

## 6. Post

## Figure 6.1

### UK postal services industry key metrics

UK postal services industry	2006	2007	2008	2009	2010	2011
Addressed mail volumes	22.0bn	21.6bn	20.6bn	18.6bn	17.5bn	16.6bn
Mail revenues	£6.8bn	£6.8bn	£6.8bn	£6.6bn	£6.5bn	£6.7bn
Proportion of access mail in total mail	9.6%	16.9%	24.6%	32.7%	39.9%	43.6%
Direct mail share of advertising spend	14.2%	12.7%	12.3%	11.6%	10.9%	10.7%
Value of UK e-retail market	£30.2bn	£35.2bn	£43.8bn	£49.8bn	£58.8bn	£68.0bn

Source: Royal Mail Regulatory Financial Statements, Royal Mail Wholesale, Royal Mail Group Annual Reports, AA/Warc. Revenue figures are nominal. Note: Addressed mail volumes and revenues include Royal Mail total mails (excluding Parcelforce and unaddressed), access revenues and end-to-end delivered addressed letter mail. This does not include courier or express volumes and revenues. Royal Mail calendar year volume and revenue figures are derived from Ofcom calculations based on financial year figures in Royal Mail's Regulatory Statements and estimates of 2011-12 performance informed by Royal Mail's Report and Accounts and are therefore not directly comparable with Royal Mail's published accounts.

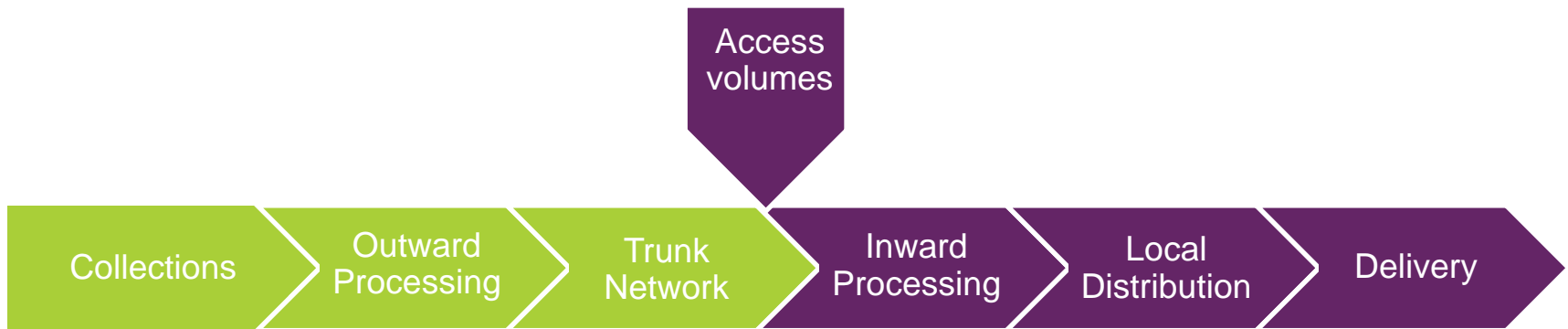
## Figure 6.2

### Royal Mail's pipeline



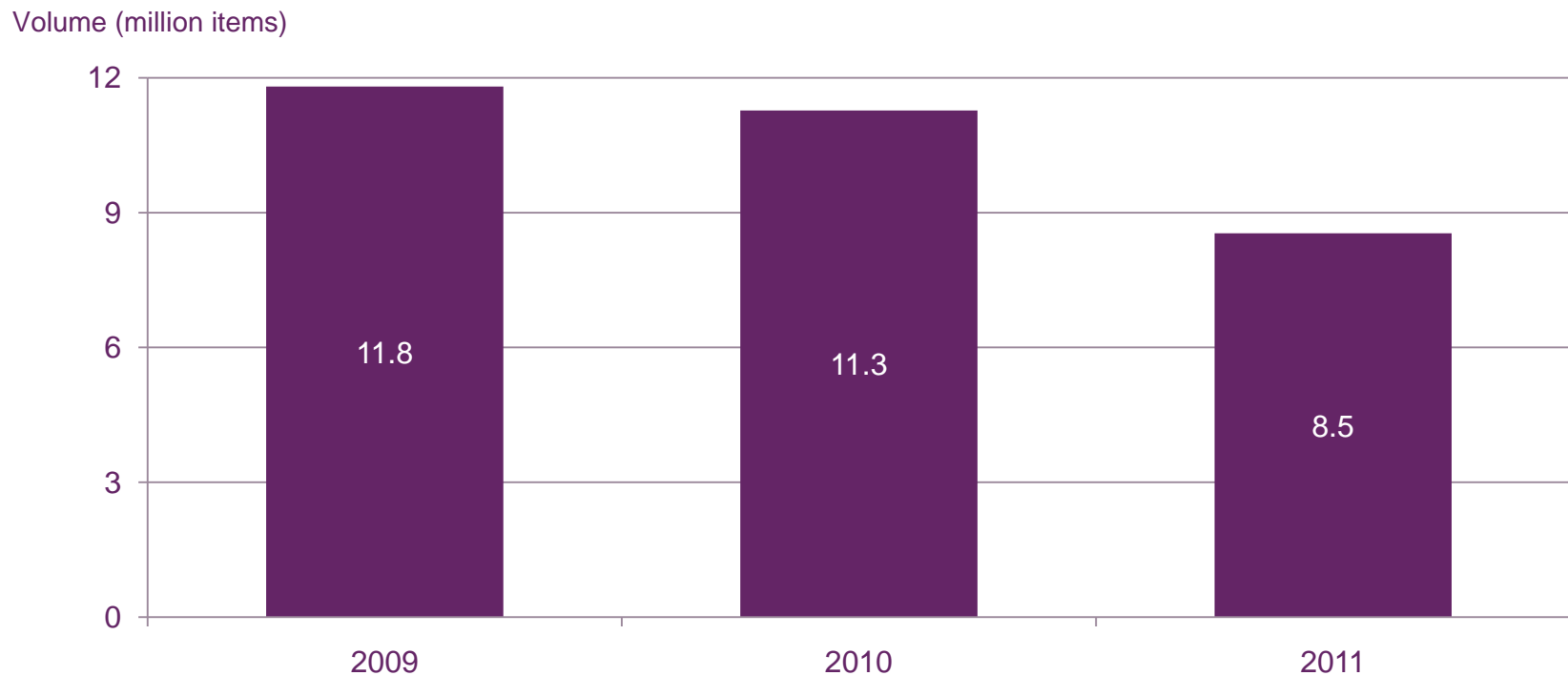
# Figure 6.3

## Point of access



## Figure 6.4

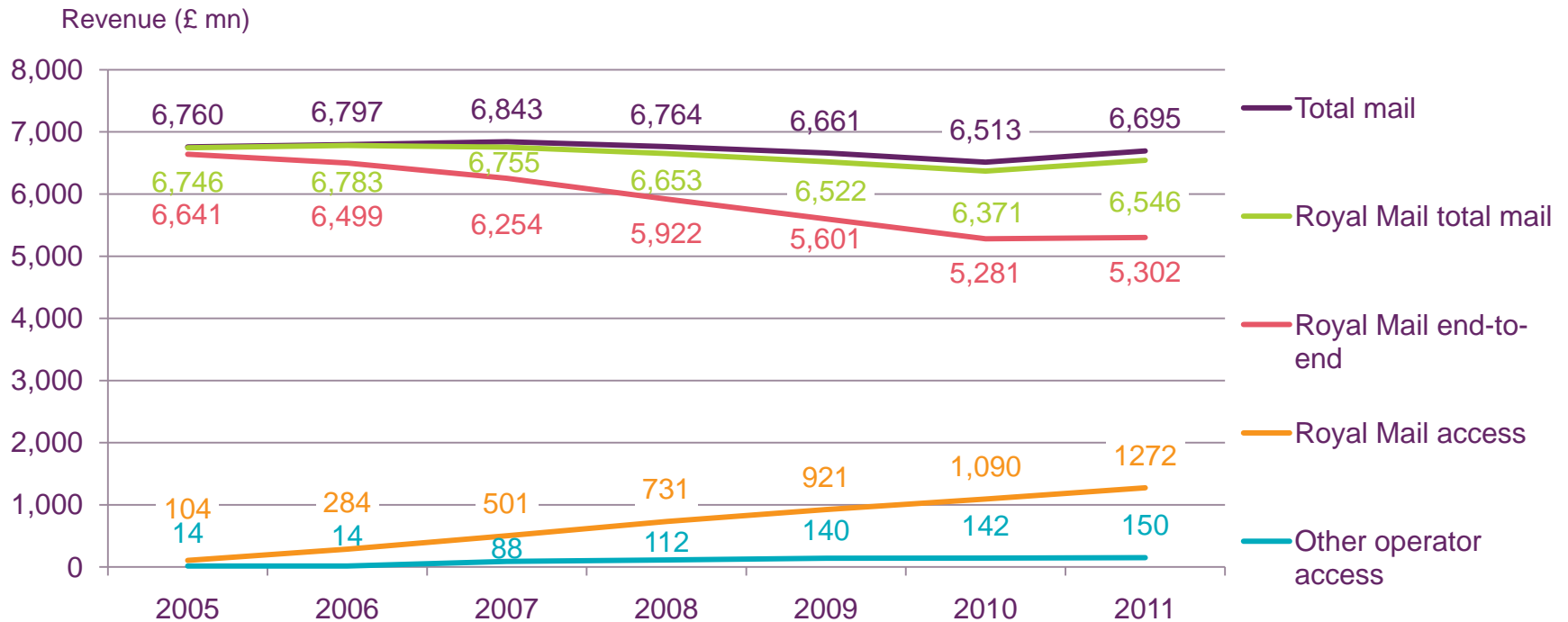
### Other operators' end-to-end delivered volumes



Source: Operators' returns, based on former licensed area delivered volumes

# Figure 6.5

## Mail market revenue 2005 to 2011

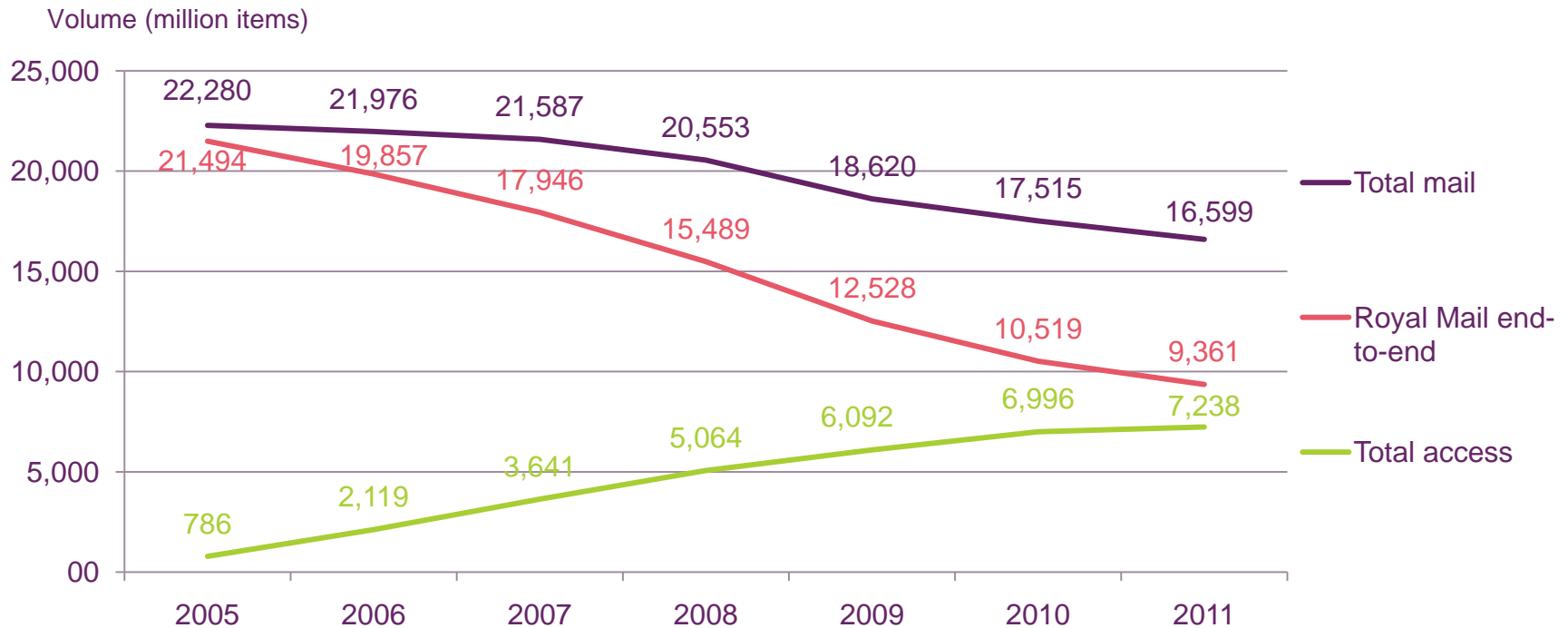


Source: Royal Mail Regulatory Financial Statements, operator returns to Ofcom, Ofcom estimates

Note: Royal Mail end-to-end refers to Royal Mail total mail revenues excepting access. Royal Mail calendar year revenue figures are derived from Ofcom calculations based on financial year figures in Royal Mail's Regulatory Statements and estimates of 2011-12 performance informed by Royal Mail's Report and Accounts and are therefore not directly comparable with Royal Mail's published accounts. Addressed mail only. Figures are nominal.

