 3.59 | 3.69 | 3.66 |
| STD. DEVIATION | | 1.14 | 1.05 | 1.15 | 1.10 | 1.15 | 1.18 | 1.20 | 1.09 | 1.11 | 1.10 | 1.06 | 1.11 | 1.25 | 1.14 | 1.15 | 1.23 |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--------------------------|---------------------|-----------------------------|----------------------------|-----------------|--|------------------------|-------------------|----------------------|------------------------------------|-----------------------|---------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3542 100% | 668 19% | 2854 81% | 186 5% | 2547 72% | 995 28% | 323 9% | 505 14% | 2683 76% | 536 15% | 354 10% |
| WEIGHTED TOTAL | 3524 100% | 557 16% | 2949 84% | 158 4% | 2666 76% | 859 24% | 269 8% | 474 13% | 2758 78% | 498 14% | 293 8% |
| 1 EXTREMELY DISSATISFIED | 199 6% 100% | 45 8% 22% B | 154 5% 77% | 14 9% 7% | 148 6% 74% | 51 6% 26% | 13 5% 7% | 38 8% 19% H | 147 5% 74% | 39 8% 20% H | 14 5% 7% |
| 2 | 410 12% 100% | 63 11% 15% | 346 12% 84% | 18 11% 4% | 323 12% 79% | 87 10% 21% | 30 11% 7% | 37 8% 9% | 340 12% 83% GI | 40 8% 10% | 32 11% 8% |
| 3 | 780 22% 100% | 120 22% 15% | 653 22% 84% | 30 19% 4% | 606 23% 78% | 174 20% 22% | 53 20% 7% | 109 23% 14% | 615 22% 79% | 113 23% 14% | 56 19% 7% |
| 4 | 1277 36% 100% | 156 28% 12% | 1114 38% 87% A | 50 32% 4% | 984 37% 77% | 293 34% 23% | 96 36% 8% | 181 38% 14% | 987 36% 77% | 194 39% 15% | 109 37% 9% |
| 5 EXTREMELY SATISFIED | 859 24% 100% | 173 31% 20% B | 682 23% 79% | 46 29% 5% | 605 23% 70% | 254 30% 30% D | 77 29% 9% | 109 23% 13% | 669 24% 78% | 112 23% 13% | 80 27% 9% |
| DON'T KNOW | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | 609 17% 100% | 108 19% 18% | 500 17% 82% | 32 20% 5% | 471 18% 77% | 138 16% 23% | 43 16% 7% | 75 16% 12% | 487 18% 80% | 79 16% 13% | 47 16% 8% |
| 4 OR 5 | 2136 61% 100% | 330 59% 15% | 1796 61% 84% | 96 61% 4% | 1589 60% 74% | 547 64% 26% D | 173 64% 8% | 290 61% 14% | 1656 60% 78% | 307 62% 14% | 190 65% 9% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|----------------|--------------|-----------------------------|----------------------------|-----------------|--|-------------------|-------------------|-----------------|------------------------------------|-----------------------|---------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| | | | | | | | | | | | |
| WEIGHTED TOTAL | 3524 100% | 557 16% | 2949 84% | 158 4% | 2666 76% | 859 24% | 269 8% | 474 13% | 2758 78% | 498 14% | 293 8% |
| MEAN SCORE | 3.62 | 3.63 | 3.62 | 3.60 | 3.59 | 3.71 D | 3.72 | 3.60 | 3.61 | 3.61 | 3.72 |
| STD. DEVIATION | 1.14 | 1.25 | 1.12 | 1.26 | 1.13 | 1.16 | 1.14 | 1.16 | 1.14 | 1.15 | 1.13 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|-----------------------------|-----|--------------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | | 3542 100% | 668 19% | 2854 81% | 186 5% | 2547 72% | 995 28% | 323 9% | 505 14% | 2683 76% | 536 15% | 354 10% |
| WEIGHTED TOTAL | | 3524 100% | 557 16% | 2949 84% | 158 4% | 2666 76% | 859 24% | 269 8% | 474 13% | 2758 78% | 498 14% | 293 8% |
| 1 EXTREMELY DISSATISFIED | (1) | 199 6% 100% | 45 8% 22% K | 154 5% 77% | 14 9% 7% | 148 6% 74% | 51 6% 26% | 13 5% 7% | 38 8% 19% K | 147 5% 74% | 39 8% 20% | 14 5% 7% |
| 2 | (2) | 410 12% 100% GI | 63 11% 15% | 346 12% 84% | 18 11% 4% | 323 12% 79% | 87 10% 21% | 30 11% 7% | 37 8% 9% | 340 12% 83% | 40 8% 10% | 32 11% 8% |
| 3 | (3) | 780 22% 100% | 120 22% 15% | 653 22% 84% | 30 19% 4% | 606 23% 78% | 174 20% 22% | 53 20% 7% | 109 23% 14% | 615 22% 79% | 113 23% 14% | 56 19% 7% |
| 4 | (4) | 1277 36% 100% A | 156 28% 12% | 1114 38% 87% | 50 32% 4% | 984 37% 77% | 293 34% 23% | 96 36% 8% | 181 38% 14% | 987 36% 77% | 194 39% 15% | 109 37% 9% |
| 5 EXTREMELY SATISFIED | (5) | 859 24% 100% | 173 31% 20% K | 682 23% 79% | 46 29% 5% | 605 23% 70% | 254 30% 30% K | 77 29% 9% | 109 23% 13% | 669 24% 78% | 112 23% 13% | 80 27% 9% |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 609 17% 100% | 108 19% 18% | 500 17% 82% | 32 20% 5% | 471 18% 77% | 138 16% 23% | 43 16% 7% | 75 16% 12% | 487 18% 80% | 79 16% 13% | 47 16% 8% |
| 4 OR 5 | | 2136 61% 100% | 330 59% 15% | 1796 61% 84% | 96 61% 4% | 1589 60% 74% | 547 64% 26% | 173 64% 8% | 290 61% 14% | 1656 60% 78% | 307 62% 14% | 190 65% 9% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|----------------|--------------|-----------------------------|----------------------------|-----------------|--|-------------------|-------------------|-----------------|------------------------------------|-----------------------|---------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| WEIGHTED TOTAL | 3524 100% | 557 16% | 2949 84% | 158 4% | 2666 76% | 859 24% | 269 8% | 474 13% | 2758 78% | 498 14% | 293 8% |
| MEAN SCORE | 3.62 | 3.63 | 3.62 | 3.60 | 3.59 | 3.71 K | 3.72 | 3.60 | 3.61 | 3.61 | 3.72 |
| STD. DEVIATION | 1.14 | 1.25 | 1.12 | 1.26 | 1.13 | 1.16 | 1.14 | 1.16 | 1.14 | 1.15 | 1.13 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|-----------------------------|-----|---------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|--------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|---------------------------|
| | | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | | 3542 100% | 621 18% | 80 2% | 1276 36% | 319 9% | 650 18% | 596 17% | 723 20% | 224 6% | 956 27% | 161 5% | 868 25% | 610 17% |
| WEIGHTED TOTAL | | 3524 100% | 655 19% | 77* 2% | 1481 42% | 324 9% | 529 15% | 458 13% | 804 23% | 213 6% | 1091 31% | 149 4% | 771 22% | 496 14% |
| 1 EXTREMELY DISSATISFIED | (1) | 199 6% 100% | 28 4% 14% | 2 2% 1% | 75 5% 38% | 18 6% 9% | 45 8% 23% AC | 31 7% 16% | 40 5% 20% | 16 8% 8% | 58 5% 29% | 10 7% 5% | 50 7% 25% | 25 5% 12% |
| 2 | (2) | 410 12% 100% | 84 13% 20% | 12 15% 3% | 188 13% 46% | 27 8% 7% | 51 10% 12% | 48 11% 12% | 88 11% 22% | 17 8% 4% | 133 12% 33% | 18 12% 4% | 101 13% 26% H | 52 10% 13% |
| 3 | (3) | 780 22% 100% | 151 23% 19% | 22 28% 3% | 322 22% 41% | 63 20% 8% | 133 25% 17% F | 89 19% 11% | 191 24% 24% L | 57 27% 7% L | 242 22% 31% L | 32 22% 4% | 174 23% 22% L | 84 17% 11% |
| 4 | (4) | 1277 36% 100% | 247 38% 19% B | 18 24% 1% B | 554 37% 43% B | 123 38% 10% B | 182 34% 14% | 152 33% 12% | 308 38% 24% | 77 36% 6% | 413 38% 32% | 48 32% 4% | 262 34% 21% | 168 34% 13% |
| 5 EXTREMELY SATISFIED | (5) | 859 24% 100% | 145 22% 17% | 24 31% 3% | 342 23% 40% | 92 29% 11% AE | 118 22% 14% | 138 30% 16% ACE | 176 22% 20% | 46 22% 5% | 245 22% 29% | 41 27% 5% | 184 24% 21% | 168 34% 20% GHIK |
| DON'T KNOW | | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1 OR 2 | | 609 17% 100% | 112 17% 18% | 13 17% 2% | 263 18% 43% | 45 14% 7% | 96 18% 16% | 80 17% 13% | 129 16% 21% | 33 15% 5% | 191 18% 31% | 28 19% 5% | 151 20% 25% | 77 15% 13% |
| 4 OR 5 | | 2136 61% 100% | 392 60% 18% | 42 55% 2% | 896 61% 42% | 215 66% 10% E | 300 57% 14% | 290 63% 14% E | 484 60% 23% | 123 58% 6% | 658 60% 31% | 89 59% 4% | 446 58% 21% | 335 68% 16% GHIK |
| MEAN SCORE | | 3.62 | 3.61 | 3.67 | 3.61 | 3.75 E | 3.52 | 3.69 E | 3.61 | 3.56 | 3.60 | 3.61 | 3.56 | 3.81 GHIK |
| STD. DEVIATION | | 1.14 | 1.09 | 1.13 | 1.12 | 1.12 | 1.18 | 1.20 | 1.09 | 1.14 | 1.12 | 1.20 | 1.17 | 1.16 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|-----------------------------|------------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | TOTAL (M) | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3542 100% | 621 18% | 80 2% | 1276 36% | 319 9% | 650 18% | 596 17% | 723 20% | 224 6% | 956 27% | 161 5% | 868 25% | 610 17% |
| WEIGHTED TOTAL | 3524 100% | 655 19% | 77* 2% | 1481 42% | 324 9% | 529 15% | 458 13% | 804 23% | 213 6% | 1091 31% | 149 4% | 771 22% | 496 14% |
| 1 EXTREMELY DISSATISFIED | (1) 199 6% 100% | 28 4% 14% | 2 2% 1% | 75 5% 38% | 18 6% 9% | 45 8% 23% M | 31 7% 16% | 40 5% 20% | 16 8% 8% | 58 5% 29% | 10 7% 5% | 50 7% 25% | 25 5% 12% |
| 2 | (2) 410 12% 100% | 84 13% 20% | 12 15% 3% | 188 13% 46% | 27 8% 7% | 51 10% 12% | 48 11% 12% | 88 11% 22% | 17 8% 4% | 133 12% 33% | 18 12% 4% | 101 13% 25% | 52 10% 13% |
| 3 | (3) 780 22% 100% L | 151 23% 19% | 22 28% 3% | 322 22% 41% | 63 20% 8% | 133 25% 17% | 89 19% 11% | 191 24% 24% | 57 27% 7% | 242 22% 31% | 32 22% 4% | 174 23% 22% | 84 17% 11% |
| 4 | (4) 1277 36% 100% B | 247 38% 19% | 18 24% 1% | 554 37% 43% | 123 38% 10% | 182 34% 14% | 152 33% 12% | 308 38% 24% | 77 36% 6% | 413 38% 32% | 48 32% 4% | 262 34% 21% | 168 34% 13% |
| 5 EXTREMELY SATISFIED | (5) 859 24% 100% | 145 22% 17% | 24 31% 3% | 342 23% 40% | 92 29% 11% | 118 22% 14% | 138 30% 16% M | 176 22% 20% | 46 22% 5% | 245 22% 29% | 41 27% 5% | 184 24% 21% | 168 34% 20% M |
| DON'T KNOW | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| 1 OR 2 | 609 17% 100% | 112 17% 18% | 13 17% 2% | 263 18% 43% | 45 14% 7% | 96 18% 16% | 80 17% 13% | 129 16% 21% | 33 15% 5% | 191 18% 31% | 28 19% 5% | 151 20% 25% | 77 15% 13% |
| 4 OR 5 | 2136 61% 100% | 392 60% 18% | 42 55% 2% | 896 61% 42% | 215 66% 10% | 300 57% 14% | 290 63% 14% | 484 60% 23% | 123 58% 6% | 658 60% 31% | 89 59% 4% | 446 58% 21% | 335 68% 16% M |
| MEAN SCORE | 3.62 | 3.61 | 3.67 | 3.61 | 3.75 | 3.52 | 3.69 | 3.61 | 3.56 | 3.60 | 3.61 | 3.56 | 3.81 M |
| STD. DEVIATION | 1.14 | 1.09 | 1.13 | 1.12 | 1.12 | 1.18 | 1.20 | 1.09 | 1.14 | 1.12 | 1.20 | 1.17 | 1.16 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL | AGE | | | | | | | | | | | | |
|-----------------------------|-----|---------------------|-------------------------------|------------------------|------------------------|------------------------|------------------------|--------------------------|--------------------------------|------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| | | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| UNWEIGHTED TOTAL | | 3559 100% | 384 11% | 569 16% | 588 17% | 547 15% | 569 16% | 520 15% | 382 11% | 953 27% | 1704 48% | 902 25% | 953 27% | 1135 32% | 1471 41% |
| WEIGHTED TOTAL | | 3550 100% | 467 13% | 555 16% | 657 19% | 605 17% | 534 15% | 388 11% | 343 10% | 1022 29% | 1796 51% | 732 21% | 1022 29% | 1262 36% | 1266 36% |
| 1 EXTREMELY DISSATISFIED | (1) | 50 1% 100% | 8 2% 16% | 5 1% 11% | 12 2% 24% | 5 1% 10% | 9 2% 17% | 7 2% 15% | 3 1% 7% | 13 1% 27% | 26 1% 52% | 11 1% 22% | 13 1% 27% | 17 1% 34% | 19 2% 39% |
| 2 | (2) | 120 3% 100% | 19 4% 16% | 21 4% 17% | 23 3% 19% | 17 3% 14% | 19 4% 16% | 9 2% 8% | 11 3% 9% | 40 4% 33% | 59 3% 49% | 21 3% 17% | 40 4% 33% | 40 3% 33% | 40 3% 33% |
| 3 | (3) | 470 13% 100% | 85 18% 18% CDE FG | 82 15% 18% | 86 13% 18% | 73 12% 15% | 66 12% 14% | 42 11% 9% | 36 10% 8% | 168 16% 36% J | 225 13% 48% | 77 11% 16% | 168 16% 36% LM | 159 13% 34% | 144 11% 31% |
| 4 | (4) | 1374 39% 100% | 175 37% 13% | 227 41% 17% G | 272 41% 20% G | 241 40% 18% G | 206 39% 15% | 140 36% 10% | 113 33% 8% | 402 40% 29% | 719 40% 52% J | 253 35% 18% | 402 39% 29% | 513 41% 37% M | 459 36% 33% |
| 5 EXTREMELY SATISFIED | (5) | 1536 43% 100% | 180 39% 12% | 220 40% 14% | 264 40% 17% | 268 44% 17% | 235 44% 15% | 190 49% 12% ABC | 180 52% 12% ABC DE | 400 39% 26% | 767 43% 50% | 370 51% 24% HI | 400 39% 26% | 532 42% 35% | 604 48% 39% KL |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 170 5% 100% | 27 6% 16% | 26 5% 15% | 35 5% 21% | 22 4% 13% | 28 5% 16% | 17 4% 10% | 15 4% 9% | 54 5% 31% | 85 5% 50% | 32 4% 19% | 54 5% 31% | 57 5% 34% | 59 5% 35% |
| 4 OR 5 | | 2910 82% 100% | 355 76% 12% | 446 80% 15% | 536 82% 18% A | 509 84% 18% A | 440 82% 15% A | 330 85% 11% A | 293 85% 10% A | 801 78% 28% | 1486 83% 51% H | 623 85% 21% H | 801 78% 28% | 1046 83% 36% K | 1063 84% 37% K |
| MEAN SCORE | | 4.19 | 4.07 | 4.14 | 4.15 | 4.24 A | 4.20 | 4.28 AB C | 4.32 AB CE | 4.11 | 4.19 H | 4.30 HI | 4.11 | 4.19 | 4.26 K |
| STD. DEVIATION | | 0.89 | 0.94 | 0.87 | 0.90 | 0.83 | 0.90 | 0.89 | 0.87 | 0.90 | 0.88 | 0.88 | 0.90 | 0.87 | 0.89 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL (N) | AGE | | | | | | | | | | | | |
|-----------------------------|-----|----------------------------|-----------------------|-------------------|-------------------|-------------------|-------------------|------------------------|------------------------|------------------------|--------------------|------------------------|------------------------|--------------------|------------------------|
| | | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| UNWEIGHTED TOTAL | | 3559 100% | 384 11% | 569 16% | 588 17% | 547 15% | 569 16% | 520 15% | 382 11% | 953 27% | 1704 48% | 902 25% | 953 27% | 1135 32% | 1471 41% |
| WEIGHTED TOTAL | | 3550 100% | 467 13% | 555 16% | 657 19% | 605 17% | 534 15% | 388 11% | 343 10% | 1022 29% | 1796 51% | 732 21% | 1022 29% | 1262 36% | 1266 36% |
| 1 EXTREMELY DISSATISFIED | (1) | 50 1% 100% | 8 2% 16% | 5 1% 11% | 12 2% 24% | 5 1% 10% | 9 2% 17% | 7 2% 15% | 3 1% 7% | 13 1% 27% | 26 1% 52% | 11 1% 22% | 13 1% 27% | 17 1% 34% | 19 2% 39% |
| 2 | (2) | 120 3% 100% | 19 4% 16% | 21 4% 17% | 23 3% 19% | 17 3% 14% | 19 4% 16% | 9 2% 8% | 11 3% 9% | 40 4% 33% | 59 3% 49% | 21 3% 17% | 40 4% 33% | 40 3% 33% | 40 3% 33% |
| 3 | (3) | 470 13% 100% | 85 18% 18% N | 82 15% 18% | 86 13% 18% | 73 12% 15% | 66 12% 14% | 42 11% 9% | 36 10% 8% | 168 16% 36% N | 225 13% 48% | 77 11% 16% | 168 16% 36% N | 159 13% 34% | 144 11% 31% |
| 4 | (4) | 1374 39% 100% GJ | 175 37% 13% | 227 41% 17% | 272 41% 20% | 241 40% 18% | 206 39% 15% | 140 36% 10% | 113 33% 8% | 402 39% 29% | 719 40% 52% | 253 35% 18% | 402 39% 29% | 513 41% 37% | 459 36% 33% |
| 5 EXTREMELY SATISFIED | (5) | 1536 43% 100% HK | 180 39% 12% | 220 40% 14% | 264 40% 17% | 268 44% 17% | 235 44% 15% | 190 49% 12% N | 180 52% 12% N | 400 39% 26% | 767 43% 50% | 370 51% 24% N | 400 39% 26% | 532 42% 35% | 604 48% 39% N |
| DON'T KNOW | | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| 1 OR 2 | | 170 5% 100% | 27 6% 16% | 26 5% 15% | 35 5% 21% | 22 4% 13% | 28 5% 16% | 17 4% 10% | 15 4% 9% | 54 5% 31% | 85 5% 50% | 32 4% 19% | 54 5% 31% | 57 5% 34% | 59 5% 35% |
| 4 OR 5 | | 2910 82% 100% AHK | 355 76% 12% | 446 80% 15% | 536 82% 18% | 509 84% 18% | 440 82% 15% | 330 85% 11% | 293 85% 10% | 801 78% 28% | 1486 83% 51% | 623 85% 21% N | 801 78% 28% | 1046 83% 36% | 1063 84% 37% |
| MEAN SCORE | | 4.19 AH K | 4.07 | 4.14 | 4.15 | 4.24 | 4.20 | 4.28 | 4.32 N | 4.11 | 4.19 | 4.30 N | 4.11 | 4.19 | 4.26 N |
| STD. DEVIATION | | 0.89 | 0.94 | 0.87 | 0.90 | 0.83 | 0.90 | 0.89 | 0.87 | 0.90 | 0.88 | 0.88 | 0.90 | 0.87 | 0.89 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | TOTAL | SEX | | SEX/AGE | | | | | |
|-----------------------------|---------------------|------------------------|------------------------|------------------------|--------------------------|-------------------------|------------------------|------------------------|--------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3559 100% | 1601 45% | 1958 55% | 410 12% | 484 14% | 707 20% | 543 15% | 651 18% | 764 21% |
| WEIGHTED TOTAL | 3550 100% | 1694 48% | 1856 52% | 507 14% | 615 17% | 572 16% | 515 15% | 647 18% | 694 20% |
| 1 EXTREMELY DISSATISFIED | 50 1% 100% | 20 1% 40% | 30 2% 60% | 7 1% 13% | 4 1% 9% | 9 2% 18% | 7 1% 14% | 13 2% 26% | 10 1% 21% |
| 2 | 120 3% 100% | 65 4% 54% | 56 3% 46% | 23 5% 19% | 22 4% 18% | 20 4% 17% | 17 3% 14% | 19 3% 15% | 20 3% 16% |
| 3 | 470 13% 100% | 231 14% 49% | 239 13% 51% | 84 16% 18% EH | 79 13% 17% | 68 12% 15% | 84 16% 18% EH | 80 12% 17% | 75 11% 16% |
| 4 | 1374 39% 100% | 692 41% 50% B | 681 37% 50% A | 213 42% 16% H | 267 43% 19% EFH | 212 37% 15% | 189 37% 14% | 246 38% 18% | 247 36% 18% |
| 5 EXTREMELY SATISFIED | 1536 43% 100% | 686 40% 45% | 850 46% 55% A | 181 36% 12% | 243 40% 16% | 262 46% 17% CD | 219 42% 14% C | 289 45% 19% C | 342 49% 22% CDF |
| DON'T KNOW | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | 170 5% 100% | 84 5% 50% | 86 5% 50% | 30 6% 17% | 26 4% 15% | 29 5% 17% | 24 5% 14% | 31 5% 19% | 30 4% 18% |
| 4 OR 5 | 2910 82% 100% | 1378 81% 47% | 1532 83% 53% | 394 78% 14% | 510 83% 18% | 474 83% 16% C | 407 79% 14% | 536 83% 18% | 589 85% 20% CF |
| MEAN SCORE | 4.19 | 4.16 | 4.22 | 4.06 | 4.18 | 4.22 C | 4.16 | 4.21 C | 4.28 CDF |
| STD. DEVIATION | 0.89 | 0.88 | 0.90 | 0.90 | 0.83 | 0.90 | 0.90 | 0.91 | 0.88 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|-----------------------------|--------------------------|--------------------|--------------------|----------------------|----------------------|--------------------|------------------------|------------------------|------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3559 100% | 1601 45% | 1958 55% | 410 12% | 484 14% | 707 20% | 543 15% | 651 18% | 764 21% |
| WEIGHTED TOTAL | 3550 100% | 1694 48% | 1856 52% | 507 14% | 615 17% | 572 16% | 515 15% | 647 18% | 694 20% |
| 1 EXTREMELY DISSATISFIED | 50 1% 100% | 20 1% 40% | 30 2% 60% | 7 1% 13% | 4 1% 9% | 9 2% 18% | 7 1% 14% | 13 2% 26% | 10 1% 21% |
| 2 | 120 3% 100% | 65 4% 54% | 56 3% 46% | 23 5% 19% | 22 4% 18% | 20 4% 17% | 17 3% 14% | 19 3% 15% | 20 3% 16% |
| 3 | 470 13% 100% | 231 14% 49% | 239 13% 51% | 84 16% 18% | 79 13% 17% | 68 12% 15% | 84 16% 18% | 80 12% 17% | 75 11% 16% |
| 4 | 1374 39% 100% | 692 41% 50% | 681 37% 50% | 213 42% 16% | 267 43% 19% | 212 37% 15% | 189 37% 14% | 246 38% 18% | 247 36% 18% |
| 5 EXTREMELY SATISFIED | 1536 43% 100% C | 686 40% 45% | 850 46% 55% | 181 36% 12% | 243 40% 16% | 262 46% 17% | 219 42% 14% | 289 45% 19% | 342 49% 22% I |
| DON'T KNOW | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | 170 5% 100% | 84 5% 50% | 86 5% 50% | 30 6% 17% | 26 4% 15% | 29 5% 17% | 24 5% 14% | 31 5% 19% | 30 4% 18% |
| 4 OR 5 | 2910 82% 100% C | 1378 81% 47% | 1532 83% 53% | 394 78% 14% | 510 83% 18% | 474 83% 16% | 407 79% 14% | 536 83% 18% | 589 85% 20% |
| MEAN SCORE | 4.19 C | 4.16 | 4.22 | 4.06 | 4.18 | 4.22 | 4.16 | 4.21 | 4.28 I |
| STD. DEVIATION | 0.89 | 0.88 | 0.90 | 0.90 | 0.83 | 0.90 | 0.90 | 0.91 | 0.88 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|-----------------------------|-----|---------------------|--------------------|------------------------|-------------------------|------------------------|-----------------------|----------------------|------------------------|-------------------------|-----------------------|--------------------------|------------------------|------------------------------------|------------------------|-----------------------------|--|
| | | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | | 3559 100% | 105 3% | 604 17% | 904 25% | 697 20% | 515 14% | 734 21% | 709 20% | 1601 45% | 1249 35% | 3061 86% | 230 6% | 95 3% | 173 5% | 3034 85% | 288 8% |
| WEIGHTED TOTAL | | 3550 100% | 118* 3% | 624 18% | 1067 30% | 749 21% | 463 13% | 530 15% | 742 21% | 1816 51% | 992 28% | 2973 84% | 311 9% | 101* 3% | 165 5% | 3027 85% | 288 8% |
| | | | . | | | | | | | | | | | . | | | |
| 1 EXTREMELY DISSATISFIED | (1) | 50 1% 100% | 3 3% 6% B | 3 * 6% | 11 1% 22% | 10 1% 21% | 12 3% 24% BC | 11 2% 22% B | 6 1% 12% | 21 1% 42% | 23 2% 46% GH | 40 1% 81% | 6 2% 12% | 2 2% 5% | 1 1% 2% | 43 1% 87% | 4 1% 7% |
| 2 | (2) | 120 3% 100% | 2 2% 1% | 22 4% 18% | 36 3% 30% | 22 3% 18% | 14 3% 12% | 24 5% 20% | 24 3% 20% | 58 3% 48% | 39 4% 32% | 113 4% 93% K | 2 1% 2% | 3 3% 2% | 3 2% 3% | 86 3% 71% | 12 4% 10% |
| 3 | (3) | 470 13% 100% | 9 8% 2% | 84 13% 18% | 130 12% 28% | 101 14% 22% | 71 15% 15% | 74 14% 16% | 93 13% 20% | 231 13% 49% | 146 15% 31% | 410 14% 87% M | 35 11% 7% | 12 12% 2% | 14 8% 3% | 364 12% 77% | 56 19% 12% N |
| 4 | (4) | 1374 39% 100% | 50 4% 4% | 246 39% 18% F | 436 41% 32% F | 303 40% 22% F | 165 36% 12% | 174 33% 13% | 296 40% 22% I | 739 41% 54% I | 339 34% 25% | 1200 40% 87% LM | 114 37% 8% LM | 23 23% 2% | 36 22% 3% | 1134 37% 83% | 126 44% 9% |
| 5 EXTREMELY SATISFIED | (5) | 1536 43% 100% | 54 46% 3% | 269 43% 18% | 454 43% 30% | 313 42% 20% | 200 43% 13% | 246 46% 16% | 323 44% 21% | 767 42% 50% | 446 45% 29% | 1210 41% 79% | 154 49% 10% J | 61 61% 4% J | 111 68% 7% JK | 1401 46% 91% O | 91 31% 6% |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 170 5% 100% | 5 4% 3% | 25 4% 15% | 47 4% 28% | 32 4% 19% | 26 6% 15% | 35 7% 21% B | 30 4% 18% | 79 4% 46% H | 61 6% 36% H | 153 5% 90% | 8 3% 5% | 5 5% 3% | 4 2% 2% | 129 4% 76% | 16 5% 9% |
| 4 OR 5 | | 2910 82% 100% | 103 88% 4% | 515 83% 18% | 890 83% 31% EF | 616 82% 21% | 365 79% 13% | 420 79% 14% | 619 83% 21% I | 1506 83% 52% I | 785 79% 27% | 2411 81% 83% | 268 86% 9% | 84 84% 3% | 147 89% 5% J | 2534 84% 87% O | 216 75% 7% |
| MEAN SCORE | | 4.19 | 4.26 | 4.21 | 4.21 | 4.18 | 4.14 | 4.17 | 4.22 | 4.20 | 4.16 | 4.15 | 4.31 J | 4.37 J | 4.54 JK | 4.24 O | 4.00 |
| STD. DEVIATION | | 0.89 | 0.88 | 0.84 | 0.86 | 0.87 | 0.96 | 0.97 | 0.85 | 0.86 | 0.97 | 0.89 | 0.85 | 0.95 | 0.77 | 0.87 | 0.89 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | URBAN | | | | | | |
|-----------------------------|-------------------------|-------------------------------|--|----------------------------|----------------------------|---------------------------|---------------------------|--------------------------|
| | TOTAL | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| UNWEIGHTED TOTAL | 3559 100% | 1074 30% | 678 19% | 396 11% | 1855 52% | 573 16% | 116 3% | 2929 82% |
| WEIGHTED TOTAL | 3550 100% | 1037 29% | 661 19% | 376 11% | 1863 52% | 590 17% | 112* 3% | 2900 82% |
| 1 EXTREMELY DISSATISFIED | (1) 50 1% 100% | 22 2% 45% D | 17 3% 35% DE | 5 1% 10% | 21 1% 43% | 5 1% 11% | - - - | 43 1% 88% |
| 2 | (2) 120 3% 100% | 62 6% 51% DEG | 31 5% 25% DE | 31 8% 26% BDEFG | 47 3% 39% | 11 2% 10% | 2 2% 2% | 109 4% 90% DE |
| 3 | (3) 470 13% 100% | 184 18% 39% BDEFG | 87 13% 18% | 98 26% 21% ABDEFG | 214 11% 45% | 60 10% 13% | 7 6% 1% | 398 14% 85% DEF |
| 4 | (4) 1374 39% 100% | 435 42% 32% DF | 268 41% 20% F | 167 44% 12% DF | 692 37% 50% | 223 38% 16% | 31 28% 2% | 1127 39% 82% F |
| 5 EXTREMELY SATISFIED | (5) 1536 43% 100% | 334 32% 22% C | 258 39% 17% AC | 76 20% 5% AC | 888 48% 58% ABCG | 291 49% 19% ABCG | 72 64% 5% ABCDEG | 1222 42% 80% AC |
| DON'T KNOW | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | 170 5% 100% | 84 8% 50% DEFG | 48 7% 28% DE | 36 10% 21% DEFG | 68 4% 40% | 17 3% 10% | 2 2% 1% | 152 5% 90% DE |
| 4 OR 5 | 2910 82% 100% | 769 74% 26% C | 526 80% 18% AC | 242 64% 8% AC | 1581 85% 54% ABCG | 514 87% 18% ABCG | 103 92% 4% ABCG | 2349 81% 81% AC |
| MEAN SCORE | 4.19 | 3.96 C | 4.09 AC | 3.74 | 4.28 ABCG | 4.33 ABCG | 4.54 ABCDEG | 4.16 AC |
| STD. DEVIATION | 0.89 | 0.96 | 0.97 | 0.92 | 0.85 | 0.80 | 0.70 | 0.90 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| TOTAL | | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------|----------------------------|-------------------------|--------------------------|-------------------------|----------------------|-------------------------|--------------------------|----------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3559 100% | 492 14% | 582 16% | 1195 34% | 660 19% | 59 2% | 430 12% | 84 2% | |
| 3550 100% | 462 13% | 575 16% | 1199 34% | 663 19% | 62* 2% | 444 13% | 85* 2% | |
| 50 1% 100% | 5 1% 10% | 17 3% 35% AC | 12 1% 24% | 9 1% 19% | - - - | 5 1% 11% | - - - | |
| 120 3% 100% | 34 7% 28% CDF | 28 5% 23% CF | 27 2% 22% | 20 3% 17% | - - - | 9 2% 8% | 2 3% 2% | |
| 470 13% 100% | 111 24% 24% BCDFG | 73 13% 16% | 134 11% 29% | 80 12% 17% | 10 16% 2% | 44 10% 9% | 6 7% 1% | |
| 1374 39% 100% | 208 45% 15% CDEG | 227 40% 17% G | 466 39% 34% G | 226 34% 16% | 18 30% 1% | 184 41% 13% DG | 20 24% 1% | |
| 1536 43% 100% | 104 23% 7% | 229 40% 15% A | 560 47% 36% AB | 328 49% 21% AB | 33 54% 2% A | 202 45% 13% A | 56 66% 4% ABCDF | |
| - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | |
| 170 5% 100% | 39 8% 23% CDEF | 46 8% 27% CDEF | 39 3% 23% | 29 4% 17% | - - - | 15 3% 9% | 2 3% 1% | |
| 2910 82% 100% | 312 68% 11% | 456 79% 16% A | 1026 86% 35% AB | 554 84% 19% A | 52 84% 2% A | 385 87% 13% AB | 77 91% 3% AB | |
| 4.19 | 3.81 | 4.08 A | 4.28 AB | 4.27 AB | 4.38 AB | 4.28 AB | 4.54 ABCDF | |
| 0.89 | 0.90 | 0.99 | 0.82 | 0.89 | 0.75 | 0.82 | 0.74 | |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL (T) | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|------------------------------|-----|---------------------|------------------|-------------------|-------------------|-------------------|-------------------|----------------------|-------------------|--------------------|----------------------|--------------------|---------------------|------------------------------------|-----------------------|-----------------------------|--|
| | | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | | 3559 100% | 105 3% | 604 17% | 904 25% | 697 20% | 515 14% | 734 21% | 709 20% | 1601 45% | 1249 35% | 3061 86% | 230 6% | 95 3% | 173 5% | 3034 85% | 288 8% |
| WEIGHTED TOTAL | | 3550 100% | 118* 3% | 624 18% | 1067 30% | 749 21% | 463 13% | 530 15% | 742 21% | 1816 51% | 992 28% | 2973 84% | 311 9% | 101* 3% | 165 5% | 3027 85% | 288 8% |
| 1. EXTREMELY DISSATISFIED | (1) | 50 1% 100% | 3 3% 6% | 3 0% | 11 1% 22% | 10 1% 21% | 12 3% 24% | 11 2% 22% | 6 1% 12% | 21 1% 42% | 23 2% 46% T | 40 1% 81% | 6 2% 12% | 2 2% 5% | 1 1% 2% | 43 1% 87% | 4 1% 7% |
| 2 | (2) | 120 3% 100% | 2 2% 1% | 22 4% 18% | 36 3% 30% | 22 3% 18% | 14 3% 12% | 24 5% 20% | 24 3% 20% | 58 3% 48% | 39 4% 32% | 113 4% 93% | 2 1% 2% | 3 3% 2% | 3 2% 3% | 86 3% 71% | 12 4% 10% |
| 3 | (3) | 470 13% 100% | 9 8% 2% | 84 13% 18% | 130 12% 28% | 101 14% 22% | 71 15% 15% | 74 14% 16% | 93 13% 20% | 231 13% 49% | 146 15% 31% | 410 14% 87% | 35 11% 7% | 12 12% 2% | 14 8% 3% | 364 12% 77% | 56 19% 12% T |
| 4 | (4) | 1374 39% 100% | 50 42% 4% | 246 39% 18% | 436 41% 32% | 303 40% 22% | 165 36% 12% | 174 33% 13% | 296 40% 22% | 739 41% 54% | 339 34% 25% | 1200 40% 87% | 114 37% 8% | 23 23% 2% | 36 22% 3% | 1134 37% 83% | 126 44% 9% |
| 5. EXTREMELY SATISFIED | (5) | 1536 43% 100% | 54 46% 3% | 269 43% 18% | 454 43% 30% | 313 42% 20% | 200 43% 13% | 246 46% 16% | 323 44% 21% | 767 42% 50% | 446 45% 29% | 1210 41% 79% | 154 49% 10% | 61 61% 4% T | 111 68% 7% T | 1401 46% 91% T | 91 31% 6% |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 170 5% 100% | 5 4% 3% | 25 4% 15% | 47 4% 28% | 32 4% 19% | 26 6% 15% | 35 7% 21% T | 30 4% 18% | 79 4% 46% | 61 6% 36% | 153 5% 90% | 8 3% 5% | 5 5% 3% | 4 2% 2% | 129 4% 76% | 16 5% 9% |
| 4 OR 5 | | 2910 82% 100% | 103 86% 4% | 515 83% 18% | 890 83% 31% | 616 82% 21% | 365 79% 13% | 420 79% 14% | 619 83% 21% | 1506 83% 52% | 785 79% 27% | 2411 81% 83% | 268 86% 9% | 84 84% 3% | 147 89% 5% T | 2534 84% 87% | 216 75% 7% |
| MEAN SCORE | | 4.19 O | 4.26 | 4.21 | 4.21 | 4.18 | 4.14 | 4.17 | 4.22 | 4.20 | 4.16 | 4.15 | 4.31 | 4.37 | 4.54 T | 4.24 T | 4.00 |
| STD. DEVIATION | | 0.89 | 0.88 | 0.84 | 0.86 | 0.87 | 0.96 | 0.97 | 0.85 | 0.86 | 0.97 | 0.89 | 0.85 | 0.95 | 0.77 | 0.87 | 0.89 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL (H) | URBAN | | | | | | |
|------------------------------|-----|---------------------------|----------------------------------|---|------------------------|-------------------------|------------------------|-----------------------|--------------------|
| | | | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| UNWEIGHTED TOTAL | | 3559 100% | 1074 30% | 678 19% | 396 11% | 1855 52% | 573 16% | 116 3% | 2929 82% |
| WEIGHTED TOTAL | | 3550 100% | 1037 29% | 661 19% | 376 11% | 1863 52% | 590 17% | 112* 3% | 2900 82% |
| 1. EXTREMELY DISSATISFIED | (1) | 50 1% 100% | 22 2% 45% | 17 3% 35% H | 5 1% 10% | 21 1% 43% | 5 1% 11% | - - - | 43 1% 88% |
| 2 | (2) | 120 3% 100% | 62 6% 51% H | 31 5% 25% | 31 8% 26% H | 47 3% 39% | 11 2% 10% | 2 2% 2% | 109 4% 90% |
| 3 | (3) | 470 13% 100% F | 184 18% 39% H | 87 13% 18% | 98 26% 21% H | 214 11% 45% | 60 10% 13% | 7 6% 1% | 398 14% 85% |
| 4 | (4) | 1374 39% 100% F | 435 42% 32% | 268 41% 20% | 167 44% 12% H | 692 37% 50% | 223 38% 16% | 31 28% 2% | 1127 39% 82% |
| 5. EXTREMELY SATISFIED | (5) | 1536 43% 100% AC | 334 32% 22% | 258 39% 17% | 76 20% 5% | 888 48% 58% H | 291 49% 19% H | 72 64% 5% H | 1222 42% 80% |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 170 5% 100% | 84 8% 50% H | 48 7% 28% H | 36 10% 21% H | 68 4% 40% | 17 3% 10% | 2 2% 1% | 152 5% 90% |
| 4 OR 5 | | 2910 82% 100% AC | 769 74% 26% | 526 80% 18% | 242 64% 8% | 1581 85% 54% H | 514 87% 18% H | 103 92% 4% H | 2349 81% 81% |
| MEAN SCORE | | 4.19 ABC | 3.96 | 4.09 | 3.74 | 4.28 H | 4.33 H | 4.54 H | 4.16 |
| STD. DEVIATION | | 0.89 | 0.96 | 0.97 | 0.92 | 0.85 | 0.80 | 0.70 | 0.90 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | | |
|-----------------------------|-----|---------------------------|------------------------|----------------------|-------------------------|------------------------|-----------------|------------------------|----------------------|
| | | | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| UNWEIGHTED TOTAL | | 3559 100% | 492 14% | 582 16% | 1195 34% | 660 19% | 59 2% | 430 12% | 84 2% |
| WEIGHTED TOTAL | | 3550 100% | 462 13% | 575 16% | 1199 34% | 663 19% | 62* 2% | 444 13% | 85* 2% |
| 1 EXTREMELY DISSATISFIED | (1) | 50 1% 100% | 5 1% 10% | 17 3% 35% H | 12 1% 24% | 9 1% 19% | - - - | 5 1% 11% | - - - |
| 2 | (2) | 120 3% 100% | 34 7% 28% H | 28 5% 23% | 27 2% 22% | 20 3% 17% | - - - | 9 2% 8% | 2 3% 2% |
| 3 | (3) | 470 13% 100% | 111 24% 24% H | 73 13% 16% | 134 11% 29% | 80 12% 17% | 10 16% 2% | 44 10% 9% | 6 7% 1% |
| 4 | (4) | 1374 39% 100% DG | 208 45% 15% H | 227 40% 17% | 466 39% 34% | 226 34% 16% | 18 30% 1% | 184 41% 13% | 20 24% 1% |
| 5 EXTREMELY SATISFIED | (5) | 1536 43% 100% A | 104 23% 7% | 229 40% 15% | 560 47% 36% | 328 49% 21% H | 33 54% 2% | 202 45% 13% | 56 66% 4% H |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 170 5% 100% C | 39 8% 23% H | 46 8% 27% H | 39 3% 23% | 29 4% 17% | - - - | 15 3% 9% | 2 3% 1% |
| 4 OR 5 | | 2910 82% 100% A | 312 68% 11% | 456 79% 16% | 1026 86% 35% H | 554 84% 19% | 52 84% 2% | 385 87% 13% H | 77 91% 3% |
| MEAN SCORE | | 4.19 AB | 3.81 | 4.08 | 4.28 H | 4.27 H | 4.38 | 4.28 | 4.54 H |
| STD. DEVIATION | | 0.89 | 0.90 | 0.99 | 0.82 | 0.89 | 0.75 | 0.82 | 0.74 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------------|-------------------------|------------------------|-------------------------|-------------------------|-------------------------|---------------------|-------------------------|------------------------------|------------------------|--------------------------|-----------------------|--------------------------|--------------------------|---------------------------|---------------------------|---------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3559 100% | 348 10% | 361 10% | 750 21% | 851 24% | 503 14% | 746 21% | 135 4% | 444 12% | 374 11% | 240 7% | 547 15% | 348 10% | 334 9% | 610 17% | 527 15% |
| WEIGHTED TOTAL | 3550 100% | 374 11% | 368 10% | 893 25% | 923 26% | 427 12% | 565 16% | 152 4% | 541 15% | 330 9% | 294 8% | 695 20% | 273 8% | 296 8% | 580 16% | 390 11% |
| 1 EXTREMELY DISSATISFIED | (1) 50 1% 100% | 4 1% 8% | 2 1% 4% | 9 1% 19% | 12 1% 23% | 6 1% 12% | 16 3% 33% BCD | 2 1% 3% | 5 1% 10% | 6 2% 13% | 1 3% | 10 1% 21% | 5 2% 11% | 3 1% 6% | 5 1% 11% | 11 3% 22% HUN |
| 2 | (2) 120 3% 100% | 14 4% 11% | 10 3% 9% | 31 3% 26% | 27 3% 22% | 20 5% 17% | 19 3% 16% | 5 3% 4% | 27 5% 23% N | 8 3% 7% | 9 3% 8% | 18 3% 15% | 13 5% 11% N | 10 3% 8% | 12 2% 10% | 18 5% 15% N |
| 3 | (3) 470 13% 100% | 54 15% 12% | 39 11% 8% | 118 13% 25% | 113 12% 24% | 59 14% 12% | 87 15% 19% B | 23 15% 5% | 83 15% 18% N | 61 18% 13% KMNO | 40 14% 8% | 84 12% 18% | 35 13% 8% | 30 10% 6% | 64 11% 14% | 49 13% 11% |
| 4 | (4) 1374 39% 100% | 159 42% 12% F | 137 37% 10% | 378 42% 28% EF | 361 39% 26% F | 155 36% 11% | 183 32% 13% | 73 48% 5% HILM O | 203 48% 15% | 125 38% 9% | 116 39% 8% | 307 44% 22% LMO | 90 33% 7% | 106 36% 8% | 229 40% 17% O | 123 32% 9% |
| 5 EXTREMELY SATISFIED | (5) 1536 43% 100% | 143 38% 9% | 180 49% 12% AC | 356 40% 23% | 411 45% 27% | 187 44% 12% | 260 46% 17% AC | 49 32% 3% | 222 41% 14% | 129 39% 8% | 128 43% 8% G | 276 40% 18% | 129 47% 8% GHIK | 146 49% 10% GHIK | 269 46% 18% GHIK | 189 48% 12% GHIK |
| DON'T KNOW | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | 170 5% 100% | 18 5% 10% | 12 3% 7% | 41 5% 24% | 38 4% 23% | 26 6% 15% | 35 6% 21% | 6 4% 4% | 32 6% 19% N | 15 4% 9% | 11 4% 6% | 29 4% 17% | 18 7% 11% N | 13 4% 8% | 18 3% 10% | 28 7% 17% KN |
| 4 OR 5 | 2910 82% 100% | 302 81% 10% | 316 86% 11% EF | 734 82% 25% | 772 84% 27% F | 342 78% 12% | 443 78% 15% | 122 81% 4% | 425 79% 15% | 254 77% 9% | 244 83% 8% | 583 84% 20% HI | 219 80% 8% | 253 85% 9% HI | 498 86% 17% HILO | 312 80% 17% |
| MEAN SCORE | 4.19 | 4.13 | 4.31 ACE F | 4.16 | 4.23 | 4.16 | 4.15 | 4.07 | 4.13 | 4.10 | 4.22 | 4.18 | 4.19 | 4.30 GHI | 4.28 GHI K | 4.18 |
| STD. DEVIATION | 0.89 | 0.87 | 0.81 | 0.86 | 0.86 | 0.93 | 0.99 | 0.84 | 0.91 | 0.92 | 0.83 | 0.85 | 0.97 | 0.86 | 0.82 | 1.01 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------------|-----|---------------------------|---------------------|-----------------------|-----------------------|-------------------------|---------------------|-----------------------|----------------------|------------------------|-----------------------|----------------------|------------------------|----------------------|------------------------|------------------------|------------------------|
| | | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | | 3559 100% | 348 10% | 361 10% | 750 21% | 851 24% | 503 14% | 746 21% | 135 4% | 444 12% | 374 11% | 240 7% | 547 15% | 348 10% | 334 9% | 610 17% | 527 15% |
| WEIGHTED TOTAL | | 3550 100% | 374 11% | 368 10% | 893 25% | 923 26% | 427 12% | 565 16% | 152 4% | 541 15% | 330 9% | 294 8% | 695 20% | 273 8% | 296 8% | 580 16% | 390 11% |
| 1 EXTREMELY DISSATISFIED | (1) | 50 1% 100% | 4 1% 8% | 2 1% 4% | 9 1% 19% | 12 1% 23% | 6 1% 12% | 16 3% 33% P | 2 1% 3% | 5 1% 10% | 6 2% 13% | 1 3% | 10 1% 21% | 5 2% 11% | 3 1% 6% | 5 1% 11% | 11 3% 22% P |
| 2 | (2) | 120 3% 100% | 14 4% 11% | 10 3% 9% | 31 3% 26% | 27 3% 22% | 20 5% 17% | 19 3% 16% | 5 3% 4% | 27 5% 23% | 8 3% 7% | 9 3% 8% | 18 3% 15% | 13 5% 11% | 10 3% 8% | 12 2% 10% | 18 5% 15% |
| 3 | (3) | 470 13% 100% | 54 15% 12% | 39 11% 8% | 118 13% 25% | 113 12% 24% | 59 14% 12% | 87 15% 19% | 23 15% 5% | 83 15% 18% | 61 18% 13% P | 40 14% 8% | 84 12% 18% | 35 13% 8% | 30 10% 6% | 64 11% 14% | 49 13% 11% |
| 4 | (4) | 1374 39% 100% FO | 159 42% 12% | 137 37% 10% | 378 42% 28% | 361 39% 26% | 155 36% 11% | 183 32% 13% | 73 48% 5% P | 203 38% 15% | 125 38% 9% | 116 30% 8% | 307 44% 22% | 90 33% 7% | 106 36% 8% | 229 40% 17% | 123 32% 9% |
| 5 EXTREMELY SATISFIED | (5) | 1536 43% 100% G | 143 38% 9% | 180 49% 12% | 356 40% 23% | 411 45% 27% | 187 44% 12% | 260 46% 17% | 49 32% 3% | 222 41% 14% | 129 39% 8% | 128 43% 8% | 276 40% 18% | 129 47% 8% | 146 49% 10% P | 269 46% 18% | 189 48% 12% P |
| DON'T KNOW | | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1 OR 2 | | 170 5% 100% | 18 5% 10% | 12 3% 7% | 41 5% 24% | 38 4% 23% | 26 6% 15% | 35 6% 21% | 6 4% 4% | 32 6% 19% | 15 4% 9% | 11 4% 6% | 29 4% 17% | 18 7% 11% | 13 4% 8% | 18 3% 10% | 28 7% 17% P |
| 4 OR 5 | | 2910 82% 100% FI | 302 81% 10% | 316 86% 11% | 734 82% 25% | 772 84% 27% | 342 80% 12% | 443 78% 15% | 122 81% 4% | 425 79% 15% | 254 77% 9% | 244 83% 8% | 583 84% 20% | 219 80% 8% | 253 85% 9% | 498 86% 17% P | 312 80% 11% |
| MEAN SCORE | | 4.19 | 4.13 | 4.31 P | 4.16 | 4.23 | 4.16 | 4.15 | 4.07 | 4.13 | 4.10 | 4.22 | 4.18 | 4.19 | 4.30 | 4.28 P | 4.18 |
| STD. DEVIATION | | 0.89 | 0.87 | 0.81 | 0.86 | 0.86 | 0.93 | 0.99 | 0.84 | 0.91 | 0.92 | 0.83 | 0.85 | 0.97 | 0.86 | 0.82 | 1.01 |

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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--------------------------|-------------------------|-----------------------------|----------------------------|------------------|--|-------------------|------------------------|----------------------|------------------------------------|-----------------------|-----------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3559 100% | 669 19% | 2871 81% | 182 5% | 2563 72% | 996 28% | 324 9% | 510 14% | 2694 76% | 541 15% | 355 10% |
| WEIGHTED TOTAL | 3550 100% | 560 16% | 2973 84% | 155 4% | 2686 76% | 864 24% | 270 8% | 479 14% | 2777 78% | 503 14% | 294 8% |
| 1 EXTREMELY DISSATISFIED | (1) 50 1% 100% | 12 2% 25% | 37 1% 75% | 4 2% 7% | 33 1% 66% | 17 2% 34% | 4 2% 9% | 15 3% 30% H | 30 1% 61% | 15 3% 30% H | 4 1% 9% |
| 2 | (2) 120 3% 100% | 20 4% 17% | 100 3% 83% | 9 5% 7% | 91 3% 76% | 29 3% 24% | 10 4% 8% | 16 3% 13% | 94 3% 78% | 17 3% 14% | 11 4% 9% |
| 3 | (3) 470 13% 100% | 66 12% 14% | 401 13% 85% | 15 9% 3% | 359 13% 76% | 111 13% 24% | 31 11% 7% | 77 16% 16% | 358 13% 76% | 82 16% 17% | 36 12% 8% |
| 4 | (4) 1374 39% 100% | 187 33% 14% | 1178 40% 86% A | 56 36% 4% | 1062 40% 77% | 312 36% 23% | 94 35% 7% | 178 37% 13% | 1091 39% 79% | 189 37% 14% | 105 36% 8% |
| 5 EXTREMELY SATISFIED | (5) 1536 43% 100% | 274 49% 18% B | 1257 42% 82% | 72 47% 5% | 1141 42% 74% | 395 46% 26% | 131 49% 9% GI | 194 40% 13% | 1204 43% 78% | 201 40% 13% | 139 47% 9% I |
| DON'T KNOW | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | 170 5% 100% | 32 6% 19% | 137 5% 81% | 12 8% 7% | 124 5% 73% | 46 5% 27% | 14 5% 8% | 31 6% 18% | 124 4% 73% | 31 6% 18% | 15 5% 9% |
| 4 OR 5 | 2910 82% 100% | 461 82% 16% | 2435 82% 84% | 128 83% 4% | 2203 82% 76% | 707 82% 24% | 225 83% 8% | 372 78% 13% | 2295 83% 79% GI | 390 77% 13% | 243 83% 8% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | | | | | | |
|----------------|----------------|-----------------------------|----------------------------|-----------------|--|-------------------|-------------------|-----------------|------------------------------------|-----------------------|---------------------|------------|
| | | ILLNESS/DISABILITY | | | MOBILE PHONE | | | | | | | |
| | TOTAL | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) | |
| | WEIGHTED TOTAL | 3550 100% | 560 16% | 2973 84% | 155 4% | 2686 76% | 864 24% | 270 8% | 479 14% | 2777 78% | 503 14% | 294 8% |
| | MEAN SCORE | 4.19 | 4.23 | 4.18 | 4.19 | 4.19 | 4.20 | 4.25 GI | 4.09 | 4.20 GI | 4.08 | 4.23 GI |
| STD. DEVIATION | 0.89 | 0.95 | 0.88 | 0.98 | 0.88 | 0.92 | 0.91 | 0.98 | 0.87 | 0.98 | 0.91 | |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|-----------------------------|-----|---------------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | | 3559 100% | 669 19% | 2871 81% | 182 5% | 2563 72% | 996 28% | 324 9% | 510 14% | 2694 76% | 541 15% | 355 10% |
| WEIGHTED TOTAL | | 3550 100% | 560 16% | 2973 84% | 155 4% | 2686 76% | 864 24% | 270 8% | 479 14% | 2777 78% | 503 14% | 294 8% |
| 1 EXTREMELY DISSATISFIED | (1) | 50 1% 100% | 12 2% 25% | 37 1% 75% | 4 2% 7% | 33 1% 66% | 17 2% 34% | 4 2% 9% | 15 3% 30% K | 30 1% 61% | 15 3% 30% K | 4 1% 9% |
| 2 | (2) | 120 3% 100% | 20 4% 17% | 100 3% 83% | 9 5% 7% | 91 3% 76% | 29 3% 24% | 10 4% 8% | 16 3% 13% | 94 3% 78% | 17 3% 14% | 11 4% 9% |
| 3 | (3) | 470 13% 100% | 66 12% 14% | 401 13% 85% | 15 9% 3% | 359 13% 76% | 111 13% 24% | 31 11% 7% | 77 16% 16% | 358 13% 76% | 82 16% 17% | 36 12% 8% |
| 4 | (4) | 1374 39% 100% | 187 33% 14% | 1178 40% 86% | 56 36% 4% | 1062 40% 77% | 312 36% 23% | 94 35% 7% | 178 37% 13% | 1091 39% 79% | 189 37% 14% | 105 36% 8% |
| 5 EXTREMELY SATISFIED | (5) | 1536 43% 100% | 274 49% 18% K | 1257 42% 82% | 72 47% 5% | 1141 42% 74% | 395 46% 26% | 131 49% 9% | 194 40% 13% | 1204 43% 78% | 201 40% 13% | 139 47% 9% |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 170 5% 100% | 32 6% 19% | 137 5% 81% | 12 8% 7% | 124 5% 73% | 46 5% 27% | 14 5% 8% | 31 6% 18% | 124 4% 73% | 31 6% 18% | 15 5% 9% |
| 4 OR 5 | | 2910 82% 100% GI | 461 82% 16% | 2435 82% 84% | 128 83% 4% | 2203 82% 76% | 707 82% 24% | 225 83% 8% | 372 78% 13% | 2295 83% 79% | 390 77% 13% | 243 83% 8% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|-----------------------|----------------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3550 100% | 560 16% | 2973 84% | 155 4% | 2686 76% | 864 24% | 270 8% | 479 14% | 2777 78% | 503 14% | 294 8% |
| MEAN SCORE | 4.19 | 4.23 | 4.18 | 4.19 | 4.19 | 4.20 | 4.25 | 4.09 | 4.20 | 4.08 | 4.23 |
| STD. DEVIATION | GI 0.89 | 0.95 | 0.88 | 0.98 | 0.88 | 0.92 | 0.91 | 0.98 | 0.87 | 0.98 | 0.91 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|-----------------------------|-----|---------------------|--------------------------|----------------------|--------------------------|------------------------|-------------------------|-----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|----------------------------|
| | | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | | 3559 100% | 629 18% | 80 2% | 1282 36% | 319 9% | 652 18% | 597 17% | 726 20% | 227 6% | 973 27% | 162 5% | 864 24% | 607 17% |
| WEIGHTED TOTAL | | 3550 100% | 665 19% | 77* 2% | 1490 42% | 326 9% | 532 15% | 460 13% | 806 23% | 217 6% | 1110 31% | 152 4% | 770 22% | 496 14% |
| 1 EXTREMELY DISSATISFIED | (1) | 50 1% 100% | 6 1% 12% | - - - | 18 1% 36% | 3 1% 7% | 9 2% 19% | 13 3% 27% AC | 5 1% 11% | 8 4% 16% GIL | 14 1% 28% | 3 2% 7% | 14 2% 28% | 5 1% 11% |
| 2 | (2) | 120 3% 100% | 19 3% 16% | 5 7% 4% D | 52 3% 43% | 6 2% 5% | 21 4% 18% | 18 4% 15% | 37 5% 31% | 4 2% 3% | 34 3% 28% | 7 4% 6% | 21 3% 17% | 19 4% 16% |
| 3 | (3) | 470 13% 100% | 79 12% 17% | 15 19% 3% | 191 13% 41% | 41 12% 9% | 90 17% 19% ACF | 56 12% 12% | 130 16% 28% KL | 37 17% 8% KL | 140 13% 30% | 19 12% 4% | 89 12% 19% | 55 11% 12% |
| 4 | (4) | 1374 39% 100% | 274 41% 20% BEF | 21 28% 2% | 608 41% 44% BEF | 131 40% 10% | 179 34% 13% | 160 35% 12% | 315 39% 23% L | 86 40% 6% | 448 40% 33% L | 65 43% 5% L | 209 39% 22% L | 160 32% 12% |
| 5 EXTREMELY SATISFIED | (5) | 1536 43% 100% | 287 43% 19% | 36 47% 2% | 621 42% 40% | 145 45% 9% | 233 44% 15% | 214 46% 14% | 318 39% 21% | 81 38% 5% | 475 43% 31% | 58 38% 4% | 348 45% 23% G | 256 52% 17% GHIJK |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 170 5% 100% | 25 4% 15% | 5 7% 3% | 69 5% 41% | 10 3% 6% | 30 6% 18% | 31 7% 18% AD | 42 5% 25% | 11 5% 7% | 47 4% 28% | 10 7% 6% | 35 5% 21% | 24 5% 14% |
| 4 OR 5 | | 2910 82% 100% | 561 84% 19% BE | 58 75% 2% | 1230 83% 42% E | 276 85% 9% E | 412 77% 14% | 374 81% 13% | 633 79% 22% | 168 77% 6% | 923 83% 32% G | 123 81% 4% | 647 84% 22% GH | 417 84% 14% GH |
| MEAN SCORE | | 4.19 | 4.23 | 4.15 | 4.18 | 4.25 | 4.14 | 4.18 | 4.12 | 4.06 | 4.20 H | 4.10 | 4.23 GH | 4.30 GHJ |
| STD. DEVIATION | | 0.89 | 0.83 | 0.95 | 0.87 | 0.82 | 0.95 | 0.98 | 0.89 | 0.97 | 0.86 | 0.93 | 0.89 | 0.89 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|-----------------------------|-----|---------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | | 3559 100% | 629 18% | 80 2% | 1282 36% | 319 9% | 652 18% | 597 17% | 726 20% | 227 6% | 973 27% | 162 5% | 864 24% | 607 17% |
| WEIGHTED TOTAL | | 3550 100% | 665 19% | 77* 2% | 1490 42% | 326 9% | 532 15% | 460 13% | 806 23% | 217 6% | 1110 31% | 152 4% | 770 22% | 496 14% |
| 1 EXTREMELY DISSATISFIED | (1) | 50 1% 100% | 6 1% 12% | - - - | 18 1% 36% | 3 1% 7% | 9 2% 19% | 13 3% 27% M | 5 1% 11% | 8 4% 16% M | 14 1% 28% | 3 2% 7% | 14 2% 28% | 5 1% 11% |
| 2 | (2) | 120 3% 100% | 19 3% 16% | 5 7% 4% | 52 3% 43% | 6 2% 5% | 21 4% 18% | 18 4% 15% | 37 5% 31% | 4 2% 3% | 34 3% 28% | 7 4% 6% | 21 3% 17% | 19 4% 16% |
| 3 | (3) | 470 13% 100% | 79 12% 17% | 15 19% 3% | 191 13% 41% | 41 12% 9% | 90 17% 19% M | 56 12% 12% | 130 16% 28% | 37 17% 8% | 140 13% 30% | 19 12% 4% | 89 12% 19% | 55 11% 12% |
| 4 | (4) | 1374 39% 100% EL | 274 41% 20% | 21 28% 2% | 608 41% 44% | 131 40% 10% | 179 34% 13% | 160 35% 12% | 315 39% 23% | 86 40% 6% | 448 40% 33% | 65 43% 5% | 299 39% 22% | 160 32% 12% |
| 5 EXTREMELY SATISFIED | (5) | 1536 43% 100% | 287 43% 19% | 36 47% 2% | 621 42% 40% | 145 45% 9% | 233 44% 15% | 214 46% 14% | 318 39% 21% | 81 38% 5% | 475 43% 31% | 58 38% 4% | 348 45% 23% | 256 52% 17% M |
| DON'T KNOW | | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| 1 OR 2 | | 170 5% 100% | 25 4% 15% | 5 7% 3% | 69 5% 41% | 10 3% 6% | 30 5% 18% | 31 7% 18% | 42 5% 25% | 11 5% 7% | 47 4% 28% | 10 7% 6% | 35 5% 21% | 24 5% 14% |
| 4 OR 5 | | 2910 82% 100% EG | 561 84% 19% | 58 75% 2% | 1230 83% 42% | 276 85% 9% | 412 77% 14% | 374 81% 13% | 633 79% 22% | 168 77% 6% | 923 83% 32% | 123 81% 4% | 647 84% 22% | 417 84% 14% |
| MEAN SCORE | | 4.19 | 4.23 | 4.15 | 4.18 | 4.25 | 4.14 | 4.18 | 4.12 | 4.06 | 4.20 | 4.10 | 4.23 | 4.30 M |
| STD. DEVIATION | | 0.89 | 0.83 | 0.95 | 0.87 | 0.82 | 0.95 | 0.98 | 0.89 | 0.97 | 0.86 | 0.93 | 0.89 | 0.89 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL | AGE | | | | | | | | | | | | |
|-----------------------------|-----|---------------------|-------------------------|----------------------|-------------------------|-------------------|--------------------------|-----------------------|---------------------------------|------------------------|------------------------|-------------------------|------------------------|------------------------|------------------------|
| | | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| UNWEIGHTED TOTAL | | 3473 100% | 386 11% | 557 16% | 579 17% | 534 15% | 547 16% | 507 15% | 363 10% | 943 27% | 1660 48% | 870 25% | 943 27% | 1113 32% | 1417 41% |
| WEIGHTED TOTAL | | 3465 100% | 468 13% | 544 16% | 647 19% | 593 17% | 512 15% | 377 11% | 324 9% | 1011 29% | 1752 51% | 701 20% | 1011 29% | 1240 36% | 1213 35% |
| 1 EXTREMELY DISSATISFIED | (1) | 100 3% 100% | 11 2% 11% | 11 2% 11% | 25 4% 25% | 14 2% 14% | 19 4% 19% | 12 3% 12% | 8 2% 8% | 22 2% 22% | 58 3% 58% | 20 3% 20% | 22 2% 22% | 39 3% 39% | 39 3% 39% |
| 2 | (2) | 226 7% 100% | 27 6% 12% | 43 8% 19% E | 47 7% 21% | 38 6% 17% | 24 5% 10% | 25 7% 11% | 21 7% 9% | 71 7% 31% | 109 6% 48% | 46 7% 20% | 71 7% 31% | 85 7% 38% | 70 6% 31% |
| 3 | (3) | 795 23% 100% | 94 20% 12% | 128 24% 16% | 131 20% 16% | 139 23% 17% | 148 29% 19% ACG | 95 25% 12% G | 60 19% 8% | 222 22% 28% | 418 24% 53% | 155 22% 19% | 222 22% 28% | 270 22% 34% | 303 25% 38% |
| 4 | (4) | 1521 44% 100% | 221 47% 15% FG | 240 44% 16% | 307 48% 20% FG | 268 45% 18% | 213 42% 14% | 147 39% 10% | 125 39% 8% | 461 46% 30% J | 788 45% 52% J | 273 39% 18% | 461 46% 30% M | 575 46% 38% M | 485 40% 32% |
| 5 EXTREMELY SATISFIED | (5) | 823 24% 100% | 114 24% 14% | 121 22% 15% | 137 21% 17% | 134 23% 16% | 109 21% 13% | 98 26% 12% | 109 34% 13% ABC DEF | 235 23% 29% | 380 22% 46% | 208 30% 25% HI | 235 23% 29% | 271 22% 33% | 316 26% 38% L |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 325 9% 100% | 39 8% 12% | 54 10% 17% | 72 11% 22% | 52 9% 16% | 43 8% 13% | 37 10% 12% | 29 9% 9% | 93 9% 28% | 167 10% 51% | 66 9% 20% | 93 9% 28% | 124 10% 38% | 109 9% 33% |
| 4 OR 5 | | 2344 66% 100% | 335 72% 14% E | 361 66% 15% | 444 69% 19% | 402 66% 17% | 321 63% 14% | 245 65% 10% | 235 73% 10% EF | 696 69% 30% | 1168 67% 50% | 480 68% 20% | 696 69% 30% | 846 68% 36% | 802 66% 34% |
| MEAN SCORE | | 3.79 | 3.85 | 3.77 | 3.75 | 3.79 | 3.72 | 3.78 | 3.95 BC DEF | 3.81 | 3.76 | 3.86 I | 3.81 | 3.77 | 3.80 |
| STD. DEVIATION | | 0.97 | 0.94 | 0.95 | 0.99 | 0.94 | 0.97 | 1.01 | 1.00 | 0.94 | 0.97 | 1.01 | 0.94 | 0.97 | 0.99 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL (N) | AGE | | | | | | | | | | | | |
|-----------------------------|-----|---------------------------|-------------------|-------------------|-------------------|-------------------|------------------------|-------------------|------------------------|-------------------|--------------------|------------------------|-------------------|-------------------|-------------------|
| | | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| UNWEIGHTED TOTAL | | 3473 100% | 386 11% | 557 16% | 579 17% | 534 15% | 547 16% | 507 15% | 363 10% | 943 27% | 1660 48% | 870 25% | 943 27% | 1113 32% | 1417 41% |
| WEIGHTED TOTAL | | 3465 100% | 468 13% | 544 16% | 647 19% | 593 17% | 512 15% | 377 11% | 324 9% | 1011 29% | 1752 51% | 701 20% | 1011 29% | 1240 36% | 1213 35% |
| 1 EXTREMELY DISSATISFIED | (1) | 100 3% 100% | 11 2% 11% | 11 2% 11% | 25 4% 25% | 14 2% 14% | 19 4% 19% | 12 3% 12% | 8 2% 8% | 22 2% 22% | 58 3% 58% | 20 3% 20% | 22 2% 22% | 39 3% 39% | 39 3% 39% |
| 2 | (2) | 226 7% 100% | 27 6% 12% | 43 8% 19% | 47 7% 21% | 38 6% 17% | 24 5% 10% | 25 7% 11% | 21 7% 9% | 71 7% 31% | 109 6% 48% | 46 7% 20% | 71 7% 31% | 85 7% 38% | 70 6% 31% |
| 3 | (3) | 795 23% 100% | 94 20% 12% | 128 24% 16% | 131 20% 16% | 139 23% 17% | 148 29% 19% N | 95 25% 12% | 60 19% 8% | 222 22% 28% | 418 24% 53% | 155 22% 19% | 222 22% 28% | 270 22% 34% | 303 25% 38% |
| 4 | (4) | 1521 44% 100% JM | 221 47% 15% | 240 44% 16% | 307 48% 20% | 268 45% 18% | 213 42% 14% | 147 39% 10% | 125 39% 8% | 461 46% 30% | 788 45% 52% | 273 39% 18% | 461 46% 30% | 575 46% 38% | 485 40% 32% |
| 5 EXTREMELY SATISFIED | (5) | 823 24% 100% | 114 24% 14% | 121 22% 15% | 137 21% 17% | 134 23% 16% | 109 21% 13% | 98 26% 12% | 109 34% 13% N | 235 23% 29% | 380 22% 46% | 208 30% 25% N | 235 23% 29% | 271 22% 33% | 316 26% 38% |
| DON'T KNOW | | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| 1 OR 2 | | 325 9% 100% | 39 8% 12% | 54 10% 17% | 72 11% 22% | 52 9% 16% | 43 8% 13% | 37 10% 12% | 29 9% 9% | 93 9% 28% | 167 10% 51% | 66 9% 20% | 93 9% 28% | 124 10% 38% | 109 9% 33% |
| 4 OR 5 | | 2344 68% 100% E | 335 72% 14% | 361 66% 15% | 444 69% 19% | 402 68% 17% | 321 63% 14% | 245 65% 10% | 235 73% 10% | 696 69% 30% | 1168 67% 50% | 480 68% 20% | 696 69% 30% | 846 68% 36% | 802 66% 34% |
| MEAN SCORE | | 3.79 | 3.85 | 3.77 | 3.75 | 3.79 | 3.72 | 3.78 | 3.95 N | 3.81 | 3.76 | 3.86 | 3.81 | 3.77 | 3.80 |
| STD. DEVIATION | | 0.97 | 0.94 | 0.95 | 0.99 | 0.94 | 0.97 | 1.01 | 1.00 | 0.94 | 0.97 | 1.01 | 0.94 | 0.97 | 0.99 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | TOTAL | SEX | | SEX/AGE | | | | | |
|-----------------------------|---------------------|-------------------------|------------------------|-------------------------|-------------------------------|--------------------------|------------------------|-------------------------|-------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3473 100% | 1557 45% | 1916 55% | 404 12% | 477 14% | 676 19% | 539 16% | 636 18% | 741 21% |
| WEIGHTED TOTAL | 3465 100% | 1657 48% | 1808 52% | 501 14% | 608 18% | 547 16% | 510 15% | 632 18% | 666 19% |
| 1 EXTREMELY DISSATISFIED | 100 3% 100% | 52 3% 62% | 48 3% 48% | 15 3% 15% | 19 3% 19% | 18 3% 18% | 7 1% 7% | 19 3% 20% | 21 3% 21% |
| 2 | 226 7% 100% | 84 5% 37% | 142 8% 63% A | 35 7% 16% E | 27 4% 12% | 21 4% 9% | 35 7% 16% E | 58 9% 26% DE | 49 7% 22% E |
| 3 | 795 23% 100% | 342 21% 43% | 453 25% 57% A | 96 19% 12% | 123 20% 15% | 123 22% 15% | 126 25% 16% | 147 23% 19% | 180 27% 23% CD |
| 4 | 1521 44% 100% | 779 47% 51% B | 742 41% 49% | 243 48% 16% H | 306 50% 20% EFG H | 231 42% 15% | 218 43% 14% | 269 43% 18% | 255 38% 17% |
| 5 EXTREMELY SATISFIED | 823 24% 100% | 400 24% 49% | 423 23% 51% | 112 22% 14% | 134 22% 16% | 155 28% 19% CDG | 124 24% 15% | 138 22% 17% | 162 24% 20% |
| DON'T KNOW | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | 325 9% 100% | 136 8% 42% | 190 11% 58% A | 50 10% 15% | 46 8% 14% | 39 7% 12% | 43 8% 13% | 78 12% 24% DEF | 70 10% 21% E |
| 4 OR 5 | 2344 68% 100% | 1179 71% 50% B | 1165 64% 50% | 355 71% 15% GH | 439 72% 19% GH | 385 70% 16% GH | 342 67% 15% | 407 64% 17% | 416 63% 18% |
| MEAN SCORE | 3.79 | 3.84 B | 3.75 | 3.80 | 3.83 G | 3.88 GH | 3.81 | 3.71 | 3.73 |
| STD. DEVIATION | 0.97 | 0.95 | 0.99 | 0.96 | 0.93 | 0.97 | 0.93 | 1.01 | 1.01 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|-----------------------------|---------------------|-------------------------|--------------------|----------------------|------------------------|------------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3473 100% | 1557 45% | 1916 55% | 404 12% | 477 14% | 676 19% | 539 16% | 636 18% | 741 21% |
| WEIGHTED TOTAL | 3465 100% | 1657 48% | 1808 52% | 501 14% | 608 18% | 547 16% | 510 15% | 632 18% | 666 19% |
| 1 EXTREMELY DISSATISFIED | 100 3% 100% | 52 3% 62% | 48 3% 48% | 15 3% 15% | 19 3% 19% | 18 3% 18% | 7 1% 7% | 19 3% 20% | 21 3% 21% |
| 2 | 226 7% 100% | 84 5% 37% | 142 8% 63% | 35 7% 16% | 27 4% 12% | 21 4% 9% | 35 7% 16% | 58 9% 26% | 49 7% 22% |
| 3 | 795 23% 100% | 342 21% 43% | 453 25% 57% | 96 19% 12% | 123 20% 15% | 123 22% 15% | 126 25% 16% | 147 23% 19% | 180 27% 23% |
| 4 | 1521 44% 100% | 779 47% 51% | 742 41% 49% | 243 48% 16% | 306 50% 20% I | 231 42% 15% | 218 43% 14% | 269 43% 18% | 255 38% 17% |
| 5 EXTREMELY SATISFIED | 823 24% 100% | 400 24% 49% | 423 23% 51% | 112 22% 14% | 134 22% 16% | 155 28% 19% I | 124 24% 15% | 138 22% 17% | 162 24% 20% |
| DON'T KNOW | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | 325 9% 100% | 136 8% 42% | 190 11% 58% | 50 10% 15% | 46 8% 14% | 39 7% 12% | 43 8% 13% | 78 12% 24% | 70 10% 21% |
| 4 OR 5 | 2344 68% 100% | 1179 71% 50% I | 1165 64% 50% | 355 71% 15% | 439 72% 19% | 385 70% 16% | 342 67% 15% | 407 64% 17% | 416 63% 18% |
| MEAN SCORE | 3.79 | 3.84 | 3.75 | 3.80 | 3.83 | 3.88 I | 3.81 | 3.71 | 3.73 |
| STD. DEVIATION | 0.97 | 0.95 | 0.99 | 0.96 | 0.93 | 0.97 | 0.93 | 1.01 | 1.01 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|-----------------------------|-----|---------------------|-----------------|------------------------|------------------------|-------------------------|-------------------------|--------------------------|-------------------|------------------------|-------------------------|--------------------------|-------------------------|------------------------------------|----------------------|-----------------------------|--|
| | | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | | 3473 100% | 104 3% | 591 17% | 877 25% | 681 20% | 502 14% | 718 21% | 695 20% | 1558 45% | 1220 35% | 2989 86% | 222 6% | 95 3% | 167 5% | 2948 85% | 288 8% |
| WEIGHTED TOTAL | | 3465 100% | 115* 3% | 614 18% | 1035 30% | 733 21% | 450 13% | 518 15% | 729 21% | 1767 51% | 968 28% | 2904 84% | 300 9% | 101* 3% | 159 5% | 2941 85% | 288 8% |
| 1 EXTREMELY DISSATISFIED | (1) | 100 3% 100% | 3 3% 3% | 13 2% 14% | 34 3% 34% E | 17 2% 18% | 5 1% 5% | 26 5% 26% BDE | 17 2% 17% | 52 3% 52% | 31 3% 31% | 85 3% 85% | 8 3% 8% | 6 6% 6% M | 1 1% 1% | 84 3% 84% | 9 3% 9% |
| 2 | (2) | 226 7% 100% | 7 6% 3% | 45 7% 20% | 77 7% 34% E | 41 6% 18% | 20 5% 9% | 35 7% 15% | 53 7% 23% | 118 7% 52% | 55 6% 24% | 194 7% 86% | 14 5% 6% | 5 5% 2% | 12 7% 5% | 180 6% 80% | 24 8% 11% |
| 3 | (3) | 795 23% 100% | 23 20% 3% | 157 26% 20% F | 243 23% 31% | 151 21% 19% | 117 26% 15% DF | 104 20% 13% | 180 25% 23% | 393 22% 49% | 222 23% 28% | 686 24% 86% K | 50 17% 6% | 25 25% 3% | 34 21% 4% | 680 23% 86% | 58 20% 7% |
| 4 | (4) | 1521 44% 100% | 55 48% 4% | 270 44% 18% | 451 44% 30% | 352 48% 23% F | 192 43% 13% | 201 39% 13% | 325 45% 21% | 803 45% 53% I | 393 41% 26% | 1303 45% 86% LM | 139 46% 9% LM | 28 27% 2% | 52 33% 3% | 1274 43% 84% | 136 47% 9% |
| 5 EXTREMELY SATISFIED | (5) | 823 24% 100% | 26 22% 3% | 129 21% 16% | 230 22% 28% | 172 24% 21% | 115 26% 14% | 151 29% 18% BCD | 154 21% 19% | 402 23% 49% | 267 28% 32% GH | 636 22% 77% | 89 30% 11% J | 37 37% 4% J | 61 38% 7% J | 723 25% 88% | 61 21% 7% |
| DON'T KNOW | | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1 OR 2 | | 325 9% 100% | 11 9% 3% | 59 10% 18% E | 111 11% 34% E | 58 8% 18% | 26 6% 8% | 61 12% 19% DE | 69 10% 21% | 169 10% 52% | 87 9% 27% | 279 10% 86% | 23 8% 7% | 11 11% 4% | 12 8% 4% | 264 9% 81% | 32 11% 10% |
| 4 OR 5 | | 2344 68% 100% | 81 71% 3% | 399 65% 17% | 681 66% 29% | 524 72% 22% BC | 307 68% 13% | 353 68% 15% | 480 66% 20% | 1204 68% 51% | 660 68% 28% | 1939 67% 83% | 228 76% 10% JL | 64 64% 3% | 113 71% 5% | 1997 68% 85% | 198 69% 8% |
| MEAN SCORE | | 3.79 | 3.81 | 3.74 | 3.74 | 3.85 C | 3.87 B C | 3.81 | 3.75 | 3.78 | 3.84 | 3.76 | 3.95 J | 3.83 | 4.01 J | 3.81 | 3.76 |
| STD. DEVIATION | | 0.97 | 0.95 | 0.94 | 0.99 | 0.92 | 0.89 | 1.09 | 0.95 | 0.97 | 1.00 | 0.96 | 0.95 | 1.16 | 0.97 | 0.97 | 0.98 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | URBAN | | | | | | |
|-----------------------------|-------------------------|-------------------------------|--|---------------------------|---------------------------|---------------------------|---------------------------|--------------------------|
| | TOTAL | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| UNWEIGHTED TOTAL | 3473 100% | 1066 31% | 672 19% | 394 11% | 1791 52% | 560 16% | 115 3% | 2857 82% |
| WEIGHTED TOTAL | 3465 100% | 1030 30% | 656 19% | 375 11% | 1798 52% | 577 17% | 110* 3% | 2829 82% |
| 1 EXTREMELY DISSATISFIED | (1) 100 3% 100% | 36 3% 36% | 26 4% 26% | 10 3% 10% | 49 3% 50% | 12 2% 12% | 5 4% 5% | 85 3% 86% |
| 2 | (2) 226 7% 100% | 92 9% 41% DEG | 54 8% 24% D | 38 10% 17% DEG | 97 5% 43% | 34 6% 15% | 7 6% 3% | 189 7% 84% |
| 3 | (3) 795 23% 100% | 264 26% 33% E | 156 24% 20% | 108 29% 14% DEFG | 410 23% 52% | 112 19% 14% | 19 17% 2% | 674 24% 85% E |
| 4 | (4) 1521 44% 100% | 435 42% 29% | 264 40% 17% | 171 46% 11% | 787 44% 52% | 268 46% 18% B | 40 36% 3% | 1223 43% 80% |
| 5 EXTREMELY SATISFIED | (5) 823 24% 100% | 203 20% 26% C | 155 24% 19% C | 48 13% 6% | 454 25% 55% AC | 152 26% 18% AC | 41 37% 5% ABCDEG | 658 23% 80% AC |
| DON'T KNOW | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | 325 9% 100% | 128 12% 9% DEG | 80 12% 25% DE | 48 13% 15% DE | 147 8% 45% | 45 8% 14% | 11 10% 3% | 274 10% 84% |
| 4 OR 5 | 2344 68% 100% | 639 62% 27% | 420 64% 18% | 219 59% 9% | 1242 69% 53% ABC | 420 73% 18% ABCG | 81 73% 3% AC | 1881 66% 80% AC |
| MEAN SCORE | 3.79 | 3.66 | 3.72 C | 3.56 | 3.83 ABCG | 3.89 ABCG | 3.96 ABC | 3.77 AC |
| STD. DEVIATION | 0.97 | 1.00 | 1.04 | 0.93 | 0.96 | 0.93 | 1.07 | 0.98 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|--------------------------|-----|---------------------|--------------------------|-------------------------|-------------------------|--------------------------|----------------------|--------------------------|--------------------------|
| | | | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| UNWEIGHTED TOTAL | | 3473 100% | 489 14% | 577 17% | 1156 33% | 635 18% | 59 2% | 418 12% | 83 2% |
| WEIGHTED TOTAL | | 3465 100% | 459 13% | 572 16% | 1160 33% | 638 18% | 62* 2% | 432 12% | 83* 2% |
| 1 EXTREMELY DISSATISFIED | (1) | 100 3% 100% | 12 3% 12% | 24 4% 24% F | 35 3% 35% | 14 2% 14% | 1 1% 1% | 6 1% 6% | 5 5% 5% F |
| 2 | (2) | 226 7% 100% | 42 9% 19% CD | 50 9% 22% CD | 63 5% 28% | 34 5% 15% | 4 7% 2% | 24 6% 11% | 5 6% 2% |
| 3 | (3) | 795 23% 100% | 131 28% 16% CFG | 133 23% 17% | 242 21% 30% | 168 26% 21% CFG | 12 20% 2% | 87 20% 11% | 12 14% 1% |
| 4 | (4) | 1521 44% 100% | 208 45% 14% | 227 40% 15% | 527 45% 35% B | 261 41% 17% | 22 36% 1% | 215 50% 14% BDG | 30 36% 2% |
| 5 EXTREMELY SATISFIED | (5) | 823 24% 100% | 66 14% 8% | 137 24% 17% A | 293 25% 36% A | 161 25% 20% A | 22 35% 3% A | 99 23% 12% A | 31 37% 4% ABCDF |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 325 9% 100% | 54 12% 17% CDF | 74 13% 23% CDF | 98 8% 30% | 49 8% 15% | 5 8% 2% | 30 7% 9% | 10 12% 3% |
| 4 OR 5 | | 2344 68% 100% | 274 60% 12% | 365 64% 16% | 820 71% 35% AB | 422 66% 18% A | 44 71% 2% | 315 73% 13% ABD | 61 74% 3% A |
| MEAN SCORE | | 3.79 | 3.60 | 3.71 | 3.84 AB | 3.81 A | 3.97 A | 3.87 AB | 3.94 A |
| STD. DEVIATION | | 0.97 | 0.93 | 1.06 | 0.96 | 0.95 | 0.99 | 0.88 | 1.13 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL (T) | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|-----------------------------|-----|----------------------------|-----------------|-------------------|-------------------|-------------------|-------------------|------------------------|-------------------|--------------------|------------------------|--------------------|------------------------|------------------------------------|----------------------|-----------------------------|--|
| | | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | | 3473 100% | 104 3% | 591 17% | 877 25% | 681 20% | 502 14% | 718 21% | 695 20% | 1558 45% | 1220 35% | 2989 86% | 222 6% | 95 3% | 167 5% | 2948 85% | 288 8% |
| WEIGHTED TOTAL | | 3465 100% | 115* 3% | 614 18% | 1035 30% | 733 21% | 450 13% | 518 15% | 729 21% | 1767 51% | 968 28% | 2904 84% | 300 9% | 101* 3% | 159 5% | 2941 85% | 288 8% |
| 1 EXTREMELY DISSATISFIED | (1) | 100 3% 100% E | 3 3% 3% | 13 2% 14% | 34 3% 34% | 17 2% 18% | 5 1% 5% | 26 5% 26% T | 17 2% 17% | 52 3% 52% | 31 3% 31% | 85 3% 85% | 8 3% 8% | 6 6% 6% | 1 1% 1% | 84 3% 84% | 9 3% 9% |
| 2 | (2) | 226 7% 100% | 7 6% 3% | 45 7% 20% | 77 7% 34% | 41 6% 18% | 20 5% 9% | 35 7% 15% | 53 7% 23% | 118 7% 52% | 55 6% 24% | 194 7% 86% | 14 5% 6% | 5 5% 2% | 12 7% 5% | 180 6% 80% | 24 8% 11% |
| 3 | (3) | 795 23% 100% K | 23 20% 3% | 157 26% 20% | 243 23% 31% | 151 21% 19% | 117 26% 15% | 104 20% 13% | 180 26% 23% | 393 22% 49% | 222 23% 28% | 686 24% 86% | 50 17% 6% | 25 25% 3% | 34 21% 4% | 680 23% 86% | 58 20% 7% |
| 4 | (4) | 1521 44% 100% FLM | 55 48% 4% | 270 44% 18% | 451 44% 30% | 352 48% 23% | 192 43% 13% | 201 39% 13% | 325 45% 21% | 803 45% 53% | 393 41% 26% | 1303 45% 86% | 139 46% 9% | 28 27% 2% | 52 33% 3% | 1274 43% 84% | 136 47% 9% |
| 5 EXTREMELY SATISFIED | (5) | 823 24% 100% | 26 22% 3% | 129 21% 16% | 230 22% 28% | 172 24% 21% | 115 26% 14% | 151 29% 18% T | 154 21% 19% | 402 23% 49% | 267 28% 32% T | 636 22% 77% | 89 30% 11% | 37 37% 4% T | 61 38% 7% T | 723 25% 88% | 61 21% 7% |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 325 9% 100% E | 11 9% 3% | 59 10% 18% | 111 11% 34% | 58 8% 18% | 26 6% 8% | 61 12% 19% | 69 10% 21% | 169 10% 52% | 87 9% 27% | 279 10% 86% | 23 8% 7% | 11 11% 4% | 12 8% 4% | 264 9% 81% | 32 11% 10% |
| 4 OR 5 | | 2344 68% 100% | 81 71% 3% | 399 65% 17% | 681 66% 29% | 524 72% 22% | 307 68% 13% | 353 68% 15% | 480 66% 20% | 1204 68% 51% | 660 68% 28% | 1939 67% 83% | 228 76% 10% T | 64 64% 3% | 113 71% 5% | 1997 68% 85% | 198 69% 8% |
| MEAN SCORE | | 3.79 | 3.81 | 3.74 | 3.74 | 3.85 | 3.87 | 3.81 | 3.75 | 3.78 | 3.84 | 3.76 | 3.95 T | 3.83 | 4.01 T | 3.81 | 3.76 |
| STD. DEVIATION | | 0.97 | 0.95 | 0.94 | 0.99 | 0.92 | 0.89 | 1.09 | 0.95 | 0.97 | 1.00 | 0.96 | 0.95 | 1.16 | 0.97 | 0.97 | 0.98 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL (H) | URBAN | | | | | | |
|-----------------------------|-----|---------------------------|----------------------------------|---|------------------------|--------------------|------------------------|----------------------|--------------------|
| | | | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| UNWEIGHTED TOTAL | | 3473 100% | 1066 31% | 672 19% | 394 11% | 1791 52% | 560 16% | 115 3% | 2857 82% |
| WEIGHTED TOTAL | | 3465 100% | 1030 30% | 656 19% | 375 11% | 1798 52% | 577 17% | 110* 3% | 2829 82% |
| 1 EXTREMELY DISSATISFIED | (1) | 100 3% 100% | 36 3% 36% | 26 4% 26% | 10 3% 10% | 49 3% 50% | 12 2% 12% | 5 4% 5% | 85 3% 86% |
| 2 | (2) | 226 7% 100% | 92 9% 41% H | 54 8% 24% | 38 10% 17% H | 97 5% 43% | 34 6% 15% | 7 6% 3% | 189 7% 84% |
| 3 | (3) | 795 23% 100% | 264 26% 33% | 156 24% 20% | 108 29% 14% H | 410 23% 52% | 112 19% 14% | 19 17% 2% | 674 24% 85% |
| 4 | (4) | 1521 44% 100% | 435 42% 29% | 264 40% 17% | 171 46% 11% | 787 44% 52% | 268 46% 18% | 40 36% 3% | 1223 43% 80% |
| 5 EXTREMELY SATISFIED | (5) | 823 24% 100% AC | 203 20% 25% | 155 24% 19% | 48 13% 6% | 454 25% 55% | 152 26% 18% | 41 37% 5% H | 658 23% 80% |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 325 9% 100% | 128 12% 39% H | 80 12% 25% H | 48 13% 15% H | 147 8% 45% | 45 8% 14% | 11 10% 3% | 274 10% 84% |
| 4 OR 5 | | 2344 68% 100% AC | 639 62% 27% | 420 64% 18% | 219 59% 9% | 1242 69% 53% | 420 73% 18% H | 81 73% 3% | 1881 66% 80% |
| MEAN SCORE | | 3.79 AC | 3.66 | 3.72 | 3.56 | 3.83 | 3.89 H | 3.96 | 3.77 |
| STD. DEVIATION | | 0.97 | 1.00 | 1.04 | 0.93 | 0.96 | 0.93 | 1.07 | 0.98 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| TOTAL (H) | | UK GEOGRAPHICS GROUPS | | | | | | |
|--------------------------|------------------------|-----------------------|-------------------|-------------------|-----------------|------------------------|----------------------|----------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3473 100% | 489 14% | 577 17% | 1156 33% | 635 18% | 59 2% | 418 12% | 83 2% | |
| 3465 100% | 459 13% | 572 16% | 1160 33% | 638 18% | 62* 2% | 432 12% | 83* 2% | |
| 100 3% 100% | 12 3% 12% | 24 4% 24% | 35 3% 35% | 14 2% 14% | 1 1% 1% | 6 1% 6% | 5 5% 5% | |
| 226 7% 100% | 42 9% 19% H | 50 9% 22% | 63 5% 28% | 34 5% 15% | 4 7% 2% | 24 6% 11% | 5 6% 2% | |
| 795 23% 100% | 131 28% 16% H | 133 23% 17% | 242 21% 30% | 168 26% 21% | 12 20% 2% | 87 20% 11% | 12 14% 1% | |
| 1521 44% 100% | 208 45% 14% | 227 40% 15% | 527 45% 35% | 261 41% 17% | 22 36% 1% | 215 50% 14% H | 30 36% 2% | |
| 823 24% 100% A | 66 14% 8% | 137 24% 17% | 293 25% 36% | 161 25% 20% | 22 35% 3% | 99 23% 12% | 31 37% 4% H | |
| - | - | - | - | - | - | - | - | |
| - | - | - | - | - | - | - | - | |
| - | - | - | - | - | - | - | - | |
| 325 9% 100% | 54 12% 17% | 74 13% 23% H | 98 8% 30% | 49 8% 15% | 5 8% 2% | 30 7% 9% | 10 12% 3% | |
| 2344 68% 100% A | 274 60% 12% | 365 64% 16% | 820 71% 35% | 422 66% 18% | 44 71% 2% | 315 73% 13% | 61 74% 3% | |
| 3.79 A | 3.60 | 3.71 | 3.84 | 3.81 | 3.97 | 3.87 | 3.94 | |
| 0.97 | 0.93 | 1.06 | 0.96 | 0.95 | 0.99 | 0.88 | 1.13 | |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------------|-----|---------------------|-------------------------|-----------------------|---------------------------|-------------------------|---------------------------|------------------------|------------------------|-------------------------|-----------------------|--------------------------|--------------------------|------------------------|---------------------------|------------------------|---------------------------|
| | | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | | 3473 100% | 343 10% | 352 10% | 726 21% | 832 24% | 488 14% | 732 21% | 134 4% | 438 13% | 371 11% | 237 7% | 539 16% | 337 10% | 324 9% | 581 17% | 512 15% |
| WEIGHTED TOTAL | | 3465 100% | 371 11% | 357 10% | 869 25% | 898 26% | 416 12% | 552 16% | 151 4% | 534 15% | 326 9% | 292 8% | 686 20% | 262 8% | 286 8% | 548 16% | 380 11% |
| 1 EXTREMELY DISSATISFIED | (1) | 100 3% 100% | 11 3% 11% | 6 2% 6% | 26 3% 26% | 26 3% 26% | 15 4% 15% | 16 3% 16% | 5 3% 5% | 10 2% 10% | 7 2% 7% | 5 2% 5% | 23 3% 23% | 11 4% 11% | 7 2% 7% | 19 3% 19% | 14 4% 14% |
| 2 | (2) | 226 7% 100% | 17 5% 7% | 36 10% ACE | 50 6% 22% | 68 8% 30% E | 17 4% 7% | 38 7% 17% E | 12 8% 5% | 41 8% 18% N | 17 5% 8% | 19 6% 8% | 52 8% 23% N | 14 5% 6% | 22 8% 10% | 24 4% 11% | 24 6% 10% |
| 3 | (3) | 795 23% 100% | 80 22% 10% | 99 28% 12% C | 171 20% 21% | 223 25% 28% C | 91 22% 11% | 131 24% 16% | 34 23% 4% | 106 20% 13% | 81 25% 10% | 60 20% 8% | 151 22% 19% | 59 23% 7% | 86 30% 11% HUKLO | 136 25% 17% | 81 21% 10% |
| 4 | (4) | 1521 44% 100% | 182 49% 12% BF | 144 40% 9% | 423 49% 28% BDEF | 379 42% 25% | 174 42% 11% | 219 40% 14% | 77 51% 5% LMO | 241 45% 16% M | 143 44% 9% M | 148 51% 10% LMO | 325 47% 21% LMO | 102 39% 7% | 101 35% 7% | 237 43% 16% M | 148 39% 10% |
| 5 EXTREMELY SATISFIED | (5) | 823 24% 100% | 82 22% 10% | 73 20% 9% | 199 23% 24% | 203 23% 25% | 119 29% 14% ABCD | 148 27% 18% B | 22 15% 3% | 135 25% 16% GK | 78 24% 9% G | 61 21% 7% | 135 20% 16% | 75 29% 9% GJK | 71 25% 9% G | 132 24% 16% G | 114 30% 14% GJKN |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 325 9% 100% | 28 7% 8% | 42 12% 13% | 76 9% 23% | 94 10% 29% | 32 8% 10% | 54 10% 17% | 17 11% 5% | 52 10% 16% | 24 7% 7% | 23 8% 7% | 75 11% 23% | 26 10% 8% | 29 10% 9% | 43 8% 13% | 37 10% 11% |
| 4 OR 5 | | 2344 68% 100% | 263 71% 11% B | 216 61% 9% | 622 72% 27% BDF | 582 65% 25% | 293 70% 13% BD | 367 66% 16% M | 99 66% 4% | 376 70% 16% M | 221 68% 9% M | 209 72% 9% M | 460 67% 20% M | 178 68% 8% | 171 60% 7% | 369 67% 16% M | 261 69% 11% M |
| MEAN SCORE | | 3.79 | 3.83 | 3.67 | 3.83 B | 3.74 | 3.88 BD | 3.80 | 3.66 | 3.84 | 3.82 | 3.83 | 3.72 | 3.82 | 3.72 | 3.80 | 3.85 K |
| STD. DEVIATION | | 0.97 | 0.92 | 0.97 | 0.95 | 0.98 | 0.99 | 1.00 | 0.94 | 0.96 | 0.92 | 0.89 | 0.97 | 1.04 | 1.00 | 0.97 | 1.03 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------------|-----|---------------------|---------------------|-----------------------|------------------------|-------------------------|------------------------|-----------------------|----------------------|------------------------|----------------------|----------------------|------------------------|----------------------|-----------------------|----------------------|------------------------|
| | | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | | 3473 100% | 343 10% | 352 10% | 726 21% | 832 24% | 488 14% | 732 21% | 134 4% | 438 13% | 371 11% | 237 7% | 539 16% | 337 10% | 324 9% | 581 17% | 512 15% |
| WEIGHTED TOTAL | | 3465 100% | 371 11% | 357 10% | 869 25% | 898 26% | 416 12% | 552 16% | 151 4% | 534 15% | 326 9% | 292 8% | 686 20% | 262 8% | 286 8% | 548 16% | 380 11% |
| 1 EXTREMELY DISSATISFIED | (1) | 100 3% 100% | 11 3% 11% | 6 2% 6% | 26 3% 26% | 26 3% 26% | 15 4% 15% | 16 3% 16% | 5 3% 5% | 10 2% 10% | 7 2% 7% | 5 2% 5% | 23 3% 23% | 11 4% 11% | 7 2% 7% | 19 3% 19% | 14 4% 14% |
| 2 | (2) | 226 7% 100% | 17 5% 7% | 36 10% 16% P | 50 6% 22% | 68 8% 30% | 17 4% 7% | 38 7% 17% | 12 8% 5% | 41 8% 18% | 17 5% 8% | 19 6% 8% | 52 8% 23% | 14 5% 6% | 22 8% 10% | 24 4% 11% | 24 6% 10% |
| 3 | (3) | 795 23% 100% | 80 22% 10% | 99 28% 12% | 171 20% 21% | 223 25% 28% | 91 22% 11% | 131 24% 16% | 34 23% 4% | 106 20% 13% | 81 25% 10% | 60 20% 8% | 151 22% 19% | 59 23% 7% | 86 30% 11% P | 136 25% 17% | 81 21% 10% |
| 4 | (4) | 1521 44% 100% | 182 49% 12% | 144 40% 9% | 423 49% 28% P | 379 42% 25% | 174 42% 11% | 219 40% 14% | 77 51% 5% | 241 45% 16% | 143 44% 9% | 148 51% 10% | 325 47% 21% | 102 39% 7% | 101 35% 7% | 237 43% 16% | 148 39% 10% |
| 5 EXTREMELY SATISFIED | (5) | 823 24% 100% | 82 22% 10% | 73 20% 9% | 199 23% 24% | 203 23% 25% | 119 29% 14% P | 148 27% 18% | 22 15% 3% | 135 25% 16% | 78 24% 9% | 61 21% 7% | 135 20% 16% | 75 29% 9% | 71 25% 9% | 132 24% 16% | 114 30% 14% P |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 325 9% 100% | 28 7% 8% | 42 12% 13% | 76 9% 23% | 94 10% 29% | 32 8% 10% | 54 10% 17% | 17 11% 5% | 52 10% 16% | 24 7% 7% | 23 8% 7% | 75 11% 23% | 26 10% 8% | 29 10% 9% | 43 8% 13% | 37 10% 11% |
| 4 OR 5 | | 2344 68% 100% | 263 71% 11% | 216 61% 9% | 622 72% 27% | 582 65% 25% | 293 70% 13% | 367 66% 16% | 99 66% 4% | 376 70% 16% | 221 68% 9% | 209 72% 5% | 460 67% 20% | 178 68% 8% | 171 60% 7% | 369 67% 16% | 261 69% 17% |
| MEAN SCORE | | 3.79 B | 3.83 | 3.67 | 3.83 | 3.74 | 3.88 | 3.80 | 3.66 | 3.84 | 3.82 | 3.83 | 3.72 | 3.82 | 3.72 | 3.80 | 3.85 |
| STD. DEVIATION | | 0.97 | 0.92 | 0.97 | 0.95 | 0.98 | 0.99 | 1.00 | 0.94 | 0.96 | 0.92 | 0.89 | 0.97 | 1.04 | 1.00 | 0.97 | 1.03 |

GfK

GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--------------------------|---------------------|-----------------------------|----------------------------|------------------|--|------------------------|-----------------------|-------------------|------------------------------------|-----------------------|-----------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3473 100% | 646 19% | 2811 81% | 181 5% | 2511 72% | 962 28% | 306 9% | 496 14% | 2640 76% | 527 15% | 337 10% |
| WEIGHTED TOTAL | 3465 100% | 541 16% | 2908 84% | 154 4% | 2632 76% | 832 24% | 258 7% | 467 13% | 2716 78% | 490 14% | 282 8% |
| 1 EXTREMELY DISSATISFIED | 100 3% 100% | 21 4% 21% | 78 3% 78% | 6 4% 6% | 68 3% 69% | 31 4% 31% | 10 4% 10% | 15 3% 15% | 74 3% 75% | 15 3% 16% | 11 4% 11% |
| 2 | 226 7% 100% | 33 6% 16% | 191 7% 85% | 6 4% 3% | 183 7% 81% | 43 5% 19% | 16 6% 7% | 28 6% 12% | 182 7% 81% | 28 6% 12% | 16 6% 7% |
| 3 | 795 23% 100% | 132 24% 17% | 657 23% 83% | 38 25% 5% | 613 23% 77% | 182 22% 23% | 48 19% 6% | 107 23% 13% | 635 23% 80% | 111 23% 14% | 53 19% 7% |
| 4 | 1521 44% 100% | 193 36% 13% | 1322 45% 87% A | 59 38% 4% | 1205 46% 79% E | 316 38% 21% | 103 40% 7% | 202 43% 13% | 1204 44% 79% | 215 44% 14% | 116 41% 8% |
| 5 EXTREMELY SATISFIED | 823 24% 100% | 162 30% 20% B | 659 23% 80% B | 45 29% 5% | 563 21% 68% | 260 31% 32% D | 81 31% 10% H | 115 26% 14% | 621 23% 75% | 121 25% 15% | 86 31% 11% H |
| DON'T KNOW | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | 325 9% 100% | 53 10% 16% | 270 9% 83% | 12 8% 4% | 251 10% 77% | 74 9% 23% | 26 10% 8% | 42 9% 13% | 257 9% 79% | 43 9% 13% | 26 9% 8% |
| 4 OR 5 | 2344 68% 100% | 355 66% 15% | 1981 68% 85% | 104 68% 4% | 1768 67% 75% | 576 69% 25% | 184 71% 8% | 318 68% 14% | 1825 67% 78% | 336 68% 14% | 202 72% 9% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|----------------|--------------|-----------------------------|----------------------------|-----------------|--|-------------------|-------------------|-----------------|------------------------------------|-----------------------|---------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| | | | | | | | | | | | |
| WEIGHTED TOTAL | 3465 100% | 541 16% | 2908 84% | 154 4% | 2632 76% | 832 24% | 258 7% | 467 13% | 2716 78% | 490 14% | 282 8% |
| MEAN SCORE | 3.79 | 3.82 | 3.79 | 3.85 | 3.76 | 3.88 D | 3.89 | 3.80 | 3.78 | 3.81 | 3.89 |
| STD. DEVIATION | 0.97 | 1.05 | 0.96 | 1.02 | 0.95 | 1.03 | 1.04 | 0.98 | 0.96 | 0.97 | 1.03 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|-----------------------------|-----|---------------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | | 3473 100% | 646 19% | 2811 81% | 181 5% | 2511 72% | 962 28% | 306 9% | 496 14% | 2640 76% | 527 15% | 337 10% |
| WEIGHTED TOTAL | | 3465 100% | 541 16% | 2908 84% | 154 4% | 2632 76% | 832 24% | 258 7% | 467 13% | 2716 78% | 490 14% | 282 8% |
| 1 EXTREMELY DISSATISFIED | (1) | 100 3% 100% | 21 4% 21% | 78 3% 78% | 6 4% 6% | 68 3% 69% | 31 4% 31% | 10 4% 10% | 15 3% 15% | 74 3% 75% | 15 3% 16% | 11 4% 11% |
| 2 | (2) | 226 7% 100% | 33 6% 16% | 191 7% 85% | 6 4% 3% | 183 7% 81% | 43 5% 19% | 16 6% 7% | 28 6% 12% | 182 7% 81% | 28 6% 12% | 16 6% 7% |
| 3 | (3) | 795 23% 100% | 132 24% 17% | 657 23% 83% | 38 25% 5% | 613 23% 77% | 182 22% 23% | 48 19% 6% | 107 23% 13% | 635 23% 80% | 111 23% 14% | 53 19% 7% |
| 4 | (4) | 1521 44% 100% AE | 193 36% 13% | 1322 45% 87% | 59 38% 4% | 1205 46% 79% | 316 38% 21% | 103 40% 7% | 202 43% 13% | 1204 44% 79% | 215 44% 14% | 116 41% 8% |
| 5 EXTREMELY SATISFIED | (5) | 823 24% 100% D | 162 30% 20% K | 659 23% 80% | 45 29% 5% | 563 21% 68% | 260 31% 32% K | 81 31% 10% K | 115 25% 14% | 621 23% 75% | 121 25% 15% | 86 31% 11% K |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 325 9% 100% | 53 10% 16% | 270 9% 83% | 12 8% 4% | 251 10% 77% | 74 9% 23% | 26 10% 8% | 42 9% 13% | 257 9% 79% | 43 9% 13% | 26 9% 8% |
| 4 OR 5 | | 2344 68% 100% | 355 66% 15% | 1981 68% 85% | 104 68% 4% | 1768 67% 75% | 576 69% 25% | 184 71% 8% | 318 68% 14% | 1825 67% 78% | 336 68% 14% | 202 72% 9% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|----------------|--------------|-----------------------------|----------------------------|-----------------|--|-------------------|-------------------|-----------------|------------------------------------|-----------------------|---------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3465 100% | 541 16% | 2908 84% | 154 4% | 2632 76% | 832 24% | 258 7% | 467 13% | 2716 78% | 490 14% | 282 8% |
| MEAN SCORE | 3.79 | 3.82 | 3.79 | 3.85 | 3.76 | 3.88 K | 3.89 | 3.80 | 3.78 | 3.81 | 3.89 |
| STD. DEVIATION | 0.97 | 1.05 | 0.96 | 1.02 | 0.95 | 1.03 | 1.04 | 0.98 | 0.96 | 0.97 | 1.03 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|--------------------------|-----|---------------------|-------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | | 3473 100% | 619 18% | 76 2% | 1251 36% | 307 9% | 641 18% | 579 17% | 723 21% | 220 6% | 956 28% | 157 5% | 832 24% | 585 17% |
| WEIGHTED TOTAL | | 3465 100% | 657 19% | 72* 2% | 1453 42% | 314 9% | 522 15% | 446 13% | 802 23% | 209 6% | 1093 32% | 147 4% | 738 21% | 476 14% |
| 1 EXTREMELY DISSATISFIED | (1) | 100 3% 100% | 15 2% 15% | 2 2% 2% | 39 3% 39% | 13 4% 13% | 14 3% 14% | 17 4% 17% | 14 2% 15% | 8 4% 8% | 32 3% 32% | 7 5% 7% | 22 3% 22% | 17 3% 17% |
| 2 | (2) | 226 7% 100% | 48 7% 21% | 5 7% 2% | 105 7% 46% | 13 4% 6% | 30 6% 13% | 25 6% 11% | 61 8% 27% | 10 5% 4% | 78 7% 34% | 8 5% 3% | 44 6% 20% | 26 5% 11% |
| 3 | (3) | 795 23% 100% | 154 23% 19% | 26 36% 3% | 327 22% 41% | 67 21% 8% | 132 25% 17% | 89 20% 11% | 175 22% 22% | 47 23% 6% | 237 22% 30% | 33 22% 4% | 201 27% 25% | 102 21% 13% |
| 4 | (4) | 1521 44% 100% | 304 46% 20% BF | 21 30% 1% | 679 47% 45% BDF | 123 39% 8% | 222 42% 15% | 172 38% 11% | 378 47% 25% L | 83 40% 5% | 515 47% 34% L | 61 41% 4% | 313 42% 21% L | 173 36% 11% |
| 5 EXTREMELY SATISFIED | (5) | 823 24% 100% | 136 21% 17% | 18 28% 2% | 304 21% 37% | 98 31% 12% | 124 24% 15% | 143 32% 17% | 174 22% 21% | 61 29% 7% | 232 21% 28% | 39 27% 5% | 158 21% 19% | 159 33% 19% |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 325 9% 100% | 63 10% 19% | 6 9% 2% | 144 10% 44% | 26 8% 8% | 45 9% 14% | 42 9% 13% | 75 9% 23% | 18 8% 5% | 110 10% 34% | 14 10% 4% | 66 9% 20% | 42 9% 13% |
| 4 OR 5 | | 2344 68% 100% | 440 67% 19% | 40 55% 2% | 983 68% 42% B | 222 71% 9% B | 345 66% 15% | 315 71% 13% B | 552 69% 24% | 146 69% 6% | 746 68% 32% | 100 68% 4% | 470 64% 20% | 331 70% 14% K |
| MEAN SCORE | | 3.79 | 3.76 | 3.69 | 3.76 | 3.90 C | 3.79 | 3.89 AC | 3.79 | 3.86 | 3.77 | 3.80 | 3.73 | 3.91 GIK |
| STD. DEVIATION | | 0.97 | 0.94 | 1.00 | 0.95 | 1.02 | 0.96 | 1.04 | 0.93 | 1.01 | 0.96 | 1.04 | 0.96 | 1.04 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|-----------------------------|-----|----------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | | 3473 100% | 619 18% | 76 2% | 1251 36% | 307 9% | 641 18% | 579 17% | 723 21% | 220 6% | 956 28% | 157 5% | 832 24% | 585 17% |
| WEIGHTED TOTAL | | 3465 100% | 657 19% | 72* 2% | 1453 42% | 314 9% | 522 15% | 446 13% | 802 23% | 209 6% | 1093 32% | 147 4% | 738 21% | 476 14% |
| 1 EXTREMELY DISSATISFIED | (1) | 100 3% 100% | 15 2% 15% | 2 2% 2% | 39 3% 39% | 13 4% 13% | 14 3% 14% | 17 4% 17% | 14 2% 15% | 8 4% 8% | 32 3% 32% | 7 5% 7% | 22 3% 22% | 17 3% 17% |
| 2 | (2) | 226 7% 100% | 48 7% 21% | 5 7% 2% | 105 7% 46% | 13 4% 6% | 30 6% 13% | 25 6% 11% | 61 8% 27% | 10 5% 4% | 78 7% 34% | 8 5% 3% | 44 6% 20% | 26 5% 11% |
| 3 | (3) | 795 23% 100% | 154 23% 19% | 26 36% 3% M | 327 22% 41% | 67 21% 8% | 132 25% 17% | 89 20% 11% | 175 22% 22% | 47 23% 6% | 237 22% 30% | 33 22% 4% | 201 27% 25% M | 102 21% 13% |
| 4 | (4) | 1521 44% 100% BFL | 304 46% 20% | 21 30% 1% | 679 47% 45% | 123 39% 8% | 222 42% 15% | 172 38% 11% | 378 47% 25% | 83 40% 5% | 515 47% 34% | 61 41% 4% | 313 42% 21% | 173 36% 11% |
| 5 EXTREMELY SATISFIED | (5) | 823 24% 100% | 136 21% 17% | 18 28% 2% | 304 21% 37% | 98 31% 12% M | 124 24% 15% | 143 32% 17% M | 174 22% 21% | 61 29% 7% | 232 21% 28% | 39 27% 5% | 158 21% 19% | 159 33% 19% M |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 325 9% 100% | 63 10% 19% | 6 9% 2% | 144 10% 44% | 26 8% 8% | 45 9% 14% | 42 9% 13% | 75 9% 23% | 18 8% 5% | 110 10% 34% | 14 10% 4% | 66 9% 20% | 42 9% 13% |
| 4 OR 5 | | 2344 68% 100% BK | 440 67% 19% | 40 55% 2% | 983 68% 42% | 222 71% 9% | 345 66% 15% | 315 71% 13% | 552 69% 24% | 146 69% 6% | 746 68% 32% | 100 68% 4% | 470 64% 20% | 331 70% 14% |
| MEAN SCORE | | 3.79 | 3.76 | 3.69 | 3.76 | 3.90 | 3.79 | 3.89 M | 3.79 | 3.86 | 3.77 | 3.80 | 3.73 | 3.91 M |
| STD. DEVIATION | | 0.97 | 0.94 | 1.00 | 0.95 | 1.02 | 0.96 | 1.04 | 0.93 | 1.01 | 0.96 | 1.04 | 0.96 | 1.04 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL | AGE | | | | | | | | | | | | |
|---------------------------|-----|---------------------|-------------------------|--------------------------|--------------------------|--------------------------|-------------------------|-------------------------------|-------------------------|------------------------|-------------------------|-------------------------|------------------------|------------------------|-------------------------|
| | | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| UNWEIGHTED TOTAL | | 3489 100% | 367 11% | 553 16% | 581 17% | 541 16% | 559 16% | 515 15% | 373 11% | 920 26% | 1681 48% | 888 25% | 920 26% | 1122 32% | 1447 41% |
| WEIGHTED TOTAL | | 3473 100% | 444 13% | 538 15% | 650 19% | 598 17% | 523 15% | 384 11% | 336 10% | 982 28% | 1771 51% | 720 21% | 982 28% | 1249 36% | 1243 36% |
| 1. EXTREMELY DISSATISFIED | (1) | 161 5% 100% | 11 3% 7% | 16 3% 10% | 23 4% 15% | 23 4% 14% | 28 5% 18% A | 37 10% 23% ABC DE | 22 7% 14% ABC | 27 3% 17% | 75 4% 47% | 59 8% 37% HI | 27 3% 17% | 47 4% 29% | 87 7% 54% KL |
| 2 | (2) | 397 11% 100% | 42 9% 11% | 57 11% 14% | 57 9% 14% | 73 12% 18% | 68 13% 17% C | 51 13% 13% C | 50 15% 12% AC | 99 10% 25% | 198 11% 50% | 100 14% 25% H | 99 10% 25% | 130 10% 33% | 168 14% 42% KL |
| 3 | (3) | 963 28% 100% | 147 33% 15% BD | 141 26% 15% | 179 28% 19% | 133 22% 14% | 153 29% 16% D | 115 30% 12% D | 96 29% 10% D | 288 29% 30% | 465 26% 48% | 211 29% 22% | 288 29% 30% L | 312 25% 32% | 363 29% 38% L |
| 4 | (4) | 1266 36% 100% | 174 39% 14% FG | 236 44% 19% EFG | 248 38% 20% FG | 234 39% 19% FG | 173 33% 14% | 108 28% 9% | 92 27% 7% | 410 42% 32% J | 656 37% 52% J | 200 28% 16% M | 410 42% 32% M | 482 39% 38% M | 374 30% 30% |
| 5. EXTREMELY SATISFIED | (5) | 687 20% 100% | 70 16% 10% | 89 17% 13% | 142 22% 21% AB | 135 23% 20% AB | 101 19% 15% | 74 19% 11% | 76 23% 11% AB | 159 16% 23% | 379 21% 55% H | 149 21% 22% H | 159 16% 23% | 278 22% 40% K | 250 20% 36% K |
| DON'T KNOW | | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| 1 OR 2 | | 557 16% 100% | 53 12% 10% | 72 13% 13% | 81 12% 14% | 96 16% 17% | 96 18% 17% ABC | 88 23% 16% ABC D | 72 21% 13% ABC | 125 13% 22% | 272 15% 49% | 160 22% 29% HI | 125 13% 22% | 177 14% 32% | 255 21% 46% KL |
| 4 OR 5 | | 1953 56% 100% | 244 55% 12% F | 325 60% 17% EFG | 391 60% 20% EFG | 370 62% 19% EFG | 274 52% 14% | 182 47% 9% | 168 50% 9% | 569 58% 29% J | 1034 58% 53% J | 350 49% 18% | 569 58% 29% M | 760 61% 39% M | 624 50% 32% |
| MEAN SCORE | | 3.55 | 3.56 F | 3.61 FG | 3.66 EF G | 3.64 EF G | 3.48 | 3.34 | 3.45 | 3.59 J | 3.60 J | 3.39 | 3.59 M | 3.65 M | 3.43 |
| STD. DEVIATION | | 1.07 | 0.95 | 0.98 | 1.03 | 1.08 | 1.10 | 1.21 | 1.18 | 0.97 | 1.07 | 1.19 | 0.97 | 1.05 | 1.16 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL (N) | AGE | | | | | | | | | | | | |
|-----------------------------|-----|---------------------------------|------------------------|------------------------|-------------------|------------------------|-------------------|-----------------------|-----------------------|------------------------|--------------------|------------------------|------------------------|------------------------|------------------------|
| | | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| UNWEIGHTED TOTAL | | 3489 100% | 367 11% | 553 16% | 581 17% | 541 16% | 559 16% | 515 15% | 373 11% | 920 26% | 1681 48% | 888 25% | 920 26% | 1122 32% | 1447 41% |
| WEIGHTED TOTAL | | 3473 100% | 444 13% | 538 15% | 650 19% | 598 17% | 523 15% | 384 11% | 336 10% | 982 28% | 1771 51% | 720 21% | 982 28% | 1249 36% | 1243 36% |
| 1 EXTREMELY DISSATISFIED | (1) | 161 5% 100% HK | 11 3% 7% | 16 3% 10% | 23 4% 15% | 23 4% 14% | 28 5% 18% | 37 10% 23% N | 22 7% 14% | 27 3% 17% | 75 4% 47% | 59 8% 37% N | 27 3% 17% | 47 4% 29% | 87 7% 54% N |
| 2 | (2) | 397 11% 100% | 42 9% 11% | 57 11% 14% | 57 9% 14% | 73 12% 18% | 68 13% 17% | 51 13% 12% | 50 15% 12% | 99 10% 25% | 198 11% 50% | 100 14% 25% | 99 10% 25% | 130 10% 33% | 168 14% 42% |
| 3 | (3) | 963 28% 100% D | 147 33% 15% N | 141 26% 15% | 179 28% 19% | 133 22% 14% | 153 29% 16% | 115 30% 12% | 96 29% 10% | 288 29% 30% | 465 26% 48% | 211 29% 22% | 288 29% 30% | 312 25% 32% | 363 29% 38% |
| 4 | (4) | 1266 36% 100% FGJ M | 174 39% 14% | 236 44% 19% N | 248 38% 20% | 234 39% 19% | 173 33% 14% | 108 28% 9% | 92 27% 7% | 410 42% 32% N | 656 37% 32% | 200 28% 16% | 410 42% 32% N | 482 39% 38% | 374 30% 30% |
| 5 EXTREMELY SATISFIED | (5) | 687 20% 100% HK | 70 16% 10% | 89 17% 13% | 142 22% 21% | 135 23% 20% | 101 19% 15% | 74 19% 11% | 76 23% 11% | 159 16% 23% | 379 21% 55% | 149 21% 22% | 159 16% 23% | 278 22% 40% | 250 20% 36% |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 557 16% 100% CHK | 53 12% 10% | 72 13% 13% | 81 12% 14% | 96 16% 17% | 96 18% 17% | 88 23% 16% N | 72 21% 13% N | 125 13% 22% | 272 15% 49% | 160 22% 29% N | 125 13% 22% | 177 14% 32% | 255 21% 46% N |
| 4 OR 5 | | 1953 56% 100% FGJ M | 244 55% 12% | 325 60% 17% | 391 60% 20% | 370 62% 19% N | 274 52% 14% | 182 47% 9% | 168 50% 9% | 569 58% 29% | 1034 58% 53% | 350 49% 18% | 569 58% 29% | 760 61% 39% N | 624 50% 32% |
| MEAN SCORE | | 3.55 FJ M | 3.56 | 3.61 | 3.66 N | 3.64 | 3.48 | 3.34 | 3.45 | 3.59 | 3.60 | 3.39 | 3.59 | 3.65 N | 3.43 |
| STD. DEVIATION | | 1.07 | 0.95 | 0.98 | 1.03 | 1.08 | 1.10 | 1.21 | 1.18 | 0.97 | 1.07 | 1.19 | 0.97 | 1.05 | 1.16 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | TOTAL | SEX | | SEX/AGE | | | | | |
|-----------------------------|---------------------|------------------------|------------------------|--------------------------|-------------------------------|------------------------|-------------------------|-------------------------|----------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3489 100% | 1562 45% | 1927 55% | 391 11% | 480 14% | 691 20% | 529 15% | 642 18% | 756 22% |
| WEIGHTED TOTAL | 3473 100% | 1651 48% | 1823 52% | 481 14% | 611 18% | 558 16% | 500 14% | 637 18% | 685 20% |
| 1 EXTREMELY DISSATISFIED | 161 5% 100% | 64 4% 40% | 96 5% 60% | 12 3% 8% | 23 4% 14% | 29 5% 18% C | 14 3% 9% | 23 4% 15% | 58 9% 36% CDEFG |
| 2 | 397 11% 100% | 152 9% 38% | 245 13% 62% A | 48 10% 12% | 42 7% 11% | 62 11% 16% D | 51 10% 13% | 88 14% 22% D | 106 15% 27% CDEF |
| 3 | 963 28% 100% | 448 27% 47% | 515 28% 53% | 135 28% 14% | 146 24% 15% | 167 30% 17% D | 152 30% 16% D | 166 26% 17% | 197 29% 20% |
| 4 | 1266 36% 100% | 642 39% 51% B | 624 34% 49% | 208 43% 16% EGH | 252 41% 20% EH | 182 33% 14% | 201 40% 16% EH | 230 36% 18% H | 192 28% 15% |
| 5 EXTREMELY SATISFIED | 687 20% 100% | 344 21% 50% | 343 19% 50% | 78 16% 11% | 148 24% 22% CF | 119 21% 17% F | 81 16% 12% | 130 20% 19% | 131 19% 19% |
| DON'T KNOW | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | 557 16% 100% | 217 13% 39% | 341 19% 61% A | 60 12% 11% | 66 11% 12% | 91 16% 16% D | 65 13% 12% | 111 17% 20% CD | 164 24% 30% CDEFG |
| 4 OR 5 | 1953 56% 100% | 986 60% 50% B | 967 53% 50% | 286 59% 15% H | 400 65% 20% EFG H | 300 54% 15% H | 283 56% 14% H | 360 57% 18% H | 324 47% 17% |
| MEAN SCORE | 3.55 | 3.64 B | 3.48 | 3.61 H | 3.75 CE FGH | 3.54 H | 3.57 H | 3.56 H | 3.34 |
| STD. DEVIATION | 1.07 | 1.03 | 1.10 | 0.96 | 1.02 | 1.10 | 0.97 | 1.07 | 1.20 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|-----------------------------|---------------------------|------------------------|------------------------|------------------------|------------------------|--------------------|------------------------|------------------------|------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3489 100% | 1562 45% | 1927 55% | 391 11% | 480 14% | 691 20% | 529 15% | 642 18% | 756 22% |
| WEIGHTED TOTAL | 3473 100% | 1651 48% | 1823 52% | 481 14% | 611 18% | 558 16% | 500 14% | 637 18% | 685 20% |
| 1 EXTREMELY DISSATISFIED | 161 5% 100% | 64 4% 40% | 96 5% 60% | 12 3% 8% | 23 4% 14% | 29 5% 18% | 14 3% 9% | 23 4% 15% | 58 9% 36% I |
| 2 | 397 11% 100% AD | 152 9% 38% | 245 13% 62% I | 48 10% 12% | 42 7% 11% | 62 11% 16% | 51 10% 13% | 88 14% 22% | 106 15% 27% I |
| 3 | 963 28% 100% | 448 27% 47% | 515 28% 53% | 135 28% 14% | 146 24% 15% | 167 30% 17% | 152 30% 16% | 166 26% 17% | 197 29% 20% |
| 4 | 1266 36% 100% H | 642 39% 51% | 624 34% 49% | 208 43% 16% I | 252 41% 20% | 182 33% 14% | 201 40% 16% | 230 36% 18% | 192 28% 15% |
| 5 EXTREMELY SATISFIED | 687 20% 100% | 344 21% 50% | 343 19% 50% | 78 16% 11% | 148 24% 22% I | 119 21% 17% | 81 16% 12% | 130 20% 19% | 131 19% 19% |
| DON'T KNOW | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | 557 16% 100% AD | 217 13% 39% | 341 19% 61% I | 60 12% 11% | 66 11% 12% | 91 16% 16% | 65 13% 12% | 111 17% 20% | 164 24% 30% I |
| 4 OR 5 | 1953 56% 100% BH | 986 60% 50% I | 967 53% 50% | 286 59% 15% | 400 65% 20% I | 300 54% 15% | 283 56% 14% | 360 57% 18% | 324 47% 17% |
| MEAN SCORE | 3.55 BH | 3.64 I | 3.48 | 3.61 | 3.75 I | 3.54 | 3.57 | 3.56 | 3.34 |
| STD. DEVIATION | 1.07 | 1.03 | 1.10 | 0.96 | 1.02 | 1.10 | 0.97 | 1.07 | 1.20 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | SEG | | | | | | | | | | NATION | | | | ETHNICITY | |
|-----------------------------|-----|---------------------|-----------------|------------------------------|-------------------|------------------------|-------------------|-------------------|-------------------|--------------------|-------------------|------------------------|------------------------|------------------------------------|-----------------------|-----------------------------|--|
| | | TOTAL | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | | 3489 100% | 105 3% | 592 17% | 892 26% | 684 20% | 503 14% | 713 20% | 697 20% | 1576 45% | 1216 35% | 3012 86% | 218 6% | 94 3% | 165 5% | 2976 85% | 286 8% |
| WEIGHTED TOTAL | | 3473 100% | 116* 3% | 612 18% | 1048 30% | 735 21% | 449 13% | 513 15% | 728 21% | 1783 51% | 962 28% | 2923 84% | 294 8% | 100* 3% | 156 5% | 2963 85% | 286 8% |
| 1 EXTREMELY DISSATISFIED | (1) | 161 5% 100% | 5 4% 3% | 25 4% 15% | 46 4% 28% | 33 4% 20% | 19 4% 12% | 33 6% 21% | 30 4% 19% | 79 4% 49% | 52 5% 32% | 140 5% 87% | 8 3% 5% | 4 4% 3% | 9 6% 6% | 141 5% 88% | 8 3% 5% |
| 2 | (2) | 397 11% 100% | 17 15% 4% | 63 10% 16% | 131 13% 33% | 75 10% 19% | 55 12% 14% | 55 11% 14% | 80 11% 20% | 206 12% 52% | 111 11% 28% | 350 12% 88% | 25 8% 6% | 11 11% 3% | 11 7% 3% | 348 12% 88% | 26 9% 7% |
| 3 | (3) | 963 28% 100% | 24 21% 2% | 195 32% 20% AD F | 293 28% 30% | 188 26% 20% | 128 28% 13% | 135 26% 14% | 218 30% 23% | 481 28% 50% | 263 27% 27% | 818 28% 85% | 76 28% 8% | 34 34% 3% | 36 23% 4% | 813 27% 84% | 84 29% 9% |
| 4 | (4) | 1266 36% 100% | 48 41% 4% | 217 36% 17% | 370 35% 29% | 294 40% 23% F | 164 36% 13% | 173 34% 14% | 265 36% 21% | 664 37% 52% | 336 35% 27% | 1059 36% 84% | 127 43% 10% L | 27 27% 2% | 54 35% 4% | 1054 36% 83% | 115 40% 9% |
| 5 EXTREMELY SATISFIED | (5) | 687 20% 100% | 22 19% 3% | 113 18% 16% | 208 20% 30% | 145 20% 21% | 84 19% 12% | 117 23% 17% | 135 18% 20% | 352 20% 51% | 200 21% 29% | 557 19% 81% | 59 20% 9% | 24 24% 4% | 46 30% 7% JK | 608 21% 88% | 53 18% 8% |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 557 16% 100% | 23 19% 4% | 87 14% 16% | 177 17% 32% | 108 15% 19% | 74 17% 13% | 89 17% 16% | 110 15% 20% | 285 16% 51% | 163 17% 29% | 490 17% 88% K | 32 11% 6% | 15 15% 3% | 20 13% 4% | 489 16% 88% | 35 12% 6% |
| 4 OR 5 | | 1953 56% 100% | 70 60% 4% | 330 54% 17% | 578 55% 30% | 439 60% 22% | 247 55% 13% | 289 56% 15% | 400 55% 20% | 1016 57% 52% | 537 56% 27% | 1616 55% 83% | 186 63% 10% J | 51 51% 3% | 101 64% 5% J | 1662 56% 85% | 167 59% 9% |
| MEAN SCORE | | 3.55 | 3.55 | 3.54 | 3.54 | 3.60 | 3.53 | 3.55 | 3.54 | 3.56 | 3.54 | 3.53 | 3.70 J | 3.56 | 3.75 J | 3.55 | 3.62 |
| STD. DEVIATION | | 1.07 | 1.09 | 1.03 | 1.08 | 1.05 | 1.06 | 1.14 | 1.04 | 1.07 | 1.10 | 1.08 | 0.97 | 1.11 | 1.13 | 1.09 | 0.98 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | URBAN | | | | | | |
|-----------------------------|-------------------------|-------------------------------|--|------------------------|------------------------|----------------------------|--------------------------|------------------------|
| | TOTAL | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| UNWEIGHTED TOTAL | 3489 100% | 1060 30% | 672 19% | 388 11% | 1803 52% | 569 16% | 117 3% | 2863 82% |
| WEIGHTED TOTAL | 3473 100% | 1020 29% | 653 19% | 367 11% | 1807 52% | 586 17% | 113* 3% | 2827 81% |
| 1 EXTREMELY DISSATISFIED | (1) 161 5% 100% | 55 5% 34% C | 46 7% 29% CDEG | 9 2% 5% | 81 4% 50% | 21 4% 13% | 5 4% 3% | 136 5% 85% C |
| 2 | (2) 397 11% 100% | 116 11% 29% | 70 11% 18% | 46 13% 12% | 208 12% 52% | 67 11% 17% | 8 7% 2% | 324 11% 82% |
| 3 | (3) 963 28% 100% | 288 28% 30% | 171 26% 18% | 116 32% 12% | 511 28% 53% | 153 26% 16% | 30 26% 3% | 799 28% 83% |
| 4 | (4) 1266 36% 100% | 387 38% 31% | 235 36% 19% | 152 42% 12% E | 661 36% 51% | 200 34% 16% | 36 32% 3% | 1038 37% 82% |
| 5 EXTREMELY SATISFIED | (5) 687 20% 100% | 174 17% 25% C | 131 20% 19% C | 43 12% 6% | 356 20% 52% C | 146 25% 21% ACDGF | 34 30% 5% ABCDG | 530 19% 77% C |
| DON'T KNOW | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | 557 16% 100% | 171 17% 31% | 117 18% 21% | 55 15% 10% | 289 16% 52% | 88 15% 16% | 12 11% 2% | 461 16% 83% |
| 4 OR 5 | 1953 56% 100% | 561 55% 29% | 365 56% 19% | 195 53% 10% | 1007 56% 52% | 346 59% 18% | 70 63% 4% | 1568 55% 80% |
| MEAN SCORE | 3.55 | 3.50 | 3.51 | 3.48 | 3.55 | 3.65 ABCG | 3.78 ABCDG | 3.53 |
| STD. DEVIATION | 1.07 | 1.07 | 1.14 | 0.94 | 1.07 | 1.08 | 1.08 | 1.07 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|--------------------------|-----|---------------------|--------------------------|------------------------|------------------------|------------------------|----------------------|------------------------|------------------------|
| | | | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| UNWEIGHTED TOTAL | | 3489 100% | 486 14% | 574 16% | 1160 33% | 643 18% | 58 2% | 426 12% | 85 2% |
| WEIGHTED TOTAL | | 3473 100% | 454 13% | 567 16% | 1165 34% | 642 18% | 60* 2% | 441 13% | 85* 2% |
| 1 EXTREMELY DISSATISFIED | (1) | 161 5% 100% | 19 4% 12% | 36 6% 22% | 53 5% 33% | 28 4% 17% | 1 2% 1% | 16 4% 10% | 4 5% 2% |
| 2 | (2) | 397 11% 100% | 51 11% 13% | 66 12% 17% | 143 12% 36% | 66 10% 17% | 5 8% 1% | 54 12% 14% | 7 8% 2% |
| 3 | (3) | 963 28% 100% | 136 30% 14% | 152 27% 16% | 311 27% 32% | 200 31% 21% | 19 31% 2% | 114 26% 12% | 21 24% 2% |
| 4 | (4) | 1266 36% 100% | 192 42% 15% BDF | 195 34% 15% | 429 37% 34% | 222 35% 18% | 19 32% 2% | 154 35% 12% | 27 32% 2% |
| 5 EXTREMELY SATISFIED | (5) | 687 20% 100% | 56 12% 8% | 118 21% 17% A | 229 20% 33% A | 127 20% 19% A | 16 27% 2% A | 103 23% 15% A | 27 31% 4% ACD |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 557 16% 100% | 70 15% 13% | 102 18% 18% | 196 17% 35% | 93 15% 17% | 6 11% 1% | 70 16% 13% | 11 13% 2% |
| 4 OR 5 | | 1953 56% 100% | 248 55% 13% | 313 55% 16% | 658 56% 34% | 349 54% 18% | 35 58% 2% | 257 58% 13% | 53 63% 3% |
| MEAN SCORE | | 3.55 | 3.47 | 3.52 | 3.55 | 3.55 | 3.72 | 3.62 A | 3.76 A |
| STD. DEVIATION | | 1.07 | 0.99 | 1.13 | 1.08 | 1.05 | 1.02 | 1.08 | 1.12 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL (T) | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|-----------------------------|-----|---------------------|-----------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|-------------------|--------------------|---------------------|------------------------------------|----------------------|-----------------------------|--|
| | | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | | 3489 100% | 105 3% | 592 17% | 892 26% | 684 20% | 503 14% | 713 20% | 697 20% | 1576 45% | 1216 35% | 3012 86% | 218 6% | 94 3% | 165 5% | 2976 85% | 286 8% |
| WEIGHTED TOTAL | | 3473 100% | 116* 3% | 612 18% | 1048 30% | 735 21% | 449 13% | 513 15% | 728 21% | 1783 51% | 962 28% | 2923 84% | 294 8% | 100* 3% | 156 5% | 2963 85% | 286 8% |
| | | | . | | | | | | | | | | | . | | | |
| 1 EXTREMELY DISSATISFIED | (1) | 161 5% 100% | 5 4% 3% | 25 4% 15% | 46 4% 28% | 33 4% 20% | 19 4% 12% | 33 6% 21% | 30 4% 19% | 79 4% 49% | 52 5% 32% | 140 5% 87% | 8 3% 5% | 4 4% 3% | 9 6% 6% | 141 5% 88% | 8 3% 5% |
| 2 | (2) | 397 11% 100% | 17 15% 4% | 63 10% 16% | 131 13% 33% | 75 10% 19% | 55 12% 14% | 55 11% 14% | 80 11% 20% | 206 12% 52% | 111 11% 28% | 350 12% 88% | 25 8% 6% | 11 11% 3% | 11 7% 3% | 348 12% 88% | 26 9% 7% |
| 3 | (3) | 963 28% 100% | 24 21% 2% | 195 32% 20% | 293 28% 30% | 188 26% 20% | 128 28% 13% | 135 26% 14% | 218 30% 23% | 481 27% 50% | 263 27% 27% | 818 28% 85% | 76 26% 8% | 34 34% 3% | 36 23% 4% | 813 27% 84% | 84 29% 9% |
| 4 | (4) | 1266 36% 100% | 48 41% 4% | 217 36% 17% | 370 35% 29% | 294 40% 23% | 164 36% 13% | 173 34% 14% | 265 36% 21% | 664 37% 52% | 336 35% 27% | 1059 36% 84% | 127 43% 10% | 27 27% 2% | 54 35% 4% | 1054 36% 83% | 115 40% 9% |
| 5 EXTREMELY SATISFIED | (5) | 687 20% 100% | 22 19% 3% | 113 18% 16% | 208 20% 30% | 145 20% 21% | 84 19% 12% | 117 23% 17% | 135 18% 20% | 352 20% 51% | 200 21% 29% | 557 19% 81% | 59 20% 9% | 24 24% 4% | 46 30% 7% T | 608 21% 88% | 53 18% 8% |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 557 16% 100% | 23 19% 4% | 87 14% 16% | 177 17% 32% | 108 15% 19% | 74 17% 13% | 89 17% 16% | 110 15% 20% | 285 16% 51% | 163 17% 29% | 490 17% 88% | 32 11% 6% | 15 15% 3% | 20 13% 4% | 489 16% 88% | 35 12% 6% |
| 4 OR 5 | | 1953 56% 100% | 70 60% 4% | 330 54% 17% | 578 55% 30% | 439 60% 22% | 247 55% 13% | 289 56% 15% | 400 55% 20% | 1016 57% 52% | 537 56% 27% | 1616 55% 83% | 186 63% 10% | 51 51% 3% | 101 64% 5% | 1662 56% 85% | 167 59% 9% |
| MEAN SCORE | | 3.55 | 3.55 | 3.54 | 3.54 | 3.60 | 3.53 | 3.55 | 3.54 | 3.56 | 3.54 | 3.53 | 3.70 | 3.56 | 3.75 T | 3.55 | 3.62 |
| STD. DEVIATION | | 1.07 | 1.09 | 1.03 | 1.08 | 1.05 | 1.06 | 1.14 | 1.04 | 1.07 | 1.10 | 1.08 | 0.97 | 1.11 | 1.13 | 1.09 | 0.98 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL (H) | URBAN | | | | | | |
|-----------------------------|-----|-------------------------|----------------------------------|---|-----------------------|--------------------|------------------------|----------------------|--------------------|
| | | | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| UNWEIGHTED TOTAL | | 3489 100% | 1060 30% | 672 19% | 388 11% | 1803 52% | 569 16% | 117 3% | 2863 82% |
| WEIGHTED TOTAL | | 3473 100% | 1020 29% | 653 19% | 367 11% | 1807 52% | 586 17% | 113* 3% | 2827 81% |
| 1 EXTREMELY DISSATISFIED | (1) | 161 5% 100% | 55 5% 34% | 46 7% 29% H | 9 2% 5% | 81 4% 50% | 21 4% 13% | 5 4% 3% | 136 5% 85% |
| 2 | (2) | 397 11% 100% | 116 11% 29% | 70 11% 18% | 46 13% 12% | 208 12% 52% | 67 11% 17% | 8 7% 2% | 324 11% 82% |
| 3 | (3) | 963 28% 100% | 288 28% 30% | 171 26% 18% | 116 32% 12% | 511 28% 53% | 153 26% 16% | 30 26% 3% | 799 28% 83% |
| 4 | (4) | 1266 36% 100% | 387 38% 31% | 235 36% 19% | 152 42% 12% | 651 36% 51% | 200 34% 16% | 36 32% 3% | 1038 37% 82% |
| 5 EXTREMELY SATISFIED | (5) | 687 20% 100% C | 174 17% 25% | 131 20% 19% | 43 12% 6% | 356 20% 52% | 146 25% 21% H | 34 30% 5% H | 530 19% 77% |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 557 16% 100% | 171 17% 31% | 117 18% 21% | 55 15% 10% | 289 16% 52% | 88 15% 16% | 12 11% 2% | 461 16% 83% |
| 4 OR 5 | | 1953 56% 100% | 561 55% 29% | 365 56% 19% | 195 53% 10% | 1007 56% 52% | 346 59% 18% | 70 63% 4% | 1568 55% 80% |
| MEAN SCORE | | 3.55 | 3.50 | 3.51 | 3.48 | 3.55 | 3.65 | 3.78 H | 3.53 |
| STD. DEVIATION | | 1.07 | 1.07 | 1.14 | 0.94 | 1.07 | 1.08 | 1.08 | 1.07 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | | |
|------------------------------|-----|-------------------------|------------------------|-------------------|-------------------|-------------------|-----------------|-------------------|----------------------|
| | | | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| UNWEIGHTED TOTAL | | 3489 100% | 486 14% | 574 16% | 1160 33% | 643 18% | 58 2% | 426 12% | 85 2% |
| WEIGHTED TOTAL | | 3473 100% | 454 13% | 567 16% | 1165 34% | 642 18% | 60* 2% | 441 13% | 85* 2% |
| 1. EXTREMELY DISSATISFIED | (1) | 161 5% 100% | 19 4% 12% | 36 6% 22% | 53 5% 33% | 28 4% 17% | 1 2% 1% | 16 4% 10% | 4 5% 2% |
| 2 | (2) | 397 11% 100% | 51 11% 13% | 66 12% 17% | 143 12% 36% | 66 10% 17% | 5 8% 1% | 54 12% 14% | 7 8% 2% |
| 3 | (3) | 963 28% 100% | 136 30% 14% | 152 27% 16% | 311 27% 32% | 200 31% 21% | 19 31% 2% | 114 26% 12% | 21 24% 2% |
| 4 | (4) | 1266 36% 100% | 192 42% 15% H | 195 34% 15% | 429 37% 34% | 222 35% 18% | 19 32% 2% | 154 35% 12% | 27 32% 2% |
| 5. EXTREMELY SATISFIED | (5) | 687 20% 100% A | 56 12% 8% | 118 21% 17% | 229 20% 33% | 127 20% 19% | 16 27% 2% | 103 23% 15% | 27 31% 4% H |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 557 16% 100% | 70 15% 13% | 102 18% 18% | 196 17% 35% | 93 15% 17% | 6 11% 1% | 70 16% 13% | 11 13% 2% |
| 4 OR 5 | | 1953 56% 100% | 248 55% 13% | 313 55% 16% | 658 56% 34% | 349 54% 18% | 35 58% 2% | 257 58% 13% | 53 63% 3% |
| MEAN SCORE | | 3.55 | 3.47 | 3.52 | 3.55 | 3.55 | 3.72 | 3.62 | 3.76 |
| STD. DEVIATION | | 1.07 | 0.99 | 1.13 | 1.08 | 1.05 | 1.02 | 1.08 | 1.12 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------------|---------------------|-------------------------|------------------------|--------------------------|-------------------------|------------------------|------------------------|------------------------|--------------------------|--------------------------|-------------------------|--------------------------|-------------------------|---------------------------|---------------------------|--------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3489 100% | 340 10% | 357 10% | 738 21% | 838 24% | 484 14% | 732 21% | 131 4% | 430 12% | 359 10% | 238 7% | 542 16% | 342 10% | 328 9% | 604 17% | 515 15% |
| WEIGHTED TOTAL | 3473 100% | 365 10% | 364 10% | 877 25% | 905 26% | 409 12% | 553 16% | 146 4% | 522 15% | 314 9% | 292 8% | 689 20% | 268 8% | 290 8% | 572 16% | 381 11% |
| 1 EXTREMELY DISSATISFIED | 161 5% 100% | 11 3% 7% | 18 5% 11% | 35 4% 22% | 43 6% 27% | 18 4% 11% | 35 6% 22% A | 7 4% 4% | 15 3% 10% | 5 2% 3% | 6 2% 4% | 24 3% 15% | 17 6% 10% HIJK | 17 6% 11% U | 39 7% 24% HIJK | 31 8% 19% HIJK |
| 2 | 397 11% 100% | 28 8% 7% | 52 14% 13% AC | 79 9% 20% | 128 14% 32% AC | 46 11% 12% | 65 12% 16% | 14 9% 3% | 52 10% 13% | 33 10% 8% | 27 9% 7% | 75 11% 19% | 28 11% 7% | 39 14% 10% | 79 14% 20% | 50 13% 13% |
| 3 | 963 28% 100% | 105 29% 11% | 114 31% 12% | 234 27% 24% | 248 27% 26% | 109 27% 11% | 154 28% 16% | 41 28% 4% | 146 28% 15% | 101 32% 10% KO | 76 26% 8% | 169 25% 18% | 67 25% 7% | 101 35% 10% JKLO | 167 29% 17% | 95 25% 10% |
| 4 | 1266 36% 100% | 150 41% 12% BD | 115 32% 9% | 352 40% 28% BDE | 312 34% 25% | 140 34% 11% | 197 36% 16% | 65 44% 5% MNO | 219 42% 17% MNO | 126 40% 10% MNO | 116 40% 9% MNO | 270 39% 21% MNO | 96 36% 8% | 84 29% 7% | 175 31% 14% | 114 30% 9% |
| 5 EXTREMELY SATISFIED | 687 20% 100% | 70 19% 10% | 64 18% 9% | 177 20% 26% | 175 19% 25% | 97 24% 14% B | 104 19% 15% | 20 13% 3% | 90 17% 13% | 50 16% 7% | 67 23% 10% G | 151 22% 22% GI | 60 22% 9% GI | 48 17% 7% | 111 19% 16% | 91 24% 13% GHIM |
| DON'T KNOW | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | 557 16% 100% | 39 11% 7% | 71 19% 13% AC | 114 13% 20% | 171 19% 31% AC | 63 15% 11% | 99 18% 18% AC | 20 14% 4% | 67 13% 12% | 38 12% 7% | 33 11% 6% | 99 14% 18% | 45 17% 8% | 57 20% 10% HIJK | 118 21% 21% HIJK | 80 21% 14% HIJK |
| 4 OR 5 | 1953 56% 100% | 221 60% 11% B | 179 49% 9% | 529 60% 27% BDF | 487 54% 25% | 236 58% 12% B | 300 54% 15% | 85 58% 4% M | 309 59% 16% MN | 175 56% 9% M | 183 63% 9% MNO | 421 61% 22% MNO | 156 58% 8% MNO | 132 46% 7% | 287 50% 15% | 205 54% 10% M |
| MEAN SCORE | 3.55 | 3.66 BDF | 3.42 | 3.64 BDF | 3.50 | 3.62 B | 3.49 | 3.53 | 3.60 MN | 3.58 MN | 3.72 MNO | 3.65 MNO | 3.58 M | 3.37 | 3.42 | 3.48 |
| STD. DEVIATION | 1.07 | 0.98 | 1.09 | 1.03 | 1.10 | 1.09 | 1.11 | 0.99 | 0.98 | 0.93 | 0.98 | 1.05 | 1.13 | 1.09 | 1.15 | 1.21 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------------|-----|----------------------------|---------------------|-----------------------|-----------------------|-------------------------|---------------------|-----------------------|----------------------|------------------------|----------------------|----------------------|------------------------|----------------------|------------------------|------------------------|-----------------------|
| | | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | | 3489 100% | 340 10% | 357 10% | 738 21% | 838 24% | 484 14% | 732 21% | 131 4% | 430 12% | 359 10% | 238 7% | 542 16% | 342 10% | 328 9% | 604 17% | 515 15% |
| WEIGHTED TOTAL | | 3473 100% | 365 10% | 364 10% | 877 25% | 905 26% | 409 12% | 553 16% | 146 4% | 522 15% | 314 9% | 292 8% | 689 20% | 268 8% | 290 8% | 572 16% | 381 11% |
| 1 EXTREMELY DISSATISFIED | (1) | 161 5% 100% I | 11 3% 7% | 18 5% 11% | 35 4% 22% | 43 6% 27% | 18 4% 11% | 35 6% 22% | 7 4% 4% | 15 3% 10% | 5 2% 3% | 6 2% 4% | 24 3% 15% | 17 6% 10% | 17 6% 11% | 39 7% 24% P | 31 8% 19% P |
| 2 | (2) | 397 11% 100% A | 28 8% 7% | 52 14% 13% | 79 9% 20% | 128 14% 32% P | 46 11% 12% | 65 12% 16% | 14 9% 3% | 52 10% 13% | 33 10% 8% | 27 9% 7% | 75 11% 19% | 28 11% 7% | 39 14% 10% | 79 14% 20% | 50 13% 13% |
| 3 | (3) | 963 28% 100% A | 105 29% 11% | 114 31% 12% | 234 27% 24% | 248 27% 26% | 109 27% 11% | 154 28% 16% | 41 28% 4% | 146 28% 15% | 101 32% 10% | 76 26% 8% | 169 25% 18% | 67 25% 7% | 101 35% 10% P | 167 29% 17% | 95 25% 10% |
| 4 | (4) | 1266 36% 100% MNO | 150 41% 12% | 115 32% 9% | 352 40% 28% | 312 34% 25% | 140 34% 11% | 197 36% 16% | 65 44% 5% | 219 42% 17% P | 126 40% 10% | 116 40% 9% | 270 39% 21% | 96 36% 8% | 84 29% 7% | 175 31% 14% | 114 30% 9% |
| 5 EXTREMELY SATISFIED | (5) | 687 20% 100% A | 70 19% 10% | 64 18% 9% | 177 20% 26% | 175 19% 25% | 97 24% 14% | 104 19% 15% | 20 13% 3% | 90 17% 13% | 50 16% 7% | 67 23% 10% | 151 22% 22% | 60 22% 9% | 48 17% 7% | 111 19% 16% | 91 24% 13% P |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 557 16% 100% A | 39 11% 7% | 71 19% 13% | 114 13% 20% | 171 19% 31% | 63 15% 11% | 99 18% 18% | 20 14% 4% | 67 13% 12% | 38 12% 7% | 33 11% 6% | 99 14% 18% | 45 17% 8% | 57 20% 10% | 118 21% 21% P | 80 21% 14% P |
| 4 OR 5 | | 1953 56% 100% BMN | 221 60% 11% | 179 49% 9% | 529 60% 27% | 487 54% 25% | 236 58% 12% | 300 54% 15% | 85 58% 4% | 309 59% 16% | 175 56% 9% | 183 63% 9% | 421 61% 22% | 156 58% 8% | 132 46% 7% | 287 50% 15% | 205 54% 10% |
| MEAN SCORE | | 3.55 BMN | 3.66 | 3.42 | 3.64 | 3.50 | 3.62 | 3.49 | 3.53 | 3.60 | 3.58 | 3.72 P | 3.65 | 3.58 | 3.37 | 3.42 | 3.48 |
| STD. DEVIATION | | 1.07 | 0.98 | 1.09 | 1.03 | 1.10 | 1.09 | 1.11 | 0.99 | 0.98 | 0.93 | 0.98 | 1.05 | 1.13 | 1.09 | 1.15 | 1.21 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--------------------------|---------------------|-----------------------------|----------------------------|-----------------|--|------------------------|-----------------------|-------------------|------------------------------------|-----------------------|---------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3489 100% | 655 19% | 2815 81% | 179 5% | 2524 72% | 965 28% | 313 9% | 495 14% | 2650 76% | 526 15% | 344 10% |
| WEIGHTED TOTAL | 3473 100% | 547 16% | 2909 84% | 153 4% | 2643 76% | 830 24% | 262 8% | 459 13% | 2729 79% | 483 14% | 285 8% |
| 1 EXTREMELY DISSATISFIED | 161 5% 100% | 35 6% 22% B | 123 4% 77% | 11 7% 7% | 104 4% 66% | 57 7% 35% D | 17 6% 10% | 22 5% 13% | 121 4% 75% | 23 5% 14% | 18 6% 11% |
| 2 | 397 11% 100% | 74 13% 19% | 323 11% 81% | 17 11% 4% | 301 11% 76% | 96 12% 24% | 31 12% 8% | 36 8% 9% | 330 12% 83% GI | 36 8% 9% | 31 11% 8% |
| 3 | 963 28% 100% | 146 27% 15% | 809 28% 84% | 40 26% 4% | 754 29% 78% | 209 25% 22% | 73 28% 8% | 133 29% 14% | 753 28% 78% | 138 28% 14% | 77 27% 8% |
| 4 | 1266 36% 100% | 165 30% 13% | 1095 38% 86% A | 53 35% 4% | 985 37% 78% | 281 34% 22% | 90 34% 7% | 172 37% 14% | 988 36% 78% | 188 39% 15% | 106 37% 8% |
| 5 EXTREMELY SATISFIED | 687 20% 100% | 128 23% 19% B | 559 19% 81% | 31 20% 4% | 499 19% 73% | 188 23% 27% D | 51 20% 7% | 97 21% 14% | 537 20% 78% | 99 20% 14% | 53 19% 8% |
| DON'T KNOW | - | - | - | - | - | - | - | - | - | - | - |
| 1 OR 2 | 557 16% 100% | 108 20% 19% B | 446 15% 80% | 29 19% 5% | 404 15% 73% | 153 18% 27% D | 47 18% 9% GI | 58 13% 10% | 451 17% 81% GI | 59 12% 11% | 49 17% 9% |
| 4 OR 5 | 1953 56% 100% | 293 54% 15% | 1654 57% 85% | 84 55% 4% | 1484 56% 76% | 469 56% 24% | 142 54% 7% | 269 58% 14% | 1525 56% 78% | 286 59% 15% | 160 56% 8% |
| MEAN SCORE | 3.55 | 3.51 | 3.56 | 3.49 | 3.56 | 3.54 | 3.49 | 3.62 | 3.55 | 3.63 | 3.51 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|----------------|--------------|-----------------------------|----------------------------|-----------------|--|-------------------|-------------------|-----------------|------------------------------------|-----------------------|---------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3473 100% | 547 16% | 2909 84% | 153 4% | 2643 76% | 830 24% | 262 8% | 459 13% | 2729 79% | 483 14% | 285 8% |
| STD. DEVIATION | 1.07 | 1.17 | 1.05 | 1.16 | 1.04 | 1.16 | 1.12 | 1.05 | 1.07 | 1.04 | 1.10 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|-----------------------------|-----|--------------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | | 3489 100% | 655 19% | 2815 81% | 179 5% | 2524 72% | 965 28% | 313 9% | 495 14% | 2650 76% | 526 15% | 344 10% |
| WEIGHTED TOTAL | | 3473 100% | 547 16% | 2909 84% | 153 4% | 2643 76% | 830 24% | 262 8% | 459 13% | 2729 79% | 483 14% | 285 8% |
| 1 EXTREMELY DISSATISFIED | (1) | 161 5% 100% | 35 6% 22% | 123 4% 77% | 11 7% 7% | 104 4% 66% | 57 7% 35% K | 17 6% 10% | 22 5% 13% | 121 4% 75% | 23 5% 14% | 18 6% 11% |
| 2 | (2) | 397 11% 100% GI | 74 13% 19% | 323 11% 81% | 17 11% 4% | 301 11% 76% | 96 12% 24% | 31 12% 8% | 36 8% 9% | 330 12% 83% | 36 8% 9% | 31 11% 8% |
| 3 | (3) | 963 28% 100% | 146 27% 15% | 809 28% 84% | 40 26% 4% | 754 29% 78% | 209 25% 22% | 73 28% 8% | 133 29% 14% | 753 28% 78% | 138 28% 14% | 77 27% 8% |
| 4 | (4) | 1266 36% 100% A | 165 30% 13% | 1095 38% 86% | 53 35% 4% | 985 37% 78% | 281 34% 22% | 90 34% 7% | 172 37% 14% | 988 36% 78% | 188 39% 15% | 106 37% 8% |
| 5 EXTREMELY SATISFIED | (5) | 687 20% 100% | 128 23% 19% K | 559 19% 81% | 31 20% 4% | 499 19% 73% | 188 23% 27% | 51 20% 7% | 97 21% 14% | 537 20% 78% | 99 20% 14% | 53 19% 8% |
| DON'T KNOW | | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 1 OR 2 | | 557 16% 100% I | 108 20% 19% K | 446 15% 80% | 29 19% 5% | 404 15% 73% | 153 18% 27% | 47 18% 9% | 58 13% 10% | 451 17% 81% | 59 12% 11% | 49 17% 9% |
| 4 OR 5 | | 1953 56% 100% | 293 54% 15% | 1654 57% 85% | 84 55% 4% | 1484 56% 76% | 469 56% 24% | 142 54% 7% | 269 58% 14% | 1525 56% 78% | 286 59% 15% | 160 56% 8% |
| MEAN SCORE | | 3.55 | 3.51 | 3.56 | 3.49 | 3.56 | 3.54 | 3.49 | 3.62 | 3.55 | 3.63 | 3.51 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---------------------------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL 3473 100% | 547 16% | 2909 84% | 153 4% | 2643 76% | 830 24% | 262 8% | 459 13% | 2729 79% | 483 14% | 285 8% |
| STD. DEVIATION 1.07 | 1.17 | 1.05 | 1.16 | 1.04 | 1.16 | 1.12 | 1.05 | 1.07 | 1.04 | 1.10 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|-----------------------------|-----|---------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|--------------------------|---------------------------|
| | | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | | 3489 100% | 619 18% | 78 2% | 1265 36% | 311 9% | 640 18% | 576 17% | 708 20% | 212 6% | 964 28% | 158 5% | 852 24% | 595 17% |
| WEIGHTED TOTAL | | 3473 100% | 653 19% | 75* 2% | 1466 42% | 316 9% | 523 15% | 439 13% | 785 23% | 197 6% | 1101 32% | 148 4% | 757 22% | 486 14% |
| 1 EXTREMELY DISSATISFIED | (1) | 161 5% 100% | 23 3% 14% | 7 10% 5% AC | 54 4% 34% | 25 8% 15% AC | 27 5% 17% | 25 6% 15% | 19 2% 12% | 8 4% 5% | 40 4% 25% | 6 4% 4% | 44 6% 28% GI | 43 9% 27% GHIK |
| 2 | (2) | 397 11% 100% | 73 11% 19% | 7 9% 2% | 178 12% 45% | 28 9% 7% | 49 9% 12% | 61 14% 15% DE | 79 10% 20% | 20 10% 5% | 115 10% 29% | 15 10% 4% | 108 14% 27% GI | 61 12% 15% |
| 3 | (3) | 963 28% 100% | 195 30% 20% | 23 31% 2% | 404 28% 42% | 77 24% 8% | 155 30% 16% | 108 25% 11% | 229 29% 24% J | 59 30% 6% | 284 26% 29% | 28 19% 3% | 241 32% 25% LJL | 122 25% 13% |
| 4 | (4) | 1266 36% 100% | 242 37% 19% | 24 32% 2% | 557 38% 44% | 107 34% 8% | 187 36% 15% | 149 34% 12% | 332 42% 26% KL | 78 39% 6% KL | 417 38% 33% KL | 65 44% 5% KL | 236 31% 19% | 138 28% 11% |
| 5 EXTREMELY SATISFIED | (5) | 687 20% 100% | 121 18% 18% | 14 19% 2% | 273 19% 40% | 79 25% 11% AC | 105 20% 15% | 95 22% 14% | 126 16% 18% | 33 17% 5% | 245 22% 36% GK | 33 22% 5% | 128 17% 19% | 122 25% 18% GHIK |
| DON'T KNOW | | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1 OR 2 | | 557 16% 100% | 96 15% 17% | 14 19% 3% | 232 16% 42% | 53 17% 9% | 77 15% 14% | 86 20% 15% AE | 98 12% 18% | 27 14% 5% | 155 14% 28% | 22 15% 4% | 152 20% 27% GI | 104 21% 19% GHI |
| 4 OR 5 | | 1953 56% 100% | 362 55% 19% | 38 50% 2% | 830 57% 43% | 186 59% 10% | 292 56% 15% | 244 54% 13% | 458 38% 23% K | 111 56% 6% | 662 60% 34% KL | 98 66% 5% KL | 364 48% 19% | 260 34% 13% |
| MEAN SCORE | | 3.55 | 3.56 | 3.41 | 3.56 | 3.59 | 3.56 | 3.52 | 3.60 | 3.55 | 3.65 | 3.69 | 3.39 | 3.49 |
| STD. DEVIATION | | 1.07 | 1.02 | 1.18 | 1.04 | 1.18 | 1.07 | 1.14 | 0.95 | 1.01 | 1.05 | 1.07 | 1.10 | 1.24 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST EXCLUDING DON'T KNOW

| | | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|-----------------------------|-----|---------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|-----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | | 3489 100% | 619 18% | 78 2% | 1265 36% | 311 9% | 640 18% | 576 17% | 708 20% | 212 6% | 964 28% | 158 5% | 852 24% | 595 17% |
| WEIGHTED TOTAL | | 3473 100% | 653 19% | 75* 2% | 1466 42% | 316 9% | 523 15% | 439 13% | 785 23% | 197 6% | 1101 32% | 148 4% | 757 22% | 486 14% |
| 1 EXTREMELY DISSATISFIED | (1) | 161 5% 100% G | 23 3% 14% | 7 10% 5% M | 54 4% 34% | 25 8% 15% M | 27 5% 17% | 25 6% 15% | 19 2% 12% | 8 4% 5% | 40 4% 25% | 6 4% 4% | 44 6% 28% | 43 9% 27% M |
| 2 | (2) | 397 11% 100% | 73 11% 19% | 7 9% 2% | 178 12% 45% | 28 9% 7% | 49 14% 12% | 61 14% 15% | 79 10% 20% | 20 10% 5% | 115 10% 29% | 15 10% 4% | 108 14% 27% M | 61 12% 15% |
| 3 | (3) | 963 28% 100% J | 195 30% 20% | 23 31% 2% | 404 28% 42% | 77 24% 8% | 155 30% 16% | 108 25% 11% | 229 29% 24% | 59 30% 6% | 284 26% 29% | 28 19% 3% | 241 32% 25% M | 122 25% 13% |
| 4 | (4) | 1266 36% 100% KL | 242 37% 19% | 24 32% 2% | 557 38% 44% | 107 34% 8% | 187 36% 15% | 149 34% 12% | 332 42% 26% M | 78 39% 6% | 417 38% 33% | 65 44% 5% | 236 31% 19% | 138 28% 11% |
| 5 EXTREMELY SATISFIED | (5) | 687 20% 100% G | 121 18% 18% | 14 19% 2% | 273 19% 40% | 79 25% 11% M | 105 20% 15% | 95 22% 14% | 126 16% 18% | 33 17% 5% | 245 22% 36% | 33 22% 5% | 128 17% 19% | 122 25% 18% M |
| DON'T KNOW | | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1 OR 2 | | 557 16% 100% G | 96 15% 17% | 14 19% 3% | 232 16% 42% | 53 17% 9% | 77 15% 14% | 86 20% 15% M | 98 12% 18% | 27 14% 5% | 155 14% 28% | 22 15% 4% | 152 20% 27% M | 104 21% 19% M |
| 4 OR 5 | | 1953 56% 100% K | 362 55% 19% | 38 50% 2% | 830 57% 43% | 186 59% 10% | 292 56% 15% | 244 56% 13% | 458 58% 23% | 111 56% 6% | 662 60% 34% M | 98 66% 6% M | 364 48% 19% | 260 54% 13% |
| MEAN SCORE | | 3.55 K | 3.56 | 3.41 | 3.56 | 3.59 | 3.56 | 3.52 | 3.60 | 3.55 | 3.65 M | 3.69 | 3.39 | 3.49 |
| STD. DEVIATION | | 1.07 | 1.02 | 1.18 | 1.04 | 1.18 | 1.07 | 1.14 | 0.95 | 1.01 | 1.05 | 1.07 | 1.10 | 1.24 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL | AGE | | | | | | | | | | | | |
|-----------------------------|-----|---------------------|-------------------------------|------------------------|------------------------|-------------------------|-------------------------|--------------------------|---------------------------------|------------------------|-------------------------|-------------------------|------------------------|------------------------|-------------------------|
| | | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| UNWEIGHTED TOTAL | | 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| WEIGHTED TOTAL | | 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 1 EXTREMELY DISSATISFIED | (1) | 256 7% 100% | 25 5% 10% | 37 7% 14% | 45 7% 18% | 54 9% 21% AG | 49 9% 19% AG | 28 7% 11% | 17 5% 7% | 62 6% 24% | 149 8% 58% H | 45 6% 18% | 62 6% 24% | 100 8% 39% | 94 7% 37% |
| 2 | (2) | 438 12% 100% | 40 8% 9% | 73 13% 17% A | 84 13% 19% | 85 14% 19% A | 69 13% 16% A | 53 13% 12% A | 34 10% 8% | 113 11% 26% | 238 13% 54% | 87 12% 20% | 113 11% 26% | 169 13% 39% | 156 12% 36% |
| 3 | (3) | 793 22% 100% | 101 21% 13% | 131 23% 16% | 155 23% 20% | 130 21% 16% | 120 22% 15% | 89 22% 11% | 66 19% 8% | 232 22% 29% | 406 22% 51% | 156 21% 20% | 232 22% 29% | 285 22% 36% | 276 21% 35% |
| 4 | (4) | 1194 33% 100% | 193 40% 16% DEF G | 190 34% 16% | 222 33% 19% | 195 32% 16% | 167 31% 14% | 119 30% 10% | 109 31% 9% | 382 37% 32% J | 584 32% 49% | 228 31% 19% | 382 37% 32% M | 416 33% 35% | 395 31% 33% |
| 5 EXTREMELY SATISFIED | (5) | 842 23% 100% | 111 23% 13% | 119 21% 14% | 134 20% 16% | 129 21% 15% | 121 23% 14% | 108 27% 13% BCD | 120 35% 14% ABC DEF | 230 22% 27% | 384 21% 46% | 228 31% 27% HI | 230 22% 27% | 263 21% 31% | 349 27% 41% KL |
| DON'T KNOW | | 80 2% 100% | 12 2% 15% FG | 15 3% 18% FG | 24 4% 30% FG | 16 3% 20% FG | 11 2% 14% FG | 2 2% 2% | 1 1% 1% | 27 3% 33% J | 51 3% 64% J | 2 3% 3% | 27 3% 33% M | 40 3% 50% M | 13 1% 17% |
| 1 OR 2 | | 694 19% 100% | 65 14% 9% | 110 20% 16% A | 129 19% 19% A | 140 23% 20% AG | 119 22% 17% AG | 81 20% 12% AG | 51 15% 7% | 175 17% 25% | 387 21% 56% HJ | 132 18% 19% | 175 17% 25% | 268 21% 39% K | 250 19% 36% |
| 4 OR 5 | | 2036 57% 100% | 304 63% 15% BCD E | 308 55% 15% | 355 54% 17% | 324 53% 16% | 289 54% 14% | 227 57% 11% | 229 66% 17% BCD EF | 612 59% 30% I | 968 53% 48% | 456 61% 22% I | 612 59% 30% L | 680 53% 33% | 745 58% 37% L |
| MEAN SCORE | | 3.55 | 3.69 BC DE | 3.51 | 3.49 | 3.44 | 3.46 | 3.57 | 3.81 BC DEF | 3.59 I | 3.46 | 3.68 I | 3.59 L | 3.47 | 3.59 L |
| STD. DEVIATION | | 1.19 | 1.08 | 1.16 | 1.16 | 1.23 | 1.24 | 1.22 | 1.16 | 1.13 | 1.21 | 1.20 | 1.13 | 1.20 | 1.22 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL (N) | AGE | | | | | | | | | | | | |
|------------------------------|-----|------------------------------|------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|------------------------|-------------------|-------------------|------------------------|-------------------|-------------------|------------------------|
| | | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| UNWEIGHTED TOTAL | | 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| WEIGHTED TOTAL | | 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 1. EXTREMELY DISSATISFIED | (1) | 256 7% 100% | 25 5% 10% | 37 7% 14% | 45 7% 18% | 54 9% 21% | 49 9% 19% | 28 7% 11% | 17 5% 7% | 62 6% 24% | 149 8% 58% | 45 6% 18% | 62 6% 24% | 100 8% 39% | 94 7% 37% |
| 2 | (2) | 438 12% 100% A | 40 8% 9% | 73 13% 17% | 84 13% 19% | 85 14% 19% | 69 13% 16% | 53 13% 12% | 34 10% 8% | 113 11% 26% | 238 13% 54% | 87 12% 20% | 113 11% 26% | 169 13% 39% | 156 12% 36% |
| 3 | (3) | 793 22% 100% | 101 21% 13% | 131 23% 16% | 155 23% 20% | 130 21% 16% | 120 22% 15% | 89 22% 11% | 66 19% 8% | 232 22% 29% | 406 22% 51% | 156 21% 20% | 232 22% 29% | 285 22% 36% | 276 21% 35% |
| 4 | (4) | 1194 33% 100% | 193 40% 16% N | 190 34% 16% | 222 33% 19% | 195 32% 16% | 167 31% 14% | 119 30% 10% | 109 31% 9% | 382 37% 32% | 584 32% 49% | 228 31% 19% | 382 37% 32% | 416 33% 35% | 395 31% 33% |
| 5. EXTREMELY SATISFIED | (5) | 842 23% 100% | 111 23% 13% | 119 21% 14% | 134 20% 16% | 129 21% 15% | 121 23% 14% | 108 27% 13% | 120 35% 14% N | 230 22% 27% | 384 21% 46% | 228 31% 27% N | 230 22% 27% | 263 21% 31% | 349 27% 41% N |
| DON'T KNOW | | 80 2% 100% FGJ M | 12 2% 15% | 15 3% 18% | 24 4% 30% | 16 3% 20% | 11 2% 14% | 2 2% 1% | 1 1% 1% | 27 3% 33% | 51 3% 64% | 2 3% 3% | 27 3% 33% | 40 3% 50% | 13 1% 17% |
| 1 OR 2 | | 694 19% 100% AG | 65 14% 9% | 110 20% 16% | 129 19% 19% | 140 23% 20% | 119 22% 17% | 81 20% 12% | 51 15% 7% | 175 17% 25% | 387 21% 56% | 132 18% 19% | 175 17% 25% | 268 21% 39% | 250 19% 36% |
| 4 OR 5 | | 2036 57% 100% | 304 63% 15% N | 308 55% 15% | 355 54% 17% | 324 53% 16% | 289 54% 14% | 227 57% 11% | 229 66% 11% N | 612 59% 30% | 968 53% 48% | 456 61% 22% N | 612 59% 30% | 680 53% 33% | 745 58% 37% |
| MEAN SCORE | | 3.55 I | 3.69 N | 3.51 | 3.49 | 3.44 | 3.46 | 3.57 | 3.81 N | 3.59 | 3.46 | 3.68 N | 3.59 | 3.47 | 3.59 |
| STD. DEVIATION | | 1.19 | 1.08 | 1.16 | 1.16 | 1.23 | 1.24 | 1.22 | 1.16 | 1.13 | 1.21 | 1.20 | 1.13 | 1.20 | 1.22 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | TOTAL | SEX | | SEX/AGE | | | | | |
|-----------------------------|---------------------|-------------------------|------------------------|-------------------------------|-------------------------|--------------------------|------------------------|--------------------------|--------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| 1 EXTREMELY DISSATISFIED | 256 7% 100% | 113 7% 44% | 143 8% 56% | 33 6% 13% | 41 7% 16% | 39 7% 15% | 29 6% 11% | 58 9% 23% F | 55 8% 22% |
| 2 | 438 12% 100% | 186 11% 42% | 252 13% 58% A | 43 8% 10% | 72 12% 16% | 71 12% 16% | 71 13% 16% C | 96 15% 22% C | 85 12% 19% |
| 3 | 793 22% 100% | 357 21% 45% | 436 23% 55% | 121 23% 15% | 123 20% 16% | 113 19% 14% | 111 21% 14% | 162 25% 20% DE | 163 23% 21% |
| 4 | 1194 33% 100% | 649 38% 54% B | 545 29% 46% | 212 41% 18% EFG H | 241 39% 20% GH | 196 34% 16% GH | 170 32% 14% | 176 27% 15% | 200 28% 17% |
| 5 EXTREMELY SATISFIED | 842 23% 100% | 385 22% 46% | 458 24% 54% | 97 19% 11% | 128 20% 15% | 160 27% 19% CDG | 133 25% 16% C | 135 21% 16% | 189 27% 22% CDG |
| DON'T KNOW | 80 2% 100% | 37 2% 46% | 43 2% 54% | 14 3% 17% E | 20 3% 25% E | 3 1% 4% | 13 2% 16% E | 20 3% 25% E | 10 1% 13% |
| 1 OR 2 | 694 19% 100% | 299 17% 43% | 395 21% 57% A | 76 15% 11% | 113 18% 16% | 110 19% 16% | 100 19% 14% | 155 24% 22% CDE | 141 20% 20% C |
| 4 OR 5 | 2036 57% 100% | 1033 60% 51% B | 1003 53% 49% | 309 60% 15% G | 369 59% 18% G | 355 1% 17% GH | 303 58% 15% G | 311 48% 15% | 389 55% 19% G |
| MEAN SCORE | 3.55 | 3.60 B | 3.50 | 3.59 G | 3.57 G | 3.63 G | 3.60 G | 3.37 | 3.55 G |
| STD. DEVIATION | 1.19 | 1.15 | 1.22 | 1.09 | 1.15 | 1.20 | 1.17 | 1.24 | 1.23 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|-----------------------------|----------------------------|-------------------------|--------------------|------------------------|------------------------|------------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| 1 EXTREMELY DISSATISFIED | 256 7% 100% | 113 7% 44% | 143 8% 56% | 33 6% 13% | 41 7% 16% | 39 7% 15% | 29 6% 11% | 58 9% 23% | 55 8% 22% |
| 2 | 438 12% 100% C | 186 11% 42% | 252 13% 58% | 43 8% 10% | 72 12% 16% | 71 12% 16% | 71 13% 16% | 96 15% 22% | 85 12% 19% |
| 3 | 793 22% 100% | 357 21% 45% | 436 23% 55% | 121 23% 15% | 123 20% 16% | 113 19% 14% | 111 21% 14% | 162 25% 20% | 163 23% 21% |
| 4 | 1194 33% 100% BGH | 649 38% 54% I | 545 29% 46% | 212 41% 18% I | 241 39% 20% I | 196 34% 16% | 170 32% 14% | 176 27% 15% | 200 28% 17% |
| 5 EXTREMELY SATISFIED | 842 23% 100% C | 385 22% 46% | 458 24% 54% | 97 19% 11% | 128 20% 15% | 160 27% 19% I | 133 25% 16% | 135 21% 16% | 189 27% 22% |
| DON'T KNOW | 80 2% 100% E | 37 2% 46% | 43 2% 54% | 14 3% 17% | 20 3% 25% | 3 1% 4% | 13 2% 16% | 20 3% 26% | 10 1% 13% |
| 1 OR 2 | 694 19% 100% C | 299 17% 43% | 395 21% 57% | 76 15% 11% | 113 18% 16% | 110 19% 16% | 100 19% 14% | 155 24% 22% | 141 20% 20% |
| 4 OR 5 | 2036 57% 100% BG | 1033 60% 51% I | 1003 53% 49% | 309 60% 15% | 369 59% 18% | 355 61% 17% I | 303 58% 15% | 311 48% 15% | 389 55% 19% |
| MEAN SCORE | 3.55 G | 3.60 | 3.50 | 3.59 | 3.57 | 3.63 | 3.60 | 3.37 | 3.55 |
| STD. DEVIATION | 1.19 | 1.15 | 1.22 | 1.09 | 1.15 | 1.20 | 1.17 | 1.24 | 1.23 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|-----------------------------|-----|---------------------|-----------------|------------------------|------------------------|------------------------|-------------------------|--------------------------|------------------------|------------------------|------------------------|--------------------------|-------------------------|------------------------------------|-----------------------|-----------------------------|--|
| | | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| 1 EXTREMELY DISSATISFIED | (1) | 256 7% 100% | 8 7% 3% | 34 5% 13% | 76 7% 30% | 43 6% 17% | 43 9% 17% BD | 51 9% 20% BD | 42 6% 17% | 119 6% 46% | 94 9% 37% GH | 224 7% 88% K | 11 4% 4% | 9 8% 3% | 12 7% 5% | 231 8% 90% | 14 5% 6% |
| 2 | (2) | 438 12% 100% | 18 15% 4% | 85 13% 19% | 129 12% 29% | 96 13% 22% | 49 11% 11% | 61 11% 14% | 103 14% 24% | 225 12% 51% | 110 11% 25% | 367 12% 84% | 39 12% 9% | 10 10% 2% | 23 14% 5% | 394 13% 90% O | 18 6% 4% |
| 3 | (3) | 793 22% 100% | 27 23% 3% | 157 25% 20% E | 254 24% 32% E | 168 22% 21% E | 76 16% 10% | 111 21% 14% | 184 24% 23% I | 422 23% 53% I | 187 19% 24% | 697 23% 88% K | 44 14% 6% | 23 23% 3% | 29 18% 4% | 662 22% 83% | 73 25% 9% |
| 4 | (4) | 1194 33% 100% | 44 37% 4% | 212 33% 18% | 346 32% 29% | 254 33% 21% | 177 38% 15% CF | 161 30% 14% | 256 34% 21% | 600 33% 50% | 339 34% 28% | 1026 34% 86% LM | 116 37% 10% LM | 20 20% 2% | 31 19% 3% | 984 32% 82% | 112 38% 9% N |
| 5 EXTREMELY SATISFIED | (5) | 642 23% 100% | 19 16% 2% | 132 21% 16% | 250 23% 30% | 182 24% 22% | 109 23% 13% | 151 28% 18% ABC | 150 20% 18% | 431 23% 51% | 260 26% 31% G | 644 21% 76% | 93 30% 11% J | 39 39% 5% J | 67 40% 8% JK | 725 24% 86% | 72 24% 9% |
| DON'T KNOW | | 80 2% 100% | 2 2% 3% | 15 2% 18% F | 26 2% 33% F | 22 3% 28% F | 11 2% 13% F | 4 1% 5% | 17 2% 21% | 48 3% 60% | 15 1% 19% | 65 2% 82% | 11 4% 14% | - - - | 4 2% 5% | 72 2% 90% | 6 2% 7% |
| 1 OR 2 | | 694 19% 100% | 27 22% 4% | 119 19% 17% | 205 19% 30% | 139 18% 20% | 93 20% 13% | 112 21% 16% | 145 19% 21% | 343 19% 50% | 205 20% 30% | 591 20% 86% | 50 16% 7% | 19 19% 3% | 34 21% 5% | 625 20% 90% O | 32 11% 5% |
| 4 OR 5 | | 2036 57% 100% | 62 53% 3% | 344 54% 17% | 596 55% 29% | 435 57% 21% | 287 61% 14% BC | 313 58% 15% | 406 54% 20% | 1031 56% 51% | 599 60% 29% G | 1670 55% 82% | 209 67% 10% J | 59 59% 3% | 98 59% 5% | 1709 56% 84% | 184 62% 9% N |
| MEAN SCORE | | 3.55 | 3.40 | 3.52 | 3.54 | 3.59 | 3.57 | 3.56 | 3.50 | 3.56 | 3.57 | 3.51 | 3.80 J | 3.70 | 3.73 J | 3.53 | 3.72 N |
| STD. DEVIATION | | 1.19 | 1.15 | 1.13 | 1.18 | 1.16 | 1.23 | 1.27 | 1.13 | 1.17 | 1.25 | 1.18 | 1.12 | 1.31 | 1.32 | 1.21 | 1.06 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | URBAN | | | | | | |
|-----------------------------|-------------------------|-------------------------------|--|-----------------------------|--------------------------|----------------------------|--------------------------|-------------------------|
| TOTAL | | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| UNWEIGHTED TOTAL | 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| WEIGHTED TOTAL | 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 1 EXTREMELY DISSATISFIED | (1) 256 7% 100% | 70 7% 27% | 54 8% 21% CE | 16 4% 6% | 153 8% 60% CE | 28 5% 11% | 6 5% 2% | 222 8% 87% CE |
| 2 | (2) 438 12% 100% | 136 13% 31% | 88 13% 20% | 47 12% 11% | 237 13% 54% | 61 10% 14% | 14 12% 3% | 372 13% 85% |
| 3 | (3) 793 22% 100% | 275 26% 35% DEG | 154 23% 19% | 121 32% 15% ABDEFG | 382 20% 48% | 119 20% 15% | 24 21% 3% | 657 22% 83% |
| 4 | (4) 1194 33% 100% | 364 35% 30% | 225 33% 19% | 138 36% 12% F | 608 32% 51% | 202 34% 17% | 28 25% 2% | 972 33% 81% |
| 5 EXTREMELY SATISFIED | (5) 842 23% 100% | 188 18% 22% | 135 20% 16% C | 53 14% 6% | 470 25% 56% ABC | 172 29% 20% ABCDG | 39 34% 5% ABCDG | 658 22% 78% AC |
| DON'T KNOW | 80 2% 100% | 20 2% 25% | 15 2% 19% | 5 1% 6% | 43 2% 54% | 12 2% 15% | 2 2% 3% | 63 2% 79% |
| 1 OR 2 | 694 19% 100% | 205 20% 30% E | 142 21% 21% E | 63 17% 9% | 390 21% 56% E | 89 15% 13% | 20 18% 3% | 595 20% 86% E |
| 4 OR 5 | 2036 57% 100% | 552 52% 27% | 361 54% 18% | 192 50% 9% | 1078 57% 53% AC | 375 63% 18% ABCDG | 67 59% 3% | 1630 55% 80% |
| MEAN SCORE | 3.55 | 3.45 | 3.46 | 3.44 | 3.54 | 3.74 ABCDG | 3.72 ABC | 3.51 |
| STD. DEVIATION | 1.19 | 1.13 | 1.19 | 1.02 | 1.23 | 1.13 | 1.22 | 1.20 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------------|-----|---------------------|----------------------------|-------------------------|-------------------------|-------------------------|-----------------------|--------------------------|--------------------------|
| | | | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| UNWEIGHTED TOTAL | | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% | 85 2% |
| WEIGHTED TOTAL | | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 1. EXTREMELY DISSATISFIED | (1) | 256 7% 100% | 20 4% 8% | 50 8% 19% AF | 109 9% 43% AF | 44 6% 17% | 4 7% 2% | 20 5% 8% | 3 3% 1% |
| 2 | (2) | 438 12% 100% | 52 11% 12% | 84 14% 19% | 158 13% 36% | 79 12% 18% | 6 10% 1% | 45 10% 10% | 9 11% 2% |
| 3 | (3) | 793 22% 100% | 141 30% 18% BCDFG | 134 23% 17% | 242 20% 30% | 140 21% 18% | 14 23% 2% | 91 20% 11% | 15 17% 2% |
| 4 | (4) | 1194 33% 100% | 179 38% 15% BCDEG | 185 32% 16% | 390 32% 33% | 218 32% 18% | 14 23% 1% | 166 37% 14% | 22 26% 2% |
| 5. EXTREMELY SATISFIED | (5) | 842 23% 100% | 71 15% 8% | 118 20% 14% A | 290 24% 34% A | 179 26% 21% AB | 21 33% 2% AB | 117 26% 14% AB | 35 41% 4% ABCDF |
| DON'T KNOW | | 80 2% 100% | 5 1% 0% | 15 3% 19% | 24 2% 30% | 19 3% 24% | 2 4% 3% | 8 2% 10% | 2 2% 2% |
| 1 OR 2 | | 694 19% 100% | 72 15% 10% | 133 23% 19% AF | 267 22% 39% AF | 122 18% 18% | 11 17% 2% | 66 15% 9% | 12 14% 2% |
| 4 OR 5 | | 2036 57% 100% | 249 53% 12% | 303 52% 15% | 680 56% 33% | 398 59% 20% B | 35 57% 2% | 283 63% 14% ABC | 57 67% 3% AB |
| MEAN SCORE | | 3.55 | 3.49 | 3.42 | 3.50 | 3.62 B | 3.68 | 3.71 ABC | 3.92 ABC |
| STD. DEVIATION | | 1.19 | 1.02 | 1.21 | 1.25 | 1.19 | 1.26 | 1.11 | 1.16 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|------------------------------|-----|---------------------------|-----------------|-------------------|-------------------|-------------------|------------------------|------------------------|-------------------|--------------------|----------------------|--------------------|------------------------|------------------------------------|----------------------|-----------------------------|--|
| | | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| 1. EXTREMELY DISSATISFIED | (1) | 256 7% 100% K | 8 3% | 34 5% 13% | 76 7% 30% | 43 6% 17% | 43 9% 17% | 51 20% T | 42 6% 17% | 119 6% 46% | 94 9% 37% T | 224 7% 88% | 11 4% 4% | 9 8% 3% | 12 7% 5% | 231 8% 90% | 14 5% 6% |
| 2 | (2) | 438 12% 100% O | 18 5% 4% | 85 13% 19% | 129 12% 29% | 96 13% 22% | 49 11% 11% | 61 11% 14% | 103 14% 24% | 225 12% 51% | 110 11% 25% | 367 12% 84% | 39 12% 9% | 10 10% 2% | 23 14% 5% | 394 13% 90% | 18 6% 4% |
| 3 | (3) | 793 22% 100% EIK | 27 23% 3% | 157 25% 20% | 254 24% 32% | 168 22% 21% | 76 16% 10% | 111 21% 14% | 184 24% 23% | 422 23% 53% | 187 19% 24% | 697 23% 88% | 44 14% 6% | 23 23% 3% | 29 18% 4% | 662 22% 83% | 73 25% 9% |
| 4 | (4) | 1194 33% 100% LM | 44 37% 4% | 212 33% 18% | 346 32% 29% | 254 33% 21% | 177 38% 15% T | 161 30% 14% | 256 34% 21% | 600 33% 50% | 339 34% 28% | 1026 34% 86% | 116 37% 10% | 20 20% 2% | 31 19% 3% | 984 32% 82% | 112 38% 9% |
| 5. EXTREMELY SATISFIED | (5) | 842 23% 100% F | 19 16% 2% | 132 21% 16% | 250 23% 30% | 182 24% 22% | 109 23% 13% | 151 28% 18% T | 150 20% 18% | 431 23% 51% | 260 26% 31% | 644 21% 76% | 93 30% 17% T | 39 39% 5% T | 67 40% 8% T | 725 24% 86% | 72 24% 9% |
| DON'T KNOW | | 80 2% 100% F | 2 3% | 15 2% 18% | 26 2% 33% | 22 3% 28% | 11 2% 13% | 4 5% | 17 2% 21% | 48 3% 60% | 15 1% 19% | 65 2% 82% | 11 4% 14% | - - - | 4 2% 5% | 72 2% 90% | 6 2% 7% |
| 1 OR 2 | | 694 19% 100% O | 27 22% 4% | 119 19% 17% | 205 19% 30% | 139 18% 20% | 93 20% 13% | 112 21% 16% | 145 19% 21% | 343 19% 50% | 205 20% 30% | 591 20% 85% | 50 16% 7% | 19 19% 3% | 34 21% 5% | 625 20% 90% | 32 11% 5% |
| 4 OR 5 | | 2036 57% 100% O | 62 53% 3% | 344 54% 17% | 596 55% 29% | 435 57% 21% | 287 61% 14% | 313 58% 15% | 406 54% 20% | 1031 56% 51% | 599 60% 29% | 1670 55% 82% | 209 67% 10% T | 59 59% 3% | 98 59% 5% | 1709 56% 84% | 184 62% 9% |
| MEAN SCORE | | 3.55 | 3.40 | 3.52 | 3.54 | 3.59 | 3.57 | 3.56 | 3.50 | 3.56 | 3.57 | 3.51 | 3.80 T | 3.70 | 3.73 | 3.53 | 3.72 T |
| STD. DEVIATION | | 1.19 | 1.15 | 1.13 | 1.18 | 1.16 | 1.23 | 1.27 | 1.13 | 1.17 | 1.25 | 1.18 | 1.12 | 1.31 | 1.32 | 1.21 | 1.06 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL (H) | URBAN | | | | | | |
|-----------------------------|-----|---------------------------|----------------------------------|---|------------------------|--------------------|------------------------|----------------------|--------------------|
| | | | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| UNWEIGHTED TOTAL | | 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| WEIGHTED TOTAL | | 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 1 EXTREMELY DISSATISFIED | (1) | 256 7% 100% CE | 70 7% 27% | 54 8% 21% | 16 4% 6% | 153 8% 60% | 28 5% 11% | 6 5% 2% | 222 8% 87% |
| 2 | (2) | 438 12% 100% | 136 13% 31% | 88 13% 20% | 47 12% 11% | 237 13% 54% | 61 10% 14% | 14 12% 3% | 372 13% 85% |
| 3 | (3) | 793 22% 100% | 275 26% 35% H | 154 23% 19% | 121 32% 15% H | 382 20% 48% | 119 20% 15% | 24 21% 3% | 657 22% 83% |
| 4 | (4) | 1194 33% 100% | 364 35% 30% | 225 33% 19% | 138 36% 12% | 608 32% 51% | 202 34% 17% | 28 25% 2% | 972 33% 81% |
| 5 EXTREMELY SATISFIED | (5) | 842 23% 100% AC | 188 18% 22% | 135 20% 16% | 53 14% 6% | 470 25% 56% | 172 29% 20% H | 39 34% 5% H | 658 22% 78% |
| DON'T KNOW | | 80 2% 100% | 20 2% 25% | 15 2% 19% | 5 1% 6% | 43 2% 54% | 12 2% 15% | 2 2% 3% | 63 2% 79% |
| 1 OR 2 | | 694 19% 100% E | 205 20% 30% | 142 21% 21% | 63 17% 9% | 390 21% 56% | 89 15% 13% | 20 18% 3% | 595 20% 86% |
| 4 OR 5 | | 2036 57% 100% AC | 552 52% 27% | 361 54% 18% | 192 50% 9% | 1078 57% 53% | 375 63% 18% H | 67 59% 3% | 1630 55% 80% |
| MEAN SCORE | | 3.55 A | 3.45 | 3.46 | 3.44 | 3.54 | 3.74 H | 3.72 | 3.51 |
| STD. DEVIATION | | 1.19 | 1.13 | 1.19 | 1.02 | 1.23 | 1.13 | 1.22 | 1.20 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | | |
|--------------------------|------------------------|-------------------|-----------------------|-------------------|-----------------|------------------------|----------------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% | 85 2% |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 256 7% 100% A | 20 4% 8% | 50 8% 19% | 109 9% 43% H | 44 6% 17% | 4 7% 2% | 20 5% 8% | 3 3% 1% |
| 438 12% 100% | 52 11% 12% | 84 14% 19% | 158 13% 36% | 79 12% 18% | 6 10% 1% | 45 10% 10% | 9 11% 2% |
| 793 22% 100% | 141 30% 18% H | 134 23% 17% | 242 20% 30% | 140 21% 18% | 14 23% 2% | 91 20% 11% | 15 17% 2% |
| 1194 33% 100% | 179 38% 15% H | 185 32% 16% | 390 32% 33% | 218 32% 18% | 14 23% 1% | 166 37% 14% | 22 26% 2% |
| 842 23% 100% A | 71 15% 8% | 118 20% 14% | 290 24% 34% | 179 26% 21% | 21 33% 2% | 117 26% 14% | 35 41% 4% H |
| 80 2% 100% | 5 1% 6% | 15 3% 19% | 24 2% 30% | 19 3% 24% | 2 4% 3% | 8 2% 10% | 2 2% 2% |
| 694 19% 100% F | 72 15% 10% | 133 23% 19% | 267 22% 39% | 122 18% 18% | 11 17% 2% | 66 15% 9% | 12 14% 2% |
| 2036 57% 100% B | 249 53% 12% | 303 52% 15% | 680 56% 33% | 398 59% 20% | 35 57% 2% | 283 63% 14% H | 57 67% 3% |
| 3.55 B | 3.49 | 3.42 | 3.50 | 3.62 | 3.68 | 3.71 H | 3.92 H |
| 1.19 | 1.02 | 1.21 | 1.25 | 1.19 | 1.26 | 1.11 | 1.16 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------------|-----|---------------------|--------------------------|---------------------------|--------------------------|-------------------------|--------------------------|------------------------|----------------------|------------------------|--------------------------|-------------------------|------------------------|----------------------------------|----------------------|--------------------------|---------------------------|
| | | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| 1 EXTREMELY DISSATISFIED | (1) | 256 7% 100% | 14 4% 5% | 29 8% 11% A | 56 6% 22% | 63 7% 25% A | 43 10% 17% ACD | 51 9% 20% A | 7 4% 3% | 29 5% 11% | 26 8% 10% | 14 5% 6% | 50 7% 19% | 36 13% 14% GHLJK MNO | 22 7% 8% | 40 7% 16% | 32 8% 13% |
| 2 | (2) | 438 12% 100% | 54 14% 12% E | 49 13% 11% E | 95 10% 22% | 130 14% 30% CE | 37 9% 8% | 74 13% 17% E | 24 15% 5% | 57 10% 13% | 32 10% 7% | 42 14% 10% | 90 13% 20% | 37 13% 8% | 37 12% 8% | 78 13% 18% | 41 10% 9% |
| 3 | (3) | 793 22% 100% | 79 21% 10% | 105 28% 13% ACEF | 204 22% 26% E | 218 23% 27% E | 74 17% 9% | 113 20% 14% | 31 20% 4% | 136 25% 17% L | 65 19% 8% | 81 27% 10% ILN | 166 24% 21% L | 38 14% 5% | 72 24% 9% L | 120 20% 15% L | 84 21% 11% L |
| 4 | (4) | 1194 33% 100% | 153 40% 13% BDF | 103 28% 9% | 333 37% 28% BDF | 266 29% 22% | 162 38% 14% BDF | 176 31% 15% | 66 43% 6% | 184 33% 15% | 131 39% 11% JNO | 89 30% 7% | 236 34% 20% | 92 34% 8% | 100 34% 8% | 180 30% 15% | 115 29% 10% |
| 5 EXTREMELY SATISFIED | (5) | 842 23% 100% | 72 19% 9% | 79 21% 9% | 203 22% 24% | 228 24% 27% A | 110 25% 13% A | 151 26% 18% A | 22 14% 3% | 134 24% 16% G | 75 22% 9% | 61 20% 7% | 135 19% 16% | 68 25% 8% G | 68 23% 8% G | 163 28% 19% GJK | 118 30% 14% GUKM |
| DON'T KNOW | | 80 2% 100% | 10 3% 13% | 7 2% 9% | 20 2% 25% | 28 3% 35% | 7 2% 8% | 8 1% 10% | 6 4% 7% M | 14 3% 18% M | 7 2% 9% M | 11 4% 13% M | 26 4% 32% MNO | 3 1% 4% | * 1% 1% | 8 1% 10% | 5 1% 6% |
| 1 OR 2 | | 694 19% 100% | 68 18% 10% | 78 21% 11% | 151 17% 22% | 193 21% 28% C | 80 19% 12% | 125 22% 18% C | 31 20% 4% | 86 16% 12% | 59 17% 8% | 56 19% 8% | 139 20% 20% | 73 27% 10% HLKMN NO | 59 20% 8% | 118 20% 17% | 74 19% 11% |
| 4 OR 5 | | 2036 57% 100% | 225 59% 11% B | 181 49% 9% | 536 59% 26% BD | 495 53% 24% | 272 63% 13% BD | 327 57% 16% B | 88 57% 4% | 318 57% 16% | 206 61% 10% JK | 150 50% 7% | 370 53% 18% | 160 58% 8% | 168 56% 8% | 343 58% 17% J | 234 59% 11% J |
| MEAN SCORE | | 3.55 | 3.58 | 3.42 | 3.60 B | 3.52 | 3.61 B | 3.53 | 3.49 | 3.62 KL | 3.59 | 3.49 | 3.47 | 3.44 | 3.52 | 3.60 | 3.63 KL |
| STD. DEVIATION | | 1.19 | 1.07 | 1.19 | 1.13 | 1.21 | 1.24 | 1.26 | 1.07 | 1.12 | 1.17 | 1.13 | 1.16 | 1.35 | 1.18 | 1.22 | 1.24 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------------|-----|---------------------------|------------------------|------------------------|-----------------------|-------------------------|------------------------|-----------------------|----------------------|------------------------|------------------------|----------------------|------------------------|-----------------------|--------------------|------------------------|------------------------|
| | | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| 1 EXTREMELY DISSATISFIED | (1) | 256 7% 100% A | 14 4% 5% | 29 8% 11% | 56 6% 22% | 63 7% 25% | 43 10% 17% P | 51 9% 20% | 7 4% 3% | 29 5% 11% | 26 8% 10% | 14 5% 6% | 50 7% 19% | 36 13% 14% P | 22 7% 8% | 40 7% 16% | 32 8% 13% |
| 2 | (2) | 438 12% 100% E | 54 14% 12% | 49 13% 11% | 95 10% 22% | 130 14% 30% | 37 9% 8% | 74 13% 17% | 24 15% 5% | 57 10% 13% | 32 10% 7% | 42 14% 10% | 90 13% 20% | 37 13% 8% | 37 12% 8% | 78 13% 18% | 41 10% 9% |
| 3 | (3) | 793 22% 100% EL | 79 21% 10% | 105 28% 13% P | 204 22% 26% | 218 23% 27% | 74 17% 9% | 113 20% 14% | 31 20% 4% | 136 25% 17% | 65 19% 8% | 81 27% 10% | 166 24% 21% | 38 14% 5% | 72 24% 9% | 120 20% 15% | 84 21% 11% |
| 4 | (4) | 1194 33% 100% BD | 153 40% 13% P | 103 28% 9% | 333 37% 28% | 266 29% 22% | 162 38% 14% | 176 31% 15% | 66 43% 6% P | 184 33% 15% | 131 39% 11% P | 89 30% 7% | 236 34% 20% | 92 34% 8% | 100 34% 8% | 180 30% 15% | 115 29% 10% |
| 5 EXTREMELY SATISFIED | (5) | 842 23% 100% G | 72 19% 9% | 79 21% 9% | 203 22% 24% | 228 24% 27% | 110 25% 13% | 151 26% 18% | 22 14% 3% | 134 24% 16% | 75 22% 9% | 61 20% 7% | 135 19% 16% | 68 25% 8% | 68 23% 8% | 163 28% 19% P | 118 30% 14% P |
| DON'T KNOW | | 80 2% 100% M | 10 3% 13% | 7 2% 9% | 20 2% 25% | 28 3% 35% | 7 2% 8% | 8 1% 10% | 6 4% 7% | 14 3% 18% | 7 2% 8% | 11 4% 13% | 26 4% 32% | 3 1% 4% | * 1% | 8 1% 10% | 5 1% 6% |
| 1 OR 2 | | 694 19% 100% | 68 18% 10% | 78 21% 11% | 151 17% 22% | 193 21% 28% | 80 19% 12% | 125 22% 18% | 31 20% 4% | 86 16% 12% | 59 17% 8% | 56 19% 8% | 139 20% 20% | 73 27% 10% P | 59 20% 8% | 118 20% 17% | 74 19% 11% |
| 4 OR 5 | | 2036 57% 100% B | 225 59% 11% | 181 49% 9% | 536 59% 26% | 495 53% 24% | 272 63% 13% P | 327 57% 16% | 88 57% 4% | 318 57% 16% | 206 61% 10% | 150 50% 7% | 370 53% 18% | 160 58% 8% | 168 56% 8% | 343 58% 17% | 234 59% 11% |
| MEAN SCORE | | 3.55 | 3.58 | 3.42 | 3.60 | 3.52 | 3.61 | 3.53 | 3.49 | 3.62 | 3.59 | 3.49 | 3.47 | 3.44 | 3.52 | 3.60 | 3.63 |
| STD. DEVIATION | | 1.19 | 1.07 | 1.19 | 1.13 | 1.21 | 1.24 | 1.26 | 1.07 | 1.12 | 1.17 | 1.13 | 1.16 | 1.35 | 1.18 | 1.22 | 1.24 |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--------------------------|---------------------|-----------------------------|----------------------------|----------------------|--|------------------------|-----------------------|------------------------|------------------------------------|------------------------|-----------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| 1 EXTREMELY DISSATISFIED | 256 7% 100% | 61 11% 24% B | 194 6% 76% | 16 10% 6% | 200 7% 78% | 56 6% 22% | 16 6% 6% | 36 7% 14% | 202 7% 79% | 38 7% 15% | 18 6% 7% |
| 2 | 438 12% 100% | 73 13% 17% | 364 12% 83% | 21 13% 5% | 346 13% 79% | 92 11% 21% | 30 11% 7% | 53 11% 12% | 354 13% 81% | 53 10% 12% | 31 10% 7% |
| 3 | 793 22% 100% | 108 19% 14% | 678 22% 86% | 26 17% 3% | 614 23% 77% | 179 20% 23% | 54 20% 7% | 101 20% 13% | 635 23% 80% | 105 20% 13% | 57 19% 7% |
| 4 | 1194 33% 100% | 148 26% 12% | 1035 34% 87% A | 42 27% 4% | 928 34% 78% E | 266 30% 22% | 93 34% 8% | 156 32% 13% | 932 33% 78% | 169 33% 14% | 106 36% 9% |
| 5 EXTREMELY SATISFIED | 842 23% 100% | 169 30% 20% B | 673 22% 80% | 51 32% 6% B | 578 21% 69% | 265 30% 31% D | 79 29% 9% H | 124 26% 15% | 635 23% 75% | 128 25% 15% | 83 28% 10% H |
| DON'T KNOW | 80 2% 100% | 5 1% 6% | 76 3% 94% A | 1 1% 2% | 60 2% 75% | 20 2% 25% | - - - FHJ | 25 5% 31% FHJ | 56 2% 69% FJ | 25 5% 31% FHJ | - - - GH |
| 1 OR 2 | 694 19% 100% | 134 24% 19% B | 559 18% 81% | 37 23% 5% | 546 20% 79% E | 148 17% 21% | 47 17% 7% | 89 18% 13% | 556 20% 80% | 91 18% 13% | 49 17% 7% |
| 4 OR 5 | 2036 57% 100% | 317 56% 16% | 1709 57% 84% | 94 59% 5% | 1506 55% 74% | 530 60% 26% D | 172 63% 8% H | 279 57% 14% | 1568 56% 77% | 297 57% 15% | 189 64% 9% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|----------------|--------------|-----------------------------|----------------------------|-----------------|--|-------------------|-------------------|-----------------|------------------------------------|-----------------------|---------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| MEAN SCORE | 3.55 | 3.52 | 3.55 | 3.59 | 3.50 | 3.69 D | 3.69 H | 3.59 | 3.52 | 3.60 | 3.70 H |
| STD. DEVIATION | 1.19 | 1.33 | 1.16 | 1.34 | 1.18 | 1.20 | 1.18 | 1.21 | 1.19 | 1.20 | 1.16 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|-----------------------------|-------------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| 1 EXTREMELY DISSATISFIED | 256 7% 100% | 61 11% 24% K | 194 6% 76% | 16 10% 6% | 200 7% 78% | 56 6% 22% | 16 6% 6% | 36 7% 14% | 202 7% 79% | 38 7% 15% | 18 6% 7% |
| 2 | 438 12% 100% | 73 13% 17% | 364 12% 83% | 21 13% 5% | 346 13% 79% | 92 11% 21% | 30 11% 7% | 53 11% 12% | 354 13% 81% | 53 10% 12% | 31 10% 7% |
| 3 | 793 22% 100% | 108 19% 14% | 678 22% 86% | 26 17% 3% | 614 23% 77% | 179 20% 23% | 54 20% 7% | 101 20% 13% | 635 23% 80% | 105 20% 13% | 57 19% 7% |
| 4 | 1194 33% 100% | 148 26% 12% | 1035 34% 87% | 42 27% 4% | 928 34% 78% | 266 30% 22% | 93 34% 8% | 156 32% 13% | 932 33% 78% | 169 33% 14% | 106 36% 9% |
| 5 EXTREMELY SATISFIED | 842 23% 100% | 169 30% 20% K | 673 22% 80% | 51 32% 6% K | 578 21% 69% | 265 30% 31% K | 79 29% 9% K | 124 25% 15% | 635 23% 75% | 128 25% 15% | 83 28% 10% |
| DON'T KNOW | 80 2% 100% AFJ | 5 1% 6% | 76 3% 94% | 1 1% 2% | 60 2% 75% | 20 2% 25% | - - - | 25 5% 31% K | 56 2% 69% | 25 5% 31% K | - - - |
| 1 OR 2 | 694 19% 100% | 134 24% 19% K | 559 18% 81% | 37 23% 5% | 546 20% 79% | 148 17% 21% | 47 17% 7% | 89 18% 13% | 556 20% 80% | 91 18% 13% | 49 17% 7% |
| 4 OR 5 | 2036 57% 100% | 317 56% 16% | 1709 57% 84% | 94 59% 5% | 1506 55% 74% | 530 60% 26% K | 172 63% 8% K | 279 57% 14% | 1568 56% 77% | 297 57% 15% | 189 64% 9% K |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|----------------|--------------|-----------------------------|----------------------------|-----------------|--|-------------------|-------------------|-----------------|------------------------------------|-----------------------|---------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| MEAN SCORE | 3.55 | 3.52 | 3.55 | 3.59 | 3.50 | 3.69 K | 3.69 | 3.59 | 3.52 | 3.60 | 3.70 K |
| STD. DEVIATION | 1.19 | 1.33 | 1.16 | 1.34 | 1.18 | 1.20 | 1.18 | 1.21 | 1.19 | 1.20 | 1.16 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|-----------------------------|-----|---------------------|------------------------|----------------------|--------------------------|--------------------------|-------------------------|--------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|----------------------------|
| | | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| 1 EXTREMELY DISSATISFIED | (1) | 256 7% 100% | 37 6% 15% | 5 6% 2% | 104 7% 41% | 15 4% 6% | 58 11% 23% ACD | 36 8% 14% | 45 5% 17% | 17 8% 7% | 89 8% 35% | 11 7% 4% | 67 9% 26% GL | 28 6% 11% |
| 2 | (2) | 438 12% 100% | 91 14% 21% | 12 15% 3% | 191 13% 44% | 33 10% 8% | 63 12% 14% | 47 10% 11% | 96 12% 22% | 18 8% 4% | 142 13% 32% | 26 17% 6% HL | 108 14% 25% HL | 48 9% 11% |
| 3 | (3) | 793 22% 100% | 164 24% 21% E | 20 26% 3% | 355 23% 45% E | 67 20% 8% | 95 18% 12% | 92 20% 12% | 182 22% 23% | 50 23% 6% | 251 22% 32% | 35 23% 4% | 181 23% 23% L | 94 19% 12% |
| 4 | (4) | 1194 33% 100% | 232 34% 19% | 24 31% 2% | 502 33% 42% | 98 29% 8% | 195 36% 16% | 144 31% 12% | 313 38% 26% JKL | 69 31% 6% | 373 33% 31% | 43 28% 4% | 242 31% 20% | 154 31% 13% |
| 5 EXTREMELY SATISFIED | (5) | 842 23% 100% | 134 20% 16% | 16 21% 2% | 322 21% 38% | 110 33% 13% ACE | 122 23% 14% | 139 30% 16% ACE | 174 21% 21% | 56 26% 7% | 230 21% 27% | 33 22% 4% | 174 22% 21% | 175 35% 21% GHIJK |
| DON'T KNOW | | 80 2% 100% | 16 2% 20% | 1 1% 1% | 39 3% 48% E | 9 3% 12% | 5 1% 7% | 10 2% 12% | 17 2% 21% | 9 4% 12% KL | 34 3% 43% KL | 6 4% 7% KL | 9 1% 11% | 5 1% 6% |
| 1 OR 2 | | 694 19% 100% | 129 19% 19% | 17 21% 2% | 296 20% 45% D | 48 14% 7% | 122 23% 18% D | 83 18% 12% | 140 17% 20% | 35 16% 5% | 231 21% 33% L | 37 24% 5% L | 175 22% 25% GL | 76 15% 11% |
| 4 OR 5 | | 2036 57% 100% | 366 54% 18% | 40 52% 2% | 824 54% 40% | 207 63% 10% AC | 317 59% 16% | 283 60% 14% AC | 488 59% 24% IJK | 125 57% 6% | 603 54% 30% | 77 50% 4% | 415 53% 20% | 329 65% 16% GHIJK |
| MEAN SCORE | | 3.55 | 3.51 | 3.45 | 3.51 | 3.79 ABC E | 3.48 | 3.66 ACE | 3.59 K | 3.61 | 3.47 | 3.42 | 3.45 | 3.80 GLJK |
| STD. DEVIATION | | 1.19 | 1.13 | 1.17 | 1.17 | 1.15 | 1.27 | 1.23 | 1.11 | 1.20 | 1.20 | 1.22 | 1.22 | 1.18 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE TIME YOUR MAIL IS DELIVERED EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|-----------------------------|-----|--------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| 1 EXTREMELY DISSATISFIED | (1) | 256 7% 100% | 37 6% 15% | 5 6% 2% | 104 7% 41% | 15 4% 6% | 58 11% 23% M | 36 8% 14% | 45 5% 17% | 17 8% 7% | 89 8% 35% | 11 7% 4% | 67 9% 26% | 28 6% 11% |
| 2 | (2) | 438 12% 100% | 91 14% 21% | 12 15% 3% | 191 13% 44% | 33 10% 8% | 63 12% 14% | 47 10% 11% | 96 12% 22% | 18 8% 4% | 142 13% 32% | 26 17% 6% | 108 14% 25% | 48 9% 11% |
| 3 | (3) | 793 22% 100% E | 164 24% 21% | 20 26% 3% | 355 23% 45% | 67 20% 8% | 95 18% 12% | 92 20% 12% | 182 22% 23% | 50 23% 6% | 251 22% 32% | 35 23% 4% | 181 23% 23% | 94 19% 12% |
| 4 | (4) | 1194 33% 100% | 232 34% 19% | 24 31% 2% | 502 33% 42% | 98 29% 8% | 195 36% 16% | 144 31% 12% | 313 38% 26% M | 69 31% 6% | 373 33% 31% | 43 28% 4% | 242 31% 20% | 154 31% 13% |
| 5 EXTREMELY SATISFIED | (5) | 842 23% 100% | 134 20% 16% | 16 21% 2% | 322 21% 38% | 110 33% 13% M | 122 23% 14% | 139 30% 16% M | 174 21% 21% | 56 26% 7% | 230 21% 27% | 33 22% 4% | 174 22% 21% | 175 35% 21% M |
| DON'T KNOW | | 80 2% 100% L | 16 2% 20% | 1 1% 1% | 39 3% 48% | 9 3% 12% | 5 1% 7% | 10 2% 12% | 17 2% 21% | 9 4% 12% | 34 3% 43% | 6 4% 7% | 9 1% 11% | 5 1% 6% |
| 1 OR 2 | | 694 19% 100% DL | 129 19% 19% | 17 21% 2% | 296 20% 43% | 48 14% 7% | 122 23% 18% | 83 18% 12% | 140 17% 20% | 35 16% 5% | 231 21% 33% | 37 24% 5% | 175 22% 25% | 76 15% 11% |
| 4 OR 5 | | 2036 57% 100% | 366 54% 18% | 40 52% 2% | 824 54% 40% | 207 63% 10% | 317 59% 16% | 283 60% 14% | 488 59% 24% | 125 57% 6% | 603 54% 30% | 77 50% 4% | 415 53% 20% | 329 65% 16% M |
| MEAN SCORE | | 3.55 K | 3.51 | 3.45 | 3.51 | 3.79 M | 3.48 | 3.66 M | 3.59 | 3.61 | 3.47 | 3.42 | 3.45 | 3.80 M |
| STD. DEVIATION | | 1.19 | 1.13 | 1.17 | 1.17 | 1.15 | 1.27 | 1.23 | 1.11 | 1.20 | 1.20 | 1.22 | 1.22 | 1.18 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL | AGE | | | | | | | | | | | | |
|-----------------------------|-----|---------------------|-------------------------|------------------------|------------------------|------------------------|-------------------------|-------------------------|---------------------------------|------------------------|------------------------|-------------------------|------------------------|----------------------|-------------------------|
| | | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| UNWEIGHTED TOTAL | | 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| WEIGHTED TOTAL | | 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 1 EXTREMELY DISSATISFIED | (1) | 199 6% 100% | 20 4% 10% | 36 6% 18% | 31 5% 16% | 36 6% 18% | 32 6% 16% | 28 7% 14% | 16 4% 8% | 57 5% 28% | 99 5% 50% | 43 6% 22% | 57 5% 28% | 68 5% 34% | 75 6% 38% |
| 2 | (2) | 410 11% 100% | 38 8% 9% | 67 12% 16% | 69 10% 17% | 83 14% 20% A | 59 11% 14% | 58 15% 14% AC | 35 10% 9% | 105 10% 26% | 211 12% 52% | 94 13% 23% | 105 10% 26% | 152 12% 37% | 153 12% 37% |
| 3 | (3) | 780 22% 100% | 124 26% 16% FG | 124 22% 16% | 151 23% 19% G | 123 20% 16% | 128 24% 16% FG | 73 18% 9% | 57 17% 7% | 248 24% 32% J | 402 22% 52% J | 130 17% 17% | 248 24% 32% M | 274 22% 35% | 258 20% 33% |
| 4 | (4) | 1277 35% 100% | 186 39% 15% | 199 35% 16% | 241 36% 19% | 220 36% 17% | 186 35% 15% | 128 32% 10% | 116 33% 9% | 385 37% 30% | 648 36% 51% | 244 33% 19% | 385 37% 30% | 462 36% 36% | 430 33% 34% |
| 5 EXTREMELY SATISFIED | (5) | 859 24% 100% | 104 22% 12% | 118 21% 14% | 147 22% 17% | 139 23% 16% | 122 23% 14% | 109 27% 13% B | 121 35% 14% ABC DEF | 222 21% 26% | 408 22% 47% | 230 31% 27% HI | 222 21% 26% | 286 22% 33% | 351 27% 41% KL |
| DON'T KNOW | | 79 2% 100% | 10 2% 12% | 19 3% 24% FG | 23 4% 29% FG | 10 2% 12% | 12 2% 15% | 3 1% 4% | 2 1% 3% | 29 3% 37% J | 45 2% 57% J | 5 1% 7% | 29 3% 37% M | 33 3% 42% M | 17 1% 22% |
| 1 OR 2 | | 609 17% 100% | 58 12% 10% | 104 18% 17% A | 100 15% 17% | 119 19% 20% A | 91 17% 15% | 86 22% 14% ACG | 51 15% 8% | 162 15% 27% | 310 17% 51% | 137 18% 22% | 162 15% 27% | 219 17% 36% | 228 18% 37% |
| 4 OR 5 | | 2136 59% 100% | 290 60% 14% | 317 55% 15% | 388 59% 18% | 359 59% 17% | 308 57% 14% | 237 59% 11% | 236 68% 11% ABC DEF | 607 58% 28% | 1055 58% 49% | 473 63% 22% HI | 607 58% 28% | 747 59% 35% | 781 61% 37% |
| MEAN SCORE | | 3.62 | 3.67 | 3.54 | 3.63 | 3.57 | 3.58 | 3.59 | 3.84 AB CDEF | 3.60 | 3.60 | 3.71 I | 3.60 | 3.60 | 3.66 |
| STD. DEVIATION | | 1.14 | 1.04 | 1.15 | 1.10 | 1.16 | 1.14 | 1.23 | 1.15 | 1.10 | 1.13 | 1.20 | 1.10 | 1.13 | 1.17 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL (N) | AGE | | | | | | | | | | | | |
|-----------------------------|-----|--------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-----------------------|------------------------|-------------------|--------------------|------------------------|-------------------|-------------------|------------------------|
| | | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| UNWEIGHTED TOTAL | | 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| WEIGHTED TOTAL | | 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 1 EXTREMELY DISSATISFIED | (1) | 199 6% 100% A | 20 4% 10% | 36 6% 18% | 31 5% 16% | 36 6% 18% | 32 6% 16% | 28 7% 14% | 16 4% 8% | 57 5% 28% | 99 5% 50% | 43 6% 22% | 57 5% 28% | 68 5% 34% | 75 6% 38% |
| 2 | (2) | 410 11% 100% A | 38 8% 9% | 67 12% 16% | 69 10% 17% | 83 14% 20% | 59 11% 14% | 58 15% 14% N | 35 10% 9% | 105 10% 26% | 211 12% 52% | 94 13% 23% | 105 10% 26% | 152 12% 37% | 153 12% 37% |
| 3 | (3) | 780 22% 100% GJ | 124 26% 16% | 124 22% 16% | 151 23% 19% | 123 20% 16% | 128 24% 16% | 73 18% 9% | 57 17% 7% | 248 24% 32% | 402 22% 52% | 130 17% 17% | 248 24% 32% | 274 22% 35% | 258 20% 33% |
| 4 | (4) | 1277 35% 100% A | 186 39% 15% | 199 35% 16% | 241 36% 19% | 220 36% 17% | 186 35% 15% | 128 32% 10% | 116 33% 9% | 385 37% 30% | 648 36% 51% | 244 33% 19% | 385 37% 30% | 462 36% 36% | 430 33% 34% |
| 5 EXTREMELY SATISFIED | (5) | 859 24% 100% A | 104 22% 12% | 118 21% 14% | 147 22% 17% | 139 23% 16% | 122 23% 14% | 109 27% 13% | 121 35% 14% N | 222 21% 26% | 408 22% 47% | 230 31% 27% N | 222 21% 26% | 286 22% 33% | 351 27% 41% N |
| DON'T KNOW | | 79 2% 100% J | 10 2% 12% | 19 3% 24% | 23 4% 29% | 10 2% 12% | 12 2% 15% | 3 1% 4% | 2 1% 3% | 29 3% 37% | 45 2% 57% | 5 1% 7% | 29 3% 37% | 33 3% 42% | 17 1% 22% |
| 1 OR 2 | | 609 17% 100% A | 58 12% 10% | 104 18% 17% | 100 15% 17% | 119 19% 20% | 91 17% 15% | 86 22% 14% N | 51 15% 8% | 162 15% 27% | 310 17% 51% | 137 18% 22% | 162 15% 27% | 219 17% 36% | 228 18% 37% |
| 4 OR 5 | | 2136 59% 100% A | 290 60% 14% | 317 56% 15% | 388 59% 18% | 359 59% 17% | 308 57% 14% | 237 59% 11% | 236 60% 11% N | 607 58% 28% | 1055 58% 49% | 473 63% 22% N | 607 58% 28% | 747 59% 35% | 781 61% 37% |
| MEAN SCORE | | 3.62 | 3.67 | 3.54 | 3.63 | 3.57 | 3.58 | 3.59 | 3.84 N | 3.60 | 3.60 | 3.71 | 3.60 | 3.60 | 3.66 |
| STD. DEVIATION | | 1.14 | 1.04 | 1.15 | 1.10 | 1.16 | 1.14 | 1.23 | 1.15 | 1.10 | 1.13 | 1.20 | 1.10 | 1.13 | 1.17 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | TOTAL | SEX | | SEX/AGE | | | | | |
|-----------------------------|---------------------|--------------------|------------------------|----------------------|------------------------|-------------------------|------------------------|-------------------------|-------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| 1 EXTREMELY DISSATISFIED | 199 6% 100% | 85 5% 43% | 114 6% 57% | 26 5% 13% | 29 5% 15% | 30 5% 15% | 31 6% 15% | 38 6% 19% | 45 6% 23% |
| 2 | 410 11% 100% | 179 10% 44% | 231 12% 56% | 50 10% 12% | 63 10% 15% | 65 11% 16% | 55 10% 13% | 88 14% 22% | 87 12% 21% |
| 3 | 780 22% 100% | 376 22% 48% | 404 22% 52% | 123 24% 16% | 127 20% 16% | 126 22% 16% | 125 24% 16% H | 147 23% 19% | 132 19% 17% |
| 4 | 1277 35% 100% | 639 37% 50% | 638 34% 50% | 203 39% 16% | 243 39% 19% | 193 33% 15% | 183 35% 14% | 219 34% 17% | 237 34% 19% |
| 5 EXTREMELY SATISFIED | 859 24% 100% | 409 24% 48% | 450 24% 52% | 104 20% 12% | 145 23% 17% | 160 27% 19% CG | 118 22% 14% | 140 22% 16% | 192 27% 22% CG |
| DON'T KNOW | 79 2% 100% | 40 2% 50% | 39 2% 50% | 14 3% 18% | 17 3% 22% | 8 1% 10% | 15 3% 19% | 15 2% 19% | 9 1% 12% |
| 1 OR 2 | 609 17% 100% | 263 15% 43% | 345 18% 57% A | 76 15% 12% | 92 15% 15% | 95 16% 16% | 86 16% 14% | 127 20% 21% CD | 133 19% 22% |
| 4 OR 5 | 2136 59% 100% | 1047 61% 49% | 1088 58% 51% | 306 59% 14% | 388 62% 18% G | 353 61% 17% | 301 57% 14% | 359 55% 17% | 429 61% 20% G |
| MEAN SCORE | 3.62 | 3.66 | 3.59 | 3.61 | 3.68 G | 3.68 G | 3.59 | 3.53 | 3.64 |
| STD. DEVIATION | 1.14 | 1.11 | 1.17 | 1.08 | 1.09 | 1.15 | 1.13 | 1.16 | 1.20 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|-----------------------------|---------------------|--------------------|--------------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| 1 EXTREMELY DISSATISFIED | 199 6% 100% | 85 5% 43% | 114 6% 57% | 26 5% 13% | 29 5% 15% | 30 5% 15% | 31 6% 15% | 38 6% 19% | 45 6% 23% |
| 2 | 410 11% 100% | 179 10% 44% | 231 12% 56% | 50 10% 12% | 63 10% 15% | 65 11% 16% | 55 10% 13% | 88 14% 22% | 87 12% 21% |
| 3 | 780 22% 100% | 376 22% 48% | 404 22% 52% | 123 24% 16% | 127 20% 16% | 126 22% 16% | 125 24% 16% | 147 23% 19% | 132 19% 17% |
| 4 | 1277 35% 100% | 639 37% 50% | 638 34% 50% | 203 39% 16% | 243 39% 19% | 193 33% 15% | 183 35% 14% | 219 34% 17% | 237 34% 19% |
| 5 EXTREMELY SATISFIED | 859 24% 100% | 409 24% 48% | 450 24% 52% | 104 20% 12% | 145 23% 17% | 160 27% 19% | 118 22% 14% | 140 22% 16% | 192 27% 22% |
| DON'T KNOW | 79 2% 100% | 40 2% 50% | 39 2% 50% | 14 3% 18% | 17 3% 22% | 8 1% 10% | 15 3% 19% | 15 2% 19% | 9 1% 12% |
| 1 OR 2 | 609 17% 100% | 263 15% 43% | 345 18% 57% | 76 15% 12% | 92 15% 15% | 95 16% 16% | 86 16% 14% | 127 20% 21% | 133 19% 22% |
| 4 OR 5 | 2136 59% 100% | 1047 61% 49% | 1088 58% 51% | 306 59% 14% | 388 62% 18% | 353 61% 17% | 301 57% 14% | 359 55% 17% | 429 61% 20% |
| MEAN SCORE | 3.62 | 3.66 | 3.59 | 3.61 | 3.68 | 3.68 | 3.59 | 3.53 | 3.64 |
| STD. DEVIATION | 1.14 | 1.11 | 1.17 | 1.08 | 1.09 | 1.15 | 1.13 | 1.16 | 1.20 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|-----------------------------|-----|---------------------|----------------------|-------------------|------------------------|------------------------|----------------------|-----------------------|-------------------|--------------------|-----------------------|-------------------------|-----------------------|------------------------------------|----------------------|-----------------------------|--|
| | | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | | 3603 100% | 118* 3% . | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% . | 165 5% | 3068 85% | 295 8% |
| 1 EXTREMELY DISSATISFIED | (1) | 199 6% 100% | 4 4% 2% | 25 4% 13% | 52 5% 26% | 41 5% 21% | 35 7% 17% B | 41 8% 21% BC | 30 4% 15% | 93 5% 47% | 76 8% 38% GH | 173 6% 87% | 9 3% 4% | 8 8% 4% | 10 6% 5% | 174 6% 87% | 13 5% 7% |
| 2 | (2) | 410 11% 100% | 20 17% 5% E | 76 12% 18% | 138 13% 34% E | 76 10% 19% | 40 8% 10% | 60 11% 15% | 95 13% 23% | 215 12% 52% | 99 10% 24% | 357 12% 87% | 24 8% 6% | 10 10% 3% | 19 11% 5% | 369 12% 90% O | 23 8% 6% |
| 3 | (3) | 780 22% 100% | 25 21% 3% | 148 23% 19% | 242 22% 31% | 144 19% 18% | 108 23% 14% | 114 21% 15% | 173 23% 22% | 385 21% 49% | 222 22% 28% | 670 22% 86% | 63 20% 8% | 21 20% 3% | 27 16% 3% | 646 21% 83% | 67 23% 9% |
| 4 | (4) | 1277 35% 100% | 46 39% 4% | 219 35% 17% | 383 35% 30% | 294 39% 23% F | 161 35% 13% | 174 32% 14% | 265 35% 21% | 677 37% 53% | 335 33% 26% | 1099 36% 86% M | 107 34% 8% | 27 27% 2% | 44 27% 3% | 1059 35% 83% | 112 38% 9% |
| 5 EXTREMELY SATISFIED | (5) | 859 24% 100% | 21 17% 2% | 148 23% 17% | 244 23% 28% | 191 25% 22% | 111 24% 13% | 144 27% 17% | 169 22% 20% | 434 24% 51% | 256 25% 30% | 667 22% 78% | 95 30% 11% J | 35 35% 4% J | 62 38% 7% J | 751 24% 87% | 75 25% 9% |
| DON'T KNOW | | 79 2% 100% | 2 2% 3% | 18 3% 23% | 22 2% 28% | 18 2% 23% | 12 3% 15% | 7 1% 9% | 20 3% 26% | 40 2% 50% | 19 2% 24% | 58 2% 73% | 17 6% 22% JL | - - - | 4 2% 5% | 69 2% 88% | 4 1% 5% |
| 1 OR 2 | | 609 17% 100% | 24 21% 4% | 101 16% 17% | 190 18% 31% | 118 15% 19% | 74 16% 12% | 101 19% 17% | 125 17% 21% | 308 17% 51% | 176 17% 29% | 530 18% 87% K | 32 10% 5% | 18 18% 3% | 28 17% 5% | 543 18% 89% O | 36 12% 6% |
| 4 OR 5 | | 2136 59% 100% | 66 56% 3% | 368 58% 17% | 627 58% 29% | 485 63% 23% C | 272 58% 13% | 318 59% 15% | 434 58% 20% | 1111 60% 52% | 590 59% 28% | 1766 58% 83% | 201 64% 9% | 62 62% 3% | 106 64% 5% | 1810 59% 85% | 187 64% 9% |
| MEAN SCORE | | 3.62 | 3.50 | 3.63 | 3.59 | 3.69 | 3.60 | 3.60 | 3.61 | 3.63 | 3.60 | 3.58 | 3.86 J | 3.71 | 3.81 J | 3.61 | 3.73 |
| STD. DEVIATION | | 1.14 | 1.09 | 1.10 | 1.12 | 1.12 | 1.17 | 1.21 | 1.10 | 1.12 | 1.19 | 1.13 | 1.05 | 1.26 | 1.24 | 1.15 | 1.07 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY**

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | URBAN | | | | | | |
|-----------------------------|-------------------------|-------------------------------|--|---------------------------|---------------------------|----------------------------|--------------------------|--------------------------|
| | TOTAL | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| UNWEIGHTED TOTAL | 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| WEIGHTED TOTAL | 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 1 EXTREMELY DISSATISFIED | (1) 199 6% 100% | 70 7% 35% E | 46 7% 23% E | 24 6% 12% E | 107 6% 54% E | 18 3% 9% | 4 4% 2% | 176 6% 89% E |
| 2 | (2) 410 11% 100% | 137 13% 33% | 93 14% 23% | 44 12% 11% | 207 11% 51% | 61 10% 15% | 12 11% 3% | 344 12% 84% |
| 3 | (3) 780 22% 100% | 264 25% 34% DE | 150 22% 19% | 115 30% 15% BDEG | 398 21% 51% | 105 18% 13% | 23 21% 3% | 662 22% 85% E |
| 4 | (4) 1277 35% 100% | 372 35% 29% F | 235 35% 18% | 137 36% 11% F | 668 35% 52% F | 215 36% 17% F | 29 25% 2% | 1040 35% 81% F |
| 5 EXTREMELY SATISFIED | (5) 859 24% 100% | 188 18% 22% | 137 20% 16% C | 51 14% 6% | 466 25% 54% ABC | 190 32% 22% ABCDG | 45 40% 5% ABCDG | 654 22% 76% AC |
| DON'T KNOW | 79 2% 100% | 22 2% 28% | 13 2% 16% | 9 2% 12% | 47 2% 59% | 6 1% 8% | - - - | 68 2% 87% |
| 1 OR 2 | 609 17% 100% | 206 20% 34% E | 138 21% 23% DE | 68 18% 11% | 314 17% 52% | 78 13% 13% | 16 14% 3% | 520 18% 85% E |
| 4 OR 5 | 2136 59% 100% | 560 53% 26% | 371 55% 17% | 189 50% 9% | 1134 60% 53% ABC | 405 68% 19% ABCDG | 73 65% 3% AC | 1695 58% 79% AC |
| MEAN SCORE | 3.62 | 3.46 | 3.49 | 3.40 | 3.64 ABC | 3.85 ABCDG | 3.86 ABCG | 3.57 AC |
| STD. DEVIATION | 1.14 | 1.13 | 1.17 | 1.07 | 1.14 | 1.08 | 1.17 | 1.14 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| TOTAL | | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------|---------------------------|----------------------------|-------------------------|-------------------------|--------------------------|---------------------------|--------------------------|----------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% | 85 2% | |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% | |
| 199 6% 100% | 28 6% 14% F | 41 7% 21% F | 76 6% 38% F | 31 5% 15% | 2 3% 1% | 12 3% 6% | 4 4% 2% | |
| 410 11% 100% | 48 10% 12% | 88 15% 22% ACF | 129 11% 31% | 78 12% 19% | 9 15% 2% | 46 10% 11% | 5 6% 1% | |
| 780 22% 100% | 133 28% 17% BCDF | 132 23% 17% | 251 21% 32% | 147 22% 19% | 11 18% 1% | 78 17% 10% | 17 19% 2% | |
| 1277 35% 100% | 184 39% 14% BDEG | 187 32% 15% | 448 37% 35% E | 220 32% 17% | 13 21% 1% | 179 40% 14% BDEG | 22 26% 2% | |
| 859 24% 100% | 64 14% 7% | 124 21% 14% A | 285 24% 33% A | 181 27% 21% AB | 26 43% 3% ABCDF | 127 28% 15% AB | 37 43% 4% ABCDF | |
| 79 2% 100% | 9 2% 12% | 13 2% 16% | 25 2% 31% | 22 3% 28% | - - - | 6 1% 8% | - - - | |
| 609 17% 100% | 77 16% 13% | 130 22% 21% ACDFG | 205 17% 34% | 109 16% 18% | 11 18% 2% | 57 13% 9% | 9 11% 2% | |
| 2136 59% 100% | 249 53% 12% | 311 53% 15% | 733 60% 34% AB | 401 59% 19% | 39 64% 2% | 306 68% 14% ABCD | 59 70% 3% AB | |
| 3.62 | 3.45 | 3.46 | 3.62 AB | 3.67 AB | 3.85 AB | 3.82 ABCD | 3.98 ABCD | |
| 1.14 | 1.06 | 1.19 | 1.15 | 1.14 | 1.23 | 1.04 | 1.14 | |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL (T) | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|-----------------------------|-----|--------------------------|-----------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|-------------------|--------------------|-----------------------|------------------------------------|----------------------|-----------------------------|--|
| | | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| 1 EXTREMELY DISSATISFIED | (1) | 199 6% 100% | 4 4% 2% | 25 4% 13% | 52 5% 26% | 41 5% 21% | 35 7% 17% | 41 8% 21% | 30 4% 15% | 93 5% 47% | 76 8% 38% | 173 6% 87% | 9 3% 4% | 8 8% 4% | 10 6% 5% | 174 6% 87% | 13 5% 7% |
| 2 | (2) | 410 11% 100% | 20 7% 5% | 76 12% 18% | 138 13% 34% | 76 10% 19% | 40 8% 10% | 60 11% 15% | 95 13% 23% | 215 12% 52% | 99 10% 24% | 357 12% 87% | 24 8% 6% | 10 10% 3% | 19 11% 5% | 369 12% 90% | 23 8% 6% |
| 3 | (3) | 780 22% 100% | 25 21% 3% | 148 23% 19% | 242 22% 31% | 144 19% 18% | 108 23% 14% | 114 21% 15% | 173 23% 22% | 385 21% 49% | 222 22% 28% | 670 22% 86% | 63 20% 8% | 21 20% 3% | 27 16% 3% | 646 21% 83% | 67 23% 9% |
| 4 | (4) | 1277 35% 100% M | 46 39% 4% | 219 35% 17% | 383 35% 30% | 294 39% 23% | 161 35% 13% | 174 32% 14% | 265 35% 21% | 677 37% 53% | 335 33% 26% | 1099 36% 86% | 107 34% 8% | 27 27% 2% | 44 27% 3% | 1059 35% 83% | 112 38% 9% |
| 5 EXTREMELY SATISFIED | (5) | 859 24% 100% | 21 17% 2% | 148 23% 17% | 244 23% 28% | 191 26% 22% | 111 24% 13% | 144 27% 17% | 169 22% 20% | 434 24% 51% | 256 25% 30% | 667 22% 78% | 95 30% 11% T | 35 35% 4% T | 62 38% 7% T | 751 24% 87% | 75 26% 9% |
| DON'T KNOW | | 79 2% 100% | 2 2% 3% | 18 3% 23% | 22 2% 28% | 18 2% 23% | 12 3% 15% | 7 1% 9% | 20 3% 26% | 40 2% 50% | 19 2% 24% | 58 2% 73% | 17 6% 22% T | - - - | 4 2% 5% | 69 2% 88% | 4 1% 5% |
| 1 OR 2 | | 609 17% 100% K | 24 21% 4% | 101 16% 17% | 190 18% 31% | 118 15% 19% | 74 16% 12% | 101 19% 17% | 125 17% 21% | 308 17% 51% | 176 17% 29% | 530 18% 87% | 32 10% 5% | 18 18% 3% | 28 17% 5% | 543 18% 89% | 36 12% 6% |
| 4 OR 5 | | 2136 59% 100% | 66 56% 3% | 368 58% 17% | 627 58% 29% | 485 63% 25% | 272 58% 13% | 318 59% 15% | 434 58% 20% | 1111 60% 52% | 590 59% 28% | 1766 58% 83% | 201 64% 9% | 62 62% 3% | 106 64% 5% | 1810 59% 85% | 187 64% 9% |
| MEAN SCORE | | 3.62 | 3.50 | 3.63 | 3.59 | 3.69 | 3.60 | 3.60 | 3.61 | 3.63 | 3.60 | 3.58 | 3.86 T | 3.71 | 3.81 | 3.61 | 3.73 |
| STD. DEVIATION | | 1.14 | 1.09 | 1.10 | 1.12 | 1.12 | 1.17 | 1.21 | 1.10 | 1.12 | 1.19 | 1.13 | 1.05 | 1.26 | 1.24 | 1.15 | 1.07 |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL (H) | URBAN | | | | | | |
|------------------------------|-----|---------------------------|----------------------------------|---|------------------------|--------------------|------------------------|----------------------|--------------------|
| | | | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| UNWEIGHTED TOTAL | | 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| WEIGHTED TOTAL | | 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 1. EXTREMELY DISSATISFIED | (1) | 199 6% 100% E | 70 7% 35% | 46 7% 23% | 24 6% 12% | 107 6% 54% | 18 3% 9% | 4 4% 2% | 176 6% 89% |
| 2 | (2) | 410 11% 100% | 137 13% 33% | 93 14% 23% | 44 12% 11% | 207 11% 51% | 61 10% 15% | 12 11% 3% | 344 12% 84% |
| 3 | (3) | 780 22% 100% E | 264 25% 34% H | 150 22% 19% | 115 30% 15% H | 398 21% 51% | 105 18% 13% | 23 21% 3% | 662 22% 85% |
| 4 | (4) | 1277 35% 100% F | 372 35% 29% | 235 35% 18% | 137 36% 11% | 668 35% 52% | 215 36% 17% | 29 25% 2% | 1040 35% 81% |
| 5. EXTREMELY SATISFIED | (5) | 859 24% 100% AC | 188 18% 22% | 137 20% 16% | 51 14% 6% | 466 25% 54% | 190 32% 22% H | 45 40% 5% H | 654 22% 76% |
| DON'T KNOW | | 79 2% 100% | 22 2% 28% | 13 2% 16% | 9 2% 12% | 47 2% 59% | 6 1% 8% | - - - | 68 2% 87% |
| 1 OR 2 | | 609 17% 100% E | 206 20% 34% | 138 21% 23% H | 68 18% 11% | 314 17% 52% | 78 13% 13% | 16 14% 3% | 520 18% 85% |
| 4 OR 5 | | 2136 59% 100% AC | 560 53% 26% | 371 55% 17% | 189 50% 9% | 1134 60% 53% | 405 68% 19% H | 73 65% 3% | 1695 58% 79% |
| MEAN SCORE | | 3.62 ABC | 3.46 | 3.49 | 3.40 | 3.64 | 3.85 H | 3.86 H | 3.57 |
| STD. DEVIATION | | 1.14 | 1.13 | 1.17 | 1.07 | 1.14 | 1.08 | 1.17 | 1.14 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | | |
|-----------------------------|-----|---------------------------|------------------------|------------------------|-------------------|-------------------|----------------------|------------------------|----------------------|
| | | | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| UNWEIGHTED TOTAL | | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% | 85 2% |
| WEIGHTED TOTAL | | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 1 EXTREMELY DISSATISFIED | (1) | 199 6% 100% F | 28 6% 14% | 41 7% 21% | 76 6% 38% | 31 5% 15% | 2 3% 1% | 12 3% 6% | 4 4% 2% |
| 2 | (2) | 410 11% 100% | 48 10% 12% | 88 15% 22% H | 129 11% 31% | 78 12% 19% | 9 15% 2% | 46 10% 11% | 5 6% 1% |
| 3 | (3) | 780 22% 100% | 133 28% 17% H | 132 23% 17% | 251 21% 32% | 147 22% 19% | 11 18% 1% | 78 17% 10% | 17 19% 2% |
| 4 | (4) | 1277 35% 100% E | 184 39% 14% | 187 32% 15% | 448 37% 35% | 220 32% 17% | 13 21% 1% | 179 40% 14% | 22 26% 2% |
| 5 EXTREMELY SATISFIED | (5) | 859 24% 100% A | 64 14% 7% | 124 21% 14% | 285 24% 33% | 181 27% 21% | 26 43% 3% H | 127 28% 15% | 37 43% 4% H |
| DON'T KNOW | | 79 2% 100% | 9 2% 12% | 13 2% 16% | 25 2% 31% | 22 3% 28% | - - - | 6 1% 8% | - - - |
| 1 OR 2 | | 609 17% 100% F | 77 16% 13% | 130 22% 21% H | 205 17% 34% | 109 16% 18% | 11 18% 2% | 57 13% 9% | 9 11% 2% |
| 4 OR 5 | | 2136 59% 100% AB | 249 53% 12% | 311 53% 15% | 733 60% 34% | 401 59% 19% | 39 64% 2% | 306 68% 14% H | 59 70% 3% |
| MEAN SCORE | | 3.62 AB | 3.45 | 3.46 | 3.62 | 3.67 | 3.85 | 3.82 H | 3.98 H |
| STD. DEVIATION | | 1.14 | 1.06 | 1.19 | 1.15 | 1.14 | 1.23 | 1.04 | 1.14 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------------|-----|---------------------|------------------------|-----------------------|-------------------------|-------------------------|----------------------|------------------------|----------------------|------------------------|--------------------------|-----------------------|------------------------|--------------------------|--------------------|--------------------------|---------------------------|
| | | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| 1 EXTREMELY DISSATISFIED | (1) | 199 6% 100% | 10 3% 5% | 19 5% 10% | 45 5% 22% | 49 5% 24% | 30 7% 15% A | 46 8% 23% ACD | 7 4% 3% | 29 5% 15% | 20 6% 10% | 9 3% 5% | 33 5% 16% | 26 9% 13% HJKMN | 14 5% 7% | 31 5% 16% | 30 8% 15% JK |
| 2 | (2) | 410 11% 100% | 43 11% 10% | 53 14% 13% | 93 10% 23% | 121 13% 30% | 43 10% 10% | 57 10% 14% | 20 13% 5% | 58 10% 14% | 27 8% 7% | 33 11% 8% | 89 13% 22% I | 30 11% 7% | 43 14% 10% | 68 12% 17% | 42 11% 10% |
| 3 | (3) | 780 22% 100% | 100 26% 13% C | 73 20% 9% | 186 20% 24% | 199 21% 26% | 90 21% 12% | 132 23% 17% | 32 20% 4% | 126 23% 16% | 90 27% 12% KLNO | 76 26% 10% | 143 20% 18% | 55 20% 7% | 65 22% 8% | 116 20% 15% | 76 19% 10% |
| 4 | (4) | 1277 35% 100% | 132 35% 10% | 133 36% 10% | 358 39% 28% DF | 319 34% 25% | 149 34% 12% | 186 32% 15% | 62 40% 5% | 203 37% 16% | 120 36% 9% | 101 34% 8% | 271 39% 21% O | 90 33% 7% | 102 34% 8% | 203 35% 16% | 124 31% 10% |
| 5 EXTREMELY SATISFIED | (5) | 859 24% 100% | 87 23% 10% | 82 22% 9% | 208 23% 24% | 226 24% 26% | 113 26% 13% | 142 25% 17% | 31 20% 4% | 122 22% 14% | 69 21% 8% | 67 22% 8% | 150 21% 17% | 69 25% 8% | 71 24% 8% | 163 28% 19% HIK | 118 30% 14% GHIK |
| DON'T KNOW | | 79 2% 100% | 10 3% 12% | 10 3% 13% | 21 2% 27% | 19 2% 24% | 9 2% 11% | 10 2% 13% | 4 3% 5% | 17 3% 21% | 8 2% 10% | 12 4% 15% NO | 15 2% 19% | 6 2% 7% | 4 1% 5% | 8 1% 10% | 5 1% 7% |
| 1 OR 2 | | 609 17% 100% | 53 14% 9% | 72 19% 12% | 138 15% 23% | 170 18% 28% | 72 17% 12% | 103 18% 17% | 27 17% 4% | 87 16% 14% | 48 14% 8% | 42 14% 7% | 122 17% 20% | 55 20% 9% I | 56 19% 9% | 99 17% 16% | 73 18% 12% |
| 4 OR 5 | | 2136 59% 100% | 219 57% 10% | 215 58% 10% | 566 62% 27% | 545 58% 26% | 262 60% 12% | 328 57% 19% | 93 60% 4% | 324 58% 15% | 190 57% 9% | 168 56% 8% | 421 60% 20% | 158 58% 7% | 173 58% 8% | 366 62% 17% | 242 61% 11% |
| MEAN SCORE | | 3.62 | 3.65 | 3.57 | 3.66 | 3.60 | 3.64 | 3.57 | 3.60 | 3.61 | 3.58 | 3.64 | 3.61 | 3.54 | 3.59 | 3.69 | 3.66 |
| STD. DEVIATION | | 1.14 | 1.05 | 1.15 | 1.10 | 1.15 | 1.18 | 1.20 | 1.09 | 1.11 | 1.10 | 1.06 | 1.11 | 1.25 | 1.14 | 1.15 | 1.23 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------------|-----|------------------------|---------------------|-----------------------|-----------------------|-------------------------|---------------------|-----------------------|----------------------|------------------------|-----------------------|----------------------|------------------------|----------------------|--------------------|----------------------|------------------------|
| | | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| 1 EXTREMELY DISSATISFIED | (1) | 199 6% 100% A | 10 3% 5% | 19 5% 10% | 45 5% 22% | 49 5% 24% | 30 7% 15% | 46 8% 23% P | 7 4% 3% | 29 5% 15% | 20 6% 10% | 9 3% 5% | 33 5% 16% | 26 9% 13% P | 14 5% 7% | 31 5% 16% | 30 8% 15% |
| 2 | (2) | 410 11% 100% | 43 11% 10% | 53 14% 13% | 93 10% 23% | 121 13% 30% | 43 10% 10% | 57 10% 14% | 20 13% 5% | 58 10% 14% | 27 8% 7% | 33 11% 8% | 89 13% 22% | 30 11% 7% | 43 14% 10% | 68 12% 17% | 42 11% 10% |
| 3 | (3) | 780 22% 100% | 100 26% 13% | 73 20% 9% | 186 20% 24% | 199 21% 26% | 90 21% 12% | 132 23% 17% | 32 20% 4% | 126 23% 16% | 90 27% 12% P | 76 26% 10% | 143 20% 18% | 55 20% 7% | 65 22% 8% | 116 20% 15% | 76 19% 10% |
| 4 | (4) | 1277 35% 100% | 132 35% 10% | 133 36% 10% | 358 39% 28% | 319 34% 25% | 149 34% 12% | 186 32% 15% | 62 40% 5% | 203 37% 16% | 120 36% 9% | 101 34% 8% | 271 39% 21% | 90 33% 7% | 102 34% 8% | 203 35% 16% | 124 31% 10% |
| 5 EXTREMELY SATISFIED | (5) | 859 24% 100% | 87 23% 10% | 82 22% 9% | 208 23% 24% | 226 24% 26% | 113 26% 13% | 142 25% 17% | 31 20% 4% | 122 22% 14% | 69 21% 8% | 67 22% 8% | 150 21% 17% | 69 25% 8% | 71 24% 8% | 163 28% 19% | 118 30% 14% P |
| DON'T KNOW | | 79 2% 100% | 10 3% 12% | 10 3% 13% | 21 2% 27% | 19 2% 24% | 9 2% 11% | 10 2% 13% | 4 3% 5% | 17 3% 21% | 8 2% 10% | 12 4% 15% | 15 2% 19% | 6 2% 7% | 4 1% 5% | 8 1% 10% | 5 1% 7% |
| 1 OR 2 | | 609 17% 100% | 53 14% 9% | 72 19% 12% | 138 15% 23% | 170 18% 28% | 72 17% 12% | 103 18% 17% | 27 17% 4% | 87 16% 14% | 48 14% 8% | 42 14% 7% | 122 17% 20% | 55 20% 9% | 56 19% 9% | 99 17% 16% | 73 18% 12% |
| 4 OR 5 | | 2136 59% 100% | 219 57% 10% | 215 58% 10% | 566 62% 27% | 545 58% 26% | 262 60% 12% | 328 57% 15% | 93 60% 4% | 324 58% 15% | 190 57% 9% | 168 56% 8% | 421 60% 20% | 158 58% 7% | 173 58% 8% | 366 62% 17% | 242 61% 11% |
| MEAN SCORE | | 3.62 | 3.65 | 3.57 | 3.66 | 3.60 | 3.64 | 3.57 | 3.60 | 3.61 | 3.58 | 3.64 | 3.61 | 3.54 | 3.59 | 3.69 | 3.66 |
| STD. DEVIATION | | 1.14 | 1.05 | 1.15 | 1.10 | 1.15 | 1.18 | 1.20 | 1.09 | 1.11 | 1.10 | 1.06 | 1.11 | 1.25 | 1.14 | 1.15 | 1.23 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--------------------------|---------------------|-----------------------------|----------------------------|-----------------|--|------------------------|----------------------|------------------------|------------------------------------|------------------------|---------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| 1 EXTREMELY DISSATISFIED | 199 6% 100% | 45 8% 22% B | 154 5% 77% | 14 9% 7% | 148 5% 74% | 51 6% 26% | 13 5% 7% | 38 8% 19% H | 147 5% 74% | 39 8% 20% H | 14 5% 7% |
| 2 | 410 11% 100% | 63 11% 15% | 346 11% 84% | 18 11% 4% | 323 12% 79% | 87 10% 21% | 30 11% 7% | 37 7% 9% | 340 12% 83% GI | 40 8% 10% | 32 11% 8% |
| 3 | 780 22% 100% | 120 21% 15% | 653 22% 84% | 30 19% 4% | 606 22% 78% | 174 20% 22% | 53 19% 7% | 109 22% 14% | 615 22% 79% | 113 22% 14% | 56 19% 7% |
| 4 | 1277 35% 100% | 156 28% 12% | 1114 37% 87% A | 50 32% 4% | 984 36% 77% | 293 33% 23% | 96 35% 8% | 181 37% 14% | 987 35% 77% | 194 38% 15% | 109 37% 9% |
| 5 EXTREMELY SATISFIED | 859 24% 100% | 173 31% 20% B | 682 23% 79% | 46 29% 5% | 605 22% 70% | 254 29% 30% D | 77 28% 9% I | 109 22% 13% | 669 24% 78% | 112 22% 13% | 80 27% 9% |
| DON'T KNOW | 79 2% 100% | 7 1% 9% | 72 2% 91% | - - - | 60 2% 76% | 19 2% 24% | 3 1% 4% | 19 4% 24% FHJ | 56 2% 71% | 19 4% 24% FHJ | 3 1% 4% |
| 1 OR 2 | 609 17% 100% | 108 19% 18% | 500 17% 82% | 32 20% 5% | 471 17% 77% | 138 16% 23% | 43 16% 7% | 75 15% 12% | 487 17% 80% | 79 15% 13% | 47 16% 8% |
| 4 OR 5 | 2136 59% 100% | 330 58% 15% | 1796 59% 84% | 96 61% 4% | 1589 58% 74% | 547 62% 26% D | 173 64% 8% | 290 59% 14% | 1656 59% 78% | 307 59% 14% | 190 64% 9% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|----------------|--------------|-----------------------------|----------------------------|-----------------|--|-------------------|-------------------|-----------------|------------------------------------|-----------------------|---------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| MEAN SCORE | 3.62 | 3.63 | 3.62 | 3.60 | 3.59 | 3.71 D | 3.72 | 3.60 | 3.61 | 3.61 | 3.72 |
| STD. DEVIATION | 1.14 | 1.25 | 1.12 | 1.26 | 1.13 | 1.16 | 1.14 | 1.16 | 1.14 | 1.15 | 1.13 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|-----------------------------|-----|--------------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| 1 EXTREMELY DISSATISFIED | (1) | 199 6% 100% | 45 8% 22% K | 154 5% 77% | 14 9% 7% | 148 5% 74% | 51 6% 26% | 13 5% 7% | 38 8% 19% | 147 5% 74% | 39 8% 20% | 14 5% 7% |
| 2 | (2) | 410 11% 100% GI | 63 11% 15% | 346 11% 84% | 18 11% 4% | 323 12% 79% | 87 10% 21% | 30 11% 7% | 37 7% 9% | 340 12% 83% | 40 8% 10% | 32 11% 8% |
| 3 | (3) | 780 22% 100% | 120 21% 15% | 653 22% 84% | 30 19% 4% | 606 22% 78% | 174 20% 22% | 53 19% 7% | 109 22% 14% | 615 22% 79% | 113 22% 14% | 56 19% 7% |
| 4 | (4) | 1277 35% 100% A | 156 28% 12% | 1114 37% 87% | 50 32% 4% | 984 36% 77% | 293 33% 23% | 96 35% 8% | 181 37% 14% | 987 35% 77% | 194 38% 15% | 109 37% 9% |
| 5 EXTREMELY SATISFIED | (5) | 859 24% 100% | 173 31% 20% K | 682 23% 79% | 46 29% 5% | 605 22% 70% | 254 29% 30% K | 77 28% 9% | 109 22% 13% | 669 24% 78% | 112 22% 13% | 80 27% 9% |
| DON'T KNOW | | 79 2% 100% | 7 1% 9% | 72 2% 91% | - - - | 60 2% 76% | 19 2% 24% | 3 1% 4% | 19 4% 24% K | 56 2% 71% | 19 4% 24% K | 3 1% 4% |
| 1 OR 2 | | 609 17% 100% | 108 19% 18% | 500 17% 82% | 32 20% 5% | 471 17% 77% | 138 16% 23% | 43 16% 7% | 75 15% 12% | 487 17% 80% | 79 15% 13% | 47 16% 8% |
| 4 OR 5 | | 2136 59% 100% | 330 58% 15% | 1796 59% 84% | 96 61% 4% | 1589 58% 74% | 547 62% 26% | 173 64% 8% | 290 59% 14% | 1656 59% 78% | 307 59% 14% | 190 64% 9% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|----------------|--------------|-----------------------------|----------------------------|-----------------|--|-------------------|-------------------|-----------------|------------------------------------|-----------------------|---------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| | | | | | | | | | | | |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| MEAN SCORE | 3.62 | 3.63 | 3.62 | 3.60 | 3.59 | 3.71 K | 3.72 | 3.60 | 3.61 | 3.61 | 3.72 |
| STD. DEVIATION | 1.14 | 1.25 | 1.12 | 1.26 | 1.13 | 1.16 | 1.14 | 1.16 | 1.14 | 1.15 | 1.13 |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|-----------------------------|-----|---------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|--------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|---------------------------|
| | | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| 1 EXTREMELY DISSATISFIED | (1) | 199 6% 100% | 28 4% 14% | 2 2% 1% | 75 5% 38% | 18 5% 9% | 45 8% 23% AC | 31 7% 16% | 40 5% 20% | 16 8% 8% | 58 5% 29% | 10 6% 5% | 50 6% 25% | 25 5% 12% |
| 2 | (2) | 410 11% 100% | 84 12% 20% | 12 15% 3% | 188 12% 46% | 27 8% 7% | 51 9% 12% | 48 10% 12% | 88 11% 22% | 17 8% 4% | 133 12% 33% | 18 12% 4% | 101 13% 25% H | 52 10% 13% |
| 3 | (3) | 780 22% 100% | 151 22% 19% | 22 28% 3% | 322 21% 41% | 63 19% 8% | 133 26% 17% F | 89 19% 11% | 191 23% 24% L | 57 26% 7% L | 242 22% 31% L | 32 21% 4% | 174 22% 22% L | 84 17% 11% |
| 4 | (4) | 1277 35% 100% | 247 37% 19% B | 18 23% 1% | 554 37% 43% B | 123 37% 10% B | 182 34% 14% | 152 33% 12% | 308 37% 24% | 77 35% 6% | 413 37% 32% | 48 31% 4% | 262 34% 21% | 168 33% 13% |
| 5 EXTREMELY SATISFIED | (5) | 859 24% 100% | 145 21% 17% | 24 31% 3% | 342 23% 40% | 92 28% 11% A | 118 22% 14% | 138 29% 16% ACE | 176 21% 20% | 46 21% 5% | 245 22% 29% | 41 26% 5% | 184 24% 21% | 168 33% 20% GHIK |
| DON'T KNOW | | 79 2% 100% | 19 3% 25% | 1 1% 1% | 32 2% 40% | 8 2% 10% | 9 2% 12% | 10 2% 12% | 23 3% 29% K | 6 3% 8% | 28 2% 35% | 5 3% 6% | 10 1% 12% | 8 2% 10% |
| 1 OR 2 | | 609 17% 100% | 112 17% 18% | 13 17% 2% | 263 17% 43% | 45 14% 7% | 96 18% 16% | 80 17% 13% | 129 16% 21% | 33 15% 5% | 191 17% 31% | 28 18% 5% | 151 19% 25% | 77 15% 13% |
| 4 OR 5 | | 2136 59% 100% | 392 58% 18% | 42 54% 2% | 896 59% 42% | 215 65% 10% E | 300 56% 14% | 290 62% 14% E | 484 59% 23% | 123 56% 6% | 668 59% 31% | 89 58% 4% | 446 57% 21% | 335 67% 16% GHIK |
| MEAN SCORE | | 3.62 | 3.61 | 3.67 | 3.61 | 3.75 E | 3.52 | 3.69 E | 3.61 | 3.56 | 3.60 | 3.61 | 3.56 | 3.81 GHIK |
| STD. DEVIATION | | 1.14 | 1.09 | 1.13 | 1.12 | 1.12 | 1.18 | 1.20 | 1.09 | 1.14 | 1.12 | 1.20 | 1.17 | 1.16 |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE RELIABILITY/CONSISTENCY OF THE DELIVERY TIME EACH DAY

