

## Ofcom Residential Postal Tracker (January - December 2016)

### Table of Contents

Section B: Screener	1
Quarter	2
Methodology	4
QB1: How do you use postal services, if at all? Please think of your personal use only, rather than the postal services you might use for work	6
QB2: Gender	8
QB3: Age Range	10
QB4: Occupation of main income earner	12
QB5: Occupation of retired main income earner	18
QB4&5: SEG based on occupation of main income earner (including retirees)	22
QB6: Region (back-coded for F2F respondents)	24
QB6B: Town/city size	28
Rurality	31
QB7: Inability to leave home without help, due to illness or disability	33
Section C: Attitudes & Preferences	35
QC1_1: Which types of communication would you be happy to receive from... Your bank/ building society	36
QC1_2: Which types of communication would you be happy to receive from... Your gas/ electricity provider	38
QC1_3: Which types of communication would you be happy to receive from... Your local council or tax office	40
QC1_4: Which types of communication would you be happy to receive from... Your GP/medical or healthcare professional	42
QC1_5: Which types of communication would you be happy to receive from... Organisations you have a membership with	44
QC2_1: Type of communication would you most like to receive from... Your bank/ building society	46
QC2_2: Type of communication would you most like to receive from... Your gas/ electricity provider	48
QC2_3: Type of communication would you most like to receive from... Your local council or tax office	50
QC2_4: Type of communication would you most like to receive from... Your GP/medical or healthcare professional	52
QC2_5: Type of communication would you most like to receive from... Organisations you have a membership with	54
QC3_1: Agreement with attitudinal statement... I value the option to be able to use the postal service	56
QC3_2: Agreement with attitudinal statement... I prefer to send emails rather than letters whenever possible	58
QC3_3: Agreement with attitudinal statement... I prefer to send letters and emails to companies rather than make a phone call, so that I have a written record	60
QC3_4: Agreement with attitudinal statement... I only use post if there is no alternative	62
QC3_5: Agreement with attitudinal statement... I would feel cut off from society if I couldn't send or receive post	64

## Ofcom Residential Postal Tracker (January - December 2016)

QC3_6: Agreement with attitudinal statement... I only use post to send greetings cards	66
QC3_7: Agreement with attitudinal statement... I send fewer letters by post now due to the cost	68
QC3_8: Agreement with attitudinal statement... I trust second class post to get there in a reasonable timeframe	70
QC3_9: Agreement with attitudinal statement... I nearly always send digital greetings cards now, instead of sending them by post	72
QC4_1: Thinking about how you communicate with friends and family, how important to you is... Post	74
QC4_2: Thinking about how you communicate with friends and family, how important to you are... Mobile phone calls	76
QC4_3: Thinking about how you communicate with friends and family, how important to you are... Landline calls	78
QC4_4: Thinking about how you communicate with friends and family, how important to you are... Text messages	80
QC4_5: Thinking about how you communicate with friends and family, how important to you is... Email	82
QC4_6: Thinking about how you communicate with friends and family, how important to you is... Social networking	84
QC4_7: Thinking about how you communicate with friends and family, how important to you is... Video calling	86
QC4_8: Thinking about how you communicate with friends and family, how important to you is... Instant messaging	88
QC4_9: Thinking about how you communicate with friends and family, how important to you are... Other ways of communicating over the internet	90
Section D: Volume & Use of Postal Services - Sending	92
QD1: Approximately how many of the following have you sent in the last month? (including international post and Freepost)	93
QD2_1: Approximate percentage sent to people who bought products from you online (e.g. on eBay, Etsy, etc)? Smaller parcels - that will fit through a letterbox	96
QD2_2: Approximate percentage sent to people who bought products from you online (e.g. on eBay, Etsy, etc)? Larger parcels - that will not fit through a letterbox	100
QD3: Would you say you run an online business, e.g. selling products on eBay, Etsy, etc?	104
QD4: How much would you say you've spent on postage in the last month, including all letters, cards and parcels?	106
QD5: Which of the following companies have you used to send parcels in the last month?	110
QD6: And how did you send these parcels?	114
QD7: And why did you (sometimes) choose not to use a postbox or Royal Mail / Parcelforce over the counter services at a Post Office to send your parcel/s?	117
QD8: Thinking of the parcels that you've sent in the last month, how was the postage paid for?	121
QD9: Which, if any of these Royal Mail products have you used to send parcels in the last month?	123
QD10: When sending your parcels, which of the following factors do you generally take into consideration when choosing a postal provider?	127
QD10a: List of factors people consider when sending parcels	133
QD10a_1: List of factors people consider when sending parcels... Low cost	135
QD10a_2: List of factors people consider when sending parcels... Guarantee that the parcel will arrive on time	138
QD10a_3: List of factors people consider when sending parcels... Ability to track the delivery	141

## Ofcom Residential Postal Tracker (January - December 2016)

QD10a_4: List of factors people consider when sending parcels... Ability to choose an express or next day service	144
QD10a_5: List of factors people consider when sending parcels... Ability to select a specific date/time for delivery	147
QD10a_6: List of factors people consider when sending parcels... Fast delivery	150
QD10a_7: List of factors people consider when sending parcels... Convenient options for me to drop the parcel off	153
QD10a_8: List of factors people consider when sending parcels... Convenient options for the operator pick the parcel up from me	156
QD10a_9: List of factors people consider when sending parcels... Convenient options for the recipient to accept the delivery	159
QD10a_10: List of factors people consider when sending parcels... Insurance against damage or loss	162
QD10a_11: List of factors people consider when sending parcels... Same price to send to anywhere within the UK	165
QD10a_12: List of factors people consider when sending parcels... Proof of postage/dispatch	168
QD10a_13: List of factors people consider when sending parcels... Proof of receipt/delivery	171
QD10a_14: List of factors people consider when sending parcels... Guaranteed delivery to recipient	174
QD10a_15: List of factors people consider when sending parcels... Daily collection service	177
QD10b: List of factors people consider when sending letters	180
QD10b_1: List of factors people consider when sending letters... Low cost	181
QD10b_2: List of factors people consider when sending letters... Fast delivery	184
QD10b_3: List of factors people consider when sending letters... Next day delivery option	187
QD10b_4: List of factors people consider when sending letters... Delivery within 3 days	190
QD10b_5: List of factors people consider when sending letters... Convenient to post (within ½ mile)	193
QD10b_6: List of factors people consider when sending letters... Same price to send to anywhere within the UK	196
QD10b_7: List of factors people consider when sending letters... Guaranteed delivery to recipient	199
QD10b_8: List of factors people consider when sending letters... Daily collection service	202
QD12_1: Frequency of sending ... compared to two years ago: Invitations/ greetings cards/ postcards	205
QD12_2: Frequency of sending ... compared to two years ago: Personal letters	207
QD12_3: Frequency of sending ... compared to two years ago: Formal letters to organisations or individuals	209
QD12_4: Frequency of sending ... compared to two years ago: Payments for bills/ invoices/ statements	211
QD12_5: Frequency of sending ... compared to two years ago: Smaller parcels - that will fit through a letterbox	213
QD12_6: Frequency of sending ... compared to two years ago: Larger parcels - that will not fit through a letterbox	215
QD12_7: Frequency of sending ... compared to two years ago: Items requiring a signature	217
QD12_8: Frequency of sending ... compared to two years ago: Tracked post	219

## Ofcom Residential Postal Tracker (January - December 2016)

QD13: Which, if any, of these types of communication are you now using more instead of post, compared to two years ago? .....	221
Section E: Volume & Use of Postal Services - Receiving .....	225
QE1: Approximately how many of the following have you personally received in the last week? .....	226
QE2: Do you ever order items to be delivered to you by post/delivery service? .....	229
QE3: When you place an order for an item for yourself, where do you usually get the item delivered to? .....	231
QE4: Have you ever returned any goods that were delivered to you by post? .....	233
QE5: Thinking of the parcel(s) that you have received in the last month, which of these companies delivered the parcel(s)? .....	235
QE6: And, to the best of your knowledge, was the parcel delivered on the first attempt? .....	239
QE7_1: How satisfied were you with that recent experience where... A card was left with instructions to arrange redelivery or collection from a depot .....	243
QE7_2: How satisfied were you with that recent experience where... A card was left to say that the parcel was left in a safe place outside your home .....	245
QE7_3: How satisfied were you with that recent experience where... A card was left to say that the parcel was left with a neighbour .....	247
QE7_4: How satisfied were you with that recent experience where... The parcel was left outside of your home for you to find .....	249
QE9: 'Sorry you were out' card ever received for deliveries too big to fit in letterbox or requiring signature .....	251
QE10: Generally speaking, how would you prefer to deal with a 'Sorry you were out' card? .....	253
QE10a: In the past month, have you been in this situation where you have been required to select a postal/delivery option for letters or goods y .....	259
QE10b: List of factors people consider when choosing delivery for letters/parcels THEY will receive .....	261
QE10b_1: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Low cost .....	263
QE10b_2: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Free delivery .....	266
QE10b_3: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Inclusion of insurance .....	269
QE10b_4: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Guarantee that the parcel will arrive on time .....	272
QE10b_5: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Ability to track the delivery .....	275
QE10b_6: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Ability to choose an express or next day service .....	278
QE10b_7: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Ability to select a specific date/time for delivery .....	281
QE10b_8: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Fast delivery .....	284
QE10b_9: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Convenient options for me to accept the delivery .....	287
QE10b_10: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Guarantee that the parcel will arrive intact .....	290
QE10b_11: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Ability to select an evening/weekend delivery .....	293
QE10b_12: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Proof of postage/dispatch .....	296
QE10b_13: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Guaranteed delivery to my door .....	299

## Ofcom Residential Postal Tracker (January - December 2016)

QE10b_14: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Availability of nearby collection points in case of failed delivery . . . .	302
QE10b_15: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Knowledge that they will deliver to a nei . . . . .	305
QE10b_16: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Option to reschedule if I am unable to take the delivery . . . . .	308
QE10b_17: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Ability to provide a specific time slot o . . . . .	311
QE10b_18: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Proof and details of delivery receipt se . . . . .	314
QE10c: When you receive post or parcels in the mail, do you normally... . . . . .	317
QE10d: You say you don't open everything on the day it was received. When would you normally open these items? . . . . .	320
QE11_1: Would you say that you now receive ... more or less often than two years ago? Bills, invoices and statements . . . . .	322
QE11_2: Would you say that you now receive ... more or less often than two years ago? Newsletters, leaflets and promotions from organisations . . . . .	324
QE11_3: Would you say that you now receive ... more or less often than two years ago? Addressed direct mail from organisations that you don't have a relationship with . . .	326
QE11_4: Would you say that you now receive ... more or less often than two years ago? Invitations, greetings cards and postcards . . . . .	328
QE11_5: Would you say that you now receive ... more or less often than two years ago? Personal letters (e.g. from a friend) . . . . .	330
QE11_6: Would you say that you now receive ... more or less often than two years ago? Letters from organisations that you have a relationship with . . . . .	332
QE11_7: Would you say that you now receive ... more or less often than two years ago? Catalogues and brochures . . . . .	334
QE11_8: Would you say that you now receive ... more or less often than two years ago? Magazines you subscribe to . . . . .	336
QE11_9: Would you say that you now receive ... more or less often than two years ago? Smaller parcels that fit through a letterbox . . . . .	338
QE11_10: Would you say that you now receive ... more or less often than two years ago? Larger parcels that do not fit through a letterbox . . . . .	340
QE11_11: Would you say that you now receive ... more or less often than two years ago? Items requiring a signature . . . . .	342
Section F: Costs & Affordability . . . . .	344
QF1_1: In the last 3 months have you had to... Reduce your use of postage stamps so that you can afford essentials like food or heating? . . . . .	345
QF1_2: In the last 3 months have you had to... Cut back on essentials like food or heating so that you can afford to buy postage stamps? . . . . .	347
QF2: Giving your best guess, how much do you think a 1st class stamp costs today? . . . . .	349
QF3: Giving your best guess, how much do you think a 2nd class stamp costs today? . . . . .	352
QF4: A 1st class stamp currently costs 63p. How would you rate Royal Mail's 1st class service in terms of value for money? . . . . .	355
QF5: A 2nd class stamp currently costs 54p. How would you rate Royal Mail's 2nd class service in terms of value for money? . . . . .	357
QF6: It currently costs £1 to send a standard letter from NI to Ireland. How would you rate this service in terms of value for money? . . . . .	359
QF7: When sending letters or cards, which service do you tend to use? . . . . .	361
QF8: Which, if any, of these describe your reasons for using 1st class postage all or most of the time? . . . . .	364
QF9: Which, if any, of these influence your decision to use 1st or 2nd class stamps? . . . . .	368

## Ofcom Residential Postal Tracker (January - December 2016)

Section G: Satisfaction with the Postal Service .....	372
QG1_1: How much would you say you rely on the postal services for sending and receiving letters/cards? .....	373
QG1_2: How much would you say you rely on the postal services for sending and receiving parcels? .....	375
QG2: How satisfied are you overall with the postal services in terms of delivering value for money for sending mail? .....	377
QG3_1: How satisfied are you with the following aspects of Royal Mail's service? Quality of postal delivery to your home .....	379
QG3_2: How satisfied are you with the following aspects of Royal Mail's service? Items you send reaching their destination .....	381
QG3_3: How satisfied are you with the following aspects of Royal Mail's service? Items being delivered intact/undamaged .....	383
QG3_4: How satisfied are you with the following aspects of Royal Mail's service? Speed of delivery .....	385
QG3_5: How satisfied are you with the following aspects of Royal Mail's service? Availability of post boxes .....	387
QG3_6: How satisfied are you with the following aspects of Royal Mail's service? Availability of Post Office branches .....	389
QG3_7: How satisfied are you with the following aspects of Royal Mail's service? Cost of postage .....	391
QG3_8: How satisfied are you with the following aspects of Royal Mail's service? Accessibility of services .....	393
QG3_9: How satisfied are you with the following aspects of Royal Mail's service? Easy to access information, e.g. about complaints procedures .....	395
QG3_10: How satisfied are you with the following aspects of Royal Mail's service? Product and service innovation .....	397
QG5: How would you rate your overall satisfaction with Royal Mail? .....	399
QG6: How would you rate your overall satisfaction with postal services? (ALL providers) .....	401
Section H: Reported Experience .....	403
QH1_1: In the last 12 months, have you experienced problems with Royal Mail's service in terms of... Lost mail .....	404
QH1_2: In the last 12 months, have you experienced problems with Royal Mail's service in terms of... Damaged mail .....	406
QH1_3: In the last 12 months, have you experienced problems with Royal Mail's service in terms of... Delayed mail .....	408
QH1_4: In the last 12 months, have you experienced problems with Royal Mail's service in terms of... Mis-delivered mail - you have received s .....	410
QH1_5: In the last 12 months, have you experienced problems with Royal Mail's service in terms of... Mail that has been tampered with .....	412
QH1_6: In the last 12 months, have you experienced problems with Royal Mail's service in terms of... A card from Royal Mail saying that an it .....	414
QH2: In the last 12 months, have you had cause to complain to Royal Mail about its services? .....	416
QH3: Did you make a complaint to Royal Mail? .....	418
QH4: Where did you find information about how to make a complaint, or did you not need this information? .....	422
QH5: How easy or difficult did you find it to make a complaint about Royal Mail? .....	424
QH6: What was difficult about making the complaint to Royal Mail? .....	426
QH7_1: Thinking of Royal Mail's response to your complaint, how satisfied were you with... How your complaint was handled .....	428

## Ofcom Residential Postal Tracker (January - December 2016)

QH7_2: Thinking of Royal Mail's response to your complaint, how satisfied were you with... The resolution to your complaint	430
QH7_3: Thinking of Royal Mail's response to your complaint, how satisfied were you with... The time taken to resolve your complaint	432
QH8: Why didn't you make a complaint to Royal Mail?	434
QH9: And did you complain to anyone else about the service you received from Royal Mail?	438
Section I: Competitive Context	442
QI1: The following companies all offer parcel delivery services. Which, if any, had you heard of before today?	443
QI2_1: Which, if any, of these companies have you encountered to send a packet, parcel or letter?	447
QI2_2: Which, if any, of these companies have you encountered because they delivered a packet, parcel or letter to you?	451
QI3_1: Problems experienced with ... in the last 12 months: Citipost	455
QI3_2: Problems experienced with ... in the last 12 months: Collect +	457
QI3_3: Problems experienced with ... in the last 12 months: DHL	459
QI3_4: Problems experienced with ... in the last 12 months: FedEx	461
QI3_5: Problems experienced with ... in the last 12 months: Hermes	463
QI3_6: Problems experienced with ... in the last 12 months: Interlink	465
QI3_7: Problems experienced with ... in the last 12 months: DPD	467
QI3_8: Problems experienced with ... in the last 12 months: Parcelforce	469
QI3_9: Problems experienced with ... in the last 12 months: TNT Express	471
QI3_10: Problems experienced with ... in the last 12 months: TNT Post UK	473
QI3_11: Problems experienced with ... in the last 12 months: UPS	475
QI3_12: Problems experienced with ... in the last 12 months: UK Mail	477
QI3_13: Problems experienced with ... in the last 12 months: DX	479
QI3_14: Problems experienced with ... in the last 12 months: Yodel	481
QI3_15: Problems experienced with ... in the last 12 months: Amazon Logistics	483
QI3_16: Problems experienced with ... in the last 12 months: Other	485
QI4_1: Did you make a complaint about the problems you experienced with the services from: Citipost	487
QI4_2: Did you make a complaint about the problems you experienced with the services from: Collect +	489
QI4_3: Did you make a complaint about the problems you experienced with the services from: DHL	491
QI4_4: Did you make a complaint about the problems you experienced with the services from: FedEx	493
QI4_5: Did you make a complaint about the problems you experienced with the services from: Hermes	495



## Ofcom Residential Postal Tracker (January - December 2016)

QI4_6: Did you make a complaint about the problems you experienced with the services from: Interlink . . . . .	497
QI4_7: Did you make a complaint about the problems you experienced with the services from: DPD . . . . .	499
QI4_8: Did you make a complaint about the problems you experienced with the services from: Parcelforce . . . . .	501
QI4_9: Did you make a complaint about the problems you experienced with the services from: TNT Express . . . . .	503
QI4_10: Did you make a complaint about the problems you experienced with the services from: TNT Post UK . . . . .	505
QI4_11: Did you make a complaint about the problems you experienced with the services from: UPS . . . . .	507
QI4_12: Did you make a complaint about the problems you experienced with the services from: UK Mail . . . . .	509
QI4_13: Did you make a complaint about the problems you experienced with the services from: DX . . . . .	511
QI4_14: Did you make a complaint about the problems you experienced with the services from: Yodel . . . . .	513
QI4_15: Did you make a complaint about the problems you experienced with the services from: Amazon Logistics . . . . .	515
Section J: Demographics . . . . .	517
QJ1: Working status . . . . .	518
QJ2: Internet usage . . . . .	524
QJ3: Number of adults and children in household . . . . .	527
QJ4: Which of these, if any, limit your daily activities or the work you can do? . . . . .	529
QJ5: Ethnicity . . . . .	535
QJ6: Annual household income . . . . .	544
QJ7: Annual household income above or below £11,500 . . . . .	546



## **Section B: Screener**

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
Quarter		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Q1 2016	% within column	26%	27%	26%	100%	0%	0%	0%	26%	26%	24%	27%	27%	26%	22%	29%	26%
	Weighted counts	1,685	504	1,181	1,685	0	0	0	814	872	216	581	555	219	114	444	486
	Column Comparisons	-			B C D											d	
Q2 2016	% within column	25%	24%	25%	0%	100%	0%	0%	25%	24%	25%	25%	22%	25%	28%	27%	23%
	Weighted counts	1,585	440	1,145	0	1,585	0	0	781	804	228	542	460	211	144	407	435
	Column Comparisons	-			A C D												
Q3 2016	% within column	24%	24%	24%	0%	0%	100%	0%	25%	23%	24%	23%	27%	22%	23%	21%	25%
	Weighted counts	1,559	447	1,112	0	0	1,559	0	787	772	220	481	555	185	118	326	468
	Column Comparisons	-				A B D							b				
Q4 2016	% within column	25%	25%	25%	0%	0%	0%	100%	25%	26%	27%	25%	24%	27%	27%	23%	27%
	Weighted counts	1,638	467	1,171	0	0	0	1,638	787	851	242	531	500	228	138	353	508
	Column Comparisons	-					A B C										
Effective Column n																	
Weighted counts		4,845	1,390	3,455	1,258	1,194	1,171	1,222	2,372	2,473	607	1,484	1,635	713	406	1,213	1,485
Column Comparisons																	
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607	1,968
Weighted base		6,467	1,858	4,609	1,685	1,585	1,559	1,638	3,169	3,298	905	2,134	2,069	843	515	1,531	1,897
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) (p <= 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks										
		SEG		Working status		UK nation				Rurality		
Quarter		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Q1 2016</b>	% within column	26%	24%	27%	25%	26%	25%	25%	25%	21%	19%	99%
	Weighted counts	351	405	910	765	1,410	97	89	88	826	381	478
	Column Comparisons											A B
<b>Q2 2016</b>	% within column	24%	25%	23%	26%	24%	26%	24%	25%	27%	26%	1%
	Weighted counts	318	425	792	781	1,308	103	87	86	1,071	511	3
	Column Comparisons			a						C	C	
<b>Q3 2016</b>	% within column	25%	25%	25%	23%	24%	24%	25%	24%	27%	25%	0%
	Weighted counts	332	432	852	698	1,291	94	90	84	1,063	494	2
	Column Comparisons									C	C	
<b>Q4 2016</b>	% within column	25%	26%	25%	26%	25%	25%	26%	26%	26%	30%	0%
	Weighted counts	331	446	856	777	1,358	97	93	89	1,047	590	1
	Column Comparisons									C	a C	
<b>Effective Column n</b>	% within column											
	Weighted counts	964	1,183	2,524	2,295	3,059	647	581	558	2,875	1,699	271
	Column Comparisons											
<b>Unweighted base</b>		1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>		1,331	1,708	3,410	3,021	5,368	391	360	348	4,006	1,976	484
<b>Columns</b>		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)  
Multiple comparison correction: False Discovery Rate (FDR) (p <= 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001) \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
Methodology		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
CAPI	% within column	29%	100%	0%	30%	28%	29%	29%	29%	29%	29%	29%	29%	29%	29%	29%	28%
	Weighted counts	1,858	1,858	0	504	440	447	467	910	948	260	613	595	242	148	446	538
	Column Comparisons	-	B														
Online	% within column	71%	0%	100%	70%	72%	71%	71%	71%	71%	71%	71%	71%	71%	71%	71%	72%
	Weighted counts	4,609	0	4,609	1,181	1,145	1,112	1,171	2,258	2,351	645	1,521	1,475	601	367	1,084	1,358
	Column Comparisons	-	A														
Effective Column n	% within column																
	Weighted counts	4,845	1,390	3,455	1,258	1,194	1,171	1,222	2,372	2,473	607	1,484	1,635	713	406	1,213	1,485
	Column Comparisons																
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607	1,968
Weighted base		6,467	1,858	4,609	1,685	1,585	1,559	1,638	3,169	3,298	905	2,134	2,069	843	515	1,531	1,897
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks										
		SEG		Working status		UK nation				Rurality		
		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Methodology	% within column	29%	29%	29%	29%	29%	29%	28%	29%	31%	30%	0%
<b>CAPI</b>	Weighted counts	385	489	987	863	1,542	114	102	100	1,257	600	1
	Column Comparisons									C	C	
	% within column	71%	71%	71%	71%	71%	71%	72%	71%	69%	70%	100%
<b>Online</b>	Weighted counts	946	1,220	2,422	2,158	3,825	277	258	248	2,749	1,377	483
	Column Comparisons											A B
	% within column											
<b>Effective Column n</b>	Weighted counts	964	1,183	2,524	2,295	3,059	647	581	558	2,875	1,699	271
	Column Comparisons											
<b>Unweighted base</b>		1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>		1,331	1,708	3,410	3,021	5,368	391	360	348	4,006	1,976	484
<b>Columns</b>		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\* indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
		Methodology			Quarter				Gender		Age				
QB1: How do you use postal services, if at all? Please think of your personal use only, rather than the postal services you might use for work.		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+
I receive letters and/or parcels through the post	% within column	94%	97%	93%	93%	95%	95%	95%	94%	95%	94%	92%	95%	97%	97%
	Weighted counts	6,100	2,559	3,541	1,575	1,506	1,474	1,546	2,978	3,122	854	1,961	1,970	818	496
	Column Comparisons	-	B			a	a						B	B	b
I send letters and/or parcels through the post	% within column	88%	89%	87%	89%	89%	86%	88%	86%	90%	77%	86%	91%	92%	94%
	Weighted counts	5,683	2,353	3,330	1,519	1,403	1,324	1,437	2,714	2,968	697	1,844	1,883	779	479
	Column Comparisons	-			c					A		A	A B	A B	A B
Neither of the above	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Weighted counts	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Column n	% within column														
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412
	Column Comparisons														
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG				Working status		UK nation				Rurality		
		AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
QB1: How do you use postal services, if at all? Please think of your personal use only, rather than the postal services you might use for work.														
<b>I receive letters and/or parcels through the post</b>	<i>% within column</i>	94%	95%	93%	95%	93%	96%	94%	95%	94%	94%	94%	95%	92%
	<i>Weighted counts</i>	1,433	1,804	1,242	1,621	3,182	2,887	5,065	372	336	328	3,859	1,877	365
	<i>Column Comparisons</i>						A							
<b>I send letters and/or parcels through the post</b>	<i>% within column</i>	92%	89%	87%	84%	88%	88%	89%	87%	88%	78%	88%	88%	87%
	<i>Weighted counts</i>	1,398	1,687	1,155	1,442	2,998	2,655	4,756	338	315	274	3,592	1,747	344
	<i>Column Comparisons</i>	b C D	d					D	D	D				
<b>Neither of the above</b>	<i>% within column</i>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	<i>Weighted counts</i>	0	0	0	0	0	0	0	0	0	0	0	0	0
	<i>Column Comparisons</i>	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Effective Column n</b>	<i>% within column</i>													
	<i>Weighted counts</i>	1,230	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
	<i>Column Comparisons</i>													
<b>Unweighted base</b>		1,607	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>		1,522	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>		A	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p <= 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 2



Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
QB2: Gender		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Male	% within column	49%	49%	49%	48%	49%	50%	48%	100%	0%	50%	48%	50%	48%	46%	51%	48%
	Weighted counts	3,169	910	2,258	814	781	787	787	3,169	0	453	1,035	1,035	407	239	776	914
	Column Comparisons	-							B							D	d
Female	% within column	51%	51%	51%	52%	51%	50%	52%	0%	100%	50%	52%	50%	52%	54%	49%	52%
	Weighted counts	3,298	948	2,351	872	804	772	851	0	3,298	453	1,099	1,035	436	276	755	982
	Column Comparisons	-							A							c	C
Prefer not to say	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Weighted counts	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Column n	% within column																
	Weighted counts	4,845	1,390	3,455	1,258	1,194	1,171	1,222	2,372	2,473	607	1,484	1,635	713	406	1,213	1,485
	Column Comparisons																
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607	1,968
Weighted base		6,467	1,858	4,609	1,685	1,585	1,559	1,638	3,169	3,298	905	2,134	2,069	843	515	1,531	1,897
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks										
		SEG		Working status		UK nation				Rurality		
						NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
QB2: Gender		C2	DE	Work- ing	Not working							
	% within column	55%	43%	54%	43%	49%	49%	47%	51%	51%	46%	49%
Male	Weighted counts	737	741	1,851	1,299	2,633	190	168	178	2,023	906	240
	Column Comparisons	a B D		B					b			
	% within column	45%	57%	46%	57%	51%	51%	53%	49%	49%	54%	51%
Female	Weighted counts	594	967	1,559	1,722	2,734	201	193	170	1,983	1,070	245
	Column Comparisons		A b C		A					a		
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	Weighted counts	0	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-	-
	% within column											
Effective Column n	Weighted counts	964	1,183	2,524	2,295	3,059	647	581	558	2,875	1,699	271
	Column Comparisons											
Unweighted base		1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base		1,331	1,708	3,410	3,021	5,368	391	360	348	4,006	1,976	484
Columns		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001), \*\* indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
		Methodology			Quarter				Gender		Age				
QB3: Age Bands		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+
% within column		14%	14%	14%	13%	14%	14%	15%	14%	14%	100%	0%	0%	0%	0%
16-24 years		905	260	645	216	228	220	242	453	453	905	0	0	0	0
Column Comparisons		-									B C D E				
% within column		33%	33%	33%	34%	34%	31%	32%	33%	33%	0%	100%	0%	0%	0%
25-44 years		2,134	613	1,521	581	542	481	531	1,035	1,099	0	2,134	0	0	0
Column Comparisons		-									A C D E				
% within column		32%	32%	32%	33%	29%	36%	31%	33%	31%	0%	0%	100%	0%	0%
45-64 years		2,069	595	1,475	555	460	555	500	1,035	1,035	0	0	2,069	0	0
Column Comparisons		-					b d				A B D E				
65-74 years		13%	13%	13%	13%	13%	12%	14%	13%	13%	0%	0%	0%	100%	0%
Weighted counts		843	242	601	219	211	185	228	407	436	0	0	0	843	0
Column Comparisons		-									A B C E				
75+		8%	8%	8%	7%	9%	8%	8%	8%	8%	0%	0%	0%	0%	100%
Weighted counts		515	148	367	114	144	118	138	239	276	0	0	0	0	515
Column Comparisons		-									A B C D				
Effective Column n		4,845	1,390	3,455	1,258	1,194	1,171	1,222	2,372	2,473	607	1,484	1,635	713	406
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538
Weighted base		6,467	1,858	4,609	1,685	1,585	1,559	1,638	3,169	3,298	905	2,134	2,069	843	515
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG				Working status		UK nation				Rurality		
		AB	C1	C2	DE	Working	Not working	NET: England	NET: Scotland	Wales	North-ern Irel-and	Urban	Rural	Unkn-own
QB3: Age Bands	% within column	12%	17%	12%	14%	14%	13%	15%	7%	7%	9%	15%	11%	13%
<b>16-24 years</b>	Weighted counts	180	331	157	237	491	406	820	28	26	31	616	227	62
	Column Comparisons	A C d				B c d				b				
<b>25-44 years</b>	% within column	29%	32%	32%	38%	46%	18%	33%	27%	30%	40%	36%	26%	34%
	Weighted counts	442	612	427	652	1,584	545	1,781	106	109	138	1,452	517	164
	Column Comparisons	A b c				B	B C				B	B		b
<b>45-64 years</b>	% within column	30%	29%	35%	35%	36%	28%	30%	46%	40%	38%	31%	34%	36%
	Weighted counts	458	551	462	599	1,230	831	1,615	180	142	132	1,227	668	175
	Column Comparisons	a b				B	A c d				a	a		
<b>65-74 years</b>	% within column	18%	13%	14%	8%	3%	25%	13%	13%	15%	10%	11%	17%	12%
	Weighted counts	279	247	181	136	92	741	702	52	55	34	442	341	60
<b>75+</b>	Column Comparisons	B c D	D	D			A			d			A c	
	% within column	11%	8%	8%	5%	0%	17%	8%	6%	8%	4%	7%	11%	5%
	Weighted counts	172	155	104	84	13	499	449	25	28	14	269	222	23
	Column Comparisons	b c D	D	d			A	d		d			A C	
<b>Effective Column n</b>		1,213	1,485	964	1,183	2,524	2,295	3,059	647	581	558	2,875	1,699	271
<b>Unweighted base</b>		1,607	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>		1,531	1,897	1,331	1,708	3,410	3,021	5,368	391	360	348	4,006	1,976	484
<b>Columns</b>		A	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 2

## Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Methodology			Quarter				Gender		Age			
QB4: Occupation of main income earner		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
High managerial, administrative or professional	% within column	5%	6%	4%	6%	5%	4%	4%	5%	4%	6%	4%	5%	4%
	Weighted counts	296	104	192	95	74	64	63	155	141	50	90	109	34
	Column Comparisons	-	b											
Intermediate managerial, administrative or professional	% within column	13%	15%	12%	15%	14%	11%	11%	13%	13%	14%	16%	13%	8%
	Weighted counts	841	283	558	253	225	176	187	413	428	129	344	274	68
	Column Comparisons	-	b		c d						d E	c D E	D E	e
Supervisor; clerical; junior managerial, administrative or professional	% within column	22%	24%	21%	22%	19%	23%	23%	22%	21%	24%	28%	23%	10%
	Weighted counts	1,399	453	945	368	297	352	382	699	699	216	587	481	81
	Column Comparisons	-	b					b			D E	c D E	D E	
Skilled manual worker	% within column	17%	17%	16%	16%	16%	17%	17%	18%	15%	17%	20%	19%	8%
	Weighted counts	1,070	317	753	277	252	267	273	577	493	157	421	401	66
	Column Comparisons	-							b		D E	D E	D E	
Semi-skilled or unskilled manual worker	% within column	14%	12%	15%	12%	14%	15%	14%	13%	15%	17%	18%	15%	4%
	Weighted counts	894	218	676	209	219	235	232	411	483	153	382	307	35
	Column Comparisons	-		a							D E	c D E	D E	
Housewife / househusband	% within column	3%	3%	3%	3%	3%	3%	3%	1%	5%	2%	4%	3%	1%
	Weighted counts	184	63	121	46	51	44	42	28	156	19	90	62	8
	Column Comparisons	-								A		a D e	d e	
Unemployed	% within column	6%	7%	6%	6%	7%	6%	6%	7%	6%	7%	8%	9%	0%
	Weighted counts	417	137	280	102	111	98	105	228	189	63	172	179	2
	Column Comparisons	-							b		D E	D E	D E	
Student	% within column	2%	2%	2%	2%	3%	2%	2%	2%	2%	12%	1%	0%	0%
	Weighted counts	132	44	88	26	54	25	28	69	63	113	18	1	0
	Column Comparisons	-				a c d					B C D E	c d		
Retired	% within column	19%	13%	22%	18%	19%	19%	20%	19%	20%	1%	1%	12%	65%
	Weighted counts	1,235	239	996	310	302	297	326	588	647	6	30	256	548
	Column Comparisons	-		A									A B	A B C
Effective Column n		4,845	1,390	3,455	1,258	1,194	1,171	1,222	2,372	2,473	607	1,484	1,635	713
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic &amp; Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) (p &lt;= 0.05); Column comparison symbols: a, b, c, d, e, f... (p &lt;= 0.05), A, B, C, D, E, F... (p &lt;= 0.001). \*\*Indicates low base size (&lt;50)

Part 1 of 6

## Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
		Age	SEG				Working status		UK nation			Rurality			
									NET:						
QB4: Occupation of main income earner		75+	AB	C1	C2	DE	Working	Not working	NET: England	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	
High managerial, administrative or professional	% within column	2%	19%	0%	0%	0%	5%	3%	5%	3%	4%	5%	5%	4%	
	Weighted counts	13	296	0	0	0	187	104	249	13	16	19	187	74	
	Column Comparisons		B C D				B								
Intermediate managerial, administrative or professional	% within column	5%	55%	0%	0%	0%	18%	7%	13%	14%	15%	13%	13%	11%	
	Weighted counts	25	841	0	0	0	621	217	686	56	53	46	536	226	
	Column Comparisons		B C D				B								
Supervisor; clerical; junior managerial, administrative or professional	% within column	7%	0%	74%	0%	0%	32%	10%	21%	25%	23%	31%	22%	20%	
	Weighted counts	34	0	1,399	0	0	1,102	292	1,112	96	83	107	886	397	
	Column Comparisons			A C D			B					A b c			
Skilled manual worker	% within column	5%	0%	0%	80%	0%	23%	9%	17%	14%	17%	17%	17%	18%	
	Weighted counts	25	0	0	1,070	0	781	285	894	57	61	58	667	348	
	Column Comparisons				A B D		B						c	c	
Semi-skilled or unskilled manual worker	% within column	3%	0%	0%	0%	52%	19%	9%	14%	14%	10%	9%	14%	13%	
	Weighted counts	18	0	0	0	894	635	258	774	54	36	30	576	261	
	Column Comparisons					A B C	B		d	c d					
Housewife / househusband	% within column	1%	0%	0%	0%	11%	0%	6%	3%	2%	2%	3%	3%	3%	
	Weighted counts	5	0	0	0	184	8	175	159	7	7	12	115	60	
	Column Comparisons					A B C		A							
Unemployed	% within column	0%	0%	0%	0%	24%	0%	13%	6%	6%	6%	6%	7%	5%	
	Weighted counts	0	0	0	0	417	8	406	347	25	23	22	294	90	
	Column Comparisons					A B C		A					B		
Student	% within column	0%	0%	7%	0%	0%	1%	3%	2%	1%	2%	2%	3%	1%	
	Weighted counts	0	0	132	0	0	30	100	115	6	6	6	104	25	
	Column Comparisons			A C D				A					b c		
Retired	% within column	77%	26%	19%	20%	13%	1%	39%	19%	20%	21%	14%	16%	25%	
	Weighted counts	395	394	366	261	214	38	1,184	1,031	77	76	50	642	496	
	Column Comparisons	A B C D	B C D	D	D			A		d	d			A	
Effective Column n															
		Weighted counts	406	1,213	1,485	964	1,183	2,524	2,295	3,059	647	581	558	2,875	1,699
		Column Comparisons													

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic &amp; Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p &lt;= 0.05), A, B, C, D, E, F... (p &lt;= 0.001). \*\*Indicates low base size (&lt;50)

Part 2 of 6

# Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
		Unkn-own
QB4: Occupation of main income earner		
	% within column	7%
<b>High managerial, administrative or professional</b>	Weighted counts	35
	Column Comparisons	a b
	% within column	16%
<b>Intermediate managerial, administrative or professional</b>	Weighted counts	79
	Column Comparisons	b
	% within column	24%
<b>Supervisor; clerical; junior managerial, administrative or professional</b>	Weighted counts	116
	Column Comparisons	
	% within column	11%
<b>Skilled manual worker</b>	Weighted counts	55
	Column Comparisons	
	% within column	12%
<b>Semi-skilled or unskilled manual worker</b>	Weighted counts	56
	Column Comparisons	
	% within column	2%
<b>Housewife / househusband</b>	Weighted counts	10
	Column Comparisons	
	% within column	7%
<b>Unemployed</b>	Weighted counts	33
	Column Comparisons	
	% within column	1%
<b>Student</b>	Weighted counts	3
	Column Comparisons	
	% within column	20%
<b>Retired</b>	Weighted counts	97
	Column Comparisons	
	% within column	
<b>Effective Column n</b>	Weighted counts	271
	Column Comparisons	

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)



# Ofcom Residential Postal Tracker (January - December 2016)

	Crossbreaks												
	Methodology			Quarter				Gender		Age			
	Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
QB4: Occupation of main income earner													
<b>Unweighted base</b>	<b>6,419</b>	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945
<b>Weighted base</b>	<b>6,467</b>	1,858	4,609	1,685	1,585	1,559	1,638	3,169	3,298	905	2,134	2,069	843
<b>Columns</b>	<b>A</b>	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 4 of 6

# Ofcom Residential Postal Tracker (January - December 2016)

	Crossbreaks												
	Age	SEG				Working status			UK nation			Rurality	
	75+	AB	C1	C2	DE	Working	Not working	NET: England	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
QB4: Occupation of main income earner													
<b>Unweighted base</b>	538	1,607	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251
<b>Weighted base</b>	515	1,531	1,897	1,331	1,708	3,410	3,021	5,368	391	360	348	4,006	1,976
<b>Columns</b>	E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 5 of 6

Ofcom Residential Postal Tracker (January - December 2016)

	Cross...
	Rurality
	Unkn-
	own
QB4: Occupation of main income earner	
Unweighted base	359
Weighted base	484
Columns	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks														
		Methodology			Quarter				Gender		Age					
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	
QB5: Occupation of retired main income earner																
High managerial, administrative or professional	% within column	7%	5%	8%	7%	8%	7%	7%	9%	5%	**	**	5%	8%	9%	
	Weighted counts	89	13	76	21	25	20	22	53	35			13	42	34	
	Column Comparisons	-							b							
Intermediate managerial, administrative or professional	% within column	25%	20%	26%	24%	28%	22%	25%	26%	23%	**	**	24%	25%	25%	
	Weighted counts	305	47	259	75	84	66	81	154	151			62	135	100	
	Column Comparisons	-														
Supervisor; clerical; junior managerial, administrative or professional	% within column	30%	17%	33%	30%	28%	31%	30%	25%	34%	**	**	27%	30%	31%	
	Weighted counts	366	41	325	93	84	91	98	146	220			69	166	121	
	Column Comparisons	-		A					a							
Skilled manual worker	% within column	21%	28%	19%	24%	22%	22%	18%	27%	16%	**	**	24%	21%	20%	
	Weighted counts	261	68	193	73	65	65	58	160	101			61	115	79	
	Column Comparisons	-	b						B							
Semi-skilled or unskilled manual worker	% within column	13%	22%	11%	12%	11%	15%	16%	11%	16%	**	**	16%	14%	11%	
	Weighted counts	165	52	113	37	32	43	52	63	101			42	76	42	
	Column Comparisons	-	B						a							
Housewife / househusband	% within column	3%	6%	2%	3%	3%	4%	3%	1%	5%	**	**	3%	2%	4%	
	Weighted counts	37	13	24	9	9	11	9	6	31			7	11	15	
	Column Comparisons	-	b						A							
Unemployed	% within column	1%	2%	1%	0%	1%	1%	2%	1%	1%	**	**	1%	1%	1%	
	Weighted counts	12	5	7	1	3	2	6	5	7			2	4	5	
	Column Comparisons	-														
Student	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	**	**	0%	0%	0%	
	Weighted counts	0	0	0	0	0	0	0	0	0			0	0	0	
	Column Comparisons	-	-	-	-	-	-	-	-	-			-	-	-	
Effective Column n																
		Weighted counts	1,029	188	841	284	247	250	248	620	410	4	21	207	487	311
		Column Comparisons														
Unweighted base																
		Weighted counts	1,336	244	1,092	369	321	324	322	804	532	5	27	269	632	403

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 1336; total n = 6467; effective sample size = 1029 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 4

## Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG				Working status		UK nation				Rurality		
		AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
QB5: Occupation of retired main income earner	% within column	22%	0%	0%	0%	**	7%	7%	7%	11%	10%	7%	9%	3%
<b>High managerial, administrative or professional</b>	Weighted counts	89	0	0	0		87	70	5	8	5	43	43	3
	Column Comparisons	B C D												
<b>Intermediate managerial, administrative or professional</b>	% within column	78%	0%	0%	0%	**	25%	25%	23%	20%	26%	23%	28%	18%
	Weighted counts	305	0	0	0		292	259	18	15	13	150	137	18
	Column Comparisons	B C D												
<b>Supervisor; clerical; junior managerial, administrative or professional</b>	% within column	0%	100%	0%	0%	**	30%	30%	33%	27%	28%	30%	27%	41%
	Weighted counts	0	366	0	0		353	306	25	21	14	190	136	40
	Column Comparisons		A C D											b
<b>Skilled manual worker</b>	% within column	0%	0%	100%	0%	**	21%	22%	19%	17%	19%	22%	21%	21%
	Weighted counts	0	0	261	0		246	224	15	13	10	139	103	20
	Column Comparisons			A B D										
<b>Semi-skilled or unskilled manual worker</b>	% within column	0%	0%	0%	77%	**	14%	13%	13%	15%	9%	14%	13%	14%
	Weighted counts	0	0	0	165		161	138	10	12	5	88	63	14
	Column Comparisons				A B C									
<b>Housewife / househusband</b>	% within column	0%	0%	0%	17%	**	3%	2%	4%	7%	7%	4%	2%	2%
	Weighted counts	0	0	0	37		36	25	3	6	3	25	11	2
	Column Comparisons				A B C									
<b>Unemployed</b>	% within column	0%	0%	0%	6%	**	1%	1%	1%	3%	1%	1%	1%	1%
	Weighted counts	0	0	0	12		10	9	1	2	1	7	4	1
	Column Comparisons				A B C									
<b>Student</b>	% within column	0%	0%	0%	0%	**	0%	0%	0%	0%	0%	0%	0%	0%
	Weighted counts	0	0	0	0		0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-		-	-	-	-	-	-	-	-
<b>Effective Column n</b>	% within column													
	Weighted counts	348	300	216	166	29	989	660	145	136	89	528	437	65
	Column Comparisons													
<b>Unweighted base</b>		452	389	280	215	37	1,284	856	188	177	115	685	567	84

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 1336; total n = 6467; effective sample size = 1029 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 4

# Ofcom Residential Postal Tracker (January - December 2016)

	Crossbreaks													
	Methodology			Quarter				Gender		Age				
	Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+
QB5: Occupation of retired main income earner														
<b>Weighted base</b>	<b>1,235</b>	239	996	310	302	297	326	588	647	6	30	256	548	395
<b>Columns</b>	<b>A</b>	A	B	A	B	C	D	A	B	A	B	C	D	E

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 1336; total n = 6467; effective sample size = 1029 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 3 of 4

Ofcom Residential Postal Tracker (January - December 2016)

QB5: Occupation of retired main income earner	Crossbreaks												
	SEG				Working status		UK nation				Rurality		
	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Weighted base	394	366	261	214	38	1,184	1,031	77	76	50	642	496	97
Columns	A	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 1336; total n = 6467; effective sample size = 1029 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 4 of 4



# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks																
QB4&5: SEG based on occupation of main income earner (including retirees)		Methodology			Quarter				Gender		Age					SEG		
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2
<b>A</b>	% within column	6%	6%	6%	7%	6%	5%	5%	7%	5%	6%	4%	6%	9%	9%	25%	0%	0%
	Weighted counts	385	117	268	116	99	84	85	208	176	50	90	123	76	46	385	0	0
	Column Comparisons	-											b	a B c	B c	B C D		
<b>B</b>	% within column	18%	18%	18%	19%	19%	16%	16%	18%	18%	14%	16%	16%	24%	24%	75%	0%	0%
	Weighted counts	1,146	330	817	328	308	242	268	568	578	130	352	336	203	125	1,146	0	0
	Column Comparisons	-			c	c								A B C	A B C	B C D		
<b>C1</b>	% within column	29%	29%	29%	29%	27%	30%	31%	29%	30%	37%	29%	27%	29%	30%	0%	100%	0%
	Weighted counts	1,897	538	1,358	486	435	468	508	914	982	331	612	551	247	155	0	1,897	0
	Column Comparisons	-									b C d					A C D		
<b>C2</b>	% within column	21%	21%	21%	21%	20%	21%	20%	23%	18%	17%	20%	22%	21%	20%	0%	0%	100%
	Weighted counts	1,331	385	946	351	318	332	331	737	594	157	427	462	181	104	0	0	1,331
	Column Comparisons	-							B									A B D
<b>D</b>	% within column	16%	15%	17%	15%	16%	18%	17%	15%	18%	17%	18%	17%	13%	12%	0%	0%	0%
	Weighted counts	1,059	270	789	246	251	278	284	475	584	154	385	349	111	60	0	0	0
	Column Comparisons	-		a						a		d e	e					
<b>E</b>	% within column	10%	12%	9%	9%	11%	10%	10%	8%	12%	9%	13%	12%	3%	5%	0%	0%	0%
	Weighted counts	650	219	431	159	174	154	162	267	383	83	267	250	25	25	0	0	0
	Column Comparisons	-	b							A	D e	a D E	D E					
<b>NET: AB</b>	% within column	24%	24%	24%	26%	26%	21%	22%	24%	23%	20%	21%	22%	33%	33%	100%	0%	0%
	Weighted counts	1,531	446	1,084	444	407	326	353	776	755	180	442	458	279	172	1,531	0	0
	Column Comparisons	-			c d	c d								A B C	A B C	B C D		
<b>NET: DE</b>	% within column	26%	26%	26%	24%	27%	28%	27%	23%	29%	26%	31%	29%	16%	16%	0%	0%	0%
	Weighted counts	1,708	489	1,220	405	425	432	446	741	967	237	652	599	136	84	0	0	0
	Column Comparisons	-							A		D e	D E	D E					
<b>Effective Column n</b>																		
		4,845	1,390	3,455	1,258	1,194	1,171	1,222	2,372	2,473	607	1,484	1,635	713	406	1,213	1,485	964
<b>Unweighted base</b>																		
		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607	1,968	1,277
<b>Weighted base</b>																		
		6,467	1,858	4,609	1,685	1,585	1,559	1,638	3,169	3,298	905	2,134	2,069	843	515	1,531	1,897	1,331
<b>Columns</b>		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

QB4&5: SEG based on occupation of main income earner (including retirees)		Crossbreaks									
		SEG	Working status		UK nation			Rurality			
		DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
A	% within column	0%	6%	6%	6%	5%	7%	7%	6%	6%	8%
	Weighted counts	0	189	191	319	18	24	23	230	117	38
	Column Comparisons										
B	% within column	0%	19%	17%	18%	19%	19%	17%	17%	18%	20%
	Weighted counts	0	633	509	945	74	68	58	686	363	97
	Column Comparisons										
C1	% within column	0%	34%	25%	29%	33%	30%	36%	29%	28%	33%
	Weighted counts	0	1,142	745	1,533	127	109	127	1,180	558	159
	Column Comparisons		B					a c			
C2	% within column	0%	23%	18%	21%	18%	21%	19%	20%	23%	16%
	Weighted counts	0	790	531	1,118	71	74	68	805	450	75
	Column Comparisons		B						c	a c	
D	% within column	62%	19%	14%	17%	17%	13%	10%	17%	16%	14%
	Weighted counts	1,059	638	419	912	65	47	34	665	324	70
	Column Comparisons	A B C	B		d	D					
E	% within column	38%	1%	21%	10%	9%	10%	11%	11%	8%	9%
	Weighted counts	650	18	627	539	36	37	37	440	165	45
	Column Comparisons	A B C		A					b		
NET: AB	% within column	0%	24%	23%	24%	24%	26%	23%	23%	24%	28%
	Weighted counts	0	822	700	1,264	92	93	82	916	480	135
	Column Comparisons										
NET: DE	% within column	100%	19%	35%	27%	26%	24%	21%	28%	25%	24%
	Weighted counts	1,708	656	1,046	1,451	100	85	72	1,105	489	115
	Column Comparisons	A B C		A							
Effective Column n	% within column										
	Weighted counts	1,183	2,524	2,295	3,059	647	581	558	2,875	1,699	271
	Column Comparisons										
Unweighted base		1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base		1,708	3,410	3,021	5,368	391	360	348	4,006	1,976	484
Columns		D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks														
		Methodology			Quarter				Gender		Age					SEG
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
QB6: Region (back-coded for F2F respondents)		9%	7%	9%	8%	9%	9%	8%	9%	8%	9%	9%	9%	8%	6%	7%
North East		559	135	424	136	150	138	135	290	269	83	194	184	66	32	104
		-		a												
North West		10%	11%	9%	11%	10%	10%	9%	10%	10%	10%	8%	10%	11%	10%	10%
		625	198	427	178	153	151	143	305	321	89	181	209	93	53	150
		-														
Yorkshire/Humberside		9%	9%	9%	10%	8%	10%	8%	8%	9%	8%	9%	9%	10%	8%	7%
		574	163	411	164	135	149	125	268	306	70	187	194	81	42	104
		-														
East Midlands		8%	8%	8%	8%	8%	8%	9%	8%	8%	9%	9%	7%	8%	11%	6%
		539	150	390	140	131	129	139	260	279	81	196	136	69	58	92
		-										c			c	
West Midlands		9%	8%	9%	8%	9%	10%	8%	8%	9%	11%	9%	9%	7%	7%	7%
		563	147	417	139	145	150	129	264	299	96	190	179	61	37	115
		-														
East Anglia/East of England		8%	8%	9%	7%	8%	9%	9%	8%	8%	6%	7%	9%	9%	12%	10%
		543	145	398	126	129	134	154	266	277	53	156	191	80	63	150
		-											a		a b	
London/Greater London		11%	12%	11%	11%	11%	11%	12%	13%	10%	17%	14%	9%	6%	6%	15%
		728	228	500	190	182	167	190	404	324	153	300	188	54	33	230
		-							b		C D E	C D E	d			b C D
South East		11%	12%	10%	11%	10%	10%	12%	10%	11%	12%	11%	8%	12%	14%	12%
		690	220	470	186	161	154	190	327	363	108	235	171	105	72	186
		-									c	c		c	C	
South West		8%	8%	8%	9%	8%	8%	9%	8%	9%	10%	7%	8%	11%	11%	9%
		545	157	388	151	123	119	152	249	296	87	143	164	94	58	134
		-												b c	b	
Highlands & Isles of Scotland		0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
		18	13	5	3	9	3	3	10	8	2	5	7	1	3	4
		-	B													
Rest of Scotland		6%	5%	6%	6%	6%	6%	6%	6%	6%	3%	5%	8%	6%	4%	6%
		373	101	272	94	94	91	94	180	193	26	102	173	50	21	88
		-											A B e	a		

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 4

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
		C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
QB6: Region (back-coded for F2F respondents)		8%	11%	10%	8%	9%	10%	0%	0%	0%	9%	7%	10%
North East	% within column	144	144	167	275	274	559	0	0	0	376	137	46
	Weighted counts		a b	a			B C D				b		
	Column Comparisons												
North West		9%	10%	10%	9%	11%	12%	0%	0%	0%	11%	6%	13%
North West	Weighted counts	176	128	171	303	319	625	0	0	0	440	122	63
	Column Comparisons					a	B C D				B		B
Yorkshire/Humberside		9%	10%	9%	8%	9%	11%	0%	0%	0%	9%	8%	12%
Yorkshire/Humberside	Weighted counts	178	135	156	286	285	574	0	0	0	359	155	59
	Column Comparisons	a	a				B C D						b
East Midlands		9%	9%	9%	8%	9%	10%	0%	0%	0%	7%	10%	9%
East Midlands	Weighted counts	163	123	162	265	273	539	0	0	0	291	206	43
	Column Comparisons	a	a	a			B C D					A	
West Midlands		8%	8%	11%	9%	9%	10%	0%	0%	0%	10%	6%	10%
West Midlands	Weighted counts	144	112	192	299	264	563	0	0	0	392	121	50
	Column Comparisons			a b			B C D				B		b
East Anglia/East of England		8%	9%	7%	8%	8%	10%	0%	0%	0%	7%	11%	9%
East Anglia/East of England	Weighted counts	150	119	124	286	252	543	0	0	0	286	215	42
	Column Comparisons						B C D					A	
London/Greater London		11%	9%	10%	14%	8%	14%	0%	0%	0%	16%	1%	13%
London/Greater London	Weighted counts	202	121	175	474	251	728	0	0	0	645	22	61
	Column Comparisons				B		B C D				B		B
South East		11%	9%	10%	10%	11%	13%	0%	0%	0%	10%	12%	12%
South East	Weighted counts	214	119	171	348	340	690	0	0	0	391	239	60
	Column Comparisons						B C D					a	
South West		9%	9%	8%	7%	10%	10%	0%	0%	0%	6%	12%	13%
South West	Weighted counts	162	116	133	252	293	545	0	0	0	242	243	61
	Column Comparisons					a	B C D					A	A
Highlands & Isles of Scotland		0%	0%	0%	0%	0%	0%	5%	0%	0%	0%	1%	0%
Highlands & Isles of Scotland	Weighted counts	5	4	5	11	6	0	18	0	0	1	16	0
	Column Comparisons							A C D				A	
Rest of Scotland		6%	5%	6%	6%	5%	0%	95%	0%	0%	6%	7%	0%
Rest of Scotland	Weighted counts	122	67	95	212	158	0	373	0	0	226	147	0
	Column Comparisons							A C D			C	a C	

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<=50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks														
		Methodology			Quarter				Gender		Age					SEG
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
QB6: Region (back-coded for F2F respondents)	% within column	83%	83%	83%	84%	83%	83%	83%	83%	83%	91%	83%	78%	83%	87%	83%
NET: England	Weighted counts	5,368	1,542	3,825	1,410	1,308	1,291	1,358	2,633	2,734	820	1,781	1,615	702	449	1,264
	Column Comparisons	-									B C D	C		c	C	
NET: Scotland	% within column	6%	6%	6%	6%	7%	6%	6%	6%	6%	3%	5%	9%	6%	5%	6%
	Weighted counts	391	114	277	97	103	94	97	190	201	28	106	180	52	25	92
	Column Comparisons	-											A B e	a		
Wales	% within column	6%	5%	6%	5%	6%	6%	6%	5%	6%	3%	5%	7%	7%	5%	6%
	Weighted counts	360	102	258	89	87	90	93	168	193	26	109	142	55	28	93
	Column Comparisons	-											a	a		
Northern Ireland	% within column	5%	5%	5%	5%	5%	5%	5%	6%	5%	3%	6%	6%	4%	3%	5%
	Weighted counts	348	100	248	88	86	84	89	178	170	31	138	132	34	14	82
	Column Comparisons	-										a d e	a d e			
Effective Column n	% within column	4,845	1,390	3,455	1,258	1,194	1,171	1,222	2,372	2,473	607	1,484	1,635	713	406	1,213
	Weighted counts	4,845	1,390	3,455	1,258	1,194	1,171	1,222	2,372	2,473	607	1,484	1,635	713	406	1,213
	Column Comparisons	-														
Unweighted base	% within column	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
	Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
	Column Comparisons	-														
Weighted base	% within column	6,467	1,858	4,609	1,685	1,585	1,559	1,638	3,169	3,298	905	2,134	2,069	843	515	1,531
	Weighted counts	6,467	1,858	4,609	1,685	1,585	1,559	1,638	3,169	3,298	905	2,134	2,069	843	515	1,531
	Column Comparisons	-														
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 3 of 4

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
		C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
QB6: Region (back-coded for F2F respondents)	% within column	81%	84%	85%	82%	84%	100%	0%	0%	0%	85%	74%	100%
NET: England	Weighted counts	1,533	1,118	1,451	2,787	2,549	5,368	0	0	0	3,422	1,461	484
	Column Comparisons			b		a	B C D				B		A B
NET: Scotland	% within column	7%	5%	6%	7%	5%	0%	100%	0%	0%	6%	8%	0%
	Weighted counts	127	71	100	224	164	0	391	0	0	227	164	0
	Column Comparisons						A C D				C	A C	
Wales	% within column	6%	6%	5%	5%	6%	0%	0%	100%	0%	4%	9%	0%
	Weighted counts	109	74	85	180	178	0	0	360	0	175	186	0
	Column Comparisons							A B D			C	A C	
Northern Ireland	% within column	7%	5%	4%	6%	4%	0%	0%	0%	100%	5%	8%	0%
	Weighted counts	127	68	72	219	129	0	0	0	348	182	166	0
	Column Comparisons	d			B					A B C	C	A C	
	% within column												
Effective Column n	Weighted counts	1,485	964	1,183	2,524	2,295	3,059	647	581	558	2,875	1,699	271
	Column Comparisons												
Unweighted base		1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base		1,897	1,331	1,708	3,410	3,021	5,368	391	360	348	4,006	1,976	484
Columns		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p < 0.05$ ), A, B, C, D, E, F... ( $p < 0.001$ ). \*\*Indicates low base size ( $< 50$ )

## Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Methodology			Quarter				Gender		Age			
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
QB6B: Town/city size	% within column	24%	**	24%	25%	24%	25%	22%	23%	24%	28%	30%	20%	14%
City (population: more than 500,000)	Weighted counts	978		978	173	271	273	261	467	511	162	409	266	76
	Column Comparisons	-		-							c D e	C D e	d	
	% within column	19%	**	19%	18%	17%	20%	19%	20%	17%	22%	21%	18%	14%
Large town (population: 100,000 – 500,000)	Weighted counts	769		769	128	198	222	221	413	357	129	289	231	76
	Column Comparisons	-		-					b		d e	d e		
	% within column	24%	**	24%	26%	22%	24%	24%	26%	22%	24%	23%	26%	25%
Medium town (population: 15,000 – 99,999)	Weighted counts	993		993	183	254	271	285	525	469	138	308	339	135
	Column Comparisons	-		-					b					
	% within column	20%	**	20%	18%	23%	18%	20%	18%	22%	16%	17%	21%	25%
Small town (population: 2,000 – 14,999)	Weighted counts	836		836	128	268	203	237	368	467	96	237	277	136
	Column Comparisons	-		-						a				a b
	% within column	13%	**	13%	13%	13%	13%	13%	12%	14%	9%	8%	14%	22%
Rural area (population: less than 2,000)	Weighted counts	538		538	90	151	141	156	242	296	53	113	186	118
	Column Comparisons	-		-									a B	A B C
	% within column	0%	**	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%
Prefer not to say	Weighted counts	17		17	0	4	2	11	6	10	7	4	4	1
	Column Comparisons	-		-										
	% within column													
Effective Column n	Weighted counts	2,970	1	2,970	577	801	778	815	1,454	1,516	365	883	1,021	450
	Column Comparisons													
Unweighted base		4,226	1	4,225	821	1,139	1,107	1,159	2,069	2,157	519	1,256	1,452	640
Weighted base		4,132	0	4,131	703	1,145	1,112	1,171	2,021	2,110	586	1,359	1,302	541
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 4226; total n = 6467; effective sample size = 2970 (70%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3



Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age		SEG			Working status		UK nation				Rurality	
		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
QB6B: Town/city size	% within column	19%	25%	24%	20%	25%	26%	21%	24%	28%	13%	20%	36%	0%
<b>City (population: more than 500,000)</b>	Weighted counts	66	238	292	172	276	559	409	816	79	35	49	978	0
	Column Comparisons						b		c	C d		c	B	
	% within column	13%	18%	19%	17%	20%	20%	17%	20%	13%	15%	14%	28%	0%
<b>Large town (population: 100,000 – 500,000)</b>	Weighted counts	45	170	227	145	226	432	334	657	37	39	36	769	0
	Column Comparisons						b						B	
	% within column	21%	22%	25%	26%	23%	25%	23%	25%	20%	20%	26%	36%	0%
<b>Medium town (population: 15,000 – 99,999)</b>	Weighted counts	74	213	295	230	255	534	450	822	55	51	65	993	0
	Column Comparisons												B	
	% within column	26%	19%	20%	22%	20%	18%	23%	19%	27%	29%	20%	0%	61%
<b>Small town (population: 2,000 – 14,999)</b>	Weighted counts	90	178	242	195	221	390	443	637	74	74	50	0	836
	Column Comparisons	a b						a		a d	a d			A c
	% within column	20%	16%	12%	14%	11%	11%	15%	12%	11%	23%	20%	0%	39%
<b>Rural area (population: less than 2,000)</b>	Weighted counts	68	149	142	126	121	243	294	399	31	59	49	0	538
	Column Comparisons	A B c	d					a			A B	a B		A
	% within column	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%
<b>Prefer not to say</b>	Weighted counts	1	1	3	3	10	2	13	16	1	0	0	8	3
	Column Comparisons							a						
	% within column													
<b>Effective Column n</b>	Weighted counts	252	762	919	587	703	1,535	1,418	1,742	446	400	382	1,868	1,099
	Column Comparisons													
<b>Unweighted base</b>		359	1,084	1,307	835	1,000	2,184	2,017	2,479	634	569	544	2,657	1,564
<b>Weighted base</b>		344	949	1,202	871	1,110	2,161	1,944	3,348	277	258	249	2,749	1,377
<b>Columns</b>		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 4226; total n = 6467; effective sample size = 2970 (70%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
		Unkn- own
QB6B: Town/city size		**
	% within column	
<b>City (population: more than 500,000)</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>Large town (population: 100,000 – 500,000)</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>Medium town (population: 15,000 – 99,999)</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>Small town (population: 2,000 – 14,999)</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>Rural area (population: less than 2,000)</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>Prefer not to say</b>	Weighted counts	
	Column Comparisons	
	% within column	
<b>Effective Column n</b>	Weighted counts	4
	Column Comparisons	
<b>Unweighted base</b>		5
<b>Weighted base</b>		5
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 4226; total n = 6467; effective sample size = 2970 (70%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Rurality	% within column	62%	68%	60%	49%	68%	68%	64%	64%	60%	68%	68%	59%	52%	52%	60%	62%
Urban	Weighted counts	4,006	1,257	2,749	826	1,071	1,063	1,047	2,023	1,983	616	1,452	1,227	442	269	916	1,180
	Column Comparisons	-	B			A	A d	A	b		C D E	C D E	d e				
	% within column	31%	32%	30%	23%	32%	32%	36%	29%	32%	25%	24%	32%	40%	43%	31%	29%
Rural	Weighted counts	1,976	600	1,377	381	511	494	590	906	1,070	227	517	668	341	222	480	558
	Column Comparisons	-				A	A	A c		a			A B	A B C	A B C		
	% within column	7%	0%	10%	28%	0%	0%	0%	8%	7%	7%	8%	8%	7%	5%	9%	8%
Unknown	Weighted counts	484	1	483	478	3	2	1	240	245	62	164	175	60	23	135	159
	Column Comparisons	-		A	B C D											c	c
	% within column																
Effective Column n	Weighted counts	4,845	1,390	3,455	1,258	1,194	1,171	1,222	2,372	2,473	607	1,484	1,635	713	406	1,213	1,485
	Column Comparisons																
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607	1,968
Weighted base		6,467	1,858	4,609	1,685	1,585	1,559	1,638	3,169	3,298	905	2,134	2,069	843	515	1,531	1,897
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks										
		SEG		Working status		UK nation				Rurality		
Rurality		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Urban	% within column	61%	65%	65%	59%	64%	58%	48%	52%	100%	0%	0%
	Weighted counts	805	1,105	2,204	1,774	3,422	227	175	182	4,006	0	0
	Column Comparisons			B		C D	C d			B C		
Rural	% within column	34%	29%	28%	34%	27%	42%	52%	48%	0%	100%	0%
	Weighted counts	450	489	943	1,028	1,461	164	186	166	0	1,976	0
	Column Comparisons				A		A	A B	A b		A C	
Unknown	% within column	6%	7%	8%	7%	9%	0%	0%	0%	0%	0%	100%
	Weighted counts	75	115	263	219	484	0	0	0	0	0	484
	Column Comparisons					B C D						A B
Effective Column n		964	1,183	2,524	2,295	3,059	647	581	558	2,875	1,699	271
Unweighted base		1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base		1,331	1,708	3,410	3,021	5,368	391	360	348	4,006	1,976	484
Columns		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)  
Multiple comparison correction: False Discovery Rate (FDR) (p <= 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks														
		Methodology			Quarter				Gender		Age					SEG
QB7: Inability to leave home without help, due to illness or disability		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
Yes – I am housebound	% within column	5%	2%	6%	5%	5%	6%	5%	5%	5%	6%	7%	4%	3%	5%	4%
	Weighted counts	335	44	292	76	81	99	79	173	163	52	147	86	23	27	62
	Column Comparisons	-		A							d	c D				
No – I am not housebound	% within column	95%	98%	94%	95%	95%	94%	95%	95%	95%	94%	93%	96%	97%	95%	96%
	Weighted counts	6,132	1,814	4,317	1,609	1,504	1,459	1,559	2,996	3,136	853	1,987	1,983	820	488	1,469
	Column Comparisons	-	B									b	a B			D
I prefer not to answer	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Weighted counts	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Column n	% within column															
	Weighted counts	4,845	1,390	3,455	1,258	1,194	1,171	1,222	2,372	2,473	607	1,484	1,635	713	406	1,213
	Column Comparisons															
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
Weighted base		6,467	1,858	4,609	1,685	1,585	1,559	1,638	3,169	3,298	905	2,134	2,069	843	515	1,531
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
QB7: Inability to leave home without help, due to illness or disability		C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Yes – I am housebound	% within column	4%	5%	8%	4%	7%	6%	4%	3%	4%	5%	4%	6%
	Weighted counts	71	60	143	126	210	296	17	10	13	220	89	27
	Column Comparisons			A B C		A							
No – I am not housebound	% within column	96%	95%	92%	96%	93%	94%	96%	97%	96%	95%	96%	94%
	Weighted counts	1,826	1,271	1,566	3,284	2,811	5,072	374	350	335	3,787	1,888	457
	Column Comparisons	D	D		B								
I prefer not to answer	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Weighted counts	0	0	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-	-	-
Effective Column n	% within column												
	Weighted counts	1,485	964	1,183	2,524	2,295	3,059	647	581	558	2,875	1,699	271
	Column Comparisons												
Unweighted base		1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base		1,897	1,331	1,708	3,410	3,021	5,368	391	360	348	4,006	1,976	484
Columns		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

## **Section C: Attitudes & Preferences**

# Ofcom Residential Postal Tracker (January - December 2016)

QC1_1: Which types of communication would you be happy to receive from... Your bank/ building society		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Post	% within column	60%	53%	64%	61%	58%	61%	59%	56%	63%	53%	56%	63%	65%	67%	59%	59%
	Weighted counts	3,869	1,416	2,453	1,040	922	946	962	1,788	2,081	483	1,187	1,306	552	341	896	1,122
	Column Comparisons	-		A						A			A B	A B	A B		
Email/ online portal	% within column	51%	34%	63%	51%	53%	51%	50%	54%	49%	51%	55%	54%	44%	36%	56%	56%
	Weighted counts	3,320	911	2,409	869	844	784	824	1,717	1,603	466	1,184	1,115	372	182	858	1,064
	Column Comparisons	-		A					B		d E	D E	D E	e		C D	C D
Phone call	% within column	26%	25%	26%	25%	28%	24%	26%	25%	26%	28%	29%	23%	24%	25%	25%	25%
	Weighted counts	1,664	675	990	433	437	375	419	802	862	256	612	469	200	128	386	471
	Column Comparisons	-									c	C					
Text message	% within column	17%	10%	22%	18%	16%	18%	16%	17%	16%	25%	21%	16%	8%	4%	15%	18%
	Weighted counts	1,091	265	826	300	256	273	262	547	543	223	440	338	67	23	233	351
	Column Comparisons	-		A							b C D E	c D E	D E	e			
Other	% within column	2%	4%	2%	3%	3%	2%	2%	2%	2%	1%	2%	3%	3%	3%	2%	2%
	Weighted counts	156	96	60	44	44	29	39	77	79	13	48	58	24	14	31	34
	Column Comparisons	-	B														
No preference	% within column	3%	2%	4%	3%	3%	3%	4%	4%	3%	2%	4%	3%	5%	2%	3%	3%
	Weighted counts	221	53	168	54	51	51	65	124	97	19	77	70	41	13	40	60
	Column Comparisons	-		A													
Don't know	% within column	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	0%	1%
	Weighted counts	41	11	30	14	12	10	5	17	24	9	8	11	6	6	6	10
	Column Comparisons	-															
Effective Column n	% within column																
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230	1,507
Unweighted base	% within column																
	Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607	1,968
Weighted base	% within column																
	Weighted counts	6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522	1,905
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2



Ofcom Residential Postal Tracker (January - December 2016)

QC1_1: Which types of communication would you be happy to receive from... Your bank/ building society		Crossbreaks									
		SEG		Working status		UK nation			Rurality		
		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Post</b>	% within column	60%	61%	58%	62%	60%	61%	64%	57%	59%	68%
	Weighted counts	799	1,051	1,975	1,876	3,200	240	229	200	2,432	1,168
	Column Comparisons				a						a b
<b>Email/ online portal</b>	% within column	48%	45%	56%	47%	51%	49%	54%	51%	51%	63%
	Weighted counts	632	765	1,898	1,406	2,755	192	193	179	2,068	1,003
	Column Comparisons			B							A B
<b>Phone call</b>	% within column	26%	27%	26%	26%	26%	22%	24%	23%	26%	26%
	Weighted counts	348	460	875	788	1,409	88	86	82	1,079	481
	Column Comparisons										
<b>Text message</b>	% within column	16%	17%	20%	14%	17%	15%	16%	20%	17%	15%
	Weighted counts	212	294	674	413	908	57	56	69	699	289
	Column Comparisons			B					b		A B
<b>Other</b>	% within column	2%	4%	2%	3%	2%	2%	4%	1%	2%	3%
	Weighted counts	31	60	62	94	129	8	15	4	96	53
	Column Comparisons		b		a			d			
<b>No preference</b>	% within column	4%	4%	4%	3%	3%	4%	2%	7%	3%	4%
	Weighted counts	50	71	120	97	175	15	7	24	130	78
	Column Comparisons								a b C		
<b>Don't know</b>	% within column	1%	1%	0%	1%	1%	0%	0%	1%	1%	1%
	Weighted counts	9	16	16	24	36	2	1	2	26	12
	Column Comparisons										
<b>Effective Column n</b>	% within column										
	Weighted counts	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723
<b>Unweighted base</b>	Column Comparisons										
	Weighted counts	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251
<b>Weighted base</b>	Column Comparisons										
	Weighted counts	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978
<b>Columns</b>		C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks														
QC1_2: Which types of communication would you be happy to receive from... Your gas/ electricity provider		Methodology			Quarter				Gender		Age					SEG
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
Post	% within column	56%	50%	60%	57%	55%	55%	55%	52%	59%	50%	54%	58%	56%	59%	55%
	Weighted counts	3,594	1,318	2,276	974	876	852	891	1,644	1,950	455	1,159	1,207	471	302	832
	Column Comparisons	-		A						A			a		a	
Email/ online portal	% within column	56%	38%	70%	56%	56%	57%	57%	59%	54%	47%	57%	63%	57%	48%	63%
	Weighted counts	3,654	996	2,657	951	889	883	930	1,857	1,797	423	1,214	1,293	480	243	959
	Column Comparisons	-		A					b			A e	A b d E	A e		C D
Phone call	% within column	22%	24%	20%	21%	24%	20%	22%	21%	22%	24%	24%	19%	21%	22%	18%
	Weighted counts	1,400	649	751	356	376	304	363	674	726	213	502	396	174	114	279
	Column Comparisons	-	B									c				
Text message	% within column	12%	7%	15%	12%	11%	12%	12%	12%	12%	14%	16%	11%	6%	3%	12%
	Weighted counts	757	194	563	203	173	187	193	376	381	126	333	229	53	16	180
	Column Comparisons	-		A							D E	C D E	D E	e		
Other	% within column	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	1%	1%	0%	1%	1%
	Weighted counts	34	23	11	7	9	7	11	19	15	3	16	11	1	3	8
	Column Comparisons	-	b													
No preference	% within column	4%	4%	5%	4%	4%	5%	4%	5%	4%	7%	4%	4%	5%	2%	3%
	Weighted counts	273	94	178	70	62	71	69	157	116	63	81	73	45	10	45
	Column Comparisons	-							b		b C e			e		
Don't know	% within column	2%	2%	1%	1%	2%	2%	1%	2%	1%	7%	1%	1%	0%	1%	1%
	Weighted counts	104	53	51	22	28	30	24	65	40	63	24	12	2	3	14
	Column Comparisons	-							b		B C D E					
Effective Column n		4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
QC1_2: Which types of communication would you be happy to receive from... Your gas/ electricity provider		C1	C2	DE	Working	Not working	NET: England	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Post	% within column	53%	56%	59%	55%	56%	56%	57%	56%	52%	55%	54%	66%
	Weighted counts	1,012	744	1,007	1,886	1,697	2,989	222	199	184	2,260	1,073	260
	Column Comparisons			b									A B
Email/ online portal	% within column	60%	53%	49%	59%	54%	57%	58%	61%	50%	55%	57%	67%
	Weighted counts	1,147	710	838	2,016	1,616	3,034	227	219	174	2,264	1,124	265
	Column Comparisons	c D	d		B			d	D				A B
Phone call	% within column	20%	22%	26%	20%	23%	22%	17%	21%	15%	23%	20%	18%
	Weighted counts	377	296	448	700	697	1,205	67	76	52	922	405	72
	Column Comparisons		a	A B c		a	d		d				
Text message	% within column	11%	11%	13%	14%	10%	12%	11%	11%	16%	12%	10%	17%
	Weighted counts	215	141	221	470	287	619	42	41	56	491	200	66
	Column Comparisons				B					b			a B
Other	% within column	0%	0%	1%	1%	1%	0%	0%	1%	0%	1%	1%	0%
	Weighted counts	6	5	15	18	16	26	2	5	1	22	11	1
	Column Comparisons												
No preference	% within column	4%	5%	5%	4%	4%	4%	4%	3%	10%	4%	5%	4%
	Weighted counts	84	65	78	146	124	212	15	11	34	161	97	15
	Column Comparisons									A B C			
Don't know	% within column	2%	1%	2%	1%	2%	2%	1%	1%	1%	2%	2%	1%
	Weighted counts	44	13	34	45	57	92	3	5	4	69	30	6
	Column Comparisons	a c											
Effective Column n	% within column												
	Weighted counts	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
Unweighted base	% within column												
	Weighted counts	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base	% within column												
	Weighted counts	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks														
QC1_3: Which types of communication would you be happy to receive from... Your local council or tax office		Methodology			Quarter				Gender		Age					SEG
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
Post	% within column	64%	55%	70%	66%	65%	63%	62%	61%	67%	56%	62%	67%	68%	70%	65%
	Weighted counts	4,142	1,469	2,673	1,116	1,030	978	1,018	1,936	2,206	506	1,315	1,384	577	360	991
	Column Comparisons	-		A						A		a	A b	A b	A b	
Email/ online portal	% within column	42%	31%	51%	40%	43%	43%	43%	44%	40%	39%	46%	45%	37%	30%	47%
	Weighted counts	2,740	811	1,929	683	675	673	709	1,404	1,336	355	978	939	313	154	708
	Column Comparisons	-		A					b		e	a D E	a D E	e		C D
Phone call	% within column	23%	25%	21%	21%	24%	21%	24%	23%	22%	22%	24%	21%	22%	22%	18%
	Weighted counts	1,462	666	796	351	385	328	397	724	738	203	521	437	186	114	279
	Column Comparisons	-	B													
Text message	% within column	9%	6%	12%	10%	9%	9%	9%	9%	9%	10%	12%	9%	5%	3%	8%
	Weighted counts	592	149	444	164	139	142	148	291	301	93	260	183	43	13	120
	Column Comparisons	-		A							D E	c D E	d E			
Other	% within column	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%
	Weighted counts	62	42	20	22	18	9	13	34	27	9	26	17	8	1	9
	Column Comparisons	-	B													
No preference	% within column	5%	4%	5%	5%	4%	5%	5%	5%	4%	6%	4%	4%	6%	3%	4%
	Weighted counts	294	96	198	80	63	76	74	162	131	54	84	91	51	14	59
	Column Comparisons	-		a												
Don't know	% within column	2%	2%	2%	2%	1%	2%	2%	2%	2%	7%	1%	1%	1%	1%	1%
	Weighted counts	113	55	58	29	22	29	33	54	59	61	22	18	5	6	11
	Column Comparisons	-									B C D E					
Effective Column n	% within column															
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230
Unweighted base	% within column															
	Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
Weighted base	% within column															
	Weighted counts	6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
QC1_3: Which types of communication would you be happy to receive from... Your local council or tax office		C1	C2	DE	Working	Not working	NET: England	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Post	% within column	63%	64%	65%	63%	65%	64%	68%	66%	61%	63%	64%	75%
	Weighted counts	1,198	845	1,107	2,156	1,969	3,425	267	235	215	2,587	1,258	296
	Column Comparisons							d					A B
Email/ online portal	% within column	47%	38%	37%	46%	39%	43%	39%	45%	37%	42%	41%	48%
	Weighted counts	890	502	639	1,562	1,163	2,298	154	160	128	1,737	813	190
	Column Comparisons	C D			B				d				
Phone call	% within column	22%	25%	25%	21%	24%	23%	20%	25%	15%	24%	21%	19%
	Weighted counts	418	329	436	733	723	1,240	80	88	54	972	417	73
	Column Comparisons	a	A	A b		a	d	d	D				
Text message	% within column	10%	9%	10%	11%	7%	9%	8%	8%	10%	10%	7%	13%
	Weighted counts	183	120	170	368	220	497	32	30	33	397	142	53
	Column Comparisons				B						b		a B
Other	% within column	0%	1%	2%	1%	1%	1%	1%	1%	0%	1%	1%	1%
	Weighted counts	9	15	28	30	32	50	5	5	2	43	15	3
	Column Comparisons			a b									
No preference	% within column	4%	6%	5%	4%	5%	4%	4%	4%	10%	4%	5%	5%
	Weighted counts	81	74	80	153	138	232	15	13	34	171	104	19
	Column Comparisons									A B C			
Don't know	% within column	2%	1%	2%	1%	2%	2%	1%	1%	2%	2%	2%	2%
	Weighted counts	44	19	39	46	65	95	5	5	8	69	36	8
	Column Comparisons	a		a		a							
Effective Column n	% within column												
	Weighted counts	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
Unweighted base	Column Comparisons												
	Weighted counts	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base	Column Comparisons												
	Weighted counts	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