# Figure 6.6

## Royal Mail volume 2005 to 2011

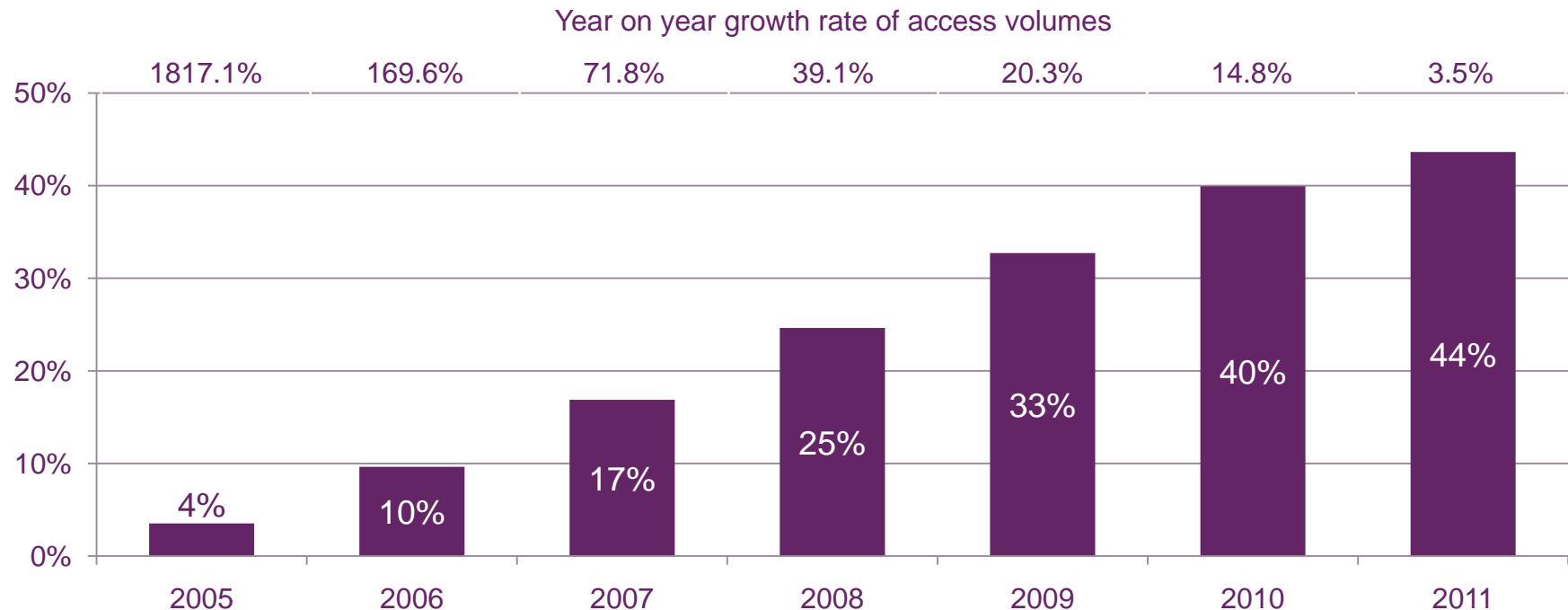


Source: Royal Mail Wholesale, Royal Mail Regulatory Financial Statements, Ofcom estimates

Note: Royal Mail end-to-end refers to total mail volumes excepting access. Royal Mail calendar year volume figures are derived from Ofcom calculations based on financial year figures in Royal Mail's Regulatory Statements and estimates of 2011-12 performance informed by Royal Mail's Report and Accounts and are therefore not directly comparable with Royal Mail's published accounts. Addressed mail only.

# Figure 6.7

## Proportion of access in total mail 2005 to 2011



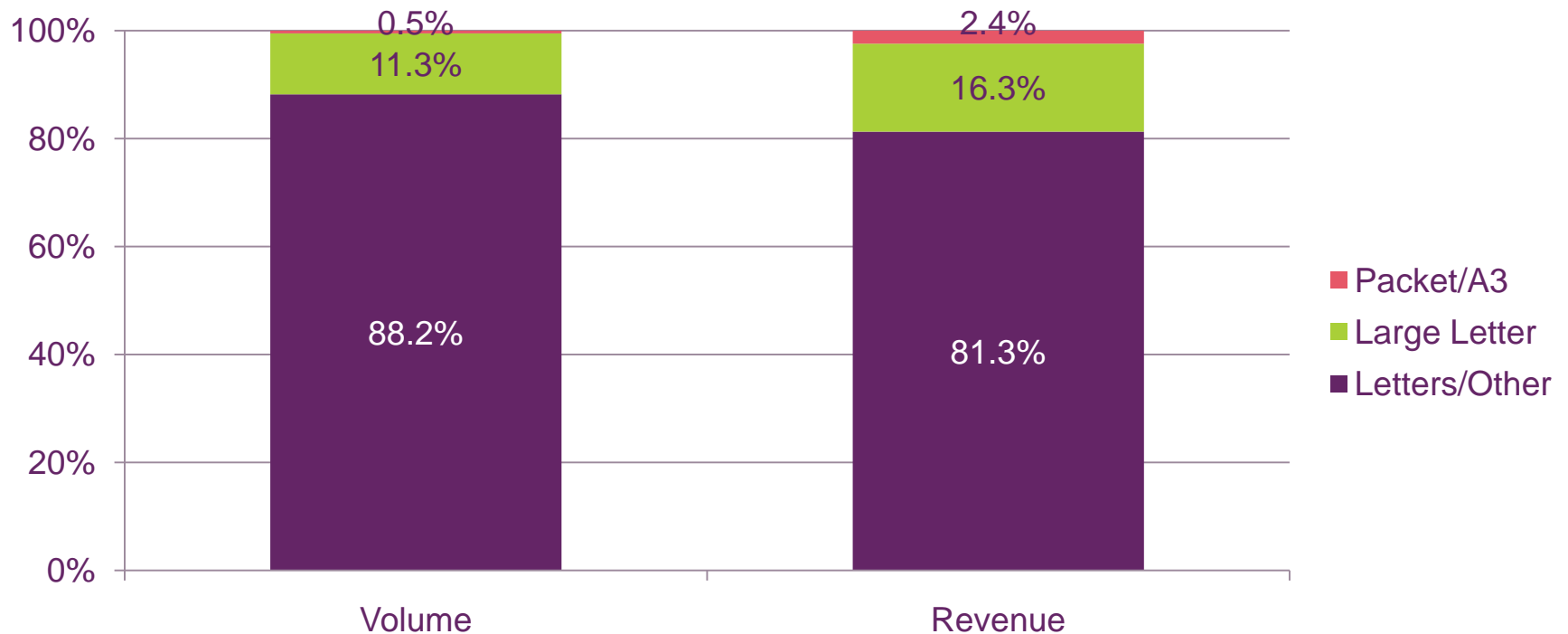
Source: Royal Mail Wholesale, Royal Mail Regulatory Financial Statements, Ofcom estimates

Note: Royal Mail calendar year volume figures are derived from Ofcom calculations based on financial year figures in Royal Mail's Regulatory Statements and estimates of 2011-12 performance informed by Royal Mail's Report and Accounts and are therefore not directly comparable with Royal Mail's published accounts.



# Figure 6.8

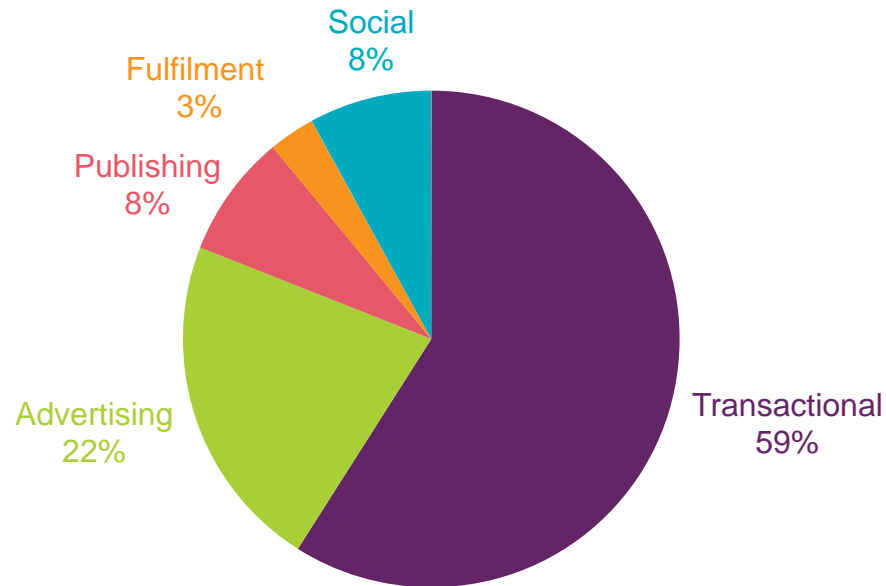
## Royal Mail access volumes and revenues by format 2011-12