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|-----------------------------|-----|--------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| 1 EXTREMELY DISSATISFIED | (1) | 199 6% 100% | 28 4% 14% | 2 2% 1% | 75 5% 38% | 18 5% 9% | 45 8% 23% M | 31 7% 16% | 40 5% 20% | 16 8% 8% | 58 5% 29% | 10 6% 5% | 50 6% 25% | 25 5% 12% |
| 2 | (2) | 410 11% 100% | 84 12% 20% | 12 15% 3% | 188 12% 46% | 27 8% 7% | 51 9% 12% | 48 10% 13% | 88 11% 22% | 17 8% 4% | 133 12% 33% | 18 12% 4% | 101 13% 25% | 52 10% 13% |
| 3 | (3) | 780 22% 100% L | 151 22% 19% | 22 28% 3% | 322 21% 41% | 63 19% 8% | 133 25% 17% | 89 19% 11% | 191 23% 24% | 57 26% 7% | 242 22% 31% | 32 21% 4% | 174 22% 22% | 84 17% 11% |
| 4 | (4) | 1277 35% 100% B | 247 37% 19% | 18 23% 1% | 554 37% 43% | 123 37% 10% | 182 34% 14% | 152 33% 12% | 308 37% 24% | 77 35% 6% | 413 37% 32% | 48 31% 4% | 262 34% 21% | 168 33% 13% |
| 5 EXTREMELY SATISFIED | (5) | 859 24% 100% | 145 21% 17% | 24 31% 3% | 342 23% 40% | 92 28% 11% | 118 22% 14% | 138 29% 16% M | 176 21% 20% | 46 21% 5% | 245 22% 29% | 41 26% 5% | 184 24% 21% | 168 33% 20% M |
| DON'T KNOW | | 79 2% 100% | 19 3% 25% | 1 1% 1% | 32 2% 40% | 8 2% 10% | 9 2% 12% | 10 2% 12% | 23 3% 29% | 6 3% 8% | 28 2% 35% | 5 3% 6% | 10 1% 12% | 8 2% 10% |
| 1 OR 2 | | 609 17% 100% | 112 17% 18% | 13 17% 2% | 263 17% 43% | 45 14% 7% | 96 18% 16% | 80 17% 13% | 129 16% 21% | 33 15% 5% | 191 17% 31% | 28 18% 5% | 151 19% 25% | 77 15% 13% |
| 4 OR 5 | | 2136 59% 100% | 392 58% 18% | 42 54% 2% | 896 59% 42% | 215 65% 10% | 300 56% 14% | 290 62% 14% | 484 59% 23% | 123 56% 6% | 658 59% 31% | 89 58% 4% | 446 57% 21% | 335 67% 16% M |
| MEAN SCORE | | 3.62 | 3.61 | 3.67 | 3.61 | 3.75 | 3.52 | 3.69 | 3.61 | 3.56 | 3.60 | 3.61 | 3.56 | 3.81 M |
| STD. DEVIATION | | 1.14 | 1.09 | 1.13 | 1.12 | 1.12 | 1.18 | 1.20 | 1.09 | 1.14 | 1.12 | 1.20 | 1.17 | 1.16 |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL | AGE | | | | | | | | | | | | |
|-----------------------------|-----|---------------------|------------------------|------------------------|------------------------|------------------------|------------------------|--------------------------|--------------------------------|------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| | | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| UNWEIGHTED TOTAL | | 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| WEIGHTED TOTAL | | 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 1 EXTREMELY DISSATISFIED | (1) | 50 1% 100% | 8 2% 16% | 5 1% 11% | 12 2% 24% | 5 1% 10% | 9 2% 17% | 7 2% 15% | 3 1% 7% | 13 1% 27% | 26 1% 52% | 11 1% 22% | 13 1% 27% | 17 1% 34% | 19 1% 39% |
| 2 | (2) | 120 3% 100% | 19 4% 16% | 21 4% 17% | 23 3% 19% | 17 3% 14% | 19 4% 16% | 9 2% 8% | 11 3% 9% | 40 4% 33% | 59 3% 49% | 21 3% 17% | 40 4% 33% | 40 3% 33% | 40 3% 33% |
| 3 | (3) | 470 13% 100% | 85 18% DEF G | 82 15% 18% | 86 13% 18% | 73 12% 15% | 66 12% 14% | 42 10% 9% | 36 10% 8% | 168 16% 36% U | 225 12% 48% | 77 10% 16% | 168 16% 36% LM | 159 13% 34% | 144 11% 31% |
| 4 | (4) | 1374 38% 100% | 175 36% 13% | 227 40% 17% G | 272 41% 20% G | 241 39% 18% G | 206 38% 15% | 140 35% 10% | 113 33% 8% | 402 38% 29% | 719 40% 52% J | 253 34% 18% | 402 38% 29% | 513 40% 37% M | 459 36% 33% |
| 5 EXTREMELY SATISFIED | (5) | 1536 43% 100% | 180 37% 12% | 220 39% 14% | 264 40% 17% | 268 44% 17% | 235 44% 15% | 190 48% 12% ABC | 180 52% 12% ABC DE | 400 38% 26% | 767 42% 50% | 370 50% 24% HI | 400 38% 26% | 532 42% 35% | 604 47% 39% KL |
| DON'T KNOW | | 53 1% 100% | 15 3% 28% CDE | 9 2% 17% | 5 1% 10% | 6 1% 11% | 5 1% 9% | 10 3% 20% CDE | 3 1% 6% | 23 2% 44% I | 16 1% 30% | 14 2% 26% I | 23 2% 44% L | 11 1% 21% | 18 1% 35% |
| 1 OR 2 | | 170 5% 100% | 27 6% 16% | 26 5% 15% | 35 5% 21% | 22 4% 13% | 28 5% 16% | 17 4% 10% | 15 4% 9% | 54 5% 31% | 85 5% 50% | 32 4% 19% | 54 5% 31% | 57 4% 34% | 59 5% 35% |
| 4 OR 5 | | 2910 81% 100% | 355 74% 12% | 446 79% 15% | 536 81% 18% A | 509 83% 18% A | 440 82% 15% A | 330 83% 11% A | 293 84% 10% A | 801 77% 28% | 1486 82% 51% H | 623 84% 21% H | 801 77% 28% | 1046 82% 36% K | 1063 83% 37% K |
| MEAN SCORE | | 4.19 | 4.07 | 4.14 | 4.15 | 4.24 A | 4.20 | 4.28 AB C | 4.32 AB CE | 4.11 | 4.19 H | 4.30 HI | 4.11 | 4.19 | 4.26 K |
| STD. DEVIATION | | 0.89 | 0.94 | 0.87 | 0.90 | 0.83 | 0.90 | 0.89 | 0.87 | 0.90 | 0.88 | 0.88 | 0.90 | 0.87 | 0.89 |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| TOTAL (N) | | AGE | | | | | | | | | | | | |
|----------------------------|-----------------------|-------------------|-------------------|-------------------|-------------------|------------------------|------------------------|------------------------|--------------------|------------------------|------------------------|--------------------|------------------------|------------|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% | |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% | |
| 50 1% 100% | 8 2% 16% | 5 1% 11% | 12 2% 24% | 5 1% 10% | 9 2% 17% | 7 2% 15% | 3 1% 7% | 13 1% 27% | 26 1% 52% | 11 1% 22% | 13 1% 27% | 17 1% 34% | 19 1% 39% | |
| 120 3% 100% | 19 4% 16% | 21 4% 17% | 23 3% 19% | 17 3% 14% | 19 4% 16% | 9 2% 8% | 11 3% 9% | 40 4% 33% | 59 3% 49% | 21 3% 17% | 40 4% 33% | 40 3% 33% | 40 3% 33% | |
| 470 13% 100% J | 85 18% 18% N | 82 15% 18% | 86 13% 18% | 73 12% 15% | 66 12% 14% | 42 10% 9% | 36 10% 8% | 168 16% 36% N | 225 12% 48% | 77 10% 16% | 168 16% 36% N | 159 13% 34% | 144 11% 31% | |
| 1374 38% 100% GJ | 175 36% 13% | 227 40% 17% | 272 41% 20% | 241 39% 18% | 206 38% 15% | 140 35% 10% | 113 33% 8% | 402 38% 29% | 719 40% 52% | 253 34% 18% | 402 38% 29% | 513 40% 37% | 459 36% 33% | |
| 1536 43% 100% HK | 180 37% 12% | 220 39% 14% | 264 40% 17% | 268 44% 17% | 235 44% 15% | 190 48% 12% N | 180 52% 12% N | 400 38% 26% | 767 42% 50% | 370 50% 24% N | 400 38% 26% | 532 42% 35% | 604 47% 39% N | |
| 53 1% 100% | 15 3% 28% N | 9 2% 17% | 5 1% 10% | 6 1% 11% | 5 1% 9% | 10 3% 20% | 3 1% 6% | 23 2% 44% | 16 1% 30% | 14 2% 26% | 23 2% 44% | 11 1% 21% | 18 1% 35% | |
| 170 5% 100% | 27 6% 16% | 26 5% 15% | 35 5% 21% | 22 4% 13% | 28 5% 16% | 17 4% 10% | 15 4% 9% | 54 5% 31% | 85 5% 50% | 32 4% 19% | 54 5% 31% | 57 4% 34% | 59 5% 35% | |
| 2910 81% 100% AHK | 355 74% 12% | 446 79% 15% | 536 81% 18% | 509 83% 18% | 440 82% 15% | 330 83% 11% | 293 84% 10% | 801 77% 28% | 1486 82% 51% | 623 84% 21% | 801 77% 28% | 1046 82% 36% | 1063 83% 37% | |
| 4.19 AH K | 4.07 | 4.14 | 4.15 | 4.24 | 4.20 | 4.28 | 4.32 N | 4.11 | 4.19 | 4.30 N | 4.11 | 4.19 | 4.26 N | |
| 0.89 | 0.94 | 0.87 | 0.90 | 0.83 | 0.90 | 0.89 | 0.87 | 0.90 | 0.88 | 0.88 | 0.90 | 0.87 | 0.89 | |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | TOTAL | SEX | | SEX/AGE | | | | | |
|-----------------------------|---------------------|------------------------|------------------------|-----------------------|--------------------------|-------------------------|-------------------------|-------------------------|--------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| 1 EXTREMELY DISSATISFIED | 50 1% 100% | 20 1% 40% | 30 2% 60% | 7 1% 13% | 4 1% 9% | 9 2% 18% | 7 1% 14% | 13 2% 26% | 10 1% 21% |
| 2 | 120 3% 100% | 65 4% 54% | 56 3% 46% | 23 4% 19% | 22 3% 18% | 20 3% 17% | 17 3% 14% | 19 3% 15% | 20 3% 16% |
| 3 | 470 13% 100% | 231 13% 49% | 239 13% 51% | 84 16% 18% H | 79 13% 17% | 68 12% 15% | 84 16% 18% EH | 80 12% 17% | 75 11% 16% |
| 4 | 1374 38% 100% | 692 40% 50% B | 681 36% 50% | 213 41% 16% | 267 43% 19% EFH | 212 37% 15% | 189 36% 14% | 246 38% 18% | 247 35% 18% |
| 5 EXTREMELY SATISFIED | 1536 43% 100% | 686 40% 45% | 850 45% 55% A | 181 35% 12% | 243 39% 16% | 262 45% 17% CD | 219 42% 14% C | 289 45% 19% C | 342 49% 22% CDF |
| DON'T KNOW | 53 1% 100% | 32 2% 61% | 21 1% 39% | 13 2% 24% G | 10 2% 19% G | 9 2% 18% G | 11 2% 20% G | 1 2% 2% | 9 1% 17% G |
| 1 OR 2 | 170 5% 100% | 84 5% 50% | 86 5% 50% | 30 6% 17% | 26 4% 15% | 29 5% 17% | 24 5% 14% | 31 5% 19% | 30 4% 18% |
| 4 OR 5 | 2910 81% 100% | 1378 80% 47% | 1532 82% 53% | 394 76% 14% | 510 82% 18% C | 474 82% 16% C | 407 77% 14% CF | 536 83% 18% CF | 589 84% 20% CF |
| MEAN SCORE | 4.19 | 4.16 | 4.22 | 4.06 | 4.18 | 4.22 C | 4.16 | 4.21 C | 4.28 CDF |
| STD. DEVIATION | 0.89 | 0.88 | 0.90 | 0.90 | 0.83 | 0.90 | 0.90 | 0.91 | 0.88 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|-----------------------------|---------------------|--------------------|--------------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| 1 EXTREMELY DISSATISFIED | 50 1% 100% | 20 1% 40% | 30 2% 60% | 7 1% 13% | 4 1% 9% | 9 2% 18% | 7 1% 14% | 13 2% 26% | 10 1% 21% |
| 2 | 120 3% 100% | 65 4% 54% | 56 3% 46% | 23 4% 19% | 22 3% 18% | 20 3% 17% | 17 3% 14% | 19 3% 15% | 20 3% 16% |
| 3 | 470 13% 100% | 231 13% 49% | 239 13% 51% | 84 16% 18% | 79 13% 17% | 68 12% 15% | 84 16% 18% | 80 12% 17% | 75 11% 16% |
| 4 | 1374 38% 100% | 692 40% 50% | 681 36% 50% | 213 41% 16% | 267 43% 19% | 212 37% 15% | 189 36% 14% | 246 38% 18% | 247 35% 18% |
| 5 EXTREMELY SATISFIED | 1536 43% 100% | 686 40% 45% | 850 45% 55% | 181 35% 12% | 243 39% 16% | 262 45% 17% | 219 42% 14% | 289 45% 19% | 342 49% 22% |
| DON'T KNOW | 53 1% 100% | 32 2% 61% | 21 1% 39% | 13 2% 24% | 10 2% 19% | 9 2% 18% | 11 2% 20% | 1 2% 2% | 9 1% 17% |
| 1 OR 2 | 170 5% 100% | 84 5% 50% | 86 5% 50% | 30 6% 17% | 26 4% 15% | 29 5% 17% | 24 5% 14% | 31 5% 19% | 30 4% 18% |
| 4 OR 5 | 2910 81% 100% | 1378 80% 47% | 1532 82% 53% | 394 76% 14% | 510 82% 18% | 474 82% 16% | 407 77% 14% | 536 83% 18% | 589 84% 20% |
| MEAN SCORE | 4.19 C | 4.16 | 4.22 | 4.06 | 4.18 | 4.22 | 4.16 | 4.21 | 4.28 I |
| STD. DEVIATION | 0.89 | 0.88 | 0.90 | 0.90 | 0.83 | 0.90 | 0.90 | 0.91 | 0.88 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|-----------------------------|-----|---------------------|-----------------------|------------------------|------------------------|------------------------|-----------------------|----------------------|------------------------|-------------------------|-----------------------|--------------------------|------------------------|------------------------------------|------------------------|-----------------------------|--|
| | | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| | | | . | | | | | | | | | | | . | | | |
| 1 EXTREMELY DISSATISFIED | (1) | 50 1% 100% | 3 3% 6% B | 3 * 6% | 11 1% 22% | 10 1% 21% | 12 3% 24% BC | 11 1% 22% B | 6 1% 12% | 21 1% 42% | 23 2% 46% GH | 40 1% 81% | 6 2% 12% | 2 2% 5% | 1 1% 2% | 43 1% 87% | 4 1% 7% |
| 2 | (2) | 120 3% 100% | 2 2% 1% | 22 3% 18% | 36 3% 30% | 22 3% 18% | 14 3% 12% | 24 5% 20% | 24 3% 20% | 58 3% 48% | 39 4% 32% | 113 4% 93% K | 2 1% 2% | 3 3% 2% | 3 2% 3% | 86 3% 71% | 12 4% 10% |
| 3 | (3) | 470 13% 100% | 9 8% 2% | 84 13% 18% | 130 12% 28% | 101 13% 22% | 71 15% 15% | 74 14% 16% | 93 12% 20% | 231 13% 49% | 146 14% 31% | 410 14% 87% | 35 11% 7% | 12 12% 2% | 14 8% 3% | 364 12% 77% | 56 19% 12% N |
| 4 | (4) | 1374 38% 100% | 50 42% 4% | 246 39% 18% F | 436 40% 32% F | 303 40% 22% F | 165 35% 12% | 174 32% 13% | 296 39% 22% I | 739 40% 54% I | 339 34% 25% | 1200 40% 87% LM | 114 36% 8% LM | 23 23% 2% | 36 22% 3% | 1134 37% 83% | 126 43% 9% |
| 5 EXTREMELY SATISFIED | (5) | 1536 43% 100% | 54 45% 3% | 269 42% 18% | 454 42% 30% | 313 41% 20% | 200 43% 13% | 246 46% 16% | 323 43% 21% | 767 42% 50% | 446 44% 29% | 1210 40% 79% | 154 49% 10% J | 61 61% 4% J | 111 68% 7% JK | 1401 46% 91% O | 91 31% 6% |
| DON'T KNOW | | 53 1% 100% | 1 1% 1% | 10 2% 19% | 13 1% 25% | 15 2% 28% | 4 1% 7% | 10 2% 19% | 11 1% 20% | 28 2% 54% | 14 1% 26% | 50 2% 95% | 3 1% 5% | - - - | - - - | 41 1% 77% | 7 2% 13% |
| 1 OR 2 | | 170 5% 100% | 5 4% 3% | 25 4% 15% | 47 4% 28% | 32 4% 19% | 26 6% 15% | 35 7% 21% B | 30 4% 18% | 79 4% 46% | 61 6% 36% H | 153 5% 90% | 8 3% 5% | 5 5% 3% | 4 2% 2% | 129 4% 76% | 16 5% 9% |
| 4 OR 5 | | 2910 81% 100% | 103 87% 4% F | 515 81% 18% | 890 82% 31% F | 616 81% 21% | 365 78% 13% | 420 78% 14% | 619 82% 21% I | 1506 82% 52% I | 785 78% 27% | 2411 80% 83% | 268 85% 9% | 84 84% 3% | 147 89% 5% J | 2534 83% 87% O | 216 73% 7% |
| MEAN SCORE | | 4.19 | 4.26 | 4.21 | 4.21 | 4.18 | 4.14 | 4.17 | 4.22 | 4.20 | 4.16 | 4.15 | 4.31 J | 4.37 J | 4.54 JK | 4.24 O | 4.00 |
| STD. DEVIATION | | 0.89 | 0.88 | 0.84 | 0.86 | 0.87 | 0.96 | 0.97 | 0.85 | 0.86 | 0.97 | 0.89 | 0.85 | 0.95 | 0.77 | 0.87 | 0.89 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | URBAN | | | | | | |
|-----------------------------|-------------------------|-------------------------------|--|----------------------------|--------------------|---------------------------|---------------------------|--------------------------|
| TOTAL | | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| UNWEIGHTED TOTAL | 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| WEIGHTED TOTAL | 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 1 EXTREMELY DISSATISFIED | (1) 50 1% 100% | 22 2% 45% D | 17 3% 35% DE | 5 1% 10% | 21 1% 43% | 5 1% 11% | - - - | 43 1% 88% |
| 2 | (2) 120 3% 100% | 62 6% 51% DEG | 31 5% 25% DE | 31 8% 26% BDEFG | 47 2% 39% | 11 2% 10% | 2 2% 2% | 109 4% 90% DE |
| 3 | (3) 470 13% 100% | 184 18% 39% BDEFG | 87 13% 18% | 98 26% 21% ABDEFG | 214 11% 45% | 60 10% 13% | 7 6% 1% | 398 14% 85% DEF |
| 4 | (4) 1374 38% 100% | 435 41% 32% DF | 268 40% 20% F | 167 44% 12% DFG | 692 37% 50% | 223 37% 16% | 31 27% 2% | 1127 38% 82% F |
| 5 EXTREMELY SATISFIED | (5) 1536 43% 100% | 334 32% 22% C | 258 38% 17% AC | 76 20% 5% ACBG | 888 47% 58% | 291 49% 19% ABCG | 72 64% 5% ABCDEG | 1222 41% 80% AC |
| DON'T KNOW | 53 1% 100% | 16 1% 29% | 12 2% 22% | 4 1% 7% | 30 2% 55% | 4 1% 7% | * * 1% | 45 2% 85% |
| 1 OR 2 | 170 5% 100% | 84 8% 50% DEFG | 48 7% 28% DE | 36 10% 21% DEFG | 68 4% 40% | 17 3% 10% | 2 2% 1% | 152 5% 90% DE |
| 4 OR 5 | 2910 81% 100% | 769 73% 26% C | 526 78% 18% AC | 242 64% 8% ACBG | 1581 84% 54% | 514 87% 18% ABCG | 103 92% 4% ABCDG | 2349 80% 81% AC |
| MEAN SCORE | 4.19 | 3.96 C | 4.09 AC | 3.74 | 4.28 ABCG | 4.33 ABCG | 4.54 ABCDE G | 4.16 AC |
| STD. DEVIATION | 0.89 | 0.96 | 0.97 | 0.92 | 0.85 | 0.80 | 0.70 | 0.90 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|--------------------------|-----|---------------------|----------------------------|-------------------------|--------------------------|-------------------------|-----------------------|-------------------------|--------------------------|
| | | | A | B | C | D | E | F | G |
| | | | (A) | (B) | (C) | (D) | (E) | (F) | (G) |
| UNWEIGHTED TOTAL | | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% | 85 2% |
| WEIGHTED TOTAL | | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 1 EXTREMELY DISSATISFIED | (1) | 50 1% 100% | 5 1% 10% | 17 3% 35% AC | 12 1% 24% | 9 1% 19% | - - - | 5 1% 11% | - - - |
| 2 | (2) | 120 3% 100% | 34 7% 28% CDF | 28 5% 23% CF | 27 2% 22% | 20 3% 17% | - - - | 9 2% 8% | 2 3% 2% |
| 3 | (3) | 470 13% 100% | 111 24% 24% BCDFG | 73 12% 16% | 134 11% 29% | 80 12% 17% | 10 16% 2% | 44 10% 9% | 6 7% 1% |
| 4 | (4) | 1374 38% 100% | 208 44% 15% CDG | 227 39% 17% G | 466 38% 34% DG | 226 33% 16% | 18 30% 1% | 184 41% 13% DG | 20 24% 1% |
| 5 EXTREMELY SATISFIED | (5) | 1536 43% 100% | 104 22% 7% A | 229 39% 15% A | 560 46% 36% AB | 328 48% 21% AB | 33 54% 2% AB | 202 45% 13% A | 56 66% 4% ABCDF |
| DON'T KNOW | | 53 1% 100% | 5 1% 10% | 10 2% 20% | 14 1% 26% | 16 2% 30% | - - - | 3 1% 6% | - 1% 1% |
| 1 OR 2 | | 170 5% 100% | 39 8% 23% CDEF | 46 8% 27% CDEF | 39 3% 23% | 29 4% 17% | - - - | 15 3% 9% | 2 3% 1% |
| 4 OR 5 | | 2910 81% 100% | 312 67% 11% A | 456 78% 16% A | 1026 85% 35% AB | 554 82% 19% A | 52 84% 2% A | 385 86% 13% AB | 77 90% 3% AB |
| MEAN SCORE | | 4.19 | 3.81 | 4.08 A | 4.28 AB | 4.27 AB | 4.38 AB | 4.28 AB | 4.54 ABCDF |
| STD. DEVIATION | | 0.89 | 0.90 | 0.99 | 0.82 | 0.89 | 0.75 | 0.82 | 0.74 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|------------------------------|-----|---------------------|------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|----------------------|--------------------|---------------------|------------------------------------|-----------------------|-----------------------------|--|
| | | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| 1. EXTREMELY DISSATISFIED | (1) | 50 1% 100% | 3 3% 6% | 3 * 6% | 11 1% 22% | 10 1% 21% | 12 3% 24% | 11 2% 22% | 6 1% 12% | 21 1% 42% | 23 2% 46% T | 40 1% 81% | 6 2% 12% | 2 2% 5% | 1 1% 2% | 43 1% 87% | 4 1% 7% |
| 2 | (2) | 120 3% 100% | 2 2% 1% | 22 3% 18% | 36 3% 30% | 22 3% 18% | 14 3% 12% | 24 5% 20% | 24 3% 20% | 58 3% 48% | 39 4% 32% | 113 4% 93% | 2 1% 2% | 3 3% 2% | 3 2% 3% | 86 3% 71% | 12 4% 10% |
| 3 | (3) | 470 13% 100% | 9 8% 2% | 84 13% 18% | 130 12% 28% | 101 13% 22% | 71 15% 15% | 74 14% 16% | 93 12% 20% | 231 13% 49% | 146 14% 31% | 410 14% 87% | 35 11% 7% | 12 12% 2% | 14 8% 3% | 364 12% 77% | 56 19% 12% T |
| 4 | (4) | 1374 38% 100% | 50 42% 4% | 246 39% 18% | 436 40% 32% | 303 40% 22% | 165 35% 12% | 174 32% 13% | 296 39% 22% | 739 40% 54% | 339 36% 25% | 1200 40% 87% | 114 36% 8% | 23 23% 2% | 36 22% 3% | 1134 37% 83% | 126 43% 9% |
| 5. EXTREMELY SATISFIED | (5) | 1536 43% 100% | 54 45% 3% | 269 42% 18% | 454 42% 30% | 313 41% 20% | 200 43% 13% | 246 46% 16% | 323 43% 21% | 767 42% 50% | 446 44% 29% | 1210 40% 79% | 154 49% 10% | 61 61% 4% T | 111 68% 7% | 1401 46% 91% | 91 31% 6% |
| DON'T KNOW | | 53 1% 100% | 1 1% 1% | 10 2% 19% | 13 1% 25% | 15 2% 28% | 4 1% 7% | 10 2% 19% | 11 1% 20% | 28 2% 54% | 14 1% 26% | 50 2% 95% | 3 1% 5% | - - - | - - - | 41 1% 77% | 7 2% 13% |
| 1 OR 2 | | 170 5% 100% | 5 4% 3% | 25 4% 15% | 47 4% 28% | 32 4% 19% | 26 6% 15% | 35 7% 21% | 30 4% 18% | 79 4% 46% | 61 6% 36% | 153 5% 90% | 8 3% 5% | 5 5% 3% | 4 2% 2% | 129 4% 76% | 16 5% 9% |
| 4 OR 5 | | 2910 81% 100% | 103 87% 4% | 515 81% 18% | 890 82% 31% | 616 81% 21% | 365 78% 13% | 420 78% 14% | 619 82% 21% | 1506 82% 52% | 785 78% 27% | 2411 80% 83% | 268 85% 9% | 84 84% 3% | 147 89% 5% T | 2534 83% 87% | 216 73% 7% |
| MEAN SCORE | | 4.19 O | 4.26 | 4.21 | 4.21 | 4.18 | 4.14 | 4.17 | 4.22 | 4.20 | 4.16 | 4.15 | 4.31 | 4.37 | 4.54 T | 4.24 T | 4.00 |
| STD. DEVIATION | | 0.89 | 0.88 | 0.84 | 0.86 | 0.87 | 0.96 | 0.97 | 0.85 | 0.86 | 0.97 | 0.89 | 0.85 | 0.95 | 0.77 | 0.87 | 0.89 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL (H) | URBAN | | | | | | |
|------------------------------|-----|---------------------------|----------------------------------|---|------------------------|-------------------------|------------------------|-----------------------|--------------------|
| | | | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| UNWEIGHTED TOTAL | | 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| WEIGHTED TOTAL | | 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 1. EXTREMELY DISSATISFIED | (1) | 50 1% 100% | 22 2% 45% | 17 3% 35% H | 5 1% 10% | 21 1% 43% | 5 1% 11% | - - - | 43 1% 88% |
| 2 | (2) | 120 3% 100% | 62 6% 51% H | 31 5% 25% | 31 8% 26% H | 47 2% 39% | 11 2% 10% | 2 2% 2% | 109 4% 90% |
| 3 | (3) | 470 13% 100% F | 184 18% 39% H | 87 13% 18% | 98 26% 21% H | 214 11% 45% | 60 10% 13% | 7 6% 1% | 398 14% 85% |
| 4 | (4) | 1374 38% 100% F | 435 41% 32% | 268 40% 20% | 167 44% 12% H | 692 37% 50% | 223 37% 16% | 31 27% 2% | 1127 38% 82% |
| 5. EXTREMELY SATISFIED | (5) | 1536 43% 100% AC | 334 32% 22% | 258 38% 17% | 76 20% 5% | 888 47% 58% H | 291 49% 19% H | 72 64% 5% H | 1222 41% 80% |
| DON'T KNOW | | 53 1% 100% | 16 1% 29% | 12 2% 22% | 4 1% 7% | 30 2% 56% | 4 1% 7% | * * 1% | 45 2% 85% |
| 1 OR 2 | | 170 5% 100% | 84 8% 50% H | 48 7% 28% H | 36 10% 21% H | 68 4% 40% | 17 3% 10% | 2 2% 1% | 152 5% 90% |
| 4 OR 5 | | 2910 81% 100% AC | 769 73% 26% | 526 78% 18% | 242 64% 8% | 1581 84% 54% H | 514 87% 18% H | 103 92% 4% H | 2349 80% 81% |
| MEAN SCORE | | 4.19 ABC | 3.96 | 4.09 | 3.74 | 4.28 H | 4.33 H | 4.54 H | 4.16 |
| STD. DEVIATION | | 0.89 | 0.96 | 0.97 | 0.92 | 0.85 | 0.80 | 0.70 | 0.90 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | | |
|-----------------------------|-----|---------------------------|------------------------|----------------------|-------------------------|------------------------|-----------------|------------------------|----------------------|
| | | | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| UNWEIGHTED TOTAL | | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% | 85 2% |
| WEIGHTED TOTAL | | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 1 EXTREMELY DISSATISFIED | (1) | 50 1% 100% | 5 1% 10% | 17 3% 35% H | 12 1% 24% | 9 1% 19% | - - - | 5 1% 11% | - - - |
| 2 | (2) | 120 3% 100% | 34 7% 28% H | 28 5% 23% | 27 2% 22% | 20 3% 17% | - - - | 9 2% 8% | 2 3% 2% |
| 3 | (3) | 470 13% 100% | 111 24% 24% H | 73 12% 16% | 134 11% 29% | 80 12% 17% | 10 16% 2% | 44 10% 9% | 6 7% 1% |
| 4 | (4) | 1374 38% 100% DG | 208 44% 15% H | 227 39% 17% | 466 38% 34% | 226 33% 16% | 18 30% 1% | 184 41% 13% | 20 24% 1% |
| 5 EXTREMELY SATISFIED | (5) | 1536 43% 100% A | 104 22% 7% | 229 39% 15% | 560 46% 36% H | 328 48% 21% H | 33 54% 2% | 202 45% 13% | 56 66% 4% H |
| DON'T KNOW | | 53 1% 100% | 5 1% 10% | 10 2% 20% | 14 1% 26% | 16 2% 30% | - - - | 3 1% 6% | * 1% 1% |
| 1 OR 2 | | 170 5% 100% C | 39 8% 23% H | 46 8% 27% H | 39 3% 23% | 29 4% 17% | - - - | 15 3% 9% | 2 3% 1% |
| 4 OR 5 | | 2910 81% 100% A | 312 67% 11% | 456 78% 16% | 1026 85% 35% H | 554 82% 19% | 52 84% 2% | 385 86% 13% H | 77 90% 3% H |
| MEAN SCORE | | 4.19 AB | 3.81 | 4.08 | 4.28 H | 4.27 H | 4.38 | 4.28 | 4.54 H |
| STD. DEVIATION | | 0.89 | 0.90 | 0.99 | 0.82 | 0.89 | 0.75 | 0.82 | 0.74 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------------|-----|---------------------|------------------------|-------------------------|------------------------|-------------------------|---------------------|-------------------------|-------------------------|------------------------|--------------------------|-----------------------|---------------------------|--------------------------|---------------------------|---------------------------|---------------------------|
| | | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| 1 EXTREMELY DISSATISFIED | (1) | 50 1% 100% | 4 1% 8% | 2 1% 4% | 9 1% 19% | 12 1% 23% | 6 1% 12% | 16 3% 33% BCD | 2 1% 3% | 5 1% 10% | 6 2% 13% | 1 3% | 10 2% 21% | 5 2% 11% | 3 1% 6% | 5 1% 11% | 11 3% 22% HJN |
| 2 | (2) | 120 3% 100% | 14 4% 11% | 10 3% 9% | 31 3% 26% | 27 3% 22% | 20 5% 17% | 19 3% 16% | 5 3% 4% | 27 5% 23% N | 8 3% 7% | 9 3% 8% | 18 3% 15% | 13 5% 11% N | 10 3% 8% | 12 2% 10% | 18 4% 15% N |
| 3 | (3) | 470 13% 100% | 54 14% 12% | 39 10% 8% | 118 13% 25% | 113 12% 24% | 59 14% 12% | 87 15% 19% B | 23 15% 5% | 83 15% 18% | 61 18% 13% KMNO | 40 13% 8% | 84 12% 18% | 35 13% 8% | 30 10% 6% | 64 11% 14% | 49 12% 11% |
| 4 | (4) | 1374 38% 100% | 159 42% 12% F | 137 37% 10% | 378 41% 28% F | 361 39% 26% F | 155 36% 11% | 183 32% 13% | 73 47% 5% HLMO | 203 37% 15% | 125 37% 9% | 116 39% 8% O | 307 44% 22% HLMO | 90 33% 7% | 106 36% 8% | 229 39% 17% O | 123 31% 9% |
| 5 EXTREMELY SATISFIED | (5) | 1536 43% 100% | 143 38% 9% | 180 48% 12% AC | 356 39% 23% | 411 44% 17% AC | 187 43% 12% | 260 45% 17% AC | 49 31% 3% | 222 40% 14% | 129 38% 8% | 128 43% 8% G | 276 39% 18% | 129 47% 8% GHIK | 146 49% 10% GHIK | 269 48% 18% GHIK | 189 48% 12% GHIK |
| DON'T KNOW | | 53 1% 100% | 7 2% 14% | 3 1% 7% | 19 2% 36% | 10 1% 18% | 6 1% 12% | 8 1% 14% | 4 3% 7% | 14 2% 26% K | 6 2% 11% | 4 7% | 6 1% 11% | 2 1% 4% | 3 1% 6% | 9 2% 17% | 6 2% 12% |
| 1 OR 2 | | 170 5% 100% | 18 5% 10% | 12 3% 7% | 41 4% 24% | 38 4% 23% | 26 6% 15% | 35 6% 21% | 6 4% 4% | 32 6% 19% N | 15 4% 9% | 11 4% 6% | 29 4% 17% | 18 7% 11% N | 13 4% 8% | 18 3% 10% | 28 7% 17% KN |
| 4 OR 5 | | 2910 81% 100% | 302 79% 10% | 316 85% 11% EF | 734 81% 26% | 772 83% 27% F | 342 79% 12% | 443 77% 15% | 122 79% 4% | 425 77% 15% | 254 76% 9% | 244 82% 8% | 583 83% 20% HI | 219 80% 8% | 253 85% 9% HIO | 498 85% 17% HIO | 312 79% 17% HIO |
| MEAN SCORE | | 4.19 | 4.13 | 4.31 ACE F | 4.16 | 4.23 | 4.16 | 4.15 | 4.07 | 4.13 | 4.10 | 4.22 | 4.18 | 4.19 | 4.30 GHI | 4.28 GHI K | 4.18 |
| STD. DEVIATION | | 0.89 | 0.87 | 0.81 | 0.86 | 0.86 | 0.93 | 0.99 | 0.84 | 0.91 | 0.92 | 0.83 | 0.85 | 0.97 | 0.86 | 0.82 | 1.01 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------------|-----|---------------------------|---------------------|-----------------------|-----------------------|-------------------------|---------------------|-----------------------|----------------------|------------------------|-----------------------|----------------------|------------------------|----------------------|------------------------|------------------------|------------------------|
| | | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| 1 EXTREMELY DISSATISFIED | (1) | 50 1% 100% | 4 1% 8% | 2 1% 4% | 9 1% 19% | 12 1% 23% | 6 1% 12% | 16 3% 33% P | 2 1% 3% | 5 1% 10% | 6 2% 13% | 1 3% | 10 1% 21% | 5 2% 11% | 3 1% 6% | 5 1% 11% | 11 3% 22% P |
| 2 | (2) | 120 3% 100% | 14 4% 11% | 10 3% 9% | 31 3% 26% | 27 3% 22% | 20 5% 17% | 19 3% 16% | 5 3% 4% | 27 5% 23% | 8 3% 7% | 9 3% 8% | 18 3% 15% | 13 5% 11% | 10 3% 8% | 12 2% 10% | 18 4% 15% |
| 3 | (3) | 470 13% 100% | 54 14% 12% | 39 10% 8% | 118 13% 25% | 113 12% 24% | 59 14% 12% | 87 15% 19% | 23 15% 5% | 83 15% 18% | 61 18% 13% P | 40 13% 8% | 84 12% 18% | 35 13% 8% | 30 10% 6% | 64 11% 14% | 49 12% 11% |
| 4 | (4) | 1374 38% 100% FO | 159 42% 12% | 137 37% 10% | 378 41% 28% | 361 39% 26% | 155 36% 11% | 183 32% 13% | 73 47% 5% P | 203 37% 15% | 125 37% 9% | 116 30% 8% | 307 44% 22% | 90 33% 7% | 106 36% 8% | 229 39% 17% | 123 31% 9% |
| 5 EXTREMELY SATISFIED | (5) | 1536 43% 100% G | 143 38% 9% | 180 48% 12% | 356 39% 23% | 411 44% 27% | 187 43% 12% | 260 45% 17% | 49 31% 3% | 222 40% 14% | 129 38% 8% | 128 43% 8% | 276 39% 18% | 129 47% 8% | 146 49% 10% P | 269 46% 18% | 189 48% 12% P |
| DON'T KNOW | | 53 1% 100% | 7 2% 14% | 3 1% 7% | 19 2% 36% | 10 1% 18% | 6 1% 12% | 8 1% 14% | 4 3% 7% | 14 2% 26% | 6 1% 11% | 4 1% 7% | 6 1% 11% | 2 1% 4% | 3 1% 6% | 9 2% 17% | 6 2% 12% |
| 1 OR 2 | | 170 5% 100% | 18 5% 10% | 12 3% 7% | 41 4% 24% | 38 4% 23% | 26 6% 15% | 35 6% 21% | 6 4% 4% | 32 6% 19% | 15 4% 9% | 11 4% 6% | 29 4% 17% | 18 7% 11% | 13 4% 8% | 18 3% 10% | 28 7% 17% P |
| 4 OR 5 | | 2910 81% 100% FI | 302 85% 10% | 316 85% 11% | 734 81% 25% | 772 83% 27% | 342 79% 12% | 443 77% 15% | 122 79% 4% | 425 77% 15% | 254 76% 9% | 244 82% 8% | 583 83% 20% | 219 80% 8% | 253 85% 9% | 498 85% 17% P | 312 79% 11% |
| MEAN SCORE | | 4.19 | 4.13 | 4.31 P | 4.16 | 4.23 | 4.16 | 4.15 | 4.07 | 4.13 | 4.10 | 4.22 | 4.18 | 4.19 | 4.30 | 4.28 P | 4.18 |
| STD. DEVIATION | | 0.89 | 0.87 | 0.81 | 0.86 | 0.86 | 0.93 | 0.99 | 0.84 | 0.91 | 0.92 | 0.83 | 0.85 | 0.97 | 0.86 | 0.82 | 1.01 |

GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--------------------------|-----|---------------------|-----------------------------|----------------------------|------------------|--|-------------------|------------------------|------------------------|------------------------------------|-----------------------|------------------------|
| | | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| 1 EXTREMELY DISSATISFIED | (1) | 50 1% 100% | 12 2% 25% | 37 1% 75% | 4 2% 7% | 33 1% 66% | 17 2% 34% | 4 2% 9% | 15 3% 30% H | 30 1% 61% | 15 3% 30% H | 4 1% 9% |
| 2 | (2) | 120 3% 100% | 20 4% 17% | 100 3% 83% | 9 5% 7% | 91 3% 76% | 29 3% 24% | 10 4% 8% | 16 3% 13% | 94 3% 78% | 17 3% 14% | 11 4% 9% |
| 3 | (3) | 470 13% 100% | 66 12% 14% | 401 13% 85% | 15 9% 3% | 359 13% 76% | 111 13% 24% | 31 11% 7% | 77 16% 16% | 358 13% 76% | 82 16% 17% | 36 12% 8% |
| 4 | (4) | 1374 38% 100% | 187 33% 14% | 1178 39% 86% A | 56 35% 4% | 1062 39% 77% | 312 36% 23% | 94 35% 7% | 178 36% 13% | 1091 39% 79% | 189 36% 14% | 105 35% 8% |
| 5 EXTREMELY SATISFIED | (5) | 1536 43% 100% | 274 49% 18% B | 1257 42% 82% | 72 46% 5% | 1141 42% 74% | 395 45% 26% | 131 48% 9% GI | 194 39% 13% | 1204 43% 78% | 201 39% 13% | 139 47% 9% GI |
| DON'T KNOW | | 53 1% 100% | 5 1% 9% | 48 2% 90% | 3 2% 6% | 40 1% 75% | 14 2% 25% | 2 1% 3% | 14 3% 26% FHJ | 37 1% 70% | 14 3% 26% HJ | 2 1% 3% |
| 1 OR 2 | | 170 5% 100% | 32 6% 19% | 137 5% 81% | 12 8% 7% | 124 5% 73% | 46 5% 27% | 14 5% 8% | 31 6% 18% | 124 4% 73% | 31 6% 18% | 15 5% 9% |
| 4 OR 5 | | 2910 81% 100% | 461 82% 16% | 2435 81% 84% | 128 81% 4% | 2203 81% 76% | 707 81% 24% | 225 83% 8% GI | 372 75% 13% | 2295 82% 79% GI | 390 75% 13% | 243 82% 8% GI |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|----------------|--------------|-----------------------------|----------------------------|-----------------|--|-------------------|-------------------|-----------------|------------------------------------|-----------------------|---------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| | | | | | | | | | | | |
| | | | | | | | | | | | |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| MEAN SCORE | 4.19 | 4.23 | 4.18 | 4.19 | 4.19 | 4.20 | 4.25 GI | 4.09 | 4.20 GI | 4.08 | 4.23 GI |
| STD. DEVIATION | 0.89 | 0.95 | 0.88 | 0.98 | 0.88 | 0.92 | 0.91 | 0.98 | 0.87 | 0.98 | 0.91 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | | |
|---------------------------|-----------------------------|----------------------------|------------------|--|-------------------|-------------------|----------------------|------------------------------------|-----------------------|---------------------|--|
| | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) | |
| | | | | | | | | | | | |
| 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% | |
| 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% | |
| 50 1% 100% | 12 2% 25% | 37 1% 75% | 4 2% 7% | 33 1% 66% | 17 2% 34% | 4 2% 9% | 15 3% 30% K | 30 1% 61% | 15 3% 30% K | 4 1% 9% | |
| 120 3% 100% | 20 4% 17% | 100 3% 83% | 9 5% 7% | 91 3% 76% | 29 3% 24% | 10 4% 8% | 16 3% 13% | 94 3% 78% | 17 3% 14% | 11 4% 9% | |
| 470 13% 100% | 66 12% 14% | 401 13% 85% | 15 9% 3% | 359 13% 76% | 111 13% 24% | 31 11% 7% | 77 16% 16% | 358 13% 76% | 82 16% 17% | 36 12% 8% | |
| 1374 38% 100% A | 187 33% 14% | 1178 39% 86% | 56 35% 4% | 1062 39% 77% | 312 36% 23% | 94 35% 7% | 178 36% 13% | 1091 39% 79% | 189 36% 14% | 105 35% 8% | |
| 1536 43% 100% | 274 49% 18% K | 1257 42% 82% | 72 46% 5% | 1141 42% 74% | 395 45% 26% | 131 48% 9% | 194 39% 13% | 1204 43% 78% | 201 39% 13% | 139 47% 9% | |
| 53 1% 100% | 5 1% 9% | 48 2% 90% | 3 2% 6% | 40 1% 75% | 14 2% 25% | 2 1% 3% | 14 3% 26% K | 37 1% 70% | 14 3% 26% K | 2 1% 3% | |
| 170 5% 100% | 32 6% 19% | 137 5% 81% | 12 8% 7% | 124 5% 73% | 46 5% 27% | 14 5% 8% | 31 6% 18% | 124 4% 73% | 31 6% 18% | 15 5% 9% | |
| 2910 81% 100% GI | 461 82% 16% | 2435 81% 84% | 128 81% 4% | 2203 81% 76% | 707 81% 24% | 225 83% 8% | 372 75% 13% | 2295 82% 79% | 390 75% 13% | 243 82% 8% | |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|-----------------------|----------------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| MEAN SCORE | 4.19 | 4.23 | 4.18 | 4.19 | 4.19 | 4.20 | 4.25 | 4.09 | 4.20 | 4.08 | 4.23 |
| STD. DEVIATION | GI 0.89 | 0.95 | 0.88 | 0.98 | 0.88 | 0.92 | 0.91 | 0.98 | 0.87 | 0.98 | 0.91 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|-----------------------------|-----|---------------------|--------------------------|----------------------|--------------------------|------------------------|-------------------------|-----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|----------------------------|
| | | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| 1 EXTREMELY DISSATISFIED | (1) | 50 1% 100% | 6 1% 12% | - - - | 18 1% 36% | 3 1% 7% | 9 2% 19% | 13 3% 27% AC | 5 1% 11% | 8 4% 16% GIL | 14 1% 28% | 3 2% 7% | 14 2% 28% | 5 1% 11% |
| 2 | (2) | 120 3% 100% | 19 3% 16% | 5 7% 4% D | 52 3% 43% | 6 2% 5% | 21 4% 18% | 18 4% 15% | 37 4% 31% | 4 2% 3% | 34 3% 28% | 7 4% 6% | 21 3% 17% | 19 4% 16% |
| 3 | (3) | 470 13% 100% | 79 12% 17% | 15 19% 3% | 191 13% 41% | 41 12% 9% | 90 17% 19% ACF | 56 12% 12% | 130 16% 28% KL | 37 17% 8% KL | 140 13% 30% | 19 12% 4% | 89 11% 19% | 55 11% 12% |
| 4 | (4) | 1374 38% 100% | 274 41% 20% BEF | 21 27% 2% | 608 40% 44% BEF | 131 39% 10% | 179 33% 13% | 160 34% 12% | 315 38% 23% L | 86 39% 6% | 448 40% 33% L | 65 42% 5% L | 209 38% 22% L | 160 32% 12% |
| 5 EXTREMELY SATISFIED | (5) | 1536 43% 100% | 287 43% 19% | 36 46% 2% | 621 41% 40% | 145 44% 9% | 233 43% 15% | 214 46% 14% | 318 39% 21% | 81 37% 5% | 475 42% 31% | 58 37% 4% | 348 45% 23% G | 256 51% 17% GHIJK |
| DON'T KNOW | | 53 1% 100% | 10 1% 19% | 1 2% | 23 2% 43% | 6 2% 10% | 7 1% 13% | 7 2% 14% | 21 2% 39% I | 3 1% 6% | 9 1% 17% | 3 2% 5% | 10 1% 19% | 8 2% 15% |
| 1 OR 2 | | 170 5% 100% | 25 4% 16% | 5 7% 3% | 69 5% 41% | 10 3% 6% | 30 6% 16% | 31 7% 18% AD | 42 5% 25% | 11 5% 7% | 47 4% 28% | 10 6% 6% | 35 4% 21% | 24 5% 14% |
| 4 OR 5 | | 2910 81% 100% | 561 83% 19% E | 58 74% 2% | 1230 81% 42% E | 276 83% 9% E | 412 76% 14% | 374 80% 13% | 633 77% 22% | 168 76% 6% | 923 82% 32% G | 123 80% 4% | 647 83% 22% GH | 417 83% 14% G |
| MEAN SCORE | | 4.19 | 4.23 | 4.15 | 4.18 | 4.25 | 4.14 | 4.18 | 4.12 | 4.06 | 4.20 H | 4.10 | 4.23 GH | 4.30 GHJ |
| STD. DEVIATION | | 0.89 | 0.83 | 0.95 | 0.87 | 0.82 | 0.95 | 0.98 | 0.89 | 0.97 | 0.86 | 0.93 | 0.89 | 0.89 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE NUMBER OF DAYS YOUR MAIL IS DELIVERED EACH WEEK

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|-----------------------------|-----|---------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| 1 EXTREMELY DISSATISFIED | (1) | 50 1% 100% | 6 1% 12% | - - - | 18 1% 36% | 3 1% 7% | 9 2% 19% | 13 3% 27% M | 5 1% 11% | 8 4% 16% M | 14 1% 28% | 3 2% 7% | 14 2% 28% | 5 1% 11% |
| 2 | (2) | 120 3% 100% | 19 3% 16% | 5 7% 4% | 52 3% 43% | 6 2% 5% | 21 4% 18% | 18 4% 15% | 37 4% 31% | 4 2% 3% | 34 3% 28% | 7 4% 6% | 21 3% 17% | 19 4% 16% |
| 3 | (3) | 470 13% 100% | 79 12% 17% | 15 19% 3% | 191 13% 41% | 41 12% 9% | 90 17% 19% M | 56 12% 12% | 130 16% 28% | 37 17% 8% | 140 13% 30% | 19 12% 4% | 89 11% 19% | 55 11% 12% |
| 4 | (4) | 1374 38% 100% EL | 274 41% 20% | 21 27% 2% | 608 40% 44% | 131 39% 10% | 179 33% 13% | 160 34% 12% | 315 38% 23% | 86 39% 6% | 448 40% 33% | 65 42% 5% | 299 36% 22% | 160 32% 12% |
| 5 EXTREMELY SATISFIED | (5) | 1536 43% 100% | 287 43% 19% | 36 46% 2% | 621 41% 40% | 145 44% 9% | 233 43% 15% | 214 46% 14% | 318 39% 21% | 81 37% 5% | 475 42% 31% | 58 37% 4% | 348 45% 23% | 256 51% 17% M |
| DON'T KNOW | | 53 1% 100% | 10 1% 19% | 1 1% 2% | 23 2% 43% | 6 2% 10% | 7 1% 13% | 7 2% 14% | 21 2% 39% | 3 1% 6% | 9 1% 17% | 3 2% 5% | 10 1% 19% | 8 2% 15% |
| 1 OR 2 | | 170 5% 100% | 25 4% 15% | 5 7% 3% | 69 5% 41% | 10 3% 6% | 30 5% 18% | 31 7% 18% | 42 5% 25% | 11 5% 7% | 47 4% 28% | 10 6% 6% | 35 4% 21% | 24 5% 14% |
| 4 OR 5 | | 2910 81% 100% EG | 561 83% 19% | 58 74% 2% | 1230 81% 42% | 276 83% 9% | 412 76% 14% | 374 80% 13% | 633 77% 22% | 168 76% 6% | 923 82% 32% | 123 80% 4% | 647 83% 22% | 417 83% 14% |
| MEAN SCORE | | 4.19 | 4.23 | 4.15 | 4.18 | 4.25 | 4.14 | 4.18 | 4.12 | 4.06 | 4.20 | 4.10 | 4.23 | 4.30 M |
| STD. DEVIATION | | 0.89 | 0.83 | 0.95 | 0.87 | 0.82 | 0.95 | 0.98 | 0.89 | 0.97 | 0.86 | 0.93 | 0.89 | 0.89 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL | AGE | | | | | | | | | | | | |
|--------------------------|-----|---------------------|-------------------------|----------------------|--------------------------|-------------------------|--------------------------|-----------------------|---------------------------------|------------------------|------------------------|-------------------------|------------------------|------------------------|-----------------------|
| | | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| UNWEIGHTED TOTAL | | 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| WEIGHTED TOTAL | | 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 1 EXTREMELY DISSATISFIED | (1) | 100 3% 100% | 11 2% 11% | 11 2% 11% | 25 4% 25% | 14 2% 14% | 19 4% 19% | 12 3% 12% | 8 2% 8% | 22 2% 22% | 58 3% 58% | 20 3% 20% | 22 2% 22% | 39 3% 39% | 39 3% 39% |
| 2 | (2) | 226 6% 100% | 27 6% 12% | 43 8% 19% E | 47 7% 21% | 38 6% 17% | 24 4% 10% | 25 6% 11% | 21 6% 9% | 71 7% 31% | 109 6% 48% | 46 6% 20% | 71 7% 31% | 85 7% 38% | 70 5% 31% |
| 3 | (3) | 795 22% 100% | 94 20% 12% | 128 23% 16% | 131 20% 16% | 139 23% 17% | 148 27% 19% ACG | 95 24% 12% G | 60 17% 8% | 222 21% 28% | 418 23% 53% | 155 21% 19% | 222 21% 28% | 270 21% 34% | 303 24% 38% |
| 4 | (4) | 1521 42% 100% | 221 46% 15% FG | 240 43% 16% | 307 46% 20% EFG | 268 44% 18% FG | 213 39% 14% | 147 37% 10% | 125 36% 8% | 461 44% 30% J | 788 43% 52% J | 273 37% 18% | 461 44% 30% M | 575 45% 38% M | 485 38% 32% |
| 5 EXTREMELY SATISFIED | (5) | 823 23% 100% | 114 24% 14% | 121 21% 15% | 137 21% 17% | 134 22% 16% | 109 20% 13% | 98 25% 12% | 109 32% 13% ABC DEF | 235 23% 29% | 380 21% 46% | 208 28% 25% HI | 235 23% 29% | 271 21% 33% | 316 25% 38% |
| DON'T KNOW | | 139 4% 100% | 14 3% 10% | 20 4% 15% | 16 2% 11% | 17 3% 12% | 27 5% 19% C | 21 5% 15% CD | 23 7% 16% ABC D | 35 9% 25% | 60 3% 43% | 44 6% 32% HI | 35 3% 25% | 33 3% 24% | 71 6% 51% KL |
| 1 OR 2 | | 325 9% 100% | 39 8% 12% | 54 10% 17% | 72 11% 22% | 52 9% 16% | 43 8% 13% | 37 9% 12% | 29 8% 9% | 93 9% 28% | 167 9% 51% | 66 9% 20% | 93 9% 28% | 124 10% 38% | 109 8% 33% |
| 4 OR 5 | | 2344 65% 100% | 335 69% 14% EF | 361 64% 15% | 444 67% 19% E | 402 66% 17% E | 321 60% 14% | 245 62% 10% | 235 68% 10% E | 696 67% 30% | 1168 64% 50% | 480 64% 20% | 696 67% 30% | 846 66% 36% M | 802 62% 34% |
| MEAN SCORE | | 3.79 | 3.85 | 3.77 | 3.75 | 3.79 | 3.72 | 3.78 | 3.95 BC DEF | 3.81 | 3.76 | 3.86 I | 3.81 | 3.77 | 3.80 |
| STD. DEVIATION | | 0.97 | 0.94 | 0.95 | 0.99 | 0.94 | 0.97 | 1.01 | 1.00 | 0.94 | 0.97 | 1.01 | 0.94 | 0.97 | 0.99 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL (N) | AGE | | | | | | | | | | | | |
|-----------------------------|-----|---------------------------------|-------------------|-------------------|-------------------|-------------------|------------------------|-------------------|------------------------|-------------------|--------------------|------------------------|-------------------|-------------------|----------------------|
| | | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| UNWEIGHTED TOTAL | | 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| WEIGHTED TOTAL | | 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 1 EXTREMELY DISSATISFIED | (1) | 100 3% 100% | 11 2% 11% | 11 2% 11% | 25 4% 25% | 14 2% 14% | 19 4% 19% | 12 3% 12% | 8 2% 8% | 22 2% 22% | 58 3% 58% | 20 3% 20% | 22 2% 22% | 39 3% 39% | 39 3% 39% |
| 2 | (2) | 226 6% 100% | 27 6% 12% | 43 8% 19% | 47 7% 21% | 38 6% 17% | 24 4% 10% | 25 6% 11% | 21 6% 9% | 71 7% 31% | 109 6% 48% | 46 6% 20% | 71 7% 31% | 85 7% 38% | 70 5% 31% |
| 3 | (3) | 795 22% 100% G | 94 20% 12% | 128 23% 16% | 131 20% 16% | 139 23% 17% | 148 27% 19% N | 95 24% 12% | 60 17% 8% | 222 21% 28% | 418 23% 53% | 155 21% 19% | 222 21% 28% | 270 21% 34% | 303 24% 38% |
| 4 | (4) | 1521 42% 100% FGJ M | 221 46% 15% | 240 43% 16% | 307 46% 20% | 268 44% 18% | 213 39% 14% | 147 37% 10% | 125 36% 8% | 461 44% 30% | 788 43% 52% | 273 37% 18% | 461 44% 30% | 575 45% 38% | 485 38% 32% |
| 5 EXTREMELY SATISFIED | (5) | 823 23% 100% | 114 24% 14% | 121 21% 15% | 137 21% 17% | 134 22% 16% | 109 20% 13% | 98 26% 12% | 109 32% 13% N | 235 23% 29% | 380 21% 46% | 208 28% 25% N | 235 23% 29% | 271 21% 33% | 316 25% 38% |
| DON'T KNOW | | 139 4% 100% | 14 3% 10% | 20 4% 15% | 16 2% 11% | 17 3% 12% | 27 5% 19% | 21 5% 15% | 23 7% 16% N | 35 3% 25% | 60 3% 43% | 44 6% 32% N | 35 3% 25% | 33 3% 24% | 71 6% 51% N |
| 1 OR 2 | | 325 9% 100% | 39 8% 12% | 54 10% 17% | 72 11% 22% | 52 9% 16% | 43 8% 13% | 37 9% 12% | 29 8% 9% | 93 9% 28% | 167 9% 51% | 66 9% 20% | 93 9% 28% | 124 10% 38% | 109 8% 33% |
| 4 OR 5 | | 2344 65% 100% E | 335 69% 14% | 361 64% 15% | 444 67% 19% | 402 66% 17% | 321 60% 14% | 245 62% 10% | 235 68% 10% | 696 67% 30% | 1168 64% 50% | 480 64% 20% | 696 67% 30% | 846 66% 36% | 802 62% 34% |
| MEAN SCORE | | 3.79 | 3.85 | 3.77 | 3.75 | 3.79 | 3.72 | 3.78 | 3.95 N | 3.81 | 3.76 | 3.86 | 3.81 | 3.77 | 3.80 |
| STD. DEVIATION | | 0.97 | 0.94 | 0.95 | 0.99 | 0.94 | 0.97 | 1.01 | 1.00 | 0.94 | 0.97 | 1.01 | 0.94 | 0.97 | 0.99 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | TOTAL | SEX | | SEX/AGE | | | | | |
|-----------------------------|---------------------|-------------------------|------------------------|-------------------------|-------------------------------|-------------------------|------------------------|-------------------------|-------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| 1 EXTREMELY DISSATISFIED | 100 3% 100% | 52 3% 62% | 48 3% 48% | 15 3% 15% | 19 3% 19% | 18 3% 18% | 7 1% 7% | 19 3% 20% | 21 3% 21% |
| 2 | 226 6% 100% | 84 5% 37% | 142 8% 63% A | 35 7% 16% E | 27 4% 12% | 21 4% 9% | 35 7% 16% E | 58 9% 26% DE | 49 7% 22% E |
| 3 | 795 22% 100% | 342 20% 43% | 453 24% 57% A | 96 19% 12% | 123 20% 15% | 123 21% 15% | 126 24% 16% | 147 23% 19% | 180 26% 23% CD |
| 4 | 1521 42% 100% | 779 45% 51% B | 742 40% 49% | 243 47% 16% EH | 306 49% 20% EFG H | 231 40% 15% | 218 41% 14% | 269 42% 18% | 255 36% 17% |
| 5 EXTREMELY SATISFIED | 823 23% 100% | 400 23% 49% | 423 23% 51% | 112 22% 14% | 134 21% 16% | 155 27% 19% DG | 124 24% 15% | 138 21% 17% | 162 23% 20% |
| DON'T KNOW | 139 4% 100% | 69 4% 50% | 70 4% 50% | 18 4% 13% | 17 3% 12% | 34 6% 24% DFG | 16 3% 12% | 16 3% 12% | 37 5% 27% DG |
| 1 OR 2 | 325 9% 100% | 136 8% 42% | 190 10% 58% A | 50 10% 15% | 46 7% 14% | 39 7% 12% | 43 8% 13% | 78 12% 24% DEF | 70 10% 21% E |
| 4 OR 5 | 2344 65% 100% | 1179 68% 50% B | 1165 62% 50% | 355 68% 15% H | 439 70% 19% GH | 385 66% 16% H | 342 65% 15% | 407 63% 17% | 416 59% 18% |
| MEAN SCORE | 3.79 | 3.84 B | 3.75 | 3.80 | 3.83 G | 3.88 GH | 3.81 | 3.71 | 3.73 |
| STD. DEVIATION | 0.97 | 0.95 | 0.99 | 0.96 | 0.93 | 0.97 | 0.93 | 1.01 | 1.01 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|-----------------------------|---------------------|--------------------|--------------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| 1 EXTREMELY DISSATISFIED | 100 3% 100% | 52 3% 62% | 48 3% 48% | 15 3% 19% | 19 3% 19% | 18 3% 18% | 7 1% 7% | 19 3% 20% | 21 3% 21% |
| 2 | 226 6% 100% | 84 5% 37% | 142 8% 63% | 35 7% 16% | 27 4% 12% | 21 4% 9% | 35 7% 16% | 58 9% 26% | 49 7% 22% |
| 3 | 795 22% 100% | 342 20% 43% | 453 24% 57% | 96 19% 12% | 123 20% 15% | 123 21% 15% | 126 24% 16% | 147 23% 19% | 180 26% 23% |
| 4 | 1521 42% 100% | 779 45% 51% | 742 40% 49% | 243 47% 16% | 306 49% 20% | 231 40% 15% | 218 41% 14% | 269 42% 18% | 255 36% 17% |
| 5 EXTREMELY SATISFIED | 823 23% 100% | 400 23% 49% | 423 23% 51% | 112 22% 14% | 134 21% 16% | 155 27% 19% | 124 24% 15% | 138 21% 17% | 162 23% 20% |
| DON'T KNOW | 139 4% 100% | 69 4% 50% | 70 4% 50% | 18 4% 13% | 17 3% 12% | 34 6% 24% | 16 3% 12% | 16 3% 12% | 37 5% 27% |
| 1 OR 2 | 325 9% 100% | 136 8% 42% | 190 10% 58% | 50 10% 15% | 46 7% 14% | 39 7% 12% | 43 8% 13% | 78 12% 24% | 70 10% 21% |
| 4 OR 5 | 2344 65% 100% | 1179 68% 50% | 1165 62% 50% | 355 68% 15% | 439 70% 19% | 385 66% 16% | 342 65% 15% | 407 63% 17% | 416 59% 18% |
| MEAN SCORE | 3.79 | 3.84 | 3.75 | 3.80 | 3.83 | 3.88 | 3.81 | 3.71 | 3.73 |
| STD. DEVIATION | 0.97 | 0.95 | 0.99 | 0.96 | 0.93 | 0.97 | 0.93 | 1.01 | 1.01 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|-----------------------------|-----|---------------------|-----------------|-------------------------|------------------------|-------------------------|-------------------------|--------------------------|-------------------|------------------------|-------------------------|--------------------------|------------------------|------------------------------------|---------------------|-----------------------------|--|
| | | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| | | | . | | | | | | | | | | | . | | | |
| 1 EXTREMELY DISSATISFIED | (1) | 100 3% 100% | 3 3% 3% | 13 2% 14% | 34 3% 34% E | 17 2% 18% | 5 5% 5% | 26 5% 26% BDE | 17 2% 17% | 52 3% 52% | 31 3% 31% | 85 3% 85% | 8 3% 8% | 6 6% 6% M | 1 1% 1% | 84 3% 84% | 9 3% 9% |
| 2 | (2) | 226 6% 100% | 7 6% 3% | 45 7% 20% | 77 7% 34% | 41 5% 18% | 20 4% 9% | 35 6% 15% | 53 7% 23% | 118 6% 52% | 55 5% 24% | 194 6% 86% | 14 5% 6% | 5 5% 2% | 12 7% 5% | 180 6% 80% | 24 8% 11% |
| 3 | (3) | 795 22% 100% | 23 19% 3% | 157 25% 20% DF | 243 22% 31% | 151 20% 19% | 117 25% 15% DF | 104 19% 13% | 180 24% 23% | 393 21% 49% | 222 22% 28% | 686 23% 86% K | 50 16% 6% | 25 25% 3% | 34 21% 4% | 680 22% 86% | 58 20% 7% |
| 4 | (4) | 1521 42% 100% | 55 47% 4% | 270 43% 18% | 451 42% 30% | 352 46% 23% F | 192 41% 13% | 201 37% 13% | 325 43% 21% | 803 44% 53% I | 393 39% 26% | 1303 43% 86% LM | 139 44% 9% LM | 28 27% 2% | 52 32% 3% | 1274 42% 84% | 136 46% 9% |
| 5 EXTREMELY SATISFIED | (5) | 823 23% 100% | 26 22% 3% | 129 20% 16% | 230 21% 28% | 172 23% 21% | 115 25% 14% | 151 28% 18% BCD | 154 21% 19% | 402 22% 49% | 267 27% 32% GH | 636 21% 77% | 89 28% 11% J | 37 37% 4% J | 61 7% 7% J | 723 24% 88% | 61 21% 7% |
| DON'T KNOW | | 139 4% 100% | 4 3% 3% | 20 3% 15% | 46 4% 33% | 31 4% 23% | 16 3% 12% | 22 4% 16% | 24 3% 17% | 77 4% 56% | 38 4% 27% | 120 4% 86% | 14 4% 10% | - - - | 6 3% 4% | 127 4% 92% | 7 2% 5% |
| 1 OR 2 | | 325 9% 100% | 11 9% 3% | 59 9% 18% E | 111 10% 34% E | 58 8% 18% | 26 6% 8% | 61 11% 19% DE | 69 9% 21% | 169 9% 52% | 87 9% 27% | 279 9% 86% | 23 7% 7% | 11 11% 4% | 12 8% 4% | 264 9% 81% | 32 11% 10% |
| 4 OR 5 | | 2344 65% 100% | 81 69% 3% | 399 63% 17% | 681 63% 29% | 524 69% 22% BC | 307 66% 13% | 353 65% 15% | 480 64% 20% | 1204 65% 51% | 660 66% 28% | 1939 64% 83% | 228 72% 10% J | 64 64% 3% | 113 69% 5% | 1997 66% 85% | 198 67% 8% |
| MEAN SCORE | | 3.79 | 3.81 | 3.74 | 3.74 | 3.85 C | 3.87 B C | 3.81 | 3.75 | 3.78 | 3.84 | 3.76 | 3.95 J | 3.83 | 4.01 J | 3.81 | 3.76 |
| STD. DEVIATION | | 0.97 | 0.95 | 0.94 | 0.99 | 0.92 | 0.89 | 1.09 | 0.95 | 0.97 | 1.00 | 0.96 | 0.95 | 1.16 | 0.97 | 0.97 | 0.98 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | URBAN | | | | | | |
|-----------------------------|-------------------------|-------------------------------|--|---------------------------|--------------------------|----------------------------|---------------------------|-------------------------|
| TOTAL | | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| UNWEIGHTED TOTAL | 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| WEIGHTED TOTAL | 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 1 EXTREMELY DISSATISFIED | (1) 100 3% 100% | 36 3% 36% | 26 4% 26% | 10 3% 10% | 49 3% 50% | 12 2% 12% | 5 4% 5% | 85 3% 86% |
| 2 | (2) 226 6% 100% | 92 9% 41% DEG | 54 8% 24% D | 38 10% 17% DEG | 97 5% 43% | 34 6% 15% | 7 6% 3% | 189 6% 84% |
| 3 | (3) 795 22% 100% | 264 25% 33% DE | 156 23% 20% | 108 28% 14% DEFG | 410 22% 52% | 112 19% 14% | 19 17% 2% | 674 23% 85% E |
| 4 | (4) 1521 42% 100% | 435 41% 29% | 264 39% 17% | 171 45% 11% | 787 42% 52% | 268 45% 18% | 40 35% 3% | 1223 42% 80% |
| 5 EXTREMELY SATISFIED | (5) 823 23% 100% | 203 19% 25% C | 155 23% 19% C | 48 13% 6% | 454 24% 55% AC | 152 26% 18% AC | 41 36% 5% ABCDEG | 658 22% 80% C |
| DON'T KNOW | 139 4% 100% | 22 2% 16% | 17 2% 12% | 6 2% 4% | 94 5% 68% ABC | 17 3% 12% | 2 2% 2% | 116 4% 84% AC |
| 1 OR 2 | 325 9% 100% | 128 12% 39% DEG | 80 12% 25% DE | 48 13% 15% DE | 147 8% 45% | 45 8% 14% | 11 10% 3% | 274 9% 84% |
| 4 OR 5 | 2344 65% 100% | 639 61% 27% | 420 62% 18% | 219 58% 9% | 1242 66% 53% AC | 420 71% 18% ABCDG | 81 71% 3% AC | 1881 64% 80% C |
| MEAN SCORE | 3.79 | 3.66 | 3.72 C | 3.56 | 3.83 ABCG | 3.89 ABCG | 3.96 ABC | 3.77 AC |
| STD. DEVIATION | 0.97 | 1.00 | 1.04 | 0.93 | 0.96 | 0.93 | 1.07 | 0.98 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | UK GEOGRAPHICS GROUPS | | | | | | |
|--------------------------|-------------------------|--------------------------|-------------------------|--------------------------|-------------------------|-----------------------|--------------------------|--------------------------|
| | TOTAL | A | B | C | D | E | F | G |
| | | (A) | (B) | (C) | (D) | (E) | (F) | (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 1 EXTREMELY DISSATISFIED | (1) 100 3% 100% | 12 3% 12% | 24 4% 24% F | 35 3% 35% | 14 2% 14% | 1 1% 1% | 6 1% 6% | 5 5% 5% F |
| 2 | (2) 226 6% 100% | 42 9% 19% CDF | 50 8% 22% CD | 63 5% 28% | 34 5% 15% | 4 7% 2% | 24 5% 11% | 5 6% 2% |
| 3 | (3) 795 22% 100% | 131 28% 16% CFG | 133 23% 17% | 242 20% 30% | 168 25% 21% CG | 12 20% 2% | 87 20% 11% | 12 14% 1% |
| 4 | (4) 1521 42% 100% | 208 45% 14% D | 227 39% 15% | 527 43% 35% | 261 38% 17% | 22 36% 1% | 215 48% 14% BD | 30 36% 2% |
| 5 EXTREMELY SATISFIED | (5) 823 23% 100% | 66 14% 8% | 137 23% 17% A | 293 24% 36% A | 161 24% 20% A | 22 35% 3% AF | 99 22% 12% A | 31 36% 4% ABCDF |
| DON'T KNOW | 139 4% 100% | 8 2% 6% | 14 2% 10% | 53 4% 38% A | 41 6% 29% AB | - - - | 15 3% 11% | 2 3% 2% |
| 1 OR 2 | 325 9% 100% | 54 12% 17% CDF | 74 13% 23% CDF | 98 8% 30% | 49 7% 15% | 5 8% 2% | 30 7% 9% | 10 12% 3% |
| 4 OR 5 | 2344 65% 100% | 274 59% 12% | 365 62% 16% | 820 68% 35% ABD | 422 62% 18% | 44 71% 2% | 315 70% 13% ABD | 61 72% 3% A |
| MEAN SCORE | 3.79 | 3.60 | 3.71 | 3.84 AB | 3.81 A | 3.97 A | 3.87 AB | 3.94 A |
| STD. DEVIATION | 0.97 | 0.93 | 1.06 | 0.96 | 0.95 | 0.99 | 0.88 | 1.13 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | SEG | | | | | | | | | | NATION | | | | ETHNICITY | |
|-----------------------------|-----|----------------------------|-----------------|-------------------|-------------------|-------------------|-------------------|------------------------|-------------------|--------------------|------------------------|--------------------|------------------------|------------------------------------|---------------------|-----------------------------|--|
| | | TOTAL (T) | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| 1 EXTREMELY DISSATISFIED | (1) | 100 3% 100% E | 3 3% 3% | 13 2% 14% | 34 3% 34% | 17 2% 18% | 5 1% 5% | 26 5% 26% T | 17 2% 17% | 52 3% 52% | 31 3% 31% | 85 3% 85% | 8 3% 8% | 6 6% 6% | 1 1% 1% | 84 3% 84% | 9 3% 9% |
| 2 | (2) | 226 6% 100% | 7 6% 3% | 45 7% 20% | 77 7% 34% | 41 5% 18% | 20 4% 9% | 35 6% 15% | 53 7% 23% | 118 6% 52% | 55 5% 24% | 194 6% 86% | 14 5% 6% | 5 5% 2% | 12 7% 5% | 180 6% 80% | 24 8% 11% |
| 3 | (3) | 795 22% 100% K | 23 1% 3% | 157 25% 20% | 243 22% 31% | 151 20% 19% | 117 25% 15% | 104 19% 13% | 180 24% 23% | 393 21% 49% | 222 22% 28% | 686 23% 86% | 50 16% 6% | 25 25% 3% | 34 21% 4% | 680 22% 86% | 58 20% 7% |
| 4 | (4) | 1521 42% 100% FLM | 55 47% 4% | 270 43% 18% | 451 42% 30% | 352 46% 23% | 192 41% 13% | 201 37% 13% | 325 43% 21% | 803 44% 53% | 393 39% 26% | 1303 43% 86% | 139 44% 9% | 28 27% 2% | 52 32% 3% | 1274 42% 84% | 136 46% 9% |
| 5 EXTREMELY SATISFIED | (5) | 823 23% 100% | 26 22% 3% | 129 20% 16% | 230 21% 28% | 172 23% 21% | 115 25% 14% | 151 28% 18% T | 154 21% 19% | 402 22% 49% | 267 27% 32% T | 636 21% 77% | 89 28% 11% | 37 37% 4% T | 61 7% 7% T | 723 24% 88% | 61 21% 7% |
| DON'T KNOW | | 139 4% 100% | 4 3% 3% | 20 3% 15% | 46 4% 33% | 31 4% 23% | 16 3% 12% | 22 4% 16% | 24 3% 17% | 77 4% 56% | 38 4% 27% | 120 4% 86% | 14 4% 10% | - - - | 6 3% 4% | 127 4% 92% | 7 2% 5% |
| 1 OR 2 | | 325 9% 100% E | 11 9% 3% | 59 9% 18% | 111 10% 34% | 58 8% 18% | 26 6% 8% | 61 11% 19% | 69 9% 21% | 169 9% 52% | 87 9% 27% | 279 9% 86% | 23 7% 7% | 11 11% 4% | 12 8% 4% | 264 9% 81% | 32 11% 10% |
| 4 OR 5 | | 2344 65% 100% | 81 69% 3% | 399 63% 17% | 681 63% 29% | 524 69% 22% | 307 66% 13% | 353 65% 15% | 480 64% 20% | 1204 65% 51% | 660 66% 28% | 1939 64% 83% | 228 72% 10% T | 64 64% 3% | 113 69% 5% | 1997 65% 85% | 198 67% 8% |
| MEAN SCORE | | 3.79 | 3.81 | 3.74 | 3.74 | 3.85 | 3.87 | 3.81 | 3.75 | 3.78 | 3.84 | 3.76 | 3.95 T | 3.83 | 4.01 T | 3.81 | 3.76 |
| STD. DEVIATION | | 0.97 | 0.95 | 0.94 | 0.99 | 0.92 | 0.89 | 1.09 | 0.95 | 0.97 | 1.00 | 0.96 | 0.95 | 1.16 | 0.97 | 0.97 | 0.98 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL (H) | URBAN | | | | | | |
|-----------------------------|-----|---------------------------|----------------------------------|---|------------------------|--------------------|------------------------|----------------------|--------------------|
| | | | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| UNWEIGHTED TOTAL | | 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| WEIGHTED TOTAL | | 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 1 EXTREMELY DISSATISFIED | (1) | 100 3% 100% | 36 3% 36% | 26 4% 26% | 10 3% 10% | 49 3% 50% | 12 2% 12% | 5 4% 5% | 85 3% 86% |
| 2 | (2) | 226 6% 100% | 92 9% 41% H | 54 8% 24% | 38 10% 17% H | 97 5% 43% | 34 6% 15% | 7 6% 3% | 189 6% 84% |
| 3 | (3) | 795 22% 100% | 264 25% 33% | 156 23% 20% | 108 28% 14% H | 410 22% 52% | 112 19% 14% | 19 17% 2% | 674 23% 85% |
| 4 | (4) | 1521 42% 100% | 435 41% 29% | 264 39% 17% | 171 45% 11% | 787 42% 52% | 268 45% 18% | 40 35% 3% | 1223 42% 80% |
| 5 EXTREMELY SATISFIED | (5) | 823 23% 100% AC | 203 19% 25% | 155 23% 19% | 48 13% 6% | 454 24% 55% | 152 26% 18% | 41 36% 5% H | 658 22% 80% |
| DON'T KNOW | | 139 4% 100% AC | 22 2% 16% | 17 2% 12% | 6 2% 4% | 94 5% 68% | 17 3% 12% | 2 2% 2% | 116 4% 84% |
| 1 OR 2 | | 325 9% 100% | 128 12% 39% H | 80 12% 25% H | 48 13% 15% H | 147 8% 45% | 45 8% 14% | 11 10% 3% | 274 9% 84% |
| 4 OR 5 | | 2344 65% 100% AC | 639 61% 27% | 420 62% 18% | 219 58% 9% | 1242 66% 53% | 420 71% 18% H | 81 71% 3% | 1881 64% 80% |
| MEAN SCORE | | 3.79 AC | 3.66 | 3.72 | 3.56 | 3.83 | 3.89 H | 3.96 | 3.77 |
| STD. DEVIATION | | 0.97 | 1.00 | 1.04 | 0.93 | 0.96 | 0.93 | 1.07 | 0.98 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | | |
|-----------------------------|-----|--------------------------|------------------------|-----------------------|-------------------|----------------------|----------------------|------------------------|----------------------|
| | | | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| UNWEIGHTED TOTAL | | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% | 85 2% |
| WEIGHTED TOTAL | | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 1 EXTREMELY DISSATISFIED | (1) | 100 3% 100% | 12 3% 12% | 24 4% 24% | 35 3% 35% | 14 2% 14% | 1 1% 1% | 6 1% 6% | 5 5% 5% |
| 2 | (2) | 226 6% 100% | 42 9% 19% H | 50 8% 22% | 63 5% 28% | 34 5% 15% | 4 7% 2% | 24 5% 11% | 5 6% 2% |
| 3 | (3) | 795 22% 100% | 131 28% 16% H | 133 23% 17% | 242 20% 30% | 168 25% 21% | 12 20% 2% | 87 20% 11% | 12 14% 1% |
| 4 | (4) | 1521 42% 100% | 208 45% 14% | 227 39% 15% | 527 43% 35% | 261 38% 17% | 22 36% 1% | 215 48% 14% H | 30 36% 2% |
| 5 EXTREMELY SATISFIED | (5) | 823 23% 100% A | 66 14% 8% | 137 23% 17% | 293 24% 36% | 161 24% 20% | 22 35% 3% H | 99 22% 12% | 31 36% 4% H |
| DON'T KNOW | | 139 4% 100% A | 8 2% 6% | 14 2% 10% | 53 4% 38% | 41 6% 29% H | - - - | 15 3% 11% | 2 3% 2% |
| 1 OR 2 | | 325 9% 100% | 54 12% 17% | 74 13% 23% H | 98 8% 30% | 49 7% 15% | 5 8% 2% | 30 7% 9% | 10 12% 3% |
| 4 OR 5 | | 2344 65% 100% A | 274 59% 12% | 365 62% 16% | 820 68% 35% | 422 62% 18% | 44 71% 2% | 315 70% 13% H | 61 72% 3% |
| MEAN SCORE | | 3.79 A | 3.60 | 3.71 | 3.84 | 3.81 | 3.97 | 3.87 | 3.94 |
| STD. DEVIATION | | 0.97 | 0.93 | 1.06 | 0.96 | 0.95 | 0.99 | 0.88 | 1.13 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------------|-----|---------------------|---------------------------|-------------------------|---------------------------|-------------------------|--------------------------|------------------------|------------------------|------------------------|-----------------------|---------------------------|---------------------------|-----------------------|-------------------------------|-------------------------|---------------------------|
| | | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| 1 EXTREMELY DISSATISFIED | (1) | 100 3% 100% | 11 3% 11% | 6 2% 6% | 26 3% 26% | 26 3% 26% | 15 4% 15% | 16 3% 16% | 5 3% 5% | 10 2% 10% | 7 2% 7% | 5 2% 5% | 23 3% 23% | 11 4% 11% | 7 2% 7% | 19 3% 19% | 14 3% 14% |
| 2 | (2) | 226 6% 100% | 17 4% 7% | 36 10% 16% ACE | 50 5% 22% | 68 7% 30% E | 17 4% 7% | 38 7% 17% E | 12 8% 5% | 41 7% 18% N | 17 5% 8% | 19 6% 8% | 52 7% 23% N | 14 5% 6% | 22 7% 10% N | 24 4% 11% | 24 6% 10% |
| 3 | (3) | 795 22% 100% | 80 21% 10% | 99 27% 12% C | 171 19% 21% | 223 24% 28% C | 91 21% 11% | 131 23% 16% | 34 22% 4% | 106 19% 13% | 81 24% 10% | 60 20% 8% | 151 22% 19% | 59 22% 7% | 86 29% 11% HJKL O | 136 23% 17% | 81 20% 10% |
| 4 | (4) | 1521 42% 100% | 182 48% 12% BDEF | 144 39% 9% | 423 46% 28% BDEF | 379 41% 25% | 174 40% 11% | 219 38% 14% | 77 50% 5% LMO | 241 43% 16% M | 143 43% 9% M | 148 50% 10% LMNO | 325 46% 21% LMNO | 102 37% 7% | 101 34% 7% | 237 40% 16% | 148 37% 10% |
| 5 EXTREMELY SATISFIED | (5) | 823 23% 100% | 82 21% 10% | 73 20% 9% | 199 22% 24% | 203 22% 25% | 119 27% 14% BCD | 148 26% 18% B | 22 14% 3% | 135 24% 16% G | 78 23% 9% G | 61 21% 7% | 135 19% 16% | 75 27% 9% GK | 71 24% 9% G | 132 22% 16% G | 114 29% 14% GJKN |
| DON'T KNOW | | 139 4% 100% | 10 3% 7% | 14 4% 10% | 42 5% 31% | 35 4% 25% | 17 4% 12% | 21 4% 15% | 5 3% 3% | 20 4% 15% | 9 3% 7% | 6 2% 4% | 15 2% 11% | 12 4% 9% | 13 4% 10% | 41 7% 30% HLJK | 16 4% 12% |
| 1 OR 2 | | 325 9% 100% | 28 7% 8% | 42 11% 13% | 76 8% 23% | 94 10% 29% | 32 7% 10% | 54 10% 17% | 17 11% 5% | 52 9% 16% | 24 7% 7% | 23 8% 7% | 75 11% 23% | 26 9% 8% | 29 10% 9% | 43 7% 13% | 37 9% 11% |
| 4 OR 5 | | 2344 65% 100% | 263 69% 11% BD | 216 58% 9% | 622 68% 27% BD | 582 62% 25% | 293 68% 13% B | 367 64% 16% | 99 64% 4% | 376 68% 16% M | 221 66% 9% M | 209 70% 9% M | 460 66% 20% M | 178 65% 8% | 171 57% 7% | 369 63% 16% | 261 66% 11% M |
| MEAN SCORE | | 3.79 | 3.83 | 3.67 | 3.83 B | 3.74 | 3.88 BD | 3.80 | 3.66 | 3.84 | 3.82 | 3.83 | 3.72 | 3.82 | 3.72 | 3.80 | 3.85 K |
| STD. DEVIATION | | 0.97 | 0.92 | 0.97 | 0.95 | 0.98 | 0.99 | 1.00 | 0.94 | 0.96 | 0.92 | 0.89 | 0.97 | 1.04 | 1.00 | 0.97 | 1.03 |

GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------------|---------------------|---------------------|-----------------------|------------------------|-------------------------|------------------------|-----------------------|----------------------|------------------------|----------------------|------------------------|------------------------|----------------------|-----------------------|----------------------|------------------------|
| | TOTAL (P) | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| 1 EXTREMELY DISSATISFIED | 100 3% 100% | 11 3% 11% | 6 2% 6% | 26 3% 26% | 26 3% 26% | 15 4% 15% | 16 3% 16% | 5 3% 5% | 10 2% 10% | 7 2% 7% | 5 2% 5% | 23 3% 23% | 11 4% 11% | 7 2% 7% | 19 3% 19% | 14 3% 14% |
| 2 | 226 6% 100% | 17 4% 7% | 36 10% 16% P | 50 5% 22% | 68 7% 30% | 17 4% 7% | 38 7% 17% | 12 8% 5% | 41 7% 18% | 17 5% 8% | 19 6% 8% | 52 7% 23% | 14 5% 6% | 22 7% 10% | 24 4% 11% | 24 6% 10% |
| 3 | 795 22% 100% | 80 21% 10% | 99 27% 12% | 171 19% 21% | 223 24% 28% | 91 21% 11% | 131 23% 16% | 34 22% 4% | 106 19% 13% | 81 24% 10% | 60 20% 8% | 151 22% 19% | 59 22% 7% | 86 29% 11% P | 136 23% 17% | 81 20% 10% |
| 4 | 1521 42% 100% | 182 48% 12% | 144 39% 9% | 423 46% 28% P | 379 41% 25% | 174 40% 11% | 219 38% 14% | 77 50% 5% | 241 43% 16% | 143 43% 9% | 148 50% 10% P | 325 46% 21% | 102 37% 7% | 101 34% 7% | 237 40% 16% | 148 37% 10% |
| 5 EXTREMELY SATISFIED | 823 23% 100% | 82 21% 10% | 73 20% 9% | 199 22% 24% | 203 22% 25% | 119 27% 14% P | 148 26% 18% | 22 14% 3% | 135 24% 16% | 78 23% 9% | 61 21% 7% | 135 19% 16% | 75 27% 9% | 71 24% 9% | 132 22% 16% | 114 29% 14% P |
| DON'T KNOW | 139 4% 100% | 10 3% 7% | 14 4% 10% | 42 5% 31% | 35 4% 25% | 17 4% 12% | 21 4% 15% | 5 3% 3% | 20 4% 15% | 9 7% 7% | 6 2% 4% | 15 2% 11% | 12 4% 9% | 13 4% 10% | 41 7% 30% P | 16 4% 12% |
| 1 OR 2 | 325 9% 100% | 28 7% 8% | 42 11% 13% | 76 8% 23% | 94 10% 29% | 32 7% 10% | 54 10% 17% | 17 11% 5% | 52 9% 16% | 24 7% 7% | 23 8% 7% | 75 11% 23% | 26 9% 8% | 29 7% 9% | 43 7% 13% | 37 9% 11% |
| 4 OR 5 | 2344 65% 100% | 263 69% 11% | 216 58% 9% | 622 68% 27% | 582 62% 25% | 293 68% 13% | 367 64% 16% | 99 64% 4% | 376 68% 16% | 221 66% 9% | 209 70% 9% | 440 66% 20% | 178 65% 8% | 171 67% 7% | 369 63% 16% | 261 66% 11% |
| MEAN SCORE | 3.79 8 | 3.83 | 3.67 | 3.83 | 3.74 | 3.88 | 3.80 | 3.66 | 3.84 | 3.82 | 3.83 | 3.72 | 3.82 | 3.72 | 3.80 | 3.85 |
| STD. DEVIATION | 0.97 | 0.92 | 0.97 | 0.95 | 0.98 | 0.99 | 1.00 | 0.94 | 0.96 | 0.92 | 0.89 | 0.97 | 1.04 | 1.00 | 0.97 | 1.03 |

GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--------------------------|---------------------|-----------------------------|----------------------------|------------------|--|------------------------|-----------------------|-------------------|------------------------------------|-----------------------|-----------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| 1 EXTREMELY DISSATISFIED | 100 3% 100% | 21 4% 21% | 78 3% 78% | 6 4% 6% | 68 3% 69% | 31 4% 31% | 10 4% 10% | 15 3% 15% | 74 3% 75% | 15 3% 16% | 11 4% 11% |
| 2 | 226 6% 100% | 33 6% 16% | 191 6% 86% | 6 4% 3% | 183 7% 81% | 43 5% 19% | 16 6% 7% | 28 6% 12% | 182 6% 81% | 28 5% 12% | 16 5% 7% |
| 3 | 795 22% 100% | 132 23% 17% | 657 22% 83% | 38 24% 5% | 613 22% 77% | 182 21% 23% | 48 18% 6% | 107 22% 13% | 635 23% 80% | 111 22% 14% | 53 18% 7% |
| 4 | 1521 42% 100% | 193 34% 13% | 1322 44% 87% A | 59 37% 4% | 1205 44% 79% E | 316 36% 21% | 103 38% 7% | 202 41% 13% | 1204 43% 79% | 215 42% 14% | 116 39% 8% |
| 5 EXTREMELY SATISFIED | 823 23% 100% | 162 29% 20% B | 659 22% 80% | 45 28% 5% | 563 21% 68% | 260 30% 32% D | 81 30% 10% H | 115 23% 14% | 621 22% 75% | 121 23% 15% | 86 29% 11% H |
| DON'T KNOW | 139 4% 100% | 23 4% 17% | 112 4% 81% | 4 2% 3% | 93 3% 67% | 45 5% 33% D | 14 5% 10% | 27 5% 19% | 98 3% 70% | 27 5% 19% | 14 5% 10% |
| 1 OR 2 | 325 9% 100% | 53 9% 16% | 270 9% 83% | 12 8% 4% | 251 9% 77% | 74 8% 23% | 26 9% 8% | 42 9% 13% | 257 9% 79% | 43 8% 13% | 26 9% 8% |
| 4 OR 5 | 2344 65% 100% | 355 63% 15% | 1981 66% 85% | 104 66% 4% | 1768 65% 75% | 576 65% 25% | 184 67% 8% | 318 64% 14% | 1825 65% 78% | 336 65% 14% | 202 68% 9% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|----------------|--------------|-----------------------------|----------------------------|-----------------|--|-------------------|-------------------|-----------------|------------------------------------|-----------------------|---------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| MEAN SCORE | 3.79 | 3.82 | 3.79 | 3.85 | 3.76 | 3.88 D | 3.89 | 3.80 | 3.78 | 3.81 | 3.89 |
| STD. DEVIATION | 0.97 | 1.05 | 0.96 | 1.02 | 0.95 | 1.03 | 1.04 | 0.98 | 0.96 | 0.97 | 1.03 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|-----------------------------|-----|---------------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| 1 EXTREMELY DISSATISFIED | (1) | 100 3% 100% | 21 4% 21% | 78 3% 78% | 6 4% 6% | 68 3% 69% | 31 4% 31% | 10 4% 10% | 15 3% 15% | 74 3% 75% | 15 3% 16% | 11 4% 11% |
| 2 | (2) | 226 6% 100% | 33 6% 16% | 191 6% 86% | 6 4% 3% | 183 7% 81% | 43 5% 19% | 16 6% 7% | 28 6% 12% | 182 6% 81% | 28 5% 12% | 16 5% 7% |
| 3 | (3) | 795 22% 100% | 132 23% 17% | 657 22% 83% | 38 24% 5% | 613 22% 77% | 182 21% 23% | 48 18% 6% | 107 22% 13% | 635 23% 80% | 111 22% 14% | 53 18% 7% |
| 4 | (4) | 1521 42% 100% AE | 193 34% 13% | 1322 44% 87% | 59 37% 4% | 1205 44% 79% | 316 36% 21% | 103 38% 7% | 202 41% 13% | 1204 43% 79% | 215 42% 14% | 116 39% 8% |
| 5 EXTREMELY SATISFIED | (5) | 823 23% 100% | 162 29% 20% K | 659 22% 80% | 45 28% 5% | 563 21% 68% | 260 30% 32% K | 81 30% 10% K | 115 23% 14% | 621 22% 75% | 121 23% 15% | 86 29% 11% K |
| DON'T KNOW | | 139 4% 100% | 23 4% 17% | 112 4% 81% | 4 2% 3% | 93 3% 67% | 45 5% 33% | 14 5% 10% | 27 5% 19% | 98 3% 70% | 27 5% 19% | 14 5% 10% |
| 1 OR 2 | | 325 9% 100% | 53 9% 16% | 270 9% 83% | 12 8% 4% | 251 9% 77% | 74 8% 23% | 26 9% 8% | 42 9% 13% | 257 9% 79% | 43 8% 13% | 26 9% 8% |
| 4 OR 5 | | 2344 65% 100% | 356 63% 15% | 1981 66% 86% | 104 6% 4% | 1768 65% 76% | 576 66% 25% | 184 67% 8% | 318 64% 14% | 1825 65% 78% | 336 65% 14% | 202 68% 9% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|----------------|--------------|------------------------------|-----------------------------|-----------------|--|-------------------|-------------------|-----------------|------------------------------------|-----------------------|---------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| MEAN SCORE | 3.79 | 3.82 | 3.79 | 3.85 | 3.76 | 3.88 K | 3.89 | 3.80 | 3.78 | 3.81 | 3.89 |
| STD. DEVIATION | 0.97 | 1.05 | 0.96 | 1.02 | 0.95 | 1.03 | 1.04 | 0.98 | 0.96 | 0.97 | 1.03 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|-----------------------------|-----|---------------------|--------------------------|----------------------|--------------------------|-------------------------|------------------------|--------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|--------------------------|
| | | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| 1 EXTREMELY DISSATISFIED | (1) | 100 3% 100% | 15 2% 15% | 2 2% 2% | 39 3% 39% | 13 4% 13% | 14 3% 14% | 17 4% 17% | 14 2% 15% | 8 4% 8% | 32 3% 32% | 7 4% 7% | 22 3% 22% | 17 3% 17% |
| 2 | (2) | 226 6% 100% | 48 7% 21% | 5 6% 2% | 105 7% 46% | 13 4% 6% | 30 6% 13% | 25 5% 11% | 61 7% 27% | 10 4% 4% | 78 7% 34% | 8 5% 3% | 44 6% 20% | 26 5% 11% |
| 3 | (3) | 795 22% 100% | 154 23% 19% | 26 33% 3% | 327 22% 41% | 67 20% 8% | 132 25% 17% | 89 19% 11% | 175 21% 22% | 47 21% 6% | 237 21% 30% | 33 21% 4% | 201 26% 23% | 102 20% 13% |
| 4 | (4) | 1521 42% 100% | 304 45% 20% BDF | 21 28% 1% | 679 45% 45% BDF | 123 37% 8% | 222 41% 15% B | 172 37% 11% | 378 46% 25% KL | 83 38% 5% | 515 46% 34% HKL | 61 39% 4% | 313 40% 21% L | 173 34% 11% |
| 5 EXTREMELY SATISFIED | (5) | 823 23% 100% | 136 20% 17% | 18 23% 2% | 304 20% 37% | 98 30% 12% ACE | 124 23% 15% | 143 31% 17% ACE | 174 21% 21% | 61 28% 7% GIK | 232 21% 28% | 39 26% 5% | 158 20% 19% | 159 32% 19% GIK |
| DON'T KNOW | | 139 4% 100% | 18 3% 13% | 6 8% 4% AE | 59 4% 43% | 18 5% 13% A | 16 3% 12% | 22 5% 16% | 24 3% 18% | 10 5% 7% | 26 2% 19% | 7 4% 5% | 43 5% 31% GI | 28 6% 20% GI |
| 1 OR 2 | | 325 9% 100% | 63 9% 19% | 6 8% 2% | 144 9% 44% | 26 8% 8% | 45 9% 14% | 42 9% 13% | 75 9% 23% | 18 8% 5% | 110 10% 34% | 14 9% 4% | 66 8% 20% | 42 8% 13% |
| 4 OR 5 | | 2344 65% 100% | 440 65% 19% B | 40 61% 2% | 983 65% 42% B | 222 67% 9% B | 345 64% 15% B | 315 67% 13% B | 552 67% 24% K | 145 66% 6% | 746 67% 32% K | 100 65% 4% | 470 60% 20% | 331 66% 14% K |
| MEAN SCORE | | 3.79 | 3.76 | 3.69 | 3.76 | 3.90 C | 3.79 | 3.89 AC | 3.79 | 3.86 | 3.77 | 3.80 | 3.73 | 3.91 GIK |
| STD. DEVIATION | | 0.97 | 0.94 | 1.00 | 0.95 | 1.02 | 0.96 | 1.04 | 0.93 | 1.01 | 0.96 | 1.04 | 0.96 | 1.04 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE SPEED OF DELIVERY FROM POSTING TO RECEIVING

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|-----------------------------|-----|----------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| 1 EXTREMELY DISSATISFIED | (1) | 100 3% 100% | 15 2% 15% | 2 2% 2% | 39 3% 39% | 13 4% 13% | 14 3% 14% | 17 4% 17% | 14 2% 15% | 8 4% 8% | 32 3% 32% | 7 4% 7% | 22 3% 22% | 17 3% 17% |
| 2 | (2) | 226 6% 100% | 48 7% 21% | 5 6% 2% | 105 7% 46% | 13 4% 6% | 30 6% 13% | 25 5% 11% | 61 7% 27% | 10 4% 4% | 78 7% 34% | 8 5% 3% | 44 6% 20% | 26 5% 11% |
| 3 | (3) | 795 22% 100% | 154 23% 19% | 26 33% 3% M | 327 22% 41% | 67 20% 8% | 132 25% 17% | 89 19% 11% | 175 21% 22% | 47 21% 6% | 237 21% 30% | 33 21% 4% | 201 26% 23% M | 102 20% 13% |
| 4 | (4) | 1521 42% 100% BFL | 304 45% 20% | 21 28% 1% | 679 45% 45% | 123 37% 8% | 222 41% 15% | 172 37% 11% | 378 46% 25% | 83 38% 5% | 515 46% 34% | 61 39% 4% | 313 40% 21% | 173 34% 11% |
| 5 EXTREMELY SATISFIED | (5) | 823 23% 100% | 136 20% 17% | 18 23% 2% | 304 20% 37% | 98 30% 12% M | 124 23% 15% | 143 31% 17% M | 174 21% 21% | 61 28% 7% | 232 21% 28% | 39 26% 5% | 158 20% 19% | 159 32% 19% M |
| DON'T KNOW | | 139 4% 100% I | 18 3% 13% | 6 8% 4% | 59 4% 43% | 18 5% 13% | 16 3% 12% | 22 5% 16% | 24 3% 18% | 10 5% 7% | 26 2% 19% | 7 4% 5% | 43 5% 31% M | 28 6% 20% |
| 1 OR 2 | | 325 9% 100% | 63 9% 19% | 6 8% 2% | 144 9% 44% | 26 8% 8% | 45 9% 14% | 42 9% 13% | 75 9% 23% | 18 8% 5% | 110 10% 34% | 14 9% 4% | 66 8% 20% | 42 8% 13% |
| 4 OR 5 | | 2344 65% 100% BK | 440 65% 19% | 40 61% 2% | 983 65% 42% | 222 67% 9% | 345 64% 15% | 315 67% 13% | 552 67% 24% | 145 66% 6% | 746 67% 32% | 100 65% 4% | 470 60% 20% | 331 66% 14% |
| MEAN SCORE | | 3.79 | 3.76 | 3.69 | 3.76 | 3.90 | 3.79 | 3.89 M | 3.79 | 3.86 | 3.77 | 3.80 | 3.73 | 3.91 M |
| STD. DEVIATION | | 0.97 | 0.94 | 1.00 | 0.95 | 1.02 | 0.96 | 1.04 | 0.93 | 1.01 | 0.96 | 1.04 | 0.96 | 1.04 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL | AGE | | | | | | | | | | | | |
|-----------------------------|-----|---------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------|------------------------------|-------------------------|------------------------|-------------------------|-------------------------|------------------------|-------------------------|-------------------------|
| | | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| UNWEIGHTED TOTAL | | 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| WEIGHTED TOTAL | | 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 1 EXTREMELY DISSATISFIED | (1) | 161 4% 100% | 11 2% 7% | 16 3% 10% | 23 4% 15% | 23 4% 14% | 28 5% 18% AB | 37 9% 23% ABC DE | 22 6% 14% AB | 27 3% 17% | 75 4% 47% | 59 8% 37% HI | 27 3% 17% | 47 4% 29% | 87 7% 54% KL |
| 2 | (2) | 397 11% 100% | 42 9% 11% | 57 10% 14% | 57 9% 14% | 73 12% 18% | 68 13% 17% C | 51 13% 13% C | 50 14% 12% AC | 99 9% 25% | 198 11% 50% | 100 13% 25% H | 99 9% 25% | 130 10% 33% | 168 13% 42% KL |
| 3 | (3) | 963 27% 100% | 147 30% 15% D | 141 25% 15% | 179 27% 19% | 133 22% 14% | 153 28% 16% D | 115 29% 12% D | 96 28% 10% D | 288 27% 30% | 465 26% 48% | 211 28% 22% | 288 27% 30% | 312 25% 32% | 363 28% 38% L |
| 4 | (4) | 1266 35% 100% | 174 36% 14% FG | 236 42% 19% EFG | 248 37% 20% FG | 234 38% 19% EFG | 173 32% 14% | 108 27% 9% | 92 27% 7% J | 410 39% 32% J | 656 36% 52% J | 200 27% 16% M | 410 39% 32% M | 482 38% 38% M | 374 29% 30% |
| 5 EXTREMELY SATISFIED | (5) | 687 19% 100% | 70 15% 10% | 89 16% 13% | 142 21% 21% AB | 135 22% 20% AB | 101 19% 15% | 74 18% 11% | 76 22% 11% AB | 159 15% 23% | 379 21% 55% H | 149 20% 22% H | 159 15% 23% | 278 22% 40% K | 250 19% 36% K |
| DON'T KNOW | | 130 4% 100% | 38 8% 29% CDE FG | 26 5% 20% CD | 13 2% 10% | 12 2% 9% | 16 3% 12% | 14 4% 11% | 11 3% 9% | 64 6% 49% IJ | 40 2% 31% | 25 3% 20% | 64 6% 49% LM | 25 2% 19% | 41 3% 32% |
| 1 OR 2 | | 557 15% 100% | 53 11% 10% | 72 13% 13% | 81 12% 14% | 96 16% 17% | 96 18% 17% ABC | 88 22% 16% ABC D | 72 21% 13% ABC | 125 12% 22% | 272 15% 49% H | 160 21% 29% HI | 125 12% 22% | 177 14% 32% | 255 20% 46% KL |
| 4 OR 5 | | 1953 54% 100% | 244 51% 12% | 325 58% 17% AEF G | 391 59% 20% AEF G | 370 61% 19% AEF G | 274 51% 14% | 182 46% 9% | 168 48% 9% | 569 54% 29% J | 1034 57% 53% J | 350 47% 18% | 569 54% 29% M | 760 60% 39% KM | 624 49% 32% |
| MEAN SCORE | | 3.55 | 3.56 F | 3.61 FG | 3.66 EF | 3.64 EF | 3.48 | 3.34 | 3.45 | 3.59 J | 3.60 J | 3.39 | 3.59 M | 3.65 M | 3.43 |
| STD. DEVIATION | | 1.07 | 0.95 | 0.98 | 1.03 G | 1.08 G | 1.10 | 1.21 | 1.18 | 0.97 | 1.07 | 1.19 | 0.97 | 1.05 | 1.16 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL (N) | AGE | | | | | | | | | | | | |
|-----------------------------|-----|---------------------------------|----------------------|------------------------|------------------------|------------------------|-------------------|-----------------------|-----------------------|------------------------|--------------------|------------------------|------------------------|------------------------|------------------------|
| | | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| UNWEIGHTED TOTAL | | 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| WEIGHTED TOTAL | | 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 1 EXTREMELY DISSATISFIED | (1) | 161 4% 100% HK | 11 2% 7% | 16 3% 10% | 23 4% 15% | 23 4% 14% | 28 5% 18% | 37 9% 23% N | 22 6% 14% | 27 3% 17% | 75 4% 47% | 59 8% 37% N | 27 3% 17% | 47 4% 29% | 87 7% 54% N |
| 2 | (2) | 397 11% 100% | 42 9% 11% | 57 10% 14% | 57 9% 14% | 73 12% 18% | 68 13% 17% | 51 13% 13% | 50 14% 12% | 99 9% 25% | 198 11% 50% | 100 13% 25% | 99 9% 25% | 130 10% 33% | 168 13% 42% N |
| 3 | (3) | 963 27% 100% D | 147 30% 15% | 141 25% 15% | 179 27% 19% | 133 22% 14% | 153 28% 16% | 115 29% 12% | 96 28% 10% | 288 27% 30% | 465 26% 48% | 211 28% 22% | 288 27% 30% | 312 26% 32% | 363 28% 38% |
| 4 | (4) | 1266 35% 100% FGJ M | 174 36% 14% | 236 42% 19% N | 248 37% 20% | 234 38% 19% | 173 32% 14% | 108 27% 9% | 92 27% 7% | 410 39% 32% N | 656 36% 52% | 200 27% 16% | 410 39% 32% N | 482 38% 38% | 374 29% 30% |
| 5 EXTREMELY SATISFIED | (5) | 687 19% 100% AHK | 70 15% 10% | 89 16% 13% | 142 21% 21% | 135 22% 20% | 101 19% 15% | 74 18% 11% | 76 22% 11% | 159 15% 23% | 379 21% 55% | 149 20% 22% | 159 15% 23% | 278 22% 40% | 250 19% 36% |
| DON'T KNOW | | 130 4% 100% IL | 38 8% 29% N | 26 5% 20% | 13 2% 10% | 12 2% 9% | 16 3% 12% | 14 4% 11% | 11 3% 9% | 64 6% 49% N | 40 2% 31% | 25 3% 20% | 64 6% 49% N | 25 2% 19% | 41 3% 32% |
| 1 OR 2 | | 557 15% 100% AHK | 53 11% 10% | 72 13% 13% | 81 12% 14% | 96 16% 17% | 96 18% 17% | 88 22% 16% N | 72 21% 13% N | 125 12% 22% | 272 15% 49% | 160 21% 29% N | 125 12% 22% | 177 14% 32% | 255 20% 46% N |
| 4 OR 5 | | 1953 54% 100% FGJ M | 244 51% 12% | 325 58% 17% | 391 59% 20% N | 370 61% 19% N | 274 51% 14% | 182 46% 9% | 168 48% 9% | 569 54% 29% | 1034 57% 53% | 350 47% 18% | 569 54% 29% | 760 60% 39% N | 624 49% 32% |
| MEAN SCORE | | 3.55 FJ M | 3.56 | 3.61 | 3.66 N | 3.64 | 3.48 | 3.34 | 3.45 | 3.59 | 3.60 | 3.39 | 3.59 | 3.65 N | 3.43 |
| STD. DEVIATION | | 1.07 | 0.95 | 0.98 | 1.03 | 1.08 | 1.10 | 1.21 | 1.18 | 0.97 | 1.07 | 1.19 | 0.97 | 1.05 | 1.16 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | TOTAL | SEX | | SEX/AGE | | | | | |
|-----------------------------|---------------------|------------------------|------------------------|-----------------------------|--------------------------------|-------------------------|-------------------------|--------------------------|----------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| 1 EXTREMELY DISSATISFIED | 161 4% 100% | 64 4% 40% | 96 5% 60% | 12 2% 8% | 23 4% 14% | 29 5% 18% C | 14 3% 9% | 23 4% 15% | 58 8% 36% CDEFG |
| 2 | 397 11% 100% | 152 9% 38% | 245 13% 62% A | 48 9% 12% | 42 7% 11% | 62 11% 16% D | 51 10% 13% | 88 14% 22% CD | 106 15% 27% CDEF |
| 3 | 963 27% 100% | 448 26% 47% | 515 27% 53% | 135 26% 14% | 146 23% 19% | 167 29% 17% | 152 29% 16% | 166 26% 17% | 197 28% 20% |
| 4 | 1266 35% 100% | 642 37% 51% B | 624 33% 49% | 208 40% 16% EH | 252 40% 20% EH | 182 31% 14% | 201 38% 16% EH | 230 36% 18% H | 192 27% 15% |
| 5 EXTREMELY SATISFIED | 687 19% 100% | 344 20% 50% | 343 18% 50% | 78 15% 11% | 148 24% 22% CF | 119 20% 17% CF | 81 15% 12% | 130 20% 19% C | 131 19% 19% |
| DON'T KNOW | 130 4% 100% | 75 4% 58% B | 55 3% 42% | 38 7% 29% DEG H | 14 2% 11% | 23 4% 18% G | 26 5% 20% DGH | 11 2% 8% | 18 3% 14% |
| 1 OR 2 | 557 15% 100% | 217 13% 39% | 341 18% 61% A | 60 12% 11% | 66 10% 12% | 91 16% 16% D | 65 12% 12% | 111 17% 20% CDF | 164 23% 30% CDEFG |
| 4 OR 5 | 1953 54% 100% | 986 57% 50% B | 967 52% 50% | 286 55% 15% H | 400 64% 20% CE FGH | 300 52% 15% H | 283 54% 14% H | 360 56% 18% H | 324 46% 17% |
| MEAN SCORE | 3.55 | 3.64 B | 3.48 | 3.61 H | 3.75 CE | 3.54 H | 3.57 H | 3.56 H | 3.34 |
| STD. DEVIATION | 1.07 | 1.03 | 1.10 | 0.96 | 1.02 | 1.10 | 0.97 | 1.07 | 1.20 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|-----------------------------|---------------------------|-------------------|------------------------|----------------------|------------------------|--------------------|------------------------|------------------------|------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| 1 EXTREMELY DISSATISFIED | 161 4% 100% | 64 4% 40% | 96 5% 60% | 12 2% 8% | 23 4% 14% | 29 5% 18% | 14 3% 9% | 23 4% 15% | 58 8% 36% I |
| 2 | 397 11% 100% AD | 152 9% 38% | 245 13% 62% I | 48 9% 12% | 42 7% 11% | 62 11% 16% | 51 10% 13% | 88 14% 22% | 106 15% 27% I |
| 3 | 963 27% 100% | 448 26% 47% | 515 27% 53% | 135 26% 14% | 146 23% 19% | 167 29% 17% | 152 29% 16% | 166 26% 17% | 197 28% 20% |
| 4 | 1266 35% 100% H | 642 37% 51% | 624 33% 49% | 208 40% 16% | 252 40% 20% I | 182 31% 14% | 201 38% 16% | 230 36% 18% | 192 27% 15% |
| 5 EXTREMELY SATISFIED | 687 19% 100% | 344 20% 50% | 343 18% 50% | 78 15% 11% | 148 24% 22% I | 119 20% 17% | 81 15% 12% | 130 20% 19% | 131 19% 19% |
| DON'T KNOW | 130 4% 100% G | 75 4% 58% | 55 3% 42% | 38 7% 29% I | 14 2% 11% | 23 4% 18% | 26 5% 20% | 11 2% 8% | 18 3% 14% |
| 1 OR 2 | 557 15% 100% ACD | 217 13% 39% | 341 18% 61% I | 60 12% 11% | 66 10% 12% | 91 16% 16% | 65 12% 12% | 111 17% 20% | 164 23% 30% I |
| 4 OR 5 | 1953 54% 100% H | 986 57% 50% | 967 52% 50% | 286 55% 15% | 400 64% 20% I | 300 52% 15% | 283 54% 14% | 360 56% 18% | 324 46% 17% |
| MEAN SCORE | 3.55 BH | 3.64 I | 3.48 | 3.61 | 3.75 I | 3.54 | 3.57 | 3.56 | 3.34 |
| STD. DEVIATION | 1.07 | 1.03 | 1.10 | 0.96 | 1.02 | 1.10 | 0.97 | 1.07 | 1.20 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | SEG | | | | | | | | | | NATION | | | | ETHNICITY | |
|-----------------------------|-----|---------------------|-----------------|------------------------------|-------------------|------------------------|-------------------|-------------------|-------------------|--------------------|-------------------|------------------------|------------------------|------------------------------------|-----------------------|-----------------------------|--|
| | | TOTAL | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| 1 EXTREMELY DISSATISFIED | (1) | 161 4% 100% | 5 4% 3% | 25 4% 15% | 46 4% 28% | 33 4% 20% | 19 4% 12% | 33 6% 21% | 30 4% 19% | 79 4% 49% | 52 5% 32% | 140 5% 87% | 8 2% 5% | 4 4% 3% | 9 5% 6% | 141 5% 88% | 8 3% 5% |
| 2 | (2) | 397 11% 100% | 17 15% 4% | 63 10% 16% | 131 12% 33% | 75 10% 19% | 55 12% 14% | 55 10% 14% | 80 11% 20% | 206 11% 52% | 111 11% 28% | 350 12% 88% | 25 8% 6% | 11 11% 3% | 11 7% 3% | 348 11% 88% | 26 9% 7% |
| 3 | (3) | 963 27% 100% | 24 20% 2% | 195 31% 20% AD F | 293 27% 30% | 188 25% 20% | 128 27% 13% | 135 25% 14% | 218 29% 23% | 481 27% 50% | 263 26% 27% | 818 27% 85% | 76 24% 8% | 34 33% 3% | 36 22% 4% | 813 24% 84% | 84 29% 9% |
| 4 | (4) | 1266 35% 100% | 48 41% 4% | 217 34% 17% | 370 34% 29% | 294 39% 23% F | 164 35% 13% | 173 32% 14% | 265 35% 21% | 664 36% 52% | 336 33% 27% | 1059 35% 84% | 127 40% 10% L | 27 26% 2% | 54 33% 4% | 1054 34% 83% | 115 39% 9% |
| 5 EXTREMELY SATISFIED | (5) | 687 19% 100% | 22 19% 3% | 113 18% 16% | 208 19% 30% | 145 19% 21% | 84 18% 12% | 117 22% 17% | 135 18% 20% | 352 19% 51% | 200 20% 29% | 557 18% 81% | 59 19% 9% | 24 24% 4% | 46 28% 7% JK | 608 20% 88% | 53 18% 8% |
| DON'T KNOW | | 130 4% 100% | 2 2% 1% | 22 4% 17% | 33 3% 25% | 29 4% 22% | 18 4% 14% | 26 5% 20% | 24 3% 19% | 62 3% 48% | 44 4% 34% | 100 3% 77% | 20 6% 15% J | 1 1% 1% | 9 5% 7% | 105 3% 81% | 9 3% 7% |
| 1 OR 2 | | 557 15% 100% | 23 19% 4% | 87 14% 16% | 177 16% 32% | 108 14% 19% | 74 16% 13% | 89 16% 16% | 110 15% 20% | 285 15% 51% | 163 16% 29% | 490 16% 88% K | 32 10% 6% | 15 15% 3% | 20 12% 4% | 489 16% 88% | 35 12% 6% |
| 4 OR 5 | | 1953 54% 100% | 70 59% 4% | 330 52% 17% | 578 53% 30% | 439 57% 22% | 247 53% 13% | 289 54% 15% | 400 53% 20% | 1016 55% 83% | 537 53% 27% | 1616 53% 83% | 186 59% 10% | 51 51% 3% | 101 61% 5% | 1662 54% 85% | 167 57% 9% |
| MEAN SCORE | | 3.55 | 3.55 | 3.54 | 3.54 | 3.60 | 3.53 | 3.55 | 3.54 | 3.56 | 3.54 | 3.53 | 3.70 J | 3.56 | 3.75 J | 3.55 | 3.62 |
| STD. DEVIATION | | 1.07 | 1.09 | 1.03 | 1.08 | 1.05 | 1.06 | 1.14 | 1.04 | 1.07 | 1.10 | 1.08 | 0.97 | 1.11 | 1.13 | 1.09 | 0.98 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | URBAN | | | | | | |
|-----------------------------|-------------------------|-------------------------------|--|------------------------|------------------------|----------------------------|--------------------------|------------------------|
| TOTAL | | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| UNWEIGHTED TOTAL | 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| WEIGHTED TOTAL | 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 1 EXTREMELY DISSATISFIED | (1) 161 4% 100% | 55 5% 34% C | 46 7% 29% CDEG | 9 2% 5% | 81 4% 50% | 21 4% 13% | 5 4% 3% | 136 5% 85% C |
| 2 | (2) 397 11% 100% | 116 11% 29% | 70 10% 18% | 46 12% 12% | 208 11% 52% | 67 11% 17% | 8 7% 2% | 324 11% 82% |
| 3 | (3) 963 27% 100% | 288 27% 30% | 171 25% 18% | 116 31% 12% | 511 27% 53% | 153 26% 16% | 30 26% 3% | 799 27% 83% |
| 4 | (4) 1266 35% 100% | 387 37% 31% | 235 35% 19% | 152 40% 12% D | 661 34% 51% | 200 34% 16% | 36 32% 3% | 1038 36% 82% |
| 5 EXTREMELY SATISFIED | (5) 687 19% 100% | 174 17% 25% C | 131 19% 19% C | 43 11% 6% | 356 19% 52% C | 146 25% 21% ABCDG | 34 30% 5% ABCDG | 530 18% 77% C |
| DON'T KNOW | 130 4% 100% | 32 3% 25% E | 19 3% 15% | 14 4% 10% E | 85 5% 66% EF | 8 1% 6% | - - - | 118 4% 91% EF |
| 1 OR 2 | 557 15% 100% | 171 16% 31% | 117 17% 21% | 55 14% 10% | 289 15% 52% | 88 15% 16% | 12 11% 2% | 461 16% 83% |
| 4 OR 5 | 1953 54% 100% | 561 53% 29% | 365 54% 19% | 195 51% 10% | 1007 53% 52% | 346 58% 18% CG | 70 63% 4% | 1568 53% 80% |
| MEAN SCORE | 3.55 | 3.50 | 3.51 | 3.48 | 3.55 | 3.65 ABCDG | 3.78 ABCDG | 3.53 |
| STD. DEVIATION | 1.07 | 1.07 | 1.14 | 0.94 | 1.07 | 1.08 | 1.08 | 1.07 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|--------------------------|-----|---------------------|--------------------------|------------------------|------------------------|------------------------|----------------------|------------------------|-------------------------|
| | | | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| UNWEIGHTED TOTAL | | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% | 85 2% |
| WEIGHTED TOTAL | | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 1 EXTREMELY DISSATISFIED | (1) | 161 4% 100% | 19 4% 12% | 36 6% 22% | 53 4% 33% | 28 4% 17% | 1 2% 1% | 16 4% 10% | 4 5% 2% |
| 2 | (2) | 397 11% 100% | 51 11% 13% | 66 11% 17% | 143 12% 36% | 66 10% 17% | 5 8% 1% | 54 12% 14% | 7 8% 2% |
| 3 | (3) | 963 27% 100% | 136 29% 14% | 152 26% 16% | 311 26% 32% | 200 29% 21% | 19 31% 2% | 114 26% 12% | 21 24% 2% |
| 4 | (4) | 1266 35% 100% | 192 41% 15% BCD | 195 33% 15% | 429 35% 34% | 222 33% 18% | 19 31% 2% | 154 34% 12% | 27 32% 2% |
| 5 EXTREMELY SATISFIED | (5) | 687 19% 100% | 56 12% 8% | 118 20% 17% A | 229 19% 33% A | 127 19% 19% A | 16 26% 2% A | 103 23% 15% A | 27 31% 4% ABCD |
| DON'T KNOW | | 130 4% 100% | 14 3% 10% | 19 3% 15% | 48 4% 37% F | 37 5% 29% FG | 1 2% 1% | 6 1% 5% | - - - |
| 1 OR 2 | | 557 15% 100% | 70 15% 13% | 102 17% 18% | 196 16% 35% | 93 14% 17% | 6 10% 1% | 70 16% 13% | 11 13% 2% |
| 4 OR 5 | | 1953 54% 100% | 248 53% 13% | 313 53% 16% | 658 54% 34% | 349 51% 18% | 35 57% 2% | 257 57% 13% | 53 63% 3% |
| MEAN SCORE | | 3.55 | 3.47 | 3.52 | 3.55 | 3.55 | 3.72 | 3.62 A | 3.76 A |
| STD. DEVIATION | | 1.07 | 0.99 | 1.13 | 1.08 | 1.05 | 1.02 | 1.08 | 1.12 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | SEG | | | | | | | | | | NATION | | | | ETHNICITY | |
|-----------------------------|-----|-------------------------|-----------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|-------------------|--------------------|----------------------|------------------------------------|----------------------|-----------------------------|--|
| | | TOTAL (T) | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| 1 EXTREMELY DISSATISFIED | (1) | 161 4% 100% | 5 4% 3% | 25 4% 15% | 46 4% 28% | 33 4% 20% | 19 4% 12% | 33 6% 21% | 30 4% 19% | 79 4% 49% | 52 5% 32% | 140 5% 87% | 8 2% 5% | 4 4% 3% | 9 5% 6% | 141 5% 88% | 8 3% 5% |
| 2 | (2) | 397 11% 100% | 17 15% 4% | 63 10% 16% | 131 12% 33% | 75 10% 19% | 55 12% 14% | 55 10% 14% | 80 11% 20% | 206 11% 52% | 111 11% 28% | 350 12% 88% | 25 8% 6% | 11 11% 3% | 11 7% 3% | 348 11% 88% | 26 9% 7% |
| 3 | (3) | 963 27% 100% | 24 20% 2% | 195 31% 20% | 293 27% 30% | 188 25% 20% | 128 27% 13% | 135 25% 14% | 218 29% 23% | 481 26% 50% | 263 26% 27% | 818 27% 85% | 76 24% 8% | 34 33% 3% | 36 22% 4% | 813 26% 84% | 84 29% 9% |
| 4 | (4) | 1266 35% 100% | 48 41% 4% | 217 34% 17% | 370 34% 29% | 294 39% 23% | 164 35% 13% | 173 32% 14% | 265 35% 21% | 664 36% 52% | 336 33% 27% | 1059 35% 84% | 127 40% 10% | 27 26% 2% | 54 33% 4% | 1054 34% 83% | 115 39% 9% |
| 5 EXTREMELY SATISFIED | (5) | 687 19% 100% | 22 19% 3% | 113 18% 16% | 208 19% 30% | 145 19% 21% | 84 18% 12% | 117 22% 17% | 135 18% 20% | 352 19% 51% | 200 20% 29% | 557 18% 81% | 59 19% 9% | 24 24% 4% | 46 28% 7% T | 608 20% 88% | 53 18% 8% |
| DON'T KNOW | | 130 4% 100% | 2 2% 1% | 22 4% 17% | 33 3% 25% | 29 4% 22% | 18 4% 14% | 26 5% 20% | 24 3% 19% | 62 3% 48% | 44 4% 34% | 100 3% 77% | 20 6% 15% T | 1 1% 1% | 9 5% 7% | 105 3% 81% | 9 3% 7% |
| 1 OR 2 | | 557 15% 100% K | 23 19% 4% | 87 14% 16% | 177 16% 32% | 108 14% 19% | 74 16% 13% | 89 16% 16% | 110 15% 20% | 285 15% 51% | 163 16% 29% | 490 16% 88% | 32 10% 6% | 15 15% 3% | 20 12% 4% | 489 16% 88% | 35 12% 6% |
| 4 OR 5 | | 1953 54% 100% | 70 59% 4% | 330 52% 17% | 578 53% 30% | 439 57% 22% | 247 53% 13% | 289 54% 15% | 400 53% 20% | 1016 55% 52% | 537 53% 27% | 1616 53% 83% | 186 59% 10% | 51 51% 3% | 101 61% 5% | 1662 54% 85% | 167 57% 9% |
| MEAN SCORE | | 3.55 | 3.55 | 3.54 | 3.54 | 3.60 | 3.53 | 3.55 | 3.54 | 3.56 | 3.54 | 3.53 | 3.70 | 3.56 | 3.75 T | 3.55 | 3.62 |
| STD. DEVIATION | | 1.07 | 1.09 | 1.03 | 1.08 | 1.05 | 1.06 | 1.14 | 1.04 | 1.07 | 1.10 | 1.08 | 0.97 | 1.11 | 1.13 | 1.09 | 0.98 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL (H) | URBAN | | | | | | |
|-----------------------------|-----|-------------------------|----------------------------------|---|-----------------------|--------------------|------------------------|----------------------|--------------------|
| | | | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| UNWEIGHTED TOTAL | | 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| WEIGHTED TOTAL | | 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 1 EXTREMELY DISSATISFIED | (1) | 161 4% 100% | 55 5% 34% | 46 7% 29% H | 9 2% 5% | 81 4% 50% | 21 4% 13% | 5 4% 3% | 136 5% 85% |
| 2 | (2) | 397 11% 100% | 116 11% 29% | 70 10% 18% | 46 12% 12% | 208 11% 52% | 67 11% 17% | 8 7% 2% | 324 11% 82% |
| 3 | (3) | 963 27% 100% | 288 27% 30% | 171 25% 18% | 116 31% 12% | 511 27% 53% | 153 26% 16% | 30 26% 3% | 799 27% 83% |
| 4 | (4) | 1266 35% 100% | 387 37% 31% | 235 35% 19% | 152 40% 12% | 651 34% 51% | 200 34% 16% | 36 32% 3% | 1038 35% 82% |
| 5 EXTREMELY SATISFIED | (5) | 687 19% 100% C | 174 17% 25% | 131 19% 19% | 43 11% 6% | 356 19% 52% | 146 25% 21% H | 34 30% 5% H | 530 18% 77% |
| DON'T KNOW | | 130 4% 100% E | 32 3% 25% | 19 3% 15% | 14 4% 10% | 85 5% 66% | 8 1% 6% | - - - | 118 4% 91% |
| 1 OR 2 | | 557 15% 100% | 171 16% 31% | 117 17% 21% | 55 14% 10% | 289 15% 52% | 88 15% 16% | 12 11% 2% | 461 16% 83% |
| 4 OR 5 | | 1953 54% 100% | 561 53% 29% | 365 54% 19% | 195 51% 10% | 1007 53% 52% | 346 58% 18% | 70 63% 4% | 1568 53% 80% |
| MEAN SCORE | | 3.55 | 3.50 | 3.51 | 3.48 | 3.55 | 3.65 | 3.78 H | 3.53 |
| STD. DEVIATION | | 1.07 | 1.07 | 1.14 | 0.94 | 1.07 | 1.08 | 1.08 | 1.07 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | | |
|-----------------------------|-----|-------------------------|------------------------|-------------------|-------------------|----------------------|-----------------|-------------------|----------------------|
| | | | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| UNWEIGHTED TOTAL | | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% | 85 2% |
| WEIGHTED TOTAL | | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 1 EXTREMELY DISSATISFIED | (1) | 161 4% 100% | 19 4% 12% | 36 6% 22% | 53 4% 33% | 28 4% 17% | 1 2% 1% | 16 4% 10% | 4 5% 2% |
| 2 | (2) | 397 11% 100% | 51 11% 13% | 66 11% 17% | 143 12% 36% | 66 8% 17% | 5 1% 1% | 54 12% 14% | 7 8% 2% |
| 3 | (3) | 963 27% 100% | 136 29% 14% | 152 26% 16% | 311 26% 32% | 200 29% 21% | 19 31% 2% | 114 25% 12% | 21 24% 2% |
| 4 | (4) | 1266 35% 100% | 192 41% 15% H | 195 33% 15% | 429 35% 34% | 222 33% 18% | 19 31% 2% | 154 34% 12% | 27 32% 2% |
| 5 EXTREMELY SATISFIED | (5) | 687 19% 100% A | 56 12% 8% | 118 20% 17% | 229 19% 33% | 127 19% 19% | 16 26% 2% | 103 23% 15% | 27 31% 4% H |
| DON'T KNOW | | 130 4% 100% F | 14 3% 10% | 19 3% 15% | 48 4% 37% | 37 5% 29% H | 1 2% 1% | 6 1% 5% | - - - |
| 1 OR 2 | | 557 15% 100% | 70 15% 13% | 102 17% 18% | 196 16% 35% | 93 14% 17% | 6 10% 1% | 70 16% 13% | 11 13% 2% |
| 4 OR 5 | | 1953 54% 100% | 248 53% 13% | 313 53% 16% | 658 54% 34% | 349 51% 18% | 35 57% 2% | 257 57% 13% | 53 63% 3% |
| MEAN SCORE | | 3.55 | 3.47 | 3.52 | 3.55 | 3.55 | 3.72 | 3.62 | 3.76 |
| STD. DEVIATION | | 1.07 | 0.99 | 1.13 | 1.08 | 1.05 | 1.02 | 1.08 | 1.12 |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------------|-----|---------------------|-------------------------|------------------------|--------------------------|-------------------------|-----------------------|------------------------|----------------------|--------------------------|--------------------------|--------------------------|---------------------------|------------------------|--------------------------------|---------------------------|--------------------------|
| | | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| 1 EXTREMELY DISSATISFIED | (1) | 161 4% 100% | 11 3% 7% | 18 5% 11% | 35 4% 22% | 43 5% 27% | 18 4% 11% | 35 6% 22% A | 7 4% 4% | 15 3% 10% | 5 1% 3% | 6 2% 4% | 24 3% 15% | 17 6% 10% HIJ | 17 6% 11% HIJ | 39 7% 24% HIJK | 31 8% 19% HIJK |
| 2 | (2) | 397 11% 100% | 28 7% 7% | 52 14% 13% AC | 79 9% 20% | 128 14% 32% AC | 46 11% 12% | 65 11% 16% | 14 9% 3% | 52 9% 13% | 33 10% 8% | 27 9% 7% | 75 11% 19% | 28 10% 7% | 39 13% 10% | 79 13% 20% | 50 13% 13% |
| 3 | (3) | 963 27% 100% | 105 28% 11% | 114 31% 12% | 234 26% 24% | 248 27% 26% | 109 25% 11% | 154 27% 16% | 41 26% 4% | 146 26% 15% | 101 30% 10% | 76 26% 8% | 169 24% 18% | 67 24% 7% | 101 34% 10% HJKL O | 167 28% 17% | 95 24% 10% |
| 4 | (4) | 1266 35% 100% | 150 39% 12% BE | 115 31% 9% | 352 39% 28% BDE | 312 33% 29% | 140 32% 11% | 197 34% 16% | 65 42% 5% | 219 40% 17% MNO | 126 37% 10% MNO | 116 39% 9% MNO | 270 38% 21% MNO | 96 35% 8% | 84 28% 7% | 175 30% 14% | 114 29% 9% |
| 5 EXTREMELY SATISFIED | (5) | 687 19% 100% | 70 18% 10% | 64 17% 9% | 177 19% 26% | 175 19% 25% | 97 22% 14% | 104 18% 15% | 20 13% 3% | 90 16% 13% | 50 15% 7% | 67 22% 10% GI | 151 22% 22% GHI | 60 22% 9% GI | 48 16% 7% | 111 19% 16% | 91 23% 13% GHI |
| DON'T KNOW | | 130 4% 100% | 17 4% 13% | 7 2% 6% | 34 4% 26% | 28 3% 21% | 24 6% 19% BD | 20 3% 15% | 10 6% 7% JK | 33 6% 25% JKLN | 22 6% 17% JKLMN | 6 2% 4% | 12 2% 9% | 7 3% 5% | 9 3% 7% | 17 3% 13% | 15 4% 12% K |
| 1 OR 2 | | 557 15% 100% | 39 10% 7% | 71 19% 13% AC | 114 13% 20% | 171 18% 31% AC | 63 15% 11% | 99 17% 18% AC | 20 13% 4% | 67 12% 12% | 38 11% 7% | 33 11% 6% | 99 14% 18% | 45 16% 8% | 57 19% 10% HIJ | 118 20% 21% HIJK | 80 20% 14% HIJK |
| 4 OR 5 | | 1953 54% 100% | 221 58% 11% B | 179 48% 9% | 529 58% 27% BDF | 487 52% 25% | 236 55% 12% | 300 52% 15% | 85 54% 4% | 309 56% 16% MN | 175 52% 9% M | 183 61% 9% IMNO | 421 60% 22% IMNO | 156 57% 8% MN | 132 44% 7% | 287 49% 15% | 205 52% 10% M |
| MEAN SCORE | | 3.55 | 3.66 BDF | 3.42 | 3.64 BDF | 3.50 | 3.62 B | 3.49 | 3.53 | 3.60 MN | 3.58 MN | 3.72 MNO | 3.65 MNO | 3.58 M | 3.37 | 3.42 | 3.48 |
| STD. DEVIATION | | 1.07 | 0.98 | 1.09 | 1.03 | 1.10 | 1.09 | 1.11 | 0.99 | 0.98 | 0.93 | 0.98 | 1.05 | 1.13 | 1.09 | 1.15 | 1.21 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------------|-----|----------------------------|---------------------|-----------------------|-----------------------|-------------------------|----------------------|-----------------------|----------------------|------------------------|----------------------|-----------------------|------------------------|----------------------|------------------------|------------------------|-----------------------|
| | | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| 1 EXTREMELY DISSATISFIED | (1) | 161 4% 100% I | 11 3% 7% | 18 5% 11% | 35 4% 22% | 43 6% 27% | 18 4% 11% | 35 6% 22% | 7 4% 4% | 15 3% 10% | 5 1% 3% | 6 2% 4% | 24 3% 15% | 17 6% 10% | 17 6% 11% | 39 7% 24% P | 31 8% 19% P |
| 2 | (2) | 397 11% 100% A | 28 7% 7% | 52 14% 13% | 79 9% 20% | 128 14% 32% P | 46 11% 12% | 65 11% 16% | 14 9% 3% | 52 9% 13% | 33 10% 8% | 27 9% 7% | 75 11% 19% | 28 10% 7% | 39 13% 10% | 79 13% 20% | 50 13% 13% |
| 3 | (3) | 963 27% 100% A | 105 28% 11% | 114 31% 12% | 234 26% 24% | 248 27% 26% | 109 25% 11% | 154 27% 16% | 41 26% 4% | 146 26% 15% | 101 30% 10% | 76 26% 8% | 169 24% 18% | 67 24% 7% | 101 34% 10% P | 167 28% 17% | 95 24% 10% |
| 4 | (4) | 1266 35% 100% MNO | 150 39% 12% | 115 31% 9% | 352 39% 28% | 312 33% 25% | 140 32% 11% | 197 34% 16% | 65 42% 5% | 219 40% 17% | 126 37% 10% | 116 39% 9% | 270 38% 21% | 96 35% 8% | 84 28% 7% | 175 30% 14% | 114 29% 9% |
| 5 EXTREMELY SATISFIED | (5) | 687 19% 100% A | 70 18% 10% | 64 17% 9% | 177 19% 26% | 175 19% 25% | 97 22% 14% | 104 18% 15% | 20 13% 3% | 90 16% 13% | 50 15% 7% | 67 22% 10% | 151 22% 22% | 60 22% 9% | 48 16% 7% | 111 19% 16% | 91 23% 13% |
| DON'T KNOW | | 130 4% 100% A | 17 4% 13% | 7 2% 6% | 34 4% 26% | 28 3% 21% | 24 6% 19% P | 30 5% 15% | 10 6% 7% | 33 25% P | 22 6% 17% P | 6 2% 4% | 12 2% 9% | 7 3% 5% | 9 3% 7% | 17 3% 13% | 15 4% 12% |
| 1 OR 2 | | 557 15% 100% AI | 39 10% 7% | 71 19% 13% | 114 13% 20% | 171 18% 31% | 63 15% 11% | 99 17% 18% | 20 13% 4% | 67 12% 12% | 38 11% 7% | 33 11% 6% | 99 14% 18% | 45 16% 8% | 57 19% 10% | 118 20% 21% P | 80 20% 14% P |
| 4 OR 5 | | 1953 54% 100% BMN | 221 58% 11% | 179 48% 9% | 529 58% 27% | 487 52% 25% | 236 55% 12% | 300 52% 15% | 85 54% 4% | 309 56% 16% | 175 52% 9% | 183 61% 9% P | 421 60% 22% | 156 57% 8% | 132 44% 7% | 287 49% 15% | 205 52% 10% |
| MEAN SCORE | | 3.55 BMN | 3.66 | 3.42 | 3.64 | 3.50 | 3.62 | 3.49 | 3.53 | 3.60 | 3.58 | 3.72 P | 3.65 | 3.58 | 3.37 | 3.42 | 3.48 |
| STD. DEVIATION | | 1.07 | 0.98 | 1.09 | 1.03 | 1.10 | 1.09 | 1.11 | 0.99 | 0.98 | 0.93 | 0.98 | 1.05 | 1.13 | 1.09 | 1.15 | 1.21 |

GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--------------------------|---------------------|------------------------------|-----------------------------|-----------------|--|----------------------|------------------------------|-----------------------|------------------------------------|-----------------------|----------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| 1 EXTREMELY DISSATISFIED | 161 4% 100% | 35 6% 22% B | 123 4% 77% | 11 7% 7% | 104 4% 66% | 57 6% 35% D | 17 6% 10% | 22 4% 13% | 121 4% 75% | 23 4% 14% | 18 6% 11% |
| 2 | 397 11% 100% | 74 13% 19% | 323 11% 81% | 17 11% 4% | 301 11% 76% | 96 11% 24% | 31 11% 8% I | 36 7% 9% | 330 12% 83% GI | 36 7% 9% | 31 10% 8% |
| 3 | 963 27% 100% | 146 26% 15% | 809 27% 84% | 40 25% 4% | 754 28% 78% E | 209 24% 22% | 73 27% 8% | 133 27% 14% | 753 27% 78% | 138 27% 14% | 77 26% 8% |
| 4 | 1266 35% 100% | 165 29% 13% | 1095 36% 86% A | 53 34% 4% | 985 36% 78% E | 281 32% 22% | 90 33% 7% | 172 35% 14% | 988 35% 78% | 188 36% 15% | 106 36% 8% |
| 5 EXTREMELY SATISFIED | 687 19% 100% | 128 23% 19% | 559 18% 81% | 31 19% 4% | 499 18% 73% | 188 21% 27% | 51 19% 7% | 97 20% 14% | 537 19% 78% | 99 19% 14% | 53 18% 8% |
| DON'T KNOW | 130 4% 100% | B 17 3% 13% | 112 4% 86% | 5 3% 4% | 83 3% 64% | 47 5% 36% D | 10 4% 8% | 34 7% 26% HJ | 85 3% 66% | 34 7% 26% H | 10 4% 8% |
| 1 OR 2 | 557 15% 100% | 108 19% 19% B | 446 15% 80% | 29 18% 5% | 404 15% 73% | 153 17% 27% | 47 17% 12% 9% GI | 58 12% 10% | 451 16% 81% GI | 59 11% 11% | 49 16% 9% I |
| 4 OR 5 | 1953 54% 100% | 293 52% 15% | 1654 55% 85% | 84 53% 4% | 1484 54% 76% | 469 53% 24% | 142 52% 7% | 269 54% 14% | 1525 54% 78% | 286 55% 15% | 160 54% 8% |
| MEAN SCORE | 3.55 | 3.51 | 3.56 | 3.49 | 3.56 | 3.54 | 3.49 | 3.62 | 3.55 | 3.63 | 3.51 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | | |
|----------------|-----------------------------|----------------------------|-----------------|--|-------------------|-------------------|-----------------|------------------------------------|-----------------------|---------------------|-----------|
| | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) | |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| STD. DEVIATION | 1.07 | 1.17 | 1.05 | 1.16 | 1.04 | 1.16 | 1.12 | 1.05 | 1.07 | 1.04 | 1.10 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|-----------------------------|-----|--------------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| 1 EXTREMELY DISSATISFIED | (1) | 161 4% 100% | 35 6% 22% | 123 4% 77% | 11 7% 7% | 104 4% 66% | 57 6% 35% K | 17 6% 10% | 22 4% 13% | 121 4% 75% | 23 4% 14% | 18 6% 11% |
| 2 | (2) | 397 11% 100% GI | 74 13% 19% | 323 11% 81% | 17 11% 4% | 301 11% 76% | 96 11% 24% | 31 11% 8% | 36 7% 9% | 330 12% 83% | 36 7% 9% | 31 10% 8% |
| 3 | (3) | 963 27% 100% | 146 26% 15% | 809 27% 84% | 40 25% 4% | 754 28% 78% | 209 24% 22% | 73 27% 8% | 133 27% 14% | 753 27% 78% | 138 27% 14% | 77 26% 8% |
| 4 | (4) | 1266 35% 100% A | 165 29% 13% | 1095 36% 86% | 53 34% 4% | 985 36% 78% | 281 32% 22% | 90 33% 7% | 172 35% 14% | 988 35% 78% | 188 36% 15% | 106 36% 8% |
| 5 EXTREMELY SATISFIED | (5) | 687 19% 100% | 128 23% 19% K | 559 18% 81% | 31 19% 4% | 499 18% 73% | 188 21% 27% | 51 19% 7% | 97 20% 14% | 537 19% 78% | 99 19% 14% | 53 18% 8% |
| DON'T KNOW | | 130 4% 100% | 17 3% 13% | 112 4% 86% | 5 3% 4% | 83 3% 64% | 47 5% 36% K | 10 4% 8% | 34 7% 26% K | 85 3% 66% | 34 7% 26% K | 10 4% 8% |
| 1 OR 2 | | 557 15% 100% GI | 108 19% 19% K | 446 15% 80% | 29 18% 5% | 404 15% 73% | 153 17% 27% | 47 17% 9% | 58 12% 10% | 451 16% 81% | 59 11% 11% | 49 16% 9% |
| 4 OR 5 | | 1953 54% 100% | 293 52% 15% | 1654 55% 85% | 84 53% 4% | 1484 54% 76% | 469 53% 24% | 142 52% 14% | 269 54% 14% | 1525 54% 78% | 286 55% 15% | 160 54% 8% |
| MEAN SCORE | | 3.55 | 3.51 | 3.56 | 3.49 | 3.56 | 3.54 | 3.49 | 3.62 | 3.55 | 3.63 | 3.51 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

WEIGHTED TOTAL

STD. DEVIATION

| TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| 1.07 | 1.17 | 1.05 | 1.16 | 1.04 | 1.16 | 1.12 | 1.05 | 1.07 | 1.04 | 1.10 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|-----------------------------|-----|---------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------------|---------------------------|-------------------------|--------------------------|---------------------------|
| | | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| 1 EXTREMELY DISSATISFIED | (1) | 161 4% 100% | 23 3% 14% | 7 9% 5% AC | 54 4% 34% | 25 7% 15% AC | 27 5% 17% | 25 5% 15% | 19 2% 12% | 8 3% 5% | 40 4% 25% | 6 4% 4% | 44 6% 28% GI | 43 9% 27% GHIK |
| 2 | (2) | 397 11% 100% | 73 11% 19% | 7 9% 2% | 178 12% 45% | 28 9% 7% | 49 12% 12% | 61 13% 15% DE | 79 10% 20% | 20 9% 5% | 115 10% 29% | 15 10% 4% | 108 14% 27% GI | 61 12% 15% |
| 3 | (3) | 963 27% 100% | 195 29% 20% F | 23 30% 2% | 404 27% 42% | 77 23% 8% | 155 20% 16% F | 108 23% 11% | 229 28% 24% J | 59 27% 6% | 284 25% 29% | 28 18% 3% | 241 31% 25% LIL | 122 24% 13% |
| 4 | (4) | 1266 35% 100% | 242 36% 19% | 24 31% 2% | 557 37% 44% | 107 32% 8% | 187 35% 15% | 149 32% 12% | 332 40% 26% KL | 78 35% 6% L | 417 37% 33% KL | 65 42% 5% KL | 236 30% 19% | 138 27% 11% |
| 5 EXTREMELY SATISFIED | (5) | 687 19% 100% | 121 18% 18% | 14 18% 2% | 273 18% 40% | 79 24% 11% AC | 105 20% 15% | 95 20% 14% | 126 15% 18% | 33 15% 5% | 245 22% 36% GHIK | 33 21% 5% | 128 16% 19% | 122 24% 18% GHIK |
| DON'T KNOW | | 130 4% 100% | 21 3% 16% | 3 4% 2% | 46 3% 36% | 16 5% 12% | 15 3% 12% | 29 6% 22% ACE | 41 5% 32% I | 23 10% 18% GLUK L | 18 2% 14% | 7 4% 5% I | 24 3% 18% | 18 4% 14% I |
| 1 OR 2 | | 557 15% 100% | 96 14% 17% | 14 18% 3% | 232 15% 42% | 53 16% 9% | 77 14% 14% | 86 18% 15% | 98 12% 18% | 27 13% 5% | 155 14% 28% | 22 14% 4% | 152 19% 27% GHI | 104 21% 19% GHI |
| 4 OR 5 | | 1953 54% 100% | 362 54% 19% | 38 49% 2% | 830 55% 43% | 186 56% 10% | 292 54% 15% | 244 52% 13% | 458 55% 23% K | 111 50% 6% | 662 59% 34% HKL | 98 63% 5% HKL | 364 47% 19% | 260 52% 13% |
| MEAN SCORE | | 3.55 | 3.56 | 3.41 | 3.56 | 3.59 | 3.56 | 3.52 | 3.60 K | 3.55 | 3.65 KL | 3.69 K | 3.39 | 3.49 |
| STD. DEVIATION | | 1.07 | 1.02 | 1.18 | 1.04 | 1.18 | 1.07 | 1.14 | 0.95 | 1.01 | 1.05 | 1.07 | 1.10 | 1.24 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.1 HOW SATISFIED ARE YOU WITH THE FOLLOWING ASPECTS OF THE ROYAL MAIL'S DELIVERY SERVICE ON A SCALE OF 1 TO 5
WHERE 5 MEANS YOU ARE EXTREMELY SATISFIED AND 1 MEANS YOU ARE EXTREMELY DISSATISFIED?
THE VALUE FOR MONEY OF SENDING MAIL

BASE : ALL WITH RESPONSIBILITY FOR POST INCLUDING DON'T KNOW

| | | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|-----------------------------|-----|---------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| 1 EXTREMELY DISSATISFIED | (1) | 161 4% 100% G | 23 3% 14% | 7 9% 5% | 54 4% 34% | 25 7% 15% M | 27 5% 17% | 25 5% 15% | 19 2% 12% | 8 3% 5% | 40 4% 25% | 6 4% 4% | 44 6% 28% | 43 9% 27% M |
| 2 | (2) | 397 11% 100% G | 73 11% 19% | 7 9% 2% | 178 12% 45% | 28 9% 7% | 49 9% 12% | 61 13% 15% | 79 10% 20% | 20 9% 5% | 115 10% 29% | 15 10% 4% | 108 14% 27% M | 61 12% 15% |
| 3 | (3) | 963 27% 100% J | 195 29% 20% | 23 30% 2% | 404 27% 42% | 77 23% 8% | 155 29% 16% | 108 23% 11% | 229 28% 24% | 59 27% 6% | 284 25% 29% | 28 18% 3% | 241 31% 25% M | 122 24% 13% |
| 4 | (4) | 1266 35% 100% KL | 242 36% 19% | 24 31% 2% | 557 37% 44% | 107 32% 8% | 187 35% 15% | 149 32% 12% | 332 40% 26% M | 78 35% 6% | 417 37% 33% | 65 42% 5% | 236 30% 19% | 138 27% 11% |
| 5 EXTREMELY SATISFIED | (5) | 687 19% 100% G | 121 18% 18% | 14 18% 2% | 273 18% 40% | 79 24% 11% | 105 20% 15% | 95 20% 14% | 126 15% 18% | 33 15% 5% | 245 22% 36% | 33 21% 5% | 128 16% 19% | 122 24% 18% M |
| DON'T KNOW | | 130 4% 100% I | 21 3% 16% | 3 4% 2% | 46 3% 36% | 16 5% 12% | 15 3% 12% | 29 6% 22% M | 41 5% 32% | 23 10% 18% M | 18 2% 14% | 7 4% 5% | 24 3% 18% | 18 4% 14% |
| 1 OR 2 | | 557 15% 100% G | 96 14% 17% | 14 18% 3% | 232 15% 42% | 53 16% 9% | 77 14% 14% | 86 18% 15% | 98 12% 18% | 27 13% 5% | 155 14% 28% | 22 14% 4% | 152 19% 27% M | 104 21% 19% M |
| 4 OR 5 | | 1953 54% 100% K | 362 54% 19% | 38 49% 2% | 830 55% 43% | 186 56% 10% | 292 54% 15% | 244 52% 13% | 458 55% 23% | 111 50% 6% | 662 59% 34% M | 98 63% 5% M | 364 47% 19% | 260 52% 13% |
| MEAN SCORE | | 3.55 K | 3.56 | 3.41 | 3.56 | 3.59 | 3.56 | 3.52 | 3.60 | 3.55 | 3.65 M | 3.69 | 3.39 | 3.49 |
| STD. DEVIATION | | 1.07 | 1.02 | 1.18 | 1.04 | 1.18 | 1.07 | 1.14 | 0.95 | 1.01 | 1.05 | 1.07 | 1.10 | 1.24 |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 LOST MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|-------------------|------------------------|--------------------------|------------------------|------------------------|-----------------------|-----------------------------|------------------------|------------------------|-------------------------|-------------------------|------------------------|-------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 651 18% 100% | 75 16% 12% | 111 20% 17% G | 140 21% 22% AFG | 125 20% 19% G | 99 18% 15% G | 64 16% 10% G | 37 11% 6% BCD E | 186 18% 29% J | 364 20% 56% J | 101 14% 16% HI | 186 18% 29% HI | 265 21% 41% M | 200 16% 31% L |
| 2883 80% 100% | 395 82% 14% | 441 78% 15% | 514 78% 18% | 480 79% 17% | 422 78% 15% | 330 83% 11% | 301 87% 10% C | 837 80% 29% | 1416 78% 49% | 630 85% 22% HI | 837 80% 29% | 993 78% 34% | 1053 82% 37% L |
| 69 2% 100% | 12 2% 17% | 12 2% 17% | 9 1% 12% | 6 1% 9% | 17 3% 24% CDF | 5 1% 7% | 9 3% 14% | 23 2% 34% | 32 2% 46% | 14 2% 21% | 23 2% 34% | 15 1% 21% | 31 2% 45% L |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
 * SMALL BASE