QC1_4: Which types of communication would you be happy to receive from... Your GP/medical or healthcare professional		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Post	% within column	51%	46%	54%	51%	49%	50%	52%	49%	53%	46%	51%	53%	49%	50%	50%	51%
	Weighted counts	3,277	1,220	2,057	874	777	776	850	1,542	1,734	417	1,086	1,104	413	256	763	971
	Column Comparisons	-		A						a			a				
Email/ online portal	% within column	34%	20%	44%	35%	35%	33%	34%	36%	33%	36%	35%	37%	31%	24%	39%	38%
	Weighted counts	2,222	526	1,696	595	557	510	560	1,145	1,077	325	756	756	264	122	598	727
	Column Comparisons	-		A					b		E	E	d E	e		C D	C D
Phone call	% within column	60%	56%	63%	59%	63%	59%	60%	58%	62%	56%	59%	61%	66%	62%	56%	59%
	Weighted counts	3,894	1,481	2,413	1,000	997	908	988	1,837	2,057	511	1,257	1,254	556	315	860	1,127
	Column Comparisons	-		A						a				a b			
Text message	% within column	25%	14%	32%	24%	23%	26%	25%	23%	26%	35%	28%	25%	17%	8%	25%	26%
	Weighted counts	1,603	384	1,219	416	369	405	412	736	867	314	596	511	141	42	378	493
	Column Comparisons	-		A						a	b C D E	c D E	D E	E			
Other	% within column	2%	3%	2%	2%	3%	2%	1%	2%	2%	1%	2%	2%	3%	3%	2%	2%
	Weighted counts	131	67	64	38	48	26	20	71	60	7	36	46	24	18	28	40
	Column Comparisons	-	b			d							a	a	a		
No preference	% within column	4%	2%	6%	4%	4%	5%	5%	5%	4%	2%	4%	5%	6%	4%	4%	4%
	Weighted counts	283	57	226	69	63	73	77	156	126	20	89	103	50	20	58	75
	Column Comparisons	-		A									a	a			
Don't know	% within column	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%
	Weighted counts	44	18	26	20	9	9	6	21	22	12	11	11	6	3	13	11
	Column Comparisons	-															
Effective Column n	% within column																
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230	1,507
Unweighted base	Column Comparisons																
	Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607	1,968
Weighted base	Column Comparisons																
	Weighted counts	6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522	1,905
Columns	Column Comparisons																
	Weighted counts	A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

QC1_4: Which types of communication would you be happy to receive from... Your GP/medical or healthcare professional		Crossbreaks										
		SEG		Working status		UK nation			Rurality			
		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Post	% within column	50%	51%	51%	51%	50%	53%	53%	48%	50%	51%	57%
	Weighted counts	665	879	1,727	1,542	2,707	209	191	169	2,037	1,014	226
	Column Comparisons											a
Email/ online portal	% within column	30%	29%	37%	32%	35%	29%	32%	32%	34%	33%	48%
	Weighted counts	400	497	1,248	961	1,882	115	114	111	1,376	655	191
	Column Comparisons			B								A B
Phone call	% within column	63%	63%	58%	63%	60%	60%	63%	58%	61%	59%	62%
	Weighted counts	838	1,070	1,981	1,897	3,229	235	227	204	2,486	1,162	246
	Column Comparisons	a	a		A							
Text message	% within column	23%	25%	28%	22%	25%	20%	22%	25%	25%	22%	34%
	Weighted counts	312	421	946	651	1,356	79	81	87	1,034	436	134
	Column Comparisons			B						b		a B
Other	% within column	2%	2%	2%	2%	2%	2%	3%	1%	2%	2%	2%
	Weighted counts	26	38	59	72	109	6	12	4	77	46	7
	Column Comparisons											
No preference	% within column	5%	5%	4%	4%	4%	5%	3%	8%	4%	5%	5%
	Weighted counts	65	84	149	132	225	18	12	28	169	95	18
	Column Comparisons								a b C			
Don't know	% within column	1%	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%
	Weighted counts	7	13	22	18	37	1	3	2	21	18	5
	Column Comparisons											
Effective Column n	Weighted counts	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
	Column Comparisons											
Unweighted base		1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base		1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

QC1_5: Which types of communication would you be happy to receive from... Organisations you have a membership with		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Post	% within column	43%	40%	46%	42%	43%	44%	43%	42%	44%	38%	43%	45%	45%	45%	41%	42%
	Weighted counts	2,790	1,049	1,741	712	689	687	702	1,332	1,458	340	914	928	378	230	630	801
	Column Comparisons	-		A									a	a			
Email/ online portal	% within column	54%	38%	65%	56%	55%	53%	52%	56%	52%	59%	57%	56%	46%	38%	66%	59%
	Weighted counts	3,492	1,014	2,478	946	876	820	850	1,777	1,715	538	1,211	1,155	392	194	998	1,125
	Column Comparisons	-		A					b		D E	D E	D E	e		B C D	C D
Phone call	% within column	19%	23%	17%	18%	22%	17%	21%	21%	18%	21%	20%	18%	18%	20%	18%	18%
	Weighted counts	1,250	600	650	298	343	260	350	654	596	192	429	375	152	103	271	344
	Column Comparisons	-	B			a c		a c	b								
Text message	% within column	16%	10%	21%	17%	16%	15%	17%	16%	17%	25%	20%	16%	8%	3%	16%	17%
	Weighted counts	1,065	273	792	292	259	235	280	512	553	222	421	338	69	15	238	332
	Column Comparisons	-		A							b C D E	c D E	D E	E			
Other	% within column	1%	1%	1%	0%	1%	0%	1%	1%	0%	1%	1%	0%	1%	0%	0%	1%
	Weighted counts	37	16	20	8	14	6	9	23	13	5	16	9	5	1	5	10
	Column Comparisons	-															
No preference	% within column	8%	5%	10%	9%	7%	8%	8%	9%	8%	3%	7%	9%	12%	10%	7%	8%
	Weighted counts	525	145	379	149	118	123	136	274	251	32	145	197	99	53	104	144
	Column Comparisons	-		A								a	A b	A B	A b		
Don't know	% within column	6%	7%	6%	6%	7%	7%	5%	5%	7%	4%	4%	7%	9%	10%	2%	5%
	Weighted counts	395	177	217	98	106	104	86	159	235	37	91	140	73	53	37	86
	Column Comparisons	-							a				a b	A B	A B c		a
Effective Column n	% within column																
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230	1,507
Unweighted base	% within column																
	Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607	1,968
Weighted base Columns	% within column																
	Weighted counts	6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522	1,905
		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2



Ofcom Residential Postal Tracker (January - December 2016)

QC1_5: Which types of communication would you be happy to receive from... Organisations you have a membership with		Crossbreaks										
		SEG		Working status		UK nation			Rurality			
		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Post	% within column	44%	45%	43%	44%	43%	42%	45%	40%	43%	42%	48%
	Weighted counts	589	770	1,470	1,314	2,327	164	160	139	1,761	837	192
	Column Comparisons											
Email/ online portal	% within column	49%	42%	58%	49%	54%	55%	54%	53%	53%	53%	68%
	Weighted counts	658	711	1,993	1,476	2,899	216	193	184	2,181	1,041	270
	Column Comparisons	D		B								A B
Phone call	% within column	20%	21%	19%	20%	20%	16%	19%	13%	20%	18%	17%
	Weighted counts	269	367	646	603	1,077	61	66	45	824	359	68
	Column Comparisons					d		d				
Text message	% within column	16%	17%	20%	13%	16%	14%	15%	20%	17%	14%	24%
	Weighted counts	209	286	671	387	885	56	52	72	692	280	93
	Column Comparisons			B					b c	b		a B
Other	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%
	Weighted counts	8	14	18	19	29	2	3	2	23	13	1
	Column Comparisons											
No preference	% within column	10%	8%	7%	10%	8%	9%	8%	13%	8%	8%	10%
	Weighted counts	136	142	232	289	417	33	28	46	320	167	38
	Column Comparisons	a			A				a b c			
Don't know	% within column	5%	12%	4%	9%	6%	7%	7%	6%	6%	7%	3%
	Weighted counts	71	200	131	262	322	28	25	20	243	139	12
	Column Comparisons	A	A B C		A						c	
Effective Column n	% within column											
	Weighted counts	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
Unweighted base	Column Comparisons											
	Weighted counts	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base	Column Comparisons											
	Weighted counts	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

QC2_1: Type of communication would you most like to receive from... Your bank/ building society		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Post	% within column	48%	45%	49%	49%	47%	44%	51%	46%	50%	47%	44%	47%	58%	59%	48%	46%
	Weighted counts	1,218	247	970	342	294	271	310	580	637	170	389	402	168	88	296	350
	Column Comparisons	-												a B c	b c		
Email/ online portal	% within column	39%	32%	41%	38%	41%	42%	35%	41%	37%	40%	40%	41%	33%	31%	40%	42%
	Weighted counts	988	175	813	262	254	259	213	514	474	143	354	348	96	46	250	319
	Column Comparisons	-		A					b								
Text message	% within column	6%	12%	5%	6%	5%	8%	7%	6%	7%	8%	9%	6%	2%	1%	6%	6%
	Weighted counts	161	65	96	43	28	48	41	76	85	29	77	47	6	2	35	47
	Column Comparisons	-	B								d e	c D e	d				
Phone call	% within column	6%	9%	5%	6%	6%	5%	6%	6%	6%	4%	7%	5%	6%	8%	6%	5%
	Weighted counts	146	52	95	41	40	29	35	70	77	15	62	40	17	13	37	38
	Column Comparisons	-	B														
Other	% within column	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	0%	1%
	Weighted counts	25	14	11	5	5	6	9	12	13	2	7	13	2	1	2	7
	Column Comparisons	-	B														
No preference	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Weighted counts	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Column n	% within column																
	Weighted counts	2,146	276	1,870	572	534	516	524	1,062	1,083	282	691	751	285	138	562	688
	Column Comparisons																
Unweighted base		2,759	355	2,404	735	687	663	674	1,366	1,393	362	888	965	366	178	723	884
Weighted base		2,537	552	1,985	694	621	613	609	1,251	1,286	359	888	850	289	150	621	761
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 2759; total n = 6467; effective sample size = 2146 (78%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks										
		SEG		Working status		UK nation				Rurality		
QC2_1: Type of communication would you most like to receive from... Your bank/building society		C2	DE	Work-ing	Not working	NET: Engl-and	NET: Scotl-and	Wales	North-ern Irel-and	Urban	Rural	Unkn-own
<b>Post</b>	% within column	48%	51%	45%	52%	48%	45%	50%	46%	47%	50%	51%
	Weighted counts	244	328	629	586	1,019	61	76	61	746	359	113
	Column Comparisons				a							
<b>Email/ online portal</b>	% within column	38%	35%	40%	38%	39%	43%	39%	42%	39%	40%	38%
	Weighted counts	190	228	555	430	815	58	58	57	617	288	83
	Column Comparisons											
<b>Text message</b>	% within column	7%	7%	7%	5%	6%	6%	6%	7%	7%	4%	7%
	Weighted counts	35	45	105	56	133	8	10	10	118	28	15
	Column Comparisons				b					b		
<b>Phone call</b>	% within column	6%	6%	7%	4%	6%	6%	4%	4%	6%	5%	4%
	Weighted counts	30	41	95	51	127	8	6	6	100	36	10
	Column Comparisons				b							
<b>Other</b>	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%
	Weighted counts	7	7	14	11	22	1	1	1	16	9	0
	Column Comparisons											
<b>No preference</b>	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Weighted counts	0	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-	-
<b>Effective Column n</b>	% within column											
	Weighted counts	400	496	1,155	986	1,362	264	277	243	1,283	705	158
	Column Comparisons											
<b>Unweighted base</b>		514	638	1,485	1,268	1,751	339	356	313	1,649	907	203
<b>Weighted base</b>		507	648	1,398	1,134	2,116	135	151	134	1,597	720	220
<b>Columns</b>		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 2759; total n = 6467; effective sample size = 2146 (78%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001); \*\* indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks															
QC2_2: Type of communication would you most like to receive from... Your gas/ electricity provider		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Email/ online portal	% within column	49%	44%	50%	50%	48%	50%	46%	52%	45%	37%	48%	52%	50%	55%	50%	57%
	Weighted counts	1,159	230	929	316	281	286	275	601	557	113	391	428	146	81	285	407
	Column Comparisons	-		a					b			a	A	a	a	D	a c D
Post	% within column	45%	45%	44%	42%	45%	44%	47%	41%	48%	52%	43%	43%	48%	41%	43%	38%
	Weighted counts	1,065	235	830	267	265	252	280	474	591	158	350	354	141	61	249	269
	Column Comparisons	-								a							
Phone call	% within column	4%	7%	3%	4%	5%	2%	4%	4%	4%	6%	4%	3%	1%	4%	4%	3%
	Weighted counts	91	37	54	26	29	14	21	41	50	19	37	26	4	6	23	21
	Column Comparisons	-	B								d						
Text message	% within column	3%	4%	3%	3%	2%	3%	4%	3%	3%	5%	5%	2%	1%	0%	3%	2%
	Weighted counts	72	20	52	20	12	17	23	34	38	15	37	17	3	0	18	13
	Column Comparisons	-									c d e	c d e					
Other	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Weighted counts	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No preference	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Weighted counts	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Column n	% within column																
	Weighted counts	2,027	271	1,756	520	502	487	517	967	1,059	239	653	722	278	135	518	645
	Column Comparisons																
Unweighted base		2,590	346	2,244	665	642	622	661	1,236	1,354	305	835	923	355	172	662	824
Weighted base		2,387	522	1,865	630	588	569	600	1,150	1,237	305	815	826	294	148	574	711
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 2590; total n = 6467; effective sample size = 2027 (78%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

Crossbreaks											
		SEG		Working status		UK nation			Rurality		
QC2_2: Type of communication would you most like to receive from... Your gas/ electricity provider		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Email/ online portal</b>		48%	38%	50%	47%	48%	52%	51%	44%	48%	50%
<i>% within column</i>		223	243	647	511	963	69	76	51	708	351
<i>Weighted counts</i>											100
<i>Column Comparisons</i>		d									
<b>Post</b>		45%	53%	43%	46%	45%	42%	41%	48%	45%	43%
<i>% within column</i>		210	337	562	501	892	55	61	56	665	314
<i>Weighted counts</i>											85
<i>Column Comparisons</i>		b	a B c								
<b>Phone call</b>		3%	5%	4%	4%	4%	4%	4%	2%	4%	3%
<i>% within column</i>		16	31	49	41	77	5	6	3	59	27
<i>Weighted counts</i>											6
<i>Column Comparisons</i>											
<b>Text message</b>		3%	4%	4%	2%	3%	3%	3%	5%	4%	1%
<i>% within column</i>		14	26	46	26	58	3	5	6	54	10
<i>Weighted counts</i>											8
<i>Column Comparisons</i>									b		b
<b>Other</b>		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<i>% within column</i>		0	0	0	0	0	0	0	0	0	0
<i>Weighted counts</i>											
<i>Column Comparisons</i>		-	-	-	-	-	-	-	-	-	-
<b>No preference</b>		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<i>% within column</i>		0	0	0	0	0	0	0	0	0	0
<i>Weighted counts</i>											
<i>Column Comparisons</i>		-	-	-	-	-	-	-	-	-	-
<b>Effective Column n</b>		375	489	1,084	938	1,289	257	268	211	1,204	680
<i>Weighted counts</i>											142
<i>Column Comparisons</i>											
<b>Unweighted base</b>		479	625	1,386	1,199	1,648	329	343	270	1,539	869
<i>Weighted counts</i>											182
<b>Weighted base</b>		464	638	1,305	1,079	1,990	133	148	116	1,486	702
<i>Weighted counts</i>											199
<b>Columns</b>		C	D	A	B	A	B	C	D	A	B
											C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 2590; total n = 6467; effective sample size = 2027 (78%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001); \*\* indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks															
QC2_3: Type of communication would you most like to receive from... Your local council or tax office		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Post	% within column	62%	55%	64%	60%	61%	61%	64%	58%	65%	58%	58%	60%	73%	75%	62%	60%
	Weighted counts	1,282	260	1,022	324	324	297	336	581	701	159	416	430	185	91	301	386
	Column Comparisons	-		a						a				a B c	a b c		
Email/ online portal	% within column	31%	33%	30%	32%	31%	35%	26%	34%	28%	31%	33%	34%	22%	21%	31%	33%
	Weighted counts	641	158	483	174	163	168	137	338	303	84	235	241	56	25	151	216
	Column Comparisons	-					d		b			d e	d e				
Phone call	% within column	5%	9%	4%	4%	7%	3%	7%	6%	5%	7%	7%	4%	5%	3%	5%	5%
	Weighted counts	113	44	69	24	38	15	36	57	56	19	49	29	12	4	24	34
	Column Comparisons	-	B			c		c									
Text message	% within column	2%	3%	2%	2%	1%	1%	4%	2%	2%	4%	3%	1%	0%	1%	2%	2%
	Weighted counts	40	13	27	12	6	4	19	17	23	10	20	8	1	1	9	11
	Column Comparisons	-						b c									
Other	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Weighted counts	4	1	3	3	0	0	1	3	1	1	0	3	0	0	1	0
	Column Comparisons	-															
No preference	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Weighted counts	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Column n	% within column																
	Weighted counts	1,748	241	1,507	444	438	414	452	836	912	212	570	618	239	110	438	565
Unweighted base	Column Comparisons																
	Weighted counts	2,233	308	1,925	567	560	529	577	1,068	1,165	271	728	789	305	140	559	722
Weighted base	Column Comparisons																
	Weighted counts	2,081	476	1,605	536	531	485	528	996	1,085	273	721	712	255	121	486	647
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 2233; total n = 6467; effective sample size = 1748 (78%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks										
		SEG		Working status		UK nation				Rurality		
QC2_3: Type of communication would you most like to receive from... Your local council or tax office		C2	DE	Work-ing	Not working	NET: Engl-and	NET: Scotl-and	Wales	North-ern Irel-and	Urban	Rural	Unkn-own
<b>Post</b>	<i>% within column</i>	63%	62%	59%	65%	62%	60%	62%	61%	60%	63%	65%
	<i>Weighted counts</i>	264	331	661	618	1,080	71	75	56	801	371	110
	<i>Column Comparisons</i>				a							
<b>Email/ online portal</b>	<i>% within column</i>	30%	28%	34%	28%	31%	33%	30%	31%	31%	31%	29%
	<i>Weighted counts</i>	124	151	378	263	536	39	37	29	410	182	50
	<i>Column Comparisons</i>				b							
<b>Phone call</b>	<i>% within column</i>	5%	7%	5%	5%	6%	5%	5%	5%	6%	5%	2%
	<i>Weighted counts</i>	20	35	59	51	97	6	6	5	83	27	3
	<i>Column Comparisons</i>											
<b>Text message</b>	<i>% within column</i>	2%	2%	2%	2%	2%	1%	3%	2%	2%	1%	2%
	<i>Weighted counts</i>	10	11	26	15	33	2	3	2	29	8	3
	<i>Column Comparisons</i>											
<b>Other</b>	<i>% within column</i>	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%
	<i>Weighted counts</i>	1	2	2	2	2	0	1	0	2	0	2
	<i>Column Comparisons</i>											a b
<b>No preference</b>	<i>% within column</i>	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	<i>Weighted counts</i>	0	0	0	0	0	0	0	0	0	0	0
	<i>Column Comparisons</i>	-	-	-	-	-	-	-	-	-	-	-
<b>Effective Column n</b>	<i>% within column</i>											
	<i>Weighted counts</i>	338	407	931	813	1,131	229	220	168	1,060	567	121
	<i>Column Comparisons</i>											
<b>Unweighted base</b>		432	520	1,189	1,039	1,444	293	281	215	1,354	724	155
<b>Weighted base</b>		418	530	1,125	950	1,749	118	122	93	1,325	588	169
<b>Columns</b>		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 2233; total n = 6467; effective sample size = 1748 (78%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001); \*\* indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks															
QC2_4: Type of communication would you most like to receive from... Your GP/medical or healthcare professional		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Phone call	% within column	39%	43%	38%	36%	43%	39%	40%	39%	39%	35%	35%	39%	50%	51%	38%	37%
	Weighted counts	1,126	328	798	281	298	259	288	529	597	141	325	376	186	98	265	314
	Column Comparisons	-	b											A B c	a B c		
Post	% within column	32%	28%	34%	31%	31%	32%	34%	31%	33%	26%	33%	33%	35%	32%	30%	32%
	Weighted counts	918	209	709	242	219	214	243	412	506	105	311	312	129	61	209	272
	Column Comparisons	-		a													
Email/ online portal	% within column	16%	12%	17%	17%	15%	17%	15%	18%	14%	21%	17%	17%	10%	10%	17%	19%
	Weighted counts	461	93	367	131	108	115	107	246	215	84	162	159	37	19	121	161
	Column Comparisons	-		a					b		D e	d	d				c
Text message	% within column	11%	15%	10%	13%	9%	11%	12%	11%	12%	18%	14%	10%	4%	4%	13%	12%
	Weighted counts	327	113	215	103	62	76	86	141	186	74	136	93	16	9	94	102
	Column Comparisons	-	b								C D E	c D E	d e				
Other	% within column	1%	2%	1%	2%	2%	1%	0%	1%	1%	0%	1%	2%	1%	3%	1%	1%
	Weighted counts	32	14	18	13	11	6	2	17	14	0	7	15	5	5	10	9
	Column Comparisons	-	b												a		
No preference	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Weighted counts	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Column n	% within column																
	Weighted counts	2,372	386	1,985	625	587	562	597	1,128	1,243	307	736	825	341	163	618	749
Unweighted base	Column Comparisons																
	Weighted counts	3,050	497	2,553	804	755	723	768	1,451	1,599	395	946	1,061	439	209	795	963
Weighted base	Column Comparisons																
	Weighted counts	2,864	757	2,107	770	697	670	726	1,345	1,519	405	940	955	373	192	700	857
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3050; total n = 6467; effective sample size = 2372 (78%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2



Ofcom Residential Postal Tracker (January - December 2016)

QC2_4: Type of communication would you most like to receive from... Your GP/medical or healthcare professional		Crossbreaks										
		SEG		Working status		UK nation				Rurality		
		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Phone call</b>	% within column	44%	41%	36%	43%	39%	37%	39%	45%	39%	40%	35%
	Weighted counts	251	296	550	572	939	58	61	69	710	334	82
	Column Comparisons				A							
<b>Post</b>	% within column	33%	34%	32%	32%	32%	34%	35%	32%	31%	34%	32%
	Weighted counts	188	249	493	423	759	54	55	49	564	279	74
	Column Comparisons											
<b>Email/ online portal</b>	% within column	12%	15%	17%	15%	16%	18%	13%	13%	16%	15%	21%
	Weighted counts	72	107	262	198	393	28	20	19	290	122	49
	Column Comparisons											
<b>Text message</b>	% within column	10%	10%	13%	9%	12%	10%	12%	9%	12%	10%	11%
	Weighted counts	58	74	203	124	280	16	19	13	216	85	26
	Column Comparisons			b								
<b>Other</b>	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%
	Weighted counts	8	5	16	16	26	2	2	2	21	10	1
	Column Comparisons											
<b>No preference</b>	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Weighted counts	0	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-	-
<b>Effective Column n</b>	% within column											
	Weighted counts	452	553	1,249	1,117	1,518	304	285	265	1,412	796	164
	Column Comparisons											
<b>Unweighted base</b>		581	711	1,606	1,436	1,952	391	366	341	1,816	1,023	211
<b>Weighted base</b>		577	731	1,524	1,333	2,397	158	157	152	1,802	830	232
<b>Columns</b>		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3050; total n = 6467; effective sample size = 2372 (78%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001); \*\* indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks															
QC2_5: Type of communication would you most like to receive from... Organisations you have a membership with		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Email/ online portal	% within column	57%	46%	60%	58%	57%	60%	54%	58%	57%	59%	56%	60%	54%	55%	61%	64%
	Weighted counts	1,184	209	976	309	303	291	281	588	597	193	392	417	124	58	326	402
	Column Comparisons	-		A												c d	C D
Post	% within column	28%	29%	28%	28%	28%	28%	27%	26%	29%	19%	27%	27%	40%	37%	25%	23%
	Weighted counts	575	129	446	149	149	136	141	264	311	63	193	186	93	40	135	143
	Column Comparisons	-										a	a	A b C	A c		
Text message	% within column	9%	12%	8%	9%	7%	8%	11%	8%	9%	14%	10%	8%	2%	1%	8%	8%
	Weighted counts	179	52	127	46	40	37	56	80	98	46	72	56	4	1	44	53
	Column Comparisons	-	b								c D E	D e	d e				
Phone call	% within column	6%	14%	4%	6%	8%	4%	7%	8%	4%	7%	7%	6%	5%	8%	5%	5%
	Weighted counts	129	62	68	31	42	20	38	82	47	24	48	39	11	8	26	31
	Column Comparisons	-	B						b								
Other	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Weighted counts	2	0	2	0	1	0	1	0	2	1	0	1	0	0	1	0
	Column Comparisons	-															
No preference	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Weighted counts	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Column n	% within column																
	Weighted counts	1,731	222	1,509	435	447	412	436	843	888	243	562	608	220	97	480	553
Unweighted base	% within column																
	Weighted counts	2,225	285	1,940	559	575	530	561	1,084	1,141	312	723	782	283	125	617	711
Weighted base	% within column																
	Weighted counts	2,070	451	1,618	534	536	484	516	1,014	1,055	326	706	699	231	107	531	629
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 2225; total n = 6467; effective sample size = 1731 (78%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks										
		SEG		Working status		UK nation			Rurality			
QC2_5: Type of communication would you most like to receive from... Organisations you have a membership with		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Email/ online portal	% within column	50%	51%	58%	56%	57%	66%	52%	60%	58%	56%	57%
	Weighted counts	201	255	671	512	990	72	58	64	762	319	103
	Column Comparisons						c					
Post	% within column	34%	31%	25%	31%	28%	23%	32%	23%	27%	29%	31%
	Weighted counts	138	158	287	288	489	26	36	24	350	169	56
	Column Comparisons	a B	b		a							
Text message	% within column	9%	9%	10%	6%	8%	9%	10%	12%	8%	10%	8%
	Weighted counts	36	46	121	57	144	10	11	13	108	55	15
	Column Comparisons			b								
Phone call	% within column	8%	8%	6%	6%	7%	2%	6%	6%	7%	5%	3%
	Weighted counts	31	42	74	55	114	2	7	6	93	31	6
	Column Comparisons							b	b			
Other	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Weighted counts	0	1	1	1	2	0	0	0	2	0	0
	Column Comparisons											
No preference	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Weighted counts	0	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-	-
Effective Column n	% within column											
	Weighted counts	316	382	968	759	1,113	215	204	199	1,043	560	128
	Column Comparisons											
Unweighted base		406	491	1,245	976	1,431	276	262	256	1,341	720	164
Weighted base		406	503	1,153	914	1,740	110	113	107	1,315	575	180
Columns		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 2225; total n = 6467; effective sample size = 1731 (78%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001); \*\* indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
QC3_1: Agreement with attitudinal statement... I value the option to be able to use the postal service		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	
Strongly agree	% within column	56%	61%	52%	56%	58%	56%	54%	54%	58%	41%	48%	63%	67%	70%	62%	
	Weighted counts	3,613	1,617	1,996	948	921	860	884	1,697	1,915	372	1,021	1,299	563	358	937	
	Column Comparisons	-	B							a		a	A B	A B	A B c	B c D	
Slightly agree	% within column	33%	30%	34%	32%	31%	33%	34%	33%	32%	41%	37%	28%	26%	27%	29%	
	Weighted counts	2,108	805	1,304	542	494	518	555	1,045	1,064	370	796	582	222	137	435	
	Column Comparisons	-		a							C D E	C D E					
Neither agree nor disagree	% within column	8%	6%	9%	9%	7%	8%	9%	9%	7%	12%	11%	6%	5%	2%	7%	
	Weighted counts	520	157	362	147	104	121	147	291	229	109	227	133	40	10	100	
	Column Comparisons	-		A					b		C D E	C D E	E	e			
Slightly disagree	% within column	2%	1%	2%	2%	2%	2%	1%	2%	1%	4%	2%	1%	1%	0%	1%	
	Weighted counts	111	29	82	34	32	24	20	77	33	36	51	17	5	1	19	
	Column Comparisons	-		a					B		C D E	C d e					
Strongly disagree	% within column	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	
	Weighted counts	93	34	59	22	25	21	24	50	44	10	30	35	12	5	27	
	Column Comparisons	-															
Don't know	% within column	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	
	Weighted counts	22	10	13	6	8	4	4	9	13	8	9	2	3	0	3	
	Column Comparisons	-															
NET: Agree	% within column	88%	91%	86%	88%	89%	89%	88%	87%	90%	82%	85%	91%	93%	97%	90%	
	Weighted counts	5,721	2,422	3,299	1,490	1,415	1,378	1,439	2,742	2,979	742	1,817	1,882	785	495	1,372	
	Column Comparisons	-	B							A			A B	A B	A B C d		
NET: Disagree	% within column	3%	2%	4%	3%	4%	3%	3%	4%	2%	5%	4%	3%	2%	1%	3%	
	Weighted counts	204	63	141	57	58	45	44	127	77	46	81	53	17	7	46	
	Column Comparisons	-		a					B		c d e	e					
Effective Column n																	
		Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230
		Column Comparisons															
Unweighted base																	
		Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
Weighted base																	
		Weighted counts	6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522
Columns			A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation				Rurality		
QC3_1: Agreement with attitudinal statement... I value the option to be able to use the postal service		C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Strongly agree</b>	% within column	55%	55%	53%	52%	61%	55%	58%	59%	58%	55%	59%	49%
	Weighted counts	1,045	727	904	1,767	1,830	2,971	228	211	203	2,255	1,164	193
	Column Comparisons					A					c	a C	
<b>Slightly agree</b>	% within column	34%	34%	34%	35%	30%	33%	32%	30%	34%	33%	32%	34%
	Weighted counts	644	450	580	1,204	895	1,756	123	108	121	1,337	635	136
	Column Comparisons	a	a	a	B								
<b>Neither agree nor disagree</b>	% within column	8%	8%	10%	9%	7%	8%	6%	8%	4%	8%	6%	13%
	Weighted counts	147	104	167	303	207	453	25	27	15	341	126	52
	Column Comparisons			a	b						b		a B
<b>Slightly disagree</b>	% within column	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%	1%	2%
	Weighted counts	38	22	32	80	31	93	8	4	6	86	17	8
	Column Comparisons				B						b		
<b>Strongly disagree</b>	% within column	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%
	Weighted counts	26	21	20	53	38	76	5	7	4	59	28	6
	Column Comparisons												
<b>Don't know</b>	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Weighted counts	6	5	8	10	13	19	2	0	1	16	7	0
	Column Comparisons												
<b>NET: Agree</b>	% within column	89%	89%	87%	87%	90%	88%	90%	89%	92%	88%	91%	83%
	Weighted counts	1,689	1,177	1,484	2,970	2,725	4,727	351	320	324	3,592	1,799	329
	Column Comparisons					A					c	a C	
<b>NET: Disagree</b>	% within column	3%	3%	3%	4%	2%	3%	3%	3%	3%	4%	2%	3%
	Weighted counts	64	42	52	133	69	169	14	11	10	144	46	14
	Column Comparisons				b								
<b>Effective Column n</b>	% within column												
	Weighted counts	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
<b>Unweighted base</b>	% within column												
	Weighted counts	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>	% within column												
	Weighted counts	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<=50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
QC3_2: Agreement with attitudinal statement... I prefer to send emails rather than letters whenever possible		Methodology			Quarter				Gender		Age				
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+
Strongly agree	% within column	30%	38%	24%	30%	32%	28%	30%	33%	26%	43%	36%	26%	19%	16%
	Weighted counts	1,927	998	929	509	502	434	483	1,058	869	392	760	532	162	81
	Column Comparisons	-	B						B		B C D E	C D E	D E		
Slightly agree	% within column	30%	24%	35%	30%	32%	30%	29%	30%	30%	31%	33%	29%	27%	25%
	Weighted counts	1,964	634	1,330	517	506	468	473	966	998	284	713	609	231	127
	Column Comparisons	-		A								c d e			
Neither agree nor disagree	% within column	18%	10%	23%	18%	17%	19%	18%	17%	18%	13%	17%	20%	23%	15%
	Weighted counts	1,156	271	885	314	263	287	292	555	601	121	358	406	197	74
	Column Comparisons	-		A									A e	A B E	
Slightly disagree	% within column	10%	8%	11%	10%	9%	10%	11%	8%	12%	7%	8%	13%	11%	12%
	Weighted counts	648	220	428	170	146	157	176	254	394	62	166	260	97	63
	Column Comparisons	-		A						A			A B	a b	a b
Strongly disagree	% within column	12%	20%	6%	11%	10%	13%	13%	10%	13%	5%	6%	13%	19%	32%
	Weighted counts	756	524	233	186	163	200	207	330	426	43	132	259	158	164
	Column Comparisons	-	B							a			A B	A B C	A B C D
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
	Weighted counts	16	6	10	5	6	2	3	6	10	3	5	3	2	3
	Column Comparisons	-													
NET: Agree	% within column	60%	62%	59%	60%	64%	58%	59%	64%	57%	75%	69%	55%	46%	41%
	Weighted counts	3,891	1,632	2,259	1,025	1,007	902	956	2,024	1,867	676	1,473	1,141	393	208
	Column Comparisons	-				c d			B		b C D E	C D E	D E		
NET: Disagree	% within column	22%	28%	17%	21%	19%	23%	23%	18%	25%	12%	14%	25%	30%	44%
	Weighted counts	1,404	743	661	356	309	356	383	584	820	105	298	520	255	226
	Column Comparisons	-	B							A			A B	A B c	A B C D
Effective Column n	% within column														
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412
Unweighted base	Column Comparisons														
	Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538
Weighted base	Column Comparisons														
	Weighted counts	6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG				Working status		UK nation			Rurality			
		AB	C1	C2	DE	Working	Not working	NET: England	NET: Scotland	Wales	North-ern Irel- and	Urban	Rural	Unkn-own
QC3_2: Agreement with attitudinal statement... I prefer to send emails rather than letters whenever possible														
<b>Strongly agree</b>	% within column	34%	32%	25%	27%	34%	25%	30%	27%	26%	26%	30%	29%	26%
	Weighted counts	517	609	335	466	1,166	748	1,636	105	93	93	1,246	577	104
	Column Comparisons	C D	C d			B								
<b>Slightly agree</b>	% within column	32%	34%	29%	27%	33%	28%	30%	31%	25%	34%	30%	30%	34%
	Weighted counts	481	650	379	453	1,112	844	1,632	120	91	121	1,245	585	134
	Column Comparisons	d	c D			B					c			
<b>Neither agree nor disagree</b>	% within column	18%	17%	18%	19%	16%	19%	18%	17%	22%	16%	17%	18%	23%
	Weighted counts	277	315	241	323	563	583	953	67	77	58	700	365	91
	Column Comparisons						a							a
<b>Slightly disagree</b>	% within column	9%	9%	13%	10%	9%	11%	10%	12%	11%	10%	10%	10%	11%
	Weighted counts	134	167	170	177	323	321	522	48	41	37	402	204	42
	Column Comparisons			a b										
<b>Strongly disagree</b>	% within column	7%	8%	15%	17%	7%	17%	11%	12%	16%	12%	12%	12%	6%
	Weighted counts	108	160	200	287	243	510	611	48	56	41	490	241	25
	Column Comparisons			A B	A B		A					c	c	
<b>Don't know</b>	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Weighted counts	4	4	4	4	10	7	13	1	1	1	11	5	0
	Column Comparisons													
<b>NET: Agree</b>	% within column	66%	66%	54%	54%	67%	53%	61%	58%	51%	61%	61%	59%	60%
	Weighted counts	998	1,259	714	919	2,279	1,592	3,268	226	184	214	2,491	1,162	238
	Column Comparisons	C D	C D			B		c	c		C			
<b>NET: Disagree</b>	% within column	16%	17%	28%	27%	17%	28%	21%	25%	27%	22%	22%	23%	17%
	Weighted counts	242	327	371	464	565	831	1,133	97	96	78	892	446	67
	Column Comparisons			A B	A B		A							
<b>Effective Column n</b>	% within column													
	Weighted counts	1,230	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
<b>Unweighted base</b>	Column Comparisons													
	Weighted counts	1,607	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>		1,522	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>		A	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50) Part 2 of 2

Ofcom Residential Postal Tracker (January - December 2016)

QC3_3: Agreement with attitudinal statement... I prefer to send letters and emails to companies rather than make a phone call, so that I have a written record		Crossbreaks														
		Methodology			Quarter				Gender		Age					SEG
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
Strongly agree	% within column	34%	33%	34%	33%	35%	34%	33%	32%	35%	28%	32%	36%	36%	36%	36%
	Weighted counts	2,175	884	1,291	558	548	525	543	1,005	1,170	258	679	745	308	185	554
	Column Comparisons	-								a			a b	a	a	
Slightly agree	% within column	32%	26%	36%	33%	31%	32%	32%	33%	31%	32%	34%	31%	31%	27%	31%
	Weighted counts	2,064	695	1,369	553	494	498	519	1,050	1,014	293	733	639	260	139	473
	Column Comparisons	-		A												
Neither agree nor disagree	% within column	18%	17%	18%	17%	18%	18%	18%	19%	17%	21%	17%	17%	15%	20%	16%
	Weighted counts	1,141	455	686	294	284	272	291	590	551	186	367	359	124	105	250
	Column Comparisons	-														
Slightly disagree	% within column	10%	12%	8%	10%	10%	9%	10%	10%	10%	12%	10%	9%	9%	9%	10%
	Weighted counts	621	325	297	174	151	135	162	307	314	105	215	177	80	45	158
	Column Comparisons	-	B													
Strongly disagree	% within column	7%	11%	4%	7%	7%	7%	7%	6%	7%	6%	6%	7%	8%	7%	6%
	Weighted counts	439	281	158	113	106	112	109	203	237	54	135	145	69	36	85
	Column Comparisons	-	B													
Don't know	% within column	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%
	Weighted counts	27	12	15	8	3	6	10	13	14	9	6	5	4	2	2
	Column Comparisons	-														
NET: Agree	% within column	66%	60%	70%	65%	66%	66%	65%	65%	66%	61%	66%	67%	67%	63%	67%
	Weighted counts	4,239	1,579	2,660	1,112	1,042	1,023	1,063	2,055	2,183	551	1,412	1,384	569	323	1,027
	Column Comparisons	-		A												
NET: Disagree	% within column	16%	23%	12%	17%	16%	16%	17%	16%	17%	18%	16%	16%	18%	16%	16%
	Weighted counts	1,061	605	455	287	256	247	270	510	551	159	350	322	149	81	244
	Column Comparisons	-	B													
Effective Column n	% within column															
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230
Unweighted base	% within column															
	Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
Weighted base	% within column															
	Weighted counts	6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2



# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
QC3_3: Agreement with attitudinal statement... I prefer to send letters and emails to companies rather than make a phone call, so that I have a written record		SEG			Working status		UK nation				Rurality		
		C1	C2	DE	Work-ing	Not working	NET: Engl-and	NET: Scotl-and	Wales	North-ern Irel-and	Urban	Rural	Unkn-own
<b>Strongly agree</b>	% within column	32%	33%	33%	32%	35%	34%	32%	36%	30%	33%	35%	36%
	Weighted counts	612	438	570	1,100	1,068	1,817	124	129	104	1,350	683	142
	Column Comparisons					a							
<b>Slightly agree</b>	% within column	35%	30%	31%	34%	30%	31%	36%	31%	38%	32%	32%	35%
	Weighted counts	662	404	526	1,160	892	1,681	140	111	132	1,290	637	137
	Column Comparisons				b					c			
<b>Neither agree nor disagree</b>	% within column	17%	19%	18%	17%	18%	18%	15%	14%	19%	18%	18%	16%
	Weighted counts	325	257	309	595	537	963	60	50	68	717	362	62
	Column Comparisons									c			
<b>Slightly disagree</b>	% within column	9%	10%	9%	11%	8%	10%	9%	10%	8%	10%	9%	9%
	Weighted counts	178	136	149	367	250	523	34	37	27	410	174	37
	Column Comparisons				b								
<b>Strongly disagree</b>	% within column	6%	6%	9%	5%	8%	7%	7%	9%	5%	7%	6%	4%
	Weighted counts	121	86	147	186	249	363	29	31	17	306	116	17
	Column Comparisons			a		A			d				
<b>Don't know</b>	% within column	0%	1%	1%	0%	1%	0%	1%	0%	1%	0%	0%	0%
	Weighted counts	7	8	10	8	18	21	3	1	2	20	6	1
	Column Comparisons					a							
<b>NET: Agree</b>	% within column	67%	63%	64%	66%	65%	65%	68%	67%	68%	65%	67%	70%
	Weighted counts	1,273	842	1,096	2,260	1,960	3,498	264	240	237	2,640	1,320	278
	Column Comparisons												
<b>NET: Disagree</b>	% within column	16%	17%	17%	16%	17%	17%	16%	19%	13%	18%	15%	14%
	Weighted counts	299	222	296	553	498	886	63	67	44	717	290	54
	Column Comparisons								d		b		
<b>Effective Column n</b>	% within column												
	Weighted counts	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
	Column Comparisons												
<b>Unweighted base</b>		1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>		1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks														
		Methodology			Quarter				Gender		Age					SEG
QC3_4: Agreement with attitudinal statement... I only use post if there is no alternative		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
Strongly agree	% within column	11%	12%	10%	10%	10%	12%	11%	11%	11%	15%	13%	10%	8%	8%	10%
	Weighted counts	710	321	389	176	160	187	187	355	356	132	272	201	64	42	154
	Column Comparisons	-	b								c D e	c D e				
Slightly agree	% within column	21%	18%	23%	22%	21%	21%	21%	22%	20%	28%	24%	19%	16%	17%	21%
	Weighted counts	1,379	483	896	381	327	329	341	708	671	252	515	392	133	87	321
	Column Comparisons	-		A							C D E	C D e				
Neither agree nor disagree	% within column	19%	13%	23%	19%	20%	16%	20%	20%	18%	21%	19%	18%	19%	18%	18%
	Weighted counts	1,223	353	871	326	324	250	322	628	596	194	396	380	160	94	274
	Column Comparisons	-		A		c										
Slightly disagree	% within column	23%	22%	23%	22%	22%	24%	23%	23%	23%	23%	23%	23%	25%	18%	25%
	Weighted counts	1,466	579	887	378	346	369	372	716	749	212	487	466	207	93	388
	Column Comparisons	-														b
Strongly disagree	% within column	26%	34%	20%	26%	26%	26%	25%	24%	28%	12%	21%	30%	33%	38%	25%
	Weighted counts	1,666	905	761	435	415	408	408	753	914	108	454	629	280	195	382
	Column Comparisons	-	B							a		A	A B	A B	A B c	
Don't know	% within column	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%
	Weighted counts	23	11	12	4	11	3	4	9	13	7	11	1	2	2	4
	Column Comparisons	-									c					
NET: Agree	% within column	32%	30%	34%	33%	31%	33%	32%	34%	31%	42%	37%	29%	23%	25%	31%
	Weighted counts	2,089	804	1,285	557	487	517	528	1,063	1,026	384	786	593	197	128	475
	Column Comparisons	-		a							b C D E	C D E	d			
NET: Disagree	% within column	48%	56%	43%	48%	48%	50%	48%	46%	50%	35%	44%	53%	58%	56%	51%
	Weighted counts	3,132	1,484	1,648	813	762	777	780	1,469	1,663	320	941	1,095	487	288	770
	Column Comparisons	-	B							a		A	A B	A B c	A B	
Effective Column n																
Weighted counts		4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230
Column Comparisons																
Unweighted base																
Weighted counts		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
Weighted base																
Weighted counts		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
		C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
QC3_4: Agreement with attitudinal statement... I only use post if there is no alternative													
<b>Strongly agree</b>	% within column	12%	11%	11%	12%	10%	12%	8%	10%	7%	12%	9%	9%
	Weighted counts	225	143	188	395	313	621	31	35	24	486	188	36
	Column Comparisons										b		
<b>Slightly agree</b>	% within column	24%	19%	20%	23%	20%	21%	21%	22%	21%	21%	20%	31%
	Weighted counts	466	251	341	772	592	1,144	81	80	74	856	402	122
	Column Comparisons	c d			b								A B
<b>Neither agree nor disagree</b>	% within column	17%	22%	20%	19%	19%	19%	18%	19%	17%	19%	19%	21%
	Weighted counts	325	287	337	649	566	1,024	70	68	61	765	377	82
	Column Comparisons		b										
<b>Slightly disagree</b>	% within column	21%	22%	23%	23%	22%	23%	25%	20%	21%	23%	23%	21%
	Weighted counts	403	290	385	790	673	1,220	98	73	74	928	453	85
	Column Comparisons												
<b>Strongly disagree</b>	% within column	25%	27%	26%	24%	28%	25%	28%	28%	33%	25%	28%	18%
	Weighted counts	484	354	447	805	854	1,341	109	101	116	1,041	554	71
	Column Comparisons					A				a	c	C	
<b>Don't know</b>	% within column	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%	0%
	Weighted counts	3	4	12	6	16	18	2	0	2	18	5	0
	Column Comparisons					a							
<b>NET: Agree</b>	% within column	36%	30%	31%	34%	30%	33%	29%	32%	28%	33%	30%	40%
	Weighted counts	691	394	529	1,166	905	1,765	112	115	97	1,342	590	158
	Column Comparisons	a c d			b						b		a B
<b>NET: Disagree</b>	% within column	47%	48%	49%	47%	51%	48%	53%	49%	54%	48%	51%	39%
	Weighted counts	887	643	833	1,595	1,527	2,560	207	174	191	1,969	1,007	156
	Column Comparisons					a					c	C	
<b>Effective Column n</b>	% within column												
	Weighted counts	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
<b>Unweighted base</b>	Column Comparisons												
	Weighted counts	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>	Column Comparisons												
	Weighted counts	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks														
QC3_5: Agreement with attitudinal statement... I would feel cut off from society if I couldn't send or receive post		Methodology			Quarter				Gender		Age					SEG
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
Strongly agree	% within column	31%	29%	33%	30%	33%	30%	32%	28%	34%	20%	25%	34%	42%	51%	34%
	Weighted counts	2,023	779	1,244	515	522	470	516	892	1,132	179	526	704	352	263	516
	Column Comparisons	-		a						A		a	A B	A B C	A B C d	b
Slightly agree	% within column	31%	26%	34%	31%	32%	30%	30%	29%	32%	29%	32%	31%	32%	27%	30%
	Weighted counts	1,987	700	1,287	532	504	469	482	929	1,058	260	688	632	269	139	460
	Column Comparisons	-		A						a						
Neither agree nor disagree	% within column	18%	17%	20%	19%	16%	18%	20%	20%	17%	22%	20%	18%	15%	13%	18%
	Weighted counts	1,190	440	750	327	258	282	322	636	554	203	429	366	126	66	271
	Column Comparisons	-		a					b		c D E	d e	e			
Slightly disagree	% within column	11%	13%	9%	11%	11%	11%	9%	11%	10%	16%	12%	10%	6%	5%	10%
	Weighted counts	687	354	333	182	181	169	154	360	327	147	264	200	50	26	158
	Column Comparisons	-	B								b C D E	c D E	d e			
Strongly disagree	% within column	8%	14%	5%	8%	7%	9%	9%	10%	6%	11%	10%	8%	6%	4%	7%
	Weighted counts	533	360	173	136	107	141	148	328	204	103	206	157	49	18	114
	Column Comparisons	-	B						B		c D E	d E	e			
Don't know	% within column	1%	1%	1%	0%	1%	1%	1%	1%	1%	2%	1%	0%	0%	0%	0%
	Weighted counts	47	18	29	8	13	16	12	23	24	14	22	10	2	0	4
	Column Comparisons	-									c d					
NET: Agree	% within column	62%	56%	66%	62%	65%	61%	61%	57%	66%	48%	57%	65%	73%	78%	64%
	Weighted counts	4,010	1,479	2,531	1,047	1,025	939	998	1,821	2,189	439	1,214	1,336	620	401	976
	Column Comparisons	-		A						A		A	A B	A B C	A B C	
NET: Disagree	% within column	19%	27%	13%	19%	18%	20%	18%	22%	16%	28%	22%	17%	12%	9%	18%
	Weighted counts	1,219	714	506	318	288	310	302	689	531	250	470	357	98	44	272
	Column Comparisons	-	B						B		b C D E	C D E	D E			
Effective Column n																
Weighted counts		4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230
Column Comparisons																
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
		C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Ire- and	Urban	Rural	Unkn- own
QC3_5: Agreement with attitudinal statement... I would feel cut off from society if I couldn't send or receive post													
<b>Strongly agree</b>	% within column	28%	32%	32%	27%	37%	31%	36%	33%	28%	31%	33%	30%
	Weighted counts	537	431	539	912	1,101	1,667	140	119	98	1,254	651	119
	Column Comparisons					A		d					
<b>Slightly agree</b>	% within column	32%	31%	30%	31%	30%	30%	31%	31%	36%	30%	32%	33%
	Weighted counts	608	413	506	1,064	915	1,627	122	111	127	1,214	643	130
	Column Comparisons												
<b>Neither agree nor disagree</b>	% within column	19%	19%	18%	20%	17%	19%	16%	16%	18%	19%	17%	20%
	Weighted counts	358	255	305	681	497	1,008	61	58	62	782	330	78
	Column Comparisons				b								
<b>Slightly disagree</b>	% within column	11%	10%	11%	12%	9%	11%	11%	10%	9%	12%	8%	11%
	Weighted counts	213	129	187	409	276	576	42	37	32	481	164	42
	Column Comparisons				b						b		
<b>Strongly disagree</b>	% within column	9%	6%	9%	9%	7%	8%	6%	8%	9%	8%	9%	7%
	Weighted counts	179	84	155	322	204	450	22	30	30	337	169	26
	Column Comparisons	c			B								
<b>Don't know</b>	% within column	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%
	Weighted counts	9	17	18	28	20	40	4	3	2	26	21	1
	Column Comparisons		a	a									
<b>NET: Agree</b>	% within column	60%	64%	61%	58%	67%	61%	67%	64%	64%	60%	65%	63%
	Weighted counts	1,145	844	1,046	1,976	2,016	3,294	261	230	224	2,468	1,293	249
	Column Comparisons					A						a	
<b>NET: Disagree</b>	% within column	21%	16%	20%	21%	16%	19%	17%	19%	18%	20%	17%	17%
	Weighted counts	392	213	342	731	480	1,025	65	67	62	818	333	68
	Column Comparisons	c		c	B						b		
<b>Effective Column n</b>	% within column												
	Weighted counts	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
<b>Unweighted base</b>	Column Comparisons												
	Weighted counts	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>	Column Comparisons												
	Weighted counts	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
QC3_6: Agreement with attitudinal statement... I only use post to send greetings cards		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	
Strongly agree	% within column	13%	20%	8%	12%	13%	14%	12%	12%	14%	13%	10%	13%	16%	15%	13%	
	Weighted counts	819	530	289	198	208	212	200	370	448	121	219	266	138	75	192	
	Column Comparisons	-	B							a				B			
Slightly agree	% within column	19%	19%	20%	20%	19%	20%	18%	19%	19%	21%	21%	18%	17%	19%	18%	
	Weighted counts	1,244	493	751	341	297	305	301	615	629	188	443	372	141	99	281	
	Column Comparisons	-															
Neither agree nor disagree	% within column	17%	13%	20%	17%	16%	17%	18%	18%	16%	22%	19%	15%	14%	14%	15%	
	Weighted counts	1,096	345	751	290	258	258	290	581	515	195	408	306	114	73	222	
	Column Comparisons	-		A					b		C D e	c d e					
Slightly disagree	% within column	24%	20%	26%	25%	24%	23%	23%	22%	25%	22%	24%	25%	23%	23%	24%	
	Weighted counts	1,536	526	1,010	418	385	359	374	701	835	198	512	516	195	116	372	
	Column Comparisons	-		A						a							
Strongly disagree	% within column	27%	28%	26%	27%	27%	26%	28%	28%	26%	22%	26%	29%	30%	29%	30%	
	Weighted counts	1,754	745	1,009	451	431	408	464	895	859	196	546	606	257	149	450	
	Column Comparisons	-											A b	A b	a		
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	
	Weighted counts	19	13	6	4	6	5	4	7	12	8	6	4	1	0	4	
	Column Comparisons	-	b														
NET: Agree	% within column	32%	39%	27%	32%	32%	33%	31%	31%	33%	34%	31%	31%	33%	34%	31%	
	Weighted counts	2,062	1,023	1,039	539	505	517	501	986	1,077	309	663	638	279	174	473	
	Column Comparisons	-	B														
NET: Disagree	% within column	51%	48%	53%	51%	51%	50%	51%	50%	51%	43%	50%	54%	53%	52%	54%	
	Weighted counts	3,290	1,271	2,019	868	816	767	839	1,595	1,694	394	1,058	1,122	451	265	823	
	Column Comparisons	-		A								a	A b	A	a		
Effective Column n																	
		Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230
		Column Comparisons															
Unweighted base																	
		Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
Weighted base																	
		Weighted counts	6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522
Columns																	
		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG			Working status		UK nation			Rurality				
		C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own	
QC3_6: Agreement with attitudinal statement... I only use post to send greetings cards		% within column	11%	12%	15%	12%	14%	13%	12%	11%	12%	13%	13%	6%
Strongly agree	Weighted counts	216	153	258	404	409	691	46	39	42	537	257	25	
	Column Comparisons			b c							c	C		
	% within column	21%	19%	18%	21%	17%	19%	21%	20%	17%	19%	19%	20%	
Slightly agree	Weighted counts	405	257	301	721	518	1,031	80	72	61	793	372	79	
	Column Comparisons				B									
	% within column	17%	18%	18%	17%	16%	18%	12%	15%	15%	18%	14%	20%	
Neither agree nor disagree	Weighted counts	318	246	310	586	495	943	47	54	52	745	273	78	
	Column Comparisons									B			b	
	% within column	25%	22%	24%	23%	25%	24%	27%	24%	21%	23%	24%	30%	
Slightly disagree	Weighted counts	468	292	404	793	739	1,273	107	84	72	939	479	117	
	Column Comparisons							d					a	
	% within column	26%	28%	25%	26%	28%	26%	28%	30%	34%	26%	30%	24%	
Strongly disagree	Weighted counts	496	374	433	902	844	1,418	108	108	119	1,066	591	96	
	Column Comparisons									a b		a		
	% within column	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	
Don't know	Weighted counts	4	7	4	10	9	11	2	2	4	13	6	0	
	Column Comparisons									a				
	% within column	33%	31%	33%	33%	31%	32%	32%	31%	29%	32%	32%	26%	
NET: Agree	Weighted counts	620	410	559	1,125	927	1,722	127	111	103	1,330	628	104	
	Column Comparisons													
	% within column	51%	50%	49%	50%	53%	50%	55%	54%	55%	49%	54%	54%	
NET: Disagree	Weighted counts	964	666	837	1,694	1,583	2,691	215	192	191	2,005	1,071	214	
	Column Comparisons					a						a		
	% within column													
Effective Column n	Weighted counts	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275	
	Column Comparisons													
Unweighted base		1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359	
Weighted base		1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396	
Columns		B	C	D	A	B	A	B	C	D	A	B	C	

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)



Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks														
		Methodology			Quarter				Gender		Age					SEG
QC3_7: Agreement with attitudinal statement... I send fewer letters by post now due to the cost		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
Strongly agree	% within column	18%	12%	21%	18%	19%	15%	18%	17%	18%	16%	15%	19%	21%	21%	19%
	Weighted counts	1,145	330	816	309	308	235	293	543	603	148	325	385	181	107	291
	Column Comparisons	-		A		c							b	a b	b	
Slightly agree	% within column	31%	20%	39%	33%	32%	30%	31%	29%	33%	32%	30%	31%	34%	32%	33%
	Weighted counts	2,032	542	1,490	562	499	467	503	930	1,101	286	646	648	286	165	500
	Column Comparisons	-		A						a						c
Neither agree nor disagree	% within column	21%	20%	22%	22%	19%	20%	23%	23%	19%	23%	23%	20%	18%	19%	18%
	Weighted counts	1,361	523	838	370	302	313	375	733	628	206	485	417	154	98	273
	Column Comparisons	-							B							
Slightly disagree	% within column	13%	18%	10%	12%	12%	15%	14%	13%	13%	14%	14%	13%	13%	14%	13%
	Weighted counts	855	472	383	209	194	229	224	426	429	124	291	259	111	71	195
	Column Comparisons	-	B													
Strongly disagree	% within column	16%	29%	7%	14%	17%	19%	14%	16%	16%	14%	18%	17%	13%	14%	17%
	Weighted counts	1,043	766	276	245	273	293	231	521	521	126	379	357	110	71	256
	Column Comparisons	-	B				a d					d	d			
Don't know	% within column	0%	1%	0%	0%	1%	1%	0%	0%	0%	2%	0%	0%	1%	0%	0%
	Weighted counts	31	19	12	6	9	9	7	16	16	16	8	3	4	0	7
	Column Comparisons	-									b C e					
NET: Agree	% within column	49%	33%	60%	51%	51%	45%	49%	46%	52%	48%	46%	50%	55%	53%	52%
	Weighted counts	3,177	871	2,306	870	807	703	797	1,473	1,704	434	971	1,033	467	272	791
	Column Comparisons	-		A	c	c				A			b	a B c	b	c d
NET: Disagree	% within column	29%	47%	17%	27%	29%	34%	28%	30%	29%	28%	31%	30%	26%	28%	30%
	Weighted counts	1,898	1,239	659	454	467	523	455	947	951	250	670	616	221	141	451
	Column Comparisons	-	B				A b d									
Effective Column n		4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2



Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
		C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
QC3_7: Agreement with attitudinal statement... I send fewer letters by post now due to the cost	% within column	18%	18%	16%	17%	18%	18%	18%	17%	13%	17%	18%	23%
Strongly agree	Weighted counts	335	242	277	580	554	970	71	61	44	705	347	93
	Column Comparisons							d					a b
	% within column	35%	28%	29%	31%	32%	31%	36%	33%	30%	31%	31%	40%
Slightly agree	Weighted counts	660	375	497	1,053	968	1,669	140	118	105	1,259	615	157
	Column Comparisons	c d											a b
	% within column	19%	24%	24%	21%	21%	21%	21%	22%	19%	21%	22%	21%
Neither agree nor disagree	Weighted counts	359	319	410	722	630	1,132	83	80	67	841	438	82
	Column Comparisons		A b	A b									
	% within column	13%	14%	14%	14%	12%	13%	14%	13%	12%	14%	13%	8%
Slightly disagree	Weighted counts	241	180	239	481	373	709	56	48	42	569	254	32
	Column Comparisons										c	c	
	% within column	16%	16%	16%	17%	16%	16%	10%	14%	26%	17%	16%	7%
Strongly disagree	Weighted counts	301	211	275	569	471	861	40	51	91	699	314	30
	Column Comparisons						b		b	A B C	C	C	
	% within column	0%	0%	1%	0%	1%	1%	1%	0%	0%	0%	1%	0%
Don't know	Weighted counts	9	2	13	11	17	28	2	0	1	20	10	2
	Column Comparisons												
	% within column	52%	46%	45%	48%	51%	49%	54%	50%	42%	48%	49%	63%
NET: Agree	Weighted counts	995	617	774	1,633	1,522	2,638	210	179	149	1,965	962	250
	Column Comparisons	c D						D	d				A B
	% within column	28%	29%	30%	31%	28%	29%	25%	28%	38%	31%	29%	16%
NET: Disagree	Weighted counts	542	391	515	1,050	844	1,570	96	99	134	1,268	568	62
	Column Comparisons				b					a B C	C	C	
	% within column												
Effective Column n	Weighted counts	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
	Column Comparisons												
Unweighted base		1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base		1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks														
QC3_8: Agreement with attitudinal statement... I trust second class post to get there in a reasonable timeframe		Methodology			Quarter				Gender		Age					SEG
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
Strongly agree	% within column	26%	28%	25%	25%	28%	27%	26%	26%	27%	19%	23%	30%	29%	35%	26%
	Weighted counts	1,707	739	968	428	438	420	421	821	886	168	485	626	249	178	400
	Column Comparisons	-	b									a	A B	A b	A B	
Slightly agree	% within column	45%	42%	46%	45%	44%	44%	45%	44%	45%	50%	45%	44%	40%	45%	45%
	Weighted counts	2,882	1,114	1,768	760	703	682	737	1,398	1,484	455	954	902	342	229	687
	Column Comparisons	-		a							c d					
Neither agree nor disagree	% within column	14%	13%	14%	14%	12%	13%	15%	15%	12%	15%	16%	12%	14%	9%	12%
	Weighted counts	879	345	534	245	193	199	242	471	408	135	341	242	114	46	184
	Column Comparisons	-							b		e	c e		e		
Slightly disagree	% within column	9%	9%	9%	10%	10%	9%	9%	8%	10%	11%	10%	8%	11%	6%	11%
	Weighted counts	599	244	355	162	151	136	151	269	330	96	210	172	92	30	163
	Column Comparisons	-									e			e		
Strongly disagree	% within column	5%	6%	5%	5%	5%	6%	4%	5%	5%	3%	5%	5%	5%	5%	5%
	Weighted counts	323	148	175	93	78	89	62	162	161	31	112	113	43	24	79
	Column Comparisons	-														
Don't know	% within column	1%	2%	0%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%
	Weighted counts	78	61	17	12	22	23	21	48	30	20	31	15	7	5	9
	Column Comparisons	-	B						b		c					
NET: Agree	% within column	71%	70%	72%	70%	72%	71%	71%	70%	72%	69%	67%	74%	70%	80%	71%
	Weighted counts	4,589	1,854	2,735	1,188	1,141	1,102	1,159	2,219	2,370	623	1,440	1,528	590	407	1,088
	Column Comparisons	-											a B		A B c D	
NET: Disagree	% within column	14%	15%	14%	15%	14%	15%	13%	14%	15%	14%	15%	14%	16%	10%	16%
	Weighted counts	921	392	529	255	229	224	213	431	490	126	322	285	135	54	242
	Column Comparisons	-														
Effective Column n	% within column															
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230
Unweighted base	Column Comparisons															
	Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation				Rurality		
QC3_8: Agreement with attitudinal statement... I trust second class post to get there in a reasonable timeframe		C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Strongly agree</b>	% within column	27%	28%	25%	25%	28%	26%	28%	28%	29%	26%	27%	26%
	Weighted counts	506	367	434	854	847	1,394	111	100	102	1,062	543	102
	Column Comparisons					a							
<b>Slightly agree</b>	% within column	46%	42%	44%	45%	45%	44%	43%	43%	51%	43%	46%	52%
	Weighted counts	871	564	760	1,523	1,346	2,379	169	156	178	1,771	905	206
	Column Comparisons									b c			a
<b>Neither agree nor disagree</b>	% within column	13%	14%	15%	15%	12%	14%	12%	14%	12%	15%	11%	13%
	Weighted counts	254	186	254	503	364	743	45	49	41	603	226	50
	Column Comparisons				b						b		
<b>Slightly disagree</b>	% within column	9%	9%	8%	10%	9%	9%	11%	9%	5%	9%	10%	6%
	Weighted counts	173	119	144	326	271	507	42	34	16	387	188	24
	Column Comparisons						d	D	D				
<b>Strongly disagree</b>	% within column	4%	5%	5%	5%	5%	5%	4%	4%	2%	5%	4%	3%
	Weighted counts	81	72	90	171	151	286	15	15	7	223	86	14
	Column Comparisons												
<b>Don't know</b>	% within column	1%	2%	2%	1%	1%	1%	2%	1%	2%	1%	2%	0%
	Weighted counts	20	20	28	40	34	60	8	4	6	47	30	1
	Column Comparisons												
<b>NET: Agree</b>	% within column	72%	70%	70%	70%	73%	70%	72%	71%	80%	69%	73%	78%
	Weighted counts	1,377	931	1,194	2,377	2,194	3,773	280	256	280	2,833	1,448	307
	Column Comparisons					a				a B C		a	a
<b>NET: Disagree</b>	% within column	13%	14%	14%	15%	14%	15%	15%	14%	7%	15%	14%	10%
	Weighted counts	254	191	234	497	422	792	57	49	23	610	274	38
	Column Comparisons						D	D	D		c	c	
<b>Effective Column n</b>	% within column												
	Weighted counts	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
<b>Unweighted base</b>	% within column												
	Weighted counts	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>	% within column												
	Weighted counts	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<=50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
		Methodology			Quarter				Gender		Age				
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+
QC3_9: Agreement with attitudinal statement... I nearly always send digital greetings cards now, instead of sending them by post	% within column	5%	7%	4%	5%	4%	4%	6%	6%	5%	10%	5%	4%	3%	3%
	Weighted counts	329	175	154	93	70	65	100	175	153	91	115	85	25	13
	Column Comparisons	-	B								B C D E	d e			
Strongly agree	% within column	8%	8%	8%	9%	6%	10%	8%	10%	7%	13%	11%	7%	4%	4%
	Weighted counts	538	215	323	148	101	151	139	307	231	120	232	135	32	20
	Column Comparisons	-				b			B		C D E	C D E	d e		
Slightly agree	% within column	12%	9%	14%	11%	12%	12%	12%	13%	11%	20%	14%	8%	8%	8%
	Weighted counts	761	237	523	192	195	178	195	404	356	182	303	168	66	41
	Column Comparisons	-		A					b		B C D E	C D e			
Neither agree nor disagree	% within column	16%	15%	17%	17%	14%	15%	18%	17%	15%	18%	18%	15%	13%	13%
	Weighted counts	1,040	403	638	296	229	225	291	530	511	166	384	316	107	68
	Column Comparisons	-									d	d			
Slightly disagree	% within column	58%	60%	56%	56%	61%	59%	55%	54%	61%	36%	50%	65%	72%	71%
	Weighted counts	3,724	1,588	2,136	951	963	918	892	1,712	2,012	327	1,073	1,349	609	366
	Column Comparisons	-	b			a d	d		A			A	A B	A B c	A B c
Strongly disagree	% within column	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%
	Weighted counts	75	33	42	21	26	11	17	40	35	20	26	17	7	4
	Column Comparisons	-													
Don't know	% within column	13%	15%	12%	14%	11%	14%	15%	15%	12%	23%	16%	11%	7%	6%
	Weighted counts	867	390	477	241	171	216	239	483	384	211	347	219	57	33
	Column Comparisons	-	b		b		b	b	B		B C D E	C D E	d e		
NET: Agree	% within column	74%	75%	73%	73%	75%	74%	72%	71%	76%	54%	68%	80%	85%	85%
	Weighted counts	4,764	1,990	2,774	1,246	1,192	1,142	1,183	2,242	2,523	493	1,458	1,664	716	434
	Column Comparisons	-							A			A	A B	A B c	A B c
NET: Disagree	% within column														
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412
	Column Comparisons														
Effective Column n															
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG				Working status		UK nation				Rurality		
		AB	C1	C2	DE	Working	Not working	NET: England	NET: Scotland	Wales	North-ern Irel- and	Urban	Rural	Unkn-own
QC3_9: Agreement with attitudinal statement... I nearly always send digital greetings cards now, instead of sending them by post														
<b>Strongly agree</b>	% within column	5%	5%	4%	6%	5%	5%	5%	4%	4%	3%	6%	4%	4%
	Weighted counts	80	89	57	103	174	153	288	17	13	9	242	70	16
	Column Comparisons											b		
<b>Slightly agree</b>	% within column	8%	9%	9%	7%	11%	6%	9%	6%	7%	7%	9%	6%	10%
	Weighted counts	129	178	115	116	361	172	466	24	25	23	378	120	41
	Column Comparisons					B						B		b
<b>Neither agree nor disagree</b>	% within column	11%	11%	12%	12%	13%	10%	12%	10%	11%	12%	12%	10%	14%
	Weighted counts	174	216	158	213	436	312	641	38	40	42	508	197	55
	Column Comparisons					b						b		b
<b>Slightly disagree</b>	% within column	17%	17%	17%	13%	17%	15%	16%	19%	16%	15%	16%	15%	18%
	Weighted counts	262	333	228	217	597	440	855	75	59	51	662	305	73
	Column Comparisons	d	d	d		b								
<b>Strongly disagree</b>	% within column	57%	57%	56%	60%	53%	63%	57%	59%	60%	63%	55%	64%	52%
	Weighted counts	862	1,079	749	1,035	1,806	1,903	3,056	230	216	221	2,255	1,262	207
	Column Comparisons						A						A C	
<b>Don't know</b>	% within column	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
	Weighted counts	16	12	21	27	43	32	61	6	5	4	48	25	3
	Column Comparisons													
<b>NET: Agree</b>	% within column	14%	14%	13%	13%	16%	11%	14%	11%	11%	9%	15%	10%	14%
	Weighted counts	209	266	172	219	535	326	755	41	38	33	620	190	57
	Column Comparisons					B						B		b
<b>NET: Disagree</b>	% within column	74%	74%	74%	73%	70%	78%	73%	78%	77%	78%	71%	79%	71%
	Weighted counts	1,124	1,411	977	1,252	2,403	2,343	3,911	306	275	272	2,917	1,567	280
	Column Comparisons						A						A c	
<b>Effective Column n</b>	% within column													
	Weighted counts	1,230	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
<b>Unweighted base</b>	Column Comparisons													
	Weighted counts	1,607	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>	Column Comparisons													
	Weighted counts	1,522	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>		A	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50) Part 2 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks														
QC4_1: Thinking about how you communicate with friends and family, how important to you is... Post		Methodology			Quarter				Gender		Age					SEG
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
Essential	% within column	32%	42%	24%	30%	33%	31%	32%	30%	33%	22%	26%	33%	42%	47%	31%
	Weighted counts	2,041	1,107	934	516	522	473	530	963	1,079	203	563	684	353	239	475
	Column Comparisons	-	B										A B	A B C	A B C	b
Fairly important	% within column	44%	40%	47%	44%	43%	46%	44%	43%	45%	42%	46%	44%	44%	40%	45%
	Weighted counts	2,847	1,049	1,798	742	683	710	712	1,378	1,468	380	971	920	370	206	681
	Column Comparisons	-		A												
Not very important	% within column	21%	15%	24%	23%	20%	20%	20%	22%	19%	29%	23%	20%	13%	11%	21%
	Weighted counts	1,333	411	922	384	320	311	319	691	643	258	492	413	111	58	316
	Column Comparisons	-		A					b		b C D E	c D E	D E			
Irrelevant	% within column	4%	3%	4%	3%	4%	3%	4%	4%	3%	7%	5%	3%	1%	2%	3%
	Weighted counts	246	84	161	59	60	54	73	137	109	65	107	52	13	9	50
	Column Comparisons	-									C D E	C D e				
NET: Important	% within column	76%	81%	72%	74%	76%	76%	76%	74%	77%	64%	72%	78%	85%	87%	76%
	Weighted counts	4,888	2,157	2,732	1,258	1,205	1,183	1,242	2,341	2,547	582	1,535	1,604	722	445	1,157
	Column Comparisons	-	B							a		A	A B	A B C	A B C	b
NET: Unimportant	% within column	24%	19%	28%	26%	24%	24%	24%	26%	23%	36%	28%	22%	15%	13%	24%
	Weighted counts	1,579	495	1,084	442	380	364	392	828	751	323	600	465	124	67	365
	Column Comparisons	-		A					b		B C D E	C D E	D E			c
Effective Column n	% within column															
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230
	Column Comparisons															
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
		C1	C2	DE	Working	Not working	NET: England	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
QC4_1: Thinking about how you communicate with friends and family, how important to you is... Post													
<b>Essential</b>	% within column	27%	34%	35%	28%	36%	32%	25%	31%	28%	31%	33%	25%
	Weighted counts	512	458	596	951	1,084	1,737	97	110	97	1,280	662	100
	Column Comparisons		B	B		A	b		b			c	
<b>Fairly important</b>	% within column	45%	46%	41%	45%	42%	44%	48%	40%	43%	43%	45%	45%
	Weighted counts	850	614	702	1,542	1,281	2,367	186	141	152	1,779	889	178
	Column Comparisons							c					
<b>Not very important</b>	% within column	24%	17%	19%	23%	18%	20%	24%	25%	24%	21%	18%	24%
	Weighted counts	457	228	333	773	553	1,065	95	90	84	875	361	97
	Column Comparisons	C d			B						b		b
<b>Irrelevant</b>	% within column	5%	2%	5%	4%	3%	4%	3%	5%	5%	4%	3%	5%
	Weighted counts	87	29	80	150	96	200	13	16	17	160	66	20
	Column Comparisons	c		c	b								
<b>NET: Important</b>	% within column	71%	81%	76%	73%	78%	76%	72%	70%	71%	75%	78%	70%
	Weighted counts	1,362	1,072	1,298	2,493	2,364	4,104	283	252	250	3,059	1,551	278
	Column Comparisons		a B d	b		A						a c	
<b>NET: Unimportant</b>	% within column	29%	19%	24%	27%	22%	24%	28%	30%	29%	25%	22%	30%
	Weighted counts	544	257	413	923	649	1,264	108	106	100	1,035	427	117
	Column Comparisons	a C d		c	B						b		b
<b>Effective Column n</b>	% within column												
	Weighted counts	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
<b>Unweighted base</b>	Column Comparisons												
	Weighted counts	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>	Column Comparisons												
	Weighted counts	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks														
QC4_2: Thinking about how you communicate with friends and family, how important to you are... Mobile phone calls		Methodology			Quarter				Gender		Age					SEG
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
Essential	% within column	53%	68%	42%	54%	53%	50%	53%	52%	53%	65%	65%	50%	33%	20%	51%
	Weighted counts	3,400	1,795	1,605	923	837	779	860	1,636	1,764	592	1,391	1,038	275	104	783
	Column Comparisons	-	B								C D E	C D E	D E	E		
Fairly important	% within column	34%	20%	43%	33%	33%	36%	34%	35%	32%	30%	29%	38%	39%	33%	34%
	Weighted counts	2,189	539	1,650	556	519	556	558	1,120	1,069	271	625	789	333	171	514
	Column Comparisons	-		A					b				A B	A B		
Not very important	% within column	10%	8%	12%	10%	11%	10%	9%	10%	10%	4%	5%	9%	20%	29%	12%
	Weighted counts	651	206	444	165	170	162	154	321	330	40	96	190	173	151	187
	Column Comparisons	-		A									A B	A B C	A B C D	b
Irrelevant	% within column	4%	4%	3%	3%	4%	3%	4%	3%	4%	0%	1%	3%	8%	17%	2%
	Weighted counts	228	111	116	57	59	51	61	92	135	3	22	52	65	85	38
	Column Comparisons	-	b							a			A b	A B C	A B C D	
NET: Important	% within column	86%	88%	85%	87%	86%	86%	87%	87%	86%	95%	94%	88%	72%	54%	85%
	Weighted counts	5,589	2,334	3,255	1,479	1,356	1,335	1,419	2,756	2,833	862	2,016	1,827	608	276	1,297
	Column Comparisons	-	b								C D E	C D E	D E	E		
NET: Unimportant	% within column	14%	12%	15%	13%	14%	14%	13%	13%	14%	5%	6%	12%	28%	46%	15%
	Weighted counts	878	318	561	221	229	213	216	413	465	43	118	243	238	236	225
	Column Comparisons	-		a									A B	A B C	A B C D	
Effective Column n	% within column															
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230
Column Comparisons																
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2



Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
		C1	C2	DE	Working	Not working	NET: England	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
QC4_2: Thinking about how you communicate with friends and family, how important to you are... Mobile phone calls													
<b>Essential</b>	% within column	54%	52%	53%	61%	43%	53%	43%	49%	56%	56%	47%	47%
	Weighted counts	1,026	690	900	2,091	1,293	2,860	168	174	197	2,280	933	186
	Column Comparisons				B		b		b	B c	B c		
<b>Fairly important</b>	% within column	34%	35%	33%	32%	35%	33%	40%	34%	36%	32%	36%	41%
	Weighted counts	656	460	558	1,110	1,061	1,787	156	121	125	1,310	716	163
	Column Comparisons				a							a	a
<b>Not very important</b>	% within column	8%	10%	10%	5%	15%	10%	13%	13%	6%	9%	13%	9%
	Weighted counts	157	135	171	182	464	533	51	46	19	363	252	35
	Column Comparisons				A		d	D	D			A	
<b>Irrelevant</b>	% within column	3%	3%	5%	1%	6%	3%	4%	5%	3%	3%	4%	3%
	Weighted counts	65	44	80	33	195	187	15	17	9	140	76	11
	Column Comparisons			a		A							
<b>NET: Important</b>	% within column	88%	87%	85%	94%	78%	87%	83%	82%	92%	88%	83%	88%
	Weighted counts	1,683	1,150	1,459	3,201	2,354	4,647	325	295	321	3,590	1,649	349
	Column Comparisons				B					a B C	B		b
<b>NET: Unimportant</b>	% within column	12%	13%	15%	6%	22%	13%	17%	18%	8%	12%	17%	12%
	Weighted counts	223	179	252	215	660	721	66	63	29	503	329	46
	Column Comparisons					A	d	D	D			A c	
<b>Effective Column n</b>													
	Weighted counts	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
	Column Comparisons												
<b>Unweighted base</b>													
Weighted base		1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Columns</b>		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks														
QC4_3: Thinking about how you communicate with friends and family, how important to you are... Landline calls		Methodology			Quarter				Gender		Age					SEG
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
Essential	% within column	37%	39%	36%	38%	37%	37%	35%	33%	41%	19%	26%	39%	59%	70%	41%
	Weighted counts	2,397	1,022	1,374	654	590	579	574	1,054	1,343	176	552	809	499	360	617
	Column Comparisons	-								A		a	A B	A B C	A B C D	B
Fairly important	% within column	36%	30%	40%	35%	36%	36%	35%	38%	34%	34%	38%	39%	32%	25%	34%
	Weighted counts	2,312	794	1,518	599	570	563	580	1,192	1,120	312	804	801	270	125	524
	Column Comparisons	-		A					b		e	d E	d E	e		
Not very important	% within column	19%	20%	19%	20%	18%	19%	20%	20%	18%	32%	26%	15%	8%	4%	19%
	Weighted counts	1,244	522	722	335	292	294	323	649	595	288	549	321	65	20	291
	Column Comparisons	-							b		b C D E	C D E	D E	e		
Irrelevant	% within column	8%	12%	5%	7%	8%	7%	10%	9%	7%	14%	11%	7%	1%	1%	6%
	Weighted counts	514	313	201	113	132	111	158	274	240	129	228	139	12	6	91
	Column Comparisons	-	B					a			b C D E	C D E	D E			
NET: Important	% within column	73%	69%	76%	74%	73%	74%	71%	71%	75%	54%	64%	78%	91%	95%	75%
	Weighted counts	4,709	1,817	2,892	1,253	1,160	1,142	1,153	2,246	2,463	488	1,356	1,610	769	486	1,141
	Column Comparisons	-		A						a		A	A B	A B C	A B C d	b d
NET: Unimportant	% within column	27%	31%	24%	26%	27%	26%	29%	29%	25%	46%	36%	22%	9%	5%	25%
	Weighted counts	1,758	835	923	448	425	405	481	922	836	418	778	460	77	26	381
	Column Comparisons	-	B						b		B C D E	C D E	D E	e		
Effective Column n	% within column															
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230
Column Comparisons																
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
		C1	C2	DE	Working	Not working	NET: England	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
QC4_3: Thinking about how you communicate with friends and family, how important to you are... Landline calls													
<b>Essential</b>	% within column	33%	37%	39%	29%	46%	37%	36%	40%	34%	35%	40%	38%
	Weighted counts	627	493	660	1,002	1,383	1,995	139	142	121	1,445	801	151
	Column Comparisons			b		A						a	
<b>Fairly important</b>	% within column	38%	39%	32%	39%	32%	35%	38%	37%	39%	35%	37%	37%
	Weighted counts	717	521	550	1,328	964	1,897	147	132	136	1,433	734	145
	Column Comparisons	d	a D		B								
<b>Not very important</b>	% within column	21%	17%	19%	23%	15%	19%	19%	16%	20%	21%	16%	20%
	Weighted counts	406	229	319	783	455	1,038	76	59	71	841	323	80
	Column Comparisons				B						b		
<b>Irrelevant</b>	% within column	8%	6%	11%	9%	7%	8%	7%	7%	6%	9%	6%	5%
	Weighted counts	156	85	182	303	211	438	29	25	23	374	120	20
	Column Comparisons	a		A b C	b						B c		
<b>NET: Important</b>	% within column	71%	76%	71%	68%	78%	73%	73%	76%	73%	70%	78%	75%
	Weighted counts	1,344	1,015	1,210	2,330	2,348	3,892	286	274	257	2,878	1,535	295
	Column Comparisons		b d			A						A	
<b>NET: Unimportant</b>	% within column	29%	24%	29%	32%	22%	27%	27%	24%	27%	30%	22%	25%
	Weighted counts	562	314	501	1,087	666	1,476	105	84	93	1,215	443	100
	Column Comparisons	a c		a c	B						B		
<b>Effective Column n</b>	% within column												
	Weighted counts	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
<b>Unweighted base</b>	Column Comparisons												
	Weighted counts	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>	Column Comparisons												
	Weighted counts	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks														
QC4_4: Thinking about how you communicate with friends and family, how important to you are... Text messages		Methodology			Quarter				Gender		Age					SEG
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
Essential	% within column	43%	52%	38%	45%	42%	43%	43%	39%	48%	61%	55%	39%	22%	15%	42%
	Weighted counts	2,810	1,375	1,435	772	665	668	706	1,234	1,576	556	1,183	807	186	78	637
	Column Comparisons	-	B						A		b C D E	C D E	D E	e		
Fairly important	% within column	39%	30%	45%	37%	39%	39%	40%	41%	37%	33%	37%	44%	40%	30%	40%
	Weighted counts	2,497	785	1,712	632	620	597	649	1,293	1,205	298	788	913	343	156	608
	Column Comparisons	-		A					b			e	A B E	a e		
Not very important	% within column	11%	9%	13%	11%	11%	12%	11%	14%	9%	5%	6%	12%	22%	22%	12%
	Weighted counts	735	233	502	187	181	185	182	439	296	46	137	258	182	111	189
	Column Comparisons	-		A					B				A B	A B C	A B C	
Irrelevant	% within column	7%	10%	4%	6%	8%	6%	6%	6%	7%	1%	1%	4%	16%	33%	6%
	Weighted counts	424	258	166	110	120	97	97	204	221	5	25	91	135	167	88
	Column Comparisons	-	B										A B	A B C	A B C D	
NET: Important	% within column	82%	81%	82%	83%	81%	82%	83%	80%	84%	94%	92%	83%	63%	46%	82%
	Weighted counts	5,308	2,161	3,147	1,403	1,284	1,265	1,355	2,527	2,781	854	1,972	1,720	529	234	1,246
	Column Comparisons	-							A		C D E	C D E	D E	E		
NET: Unimportant	% within column	18%	19%	18%	17%	19%	18%	17%	20%	16%	6%	8%	17%	37%	54%	18%
	Weighted counts	1,159	491	668	297	301	282	279	642	517	52	162	350	317	278	277
	Column Comparisons	-							B				A B	A B C	A B C D	b
Effective Column n	% within column															
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230
Unweighted base	% within column															
	Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
Weighted base	% within column															
	Weighted counts	6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
QC4_4: Thinking about how you communicate with friends and family, how important to you are... Text messages		C1	C2	DE	Working	Not working	NET: England	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Essential</b>	% within column	46%	42%	44%	51%	35%	44%	36%	40%	42%	46%	39%	42%
	Weighted counts	873	553	747	1,748	1,058	2,375	143	145	148	1,865	778	168
	Column Comparisons				B						B		
<b>Fairly important</b>	% within column	40%	39%	36%	39%	37%	38%	42%	38%	46%	38%	39%	40%
	Weighted counts	753	517	618	1,345	1,128	2,035	166	137	160	1,562	777	158
	Column Comparisons									c			
<b>Not very important</b>	% within column	10%	12%	12%	8%	15%	11%	14%	12%	8%	10%	13%	15%
	Weighted counts	190	158	199	261	466	608	55	43	29	410	266	60
	Column Comparisons					A		d				A	a
<b>Irrelevant</b>	% within column	5%	8%	9%	2%	12%	7%	7%	9%	4%	6%	8%	2%
	Weighted counts	89	101	146	62	362	350	27	33	13	256	158	10
	Column Comparisons		b	a B		A		d	D		c	a C	
<b>NET: Important</b>	% within column	85%	81%	80%	91%	73%	82%	79%	79%	88%	84%	79%	82%
	Weighted counts	1,627	1,070	1,365	3,093	2,186	4,409	309	282	308	3,427	1,554	326
	Column Comparisons	a c D			B					a B C	B		
<b>NET: Unimportant</b>	% within column	15%	19%	20%	9%	27%	18%	21%	21%	12%	16%	21%	18%
	Weighted counts	279	258	346	323	828	958	82	76	43	666	424	70
	Column Comparisons		b	B		A	d	D	D			A	
<b>Effective Column n</b>	% within column												
	Weighted counts	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
<b>Unweighted base</b>	Column Comparisons												
	Weighted counts	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>	Column Comparisons												
	Weighted counts	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks														
QC4_5: Thinking about how you communicate with friends and family, how important to you is... Email		Methodology			Quarter				Gender		Age					SEG
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
Essential	% within column	40%	46%	37%	41%	42%	38%	40%	43%	38%	48%	46%	38%	32%	28%	48%
	Weighted counts	2,609	1,216	1,393	696	666	595	653	1,368	1,241	434	977	781	272	145	729
	Column Comparisons	-	B						B		C D E	C D E	d E			b C D
Fairly important	% within column	38%	26%	47%	38%	38%	37%	40%	38%	39%	34%	38%	41%	40%	34%	38%
	Weighted counts	2,479	689	1,790	645	603	579	652	1,208	1,271	305	811	850	338	174	585
	Column Comparisons	-		A									a e			
Not very important	% within column	14%	14%	15%	14%	13%	17%	13%	13%	16%	16%	13%	15%	15%	12%	11%
	Weighted counts	937	379	558	244	211	265	217	408	529	144	287	320	124	62	164
	Column Comparisons	-					b d			a						
Irrelevant	% within column	7%	14%	2%	7%	7%	7%	7%	6%	8%	2%	3%	6%	13%	26%	3%
	Weighted counts	442	366	75	115	104	109	113	185	256	22	59	118	111	131	44
	Column Comparisons	-	B							a			A B	A B C	A B C D	
NET: Important	% within column	79%	72%	83%	79%	80%	76%	80%	81%	76%	82%	84%	79%	72%	62%	86%
	Weighted counts	5,088	1,906	3,183	1,341	1,269	1,174	1,304	2,576	2,513	739	1,788	1,632	610	319	1,314
	Column Comparisons	-		A					B		D E	C D E	D E	E		B C D
NET: Unimportant	% within column	21%	28%	17%	21%	20%	24%	20%	19%	24%	18%	16%	21%	28%	38%	14%
	Weighted counts	1,379	746	633	360	316	374	330	593	785	166	346	438	236	193	208
	Column Comparisons	-	B							A			B	A B C	A B C D	
Effective Column n	% within column															
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230
Unweighted base	Column Comparisons															
		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522
	Columns	A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
		C1	C2	DE	Working	Not working	NET: England	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
QC4_5: Thinking about how you communicate with friends and family, how important to you is... Email													
<b>Essential</b>	% within column	42%	37%	34%	45%	35%	41%	34%	35%	36%	41%	39%	37%
	Weighted counts	804	489	587	1,536	1,058	2,227	132	125	125	1,695	766	148
	Column Comparisons	c D			B								
<b>Fairly important</b>	% within column	39%	38%	37%	39%	38%	38%	43%	40%	39%	36%	41%	46%
	Weighted counts	749	510	635	1,320	1,147	2,034	168	141	135	1,493	803	183
	Column Comparisons										a	a	
<b>Not very important</b>	% within column	14%	16%	17%	14%	16%	14%	16%	15%	17%	15%	13%	14%
	Weighted counts	259	217	297	461	468	760	64	53	60	631	253	54
	Column Comparisons	a	A	A b		a							
<b>Irrelevant</b>	% within column	5%	9%	11%	3%	11%	6%	7%	11%	8%	7%	8%	3%
	Weighted counts	93	114	191	99	341	346	27	39	29	274	157	11
	Column Comparisons	a	A B	A B c		A			a b		c	c	
<b>NET: Important</b>	% within column	82%	75%	71%	84%	73%	79%	77%	74%	74%	78%	79%	84%
	Weighted counts	1,553	999	1,222	2,856	2,205	4,261	300	266	260	3,189	1,569	331
	Column Comparisons	C D	d		B								
<b>NET: Unimportant</b>	% within column	18%	25%	29%	16%	27%	21%	23%	26%	26%	22%	21%	16%
	Weighted counts	352	330	488	560	809	1,106	91	92	90	905	409	65
	Column Comparisons	A	A B	A B c		A							
<b>Effective Column n</b>	% within column												
	Weighted counts	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
<b>Unweighted base</b>	Column Comparisons												
	Weighted counts	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>	Column Comparisons												
	Weighted counts	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks														
		Methodology			Quarter				Gender		Age					SEG
QC4_6: Thinking about how you communicate with friends and family, how important to you is... Social networking		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
Essential	% within column	21%	25%	18%	19%	22%	21%	23%	19%	23%	47%	30%	12%	3%	3%	17%
	Weighted counts	1,360	666	693	320	343	324	373	610	750	430	635	252	29	14	252
	Column Comparisons	-	B						a		B C D E	C D E	D E			
Fairly important	% within column	30%	26%	32%	30%	32%	29%	29%	29%	31%	35%	38%	28%	18%	12%	28%
	Weighted counts	1,930	697	1,233	509	503	445	472	921	1,008	321	819	574	156	60	434
	Column Comparisons	-		A							C D E	C D E	D E	e		
Not very important	% within column	25%	22%	26%	27%	23%	25%	24%	26%	24%	13%	22%	30%	29%	28%	29%
	Weighted counts	1,601	593	1,008	454	357	392	398	811	790	116	473	624	246	141	446
	Column Comparisons	-		a								A	A B	A B	A b	B c d
Irrelevant	% within column	24%	26%	23%	25%	24%	25%	24%	26%	23%	4%	10%	30%	49%	58%	26%
	Weighted counts	1,577	695	882	417	383	387	390	827	750	39	207	619	415	296	391
	Column Comparisons	-	b						b			A	A B	A B C	A B C d	
NET: Important	% within column	51%	51%	50%	49%	53%	50%	52%	48%	53%	83%	68%	40%	22%	15%	45%
	Weighted counts	3,289	1,363	1,926	829	845	769	845	1,531	1,758	750	1,454	826	185	74	686
	Column Comparisons	-								A	B C D E	C D E	D E	e		
NET: Unimportant	% within column	49%	49%	50%	51%	47%	50%	48%	52%	47%	17%	32%	60%	78%	85%	55%
	Weighted counts	3,178	1,288	1,889	871	739	778	789	1,638	1,540	155	681	1,244	661	438	836
	Column Comparisons	-							B			A	A B	A B C	A B C d	B D
Effective Column n	% within column															
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230
Column Comparisons																
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2



Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
QC4_6: Thinking about how you communicate with friends and family, how important to you is... Social networking		C1	C2	DE	Working	Not working	NET: England	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Essential	% within column	22%	19%	25%	24%	17%	21%	19%	20%	21%	23%	17%	17%
	Weighted counts	419	258	431	833	524	1,139	74	73	74	953	338	69
	Column Comparisons	A		A c	B						B c		
Fairly important	% within column	32%	29%	29%	35%	24%	30%	26%	25%	34%	31%	27%	36%
	Weighted counts	616	386	494	1,202	713	1,620	103	89	118	1,255	532	143
	Column Comparisons				B					b C	b		B
Not very important	% within column	23%	23%	24%	25%	25%	25%	27%	22%	23%	24%	26%	26%
	Weighted counts	438	311	406	853	740	1,338	105	77	80	977	521	103
	Column Comparisons												
Irrelevant	% within column	23%	28%	22%	15%	34%	24%	28%	33%	22%	22%	30%	20%
	Weighted counts	432	374	380	528	1,037	1,271	109	119	78	909	588	80
	Column Comparisons		b d			A		d	A b D			A C	
NET: Important	% within column	54%	48%	54%	60%	41%	51%	45%	45%	55%	54%	44%	54%
	Weighted counts	1,035	644	925	2,035	1,237	2,759	177	162	192	2,207	870	212
	Column Comparisons	A c		A c	B					B c	B		b
NET: Unimportant	% within column	46%	52%	46%	40%	59%	49%	55%	55%	45%	46%	56%	46%
	Weighted counts	871	685	786	1,381	1,777	2,609	214	196	158	1,886	1,108	183
	Column Comparisons		b d			A		D	d			A c	
Effective Column n	% within column												
	Weighted counts	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
	Column Comparisons												
Unweighted base		1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base		1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks														
QC4_7: Thinking about how you communicate with friends and family, how important to you is... Video calling		Methodology			Quarter				Gender		Age					SEG
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+ years	AB
Essential	% within column	13%	14%	13%	11%	15%	13%	14%	13%	14%	24%	17%	8%	9%	6%	16%
	Weighted counts	862	384	478	195	234	197	236	397	465	214	372	171	75	30	236
	Column Comparisons	-	b								b C D E	C D E				b c
Fairly important	% within column	26%	23%	28%	27%	24%	28%	27%	26%	26%	37%	33%	21%	17%	15%	30%
	Weighted counts	1,697	618	1,079	463	374	426	434	839	858	335	708	434	143	77	455
	Column Comparisons	-		A							C D E	C D E	d e			c D
Not very important	% within column	33%	28%	36%	33%	32%	34%	32%	34%	32%	30%	33%	36%	31%	26%	32%
	Weighted counts	2,117	744	1,372	566	508	521	521	1,063	1,053	269	696	755	261	135	495
	Column Comparisons	-		A								e	a b d E			
Irrelevant	% within column	28%	34%	23%	28%	30%	26%	27%	27%	28%	10%	17%	34%	43%	53%	22%
	Weighted counts	1,792	906	886	477	468	404	443	870	922	87	358	710	367	270	336
	Column Comparisons	-	B									A	A B	A B C	A B C d	
NET: Important	% within column	40%	38%	41%	39%	38%	40%	41%	39%	40%	61%	51%	29%	26%	21%	45%
	Weighted counts	2,559	1,002	1,557	658	608	623	670	1,236	1,323	549	1,080	605	218	107	691
	Column Comparisons	-		a							B C D E	C D E	E			b C D
NET: Unimportant	% within column	60%	62%	59%	61%	62%	60%	59%	61%	60%	39%	49%	71%	74%	79%	55%
	Weighted counts	3,908	1,650	2,259	1,043	977	925	964	1,933	1,975	356	1,055	1,464	629	405	831
	Column Comparisons	-	b									A	A B	A B	A B C	
Effective Column n	% within column															
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230
Unweighted base	Column Comparisons															
	Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
		C1	C2	DE	Working	Not working	NET: England	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
QC4_7: Thinking about how you communicate with friends and family, how important to you is... Video calling		12%	12%	14%	15%	12%	14%	12%	11%	11%	15%	10%	10%
<b>Essential</b>	<i>% within column</i>	231	154	241	502	355	735	48	39	39	623	199	40
	<i>Weighted counts</i>												
	<i>Column Comparisons</i>				b						B c		
<b>Fairly important</b>	<i>% within column</i>	29%	24%	22%	30%	22%	27%	23%	22%	23%	27%	24%	31%
	<i>Weighted counts</i>	544	317	381	1,028	656	1,451	88	77	81	1,103	470	124
	<i>Column Comparisons</i>	c D			B						b		b
<b>Not very important</b>	<i>% within column</i>	35%	33%	30%	34%	31%	32%	35%	35%	39%	32%	34%	38%
	<i>Weighted counts</i>	665	440	517	1,168	937	1,718	137	125	137	1,297	667	152
	<i>Column Comparisons</i>				b								
<b>Irrelevant</b>	<i>% within column</i>	24%	31%	33%	21%	35%	27%	30%	32%	27%	26%	32%	20%
	<i>Weighted counts</i>	466	418	572	718	1,065	1,464	118	116	94	1,071	642	80
	<i>Column Comparisons</i>		A B	A B		A					c	A C	
<b>NET: Important</b>	<i>% within column</i>	41%	35%	36%	45%	34%	41%	35%	33%	34%	42%	34%	41%
	<i>Weighted counts</i>	774	470	622	1,530	1,012	2,186	137	117	120	1,725	669	164
	<i>Column Comparisons</i>	c d			B						B		b
<b>NET: Unimportant</b>	<i>% within column</i>	59%	65%	64%	55%	66%	59%	65%	67%	66%	58%	66%	59%
	<i>Weighted counts</i>	1,131	858	1,088	1,886	2,002	3,182	254	242	231	2,368	1,309	232
	<i>Column Comparisons</i>	a	A b	A b		A						A c	
<b>Effective Column n</b>	<i>% within column</i>												
	<i>Weighted counts</i>	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
	<i>Column Comparisons</i>												
	<i>Weighted counts</i>	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Unweighted base</b>	<i>Column Comparisons</i>												
	<i>Weighted counts</i>	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Weighted base</b>	<i>Column Comparisons</i>												
	<i>Weighted counts</i>												
<b>Columns</b>		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	
QC4_8: Thinking about how you communicate with friends and family, how important to you is... Instant messaging		26%	30%	23%	24%	26%	25%	29%	24%	27%	53%	37%	16%	8%	4%	25%	
Essential	% within column	26%	30%	23%	24%	26%	25%	29%	24%	27%	53%	37%	16%	8%	4%	25%	
	Weighted counts	1,679	783	896	406	416	390	467	772	906	476	791	327	64	21	383	
	Column Comparisons	-	B					a		a	B C D E	C D E	D E	e			
Fairly important	% within column	27%	26%	28%	28%	27%	28%	27%	28%	27%	34%	36%	26%	14%	10%	28%	
	Weighted counts	1,774	694	1,080	473	425	430	446	890	884	304	763	536	120	51	431	
	Column Comparisons	-									C D E	C D E	D E	e			
Not very important	% within column	23%	20%	25%	24%	23%	23%	21%	23%	23%	11%	19%	28%	30%	26%	22%	
	Weighted counts	1,469	524	945	408	357	355	348	724	744	98	398	584	254	135	341	
	Column Comparisons	-		A								A	A B	A B	A b		
Irrelevant	% within column	24%	25%	23%	24%	24%	24%	23%	25%	23%	3%	9%	30%	48%	60%	24%	
	Weighted counts	1,545	651	894	414	386	372	373	782	764	28	182	623	408	305	368	
	Column Comparisons	-										A	A B	A B C	A B C D		
NET: Important	% within column	53%	56%	52%	52%	53%	53%	56%	52%	54%	86%	73%	42%	22%	14%	53%	
	Weighted counts	3,453	1,476	1,977	879	841	820	913	1,663	1,790	780	1,554	863	184	72	814	
	Column Comparisons	-	b								B C D E	C D E	D E	e		c	
NET: Unimportant	% within column	47%	44%	48%	48%	47%	47%	44%	48%	46%	14%	27%	58%	78%	86%	47%	
	Weighted counts	3,014	1,175	1,839	822	744	727	721	1,506	1,508	126	580	1,206	662	440	708	
	Column Comparisons	-		a								A	A B	A B C	A B C d	b	
Effective Column n	% within column																
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230	
	Column Comparisons																
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607	
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522	
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
QC4_8: Thinking about how you communicate with friends and family, how important to you is... Instant messaging		C1	C2	DE	Working	Not working	NET: England	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Essential	% within column	30%	22%	26%	31%	20%	26%	24%	23%	24%	29%	21%	21%
	Weighted counts	563	295	438	1,067	601	1,421	93	82	84	1,191	406	81
	Column Comparisons	a C d			B						B c		
Fairly important	% within column	29%	27%	26%	33%	21%	28%	24%	24%	33%	29%	24%	28%
	Weighted counts	551	353	439	1,143	623	1,481	94	85	114	1,192	472	110
	Column Comparisons				B					B c	B		
Not very important	% within column	20%	24%	25%	20%	25%	23%	25%	22%	20%	20%	26%	29%
	Weighted counts	381	324	423	695	765	1,222	97	79	70	838	515	115
	Column Comparisons		b	b		A						A	a
Irrelevant	% within column	22%	27%	24%	15%	34%	23%	28%	31%	24%	21%	30%	23%
	Weighted counts	410	356	411	512	1,024	1,244	108	111	83	871	585	90
	Column Comparisons		b			A			a d			A c	
NET: Important	% within column	58%	49%	51%	65%	41%	54%	48%	47%	56%	58%	44%	48%
	Weighted counts	1,114	648	877	2,210	1,225	2,902	186	167	197	2,384	878	191
	Column Comparisons	a C D			B		c			b C	B c		
NET: Unimportant	% within column	42%	51%	49%	35%	59%	46%	52%	53%	44%	42%	56%	52%
	Weighted counts	791	681	834	1,207	1,789	2,466	204	191	153	1,710	1,100	205
	Column Comparisons		a B	B		A		d	a D			A	a
Effective Column n	% within column												
	Weighted counts	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
	Column Comparisons												
Unweighted base		1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base		1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

QC4_9: Thinking about how you communicate with friends and family, how important to you are... Other ways of communicating over the internet		Crossbreaks														
		Methodology			Quarter				Gender		Age					SEG
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
Essential	% within column	11%	12%	9%	10%	12%	10%	11%	11%	10%	15%	15%	8%	6%	3%	11%
	Weighted counts	680	329	352	162	190	148	180	334	346	137	315	163	48	18	165
	Column Comparisons	-	B								C D E	C D E	e			
Fairly important	% within column	35%	27%	40%	36%	33%	34%	36%	36%	34%	46%	39%	33%	25%	19%	35%
	Weighted counts	2,241	716	1,524	607	525	521	588	1,133	1,108	420	832	674	215	99	532
	Column Comparisons	-		A							b C D E	C D E	D E	e		
Not very important	% within column	30%	24%	35%	31%	29%	31%	30%	30%	30%	26%	29%	32%	33%	31%	32%
	Weighted counts	1,965	631	1,334	529	463	481	493	960	1,006	231	621	673	282	159	485
	Column Comparisons	-		A									a	a		d
Irrelevant	% within column	24%	37%	16%	24%	26%	26%	23%	23%	25%	13%	17%	27%	36%	46%	22%
	Weighted counts	1,581	975	605	403	407	398	373	742	839	117	366	560	301	236	341
	Column Comparisons	-	B									a	A B	A B C	A B C D	
NET: Important	% within column	45%	39%	49%	45%	45%	43%	47%	46%	44%	62%	54%	40%	31%	23%	46%
	Weighted counts	2,921	1,045	1,876	769	714	669	768	1,467	1,454	557	1,147	837	263	117	697
	Column Comparisons	-		A							B C D E	C D E	D E	e		
NET: Unimportant	% within column	55%	61%	51%	55%	55%	57%	53%	54%	56%	38%	46%	60%	69%	77%	54%
	Weighted counts	3,546	1,607	1,939	931	870	879	866	1,702	1,844	348	987	1,233	583	395	825
	Column Comparisons	-	B									A	A B	A B C	A B C d	
Effective Column n	% within column															
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230
Unweighted base	% within column															
	Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
Weighted base	% within column															
	Weighted counts	6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

QC4_9: Thinking about how you communicate with friends and family, how important to you are... Other ways of communicating over the internet		Crossbreaks											
		SEG			Working status		UK nation				Rurality		
		C1	C2	DE	Working	Not working	NET: England	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Essential</b>	% within column	9%	10%	12%	13%	8%	11%	8%	10%	10%	12%	8%	8%
	Weighted counts	180	134	200	440	237	580	31	34	34	492	156	32
	Column Comparisons				B						B		
<b>Fairly important</b>	% within column	37%	34%	32%	38%	30%	35%	31%	30%	31%	35%	32%	40%
	Weighted counts	700	455	554	1,312	914	1,901	122	108	110	1,449	631	160
	Column Comparisons				B						b		b
<b>Not very important</b>	% within column	32%	31%	27%	30%	31%	30%	35%	32%	34%	29%	32%	34%
	Weighted counts	608	406	467	1,021	929	1,597	135	115	118	1,194	637	135
	Column Comparisons				d								
<b>Irrelevant</b>	% within column	22%	25%	29%	19%	31%	24%	26%	28%	25%	23%	28%	17%
	Weighted counts	417	333	489	643	934	1,289	102	101	88	958	554	69
	Column Comparisons			a B		A					c	A C	
<b>NET: Important</b>	% within column	46%	44%	44%	51%	38%	46%	39%	40%	41%	47%	40%	49%
	Weighted counts	880	590	754	1,752	1,151	2,482	153	142	144	1,941	788	192
	Column Comparisons				B						B		b
<b>NET: Unimportant</b>	% within column	54%	56%	56%	49%	62%	54%	61%	60%	59%	53%	60%	51%
	Weighted counts	1,025	739	957	1,664	1,863	2,886	238	216	206	2,152	1,190	204
	Column Comparisons					A						A c	
<b>Effective Column n</b>	% within column												
	Weighted counts	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
<b>Unweighted base</b>	Column Comparisons												
	Weighted counts	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>	Column Comparisons												
	Weighted counts	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

**Section D: Volume & Use of Postal Services - Sending**



# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Methodology			Quarter				Gender		Age			
QD1: Approximately how many of the following have you sent in the last month? (including international post and Freepost)		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
Invitations/ greetings cards/ postcards	Average	3.3	3.0	3.4	5.1	2.3	1.8	3.7	3.0	3.5	1.4	2.8	3.4	5.3
	Column Comparisons	-			B C d			b C				A	A	A B c
Smaller parcels - that will fit through a letterbox	Average	1.4	1.0	1.7	1.7	1.3	1.3	1.3	1.5	1.3	1.1	1.8	1.5	1.0
	Column Comparisons	-		A							E	a D E	d E	e
Larger parcels - that will not fit through a letterbox	Average	.9	.7	1.1	1.2	.8	.8	.9	1.0	.9	.9	1.1	1.1	.6
	Column Comparisons	-		a							d E	D E	d E	e
Formal letters to organisations or individuals	Average	1.3	1.1	1.4	1.6	1.2	1.3	1.1	1.4	1.2	1.4	1.3	1.2	1.3
	Column Comparisons	-												
Personal letters	Average	.8	.8	.9	1.1	.8	.7	.8	.9	.8	.8	.7	.8	1.3
	Column Comparisons	-			b C									b c
Payments for bills/ invoices/ statements	Average	.9	.8	.9	.9	.7	.9	1.0	.9	.8	1.4	.9	.7	.7
	Column Comparisons	-										c e		
Items requiring a signature	Average	.7	.5	.8	.8	.7	.6	.7	.8	.6	.7	.9	.7	.4
	Column Comparisons	-		A					b		d E	a c D E	d E	e
Effective Column n	Average		1,508.6	3,751.4	1,276.3	1,211.2	1,187.7	1,239.6	2,409.8	2,511.7	616.6	1,508.4	1,660.9	724.6
	Column Comparisons													
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4921 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation				Rurality	
		75+	AB	C1	C2	DE	Work- ing	Not work- ing	NET: Engl- and	NET: Scotl- and	Wales	North- ern Ire- land	Urban	Rural
QD1: Approximately how many of the following have you sent in the last month? (including international post and Freepost)														
Invitations/ greetings cards/ postcards	Average	4.6	4.6	3.2	2.8	2.4	2.7	3.9	3.2	3.1	4.9	2.7	2.7	3.8
	Column Comparisons	A b	b C D					A			a b d			a
Smaller parcels - that will fit through a letterbox	Average	.5	1.4	1.9	1.3	1.0	1.8	1.0	1.5	1.1	1.4	1.0	1.3	1.5
	Column Comparisons		d	d			B		b d					
Larger parcels - that will not fit through a letterbox	Average	.3	1.0	1.1	.9	.7	1.2	.7	1.0	.9	.9	.8	.9	1.0
	Column Comparisons						B							
Formal letters to organisations or individuals	Average	1.4	1.9	1.2	1.0	1.1	1.4	1.2	1.3	1.1	1.5	1.0	1.3	1.2
	Column Comparisons													
Personal letters	Average	.9	1.1	.8	.8	.7	.8	.9	.9	.5	1.0	.5	.8	.8
	Column Comparisons		b d						B D		b d			
Payments for bills/ invoices/ statements	Average	.7	1.1	.7	1.0	.7	1.0	.7	.9	.5	1.4	.7	.9	.7
	Column Comparisons						b		B			b		
Items requiring a signature	Average	.2	.8	.7	.6	.6	.9	.5	.7	.6	.7	.5	.7	.7
	Column Comparisons						B							
Effective Column n		412.1	1,231.3	1,506.8	977.8	1,200.5	2,561.6	2,328.9	3,648.9	697.3	621.6	594.7	2,940.8	1,734.2
Unweighted base		538	1,607	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251
Weighted base		512	1,522	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4921 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
QD1: Approximately how many of the following have you sent in the last month? (including international post and Freepost)		Unkn-own
<b>Invitations/ greetings cards/ postcards</b>	<i>Average</i>	5.9
	<i>Column Comparisons</i>	A b
<b>Smaller parcels - that will fit through a letterbox</b>	<i>Average</i>	2.4
	<i>Column Comparisons</i>	
<b>Larger parcels - that will not fit through a letterbox</b>	<i>Average</i>	1.1
	<i>Column Comparisons</i>	
<b>Formal letters to organisations or individuals</b>	<i>Average</i>	1.5
	<i>Column Comparisons</i>	
<b>Personal letters</b>	<i>Average</i>	1.4
	<i>Column Comparisons</i>	a b
<b>Payments for bills/ invoices/ statements</b>	<i>Average</i>	.9
	<i>Column Comparisons</i>	
<b>Items requiring a signature</b>	<i>Average</i>	.9
	<i>Column Comparisons</i>	
<b>Effective Column n</b>	<i>Average</i>	275.2
	<i>Column Comparisons</i>	
<b>Unweighted base</b>		359
<b>Weighted base</b>		396
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4921 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

QD2\_1: Approximate percentage sent to people who bought products from you online (e.g. on eBay, Etsy, etc)? Smaller parcels - that will fit through a letterbox

QD2_1: Approximate percentage sent to people who bought products from you online (e.g. on eBay, Etsy, etc)? Smaller parcels - that will fit through a letterbox		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
0%	% within column	42%	53%	38%	47%	42%	42%	40%	39%	46%	25%	31%	49%	64%	75%	51%	42%
	Weighted counts	1,065	403	662	235	276	273	281	476	589	81	281	432	174	97	336	318
	Column Comparisons	-	B							a			A B	A B C	A B C d	b C D	
1-10%	% within column	9%	9%	9%	10%	9%	8%	9%	8%	10%	8%	8%	10%	10%	11%	6%	9%
	Weighted counts	226	69	156	52	57	52	64	99	127	27	71	86	28	14	42	71
	Column Comparisons	-															
11-20%	% within column	4%	4%	4%	3%	3%	3%	5%	5%	3%	4%	5%	4%	2%	2%	4%	3%
	Weighted counts	93	29	64	17	22	19	35	57	35	12	42	31	5	3	26	21
	Column Comparisons	-							b								
21-30%	% within column	3%	2%	4%	3%	4%	3%	4%	4%	3%	4%	5%	3%	1%	0%	4%	3%
	Weighted counts	87	13	74	14	24	20	29	46	41	13	47	24	3	0	24	26
	Column Comparisons	-		a													
31-40%	% within column	3%	3%	3%	2%	3%	3%	3%	3%	2%	4%	4%	1%	1%	0%	3%	2%
	Weighted counts	65	19	46	9	19	19	18	35	29	15	35	11	4	0	17	15
	Column Comparisons	-									c	c					
41-50%	% within column	5%	3%	5%	4%	5%	5%	5%	5%	4%	5%	7%	3%	3%	2%	5%	4%
	Weighted counts	117	24	93	18	30	35	33	61	56	16	62	30	7	2	32	31
	Column Comparisons	-		a								c					
51-60%	% within column	3%	3%	3%	4%	3%	1%	3%	3%	2%	4%	4%	2%	0%	1%	2%	3%
	Weighted counts	67	20	47	20	18	8	21	35	32	14	33	18	0	1	13	19
	Column Comparisons	-									d	d					
61-70%	% within column	2%	1%	3%	2%	1%	3%	4%	3%	2%	7%	3%	1%	1%	0%	3%	3%
	Weighted counts	61	11	50	10	10	16	25	31	30	23	26	8	3	0	19	23
	Column Comparisons	-									b C d e	c					
71-80%	% within column	3%	2%	3%	3%	2%	3%	2%	3%	3%	4%	3%	2%	1%	0%	2%	3%
	Weighted counts	66	11	54	15	14	21	16	32	34	12	32	18	4	0	15	20
	Column Comparisons	-		a													
81-90%	% within column	4%	3%	4%	3%	5%	3%	5%	3%	4%	5%	5%	3%	3%	2%	3%	4%
	Weighted counts	96	19	77	14	30	19	33	42	54	15	45	25	8	3	18	30
	Column Comparisons	-															
91-100%	% within column	20%	17%	22%	17%	22%	22%	20%	23%	18%	27%	24%	19%	11%	4%	16%	24%
	Weighted counts	512	128	384	83	148	144	137	274	238	90	220	166	31	6	103	181
	Column Comparisons	-		a					b		c D E	c D E	d E	e			a

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 2572; total n = 6467; effective sample size = 1984 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

QD2_1: Approximate percentage sent to people who bought products from you online (e.g. on eBay, Etsy, etc)? Smaller parcels - that will fit through a letterbox		Crossbreaks										
		SEG		Working status		UK nation				Rurality		
		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
0%	% within column	38%	37%	36%	52%	42%	52%	42%	40%	41%	44%	53%
	Weighted counts	201	210	528	529	892	75	55	45	666	370	30
	Column Comparisons				A		c d					
1-10%	% within column	10%	10%	9%	9%	9%	8%	8%	10%	7%	12%	9%
	Weighted counts	54	59	128	97	193	12	11	11	117	103	5
	Column Comparisons										A	
11-20%	% within column	6%	2%	5%	2%	4%	2%	4%	3%	4%	3%	2%
	Weighted counts	31	14	72	21	81	3	5	3	70	22	1
	Column Comparisons	b d		b								
21-30%	% within column	3%	4%	4%	2%	4%	0%	3%	3%	4%	3%	0%
	Weighted counts	16	21	65	20	79	1	4	3	60	28	0
	Column Comparisons			b								
31-40%	% within column	3%	3%	3%	1%	3%	4%	2%	2%	3%	2%	0%
	Weighted counts	16	17	48	15	54	5	3	2	50	14	0
	Column Comparisons			b								
41-50%	% within column	5%	5%	6%	3%	5%	5%	4%	5%	5%	4%	5%
	Weighted counts	27	27	88	27	100	7	5	5	83	31	3
	Column Comparisons			B								
51-60%	% within column	3%	3%	3%	2%	3%	3%	2%	3%	3%	2%	4%
	Weighted counts	17	18	49	18	58	4	2	3	50	15	2
	Column Comparisons			b								
61-70%	% within column	1%	2%	3%	2%	2%	2%	2%	3%	3%	1%	6%
	Weighted counts	7	12	38	23	52	2	3	4	45	12	3
	Column Comparisons											
71-80%	% within column	3%	2%	3%	2%	2%	3%	4%	3%	2%	3%	7%
	Weighted counts	16	14	48	18	53	4	5	3	39	23	4
	Column Comparisons			b								
81-90%	% within column	4%	4%	4%	4%	4%	2%	3%	4%	4%	3%	4%
	Weighted counts	23	25	58	38	86	2	3	4	70	23	2
	Column Comparisons											
91-100%	% within column	19%	23%	22%	18%	20%	18%	22%	22%	21%	21%	10%
	Weighted counts	101	128	329	182	433	26	29	24	333	174	5
	Column Comparisons		a	b								

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 2572; total n = 6467; effective sample size = 1984 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

QD2_1: Approximate percentage sent to people who bought products from you online (e.g. on eBay, Etsy, etc)? Smaller parcels - that will fit through a letterbox								Crossbreaks															
								Methodology			Quarter				Gender		Age					SEG	
								Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Don't know	% within column	2%	1%	3%	3%	2%	3%	1%	2%	2%	3%	1%	3%	3%	3%	1%	1%						
	Weighted counts	56	9	47	16	13	18	8	28	28	9	13	23	7	3	10	11						
	Column Comparisons	-		a																			
NET: 1-50%	% within column	23%	20%	25%	22%	23%	23%	25%	25%	22%	25%	28%	21%	17%	14%	22%	21%						
	Weighted counts	587	154	433	111	153	146	178	299	289	84	257	182	46	19	142	164						
	Column Comparisons	-		a							d e	c d e											
NET: 51-100%	% within column	32%	25%	35%	28%	33%	32%	33%	34%	30%	47%	39%	27%	17%	8%	26%	36%						
	Weighted counts	802	189	612	141	221	208	232	414	388	155	355	235	46	10	168	274						
	Column Comparisons	-		A							b C D E	C D E	d E	e			A						
Effective Column n	% within column																						
	Weighted counts	1,984	363	1,621	396	513	518	557	963	1,021	233	666	712	259	113	542	619						
	Column Comparisons																						
Unweighted base		2,572	471	2,101	513	665	672	722	1,248	1,324	302	864	923	336	147	702	802						
Weighted base		2,510	755	1,755	503	662	645	699	1,217	1,293	329	906	872	274	130	656	767						
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B						

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 2572; total n = 6467; effective sample size = 1984 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

QD2_1: Approximate percentage sent to people who bought products from you online (e.g. on eBay, Etsy, etc)? Smaller parcels - that will fit through a letterbox		Crossbreaks										
		SEG		Working status		UK nation				Rurality		
		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Don't know</b>	% within column	3%	4%	2%	3%	2%	1%	3%	4%	2%	2%	0%
	Weighted counts	15	21	23	33	46	2	4	4	38	18	0
	Column Comparisons				a							
<b>NET: 1-50%</b>	% within column	27%	24%	27%	18%	24%	19%	22%	22%	23%	24%	17%
	Weighted counts	143	138	401	180	507	28	28	24	380	198	9
	Column Comparisons			B								
<b>NET: 51-100%</b>	% within column	31%	35%	35%	27%	32%	27%	33%	35%	33%	30%	31%
	Weighted counts	163	197	521	279	682	39	42	39	538	246	18
	Column Comparisons		a	B								
<b>Effective Column n</b>	% within column											
	Weighted counts	408	416	1,152	819	1,290	254	235	206	1,223	720	40
	Column Comparisons											
<b>Unweighted base</b>		529	539	1,494	1,062	1,672	329	304	267	1,586	934	52
<b>Weighted base</b>		522	566	1,473	1,020	2,126	143	129	112	1,622	832	57
<b>Columns</b>		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 2572; total n = 6467; effective sample size = 1984 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p <= 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

QD2_2: Approximate percentage sent to people who bought products from you online (e.g. on eBay, Etsy, etc)? Larger parcels - that will not fit through a letterbox		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
0%	% within column	38%	45%	35%	44%	35%	37%	36%	36%	39%	22%	27%	44%	60%	74%	44%	38%
	Weighted counts	681	198	483	164	161	165	191	310	370	57	184	255	122	63	189	210
	Column Comparisons	-	B										A B	A B C	A B C d	c d	
1-10%	% within column	9%	12%	8%	10%	9%	9%	8%	9%	10%	7%	8%	10%	10%	14%	8%	10%
	Weighted counts	167	52	115	38	44	41	44	76	90	18	56	60	21	12	35	53
	Column Comparisons	-	b														
11-20%	% within column	3%	2%	3%	2%	2%	3%	5%	3%	3%	3%	4%	2%	2%	1%	2%	3%
	Weighted counts	56	10	46	7	10	15	24	24	32	8	29	14	5	1	11	19
	Column Comparisons	-															
21-30%	% within column	3%	4%	3%	4%	3%	3%	3%	4%	3%	6%	3%	3%	2%	0%	1%	3%
	Weighted counts	60	19	41	16	16	11	16	32	28	16	19	20	5	0	6	17
	Column Comparisons	-															
31-40%	% within column	4%	4%	4%	3%	3%	6%	5%	4%	4%	9%	4%	3%	0%	2%	5%	4%
	Weighted counts	76	18	58	12	15	25	24	37	38	23	30	20	1	1	20	22
	Column Comparisons	-									c D	d					
41-50%	% within column	5%	3%	5%	4%	6%	6%	4%	6%	4%	9%	7%	3%	2%	0%	6%	4%
	Weighted counts	89	14	75	15	26	27	21	51	37	22	47	16	3	0	25	24
	Column Comparisons	-									c d e	c d e					
51-60%	% within column	3%	2%	3%	3%	2%	3%	2%	2%	3%	4%	4%	1%	1%	2%	4%	2%
	Weighted counts	48	7	40	11	11	12	13	18	30	10	27	6	3	1	18	11
	Column Comparisons	-										c					
61-70%	% within column	2%	2%	2%	2%	3%	2%	2%	3%	2%	2%	3%	3%	0%	0%	2%	2%
	Weighted counts	40	9	32	6	15	8	11	23	17	6	18	15	1	0	9	12
	Column Comparisons	-															
71-80%	% within column	3%	2%	3%	2%	2%	3%	3%	2%	3%	4%	4%	1%	1%	0%	2%	3%
	Weighted counts	46	8	37	7	8	13	18	19	27	10	26	6	3	0	9	17
	Column Comparisons	-									c	c					
81-90%	% within column	4%	3%	4%	3%	3%	4%	5%	4%	4%	6%	5%	3%	3%	0%	5%	2%
	Weighted counts	73	15	59	11	16	19	28	39	35	15	35	17	7	0	23	10
	Column Comparisons	-														b	
91-100%	% within column	24%	19%	26%	22%	28%	21%	25%	25%	23%	27%	29%	23%	15%	5%	19%	27%
	Weighted counts	436	84	352	81	131	95	129	219	217	71	196	135	30	4	83	152
	Column Comparisons	-		a							d E	c D E	d E	e			a

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1950; total n = 6467; effective sample size = 1485 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 4



# Ofcom Residential Postal Tracker (January - December 2016)

QD2_2: Approximate percentage sent to people who bought products from you online (e.g. on eBay, Etsy, etc)? Larger parcels - that will not fit through a letterbox		Crossbreaks										
		SEG		Working status		UK nation				Rurality		
		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>0%</b>	% within column	34%	35%	32%	46%	36%	54%	42%	40%	36%	41%	**
	Weighted counts	135	146	341	336	536	62	45	38	412	251	
	Column Comparisons				A		a c d					
<b>1-10%</b>	% within column	9%	10%	9%	9%	9%	6%	10%	8%	8%	11%	**
	Weighted counts	36	42	98	68	141	7	11	8	93	68	
	Column Comparisons											
<b>11-20%</b>	% within column	3%	3%	4%	2%	3%	2%	4%	3%	4%	2%	**
	Weighted counts	12	14	41	13	47	2	4	3	44	11	
	Column Comparisons			b								
<b>21-30%</b>	% within column	4%	5%	4%	3%	3%	2%	3%	3%	3%	3%	**
	Weighted counts	14	22	40	20	52	2	3	3	40	19	
	Column Comparisons		a									
<b>31-40%</b>	% within column	4%	4%	5%	3%	5%	2%	3%	2%	5%	2%	**
	Weighted counts	16	17	54	21	68	2	4	2	61	14	
	Column Comparisons			b					b			
<b>41-50%</b>	% within column	6%	4%	6%	3%	5%	5%	4%	3%	5%	4%	**
	Weighted counts	24	16	67	20	76	5	4	3	61	24	
	Column Comparisons			b								
<b>51-60%</b>	% within column	3%	2%	3%	2%	3%	3%	3%	2%	3%	2%	**
	Weighted counts	10	9	36	11	39	3	3	2	32	12	
	Column Comparisons			b								
<b>61-70%</b>	% within column	2%	2%	3%	1%	2%	2%	1%	2%	3%	2%	**
	Weighted counts	9	10	28	10	35	2	1	2	31	9	
	Column Comparisons											
<b>71-80%</b>	% within column	3%	2%	3%	2%	2%	1%	4%	3%	3%	2%	**
	Weighted counts	11	9	30	16	37	1	4	3	34	10	
	Column Comparisons											
<b>81-90%</b>	% within column	4%	6%	4%	4%	4%	3%	1%	2%	5%	3%	**
	Weighted counts	16	24	42	32	67	3	1	2	57	16	
	Column Comparisons		b									
<b>91-100%</b>	% within column	25%	25%	26%	22%	24%	20%	22%	27%	23%	26%	**
	Weighted counts	97	104	277	158	364	23	24	25	265	157	
	Column Comparisons											

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1950; total n = 6467; effective sample size = 1485 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\* indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

QD2_2: Approximate percentage sent to people who bought products from you online (e.g. on eBay, Etsy, etc)? Larger parcels - that will not fit through a letterbox								Crossbreaks															
								Methodology			Quarter				Gender		Age					SEG	
								Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Don't know	% within column	2%	1%	2%	1%	2%	3%	1%	2%	2%	2%	1%	3%	2%	3%	1%	2%						
	Weighted counts	37	3	33	5	11	13	7	19	18	6	8	16	5	2	6	10						
	Column Comparisons	-																					
NET: 1-50%	% within column	25%	26%	24%	23%	24%	27%	25%	25%	24%	33%	27%	22%	17%	16%	22%	24%						
	Weighted counts	447	112	335	88	110	119	130	221	226	87	182	129	34	14	97	136						
	Column Comparisons	-									c D e	d											
NET: 51-100%	% within column	36%	28%	38%	31%	39%	33%	38%	37%	35%	43%	45%	31%	21%	7%	33%	36%						
	Weighted counts	643	123	520	117	181	147	198	318	325	112	303	179	43	6	142	201						
	Column Comparisons	-		A							c D E	C D E	d E	e									
Effective Column n	% within column																						
	Weighted counts	1,485	208	1,277	313	371	365	436	708	777	186	512	514	200	73	385	467						
	Column Comparisons																						
Unweighted base		1,950	273	1,677	411	487	480	572	930	1,020	244	672	675	263	96	506	613						
Weighted base		1,807	436	1,371	373	463	444	526	869	938	262	676	580	204	85	434	557						
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B						

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1950; total n = 6467; effective sample size = 1485 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 3 of 4

# Ofcom Residential Postal Tracker (January - December 2016)

QD2_2: Approximate percentage sent to people who bought products from you online (e.g. on eBay, Etsy, etc)? Larger parcels - that will not fit through a letterbox		Crossbreaks										
		SEG		Working status		UK nation				Rurality		
		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Don't know</b>	% within column	3%	2%	1%	3%	2%	1%	3%	3%	2%	3%	**
	Weighted counts	11	10	16	20	30	1	3	3	19	17	
	Column Comparisons											
<b>NET: 1-50%</b>	% within column	26%	26%	28%	20%	26%	16%	24%	20%	26%	22%	**
	Weighted counts	102	112	299	143	384	18	26	19	299	136	
	Column Comparisons			B								
<b>NET: 51-100%</b>	% within column	37%	37%	39%	31%	36%	29%	31%	37%	36%	34%	**
	Weighted counts	144	156	412	227	542	33	34	35	419	205	
	Column Comparisons			b								
<b>Effective Column n</b>	% within column											
	Weighted counts	314	319	868	609	909	206	196	174	898	554	34
	Column Comparisons											
<b>Unweighted base</b>		412	419	1,140	800	1,194	271	257	228	1,179	727	44
<b>Weighted base</b>		392	423	1,069	726	1,492	115	107	94	1,149	609	49
<b>Columns</b>		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1950; total n = 6467; effective sample size = 1485 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001); \*\* indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks															
QD3: Would you say you run an online business, e.g. selling products on eBay, Etsy, etc?		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Yes	% within column	16%	7%	19%	16%	14%	21%	15%	18%	15%	22%	21%	10%	7%	**	23%	16%
	Weighted counts	264	28	236	47	59	83	73	142	121	63	143	48	8		82	82
	Column Comparisons	-		A							C d	C d				c d	
No	% within column	82%	90%	79%	82%	84%	78%	83%	81%	83%	76%	77%	89%	93%	**	76%	81%
	Weighted counts	1,309	353	955	240	361	311	396	645	664	217	527	425	109		273	401
	Column Comparisons	-	B										A B	A B			
I don't know	% within column	2%	3%	2%	2%	2%	1%	2%	2%	2%	2%	3%	1%	1%	**	1%	3%
	Weighted counts	31	12	19	7	9	4	11	13	18	7	18	5	1		3	12
	Column Comparisons	-															
Effective Column n	% within column																
	Weighted counts	1,269	176	1,093	237	335	316	381	596	673	200	516	411	111	32	299	407
	Column Comparisons																
Unweighted base		1,641	228	1,413	306	433	409	493	771	870	258	667	531	144	41	386	526
Weighted base		1,603	393	1,210	295	430	398	480	800	803	287	687	478	117	34	358	495
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1641; total n = 6467; effective sample size = 1269 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks										
		SEG		Working status		UK nation				Rurality		
QD3: Would you say you run an online business, e.g. selling products on eBay, Etsy, etc?		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Yes</b>	<i>% within column</i>	13%	13%	19%	12%	17%	15%	10%	7%	18%	12%	**
	<i>Weighted counts</i>	47	52	198	66	239	11	9	5	196	59	
	<i>Column Comparisons</i>			b						b		
	<i>% within column</i>	85%	84%	80%	85%	81%	85%	89%	90%	79%	87%	**
<b>No</b>	<i>Weighted counts</i>	300	334	836	464	1,102	63	77	68	843	440	
	<i>Column Comparisons</i>	a	a		a						A c	
	<i>% within column</i>	2%	2%	2%	2%	2%	0%	0%	3%	2%	1%	**
	<i>Weighted counts</i>	6	9	17	13	27	0	0	2	24	5	
<b>I don't know</b>	<i>Column Comparisons</i>											
	<i>% within column</i>											
	<i>Weighted counts</i>	278	286	836	426	835	137	159	138	805	441	24
	<i>Column Comparisons</i>											
<b>Effective Column n</b>												
<b>Unweighted base</b>		359	370	1,081	551	1,079	177	206	179	1,040	570	31
<b>Weighted base</b>		354	396	1,051	543	1,368	74	86	75	1,063	504	36
<b>Columns</b>		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1641; total n = 6467; effective sample size = 1269 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001); \*\* indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks														
QD4: How much would you say you've spent on postage in the last month, including all letters, cards and parcels?		Methodology			Quarter				Gender		Age					SEG
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
Up to £1.00	% within column	18%	22%	15%	17%	17%	23%	16%	20%	16%	27%	18%	16%	13%	15%	12%
	Weighted counts	1,156	589	567	287	263	352	253	636	520	246	386	336	110	77	177
	Column Comparisons	-	B				A B D		B		B C D E	d				
£1.01 to £2.00	% within column	12%	15%	10%	11%	13%	11%	13%	11%	13%	9%	11%	12%	15%	19%	10%
	Weighted counts	780	393	387	190	202	175	214	360	420	79	229	241	131	100	156
	Column Comparisons	-	B											A b c	A B C	
£2.01 to £4.00	% within column	14%	12%	14%	12%	14%	14%	13%	13%	14%	12%	12%	14%	14%	20%	14%
	Weighted counts	873	323	550	211	229	217	216	416	457	111	254	287	121	101	219
	Column Comparisons	-		a											a B c d	
£4.01 to £6.00	% within column	12%	11%	13%	11%	13%	11%	12%	12%	12%	12%	11%	13%	13%	12%	13%
	Weighted counts	772	288	484	189	213	172	198	375	397	107	238	259	108	60	197
	Column Comparisons	-														
£6.01 to £10.00	% within column	13%	11%	14%	12%	14%	14%	11%	13%	13%	13%	14%	11%	13%	10%	13%
	Weighted counts	817	297	520	208	216	210	184	400	417	119	306	230	111	51	200
	Column Comparisons	-		a												
£10.01 to £20.00	% within column	13%	12%	14%	14%	13%	11%	14%	13%	14%	9%	14%	15%	14%	9%	16%
	Weighted counts	854	309	546	244	205	177	229	397	458	83	298	307	119	48	250
	Column Comparisons	-		a								a e	A e	a e		b D
£20.01 to £30.00	% within column	6%	4%	7%	8%	3%	5%	8%	6%	6%	5%	6%	7%	5%	5%	8%
	Weighted counts	386	112	274	130	53	77	126	185	201	43	134	140	46	23	115
	Column Comparisons	-		A	B c			B c								d
£30.01 to £40.00	% within column	3%	2%	3%	4%	2%	2%	3%	2%	3%	1%	3%	3%	2%	1%	3%
	Weighted counts	169	42	127	65	30	30	43	74	94	13	74	60	19	3	49
	Column Comparisons	-		A	b c							a e	e			
£40.01 to £50.00	% within column	2%	1%	2%	2%	2%	1%	1%	1%	2%	1%	2%	2%	2%	1%	3%
	Weighted counts	106	29	77	34	29	22	21	43	63	11	40	35	15	5	43
	Column Comparisons	-		a												D
Over £50	% within column	2%	2%	3%	3%	2%	2%	2%	3%	2%	1%	3%	2%	2%	1%	3%
	Weighted counts	154	58	96	55	35	28	35	87	67	11	74	46	18	4	49
	Column Comparisons	-										a e				
I don't know	% within column	6%	8%	5%	5%	6%	6%	7%	6%	6%	8%	5%	6%	5%	7%	4%
	Weighted counts	378	203	176	81	100	86	111	187	192	76	100	122	44	36	62
	Column Comparisons	-	B								b					

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
QD4: How much would you say you've spent on postage in the last month, including all letters, cards and parcels?		C1	C2	DE	Working	Not working	NET: England	NET: Scotland	Wales	North-ern Irel-	Urban	Rural	Unkn-own
Up to £1.00	% within column	18%	18%	23%	16%	20%	17%	22%	20%	21%	18%	18%	16%
	Weighted counts	348	240	391	560	588	922	86	73	74	743	349	63
	Column Comparisons	A	A	A b c		a							
£1.01 to £2.00	% within column	12%	12%	15%	11%	14%	12%	12%	10%	8%	12%	11%	12%
	Weighted counts	220	155	248	370	407	666	48	37	29	510	224	46
	Column Comparisons			a		a							
£2.01 to £4.00	% within column	14%	13%	13%	13%	14%	14%	13%	12%	10%	14%	13%	12%
	Weighted counts	262	170	222	444	429	746	50	42	34	567	260	46
	Column Comparisons												
£4.01 to £6.00	% within column	12%	12%	11%	12%	12%	12%	11%	10%	9%	12%	13%	8%
	Weighted counts	231	158	186	410	354	663	44	36	30	487	252	33
	Column Comparisons												
£6.01 to £10.00	% within column	13%	12%	12%	13%	12%	13%	13%	15%	11%	13%	13%	11%
	Weighted counts	252	164	202	459	356	673	52	53	40	518	254	45
	Column Comparisons												
£10.01 to £20.00	% within column	12%	15%	10%	14%	12%	13%	12%	13%	11%	13%	13%	14%
	Weighted counts	238	200	166	491	361	718	48	48	40	542	255	57
	Column Comparisons	d	D		b								
£20.01 to £30.00	% within column	6%	6%	5%	7%	5%	6%	6%	6%	5%	6%	6%	10%
	Weighted counts	114	79	78	237	146	326	22	20	18	226	119	41
	Column Comparisons				b								a b
£30.01 to £40.00	% within column	3%	3%	2%	3%	2%	3%	2%	3%	2%	2%	2%	5%
	Weighted counts	54	34	33	100	68	141	9	10	9	100	49	20
	Column Comparisons												a b
£40.01 to £50.00	% within column	2%	1%	1%	2%	1%	2%	1%	2%	1%	1%	2%	2%
	Weighted counts	30	20	13	66	37	92	4	7	4	56	41	9
	Column Comparisons												
Over £50	% within column	2%	2%	2%	3%	2%	2%	2%	3%	2%	2%	2%	4%
	Weighted counts	43	24	38	101	52	129	9	9	6	90	49	15
	Column Comparisons				b								
I don't know	% within column	6%	6%	7%	5%	7%	5%	5%	6%	19%	6%	6%	5%
	Weighted counts	107	83	126	173	199	275	18	20	65	241	118	19
	Column Comparisons			a		a				A B C			

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks														
QD4: How much would you say you've spent on postage in the last month, including all letters, cards and parcels?		Methodology			Quarter				Gender		Age					SEG
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
I prefer not to say	% within column	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%
	Weighted counts	21	8	13	5	11	1	4	8	13	6	3	5	3	3	6
	Column Comparisons	-														
NET: Up to £20	% within column	81%	83%	80%	78%	84%	84%	79%	82%	81%	82%	80%	80%	83%	85%	79%
	Weighted counts	5,253	2,199	3,054	1,329	1,327	1,302	1,293	2,584	2,668	745	1,710	1,660	700	437	1,199
	Column Comparisons	-	b			A d	A d									
NET: Over £20	% within column	13%	9%	15%	17%	9%	10%	14%	12%	13%	9%	15%	14%	12%	7%	17%
	Weighted counts	815	241	573	285	147	157	226	389	425	78	321	282	99	35	255
	Column Comparisons	-		A	B C			B c				A E	a E	e		b c D
Effective Column n	% within column															
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230
	Column Comparisons															
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 3 of 4



# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
QD4: How much would you say you've spent on postage in the last month, including all letters, cards and parcels?		C1	C2	DE	Working	Not working	NET: England	NET: Scotland	Wales	North-ern Irel-and	Urban	Rural	Unkn-own
I prefer not to say	% within column	0%	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%
	Weighted counts	5	3	8	6	15	16	0	3	2	13	8	1
	Column Comparisons					a							
NET: Up to £20	% within column	81%	82%	83%	80%	83%	82%	84%	81%	71%	82%	81%	74%
	Weighted counts	1,551	1,086	1,416	2,733	2,495	4,388	328	289	247	3,367	1,594	291
	Column Comparisons					a	D	D	D		C	c	
NET: Over £20	% within column	13%	12%	9%	15%	10%	13%	11%	13%	10%	12%	13%	21%
	Weighted counts	242	157	161	504	305	688	44	46	36	472	258	85
	Column Comparisons	d			B								A B
Effective Column n	% within column												
	Weighted counts	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
	Column Comparisons												
Unweighted base		1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base		1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

QD5: Which of the following companies have you used to send parcels in the last month?		Crossbreaks																
		Methodology			Quarter				Gender		Age					SEG		
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2
Royal Mail	% within column	92%	93%	91%	91%	91%	93%	92%	91%	93%	89%	92%	93%	91%	89%	91%	91%	93%
	Weighted counts	2,711	799	1,912	543	706	696	766	1,283	1,428	363	953	931	322	143	686	823	567
	Column Comparisons	-																
Hermes	% within column	13%	8%	15%	12%	14%	11%	13%	13%	12%	16%	15%	10%	10%	9%	12%	11%	15%
	Weighted counts	372	68	304	75	106	85	107	180	192	63	157	104	35	14	94	103	90
	Column Comparisons	-		A								c						
Parcelforce	% within column	8%	10%	7%	8%	7%	9%	8%	9%	6%	7%	9%	8%	5%	5%	9%	7%	8%
	Weighted counts	231	89	142	47	53	65	66	133	98	29	95	82	17	8	69	64	51
	Column Comparisons	-	b						b									
DHL	% within column	6%	7%	6%	6%	5%	7%	7%	8%	5%	10%	11%	3%	1%	0%	8%	7%	5%
	Weighted counts	188	64	124	35	41	51	62	113	75	40	116	28	3	0	59	62	28
	Column Comparisons	-							b		C D E	C D E						
Collect+	% within column	5%	4%	6%	5%	6%	4%	6%	5%	6%	6%	8%	3%	2%	1%	6%	5%	4%
	Weighted counts	156	31	126	28	47	27	54	65	92	26	86	34	8	1	45	47	25
	Column Comparisons	-		a							c d e	C D e						
DPD	% within column	5%	4%	5%	4%	4%	6%	5%	6%	4%	6%	9%	2%	1%	0%	4%	5%	5%
	Weighted counts	142	36	105	21	28	46	45	84	57	26	88	24	3	1	33	47	29
	Column Comparisons	-							b		c D e	C D e						
Yodel	% within column	4%	3%	4%	4%	3%	4%	5%	4%	4%	5%	5%	3%	1%	2%	4%	4%	5%
	Weighted counts	121	27	94	27	23	30	41	62	59	22	56	35	5	4	34	32	29
	Column Comparisons	-									d	d						
FedEx	% within column	4%	4%	4%	2%	4%	4%	5%	4%	4%	9%	6%	2%	1%	0%	5%	4%	3%
	Weighted counts	117	32	85	14	30	32	41	61	55	35	58	20	3	1	37	34	17
	Column Comparisons	-									C D e	C d e						
UPS	% within column	2%	1%	2%	1%	2%	3%	2%	3%	1%	2%	3%	2%	1%	1%	3%	1%	3%
	Weighted counts	61	11	50	6	15	21	19	39	22	10	29	16	5	1	21	11	16
	Column Comparisons	-							b									
Interlink	% within column	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	0%	0%	1%	1%	2%
	Weighted counts	34	12	22	11	7	6	10	17	17	8	20	6	0	0	11	8	10
	Column Comparisons	-																
TNT Express	% within column	1%	2%	1%	1%	1%	2%	1%	2%	1%	2%	2%	1%	0%	0%	2%	1%	1%
	Weighted counts	39	15	23	8	11	12	8	27	12	6	25	8	0	0	17	9	4
	Column Comparisons	-							b			c d						

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3071; total n = 6467; effective sample size = 2362 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks									
		SEG	Working status		UK nation			Rurality			
QD5: Which of the following companies have you used to send parcels in the last month?		DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Royal Mail	% within column	94%	91%	93%	92%	92%	92%	96%	93%	91%	85%
	Weighted counts	635	1,550	1,146	2,271	162	149	130	1,751	904	56
	Column Comparisons										
Hermes	% within column	12%	13%	12%	13%	10%	14%	12%	12%	14%	16%
	Weighted counts	85	227	145	317	18	22	16	219	143	10
	Column Comparisons										
Parcelforce	% within column	7%	9%	6%	8%	6%	8%	8%	8%	8%	9%
	Weighted counts	46	158	71	195	11	13	11	146	79	6
	Column Comparisons		b								
DHL	% within column	6%	8%	4%	7%	5%	4%	3%	7%	4%	13%
	Weighted counts	39	140	48	167	9	7	5	136	44	8
	Column Comparisons		B						b		b
Collect+	% within column	6%	6%	4%	5%	5%	5%	6%	6%	5%	6%
	Weighted counts	39	103	52	131	9	8	9	107	45	4
	Column Comparisons		b								
DPD	% within column	5%	6%	3%	5%	4%	3%	2%	6%	2%	5%
	Weighted counts	32	107	34	127	6	5	3	114	24	3
	Column Comparisons		B						B		
Yodel	% within column	4%	5%	3%	4%	4%	4%	5%	4%	4%	4%
	Weighted counts	26	82	39	100	7	7	7	82	37	3
	Column Comparisons		b								
FedEx	% within column	4%	5%	3%	4%	3%	2%	2%	5%	3%	4%
	Weighted counts	29	83	32	105	5	4	2	89	26	3
	Column Comparisons		b						b		
UPS	% within column	2%	2%	2%	2%	2%	1%	1%	2%	1%	5%
	Weighted counts	14	40	21	56	3	1	1	46	11	3
	Column Comparisons										
Interlink	% within column	1%	2%	0%	1%	1%	0%	1%	1%	1%	3%
	Weighted counts	6	30	4	31	1	0	1	24	8	2
	Column Comparisons		b								
TNT Express	% within column	1%	2%	0%	1%	1%	0%	1%	1%	1%	3%
	Weighted counts	9	33	6	35	2	1	1	28	9	2
	Column Comparisons		b								

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3071; total n = 6467; effective sample size = 2362 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

QD5: Which of the following companies have you used to send parcels in the last month?		Crossbreaks																
		Methodology			Quarter				Gender		Age					SEG		
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2
UK Mail	% within column	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	0%	1%	2%	1%	1%
	Weighted counts	36	8	28	8	5	13	10	20	17	3	19	11	0	2	12	6	5
	Column Comparisons	-																
Citipost	% within column	1%	0%	1%	0%	0%	1%	1%	1%	0%	1%	1%	0%	0%	0%	1%	1%	0%
	Weighted counts	15	1	13	1	1	5	8	13	2	3	11	0	0	1	4	5	2
	Column Comparisons	-							b		c	c						
Other	% within column	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	3%	5%	2%	2%	1%
	Weighted counts	37	13	24	10	10	8	9	16	21	3	6	9	10	8	11	15	7
	Column Comparisons	-												b c	a B C			
I don't know	% within column	2%	2%	2%	2%	2%	2%	2%	2%	2%	4%	1%	1%	3%	3%	2%	3%	1%
	Weighted counts	56	17	39	10	19	13	14	28	29	15	11	15	10	5	12	23	8
	Column Comparisons	-									b							
Effective Column n	% within column																	
	Weighted counts	2,362	419	1,943	480	609	602	671	1,129	1,233	288	771	835	329	138	641	739	480
	Column Comparisons																	
Unweighted base		3,071	545	2,526	624	792	783	872	1,468	1,603	375	1,003	1,086	428	179	834	961	624
Weighted base		2,951	859	2,092	599	772	745	835	1,408	1,543	406	1,034	998	353	160	755	905	612
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3071; total n = 6467; effective sample size = 2362 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 3 of 4

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks								
		SEG	Working status		UK nation			Rurality		
QD5: Which of the following companies have you used to send parcels in the last month?		DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	North- ern Irel- and	Urban	Rural	Unkn- own
<b>UK Mail</b>	% within column	2%	2%	1%	1%	0%	1%	0%	1%	1%
	Weighted counts	13	28	9	33	1	2	0	27	9
	Column Comparisons		b							
<b>Citipost</b>	% within column	1%	1%	0%	1%	0%	0%	1%	0%	0%
	Weighted counts	3	11	4	14	0	1	0	12	3
	Column Comparisons									
<b>Other</b>	% within column	1%	1%	2%	1%	1%	1%	0%	1%	2%
	Weighted counts	3	15	22	33	1	2	0	18	18
	Column Comparisons									
<b>I don't know</b>	% within column	2%	2%	2%	2%	3%	1%	1%	2%	2%
	Weighted counts	13	34	22	49	5	1	2	34	21
	Column Comparisons									
<b>Effective Column n</b>	% within column									
	Weighted counts	501	1,346	1,003	1,509	310	294	249	1,435	881
	Column Comparisons									
<b>Unweighted base</b>		652	1,750	1,304	1,962	403	382	324	1,866	1,145
<b>Weighted base</b>		679	1,696	1,236	2,478	175	162	135	1,892	993
<b>Columns</b>		D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3071; total n = 6467; effective sample size = 2362 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

## Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		Methodology			Quarter				Gender		Age		
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years
QD6: And how did you send these parcels?													
At a Post Office, using Royal Mail or Parcelforce over the counter services	% within column	81%	78%	83%	79%	79%	85%	81%	81%	81%	73%	79%	85%
	Weighted counts	2,393	666	1,726	474	613	631	674	1,138	1,254	298	817	845
	Column Comparisons	-		a									A b
Royal Mail postbox (using stamps)	% within column	25%	27%	24%	24%	26%	24%	25%	23%	26%	40%	30%	19%
	Weighted counts	731	229	502	141	203	180	207	324	406	164	305	187
	Column Comparisons	-									B C D E	C D e	
Online collection and delivery services, i.e. organised pick-up from home	% within column	10%	5%	11%	9%	10%	10%	9%	10%	9%	9%	12%	8%
	Weighted counts	281	44	237	53	79	71	79	147	135	35	128	80
	Column Comparisons	-		A								c e	
Non-Post Office counter services	% within column	9%	7%	10%	9%	10%	8%	11%	11%	8%	9%	14%	7%
	Weighted counts	278	62	216	54	77	59	88	149	129	38	144	71
	Column Comparisons	-		a								C D e	
Other method	% within column	2%	2%	1%	3%	2%	1%	1%	1%	2%	1%	1%	2%
	Weighted counts	47	17	30	15	12	8	11	18	29	4	8	16
	Column Comparisons	-											
I don't know	% within column	1%	1%	2%	1%	2%	1%	1%	2%	1%	3%	1%	1%
	Weighted counts	41	9	32	5	18	8	9	25	16	11	9	11
	Column Comparisons	-											
Effective Column n	% within column												
	Weighted counts	2,362	419	1,943	480	609	602	671	1,129	1,233	288	771	835
	Column Comparisons												
Unweighted base		3,071	545	2,526	624	792	783	872	1,468	1,603	375	1,003	1,086
Weighted base		2,951	859	2,092	599	772	745	835	1,408	1,543	406	1,034	998
Columns		A	A	B	A	B	C	D	A	B	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3071; total n = 6467; effective sample size = 2362 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age		SEG			Working status			UK nation				
		65-74 years	75+	AB	C1	C2	DE	Working	Not working	NET: England	NET: Scotl- and	Wales	North- ern Irel- and	
QD6: And how did you send these parcels?		% within column	86%	82%	81%	82%	80%	81%	80%	82%	80%	87%	86%	90%
At a Post Office, using Royal Mail or Parcelforce over the counter services		Weighted counts	303	131	614	739	492	548	1,360	1,019	1,980	152	140	121
		Column Comparisons	A b											
		% within column	14%	16%	23%	23%	26%	28%	27%	22%	26%	17%	19%	15%
Royal Mail postbox (using stamps)		Weighted counts	49	25	175	210	156	190	457	267	650	29	31	21
		Column Comparisons						b		b d				
		% within column	9%	4%	11%	8%	11%	9%	11%	8%	10%	8%	11%	9%
Online collection and delivery services, i.e. organised pick-up from home		Weighted counts	32	7	83	71	65	62	178	101	238	14	17	12
		Column Comparisons												
		% within column	5%	5%	11%	10%	7%	9%	11%	8%	10%	11%	8%	8%
Non-Post Office counter services		Weighted counts	17	8	84	88	46	61	180	98	236	19	13	11
		Column Comparisons						b						
		% within column	4%	4%	2%	2%	2%	1%	1%	2%	2%	1%	1%	1%
Other method		Weighted counts	14	6	16	14	11	6	24	23	42	2	2	1
		Column Comparisons	b	b										
		% within column	2%	2%	0%	2%	2%	2%	1%	2%	1%	2%	1%	2%
I don't know		Weighted counts	6	4	3	15	11	12	20	19	34	4	2	2
		Column Comparisons				a	a	a						
		% within column												
Effective Column n		Weighted counts	329	138	641	739	480	501	1,346	1,003	1,509	310	294	249
		Column Comparisons												
Unweighted base			428	179	834	961	624	652	1,750	1,304	1,962	403	382	324
Weighted base			353	160	755	905	612	679	1,696	1,236	2,478	175	162	135
Columns			D	E	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3071; total n = 6467; effective sample size = 2362 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size ( $<50$ )

Part 2 of 3

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks		
		Rurality		
		Urban	Rural	Unkn-own
QD6: And how did you send these parcels?				
<b>At a Post Office, using Royal Mail or Parcelforce over the counter services</b>	<i>% within column</i>	81%	81%	73%
	<i>Weighted counts</i>	1,536	809	47
	<i>Column Comparisons</i>			
<b>Royal Mail postbox (using stamps)</b>	<i>% within column</i>	26%	22%	32%
	<i>Weighted counts</i>	490	220	21
	<i>Column Comparisons</i>			
<b>Online collection and delivery services, i.e. organised pick-up from home</b>	<i>% within column</i>	9%	10%	13%
	<i>Weighted counts</i>	169	104	8
	<i>Column Comparisons</i>			
<b>Non-Post Office counter services</b>	<i>% within column</i>	10%	8%	9%
	<i>Weighted counts</i>	189	83	6
	<i>Column Comparisons</i>			
<b>Other method</b>	<i>% within column</i>	1%	2%	3%
	<i>Weighted counts</i>	25	20	2
	<i>Column Comparisons</i>			
<b>I don't know</b>	<i>% within column</i>	1%	2%	0%
	<i>Weighted counts</i>	26	15	0
	<i>Column Comparisons</i>			
<b>Effective Column n</b>	<i>% within column</i>			
	<i>Weighted counts</i>	1,435	881	46
	<i>Column Comparisons</i>			
<b>Unweighted base</b>		1,866	1,145	60
<b>Weighted base</b>		1,892	993	65
<b>Columns</b>		A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3071; total n = 6467; effective sample size = 2362 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z, A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)



# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks																	
		Method-ology			Quarter				Gender		Age				SEG				
QD7: And why did you (sometimes) choose not to use a postbox or Royal Mail / Parcelforce over the counter services at a Post Office to send your parcel/s?		Total	CAPI	Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE
Lower cost of postage	% within column	42%	32%	45%	44%	50%	39%	37%	45%	39%	39%	43%	44%	42%	**	39%	41%	51%	41%
	Weighted counts	228	34	194	42	76	50	60	124	104	27	104	66	24		61	64	56	46
	Column Comparisons	-		a															
More convenient for me to have the parcel collected	% within column	25%	8%	29%	20%	30%	19%	27%	24%	26%	19%	24%	26%	32%	**	24%	21%	33%	24%
	Weighted counts	134	9	126	19	46	25	44	67	68	13	59	38	19		38	33	37	27
	Column Comparisons	-		A															
More convenient for me to drop the parcel off	% within column	22%	17%	23%	21%	22%	25%	18%	21%	22%	19%	21%	24%	21%	**	25%	18%	20%	22%
	Weighted counts	116	18	98	20	33	32	30	59	57	13	50	36	12		40	29	22	25
	Column Comparisons	-																	
Better ability to track the delivery	% within column	19%	9%	22%	9%	21%	21%	21%	19%	18%	28%	18%	17%	18%	**	23%	20%	14%	17%
	Weighted counts	102	9	93	8	32	27	34	54	49	19	44	25	11		36	31	16	19
	Column Comparisons	-		a		a	a	a											
Quicker delivery	% within column	15%	9%	17%	17%	16%	16%	14%	15%	15%	16%	19%	9%	12%	**	15%	12%	21%	15%
	Weighted counts	83	9	74	17	24	20	22	43	41	11	47	14	7		24	19	24	17
	Column Comparisons	-		a															
Parcel less likely to get lost	% within column	13%	7%	14%	9%	13%	11%	17%	11%	15%	15%	14%	12%	10%	**	12%	15%	12%	13%
	Weighted counts	70	8	62	8	19	14	28	30	40	11	34	18	6		19	23	13	15
	Column Comparisons	-																	
More convenient for the recipient to take the delivery	% within column	14%	18%	13%	8%	8%	23%	16%	15%	13%	8%	15%	16%	8%	**	14%	19%	9%	12%
	Weighted counts	75	20	55	8	12	30	26	41	34	6	37	24	5		23	29	10	14
	Column Comparisons	-					a b												
Guarantee that the parcel would arrive intact	% within column	10%	15%	9%	4%	10%	14%	10%	10%	10%	15%	11%	8%	4%	**	11%	9%	12%	9%
	Weighted counts	54	16	38	4	15	18	17	28	27	10	28	13	2		17	14	13	11
	Column Comparisons	-																	
Lower cost of insurance	% within column	9%	2%	11%	6%	8%	11%	10%	10%	8%	5%	12%	5%	11%	**	10%	6%	8%	12%
	Weighted counts	48	2	46	5	12	15	16	27	21	4	30	8	6		16	9	8	14
	Column Comparisons	-		a															
Guarantee that the parcel would arrive on time	% within column	12%	21%	9%	4%	8%	16%	17%	15%	8%	19%	13%	6%	12%	**	11%	11%	13%	12%
	Weighted counts	63	23	40	4	12	20	27	42	21	13	32	9	7		17	17	15	14
	Column Comparisons	-	b				a	a	b										
Ability to select an express service	% within column	10%	18%	8%	4%	8%	13%	12%	12%	7%	16%	11%	5%	8%	**	13%	11%	5%	7%
	Weighted counts	52	19	33	4	12	17	19	32	20	11	27	8	5		21	18	5	8
	Column Comparisons	-	b																

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 570; total n = 6467; effective sample size = 451 (79%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 4

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks								
		Working status		UK nation				Rurality		
		Work- ing	Not work- ing	NET: Eng- and	NET: Scot- and	Wal- es	Nort- hern Irel- and	Urb- an	Rural	Unkn- own
QD7: And why did you (sometimes) choose not to use a postbox or Royal Mail / Parcelforce over the counter services at a Post Office to send your parcel/s?										
Lower cost of postage	% within column	40%	46%	42%	31%	54%	50%	40%	46%	**
	Weighted counts	135	93	192	10	16	11	139	86	
	Column Comparisons									
More convenient for me to have the parcel collected	% within column	24%	25%	25%	24%	22%	25%	26%	23%	**
	Weighted counts	82	50	115	8	6	5	91	44	
	Column Comparisons									
More convenient for me to drop the parcel off	% within column	21%	23%	22%	17%	13%	32%	23%	19%	**
	Weighted counts	70	46	100	5	4	7	78	36	
	Column Comparisons									
Better ability to track the delivery	% within column	19%	20%	19%	15%	25%	19%	18%	20%	**
	Weighted counts	63	39	86	5	7	4	64	38	
	Column Comparisons									
Quicker delivery	% within column	16%	16%	16%	9%	17%	8%	18%	11%	**
	Weighted counts	52	31	74	3	5	2	63	20	
	Column Comparisons									
Parcel less likely to get lost	% within column	13%	13%	14%	9%	11%	7%	15%	10%	**
	Weighted counts	44	26	63	3	3	1	51	19	
	Column Comparisons									
More convenient for the recipient to take the delivery	% within column	14%	14%	14%	8%	13%	17%	14%	13%	**
	Weighted counts	46	29	65	3	4	4	50	25	
	Column Comparisons									
Guarantee that the parcel would arrive intact	% within column	12%	8%	10%	9%	10%	11%	12%	7%	**
	Weighted counts	39	15	46	3	3	2	42	12	
	Column Comparisons									
Lower cost of insurance	% within column	10%	7%	9%	4%	11%	10%	11%	6%	**
	Weighted counts	34	14	42	1	3	2	37	12	
	Column Comparisons									
Guarantee that the parcel would arrive on time	% within column	12%	11%	12%	9%	12%	4%	15%	6%	**
	Weighted counts	42	21	56	3	4	1	52	11	
	Column Comparisons							b		