Source: Royal Mail Wholesale, 2011-12

# Figure 6.9

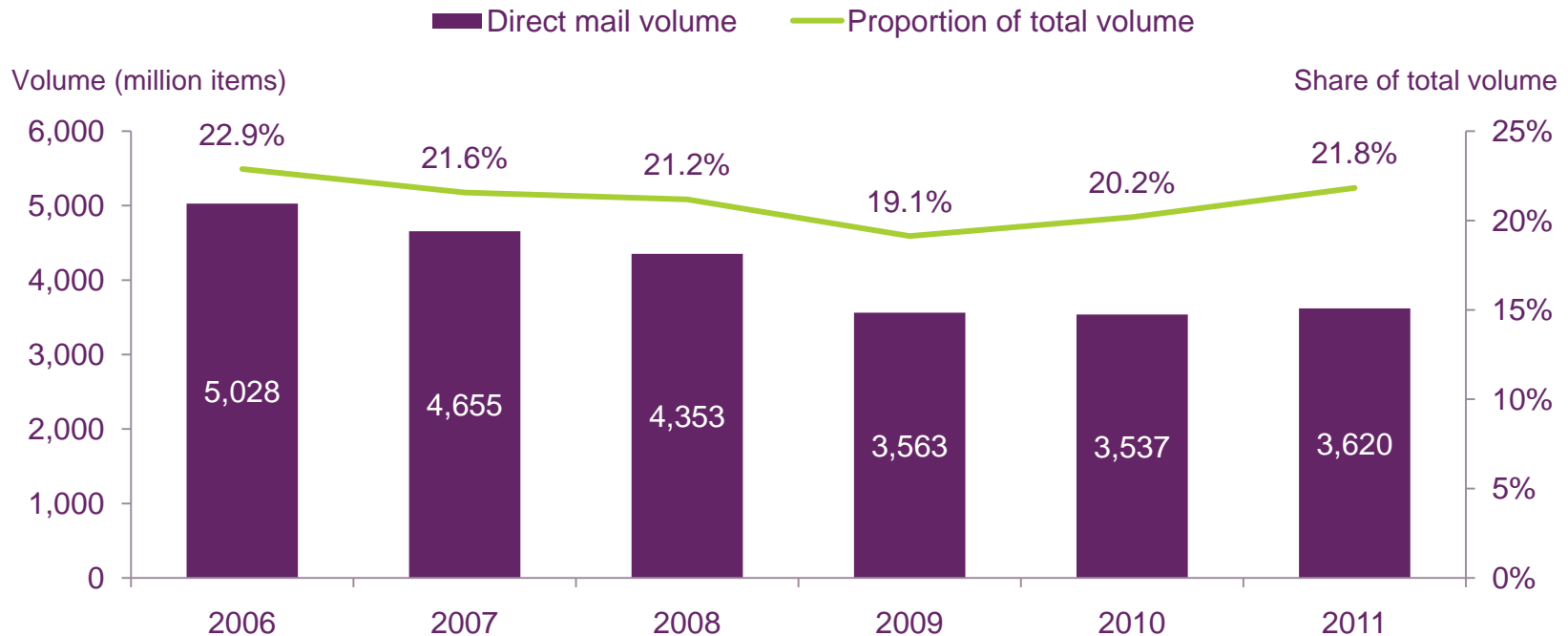
## Applications of mail



Source: Ofcom estimates

# Figure 6.10

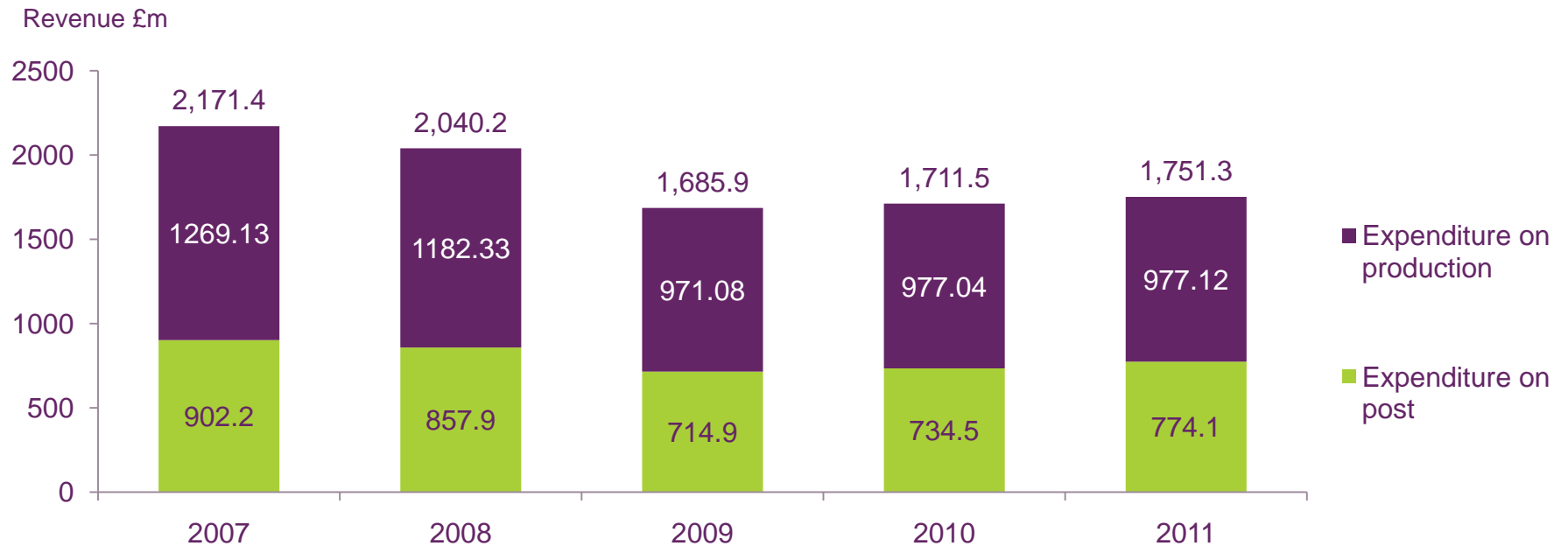
## Direct mail volume and proportion of total mail 2006-2011



Source: Mediatel, Royal Mail Regulatory Statements, Ofcom estimates

## Figure 6.11

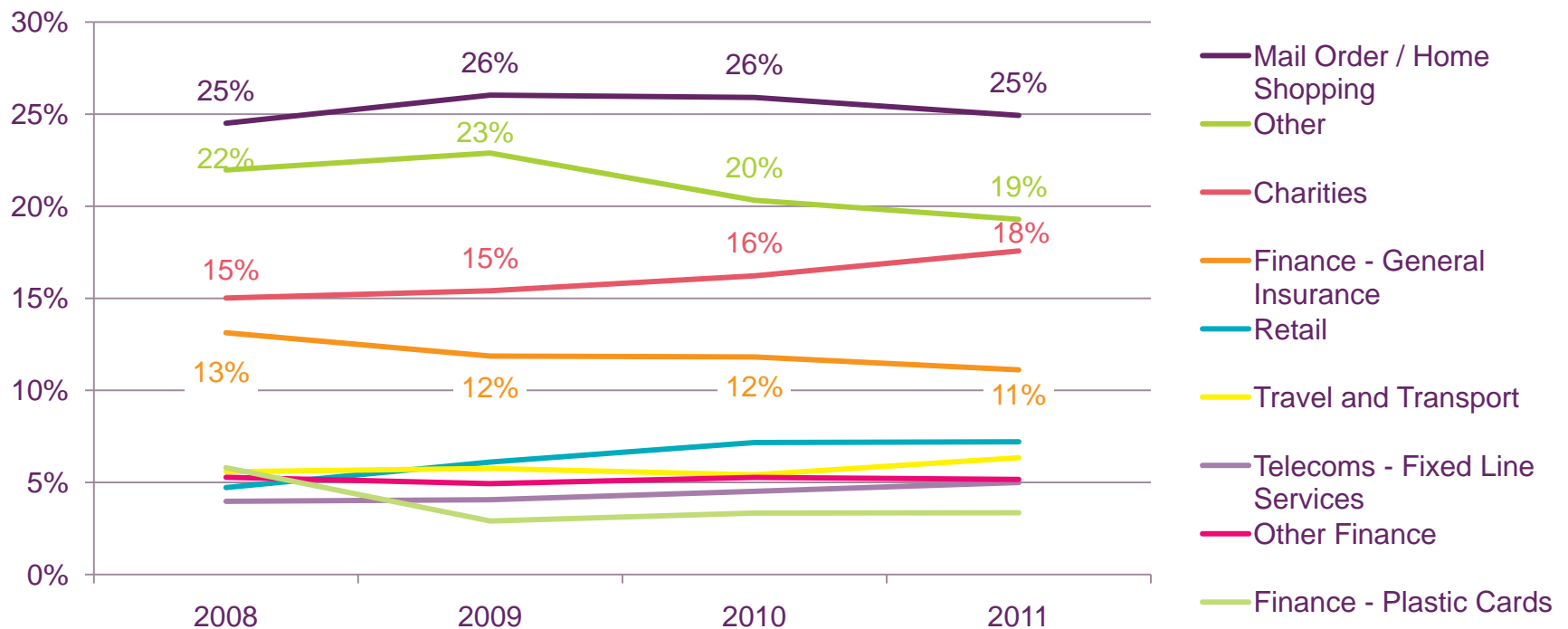
### Spend on direct mail post and production, 2007– 2011



Source: Mediatel. Figures are nominal.

# Figure 6.12

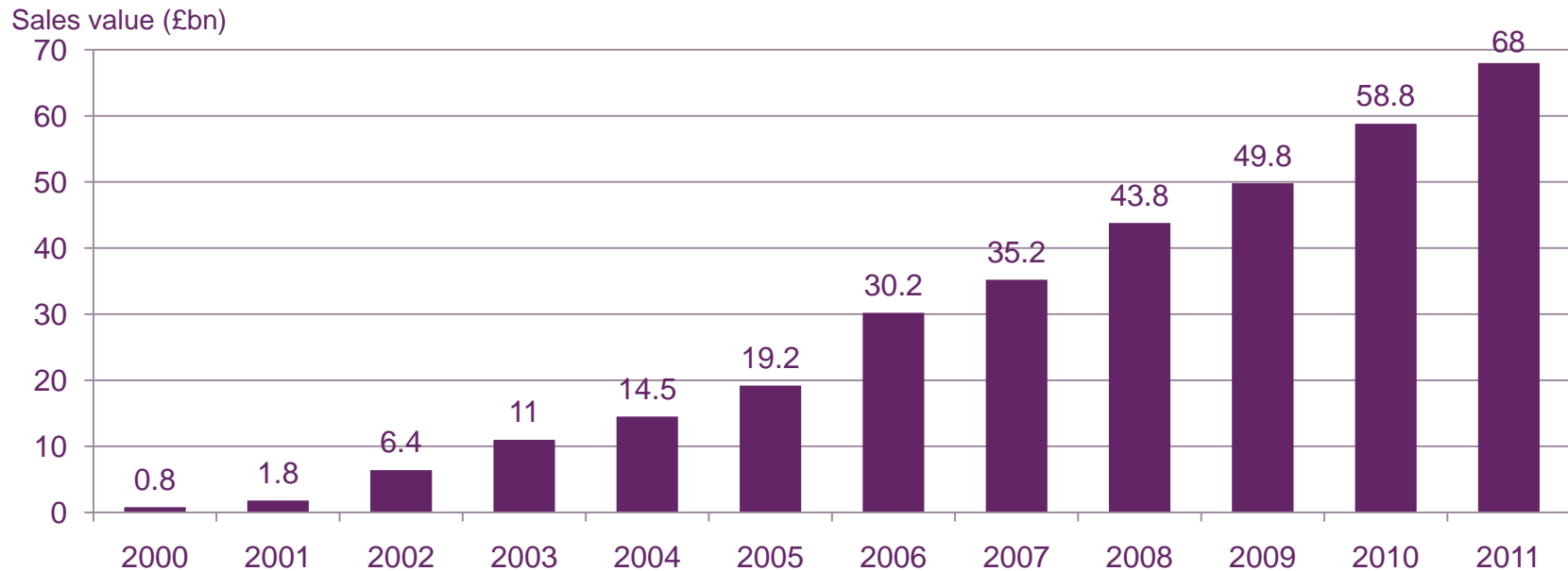
## Share of direct mail expenditure by sector



Source: Nielsen Addynamix

## Figure 6.13

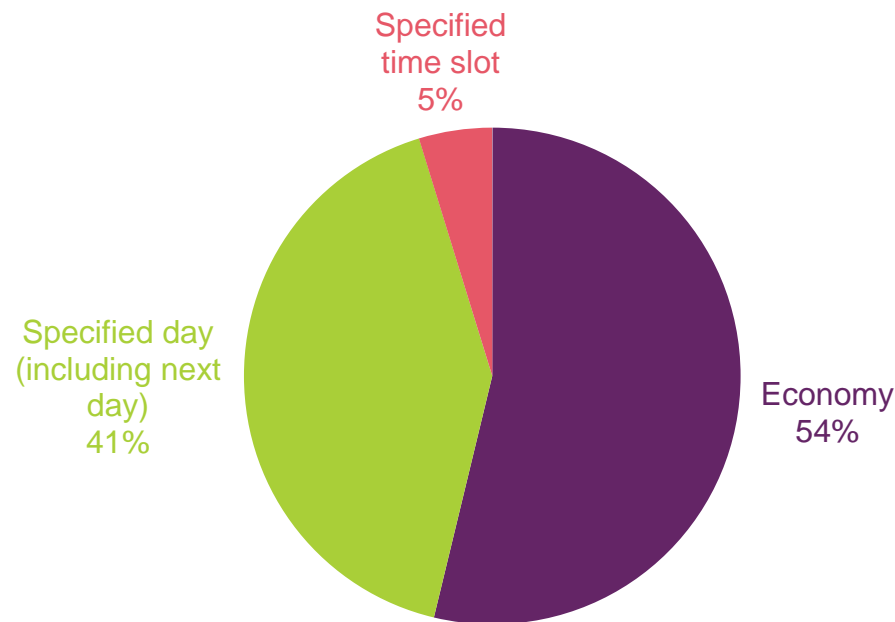
### E-retail sales value from 2000 to 2011