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 LOST MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (N) | AGE | | | | | | | | | | | | |
|---------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|------------------------|-------------------|--------------------|------------------------|-------------------|-------------------|--------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 651 18% 100% GJM | 75 16% 12% | 111 20% 17% | 140 21% 22% | 125 20% 19% | 99 18% 15% | 64 16% 10% | 37 11% 6% | 186 18% 29% | 364 20% 56% | 101 14% 16% | 186 18% 29% | 265 21% 41% | 200 16% 31% |
| 2883 80% 100% | 395 82% 14% | 441 78% 15% | 514 78% 18% | 480 79% 17% | 422 78% 15% | 330 83% 11% | 301 87% 10% N | 837 80% 29% | 1416 78% 49% | 630 85% 22% N | 837 80% 29% | 993 78% 34% | 1053 82% 37% |
| 69 2% 100% | 12 2% 17% | 12 2% 17% | 9 1% 12% | 6 1% 9% | 17 3% 24% | 5 1% 7% | 9 3% 14% | 23 2% 34% | 32 2% 46% | 14 2% 21% | 23 2% 34% | 15 1% 21% | 31 2% 45% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 LOST MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEX | | SEX/AGE | | | | | |
|------------------|---------------------|-------------------------|------------------------|-------------------------|------------------------|------------------------|--------------------------|-------------------------------|-------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| YES | 651 18% 100% | 277 16% 43% | 374 20% 57% A | 73 14% 11% | 112 18% 17% | 92 16% 14% | 113 21% 17% CEH | 153 24% 23% CDE H | 108 15% 17% |
| NO | 2883 80% 100% | 1413 82% 49% B | 1470 78% 51% | 431 83% 15% FG | 509 81% 18% G | 473 81% 16% G | 406 77% 14% | 485 75% 17% | 579 82% 20% FG |
| DON'T KNOW | 69 2% 100% | 36 2% 52% | 33 2% 48% | 15 3% 22% D | 5 1% 7% | 16 3% 23% D | 8 1% 11% | 10 2% 15% | 15 2% 22% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 LOST MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (I) | SEX | | SEX/AGE | | | | | |
|--------------------------|--------------------|--------------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| 651 18% 100% | 277 16% 43% | 374 20% 57% | 73 14% 11% | 112 18% 17% | 92 16% 14% | 113 21% 17% | 153 24% 23% 1 | 108 15% 17% |
| 2883 80% 100% G | 1413 82% 49% | 1470 78% 51% | 431 83% 15% | 509 81% 18% | 473 81% 16% | 406 77% 14% | 485 75% 17% | 579 82% 20% |
| 69 2% 100% | 36 2% 52% | 33 2% 48% | 15 3% 22% | 5 1% 7% | 16 3% 23% | 8 1% 11% | 10 2% 15% | 15 2% 22% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 LOST MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|------------------|---------------------|----------------------|------------------------|------------------------|------------------------|-------------------|-------------------|------------------------|--------------------|------------------------|--------------------|---------------------|------------------------------------|------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% . | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% . | 165 5% | 3068 85% | 295 8% |
| YES | 651 18% 100% | 28 24% 4% D | 130 21% 20% D | 212 20% 33% D | 116 15% 18% | 75 16% 12% | 89 16% 14% | 158 21% 24% I | 329 18% 50% | 164 16% 25% | 564 19% 87% | 52 17% 8% | 12 12% 2% | 23 14% 4% | 576 19% 88% | 41 14% 6% |
| NO | 2883 80% 100% | 88 74% 3% | 491 77% 17% | 855 79% 30% | 629 82% 22% B | 382 82% 13% | 438 81% 15% | 579 77% 20% | 1484 80% 51% | 820 81% 28% G | 2394 79% 83% | 260 83% 9% | 89 88% 3% J | 141 85% 5% | 2439 79% 85% | 245 83% 8% |
| DON'T KNOW | 69 2% 100% | 2 2% 3% | 13 2% 18% | 14 1% 20% | 18 2% 27% | 9 2% 14% | 13 2% 19% | 15 2% 21% | 32 2% 46% | 22 2% 32% | 65 2% 94% | 2 1% 4% | - - - | 1 1% 2% | 53 2% 77% | 9 3% 13% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 LOST MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|------------------------|--------------------|-------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113 3% | 2945 82% |
| 651 18% 100% | 201 19% 31% | 137 20% 21% | 64 17% 10% | 330 17% 51% | 113 19% 17% | 17 15% 3% | 531 18% 81% |
| 2883 80% 100% | 824 78% 29% | 523 78% 18% | 300 79% 10% | 1535 81% 53% | 469 79% 16% | 93 83% 3% | 2358 80% 82% |
| 69 2% 100% | 29 3% 41% D | 13 2% 18% | 16 4% 23% BDG | 27 1% 40% | 12 2% 18% | 3 2% 4% | 56 2% 81% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 LOST MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------|-----------------------|------------------------|------------------------|--------------------------|-----------------|-----------------------|-----------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% | 85 2% |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 651 18% 100% | 76 16% 12% | 124 21% 19% D | 233 19% 36% D | 97 14% 15% | 6 10% 1% | 95 21% 15% D | 11 13% 2% |
| 2883 80% 100% | 374 80% 13% | 450 77% 16% | 962 79% 33% | 573 84% 20% BCF | 53 86% 2% | 344 77% 12% | 73 85% 3% |
| 69 2% 100% | 17 4% 24% CD | 12 2% 17% | 18 1% 26% | 10 1% 14% | 3 4% 4% | 8 2% 12% | 1 1% 2% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 LOST MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|------------------|---------------------|-----------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|-------------------|--------------------|---------------------|------------------------------------|------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| | | . | | | | | | | | | | | . | | | |
| YES | 651 18% 100% | 28 24% 4% | 130 21% 20% | 212 20% 33% | 116 15% 18% | 75 16% 12% | 89 16% 14% | 158 21% 24% | 329 18% 50% | 164 16% 25% | 564 19% 87% | 52 17% 8% | 12 12% 2% | 23 14% 4% | 576 19% 88% | 41 14% 6% |
| NO | 2883 80% 100% | 88 74% 3% | 491 77% 17% | 855 79% 30% | 629 82% 22% | 382 82% 13% | 438 81% 15% | 579 77% 20% | 1484 80% 51% | 820 81% 28% | 2394 79% 83% | 260 83% 9% | 89 88% 3% | 141 85% 5% | 2439 79% 85% | 245 83% 8% |
| DON'T KNOW | 69 2% 100% | 2 2% 3% | 13 2% 18% | 14 1% 20% | 18 2% 27% | 9 2% 14% | 13 2% 19% | 15 2% 21% | 32 2% 46% | 22 2% 32% | 65 2% 94% | 2 1% 4% | - - - | 1 1% 2% | 53 2% 77% | 9 3% 13% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 LOST MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|---------------------|----------------------------------|---|-----------------------|--------------------|-------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 651 18% 100% | 201 19% 31% | 137 20% 21% | 64 17% 10% | 330 17% 51% | 113 19% 17% | 17 15% 3% | 531 18% 81% |
| 2883 80% 100% | 824 78% 29% | 523 78% 18% | 300 79% 10% | 1535 81% 53% | 469 79% 16% | 93 83% 3% | 2358 80% 82% |
| 69 2% 100% | 29 3% 41% | 13 2% 18% | 16 4% 23% | 27 1% 40% | 12 2% 18% | 3 2% 4% | 56 2% 81% |
| | | | H | | | | |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 LOST MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|------------------|-------------------------|-----------------------|-------------------|-------------------|------------------------|-----------------|-------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% |
| YES | 651 18% 100% D | 76 16% 12% | 124 21% 19% | 233 19% 36% | 97 14% 15% | 6 10% 1% | 95 21% 15% |
| NO | 2883 80% 100% | 374 80% 13% | 450 77% 16% | 962 79% 33% | 573 84% 20% H | 53 86% 2% | 344 77% 12% |
| DON'T KNOW | 69 2% 100% | 17 4% 24% H | 12 2% 17% | 18 1% 26% | 10 1% 14% | 3 4% 4% | 8 2% 12% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 LOST MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|------------------|---------------------|---------------------|--------------------------|-------------------------|-------------------------|------------------------|------------------------|----------------------|------------------------|-----------------------|------------------------|------------------------|----------------------|----------------------|-----------------------|-----------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| YES | 651 18% 100% | 68 18% 10% | 91 24% 14% ACEF | 141 16% 22% | 187 20% 29% C | 68 16% 10% | 96 17% 15% | 34 22% 5% O | 89 16% 14% | 63 19% 10% O | 67 23% 10% HO | 142 20% 22% O | 55 20% 9% O | 57 19% 9% O | 97 17% 15% O | 46 12% 7% |
| NO | 2883 80% 100% | 304 80% 11% | 275 74% 10% | 754 83% 26% BD | 730 78% 25% | 355 82% 12% B | 465 81% 16% B | 118 76% 4% | 455 82% 16% | 264 79% 9% | 229 77% 8% | 548 78% 19% | 217 79% 8% | 233 78% 8% | 482 82% 17% | 339 85% 12% GLJKLM |
| DON'T KNOW | 69 2% 100% | 10 3% 14% | 5 1% 7% | 16 2% 23% | 16 2% 23% | 10 2% 15% | 12 2% 17% | 3 2% 5% | 11 2% 16% | 9 3% 12% | 2 1% 3% | 11 2% 16% | 2 1% 3% | 9 3% 13% L | 10 2% 14% | 12 3% 17% L |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 LOST MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|------------------|--------------------------|---------------------|-----------------------|-----------------------|-------------------------|---------------------|-----------------------|----------------------|------------------------|----------------------|----------------------|------------------------|----------------------|--------------------|----------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| YES | 651 18% 100% O | 68 18% 10% | 91 24% 14% P | 141 16% 22% | 187 20% 29% | 68 16% 10% | 96 17% 15% | 34 22% 5% | 89 16% 14% | 63 19% 10% | 67 23% 10% | 142 20% 22% | 55 20% 9% | 57 19% 9% | 97 17% 15% | 46 12% 7% |
| NO | 2883 80% 100% B | 304 80% 11% | 275 74% 10% | 754 83% 26% | 730 78% 25% | 355 82% 12% | 465 81% 16% | 118 76% 4% | 455 82% 16% | 264 79% 9% | 229 77% 8% | 548 78% 19% | 217 79% 8% | 233 78% 8% | 482 82% 17% | 339 85% 12% P |
| DON'T KNOW | 69 2% 100% | 10 3% 14% | 5 1% 7% | 16 2% 23% | 16 2% 23% | 10 2% 15% | 12 2% 17% | 3 2% 5% | 11 2% 16% | 9 3% 12% | 2 1% 3% | 11 2% 16% | 2 1% 3% | 9 3% 13% | 10 2% 14% | 12 3% 17% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 LOST MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---------------------|-----------------------------|----------------------------|------------------|--|-------------------|----------------------|-------------------|------------------------------------|-----------------------|----------------------|
| | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| 651 18% 100% | 115 20% 18% | 531 18% 82% | 31 19% 5% | 515 19% 79% E | 136 15% 21% | 36 13% 6% | 78 16% 12% | 533 19% 82% FJ | 82 16% 13% | 40 14% 6% |
| 2883 80% 100% | 436 77% 15% | 2433 81% 84% | 127 80% 4% | 2164 79% 75% | 719 82% 25% | 226 83% 8% | 406 82% 14% | 2232 79% 77% | 425 82% 15% | 245 83% 8% |
| 69 2% 100% | 12 2% 18% | 57 2% 82% | 1 1% 1% | 46 2% 67% | 23 3% 33% | 10 4% 15% H | 10 2% 14% | 49 2% 70% | 10 2% 15% | 11 4% 16% H |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 LOST MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|------------------|---------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| YES | 651 18% F | 115 20% 18% | 531 18% 82% | 31 19% 5% | 515 19% 79% | 136 15% 21% | 36 13% 6% | 78 16% 12% | 533 19% 82% | 82 16% 13% | 40 14% 6% |
| NO | 2883 80% 100% | 436 77% 15% | 2433 81% 84% | 127 80% 4% | 2164 79% 75% | 719 82% 25% | 226 83% 8% | 406 82% 14% | 2232 79% 77% | 425 82% 15% | 245 83% 8% |
| DON'T KNOW | 69 2% 100% | 12 2% 18% | 57 2% 82% | 1 1% 1% | 46 2% 67% | 23 3% 33% | 10 4% 15% K | 10 2% 14% | 49 2% 70% | 10 2% 15% | 11 4% 16% K |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 LOST MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | DID YOU MAKE A COMPLAINT TO ROYAL MAIL ABOUT ITS SERVICES? (D3) | | |
|------------------|---|------------------------|-------------------------|
| | YES (A) | NO (B) | DON'T KNOW (C) |
| UNWEIGHTED TOTAL | 2027 100% | 372 18% | 1640 81% |
| WEIGHTED TOTAL | 2020 100% | 373 18% | 1634 81% |
| YES | 651 32% 100% | 247 66% 38% B | 399 24% 61% |
| NO | 1327 66% 100% | 124 33% 9% | 1197 73% 90% A |
| DON'T KNOW | 41 2% 100% | 3 1% 7% | 37 2% 92% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C
*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 LOST MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (D) | DID YOU MAKE A COMPLAINT TO ROYAL MAIL ABOUT ITS SERVICES? (D3) | | |
|------------------|--------------------------|--|-------------------------|----------------------|
| | | YES (A) | NO (B) | DON'T KNOW (C) |
| UNWEIGHTED TOTAL | 2027 100% | 372 18% | 1640 81% | 15 1% |
| WEIGHTED TOTAL | 2020 100% | 373 18% | 1634 81% | 13** 1% |
| YES | 651 32% 100% B | 247 66% 38% D | 399 24% 61% | 5 40% 1% |
| NO | 1327 66% 100% A | 124 33% 9% | 1197 73% 90% D | 7 54% 1% |
| DON'T KNOW | 41 2% 100% | 3 1% 7% | 37 2% 92% | 1 6% 2% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - D/A - D/B - D/C
*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 LOST MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|------------------|---------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| YES | 651 18% 100% | 141 21% 22% F | 18 23% 3% | 277 18% 43% F | 52 16% 8% | 98 18% 15% | 67 14% 10% | 148 18% 23% L | 38 17% 6% | 233 21% 36% L | 32 21% 5% L | 135 17% 21% L | 65 13% 10% |
| NO | 2883 80% 100% | 520 77% 18% | 60 76% 2% | 1212 80% 42% | 272 82% 9% | 432 80% 15% | 388 83% 13% A | 662 80% 23% | 175 80% 6% | 872 78% 30% | 121 79% 4% | 630 81% 22% | 423 84% 15% I |
| DON'T KNOW | 69 2% 100% | 14 2% 20% | 1 1% 1% | 23 2% 34% | 9 3% 13% | 9 2% 13% | 13 3% 19% | 17 2% 24% | 6 3% 9% | 14 1% 21% | 1 1% 1% | 15 2% 22% | 16 3% 23% I |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 LOST MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|------------------|--------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| YES | 651 18% 100% FL | 141 21% 22% | 18 23% 3% | 277 18% 43% | 52 16% 8% | 98 18% 15% | 67 14% 10% | 148 18% 23% | 38 17% 6% | 233 21% 36% | 32 21% 5% | 135 17% 21% | 65 13% 10% |
| NO | 2883 80% 100% | 520 77% 18% | 60 76% 2% | 1212 80% 42% | 272 82% 9% | 432 80% 15% | 388 83% 13% | 662 80% 23% | 175 80% 6% | 872 78% 30% | 121 79% 4% | 630 81% 22% | 423 84% 15% M |
| DON'T KNOW | 69 2% 100% | 14 2% 20% | 1 1% 1% | 23 2% 34% | 9 3% 13% | 9 2% 13% | 13 3% 19% | 17 2% 24% | 6 3% 9% | 14 1% 21% | 1 1% 1% | 15 2% 22% | 16 3% 23% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
DAMAGED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | | |
|------------------|---------------------|--------------------------|-----------------------|-------------------------|--------------------------|-------------------------|-------------------------|--------------------------------|------------------------|-------------------------|-------------------------|------------------------|-------------------------|-------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) | |
| UNWEIGHTED TOTAL | 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| WEIGHTED TOTAL | 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| YES | 506 14% 100% | 50 10% 10% | 81 14% 16% G | 107 16% 21% AG | 107 18% 21% AFG | 90 17% 18% AFG | 48 12% 10% G | 23 7% 5% | 131 13% 26% | 304 17% 60% HJ | 71 10% 14% | 131 13% 26% | 214 17% 42% KM | 162 13% 32% |
| NO | 3080 85% 100% | 428 89% 14% CDE | 478 85% 16% | 554 84% 18% | 501 82% 16% | 446 83% 14% | 349 88% 11% DE | 323 83% 10% BCD EF | 906 87% 29% I | 1501 83% 49% | 672 90% 22% HI | 906 87% 29% L | 1055 83% 34% | 1119 87% 36% L |
| DON'T KNOW | 17 * 100% | 4 1% 23% | 5 1% 27% | 2 * 12% | 3 * 16% | 2 * 11% | 1 * 8% | 1 * 4% | 9 1% 50% | 7 * 38% | 2 * 12% | 9 1% 50% | 5 * 27% | 4 * 23% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
DAMAGED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (N) | AGE | | | | | | | | | | | | |
|---------------------------|-------------------|-------------------|-------------------|------------------------|-------------------|-------------------|------------------------|-------------------|------------------------|------------------------|-------------------|------------------------|--------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 506 14% 100% GJ | 50 10% 10% | 81 14% 16% | 107 16% 21% | 107 18% 21% N | 90 17% 18% | 48 12% 10% | 23 7% 5% | 131 13% 26% | 304 17% 60% N | 71 10% 14% | 131 13% 26% | 214 17% 42% N | 162 13% 32% |
| 3080 85% 100% IL | 428 89% 14% | 478 85% 16% | 554 84% 18% | 501 82% 16% | 446 83% 14% | 349 88% 11% | 323 93% 10% N | 906 87% 29% | 1501 83% 49% | 672 90% 22% N | 906 87% 29% | 1055 83% 34% | 1119 87% 36% |
| 17 .1% 100% | 4 1% 23% | 5 1% 27% | 2 .4% 12% | 3 .5% 16% | 2 .4% 11% | 1 .2% 8% | 1 .2% 4% | 9 1% 50% | 7 .4% 38% | 2 .3% 12% | 9 1% 50% | 5 .7% 27% | 4 .5% 23% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
DAMAGED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | SEX | | SEX/AGE | | | | | |
|---------------------|--------------------|--------------------|------------------------|-----------------------|------------------------|------------------------|--------------------------|------------------------|
| | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| 506 14% 100% | 228 13% 45% | 278 15% 55% | 56 11% 11% | 98 16% 19% C | 74 13% 15% | 75 14% 15% | 115 18% 23% CEH | 87 12% 17% |
| 3080 85% 100% | 1488 86% 48% | 1591 85% 52% | 458 88% 15% G | 527 84% 17% | 503 87% 16% G | 448 85% 15% | 528 81% 17% | 615 88% 20% G |
| 17 * 100% | 9 1% 53% | 8 * 47% | 6 1% 33% | - - - | 3 1% 20% | 3 1% 17% | 5 1% 27% | 1 * 3% |
| DH | | | | | | | | |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
DAMAGED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|------------------|--------------------------|--------------------|--------------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| YES | 506 14% 100% | 228 13% 45% | 278 15% 55% | 56 11% 11% | 98 16% 19% | 74 13% 15% | 75 14% 15% | 115 18% 23% 1 | 87 12% 17% |
| NO | 3080 85% 100% G | 1488 86% 48% | 1591 85% 52% | 458 88% 15% | 527 84% 17% | 503 87% 16% | 448 85% 15% | 528 81% 17% | 615 88% 20% |
| DON'T KNOW | 17 * 100% | 9 1% 53% | 8 * 47% | 6 1% 33% | - - - | 3 1% 20% | 3 1% 17% | 5 1% 27% | 1 * 3% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
DAMAGED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|------------------|---------------------|------------------------------|------------------------|-------------------------|-------------------------|-------------------------|------------------------|------------------------|--------------------|------------------------|------------------------|-----------------------|------------------------------------|------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| | | . | | | | | | | | | | | . | | | |
| YES | 506 14% 100% | 33 28% 6% BC DEF | 94 15% 19% D | 175 16% 34% DE | 81 11% 16% | 55 12% 11% | 70 13% 14% | 126 17% 25% I | 256 14% 50% | 124 12% 25% | 451 15% 89% K | 25 8% 5% | 10 10% 2% | 20 12% 4% | 440 14% 87% | 36 12% 7% |
| NO | 3080 85% 100% | 84 71% 3% | 539 85% 17% A | 903 84% 29% A | 676 88% 22% AC | 410 88% 13% AC | 467 87% 15% A | 623 83% 20% | 1579 86% 51% | 878 87% 29% G | 2556 85% 83% | 289 92% 9% J | 91 90% 3% | 143 87% 5% | 2615 85% 85% | 258 87% 8% |
| DON'T KNOW | 17 1% 100% | 1 1% 8% | 2 1% 12% | 3 1% 15% | 7 1% 42% | 1 1% 9% | 3 1% 15% | 3 1% 19% | 10 1% 57% | 4 1% 24% | 16 1% 91% | - - - | - - - | 2 1% 9% | 13 1% 75% | 1 1% 8% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
DAMAGED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|-----------------------|--------------------|-------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 506 14% 100% | 137 13% 27% | 84 12% 17% | 53 14% 10% | 274 14% 54% | 85 14% 17% | 16 15% 3% | 411 14% 81% |
| 3080 85% 100% | 908 86% 29% | 584 87% 19% | 324 85% 11% | 1610 85% 52% | 508 85% 16% | 96 85% 3% | 2519 86% 82% |
| 17 * 100% | 8 1% 43% | 4 1% 24% | 3 1% 20% | 8 * 44% | 2 * 9% | 1 1% 5% | 15 1% 87% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
DAMAGED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------|-----------------------|-------------------|--------------------|-------------------|-----------------|-------------------|-----------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% | 85 2% |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 506 14% 100% | 62 13% 12% | 75 13% 15% | 184 15% 36% | 91 13% 18% | 4 6% 1% | 67 15% 13% | 13 16% 3% |
| 3080 85% 100% | 402 86% 13% | 507 87% 16% | 1027 85% 33% | 583 86% 19% | 57 92% 2% | 379 85% 12% | 72 84% 2% |
| 17 - 100% | 3 1% 20% | 4 1% 24% | 2 - 13% | 5 7% 31% | 1 1% 5% | 1 - 4% | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
DAMAGED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|------------------|--------------------------------|----------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|-------------------|--------------------|-----------------------|------------------------------------|------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| YES | 506 14% 100% | 33 28% 6% | 94 15% 19% | 175 16% 34% | 81 11% 16% | 55 12% 11% | 70 13% 14% | 126 17% 25% | 256 14% 50% | 124 12% 25% | 451 15% 89% | 25 8% 5% | 10 10% 2% | 20 12% 4% | 440 14% 87% | 36 12% 7% |
| NO | DK 3080 85% 100% A | T 84 71% 3% | 539 85% 17% | 903 84% 29% | 676 88% 22% | 410 88% 13% | 467 87% 15% | 623 83% 20% | 1579 86% 51% | 878 87% 29% | 2556 85% 83% | 289 92% 5% T | 91 90% 3% | 143 87% 5% | 2615 85% 85% | 258 87% 8% |
| DON'T KNOW | 17 100% | 1 1% 8% | 2 1% 12% | 3 1% 15% | 7 1% 42% | 1 9% | 3 15% | 3 19% | 10 1% 57% | 4 24% | 16 1% 91% | - - - | - - - | 2 1% 9% | 13 75% | 1 1% 8% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
DAMAGED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|---------------------|----------------------------------|---|-----------------------|--------------------|-------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 506 14% 100% | 137 13% 27% | 84 12% 17% | 53 14% 10% | 274 14% 54% | 85 14% 17% | 16 15% 3% | 411 14% 81% |
| 3080 85% 100% | 908 86% 29% | 584 87% 19% | 324 85% 17% | 1610 85% 52% | 508 85% 16% | 96 85% 3% | 2519 86% 82% |
| 17 * 100% | 8 1% 43% | 4 1% 24% | 3 1% 20% | 8 * 44% | 2 * 9% | 1 1% 5% | 15 1% 87% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
DAMAGED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------|-----------------------|-------------------|--------------------|-------------------|-----------------|-------------------|-----------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| UNWEIGHTED TOTAL | | | | | | | |
| 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% | 85 2% |
| WEIGHTED TOTAL | | | | | | | |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| YES | | | | | | | |
| 506 14% 100% | 62 13% 12% | 75 13% 15% | 184 15% 36% | 91 13% 18% | 4 6% 1% | 67 15% 13% | 13 16% 3% |
| NO | | | | | | | |
| 3080 85% 100% | 402 86% 13% | 507 87% 16% | 1027 85% 33% | 583 86% 19% | 57 92% 2% | 379 85% 12% | 72 84% 2% |
| DON'T KNOW | | | | | | | |
| 17 100% | 3 1% 20% | 4 1% 24% | 2 13% | 5 1% 31% | 1 1% 5% | 1 4% | - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
DAMAGED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|------------------|---------------------|---------------------|------------------------|------------------------|-------------------------|---------------------|-----------------------|----------------------|-------------------------|----------------------|----------------------|--------------------------|----------------------|-------------------------|-------------------------|---------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| YES | 506 14% 100% | 59 15% 12% | 67 18% 13% CF | 112 12% 22% | 143 15% 28% | 57 13% 11% | 67 12% 13% | 22 14% 4% | 61 11% 12% | 48 14% 9% O | 46 16% 9% O | 128 18% 25% HNO | 40 14% 8% O | 58 20% 12% HNO | 66 11% 13% | 37 9% 7% |
| NO | 3080 85% 100% | 320 84% 10% | 303 82% 10% | 796 87% 26% B | 783 84% 25% | 373 86% 12% | 505 16% BD | 133 85% 4% | 489 88% 16% KM | 284 85% 9% | 252 84% 8% | 569 81% 18% | 235 86% 8% | 238 80% 8% | 521 89% 17% KM | 359 91% 12% UKLM |
| DON'T KNOW | 17 0% 100% | 3 1% 17% | 1 0% 3% | 3 0% 16% | 7 1% 40% | 3 1% 20% | 1 0% 4% | 1 1% 7% | 4 1% 23% | 3 1% 20% | - 0% - | 5 1% 27% | - 0% - | 2 1% 13% | 1 0% 6% | 1 0% 4% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
DAMAGED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|------------------|--------------------------|---------------------|-----------------------|-----------------------|-------------------------|---------------------|-----------------------|----------------------|------------------------|----------------------|----------------------|------------------------|----------------------|-----------------------|----------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| YES | 506 14% 100% O | 59 15% 12% | 67 18% 13% P | 112 12% 22% | 143 15% 28% | 57 13% 11% | 67 12% 13% | 22 14% 4% | 61 11% 12% | 48 14% 9% | 46 16% 9% | 128 18% 25% | 40 14% 8% | 58 20% 12% P | 66 11% 13% | 37 9% 7% |
| NO | 3080 85% 100% M | 320 84% 10% | 303 82% 10% | 796 87% 26% | 783 84% 25% | 373 86% 12% | 505 88% 16% | 133 85% 4% | 489 88% 16% | 284 85% 9% | 252 84% 8% | 569 81% 18% | 235 86% 8% | 238 80% 8% | 521 89% 17% | 359 91% 12% P |
| DON'T KNOW | 17 0% 100% | 3 1% 17% | 1 0% 3% | 3 0% 16% | 7 1% 40% | 3 1% 20% | 1 0% 4% | 1 1% 7% | 4 1% 23% | 3 1% 20% | - 0% - | 5 1% 27% | - 0% - | 2 1% 13% | 1 0% 6% | 1 0% 4% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
DAMAGED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | | |
|------------------|-----------------------------|----------------------------|-------------------------|--|------------------------|------------------------|-----------------------|------------------------------------|---------------------------|------------------------|-----------------------|
| | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) | |
| | | | | | | | | | | | |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| YES | 506 14% 100% | 97 17% 19% B | 407 13% 80% | 18 11% 4% | 423 16% 83% E | 84 10% 17% | 20 7% 4% | 54 11% 11% | 427 15% 84% FGUJ | 59 11% 12% | 25 8% 5% |
| NO | 3080 85% 100% | 467 83% 15% | 2597 86% 84% A | 140 8% 5% | 2289 84% 74% | 791 90% 26% D | 250 92% 8% H | 437 89% 14% H | 2374 84% 77% | 456 88% 15% H | 269 91% 9% H |
| DON'T KNOW | 17 0% 100% | 1 0% 5% | 17 1% 95% | - 0% - | 15 1% 84% | 3 0% 16% | 1 1% 8% | 2 0% 11% | 13 0% 76% | 3 1% 16% | 2 0% 14% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
DAMAGED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|------------------|---------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| YES | 506 14% EFJ | 97 17% 19% | 407 13% 80% | 18 11% 4% | 423 16% 83% | 84 10% 17% | 20 7% 4% | 54 11% 11% | 427 15% 84% | 59 11% 12% | 25 8% 5% |
| NO | 3080 85% 100% | 467 83% 15% | 2597 86% 84% | 140 89% 5% | 2289 84% 74% | 791 90% 26% K | 250 92% 8% K | 437 89% 14% | 2374 84% 77% | 456 88% 15% | 269 91% 9% K |
| DON'T KNOW | 17 100% | 1 5% | 17 1% 95% | - - - | 15 1% 84% | 3 - 16% | 1 1% 8% | 2 - 11% | 13 - 76% | 3 1% 16% | 2 1% 14% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
DAMAGED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | DID YOU MAKE A COMPLAINT TO ROYAL MAIL ABOUT ITS SERVICES? (D3) | | |
|------------------|---------------------|---|-------------------------|----------------|
| | | YES (A) | NO (B) | DON'T KNOW (C) |
| UNWEIGHTED TOTAL | 2027 100% | 372 18% | 1640 81% | 15 1% |
| WEIGHTED TOTAL | 2020 100% | 373 18% | 1634 81% | 13** 1% |
| YES | 506 25% 100% | 153 41% 30% B | 350 21% 69% | 4 30% 1% |
| NO | 1505 75% 100% | 218 58% 14% | 1278 78% 85% A | 9 70% 1% |
| DON'T KNOW | 8 100% | 3 1% 32% | 6 0% 68% | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C
*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
DAMAGED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (D) | DID YOU MAKE A COMPLAINT TO ROYAL MAIL ABOUT ITS SERVICES? (D3) | | |
|------------------|--------------------------|--|-------------------------|----------------------|
| | | YES (A) | NO (B) | DON'T KNOW (C) |
| UNWEIGHTED TOTAL | 2027 100% | 372 18% | 1640 81% | 15 1% |
| WEIGHTED TOTAL | 2020 100% | 373 18% | 1634 81% | 13** 1% |
| YES | 506 25% 100% B | 153 41% 30% D | 350 21% 69% | 4 30% 1% |
| NO | 1505 75% 100% A | 218 58% 14% | 1278 78% 85% D | 9 70% 1% |
| DON'T KNOW | 8 100% | 3 1% 32% | 6 68% | - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - D/A - D/B - D/C
*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
DAMAGED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|------------------|---------------------|-------------------------|----------------------|--------------------------|--------------------------|------------------------|--------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|---------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| YES | 506 14% 100% | 116 17% 23% DF | 10 13% 2% | 227 15% 45% DF | 29 9% 6% | 80 15% 16% DF | 45 10% 9% | 108 13% 21% L | 23 11% 5% | 187 17% 37% GHL | 26 17% 5% L | 127 16% 25% HL | 34 7% 7% |
| NO | 3080 85% 100% | 555 82% 18% | 68 87% 2% | 1277 84% 41% | 302 91% 10% ACE | 456 85% 15% | 421 90% 14% ACE | 712 86% 23% | 194 89% 6% | 927 83% 30% | 128 83% 4% | 650 83% 21% | 469 93% 15% GLJK |
| DON'T KNOW | 17 0% 100% | 3 1% 19% | - 0% - | 9 1% 50% | 1 0% 6% | 3 1% 15% | 2 0% 9% | 7 1% 38% | 2 1% 12% | 5 0% 27% | - 0% - | 3 1% 19% | 1 0% 4% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
DAMAGED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|------------------|---------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| YES | 506 14% 100% DFI | 116 17% 23% | 10 13% 2% | 227 15% 45% | 29 9% 6% | 80 15% 16% | 45 10% 9% | 108 13% 21% | 23 11% 5% | 187 17% 37% | 26 17% 5% | 127 16% 25% | 34 7% 7% |
| NO | 3080 85% 100% | 555 82% 18% | 68 87% 2% | 1277 84% 41% | 302 91% 10% M | 456 85% 15% | 421 90% 14% M | 712 86% 23% | 194 89% 6% | 927 83% 30% | 128 83% 4% | 650 83% 21% | 469 93% 15% M |
| DON'T KNOW | 17 100% | 3 1% 19% | - - - | 9 1% 50% | 1 1% 6% | 3 1% 15% | 2 1% 9% | 7 1% 38% | 2 1% 12% | 5 1% 27% | - - - | 3 1% 19% | 1 1% 4% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 DELAYED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|------------------------|------------------------|------------------------|------------------------|-----------------------------|-----------------------|---------------------------------|------------------------|------------------------|-------------------------|------------------------|------------------------|-------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 727 20% 100% | 117 24% 16% G | 123 22% 17% G | 138 21% 19% G | 141 23% 19% G | 101 19% 14% G | 78 20% 11% G | 29 8% 4% | 241 23% 33% J | 380 21% 52% J | 107 14% 15% M | 241 23% 33% M | 278 22% 38% M | 208 16% 29% |
| 2765 77% 100% | 358 74% 13% | 426 76% 15% | 511 77% 18% | 456 75% 16% | 409 76% 15% | 304 76% 11% | 303 87% 71% ABC DEF | 784 75% 28% | 1375 76% 50% | 607 81% 22% HI | 784 75% 28% | 966 76% 35% | 1016 79% 37% K |
| 110 3% 100% | 7 1% 0% | 15 3% 13% | 15 2% 13% | 14 2% 13% | 29 5% 26% ABC D | 16 4% 15% A | 15 4% 14% A | 22 2% 20% | 57 3% 52% | 31 4% 28% H | 22 2% 20% | 29 2% 26% | 60 5% 54% KL |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 DELAYED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (N) | AGE | | | | | | | | | | | | |
|------------------|---------------------------|-------------------|-------------------|-------------------|-------------------|----------------------|-------------------|------------------------|-------------------|--------------------|------------------------|-------------------|-------------------|----------------------|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| UNWEIGHTED TOTAL | 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| WEIGHTED TOTAL | 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| YES | 727 20% 100% GJM | 117 24% 16% | 123 22% 17% | 138 21% 19% | 141 23% 19% | 101 19% 14% | 78 20% 11% | 29 8% 4% | 241 23% 33% | 380 21% 52% | 107 14% 15% | 241 23% 33% | 278 22% 38% | 208 16% 29% |
| NO | 2765 77% 100% | 358 74% 13% | 426 76% 15% | 511 77% 18% | 456 75% 16% | 409 76% 15% | 304 76% 11% | 303 87% 11% N | 784 75% 28% | 1375 76% 50% | 607 81% 22% N | 784 75% 28% | 966 76% 35% | 1016 79% 37% |
| DON'T KNOW | 110 3% 100% | 7 1% 6% | 15 3% 13% | 15 2% 13% | 14 2% 13% | 29 5% 26% N | 16 4% 15% | 15 4% 14% | 22 2% 20% | 57 3% 52% | 31 4% 28% | 22 2% 20% | 29 2% 26% | 60 5% 54% N |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 DELAYED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEX | | SEX/AGE | | | | | |
|------------------|---------------------|--------------------|--------------------|------------------------|------------------------|------------------------|-------------------------|--------------------------|-------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| YES | 727 20% 100% | 334 19% 46% | 393 21% 54% | 114 22% 16% H | 119 19% 16% | 101 17% 14% | 127 24% 17% EH | 160 25% 22% DEH | 107 15% 15% |
| NO | 2765 77% 100% | 1340 78% 48% | 1426 76% 52% | 390 75% 14% | 496 79% 18% G | 453 78% 16% G | 394 75% 14% | 470 72% 17% | 562 80% 20% FG |
| DON'T KNOW | 110 3% 100% | 52 3% 47% | 58 3% 53% | 16 3% 14% | 10 2% 9% | 26 5% 24% DF | 6 1% 5% | 18 3% 17% | 34 5% 31% DF |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 DELAYED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|------------------|--------------------------|--------------------|--------------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| YES | 727 20% 100% H | 334 19% 46% | 393 21% 54% | 114 22% 16% | 119 19% 16% | 101 17% 14% | 127 24% 17% | 160 25% 22% I | 107 15% 15% |
| NO | 2765 77% 100% G | 1340 78% 48% | 1426 76% 52% | 390 75% 14% | 496 79% 18% | 453 78% 16% | 394 75% 14% | 470 72% 17% | 562 80% 20% |
| DON'T KNOW | 110 3% 100% F | 52 3% 47% | 58 3% 53% | 16 3% 14% | 10 2% 9% | 26 5% 24% | 6 1% 5% | 18 3% 17% | 34 5% 31% I |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 DELAYED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|------------------|---------------------|----------------------------|------------------------|-------------------------|-------------------------------|-------------------------|------------------------|-------------------------|-------------------------|------------------------|------------------------|-------------------------|------------------------------------|------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| | | . | | | | | | | | | | | . | | | |
| YES | 727 20% 100% | 36 31% 5% DE F | 145 23% 20% D | 247 23% 34% DE | 104 14% 14% | 84 18% 12% | 111 21% 15% D | 182 24% 25% HI | 351 19% 48% | 195 19% 27% | 626 21% 86% K | 40 13% 6% | 31 30% 4% JKM | 30 18% 4% | 617 20% 85% | 53 18% 7% |
| NO | 2765 77% 100% | 76 64% 3% | 466 73% 17% | 812 75% 29% A | 627 82% 23% AB CF | 369 79% 13% AB | 416 77% 15% A | 541 72% 20% | 1439 78% 52% G | 785 78% 28% G | 2300 76% 83% | 263 84% 10% JL | 70 70% 3% | 132 80% 5% | 2355 77% 85% | 234 79% 8% |
| DON'T KNOW | 110 3% 100% | 6 5% 6% | 23 4% 21% | 22 2% 20% | 33 4% 30% C | 13 3% 12% | 13 2% 12% | 29 4% 27% | 54 3% 49% | 27 3% 24% | 97 3% 88% | 10 3% 9% | - - - | 3 2% 2% | 97 3% 88% | 7 2% 6% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 DELAYED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|---|--------------------|--------------------|-------------------|-------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 727 20% 100% | 221 21% 30% | 133 20% 18% | 88 23% 12% | 377 20% 52% | 116 20% 16% | 22 19% 3% | 598 20% 82% |
| 2765 77% 100% | 799 76% 29% | 520 77% 19% | 280 74% 10% | 1456 77% 53% | 461 78% 17% | 88 78% 3% | 2256 77% 82% |
| 110 3% 100% | 33 3% 30% | 20 3% 18% | 13 3% 12% | 59 3% 53% | 17 3% 16% | 3 3% 3% | 91 3% 83% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
 * SMALL BASE



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 DELAYED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------|-----------------------|-------------------|-------------------|-------------------|-----------------|-------------------|-----------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% | 85 2% |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 727 20% 100% | 103 22% 14% | 118 20% 16% | 253 21% 35% | 124 18% 17% | 10 16% 1% | 89 20% 12% | 18 21% 2% |
| 2765 77% 100% | 349 75% 13% | 450 77% 16% | 926 76% 33% | 530 78% 19% | 51 83% 2% | 344 77% 12% | 65 77% 2% |
| 110 3% 100% | 15 3% 14% | 17 3% 16% | 34 3% 31% | 24 4% 22% | 1 1% 1% | 15 3% 13% | 2 3% 2% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 DELAYED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|------------------|---------------------------|----------------------|-------------------|-------------------|------------------------|-------------------|-------------------|------------------------|--------------------|-------------------|--------------------|------------------------|------------------------------------|------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| | | . | | | | | | | | | | | . | | | |
| YES | 727 20% 100% DK | 36 31% 5% T | 145 23% 20% | 247 23% 34% | 104 14% 14% | 84 18% 12% | 111 21% 15% | 182 24% 25% T | 351 19% 48% | 195 19% 27% | 626 21% 86% | 40 13% 6% | 31 30% 4% T | 30 18% 4% | 617 20% 85% | 53 18% 7% |
| NO | 2765 77% 100% AG | 76 64% 3% | 466 73% 17% | 812 75% 29% | 627 82% 23% T | 369 79% 13% | 416 77% 15% | 541 72% 20% | 1439 78% 52% | 785 78% 28% | 2300 76% 83% | 263 84% 10% T | 70 70% 3% | 132 80% 5% | 2355 77% 85% | 234 79% 8% |
| DON'T KNOW | 110 3% 100% | 6 5% 6% | 23 4% 21% | 22 2% 20% | 33 4% 30% | 13 3% 12% | 13 2% 12% | 29 4% 27% | 54 3% 49% | 27 3% 24% | 97 3% 88% | 10 3% 9% | - - - | 3 2% 2% | 97 3% 88% | 7 2% 6% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 DELAYED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|---------------------|----------------------------------|---|-----------------------|--------------------|-------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 727 20% 100% | 221 21% 30% | 133 20% 18% | 88 23% 12% | 377 20% 52% | 116 20% 16% | 22 19% 3% | 598 20% 82% |
| 2765 77% 100% | 799 76% 29% | 520 77% 19% | 280 74% 10% | 1456 77% 53% | 461 78% 17% | 88 78% 3% | 2256 77% 82% |
| 110 3% 100% | 33 3% 30% | 20 3% 18% | 13 3% 12% | 59 3% 53% | 17 3% 16% | 3 3% 3% | 91 3% 83% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 DELAYED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------|-----------------------|-------------------|-------------------|-------------------|-----------------|-------------------|-----------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% | 85 2% |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 727 20% 100% | 103 22% 14% | 118 20% 16% | 253 21% 35% | 124 18% 17% | 10 16% 1% | 89 20% 12% | 18 21% 2% |
| 2765 77% 100% | 349 75% 13% | 450 77% 16% | 926 76% 33% | 530 78% 19% | 51 83% 2% | 344 77% 12% | 65 77% 2% |
| 110 3% 100% | 15 3% 14% | 17 3% 16% | 34 3% 31% | 24 4% 22% | 1 1% 1% | 15 3% 13% | 2 3% 2% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 DELAYED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|------------------|---------------------|-----------------------|-----------------------|-------------------------|-------------------------|---------------------|-------------------------|-------------------------------|-------------------------|------------------------|-----------------------|-------------------------|-----------------------|--------------------------------|---------------------------|-----------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| YES | 727 20% 100% | 91 24% 13% C | 90 24% 12% C | 159 17% 22% | 192 21% 26% | 84 19% 12% | 111 19% 15% | 49 32% 7% HKLM NO | 111 20% 15% O | 81 24% 11% NO | 69 23% 9% NO | 151 22% 21% NO | 59 21% 8% NO | 64 21% 9% NO | 89 15% 12% | 55 14% 8% |
| NO | 2765 77% 100% | 277 73% 10% | 265 71% 10% | 728 80% 26% AB | 711 76% 26% | 335 77% 12% | 450 78% 16% AB | 106 68% 4% | 430 78% 16% GM | 247 74% 9% | 223 75% 8% | 535 76% 19% | 208 76% 8% | 212 71% 8% | 474 80% 17% GHIM | 330 83% 12% GHUKLM |
| DON'T KNOW | 110 3% 100% | 13 4% 12% | 16 4% 15% | 25 3% 23% | 30 3% 27% | 14 3% 13% | 13 2% 17% | - - - | 14 3% 13% | 8 2% 7% | 6 2% 6% | 15 2% 14% | 8 3% 7% G | 23 8% 21% GHU KLNO | 25 4% 23% GK | 11 3% 10% G |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 DELAYED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|------------------|----------------------------|---------------------|-----------------------|-----------------------|-------------------------|---------------------|-----------------------|----------------------|------------------------|----------------------|----------------------|------------------------|----------------------|----------------------|----------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| YES | 727 20% 100% NO | 91 24% 13% | 90 24% 12% | 159 17% 22% | 192 21% 26% | 84 19% 12% | 111 19% 15% | 49 32% 7% P | 111 20% 15% | 81 24% 11% | 69 23% 9% | 151 22% 21% | 59 21% 8% | 64 21% 9% | 89 15% 12% | 55 14% 8% |
| NO | 2765 77% 100% BGM | 277 73% 10% | 265 71% 10% | 728 80% 26% | 711 76% 26% | 335 77% 12% | 450 78% 16% | 106 68% 4% | 430 78% 16% | 247 74% 9% | 223 75% 8% | 535 76% 19% | 208 76% 8% | 212 71% 8% | 474 80% 17% | 330 83% 12% P |
| DON'T KNOW | 110 3% 100% G | 13 4% 12% | 16 4% 15% | 25 3% 23% | 30 3% 27% | 14 3% 13% | 13 2% 11% | - - - | 14 3% 13% | 8 2% 7% | 6 2% 6% | 15 2% 14% | 8 3% 7% | 23 8% 21% P | 25 4% 23% | 11 3% 10% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 DELAYED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | | |
|------------------|-----------------------------|----------------------------|-------------------------|--|------------------------|------------------------|-------------------------|------------------------------------|-------------------------|------------------------|-------------------------|
| | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) | |
| | | | | | | | | | | | |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| YES | 727 20% 100% | 135 24% 19% B | 591 20% 81% | 35 22% 5% | 601 22% 83% E | 127 14% 17% | 27 10% 4% | 89 18% 12% FJ | 605 21% 83% FJ | 96 18% 13% FJ | 33 11% 5% |
| NO | 2765 77% 100% | 403 71% 15% | 2347 78% 85% A | 118 75% 4% | 2041 75% 74% | 724 83% 26% D | 237 87% 9% GHI | 390 79% 14% | 2123 75% 77% | 406 79% 15% | 253 84% 9% GHI |
| DON'T KNOW | 110 3% 100% | 26 5% 23% B | 83 3% 75% | 5 3% 4% | 84 3% 76% | 26 3% 24% | 9 3% 8% | 14 3% 13% | 87 3% 78% | 15 3% 14% | 9 3% 9% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 DELAYED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|------------------|---------------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| YES | 727 20% 100% EFJ | 135 24% 19% K | 591 20% 81% | 35 22% 5% | 601 22% 83% | 127 14% 17% | 27 10% 4% | 89 18% 12% | 605 21% 83% | 96 18% 13% | 33 11% 5% |
| NO | 2765 77% 100% A | 403 71% 15% | 2347 78% 85% | 118 75% 4% | 2041 75% 74% | 724 83% 26% K | 237 87% 9% K | 390 79% 14% | 2123 75% 77% | 406 79% 15% | 253 84% 9% K |
| DON'T KNOW | 110 3% 100% | 26 5% 23% | 83 3% 75% | 5 3% 4% | 84 3% 76% | 26 3% 24% | 9 3% 8% | 14 3% 13% | 87 3% 78% | 15 3% 14% | 9 3% 9% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 DELAYED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | DID YOU MAKE A COMPLAINT TO ROYAL MAIL ABOUT ITS SERVICES? (D3) | | |
|------------------|---|------------------------|-------------------------|
| | YES (A) | NO (B) | DON'T KNOW (C) |
| UNWEIGHTED TOTAL | 2027 100% | 372 18% | 1640 81% |
| WEIGHTED TOTAL | 2020 100% | 373 18% | 1634 81% |
| YES | 727 36% 100% | 206 55% 28% B | 519 32% 71% |
| NO | 1213 60% 100% | 157 42% 13% | 1045 64% 86% A |
| DON'T KNOW | 79 4% 100% | 10 3% 13% | 69 4% 87% |

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C
 * SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING

FRI MAR 30 12:41:31 BST 2012



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NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 DELAYED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (D) | DID YOU MAKE A COMPLAINT TO ROYAL MAIL ABOUT ITS SERVICES? (D3) | | |
|------------------|--------------------------|--|-------------------------|----------------------|
| | | YES (A) | NO (B) | DON'T KNOW (C) |
| UNWEIGHTED TOTAL | 2027 100% | 372 18% | 1640 81% | 15 1% |
| WEIGHTED TOTAL | 2020 100% | 373 18% | 1634 81% | 13** 1% |
| YES | 727 36% 100% B | 206 65% 28% D | 519 32% 71% | 2 14% |
| NO | 1213 60% 100% A | 157 42% 13% | 1045 64% 86% D | 11 86% 1% |
| DON'T KNOW | 79 4% 100% | 10 3% 13% | 69 4% 87% | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - D/A - D/B - D/C
*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 DELAYED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|------------------|---------------------|---------------------------|----------------------|--------------------------|--------------------------|-------------------------|--------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|----------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| YES | 727 20% 100% | 171 25% 24% BCDF | 11 13% 1% | 312 21% 43% DF | 39 12% 5% | 118 22% 16% DF | 77 16% 11% | 200 24% 28% L | 40 18% 6% L | 246 22% 34% L | 33 21% 5% L | 155 20% 21% L | 53 7% 7% |
| NO | 2765 77% 100% | 475 70% 17% | 66 85% 2% A | 1163 77% 42% A | 276 83% 10% ACE | 403 75% 15% | 382 82% 14% ACE | 615 74% 22% | 169 77% 6% | 845 76% 31% | 121 78% 4% | 581 74% 21% | 435 86% 16% GHIJK |
| DON'T KNOW | 110 3% 100% | 28 4% 25% F | 2 2% 1% | 38 3% 34% | 17 5% 15% CF | 18 3% 17% | 8 2% 8% | 11 1% 10% | 10 5% 9% GJ | 28 3% 25% | 1 1% 1% | 44 6% 40% GUL | 16 3% 14% G |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 DELAYED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|------------------|---------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| YES | 727 20% 100% DFI | 171 25% 24% M | 11 13% 1% | 312 21% 43% | 39 12% 5% | 118 22% 16% | 77 16% 11% | 200 24% 28% M | 40 18% 6% | 246 22% 34% | 33 21% 5% | 155 20% 21% | 53 11% 7% |
| NO | 2765 77% 100% A | 475 70% 17% | 66 85% 2% | 1163 77% 42% | 276 83% 10% M | 403 75% 15% | 382 82% 14% M | 615 74% 22% | 169 77% 6% | 845 76% 31% | 121 78% 4% | 581 74% 21% | 435 86% 16% M |
| DON'T KNOW | 110 3% 100% G | 28 4% 25% | 2 2% 1% | 38 3% 34% | 17 5% 15% | 18 3% 17% | 8 2% 8% | 11 1% 10% | 10 5% 9% | 28 3% 25% | 1 1% 1% | 44 6% 40% M | 16 3% 14% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 MISDELIVERED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | | |
|---------------------|--------------------------------|--------------------------|--------------------------|-------------------------------|-------------------------------|--------------------------|-------------------------------|-------------------------|-------------------------|------------------------|-------------------------|------------------------|------------------------|--|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) | |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% | |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% | |
| 1472 41% 100% | 134 28% 9% | 198 35% 13% A | 273 41% 19% ABG | 309 51% 21% ABC G | 265 49% 18% ABC G | 176 44% 12% ABG | 117 34% 8% | 332 32% 23% | 847 47% 58% HJ | 294 39% 20% H | 332 32% 23% | 582 46% 40% K | 558 43% 38% K | |
| 2104 58% 100% | 344 71% 16% BCD EF | 360 64% 17% DEF | 385 58% 18% DE | 299 49% 14% | 269 50% 13% | 217 54% 10% | 229 66% 11% CDE F | 703 67% 33% IJ | 954 53% 45% | 447 60% 21% I | 703 67% 33% LM | 685 54% 33% | 716 56% 34% | |
| 27 1% 100% | 5 1% 17% | 6 1% 22% | 5 1% 17% | 2 4% 8% | 5 1% 18% | 5 1% 18% | - - - | 11 1% 39% | 12 1% 42% | 5 1% 18% | 11 1% 39% | 7 1% 24% | 10 1% 36% | |
| | | | | | | G | | | | | | | | |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 MISDELIVERED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (N) | AGE | | | | | | | | | | | | |
|----------------------------------|------------------------|------------------------|-------------------|------------------------|------------------------|-------------------|------------------------|------------------------|------------------------|-------------------|------------------------|------------------------|-------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 1472 41% 100% ABGH K | 134 28% 9% | 198 35% 13% | 273 41% 19% | 309 51% 21% N | 265 49% 18% N | 176 44% 12% | 117 34% 8% | 332 32% 23% | 847 47% 58% N | 294 39% 20% | 332 32% 23% | 582 46% 40% N | 558 43% 38% |
| 2104 58% 100% DEI L | 344 71% 16% N | 360 64% 17% N | 385 58% 18% | 299 49% 14% | 269 50% 13% | 217 54% 10% | 229 66% 11% N | 703 67% 33% N | 954 53% 45% | 447 60% 21% | 703 67% 33% N | 685 54% 33% | 716 56% 34% |
| 27 1% 100% | 5 1% 17% | 6 1% 22% | 5 1% 17% | 2 1% 8% | 5 1% 18% | 5 1% 18% | - - - | 11 1% 39% | 12 1% 42% | 5 1% 18% | 11 1% 39% | 7 1% 24% | 10 1% 36% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 MISDELIVERED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEX | | SEX/AGE | | | | | |
|------------------|---------------------|--------------------|------------------------|--------------------------------|-------------------------|-------------------------|-------------------------------|-------------------------|-------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| YES | 1472 41% 100% | 673 39% 46% | 800 43% 54% A | 138 27% 9% | 282 45% 19% CF | 253 43% 17% CF | 194 37% 13% C | 300 46% 20% CF | 306 44% 21% CF |
| NO | 2104 58% 100% | 1036 60% 49% | 1068 57% 51% | 374 72% 18% DEF GH | 340 54% 16% | 321 55% 15% | 329 63% 16% DEG H | 345 53% 16% | 394 56% 19% |
| DON'T KNOW | 27 1% 100% | 18 1% 65% | 9 1% 35% | 8 1% 28% | 3 1% 12% | 7 1% 26% | 3 1% 12% | 4 1% 13% | 3 1% 10% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 MISDELIVERED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|------------------|--------------------------|--------------------|--------------------|------------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| YES | 1472 41% 100% C | 673 39% 46% | 800 43% 54% | 138 27% 9% | 282 45% 19% | 253 43% 17% | 194 37% 13% | 300 46% 20% I | 306 44% 21% |
| NO | 2104 58% 100% G | 1036 60% 49% | 1068 57% 51% | 374 72% 18% I | 340 54% 16% | 321 55% 15% | 329 63% 16% | 345 53% 16% | 394 56% 19% |
| DON'T KNOW | 27 1% 100% | 18 1% 65% | 9 1% 35% | 8 1% 28% | 3 1% 12% | 7 1% 26% | 3 1% 12% | 4 1% 13% | 3 1% 10% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 MISDELIVERED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|------------------|---------------------|----------------------------|------------------------------|------------------------------|------------------------------|------------------------------|--------------------------|-------------------------|-------------------------|------------------------|-------------------------|---------------------|------------------------------------|------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| | | . | | | | | | | | | | | . | | | |
| YES | 1472 41% 100% | 65 55% 4% DE F | 288 45% 20% DE F | 476 44% 32% DE F | 270 35% 18% | 175 37% 12% | 198 37% 13% | 353 47% 24% HI | 747 40% 51% | 373 37% 25% | 1262 42% 86% L | 120 38% 8% | 29 29% 2% | 61 37% 4% | 1329 43% 90% O | 78 26% 5% |
| NO | 2104 58% 100% | 52 44% 2% | 340 54% 16% | 598 55% 28% A | 490 64% 23% AB C | 285 61% 14% AB C | 337 62% 16% ABC | 393 52% 19% | 1088 59% 52% G | 623 62% 30% G | 1735 57% 82% | 194 62% 9% | 70 70% 3% J | 103 63% 5% | 1719 56% 82% | 215 73% 10% N |
| DON'T KNOW | 27 1% 100% | 1 1% 3% | 6 1% 22% | 6 1% 22% | 4 1% 13% | 6 1% 23% | 4 1% 16% | 7 1% 25% | 10 1% 35% | 11 1% 40% | 26 1% 95% | - - - | 1 1% 3% | 1 1% 2% | 21 1% 75% | 2 1% 7% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 MISDELIVERED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|--------------------------|---------------------------|---------------------------|----------------------|--------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 1472 41% 100% | 351 33% 24% | 240 36% 16% C | 111 29% 8% | 823 43% 56% ABCG | 277 47% 19% ABCG | 47 41% 3% C | 1174 40% 80% AC |
| 2104 58% 100% | 689 65% 33% DEG | 426 63% 20% DE | 263 69% 12% DEG | 1063 56% 51% | 312 53% 15% | 66 59% 3% | 1752 59% 83% DE |
| 27 1% 100% | 13 1% 46% D | 6 1% 22% | 7 2% 24% DG | 6 23% | 5 1% 18% | - - - | 19 1% 69% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
 * SMALL BASE



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 MISDELIVERED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------|--------------------------|-------------------------|-------------------------|--------------------------|-----------------------|---------------------------|----------------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% | 85 2% |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 1472 41% 100% | 139 30% 9% | 212 36% 14% A | 509 42% 35% AB | 313 46% 21% ABE | 18 30% 1% | 226 50% 15% ABCE | 33 38% 2% |
| 2104 58% 100% | 321 69% 15% CDF | 368 63% 17% DF | 700 58% 33% F | 364 54% 17% | 43 70% 2% DF | 216 48% 10% | 53 62% 2% F |
| 27 1% 100% | 7 2% 27% CD | 5 1% 20% | 4 1% 16% | 2 7% | - - - | 5 1% 18% | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 MISDELIVERED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|------------------|----------------------------|-----------------|-------------------|-------------------|------------------------|-------------------|-------------------|-------------------|--------------------|------------------------|--------------------|---------------------|------------------------------------|------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| | | . | | | | | | | | | | | . | | | |
| YES | 1472 41% 100% | 65 55% 4% | 288 45% 20% | 476 44% 32% | 270 35% 18% | 175 37% 12% | 198 37% 13% | 353 47% 24% | 747 40% 51% | 373 37% 25% | 1262 42% 86% | 120 38% 8% | 29 29% 2% | 61 37% 4% | 1329 43% 90% | 78 26% 5% |
| | DFI LO | T | | | | | | T | | | | | | | | |
| NO | 2104 58% 100% ABG | 52 44% 2% | 340 54% 16% | 598 55% 28% | 490 64% 23% T | 285 61% 14% | 337 62% 16% | 393 52% 19% | 1088 59% 52% | 623 62% 30% T | 1735 57% 82% | 194 62% 9% | 70 70% 3% T | 103 63% 5% | 1719 56% 82% | 215 73% 10% T |
| DON'T KNOW | 27 1% 100% | 1 1% 3% | 6 1% 22% | 6 1% 22% | 4 1% 13% | 6 1% 23% | 4 1% 16% | 7 1% 25% | 10 1% 35% | 11 1% 40% | 26 1% 95% | - - - | 1 1% 3% | 1 1% 2% | 21 1% 75% | 2 1% 7% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 MISDELIVERED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|----------------------------|----------------------------------|---|------------------------|--------------------|------------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 1472 41% 100% ABC | 351 33% 24% | 240 36% 16% | 111 29% 8% | 823 43% 56% | 277 47% 19% H | 47 41% 3% | 1174 40% 80% |
| 2104 58% 100% E | 689 65% 33% H | 426 63% 20% H | 263 69% 12% H | 1063 56% 51% | 312 53% 15% | 66 59% 3% | 1752 59% 83% |
| 27 1% 100% | 13 1% 46% | 6 1% 22% | 7 2% 24% | 6 1% 23% | 5 1% 18% | - - - | 19 1% 69% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 MISDELIVERED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------------|------------------------|-------------------|-------------------|------------------------|-----------------|------------------------|-----------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% | 85 2% |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 1472 41% 100% A | 139 30% 9% | 212 36% 14% | 509 42% 35% | 313 46% 21% H | 18 30% 1% | 226 50% 15% H | 33 38% 2% |
| 2104 58% 100% DF | 321 69% 15% H | 368 63% 17% | 700 58% 33% | 364 54% 17% | 43 70% 2% | 216 48% 10% | 53 62% 2% |
| 27 1% 100% | 7 2% 27% | 5 1% 20% | 4 16% | 2 7% | - - - | 5 1% 18% | - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 MISDELIVERED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|------------------|---------------------|--------------------------|--------------------------|-------------------------|-------------------------|--------------------------|-------------------------|----------------------|----------------------------------|---------------------------|--------------------------|--------------------------|------------------------|--------------------------------|--------------------------|---------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| YES | 1472 41% 100% | 172 45% 12% CEF | 181 49% 12% CEF | 347 38% 24% | 399 43% 27% E | 153 35% 10% | 220 38% 15% | 61 39% 4% H | 157 28% 11% | 113 34% 8% | 143 48% 10% HIO | 325 46% 22% HIO | 114 41% 8% HI | 149 50% 10% GHIL O | 264 45% 18% HIO | 146 37% 10% H |
| NO | 2104 58% 100% | 204 53% 10% | 189 51% 9% | 560 61% 27% AB | 528 57% 25% | 272 63% 13% ABD | 351 61% 17% AB | 93 60% 4% M | 394 71% 19% GJKL MNO | 216 64% 10% JKMN | 155 52% 7% | 371 53% 18% | 158 58% 8% M | 144 48% 7% | 323 55% 15% | 248 63% 12% JKMN |
| DON'T KNOW | 27 1% 100% | 5 1% 20% | 1 5% | 4 15% | 5 1% 20% | 8 2% 30% CDF | 3 9% | 1 1% 4% | 4 1% 13% | 6 2% 22% JN | - - - | 4 1% 15% | 2 1% 9% | 6 2% 21% JN | 2 7% | 2 1% 9% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 MISDELIVERED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|------------------|----------------------------|---------------------|------------------------|-----------------------|-------------------------|---------------------|-----------------------|----------------------|------------------------|------------------------|------------------------|------------------------|----------------------|------------------------|----------------------|--------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| YES | 1472 41% 100% EHI | 172 45% 12% | 181 49% 12% P | 347 38% 24% | 399 43% 27% | 153 35% 10% | 220 38% 15% | 61 39% 4% | 157 28% 11% | 113 34% 8% | 143 48% 10% P | 325 46% 22% | 114 41% 8% | 149 50% 10% P | 264 45% 18% | 146 37% 10% |
| NO | 2104 58% 100% BM | 204 53% 10% | 189 51% 9% | 560 61% 27% | 528 57% 25% | 272 63% 13% | 351 61% 17% | 93 60% 4% | 394 71% 19% P | 216 64% 10% P | 155 52% 7% | 371 53% 18% | 158 58% 8% | 144 48% 7% | 323 55% 15% | 248 63% 12% |
| DON'T KNOW | 27 1% 100% | 5 1% 20% | 1 0% 5% | 4 0% 15% | 5 1% 20% | 8 2% 30% P | 3 0% 9% | 1 1% 4% | 4 1% 13% | 6 2% 22% | - 0% - | 4 1% 15% | 2 1% 9% | 6 2% 21% P | 2 0% 7% | 2 0% 9% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 MISDELIVERED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|------------------|---------------------|-----------------------------|----------------------------|-----------------|--|------------------------|-----------------------|------------------------|------------------------------------|------------------------|-----------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| YES | 1472 41% 100% | 255 45% 17% B | 1211 40% 82% | 59 37% 4% | 1150 42% 78% E | 322 37% 22% | 95 35% 6% | 163 33% 11% | 1204 43% 82% FGJ | 173 34% 12% | 105 35% 7% |
| NO | 2104 58% 100% | 306 54% 15% | 1786 59% 85% A | 96 60% 5% | 1552 57% 74% | 551 63% 26% D | 176 65% 8% H | 326 66% 16% H | 1588 56% 75% | 339 66% 16% H | 189 64% 9% H |
| DON'T KNOW | 27 1% 100% | 4 1% 13% | 23 1% 85% | 3 2% 12% | 23 1% 83% | 5 1% 17% | 1 1% 5% | 4 1% 15% | 21 1% 78% | 5 1% 16% | 2 1% 7% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 MISDELIVERED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|------------------|-----------------------------|--|---|-----------------------|---|----------------------------|-------------------------|------------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| YES | 1472 41% 100% EFGI | 255 45% 17% | 1211 40% 82% | 59 37% 4% | 1150 42% 78% | 322 37% 22% | 95 35% 6% | 163 33% 11% | 1204 43% 82% | 173 34% 12% | 105 35% 7% |
| NO | 2104 58% 100% | 306 54% 15% | 1786 59% 85% | 96 60% 5% | 1552 57% 74% | 551 63% 26% K | 176 65% 8% K | 326 66% 16% K | 1588 56% 75% | 339 66% 16% K | 189 64% 9% |
| DON'T KNOW | 27 1% 100% | 4 1% 13% | 23 1% 85% | 3 2% 12% | 23 1% 83% | 5 1% 17% | 1 1% 5% | 4 1% 15% | 21 1% 78% | 5 1% 16% | 2 1% 7% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 MISDELIVERED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | DID YOU MAKE A COMPLAINT TO ROYAL MAIL ABOUT ITS SERVICES? (D3) | | |
|------------------|---|------------------------|-------------------------|
| | YES (A) | NO (B) | DON'T KNOW (C) |
| UNWEIGHTED TOTAL | 2027 100% | 372 18% | 1640 81% |
| WEIGHTED TOTAL | 2020 100% | 373 18% | 1634 81% |
| YES | 1472 73% 100% | 256 69% 17% | 1209 74% 82% A |
| NO | 537 27% 100% | 116 31% 22% B | 416 25% 77% |
| DON'T KNOW | 10 0% 100% | 2 0% 16% | 8 1% 84% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C
*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 MISDELIVERED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (D) | DID YOU MAKE A COMPLAINT TO ROYAL MAIL ABOUT ITS SERVICES? (D3) | | |
|------------------|--|------------|----------------------|
| | YES (A) | NO (B) | DON'T KNOW (C) |
| UNWEIGHTED TOTAL | 2027 100% | 372 18% | 1640 81% |
| WEIGHTED TOTAL | 2020 100% | 373 18% | 1634 81% |
| YES | 1472 73% | 256 69% | 1209 74% |
| NO | 537 27% | 116 22% | 416 77% |
| DON'T KNOW | 10 * | 2 * | 8 1% |
| | 100% | 16% | 84% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - D/A - D/B - D/C
*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 MISDELIVERED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|------------------|---------------------|----------------------------|-----------------------|--------------------------|------------------------|------------------------|-------------------------|---------------------------|-------------------------|---------------------------|-------------------------|--------------------------|-------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| YES | 1472 41% 100% | 325 48% 22% BCDEF | 28 35% 2% 2% | 616 41% 42% F | 130 39% 9% | 209 39% 14% | 164 35% 11% | 258 31% 17% | 74 34% 5% | 514 46% 35% GHL | 68 44% 5% G | 379 49% 26% GHL | 179 36% 12% |
| NO | 2104 58% 100% | 343 51% 16% | 50 64% 2% A | 888 59% 42% A | 201 60% 10% A | 322 60% 15% A | 301 64% 14% AC | 560 68% 27% IJK | 143 65% 7% IK | 599 54% 28% | 85 55% 4% | 393 50% 19% | 323 64% 15% IK |
| DON'T KNOW | 27 1% 100% | 6 1% 23% | 1 1% 2% | 8 1% 31% | 1 1% 4% | 8 1% 29% C | 3 1% 10% | 9 1% 31% | 2 1% 8% | 6 1% 22% | 1 1% 2% | 8 1% 30% | 2 1% 7% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
 * SMALL BASE



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 MISDELIVERED MAIL**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|------------------|----------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| YES | 1472 41% 100% FGL | 325 48% 22% M | 28 35% 2% | 616 41% 42% | 130 39% 9% | 209 39% 14% | 164 35% 11% | 258 31% 17% | 74 34% 5% | 514 46% 35% M | 68 44% 5% | 379 49% 26% M | 179 36% 12% |
| NO | 2104 58% 100% AIK | 343 51% 16% | 50 64% 2% | 888 59% 42% | 201 60% 10% | 322 60% 15% | 301 64% 14% M | 560 68% 27% M | 143 65% 7% | 599 54% 28% | 85 55% 4% | 393 50% 19% | 323 64% 15% M |
| DON'T KNOW | 27 1% 100% | 6 1% 23% | 1 1% 2% | 8 1% 31% | 1 * 4% | 8 1% 29% | 3 1% 10% | 9 1% 31% | 2 1% 8% | 6 1% 22% | 1 * 2% | 8 1% 30% | 2 * 7% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
OTHER PROBLEMS (PLEASE SPECIFY)

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|--------------------------|------------------------|----------------------|----------------------|----------------------|----------------------|-------------------|----------------------|-----------------------|-------------------|----------------------|----------------------|----------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 190 5% 100% | 13 3% 7% | 25 4% 13% | 40 6% 21% A | 37 6% 19% A | 35 7% 19% A | 22 5% 11% A | 18 5% 9% | 37 4% 20% | 113 6% 59% H | 40 5% 21% | 37 4% 20% | 77 6% 41% K | 75 6% 39% K |
| 3385 94% 100% | 466 97% 14% BCE | 528 94% 16% | 620 93% 18% | 571 93% 17% | 500 93% 15% | 375 94% 11% | 326 94% 10% | 993 95% 29% | 1690 93% 50% | 701 94% 21% | 993 95% 29% | 1190 93% 35% | 1201 94% 35% |
| 29 1% 100% | 4 1% 13% | 12 2% 40% CDF | 3 * | 3 * | 3 1% 12% | 2 1% 7% | 3 1% 10% | 15 1% 53% I | 9 * | 5 1% 17% | 15 1% 53% L | 5 * | 8 1% 29% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
OTHER PROBLEMS (PLEASE SPECIFY)

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (N) | AGE | | | | | | | | | | | | |
|--------------------------|------------------------|----------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|-------------------|-------------------|--------------------|--------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 190 5% 100% AHK | 13 3% 7% | 25 4% 13% | 40 6% 21% | 37 6% 20% | 35 7% 19% | 22 5% 11% | 18 5% 9% | 37 4% 20% | 113 6% 59% | 40 5% 21% | 37 4% 20% | 77 6% 41% | 75 6% 39% |
| 3385 94% 100% | 466 97% 14% N | 528 94% 16% | 620 93% 18% | 571 93% 17% | 500 93% 15% | 375 94% 11% | 326 94% 10% | 993 95% 29% | 1690 93% 50% | 701 94% 21% | 993 95% 29% | 1190 93% 35% | 1201 94% 35% |
| 29 1% 100% | 4 1% 13% | 12 2% 40% N | 3 * 9% | 3 * 9% | 3 1% 12% | 2 1% 7% | 3 1% 10% | 15 1% 53% | 9 * 31% | 5 1% 17% | 15 1% 53% | 5 * 19% | 8 1% 29% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 OTHER PROBLEMS (PLEASE SPECIFY)**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEX | | SEX/AGE | | | | | |
|------------------|---------------------|--------------------|--------------------|-------------------------|----------------------|----------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| YES | 190 5% 100% | 85 5% 45% | 105 5% 55% | 14 3% 8% | 32 5% 17% | 38 7% 20% C | 23 4% 12% | 46 7% 24% C | 36 5% 19% |
| NO | 3385 94% 100% | 1627 94% 48% | 1758 94% 52% | 497 96% 15% EG | 593 95% 18% | 537 92% 16% | 496 94% 15% | 598 92% 18% | 664 94% 20% |
| DON'T KNOW | 29 1% 100% | 14 1% 49% | 15 1% 51% | 8 2% 27% D | 1 * 3% | 6 1% 19% | 7 1% 26% D | 4 1% 15% | 3 * 10% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 OTHER PROBLEMS (PLEASE SPECIFY)**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|------------------|------------------------|--------------------|--------------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| YES | 190 5% 100% C | 85 5% 45% | 105 5% 55% | 14 3% 8% | 32 5% 17% | 38 7% 20% | 23 4% 12% | 46 7% 24% | 36 5% 19% |
| NO | 3385 94% 100% | 1627 94% 48% | 1758 94% 52% | 497 96% 15% | 593 95% 18% | 537 92% 16% | 496 94% 15% | 598 92% 18% | 664 94% 20% |
| DON'T KNOW | 29 1% 100% | 14 1% 49% | 15 1% 51% | 8 2% 27% | 1 3% | 6 1% 19% | 7 1% 26% | 4 1% 15% | 3 1% 10% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 OTHER PROBLEMS (PLEASE SPECIFY)**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|------------------|---------------------|---------------------|----------------------------|-----------------------|-------------------------------|------------------------------|------------------------|-----------------------|-------------------------|------------------------|--------------------|---------------------|------------------------------------|---------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| YES | 190 5% 100% | 13 7% DE F | 49 8% 26% DE F | 70 6% 37% DE | 21 3% 11% | 12 3% 6% | 25 13% | 62 8% 33% HI | 90 5% 48% | 37 4% 20% | 163 5% 86% | 10 3% 5% | 3 3% 2% | 13 8% 7% K | 173 6% 91% | 10 3% 5% |
| NO | 3385 94% 100% | 104 88% 3% | 583 92% 17% | 1003 93% 30% | 739 97% 22% AB CF | 448 96% 13% AB C | 508 94% 15% A | 687 91% 20% | 1742 94% 51% G | 956 95% 28% G | 2833 94% 84% | 302 96% 9% | 98 97% 3% | 152 92% 4% | 2878 94% 85% | 279 95% 8% |
| DON'T KNOW | 29 1% 100% | 1 1% 3% | 3 * 9% | 8 1% 27% | 5 1% 16% | 7 1% 22% | 7 1% 22% | 4 * 12% | 13 1% 43% | 13 1% 45% | 27 1% 94% | 2 1% 6% | - - - | - - - | 17 1% 59% | 6 2% 19% N |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 OTHER PROBLEMS (PLEASE SPECIFY)**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|------------------------|--------------------|----------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 190 5% 100% | 44 4% 23% | 32 5% 17% | 12 3% 6% | 103 5% 54% | 38 6% 20% C | 9 8% 5% C | 147 5% 78% |
| 3385 94% 100% | 991 94% 29% | 632 94% 19% | 358 94% 11% | 1782 94% 53% | 554 93% 16% | 103 92% 3% | 2773 94% 82% |
| 29 1% 100% | 18 2% 61% DEG | 8 1% 27% D | 10 3% 34% DEG | 7 25% | 2 7% | - - | 25 1% 86% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
 * SMALL BASE



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 OTHER PROBLEMS (PLEASE SPECIFY)**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------|------------------------|-------------------|--------------------|-------------------|-----------------|-------------------|-----------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% | 85 2% |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 190 5% 100% | 17 4% 9% | 27 5% 14% | 76 6% 40% | 28 4% 15% | 3 5% 2% | 29 6% 15% | 6 7% 3% |
| 3385 94% 100% | 438 94% 13% | 553 94% 16% | 1134 93% 33% | 648 95% 19% | 59 95% 2% | 417 93% 12% | 79 93% 2% |
| 29 1% 100% | 11 2% 39% CDF | 6 1% 22% | 4 1% 12% | 4 1% 12% | - - - | 2 7% | - - |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 OTHER PROBLEMS (PLEASE SPECIFY)**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|------------------|---------------------------|------------------|-------------------|--------------------|------------------------|-------------------|-------------------|-------------------|--------------------|-------------------|--------------------|---------------------|------------------------------------|------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| | | . | | | | | | | | | | | . | | | |
| YES | 190 5% 100% | 13 11% 7% | 49 8% 26% | 70 6% 37% | 21 3% 11% | 12 3% 6% | 25 5% 13% | 62 8% 33% | 90 5% 48% | 37 4% 20% | 163 5% 86% | 10 3% 5% | 3 3% 2% | 13 8% 7% | 173 6% 91% | 10 3% 5% |
| | DEI | T | T | | | | | T | | | | | | | | |
| NO | 3385 94% 100% AG | 104 88% 3% | 583 92% 17% | 1003 93% 30% | 739 97% 22% T | 448 96% 13% | 508 94% 15% | 687 91% 20% | 1742 98% 51% | 956 95% 28% | 2833 94% 84% | 302 96% 9% | 98 97% 3% | 152 92% 4% | 2878 94% 85% | 279 95% 8% |
| DON'T KNOW | 29 1% 100% | 1 1% 3% | 3 * 9% | 8 1% 27% | 5 1% 16% | 7 1% 22% | 7 1% 22% | 4 * 12% | 13 1% 43% | 13 1% 45% | 27 1% 94% | 2 1% 6% | - - - | - - - | 17 1% 59% | 6 2% 19% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 OTHER PROBLEMS (PLEASE SPECIFY)**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|---------------------|----------------------------------|---|-----------------------|--------------------|-------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 190 5% 100% | 44 4% 23% | 32 5% 17% | 12 3% 6% | 103 5% 54% | 38 6% 20% | 9 8% 5% | 147 5% 78% |
| 3385 94% 100% | 991 94% 29% | 632 94% 19% | 358 94% 11% | 1782 94% 53% | 554 93% 16% | 103 92% 3% | 2773 94% 82% |
| 29 1% 100% | 18 2% 61% H | 8 1% 27% | 10 3% 34% H | 7 2% 25% | 2 7% | - - | 25 1% 86% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 OTHER PROBLEMS (PLEASE SPECIFY)**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|------------------|---------------------|-----------------------|-------------------|--------------------|-------------------|-----------------|-----------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| YES | 190 5% 100% | 17 4% 9% | 27 5% 14% | 76 6% 40% | 28 4% 15% | 3 5% 2% | 6 7% 3% |
| NO | 3385 94% 100% | 438 94% 13% | 553 94% 16% | 1134 93% 33% | 648 95% 19% | 59 95% 2% | 79 93% 2% |
| DON'T KNOW | 29 1% 100% | 11 2% 39% H | 6 1% 22% | 4 * 12% | 4 1% 12% | - - - | - - 7% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
OTHER PROBLEMS (PLEASE SPECIFY)

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|------------------|--------------|---------------------|-----------------------|-----------------------|-------------------------|---------------------|-----------------------|----------------------|------------------------|----------------------|----------------------|------------------------|----------------------|--------------------|----------------------|--------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| YES | 190 5% | 35 9% | 27 7% | 32 3% | 59 6% | 18 4% | 19 3% | 13 8% | 14 2% | 11 3% | 27 9% | 37 5% | 13 5% | 22 7% | 40 7% | 13 3% |
| | 100% | 18% CEF | 14% CF | 17% CF | 31% CF | 10% CF | 10% CF | 7% HIO | 7% HIO | 6% HIO | 14% HIO | 20% H | 7% H | 12% HIO | 21% HIO | 7% HIO |
| NO | 3385 94% | 344 90% | 343 93% | 877 90% | 865 93% | 407 94% | 549 96% | 142 91% | 534 95% | 317 95% | 270 91% | 660 94% | 261 95% | 275 92% | 548 93% | 378 96% |
| | 100% | 10% | 10% | 26% ABD | 26% ABD | 12% ABD | 16% ABD | 4% GJMN | 16% GJMN | 9% GJMN | 8% GJMN | 19% GJMN | 8% GJMN | 8% GJMN | 16% GJMN | 11% GJMN |
| DON'T KNOW | 29 1% | 3 1% | 1 0% | 3 1% | 10 1% | 8 2% | 5 1% | 1 3% | 7 2% | 7 2% | 1 0% | 4 1% | 1 0% | 2 1% | 2 1% | 5 1% |
| | 100% | 10% | 2% | 10% BC | 33% BC | 20% BC | 16% BC | 3% JKLN | 24% JKLN | 2% JKLN | 2% JKLN | 13% JKLN | 3% JKLN | 6% JKLN | 6% JKLN | 16% JKLN |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
OTHER PROBLEMS (PLEASE SPECIFY)

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|------------------|--------------------------|----------------------|-----------------------|------------------------|-------------------------|---------------------|-----------------------|----------------------|------------------------|----------------------|----------------------|------------------------|----------------------|--------------------|----------------------|--------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| YES | 190 5% 100% FH | 35 9% 18% P | 27 7% 14% | 32 3% 17% | 59 6% 31% | 18 4% 10% | 19 3% 10% | 13 8% 7% | 14 2% 7% | 11 3% 6% | 27 9% 14% P | 37 5% 20% | 13 5% 7% | 22 7% 12% | 40 7% 21% | 13 3% 7% |
| NO | 3385 94% 100% A | 344 90% 10% | 343 93% 10% | 877 96% 26% P | 865 93% 26% | 407 94% 12% | 549 96% 16% | 142 91% 4% | 534 96% 16% | 317 95% 9% | 270 91% 8% | 660 94% 19% | 261 95% 8% | 275 92% 8% | 548 93% 16% | 378 96% 11% |
| DON'T KNOW | 29 1% 100% | 3 1% 10% | 1 2% | 3 10% | 10 1% 33% | 8 2% 29% P | 5 1% 16% | 1 1% 3% | 7 1% 24% | 7 2% 25% P | 1 2% | 4 13% | 1 3% | 2 6% | 2 6% | 5 1% 16% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
OTHER PROBLEMS (PLEASE SPECIFY)

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---------------------|-----------------------------|----------------------------|------------------|--|-------------------|-------------------|-------------------|------------------------------------|-----------------------|---------------------|
| | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| | | | | | | | | | | |
| 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| 190 5% 100% | 42 8% 22% B | 147 5% 78% | 7 4% 4% | 156 6% 82% E | 34 4% 18% | 8 3% 4% | 22 4% 12% | 158 6% 84% | 23 4% 12% | 9 3% 5% |
| 3385 94% 100% | 518 22% 15% | 2849 94% 84% A | 149 94% 4% | 2549 94% 75% | 835 95% 25% | 261 96% 8% | 465 94% 14% | 2636 94% 78% | 488 94% 14% | 284 96% 8% |
| 29 1% 100% | 4 1% 14% | 25 1% 86% | 2 1% 7% | 21 1% 71% | 8 1% 29% | 3 1% 10% | 7 1% 23% | 20 1% 68% | 7 1% 23% | 3 1% 10% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
OTHER PROBLEMS (PLEASE SPECIFY)

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--------------------------|------------------------------|-----------------------------|------------------|--|-------------------|-------------------|-------------------|------------------------------------|-----------------------|---------------------|
| | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| | | | | | | | | | | |
| 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| 190 5% 100% | 42 8% 22% K | 147 5% 78% | 7 4% 4% | 156 6% 82% | 34 4% 18% | 8 3% 4% | 22 4% 12% | 158 6% 84% | 23 4% 12% | 9 3% 5% |
| 3385 94% 100% A | 518 22% 15% | 2849 94% 84% | 149 94% 4% | 2549 94% 75% | 835 95% 25% | 261 96% 8% | 465 94% 14% | 2636 94% 78% | 488 94% 14% | 284 96% 8% |
| 29 1% 100% | 4 1% 14% | 25 1% 86% | 2 1% 7% | 21 1% 71% | 8 1% 29% | 3 1% 10% | 7 1% 23% | 20 1% 68% | 7 1% 23% | 3 1% 10% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 OTHER PROBLEMS (PLEASE SPECIFY)**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | DID YOU MAKE A COMPLAINT TO ROYAL MAIL ABOUT ITS SERVICES? (D3) | | |
|------------------|---------------------|---|-------------------------|-----------------|
| | | YES (A) | NO (B) | DON'T KNOW (C) |
| UNWEIGHTED TOTAL | 2027 100% | 372 18% | 1640 81% | 15 1% |
| WEIGHTED TOTAL | 2020 100% | 373 18% | 1634 81% | 13** 1% |
| YES | 190 9% 100% | 82 22% 43% B | 106 7% 56% | 1 8% 1% |
| NO | 1816 90% 100% | 288 77% 16% | 1517 93% 83% A | 12 92% 1% |
| DON'T KNOW | 14 1% 100% | 3 1% 22% | 11 1% 78% | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C
*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
OTHER PROBLEMS (PLEASE SPECIFY)

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (D) | DID YOU MAKE A COMPLAINT TO ROYAL MAIL ABOUT ITS SERVICES? (D3) | | |
|------------------|--------------------------|--|-------------------------|----------------------|
| | | YES (A) | NO (B) | DON'T KNOW (C) |
| UNWEIGHTED TOTAL | 2027 100% | 372 18% | 1640 81% | 15 1% |
| WEIGHTED TOTAL | 2020 100% | 373 18% | 1634 81% | 13** 1% |
| YES | 190 9% 100% B | 82 22% 43% D | 106 7% 56% | 1 8% 1% |
| NO | 1816 90% 100% A | 288 77% 16% | 1517 93% 83% D | 12 92% 1% |
| DON'T KNOW | 14 1% 100% | 3 1% 22% | 11 1% 78% | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - D/A - D/B - D/C
*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
 OTHER PROBLEMS (PLEASE SPECIFY)**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|------------------|---------------------|-------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| YES | 190 5% 100% | 58 9% 31% CDEF | 3 4% 2% | 78 5% 41% | 12 4% 6% | 19 4% 10% | 18 4% 10% | 31 4% 16% | 7 3% 3% | 68 6% 36% GL | 9 6% 5% | 57 7% 30% GHL | 18 4% 10% |
| NO | 3385 94% 100% | 613 91% 18% | 75 96% 2% | 1424 94% 42% A | 317 96% 9% A | 513 95% 15% A | 443 95% 13% A | 785 95% 23% K | 208 95% 6% | 1046 94% 31% | 144 93% 4% | 718 92% 21% | 483 96% 14% K |
| DON'T KNOW | 29 1% 100% | 4 1% 12% | - - | 10 1% 35% | 2 1% 8% | 7 1% 24% | 6 1% 21% | 10 1% 35% | 5 2% 18% IL | 4 1% 15% | 1 1% 3% | 6 1% 21% | 2 1% 8% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L

* SMALL BASE



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...
OTHER PROBLEMS (PLEASE SPECIFY)

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|------------------|---------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| YES | 190 5% 100% | 58 9% 31% M | 3 4% 2% | 78 5% 41% | 12 4% 6% | 19 4% 10% | 18 4% 10% | 31 4% 16% | 7 3% 3% | 68 6% 36% | 9 6% 5% | 57 7% 30% M | 18 4% 10% |
| NO | 3385 94% 100% AK | 613 91% 18% | 75 96% 2% | 1424 94% 42% | 317 96% 9% | 513 95% 15% | 443 95% 13% | 785 95% 23% | 208 95% 6% | 1046 94% 31% | 144 93% 4% | 718 92% 21% | 483 96% 14% |
| DON'T KNOW | 29 1% 100% | 4 1% 12% | - - | 10 1% 35% | 2 1% 8% | 7 1% 24% | 6 1% 21% | 10 1% 35% | 5 2% 18% M | 4 1% 15% | 1 1% 3% | 6 1% 21% | 2 1% 8% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|------------------------|------------------------|--------------------------|-------------------------------|-------------------------------|--------------------------|-----------------------|------------------------|--------------------------|------------------------|------------------------|-------------------------|-------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 651 18% 100% | 75 16% 12% | 111 20% 17% G | 140 21% 22% AFG | 125 20% 19% G | 99 18% 15% G | 64 16% 10% G | 37 11% 6% G | 186 18% 29% J | 364 20% 56% J | 101 14% 16% G | 186 18% 29% J | 265 21% 41% M | 200 16% 31% M |
| 506 14% 100% | 50 10% 10% | 81 14% 16% G | 107 16% 21% AG | 107 18% 21% AFG | 90 17% 18% AFG | 48 12% 10% G | 23 7% 5% G | 131 13% 26% G | 304 17% 60% HJ | 71 10% 14% G | 131 13% 26% G | 214 17% 42% KM | 162 13% 32% KM |
| 727 20% 100% | 117 24% 16% G | 123 22% 17% G | 138 21% 19% G | 141 23% 19% G | 101 19% 14% G | 78 20% 11% G | 29 8% 4% G | 241 23% 33% J | 380 21% 52% J | 107 14% 15% G | 241 23% 33% M | 278 22% 38% M | 208 16% 29% M |
| 1472 41% 100% | 134 28% 9% | 198 35% 13% A | 273 41% 19% ABG | 309 51% 21% ABC G | 265 49% 18% ABC G | 176 44% 12% ABG | 117 34% 8% G | 332 32% 23% G | 847 47% 58% HJ | 294 39% 20% H | 332 32% 23% G | 582 46% 40% K | 558 43% 38% K |
| 190 5% 100% | 13 3% 7% | 25 4% 13% | 40 6% 21% A | 37 6% 20% A | 35 7% 19% A | 22 5% 11% A | 18 5% 9% G | 37 4% 20% G | 113 6% 59% H | 40 5% 21% G | 37 4% 20% G | 77 6% 41% K | 75 6% 39% K |
| 2020 56% 100% | 230 48% 11% | 294 52% 15% | 379 57% 19% AG | 389 64% 19% ABC G | 331 61% 16% ABG | 237 59% 12% ABG | 160 46% 8% G | 524 50% 26% G | 1099 61% 54% HJ | 397 53% 20% G | 524 50% 26% G | 768 60% 38% K | 727 57% 36% K |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (N) | AGE | | | | | | | | | | | | | |
|----------------------------------|-------------------|-------------------|-------------------|------------------------|------------------------|-------------------|------------------|-------------------|-------------------------|-------------------|-------------------|------------------------|-------------------|--|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) | |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% | |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% | |
| 651 18% 100% GJM | 75 16% 12% | 111 20% 17% | 140 21% 22% | 125 20% 19% | 99 18% 15% | 64 16% 10% | 37 11% 6% | 186 18% 29% | 364 20% 56% | 101 14% 16% | 186 18% 29% | 265 21% 41% | 200 16% 31% | |
| 506 14% 100% GJ | 50 10% 10% | 81 14% 16% | 107 16% 21% | 107 18% 21% N | 90 17% 18% | 48 12% 10% | 23 7% 5% | 131 13% 26% | 304 17% 60% N | 71 10% 14% | 131 13% 26% | 214 17% 42% N | 162 13% 32% | |
| 727 20% 100% GJM | 117 24% 16% | 123 22% 17% | 138 21% 19% | 141 23% 19% | 101 19% 14% | 78 20% 11% | 29 8% 4% | 241 23% 33% | 380 21% 52% | 107 14% 15% | 241 23% 33% | 278 22% 38% | 208 16% 29% | |
| 1472 41% 100% ABGH K | 134 28% 9% | 198 35% 13% | 273 41% 19% | 309 51% 21% N | 265 49% 18% N | 176 44% 12% | 117 34% 8% | 332 32% 23% | 847 47% 58% N | 294 39% 20% | 332 32% 23% | 582 46% 40% N | 558 43% 38% | |
| 190 5% 100% AHK | 13 3% 7% | 25 4% 13% | 40 6% 21% | 37 6% 20% | 35 7% 19% | 22 5% 11% | 18 5% 9% | 37 4% 20% | 113 6% 59% | 40 5% 21% | 37 4% 20% | 77 6% 41% | 75 6% 39% | |
| 2020 56% 100% AGH K | 230 48% 11% | 294 52% 15% | 379 57% 19% | 389 64% 19% N | 331 61% 16% N | 237 59% 12% | 160 46% 8% | 524 50% 26% | 1099 61% 54% N | 397 53% 20% | 524 50% 26% | 768 60% 38% N | 727 57% 36% | |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEX | | SEX/AGE | | | | | |
|---------------------------------|---------------------|-------------------|------------------------|------------------------|-------------------------|-------------------------|--------------------------|-------------------------------|-------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| LOST MAIL | 651 18% 100% | 277 16% 43% | 374 20% 57% A | 73 14% 11% | 112 18% 17% | 92 16% 14% | 113 21% 17% CEH | 153 24% 23% CDE H | 108 15% 17% |
| DAMAGED MAIL | 506 14% 100% | 228 13% 45% | 278 15% 55% | 56 11% 11% | 98 16% 19% C | 74 13% 15% | 75 14% 15% | 115 18% 23% CEH | 87 12% 17% |
| DELAYED MAIL | 727 20% 100% | 334 19% 46% | 393 21% 54% | 114 22% 16% H | 119 19% 16% | 101 17% 14% | 127 24% 17% EH | 160 25% 22% DEH | 107 15% 15% |
| MISDELIVERED MAIL | 1472 41% 100% | 673 39% 46% | 800 43% 54% A | 138 27% 9% | 282 45% 19% CF | 253 43% 17% CF | 194 37% 13% C | 300 46% 20% CF | 306 44% 21% CF |
| OTHER PROBLEMS (PLEASE SPECIFY) | 190 5% 100% | 85 5% 45% | 105 6% 55% | 14 3% 8% | 32 5% 17% | 38 7% 20% C | 23 4% 12% | 46 7% 24% C | 36 5% 19% |
| ANY PROBLEMS | 2020 56% 100% | 948 55% 47% | 1072 57% 53% | 240 46% 12% | 374 60% 19% C | 333 57% 17% C | 284 54% 14% C | 394 61% 19% CF | 394 56% 19% C |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|---------------------------------|---------------------|-------------------|--------------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| LOST MAIL | 651 18% 100% | 277 16% 43% | 374 20% 57% | 73 14% 11% | 112 18% 17% | 92 16% 14% | 113 21% 17% | 153 24% 23% | 108 15% 17% |
| DAMAGED MAIL | 506 14% 100% | 228 13% 45% | 278 15% 55% | 56 11% 11% | 98 16% 19% | 74 13% 15% | 75 14% 15% | 115 18% 23% | 87 12% 17% |
| DELAYED MAIL | 727 20% 100% | 334 19% 46% | 393 21% 54% | 114 22% 16% | 119 19% 16% | 101 17% 14% | 127 24% 17% | 160 26% 22% | 107 15% 15% |
| MISDELIVERED MAIL | 1472 41% 100% | 673 39% 46% | 800 43% 54% | 138 27% 9% | 282 45% 19% | 253 43% 17% | 194 37% 13% | 300 46% 20% | 306 44% 21% |
| OTHER PROBLEMS (PLEASE SPECIFY) | 190 5% 100% | 85 5% 45% | 105 6% 55% | 14 3% 8% | 32 5% 17% | 38 7% 20% | 23 4% 12% | 46 7% 24% | 36 5% 19% |
| ANY PROBLEMS | 2020 56% 100% | 948 55% 47% | 1072 57% 53% | 240 46% 12% | 374 60% 19% | 333 57% 17% | 284 54% 14% | 394 61% 19% | 394 56% 19% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|--|---------------------|------------------------------|------------------------------|------------------------------|-------------------|-------------------|------------------------|-------------------------|--------------------|-------------------|-------------------------|---------------------|------------------------------------|---------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| | 3603 100% | 118* 3% . | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% . | 165 5% | 3068 85% | 295 8% |
| | | | | | | | | | | | | | | | | |
| | 651 18% 100% | 28 24% 4% D | 130 21% 20% D | 212 20% 33% D | 116 15% 18% | 75 16% 12% | 89 16% 14% | 158 21% 24% I | 329 18% 50% | 164 16% 25% | 564 19% 87% | 52 17% 8% | 12 12% 2% | 23 14% 4% | 576 19% 88% | 41 14% 6% |
| | 506 14% 100% | 33 28% 6% BC DEF | 94 15% 19% D | 175 16% 34% DE | 81 11% 16% | 55 12% 11% | 70 13% 14% | 126 17% 25% I | 256 14% 50% | 124 12% 25% | 451 15% 89% K | 25 8% 5% | 10 10% 2% | 20 12% 4% | 440 14% 87% | 36 12% 7% |
| | 727 20% 100% | 36 31% 5% DE F | 145 23% 20% D | 247 23% 34% DE | 104 14% 14% | 84 18% 12% | 111 21% 15% D | 182 24% 25% HI | 351 19% 48% | 195 19% 27% | 626 21% 86% K | 40 13% 6% | 31 30% 4% JKM | 30 18% 4% | 617 20% 85% | 53 18% 7% |
| | 1472 41% 100% | 65 55% 4% DE F | 288 45% 20% DE F | 476 44% 32% DE F | 270 35% 18% | 175 37% 12% | 198 37% 13% | 353 47% 24% HI | 747 40% 51% | 373 37% 25% | 1262 42% 86% L | 120 38% 8% | 29 29% 2% | 61 37% 4% | 1329 43% 90% O | 78 26% 5% |
| | 190 5% 100% | 13 11% 7% DE F | 49 8% 26% DE F | 70 6% 37% DE | 21 3% 11% | 12 3% 6% | 25 5% 13% | 62 8% 33% HI | 90 5% 48% | 37 4% 20% | 163 5% 86% | 10 3% 5% | 3 3% 2% | 13 8% 7% K | 173 6% 91% | 10 3% 5% |
| | 2020 56% 100% | 83 70% 4% DE F | 396 62% 20% DE F | 642 59% 32% DE F | 374 49% 19% | 235 50% 12% | 290 54% 14% | 479 64% 24% HI | 1016 55% 50% | 525 52% 26% | 1718 57% 85% | 159 51% 8% | 55 54% 3% | 88 53% 4% | 1778 58% 88% O | 131 44% 6% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|-----------------------|---------------------------|---------------------------|----------------------|--------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 651 18% 100% | 201 19% 31% | 137 20% 21% | 64 17% 10% | 330 17% 51% | 113 19% 17% | 17 15% 3% | 531 18% 81% |
| 506 14% 100% | 137 13% 27% | 84 12% 17% | 53 14% 10% | 274 14% 54% | 85 14% 17% | 16 15% 3% | 411 14% 81% |
| 727 20% 100% | 221 21% 30% | 133 20% 18% | 88 23% 12% | 377 20% 52% | 116 20% 16% | 22 19% 3% | 598 20% 82% |
| 1472 41% 100% | 351 33% 24% | 240 36% 16% C | 111 29% 8% | 823 43% 56% ABCG | 277 47% 19% ABCG | 47 41% 3% C | 1174 40% 80% AC |
| 190 5% 100% | 44 4% 23% | 32 5% 17% | 12 3% 6% | 103 5% 54% | 38 6% 20% C | 9 8% 5% C | 147 5% 78% |
| 2020 56% 100% | 542 51% 27% | 366 54% 18% C | 176 46% 9% | 1098 58% 54% AC | 353 59% 17% AC | 62 55% 3% | 1640 56% 81% AC |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | UK GEOGRAPHICS GROUPS | | | | | |
|---------------------------------|---------------------|-----------------------|------------------------|-------------------------|--------------------------|-----------------|-----------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| LOST MAIL | 651 18% 100% | 76 16% 12% | 124 21% 19% D | 233 19% 36% D | 97 14% 15% | 6 10% 1% | 11 13% 2% |
| DAMAGED MAIL | 506 14% 100% | 62 13% 12% | 75 13% 15% | 184 15% 36% | 91 13% 18% | 4 6% 1% | 13 16% 3% |
| DELAYED MAIL | 727 20% 100% | 103 22% 14% | 118 20% 16% | 253 21% 39% | 124 18% 17% | 10 16% 1% | 18 21% 2% |
| MISDELIVERED MAIL | 1472 41% 100% | 139 30% 9% | 212 36% 14% A | 509 42% 35% AB | 313 46% 21% ABE | 18 30% 1% | 33 38% 2% |
| OTHER PROBLEMS (PLEASE SPECIFY) | 190 5% 100% | 17 4% 9% | 27 5% 14% | 76 6% 40% | 28 4% 15% | 3 5% 2% | 6 7% 3% |
| ANY PROBLEMS | 2020 56% 100% | 219 47% 17% | 322 55% 16% A | 707 58% 35% A | 391 58% 19% A | 30 48% 1% | 42 50% 2% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|--|----------------------------------|----------------------|----------------------|-------------------|-------------------|-------------------|-------------------|------------------------|--------------------|-------------------|--------------------|---------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| | 651 18% 100% | 28 24% 4% | 130 21% 20% | 212 20% 33% | 116 15% 18% | 75 16% 12% | 89 16% 14% | 158 21% 24% | 329 18% 50% | 164 16% 25% | 564 19% 87% | 52 17% 8% | 12 2% 2% | 23 14% 4% | 576 19% 88% | 41 14% 6% |
| | 506 14% 100% | 33 28% 6% | 94 15% 19% | 175 16% 34% | 81 11% 16% | 55 12% 11% | 70 13% 14% | 126 17% 25% | 256 14% 50% | 124 12% 25% | 451 15% 89% | 25 8% 5% | 10 10% 2% | 20 12% 4% | 440 14% 87% | 36 12% 7% |
| | DK | T | | | | | | | | | | | | | | |
| | 727 20% 100% DK | 36 31% 5% T | 145 23% 20% | 247 23% 34% | 104 14% 14% | 84 18% 12% | 111 21% 15% | 182 24% 25% T | 351 19% 48% | 195 19% 27% | 626 21% 86% | 40 13% 6% | 31 30% 4% T | 30 16% 4% | 617 20% 85% | 53 18% 7% |
| | 1472 41% 100% DFI LO | 65 55% 4% T | 288 45% 20% | 476 44% 32% | 270 35% 18% | 175 37% 12% | 198 37% 13% | 353 47% 24% T | 747 40% 51% | 373 37% 25% | 1262 42% 86% | 120 38% 8% | 29 29% 2% | 61 37% 4% | 1329 43% 90% | 78 26% 5% |
| | 190 5% 100% DEI | 13 11% 7% T | 49 8% 26% T | 70 6% 37% | 21 3% 11% | 12 3% 6% | 25 5% 13% | 62 8% 33% T | 90 5% 48% | 37 4% 20% | 163 5% 86% | 10 3% 5% | 3 3% 2% | 13 8% 7% | 173 6% 91% | 10 3% 5% |
| | 2020 56% 100% DEI O | 83 70% 4% T | 396 62% 20% | 642 59% 32% | 374 49% 19% | 235 50% 12% | 290 54% 14% | 479 64% 24% T | 1016 55% 50% | 525 52% 26% | 1718 57% 85% | 159 51% 8% | 55 54% 3% | 88 53% 4% | 1778 58% 88% | 131 44% 6% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | URBAN | | | | | | |
|--|----------------------------|----------------------------------|---|-----------------------|--------------------|------------------------|----------------------|--------------------|
| | | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| | 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| | 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| | 651 18% 100% | 201 19% 31% | 137 20% 21% | 64 17% 10% | 330 17% 51% | 113 19% 17% | 17 15% 3% | 531 18% 81% |
| | 506 14% 100% | 137 13% 27% | 84 12% 17% | 53 14% 10% | 274 14% 54% | 85 14% 17% | 16 15% 3% | 411 14% 81% |
| | 727 20% 100% | 221 21% 30% | 133 20% 18% | 88 23% 12% | 377 20% 52% | 116 20% 16% | 22 19% 3% | 598 20% 82% |
| | 1472 41% 100% ABC | 351 33% 24% | 240 36% 16% | 111 29% 8% | 823 43% 56% | 277 47% 19% H | 47 41% 3% | 1174 40% 80% |
| | 190 5% 100% | 44 4% 23% | 32 5% 17% | 12 3% 6% | 103 5% 54% | 38 6% 20% | 9 8% 5% | 147 5% 78% |
| | 2020 56% 100% AC | 542 51% 27% | 366 54% 18% | 176 46% 9% | 1098 58% 54% | 353 59% 17% | 62 56% 3% | 1640 56% 81% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|---------------------------------|--------------------------|-----------------------|-------------------|-------------------|------------------------|-----------------|-----------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| LOST MAIL | 651 18% 100% D | 76 16% 12% | 124 21% 19% | 233 19% 36% | 97 14% 15% | 6 10% 1% | 11 13% 2% |
| DAMAGED MAIL | 506 14% 100% | 62 13% 12% | 75 13% 15% | 184 15% 36% | 91 13% 18% | 4 6% 1% | 13 16% 3% |
| DELAYED MAIL | 727 20% 100% | 103 22% 14% | 118 20% 16% | 253 21% 35% | 124 18% 17% | 10 16% 1% | 18 21% 2% |
| MISDELIVERED MAIL | 1472 41% 100% A | 139 30% 9% | 212 36% 14% | 509 42% 35% | 313 46% 21% H | 18 30% 1% | 33 38% 2% |
| OTHER PROBLEMS (PLEASE SPECIFY) | 190 5% 100% | 17 4% 9% | 27 5% 14% | 76 6% 40% | 28 4% 15% | 3 5% 2% | 6 7% 3% |
| ANY PROBLEMS | 2020 56% 100% A | 219 47% 11% | 322 55% 16% | 707 58% 35% | 391 58% 19% | 30 48% 1% | 42 50% 2% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---------------------------------|---------------------|--------------------------|--------------------------|-----------------------|-------------------------|---------------------|-----------------------|-------------------------------|------------------------|------------------------|--------------------------|--------------------------|------------------------|--------------------------------|--------------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| LOST MAIL | 651 18% 100% | 68 18% 10% | 91 24% 14% ACEF | 141 16% 22% | 187 20% 29% C | 68 16% 10% | 96 17% 15% | 34 22% 5% O | 89 16% 14% | 63 19% 10% O | 67 23% 10% HO | 142 20% 22% O | 55 20% 9% O | 57 19% 9% O | 97 17% 15% O | 46 12% 7% |
| DAMAGED MAIL | 506 14% 100% | 59 15% 12% | 67 18% 13% CF | 112 12% 22% | 143 15% 28% | 57 13% 11% | 67 12% 13% | 22 14% 4% | 61 11% 12% | 48 14% 9% O | 46 16% 9% O | 128 18% 25% HNO | 40 14% 8% O | 58 20% 12% HNO | 66 11% 13% | 37 9% 7% |
| DELAYED MAIL | 727 20% 100% | 91 24% 13% C | 90 24% 12% C | 159 17% 22% | 192 21% 26% | 84 19% 12% | 111 19% 15% | 49 32% 7% HKLM NO | 111 20% 15% O | 81 24% 11% NO | 69 23% 9% NO | 151 22% 21% NO | 59 21% 8% NO | 64 21% 9% NO | 89 15% 12% | 55 14% 8% |
| MISDELIVERED MAIL | 1472 41% 100% | 172 45% 12% CEF | 181 49% 12% CEF | 347 38% 24% | 399 43% 27% E | 153 35% 10% | 220 38% 15% | 61 39% 4% H | 157 28% 11% | 113 34% 8% | 143 48% 10% HIO | 325 46% 22% HIO | 114 41% 8% HI | 149 50% 10% GHIL O | 264 45% 18% HIO | 146 37% 10% H |
| OTHER PROBLEMS (PLEASE SPECIFY) | 190 5% 100% | 35 9% 18% CEF | 27 7% 14% CF | 32 3% 17% | 59 6% 31% CF | 18 4% 10% | 19 3% 10% | 13 8% 7% HIO | 14 2% 7% | 11 3% 6% HIO | 27 9% 14% HIO | 37 5% 20% H | 13 5% 7% HIO | 22 7% 12% HIO | 40 7% 21% HIO | 13 3% 7% HIO |
| ANY PROBLEMS | 2020 56% 100% | 244 64% 12% CEF | 234 63% 12% CEF | 479 53% 24% | 537 58% 27% | 224 52% 11% | 301 52% 15% | 94 60% 5% HO | 255 46% 13% | 176 52% 9% | 189 63% 9% HIO | 422 60% 21% HIO | 157 57% 8% HO | 196 66% 10% HILN O | 339 58% 17% HO | 192 48% 10% |



GfK NC

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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---------------------------------|----------------------------|------------------------|------------------------|-----------------------|-------------------------|---------------------|-----------------------|----------------------|------------------------|----------------------|------------------------|------------------------|----------------------|------------------------|----------------------|--------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| LOST MAIL | 651 18% 100% O | 68 18% 10% | 91 24% 14% P | 141 16% 22% | 187 20% 29% | 68 16% 10% | 96 17% 15% | 34 22% 5% | 89 16% 14% | 63 19% 10% | 67 23% 10% | 142 20% 22% | 55 20% 9% | 57 19% 9% | 97 17% 15% | 46 12% 7% |
| DAMAGED MAIL | 506 14% 100% O | 59 15% 12% | 67 18% 13% P | 112 12% 22% | 143 15% 28% | 57 13% 11% | 67 12% 13% | 22 14% 4% | 61 11% 12% | 48 14% 9% | 46 16% 9% | 128 18% 25% | 40 14% 8% | 58 20% 12% P | 66 11% 13% | 37 9% 7% |
| DELAYED MAIL | 727 20% 100% NO | 91 24% 13% | 90 24% 12% | 159 17% 22% | 192 21% 26% | 84 19% 12% | 111 19% 15% | 49 32% 7% P | 111 20% 15% | 81 24% 11% | 69 23% 9% | 151 22% 21% | 59 21% 8% | 64 21% 9% | 89 15% 12% | 55 14% 8% |
| MISDELIVERED MAIL | 1472 41% 100% EHI | 172 45% 12% | 181 49% 12% P | 347 38% 24% | 399 43% 27% | 153 35% 10% | 220 38% 15% | 61 39% 4% | 157 28% 11% | 113 34% 8% | 143 48% 10% P | 325 46% 22% | 114 41% 8% | 149 50% 10% P | 264 45% 18% | 146 37% 10% |
| OTHER PROBLEMS (PLEASE SPECIFY) | 190 5% 100% FH | 35 9% 18% P | 27 7% 14% | 32 3% 17% | 59 6% 31% | 18 4% 10% | 19 3% 10% | 13 8% 7% | 14 2% 7% | 11 3% 6% | 27 9% 14% P | 37 5% 20% | 13 5% 7% | 22 7% 12% | 40 7% 21% | 13 3% 7% |
| ANY PROBLEMS | 2020 56% 100% HO | 244 64% 12% P | 234 63% 12% P | 479 53% 24% | 537 58% 27% | 224 52% 11% | 301 52% 15% | 94 60% 5% | 255 46% 13% | 176 52% 9% | 189 63% 9% P | 422 60% 21% | 157 57% 8% | 196 66% 10% P | 339 58% 17% | 192 48% 10% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---------------------------------|---------------------|-----------------------------|----------------------------|-----------------|--|-------------------|-------------------|------------------------|------------------------------------|------------------------|---------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| LOST MAIL | 651 18% 100% | 115 20% 18% | 531 18% 82% | 31 19% 5% | 515 19% 79% E | 136 15% 21% | 36 13% 6% | 78 16% 12% | 533 19% 82% FJ | 82 16% 13% | 40 14% 6% |
| DAMAGED MAIL | 506 14% 100% | 97 17% 19% B | 407 13% 80% | 18 11% 4% | 423 16% 83% E | 84 10% 17% | 20 7% 4% | 54 11% 11% | 427 15% 84% FGU | 69 11% 12% | 25 8% 5% |
| DELAYED MAIL | 727 20% 100% | 135 24% 19% B | 591 20% 81% | 35 22% 5% | 601 22% 83% E | 127 14% 17% | 27 10% 4% | 89 18% 12% FJ | 605 21% 83% FJ | 96 18% 13% FJ | 33 11% 5% |
| MISDELIVERED MAIL | 1472 41% 100% | 255 45% 17% B | 1211 40% 82% | 59 37% 4% | 1150 42% 78% E | 322 37% 22% | 95 35% 6% | 163 33% 11% | 1204 45% 82% FGU | 173 34% 12% | 105 35% 7% |
| OTHER PROBLEMS (PLEASE SPECIFY) | 190 5% 100% | 42 8% 22% B | 147 5% 78% | 7 4% 4% | 156 6% 82% E | 34 4% 18% | 8 3% 4% | 22 4% 12% | 158 6% 84% | 23 4% 12% | 9 3% 5% |
| ANY PROBLEMS | 2020 56% 100% | 348 62% 17% BC | 1662 55% 82% | 82 52% 4% | 1583 58% 78% E | 436 50% 22% | 123 45% 6% | 233 47% 12% | 1649 59% 82% FGU | 248 48% 12% | 137 46% 7% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---------------------------------|------------------------------|-----------------------------|----------------------------|-----------------|--|-------------------|-------------------|-------------------|------------------------------------|-----------------------|---------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| LOST MAIL | 651 18% 100% F | 115 20% 18% | 531 18% 82% | 31 19% 5% | 515 19% 79% | 136 15% 21% | 36 13% 6% | 78 16% 12% | 533 19% 82% | 82 16% 13% | 40 14% 6% |
| DAMAGED MAIL | 506 14% 100% EFJ | 97 17% 19% | 407 13% 80% | 18 11% 4% | 423 16% 83% | 84 10% 17% | 20 7% 4% | 54 11% 11% | 427 15% 84% | 69 11% 12% | 25 8% 5% |
| DELAYED MAIL | 727 20% 100% EFJ | 135 24% 19% K | 591 20% 81% | 35 22% 5% | 601 22% 83% | 127 14% 17% | 27 10% 4% | 89 18% 12% | 605 21% 83% | 96 18% 13% | 33 11% 5% |
| MISDELIVERED MAIL | 1472 41% 100% EFGI | 255 45% 17% | 1211 40% 82% | 59 37% 4% | 1150 42% 78% | 322 37% 22% | 95 35% 6% | 163 33% 11% | 1204 45% 82% | 173 34% 12% | 105 35% 7% |
| OTHER PROBLEMS (PLEASE SPECIFY) | 190 5% 100% | 42 8% 22% K | 147 5% 78% | 7 4% 4% | 156 6% 82% | 34 4% 18% | 8 3% 4% | 22 4% 12% | 158 6% 84% | 23 4% 12% | 9 3% 5% |
| ANY PROBLEMS | 2020 56% 100% EFGIJ | 348 62% 17% K | 1662 55% 82% | 82 52% 4% | 1583 58% 78% | 436 50% 22% | 123 45% 6% | 233 47% 12% | 1649 59% 82% | 248 48% 12% | 137 46% 7% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | DID YOU MAKE A COMPLAINT TO ROYAL MAIL ABOUT ITS SERVICES? (D3) | | |
|---------------------------------|----------------------|---|-------------------------|------------------|
| | | YES (A) | NO (B) | DON'T KNOW (C) |
| UNWEIGHTED TOTAL | 2027 100% | 372 18% | 1640 81% | 15 1% |
| WEIGHTED TOTAL | 2020 100% | 373 18% | 1634 81% | 13** 1% |
| LOST MAIL | 651 32% 100% | 247 66% 38% B | 399 24% 61% | 5 40% 1% |
| DAMAGED MAIL | 506 25% 100% | 153 41% 30% B | 350 21% 69% | 4 30% 1% |
| DELAYED MAIL | 727 36% 100% | 206 55% 28% B | 519 32% 71% | 2 14% * |
| MISDELIVERED MAIL | 1472 73% 100% | 256 69% 17% | 1209 74% 82% A | 7 54% * |
| OTHER PROBLEMS (PLEASE SPECIFY) | 190 9% 100% | 82 22% 43% B | 106 7% 56% | 1 8% 1% |
| ANY PROBLEMS | 2020 100% 100% | 373 100% 18% | 1634 100% 81% | 13 100% 1% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C
*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (D) | DID YOU MAKE A COMPLAINT TO ROYAL MAIL ABOUT ITS SERVICES? (D3) | | |
|------------------------------------|-------------------------|--|---------------------|----------------------|
| | | YES (A) | NO (B) | DON'T KNOW (C) |
| UNWEIGHTED TOTAL | 2027 100% | 372 18% | 1640 81% | 15 1% |
| WEIGHTED TOTAL | 2020 100% | 373 18% | 1634 81% | 13** 1% |
| LOST MAIL | 651 32% 100% B | 247 66% 38% D | 399 24% 61% | 5 40% 1% |
| DAMAGED MAIL | 506 25% 100% B | 153 41% 30% D | 350 21% 69% | 4 30% 1% |
| DELAYED MAIL | 727 36% 100% B | 206 55% 28% D | 519 32% 71% | 2 14% * |
| MISDELIVERED MAIL | 1472 73% 100% | 256 69% 17% | 1209 74% 82% | 7 54% * |
| OTHER PROBLEMS (PLEASE SPECIFY) | 190 9% 100% B | 82 22% 43% D | 106 7% 56% | 1 8% 1% |
| ANY PROBLEMS | 2020 100% 100% | 373 100% 18% | 1634 100% 81% | 13 100% 1% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - D/A - D/B - D/C
*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---------------------------------|---------------------|----------------------------|----------------------|--------------------------|------------------------|-------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|--------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| LOST MAIL | 651 18% 100% | 141 21% 22% F | 18 23% 3% | 277 18% 43% F | 52 16% 8% | 98 18% 15% | 67 14% 10% | 148 18% 23% L | 38 17% 6% | 233 21% 36% L | 32 21% 5% | 135 17% 21% L | 65 13% 10% |
| DAMAGED MAIL | 506 14% 100% | 116 17% 23% DF | 10 13% 2% | 227 15% 45% DF | 29 9% 6% | 80 15% 16% DF | 45 10% 9% | 108 13% 21% L | 23 11% 5% | 187 17% 37% GHL | 26 17% 5% L | 127 16% 25% HL | 34 7% 7% |
| DELAYED MAIL | 727 20% 100% | 171 25% 24% BCDF | 11 13% 1% | 312 21% 43% DF | 39 12% 5% | 118 22% 16% DF | 77 16% 11% | 200 24% 28% L | 40 18% 6% | 246 22% 34% L | 33 21% 5% L | 155 20% 21% L | 53 11% 7% |
| MISDELIVERED MAIL | 1472 41% 100% | 325 48% 22% BCDEF | 28 35% 2% | 616 41% 42% F | 130 9% 9% | 209 39% 14% | 164 35% 11% | 258 31% 17% | 74 34% 5% | 514 46% 35% GHL | 68 44% 5% G | 379 49% 26% GHL | 179 36% 12% |
| OTHER PROBLEMS (PLEASE SPECIFY) | 190 5% 100% | 58 9% 31% CDEF | 3 4% 2% | 78 5% 41% | 12 4% 6% | 19 4% 10% | 18 4% 10% | 31 4% 16% | 7 3% 3% | 68 6% 36% GL | 9 6% 5% | 57 7% 30% GHL | 18 4% 10% |
| ANY PROBLEMS | 2020 56% 100% | 435 64% 22% CDEF | 44 56% 2% | 850 56% 42% F | 165 50% 8% | 298 55% 15% F | 227 48% 11% | 423 51% 21% | 102 46% 5% | 674 60% 33% GHL | 94 61% 5% GHL | 487 62% 24% GHL | 240 48% 12% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.2 IN THE LAST 12 MONTHS HAVE YOU EXPERIENCED PROBLEMS WITH ROYAL MAIL'S SERVICE IN TERMS OF...

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---------------------------------|----------------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| LOST MAIL | 651 18% 100% FL | 141 21% 22% | 18 23% 3% | 277 18% 43% | 52 16% 8% | 98 18% 15% | 67 14% 10% | 148 18% 23% | 38 17% 6% | 233 21% 36% | 32 21% 5% | 135 17% 21% | 65 13% 10% |
| DAMAGED MAIL | 506 14% 100% DFL | 116 17% 23% | 10 13% 2% | 227 15% 45% | 29 9% 6% | 80 15% 16% | 45 10% 9% | 108 13% 21% | 23 11% 5% | 187 17% 37% | 26 17% 6% | 127 16% 25% | 34 7% 7% |
| DELAYED MAIL | 727 20% 100% DFL | 171 25% 24% M | 11 13% 1% | 312 21% 43% | 39 12% 5% | 118 22% 16% | 77 16% 11% | 200 24% 28% M | 40 18% 6% | 246 22% 34% | 33 21% 5% | 155 20% 21% | 53 11% 7% |
| MISDELIVERED MAIL | 1472 41% 100% FGL | 325 48% 22% M | 28 35% 2% | 616 41% 42% | 130 39% 9% | 209 39% 14% | 164 35% 11% | 258 31% 17% | 74 34% 5% | 514 46% 35% M | 68 44% 5% | 379 49% 26% M | 179 36% 12% |
| OTHER PROBLEMS (PLEASE SPECIFY) | 190 5% 100% | 58 9% 31% M | 3 4% 2% | 78 5% 41% | 12 4% 6% | 19 4% 10% | 18 4% 10% | 31 4% 16% | 7 3% 3% | 68 6% 36% | 9 6% 5% | 57 7% 30% M | 18 4% 10% |
| ANY PROBLEMS | 2020 56% 100% DFGH L | 435 64% 22% M | 44 56% 2% | 850 56% 42% | 165 50% 8% | 298 55% 15% | 227 48% 11% | 423 51% 21% | 102 46% 5% | 674 60% 33% M | 94 61% 5% | 487 62% 24% M | 240 48% 12% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.3 DID YOU MAKE A COMPLAINT TO ROYAL MAIL ABOUT ITS SERVICES?

BASE : ALL WHO HAVE EXPERIENCED PROBLEMS

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|------------------|-------------------|------------------------|------------------------|-------------------|-------------------|-------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 2027 100% | 197 10% | 302 15% | 348 17% | 345 17% | 345 17% | 315 16% | 175 9% | 499 25% | 1038 51% | 490 24% | 499 25% | 693 34% | 835 41% |
| 2020 100% | 230 11% | 294 15% | 379 19% | 389 19% | 331 16% | 237 12% | 160 8% | 524 26% | 1099 54% | 397 20% | 524 26% | 768 38% | 727 36% |
| 373 18% 100% | 35 15% 9% | 54 18% 14% | 78 21% 21% | 76 19% 20% | 69 21% 18% | 37 16% 10% | 24 15% 6% | 89 17% 24% | 223 20% 60% J | 62 16% 16% | 89 17% 24% | 154 20% 41% | 130 18% 35% |
| 1634 81% 100% | 193 84% 12% | 238 81% 15% | 300 79% 18% | 312 80% 19% | 257 78% 16% | 199 84% 12% | 135 85% 8% | 431 82% 26% | 869 79% 53% | 334 84% 20% I | 431 82% 26% | 612 80% 37% | 591 81% 36% |
| 13 1% 100% | 2 1% 13% | 3 1% 21% | 1 0% 6% | 1 0% 11% | 5 2% 40% | 1 0% 5% | 1 0% 4% | 4 1% 34% | 7 1% 56% | 1 0% 10% | 4 1% 34% | 2 0% 17% | 6 1% 49% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.3 DID YOU MAKE A COMPLAINT TO ROYAL MAIL ABOUT ITS SERVICES?

BASE : ALL WHO HAVE EXPERIENCED PROBLEMS

| TOTAL (N) | AGE | | | | | | | | | | | | |
|---------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 2027 100% | 197 10% | 302 15% | 348 17% | 345 17% | 345 17% | 315 16% | 175 9% | 499 25% | 1038 51% | 490 24% | 499 25% | 693 34% | 835 41% |
| 2020 100% | 230 11% | 294 15% | 379 19% | 389 19% | 331 16% | 237 12% | 160 8% | 524 26% | 1099 54% | 397 20% | 524 26% | 768 38% | 727 36% |
| 373 18% 100% | 35 15% 9% | 54 18% 14% | 78 21% 21% | 76 19% 20% | 69 21% 18% | 37 16% 10% | 24 15% 6% | 89 17% 24% | 223 20% 60% | 62 16% 16% | 89 17% 24% | 154 20% 41% | 130 18% 35% |
| 1634 81% 100% | 193 84% 12% | 238 81% 15% | 300 79% 18% | 312 80% 19% | 257 78% 16% | 199 84% 12% | 135 85% 8% | 431 82% 26% | 869 79% 53% | 334 84% 20% | 431 82% 26% | 612 80% 37% | 591 81% 36% |
| 13 1% 100% | 2 1% 13% | 3 1% 21% | 1 * 6% | 1 * 11% | 5 2% 40% | 1 * 5% | 1 * 4% | 4 1% 34% | 7 1% 56% | 1 * 10% | 4 1% 34% | 2 * 17% | 6 1% 49% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.3 DID YOU MAKE A COMPLAINT TO ROYAL MAIL ABOUT ITS SERVICES?

BASE : ALL WHO HAVE EXPERIENCED PROBLEMS

| TOTAL | SEX | | SEX/AGE | | | | | |
|---------------------|-------------------|-------------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | | | | | | | | |
| 2027 100% | 900 44% | 1127 56% | 198 10% | 291 14% | 411 20% | 301 15% | 402 20% | 424 21% |
| WEIGHTED TOTAL | | | | | | | | |
| 2020 100% | 948 47% | 1072 53% | 240 12% | 374 19% | 333 17% | 284 14% | 394 19% | 394 19% |
| YES | | | | | | | | |
| 373 18% 100% | 158 17% 42% | 215 20% 58% | 39 16% 10% | 64 17% 17% | 56 17% 15% | 50 18% 13% | 90 23% 24% E | 75 19% 20% |
| NO | | | | | | | | |
| 1634 81% 100% | 782 82% 48% | 852 80% 52% | 198 82% 12% | 310 83% 19% | 274 82% 17% | 233 82% 14% | 302 77% 18% | 317 80% 19% |
| DON'T KNOW | | | | | | | | |
| 13 1% 100% | 8 1% 64% | 5 - 36% | 4 2% 28% | 1 - 6% | 4 1% 29% | 1 - 6% | 1 - 11% | 2 1% 20% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.3 DID YOU MAKE A COMPLAINT TO ROYAL MAIL ABOUT ITS SERVICES?

BASE : ALL WHO HAVE EXPERIENCED PROBLEMS

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|------------------|---------------------|-------------------|-------------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 2027 100% | 900 44% | 1127 56% | 198 10% | 291 14% | 411 20% | 301 15% | 402 20% | 424 21% |
| WEIGHTED TOTAL | 2020 100% | 948 47% | 1072 53% | 240 12% | 374 19% | 333 17% | 284 14% | 394 19% | 394 19% |
| YES | 373 18% 100% | 158 17% 42% | 215 20% 58% | 39 16% 10% | 64 17% 17% | 56 17% 15% | 50 18% 13% | 90 23% 24% | 75 19% 20% |
| NO | 1634 81% 100% | 782 82% 48% | 852 80% 52% | 198 82% 12% | 310 83% 19% | 274 82% 17% | 233 82% 14% | 302 77% 18% | 317 80% 19% |
| DON'T KNOW | 13 1% 100% | 8 1% 64% | 5 • 36% | 4 2% 28% | 1 • 6% | 4 1% 29% | 1 • 6% | 1 • 11% | 2 1% 20% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.3 DID YOU MAKE A COMPLAINT TO ROYAL MAIL ABOUT ITS SERVICES?

BASE : ALL WHO HAVE EXPERIENCED PROBLEMS

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|------------------|---------------------|----------------------|-----------------------|-------------------|-------------------|-------------------|-------------------|------------------------|-------------------|------------------------|--------------------|-----------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 2027 100% | 72 4% | 383 19% | 548 27% | 349 17% | 263 13% | 412 20% | 455 22% | 897 44% | 675 33% | 1768 87% | 117 6% | 46 2% | 96 5% | 1775 88% | 135 7% |
| WEIGHTED TOTAL | 2020 100% | 83* 4% | 396 20% | 642 32% | 374 19% | 235 12% | 290 14% | 479 24% | 1016 50% | 525 26% | 1718 85% | 159 8% | 55* 3% | 88* 4% | 1778 88% | 131 6% |
| YES | 373 18% 100% | 21 26% 6% F | 85 21% 23% F | 121 19% 32% | 63 17% 17% | 40 17% 11% | 44 15% 12% | 106 22% 28% I | 184 18% 49% | 83 16% 22% | 310 18% 83% | 40 25% 11% L | 5 10% 1% | 18 21% 5% | 328 18% 88% | 27 20% 7% |
| NO | 1634 81% 100% | 62 74% 4% | 309 78% 19% | 519 81% 32% | 308 82% 19% | 194 82% 12% | 242 84% 15% | 371 77% 23% | 827 81% 51% | 436 83% 27% G | 1397 81% 86% | 119 75% 7% | 49 90% 3% K | 69 78% 4% | 1440 81% 88% | 102 78% 6% |
| DON'T KNOW | 13 1% 100% | - - - | 2 1% 16% | 3 1% 21% | 2 1% 19% | 2 1% 14% | 4 30% 16% | 2 16% | 5 40% | 6 44% | 12 1% 92% | - - - | - - - | 1 1% 8% | 10 1% 77% | 2 2% 18% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.3 DID YOU MAKE A COMPLAINT TO ROYAL MAIL ABOUT ITS SERVICES?

BASE : ALL WHO HAVE EXPERIENCED PROBLEMS

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|-----------------------|-------------------|-------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 2027 100% | 573 28% | 381 19% | 192 9% | 1097 54% | 330 16% | 60 3% | 1670 82% |
| 2020 100% | 542 27% | 366 18% | 176 9% | 1098 54% | 353 17% | 62* 3% | 1640 81% |
| 373 18% 100% | 108 20% 29% | 76 21% 20% | 32 18% 9% | 199 18% 53% | 60 17% 16% | 13 21% 4% | 307 19% 82% |
| 1634 81% 100% | 427 79% 26% | 286 78% 18% | 140 80% 9% | 894 81% 55% | 293 83% 18% | 49 79% 3% | 1321 81% 81% |
| 13 1% 100% | 7 1% 57% E | 4 1% 28% | 4 2% 28% DE | 5 * 37% | - - - | - - - | 12 1% 94% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.3 DID YOU MAKE A COMPLAINT TO ROYAL MAIL ABOUT ITS SERVICES?

BASE : ALL WHO HAVE EXPERIENCED PROBLEMS

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------|-----------------------|-------------------|-------------------|-------------------|-----------------|-------------------|-----------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| UNWEIGHTED TOTAL | | | | | | | |
| 2027 100% | 242 12% | 331 16% | 708 35% | 389 19% | 29 1% | 262 13% | 39 2% |
| WEIGHTED TOTAL | | | | | | | |
| 2020 100% | 219 11% | 322 16% | 707 35% | 391 19% | 30** 1% | 281 14% | 42* 2% |
| YES | | | | | | | |
| 373 18% 100% | 39 18% 10% | 69 21% 19% | 127 18% 34% | 72 18% 19% | 3 10% 1% | 46 17% 12% | 10 24% 3% |
| NO | | | | | | | |
| 1634 81% 100% | 177 81% 11% | 250 77% 15% | 578 82% 35% | 317 81% 19% | 27 90% 2% | 234 83% 14% | 32 76% 2% |
| DON'T KNOW | | | | | | | |
| 13 1% 100% | 4 2% 28% CF | 4 1% 28% | 2 18% | 2 19% | - - - | - - - | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.3 DID YOU MAKE A COMPLAINT TO ROYAL MAIL ABOUT ITS SERVICES?

BASE : ALL WHO HAVE EXPERIENCED PROBLEMS

| | TOTAL (T) | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|------------------|---------------------|-----------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|---------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 2027 100% | 72 4% | 383 19% | 548 27% | 349 17% | 263 13% | 412 20% | 455 22% | 897 44% | 675 33% | 1768 87% | 117 6% | 46 2% | 96 5% | 1775 88% | 135 7% |
| WEIGHTED TOTAL | 2020 100% | 83* 4% | 396 20% | 642 32% | 374 19% | 235 12% | 290 14% | 479 24% | 1016 50% | 525 26% | 1718 85% | 159 8% | 55* 3% | 88* 4% | 1778 88% | 131 6% |
| YES | 373 18% 100% | 21 26% 6% | 85 21% 23% | 121 19% 32% | 63 17% 17% | 40 17% 11% | 44 15% 12% | 106 22% 28% | 184 18% 49% | 83 16% 22% | 310 18% 83% | 40 25% 11% | 5 10% 1% | 18 21% 5% | 328 18% 88% | 27 20% 7% |
| NO | 1634 81% 100% | 62 74% 4% | 309 78% 19% | 519 81% 32% | 308 82% 19% | 194 82% 12% | 242 84% 15% | 371 77% 23% | 827 81% 51% | 436 83% 27% | 1397 81% 86% | 119 75% 7% | 49 90% 3% | 69 78% 4% | 1440 81% 88% | 102 78% 6% |
| DON'T KNOW | 13 1% 100% | - - - | 2 1% 16% | 3 1% 21% | 2 1% 19% | 2 1% 14% | 4 1% 30% | 2 1% 16% | 5 1% 40% | 6 44% | 12 1% 92% | - - - | - - - | 1 1% 8% | 10 1% 77% | 2 2% 18% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.3 DID YOU MAKE A COMPLAINT TO ROYAL MAIL ABOUT ITS SERVICES?

BASE : ALL WHO HAVE EXPERIENCED PROBLEMS

| TOTAL (H) | URBAN | | | | | | |
|---------------------|----------------------------------|---|-----------------------|-------------------|-------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 2027 100% | 573 28% | 381 19% | 192 9% | 1097 54% | 330 16% | 60 3% | 1670 82% |
| 2020 100% | 542 27% | 366 18% | 176 9% | 1098 54% | 353 17% | 62* 3% | 1640 81% |
| 373 18% 100% | 108 20% 29% | 76 21% 20% | 32 18% 9% | 199 18% 53% | 60 17% 16% | 13 21% 4% | 307 19% 82% |
| 1634 81% 100% | 427 79% 26% | 286 78% 18% | 140 80% 9% | 894 81% 55% | 293 83% 18% | 49 79% 3% | 1321 81% 81% |
| 13 1% 100% | 7 1% 57% | 4 1% 28% | 4 2% 28% | 5 37% | - - - | - - - | 12 1% 94% |
| | | | H | | | | |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.3 DID YOU MAKE A COMPLAINT TO ROYAL MAIL ABOUT ITS SERVICES?

BASE : ALL WHO HAVE EXPERIENCED PROBLEMS

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|------------------|---------------------|-----------------------|-------------------|-------------------|-------------------|-----------------|-----------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 2027 100% | 242 12% | 331 16% | 708 35% | 389 19% | 29 1% | 39 2% |
| WEIGHTED TOTAL | 2020 100% | 219 11% | 322 16% | 707 35% | 391 19% | 30** 1% | 42* 2% |
| YES | 373 18% 100% | 39 18% 10% | 69 21% 19% | 127 18% 34% | 72 18% 19% | 3 10% 1% | 10 24% 3% |
| NO | 1634 81% 100% | 177 81% 11% | 250 77% 15% | 578 82% 35% | 317 81% 19% | 27 90% 2% | 32 76% 2% |
| DON'T KNOW | 13 1% 100% | 4 2% 28% | 4 1% 28% | 2 0% 18% | 2 1% 19% | - - - | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.3 DID YOU MAKE A COMPLAINT TO ROYAL MAIL ABOUT ITS SERVICES?

BASE : ALL WHO HAVE EXPERIENCED PROBLEMS

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|------------------|---------------------|---------------------|-------------------------|------------------------|-------------------------|-----------------------|------------------------|----------------------|------------------------|----------------------|--------------------------|------------------------|----------------------|-----------------------|----------------------|---------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 2027 100% | 227 11% | 228 11% | 402 20% | 495 24% | 271 13% | 404 20% | 81 4% | 214 11% | 204 10% | 158 8% | 328 16% | 207 10% | 216 11% | 355 18% | 264 13% |
| WEIGHTED TOTAL | 2020 100% | 244 12% | 234 12% | 479 24% | 537 27% | 224 11% | 301 15% | 94* 5% | 255 13% | 176 9% | 189 9% | 422 21% | 157 8% | 196 10% | 339 17% | 192 10% |
| YES | 373 18% 100% | 48 20% 13% | 58 25% 15% CEF | 73 15% 20% | 110 21% 30% | 36 16% 10% | 47 16% 13% | 14 15% 4% | 46 18% 12% | 29 17% 8% | 51 27% 14% GIKO | 74 17% 20% | 30 19% 8% | 41 21% 11% O | 64 19% 17% | 24 13% 7% |
| NO | 1634 81% 100% | 195 80% 12% | 176 75% 11% | 404 84% 25% B | 423 79% 26% | 183 81% 11% | 253 84% 16% B | 79 84% 5% | 208 82% 13% | 144 82% 9% | 137 73% 8% | 349 83% 21% J | 126 80% 8% | 155 79% 9% | 270 80% 17% | 166 86% 10% JMIN |
| DON'T KNOW | 13 1% 100% | 1 9% | 1 7% | 2 14% | 3 1% 25% | 5 2% 41% CDF | 1 4% | 1 1% 9% K | 1 6% | 2 1% 19% K | 1 7% | - - | 1 1% 10% | - - | 4 1% 34% K | 2 1% 15% K |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.3 DID YOU MAKE A COMPLAINT TO ROYAL MAIL ABOUT ITS SERVICES?

BASE : ALL WHO HAVE EXPERIENCED PROBLEMS

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|------------------|--------------------------|---------------------|-----------------------|-----------------------|-------------------------|---------------------|-----------------------|----------------------|------------------------|----------------------|-----------------------|------------------------|----------------------|--------------------|----------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 2027 100% | 227 11% | 228 11% | 402 20% | 495 24% | 271 13% | 404 20% | 81 4% | 214 11% | 204 10% | 158 8% | 328 16% | 207 10% | 216 11% | 355 18% | 264 13% |
| WEIGHTED TOTAL | 2020 100% | 244 12% | 234 12% | 479 24% | 537 27% | 224 11% | 301 15% | 94* 5% | 255 13% | 176 9% | 189 9% | 422 21% | 157 8% | 196 10% | 339 17% | 192 10% |
| YES | 373 18% 100% O | 48 20% 13% | 58 25% 15% P | 73 15% 20% | 110 21% 30% | 36 16% 10% | 47 16% 13% | 14 15% 4% | 46 18% 12% | 29 17% 8% | 51 27% 14% P | 74 17% 20% | 30 19% 8% | 41 21% 11% | 64 19% 17% | 24 13% 7% |
| NO | 1634 81% 100% J | 195 80% 12% | 176 75% 11% | 404 84% 25% | 423 79% 26% | 183 81% 11% | 253 84% 16% | 79 84% 5% | 208 82% 13% | 144 82% 9% | 137 73% 8% | 349 83% 21% | 126 80% 8% | 155 79% 9% | 270 80% 17% | 166 86% 10% P |
| DON'T KNOW | 13 1% 100% | 1 0% 9% | 1 0% 7% | 2 0% 14% | 3 1% 25% | 5 2% 41% P | 1 0% 4% | 1 0% 9% | 1 0% 6% | 2 1% 19% | 1 0% 7% | - - - | 1 1% 10% | - - - | 4 1% 34% | 2 1% 15% |

GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.3 DID YOU MAKE A COMPLAINT TO ROYAL MAIL ABOUT ITS SERVICES?