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 570; total n = 6467; effective sample size = 451 (79%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks																	
		Method-ology			Quarter				Gender		Age					SEG			
QD7: And why did you (sometimes) choose not to use a postbox or Royal Mail / Parcelforce over the counter services at a Post Office to send your parcel/s?		Total	CAPI	Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE
Ability to select an express service	% within column	10%	18%	8%	4%	8%	13%	12%	12%	7%	16%	11%	5%	8%	**	13%	11%	5%	7%
	Weighted counts	52	19	33	4	12	17	19	32	20	11	27	8	5		21	18	5	8
	Column Comparisons	-	b																
Ability to set a specific date/time for delivery	% within column	9%	8%	10%	5%	7%	14%	10%	11%	8%	9%	12%	8%	4%	**	5%	7%	10%	17%
	Weighted counts	50	9	41	5	11	18	16	29	21	6	29	12	2		8	11	11	20
	Column Comparisons	-																	a b
Recommended by others	% within column	6%	4%	7%	2%	3%	7%	11%	6%	6%	11%	7%	5%	3%	**	7%	7%	3%	8%
	Weighted counts	34	5	30	2	5	10	17	17	17	7	18	8	2		11	11	3	9
	Column Comparisons	-																	
Other	% within column	10%	14%	9%	14%	9%	9%	8%	10%	9%	2%	5%	12%	27%	**	13%	10%	5%	9%
	Weighted counts	53	15	38	13	15	11	14	28	25	2	13	17	16		20	16	6	11
	Column Comparisons	-												A B c					
Effective Column n		451	55	396	83	129	105	135	226	226	52	179	143	59	18	142	134	91	85
Unweighted base		570	70	500	105	163	132	170	285	285	66	226	181	74	23	179	169	115	107
Weighted base		539	107	432	95	153	128	164	276	263	70	242	148	58	21	158	155	111	114
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 570; total n = 6467; effective sample size = 451 (79%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 3 of 4

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks								
		Working status		UK nation			Rurality			
		Work- ing	Not work- ing	NET: Eng- and	NET: Scotl- and	Wal- es	Nort- hern Irel- and	Urb- an	Rural	Unkn- own
QD7: And why did you (sometimes) choose not to use a postbox or Royal Mail / Parcelforce over the counter services at a Post Office to send your parcel/s?		10%	9%	10%	7%	5%	9%	11%	7%	**
Ability to select an express service	% within column	10%	9%	10%	7%	5%	9%	11%	7%	**
	Weighted counts	34	18	46	2	1	2	39	13	
	Column Comparisons									
Ability to set a specific date/time for delivery	% within column	8%	11%	10%	6%	7%	7%	11%	7%	**
	Weighted counts	28	22	44	2	2	1	37	13	
	Column Comparisons									
Recommended by others	% within column	8%	4%	6%	13%	4%	8%	7%	5%	**
	Weighted counts	27	8	27	4	1	2	25	10	
	Column Comparisons									
Other	% within column	8%	13%	9%	12%	16%	9%	9%	11%	**
	Weighted counts	25	27	42	4	5	2	31	21	
	Column Comparisons		a							
Effective Column n	% within column									
	Weighted counts	274	176	295	60	53	43	277	171	3
	Column Comparisons									
Unweighted base		346	222	373	76	67	54	350	216	4
Weighted base		337	200	456	32	29	22	347	188	4
Columns		A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 570; total n = 6467; effective sample size = 451 (79%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks														
		Methodology			Quarter				Gender		Age					SEG
QD8: Thinking of the parcels that you've sent in the last month, how was the postage paid for?		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
I paid for the postage	% within column	91%	93%	91%	92%	90%	92%	91%	92%	91%	89%	92%	93%	88%	89%	92%
	Weighted counts	2,691	797	1,894	551	694	684	762	1,293	1,398	361	954	924	311	142	692
	Column Comparisons	-														
I used a pre-paid returns label	% within column	14%	13%	15%	12%	13%	15%	16%	13%	15%	18%	15%	13%	13%	13%	14%
	Weighted counts	420	108	312	73	103	114	130	182	237	72	151	129	47	21	108
	Column Comparisons	-														
I don't know	% within column	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	4%	4%	1%
	Weighted counts	44	14	30	9	14	9	12	22	22	6	8	12	12	6	11
	Column Comparisons	-												b c	b	
Effective Column n	% within column															
	Weighted counts	2,362	419	1,943	480	609	602	671	1,129	1,233	288	771	835	329	138	641
	Column Comparisons															
Unweighted base		3,071	545	2,526	624	792	783	872	1,468	1,603	375	1,003	1,086	428	179	834
Weighted base		2,951	859	2,092	599	772	745	835	1,408	1,543	406	1,034	998	353	160	755
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3071; total n = 6467; effective sample size = 2362 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
		C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
QD8: Thinking of the parcels that you've sent in the last month, how was the postage paid for?													
I paid for the postage	% within column	91%	90%	92%	92%	90%	91%	91%	90%	93%	91%	91%	92%
	Weighted counts	824	548	627	1,558	1,117	2,260	159	147	125	1,730	902	60
	Column Comparisons												
I used a pre-paid returns label	% within column	16%	16%	11%	14%	14%	14%	14%	16%	17%	15%	13%	18%
	Weighted counts	143	96	72	245	173	345	25	26	23	277	131	12
	Column Comparisons	d	d										
I don't know	% within column	2%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%	1%
	Weighted counts	14	8	11	21	21	37	3	2	2	20	23	1
	Column Comparisons											a	
Effective Column n	% within column												
	Weighted counts	739	480	501	1,346	1,003	1,509	310	294	249	1,435	881	46
	Column Comparisons												
Unweighted base		961	624	652	1,750	1,304	1,962	403	382	324	1,866	1,145	60
Weighted base		905	612	679	1,696	1,236	2,478	175	162	135	1,892	993	65
Columns		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3071; total n = 6467; effective sample size = 2362 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (≤50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
		Methodology			Quarter				Gender		Age				
QD9: Which, if any of these Royal Mail products have you used to send parcels in the last month?		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+
Royal Mail Small Parcel 1st class: Signed For	% within column	33%	37%	32%	33%	34%	35%	33%	38%	30%	44%	40%	32%	15%	17%
	Weighted counts	988	320	667	196	260	258	274	532	456	180	409	318	54	27
	Column Comparisons	-	b						B		C D E	c D E	D E		
Royal Mail Small Parcel 1st class: Not Signed For	% within column	33%	35%	32%	32%	31%	36%	33%	30%	36%	26%	35%	35%	35%	28%
	Weighted counts	979	302	678	190	240	270	279	421	558	104	358	347	125	45
	Column Comparisons	-								a		a	a	a	
Royal Mail Small Parcel 2nd class: Signed For	% within column	15%	9%	18%	15%	15%	15%	15%	17%	13%	20%	19%	13%	6%	10%
	Weighted counts	446	79	366	92	114	113	127	238	207	82	197	129	21	17
	Column Comparisons	-		A					b		c D e	c D e	d		
Royal Mail Small Parcel 2nd class: Not Signed For	% within column	34%	21%	40%	31%	32%	37%	36%	32%	36%	35%	33%	32%	40%	37%
	Weighted counts	1,008	179	829	185	249	274	299	447	560	143	345	321	141	59
	Column Comparisons	-		A						a					
Royal Mail Medium Parcel 1st class : Signed For	% within column	17%	16%	17%	17%	14%	18%	18%	19%	15%	26%	19%	15%	10%	8%
	Weighted counts	500	134	366	104	112	132	152	271	229	105	196	151	35	13
	Column Comparisons	-							b		b C D E	D e	d e		
Royal Mail Medium Parcel 1st class : Not Signed For	% within column	17%	14%	18%	18%	15%	17%	16%	16%	17%	16%	17%	17%	17%	16%
	Weighted counts	491	119	372	109	117	127	137	230	261	66	172	168	60	25
	Column Comparisons	-		a											
Royal Mail Medium Parcel 2nd class: Signed For	% within column	9%	4%	11%	8%	9%	10%	9%	9%	9%	15%	12%	7%	4%	4%
	Weighted counts	267	36	231	46	69	77	76	134	134	59	123	66	13	6
	Column Comparisons	-		A							C D e	C D e			
Royal Mail Medium Parcel 2nd class: Not Signed For	% within column	18%	11%	20%	17%	18%	18%	18%	18%	18%	21%	18%	17%	17%	17%
	Weighted counts	526	98	428	100	141	137	148	251	275	84	189	165	61	27
	Column Comparisons	-		A											
Royal Mail Special Delivery: Guaranteed next day by 9am	% within column	8%	10%	8%	7%	9%	8%	9%	10%	7%	13%	11%	6%	2%	4%
	Weighted counts	241	84	157	41	66	62	72	141	101	53	113	62	6	7
	Column Comparisons	-							b		C D e	c D e	d		
Royal Mail Special Delivery: Guaranteed next day by 1pm	% within column	10%	8%	11%	9%	10%	10%	10%	10%	10%	12%	14%	8%	4%	5%
	Weighted counts	293	69	224	53	77	78	85	135	158	47	144	80	14	8
	Column Comparisons	-		a							D	C D e	d		
Other	% within column	1%	0%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	2%
	Weighted counts	36	0	36	7	8	8	14	15	21	2	9	13	8	3
	Column Comparisons	-		A											

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3071; total n = 6467; effective sample size = 2362 (77%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 4

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG				Working status		UK nation				Rurality		
								NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
QD9: Which, if any of these Royal Mail products have you used to send parcels in the last month?		AB	C1	C2	DE	Work- ing	Not working							
Royal Mail Small Parcel 1st class: Signed For	% within column	36%	34%	33%	31%	40%	25%	34%	25%	27%	34%	36%	29%	35%
	Weighted counts	269	303	203	213	671	309	854	44	43	46	673	293	23
	Column Comparisons					B						b		
Royal Mail Small Parcel 1st class: Not Signed For	% within column	32%	35%	33%	33%	34%	33%	33%	35%	34%	35%	32%	36%	22%
	Weighted counts	240	317	201	221	569	403	816	61	55	47	607	357	15
	Column Comparisons													
Royal Mail Small Parcel 2nd class: Signed For	% within column	13%	14%	17%	16%	16%	13%	15%	15%	14%	15%	16%	14%	25%
	Weighted counts	101	128	106	110	278	166	376	26	23	21	295	135	16
	Column Comparisons					b								b
Royal Mail Small Parcel 2nd class: Not Signed For	% within column	34%	35%	35%	33%	34%	35%	34%	34%	36%	38%	34%	35%	27%
	Weighted counts	255	320	213	221	577	427	839	59	58	51	641	349	18
	Column Comparisons													
Royal Mail Medium Parcel 1st class : Signed For	% within column	16%	16%	18%	18%	19%	13%	17%	15%	16%	12%	18%	15%	19%
	Weighted counts	122	141	112	125	330	167	430	26	27	17	336	151	13
	Column Comparisons					B								
Royal Mail Medium Parcel 1st class : Not Signed For	% within column	16%	17%	20%	15%	17%	16%	16%	18%	22%	18%	17%	16%	12%
	Weighted counts	120	150	120	102	293	194	398	32	36	24	322	161	8
	Column Comparisons													
Royal Mail Medium Parcel 2nd class: Signed For	% within column	10%	7%	11%	10%	11%	7%	9%	9%	7%	7%	10%	8%	8%
	Weighted counts	72	60	66	69	182	84	230	16	12	9	183	79	5
	Column Comparisons					b								
Royal Mail Medium Parcel 2nd class: Not Signed For	% within column	17%	18%	20%	17%	18%	18%	17%	23%	19%	20%	18%	18%	21%
	Weighted counts	129	162	120	115	307	218	429	41	30	26	336	177	14
	Column Comparisons													
Royal Mail Special Delivery: Guaranteed next day by 9am	% within column	10%	9%	8%	6%	10%	5%	9%	6%	7%	2%	9%	5%	13%
	Weighted counts	73	78	47	43	177	63	218	10	11	3	178	54	9
	Column Comparisons					B						b		b
Royal Mail Special Delivery: Guaranteed next day by 1pm	% within column	11%	7%	11%	11%	12%	7%	10%	9%	6%	9%	11%	8%	8%
	Weighted counts	82	68	70	73	204	89	255	15	10	13	211	76	5
	Column Comparisons					B						b		
Other	% within column	1%	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%	1%	3%
	Weighted counts	8	9	11	8	13	22	29	3	2	1	20	14	2
	Column Comparisons						a							

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3071; total n = 6467; effective sample size = 2362 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 4



## Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
		Methodology			Quarter				Gender		Age				
QD9: Which, if any of these Royal Mail products have you used to send parcels in the last month?		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+
I don't remember the name of the Royal Mail product(s)	% within column	2%	2%	3%	2%	2%	4%	1%	3%	2%	4%	2%	2%	2%	4%
	Weighted counts	73	19	54	15	19	27	12	43	29	15	26	19	8	6
	Column Comparisons	-													
None of the above	% within column	6%	7%	5%	5%	7%	5%	6%	6%	6%	5%	5%	6%	8%	8%
	Weighted counts	173	59	114	29	56	36	53	87	87	22	54	55	28	13
	Column Comparisons	-													
NET: Small Parcel	% within column	83%	80%	85%	83%	81%	85%	84%	83%	83%	84%	86%	84%	77%	75%
	Weighted counts	2,454	685	1,769	497	623	634	699	1,173	1,281	342	886	835	271	121
	Column Comparisons	-		a							d	d e	d e		
NET: Medium Parcel	% within column	42%	33%	46%	44%	38%	44%	43%	44%	41%	46%	43%	42%	40%	35%
	Weighted counts	1,242	285	957	264	292	325	362	616	627	187	440	420	139	57
	Column Comparisons	-		A											
NET: 1st class	% within column	68%	74%	66%	70%	67%	70%	67%	69%	67%	69%	73%	69%	60%	51%
	Weighted counts	2,012	632	1,380	417	518	522	555	971	1,041	282	752	687	211	81
	Column Comparisons	-	B								d E	D E	d E		
NET: 2nd class	% within column	51%	33%	59%	49%	48%	55%	53%	51%	52%	56%	53%	47%	53%	54%
	Weighted counts	1,511	280	1,232	292	372	407	440	715	796	228	548	464	185	86
	Column Comparisons	-		A							c	c			
NET: Signed For	% within column	45%	47%	45%	46%	45%	47%	44%	50%	41%	59%	51%	44%	25%	29%
	Weighted counts	1,340	404	936	275	348	349	368	707	633	241	527	438	88	47
	Column Comparisons	-							B		b C D E	c D E	D e		
NET: Not Signed For	% within column	62%	54%	65%	59%	59%	66%	61%	58%	65%	55%	60%	62%	71%	62%
	Weighted counts	1,816	463	1,352	356	458	491	511	819	997	223	618	623	252	99
	Column Comparisons	-		A						a			a	A b c	
NET: Special Delivery	% within column	17%	16%	18%	15%	18%	18%	18%	19%	16%	24%	23%	14%	6%	9%
	Weighted counts	508	141	366	88	136	134	149	261	247	97	241	135	20	15
	Column Comparisons	-									C D E	C D E	D		
Effective Column n															
		2,362	419	1,943	480	609	602	671	1,129	1,233	288	771	835	329	138
		Column Comparisons													
Unweighted base		3,071	545	2,526	624	792	783	872	1,468	1,603	375	1,003	1,086	428	179
Weighted base		2,951	859	2,092	599	772	745	835	1,408	1,543	406	1,034	998	353	160

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3071; total n = 6467; effective sample size = 2362 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG				Working status		UK nation			Rurality			
		AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
QD9: Which, if any of these Royal Mail products have you used to send parcels in the last month?	% within column	3%	2%	2%	3%	2%	3%	3%	2%	2%	3%	3%	2%	2%
	Weighted counts	21	16	14	21	29	42	62	4	3	3	49	22	2
	Column Comparisons						a							
I don't remember the name of the Royal Mail product(s)	% within column	5%	6%	5%	7%	6%	6%	7%	7%	5%	5%	7%	9%	
	Weighted counts	41	52	32	49	94	79	144	12	12	6	99	68	6
	Column Comparisons													
None of the above	% within column	83%	86%	82%	81%	86%	79%	84%	79%	80%	86%	84%	82%	81%
	Weighted counts	624	779	502	549	1,460	980	2,071	137	129	117	1,588	814	53
	Column Comparisons					B					b			
NET: Small Parcel	% within column	40%	39%	49%	43%	44%	40%	42%	47%	48%	40%	42%	41%	44%
	Weighted counts	305	351	298	289	744	491	1,029	82	77	54	803	410	29
	Column Comparisons			a b		b								
NET: Medium Parcel	% within column	67%	70%	71%	65%	73%	61%	68%	65%	70%	70%	69%	67%	60%
	Weighted counts	508	630	433	441	1,240	757	1,690	114	113	95	1,311	662	39
	Column Comparisons					B								
NET: 1st class	% within column	50%	51%	55%	51%	51%	52%	51%	54%	53%	55%	51%	51%	57%
	Weighted counts	376	457	334	345	866	641	1,257	95	85	74	966	508	37
	Column Comparisons													
NET: 2nd class	% within column	45%	44%	48%	45%	51%	38%	46%	38%	41%	46%	48%	41%	51%
	Weighted counts	343	398	295	304	865	466	1,145	66	67	62	904	403	33
	Column Comparisons					B						b		
NET: Signed For	% within column	62%	64%	61%	59%	61%	63%	61%	66%	65%	61%	60%	65%	49%
	Weighted counts	465	579	372	400	1,032	774	1,512	116	105	83	1,136	648	32
	Column Comparisons												a c	
NET: Not Signed For	% within column	19%	15%	19%	16%	21%	12%	18%	14%	12%	12%	19%	13%	20%
	Weighted counts	143	140	115	110	358	149	449	24	19	16	366	129	13
	Column Comparisons					B						B		
NET: Special Delivery	% within column													
	Weighted counts													
	Column Comparisons													
Effective Column n	% within column													
	Weighted counts	641	739	480	501	1,346	1,003	1,509	310	294	249	1,435	881	46
	Column Comparisons													
Unweighted base	% within column													
	Weighted counts	834	961	624	652	1,750	1,304	1,962	403	382	324	1,866	1,145	60
	Column Comparisons													
Weighted base	% within column													
	Weighted counts	755	905	612	679	1,696	1,236	2,478	175	162	135	1,892	993	65
	Column Comparisons													

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3071; total n = 6467; effective sample size = 2362 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

QD9: Which, if any of these Royal Mail products have you used to send parcels in the last month?	Crossbreaks													
	Methodology			Quarter				Gender		Age				
	Total	CAPI	Online	Q1	Q2	Q3	Q4	Male	Female	16-24	25-44	45-64	65-74	75+
				2016	2016	2016	2016			years	years	years	years	
Columns	A	A	B	A	B	C	D	A	B	A	B	C	D	E

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3071; total n = 6467; effective sample size = 2362 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 5 of 4

Ofcom Residential Postal Tracker (January - December 2016)

QD9: Which, if any of these Royal Mail products have you used to send parcels in the last month?	Crossbreaks												
	SEG				Working status		UK nation				Rurality		
	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
	A	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3071; total n = 6467; effective sample size = 2362 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 6 of 4

# Ofcom Residential Postal Tracker (January - December 2016)

Crossbreaks														
		Methodology			Quarter				Gender		Age			
QD10: When sending your parcels, which of the following factors do you generally take into consideration when choosing a postal provider?		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
Cost of postage	% within column	61%	42%	69%	60%	61%	**	**	57%	64%	62%	61%	61%	56%
	Weighted counts	834	176	657	362	471			367	467	115	301	269	99
	Column Comparisons	-		A						a				
Speed of delivery	% within column	47%	58%	42%	45%	49%	**	**	49%	45%	58%	50%	48%	33%
	Weighted counts	647	243	404	270	377			318	329	107	244	213	58
	Column Comparisons	-	B								D E	d e	d e	
Convenience for me to drop the parcel off	% within column	35%	24%	40%	38%	33%	**	**	35%	35%	26%	31%	39%	46%
	Weighted counts	482	102	380	225	252			226	256	48	150	172	80
	Column Comparisons	-		A									a b	a b
Ability to track the delivery	% within column	36%	30%	38%	34%	37%	**	**	34%	37%	39%	35%	36%	39%
	Weighted counts	490	124	365	204	285			220	269	72	170	156	68
	Column Comparisons	-		a										
Guarantee that the parcel will arrive intact	% within column	34%	25%	38%	35%	34%	**	**	32%	36%	38%	30%	35%	40%
	Weighted counts	471	106	365	207	264			209	262	70	147	155	70
	Column Comparisons	-		A										
Guarantee that the parcel will arrive on time	% within column	30%	24%	33%	30%	31%	**	**	30%	31%	37%	29%	30%	29%
	Weighted counts	419	102	317	178	242			191	229	69	143	132	51
	Column Comparisons	-		a										
Convenience for the recipient to take the delivery	% within column	25%	39%	19%	25%	25%	**	**	23%	27%	22%	20%	31%	29%
	Weighted counts	347	163	184	149	196			150	197	41	99	135	51
	Column Comparisons	-	B										b	
Cost of insurance	% within column	11%	10%	11%	10%	11%	**	**	12%	10%	10%	12%	11%	9%
	Weighted counts	148	41	106	60	88			75	73	19	57	49	16
	Column Comparisons	-												
Ability to set a specific date/time for delivery	% within column	9%	7%	10%	9%	9%	**	**	8%	10%	12%	10%	8%	6%
	Weighted counts	124	30	94	52	72			50	74	22	48	37	10
	Column Comparisons	-												
Convenience to have the operator pick the parcel up from me	% within column	9%	8%	10%	8%	10%	**	**	9%	9%	8%	9%	9%	11%
	Weighted counts	125	33	92	47	79			59	67	16	42	40	20
	Column Comparisons	-												
Ability to select an express service	% within column	9%	12%	8%	10%	9%	**	**	10%	9%	12%	8%	10%	10%
	Weighted counts	130	50	80	59	71			63	67	22	39	43	18
	Column Comparisons	-												

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1419; total n = 6467; effective sample size = 1085 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 6

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation				Rurality	
QD10: When sending your parcels, which of the following factors do you generally take into consideration when choosing a postal provider?		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
Cost of postage	% within column	59%	58%	65%	55%	63%	59%	63%	60%	56%	63%	73%	61%	59%
	Weighted counts	50	238	258	154	184	460	369	697	48	46	43	531	265
	Column Comparisons											b		
Speed of delivery	% within column	29%	46%	50%	42%	49%	50%	44%	47%	46%	43%	46%	49%	44%
	Weighted counts	25	185	198	120	143	385	259	549	39	31	27	427	199
	Column Comparisons													
Convenience for me to drop the parcel off	% within column	38%	40%	33%	36%	29%	31%	40%	34%	40%	44%	37%	33%	39%
	Weighted counts	32	165	131	102	84	240	233	394	34	32	22	283	175
	Column Comparisons		d					a						
Ability to track the delivery	% within column	28%	40%	34%	32%	35%	38%	33%	35%	40%	41%	39%	36%	35%
	Weighted counts	24	162	135	90	102	291	193	403	34	30	23	312	157
	Column Comparisons													
Guarantee that the parcel will arrive intact	% within column	34%	35%	37%	32%	31%	32%	36%	34%	36%	37%	41%	34%	34%
	Weighted counts	29	144	145	91	91	251	213	389	31	27	24	293	154
	Column Comparisons													
Guarantee that the parcel will arrive on time	% within column	27%	31%	29%	28%	33%	31%	31%	31%	31%	27%	31%	33%	27%
	Weighted counts	23	127	116	79	97	237	180	355	26	20	19	283	119
	Column Comparisons													
Convenience for the recipient to take the delivery	% within column	26%	29%	24%	24%	23%	25%	25%	25%	26%	21%	25%	25%	26%
	Weighted counts	22	118	94	67	68	193	148	295	22	15	15	215	117
	Column Comparisons													
Cost of insurance	% within column	6%	13%	10%	10%	10%	11%	10%	11%	12%	13%	5%	12%	9%
	Weighted counts	5	51	39	28	29	86	59	125	10	9	3	101	39
	Column Comparisons													
Ability to set a specific date/time for delivery	% within column	9%	11%	9%	7%	9%	10%	7%	9%	9%	7%	6%	10%	7%
	Weighted counts	7	43	35	19	26	80	43	108	8	5	4	89	30
	Column Comparisons													
Convenience to have the operator pick the parcel up from me	% within column	10%	10%	10%	7%	9%	9%	9%	9%	6%	9%	7%	9%	8%
	Weighted counts	9	42	38	19	27	71	50	110	5	6	4	82	37
	Column Comparisons													
Ability to select an express service	% within column	10%	10%	11%	7%	9%	9%	9%	10%	9%	9%	7%	10%	8%
	Weighted counts	9	41	42	19	28	73	52	111	8	7	4	90	36
	Column Comparisons													

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1419; total n = 6467; effective sample size = 1085 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 6

## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
QD10: When sending your parcels, which of the following factors do you generally take into consideration when choosing a postal provider?		Unkn-own
<b>Cost of postage</b>	% within column	60%
	Weighted counts	37
	Column Comparisons	
<b>Speed of delivery</b>	% within column	33%
	Weighted counts	21
	Column Comparisons	
<b>Convenience for me to drop the parcel off</b>	% within column	38%
	Weighted counts	24
	Column Comparisons	
<b>Ability to track the delivery</b>	% within column	33%
	Weighted counts	21
	Column Comparisons	
<b>Guarantee that the parcel will arrive intact</b>	% within column	38%
	Weighted counts	24
	Column Comparisons	
<b>Guarantee that the parcel will arrive on time</b>	% within column	28%
	Weighted counts	18
	Column Comparisons	
<b>Convenience for the recipient to take the delivery</b>	% within column	25%
	Weighted counts	16
	Column Comparisons	
<b>Cost of insurance</b>	% within column	11%
	Weighted counts	7
	Column Comparisons	
<b>Ability to set a specific date/time for delivery</b>	% within column	8%
	Weighted counts	5
	Column Comparisons	
<b>Convenience to have the operator pick the parcel up from me</b>	% within column	11%
	Weighted counts	7
	Column Comparisons	
<b>Ability to select an express service</b>	% within column	6%
	Weighted counts	4
		Column Comparisons

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1419; total n = 6467; effective sample size = 1085 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Methodology			Quarter				Gender		Age			
QD10: When sending your parcels, which of the following factors do you generally take into consideration when choosing a postal provider?		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
Recommendation of others	% within column	4%	1%	5%	4%	4%	**	**	3%	4%	6%	5%	4%	1%
	Weighted counts	53	6	47	22	31			20	33	12	22	16	2
	Column Comparisons	-		a										
None of the above	% within column	4%	2%	4%	4%	3%	**	**	4%	4%	5%	3%	2%	6%
	Weighted counts	49	9	40	26	23			23	26	10	13	9	11
	Column Comparisons	-												
Effective Column n	% within column													
	Weighted counts	1,085	201	884	477	605	2	0	520	565	135	347	372	162
	Column Comparisons													
Unweighted base		1,419	263	1,156	624	792	3	0	680	739	176	454	487	212
Weighted base		1,376	419	957	599	772	5	0	645	731	186	491	439	176
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1419; total n = 6467; effective sample size = 1085 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 4 of 6



# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation			Rurality		
QD10: When sending your parcels, which of the following factors do you generally take into consideration when choosing a postal provider?		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
Recommendation of others	% within column	1%	3%	5%	4%	3%	5%	3%	4%	5%	3%	3%	4%	3%
	Weighted counts	1	14	19	11	8	36	17	45	4	2	2	33	15
	Column Comparisons													
None of the above	% within column	7%	4%	2%	5%	4%	3%	4%	4%	2%	3%	3%	4%	4%
	Weighted counts	6	14	7	14	13	21	26	43	2	2	2	31	16
	Column Comparisons													
Effective Column n	% within column													
	Weighted counts	69	327	327	217	213	596	481	694	151	128	112	634	407
	Column Comparisons													
Unweighted base		90	428	428	284	279	780	629	908	197	168	146	829	532
Weighted base		85	407	395	282	293	774	589	1,159	85	72	60	865	448
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1419; total n = 6467; effective sample size = 1085 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 5 of 6

## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
QD10: When sending your parcels, which of the following factors do you generally take into consideration when choosing a postal provider?		Unkn-own
<b>Recommendation of others</b>	<i>% within column</i>	7%
	<i>Weighted counts</i>	4
	<i>Column Comparisons</i>	
<b>None of the above</b>	<i>% within column</i>	2%
	<i>Weighted counts</i>	2
	<i>Column Comparisons</i>	
<b>Effective Column n</b>	<i>% within column</i>	
	<i>Weighted counts</i>	44
	<i>Column Comparisons</i>	
<b>Unweighted base</b>		58
<b>Weighted base</b>		63
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1419; total n = 6467; effective sample size = 1085 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

QD10a: List of factors people consider when sending parcels

		This is a nega- tive to me	Not impor- tant	'Nice to have' but I can live without	'Great to have' - can sway my decis- ion	This is manda- tory to me – a must have	NET: Impor- tant (T- (2B)	Total
<b>Guaranteed delivery to recipient</b>	% within row	1%	4%	18%	41%	37%	78%	<b>100%</b>
	Weighted counts	12	66	311	720	664	1,385	<b>1,773</b>
<b>Proof of postage/dispatch</b>	% within row	1%	4%	17%	39%	39%	78%	<b>100%</b>
	Weighted counts	13	66	309	691	695	1,386	<b>1,773</b>
<b>Same price to send to anywhere within the UK</b>	% within row	1%	4%	18%	45%	32%	77%	<b>100%</b>
	Weighted counts	20	76	315	793	569	1,362	<b>1,773</b>
<b>Low cost</b>	% within row	1%	5%	19%	45%	30%	76%	<b>100%</b>
	Weighted counts	16	83	330	806	538	1,344	<b>1,773</b>
<b>Proof of receipt/delivery</b>	% within row	1%	5%	19%	40%	35%	76%	<b>100%</b>
	Weighted counts	16	87	330	718	622	1,340	<b>1,773</b>
<b>Guarantee that the parcel will arrive on time</b>	% within row	1%	5%	19%	41%	34%	76%	<b>100%</b>
	Weighted counts	11	83	333	735	610	1,345	<b>1,773</b>
<b>Fast delivery</b>	% within row	1%	4%	24%	44%	27%	71%	<b>100%</b>
	Weighted counts	9	77	431	775	481	1,256	<b>1,773</b>
<b>Ability to track the delivery</b>	% within row	1%	6%	24%	43%	27%	69%	<b>100%</b>
	Weighted counts	16	102	425	756	473	1,230	<b>1,773</b>
<b>Convenient options for me to drop the parcel off</b>	% within row	2%	8%	28%	42%	20%	62%	<b>100%</b>
	Weighted counts	36	148	493	746	350	1,096	<b>1,773</b>
<b>Convenient options for the recipient to accept the delivery</b>	% within row	1%	7%	30%	43%	18%	62%	<b>100%</b>
	Weighted counts	18	119	540	771	325	1,096	<b>1,773</b>
<b>Daily collection service</b>	% within row	2%	11%	26%	37%	24%	61%	<b>100%</b>
	Weighted counts	30	202	469	656	417	1,073	<b>1,773</b>
<b>Insurance against damage or loss</b>	% within row	1%	9%	30%	38%	22%	60%	<b>100%</b>
	Weighted counts	25	162	531	672	383	1,055	<b>1,773</b>
<b>Ability to choose an express or next day service</b>	% within row	2%	10%	29%	40%	19%	59%	<b>100%</b>
	Weighted counts	27	174	523	712	337	1,049	<b>1,773</b>

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 21442 (78%)

QD10a: List of factors people consider when sending parcels

		This is a nega- tive to me	Not impor- tant	'Nice to have' but I can live without	'Great to have' - can sway my decis- ion	This is manda- tory to me – a must have	NET: Impor- tant (T- (2B)	Total
Ability to select a specific date/time for delivery	% within row	1%	15%	34%	35%	14%	50%	100%
	Weighted counts	25	262	605	625	256	881	1,773
Convenient options for the operator pick the parcel up from me	% within row	3%	17%	33%	34%	12%	47%	100%
	Weighted counts	60	302	584	609	219	827	1,773

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%)

Ofcom Residential Postal Tracker (January - December 2016)

QD10a_1: List of factors people consider when sending parcels... Low cost			Crossbreaks												
			Methodology			Quarter				Gender		Age			
			Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
This is a negative to me	% within column	1%	1%	**	**	0%	1%	1%	1%	3%	0%	1%	1%		
	Weighted counts	16	6	10		4	13	8	9	6	1	7	1		
	Column Comparisons	-								b					
This is not important to me – don't mind if not offered	% within column	5%	7%	4%	**	**	5%	4%	5%	4%	6%	4%	5%	3%	
	Weighted counts	83	37	46		40	42	43	39	15	24	34	5		
	Column Comparisons	-	b												
This is a 'nice to have', but I can live without it being offered	% within column	19%	21%	18%	**	**	20%	18%	22%	16%	15%	20%	18%	21%	
	Weighted counts	330	103	226		162	167	187	143	37	120	111	44		
	Column Comparisons	-						b							
This is a 'great to have' – makes a difference and can sway my decision	% within column	45%	40%	48%	**	**	45%	46%	47%	44%	41%	48%	43%	50%	
	Weighted counts	806	195	611		368	438	401	405	99	293	270	102		
	Column Comparisons	-		a											
This is mandatory to me – a must have	% within column	30%	31%	30%	**	**	30%	30%	26%	35%	36%	28%	32%	26%	
	Weighted counts	538	151	387		252	287	223	315	87	170	201	54		
	Column Comparisons	-							A						
NET: Important (T2B)	% within column	76%	70%	78%	**	**	75%	77%	72%	79%	76%	76%	76%	76%	
	Weighted counts	1,344	347	998		619	725	624	720	186	463	471	156		
	Column Comparisons	-		a					a						
Effective Column n	% within column														
	Weighted counts	1,442	247	1,194	0	0	677	764	698	743	170	470	520	198	
	Column Comparisons														
Unweighted base		1,860	319	1,541	0	0	874	986	901	959	219	607	671	255	
Weighted base		1,773	493	1,280	0	0	826	948	862	911	244	608	624	207	
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation				Rurality	
		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
QD10a_1: List of factors people consider when sending parcels... Low cost														
This is a negative to me	% within column	0%	1%	1%	2%	1%	1%	1%	1%	1%	0%	0%	1%	1%
	Weighted counts	0	3	3	5	4	7	10	15	1	0	0	11	6
	Column Comparisons													
This is not important to me – don't mind if not offered	% within column	6%	6%	4%	5%	3%	5%	4%	5%	4%	3%	4%	5%	4%
	Weighted counts	5	23	25	19	15	50	31	72	4	3	3	55	27
	Column Comparisons													
This is a 'nice to have', but I can live without it being offered	% within column	20%	24%	16%	19%	16%	19%	19%	19%	19%	20%	15%	20%	16%
	Weighted counts	18	95	95	70	70	190	138	279	19	20	12	230	97
	Column Comparisons		b d											
This is a 'great to have' – makes a difference and can sway my decision	% within column	45%	47%	47%	43%	44%	46%	44%	45%	52%	40%	52%	45%	47%
	Weighted counts	41	184	271	158	194	470	332	670	52	40	43	521	285
	Column Comparisons									c		c		
This is mandatory to me – a must have	% within column	29%	22%	31%	30%	36%	30%	32%	30%	25%	37%	29%	29%	32%
	Weighted counts	26	87	179	111	162	303	235	452	25	38	24	341	197
	Column Comparisons			a	a	A					b			
NET: Important (T2B)	% within column	74%	69%	79%	74%	80%	76%	76%	75%	77%	77%	81%	74%	79%
	Weighted counts	67	270	450	268	356	773	567	1,122	77	78	67	862	482
	Column Comparisons			a		a								
Effective Column n	% within column													
	Weighted counts	84	358	461	291	332	827	608	925	178	186	153	901	539
	Column Comparisons													
Unweighted base		108	462	595	375	428	1,067	784	1,193	230	240	197	1,163	695
Weighted base		91	392	573	363	445	1,020	746	1,488	100	102	83	1,159	612
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
QD10a_1: List of factors people consider when sending parcels... Low cost		Unkn-own
	% within column	**
<b>This is a negative to me</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is not important to me – don't mind if not offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'nice to have', but I can live without it being offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is mandatory to me – a must have</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>NET: Important (T2B)</b>	Weighted counts	
	Column Comparisons	
	% within column	
<b>Effective Column n</b>	Weighted counts	2
	Column Comparisons	
<b>Unweighted base</b>		2
<b>Weighted base</b>		2
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Methodology			Quarter				Gender		Age			
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
QD10a_2: List of factors people consider when sending parcels...	% within column	1%	1%	1%	**	**	0%	1%	1%	1%	2%	1%	1%	0%
Guarantee that the parcel will arrive on time	Weighted counts	11	4	8			3	8	7	5	4	4	4	0
	Column Comparisons	-												
This is a negative to me	% within column	5%	6%	4%	**	**	4%	6%	6%	4%	6%	4%	6%	2%
	Weighted counts	83	28	55			30	53	48	35	14	24	36	4
	Column Comparisons	-												
This is not important to me – don't mind if not offered	% within column	19%	12%	21%	**	**	18%	19%	21%	17%	14%	18%	17%	29%
	Weighted counts	333	61	272			149	184	183	150	35	111	108	59
	Column Comparisons	-		A					b					a b c
This is a 'nice to have', but I can live without it being offered	% within column	41%	30%	46%	**	**	41%	42%	42%	41%	40%	43%	38%	43%
	Weighted counts	735	149	586			340	395	362	373	99	260	239	88
	Column Comparisons	-		A										
This is a 'great to have' – makes a difference and can sway my decision	% within column	34%	51%	28%	**	**	37%	32%	31%	38%	38%	34%	38%	27%
	Weighted counts	610	251	360			303	308	263	347	93	209	236	55
	Column Comparisons	-	B							a	d e	e	d e	
This is mandatory to me – a must have	% within column	76%	81%	74%	**	**	78%	74%	73%	79%	79%	77%	76%	69%
	Weighted counts	1,345	399	946			643	703	625	720	192	469	476	143
	Column Comparisons	-	b							a				
	% within column													
Effective Column n	Weighted counts	1,442	247	1,194	0	0	677	764	698	743	170	470	520	198
	Column Comparisons													
Unweighted base		1,860	319	1,541	0	0	874	986	901	959	219	607	671	255
Weighted base		1,773	493	1,280	0	0	826	948	862	911	244	608	624	207
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3



Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation			Rurality		
		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
QD10a_2: List of factors people consider when sending parcels...														
Guarantee that the parcel will arrive on time														
This is a negative to me	% within column	0%	1%	0%	1%	1%	1%	1%	1%	0%	0%	0%	0%	1%
	Weighted counts	0	3	2	3	3	5	6	11	0	0	0	6	6
	Column Comparisons													
This is not important to me – don't mind if not offered	% within column	6%	4%	4%	5%	6%	5%	4%	5%	6%	3%	3%	4%	5%
	Weighted counts	5	17	22	18	26	49	33	72	6	3	2	50	34
	Column Comparisons													
This is a 'nice to have', but I can live without it being offered	% within column	22%	19%	19%	19%	17%	18%	19%	19%	22%	18%	17%	19%	19%
	Weighted counts	20	76	111	69	77	187	145	278	23	18	14	215	116
	Column Comparisons													
This is a 'great to have' – makes a difference and can sway my decision	% within column	54%	40%	43%	38%	44%	41%	42%	41%	44%	40%	47%	41%	43%
	Weighted counts	49	155	249	137	194	421	311	612	44	41	39	474	261
	Column Comparisons													
This is mandatory to me – a must have	% within column	18%	36%	33%	37%	32%	35%	34%	35%	28%	39%	33%	36%	32%
	Weighted counts	17	141	189	136	144	358	251	515	28	39	28	414	196
	Column Comparisons													
NET: Important (T2B)	% within column	72%	75%	76%	75%	76%	76%	75%	76%	72%	79%	80%	77%	75%
	Weighted counts	66	296	438	273	338	779	562	1,127	72	80	66	888	457
	Column Comparisons													
Effective Column n	% within column													
	Weighted counts	84	358	461	291	332	827	608	925	178	186	153	901	539
	Column Comparisons													
Unweighted base		108	462	595	375	428	1,067	784	1,193	230	240	197	1,163	695
Weighted base		91	392	573	363	445	1,020	746	1,488	100	102	83	1,159	612
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

Cross...		
Rurality		
Unkn- own		
QD10a_2: List of factors people consider when sending parcels...		
Guarantee that the parcel will arrive on time	% within column	**
<b>This is a negative to me</b>	Weighted counts	
	Column Comparisons	
<b>This is not important to me – don't mind if not offered</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>This is a 'nice to have', but I can live without it being offered</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>This is mandatory to me – a must have</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>NET: Important (T2B)</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>Effective Column n</b>	% within column	
	Weighted counts	2
	Column Comparisons	
<b>Unweighted base</b>		2
<b>Weighted base</b>		2
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

			Crossbreaks												
			Methodology			Quarter				Gender		Age			
			Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
QD10a_3: List of factors people consider when sending parcels...															
Ability to track the delivery															
This is a negative to me	% within column	1%	1%	1%	**	**	0%	1%	1%	1%	2%	1%	1%	0%	
	Weighted counts	16	6	11			3	14	6	10	5	4	6	0	
	Column Comparisons	-						c							
This is not important to me – don't mind if not offered	% within column	6%	7%	5%	**	**	7%	5%	7%	5%	8%	5%	7%	4%	
	Weighted counts	102	35	67			56	46	60	42	18	28	42	8	
	Column Comparisons	-													
This is a 'nice to have', but I can live without it being offered	% within column	24%	21%	25%	**	**	24%	24%	26%	22%	21%	24%	22%	30%	
	Weighted counts	425	101	324			198	227	225	200	51	143	136	62	
	Column Comparisons	-													
This is a 'great to have' – makes a difference and can sway my decision	% within column	43%	33%	46%	**	**	43%	42%	41%	45%	37%	42%	43%	50%	
	Weighted counts	756	164	592			358	398	350	406	90	253	268	104	
	Column Comparisons	-		A											
This is mandatory to me – a must have	% within column	27%	38%	22%	**	**	26%	28%	26%	28%	33%	30%	27%	16%	
	Weighted counts	473	187	286			211	262	221	253	80	180	171	32	
	Column Comparisons	-	B								D E	D e	d e		
NET: Important (T2B)	% within column	69%	71%	69%	**	**	69%	70%	66%	72%	69%	71%	71%	66%	
	Weighted counts	1,230	351	879			569	660	571	659	169	433	440	136	
	Column Comparisons	-								a					
Effective Column n	% within column														
	Weighted counts	1,442	247	1,194	0	0	677	764	698	743	170	470	520	198	
	Column Comparisons														
Unweighted base			1,860	319	1,541	0	0	874	986	901	959	219	607	671	255
Weighted base			1,773	493	1,280	0	0	826	948	862	911	244	608	624	207
Columns			A	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation			Rurality		
		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
QD10a_3: List of factors people consider when sending parcels...														
Ability to track the delivery														
This is a negative to me	% within column	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	0%	1%	1%
	Weighted counts	1	2	3	6	5	6	10	14	1	1	0	10	7
	Column Comparisons													
This is not important to me – don't mind if not offered	% within column	7%	5%	5%	8%	5%	7%	4%	6%	3%	7%	4%	6%	6%
	Weighted counts	6	18	31	28	24	67	33	88	3	7	4	67	35
	Column Comparisons													
This is a 'nice to have', but I can live without it being offered	% within column	36%	25%	25%	23%	23%	21%	28%	24%	28%	26%	22%	23%	26%
	Weighted counts	32	97	144	83	102	216	207	353	28	26	18	263	161
	Column Comparisons							a						
This is a 'great to have' – makes a difference and can sway my decision	% within column	46%	43%	43%	40%	43%	44%	41%	43%	44%	42%	45%	42%	45%
	Weighted counts	42	171	247	147	192	448	304	633	44	42	37	483	273
	Column Comparisons													
This is mandatory to me – a must have	% within column	11%	27%	26%	27%	27%	28%	26%	27%	24%	24%	29%	29%	22%
	Weighted counts	10	104	148	99	122	282	191	400	24	25	24	336	137
	Column Comparisons												b	
NET: Important (T2B)	% within column	57%	70%	69%	68%	71%	72%	66%	69%	68%	66%	74%	71%	67%
	Weighted counts	52	275	395	246	314	730	495	1,033	68	67	61	819	410
	Column Comparisons						b							
Effective Column n	% within column													
	Weighted counts	84	358	461	291	332	827	608	925	178	186	153	901	539
	Column Comparisons													
Unweighted base		108	462	595	375	428	1,067	784	1,193	230	240	197	1,163	695
Weighted base		91	392	573	363	445	1,020	746	1,488	100	102	83	1,159	612
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
		Unkn- own
QD10a_3: List of factors people consider when sending parcels...		
Ability to track the delivery		
	% within column	**
<b>This is a negative to me</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is not important to me – don't mind if not offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'nice to have', but I can live without it being offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is mandatory to me – a must have</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>NET: Important (T2B)</b>	Weighted counts	
	Column Comparisons	
	% within column	
<b>Effective Column n</b>	Weighted counts	2
	Column Comparisons	
<b>Unweighted base</b>		2
<b>Weighted base</b>		2
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

QD10a_4: List of factors people consider when sending parcels...		Crossbreaks												
		Methodology			Quarter				Gender		Age			
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
Ability to choose an express or next day service	% within column	2%	1%	2%	**	**	1%	2%	2%	1%	2%	0%	2%	3%
This is a negative to me	Weighted counts	27	3	24			9	18	14	13	5	2	12	7
	Column Comparisons	-												b
	% within column	10%	7%	11%	**	**	10%	9%	10%	9%	8%	7%	11%	10%
This is not important to me – don't mind if not offered	Weighted counts	174	33	142			85	89	90	85	20	43	71	22
	Column Comparisons	-		a										
	% within column	29%	17%	34%	**	**	31%	28%	30%	29%	25%	27%	30%	36%
This is a 'nice to have', but I can live without it being offered	Weighted counts	523	84	439			256	267	256	266	61	162	189	75
	Column Comparisons	-		A										
	% within column	40%	43%	39%	**	**	40%	40%	40%	41%	39%	43%	38%	39%
This is a 'great to have' – makes a difference and can sway my decision	Weighted counts	712	214	498			329	384	341	371	96	263	240	80
	Column Comparisons	-												
	% within column	19%	32%	14%	**	**	18%	20%	19%	19%	25%	23%	18%	11%
This is mandatory to me – a must have	Weighted counts	337	159	178			147	190	162	175	61	139	111	23
	Column Comparisons	-	B								c D E	d E	d E	e
	% within column	59%	76%	53%	**	**	58%	61%	58%	60%	64%	66%	56%	50%
NET: Important (T2B)	Weighted counts	1,049	373	676			476	573	503	546	157	402	351	104
	Column Comparisons	-	B								d E	c D E	e	
	% within column													
Effective Column n	Weighted counts	1,442	247	1,194	0	0	677	764	698	743	170	470	520	198
	Column Comparisons													
Unweighted base		1,860	319	1,541	0	0	874	986	901	959	219	607	671	255
Weighted base		1,773	493	1,280	0	0	826	948	862	911	244	608	624	207
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation			Rurality		
									NET:	NET:		North-		
QD10a_4: List of factors people consider when sending parcels...		75+	AB	C1	C2	DE	Work-	Not	Engl-	Scotl-	Wales	ern Irel-	Urban	Rural
Ability to choose an express or next day service														
This is a negative to me	% within column	1%	1%	1%	2%	2%	1%	2%	2%	1%	1%	0%	1%	2%
	Weighted counts	1	4	6	9	8	13	14	25	1	2	0	14	12
	Column Comparisons													
This is not important to me – don't mind if not offered	% within column	20%	10%	10%	9%	10%	8%	12%	10%	10%	9%	6%	10%	10%
	Weighted counts	18	40	56	32	46	81	91	149	10	9	5	110	64
	Column Comparisons	a b						a						
This is a 'nice to have', but I can live without it being offered	% within column	40%	28%	29%	31%	31%	27%	32%	29%	29%	31%	37%	28%	31%
	Weighted counts	36	108	165	113	137	280	240	431	29	31	31	328	193
	Column Comparisons													
This is a 'great to have' – makes a difference and can sway my decision	% within column	37%	43%	40%	38%	39%	41%	39%	40%	45%	43%	40%	38%	44%
	Weighted counts	34	170	231	137	174	420	290	590	45	44	33	446	267
	Column Comparisons													
This is mandatory to me – a must have	% within column	3%	18%	20%	20%	18%	22%	15%	20%	14%	15%	17%	22%	13%
	Weighted counts	2	70	115	72	80	226	111	294	14	15	14	260	77
	Column Comparisons						B						B	
NET: Important (T2B)	% within column	40%	61%	60%	58%	57%	63%	54%	59%	59%	59%	56%	61%	56%
	Weighted counts	36	240	346	209	254	646	401	883	60	60	47	706	344
	Column Comparisons						B							
Effective Column n	% within column													
	Weighted counts	84	358	461	291	332	827	608	925	178	186	153	901	539
	Column Comparisons													
Unweighted base		108	462	595	375	428	1,067	784	1,193	230	240	197	1,163	695
Weighted base		91	392	573	363	445	1,020	746	1,488	100	102	83	1,159	612
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
QD10a_4: List of factors people consider when sending parcels...		Unkn-
Ability to choose an express or next day service		own
	% within column	**
<b>This is a negative to me</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is not important to me – don't mind if not offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'nice to have', but I can live without it being offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is mandatory to me – a must have</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>NET: Important (T2B)</b>	Weighted counts	
	Column Comparisons	
	% within column	
<b>Effective Column n</b>	Weighted counts	2
	Column Comparisons	
<b>Unweighted base</b>		2
<b>Weighted base</b>		2
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)



Ofcom Residential Postal Tracker (January - December 2016)

Crossbreaks													
Methodology			Quarter				Gender		Age				
			Q1	Q2	Q3	Q4			16-24	25-44	45-64	65-74	
			2016	2016	2016	2016	Male	Female	years	years	years	years	
QD10a_5: List of factors people consider when sending parcels...													
Ability to select a specific date/time for delivery													
	% within column												
<b>This is a negative to me</b>													
	Weighted counts												
	Column Comparisons												
	% within column												
<b>This is not important to me – don't mind if not offered</b>													
	Weighted counts												
	Column Comparisons												
	% within column												
<b>This is a 'nice to have', but I can live without it being offered</b>													
	Weighted counts												
	Column Comparisons												
	% within column												
<b>This is a 'great to have' – makes a difference and can sway my decision</b>													
	Weighted counts												
	Column Comparisons												
	% within column												
<b>This is mandatory to me – a must have</b>													
	Weighted counts												
	Column Comparisons												
	% within column												
<b>NET: Important (T2B)</b>													
	Weighted counts												
	Column Comparisons												
	% within column												
<b>Effective Column n</b>													
	Weighted counts												
	Column Comparisons												
<b>Unweighted base</b>													
<b>Weighted base</b>													
<b>Columns</b>													

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation			Rurality		
									NET:	NET:		North-		
QD10a_5: List of factors people consider when sending parcels...		75+	AB	C1	C2	DE	Work-	Not	Engl-	Scotl-	Wales	ern Irel-	Urban	Rural
Ability to select a specific date/time for delivery														
This is a negative to me	% within column	1%	0%	1%	1%	3%	1%	2%	2%	0%	1%	1%	2%	1%
	Weighted counts	1	1	7	5	12	8	17	23	0	1	0	19	5
	Column Comparisons					a		a						
This is not important to me – don't mind if not offered	% within column	19%	14%	17%	15%	12%	14%	16%	15%	10%	15%	14%	15%	15%
	Weighted counts	17	56	100	53	54	141	119	225	10	15	12	170	93
	Column Comparisons													
This is a 'nice to have', but I can live without it being offered	% within column	54%	39%	32%	33%	34%	30%	40%	33%	38%	39%	37%	32%	38%
	Weighted counts	49	152	185	119	149	302	299	497	38	39	30	367	236
	Column Comparisons	A B c						A						a
This is a 'great to have' – makes a difference and can sway my decision	% within column	25%	33%	35%	39%	35%	39%	30%	35%	40%	30%	37%	36%	34%
	Weighted counts	23	129	200	142	154	402	220	523	40	31	31	415	210
	Column Comparisons						B							
This is mandatory to me – a must have	% within column	2%	14%	14%	12%	17%	16%	12%	15%	11%	15%	11%	16%	11%
	Weighted counts	2	55	82	44	75	166	90	221	11	15	9	187	69
	Column Comparisons						b						b	
NET: Important (T2B)	% within column	27%	47%	49%	51%	52%	56%	42%	50%	51%	45%	49%	52%	46%
	Weighted counts	24	184	281	186	230	568	310	744	51	46	40	602	279
	Column Comparisons						B						b	
Effective Column n	% within column													
	Weighted counts	84	358	461	291	332	827	608	925	178	186	153	901	539
	Column Comparisons													
Unweighted base		108	462	595	375	428	1,067	784	1,193	230	240	197	1,163	695
Weighted base		91	392	573	363	445	1,020	746	1,488	100	102	83	1,159	612
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

Cross...		
Rurality		
Unkn- own		
QD10a_5: List of factors people consider when sending parcels...		
Ability to select a specific date/time for delivery	<i>% within column</i>	**
<b>This is a negative to me</b>	<i>Weighted counts</i>	
	<i>Column Comparisons</i>	
<b>This is not important to me – don't mind if not offered</b>	<i>% within column</i>	**
	<i>Weighted counts</i>	
	<i>Column Comparisons</i>	
<b>This is a 'nice to have', but I can live without it being offered</b>	<i>% within column</i>	**
	<i>Weighted counts</i>	
	<i>Column Comparisons</i>	
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	<i>% within column</i>	**
	<i>Weighted counts</i>	
	<i>Column Comparisons</i>	
<b>This is mandatory to me – a must have</b>	<i>% within column</i>	**
	<i>Weighted counts</i>	
	<i>Column Comparisons</i>	
<b>NET: Important (T2B)</b>	<i>% within column</i>	**
	<i>Weighted counts</i>	
	<i>Column Comparisons</i>	
<b>Effective Column n</b>	<i>% within column</i>	
	<i>Weighted counts</i>	2
	<i>Column Comparisons</i>	
<b>Unweighted base</b>		2
<b>Weighted base</b>		2
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

			Crossbreaks												
			Methodology			Quarter				Gender		Age			
QD10a_6: List of factors people consider when sending parcels... Fast delivery			Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
This is a negative to me	% within column	1%	0%	1%	**	**	0%	1%	0%	1%	2%	0%	0%	0%	0%
	Weighted counts	9	2	8			1	8	3	6	5	3	2	0	
	Column Comparisons	-													
This is not important to me – don't mind if not offered	% within column	4%	4%	5%	**	**	4%	5%	5%	3%	5%	3%	4%	5%	5%
	Weighted counts	77	19	58			31	46	46	31	12	16	27	10	
	Column Comparisons	-													
This is a 'nice to have', but I can live without it being offered	% within column	24%	18%	27%	**	**	23%	26%	26%	22%	25%	18%	26%	35%	
	Weighted counts	431	87	344			187	244	228	203	61	108	159	73	
	Column Comparisons	-		A									b	B c	
This is a 'great to have' – makes a difference and can sway my decision	% within column	44%	38%	46%	**	**	45%	43%	43%	45%	38%	49%	41%	46%	
	Weighted counts	775	189	586			369	406	369	406	94	296	256	96	
	Column Comparisons	-		a											
This is mandatory to me – a must have	% within column	27%	40%	22%	**	**	29%	26%	25%	29%	30%	31%	29%	14%	
	Weighted counts	481	196	285			239	242	217	264	73	186	179	28	
	Column Comparisons	-	B								D e	D e	D e		
NET: Important (T2B)	% within column	71%	78%	68%	**	**	74%	68%	68%	74%	68%	79%	70%	60%	
	Weighted counts	1,256	385	871			608	649	586	670	167	482	436	124	
	Column Comparisons	-	B				d			a	e	a c D E	d e		
Effective Column n	% within column														
	Weighted counts	1,442	247	1,194	0	0	677	764	698	743	170	470	520	198	
	Column Comparisons														
Unweighted base			1,860	319	1,541	0	0	874	986	901	959	219	607	671	255
Weighted base			1,773	493	1,280	0	0	826	948	862	911	244	608	624	207
Columns			A	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation				Rurality	
		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
QD10a_6: List of factors people consider when sending parcels... Fast delivery														
<b>This is a negative to me</b>	% within column	0%	1%	1%	0%	0%	1%	1%	1%	0%	0%	1%	0%	1%
	Weighted counts	0	2	5	1	1	5	4	8	0	0	1	5	5
	Column Comparisons													
<b>This is not important to me – don't mind if not offered</b>	% within column	14%	3%	3%	7%	5%	4%	5%	4%	7%	2%	2%	4%	5%
	Weighted counts	13	12	19	24	22	39	37	66	7	2	2	45	32
	Column Comparisons	a B C d												
<b>This is a 'nice to have', but I can live without it being offered</b>	% within column	33%	29%	24%	23%	22%	22%	27%	25%	22%	26%	22%	24%	24%
	Weighted counts	30	113	135	84	99	227	202	365	22	26	18	280	149
	Column Comparisons	b						a						
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	% within column	37%	45%	46%	40%	43%	46%	41%	43%	47%	47%	49%	42%	47%
	Weighted counts	33	176	262	145	193	469	303	639	47	47	41	488	287
	Column Comparisons						b							
<b>This is mandatory to me – a must have</b>	% within column	16%	23%	27%	30%	29%	27%	27%	28%	24%	25%	26%	29%	23%
	Weighted counts	15	89	152	110	130	280	201	410	24	25	22	342	140
	Column Comparisons												b	
<b>NET: Important (T2B)</b>	% within column	53%	68%	72%	70%	73%	73%	68%	71%	71%	72%	75%	72%	70%
	Weighted counts	48	265	414	254	323	749	504	1,050	71	73	62	829	426
	Column Comparisons						b							
<b>Effective Column n</b>	% within column													
	Weighted counts	84	358	461	291	332	827	608	925	178	186	153	901	539
	Column Comparisons													
<b>Unweighted base</b>		108	462	595	375	428	1,067	784	1,193	230	240	197	1,163	695
<b>Weighted base</b>		91	392	573	363	445	1,020	746	1,488	100	102	83	1,159	612
<b>Columns</b>		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

			Cross...
			Rurality
QD10a_6: List of factors people consider when sending parcels... Fast delivery			Unkn-own
	% within column		**
<b>This is a negative to me</b>	Weighted counts		
	Column Comparisons		
	% within column		**
<b>This is not important to me – don't mind if not offered</b>	Weighted counts		
	Column Comparisons		
	% within column		**
<b>This is a 'nice to have', but I can live without it being offered</b>	Weighted counts		
	Column Comparisons		
	% within column		**
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	Weighted counts		
	Column Comparisons		
	% within column		**
<b>This is mandatory to me – a must have</b>	Weighted counts		
	Column Comparisons		
	% within column		**
<b>NET: Important (T2B)</b>	Weighted counts		
	Column Comparisons		
	% within column		
<b>Effective Column n</b>	Weighted counts	2	
	Column Comparisons		
<b>Unweighted base</b>		2	
<b>Weighted base</b>		2	
<b>Columns</b>		C	

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

Crossbreaks													
Methodology			Quarter				Gender		Age				
			Q1	Q2	Q3	Q4			16-24	25-44	45-64	65-74	
			2016	2016	2016	2016	Male	Female	years	years	years	years	
QD10a_7: List of factors people consider when sending parcels...													
Convenient options for me to drop the parcel off													
	% within column		<b>2%</b>	3%	2%	**	**	2%	2%	2%	1%	3%	2%
<b>This is a negative to me</b>	Weighted counts		<b>36</b>	17	19			13	23	20	16	4	8
	Column Comparisons		-	b									
	% within column		<b>8%</b>	6%	9%	**	**	8%	9%	8%	9%	7%	5%
<b>This is not important to me – don't mind if not offered</b>	Weighted counts		<b>148</b>	29	119			65	83	71	77	18	32
	Column Comparisons		-		a								
	% within column		<b>28%</b>	21%	30%	**	**	30%	26%	30%	26%	23%	26%
<b>This is a 'nice to have', but I can live without it being offered</b>	Weighted counts		<b>493</b>	104	389			248	245	258	235	57	160
	Column Comparisons		-		A								
	% within column		<b>42%</b>	41%	43%	**	**	41%	43%	40%	44%	47%	43%
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	Weighted counts		<b>746</b>	201	545			336	410	345	401	116	262
	Column Comparisons		-									e	e
	% within column		<b>20%</b>	29%	16%	**	**	20%	20%	19%	20%	20%	24%
<b>This is mandatory to me – a must have</b>	Weighted counts		<b>350</b>	142	208			163	186	168	182	49	147
	Column Comparisons		-		B								
	% within column		<b>62%</b>	70%	59%	**	**	60%	63%	59%	64%	68%	67%
<b>NET: Important (T2B)</b>	Weighted counts		<b>1,096</b>	343	753			499	596	513	583	165	409
	Column Comparisons		-		B							d E	D E
	% within column												
<b>Effective Column n</b>	Weighted counts		<b>1,442</b>	247	1,194	0	0	677	764	698	743	170	470
	Column Comparisons												
<b>Unweighted base</b>			<b>1,860</b>	319	1,541	0	0	874	986	901	959	219	607
<b>Weighted base</b>			<b>1,773</b>	493	1,280	0	0	826	948	862	911	244	608
<b>Columns</b>			<b>A</b>	A	B	A	B	C	D	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation			Rurality		
									NET:	NET:		North-		
QD10a_7: List of factors people consider when sending parcels...		75+	AB	C1	C2	DE	Work-	Not	Engl-	Scotl-	Wales	ern Irel-	Urban	Rural
Convenient options for me to drop the parcel off														
This is a negative to me	% within column	3%	1%	3%	1%	3%	2%	2%	2%	2%	3%	1%	2%	2%
	Weighted counts	3	2	15	4	15	18	19	31	2	3	1	24	12
	Column Comparisons					a								
This is not important to me – don't mind if not offered	% within column	18%	10%	7%	8%	9%	8%	9%	9%	7%	8%	5%	7%	11%
	Weighted counts	16	37	42	31	38	82	65	129	7	8	5	84	65
	Column Comparisons	a B												a
This is a 'nice to have', but I can live without it being offered	% within column	42%	26%	26%	32%	28%	25%	32%	28%	29%	25%	28%	26%	31%
	Weighted counts	38	103	149	115	126	253	237	415	29	26	23	301	190
	Column Comparisons	a b c						a						a
This is a 'great to have' – makes a difference and can sway my decision	% within column	27%	49%	42%	37%	40%	44%	39%	42%	47%	41%	46%	43%	40%
	Weighted counts	25	192	242	135	177	451	293	619	47	42	38	500	246
	Column Comparisons		c d											
This is mandatory to me – a must have	% within column	10%	15%	22%	21%	20%	21%	18%	20%	15%	23%	20%	22%	16%
	Weighted counts	9	58	126	78	88	216	133	295	15	23	16	250	99
	Column Comparisons												b	
NET: Important (T2B)	% within column	37%	64%	64%	59%	60%	65%	57%	61%	63%	64%	65%	65%	56%
	Weighted counts	34	250	368	213	265	667	426	914	63	65	54	750	345
	Column Comparisons						b						b	
Effective Column n	% within column													
	Weighted counts	84	358	461	291	332	827	608	925	178	186	153	901	539
	Column Comparisons													
Unweighted base		108	462	595	375	428	1,067	784	1,193	230	240	197	1,163	695
Weighted base		91	392	573	363	445	1,020	746	1,488	100	102	83	1,159	612
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3



## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
		Unkn- own
QD10a_7: List of factors people consider when sending parcels...		
Convenient options for me to drop the parcel off	<i>% within column</i>	**
<b>This is a negative to me</b>	<i>Weighted counts</i>	
	<i>Column Comparisons</i>	
<b>This is not important to me – don't mind if not offered</b>	<i>% within column</i>	**
	<i>Weighted counts</i>	
	<i>Column Comparisons</i>	
<b>This is a 'nice to have', but I can live without it being offered</b>	<i>% within column</i>	**
	<i>Weighted counts</i>	
	<i>Column Comparisons</i>	
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	<i>% within column</i>	**
	<i>Weighted counts</i>	
	<i>Column Comparisons</i>	
<b>This is mandatory to me – a must have</b>	<i>% within column</i>	**
	<i>Weighted counts</i>	
	<i>Column Comparisons</i>	
<b>NET: Important (T2B)</b>	<i>% within column</i>	**
	<i>Weighted counts</i>	
	<i>Column Comparisons</i>	
<b>Effective Column n</b>	<i>% within column</i>	
	<i>Weighted counts</i>	2
	<i>Column Comparisons</i>	
<b>Unweighted base</b>		2
<b>Weighted base</b>		2
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

Crossbreaks													
Methodology			Quarter				Gender		Age				
			Q1	Q2	Q3	Q4			16-24	25-44	45-64	65-74	
			2016	2016	2016	2016	Male	Female	years	years	years	years	
QD10a_8: List of factors people consider when sending parcels...													
Convenient options for the operator pick the parcel up from me													
	% within column												
	Weighted counts												
<b>This is a negative to me</b>													
	Column Comparisons												
	% within column												
<b>This is not important to me – don't mind if not offered</b>													
	Weighted counts												
	Column Comparisons												
	% within column												
<b>This is a 'nice to have', but I can live without it being offered</b>													
	Weighted counts												
	Column Comparisons												
	% within column												
<b>This is a 'great to have' – makes a difference and can sway my decision</b>													
	Weighted counts												
	Column Comparisons												
	% within column												
<b>This is mandatory to me – a must have</b>													
	Weighted counts												
	Column Comparisons												
	% within column												
<b>NET: Important (T2B)</b>													
	Weighted counts												
	Column Comparisons												
	% within column												
<b>Effective Column n</b>													
	Weighted counts												
	Column Comparisons												
<b>Unweighted base</b>													
<b>Weighted base</b>													
<b>Columns</b>													

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation			Rurality		
									NET:	NET:		North-		
QD10a_8: List of factors people consider when sending parcels...									Engl-	Scotl-		ern Irel-		
Convenient options for the operator pick the parcel up from me		75+	AB	C1	C2	DE	Work- ing	Not working	and	and	Wales	and	Urban	Rural
This is a negative to me	% within column	11%	4%	3%	3%	4%	2%	5%	4%	3%	4%	1%	3%	5%
	Weighted counts	10	15	16	10	20	23	37	53	3	4	1	31	29
	Column Comparisons	a B c						a						a
This is not important to me – don't mind if not offered	% within column	27%	20%	17%	17%	15%	16%	19%	17%	16%	20%	20%	17%	17%
	Weighted counts	24	79	98	60	65	159	142	249	16	21	16	195	106
	Column Comparisons	b												
This is a 'nice to have', but I can live without it being offered	% within column	31%	33%	33%	34%	31%	32%	35%	33%	38%	31%	35%	33%	34%
	Weighted counts	28	130	191	124	139	322	258	484	38	32	29	377	205
	Column Comparisons													
This is a 'great to have' – makes a difference and can sway my decision	% within column	28%	34%	35%	33%	34%	37%	31%	34%	35%	34%	36%	35%	34%
	Weighted counts	26	133	203	119	153	376	229	509	36	34	30	401	207
	Column Comparisons						b							
This is mandatory to me – a must have	% within column	3%	9%	12%	14%	15%	14%	11%	13%	8%	11%	7%	13%	11%
	Weighted counts	3	36	66	49	67	139	80	193	8	12	6	154	65
	Column Comparisons													
NET: Important (T2B)	% within column	32%	43%	47%	46%	50%	51%	41%	47%	44%	45%	44%	48%	44%
	Weighted counts	29	169	269	169	221	515	309	702	44	46	36	556	272
	Column Comparisons						B							
Effective Column n	% within column													
	Weighted counts	84	358	461	291	332	827	608	925	178	186	153	901	539
	Column Comparisons													
Unweighted base		108	462	595	375	428	1,067	784	1,193	230	240	197	1,163	695
Weighted base		91	392	573	363	445	1,020	746	1,488	100	102	83	1,159	612
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

			Cross...
			Rurality
			Unkn- own
QD10a_8: List of factors people consider when sending parcels...			
Convenient options for the operator pick the parcel up from me			
	% within column		**
<b>This is a negative to me</b>	Weighted counts		
	Column Comparisons		
	% within column		**
<b>This is not important to me – don't mind if not offered</b>	Weighted counts		
	Column Comparisons		
	% within column		**
<b>This is a 'nice to have', but I can live without it being offered</b>	Weighted counts		
	Column Comparisons		
	% within column		**
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	Weighted counts		
	Column Comparisons		
	% within column		**
<b>This is mandatory to me – a must have</b>	Weighted counts		
	Column Comparisons		
	% within column		**
<b>NET: Important (T2B)</b>	Weighted counts		
	Column Comparisons		
	% within column		
<b>Effective Column n</b>	Weighted counts	2	
	Column Comparisons		
<b>Unweighted base</b>		2	
<b>Weighted base</b>		2	
<b>Columns</b>		C	

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

Crossbreaks													
Methodology			Quarter				Gender		Age				
			Q1	Q2	Q3	Q4			16-24	25-44	45-64	65-74	
			2016	2016	2016	2016	Male	Female	years	years	years	years	
QD10a_9: List of factors people consider when sending parcels...													
Convenient options for the recipient to accept the delivery													
	% within column		<b>1%</b>	1%	1%	**	1%	1%	2%	0%	1%	1%	
<b>This is a negative to me</b>	Weighted counts		<b>18</b>	5	13		9	10	4	2	8	2	
	Column Comparisons		-										
	% within column		<b>7%</b>	7%	7%	**	6%	7%	8%	5%	7%	8%	
<b>This is not important to me – don't mind if not offered</b>	Weighted counts		<b>119</b>	34	85		51	68	21	31	42	16	
	Column Comparisons		-										
	% within column		<b>30%</b>	23%	33%	**	30%	31%	33%	22%	30%	30%	38%
<b>This is a 'nice to have', but I can live without it being offered</b>	Weighted counts		<b>540</b>	112	428		250	290	54	181	186	78	
	Column Comparisons		-		A								a
	% within column		<b>43%</b>	38%	45%	**	43%	43%	41%	46%	45%	43%	41%
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	Weighted counts		<b>771</b>	189	582		359	412	110	272	270	84	
	Column Comparisons		-		a								
	% within column		<b>18%</b>	31%	13%	**	19%	18%	17%	19%	23%	20%	19%
<b>This is mandatory to me – a must have</b>	Weighted counts		<b>325</b>	153	172		157	168	56	122	118	27	
	Column Comparisons		-		B				d E	e	e	e	
	% within column		<b>62%</b>	69%	59%	**	62%	61%	58%	65%	68%	65%	62%
<b>NET: Important (T2B)</b>	Weighted counts		<b>1,096</b>	342	754		516	580	165	394	388	111	
	Column Comparisons		-		B				a	d E	d E	e	
	% within column												
<b>Effective Column n</b>	Weighted counts		<b>1,442</b>	247	1,194	0	0	677	764	698	743	170	470
	Column Comparisons												520
													198
<b>Unweighted base</b>			<b>1,860</b>	319	1,541	0	0	874	986	901	959	219	607
													671
													255
<b>Weighted base</b>			<b>1,773</b>	493	1,280	0	0	826	948	862	911	244	608
													624
													207
<b>Columns</b>			<b>A</b>	A	B	A	B	C	D	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation			Rurality		
									NET:	NET:		North-		
QD10a_9: List of factors people consider when sending parcels...		75+	AB	C1	C2	DE	Work-	Not	Engl-	Scotl-	Wales	ern Irel-	Urban	Rural
Convenient options for the recipient to accept the delivery							ing	working	and	and		and		
This is a negative to me	% within column	3%	0%	1%	1%	1%	1%	1%	1%	1%	2%	0%	1%	1%
	Weighted counts	3	1	7	4	5	9	10	15	2	2	0	11	7
	Column Comparisons													
This is not important to me – don't mind if not offered	% within column	9%	6%	9%	6%	6%	6%	7%	7%	3%	5%	4%	7%	6%
	Weighted counts	8	24	49	21	26	66	52	108	3	5	4	83	36
	Column Comparisons													
This is a 'nice to have', but I can live without it being offered	% within column	46%	33%	28%	30%	31%	28%	33%	30%	31%	31%	32%	29%	33%
	Weighted counts	42	131	162	108	139	288	247	451	31	31	27	335	203
	Column Comparisons	A b c						a						
This is a 'great to have' – makes a difference and can sway my decision	% within column	39%	43%	43%	46%	41%	46%	41%	43%	48%	45%	49%	43%	45%
	Weighted counts	35	170	249	168	184	465	305	636	48	45	41	492	278
	Column Comparisons													
This is mandatory to me – a must have	% within column	3%	17%	19%	17%	20%	19%	18%	19%	16%	18%	14%	20%	14%
	Weighted counts	3	66	106	62	90	192	132	279	16	18	12	237	88
	Column Comparisons												b	
NET: Important (T2B)	% within column	42%	60%	62%	64%	62%	64%	59%	61%	64%	63%	64%	63%	60%
	Weighted counts	38	236	355	231	274	657	437	915	64	64	53	729	366
	Column Comparisons						b							
Effective Column n	% within column													
	Weighted counts	84	358	461	291	332	827	608	925	178	186	153	901	539
	Column Comparisons													
Unweighted base		108	462	595	375	428	1,067	784	1,193	230	240	197	1,163	695
Weighted base		91	392	573	363	445	1,020	746	1,488	100	102	83	1,159	612
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

Cross...		
Rurality		
Unkn- own		
QD10a_9: List of factors people consider when sending parcels...		
Convenient options for the recipient to accept the delivery		
	% within column	**
<b>This is a negative to me</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is not important to me – don't mind if not offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'nice to have', but I can live without it being offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is mandatory to me – a must have</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>NET: Important (T2B)</b>	Weighted counts	
	Column Comparisons	
	% within column	
<b>Effective Column n</b>	Weighted counts	2
	Column Comparisons	
<b>Unweighted base</b>		2
<b>Weighted base</b>		2
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

			Crossbreaks												
			Methodology		Quarter				Gender		Age				
						Q1	Q2	Q3	Q4			16-24	25-44	45-64	65-74
			Total	CAPI	Online	2016	2016	2016	2016	Male	Female	years	years	years	years
QD10a_10: List of factors people consider when sending parcels... Insurance against damage or loss															
This is a negative to me	% within column		1%	1%		**	**	1%	2%	1%	1%	3%	1%	1%	1%
	Weighted counts		25	7	18			6	19	12	13	6	5	9	2
	Column Comparisons		-						c						
This is not important to me – don't mind if not offered	% within column		9%	12%	8%	**	**	10%	8%	9%	10%	8%	7%	10%	8%
	Weighted counts		162	58	104			84	78	74	88	21	45	65	17
	Column Comparisons		-	b											
This is a 'nice to have', but I can live without it being offered	% within column		30%	29%	30%	**	**	31%	29%	30%	29%	24%	29%	29%	38%
	Weighted counts		531	144	387			256	275	263	268	59	178	182	79
	Column Comparisons		-												a
This is a 'great to have' – makes a difference and can sway my decision	% within column		38%	32%	40%	**	**	37%	39%	38%	38%	42%	38%	35%	41%
	Weighted counts		672	158	514			302	370	329	343	101	233	220	84
	Column Comparisons		-		a										
This is mandatory to me – a must have	% within column		22%	26%	20%	**	**	22%	22%	21%	22%	23%	24%	24%	12%
	Weighted counts		383	127	256			179	204	184	199	57	147	147	24
	Column Comparisons		-	b								d e	d e	d e	
NET: Important (T2B)	% within column		60%	58%	60%	**	**	58%	61%	60%	60%	65%	62%	59%	53%
	Weighted counts		1,055	285	771			481	575	513	542	158	380	367	108
	Column Comparisons		-									e	e		
Effective Column n	% within column														
	Weighted counts		1,442	247	1,194	0	0	677	764	698	743	170	470	520	198
Unweighted base	% within column														
	Column Comparisons														
Weighted base	% within column														
	Column Comparisons														
Columns	% within column														
	Column Comparisons														

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3



# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation			Rurality		
									NET:	NET:		North-		
QD10a_10: List of factors people consider when sending parcels...		75+	AB	C1	C2	DE	Work-	Not	Engl-	Scotl-	Wales	ern Irel-	Urban	Rural
Insurance against damage or loss														
This is a negative to me	% within column	2%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	2%
	Weighted counts	2	5	6	4	10	17	8	22	1	1	1	14	10
	Column Comparisons													
This is not important to me – don't mind if not offered	% within column	15%	11%	9%	10%	7%	9%	9%	9%	9%	7%	7%	9%	10%
	Weighted counts	14	45	49	36	31	95	65	141	9	7	5	100	62
	Column Comparisons													
This is a 'nice to have', but I can live without it being offered	% within column	37%	30%	30%	28%	32%	27%	33%	30%	27%	30%	27%	29%	31%
	Weighted counts	33	117	170	101	143	279	250	451	27	30	22	338	191
	Column Comparisons							a						
This is a 'great to have' – makes a difference and can sway my decision	% within column	37%	38%	41%	39%	34%	38%	37%	37%	44%	40%	42%	38%	38%
	Weighted counts	34	147	234	140	151	390	279	553	44	40	35	441	231
	Column Comparisons													
This is mandatory to me – a must have	% within column	9%	20%	20%	23%	24%	23%	19%	22%	19%	23%	23%	23%	19%
	Weighted counts	8	78	115	82	109	238	144	321	19	24	19	264	119
	Column Comparisons													
NET: Important (T2B)	% within column	46%	57%	61%	61%	58%	62%	57%	59%	63%	63%	66%	61%	57%
	Weighted counts	42	225	348	222	260	629	423	874	63	64	55	706	350
	Column Comparisons													
Effective Column n	% within column													
	Weighted counts	84	358	461	291	332	827	608	925	178	186	153	901	539
	Column Comparisons													
Unweighted base		108	462	595	375	428	1,067	784	1,193	230	240	197	1,163	695
Weighted base		91	392	573	363	445	1,020	746	1,488	100	102	83	1,159	612
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
		Unkn- own
QD10a_10: List of factors people consider when sending parcels...		
Insurance against damage or loss		
	% within column	**
<b>This is a negative to me</b>		
	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is not important to me – don't mind if not offered</b>		
	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'nice to have', but I can live without it being offered</b>		
	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'great to have' – makes a difference and can sway my decision</b>		
	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is mandatory to me – a must have</b>		
	Weighted counts	
	Column Comparisons	
	% within column	**
<b>NET: Important (T2B)</b>		
	Weighted counts	
	Column Comparisons	
	% within column	
<b>Effective Column n</b>		2
	Weighted counts	
	Column Comparisons	
<b>Unweighted base</b>		2
<b>Weighted base</b>		2
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