Source: Interactive Media in Retail Group

## Figure 6.14

### Packet and parcel service types used for UK delivery, April 2012



Source: Interactive Media in Retail Group / Metapack Delivery Index, April 2012

Note: Proportions rebased to exclude international

## Figure 6.15

### Approximate number of parcels sent and received each month by residential consumers

% of consumers



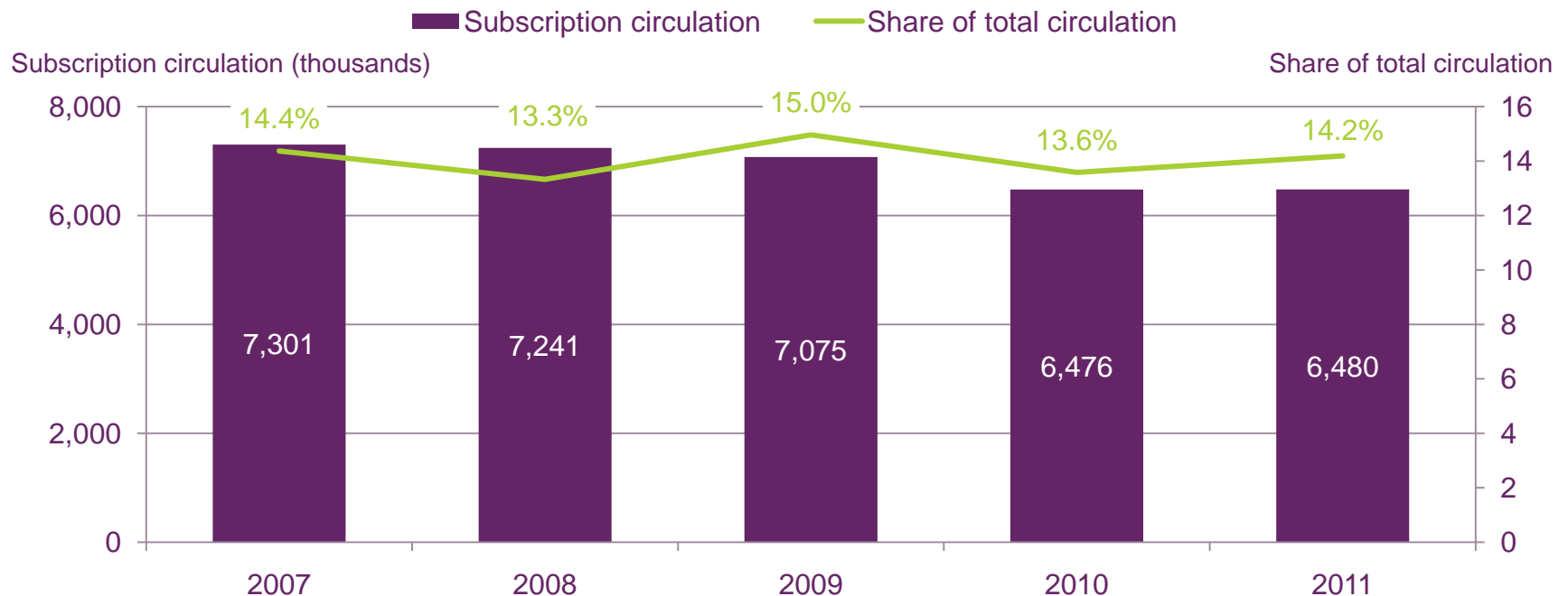
Source: Ofcom Post Omnibus 2011 - fieldwork 1st Dec – 13th Dec 2011

Base: All consumers responsible for sending or receiving post (n= 3621)Q: Please now think about the parcels you send. How many parcels do you send in an average month? \*Assuming those saying 'don't always send one each month' send 1 parcel every 3 months; Q: 'Approximately how many parcels do you receive on average in a month?\*'assuming those saying 'don't always receive one each month' receive 1 parcel every 3 months



# Figure 6.16

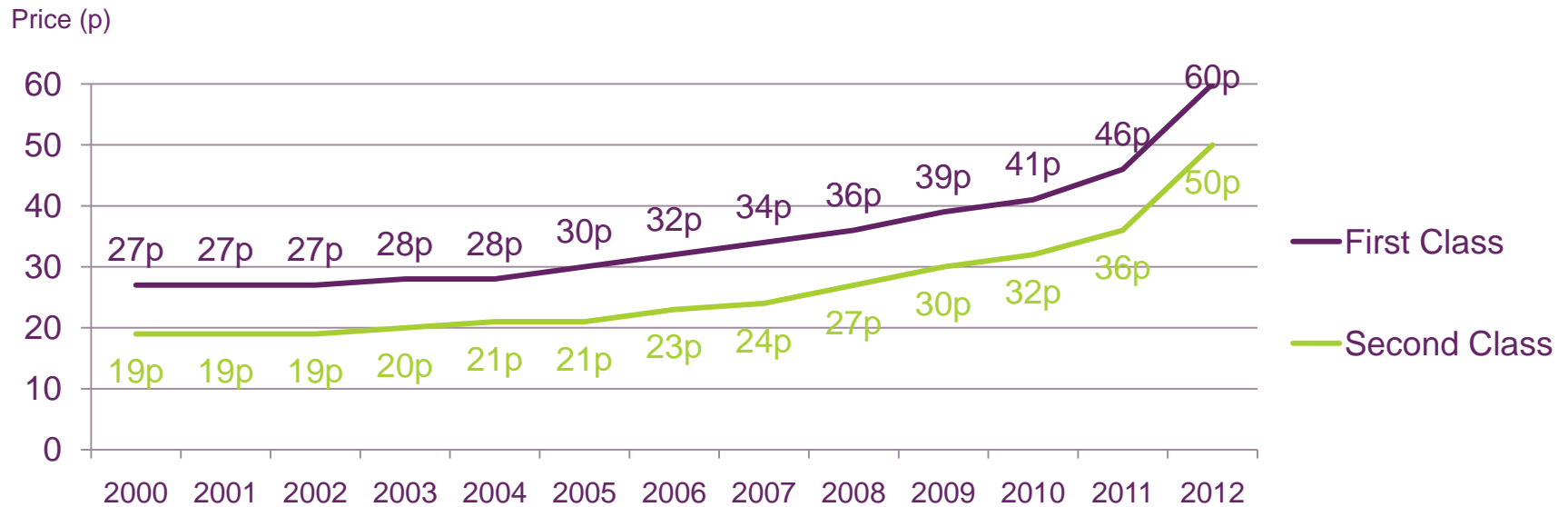
## Magazine subscription volumes 2007 - 2011



Source: Mediatel/ABC, 6 monthly net average circulation subscription sales 2007-2011

# Figure 6.17

## First and Second Class Stamp prices from 2000-2012

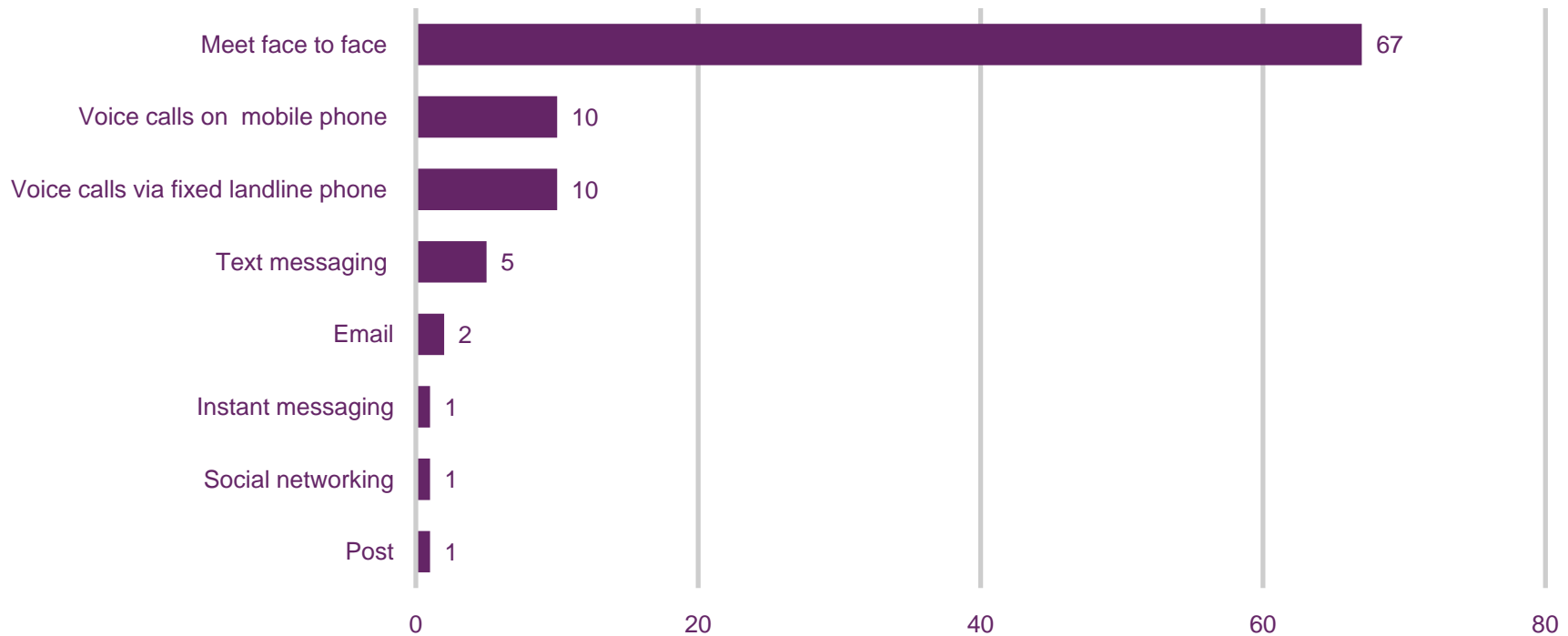


Source: Royal Mail. Figures are nominal.