BASE : ALL WHO HAVE EXPERIENCED PROBLEMS

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|------------------|---------------------|-----------------------------|----------------------------|-----------------|--|-------------------|-------------------|-------------------|------------------------------------|-----------------------|---------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 2027 100% | 419 21% | 1598 79% | 98 5% | 1513 75% | 514 25% | 148 7% | 261 13% | 1600 79% | 279 14% | 166 8% |
| WEIGHTED TOTAL | 2020 100% | 348 17% | 1662 82% | 82 4% | 1583 78% | 436 22% | 123 6% | 233 12% | 1649 82% | 248 12% | 137 7% |
| YES | 373 18% 100% | 68 20% 18% | 301 18% 81% | 15 18% 4% | 302 19% 81% | 71 16% 19% | 22 18% 6% | 40 17% 11% | 310 19% 83% | 42 17% 11% | 24 17% 6% |
| NO | 1634 81% 100% | 278 80% 17% | 1350 81% 83% | 65 80% 4% | 1271 80% 78% | 363 83% 22% | 101 82% 6% | 191 82% 12% | 1329 81% 81% | 204 82% 12% | 113 83% 7% |
| DON'T KNOW | 13 1% 100% | 2 1% 16% | 11 1% 84% | 1 2% 11% | 10 1% 80% | 3 1% 20% | - - - | 2 1% 17% | 10 1% 83% | 2 1% 17% | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.3 DID YOU MAKE A COMPLAINT TO ROYAL MAIL ABOUT ITS SERVICES?

BASE : ALL WHO HAVE EXPERIENCED PROBLEMS

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|------------------|---------------------|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 2027 100% | 419 21% | 1598 79% | 98 5% | 1513 75% | 514 25% | 148 7% | 261 13% | 1600 79% | 279 14% | 166 8% |
| WEIGHTED TOTAL | 2020 100% | 348 17% | 1662 82% | 82* 4% | 1583 78% | 436 22% | 123 6% | 233 12% | 1649 82% | 248 12% | 137 7% |
| YES | 373 18% 100% | 68 20% 18% | 301 18% 81% | 15 18% 4% | 302 19% 81% | 71 16% 19% | 22 18% 6% | 40 17% 11% | 310 19% 83% | 42 17% 11% | 24 17% 6% |
| NO | 1634 81% 100% | 278 80% 17% | 1350 81% 83% | 65 80% 4% | 1271 80% 78% | 363 83% 22% | 101 82% 6% | 191 82% 12% | 1329 81% 81% | 204 82% 12% | 113 83% 7% |
| DON'T KNOW | 13 1% 100% | 2 1% 16% | 11 1% 84% | 1 2% 11% | 10 1% 80% | 3 1% 20% | - - - | 2 1% 17% | 10 1% 83% | 2 1% 17% | - - - |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.3 DID YOU MAKE A COMPLAINT TO ROYAL MAIL ABOUT ITS SERVICES?

BASE : ALL WHO HAVE EXPERIENCED PROBLEMS

| TOTAL | DID YOU MAKE A COMPLAINT TO ROYAL MAIL ABOUT ITS SERVICES? (D3) | | |
|------------------|---|---------------------|--------------------|
| | YES (A) | NO (B) | DON'T KNOW (C) |
| UNWEIGHTED TOTAL | 2027 100% | 372 18% | 1640 81% |
| WEIGHTED TOTAL | 2020 100% | 373 18% | 1634 81% |
| YES | 373 18% 100% | - - 100% B | - - - - |
| NO | 1634 81% 100% | - - 100% A | - - - |
| DON'T KNOW | 13 1% 100% | - - - | 13 100% 100% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C
*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.3 DID YOU MAKE A COMPLAINT TO ROYAL MAIL ABOUT ITS SERVICES?

BASE : ALL WHO HAVE EXPERIENCED PROBLEMS

| | TOTAL (D) | DID YOU MAKE A COMPLAINT TO ROYAL MAIL ABOUT ITS SERVICES? (D3) | | |
|------------------|--------------------------|--|---------------------------|----------------------|
| | | YES (A) | NO (B) | DON'T KNOW (C) |
| UNWEIGHTED TOTAL | 2027 100% | 372 18% | 1640 81% | 15 1% |
| WEIGHTED TOTAL | 2020 100% | 373 18% | 1634 81% | 13** 1% |
| YES | 373 18% 100% B | 373 100% 100% D | - - - | - - - |
| NO | 1634 81% 100% A | - - | 1634 100% 100% D | - - - |
| DON'T KNOW | 13 1% 100% B | - - | - - | 13 100% 100% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - D/A - D/B - D/C
*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.3 DID YOU MAKE A COMPLAINT TO ROYAL MAIL ABOUT ITS SERVICES?

BASE : ALL WHO HAVE EXPERIENCED PROBLEMS

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|------------------|---------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|-------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 2027 100% | 409 20% | 46 2% | 733 36% | 164 8% | 371 18% | 304 15% | 386 19% | 113 6% | 593 29% | 100 5% | 534 26% | 301 15% |
| WEIGHTED TOTAL | 2020 100% | 435 22% | 44* 2% | 850 42% | 165 8% | 298 15% | 227 11% | 423 21% | 102* 5% | 674 33% | 94* 5% | 487 24% | 240 12% |
| YES | 373 18% 100% | 98 23% 26% F | 8 19% 2% | 149 18% 40% | 35 21% 9% F | 55 19% 15% F | 28 12% 7% | 70 16% 19% | 20 19% 5% | 139 21% 37% | 15 16% 4% | 94 19% 25% | 36 15% 10% |
| NO | 1634 81% 100% | 335 77% 20% | 36 81% 2% | 697 82% 43% | 131 79% 8% | 240 80% 15% | 196 87% 12% AE | 349 83% 21% | 82 81% 5% | 534 79% 33% | 78 82% 5% | 388 80% 24% | 202 84% 12% |
| DON'T KNOW | 13 1% 100% | 2 1% 16% | - - | 5 1% 40% | - - | 3 1% 24% | 3 1% 20% | 4 1% 34% | - - | 1 7% | 1 1% 10% | 5 1% 39% | 1 1% 10% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QD.3 DID YOU MAKE A COMPLAINT TO ROYAL MAIL ABOUT ITS SERVICES?

BASE : ALL WHO HAVE EXPERIENCED PROBLEMS

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|------------------|---------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 2027 100% | 409 20% | 46 2% | 733 36% | 164 8% | 371 18% | 304 15% | 386 19% | 113 6% | 593 29% | 100 5% | 534 26% | 301 15% |
| WEIGHTED TOTAL | 2020 100% | 435 22% | 44* 2% | 850 42% | 165 8% | 298 15% | 227 11% | 423 21% | 102* 5% | 674 33% | 94* 5% | 487 24% | 240 12% |
| YES | 373 18% F | 98 23% 26% | 8 19% 2% | 149 18% 40% | 35 21% 9% | 55 19% 15% | 28 12% 7% | 70 16% 19% | 20 19% 5% | 139 21% 37% | 15 16% 4% | 94 19% 25% | 36 15% 10% |
| NO | 1634 81% 100% | 335 77% 20% | 36 81% 2% | 697 82% 43% | 131 79% 8% | 240 80% 15% | 196 87% 12% M | 349 83% 21% | 82 81% 5% | 534 79% 33% | 78 82% 5% | 388 80% 24% | 202 84% 12% |
| DON'T KNOW | 13 1% 100% | 2 1% 16% | - - - | 5 1% 40% | - - - | 3 1% 24% | 3 1% 20% | 4 1% 34% | - - - | 1 1% 7% | 1 1% 10% | 5 1% 39% | 1 1% 10% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|--------------------------------|-------------------------------|-------------------------------|--------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|------------------------|-------------------------|-------------------------|-------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 3266 91% 100% | 391 81% 12% | 483 86% 15% | 622 94% AB | 571 94% AB | 493 91% AB | 380 95% ABE | 326 94% AB | 874 84% 27% | 1686 93% 52% H | 706 95% 22% H | 874 84% 27% | 1193 94% 37% K | 1199 93% 37% K |
| 2432 67% 100% | 422 88% 17% DEF G | 475 84% 20% EFG | 548 83% 23% EFG | 487 80% 20% EFG | 310 58% 13% FG | 147 37% 6% G | 43 12% 2% J | 897 86% 37% IJ | 1345 74% 55% J | 190 25% 8% J | 897 86% 37% LM | 1035 81% 43% M | 500 39% 21% J |
| 500 14% 100% | 133 28% 27% CDE FG | 131 23% 28% DEF G | 140 21% 28% DEF G | 55 9% 11% FG | 36 7% 7% FG | 6 1% 1% G | - - - | 264 26% 53% J | 231 13% 46% J | 6 1% 1% J | 264 25% 53% LM | 195 15% 39% M | 42 3% 8% J |
| 1483 41% 100% | 114 24% 8% | 203 36% 14% A | 287 43% 19% AB | 266 44% 18% AB | 260 48% 18% AB | 183 46% 12% AB | 169 49% 11% AB | 317 30% 21% J | 814 45% 55% H | 353 47% 24% H | 317 30% 21% J | 554 43% 37% K | 613 48% 41% KL |
| 2165 60% 100% | 323 67% 15% EFG | 401 71% 18% EFG | 484 73% 22% EFG | 419 69% 19% EFG | 309 57% 14% FG | 168 42% 8% G | 61 18% 3% J | 723 69% 33% J | 1212 67% 56% J | 230 31% 11% J | 723 69% 33% M | 904 71% 42% M | 538 42% 25% J |
| 879 24% 100% | 196 41% 22% DEF G | 227 40% 26% DEF G | 228 34% 26% DEF G | 148 24% 17% EFG | 59 11% 7% FG | 18 4% 2% G | 4 1% 1% J | 424 40% 48% IJ | 434 24% 45% J | 21 3% 2% J | 424 40% 48% LM | 376 30% 43% M | 80 6% 9% J |
| 39 1% 100% | 3 1% 9% | 8 1% 19% | 6 1% 15% | 9 1% 22% | 9 2% 23% | 3 1% 7% | 2 1% 5% | 11 1% 28% | 24 1% 60% | 5 1% 12% | 11 1% 28% | 15 1% 38% | 13 1% 34% |
| 2463 68% 100% | 428 89% 17% CDE FG | 486 86% 20% DEF G | 557 84% 23% EFG | 490 80% 20% EFG | 312 58% 13% FG | 148 37% 6% G | 43 12% 2% J | 914 87% 37% J | 1359 75% 55% J | 191 26% 8% J | 914 87% 37% LM | 1047 82% 43% M | 502 39% 20% J |
| 2287 63% 100% | 363 75% 16% EFG | 428 76% 19% EFG | 508 77% 22% EFG | 437 72% 19% EFG | 316 59% 14% FG | 173 43% 8% G | 62 18% 3% J | 791 76% 35% J | 1261 70% 55% J | 235 32% 10% J | 791 76% 35% M | 945 74% 41% M | 551 43% 24% J |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | |
|--------------|--------------|--------------|--------------|--------------|--------------|--------------|----------------------------|--------------|--------------|---------------------|--------------|--------------|----------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 16 100% | 2 13% | 3 16% | - - | 1 9% | 2 10% | 2 11% | 6 2% 40% BCD E | 5 29% | 3 20% | 8 1% 51% I | 5 29% | 1 9% | 10 1% 62% L |
| 2 100% | - - | 1 66% | - - | - - | - - | - - | 1 34% | 1 66% | - - | 1 34% | 1 66% | - - | 1 34% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (N) | AGE | | | | | | | | | | | | |
|----------------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|-------------------------|------------------------|------------------------|-------------------------|-------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 3266 91% 100% ABH K | 391 81% 12% | 483 86% 15% | 622 94% 19% N | 571 94% 17% N | 493 91% 15% | 380 95% 12% N | 326 94% 10% N | 874 84% 27% | 1686 93% 52% N | 706 95% 22% N | 874 84% 27% | 1193 94% 37% N | 1199 93% 37% N |
| 2432 67% 100% EFG JM | 422 88% 17% N | 475 84% 20% N | 548 83% 23% N | 487 80% 20% N | 310 58% 13% | 147 37% 6% | 43 12% 2% | 897 86% 37% N | 1345 74% 55% N | 190 25% 8% | 897 86% 37% N | 1035 81% 43% N | 500 39% 21% |
| 500 14% 100% DEF GJM | 133 28% 27% N | 131 23% 26% N | 140 21% 28% N | 55 9% 11% | 36 7% 7% | 6 1% 1% | - - - | 264 25% 53% N | 231 13% 46% N | 6 1% 1% | 264 25% 53% N | 195 15% 39% N | 42 3% 8% |
| 1483 41% 100% ABHK | 114 24% 8% | 203 36% 14% | 287 43% 19% | 266 44% 18% | 260 48% 18% N | 183 46% 12% N | 169 49% 11% N | 317 30% 21% | 814 45% 55% N | 353 47% 24% N | 317 30% 21% | 554 43% 37% | 613 48% 41% N |
| 2165 60% 100% FGJ M | 323 67% 15% N | 401 71% 18% N | 484 73% 22% N | 419 69% 19% N | 309 57% 14% | 168 42% 8% | 61 18% 3% | 723 69% 33% N | 1212 67% 56% N | 230 31% 11% | 723 69% 33% N | 904 71% 42% N | 538 42% 25% |
| 879 24% 100% EFG JM | 196 41% 22% N | 227 40% 26% N | 228 34% 26% N | 148 24% 17% | 59 11% 7% | 18 4% 2% | 4 1% - | 424 40% 48% N | 434 24% 49% N | 21 3% 2% | 424 40% 48% N | 376 30% 43% N | 80 6% 9% |
| 39 1% 100% | 3 1% 9% | 8 1% 19% | 6 1% 15% | 9 1% 22% | 9 2% 23% | 3 1% 7% | 2 1% 5% | 11 1% 28% | 24 1% 60% | 5 1% 12% | 11 1% 28% | 15 1% 38% | 13 1% 34% |
| 2463 68% 100% EFG JM | 428 89% 17% N | 486 86% 20% N | 557 84% 23% N | 490 80% 20% N | 312 58% 13% | 148 37% 6% | 43 12% 2% | 914 87% 37% N | 1359 75% 55% N | 191 26% 8% | 914 87% 37% N | 1047 82% 43% N | 502 39% 20% |
| 2287 63% 100% EFG JM | 363 75% 16% N | 428 76% 19% N | 508 77% 22% N | 437 72% 19% N | 316 59% 14% | 173 43% 8% | 62 18% 3% | 791 76% 35% N | 1261 70% 55% N | 235 32% 10% | 791 76% 35% N | 945 74% 41% N | 551 43% 24% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (N) | AGE | | | | | | | | | | | | |
|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|---------------|--------------|--------------|-------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 16 100% | 2 13% | 3 16% | - - | 1 9% | 2 10% | 2 11% | 6 N | 5 29% | 3 20% | 8 51% N | 5 29% | 1 9% | 10 62% |
| 2 100% | - - | 1 66% | - - | - - | - - | - - | 1 34% | 1 66% | - - | 1 34% | 1 66% | - - | 1 34% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | SEX | | SEX/AGE | | | | | |
|---------------------|-------------------------|-------------------------|--------------------------------|--------------------------|-------------------------|--------------------------------|-------------------------------|---------------------------|
| | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| 3266 91% 100% | 1544 89% 47% | 1721 92% 53% A | 438 84% 13% | 575 92% 18% CF | 531 91% 16% CF | 435 83% 13% | 618 95% 19% CDE F | 668 95% 20% CDEF |
| 2432 67% 100% | 1139 66% 47% | 1293 69% 53% | 429 83% 18% EH | 500 80% 21% EH | 210 36% 9% | 468 89% 19% CDE GH | 536 83% 22% EH | 290 41% 12% |
| 500 14% 100% | 275 16% 55% B | 225 12% 45% | 141 27% 28% DEG H | 104 17% 21% EH | 31 5% 6% H | 123 23% 25% DEG H | 91 14% 18% EH | 11 2% 2% |
| 1483 41% 100% | 701 41% 47% | 782 42% 53% | 146 28% 10% | 270 43% 18% CF | 285 49% 19% CF | 171 33% 12% | 284 44% 19% CF | 327 47% 22% CF |
| 2165 60% 100% | 1079 63% 50% B | 1086 58% 50% | 369 71% 17% EH | 439 70% 20% EH | 271 47% 13% H | 354 67% 16% EH | 465 72% 21% EH | 267 38% 12% |
| 879 24% 100% | 484 28% 55% B | 395 21% 45% | 228 44% 26% DEF GH | 211 34% 24% EGH | 45 8% 5% H | 195 37% 22% EGH | 165 25% 19% EH | 35 5% 4% |
| 39 1% 100% | 19 1% 47% | 21 1% 53% | 4 1% 11% | 10 2% 24% | 5 1% 12% | 6 1% 16% | 5 1% 14% | 9 1% 23% |
| 2463 68% 100% | 1157 67% 47% | 1306 70% 53% | 439 84% 18% EH | 506 81% 21% EH | 212 37% 9% | 475 90% 19% CDE GH | 541 83% 22% EH | 290 41% 12% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | SEX | | SEX/AGE | | | | | |
|--|-------------------------|--------------------|-------------------------|-------------------------|------------------------|-------------------------|-------------------------|----------------------|
| | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL | | | | | | | | |
| 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| ANY INTERNET OR EMAIL | | | | | | | | |
| 2287 63% 100% | 1135 66% 50% B | 1152 61% 50% | 400 77% 18% EH | 456 73% 20% EH | 278 48% 12% H | 391 74% 17% EH | 488 75% 21% EH | 273 39% 12% |
| NONE OF THESE (SINGLE CODE) | | | | | | | | |
| 16 100% | 12 1% 78% B | 3 22% | 4 1% 25% | 1 6% | 7 1% 48% DFGH | 1 4% | 1 4% | 2 14% |
| DON'T KNOW | | | | | | | | |
| 2 100% | 1 34% | 1 66% | - - | - - | 1 34% | 1 66% | - - | - - |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|---|---------------------------|-----------------------|--------------------|-----------------------|-----------------------|-----------------------|------------------------|------------------------|-----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| LANDLINE/MOBILE PHONE VOICE CALLS | 3266 91% 100% CF | 1544 89% 47% | 1721 92% 53% | 438 84% 13% | 575 92% 18% | 531 91% 16% | 435 83% 13% | 618 95% 19% | 668 95% 20% |
| TEXT MESSAGING (SMS) | 2432 67% 100% EH | 1139 66% 47% | 1293 69% 53% | 429 83% 18% | 500 80% 21% | 210 36% 9% | 468 89% 19% | 536 83% 22% | 290 41% 12% |
| USE MESSENGER SERVICE VIA A BLACKBERRY/ SMARTPHONE | 500 14% 100% EH | 275 16% 55% | 225 12% 45% | 141 27% 28% | 104 17% 21% | 31 5% 6% | 123 23% 25% | 91 14% 18% | 11 2% 2% |
| SENDING/ RECEIVING MAIL USING POSTAL SERVICES | 1483 41% 100% CF | 701 41% 47% | 782 42% 53% | 146 28% 10% | 270 43% 18% | 285 49% 19% | 171 33% 12% | 284 44% 19% | 327 47% 22% |
| USING THE INTERNET OR EMAIL VIA A COMPUTER/ LAPTOP/NETBOOK/TABLET COMPUTER | 2165 60% 100% EH | 1079 63% 50% | 1086 58% 50% | 369 71% 17% | 439 70% 20% | 271 47% 13% | 354 67% 16% | 465 72% 21% | 267 38% 12% |
| USING THE INTERNET OR EMAIL VIA A SMARTPHONE | 879 24% 100% BEH | 484 28% 55% | 395 21% 45% | 228 44% 26% | 211 34% 24% | 45 8% 5% | 195 37% 22% | 165 25% 19% | 35 5% 4% |
| OTHER (WRITE IN) | 39 1% 100% | 19 1% 47% | 21 1% 53% | 4 1% 11% | 10 2% 24% | 5 1% 12% | 6 1% 16% | 5 1% 14% | 9 1% 23% |
| ANY MESSENGER OR TEXT ON SMARTPHONE | 2463 68% 100% EH | 1157 67% 47% | 1306 70% 53% | 439 84% 18% | 506 81% 21% | 212 37% 9% | 475 90% 19% | 541 83% 22% | 290 41% 12% |
| ANY INTERNET OR EMAIL | 2287 63% 100% EH | 1135 66% 50% | 1152 61% 50% | 400 77% 18% | 456 73% 20% | 278 48% 12% | 391 74% 17% | 488 75% 21% | 273 39% 12% |
| NONE OF THESE (SINGLE CODE) | 16 1% 100% | 12 1% 78% | 3 22% | 4 1% 25% | 1 6% | 7 1% 48% | 1 4% | 1 4% | 2 14% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (I) | SEX | | SEX/AGE | | | | | |
|---------------------------------------|-------------|---------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| DON'T KNOW 2 100% | 1 34% | 1 66% | - - | - - | 1 34% | 1 66% | - - | - - |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|---|---------------------|-----------------------------|-------------------------------|------------------------------|-------------------------|------------------------|------------------------|-------------------------|-------------------------|------------------------|---------------------------|-----------------------|------------------------------------|-----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| LANDLINE/MOBILE PHONE VOICE CALLS | 3266 91% 100% | 113 96% 3% E | 602 95% 18% CD EF | 964 89% 30% E | 696 91% 21% E | 396 85% 12% E | 494 92% 15% E | 715 95% 22% HI | 1661 90% 51% I | 890 88% 27% I | 2762 91% 85% K | 263 84% 8% K | 95 95% 3% K | 145 88% 4% K | 2787 91% 85% K | 268 91% 8% K |
| TEXT MESSAGING (SMS) | 2432 67% 100% | 88 75% 4% F | 456 72% 19% F | 779 72% 32% DF | 512 67% 21% F | 328 70% 13% F | 270 50% 11% F | 544 72% 22% I | 1290 70% 53% I | 598 59% 25% I | 2043 68% 84% M | 222 71% 9% M | 73 72% 3% M | 94 57% 4% M | 2058 67% 85% M | 207 70% 9% M |
| USE MESSENGER SERVICE VIA A BLACKBERRY/ SMARTPHONE | 500 14% 100% | 32 27% 6% CD EF | 123 19% 25% CD EF | 156 14% 31% F | 101 13% 20% F | 55 12% 11% F | 33 6% 7% F | 155 21% 31% HI | 257 14% 51% I | 88 9% 18% I | 423 14% 85% M | 48 15% 10% M | 17 17% 3% M | 12 7% 2% M | 401 13% 80% M | 52 18% 10% N |
| SENDING / RECEIVING MAIL USING POSTAL SERVICES | 1483 41% 100% | 70 59% 5% CD EF | 343 54% 23% CD EF | 483 45% 33% DE F | 274 36% 18% F | 146 31% 10% F | 169 31% 11% F | 413 55% 28% HI | 756 41% 51% I | 314 31% 21% I | 1300 43% 88% KLM | 105 34% 7% K | 22 22% 1% K | 56 34% 4% L | 1299 42% 88% L | 116 39% 8% L |
| USING THE INTERNET OR EMAIL VIA A COMPUTER/ LAPTOP / NETBOOK / TABLET COMPUTER | 2165 60% 100% | 98 83% 5% CD EF | 493 78% 23% CD EF | 757 70% 35% DE F | 435 57% 20% EF | 234 50% 11% F | 149 28% 7% F | 591 79% 27% HI | 1192 65% 55% I | 383 38% 18% I | 1836 61% 85% M | 193 62% 9% M | 55 55% 3% M | 81 49% 4% M | 1853 60% 86% M | 187 64% 9% M |
| USING THE INTERNET OR EMAIL VIA A SMARTPHONE | 879 24% 100% | 51 43% 6% CD EF | 219 34% 25% CD EF | 313 29% 36% DE F | 168 22% 19% F | 81 17% 9% F | 47 9% 5% F | 270 36% 31% HI | 481 26% 55% I | 128 13% 15% I | 764 25% 87% LM | 73 23% 8% LM | 15 15% 2% LM | 27 16% 3% LM | 724 24% 82% LM | 82 28% 9% LM |
| OTHER (WRITE IN) | 39 1% 100% | 5 4% 12% CD EF | 13 2% 33% D | 12 1% 31% D | 1 1% 4% D | 3 3% 9% D | 5 1% 13% D | 17 2% 44% HI | 13 1% 34% I | 8 1% 21% I | 35 1% 89% M | 4 1% 9% M | - - - M | 1 1% 2% M | 29 1% 74% M | 9 3% 22% N |
| ANY MESSENGER OR TEXT ON SMARTPHONE | 2463 68% 100% | 91 77% 4% F | 458 72% 19% F | 792 73% 32% DF | 520 68% 21% F | 331 71% 13% F | 272 50% 11% F | 548 73% 22% I | 1312 71% 53% I | 603 60% 24% I | 2073 69% 84% M | 222 71% 9% M | 73 72% 3% M | 95 58% 4% M | 2078 68% 84% M | 211 72% 9% M |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|-----------------------------|---------------------|-----------------|-------------------|-------------------|-------------------|---------------------|---------------------------|-------------------|--------------------|----------------------------|--------------------|---------------------|------------------------------------|---------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3603 100% | 118* 3% . | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% . | 165 5% | 3068 85% | 295 8% |
| ANY INTERNET OR EMAIL | 2287 63% 100% | 99 84% 4% | 512 81% 22% | 793 73% 35% | 461 60% 20% | 256 55% 11% | 166 31% 7% | 611 81% 27% | 1253 68% 55% | 423 42% 18% | 1947 64% 85% | 200 64% 9% | 56 56% 2% | 83 50% 4% | 1955 64% 85% | 196 66% 9% |
| | | CD EF | CD EF | DE F | F | F | | HI | I | | M | M | | | | |
| NONE OF THESE (SINGLE CODE) | 16 . 100% | - - . | 1 . 5% | 2 . 15% | 3 . 16% | 4 . 1% 23% | 6 . 1% 41% BC | 1 . 5% | 5 . 31% | 10 . 1% 64% GH | 14 . 87% | - - . | - - . | 2 . 1% 13% | 13 . 84% | 1 . 6% |
| DON'T KNOW | 2 . 100% | - - . | - - . | - - . | 1 . 66% | - - . | 1 . 34% | - - . | 1 . 66% | 1 . 34% | 2 . 100% | - - . | - - . | - - . | 1 . 34% | - - . |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|-----------------------------|--------------------------|---------------------------|----------------------|--------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 3266 91% 100% | 951 90% 29% | 591 88% 18% | 360 95% 11% ABDG | 1704 90% 52% | 556 94% 17% ABDG | 103 92% 3% | 2655 90% 81% |
| 2432 67% 100% | 722 69% 30% F | 448 67% 18% F | 274 72% 11% F | 1275 67% 52% F | 391 66% 16% | 63 56% 3% | 1997 68% 82% F |
| 500 14% 100% | 164 16% 33% EF | 83 12% 17% | 81 21% 16% ABDEFG | 258 14% 52% | 67 11% 13% | 8 7% 2% | 422 14% 84% |
| 1483 41% 100% | 363 34% 24% B | 194 29% 13% | 169 44% 11% AB | 826 44% 56% ABG | 265 45% 18% AB | 50 44% 3% B | 1189 40% 80% AB |
| 2165 60% 100% | 589 56% 27% | 359 53% 17% | 230 60% 11% B | 1141 60% 53% AB | 395 66% 18% ABDG | 68 60% 3% | 1730 59% 80% B |
| 879 24% 100% | 290 28% 33% BD | 154 23% 18% | 136 36% 15% ABDEFG | 432 23% 49% | 147 25% 17% | 23 21% 3% | 722 25% 82% |
| 39 1% 100% | 15 1% 39% | 15 2% 37% CDG | 1 2% | 17 1% 42% | 6 1% 16% | 1 1% 3% | 32 1% 82% |
| 2463 68% 100% | 738 70% 30% F | 455 68% 18% F | 283 74% 11% BDEFG | 1287 68% 52% F | 394 66% 16% | 64 57% 3% | 2025 69% 82% F |
| 2287 63% 100% | 631 60% 28% | 383 57% 17% | 248 65% 11% B | 1201 63% 53% B | 411 69% 18% ABDG | 69 61% 3% | 1833 62% 80% B |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|--------------|----------------------------------|---|-----------------------|-----------------|----------------|----------------------|------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 16 100% | 5 31% | 4 7% 25% | 1 6% | 7 45% | 4 7% 25% | 2 7% 10% | 12 75% |
| 2 100% | 1 66% | - - | 1 66% D | - - | - - | - - | 1 66% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | UK GEOGRAPHICS GROUPS | | | | | |
|---|---------------------|---------------------------|-------------------------|--------------------------|------------------------|-----------------|-----------------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| LANDLINE/MOBILE PHONE VOICE CALLS | 3266 91% 100% | 436 93% 13% BDE | 515 88% 16% | 1101 91% 34% | 603 89% 18% | 52 84% 2% | 425 95% 13% BCDE |
| TEXT MESSAGING (SMS) | 2432 67% 100% | 313 67% 13% | 409 70% 17% DE | 854 70% 35% DEG | 421 62% 17% | 33 53% 1% | 308 69% 13% DE |
| USE MESSENGER SERVICE VIA A BLACKBERRY/ SMARTPHONE | 500 14% 100% | 87 19% 17% BDFG | 78 13% 15% | 193 16% 39% D | 65 10% 13% | 6 10% 1% | 54 12% 11% |
| SENDING/ RECEIVING MAIL USING POSTAL SERVICES | 1483 41% 100% | 190 41% 13% B | 173 30% 12% | 562 46% 38% ABD | 264 39% 18% B | 21 34% 1% | 209 47% 14% BD |
| USING THE INTERNET OR EMAIL VIA A COMPUTER/ LAPTOP/NETBOOK/TABLET COMPUTER | 2165 60% 100% | 261 56% 12% | 328 56% 15% | 754 62% 35% ABD | 387 57% 18% | 35 57% 2% | 310 69% 14% ABCD |
| USING THE INTERNET OR EMAIL VIA A SMARTPHONE | 879 24% 100% | 152 32% 17% BCDE | 138 24% 16% D | 319 26% 36% D | 114 17% 13% | 10 16% 1% | 117 26% 13% D |
| OTHER (WRITE IN) | 39 1% 100% | 1 2% | 15 2% 37% AC | 9 1% 22% | 8 1% 20% | 1 2% 3% | 4 1% 11% |
| ANY MESSENGER OR TEXT ON SMARTPHONE | 2463 68% 100% | 322 69% 19% DE | 416 71% 17% DE | 861 71% 35% DE | 426 63% 17% | 33 53% 1% | 310 69% 13% DE |
| ANY INTERNET OR EMAIL | 2287 63% 100% | 283 61% 12% | 348 59% 15% | 799 66% 35% BD | 402 59% 18% | 35 57% 2% | 325 73% 14% ABCDEG |
| NONE OF THESE (SINGLE CODE) | 16 * 100% | 1 * 10% | 3 1% 21% | 5 * 32% | 2 * 13% | - * - | 2 1% 15% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|--------------|-----------------------|------------|-------------|------------|-----------|------------|-----------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 2 100% | 1 66% | - - | - - | - - | - - | - - | - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

Q.E.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|---|---------------------|------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|-------------------|--------------------|---------------------|------------------------------------|------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| LANDLINE/MOBILE PHONE VOICE CALLS | 3266 91% 100% | 113 96% 3% | 602 95% 18% | 964 89% 30% | 696 91% 21% | 396 85% 12% | 494 92% 15% | 715 95% 22% | 1661 90% 51% | 890 88% 27% | 2762 86% 85% | 263 84% 8% | 95 95% 3% | 145 88% 4% | 2787 85% 85% | 268 91% 8% |
| EIK | | | T | | | | | T | | | | | | | | |
| TEXT MESSAGING (SMS) | 2432 67% 100% | 88 75% 4% | 456 72% 19% | 779 72% 32% | 512 67% 21% | 328 70% 13% | 270 50% 11% | 544 72% 22% | 1290 70% 53% | 598 59% 25% | 2043 68% 84% | 222 71% 9% | 73 72% 3% | 94 57% 4% | 2058 67% 85% | 207 70% 9% |
| FIM | | | T | | | | | T | | | | | | | | |
| USE MESSENGER SERVICE VIA A BLACKBERRY/ SMARTPHONE | 500 14% 100% | 32 27% 6% | 123 19% 25% | 156 14% 31% | 101 13% 20% | 55 12% 11% | 33 6% 7% | 155 21% 31% | 257 14% 51% | 88 9% 18% | 423 14% 85% | 48 15% 10% | 17 17% 3% | 12 7% 2% | 401 13% 80% | 52 18% 10% |
| FIM | | | T | | | | | T | | | | | | | | |
| SENDING / RECEIVING MAIL USING POSTAL SERVICES | 1483 41% 100% | 70 59% 5% | 343 54% 23% | 483 45% 33% | 274 36% 18% | 146 31% 10% | 169 31% 11% | 413 55% 28% | 756 43% 51% | 314 31% 21% | 1300 43% 88% | 105 34% 7% | 22 22% 1% | 56 34% 4% | 1299 42% 88% | 116 39% 8% |
| DEF | | | T | | | | | T | | | | | | | | |
| IKL | | | | | | | | | | | | | | | | |
| USING THE INTERNET OR EMAIL VIA A COMPUTER/ LAPTOP / NETBOOK / TABLET COMPUTER | 2165 60% 100% | 98 83% 5% | 493 78% 23% | 757 70% 35% | 435 57% 20% | 234 50% 11% | 149 28% 7% | 591 79% 27% | 1192 65% 55% | 383 38% 18% | 1836 61% 85% | 193 62% 9% | 55 55% 3% | 81 49% 4% | 1853 60% 86% | 187 64% 9% |
| EFI | | | T | | | | | T | | | | | | | | |
| M | | | | | | | | | | | | | | | | |
| USING THE INTERNET OR EMAIL VIA A SMARTPHONE | 879 24% 100% | 51 43% 6% | 219 34% 25% | 313 29% 36% | 168 22% 19% | 81 17% 9% | 47 9% 5% | 270 36% 31% | 481 26% 55% | 128 13% 15% | 764 25% 87% | 73 23% 8% | 15 15% 2% | 27 16% 3% | 724 24% 82% | 82 28% 9% |
| EFI | | | T | | | | | T | | | | | | | | |
| M | | | | | | | | | | | | | | | | |
| OTHER (WRITE IN) | 39 1% 100% | 5 4% 12% | 13 2% 33% | 12 1% 31% | 1 * 4% | 3 1% 9% | 5 1% 13% | 17 2% 44% | 13 1% 34% | 8 1% 21% | 35 1% 89% | 4 1% 9% | - - - | 1 * 2% | 29 1% 74% | 9 3% 22% |
| D | | | T | | | | | T | | | | | | | | |
| ANY MESSENGER OR TEXT ON SMARTPHONE | 2463 68% 100% | 91 77% 4% | 458 72% 19% | 792 73% 32% | 520 68% 21% | 331 71% 13% | 272 50% 11% | 548 73% 22% | 1312 71% 53% | 603 60% 24% | 2073 69% 84% | 222 71% 9% | 73 72% 3% | 95 58% 4% | 2078 68% 84% | 211 72% 9% |
| FIM | | | T | | | | | T | | | | | | | | |
| ANY INTERNET OR EMAIL | 2287 63% 100% | 99 84% 4% | 512 81% 22% | 793 73% 35% | 461 60% 20% | 256 55% 11% | 166 31% 7% | 611 81% 27% | 1253 68% 55% | 423 42% 18% | 1947 64% 85% | 200 64% 9% | 56 56% 2% | 83 50% 4% | 1955 64% 85% | 196 66% 9% |
| EFI | | | T | | | | | T | | | | | | | | |
| M | | | | | | | | | | | | | | | | |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|--------------------------------|--------------|-----------------|------------|-------------|------------|----------------|----------------|------------|-------------|-------------|--------------------|---------------------|------------------------------------|--------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3603 100% | 118* 3% . | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% . | 165 5% | 3068 85% | 295 8% |
| NONE OF THESE (SINGLE CODE) | 16 . | - . | 1 5% | 2 15% | 3 16% | 4 1% 23% | 6 1% 41% | 1 5% | 5 31% | 10 64% | 14 87% | - . | - . | 2 13% | 13 84% | 1 6% |
| DON'T KNOW | 2 . | - . | - . | - . | 1 66% | - . | 1 34% | - . | 1 66% | 1 34% | 2 100% | - . | - . | - . | 1 34% | - . |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|---------------------------|----------------------------------|---|------------------------|--------------------|------------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 3266 91% 100% B | 951 90% 29% | 591 88% 18% | 360 95% 11% H | 1704 90% 52% | 556 94% 17% H | 103 92% 3% | 2655 90% 81% |
| 2432 67% 100% F | 722 69% 30% | 448 67% 18% | 274 72% 11% | 1275 67% 52% | 391 66% 16% | 63 56% 3% | 1997 68 82% |
| 500 14% 100% | 164 16% 33% | 83 12% 17% | 81 21% 16% H | 258 14% 52% | 67 11% 13% | 8 7% 2% | 422 14 84% |
| 1483 41% 100% AB | 363 34% 24% | 194 29% 13% | 169 44% 11% | 826 44% 56% | 265 45% 18% | 50 44% 3% | 1189 40 80% |
| 2165 60% 100% AB | 589 56% 27% | 359 53% 17% | 230 60% 11% | 1141 60% 53% | 395 66% 18% H | 68 60% 3% | 1730 59 80% |
| 879 24% 100% | 290 28% 33% | 154 23% 18% | 136 36% 15% H | 432 23% 49% | 147 25% 17% | 23 21% 3% | 722 25 82% |
| 39 1% 100% | 15 1% 39% | 15 2% 37% H | 1 2% | 17 1% 42% | 6 1% 16% | 1 1% 3% | 32 1 82% |
| 2463 68% 100% F | 738 70% 30% | 455 68% 18% | 283 74% 11% H | 1287 68% 52% | 394 66% 16% | 64 57% 3% | 2025 69 82% |
| 2287 63% 100% B | 631 60% 28% | 383 57% 17% | 248 65% 11% | 1201 63% 53% | 411 69% 18% H | 69 61% 3% | 1833 62 80% |

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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

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| TOTAL (H) | URBAN | | | | | | |
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| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 16 100% | 5 31% | 4 25% | 1 6% | 7 45% | 4 25% | 2 10% | 12 75% |
| 2 100% | 1 66% | - | 1 66% | - | - | - | 1 66% |



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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
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NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|---|---------------------------|------------------------|----------------------|------------------------|-------------------|-----------------|---------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| LANDLINE/MOBILE PHONE VOICE CALLS | 3266 91% 100% | 436 93% 13% | 515 88% 16% | 1101 91% 34% | 603 89% 18% | 52 84% 2% | 79 93% 2% |
| TEXT MESSAGING (SMS) | 2432 67% 100% DE | 313 67% 13% | 409 70% 17% | 854 70% 35% | 421 62% 17% | 33 53% 1% | 50 59% 2% |
| USE MESSENGER SERVICE VIA A BLACKBERRY/ SMARTPHONE | 500 14% 100% D | 87 19% 17% H | 78 13% 15% | 193 16% 39% | 65 10% 13% | 6 10% 1% | 6 7% 1% |
| SENDING/ RECEIVING MAIL USING POSTAL SERVICES | 1483 41% 100% B | 190 41% 13% | 173 30% 12% | 562 46% 38% H | 264 39% 18% | 21 34% 1% | 35 41% 2% |
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| USING THE INTERNET OR EMAIL VIA A SMARTPHONE | 879 24% 100% D | 152 32% 17% H | 138 24% 16% | 319 26% 36% | 114 17% 13% | 10 16% 1% | 19 23% 2% |
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| ANY MESSENGER OR TEXT ON SMARTPHONE | 2463 68% 100% DE | 322 69% 13% | 416 71% 17% | 861 71% 35% | 426 63% 17% | 33 53% 1% | 51 60% 2% |
| ANY INTERNET OR EMAIL | 2287 63% 100% | 283 61% 12% | 348 59% 15% | 799 66% 35% | 402 59% 18% | 35 57% 2% | 51 59% 2% |
| NONE OF THESE (SINGLE CODE) | 16 * 100% | 1 * 10% | 3 1% 21% | 5 * 32% | 2 * 13% | - * - | 2 * 2% 10% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | | |
|--------------------------------|-----------------------|------------|-------------|------------|-----------|------------|-----------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| WEIGHTED TOTAL 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| DON'T KNOW 2 100% | 1 66% | - - | - - | - - | - - | - - | - - |



GfK NC

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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|---------------------|--------------------------------|---------------------------|--------------------------|--------------------------|------------------------|------------------------|----------------------------------|---------------------------------|--------------------------------|----------------------------------|----------------------------|-------------------------|-----------------------------------|---------------------------|---------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| LANDLINE/MOBILE PHONE VOICE CALLS | 3266 91% 100% | 359 94% 11% CEF | 356 96% 11% CDEF | 807 89% 26% E | 854 92% 26% E | 378 87% 12% E | 512 89% 16% E | 143 92% 4% HI | 467 84% 14% HI | 264 79% 8% HILN | 287 96% 9% HILN | 656 94% 20% HI | 251 91% 8% HI | 285 95% 9% HILN | 538 91% 16% HI | 376 95% 12% HILN |
| TEXT MESSAGING (SMS) | 2432 67% 100% | 275 72% 11% EF | 269 72% 11% EF | 612 67% 25% EF | 678 73% 28% CEF | 251 58% 10% E | 347 60% 14% E | 138 88% 6% LMNO | 472 85% 19% LMNO | 287 86% 12% LMNO | 257 86% 11% LMNO | 580 83% 24% LMNO | 198 72% 8% MNO | 149 50% 6% NO | 238 40% 10% O | 112 28% 5% O |
| USE MESSENGER SERVICE VIA A BLACKBERRY/ SMARTPHONE | 500 14% 100% | 93 24% 19% BCDE F | 62 17% 12% DEF | 149 16% 30% DEF | 108 12% 22% E | 33 8% 7% E | 55 10% 11% E | 61 39% 12% HIUK LMNO | 134 24% 27% KL MN O | 69 20% 14% KL MN O | 77 26% 15% KL MN O | 102 15% 20% LMNO | 16 6% 3% O | 17 6% 3% O | 21 3% 4% O | 4 1% 1% O |
| SENDING/ RECEIVING MAIL USING POSTAL SERVICES | 1483 41% 100% | 206 54% 14% CDEF | 206 56% 14% CDEF | 371 41% 25% EF | 386 41% 26% EF | 124 29% 8% E | 191 33% 13% E | 65 42% 4% HIL | 161 29% 11% HIL | 90 27% 6% HIL | 160 54% 11% GHIL LO | 311 44% 21% HILO | 83 30% 6% HIL | 187 63% 13% GHIL KLNO | 284 48% 19% HILO | 141 36% 10% HI |
| USING THE INTERNET OR EMAIL VIA A COMPUTER/ LAPTOP/NETBOOK/TABLET COMPUTER | 2165 60% 100% | 311 82% 14% CDEF | 280 75% 13% CDEF | 593 65% 27% EF | 598 64% 28% EF | 174 40% 8% E | 208 36% 10% E | 137 88% 6% HIKL MNO | 399 72% 18% ILNO | 187 56% 9% LNO | 258 87% 12% HIKL MNO | 528 75% 24% ILMNO | 119 43% 5% O | 196 66% 9% ILNO | 265 45% 12% O | 77 19% 4% O |
| USING THE INTERNET OR EMAIL VIA A SMARTPHONE | 879 24% 100% | 159 42% 16% BCDE F | 111 30% 13% DEF | 276 30% 31% DEF | 205 22% 23% EF | 49 11% 6% E | 79 14% 9% E | 89 57% 10% HIKL MNO | 239 43% 27% IKLM NO | 95 28% 11% LMNO | 148 50% 17% IKLM NO | 201 29% 23% LMNO | 26 10% 3% O | 32 7% 4% O | 42 7% 5% O | 6 2% 1% O |
| OTHER (WRITE IN) | 39 1% 100% | 8 2% 21% D | 9 2% 23% CDE | 8 1% 20% E | 6 1% 15% E | 3 1% 7% E | 6 1% 15% E | 2 1% 5% E | 6 1% 16% E | 2 1% 6% E | 8 3% 20% KN | 4 1% 10% KN | 3 1% 8% KN | 7 2% 19% KNO | 3 1% 9% KN | 3 1% 7% KN |
| ANY MESSENGER OR TEXT ON SMARTPHONE | 2463 68% 100% | 277 73% 11% EF | 271 73% 11% EF | 627 69% 29% EF | 684 73% 29% EF | 253 58% 10% E | 350 61% 14% E | 139 89% 6% LMNO | 485 88% 20% LMNO | 290 86% 12% LMNO | 261 87% 11% LMNO | 586 84% 24% LMNO | 200 73% 8% MNO | 149 50% 6% NO | 240 41% 10% O | 113 29% 5% O |
| ANY INTERNET OR EMAIL | 2287 63% 100% | 322 84% 14% BCDE F | 289 78% 13% CDEF | 627 69% 27% EF | 627 67% 27% EF | 186 43% 8% E | 237 41% 10% E | 143 92% 6% HIKL MNO | 429 77% 19% ILMN O | 219 65% 10% LNO | 270 91% 12% HIKL MNO | 551 79% 24% ILMNO | 124 45% 5% O | 198 66% 9% LNO | 273 46% 12% O | 80 20% 3% O |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|--------------------------------|----------------------------|---------------------|-----------------------|-----------------------|-------------------------|-----------------------------|-----------------------|----------------------|------------------------|----------------------|----------------------|------------------------|----------------------|--------------------|----------------------|----------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| NONE OF THESE (SINGLE CODE) | 16 100% | - | 1 5% | 4 27% | 1 4% | 8 2% 51% ABCD F | 2 12% | - | 1 4% | 4 1% 25% K | - | - | 1 1% 9% | 1 5% | 4 1% 27% K | 5 1% 30% HK |
| DON'T KNOW | 2 100% | - | - | - | 1 66% | 1 34% | - | - | 1 66% | - | - | - | - | - | - | 1 34% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|-----------------------------------|------------------------|------------------------|------------------------|-------------------------|------------------------|------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|-----------------------|------------------------|------------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| LANDLINE/MOBILE PHONE VOICE CALLS | 3266 91% 100% EHI P | 359 94% 11% P | 356 96% 11% P | 807 89% 25% P | 854 92% 26% P | 378 87% 12% P | 512 89% 16% P | 143 92% 4% P | 467 84% 14% P | 264 79% 8% P | 287 96% 9% P | 656 94% 20% P | 251 91% 8% P | 285 95% 9% P | 538 91% 16% P | 376 95% 12% P |
| TEXT MESSAGING (SMS) | 2432 67% 100% EFMN O | 275 72% 11% P | 269 72% 11% P | 612 67% 25% P | 678 73% 28% P | 251 58% 10% P | 347 60% 14% P | 138 88% 6% P | 472 85% 19% P | 287 86% 12% P | 257 86% 11% P | 580 83% 24% P | 198 72% 8% P | 149 50% 6% P | 238 40% 10% P | 112 28% 5% P |
| USE MESSENGER SERVICE VIA A BLACKBERRY/ SMARTPHONE | 500 14% 100% EFLM NO | 93 24% 19% P | 62 17% 12% P | 149 16% 30% P | 108 12% 22% P | 33 8% 7% P | 56 10% 11% P | 61 39% 12% P | 134 24% 27% P | 69 20% 14% P | 77 26% 15% P | 102 15% 20% P | 16 6% 3% P | 17 6% 3% P | 21 3% 4% P | 4 1% 1% P |
| SENDING/ RECEIVING MAIL USING POSTAL SERVICES | 1483 41% 100% EFHI LO | 206 54% 14% P | 206 56% 14% P | 371 41% 25% P | 386 41% 26% P | 124 29% 8% P | 191 33% 13% P | 65 42% 4% P | 161 29% 11% P | 90 27% 6% P | 160 54% 11% P | 311 44% 21% P | 83 30% 6% P | 187 63% 13% P | 284 48% 19% P | 141 36% 10% P |
| USING THE INTERNET OR EMAIL VIA A COMPUTER/ LAPTOP/NETBOOK/TABLET COMPUTER | 2165 60% 100% EFLN O | 311 82% 14% P | 280 75% 13% P | 593 65% 27% P | 598 64% 28% P | 174 40% 8% P | 208 36% 10% P | 137 88% 6% P | 399 72% 18% P | 187 56% 9% P | 258 87% 12% P | 528 75% 24% P | 119 43% 5% P | 196 66% 9% P | 265 45% 12% P | 77 19% 4% P |
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| OTHER (WRITE IN) | 39 1% 100% P | 8 2% 21% P | 9 2% 23% P | 8 1% 20% P | 6 1% 15% P | 3 1% 7% P | 6 1% 15% P | 2 1% 5% P | 6 1% 16% P | 2 6% 6% P | 8 20% 20% P | 4 1% 10% P | 3 1% 8% P | 7 2% 19% P | 3 1% 9% P | 3 1% 7% P |
| ANY MESSENGER OR TEXT ON SMARTPHONE | 2463 68% 100% EFMN O | 277 73% 11% P | 271 73% 11% P | 627 69% 25% P | 684 73% 28% P | 253 58% 10% P | 350 61% 14% P | 139 89% 6% P | 485 88% 20% P | 290 86% 12% P | 261 87% 11% P | 586 84% 24% P | 200 73% 8% P | 149 50% 6% P | 240 41% 10% P | 113 29% 5% P |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|--------------------------------|---|------------------------|------------------------|------------------------|-------------------------|---------------------|-----------------------|-----------------------|------------------------|----------------------|------------------------|------------------------|----------------------|--------------------|----------------------|---------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| ANY INTERNET OR EMAIL | 2287 63% 100% EFLN O | 322 84% 14% P | 289 78% 13% P | 627 69% 27% P | 627 67% 27% P | 186 43% 8% | 237 41% 10% | 143 92% 6% P | 429 77% 19% P | 219 65% 10% | 270 91% 12% P | 551 79% 24% | 124 45% 5% | 198 66% 9% | 273 46% 12% | 80 20% 3% |
| NONE OF THESE (SINGLE CODE) | 16 100% | - - | 1 5% | 4 27% | 1 4% | 8 2% 51% P | 2 12% | - - | 1 4% | 4 1% 25% | - - | - - | 1 1% 9% | 1 5% | 4 1% 27% | 5 1% 30% P |
| DON'T KNOW | 2 100% | - - | - - | - - | 1 66% | 1 34% | - - | - - | 1 66% | - - | - - | - - | - - | - - | - - | 1 34% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--|---------------------|-----------------------------|----------------------------|------------------|--|-------------------|-------------------------|--------------------------|------------------------------------|--------------------------|------------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| LANDLINE/MOBILE PHONE VOICE CALLS | 3266 91% 100% | 512 91% 16% | 2735 91% 84% | 143 90% 4% | 2483 91% 76% | 782 89% 24% | 258 95% 8% GI | 401 81% 12% | 2592 92% 79% GI | 416 80% 13% | 273 92% 8% GI |
| TEXT MESSAGING (SMS) | 2432 67% 100% | 253 45% 10% | 2174 72% 89% AC | 68 43% 3% | 2047 75% 84% E | 385 44% 16% | 20 7% 1% | 385 78% 16% FHJ | 2019 72% 83% FJ | 393 76% 16% FJ | 28 9% 1% |
| USE MESSENGER SERVICE VIA A BLACKBERRY/SMARTPHONE | 500 14% 100% | 38 7% 8% | 462 15% 92% AC | 8 5% 2% | 450 17% 90% E | 50 6% 10% | 1 * * | 73 15% 15% FJ | 426 15% 85% FJ | 74 14% 15% FJ | 1 * * |
| SENDING/ RECEIVING MAIL USING POSTAL SERVICES | 1483 41% 100% | 244 43% 16% C | 1236 41% 83% C | 45 28% 3% | 1178 43% 79% E | 306 35% 21% | 110 40% 54% GI | 123 26% 8% | 1244 44% 54% GI | 129 26% 9% | 116 39% 8% GI |
| USING THE INTERNET OR EMAIL VIA A COMPUTER/ LAPTOP/NETBOOK/TABLET COMPUTER | 2165 60% 100% | 224 40% 10% | 1933 64% 89% AC | 63 40% 3% | 2024 74% 93% E | 142 16% 7% | 49 2% 2% | 214 43% 10% FJ | 1898 67% 88% FGJ | 218 42% 10% FJ | 53 18% 2% |
| USING THE INTERNET OR EMAIL VIA A SMARTPHONE | 879 24% 100% | 65 11% 7% | 814 27% 93% AC | 23 15% 3% | 799 29% 91% E | 80 9% 9% | 5 2% 1% | 121 26% 14% FJ | 753 27% 86% FJ | 122 24% 14% FJ | 5 2% 1% |
| OTHER (WRITE IN) | 39 1% 100% | 6 1% 15% | 33 1% 85% | 3 2% 6% | 32 1% 82% | 7 1% 18% | 3 1% 8% | 7 1% 18% | 29 1% 74% | 7 1% 18% | 3 1% 8% |
| ANY MESSENGER OR TEXT ON SMARTPHONE | 2463 68% 100% | 260 46% 11% | 2199 73% 89% AC | 70 44% 3% | 2073 76% 84% E | 390 45% 16% | 20 7% 1% | 391 79% 83% FHJ | 2044 73% 83% FJ | 399 77% 16% FHJ | 28 9% 1% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|-----------------------------|--|----------------------------|--------------------------|--|-------------------------|---------------------|-------------------------|------------------------------------|-------------------------|----------------------|
| | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| ANY INTERNET OR EMAIL | 2287 63% 100% | 233 41% 10% | 2045 68% 89% AC | 67 42% 3% | 2114 78% 92% E | 53 20% 2% | 250 51% 71% FJ | 1980 70% 87% FGJ | 254 49% 71% FJ | 57 19% 2% |
| NONE OF THESE (SINGLE CODE) | 16 100% | 6 1% 41% B | 9 1% 59% | 1 1% 9% | 4 1% 23% D | 5 2% 35% H | 3 1% 77% | 5 1% 29% | 6 1% 36% H | 8 3% 53% GH |
| DON'T KNOW | 2 100% | - | 2 100% | - | 1 66% | - | - | 1 66% | 1 34% | 1 34% |



GfK NC

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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
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NOP/421841/421842 : POSTAL SERVICES
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QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--|-----------------------------------|-----------------------------|----------------------------|------------------|--|-------------------|-----------------------|------------------------|------------------------------------|------------------------|---------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
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GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|-----------------------------|-----------------------------|----------------------------|-----------------|--|-------------------|-------------------|-----------------|------------------------------------|-----------------------|---------------------|
| | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
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| ANY INTERNET OR EMAIL | 2287 63% | 233 41% | 2045 89% | 67 42% | 2114 78% | 53 20% | 250 51% | 1980 70% | 254 49% | 57 19% |
| ACEFG IJ | 100% | 10% | K | 3% | K | 2% | 11% | K | 11% | 2% |
| NONE OF THESE (SINGLE CODE) | 16 100% | 6 1% | 9 59% | 1 1% | 4 23% | 5 2% | 3 1% | 5 29% | 6 36% | 8 53% |
| D | 100% | K | | 9% | K | K | 17% | | | K |
| DON'T KNOW | 2 100% | - | 2 100% | - | 1 66% | - | - | 1 66% | 1 34% | 1 34% |
| | 100% | - | | - | 34% | - | - | | | |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE? (E1) | | | | | | | NETS | |
|--|---------------------|--|--------------------------------|--|---|---|---|------------------------------|---------------------------------------|--------------------------|
| | | LANDLINE /MOBILE PHONE VOICE CALLS (A) | TEXT MESSAGING (SMS) (B) | USE MESSENGER SERVICE VIA BLACKBERRY /SMARTPHONE (C) | SENDING/ RECEIVING MAIL USING POSTAL SERVICES (D) | USING INTERNET OR EMAIL VIA COMPUTER /LAPTOP /NETBOOK /TABLET (E) | USING INTERNET OR EMAIL VIA SMART PHONE (F) | OTHER (G) | ANY MESSENGER /TEXT ON SMARTPHONE (H) | ANY INTERNET /EMAIL (I) |
| UNWEIGHTED TOTAL | 3615 100% | 3295 91% | 2298 64% | 426 12% | 1485 41% | 2015 56% | 746 21% | 41 1% | 2328 64% | 2131 59% |
| WEIGHTED TOTAL | 3603 100% | 3266 91% | 2432 67% | 500 14% | 1483 41% | 2165 60% | 879 24% | 39* 1% | 2463 68% | 2287 63% |
| LANDLINE/MOBILE PHONE VOICE CALLS | 3266 91% 100% | 3266 100% BCDEFG | 2220 91% 68% G | 457 91% 14% G | 1414 95% 43% BCEFG | 1984 92% 61% G | 792 90% 24% G | 30 77% 1% | 2242 91% 69% | 2076 91% 64% |
| TEXT MESSAGING (SMS) | 2432 67% 100% | 2220 68% 91% | 2432 100% 100% ACDEFG | 469 94% 19% ADEG | 1064 82% 44% A | 1778 82% 73% ADG | 799 91% 33% ADEG | 26 66% 1% | 2432 99% 100% I | 1871 82% 77% |
| USE MESSENGER SERVICE VIA A BLACKBERRY/ SMARTPHONE | 500 14% 100% | 457 14% 91% | 469 19% 94% A | 500 100% 88% ABDEFG | 261 18% 52% A | 441 20% 88% A | 376 43% 75% ABDE G | 7 17% 1% | 500 20% 100% | 467 20% 93% |
| SENDING/ RECEIVING MAIL USING POSTAL SERVICES | 1483 41% 100% | 1414 43% 95% | 1064 44% 72% | 261 52% 18% ABF | 1483 100% 100% ABCEFG | 1036 48% 70% AB | 399 45% 27% | 15 38% 1% | 1073 44% 72% | 1059 46% 71% |
| USING THE INTERNET OR EMAIL VIA A COMPUTER/ LAPTOP/NETBOOK/TABLET COMPUTER | 2165 60% 100% | 1984 61% 92% | 1778 73% 82% AD | 441 88% 20% ABDG | 1036 70% 48% A | 2165 100% 100% ABCD FG | 758 86% 35% ABDG | 24 61% 1% | 1791 73% 83% | 2165 95% 100% H |
| USING THE INTERNET OR EMAIL VIA A SMARTPHONE | 879 24% 100% | 792 24% 90% | 799 33% 91% AD | 376 75% 43% ABDEG | 399 27% 45% | 758 35% 86% AD | 879 100% 100% ABCD EG | 12 32% 1% | 808 33% 92% | 879 38% 100% H |
| OTHER (WRITE IN) | 39 1% 100% | 30 1% 77% | 26 1% 66% | 7 1% 17% | 15 38% | 24 1% 61% | 12 1% 32% | 39 100% 100% ABCDEF | 26 1% 66% | 24 1% 61% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE? (E1) | | | | | | | NETS | |
|---------------------|--|-----------------------------|--|---|---|---|-----------------|---------------------------------------|---------------------------|
| | LANDLINE /MOBILE PHONE VOICE CALLS (A) | TEXT MESSAGING (SMS) (B) | USE MESSENGER SERVICE VIA BLACKBERRY /SMARTPHONE (C) | SENDING/ RECEIVING MAIL USING POSTAL SERVICES (D) | USING INTERNET OR EMAIL VIA COMPUTER /LAPTOP /NETBOOK /TABLET (E) | USING INTERNET OR EMAIL VIA SMART PHONE (F) | OTHER (G) | ANY MESSENGER /TEXT ON SMARTPHONE (H) | ANY INTERNET /EMAIL (I) |
| 3603 100% | 3266 91% | 2432 67% | 500 14% | 1483 41% | 2165 60% | 879 24% | 39* 1% | 2463 68% | 2287 63% |
| 2463 68% 100% | 2242 69% 91% | 2432 100% 99% ADEF | 500 100% 20% ADEF | 1073 72% 44% A | 1791 83% 73% ADG | 808 92% 33% ADEF | 26 66% 1% | 2463 100% 100% I | 1888 83% 77% |
| 2287 63% 100% | 2076 64% 91% | 1871 77% 82% ADG | 467 93% 20% ABDG | 1059 71% 46% A | 2165 100% 95% ABCDG | 879 100% 38% ABCD G | 24 61% 1% | 1888 77% 83% | 2287 100% 100% H |
| 16 0% 100% | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 2 0% 100% | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (J) | WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE? (E1) | | | | | | | NETS | |
|--------------------------|--|-----------------------------------|--|---|--|--|-------------------------|--|----------------------------------|
| | LANDLINE /MOBILE PHONE VOICE CALLS (A) | TEXT MESSAGING (SMS) (B) | USE MESSENGER SERVICE VIA BLACKBERRY /SMARTPHONE (C) | SENDING/ RECEIVING MAIL USING POSTAL SERVICES (D) | USING INTERNET OR EMAIL VIA COMPUTER /LAPTOP /NETBOOK /TABLET (E) | USING INTERNET OR EMAIL VIA SMART PHONE (F) | OTHER (G) | ANY MESSENGER /TEXT ON SMARTPHONE (H) | ANY INTERNET /EMAIL (I) |
| 3615 100% | 3295 91% | 2298 64% | 426 12% | 1485 41% | 2015 56% | 746 21% | 41 1% | 2328 64% | 2131 59% |
| 3603 100% | 3266 91% | 2432 67% | 500 14% | 1483 41% | 2165 60% | 879 24% | 39* 1% | 2463 68% | 2287 63% |
| 3266 91% 100% G | 3266 100% 100% J | 2220 91% 68% | 457 91% 14% | 1414 95% 43% J | 1984 92% 61% | 792 90% 24% | 30 77% 1% | 2242 91% 69% | 2076 91% 64% |
| 2432 67% 100% | 2220 68% 91% | 2432 100% 100% J | 469 94% 19% J | 1064 72% 44% J | 1778 82% 73% J | 799 91% 33% J | 26 66% 1% | 2432 99% 100% J | 1871 82% 77% J |
| 500 14% 100% | 457 14% 91% | 469 19% 94% J | 500 100% 100% J | 261 18% 52% J | 441 20% 88% J | 376 43% 75% J | 7 17% 1% | 500 20% 100% J | 467 20% 93% J |
| 1483 41% 100% | 1414 43% 95% | 1064 44% 72% | 261 52% 18% J | 1483 100% 100% J | 1036 48% 70% J | 399 45% 27% J | 15 38% 1% | 1073 44% 72% J | 1059 46% 71% J |
| 2165 60% 100% | 1984 61% 92% | 1778 73% 82% J | 441 88% 20% J | 1036 70% 48% J | 2165 100% 100% J | 758 86% 35% J | 24 61% 1% | 1791 73% 83% J | 2165 95% 100% J |
| 879 24% 100% | 792 24% 90% | 799 33% 91% J | 376 75% 43% J | 399 27% 45% J | 758 35% 86% J | 879 100% 100% J | 12 32% 1% | 808 33% 92% J | 879 38% 100% J |
| 39 1% 100% | 30 1% 77% | 26 1% 66% | 7 1% 17% | 15 1% 38% | 24 1% 61% | 12 1% 32% | 39 100% 100% J | 26 1% 66% | 24 1% 61% |
| 2463 68% 100% | 2242 69% 91% | 2432 100% 99% J | 500 100% 20% J | 1073 72% 44% J | 1791 83% 73% J | 808 92% 33% J | 26 66% 1% | 2463 100% 100% J | 1888 83% 77% J |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - J/A - J/B - J/C - J/D - J/E - J/F - J/G - J/H - J/I
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (J) | WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE? (E1) | | | | | | | NETS | |
|---------------------------|--|-----------------------------------|--|---|--|--|-----------------|--|----------------------------------|
| | LANDLINE /MOBILE PHONE VOICE CALLS (A) | TEXT MESSAGING (SMS) (B) | USE MESSENGER SERVICE VIA BLACKBERRY /SMARTPHONE (C) | SENDING/ RECEIVING MAIL USING POSTAL SERVICES (D) | USING INTERNET OR EMAIL VIA COMPUTER /LAPTOP /NETBOOK /TABLET (E) | USING INTERNET OR EMAIL VIA SMART PHONE (F) | OTHER (G) | ANY MESSENGER /TEXT ON SMARTPHONE (H) | ANY INTERNET /EMAIL (I) |
| 3603 100% | 3266 91% | 2432 67% | 500 14% | 1483 41% | 2165 60% | 879 24% | 39* 1% | 2463 68% | 2287 63% |
| 2287 63% 100% | 2076 64% 91% | 1871 77% 82% J | 467 93% 20% J | 1059 71% 46% J | 2165 100% 95% J | 879 100% 38% J | 24 61% 1% | 1888 77% 83% J | 2287 100% 100% J |
| 16 * 100% ABDEHI | - | - | - | - | - | - | - | - | - |
| 2 * 100% | - | - | - | - | - | - | - | - | - |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - J/A - J/B - J/C - J/D - J/E - J/F - J/G - J/H - J/I
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|---------------------|----------------------------|------------------------|----------------------------|------------------------|--------------------------|------------------------|----------------------------|-------------------------|----------------------------|-------------------------|--------------------------|--------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| LANDLINE/MOBILE PHONE VOICE CALLS | 3266 91% 100% | 640 95% 20% CDEF | 75 96% 2% | 1367 90% 42% | 294 89% 9% | 477 88% 15% | 413 88% 13% | 698 84% 21% | 175 80% 5% | 1059 95% 32% GHJ | 134 87% 4% | 727 93% 22% GHJ | 472 94% 14% GHJ |
| TEXT MESSAGING (SMS) | 2432 67% 100% | 516 77% 21% BDEF | 27 35% 1% | 1159 77% 48% BDEF | 132 40% 5% | 372 69% 15% BDF | 226 48% 9% BD | 710 86% 29% JKL | 187 85% 8% JKL | 928 83% 38% JKL | 108 70% 4% KL | 409 52% 17% L | 90 18% 4% |
| USE MESSENGER SERVICE VIA A BLACKBERRY/ SMARTPHONE | 500 14% 100% | 151 22% 30% BCDEF | 4 5% 1% | 234 15% 47% BDF | 23 7% 5% | 65 12% 13% DF | 23 5% 5% | 221 27% 44% HIJKL | 42 19% 8% JKL | 187 17% 37% JKL | 8 5% 2% L | 42 5% 8% L | - - - |
| SENDING/ RECEIVING MAIL USING POSTAL SERVICES | 1483 41% 100% | 371 55% 25% CDEF | 42 53% 3% DEF | 625 41% 42% EF | 132 40% 9% F | 182 34% 12% F | 132 28% 9% | 267 32% 18% H | 50 23% 3% J | 182 45% 34% GHJ | 47 31% 3% J | 404 52% 27% GHJ | 209 41% 14% GHJ |
| USING THE INTERNET OR EMAIL VIA A COMPUTER/ LAPTOP/NETBOOK/TABLET COMPUTER | 2165 60% 100% | 572 85% 26% BCDEF | 19 25% 1% F | 1131 75% 52% BDEF | 60 18% 3% | 320 59% 15% BDF | 62 13% 3% | 647 78% 30% HIJKL | 76 35% 4% L | 858 77% 40% HIJKL | 46 30% 2% L | 519 67% 24% HJL | 19 4% 1% |
| USING THE INTERNET OR EMAIL VIA A SMARTPHONE | 879 24% 100% | 264 39% 30% BCDEF | 6 7% 1% | 442 29% 50% BDEF | 39 12% 4% F | 93 17% 11% BDF | 35 8% 4% | 363 44% 41% HIJKL | 60 32% 7% JKL | 358 32% 41% JKL | 18 11% 2% L | 78 10% 9% L | 2 * - |
| OTHER (WRITE IN) | 39 1% 100% | 16 2% 40% CF | 2 2% 5% | 11 1% 28% | 2 1% 6% | 6 1% 14% | 3 1% 7% | 8 1% 22% | 2 1% 6% | 14 1% 36% | 1 1% 1% | 10 1% 24% | 4 1% 10% |
| ANY MESSENGER OR TEXT ON SMARTPHONE | 2463 68% 100% | 521 77% 21% BDEF | 27 35% 1% | 1177 78% 48% BDEF | 135 41% 5% | 374 69% 15% BDF | 229 49% 9% BD | 721 87% 29% JKL | 193 88% 8% JKL | 939 84% 38% JKL | 108 70% 4% KL | 412 53% 17% L | 90 18% 4% |
| ANY INTERNET OR EMAIL | 2287 63% 100% | 591 88% 26% BCDEF | 20 25% 1% | 1183 78% 52% BDEF | 70 21% 3% | 339 63% 15% BDF | 83 18% 4% | 691 84% 30% HIJKL | 100 45% 4% JL | 892 80% 39% HIJKL | 53 34% 2% L | 530 68% 23% HJL | 21 4% 1% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|-----------------------------|--------------|------------------------|----------------------|--------------------------|------------------------|------------------------|-----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| NONE OF THESE (SINGLE CODE) | 16 100% | - - | 1 1% 5% AC | 1 9% | 3 1% 22% AC | 2 13% | 8 2% 50% ACE | 1 9% | 3 1% 20% GfK | 1 6% | 1 4% | 1 8% | 8 2% 54% GfK |
| DON'T KNOW | 2 100% | - - | - - | 1 66% | - - | - - | 1 34% | 1 66% | - - | - - | - - | - - | 1 34% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|-----------------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| LANDLINE/MOBILE PHONE VOICE CALLS | 3266 91% 100% GH | 640 95% 20% M | 75 96% 2% | 1367 90% 42% | 294 89% 9% | 477 84% 15% | 413 88% 13% | 698 84% 21% | 175 80% 5% | 1059 95% 32% M | 134 87% 4% | 727 93% 22% M | 472 94% 14% M |
| TEXT MESSAGING (SMS) | 2432 67% 100% BDFK L | 516 77% 21% M | 27 35% 1% | 1159 77% 48% M | 132 40% 5% | 372 69% 15% | 226 48% 9% | 710 86% 29% M | 187 85% 8% M | 928 83% 38% M | 108 70% 4% | 409 52% 17% | 90 18% 4% |
| USE MESSENGER SERVICE VIA A BLACKBERRY/ SMARTPHONE | 500 14% 100% BDFJ KL | 151 22% 30% M | 4 5% 1% | 234 15% 47% | 23 7% 5% | 65 12% 13% | 23 5% 5% | 221 27% 44% M | 42 19% 8% M | 187 17% 37% M | 8 5% 2% | 42 5% 8% | - - - |
| SENDING/ RECEIVING MAIL USING POSTAL SERVICES | 1483 41% 100% EFGH J | 371 55% 25% M | 42 53% 3% M | 625 41% 42% | 132 40% 9% | 182 34% 12% | 132 28% 9% | 267 32% 18% | 50 23% 3% | 507 45% 34% M | 47 31% 3% | 404 52% 27% M | 209 41% 14% |
| USING THE INTERNET OR EMAIL VIA A COMPUTER/ LAPTOP/NETBOOK/TABLET COMPUTER | 2165 60% 100% BDFH JL | 572 85% 26% M | 19 25% 1% | 1131 75% 52% M | 60 18% 3% | 320 59% 15% | 62 13% 3% | 647 78% 30% M | 76 35% 4% | 858 77% 40% M | 46 30% 2% | 519 67% 24% M | 19 4% 1% |
| USING THE INTERNET OR EMAIL VIA A SMARTPHONE | 879 24% 100% BDEF JKL | 264 39% 30% M | 6 7% 1% | 442 29% 50% M | 39 12% 4% | 93 17% 11% | 35 8% 4% | 363 44% 41% M | 60 28% 7% | 358 32% 41% M | 18 11% 2% | 78 10% 9% | 2 - - |
| OTHER (WRITE IN) | 39 1% 100% | 16 2% 40% M | 2 2% 5% | 11 1% 28% | 2 1% 6% | 6 1% 14% | 3 1% 7% | 8 1% 22% | 2 1% 6% | 14 1% 36% | 1 1% 1% | 10 1% 24% | 4 1% 10% |
| ANY MESSENGER OR TEXT ON SMARTPHONE | 2463 68% 100% BDFK L | 521 77% 21% M | 27 35% 1% | 1177 78% 48% M | 135 41% 5% | 374 69% 15% | 229 49% 9% | 721 87% 29% M | 193 88% 8% M | 939 84% 38% M | 108 70% 4% | 412 53% 17% | 90 18% 4% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.1 WHICH OF THE FOLLOWING DO YOU REGULARLY USE TO COMMUNICATE?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|--------------------------------|--|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| ANY INTERNET OR EMAIL | 2287 63% 100% BDFH JL | 591 88% 26% M | 20 25% 1% | 1183 78% 52% M | 70 21% 3% | 339 63% 15% | 83 18% 4% | 691 84% 30% M | 100 45% 4% | 892 80% 39% M | 53 34% 2% | 530 68% 23% M | 21 4% 1% |
| NONE OF THESE (SINGLE CODE) | 16 0% 100% | - - | 1 1% 5% | 1 1% 9% | 3 1% 22% | 2 1% 13% | 8 2% 50% M | 1 1% 9% | 3 1% 20% | 1 1% 6% | 1 1% 4% | 1 1% 8% | 8 2% 54% M |
| DON'T KNOW | 2 0% 100% | - - | - - | 1 66% | - - | - - | 1 34% | 1 66% | - - | - - | - - | - - | 1 34% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|--------------------------------|-------------------------------|--------------------------|--------------------------|-------------------------------|--------------------------------|--------------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 1186 33% 100% | 85 18% 7% | 142 25% 12% A | 181 27% 15% A | 196 32% 16% AB | 207 38% 17% ABC D | 190 48% 16% ABC DE | 185 53% 16% ABC DE | 228 22% 19% | 583 32% 49% H | 375 50% 32% HI | 228 22% 19% | 376 30% 32% K | 582 45% 49% KL |
| 1358 38% 100% | 246 51% 18% DEF G | 274 49% 20% DEF G | 297 45% 22% EFG | 251 41% 19% EFG | 172 32% 13% FG | 91 23% 7% G | 26 7% 2% | 520 50% 38% IJ | 721 40% 53% J | 117 16% 9% | 520 50% 38% LM | 549 43% 40% M | 289 23% 21% |
| 988 27% 100% | 101 21% 10% G | 155 27% 16% AG | 219 33% 22% AFG | 200 33% 20% AFG | 158 29% 16% AG | 106 27% 11% G | 50 14% 5% | 255 24% 26% | 576 32% 58% HJ | 156 21% 16% | 255 24% 26% | 419 33% 42% KM | 314 24% 32% |
| 1217 34% 100% | 79 16% 7% | 149 26% 12% A | 217 33% 18% AB | 250 41% 21% ABC | 226 42% 19% ABC | 171 43% 14% ABC | 125 36% 10% AB | 228 22% 19% | 693 38% 57% H | 296 40% 24% H | 228 22% 19% | 467 37% 38% K | 522 41% 43% K |
| 1475 41% 100% | 149 31% 10% | 202 36% 14% | 298 45% 20% AB | 253 41% 17% A | 241 45% 16% AB | 177 44% 12% AB | 156 45% 11% AB | 350 33% 24% | 792 44% 54% H | 333 45% 23% H | 350 33% 24% | 551 43% 37% K | 574 45% 39% K |
| 479 13% 100% | 30 6% 6% | 53 9% 11% | 94 14% 20% AB | 102 17% 21% AB | 87 16% 18% AB | 63 16% 13% AB | 49 14% 10% AB | 84 8% 17% | 283 16% 59% H | 112 15% 23% H | 84 8% 17% | 197 15% 41% K | 199 15% 41% K |
| 746 21% 100% | 137 28% 18% CDE FG | 142 25% 19% DEF G | 136 20% 18% G | 116 19% 16% G | 96 18% 13% | 74 19% 10% G | 45 13% 6% | 278 27% 37% IJ | 348 19% 47% | 119 16% 16% | 278 27% 37% LM | 252 20% 34% | 215 17% 29% |
| 746 21% 100% | 47 10% 6% | 60 11% 8% | 97 15% 13% A | 133 22% 18% ABC | 159 30% 21% ABC D | 124 31% 17% ABC D | 126 36% 17% ABC DE | 106 10% 14% | 389 21% 52% H | 251 34% 34% HI | 106 10% 14% | 230 18% 31% K | 410 32% 55% KL |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|--------------------------------|--------------------------------|--------------------------|--------------------------|-------------------------------|--------------------------------|--------------------------------|-------------------------|-------------------------|-------------------------|-------------------------|------------------------|-------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 163 5% 100% | 30 6% 18% | 24 4% 15% | 26 4% 16% | 28 5% 17% | 24 4% 14% | 14 4% 9% | 18 5% 11% | 54 5% 33% | 78 4% 48% | 32 4% 19% | 54 5% 33% | 54 4% 33% | 55 4% 34% |
| 14 - 100% | 1 - 11% | 4 - 28% | 2 - 13% | 1 - 8% | 3 - 25% | - - - | 2 - 15% | 5 - 38% | 6 - 47% | 2 - 15% | 5 - 38% | 3 - 21% | 5 - 40% |
| 1481 41% 100% | 117 24% 8% | 171 30% 12% A | 221 33% 15% A | 252 41% 17% ABC | 269 50% 18% ABC D | 230 58% 16% ABC DE | 221 64% 15% ABC DE | 288 28% 19% | 742 41% 50% H | 451 61% 30% HI | 288 28% 19% | 473 37% 32% K | 720 56% 49% KL |
| 1424 40% 100% | 104 22% 7% | 174 31% 12% A | 266 40% 19% AB | 288 47% 20% ABC | 252 47% 18% ABC | 195 49% 14% ABC G | 145 42% 10% AB | 278 27% 20% | 806 44% 57% H | 340 46% 24% H | 278 27% 20% | 553 43% 39% K | 593 46% 42% K |
| 1690 47% 100% | 291 60% 17% CDE FG | 334 59% 20% CDE FG | 351 53% 21% EFG | 297 49% 18% EFG | 217 40% 13% G | 137 34% 8% G | 62 18% 4% | 625 60% 37% IJ | 864 48% 51% J | 200 27% 12% | 625 60% 37% LM | 648 51% 38% M | 417 32% 25% |
| 1740 48% 100% | 164 34% 9% | 240 42% 14% A | 349 53% 20% ABG | 342 56% 20% ABG | 287 53% 16% ABG | 215 54% 12% ABG | 144 42% 8% A | 404 39% 23% | 977 54% 56% HJ | 359 48% 21% H | 404 39% 23% | 690 54% 40% K | 646 50% 37% K |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (N) | AGE | | | | | | | | | | | | |
|----------------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 1186 33% 100% ABCH K | 85 18% 7% | 142 25% 12% | 181 27% 15% | 196 32% 16% | 207 38% 17% N | 190 48% 16% N | 185 53% 16% N | 228 22% 19% | 583 32% 49% | 375 50% 32% N | 228 22% 19% | 376 30% 32% | 582 45% 49% N |
| 1358 38% 100% EFG JM | 246 51% 18% N | 274 49% 20% N | 297 45% 22% N | 251 41% 19% | 172 32% 13% | 91 23% 7% | 26 7% 2% | 520 50% 38% N | 721 40% 53% | 117 16% 9% | 520 50% 38% N | 549 43% 40% N | 289 23% 21% |
| 988 27% 100% AGJ M | 101 21% 10% | 155 27% 16% | 219 33% 22% N | 200 33% 20% N | 158 29% 16% | 106 27% 11% | 50 14% 5% | 255 24% 26% | 576 32% 58% N | 156 21% 16% | 255 24% 26% | 419 33% 42% N | 314 24% 32% |
| 1217 34% 100% ABHK | 79 16% 7% | 149 26% 12% | 217 33% 18% | 250 41% 21% N | 226 42% 19% N | 171 43% 14% N | 125 36% 10% | 228 22% 19% | 693 38% 57% N | 296 40% 24% N | 228 22% 19% | 467 37% 38% N | 522 41% 43% N |
| 1475 41% 100% ABH K | 149 31% 10% | 202 36% 14% | 298 45% 20% | 253 41% 17% | 241 45% 16% | 177 44% 12% | 156 45% 11% | 350 33% 24% | 792 44% 54% | 333 45% 23% | 350 33% 24% | 551 43% 37% | 574 45% 39% N |
| 479 13% 100% ABHK | 30 6% 6% | 53 9% 11% | 94 14% 20% | 102 17% 21% N | 87 16% 18% | 63 16% 13% | 49 14% 10% | 84 8% 17% | 283 16% 59% N | 112 15% 23% | 84 8% 17% | 197 15% 41% | 199 15% 41% |
| 746 21% 100% GJM | 137 28% 18% N | 142 25% 19% N | 136 20% 18% | 116 19% 16% | 96 18% 13% | 74 19% 10% | 45 13% 6% | 278 27% 37% N | 348 19% 47% | 119 16% 16% | 278 27% 37% N | 252 20% 34% | 215 17% 29% |
| 746 21% 100% ABCH K | 47 10% 6% | 60 11% 8% | 97 15% 13% | 133 22% 18% | 159 30% 21% N | 124 31% 17% N | 126 36% 17% N | 106 10% 14% | 389 21% 52% | 251 34% 34% N | 106 10% 14% | 230 18% 31% | 410 32% 55% N |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (N) | AGE | | | | | | | | | | | | |
|--|-----------------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| | 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| | 163 5% 100% | 30 6% 18% | 24 4% 15% | 26 4% 16% | 28 5% 17% | 24 4% 14% | 14 4% 9% | 18 5% 11% | 54 5% 33% | 78 4% 48% | 32 4% 19% | 54 5% 33% | 54 4% 33% | 55 4% 34% |
| | 14 1% 100% | 1 1% 11% | 4 1% 28% | 2 1% 13% | 1 1% 8% | 3 1% 25% | - - - | 2 1% 15% | 5 1% 38% | 6 1% 47% | 2 1% 15% | 5 1% 38% | 3 1% 21% | 5 1% 40% |
| | 1481 41% 100% ABCH KL | 117 24% 8% | 171 30% 12% | 221 33% 15% | 252 41% 17% | 269 50% 18% N | 230 58% 16% N | 221 64% 15% N | 288 28% 19% | 742 41% 50% | 451 61% 30% N | 288 28% 19% | 473 37% 32% | 720 56% 49% N |
| | 1424 40% 100% ABHK | 104 22% 7% | 174 31% 12% | 266 40% 19% | 288 47% 20% N | 252 47% 18% N | 195 49% 14% N | 145 42% 10% | 278 27% 20% | 806 44% 57% N | 340 46% 24% N | 278 27% 20% | 553 43% 39% N | 593 46% 42% N |
| | 1690 47% 100% EFG JM | 291 60% 17% N | 334 59% 20% N | 351 53% 21% N | 297 49% 18% | 217 40% 13% | 137 34% 8% | 62 18% 4% | 625 60% 37% N | 864 48% 51% | 200 27% 12% | 625 60% 37% N | 648 51% 38% N | 417 32% 25% |
| | 1740 48% 100% ABGH K | 164 34% 9% | 240 42% 14% | 349 53% 20% | 342 56% 20% N | 287 53% 16% N | 215 54% 12% N | 144 42% 8% | 404 39% 23% | 977 54% 56% N | 359 48% 21% | 404 39% 23% | 690 54% 40% N | 646 50% 37% N |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEX | | SEX/AGE | | | | | |
|--|--|------------------------|------------------------|-------------------------------|--------------------------|---------------------------|--------------------------|-------------------------------|----------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| 1. I LOVE TO SEND AND RECEIVE LETTERS AND CARDS | 1186 33% 100% | 384 22% 32% | 802 43% 58% A | 84 16% 7% | 118 19% 10% | 182 31% 15% CD | 144 27% 12% CD | 258 40% 22% CDE F | 400 57% 34% CDEFG |
| 2. I PREFER TO SEND E- MAILS RATHER THAN LETTERS WHENEVER POSSIBLE | 1358 38% 100% | 762 44% 56% B | 596 32% 44% | 286 55% 21% EFG H | 307 49% 23% EGH | 170 29% 12% H | 234 44% 17% EGH | 242 37% 18% EH | 120 17% 9% |
| 3. I PREFER TO SEND LETTERS OR E-MAILS TO COMPANIES RATHER THAN MAKE A TELEPHONE CALL SO THAT I HAVE A WRITTEN RECORD | 988 27% 100% | 487 28% 49% | 501 27% 51% | 136 26% 14% | 193 31% 19% FH | 158 27% 16% H | 119 23% 12% | 226 35% 23% CEF H | 156 22% 16% |
| 4. IT IS WORTH SENDING A LETTER FOR IMPORTANT COMMUNICATIONS | 1217 34% 100% | 567 33% 47% | 651 35% 53% | 111 21% 9% | 229 37% 19% CF | 227 39% 19% CF | 118 22% 10% | 238 37% 20% CF | 295 42% 24% CF |
| 5. NOWADAYS THE ONLY THINGS I POST TO FRIENDS AND RELATIVES ARE BIRTHDAY OR GREETING CARDS RATHER THAN LETTERS | 1475 41% 100% | 619 36% 42% | 857 46% 58% A | 142 27% 10% | 236 38% 16% C | 241 41% 16% C | 208 40% 14% C | 315 49% 21% CDE F | 333 47% 23% CDEF |
| 6. I FREQUENTLY USE POST EVEN WHEN I CAN USE OTHER METHODS | 479 13% 100% | 209 12% 44% | 270 14% 56% | 36 7% 8% | 84 13% 17% CF | 89 15% 19% CF | 47 9% 10% | 113 17% 24% CF | 110 16% 23% CF |
| 7. I ONLY USE POST WHEN THERE IS NO ALTERNATIVE | 746 21% 100% | 394 23% 53% B | 351 19% 47% | 151 29% 20% DEG H | 131 21% 18% H | 112 19% 15% H | 127 24% 17% EGH | 121 19% 16% | 103 15% 14% |
| 8. I WOULD FEEL CUT OFF FROM SOCIETY IF I CAN'T SEND/ DON'T RECEIVE POST | 746 21% 100% | 293 17% 39% | 452 24% 61% A | 40 8% 5% | 98 16% 13% C | 156 27% 21% CDFG | 66 13% 9% C | 132 20% 18% CF | 254 36% 34% CDEFG |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEX | | SEX/AGE | | | | | |
|---|--|------------------------|------------------------|--------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|----------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| 9. NONE OF THESE | 163 5% 100% | 103 6% 63% | 60 3% 37% | 31 6% 19% | 37 6% 23% | 35 6% 21% | 23 4% 14% | 17 3% 10% | 20 3% 12% |
| 10. DON'T KNOW | 14 100% | 5 39% | 8 61% | 3 1% 22% | 2 12% | 1 4% | 2 17% | 1 9% | 5 1% 36% |
| 1 OR 8 (STRONG OR EMOTIONAL ATTACHMENT TO POST) | 1481 41% 100% | 547 32% 37% | 934 50% 63% A | 114 22% 8% | 172 27% 12% | 261 45% 18% CDF | 174 33% 12% C | 301 46% 20% CDF | 459 65% 31% CDEFG |
| 4 OR 6 (SOME PREFERENCE FOR POST) | 1424 40% 100% | 649 38% 46% | 775 41% 54% A | 132 25% 9% | 263 42% 18% CF | 254 44% 19% CF | 146 28% 10% | 290 45% 20% CF | 339 48% 24% CDF |
| 2 OR 7 (RELUCTANT POST USE) | 1690 47% 100% | 918 53% 54% B | 772 41% 46% | 332 64% 20% DEF GH | 353 56% 21% EGH | 233 40% 14% H | 293 56% 17% EGH | 295 46% 17% H | 184 26% 11% |
| 3 OR 4 (SOME PREFERENCE FOR WRITTEN) | 1740 48% 100% | 843 49% 48% | 898 48% 52% | 212 41% 12% | 336 54% 19% CF | 295 51% 17% CF | 192 36% 11% | 355 55% 20% CF | 351 50% 20% CF |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|---|--|-------------------|-------------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| 1. I LOVE TO SEND AND RECEIVE LETTERS AND CARDS ACD F | 1186 33% 100% | 384 22% 32% | 802 43% 48% | 84 16% 7% | 118 19% 10% | 182 31% 15% | 144 27% 12% | 258 40% 22% | 400 57% 34% |
| 2. I PREFER TO SEND E- MAILS RATHER THAN LETTERS WHENEVER POSSIBLE BEH | 1358 38% 100% | 762 44% 56% | 596 32% 44% | 286 55% 21% | 307 49% 23% | 170 29% 12% | 234 44% 17% | 242 37% 18% | 120 17% 9% |
| 3. I PREFER TO SEND LETTERS OR E-MAILS TO COMPANIES RATHER THAN MAKE A TELEPHONE CALL SO THAT I HAVE A WRITTEN RECORD FH | 988 27% 100% | 487 28% 49% | 501 27% 51% | 136 26% 14% | 193 31% 19% | 158 27% 16% | 119 23% 12% | 226 35% 23% | 156 22% 16% |
| 4. IT IS WORTH SENDING A LETTER FOR IMPORTANT COMMUNICATIONS CF | 1217 34% 100% | 567 33% 47% | 651 35% 53% | 111 21% 9% | 229 37% 19% | 227 39% 19% | 118 22% 10% | 238 37% 20% | 295 42% 24% |
| 5. NOWADAYS THE ONLY THINGS I POST TO FRIENDS AND RELATIVES ARE BIRTHDAY OR GREETING CARDS RATHER THAN LETTERS AC | 1475 41% 100% | 619 36% 42% | 857 46% 58% | 142 27% 10% | 236 38% 16% | 241 41% 16% | 208 40% 14% | 315 49% 21% | 333 47% 23% |
| 6. I FREQUENTLY USE POST EVEN WHEN I CAN USE OTHER METHODS CF | 479 13% 100% | 209 12% 44% | 270 14% 56% | 36 7% 8% | 84 13% 17% | 89 15% 19% | 47 9% 10% | 113 17% 24% | 110 16% 23% |
| 7. I ONLY USE POST WHEN THERE IS NO ALTERNATIVE H | 746 21% 100% | 394 23% 53% | 351 19% 47% | 151 29% 20% | 131 21% 18% | 112 19% 15% | 127 24% 17% | 121 19% 16% | 103 15% 14% |
| 8. I WOULD FEEL CUT OFF FROM SOCIETY IF I CAN'T SEND/ DON'T RECEIVE POST ACD F | 746 21% 100% | 293 17% 39% | 452 24% 61% | 40 8% 5% | 98 16% 13% | 156 27% 21% | 66 13% 9% | 132 20% 18% | 254 36% 34% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|---|--|------------------------|------------------------|------------------------|------------------------|--------------------|------------------------|------------------------|------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| 9. NONE OF THESE | 163 5% 100% BG | 103 6% 63% 1 | 60 3% 37% 1 | 31 6% 19% | 37 6% 23% | 35 6% 21% | 23 4% 14% | 17 3% 10% | 20 3% 12% |
| 10. DON'T KNOW | 14 100% | 5 39% | 8 61% | 3 1% 22% | 2 12% | 1 4% | 2 17% | 1 9% | 5 1% 36% |
| 1 OR 8 (STRONG OR EMOTIONAL ATTACHMENT TO POST) | 1481 41% 100% ACD F | 547 32% 37% | 934 50% 63% 1 | 114 22% 8% | 172 27% 12% | 261 45% 18% | 174 33% 12% | 301 46% 20% 1 | 459 65% 31% 1 |
| 4 OR 6 (SOME PREFERENCE FOR POST) | 1424 40% 100% CF | 649 38% 46% | 775 41% 54% | 132 25% 9% | 263 42% 18% | 254 44% 18% | 146 28% 10% | 290 45% 20% 1 | 339 48% 24% 1 |
| 2 OR 7 (RELUCTANT POST USE) | 1690 47% 100% BEH | 918 53% 54% 1 | 772 41% 46% | 332 64% 20% 1 | 353 56% 21% 1 | 233 40% 14% | 293 56% 17% 1 | 295 46% 17% | 184 26% 11% |
| 3 OR 4 (SOME PREFERENCE FOR WRITTEN) | 1740 48% 100% CF | 843 49% 48% | 898 48% 52% | 212 41% 12% | 336 54% 19% 1 | 295 51% 17% | 192 36% 11% | 355 55% 20% 1 | 351 50% 20% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|--|---------------------|-----------------------|------------------------|-------------------------|------------------------|------------------------|-------------------|-------------------------|------------------------|-------------------|--------------------------|-----------------------|------------------------------------|----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| | 1186 33% 100% | 50 43% DE | 251 40% CD | 354 33% D | 193 25% 16% | 141 30% 12% | 196 36% DE | 302 40% HI | 547 30% 46% | 337 34% H | 1036 34% KM | 82 26% 7% | 28 27% 2% | 40 24% 3% | 1029 34% 87% | 84 29% 7% |
| | 1358 38% 100% | 66 56% CD EF | 313 49% CD EF | 462 43% DE F | 270 35% 20% F | 154 33% 11% F | 93 17% 7% | 379 50% 28% HI | 732 40% 54% I | 248 25% 18% | 1159 38% 85% M | 125 40% 9% M | 30 30% 2% | 44 27% 3% | 1123 37% 83% | 131 44% 10% N |
| | 988 27% 100% | 52 44% CD EF | 239 38% CD EF | 339 31% DE F | 187 24% 19% F | 100 21% 10% F | 71 13% 7% | 291 39% 29% HI | 526 29% 53% I | 171 17% 17% | 860 28% 87% K | 67 21% 7% | 20 20% 2% | 41 25% 4% | 853 28% 86% | 80 27% 8% |
| | 1217 34% 100% | 61 51% CD EF | 290 46% CD EF | 373 35% DE F | 226 30% 19% | 114 24% 9% | 154 28% 13% | 351 47% 29% HI | 599 32% 49% I | 268 27% 22% | 1088 36% 89% KL | 68 22% 6% | 15 14% 1% | 47 28% 4% L | 1059 34% 87% | 86 29% 7% |
| | 1475 41% 100% | 67 57% CD EF | 290 46% DE F | 474 44% 32% EF | 303 40% 21% F | 159 34% 11% | 183 34% 12% | 357 47% 24% HI | 777 42% 53% I | 341 34% 23% | 1263 42% 86% M | 125 40% 8% | 35 35% 2% | 52 32% 4% | 1328 43% 90% O | 94 32% 6% |
| | 479 13% 100% | 18 15% 4% | 113 18% CD EF | 143 13% 30% F | 99 13% 21% F | 56 12% 12% | 51 9% 11% | 131 17% 27% HI | 242 13% 50% | 106 11% 22% | 416 14% 87% K | 28 9% 6% | 14 14% 3% | 21 13% 4% | 423 14% 88% | 35 12% 7% |
| | 746 21% 100% | 33 28% 4% | 132 21% 18% | 231 31% 31% | 151 20% 20% | 88 19% 12% | 112 21% 15% | 164 22% 22% | 382 21% 51% | 199 20% 27% | 621 21% 83% | 74 24% 10% | 24 24% 3% | 26 16% 4% | 638 21% 86% | 54 18% 7% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|--|---------------------|-----------------------|------------------------|------------------------------|----------------------------|----------------------------|-------------------------|-------------------------|------------------------|-----------------------|--------------------------|---------------------|------------------------------------|----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3603 100% | 118* 3% . | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% . | 165 5% | 3068 85% | 295 8% |
| 8. I WOULD FEEL CUT OFF FROM SOCIETY IF I CAN'T SEND/ DON'T RECEIVE POST | 746 21% 100% | 39 33% CD EF | 167 26% DE F | 240 22% DE | 130 17% 17% | 72 15% 10% | 98 18% 13% | 206 27% 28% HI | 370 20% 50% I | 170 17% 23% | 660 22% 89% K | 41 13% 5% | 19 19% 3% | 26 16% 3% | 677 22% 91% O | 43 15% 6% |
| 9. NONE OF THESE | 163 5% 100% | - - . | 10 2% 6% | 32 3% 19% | 45 6% 27% AB C | 28 6% 17% AB C | 48 9% 30% ABCD | 10 1% 6% | 77 4% 47% G | 77 8% 47% GH | 129 4% 79% | 18 6% 11% | 4 4% 3% | 12 7% 7% | 125 4% 77% | 25 9% 15% N |
| 10. DON'T KNOW | 14 . 100% | - - . | 2 . 16% | 2 . 18% | 3 . 19% | 3 1% 19% | 4 . 29% | 2 . 16% | 5 . 37% | 7 1% 48% | 12 . 85% | 2 1% 15% | - - . | - - . | 10 . 72% | - - . |
| 1 OR 8 (STRONG OR EMOTIONAL ATTACHMENT TO POST) | 1481 41% 100% | 64 54% CD EF | 313 49% CD EF | 442 41% 30% D | 259 34% 17% | 174 37% 12% | 229 43% 15% D | 377 50% 25% HI | 701 38% 47% | 403 40% 27% | 1293 43% 87% KM | 101 32% 7% | 34 34% 2% | 52 32% 4% | 1287 42% 87% | 106 36% 7% |
| 4 OR 6 (SOME PREFERENCE FOR POST) | 1424 40% 100% | 65 55% CD EF | 328 52% CD EF | 445 41% 31% DE F | 272 36% 19% E | 137 29% 10% | 177 33% 12% | 393 52% 28% HI | 717 39% 50% I | 314 31% 22% | 1259 42% 88% KL | 81 26% 6% | 25 25% 2% | 59 36% 4% K | 1239 40% 87% | 106 36% 7% |
| 2 OR 7 (RELUCTANT POST USE) | 1690 47% 100% | 77 65% CD EF | 349 55% DE F | 560 52% 33% DE F | 339 44% 20% F | 196 42% 12% F | 169 31% 10% | 427 57% 25% HI | 898 49% 53% I | 365 36% 22% | 1445 48% 86% M | 144 46% 9% | 41 41% 2% | 60 36% 4% | 1408 46% 83% | 151 51% 9% |
| 3 OR 4 (SOME PREFERENCE FOR WRITTEN) | 1740 48% 100% | 78 66% CD EF | 394 62% CD EF | 552 51% 32% DE F | 345 45% 20% EF | 182 39% 10% | 190 35% 11% | 471 63% 27% HI | 897 49% 52% I | 372 37% 21% | 1525 50% 88% KL | 116 37% 7% | 28 28% 2% | 72 43% 4% L | 1505 49% 86% | 133 45% 8% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|-------------------------|--------------------------|----------------------------|-------------------------|------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 1186 33% 100% | 344 33% 29% | 214 32% 18% | 130 34% 11% | 598 32% 50% | 217 37% 18% D | 48 43% 4% ABDG | 942 32% 79% |
| 1358 38% 100% | 399 38% 29% | 236 35% 17% | 163 43% 12% BF | 709 37% 52% | 227 38% 17% | 32 29% 2% | 1108 38% 82% |
| 988 27% 100% | 264 25% 27% | 161 24% 16% | 103 27% 10% | 514 27% 52% | 192 32% 19% ABDG | 31 28% 3% | 778 26% 79% |
| 1217 34% 100% | 335 32% 28% | 205 30% 17% | 130 34% 11% | 637 34% 52% | 222 37% 18% AB | 33 30% 3% | 972 33% 80% |
| 1475 41% 100% | 403 38% 27% | 267 40% 18% | 136 36% 9% | 770 41% 52% | 283 48% 19% ABCDG | 51 46% 3% | 1173 40% 80% |
| 479 13% 100% | 131 12% 27% | 86 13% 18% | 45 12% 9% | 252 13% 53% | 89 15% 19% | 19 17% 4% | 383 13% 80% |
| 746 21% 100% | 197 19% 26% | 138 20% 18% | 59 16% 8% | 432 23% 58% ACE | 107 18% 14% | 17 15% 2% | 629 21% 84% C |
| 746 21% 100% | 197 19% 26% | 135 20% 18% | 62 16% 8% | 390 21% 52% | 136 23% 18% C | 27 24% 4% | 587 20% 79% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|--------------------------|------------------------|---------------------------|----------------------|-------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 163 5% 100% | 64 6% 39% D | 29 4% 17% | 36 9% 22% ABDEG | 75 4% 46% | 22 4% 14% | 8 7% 5% | 139 5% 85% |
| 14 * 100% | 5 * 36% | 3 * 19% | 2 1% 17% | 5 * 39% | - * - | - * - | 10 * 75% |
| 1481 41% 100% | 435 41% 29% | 279 42% 19% | 156 41% 11% | 755 40% 51% | 257 43% 17% | 54 48% 4% | 1191 40% 80% |
| 1424 40% 100% | 392 37% 27% | 247 37% 17% | 145 38% 10% | 757 40% 53% | 249 42% 18% | 44 39% 3% | 1149 39% 81% |
| 1690 47% 100% | 491 47% 29% F | 301 45% 18% | 191 50% 11% F | 899 47% 53% F | 272 46% 16% | 41 36% 2% | 1390 47% 82% F |
| 1740 48% 100% | 479 45% 28% | 294 44% 17% | 184 48% 11% | 914 48% 53% | 318 54% 18% ABDG | 53 47% 3% | 1393 47% 80% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | UK GEOGRAPHICS GROUPS | | | | | |
|--|--|------------------------|------------------------|-------------------------|-----------------------|-----------------|---------------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% |
| 1. I LOVE TO SEND AND RECEIVE LETTERS AND CARDS | 1186 33% 100% | 161 34% 14% | 183 31% 15% | 400 33% 34% | 198 29% 17% | 21 34% 2% | 159 36% 13% D |
| 2. I PREFER TO SEND E- MAILS RATHER THAN LETTERS WHENEVER POSSIBLE | 1358 38% 100% | 185 40% 14% E | 214 37% 16% E | 475 39% 35% E | 234 34% 17% | 13 22% 1% | 189 42% 14% DEG |
| 3. I PREFER TO SEND LETTERS OR E-MAILS TO COMPANIES RATHER THAN MAKE A TELEPHONE CALL SO THAT I HAVE A WRITTEN RECORD | 988 27% 100% | 117 25% 12% | 147 25% 15% | 352 29% 36% D | 162 24% 16% | 17 28% 2% | 154 35% 16% ABD |
| 4. IT IS WORTH SENDING A LETTER FOR IMPORTANT COMMUNICATIONS | 1217 34% 100% | 150 32% 12% | 185 32% 15% | 416 34% 34% | 220 32% 18% | 18 29% 1% | 178 40% 15% ABD |
| 5. NOWADAYS THE ONLY THINGS I POST TO FRIENDS AND RELATIVES ARE BIRTHDAY OR GREETING CARDS RATHER THAN LETTERS | 1475 41% 100% | 163 35% 11% | 241 41% 16% A | 502 41% 34% A | 268 39% 18% | 24 38% 2% | 219 49% 15% ABCD |
| 6. I FREQUENTLY USE POST EVEN WHEN I CAN USE OTHER METHODS | 479 13% 100% | 56 12% 12% | 75 13% 16% | 159 13% 33% | 92 14% 19% | 9 15% 2% | 66 15% 14% |
| 7. I ONLY USE POST WHEN THERE IS NO ALTERNATIVE | 746 21% 100% | 81 17% 11% | 116 20% 16% | 288 24% 39% AF | 144 21% 19% | 7 12% 1% | 83 19% 11% |
| 8. I WOULD FEEL CUT OFF FROM SOCIETY IF I CAN'T SEND/ DON'T RECEIVE POST | 746 21% 100% | 79 17% 11% | 118 20% 16% | 245 20% 33% | 145 21% 19% | 14 23% 2% | 100 22% 13% |
| 9. NONE OF THESE | 163 5% 100% | 39 8% 24% BCF | 25 4% 15% | 36 3% 22% | 39 6% 24% CF | 3 4% 2% | 12 3% 7% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------|------------------------|------------------------|------------------------|------------------------|-----------------|----------------------------|-----------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 14 100% | 2 17% | 3 19% | 3 26% | 2 13% | - - | - - | - - |
| 1481 41% 100% | 193 41% 13% | 242 41% 16% | 498 41% 34% | 258 38% 17% | 29 47% 2% | 186 42% 13% | 42 50% 3% |
| 1424 40% 100% | 169 36% 12% | 222 38% 16% | 487 40% 34% | 270 40% 19% | 21 34% 1% | 196 44% 14% A | 32 38% 2% |
| 1690 47% 100% | 226 48% 13% E | 265 45% 16% E | 598 49% 35% E | 300 44% 18% E | 16 26% 1% | 222 50% 13% E | 34 39% 2% |
| 1740 48% 100% | 212 45% 12% | 267 46% 15% | 604 50% 35% | 310 46% 18% | 31 51% 2% | 250 56% 14% ABCDG | 37 43% 2% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|--|-----------------------------------|----------------------|------------------------|------------------------|-------------------|-------------------|-------------------|------------------------|-------------------|-------------------|--------------------|---------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| | 3603 100% | 118 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101 3% | 165 5% | 3068 85% | 295 8% |
| | 1186 33% 100% | 50 43% 4% | 251 40% 21% | 354 33% 30% | 193 25% 16% | 141 30% 12% | 196 36% 17% | 302 40% 25% | 547 30% 46% | 337 34% 28% | 1036 34% 87% | 82 26% 7% | 28 27% 2% | 40 24% 3% | 1029 34% 87% | 84 29% 7% |
| | DHK M | | T | | | | | T | | | | | | | | |
| | 1358 38% 100% FIM | 66 56% 5% T | 313 49% 23% T | 462 43% 34% T | 270 35% 20% | 154 33% 11% | 93 17% 7% | 379 50% 28% T | 732 40% 54% | 248 25% 18% | 1159 38% 85% | 125 40% 9% | 30 30% 2% | 44 27% 3% | 1123 37% 83% | 131 44% 10% T |
| | 988 27% 100% EFI | 52 44% 5% T | 239 38% 24% T | 339 31% 34% T | 187 24% 19% | 100 21% 10% | 71 13% 7% | 291 39% 29% T | 526 29% 53% | 171 17% 17% | 860 28% 87% | 67 21% 7% | 20 20% 2% | 41 25% 4% | 853 28% 86% | 80 27% 8% |
| | 1217 34% 100% DEF IKL | 61 51% 5% T | 290 46% 24% T | 373 35% 31% | 226 30% 19% | 114 24% 9% | 154 28% 13% | 351 47% 29% T | 599 32% 49% | 268 27% 22% | 1088 36% 89% | 68 22% 6% | 15 14% 1% | 47 28% 4% | 1059 34% 87% | 86 29% 7% |
| | 1475 41% 100% EFI MO | 67 57% 5% T | 290 46% 20% T | 474 44% 32% | 303 40% 21% | 159 34% 11% | 183 34% 12% | 357 47% 24% T | 777 42% 53% | 341 34% 23% | 1263 42% 86% | 125 40% 8% | 35 35% 2% | 52 32% 4% | 1328 43% 90% | 94 32% 6% |
| | 479 13% 100% FI | 18 15% 4% | 113 18% 24% T | 143 13% 30% | 99 13% 21% | 56 12% 12% | 51 9% 11% | 131 17% 27% T | 242 13% 50% | 106 11% 22% | 416 14% 87% | 28 9% 6% | 14 14% 3% | 21 13% 4% | 423 14% 88% | 35 12% 7% |
| | 746 21% 100% | 33 28% 4% | 132 21% 18% | 231 21% 31% | 151 20% 20% | 88 19% 12% | 112 21% 15% | 164 22% 22% | 382 21% 51% | 199 20% 27% | 621 21% 83% | 74 24% 10% | 24 24% 3% | 26 16% 4% | 638 21% 86% | 54 18% 7% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | |
|---------------------|-----------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|----------------------|--------------------|--------------------|---------------------|------------------------------------|--------------------|-----------------------------|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) |
| 3603 100% | 118* 3% . | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% . | 165 5% | 3068 85% | 295 8% |
| 746 21% 100% | 39 33% 5% | 167 26% 22% | 240 22% 32% | 130 17% 17% | 72 15% 10% | 98 18% 13% | 206 27% 28% | 370 20% 50% | 170 17% 23% | 660 22% 89% | 41 13% 5% | 19 19% 3% | 26 16% 3% | 677 22% 91% | 43 15% 6% |
| DEI KO | T | T | | | | | T | | | | | | | | |
| 163 5% 100% | - - - | 10 2% 6% | 32 3% 19% | 45 6% 27% | 28 6% 17% | 48 9% 30% | 10 1% 6% | 77 4% 47% | 77 8% 47% T | 129 4% 79% | 18 6% 11% | 4 4% 3% | 12 7% 7% | 125 4% 77% | 25 9% 15% T |
| ABC G | | | | | | T | | | | | | | | | |
| 14 - 100% | - - - | 2 - 16% | 2 - 18% | 3 - 19% | 3 - 19% | 4 1% 29% | 2 - 16% | 5 - 37% | 7 1% 48% | 12 - 85% | 2 1% 15% | - - - | - - - | 10 - 72% | - - - |
| 1481 41% 100% | 64 54% 4% | 313 49% 21% | 442 41% 30% | 259 34% 17% | 174 37% 12% | 229 43% 15% | 377 50% 25% | 701 38% 47% | 403 40% 27% | 1293 43% 87% | 101 32% 7% | 34 34% 2% | 52 32% 4% | 1287 42% 87% | 106 36% 7% |
| DHK M | T | T | | | | | T | | | | | | | | |
| 1424 40% 100% | 65 55% 5% | 328 52% 23% | 445 41% 31% | 272 36% 19% | 137 29% 10% | 177 33% 12% | 393 52% 28% | 717 39% 50% | 314 31% 22% | 1259 42% 88% | 81 26% 6% | 25 25% 2% | 59 36% 4% | 1239 40% 87% | 106 36% 7% |
| EFI KL | T | T | | | | | T | | | | | | | | |
| 1690 47% 100% | 77 65% 5% | 349 55% 21% | 560 52% 33% | 339 44% 20% | 196 42% 12% | 169 31% 10% | 427 57% 25% | 898 49% 53% | 365 36% 22% | 1445 48% 86% | 144 46% 9% | 41 41% 2% | 60 36% 4% | 1408 46% 83% | 151 51% 9% |
| EFI M | T | T | T | | | | T | | | | | | | | |
| 1740 48% 100% | 78 66% 4% | 394 62% 23% | 552 51% 32% | 345 45% 20% | 182 39% 10% | 190 35% 11% | 471 63% 27% | 897 49% 52% | 372 37% 21% | 1525 50% 88% | 116 37% 7% | 28 28% 2% | 72 43% 4% | 1505 49% 86% | 133 45% 8% |
| EFI KL | T | T | | | | | T | | | | | | | | |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|-------------------------|----------------------------------|---|-----------------------|-------------------|------------------------|----------------------|--------------------|
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| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 1186 33% 100% | 344 33% 29% | 214 32% 18% | 130 34% 11% | 598 32% 50% | 217 37% 18% | 48 43% 4% H | 942 32% 79% |
| 1358 38% 100% | 399 38% 29% | 236 35% 17% | 163 43% 12% | 709 37% 52% | 227 38% 17% | 32 29% 2% | 1108 38% 82% |
| 988 27% 100% | 264 25% 27% | 161 24% 16% | 103 27% 10% | 514 27% 52% | 192 32% 19% H | 31 28% 3% | 778 26% 79% |
| 1217 34% 100% | 335 32% 28% | 205 30% 17% | 130 34% 11% | 637 34% 52% | 222 37% 18% | 33 30% 3% | 972 33% 80% |
| 1475 41% 100% | 403 38% 27% | 267 40% 18% | 136 36% 9% | 770 41% 52% | 283 48% 19% H | 51 46% 3% | 1173 40% 80% |
| 479 13% 100% | 131 12% 27% | 86 13% 18% | 45 12% 9% | 252 13% 53% | 89 15% 19% | 19 17% 4% | 383 13% 80% |
| 746 21% 100% C | 197 19% 26% | 138 20% 18% | 59 16% 8% | 432 23% 58% | 107 18% 14% | 17 15% 2% | 629 21% 84% |
| 746 21% 100% C | 197 19% 26% | 135 20% 18% | 62 16% 8% | 390 21% 52% | 136 23% 18% | 27 24% 4% | 587 20% 79% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | URBAN | | | | | | |
|--------------------------|----------------------------------|---|-----------------------|-------------------|------------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| TOTAL (H) | | | | | | | |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 163 5% 100% | 64 6% 39% | 29 4% 17% | 36 9% 22% H | 75 4% 46% | 22 4% 14% | 8 7% 5% | 139 5% 85% |
| 14 0% 100% | 5 0% 36% | 3 0% 19% | 2 1% 17% | 5 0% 39% | - 0% - | - 0% - | 10 0% 75% |
| 1481 41% 100% | 435 41% 29% | 279 42% 19% | 156 41% 11% | 755 40% 51% | 257 43% 17% | 54 48% 4% | 1191 40% 80% |
| 1424 40% 100% | 392 37% 27% | 247 37% 17% | 145 38% 10% | 757 40% 53% | 249 42% 18% | 44 39% 3% | 1149 39% 81% |
| 1690 47% 100% F | 491 47% 29% | 301 45% 18% | 191 50% 11% | 899 47% 53% | 272 46% 16% | 41 36% 2% | 1390 47% 82% |
| 1740 48% 100% B | 479 45% 28% | 294 44% 17% | 184 48% 11% | 914 48% 53% | 318 54% 18% H | 53 47% 3% | 1393 47% 80% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
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GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|---|----------------------------|-----------------------|-------------------|------------------------|-------------------|-----------------|-----------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| 1. I LOVE TO SEND AND RECEIVE LETTERS AND CARDS | 1186 33% 100% | 161 34% 14% | 183 31% 15% | 400 33% 34% | 198 29% 17% | 21 34% 2% | 37 44% 3% |
| 2. I PREFER TO SEND E-MAILS RATHER THAN LETTERS WHENEVER POSSIBLE | 1358 38% 100% | 185 40% 14% | 214 37% 16% | 475 39% 35% | 234 34% 17% | 13 22% 1% | 25 30% 2% |
| 3. I PREFER TO SEND LETTERS OR E-MAILS TO COMPANIES RATHER THAN MAKE A TELEPHONE CALL SO THAT I HAVE A WRITTEN RECORD | 988 27% 100% | 117 25% 12% | 147 25% 15% | 352 29% 36% | 162 24% 16% | 17 28% 2% | 20 24% 2% |
| 4. IT IS WORTH SENDING A LETTER FOR IMPORTANT COMMUNICATIONS | 1217 34% 100% | 150 32% 12% | 185 32% 15% | 416 34% 34% | 220 32% 18% | 18 29% 1% | 25 30% 2% |
| 5. NOWADAYS THE ONLY THINGS I POST TO FRIENDS AND RELATIVES ARE BIRTHDAY OR GREETING CARDS RATHER THAN LETTERS | 1475 41% 100% | 163 35% 11% | 241 41% 16% | 502 41% 34% | 268 39% 18% | 24 38% 2% | 40 47% 3% |
| 6. I FREQUENTLY USE POST EVEN WHEN I CAN USE OTHER METHODS | 479 13% 100% | 56 12% 12% | 75 13% 16% | 159 13% 33% | 92 14% 19% | 9 15% 2% | 13 16% 3% |
| 7. I ONLY USE POST WHEN THERE IS NO ALTERNATIVE | 746 21% 100% | 81 17% 11% | 116 20% 16% | 288 24% 39% H | 144 21% 19% | 7 12% 1% | 16 19% 2% |
| 8. I WOULD FEEL CUT OFF FROM SOCIETY IF I CAN'T SEND/ DON'T RECEIVE POST | 746 21% 100% | 79 17% 11% | 118 20% 16% | 245 20% 33% | 145 21% 19% | 14 23% 2% | 22 25% 3% |
| 9. NONE OF THESE | 163 5% 100% | 39 8% 24% H | 25 4% 15% | 36 3% 22% | 39 6% 24% | 3 4% 2% | 8 9% 5% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|---|--------------------------|-----------------------|-------------------|-------------------|-------------------|-----------------|-----------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| 10. DON'T KNOW | 14 100% | 2 17% | 3 19% | 3 26% | 2 13% | - - | - - |
| 1 OR 8 (STRONG OR EMOTIONAL ATTACHMENT TO POST) | 1481 41% 100% | 193 41% 13% | 242 41% 16% | 498 41% 34% | 258 38% 17% | 29 47% 2% | 42 50% 3% |
| 4 OR 6 (SOME PREFERENCE FOR POST) | 1424 40% 100% | 169 36% 12% | 222 38% 16% | 487 40% 34% | 270 40% 19% | 21 34% 1% | 32 38% 2% |
| 2 OR 7 (RELUCTANT POST USE) | 1690 47% 100% E | 226 48% 13% | 265 45% 16% | 598 49% 35% | 300 44% 18% | 16 26% 1% | 34 39% 2% |
| 3 OR 4 (SOME PREFERENCE FOR WRITTEN) | 1740 48% 100% | 212 45% 12% | 267 46% 15% | 604 50% 35% | 310 46% 18% | 31 51% 2% | 37 43% 2% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|--|--|--------------------------------|--------------------------------|--------------------------|--------------------------|-----------------------|--------------------------|---------------------------------|---------------------------------|--------------------------------|----------------------------------|----------------------------|------------------------|----------------------------------|---------------------------------|-----------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| 1. I LOVE TO SEND AND RECEIVE LETTERS AND CARDS | 1186 33% 100% | 116 30% 10% CE | 186 50% 16% ACDE F | 172 19% 14% | 375 40% 32% ACE | 96 22% 8% | 241 42% 20% ACE | 49 31% 4% HI | 112 20% 9% | 67 20% 6% | 100 34% 8% HIK | 181 26% 15% H | 95 35% 8% HIK | 152 51% 13% GHIJ KLN | 254 43% 21% GHIJ KL | 176 44% 15% GHIJKL |
| 2. I PREFER TO SEND E- MAILS RATHER THAN LETTERS WHENEVER POSSIBLE | 1358 38% 100% | 225 59% 17% BCDE F | 154 42% 11% DEF | 414 45% 30% DEF | 318 34% 23% F | 124 29% 9% F | 123 22% 9% | 102 65% 7% HIKL MNO | 272 49% 20% LMNO | 146 43% 11% LMNO | 173 58% 13% HIKL MNO | 312 45% 23% LMNO | 63 23% 5% O | 104 36% 8% LNO | 147 25% 11% O | 38 10% 3% |
| 3. I PREFER TO SEND LETTERS OR E-MAILS TO COMPANIES RATHER THAN MAKE A TELEPHONE CALL SO THAT I HAVE A WRITTEN RECORD | 988 27% 100% | 152 40% 15% CDEF | 139 38% 14% CDEF | 265 29% 27% EF | 262 28% 26% EF | 70 16% 7% | 100 18% 10% | 48 31% 5% ILO | 143 26% 14% IO | 65 19% 7% O | 116 39% 12% HILN O | 246 35% 25% HILNO | 56 21% 6% O | 128 43% 13% GHIK LNO | 137 23% 14% O | 49 12% 5% |
| 4. IT IS WORTH SENDING A LETTER FOR IMPORTANT COMMUNICATIONS | 1217 34% 100% | 170 45% 14% CDEF | 180 49% 15% CDEF | 286 31% 23% E | 313 34% 26% EF | 111 26% 9% | 157 27% 13% | 43 28% 4% I | 127 23% 10% | 59 17% 5% | 144 48% 12% GHIK LNO | 248 35% 20% HIL | 76 28% 6% I | 164 55% 13% GHIL LNO | 224 38% 18% GHIL | 134 34% 11% HI |
| 5. NOWADAYS THE ONLY THINGS I POST TO FRIENDS AND RELATIVES ARE BIRTHDAY OR GREETING CARDS RATHER THAN LETTERS | 1475 41% 100% | 177 47% 12% CEF | 180 48% 12% CEF | 328 36% 22% E | 449 48% 30% CEF | 114 26% 8% | 228 40% 15% E | 68 44% 5% I | 194 35% 13% I | 87 26% 6% | 154 52% 10% HIKL O | 303 43% 21% HIL | 94 34% 6% I | 135 45% 9% HIL | 279 47% 19% HILO | 160 40% 11% I |
| 6. I FREQUENTLY USE POST EVEN WHEN I CAN USE OTHER METHODS | 479 13% 100% | 58 15% 12% E | 73 20% 15% CDEF | 107 12% 22% | 135 14% 28% EF | 44 10% 9% | 62 11% 13% | 14 9% 3% | 45 8% 9% | 24 5% | 51 17% 11% GHIO | 108 15% 22% HI | 38 14% 8% HI | 66 22% 14% GHIL LNO | 89 15% 19% HI | 44 11% 9% |
| 7. I ONLY USE POST WHEN THERE IS NO ALTERNATIVE | 746 21% 100% | 85 22% 11% | 79 21% 11% | 213 23% 29% DF | 169 18% 23% | 96 22% 13% | 104 18% 14% | 40 25% 5% LMN | 153 28% 21% KL MN O | 86 26% 11% KL MN O | 78 26% 11% KL MN O | 133 19% 18% | 41 15% 6% | 46 16% 6% | 96 16% 13% | 73 18% 10% |

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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|--|--|--------------------------------|--------------------------------|--------------------------|--------------------------|-------------------------------|-------------------------|--------------------------------|--------------------------------|-------------------------------|---------------------------------|---------------------------------|-------------------------------|----------------------------------|---------------------------------|----------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| 8. I WOULD FEEL CUT OFF FROM SOCIETY IF I CAN'T SEND/ DON'T RECEIVE POST | 746 21% 100% | 90 24% 12% CE | 116 31% 16% ACDE F | 141 18% 19% | 229 25% 31% CEF | 62 14% 8% | 108 19% 14% | 27 17% 4% HI | 52 9% 7% | 27 8% 4% | 61 21% 8% HI | 124 18% 17% HI | 44 16% 6% HI | 118 39% 16% GHJ KLO | 193 33% 26% GHJ KLO | 99 25% 13% HIKL |
| 9. NONE OF THESE | 163 5% 100% | 7 2% 4% | 3 1% 2% | 49 5% 30% ABD | 28 3% 17% B | 48 11% 29% ABCD F | 29 5% 18% ABD | 2 1% 1% | 24 4% 14% J | 29 9% 18% GHJKM N | 1 1% | 31 4% 19% J | 22 8% 13% GHJKM N | 7 2% 4% | 22 4% 13% J | 27 7% 16% GJMN |
| 10. DON'T KNOW | 14 1% 100% | - - | 2 1% 16% C | - - | 5 1% 37% | 5 1% 39% ACF | 1 9% | - - | 2 17% | 3 22% K | - - | - - | 3 1% 21% K | 2 1% 16% K | 3 20% | 1 4% |
| 1 OR 8 (STRONG OR EMOTIONAL ATTACHMENT TO POST) | 1481 41% 100% | 159 42% 11% CE | 218 59% 15% ACDE F | 259 28% 17% | 442 47% 30% CE | 129 30% 9% | 274 48% 19% CE | 62 40% 4% HI | 143 26% 10% | 83 25% 6% | 120 40% 8% HI | 241 34% 16% HI | 112 41% 8% HI | 195 65% 13% GHJ KLNO | 317 56% 21% GHJ KL | 208 53% 14% GHJKL |
| 4 OR 6 (SOME PREFERENCE FOR POST) | 1424 40% 100% | 187 49% 13% CDEF | 206 56% 14% CDEF | 334 37% 23% E | 383 41% 27% EF | 128 30% 9% | 186 32% 13% | 50 32% 4% I | 158 28% 11% I | 70 21% 5% | 158 53% 11% GHK LNO | 299 43% 21% GHIL | 97 35% 7% I | 158 62% 13% GHK LNO | 261 44% 18% GHIL O | 148 37% 10% HI |
| 2 OR 7 (RELUCTANT POST USE) | 1690 47% 100% | 244 64% 14% BCDE F | 183 49% 11% EF | 496 54% 29% DEF | 402 43% 24% F | 178 41% 11% F | 187 33% 11% | 108 70% 6% IKLM NO | 337 61% 20% KLMN O | 180 54% 11% LMNO | 198 66% 12% IKLM NO | 360 51% 21% LMNO | 90 33% 5% O | 121 40% 7% O | 201 34% 12% O | 95 24% 6% |
| 3 OR 4 (SOME PREFERENCE FOR WRITTEN) | 1740 48% 100% | 240 63% 14% CDEF | 231 62% 13% CDEF | 448 49% 26% EF | 449 48% 26% EF | 154 36% 9% | 218 38% 13% | 71 46% 4% I | 222 40% 13% | 111 33% 6% | 194 65% 11% GHK LNO | 390 56% 22% GHILN O | 106 39% 6% | 207 69% 12% GHK LNO | 284 48% 16% HILO | 155 39% 9% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|----------------------------|------------------------|------------------------|-----------------------|-------------------------|---------------------|------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|----------------------|------------------------|------------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| 1. I LOVE TO SEND AND RECEIVE LETTERS AND CARDS 1186 33% 100% CEHI | | 116 30% 10% | 186 50% 16% P | 172 19% 14% | 375 40% 32% P | 96 22% 8% | 241 42% 20% P | 49 31% 4% | 112 20% 9% | 67 20% 6% | 100 34% 8% | 181 26% 15% | 95 35% 8% | 152 51% 13% P | 254 43% 21% P | 176 44% 15% P |
| 2. I PREFER TO SEND E- MAILS RATHER THAN LETTERS WHENEVER POSSIBLE 1358 38% 100% EFLN O | | 225 59% 17% P | 154 42% 11% | 414 30% P | 318 34% 23% | 124 29% 9% | 123 22% 9% | 102 65% 7% P | 272 49% 20% P | 146 43% 11% P | 173 58% 13% P | 312 45% 23% | 63 23% 5% | 104 35% 8% | 147 25% 11% | 38 10% 3% |
| 3. I PREFER TO SEND LETTERS OR E-MAILS TO COMPANIES RATHER THAN MAKE A TELEPHONE CALL SO THAT I HAVE A WRITTEN RECORD 988 27% 100% EFIL NO | | 152 40% 15% P | 139 38% 14% P | 265 29% 27% | 262 28% 26% | 70 16% 7% | 100 18% 10% | 48 31% 5% | 143 26% 14% | 66 19% 7% | 116 39% 12% P | 246 35% 26% | 56 21% 6% | 128 43% 13% P | 137 23% 14% | 49 12% 5% |
| 4. IT IS WORTH SENDING A LETTER FOR IMPORTANT COMMUNICATIONS 1217 34% 100% EFHI L | | 170 45% 14% P | 180 49% 15% P | 286 31% 23% | 313 34% 26% | 111 26% 9% | 157 27% 13% | 43 28% 4% | 127 23% 10% | 59 17% 5% | 144 48% 12% P | 248 35% 20% | 76 28% 6% | 164 55% 13% P | 224 38% 18% | 134 34% 11% |
| 5. NOWADAYS THE ONLY THINGS I POST TO FRIENDS AND RELATIVES ARE BIRTHDAY OR GREETING CARDS RATHER THAN LETTERS 1475 41% 100% CEHI L | | 177 47% 12% | 180 48% 12% P | 328 36% 22% | 449 48% 30% P | 114 26% 8% | 228 40% 15% | 68 44% 5% | 194 35% 13% | 87 26% 6% | 154 52% 10% P | 303 43% 21% | 94 34% 6% | 135 46% 9% | 279 47% 19% P | 160 40% 11% |
| 6. I FREQUENTLY USE POST EVEN WHEN I CAN USE OTHER METHODS 479 13% 100% HI | | 58 15% 12% | 73 20% 15% P | 107 12% 22% | 135 14% 28% | 44 10% 9% | 62 11% 13% | 14 9% 3% | 45 8% 9% | 24 7% 5% | 51 17% 11% | 108 15% 22% | 38 14% 8% | 66 22% 14% P | 89 15% 19% | 44 11% 9% |
| 7. I ONLY USE POST WHEN THERE IS NO ALTERNATIVE 746 21% 100% LMN | | 85 22% 11% | 79 21% 11% | 213 23% 29% | 169 18% 23% | 96 22% 13% | 104 18% 14% | 40 26% 5% | 153 28% 21% P | 86 26% 11% P | 78 26% 11% | 133 19% 18% | 41 15% 6% | 46 15% 6% | 96 16% 13% | 73 18% 10% |
| 8. I WOULD FEEL CUT OFF FROM SOCIETY IF I CAN'T SEND/ DON'T RECEIVE POST 746 21% 100% CEHI | | 90 24% 12% | 116 31% 16% P | 141 15% 19% | 229 25% 31% P | 62 14% 8% | 108 19% 14% | 27 17% 4% | 52 9% 7% | 27 8% 4% | 61 21% 8% | 124 18% 17% | 44 16% 6% | 118 39% 16% P | 193 33% 26% P | 99 25% 13% P |