			Crossbreaks												
			Methodology		Quarter				Gender		Age				
QD10a_11: List of factors people consider when sending parcels... Same price to send to anywhere within the UK			Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
This is a negative to me	% within column	1%	1%	1%	**	**	1%	1%	1%	1%	3%	1%	1%	1%	
	Weighted counts	20	5	15			8	11	12	8	7	3	6	2	
	Column Comparisons	-													
This is not important to me – don't mind if not offered	% within column	4%	4%	4%	**	**	4%	4%	5%	3%	4%	4%	5%	3%	
	Weighted counts	76	20	56			35	41	46	30	10	27	30	6	
	Column Comparisons	-							b						
This is a 'nice to have', but I can live without it being offered	% within column	18%	18%	18%	**	**	17%	19%	20%	15%	17%	21%	16%	17%	
	Weighted counts	315	88	227			139	176	175	140	40	126	103	35	
	Column Comparisons	-							b						
This is a 'great to have' – makes a difference and can sway my decision	% within column	45%	40%	47%	**	**	46%	43%	44%	45%	37%	46%	43%	50%	
	Weighted counts	793	196	597			383	410	384	410	89	282	271	103	
	Column Comparisons	-		a											
This is mandatory to me – a must have	% within column	32%	37%	30%	**	**	31%	33%	28%	35%	40%	28%	34%	29%	
	Weighted counts	569	184	384			259	309	245	323	98	171	214	60	
	Column Comparisons	-	b						a	b					
NET: Important (T2B)	% within column	77%	77%	77%	**	**	78%	76%	73%	80%	77%	74%	78%	79%	
	Weighted counts	1,362	380	982			643	719	629	733	187	453	485	163	
	Column Comparisons	-								A					
Effective Column n	% within column														
	Weighted counts	1,442	247	1,194	0	0	677	764	698	743	170	470	520	198	
	Column Comparisons														
	Weighted counts	1,442	247	1,194	0	0	677	764	698	743	170	470	520	198	
Unweighted base		1,860	319	1,541	0	0	874	986	901	959	219	607	671	255	
Weighted base		1,773	493	1,280	0	0	826	948	862	911	244	608	624	207	
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation			Rurality		
									NET:	NET:		North-		
QD10a_11: List of factors people consider when sending parcels... Same price to send to anywhere within the UK		75+	AB	C1	C2	DE	Work- ing	Not working	Engl- and	Scotl- and	Wales	ern Irel- and	Urban	Rural
This is a negative to me	% within column	2%	1%	1%	2%	0%	1%	1%	1%	0%	0%	0%	1%	1%
	Weighted counts	2	5	8	6	1	11	8	19	0	0	0	12	7
	Column Comparisons													
This is not important to me – don't mind if not offered	% within column	4%	5%	5%	4%	4%	5%	3%	4%	2%	4%	4%	4%	4%
	Weighted counts	3	21	26	13	16	50	25	67	2	4	3	51	25
	Column Comparisons													
This is a 'nice to have', but I can live without it being offered	% within column	13%	20%	17%	15%	20%	18%	17%	18%	23%	16%	16%	18%	16%
	Weighted counts	12	78	95	55	88	184	130	263	23	16	14	214	100
	Column Comparisons													
This is a 'great to have' – makes a difference and can sway my decision	% within column	54%	42%	46%	47%	44%	45%	45%	44%	51%	47%	48%	43%	48%
	Weighted counts	49	164	262	170	197	455	335	655	51	48	40	500	293
	Column Comparisons													
This is mandatory to me – a must have	% within column	28%	32%	32%	33%	32%	31%	33%	33%	24%	33%	32%	33%	31%
	Weighted counts	26	124	182	119	144	320	248	485	24	33	26	381	187
	Column Comparisons													
NET: Important (T2B)	% within column	82%	73%	77%	80%	77%	76%	78%	77%	75%	80%	79%	76%	78%
	Weighted counts	74	288	444	289	341	775	583	1,140	75	81	66	881	480
	Column Comparisons													
Effective Column n	% within column													
	Weighted counts	84	358	461	291	332	827	608	925	178	186	153	901	539
	Column Comparisons													
Unweighted base		108	462	595	375	428	1,067	784	1,193	230	240	197	1,163	695
Weighted base		91	392	573	363	445	1,020	746	1,488	100	102	83	1,159	612
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

			Cross...
			Rurality
			Unkn- own
QD10a_11: List of factors people consider when sending parcels...			
Same price to send to anywhere within the UK	% within column		**
<b>This is a negative to me</b>	Weighted counts		
	Column Comparisons		
<b>This is not important to me – don't mind if not offered</b>	% within column		**
	Weighted counts		
	Column Comparisons		
<b>This is a 'nice to have', but I can live without it being offered</b>	% within column		**
	Weighted counts		
	Column Comparisons		
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	% within column		**
	Weighted counts		
	Column Comparisons		
<b>This is mandatory to me – a must have</b>	% within column		**
	Weighted counts		
	Column Comparisons		
<b>NET: Important (T2B)</b>	% within column		**
	Weighted counts		
	Column Comparisons		
<b>Effective Column n</b>	% within column		
	Weighted counts		2
	Column Comparisons		
<b>Unweighted base</b>			2
<b>Weighted base</b>			2
<b>Columns</b>			C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
		Methodology			Quarter				Gender		Age				
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	
QD10a_12: List of factors people consider when sending parcels...															
Proof of postage/dispatch															
		% within column	1%	0%	1%	**	**	1%	1%	1%	1%	2%	1%	0%	0%
This is a negative to me		Weighted counts	13	2	10			5	8	8	5	4	6	3	0
		Column Comparisons	-												
		% within column	4%	5%	3%	**	**	3%	5%	4%	3%	4%	3%	4%	1%
This is not important to me – don't mind if not offered		Weighted counts	66	23	43			22	44	38	28	10	21	26	1
		Column Comparisons	-												
		% within column	17%	16%	18%	**	**	17%	17%	20%	15%	16%	19%	15%	19%
This is a 'nice to have', but I can live without it being offered		Weighted counts	309	81	227			144	165	172	137	40	115	94	39
		Column Comparisons	-						b						
		% within column	39%	36%	40%	**	**	41%	38%	39%	39%	37%	38%	37%	48%
This is a 'great to have' – makes a difference and can sway my decision		Weighted counts	691	176	515			335	356	334	357	89	234	228	99
		Column Comparisons	-												
		% within column	39%	43%	38%	**	**	39%	40%	36%	42%	41%	38%	44%	32%
This is mandatory to me – a must have		Weighted counts	695	211	484			320	375	310	385	100	233	273	66
		Column Comparisons	-							a				d e	
		% within column	78%	78%	78%	**	**	79%	77%	75%	81%	78%	77%	80%	80%
NET: Important (T2B)		Weighted counts	1,386	387	999			655	731	644	742	189	467	501	166
		Column Comparisons	-							a					
		% within column													
Effective Column n		Weighted counts	1,442	247	1,194	0	0	677	764	698	743	170	470	520	198
		Column Comparisons													
Unweighted base			1,860	319	1,541	0	0	874	986	901	959	219	607	671	255
Weighted base			1,773	493	1,280	0	0	826	948	862	911	244	608	624	207
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation			Rurality		
		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
QD10a_12: List of factors people consider when sending parcels...														
Proof of postage/dispatch														
This is a negative to me	% within column	0%	0%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%
	Weighted counts	0	1	6	2	3	9	4	12	1	0	0	8	5
	Column Comparisons													
This is not important to me – don't mind if not offered	% within column	7%	4%	3%	5%	4%	4%	2%	4%	3%	4%	3%	4%	3%
	Weighted counts	6	18	15	17	16	46	19	56	3	4	2	46	20
	Column Comparisons	d					b							
This is a 'nice to have', but I can live without it being offered	% within column	23%	20%	17%	16%	16%	17%	18%	17%	15%	18%	19%	18%	16%
	Weighted counts	21	80	100	58	71	172	133	260	15	18	16	207	100
	Column Comparisons													
This is a 'great to have' – makes a difference and can sway my decision	% within column	45%	41%	39%	38%	38%	38%	40%	39%	41%	28%	41%	37%	42%
	Weighted counts	41	160	224	137	170	390	299	587	42	28	34	431	259
	Column Comparisons									c		c		
This is mandatory to me – a must have	% within column	25%	34%	40%	41%	41%	40%	39%	39%	39%	50%	37%	40%	37%
	Weighted counts	23	133	228	149	184	403	291	574	39	51	31	467	228
	Column Comparisons													
NET: Important (T2B)	% within column	70%	75%	79%	79%	80%	78%	79%	78%	81%	78%	78%	78%	80%
	Weighted counts	63	293	452	286	355	793	590	1,161	81	79	65	898	487
	Column Comparisons													
Effective Column n	% within column													
	Weighted counts	84	358	461	291	332	827	608	925	178	186	153	901	539
	Column Comparisons													
Unweighted base		108	462	595	375	428	1,067	784	1,193	230	240	197	1,163	695
Weighted base		91	392	573	363	445	1,020	746	1,488	100	102	83	1,159	612
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
		Unkn- own
QD10a_12: List of factors people consider when sending parcels...		
Proof of postage/dispatch	% within column	**
<b>This is a negative to me</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is not important to me – don't mind if not offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'nice to have', but I can live without it being offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is mandatory to me – a must have</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>NET: Important (T2B)</b>	Weighted counts	
	Column Comparisons	
	% within column	
<b>Effective Column n</b>	Weighted counts	2
	Column Comparisons	
	% within column	
<b>Unweighted base</b>		2
<b>Weighted base</b>		2
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)



# Ofcom Residential Postal Tracker (January - December 2016)

			Crossbreaks												
			Methodology			Quarter				Gender		Age			
						Q1	Q2	Q3	Q4			16-24	25-44	45-64	65-74
QD10a_13: List of factors people consider when sending parcels... Proof of receipt/delivery			Total	CAPI	Online	2016	2016	2016	2016	Male	Female	years	years	years	years
This is a negative to me	% within column	1%	1%	1%	**	**	1%	1%	1%	1%	1%	2%	0%	1%	0%
	Weighted counts	16	6	11			5	11	8	9	4	3	9	0	
	Column Comparisons	-													
This is not important to me – don't mind if not offered	% within column	5%	6%	5%	**	**	4%	5%	6%	4%	6%	4%	5%	5%	
	Weighted counts	87	28	59			35	52	48	39	14	23	31	11	
	Column Comparisons	-													
This is a 'nice to have', but I can live without it being offered	% within column	19%	15%	20%	**	**	18%	19%	20%	17%	19%	20%	16%	21%	
	Weighted counts	330	76	254			147	183	173	158	45	119	102	44	
	Column Comparisons	-													
This is a 'great to have' – makes a difference and can sway my decision	% within column	40%	36%	42%	**	**	41%	40%	40%	41%	35%	39%	40%	48%	
	Weighted counts	718	176	542			339	379	344	373	86	238	247	99	
	Column Comparisons	-		a											
This is mandatory to me – a must have	% within column	35%	42%	32%	**	**	36%	34%	34%	36%	39%	37%	38%	25%	
	Weighted counts	622	208	414			300	322	290	332	94	225	234	52	
	Column Comparisons	-	B								d e	d e	d e		
NET: Important (T2B)	% within column	76%	78%	75%	**	**	77%	74%	74%	77%	74%	76%	77%	73%	
	Weighted counts	1,340	383	956			639	701	634	706	180	464	481	151	
	Column Comparisons	-													
Effective Column n	% within column														
	Weighted counts	1,442	247	1,194	0	0	677	764	698	743	170	470	520	198	
	Column Comparisons														
Unweighted base			1,860	319	1,541	0	0	874	986	901	959	219	607	671	255
Weighted base			1,773	493	1,280	0	0	826	948	862	911	244	608	624	207
Columns			A	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation			Rurality		
									NET:	NET:		North-		
QD10a_13: List of factors people consider when sending parcels... Proof of receipt/delivery		75+	AB	C1	C2	DE	Work- ing	Not working	Engl- and	Scotl- and	Wales	ern Irel- and	Urban	Rural
This is a negative to me	% within column	0%	1%	2%	1%	0%	1%	1%	1%	0%	1%	0%	1%	1%
	Weighted counts	0	2	9	3	2	12	4	15	0	1	0	12	5
	Column Comparisons													
This is not important to me – don't mind if not offered	% within column	8%	4%	6%	6%	4%	4%	6%	5%	5%	4%	5%	5%	5%
	Weighted counts	7	17	32	22	16	44	41	73	5	4	5	58	29
	Column Comparisons													
This is a 'nice to have', but I can live without it being offered	% within column	22%	21%	19%	18%	16%	18%	19%	19%	15%	18%	17%	18%	19%
	Weighted counts	20	83	111	64	72	183	145	283	15	18	14	212	117
	Column Comparisons													
This is a 'great to have' – makes a difference and can sway my decision	% within column	52%	43%	41%	37%	41%	40%	41%	40%	45%	39%	40%	40%	42%
	Weighted counts	47	169	233	135	181	409	306	600	45	40	33	458	260
	Column Comparisons													
This is mandatory to me – a must have	% within column	18%	31%	33%	38%	39%	36%	33%	35%	35%	38%	38%	36%	33%
	Weighted counts	16	121	189	139	173	371	249	517	35	39	31	419	202
	Column Comparisons													
NET: Important (T2B)	% within column	70%	74%	74%	75%	80%	77%	74%	75%	79%	78%	77%	76%	76%
	Weighted counts	63	289	422	274	354	781	555	1,117	80	79	64	877	462
	Column Comparisons													
Effective Column n	% within column													
	Weighted counts	84	358	461	291	332	827	608	925	178	186	153	901	539
	Column Comparisons													
Unweighted base		108	462	595	375	428	1,067	784	1,193	230	240	197	1,163	695
Weighted base		91	392	573	363	445	1,020	746	1,488	100	102	83	1,159	612
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
		Unkn- own
QD10a_13: List of factors people consider when sending parcels...		
Proof of receipt/delivery	<i>% within column</i>	**
<b>This is a negative to me</b>	<i>Weighted counts</i>	
	<i>Column Comparisons</i>	
<b>This is not important to me – don't mind if not offered</b>	<i>% within column</i>	**
	<i>Weighted counts</i>	
	<i>Column Comparisons</i>	
<b>This is a 'nice to have', but I can live without it being offered</b>	<i>% within column</i>	**
	<i>Weighted counts</i>	
	<i>Column Comparisons</i>	
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	<i>% within column</i>	**
	<i>Weighted counts</i>	
	<i>Column Comparisons</i>	
<b>This is mandatory to me – a must have</b>	<i>% within column</i>	**
	<i>Weighted counts</i>	
	<i>Column Comparisons</i>	
<b>NET: Important (T2B)</b>	<i>% within column</i>	**
	<i>Weighted counts</i>	
	<i>Column Comparisons</i>	
<b>Effective Column n</b>	<i>% within column</i>	
	<i>Weighted counts</i>	2
	<i>Column Comparisons</i>	
<b>Unweighted base</b>		2
<b>Weighted base</b>		2
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

			Crossbreaks												
			Methodology			Quarter				Gender		Age			
			Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
QD10a_14: List of factors people consider when sending parcels... Guaranteed delivery to recipient			1%	1%	1%	**	**	0%	1%	1%	0%	1%	0%	1%	0%
This is a negative to me			12	5	7			4	8	8	4	4	3	5	0
			-												
This is not important to me – don't mind if not offered			4%	3%	4%	**	**	4%	4%	4%	3%	5%	4%	4%	2%
			66	13	53			32	34	38	27	12	22	24	4
			-												
This is a 'nice to have', but I can live without it being offered			18%	12%	20%	**	**	16%	19%	19%	16%	16%	18%	15%	20%
			311	58	252			131	179	167	143	38	111	94	42
			-		A										
This is a 'great to have' – makes a difference and can sway my decision			41%	36%	42%	**	**	40%	41%	41%	41%	41%	39%	39%	48%
			720	179	542			330	390	349	371	99	239	241	98
			-		a										
This is mandatory to me – a must have			37%	48%	33%	**	**	40%	35%	35%	40%	37%	38%	42%	30%
			664	238	427			328	336	300	365	91	233	259	63
			-		B						a	e	e	d e	
NET: Important (T2B)			78%	85%	76%	**	**	80%	77%	75%	81%	78%	78%	80%	78%
			1,385	417	968			658	726	649	736	190	472	500	161
			-		B						a				
Effective Column n			1,442	247	1,194	0	0	677	764	698	743	170	470	520	198
Unweighted base			1,860	319	1,541	0	0	874	986	901	959	219	607	671	255
Weighted base			1,773	493	1,280	0	0	826	948	862	911	244	608	624	207
Columns			A	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation			Rurality		
		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
QD10a_14: List of factors people consider when sending parcels...														
Guaranteed delivery to recipient														
This is a negative to me	% within column	0%	1%	1%	0%	1%	0%	1%	1%	0%	1%	1%	1%	1%
	Weighted counts	0	3	4	2	3	5	7	11	0	1	0	8	4
	Column Comparisons													
This is not important to me – don't mind if not offered	% within column	4%	4%	3%	3%	4%	4%	3%	4%	2%	4%	2%	4%	3%
	Weighted counts	4	15	20	12	19	39	25	58	2	4	2	47	18
	Column Comparisons													
This is a 'nice to have', but I can live without it being offered	% within column	28%	17%	17%	18%	18%	17%	18%	18%	15%	14%	18%	16%	20%
	Weighted counts	25	67	96	65	82	172	135	266	15	14	15	186	123
	Column Comparisons	c												
This is a 'great to have' – makes a difference and can sway my decision	% within column	47%	42%	43%	38%	39%	41%	40%	41%	45%	38%	39%	40%	41%
	Weighted counts	43	166	244	138	172	417	302	604	45	39	33	469	251
	Column Comparisons													
This is mandatory to me – a must have	% within column	21%	36%	36%	40%	38%	38%	37%	37%	38%	43%	39%	39%	35%
	Weighted counts	19	141	209	146	168	387	276	549	38	44	33	448	216
	Column Comparisons													
NET: Important (T2B)	% within column	68%	78%	79%	78%	77%	79%	77%	77%	83%	81%	79%	79%	76%
	Weighted counts	62	307	453	284	341	804	578	1,153	83	83	66	917	467
	Column Comparisons													
Effective Column n	% within column													
	Weighted counts	84	358	461	291	332	827	608	925	178	186	153	901	539
	Column Comparisons													
Unweighted base		108	462	595	375	428	1,067	784	1,193	230	240	197	1,163	695
Weighted base		91	392	573	363	445	1,020	746	1,488	100	102	83	1,159	612
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
		Unkn- own
QD10a_14: List of factors people consider when sending parcels...		
Guaranteed delivery to recipient	% within column	**
<b>This is a negative to me</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is not important to me – don't mind if not offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'nice to have', but I can live without it being offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is mandatory to me – a must have</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>NET: Important (T2B)</b>	Weighted counts	
	Column Comparisons	
	% within column	
<b>Effective Column n</b>	Weighted counts	2
	Column Comparisons	
<b>Unweighted base</b>		2
<b>Weighted base</b>		2
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

			Crossbreaks												
			Methodology		Quarter				Gender		Age				
			Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
QD10a_15: List of factors people consider when sending parcels... Daily collection service			<b>2%</b>	1%	2%	**	**	2%	2%	2%	2%	2%	1%	2%	2%
This is a negative to me			<b>30</b>	5	25			13	17	14	16	4	5	11	5
			-												
This is not important to me – don't mind if not offered			<b>11%</b>	8%	13%	**	**	12%	10%	12%	11%	10%	10%	12%	12%
			<b>202</b>	38	163			102	99	100	101	23	60	78	24
			-		a										
This is a 'nice to have', but I can live without it being offered			<b>26%</b>	17%	30%	**	**	26%	27%	26%	27%	29%	25%	27%	27%
			<b>469</b>	86	382			213	256	222	246	70	153	168	56
			-		A										
This is a 'great to have' – makes a difference and can sway my decision			<b>37%</b>	38%	36%	**	**	37%	37%	38%	36%	38%	39%	34%	39%
			<b>656</b>	189	467			303	353	331	325	92	239	211	80
			-												
This is mandatory to me – a must have			<b>24%</b>	36%	19%	**	**	24%	24%	23%	24%	22%	25%	25%	20%
			<b>417</b>	175	242			195	223	195	223	55	151	154	42
			-		B										
NET: Important (T2B)			<b>61%</b>	74%	55%	**	**	60%	61%	61%	60%	60%	64%	59%	59%
			<b>1,073</b>	364	709			498	575	525	548	146	390	366	122
			-		B										
Effective Column n			<b>1,442</b>	247	1,194	0	0	677	764	698	743	170	470	520	198
Unweighted base			<b>1,860</b>	319	1,541	0	0	874	986	901	959	219	607	671	255
Weighted base			<b>1,773</b>	493	1,280	0	0	826	948	862	911	244	608	624	207
Columns			<b>A</b>	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation			Rurality		
		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
QD10a_15: List of factors people consider when sending parcels...														
Daily collection service														
This is a negative to me	% within column	5%	2%	1%	2%	2%	1%	2%	2%	2%	3%	1%	1%	2%
	Weighted counts	4	6	8	6	9	13	17	25	2	3	0	15	15
	Column Comparisons													
This is not important to me – don't mind if not offered	% within column	18%	13%	11%	12%	10%	12%	10%	11%	11%	11%	10%	10%	13%
	Weighted counts	16	49	64	43	45	127	73	171	11	11	8	121	80
	Column Comparisons													
This is a 'nice to have', but I can live without it being offered	% within column	23%	26%	26%	28%	26%	27%	26%	27%	28%	22%	28%	26%	27%
	Weighted counts	21	100	149	102	117	272	194	395	28	23	24	304	163
	Column Comparisons													
This is a 'great to have' – makes a difference and can sway my decision	% within column	38%	36%	39%	37%	35%	37%	37%	37%	39%	36%	39%	36%	39%
	Weighted counts	34	139	226	133	158	379	274	547	39	37	32	419	236
	Column Comparisons													
This is mandatory to me – a must have	% within column	17%	25%	22%	22%	26%	22%	25%	24%	20%	28%	22%	26%	19%
	Weighted counts	16	97	126	79	116	229	188	350	20	28	19	299	118
	Column Comparisons												b	
NET: Important (T2B)	% within column	55%	60%	61%	58%	61%	60%	62%	60%	59%	64%	61%	62%	58%
	Weighted counts	50	236	352	212	273	608	462	898	60	65	51	718	354
	Column Comparisons													
Effective Column n	% within column													
	Weighted counts	84	358	461	291	332	827	608	925	178	186	153	901	539
	Column Comparisons													
Unweighted base		108	462	595	375	428	1,067	784	1,193	230	240	197	1,163	695
Weighted base		91	392	573	363	445	1,020	746	1,488	100	102	83	1,159	612
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3



## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
		Unkn- own
QD10a_15: List of factors people consider when sending parcels...		
Daily collection service		
	% within column	**
<b>This is a negative to me</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is not important to me – don't mind if not offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'nice to have', but I can live without it being offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is mandatory to me – a must have</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>NET: Important (T2B)</b>	Weighted counts	
	Column Comparisons	
	% within column	
<b>Effective Column n</b>	Weighted counts	2
	Column Comparisons	
<b>Unweighted base</b>		2
<b>Weighted base</b>		2
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1860; total n = 6467; effective sample size = 1442 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

QD10b: List of factors people consider when sending letters

		This is a nega- tive to me	Not impor- tant	'Nice to have' but I can live without	'Great to have' - can sway my decis- ion	This is manda- tory to me – a must have	NET: Impor- tant (T- (2B)	Total
<b>Guaranteed delivery to recipient</b>	<i>% within row</i>	1%	3%	15%	37%	44%	81%	<b>100%</b>
	<i>Weighted counts</i>	27	89	486	1,168	1,394	2,562	<b>3,163</b>
<b>Low cost</b>	<i>% within row</i>	1%	3%	16%	44%	35%	80%	<b>100%</b>
	<i>Weighted counts</i>	25	100	515	1,403	1,120	2,523	<b>3,163</b>
<b>Same price to send to anywhere within the UK</b>	<i>% within row</i>	1%	4%	16%	43%	36%	80%	<b>100%</b>
	<i>Weighted counts</i>	21	124	500	1,368	1,150	2,518	<b>3,163</b>
<b>Delivery within 3 days</b>	<i>% within row</i>	1%	4%	19%	42%	33%	75%	<b>100%</b>
	<i>Weighted counts</i>	38	135	616	1,334	1,039	2,374	<b>3,163</b>
<b>Convenient to post (within ½ mile)</b>	<i>% within row</i>	1%	5%	20%	40%	35%	75%	<b>100%</b>
	<i>Weighted counts</i>	26	143	619	1,277	1,098	2,375	<b>3,163</b>
<b>Fast delivery</b>	<i>% within row</i>	1%	4%	22%	44%	28%	72%	<b>100%</b>
	<i>Weighted counts</i>	28	141	702	1,395	898	2,293	<b>3,163</b>
<b>Daily collection service</b>	<i>% within row</i>	1%	7%	23%	36%	33%	69%	<b>100%</b>
	<i>Weighted counts</i>	40	219	718	1,148	1,039	2,187	<b>3,163</b>
<b>Next day delivery option</b>	<i>% within row</i>	1%	10%	29%	40%	20%	61%	<b>100%</b>
	<i>Weighted counts</i>	35	303	907	1,273	645	1,919	<b>3,163</b>

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3160; total n = 6467; effective sample size = 2427 (77%)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Methodology			Quarter				Gender		Age			
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
QD10b_1: List of factors people consider when sending letters... Low cost		% within column	1%	1%	**	**	1%	1%	1%	0%	1%	1%	0%	0%
This is a negative to me		Weighted counts	25	9	17		10	15	17	8	7	6	4	1
		Column Comparisons	-											
This is not important to me – don't mind if not offered		% within column	3%	3%	3%	**	**	3%	3%	3%	2%	3%	3%	4%
		Weighted counts	100	34	66		45	55	52	48	11	31	33	17
		Column Comparisons	-											
This is a 'nice to have', but I can live without it being offered		% within column	16%	16%	17%	**	**	16%	17%	19%	14%	13%	18%	15%
		Weighted counts	515	199	316		244	271	293	222	63	178	156	71
		Column Comparisons	-						b					
This is a 'great to have' – makes a difference and can sway my decision		% within column	44%	43%	45%	**	**	45%	43%	46%	43%	42%	46%	45%
		Weighted counts	1,403	545	858		695	708	717	686	199	460	464	182
		Column Comparisons	-											
This is mandatory to me – a must have		% within column	35%	38%	34%	**	**	35%	36%	31%	39%	41%	33%	37%
		Weighted counts	1,120	482	639		535	585	495	625	192	329	381	129
		Column Comparisons	-	b						A				
NET: Important (T2B)		% within column	80%	81%	79%	**	**	80%	77%	83%	83%	79%	81%	78%
		Weighted counts	2,523	1,027	1,496		1,229	1,294	1,212	1,311	391	790	846	312
		Column Comparisons	-							A				
Effective Column n		% within column												
		Weighted counts	2,427	688	1,740	0	0	1,184	1,244	1,200	1,228	313	741	826
		Column Comparisons												351
Unweighted base			3,160	895	2,265	0	0	1,541	1,619	1,562	1,598	408	964	1,075
														457
Weighted base			3,163	1,269	1,895	0	0	1,529	1,634	1,574	1,589	471	1,005	1,038
														401
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3160; total n = 6467; effective sample size = 2427 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation				Rurality	
		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
QD10b_1: List of factors people consider when sending letters... Low cost		% within column	3%	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	1%
<b>This is a negative to me</b>		Weighted counts	7	4	5	9	7	11	14	23	1	0	19	6
		Column Comparisons	b c d											
<b>This is not important to me – don't mind if not offered</b>		% within column	3%	4%	3%	3%	3%	3%	3%	4%	4%	3%	3%	3%
		Weighted counts	7	24	30	19	27	58	42	80	7	5	70	28
		Column Comparisons												
<b>This is a 'nice to have', but I can live without it being offered</b>		% within column	19%	17%	15%	17%	16%	16%	17%	15%	13%	13%	17%	15%
		Weighted counts	47	109	150	112	145	278	235	440	29	24	355	159
		Column Comparisons												
<b>This is a 'great to have' – makes a difference and can sway my decision</b>		% within column	39%	49%	45%	43%	40%	47%	44%	50%	39%	49%	44%	45%
		Weighted counts	97	319	447	289	348	793	600	1,151	95	71	86	923
		Column Comparisons		d			b			c		c		
<b>This is mandatory to me – a must have</b>		% within column	36%	30%	36%	36%	39%	33%	38%	35%	30%	42%	35%	37%
		Weighted counts	88	194	352	237	337	562	557	925	57	77	61	723
		Column Comparisons				a	a				b			
<b>NET: Important (T2B)</b>		% within column	75%	79%	81%	79%	80%	80%	79%	81%	82%	84%	79%	82%
		Weighted counts	186	513	799	526	684	1,355	1,157	2,076	152	148	1,646	877
		Column Comparisons											c	C
<b>Effective Column n</b>		% within column												
		Weighted counts	197	555	765	493	615	1,301	1,116	1,528	315	302	283	1,515
		Column Comparisons												
<b>Unweighted base</b>			256	722	996	642	800	1,693	1,453	1,989	410	393	368	1,972
<b>Weighted base</b>			248	650	984	666	863	1,702	1,448	2,618	189	182	174	2,090
<b>Columns</b>			E	A	B	C	D	A	B	A	B	C	D	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3160; total n = 6467; effective sample size = 2427 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
		Unkn- own
QD10b_1: List of factors people consider when sending letters... Low cost		**
	% within column	
<b>This is a negative to me</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is not important to me – don't mind if not offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'nice to have', but I can live without it being offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is mandatory to me – a must have</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>NET: Important (T2B)</b>	Weighted counts	
	Column Comparisons	
	% within column	
<b>Effective Column n</b>	Weighted counts	2
	Column Comparisons	
<b>Unweighted base</b>		3
<b>Weighted base</b>		4
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3160; total n = 6467; effective sample size = 2427 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Methodology			Quarter				Gender		Age			
QD10b_2: List of factors people consider when sending letters... Fast delivery		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
This is a negative to me	% within column	1%	1%	1%	**	**	1%	1%	1%	1%	2%	0%	1%	0%
	Weighted counts	28	13	15			12	16	16	12	11	5	7	0
	Column Comparisons	-												
This is not important to me – don't mind if not offered	% within column	4%	6%	4%	**	**	5%	4%	5%	4%	6%	4%	4%	5%
	Weighted counts	141	72	69			72	69	75	66	26	37	46	21
	Column Comparisons	-	b											
This is a 'nice to have', but I can live without it being offered	% within column	22%	19%	25%	**	**	21%	23%	24%	20%	18%	21%	22%	25%
	Weighted counts	702	237	465			328	374	380	322	83	213	228	100
	Column Comparisons	-		A					b					
This is a 'great to have' – makes a difference and can sway my decision	% within column	44%	40%	47%	**	**	44%	44%	43%	45%	41%	47%	43%	45%
	Weighted counts	1,395	504	891			680	715	680	714	195	471	444	180
	Column Comparisons	-		A										
This is mandatory to me – a must have	% within column	28%	35%	24%	**	**	29%	28%	27%	30%	33%	28%	30%	25%
	Weighted counts	898	443	455			436	461	422	476	156	279	314	99
	Column Comparisons	-	B								e		e	
NET: Important (T2B)	% within column	72%	75%	71%	**	**	73%	72%	70%	75%	74%	75%	73%	70%
	Weighted counts	2,293	947	1,346			1,117	1,176	1,102	1,190	351	750	757	280
	Column Comparisons	-								a	e	e	e	
Effective Column n	% within column													
	Weighted counts	2,427	688	1,740	0	0	1,184	1,244	1,200	1,228	313	741	826	351
	Column Comparisons													
Unweighted base		3,160	895	2,265	0	0	1,541	1,619	1,562	1,598	408	964	1,075	457
Weighted base		3,163	1,269	1,895	0	0	1,529	1,634	1,574	1,589	471	1,005	1,038	401
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3160; total n = 6467; effective sample size = 2427 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age		SEG			Working status		UK nation			Rurality		
		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
QD10b_2: List of factors people consider when sending letters... Fast delivery														
This is a negative to me	% within column	2%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%
	Weighted counts	5	2	7	9	9	17	11	24	2	1	0	21	7
	Column Comparisons													
This is not important to me – don't mind if not offered	% within column	4%	5%	4%	4%	5%	4%	5%	5%	5%	4%	3%	4%	5%
	Weighted counts	10	30	38	30	44	68	71	120	9	7	5	83	56
	Column Comparisons													
This is a 'nice to have', but I can live without it being offered	% within column	31%	22%	23%	21%	22%	20%	24%	23%	20%	22%	14%	22%	22%
	Weighted counts	78	143	231	140	188	342	352	599	38	40	25	468	234
	Column Comparisons	a b c						a			d			
This is a 'great to have' – makes a difference and can sway my decision	% within column	43%	47%	44%	41%	44%	46%	42%	44%	48%	42%	42%	44%	44%
	Weighted counts	106	305	434	273	383	779	613	1,155	91	76	73	926	468
	Column Comparisons													
This is mandatory to me – a must have	% within column	20%	26%	28%	32%	28%	29%	28%	28%	26%	32%	41%	28%	29%
	Weighted counts	49	170	273	215	239	496	401	720	50	57	71	592	305
	Column Comparisons											a B c		
NET: Important (T2B)	% within column	63%	73%	72%	73%	72%	75%	70%	72%	74%	73%	83%	73%	72%
	Weighted counts	155	475	708	487	622	1,275	1,014	1,875	140	133	144	1,519	773
	Column Comparisons						b					a b c		
Effective Column n	% within column													
	Weighted counts	197	555	765	493	615	1,301	1,116	1,528	315	302	283	1,515	910
	Column Comparisons													
Unweighted base		256	722	996	642	800	1,693	1,453	1,989	410	393	368	1,972	1,185
Weighted base		248	650	984	666	863	1,702	1,448	2,618	189	182	174	2,090	1,070
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3160; total n = 6467; effective sample size = 2427 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

Cross...		
Rurality		
Unkn-own		
QD10b_2: List of factors people consider when sending letters... Fast delivery		**
	% within column	
<b>This is a negative to me</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is not important to me – don't mind if not offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'nice to have', but I can live without it being offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is mandatory to me – a must have</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>NET: Important (T2B)</b>	Weighted counts	
	Column Comparisons	
	% within column	
<b>Effective Column n</b>	Weighted counts	2
	Column Comparisons	
<b>Unweighted base</b>		3
<b>Weighted base</b>		4
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3160; total n = 6467; effective sample size = 2427 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)



Ofcom Residential Postal Tracker (January - December 2016)

Crossbreaks													
Methodology			Quarter				Gender		Age				
			Q1	Q2	Q3	Q4			16-24	25-44	45-64	65-74	
			2016	2016	2016	2016	Male	Female	years	years	years	years	
QD10b_3: List of factors people consider when sending letters... Next day delivery option	% within column	<b>1%</b>	1%	1%	**	**	1%	1%	2%	1%	1%	1%	
	Weighted counts	<b>35</b>	16	19		13	22	15	20	10	5	11	6
	Column Comparisons	-											
This is a negative to me	% within column	<b>10%</b>	10%	10%	**	**	10%	10%	9%	10%	10%	8%	10%
	Weighted counts	<b>303</b>	121	182		146	157	149	153	45	79	107	43
	Column Comparisons	-											
This is not important to me – don't mind if not offered	% within column	<b>29%</b>	24%	32%	**	**	30%	28%	29%	28%	24%	29%	27%
	Weighted counts	<b>907</b>	301	606		452	454	459	448	113	293	281	133
	Column Comparisons	-		A									a
This is a 'nice to have', but I can live without it being offered	% within column	<b>40%</b>	39%	41%	**	**	40%	40%	40%	40%	41%	40%	38%
	Weighted counts	<b>1,273</b>	500	773		617	656	637	636	186	416	419	153
	Column Comparisons	-											
This is a 'great to have' – makes a difference and can sway my decision	% within column	<b>20%</b>	26%	17%	**	**	20%	21%	20%	21%	25%	21%	21%
	Weighted counts	<b>645</b>	330	315		301	345	313	332	117	212	220	66
	Column Comparisons	-	B							d e	e	e	
This is mandatory to me – a must have	% within column	<b>61%</b>	65%	57%	**	**	60%	61%	60%	61%	64%	62%	62%
	Weighted counts	<b>1,919</b>	831	1,088		918	1,000	951	968	303	628	640	219
	Column Comparisons	-	B							d e	d e	d e	
NET: Important (T2B)	% within column	<b>20%</b>	26%	17%	**	**	20%	21%	20%	21%	25%	21%	21%
	Weighted counts	<b>645</b>	330	315		301	345	313	332	117	212	220	66
	Column Comparisons	-	B							d e	e	e	
Effective Column n	% within column	<b>61%</b>	65%	57%	**	**	60%	61%	60%	61%	64%	62%	62%
	Weighted counts	<b>1,919</b>	831	1,088		918	1,000	951	968	303	628	640	219
	Column Comparisons	-	B							d e	d e	d e	
Unweighted base	% within column	<b>20%</b>	26%	17%	**	**	20%	21%	20%	21%	25%	21%	21%
	Weighted counts	<b>645</b>	330	315		301	345	313	332	117	212	220	66
	Column Comparisons	-	B							d e	e	e	
Weighted base	% within column	<b>61%</b>	65%	57%	**	**	60%	61%	60%	61%	64%	62%	62%
	Weighted counts	<b>1,919</b>	831	1,088		918	1,000	951	968	303	628	640	219
	Column Comparisons	-	B							d e	d e	d e	
Columns		<b>A</b>	A	B	A	B	C	D	A	B	A	B	C
													D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3160; total n = 6467; effective sample size = 2427 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation			Rurality		
		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
QD10b_3: List of factors people consider when sending letters... Next day delivery option														
This is a negative to me	% within column	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
	Weighted counts	3	5	6	8	16	18	17	32	1	1	1	26	9
	Column Comparisons													
This is not important to me – don't mind if not offered	% within column	12%	10%	9%	11%	9%	9%	11%	10%	10%	10%	5%	9%	11%
	Weighted counts	29	65	91	70	77	145	156	257	19	17	9	184	117
	Column Comparisons													
This is a 'nice to have', but I can live without it being offered	% within column	35%	27%	30%	27%	30%	26%	31%	29%	24%	31%	27%	29%	28%
	Weighted counts	86	177	291	179	260	446	455	758	46	57	47	607	298
	Column Comparisons	a						a						
This is a 'great to have' – makes a difference and can sway my decision	% within column	40%	41%	40%	41%	39%	43%	37%	40%	47%	36%	45%	39%	42%
	Weighted counts	98	269	394	272	338	737	531	1,041	89	65	78	824	449
	Column Comparisons						b			c				
This is mandatory to me – a must have	% within column	13%	21%	20%	21%	20%	21%	20%	20%	18%	23%	23%	21%	18%
	Weighted counts	31	135	201	137	172	357	288	530	35	41	39	449	197
	Column Comparisons													
NET: Important (T2B)	% within column	52%	62%	61%	61%	59%	64%	57%	60%	65%	59%	67%	61%	60%
	Weighted counts	130	404	595	409	510	1,094	820	1,572	123	107	117	1,273	646
	Column Comparisons						B							
Effective Column n	% within column													
	Weighted counts	197	555	765	493	615	1,301	1,116	1,528	315	302	283	1,515	910
	Column Comparisons													
Unweighted base		256	722	996	642	800	1,693	1,453	1,989	410	393	368	1,972	1,185
Weighted base		248	650	984	666	863	1,702	1,448	2,618	189	182	174	2,090	1,070
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3160; total n = 6467; effective sample size = 2427 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

Cross...		
Rurality		
Unkn-own		
QD10b_3: List of factors people consider when sending letters... Next day delivery option	% within column	**
This is a negative to me	Weighted counts	
	Column Comparisons	
	% within column	**
This is not important to me – don't mind if not offered	Weighted counts	
	Column Comparisons	
	% within column	**
This is a 'nice to have', but I can live without it being offered	Weighted counts	
	Column Comparisons	
	% within column	**
This is a 'great to have' – makes a difference and can sway my decision	Weighted counts	
	Column Comparisons	
	% within column	**
This is mandatory to me – a must have	Weighted counts	
	Column Comparisons	
	% within column	**
NET: Important (T2B)	Weighted counts	
	Column Comparisons	
	% within column	
Effective Column n	Weighted counts	2
	Column Comparisons	
	% within column	
Unweighted base		3
Weighted base		4
Columns		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3160; total n = 6467; effective sample size = 2427 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

			Crossbreaks												
			Methodology		Quarter				Gender		Age				
			Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
QD10b_4: List of factors people consider when sending letters... Delivery within 3 days			<b>1%</b>	1%	1%	**	**	1%	1%	1%	1%	1%	1%	1%	1%
This is a negative to me			<b>38</b>	17	21			16	22	19	19	6	7	13	5
Column Comparisons			-												
This is not important to me – don't mind if not offered			<b>4%</b>	3%	5%	**	**	4%	4%	5%	4%	5%	4%	5%	3%
Weighted counts			<b>135</b>	40	95			65	70	76	59	25	40	49	13
Column Comparisons			-		a										
This is a 'nice to have', but I can live without it being offered			<b>19%</b>	17%	21%	**	**	18%	21%	20%	19%	23%	18%	17%	22%
Weighted counts			<b>616</b>	215	402			275	341	313	303	107	186	179	88
Column Comparisons			-		a										
This is a 'great to have' – makes a difference and can sway my decision			<b>42%</b>	38%	45%	**	**	43%	41%	42%	42%	41%	45%	41%	42%
Weighted counts			<b>1,334</b>	483	851			657	677	659	675	191	454	421	169
Column Comparisons			-		A										
This is mandatory to me – a must have			<b>33%</b>	41%	28%	**	**	34%	32%	32%	34%	30%	32%	36%	32%
Weighted counts			<b>1,039</b>	514	525			515	524	506	533	141	319	376	126
Column Comparisons			-		B										
NET: Important (T2B)			<b>75%</b>	79%	73%	**	**	77%	73%	74%	76%	71%	77%	77%	74%
Weighted counts			<b>2,374</b>	997	1,377			1,173	1,201	1,165	1,209	333	773	797	295
Column Comparisons			-		B										
Effective Column n			<b>2,427</b>	688	1,740	0	0	1,184	1,244	1,200	1,228	313	741	826	351
Column Comparisons															
Unweighted base			<b>3,160</b>	895	2,265	0	0	1,541	1,619	1,562	1,598	408	964	1,075	457
Weighted base			<b>3,163</b>	1,269	1,895	0	0	1,529	1,634	1,574	1,589	471	1,005	1,038	401
Columns			<b>A</b>	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3160; total n = 6467; effective sample size = 2427 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation			Rurality		
		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
QD10b_4: List of factors people consider when sending letters... Delivery within 3 days														
This is a negative to me	% within column	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%
	Weighted counts	6	4	13	10	11	18	20	34	1	2	1	31	7
	Column Comparisons													
This is not important to me – don't mind if not offered	% within column	3%	5%	4%	4%	4%	5%	3%	4%	4%	4%	2%	4%	4%
	Weighted counts	8	30	38	29	37	85	49	117	8	6	3	85	47
	Column Comparisons						b							
This is a 'nice to have', but I can live without it being offered	% within column	23%	20%	18%	19%	21%	17%	22%	20%	19%	17%	18%	20%	19%
	Weighted counts	57	129	180	128	179	293	318	519	35	30	32	411	206
	Column Comparisons						a							
This is a 'great to have' – makes a difference and can sway my decision	% within column	40%	45%	44%	39%	40%	44%	40%	42%	46%	40%	46%	41%	44%
	Weighted counts	99	290	434	263	347	744	585	1,095	87	73	79	864	469
	Column Comparisons													
This is mandatory to me – a must have	% within column	31%	30%	32%	35%	34%	33%	33%	33%	30%	39%	34%	33%	32%
	Weighted counts	77	196	318	236	289	562	476	853	57	71	59	699	341
	Column Comparisons													
NET: Important (T2B)	% within column	71%	75%	76%	75%	74%	77%	73%	74%	76%	79%	79%	75%	76%
	Weighted counts	176	487	752	499	636	1,306	1,061	1,948	145	143	138	1,563	810
	Column Comparisons						b							
Effective Column n	% within column													
	Weighted counts	197	555	765	493	615	1,301	1,116	1,528	315	302	283	1,515	910
	Column Comparisons													
Unweighted base		256	722	996	642	800	1,693	1,453	1,989	410	393	368	1,972	1,185
Weighted base		248	650	984	666	863	1,702	1,448	2,618	189	182	174	2,090	1,070
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3160; total n = 6467; effective sample size = 2427 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

			Cross...
			Rurality
			Unkn- own
QD10b_4: List of factors people consider when sending letters...			
Delivery within 3 days			
	% within column		**
<b>This is a negative to me</b>	Weighted counts		
	Column Comparisons		
	% within column		**
<b>This is not important to me – don't mind if not offered</b>	Weighted counts		
	Column Comparisons		
	% within column		**
<b>This is a 'nice to have', but I can live without it being offered</b>	Weighted counts		
	Column Comparisons		
	% within column		**
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	Weighted counts		
	Column Comparisons		
	% within column		**
<b>This is mandatory to me – a must have</b>	Weighted counts		
	Column Comparisons		
	% within column		**
<b>NET: Important (T2B)</b>	Weighted counts		
	Column Comparisons		
	% within column		
<b>Effective Column n</b>	Weighted counts	2	
	Column Comparisons		
<b>Unweighted base</b>		3	
<b>Weighted base</b>		4	
<b>Columns</b>		C	

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3160; total n = 6467; effective sample size = 2427 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

			Crossbreaks												
			Methodology		Quarter				Gender		Age				
			Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
QD10b_5: List of factors people consider when sending letters... Convenient to post (within ½ mile)			<b>1%</b>	1%	1%	**	**	1%	1%	1%	1%	2%	0%	1%	1%
<b>This is a negative to me</b>			<b>26</b>	6	20			13	14	18	8	7	5	10	3
Weighted counts			-												
Column Comparisons			-												
<b>This is not important to me – don't mind if not offered</b>			<b>5%</b>	4%	5%	**	**	4%	5%	5%	4%	5%	4%	5%	5%
Weighted counts			<b>143</b>	45	98			62	81	83	60	24	42	50	21
Column Comparisons			-												
<b>This is a 'nice to have', but I can live without it being offered</b>			<b>20%</b>	13%	24%	**	**	20%	20%	21%	18%	19%	21%	18%	22%
Weighted counts			<b>619</b>	163	456			300	319	337	282	88	213	184	87
Column Comparisons			-		A					b					
<b>This is a 'great to have' – makes a difference and can sway my decision</b>			<b>40%</b>	38%	42%	**	**	42%	39%	41%	40%	44%	42%	39%	38%
Weighted counts			<b>1,277</b>	484	793			644	633	641	636	206	420	405	153
Column Comparisons			-												
<b>This is mandatory to me – a must have</b>			<b>35%</b>	45%	28%	**	**	33%	36%	31%	38%	31%	32%	38%	34%
Weighted counts			<b>1,098</b>	569	529			510	587	494	604	146	326	389	137
Column Comparisons			-		B						A				
<b>NET: Important (T2B)</b>			<b>75%</b>	83%	70%	**	**	75%	75%	72%	78%	75%	74%	77%	72%
Weighted counts			<b>2,375</b>	1,054	1,321			1,154	1,221	1,135	1,240	352	746	794	290
Column Comparisons			-		B						A				
<b>Effective Column n</b>			<b>2,427</b>	688	1,740	0	0	1,184	1,244	1,200	1,228	313	741	826	351
Column Comparisons															
<b>Unweighted base</b>			<b>3,160</b>	895	2,265	0	0	1,541	1,619	1,562	1,598	408	964	1,075	457
<b>Weighted base</b>			<b>3,163</b>	1,269	1,895	0	0	1,529	1,634	1,574	1,589	471	1,005	1,038	401
<b>Columns</b>			<b>A</b>	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3160; total n = 6467; effective sample size = 2427 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation			Rurality		
		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
QD10b_5: List of factors people consider when sending letters...														
Convenient to post (within ½ mile)														
This is a negative to me	% within column	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%
	Weighted counts	2	2	4	9	11	13	12	22	1	3	0	21	4
	Column Comparisons													
This is not important to me – don't mind if not offered	% within column	2%	5%	4%	5%	4%	5%	4%	4%	6%	5%	5%	4%	5%
	Weighted counts	6	32	43	30	38	89	52	115	12	8	8	92	49
	Column Comparisons													
This is a 'nice to have', but I can live without it being offered	% within column	19%	21%	21%	16%	19%	20%	19%	19%	19%	22%	19%	20%	19%
	Weighted counts	46	135	210	107	167	345	271	510	37	40	32	418	201
	Column Comparisons													
This is a 'great to have' – makes a difference and can sway my decision	% within column	38%	44%	39%	41%	38%	42%	38%	40%	44%	33%	44%	40%	42%
	Weighted counts	93	289	385	272	331	718	554	1,057	83	60	76	828	449
	Column Comparisons									c		c		
This is mandatory to me – a must have	% within column	40%	30%	35%	37%	36%	32%	39%	35%	30%	39%	33%	35%	34%
	Weighted counts	100	193	342	247	315	538	559	914	56	71	57	731	366
	Column Comparisons				a	a		A			b			
NET: Important (T2B)	% within column	78%	74%	74%	78%	75%	74%	77%	75%	74%	72%	77%	75%	76%
	Weighted counts	193	482	727	519	646	1,256	1,113	1,971	140	131	133	1,560	815
	Column Comparisons													
Effective Column n	% within column													
	Weighted counts	197	555	765	493	615	1,301	1,116	1,528	315	302	283	1,515	910
	Column Comparisons													
Unweighted base		256	722	996	642	800	1,693	1,453	1,989	410	393	368	1,972	1,185
Weighted base		248	650	984	666	863	1,702	1,448	2,618	189	182	174	2,090	1,070
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3160; total n = 6467; effective sample size = 2427 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3



## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
		Unkn- own
QD10b_5: List of factors people consider when sending letters...		
Convenient to post (within ½ mile)	<i>% within column</i>	**
<b>This is a negative to me</b>	<i>Weighted counts</i>	
	<i>Column Comparisons</i>	
<b>This is not important to me – don't mind if not offered</b>	<i>% within column</i>	**
	<i>Weighted counts</i>	
	<i>Column Comparisons</i>	
<b>This is a 'nice to have', but I can live without it being offered</b>	<i>% within column</i>	**
	<i>Weighted counts</i>	
	<i>Column Comparisons</i>	
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	<i>% within column</i>	**
	<i>Weighted counts</i>	
	<i>Column Comparisons</i>	
<b>This is mandatory to me – a must have</b>	<i>% within column</i>	**
	<i>Weighted counts</i>	
	<i>Column Comparisons</i>	
<b>NET: Important (T2B)</b>	<i>% within column</i>	**
	<i>Weighted counts</i>	
	<i>Column Comparisons</i>	
<b>Effective Column n</b>	<i>% within column</i>	
	<i>Weighted counts</i>	2
	<i>Column Comparisons</i>	
<b>Unweighted base</b>		3
<b>Weighted base</b>		4
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3160; total n = 6467; effective sample size = 2427 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Methodology			Quarter				Gender		Age			
QD10b_6: List of factors people consider when sending letters... Same price to send to anywhere within the UK		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
This is a negative to me	% within column	1%	1%	1%	**	**	0%	1%	1%	1%	2%	0%	0%	1%
	Weighted counts	21	8	13			5	15	10	11	8	2	4	2
	Column Comparisons	-												
This is not important to me – don't mind if not offered	% within column	4%	4%	4%	**	**	3%	5%	5%	3%	5%	4%	4%	3%
	Weighted counts	124	54	70			47	77	75	48	22	43	39	10
	Column Comparisons	-						c	b					
This is a 'nice to have', but I can live without it being offered	% within column	16%	13%	18%	**	**	15%	16%	18%	14%	21%	16%	14%	15%
	Weighted counts	500	166	334			235	266	283	218	97	163	141	60
	Column Comparisons	-		a					b		c			
This is a 'great to have' – makes a difference and can sway my decision	% within column	43%	42%	44%	**	**	44%	42%	42%	44%	40%	48%	43%	40%
	Weighted counts	1,368	539	829			677	691	668	700	186	486	443	161
	Column Comparisons	-										a d e		
This is mandatory to me – a must have	% within column	36%	40%	34%	**	**	37%	36%	34%	38%	33%	31%	40%	42%
	Weighted counts	1,150	502	648			565	585	539	611	157	311	411	167
	Column Comparisons	-	b							a			b	b
NET: Important (T2B)	% within column	80%	82%	78%	**	**	81%	78%	77%	83%	73%	79%	82%	82%
	Weighted counts	2,518	1,040	1,478			1,242	1,276	1,206	1,312	343	797	854	328
	Column Comparisons	-	b							A			a	a
Effective Column n	% within column													
	Weighted counts	2,427	688	1,740	0	0	1,184	1,244	1,200	1,228	313	741	826	351
Column Comparisons														
Unweighted base		3,160	895	2,265	0	0	1,541	1,619	1,562	1,598	408	964	1,075	457
Weighted base		3,163	1,269	1,895	0	0	1,529	1,634	1,574	1,589	471	1,005	1,038	401
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3160; total n = 6467; effective sample size = 2427 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation				Rurality	
		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
QD10b_6: List of factors people consider when sending letters... Same price to send to anywhere within the UK														
This is a negative to me	% within column	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	0%	1%	0%
	Weighted counts	4	4	3	7	7	11	10	19	2	0	0	16	5
	Column Comparisons													
This is not important to me – don't mind if not offered	% within column	4%	4%	3%	3%	5%	4%	3%	4%	4%	4%	3%	4%	3%
	Weighted counts	9	26	33	19	45	73	49	104	7	7	6	87	35
	Column Comparisons													
This is a 'nice to have', but I can live without it being offered	% within column	16%	15%	17%	15%	15%	15%	16%	16%	17%	12%	17%	16%	16%
	Weighted counts	39	97	169	103	133	260	237	417	32	22	29	329	171
	Column Comparisons													
This is a 'great to have' – makes a difference and can sway my decision	% within column	37%	43%	43%	43%	43%	46%	41%	43%	45%	43%	47%	43%	43%
	Weighted counts	92	283	427	290	369	775	587	1,124	85	78	82	908	459
	Column Comparisons						b							
This is mandatory to me – a must have	% within column	42%	37%	36%	37%	36%	34%	39%	36%	34%	41%	32%	36%	37%
	Weighted counts	104	241	352	247	309	583	565	955	64	75	56	749	400
	Column Comparisons	b						a						
NET: Important (T2B)	% within column	79%	81%	79%	81%	79%	80%	80%	79%	78%	84%	80%	79%	80%
	Weighted counts	196	524	779	537	678	1,358	1,152	2,079	148	152	138	1,657	859
	Column Comparisons													
Effective Column n	% within column													
	Weighted counts	197	555	765	493	615	1,301	1,116	1,528	315	302	283	1,515	910
	Column Comparisons													
Unweighted base		256	722	996	642	800	1,693	1,453	1,989	410	393	368	1,972	1,185
Weighted base		248	650	984	666	863	1,702	1,448	2,618	189	182	174	2,090	1,070
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3160; total n = 6467; effective sample size = 2427 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
QD10b_6: List of factors people consider when sending letters... Same price to send to anywhere within the UK		Unkn-own
	% within column	**
<b>This is a negative to me</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is not important to me – don't mind if not offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'nice to have', but I can live without it being offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is mandatory to me – a must have</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>NET: Important (T2B)</b>	Weighted counts	
	Column Comparisons	
	% within column	
<b>Effective Column n</b>	Weighted counts	2
	Column Comparisons	
<b>Unweighted base</b>		3
<b>Weighted base</b>		4
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3160; total n = 6467; effective sample size = 2427 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

			Crossbreaks												
			Methodology			Quarter				Gender		Age			
QD10b_7: List of factors people consider when sending letters...						Q1	Q2	Q3	Q4			16-24	25-44	45-64	65-74
Guaranteed delivery to recipient			Total	CAPI	Online	2016	2016	2016	2016	Male	Female	years	years	years	years
This is a negative to me	% within column	1%	1%	1%	**	**	1%	1%	1%	1%	2%	1%	1%	0%	
	Weighted counts	27	7	20			12	15	17	9	9	7	8	2	
	Column Comparisons	-													
This is not important to me – don't mind if not offered	% within column	3%	3%	3%	**	**	2%	3%	3%	3%	2%	2%	3%	4%	
	Weighted counts	89	34	55			34	55	42	47	10	22	29	17	
	Column Comparisons	-													
This is a 'nice to have', but I can live without it being offered	% within column	15%	10%	19%	**	**	15%	16%	16%	15%	14%	16%	14%	16%	
	Weighted counts	486	121	364			232	253	246	240	65	163	143	65	
	Column Comparisons	-		A											
This is a 'great to have' – makes a difference and can sway my decision	% within column	37%	36%	37%	**	**	35%	38%	39%	35%	38%	40%	36%	31%	
	Weighted counts	1,168	459	710			542	626	609	559	178	402	374	125	
	Column Comparisons	-													
This is mandatory to me – a must have	% within column	44%	51%	39%	**	**	46%	42%	42%	46%	44%	41%	47%	48%	
	Weighted counts	1,394	648	746			709	685	660	734	210	412	484	193	
	Column Comparisons	-	B				d			a					
NET: Important (T2B)	% within column	81%	87%	77%	**	**	82%	80%	81%	81%	82%	81%	83%	79%	
	Weighted counts	2,562	1,106	1,455			1,251	1,311	1,269	1,293	387	814	858	318	
	Column Comparisons	-	B												
Effective Column n	% within column														
	Weighted counts	2,427	688	1,740	0	0	1,184	1,244	1,200	1,228	313	741	826	351	
	Column Comparisons														
Unweighted base		3,160	895	2,265	0	0	1,541	1,619	1,562	1,598	408	964	1,075	457	
Weighted base		3,163	1,269	1,895	0	0	1,529	1,634	1,574	1,589	471	1,005	1,038	401	
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3160; total n = 6467; effective sample size = 2427 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation			Rurality		
		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
QD10b_7: List of factors people consider when sending letters...														
Guaranteed delivery to recipient														
This is a negative to me	% within column	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	0%
	Weighted counts	2	3	8	9	7	17	9	24	1	1	0	21	5
	Column Comparisons													
This is not important to me – don't mind if not offered	% within column	4%	3%	2%	3%	4%	3%	3%	3%	3%	4%	2%	3%	3%
	Weighted counts	11	19	18	19	33	43	46	72	6	7	4	54	33
	Column Comparisons													
This is a 'nice to have', but I can live without it being offered	% within column	20%	17%	15%	13%	16%	14%	16%	16%	15%	15%	11%	15%	16%
	Weighted counts	50	113	146	88	138	243	238	410	29	28	18	316	169
	Column Comparisons													
This is a 'great to have' – makes a difference and can sway my decision	% within column	36%	36%	37%	38%	38%	39%	34%	37%	41%	29%	36%	37%	37%
	Weighted counts	90	232	361	252	324	669	494	976	77	52	62	774	393
	Column Comparisons						b			c				
This is mandatory to me – a must have	% within column	38%	44%	46%	45%	42%	43%	46%	43%	40%	51%	51%	44%	44%
	Weighted counts	95	283	451	298	361	729	661	1,136	76	93	88	924	469
	Column Comparisons										b	b		
NET: Important (T2B)	% within column	75%	79%	82%	83%	79%	82%	80%	81%	81%	80%	87%	81%	81%
	Weighted counts	185	515	811	550	685	1,398	1,155	2,112	153	146	151	1,698	862
	Column Comparisons													
Effective Column n	% within column													
	Weighted counts	197	555	765	493	615	1,301	1,116	1,528	315	302	283	1,515	910
	Column Comparisons													
Unweighted base		256	722	996	642	800	1,693	1,453	1,989	410	393	368	1,972	1,185
Weighted base		248	650	984	666	863	1,702	1,448	2,618	189	182	174	2,090	1,070
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3160; total n = 6467; effective sample size = 2427 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

			Cross...
			Rurality
			Unkn- own
QD10b_7: List of factors people consider when sending letters...			
Guaranteed delivery to recipient	<i>% within column</i>		**
<b>This is a negative to me</b>	<i>Weighted counts</i>		
	<i>Column Comparisons</i>		
<b>This is not important to me – don't mind if not offered</b>	<i>% within column</i>		**
	<i>Weighted counts</i>		
	<i>Column Comparisons</i>		
<b>This is a 'nice to have', but I can live without it being offered</b>	<i>% within column</i>		**
	<i>Weighted counts</i>		
	<i>Column Comparisons</i>		
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	<i>% within column</i>		**
	<i>Weighted counts</i>		
	<i>Column Comparisons</i>		
<b>This is mandatory to me – a must have</b>	<i>% within column</i>		**
	<i>Weighted counts</i>		
	<i>Column Comparisons</i>		
<b>NET: Important (T2B)</b>	<i>% within column</i>		**
	<i>Weighted counts</i>		
	<i>Column Comparisons</i>		
<b>Effective Column n</b>	<i>% within column</i>		
	<i>Weighted counts</i>		2
	<i>Column Comparisons</i>		
<b>Unweighted base</b>			3
<b>Weighted base</b>			4
<b>Columns</b>			C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3160; total n = 6467; effective sample size = 2427 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Methodology			Quarter				Gender		Age			
QD10b_8: List of factors people consider when sending letters... Daily collection service		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
This is a negative to me	% within column	1%	1%	1%	**	**	1%	2%	1%	1%	2%	1%	1%	1%
	Weighted counts	40	18	22			13	27	21	19	10	7	14	5
	Column Comparisons	-												
This is not important to me – don't mind if not offered	% within column	7%	6%	7%	**	**	7%	7%	7%	7%	10%	6%	7%	7%
	Weighted counts	219	79	140			111	108	114	105	48	61	70	28
	Column Comparisons	-												
This is a 'nice to have', but I can live without it being offered	% within column	23%	17%	26%	**	**	22%	23%	25%	21%	23%	26%	21%	20%
	Weighted counts	718	219	498			341	377	389	329	110	260	222	81
	Column Comparisons	-		A					b					
This is a 'great to have' – makes a difference and can sway my decision	% within column	36%	35%	37%	**	**	37%	36%	35%	38%	36%	40%	34%	35%
	Weighted counts	1,148	441	707			563	585	547	601	167	404	353	140
	Column Comparisons	-												
This is mandatory to me – a must have	% within column	33%	40%	28%	**	**	33%	33%	32%	34%	29%	27%	36%	37%
	Weighted counts	1,039	512	527			502	537	503	535	137	274	379	147
	Column Comparisons	-	B										a B	b
NET: Important (T2B)	% within column	69%	75%	65%	**	**	70%	69%	67%	72%	65%	67%	71%	71%
	Weighted counts	2,187	953	1,234			1,065	1,122	1,050	1,137	304	678	732	287
	Column Comparisons	-	B							a				
Effective Column n	% within column													
	Weighted counts	2,427	688	1,740	0	0	1,184	1,244	1,200	1,228	313	741	826	351
Column Comparisons														
Unweighted base		3,160	895	2,265	0	0	1,541	1,619	1,562	1,598	408	964	1,075	457
Weighted base		3,163	1,269	1,895	0	0	1,529	1,634	1,574	1,589	471	1,005	1,038	401
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3160; total n = 6467; effective sample size = 2427 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3



Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
		Age	SEG				Working status		UK nation				Rurality		
		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	
QD10b_8: List of factors people consider when sending letters... Daily collection service		% within column	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	0%	1%	1%
This is a negative to me		Weighted counts	4	5	8	8	19	21	18	33	4	1	1	27	12
		Column Comparisons													
This is not important to me – don't mind if not offered		% within column	5%	7%	7%	7%	7%	7%	7%	9%	8%	4%	7%	7%	
		Weighted counts	12	46	65	45	62	119	98	181	16	15	7	143	74
		Column Comparisons													
This is a 'nice to have', but I can live without it being offered		% within column	18%	20%	24%	22%	24%	23%	22%	23%	23%	21%	16%	24%	21%
		Weighted counts	45	130	234	146	208	399	314	609	43	37	28	493	225
		Column Comparisons													
This is a 'great to have' – makes a difference and can sway my decision		% within column	34%	36%	37%	37%	36%	38%	34%	36%	39%	34%	42%	36%	38%
		Weighted counts	84	236	361	244	308	646	497	941	73	62	72	745	403
		Column Comparisons													
This is mandatory to me – a must have		% within column	41%	36%	32%	33%	31%	30%	36%	33%	28%	36%	38%	33%	33%
		Weighted counts	102	233	317	223	266	516	521	855	53	66	65	683	356
		Column Comparisons	a B						a			b	b		
NET: Important (T2B)		% within column	75%	72%	69%	70%	66%	68%	70%	69%	66%	71%	79%	68%	71%
		Weighted counts	187	469	677	467	574	1,163	1,018	1,795	126	128	138	1,428	758
		Column Comparisons											a B c		
Effective Column n		% within column													
		Weighted counts	197	555	765	493	615	1,301	1,116	1,528	315	302	283	1,515	910
		Column Comparisons													
Unweighted base			256	722	996	642	800	1,693	1,453	1,989	410	393	368	1,972	1,185
Weighted base			248	650	984	666	863	1,702	1,448	2,618	189	182	174	2,090	1,070
Columns			E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3160; total n = 6467; effective sample size = 2427 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
QD10b_8: List of factors people consider when sending letters... Daily collection service		Unkn-own
	% within column	**
<b>This is a negative to me</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is not important to me – don't mind if not offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'nice to have', but I can live without it being offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is mandatory to me – a must have</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>NET: Important (T2B)</b>	Weighted counts	
	Column Comparisons	
	% within column	
<b>Effective Column n</b>	Weighted counts	2
	Column Comparisons	
<b>Unweighted base</b>		3
<b>Weighted base</b>		4
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3160; total n = 6467; effective sample size = 2427 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

QD12_1: Frequency of sending ... compared to two years ago: Invitations/ greetings cards/ postcards		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Much more	% within column	2%	2%	2%	2%	2%	2%	2%	2%	4%	3%	2%	1%	1%	2%	2%	
	Weighted counts	129	60	70	37	35	26	31	54	75	33	53	34	5	4	31	29
	Column Comparisons	-								c D e	d						
Slightly more	% within column	7%	6%	8%	9%	7%	6%	6%	7%	7%	11%	9%	6%	4%	3%	8%	7%
	Weighted counts	459	152	306	152	118	91	98	215	243	104	183	120	36	17	124	132
	Column Comparisons	-		a	c d					b C D E	c D E						
No change	% within column	60%	65%	57%	59%	62%	61%	58%	61%	59%	54%	59%	61%	67%	63%	58%	61%
	Weighted counts	3,883	1,725	2,158	1,000	988	944	951	1,944	1,939	484	1,257	1,256	563	322	876	1,166
	Column Comparisons	-	B								a	a	A b c	a			
Slightly less	% within column	18%	15%	21%	20%	16%	18%	20%	17%	20%	16%	18%	19%	19%	22%	21%	17%
	Weighted counts	1,195	404	791	333	261	278	323	539	656	142	386	398	158	111	313	332
	Column Comparisons	-		A					a								
Much less	% within column	12%	11%	12%	10%	11%	12%	13%	12%	11%	14%	11%	12%	10%	11%	11%	12%
	Weighted counts	750	293	457	170	174	189	218	394	356	124	236	250	82	57	168	232
	Column Comparisons	-															
Don't know	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	0%	0%	1%	1%
	Weighted counts	51	18	33	9	10	18	13	22	29	18	18	12	2	0	10	14
	Column Comparisons	-								c d e							
NET: More	% within column	9%	8%	10%	11%	10%	8%	8%	8%	10%	15%	11%	7%	5%	4%	10%	8%
	Weighted counts	588	212	376	189	152	117	129	269	319	137	236	154	41	20	154	161
	Column Comparisons	-		a	c d						b C D E	C D E	d e				
NET: Less	% within column	30%	26%	33%	30%	27%	30%	33%	29%	31%	29%	29%	31%	28%	33%	32%	30%
	Weighted counts	1,945	697	1,248	503	435	467	541	934	1,011	266	622	648	240	169	481	564
	Column Comparisons	-		A				b									
Effective Column n	% within column																
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230	1,507
	Column Comparisons																
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607	1,968
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522	1,905
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks										
		SEG		Working status		UK nation			Rurality			
QD12_1: Frequency of sending ... compared to two years ago: Invitations/ greetings cards/ postcards		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Much more</b>	% within column	3%	2%	2%	1%	2%	2%	2%	1%	2%	2%	1%
	Weighted counts	34	36	83	44	112	6	9	3	93	32	4
	Column Comparisons			b								
<b>Slightly more</b>	% within column	7%	6%	8%	6%	7%	7%	7%	5%	8%	6%	8%
	Weighted counts	98	105	280	173	387	28	26	17	308	118	33
	Column Comparisons			B								
<b>No change</b>	% within column	62%	60%	59%	62%	61%	54%	60%	59%	59%	63%	55%
	Weighted counts	818	1,023	2,007	1,861	3,249	210	216	208	2,418	1,247	217
	Column Comparisons			a						a c		
<b>Slightly less</b>	% within column	18%	19%	18%	19%	18%	22%	16%	18%	18%	18%	23%
	Weighted counts	233	317	620	569	989	85	56	65	747	358	90
	Column Comparisons						c					
<b>Much less</b>	% within column	10%	13%	11%	12%	11%	15%	14%	16%	12%	11%	13%
	Weighted counts	135	214	393	350	585	59	49	57	486	214	50
	Column Comparisons											
<b>Don't know</b>	% within column	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	0%
	Weighted counts	11	16	33	16	45	3	2	1	41	8	1
	Column Comparisons											
<b>NET: More</b>	% within column	10%	8%	11%	7%	9%	9%	10%	6%	10%	8%	9%
	Weighted counts	132	140	363	217	499	35	35	20	401	150	37
	Column Comparisons			B				d		b		
<b>NET: Less</b>	% within column	28%	31%	30%	31%	29%	37%	29%	35%	30%	29%	35%
	Weighted counts	368	531	1,013	919	1,574	144	105	122	1,233	572	140
	Column Comparisons						a c					
<b>Effective Column n</b>	% within column											
	Weighted counts	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
<b>Unweighted base</b>	Column Comparisons											
	Weighted counts	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>	Weighted counts	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
	Column Comparisons											
<b>Columns</b>		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

QD12_2: Frequency of sending ... compared to two years ago: Personal letters		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Much more	% within column	2%	2%	2%	2%	2%	1%	2%	1%	2%	3%	2%	1%	0%	1%	2%	1%
	Weighted counts	106	43	63	33	28	17	28	45	60	30	51	18	4	3	25	19
	Column Comparisons	-									C D e	c d e					
Slightly more	% within column	5%	4%	5%	5%	5%	4%	4%	4%	5%	9%	6%	3%	2%	3%	5%	5%
	Weighted counts	302	114	188	82	86	69	65	139	163	78	131	64	15	13	71	96
	Column Comparisons	-									C D E	C D e					
No change	% within column	55%	60%	51%	56%	55%	57%	52%	57%	54%	55%	53%	55%	57%	58%	52%	54%
	Weighted counts	3,558	1,602	1,956	948	870	886	853	1,790	1,767	501	1,133	1,141	486	297	794	1,035
	Column Comparisons	-	B						b								
Slightly less	% within column	19%	17%	20%	19%	19%	17%	21%	18%	20%	13%	18%	20%	24%	22%	21%	19%
	Weighted counts	1,234	457	777	325	298	264	347	582	652	122	388	411	203	111	318	370
	Column Comparisons	-		a								a	A	A b c	A	d	
Much less	% within column	19%	16%	21%	17%	18%	19%	20%	18%	19%	17%	19%	20%	16%	16%	20%	19%
	Weighted counts	1,201	414	786	296	287	294	323	581	619	156	405	418	137	84	302	367
	Column Comparisons	-		A													
Don't know	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	0%	1%	1%	1%
	Weighted counts	66	20	46	15	16	18	18	31	35	18	25	17	2	4	11	18
	Column Comparisons	-									d						
NET: More	% within column	6%	6%	7%	7%	7%	6%	6%	6%	7%	12%	9%	4%	2%	3%	6%	6%
	Weighted counts	408	157	251	116	113	85	93	184	224	108	183	83	18	16	97	115
	Column Comparisons	-									b C D E	C D E	d				
NET: Less	% within column	38%	33%	41%	37%	37%	36%	41%	37%	39%	31%	37%	40%	40%	38%	41%	39%
	Weighted counts	2,435	872	1,563	621	585	558	670	1,163	1,272	278	793	829	340	195	620	737
	Column Comparisons	-		A								a	A	A	a	d	
Effective Column n	% within column																
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230	1,507
Unweighted base	% within column																
	Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607	1,968
Weighted base	% within column																
	Weighted counts	6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522	1,905
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks										
		SEG		Working status		UK nation			Rurality			
QD12_2: Frequency of sending ... compared to two years ago: Personal letters		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Much more	% within column	2%	2%	2%	1%	2%	1%	1%	0%	2%	1%	2%
	Weighted counts	27	33	63	43	97	4	4	1	78	18	10
	Column Comparisons									b		b
Slightly more	% within column	5%	4%	6%	3%	5%	3%	4%	2%	5%	4%	4%
	Weighted counts	67	68	208	93	268	12	15	7	214	70	18
	Column Comparisons			B						b		
No change	% within column	55%	59%	54%	57%	56%	48%	54%	55%	55%	56%	54%
	Weighted counts	726	1,002	1,837	1,703	2,984	188	194	191	2,244	1,101	212
	Column Comparisons		a			b		b	b			
Slightly less	% within column	20%	16%	18%	20%	19%	23%	18%	18%	18%	21%	18%
	Weighted counts	269	278	624	599	1,019	88	66	62	755	407	72
	Column Comparisons	d										
Much less	% within column	17%	18%	19%	18%	18%	25%	21%	24%	18%	19%	20%
	Weighted counts	223	309	648	547	945	97	74	85	753	369	79
	Column Comparisons						a		a			
Don't know	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
	Weighted counts	17	21	36	28	55	2	5	4	48	12	6
	Column Comparisons											
NET: More	% within column	7%	6%	8%	5%	7%	4%	5%	2%	7%	4%	7%
	Weighted counts	95	102	271	136	365	16	19	8	293	88	27
	Column Comparisons			B		d		d		b		
NET: Less	% within column	37%	34%	37%	38%	37%	47%	39%	42%	37%	39%	38%
	Weighted counts	491	586	1,273	1,147	1,964	185	140	146	1,508	777	150
	Column Comparisons						a c					
Effective Column n	% within column											
	Weighted counts	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
	Column Comparisons											
Unweighted base		1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base		1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks														
QD12_3: Frequency of sending ... compared to two years ago: Formal letters to organisations or individuals		Methodology			Quarter				Gender		Age					SEG
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+ 75+	AB
Much more	% within column	2%	1%	2%	2%	2%	2%	2%	2%	2%	4%	2%	1%	0%	0%	2%
	Weighted counts	110	39	72	31	29	25	25	59	52	35	50	24	1	1	25
	Column Comparisons	-									C D E	c D e	d			
Slightly more	% within column	7%	6%	8%	8%	7%	7%	7%	8%	7%	15%	8%	5%	5%	3%	7%
	Weighted counts	474	170	304	128	114	115	116	242	233	137	178	103	39	17	111
	Column Comparisons	-		a							B C D E	C d e				
No change	% within column	56%	62%	52%	57%	58%	55%	54%	56%	56%	52%	56%	55%	60%	60%	54%
	Weighted counts	3,625	1,652	1,972	977	918	853	877	1,790	1,834	472	1,205	1,129	509	309	819
	Column Comparisons	-	B											a c	a	
Slightly less	% within column	20%	17%	22%	21%	20%	20%	21%	20%	20%	16%	19%	22%	20%	21%	23%
	Weighted counts	1,299	455	844	351	310	303	335	628	671	144	415	463	168	108	357
	Column Comparisons	-		A									a			c D
Much less	% within column	14%	12%	15%	12%	12%	15%	16%	13%	14%	11%	13%	16%	15%	13%	13%
	Weighted counts	885	316	569	197	193	234	260	421	464	100	269	326	123	67	203
	Column Comparisons	-		a			a	a b					a			
Don't know	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%
	Weighted counts	74	20	54	17	20	17	20	29	44	17	17	24	7	9	8
	Column Comparisons	-		a												
NET: More	% within column	9%	8%	10%	9%	9%	9%	9%	9%	9%	19%	11%	6%	5%	4%	9%
	Weighted counts	585	209	376	160	143	141	142	300	284	172	228	127	39	19	136
	Column Comparisons	-		a							B C D E	C D E				
NET: Less	% within column	34%	29%	37%	32%	32%	35%	36%	33%	34%	27%	32%	38%	34%	34%	37%
	Weighted counts	2,184	771	1,413	548	504	537	596	1,049	1,135	244	684	790	291	175	560
	Column Comparisons	-		A								a	A B	a	a	d
Effective Column n	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230
	Column Comparisons															
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
QD12_3: Frequency of sending ... compared to two years ago: Formal letters to organisations or individuals		C1	C2	DE	Working	Not working	NET: England	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Much more	% within column	2%	2%	2%	2%	1%	2%	2%	1%	0%	2%	1%	3%
	Weighted counts	29	25	31	71	39	99	6	4	1	80	17	13
	Column Comparisons				b						b		B
Slightly more	% within column	7%	8%	7%	8%	6%	8%	6%	7%	5%	8%	6%	8%
	Weighted counts	142	102	120	279	192	406	25	27	16	323	121	30
	Column Comparisons				b								
No change	% within column	56%	55%	59%	54%	58%	56%	52%	55%	55%	57%	57%	48%
	Weighted counts	1,063	733	1,010	1,857	1,752	3,032	204	197	191	2,314	1,123	188
	Column Comparisons					a					c	c	
Slightly less	% within column	21%	19%	16%	21%	19%	20%	20%	19%	21%	19%	22%	26%
	Weighted counts	406	255	280	718	576	1,080	77	69	73	770	426	103
	Column Comparisons	d										a	a
Much less	% within column	13%	14%	14%	13%	14%	13%	20%	17%	18%	14%	14%	14%
	Weighted counts	249	192	241	459	414	686	76	60	63	554	276	54
	Column Comparisons							a					
Don't know	% within column	1%	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%
	Weighted counts	16	22	28	33	40	64	3	2	5	52	15	6
	Column Comparisons		a	a									
NET: More	% within column	9%	10%	9%	10%	8%	9%	8%	8%	5%	10%	7%	11%
	Weighted counts	170	127	151	350	231	506	31	30	17	403	139	43
	Column Comparisons				b		d	d	d		b		b
NET: Less	% within column	34%	34%	30%	34%	33%	33%	39%	36%	39%	32%	35%	40%
	Weighted counts	656	447	521	1,177	990	1,766	153	129	136	1,324	702	158
	Column Comparisons												a
Effective Column n	% within column												
	Weighted counts	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
Unweighted base	Column Comparisons												
	Weighted counts	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base	Column Comparisons												
	Weighted counts	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)



Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks														
QD12_4: Frequency of sending ... compared to two years ago: Payments for bills/ invoices/ statements		Methodology			Quarter				Gender		Age					SEG
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
Much more	% within column	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%	3%	1%	0%	1%	2%
	Weighted counts	106	48	58	37	22	23	25	53	53	21	61	20	2	3	26
	Column Comparisons	-									c d	C D e				
Slightly more	% within column	5%	6%	5%	6%	6%	5%	5%	6%	5%	13%	7%	3%	2%	3%	5%
	Weighted counts	353	165	189	107	95	73	79	196	158	116	149	59	16	14	83
	Column Comparisons	-							b		B C D E	C D e				
No change	% within column	52%	59%	47%	51%	53%	52%	51%	51%	53%	56%	52%	49%	53%	58%	48%
	Weighted counts	3,366	1,554	1,812	871	846	809	840	1,623	1,743	504	1,100	1,012	451	299	736
	Column Comparisons	-	B								c				c	
Slightly less	% within column	17%	16%	18%	17%	17%	18%	17%	18%	16%	13%	18%	19%	17%	15%	20%
	Weighted counts	1,107	432	675	290	265	273	279	566	542	120	383	388	140	76	303
	Column Comparisons	-										a	a			D
Much less	% within column	22%	16%	27%	22%	21%	22%	24%	22%	23%	13%	19%	27%	27%	22%	24%
	Weighted counts	1,436	421	1,015	373	331	348	385	685	751	120	407	564	231	115	361
	Column Comparisons	-		A								a	A B	A B	A	
Don't know	% within column	2%	1%	2%	1%	2%	1%	2%	1%	2%	3%	2%	1%	1%	1%	1%
	Weighted counts	97	31	66	23	26	22	26	46	51	25	34	26	7	5	13
	Column Comparisons	-														
NET: More	% within column	7%	8%	6%	8%	7%	6%	6%	8%	6%	15%	10%	4%	2%	3%	7%
	Weighted counts	460	213	247	144	117	96	104	249	210	136	210	78	18	17	109
	Column Comparisons	-	b						b		B C D E	C D E	d			
NET: Less	% within column	39%	32%	44%	39%	38%	40%	41%	39%	39%	26%	37%	46%	44%	37%	44%
	Weighted counts	2,544	853	1,691	663	596	621	664	1,251	1,293	240	790	953	371	191	664
	Column Comparisons	-		A								A	A B e	A b e	A	D
Effective Column n	% within column															
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230
Unweighted base	% within column															
	Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
Weighted base	% within column															
	Weighted counts	6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
QD12_4: Frequency of sending ... compared to two years ago: Payments for bills/ invoices/ statements		C1	C2	DE	Working	Not working	NET: England	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Much more	% within column	1%	2%	2%	2%	1%	2%	1%	1%	1%	2%	1%	1%
	Weighted counts	22	28	31	69	37	94	6	4	3	84	19	4
	Column Comparisons				b						b		
Slightly more	% within column	5%	6%	5%	7%	4%	6%	4%	4%	3%	6%	4%	6%
	Weighted counts	99	83	88	231	119	313	15	14	12	246	85	23
	Column Comparisons				B						b		
No change	% within column	51%	51%	57%	50%	54%	53%	46%	50%	52%	52%	53%	48%
	Weighted counts	978	675	978	1,713	1,631	2,826	180	179	181	2,129	1,047	191
	Column Comparisons			A b c		a							
Slightly less	% within column	17%	18%	14%	18%	16%	17%	19%	17%	18%	17%	18%	15%
	Weighted counts	331	239	234	628	477	907	74	62	65	697	350	60
	Column Comparisons	d	d		b								
Much less	% within column	23%	21%	20%	21%	23%	21%	29%	27%	25%	21%	23%	28%
	Weighted counts	443	284	348	727	700	1,140	112	96	88	868	458	111
	Column Comparisons							a					a
Don't know	% within column	2%	2%	2%	1%	2%	2%	1%	1%	1%	2%	1%	2%
	Weighted counts	32	20	31	47	48	88	4	3	2	69	20	8
	Column Comparisons												
NET: More	% within column	6%	8%	7%	9%	5%	8%	5%	5%	4%	8%	5%	7%
	Weighted counts	121	111	119	300	156	406	21	17	15	330	103	27
	Column Comparisons				B						b		
NET: Less	% within column	41%	39%	34%	40%	39%	38%	48%	44%	43%	38%	41%	43%
	Weighted counts	774	523	583	1,355	1,178	2,047	186	158	152	1,565	808	171
	Column Comparisons	D	d					a					
Effective Column n	% within column												
	Weighted counts	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
Unweighted base	Column Comparisons												
	Weighted counts	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base	Column Comparisons												
	Weighted counts	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
QD12_5: Frequency of sending ... compared to two years ago: Smaller parcels - that will fit through a letterbox		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Much more	% within column	3%	2%	3%	3%	3%	3%	2%	3%	3%	5%	3%	2%	1%	1%	2%	3%
	Weighted counts	164	58	106	47	43	39	34	81	83	44	69	39	6	5	38	51
	Column Comparisons	-									C D e	c d e					
Slightly more	% within column	12%	10%	13%	12%	11%	11%	12%	11%	12%	20%	15%	9%	5%	3%	12%	12%
	Weighted counts	762	258	504	212	180	176	195	355	407	181	328	196	44	13	187	224
	Column Comparisons	-		A							b C D E	C D E	D E	e			
No change	% within column	63%	69%	59%	62%	64%	63%	62%	64%	62%	55%	60%	64%	70%	71%	63%	64%
	Weighted counts	4,059	1,826	2,233	1,050	1,012	980	1,017	2,022	2,036	501	1,279	1,326	589	363	952	1,212
	Column Comparisons	-	B										A b	A B c	A B c		
Slightly less	% within column	12%	10%	14%	13%	11%	12%	13%	12%	12%	10%	12%	13%	12%	10%	13%	11%
	Weighted counts	781	256	526	216	169	188	208	388	394	93	258	277	103	50	196	216
	Column Comparisons	-		A													
Much less	% within column	9%	8%	10%	9%	10%	8%	10%	9%	10%	8%	8%	10%	10%	13%	9%	9%
	Weighted counts	601	221	380	154	159	130	158	286	315	73	170	206	87	66	132	173
	Column Comparisons	-													b		
Don't know	% within column	2%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	3%	1%	2%
	Weighted counts	99	34	66	21	22	34	22	37	63	13	30	26	16	14	17	29
	Column Comparisons	-								a							
NET: More	% within column	14%	12%	16%	15%	14%	14%	14%	14%	15%	25%	19%	11%	6%	4%	15%	14%
	Weighted counts	926	316	611	259	223	215	229	436	491	225	397	235	50	19	225	275
	Column Comparisons	-		A							b C D E	C D E	D E				
NET: Less	% within column	21%	18%	24%	22%	21%	21%	22%	21%	21%	18%	20%	23%	22%	23%	22%	20%
	Weighted counts	1,383	476	906	370	328	318	366	674	709	166	428	482	190	116	328	389
	Column Comparisons	-		A													
Effective Column n	% within column																
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230	1,507
Unweighted base	Column Comparisons																
		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607	1,968
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522	1,905
	Columns	A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks										
		SEG		Working status		UK nation			Rurality			
QD12_5: Frequency of sending ... compared to two years ago: Smaller parcels - that will fit through a letterbox		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Much more	% within column	2%	3%	3%	2%	3%	2%	2%	2%	3%	2%	2%
	Weighted counts	29	45	108	55	142	7	9	5	115	39	9
	Column Comparisons			b								
Slightly more	% within column	12%	11%	14%	9%	12%	11%	9%	9%	12%	11%	11%
	Weighted counts	166	186	483	277	656	41	33	31	502	218	42
	Column Comparisons			B								
No change	% within column	62%	63%	61%	65%	63%	60%	65%	68%	61%	66%	62%
	Weighted counts	820	1,075	2,086	1,953	3,356	234	231	238	2,512	1,302	245
	Column Comparisons			a					b		a	
Slightly less	% within column	13%	12%	12%	12%	12%	15%	12%	10%	12%	12%	11%
	Weighted counts	169	200	422	357	643	59	43	36	507	232	43
	Column Comparisons						d					
Much less	% within column	9%	10%	8%	11%	9%	11%	10%	10%	9%	9%	13%
	Weighted counts	122	174	272	320	483	45	38	36	380	171	50
	Column Comparisons			a								b
Don't know	% within column	2%	2%	1%	2%	2%	1%	1%	1%	2%	1%	1%
	Weighted counts	22	31	45	51	87	5	4	4	77	17	6
	Column Comparisons									b		
NET: More	% within column	15%	13%	17%	11%	15%	12%	12%	11%	15%	13%	13%
	Weighted counts	195	231	591	333	799	49	42	37	617	258	51
	Column Comparisons			B								
NET: Less	% within column	22%	22%	20%	22%	21%	26%	23%	20%	22%	20%	24%
	Weighted counts	291	374	694	677	1,127	103	81	72	887	402	93
	Column Comparisons						d					
Effective Column n	% within column											
	Weighted counts	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
	Column Comparisons											
Unweighted base		1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base		1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
QD12_6: Frequency of sending ... compared to two years ago: Larger parcels - that will not fit through a letterbox		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Much more	% within column	3%	2%	3%	3%	3%	3%	3%	3%	3%	5%	5%	2%	1%	0%	3%	3%
	Weighted counts	189	63	126	54	44	46	46	103	86	43	96	40	7	2	48	50
	Column Comparisons	-									C D E	C D E					
Slightly more	% within column	10%	8%	12%	10%	11%	9%	10%	10%	11%	16%	13%	8%	5%	2%	10%	10%
	Weighted counts	651	204	446	167	171	145	168	302	349	147	283	170	38	12	152	197
	Column Comparisons	-		A							C D E	C D E	d E				
No change	% within column	62%	70%	57%	62%	64%	62%	62%	63%	62%	58%	60%	63%	68%	69%	63%	64%
	Weighted counts	4,039	1,848	2,191	1,057	1,010	958	1,013	2,010	2,029	529	1,273	1,312	574	351	958	1,214
	Column Comparisons	-	B										a	A B	a b		
Slightly less	% within column	11%	10%	13%	12%	10%	12%	11%	12%	11%	11%	12%	12%	10%	10%	13%	11%
	Weighted counts	740	252	487	211	161	189	178	368	371	98	253	253	84	52	192	203
	Column Comparisons	-		A													
Much less	% within column	11%	9%	12%	10%	11%	11%	12%	11%	11%	8%	9%	12%	14%	15%	9%	11%
	Weighted counts	712	236	476	178	169	171	195	335	377	70	195	255	114	78	144	203
	Column Comparisons	-		A									a b	A b	A B		
Don't know	% within column	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	3%	3%	2%	2%
	Weighted counts	136	48	88	33	30	38	34	51	85	19	34	39	28	16	28	39
	Column Comparisons	-								a							
NET: More	% within column	13%	10%	15%	13%	14%	12%	13%	13%	13%	21%	18%	10%	5%	3%	13%	13%
	Weighted counts	840	267	573	221	214	191	214	405	435	190	379	210	46	15	200	247
	Column Comparisons	-		A							C D E	C D E	D E				
NET: Less	% within column	22%	18%	25%	23%	21%	23%	23%	22%	23%	18%	21%	25%	23%	26%	22%	21%
	Weighted counts	1,452	489	963	389	330	360	373	703	749	167	448	508	198	131	336	406
	Column Comparisons	-		A									a		a		
Effective Column n	% within column																
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230	1,507
Unweighted base	% within column																
	Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607	1,968
Weighted base	% within column																
	Weighted counts	6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522	1,905
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks										
		SEG		Working status		UK nation			Rurality			
QD12_6: Frequency of sending ... compared to two years ago: Larger parcels - that will not fit through a letterbox		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Much more</b>	% within column	3%	3%	4%	2%	3%	2%	2%	1%	3%	3%	3%
	Weighted counts	39	53	127	62	167	9	9	5	128	50	11
	Column Comparisons			B								
<b>Slightly more</b>	% within column	11%	9%	13%	7%	10%	10%	9%	9%	10%	10%	8%
	Weighted counts	148	154	430	218	547	40	32	31	429	191	31
	Column Comparisons			B								
<b>No change</b>	% within column	60%	63%	61%	65%	62%	58%	63%	68%	61%	66%	58%
	Weighted counts	794	1,074	2,072	1,949	3,349	226	227	238	2,514	1,298	228
	Column Comparisons			a					B		a c	
<b>Slightly less</b>	% within column	11%	11%	12%	11%	11%	14%	11%	10%	12%	11%	11%
	Weighted counts	148	196	408	328	608	55	41	36	478	216	45
	Column Comparisons											
<b>Much less</b>	% within column	13%	12%	9%	13%	11%	15%	12%	10%	11%	10%	17%
	Weighted counts	167	198	317	385	575	57	44	37	448	195	69
	Column Comparisons				A							a B
<b>Don't know</b>	% within column	3%	2%	2%	2%	2%	1%	1%	1%	2%	1%	3%
	Weighted counts	34	35	62	72	122	5	5	4	96	28	11
	Column Comparisons											
<b>NET: More</b>	% within column	14%	12%	16%	9%	13%	12%	11%	10%	14%	12%	11%
	Weighted counts	186	207	557	280	714	49	41	36	556	241	42
	Column Comparisons			B								
<b>NET: Less</b>	% within column	24%	23%	21%	24%	22%	29%	24%	21%	23%	21%	29%
	Weighted counts	315	394	725	713	1,183	112	85	72	927	411	114
	Column Comparisons				a		a d					a b
<b>Effective Column n</b>	% within column											
	Weighted counts	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
<b>Unweighted base</b>	Column Comparisons											
	Weighted counts	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>	Column Comparisons											
	Weighted counts	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\* indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

QD12_7: Frequency of sending ... compared to two years ago: Items requiring a signature		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
<b>Much more</b>	% within column	2%	2%	3%	3%	3%	2%	3%	3%	2%	4%	3%	2%	1%	0%	2%	2%
	Weighted counts	156	57	99	45	40	28	42	87	69	39	70	43	5	0	34	39
	Column Comparisons	-									c D E	c D E	d e				
<b>Slightly more</b>	% within column	10%	8%	11%	11%	9%	9%	11%	10%	9%	15%	12%	9%	6%	3%	11%	10%
	Weighted counts	639	214	425	182	143	137	178	327	313	137	258	183	47	14	170	185
	Column Comparisons	-		A							C D E	c D E	d E	e		d	
<b>No change</b>	% within column	67%	73%	62%	66%	68%	68%	65%	65%	68%	62%	65%	67%	72%	71%	67%	67%
	Weighted counts	4,302	1,940	2,361	1,119	1,072	1,047	1,064	2,068	2,233	562	1,380	1,392	606	362	1,025	1,282
	Column Comparisons	-	B								a		a	A b	a		
<b>Slightly less</b>	% within column	9%	8%	10%	10%	8%	10%	9%	10%	8%	9%	10%	10%	7%	7%	10%	9%
	Weighted counts	599	207	392	175	129	151	144	326	273	79	213	208	62	36	148	170
	Column Comparisons	-		a					b								
<b>Much less</b>	% within column	9%	7%	11%	9%	10%	9%	10%	9%	10%	7%	8%	10%	11%	15%	8%	9%
	Weighted counts	612	185	427	145	155	144	167	291	322	67	176	198	94	77	116	176
	Column Comparisons	-		A											A B c		
<b>Don't know</b>	% within column	2%	2%	3%	2%	3%	3%	2%	2%	3%	2%	2%	2%	4%	5%	2%	3%
	Weighted counts	159	49	110	34	45	41	39	70	88	21	37	45	32	24	28	54
	Column Comparisons	-		a										b	b c		
<b>NET: More</b>	% within column	12%	10%	14%	13%	12%	11%	13%	13%	12%	19%	15%	11%	6%	3%	13%	12%
	Weighted counts	795	270	525	227	183	165	220	413	382	176	328	226	51	14	205	224
	Column Comparisons	-		A							b C D E	C D E	D E	e			
<b>NET: Less</b>	% within column	19%	15%	21%	19%	18%	19%	19%	19%	18%	16%	18%	20%	19%	22%	17%	18%
	Weighted counts	1,211	392	819	320	284	295	312	617	595	147	389	406	157	113	264	345
	Column Comparisons	-		A													
<b>Effective Column n</b>																	
Weighted counts		4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230	1,507
Column Comparisons																	
<b>Unweighted base</b>		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607	1,968
<b>Weighted base</b>		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522	1,905
<b>Columns</b>		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

QD12_7: Frequency of sending ... compared to two years ago: Items requiring a signature		Crossbreaks										
		SEG		Working status		UK nation				Rurality		
		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Much more</b>	% within column	3%	3%	3%	2%	3%	2%	2%	1%	3%	2%	2%
	Weighted counts	35	49	100	56	137	8	8	4	115	35	7
	Column Comparisons			b								
<b>Slightly more</b>	% within column	11%	8%	12%	7%	10%	11%	9%	7%	10%	9%	11%
	Weighted counts	148	135	419	216	539	42	33	25	420	178	42
	Column Comparisons	d		B								
<b>No change</b>	% within column	63%	68%	65%	68%	66%	62%	69%	73%	65%	71%	61%
	Weighted counts	834	1,160	2,227	2,054	3,556	243	247	256	2,662	1,399	240
	Column Comparisons			a				b	B		A C	
<b>Slightly less</b>	% within column	10%	9%	10%	8%	9%	11%	8%	7%	10%	8%	10%
	Weighted counts	136	145	336	255	501	43	29	26	397	161	41
	Column Comparisons											
<b>Much less</b>	% within column	10%	11%	8%	11%	9%	13%	10%	9%	10%	8%	14%
	Weighted counts	130	191	265	343	497	49	35	32	392	165	55
	Column Comparisons		a		A							a b
<b>Don't know</b>	% within column	4%	2%	2%	3%	3%	2%	2%	2%	3%	2%	3%
	Weighted counts	47	30	69	88	138	7	6	7	107	41	11
	Column Comparisons	a d			a							
<b>NET: More</b>	% within column	14%	11%	15%	9%	13%	13%	11%	8%	13%	11%	12%
	Weighted counts	183	184	519	272	676	49	41	29	535	212	48
	Column Comparisons			B			d					
<b>NET: Less</b>	% within column	20%	20%	18%	20%	19%	24%	18%	17%	19%	16%	24%
	Weighted counts	265	336	601	599	998	92	64	58	789	326	96
	Column Comparisons				a		c d			b		a B
<b>Effective Column n</b>	% within column											
	Weighted counts	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
<b>Unweighted base</b>	Column Comparisons											
	Weighted counts	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>	Column Comparisons											
	Weighted counts	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*Indicates low base size (<50)



Ofcom Residential Postal Tracker (January - December 2016)

Crossbreaks															
Methodology			Quarter				Gender			Age					SEG
			Q1	Q2	Q3	Q4				16-24	25-44	45-64	65-74	75+	AB
QD12_8: Frequency of sending ... compared to two years ago: Tracked post			Total	CAPI	Online	2016	2016	2016	2016	Male	Female	years	years	years	years
<b>Much more</b>			<b>3%</b>	2%	4%	3%	3%	3%	3%	3%	3%	5%	4%	2%	3%
Weighted counts			<b>202</b>	64	138	52	55	50	46	109	93	49	95	47	49
Column Comparisons			-		a							C D E	c D E	e	
<b>Slightly more</b>			<b>12%</b>	10%	14%	13%	12%	11%	13%	12%	13%	19%	14%	11%	15%
Weighted counts			<b>802</b>	263	539	225	188	171	219	376	426	173	292	237	223
Column Comparisons			-		A							b C D E	D E	d e	D
<b>No change</b>			<b>65%</b>	73%	60%	65%	65%	66%	65%	66%	64%	59%	64%	66%	65%
Weighted counts			<b>4,210</b>	1,929	2,280	1,106	1,026	1,018	1,059	2,087	2,123	531	1,363	1,376	995
Column Comparisons			-	B								a	A	A b	a
<b>Slightly less</b>			<b>8%</b>	6%	10%	8%	8%	9%	9%	8%	8%	8%	9%	9%	8%
Weighted counts			<b>543</b>	165	378	143	125	133	142	267	275	73	194	177	127
Column Comparisons			-		A										
<b>Much less</b>			<b>8%</b>	6%	10%	8%	9%	8%	8%	8%	8%	7%	7%	9%	6%
Weighted counts			<b>538</b>	170	369	135	142	129	132	267	271	63	153	181	90
Column Comparisons			-		A										a b
<b>Don't know</b>			<b>3%</b>	2%	3%	2%	3%	3%	2%	2%	3%	2%	2%	3%	2%
Weighted counts			<b>172</b>	61	111	40	50	46	36	62	110	16	39	52	37
Column Comparisons			-							a				a b	A B C
<b>NET: More</b>			<b>16%</b>	12%	18%	16%	15%	14%	16%	15%	16%	25%	18%	14%	18%
Weighted counts			<b>1,004</b>	327	677	277	242	220	265	485	519	222	387	284	273
Column Comparisons			-		A							B C D E	C D E	d E	d
<b>NET: Less</b>			<b>17%</b>	13%	20%	16%	17%	17%	17%	17%	17%	15%	16%	17%	14%
Weighted counts			<b>1,081</b>	335	746	278	266	262	275	535	547	136	346	358	218
Column Comparisons			-		A										
<b>Effective Column n</b>			<b>4,915</b>	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	1,230
Unweighted base			<b>6,419</b>	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	1,607
Weighted base			<b>6,467</b>	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	1,522
Columns			<b>A</b>	A	B	A	B	C	D	A	B	A	B	C	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
QD12_8: Frequency of sending ... compared to two years ago: Tracked post		C1	C2	DE	Working	Not working	NET: England	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Much more</b>	% within column	3%	4%	3%	4%	2%	3%	3%	3%	2%	3%	2%	3%
	Weighted counts	51	47	56	131	71	176	11	10	5	143	48	11
	Column Comparisons				b								
<b>Slightly more</b>	% within column	13%	12%	10%	14%	10%	13%	12%	13%	10%	12%	12%	11%
	Weighted counts	255	158	166	488	307	672	47	46	37	510	247	45
	Column Comparisons	d			B								
<b>No change</b>	% within column	65%	63%	67%	65%	66%	65%	62%	68%	70%	64%	68%	61%
	Weighted counts	1,232	844	1,139	2,204	1,990	3,479	241	243	246	2,621	1,345	243
	Column Comparisons								b	b		a c	
<b>Slightly less</b>	% within column	8%	9%	8%	9%	8%	8%	11%	7%	7%	9%	8%	8%
	Weighted counts	153	123	139	298	239	452	42	25	25	359	153	31
	Column Comparisons							c d					
<b>Much less</b>	% within column	9%	9%	10%	7%	10%	8%	9%	8%	9%	8%	7%	14%
	Weighted counts	165	117	166	225	311	441	37	29	31	339	144	55
	Column Comparisons	a	a	a		A							a B
<b>Don't know</b>	% within column	3%	3%	3%	2%	3%	3%	3%	2%	2%	3%	2%	3%
	Weighted counts	50	40	45	70	96	147	13	6	6	120	41	11
	Column Comparisons				a								
<b>NET: More</b>	% within column	16%	15%	13%	18%	13%	16%	15%	15%	12%	16%	15%	14%
	Weighted counts	306	204	221	619	378	849	58	55	42	653	295	56
	Column Comparisons				B								
<b>NET: Less</b>	% within column	17%	18%	18%	15%	18%	17%	20%	15%	16%	17%	15%	22%
	Weighted counts	317	241	306	524	549	892	79	54	56	699	297	86
	Column Comparisons				a								b
<b>Effective Column n</b>	% within column												
	Weighted counts	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
	Column Comparisons												
<b>Unweighted base</b>	% within column												
	Weighted counts	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>	% within column												
	Weighted counts	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>	% within column												
	Weighted counts	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
		Methodology			Quarter				Gender		Age				
QD13: Which, if any, of these types of communication are you now using more instead of post, compared to two years ago?		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+
Email	% within column	65%	58%	71%	68%	65%	62%	66%	68%	63%	70%	66%	67%	61%	54%
	Weighted counts	4,228	1,534	2,695	1,158	1,031	960	1,079	2,155	2,073	633	1,415	1,387	517	277
	Column Comparisons	-		A	c				B		D E	d E	d E	e	
Text messaging/ SMS	% within column	40%	39%	41%	39%	40%	39%	44%	39%	42%	50%	43%	42%	30%	23%
	Weighted counts	2,617	1,040	1,577	664	630	609	713	1,224	1,393	453	927	866	256	115
	Column Comparisons	-							a		b C D E	D E	D E	e	
Mobile phone calls	% within column	39%	42%	36%	40%	39%	36%	40%	39%	39%	47%	42%	38%	33%	25%
	Weighted counts	2,508	1,126	1,381	675	621	561	650	1,230	1,277	428	889	789	276	126
	Column Comparisons	-	B								b C D E	c D E	d E	e	
Social networking websites/ apps	% within column	27%	24%	28%	24%	28%	26%	29%	24%	30%	47%	35%	21%	10%	8%
	Weighted counts	1,729	646	1,083	412	440	404	473	747	982	427	744	433	85	39
	Column Comparisons	-		a				a		A	B C D E	C D E	D E		
Instant Messaging	% within column	26%	26%	26%	25%	25%	24%	29%	25%	27%	47%	35%	18%	11%	6%
	Weighted counts	1,683	701	982	432	402	374	474	793	891	422	755	378	96	33
	Column Comparisons	-						c			B C D E	C D E	D E	e	
Landline calls	% within column	18%	16%	20%	18%	20%	17%	19%	18%	19%	12%	14%	18%	27%	35%
	Weighted counts	1,193	414	779	303	322	261	307	558	635	111	302	373	229	179
	Column Comparisons	-		A									A b	A B C	A B C d
In person/ face-to-face	% within column	14%	14%	15%	15%	16%	12%	15%	14%	15%	24%	15%	11%	12%	11%
	Weighted counts	930	364	566	248	251	180	250	429	501	222	331	224	100	54
	Column Comparisons	-				c		c			B C D E	C d e			
Other	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
	Weighted counts	63	23	40	20	14	12	17	24	39	6	20	21	9	7
	Column Comparisons	-													
None in particular	% within column	15%	18%	12%	13%	14%	18%	14%	14%	15%	6%	11%	16%	20%	28%
	Weighted counts	945	489	456	229	215	278	223	451	494	57	243	330	173	142
	Column Comparisons	-	B				a b d					A	A B	A B c	A B C d
I don't know	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
	Weighted counts	73	20	53	20	14	17	22	28	45	17	23	22	7	3
	Column Comparisons	-		a											
Effective Column n	% within column														
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412
Unweighted base	% within column														
	Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG				Working status		UK nation			Rurality			
QD13: Which, if any, of these types of communication are you now using more instead of post, compared to two years ago?		AB	C1	C2	DE	Working	Not working	NET: England	NET: Scotland	Wales	North-ern Irel-	Urban	Rural	Unkn-own
<b>Email</b>	% within column	73%	69%	64%	56%	70%	60%	66%	65%	64%	62%	65%	66%	70%
	Weighted counts	1,111	1,315	847	955	2,398	1,811	3,528	255	228	217	2,655	1,297	276
	Column Comparisons	b C D	c D	D		B								
	% within column	40%	40%	41%	41%	45%	35%	40%	43%	40%	43%	43%	36%	38%
<b>Text messaging/ SMS</b>	Weighted counts	613	771	539	694	1,539	1,067	2,155	168	143	151	1,752	717	149
	Column Comparisons					B						B		
	% within column	37%	38%	40%	40%	42%	35%	39%	39%	36%	36%	41%	34%	37%
	Weighted counts	566	727	534	681	1,442	1,045	2,097	154	130	126	1,688	674	146
<b>Mobile phone calls</b>	Column Comparisons					B						B		
	% within column	23%	27%	27%	28%	31%	22%	27%	30%	26%	25%	29%	23%	27%
	Weighted counts	357	523	362	486	1,056	666	1,434	116	91	88	1,168	452	109
	Column Comparisons				a	B						B		
<b>Social networking websites/ apps</b>	% within column	26%	28%	25%	25%	31%	20%	26%	27%	24%	22%	29%	21%	25%
	Weighted counts	396	538	326	424	1,056	615	1,412	107	86	78	1,172	413	98
	Column Comparisons					B						B		
	% within column	18%	16%	22%	19%	14%	23%	19%	18%	19%	13%	18%	18%	23%
<b>Instant Messaging</b>	Weighted counts	274	298	294	327	495	691	1,009	69	70	45	738	363	92
	Column Comparisons			a B	b		A	d	d	d				
	% within column	13%	12%	16%	18%	13%	15%	15%	10%	12%	12%	15%	13%	17%
	Weighted counts	191	227	208	303	458	463	806	39	43	42	606	258	66
<b>Landline calls</b>	Column Comparisons			b	A B									
	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
	Weighted counts	16	14	13	20	31	31	50	5	5	3	33	25	4
	Column Comparisons													
<b>In person/ face-to-face</b>	% within column	13%	14%	14%	17%	11%	19%	14%	15%	18%	15%	14%	17%	12%
	Weighted counts	193	276	188	289	379	563	768	58	65	54	564	333	48
	Column Comparisons				a		A						a	
	% within column	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%
<b>Other</b>	Weighted counts	11	21	13	27	32	39	58	5	2	8	44	26	4
	Column Comparisons										c			
	% within column													
	Weighted counts													
<b>None in particular</b>	Column Comparisons													
	% within column													
	Weighted counts													
	Column Comparisons													
<b>I don't know</b>	% within column													
	Weighted counts													
	Column Comparisons													
	% within column													
<b>Effective Column n</b>	Weighted counts	1,230	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
	Column Comparisons													
	% within column													
	Weighted counts													

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50) Part 2 of 4

# Ofcom Residential Postal Tracker (January - December 2016)

QD13: Which, if any, of these types of communication are you now using more instead of post, compared to two years ago?	Crossbreaks													
	Methodology			Quarter				Gender		Age				
	Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+
<b>Unweighted base</b>	<b>6,419</b>	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538
<b>Weighted base</b>	<b>6,467</b>	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512
<b>Columns</b>	<b>A</b>	A	B	A	B	C	D	A	B	A	B	C	D	E

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

Part 3 of 4

# Ofcom Residential Postal Tracker (January - December 2016)

QD13: Which, if any, of these types of communication are you now using more instead of post, compared to two years ago?	Crossbreaks												
	SEG				Working status		UK nation				Rurality		
	AB	C1	C2	DE	Working	Not	NET: England	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
						working							
<b>Unweighted base</b>	1,607	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>	1,522	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>	A	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

Part 4 of 4

**Section E: Volume & Use of Postal Services - Receiving**

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Methodology			Quarter				Gender		Age			
QE1: Approximately how many of the following have you personally received in the last week?		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
Invitations/ greetings cards/ postcards	Average	.9	.8	.9	.9	.6	.6	1.4	.9	.9	.5	.8	.8	1.3
	Column Comparisons	-			b c			a B C				a	A	a b
Smaller parcels - that will fit through a letterbox	Average	1.1	.8	1.2	1.1	1.0	1.0	1.2	1.0	1.1	1.1	1.3	1.0	.7
	Column Comparisons	-		A				b			d E	C D E	D E	e
Larger parcels - that will not fit through a letterbox	Average	.7	.5	.9	.8	.6	.7	.9	.7	.8	.8	.9	.7	.6
	Column Comparisons	-		A	b			B c			d E	c D E	d e	
Formal letters from organisations or individuals	Average	2.2	1.7	2.5	2.5	2.1	2.1	2.1	2.3	2.1	1.5	2.1	2.5	2.4
	Column Comparisons	-		A	b c d							A	A b	A
Personal letters	Average	.5	.5	.5	.6	.4	.4	.5	.6	.4	.4	.5	.4	.5
	Column Comparisons	-							B					
Bills/ invoices/ statements	Average	1.6	1.4	1.6	1.7	1.4	1.5	1.6	1.6	1.5	1.4	1.8	1.5	1.3
	Column Comparisons	-		a	B c							a D E	d e	
Items requiring a signature	Average	.5	.4	.6	.6	.4	.5	.6	.6	.5	.6	.7	.5	.4
	Column Comparisons	-		A	b			b			d e	c D e		
Effective Column n		4,921	1,507	3,749	1,273	1,211	1,188	1,240	2,408	2,511	617	1,508	1,659	723
Unweighted base		6,413	1,839	4,574	1,661	1,582	1,551	1,619	3,140	3,273	804	1,966	2,162	943
Weighted base		6,460	2,648	3,812	1,694	1,585	1,547	1,634	3,167	3,293	905	2,134	2,065	844
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = from 6414 to 6419; total n = 6467; effective sample size = 4921 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3



Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age		SEG			Working status		UK nation				Rurality	
		75+	AB	C1	C2	DE	Work- ing	Not work- ing	NET: Engl- and	NET: Scotl- and	Wales	North- ern Ire- land	Urban	Rural
QE1: Approximately how many of the following have you personally received in the last week?														
Invitations/ greetings cards/ postcards	Average	1.4	1.3	.8	.8	.6	.8	.9	.9	1.0	1.2	.4	.7	1.1
	Column Comparisons	A b c	b c D	d	d				D	d	d			a
Smaller parcels - that will fit through a letterbox	Average	.6	1.2	1.0	1.2	1.0	1.2	.9	1.1	1.0	1.3	.9	1.0	1.1
	Column Comparisons						B		d		b d			
Larger parcels - that will not fit through a letterbox	Average	.5	.9	.7	.7	.6	.8	.7	.7	.9	.8	.7	.7	.8
	Column Comparisons		b c D				b							
Formal letters from organisations or individuals	Average	2.3	2.7	2.2	2.2	1.8	2.2	2.2	2.2	2.4	2.5	1.8	2.1	2.3
	Column Comparisons	a	B c D	d	d				D	d	a D			
Personal letters	Average	.6	.6	.4	.5	.4	.5	.4	.5	.5	.5	.2	.5	.4
	Column Comparisons		b D		d		b		D	d	D			
Bills/ invoices/ statements	Average	1.3	1.8	1.4	1.6	1.5	1.7	1.3	1.6	1.6	1.5	1.3	1.5	1.5
	Column Comparisons						B		d					
Items requiring a signature	Average	.4	.7	.5	.5	.5	.6	.5	.5	.8	.6	.5	.5	.5
	Column Comparisons						b							
Effective Column n		412	1,231	1,504	978	1,200	2,560	2,328	3,646	696	622	595	2,939	1,734
Unweighted base		538	1,605	1,964	1,277	1,567	3,340	3,038	4,049	855	770	739	3,806	2,251
Weighted base		512	1,521	1,900	1,329	1,711	3,412	3,011	5,362	390	358	350	4,090	1,978
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = from 6414 to 6419; total n = 6467; effective sample size = 4921 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
QE1: Approximately how many of the following have you personally received in the last week?		Unkn-own
<b>Invitations/ greetings cards/ postcards</b>	<i>Average</i>	1.2
	<i>Column Comparisons</i>	a
<b>Smaller parcels - that will fit through a letterbox</b>	<i>Average</i>	1.2
	<i>Column Comparisons</i>	
<b>Larger parcels - that will not fit through a letterbox</b>	<i>Average</i>	1.0
	<i>Column Comparisons</i>	
<b>Formal letters from organisations or individuals</b>	<i>Average</i>	2.8
	<i>Column Comparisons</i>	A b
<b>Personal letters</b>	<i>Average</i>	.7
	<i>Column Comparisons</i>	
<b>Bills/ invoices/ statements</b>	<i>Average</i>	1.9
	<i>Column Comparisons</i>	a b
<b>Items requiring a signature</b>	<i>Average</i>	.8
	<i>Column Comparisons</i>	
<b>Effective Column n</b>		274
<b>Unweighted base</b>		356
<b>Weighted base</b>		392
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = from 6414 to 6419; total n = 6467; effective sample size = 4921 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks														
		Methodology			Quarter				Gender		Age					SEG
QE2: Do you ever order items to be delivered to you by post/delivery service?		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
Yes	% within column	87%	78%	94%	89%	89%	86%	86%	87%	88%	92%	92%	87%	81%	71%	91%
	Weighted counts	5,658	2,057	3,601	1,506	1,413	1,334	1,406	2,771	2,887	836	1,964	1,806	689	364	1,386
	Column Comparisons	-		A							C D E	C D E	D E	E		c D
No	% within column	13%	22%	6%	11%	11%	14%	14%	13%	12%	8%	8%	13%	19%	29%	9%
	Weighted counts	809	595	214	194	172	214	228	398	411	70	170	263	157	148	137
	Column Comparisons	-	B										A B	A B C	A B C D	
Effective Column n																
Weighted counts		4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230
Column Comparisons																
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
QE2: Do you ever order items to be delivered to you by post/delivery service?		C1	C2	DE	Working	Not working	NET: England	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Yes</b>	<i>% within column</i>	89%	87%	83%	92%	83%	88%	87%	89%	85%	86%	89%	96%
	<i>Weighted counts</i>	1,700	1,150	1,422	3,131	2,492	4,698	341	320	298	3,528	1,752	378
	<i>Column Comparisons</i>	D	d		B							a	A B
<b>No</b>	<i>% within column</i>	11%	13%	17%	8%	17%	12%	13%	11%	15%	14%	11%	4%
	<i>Weighted counts</i>	205	179	288	285	521	670	50	38	52	565	226	18
	<i>Column Comparisons</i>		a	A B c		A					b C	C	
<b>Effective Column n</b>		1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
<b>Unweighted base</b>		1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>		1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
QE3: When you place an order for an item for yourself, where do you usually get the item delivered to?		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	
Home address	% within column	95%	97%	94%	95%	96%	95%	96%	96%	95%	96%	94%	95%	98%	98%	95%	
	Weighted counts	5,392	1,990	3,402	1,427	1,350	1,267	1,348	2,652	2,740	804	1,838	1,720	675	356	1,314	
	Column Comparisons	-	B											B c	b		
In store, using a 'collect from store' option	% within column	6%	3%	8%	7%	6%	7%	6%	5%	8%	7%	7%	5%	7%	6%	7%	
	Weighted counts	368	65	303	111	83	88	86	132	236	61	147	94	45	20	103	
	Column Comparisons	-		A						A						c	
Work address	% within column	7%	5%	7%	7%	6%	7%	6%	6%	7%	6%	9%	7%	1%	1%	10%	
	Weighted counts	368	100	267	111	83	93	81	178	189	50	185	120	9	5	137	
	Column Comparisons	-		A							D e	a c D E	D E			C D	
Friend/relative's address	% within column	4%	3%	5%	5%	3%	5%	4%	4%	4%	5%	6%	3%	3%	0%	3%	
	Weighted counts	239	64	174	69	38	69	63	111	128	41	115	60	21	1	45	
	Column Comparisons	-		a			b				E	c d E	e	e			
Another pick-up point	% within column	2%	1%	3%	3%	2%	2%	2%	2%	3%	2%	3%	2%	1%	1%	2%	
	Weighted counts	124	12	112	43	27	27	27	46	78	20	59	31	9	5	28	
	Column Comparisons	-		A						a							
Post Office	% within column	3%	1%	3%	2%	2%	3%	3%	3%	2%	4%	3%	2%	1%	2%	3%	
	Weighted counts	144	28	116	34	29	42	39	83	61	34	56	42	6	7	48	
	Column Comparisons	-		A							d	d					
Delivery locker	% within column	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	
	Weighted counts	56	6	50	16	10	18	12	30	26	11	26	15	4	0	15	
	Column Comparisons	-		A													
Somewhere else	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	
	Weighted counts	12	3	8	4	5	0	3	8	4	4	2	6	0	0	3	
	Column Comparisons	-															
Effective Column n	Weighted counts	4,400	1,082	3,318	1,157	1,107	1,045	1,091	2,130	2,271	573	1,406	1,489	615	318	1,138	
Unweighted base	Column Comparisons																
Unweighted base		5,746	1,413	4,333	1,511	1,446	1,365	1,424	2,781	2,965	748	1,836	1,944	803	415	1,486	
Weighted base		5,658	2,057	3,601	1,506	1,413	1,334	1,406	2,771	2,887	836	1,964	1,806	689	364	1,386	
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 5746; total n = 6467; effective sample size = 4400 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
QE3: When you place an order for an item for yourself, where do you usually get the item delivered to?		C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Home address	% within column	93%	97%	97%	93%	98%	95%	95%	94%	96%	95%	97%	94%
	Weighted counts	1,585	1,111	1,381	2,915	2,443	4,481	324	301	285	3,342	1,697	353
	Column Comparisons		b	a B		A						a c	
In store, using a 'collect from store' option	% within column	8%	5%	5%	7%	6%	6%	8%	6%	6%	7%	5%	9%
	Weighted counts	132	55	78	209	154	305	26	19	18	246	88	34
	Column Comparisons	c d									b		b
Work address	% within column	9%	4%	2%	11%	1%	7%	8%	5%	5%	7%	5%	11%
	Weighted counts	152	50	29	352	16	310	26	17	15	244	83	41
	Column Comparisons	C D	d		B						b		a B
Friend/relative's address	% within column	4%	4%	5%	5%	3%	4%	4%	5%	4%	5%	3%	4%
	Weighted counts	73	46	75	161	78	198	14	15	12	175	50	14
	Column Comparisons				B						b		
Another pick-up point	% within column	3%	1%	2%	3%	2%	2%	3%	2%	2%	2%	1%	4%
	Weighted counts	48	17	31	82	42	99	11	7	7	81	26	17
	Column Comparisons				b								a B
Post Office	% within column	2%	3%	2%	3%	2%	3%	2%	2%	1%	3%	2%	3%
	Weighted counts	39	30	27	97	46	126	6	8	4	94	38	12
	Column Comparisons				b								
Delivery locker	% within column	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	0%	0%
	Weighted counts	20	6	15	40	16	48	5	3	0	48	7	1
	Column Comparisons				b						b		
Somewhere else	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Weighted counts	3	3	3	8	4	11	0	0	1	11	1	0
	Column Comparisons												
Effective Column n	Weighted counts	1,378	859	1,025	2,376	1,999	2,772	587	541	501	2,593	1,545	262
Unweighted base	Column Comparisons												
Unweighted base		1,800	1,122	1,338	3,103	2,610	3,620	766	706	654	3,386	2,018	342
Weighted base		1,700	1,150	1,422	3,131	2,492	4,698	341	320	298	3,528	1,752	378
Columns		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 5746; total n = 6467; effective sample size = 4400 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
QE4: Have you ever returned any goods that were delivered to you by post?		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Yes	% within column	61%	57%	63%	60%	62%	61%	61%	57%	65%	60%	63%	62%	58%	53%	66%	61%
	Weighted counts	3,446	1,169	2,277	902	870	813	860	1,575	1,871	501	1,234	1,120	398	193	916	1,036
	Column Comparisons	-		A						A		e	e			b c D	
No	% within column	39%	43%	37%	40%	38%	39%	39%	43%	35%	40%	37%	38%	42%	47%	34%	39%
	Weighted counts	2,212	888	1,325	604	542	520	546	1,196	1,016	334	730	687	291	170	470	665
	Column Comparisons	-	B						B						b c		a
Effective Column n	% within column																
	Weighted counts	4,400	1,082	3,318	1,157	1,107	1,045	1,091	2,130	2,271	573	1,406	1,489	615	318	1,138	1,378
Unweighted base	Column Comparisons																
	Weighted counts	5,746	1,413	4,333	1,511	1,446	1,365	1,424	2,781	2,965	748	1,836	1,944	803	415	1,486	1,800
Weighted base	Column Comparisons																
	Weighted counts	5,658	2,057	3,601	1,506	1,413	1,334	1,406	2,771	2,887	836	1,964	1,806	689	364	1,386	1,700
Columns	Column Comparisons	A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 5746; total n = 6467; effective sample size = 4400 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks									
		SEG		Working status		UK nation			Rurality		
		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	North- ern Irel- and	Urban	Rural	Unkn- own
QE4: Have you ever returned any goods that were delivered to you by post?											
<b>Yes</b>											
		59%	58%	63%	59%	60%	60%	68%	65%	59%	63%
		674	820	1,961	1,467	2,832	204	217	193	2,098	1,110
				b				b			
<b>No</b>											
		41%	42%	37%	41%	40%	40%	32%	35%	41%	37%
		476	602	1,170	1,025	1,866	138	104	105	1,430	643
		a	A		a		c				
<b>Effective Column n</b>											
		859	1,025	2,376	1,999	2,772	587	541	501	2,593	1,545
<b>Unweighted base</b>		1,122	1,338	3,103	2,610	3,620	766	706	654	3,386	2,018
<b>Weighted base</b>		1,150	1,422	3,131	2,492	4,698	341	320	298	3,528	1,752
<b>Columns</b>		C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 5746; total n = 6467; effective sample size = 4400 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)



Ofcom Residential Postal Tracker (January - December 2016)

QE5: Thinking of the parcel(s) that you have received in the last month, which of these companies delivered the parcel(s)?		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Royal Mail	% within column	83%	83%	84%	79%	85%	85%	84%	84%	83%	85%	83%	84%	83%	79%	84%	82%
	Weighted counts	2,715	794	1,921	481	711	723	799	1,327	1,388	382	965	887	323	157	674	793
	Column Comparisons	-					a										
Hermes	% within column	27%	19%	30%	26%	26%	26%	28%	23%	30%	23%	25%	30%	30%	22%	29%	25%
	Weighted counts	873	178	695	160	222	221	270	368	505	105	292	315	117	44	234	238
	Column Comparisons	-		A						A							
Yodel	% within column	19%	16%	20%	19%	21%	17%	19%	18%	20%	16%	20%	20%	18%	12%	19%	18%
	Weighted counts	614	155	459	113	173	146	181	285	328	73	233	213	71	23	155	178
	Column Comparisons	-		a													
Amazon Logistics	% within column	17%	18%	17%	16%	18%	16%	18%	18%	16%	20%	15%	18%	19%	13%	19%	18%
	Weighted counts	554	168	386	98	151	132	173	281	272	88	177	188	74	26	151	172
	Column Comparisons	-															
DPD	% within column	16%	17%	16%	16%	14%	16%	17%	18%	14%	15%	20%	15%	12%	7%	19%	15%
	Weighted counts	517	158	359	97	121	135	164	281	236	67	230	161	45	14	154	149
	Column Comparisons	-							b		e	c d E	e				
Parcelforce	% within column	13%	15%	12%	14%	12%	12%	14%	15%	11%	13%	12%	15%	12%	11%	13%	11%
	Weighted counts	421	146	276	85	98	106	133	234	187	58	139	155	47	22	107	110
	Column Comparisons	-	b						b								
DHL	% within column	12%	15%	11%	13%	11%	13%	12%	14%	11%	13%	15%	12%	8%	7%	17%	12%
	Weighted counts	401	141	261	81	94	108	119	223	178	58	175	125	31	13	137	120
	Column Comparisons	-	b						b			d e				b c D	
Collect+	% within column	5%	2%	6%	5%	5%	4%	4%	3%	6%	6%	7%	2%	2%	2%	5%	5%
	Weighted counts	147	19	128	28	40	36	43	51	96	27	84	23	9	4	37	48
	Column Comparisons	-		A						a	c d	C d e					
FedEx?	% within column	6%	7%	5%	5%	5%	5%	7%	7%	5%	10%	7%	4%	3%	3%	7%	6%
	Weighted counts	180	64	116	31	39	44	66	103	77	43	81	39	11	6	59	60
	Column Comparisons	-							b		C D e	c d				c	c
UPS	% within column	4%	4%	4%	3%	3%	4%	4%	5%	3%	5%	3%	4%	3%	3%	6%	4%
	Weighted counts	121	40	81	21	27	34	39	79	43	22	40	41	12	6	47	37
	Column Comparisons	-							B							c d	
UK Mail	% within column	2%	2%	2%	1%	3%	2%	2%	2%	2%	2%	3%	2%	1%	2%	3%	2%
	Weighted counts	70	15	55	8	23	21	18	39	31	10	35	19	3	4	23	18
	Column Comparisons	-															

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3433; total n = 6467; effective sample size = 2620 (76%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 4

# Ofcom Residential Postal Tracker (January - December 2016)

QE5: Thinking of the parcel(s) that you have received in the last month, which of these companies delivered the parcel(s)?		Crossbreaks										
		SEG		Working status		UK nation				Rurality		
		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Royal Mail</b>	% within column	85%	83%	84%	83%	83%	83%	85%	89%	83%	84%	83%
	Weighted counts	584	664	1,530	1,172	2,236	172	160	147	1,727	927	60
	Column Comparisons											
<b>Hermes</b>	% within column	29%	25%	26%	28%	26%	30%	30%	28%	25%	30%	30%
	Weighted counts	198	203	469	402	709	62	55	47	526	325	22
	Column Comparisons											
<b>Yodel</b>	% within column	18%	20%	19%	19%	18%	25%	24%	23%	18%	20%	22%
	Weighted counts	122	158	346	265	478	52	45	38	375	222	16
	Column Comparisons											
<b>Amazon Logistics</b>	% within column	16%	15%	16%	18%	18%	16%	15%	7%	18%	16%	13%
	Weighted counts	111	120	298	254	479	33	29	12	367	177	10
	Column Comparisons					d	D	D				
<b>DPD</b>	% within column	14%	14%	18%	13%	15%	24%	13%	16%	16%	15%	19%
	Weighted counts	99	115	329	187	416	50	25	27	337	166	14
	Column Comparisons			B			a C d					
<b>Parcelforce</b>	% within column	15%	13%	13%	12%	13%	12%	15%	16%	13%	13%	14%
	Weighted counts	104	101	245	175	342	26	27	26	271	140	10
	Column Comparisons											
<b>DHL</b>	% within column	10%	9%	14%	10%	12%	15%	13%	12%	12%	12%	18%
	Weighted counts	70	75	255	145	326	32	24	19	258	131	13
	Column Comparisons			b								
<b>Collect+</b>	% within column	3%	6%	5%	4%	5%	4%	3%	5%	5%	4%	4%
	Weighted counts	17	45	96	50	124	9	6	8	100	44	3
	Column Comparisons			b								
<b>FedEx?</b>	% within column	3%	5%	7%	4%	6%	5%	4%	3%	6%	4%	4%
	Weighted counts	20	41	124	54	157	11	7	4	130	47	3
	Column Comparisons			B								
<b>UPS</b>	% within column	3%	2%	4%	3%	4%	7%	3%	4%	4%	4%	9%
	Weighted counts	18	20	79	43	94	14	7	6	75	40	6
	Column Comparisons											
<b>UK Mail</b>	% within column	1%	2%	2%	2%	2%	2%	2%	1%	2%	2%	4%
	Weighted counts	9	19	45	25	60	5	4	1	46	22	3
	Column Comparisons											

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3433; total n = 6467; effective sample size = 2620 (76%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001) \*\* indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

QE5: Thinking of the parcel(s) that you have received in the last month, which of these companies delivered the parcel(s)?		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Interlink	% within column	2%	3%	1%	1%	2%	2%	2%	2%	2%	3%	2%	2%	1%	0%	2%	2%
	Weighted counts	60	28	32	7	15	17	21	33	26	12	25	17	6	0	17	18
	Column Comparisons	-	b														
TNT Express	% within column	2%	3%	2%	2%	2%	2%	2%	3%	1%	3%	2%	2%	0%	1%	3%	2%
	Weighted counts	62	25	37	11	16	15	20	42	20	14	25	19	1	3	23	15
	Column Comparisons	-							b		d						
Citipost	% within column	1%	0%	1%	1%	0%	1%	1%	1%	0%	1%	2%	0%	0%	0%	2%	1%
	Weighted counts	28	3	25	4	4	10	9	20	8	6	19	2	1	0	13	9
	Column Comparisons	-		a					b			c				d	
Other	% within column	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
	Weighted counts	32	18	14	7	6	11	8	11	21	2	12	11	4	3	8	7
	Column Comparisons	-	b														
I don't know	% within column	4%	5%	4%	6%	4%	4%	4%	4%	4%	5%	3%	4%	5%	11%	5%	4%
	Weighted counts	141	46	95	39	30	30	42	67	74	22	31	45	21	22	42	43
	Column Comparisons	-													a B C d		
Effective Column n	% within column																
	Weighted counts	2,620	484	2,136	489	694	677	760	1,260	1,360	316	863	905	360	176	692	805
Unweighted base	% within column																
	Weighted counts	3,433	634	2,799	641	909	887	996	1,651	1,782	414	1,131	1,186	472	230	907	1,055
Weighted base	% within column																
	Weighted counts	3,252	954	2,299	607	841	848	957	1,576	1,676	449	1,158	1,059	388	198	805	966
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3433; total n = 6467; effective sample size = 2620 (76%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p <= 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 3 of 4

Ofcom Residential Postal Tracker (January - December 2016)

QE5: Thinking of the parcel(s) that you have received in the last month, which of these companies delivered the parcel(s)?		Crossbreaks										
		SEG		Working status		UK nation				Rurality		
		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Interlink	% within column	2%	1%	3%	1%	2%	1%	2%	1%	2%	2%	3%
	Weighted counts	13	12	46	14	51	3	4	2	36	22	2
	Column Comparisons			b								
TNT Express	% within column	2%	1%	2%	1%	2%	2%	1%	2%	2%	2%	4%
	Weighted counts	15	9	45	18	52	4	3	4	40	19	3
	Column Comparisons			b								
Citipost	% within column	1%	0%	1%	0%	1%	1%	0%	0%	1%	0%	3%
	Weighted counts	4	1	24	4	25	1	1	0	23	3	2
	Column Comparisons			b						b		b
Other	% within column	1%	1%	1%	1%	1%	2%	1%	0%	1%	1%	0%
	Weighted counts	7	9	17	15	26	3	2	1	20	12	0
	Column Comparisons											
I don't know	% within column	3%	4%	3%	5%	5%	3%	3%	2%	4%	5%	3%
	Weighted counts	24	33	61	76	124	7	6	3	85	54	2
	Column Comparisons				a							
Effective Column n	% within column											
	Weighted counts	530	593	1,430	1,176	1,626	363	333	298	1,587	985	49
	Column Comparisons											
Unweighted base		694	777	1,874	1,541	2,130	476	436	391	2,079	1,290	64
Weighted base		684	797	1,821	1,414	2,692	208	188	165	2,082	1,098	73
Columns		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3433; total n = 6467; effective sample size = 2620 (76%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001); \*\* indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks														
		Methodology			Quarter				Gender		Age					SEG
QE6: And, to the best of your knowledge, was the parcel delivered on the first attempt?		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
Yes	% within column	85%	84%	86%	82%	86%	86%	86%	85%	85%	82%	84%	87%	89%	86%	84%
	Weighted counts	2,772	797	1,975	497	726	725	824	1,341	1,432	370	971	917	344	170	673
	Column Comparisons	-														
No - I received a card with instructions to arrange for redelivery or collection from a depot	% within column	14%	13%	14%	16%	12%	14%	13%	13%	14%	18%	15%	13%	9%	10%	16%
	Weighted counts	442	127	315	98	105	116	123	213	230	80	171	135	36	19	127
	Column Comparisons	-									d					
No - I received a card to say that it was left with a neighbour	% within column	6%	5%	6%	8%	5%	5%	6%	5%	6%	8%	5%	5%	6%	4%	10%
	Weighted counts	188	45	143	46	43	45	54	80	107	37	62	56	25	8	80
	Column Comparisons	-														B c D
No - I received a card to say that it was left in a safe place outside my home	% within column	5%	5%	6%	8%	5%	5%	5%	6%	5%	5%	6%	5%	6%	5%	8%
	Weighted counts	179	51	128	46	40	42	51	88	91	24	73	49	23	11	66
	Column Comparisons	-														c d
No - It was left outside of my home for me to find	% within column	2%	1%	2%	2%	2%	1%	2%	1%	2%	2%	2%	1%	2%	3%	2%
	Weighted counts	61	8	52	11	17	12	20	19	42	7	26	14	8	6	16
	Column Comparisons	-		a						a						
I don't know	% within column	2%	1%	2%	2%	2%	2%	1%	2%	1%	3%	2%	1%	2%	2%	1%
	Weighted counts	51	12	38	13	13	13	11	29	21	13	18	9	7	4	12
	Column Comparisons	-														
Effective Column n	% within column															
	Weighted counts	2,620	484	2,136	489	694	677	760	1,260	1,360	316	863	905	360	176	692
	Column Comparisons															
Unweighted base		3,433	634	2,799	641	909	887	996	1,651	1,782	414	1,131	1,186	472	230	907

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3433; total n = 6467; effective sample size = 2620 (76%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 4

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation				Rurality		
		C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
QE6: And, to the best of your knowledge, was the parcel delivered on the first attempt?													
	% within column	83%	86%	88%	84%	88%	85%	86%	83%	84%	85%	87%	81%
<b>Yes</b>	Weighted counts	804	591	704	1,521	1,239	2,300	179	156	138	1,760	953	59
	Column Comparisons			a b		a							
<b>No - I received a card with instructions to arrange for redelivery or collection from a depot</b>													
	% within column	15%	11%	11%	16%	11%	13%	16%	16%	17%	14%	12%	11%
	Weighted counts	148	76	91	287	153	351	33	30	28	301	134	8
	Column Comparisons				B								
<b>No - I received a card to say that it was left with a neighbour</b>													
	% within column	5%	5%	3%	6%	5%	6%	8%	8%	2%	6%	5%	7%
	Weighted counts	48	33	27	112	74	153	16	15	4	131	52	5
	Column Comparisons							d	d				
<b>No - I received a card to say that it was left in a safe place outside my home</b>													
	% within column	6%	4%	4%	6%	5%	5%	8%	4%	8%	5%	6%	8%
	Weighted counts	57	27	28	108	70	143	16	7	13	106	67	6
	Column Comparisons												
<b>No - It was left outside of my home for me to find</b>													
	% within column	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%
	Weighted counts	17	13	15	33	26	49	5	3	4	37	22	2
	Column Comparisons												
<b>I don't know</b>													
	% within column	2%	1%	2%	1%	2%	2%	0%	1%	1%	2%	1%	1%
	Weighted counts	16	6	17	22	25	46	0	3	1	37	13	1
	Column Comparisons												
<b>Effective Column n</b>													
	Weighted counts	805	530	593	1,430	1,176	1,626	363	333	298	1,587	985	49
	Column Comparisons												
<b>Unweighted base</b>													
		1,055	694	777	1,874	1,541	2,130	476	436	391	2,079	1,290	64

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3433; total n = 6467; effective sample size = 2620 (76%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

QE6: And, to the best of your knowledge, was the parcel delivered on the first attempt?	Crossbreaks														
	Methodology			Quarter				Gender		Age					SEG
	Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
<b>Weighted base</b>	<b>3,252</b>	954	2,299	607	841	848	957	1,576	1,676	449	1,158	1,059	388	198	805
<b>Columns</b>	<b>A</b>	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3433; total n = 6467; effective sample size = 2620 (76%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 3 of 4

# Ofcom Residential Postal Tracker (January - December 2016)

QE6: And, to the best of your knowledge, was the parcel delivered on the first attempt?	Crossbreaks											
	SEG			Working status		UK nation				Rurality		
	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Weighted base</b>	966	684	797	1,821	1,414	2,692	208	188	165	2,082	1,098	73
<b>Columns</b>	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3433; total n = 6467; effective sample size = 2620 (76%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)



# Ofcom Residential Postal Tracker (January - December 2016)

Crossbreaks																				
		Method- ology		Quarter				Gender		Age					SEG				Work- ing status	
QE7_1. How satisfied were you with that recent experience where... A card was left with instructions to arrange redelivery or collection from a depot		Total	CAPI	Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE	Work- ing
Very satisfied	% within column	24%	34%	20%	23%	22%	24%	27%	22%	26%	19%	22%	28%	**	**	21%	26%	27%	23%	23%
	Weighted counts	107	43	64	22	23	28	34	46	61	15	38	38			27	38	21	21	65
	Column Comparisons	-	b																	
Fairly satisfied	% within column	41%	46%	39%	48%	43%	42%	33%	40%	42%	46%	42%	39%	**	**	43%	44%	38%	36%	43%
	Weighted counts	182	58	123	47	45	49	41	84	97	37	71	52			55	65	29	33	124
	Column Comparisons	-																		
Neither satisfied or dissatisfied	% within column	18%	12%	20%	15%	16%	20%	19%	22%	14%	22%	18%	17%	**	**	17%	17%	14%	22%	19%
	Weighted counts	78	16	62	15	17	23	23	47	31	18	31	23			22	25	10	20	54
	Column Comparisons	-							b											
Fairly dissatisfied	% within column	10%	4%	12%	8%	11%	10%	11%	12%	8%	4%	11%	10%	**	**	11%	8%	10%	12%	8%
	Weighted counts	44	5	39	8	11	11	13	25	19	3	18	13			14	12	8	11	22
	Column Comparisons	-	a																	
Very dissatisfied	% within column	7%	4%	9%	6%	9%	5%	10%	5%	9%	9%	7%	6%	**	**	7%	6%	11%	7%	7%
	Weighted counts	32	5	27	6	9	5	12	11	21	7	12	8			9	8	8	6	21
	Column Comparisons	-																		
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	**	**	0%	0%	0%	0%	0%
	Weighted counts	0	0	0	0	0	0	0	0	0	0	0	0			0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-	-	-			-	-	-	-	-
NET: Satisfied	% within column	65%	79%	59%	71%	65%	66%	61%	61%	69%	65%	64%	67%	**	**	64%	69%	65%	59%	66%
	Weighted counts	288	101	187	69	68	76	75	130	158	52	109	91			82	103	50	54	189
	Column Comparisons	-	B																	
NET: Dissatisfied	% within column	17%	8%	21%	14%	19%	15%	20%	17%	18%	13%	18%	16%	**	**	18%	14%	21%	19%	15%
	Weighted counts	76	11	66	14	20	17	25	36	40	10	31	21			23	20	16	17	44
	Column Comparisons	-	a																	
Effective Column n	% within column																			
	Weighted counts	367	60	307	76	95	92	105	165	202	55	144	120	31	17	104	128	65	71	241
Unweighted base	Column Comparisons																			
	Weighted counts	492	81	411	102	127	123	140	221	271	73	193	161	42	23	139	171	87	95	323
Weighted base	Column Comparisons																			
	Weighted counts	442	127	315	98	105	116	123	213	230	80	171	135	36	19	127	148	76	91	287
Columns	Column Comparisons	A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 492; total n = 6467; effective sample size = 367 (75%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks							
		Work- ing status	UK nation			Rurality			
		Not work- ing	NET: Eng- and	NET: Scotl- and	Wal- es	Nort- hern Irel- and	Urb- an	Rural	Unkn- own
QE7_1. How satisfied were you with that recent experience where... A card was left with instructions to arrange redelivery or collection from a depot		27%	23%	19%	31%	30%	22%	28%	**
Very satisfied	% within column	42	82	6	9	9	67	37	
	Weighted counts								
	Column Comparisons								
Fairly satisfied	% within column	36%	41%	44%	36%	46%	41%	42%	**
	Weighted counts	55	143	15	11	13	124	56	
	Column Comparisons								
Neither satisfied or dissatisfied	% within column	16%	19%	16%	12%	11%	18%	14%	**
	Weighted counts	24	66	5	4	3	54	19	
	Column Comparisons								
Fairly dissatisfied	% within column	14%	10%	11%	8%	7%	11%	9%	**
	Weighted counts	22	36	4	2	2	32	12	
	Column Comparisons								
Very dissatisfied	% within column	7%	7%	9%	13%	6%	8%	7%	**
	Weighted counts	11	24	3	4	2	23	10	
	Column Comparisons								
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	**
	Weighted counts	0	0	0	0	0	0	0	
	Column Comparisons	-	-	-	-	-	-	-	
NET: Satisfied	% within column	63%	64%	64%	67%	76%	64%	70%	**
	Weighted counts	96	226	21	20	22	192	93	
	Column Comparisons								
NET: Dissatisfied	% within column	21%	17%	20%	21%	13%	18%	16%	**
	Weighted counts	33	60	7	6	4	54	22	
	Column Comparisons								
Effective Column n	% within column								
	Weighted counts	125	208	54	54	52	241	121	5
	Column Comparisons								
Unweighted base		167	278	72	72	70	323	162	7
Weighted base		153	351	33	30	28	301	134	8
Columns		B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 492; total n = 6467; effective sample size = 367 (75%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks																	Work- ing status	
			Method- ology	Quarter				Gender		Age					SEG				Work- ing	
QE7_2. How satisfied were you with that recent experience where... A card was left to say that the parcel was left in a safe place outside your home		Total	CAPI	Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE	Work- ing
Very satisfied	% within column	50%	**	45%	46%	**	**	47%	40%	59%	**	37%	67%	**	**	61%	47%	**	**	49%
	Weighted counts	89		58	21			24	35	54		27	33			40	27			53
	Column Comparisons	-								a			a b							
Fairly satisfied	% within column	31%	**	32%	39%	**	**	36%	44%	19%	**	41%	17%	**	**	27%	37%	**	**	36%
	Weighted counts	56		41	18			18	38	18		30	8			18	21			39
	Column Comparisons	-								b										
Neither satisfied or dissatisfied	% within column	8%	**	10%	7%	**	**	8%	5%	11%	**	7%	10%	**	**	5%	4%	**	**	7%
	Weighted counts	15		13	3			4	5	10		5	5			3	2			7
	Column Comparisons	-																		
Fairly dissatisfied	% within column	5%	**	5%	5%	**	**	2%	4%	6%	**	6%	6%	**	**	1%	10%	**	**	3%
	Weighted counts	9		7	2			1	3	5		5	3			1	6			4
	Column Comparisons	-																		
Very dissatisfied	% within column	4%	**	5%	3%	**	**	3%	3%	5%	**	8%	0%	**	**	5%	2%	**	**	5%
	Weighted counts	7		6	1			2	3	4		6	0			3	1			5
	Column Comparisons	-																		
Don't know	% within column	2%	**	2%	0%	**	**	4%	3%	0%	**	0%	0%	**	**	1%	0%	**	**	0%
	Weighted counts	3		3	0			2	3	0		0	0			1	0			0
	Column Comparisons	-																		
NET: Satisfied	% within column	81%	**	78%	86%	**	**	83%	84%	78%	**	79%	84%	**	**	87%	84%	**	**	85%
	Weighted counts	145		99	39			42	74	71		57	41			58	48			92
	Column Comparisons	-																		
NET: Dissatisfied	% within column	9%	**	10%	7%	**	**	5%	7%	11%	**	15%	6%	**	**	6%	12%	**	**	8%
	Weighted counts	16		13	3			2	6	10		11	3			4	7			9
	Column Comparisons	-																		
Effective Column n	% within column																			
	Weighted counts	146	24	123	37	35	31	43	71	76	16	54	46	21	9	58	46	24	18	87
	Column Comparisons																			
Unweighted base		199	32	167	51	47	42	59	96	103	22	74	62	29	12	79	62	33	25	119
Weighted base		179	51	128	46	40	42	51	88	91	24	73	49	23	11	66	57	27	28	108
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 199; total n = 6467; effective sample size = 146 (73%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks						
		Work- ing status	UK nation			Rurality		
		Not work- ing	NET: Engl- and	NET: Scotl- and	Nort- hern Irel- and Wal- es	Urb- an	Unkn- own	
QE7_2. How satisfied were you with that recent experience where... A card was left to say that the parcel was left in a safe place outside your home								
		% within column						
<b>Very satisfied</b>		52%	49%	**	**	**	44%	62%
		Weighted counts	36	70		47	42	
		Column Comparisons						
		% within column	23%	31%	**	**	**	32%
<b>Fairly satisfied</b>		Weighted counts	16	45		34	19	29%
		Column Comparisons						**
		% within column	11%	9%	**	**	**	12%
<b>Neither satisfied or dissatisfied</b>		Weighted counts	8	13		13	0	1%
		Column Comparisons				b		**
		% within column	7%	4%	**	**	**	4%
<b>Fairly dissatisfied</b>		Weighted counts	5	6		4	3	5%
		Column Comparisons						**
		% within column	3%	4%	**	**	**	5%
<b>Very dissatisfied</b>		Weighted counts	2	6		5	2	4%
		Column Comparisons						**
		% within column	4%	2%	**	**	**	3%
<b>Don't know</b>		Weighted counts	3	3		3	0	0%
		Column Comparisons						**
		% within column	74%	80%	**	**	**	76%
<b>NET: Satisfied</b>		Weighted counts	52	115		81	61	91%
		Column Comparisons					a c	
		% within column	11%	8%	**	**	**	8%
<b>NET: Dissatisfied</b>		Weighted counts	7	12		9	6	9%
		Column Comparisons						**
		% within column						
<b>Effective Column n</b>		Weighted counts	58	82	27	13	24	84
		Column Comparisons						59
<b>Unweighted base</b>			79	112	37	18	32	114
<b>Weighted base</b>			70	143	16	7	13	106
<b>Columns</b>			B	A	B	C	D	A
								B
								C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 199; total n = 6467; effective sample size = 146 (73%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks																		
		Method- ology		Quarter				Gender		Age					SEG				Work- ing status	
		Total	CAPI	Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE	Work- ing
QE7_3. How satisfied were you with that recent experience where... A card was left to say that the parcel was left with a neighbour	% within column	48%	**	46%	46%	54%	**	44%	41%	53%	**	42%	44%	**	**	49%	39%	**	**	42%
	Weighted counts	90		66	21	23		24	33	57		26	25			39	19			48
	Column Comparisons	-																		
Very satisfied	% within column	35%	**	35%	42%	24%	**	40%	37%	33%	**	42%	37%	**	**	39%	43%	**	**	39%
	Weighted counts	65		50	19	10		21	30	36		26	21			31	21			44
	Column Comparisons	-																		
Fairly satisfied	% within column	8%	**	9%	8%	10%	**	5%	8%	8%	**	7%	12%	**	**	5%	8%	**	**	9%
	Weighted counts	15		13	4	4		3	6	9		4	7			4	4			10
	Column Comparisons	-																		
Neither satisfied or dissatisfied	% within column	4%	**	5%	2%	6%	**	3%	3%	4%	**	5%	0%	**	**	5%	4%	**	**	2%
	Weighted counts	7		7	1	3		2	3	5		3	0			4	2			2
	Column Comparisons	-																		
Fairly dissatisfied	% within column	4%	**	5%	3%	6%	**	3%	7%	1%	**	5%	7%	**	**	3%	6%	**	**	5%
	Weighted counts	7		7	1	2		2	6	2		3	4			2	3			6
	Column Comparisons	-																		
Very dissatisfied	% within column	2%	**	0%	0%	0%	**	6%	4%	0%	**	0%	0%	**	**	0%	0%	**	**	3%
	Weighted counts	3		0	0	0		3	3	0		0	0			0	0			3
	Column Comparisons	-																		
Don't know	% within column	83%	**	81%	88%	78%	**	84%	78%	86%	**	84%	80%	**	**	87%	82%	**	**	81%
	Weighted counts	155		116	41	33		45	63	92		52	45			69	40			92
	Column Comparisons	-																		
NET: Satisfied	% within column	8%	**	10%	5%	12%	**	6%	10%	6%	**	10%	7%	**	**	7%	9%	**	**	7%
	Weighted counts	14		14	2	5		3	8	6		6	4			6	5			7
	Column Comparisons	-		a																
NET: Dissatisfied	% within column																			
	Weighted counts																			
	Column Comparisons																			
Effective Column n	% within column																			
	Weighted counts	161	24	137	39	40	35	47	67	93	24	53	53	23	8	67	43	29	22	94
	Column Comparisons																			
Unweighted base	% within column	208	31	177	50	52	45	61	87	121	31	69	68	30	10	87	56	37	28	122
	Weighted counts	188	45	143	46	43	45	54	80	107	37	62	56	25	8	80	48	33	27	112
	Columns	A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 208; total n = 6467; effective sample size = 161 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks								
		Work- ing status	UK nation			Rurality				
		Not work- ing	NET: Engl- and	NET: Scotl- and	Wal- es	Nort- hern Irel- and	Urb- an	Rural	Unkn- own	
QE7_3. How satisfied were you with that recent experience where... A card was left to say that the parcel was left with a neighbour										
		% within column	57%	48%	**	**	**	43%	63%	**
<b>Very satisfied</b>		Weighted counts	42	74				57	33	
		Column Comparisons								
		% within column	27%	33%	**	**	**	39%	22%	**
<b>Fairly satisfied</b>		Weighted counts	20	50				51	11	
		Column Comparisons								
		% within column	7%	8%	**	**	**	9%	7%	**
<b>Neither satisfied or dissatisfied</b>		Weighted counts	5	13				11	4	
		Column Comparisons								
		% within column	7%	5%	**	**	**	3%	5%	**
<b>Fairly dissatisfied</b>		Weighted counts	5	7				4	3	
		Column Comparisons								
		% within column	2%	4%	**	**	**	4%	3%	**
<b>Very dissatisfied</b>		Weighted counts	2	6				5	2	
		Column Comparisons								
		% within column	0%	2%	**	**	**	2%	0%	**
<b>Don't know</b>		Weighted counts	0	3				3	0	
		Column Comparisons								
		% within column	84%	81%	**	**	**	82%	84%	**
<b>NET: Satisfied</b>		Weighted counts	63	124				108	44	
		Column Comparisons								
		% within column	9%	9%	**	**	**	7%	8%	**
<b>NET: Dissatisfied</b>		Weighted counts	7	13				9	4	
		Column Comparisons								
		% within column								
<b>Effective Column n</b>		Weighted counts	66	99	28	26	8	106	51	4
		Column Comparisons								
<b>Unweighted base</b>			85	128	36	34	10	137	66	5
<b>Weighted base</b>			74	153	16	15	4	131	52	5
<b>Columns</b>			B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 208; total n = 6467; effective sample size = 161 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

Crossbreaks																			
		Methodology		Quarter				Gender		Age					SEG				Working status
QE7_4. How satisfied were you with that recent experience where... The parcel was left outside of your home for you to find			Onli-	Q1	Q2	Q3	Q4	Male	Fem-	16-24	25-44	45-64	65-74	75+	AB	C1	C2	DE	Working
		Total	ne	2016	2016	2016	2016		ale	years	years	years	years						
		16%	**	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Very satisfied		10		10															
		-																	
		19%	**	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly satisfied		12		10															
		-																	
		13%	**	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Neither satisfied or dissatisfied		8		8															
		-																	
		21%	**	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly dissatisfied		13		8															
		-																	
		31%	**	33%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Very dissatisfied		19		17															
		-																	
		0%	**	0%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know		0		0															
		-		-															
		35%	**	38%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NET: Satisfied		22		20															
		-																	
		52%	**	48%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NET: Dissatisfied		31		25															
		-																	
Effective Column n		53	4	49	11	14	8	18	17	36	5	24	13	6	5	17	14	11	29
Unweighted base		69	5	64	15	19	11	24	22	47	6	32	17	8	6	22	18	14	38
Weighted base		61	8	52	11	17	12	20	19	42	7	26	14	8	6	16	17	13	33
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 69; total n = 6467; effective sample size = 53 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks						
		Work- ing status	UK nation			Rurality		
		Not work- ing	NET: Engl- and	NET: Scotl- and	Wal- es	Nort- hern Irel- and	Urb- an	Unkn- own
QE7_4. How satisfied were you with that recent experience where... The parcel was left outside of your home for you to find		**	**	**	**	**	**	**
<b>Very satisfied</b>								
	% within column							
	Weighted counts							
	Column Comparisons							
	% within column	**	**	**	**	**	**	**
<b>Fairly satisfied</b>								
	Weighted counts							
	Column Comparisons							
	% within column	**	**	**	**	**	**	**
<b>Neither satisfied or dissatisfied</b>								
	Weighted counts							
	Column Comparisons							
	% within column	**	**	**	**	**	**	**
<b>Fairly dissatisfied</b>								
	Weighted counts							
	Column Comparisons							
	% within column	**	**	**	**	**	**	**
<b>Very dissatisfied</b>								
	Weighted counts							
	Column Comparisons							
	% within column	**	**	**	**	**	**	**
<b>Don't know</b>								
	Weighted counts							
	Column Comparisons							
	% within column	**	**	**	**	**	**	**
<b>NET: Satisfied</b>								
	Weighted counts							
	Column Comparisons							
	% within column	**	**	**	**	**	**	**
<b>NET: Dissatisfied</b>								
	Weighted counts							
	Column Comparisons							
	% within column							
<b>Effective Column n</b>		23	31	8	5	8	30	21
	Weighted counts	23	31	8	5	8	30	21
	Column Comparisons							
<b>Unweighted base</b>		30	41	11	7	10	40	27
<b>Weighted base</b>		26	49	5	3	4	37	22
<b>Columns</b>		B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 69; total n = 6467; effective sample size = 53 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)



# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks														
QE9: 'Sorry you were out' card ever received for deliveries too big to fit in letterbox or requiring signature		Methodology			Quarter				Gender		Age					SEG
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
Yes	% within column	78%	69%	84%	80%	79%	76%	76%	76%	79%	74%	82%	81%	75%	62%	84%
	Weighted counts	5,041	1,818	3,224	1,367	1,252	1,183	1,239	2,421	2,620	666	1,744	1,682	633	317	1,283
	Column Comparisons	-		A	c d				a		E	A D E	A D E	E		B C D
No	% within column	20%	30%	13%	18%	18%	22%	22%	21%	19%	23%	16%	17%	23%	34%	14%
	Weighted counts	1,291	786	504	304	289	342	356	660	631	211	348	361	194	177	213
	Column Comparisons	-	B				a b	a b			B c			B c	A B C D	
I don't know	% within column	2%	2%	2%	2%	3%	1%	2%	3%	1%	3%	2%	1%	2%	4%	2%
	Weighted counts	135	47	88	29	44	23	39	88	47	29	42	27	18	19	26
	Column Comparisons	-							B		c				c	
% within column																
Effective Column n	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230
Column Comparisons																
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
QE9: 'Sorry you were out' card ever received for deliveries too big to fit in letterbox or requiring signature		C1	C2	DE	Working	Not working	NET: England	NET: Scotland	Wales	North-ern Irel-and	Urban	Rural	Unkn-own
Yes	% within column	79%	76%	73%	82%	74%	78%	81%	81%	76%	76%	80%	87%
	Weighted counts	1,502	1,003	1,252	2,787	2,233	4,169	316	292	266	3,106	1,590	346
	Column Comparisons	D			B							A	A b
No	% within column	19%	21%	25%	16%	24%	20%	18%	17%	23%	22%	18%	10%
	Weighted counts	371	277	430	562	718	1,081	69	61	80	900	349	42
	Column Comparisons	A	A	A B c		A				c	B C	c	
I don't know	% within column	2%	4%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%
	Weighted counts	32	48	29	67	63	118	6	6	5	87	40	8
	Column Comparisons		a b d										
Effective Column n	% within column												
	Weighted counts	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
	Column Comparisons												
Unweighted base		1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base		1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Methodology			Quarter				Gender		Age			
QE10: Generally speaking, how would you prefer to deal with a 'Sorry you were out' card?		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
Pick up the item from a delivery office	% within column	46%	53%	42%	47%	46%	42%	48%	49%	43%	47%	49%	46%	42%
	Weighted counts	2,355	974	1,380	648	590	503	614	1,221	1,134	325	867	787	271
	Column Comparisons	-	B					c	B		E	d E	E	e
Arrange for redelivery to your home	% within column	36%	28%	40%	32%	38%	40%	34%	34%	38%	38%	37%	34%	34%
	Weighted counts	1,838	521	1,317	442	489	474	433	837	1,001	263	645	588	217
	Column Comparisons	-		A		a	a d			a				
Arrange for the item to be left in a safe place	% within column	26%	23%	27%	26%	22%	26%	29%	23%	28%	27%	25%	26%	26%
	Weighted counts	1,319	428	891	356	277	317	369	566	753	186	444	440	167
	Column Comparisons	-		a	b		b	B		A				
Arrange for delivery to a neighbour	% within column	26%	27%	25%	28%	25%	22%	27%	25%	26%	27%	26%	23%	27%
	Weighted counts	1,315	499	816	383	322	265	345	614	701	190	464	400	177
	Column Comparisons	-			c			c						
Arrange for delivery to a Post Office branch, where you can pick it up	% within column	12%	7%	15%	15%	10%	11%	11%	11%	13%	12%	10%	13%	13%
	Weighted counts	607	123	483	204	124	131	147	264	342	85	184	222	84
	Column Comparisons	-		A	B c d					a				
Arrange to pick it up from a collection point/box	% within column	4%	1%	6%	5%	4%	4%	4%	4%	4%	6%	4%	4%	2%
	Weighted counts	205	23	182	63	52	42	47	99	105	45	76	64	14
	Column Comparisons	-		A							c d e			
Arrange for delivery to an alternative address	% within column	4%	3%	5%	5%	4%	5%	4%	4%	5%	5%	6%	4%	1%
	Weighted counts	223	60	163	64	50	57	53	99	124	38	104	68	9
	Column Comparisons	-		a							D e	c D e	d e	
Get a friend/relative to pick up the item from the delivery/enquiry office	% within column	2%	1%	3%	2%	2%	2%	2%	1%	3%	3%	2%	2%	1%
	Weighted counts	102	12	90	28	24	25	26	32	70	18	39	33	7
	Column Comparisons	-		A						a				
Arrange to pick it up at the operator's depot	% within column	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%
	Weighted counts	44	1	43	13	9	12	10	27	18	8	16	14	2
	Column Comparisons	-		A										
Other: Any other way	% within column	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
	Weighted counts	18	6	13	6	2	8	4	11	7	2	8	4	2
	Column Comparisons	-												
I don't know	% within column	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%
	Weighted counts	17	4	13	3	7	6	1	8	9	4	6	3	3
	Column Comparisons	-												

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 5261; total n = 6467; effective sample size = 4049 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age		SEG			Working status		UK nation			Rurality		
QE10: Generally speaking, how would you prefer to deal with a 'Sorry you were out' card?		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
Pick up the item from a delivery office	% within column	32%	43%	45%	46%	49%	50%	41%	46%	48%	42%	50%	49%	39%
	Weighted counts	105	566	691	469	628	1,406	936	1,942	154	126	133	1,560	635
	Column Comparisons					a	B						B	
Arrange for redelivery to your home	% within column	38%	34%	33%	35%	41%	33%	39%	37%	34%	34%	28%	36%	36%
	Weighted counts	124	442	510	362	524	937	896	1,552	110	101	74	1,137	579
	Column Comparisons					a B c	A	d	d	d				
Arrange for the item to be left in a safe place	% within column	25%	29%	28%	26%	19%	27%	24%	25%	24%	26%	36%	21%	35%
	Weighted counts	81	382	420	269	248	763	551	1,068	77	78	97	665	564
	Column Comparisons		D	D	d							a B C		A c
Arrange for delivery to a neighbour	% within column	26%	26%	28%	26%	23%	26%	25%	26%	24%	24%	25%	24%	29%
	Weighted counts	83	339	423	261	292	750	564	1,099	77	71	68	743	474
	Column Comparisons													A
Arrange for delivery to a Post Office branch, where you can pick it up	% within column	10%	13%	12%	11%	11%	12%	12%	12%	14%	9%	12%	11%	12%
	Weighted counts	32	164	181	117	144	332	273	501	45	27	33	339	201
	Column Comparisons									c				
Arrange to pick it up from a collection point/box	% within column	2%	4%	5%	3%	4%	5%	3%	4%	5%	4%	4%	4%	3%
	Weighted counts	5	50	70	32	53	139	65	167	15	11	11	130	44
	Column Comparisons						B						b	
Arrange for delivery to an alternative address	% within column	1%	5%	5%	4%	3%	6%	3%	5%	3%	3%	4%	5%	3%
	Weighted counts	4	63	81	36	43	161	62	194	10	10	10	149	52
	Column Comparisons						B						b	
Get a friend/relative to pick up the item from the delivery/enquiry office	% within column	2%	1%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%
	Weighted counts	6	17	27	18	39	52	50	85	7	5	5	69	25
	Column Comparisons					a								
Arrange to pick it up at the operator's depot	% within column	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
	Weighted counts	3	8	10	13	13	26	18	33	5	3	3	30	9
	Column Comparisons													
Other: Any other way	% within column	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%
	Weighted counts	2	4	6	2	6	8	11	13	2	3	0	10	8
	Column Comparisons													
I don't know	% within column	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
	Weighted counts	0	7	3	4	4	7	9	13	1	3	0	12	3
	Column Comparisons													

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 5261; total n = 6467; effective sample size = 4049 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
QE10: Generally speaking, how would you prefer to deal with a 'Sorry you were out' card?		Unkn-own
	% within column	46%
<b>Pick up the item from a delivery office</b>	Weighted counts	160
	Column Comparisons	b
	% within column	35%
<b>Arrange for redelivery to your home</b>	Weighted counts	122
	Column Comparisons	
	% within column	26%
<b>Arrange for the item to be left in a safe place</b>	Weighted counts	89
	Column Comparisons	
	% within column	28%
<b>Arrange for delivery to a neighbour</b>	Weighted counts	98
	Column Comparisons	
	% within column	19%
<b>Arrange for delivery to a Post Office branch, where you can pick it up</b>	Weighted counts	66
	Column Comparisons	A b
	% within column	9%
<b>Arrange to pick it up from a collection point/box</b>	Weighted counts	31
	Column Comparisons	A B
	% within column	7%
<b>Arrange for delivery to an alternative address</b>	Weighted counts	23
	Column Comparisons	b
	% within column	3%
<b>Get a friend/relative to pick up the item from the delivery/enquiry office</b>	Weighted counts	9
	Column Comparisons	
	% within column	2%
<b>Arrange to pick it up at the operator's depot</b>	Weighted counts	5
	Column Comparisons	
	% within column	0%
<b>Other: Any other way</b>	Weighted counts	1
	Column Comparisons	
	% within column	1%
<b>I don't know</b>	Weighted counts	2
	Column Comparisons	

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 5261; total n = 6467; effective sample size = 4049 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Methodology			Quarter				Gender		Age			
QE10: Generally speaking, how would you prefer to deal with a 'Sorry you were out' card?		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
Effective Column n	% within column Weighted counts Column Comparisons	4,049	991	3,057	1,067	1,010	961	1,011	1,954	2,095	494	1,286	1,405	577
Unweighted base		5,261	1,288	3,973	1,386	1,312	1,249	1,314	2,539	2,722	642	1,671	1,826	750
Weighted base		5,131	1,844	3,287	1,373	1,278	1,199	1,281	2,478	2,653	693	1,762	1,707	644
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 5261; total n = 6467; effective sample size = 4049 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

Part 4 of 6

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG			Working status		UK nation			Rurality			
QE10: Generally speaking, how would you prefer to deal with a 'Sorry you were out' card?		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
Effective Column n	% within column Weighted counts Column Comparisons	286	1,078	1,264	780	927	2,199	1,832	2,538	556	498	457	2,376	1,430
Unweighted base		372	1,401	1,642	1,014	1,204	2,858	2,381	3,298	722	647	594	3,087	1,858
Weighted base		325	1,308	1,526	1,024	1,273	2,837	2,272	4,243	322	297	269	3,159	1,623
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 5261; total n = 6467; effective sample size = 4049 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
QE10: Generally speaking, how would you prefer to deal with a 'Sorry you were out' card?		Unkn-own
Effective Column n	% within column	
	Weighted counts	243
	Column Comparisons	
Unweighted base		316
Weighted base		349
Columns		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 5261; total n = 6467; effective sample size = 4049 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)



# Ofcom Residential Postal Tracker (January - December 2016)

QE10a: In the past month, have you been in this situation where you have been required to select a postal/delivery option for letters or goods you are having delivered to yourself?