# Figure 6.18

## Preferred method of communication with friends and family

% of adults who communicate with friends and family



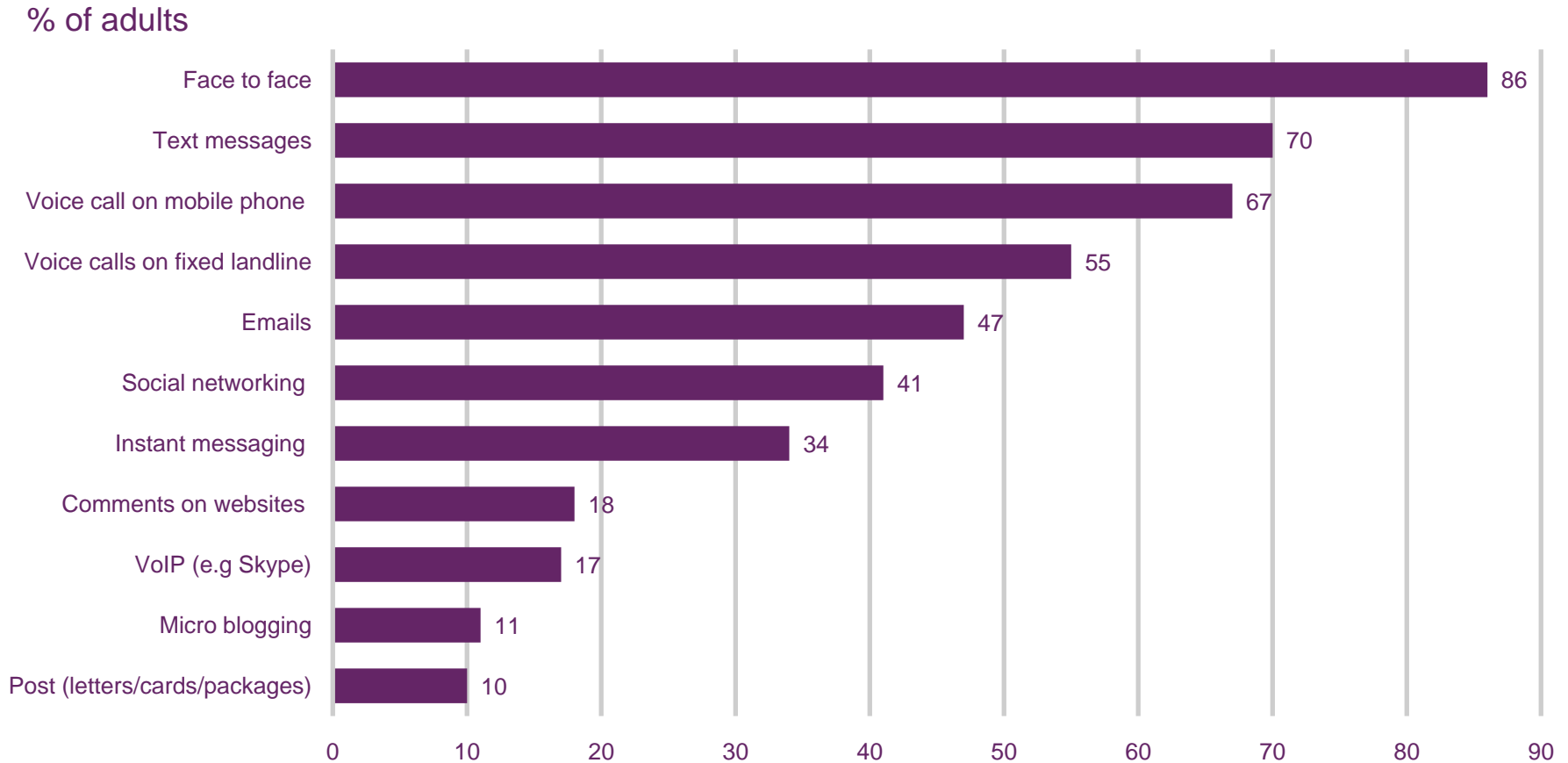
Q5a: If you had to pick one method of communicating with friends and family which one would it be?

Source: Use of communication services including post research, 2012

Base: all who ever use at least one form of communication to communicate with: Friends and family, n= 2007. Note - other mentions by 1% or fewer included: Emails, social networking, VoiP calls,

# Figure 6.19

## Methods used at least once a week to communicate with friends and family



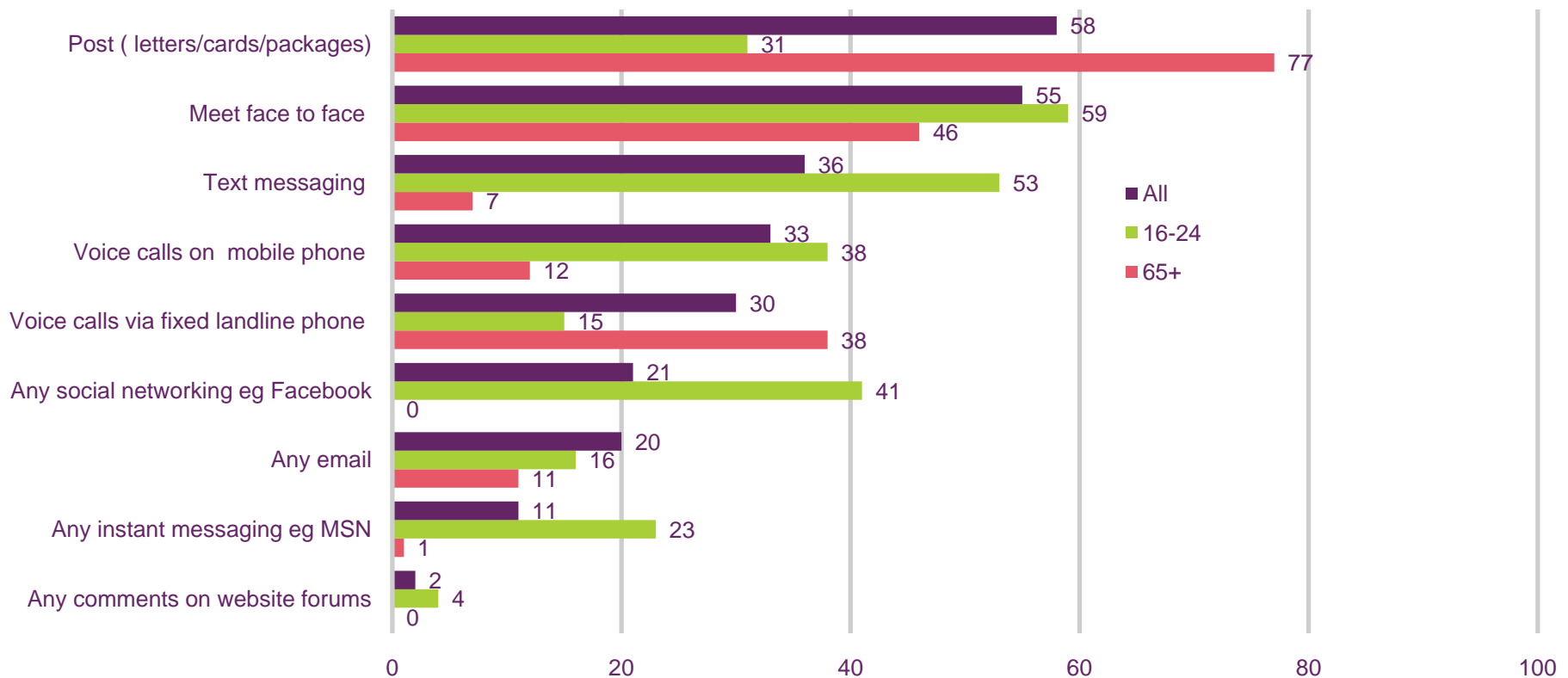
Q2a: Devices/ services used

Source: Use of communication services including post research, 2012

Base: UK adults aged 16+ who communicate, n = 1980

## Figure 6.20

Communication methods ever used to send greetings (e.g. birthdays) by age of respondent



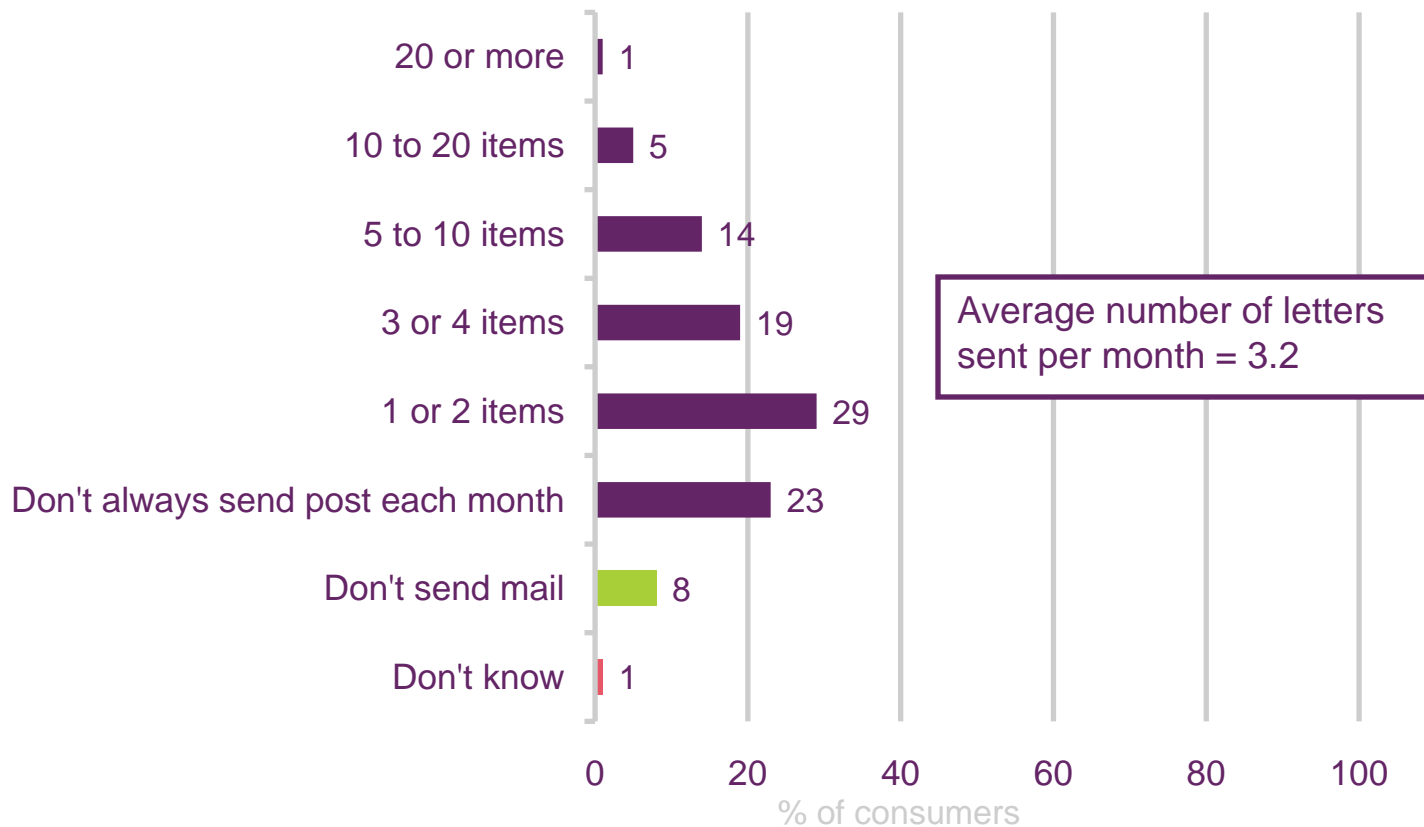
Q3a: Thinking about personal communications which of these methods do you ever use to – greetings such as birthday/ get well