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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|-----------------------------------|------------------------|------------------------|------------------------|-------------------------|-----------------------|------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|----------------------|------------------------|------------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| 9. NONE OF THESE | 163 5% 100% ABJ | 7 2% 4% | 3 1% 2% | 49 5% 30% | 28 3% 17% | 48 11% 29% P | 29 5% 18% | 2 1% 1% | 24 4% 14% | 29 9% 18% P | 1 1% 1% | 31 4% 19% | 22 8% 13% P | 7 2% 4% | 22 4% 13% | 27 7% 16% P |
| 10. DON'T KNOW | 14 - 100% | - - - | 2 1% 16% | - - - | 5 1% 37% | 5 1% 39% P | 1 9% | - - - | 2 17% | 3 22% | - - | - - | 3 21% | 2 16% | 3 20% | 1 4% |
| 1 OR 8 (STRONG OR EMOTIONAL ATTACHMENT TO POST) | 1481 41% 100% CEHI | 159 42% 11% | 218 59% 15% P | 259 28% 17% | 442 47% 30% P | 129 30% 9% | 274 48% 19% P | 62 40% 4% | 143 26% 10% | 83 25% 6% | 120 40% 8% | 241 34% 16% | 112 41% 8% | 195 65% 13% P | 317 54% 21% P | 208 53% 14% P |
| 4 OR 6 (SOME PREFERENCE FOR POST) | 1424 40% 100% EFHI | 187 49% 13% P | 206 56% 14% P | 334 37% 23% | 383 41% 27% | 128 30% 9% | 186 32% 13% | 50 32% 4% | 158 28% 11% | 70 21% 5% | 158 53% 11% P | 299 43% 21% | 97 35% 7% | 184 62% 13% P | 261 44% 18% P | 148 37% 10% |
| 2 OR 7 (RELUCTANT POST USE) | 1690 47% 100% EFUM NO | 244 64% 14% P | 183 49% 11% | 496 54% 29% P | 402 43% 24% | 178 41% 11% | 187 33% 11% | 108 70% 6% P | 337 61% 20% P | 180 54% 11% P | 198 66% 12% P | 360 51% 21% | 90 33% 5% | 121 40% 7% | 201 34% 12% | 95 24% 6% |
| 3 OR 4 (SOME PREFERENCE FOR WRITTEN) | 1740 48% 100% EFHI LO | 240 63% 14% P | 231 62% 13% P | 448 49% 26% | 449 48% 26% | 154 36% 9% | 218 38% 13% | 71 46% 4% | 222 40% 13% | 111 33% 6% | 194 65% 11% P | 390 56% 22% | 106 39% 6% | 207 69% 12% P | 284 48% 16% | 155 39% 9% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|--|-----------------------------|----------------------------|----------------------|--|------------------------|--------------------------|-------------------------|------------------------------------|-------------------------|--------------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| 1. I LOVE TO SEND AND RECEIVE LETTERS AND CARDS | 1186 33% 100% | 233 41% 20% B | 949 31% 80% | 69 44% 6% B | 833 31% 70% | 353 40% 30% D | 119 44% 10% GHI | 120 24% 10% | 940 33% 79% GI | 127 25% 11% | 127 43% 11% GHI |
| 2. I PREFER TO SEND E-MAILS RATHER THAN LETTERS WHENEVER POSSIBLE | 1358 38% 100% | 124 22% 9% | 1228 41% 90% AC | 27 17% 2% | 1233 45% 91% E | 125 14% 9% | 36 13% 3% | 166 34% 12% FJ | 1152 41% 89% FGU | 171 33% 13% FJ | 40 13% 3% |
| 3. I PREFER TO SEND LETTERS OR E-MAILS TO COMPANIES RATHER THAN MAKE A TELEPHONE CALL SO THAT I HAVE A WRITTEN RECORD | 988 27% 100% | 126 22% 13% | 861 28% 87% A | 37 23% 4% | 875 32% 89% E | 113 13% 11% | 36 13% 4% | 92 19% 9% J | 858 31% 87% FGU | 94 18% 9% J | 38 13% 4% |
| 4. IT IS WORTH SENDING A LETTER FOR IMPORTANT COMMUNICATIONS | 1217 34% 100% | 201 36% 17% C | 1011 33% 83% C | 38 24% 3% | 957 35% 79% E | 261 30% 21% | 86 32% 7% GI | 104 21% 9% | 1020 36% 84% GI | 111 21% 9% | 93 32% 8% GI |
| 5. NOWADAYS THE ONLY THINGS I POST TO FRIENDS AND RELATIVES ARE BIRTHDAY OR GREETING CARDS RATHER THAN LETTERS | 1475 41% 100% | 214 38% 15% | 1255 42% 85% | 64 40% 4% | 1162 43% 79% E | 313 35% 21% | 112 41% 8% GI | 149 30% 10% | 1211 43% 82% GI | 152 29% 10% | 115 39% 8% GI |
| 6. I FREQUENTLY USE POST EVEN WHEN I CAN USE OTHER METHODS | 479 13% 100% | 76 13% 16% | 401 13% 84% | 17 11% 4% | 385 14% 80% E | 95 11% 20% | 25 9% 5% | 41 8% 8% | 413 15% 86% FGU | 42 8% 9% | 26 9% 5% |
| 7. I ONLY USE POST WHEN THERE IS NO ALTERNATIVE | 746 21% 100% | 91 16% 12% | 654 22% 88% A | 26 17% 4% | 594 22% 80% E | 152 17% 20% | 41 15% 6% | 106 21% 14% F | 592 21% 79% FJ | 112 22% 15% FJ | 47 16% 6% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--|--|-----------------------------|----------------------------|----------------------|--|------------------------|--------------------------|-------------------------|------------------------------------|-------------------------|--------------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| 8. I WOULD FEEL CUT OFF FROM SOCIETY IF I CAN'T SEND/ DON'T RECEIVE POST | 746 21% 100% | 151 27% 20% B | 591 20% 79% | 38 24% 5% | 548 20% 73% | 198 23% 27% | 75 28% 10% GHI | 64 13% 9% | 605 21% 81% GI | 66 13% 9% | 77 26% 10% GI |
| 9. NONE OF THESE | 163 5% 100% | 33 6% 20% | 128 4% 78% | 6 4% 4% | 100 4% 61% | 64 7% 39% D | 19 7% 11% H | 37 7% 22% H | 105 4% 64% | 40 8% 25% H | 22 7% 14% H |
| 10. DON'T KNOW | 14 1% 100% | 3 1% 25% | 9 65% | 2 2% 25% B | 8 62% | 5 1% 38% | 1 1% 10% | 4 1% 29% | 8 5% 57% | 5 1% 33% | 2 1% 15% |
| 1 OR 8 (STRONG OR EMOTIONAL ATTACHMENT TO POST) | 1481 41% 100% | 283 50% 19% B | 1191 39% 80% | 80 51% 5% B | 1069 39% 71% | 422 48% 29% D | 147 54% 10% GHI | 154 31% 10% | 1171 42% 79% GI | 163 32% 71% | 156 53% 11% GHI |
| 4 OR 6 (SOME PREFERENCE FOR POST) | 1424 40% 100% | 230 41% 16% C | 1188 39% 83% C | 49 31% 3% | 1119 41% 79% E | 305 35% 21% | 98 36% 7% GI | 123 25% 9% | 1196 42% 84% FGJ | 131 25% 9% | 105 36% 7% GI |
| 2 OR 7 (RELUCTANT POST USE) | 1690 47% 100% | 180 32% 71% | 1503 30% 89% AC | 44 28% 3% | 1446 53% 86% E | 243 28% 14% | 69 25% 4% | 233 47% 14% FJ | 1380 49% 82% FJ | 241 47% 14% FJ | 77 26% 5% |
| 3 OR 4 (SOME PREFERENCE FOR WRITTEN) | 1740 48% 100% | 262 46% 15% | 1473 49% 85% C | 62 39% 4% | 1426 52% 82% E | 315 36% 18% | 102 37% 6% | 170 35% 10% | 1461 52% 84% FGJ | 177 34% 10% | 109 37% 6% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|---|-----------------------------|----------------------------|----------------------|--|------------------------|------------------------|-------------------|------------------------------------|-----------------------|------------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| 1. I LOVE TO SEND AND RECEIVE LETTERS AND CARDS | 1186 33% 100% GI | 233 41% 20% K | 949 31% 80% | 69 44% 6% K | 833 31% 70% | 353 40% 30% K | 119 44% 10% K | 120 24% 10% | 940 33% 79% | 127 25% 11% | 127 43% 11% K |
| 2. I PREFER TO SEND E-MAILS RATHER THAN LETTERS WHENEVER POSSIBLE | 1358 38% 100% ACEFJ | 124 22% 9% | 1228 41% 90% K | 27 17% 2% | 1233 45% 91% K | 125 14% 9% | 36 13% 3% | 166 34% 12% | 1152 41% 85% K | 171 33% 13% | 40 13% 3% |
| 3. I PREFER TO SEND LETTERS OR E-MAILS TO COMPANIES RATHER THAN MAKE A TELEPHONE CALL SO THAT I HAVE A WRITTEN RECORD | 988 27% 100% AEFGI J | 126 22% 13% | 861 28% 87% | 37 23% 4% | 875 32% 89% K | 113 13% 11% | 36 13% 4% | 92 19% 9% | 858 31% 87% K | 94 18% 9% | 38 13% 4% |
| 4. IT IS WORTH SENDING A LETTER FOR IMPORTANT COMMUNICATIONS | 1217 34% 100% CEGI | 201 36% 17% | 1011 33% 83% | 38 24% 3% | 957 35% 79% | 261 30% 21% | 86 32% 7% | 104 21% 9% | 1020 36% 84% | 111 21% 9% | 93 32% 8% |
| 5. NOWADAYS THE ONLY THINGS I POST TO FRIENDS AND RELATIVES ARE BIRTHDAY OR GREETING CARDS RATHER THAN LETTERS | 1475 41% 100% EGI | 214 38% 15% | 1255 42% 85% | 64 40% 4% | 1162 43% 79% | 313 35% 21% | 112 41% 8% | 149 30% 10% | 1211 43% 82% | 152 29% 10% | 115 39% 8% |
| 6. I FREQUENTLY USE POST EVEN WHEN I CAN USE OTHER METHODS | 479 13% 100% FGIJ | 76 13% 16% | 401 13% 84% | 17 11% 4% | 385 14% 80% | 95 11% 20% | 25 9% 5% | 41 8% 8% | 413 15% 86% | 42 8% 9% | 26 9% 5% |
| 7. I ONLY USE POST WHEN THERE IS NO ALTERNATIVE | 746 21% 100% AEFJ | 91 16% 12% | 654 22% 88% | 26 17% 4% | 594 22% 80% | 152 17% 20% | 41 15% 6% | 106 21% 14% | 592 21% 79% | 112 22% 15% | 47 16% 6% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|--|--|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| 8. I WOULD FEEL CUT OFF FROM SOCIETY IF I CAN'T SEND/ DON'T RECEIVE POST | 746 21% 100% GI | 151 27% 20% K | 591 20% 79% | 38 24% 5% | 548 20% 73% | 198 23% 27% | 75 28% 10% K | 64 13% 9% | 605 21% 81% | 66 13% 9% | 77 26% 10% K |
| 9. NONE OF THESE | 163 5% 100% | 33 6% 20% | 128 4% 78% | 6 4% 4% | 100 4% 61% | 64 7% 39% K | 19 7% 11% | 37 7% 22% K | 105 4% 64% | 40 8% 25% K | 22 7% 14% K |
| 10. DON'T KNOW | 14 100% | 3 1% 25% | 9 65% | 2 2% 25% K | 8 62% | 5 1% 38% | 1 1% 10% | 4 1% 29% | 8 5% 57% | 5 1% 33% | 2 1% 15% |
| 1 OR 8 (STRONG OR EMOTIONAL ATTACHMENT TO POST) | 1481 41% 100% GI | 283 50% 19% K | 1191 39% 80% | 80 51% 5% K | 1069 39% 71% | 422 48% 29% K | 147 54% 10% K | 154 31% 10% | 1171 42% 79% | 163 32% 11% | 156 53% 11% K |
| 4 OR 6 (SOME PREFERENCE FOR POST) | 1424 40% 100% CEGI | 230 41% 16% | 1188 39% 83% | 49 31% 3% | 1119 41% 79% | 305 35% 21% | 98 36% 7% | 123 25% 9% | 1196 42% 84% K | 131 25% 9% | 105 36% 7% |
| 2 OR 7 (RELUCTANT POST USE) | 1690 47% 100% ACEFJ | 180 32% 71% | 1503 50% 89% K | 44 28% 3% | 1446 53% 86% K | 243 28% 14% | 69 25% 4% | 233 47% 14% | 1380 49% 82% | 241 47% 14% | 77 26% 5% |
| 3 OR 4 (SOME PREFERENCE FOR WRITTEN) | 1740 48% 100% CEGIJ | 262 46% 15% | 1473 49% 85% | 62 39% 4% | 1426 52% 82% K | 315 36% 18% | 102 37% 6% | 170 35% 10% | 1461 52% 84% K | 177 34% 10% | 109 37% 6% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | WHICH OF THESE STATEMENTS APPLY TO YOU? (E2) | | | | | | | | | |
|--|--|--|--|---|---|--|---|---|---|-------------------------------|--------------------------|
| | | 1. LOVE TO SEND/ RECEIVE LETTERS AND CARDS (A) | 2. PREFER TO SEND E-MAILS RATHER THAN LETTERS WHENEVER POSSIBLE (B) | 3. PREFER TO SEND LETTERS OR E-MAILS TO COMPANIES RATHER THAN MAKE TELEPHONE CALL SO HAVE WRITTEN RECORD (C) | 4. IT IS WORTH SENDING LETTER FOR IMPORTANT COMMUN ICATIONS (D) | 5. NOWADAYS ONLY THINGS I POST TO FRIENDS/ RELATIVES ARE BIRTHDAY /GREETING CARDS RATHER THAN LETTERS (E) | 6. I FREQUENTLY USE POST EVEN WHEN I CAN USE OTHER METHODS (F) | 7. ONLY USE POST WHEN THERE IS NO ALTER NATIVE (G) | 8. WOULD FEEL CUT OFF FROM SOCIETY IF CAN'T SEND/ DON'T RECEIVE POST (H) | 9. NONE OF THESE (I) | 10. DON'T KNOW (J) |
| UNWEIGHTED TOTAL | 3615 100% | 1286 36% | 1239 34% | 966 27% | 1232 34% | 1451 40% | 491 14% | 730 20% | 779 22% | 171 5% | 14 * |
| WEIGHTED TOTAL | 3603 100% | 1186 33% | 1358 38% | 988 27% | 1217 34% | 1475 41% | 479 13% | 746 21% | 746 21% | 163 5% | 14** * |
| 1. I LOVE TO SEND AND RECEIVE LETTERS AND CARDS | 1186 33% 100% | 1186 100% BCDEFGHI | 255 19% I | 365 37% BEGI | 572 47% BCEGI | 435 29% BGI | 271 57% BCDEGI | 145 19% I | 451 60% BCDEGI | - - - | - - - |
| 2. I PREFER TO SEND E- MAILS RATHER THAN LETTERS WHENEVER POSSIBLE | 1358 38% 100% | 255 22% I | 1358 100% ACDEFGHI | 498 50% ADEFGHI | 425 35% AFHI | 618 42% ADFGHI | 93 19% I | 414 56% ADEFGHI | 206 28% AFI | - - - | - - - |
| 3. I PREFER TO SEND LETTERS OR E-MAILS TO COMPANIES RATHER THAN MAKE A TELEPHONE CALL SO THAT I HAVE A WRITTEN RECORD | 988 27% 100% | 365 31% I | 498 37% AEGI | 988 100% ABDEFGHI | 465 38% AEGHI | 473 32% I | 169 35% I | 222 30% I | 246 33% I | - - - | - - - |
| 4. IT IS WORTH SENDING A LETTER FOR IMPORTANT COMMUNICATIONS | 1217 34% 100% | 572 48% BEGI | 425 31% I | 465 47% BEGI | 1217 100% ABCEFGHI | 519 35% BGI | 272 57% ABCEGI | 208 28% I | 420 56% ABCEGI | - - - | - - - |
| 5. NOWADAYS THE ONLY THINGS I POST TO FRIENDS AND RELATIVES ARE BIRTHDAY OR GREETING CARDS RATHER THAN LETTERS | 1475 41% 100% | 435 37% FI | 618 45% AFI | 473 48% ADFI | 519 43% AFI | 1475 100% ABCEFGHI | 131 27% I | 342 46% AFI | 323 43% AFI | - - - | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G/H/I/J

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | WHICH OF THESE STATEMENTS APPLY TO YOU? (E2) | | | | | | | | | |
|--|------------------------------|--|--|---|---|--|---|---|---|-------------------------------|--------------------------|
| | | 1. LOVE TO SEND/ RECEIVE LETTERS AND CARDS (A) | 2. PREFER TO SEND E-MAILS RATHER THAN LETTERS WHENEVER POSSIBLE (B) | 3. PREFER TO SEND LETTERS OR E-MAILS TO COMPANIES RATHER THAN MAKE TELEPHONE CALL SO HAVE WRITTEN RECORD (C) | 4. IT IS WORTH SENDING LETTER FOR IMPORTANT COMMUN ICATIONS (D) | 5. NOWADAYS ONLY THINGS I POST TO FRIENDS/ RELATIVES ARE BIRTHDAY /GREETING CARDS RATHER THAN LETTERS (E) | 6. I FREQUENTLY USE POST EVEN WHEN I CAN USE OTHER METHODS (F) | 7. ONLY USE POST WHEN THERE IS NO ALTER NATIVE (G) | 8. WOULD FEEL CUT OFF FROM SOCIETY IF CAN'T SEND/ DON'T RECEIVE POST (H) | 9. NONE OF THESE (I) | 10. DON'T KNOW (J) |
| WEIGHTED TOTAL | 3603 100% | 1186 33% | 1358 38% | 988 27% | 1217 34% | 1475 41% | 479 13% | 746 21% | 746 21% | 163 5% | 14** |
| 6. I FREQUENTLY USE POST EVEN WHEN I CAN USE OTHER METHODS | 479 13% 100% | 271 23% 57% BCEGI | 93 7% 19% I | 169 17% 35% BEGI | 272 22% 57% BCEGI | 131 9% 27% GI | 479 100% I | 39 5% 8% I | 187 25% 39% BCEGI | - | - |
| 7. I ONLY USE POST WHEN THERE IS NO ALTERNATIVE | 746 21% 100% | 145 12% 19% FI | 414 30% 56% ACDEFHI | 222 22% 30% ADFGHI | 208 17% 28% AFHI | 342 23% 46% ADFGHI | 39 8% 5% I | 746 100% I | 95 13% 13% FI | - | - |
| 8. I WOULD FEEL CUT OFF FROM SOCIETY IF I CAN'T SEND/ DON'T RECEIVE POST | 746 21% 100% | 451 38% 60% BCEGI | 206 15% 28% I | 246 25% 33% BGI | 420 35% 56% BCEGI | 323 22% 43% BGI | 187 39% 26% BCEGI | 95 13% 13% I | 746 100% I | - | - |
| 9. NONE OF THESE | 163 5% 100% | - | - | - | - | - | - | - | - | 163 100% I | - |
| 10. DON'T KNOW | 14 100% | - | - | - | - | - | - | - | - | 14 100% I | - |
| 1 OR 8 (STRONG OR EMOTIONAL ATTACHMENT TO POST) | 1481 41% 100% | 1186 100% BCDEFGI | 359 26% 24% I | 452 46% 30% BEGI | 709 58% 48% BCEGI | 577 39% 21% BGI | 314 66% 21% BCDEGI | 187 25% 13% I | 746 100% I | - | - |
| 4 OR 6 (SOME PREFERENCE FOR POST) | 1424 40% 100% | 666 56% 47% BEGI | 458 34% 32% I | 514 52% 36% BEGI | 1217 100% 85% ABCEGHI | 571 39% 40% BGI | 479 100% I | 217 29% 15% I | 482 65% 34% ABCEGI | - | - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G/H/I/J

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GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | WHICH OF THESE STATEMENTS APPLY TO YOU? (E2) | | | | | | | | | |
|---|---------------------|--|--|---|---|--|---|---|---|-------------------------------|--------------------------|
| | | 1. LOVE TO SEND/ RECEIVE LETTERS AND CARDS (A) | 2. PREFER TO SEND E-MAILS RATHER THAN LETTERS WHENEVER POSSIBLE (B) | 3. PREFER TO SEND LETTERS OR E-MAILS TO COMPANIES RATHER THAN MAKE TELEPHONE CALL SO HAVE WRITTEN RECORD (C) | 4. IT IS WORTH SENDING LETTER FOR IMPORTANT COMMUN ICATIONS (D) | 5. NOWADAYS ONLY THINGS I POST TO FRIENDS/ RELATIVES ARE BIRTHDAY /GREETING CARDS RATHER THAN LETTERS (E) | 6. I FREQUENTLY USE POST EVEN WHEN I CAN USE OTHER METHODS (F) | 7. ONLY USE POST WHEN THERE IS NO ALTER NATIVE (G) | 8. WOULD FEEL CUT OFF FROM SOCIETY IF CAN'T SEND/ DON'T RECEIVE POST (H) | 9. NONE OF THESE (I) | 10. DON'T KNOW (J) |
| WEIGHTED TOTAL | 3603 100% | 1186 33% | 1358 38% | 988 27% | 1217 34% | 1475 41% | 479 13% | 746 21% | 746 21% | 163 5% | 14** |
| 2 OR 7 (RELUCTANT POST USE) | 1690 47% 100% | 325 27% 19% I | 1358 100% 80% ACDEFHI | 546 55% 32% ADEFGHI | 505 41% 30% AFHI | 733 50% 43% ADFGHI | 115 24% 7% I | 746 100% 44% ACDEFHI I | 251 34% 15% AFI | - - - | - - - |
| 3 OR 4 (SOME PREFERENCE FOR WRITTEN) | 1740 48% 100% | 711 60% 41% BEGI | 698 51% 40% GI | 988 100% 57% ABEFGHI | 1217 100% 70% ABEFGHI | 769 52% 44% GI | 322 67% 18% ABEGI | 334 45% 19% I | 480 64% 28% BEGI | - - - | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G/H/I/J

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GfK NC

NOP/421841/421842 : POSTAL SERVICES
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QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | WHICH OF THESE STATEMENTS APPLY TO YOU? (E2) | | | | | | | | | |
|--|-----------------------------|--|--|---|---|--|---|---|---|-------------------------------|--------------------------|
| | | 1. LOVE TO SEND/ RECEIVE LETTERS AND CARDS (A) | 2. PREFER TO SEND E-MAILS RATHER THAN LETTERS WHENEVER POSSIBLE (B) | 3. PREFER TO SEND LETTERS OR E-MAILS TO COMPANIES RATHER THAN MAKE TELEPHONE CALL SO HAVE WRITTEN RECORD (C) | 4. IT IS WORTH SENDING LETTER FOR IMPORTANT COMMUN ICATIONS (D) | 5. NOWADAYS ONLY THINGS I POST TO FRIENDS/ RELATIVES ARE BIRTHDAY /GREETING CARDS RATHER THAN LETTERS (E) | 6. I FREQUENTLY USE POST EVEN WHEN I CAN USE OTHER METHODS (F) | 7. ONLY USE POST WHEN THERE IS NO ALTER NATIVE (G) | 8. WOULD FEEL CUT OFF FROM SOCIETY IF CAN'T SEND/ DON'T RECEIVE POST (H) | 9. NONE OF THESE (I) | 10. DON'T KNOW (J) |
| UNWEIGHTED TOTAL | 3615 100% | 1286 36% | 1239 34% | 966 27% | 1232 34% | 1451 40% | 491 14% | 730 20% | 779 22% | 171 5% | 14 * |
| WEIGHTED TOTAL | 3603 100% | 1186 33% | 1358 38% | 988 27% | 1217 34% | 1475 41% | 479 13% | 746 21% | 746 21% | 163 5% | 14** |
| 1. I LOVE TO SEND AND RECEIVE LETTERS AND CARDS | 1186 33% 100% BEGI | 1186 100% 100% K | 255 19% 22% | 365 37% 31% K | 572 47% 48% K | 435 29% 37% | 271 57% 23% K | 145 19% 12% | 451 60% 38% K | - - - | - - - |
| 2. I PREFER TO SEND E- MAILS RATHER THAN LETTERS WHENEVER POSSIBLE | 1358 38% 100% AFHI | 255 22% 19% | 1358 100% 100% K | 498 50% 37% K | 425 35% 31% | 618 42% 45% K | 93 19% 7% | 414 56% 30% K | 206 28% 15% | - - - | - - - |
| 3. I PREFER TO SEND LETTERS OR E-MAILS TO COMPANIES RATHER THAN MAKE A TELEPHONE CALL SO THAT I HAVE A WRITTEN RECORD | 988 27% 100% I | 365 31% 37% K | 498 37% 50% K | 988 100% 100% K | 465 38% 47% K | 473 32% 48% K | 169 35% 17% K | 222 30% 22% | 246 33% 25% K | - - - | - - - |
| 4. IT IS WORTH SENDING A LETTER FOR IMPORTANT COMMUNICATIONS | 1217 34% 100% GI | 572 48% 47% K | 425 31% 35% | 465 47% 38% K | 1217 100% 100% K | 519 35% 43% | 272 57% 22% K | 208 28% 17% | 420 56% 35% K | - - - | - - - |
| 5. NOWADAYS THE ONLY THINGS I POST TO FRIENDS AND RELATIVES ARE BIRTHDAY OR GREETING CARDS RATHER THAN LETTERS | 1475 41% 100% AFI | 435 37% 29% | 618 45% 42% K | 473 48% 32% K | 519 43% 35% | 1475 100% 100% K | 131 27% 9% | 342 46% 23% K | 323 43% 22% | - - - | - - - |
| 6. I FREQUENTLY USE POST EVEN WHEN I CAN USE OTHER METHODS | 479 13% 100% BEGI | 271 23% 57% K | 93 7% 19% | 169 17% 35% K | 272 22% 57% K | 131 9% 27% | 479 100% 100% K | 39 5% 8% | 187 25% 39% K | - - - | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | WHICH OF THESE STATEMENTS APPLY TO YOU? (E2) | | | | | | | | | |
|--|---|--|--|---|---|--|---|---|---|-------------------------------|--------------------------|
| | | 1. LOVE TO SEND/ RECEIVE LETTERS AND CARDS (A) | 2. PREFER TO SEND E-MAILS RATHER THAN LETTERS WHENEVER POSSIBLE (B) | 3. PREFER TO SEND LETTERS OR E-MAILS TO COMPANIES RATHER THAN MAKE TELEPHONE CALL SO HAVE WRITTEN RECORD (C) | 4. IT IS WORTH SENDING LETTER FOR IMPORTANT COMMUN ICATIONS (D) | 5. NOWADAYS ONLY THINGS I POST TO FRIENDS/ RELATIVES ARE BIRTHDAY /GREETING CARDS RATHER THAN LETTERS (E) | 6. I FREQUENTLY USE POST EVEN WHEN I CAN USE OTHER METHODS (F) | 7. ONLY USE POST WHEN THERE IS NO ALTER NATIVE (G) | 8. WOULD FEEL CUT OFF FROM SOCIETY IF CAN'T SEND/ DON'T RECEIVE POST (H) | 9. NONE OF THESE (I) | 10. DON'T KNOW (J) |
| WEIGHTED TOTAL | 3603 100% | 1186 33% | 1358 38% | 988 27% | 1217 34% | 1475 41% | 479 13% | 746 21% | 746 21% | 163 5% | 14** 4% |
| 7. I ONLY USE POST WHEN THERE IS NO ALTERNATIVE | 746 21% 100% ADFH | 145 12% 19% | 414 30% 56% K | 222 22% 30% | 208 17% 28% | 342 23% 46% | 39 8% 5% | 746 100% 100% K | 95 13% 13% | - - - | - - - |
| 8. I WOULD FEEL CUT OFF FROM SOCIETY IF I CAN'T SEND/ DON'T RECEIVE POST | 746 21% 100% BGI | 451 38% 60% K | 206 15% 28% | 246 25% 33% K | 420 35% 56% K | 323 22% 43% | 187 39% 25% K | 95 13% 100% 13% K | 746 100% 100% K | - - - | - - - |
| 9. NONE OF THESE | 163 5% 100% ABCDEF G H | - - - | - - K | - - - | - - - | - - - | - - - | - - - | - - - | 163 100% 100% | - - - |
| 10. DON'T KNOW | 14 100% ABDE | - - | - - | - - | - - | - - | - - | - - | - - | - - | 14 100% 100% |
| 1 OR 8 (STRONG OR EMOTIONAL ATTACHMENT TO POST) | 1481 41% 100% BGI | 1186 100% 80% K | 359 26% 24% | 452 46% 30% K | 709 58% 48% K | 577 39% 39% | 314 66% 21% K | 187 25% 13% | 746 100% 50% K | - - - | - - - |
| 4 OR 6 (SOME PREFERENCE FOR POST) | 1424 40% 100% BGI | 666 56% 47% K | 458 34% 32% | 514 52% 36% K | 1217 100% 85% K | 571 39% 40% | 479 100% 34% K | 217 29% 15% | 482 65% 34% K | - - - | - - - |
| 2 OR 7 (RELUCTANT POST USE) | 1690 47% 100% ADFH | 325 27% 19% | 1358 100% 80% K | 546 55% 32% K | 505 41% 30% | 733 50% 43% | 115 24% 7% | 746 100% 44% K | 251 34% 15% | - - - | - - - |
| 3 OR 4 (SOME PREFERENCE FOR WRITTEN) | 1740 48% 100% I | 711 60% 41% | 698 51% 40% | 988 100% 57% | 1217 100% 70% | 769 52% 44% | 322 67% 18% | 334 45% 19% | 480 64% 28% | - - - | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J

*** SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | NETS | | | |
|--|--|---|--|---|
| | 1 OR 8 (STRONG OR EMOTIONAL ATTACHMENT TO POST) (A) | 4 OR 6 (SOME PREFERENCE FOR POST) (B) | 2 OR 7 (RELUCTANT POST USE) (C) | 3 OR 4 (SOME PREFERENCE FOR WRITTEN) (D) |
| UNWEIGHTED TOTAL | 3615 100% | 1576 44% | 1440 40% | 1594 44% |
| WEIGHTED TOTAL | 3603 100% | 1481 41% | 1424 40% | 1690 47% |
| 1. I LOVE TO SEND AND RECEIVE LETTERS AND CARDS | 1186 33% 100% | 1186 80% 100% BCD | 666 47% 56% CD | 325 19% 27% |
| 2. I PREFER TO SEND E- MAILS RATHER THAN LETTERS WHENEVER POSSIBLE | 1358 38% 100% | 359 24% 26% | 458 32% 34% A | 1358 80% 100% ABD |
| 3. I PREFER TO SEND LETTERS OR E-MAILS TO COMPANIES RATHER THAN MAKE A TELEPHONE CALL SO THAT I HAVE A WRITTEN RECORD | 988 27% 100% | 452 30% 46% | 514 36% 52% AC | 546 32% 55% |
| 4. IT IS WORTH SENDING A LETTER FOR IMPORTANT COMMUNICATIONS | 1217 34% 100% | 709 48% 58% C | 1217 85% 100% ACD | 505 30% 41% |
| 5. NOWADAYS THE ONLY THINGS I POST TO FRIENDS AND RELATIVES ARE BIRTHDAY OR GREETING CARDS RATHER THAN LETTERS | 1475 41% 100% | 577 39% 39% | 571 40% 39% | 733 43% 50% A |
| 6. I FREQUENTLY USE POST EVEN WHEN I CAN USE OTHER METHODS | 479 13% 100% | 314 21% 66% C | 479 34% 100% ACD | 115 7% 24% |
| 7. I ONLY USE POST WHEN THERE IS NO ALTERNATIVE | 746 21% 100% | 187 13% 25% | 217 15% 29% | 746 44% 100% ABD |
| 8. I WOULD FEEL CUT OFF FROM SOCIETY IF I CAN'T SEND / DON'T RECEIVE POST | 746 21% 100% | 746 50% 100% BCD | 482 34% 65% CD | 251 15% 34% |

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D
*** SMALL BASE**

FRI MAR 30 12:41:31 BST 2012



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | NETS | | | |
|---|--|---|--|---|
| | 1 OR 8 (STRONG OR EMOTIONAL ATTACHMENT TO POST) (A) | 4 OR 6 (SOME PREFERENCE FOR POST) (B) | 2 OR 7 (RELUCTANT POST USE) (C) | 3 OR 4 (SOME PREFERENCE FOR WRITTEN) (D) |
| WEIGHTED TOTAL | 3603 100% | 1481 41% | 1424 40% | 1690 47% |
| 9. NONE OF THESE | 163 5% 100% | - - - | - - - | - - - |
| 10. DON'T KNOW | 14 - 100% | - - - | - - - | - - - |
| 1 OR 8 (STRONG OR EMOTIONAL ATTACHMENT TO POST) | 1481 41% 100% | 1481 100% BCD | 819 58% 55% CD | 447 26% 30% C |
| 4 OR 6 (SOME PREFERENCE FOR POST) | 1424 40% 100% | 819 55% 58% C | 1424 100% 100% ACD | 544 32% 38% AC |
| 2 OR 7 (RELUCTANT POST USE) | 1690 47% 100% | 447 30% 26% | 544 38% 32% A | 1690 100% 100% ABD |
| 3 OR 4 (SOME PREFERENCE FOR WRITTEN) | 1740 48% 100% | 877 59% 50% C | 1267 89% 73% AC | 804 46% 48% AB |

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D
*** SMALL BASE**

FRI MAR 30 12:41:31 BST 2012



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (E) | NETS | | | |
|--|----------------------------------|--|---|--|---|
| | | 1 OR 8 (STRONG OR EMOTIONAL ATTACHMENT TO POST) (A) | 4 OR 6 (SOME PREFERENCE FOR POST) (B) | 2 OR 7 (RELUCTANT POST USE) (C) | 3 OR 4 (SOME PREFERENCE FOR WRITTEN) (D) |
| UNWEIGHTED TOTAL | 3615 100% | 1576 44% | 1440 40% | 1594 44% | 1735 48% |
| WEIGHTED TOTAL | 3603 100% | 1481 41% | 1424 40% | 1690 47% | 1740 48% |
| 1. I LOVE TO SEND AND RECEIVE LETTERS AND CARDS | 1186 33% 100% C | 1186 80% 100% E | 666 47% 56% E | 325 19% 27% E | 711 41% 60% E |
| 2. I PREFER TO SEND E- MAILS RATHER THAN LETTERS WHENEVER POSSIBLE | 1358 38% 100% AB | 359 24% 26% E | 458 32% 34% E | 1358 80% 100% E | 698 40% 51% E |
| 3. I PREFER TO SEND LETTERS OR E-MAILS TO COMPANIES RATHER THAN MAKE A TELEPHONE CALL SO THAT I HAVE A WRITTEN RECORD | 988 27% 100% C | 452 30% 46% E | 514 36% 52% E | 546 32% 55% E | 988 57% 100% E |
| 4. IT IS WORTH SENDING A LETTER FOR IMPORTANT COMMUNICATIONS | 1217 34% 100% C | 709 48% 58% E | 1217 85% 100% E | 505 30% 41% E | 1217 70% 100% E |
| 5. NOWADAYS THE ONLY THINGS I POST TO FRIENDS AND RELATIVES ARE BIRTHDAY OR GREETING CARDS RATHER THAN LETTERS | 1475 41% 100% C | 577 39% 39% E | 571 40% 39% E | 733 43% 50% E | 769 44% 52% E |
| 6. I FREQUENTLY USE POST EVEN WHEN I CAN USE OTHER METHODS | 479 13% 100% C | 314 21% 66% E | 479 34% 100% E | 115 7% 24% E | 322 18% 67% E |
| 7. I ONLY USE POST WHEN THERE IS NO ALTERNATIVE | 746 21% 100% AB | 187 13% 25% E | 217 15% 29% E | 746 44% 100% E | 334 19% 45% E |
| 8. I WOULD FEEL CUT OFF FROM SOCIETY IF I CAN'T SEND / DON'T RECEIVE POST | 746 21% 100% C | 746 50% 100% E | 482 34% 65% E | 251 15% 34% E | 480 28% 64% E |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - E/A - E/B - E/C - E/D
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (E) | NETS | | | |
|---|--|---|--|---|
| | 1 OR 8 (STRONG OR EMOTIONAL ATTACHMENT TO POST) (A) | 4 OR 6 (SOME PREFERENCE FOR POST) (B) | 2 OR 7 (RELUCTANT POST USE) (C) | 3 OR 4 (SOME PREFERENCE FOR WRITTEN) (D) |
| WEIGHTED TOTAL | 3603 100% | 1481 41% | 1424 40% | 1690 47% |
| 9. NONE OF THESE | 163 5% | - | - | - |
| ABCD | - | - | - | - |
| 10. DON'T KNOW | 14 100% | - | - | - |
| ABCD | - | - | - | - |
| 1 OR 8 (STRONG OR EMOTIONAL ATTACHMENT TO POST) | 1481 41% 100% C | 1481 100% 100% E | 819 58% 55% E | 447 26% 30% E |
| 4 OR 6 (SOME PREFERENCE FOR POST) | 1424 40% 100% C | 819 55% 58% E | 1424 100% 100% E | 544 32% 38% E |
| 2 OR 7 (RELUCTANT POST USE) | 1690 47% 100% AB | 447 30% 26% E | 544 38% 32% E | 1690 100% 100% E |
| 3 OR 4 (SOME PREFERENCE FOR WRITTEN) | 1740 48% 100% | 877 59% 50% E | 1267 89% 73% E | 804 46% 46% E |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - E/A - E/B - E/C - E/D
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|--|--|----------------------------|--------------------------|---------------------------|-------------------------|--------------------------|-------------------------|----------------------------|-------------------------|----------------------------|-------------------------|---------------------------|---------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| 1. I LOVE TO SEND AND RECEIVE LETTERS AND CARDS | 1186 33% 100% | 253 37% 21% CE | 49 63% 4% ACDEF | 425 28% 36% | 122 37% 10% CE | 155 22% 13% | 182 39% 15% CE | 182 22% 15% | 46 21% 4% | 329 29% 28% GH | 47 30% 4% G | 322 41% 27% GHJ | 260 52% 22% GHJK |
| 2. I PREFER TO SEND E- MAILS RATHER THAN LETTERS WHENEVER POSSIBLE | 1358 38% 100% | 369 55% 27% BCDEF | 10 13% 1% ACDEF | 671 44% 49% BDEF | 60 18% 4% F | 193 36% 14% BDF | 54 12% 4% | 439 53% 32% HIJKL | 81 37% 6% JL | 515 46% 38% HIJKL | 34 22% 2% L | 279 36% 21% JL | 10 2% 1% |
| 3. I PREFER TO SEND LETTERS OR E-MAILS TO COMPANIES RATHER THAN MAKE A TELEPHONE CALL SO THAT I HAVE A WRITTEN RECORD | 988 27% 100% | 272 40% 28% BCDEF | 19 24% 2% DF | 482 32% 49% DEF | 44 13% 4% | 121 22% 12% DF | 50 11% 5% | 219 26% 22% HJL | 37 17% 4% L | 394 35% 40% GHJL | 25 16% 3% | 263 34% 27% GHJL | 51 10% 5% |
| 4. IT IS WORTH SENDING A LETTER FOR IMPORTANT COMMUNICATIONS | 1217 34% 100% | 313 46% 26% CDEF | 37 48% 3% CDEF | 502 33% 41% EF | 97 29% 8% | 141 26% 12% | 127 27% 10% | 189 23% 16% | 39 18% 3% | 424 38% 35% GHJ | 42 28% 3% H | 343 44% 28% GHJL | 179 35% 15% GH |
| 5. NOWADAYS THE ONLY THINGS I POST TO FRIENDS AND RELATIVES ARE BIRTHDAY OR GREETING CARDS RATHER THAN LETTERS | 1475 41% 100% | 327 48% 22% CDEF | 30 39% 2% | 646 43% 44% EF | 130 39% 9% | 189 35% 13% | 152 33% 10% | 287 35% 19% | 63 29% 4% | 504 45% 34% GHJ | 48 31% 3% | 372 48% 25% GHJL | 202 40% 14% H |
| 6. I FREQUENTLY USE POST EVEN WHEN I CAN USE OTHER METHODS | 479 13% 100% | 117 17% 24% CDEF | 14 19% 3% F | 206 14% 43% F | 36 11% 8% | 62 12% 13% | 44 9% 9% | 67 8% 14% | 17 8% 4% | 177 16% 37% GHJL | 19 13% 4% | 140 18% 29% GHJL | 58 12% 12% G |
| 7. I ONLY USE POST WHEN THERE IS NO ALTERNATIVE | 746 21% 100% | 149 22% 20% | 15 20% 2% | 327 22% 44% F | 55 17% 7% | 118 22% 16% | 81 17% 11% | 227 27% 30% IJKL | 52 24% 7% L | 229 20% 31% L | 23 15% 3% | 138 18% 19% | 77 15% 10% |
| 8. I WOULD FEEL CUT OFF FROM SOCIETY IF I CAN'T SEND/ DON'T RECEIVE POST | 746 21% 100% | 182 27% 24% CEF | 23 30% 3% CE | 289 19% 39% E | 80 24% 11% E | 76 14% 10% | 94 20% 13% E | 88 11% 12% | 18 8% 2% | 205 18% 27% GH | 25 16% 3% H | 255 33% 34% GHJ | 155 31% 21% GHJ |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L

*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|----------------------------|----------------------------|--------------------------|---------------------------|-------------------------|--------------------------|--------------------------|----------------------------|-------------------------|---------------------------|-------------------------|---------------------------|----------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| 9. NONE OF THESE | 163 5% 100% | 8 1% 5% | 2 2% 1% | 59 4% 36% A | 18 5% 11% A | 33 6% 20% AC | 44 9% 27% ABCDE | 35 4% 22% | 19 9% 12% GIK | 38 3% 23% | 16 10% 10% GIK | 27 3% 16% | 29 6% 18% IK |
| 10. DON'T KNOW | 14 0% 100% | 2 0% 16% | - - - | 2 0% 18% | 3 1% 19% | 4 1% 28% | 3 1% 20% | 3 0% 19% | 3 1% 19% I | 2 0% 17% | 1 0% 4% | 3 0% 25% | 2 0% 15% |
| 1 OR 8 (STRONG OR EMOTIONAL ATTACHMENT TO POST) | 1481 41% 100% | 323 48% 22% CE | 55 70% 4% ACDEF | 551 36% 37% | 150 45% 10% CE | 186 34% 13% | 217 47% 15% CE | 227 27% 15% | 61 28% 4% | 418 37% 28% GHI | 55 35% 4% | 414 53% 28% GHJ | 307 61% 21% GHIJK |
| 4 OR 6 (SOME PREFERENCE FOR POST) | 1424 40% 100% | 351 52% 25% CDEF | 41 53% 3% CDEF | 601 40% 42% EF | 117 35% 8% | 167 31% 12% | 147 32% 10% | 228 28% 16% | 50 23% 4% | 499 45% 35% GHJ | 55 35% 4% H | 392 50% 28% GHJL | 201 40% 14% GH |
| 2 OR 7 (RELUCTANT POST USE) | 1690 47% 100% | 405 60% 24% BCDEF | 22 28% 1% | 796 53% 47% BDEF | 102 31% 6% | 245 45% 15% BDF | 119 26% 7% | 515 62% 30% HIJKL | 111 51% 7% JL | 598 53% 35% JKL | 50 32% 3% L | 334 43% 20% JL | 83 16% 5% |
| 3 OR 4 (SOME PREFERENCE FOR WRITTEN) | 1740 48% 100% | 427 63% 25% CDEF | 44 57% 3% DEF | 775 51% 45% DEF | 122 37% 7% | 224 42% 13% F | 148 32% 9% | 339 41% 19% H | 65 30% 4% | 635 57% 36% GHJL | 55 36% 3% | 451 58% 26% GHJL | 195 39% 11% H |

GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|--|---|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| 1. I LOVE TO SEND AND RECEIVE LETTERS AND CARDS | 1186 33% 100% CGH | 253 37% 21% M | 49 63% 4% M | 425 28% 36% | 122 37% 10% | 155 29% 13% | 182 39% 15% M | 182 22% 15% | 46 21% 4% | 329 29% 28% | 47 30% 4% | 322 41% 27% M | 260 52% 22% M |
| 2. I PREFER TO SEND E- MAILS RATHER THAN LETTERS WHENEVER POSSIBLE | 1358 38% 100% BDFJ L | 369 55% 27% M | 10 13% 1% M | 671 44% 49% M | 60 18% 4% | 193 36% 14% | 54 12% 4% | 439 53% 32% M | 81 37% 6% | 515 46% 38% M | 34 22% 2% | 279 36% 21% | 10 2% 1% |
| 3. I PREFER TO SEND LETTERS OR E-MAILS TO COMPANIES RATHER THAN MAKE A TELEPHONE CALL SO THAT I HAVE A WRITTEN RECORD | 988 27% 100% DEFH JL | 272 40% 28% M | 19 24% 2% | 482 32% 49% M | 44 13% 4% | 121 22% 12% | 50 11% 5% | 219 26% 22% | 37 17% 4% | 394 35% 40% M | 25 16% 3% | 263 34% 27% M | 51 10% 5% |
| 4. IT IS WORTH SENDING A LETTER FOR IMPORTANT COMMUNICATIONS | 1217 34% 100% EFGH | 313 46% 26% M | 37 48% 3% M | 502 33% 41% | 97 29% 8% | 141 26% 12% | 127 27% 10% | 189 23% 16% | 39 18% 3% | 424 38% 35% M | 42 28% 3% | 343 44% 28% M | 179 35% 15% |
| 5. NOWADAYS THE ONLY THINGS I POST TO FRIENDS AND RELATIVES ARE BIRTHDAY OR GREETING CARDS RATHER THAN LETTERS | 1475 41% 100% EFGH J | 327 48% 22% M | 30 39% 2% | 646 43% 44% | 130 39% 9% | 189 35% 13% | 152 33% 10% | 287 35% 19% | 63 29% 4% | 504 45% 34% M | 48 31% 3% | 372 48% 25% M | 202 40% 14% |
| 6. I FREQUENTLY USE POST EVEN WHEN I CAN USE OTHER METHODS | 479 13% 100% FGH | 117 17% 24% M | 14 19% 3% | 206 14% 43% | 36 11% 8% | 62 12% 13% | 44 9% 9% | 67 8% 14% | 17 8% 4% | 177 16% 37% | 19 13% 4% | 140 18% 29% M | 58 12% 12% |
| 7. I ONLY USE POST WHEN THERE IS NO ALTERNATIVE | 746 21% 100% L | 149 22% 20% | 15 20% 2% | 327 22% 44% | 55 17% 7% | 118 22% 16% | 81 17% 11% | 227 27% 30% M | 52 24% 7% | 229 20% 31% | 23 15% 3% | 138 18% 19% | 77 15% 10% |
| 8. I WOULD FEEL CUT OFF FROM SOCIETY IF I CAN'T SEND/ DON'T RECEIVE POST | 746 21% 100% EGH | 182 27% 24% M | 23 30% 3% | 289 19% 39% | 80 24% 11% | 76 14% 10% | 94 20% 13% | 88 11% 12% | 18 8% 2% | 205 28% 27% | 25 16% 3% | 255 33% 34% M | 155 31% 21% M |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QE.2 WHICH OF THESE STATEMENTS APPLY TO YOU?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|---|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| 9. NONE OF THESE | 163 5% 100% A | 8 1% 5% | 2 2% 1% | 59 4% 36% | 18 5% 11% | 33 6% 20% | 44 9% 27% M | 35 4% 22% | 19 9% 12% M | 38 3% 23% | 16 10% 10% M | 27 3% 16% | 29 6% 18% |
| 10. DON'T KNOW | 14 100% | 2 16% | - - | 2 18% | 3 1% 19% | 4 1% 28% | 3 1% 20% | 3 19% | 3 1% 19% | 2 17% | 1 4% | 3 25% | 2 15% |
| 1 OR 8 (STRONG OR EMOTIONAL ATTACHMENT TO POST) | 1481 41% 100% CEGH | 323 48% 22% M | 55 70% 4% M | 551 36% 37% | 150 45% 10% | 186 34% 13% | 217 47% 15% M | 227 27% 15% | 61 28% 4% | 418 37% 28% | 55 35% 4% | 414 53% 28% M | 307 61% 21% M |
| 4 OR 6 (SOME PREFERENCE FOR POST) | 1424 40% 100% EFGH | 351 52% 25% M | 41 53% 3% M | 601 40% 42% | 117 35% 8% | 167 31% 12% | 147 32% 10% | 228 28% 16% | 50 23% 4% | 499 45% 35% M | 55 35% 4% | 392 50% 28% M | 201 40% 14% |
| 2 OR 7 (RELUCTANT POST USE) | 1690 47% 100% BDFJ KL | 405 60% 24% M | 22 28% 1% | 796 53% 47% M | 102 31% 6% | 245 46% 15% | 119 26% 7% | 515 62% 30% M | 111 51% 7% | 598 53% 35% M | 50 32% 3% | 334 43% 20% | 83 16% 5% |
| 3 OR 4 (SOME PREFERENCE FOR WRITTEN) | 1740 48% 100% DEFG HJL | 427 63% 25% M | 44 57% 3% | 775 51% 45% | 122 37% 7% | 224 42% 13% | 148 32% 9% | 339 41% 19% | 65 30% 4% | 635 57% 36% M | 55 36% 3% | 451 58% 26% M | 195 39% 11% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QX.1 DO YOU HAVE ANY LONG STANDING PHYSICAL OR MENTAL IMPAIRMENT, ILLNESS, OR DISABILITY? BY 'LONG STANDING'
I MEAN ANYTHING THAT HAS TROUBLED YOU OVER A PERIOD OF AT LEAST 12 MONTHS OR THAT IT IS LIKELY TO AFFECT YOU
OVER A PERIOD OF AT LEAST 12 MONTHS**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | AGE | | | | | | | | | | | | |
|------------------|---------------------|--------------------------------|--------------------------------|-------------------------------|--------------------------|--------------------------|--------------------------------|---------------------------------|------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| UNWEIGHTED TOTAL | 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| WEIGHTED TOTAL | 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| YES | 564 16% 100% | 21 4% 4% | 33 6% 6% | 65 10% 11% AB | 91 15% 16% ABC | 104 19% 18% ABC | 108 27% 19% ABC DE | 142 41% 25% ABC DEF | 54 5% 10% | 259 14% 46% H | 251 34% 44% HI | 54 5% 10% | 156 12% 28% K | 354 28% 63% KL |
| NO | 3021 84% 100% | 461 96% 15% CDE FG | 531 94% 18% CDE FG | 592 89% 20% DEF G | 517 85% 17% EFG | 428 80% 14% FG | 288 72% 10% G | 203 59% 7% | 992 95% 33% J | 1538 85% 51% J | 491 66% 16% | 992 95% 33% LM | 1110 87% 37% M | 920 72% 30% |
| REFUSED | 18 1% 100% | - - - | - - - | 6 1% 33% B | 2 3% 11% | 7 1% 36% AB | 2 1% 13% | 1 7% | - - - | 15 80% H | 4 20% H | - - | 8 1% 44% K | 10 1% 56% K |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QX.1 DO YOU HAVE ANY LONG STANDING PHYSICAL OR MENTAL IMPAIRMENT, ILLNESS, OR DISABILITY? BY 'LONG STANDING'
I MEAN ANYTHING THAT HAS TROUBLED YOU OVER A PERIOD OF AT LEAST 12 MONTHS OR THAT IT IS LIKELY TO AFFECT YOU
OVER A PERIOD OF AT LEAST 12 MONTHS**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (N) | AGE | | | | | | | | | | | | |
|------------------|----------------------------------|------------------------|------------------------|------------------------|-------------------|------------------------|------------------------|------------------------|------------------------|--------------------|------------------------|------------------------|-------------------------|------------------------|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| UNWEIGHTED TOTAL | 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| WEIGHTED TOTAL | 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| YES | 564 16% 100% ABCH KL | 21 4% 4% | 33 6% 6% | 65 10% 11% | 91 15% 16% | 104 19% 18% N | 108 27% 19% N | 142 41% 25% N | 54 5% 10% | 259 14% 46% | 251 34% 44% N | 54 5% 10% | 156 12% 28% | 354 28% 63% N |
| NO | 3021 84% 100% EFG JM | 461 96% 15% N | 531 94% 18% N | 592 89% 20% N | 517 85% 17% | 428 80% 14% | 288 72% 10% | 203 59% 7% | 992 95% 33% N | 1538 85% 51% | 491 66% 16% | 992 95% 33% N | 1110 87% 37% N | 920 72% 30% |
| REFUSED | 18 1% 100% HK | - - - | - - - | 6 1% 33% | 2 1% 11% | 7 1% 36% | 2 1% 13% | 1 1% 7% | - - - | 15 1% 80% | 4 1% 20% | - - - | 8 1% 44% | 10 1% 56% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QX.1 DO YOU HAVE ANY LONG STANDING PHYSICAL OR MENTAL IMPAIRMENT, ILLNESS, OR DISABILITY? BY 'LONG STANDING'
 I MEAN ANYTHING THAT HAS TROUBLED YOU OVER A PERIOD OF AT LEAST 12 MONTHS OR THAT IT IS LIKELY TO AFFECT YOU
 OVER A PERIOD OF AT LEAST 12 MONTHS**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEX | | SEX/AGE | | | | | |
|------------------|---------------------|--------------------|--------------------|-------------------------------|-------------------------|---------------------------|-------------------------------|-------------------------|---------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| YES | 564 16% 100% | 249 14% 44% | 315 17% 50% | 25 5% 9% | 73 12% 13% CF | 150 26% 27% CDFG | 29 5% 9% | 82 13% 15% CF | 204 29% 36% CDFG |
| NO | 3021 84% 100% | 1467 85% 49% | 1554 83% 51% | 494 95% 16% DEG H | 547 87% 18% EH | 426 73% 14% | 498 95% 16% DEG H | 563 87% 19% EH | 494 70% 16% |
| REFUSED | 18 1% 100% | 11 1% 59% | 7 4% 41% | - - - | 6 1% 30% | 5 1% 29% CF | - - - | 3 1% 14% | 5 1% 27% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QX.1 DO YOU HAVE ANY LONG STANDING PHYSICAL OR MENTAL IMPAIRMENT, ILLNESS, OR DISABILITY? BY 'LONG STANDING'
I MEAN ANYTHING THAT HAS TROUBLED YOU OVER A PERIOD OF AT LEAST 12 MONTHS OR THAT IT IS LIKELY TO AFFECT YOU
OVER A PERIOD OF AT LEAST 12 MONTHS**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|------------------|---------------------------|--------------------|--------------------|------------------------|----------------------|------------------------|------------------------|------------------------|------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| YES | 564 16% 100% CDF | 249 14% 44% | 315 17% 50% | 25 5% 2% | 73 12% 13% | 150 26% 27% I | 29 5% 5% | 82 13% 15% | 204 29% 36% I |
| NO | 3021 84% 100% EH | 1467 85% 49% | 1554 83% 51% | 494 95% 16% I | 547 87% 18% | 426 73% 14% | 498 95% 16% I | 563 87% 19% | 494 70% 16% |
| REFUSED | 18 1% 100% | 11 1% 59% | 7 4% 41% | - - - | 6 1% 30% | 5 1% 29% | - - - | 3 1% 14% | 5 1% 27% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QX.1 DO YOU HAVE ANY LONG STANDING PHYSICAL OR MENTAL IMPAIRMENT, ILLNESS, OR DISABILITY? BY 'LONG STANDING'
 I MEAN ANYTHING THAT HAS TROUBLED YOU OVER A PERIOD OF AT LEAST 12 MONTHS OR THAT IT IS LIKELY TO AFFECT YOU
 OVER A PERIOD OF AT LEAST 12 MONTHS**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|------------------|---------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|--------------------------------|------------------------|-------------------------|-------------------------|--------------------------|------------------------|------------------------------------|------------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| YES | 564 16% 100% | 17 15% 3% | 63 10% 11% | 130 12% 23% | 92 12% 16% | 62 13% 11% | 200 37% 36% ABC DE | 80 11% 14% | 222 12% 39% | 262 26% 46% GH | 450 15% 80% | 42 13% 8% | 26 26% 5% JK | 45 27% 8% JK | 530 17% 94% O | 21 7% 4% |
| NO | 3021 84% 100% | 100 84% 3% F | 565 89% 19% F | 947 88% 31% F | 668 87% 22% F | 404 86% 13% F | 337 62% 11% F | 665 88% 22% I | 1615 88% 53% I | 740 74% 25% LM | 2557 85% 85% LM | 270 86% 9% LM | 74 74% 2% LM | 119 72% 4% LM | 2525 82% 84% LM | 272 92% 9% N |
| REFUSED | 18 1% 100% | 1 1% 7% | 6 1% 34% | 4 4% 20% | 4 4% 19% | 1 1% 6% | 3 3% 14% | 7 7% 40% | 7 7% 39% | 4 4% 21% | 16 1% 88% | 1 1% 7% | - - - | 1 1% 5% | 13 1% 71% | 3 3% 14% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QX.1 DO YOU HAVE ANY LONG STANDING PHYSICAL OR MENTAL IMPAIRMENT, ILLNESS, OR DISABILITY? BY 'LONG STANDING'
 I MEAN ANYTHING THAT HAS TROUBLED YOU OVER A PERIOD OF AT LEAST 12 MONTHS OR THAT IT IS LIKELY TO AFFECT YOU
 OVER A PERIOD OF AT LEAST 12 MONTHS**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---------------------|----------------------------------|---|--------------------------|-------------------------|------------------------|--------------------------|-------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 564 16% 100% | 138 13% 24% | 96 14% 17% | 42 11% 7% | 335 18% 59% AC | 86 15% 15% | 27 24% 5% ABCEG | 473 16% 84% AC |
| 3021 84% 100% | 906 86% 30% DF | 571 85% 19% F | 336 88% 11% DFG | 1552 82% 51% | 504 86% 17% F | 85 76% 3% | 2458 83% 81% F |
| 18 1% 100% | 8 1% 46% | 6 1% 31% | 3 1% 15% | 6 1% 31% | 4 1% 23% | * 2% | 14 1% 77% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
 * SMALL BASE



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QX.1 DO YOU HAVE ANY LONG STANDING PHYSICAL OR MENTAL IMPAIRMENT, ILLNESS, OR DISABILITY? BY 'LONG STANDING'
 I MEAN ANYTHING THAT HAS TROUBLED YOU OVER A PERIOD OF AT LEAST 12 MONTHS OR THAT IT IS LIKELY TO AFFECT YOU
 OVER A PERIOD OF AT LEAST 12 MONTHS**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | UK GEOGRAPHICS GROUPS | | | | | |
|------------------|---------------------|---------------------------|-------------------|-------------------------|-------------------------|-----------------------|---------------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% |
| YES | 564 16% 100% | 55 12% 10% | 82 14% 15% | 216 18% 38% AF | 118 17% 21% AF | 15 24% 3% AF | 53 12% 9% |
| NO | 3021 84% 100% | 407 87% 13% CDEG | 500 85% 17% | 995 82% 33% | 557 82% 18% | 47 76% 2% | 391 87% 13% CDEG |
| REFUSED | 18 1% 100% | 5 1% 28% C | 3 1% 19% | 1 8% | 4 1% 23% | - - - | 4 1% 21% C |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QX.1 DO YOU HAVE ANY LONG STANDING PHYSICAL OR MENTAL IMPAIRMENT, ILLNESS, OR DISABILITY? BY 'LONG STANDING'
 I MEAN ANYTHING THAT HAS TROUBLED YOU OVER A PERIOD OF AT LEAST 12 MONTHS OR THAT IT IS LIKELY TO AFFECT YOU
 OVER A PERIOD OF AT LEAST 12 MONTHS**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|------------------|----------------------------------|------------------|------------------------|------------------------|------------------------|-------------------|------------------------|------------------------|-------------------------|------------------------|--------------------|---------------------|------------------------------------|----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| YES | 564 16% 100% BCD GHO | 17 15% 3% | 63 10% 11% | 130 12% 23% | 92 12% 16% | 62 13% 11% | 200 37% 36% I | 80 11% 14% | 222 12% 39% | 262 26% 46% I | 450 15% 80% | 42 13% 8% | 26 26% 5% I | 45 27% 8% I | 530 17% 94% | 21 7% 4% |
| NO | 3021 84% 100% FIL M | 100 84% 3% | 565 89% 19% I | 947 88% 31% I | 668 87% 22% I | 404 86% 13% | 337 62% 11% | 665 88% 22% I | 1615 88% 53% I | 740 74% 25% | 2557 85% 85% | 270 86% 9% | 74 74% 2% | 119 72% 4% | 2525 82% 84% | 272 92% 9% I |
| REFUSED | 18 1% 100% | 1 1% 7% | 6 1% 34% | 4 4% 20% | 4 4% 19% | 1 6% 6% | 3 14% 14% | 7 1% 40% | 7 39% 39% | 4 21% 21% | 16 1% 88% | 1 7% 7% | - - - | 1 5% 5% | 13 71% 71% | 3 1% 14% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QX.1 DO YOU HAVE ANY LONG STANDING PHYSICAL OR MENTAL IMPAIRMENT, ILLNESS, OR DISABILITY? BY 'LONG STANDING'
 I MEAN ANYTHING THAT HAS TROUBLED YOU OVER A PERIOD OF AT LEAST 12 MONTHS OR THAT IT IS LIKELY TO AFFECT YOU
 OVER A PERIOD OF AT LEAST 12 MONTHS**

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|--------------------------|----------------------------------|---|------------------------|--------------------|-------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 564 16% 100% C | 138 13% 24% | 96 14% 17% | 42 11% 7% | 335 18% 59% | 86 15% 15% | 27 24% 5% H | 473 16% 84% |
| 3021 84% 100% F | 906 86% 30% | 571 85% 19% | 336 88% 11% H | 1552 82% 51% | 504 85% 17% | 85 76% 3% | 2458 83% 81% |
| 18 1% 100% | 8 1% 46% | 6 1% 31% | 3 1% 15% | 6 1% 31% | 4 1% 23% | * 2% | 14 1% 77% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QX.1 DO YOU HAVE ANY LONG STANDING PHYSICAL OR MENTAL IMPAIRMENT, ILLNESS, OR DISABILITY? BY 'LONG STANDING'
 I MEAN ANYTHING THAT HAS TROUBLED YOU OVER A PERIOD OF AT LEAST 12 MONTHS OR THAT IT IS LIKELY TO AFFECT YOU
 OVER A PERIOD OF AT LEAST 12 MONTHS**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|------------------|-------------------------|-----------------------|-------------------|-------------------|-------------------|-----------------|-------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% |
| YES | 564 16% 100% A | 55 12% 10% | 82 14% 15% | 216 18% 38% | 118 17% 21% | 15 24% 3% | 53 12% 9% |
| NO | 3021 84% 100% | 407 87% 13% | 500 85% 17% | 995 82% 33% | 557 82% 18% | 47 76% 2% | 391 87% 13% |
| REFUSED | 18 1% 100% | 5 1% 28% | 3 1% 19% | 1 8% | 4 1% 23% | - - - | 4 1% 21% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QX.1 DO YOU HAVE ANY LONG STANDING PHYSICAL OR MENTAL IMPAIRMENT, ILLNESS, OR DISABILITY? BY 'LONG STANDING'
 I MEAN ANYTHING THAT HAS TROUBLED YOU OVER A PERIOD OF AT LEAST 12 MONTHS OR THAT IT IS LIKELY TO AFFECT YOU
 OVER A PERIOD OF AT LEAST 12 MONTHS**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|------------------|---------------------|-------------------------|-------------------------|--------------------------|-------------------------|---------------------------|---------------------------|--------------------------|---------------------------------|---------------------------|--------------------------|---------------------------|---------------------------------|-------------------------------|---------------------------------|------------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| YES | 564 16% 100% | 39 10% 7% | 41 11% 7% | 87 10% 15% | 135 14% 24% C | 123 28% 22% ABCD | 139 24% 25% ABCD | 10 7% 2% | 17 3% 3% | 27 8% 5% H | 13 4% 2% | 55 8% 10% H | 87 32% 15% GHIJ KMN | 56 19% 10% GHIJ K | 150 25% 27% GHIJ KM | 148 37% 26% GHIJKMN |
| NO | 3021 84% 100% | 339 89% 11% EF | 326 88% 11% EF | 821 90% 27% DEF | 795 85% 26% EF | 307 71% 10% | 433 76% 14% | 145 93% 5% LMNO | 538 97% 18% IKLM NO | 309 92% 10% LMNO | 281 94% 9% LMNO | 642 92% 21% LMNO | 186 68% 6% LMNO | 238 80% 8% LO | 435 74% 14% O | 246 62% 8% |
| REFUSED | 18 1% 100% | 4 1% 22% | 3 1% 18% | 4 1% 22% | 3 1% 17% | 3 1% 15% | 1 1% 5% | - - - | - - - | - - - | 3 1% 18% H | 4 1% 19% | 1 1% 7% | 4 1% 23% HI | 4 1% 20% | 2 1% 13% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QX.1 DO YOU HAVE ANY LONG STANDING PHYSICAL OR MENTAL IMPAIRMENT, ILLNESS, OR DISABILITY? BY 'LONG STANDING'
 I MEAN ANYTHING THAT HAS TROUBLED YOU OVER A PERIOD OF AT LEAST 12 MONTHS OR THAT IT IS LIKELY TO AFFECT YOU
 OVER A PERIOD OF AT LEAST 12 MONTHS**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|------------------|-----------------------------------|------------------------|-----------------------|------------------------|-------------------------|------------------------|------------------------|-----------------------|------------------------|------------------------|-----------------------|------------------------|-----------------------|--------------------|------------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| YES | 564 16% 100% ABCGH IJ | 39 10% 7% | 41 11% 7% | 87 10% 15% | 135 14% 24% | 123 28% 22% P | 139 24% 25% P | 10 7% 2% | 17 3% 3% | 27 8% 5% | 13 4% 2% | 55 8% 10% | 87 32% 15% P | 56 19% 10% | 150 25% 27% P | 148 37% 26% P |
| NO | 3021 84% 100% EFLN O | 339 89% 11% P | 326 88% 11% | 821 90% 27% P | 795 85% 26% | 307 71% 10% | 433 76% 14% | 145 93% 5% P | 538 97% 18% P | 309 92% 10% P | 281 94% 9% P | 642 92% 21% | 186 68% 6% | 238 80% 8% | 435 74% 14% | 246 62% 8% |
| REFUSED | 18 1% 100% | 4 1% 22% | 3 1% 18% | 4 1% 22% | 3 1% 17% | 3 1% 15% | 1 1% 5% | - - - | - - - | - - - | 3 1% 18% | 4 1% 19% | 1 1% 7% | 4 1% 23% | 4 1% 20% | 2 1% 13% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QX.1 DO YOU HAVE ANY LONG STANDING PHYSICAL OR MENTAL IMPAIRMENT, ILLNESS, OR DISABILITY? BY 'LONG STANDING'
I MEAN ANYTHING THAT HAS TROUBLED YOU OVER A PERIOD OF AT LEAST 12 MONTHS OR THAT IT IS LIKELY TO AFFECT YOU
OVER A PERIOD OF AT LEAST 12 MONTHS**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|------------------|---------------------|-----------------------------|----------------------------|----------------------|--|------------------------|-------------------------|-------------------------|------------------------------------|-------------------------|--------------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| YES | 564 16% 100% | 564 100% BC | - - - | 114 20% B | 308 11% 55% | 256 29% 45% D | 96 35% 17% GHI | 78 16% 14% | 384 14% 68% | 84 16% 15% | 103 35% 18% GHI |
| NO | 3021 84% 100% | - - - | 3021 100% 100% AC | 44 28% 1% A | 2403 88% 80% E | 618 70% 20% | 172 63% 6% FJ | 413 84% 14% FJ | 2418 86% 80% FJ | 431 83% 14% FJ | 189 64% 6% |
| REFUSED | 18 1% 100% | - - - | - - - | - - - | 14 1% 79% | 4 4% 21% | 4 2% 23% H | 2 4% 12% | 12 4% 64% | 2 4% 12% | 4 1% 23% H |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QX.1 DO YOU HAVE ANY LONG STANDING PHYSICAL OR MENTAL IMPAIRMENT, ILLNESS, OR DISABILITY? BY 'LONG STANDING'
 I MEAN ANYTHING THAT HAS TROUBLED YOU OVER A PERIOD OF AT LEAST 12 MONTHS OR THAT IT IS LIKELY TO AFFECT YOU
 OVER A PERIOD OF AT LEAST 12 MONTHS**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|------------------|------------------------------|--|---|------------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| YES | 564 16% 100% BDH | 564 100% 100% K | - - - | 114 22% 20% K | 308 11% 55% | 256 29% 45% K | 96 35% 17% K | 78 16% 14% | 384 14% 68% | 84 16% 15% | 103 35% 18% K |
| NO | 3021 84% 100% ACEFJ | - - - | 3021 100% 100% K | 44 28% 1% K | 2403 88% 80% K | 618 70% 20% | 172 63% 6% K | 413 84% 14% | 2418 86% 80% K | 431 83% 14% | 189 64% 6% K |
| REFUSED | 18 1% 100% B | - - - | - - - | - - - | 14 1% 79% | 4 4% 21% | 4 2% 23% K | 2 4% 12% | 12 4% 64% | 2 4% 12% | 4 1% 23% K |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QX.1 DO YOU HAVE ANY LONG STANDING PHYSICAL OR MENTAL IMPAIRMENT, ILLNESS, OR DISABILITY? BY 'LONG STANDING'
 I MEAN ANYTHING THAT HAS TROUBLED YOU OVER A PERIOD OF AT LEAST 12 MONTHS OR THAT IT IS LIKELY TO AFFECT YOU
 OVER A PERIOD OF AT LEAST 12 MONTHS**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|------------------|---------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| YES | 564 16% 100% | 62 9% 11% | 18 23% 3% | 143 9% 25% | 78 24% 14% | 103 19% 18% | 160 34% 28% | 39 5% 7% | 15 7% 3% | 115 10% 20% | 41 27% 7% | 155 20% 27% | 199 40% 35% |
| NO | 3021 84% 100% | 606 90% 20% | 59 76% 2% | 1362 90% 45% | 253 76% 8% | 435 81% 14% | 305 65% 10% | 788 25% 26% | 204 93% 7% | 997 89% 33% | 113 73% 4% | 618 79% 20% | 301 60% 10% |
| REFUSED | 18 1% 100% | 6 1% 34% | 1 2% 7% | 7 39% | - - | 1 6% | 3 1% 14% | - - | - - | 8 1% 41% | 1 3% | 7 38% G | 3 1% 18% G |

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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

**QX.1 DO YOU HAVE ANY LONG STANDING PHYSICAL OR MENTAL IMPAIRMENT, ILLNESS, OR DISABILITY? BY 'LONG STANDING'
 I MEAN ANYTHING THAT HAS TROUBLED YOU OVER A PERIOD OF AT LEAST 12 MONTHS OR THAT IT IS LIKELY TO AFFECT YOU
 OVER A PERIOD OF AT LEAST 12 MONTHS**

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|------------------|--------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| YES | 564 16% ACGH I | 62 9% 11% | 18 23% 3% | 143 9% 25% | 78 24% 14% M | 103 19% 18% M | 160 34% 28% M | 39 5% 7% | 15 7% 3% | 115 10% 20% | 41 27% 7% M | 155 20% 27% M | 199 40% 35% M |
| NO | 3021 84% DFJK L | 606 90% 20% M | 59 76% 2% | 1362 90% 45% M | 253 76% 8% | 435 81% 14% | 305 65% 10% | 788 95% 26% M | 204 63% 7% M | 997 89% 33% M | 113 73% 4% | 618 79% 20% | 301 60% 10% |
| REFUSED | 18 1% 100% | 6 1% 34% | 1 2% 7% | 7 - 39% | - - - | 1 - 6% | 3 1% 14% | - - - | - - - | 8 1% 41% | 1 - 3% | 7 1% 38% | 3 1% 18% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QX.2 ARE YOU UNABLE TO LEAVE YOUR HOUSE WITHOUT HELP, BECAUSE YOU ARE ILL OR DISABLED?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|--------------------------------|-------------------------|-------------------------|-----------------------|-------------------------|-------------------------|-----------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% |
| 158 4% 100% | 12 2% 8% | 16 3% 10% | 22 3% 14% | 27 4% 17% | 26 5% 16% | 18 5% 11% | 38 11% 24% ABC DEF | 28 3% 18% | 74 4% 47% | 56 8% 35% HI | 28 3% 18% | 48 4% 31% | 82 6% 52% KL |
| 3425 95% 100% | 467 97% 14% G | 546 97% 16% G | 638 96% 19% G | 582 95% 17% G | 508 94% 15% G | 379 95% 11% G | 305 88% 9% | 1013 97% 30% J | 1728 95% 50% J | 684 92% 20% | 1013 97% 30% M | 1220 96% 36% M | 1192 93% 35% |
| 20 1% 100% | 3 1% 15% | 2 * 9% | 3 * 15% | 2 * 11% | 5 1% 22% | 2 * 9% | 4 1% 18% | 5 1% 25% | 10 1% 48% | 5 1% 27% | 5 * 25% | 5 * 26% | 10 1% 50% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QX.2 ARE YOU UNABLE TO LEAVE YOUR HOUSE WITHOUT HELP, BECAUSE YOU ARE ILL OR DISABLED?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (N) | AGE | | | | | | | | | | | | | |
|----------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-----------------------|-------------------------|--------------------|----------------------|-------------------------|--------------------|----------------------|--|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) | |
| 3615 100% | 397 11% | 577 16% | 594 16% | 551 15% | 575 16% | 535 15% | 386 11% | 974 27% | 1720 48% | 921 25% | 974 27% | 1145 32% | 1496 41% | |
| 3603 100% | 482 13% | 564 16% | 663 18% | 610 17% | 539 15% | 399 11% | 347 10% | 1046 29% | 1812 50% | 746 21% | 1046 29% | 1273 35% | 1284 36% | |
| 158 4% 100% HK | 12 2% 8% | 16 3% 10% | 22 3% 14% | 27 4% 17% | 26 5% 16% | 18 5% 11% | 38 11% 24% N | 28 3% 18% | 74 4% 47% | 56 8% 35% N | 28 3% 18% | 48 4% 31% | 82 6% 52% N | |
| 3425 95% 100% GJM | 467 97% 14% | 546 97% 16% | 638 96% 19% | 582 95% 17% | 508 94% 15% | 379 95% 11% | 305 88% 9% | 1013 97% 30% N | 1728 95% 50% | 684 92% 20% | 1013 97% 30% N | 1220 96% 36% | 1192 93% 35% | |
| 20 1% 100% | 3 1% 15% | 2 * 9% | 3 * 15% | 2 * 11% | 5 1% 22% | 2 * 9% | 4 1% 18% | 5 * 25% | 10 1% 48% | 5 1% 27% | 5 * 25% | 5 * 26% | 10 1% 50% | |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QX.2 ARE YOU UNABLE TO LEAVE YOUR HOUSE WITHOUT HELP, BECAUSE YOU ARE ILL OR DISABLED?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEX | | SEX/AGE | | | | | |
|------------------|---------------------|--------------------|--------------------|------------------------|------------------------|------------------------|-------------------------|------------------------|-------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| YES | 158 4% 100% | 70 4% 44% | 88 5% 56% | 18 3% 11% | 24 4% 15% | 29 5% 18% F | 10 2% 6% | 24 4% 15% | 53 8% 34% CDFG |
| NO | 3425 95% 100% | 1646 95% 48% | 1779 95% 52% | 498 96% 15% H | 599 96% 17% H | 549 94% 16% H | 515 98% 15% EH | 621 96% 18% H | 643 91% 19% |
| DON'T KNOW | 20 1% 100% | 10 1% 50% | 10 1% 50% | 4 1% 20% | 3 1% 15% | 3 1% 16% | 1 1% 5% | 2 1% 11% | 7 1% 34% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QX.2 ARE YOU UNABLE TO LEAVE YOUR HOUSE WITHOUT HELP, BECAUSE YOU ARE ILL OR DISABLED?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|------------------|--------------------------|--------------------|--------------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3615 100% | 1631 45% | 1984 55% | 419 12% | 492 14% | 720 20% | 555 15% | 653 18% | 776 21% |
| WEIGHTED TOTAL | 3603 100% | 1726 48% | 1877 52% | 520 14% | 625 17% | 581 16% | 526 15% | 648 18% | 703 20% |
| YES | 158 4% 100% F | 70 4% 44% | 88 5% 56% | 18 3% 11% | 24 4% 15% | 29 5% 18% | 10 2% 6% | 24 4% 15% | 53 8% 34% |
| NO | 3425 95% 100% H | 1646 95% 48% | 1779 95% 52% | 498 96% 15% | 599 96% 17% | 549 94% 16% | 515 98% 15% I | 621 96% 18% | 643 91% 19% |
| DON'T KNOW | 20 1% 100% | 10 1% 50% | 10 1% 50% | 4 1% 20% | 3 1% 15% | 3 1% 16% | 1 1% 5% | 2 1% 11% | 7 1% 34% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QX.2 ARE YOU UNABLE TO LEAVE YOUR HOUSE WITHOUT HELP, BECAUSE YOU ARE ILL OR DISABLED?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|------------------|---------------------|-----------------------|------------------------|-------------------------|------------------------|------------------------|-------------------------------|------------------------|-------------------------|-----------------------|-------------------------|-----------------------|------------------------------------|------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| | | . | | | | | | | | | | | . | | | |
| YES | 158 4% 100% | 1 1% 1% | 15 2% 9% | 38 4% 24% | 22 3% 14% | 18 4% 12% | 64 12% 40% ABC DE | 16 2% 10% | 60 3% 38% | 82 8% 52% GH | 123 4% 78% | 16 5% 10% | 10 10% 6% J | 9 5% 6% | 140 5% 88% | 10 3% 6% |
| NO | 3425 95% 100% | 117 99% 3% F | 610 96% 18% F | 1035 96% 30% F | 741 97% 22% F | 448 96% 13% F | 473 88% 14% F | 728 97% 21% I | 1777 96% 52% I | 921 92% 27% | 2882 95% 84% L | 298 95% 9% L | 91 90% 3% L | 154 93% 4% | 2913 95% 85% | 283 96% 8% |
| DON'T KNOW | 20 1% 100% | - - - | 9 1% 46% DE | 7 1% 36% | * - 2% | - - - | 3 1% 16% | 9 1% 46% HI | 8 1% 38% | 3 * 16% | 18 1% 89% | - - - | - - - | 2 1% 11% | 16 1% 80% | 2 1% 11% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QX.2 ARE YOU UNABLE TO LEAVE YOUR HOUSE WITHOUT HELP, BECAUSE YOU ARE ILL OR DISABLED?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|-----------------------|----------------------|----------------------------|----------------------|-----------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 158 4% 100% | 44 4% 28% | 32 5% 20% | 13 3% 8% | 92 5% 58% E | 16 3% 10% | 5 5% 3% | 137 5% 86% E |
| 3425 95% 100% | 997 95% 29% | 637 95% 19% | 340 95% 11% | 1792 95% 52% | 578 97% 17% ABCDG | 107 95% 3% | 2789 95% 81% |
| 20 1% 100% | 11 1% 56% E | 4 1% 21% | 7 2% 35% DEG | 8 1% 41% | - - - | - - - | 19 1% 97% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QX.2 ARE YOU UNABLE TO LEAVE YOUR HOUSE WITHOUT HELP, BECAUSE YOU ARE ILL OR DISABLED?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------|-----------------------|----------------------|--------------------|----------------------|-----------------|----------------------------|--------------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 432 12% | 85 2% |
| 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 447 12% | 85* 2% |
| 158 4% 100% | 17 4% 11% | 27 5% 17% F | 52 4% 33% | 40 6% 25% F | 1 2% 1% | 9 2% 6% | 5 6% 3% F |
| 3425 95% 100% | 443 95% 13% | 554 95% 16% | 1155 95% 34% | 637 94% 19% | 61 98% 2% | 438 98% 13% ABCDG | 80 94% 2% |
| 20 1% 100% | 7 2% 35% CDF | 4 1% 21% | 6 1% 30% | 2 * 10% | - - - | - - - | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QX.2 ARE YOU UNABLE TO LEAVE YOUR HOUSE WITHOUT HELP, BECAUSE YOU ARE ILL OR DISABLED?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|------------------|----------------------------|------------------|---------------------|--------------------|-------------------|-------------------|-----------------------|-------------------|--------------------|----------------------|--------------------|---------------------|------------------------------------|------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3615 100% | 106 3% | 612 17% | 918 25% | 710 20% | 520 14% | 749 21% | 718 20% | 1628 45% | 1269 35% | 3115 86% | 232 6% | 95 3% | 173 5% | 3079 85% | 294 8% |
| WEIGHTED TOTAL | 3603 100% | 118* 3% | 634 18% | 1081 30% | 764 21% | 467 13% | 540 15% | 753 21% | 1844 51% | 1006 28% | 3024 84% | 314 9% | 101* 3% | 165 5% | 3068 85% | 295 8% |
| YES | 158 4% 100% BG | 1 1% | 15 2% 9% | 38 4% 24% | 22 3% 14% | 18 4% 12% | 64 12% 40% T | 16 2% 10% | 60 3% 38% | 82 8% 52% T | 123 4% 78% | 16 5% 10% | 10 10% 6% T | 9 5% 6% | 140 5% 88% | 10 3% 6% |
| NO | 3425 95% 100% FIL | 117 99% 3% | 610 96% 18% | 1035 96% 30% | 741 97% 22% | 448 96% 13% | 473 88% 14% | 728 97% 21% | 1777 96% 52% | 921 92% 27% | 2882 95% 84% | 298 95% 9% | 91 90% 3% | 154 93% 4% | 2913 95% 85% | 283 96% 8% |
| DON'T KNOW | 20 1% 100% | - - - | 9 1% 46% T | 7 1% 36% | * - 2% | - - - | 3 1% 16% | 9 1% 46% | 8 - 38% | 3 - 16% | 18 1% 89% | - - - | - - - | 2 1% 11% | 16 1% 80% | 2 1% 11% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QX.2 ARE YOU UNABLE TO LEAVE YOUR HOUSE WITHOUT HELP, BECAUSE YOU ARE ILL OR DISABLED?

BASE : ALL WITH RESPONSIBILITY FOR POST

| TOTAL (H) | URBAN | | | | | | |
|---------------------|----------------------------------|---|-----------------------|--------------------|------------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3615 100% | 1092 30% | 691 19% | 401 11% | 1886 52% | 576 16% | 117 3% | 2978 82% |
| 3603 100% | 1053 29% | 672 19% | 380 11% | 1892 53% | 594 16% | 113* 3% | 2945 82% |
| 158 4% 100% | 44 4% 28% | 32 5% 20% | 13 3% 8% | 92 5% 58% | 16 3% 10% | 5 5% 3% | 137 5% 86% |
| 3425 95% 100% | 997 95% 29% | 637 95% 19% | 360 95% 11% | 1792 95% 52% | 578 97% 17% H | 107 95% 3% | 2789 95% 81% |
| 20 1% 100% | 11 1% 56% | 4 1% 21% | 7 2% 35% H | 8 * 41% | - - - | - - - | 19 1% 97% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QX.2 ARE YOU UNABLE TO LEAVE YOUR HOUSE WITHOUT HELP, BECAUSE YOU ARE ILL OR DISABLED?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|------------------|------------------------|-----------------------|-------------------|--------------------|-------------------|-----------------|-----------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3615 100% | 499 14% | 593 16% | 1211 33% | 675 19% | 59 2% | 85 2% |
| WEIGHTED TOTAL | 3603 100% | 467 13% | 586 16% | 1213 34% | 679 19% | 62* 2% | 85* 2% |
| YES | 158 4% 100% F | 17 4% 11% | 27 5% 17% | 52 4% 33% | 40 6% 25% | 1 2% 1% | 5 6% 3% |
| NO | 3425 95% 100% | 443 95% 13% | 554 95% 16% | 1155 95% 34% | 637 94% 19% | 61 98% 2% | 80 94% 2% |
| DON'T KNOW | 20 1% 100% | 7 2% 35% H | 4 1% 21% | 6 1% 30% | 2 3% 10% | - - - | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QX.2 ARE YOU UNABLE TO LEAVE YOUR HOUSE WITHOUT HELP, BECAUSE YOU ARE ILL OR DISABLED?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|------------------|---------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|------------------------|--------------------------|--------------------------|--------------------------|--------------------------|---------------------------------|------------------------|-------------------------|-----------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| YES | 158 4% 100% | 8 2% 5% | 8 2% 5% | 29 3% 18% | 31 3% 20% | 34 8% 21% ABCD | 48 8% 31% ABCD | 5 3% 3% | 14 3% 9% | 9 3% 6% | 2 1% 1% | 16 2% 10% | 31 11% 20% GHIJK MN | 10 3% 6% J | 30 5% 19% HIJK | 42 11% 27% GHIJKMN |
| NO | 3425 95% 100% | 370 97% 11% EF | 357 96% 10% EF | 878 94% 26% EF | 899 94% 26% EF | 397 92% 12% | 523 91% 15% | 148 95% 4% LO | 538 97% 16% LNO | 327 97% 10% LNO | 294 99% 9% LMNO | 683 97% 20% LNO | 243 88% 7% LO | 285 95% 8% LO | 555 94% 16% LO | 352 89% 10% |
| DON'T KNOW | 20 1% 100% | 4 1% 18% | 6 2% 28% DF | 4 1% 22% | 3 1% 15% | 2 1% 10% | 1 1% 6% | 3 2% 14% I | 2 1% 11% | - - - | 2 1% 12% | 2 1% 10% | 1 1% 3% | 4 1% 20% I | 3 1% 17% | 3 1% 13% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QX.2 ARE YOU UNABLE TO LEAVE YOUR HOUSE WITHOUT HELP, BECAUSE YOU ARE ILL OR DISABLED?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|------------------|-----------------------------|---------------------|-----------------------|-----------------------|-------------------------|----------------------|-----------------------|----------------------|------------------------|----------------------|-----------------------|------------------------|-----------------------|--------------------|----------------------|-----------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3615 100% | 354 10% | 364 10% | 766 21% | 862 24% | 511 14% | 758 21% | 138 4% | 455 13% | 381 11% | 242 7% | 552 15% | 351 10% | 338 9% | 621 17% | 537 15% |
| WEIGHTED TOTAL | 3603 100% | 381 11% | 371 10% | 911 25% | 933 26% | 433 12% | 573 16% | 156 4% | 555 15% | 336 9% | 298 8% | 701 19% | 275 8% | 299 8% | 589 16% | 396 11% |
| YES | 158 4% 100% AJ | 8 2% 5% | 8 2% 5% | 29 3% 18% | 31 3% 20% | 34 8% 21% P | 48 8% 31% P | 5 3% 3% | 14 3% 9% | 9 3% 6% | 2 1% 1% | 16 2% 10% | 31 11% 20% P | 10 3% 6% | 30 5% 19% | 42 11% 27% P |
| NO | 3425 95% 100% EFLO | 370 97% 11% | 357 96% 10% | 878 94% 26% | 899 96% 26% | 397 92% 12% | 523 91% 15% | 148 95% 4% | 538 97% 16% | 327 97% 10% | 294 99% 9% P | 683 97% 20% | 243 88% 7% | 285 95% 8% | 555 94% 16% | 352 89% 10% |
| DON'T KNOW | 20 1% 100% | 4 1% 18% | 6 2% 28% P | 4 4% 22% | 3 3% 15% | 2 2% 10% | 1 1% 6% | 3 2% 14% | 2 2% 11% | - - - | 2 1% 12% | 2 2% 10% | 1 1% 3% | 4 1% 20% | 3 1% 17% | 3 1% 13% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
 * SMALL BASE



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QX.2 ARE YOU UNABLE TO LEAVE YOUR HOUSE WITHOUT HELP, BECAUSE YOU ARE ILL OR DISABLED?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|------------------|---------------------|-----------------------------|----------------------------|---------------------------|--|----------------------|-------------------------|-------------------------|------------------------------------|-------------------------|-------------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| YES | 158 4% 100% | 114 20% 72% B | 44 1% 28% | 158 100% 100% AB | 82 3% 52% | 76 9% 48% D | 41 15% 26% GHI | 16 3% 10% | 100 4% 63% | 18 3% 11% | 42 14% 27% GHI |
| NO | 3425 95% 100% | 442 78% 13% C | 2970 98% 87% AC | - - - | 2626 96% 77% E | 799 91% 23% | 230 85% 7% | 475 96% 14% FJ | 2698 96% 79% FJ | 497 96% 15% FJ | 252 85% 7% |
| DON'T KNOW | 20 1% 100% | 9 2% 43% B | 7 - 33% | - - | 18 1% 88% | 2 - 12% | 1 - 6% | 3 1% 13% | 16 1% 81% | 3 1% 13% | 1 - 6% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QX.2 ARE YOU UNABLE TO LEAVE YOUR HOUSE WITHOUT HELP, BECAUSE YOU ARE ILL OR DISABLED?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|------------------|------------------------------|--|---|--------------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3615 100% | 676 19% | 2919 81% | 186 5% | 2601 72% | 1014 28% | 327 9% | 526 15% | 2731 76% | 557 15% | 358 10% |
| WEIGHTED TOTAL | 3603 100% | 564 16% | 3021 84% | 158 4% | 2726 76% | 877 24% | 272 8% | 494 14% | 2814 78% | 517 14% | 296 8% |
| YES | 158 4% 100% BD | 114 20% 72% K | 44 1% 28% | 158 100% 100% K | 82 3% 52% | 76 9% 48% K | 41 15% 26% K | 16 3% 10% | 100 4% 63% | 18 3% 11% | 42 14% 27% K |
| NO | 3425 95% 100% ACEFJ | 442 78% 13% | 2970 98% 87% K | - - - | 2626 96% 77% K | 799 91% 23% | 230 85% 7% | 475 96% 14% | 2698 96% 79% | 497 96% 15% | 252 85% 7% |
| DON'T KNOW | 20 1% 100% | 9 2% 43% K | 7 - 33% | - - | 18 1% 88% | 2 - 12% | 1 - 6% | 3 1% 13% | 16 1% 81% | 3 1% 13% | 1 - 6% |



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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QX.2 ARE YOU UNABLE TO LEAVE YOUR HOUSE WITHOUT HELP, BECAUSE YOU ARE ILL OR DISABLED?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|------------------|---------------------|--------------------------|----------------------|---------------------------|------------------------|------------------------|--------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|--------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| YES | 158 4% 100% | 13 2% 9% | 2 3% 1% | 37 2% 23% | 24 7% 15% AC | 32 6% 20% AC | 50 11% 32% ABCE | 22 3% 14% | 5 2% 3% | 35 3% 22% | 13 9% 8% GHIK | 25 3% 16% | 57 11% 36% GHIK |
| NO | 3425 95% 100% | 652 97% 19% DEF | 76 97% 2% F | 1469 97% 43% DEF | 308 93% 9% * | 505 94% 15% F | 416 89% 12% | 799 97% 23% JL | 214 98% 6% JL | 1079 96% 32% JL | 140 91% 4% | 747 96% 22% JL | 445 88% 13% |
| DON'T KNOW | 20 1% 100% | 9 1% 46% CE | - - - | 7 * 36% | * 2% | 1 6% | 2 10% | 5 1% 25% | - - | 5 23% | 1 3% | 8 40% | 2 9% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

QX.2 ARE YOU UNABLE TO LEAVE YOUR HOUSE WITHOUT HELP, BECAUSE YOU ARE ILL OR DISABLED?

BASE : ALL WITH RESPONSIBILITY FOR POST

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|------------------|----------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|-----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3615 100% | 637 18% | 81 2% | 1303 36% | 325 9% | 661 18% | 608 17% | 744 21% | 230 6% | 980 27% | 165 5% | 877 24% | 619 17% |
| WEIGHTED TOTAL | 3603 100% | 674 19% | 78* 2% | 1513 42% | 332 9% | 539 15% | 468 13% | 826 23% | 219 6% | 1119 31% | 154 4% | 780 22% | 504 14% |
| YES | 158 4% 100% AC | 13 2% 9% | 2 3% 1% | 37 2% 23% | 24 7% 15% M | 32 6% 20% | 50 11% 32% M | 22 3% 14% | 5 2% 3% | 35 3% 22% | 13 9% 8% M | 25 3% 16% | 57 11% 36% M |
| NO | 3425 95% 100% FJL | 652 97% 19% | 76 97% 2% | 1469 97% 43% M | 308 93% 9% | 505 94% 15% | 416 89% 12% | 799 97% 23% | 214 98% 6% | 1079 96% 32% | 140 91% 4% | 747 96% 22% | 445 88% 13% |
| DON'T KNOW | 20 1% 100% | 9 1% 46% M | - - | 7 - | * 2% | 1 6% | 2 10% | 5 1% 25% | - - | 5 23% | 1 3% | 8 40% | 2 9% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | AGE | | | | | | | | | | | | |
|------------------|---------------------|---------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|---------------------------|--------------------------|--------------------------|----------------------------|--------------------------|--------------------------|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| UNWEIGHTED TOTAL | 3827 100% | 472 12% | 626 16% | 616 16% | 571 15% | 592 15% | 557 15% | 393 10% | 1098 29% | 1779 46% | 950 25% | 1098 29% | 1187 31% | 1542 40% |
| WEIGHTED TOTAL | 3829 100% | 571 15% | 612 16% | 684 18% | 636 17% | 556 15% | 416 11% | 353 9% | 1184 31% | 1876 49% | 769 20% | 1184 31% | 1320 34% | 1325 35% |
| AGE | | | | | | | | | | | | | | |
| 16-24 | 571 15% 100% | 571 100% BCDE FG | - - - | - - - | - - - | - - - | - - - | - - - | 571 48% 100% U | - - - | - - - | 571 48% 100% LM | - - - | - - - |
| 25-34 | 612 16% 100% | - - - | 612 100% 100% ACDE FG | - - - | - - - | - - - | - - - | - - - | 612 52% 100% U | - - - | - - - | 612 52% 100% LM | - - - | - - - |
| 35-44 | 684 18% 100% | - - - | - - - | 684 100% 100% ABDE FG | - - - | - - - | - - - | - - - | - - - | 684 36% 100% HJ | - - - | - - - | 684 52% 100% KM | - - - |
| 45-54 | 636 17% 100% | - - - | - - - | - - - | 636 100% 100% ABCE FG | - - - | - - - | - - - | - - - | 636 34% 100% HJ | - - - | - - - | 636 48% 100% KM | - - - |
| 55-64 | 556 15% 100% | - - - | - - - | - - - | - - - | 556 100% 100% ABCD FG | - - - | - - - | - - - | 556 30% 100% HJ | - - - | - - - | - - - | 556 42% 100% KL |
| 65-74 | 416 11% 100% | - - - | - - - | - - - | - - - | - - - | 416 100% 100% ABCD EG | - - - | - - - | - - - | 416 54% 100% HI | - - - | - - - | 416 31% 100% KL |
| 75+ | 353 9% 100% | - - - | - - - | - - - | - - - | - - - | - - - | 353 100% 100% ABCD EF | - - - | - - - | 353 46% 100% HI | - - - | - - - | 353 27% 100% KL |
| 16-34 | 1184 31% 100% | 571 100% 48% CDE FG | 612 100% 52% CDEF G | - - - | - - - | - - - | - - - | - - - | 1184 100% 100% U | - - - | - - - | 1184 100% 100% LM | - - - | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|--------------------------------|---------------------------------|---------------------------------|---------------------------|----------------------------|---------------------------|----------------------------|----------------------------|----------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3829 100% | 571 15% | 612 16% | 684 18% | 636 17% | 556 15% | 416 11% | 353 9% | 1184 31% | 1876 49% | 769 20% | 1184 31% | 1320 34% | 1325 35% |
| 1876 49% 100% | - - - | - - - | 684 100% 36% ABF G | 636 100% 34% ABF G | 556 100% 30% ABFG | - - - | - - - | - - - | 1876 100% 100% HJ | - - - | - - - | 1320 100% 70% KM | 556 42% 30% K |
| 769 20% 100% | - - - | - - - | - - - | - - - | - - - | 416 100% 54% ABC DE | 353 100% 46% ABCD E | - - - | - - - | 769 100% 100% HI | - - - | - - - | 769 58% 100% KL |
| 1184 31% 100% | 571 100% 48% CDE FG | 612 100% 62% CDEF G | - - - | - - - | - - - | - - - | - - - | 1184 100% 100% U | - - - | - - - | 1184 100% 100% LM | - - - | - - - |
| 1320 34% 100% | - - - | - - - | 684 100% 52% ABE FG | 636 100% 48% ABEF G | - - - | - - - | - - - | - - - | 1320 70% 100% HJ | - - - | - - - | 1320 100% 100% KM | - - - |
| 1325 35% 100% | - - - | - - - | - - - | - - - | 556 100% 42% ABC D | 416 100% 31% ABC D | 353 100% 27% ABCD | - - - | 556 30% 42% H | 769 100% 58% HI | - - - | - - - | 1325 100% 100% KL |
| 1876 49% 100% | 293 51% 16% G | 311 51% 17% G | 342 50% 18% G | 316 50% 17% G | 274 49% 15% G | 192 46% 10% J | 147 42% 8% J | 605 51% 32% J | 933 50% 50% J | 339 44% 18% J | 605 51% 32% M | 659 50% 35% M | 613 46% 33% M |
| 1952 51% 100% | 278 49% 14% | 301 49% 15% | 342 50% 18% | 319 50% 16% | 282 51% 14% | 224 54% 11% | 206 58% 11% ABC DE | 579 49% 30% | 943 50% 48% | 430 56% 22% HI | 579 49% 30% | 661 50% 34% | 712 54% 36% K |
| 605 16% 100% | 293 51% 48% CDE FG | 311 51% 52% CDEF G | - - - | - - - | - - - | - - - | - - - | 605 51% 100% U | - - - | - - - | 605 51% 100% LM | - - - | - - - |
| 659 17% 100% | - - - | - - - | 342 50% 52% ABE FG | 316 50% 48% ABEF G | - - - | - - - | - - - | - - - | 659 35% 100% HJ | - - - | - - - | 659 50% 100% KM | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|---------------------------------|--------------------------------|--------------------------------|--------------------------------|------------------------|--------------------------------|--------------------------------|-------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3829 100% | 571 15% | 612 16% | 684 18% | 636 17% | 556 15% | 416 11% | 353 9% | 1184 31% | 1876 49% | 769 20% | 1184 31% | 1320 34% | 1325 35% |
| 339 9% 100% | - - - | - - - | - - - | - - - | - - - | 192 46% 57% | 147 42% 43% | - - - | - - - | 339 44% 100% | - - - | - - - | 339 26% 100% |
| | | | | | | ABC DE | ABCD E | | | HI | | | KL |
| 579 15% 100% | 278 49% 48% CDE FG | 301 49% 52% CDEF G | - - - | - - - | - - - | - - - | - - - | 579 49% 100% U | - - - | - - - | 579 49% 100% LM | - - - | - - - |
| 661 17% 100% | - - - | - - - | 342 50% 52% ABE FG | 319 50% 48% ABEF G | - - - | - - - | - - - | - - - | 661 35% 100% HJ | - - - | - - - | 661 50% 100% KM | - - - |
| 430 11% 100% | - - - | - - - | - - - | - - - | - - - | 224 54% 52% ABC DE | 206 58% 48% ABCD E | - - - | - - - | 430 56% 100% HI | - - - | - - - | 430 32% 100% KL |
| 119 3% 100% | 7 1% 6% | 10 2% 9% | 28 4% 24% AB | 20 3% 17% | 15 3% 13% | 20 5% 17% AB | 18 5% 16% AB | 17 1% 15% | 63 3% 53% H | 38 5% 32% H | 17 1% 15% | 48 4% 41% K | 53 4% 45% K |
| 652 17% 100% | 45 8% 7% | 100 16% 15% A | 141 21% 22% A | 116 18% 18% A | 108 19% 17% A | 81 20% 12% A | 61 17% 9% A | 145 12% 22% A | 365 19% 56% H | 142 18% 22% H | 145 12% 22% A | 257 19% 39% K | 250 19% 38% K |
| 1142 30% 100% | 166 29% 15% | 203 33% 18% FG | 222 32% 19% FG | 203 32% 18% F | 154 28% 13% | 104 25% 9% | 91 26% 8% | 369 31% 32% J | 578 31% 51% J | 195 25% 17% M | 369 31% 32% M | 425 32% 37% M | 349 26% 31% |
| 836 22% 100% | 127 22% 15% | 143 23% 17% FG | 156 23% 19% F | 150 24% 18% FG | 125 23% 15% F | 73 17% 9% | 62 17% 7% | 270 23% 32% J | 431 23% 52% J | 134 17% 16% | 270 23% 32% M | 306 23% 37% M | 260 20% 31% |
| 514 13% 100% | 140 24% 27% BCD EFG | 97 16% 19% CDF G | 75 11% 15% | 72 11% 14% | 67 12% 13% F | 34 8% 7% | 30 8% 6% | 236 20% 46% U | 214 11% 42% J | 64 8% 12% | 236 20% 46% LM | 147 11% 29% | 131 10% 25% |
| 567 15% 100% | 87 15% 15% BC | 59 10% 10% | 63 9% 11% | 75 12% 13% | 86 15% 15% BC | 105 25% 19% ABC DE | 92 26% 16% ABC DE | 147 12% 26% | 224 12% 39% | 197 26% 35% HI | 147 12% 26% | 138 10% 24% | 283 21% 50% KL |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| TOTAL | AGE | | | | | | | | | | | | |
|-----------------------|----------------------------|-------------------|------------------------|-------------------|------------------------|------------------------|-------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| WEIGHTED TOTAL | | | | | | | | | | | | | |
| 3829 100% | 571 15% | 612 16% | 684 18% | 636 17% | 556 15% | 416 11% | 353 9% | 1184 31% | 1876 49% | 769 20% | 1184 31% | 1320 34% | 1325 35% |
| 16-34 - C1C2 | 639 17% 100% | 293 51% 46% | 346 57% 54% | - - - | - - - | - - - | - - - | 639 54% 100% | - - - | - - - | 639 54% 100% | - - - | - - - |
| | | CDE FG | CDEF G | | | | | U | | | LM | | |
| 16-34 - DE | 383 10% 100% | 227 40% 59% | 156 25% 41% | - - - | - - - | - - - | - - - | 383 32% 100% | - - - | - - - | 383 32% 100% | - - - | - - - |
| | | BCD EFG | CDEF G | | | | | U | | | LM | | |
| 35-54 - AB | 305 8% 100% | - - - | - - - | 169 25% 50% | 136 21% 45% | - - - | - - - | - - - | 305 16% 100% | - - - | - - - | 305 23% 100% | - - - |
| | | | | ABE FG | ABEF G | | | | HJ | | | KM | |
| 35-54 - C1C2 | 731 19% 100% | - - - | - - - | 378 55% 52% | 353 55% 48% | - - - | - - - | - - - | 731 39% 100% | - - - | - - - | 731 55% 100% | - - - |
| | | | | ABE FG | ABEF G | | | | HJ | | | KM | |
| 35-54 - DE | 284 7% 100% | - - - | - - - | 138 20% 48% | 147 23% 52% | - - - | - - - | - - - | 284 15% 100% | - - - | - - - | 284 22% 100% | - - - |
| | | | | ABE FG | ABEF G | | | | HJ | | | KM | |
| 55+ - AB | 303 8% 100% | - - - | - - - | - - - | 123 22% 41% | 101 24% 33% | 79 22% 26% | - - - | 123 7% 41% | 180 23% 59% | - - - | - - - | 303 23% 100% |
| | | | | | ABC D | ABC D | ABCD | | H | HI | | | KL |
| 55+ - C1C2 | 608 16% 100% | - - - | - - - | - - - | 279 50% 46% | 176 42% 29% | 153 43% 25% | - - - | 279 15% 46% | 329 43% 54% | - - - | - - - | 608 46% 100% |
| | | | | | ABC DFG | ABC D | ABCD | | H | HI | | | KL |
| 55+ - DE | 413 11% 100% | - - - | - - - | - - - | 153 28% 37% | 139 33% 34% | 121 34% 29% | - - - | 153 8% 37% | 260 34% 63% | - - - | - - - | 413 31% 100% |
| | | | | | ABC D | ABC DE | ABCD E | | H | HI | | | KL |
| NATION | | | | | | | | | | | | | |
| ENGLAND | 3208 84% 100% | 457 80% 14% | 522 85% 16% A | 568 83% 18% | 545 86% 17% A | 477 83% 15% A | 345 83% 11% | 294 83% 9% | 979 83% 31% | 1590 85% 50% | 639 83% 20% | 979 83% 31% | 1113 84% 35% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| TOTAL | AGE | | | | | | | | | | | | |
|---------------------|------------------------------|---------------------------------|--------------------------------|--------------------------------|-------------------------------|--------------------------------|---------------------------------|-------------------------|--------------------------|-------------------------|-------------------------|--------------------------|--------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3829 100% | 571 15% | 612 16% | 684 18% | 636 17% | 556 15% | 416 11% | 353 9% | 1184 31% | 1876 49% | 769 20% | 1184 31% | 1320 34% | 1325 35% |
| 326 9% 100% | 69 12% 21% BDE | 45 7% 14% | 65 10% 20% | 42 7% 13% | 41 7% 13% | 34 8% 11% | 29 8% 9% | 114 10% 35% | 149 8% 46% | 63 8% 19% | 114 10% 35% | 107 8% 33% | 104 8% 32% |
| 107 3% 100% | 20 4% 19% | 17 3% 16% | 19 3% 18% | 17 3% 16% | 10 2% 10% | 14 3% 13% | 9 3% 8% | 37 3% 35% | 47 3% 44% | 23 3% 21% | 37 3% 35% | 37 3% 34% | 33 3% 31% |
| 188 5% 100% | 25 4% 13% | 28 5% 15% | 32 5% 17% | 30 5% 16% | 27 5% 15% | 23 6% 12% | 21 6% 11% | 53 4% 28% | 90 5% 48% | 44 6% 24% | 53 4% 28% | 63 5% 33% | 72 5% 38% |
| 3206 84% 100% | 433 76% 14% B | 423 69% 13% | 532 78% 17% B | 567 89% 18% ABC | 517 93% 16% ABC D | 396 95% 12% ABC D | 337 95% 11% ABC D | 856 72% 27% | 1616 86% 50% H | 734 95% 23% HI | 856 72% 27% | 1099 83% 34% K | 1251 94% 39% KL |
| 344 9% 100% | 63 11% 18% DEF G | 115 19% 34% ACD EFG | 83 12% 24% DEF G | 39 6% 11% F | 20 4% 6% | 13 3% 4% | 11 3% 3% | 178 15% 52% IJ | 142 8% 41% J | 24 3% 7% | 178 15% 52% LM | 121 9% 35% M | 44 3% 13% |
| 564 15% 100% | 21 4% 4% | 33 5% 6% | 65 9% 11% AB | 91 14% 16% ABC | 104 19% 18% ABC | 108 26% 19% ABC DE | 142 40% 25% ABC DEF | 54 5% 10% | 259 14% 46% H | 251 33% 44% HI | 54 5% 10% | 156 12% 28% K | 354 27% 63% KL |
| 3021 79% 100% | 461 81% 15% FG | 531 87% 18% ADE FG | 592 87% 20% ADE FG | 517 81% 17% FG | 428 77% 14% FG | 288 69% 10% G | 203 57% 7% G | 992 84% 33% J | 1538 82% 51% J | 491 64% 16% J | 992 84% 33% M | 1110 84% 37% M | 920 69% 30% M |
| 158 4% 100% | 12 2% 8% | 16 3% 10% | 22 3% 14% | 27 4% 17% | 26 5% 16% A | 18 4% 11% | 38 11% 24% ABC DEF | 28 2% 18% | 74 4% 47% H | 56 7% 35% HI | 28 2% 18% | 48 4% 31% | 82 6% 52% KL |
| 2910 76% 100% | 452 79% 16% FG | 496 81% 17% FG | 603 88% 21% ABE FG | 554 87% 19% ABE FG | 434 78% 15% FG | 270 65% 9% G | 101 29% 3% G | 948 80% 33% J | 1590 85% 55% HJ | 372 48% 13% | 948 80% 33% M | 1157 88% 40% KM | 805 61% 28% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
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NOP/421841/421842 : POSTAL SERVICES
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STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | AGE | | | | | | | | | | | | |
|--|---------------------|--------------------------|--------------------------|--------------------------------|--------------------------------|-----------------------------|--------------------------------|---------------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| WEIGHTED TOTAL | 3829 100% | 571 15% | 612 16% | 684 18% | 636 17% | 556 15% | 416 11% | 353 9% | 1184 31% | 1876 49% | 769 20% | 1184 31% | 1320 34% | 1325 35% |
| NO BBAT HOME | 919 24% 100% | 120 21% 13% CD | 116 19% 13% CD | 82 12% 9% | 81 13% 9% | 122 22% 13% CD | 146 35% 16% ABC DE | 252 71% 27% ABC DEF | 236 20% 26% I | 285 15% 31% | 398 52% 43% HI | 236 20% 26% L | 163 12% 18% | 520 39% 57% KL |
| MOBILE PHONE | | | | | | | | | | | | | | |
| MOBILE ONLY (NO LANDLINE) | 3510 92% 100% | 551 96% 16% EFG | 601 98% 17% EFG | 666 97% 19% EFG | 616 97% 18% EFG | 509 92% 15% FG | 341 82% 10% G | 226 64% 6% | 1152 97% 33% I | 1791 95% 51% J | 567 74% 16% | 1152 97% 33% M | 1282 97% 37% M | 1076 81% 31% |
| WITHOUT MOBILES | 319 8% 100% | 20 4% 6% | 12 2% 4% | 19 3% 6% | 19 3% 6% | 47 8% 15% ABC D | 75 18% 23% ABC DE | 128 36% 40% ABC DEF | 32 3% 10% | 85 5% 27% H | 202 26% 64% HI | 32 3% 10% | 38 3% 12% | 249 19% 78% KL |
| GROSS ANNUAL HOUSEHOLD INCOME £'S (HOH AND H'WIVES ONLY) | | | | | | | | | | | | | | |
| HIGH | 508 13% 100% | 20 4% 4% | 94 15% 18% AFG | 152 22% 30% ABE FG | 145 23% 28% ABE FG | 72 13% 14% AFG | 18 4% 4% | 8 2% 2% | 114 10% 22% J | 368 20% 72% HJ | 26 3% 5% | 114 10% 22% | 297 22% 58% KM | 98 7% 19% |
| MEDIUM | 506 13% 100% | 45 8% 9% | 110 18% 22% AFG | 100 15% 20% AFG | 99 16% 17% AFG | 86 16% 17% AFG | 41 10% 8% | 25 7% 5% | 156 13% 31% J | 285 15% 56% J | 66 9% 13% | 156 13% 31% | 199 15% 39% M | 152 11% 30% |
| LOW | 725 19% 100% | 102 18% 14% | 115 19% 16% D | 118 17% 16% | 84 13% 12% | 108 19% 15% D | 109 26% 5% ABC DE | 90 25% 12% ABC DE | 216 18% 30% | 310 17% 43% | 199 26% 27% HI | 216 18% 30% | 202 15% 28% | 307 23% 42% KL |
| REFUSED | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
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NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (N) | AGE | | | | | | | | | | | | |
|------------------|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| UNWEIGHTED TOTAL | 3827 100% | 472 12% | 626 16% | 616 16% | 571 15% | 592 15% | 557 15% | 393 10% | 1098 29% | 1779 46% | 950 25% | 1098 29% | 1187 31% | 1542 40% |
| WEIGHTED TOTAL | 3829 100% | 571 15% | 612 16% | 684 18% | 636 17% | 556 15% | 416 11% | 353 9% | 1184 31% | 1876 49% | 769 20% | 1184 31% | 1320 34% | 1325 35% |
| AGE | | | | | | | | | | | | | | |
| 16-24 | 571 15% 100% BC DEFGJ LM | 571 100% 100% N | - - - | - - - | - - - | - - - | - - - | - - - | 571 48% 100% N | - - - | - - - | 571 48% 100% N | - - - | - - - |
| 25-34 | 612 16% 100% ACDE FGIJLM | - - - | 612 100% 100% N | - - - | - - - | - - - | - - - | - - - | 612 52% 100% N | - - - | - - - | 612 52% 100% N | - - - | - - - |
| 35-44 | 684 18% 100% ABDE FGHIJKM | - - - | - - - | 684 100% 100% N | - - - | - - - | - - - | - - - | - - - | 684 36% 100% N | - - - | - - - | 684 52% 100% N | - - - |
| 45-54 | 636 17% 100% ABCE FGHIJKM | - - - | - - - | - - - | 636 100% 100% N | - - - | - - - | - - - | - - - | 636 34% 100% N | - - - | - - - | 636 48% 100% N | - - - |
| 55-64 | 556 15% 100% ABCD FGHIJKL | - - - | - - - | - - - | - - - | 556 100% 100% N | - - - | - - - | - - - | 556 30% 100% N | - - - | - - - | - - - | 556 42% 100% N |
| 65-74 | 416 11% 100% ABCD EGHIKL | - - - | - - - | - - - | - - - | - - - | 416 100% 100% N | - - - | - - - | - - - | 416 54% 100% N | - - - | - - - | 416 31% 100% N |
| 75+ | 353 9% 100% ABCD EFHIKL | - - - | - - - | - - - | - - - | - - - | - - - | 353 100% 100% N | - - - | - - - | 353 46% 100% N | - - - | - - - | 353 27% 100% N |
| 16-34 | 1184 31% 100% CDE FGIJLM | 571 100% 48% N | 612 100% 52% N | - - - | - - - | - - - | - - - | - - - | 1184 100% N | - - - | - - - | 1184 100% N | - - - | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (N) | AGE | | | | | | | | | | | | |
|--------------------------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|--------------|--------------|-------------|--------------|--------------|--------------|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| WEIGHTED TOTAL ABFG HJKM | 3829 100% | 571 15% | 612 16% | 684 18% | 636 17% | 556 15% | 416 11% | 353 9% | 1184 31% | 1876 49% | 769 20% | 1184 31% | 1320 34% | 1325 35% |
| | 1876 49% | - | - | 684 100% | 636 100% | 556 100% | - | - | - | 1876 100% | - | - | 1320 100% | 556 42% |
| | 100% | - | - | 36% N | 34% N | 30% N | - | - | - | 100% N | - | - | 70% N | 30% |
| | 769 20% | - | - | - | - | - | 416 100% | 353 100% | - | - | 769 100% | - | - | 769 58% |
| | 100% | - | - | - | - | - | 54% N | 46% N | - | - | 100% N | - | - | 100% N |
| | 1184 31% | 571 100% | 612 100% | - | - | - | - | - | 1184 100% | - | - | 1184 100% | - | - |
| | 100% | 48% N | 52% N | - | - | - | - | - | 100% N | - | - | 100% N | - | - |
| | 1320 34% | - | - | 684 100% | 636 100% | - | - | - | - | 1320 70% | - | - | 1320 100% | - |
| | 100% | - | - | 52% N | 48% N | - | - | - | - | 100% N | - | - | 100% N | - |
| | 1325 35% | - | - | - | - | 556 100% | 416 100% | 353 100% | - | 556 30% | 769 100% | - | - | 1325 100% |
| 100% | - | - | - | - | 42% N | 31% N | 27% N | - | 42% N | 58% N | - | - | 100% N | |
| ABCD HIKL | | | | | | | | | | | | | | |
| SEX ABEF GHJKM | 1876 49% | 293 51% | 311 51% | 342 50% | 316 50% | 274 49% | 192 46% | 147 42% | 605 51% | 933 50% | 339 44% | 605 51% | 659 50% | 613 46% |
| | 100% | 16% | 17% | 18% | 17% | 15% | 10% | 8% | 32% | 50% | 18% | 32% | 35% | 33% |
| | 1952 51% | 278 49% | 301 49% | 342 50% | 319 50% | 282 51% | 224 54% | 206 58% | 579 49% | 943 50% | 430 56% | 579 49% | 661 50% | 712 54% |
| | 100% | 14% | 15% | 18% | 16% | 14% | 11% | 11% N | 30% | 48% | 22% N | 30% | 34% | 36% |
| | 605 16% | 293 51% | 311 51% | - | - | - | - | - | 605 51% | - | - | 605 51% | - | - |
| | 100% | 48% N | 52% N | - | - | - | - | - | 100% N | - | - | 100% N | - | - |
| | 659 17% | - | - | 342 50% | 316 50% | - | - | - | - | 659 35% | - | - | 659 50% | - |
| | 100% | - | - | 52% N | 48% N | - | - | - | - | 100% N | - | - | 100% N | - |
| | ABEF GHJKM | | | | | | | | | | | | | |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (N) | AGE | | | | | | | | | | | | |
|---------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|------------|--------------|--------------|-------------|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| WEIGHTED TOTAL ABCD EHIKL | 3829 100% | 571 15% | 612 16% | 684 18% | 636 17% | 556 15% | 416 11% | 353 9% | 1184 31% | 1876 49% | 769 20% | 1184 31% | 1320 34% | 1325 35% |
| | 339 9% | - | - | - | - | - | 192 46% | 147 42% | - | - | 339 44% | - | - | 339 26% |
| | 100% | - | - | - | - | - | 57% N | 43% N | - | - | 100% N | - | - | 100% N |
| | | | | | | | | | | | | | | |
| FEMALE 16-34 CDE FGIJLM | 579 15% | 278 49% | 301 49% | - | - | - | - | - | 579 49% | - | - | 579 49% | - | - |
| | 100% | 48% N | 52% N | - | - | - | - | - | 100% N | - | - | 100% N | - | - |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| FEMALE 35-54 ABEF GHJKM | 661 17% | - | - | 342 50% | 319 50% | - | - | - | - | 661 35% | - | - | 661 50% | - |
| | 100% | - | - | 52% N | 48% N | - | - | - | - | 100% N | - | - | 100% N | - |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| FEMALE 65+ ABCD EHIKL | 430 11% | - | - | - | - | - | 224 54% | 206 58% | - | - | 430 56% | - | - | 430 32% |
| | 100% | - | - | - | - | - | 52% N | 48% N | - | - | 100% N | - | - | 100% N |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| SEG A | 119 3% | 7 1% | 10 2% | 28 4% | 20 3% | 15 3% | 20 5% | 18 5% | 17 1% | 63 3% | 38 5% | 17 1% | 48 4% | 53 4% |
| | 100% | 6% | 9% | 24% | 17% | 13% | 17% | 16% N | 15% | 53% | 32% N | 15% | 41% | 45% |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| SEG B | 652 17% | 45 8% | 100 16% | 141 21% | 116 18% | 108 19% | 81 20% | 61 17% | 145 12% | 365 19% | 142 18% | 145 12% | 257 19% | 250 19% |
| | 100% | 7% | 15% | 22% N | 18% N | 17% N | 12% N | 9% N | 22% N | 56% N | 22% N | 22% N | 39% N | 38% N |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| SEG C1 | 1142 30% | 166 29% | 203 33% | 222 32% | 203 32% | 154 28% | 104 25% | 91 26% | 369 31% | 578 31% | 195 25% | 369 31% | 425 32% | 349 26% |
| | 100% | 15% | 18% | 19% | 18% | 13% | 9% | 8% | 32% | 51% | 17% | 32% | 37% | 31% |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| SEG C2 | 836 22% | 127 22% | 143 23% | 156 23% | 150 24% | 125 23% | 73 17% | 62 17% | 270 23% | 431 23% | 134 17% | 270 23% | 306 23% | 260 20% |
| | 100% | 15% | 17% | 19% | 18% | 15% | 9% | 7% | 32% | 52% | 16% | 32% | 37% | 31% |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| SEG D | 514 13% | 140 24% | 97 16% | 75 11% | 72 11% | 67 12% | 34 9% | 30 8% | 236 20% | 214 11% | 64 8% | 236 20% | 147 11% | 131 10% |
| | 100% | 27% N | 19% | 15% | 14% | 13% | 7% | 6% | 46% N | 42% | 12% | 46% N | 29% | 25% |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| SEG E | 567 15% | 87 15% | 59 10% | 63 9% | 75 12% | 86 15% | 105 25% | 92 26% | 147 12% | 224 12% | 197 26% | 147 12% | 138 10% | 283 21% |
| | 100% | 15% | 10% | 11% | 13% | 15% | 19% N | 16% N | 26% | 39% | 35% N | 26% | 24% | 50% N |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (N) | AGE | | | | | | | | | | | | | |
|----------------|-----------------------------------|------------------------|------------------------|------------------------|-------------------|-------------------|------------------------|------------------------|-------------------------|------------------------|------------------------|-------------------------|------------------------|------------------------|--|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) | |
| WEIGHTED TOTAL | 3829 100% | 571 15% | 612 16% | 684 18% | 636 17% | 556 15% | 416 11% | 353 9% | 1184 31% | 1876 49% | 769 20% | 1184 31% | 1320 34% | 1325 35% | |
| AB | 770 20% 100% AHK | 52 9% 7% | 110 18% 14% | 169 25% 22% N | 136 21% 18% | 123 22% 16% | 101 24% 13% N | 79 22% 10% | 162 14% 21% | 428 23% 56% N | 180 23% 23% N | 162 14% 21% | 305 23% 40% N | 303 23% 39% N | |
| C1C2 | 1978 52% 100% FGJ M | 293 51% 15% | 346 57% 18% N | 378 55% 19% | 353 55% 18% | 279 50% 14% | 176 42% 9% | 153 43% 8% | 639 54% 32% | 1010 54% 51% | 329 43% 17% | 639 54% 32% | 731 55% 37% N | 608 46% 31% | |
| DE | 1081 28% 100% CDI L | 227 40% 21% N | 156 25% 14% | 138 20% 13% | 147 23% 14% | 153 28% 14% | 139 33% 13% N | 121 34% 11% N | 383 32% 35% N | 438 23% 41% | 260 34% 24% N | 383 32% 35% N | 284 22% 26% | 413 31% 38% N | |
| SEG/SEX | | | | | | | | | | | | | | | |
| AB - MALE | 392 10% 100% AHK | 27 5% 7% | 54 9% 14% | 87 13% 22% | 67 11% 17% | 63 11% 16% | 55 13% 14% N | 39 11% 10% | 81 7% 21% | 217 12% 55% | 94 12% 24% | 81 7% 21% | 153 12% 39% | 158 12% 40% | |
| AB - FEMALE | 379 10% 100% AHK | 25 4% 7% | 56 9% 15% | 82 12% 22% | 69 11% 18% | 60 11% 16% | 46 11% 12% | 40 11% 11% | 81 7% 21% | 211 11% 56% | 86 11% 23% | 81 7% 21% | 152 11% 40% | 146 11% 38% | |
| C1C2 - MALE | 1010 26% 100% FGJ M | 172 30% 17% | 193 32% 19% N | 183 27% 18% | 181 29% 18% | 130 23% 13% | 81 19% 8% | 71 20% 7% | 365 31% 36% N | 494 26% 49% | 151 20% 15% | 365 31% 36% N | 364 28% 36% | 281 21% 28% | |
| C1C2 - FEMALE | 967 25% 100% | 121 21% 12% | 153 25% 16% | 195 28% 20% | 172 27% 18% | 149 27% 15% | 96 23% 10% | 82 23% 8% | 274 23% 28% | 516 28% 53% | 178 23% 18% | 274 23% 28% | 367 28% 38% | 327 25% 34% | |
| DE - MALE | 474 12% 100% | 95 17% 20% N | 64 10% 13% | 73 11% 15% | 68 11% 14% | 81 15% 17% | 57 14% 12% | 37 10% 8% | 159 13% 33% | 222 12% 47% | 94 12% 20% | 159 13% 33% | 141 11% 30% | 174 13% 37% | |
| DE - FEMALE | 606 16% 100% CDI L | 132 23% 22% N | 92 15% 15% | 65 9% 11% | 78 12% 13% | 73 13% 12% | 82 20% 14% N | 84 24% 19% N | 224 19% 37% N | 216 12% 36% | 166 22% 27% N | 224 19% 37% N | 143 11% 24% | 239 18% 39% | |
| AGE/SEG | | | | | | | | | | | | | | | |
| 16-34 - AB | 162 4% 100% CDE FGJLM | 52 9% 32% N | 110 18% 68% N | - - - | - - - | - - - | - - - | - - - | 162 14% 100% N | - - - | - - - | 162 14% 100% N | - - - | - - - | |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | | AGE | | | | | | | | | | | | |
|-------------------------------------|--|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|-------------------------|-------------------------|------------------------|-------------------------|-------------------------|-------------------------|
| TOTAL (N) | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| 3829 100% | | 571 15% | 612 16% | 684 18% | 636 17% | 556 15% | 416 11% | 353 9% | 1184 31% | 1876 49% | 769 20% | 1184 31% | 1320 34% | 1325 35% |
| 639 17% 100% CDE FGIJLM | | 293 51% 46% N | 346 57% 54% N | - - - | - - - | - - - | - - - | - - - | 639 54% 100% N | - - - | - - - | 639 54% 100% N | - - - | - - - |
| 383 10% 100% CDE FGIJLM | | 227 40% 59% N | 156 25% 41% N | - - - | - - - | - - - | - - - | - - - | 383 32% 100% N | - - - | - - - | 383 32% 100% N | - - - | - - - |
| 305 8% 100% ABEF GHJKM | | - - - | - - - | 169 25% 55% N | 136 21% 45% N | - - - | - - - | - - - | - - - | 305 16% 100% N | - - - | - - - | 305 23% 100% N | - - - |
| 731 19% 100% ABEF GHJKM | | - - - | - - - | 378 55% 52% N | 353 55% 48% N | - - - | - - - | - - - | - - - | 731 39% 100% N | - - - | - - - | 731 55% 100% N | - - - |
| 284 7% 100% ABEF GHJKM | | - - - | - - - | 138 20% 48% N | 147 23% 52% N | - - - | - - - | - - - | - - - | 284 15% 100% N | - - - | - - - | 284 22% 100% N | - - - |
| 303 8% 100% ABCD HKL | | - - - | - - - | - - - | - - - | 123 22% 41% N | 101 24% 33% N | 79 22% 26% N | - - - | 123 7% 41% N | 180 23% 59% N | - - - | - - - | 303 23% 100% N |
| 608 16% 100% ABCD HKL | | - - - | - - - | - - - | - - - | 279 50% 46% N | 176 42% 29% N | 153 43% 25% N | - - - | 279 15% 46% N | 329 43% 54% N | - - - | - - - | 608 46% 100% N |
| 413 11% 100% ABCD HKL | | - - - | - - - | - - - | - - - | 153 28% 37% N | 139 33% 34% N | 121 34% 29% N | - - - | 153 8% 37% N | 260 34% 63% N | - - - | - - - | 413 31% 100% N |
| 3208 84% 100% | | 457 80% 14% | 522 85% 16% | 568 83% 18% | 545 86% 17% | 477 86% 15% | 345 83% 11% | 294 83% 9% | 979 83% 31% | 1590 85% 50% | 639 83% 20% | 979 83% 31% | 1113 84% 35% | 1116 84% 35% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| TOTAL (N) | AGE | | | | | | | | | | | | | |
|----------------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|-------------------------|------------------------|------------------------|-------------------------|-------------------------|--|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) | |
| 3829 100% | 571 15% | 612 16% | 684 18% | 636 17% | 556 15% | 416 11% | 353 9% | 1184 31% | 1876 49% | 769 20% | 1184 31% | 1320 34% | 1325 35% | |
| 326 9% 100% | 69 12% 21% N | 45 7% 14% | 65 10% 20% | 42 7% 13% | 41 7% 13% | 34 8% 11% | 29 8% 9% | 114 10% 35% | 149 8% 46% | 63 8% 19% | 114 10% 35% | 107 8% 33% | 104 8% 32% | |
| 107 3% 100% | 20 4% 19% | 17 3% 16% | 19 3% 18% | 17 3% 16% | 10 2% 10% | 14 3% 13% | 9 3% 8% | 37 3% 35% | 47 3% 44% | 23 3% 21% | 37 3% 35% | 37 3% 34% | 33 3% 31% | |
| 188 5% 100% | 25 4% 13% | 28 5% 15% | 32 5% 17% | 30 5% 16% | 27 5% 15% | 23 6% 12% | 21 6% 11% | 53 4% 28% | 90 5% 48% | 44 6% 24% | 53 4% 28% | 63 5% 33% | 72 5% 38% | |
| 3206 84% 100% ABC HK | 433 76% 14% | 423 69% 13% | 532 78% 17% | 567 89% 18% N | 517 93% 16% N | 396 95% 12% N | 337 95% 11% N | 856 72% 27% | 1616 86% 50% N | 734 95% 23% N | 856 72% 27% | 1099 83% 34% | 1251 94% 39% N | |
| 344 9% 100% DEF GJM | 63 11% 18% | 115 10% 34% N | 83 12% 24% N | 39 6% 11% | 20 4% 6% | 13 3% 4% | 11 3% 3% | 178 15% 52% N | 142 8% 41% | 24 3% 7% | 178 15% 52% N | 121 9% 35% | 44 3% 13% | |
| 564 15% 100% ABCH KL | 21 4% 4% | 33 5% 6% | 65 9% 11% | 91 14% 16% | 104 19% 18% N | 108 26% 19% N | 142 40% 25% N | 54 5% 10% | 259 14% 46% | 251 33% 44% N | 54 5% 10% | 156 12% 28% | 354 27% 63% N | |
| 3021 79% 100% FGJ M | 461 81% 15% | 531 87% 18% N | 592 87% 20% N | 517 81% 17% | 428 77% 14% | 288 69% 10% | 203 57% 7% | 992 84% 33% N | 1538 82% 51% N | 491 64% 16% | 992 84% 33% N | 1110 84% 37% N | 920 69% 30% | |
| 158 4% 100% AHK | 12 2% 8% | 16 3% 10% | 22 3% 14% | 27 4% 17% | 26 5% 16% | 18 4% 11% | 38 71% 24% N | 28 2% 18% | 74 4% 47% | 56 7% 35% N | 28 2% 18% | 48 4% 31% | 82 6% 52% N | |
| 2910 76% 100% FGJ M | 452 79% 16% | 496 81% 17% N | 603 88% 21% N | 554 87% 19% N | 434 78% 15% | 270 65% 9% | 101 29% 3% | 948 80% 33% N | 1590 85% 55% N | 372 48% 13% | 948 80% 33% N | 1157 88% 40% N | 805 61% 28% | |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
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NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (N) | AGE | | | | | | | | | | | | |
|--|-----------------------------------|------------------------|------------------------|------------------------|------------------------|-------------------|------------------------|------------------------|-------------------------|-------------------------|------------------------|-------------------------|-------------------------|------------------------|
| | | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| WEIGHTED TOTAL | 3829 100% | 571 15% | 612 16% | 684 18% | 636 17% | 556 15% | 416 11% | 353 9% | 1184 31% | 1876 49% | 769 20% | 1184 31% | 1320 34% | 1325 35% |
| NO BBAT HOME | 919 24% 100% BCD HIKL | 120 21% 13% | 116 19% 13% | 82 12% 9% | 81 13% 9% | 122 22% 13% | 146 35% 16% N | 252 71% 27% N | 236 20% 26% | 285 15% 31% | 398 52% 43% N | 236 20% 26% | 163 12% 18% | 520 39% 57% N |
| MOBILE PHONE | | | | | | | | | | | | | | |
| MOBILE ONLY (NO LANDLINE) | 3510 92% 100% FGJ M | 551 96% 16% N | 601 98% 17% N | 666 97% 19% N | 616 97% 18% N | 509 92% 15% | 341 82% 10% | 226 64% 6% | 1152 97% 33% N | 1791 95% 51% N | 567 74% 16% | 1152 97% 33% N | 1282 97% 37% N | 1076 81% 31% |
| WITOUT MOBILES | 319 8% 100% ABCD HIKL | 20 4% 6% | 12 2% 4% | 19 3% 6% | 19 3% 6% | 47 8% 15% | 75 18% 23% N | 128 36% 40% N | 32 3% 10% | 85 5% 27% | 202 26% 64% N | 32 3% 10% | 38 3% 12% | 249 19% 78% N |
| GROSS ANNUAL HOUSEHOLD INCOME £'S (HOH AND H'WIVES ONLY) | | | | | | | | | | | | | | |
| HIGH | 508 13% 100% AFGH JKM | 20 4% 4% | 94 15% 18% | 152 22% 30% N | 145 23% 28% N | 72 13% 14% | 18 4% 4% | 8 2% 2% | 114 10% 22% | 368 20% 72% N | 26 3% 5% | 114 10% 22% | 297 22% 58% N | 98 7% 19% |
| MEDIUM | 506 13% 100% AFGJ | 45 8% 9% | 110 18% 22% N | 100 15% 20% | 99 16% 19% | 86 16% 17% | 41 10% 8% | 25 7% 5% | 156 13% 31% | 285 15% 56% | 66 9% 13% | 156 13% 31% | 199 15% 39% | 152 11% 30% |
| LOW | 725 19% 100% DIL | 102 18% 14% | 115 19% 16% | 118 17% 16% | 84 13% 12% | 108 19% 15% | 109 26% 15% N | 90 25% 12% N | 216 18% 30% | 310 17% 43% | 199 26% 27% N | 216 18% 30% | 202 15% 28% | 307 23% 42% N |
| REFUSED | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - N/A - N/B - N/C - N/D - N/E - N/F - N/G - N/H - N/I - N/J - N/K - N/L - N/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | SEX | | SEX/AGE | | | | | |
|------------------|---------------------|-------------------|------------------------|----------------------------|----------------------------|---------------------------|----------------------------|----------------------------|----------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3827 100% | 1764 46% | 2063 54% | 489 13% | 520 14% | 755 20% | 609 16% | 667 17% | 787 21% |
| WEIGHTED TOTAL | 3829 100% | 1876 49% | 1952 51% | 605 16% | 659 17% | 613 16% | 579 15% | 661 17% | 712 19% |
| AGE | | | | | | | | | |
| 16-24 | 571 15% 100% | 293 16% 51% | 278 14% 49% | 293 48% 51% DEGH | - - - - | - - - - | 278 48% 49% DEGH | - - - - | - - - - |
| 25-34 | 612 16% 100% | 311 17% 51% | 301 15% 49% | 311 52% 51% DEGH | - - - - | - - - - | 301 52% 49% DEGH | - - - - | - - - - |
| 35-44 | 684 18% 100% | 342 18% 50% | 342 18% 50% | - - - - | 342 52% 50% CEFH | - - - - | - - - - | 342 52% 50% CEFH | - - - - |
| 45-54 | 636 17% 100% | 316 17% 50% | 319 16% 50% | - - - - | 316 48% 50% CEFH | - - - - | - - - - | 319 48% 50% CEFH | - - - - |
| 55-64 | 556 15% 100% | 274 15% 49% | 282 14% 51% | - - - - | - - - - | 274 45% 49% CDFG | - - - - | - - - - | 282 40% 51% CDFG |
| 65-74 | 416 11% 100% | 192 10% 46% | 224 11% 54% | - - - - | - - - - | 192 31% 46% CDFG | - - - - | - - - - | 224 31% 54% CDFG |
| 75+ | 353 9% 100% | 147 8% 42% | 206 11% 58% A | - - - - | - - - - | 147 24% 42% CDFG | - - - - | - - - - | 206 29% 58% CDEFG |
| 16-34 | 1184 31% 100% | 605 32% 51% | 579 30% 49% | 605 100% 51% DEGH | - - - - | - - - - | 579 100% 49% DEGH | - - - - | - - - - |
| 35-64 | 1876 49% 100% | 933 50% 50% | 943 48% 50% | - - - - | 659 100% 30% CEFH | 274 45% 15% CF | - - - - | 661 100% 35% CEFH | 282 40% 15% CF |
| 65+ | 769 20% 100% | 339 18% 44% | 430 22% 56% A | - - - - | - - - - | 339 55% 44% CDFG | - - - - | - - - - | 430 60% 56% CDFG |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| TOTAL | SEX | | SEX/AGE | | | | | |
|-----------------------|---------------------|---------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL | 3829 100% | 1876 49% | 1952 51% | 605 16% | 659 17% | 613 16% | 579 15% | 661 17% |
| 16-34 | 1184 31% | 605 32% | 579 30% | 605 100% | - - | 579 100% | - - | - - |
| | 100% | 51% | 49% | 51% | - | 49% | - | - |
| | | | DEGH | | | DEGH | | |
| 35-54 | 1320 34% | 661 34% | - - | 659 100% | - - | - - | 661 100% | - - |
| | 100% | 50% | - | 50% | - | - | 50% | - |
| | | | | CEFH | | | CEFH | |
| 55+ | 1325 35% | 613 33% | - - | - - | 613 100% | - - | - - | 712 100% |
| | 100% | 46% | - | - | 46% | - | - | 54% |
| | | A | | | CDFG | | | CDFG |
| SEX | | | | | | | | |
| MALE | 1876 49% | - - | 605 100% | 659 100% | 613 100% | - - | - - | - - |
| | 100% | - | 32% | 35% | 33% | - | - | - |
| | | B | FGH | FGH | FGH | | | |
| FEMALE | 1952 51% | 1952 100% | - - | - - | - - | 579 100% | 661 100% | 712 100% |
| | 100% | A | - | - | - | 30% | 34% | 36% |
| | | | | | | CDE | CDE | CDE |
| SEX/AGE | | | | | | | | |
| MALE 16-34 | 605 16% | 605 32% | 605 100% | - - | - - | - - | - - | - - |
| | 100% | 100% | 100% | - | - | - | - | - |
| | | B | DEFG | | | | | |
| MALE 35-54 | 659 17% | 659 35% | - - | 659 100% | - - | - - | - - | - - |
| | 100% | 100% | - | 100% | - | - | - | - |
| | | B | | CEFG | | | | |
| MALE 65+ | 339 9% | 339 18% | - - | - - | 339 56% | - - | - - | - - |
| | 100% | 100% | - | - | 100% | - | - | - |
| | | B | | | CDFG | | | |
| FEMALE 16-34 | 579 15% | - - | 579 30% | - - | - - | 579 100% | - - | - - |
| | 100% | - | 100% | - | - | 100% | - | - |
| | | A | | | | CDEG | | |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| TOTAL | SEX | | SEX/AGE | | | | | |
|---------------------|-------------------------|-------------------------|-------------------------------|-------------------------------|--------------------------|--------------------------------|----------------------------------|-----------------------------|
| | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| 3829 100% | 1876 49% | 1952 51% | 605 16% | 659 17% | 613 16% | 579 15% | 661 17% | 712 19% |
| 661 17% 100% | - - - | 661 34% 100% A | - - - | - - - | - - - | - - - | 661 100% 100% CDEF H | - - - |
| 430 11% 100% | - - - | 430 22% 100% A | - - - | - - - | - - - | - - - | - - - | 430 60% 100% CDEFG |
| 119 3% 100% | 71 4% 60% B | 47 2% 40% | 12 2% 10% | 26 4% 22% F | 33 5% 28% CFH | 5 1% 4% | 22 3% 19% F | 20 3% 17% F |
| 652 17% 100% | 320 17% 49% | 331 17% 51% | 69 11% 11% | 127 19% 20% CF | 124 20% 19% CF | 76 13% 12% | 129 20% 20% CF | 126 18% 19% CF |
| 1142 30% 100% | 551 29% 48% | 591 30% 52% | 206 34% 18% EFH | 191 29% 17% | 155 25% 14% | 163 28% 14% | 234 35% 20% DEF H | 194 27% 17% |
| 836 22% 100% | 459 24% 55% B | 377 19% 45% | 159 26% 19% EFG H | 173 26% 21% EFG H | 126 21% 15% | 111 19% 13% | 132 20% 16% | 133 19% 16% |
| 514 13% 100% | 239 13% 46% | 275 14% 54% | 104 17% 20% DEG H | 72 11% 14% | 63 10% 12% | 132 23% 26% CDE GH | 75 11% 15% | 68 10% 13% |
| 567 15% 100% | 235 13% 42% | 331 17% 58% A | 55 9% 10% | 69 11% 12% | 112 18% 20% CDG | 92 16% 16% CDG | 68 10% 12% | 171 24% 30% CDEFG |
| 770 20% 100% | 392 21% 51% | 379 19% 49% | 81 13% 10% | 153 23% 20% CF | 158 26% 20% CFH | 81 14% 11% | 152 23% 20% CF | 146 20% 19% CF |
| 1978 52% 100% | 1010 54% 51% B | 967 50% 49% | 365 60% 18% EFH | 364 55% 18% EFH | 281 46% 14% | 274 47% 14% | 367 55% 19% EFH | 327 46% 17% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | SEX | | SEX/AGE | | | | | |
|-----------------------|----------------------------|--------------------------|-------------------------|--------------------------------|-------------------------------|---------------------------|-------------------------------|--------------------------------|---------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL | 3829 100% | 1876 49% | 1952 51% | 605 16% | 659 17% | 613 16% | 579 15% | 661 17% | 712 19% |
| DE | 1081 28% 100% | 474 25% 44% | 606 31% 56% A | 159 26% 15% | 141 21% 13% | 174 28% 16% DG | 224 39% 21% CDE G | 143 22% 13% | 239 34% 22% CDEG |
| SEG/SEX | | | | | | | | | |
| AB - MALE | 392 10% 100% | 392 21% 100% B | - - - | 81 13% FGH | 153 23% CFG H | 158 26% 40% CFGH | - - - | - - - | - - - |
| AB - FEMALE | 379 10% 100% | - - - | 379 19% 100% A | - - - | - - - | - - - | 81 14% 21% CDE | 152 23% 40% CDE F | 146 20% 38% CDEF |
| C1C2 - MALE | 1010 26% 100% | 1010 54% 100% B | - - - | 365 60% 36% EFG H | 364 55% 36% EFG H | 281 46% 28% FGH | - - - | - - - | - - - |
| C1C2 - FEMALE | 967 25% 100% | - - - | 967 30% 100% A | - - - | - - - | - - - | 274 47% 25% CDE | 367 55% 38% CDE FH | 327 46% 34% CDE |
| DE - MALE | 474 12% 100% | 474 26% 100% B | - - - | 159 26% 33% FGH | 141 21% 30% FGH | 174 28% 37% DFGH | - - - | - - - | - - - |
| DE - FEMALE | 606 16% 100% | - - - | 606 31% 100% A | - - - | - - - | - - - | 224 39% 37% CDE G | 143 22% 24% CDE | 239 34% 39% CDEG |
| AGE/SEG | | | | | | | | | |
| 16-34 - AB | 162 4% 100% | 81 4% 50% | 81 4% 50% | 81 13% 50% DEGH | - - - | - - - | 81 14% 50% DEGH | - - - | - - - |
| 16-34 - C1C2 | 639 17% 100% | 365 19% 57% B | 274 14% 43% | 365 60% 57% DEFG H | - - - | - - - | 274 47% 43% DEGH | - - - | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| TOTAL | SEX | | SEX/AGE | | | | | |
|-----------------------|---------------------|---------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL | 3829 100% | 1876 49% | 1952 51% | 605 16% | 659 17% | 613 16% | 579 15% | 661 17% |
| 16-34 - DE | 383 10% | 159 8% | 224 11% | 159 26% | - - | 224 39% | - - | - - |
| | 100% | 41% | 59% A | 41% DEGH | - | 59% CDEGH | - | - |
| 35-54 - AB | 305 8% | 153 8% | 152 8% | - - | 153 23% | - - | 152 23% | - - |
| | 100% | 50% | 50% | - | 50% CEFH | - | 50% CEFH | - |
| 35-54 - C1C2 | 731 19% | 364 19% | 367 19% | - - | 364 55% | - - | 367 55% | - - |
| | 100% | 50% | 50% | - | 50% CEFH | - | 50% CEFH | - |
| 35-54 - DE | 284 7% | 141 8% | 143 7% | - - | 141 21% | - - | 143 22% | - - |
| | 100% | 50% | 50% | - | 50% CEFH | - | 50% CEFH | - |
| 55+ - AB | 303 8% | 158 8% | 146 7% | - - | 158 26% | - - | - - | 146 20% |
| | 100% | 52% | 48% | - | 52% CDFG H | - | - | 48% CDFG |
| 55+ - C1C2 | 608 16% | 281 15% | 327 17% | - - | 281 46% | - - | - - | 327 46% |
| | 100% | 46% | 54% | - | 46% CDFG | - | - | 54% CDFG |
| 55+ - DE | 413 11% | 174 9% | 239 12% | - - | 174 28% | - - | - - | 239 34% |
| | 100% | 42% | 58% A | - | 42% CDFG | - | - | 58% CDEFG |
| NATION | | | | | | | | |
| ENGLAND | 3208 84% | 1583 84% | 1625 83% | 517 85% | 554 84% | 512 84% | 462 80% | 559 85% |
| | 100% | 49% | 51% | 16% F | 17% | 16% | 14% F | 19% F |
| SCOTLAND | 326 9% | 162 9% | 163 8% | 49 8% | 62 9% | 51 8% | 65 11% | 54 7% |
| | 100% | 50% | 50% | 15% | 19% | 16% GH | 20% 14% | 16% 8% |
| NORTHERN IRELAND | 107 3% | 49 3% | 59 3% | 17 3% | 13 2% | 19 3% | 21 4% | 14 2% |
| | 100% | 45% | 56% | 15% | 12% | 18% 19% | 22% 13% | 13% |

GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| TOTAL | SEX | | SEX/AGE | | | | | |
|-------------------------------|---------------------|---------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL | 3829 100% | | | | | | | |
| | 1876 49% | 1952 51% | 605 16% | 659 17% | 613 16% | 579 15% | 661 17% | 712 19% |
| WALES | 188 5% | | | | | | | |
| | 82 4% | 106 5% | 22 4% | 29 4% | 31 5% | 31 5% | 34 5% | 41 6% |
| | 100% | 44% | 12% | 15% | 17% | 17% | 18% | 22% |
| ETHNICITY | | | | | | | | |
| WHITE BRITISH | 3206 84% | | | | | | | |
| | 1512 81% | 1694 87% | 407 13% | 533 81% | 572 93% | 449 78% | 566 86% | 678 95% |
| | 100% | 47% | 13% | 17% | 18% | 14% | 18% | 21% |
| | | A | | C | CDF G | C | CDF | CDFG |
| MINORITY ETHNIC GROUP | 344 9% | | | | | | | |
| | 188 10% | 156 8% | 101 17% | 65 10% | 22 4% | 78 13% | 56 9% | 22 3% |
| | 100% | 55% | 29% | 19% | 7% | 23% | 16% | 6% |
| | | B | DEG H | EH | | EGH | EH | |
| ILLNESS/DISABILITY | | | | | | | | |
| HAS ILLNESS/DISABILITY | 564 15% | | | | | | | |
| | 249 13% | 315 16% | 25 4% | 73 11% | 150 24% | 29 5% | 82 12% | 204 29% |
| | 100% | 44% | 5% | 13% | 27% | 5% | 15% | 36% |
| | | A | | CF | CDFG | | CF | CDFG |
| NO ILLNESS/DISABILITY | 3021 79% | | | | | | | |
| | 1467 78% | 1554 80% | 494 16% | 547 83% | 426 69% | 498 86% | 563 86% | 494 69% |
| | 100% | 49% | 16% | 18% | 14% | 16% | 19% | 16% |
| | | | EH | EH | | EH | EH | |
| HOUSEBOUND | 158 4% | | | | | | | |
| | 70 4% | 88 4% | 18 3% | 24 4% | 29 5% | 10 2% | 24 4% | 53 7% |
| | 100% | 44% | 11% | 15% | 18% | 6% | 15% | 34% |
| | | | | | F | | F | CDEFG |
| TECHNOLOGY OWNERSHIP | | | | | | | | |
| BROADBAND IN HOME | | | | | | | | |
| HAS BBAT HOME | 2910 76% | | | | | | | |
| | 1456 78% | 1454 74% | 503 83% | 548 83% | 404 66% | 444 77% | 608 92% | 402 56% |
| | 100% | 50% | 17% | 19% | 14% | 15% | 21% | 14% |
| | | B | EFH | EFH | H | EH | CDE FH | |
| NO BBAT HOME | 919 24% | | | | | | | |
| | 421 22% | 498 54% | 101 17% | 110 17% | 209 34% | 135 23% | 53 8% | 310 44% |
| | 100% | 46% | 11% | 12% | 23% | 15% | 6% | 34% |
| | | A | G | G | CDF G | CDG | | CDEFG |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | SEX | | SEX/AGE | | | | | |
|---|---------------------|------------------------|------------------------|-------------------------|-------------------------------|---------------------------|--------------------------|---------------------------|---------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL | 3829 100% | 1876 49% | 1952 51% | 605 16% | 659 17% | 613 16% | 579 15% | 661 17% | 712 19% |
| MOBILE PHONE | | | | | | | | | |
| MOBILE ONLY (NO LANDLINE) | 3510 92% 100% | 1731 92% 49% | 1779 91% 51% | 587 97% 17% EH | 638 97% 18% EH | 507 83% 14% | 566 98% 16% EH | 645 97% 18% EH | 569 80% 16% |
| WITHOUT MOBILES | 319 8% 100% | 145 8% 45% | 174 9% 55% | 18 3% 6% | 21 3% 7% | 106 17% 33% CDFG | 14 2% 4% | 17 3% 5% | 143 20% 45% CDFG |
| GROSS ANNUAL HOUSEHOLD INCOME £'S (HOH AND H'WIVES ONLY) | | | | | | | | | |
| HIGH | 508 13% 100% | 272 14% 53% B | 237 12% 47% | 62 10% 12% H | 153 23% 30% CEF H | 57 9% 11% H | 52 9% 10% H | 144 22% 28% CEFH | 40 6% 8% |
| MEDIUM | 506 13% 100% | 266 14% 53% | 240 12% 47% | 82 14% 16% H | 98 15% 19% H | 87 14% 17% H | 74 13% 15% | 101 15% 20% H | 65 9% 13% |
| LOW | 725 19% 100% | 290 15% 40% | 435 22% 60% A | 77 13% 11% | 83 13% 11% | 130 21% 18% CD | 139 24% 19% CDG | 119 18% 16% CD | 177 25% 24% CDG |
| REFUSED | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|------------------|---------------------------------|-------------------|-------------------|-------------------------|------------------------|------------------------|-------------------------|------------------------|------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL | 3827 100% | 1764 46% | 2063 54% | 489 13% | 520 14% | 755 20% | 609 16% | 667 17% | 787 21% |
| WEIGHTED TOTAL | 3829 100% | 1876 49% | 1952 51% | 605 16% | 659 17% | 613 16% | 579 15% | 661 17% | 712 19% |
| AGE | | | | | | | | | |
| 16-24 | 571 15% 100% DEG H | 293 16% 51% | 278 14% 49% | 293 48% 51% I | - - - | - - - | 278 48% 49% I | - - - | - - - |
| 25-34 | 612 16% 100% DEG H | 311 17% 51% | 301 15% 49% | 311 52% 51% I | - - - | - - - | 301 52% 49% I | - - - | - - - |
| 35-44 | 684 18% 100% CEF H | 342 18% 50% | 342 18% 50% | - - - | 342 52% 50% I | - - - | - - - | 342 52% 50% I | - - - |
| 45-54 | 636 17% 100% CEF H | 316 17% 50% | 319 16% 50% | - - - | 316 48% 50% I | - - - | - - - | 319 48% 50% I | - - - |
| 55-64 | 556 15% 100% CDF G | 274 15% 49% | 282 14% 51% | - - - | - - - | 274 45% 49% I | - - - | - - - | 282 40% 51% I |
| 65-74 | 416 11% 100% CDF G | 192 10% 46% | 224 11% 54% | - - - | - - - | 192 31% 46% I | - - - | - - - | 224 31% 54% I |
| 75+ | 353 9% 100% CDF G | 147 8% 42% | 206 11% 58% | - - - | - - - | 147 24% 42% I | - - - | - - - | 206 29% 58% I |
| 16-34 | 1184 31% 100% DEG H | 605 32% 51% | 579 30% 49% | 605 100% 51% I | - - - | - - - | 579 100% 49% I | - - - | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|-----------------------|----------------------------------|------------------------|-------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL | 3829 100% | 1876 49% | 1952 51% | 605 16% | 659 17% | 613 16% | 579 15% | 661 17% | 712 19% |
| 35-64 | 1876 49% 100% CEF H | 933 50% 50% | 943 48% 50% | - - - | 659 100% 35% | 274 45% 15% | - - - | 661 100% 35% | 282 40% 15% |
| 65+ | 769 20% 100% CDF G | 339 18% 44% | 430 22% 56% | - - - | - - - | 339 55% 44% | - - - | - - - | 430 60% 56% |
| 16-34 | 1184 31% 100% DEG H | 605 32% 51% | 579 30% 49% | 605 100% 51% | - - - | - - - | 579 100% 49% | - - - | - - - |
| 35-54 | 1320 34% 100% CEF H | 659 35% 50% | 661 34% 50% | - - - | 659 100% 50% | - - - | - - - | 661 100% 50% | - - - |
| 55+ | 1325 35% 100% CDF G | 613 33% 46% | 712 36% 54% | - - - | - - - | 613 100% 46% | - - - | - - - | 712 100% 54% |
| SEX | | | | | | | | | |
| MALE | 1876 49% 100% BF GH | 1876 100% | - - | 605 100% 32% | 659 100% 35% | 613 100% 33% | - - | - - | - - |
| FEMALE | 1952 51% 100% ACDE | - - | 1952 100% | - - | - - | - - | 579 100% 30% | 661 100% 34% | 712 100% 36% |
| SEX/AGE | | | | | | | | | |
| MALE 16-34 | 605 16% 100% BD EFGH | 605 32% 100% | - - | 605 100% | - - | - - | - - | - - | - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|-----------------------|----------------------------------|------------------------|------------------------|-----------------------|-------------------------|------------------------|-------------------------|-------------------------|------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL | 3829 100% | 1876 49% | 1952 51% | 605 16% | 659 17% | 613 16% | 579 15% | 661 17% | 712 19% |
| MALE 35-54 | 659 17% 100% BC EFGH | 659 35% 100% | - - - | - - | 659 100% 100% | - - | - - | - - | - - |
| MALE 65+ | 339 9% 100% BC DFGH | 339 18% 100% | - - | - - | - - | 339 55% 100% | - - | - - | - - |
| FEMALE 16-34 | 579 15% 100% ACDE GH | - - | 579 30% 100% | - - | - - | - - | 579 100% 100% | - - | - - |
| FEMALE 35-54 | 661 17% 100% ACDE FH | - - | 661 34% 100% | - - | - - | - - | - - | 661 100% 100% | - - |
| FEMALE 65+ | 430 11% 100% ACDE FG | - - | 430 22% 100% | - - | - - | - - | - - | - - | 430 60% 100% |
| SEG | | | | | | | | | |
| A | 119 3% 100% F | 71 4% 60% | 47 2% 40% | 12 2% 10% | 26 4% 22% | 33 5% 28% | 5 1% 4% | 22 3% 19% | 20 3% 17% |
| B | 652 17% 100% CF | 320 17% 49% | 331 17% 51% | 69 11% 11% | 127 19% 20% | 124 20% 19% | 76 13% 12% | 129 20% 20% | 126 18% 19% |
| C1 | 1142 30% 100% E | 551 29% 48% | 591 30% 52% | 206 34% 18% | 191 29% 17% | 155 25% 14% | 163 28% 14% | 234 35% 20% | 194 27% 17% |
| C2 | 836 22% 100% B | 459 24% 55% | 377 19% 45% | 159 26% 19% | 173 26% 21% | 126 21% 15% | 111 19% 13% | 132 20% 16% | 133 19% 16% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|-----------------------|---------------------------------|--------------------------|-------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL | 3829 100% | 1876 49% | 1952 51% | 605 16% | 659 17% | 613 16% | 579 15% | 661 17% | 712 19% |
| D | 514 13% 100% EH | 239 13% 46% | 275 14% 54% | 104 17% 20% I | 72 11% 14% | 63 10% 12% | 132 23% 26% I | 75 11% 15% | 68 10% 13% |
| E | 567 15% 100% ACD G | 235 13% 42% | 331 17% 58% I | 55 9% 10% | 69 11% 12% | 112 18% 20% I | 92 16% 16% | 68 10% 12% | 171 24% 30% I |
| AB | 770 20% 100% CF | 392 21% 51% | 379 19% 49% | 81 13% 10% | 153 23% 20% | 158 26% 20% I | 81 14% 11% | 152 23% 20% | 146 20% 19% |
| C1C2 | 1978 52% 100% EH | 1010 54% 51% | 967 50% 49% | 365 60% 18% I | 364 55% 18% | 281 46% 14% | 274 47% 14% | 367 55% 19% | 327 46% 17% |
| DE | 1081 28% 100% ADG | 474 25% 44% | 606 31% 56% I | 159 26% 15% | 141 21% 13% | 174 28% 16% | 224 39% 21% I | 143 22% 13% | 239 34% 22% I |
| SEG/SEX | | | | | | | | | |
| AB - MALE | 392 10% 100% BF GH | 392 21% 100% I | - - - | 81 13% 21% I | 153 23% 39% I | 158 26% 40% I | - - - | - - - | - - - |
| AB - FEMALE | 379 10% 100% ACDE | - - - | 379 19% 100% I | - - - | - - - | - - - | 81 14% 21% I | 152 23% 40% I | 146 20% 38% I |
| C1C2 - MALE | 1010 26% 100% BF GH | 1010 54% 100% I | - - - | 365 60% 36% I | 364 55% 36% I | 281 46% 28% I | - - - | - - - | - - - |
| C1C2 - FEMALE | 967 25% 100% ACDE | - - - | 967 50% 100% I | - - - | - - - | - - - | 274 47% 28% I | 367 55% 38% I | 327 46% 34% I |
| DE - MALE | 474 12% 100% BF GH | 474 25% 100% I | - - - | 159 26% 33% I | 141 21% 30% I | 174 28% 37% I | - - - | - - - | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|-----------------------|---------------------|-------------------|--------------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL | 3829 100% | 1876 49% | 1952 51% | 605 16% | 659 17% | 613 16% | 579 15% | 661 17% | 712 19% |
| DE - FEMALE | 606 16% 100% | - | 606 31% 100% | - | - | - | 224 39% 37% | 143 22% 24% | 239 34% 39% |
| AGE/SEG | ACDE | | | | | | | | |
| 16-34 - AB | 162 4% 100% | 81 4% 50% | 81 4% 50% | 81 13% 50% | - | - | 81 14% 50% | - | - |
| 16-34 - C1C2 | 639 17% 100% | 365 19% 57% | 274 14% 43% | 365 60% 57% | - | - | 274 47% 43% | - | - |
| 16-34 - DE | 383 10% 100% | 159 8% 41% | 224 11% 59% | 159 26% 41% | - | - | 224 39% 59% | - | - |
| 35-54 - AB | 305 8% 100% | 153 8% 50% | 152 8% 50% | - | 153 23% 50% | - | - | 152 23% 50% | - |
| 35-54 - C1C2 | 731 19% 100% | 364 19% 50% | 367 19% 50% | - | 364 55% 50% | - | - | 367 55% 50% | - |
| 35-54 - DE | 284 7% 100% | 141 8% 50% | 143 7% 50% | - | 141 21% 50% | - | - | 143 22% 50% | - |
| 55+ - AB | 303 8% 100% | 158 8% 52% | 146 7% 48% | - | - | 158 26% 52% | - | - | 146 20% 48% |
| 55+ - C1C2 | 608 16% 100% | 281 15% 46% | 327 17% 54% | - | - | 281 46% 46% | - | - | 327 46% 54% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|---------------------------|----------------------------|--------------------|--------------------|----------------------|----------------------|--------------------|------------------------|------------------------|----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL | 3829 100% | 1876 49% | 1952 51% | 605 16% | 659 17% | 613 16% | 579 15% | 661 17% | 712 19% |
| 55+ - DE | 413 11% 100% CDF | 174 9% 42% | 239 12% 58% | - - - | - - - | 174 28% 42% | - - - | - - - | 239 34% 58% |
| G | | | | | | | | | |
| NATION | | | | | | | | | |
| ENGLAND | 3208 84% 100% F | 1583 84% 49% | 1625 83% 51% | 517 85% 16% | 554 84% 17% | 512 84% 16% | 462 80% 14% | 559 85% 17% | 603 85% 19% |
| SCOTLAND | 326 9% 100% | 162 9% 50% | 163 8% 50% | 49 8% 15% | 62 9% 19% | 51 8% 16% | 65 11% 20% | 45 7% 14% | 54 8% 16% |
| NORTHERN IRELAND | 107 3% 100% | 49 3% 45% | 59 3% 55% | 17 3% 15% | 13 2% 12% | 19 3% 16% | 21 4% 19% | 23 4% 22% | 14 2% 13% |
| WALES | 188 5% 100% | 82 4% 44% | 106 5% 56% | 22 4% 12% | 29 4% 15% | 31 5% 17% | 31 5% 17% | 34 5% 18% | 41 6% 22% |
| ETHNICITY | | | | | | | | | |
| WHITE BRITISH | 3206 84% 100% ACF | 1512 81% 47% | 1694 87% 53% | 407 67% 13% | 533 81% 17% | 572 93% 18% | 449 78% 14% | 566 86% 18% | 678 95% 21% |
| MINORITY ETHNIC GROUP | 344 9% 100% EH | 188 10% 55% | 156 8% 45% | 101 17% 29% | 65 10% 19% | 22 4% 7% | 78 13% 23% | 56 9% 16% | 22 3% 6% |
| ILLNESS/DISABILITY | | | | | | | | | |
| HAS ILLNESS/DISABILITY | 564 15% 100% CDF | 249 13% 44% | 315 16% 56% | 25 4% 5% | 73 11% 13% | 160 24% 27% | 29 5% 5% | 82 12% 15% | 204 29% 36% |
| NO ILLNESS/DISABILITY | 3021 79% 100% EH | 1467 78% 49% | 1554 80% 51% | 494 82% 16% | 547 83% 18% | 426 69% 14% | 498 86% 16% | 563 85% 19% | 494 69% 16% |
| HOUSEBOUND | 158 4% 100% F | 70 4% 44% | 88 4% 56% | 18 3% 11% | 24 4% 15% | 29 5% 18% | 10 2% 6% | 24 4% 15% | 53 7% 34% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (I) | SEX | | SEX/AGE | | | | | |
|---|-------------------------------|--------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|------------------------|-----------------------|
| | | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| WEIGHTED TOTAL | 3829 100% | 1876 49% | 1952 51% | 605 16% | 659 17% | 613 16% | 579 15% | 661 17% | 712 19% |
| TECHNOLOGY OWNERSHIP | | | | | | | | | |
| BROADBAND IN HOME | | | | | | | | | |
| HAS BBAT HOME | 2910 76% 100% EH | 1456 78% 50% | 1454 74% 50% | 503 83% 17% | 548 83% 19% | 404 66% 14% | 444 77% 15% | 608 92% 21% | 402 56% 14% |
| NO BBAT HOME | 919 24% 100% CDG | 421 22% 46% | 498 26% 54% | 101 17% 11% | 110 17% 12% | 209 34% 23% | 135 23% 15% | 53 8% 6% | 310 44% 34% |
| MOBILE PHONE | | | | | | | | | |
| MOBILE ONLY (NO LANDLINE) | 3510 92% 100% EH | 1731 92% 49% | 1779 91% 51% | 587 97% 17% | 638 97% 18% | 507 83% 14% | 566 98% 16% | 645 97% 18% | 569 80% 16% |
| WITOUT MOBILES | 319 8% 100% CDF G | 145 8% 45% | 174 9% 55% | 18 3% 6% | 21 3% 7% | 106 17% 33% | 14 2% 4% | 17 3% 5% | 143 20% 45% |
| GROSS ANNUAL HOUSEHOLD INCOME £'S (HOH AND H'WIVES ONLY) | | | | | | | | | |
| HIGH | 508 13% 100% EFH | 272 14% 53% | 237 12% 47% | 62 10% 12% | 153 23% 30% | 57 9% 11% | 52 9% 10% | 144 22% 28% | 40 6% 8% |
| MEDIUM | 506 13% 100% H | 266 14% 53% | 240 12% 47% | 82 14% 16% | 98 15% 19% | 87 14% 17% | 74 13% 15% | 101 15% 20% | 65 9% 13% |
| LOW | 725 19% 100% ACD | 290 15% 40% | 435 22% 50% | 77 13% 11% | 83 13% 11% | 130 21% 18% | 139 24% 19% | 119 18% 16% | 177 25% 24% |
| REFUSED | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - I/A - I/B - I/C - I/D - I/E - I/F - I/G - I/H
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|------------------|---------------------|----------------------------|-----------------------------|------------------------------|------------------------------|--------------------------------|-------------------------------|------------------------|------------------------|-------------------------|--------------------|-----------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3827 100% | 107 3% | 627 16% | 964 25% | 770 20% | 574 15% | 785 21% | 734 19% | 1734 45% | 1359 36% | 3295 86% | 240 6% | 101 3% | 191 5% | 3203 84% | 344 9% |
| WEIGHTED TOTAL | 3829 100% | 119 3% | 652 17% | 1142 30% | 836 22% | 514 13% | 567 15% | 770 20% | 1978 52% | 1081 28% | 3208 84% | 326 9% | 107 3% | 188 5% | 3206 84% | 344 9% |
| AGE | | | | | | | | | | | | | | | | |
| 16-24 | 571 15% 100% | 7 6% 1% | 45 7% 8% | 166 15% 29% AB | 127 15% 22% AB | 140 27% 24% AB CDF | 87 15% 15% AB | 52 7% 9% | 293 15% 51% G | 227 21% 40% GH | 457 14% 80% | 69 21% 12% J | 20 19% 4% | 25 13% 4% | 433 14% 76% | 63 18% 11% N |
| 25-34 | 612 16% 100% | 10 9% 2% | 100 15% 16% F | 203 18% 33% AF | 143 17% 23% AF | 97 19% 16% AF | 59 10% 10% | 110 14% 18% | 346 18% 57% I | 156 14% 25% | 522 16% 86% | 45 14% 7% | 17 16% 3% | 28 15% 5% | 423 13% 69% | 115 34% 19% N |
| 35-44 | 684 18% 100% | 28 24% 4% EF | 141 22% 21% EF | 222 19% 32% EF | 156 19% 23% F | 75 15% 11% | 63 11% 9% | 169 22% 25% I | 378 19% 55% I | 138 13% 20% | 568 18% 83% | 65 20% 10% | 19 18% 3% | 32 17% 5% | 532 17% 78% | 83 24% 12% N |
| 45-54 | 636 17% 100% | 20 17% 3% | 116 18% 18% F | 203 18% 32% F | 150 18% 24% F | 72 14% 11% | 75 13% 12% | 136 18% 21% I | 353 18% 55% I | 147 14% 23% | 545 17% 86% | 42 13% 7% | 17 16% 3% | 30 16% 5% | 567 18% 89% O | 39 11% 6% |
| 55-64 | 556 15% 100% | 15 13% 3% | 108 17% 19% | 154 13% 28% | 125 15% 23% | 67 13% 12% | 86 15% 15% | 123 16% 22% | 279 14% 50% | 153 14% 28% | 477 15% 86% | 41 13% 7% | 10 10% 2% | 27 15% 5% | 517 16% 93% O | 20 6% 4% |
| 65-74 | 416 11% 100% | 20 17% 5% CD E | 81 12% 20% CD E | 104 9% 25% | 73 9% 17% | 34 7% 8% | 105 19% 25% BCD E | 101 13% 24% H | 176 9% 42% | 139 13% 33% H | 345 11% 83% | 34 11% 8% | 14 13% 3% | 23 12% 6% | 396 12% 95% O | 13 4% 3% |
| 75+ | 353 9% 100% | 18 16% 5% CD E | 61 9% 17% E | 91 8% 26% | 62 7% 17% | 30 6% 8% | 92 16% 26% BCD E | 79 10% 22% | 153 8% 43% | 121 11% 34% H | 294 9% 83% | 29 9% 8% | 9 8% 3% | 21 11% 6% | 337 11% 95% O | 11 3% 3% |
| 16-34 | 1184 31% 100% | 17 15% 1% | 145 22% 12% | 369 32% 31% AB F | 270 32% 23% AB F | 236 46% 20% AB CDF | 147 26% 12% A | 162 21% 14% | 639 32% 54% G | 383 35% 32% G | 979 31% 83% | 114 35% 10% | 37 35% 3% | 53 28% 4% | 856 27% 72% | 178 52% 15% N |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|----------------|---------------------|-----------------------------|------------------------------|------------------------------------|-------------------------------|--------------------------------|-------------------------------|------------------------|-------------------------|-------------------------|--------------------|---------------------|------------------------------------|------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3829 100% | 119* 3% . | 652 17% | 1142 30% | 836 22% | 514 13% | 567 15% | 770 20% | 1978 52% | 1081 28% | 3208 84% | 326 9% | 107* 3% . | 188 5% | 3206 84% | 344 9% |
| 35-64 | 1876 49% 100% | 63 53% 9% EF | 365 56% 19% EF | 578 51% 31% EF | 431 52% 23% EF | 214 42% 11% | 224 39% 12% | 428 56% 23% I | 1010 51% 54% I | 438 41% 23% | 1590 50% 85% | 149 46% 8% | 47 44% 3% | 90 48% 5% | 1616 50% 86% O | 142 41% 8% |
| 65+ | 769 20% 100% | 38 32% 5% BC DE | 142 22% 18% CD E | 195 17% 25% E | 134 16% 17% | 64 12% 8% | 197 35% 26% BCD E | 180 23% 23% H | 329 17% 43% | 260 24% 34% H | 639 20% 83% | 63 19% 8% | 23 21% 3% | 44 24% 6% | 734 23% 95% O | 24 7% 3% |
| 16-34 | 1184 31% 100% | 17 15% 1% | 145 22% 12% | 369 32% 31% AB F | 270 32% 23% AB F | 236 46% 20% AB CDF | 147 26% 12% A | 162 21% 14% | 639 32% 54% G | 383 35% 32% G | 979 31% 83% | 114 35% 10% | 37 35% 3% | 53 28% 4% | 856 27% 72% | 178 52% 15% N |
| 35-54 | 1320 34% 100% | 48 41% 4% EF | 257 39% 19% EF | 425 37% 32% EF | 306 37% 23% EF | 147 29% 11% | 138 24% 10% | 305 40% 23% I | 731 37% 55% I | 284 26% 22% | 1113 35% 84% | 107 33% 8% | 37 34% 3% | 63 33% 5% | 1099 34% 83% | 121 35% 9% |
| 55+ | 1325 35% 100% | 53 45% 4% CD E | 250 38% 19% CD E | 349 31% 26% E | 260 31% 20% E | 131 25% 10% | 283 50% 21% BCD E | 303 39% 23% H | 608 31% 46% | 413 38% 31% H | 1116 35% 84% | 104 32% 8% | 33 31% 3% | 72 38% 5% | 1251 39% 94% O | 44 13% 3% |
| SEX | | | | | | | | | | | | | | | | |
| MALE | 1876 49% 100% | 71 60% 4% CE F | 320 49% 17% F | 551 48% 29% F BC EF | 459 55% 24% BC EF | 239 46% 13% | 235 42% 13% | 392 51% 21% I | 1010 51% 54% I | 474 44% 25% | 1583 49% 84% | 162 50% 9% | 49 45% 3% | 82 44% 4% | 1512 47% 81% | 188 55% 10% N |
| FEMALE | 1952 51% 100% | 47 40% 2% | 331 51% 17% D | 591 52% 30% AD | 377 45% 19% | 275 54% 14% AD | 331 58% 17% ABC D | 379 49% 19% | 967 49% 50% | 606 56% 31% GH | 1625 51% 83% | 163 50% 8% | 59 55% 3% | 106 56% 5% | 1694 53% 87% O | 156 45% 8% |
| SEX/AGE | | | | | | | | | | | | | | | | |
| MALE 16-34 | 605 16% 100% | 12 10% 2% | 69 11% 11% | 206 18% 34% BF | 159 19% 26% AB F | 104 20% 17% ABF | 55 10% 9% | 81 10% 13% | 365 18% 60% GI | 159 15% 26% G | 517 16% 85% | 49 15% 8% | 17 15% 3% | 22 12% 4% | 407 13% 67% | 101 29% 17% N |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|----------------|---------------------|-----------------------------|--------------------------|------------------------------|------------------------------|--------------------------------|--------------------------------|-------------------------------|-------------------------------|-------------------------|-------------------------|-----------------------|------------------------------------|-----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3829 100% | 119* 3% . | 652 17% | 1142 30% | 836 22% | 514 13% | 567 15% | 770 20% | 1978 52% | 1081 28% | 3208 84% | 326 9% | 107* 3% . | 188 5% | 3206 84% | 344 9% |
| MALE 35-54 | 659 17% 100% | 26 22% 4% F | 127 20% 19% EF | 191 17% 29% F | 173 21% 26% CE F | 72 14% 11% | 69 12% 11% | 153 20% 23% I | 364 18% 55% I | 141 13% 21% | 554 17% 84% | 62 19% 9% | 13 12% 2% | 29 15% 4% | 533 17% 81% | 65 19% 10% |
| MALE 65+ | 339 9% 100% | 22 19% 7% BC DE | 72 11% 21% CE | 87 8% 25% | 65 8% 19% | 27 5% 8% | 67 12% 20% CDE | 94 12% 28% HI | 151 8% 45% | 94 9% 28% | 278 9% 82% | 26 8% 8% | 15 14% 4% | 21 11% 6% | 316 10% 93% O | 14 4% 4% |
| FEMALE 16-34 | 579 15% 100% | 5 4% 1% | 76 12% 13% A | 163 14% 28% A | 111 13% 19% A | 132 26% 23% AB CDF | 92 16% 47% AB | 81 11% 14% | 274 14% 47% G | 224 21% 39% GH | 462 14% 80% | 65 20% 11% J | 21 19% 4% | 31 17% 5% | 449 14% 78% | 78 23% 13% N |
| FEMALE 35-54 | 661 17% 100% | 22 19% 3% | 129 20% 20% EF | 234 20% 35% DE F | 132 16% 20% F | 75 15% 11% | 68 12% 10% | 152 20% 23% I | 367 19% 55% I | 143 13% 22% | 559 17% 85% | 45 14% 7% | 23 22% 4% | 34 18% 5% | 566 18% 86% | 56 16% 9% |
| FEMALE 65+ | 430 11% 100% | 16 13% 4% E | 70 11% 16% E | 108 9% 25% E | 69 8% 16% E | 36 7% 8% E | 130 23% 30% ABC DE | 86 11% 20% ABC DE | 178 9% 41% ABC DE | 166 15% 39% GH | 360 11% 84% GH | 37 11% 9% GH | 8 8% 2% GH | 24 13% 6% GH | 418 13% 97% O | 10 3% 2% O |
| SEG | | | | | | | | | | | | | | | | |
| A | 119 3% 100% | 119 100% BCD EF | - - - | - - - | - - - | - - - | - - - | 119 15% 100% HI | - - - | - - - | 100 3% 84% | 10 3% 8% | - - - | 9 5% 8% L | 107 3% 90% | 9 2% 7% |
| B | 652 17% 100% | - - - | 652 100% ACD EF | - - - | - - - | - - - | - - - | 652 85% 100% HI | - - - | - - - | 563 18% 86% | 45 14% 7% | 15 14% 2% | 28 15% 4% | 562 18% 86% | 55 16% 8% |
| C1 | 1142 30% 100% | - - - | - - - | 1142 100% ABD EF | - - - | - - - | - - - | - - - | 1142 58% 100% GI | - - - | 975 30% 85% | 96 29% 8% | 25 23% 2% | 46 24% 4% | 947 30% 83% | 96 28% 8% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|----------------|---------------------|--------------------------------|--------------------------------|---------------------------------|--------------------------------|--------------------------------|-----------------------------------|---------------------------|----------------------------|----------------------------|--------------------|------------------------|------------------------------------|----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3829 100% | 119* 3% * | 652 17% | 1142 30% | 836 22% | 514 13% | 567 15% | 770 20% | 1978 52% | 1081 28% | 3208 84% | 326 9% | 107* 3% * | 188 5% | 3206 84% | 344 9% |
| C2 | 836 22% 100% | - - - | - - | - - | 836 100% ABC EF | - - | - - | - - | 836 42% 100% GI | - - | 711 22% 85% | 60 18% 7% | 26 24% 3% | 39 21% 5% | 688 21% 82% | 86 25% 10% |
| D | 514 13% 100% | - - | - - | - - | - - | 514 100% 100% ABC | - - | - - | - - | 514 48% 100% GH | 411 13% 80% | 63 19% 12% J | 13 12% 3% | 27 14% 5% | 410 13% 80% | 66 19% 13% N |
| E | 567 15% 100% | - - | - - | - - | - - | - - | 567 100% 100% ABCDE E | - - | - - | 567 52% 100% GH | 448 14% 79% | 52 16% 9% | 29 27% 5% JK | 38 20% 7% J | 491 15% 87% O | 32 9% 6% |
| AB | 770 20% 100% | 119 100% 15% CD EF | 652 100% 85% CDE F | - - | - - | - - | - - | 770 100% 100% HI | - - | - - | 663 21% 86% | 55 17% 7% | 15 14% 2% | 38 20% 5% | 670 21% 87% | 63 18% 8% |
| C1C2 | 1978 52% 100% | - - | - - | 1142 100% 58% AB EF | 836 100% 42% ABE F | - - | - - | - - | 1978 100% 100% GI | - - | 1687 53% 85% | 156 48% 8% | 50 47% 3% | 85 45% 4% | 1635 51% 83% | 182 53% 9% |
| DE | 1081 28% 100% | - - - | - - | - - | - - | 514 100% 48% AB CD | 567 100% 52% ABCD | - - | - - | 1081 100% 100% GH | 858 27% 79% | 115 35% 11% J | 42 39% 4% J | 65 35% 6% J | 901 28% 83% | 99 29% 9% |
| SEG/SEX | | | | | | | | | | | | | | | | |
| AB - MALE | 392 10% 100% | 71 60% 18% CD EF | 320 49% 82% CDE F | - - | - - | - - | - - | 392 51% 100% HI | - - | - - | 338 11% 86% | 25 8% 6% | 7 7% 2% | 21 11% 5% | 338 11% 86% | 29 8% 7% |
| AB - FEMALE | 379 10% 100% | 47 40% 12% CD EF | 331 51% 88% CDE F | - - | - - | - - | - - | 379 49% 100% HI | - - | - - | 325 10% 86% | 30 9% 8% | 8 8% 2% | 16 9% 4% | 332 10% 88% | 34 10% 9% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|---------------------|------------------------------|-------------------------------|--------------------------------|--------------------------------|--------------------------------|---------------------------|--------------------------|---------------------------|--------------------------|------------------------|-----------------------|------------------------------------|----------------------|-----------------------------|--|
| | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| 3829 100% | 119* 3% | 652 17% | 1142 30% | 836 22% | 514 13% | 567 15% | 770 20% | 1978 52% | 1081 28% | 3208 84% | 326 9% | 107* 3% | 188 5% | 3206 84% | 344 9% |
| 1010 26% 100% | - - - | - - - | 551 48% 55% AB EF | 459 55% 49% ABC EF | - - - | - - - | - - - | 1010 51% 100% GI | - - - | 873 27% 86% M | 77 24% 8% | 23 21% 2% | 38 20% 4% | 793 25% 78% | 117 34% 12% N |
| 967 25% 100% | - - - | - - - | 591 52% 61% AB DEF | 377 45% 39% ABE F | - - - | - - - | - - - | 967 49% 100% GI | - - - | 814 25% 84% | 79 24% 8% | 28 26% 3% | 47 25% 5% | 842 26% 87% O | 65 19% 7% |
| 474 12% 100% | - - - | - - - | - - - | - - - | 239 46% 50% AB CD | 235 42% 50% ABCD | - - - | - - - | 474 44% 100% GH | 372 12% 78% | 60 18% 13% J | 19 18% 4% | 23 12% 5% | 382 12% 80% | 42 12% 9% |
| 606 16% 100% | - - - | - - - | - - - | - - - | 275 54% 45% AB CD | 331 58% 55% ABCD | - - - | - - - | 606 56% 100% GH | 486 15% 80% | 55 17% 9% | 23 21% 4% | 42 22% 7% J | 519 16% 86% | 56 16% 9% |
| 162 4% 100% | 17 15% 11% CD EF | 145 22% 89% CDE F | - - - | - - - | - - - | - - - | 162 21% 100% HI | - - - | - - - | 135 4% 83% | 19 6% 12% | 4 4% 2% | 5 3% 3% | 121 4% 75% | 23 7% 14% N |
| 639 17% 100% | - - - | - - - | 369 32% 58% AB EF | 270 32% 42% ABE F | - - - | - - - | - - - | 639 32% 100% GI | - - - | 541 17% 85% | 47 14% 7% | 21 19% 3% | 31 16% 5% | 448 14% 70% | 100 29% 16% N |
| 383 10% 100% | - - - | - - - | - - - | - - - | 236 46% 62% AB CDF | 147 26% 38% ABCD | - - - | - - - | 383 35% 100% GH | 304 9% 79% | 48 15% 13% J | 13 12% 3% | 18 9% 5% | 288 9% 75% | 56 16% 15% N |
| 305 8% 100% | 48 41% 16% CD EF | 257 39% 64% CDE F | - - - | - - - | - - - | - - - | 305 40% 100% HI | - - - | - - - | 268 8% 88% | 18 5% 6% | 4 4% 1% | 16 8% 5% | 256 8% 84% | 32 9% 10% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
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GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|---------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|--------------------------------|--------------------------|--------------------------|--------------------------|-----------------------------|----------------------------|------------------------------------|----------------------|-----------------------------|--|
| | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| 3829 100% | 119* 3% . | 652 17% | 1142 30% | 836 22% | 514 13% | 567 15% | 770 20% | 1978 52% | 1081 28% | 3208 84% | 326 9% | 107* 3% . | 188 5% | 3206 84% | 344 9% |
| 731 19% 100% | - - - | - - - | 425 37% 59% AB EF | 306 37% 42% ABE F | - - - | - - - | - - - | 731 37% 100% GI | - - - | 623 19% 85% | 58 18% 8% | 24 22% 3% | 26 14% 4% | 607 19% 83% | 65 19% 9% |
| 284 7% 100% | - - - | - - - | - - - | - - - | 147 29% 52% AB CD | 138 24% 48% ABCD | - - - | - - - | 284 26% 100% GH | 222 7% 78% | 32 10% 11% | 9 8% 3% | 22 11% 8% J | 236 7% 83% | 24 7% 9% |
| 303 8% 100% | 53 45% 18% CD EF | 250 38% 82% CDE F | - - - | - - - | - - - | - - - | 303 39% 100% HI | - - - | - - - | 260 8% 86% | 18 6% 6% | 7 7% 2% | 17 9% 6% | 293 9% 96% O | 8 2% 3% |
| 608 16% 100% | - - - | - - - | 349 31% 57% AB EF | 260 31% 43% ABE F | - - - | - - - | - - - | 608 31% 100% GI | - - - | 522 16% 86% L | 51 16% 8% L | 6 6% 1% | 29 15% 5% L | 580 18% 95% O | 17 5% 3% |
| 413 11% 100% | - - - | - - - | - - - | - - - | 131 25% 32% AB CD | 283 50% 68% ABCD E | - - - | - - - | 413 38% 100% GH | 333 10% 80% | 35 11% 8% | 20 18% 5% J | 26 14% 6% | 377 12% 91% O | 19 5% 5% |
| 3208 84% 100% | 100 84% 3% | 563 86% 18% EF | 975 85% 30% EF | 711 85% 22% EF | 411 80% 13% | 448 79% 14% | 663 86% 21% I | 1687 85% 53% I | 858 79% 27% | 3208 100% 100% KLM | - - - | - - - | - - - | 2629 82% 82% | 309 90% 10% N |
| 326 9% 100% | 10 8% 3% | 45 7% 14% | 96 8% 29% | 60 7% 18% | 63 12% 19% BC D | 52 9% 16% | 55 7% 17% | 156 8% 48% | 115 11% 35% GH | - - - | 326 100% 100% JLM | - - - | - - - | 308 10% 95% O | 15 4% 5% |
| 107 3% 100% | - - - | 15 2% 14% | 25 2% 23% | 26 3% 24% | 13 3% 12% | 29 5% 27% ABC E | 15 2% 14% | 50 3% 47% | 42 4% 3% GH | - - - | - - - | 107 100% 100% JKM | - - - | 92 3% 85% | 16 5% 15% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

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NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|------------------------|---------------------|-----------------------------|-------------------------------|------------------------------|------------------------------|-------------------------------|--------------------------------|-------------------------|-------------------------|-------------------------|---------------------------|-------------------------|------------------------------------|----------------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3829 100% | 119* 3% . | 652 17% | 1142 30% | 836 22% | 514 13% | 567 15% | 770 20% | 1978 52% | 1081 28% | 3208 84% | 326 9% | 107* 3% . | 188 5% | 3206 84% | 344 9% |
| WALES | 188 5% 100% | 9 8% 5% | 28 4% 15% | 46 4% 24% | 39 5% 21% | 27 5% 14% | 38 7% 20% C | 38 5% 20% | 85 4% 45% | 65 6% 35% H | - - - | - - - | - - - | 188 100% 100% JKL | 177 6% 94% O | 4 1% 2% |
| ETHNICITY | | | | | | | | | | | | | | | | |
| WHITE BRITISH | 3206 84% 100% | 107 90% 3% E | 562 86% 18% E | 947 83% 30% | 688 82% 21% | 410 80% 13% | 491 87% 15% DE | 670 87% 21% HI | 1635 83% 51% | 901 83% 28% | 2629 82% 82% | 308 95% 10% JL | 92 85% 3% | 177 94% 6% JL | 3206 100% 100% O | - - - |
| MINORITY ETHNIC GROUP | 344 9% 100% | 9 7% 2% | 55 8% 16% | 96 8% 28% F | 86 10% 25% F | 66 13% 19% BCF | 32 6% 9% | 63 8% 18% | 182 9% 53% | 99 9% 29% | 309 10% 90% KM | 15 5% 4% | 16 15% 5% KM | 4 2% 1% | - - - | 344 100% 100% N |
| ILLNESS/DISABILITY | | | | | | | | | | | | | | | | |
| HAS ILLNESS/DISABILITY | 564 15% 100% | 17 15% 3% | 63 10% 11% | 130 11% 23% | 92 11% 16% | 62 12% 11% | 200 35% 36% ABC DE | 80 10% 14% | 222 11% 39% | 262 24% 46% GH | 450 14% 80% | 42 13% 8% | 26 24% 5% JK | 45 24% 8% JK | 530 17% 94% O | 21 6% 4% |
| NO ILLNESS/DISABILITY | 3021 79% 100% | 100 84% 3% F | 565 87% 19% DE F | 947 83% 31% EF | 668 80% 22% F | 404 78% 13% F | 337 59% 11% F | 665 86% 22% HI | 1615 82% 53% I | 740 69% 25% | 2557 80% 85% LM | 270 83% 9% LM | 74 69% 2% | 119 63% 4% | 2525 79% 84% | 272 79% 9% |
| HOUSEBOUND | 158 4% 100% | 1 1% 1% | 15 2% 9% | 38 3% 24% | 22 3% 14% | 18 4% 12% | 64 11% 40% ABC DE | 16 2% 10% | 60 3% 38% | 82 8% 52% GH | 123 4% 78% | 16 5% 10% | 10 10% 6% J | 9 5% 6% | 140 4% 88% | 10 3% 6% |
| TECHNOLOGY OWNERSHIP | | | | | | | | | | | | | | | | |
| BROADBAND IN HOME | | | | | | | | | | | | | | | | |
| HAS BBAT HOME | 2910 76% 100% | 108 91% 4% DE F | 583 90% 20% CD EF | 962 84% 33% DE F | 668 80% 23% EF | 349 68% 12% F | 239 42% 8% | 692 90% 24% HI | 1630 82% 56% I | 588 54% 20% | 2478 77% 85% KLM | 232 71% 8% | 72 67% 2% | 128 68% 4% | 2383 74% 82% | 287 83% 10% N |
| NO BBAT HOME | 919 24% 100% | 10 9% 1% | 68 10% 7% | 180 16% 20% B | 168 20% 18% AB C | 165 32% 18% AB CD | 327 58% 36% ABCD E | 79 10% 9% | 348 18% 38% G | 492 46% 54% GH | 730 23% 79% | 94 29% 10% J | 35 33% 4% J | 60 32% 7% J | 823 26% 90% O | 57 17% 6% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|--|---------------------|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|--------------------------------|-------------------------|-------------------------|-------------------------|------------------------|-----------------------|------------------------------------|-----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3829 100% | 119* 3% . | 652 17% | 1142 30% | 836 22% | 514 13% | 567 15% | 770 20% | 1978 52% | 1081 28% | 3208 84% | 326 9% | 107* 3% . | 188 5% | 3206 84% | 344 9% |
| MOBILE PHONE | | | | | | | | | | | | | | | | |
| MOBILE ONLY (NO LANDLINE) | 3510 92% 100% | 116 98% 3% EF | 618 95% 18% EF | 1091 96% 31% DE F | 776 93% 22% EF | 460 89% 13% F | 450 79% 13% F | 734 95% 21% I | 1867 94% 53% I | 909 84% 26% F | 2950 92% 84% | 295 90% 8% F | 97 90% 3% F | 169 90% 5% F | 2917 91% 83% | 331 96% 9% N |
| WITHOUT MOBILES | 319 8% 100% | 3 2% 1% F | 33 5% 10% F | 51 4% 16% F | 60 7% 19% C | 54 11% 17% AB CD | 117 21% 37% ABC DE | 36 5% 11% F | 111 6% 35% F | 171 16% 54% GH | 258 8% 81% F | 31 10% 10% F | 10 10% 3% F | 19 10% 6% F | 289 9% 91% O | 13 4% 4% F |
| GROSS ANNUAL HOUSEHOLD INCOME £'S (HOH AND H'WIVES ONLY) | | | | | | | | | | | | | | | | |
| HIGH | 508 13% 100% | 46 38% 9% BC DEF | 168 26% 33% CD EF | 183 16% 36% DE F | 91 11% 18% EF | 16 3% 3% F | 5 1% 1% F | 213 28% 42% HI | 274 14% 54% I | 21 2% 4% F | 432 13% 85% L | 44 13% 9% L | 4 4% 1% F | 29 15% 6% L | 444 14% 87% | 36 11% 7% F |
| MEDIUM | 506 13% 100% | 8 7% 2% F | 107 16% 21% AE F | 174 15% 34% AE F | 159 19% 31% AC EF | 52 10% 10% F | 6 1% 1% F | 116 15% 23% I | 332 17% 66% I | 58 5% 11% F | 424 13% 84% | 53 16% 10% F | 8 8% 2% F | 21 11% 4% F | 440 14% 87% | 41 12% 8% F |
| LOW | 725 19% 100% | 6 5% 1% F | 39 6% 5% F | 143 13% 20% AB | 136 16% 19% AB C | 161 31% 22% AB CD | 241 43% 33% ABCD E | 44 6% 6% F | 279 14% 38% G | 402 37% 55% GH | 566 18% 78% F | 69 21% 9% F | 37 34% 5% JK | 54 29% 7% J | 627 20% 87% | 59 17% 8% F |
| REFUSED | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
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GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|-----------------------------|-------------------------|--------------------------|-----------------------|---------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3827 100% | 1200 31% | 722 19% | 478 12% | 1976 52% | 590 15% | 122 3% | 3176 83% |
| 3829 100% | 1157 30% | 699 18% | 458 12% | 1998 52% | 610 16% | 119 3% | 3155 82% |
| 571 15% 100% | 216 19% 38% DEFG | 127 18% 22% DE | 89 19% 16% DEF | 280 14% 49% | 66 11% 12% | 13 11% 2% | 496 16% 87% E |
| 612 16% 100% | 241 21% 39% BDEFG | 113 16% 18% E | 128 28% 21% ABDEFG | 295 15% 48% | 70 11% 11% | 12 10% 2% | 536 17% 87% E |
| 684 18% 100% | 222 19% 32% | 128 18% 19% | 93 20% 14% | 338 17% 49% | 111 18% 16% | 27 22% 4% | 560 18% 82% |
| 636 17% 100% | 175 15% 28% | 113 16% 18% | 62 14% 10% | 341 17% 54% | 105 17% 17% | 13 11% 2% | 516 16% 81% |
| 556 15% 100% | 138 12% 25% | 93 13% 17% | 44 10% 8% | 313 16% 18% AC | 99 16% 18% AC | 21 18% 4% C | 451 14% 81% C |
| 416 11% 100% | 91 8% 22% | 68 10% 16% C | 23 5% 5% | 235 12% 56% AC | 86 14% 21% ABCG | 19 16% 5% AC | 326 10% 78% AC |
| 353 9% 100% | 75 6% 21% | 56 8% 16% C | 19 4% 5% | 196 10% 56% AC | 72 12% 20% ABCG | 14 12% 4% AC | 271 9% 77% AC |
| 1184 31% 100% | 457 39% 39% BDEFG | 240 34% 20% DEF | 216 47% 18% ABDEFG | 575 29% 49% E | 136 22% 12% | 25 21% 2% | 1032 33% 87% DEF |
| 1876 49% 100% | 534 45% 28% | 334 48% 18% | 200 44% 11% | 992 50% 53% C | 315 52% 17% AC | 61 51% 3% | 1526 48% 81% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|-----------------------------|---------------------------|----------------------------|-------------------------|---------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3829 100% | 1157 30% | 699 18% | 458 12% | 1998 52% | 610 16% | 119 3% | 3155 82% |
| 769 20% 100% | 166 14% 22% C | 124 18% 16% C | 42 9% 5% | 431 22% 56% ABCG | 158 26% 21% ABCDG | 33 28% 4% ABCG | 597 19% 78% AC |
| 1184 31% 100% | 457 39% 39% BDEFG | 240 34% 20% DEF | 216 47% 18% ABDEFG | 575 29% 49% E | 136 22% 12% | 25 21% 2% | 1032 33% 87% DEF |
| 1320 34% 100% | 397 34% 30% | 241 34% 18% | 156 34% 12% | 679 34% 51% | 217 36% 16% | 40 34% 3% | 1076 34% 81% |
| 1325 35% 100% | 303 26% 23% C | 217 31% 16% AC | 86 19% 6% | 744 37% 56% ABCG | 257 42% 19% ABCG | 54 46% 4% ABCG | 1048 33% 79% AC |
| SEX | | | | | | | |
| 1876 49% 100% | 613 53% 33% DF | 349 50% 19% | 264 58% 14% BDEFG | 949 47% 51% | 291 48% 16% | 49 41% 3% | 1562 49% 83% |
| 1952 51% 100% | 544 47% 28% | 350 50% 18% C | 194 42% 10% | 1049 53% 54% AC | 318 52% 16% C | 69 59% 4% AC | 1593 51% 82% C |
| SEX/AGE | | | | | | | |
| 605 16% 100% | 256 22% 42% BDEFG | 120 17% 20% EF | 136 30% 23% ABDEFG | 277 14% 46% | 65 11% 11% | 10 8% 2% | 533 17% 88% DEF |
| 659 17% 100% | 207 18% 31% | 124 18% 19% | 83 18% 13% | 331 17% 50% | 110 18% 17% | 21 18% 3% | 538 17% 82% |
| 339 9% 100% | 79 7% 23% | 55 8% 16% | 24 5% 7% | 194 10% 57% AC | 62 10% 18% AC | 10 8% 3% | 274 9% 81% C |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|--------------------------|--------------------------|----------------------------|--------------------------|-------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3829 100% | 1157 30% | 699 18% | 458 12% | 1998 52% | 610 16% | 119 3% | 3155 82% |
| 579 15% 100% | 201 17% 35% E | 121 17% 21% E | 80 17% 14% E | 297 15% 51% | 71 12% 12% | 15 13% 3% | 498 16% 86% E |
| 661 17% 100% | 190 16% 29% | 117 17% 18% | 73 16% 11% | 348 17% 53% | 107 17% 16% | 19 16% 3% | 538 17% 81% |
| 430 11% 100% | 86 7% 20% C | 69 10% 16% C | 18 4% 4% | 237 12% 55% AC | 96 16% 22% ABCDG | 23 20% 5% ABCDG | 323 10% 75% AC |
| 119 3% 100% | 28 2% 24% | 11 2% 10% | 17 4% 14% B | 55 3% 46% | 34 6% 28% ABDG | 7 6% 6% ABG | 83 3% 70% |
| 652 17% 100% | 167 14% 26% | 103 15% 16% | 64 14% 10% | 329 16% 50% | 144 24% 22% ABCDG | 20 17% 3% | 495 16% 76% |
| 1142 30% 100% | 370 32% 32% E | 226 32% 20% | 145 32% 13% | 583 29% 51% | 165 27% 14% | 31 26% 3% | 953 30% 83% |
| 836 22% 100% | 259 22% 31% | 136 19% 16% | 123 27% 15% BDG | 427 21% 51% | 139 23% 17% | 33 28% 4% | 686 22% 82% |
| 514 13% 100% | 150 13% 29% | 92 13% 18% | 59 13% 11% | 291 15% 57% E | 67 11% 13% | 12 10% 2% | 441 14% 86% |
| 567 15% 100% | 182 16% 32% CE | 131 19% 23% CE | 51 11% 9% | 313 16% 55% CE | 62 10% 11% | 16 14% 3% | 496 16% 87% CE |
| 770 20% 100% | 195 17% 25% | 114 16% 15% | 81 18% 10% | 384 19% 23% 50% | 177 29% 23% ABCDG | 27 22% 3% | 579 18% 75% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|-----------------------------|-------------------------|---------------------------|-----------------------|-------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3829 100% | 1157 30% | 699 18% | 458 12% | 1998 52% | 610 16% | 119 3% | 3155 82% |
| 1978 52% 100% | 629 54% 32% | 361 52% 18% | 268 58% 14% BDEG | 1010 51% 51% | 304 50% 15% | 64 54% 3% | 1639 52% 83% |
| 1081 28% 100% | 332 29% 31% E | 223 32% 21% CE | 109 24% 10% | 604 30% 56% CE | 128 21% 12% | 28 24% 3% | 937 30% 87% CE |
| 392 10% 100% | 106 9% 27% | 57 8% 15% | 49 11% 12% | 194 10% 50% | 86 14% 22% ABDG | 12 10% 3% | 300 10% 77% |
| 379 10% 100% | 89 8% 24% | 57 8% 15% | 32 7% 8% | 189 9% 50% | 92 15% 24% ABCDG | 15 13% 4% | 278 9% 74% |
| 1010 26% 100% | 357 31% 35% DEFG | 193 28% 19% | 165 36% 16% BDEFG | 488 24% 48% | 153 25% 15% | 25 21% 2% | 846 27% 84% |
| 967 25% 100% | 272 24% 28% | 169 24% 17% | 103 23% 11% | 522 26% 54% | 151 25% 16% | 39 33% 4% AC | 794 25% 82% |
| 474 12% 100% | 150 13% 32% E | 99 14% 21% E | 51 11% 11% | 266 13% 56% E | 53 9% 11% | 12 11% 3% | 416 13% 88% E |
| 606 16% 100% | 183 16% 30% | 124 18% 20% CE | 59 13% 10% | 338 17% 56% CE | 76 12% 12% | 16 13% 3% | 521 17% 86% E |
| 162 4% 100% | 59 5% 37% D | 31 5% 19% | 28 6% 17% D | 69 3% 43% | 30 5% 19% | 4 3% 2% | 129 4% 79% |
| 639 17% 100% | 274 24% 43% BDEFG | 134 19% 21% DE | 141 31% 22% ABDEFG | 289 14% 45% | 68 11% 11% | 16 14% 3% | 563 18% 88% DE |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|------------------------------|---------------------------------|---------------------------|----------------------------|---------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3829 100% | 1157 30% | 699 18% | 458 12% | 1998 52% | 610 16% | 119 3% | 3155 82% |
| 383 10% 100% | 123 11% 32% EF | 75 11% 20% EF | 48 10% 12% E | 217 11% 57% EF | 38 6% 10% | 5 4% 1% | 340 11% 89% EF |
| 305 8% 100% | 82 7% 27% | 46 7% 15% | 36 8% 12% | 145 7% 47% | 71 12% 23% ABDG | 9 7% 3% | 226 7% 74% |
| 731 19% 100% | 220 19% 30% | 131 19% 18% | 90 20% 12% | 376 19% 52% | 117 19% 16% | 26 22% 4% | 597 19% 82% |
| 284 7% 100% | 94 8% 33% E | 65 9% 23% E | 30 7% 10% | 158 8% 56% E | 29 5% 10% | 5 4% 2% | 252 8% 89% E |
| 303 8% 100% | 54 5% 18% | 37 5% 12% | 17 4% 6% | 170 9% 56% ABC | 76 12% 25% ABCDG | 14 12% 5% ABC | 224 7% 74% AC |
| 608 16% 100% | 135 12% 22% C | 97 14% 16% C | 37 8% 6% | 345 17% 57% AC | 119 20% 20% ABCG | 22 18% 4% AC | 479 15% 79% AC |
| 413 11% 100% | 115 10% 28% | 83 12% 20% C | 32 7% 8% | 230 11% 56% C | 62 10% 15% | 18 15% 4% C | 345 11% 83% C |
| | | | | | | | |
| 3208 84% 100% | 1078 93% 34% BDEFG | 620 89% 19% DEFG | 458 100% 14% ABDEFG | 1623 81% 74% 51% EF | 453 74% 14% F | 48 40% 1% | 2701 86% 84% DEF |
| 326 9% 100% | 43 4% 13% C | 43 6% 13% AC | - - - | 199 10% 61% ABCG | 74 12% 23% ABCG | 27 22% 8% ABCDEG | 242 8% 74% AC |
| 107 3% 100% | 8 1% 7% | 8 1% 7% C | - - - | 41 2% 38% AC | 59 10% 56% ABCDG | 30 26% 28% ABCDEG | 49 2% 45% AC |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| TOTAL | URBAN | | | | | | |
|---------------------|-------------------------------|--|-----------------------------|----------------------------|----------------------------|---------------------------|---------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3829 100% | 1157 30% | 699 18% | 458 12% | 1998 52% | 610 16% | 119 3% | 3155 82% |
| 188 5% 100% | 28 2% 15% C | 28 4% 15% C | - - - | 135 7% 72% ABCEG | 24 4% 13% C | 14 12% 8% ABCDEG | 164 5% 87% AC |
| 3206 84% 100% | 702 61% 22% C | 537 77% 17% AC | 166 36% 5% | 1866 93% 68% ABCG | 588 96% 18% ABCDG | 114 96% 4% ABCG | 2568 81% 80% ABC |
| 344 9% 100% | 226 20% 66% BDEFG | 66 9% 19% DEF | 159 35% 46% ABDEFG | 88 4% 26% | 21 3% 6% | 4 4% 1% | 314 10% 91% DEF |
| 564 15% 100% | 138 12% 24% | 96 14% 17% C | 42 9% 7% | 335 17% 59% AC | 86 14% 15% C | 27 23% 5% ABCEG | 473 15% 84% AC |
| 3021 79% 100% | 906 78% 30% C | 571 82% 19% CDFG | 336 73% 11% | 1552 78% 51% CDFG | 504 83% 17% CDFG | 85 72% 3% CDFG | 2458 78% 81% C |
| 158 4% 100% | 44 4% 28% | 32 5% 20% | 13 3% 8% | 92 5% 58% E | 16 3% 10% | 5 5% 3% | 137 4% 86% |
| 2910 76% 100% | 908 79% 31% BDG | 509 73% 18% | 399 87% 14% ABDEFG | 1460 73% 50% | 492 81% 17% BDG | 89 75% 3% | 2368 75% 81% |
| 919 24% 100% | 249 21% 27% C | 189 27% 21% ACE | 59 13% 6% | 538 27% 59% ACE | 118 9% 13% C | 30 25% 3% C | 787 25% 86% ACE |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| TOTAL | URBAN | | | | | | |
|---------------------------------|-------------------------------|--|---------------------------|------------------------|----------------------------|-------------------------|------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3829 100% | 1157 30% | 699 18% | 458 12% | 1998 52% | 610 16% | 119 3% | 3155 82% |
| 3510 92% 100% | 1086 94% 31% DG | 650 93% 19% | 436 95% 12% DEFG | 1810 91% 52% | 557 91% 16% | 106 89% 3% | 2896 92% 83% |
| 319 8% 100% | 71 6% 22% | 48 7% 15% | 23 5% 7% | 188 9% 59% AC | 53 9% 17% C | 13 11% 4% C | 259 8% 81% AC |
| COME £'S (HOH AND H'WIVES ONLY) | | | | | | | |
| 508 13% 100% | 135 12% 26% | 88 13% 17% | 47 10% 9% | 262 13% 52% | 105 17% 21% ABCDG | 17 14% 3% | 396 13% 78% |
| 506 13% 100% | 146 13% 29% C | 108 16% 21% C | 38 8% 7% | 272 14% 54% C | 82 13% 16% C | 25 21% 5% ACDG | 418 13% 83% C |
| 725 19% 100% | 206 18% 28% C | 148 21% 20% C | 58 13% 8% | 393 20% 54% C | 122 20% 17% C | 32 27% 4% ACG | 599 19% 83% C |
| - | - | - | - | - | - | - | - |
| - | - | - | - | - | - | - | - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------|-----------------------------|---------------------------|------------------------|--------------------------|-----------------------|--------------------------|----------------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3827 100% | 578 15% | 622 16% | 1276 33% | 700 18% | 59 2% | 441 12% | 90 2% |
| 3829 100% | 547 14% | 610 16% | 1289 34% | 709 19% | 62* 2% | 457 12% | 91* 2% |
| | | | | | | | |
| 571 15% 100% | 99 18% 17% CF | 117 19% 20% CDF | 175 14% 31% F | 104 15% 18% F | 13 22% 2% F | 43 9% 8% | 10 11% 2% |
| 612 16% 100% | 140 26% 23% BCDEFG | 101 16% 16% | 204 16% 33% | 91 13% 15% | 5 9% 1% | 55 12% 9% | 10 11% 2% |
| 684 18% 100% | 117 21% 17% D | 104 17% 15% | 236 18% 34% | 103 14% 15% | 16 25% 2% D | 78 17% 11% | 17 19% 3% |
| 636 17% 100% | 71 13% 11% | 104 17% 16% E | 212 16% 33% E | 128 18% 20% AE | 3 5% 1% | 89 19% 14% AE | 13 15% 2% |
| 556 15% 100% | 53 10% 10% | 84 14% 15% A | 201 16% 36% A | 112 16% 20% A | 5 8% 1% | 75 16% 14% A | 18 20% 3% A |
| 416 11% 100% | 39 7% 9% | 52 9% 13% | 134 10% 32% A | 101 14% 24% ABC | 9 15% 2% A | 63 14% 15% AB | 14 15% 3% A |
| 353 9% 100% | 27 5% 8% | 48 8% 14% A | 126 10% 36% A | 70 10% 20% A | 9 15% 3% A | 54 12% 15% AB | 9 10% 3% |
| 1184 31% 100% | 239 44% 20% BCDFG | 218 36% 18% CDFG | 380 29% 32% F | 195 27% 16% F | 19 30% 2% | 98 21% 8% | 20 22% 2% |
| 1876 49% 100% | 242 44% 13% | 292 48% 16% | 649 50% 35% A | 343 48% 18% | 24 39% 1% | 242 53% 13% A | 49 53% 3% |
| 769 20% 100% | 65 12% 9% | 100 16% 13% A | 260 20% 34% A | 171 24% 22% AB | 19 30% 2% AB | 117 26% 15% ABC | 22 25% 3% A |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | UK GEOGRAPHICS GROUPS | | | | | |
|-----------------------|---------------------|----------------------------|---------------------------|-------------------------|-------------------------|----------------------|--------------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| WEIGHTED TOTAL | 3829 100% | 547 14% | 610 16% | 1289 34% | 709 19% | 62* 2% | 91* 2% |
| 16-34 | 1184 31% 100% | 239 44% 20% BCDFG | 218 36% 18% CDFG | 380 29% 32% F | 195 27% 16% F | 19 30% 2% | 20 21% 2% |
| 35-54 | 1320 34% 100% | 189 35% 14% | 208 34% 16% | 448 35% 34% | 231 33% 18% | 19 31% 1% | 167 37% 13% |
| 55+ | 1325 35% 100% | 119 22% 9% | 185 30% 14% A | 461 36% 35% AB | 283 40% 21% AB | 24 39% 2% A | 192 42% 15% ABC |
| SEX | | | | | | | |
| MALE | 1876 49% 100% | 308 56% 16% BCDFG | 304 50% 16% G | 616 48% 33% | 333 47% 18% | 31 51% 2% | 226 49% 12% |
| FEMALE | 1952 51% 100% | 238 44% 12% | 306 50% 16% A | 673 52% 34% A | 376 53% 19% A | 30 49% 2% | 231 51% 12% A |
| SEX/AGE | | | | | | | |
| MALE 16-34 | 605 16% 100% | 147 27% 24% BCDFG | 109 18% 18% DFG | 191 15% 32% F | 86 12% 14% | 10 16% 2% | 48 11% 8% |
| MALE 35-54 | 659 17% 100% | 100 18% 15% | 106 17% 16% | 212 16% 32% | 118 17% 18% | 10 17% 2% | 86 19% 13% |
| MALE 65+ | 339 9% 100% | 35 6% 10% | 44 7% 13% | 119 9% 35% | 75 11% 22% A | 9 14% 3% | 48 10% 14% A |
| FEMALE 16-34 | 579 15% 100% | 92 17% 16% F | 109 18% 19% F | 189 15% 33% | 109 15% 19% F | 9 15% 2% | 49 11% 8% |
| FEMALE 35-54 | 661 17% 100% | 88 16% 13% | 101 17% 15% | 236 18% 36% | 113 16% 17% | 9 14% 1% | 82 18% 12% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | UK GEOGRAPHICS GROUPS | | | | | |
|----------------|---------------------|--------------------------|-------------------------|------------------------|------------------------|----------------------|-----------------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| WEIGHTED TOTAL | 3829 100% | 547 14% | 610 16% | 1289 34% | 709 19% | 62* 2% | 457 12% |
| FEMALE 65+ | 430 11% 100% | 30 6% 7% | 56 9% 13% A | 141 11% 33% A | 96 14% 22% AB | 10 16% 2% A | 69 15% 16% ABC |
| SEG | | | | | | | |
| A | 119 3% 100% | 20 4% 17% B | 8 1% 7% | 40 3% 34% B | 15 2% 13% | 1 2% 1% | 27 6% 23% BCD |
| B | 652 17% 100% | 69 13% 11% | 98 16% 15% | 202 16% 31% | 126 18% 19% A | 10 16% 2% | 122 27% 19% ABCDG |
| C1 | 1142 30% 100% | 170 31% 15% | 201 33% 18% DG | 400 31% 36% D | 182 26% 16% | 23 37% 2% G | 124 27% 11% |
| C2 | 836 22% 100% | 143 26% 17% BCE | 116 19% 14% | 259 20% 31% | 169 24% 20% | 7 12% 1% | 101 22% 12% BCEF |
| D | 514 13% 100% | 69 13% 14% | 81 13% 16% | 181 14% 35% | 110 16% 21% F | 9 15% 2% | 47 10% 9% |
| E | 567 15% 100% | 75 14% 13% F | 107 18% 19% F | 207 16% 37% F | 106 15% 19% F | 11 18% 2% F | 37 8% 7% F |
| AB | 770 20% 100% | 89 16% 12% | 106 17% 14% | 242 19% 31% | 141 20% 18% | 11 18% 1% | 148 32% 15% ABCDEG |
| C1C2 | 1978 52% 100% | 313 57% 16% CDF | 316 52% 16% | 659 51% 33% | 351 49% 18% | 30 49% 2% | 225 49% 11% |
| DE | 1081 28% 100% | 145 26% 13% F | 188 31% 17% F | 387 30% 30% F | 217 31% 20% F | 20 33% 2% F | 84 18% 8% F |
| SEG/SEX | | | | | | | |
| AB - MALE | 392 10% 100% | 53 10% 14% | 53 9% 13% | 127 10% 32% | 67 10% 17% | 7 12% 2% | 74 16% 19% ABCDG |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | UK GEOGRAPHICS GROUPS | | | | | |
|-----------------------|---------------------|-----------------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| WEIGHTED TOTAL | 3829 100% | 547 14% | 610 16% | 1289 34% | 709 19% | 62* 2% | 91* 2% |
| AB - FEMALE | 379 10% 100% | 36 7% 9% | 53 9% 14% | 115 9% 30% | 74 10% 20% A | 4 6% 1% | 13 15% 4% A |
| C1C2 - MALE | 1010 26% 100% | 185 34% 18% BCDFG | 172 28% 17% | 324 25% 32% | 164 23% 16% | 18 29% 2% | 117 26% 12% |
| C1C2 - FEMALE | 967 25% 100% | 128 23% 13% | 144 24% 15% | 335 26% 35% | 186 26% 19% | 12 20% 1% | 108 24% 11% |
| DE - MALE | 474 12% 100% | 70 13% 15% F | 79 13% 17% F | 165 13% 35% F | 101 14% 21% F | 6 9% 1% | 35 8% 7% |
| DE - FEMALE | 606 16% 100% | 74 14% 12% | 108 18% 18% F | 222 17% 37% F | 116 16% 19% F | 15 24% 2% F | 49 11% 8% |
| AGE/SEG | | | | | | | |
| 16-34 - AB | 162 4% 100% | 29 5% 18% | 30 5% 19% | 46 4% 29% | 23 3% 14% | 2 4% 1% | 26 6% 16% |
| 16-34 - C1C2 | 639 17% 100% | 154 28% 24% BCDEFG | 120 20% 19% CDF | 196 15% 31% F | 93 13% 15% | 8 14% 1% | 47 10% 7% |
| 16-34 - DE | 383 10% 100% | 56 10% 15% F | 67 11% 17% F | 138 11% 36% F | 79 11% 21% F | 8 13% 2% F | 25 5% 6% |
| 35-54 - AB | 305 8% 100% | 41 8% 14% | 40 7% 13% | 101 8% 33% | 44 6% 14% | 2 3% 1% | 62 14% 20% ABCDE |
| 35-54 - C1C2 | 731 19% 100% | 109 20% 15% | 112 18% 15% | 245 19% 34% | 131 19% 18% | 11 17% 1% | 86 19% 12% |
| 35-54 - DE | 284 7% 100% | 39 7% 14% | 55 9% 20% F | 102 8% 36% F | 56 8% 20% F | 6 10% 2% | 19 4% 7% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | UK GEOGRAPHICS GROUPS | | | | | |
|---------------------------|---------------------|-----------------------------|---------------------------|---------------------------|---------------------------|--------------------------|-------------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| WEIGHTED TOTAL | 3829 100% | 547 14% | 610 16% | 1289 34% | 709 19% | 62* 2% | 91* 2% |
| 55+ - AB | 303 8% 100% | 19 3% 6% | 35 6% 12% | 96 7% 32% A | 74 10% 24% ABC | 7 1% 2% A | 9 10% 3% A |
| 55+ - C1C2 | 608 16% 100% | 50 9% 8% | 84 14% 14% A | 218 17% 36% A | 127 18% 21% A | 92 20% 15% AB | 16 18% 3% A |
| 55+ - DE | 413 11% 100% | 50 9% 12% | 65 11% 16% | 148 11% 36% | 82 12% 20% | 6 9% 1% | 16 17% 4% AF |
| NATION | | | | | | | |
| ENGLAND | 3208 84% 100% | 533 97% 17% BCDEFG | 545 89% 17% CDEG | 1083 84% 34% DEG | 540 76% 17% EG | 18 30% 1% CDEG | 29 32% 1% CDEG |
| SCOTLAND | 326 9% 100% | 14 3% 4% | 29 5% 9% | 113 9% 35% AB | 86 12% 26% ABCF | 20 33% 6% ABCF | 27 6% 8% A |
| NORTHERN IRELAND | 107 3% 100% | - - - | 8 1% 7% A | 14 1% 13% A | 27 4% 25% ABC | 14 22% 13% ABCF | 15 33% 14% ABC |
| WALES | 188 5% 100% | - - - | 28 5% 15% AF | 79 6% 42% AF | 56 8% 30% ABF | 9 15% 5% ABCF | 5 6% 3% A |
| ETHNICITY | | | | | | | |
| WHITE BRITISH | 3206 84% 100% | 218 40% 7% | 484 79% 15% A | 1192 92% 37% AB | 674 95% 21% ABCE | 54 87% 2% A | 88 98% 3% AB |
| MINORITY ETHNIC GROUP | 344 9% 100% | 172 32% 50% BCDEFG | 53 9% 16% CDF | 57 4% 17% F | 31 4% 9% CDF | 8 13% 2% CDF | 3 4% 1% CDF |
| ILLNESS/DISABILITY | | | | | | | |
| HAS ILLNESS/DISABILITY | 564 15% 100% | 55 10% 10% | 82 14% 15% | 216 17% 38% AF | 118 17% 21% AF | 15 24% 3% AF | 53 12% 9% AF |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|----------------------------------|---------------------------|--------------------------|-------------------------|--------------------------|------------------------|---------------------------|------------------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3829 100% | 547 14% | 610 16% | 1289 34% | 709 19% | 62* 2% | 457 12% | 91* 2% |
| 3021 79% 100% | 407 74% 13% | 500 82% 17% ACG | 995 77% 33% | 557 78% 18% | 47 76% 2% | 391 86% 13% ACDG | 66 72% 2% |
| 158 4% 100% | 17 3% 11% | 27 4% 17% F | 52 4% 33% | 40 6% 25% AF | 1 2% 1% | 9 2% 6% | 5 6% 3% |
| 2910 76% 100% | 462 84% 16% BCDG | 446 73% 15% | 945 73% 32% | 515 73% 18% | 47 76% 2% | 378 83% 13% BCD | 67 74% 2% |
| 919 24% 100% | 85 16% 9% | 164 27% 18% AF | 344 27% 37% AF | 194 27% 21% AF | 15 24% 2% | 79 17% 9% | 24 26% 3% A |
| 3510 92% 100% | 515 94% 15% CD | 571 94% 16% C | 1167 91% 33% | 643 91% 18% | 55 90% 2% | 420 92% 12% | 82 90% 2% |
| 319 8% 100% | 31 6% 10% | 39 6% 12% | 122 9% 38% AB | 66 9% 21% A | 6 10% 2% | 37 8% 12% | 9 10% 3% |
| COME \$'S (HOH AND H'WIVES ONLY) | | | | | | | |
| 508 13% 100% | 57 10% 11% | 77 13% 15% | 176 14% 35% | 86 12% 17% | 4 7% 1% | 86 19% 17% ABCDE | 15 16% 3% |
| 506 13% 100% | 48 9% 10% | 98 16% 19% A | 175 14% 35% A | 97 14% 19% A | 7 12% 1% | 55 12% 11% | 19 21% 4% AF |
| 725 19% 100% | 80 15% 11% | 126 21% 17% A | 234 18% 32% | 159 22% 22% ACF | 19 30% 9% ACF | 76 17% 11% | 28 30% 4% ACF |
| - | - | - | - | - | - | - | - |
| - | - | - | - | - | - | - | - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|------------------|----------------------------------|----------------------|------------------------|-------------------|-------------------|------------------------|------------------------|------------------------|--------------------|------------------------|--------------------|-----------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3827 100% | 107 3% | 627 16% | 964 25% | 770 20% | 574 15% | 785 21% | 734 19% | 1734 45% | 1359 36% | 3295 86% | 240 6% | 101 3% | 191 5% | 3203 84% | 344 9% |
| WEIGHTED TOTAL | 3829 100% | 119 3% | 652 17% | 1142 30% | 836 22% | 514 13% | 567 15% | 770 20% | 1978 52% | 1081 28% | 3208 84% | 326 9% | 107 3% | 188 5% | 3206 84% | 344 9% |
| AGE | | | | | | | | | | | | | | | | |
| 16-24 | 571 15% 100% ABG | 7 6% 1% | 45 7% 8% | 166 15% 29% | 127 15% 22% | 140 27% 24% T | 87 15% 15% | 52 7% 9% | 293 15% 51% | 227 21% 40% T | 457 14% 80% | 69 21% 12% T | 20 19% 4% | 25 13% 4% | 433 14% 76% | 63 18% 11% |
| 25-34 | 612 16% 100% FH | 10 9% 2% | 100 15% 16% | 203 18% 33% | 143 17% 23% | 97 19% 16% | 59 10% 10% | 110 14% 18% | 346 18% 57% | 156 14% 25% | 522 16% 85% | 45 14% 7% | 17 16% 3% | 28 15% 5% | 423 13% 69% | 115 34% 19% T |
| 35-44 | 684 18% 100% FI | 28 24% 4% | 141 22% 21% T | 222 19% 32% | 156 19% 23% | 75 15% 11% | 63 11% 9% | 169 22% 25% T | 378 19% 55% | 138 13% 20% | 568 18% 83% | 65 20% 10% | 19 18% 3% | 32 17% 5% | 532 17% 78% T | 83 24% 12% T |
| 45-54 | 636 17% 100% FIO | 20 17% 3% | 116 18% 18% | 203 18% 32% | 150 18% 24% | 72 14% 11% | 75 13% 12% | 136 18% 21% | 353 17% 55% | 147 14% 23% | 545 17% 86% | 42 13% 7% | 17 16% 3% | 30 16% 5% | 567 18% 89% | 39 11% 6% |
| 55-64 | 556 15% 100% O | 15 13% 3% | 108 17% 19% | 154 13% 28% | 125 15% 23% | 67 13% 12% | 86 15% 15% | 123 16% 22% | 279 14% 50% | 153 14% 28% | 477 15% 86% | 41 13% 7% | 10 10% 2% | 27 15% 5% | 517 16% 93% | 20 6% 4% |
| 65-74 | 416 11% 100% EHO | 20 17% 5% | 81 12% 20% | 104 9% 25% | 73 9% 17% | 34 7% 8% | 105 19% 25% T | 101 13% 24% | 176 9% 42% | 139 13% 33% | 345 11% 83% | 34 11% 8% | 14 13% 3% | 23 12% 6% | 396 12% 95% | 13 4% 3% |
| 75+ | 353 9% 100% EO | 18 16% 5% T | 61 9% 17% | 91 8% 26% | 62 7% 17% | 30 6% 8% | 92 16% 29% T | 79 10% 22% | 153 8% 43% | 121 11% 34% T | 294 9% 83% | 29 9% 8% | 9 8% 3% | 21 11% 6% | 337 11% 95% | 11 3% 3% |
| 16-34 | 1184 31% 100% ABF GN | 17 15% 1% | 145 22% 12% | 369 32% 31% | 270 32% 23% | 236 46% 20% T | 147 26% 12% | 162 21% 14% | 639 32% 54% | 383 35% 32% T | 979 31% 83% | 114 35% 10% | 37 35% 3% | 53 28% 4% | 856 27% 72% | 178 52% 15% T |
| 35-64 | 1876 49% 100% EFI O | 63 53% 3% | 365 56% 19% T | 578 51% 31% | 431 52% 23% | 214 42% 11% | 224 39% 12% | 428 56% 23% T | 1010 51% 54% | 438 41% 23% | 1590 50% 85% | 149 46% 8% | 47 44% 3% | 90 48% 5% | 1616 50% 86% | 142 41% 8% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (T) | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|----------------|----------------------------------|----------------------|------------------------|-------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|--------------------|---------------------|------------------------------------|------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3829 100% | 119* 3% . | 652 17% | 1142 30% | 836 22% | 514 13% | 567 15% | 770 20% | 1978 52% | 1081 28% | 3208 84% | 326 9% | 107* 3% . | 188 5% | 3206 84% | 344 9% |
| 65+ | 769 20% 100% CDE HO | 38 32% 5% T | 142 22% 18% | 195 17% 25% | 134 16% 17% | 64 12% 8% | 197 35% 26% T | 180 23% 23% | 329 17% 43% | 260 24% 34% T | 639 20% 83% | 63 19% 8% | 23 21% 3% | 44 24% 6% | 734 23% 95% T | 24 7% 3% |
| 16-34 | 1184 31% 100% ABF GN | 17 15% 1% | 145 22% 12% | 369 32% 31% | 270 32% 23% | 236 46% 20% T | 147 26% 12% | 162 21% 14% | 639 32% 54% | 383 35% 32% T | 979 31% 83% | 114 35% 10% | 37 35% 3% | 53 28% 4% | 856 27% 72% | 178 52% 15% T |
| 35-54 | 1320 34% 100% EFI | 48 41% 4% | 257 39% 19% T | 425 37% 32% | 306 37% 23% | 147 29% 11% | 138 24% 10% | 305 40% 23% T | 731 37% 55% | 284 26% 22% | 1113 35% 84% | 107 33% 8% | 37 34% 3% | 63 33% 5% | 1099 34% 83% | 121 35% 9% |
| 55+ | 1325 35% 100% CEH O | 53 45% 4% T | 250 38% 19% | 349 31% 26% | 260 31% 20% | 131 25% 10% | 283 50% 21% T | 303 39% 23% T | 608 31% 46% | 413 38% 31% T | 1116 35% 84% | 104 32% 8% | 33 31% 3% | 72 38% 5% | 1251 39% 94% T | 44 13% 3% |
| SEX | | | | | | | | | | | | | | | | |
| MALE | 1876 49% 100% FI | 71 60% 4% T | 320 49% 17% | 551 48% 29% | 459 55% 24% T | 239 46% 13% | 235 42% 13% | 392 51% 21% | 1010 51% 54% | 474 44% 25% | 1583 49% 84% | 162 50% 9% | 49 45% 3% | 82 44% 4% | 1512 47% 81% | 188 55% 10% |
| FEMALE | 1952 51% 100% AD | 47 40% 2% | 331 51% 17% | 591 52% 30% | 377 45% 19% | 275 54% 14% | 331 58% 17% T | 379 49% 19% | 967 49% 50% | 606 56% 31% T | 1625 51% 83% | 163 50% 8% | 59 55% 3% | 106 56% 5% | 1694 53% 87% | 156 45% 8% |
| SEX/AGE | | | | | | | | | | | | | | | | |
| MALE 16-34 | 605 16% 100% BFG N | 12 10% 2% | 69 11% 11% | 206 18% 34% | 159 19% 26% T | 104 20% 17% T | 55 10% 9% | 81 10% 13% | 365 18% 60% T | 159 15% 26% | 517 16% 85% | 49 15% 8% | 17 15% 3% | 22 12% 4% | 407 13% 67% | 101 29% 17% T |
| MALE 35-54 | 659 17% 100% FI | 26 22% 4% | 127 20% 19% | 191 17% 29% | 173 21% 26% T | 72 14% 11% | 69 12% 11% | 153 20% 23% | 364 18% 55% | 141 13% 21% | 554 17% 84% | 62 19% 9% | 13 12% 2% | 29 15% 4% | 533 17% 81% | 65 19% 10% |
| MALE 65+ | 339 9% 100% EO | 22 19% 7% T | 72 11% 21% | 87 8% 25% | 65 8% 19% | 27 5% 8% | 67 12% 20% T | 94 12% 28% T | 151 8% 45% | 94 9% 28% | 278 9% 82% | 26 8% 8% | 15 14% 4% | 21 11% 6% | 316 10% 93% | 14 4% 4% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (T) | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|----------------|---------------------------------|------------------|-------------------|------------------------|-------------------|-------------------|------------------------|-------------------------|--------------------------|-------------------------|--------------------|-----------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3829 100% | 119* 3% . | 652 17% | 1142 30% | 836 22% | 514 13% | 567 15% | 770 20% | 1978 52% | 1081 28% | 3208 84% | 326 9% | 107* 3% . | 188 5% | 3206 84% | 344 9% |
| FEMALE 16-34 | 579 15% 100% ABG | 5 4% 1% | 76 12% 13% | 163 14% 28% | 111 13% 19% | 132 26% 23% | 92 16% 16% | 81 11% 14% | 274 14% 47% | 224 21% 39% T | 462 14% 80% | 65 20% 11% | 21 19% 4% | 31 17% 5% | 449 14% 78% | 78 23% 13% T |
| FEMALE 35-54 | 661 17% 100% FI | 22 19% 3% | 129 20% 20% | 234 20% 35% T | 132 16% 20% | 75 15% 11% | 68 12% 10% | 152 20% 23% | 367 19% 55% | 143 13% 22% | 559 17% 85% | 45 14% 7% | 23 22% 4% | 34 18% 5% | 566 18% 86% | 56 16% 9% |
| FEMALE 65+ | 430 11% 100% DEHO | 16 13% 4% | 70 11% 16% | 108 9% 25% | 69 8% 16% | 36 7% 8% | 130 23% 30% T | 86 11% 20% | 178 9% 41% | 166 15% 39% T | 360 11% 84% | 37 11% 9% | 8 8% 2% | 24 13% 6% | 418 13% 97% T | 10 3% 2% |
| SEG | | | | | | | | | | | | | | | | |
| A | 119 3% 100% 8 CDEHI | 119 100% T | - - | - - | - - | - - | - - | 119 15% 100% T | - - | - - | 100 3% 84% | 10 3% 8% | - - | 9 5% 8% | 107 3% 90% | 9 2% 7% |
| B | 652 17% 100% ACDEHI | - - | 652 100% T | - - | - - | - - | - - | 652 85% 100% T | - - | - - | 563 18% 86% | 45 14% 7% | 15 14% 2% | 28 15% 4% | 562 18% 86% | 55 16% 8% |
| C1 | 1142 30% 100% ABDEFGI | - - | - - | 1142 100% T | - - | - - | - - | - - | 1142 58% 100% T | - - | 975 30% 85% | 96 29% 8% | 25 23% 2% | 46 24% 4% | 947 30% 83% | 96 28% 8% |
| C2 | 836 22% 100% ABCEFGI | - - | - - | - - | 836 100% T | - - | - - | - - | 836 42% 100% T | - - | 711 22% 85% | 60 18% 7% | 26 24% 3% | 39 21% 5% | 688 21% 82% | 86 25% 10% |
| D | 514 13% 100% ABCDFGH | - - | - - | - - | - - | 514 100% T | - - | - - | - - | 514 48% 100% T | 411 13% 80% | 63 19% 12% T | 13 12% 3% | 27 14% 5% | 410 13% 80% | 66 19% 13% T |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (T) | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|----------------|------------------------------------|------------------|------------------|-------------------|------------------|------------------|------------------|------------------|-------------------|-------------------|--------------------|---------------------|------------------------------------|-----------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3829 100% | 119* 3% | 652 17% | 1142 30% | 836 22% | 514 13% | 567 15% | 770 20% | 1978 52% | 1081 28% | 3208 84% | 326 9% | 107* 3% | 188 5% | 3206 84% | 344 9% |
| E | 567 15% 100% ABC DEGHO | - - - | - - - | - - - | - - - | - - - | 567 100% T | - - - | - - - | 567 52% T | 448 14% 79% | 52 16% 9% | 29 27% T | 38 20% 7% | 491 15% 87% | 32 9% 6% |
| AB | 770 20% 100% CD EFHI | 119 100% T | 652 100% T | - - - | - - - | - - - | - - - | 770 100% T | - - - | - - - | 663 21% 86% | 55 17% 7% | 15 14% 2% | 38 20% 5% | 670 21% 87% | 63 18% 8% |
| C1C2 | 1978 52% 100% ABE FGI | - - - | - - - | 1142 100% T | 836 100% T | - - - | - - - | - - - | 1978 100% T | - - - | 1687 53% 86% | 156 48% 8% | 50 47% 3% | 85 45% 4% | 1635 51% 83% | 182 53% 9% |
| DE | 1081 28% 100% ABC DGH | - - - | - - - | - - - | - - - | 514 100% T | 567 100% T | - - - | - - - | 1081 100% T | 858 27% 79% | 115 35% T | 42 39% T | 65 35% 6% | 901 28% 83% | 99 29% 9% |
| SEG/SEX | | | | | | | | | | | | | | | | |
| AB - MALE | 392 10% 100% CD EFHI | 71 60% T | 320 49% T | - - - | - - - | - - - | - - - | 392 51% T | - - - | - - - | 338 11% 86% | 25 8% 6% | 7 7% 2% | 21 11% 5% | 338 11% 86% | 29 8% 7% |
| AB - FEMALE | 379 10% 100% CD EFHI | 47 40% T | 331 51% T | - - - | - - - | - - - | - - - | 379 49% T | - - - | - - - | 325 10% 86% | 30 9% 8% | 8 8% 2% | 16 9% 4% | 332 10% 88% | 34 10% 9% |
| C1C2 - MALE | 1010 26% 100% ABE FGI | - - - | - - - | 551 48% T | 459 55% T | - - - | - - - | - - - | 1010 51% T | - - - | 873 27% 86% | 77 24% 8% | 23 21% 2% | 38 20% 4% | 793 25% 78% | 117 34% T |
| C1C2 - FEMALE | 967 25% 100% ABE FGIO | - - - | - - - | 591 52% T | 377 45% T | - - - | - - - | - - - | 967 49% T | - - - | 814 25% 84% | 79 24% 8% | 28 26% 3% | 47 25% 5% | 842 26% 87% | 65 19% 7% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (T) | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|----------------|-----------------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|-------------------------|-------------------------|-------------------------|--------------------|-----------------------|------------------------------------|----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3829 100% | 119* 3% | 652 17% | 1142 30% | 836 22% | 514 13% | 567 15% | 770 20% | 1978 52% | 1081 28% | 3208 84% | 326 9% | 107* 3% | 188 5% | 3206 84% | 344 9% |
| DE - MALE | 474 12% 100% ABC DGH | - - - | - - - | - - - | - - - | 239 46% 50% T | 235 42% 50% T | - - - | - - - | 474 44% 100% T | 372 12% 78% | 60 18% 13% T | 19 18% 4% | 23 12% 5% | 382 12% 80% | 42 12% 9% |
| DE - FEMALE | 606 16% 100% ABC DGH | - - - | - - - | - - - | - - - | 275 44% 45% T | 331 58% 55% T | - - - | - - - | 606 56% 100% T | 486 15% 80% | 55 17% 9% | 23 21% 4% | 42 22% 7% T | 519 16% 86% | 56 16% 9% |
| AGE/SEG | | | | | | | | | | | | | | | | |
| 16-34 - AB | 162 4% 100% CD EFHI | 17 15% 11% T | 145 22% 89% T | - - - | - - - | - - - | - - - | 162 21% 100% T | - - - | - - - | 135 4% 83% | 19 6% 12% | 4 4% 2% | 5 3% 3% | 121 4% 75% | 23 7% 14% T |
| 16-34 - C1C2 | 639 17% 100% ABE FGIN | - - - | - - - | 369 32% 58% T | 270 32% 42% T | - - - | - - - | - - - | 639 32% 100% T | - - - | 541 17% 85% | 47 14% 7% | 21 19% 3% | 31 16% 5% | 448 14% 70% | 100 29% 16% T |
| 16-34 - DE | 383 10% 100% ABC DGH | - - - | - - - | - - - | - - - | 236 40% 62% T | 147 26% 38% T | - - - | - - - | 383 35% 100% T | 304 9% 79% | 48 15% 13% T | 13 12% 3% | 18 9% 5% | 288 9% 75% | 56 16% 15% T |
| 35-54 - AB | 305 8% 100% CD EFHI | 48 16% 16% T | 257 39% 84% T | - - - | - - - | - - - | - - - | 305 40% 100% T | - - - | - - - | 268 8% 88% | 18 5% 6% | 4 4% 1% | 16 8% 5% | 256 8% 84% | 32 9% 10% |
| 35-54 - C1C2 | 731 19% 100% ABE FGI | - - - | - - - | 425 37% 58% T | 306 37% 42% T | - - - | - - - | - - - | 731 37% 100% T | - - - | 623 19% 85% | 58 18% 8% | 24 22% 3% | 26 14% 4% | 607 19% 83% | 65 19% 9% |
| 35-54 - DE | 284 7% 100% ABC DGH | - - - | - - - | - - - | - - - | 147 29% 52% T | 138 24% 48% T | - - - | - - - | 284 26% 100% T | 222 7% 78% | 32 10% 11% | 9 8% 3% | 22 11% 8% | 236 7% 83% | 24 7% 9% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (T) | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|------------------|---|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|-------------------------|-------------------------|-------------------------|--------------------|------------------------|------------------------------------|-----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3829 100% | 119* 3% * | 652 17% | 1142 30% | 836 22% | 514 13% | 567 15% | 770 20% | 1978 52% | 1081 28% | 3208 84% | 326 9% | 107* 3% * | 188 5% | 3206 84% | 344 9% |
| 55+ - AB | 303 8% 100% CD | 53 45% 18% † | 250 38% 82% † | - - - | - - - | - - - | - - - | 303 39% 100% † | - - - | - - - | 260 8% 86% | 18 6% 6% | 7 7% 2% | 17 9% 6% | 293 9% 96% | 8 2% 3% |
| 55+ - C1C2 | EFHIO 608 16% 100% ABE FGILO | - - - | - - - | 349 31% 57% † | 260 31% 43% † | - - - | - - - | - - - | 608 31% 100% † | - - - | 522 16% 86% | 51 16% 8% | 6 6% 1% | 29 15% 5% | 580 18% 95% † | 17 5% 3% |
| 55+ - DE | 413 11% 100% ABC DGHO | - - - | - - - | - - - | - - - | 131 25% 32% † | 283 50% 68% † | - - - | - - - | 413 38% 100% † | 333 10% 80% | 35 11% 8% | 20 18% 5% † | 26 14% 6% | 377 12% 91% | 19 5% 5% |
| NATION | | | | | | | | | | | | | | | | |
| ENGLAND | 3208 84% 100% EFI KLM | 100 84% 3% | 563 86% 18% | 975 85% 30% | 711 85% 22% | 411 80% 13% | 448 79% 14% | 663 86% 21% | 1687 85% 53% | 858 79% 27% | 3208 100% † | - - - | - - - | - - - | 2629 82% 82% † | 309 90% 10% † |
| SCOTLAND | 326 9% 100% JLM O | 10 8% 3% | 45 7% 14% | 96 8% 29% | 60 7% 18% | 63 12% 19% † | 52 9% 16% | 55 7% 17% | 156 8% 48% | 115 11% 35% † | - - - | 326 100% † | - - - | - - - | 308 10% 95% | 15 4% 5% |
| NORTHERN IRELAND | 107 3% 100% JKM | - - - | 15 2% 14% | 25 2% 23% | 26 3% 24% | 13 3% 12% | 29 5% 27% † | 15 2% 14% | 50 3% 47% | 42 4% 39% | - - - | - - - | 107 100% † | - - - | 92 3% 85% | 16 5% 15% |
| WALES | 188 5% 100% JKL O | 9 8% 5% | 28 4% 15% | 46 4% 24% | 39 5% 21% | 27 5% 14% | 38 7% 20% † | 38 5% 20% | 85 4% 45% | 65 6% 35% | - - - | - - - | - - - | 188 100% † | 177 6% 94% | 4 1% 2% |
| ETHNICITY | | | | | | | | | | | | | | | | |
| WHITE BRITISH | 3206 84% 100% EO | 107 90% 3% | 562 86% 18% | 947 83% 30% | 688 82% 21% | 410 80% 13% | 491 87% 15% | 670 87% 21% † | 1635 83% 51% | 901 83% 28% | 2629 82% 82% | 308 95% 10% † | 92 85% 3% | 177 94% 6% † | 3206 100% † | - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (T) | SEG | | | | | | | | NATION | | | | ETHNICITY | | |
|--|-----------------------------------|-----------------------|------------------------|-------------------------|------------------------|------------------------|------------------------|------------------------|-------------------------|------------------------|--------------------|---------------------|------------------------------------|----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| | 3829 100% | 119* 3% . | 652 17% | 1142 30% | 836 22% | 514 13% | 567 15% | 770 20% | 1978 52% | 1081 28% | 3208 84% | 326 9% | 107* 3% . | 188 5% | 3206 84% | 344 9% |
| | 344 9% 100% FKM N | 9 7% 2% | 55 8% 16% | 96 8% 28% | 86 10% 25% | 66 13% 19% T | 32 6% 9% | 63 8% 18% | 182 9% 53% | 99 9% 29% | 309 10% 90% | 15 5% 4% | 16 15% 5% | 4 2% 1% | - - . | 344 100% 100% T |
| | 564 15% 100% BCD GHO | 17 15% 3% | 63 10% 11% | 130 11% 23% | 92 11% 16% | 62 12% 11% | 200 35% 36% T | 80 10% 14% | 222 11% 39% | 262 24% 46% T | 450 14% 80% | 42 13% 8% | 26 24% 5% T | 45 24% 8% T | 530 17% 94% | 21 6% 4% |
| | 3021 79% 100% FL M | 100 84% 3% | 565 87% 19% T | 947 83% 31% T | 668 80% 22% | 404 78% 13% | 337 59% 11% | 665 86% 22% T | 1615 82% 53% T | 740 69% 25% | 2557 80% 85% | 270 83% 9% | 74 69% 2% | 119 63% 4% | 2525 79% 84% | 272 79% 9% |
| | 158 4% 100% BG | 1 1% 1% | 15 2% 9% | 38 3% 24% | 22 3% 14% | 18 4% 12% | 64 11% 40% T | 16 2% 10% | 60 3% 38% | 82 8% 52% T | 123 4% 78% | 16 5% 10% | 10 10% 6% T | 9 5% 6% | 140 4% 88% | 10 3% 6% |
| | 2910 76% 100% EFI M | 108 91% 4% T | 583 90% 20% T | 962 84% 33% T | 668 80% 23% T | 349 68% 12% | 239 42% 8% | 692 90% 20% T | 1630 82% 56% T | 588 54% 20% | 2478 77% 85% | 232 71% 8% | 72 67% 2% | 128 68% 4% | 2383 74% 82% | 287 83% 10% T |
| | 919 24% 100% ABC DGHO | 10 9% 1% | 68 10% 7% | 180 16% 20% | 168 20% 18% | 165 32% 18% T | 327 58% 36% T | 79 10% 9% | 348 18% 38% | 492 46% 54% T | 730 23% 79% | 94 29% 10% | 35 33% 4% | 60 32% 7% T | 823 26% 90% | 57 17% 6% |
| | 3510 92% 100% FI | 116 98% 3% T | 618 95% 18% T | 1091 96% 31% T | 776 93% 22% | 460 89% 13% | 450 79% 13% | 734 95% 21% T | 1867 94% 53% T | 909 84% 26% | 2950 92% 84% | 295 90% 8% | 97 90% 3% | 169 90% 5% | 2917 91% 83% | 331 96% 9% T |
| | 319 8% 100% ABC GHO | 3 2% 1% | 33 5% 10% | 51 4% 16% | 60 7% 19% | 54 11% 17% | 117 21% 37% T | 36 5% 11% | 111 6% 35% | 171 16% 54% T | 258 8% 81% | 31 10% 10% | 10 10% 3% | 19 10% 6% | 289 9% 91% | 13 4% 4% |

GfK

GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (T) | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|--|---------------------------------|----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|--------------------|---------------------|------------------------------------|----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| WEIGHTED TOTAL | 3829 100% | 110* 3% . | 652 17% | 1142 30% | 836 22% | 514 13% | 567 15% | 770 20% | 1978 52% | 1081 28% | 3208 84% | 326 9% | 107* 3% . | 188 5% | 3206 84% | 344 9% |
| GROSS ANNUAL HOUSEHOLD INCOME £'S (HOH AND H'WIVES ONLY) | | | | | | | | | | | | | | | | |
| HIGH | 508 13% 100% EFL L | 46 38% 9% T | 168 26% 33% T | 183 16% 36% T | 91 11% 18% | 16 3% 3% | 5 1% 1% | 213 28% 42% T | 274 14% 54% | 21 2% 4% | 432 13% 85% | 44 13% 9% | 4 4% 1% | 29 15% 6% | 444 14% 87% | 36 11% 7% |
| MEDIUM | 506 13% 100% EFL | 8 7% 2% | 107 16% 21% T | 174 15% 34% | 159 19% 31% T | 52 10% 10% | 6 1% 1% | 116 15% 23% | 332 17% 66% T | 58 5% 11% | 424 13% 84% | 53 16% 10% | 8 8% 2% | 21 11% 4% | 440 14% 87% | 41 12% 8% |
| LOW | 725 19% 100% ABC GH | 6 5% 1% | 39 6% 5% | 143 13% 20% | 136 16% 19% | 161 31% 22% T | 241 43% 33% T | 44 6% 6% | 279 14% 38% | 402 37% 55% T | 566 18% 78% | 69 21% 9% | 37 34% 5% T | 54 29% 7% T | 627 20% 87% | 59 17% 8% |
| REFUSED | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - T/A - T/B - T/C - T/D - T/E - T/F - T/G - T/H - T/I - T/J - T/K - T/L - T/M - T/N - T/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| TOTAL (H) | URBAN | | | | | | |
|---------------------------|----------------------------------|---|------------------------|-------------------|-----------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3827 100% | 1200 31% | 722 19% | 478 12% | 1976 52% | 590 15% | 122 3% | 3176 83% |
| 3829 100% | 1157 30% | 699 18% | 458 12% | 1998 52% | 610 16% | 119 3% | 3155 82% |
| 571 15% 100% E | 216 19% 38% H | 127 18% 22% H | 89 19% 16% H | 280 14% 49% | 66 11% 12% | 13 11% 2% | 496 16% 87% |
| 612 16% 100% E | 241 21% 39% H | 113 16% 18% | 128 28% 21% H | 295 15% 48% | 70 11% 11% | 12 10% 2% | 536 17% 87% |
| 684 18% 100% | 222 19% 32% | 128 18% 19% | 93 20% 14% | 338 17% 49% | 111 18% 16% | 27 22% 4% | 560 18% 82% |
| 636 17% 100% | 175 15% 28% | 113 16% 18% | 62 14% 10% | 341 17% 54% | 105 17% 17% | 13 11% 2% | 516 16% 81% |
| 556 15% 100% AC | 138 12% 23% | 93 13% 17% | 44 10% 8% | 313 16% 56% | 99 16% 18% | 21 18% 4% | 451 14% 81% |
| 416 11% 100% AC | 91 8% 22% | 68 10% 16% | 23 5% 5% | 235 12% 56% | 86 14% 21% H | 19 16% 5% | 326 10% 78% |
| 353 9% 100% AC | 75 6% 21% | 56 8% 16% | 19 4% 5% | 196 10% 56% | 72 12% 20% | 14 12% 4% | 271 9% 77% |
| 1184 31% 100% EF | 457 39% 39% H | 240 34% 20% | 216 47% 18% H | 575 29% 49% | 136 22% 12% | 25 21% 2% | 1032 33% 87% |
| 1876 49% 100% C | 534 45% 28% | 334 48% 18% | 200 44% 11% | 992 50% 53% | 315 52% 17% | 61 51% 3% | 1526 48% 81% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| TOTAL (H) | URBAN | | | | | | |
|---------------------------|----------------------------------|---|------------------------|--------------------|------------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3829 100% | 1157 30% | 699 18% | 458 12% | 1998 52% | 610 16% | 119 3% | 3155 82% |
| 769 20% 100% AC | 166 14% 22% | 124 18% 16% | 42 9% 5% | 431 22% 56% | 158 26% 21% H | 33 28% 4% | 597 19% 78% |
| 1184 31% 100% EF | 457 39% 39% H | 240 34% 20% | 216 47% 18% H | 575 29% 49% | 136 22% 12% | 25 21% 2% | 1032 33% 87% |
| 1320 34% 100% | 397 34% 30% | 241 34% 18% | 156 34% 12% | 679 34% 51% | 217 36% 16% | 40 34% 3% | 1076 34% 81% |
| 1325 35% 100% AC | 303 26% 23% | 217 31% 16% | 86 19% 6% | 744 37% 56% | 257 42% 19% H | 54 46% 4% H | 1048 33% 79% |
| SEX | | | | | | | |
| 1876 49% 100% | 613 53% 33% H | 349 50% 19% | 264 58% 14% H | 949 47% 51% | 291 48% 16% | 49 41% 3% | 1562 49% 83% |
| 1952 51% 100% AC | 544 47% 28% | 350 50% 18% | 194 42% 10% | 1049 53% 54% | 318 52% 16% | 69 59% 4% | 1593 51% 82% |
| SEX/AGE | | | | | | | |
| 605 16% 100% EF | 256 22% 42% H | 120 17% 20% | 136 30% 23% H | 277 14% 46% | 65 11% 11% | 10 8% 2% | 533 17% 88% |
| 659 17% 100% | 207 18% 31% | 124 18% 19% | 83 18% 13% | 331 17% 50% | 110 18% 17% | 21 18% 3% | 538 17% 82% |
| 339 9% 100% | 79 7% 23% | 55 8% 16% | 24 5% 7% | 194 10% 57% | 62 10% 18% | 10 8% 3% | 274 9% 81% |
| AC | | | | | | | |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| TOTAL (H) | URBAN | | | | | | |
|--------------------------|----------------------------------|---|------------------------|-------------------|------------------------|----------------------|-------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3829 100% | 1157 30% | 699 18% | 458 12% | 1998 52% | 610 16% | 119 3% | 3155 82% |
| 579 15% 100% E | 201 17% 35% | 121 17% 21% | 80 17% 14% | 297 15% 51% | 71 12% 12% | 15 13% 3% | 498 16% 86% |
| 661 17% 100% | 190 16% 29% | 117 17% 18% | 73 16% 11% | 348 17% 53% | 107 17% 16% | 19 16% 3% | 538 17% 81% |
| 430 11% 100% AC | 86 7% 20% | 69 10% 16% | 18 4% 4% | 237 12% 55% | 96 16% 22% H | 23 20% 5% H | 323 10% 75% |
| 119 3% 100% B | 28 2% 24% | 11 2% 10% | 17 4% 14% | 55 3% 46% | 34 6% 28% H | 7 6% 6% | 83 3% 70% |
| 652 17% 100% A | 167 14% 26% | 103 15% 16% | 64 14% 10% | 329 16% 50% | 144 24% 22% H | 20 17% 3% | 495 16% 76% |
| 1142 30% 100% | 370 32% 32% | 226 32% 20% | 145 32% 13% | 583 29% 51% | 165 27% 14% | 31 26% 3% | 953 30% 83% |
| 836 22% 100% | 259 22% 31% | 136 19% 16% | 123 27% 15% H | 427 21% 51% | 139 23% 17% | 33 28% 4% | 686 22% 82% |
| 514 13% 100% | 150 13% 29% | 92 13% 18% | 59 13% 11% | 291 15% 57% | 67 11% 13% | 12 10% 2% | 441 14% 86% |
| 567 15% 100% CE | 182 16% 32% | 131 19% 23% H | 51 11% 9% | 313 16% 55% | 62 10% 11% | 16 14% 3% | 496 16% 87% |
| 770 20% 100% AB | 195 17% 25% | 114 16% 15% | 81 18% 10% | 384 19% 50% | 177 29% 23% H | 27 22% 3% | 579 18% 75% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (H) | URBAN | | | | | | |
|--|--------------------------|----------------------------------|---|------------------------|--------------------|-----------------------|----------------------|--------------------|
| | | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| | 3829 100% | 1157 30% | 699 18% | 458 12% | 1998 52% | 610 16% | 119 3% | 3155 82% |
| | 1978 52% 100% | 629 54% 32% | 361 52% 18% | 268 58% 14% H | 1010 51% 51% | 304 50% 15% | 64 54% 3% | 1639 52% 83% |
| | 1081 28% 100% E | 332 29% 31% | 223 32% 21% | 109 24% 10% | 604 30% 56% | 128 21% 12% | 28 24% 3% | 937 30% 87% |
| | 392 10% 100% | 106 9% 27% | 57 8% 15% | 49 11% 12% | 194 10% 50% | 86 14% 22% H | 12 10% 3% | 300 10% 77% |
| | 379 10% 100% A | 89 8% 24% | 57 8% 15% | 32 7% 8% | 189 9% 50% | 92 15% 24% H | 15 13% 4% | 278 9% 74% |
| | 1010 26% 100% | 357 31% 35% H | 193 28% 19% | 165 36% 16% H | 488 24% 48% | 153 25% 15% | 25 21% 2% | 846 27% 84% |
| | 967 25% 100% | 272 24% 28% | 169 24% 17% | 103 23% 11% | 522 26% 54% | 151 25% 16% | 39 33% 4% | 794 25% 82% |
| | 474 12% 100% E | 150 13% 32% | 99 14% 21% | 51 11% 11% | 266 13% 56% | 53 9% 11% | 12 11% 3% | 416 13% 88% |
| | 606 16% 100% E | 183 16% 30% | 124 18% 20% | 59 13% 10% | 338 17% 56% | 76 12% 12% | 16 13% 3% | 521 17% 86% |
| | 162 4% 100% | 59 5% 37% | 31 5% 19% | 28 6% 17% | 69 3% 43% | 30 5% 19% | 4 3% 2% | 129 4% 79% |
| | 639 17% 100% DE | 274 24% 43% H | 134 19% 21% | 141 31% 22% H | 289 14% 45% | 68 11% 11% | 16 14% 3% | 563 18% 88% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (H) | URBAN | | | | | | |
|--|----------------------------|----------------------------------|---|-------------------------|--------------------|------------------------|-----------------------|--------------------|
| | | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| | 3829 100% | 1157 30% | 699 18% | 458 12% | 1998 52% | 610 16% | 119 3% | 3155 82% |
| | 383 10% 100% E | 123 11% 32% | 75 11% 20% | 48 10% 12% | 217 11% 57% | 38 6% 10% | 5 4% 1% | 340 11% 89% |
| | 305 8% 100% | 82 7% 27% | 46 7% 15% | 36 8% 12% | 145 7% 47% | 71 12% 23% H | 9 7% 3% | 226 7% 74% |
| | 731 19% 100% | 220 19% 30% | 131 19% 18% | 90 20% 12% | 376 19% 52% | 117 19% 16% | 26 22% 4% | 597 19% 82% |
| | 284 7% 100% E | 94 8% 33% | 65 9% 23% | 30 7% 10% | 158 8% 56% | 29 5% 10% | 5 4% 2% | 252 8% 89% |
| | 303 8% 100% ABC | 54 5% 18% | 37 5% 12% | 17 4% 6% | 170 9% 56% | 76 12% 25% H | 14 12% 5% | 224 7% 74% |
| | 608 16% 100% AC | 135 12% 22% | 97 14% 16% | 37 8% 6% | 345 17% 57% | 119 20% 20% H | 22 18% 4% | 479 15% 79% |
| | 413 11% 100% C | 115 10% 28% | 83 12% 20% | 32 7% 8% | 230 11% 56% | 62 10% 15% | 18 15% 4% | 345 11% 83% |
| | | | | | | | | |
| | 3208 84% 100% DEF | 1078 93% 34% H | 620 89% 19% H | 458 100% 14% H | 1623 81% 51% | 453 74% 14% | 48 40% 1% | 2701 86% 84% |
| | 326 9% 100% ABC | 43 4% 13% | 43 6% 13% | - - - | 199 10% 61% | 74 12% 23% H | 27 22% 8% H | 242 8% 74% |
| | 107 3% 100% ABCG | 8 1% 7% | 8 1% 7% | - - - | 41 2% 38% | 59 10% 55% H | 30 25% 28% H | 49 2% 45% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| TOTAL (H) | URBAN | | | | | | |
|-----------------------------|----------------------------------|---|------------------------|-------------------------|------------------------|-----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3829 100% | 1157 30% | 699 18% | 458 12% | 1998 52% | 610 16% | 119 3% | 3155 82% |
| 188 5% 100% AC | 28 2% 15% | 28 4% 15% | - - - | 135 7% 72% H | 24 4% 13% | 14 12% 8% H | 164 5% 87% |
| 3206 84% 100% ABCG | 702 61% 22% | 537 77% 17% | 166 36% 5% | 1866 93% 58% H | 588 96% 18% H | 114 96% 4% H | 2568 81% 80% |
| 344 9% 100% DE | 226 20% 66% H | 66 9% 19% | 159 35% 46% H | 88 4% 26% | 21 3% 6% | 4 4% 1% | 314 10% 91% |
| 564 15% 100% AC | 138 12% 24% | 96 14% 17% | 42 9% 7% | 335 17% 59% | 86 14% 15% | 27 23% 5% H | 473 15% 84% |
| 3021 79% 100% C | 906 78% 30% | 571 82% 19% | 336 73% 11% | 1552 78% 51% | 504 83% 17% | 85 72% 3% | 2458 78% 81% |
| 158 4% 100% | 44 4% 28% | 32 5% 20% | 13 3% 8% | 92 5% 58% | 16 3% 10% | 5 5% 3% | 137 4% 86% |
| 2910 76% 100% D | 908 79% 31% | 509 73% 18% | 399 87% 14% H | 1460 73% 50% | 492 81% 17% H | 89 75% 3% | 2368 75% 81% |
| 919 24% 100% CE | 249 21% 27% | 189 27% 21% | 59 13% 6% | 538 27% 59% H | 118 19% 13% | 30 25% 3% | 787 25% 86% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| TOTAL (H) | URBAN | | | | | | |
|---------------------------------|----------------------------------|---|------------------------|--------------------|------------------------|----------------------|--------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3829 100% | 1157 30% | 699 18% | 458 12% | 1998 52% | 610 16% | 119 3% | 3155 82% |
| 3510 92% 100% | 1086 94% 31% H | 650 93% 19% | 436 95% 12% H | 1810 91% 52% | 557 91% 16% | 106 89% 3% | 2896 92% 83% |
| 319 8% 100% AC | 71 6% 22% | 48 7% 15% | 23 5% 7% | 188 9% 59% | 53 9% 17% | 13 11% 4% | 259 8% 81% |
| COME £'S (HOH AND H'WIVES ONLY) | | | | | | | |
| 508 13% 100% | 135 12% 26% | 88 13% 17% | 47 10% 9% | 262 13% 52% | 105 17% 21% H | 17 14% 3% | 396 13% 78% |
| 506 13% 100% C | 146 13% 29% | 108 16% 21% | 38 8% 7% | 272 14% 54% | 82 13% 16% | 25 21% 5% H | 418 13% 83% |
| 725 19% 100% C | 206 18% 28% | 148 21% 20% | 58 13% 8% | 393 20% 54% | 122 20% 17% | 32 27% 4% H | 599 19% 83% |
| - | - | - | - | - | - | - | - |
| - | - | - | - | - | - | - | - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|------------------|--------------------------|------------------------|------------------------|-------------------|------------------------|-----------------|-----------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| UNWEIGHTED TOTAL | 3827 100% | 578 15% | 622 16% | 1276 33% | 700 18% | 59 2% | 90 2% |
| WEIGHTED TOTAL | 3829 100% | 547 14% | 610 16% | 1289 34% | 709 19% | 62* 2% | 91* 2% |
| AGE | | | | | | | |
| 16-24 | 571 15% 100% F | 99 18% 17% | 117 19% 20% H | 175 14% 31% | 104 15% 18% | 13 22% 2% | 10 11% 2% |
| 25-34 | 612 16% 100% DF | 140 26% 23% H | 101 16% 16% | 204 16% 33% | 91 13% 15% | 5 9% 1% | 10 12% 2% |
| 35-44 | 684 18% 100% D | 117 21% 17% | 104 17% 15% | 236 18% 34% | 103 14% 15% | 16 25% 2% | 17 19% 3% |
| 45-54 | 636 17% 100% AE | 71 13% 11% | 104 17% 16% | 212 16% 33% | 128 18% 20% | 3 5% 1% | 13 15% 2% |
| 55-64 | 556 15% 100% A | 53 10% 10% | 84 14% 15% | 201 16% 36% | 112 16% 20% | 5 8% 1% | 18 20% 3% |
| 65-74 | 416 11% 100% A | 39 7% 9% | 52 9% 13% | 134 10% 32% | 101 14% 24% H | 9 15% 2% | 14 14% 3% |
| 75+ | 353 9% 100% A | 27 5% 8% | 48 8% 14% | 126 10% 36% | 70 10% 20% | 9 15% 3% | 9 10% 3% |
| 16-34 | 1184 31% 100% F | 239 44% 20% H | 218 36% 18% H | 380 29% 32% | 195 27% 16% | 19 30% 2% | 20 22% 2% |
| 35-64 | 1876 49% 100% A | 242 44% 13% | 292 48% 16% | 649 50% 35% | 343 48% 18% | 24 39% 1% | 49 53% 3% |
| 65+ | 769 20% 100% A | 65 12% 9% | 100 16% 13% | 260 20% 34% | 171 24% 22% H | 19 30% 2% | 22 25% 3% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|----------------|--------------------------|------------------------|------------------------|-------------------|------------------------|-----------------|------------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| WEIGHTED TOTAL | 3829 100% | 547 14% | 610 16% | 1289 34% | 709 19% | 62* 2% | 457 12% |
| 16-34 | 1184 31% 100% F | 239 44% 20% H | 218 36% 18% H | 380 29% 32% | 195 27% 16% | 19 30% 2% | 98 21% 8% |
| 35-54 | 1320 34% 100% | 189 35% 14% | 208 34% 16% | 448 35% 34% | 231 33% 18% | 19 31% 1% | 167 37% 13% |
| 55+ | 1325 35% 100% A | 119 22% 9% | 185 30% 14% | 461 36% 35% | 283 40% 21% H | 24 39% 2% | 192 42% 15% H |
| SEX | | | | | | | |
| MALE | 1876 49% 100% G | 308 56% 16% H | 304 50% 16% | 616 48% 33% | 333 47% 18% | 31 51% 2% | 226 49% 12% |
| FEMALE | 1952 51% 100% A | 238 44% 12% | 306 50% 16% | 673 52% 34% | 376 53% 19% | 30 49% 2% | 231 51% 12% |
| SEX/AGE | | | | | | | |
| MALE 16-34 | 605 16% 100% DF | 147 27% 24% H | 109 18% 18% | 191 15% 32% | 86 12% 14% | 10 16% 2% | 48 11% 8% |
| MALE 35-54 | 659 17% 100% | 100 18% 15% | 106 17% 16% | 212 16% 32% | 118 17% 18% | 10 17% 2% | 86 19% 13% |
| MALE 65+ | 339 9% 100% | 35 6% 10% | 44 7% 13% | 119 9% 35% | 75 11% 22% | 9 14% 3% | 48 10% 14% |
| FEMALE 16-34 | 579 15% 100% F | 92 17% 16% | 109 18% 19% | 189 15% 33% | 109 15% 19% | 9 15% 2% | 49 11% 8% |
| FEMALE 35-54 | 661 17% 100% | 88 16% 13% | 101 17% 15% | 236 18% 36% | 113 16% 17% | 9 14% 1% | 82 18% 12% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|----------------|--------------------------|------------------------|------------------------|-------------------|-------------------|-----------------|------------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| WEIGHTED TOTAL | 3829 100% | 547 14% | 610 16% | 1289 34% | 709 19% | 62* 2% | 91* 2% |
| FEMALE 65+ | 430 11% 100% A | 30 6% 7% | 56 9% 13% | 141 11% 33% | 96 14% 22% | 10 16% 2% | 69 15% 16% H |
| SEG | | | | | | | |
| A | 119 3% 100% B | 20 4% 17% | 8 1% 7% | 40 3% 34% | 15 2% 13% | 1 2% 1% | 27 6% 23% H |
| B | 652 17% 100% A | 69 13% 11% | 98 16% 15% | 202 16% 31% | 126 18% 19% | 10 16% 2% | 122 27% 19% H |
| C1 | 1142 30% 100% D | 170 31% 15% | 201 33% 18% | 400 31% 36% | 182 26% 16% | 23 37% 2% | 124 27% 11% |
| C2 | 836 22% 100% | 143 26% 17% H | 116 19% 14% | 259 20% 31% | 169 24% 20% | 7 12% 1% | 101 22% 12% H |
| D | 514 13% 100% | 69 13% 14% | 81 13% 16% | 181 14% 36% | 110 16% 21% | 9 15% 2% | 47 10% 9% |
| E | 567 15% 100% F | 75 14% 13% | 107 18% 19% | 207 16% 37% | 106 15% 19% | 11 18% 2% | 37 8% 7% |
| AB | 770 20% 100% A | 89 16% 12% | 106 17% 14% | 242 19% 31% | 141 20% 18% | 11 18% 1% | 148 32% 19% H |
| C1C2 | 1978 52% 100% | 313 57% 16% H | 316 52% 16% H | 659 51% 33% | 351 49% 18% | 30 49% 2% | 225 49% 11% |
| DE | 1081 28% 100% F | 145 26% 13% | 188 31% 17% | 387 30% 36% | 217 31% 20% | 20 33% 2% | 84 18% 8% |
| SEG/SEX | | | | | | | |
| AB - MALE | 392 10% 100% | 53 10% 14% | 53 9% 13% | 127 10% 32% | 67 10% 17% | 7 12% 2% | 74 16% 19% H |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|----------------|--------------------------|------------------------|-------------------|-------------------|-------------------|-----------------|-----------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| WEIGHTED TOTAL | 3829 100% | 547 14% | 610 16% | 1289 34% | 709 19% | 62* 2% | 91* 2% |
| AB - FEMALE | 379 10% 100% A | 36 7% 9% | 53 9% 14% | 115 9% 30% | 74 10% 20% | 4 6% 1% | 13 15% 4% |
| C1C2 - MALE | 1010 26% 100% | 185 34% 18% H | 172 28% 17% | 324 25% 32% | 164 23% 16% | 18 29% 2% | 18 20% 2% |
| C1C2 - FEMALE | 967 25% 100% | 128 23% 13% | 144 24% 15% | 335 26% 35% | 186 26% 19% | 12 20% 1% | 31 34% 3% |
| DE - MALE | 474 12% 100% F | 70 13% 15% | 79 13% 17% | 165 13% 35% | 101 14% 21% | 6 9% 1% | 12 13% 2% |
| DE - FEMALE | 606 16% 100% F | 74 14% 12% | 108 18% 18% | 222 17% 37% | 116 16% 19% | 15 24% 2% | 12 14% 2% |
| AGE/SEG | | | | | | | |
| 16-34 - AB | 162 4% 100% | 29 5% 18% | 30 5% 19% | 46 4% 29% | 23 3% 14% | 2 4% 1% | 2 3% 1% |
| 16-34 - C1C2 | 639 17% 100% DF | 154 28% 24% H | 120 20% 19% | 196 15% 31% | 93 13% 15% | 8 14% 1% | 13 14% 2% |
| 16-34 - DE | 383 10% 100% F | 56 10% 15% | 67 11% 17% | 138 11% 36% | 79 11% 21% | 8 13% 2% | 5 5% 1% |
| 35-54 - AB | 305 8% 100% | 41 8% 14% | 40 7% 13% | 101 8% 33% | 44 6% 14% | 2 3% 1% | 6 7% 2% |
| 35-54 - C1C2 | 731 19% 100% | 109 20% 15% | 112 18% 15% | 245 19% 34% | 131 19% 17% | 11 17% 1% | 21 23% 3% |
| 35-54 - DE | 284 7% 100% F | 39 7% 14% | 55 9% 20% | 102 8% 36% | 56 8% 20% | 6 10% 2% | 4 4% 1% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|---------------------------|----------------------------|------------------------|------------------------|-------------------------|------------------------|-----------------------|------------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| WEIGHTED TOTAL | 3829 100% | 547 14% | 610 16% | 1289 34% | 709 19% | 62* 2% | 91* 2% |
| 55+ - AB | 303 8% 100% A | 19 3% 6% | 35 6% 12% | 96 7% 32% | 74 10% 24% H | 7 11% 2% | 60 13% 20% H |
| 55+ - C1C2 | 608 16% 100% A | 50 9% 8% | 84 14% 14% | 218 17% 36% | 127 18% 21% | 11 18% 2% | 92 20% 15% H |
| 55+ - DE | 413 11% 100% | 50 9% 12% | 65 11% 16% | 148 11% 36% | 82 12% 20% | 6 9% 1% | 40 9% 10% |
| NATION | | | | | | | |
| ENGLAND | 3208 84% 100% DEG | 533 97% 17% H | 545 89% 17% H | 1083 84% 34% | 540 76% 17% | 18 30% 1% | 406 89% 13% H |
| SCOTLAND | 326 9% 100% AB | 14 3% 4% | 29 5% 9% | 113 9% 35% | 86 12% 26% H | 20 33% 6% H | 27 6% 8% |
| NORTHERN IRELAND | 107 3% 100% ABC | - - - | 8 1% 7% | 14 1% 13% | 27 4% 25% H | 14 22% 13% H | 15 3% 14% |
| WALES | 188 5% 100% AF | - - - | 28 5% 15% | 79 6% 42% | 56 8% 30% H | 9 15% 5% H | 9 2% 5% |
| ETHNICITY | | | | | | | |
| WHITE BRITISH | 3206 84% 100% AB | 218 40% 7% | 484 79% 15% | 1192 92% 37% H | 674 95% 21% H | 54 8% 2% | 446 98% 14% H |
| MINORITY ETHNIC GROUP | 344 9% 100% CDF | 172 32% 50% H | 53 9% 16% | 57 4% 17% | 31 4% 9% | 8 13% 2% | 10 2% 3% |
| ILLNESS/DISABILITY | | | | | | | |
| HAS ILLNESS/DISABILITY | 564 15% 100% A | 55 10% 10% | 82 14% 15% | 216 17% 38% | 118 17% 21% | 15 24% 3% | 53 12% 9% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (H) | UK GEOGRAPHICS GROUPS | | | | | |
|---|--------------------------|------------------------|-------------------|--------------------|------------------------|----------------------|----------------------|
| | | A (A) | B (B) | C (C) | D (D) | E (E) | G (G) |
| WEIGHTED TOTAL | 3829 100% | 547 14% | 610 16% | 1289 34% | 709 19% | 62* 2% | 91* 2% |
| NO ILLNESS/DISABILITY | 3021 79% 100% A | 407 74% 13% | 500 82% 17% | 995 77% 33% | 557 78% 18% | 47 6% 2% | 66 72% 2% |
| HOUSEBOUND | 158 4% 100% F | 17 3% 11% | 27 4% 17% | 52 4% 33% | 40 6% 25% | 1 2% 1% | 5 6% 3% |
| TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | | | | | | |
| HAS BBAT HOME | 2910 76% 100% | 462 84% 16% H | 446 73% 15% | 945 73% 32% | 515 73% 18% | 47 6% 2% | 67 74% 2% |
| NO BBAT HOME | 919 24% 100% AF | 85 16% 9% | 164 27% 18% | 344 27% 37% | 194 27% 21% | 15 24% 2% | 24 26% 3% |
| MOBILE PHONE | | | | | | | |
| MOBILE ONLY (NO LANDLINE) | 3510 92% 100% | 515 94% 15% H | 571 94% 16% | 1167 91% 33% | 643 91% 18% | 55 90% 2% | 82 90% 2% |
| WITHOUT MOBILES | 319 8% 100% A | 31 6% 10% | 39 6% 12% | 122 9% 38% | 66 9% 21% | 6 10% 2% | 9 10% 3% |
| GROSS ANNUAL HOUSEHOLD INCOME £'S (HOH AND H'WIVES ONLY) | | | | | | | |
| HIGH | 508 13% 100% | 57 10% 11% | 77 13% 15% | 176 14% 35% | 86 12% 17% | 4 7% 1% | 15 16% 3% |
| MEDIUM | 506 13% 100% A | 48 9% 10% | 98 16% 19% | 175 14% 35% | 97 14% 19% | 7 12% 1% | 19 21% 4% H |
| LOW | 725 19% 100% A | 80 15% 11% | 126 21% 17% | 234 18% 32% | 159 22% 22% H | 19 30% 9% H | 28 30% 4% H |
| REFUSED | - - - | - - - | - - - | - - - | - - - | - - - | - - - |

GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - H/A - H/B - H/C - H/D - H/E - H/F - H/G
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|------------------|---------------------|------------------------|------------------------|--------------------------|-------------------------|-------------------------|--------------------------|-----------------------------------|----------------------------------|-----------------------------------|---------------------------------|---------------------------------|---------------------------------|--------------------------------|---------------------------------|----------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3827 100% | 363 9% | 371 10% | 844 22% | 890 23% | 557 15% | 802 21% | 143 4% | 522 14% | 433 11% | 247 6% | 575 15% | 365 10% | 344 9% | 637 17% | 561 15% |
| WEIGHTED TOTAL | 3829 100% | 392 10% | 379 10% | 1010 26% | 967 25% | 474 12% | 606 16% | 162 4% | 639 17% | 383 10% | 305 8% | 731 19% | 284 7% | 303 8% | 608 16% | 413 11% |
| AGE | | | | | | | | | | | | | | | | |
| 16-24 | 571 15% 100% | 27 7% 5% | 25 7% 4% | 172 17% 30% ABD | 121 12% 21% AB | 95 20% 17% ABD | 132 23% 9% ABCD | 52 9% JKLM NO | 293 46% 51% GJKL MNO | 227 59% 40% GHJKL MNO | - | - | - | - | - | - |
| 25-34 | 612 16% 100% | 54 14% 9% | 56 15% 9% | 193 19% 32% AEF | 153 16% 26% AB | 64 13% 10% AB | 92 15% 15% AB | 110 68% 18% HLJK LMNO | 346 54% 57% IJKL MNO | 156 41% 28% JKLMN O | - | - | - | - | - | - |
| 35-44 | 684 18% 100% | 87 22% 13% EF | 82 22% 12% EF | 183 18% 27% F | 195 20% 28% EF | 73 15% 11% F | 65 11% 9% F | - | - | - | 169 55% 25% GHIM NO | 378 52% 55% GHIM NO | 138 48% 20% GHIMN O | - | - | - |
| 45-54 | 636 17% 100% | 67 17% 11% F | 69 18% 11% F | 181 18% 29% F | 172 18% 27% F | 68 14% 11% F | 78 13% 12% F | - | - | - | 136 45% 21% GHIM NO | 353 48% 55% GHIM NO | 147 52% 23% GHIMN O | - | - | - |
| 55-64 | 556 15% 100% | 63 16% 11% | 60 16% 11% | 130 13% 23% | 149 15% 27% | 81 17% 15% CF | 73 12% 13% | - | - | - | - | - | - | 123 41% 22% GHJ KL | 279 46% 50% GHJ KLO | 153 37% 28% GHJKL |
| 65-74 | 416 11% 100% | 55 14% 13% C | 46 12% 11% C | 81 8% 19% | 96 10% 23% | 57 12% 14% C | 82 14% 20% CD | - | - | - | - | - | - | 101 33% 24% GHJ KL | 176 29% 42% GHJ KL | 139 34% 33% GHJKL |
| 75+ | 353 9% 100% | 39 10% 11% | 40 11% 11% | 71 7% 20% | 82 8% 23% | 37 8% 10% | 84 14% 19% CDE | - | - | - | - | - | - | 79 26% 22% GHJ KL | 153 25% 43% GHJ KL | 121 29% 34% GHJKL |
| 16-34 | 1184 31% 100% | 81 21% 7% | 81 21% 7% | 365 36% 31% ABD | 274 28% 23% AB | 159 33% 13% AB | 224 37% 19% ABD | 162 100% 14% JKLM NO | 639 100% 54% JKLM NO | 383 100% 32% JKLMN O | - | - | - | - | - | - |

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------|----------------------------|---------------------------|---------------------------|----------------------------|---------------------------|---------------------------|---------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|---------------------------------|---------------------------------|----------------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3829 100% | 392 10% | 379 10% | 1010 26% | 967 25% | 474 12% | 606 16% | 162 4% | 639 17% | 383 10% | 305 8% | 731 19% | 284 7% | 303 8% | 608 16% | 413 11% |
| 35-54 | 1876 49% 100% | 217 55% 12% EF | 211 56% 11% CEF | 494 49% 26% F | 516 53% 28% EF | 222 47% 12% F | 216 36% 22% F | - | - | - | 305 100% 16% GHIM NO | 731 100% 39% GHIM NO | 284 100% 15% GHIMN O | 123 41% 7% GHI | 279 46% 15% GHIO | 153 37% 8% GHI |
| 65+ | 769 20% 100% | 94 24% 12% CD | 86 23% 11% C | 151 15% 20% ABD | 178 18% 23% AB | 94 20% 12% C | 166 27% 22% CDE | - | - | - | - | - | - | 180 59% 23% GHU KL | 329 54% 43% GHU KL | 260 63% 34% GHUJ KL |
| 16-34 | 1184 31% 100% | 81 21% 7% ABD | 81 21% 7% AB | 365 36% 31% ABD | 274 28% 23% AB | 159 33% 13% AB | 224 37% 19% ABD | 162 100% 14% JKLM NO | 639 100% 54% JKLM NO | 383 100% 32% JKLMN O | - | - | - | - | - | - |
| 35-54 | 1320 34% 100% | 153 39% 12% EF | 152 40% 11% EF | 364 36% 28% EF | 367 38% 28% EF | 141 30% 11% F | 143 24% 17% F | - | - | - | 305 100% 23% GHIM NO | 731 100% 56% GHIM NO | 284 100% 22% GHIMN O | - | - | - |
| 55+ | 1325 35% 100% | 158 40% 12% CD | 146 38% 11% C | 281 28% 21% ABD | 327 34% 25% C | 174 37% 13% C | 239 39% 18% CD | - | - | - | - | - | - | 303 100% 23% GHU KL | 608 100% 46% GHU KL | 413 100% 31% GHUJ KL |
| SEX | | | | | | | | | | | | | | | | |
| MALE | 1876 49% 100% | 392 100% 21% BDF | - | 1010 100% 54% BDF | - | 474 100% 25% BDF | - | 81 50% 4% | 365 57% 19% IKLNO | 159 41% 8% | 153 50% 8% IO | 364 50% 19% IO | 141 50% 8% IO | 158 52% 8% IO | 281 46% 15% | 174 42% 9% |
| FEMALE | 1952 51% 100% | - | 379 100% 19% ACE | - | 967 100% 50% ACE | - | 606 100% 31% ACE | 81 50% 4% | 274 43% 14% | 224 59% 11% HJKLM | 152 50% 8% | 367 50% 19% H | 143 50% 7% H | 146 48% 7% | 327 54% 17% H | 239 58% 12% HJKLM |
| SEX/AGE | | | | | | | | | | | | | | | | |
| MALE 16-34 | 605 16% 100% | 81 21% 13% BDF | - | 365 36% 60% ABDF | - | 159 33% 26% ABDF | - | 81 50% 13% JKLM NO | 365 57% 60% IKL MNO | 159 41% 26% JKLMN O | - | - | - | - | - | - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------|----------------------------|------------------------|-----------------------|-----------------------|-------------------------|---------------------|--------------------------|--------------------------|--------------------------|---------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-------------------------|-------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3829 100% | 392 10% | 379 10% | 1010 26% | 967 25% | 474 12% | 606 16% | 162 4% | 639 17% | 383 10% | 305 8% | 731 19% | 284 7% | 303 8% | 608 16% | 413 11% |
| MALE 35-54 | 659 17% 100% | 153 39% BDEF | - - - | 364 36% BDEF | - - - | 141 30% BDF | - - - | - - - | - - - | - - - | 153 50% GHIM NO | 364 50% GHIM NO | 141 50% GHIMN O | - - - | - - - | - - - |
| MALE 65+ | 339 9% 100% | 94 24% BCDF | - - - | 151 15% BDF | - - - | 94 20% BCDF | - - - | - - - | - - - | - - - | - - - | - - - | - - - | 94 31% GHJ KLO | 151 25% GHJ KL | 94 23% GHJ KL |
| FEMALE 16-34 | 579 15% 100% | - - - | 81 21% ACE | - - - | 274 28% ABCE | - - - | 224 37% ABCDE E | 81 50% JKLM NO | 274 43% JKLM NO | 224 59% HJKLM NO | - - - | - - - | - - - | - - - | - - - | - - - |
| FEMALE 35-54 | 661 17% 100% | - - - | 152 40% ACEF | - - - | 367 38% ACEF | - - - | 143 24% ACE | - - - | - - - | - - - | 152 50% GHIM NO | 367 50% GHIM NO | 143 50% GHIMN O | - - - | - - - | - - - |
| FEMALE 65+ | 430 11% 100% | - - - | 86 23% ACE | - - - | 178 18% ACE | - - - | 166 27% ACDE | - - - | - - - | - - - | - - - | - - - | - - - | 86 28% GHJ KL | 178 29% GHJ KL | 166 40% GHJ KL |
| SEG | | | | | | | | | | | | | | | | |
| A | 119 3% 100% | 71 18% BCDE F | 47 12% CDEF | - - - | - - - | - - - | - - - | 17 11% HIKLN O | - - - | - - - | 48 16% HIKLN O | - - - | - - - | 53 18% HIKLN O | - - - | - - - |
| B | 652 17% 100% | 320 82% CDEF | 331 88% ACDEF | - - - | - - - | - - - | - - - | 145 89% HIKLN O | - - - | - - - | 257 84% HIKLN O | - - - | - - - | 250 82% HIKLN O | - - - | - - - |
| C1 | 1142 30% 100% | - - - | - - - | 551 55% ABEF | 591 61% ABCEF | - - - | - - - | - - - | 369 58% GULM O | - - - | - - - | 425 58% GULM O | - - - | - - - | 349 57% GULM O | - - - |