Source: Use of communication services including post research, 2012

Base: UK adults aged 16+, n = 2012

# Figure 6.21

## Claimed volume of *letters sent* in an average *month*



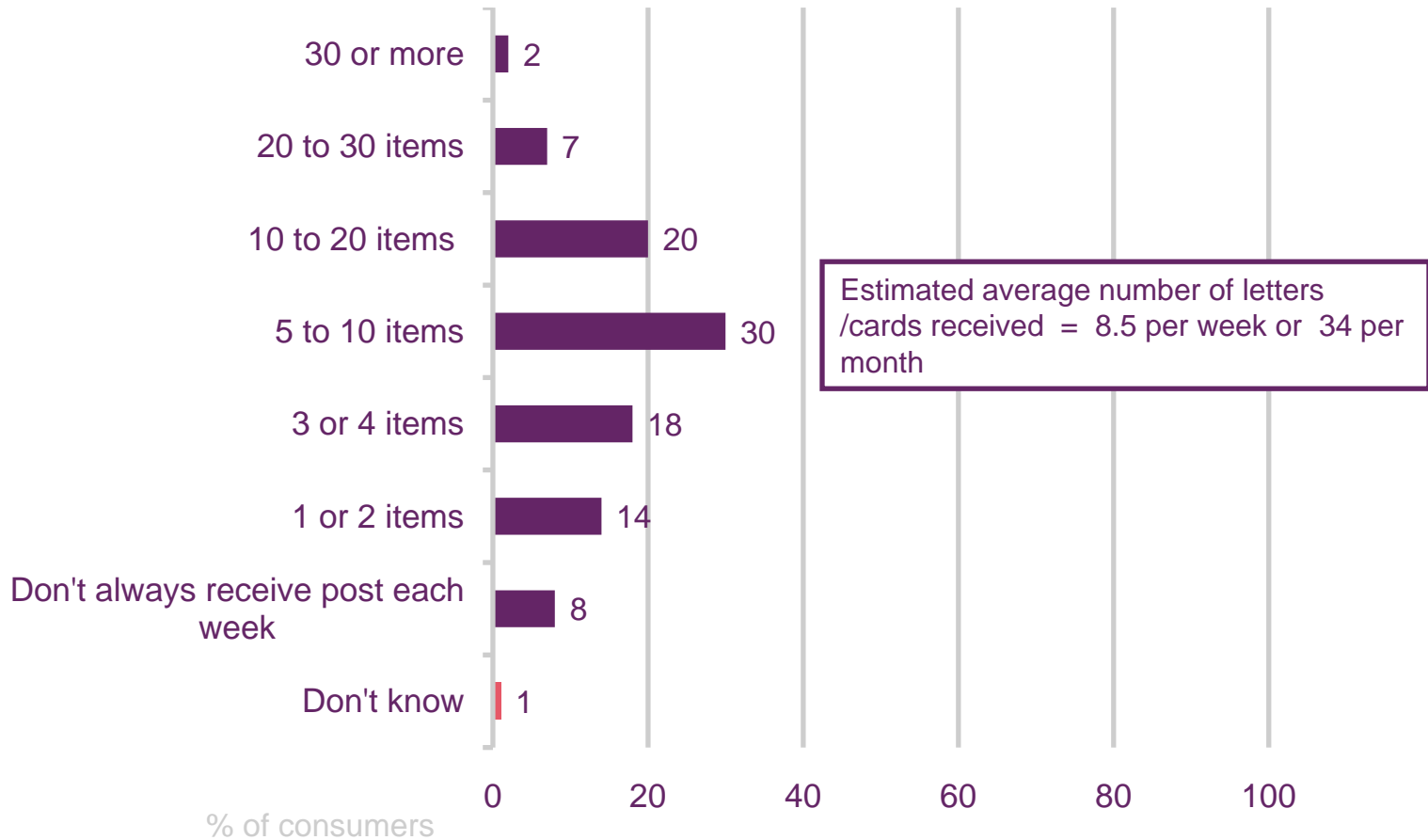
Source: Ofcom Post Omnibus 2011 - fieldwork 1<sup>st</sup> Dec – 13<sup>th</sup> Dec 2011

Base: All consumers responsible for sending or receiving post (n= 3621)

Question: '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.'

# Figure 6.22

## Claimed volume of *letters received* in an average week



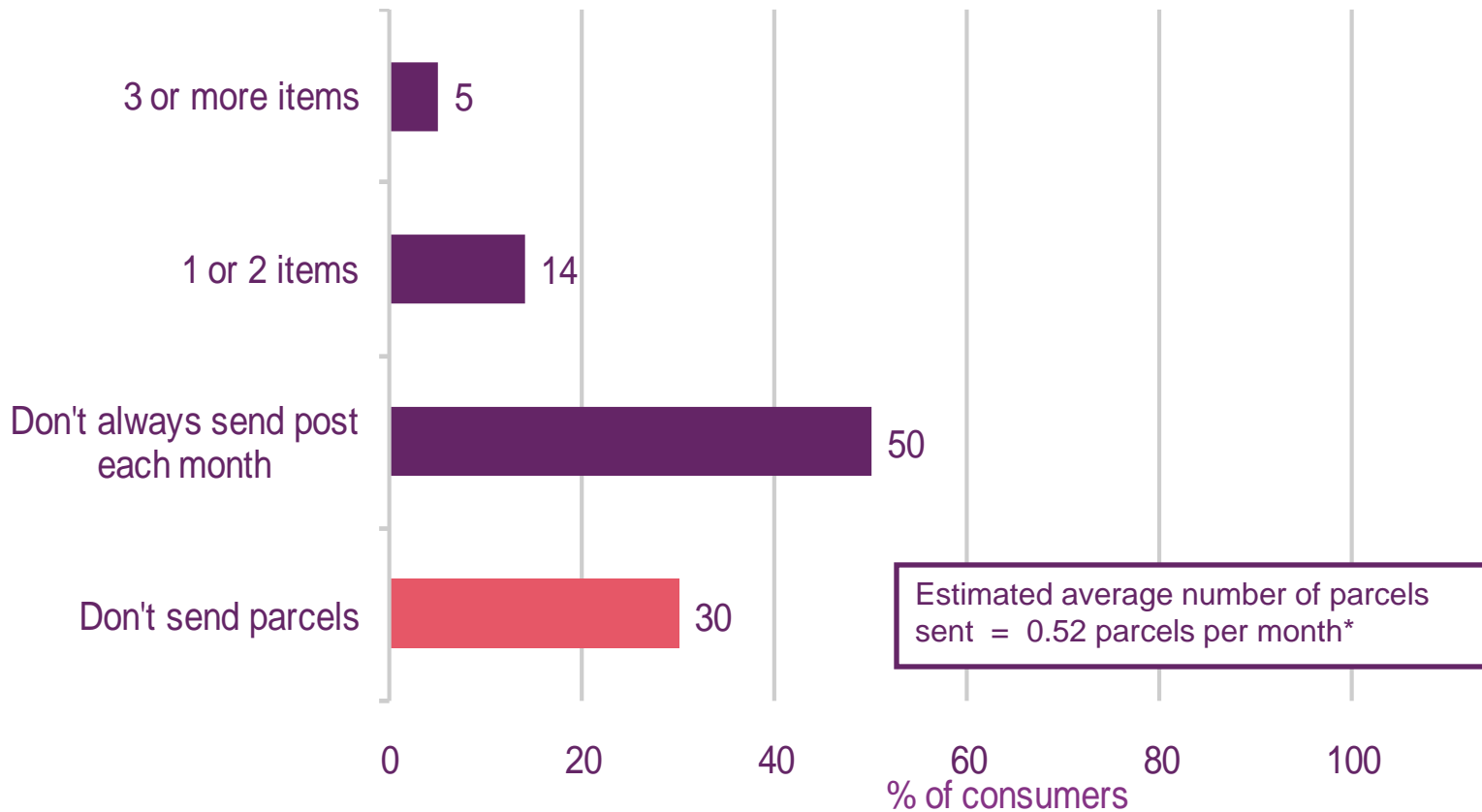
Source: Ofcom Post Omnibus 2011 - fieldwork 1<sup>st</sup> Dec – 13<sup>th</sup> Dec 2011

Base: All consumers responsible for sending or receiving post (n= 3621)

Question: '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.'

# Figure 6.23

## Claimed volume of *parcels sent* in an average month



Source: Ofcom Post Omnibus 2011 - fieldwork 1<sup>st</sup> Dec – 13<sup>th</sup> Dec 2011

Base: All consumers responsible for sending or receiving post (n= 3621)

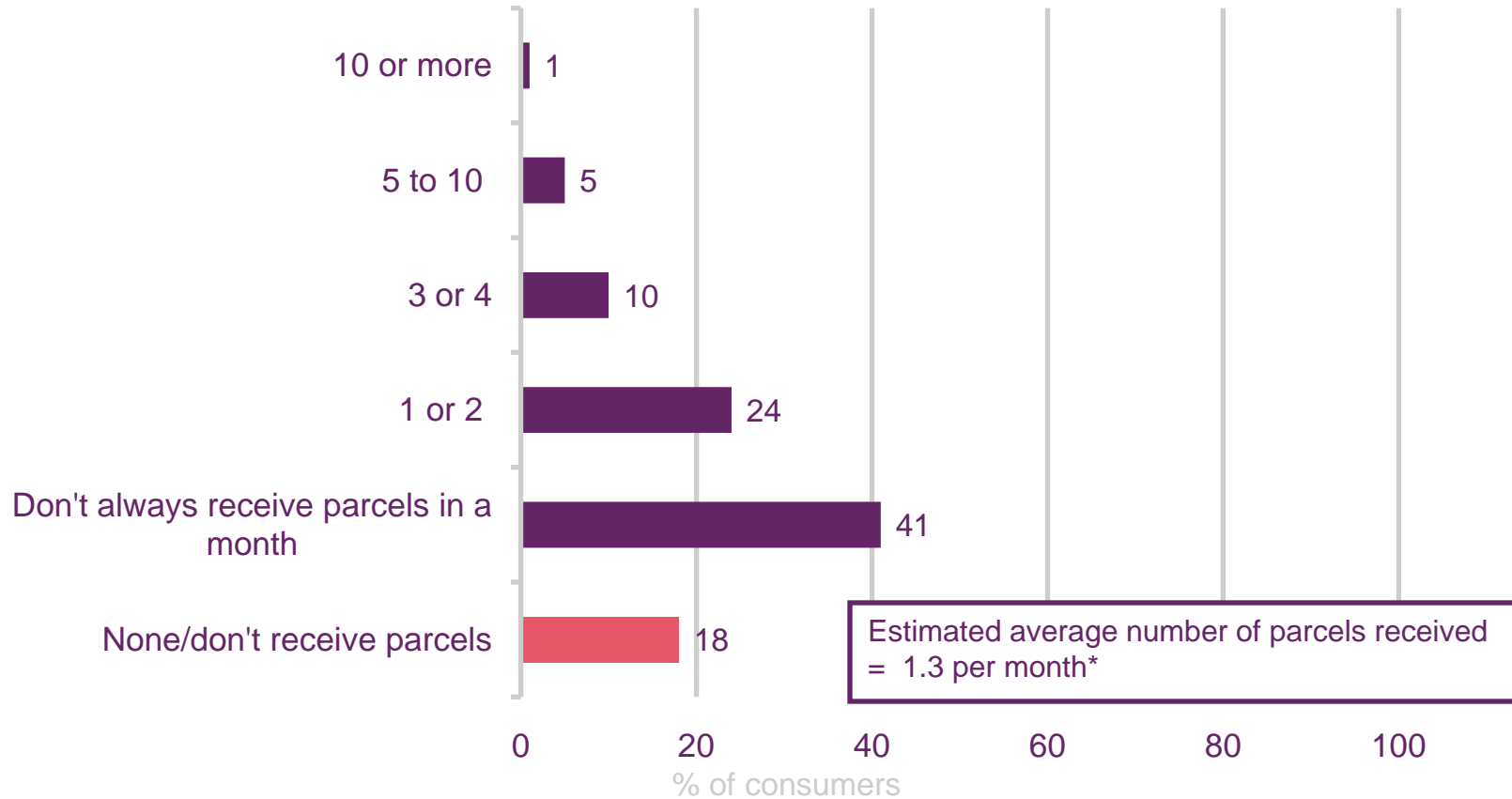
Question: 'Please now think about the parcels you send. How many parcels do you send in an average month?'

\*assuming those saying 'don't always send one each month' send 1 parcel every 3 months



# Figure 6.24

## Claimed volume of *parcels received* in an average month



Source: Ofcom Post Omnibus 2011 - fieldwork 1<sup>st</sup> Dec – 13<sup>th</sup> Dec 2011

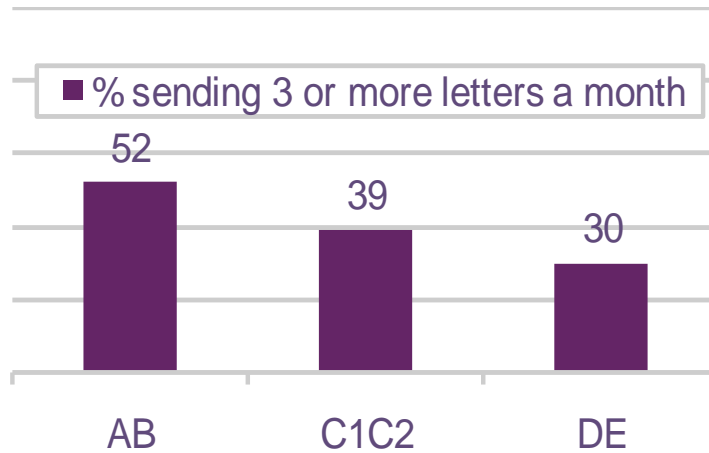
Base: All consumers responsible for sending or receiving post (n= 3621)

Question: 'Approximately how many parcels do you receive on average in a month?'

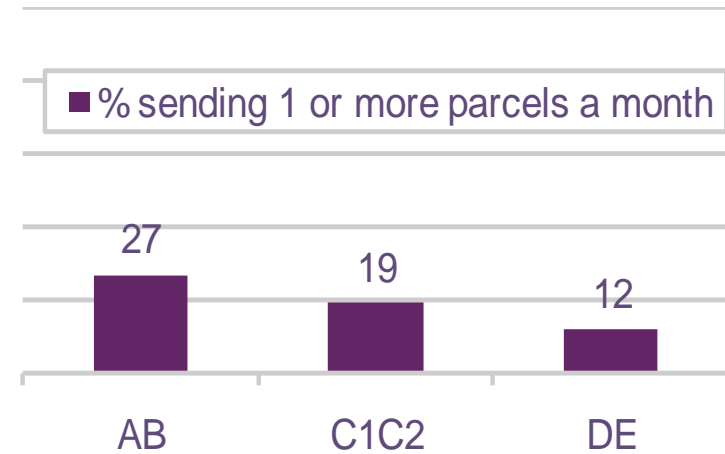
\*assuming those saying 'don't always receive one each month' receive 1 parcel every 3 months

# Figure 6.25 Volumes of post: by social grade

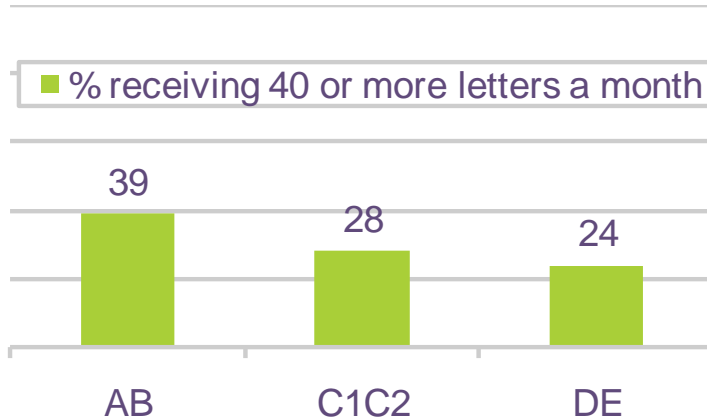
## Sending Letters



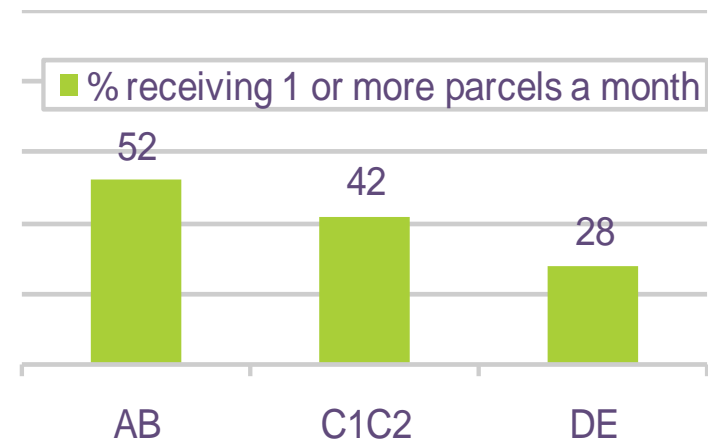
## Sending Parcels



## Receiving Letters



## Receiving Parcels

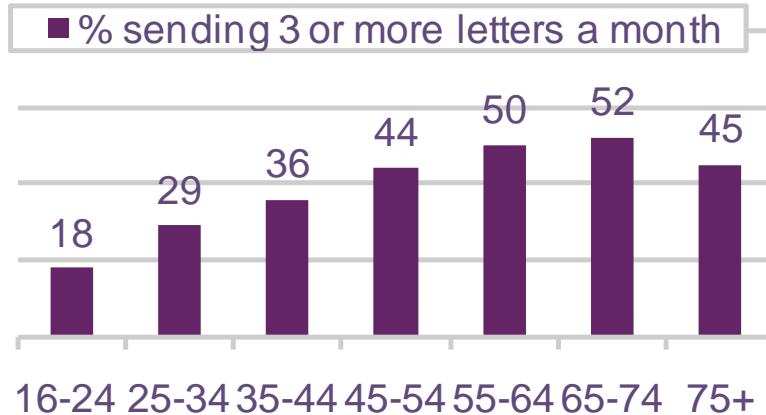


Source: Ofcom Post Omnibus 2011 - fieldwork 1<sup>st</sup> Dec – 13<sup>th</sup> Dec 2011. Base: All consumers responsible for sending or receiving post (n= 3621)  
 Question: 'Approximately how many letters and cards, do you personally send in an average month? This should exclude any items you send from home in connection with running a business, if you do this from home. We will ask about parcels separately.' '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.' 'Please now think about the parcels you send. How many parcels do you send in an average month?' 'Approximately how many parcels do you receive on average in a month?'

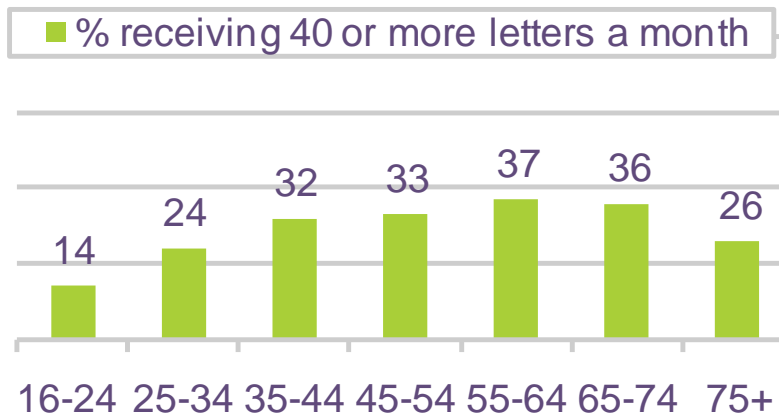
# Figure 6.26

## Volumes of post: by age

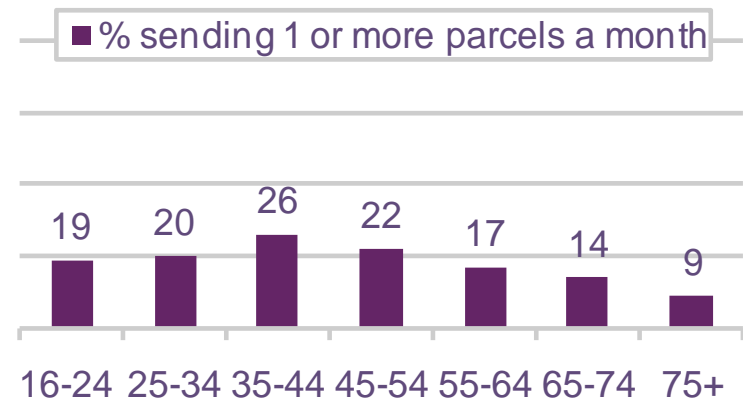
### Sending Letters



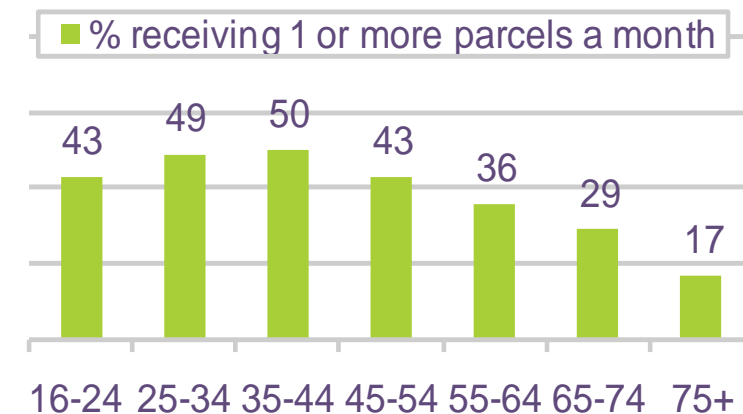
### Receiving Letters



### Sending Parcels



### Receiving Parcels

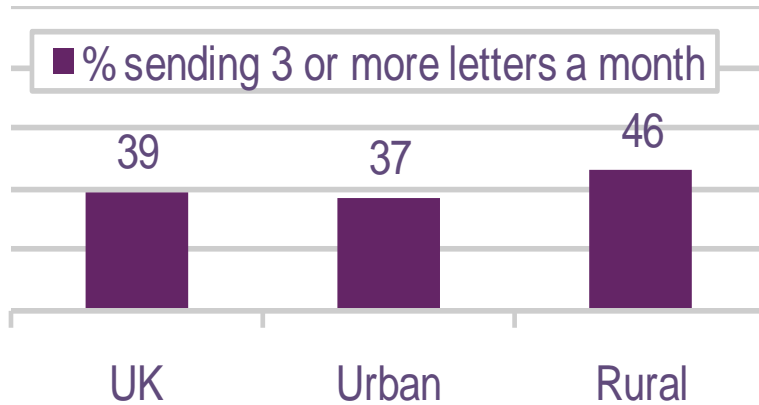


Source: Ofcom Post Omnibus 2011 - fieldwork 1<sup>st</sup> Dec – 13<sup>th</sup> Dec 2011. Base: All consumers responsible for sending or receiving post (n= 3621)  
 Question: 'Approximately how many letters and cards, do you personally send in an average month? This should exclude any items you send from home in connection with running a business, if you do this from home. We will ask about parcels separately.' '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.' 'Please now think about the parcels you send. How many parcels do you send in an average month?' 'Approximately how many parcels do you receive on average in a month?'