FRI MAR 30 12:41:31 BST 2012
PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
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GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------|----------------------------|------------------------------|------------------------------|-------------------------------|----------------------------|----------------------------|----------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|---------------------------------|----------------------------------|--------------------|----------------------------------|------------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3829 100% | 392 10% | 379 10% | 1010 26% | 967 25% | 474 12% | 606 16% | 162 4% | 639 17% | 383 10% | 305 8% | 731 19% | 284 7% | 303 8% | 608 16% | 413 11% |
| C2 | 836 22% 100% | - - - | - - - | 459 45% ABDE F | 377 39% 45% ABEF | - - - | - - - | - - - | 270 42% 32% GULM O | - - - | - - - | 306 42% 37% GULM O | - - - | - - - | 260 43% 31% GULM O | - - - |
| D | 514 13% 100% | - - - | - - - | - - - | - - - | 239 50% 46% ABCD | 275 45% 54% ABCD | - - - | - - - | 236 62% 46% GHJK MNO | - - - | - - - | 147 52% 29% GHJKM NO | - - - | - - - | 131 32% 25% GHJKMN |
| E | 567 15% 100% | - - - | - - - | - - - | - - - | 235 50% 42% ABCD | 331 55% 58% ABCD | - - - | - - - | 147 38% 26% GHJKM N | - - - | - - - | 138 48% 24% GHJK MIN | - - - | - - - | 283 68% 50% GHJKLMN |
| AB | 770 20% 100% | 392 100% 51% CDEF | 379 100% 49% CDEF | - - - | - - - | - - - | - - - | 162 100% 21% HIKLN O | - - - | - - - | 305 100% 40% HIKLN O | - - - | - - - | - - - | 303 100% 39% HIKLN O | - - - |
| C1C2 | 1978 52% 100% | - - - | - - - | 1010 100% 51% ABEF | 967 100% 49% ABEF | - - - | - - - | - - - | 639 100% 32% GULM O | - - - | - - - | 731 100% 37% GULM O | - - - | - - - | 608 100% 31% GULM O | - - - |
| DE | 1081 28% 100% | - - - | - - - | - - - | - - - | 474 100% 44% ABCD | 606 100% 56% ABCD | - - - | - - - | 383 100% 35% GHJKM N | - - - | - - - | 284 100% 26% GHJKM N | - - - | - - - | 413 100% 38% GHJKMN |
| SEG/SEX | | | | | | | | | | | | | | | | |
| AB - MALE | 392 10% 100% | 392 100% 100% BCDEF | - - - | - - - | - - - | - - - | - - - | 81 50% 21% HIKLN O | - - - | - - - | 153 50% 39% HIKLN O | - - - | - - - | - - - | 158 52% 40% HIKLN O | - - - |
| AB - FEMALE | 379 10% 100% | - - - | 379 100% 100% ACDEF | - - - | - - - | - - - | - - - | 81 50% 21% HIKLN O | - - - | - - - | 152 50% 40% HIKLN O | - - - | - - - | - - - | 146 48% 38% HIKLN O | - - - |
| C1C2 - MALE | 1010 26% 100% | - - - | - - - | 1010 100% 100% ABDEF | - - - | - - - | - - - | - - - | 365 57% 36% GULM MNO | - - - | - - - | 364 50% 36% GULM O | - - - | - - - | 281 46% 28% GULM O | - - - |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------|---------------------|---------------------------|---------------------------|----------------------------|---------------------------|--------------------------------|---------------------------|------------------------------------|------------------------------------|-------------------------------------|------------------------------------|------------------------------------|------------------------------------|--------------------|---------------------------------|------------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3829 100% | 392 10% | 379 10% | 1010 26% | 967 25% | 474 12% | 606 16% | 162 4% | 639 17% | 383 10% | 305 8% | 731 19% | 284 7% | 303 8% | 608 16% | 413 11% |
| C1C2 - FEMALE | 967 25% 100% | - - - | - - - | - - - | 967 100% 100% | - - - | - - - | - - - | 274 43% 28% GULM O | - - - | - - - | 367 50% 38% GHUL MO | - - - | - - - | 327 54% 34% GHUL MO | - - - |
| DE - MALE | 474 12% 100% | - - - | - - - | - - - | - - - | 474 100% 100% | - - - | - - - | - - - | 159 41% 33% GHJKM N | - - - | - - - | 141 50% 30% GHJK MNO | - - - | - - - | 174 42% 37% GHJKMN |
| DE - FEMALE | 606 16% 100% | - - - | - - - | - - - | - - - | - - - | 606 100% 100% | - - - | - - - | 224 59% 37% GHJKL MN | - - - | - - - | 143 50% 24% GHJKM N | - - - | - - - | 239 58% 39% GHJKLMN |
| AGE/SEG | | | | | | | | | | | | | | | | |
| 16-34 - AB | 162 4% 100% | 81 21% 50% CDEF | 81 21% 50% CDEF | - - - | - - - | - - - | - - - | 162 100% 100% HUKL MNO | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 16-34 - C1C2 | 639 17% 100% | - - - | - - - | 365 36% 57% ABDEF | 274 28% 43% ABEF | - - - | - - - | - - - | 639 100% 100% GUKL MNO | - - - | - - - | - - - | - - - | - - - | - - - | - - - |
| 16-34 - DE | 383 10% 100% | - - - | - - - | - - - | - - - | 159 33% 41% ABCD | 224 37% 59% ABCD | - - - | - - - | 383 100% 100% GHJKL MNO | - - - | - - - | - - - | - - - | - - - | - - - |
| 35-54 - AB | 305 8% 100% | 153 39% 50% CDEF | 152 40% 50% CDEF | - - - | - - - | - - - | - - - | - - - | - - - | - - - | 305 100% 100% GHKL MNO | - - - | - - - | - - - | - - - | - - - |
| 35-54 - C1C2 | 731 19% 100% | - - - | - - - | 364 36% 50% ABEF | 367 38% 50% ABEF | - - - | - - - | - - - | - - - | - - - | - - - | 731 100% 100% GHUL MNO | - - - | - - - | - - - | - - - |
| 35-54 - DE | 284 7% 100% | - - - | - - - | - - - | - - - | 141 30% 50% ABCD F | 143 24% 50% ABCD | - - - | - - - | - - - | - - - | - - - | 284 100% 100% GHJK MNO | - - - | - - - | - - - |

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**

FRI MAR 30 12:41:31 BST 2012



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------|----------------------------|---------------------------|---------------------------|---------------------------|----------------------------|---------------------------|---------------------------|------------------------|--------------------------------|--------------------------------|-------------------------|--------------------------|-------------------------|------------------------------------|------------------------------------|----------------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3829 100% | 392 10% | 379 10% | 1010 26% | 967 25% | 474 12% | 606 16% | 162 4% | 639 17% | 383 10% | 305 8% | 731 19% | 284 7% | 303 8% | 608 16% | 413 11% |
| 55+ - AB | 303 8% 100% | 158 40% 52% CDEF | 146 38% 48% CDEF | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | 303 100% 100% GHUK LNO | - - - | - - - |
| 55+ - C1C2 | 608 16% 100% | - - - | - - - | 281 28% 46% ABEF | 327 34% 54% ABCEF | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | 608 100% 100% GHUK LMO | - - - |
| 55+ - DE | 413 11% 100% | - - - | - - - | - - - | - - - | 174 37% 42% ABCD | 239 39% 58% ABCD | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | 413 100% 100% GHUKLMN |
| NATION | | | | | | | | | | | | | | | | |
| ENGLAND | 3208 84% 100% | 338 86% 11% EF | 325 86% 10% EF | 873 86% 27% EF | 814 84% 25% EF | 372 78% 12% | 486 80% 15% | 135 83% 4% | 541 85% 17% IL | 304 79% 9% | 268 86% 8% ILO | 623 85% 19% ILO | 222 78% 7% | 260 86% 8% IL | 522 86% 16% ILO | 333 80% 10% |
| SCOTLAND | 326 9% 100% | 25 6% 8% | 30 8% 9% | 77 8% 24% | 79 8% 24% | 60 13% 18% ABCD | 55 9% 17% | 19 12% 6% J | 47 7% 14% | 48 13% 15% HJKMN O | 18 6% 5% | 58 8% 18% | 32 11% 10% JM | 18 6% 6% | 51 8% 16% | 35 8% 11% |
| NORTHERN IRELAND | 107 3% 100% | 7 2% 7% | 8 2% 8% | 23 2% 21% | 28 3% 26% | 19 4% 18% | 23 4% 21% | 4 2% 4% | 21 3% 19% N | 13 3% 12% N | 4 1% 4% | 24 3% 22% N | 9 3% 8% N | 7 2% 7% | 6 1% 6% | 20 5% 18% JN |
| WALES | 188 5% 100% | 21 5% 11% | 16 4% 9% | 38 4% 20% | 47 5% 25% | 23 5% 12% | 42 7% 22% C | 5 3% 3% | 31 5% 16% | 18 5% 9% | 16 5% 8% | 26 4% 14% | 22 8% 11% K | 17 6% 9% | 29 5% 15% | 26 6% 14% K |
| ETHNICITY | | | | | | | | | | | | | | | | |
| WHITE BRITISH | 3206 84% 100% | 338 86% 11% CE | 332 88% 10% CE | 793 78% 26% | 842 87% 26% CE | 382 80% 12% | 519 86% 16% CE | 121 75% 4% | 448 70% 14% | 288 75% 9% | 256 84% 8% GHI | 607 83% 19% GHI | 236 83% 7% GHI | 293 96% 9% GHUJ KLO | 580 95% 18% GHUJ KLO | 377 91% 12% GHUJ KLO |
| MINORITY ETHNIC GROUP | 344 9% 100% | 29 7% 8% | 34 9% 10% | 117 12% 34% AD | 65 7% 19% | 42 9% 12% | 56 9% 16% | 23 14% 7% MNO | 100 16% 29% KLMN O | 56 15% 16% KLMNO | 32 10% 9% MNO | 65 9% 19% MNO | 24 9% 7% MNO | 8 3% 2% | 17 3% 5% | 19 5% 5% |

GfK NC

FRI MAR 30 12:41:31 BST 2012

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NOP/421841/421842 : POSTAL SERVICES
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STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------------|--|---------------------------|---------------------------|-------------------------|-------------------------|---------------------------|---------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|---------------------------------|-------------------------------|------------------------------|--------------------------------|--------------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3829 100% | 392 10% | 379 10% | 1010 26% | 967 25% | 474 12% | 606 16% | 162 4% | 639 17% | 383 10% | 305 8% | 731 19% | 284 7% | 303 8% | 608 16% | 413 11% |
| ILLNESS/DISABILITY | | | | | | | | | | | | | | | | |
| HAS ILLNESS/DISABILITY | 564 15% 100% | 39 10% 7% | 41 11% 7% | 87 9% 15% | 135 14% 24% C | 123 26% 22% ABCD | 139 23% 25% ABCD | 10 6% 2% H | 17 3% 3% | 27 7% 5% H | 13 4% 2% | 55 8% 10% H | 87 31% 15% GHJ KM | 56 19% 10% GHJ K | 150 25% 27% GHJ KM | 148 36% 26% GHJ KM |
| NO ILLNESS/DISABILITY | 3021 79% 100% | 339 86% 11% CEF | 326 86% 11% EF | 821 81% 27% EF | 795 82% 14% EF | 307 65% 10% E | 433 71% 17% E | 145 90% 5% ILMN O | 538 84% 18% LNO | 309 81% 10% LNO | 281 92% 9% HILM NO | 642 88% 21% ILMNO | 186 66% 6% GHJ KM | 238 79% 8% LNO | 435 72% 14% O | 246 59% 8% GHJ KM |
| HOUSEBOUND | 158 4% 100% | 8 2% 5% | 8 2% 5% | 29 3% 18% | 31 3% 20% | 34 7% 21% ABCD | 48 8% 31% ABCD | 5 3% 3% | 14 2% 9% | 9 2% 6% | 2 1% 1% | 16 2% 10% | 31 11% 20% GHJ KM | 10 3% 6% J | 30 5% 19% HJ K | 42 10% 27% GHJ KM |
| TECHNOLOGY OWNERSHIP | | | | | | | | | | | | | | | | |
| BROADBAND IN HOME | | | | | | | | | | | | | | | | |
| HAS BBAT HOME | 2910 76% 100% | 360 92% 12% CDEF | 332 88% 11% CDEF | 829 82% 28% EF | 801 83% 28% EF | 267 56% 9% | 321 53% 11% ABCD | 154 95% 5% HILM NO | 555 87% 19% ILMNO | 239 62% 8% O | 295 97% 10% HJ MNO | 670 92% 23% HILMN O | 192 67% 7% O | 242 80% 8% ILNO | 406 67% 14% O | 158 38% 5% GHJ KM |
| NO BBAT HOME | 919 24% 100% | 32 8% 3% | 47 12% 5% | 182 18% 20% AB | 166 17% 18% AB | 207 44% 23% ABCD | 285 47% 31% ABCD | 8 5% 1% | 84 13% 9% GJK | 144 38% 16% GHJ KM | 10 3% 1% J | 61 8% 7% J | 93 33% 10% GHJ KM | 61 20% 7% GHJ K | 203 33% 22% GHJ M | 256 62% 28% GHJ KM |
| MOBILE PHONE | | | | | | | | | | | | | | | | |
| MOBILE ONLY (NO LANDLINE) | 3510 92% 100% | 372 96% 1% EF | 362 96% 10% EF | 956 95% 27% EF | 911 94% 26% EF | 404 85% 12% | 506 83% 14% | 162 100% 5% ILMN O | 634 99% 18% ILMN O | 356 93% 10% NO | 299 98% 9% ILMN O | 718 98% 20% ILMNO | 265 93% 8% NO | 273 90% 8% NO | 515 85% 15% O | 289 70% 8% GHJ KL |
| WITHOUT MOBILES | 319 8% 100% | 20 5% 6% | 16 4% 5% | 54 5% 17% | 57 6% 18% | 71 15% 22% ABCD | 101 17% 32% ABCD | - - - | 5 1% 2% | 27 7% 8% GHJ K | 5 2% 2% | 13 2% 4% | 20 7% 6% GHJ K | 31 10% 10% GHJ K | 94 15% 29% GHJ KL | 125 30% 39% GHJ KL |

GfK

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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
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STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|-----------------------------|---------------------------|--------------------------|--------------------------|--------------------------|---------------------------|---------------------------|-------------------------------|--------------------------|---------------------------------|----------------------------------|---------------------------------|---------------------------------|-------------------------------|--------------------------------|-----------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3829 100% | 392 10% | 379 10% | 1010 26% | 967 25% | 474 12% | 606 16% | 162 4% | 639 17% | 383 10% | 305 8% | 731 19% | 284 7% | 303 8% | 608 16% | 413 11% |
| GROSS ANNUAL HOUSEHOLD INCOME £'S (HOH AND H'WIVES ONLY) | | | | | | | | | | | | | | | | |
| HIGH | 508 13% 100% | 116 30% 23% CDEF | 98 26% 19% CDEF | 145 14% 28% EF | 129 13% 25% EF | 11 2% 2% | 10 2% 2% | 46 28% 9% HILM NO | 62 10% 12% ILO | 7 2% 1% | 126 41% 25% GHK LMNO | 164 22% 32% HILMN O | 6 2% 1% | 42 14% 8% ILNO | 48 8% 9% ILO | 8 2% 2% |
| MEDIUM | 506 13% 100% | 70 18% 14% BEF | 46 12% 9% EF | 171 17% 34% BEF | 162 17% 32% EF | 26 5% 5% | 33 5% 6% | 22 13% 4% IO | 110 17% 22% ILO | 23 6% 5% O | 35 11% 7% IO | 141 19% 28% IJLNO | 23 8% 4% O | 59 20% 12% IJLN O | 81 13% 16% ILO | 12 3% 2% |
| LOW | 725 19% 100% | 20 5% 3% | 24 6% 3% | 108 11% 15% AB | 171 18% 24% ABC | 162 34% 22% ABCD | 239 39% 33% ABCD | 8 5% 1% | 73 12% 10% GJ | 134 35% 19% GHJKM N | 6 2% 1% | 77 11% 11% J | 118 42% 16% GHJKM N | 30 10% 4% J | 128 21% 18% GHJK M | 149 36% 21% GHJKMN |
| REFUSED | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|------------------|------------------------------------|---------------------|-----------------------|------------------------|-------------------------|-----------------------|------------------------|-------------------------|-------------------------|-------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | 3827 100% | 363 9% | 371 10% | 844 22% | 890 23% | 557 15% | 802 21% | 143 4% | 522 14% | 433 11% | 247 6% | 575 15% | 365 10% | 344 9% | 637 17% | 561 15% |
| WEIGHTED TOTAL | 3829 100% | 392 10% | 379 10% | 1010 26% | 967 25% | 474 12% | 606 16% | 162 4% | 639 17% | 383 10% | 305 8% | 731 19% | 284 7% | 303 8% | 608 16% | 413 11% |
| AGE | | | | | | | | | | | | | | | | |
| 16-24 | 571 15% 100% ABJLM NO | 27 7% 5% | 25 7% 4% | 172 17% 30% | 121 12% 21% | 95 20% 17% P | 132 22% 23% P | 52 32% 9% P | 293 46% 51% P | 227 59% 40% P | - - | - - | - - | - - | - - | - - |
| 25-34 | 612 16% 100% JLMNO | 54 14% 9% | 56 15% 9% | 193 19% 32% P | 153 16% 25% | 64 13% 10% | 92 15% 15% | 110 68% 18% P | 346 54% 57% P | 156 41% 29% P | - - | - - | - - | - - | - - | - - |
| 35-44 | 684 18% 100% FGHI MNO | 87 22% 13% | 82 22% 12% | 183 18% 27% | 195 20% 28% | 73 15% 11% | 65 11% 9% | - - | - - | - - | 169 55% 25% P | 378 52% 55% | 138 48% 20% P | - - | - - | - - |
| 45-54 | 636 17% 100% FGHI MNO | 67 17% 11% | 69 16% 11% | 181 18% 29% | 172 18% 27% | 68 14% 11% | 78 13% 12% | - - | - - | - - | 136 45% 21% P | 353 48% 55% | 147 52% 23% P | - - | - - | - - |
| 55-64 | 556 15% 100% GHIJ L | 63 16% 11% | 60 16% 11% | 130 13% 23% | 149 15% 27% | 81 17% 15% | 73 12% 13% | - - | - - | - - | - - | - - | - - | 123 41% 22% P | 279 48% 50% P | 153 37% 28% P |
| 65-74 | 416 11% 100% CGHI JL | 55 14% 13% | 46 12% 11% | 81 8% 19% | 96 10% 23% | 57 12% 14% | 82 14% 20% P | - - | - - | - - | - - | - - | - - | 101 33% 24% P | 176 29% 42% P | 139 34% 33% P |
| 75+ | 353 9% 100% GHIJ L | 39 10% 11% | 40 11% 11% | 71 7% 20% | 82 8% 23% | 37 8% 10% | 84 14% 24% P | - - | - - | - - | - - | - - | - - | 79 26% 22% P | 153 25% 43% P | 121 29% 34% P |
| 16-34 | 1184 31% 100% ABJLM NO | 81 21% 7% | 81 21% 7% | 365 36% 31% P | 274 28% 23% | 159 33% 13% | 224 37% 19% P | 162 100% 14% P | 639 100% 54% P | 383 100% 32% P | - - | - - | - - | - - | - - | - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
 * SMALL BASE



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------|-------------------------------------|-------------------------|-------------------------|--------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3829 100% | 392 10% | 379 10% | 1010 26% | 967 25% | 474 12% | 606 16% | 162 4% | 639 17% | 383 10% | 305 8% | 731 19% | 284 7% | 303 8% | 608 16% | 413 11% |
| 35-54 | 1876 49% 100% FGHI MO | 217 55% 12% P | 211 56% 11% P | 494 49% 26% | 516 53% 28% P | 222 47% 12% | 216 36% 12% | - - - | - - - | - - - | 305 100% 16% P | 731 100% 39% | 284 100% 15% P | 123 41% 7% | 279 46% 15% | 153 37% 8% |
| 65+ | 769 20% 100% CGHI JL | 94 24% 12% P | 86 23% 11% P | 151 15% 20% | 178 18% 23% | 94 20% 12% | 166 27% 22% P | - - - | - - - | - - - | - - - | - - - | - - - | 180 59% 23% P | 329 54% 43% P | 260 63% 34% P |
| 16-34 | 1184 31% 100% ABJLM NO | 81 21% 7% | 81 21% 7% | 365 36% 31% P | 274 28% 23% | 159 33% 13% | 224 37% 19% P | 162 100% 14% P | 639 100% 54% P | 383 100% 32% P | - - - | - - - | - - - | - - - | - - - | - - - |
| 35-54 | 1320 34% 100% EFGH IMNO | 153 39% 12% P | 152 40% 11% P | 364 36% 28% | 367 38% 28% | 141 30% 11% | 143 24% 11% | - - - | - - - | - - - | 305 100% 23% P | 731 100% 55% | 284 100% 22% P | - - - | - - - | - - - |
| 55+ | 1325 35% 100% CGHI JL | 158 40% 12% P | 146 38% 11% P | 281 28% 21% | 327 34% 25% | 174 37% 13% | 239 39% 18% P | - - - | - - - | - - - | - - - | - - - | - - - | 303 100% 23% P | 608 100% 46% P | 413 100% 31% P |
| SEX | | | | | | | | | | | | | | | | |
| MALE | 1876 49% 100% BDFI O | 392 100% 21% P | - - - | 1010 100% 54% P | - - - | 474 100% 25% P | - - - | 81 50% 4% | 365 57% 19% P | 159 41% 8% | 153 50% 8% | 364 50% 19% | 141 50% 8% | 158 52% 8% | 281 46% 15% | 174 42% 9% |
| FEMALE | 1952 51% 100% ACEH | - - - | 379 100% 19% P | - - - | 967 100% 50% P | - - - | 606 100% 31% P | 81 50% 4% | 274 43% 14% P | 224 59% 11% P | 152 50% 8% | 367 50% 19% | 143 50% 7% | 146 48% 7% | 327 54% 17% | 239 58% 12% P |
| SEX/AGE | | | | | | | | | | | | | | | | |
| MALE 16-34 | 605 16% 100% BDFJ LMNO | 81 21% 13% P | - - - | 365 36% 60% P | - - - | 159 33% 26% P | - - - | 81 50% 13% P | 365 57% 60% P | 159 41% 26% P | - - - | - - - | - - - | - - - | - - - | - - - |

GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------|---------------------------------------|------------------------|------------------------|------------------------|-------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3829 100% | 392 10% | 379 10% | 1010 26% | 967 25% | 474 12% | 606 16% | 162 4% | 639 17% | 383 10% | 305 8% | 731 19% | 284 7% | 303 8% | 608 16% | 413 11% |
| MALE 35-54 | 659 17% BDGF 100% HIMNO | 153 39% 23% P | - | 364 36% 55% P | - | 141 30% 21% P | - | - | - | - | 153 50% 23% P | 364 50% 55% P | 141 50% 21% P | - | - | - |
| MALE 65+ | 339 9% BDGF 100% HJUL | 94 24% 28% P | - | 151 15% 45% P | - | 94 20% 28% P | - | - | - | - | - | - | - | 94 31% 28% P | 151 25% 45% P | 94 23% 28% P |
| FEMALE 16-34 | 579 15% ACEJL 100% MNO | - | 81 21% 14% P | - | 274 28% 47% P | - | 224 37% 39% P | 81 50% 14% P | 274 43% 47% P | 224 59% 39% P | - | - | - | - | - | - |
| FEMALE 35-54 | 661 17% ACEGH 100% IMNO | - | 152 40% 23% P | - | 367 38% 55% P | - | 143 24% 22% P | - | - | - | 152 50% 23% P | 367 50% 55% P | 143 50% 22% P | - | - | - |
| FEMALE 65+ | 430 11% ACEGH 100% IJL | - | 86 23% 20% P | - | 178 18% 41% P | - | 166 27% 39% P | - | - | - | - | - | - | 86 28% 20% P | 178 29% 41% P | 166 40% 39% P |
| SEG | | | | | | | | | | | | | | | | |
| A | 119 3% CDEF 100% HILNO | 71 18% 60% P | 47 12% 40% P | - | - | - | - | 17 11% 15% P | - | - | 48 16% 41% P | - | - | 53 18% 45% P | - | - |
| B | 652 17% CDEF 100% HILNO | 320 82% 49% P | 331 88% 51% P | - | - | - | - | 145 89% 22% P | - | - | 257 84% 39% P | - | - | 250 82% 38% P | - | - |
| C1 | 1142 30% ABEFG 100% IJLMO | - | - | 551 55% 49% P | 591 61% 52% P | - | - | - | 369 58% 32% P | - | - | 425 58% 37% P | - | - | 349 57% 31% P | - |

GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------|---------------------|-------------------------|-------------------------|--------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3829 100% | 392 10% | 379 10% | 1010 26% | 967 25% | 474 12% | 606 16% | 162 4% | 639 17% | 383 10% | 305 8% | 731 19% | 284 7% | 303 8% | 608 16% | 413 11% |
| C2 | 836 22% 100% | - | - | 459 45% P | 377 39% 45% P | - | - | - | 270 42% 32% P | - | - | 306 42% 37% | - | - | 260 43% 31% P | - |
| D | 514 13% 100% | - | - | - | - | 239 50% 46% P | 275 45% 54% P | - | - | 236 62% 46% P | - | - | 147 52% 29% P | - | - | 131 32% 25% P |
| E | 567 15% 100% | - | - | - | - | 235 50% 42% P | 331 55% 58% P | - | - | 147 38% 26% P | - | - | 138 48% 24% P | - | - | 283 68% 50% P |
| AB | 770 20% 100% | 392 100% 51% P | 379 100% 49% P | - | - | - | - | 162 100% 21% P | - | - | 305 100% 40% P | - | - | 303 100% 39% P | - | - |
| C1C2 | 1978 52% 100% | - | - | 1010 100% 51% P | 967 100% 49% P | - | - | - | 639 100% 32% P | - | - | 731 100% 37% | - | - | 608 100% 31% P | - |
| DE | 1081 28% 100% | - | - | - | - | 474 100% 44% P | 606 100% 56% P | - | - | 383 100% 35% P | - | - | 284 100% 26% P | - | - | 413 100% 38% P |
| SEG/SEX | | | | | | | | | | | | | | | | |
| AB - MALE | 392 10% 100% | 392 100% | - | - | - | - | - | 81 50% 21% P | - | - | 153 50% 39% | - | - | 158 52% 40% | - | - |
| | BCD EFHILN | P | | | | | | P | | | P | | | P | | |
| AB - FEMALE | 379 10% 100% | - | 379 100% P | - | - | - | - | 81 50% 21% P | - | - | 152 50% 40% P | - | - | 146 48% 38% P | - | - |
| | ACDEF HILNO | | P | | | | | P | | | P | | | P | | |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------|--|------------------------|------------------------|------------------------|-------------------------|------------------------|------------------------|----------------------|------------------------|------------------------|----------------------|------------------------|------------------------|--------------------|------------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3829 100% | 392 10% | 379 10% | 1010 26% | 967 25% | 474 12% | 606 16% | 162 4% | 639 17% | 383 10% | 305 8% | 731 19% | 284 7% | 303 8% | 608 16% | 413 11% |
| C1C2 - MALE | 1010 26% 100% ABDEF GJLMNO | - | - | 1010 100% P | - | - | - | - | 365 57% 36% P | - | - | 364 50% 36% P | - | - | 281 46% 28% P | - |
| C1C2 - FEMALE | 967 25% 100% ABCEF GJLMNO | - | - | - | 967 100% P | - | - | - | 274 43% 28% P | - | - | 367 50% 38% P | - | - | 327 54% 34% P | - |
| DE - MALE | 474 12% 100% ABCDF GHJMN | - | - | - | - | 474 100% P | - | - | - | 159 41% 33% P | - | - | 141 50% 30% P | - | - | 174 42% 37% P |
| DE - FEMALE | 606 16% 100% ABCDE GHJMN | - | - | - | - | - | 606 100% P | - | - | 224 59% 37% P | - | - | 143 50% 24% P | - | - | 239 58% 39% P |
| AGE/SEG | | | | | | | | | | | | | | | | |
| 16-34 - AB | 162 4% 100% CDEF HIJLMN ○ | 81 21% 50% P | 81 21% 50% P | - | - | - | - | 162 100% P | - | - | - | - | - | - | - | - |
| 16-34 - C1C2 | 639 17% 100% ABCFG IJLMNO | - | - | 365 36% 57% P | 274 28% 43% P | - | - | - | 639 100% P | - | - | - | - | - | - | - |
| 16-34 - DE | 383 10% 100% ABCDG HJLMNO | - | - | - | - | 159 33% 41% P | 224 37% 59% P | - | - | 383 100% P | - | - | - | - | - | - |
| 35-54 - AB | 305 8% 100% CDEF GHILMN ○ | 153 39% 50% P | 152 40% 50% P | - | - | - | - | - | - | - | 305 100% P | - | - | - | - | - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|-----------------------|---|------------------------|------------------------|------------------------|-------------------------|------------------------|------------------------|----------------------|------------------------|-----------------------|----------------------|------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3829 100% | 392 10% | 379 10% | 1010 26% | 967 25% | 474 12% | 606 16% | 162 4% | 639 17% | 383 10% | 305 8% | 731 19% | 284 7% | 303 8% | 608 16% | 413 11% |
| 35-54 - C1C2 | 731 19% 100% ABEFG HIJLMN ○ | - | - | 364 36% 50% P | 367 38% 50% P | - | - | - | - | - | - | 731 100% 100% | - | - | - | - |
| 35-54 - DE | 284 7% 100% ABCDG HIJMN ○ | - | - | - | - | 141 30% 50% P | 143 24% 50% P | - | - | - | - | - | 284 100% 100% P | - | - | - |
| 55+ - AB | 303 8% 100% CDEF GHIJLN ○ | 158 40% 52% P | 146 38% 48% P | - | - | - | - | - | - | - | - | - | - | 303 100% 100% P | - | - |
| 55+ - C1C2 | 608 16% 100% ABEFG HIJLMO | - | - | 281 28% 46% P | 327 34% 54% P | - | - | - | - | - | - | - | - | - | 608 100% 100% P | - |
| 55+ - DE | 413 11% 100% ABCDG HIJLMN | - | - | - | - | 174 37% 42% P | 239 39% 58% P | - | - | - | - | - | - | - | - | 413 100% 100% P |
| NATION | | | | | | | | | | | | | | | | |
| ENGLAND | 3208 84% 100% EFIL | 338 8% 11% | 325 8% 10% | 873 8% 27% | 814 8% 25% | 372 7% 12% | 486 8% 15% | 135 3% 4% | 541 8% 17% | 304 7% 9% | 268 8% 8% | 623 8% 19% | 222 7% 7% | 260 8% 8% | 522 8% 16% | 333 8% 10% |
| SCOTLAND | 326 9% 100% | 25 6% 8% | 30 8% 9% | 77 8% 24% | 79 8% 24% | 60 13% 17% P | 55 9% 17% | 19 12% 6% | 47 7% 14% | 48 13% 15% P | 18 6% 5% | 58 8% 18% | 32 11% 10% | 18 6% 6% | 51 8% 16% | 35 8% 11% |
| NORTHERN IRELAND | 107 3% 100% N | 7 2% 7% | 8 2% 8% | 23 2% 21% | 28 3% 26% | 19 4% 18% | 23 4% 21% | 4 2% 4% | 21 3% 19% | 13 3% 12% | 4 1% 4% | 24 3% 22% | 9 3% 8% | 7 2% 7% | 6 1% 6% | 20 5% 18% P |
| WALES | 188 5% 100% | 21 5% 11% | 16 4% 9% | 38 4% 20% | 47 5% 25% | 23 5% 12% | 42 7% 22% P | 5 3% 3% | 31 5% 16% | 18 5% 9% | 16 5% 8% | 26 4% 14% | 22 8% 11% P | 17 6% 9% | 29 5% 15% | 26 6% 14% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
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STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|------------------------------|-----------------------------------|------------------------|------------------------|------------------------|-------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|-----------------------|-----------------------|------------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3829 100% | 392 10% | 379 10% | 1010 26% | 967 25% | 474 12% | 606 16% | 162 4% | 639 17% | 383 10% | 305 8% | 731 19% | 284 7% | 303 8% | 608 16% | 413 11% |
| ETHNICITY | | | | | | | | | | | | | | | | |
| WHITE BRITISH | 3206 84% 100% CGHI | 338 86% 11% | 332 88% 10% | 793 78% 25% P | 842 87% 26% P | 382 80% 12% | 519 86% 16% | 121 75% 4% | 448 70% 14% | 288 75% 9% | 256 84% 8% | 607 83% 19% | 236 83% 7% | 293 96% 9% P | 580 95% 18% P | 377 91% 12% P |
| MINORITY ETHNIC GROUP | 344 9% 100% DMNO | 29 7% 8% | 34 9% 10% | 117 12% 34% P | 65 7% 19% | 42 9% 12% | 56 9% 16% | 23 14% 7% P | 100 16% 29% P | 56 15% 16% P | 32 10% 9% | 65 9% 19% | 24 9% 7% | 8 3% 2% | 17 3% 5% | 19 5% 5% |
| ILLNESS/DISABILITY | | | | | | | | | | | | | | | | |
| HAS ILLNESS/DISABILITY | 564 15% 100% ACGHI J | 39 10% 7% | 41 11% 7% | 87 9% 15% | 135 14% 24% | 123 26% 22% P | 139 23% 25% P | 10 6% 2% | 17 3% 3% | 27 7% 5% | 13 4% 2% | 55 8% 10% | 87 31% 15% P | 56 19% 10% | 150 25% 27% P | 148 36% 26% P |
| NO ILLNESS/DISABILITY | 3021 79% 100% EFLN O | 339 86% 11% P | 326 86% 11% P | 821 81% 27% P | 795 82% 26% P | 307 65% 10% | 433 71% 14% | 145 90% 5% P | 538 84% 18% P | 309 81% 10% | 281 92% 9% P | 642 88% 21% P | 186 65% 6% | 238 79% 8% | 435 72% 14% | 246 59% 8% |
| HOUSEBOUND | 158 4% 100% HJ | 8 2% 5% | 8 2% 5% | 29 3% 18% | 31 3% 20% | 34 7% 21% P | 48 8% 31% P | 5 3% 3% | 14 2% 9% | 9 2% 6% | 2 1% 1% | 16 2% 10% | 31 11% 20% P | 10 3% 6% | 30 5% 19% | 42 10% 27% P |
| TECHNOLOGY OWNERSHIP | | | | | | | | | | | | | | | | |
| BROADBAND IN HOME | | | | | | | | | | | | | | | | |
| HAS BBAT HOME | 2910 76% 100% EFLN NO | 360 92% 12% P | 332 88% 11% P | 829 82% 28% P | 801 83% 28% P | 267 56% 9% | 321 53% 11% | 154 95% 5% P | 555 87% 19% P | 239 62% 8% | 295 97% 10% P | 670 92% 23% P | 192 67% 7% | 242 80% 8% | 406 67% 14% | 158 38% 5% |
| NO BBAT HOME | 919 24% 100% ABCDG HJ | 32 8% 3% | 47 12% 5% | 182 18% 20% | 166 17% 18% | 207 44% 23% P | 285 47% 31% P | 8 5% 1% | 84 13% 9% | 144 38% 16% P | 10 3% 1% | 61 8% 7% | 93 33% 10% P | 61 20% 7% | 203 33% 22% P | 256 62% 28% P |
| MOBILE PHONE | | | | | | | | | | | | | | | | |
| MOBILE ONLY (NO LANDLINE) | 3510 92% 100% EFNO | 372 95% 11% P | 362 96% 10% P | 956 95% 27% P | 911 94% 26% P | 404 85% 12% | 506 83% 14% | 162 100% 5% P | 634 99% 18% P | 356 93% 10% | 299 98% 9% P | 718 98% 20% | 265 93% 8% | 273 90% 8% | 515 85% 15% | 289 70% 8% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (P) | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|-----------------------------------|------------------------|-----------------------|------------------------|-------------------------|------------------------|------------------------|----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|-----------------------|----------------------|------------------------|
| | | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| WEIGHTED TOTAL | 3829 100% | 392 10% | 379 10% | 1010 26% | 967 25% | 474 12% | 606 16% | 162 4% | 639 17% | 383 10% | 305 8% | 731 19% | 284 7% | 303 8% | 608 16% | 413 11% |
| WITHOUT MOBILES | 319 8% | 20 5% | 16 4% | 54 5% | 57 6% | 71 15% | 101 17% | - | 5 1% | 27 7% | 5 2% | 13 2% | 20 7% | 31 10% | 94 15% | 125 30% |
| | 100% ABCDG HJ | 6% | 5% | 17% | 18% | 22% P | 32% P | - | 2% | 8% | 2% | 4% | 6% | 10% | 29% P | 39% P |
| GROSS ANNUAL HOUSEHOLD INCOME £'S (HOH AND H'WIVES ONLY) | | | | | | | | | | | | | | | | |
| HIGH | 508 13% 100% EFHI LNO | 116 30% 23% P | 98 26% 19% P | 145 14% 28% | 129 13% 25% | 11 2% 2% | 10 2% 2% | 46 28% 9% P | 62 10% 12% | 7 2% 1% | 126 41% 25% P | 164 22% 32% | 6 2% 1% | 42 14% 8% | 48 8% 9% | 8 2% 2% |
| MEDIUM | 506 13% 100% EFIL O | 70 18% 14% P | 46 12% 9% | 171 17% 34% P | 162 17% 32% P | 26 5% 5% | 33 5% 6% | 22 13% 4% | 110 17% 22% P | 23 6% 5% | 35 11% 7% | 141 19% 28% | 23 8% 4% | 59 20% 12% P | 81 13% 16% | 12 3% 2% |
| LOW | 725 19% 100% ABCGH JM | 20 5% 3% | 24 6% 3% | 108 11% 15% | 171 18% 24% | 162 34% 22% P | 239 39% 33% P | 8 5% 1% | 73 12% 10% | 134 35% 19% P | 6 2% 1% | 77 11% 11% | 118 42% 16% P | 30 10% 4% | 128 21% 18% | 149 36% 21% P |
| REFUSED | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - P/A - P/B - P/C - P/D - P/E - P/F - P/G - P/H - P/I - P/J - P/P - P/L - P/M - P/N - P/O
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|------------------|---------------------|-----------------------------|----------------------------|-----------------------|--|------------------------|--------------------------|--------------------------|------------------------------------|--------------------------|--------------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3827 100% | 676 18% | 2919 76% | 186 5% | 2766 72% | 1061 28% | 351 9% | 562 15% | 2879 75% | 597 16% | 386 10% |
| WEIGHTED TOTAL | 3829 100% | 564 15% | 3021 79% | 158 4% | 2910 76% | 919 24% | 293 8% | 530 14% | 2981 78% | 556 15% | 319 8% |
| AGE | | | | | | | | | | | |
| 16-24 | 571 15% 100% | 21 4% 4% | 461 15% 81% AC | 12 8% 2% A | 452 16% 79% | 120 13% 21% | 11 4% 2% | 159 30% 28% FHJ | 392 13% 69% FJ | 168 30% 29% FHJ | 20 6% 4% |
| 25-34 | 612 16% 100% | 33 6% 5% | 531 18% 87% AC | 16 10% 3% | 496 17% 81% E | 116 13% 19% | 8 3% 1% | 150 28% 25% FHJ | 451 15% 74% FJ | 154 28% 25% FHJ | 12 4% 2% |
| 35-44 | 684 18% 100% | 65 11% 9% | 592 20% 87% A | 22 14% 3% | 603 21% 88% E | 82 9% 12% | 17 6% 3% | 87 16% 13% FJ | 579 19% 85% FJ | 88 16% 13% FJ | 19 6% 3% |
| 45-54 | 636 17% 100% | 91 16% 14% | 517 17% 81% | 27 17% 4% | 554 19% 87% E | 81 9% 13% | 17 6% 3% | 63 12% 10% FJ | 553 19% 87% FGJ | 66 12% 10% FJ | 19 6% 3% |
| 55-64 | 556 15% 100% | 104 18% 19% B | 428 14% 77% | 26 16% 5% | 434 15% 78% | 122 13% 22% | 43 15% 8% GI | 45 8% 8% | 464 16% 84% GI | 48 9% 9% | 47 15% 8% |
| 65-74 | 416 11% 100% | 108 19% 26% BC | 288 10% 69% | 18 11% 4% | 270 9% 65% | 146 16% 35% D | 72 25% 17% GHI | 18 3% 4% | 323 11% 78% GI | 21 4% 5% | 75 23% 18% GHI |
| 75+ | 353 9% 100% | 142 25% 40% B | 203 7% 57% | 38 24% 11% B | 101 3% 29% | 252 27% 71% D | 124 42% 35% GHI | 7 1% 2% | 218 7% 62% GI | 11 2% 3% | 128 40% 36% GHI |
| 16-34 | 1184 31% 100% | 54 10% 5% | 992 33% 84% AC | 28 18% 2% A | 948 33% 80% E | 236 26% 20% | 20 7% 2% | 309 58% 26% FHJ | 843 28% 71% FJ | 321 58% 27% FHJ | 32 10% 3% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|-----------------------|----------------------------|-----------------------------|----------------------------|----------------------|--|------------------------|--------------------------|--------------------------|------------------------------------|--------------------------|--------------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3829 100% | 564 15% | 3021 79% | 158 4% | 2910 76% | 919 24% | 293 8% | 530 14% | 2981 78% | 556 15% | 319 8% |
| 35-64 | 1876 49% 100% | 259 46% 14% | 1538 51% 82% A | 74 47% 4% | 1590 56% 85% E | 285 31% 15% | 77 26% 4% | 195 37% 10% FJ | 1596 54% 85% FGJ | 202 36% 71% FJ | 85 27% 5% |
| 65+ | 769 20% 100% | 251 44% 33% BC | 491 16% 64% | 56 35% 7% B | 372 13% 48% | 398 43% 52% D | 196 67% 25% GHI | 26 5% 3% | 541 18% 70% GI | 32 6% 4% | 202 64% 26% GHI |
| 16-34 | 1184 31% 100% | 54 10% 5% | 992 33% 84% AC | 28 18% 2% A | 948 33% 80% E | 236 26% 20% | 20 7% 2% | 309 58% 26% FHJ | 843 28% 71% FJ | 321 58% 27% FHJ | 32 10% 3% |
| 35-54 | 1320 34% 100% | 156 28% 12% | 1110 37% 84% A | 48 31% 4% | 1157 40% 88% E | 163 18% 12% | 34 12% 3% | 150 28% 11% FJ | 1132 38% 86% FGJ | 154 28% 12% FJ | 38 12% 3% |
| 55+ | 1325 35% 100% | 354 63% 27% BC | 920 30% 69% | 82 52% 6% B | 805 28% 61% | 520 57% 39% D | 239 82% 18% GHI | 70 13% 5% | 1006 34% 76% GI | 80 14% 6% | 249 78% 19% GHI |
| SEX | | | | | | | | | | | |
| MALE | 1876 49% 100% | 249 44% 13% | 1467 49% 78% | 70 44% 4% | 1456 50% 78% E | 421 46% 22% | 132 45% 7% | 288 54% 15% FHJ | 1444 48% 77% | 301 54% 16% FHJ | 145 45% 8% |
| FEMALE | 1952 51% 100% | 315 56% 16% | 1554 51% 80% | 88 56% 4% | 1454 50% 74% | 498 54% 26% D | 161 55% 8% GI | 242 46% 12% | 1537 52% 79% GI | 254 46% 13% | 174 55% 9% GI |
| SEX/AGE | | | | | | | | | | | |
| MALE 16-34 | 605 16% 100% | 25 5% 4% | 494 16% 82% A | 18 11% 3% A | 503 17% 83% E | 101 11% 17% | 11 4% 2% | 156 30% 20% FHJ | 430 14% 71% FJ | 163 29% 27% FHJ | 18 6% 3% |
| MALE 35-54 | 659 17% 100% | 73 13% 11% | 547 18% 83% A | 24 15% 4% | 548 19% 83% E | 110 12% 17% | 19 6% 3% | 92 17% 14% FJ | 545 18% 83% FJ | 95 17% 14% FJ | 21 7% 3% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|-----------------------|--|-----------------------------|----------------------------|----------------------|--|------------------------|--------------------------|--------------------------|------------------------------------|--------------------------|--------------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3829 100% | 564 15% | 3021 79% | 158 4% | 2910 76% | 919 24% | 293 8% | 530 14% | 2981 78% | 556 15% | 319 8% |
| MALE 65+ | 339 9% 100% | 96 17% 28% BC | 223 7% 66% | 15 10% 4% | 196 7% 58% | 143 16% 42% D | 74 25% 22% GHI | 10 2% 3% | 252 8% 74% GI | 14 3% 4% | 78 24% 23% GHI |
| FEMALE 16-34 | 579 15% 100% | 29 5% 5% | 498 16% 86% AC | 10 6% 2% | 444 15% 77% | 135 15% 23% | 8 3% 1% | 153 29% 26% FHJ | 413 14% 71% FJ | 158 28% 27% FHJ | 14 4% 2% |
| FEMALE 35-54 | 661 17% 100% | 82 15% 12% | 563 9% 85% A | 24 15% 4% | 608 21% 92% E | 53 6% 8% | 15 5% 2% | 58 11% 9% FJ | 587 20% 89% FGJ | 59 11% 9% FJ | 17 5% 3% |
| FEMALE 65+ | 430 11% 100% | 154 27% 36% B | 269 9% 62% | 41 26% 9% B | 175 6% 41% | 255 28% 59% D | 122 42% 28% GHI | 16 3% 4% | 290 10% 67% GI | 18 3% 4% | 125 39% 29% GHI |
| SEG | | | | | | | | | | | |
| A | 119 3% 100% | 17 3% 15% | 100 3% 84% | 1 1% 1% | 108 4% 91% E | 10 1% 9% | 3 1% 2% | 5 1% 4% | 111 4% 94% FGJ | 5 1% 4% | 3 1% 2% |
| B | 652 17% 100% | 63 11% 10% | 565 9% 87% AC | 15 9% 2% | 583 20% 90% E | 68 7% 10% | 33 11% 5% GI | 24 5% 4% | 594 20% 91% FGJ | 24 4% 4% | 33 10% 5% GI |
| C1 | 1142 30% 100% | 130 23% 11% | 947 31% 83% A | 38 24% 3% | 962 33% 84% E | 180 20% 16% | 49 17% 4% | 139 26% 12% FJ | 952 32% 83% FGJ | 141 25% 12% FJ | 51 16% 4% |
| C2 | 836 22% 100% | 92 16% 11% | 668 22% 80% AC | 22 14% 3% | 668 23% 80% E | 168 18% 20% | 60 20% 7% | 90 17% 11% | 685 23% 82% GI | 90 16% 11% | 60 19% 7% |
| D | 514 13% 100% | 62 11% 12% | 404 13% 78% | 18 12% 4% | 349 12% 68% | 165 18% D | 46 16% 9% | 108 20% 21% H | 351 12% 23% 68% HI | 117 21% 23% HI | 54 17% 11% H |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
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GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|-----------------------|--|-----------------------------|----------------------------|----------------------|--|------------------------|------------------------|-------------------------|------------------------------------|-------------------------|------------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3829 100% | 564 15% | 3021 79% | 158 4% | 2910 76% | 919 24% | 293 8% | 530 14% | 2981 78% | 556 15% | 319 8% |
| E | 567 15% 100% | 200 36% B | 337 11% 59% | 64 40% B | 239 8% 42% | 327 36% 58% D | 101 35% 18% H | 163 31% 29% H | 287 10% 51% | 178 32% 31% H | 117 37% 21% H |
| AB | 770 20% 100% | 80 14% 10% | 665 22% 86% AC | 16 10% 2% | 692 24% 90% E | 79 9% 10% | 36 12% 5% GI | 29 5% 4% | 705 24% 92% FGU | 29 5% 4% | 36 11% 5% GI |
| C1C2 | 1978 52% 100% | 222 39% 11% | 1615 53% 82% AC | 60 38% 3% | 1630 56% 82% E | 348 38% 18% | 109 37% 6% | 230 43% 12% J | 1637 55% 83% FGU | 231 42% 12% J | 111 35% 6% |
| DE | 1081 28% 100% | 262 46% 24% B | 740 25% 69% | 82 52% 8% | 588 20% 54% | 492 54% D | 147 50% 14% H | 271 51% 25% H | 638 21% 59% | 295 53% 27% H | 171 54% 16% H |
| SEG/SEX | | | | | | | | | | | |
| AB - MALE | 392 10% 100% | 39 7% 10% | 339 11% 86% AC | 8 5% 2% | 360 12% 92% E | 32 3% 8% | 20 7% 5% GI | 14 3% 3% | 358 12% 91% FGU | 14 2% 3% | 20 6% 5% GI |
| AB - FEMALE | 379 10% 100% | 41 7% 11% | 326 11% 86% AC | 8 5% 2% | 332 11% 88% E | 47 5% 12% | 16 6% 4% I | 15 3% 4% | 347 12% 92% FGU | 15 3% 4% | 16 5% 4% |
| C1C2 - MALE | 1010 26% 100% | 87 15% 9% | 821 27% 81% AC | 29 18% 3% | 829 28% 82% E | 182 20% 18% | 53 18% 5% | 145 27% 14% FJ | 811 27% 80% FJ | 146 26% 14% FJ | 54 17% 5% |
| C1C2 - FEMALE | 967 25% 100% | 135 24% 14% | 795 26% 82% | 31 20% 3% | 801 28% 83% E | 166 18% 17% | 56 19% 6% | 84 16% 9% | 826 28% 85% FGU | 85 15% 9% | 57 18% 6% |
| DE - MALE | 474 12% 100% | 123 22% 26% B | 307 10% 65% | 34 21% 7% B | 267 9% 56% | 207 23% 44% D | 58 20% 12% H | 129 24% 27% H | 275 9% 58% | 141 25% 30% H | 71 22% 15% H |



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FRI MAR 30 12:41:31 BST 2012

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NOP/421841/421842 : POSTAL SERVICES
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STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|-----------------------|---|-----------------------------|----------------------------|-----------------------|--|------------------------|-------------------------|--------------------------|------------------------------------|--------------------------|-------------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3829 100% | 564 15% | 3021 79% | 158 4% | 2910 76% | 919 24% | 293 8% | 530 14% | 2981 78% | 556 15% | 319 8% |
| DE - FEMALE | 606 16% 100% | 139 25% 23% B | 433 14% 71% | 48 31% 8% B | 321 11% 53% | 285 31% 47% D | 89 30% 15% H | 142 27% 23% H | 364 12% 60% | 154 28% 25% H | 101 32% 17% H |
| AGE/SEG | | | | | | | | | | | |
| 16-34 - AB | 162 4% 100% | 10 2% 6% | 145 5% 90% A | 5 3% 3% | 154 5% 95% E | 8 1% 5% | - - - | 15 3% 9% FJ | 147 5% 91% FGU | 15 3% 9% FJ | - - - |
| 16-34 - C1C2 | 639 17% 100% | 17 3% 3% | 538 18% 84% AC | 14 9% 2% A | 555 19% 87% E | 84 9% 13% | 4 1% 1% | 155 29% 24% FHJ | 479 16% 75% FJ | 155 28% 24% FHJ | 5 2% 1% |
| 16-34 - DE | 383 10% 100% | 27 5% 7% | 309 10% 81% A | 9 6% 2% | 239 8% 62% | 144 16% 38% D | 15 5% 4% | 140 26% 3% FHJ | 217 7% 57% | 151 27% 39% FHJ | 27 8% 7% |
| 35-54 - AB | 305 8% 100% | 13 2% 4% | 281 9% 92% AC | 2 1% 1% | 295 10% 97% E | 10 1% 3% | 5 2% 2% | 10 2% 3% | 290 10% 95% FGU | 10 2% 3% | 5 2% 2% |
| 35-54 - C1C2 | 731 19% 100% | 55 10% 8% | 642 21% 88% AC | 16 10% 2% | 670 23% 92% E | 61 7% 8% | 13 4% 2% | 57 11% 8% FJ | 661 22% 90% FGU | 57 10% 8% FJ | 13 4% 2% |
| 35-54 - DE | 284 7% 100% | 87 15% 31% B | 186 6% 65% | 31 20% 11% B | 192 7% 67% | 93 10% 33% D | 16 5% 6% | 83 16% 29% FHJ | 181 6% 64% | 87 16% 31% FHJ | 20 6% 7% |
| 55+ - AB | 303 8% 100% | 56 10% 19% | 238 8% 79% | 10 6% 3% | 242 8% 80% | 61 7% 20% | 31 10% 10% GI | 4 1% 1% | 268 9% 88% GI | 4 1% 1% | 31 10% 10% GI |
| 55+ - C1C2 | 608 16% 100% | 150 27% 25% B | 435 14% 72% | 30 19% 5% | 406 14% 67% | 203 22% 33% D | 93 32% 15% GHI | 18 3% 3% | 497 17% 82% GI | 19 3% 3% | 94 29% 15% GHI |



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STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---------------------------|--|-----------------------------|----------------------------|------------------------|--|------------------------|--------------------------|-------------------------|------------------------------------|-------------------------|--------------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3829 100% | 564 15% | 3021 79% | 158 4% | 2910 76% | 919 24% | 293 8% | 530 14% | 2981 78% | 556 15% | 319 8% |
| 55+ - DE | 413 11% 100% | 148 26% 36% B | 246 8% 59% | 42 27% 10% B | 158 5% 38% | 256 28% 62% D | 116 40% 28% GHI | 48 9% 12% | 241 8% 58% | 57 10% 14% | 125 30% 30% GHI |
| NATION | | | | | | | | | | | |
| ENGLAND | 3208 84% 100% | 450 80% 14% | 2557 85% 80% AC | 123 78% 4% | 2478 85% 77% E | 730 79% 23% | 235 80% 7% | 426 80% 13% | 2524 85% 79% FGI | 448 81% 14% | 258 81% 8% |
| SCOTLAND | 326 9% 100% | 42 8% 13% | 270 9% 83% | 16 10% 5% | 232 8% 71% | 94 10% 29% D | 29 10% 9% | 54 10% 16% | 241 8% 74% | 55 10% 17% | 31 10% 10% |
| NORTHERN IRELAND | 107 3% 100% | 26 5% 24% B | 74 2% 69% | 10 6% 10% B | 72 2% 67% | 35 4% 33% D | 10 4% 10% | 13 2% 12% | 84 3% 79% | 13 2% 12% | 10 3% 10% |
| WALES | 188 5% 100% | 45 8% 24% B | 119 4% 63% | 9 6% 5% | 128 4% 68% | 60 7% 32% D | 18 6% 9% | 38 7% 20% H | 131 4% 70% | 39 7% 21% H | 19 6% 10% |
| ETHNICITY | | | | | | | | | | | |
| WHITE BRITISH | 3206 84% 100% | 530 94% 17% BC | 2525 84% 79% | 140 88% 4% | 2383 82% 74% | 823 90% 26% D | 269 92% 8% GHI | 407 77% 13% | 2509 84% 78% GI | 428 77% 13% | 289 91% 9% GHI |
| MINORITY ETHNIC GROUP | 344 9% 100% | 21 4% 6% | 272 9% 79% A | 10 6% 3% | 287 10% 83% E | 57 6% 17% | 10 4% 3% | 80 15% 23% FHJ | 251 8% 73% FJ | 83 15% 24% FHJ | 13 4% 4% |
| ILLNESS/DISABILITY | | | | | | | | | | | |
| HAS ILLNESS/DISABILITY | 564 15% 100% | 564 100% BC | - - | 114 22% 20% B | 308 1% 55% | 256 28% 45% D | 96 33% 17% GHI | 78 15% 14% | 384 13% 68% | 84 15% 15% | 103 32% 78% GHI |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|--|-----------------------------|----------------------------|---------------------------|--|--------------------------|---------------------------|--------------------------|------------------------------------|-------------------------|----------------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3829 100% | 564 15% | 3021 79% | 158 4% | 2910 76% | 919 24% | 293 8% | 530 14% | 2981 78% | 556 15% | 319 8% |
| NO ILLNESS/DISABILITY | 3021 79% 100% | - - | 3021 100% AC | 44 28% 1% A | 2403 83% 80% E | 618 67% 20% | 172 59% 6% | 413 78% 14% FJ | 2418 81% 80% FJ | 431 78% 14% FJ | 189 59% 6% |
| HOUSEBOUND | 158 4% 100% | 114 20% 72% B | 44 1% 28% | 158 100% 100% AB | 82 3% 52% | 76 8% 48% D | 41 14% 26% GHI | 16 3% 10% | 100 3% 63% | 18 3% 11% | 42 13% 27% GHI |
| TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | | | | | | | | | | |
| HAS BBAT HOME | 2910 76% 100% | 308 55% 11% | 2403 80% 83% AC | 82 52% 3% | 2910 100% 100% E | - - - | 105 36% 4% | 185 35% 6% | 2618 88% 90% FGJ | 187 34% 6% | 107 33% 4% |
| NO BBAT HOME | 919 24% 100% | 256 45% 28% B | 618 20% 67% | 76 48% 8% B | - - - | 919 100% 100% D | 188 64% 20% H | 344 65% 37% H | 363 12% 39% | 368 66% 40% H | 212 67% 23% H |
| MOBILE PHONE | | | | | | | | | | | |
| MOBILE ONLY (NO LANDLINE) | 3510 92% 100% | 462 82% 13% C | 2832 94% 81% AC | 116 73% 3% | 2803 96% 80% E | 707 77% 20% | - - | 530 100% 15% FJ | 2981 100% 85% FJ | 530 95% 15% FJ | - - |
| WITHOUT MOBILES | 319 8% 100% | 103 18% 32% B | 189 6% 59% | 42 27% 13% AB | 107 4% 33% | 212 23% 67% D | 293 100% 92% GHI | - - | - - | 26 5% 8% GH | 319 100% 100% GHI |
| GROSS ANNUAL HOUSEHOLD INCOME £'S (HOH AND H'WIVES ONLY) | | | | | | | | | | | |
| HIGH | 508 13% 100% | 38 7% 7% | 451 15% 89% AC | 11 2% | 471 16% 93% E | 37 4% 7% | 15 5% 3% | 27 5% 5% | 467 16% 92% FGJ | 27 5% 5% | 15 5% 3% |
| MEDIUM | 506 13% 100% | 41 7% 8% | 447 15% 88% AC | 7 4% 1% | 439 15% 87% E | 68 7% 13% | 14 5% 3% | 59 11% 12% FJ | 433 15% 12% FJ | 59 11% 12% FJ | 14 4% 3% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|----------------|--------------------|-----------------------------|----------------------------|----------------------|--|------------------------|-----------------------|------------------------|------------------------------------|------------------------|-----------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3829 100% | 564 15% | 3021 79% | 158 4% | 2910 76% | 919 24% | 293 8% | 530 14% | 2981 78% | 556 15% | 319 8% |
| LOW | 725 19% 100% | 194 34% 27% B | 507 17% 70% | 54 34% 7% B | 422 15% 58% | 303 33% 42% D | 79 27% 11% H | 178 34% 25% H | 460 15% 63% | 186 33% 26% H | 87 27% 12% H |
| REFUSED | - | - | - | - | - | - | - | - | - | - | - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|------------------|-------------------------------|--|---|-----------------------|---|----------------------------|-------------------------|------------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| UNWEIGHTED TOTAL | 3827 100% | 676 18% | 2919 76% | 186 5% | 2766 72% | 1061 28% | 351 9% | 562 15% | 2879 75% | 597 16% | 386 10% |
| WEIGHTED TOTAL | 3829 100% | 564 15% | 3021 79% | 158 4% | 2910 76% | 919 24% | 293 8% | 530 14% | 2981 78% | 556 15% | 319 8% |
| AGE | | | | | | | | | | | |
| 16-24 | 571 15% 100% ACFJ | 21 4% 4% | 461 15% 81% | 12 8% 2% | 452 16% 79% | 120 13% 21% | 11 4% 2% | 159 30% 28% K | 392 13% 69% | 168 30% 29% K | 20 6% 4% |
| 25-34 | 612 16% 100% ACEFJ | 33 6% 5% | 531 18% 87% | 16 10% 3% | 496 17% 81% | 116 13% 19% | 8 3% 1% | 150 28% 25% K | 451 15% 74% | 154 28% 25% K | 12 4% 2% |
| 35-44 | 684 18% 100% AEFJ | 65 11% 9% | 592 20% 87% | 22 14% 3% | 603 21% 88% K | 82 9% 12% | 17 6% 3% | 87 16% 13% | 579 19% 85% | 88 16% 13% | 19 6% 3% |
| 45-54 | 636 17% 100% EFGIJ | 91 16% 14% | 517 17% 81% | 27 17% 4% | 554 19% 87% K | 81 9% 13% | 17 6% 3% | 63 12% 10% | 553 19% 87% | 66 12% 10% | 19 6% 3% |
| 55-64 | 556 15% 100% GI | 104 18% 19% K | 428 14% 77% | 26 16% 5% | 434 15% 78% | 122 13% 22% | 43 15% 8% | 45 8% 8% | 464 16% 84% | 48 9% 9% | 47 15% 8% |
| 65-74 | 416 11% 100% GI | 108 19% 26% K | 288 10% 69% | 18 11% 4% | 270 9% 65% | 146 16% 35% K | 72 25% 17% K | 18 3% 4% | 323 11% 78% | 21 4% 5% | 75 23% 18% K |
| 75+ | 353 9% 100% BDGHI | 142 25% 40% K | 203 7% 57% | 38 24% 11% K | 101 3% 29% | 252 27% 71% K | 124 42% 35% K | 7 1% 2% | 218 7% 62% | 11 2% 3% | 128 40% 36% K |
| 16-34 | 1184 31% 100% ACEFHJ | 54 10% 5% | 992 33% 84% | 28 18% 2% | 948 33% 80% | 236 26% 20% | 20 7% 2% | 309 58% 26% K | 843 28% 71% | 321 58% 27% K | 32 10% 3% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|-----------------------|-----------------------------------|--|---|-----------------------|---|----------------------------|-------------------------|------------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3829 100% | 564 15% | 3021 79% | 158 4% | 2910 76% | 919 24% | 293 8% | 530 14% | 2981 78% | 556 15% | 319 8% |
| 35-64 | 1876 49% 100% EFGIJ | 259 46% 14% | 1538 51% 82% | 74 47% 4% | 1590 56% 85% K | 285 31% 15% | 77 26% 4% | 195 37% 10% | 1596 54% 85% K | 202 36% 11% | 85 27% 5% |
| 65+ | 769 20% 100% BDGI | 251 44% 33% K | 491 16% 64% | 56 35% 7% K | 372 13% 48% | 398 43% 52% K | 196 67% 25% K | 26 5% 3% | 541 18% 70% | 32 6% 4% | 202 64% 26% K |
| 16-34 | 1184 31% 100% ACEFHJ | 54 10% 5% | 992 33% 84% | 28 18% 2% | 948 33% 80% | 236 26% 20% | 20 7% 2% | 309 58% 26% K | 843 28% 71% | 321 58% 27% K | 32 10% 3% |
| 35-54 | 1320 34% 100% AEFGI J | 156 28% 12% | 1110 37% 84% | 48 31% 4% | 1157 40% 88% K | 163 18% 12% | 34 12% 3% | 150 28% 11% | 1132 38% 86% K | 154 28% 12% | 38 12% 3% |
| 55+ | 1325 35% 100% BDGI | 354 63% 27% K | 920 30% 69% | 82 52% 6% K | 805 28% 61% | 520 57% 39% K | 239 82% 18% K | 70 13% 5% | 1006 34% 76% | 80 14% 6% | 249 78% 19% K |
| SEX | | | | | | | | | | | |
| MALE | 1876 49% 100% A | 249 44% 13% | 1467 49% 78% | 70 44% 4% | 1456 50% 78% | 421 46% 22% | 132 45% 7% | 288 54% 15% K | 1444 48% 77% | 301 54% 16% K | 145 45% 8% |
| FEMALE | 1952 51% 100% GI | 315 56% 16% K | 1554 51% 80% | 88 56% 4% | 1454 50% 74% | 498 54% 26% | 161 55% 8% | 242 46% 12% | 1537 52% 79% | 254 46% 13% | 174 55% 9% |
| SEX/AGE | | | | | | | | | | | |
| MALE 16-34 | 605 16% 100% AEFJ | 25 5% 4% | 494 16% 82% | 18 11% 3% | 503 17% 83% | 101 11% 17% | 11 4% 2% | 156 30% 26% K | 430 14% 71% | 163 29% 27% K | 18 6% 3% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|-----------------------|-----------------------------------|--|---|-----------------------|---|----------------------------|-------------------------|------------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3829 100% | 564 15% | 3021 79% | 158 4% | 2910 76% | 919 24% | 293 8% | 530 14% | 2981 78% | 556 15% | 319 8% |
| MALE 35-54 | 659 17% 100% AEFJ | 73 13% 11% | 547 18% 83% | 24 15% 4% | 548 9% 83% | 110 12% 17% | 19 6% 3% | 92 17% 14% | 545 8% 83% | 95 17% 14% | 21 7% 3% |
| MALE 65+ | 339 9% 100% BDGI | 96 17% 28% K | 223 7% 66% | 15 10% 4% | 196 7% 58% | 143 16% 42% K | 74 25% 22% K | 10 2% 3% | 252 8% 74% | 14 3% 4% | 78 24% 23% K |
| FEMALE 16-34 | 579 15% 100% ACFJ | 29 5% 5% | 498 16% 86% | 10 6% 2% | 444 15% 77% | 135 15% 23% | 8 3% 1% | 153 29% 26% K | 413 14% 71% | 158 28% 27% K | 14 4% 2% |
| FEMALE 35-54 | 661 17% 100% EFGIJ | 82 15% 12% | 563 19% 85% | 24 15% 4% | 608 21% 92% K | 53 6% 8% | 15 5% 2% | 58 11% 9% | 587 20% 89% K | 59 11% 9% | 17 5% 3% |
| FEMALE 65+ | 430 11% 100% BDGI | 154 27% 36% K | 269 9% 62% | 41 26% 9% K | 175 6% 41% | 255 28% 59% K | 122 42% 28% K | 16 3% 4% | 290 10% 67% | 18 3% 4% | 125 39% 29% K |
| SEG | | | | | | | | | | | |
| A | 119 3% 100% EFGIJ | 17 3% 15% | 100 3% 84% | 1 1% 1% | 108 4% 91% | 10 1% 9% | 3 1% 2% | 5 1% 4% | 111 4% 94% | 5 1% 4% | 3 1% 2% |
| B | 652 17% 100% ACEFG IJ | 63 11% 10% | 565 19% 87% | 15 9% 2% | 583 20% 90% K | 68 7% 10% | 33 11% 5% | 24 5% 4% | 594 20% 91% K | 24 4% 4% | 33 10% 5% |
| C1 | 1142 30% 100% AEFIJ | 130 23% 11% | 947 31% 83% | 38 24% 3% | 962 33% 84% K | 180 20% 16% | 49 17% 4% | 139 26% 12% | 952 32% 83% | 141 25% 12% | 51 16% 4% |
| C2 | 836 22% 100% ACEGI | 92 16% 11% | 668 22% 80% | 22 14% 3% | 668 23% 80% | 168 18% 20% | 60 20% 7% | 90 17% 11% | 685 23% 82% | 90 16% 11% | 60 19% 7% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|-----------------------|------------------------------------|--|---|-----------------------|---|----------------------------|-------------------------|------------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3829 100% | 564 15% | 3021 79% | 158 4% | 2910 76% | 919 24% | 293 8% | 530 14% | 2981 78% | 556 15% | 319 8% |
| D | 514 13% 100% | 62 11% 12% | 404 13% 78% | 18 12% 4% | 349 12% 68% | 165 18% 32% K | 46 16% 9% | 108 20% 21% K | 351 12% 68% | 117 21% 23% K | 54 17% 11% |
| E | 567 15% 100% BDH | 200 36% 35% K | 337 11% 59% | 64 40% 11% K | 239 8% 42% | 327 36% 58% K | 101 35% 18% K | 163 31% 29% K | 287 10% 51% | 178 32% 31% K | 117 37% 21% K |
| AB | 770 20% 100% ACEFG IJ | 80 14% 10% | 665 22% 86% | 16 10% 2% | 692 24% 90% K | 79 9% 10% | 36 12% 5% | 29 5% 4% | 705 24% 92% K | 29 5% 4% | 36 11% 5% |
| C1C2 | 1978 52% 100% ACEFG IJ | 222 39% 11% | 1615 53% 82% | 60 38% 3% | 1630 56% 82% K | 348 38% 18% | 109 37% 6% | 230 43% 12% | 1637 55% 83% K | 231 42% 12% | 111 35% 6% |
| DE | 1081 28% 100% BDH | 262 46% 24% K | 740 25% 69% | 82 52% 8% K | 588 20% 54% | 492 54% 46% K | 147 50% 14% K | 271 51% 25% K | 638 21% 59% | 295 53% 27% K | 171 54% 16% K |
| SEG/SEX | | | | | | | | | | | |
| AB - MALE | 392 10% 100% ACEGI J | 39 7% 10% | 339 11% 86% | 8 5% 2% | 360 12% 92% K | 32 3% 8% | 20 7% 5% | 14 3% 3% | 358 12% 91% K | 14 2% 3% | 20 6% 5% |
| AB - FEMALE | 379 10% 100% CEFGI J | 41 7% 11% | 326 11% 86% | 8 5% 2% | 332 11% 88% | 47 5% 12% | 16 6% 4% | 15 3% 4% | 347 12% 92% K | 15 3% 4% | 16 5% 4% |
| C1C2 - MALE | 1010 26% 100% ACEFJ | 87 15% 9% | 821 27% 81% | 29 18% 3% | 829 28% 82% | 182 20% 18% | 53 18% 5% | 145 27% 14% | 811 27% 80% | 146 26% 14% | 54 17% 5% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|-----------------------|--|--|---|-----------------------|---|----------------------------|-------------------------|------------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3829 100% | 564 15% | 3021 79% | 158 4% | 2910 76% | 919 24% | 293 8% | 530 14% | 2981 78% | 556 15% | 319 8% |
| C1C2 - FEMALE | 967 25% 100% EFGIJ | 135 24% 14% | 795 26% 82% | 31 20% 3% | 801 28% 83% | 166 18% 17% | 56 19% 6% | 84 16% 9% | 826 28% 85% K | 85 15% 9% | 57 18% 6% |
| DE - MALE | 474 12% 100% BDH | 123 22% 26% K | 307 10% 65% | 34 21% 7% K | 267 9% 56% | 207 23% 44% K | 58 20% 12% K | 129 24% 27% K | 275 9% 58% | 141 25% 30% K | 71 22% 15% K |
| DE - FEMALE | 606 16% 100% DH | 139 25% 23% K | 433 14% 71% | 48 31% 8% K | 321 11% 53% | 285 31% 47% K | 89 30% 15% K | 142 27% 23% K | 364 12% 60% | 154 28% 25% K | 101 32% 17% K |
| AGE/SEG | | | | | | | | | | | |
| 16-34 - AB | 162 4% 100% AEFJ | 10 2% 6% | 145 5% 90% | 5 3% 3% | 154 5% 95% | 8 1% 5% | - - - | 15 3% 9% | 147 5% 91% | 15 3% 9% | - - - |
| 16-34 - C1C2 | 639 17% 100% ACEFJ | 17 3% 3% | 538 18% 84% | 14 9% 2% | 555 19% 87% K | 84 9% 13% | 4 1% 1% | 155 29% 24% K | 479 16% 75% | 155 28% 24% K | 5 2% 1% |
| 16-34 - DE | 383 10% 100% ADFH | 27 5% 7% | 309 10% 81% | 9 6% 2% | 239 8% 62% | 144 16% 38% K | 15 5% 4% | 140 26% 37% K | 217 7% 57% | 151 27% 39% K | 27 8% 7% |
| 35-54 - AB | 305 8% 100% ACEFGI J | 13 2% 4% | 281 9% 92% | 2 1% 1% | 295 10% 97% K | 10 1% 3% | 5 2% 2% | 10 2% 3% | 290 10% 95% K | 10 2% 3% | 5 2% 2% |
| 35-54 - C1C2 | 731 19% 100% ACEFGI J | 55 10% 8% | 642 21% 88% K | 16 10% 2% | 670 23% 92% K | 61 7% 8% | 13 4% 2% | 57 11% 8% | 661 22% 90% K | 57 10% 8% | 13 4% 2% |
| 35-54 - DE | 284 7% 100% H | 87 15% 31% K | 186 6% 65% | 31 20% 11% K | 192 7% 67% | 93 10% 33% K | 16 6% 6% | 83 16% 29% K | 181 6% 64% | 87 16% 31% K | 20 6% 7% |

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*** SMALL BASE**



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BASE : ALL ADULTS AGED 16+

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|-----------------------|---|--|---|-----------------------|---|----------------------------|-------------------------|-----------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3829 100% | 564 15% | 3021 79% | 158 4% | 2910 76% | 919 24% | 293 8% | 530 14% | 2981 78% | 556 15% | 319 8% |
| 55+ - AB | 303 8% 100% GI | 56 10% 19% | 238 8% 79% | 10 6% 3% | 242 8% 80% | 61 7% 20% | 31 10% 10% | 4 1% 1% | 268 9% 88% | 4 1% 1% | 31 10% 10% |
| 55+ - C1C2 | 608 16% 100% DGI | 150 27% 25% K | 435 14% 72% | 30 19% 5% | 406 14% 67% | 203 22% 33% K | 93 32% 15% K | 18 3% 3% | 497 17% 82% | 19 3% 3% | 94 29% 15% K |
| 55+ - DE | 413 11% 100% BDH | 148 26% 36% K | 246 8% 59% | 42 27% K | 158 5% 38% | 256 28% 62% K | 116 40% 28% K | 48 9% 12% | 241 8% 58% | 57 10% 14% | 125 39% 30% K |
| NATION | | | | | | | | | | | |
| ENGLAND | 3208 84% 100% AE | 450 80% 14% | 2557 85% 80% | 123 78% 4% | 2478 85% 77% | 730 79% 23% | 235 80% 7% | 426 80% 13% | 2524 85% 79% | 448 81% 14% | 258 81% 8% |
| SCOTLAND | 326 9% 100% | 42 8% 13% | 270 9% 83% | 16 10% 5% | 232 8% 71% | 94 10% 29% | 29 10% 9% | 54 10% 16% | 241 8% 74% | 55 10% 17% | 31 10% 10% |
| NORTHERN IRELAND | 107 3% 100% | 26 5% 24% K | 74 2% 69% | 10 6% K | 72 2% 67% | 35 4% 33% | 10 4% 10% | 13 2% 12% | 84 3% 79% | 13 2% 12% | 10 3% 10% |
| WALES | 188 5% 100% | 45 8% 24% K | 119 4% 63% | 9 6% 5% | 128 4% 68% | 60 7% 32% | 18 6% 9% | 38 7% 20% K | 131 4% 70% | 39 7% 21% K | 19 6% 10% |
| ETHNICITY | | | | | | | | | | | |
| WHITE BRITISH | 3206 84% 100% GI | 530 94% 17% K | 2525 84% 79% | 140 88% 4% | 2383 82% 74% | 823 90% 26% K | 269 92% 8% K | 407 77% 13% | 2509 84% 78% | 428 77% 13% | 289 91% 9% K |
| MINORITY ETHNIC GROUP | 344 9% 100% AEFJ | 21 4% 6% | 272 9% 79% | 10 6% 3% | 287 10% 83% | 57 6% 17% | 10 4% 3% | 80 15% 20% K | 251 8% 73% | 83 15% 24% K | 13 4% 4% |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|------------------------------------|-----------------------------|----------------------------|------------------------|--|------------------------|-------------------------|-------------------------|------------------------------------|------------------------|------------------------|
| | | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3829 100% | 564 15% | 3021 79% | 158 4% | 2910 76% | 919 24% | 293 8% | 530 14% | 2981 78% | 556 15% | 319 8% |
| ILLNESS/DISABILITY | | | | | | | | | | | |
| HAS ILLNESS/DISABILITY | 564 15% 100% BDH | 564 100% K | - - - | 114 72% 20% K | 308 71% 55% | 256 28% 45% K | 96 33% 17% K | 78 15% 14% | 384 13% 68% | 84 15% 15% | 103 32% 18% K |
| NO ILLNESS/DISABILITY | 3021 79% 100% ACEFJ | - - | 3021 100% K | 44 28% 1% | 2403 83% 80% K | 618 67% 20% | 172 59% 6% | 413 78% 14% | 2418 81% 80% K | 431 78% 14% | 189 59% 6% |
| HOUSEBOUND | 158 4% 100% BD | 114 20% 72% K | 44 1% 28% | 158 100% K | 82 3% 52% | 76 8% 48% K | 41 14% 26% K | 16 3% 10% | 100 3% 63% | 18 3% 11% | 42 13% 27% K |
| TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | | | | | | | | | | |
| HAS BBAT HOME | 2910 76% 100% ACEFG IJ | 308 55% 71% | 2403 80% 83% K | 82 52% 3% | 2910 100% K | - - | 105 36% 4% | 185 35% 6% | 2618 88% 90% K | 187 34% 6% | 107 33% 4% |
| NO BBAT HOME | 919 24% 100% BDH | 256 45% 28% K | 618 20% 67% | 76 48% 8% K | - - | 919 100% K | 188 64% 20% K | 344 65% 37% K | 363 12% 39% | 368 66% 40% K | 212 67% 23% K |
| MOBILE PHONE | | | | | | | | | | | |
| MOBILE ONLY (NO LANDLINE) | 3510 92% 100% ACEFJ | 462 82% 13% | 2832 94% 81% K | 116 73% 3% | 2803 96% 80% K | 707 77% 20% | - - | 530 100% 15% K | 2981 100% 85% K | 530 95% 15% K | - - |
| WITHOUT MOBILES | 319 8% 100% BDGHI | 103 18% 32% K | 189 6% 59% | 42 27% 13% K | 107 4% 33% | 212 23% 67% K | 293 100% 92% K | - - | - - | 26 5% 8% | 319 100% K |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (K) | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---|-----------------------------------|--|---|-----------------------|---|----------------------------|-------------------------|------------------------|---|--------------------------------|------------------------------|
| | | HAS ILLNESS /DISAB ILITY (A) | NO ILLNESS /DISAB ILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| WEIGHTED TOTAL | 3829 100% | 564 15% | 3021 79% | 158 4% | 2910 76% | 919 24% | 293 8% | 530 14% | 2981 78% | 556 15% | 319 8% |
| GROSS ANNUAL HOUSEHOLD INCOME £'S (HOH AND H'WIVES ONLY) | | | | | | | | | | | |
| HIGH | 508 13% 100% ACEFGI J | 38 7% 7% | 451 15% 89% | 11 2% | 471 16% 93% K | 37 4% 7% | 15 5% 3% | 27 5% 5% | 467 16% 92% K | 27 5% 5% | 15 5% 3% |
| MEDIUM | 506 13% 100% ACEFJ | 41 7% 8% | 447 15% 88% | 7 4% 1% | 439 15% 87% K | 68 7% 13% | 14 5% 3% | 59 11% 12% | 433 15% 86% | 59 11% 12% | 14 4% 3% |
| LOW | 725 19% 100% BDH | 194 34% 27% K | 507 17% 70% | 54 34% 7% K | 422 15% 58% | 303 33% 42% K | 79 27% 11% K | 178 34% 25% K | 460 15% 63% | 186 33% 26% K | 87 27% 12% K |
| REFUSED | - | - | - | - | - | - | - | - | - | - | - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - K/A - K/B - K/C - K/D - K/E - K/F - K/G - K/H - K/I - K/J
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|------------------|---------------------|---------------------------|-------------------------------|---------------------------|---------------------------|--------------------------------|--------------------------|----------------------------|----------------------------|-----------------------------|---------------------------|-------------------------------|----------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3827 100% | 652 17% | 82 2% | 1395 36% | 339 9% | 719 19% | 640 17% | 850 22% | 248 6% | 1013 26% | 174 5% | 903 24% | 639 17% |
| WEIGHTED TOTAL | 3829 100% | 692 18% | 79* 2% | 1630 43% | 348 9% | 588 15% | 492 13% | 948 25% | 236 6% | 1157 30% | 163 4% | 805 21% | 520 14% |
| AGE | | | | | | | | | | | | | |
| 16-24 | 571 15% 100% | 48 7% 8% | 3 4% 1% | 261 16% 46% ABD | 32 9% 0% | 142 24% 25% ABCD F | 85 17% 5% ABD | 452 48% 79% IJKL | 120 51% 21% IJKL | - - - - | - - - - | - - - - | - - - - |
| 25-34 | 612 16% 100% | 106 15% 17% B | 4 6% 1% | 294 18% 48% BF | 53 15% 9% B | 97 16% 16% BF | 59 12% 10% | 496 52% 81% IJKL | 116 49% 19% IJKL | - - - - | - - - - | - - - - | - - - - |
| 35-44 | 684 18% 100% | 165 24% 24% BDEF | 4 4% 1% | 343 21% 50% BDEF | 35 10% 5% | 94 16% 14% BDF | 43 9% 6% | - - - - | - - - - | 603 52% 88% GHKL | 82 50% 12% GHKL | - - - - | - - - - |
| 45-54 | 636 17% 100% | 130 19% 20% BDF | 6 8% 1% | 327 20% 51% BDF | 26 7% 4% | 97 17% 15% DF | 49 10% 8% | - - - - | - - - - | 554 48% 87% GHKL | 81 50% 13% GHKL | - - - - | - - - - |
| 55-64 | 556 15% 100% | 116 17% 21% | 7 9% 1% | 238 15% 43% | 41 12% 7% | 80 14% 14% | 73 15% 13% | - - - | - - - | - - - | - - - | 434 54% 78% GHU L | 122 23% 22% GHU |
| 65-74 | 416 11% 100% | 89 13% 21% C | 12 15% 3% C | 124 8% 30% | 53 15% 13% CE | 57 10% 14% | 82 17% 20% CE | - - - | - - - | - - - | - - - | 270 34% 65% GHU L | 146 28% 35% GHU |
| 75+ | 353 9% 100% | 37 5% 10% C | 42 54% 12% ACDE F | 44 3% 12% | 109 31% 31% ACEF | 21 3% 6% | 101 20% 29% ACE | - - - | - - - | - - - | - - - | 101 13% 29% GHU | 252 48% 71% GHUJK |
| 16-34 | 1184 31% 100% | 154 22% 13% B | 8 10% 1% | 555 34% 47% ABDF | 84 4% 7% B | 239 41% 20% ABCD F | 144 29% 12% AB | 948 100% 80% IJKL | 236 100% 20% IJKL | - - - | - - - | - - - | - - - |
| 35-64 | 1876 49% 100% | 411 59% 22% BDEF | 17 21% 1% | 907 56% 48% BDEF | 102 29% 5% | 272 46% 14% BDF | 166 34% 9% B | - - - | - - - | 1157 100% 62% GHKL | 163 100% 2% GHKL | 434 54% 23% GHL | 122 23% 7% GH |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|-----------------------|----------------------------|---------------------------|--------------------------|---------------------------|--------------------------|--------------------------------|--------------------------|--------------------------------|----------------------------|-----------------------------|----------------------------|---------------------------|----------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3829 100% | 692 18% | 79* 2% | 1630 43% | 348 9% | 588 15% | 492 13% | 948 25% | 236 6% | 1157 30% | 163 4% | 805 21% | 520 14% |
| 65+ | 769 20% 100% | 126 18% CE | 54 7% ACDEF | 168 10% 22% | 161 4% 21% ACEF | 78 13% 10% | 182 37% 24% ACE | - - | - - | - - | - - | 372 46% 48% GHU | 398 77% 52% GHUJK |
| 16-34 | 1184 31% 100% | 154 22% 13% B | 8 10% 1% | 555 34% 47% ABDF | 84 24% 7% B | 239 41% 20% ABCD F | 144 29% 12% AB | 948 100% 80% IJKL | 236 100% 20% IJKL | - - | - - | - - | - - |
| 35-54 | 1320 34% 100% | 295 43% 22% BDEF | 10 12% 1% | 670 41% 51% BDEF | 61 18% 5% | 192 33% 15% BDF | 93 19% 7% | - - | - - | 1157 100% 88% GHKL | 163 100% 12% GHKL | - - | - - |
| 55+ | 1325 35% 100% | 242 35% 18% CE | 61 78% 5% ACDEF | 406 29% 31% | 203 59% 15% ACE | 158 27% 12% | 256 52% 19% ACE | - - | - - | - - | - - | 805 100% 61% GHU | 520 100% 39% GHU |
| SEX | | | | | | | | | | | | | |
| MALE | 1876 49% 100% | 360 52% 19% EF | 32 41% 2% | 829 51% 44% EF | 182 52% 10% F | 267 45% 14% | 207 42% 11% | 503 53% 27% HIL | 101 43% 5% | 548 47% 29% L | 110 67% 6% GHKL | 404 50% 22% L | 209 40% 11% |
| FEMALE | 1952 51% 100% | 332 48% 17% | 47 59% 2% | 801 49% 41% | 166 48% 9% | 321 55% 16% AC | 285 58% 15% ACD | 444 47% 23% J | 135 57% 7% GJ | 608 53% 31% GJ | 53 33% 3% J | 402 50% 21% J | 310 60% 16% GJK |
| SEX/AGE | | | | | | | | | | | | | |
| MALE 16-34 | 605 16% 100% | 77 11% 13% | 3 4% 1% | 319 20% 53% ABDF | 46 13% 8% B | 107 18% 18% ABF | 52 11% 9% | 503 53% 83% HIJK L | 101 43% 17% IJKL | - - | - - | - - | - - |
| MALE 35-54 | 659 17% 100% | 149 22% 23% BDEF | 4 5% 1% | 317 19% 48% BDEF | 47 14% 7% | 82 14% 12% B | 59 12% 9% | - - | - - | 548 47% 83% GHKL | 110 67% 17% GHKL | - - | - - |
| MALE 65+ | 339 9% 100% | 73 11% 22% CE | 21 27% 6% ACEF | 87 5% 25% | 65 19% 19% ACEF | 37 6% 11% | 57 12% 17% CE | - - | - - | - - | - - | 196 24% 58% GHU | 143 28% 42% GHU |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|----------------|---------------------|----------------------------|---------------------------|---------------------------------|----------------------------|--------------------------------|--------------------------------|---------------------------|-----------------------------|-----------------------------|---------------------------|-----------------------------|-----------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3829 100% | 692 18% | 79* 2% | 1630 43% | 348 9% | 588 15% | 492 13% | 948 25% | 236 6% | 1157 30% | 163 4% | 805 21% | 520 14% |
| FEMALE 16-34 | 579 15% 100% | 77 11% 13% | 4 6% 1% | 235 14% 41% B | 39 11% 7% | 132 22% 23% ABCD | 92 19% 16% ABCD | 444 47% 77% IJKL | 136 57% 23% GHIJKL | - - - - | - - - - | - - - - | - - - - |
| FEMALE 35-54 | 661 17% 100% | 146 21% 22% BDF | 6 7% 1% | 353 22% 53% BDF | 14 4% 2% | 110 19% 17% BDF | 34 7% 5% | - - - | - - - | 608 53% 92% GHIJKL | 53 33% 8% GHIJKL | - - - | - - - |
| FEMALE 65+ | 430 11% 100% | 53 8% 12% C | 33 42% 8% ACDEF | 81 5% 19% | 96 28% 22% ACE | 41 7% 10% | 125 25% 29% ACE | - - - | - - - | - - - | - - - | 175 22% 41% GHIJKL | 255 49% 59% GHIJKL |
| SEG | | | | | | | | | | | | | |
| A | 119 3% 100% | 108 16% 91% CDEF | 10 13% 9% CDEF | - - - | - - - | - - - | - - - | 16 2% 13% | 1 1% 1% | 46 4% 39% GHIJKL | 2 1% 2% | 46 6% 39% GHIJKL | 7 1% 6% |
| B | 652 17% 100% | 583 84% 90% CDEF | 68 87% 10% CDEF | - - - | - - - | - - - | - - - | 138 15% 21% HJL | 6 3% 1% HJL | 249 22% 38% GHIJKL | 8 5% 1% | 196 24% 30% GHIJKL | 54 10% 8% HJL |
| C1 | 1142 30% 100% | - - - | - - - | 962 59% 84% ABDEF F | 180 52% 16% ABEF | - - - | - - - | 320 34% 28% HJL | 48 21% 4% HJL | 394 34% 34% HJL | 31 19% 3% HJL | 248 31% 22% HJL | 101 19% 9% |
| C2 | 836 22% 100% | - - - | - - - | 668 41% 80% ABEF | 168 49% 20% ABCEF | - - - | - - - | 234 25% 28% HKL | 36 15% 4% HKL | 276 24% 33% HK | 30 18% 4% HK | 158 20% 19% HK | 102 20% 12% |
| D | 514 13% 100% | - - - | - - - | - - - | - - - | 349 59% 68% ABCD F | 165 34% 32% ABCD | 171 18% 33% IKL | 66 28% 13% GIKL | 111 10% 22% IKL | 36 22% 7% IKL | 67 8% 13% IKL | 64 12% 12% K |
| E | 567 15% 100% | - - - | - - - | - - - | - - - | 239 41% 42% ABCD | 327 66% 58% ABCD E | 68 7% 12% HJL | 78 33% 14% GIK | 80 7% 14% GIK | 57 35% 10% GIK | 90 11% 16% GIK | 192 37% 34% GIK |
| AB | 770 20% 100% | 692 100% 90% CDEF | 79 100% 10% CDEF | - - - | - - - | - - - | - - - | 154 16% 20% HJL | 8 3% 1% HJL | 295 26% 38% GHIJKL | 10 6% 1% HJL | 242 30% 31% GHIJKL | 61 12% 8% HJL |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|-----------------------|----------------------------|----------------------------|--------------------------|--------------------------------|----------------------------|----------------------------|----------------------------|--------------------------------|-------------------------------|----------------------------|-------------------------------|---------------------------|---------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3829 100% | 692 18% | 79* 2% | 1630 43% | 348 9% | 588 15% | 492 13% | 948 25% | 236 6% | 1157 30% | 163 4% | 805 21% | 520 14% |
| C1C2 | 1978 52% 100% | - - - | - - - | 1630 100% 82% ABEF | 348 100% 19% ABEF | - - - | - - - | 555 59% 28% HIJKL | 84 36% 4% - | 670 58% 34% HIJKL | 61 37% 3% - | 406 50% 21% HJL | 203 39% 10% - |
| DE | 1081 28% 100% | - - - | - - - | - - - | - - - | 588 100% 54% ABCD | 492 100% 46% ABCD | 239 25% 22% IK | 144 61% 13% GIKL | 192 17% 18% - | 93 57% 9% GIK | 158 20% 15% - | 256 49% 24% GIK |
| SEG/SEX | | | | | | | | | | | | | |
| AB - MALE | 392 10% 100% | 360 52% 92% CDEF | 32 41% 8% CDEF | - - - | - - - | - - - | - - - | 77 8% 20% HJL | 3 1% 1% - | 149 13% 38% GHJL | 4 2% 1% - | 133 17% 34% GHJL | 25 5% 6% H |
| AB - FEMALE | 379 10% 100% | 332 48% 88% CDEF | 47 59% 12% CDEF | - - - | - - - | - - - | - - - | 77 8% 20% H | 4 2% 1% - | 146 13% 39% GHJL | 6 3% 1% - | 109 14% 29% GHJL | 37 7% 10% H |
| C1C2 - MALE | 1010 26% 100% | - - - | - - - | 829 51% 82% ABEF | 182 52% 18% ABEF | - - - | - - - | 319 34% 32% HIKL | 46 19% 5% - | 317 27% 31% HL | 47 29% 5% HL | 192 24% 19% L | 89 17% 9% - |
| C1C2 - FEMALE | 967 25% 100% | - - - | - - - | 801 49% 63% ABEF | 166 45% 17% ABEF | - - - | - - - | 235 25% 24% HJ | 39 16% 4% J | 353 30% 36% GHJL | 14 8% 1% - | 213 27% 22% HU | 114 22% 12% J |
| DE - MALE | 474 12% 100% | - - - | - - - | - - - | - - - | 267 45% 56% ABCD | 207 42% 44% ABCD | 107 11% 22% I | 52 22% 11% GIK | 82 7% 17% - | 59 36% 12% GHIK L | 79 10% 17% - | 96 18% 20% GIK |
| DE - FEMALE | 606 16% 100% | - - - | - - - | - - - | - - - | 321 55% 53% ABCD | 285 58% 47% ABCD | 132 14% 22% IK | 92 39% 15% GIJK L | 110 9% 18% - | 34 21% 6% GIK | 79 10% 13% - | 160 31% 26% GIJK |
| AGE/SEG | | | | | | | | | | | | | |
| 16-34 - AB | 162 4% 100% | 154 22% 95% BCDEF | 8 10% 5% CDEF | - - - | - - - | - - - | - - - | 154 16% 95% HIJKL | 8 3% 5% IJKL | - - - | - - - | - - - | - - - |
| 16-34 - C1C2 | 639 17% 100% | - - - | - - - | 555 34% 87% ABDE F | 84 24% 13% ABEF | - - - | - - - | 555 59% 87% HIJK L | 84 36% 13% IJKL | - - - | - - - | - - - | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L

*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|-----------------------|----------------------------|----------------------------|---------------------------|----------------------------|----------------------------|--------------------------------|----------------------------|---------------------------|-----------------------------|-----------------------------|----------------------------|--------------------------------|----------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3829 100% | 692 18% | 79* 2% | 1630 43% | 348 9% | 588 15% | 492 13% | 948 25% | 236 6% | 1157 30% | 163 4% | 805 21% | 520 14% |
| 16-34 - DE | 383 100% | - | - | - | - | 239 41% 62% ABCD F | 144 29% 38% ABCD | 239 26% 62% IJKL | 144 61% 38% GHIJKL | - | - | - | - |
| 35-54 - AB | 305 100% | 295 43% 97% BCDEF | 10 12% 3% CDEF | - | - | - | - | - | - | 295 26% 97% GHIJKL | 10 6% 3% GHIJKL | - | - |
| 35-54 - C1C2 | 731 19% 100% | - | - | 670 41% 92% ABDEF | 61 18% 8% ABEF | - | - | - | - | 670 58% 92% GHIJKL | 61 37% 8% GHIJKL | - | - |
| 35-54 - DE | 284 7% 100% | - | - | - | - | 192 33% 67% ABCD F | 93 19% 33% ABCD | - | - | 192 17% 67% GHIJKL | 93 57% 33% GHIJKL | - | - |
| 55+ - AB | 303 8% 100% | 242 35% 80% CDEF | 61 78% 20% ACDEF | - | - | - | - | - | - | - | - | 242 30% 80% GHIJ L | 61 12% 20% GHIJ |
| 55+ - C1C2 | 608 16% 100% | - | - | 406 25% 67% ABEF | 203 58% 33% ABCEF | - | - | - | - | - | - | 406 50% 67% GHIJ | 203 39% 33% GHIJ |
| 55+ - DE | 413 11% 100% | - | - | - | - | 158 27% 38% ABCD | 256 62% 62% ABCDE | - | - | - | - | 158 20% 38% GHIJ | 256 49% 62% GHIJK |
| NATION | | | | | | | | | | | | | |
| ENGLAND | 3208 84% 100% | 598 86% 19% DEF | 65 83% 2% DEF | 1407 86% 44% DEF | 279 80% 9% DEF | 473 80% 15% AC | 385 78% 12% AC | 798 84% 25% H | 181 77% 6% GHIKL | 985 85% 31% HJL | 128 78% 4% HJL | 695 86% 22% HJL | 421 81% 13% K |
| SCOTLAND | 326 9% 100% | 46 7% 14% | 9 11% 3% | 124 8% 38% | 32 9% 10% | 62 11% 19% | 53 11% 16% | 80 8% 26% | 34 14% 10% | 90 8% 26% | 18 11% 5% | 62 8% 19% | 42 8% 13% |
| NORTHERN IRELAND | 107 3% 100% | 14 2% 13% | 1 1% 1% | 39 2% 37% | 11 3% 10% | 19 3% 18% | 23 5% 21% AC | 30 3% 28% | 7 3% 6% | 28 2% 26% | 8 5% 8% K | 14 2% 13% | 20 4% 18% K |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|-----------------------------|----------------------------|----------------------------|-------------------------|----------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|----------------------------|---------------------------|---------------------------|----------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3829 100% | 692 18% | 79* 2% | 1630 43% | 348 9% | 588 15% | 492 13% | 948 25% | 236 6% | 1157 30% | 163 4% | 805 21% | 520 14% |
| WALES | 188 5% 100% | 34 5% 18% | 4 5% 2% | 60 4% 32% | 25 7% C | 34 5% 18% C | 31 6% 17% C | 40 4% 21% | 14 6% 7% | 53 5% 28% | 9 6% 5% | 35 4% 19% | 37 7% 20% GIK |
| ETHNICITY | | | | | | | | | | | | | |
| WHITE BRITISH | 3206 84% 100% | 597 86% 19% CE | 73 93% 2% CE | 1321 81% 41% | 314 90% 10% CE | 465 79% 15% | 436 88% 14% CE | 667 70% 21% | 189 80% 6% G | 958 83% 30% G | 140 86% 4% G | 758 94% 24% GHU | 493 95% 15% GHU |
| MINORITY ETHNIC GROUP | 344 9% 100% | 61 9% 18% | 2 3% 1% | 164 10% 48% D | 18 5% 5% | 63 11% 18% BDF | 36 7% 11% | 151 16% 44% IJKL | 28 12% 8% KL | 111 10% 32% KL | 11 6% 3% | 25 3% 7% | 19 4% 5% |
| ILLNESS/DISABILITY | | | | | | | | | | | | | |
| HAS ILLNESS/DISABILITY | 564 15% 100% | 62 9% 11% | 18 22% 3% AC | 143 9% 25% | 78 23% 14% AC | 103 17% 18% AC | 160 32% 28% ACDE | 39 4% 7% | 15 7% 3% | 115 10% 20% G | 41 25% 7% GHI | 155 19% 27% GHI | 199 38% 35% GHIJK |
| NO ILLNESS/DISABILITY | 3021 79% 100% | 606 88% 20% BCDEF | 59 75% 3% F | 1362 84% 45% DEF | 253 73% 8% F | 435 74% 14% F | 305 62% 10% | 788 83% 24% JKL | 204 87% 7% JKL | 997 86% 33% JKL | 113 69% 4% L | 618 77% 20% JL | 301 58% 10% |
| HOUSEBOUND | 158 4% 100% | 13 2% 9% | 3 3% 1% | 37 2% 23% | 24 7% 15% AC | 32 5% 20% AC | 50 10% 32% ABCE | 22 2% 14% | 5 2% 3% | 35 3% 22% | 13 8% 8% GHIK | 25 3% 16% | 57 11% 36% GHIK |
| TECHNOLOGY OWNERSHIP | | | | | | | | | | | | | |
| BROADBAND IN HOME | | | | | | | | | | | | | |
| HAS BBAT HOME | 2910 76% 100% | 692 100% 24% BDF | - - 50% | 1630 100% 50% BDF | - - 20% | 588 100% 20% BDF | - - - | 948 100% 33% HJL | - - - | 1157 100% 40% HJL | - - - | 805 100% 28% HJL | - - - |
| NO BBAT HOME | 919 24% 100% | - - - | 79 100% 9% ACE | - - - | 348 100% 38% ACE | - - - | 492 100% 54% ACE | - - - | 236 100% 26% GIK | - - - | 163 100% 18% GIK | - - - | 520 100% 57% GIK |
| MOBILE PHONE | | | | | | | | | | | | | |
| MOBILE ONLY (NO LANDLINE) | 3510 92% 100% | 674 97% 19% BDEF | 60 77% 2% | 1586 97% 45% BDEF | 281 81% 8% F | 544 92% 15% BDF | 366 74% 10% | 932 98% 27% HJKL | 220 93% 6% L | 1130 98% 32% HJKL | 152 93% 4% L | 741 92% 21% L | 335 64% 10% |



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FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|--------------------|----------------------------|------------------------|--------------------------|-------------------------|---------------------------|----------------------------|---------------------------|-------------------------|-----------------------------|-------------------------|-------------------------|----------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3829 100% | 692 18% | 79* 2% | 1630 43% | 348 9% | 588 15% | 492 13% | 948 25% | 236 6% | 1157 30% | 163 4% | 805 21% | 520 14% |
| WITHOUT MOBILES | 319 8% 100% | 18 3% 6% | 18 23% 6% ACE | 44 3% 14% | 67 19% 21% ACE | 44 14% AC | 127 26% 40% ACDE | 16 2% 5% | 16 7% 5% GI | 27 2% 8% | 11 7% 4% GI | 65 18% 20% GI | 185 34% 58% GHIJK |
| GROSS ANNUAL HOUSEHOLD INCOME £'S (HOH AND H'WIVES ONLY) | | | | | | | | | | | | | |
| HIGH | 508 13% 100% | 206 30% 41% BCDEF | 7 10% 1% EF | 248 15% 49% DEF | 26 7% 5% EF | 18 3% 4% F | 3 1% 1% F | 99 10% 19% L | 15 6% 3% L | 287 25% 57% GHIJKL | 9 6% 2% L | 85 11% 17% L | 13 2% 3% L |
| MEDIUM | 506 13% 100% | 106 15% 21% EF | 10 12% 2% F | 286 18% 57% EF | 46 13% 9% EF | 46 8% 9% F | 12 2% 2% F | 133 14% 26% L | 22 9% 4% L | 180 16% 36% HL | 19 11% 4% L | 125 16% 25% HL | 27 5% 5% HL |
| LOW | 725 19% 100% | 34 5% 5% | 10 13% 1% A | 190 12% 26% A | 89 26% 12% ABC | 198 34% 27% ABCD | 204 41% 28% ABCDE | 129 14% 18% | 88 37% 12% GIK | 151 13% 21% | 51 31% 7% GIK | 143 18% 20% GI | 164 32% 23% GIK |
| REFUSED | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L

*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|------------------|------------------------------------|------------------------|-----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3827 100% | 652 17% | 82 2% | 1395 36% | 339 9% | 719 19% | 640 17% | 850 22% | 248 6% | 1013 26% | 174 5% | 903 24% | 639 17% |
| WEIGHTED TOTAL | 3829 100% | 692 18% | 79* 2% | 1630 43% | 348 9% | 588 15% | 492 13% | 948 25% | 236 6% | 1157 30% | 163 4% | 805 21% | 520 14% |
| AGE | | | | | | | | | | | | | |
| 16-24 | 571 15% ABDU KL | 48 7% 8% | 3 4% 1% | 261 16% 46% | 32 9% 6% | 142 24% 25% M | 85 17% 15% | 452 48% 79% M | 120 51% 21% M | - - - | - - - | - - - | - - - |
| 25-34 | 612 16% 100% BFUJ KL | 106 15% 17% | 4 6% 1% | 294 18% 48% | 53 15% 9% | 97 16% 16% | 59 12% 10% | 496 52% 81% M | 116 49% 19% M | - - - | - - - | - - - | - - - |
| 35-44 | 684 18% 100% BDFG HKL | 165 24% 24% M | 4 4% 1% | 343 21% 50% M | 35 10% 5% | 94 16% 14% | 43 9% 6% | - - - | - - - | 603 32% 88% M | 82 50% 12% M | - - - | - - - |
| 45-54 | 636 17% 100% BDFG HKL | 130 9% 20% | 6 8% 1% | 327 20% 51% M | 26 7% 4% | 97 17% 15% | 49 10% 8% | - - - | - - - | 554 48% 87% M | 81 50% 13% M | - - - | - - - |
| 55-64 | 556 15% 100% GHUJ | 116 17% 21% | 7 9% 1% | 238 15% 43% | 41 12% 7% | 80 14% 14% | 73 15% 13% | - - - | - - - | - - - | - - - | 434 54% 78% M | 122 23% 22% M |
| 65-74 | 416 11% 100% CGHI J | 89 13% 21% | 12 15% 3% | 124 8% 30% | 53 15% 13% M | 57 10% 14% | 82 17% 20% M | - - - | - - - | - - - | - - - | 270 34% 65% M | 146 28% 35% M |
| 75+ | 353 9% 100% ACEG HIJ | 37 5% 10% | 42 54% 12% M | 44 3% 12% | 109 31% 31% M | 21 3% 6% | 101 20% 29% M | - - - | - - - | - - - | - - - | 101 13% 29% M | 252 48% 71% M |
| 16-34 | 1184 31% 100% ABDI JKL | 154 22% 13% | 8 10% 1% | 555 34% 47% M | 84 24% 7% | 239 41% 20% M | 144 29% 12% | 948 100% 80% M | 236 100% 20% M | - - - | - - - | - - - | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|-----------------------|------------------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3829 100% | 692 18% | 79* 2% | 1630 43% | 348 9% | 588 15% | 492 13% | 948 25% | 236 6% | 1157 30% | 163 4% | 805 21% | 520 14% |
| 35-64 | 1876 49% 100% BDFG HL | 411 59% 22% M | 17 21% 1% | 907 56% 48% M | 102 29% 5% | 272 46% 14% | 166 34% 9% | - - - | - - | 1157 100% 62% M | 163 100% 9% | 434 54% 23% M | 122 23% 7% |
| 65+ | 769 20% 100% CEGH IJ | 126 18% 16% | 54 69% 7% M | 168 10% 22% | 161 46% 21% M | 78 13% 10% | 182 37% 24% M | - - | - - | - - | - - | 372 46% 48% M | 398 77% 102% M |
| 16-34 | 1184 31% 100% ABDI JKL | 154 22% 13% | 8 10% 1% | 555 34% 47% M | 84 24% 7% | 239 41% 20% M | 144 29% 12% | 948 100% 80% M | 236 100% 20% M | - - | - - | - - | - - |
| 35-54 | 1320 34% 100% BDFG HKL | 295 43% 22% M | 10 12% 1% | 670 41% 51% M | 61 18% 5% | 192 33% 15% | 93 19% 7% | - - | - - | 1157 100% 88% M | 163 100% 12% M | - - | - - |
| 55+ | 1325 35% 100% CEGH IJ | 242 35% 18% | 61 78% 5% M | 406 25% 31% | 203 58% 15% M | 168 27% 12% | 256 62% 19% M | - - | - - | - - | - - | 805 100% 61% M | 520 100% 39% M |
| SEX | | | | | | | | | | | | | |
| MALE | 1876 49% 100% FL | 360 52% 19% | 32 41% 2% | 829 51% 44% | 182 52% 10% | 267 45% 14% | 207 42% 11% | 503 53% 27% M | 101 43% 5% | 548 47% 29% | 110 67% 6% M | 404 50% 22% | 209 40% 11% |
| FEMALE | 1952 51% 100% GJ | 332 48% 17% | 47 59% 2% | 801 49% 41% | 166 48% 9% | 321 55% 16% | 285 58% 15% M | 444 47% 23% | 136 57% 7% | 608 53% 31% | 53 33% 3% | 402 50% 21% | 310 60% 16% M |
| SEX/AGE | | | | | | | | | | | | | |
| MALE 16-34 | 605 16% 100% ABRI JKL | 77 11% 13% | 3 4% 1% | 319 20% 53% M | 46 13% 8% | 107 18% 18% | 52 11% 9% | 503 53% 83% M | 101 43% 17% M | - - | - - | - - | - - |
| MALE 35-54 | 659 17% 100% BDFG HKL | 149 22% 23% M | 4 5% 1% | 317 19% 48% | 47 14% 7% | 82 14% 12% | 59 12% 9% | - - | - - | 548 47% 83% M | 110 67% 17% M | - - | - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|-----------------------|---------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|----------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3829 100% | 692 18% | 79* 2% | 1630 43% | 348 9% | 588 15% | 492 13% | 948 25% | 236 6% | 1157 30% | 163 4% | 805 21% | 520 14% |
| MALE 65+ | 339 9% | 73 22% | 21 6% | 87 25% | 65 19% | 37 11% | 57 17% | - | - | - | - | 196 58% | 143 42% |
| CEGH IJ | 100% | | M | | M | | M | - | - | - | - | M | M |
| FEMALE 16-34 | 579 15% | 77 13% | 4 1% | 235 41% | 39 7% | 132 22% | 92 16% | 444 77% | 135 23% | - | - | - | - |
| ABUJ KL | 100% | | | | | M | M | M | M | - | - | - | - |
| FEMALE 35-54 | 661 17% | 146 22% | 6 1% | 353 53% | 14 2% | 110 19% | 34 5% | - | - | 608 92% | 53 8% | - | - |
| BDFG HKL | 100% | M | | M | | | | - | - | M | M | - | - |
| FEMALE 65+ | 430 11% | 53 12% | 33 8% | 81 19% | 96 22% | 41 10% | 125 29% | - | - | - | - | 175 41% | 255 59% |
| ACEG HIJ | 100% | | M | | M | | M | - | - | - | - | M | M |
| SEG | | | | | | | | | | | | | |
| A | 119 3% | 108 16% | 10 1% | - | - | - | - | 16 2% | 1 1% | 46 4% | 2 1% | 46 6% | 7 1% |
| CDEF GHL | 100% | M | M | - | - | - | - | 13% | 1% | 39% | 2% | M | 6% |
| B | 652 17% | 583 84% | 68 87% | - | - | - | - | 138 15% | 6 3% | 249 22% | 8 5% | 196 24% | 54 10% |
| CDEF HJL | 100% | M | M | - | - | - | - | 21% | 1% | 38% | 1% | M | 8% |
| C1 | 1142 30% | - | - | 962 59% | 180 52% | - | - | 320 34% | 48 21% | 394 34% | 31 19% | 248 31% | 101 19% |
| ABEFH JL | 100% | - | - | M | M | - | - | M | 4% | M | 3% | 22% | 9% |
| C2 | 836 22% | - | - | 668 41% | 168 49% | - | - | 234 25% | 36 15% | 276 24% | 30 18% | 158 20% | 102 20% |
| ABEFH | 100% | - | - | M | M | - | - | 28% | 4% | 33% | 4% | 19% | 12% |
| D | 514 13% | - | - | - | - | 349 59% | 165 32% | 171 18% | 66 28% | 111 10% | 36 22% | 67 8% | 64 12% |
| ABCDI K | 100% | - | - | - | - | M | M | M | M | 22% | M | 13% | 12% |

GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
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| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|-----------------------|---------------------|-------------------------|------------------------|--------------------------|-------------------------|-------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3829 100% | 692 18% | 79* 2% | 1630 43% | 348 9% | 588 15% | 492 13% | 948 25% | 236 6% | 1157 30% | 163 4% | 805 21% | 520 14% |
| E | 567 15% 100% | - | - | - | - | 239 41% 42% | 327 58% M | 68 7% 12% | 78 33% 14% M | 80 7% 14% | 57 35% 10% M | 90 11% 16% | 192 37% 34% M |
| AB | 770 20% 100% | 692 100% 90% M | 79 100% 10% M | - | - | - | - | 154 16% 20% | 8 3% 1% | 295 26% 38% M | 10 6% 1% | 242 30% 31% M | 61 12% 8% |
| C1C2 | 1978 52% 100% | - | - | 1630 100% 82% M | 348 100% 18% M | - | - | 555 59% 28% M | 84 36% 4% | 670 58% 34% M | 61 37% 3% | 406 50% 21% | 203 39% 10% |
| DE | 1081 28% 100% | - | - | - | - | 588 100% 54% M | 492 46% M | 239 25% 22% | 144 61% 13% M | 192 17% 18% | 93 57% 9% M | 158 20% 15% | 256 49% 24% M |
| SEG/SEX | | | | | | | | | | | | | |
| AB - MALE | 392 10% 100% | 360 52% 92% M | 32 41% 8% M | - | - | - | - | 77 8% 20% | 3 1% 1% | 149 13% 38% M | 4 2% 1% | 133 17% 34% M | 25 5% 6% |
| AB - FEMALE | 379 10% 100% | 332 48% 88% M | 47 59% 12% M | - | - | - | - | 77 8% 20% | 4 2% 1% | 146 13% 39% M | 6 3% 1% | 109 14% 29% M | 37 7% 10% |
| C1C2 - MALE | 1010 26% 100% | - | - | 829 51% 82% M | 182 52% 18% M | - | - | 319 34% 32% M | 46 19% 5% | 317 27% 31% | 47 29% 5% | 192 24% 19% | 89 17% 9% |
| C1C2 - FEMALE | 967 25% 100% | - | - | 801 49% 83% M | 166 45% 17% M | - | - | 235 29% 24% | 39 16% 4% | 353 30% 36% M | 14 8% 1% | 213 27% 22% | 114 22% 12% |
| DE - MALE | 474 12% 100% | - | - | - | - | 267 45% 56% M | 207 42% 44% M | 107 11% 22% | 52 22% 11% M | 82 7% 17% | 59 36% 12% M | 79 10% 17% | 96 18% 20% M |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
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STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|-----------------------|------------------------------------|------------------------|-----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3829 100% | 692 18% | 79* 2% | 1630 43% | 348 9% | 588 15% | 492 13% | 948 25% | 236 6% | 1157 30% | 163 4% | 805 21% | 520 14% |
| DE - FEMALE | 606 16% 100% ABCDI K | - | - | - | - | 321 55% M | 285 58% M | 132 14% 22% | 92 39% 15% M | 110 9% 18% | 34 21% 6% | 79 10% 13% | 160 31% 26% M |
| AGE/SEG | | | | | | | | | | | | | |
| 16-34 - AB | 162 14% 100% CDEF IJKL | 154 22% 95% M | 8 10% 5% M | - | - | - | - | 154 16% 95% M | 8 3% 5% | - | - | - | - |
| 16-34 - C1C2 | 639 17% 100% ABEFI JKL | - | - | 555 32% 87% M | 84 24% 13% M | - | - | 555 59% 87% M | 84 35% 13% M | - | - | - | - |
| 16-34 - DE | 383 10% 100% ABCDI JKL | - | - | - | - | 239 41% 62% M | 144 29% 38% M | 239 25% 62% M | 144 61% 38% M | - | - | - | - |
| 35-54 - AB | 305 8% 100% CDEF GHL | 295 43% 97% M | 10 12% 3% | - | - | - | - | - | - | 295 26% 97% M | 10 6% 3% | - | - |
| 35-54 - C1C2 | 731 19% 100% ABEFG HKL | - | - | 670 41% 92% M | 61 18% 8% | - | - | - | - | 670 58% 92% M | 61 37% 8% M | - | - |
| 35-54 - DE | 284 7% 100% ABCDG HKL | - | - | - | - | 192 33% 67% M | 93 19% 33% M | - | - | 192 17% 67% M | 93 57% 33% M | - | - |
| 55+ - AB | 303 8% 100% CDEF GHIJ | 242 35% 80% M | 61 78% 20% M | - | - | - | - | - | - | - | - | 242 30% 80% M | 61 12% 20% M |
| 55+ - C1C2 | 608 16% 100% ABEFG HIJ | - | - | 406 25% 67% M | 203 58% 33% M | - | - | - | - | - | - | 406 50% 67% M | 203 39% 33% M |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---------------------------|------------------------------------|------------------------|----------------------|--------------------------|------------------------|------------------------|------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3829 100% | 692 18% | 79* 2% | 1630 43% | 348 9% | 588 15% | 492 13% | 948 25% | 236 6% | 1157 30% | 163 4% | 805 21% | 520 14% |
| 55+ - DE | 413 11% 100% ABCDG HIJ | - | - | - | - | 158 27% 52% M | 256 62% M | - | - | - | - | 158 20% 38% M | 256 49% 62% M |
| NATION | | | | | | | | | | | | | |
| ENGLAND | 3208 84% 100% EFH | 598 86% 19% | 65 83% 2% | 1407 86% 44% M | 279 80% 9% | 473 80% 15% | 385 78% 12% | 798 84% 25% | 181 77% 6% | 985 85% 31% | 128 78% 4% | 695 86% 22% | 421 81% 13% |
| SCOTLAND | 326 9% 100% | 46 7% 14% | 9 11% 3% | 124 8% 38% | 32 9% 10% | 62 11% 19% | 53 11% 16% | 80 8% 25% | 34 14% 10% M | 90 8% 28% | 18 11% 5% | 62 8% 19% | 42 8% 13% |
| NORTHERN IRELAND | 107 3% 100% | 14 2% 13% | 1 1% 1% | 39 2% 37% | 11 3% 10% | 19 3% 18% | 23 5% 21% M | 30 3% 28% | 7 3% 6% | 28 2% 26% | 8 5% 8% | 14 2% 13% | 20 4% 18% |
| WALES | 188 5% 100% | 34 5% 18% | 4 5% 2% | 60 4% 32% | 25 7% 13% | 34 6% 18% | 31 6% 17% | 40 4% 21% | 14 6% 7% | 53 5% 28% | 9 6% 5% | 35 4% 19% | 37 7% 20% M |
| ETHNICITY | | | | | | | | | | | | | |
| WHITE BRITISH | 3206 84% 100% CEG | 597 86% 19% | 73 93% 2% M | 1321 81% 41% | 314 90% 10% M | 465 79% 15% | 436 88% 14% M | 667 70% 21% | 189 80% 6% | 958 83% 30% | 140 86% 4% | 758 94% 24% M | 493 95% 15% M |
| MINORITY ETHNIC GROUP | 344 9% 100% DKL | 61 9% 18% | 2 3% 1% | 164 10% 48% | 18 5% 5% | 63 11% 18% | 36 7% 11% | 151 16% 44% M | 28 12% 8% | 111 10% 32% | 11 6% 3% | 25 3% 7% | 19 4% 5% |
| ILLNESS/DISABILITY | | | | | | | | | | | | | |
| HAS ILLNESS/DISABILITY | 564 15% 100% ACGH I | 62 9% 11% | 18 22% 3% | 143 9% 25% | 78 23% 14% M | 103 17% 18% | 160 32% 28% M | 39 4% 7% | 15 7% 3% | 115 10% 20% | 41 25% 7% M | 155 19% 27% M | 199 38% 35% M |
| NO ILLNESS/DISABILITY | 3021 79% 100% DEFJ L | 606 88% 20% M | 59 75% 2% | 1362 84% 45% M | 253 73% 8% | 435 74% 14% | 305 62% 10% | 788 83% 26% M | 204 87% 7% M | 997 84% 33% M | 113 69% 4% | 618 77% 20% | 301 58% 10% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

STANDARD BREAKS

BASE : ALL ADULTS AGED 16+

| | TOTAL (M) | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|------------------------------------|-------------------------|-----------------------|--------------------------|-------------------------|-------------------------|-------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| WEIGHTED TOTAL | 3829 100% | 692 18% | 79* 2% | 1630 43% | 348 9% | 588 15% | 492 13% | 948 25% | 236 6% | 1157 30% | 163 4% | 805 21% | 520 14% |
| HOUSEBOUND | 158 4% ACG | 13 2% 9% | 2 3% 1% | 37 2% 23% | 24 7% 15% M | 32 5% 20% | 50 10% 32% M | 22 2% 14% | 5 2% 3% | 35 3% 22% | 13 8% M | 25 3% 16% | 57 11% 36% M |
| TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | | | | | | | | | | | | |
| HAS BBAT HOME | 2910 76% 100% BDPH JL | 692 100% 24% M | - - - | 1630 100% 56% M | - - - | 588 100% 20% M | - - - | 948 100% 33% M | - - - | 1157 100% 40% M | - - - | 805 100% 28% M | - - - |
| NO BBAT HOME | 919 24% 100% ACEGI K | - - - | 79 100% 9% M | - - - | 348 100% 38% M | - - - | 492 100% 54% M | - - - | 236 100% 26% M | - - - | 163 100% 18% M | - - - | 520 100% 57% M |
| MOBILE PHONE | | | | | | | | | | | | | |
| MOBILE ONLY (NO LANDLINE) | 3510 92% 100% BDPL | 674 97% 19% M | 60 77% 2% | 1586 97% 45% M | 281 81% 8% | 544 92% 15% | 366 74% 10% | 932 98% 27% M | 220 93% 6% | 1130 98% 32% M | 152 93% 4% | 741 92% 21% | 335 64% 10% |
| WITHOUT MOBILES | 319 8% 100% ACGI | 18 3% 6% | 18 23% 6% M | 44 3% 14% | 67 19% 21% M | 44 9% 14% | 127 26% 40% M | 16 2% 5% | 16 7% 5% | 27 2% 8% | 11 7% 4% | 65 8% 20% | 185 36% 59% M |
| GROSS ANNUAL HOUSEHOLD INCOME £'S (HOH AND H'WIVES ONLY) | | | | | | | | | | | | | |
| HIGH | 508 13% 100% DEFG HJKL | 206 30% 41% M | 7 10% 1% | 248 15% 49% | 26 7% 5% | 18 3% 4% | 3 1% 1% | 99 10% 19% | 15 6% 3% | 287 25% 57% M | 9 6% 2% | 85 11% 17% | 13 2% 3% |
| MEDIUM | 506 13% 100% EFL | 106 15% 21% | 10 12% 2% | 286 18% 57% M | 46 13% 9% | 46 9% 9% | 12 2% 2% | 133 14% 26% | 22 9% 4% | 180 16% 36% | 19 11% 4% | 125 16% 25% | 27 5% 5% |
| LOW | 725 19% 100% ACGI | 34 5% 5% | 10 13% 1% | 190 12% 26% | 89 26% 12% M | 198 34% 27% M | 204 41% 28% M | 129 14% 18% | 88 37% 12% M | 151 13% 21% | 51 31% 7% M | 143 18% 20% | 164 32% 23% M |
| REFUSED | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - | - - - |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - M/A - M/B - M/C - M/D - M/E - M/F - M/G - M/H - M/I - M/J - M/K - M/L
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

EXTRA ANALYSIS

BASE : ALL ADULTS AGED 16+

| TOTAL | AGE | | | | | | | | | | | | |
|--|--------------------------|-------------------|-------------------|-------------------|-------------------|---------------------------------|---------------------------------|------------------------|-------------------|--------------------------|------------------------|-------------------|-------------------------|
| | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65-74 (F) | 75+ (G) | 16-34 (H) | 35-64 (I) | 65+ (J) | 16-34 (K) | 35-54 (L) | 55+ (M) |
| UNWEIGHTED TOTAL 3827 100% | 472 12% | 626 16% | 616 16% | 571 15% | 592 15% | 557 15% | 393 10% | 1098 29% | 1779 46% | 950 25% | 1098 29% | 1187 31% | 1542 40% |
| WEIGHTED TOTAL 3829 100% | 571 15% | 612 16% | 684 18% | 636 17% | 556 15% | 416 11% | 353 9% | 1184 31% | 1876 49% | 769 20% | 1184 31% | 1320 34% | 1325 35% |
| 65+ / DE / HAVE A LONG TERM ILLNESS/DISABILITY 1740 45% 100% | 240 42% 14% BCD | 170 28% 10% | 169 25% 10% | 183 29% 11% | 207 37% 12% | 416 100% 24% ABC DE | 353 100% 20% ABC DE | 410 35% 24% I | 560 30% 32% | 769 100% 44% HI | 410 35% 24% L | 353 27% 20% | 977 74% 56% KL |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G - H/I/J - K/L/M
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

EXTRA ANALYSIS

BASE : ALL ADULTS AGED 16+

| TOTAL | SEX | | SEX/AGE | | | | | |
|--|-------------------|------------------------|----------------------|----------------------|-------------------------------|--------------------------|------------------------|--------------------------|
| | MALE (A) | FEMALE (B) | MALE 16-34 (C) | MALE 35-54 (D) | MALE 55+ (E) | FEMALE 16-34 (F) | FEMALE 35-54 (G) | FEMALE 55+ (H) |
| UNWEIGHTED TOTAL 3827 100% | 1764 46% | 2063 54% | 489 13% | 520 14% | 755 20% | 609 16% | 667 17% | 787 21% |
| WEIGHTED TOTAL 3829 100% | 1876 49% | 1952 51% | 605 16% | 659 17% | 613 16% | 579 15% | 661 17% | 712 19% |
| 65+ / DE / HAVE A LONG TERM ILLNESS/DISABILITY 1740 45% 100% | 779 41% 45% | 961 49% 55% A | 174 29% 10% | 164 25% 9% | 441 72% 25% CDG G | 236 41% 14% CDG | 189 29% 11% | 536 75% 31% CDG |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

EXTRA ANALYSIS

BASE : ALL ADULTS AGED 16+

| | TOTAL | SEG | | | | | | | | | NATION | | | | ETHNICITY | |
|---|---------------------|----------------------------|-------------------|-------------------|-------------------|--------------------------------|--------------------------------|------------------------|-------------------|---------------------------|--------------------|---------------------|------------------------------------|-----------------------|-----------------------------|--|
| | | A (A) | B (B) | C1 (C) | C2 (D) | D (E) | E (F) | AB (G) | C1C2 (H) | DE (I) | ENG LAND (J) | SCOT LAND (K) | NORTH ERN IRE LAND (L) | WALES (M) | WHITE BRITIS H (N) | MINOR ITY ETHNIC GROUP (O) |
| UNWEIGHTED TOTAL | 3827 100% | 107 3% | 627 16% | 964 25% | 770 20% | 574 15% | 785 21% | 734 19% | 1734 45% | 1359 36% | 3295 86% | 240 6% | 101 3% | 191 5% | 3203 84% | 344 9% |
| WEIGHTED TOTAL | 3829 100% | 119* 3% | 652 17% | 1142 30% | 836 22% | 514 13% | 567 15% | 770 20% | 1979 52% | 1081 28% | 3208 84% | 326 9% | 107* 3% | 188 5% | 3206 84% | 344 9% |
| 65+ / DE / HAVE A LONG TERM ILLNESS/DISABILITY | 1740 45% 100% | 47 39% 3% BC D | 168 26% 10% | 268 23% 15% | 177 21% 10% | 514 100% 30% AB CD | 567 100% 33% ABC D | 214 28% 12% H | 445 22% 26% | 1081 100% 62% GH | 1411 44% 81% | 165 51% 9% | 58 55% 3% | 106 56% 6% J | 1535 48% 88% O | 117 34% 7% |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I - J/K/L/M - N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

EXTRA ANALYSIS

BASE : ALL ADULTS AGED 16+

| TOTAL | URBAN | | | | | | |
|---------------------|----------------------------------|---|-----------------------|--------------------------|------------------------|-----------------------|--------------------------|
| | LARGE TOWNS/ CITIES (A) | LARGE TOWNS/ CITIES EXCLUDING LONDON (B) | LONDON ONLY (C) | SUBURBAN (D) | RURAL (E) | DEEP RURAL (F) | ANY URBAN (G) |
| 3827 100% | 1200 31% | 722 19% | 478 12% | 1976 52% | 590 15% | 122 3% | 3176 83% |
| 3829 100% | 1157 30% | 699 18% | 458 12% | 1998 52% | 610 16% | 119 3% | 3155 82% |
| 1740 45% 100% | 462 40% 27% C | 319 48% 18% AC | 143 31% 8% | 981 49% 56% ACG | 272 45% 16% C | 59 50% 3% AC | 1443 46% 83% AC |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

EXTRA ANALYSIS

BASE : ALL ADULTS AGED 16+

| TOTAL | UK GEOGRAPHICS GROUPS | | | | | | |
|---------------------|-----------------------|------------------------|-------------------------|--------------------------|-------------------------|-------------------|----------------------|
| | A (A) | B (B) | C (C) | D (D) | E (E) | F (F) | G (G) |
| 3827 100% | 578 15% | 622 16% | 1276 33% | 700 18% | 59 2% | 441 12% | 90 2% |
| 3829 100% | 547 14% | 610 16% | 1289 34% | 709 19% | 62* 2% | 457 12% | 91* 2% |
| 1740 45% 100% | 192 35% 11% | 270 44% 16% A | 620 48% 36% AF | 361 51% 21% ABF | 39 64% 2% ABCF | 190 41% 11% | 43 48% 2% A |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F/G
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

EXTRA ANALYSIS

BASE : ALL ADULTS AGED 16+

| TOTAL | SEG/SEX | | | | | | AGE/SEG | | | | | | | | |
|---|-----------------------|-----------------------|-----------------------|-------------------------|----------------------------|----------------------------|----------------------|------------------------|----------------------------------|----------------------|------------------------|----------------------------------|---------------------------|---------------------------|------------------------------|
| | AB - MALE (A) | AB - FEMALE (B) | C1C2 - MALE (C) | C1C2 - FEMALE (D) | DE - MALE (E) | DE - FEMALE (F) | 16-34 - AB (G) | 16-34 - C1C2 (H) | 16-34 - DE (I) | 35-54 - AB (J) | 35-54 - C1C2 (K) | 35-54 - DE (L) | 55+ - AB (M) | 55+ - C1C2 (N) | 55+ - DE (O) |
| UNWEIGHTED TOTAL | | | | | | | | | | | | | | | |
| 3827 100% | 363 9% | 371 10% | 844 22% | 890 23% | 557 15% | 802 21% | 143 4% | 522 14% | 433 11% | 247 6% | 575 15% | 365 10% | 344 9% | 637 17% | 561 15% |
| WEIGHTED TOTAL | | | | | | | | | | | | | | | |
| 3829 100% | 392 10% | 379 10% | 1010 26% | 967 25% | 474 12% | 606 16% | 162 4% | 639 17% | 383 10% | 305 8% | 731 19% | 284 7% | 303 8% | 608 16% | 413 11% |
| 65+ / DE / HAVE A LONG TERM ILLNESS/DISABILITY | | | | | | | | | | | | | | | |
| 1740 45% 100% | 110 28% 6% C | 104 27% 6% C | 194 19% 11% | 251 26% 14% C | 474 100% 27% ABCD | 606 100% 35% ABCD | 10 6% 1% H | 17 3% 1% | 383 100% 22% GHJKM N | 13 4% 1% | 55 8% 3% H | 284 100% 16% GHJK MN | 191 63% 17% GHJK | 373 61% 21% GHJK | 413 100% 24% GHJKMN |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L/M/N/O
*** SMALL BASE**



GfK NC

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

EXTRA ANALYSIS

BASE : ALL ADULTS AGED 16+

| TOTAL | ILLNESS/DISABILITY | | | TECHNOLOGY OWNERSHIP BROADBAND IN HOME | | MOBILE PHONE | | | | |
|---------------------|-----------------------------|----------------------------|-----------------------|--|------------------------|--------------------------|------------------------|------------------------------------|------------------------|--------------------------|
| | HAS ILLNESS /DISABILITY (A) | NO ILLNESS /DISABILITY (B) | HOUSE BOUND (C) | HAS BB AT HOME (D) | NO BB AT HOME (E) | LANDLINE ONLY (F) | MOBILE ONLY (G) | BOTH LANDLINE AND MOBILE IN HH (H) | NO LANDLINE IN HH (I) | NO MOBILE IN HH (J) |
| 3827 100% | 676 18% | 2919 76% | 186 5% | 2766 72% | 1061 28% | 351 9% | 562 15% | 2879 75% | 597 16% | 386 10% |
| 3829 100% | 564 15% | 3021 79% | 158 4% | 2910 76% | 919 24% | 293 8% | 530 14% | 2981 78% | 556 15% | 319 8% |
| 1740 45% 100% | 564 100% 32% BC | 1082 36% 62% | 131 83% 8% B | 1017 35% 58% | 723 79% 42% D | 251 86% 14% GHI | 293 55% 17% H | 1170 39% 67% | 318 57% 18% H | 276 87% 16% GHI |



GfK NC

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C - D/E - F/G/H/I/J
*** SMALL BASE**

NOP/421841/421842 : POSTAL SERVICES
FIELDWORK DATES : 1ST - 6TH DECEMBER - 8TH - 13TH DECEMBER 2011

EXTRA ANALYSIS

BASE : ALL ADULTS AGED 16+

| | TOTAL | BROADBAND/SEG | | | | | | BROADBAND/AGE | | | | | |
|---|---------------------|------------------------|------------------------|--------------------------|-------------------------|----------------------------|----------------------------|---------------------------|-------------------------|---------------------------|-------------------------|-------------------------|---------------------------|
| | | WITH BB & AB (A) | NO BB & AB (B) | WITH BB & C1C2 (C) | NO BB & C1C2 (D) | WITH BB & DE (E) | NO BB & DE (F) | WITH BB & 16-34 (G) | NO BB & 16-34 (H) | WITH BB & 35-54 (I) | NO BB & 35-54 (J) | WITH BB & 55+ (K) | NO BB & 55+ (L) |
| UNWEIGHTED TOTAL | 3827 100% | 652 17% | 82 2% | 1395 36% | 339 9% | 719 19% | 640 17% | 850 22% | 248 6% | 1013 26% | 174 5% | 903 24% | 639 17% |
| WEIGHTED TOTAL | 3829 100% | 692 18% | 79* 2% | 1630 43% | 348 9% | 588 15% | 492 13% | 948 25% | 236 6% | 1157 30% | 163 4% | 805 21% | 520 14% |
| 65+ / DE / HAVE A LONG TERM ILLNESS/DISABILITY | 1740 45% 100% | 160 23% 9% | 55 70% 3% ACD | 269 16% 15% | 176 51% 10% AC | 588 100% 34% ABCD | 492 100% 29% ABCD | 265 28% 15% I | 145 61% 8% GI | 256 22% 15% | 97 59% 6% GI | 496 62% 28% GI | 481 93% 28% GHUK |

FRI MAR 30 12:41:31 BST 2012

PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E/F - G/H/I/J/K/L
*** SMALL BASE**



GfK NC