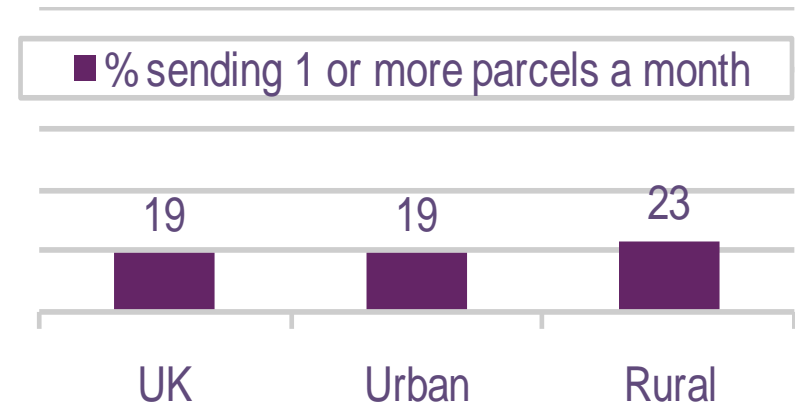
# Figure 6.27

## Volumes of post: by rural vs urban

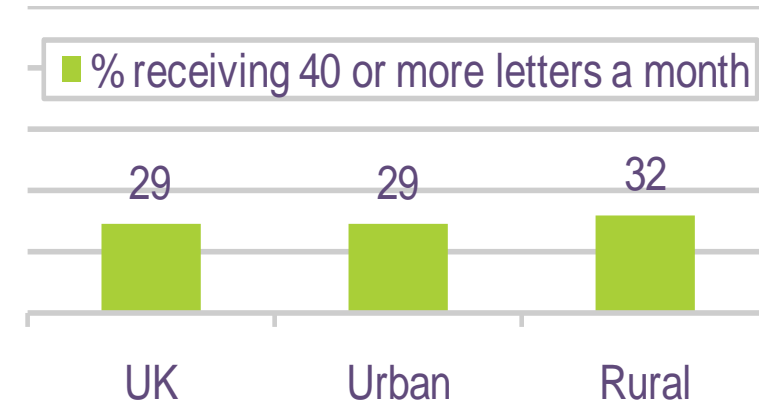
### Sending Letters



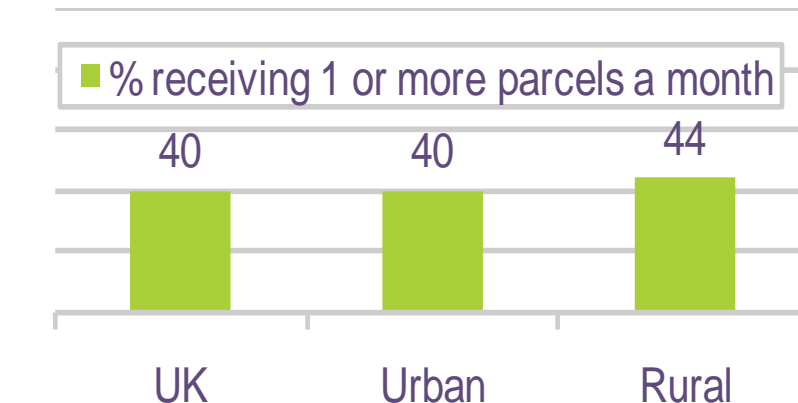
### Sending Parcels



### Receiving Letters



### Receiving Parcels

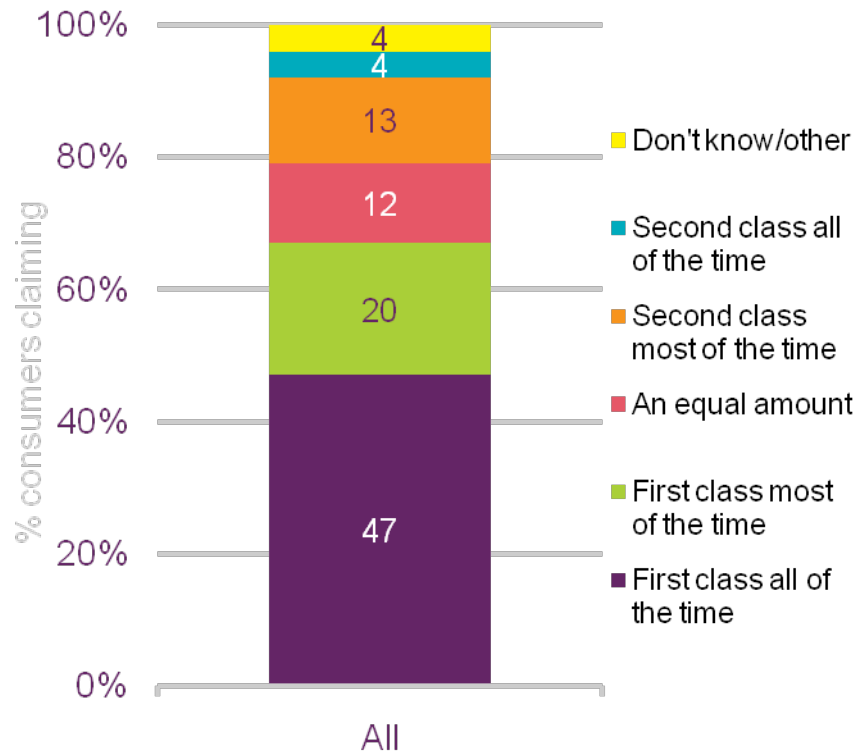


Source: Ofcom Post Omnibus 2011 - fieldwork 1<sup>st</sup> Dec – 13<sup>th</sup> Dec 2011. Base: All consumers responsible for sending or receiving post (n= 3621)  
 Question: 'Approximately how many letters and cards, do you personally send in an average month? This should exclude any items you send from home in connection with running a business, if you do this from home. We will ask about parcels separately.' '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.' 'Please now think about the parcels you send. How many parcels do you send in an average month?' 'Approximately how many parcels do you receive on average in a month?'

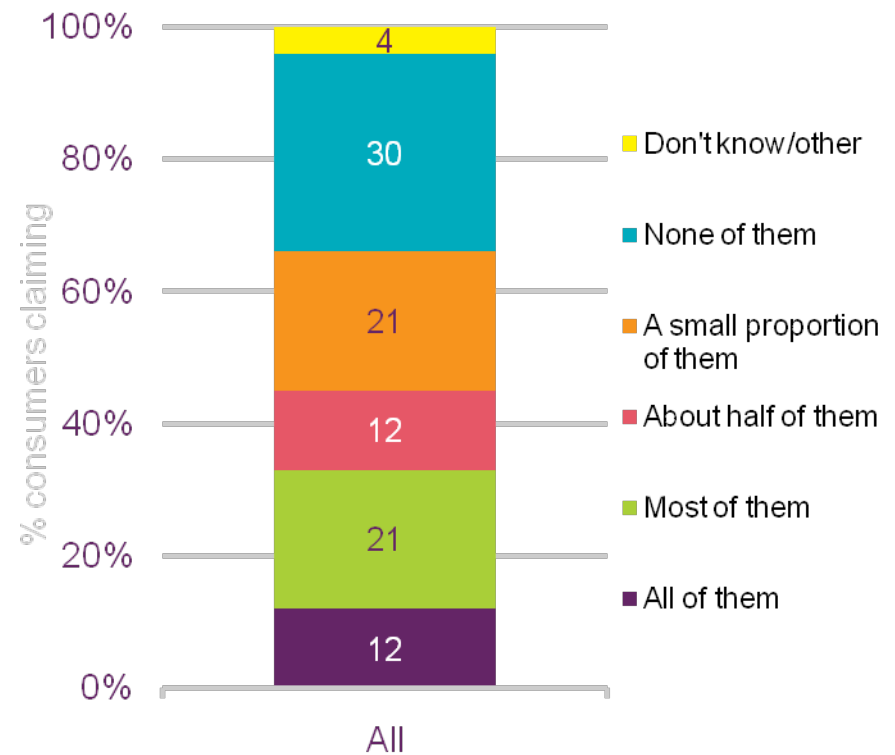
# Figure 6.28

## Class of letters and time critical posting

### Use of first and second class for letters



### Proportion of letters sent that need to arrive next day

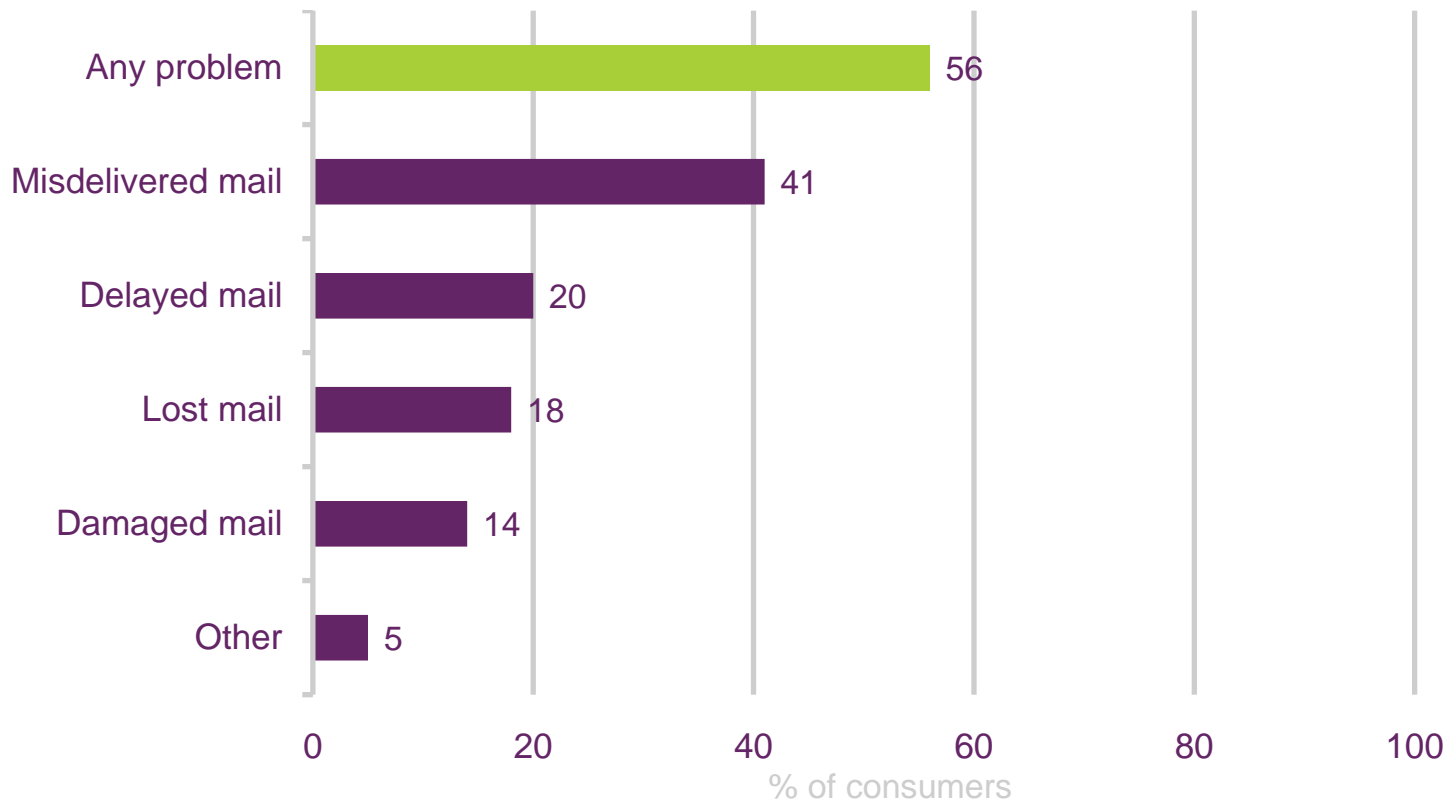


Source: Ofcom Post Omnibus 2011 - fieldwork 1<sup>st</sup> Dec – 13<sup>th</sup> Dec 2011  
 Base: All consumers responsible for sending or receiving post (n= 3621)  
 Question: 'When sending letters/cards which do you use? (Answers on a showcard)

Source: Ofcom Post Omnibus 2011 - fieldwork 1<sup>st</sup> Dec – 13<sup>th</sup> Dec 2011  
 Base: All consumers responsible for sending or receiving post (n= 3621)  
 Question: 'And what proportion of these letters/cards have to be at their destination the next working day? (Answers on a showcard)

# Figure 6.29

## Claimed experience of problems in last 12 months



Source: Ofcom Post Omnibus 2011 - fieldwork 1<sup>st</sup> Dec – 13<sup>th</sup> Dec 2011

Base: All consumers responsible for sending or receiving post (n= 3621)

Question: 'In the last 12 months have you experienced problems with Royal Mail's service in terms of...(READ OUT ITEM)?' 'Did you make a complaint to Royal Mail about its services?' (n=2029)

# Figure 6.30

## Views on post and other means of communication

% of people saying that a statement applies to them.

NB percentages add to more than 100% as more than one statement can apply to a respondent.

### Reluctant post use

**38%** I prefer to send emails than letters whenever possible'

**21%** 'I only use post when there is no alternative'

### Some preference for written

**27%** 'I prefer to send letters or emails to companies rather than make a telephone call so that I have a written record'

### Some preference for post

**34%** 'It's worth sending a letter for important communications'

**13%** 'I frequently use post when I can use other methods'

### Emotional attachment to post

**33%** 'I love to send and receive letters and cards'

**21%** 'I would feel cut off from society if I can't send/don't receive post'

Source: Ofcom Post Omnibus 2011 - fieldwork 1<sup>st</sup> Dec – 13<sup>th</sup> Dec 2011  
 Base: All consumers responsible for sending or receiving post (n= 3621)  
 Question: 'Which of these statements apply to you?' (answers on a showcard)