		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
<b>Yes</b>	% within column	39%	27%	47%	**	**	40%	38%	39%	39%	47%	44%	38%	30%	20%	45%	40%
	Weighted counts	1,228	345	883			604	624	613	614	221	439	398	120	49	296	397
	Column Comparisons	-		A							c D E	c D E	d E	e		c D	d
<b>No</b>	% within column	61%	73%	53%	**	**	60%	62%	61%	61%	53%	56%	62%	70%	80%	55%	60%
	Weighted counts	1,935	923	1,012			925	1,011	961	975	250	566	640	280	198	355	587
	Column Comparisons	-		B									a b	A B c	A B C d		
<b>Effective Column n</b>		2,427	688	1,740	0	0	1,184	1,244	1,200	1,228	313	741	826	351	197	555	765
<b>Unweighted base</b>		3,160	895	2,265	0	0	1,541	1,619	1,562	1,598	408	964	1,075	457	256	722	996
<b>Weighted base</b>		3,163	1,269	1,895	0	0	1,529	1,634	1,574	1,589	471	1,005	1,038	401	248	650	984
<b>Columns</b>		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3160; total n = 6467; effective sample size = 2427 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

QE10a: In the past month, have you been in this situation where you have been required to select a postal/delivery option for letters or goods you are having delivered to yourself?		Crossbreaks										
		SEG		Working status		UK nation				Rurality		
		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Yes</b>	<i>% within column</i>	36%	34%	43%	33%	38%	49%	42%	40%	40%	37%	**
	<i>Weighted counts</i>	240	295	738	481	990	92	77	69	830	397	
	<i>Column Comparisons</i>			B			a d					
<b>No</b>	<i>% within column</i>	64%	66%	57%	67%	62%	51%	58%	60%	60%	63%	**
	<i>Weighted counts</i>	426	568	965	967	1,628	97	105	105	1,260	672	
	<i>Column Comparisons</i>	a	A b		A	b			b			
<b>Effective Column n</b>		493	615	1,301	1,116	1,528	315	302	283	1,515	910	2
<b>Unweighted base</b>		642	800	1,693	1,453	1,989	410	393	368	1,972	1,185	3
<b>Weighted base</b>		666	863	1,702	1,448	2,618	189	182	174	2,090	1,070	4
<b>Columns</b>		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3160; total n = 6467; effective sample size = 2427 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001), \*\* indicates low base size (<50)

QE10b: List of factors people consider when choosing delivery for letters/parcels THEY will receive

		This is a nega- tive to me	Not impor- tant	'Nice to have' but I can live without	'Great to have' - can sway my decis- ion	This is manda- tory to me – a must have	NET: Impor- tant (T- 2B)	Total
<b>Guarantee that the parcel will arrive intact</b>	% within row	0%	2%	10%	33%	54%	88%	<b>100%</b>
	Weighted counts	4	26	120	411	667	1,078	<b>1,228</b>
<b>Guaranteed delivery to my door</b>	% within row	0%	2%	12%	41%	44%	85%	<b>100%</b>
	Weighted counts	5	29	151	504	539	1,043	<b>1,228</b>
<b>Free delivery</b>	% within row	1%	3%	17%	54%	25%	79%	<b>100%</b>
	Weighted counts	8	40	208	661	311	973	<b>1,228</b>
<b>Guarantee that the parcel will arrive on time</b>	% within row	1%	4%	17%	46%	33%	79%	<b>100%</b>
	Weighted counts	7	45	210	559	407	966	<b>1,228</b>
<b>Low cost</b>	% within row	0%	3%	17%	44%	35%	79%	<b>100%</b>
	Weighted counts	6	43	213	540	426	966	<b>1,228</b>
<b>Proof and details of delivery receipt sent to me if someone else receives it</b>	% within row	1%	4%	17%	41%	37%	78%	<b>100%</b>
	Weighted counts	13	46	215	503	451	954	<b>1,228</b>
<b>Convenient options for me to accept the delivery</b>	% within row	1%	3%	20%	49%	27%	76%	<b>100%</b>
	Weighted counts	8	40	245	602	332	935	<b>1,228</b>
<b>Option to reschedule if I am unable to take the delivery</b>	% within row	1%	5%	19%	45%	29%	75%	<b>100%</b>
	Weighted counts	9	63	237	558	362	919	<b>1,228</b>
<b>Knowledge that they will deliver to a neighbour or safe place if I am not available to take the delivery</b>	% within row	2%	5%	18%	47%	28%	75%	<b>100%</b>
	Weighted counts	29	59	222	578	340	918	<b>1,228</b>
<b>Fast delivery</b>	% within row	1%	4%	22%	48%	27%	74%	<b>100%</b>
	Weighted counts	9	44	264	585	325	911	<b>1,228</b>
<b>Proof of postage/dispatch</b>	% within row	0%	4%	23%	41%	33%	74%	<b>100%</b>
	Weighted counts	4	44	277	503	401	903	<b>1,228</b>

QE10b: List of factors people consider when choosing delivery for letters/parcels THEY will receive

		This is a nega- tive to me	Not impor- tant	'Nice to have' but I can live without	'Great to have' - can sway my decis- ion	This is manda- tory to me – a must have	NET: Impor- tant (T- (2B)	Total
<b>Ability to track the delivery</b>	<i>% within row</i>	1%	5%	22%	45%	28%	73%	<b>100%</b>
	<i>Weighted counts</i>	7	58	268	553	342	895	<b>1,228</b>
<b>Availability of nearby collection points in case of failed delivery</b>	<i>% within row</i>	3%	7%	22%	44%	25%	68%	<b>100%</b>
	<i>Weighted counts</i>	32	89	271	535	302	837	<b>1,228</b>
<b>Ability to select a specific date/time for delivery</b>	<i>% within row</i>	0%	6%	26%	47%	20%	67%	<b>100%</b>
	<i>Weighted counts</i>	4	77	320	580	247	827	<b>1,228</b>
<b>Ability to provide a specific time slot or SMS notification of delivery time</b>	<i>% within row</i>	0%	8%	28%	44%	19%	63%	<b>100%</b>
	<i>Weighted counts</i>	6	103	342	543	234	777	<b>1,228</b>
<b>Ability to choose an express or next day service</b>	<i>% within row</i>	1%	8%	28%	43%	19%	63%	<b>100%</b>
	<i>Weighted counts</i>	10	103	346	530	239	769	<b>1,228</b>
<b>Ability to select an evening/weekend delivery</b>	<i>% within row</i>	1%	15%	26%	40%	18%	58%	<b>100%</b>
	<i>Weighted counts</i>	13	182	321	495	216	712	<b>1,228</b>
<b>Inclusion of insurance</b>	<i>% within row</i>	2%	12%	32%	39%	14%	53%	<b>100%</b>
	<i>Weighted counts</i>	25	152	398	475	178	653	<b>1,228</b>

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic &amp; Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%)

Part 2 of 2

Ofcom Residential Postal Tracker (January - December 2016)

			Crossbreaks												
			Methodology			Quarter				Gender		Age			
QE10b_1: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Low cost			Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
This is a negative to me	% within column	0%	1%	0%	**	**	0%	1%	1%	0%	2%	0%	0%	0%	
	Weighted counts	6	4	2			2	4	5	1	4	1	0	0	
	Column Comparisons	-	b												
This is not important to me – don't mind if not offered	% within column	3%	5%	3%	**	**	3%	4%	5%	2%	2%	4%	4%	4%	
	Weighted counts	43	18	24			18	25	31	12	4	20	15	5	
	Column Comparisons	-	b						b						
This is a 'nice to have', but I can live without it being offered	% within column	17%	15%	18%	**	**	15%	19%	22%	13%	17%	17%	18%	15%	
	Weighted counts	213	52	161			92	121	135	78	38	75	73	19	
	Column Comparisons	-							B						
This is a 'great to have' – makes a difference and can sway my decision	% within column	44%	40%	45%	**	**	47%	41%	41%	47%	36%	46%	45%	51%	
	Weighted counts	540	140	401			284	257	252	289	79	202	178	61	
	Column Comparisons	-													
This is mandatory to me – a must have	% within column	35%	38%	33%	**	**	35%	35%	31%	38%	43%	32%	33%	30%	
	Weighted counts	426	131	295			209	217	191	234	95	142	132	36	
	Column Comparisons	-								a					
NET: Important (T2B)	% within column	79%	78%	79%	**	**	81%	76%	72%	85%	79%	78%	78%	81%	
	Weighted counts	966	270	696			492	474	443	523	175	344	310	97	
	Column Comparisons	-					d			A					
Effective Column n	% within column														
	Weighted counts	1,013	185	829	0	0	503	510	477	536	154	345	349	118	
	Column Comparisons														
	Weighted counts	1,329	242	1,087	0	0	660	669	626	703	202	453	458	155	
Unweighted base	Weighted counts	1,228	345	883	0	0	604	624	613	614	221	439	398	120	
	Column Comparisons														
Weighted base	Column Comparisons														
	Column Comparisons														
Columns	Column Comparisons														
	Column Comparisons														

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation			Rurality		
		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
QE10b_1: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Low cost														
This is a negative to me	% within column	1%	1%	0%	2%	0%	1%	0%	1%	0%	0%	0%	1%	0%
	Weighted counts	0	2	0	4	0	4	2	6	0	0	0	6	0
	Column Comparisons													
This is not important to me – don't mind if not offered	% within column	0%	5%	3%	3%	3%	4%	2%	4%	2%	2%	3%	3%	4%
	Weighted counts	0	16	11	7	8	33	10	38	2	1	2	29	14
	Column Comparisons						b							
This is a 'nice to have', but I can live without it being offered	% within column	17%	21%	18%	17%	13%	20%	13%	17%	21%	17%	16%	18%	16%
	Weighted counts	9	63	72	40	37	148	63	169	19	13	11	150	62
	Column Comparisons						b							
This is a 'great to have' – makes a difference and can sway my decision	% within column	42%	50%	42%	43%	42%	43%	45%	43%	48%	41%	56%	43%	46%
	Weighted counts	21	148	166	103	123	318	216	427	44	31	38	355	184
	Column Comparisons													
This is mandatory to me – a must have	% within column	40%	22%	37%	36%	43%	32%	40%	35%	29%	41%	26%	35%	34%
	Weighted counts	20	66	147	86	126	234	191	350	27	31	18	289	137
	Column Comparisons			A	a	A		a			d			
NET: Important (T2B)	% within column	82%	73%	79%	78%	85%	75%	85%	78%	77%	81%	81%	78%	81%
	Weighted counts	41	215	313	189	250	552	407	777	71	62	56	644	321
	Column Comparisons					a		A						
Effective Column n	% within column													
	Weighted counts	47	262	333	191	227	604	403	604	156	133	120	664	348
	Column Comparisons													
Unweighted base		61	343	437	251	298	792	529	792	205	174	158	871	457
Weighted base		49	296	397	240	295	738	481	990	92	77	69	830	397
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
		Unkn- own
QE10b_1: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Low cost		**
	% within column	
<b>This is a negative to me</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is not important to me – don't mind if not offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'nice to have', but I can live without it being offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is mandatory to me – a must have</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>NET: Important (T2B)</b>	Weighted counts	
	Column Comparisons	
	% within column	
<b>Effective Column n</b>	Weighted counts	1
	Column Comparisons	
<b>Unweighted base</b>		1
<b>Weighted base</b>		1
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Methodology			Quarter				Gender		Age			
QE10b_2: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Free delivery		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
This is a negative to me	% within column	1%	1%	1%	**	**	0%	1%	1%	0%	0%	1%	1%	1%
	Weighted counts	8	2	5			3	5	6	1	0	4	3	1
	Column Comparisons	-												
This is not important to me – don't mind if not offered	% within column	3%	6%	2%	**	**	2%	5%	4%	2%	4%	4%	3%	2%
	Weighted counts	40	19	21			11	28	27	12	8	16	13	2
	Column Comparisons	-	b				c	b						
This is a 'nice to have', but I can live without it being offered	% within column	17%	14%	18%	**	**	16%	17%	20%	14%	13%	17%	19%	18%
	Weighted counts	208	49	158			99	108	123	85	30	75	77	22
	Column Comparisons	-						b						
This is a 'great to have' – makes a difference and can sway my decision	% within column	54%	46%	57%	**	**	57%	51%	52%	56%	48%	54%	55%	53%
	Weighted counts	661	160	502			346	316	318	344	106	236	220	64
	Column Comparisons	-	a				d							
This is mandatory to me – a must have	% within column	25%	33%	22%	**	**	24%	27%	23%	28%	35%	24%	22%	26%
	Weighted counts	311	115	196			145	166	139	172	77	107	86	31
	Column Comparisons	-	B								c			
NET: Important (T2B)	% within column	79%	80%	79%	**	**	81%	77%	75%	84%	83%	78%	77%	79%
	Weighted counts	973	275	698			491	482	457	515	183	344	306	95
	Column Comparisons	-								A				
Effective Column n	% within column													
	Weighted counts	1,013	185	829	0	0	503	510	477	536	154	345	349	118
	Column Comparisons													
Unweighted base		1,329	242	1,087	0	0	660	669	626	703	202	453	458	155
Weighted base		1,228	345	883	0	0	604	624	613	614	221	439	398	120
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3



Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation			Rurality		
									NET:	NET:		North-		
QE10b_2: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Free delivery		75+	AB	C1	C2	DE	Work- ing	Not working	Engl- and	Scotl- and	Wales	ern Irel- and	Urban	Rural
This is a negative to me	% within column	0%	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%	0%
	Weighted counts	0	2	2	2	2	4	4	6	0	0	0	8	0
	Column Comparisons													
This is not important to me – don't mind if not offered	% within column	0%	3%	3%	3%	3%	4%	2%	4%	2%	3%	1%	3%	4%
	Weighted counts	0	9	14	8	9	29	8	35	2	2	0	23	15
	Column Comparisons						b							
This is a 'nice to have', but I can live without it being offered	% within column	9%	19%	18%	16%	14%	19%	14%	17%	16%	14%	13%	18%	14%
	Weighted counts	4	57	72	38	40	138	68	173	15	11	9	151	56
	Column Comparisons													
This is a 'great to have' – makes a difference and can sway my decision	% within column	72%	58%	55%	52%	51%	53%	56%	52%	59%	56%	66%	51%	60%
	Weighted counts	35	170	216	125	149	389	269	519	54	43	45	425	237
	Column Comparisons													a
This is mandatory to me – a must have	% within column	19%	20%	23%	28%	32%	24%	28%	26%	23%	27%	20%	27%	22%
	Weighted counts	10	58	92	66	94	178	133	256	21	21	14	222	89
	Column Comparisons					a								
NET: Important (T2B)	% within column	91%	77%	78%	80%	83%	77%	83%	78%	81%	83%	86%	78%	82%
	Weighted counts	45	228	309	192	244	567	401	775	75	63	59	647	325
	Column Comparisons							a						
Effective Column n	% within column													
	Weighted counts	47	262	333	191	227	604	403	604	156	133	120	664	348
	Column Comparisons													
Unweighted base		61	343	437	251	298	792	529	792	205	174	158	871	457
Weighted base		49	296	397	240	295	738	481	990	92	77	69	830	397
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
		Unkn- own
QE10b_2: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Free delivery		**
	% within column	
<b>This is a negative to me</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is not important to me – don't mind if not offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'nice to have', but I can live without it being offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is mandatory to me – a must have</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>NET: Important (T2B)</b>	Weighted counts	
	Column Comparisons	
	% within column	
<b>Effective Column n</b>	Weighted counts	1
	Column Comparisons	
<b>Unweighted base</b>		1
<b>Weighted base</b>		1
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Methodology			Quarter				Gender		Age			
QE10b_3: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Inclusion of insurance		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
This is a negative to me	% within column	2%	1%	3%	**	**	2%	2%	2%	2%	2%	1%	3%	3%
	Weighted counts	25	2	22			14	11	12	13	3	4	12	4
	Column Comparisons	-												
This is not important to me – don't mind if not offered	% within column	12%	12%	13%	**	**	12%	13%	11%	13%	11%	12%	13%	11%
	Weighted counts	152	41	111			73	79	69	83	24	54	50	14
	Column Comparisons	-												
This is a 'nice to have', but I can live without it being offered	% within column	32%	24%	36%	**	**	32%	33%	33%	32%	30%	31%	33%	43%
	Weighted counts	398	83	315			192	206	200	198	66	134	132	51
	Column Comparisons	-		A										
This is a 'great to have' – makes a difference and can sway my decision	% within column	39%	43%	37%	**	**	39%	38%	39%	38%	42%	41%	36%	33%
	Weighted counts	475	149	326			236	239	239	236	93	180	145	40
	Column Comparisons	-												
This is mandatory to me – a must have	% within column	14%	20%	12%	**	**	15%	14%	15%	14%	16%	15%	15%	10%
	Weighted counts	178	70	108			90	88	93	84	35	66	60	12
	Column Comparisons	-	b											
NET: Important (T2B)	% within column	53%	63%	49%	**	**	54%	52%	54%	52%	58%	56%	51%	43%
	Weighted counts	653	219	434			326	327	333	320	128	246	204	52
	Column Comparisons	-	B											
Effective Column n	% within column													
	Weighted counts	1,013	185	829	0	0	503	510	477	536	154	345	349	118
	Column Comparisons													
Unweighted base		1,329	242	1,087	0	0	660	669	626	703	202	453	458	155
Weighted base		1,228	345	883	0	0	604	624	613	614	221	439	398	120
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation			Rurality		
		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
QE10b_3: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Inclusion of insurance														
This is a negative to me	% within column	3%	2%	1%	3%	3%	2%	2%	2%	2%	3%	2%	2%	2%
	Weighted counts	2	5	6	6	8	12	12	19	2	2	1	16	9
	Column Comparisons													
This is not important to me – don't mind if not offered	% within column	21%	13%	13%	9%	13%	13%	11%	12%	14%	16%	12%	11%	16%
	Weighted counts	10	40	52	23	38	95	55	119	13	12	8	90	62
	Column Comparisons													a
This is a 'nice to have', but I can live without it being offered	% within column	30%	34%	35%	28%	30%	32%	33%	32%	36%	33%	36%	33%	31%
	Weighted counts	15	100	140	68	90	237	158	315	33	25	25	274	123
	Column Comparisons													
This is a 'great to have' – makes a difference and can sway my decision	% within column	36%	37%	39%	40%	39%	38%	39%	39%	38%	36%	42%	38%	39%
	Weighted counts	18	110	155	97	114	282	190	383	35	28	29	319	157
	Column Comparisons													
This is mandatory to me – a must have	% within column	10%	14%	11%	19%	15%	15%	14%	15%	9%	13%	9%	16%	12%
	Weighted counts	5	42	44	46	45	111	67	153	9	10	6	132	46
	Column Comparisons													
NET: Important (T2B)	% within column	46%	51%	50%	60%	54%	53%	53%	54%	48%	49%	51%	54%	51%
	Weighted counts	23	151	199	143	159	393	256	536	44	37	35	450	203
	Column Comparisons													
Effective Column n	% within column	47	262	333	191	227	604	403	604	156	133	120	664	348
	Weighted counts													
	Column Comparisons													
Unweighted base		61	343	437	251	298	792	529	792	205	174	158	871	457
Weighted base		49	296	397	240	295	738	481	990	92	77	69	830	397
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
		Unkn- own
QE10b_3: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Inclusion of insurance		**
	% within column	
<b>This is a negative to me</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is not important to me – don't mind if not offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'nice to have', but I can live without it being offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is mandatory to me – a must have</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>NET: Important (T2B)</b>	Weighted counts	
	Column Comparisons	
	% within column	
<b>Effective Column n</b>	Weighted counts	1
	Column Comparisons	
<b>Unweighted base</b>		1
<b>Weighted base</b>		1
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Methodology			Quarter				Gender		Age			
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
QE10b_4: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Guarantee that the parcel will arrive on time	% within column	1%	0%	1%	**	**	1%	1%	1%	1%	2%	1%	0%	0%
	Weighted counts	7	0	7			4	4	4	3	3	3	1	0
	Column Comparisons	-												
This is a negative to me	% within column	4%	5%	3%	**	**	3%	4%	5%	3%	3%	3%	5%	4%
	Weighted counts	45	16	28			18	26	28	17	6	14	20	4
	Column Comparisons	-												
This is not important to me – don't mind if not offered	% within column	17%	10%	20%	**	**	16%	19%	22%	12%	14%	19%	14%	21%
	Weighted counts	210	36	174			94	116	138	72	32	83	57	25
	Column Comparisons	-		A					B					
This is a 'nice to have', but I can live without it being offered	% within column	46%	44%	46%	**	**	48%	43%	44%	47%	40%	46%	46%	46%
	Weighted counts	559	152	408			291	268	269	291	88	203	184	56
	Column Comparisons	-												
This is a 'great to have' – makes a difference and can sway my decision	% within column	33%	41%	30%	**	**	33%	34%	29%	38%	42%	31%	34%	29%
	Weighted counts	407	141	266			198	209	175	231	92	136	136	35
	Column Comparisons	-	b							a	e		e	
This is mandatory to me – a must have	% within column	79%	85%	76%	**	**	81%	77%	72%	85%	81%	77%	81%	76%
	Weighted counts	966	293	674			489	478	444	522	180	340	320	91
	Column Comparisons	-	b							A				
NET: Important (T2B)	% within column													
	Weighted counts													
	Column Comparisons													
Effective Column n	% within column													
	Weighted counts	1,013	185	829	0	0	503	510	477	536	154	345	349	118
	Column Comparisons													
Unweighted base	% within column													
	Weighted counts	1,329	242	1,087	0	0	660	669	626	703	202	453	458	155
	Column Comparisons													
Weighted base	% within column													
	Weighted counts	1,228	345	883	0	0	604	624	613	614	221	439	398	120
	Column Comparisons													
Columns	% within column													
	Weighted counts	A	A	B	A	B	C	D	A	B	A	B	C	D
	Column Comparisons													

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation				Rurality	
QE10b_4: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Guarantee that the parcel will arrive on time		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
This is a negative to me	% within column	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%
	Weighted counts	0	1	4	1	1	3	3	7	0	0	0	6	0
	Column Comparisons													
This is not important to me – don't mind if not offered	% within column	2%	4%	3%	4%	4%	4%	3%	4%	0%	4%	3%	3%	5%
	Weighted counts	1	12	10	9	13	28	17	40	0	3	2	26	19
	Column Comparisons										b			
This is a 'nice to have', but I can live without it being offered	% within column	26%	22%	15%	14%	18%	17%	17%	17%	18%	16%	12%	17%	17%
	Weighted counts	13	64	58	35	53	124	84	172	17	12	9	144	66
	Column Comparisons													
This is a 'great to have' – makes a difference and can sway my decision	% within column	59%	43%	49%	44%	45%	45%	46%	45%	49%	43%	53%	44%	48%
	Weighted counts	29	127	194	105	134	333	221	445	45	33	36	369	191
	Column Comparisons													
This is mandatory to me – a must have	% within column	13%	31%	33%	38%	32%	34%	32%	33%	33%	36%	32%	34%	31%
	Weighted counts	7	91	131	91	94	250	156	326	31	28	22	284	122
	Column Comparisons													
NET: Important (T2B)	% within column	72%	74%	82%	81%	77%	79%	78%	78%	82%	80%	85%	79%	79%
	Weighted counts	36	219	324	196	228	583	377	771	75	61	58	653	313
	Column Comparisons													
Effective Column n	% within column													
	Weighted counts	47	262	333	191	227	604	403	604	156	133	120	664	348
	Column Comparisons													
Unweighted base		61	343	437	251	298	792	529	792	205	174	158	871	457
Weighted base		49	296	397	240	295	738	481	990	92	77	69	830	397
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
QE10b_4: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Guarantee that the parcel will arrive on time		Rurality
		Unkn-own
		**
<b>This is a negative to me</b>	% within column	
	Weighted counts	
	Column Comparisons	
<b>This is not important to me – don't mind if not offered</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>This is a 'nice to have', but I can live without it being offered</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>This is mandatory to me – a must have</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>NET: Important (T2B)</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>Effective Column n</b>	% within column	
	Weighted counts	1
	Column Comparisons	
<b>Unweighted base</b>		1
<b>Weighted base</b>		1
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)



Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Methodology			Quarter				Gender		Age			
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
QE10b_5: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Ability to track the delivery	% within column	1%	0%	1%	**	**	0%	1%	0%	1%	1%	0%	1%	0%
This is a negative to me	Weighted counts	7	0	7			3	4	3	4	2	1	3	0
	Column Comparisons	-												
This is not important to me – don't mind if not offered	% within column	5%	5%	5%	**	**	5%	5%	6%	4%	4%	6%	5%	2%
	Weighted counts	58	16	42			28	29	36	22	8	25	20	3
	Column Comparisons	-												
This is a 'nice to have', but I can live without it being offered	% within column	22%	16%	24%	**	**	20%	24%	21%	22%	21%	19%	21%	31%
	Weighted counts	268	55	213			119	149	132	136	46	84	84	37
	Column Comparisons	-		a										
This is a 'great to have' – makes a difference and can sway my decision	% within column	45%	42%	46%	**	**	48%	42%	44%	46%	40%	46%	45%	49%
	Weighted counts	553	146	408			289	265	273	281	87	201	180	60
	Column Comparisons	-												
This is mandatory to me – a must have	% within column	28%	37%	24%	**	**	27%	28%	28%	28%	35%	29%	28%	17%
	Weighted counts	342	129	213			165	177	171	171	77	128	112	21
	Column Comparisons	-	B								d e	d e	d e	
NET: Important (T2B)	% within column	73%	79%	70%	**	**	75%	71%	72%	74%	74%	75%	73%	67%
	Weighted counts	895	274	621			453	442	443	452	164	328	292	80
	Column Comparisons	-	b											
Effective Column n	% within column													
	Weighted counts	1,013	185	829	0	0	503	510	477	536	154	345	349	118
	Column Comparisons													
Unweighted base		1,329	242	1,087	0	0	660	669	626	703	202	453	458	155
Weighted base		1,228	345	883	0	0	604	624	613	614	221	439	398	120
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation			Rurality		
									NET:	NET:		North-		
QE10b_5: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Ability to track the delivery		75+	AB	C1	C2	DE	Work- ing	Not working	Eng- and	Scotl- and	Wales	ern Irel- and	Urban	Rural
This is a negative to me	% within column	0%	0%	0%	1%	0%	0%	1%	1%	1%	0%	1%	1%	0%
	Weighted counts	0	1	2	2	1	2	5	6	0	0	0	6	0
	Column Comparisons													
This is not important to me – don't mind if not offered	% within column	4%	4%	5%	4%	6%	5%	5%	5%	2%	4%	1%	4%	5%
	Weighted counts	2	11	18	10	18	33	23	52	2	3	1	36	21
	Column Comparisons													
This is a 'nice to have', but I can live without it being offered	% within column	34%	29%	21%	14%	22%	18%	27%	22%	19%	21%	18%	20%	25%
	Weighted counts	17	84	85	33	66	135	131	222	18	16	12	169	99
	Column Comparisons		c					A						
This is a 'great to have' – makes a difference and can sway my decision	% within column	51%	41%	45%	50%	46%	48%	41%	44%	52%	45%	50%	44%	47%
	Weighted counts	25	120	177	121	135	352	196	437	48	34	35	366	188
	Column Comparisons						b							
This is mandatory to me – a must have	% within column	10%	27%	29%	31%	25%	29%	26%	28%	27%	30%	31%	30%	23%
	Weighted counts	5	79	115	74	75	216	125	273	25	23	21	252	90
	Column Comparisons												b	
NET: Important (T2B)	% within column	61%	67%	74%	81%	71%	77%	67%	72%	79%	75%	81%	74%	70%
	Weighted counts	30	199	292	194	210	568	322	710	72	57	56	618	277
	Column Comparisons				a		B							
Effective Column n	% within column													
	Weighted counts	47	262	333	191	227	604	403	604	156	133	120	664	348
	Column Comparisons													
Unweighted base		61	343	437	251	298	792	529	792	205	174	158	871	457
Weighted base		49	296	397	240	295	738	481	990	92	77	69	830	397
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
		Unkn- own
QE10b_5: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Ability to track the delivery		**
	% within column	
<b>This is a negative to me</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is not important to me – don't mind if not offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'nice to have', but I can live without it being offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is mandatory to me – a must have</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>NET: Important (T2B)</b>	Weighted counts	
	Column Comparisons	
	% within column	
<b>Effective Column n</b>	Weighted counts	1
	Column Comparisons	
<b>Unweighted base</b>		1
<b>Weighted base</b>		1
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
		Methodology			Quarter				Gender		Age				
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	
QE10b_6: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Ability to choose an express or next day service		% within column	1%	0%	1%	**	**	1%	1%	1%	1%	1%	1%	1%	
This is a negative to me		Weighted counts	10	0	10			5	5	5	5	2	3	2	1
		Column Comparisons	-												
This is not important to me – don't mind if not offered		% within column	8%	3%	10%	**	**	7%	9%	9%	8%	9%	7%	8%	11%
		Weighted counts	103	12	91			44	59	54	48	19	32	33	13
		Column Comparisons	-		A										
This is a 'nice to have', but I can live without it being offered		% within column	28%	19%	32%	**	**	28%	28%	29%	27%	22%	26%	28%	36%
		Weighted counts	346	65	281			169	177	178	168	49	115	112	44
		Column Comparisons	-		A										a
This is a 'great to have' – makes a difference and can sway my decision		% within column	43%	49%	41%	**	**	46%	41%	41%	45%	43%	43%	46%	40%
		Weighted counts	530	168	362			275	255	253	277	95	189	185	49
		Column Comparisons	-	b											
This is mandatory to me – a must have		% within column	19%	29%	16%	**	**	18%	20%	20%	19%	25%	23%	17%	12%
		Weighted counts	239	100	139			111	128	123	116	55	101	66	14
		Column Comparisons	-	B											
NET: Important (T2B)		% within column	63%	78%	57%	**	**	64%	61%	61%	64%	68%	66%	63%	52%
		Weighted counts	769	268	501			387	383	376	393	150	289	250	63
		Column Comparisons	-	B								d E	d E	E	e
Effective Column n		Weighted counts	1,013	185	829	0	0	503	510	477	536	154	345	349	118
		Column Comparisons													
Unweighted base			1,329	242	1,087	0	0	660	669	626	703	202	453	458	155
Weighted base			1,228	345	883	0	0	604	624	613	614	221	439	398	120
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation			Rurality		
QE10b_6: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Ability to choose an express or next day service		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
This is a negative to me	% within column	3%	0%	1%	2%	1%	1%	1%	1%	1%	0%	0%	1%	1%
	Weighted counts	2	1	2	4	3	7	3	9	1	0	0	8	2
	Column Comparisons													
This is not important to me – don't mind if not offered	% within column	11%	9%	10%	4%	8%	7%	11%	9%	6%	11%	7%	8%	9%
	Weighted counts	5	27	41	10	25	51	51	85	5	8	5	66	37
	Column Comparisons							a						
This is a 'nice to have', but I can live without it being offered	% within column	53%	28%	29%	26%	29%	26%	32%	29%	24%	25%	22%	28%	29%
	Weighted counts	26	83	113	63	87	189	154	289	22	19	15	230	116
	Column Comparisons	A b c						a						
This is a 'great to have' – makes a difference and can sway my decision	% within column	26%	45%	43%	44%	41%	45%	40%	42%	49%	46%	54%	43%	44%
	Weighted counts	13	132	171	106	120	335	190	412	46	35	37	356	173
	Column Comparisons													
This is mandatory to me – a must have	% within column	7%	18%	17%	24%	20%	21%	17%	20%	20%	18%	17%	21%	17%
	Weighted counts	4	52	69	57	60	156	83	195	19	14	12	170	69
	Column Comparisons													
NET: Important (T2B)	% within column	33%	62%	61%	68%	61%	67%	57%	61%	70%	64%	71%	63%	61%
	Weighted counts	16	184	240	163	181	491	273	607	64	49	49	526	242
	Column Comparisons						b							
Effective Column n	% within column													
	Weighted counts	47	262	333	191	227	604	403	604	156	133	120	664	348
	Column Comparisons													
Unweighted base		61	343	437	251	298	792	529	792	205	174	158	871	457
Weighted base		49	296	397	240	295	738	481	990	92	77	69	830	397
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
QE10b_6: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Ability to choose an express or next day service		Rurality
		Unkn-own
		**
<b>This is a negative to me</b>	% within column	
	Weighted counts	
	Column Comparisons	
<b>This is not important to me – don't mind if not offered</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>This is a 'nice to have', but I can live without it being offered</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>This is mandatory to me – a must have</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>NET: Important (T2B)</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>Effective Column n</b>	% within column	
	Weighted counts	1
	Column Comparisons	
<b>Unweighted base</b>		1
<b>Weighted base</b>		1
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Methodology			Quarter				Gender		Age			
QE10b_7: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Ability to select a specific date/time for delivery		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
This is a negative to me	% within column	0%	0%	0%	**	**	0%	0%	0%	0%	1%	0%	0%	0%
	Weighted counts	4	0	4			1	3	3	1	1	1	1	0
	Column Comparisons	-												
This is not important to me – don't mind if not offered	% within column	6%	4%	7%	**	**	8%	5%	7%	5%	7%	4%	6%	10%
	Weighted counts	77	12	64			46	31	44	32	16	20	25	12
	Column Comparisons	-		a										
This is a 'nice to have', but I can live without it being offered	% within column	26%	20%	28%	**	**	27%	25%	30%	22%	22%	26%	26%	30%
	Weighted counts	320	71	249			165	155	183	137	48	115	102	36
	Column Comparisons	-		a					b					
This is a 'great to have' – makes a difference and can sway my decision	% within column	47%	53%	45%	**	**	45%	50%	45%	49%	44%	48%	50%	45%
	Weighted counts	580	182	397			269	311	277	303	97	209	198	54
	Column Comparisons	-	b											
This is mandatory to me – a must have	% within column	20%	23%	19%	**	**	20%	20%	17%	23%	26%	21%	18%	15%
	Weighted counts	247	80	168			123	124	107	141	58	94	72	18
	Column Comparisons	-								a				
NET: Important (T2B)	% within column	67%	76%	64%	**	**	65%	70%	63%	72%	70%	69%	68%	60%
	Weighted counts	827	262	565			392	435	384	443	155	303	270	72
	Column Comparisons	-	B							a				
Effective Column n	% within column													
	Weighted counts	1,013	185	829	0	0	503	510	477	536	154	345	349	118
	Column Comparisons													
Unweighted base		1,329	242	1,087	0	0	660	669	626	703	202	453	458	155
Weighted base		1,228	345	883	0	0	604	624	613	614	221	439	398	120
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation			Rurality		
QE10b_7: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Ability to select a specific date/time for delivery		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
This is a negative to me	% within column	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
	Weighted counts	0	0	1	1	1	1	3	4	0	0	0	4	0
	Column Comparisons													
This is not important to me – don't mind if not offered	% within column	8%	6%	6%	6%	7%	6%	7%	6%	6%	6%	5%	5%	8%
	Weighted counts	4	18	25	14	20	43	34	62	6	5	4	43	34
	Column Comparisons													a
This is a 'nice to have', but I can live without it being offered	% within column	38%	27%	27%	21%	28%	24%	29%	26%	23%	27%	23%	27%	24%
	Weighted counts	19	79	109	50	82	179	137	262	21	21	16	226	93
	Column Comparisons													
This is a 'great to have' – makes a difference and can sway my decision	% within column	45%	49%	46%	46%	48%	49%	44%	46%	48%	49%	59%	45%	52%
	Weighted counts	22	146	183	111	140	363	212	457	44	38	41	373	206
	Column Comparisons													a
This is mandatory to me – a must have	% within column	10%	18%	20%	27%	17%	21%	20%	21%	23%	18%	13%	22%	16%
	Weighted counts	5	53	79	64	51	152	95	204	21	13	9	183	64
	Column Comparisons												b	
NET: Important (T2B)	% within column	55%	67%	66%	73%	65%	70%	64%	67%	71%	67%	72%	67%	68%
	Weighted counts	27	199	262	175	192	515	307	662	65	51	49	556	270
	Column Comparisons						b							
Effective Column n	% within column													
	Weighted counts	47	262	333	191	227	604	403	604	156	133	120	664	348
	Column Comparisons													
Unweighted base		61	343	437	251	298	792	529	792	205	174	158	871	457
Weighted base		49	296	397	240	295	738	481	990	92	77	69	830	397
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3



## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
QE10b_7: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Ability to select a specific date/time for delivery		Rurality
		Unkn-own
	% within column	**
<b>This is a negative to me</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is not important to me – don't mind if not offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'nice to have', but I can live without it being offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is mandatory to me – a must have</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>NET: Important (T2B)</b>	Weighted counts	
	Column Comparisons	
	% within column	
<b>Effective Column n</b>	Weighted counts	1
	Column Comparisons	
<b>Unweighted base</b>		1
<b>Weighted base</b>		1
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Methodology			Quarter				Gender		Age			
QE10b_8: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Fast delivery		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
This is a negative to me	% within column	1%	1%	1%	**	**	1%	1%	1%	0%	1%	1%	0%	0%
	Weighted counts	9	3	6			5	4	6	3	1	5	1	0
	Column Comparisons	-												
This is not important to me – don't mind if not offered	% within column	4%	3%	4%	**	**	4%	3%	4%	3%	3%	4%	3%	4%
	Weighted counts	44	9	35			24	20	23	21	7	18	13	5
	Column Comparisons	-												
This is a 'nice to have', but I can live without it being offered	% within column	22%	12%	25%	**	**	18%	24%	23%	20%	18%	17%	24%	27%
	Weighted counts	264	40	224			112	152	142	122	39	75	97	33
	Column Comparisons	-		A				c					b	b
This is a 'great to have' – makes a difference and can sway my decision	% within column	48%	48%	47%	**	**	50%	45%	48%	47%	39%	51%	49%	49%
	Weighted counts	585	167	419			304	281	297	289	87	224	195	59
	Column Comparisons	-												
This is mandatory to me – a must have	% within column	27%	37%	23%	**	**	26%	27%	24%	29%	39%	27%	23%	19%
	Weighted counts	325	127	199			159	166	146	180	87	117	92	23
	Column Comparisons	-	B							a	b C d e			
NET: Important (T2B)	% within column	74%	85%	70%	**	**	77%	72%	72%	76%	79%	78%	72%	68%
	Weighted counts	911	293	618			463	447	442	468	174	341	287	82
	Column Comparisons	-	B								e	e	e	
Effective Column n	% within column													
	Weighted counts	1,013	185	829	0	0	503	510	477	536	154	345	349	118
	Column Comparisons													
Unweighted base		1,329	242	1,087	0	0	660	669	626	703	202	453	458	155
Weighted base		1,228	345	883	0	0	604	624	613	614	221	439	398	120
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation			Rurality		
									NET:	NET:		North-		
QE10b_8: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Fast delivery		75+	AB	C1	C2	DE	Work- ing	Not working	Engl- and	Scotl- and	Wales	ern Irel- and	Urban	Rural
This is a negative to me	% within column	2%	0%	1%	1%	1%	1%	1%	1%	0%	0%	0%	1%	1%
	Weighted counts	1	0	4	2	3	4	5	9	0	0	0	7	2
	Column Comparisons													
This is not important to me – don't mind if not offered	% within column	2%	4%	3%	2%	5%	4%	3%	4%	2%	3%	2%	4%	4%
	Weighted counts	1	13	11	6	15	29	15	38	2	3	1	29	14
	Column Comparisons													
This is a 'nice to have', but I can live without it being offered	% within column	42%	26%	21%	18%	21%	20%	24%	22%	22%	21%	14%	21%	23%
	Weighted counts	21	76	84	42	62	149	113	218	20	16	10	171	93
	Column Comparisons	a B c												
This is a 'great to have' – makes a difference and can sway my decision	% within column	42%	48%	49%	50%	44%	48%	46%	47%	51%	50%	56%	47%	50%
	Weighted counts	21	142	195	120	128	358	223	462	47	38	39	388	198
	Column Comparisons													
This is mandatory to me – a must have	% within column	12%	22%	26%	29%	29%	27%	26%	27%	25%	26%	28%	28%	23%
	Weighted counts	6	65	103	71	87	198	125	263	23	20	19	235	90
	Column Comparisons													
NET: Important (T2B)	% within column	54%	70%	75%	79%	73%	75%	72%	73%	76%	76%	84%	75%	72%
	Weighted counts	27	207	298	191	215	556	348	725	70	58	58	622	288
	Column Comparisons													
Effective Column n	% within column													
	Weighted counts	47	262	333	191	227	604	403	604	156	133	120	664	348
	Column Comparisons													
Unweighted base		61	343	437	251	298	792	529	792	205	174	158	871	457
Weighted base		49	296	397	240	295	738	481	990	92	77	69	830	397
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
		Unkn- own
QE10b_8: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Fast delivery		**
	% within column	
<b>This is a negative to me</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is not important to me – don't mind if not offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'nice to have', but I can live without it being offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is mandatory to me – a must have</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>NET: Important (T2B)</b>	Weighted counts	
	Column Comparisons	
	% within column	
<b>Effective Column n</b>	Weighted counts	1
	Column Comparisons	
<b>Unweighted base</b>		1
<b>Weighted base</b>		1
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Methodology			Quarter				Gender		Age			
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
QE10b_9: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Convenient options for me to accept the delivery	% within column	1%	1%	1%	**	**	0%	1%	0%	1%	1%	1%	1%	0%
	Weighted counts	8	3	5			3	5	3	5	2	2	3	0
	Column Comparisons	-												
This is a negative to me	% within column	3%	3%	3%	**	**	4%	3%	5%	2%	6%	3%	3%	4%
	Weighted counts	40	10	30			21	19	28	13	13	12	10	5
	Column Comparisons	-							b					
This is not important to me – don't mind if not offered	% within column	20%	15%	22%	**	**	20%	20%	24%	16%	17%	20%	19%	21%
	Weighted counts	245	52	193			121	124	144	100	37	89	78	25
	Column Comparisons	-		a					b					
This is a 'nice to have', but I can live without it being offered	% within column	49%	50%	49%	**	**	50%	48%	48%	51%	50%	49%	46%	55%
	Weighted counts	602	174	428			300	302	291	311	110	217	183	66
	Column Comparisons	-												
This is a 'great to have' – makes a difference and can sway my decision	% within column	27%	31%	26%	**	**	26%	28%	24%	30%	27%	27%	31%	20%
	Weighted counts	332	106	227			159	174	147	185	60	119	125	24
	Column Comparisons	-								a			e	
This is mandatory to me – a must have	% within column	76%	81%	74%	**	**	76%	76%	71%	81%	77%	76%	77%	75%
	Weighted counts	935	280	655			459	476	439	496	169	336	308	90
	Column Comparisons	-	b							A				
NET: Important (T2B)	% within column													
	Weighted counts													
	Column Comparisons													
Effective Column n	% within column													
	Weighted counts	1,013	185	829	0	0	503	510	477	536	154	345	349	118
	Column Comparisons													
Unweighted base	% within column													
	Weighted counts	1,329	242	1,087	0	0	660	669	626	703	202	453	458	155
	Column Comparisons													
Weighted base	% within column													
	Weighted counts	1,228	345	883	0	0	604	624	613	614	221	439	398	120
	Column Comparisons													
Columns	% within column													
	Weighted counts	A	A	B	A	B	C	D	A	B	A	B	C	D
	Column Comparisons													

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age		SEG			Working status		UK nation				Rurality	
		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
QE10b_9: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Convenient options for me to accept the delivery		% within column	2%	1%	1%	1%	0%	0%	0%	1%	0%	1%	0%	0%
<b>This is a negative to me</b>		Weighted counts	1	2	3	2	1	4	2	7	0	1	0	7
		Column Comparisons												1
<b>This is not important to me – don't mind if not offered</b>		% within column	1%	4%	4%	2%	3%	3%	4%	1%	5%	2%	4%	2%
		Weighted counts	0	11	18	4	8	25	15	35	1	3	1	31
		Column Comparisons												10
<b>This is a 'nice to have', but I can live without it being offered</b>		% within column	32%	22%	20%	15%	22%	20%	21%	20%	22%	21%	16%	20%
		Weighted counts	16	65	78	37	64	144	99	198	20	16	11	166
		Column Comparisons												79
<b>This is a 'great to have' – makes a difference and can sway my decision</b>		% within column	54%	52%	49%	46%	50%	49%	49%	48%	49%	51%	59%	46%
		Weighted counts	27	153	193	109	146	362	235	477	46	39	41	382
		Column Comparisons												a
<b>This is mandatory to me – a must have</b>		% within column	11%	22%	27%	37%	25%	27%	27%	28%	28%	22%	23%	29%
		Weighted counts	5	64	105	88	75	203	130	274	26	17	16	244
		Column Comparisons				a b d								b
<b>NET: Important (T2B)</b>		% within column	65%	74%	75%	82%	75%	77%	76%	76%	77%	74%	82%	75%
		Weighted counts	32	218	298	197	221	565	365	751	71	56	57	626
		Column Comparisons												308
<b>Effective Column n</b>		% within column												
		Weighted counts	47	262	333	191	227	604	403	604	156	133	120	664
		Column Comparisons												348
<b>Unweighted base</b>			61	343	437	251	298	792	529	792	205	174	158	871
<b>Weighted base</b>			49	296	397	240	295	738	481	990	92	77	69	830
<b>Columns</b>			E	A	B	C	D	A	B	A	B	C	D	A
														B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
QE10b_9: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Convenient options for me to accept the delivery		Rurality
		Unkn-own
		**
<b>This is a negative to me</b>	% within column	
	Weighted counts	
	Column Comparisons	
<b>This is not important to me – don't mind if not offered</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>This is a 'nice to have', but I can live without it being offered</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>This is mandatory to me – a must have</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>NET: Important (T2B)</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>Effective Column n</b>	% within column	
	Weighted counts	1
	Column Comparisons	
<b>Unweighted base</b>		1
<b>Weighted base</b>		1
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Methodology			Quarter				Gender		Age			
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
QE10b_10: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Guarantee that the parcel will arrive intact	% within column	0%	0%	0%	**	**	0%	0%	0%	0%	1%	0%	1%	0%
	Weighted counts	4	0	4			3	2	2	2	2	0	2	0
	Column Comparisons	-												
This is a negative to me	% within column	2%	2%	2%	**	**	2%	2%	2%	2%	3%	3%	0%	2%
	Weighted counts	26	5	21			11	15	14	12	7	15	1	3
	Column Comparisons	-										c		
This is not important to me – don't mind if not offered	% within column	10%	7%	11%	**	**	9%	11%	13%	7%	9%	12%	8%	6%
	Weighted counts	120	24	95			53	66	77	43	20	53	32	8
	Column Comparisons	-							b					
This is a 'nice to have', but I can live without it being offered	% within column	33%	36%	33%	**	**	32%	35%	33%	33%	32%	33%	35%	35%
	Weighted counts	411	123	288			193	218	205	206	70	143	138	42
	Column Comparisons	-												
This is a 'great to have' – makes a difference and can sway my decision	% within column	54%	56%	54%	**	**	57%	52%	51%	57%	55%	52%	56%	57%
	Weighted counts	667	193	474			344	323	316	351	122	228	224	69
	Column Comparisons	-												
This is mandatory to me – a must have	% within column	88%	91%	86%	**	**	89%	87%	85%	91%	87%	85%	91%	91%
	Weighted counts	1,078	316	762			537	541	521	557	192	371	362	110
	Column Comparisons	-	b							a				
NET: Important (T2B)	% within column													
	Weighted counts													
	Column Comparisons													
Effective Column n	% within column													
	Weighted counts	1,013	185	829	0	0	503	510	477	536	154	345	349	118
	Column Comparisons													
Unweighted base	% within column													
	Weighted counts	1,329	242	1,087	0	0	660	669	626	703	202	453	458	155
	Column Comparisons													
Weighted base	% within column													
	Weighted counts	1,228	345	883	0	0	604	624	613	614	221	439	398	120
	Column Comparisons													
Columns	% within column													
	Weighted counts	A	A	B	A	B	C	D	A	B	A	B	C	D
	Column Comparisons													

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3



Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age		SEG			Working status		UK nation				Rurality	
		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
QE10b_10: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Guarantee that the parcel will arrive intact														
<b>This is a negative to me</b>	% within column	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%
	Weighted counts	0	1	0	1	2	3	2	4	0	0	0	3	1
	Column Comparisons													
<b>This is not important to me – don't mind if not offered</b>	% within column	0%	2%	3%	2%	2%	2%	1%	2%	1%	2%	1%	2%	3%
	Weighted counts	0	5	11	5	5	18	7	24	0	1	0	15	10
	Column Comparisons													
<b>This is a 'nice to have', but I can live without it being offered</b>	% within column	14%	13%	7%	8%	11%	11%	7%	10%	10%	4%	6%	11%	8%
	Weighted counts	7	38	28	20	33	82	36	103	9	3	4	88	32
	Column Comparisons						b							
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	% within column	37%	34%	34%	31%	34%	34%	32%	33%	31%	36%	42%	32%	37%
	Weighted counts	18	100	137	75	99	253	153	326	29	28	29	264	147
	Column Comparisons													
<b>This is mandatory to me – a must have</b>	% within column	47%	51%	56%	58%	53%	52%	59%	54%	58%	57%	52%	55%	52%
	Weighted counts	23	152	221	138	156	381	284	534	54	44	35	460	206
	Column Comparisons							a						
<b>NET: Important (T2B)</b>	% within column	85%	85%	90%	89%	86%	86%	91%	87%	90%	93%	93%	87%	89%
	Weighted counts	42	252	358	214	254	634	437	859	83	71	64	724	354
	Column Comparisons							a						
<b>Effective Column n</b>	% within column													
	Weighted counts	47	262	333	191	227	604	403	604	156	133	120	664	348
	Column Comparisons													
<b>Unweighted base</b>		61	343	437	251	298	792	529	792	205	174	158	871	457
<b>Weighted base</b>		49	296	397	240	295	738	481	990	92	77	69	830	397
<b>Columns</b>		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
QE10b_10: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Guarantee that the parcel will arrive intact		Rurality
		Unkn-own
		**
<b>This is a negative to me</b>	% within column	
	Weighted counts	
	Column Comparisons	
<b>This is not important to me – don't mind if not offered</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>This is a 'nice to have', but I can live without it being offered</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>This is mandatory to me – a must have</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>NET: Important (T2B)</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>Effective Column n</b>	% within column	
	Weighted counts	1
	Column Comparisons	
<b>Unweighted base</b>		1
<b>Weighted base</b>		1
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Methodology			Quarter				Gender		Age			
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
QE10b_11: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Ability to select an evening/ weekend delivery		% within column	1%	0%	2%	**	**	1%	1%	1%	1%	0%	0%	5%
This is a negative to me		Weighted counts	13	0	13			8	5	5	8	2	1	7
		Column Comparisons	-		a									B C
This is not important to me – don't mind if not offered		% within column	15%	9%	17%	**	**	16%	14%	16%	14%	12%	11%	16%
		Weighted counts	182	33	149			95	87	96	85	27	48	65
		Column Comparisons	-		a									b
This is a 'nice to have', but I can live without it being offered		% within column	26%	18%	29%	**	**	27%	25%	28%	25%	19%	28%	26%
		Weighted counts	321	63	258			164	157	170	151	42	125	103
		Column Comparisons	-		A									
This is a 'great to have' – makes a difference and can sway my decision		% within column	40%	45%	39%	**	**	39%	41%	39%	42%	41%	39%	44%
		Weighted counts	495	155	340			237	259	240	256	92	171	176
		Column Comparisons	-											
This is mandatory to me – a must have		% within column	18%	27%	14%	**	**	17%	18%	17%	19%	26%	21%	13%
		Weighted counts	216	94	122			101	115	102	114	57	94	53
		Column Comparisons	-		B							C d E	c d e	e
NET: Important (T2B)		% within column	58%	72%	52%	**	**	56%	60%	56%	60%	67%	60%	58%
		Weighted counts	712	249	462			338	374	342	370	149	266	229
		Column Comparisons	-		B							c D E	d E	d E
Effective Column n		% within column												
		Weighted counts	1,013	185	829	0	0	503	510	477	536	154	345	349
		Column Comparisons												
Unweighted base			1,329	242	1,087	0	0	660	669	626	703	202	453	458
Weighted base			1,228	345	883	0	0	604	624	613	614	221	439	398
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
		Age	SEG				Working status		UK nation			Rurality			
		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	
QE10b_11: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Ability to select an evening/ weekend delivery		% within column	5%	1%	2%	1%	0%	2%	1%	1%	1%	1%	1%	2%	
This is a negative to me	Weighted counts	2	2	6	3	1	3	10	11	1	0	1	7	6	
	Column Comparisons	b c						a							
	% within column	37%	16%	17%	12%	14%	12%	19%	15%	15%	19%	10%	14%	17%	
This is not important to me – don't mind if not offered	Weighted counts	18	46	66	29	42	88	93	147	14	14	7	112	69	
	Column Comparisons	A B c d						a							
	% within column	33%	29%	26%	21%	29%	25%	27%	26%	27%	28%	23%	27%	25%	
This is a 'nice to have', but I can live without it being offered	Weighted counts	16	84	102	50	85	185	131	258	25	22	16	222	97	
	Column Comparisons														
	% within column	25%	39%	37%	45%	42%	42%	38%	40%	40%	35%	50%	39%	43%	
This is a 'great to have' – makes a difference and can sway my decision	Weighted counts	12	115	147	109	124	310	182	398	36	26	34	323	172	
	Column Comparisons											c			
	% within column	0%	16%	19%	20%	15%	20%	14%	18%	18%	18%	16%	20%	13%	
This is mandatory to me – a must have	Weighted counts	0	48	76	49	43	151	65	175	16	14	11	164	52	
	Column Comparisons						b						b		
	% within column	25%	55%	56%	66%	57%	62%	51%	58%	57%	52%	66%	59%	56%	
NET: Important (T2B)	Weighted counts	12	163	223	158	167	461	247	573	53	40	45	488	224	
	Column Comparisons						B								
	% within column														
Effective Column n	Weighted counts	47	262	333	191	227	604	403	604	156	133	120	664	348	
	Column Comparisons														
	% within column														
Unweighted base			61	343	437	251	298	792	529	792	205	174	158	871	457
Weighted base			49	296	397	240	295	738	481	990	92	77	69	830	397
Columns			E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

QE10b_11: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Ability to select an evening/ weekend delivery		Cross...
		Rurality
		Unkn-
		own
	% within column	**
This is a negative to me	Weighted counts	
	Column Comparisons	
	% within column	**
This is not important to me – don't mind if not offered	Weighted counts	
	Column Comparisons	
	% within column	**
This is a 'nice to have', but I can live without it being offered	Weighted counts	
	Column Comparisons	
	% within column	**
This is a 'great to have' – makes a difference and can sway my decision	Weighted counts	
	Column Comparisons	
	% within column	**
This is mandatory to me – a must have	Weighted counts	
	Column Comparisons	
	% within column	**
NET: Important (T2B)	Weighted counts	
	Column Comparisons	
	% within column	
Effective Column n	Weighted counts	1
	Column Comparisons	
	% within column	
Unweighted base		1
Weighted base		1
Columns		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Methodology			Quarter				Gender		Age			
QE10b_12: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Proof of postage/dispatch		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
This is a negative to me	% within column	0%	0%	0%	**	**	0%	0%	0%	1%	1%	0%	0%	0%
	Weighted counts	4	0	4			1	3	1	3	2	1	1	0
	Column Comparisons	-												
This is not important to me – don't mind if not offered	% within column	4%	4%	3%	**	**	3%	4%	4%	3%	5%	3%	4%	2%
	Weighted counts	44	14	30			21	23	26	17	11	12	15	3
	Column Comparisons	-												
This is a 'nice to have', but I can live without it being offered	% within column	23%	18%	25%	**	**	23%	22%	24%	21%	16%	25%	22%	24%
	Weighted counts	277	61	216			142	135	146	131	36	109	86	28
	Column Comparisons	-		a										
This is a 'great to have' – makes a difference and can sway my decision	% within column	41%	39%	42%	**	**	40%	42%	43%	39%	41%	40%	41%	46%
	Weighted counts	503	134	368			243	260	266	237	92	173	163	55
	Column Comparisons	-												
This is mandatory to me – a must have	% within column	33%	39%	30%	**	**	33%	33%	28%	37%	37%	33%	33%	28%
	Weighted counts	401	136	264			198	203	175	226	81	143	133	34
	Column Comparisons	-	b							a				
NET: Important (T2B)	% within column	74%	78%	72%	**	**	73%	74%	72%	75%	78%	72%	74%	74%
	Weighted counts	903	271	633			441	462	440	463	173	317	296	89
	Column Comparisons	-	b											
Effective Column n	% within column													
	Weighted counts	1,013	185	829	0	0	503	510	477	536	154	345	349	118
	Column Comparisons													
Unweighted base		1,329	242	1,087	0	0	660	669	626	703	202	453	458	155
Weighted base		1,228	345	883	0	0	604	624	613	614	221	439	398	120
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age		SEG			Working status		UK nation				Rurality	
		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
QE10b_12: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Proof of postage/dispatch														
<b>This is a negative to me</b>	% within column	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
	Weighted counts	0	1	0	1	2	3	1	4	0	0	0	3	1
	Column Comparisons													
<b>This is not important to me – don't mind if not offered</b>	% within column	5%	4%	2%	5%	4%	4%	3%	4%	2%	2%	2%	3%	5%
	Weighted counts	3	13	7	13	10	28	15	38	2	2	2	24	19
	Column Comparisons													
<b>This is a 'nice to have', but I can live without it being offered</b>	% within column	37%	26%	23%	18%	22%	21%	25%	23%	19%	22%	17%	22%	23%
	Weighted counts	18	78	91	44	64	155	120	230	18	17	12	186	91
	Column Comparisons	a												
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	% within column	40%	41%	43%	41%	38%	43%	38%	40%	49%	39%	47%	39%	44%
	Weighted counts	20	122	172	97	111	316	182	395	45	30	32	327	176
	Column Comparisons													
<b>This is mandatory to me – a must have</b>	% within column	18%	28%	32%	35%	36%	32%	34%	33%	29%	36%	34%	35%	28%
	Weighted counts	9	82	127	85	107	237	163	323	27	28	23	290	111
	Column Comparisons												b	
<b>NET: Important (T2B)</b>	% within column	58%	69%	75%	76%	74%	75%	72%	73%	78%	75%	80%	74%	72%
	Weighted counts	29	204	299	182	218	552	345	718	72	58	55	617	286
	Column Comparisons													
<b>Effective Column n</b>	% within column													
	Weighted counts	47	262	333	191	227	604	403	604	156	133	120	664	348
	Column Comparisons													
<b>Unweighted base</b>		61	343	437	251	298	792	529	792	205	174	158	871	457
<b>Weighted base</b>		49	296	397	240	295	738	481	990	92	77	69	830	397
<b>Columns</b>		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

			Cross...
			Rurality
QE10b_12: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Proof of postage/dispatch			Unkn-own
	<i>% within column</i>		**
<b>This is a negative to me</b>	<i>Weighted counts</i>		
	<i>Column Comparisons</i>		
	<i>% within column</i>		**
<b>This is not important to me – don't mind if not offered</b>	<i>Weighted counts</i>		
	<i>Column Comparisons</i>		
	<i>% within column</i>		**
<b>This is a 'nice to have', but I can live without it being offered</b>	<i>Weighted counts</i>		
	<i>Column Comparisons</i>		
	<i>% within column</i>		**
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	<i>Weighted counts</i>		
	<i>Column Comparisons</i>		
	<i>% within column</i>		**
<b>This is mandatory to me – a must have</b>	<i>Weighted counts</i>		
	<i>Column Comparisons</i>		
	<i>% within column</i>		**
<b>NET: Important (T2B)</b>	<i>Weighted counts</i>		
	<i>Column Comparisons</i>		
	<i>% within column</i>		
<b>Effective Column n</b>	<i>Weighted counts</i>	1	
	<i>Column Comparisons</i>		
<b>Unweighted base</b>		1	
<b>Weighted base</b>		1	
<b>Columns</b>		C	

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)



Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Methodology			Quarter				Gender		Age			
QE10b_13: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Guaranteed delivery to my door		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
This is a negative to me	% within column	0%	0%	1%	**	**	0%	0%	0%	1%	1%	0%	0%	0%
	Weighted counts	5	0	5			1	3	1	3	2	2	1	0
	Column Comparisons	-												
This is not important to me – don't mind if not offered	% within column	2%	2%	2%	**	**	3%	2%	3%	2%	2%	3%	2%	2%
	Weighted counts	29	8	20			16	13	18	10	5	12	9	3
	Column Comparisons	-												
This is a 'nice to have', but I can live without it being offered	% within column	12%	7%	15%	**	**	13%	12%	16%	9%	14%	12%	12%	10%
	Weighted counts	151	23	129			79	73	96	55	30	54	47	11
	Column Comparisons	-		A					b					
This is a 'great to have' – makes a difference and can sway my decision	% within column	41%	39%	42%	**	**	39%	43%	44%	38%	43%	39%	40%	46%
	Weighted counts	504	134	370			234	270	270	234	94	173	161	55
	Column Comparisons	-												
This is mandatory to me – a must have	% within column	44%	52%	41%	**	**	45%	43%	37%	51%	41%	45%	45%	43%
	Weighted counts	539	180	359			274	265	228	312	90	199	180	51
	Column Comparisons	-	B							A				
NET: Important (T2B)	% within column	85%	91%	83%	**	**	84%	86%	81%	89%	83%	85%	86%	88%
	Weighted counts	1,043	314	729			508	535	498	545	184	372	341	106
	Column Comparisons	-	B							A				
Effective Column n	% within column													
	Weighted counts	1,013	185	829	0	0	503	510	477	536	154	345	349	118
	Column Comparisons													
Unweighted base		1,329	242	1,087	0	0	660	669	626	703	202	453	458	155
Weighted base		1,228	345	883	0	0	604	624	613	614	221	439	398	120
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age		SEG			Working status		UK nation				Rurality	
		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
QE10b_13: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Guaranteed delivery to my door														
		% within column												
<b>This is a negative to me</b>		0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
		Weighted counts	0	1	0	1	3	3	1	4	0	0	3	1
		Column Comparisons												
		% within column	0%	2%	2%	3%	3%	2%	3%	1%	2%	0%	3%	2%
<b>This is not important to me – don't mind if not offered</b>		Weighted counts	0	6	9	7	20	8	26	1	2	0	21	7
		Column Comparisons												
		% within column	19%	15%	11%	10%	14%	10%	13%	11%	9%	8%	13%	10%
<b>This is a 'nice to have', but I can live without it being offered</b>		Weighted counts	9	45	45	24	101	48	129	10	7	6	110	40
		Column Comparisons												
		% within column	42%	46%	44%	39%	43%	38%	41%	41%	34%	46%	41%	41%
<b>This is a 'great to have' – makes a difference and can sway my decision</b>		Weighted counts	21	137	174	94	314	185	409	38	26	32	342	162
		Column Comparisons		d	d									
		% within column	39%	36%	43%	48%	41%	50%	43%	46%	55%	46%	43%	47%
<b>This is mandatory to me – a must have</b>		Weighted counts	19	107	169	114	300	239	423	43	42	31	353	186
		Column Comparisons				a		a						
		% within column	81%	83%	86%	87%	83%	88%	84%	88%	89%	92%	84%	88%
<b>NET: Important (T2B)</b>		Weighted counts	40	244	343	208	613	424	831	81	68	63	695	349
		Column Comparisons						a						
		% within column												
<b>Effective Column n</b>		Weighted counts	47	262	333	191	227	604	403	604	156	133	120	664
		Column Comparisons												
<b>Unweighted base</b>			61	343	437	251	298	792	529	792	205	174	158	871
<b>Weighted base</b>			49	296	397	240	295	738	481	990	92	77	69	830
<b>Columns</b>			E	A	B	C	D	A	B	A	B	C	D	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
		Unkn- own
QE10b_13: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Guaranteed delivery to my door		**
		% within column
<b>This is a negative to me</b>		Weighted counts
		Column Comparisons
		% within column
<b>This is not important to me – don't mind if not offered</b>		**
		Weighted counts
		Column Comparisons
		% within column
<b>This is a 'nice to have', but I can live without it being offered</b>		**
		Weighted counts
		Column Comparisons
		% within column
<b>This is a 'great to have' – makes a difference and can sway my decision</b>		**
		Weighted counts
		Column Comparisons
		% within column
<b>This is mandatory to me – a must have</b>		**
		Weighted counts
		Column Comparisons
		% within column
<b>NET: Important (T2B)</b>		**
		Weighted counts
		Column Comparisons
		% within column
<b>Effective Column n</b>		1
		Weighted counts
		Column Comparisons
<b>Unweighted base</b>		1
<b>Weighted base</b>		1
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Methodology			Quarter				Gender		Age			
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
QE10b_14: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Availability of nearby collection points in case of failed delivery	% within column	3%	0%	4%	**	**	3%	2%	2%	3%	2%	1%	3%	6%
	Weighted counts	32	0	31			18	14	12	20	4	4	11	7
	Column Comparisons	-		a										b
This is a negative to me	% within column	7%	6%	8%	**	**	7%	7%	8%	6%	5%	10%	4%	10%
	Weighted counts	89	21	68			44	45	50	39	12	42	16	13
	Column Comparisons	-										c		c
This is not important to me – don't mind if not offered	% within column	22%	16%	24%	**	**	23%	21%	24%	20%	14%	19%	26%	29%
	Weighted counts	271	54	216			137	133	150	120	30	85	104	35
	Column Comparisons	-		a									a	a
This is a 'nice to have', but I can live without it being offered	% within column	44%	43%	44%	**	**	42%	45%	42%	45%	45%	44%	45%	38%
	Weighted counts	535	149	386			254	281	256	279	99	195	177	46
	Column Comparisons	-												
This is a 'great to have' – makes a difference and can sway my decision	% within column	25%	35%	21%	**	**	25%	24%	24%	25%	34%	26%	22%	16%
	Weighted counts	302	120	181			151	151	146	155	76	113	89	20
	Column Comparisons	-	B								c d e			
NET: Important (T2B)	% within column	68%	78%	64%	**	**	67%	69%	65%	71%	79%	70%	67%	54%
	Weighted counts	837	269	567			405	431	402	435	175	307	266	65
	Column Comparisons	-	B								b c D E	d e	d e	
Effective Column n	% within column													
	Weighted counts	1,013	185	829	0	0	503	510	477	536	154	345	349	118
	Column Comparisons													
Unweighted base		1,329	242	1,087	0	0	660	669	626	703	202	453	458	155
Weighted base		1,228	345	883	0	0	604	624	613	614	221	439	398	120
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation				Rurality	
QE10b_14: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Availability of nearby collection points in case of failed delivery		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
This is a negative to me	% within column	9%	3%	3%	2%	3%	2%	4%	3%	3%	4%	1%	2%	4%
	Weighted counts	5	8	12	5	8	12	19	25	3	3	1	15	15
	Column Comparisons	b						a						
This is not important to me – don't mind if not offered	% within column	12%	10%	6%	7%	6%	7%	7%	8%	5%	4%	3%	6%	10%
	Weighted counts	6	29	25	17	18	53	35	78	5	3	2	47	42
	Column Comparisons													a
This is a 'nice to have', but I can live without it being offered	% within column	32%	22%	22%	19%	25%	20%	25%	22%	24%	27%	18%	23%	20%
	Weighted counts	16	66	87	45	72	148	118	215	23	20	12	189	81
	Column Comparisons	a												
This is a 'great to have' – makes a difference and can sway my decision	% within column	38%	40%	45%	47%	43%	44%	43%	43%	48%	41%	51%	42%	46%
	Weighted counts	19	117	178	114	126	328	205	425	44	31	35	351	184
	Column Comparisons													
This is mandatory to me – a must have	% within column	9%	26%	24%	25%	24%	27%	22%	25%	19%	25%	26%	27%	19%
	Weighted counts	4	76	95	60	71	196	104	247	18	19	18	227	75
	Column Comparisons												b	
NET: Important (T2B)	% within column	47%	65%	69%	72%	67%	71%	64%	68%	67%	66%	78%	70%	65%
	Weighted counts	23	193	273	174	197	524	309	671	62	50	53	578	259
	Column Comparisons						b							
Effective Column n	% within column													
	Weighted counts	47	262	333	191	227	604	403	604	156	133	120	664	348
	Column Comparisons													
Unweighted base		61	343	437	251	298	792	529	792	205	174	158	871	457
Weighted base		49	296	397	240	295	738	481	990	92	77	69	830	397
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
QE10b_14: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Availability of nearby collection points in case of failed delivery		Rurality
		Unkn-own
		**
<b>This is a negative to me</b>	% within column	
	Weighted counts	
	Column Comparisons	
<b>This is not important to me – don't mind if not offered</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>This is a 'nice to have', but I can live without it being offered</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>This is mandatory to me – a must have</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>NET: Important (T2B)</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>Effective Column n</b>	% within column	
	Weighted counts	1
	Column Comparisons	
<b>Unweighted base</b>		1
<b>Weighted base</b>		1
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

Crossbreaks														
QE10b_15: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Knowledge that they will deliver to a neighbour or safe place if I am not available to take the delivery		Methodology			Quarter				Gender		Age			
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
This is a negative to me	% within column	2%	1%	3%	**	**	3%	2%	2%	2%	1%	2%	3%	3%
	Weighted counts	29	5	24			17	12	13	15	2	9	12	3
	Column Comparisons	-												
This is not important to me – don't mind if not offered	% within column	5%	3%	5%	**	**	4%	6%	6%	3%	3%	6%	5%	5%
	Weighted counts	59	12	47			23	36	37	21	7	26	20	6
	Column Comparisons	-												
This is a 'nice to have', but I can live without it being offered	% within column	18%	9%	22%	**	**	20%	17%	21%	15%	14%	19%	17%	24%
	Weighted counts	222	29	193			118	104	130	92	32	85	66	29
	Column Comparisons	-		A					b					
This is a 'great to have' – makes a difference and can sway my decision	% within column	47%	52%	45%	**	**	47%	47%	48%	46%	48%	46%	47%	48%
	Weighted counts	578	179	399			283	295	296	281	107	203	187	58
	Column Comparisons	-												
This is mandatory to me – a must have	% within column	28%	35%	25%	**	**	27%	28%	22%	33%	34%	26%	29%	20%
	Weighted counts	340	120	220			163	178	136	204	74	116	114	23
	Column Comparisons	-	b							A				
NET: Important (T2B)	% within column	75%	87%	70%	**	**	74%	76%	70%	79%	82%	73%	76%	68%
	Weighted counts	918	299	619			446	473	432	486	181	319	301	82
	Column Comparisons	-	B							a				
Effective Column n	% within column													
	Weighted counts	1,013	185	829	0	0	503	510	477	536	154	345	349	118
	Column Comparisons													
Unweighted base		1,329	242	1,087	0	0	660	669	626	703	202	453	458	155
Weighted base		1,228	345	883	0	0	604	624	613	614	221	439	398	120
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation			Rurality		
QE10b_15: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Knowledge that they will deliver to a neighbour or safe place if I am not available to take the delivery		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
This is a negative to me	% within column	7%	2%	1%	2%	4%	2%	3%	2%	3%	6%	3%	3%	2%
	Weighted counts	3	7	5	4	12	14	14	20	2	4	2	23	6
	Column Comparisons													
This is not important to me – don't mind if not offered	% within column	0%	5%	6%	3%	5%	5%	4%	5%	5%	5%	3%	4%	5%
	Weighted counts	0	14	23	7	15	39	19	49	4	3	2	37	21
	Column Comparisons													
This is a 'nice to have', but I can live without it being offered	% within column	21%	19%	18%	16%	20%	18%	18%	18%	16%	24%	12%	19%	16%
	Weighted counts	10	55	70	38	58	134	86	180	14	19	9	158	64
	Column Comparisons										d			
This is a 'great to have' – makes a difference and can sway my decision	% within column	46%	45%	50%	44%	47%	46%	49%	47%	52%	42%	50%	46%	48%
	Weighted counts	23	133	200	106	139	339	235	464	48	32	34	385	192
	Column Comparisons													
This is mandatory to me – a must have	% within column	26%	29%	25%	35%	24%	29%	27%	28%	25%	24%	32%	27%	29%
	Weighted counts	13	87	99	85	70	212	128	277	23	18	22	227	114
	Column Comparisons				b d									
NET: Important (T2B)	% within column	72%	74%	75%	79%	71%	75%	75%	75%	77%	66%	82%	74%	77%
	Weighted counts	36	219	299	191	209	550	363	741	71	50	56	612	306
	Column Comparisons									c		c		
Effective Column n	% within column	47	262	333	191	227	604	403	604	156	133	120	664	348
	Weighted counts													
	Column Comparisons													
Unweighted base		61	343	437	251	298	792	529	792	205	174	158	871	457
Weighted base		49	296	397	240	295	738	481	990	92	77	69	830	397
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3



## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
QE10b_15: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Knowledge that they will deliver to a neighbour or safe place if I am not available to take the delivery		Rurality Unkn- own
	% within column	**
<b>This is a negative to me</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is not important to me – don't mind if not offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'nice to have', but I can live without it being offered</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>This is mandatory to me – a must have</b>	Weighted counts	
	Column Comparisons	
	% within column	**
<b>NET: Important (T2B)</b>	Weighted counts	
	Column Comparisons	
	% within column	
<b>Effective Column n</b>	Weighted counts	1
	Column Comparisons	
<b>Unweighted base</b>		1
<b>Weighted base</b>		1
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Methodology			Quarter				Gender		Age			
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
QE10b_16: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Option to reschedule if I am unable to take the delivery	% within column	1%	0%	1%	**	**	1%	0%	0%	1%	2%	1%	0%	0%
	Weighted counts	9	0	9			6	3	3	6	3	3	2	0
	Column Comparisons	-												
This is a negative to me	% within column	5%	5%	5%	**	**	5%	5%	6%	4%	3%	6%	4%	8%
	Weighted counts	63	17	46			32	31	36	27	6	26	16	10
	Column Comparisons	-												
This is not important to me – don't mind if not offered	% within column	19%	17%	20%	**	**	18%	20%	21%	17%	19%	19%	20%	18%
	Weighted counts	237	60	176			112	125	131	105	43	83	78	22
	Column Comparisons	-												
This is a 'nice to have', but I can live without it being offered	% within column	45%	44%	46%	**	**	47%	44%	45%	46%	41%	44%	47%	52%
	Weighted counts	558	153	405			284	273	276	281	90	195	189	62
	Column Comparisons	-												
This is a 'great to have' – makes a difference and can sway my decision	% within column	29%	33%	28%	**	**	28%	31%	27%	32%	36%	30%	29%	22%
	Weighted counts	362	115	247			170	192	167	194	78	131	114	26
	Column Comparisons	-												
This is mandatory to me – a must have	% within column	75%	78%	74%	**	**	75%	75%	72%	77%	76%	74%	76%	74%
	Weighted counts	919	268	652			455	465	444	476	168	326	302	89
	Column Comparisons	-												
NET: Important (T2B)	% within column													
	Weighted counts													
	Column Comparisons													
Effective Column n	% within column													
	Weighted counts	1,013	185	829	0	0	503	510	477	536	154	345	349	118
	Column Comparisons													
Unweighted base		1,329	242	1,087	0	0	660	669	626	703	202	453	458	155
Weighted base		1,228	345	883	0	0	604	624	613	614	221	439	398	120
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation			Rurality		
QE10b_16: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Option to reschedule if I am unable to take the delivery		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
This is a negative to me	% within column	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	0%	1%	1%
	Weighted counts	0	2	2	2	2	8	1	8	0	1	0	4	4
	Column Comparisons													
This is not important to me – don't mind if not offered	% within column	9%	6%	5%	4%	5%	5%	6%	5%	5%	5%	2%	5%	5%
	Weighted counts	4	18	21	10	15	35	27	53	4	4	2	42	21
	Column Comparisons													
This is a 'nice to have', but I can live without it being offered	% within column	22%	20%	18%	18%	20%	19%	20%	20%	17%	18%	19%	20%	18%
	Weighted counts	11	60	73	44	60	137	97	194	16	14	13	166	70
	Column Comparisons													
This is a 'great to have' – makes a difference and can sway my decision	% within column	44%	45%	46%	48%	44%	47%	44%	45%	49%	44%	55%	45%	47%
	Weighted counts	22	133	181	115	129	345	210	441	45	34	38	370	188
	Column Comparisons													
This is mandatory to me – a must have	% within column	25%	28%	30%	29%	30%	29%	30%	30%	29%	32%	24%	30%	28%
	Weighted counts	12	83	120	70	89	213	146	294	27	24	16	248	113
	Column Comparisons													
NET: Important (T2B)	% within column	69%	73%	76%	77%	74%	76%	74%	74%	78%	76%	78%	74%	76%
	Weighted counts	34	216	301	185	217	557	356	735	72	58	54	617	301
	Column Comparisons													
Effective Column n	% within column	47	262	333	191	227	604	403	604	156	133	120	664	348
	Weighted counts	47	262	333	191	227	604	403	604	156	133	120	664	348
	Column Comparisons													
Unweighted base		61	343	437	251	298	792	529	792	205	174	158	871	457
Weighted base		49	296	397	240	295	738	481	990	92	77	69	830	397
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
QE10b_16: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Option to reschedule if I am unable to take the delivery		Rurality
		Unkn-own
		**
<b>This is a negative to me</b>	% within column	
	Weighted counts	
	Column Comparisons	
<b>This is not important to me – don't mind if not offered</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>This is a 'nice to have', but I can live without it being offered</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>This is mandatory to me – a must have</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>NET: Important (T2B)</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>Effective Column n</b>	% within column	
	Weighted counts	1
	Column Comparisons	
<b>Unweighted base</b>		1
<b>Weighted base</b>		1
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Methodology			Quarter				Gender		Age			
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
QE10b_17: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Ability to provide a specific time slot or SMS notification of delivery time	% within column	0%	0%	1%	**	**	1%	0%	0%	1%	1%	0%	0%	1%
	Weighted counts	6	0	6			3	2	2	3	2	0	1	1
	Column Comparisons	-												
This is a negative to me	% within column	8%	7%	9%	**	**	10%	7%	10%	7%	8%	8%	7%	14%
	Weighted counts	103	24	80			62	41	61	42	18	34	28	17
	Column Comparisons	-					d							
This is not important to me – don't mind if not offered	% within column	28%	21%	31%	**	**	27%	29%	31%	25%	20%	27%	32%	28%
	Weighted counts	342	72	270			164	178	190	153	45	118	128	33
	Column Comparisons	-		a					b				a	
This is a 'nice to have', but I can live without it being offered	% within column	44%	44%	44%	**	**	43%	45%	41%	47%	44%	44%	44%	44%
	Weighted counts	543	153	391			262	281	251	292	98	194	175	53
	Column Comparisons	-							a					
This is a 'great to have' – makes a difference and can sway my decision	% within column	19%	28%	16%	**	**	19%	19%	18%	20%	26%	21%	17%	13%
	Weighted counts	234	96	137			113	121	109	124	58	93	66	16
	Column Comparisons	-	B								c d e	e	e	e
NET: Important (T2B)	% within column	63%	72%	60%	**	**	62%	64%	59%	68%	71%	65%	61%	57%
	Weighted counts	777	249	528			375	402	361	416	156	287	241	69
	Column Comparisons	-	B							a				
Effective Column n	% within column													
	Weighted counts	1,013	185	829	0	0	503	510	477	536	154	345	349	118
Unweighted base	% within column													
	Column Comparisons													
Weighted base	% within column													
	Column Comparisons													
Columns	% within column													
	Column Comparisons													

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation			Rurality		
QE10b_17: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Ability to provide a specific time slot or SMS notification of delivery time		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
This is a negative to me	% within column	2%	0%	0%	1%	0%	0%	0%	0%	0%	1%	1%	0%	1%
	Weighted counts	1	0	2	3	1	2	2	4	0	1	0	2	3
	Column Comparisons													
This is not important to me – don't mind if not offered	% within column	13%	11%	8%	9%	6%	7%	10%	9%	8%	9%	5%	8%	10%
	Weighted counts	7	32	32	20	18	55	48	84	8	7	4	65	38
	Column Comparisons													
This is a 'nice to have', but I can live without it being offered	% within column	37%	28%	25%	24%	34%	27%	28%	28%	26%	27%	30%	29%	26%
	Weighted counts	18	84	99	58	102	203	137	277	24	20	21	237	105
	Column Comparisons													
This is a 'great to have' – makes a difference and can sway my decision	% within column	47%	40%	48%	45%	44%	45%	42%	43%	47%	46%	51%	43%	47%
	Weighted counts	23	119	189	107	129	334	203	429	44	35	35	357	187
	Column Comparisons													
This is mandatory to me – a must have	% within column	1%	20%	19%	22%	15%	19%	19%	20%	18%	16%	13%	20%	16%
	Weighted counts	1	61	76	52	45	143	90	195	16	13	9	169	65
	Column Comparisons													
NET: Important (T2B)	% within column	48%	61%	67%	66%	59%	65%	61%	63%	65%	63%	64%	63%	63%
	Weighted counts	24	179	264	159	174	477	294	625	60	48	44	525	251
	Column Comparisons													
Effective Column n	% within column													
	Weighted counts	47	262	333	191	227	604	403	604	156	133	120	664	348
	Column Comparisons													
Unweighted base		61	343	437	251	298	792	529	792	205	174	158	871	457
Weighted base		49	296	397	240	295	738	481	990	92	77	69	830	397
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
QE10b_17: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Ability to provide a specific time slot or SMS notification of delivery time		Rurality
		Unkn-own
		**
<b>This is a negative to me</b>	% within column	
	Weighted counts	
	Column Comparisons	
<b>This is not important to me – don't mind if not offered</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>This is a 'nice to have', but I can live without it being offered</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>This is a 'great to have' – makes a difference and can sway my decision</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>This is mandatory to me – a must have</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>NET: Important (T2B)</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>Effective Column n</b>	% within column	
	Weighted counts	1
	Column Comparisons	
<b>Unweighted base</b>		1
<b>Weighted base</b>		1
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Methodology			Quarter				Gender		Age			
					Q1	Q2	Q3	Q4			16-24	25-44	45-64	65-74
		Total	CAPI	Online	2016	2016	2016	2016	Male	Female	years	years	years	years
QE10b_18: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Proof and details of delivery receipt sent to me if someone else receives it	% within column	1%	0%	1%	**	**	1%	1%	1%	1%	0%	1%	1%	2%
	Weighted counts	13	2	11			8	5	9	4	0	6	4	3
	Column Comparisons	-												
This is a negative to me	% within column	4%	4%	4%	**	**	3%	5%	5%	3%	4%	4%	3%	4%
	Weighted counts	46	13	33			17	29	30	16	10	19	11	5
	Column Comparisons	-							b					
This is not important to me – don't mind if not offered	% within column	17%	10%	20%	**	**	18%	17%	20%	15%	17%	18%	17%	15%
	Weighted counts	215	36	179			107	108	125	90	37	77	66	18
	Column Comparisons	-		A					b					
This is a 'nice to have', but I can live without it being offered	% within column	41%	45%	39%	**	**	41%	41%	40%	42%	41%	43%	39%	42%
	Weighted counts	503	156	346			247	256	242	260	90	190	155	50
	Column Comparisons	-												
This is a 'great to have' – makes a difference and can sway my decision	% within column	37%	40%	36%	**	**	37%	36%	34%	40%	38%	33%	41%	37%
	Weighted counts	451	138	313			226	225	208	244	84	147	162	45
	Column Comparisons	-												
This is mandatory to me – a must have	% within column	78%	85%	75%	**	**	78%	77%	73%	82%	79%	77%	80%	79%
	Weighted counts	954	294	660			473	482	450	504	174	337	317	95
	Column Comparisons	-	B						A					
NET: Important (T2B)	% within column													
	Weighted counts													
	Column Comparisons													
Effective Column n	% within column													
	Weighted counts	1,013	185	829	0	0	503	510	477	536	154	345	349	118
	Column Comparisons													
Unweighted base	% within column													
	Weighted counts	1,329	242	1,087	0	0	660	669	626	703	202	453	458	155
	Column Comparisons													
Weighted base	% within column													
	Weighted counts	1,228	345	883	0	0	604	624	613	614	221	439	398	120
	Column Comparisons													
Columns	% within column													
	Weighted counts	A	A	B	A	B	C	D	A	B	A	B	C	D
	Column Comparisons													

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3



# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation			Rurality		
QE10b_18: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Proof and details of delivery receipt sent to me if someone else receives it		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
This is a negative to me	% within column	0%	1%	0%	2%	1%	1%	1%	1%	1%	0%	2%	1%	0%
	Weighted counts	0	4	1	4	4	9	4	10	1	0	1	11	1
	Column Comparisons													
This is not important to me – don't mind if not offered	% within column	3%	5%	2%	2%	7%	3%	5%	4%	3%	4%	1%	3%	5%
	Weighted counts	1	13	10	4	19	24	22	40	3	3	1	26	20
	Column Comparisons					b c								
This is a 'nice to have', but I can live without it being offered	% within column	35%	22%	18%	14%	15%	18%	17%	18%	16%	13%	17%	18%	15%
	Weighted counts	17	64	72	34	45	133	80	178	15	10	12	153	62
	Column Comparisons	a b c d												
This is a 'great to have' – makes a difference and can sway my decision	% within column	36%	40%	41%	43%	40%	42%	39%	41%	41%	45%	39%	40%	43%
	Weighted counts	18	118	162	104	119	309	187	404	38	34	27	331	170
	Column Comparisons													
This is mandatory to me – a must have	% within column	27%	33%	38%	40%	37%	36%	39%	36%	38%	39%	41%	37%	36%
	Weighted counts	13	97	152	95	108	262	188	359	35	30	28	307	144
	Column Comparisons													
NET: Important (T2B)	% within column	63%	72%	79%	83%	77%	77%	78%	77%	79%	83%	79%	77%	79%
	Weighted counts	31	214	314	199	227	571	375	762	73	64	55	638	315
	Column Comparisons													
Effective Column n	% within column													
	Weighted counts	47	262	333	191	227	604	403	604	156	133	120	664	348
	Column Comparisons													
Unweighted base		61	343	437	251	298	792	529	792	205	174	158	871	457
Weighted base		49	296	397	240	295	738	481	990	92	77	69	830	397
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

QE10b_18: List of factors people consider when choosing delivery for letters/parcels THEY will receive... Proof and details of delivery receipt sent to me if someone else receives it		Cross...
		Rurality
		Unkn-
		own
	% within column	**
This is a negative to me	Weighted counts	
	Column Comparisons	
	% within column	**
This is not important to me – don't mind if not offered	Weighted counts	
	Column Comparisons	
	% within column	**
This is a 'nice to have', but I can live without it being offered	Weighted counts	
	Column Comparisons	
	% within column	**
This is a 'great to have' – makes a difference and can sway my decision	Weighted counts	
	Column Comparisons	
	% within column	**
This is mandatory to me – a must have	Weighted counts	
	Column Comparisons	
	% within column	**
NET: Important (T2B)	Weighted counts	
	Column Comparisons	
	% within column	
Effective Column n	Weighted counts	1
	Column Comparisons	
	% within column	
Unweighted base		1
Weighted base		1
Columns		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1329; total n = 6467; effective sample size = 1013 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Methodology			Quarter				Gender		Age			
QE10c: When you receive post or parcels in the mail, do you normally...		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
Open everything on the same day it was received	% within column	89%	89%	89%	**	**	89%	90%	89%	90%	84%	85%	92%	96%
	Weighted counts	2,829	1,135	1,694			1,365	1,464	1,397	1,432	396	858	952	383
	Column Comparisons	-											A B	A B c
Open only the things that look important on the same day	% within column	7%	8%	7%	**	**	8%	7%	8%	7%	11%	10%	5%	3%
	Weighted counts	228	102	126			117	111	123	105	52	104	53	14
	Column Comparisons	-									C D E	C D E		
Open only parcels on the same day	% within column	2%	1%	2%	**	**	1%	2%	1%	2%	3%	2%	1%	1%
	Weighted counts	49	7	42			19	30	22	27	15	19	12	3
	Column Comparisons	-		a										
Put things I've received aside until I have time to open them	% within column	2%	2%	2%	**	**	2%	2%	2%	2%	2%	2%	2%	0%
	Weighted counts	57	24	33			29	28	32	25	8	25	22	1
	Column Comparisons	-												
Effective Column n	% within column													
	Weighted counts	2,427	688	1,740	0	0	1,184	1,244	1,200	1,228	313	741	826	351
	Column Comparisons													
Unweighted base		3,160	895	2,265	0	0	1,541	1,619	1,562	1,598	408	964	1,075	457
Weighted base		3,163	1,269	1,895	0	0	1,529	1,634	1,574	1,589	471	1,005	1,038	401
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3160; total n = 6467; effective sample size = 2427 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation				Rurality	
		75+	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
QE10c: When you receive post or parcels in the mail, do you normally...														
Open everything on the same day it was received	% within column	97%	87%	90%	90%	91%	87%	93%	89%	92%	89%	87%	88%	92%
	Weighted counts	240	564	881	598	786	1,479	1,340	2,342	174	162	150	1,843	984
	Column Comparisons	A B c						A						a
Open only the things that look important on the same day	% within column	2%	9%	7%	7%	6%	9%	5%	7%	5%	7%	9%	8%	5%
	Weighted counts	6	60	67	49	52	150	76	190	10	13	15	171	57
	Column Comparisons						B						b	
Open only parcels on the same day	% within column	0%	3%	1%	1%	2%	2%	1%	2%	0%	2%	2%	2%	1%
	Weighted counts	1	17	11	7	14	32	16	41	1	4	4	37	11
	Column Comparisons													
Put things I've received aside until I have time to open them	% within column	1%	2%	2%	2%	1%	2%	1%	2%	2%	2%	2%	2%	2%
	Weighted counts	1	10	24	12	11	42	16	46	4	3	4	39	18
	Column Comparisons						b							
Effective Column n	% within column													
	Weighted counts	197	555	765	493	615	1,301	1,116	1,528	315	302	283	1,515	910
	Column Comparisons													
Unweighted base		256	722	996	642	800	1,693	1,453	1,989	410	393	368	1,972	1,185
Weighted base		248	650	984	666	863	1,702	1,448	2,618	189	182	174	2,090	1,070
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3160; total n = 6467; effective sample size = 2427 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
		Unkn- own
QE10c: When you receive post or parcels in the mail, do you normally...		**
<b>Open everything on the same day it was received</b>	% within column	
	Weighted counts	
	Column Comparisons	
<b>Open only the things that look important on the same day</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>Open only parcels on the same day</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>Put things I've received aside until I have time to open them</b>	% within column	**
	Weighted counts	
	Column Comparisons	
<b>Effective Column n</b>	% within column	
	Weighted counts	2
	Column Comparisons	
<b>Unweighted base</b>		3
<b>Weighted base</b>		4
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3160; total n = 6467; effective sample size = 2427 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

Crossbreaks																		
			Method- ology	Quarter				Gender		Age					SEG			
			Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE
QE10d: You say you don't open everything on the day it was received. When would you normally open these items?																		
<b>As soon as possible – likely the following day</b>			<i>% within column</i>	**	**	44%	46%	45%	45%	40%	46%	44%	**	**	44%	50%	39%	43%
			<i>Weighted counts</i>			72	77	79	70	30	68	38			38	51	26	34
			<i>Column Comparisons</i>															
			<i>% within column</i>	**	**	45%	42%	40%	47%	40%	43%	46%	**	**	47%	44%	42%	40%
<b>Within a few days of receiving them</b>			<i>Weighted counts</i>			73	72	71	74	30	63	40			40	46	28	31
			<i>Column Comparisons</i>															
			<i>% within column</i>	**	**	5%	9%	7%	6%	8%	8%	6%	**	**	6%	0%	10%	13%
<b>At the end of the week/within the week</b>			<i>Weighted counts</i>			8	15	13	10	6	11	5			6	0	7	10
			<i>Column Comparisons</i>														b	b
			<i>% within column</i>	**	**	93%	96%	92%	98%	88%	96%	97%	**	**	97%	94%	90%	97%
<b>NET: Within the week</b>			<i>Weighted counts</i>			153	164	163	154	66	142	83			84	97	61	75
			<i>Column Comparisons</i>						a									
			<i>% within column</i>	**	**	7%	4%	8%	2%	12%	4%	3%	**	**	3%	6%	10%	3%
<b>At least a week later</b>			<i>Weighted counts</i>			11	6	14	3	9	5	3			2	6	7	3
			<i>Column Comparisons</i>					b										
			<i>% within column</i>															
<b>Effective Column n</b>			<i>Weighted counts</i>	0	0	120	123	117	127	47	108	68	15	6	65	77	49	53
			<i>Column Comparisons</i>															
<b>Unweighted base</b>				0	0	156	160	152	164	61	140	88	19	8	84	100	63	69
<b>Weighted base</b>				0	0	164	170	177	157	76	147	86	18	8	86	103	68	77
<b>Columns</b>				A	B	C	D	A	B	A	B	C	D	E	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 316; total n = 6467; effective sample size = 244 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks							
		Working status	UK nation				Rurality		
		Not working	NET: Eng-land	NET: Scotl- and	Wal- es	Nort- hern Irel- and	Urb- an	Rural	Unkn- own
QE10d: You say you don't open everything on the day it was received. When would you normally open these items?		46%	42%	45%	**	**	46%	41%	**
<b>As soon as possible – likely the following day</b>		102	46	123			113	35	
		<i>Column Comparisons</i>							
		<i>% within column</i>							
<b>Within a few days of receiving them</b>		43%	44%	43%	**	**	45%	41%	**
		97	47	118			110	35	
		<i>Column Comparisons</i>							
		<i>% within column</i>							
<b>At the end of the week/within the week</b>		7%	6%	7%	**	**	5%	12%	**
		16	7	19			12	11	
		<i>Column Comparisons</i>							
		<i>% within column</i>							
<b>NET: Within the week</b>		96%	93%	94%	**	**	95%	94%	**
		215	100	260			235	81	
		<i>Column Comparisons</i>							
		<i>% within column</i>							
<b>At least a week later</b>		4%	7%	6%	**	**	5%	6%	**
		9	8	16			12	5	
		<i>Column Comparisons</i>							
		<i>% within column</i>							
<b>Effective Column n</b>		168	74	154	23	29	37	168	75
		<i>Weighted counts</i>							
		<i>Column Comparisons</i>							
<b>Unweighted base</b>		218	96	200	30	38	48	218	97
		<i>Weighted counts</i>							
<b>Weighted base</b>		224	108	276	15	20	23	247	86
		<i>Weighted counts</i>							
<b>Columns</b>		A	B	A	B	C	D	A	B
		<i>Column Comparisons</i>							

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 316; total n = 6467; effective sample size = 244 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks														
QE11_1: Would you say that you now receive ... more or less often than two years ago? Bills, invoices and statements		Methodology			Quarter				Gender		Age					SEG
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
Much more	% within column	3%	4%	3%	4%	3%	3%	3%	3%	4%	7%	5%	2%	1%	1%	3%
	Weighted counts	209	96	113	71	41	45	51	91	119	67	99	33	6	4	39
	Column Comparisons	-									b C D E	C D E				
Slightly more	% within column	9%	8%	10%	11%	9%	9%	8%	9%	9%	22%	10%	6%	4%	5%	9%
	Weighted counts	597	212	385	181	148	142	126	298	299	202	215	116	37	28	143
	Column Comparisons	-		a							B C D E	C D e				
No change	% within column	55%	62%	51%	54%	57%	54%	56%	56%	55%	48%	53%	55%	65%	68%	52%
	Weighted counts	3,586	1,646	1,940	927	910	840	910	1,769	1,817	431	1,124	1,136	546	350	789
	Column Comparisons	-	B									a	a	A B C	A B C	
Slightly less	% within column	20%	16%	22%	20%	19%	21%	20%	20%	20%	14%	21%	23%	18%	17%	24%
	Weighted counts	1,278	420	858	341	298	320	320	624	654	125	439	473	156	86	365
	Column Comparisons	-		A								A	A d e	a		C D
Much less	% within column	12%	10%	13%	10%	11%	12%	13%	12%	12%	7%	11%	15%	12%	9%	12%
	Weighted counts	751	264	487	172	179	192	208	368	383	61	242	302	101	44	180
	Column Comparisons	-		a								a	A b e	a		
Don't know	% within column	1%	0%	1%	1%	0%	1%	1%	1%	1%	2%	1%	0%	0%	0%	0%
	Weighted counts	45	12	33	9	8	8	20	19	25	20	16	8	0	0	6
	Column Comparisons	-									b C D e					
NET: More	% within column	12%	12%	13%	15%	12%	12%	11%	12%	13%	30%	15%	7%	5%	6%	12%
	Weighted counts	807	308	498	253	190	188	177	389	418	269	314	149	43	32	182
	Column Comparisons	-			d						B C D E	C D E				
NET: Less	% within column	31%	26%	35%	30%	30%	33%	32%	31%	31%	21%	32%	37%	30%	25%	36%
	Weighted counts	2,029	685	1,344	513	477	512	527	992	1,037	186	680	776	257	130	545
	Column Comparisons	-		A								A e	A b d E	A		C D
Effective Column n	% within column															
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230
Unweighted base	% within column															
	Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
Weighted base	% within column															
	Weighted counts	6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2



Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
QE11_1: Would you say that you now receive ... more or less often than two years ago? Bills, invoices and statements		C1	C2	DE	Working	Not working	NET: England	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Much more</b>	% within column	3%	3%	5%	4%	2%	4%	2%	2%	1%	3%	3%	3%
	Weighted counts	51	42	77	134	75	188	8	8	5	142	55	13
	Column Comparisons			a b	b								
<b>Slightly more</b>	% within column	9%	9%	9%	10%	8%	9%	9%	7%	8%	10%	7%	14%
	Weighted counts	180	121	153	351	244	508	36	25	28	400	141	57
	Column Comparisons				b						b		a B
<b>No change</b>	% within column	54%	59%	57%	53%	59%	56%	51%	53%	56%	56%	56%	49%
	Weighted counts	1,037	779	981	1,796	1,764	2,999	200	191	196	2,287	1,106	193
	Column Comparisons		a	a		A					c	c	
<b>Slightly less</b>	% within column	21%	17%	17%	21%	18%	20%	21%	21%	21%	19%	21%	20%
	Weighted counts	396	231	286	721	551	1,047	82	77	72	785	412	81
	Column Comparisons	d			b								
<b>Much less</b>	% within column	12%	11%	12%	11%	12%	11%	16%	16%	13%	11%	13%	12%
	Weighted counts	227	147	197	389	361	584	63	57	47	442	260	49
	Column Comparisons							a	a				
<b>Don't know</b>	% within column	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	0%	1%
	Weighted counts	15	8	15	26	18	41	0	1	2	37	5	3
	Column Comparisons										b		
<b>NET: More</b>	% within column	12%	12%	13%	14%	11%	13%	11%	9%	9%	13%	10%	18%
	Weighted counts	231	164	231	484	319	696	44	33	33	541	196	70
	Column Comparisons				B						b		a B
<b>NET: Less</b>	% within column	33%	28%	28%	32%	30%	30%	37%	37%	34%	30%	34%	33%
	Weighted counts	623	378	484	1,110	912	1,631	146	133	119	1,228	672	130
	Column Comparisons	c d										a	
<b>Effective Column n</b>	% within column												
	Weighted counts	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
<b>Unweighted base</b>	Column Comparisons												
	Weighted counts	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>	Column Comparisons												
	Weighted counts	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

QE11_2: Would you say that you now receive ... more or less often than two years ago? Newsletters, leaflets and promotions from organisations that you have a relationship with		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
<b>Much more</b>	% within column	6%	6%	5%	7%	6%	5%	6%	5%	6%	7%	6%	5%	6%	7%	5%	6%
	Weighted counts	377	168	209	113	88	82	94	173	203	59	136	98	50	34	83	105
	Column Comparisons	-															
<b>Slightly more</b>	% within column	17%	14%	19%	18%	19%	16%	15%	18%	16%	22%	16%	15%	18%	19%	20%	18%
	Weighted counts	1,099	383	716	302	296	252	249	559	540	195	342	315	151	96	298	337
	Column Comparisons	-		A							b c					D	d
<b>No change</b>	% within column	53%	57%	51%	54%	53%	54%	53%	54%	53%	48%	51%	54%	59%	61%	50%	52%
	Weighted counts	3,451	1,522	1,929	919	833	830	868	1,713	1,737	438	1,086	1,118	498	311	761	992
	Column Comparisons	-	B										a	A b c	A B c		
<b>Slightly less</b>	% within column	15%	13%	16%	15%	15%	16%	15%	14%	16%	13%	17%	16%	13%	10%	17%	15%
	Weighted counts	969	343	627	251	239	240	239	454	515	115	354	341	108	51	252	290
	Column Comparisons	-		A								a d e	a d e				
<b>Much less</b>	% within column	8%	8%	8%	6%	7%	7%	10%	8%	8%	8%	9%	8%	4%	4%	8%	8%
	Weighted counts	492	204	288	102	110	116	163	243	249	72	190	175	37	19	116	159
	Column Comparisons	-						A b			d e	D e	D e				
<b>Don't know</b>	% within column	1%	1%	1%	1%	1%	2%	1%	1%	2%	3%	1%	1%	0%	0%	1%	1%
	Weighted counts	79	32	47	13	19	27	20	26	53	26	26	23	3	0	12	23
	Column Comparisons	-							a		b c d e						
<b>NET: More</b>	% within column	23%	21%	24%	24%	24%	22%	21%	23%	23%	28%	22%	20%	24%	25%	25%	23%
	Weighted counts	1,476	550	925	414	384	334	344	732	744	254	478	413	201	130	381	441
	Column Comparisons	-		a							b C				c	d	
<b>NET: Less</b>	% within column	23%	21%	24%	21%	22%	23%	25%	22%	23%	21%	25%	25%	17%	14%	24%	24%
	Weighted counts	1,461	547	914	354	349	356	403	697	764	187	544	516	144	70	368	449
	Column Comparisons	-		a							e	a D E	a D E				
<b>Effective Column n</b>		4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230	1,507
<b>Unweighted base</b>		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607	1,968
<b>Weighted base</b>		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522	1,905
<b>Columns</b>		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

QE11_2: Would you say that you now receive ... more or less often than two years ago? Newsletters, leaflets and promotions from organisations that you have a relationship with		Crossbreaks										
		SEG		Working status		UK nation				Rurality		
		C2	DE	Work-ing	Not working	NET: Engl-and	NET: Scotl-and	Wales	North-ern Irel-and	Urban	Rural	Unkn-own
<b>Much more</b>	% within column	6%	7%	5%	7%	6%	6%	9%	3%	6%	6%	6%
	Weighted counts	77	111	176	200	309	25	32	11	239	114	23
	Column Comparisons				a		d	D				
<b>Slightly more</b>	% within column	17%	14%	17%	17%	17%	20%	20%	13%	17%	17%	23%
	Weighted counts	232	232	582	505	903	79	71	47	683	327	89
	Column Comparisons	d					d	d				a b
<b>No change</b>	% within column	54%	57%	51%	56%	54%	48%	49%	55%	54%	53%	47%
	Weighted counts	724	973	1,734	1,696	2,893	189	175	193	2,207	1,056	188
	Column Comparisons		a b		A							
<b>Slightly less</b>	% within column	14%	14%	17%	13%	15%	17%	14%	13%	15%	14%	17%
	Weighted counts	190	237	588	380	811	65	49	45	615	286	69
	Column Comparisons			B								
<b>Much less</b>	% within column	7%	8%	9%	6%	7%	8%	8%	13%	7%	9%	6%
	Weighted counts	86	131	297	194	385	32	30	45	297	173	22
	Column Comparisons			b					a b c			
<b>Don't know</b>	% within column	1%	1%	1%	1%	1%	1%	0%	3%	1%	1%	1%
	Weighted counts	19	26	38	39	66	2	2	9	52	22	5
	Column Comparisons								b c			
<b>NET: More</b>	% within column	23%	20%	22%	23%	23%	26%	29%	17%	23%	22%	28%
	Weighted counts	309	344	758	705	1,212	103	102	58	922	441	112
	Column Comparisons					d	D	a D				a b
<b>NET: Less</b>	% within column	21%	22%	26%	19%	22%	25%	22%	26%	22%	23%	23%
	Weighted counts	277	368	885	574	1,196	97	79	90	912	458	91
	Column Comparisons			B								
<b>Effective Column n</b>	% within column											
	Weighted counts	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
<b>Unweighted base</b>	Column Comparisons											
	Weighted counts	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>	Column Comparisons											
	Weighted counts	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\* indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

QE11_3: Would you say that you now receive ... more or less often than two years ago? Addressed direct mail from organisations that you don't have a relationship with		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
<b>Much more</b>	% within column	12%	11%	13%	13%	13%	11%	12%	13%	12%	9%	10%	14%	17%	17%	12%	12%
	Weighted counts	797	301	497	220	208	174	196	409	389	81	206	280	146	85	183	228
	Column Comparisons	-											a B	A B c	A B		
<b>Slightly more</b>	% within column	21%	18%	24%	21%	23%	23%	20%	22%	21%	18%	19%	22%	26%	27%	24%	22%
	Weighted counts	1,389	476	912	359	357	352	320	686	703	164	410	455	221	138	362	420
	Column Comparisons	-		A										a B	a b	d	
<b>No change</b>	% within column	45%	50%	42%	47%	45%	44%	45%	46%	45%	50%	49%	42%	41%	42%	43%	43%
	Weighted counts	2,930	1,338	1,593	807	706	679	737	1,445	1,485	452	1,054	866	347	213	658	828
	Column Comparisons	-	B								C d e	C D e					
<b>Slightly less</b>	% within column	12%	12%	13%	12%	11%	12%	14%	12%	12%	12%	14%	12%	10%	10%	12%	13%
	Weighted counts	786	307	479	197	178	188	222	374	412	106	290	257	82	50	188	248
	Column Comparisons	-															
<b>Much less</b>	% within column	7%	7%	7%	5%	7%	8%	7%	7%	7%	7%	7%	9%	5%	4%	7%	7%
	Weighted counts	442	185	257	92	114	118	118	209	233	63	144	177	38	18	106	136
	Column Comparisons	-											d e				
<b>Don't know</b>	% within column	2%	2%	2%	1%	1%	2%	2%	1%	2%	4%	1%	2%	1%	2%	2%	2%
	Weighted counts	123	46	77	25	21	36	40	47	76	39	30	35	11	8	25	45
	Column Comparisons	-							a	B C d e							
<b>NET: More</b>	% within column	34%	29%	37%	34%	36%	34%	32%	35%	33%	27%	29%	35%	43%	43%	36%	34%
	Weighted counts	2,186	777	1,409	579	565	526	516	1,095	1,091	245	616	734	368	223	545	648
	Column Comparisons	-	A										A B	A B C	A B c		
<b>NET: Less</b>	% within column	19%	19%	19%	17%	18%	20%	21%	18%	20%	19%	20%	21%	14%	13%	19%	20%
	Weighted counts	1,228	491	737	290	292	306	340	582	645	170	434	435	121	68	294	384
	Column Comparisons	-									d e	d e	D E				
<b>Effective Column n</b>		4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230	1,507
<b>Unweighted base</b>		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607	1,968
<b>Weighted base</b>		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522	1,905
<b>Columns</b>		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

QE11_3: Would you say that you now receive ... more or less often than two years ago? Addressed direct mail from organisations that you don't have a relationship with		Crossbreaks										
		SEG		Working status		UK nation				Rurality		
		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Much more</b>	% within column	14%	12%	11%	14%	12%	15%	16%	8%	12%	12%	15%
	Weighted counts	184	203	373	419	650	60	59	29	493	246	58
	Column Comparisons				a		D	D				
<b>Slightly more</b>	% within column	21%	19%	20%	23%	21%	28%	25%	19%	20%	23%	23%
	Weighted counts	274	332	681	700	1,125	109	88	66	836	462	90
	Column Comparisons				a		a D	d				
<b>No change</b>	% within column	45%	50%	46%	45%	46%	37%	41%	46%	47%	43%	42%
	Weighted counts	596	848	1,568	1,343	2,479	145	146	160	1,907	856	167
	Column Comparisons		a b			b			b			
<b>Slightly less</b>	% within column	13%	10%	14%	10%	12%	10%	11%	11%	13%	11%	10%
	Weighted counts	174	176	477	305	667	41	38	40	526	219	40
	Column Comparisons			B								
<b>Much less</b>	% within column	6%	7%	8%	6%	6%	8%	7%	12%	6%	8%	7%
	Weighted counts	80	119	266	175	348	30	24	40	254	160	27
	Column Comparisons			b					a b c			
<b>Don't know</b>	% within column	1%	2%	1%	2%	2%	2%	1%	4%	2%	2%	3%
	Weighted counts	20	33	50	72	99	6	3	14	76	34	12
	Column Comparisons				a				a b C			
<b>NET: More</b>	% within column	35%	31%	31%	37%	33%	43%	41%	27%	32%	36%	37%
	Weighted counts	459	534	1,054	1,119	1,775	169	147	96	1,329	708	148
	Column Comparisons				A		A D	a D				
<b>NET: Less</b>	% within column	19%	17%	22%	16%	19%	18%	17%	23%	19%	19%	17%
	Weighted counts	255	295	743	480	1,015	71	62	80	780	380	68
	Column Comparisons			B								
<b>Effective Column n</b>	% within column											
	Weighted counts	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
<b>Unweighted base</b>	Column Comparisons											
	Weighted counts	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>	Column Comparisons											
	Weighted counts	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\* indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

QE11_4: Would you say that you now receive ... more or less often than two years ago? Invitations, greetings cards and postcards		Crossbreaks														
		Methodology			Quarter				Gender		Age					SEG
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
Much more	% within column	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	2%	1%	1%	0%	1%
	Weighted counts	83	28	55	24	19	27	13	41	42	19	48	12	4	0	20
	Column Comparisons	-									c d e	C d e				
Slightly more	% within column	5%	4%	5%	5%	4%	4%	6%	5%	5%	12%	5%	3%	1%	3%	5%
	Weighted counts	318	113	205	78	67	68	104	148	170	109	113	71	8	17	77
	Column Comparisons	-									B C D E	c D	D		d	
No change	% within column	66%	70%	63%	68%	68%	67%	62%	67%	65%	60%	64%	66%	77%	73%	66%
	Weighted counts	4,286	1,865	2,421	1,152	1,080	1,038	1,017	2,137	2,149	540	1,364	1,357	648	376	1,006
	Column Comparisons	-	B		d	d	d						a	A B C	A B c	
Slightly less	% within column	17%	15%	19%	18%	17%	17%	18%	16%	19%	13%	18%	19%	15%	19%	20%
	Weighted counts	1,131	401	730	299	270	260	302	516	615	119	388	402	127	95	305
	Column Comparisons	-		A						a		a	A d		a	
Much less	% within column	9%	9%	10%	8%	9%	9%	11%	10%	9%	10%	10%	10%	7%	4%	7%
	Weighted counts	595	228	366	136	143	138	177	303	291	93	208	216	56	21	101
	Column Comparisons	-									d E	d E	d E			
Don't know	% within column	1%	1%	1%	1%	0%	1%	1%	1%	1%	3%	1%	1%	0%	1%	1%
	Weighted counts	55	17	38	11	6	16	21	24	31	25	13	11	2	3	13
	Column Comparisons	-									B C D e					
NET: More	% within column	6%	5%	7%	6%	5%	6%	7%	6%	6%	14%	8%	4%	1%	3%	6%
	Weighted counts	401	141	261	103	86	95	117	189	212	128	161	83	12	17	97
	Column Comparisons	-		a							B C D E	C D e	d		d	
NET: Less	% within column	27%	24%	29%	26%	26%	26%	29%	26%	27%	23%	28%	30%	22%	23%	27%
	Weighted counts	1,726	629	1,096	435	413	398	480	819	906	213	596	617	184	116	407
	Column Comparisons	-		A								d	a D e			
Effective Column n		4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

QE11_4: Would you say that you now receive ... more or less often than two years ago? Invitations, greetings cards and postcards		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
		C1	C2	DE	Working	Not working	NET: England	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Much more	% within column	1%	1%	2%	2%	1%	1%	1%	1%	0%	2%	1%	1%
	Weighted counts	19	17	27	60	23	77	3	3	0	65	14	4
	Column Comparisons				b					b			
Slightly more	% within column	5%	5%	4%	6%	4%	5%	5%	4%	3%	5%	5%	6%
	Weighted counts	103	73	65	204	112	278	19	13	9	204	90	24
	Column Comparisons				B								
No change	% within column	66%	67%	66%	63%	70%	67%	62%	69%	62%	65%	69%	64%
	Weighted counts	1,258	885	1,136	2,160	2,096	3,579	243	246	217	2,673	1,360	252
	Column Comparisons				A				b d				
Slightly less	% within column	17%	17%	17%	19%	16%	17%	20%	14%	20%	18%	17%	19%
	Weighted counts	321	221	284	638	491	931	80	50	70	721	335	76
	Column Comparisons				b			c		c			
Much less	% within column	10%	9%	11%	10%	9%	8%	11%	12%	15%	9%	9%	10%
	Weighted counts	189	124	180	325	268	453	44	44	53	384	172	38
	Column Comparisons	a	a	a						a			
Don't know	% within column	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	0%	0%
	Weighted counts	15	9	18	30	24	50	2	2	1	47	7	1
	Column Comparisons									b			
NET: More	% within column	6%	7%	5%	8%	4%	7%	6%	4%	3%	7%	5%	7%
	Weighted counts	122	90	93	264	135	354	22	16	10	269	104	28
	Column Comparisons				B		d	d					
NET: Less	% within column	27%	26%	27%	28%	25%	26%	32%	26%	35%	27%	26%	29%
	Weighted counts	510	344	464	963	759	1,384	124	95	123	1,105	507	114
	Column Comparisons				b			a c		a C			
Effective Column n	% within column												
	Weighted counts	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
Unweighted base	Column Comparisons												
	Weighted counts	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base	Column Comparisons												
	Weighted counts	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)



Ofcom Residential Postal Tracker (January - December 2016)

Crossbreaks																
QE11_5: Would you say that you now receive ... more or less often than two years ago? Personal letters (e.g. from a friend)		Methodology			Quarter				Gender		Age					SEG
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
Much more	% within column	1%	1%	1%	1%	1%	2%	1%	1%	1%	3%	2%	1%	0%	0%	1%
	Weighted counts	77	25	52	17	14	26	21	39	39	23	39	14	2	0	19
	Column Comparisons	-									C D e	c d e				
Slightly more	% within column	4%	4%	4%	4%	4%	4%	4%	4%	4%	9%	5%	2%	2%	3%	4%
	Weighted counts	258	104	154	63	71	64	60	120	138	83	100	42	20	14	58
	Column Comparisons	-									B C D E	C d				
No change	% within column	61%	66%	57%	62%	62%	63%	58%	63%	60%	61%	58%	61%	66%	65%	58%
	Weighted counts	3,955	1,761	2,193	1,054	978	976	947	1,983	1,972	556	1,243	1,263	562	331	881
	Column Comparisons	-	B						b					b		
Slightly less	% within column	17%	15%	18%	17%	17%	15%	19%	16%	18%	10%	18%	18%	18%	19%	20%
	Weighted counts	1,083	403	680	283	262	233	305	497	586	94	375	364	153	98	304
	Column Comparisons	-		a								A	A	A	A	D
Much less	% within column	16%	13%	18%	16%	16%	15%	17%	16%	16%	14%	17%	18%	13%	13%	16%
	Weighted counts	1,024	336	688	270	251	228	275	496	528	129	353	369	107	66	246
	Column Comparisons	-		A									d			
Don't know	% within column	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	0%	1%	1%
	Weighted counts	69	22	47	13	10	20	26	33	36	22	25	17	2	4	14
	Column Comparisons	-									c d					
NET: More	% within column	5%	5%	5%	5%	5%	6%	5%	5%	5%	12%	6%	3%	3%	3%	5%
	Weighted counts	336	129	207	80	84	90	81	159	177	105	138	57	22	14	77
	Column Comparisons	-									B C D E	C D e				
NET: Less	% within column	33%	28%	36%	33%	32%	30%	35%	31%	34%	25%	34%	35%	31%	32%	36%
	Weighted counts	2,107	739	1,368	554	513	461	580	993	1,114	222	728	733	260	164	550
	Column Comparisons	-		A				c				A	A	a	a	D
Effective Column n	% within column															
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230
Unweighted base	% within column															
	Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
Weighted base	% within column															
	Weighted counts	6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2



Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
QE11_5: Would you say that you now receive ... more or less often than two years ago? Personal letters (e.g. from a friend)		C1	C2	DE	Working	Not working	NET: England	NET: Scotland	Wales	North-ern Irel- and	Urban	Rural	Unkn-own
Much more	% within column	1%	1%	1%	2%	1%	1%	0%	1%	0%	2%	1%	1%
	Weighted counts	19	17	22	60	18	73	1	3	1	62	12	3
	Column Comparisons				B						b		
Slightly more	% within column	5%	4%	3%	5%	3%	4%	3%	4%	2%	4%	3%	5%
	Weighted counts	88	55	58	159	99	226	13	13	6	181	58	19
	Column Comparisons				b						b		
No change	% within column	60%	61%	66%	58%	65%	62%	55%	62%	57%	61%	62%	58%
	Weighted counts	1,145	806	1,122	1,975	1,950	3,317	216	222	200	2,491	1,234	230
	Column Comparisons			A b c		A							
Slightly less	% within column	17%	18%	13%	18%	16%	17%	20%	15%	16%	16%	17%	18%
	Weighted counts	325	235	219	605	476	895	80	53	56	671	342	70
	Column Comparisons	d	d					c					
Much less	% within column	16%	15%	16%	17%	15%	15%	20%	18%	22%	16%	16%	17%
	Weighted counts	304	200	274	582	440	801	79	66	78	644	311	69
	Column Comparisons				b			a		a			
Don't know	% within column	1%	1%	1%	1%	1%	1%	0%	0%	3%	1%	1%	1%
	Weighted counts	23	17	15	35	32	56	1	1	10	44	21	4
	Column Comparisons									a B C			
NET: More	% within column	6%	5%	5%	6%	4%	6%	4%	5%	2%	6%	4%	6%
	Weighted counts	107	71	81	219	117	299	14	16	7	243	70	23
	Column Comparisons				B		d		d		b		
NET: Less	% within column	33%	33%	29%	35%	30%	32%	41%	33%	38%	32%	33%	35%
	Weighted counts	630	435	493	1,187	915	1,696	159	119	133	1,315	653	139
	Column Comparisons				b			a c					
Effective Column n	Weighted counts	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
	Column Comparisons												
Unweighted base		1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base		1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

QE11_6: Would you say that you now receive ... more or less often than two years ago? Letters from organisations that you have a relationship with		Crossbreaks														
		Methodology			Quarter				Gender		Age					SEG
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
Much more	% within column	2%	2%	2%	3%	2%	2%	2%	2%	2%	5%	3%	2%	1%	1%	2%
	Weighted counts	144	56	87	43	31	36	33	75	69	43	58	34	6	4	26
	Column Comparisons	-									b C D e	d e				
Slightly more	% within column	11%	10%	11%	12%	11%	11%	10%	11%	11%	18%	12%	8%	9%	8%	12%
	Weighted counts	705	273	432	198	173	174	161	349	356	159	259	169	79	40	185
	Column Comparisons	-									b C D E	C e				
No change	% within column	61%	65%	59%	62%	64%	59%	61%	62%	61%	55%	58%	62%	69%	71%	60%
	Weighted counts	3,965	1,731	2,234	1,049	1,012	911	992	1,958	2,006	497	1,237	1,281	584	366	915
	Column Comparisons	-	B										a b	A B c	A B C	
Slightly less	% within column	17%	15%	19%	16%	16%	20%	17%	17%	18%	14%	19%	19%	14%	14%	20%
	Weighted counts	1,125	384	740	280	260	313	271	524	600	130	402	399	121	73	307
	Column Comparisons	-		A			a b d					a d	a d e			c d
Much less	% within column	7%	7%	7%	6%	6%	6%	9%	7%	7%	6%	7%	8%	6%	5%	5%
	Weighted counts	452	185	267	108	94	96	154	231	222	52	159	166	50	25	74
	Column Comparisons	-					a b c									
Don't know	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%
	Weighted counts	77	22	55	22	14	18	23	33	44	25	20	22	6	4	14
	Column Comparisons	-		a							b c d					
NET: More	% within column	13%	12%	14%	14%	13%	14%	12%	13%	13%	22%	15%	10%	10%	9%	14%
	Weighted counts	849	330	519	241	204	210	194	423	425	201	316	202	84	44	211
	Column Comparisons	-									B C D E	C d e				
NET: Less	% within column	24%	21%	26%	23%	22%	26%	26%	24%	25%	20%	26%	27%	20%	19%	25%
	Weighted counts	1,577	569	1,007	388	354	409	426	755	822	182	561	565	171	98	381
	Column Comparisons	-		A								a d e	A D e			
Effective Column n	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230
	Column Comparisons															
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

QE11_6: Would you say that you now receive ... more or less often than two years ago? Letters from organisations that you have a relationship with		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
		C1	C2	DE	Working	Not working	NET: England	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Much more</b>	% within column	2%	2%	3%	3%	2%	2%	2%	2%	1%	2%	2%	3%
	Weighted counts	35	32	50	88	56	126	7	8	2	94	36	14
	Column Comparisons												
<b>Slightly more</b>	% within column	11%	11%	10%	12%	10%	11%	10%	10%	8%	12%	8%	13%
	Weighted counts	208	141	171	401	301	605	38	35	28	498	155	53
	Column Comparisons				b						B		b
<b>No change</b>	% within column	61%	61%	63%	57%	66%	61%	59%	63%	60%	60%	63%	60%
	Weighted counts	1,159	816	1,074	1,958	1,981	3,295	232	225	212	2,472	1,253	239
	Column Comparisons				A								
<b>Slightly less</b>	% within column	18%	16%	15%	20%	15%	17%	20%	16%	18%	17%	19%	14%
	Weighted counts	340	213	264	671	448	928	79	56	62	700	368	57
	Column Comparisons				B								
<b>Much less</b>	% within column	8%	8%	7%	8%	6%	6%	8%	9%	12%	7%	7%	7%
	Weighted counts	145	106	127	267	183	348	32	32	41	282	143	27
	Column Comparisons	a	a	a	b					a			
<b>Don't know</b>	% within column	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%
	Weighted counts	19	20	25	30	45	66	2	3	6	48	23	6
	Column Comparisons				a								
<b>NET: More</b>	% within column	13%	13%	13%	14%	12%	14%	12%	12%	9%	14%	10%	17%
	Weighted counts	243	174	221	489	356	730	46	43	30	592	191	66
	Column Comparisons				b						B		B
<b>NET: Less</b>	% within column	25%	24%	23%	27%	21%	24%	28%	24%	29%	24%	26%	21%
	Weighted counts	485	319	391	939	630	1,276	111	88	102	981	511	84
	Column Comparisons				B								
<b>Effective Column n</b>	% within column												
	Weighted counts	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
<b>Unweighted base</b>	% within column												
	Weighted counts	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>	% within column												
	Weighted counts	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks															
QE11_7: Would you say that you now receive ... more or less often than two years ago? Catalogues and brochures		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Much more	% within column	6%	5%	6%	8%	5%	4%	6%	7%	6%	5%	4%	6%	9%	11%	7%	6%
	Weighted counts	388	145	243	144	75	69	100	206	181	43	92	122	76	55	106	118
	Column Comparisons	-			B C d									a B c	A B C	d	
Slightly more	% within column	18%	13%	22%	17%	20%	17%	19%	18%	19%	16%	17%	17%	24%	27%	20%	17%
	Weighted counts	1,186	353	833	297	316	268	304	574	612	144	357	347	201	137	309	331
	Column Comparisons	-		A										A B C	A B C		
No change	% within column	48%	55%	43%	48%	49%	49%	47%	49%	47%	52%	49%	47%	47%	42%	45%	47%
	Weighted counts	3,105	1,462	1,644	809	769	754	773	1,554	1,551	470	1,052	966	400	216	686	902
	Column Comparisons	-	B								e						
Slightly less	% within column	16%	13%	17%	16%	14%	18%	15%	14%	17%	15%	18%	17%	10%	12%	17%	15%
	Weighted counts	1,010	351	659	271	221	273	245	458	552	138	374	353	86	59	263	295
	Column Comparisons	-		A						a	d	D e	D e				
Much less	% within column	10%	10%	10%	9%	11%	9%	11%	10%	10%	9%	11%	11%	8%	7%	9%	11%
	Weighted counts	646	262	384	158	179	138	172	315	331	80	227	236	69	34	134	213
	Column Comparisons	-															
Don't know	% within column	2%	3%	1%	1%	2%	3%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%
	Weighted counts	132	79	53	21	25	45	41	62	70	31	32	45	14	10	24	46
	Column Comparisons	-	B				a				b						
NET: More	% within column	24%	19%	28%	26%	25%	22%	25%	25%	24%	21%	21%	23%	33%	38%	27%	24%
	Weighted counts	1,574	498	1,076	441	392	337	404	780	794	186	449	469	277	192	415	449
	Column Comparisons	-		A										A B C	A B C	d	
NET: Less	% within column	26%	23%	27%	25%	25%	27%	26%	24%	27%	24%	28%	28%	18%	18%	26%	27%
	Weighted counts	1,656	614	1,043	429	399	411	417	773	883	218	601	589	155	94	397	508
	Column Comparisons	-		A							d e	D E	a D E				
Effective Column n	% within column																
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230	1,507
	Column Comparisons																
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607	1,968
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522	1,905
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks										
		SEG		Working status		UK nation			Rurality			
QE11_7: Would you say that you now receive ... more or less often than two years ago? Catalogues and brochures		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	North- ern Irel- and	Urban	Rural	Unkn- own	
Much more	% within column	7%	4%	5%	7%	6%	6%	6%	4%	6%	6%	7%
	Weighted counts	90	74	165	219	329	24	21	13	240	121	27
	Column Comparisons	d			A							
Slightly more	% within column	19%	17%	17%	20%	18%	20%	19%	16%	18%	19%	19%
	Weighted counts	249	296	580	596	984	77	69	55	726	383	77
	Column Comparisons				a							
No change	% within column	47%	52%	47%	49%	48%	45%	51%	48%	49%	47%	46%
	Weighted counts	629	889	1,602	1,488	2,579	175	182	169	1,992	932	181
	Column Comparisons		a b									
Slightly less	% within column	16%	14%	19%	12%	16%	18%	13%	14%	16%	15%	19%
	Weighted counts	210	243	640	365	844	71	47	49	641	293	76
	Column Comparisons			B			c					
Much less	% within column	9%	10%	11%	9%	10%	10%	10%	15%	10%	11%	8%
	Weighted counts	124	174	362	282	517	39	36	54	397	219	30
	Column Comparisons							a b c				
Don't know	% within column	2%	2%	2%	2%	2%	1%	1%	3%	2%	1%	1%
	Weighted counts	27	35	67	64	115	4	2	11	97	29	5
	Column Comparisons							b c				
NET: More	% within column	26%	22%	22%	27%	24%	26%	25%	19%	24%	26%	26%
	Weighted counts	340	370	745	815	1,313	102	91	68	966	505	103
	Column Comparisons				A		d	d				
NET: Less	% within column	25%	24%	29%	21%	25%	28%	23%	29%	25%	26%	27%
	Weighted counts	334	417	1,002	647	1,361	110	83	103	1,038	512	106
	Column Comparisons			B								
Effective Column n	% within column											
	Weighted counts	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
	Column Comparisons											
Unweighted base		1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base		1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\* indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks															
QE11_8: Would you say that you now receive ... more or less often than two years ago? Magazines you subscribe to		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Much more	% within column	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	2%	1%
	Weighted counts	87	30	57	22	17	21	27	43	44	21	41	13	8	4	29	18
	Column Comparisons	-									c	c					
Slightly more	% within column	5%	4%	5%	5%	4%	5%	5%	5%	4%	9%	6%	3%	4%	3%	6%	5%
	Weighted counts	309	105	205	87	71	76	75	168	142	78	118	65	31	17	84	97
	Column Comparisons	-		a							b C D e	c					
No change	% within column	67%	70%	64%	69%	67%	65%	65%	67%	66%	62%	65%	66%	71%	74%	70%	67%
	Weighted counts	4,302	1,858	2,444	1,171	1,068	1,002	1,061	2,120	2,183	565	1,387	1,373	598	379	1,069	1,270
	Column Comparisons	-	B											a b	A b c	c d	
Slightly less	% within column	8%	8%	8%	7%	8%	9%	8%	8%	8%	11%	9%	8%	6%	5%	9%	9%
	Weighted counts	533	213	321	123	131	141	139	259	274	97	196	164	49	27	133	165
	Column Comparisons	-									d e	d e					
Much less	% within column	11%	10%	12%	10%	12%	11%	11%	12%	11%	9%	12%	12%	10%	8%	7%	11%
	Weighted counts	713	262	451	171	187	167	187	365	347	80	256	250	87	39	110	203
	Column Comparisons	-		a													a
Don't know	% within column	8%	7%	9%	7%	7%	9%	9%	7%	9%	7%	6%	10%	9%	9%	6%	8%
	Weighted counts	522	184	338	125	111	141	145	213	309	64	136	204	73	46	98	153
	Column Comparisons	-		a						A			b				
NET: More	% within column	6%	5%	7%	6%	6%	6%	6%	7%	6%	11%	7%	4%	5%	4%	7%	6%
	Weighted counts	397	135	262	109	88	97	102	211	186	99	159	78	39	21	113	114
	Column Comparisons	-		a							b C D E	C d e					
NET: Less	% within column	19%	18%	20%	17%	20%	20%	20%	20%	19%	20%	21%	20%	16%	13%	16%	19%
	Weighted counts	1,246	474	771	294	318	308	326	625	621	177	452	414	136	66	242	368
	Column Comparisons	-		a							e	d E	e				a
Effective Column n	% within column																
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230	1,507
Unweighted base	% within column																
	Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607	1,968
Weighted base	% within column																
	Weighted counts	6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522	1,905
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks										
		SEG		Working status		UK nation				Rurality		
QE11_8: Would you say that you now receive ... more or less often than two years ago? Magazines you subscribe to		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Much more</b>	% within column	1%	2%	1%	1%	1%	0%	1%	1%	2%	1%	1%
	Weighted counts	15	26	46	38	79	2	4	2	63	18	6
	Column Comparisons											
<b>Slightly more</b>	% within column	4%	4%	6%	4%	5%	5%	4%	3%	5%	4%	7%
	Weighted counts	55	73	194	114	265	21	14	9	195	85	29
	Column Comparisons			b								b
<b>No change</b>	% within column	64%	65%	64%	69%	67%	66%	67%	60%	66%	68%	66%
	Weighted counts	857	1,107	2,199	2,077	3,594	259	240	209	2,701	1,340	261
	Column Comparisons				A	d	d	d				
<b>Slightly less</b>	% within column	9%	7%	10%	6%	8%	8%	7%	7%	9%	7%	8%
	Weighted counts	119	117	342	190	452	31	25	25	367	136	30
	Column Comparisons			B						b		
<b>Much less</b>	% within column	13%	13%	11%	11%	10%	12%	11%	18%	11%	11%	9%
	Weighted counts	177	223	386	326	561	48	40	63	457	220	36
	Column Comparisons	A	A						A b C			
<b>Don't know</b>	% within column	8%	10%	7%	9%	8%	8%	10%	12%	8%	9%	8%
	Weighted counts	107	164	249	268	415	30	35	42	311	179	33
	Column Comparisons		a		a				b			
<b>NET: More</b>	% within column	5%	6%	7%	5%	6%	6%	5%	3%	6%	5%	9%
	Weighted counts	70	100	240	152	345	23	18	11	258	104	35
	Column Comparisons			b								b
<b>NET: Less</b>	% within column	22%	20%	21%	17%	19%	20%	18%	25%	20%	18%	17%
	Weighted counts	295	340	728	516	1,014	79	65	88	824	355	67
	Column Comparisons	A	a	B					a b c			
<b>Effective Column n</b>	% within column											
	Weighted counts	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
<b>Unweighted base</b>	Column Comparisons											
	Weighted counts	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>	Column Comparisons											
	Weighted counts	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

QE11_9: Would you say that you now receive ... more or less often than two years ago? Smaller parcels that fit through a letterbox		Crossbreaks														
		Methodology			Quarter				Gender		Age					SEG
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
Much more	% within column	4%	3%	4%	4%	4%	4%	3%	3%	4%	7%	5%	2%	1%	0%	3%
	Weighted counts	231	74	157	66	58	55	53	104	128	65	108	51	5	2	51
	Column Comparisons	-		a							C D E	C D E	d e			
Slightly more	% within column	18%	16%	20%	21%	18%	18%	18%	18%	19%	28%	21%	17%	10%	9%	19%
	Weighted counts	1,194	421	773	352	278	274	289	556	638	253	452	362	81	47	291
	Column Comparisons	-		A							B C D E	c D E	D E			
No change	% within column	64%	68%	61%	63%	65%	64%	63%	65%	62%	51%	59%	67%	75%	77%	65%
	Weighted counts	4,121	1,795	2,326	1,067	1,031	986	1,036	2,061	2,060	463	1,250	1,380	634	393	994
	Column Comparisons	-	B									a	A B	A B C	A B C	
Slightly less	% within column	8%	7%	9%	9%	7%	9%	8%	8%	8%	8%	10%	7%	8%	7%	8%
	Weighted counts	530	189	340	145	110	140	135	266	263	73	208	143	72	34	114
	Column Comparisons	-		a								c				
Much less	% within column	5%	5%	5%	3%	6%	4%	6%	5%	5%	3%	4%	5%	6%	6%	4%
	Weighted counts	313	139	174	53	97	68	95	151	161	31	95	111	47	28	61
	Column Comparisons	-				a		a								
Don't know	% within column	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	2%	1%
	Weighted counts	79	34	45	17	11	25	26	30	48	21	20	22	7	8	11
	Column Comparisons	-														
NET: More	% within column	22%	19%	24%	25%	21%	21%	21%	21%	23%	35%	26%	20%	10%	10%	22%
	Weighted counts	1,425	495	931	418	336	329	342	659	766	317	560	413	86	49	342
	Column Comparisons	-		A						a	B C D E	C D E	D E			
NET: Less	% within column	13%	12%	13%	12%	13%	13%	14%	13%	13%	12%	14%	12%	14%	12%	12%
	Weighted counts	842	328	514	198	207	208	230	418	424	104	303	254	118	62	176
	Column Comparisons	-														
Effective Column n	% within column															
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230
Unweighted base	Column Comparisons															
	Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
Weighted base	Column Comparisons															
	Weighted counts	6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2



# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
QE11_9: Would you say that you now receive ... more or less often than two years ago? Smaller parcels that fit through a letterbox		SEG			Working status		UK nation			Rurality			
		C1	C2	DE	Working	Not working	NET: England	NET: Scotland	Wales	North-ern Irel- and	Urban	Rural	Unkn-own
<b>Much more</b>	% within column	3%	4%	4%	4%	3%	4%	3%	4%	2%	4%	3%	3%
	Weighted counts	58	56	66	150	80	196	12	16	8	155	65	11
	Column Comparisons				b								
<b>Slightly more</b>	% within column	19%	19%	17%	20%	17%	19%	19%	18%	17%	18%	18%	23%
	Weighted counts	366	248	289	688	500	997	74	64	59	751	351	91
	Column Comparisons				b								
<b>No change</b>	% within column	63%	63%	64%	61%	67%	64%	61%	66%	65%	63%	67%	58%
	Weighted counts	1,204	834	1,089	2,073	2,025	3,420	237	236	228	2,567	1,326	228
	Column Comparisons				A						a c		
<b>Slightly less</b>	% within column	8%	9%	8%	9%	7%	8%	9%	7%	6%	9%	7%	11%
	Weighted counts	159	115	141	314	211	447	36	24	23	350	134	45
	Column Comparisons				b								b
<b>Much less</b>	% within column	5%	5%	6%	4%	5%	4%	7%	4%	9%	5%	4%	5%
	Weighted counts	92	61	99	149	162	240	27	15	31	212	83	18
	Column Comparisons							c		a C			
<b>Don't know</b>	% within column	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
	Weighted counts	28	14	26	42	36	68	5	4	2	58	19	2
	Column Comparisons												
<b>NET: More</b>	% within column	22%	23%	21%	25%	19%	22%	22%	22%	19%	22%	21%	26%
	Weighted counts	424	304	356	838	580	1,193	87	79	67	907	416	102
	Column Comparisons				B								
<b>NET: Less</b>	% within column	13%	13%	14%	14%	12%	13%	16%	11%	15%	14%	11%	16%
	Weighted counts	251	176	240	463	373	687	63	39	54	562	217	63
	Column Comparisons							c		c	b		b
<b>Effective Column n</b>	% within column												
	Weighted counts	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
<b>Unweighted base</b>	Column Comparisons												
	Weighted counts	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>	Column Comparisons												
	Weighted counts	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

QE11_10: Would you say that you now receive ... more or less often than two years ago? Larger parcels that do not fit through a letterbox		Crossbreaks														
		Methodology			Quarter				Gender		Age					SEG
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
Much more	% within column	4%	3%	5%	4%	4%	4%	4%	4%	4%	9%	5%	3%	1%	0%	4%
	Weighted counts	272	92	180	74	67	65	65	131	142	86	113	67	5	2	67
	Column Comparisons	-		a							B C D E	c D E	D e			
Slightly more	% within column	16%	14%	18%	18%	15%	16%	16%	15%	17%	24%	20%	15%	9%	8%	16%
	Weighted counts	1,059	363	697	306	234	252	267	490	569	214	428	303	73	41	243
	Column Comparisons	-		A							C D E	C D E	D E			
No change	% within column	64%	69%	60%	64%	65%	63%	62%	65%	62%	52%	59%	67%	73%	72%	65%
	Weighted counts	4,117	1,829	2,288	1,093	1,037	974	1,013	2,060	2,057	472	1,268	1,388	621	369	994
	Column Comparisons	-	B									a	A B	A B c	A B	
Slightly less	% within column	8%	7%	9%	7%	8%	9%	9%	8%	8%	8%	9%	7%	9%	10%	9%
	Weighted counts	535	179	356	124	123	142	147	264	272	69	188	149	79	51	136
	Column Comparisons	-		a												
Much less	% within column	6%	5%	6%	5%	6%	5%	6%	6%	6%	4%	5%	6%	7%	7%	4%
	Weighted counts	372	144	227	84	103	81	105	180	192	40	111	132	55	34	59
	Column Comparisons	-														
Don't know	% within column	2%	2%	2%	1%	1%	2%	2%	1%	2%	3%	1%	2%	2%	3%	2%
	Weighted counts	111	44	67	20	20	33	37	44	67	25	26	31	14	15	24
	Column Comparisons	-														
NET: More	% within column	21%	17%	23%	22%	19%	21%	20%	20%	22%	33%	25%	18%	9%	8%	20%
	Weighted counts	1,332	455	877	380	302	318	332	621	711	300	541	370	78	43	310
	Column Comparisons	-		A							B C D E	C D E	D E			
NET: Less	% within column	14%	12%	15%	12%	14%	14%	15%	14%	14%	12%	14%	14%	16%	17%	13%
	Weighted counts	907	324	583	207	226	222	251	444	463	108	299	280	134	85	194
	Column Comparisons	-		a												
Effective Column n	% within column															
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230
Unweighted base	Column Comparisons															
	Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
Weighted base	Column Comparisons															
	Weighted counts	6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
QE11_10: Would you say that you now receive ... more or less often than two years ago? Larger parcels that do not fit through a letterbox		SEG			Working status		UK nation			Rurality			
		C1	C2	DE	Working	Not working	NET: England	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Much more</b>	% within column	4%	4%	4%	5%	4%	4%	4%	5%	2%	5%	4%	4%
	Weighted counts	82	55	68	165	107	233	15	17	8	187	71	14
	Column Comparisons				b								
<b>Slightly more</b>	% within column	16%	17%	17%	18%	14%	16%	18%	16%	15%	16%	16%	17%
	Weighted counts	310	222	284	621	435	880	71	56	53	669	321	68
	Column Comparisons				B								
<b>No change</b>	% within column	63%	63%	63%	62%	66%	64%	59%	65%	66%	63%	66%	63%
	Weighted counts	1,209	842	1,072	2,104	1,987	3,423	231	234	230	2,561	1,307	249
	Column Comparisons				a				b	b			
<b>Slightly less</b>	% within column	8%	8%	8%	9%	8%	8%	9%	8%	8%	8%	8%	8%
	Weighted counts	158	109	134	291	243	440	37	30	29	346	157	32
	Column Comparisons												
<b>Much less</b>	% within column	6%	6%	7%	5%	6%	5%	9%	5%	8%	6%	5%	7%
	Weighted counts	111	78	124	181	188	293	33	17	28	248	97	27
	Column Comparisons			a				c		c			
<b>Don't know</b>	% within column	2%	2%	2%	2%	2%	2%	1%	1%	1%	2%	1%	1%
	Weighted counts	35	23	29	55	53	99	5	5	2	82	25	5
	Column Comparisons												
<b>NET: More</b>	% within column	21%	21%	21%	23%	18%	21%	22%	20%	17%	21%	20%	21%
	Weighted counts	392	278	352	786	543	1,113	85	73	61	856	393	83
	Column Comparisons				B								
<b>NET: Less</b>	% within column	14%	14%	15%	14%	14%	14%	18%	13%	16%	15%	13%	15%
	Weighted counts	269	186	258	472	431	733	70	47	57	594	254	59
	Column Comparisons												
<b>Effective Column n</b>	% within column												
	Weighted counts	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
	Column Comparisons												
<b>Unweighted base</b>		1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>		1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks														
QE11_11: Would you say that you now receive ... more or less often than two years ago? Items requiring a signature		Methodology			Quarter				Gender		Age					SEG
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
Much more	% within column	3%	2%	3%	3%	3%	3%	3%	3%	3%	7%	3%	2%	1%	0%	3%
	Weighted counts	177	55	122	44	42	44	48	91	86	59	73	37	8	0	41
	Column Comparisons	-		a							b C D E	c d E	e	e		
Slightly more	% within column	15%	13%	16%	16%	13%	16%	14%	14%	15%	23%	16%	13%	9%	9%	15%
	Weighted counts	959	338	621	271	209	242	236	449	510	209	349	279	76	46	234
	Column Comparisons	-		A							B C D E	c D E	d e			
No change	% within column	68%	73%	64%	68%	69%	66%	68%	69%	67%	56%	65%	70%	75%	75%	68%
	Weighted counts	4,380	1,942	2,438	1,157	1,095	1,024	1,104	2,178	2,202	507	1,393	1,457	637	386	1,042
	Column Comparisons	-	B									A	A b	A B c	A B	
Slightly less	% within column	7%	5%	9%	7%	7%	9%	8%	7%	8%	7%	8%	7%	7%	7%	8%
	Weighted counts	480	146	334	113	109	133	125	227	253	67	181	136	62	35	127
	Column Comparisons	-		A												
Much less	% within column	6%	5%	6%	5%	6%	5%	6%	6%	6%	4%	5%	6%	7%	7%	4%
	Weighted counts	369	145	224	90	101	84	94	181	188	37	113	129	56	35	65
	Column Comparisons	-														
Don't know	% within column	2%	1%	2%	1%	2%	1%	2%	1%	2%	3%	1%	2%	1%	2%	1%
	Weighted counts	102	26	76	25	30	20	26	42	60	27	25	31	8	11	13
	Column Comparisons	-		a							b d					
NET: More	% within column	18%	15%	19%	19%	16%	18%	17%	17%	18%	30%	20%	15%	10%	9%	18%
	Weighted counts	1,136	392	743	315	250	286	284	540	596	268	422	316	84	46	275
	Column Comparisons	-		A							B C D E	C D E	D E			
NET: Less	% within column	13%	11%	15%	12%	13%	14%	13%	13%	13%	11%	14%	13%	14%	14%	13%
	Weighted counts	849	291	558	203	210	218	219	408	441	103	294	265	118	69	192
	Column Comparisons	-		A												
Effective Column n	% within column															
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230
	Column Comparisons															
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
QE11_11: Would you say that you now receive ... more or less often than two years ago? Items requiring a signature		C1	C2	DE	Working	Not working	NET: England	NET: Scotland	Wales	North-ern Irel-	Urban	Rural	Unkn-own
Much more	% within column	2%	3%	3%	3%	2%	3%	3%	3%	2%	3%	2%	2%
	Weighted counts	43	36	56	112	66	148	12	11	7	122	47	8
	Column Comparisons				b								
Slightly more	% within column	16%	16%	13%	16%	14%	15%	15%	16%	13%	15%	15%	16%
	Weighted counts	301	208	216	545	410	796	60	56	46	607	289	62
	Column Comparisons				b								
No change	% within column	68%	66%	69%	66%	70%	68%	62%	68%	68%	67%	70%	66%
	Weighted counts	1,291	872	1,175	2,259	2,095	3,655	243	242	240	2,735	1,383	262
	Column Comparisons				a								
Slightly less	% within column	7%	8%	7%	8%	7%	7%	10%	8%	6%	8%	7%	8%
	Weighted counts	135	101	117	274	204	391	40	28	20	308	139	33
	Column Comparisons							d					
Much less	% within column	5%	7%	6%	5%	6%	5%	8%	4%	9%	6%	5%	6%
	Weighted counts	104	89	111	179	187	290	31	16	33	253	93	24
	Column Comparisons		a	a				c		a C			
Don't know	% within column	2%	2%	2%	1%	2%	2%	2%	1%	1%	2%	1%	2%
	Weighted counts	32	22	35	48	51	87	6	5	4	68	27	7
	Column Comparisons												
NET: More	% within column	18%	18%	16%	19%	16%	18%	18%	19%	15%	18%	17%	18%
	Weighted counts	344	244	272	656	476	944	71	67	53	729	337	70
	Column Comparisons				b								
NET: Less	% within column	13%	14%	13%	13%	13%	13%	18%	12%	15%	14%	12%	14%
	Weighted counts	239	190	228	453	391	682	70	44	53	561	231	57
	Column Comparisons							a c					
Effective Column n	% within column												
	Weighted counts	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
Unweighted base	% within column												
	Weighted counts	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base	% within column												
	Weighted counts	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

**Section F: Costs & Affordability**

# Ofcom Residential Postal Tracker (January - December 2016)

QF1\_1: In the last 3 months have you had to... Reduce your use of postage stamps so that you can afford essentials like food or heating

**Yes**

% within column

Weighted counts

Column Comparisons

% within column

Weighted counts

Column Comparisons

% within column

Weighted counts

Column Comparisons

% within column

Weighted counts

Column Comparisons

**Effective Column n**

**Unweighted base**

**Weighted base**

**Columns**

		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
		8%	4%	11%	7%	8%	8%	9%	7%	9%	11%	10%	7%	3%	5%	6%	7%
		518	110	408	124	119	128	147	225	293	101	222	141	27	27	95	129
		-		A						a	C D e	C D e	D				
		89%	94%	85%	89%	90%	89%	88%	90%	88%	84%	85%	91%	96%	93%	91%	91%
		5,760	2,505	3,255	1,519	1,420	1,375	1,446	2,852	2,908	760	1,822	1,893	811	474	1,390	1,732
		-	B						b				A B	A B C e	A B	D	D
		3%	1%	4%	3%	3%	3%	3%	3%	3%	5%	4%	2%	1%	2%	2%	2%
		189	36	152	57	45	45	42	92	97	44	91	35	8	11	37	44
		-		A							C D e	C D					
		4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230	1,507
		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607	1,968
		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522	1,905
		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

QF1_1: In the last 3 months have you had to... Reduce your use of postage stamps so that you can afford essentials like food or heating		Crossbreaks										
		SEG		Working status		UK nation			Rurality			
		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Yes	% within column	8%	11%	8%	7%	9%	5%	8%	3%	8%	7%	11%
	Weighted counts	100	193	289	224	458	19	29	12	344	129	45
	Column Comparisons		A B c			d		b D		b		b
No	% within column	89%	85%	88%	90%	88%	92%	90%	95%	89%	91%	85%
	Weighted counts	1,182	1,456	3,017	2,716	4,748	360	321	332	3,630	1,796	335
	Column Comparisons	d			a			a C		c	a C	
I don't know	% within column	4%	4%	3%	2%	3%	3%	2%	2%	3%	3%	4%
	Weighted counts	47	61	110	73	162	12	8	6	120	53	16
	Column Comparisons											
Effective Column n	% within column											
	Weighted counts	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
	Column Comparisons											
Unweighted base		1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base		1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p <= 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)



# Ofcom Residential Postal Tracker (January - December 2016)

QF1_2: In the last 3 months have you had to... Cut back on essentials like food or heating so that you can afford to buy postage stamps		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
<b>Yes</b>	% within column	4%	2%	5%	3%	4%	4%	5%	3%	4%	7%	6%	3%	1%	2%	3%	3%
	Weighted counts	250	47	203	49	66	59	76	107	143	60	122	53	8	8	53	56
	Column Comparisons	-		A							C D E	C D e	d				
<b>No</b>	% within column	94%	97%	92%	94%	94%	95%	93%	95%	94%	89%	91%	96%	99%	98%	95%	95%
	Weighted counts	6,082	2,572	3,510	1,605	1,491	1,463	1,523	2,997	3,085	809	1,948	1,988	834	502	1,445	1,815
	Column Comparisons	-	B										A B	A B c	A B	d	d
<b>I don't know</b>	% within column	2%	1%	3%	3%	2%	2%	2%	2%	2%	4%	3%	1%	0%	0%	2%	2%
	Weighted counts	135	33	103	46	29	26	35	65	70	37	64	29	3	2	24	34
	Column Comparisons	-		A							C D E	c D e	d				
<b>Effective Column n</b>		4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230	1,507
<b>Unweighted base</b>		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607	1,968
<b>Weighted base</b>		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522	1,905
<b>Columns</b>		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

QF1_2: In the last 3 months have you had to... Cut back on essentials like food or heating so that you can afford to buy postage stamps		Crossbreaks										
		SEG		Working status		UK nation				Rurality		
		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Yes</b>	<i>% within column</i>	4%	5%	4%	3%	4%	2%	2%	2%	5%	2%	5%
	<i>Weighted counts</i>	54	87	150	99	229	7	7	6	187	46	18
	<i>Column Comparisons</i>		b	b						B		b
<b>No</b>	<i>% within column</i>	93%	92%	93%	95%	94%	96%	97%	97%	93%	96%	93%
	<i>Weighted counts</i>	1,241	1,580	3,177	2,872	5,019	377	347	339	3,812	1,900	369
	<i>Column Comparisons</i>				A						A c	
<b>I don't know</b>	<i>% within column</i>	3%	3%	3%	1%	2%	2%	1%	2%	2%	2%	2%
	<i>Weighted counts</i>	34	43	89	43	119	6	4	6	94	32	9
	<i>Column Comparisons</i>			b								
<b>Effective Column n</b>	<i>% within column</i>											
	<i>Weighted counts</i>	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
	<i>Column Comparisons</i>											
	<i>Weighted counts</i>	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
<b>Unweighted base</b>		1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>		1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p <= 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		Methodology			Quarter				Gender		Age		
QF2: Giving your best guess, how much do you think a 1st class stamp costs today?		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years
QF2: Giving your best guess, how much do you think a 1st class stamp costs today?	Average	£.88	£.78	£.94	£.87	£.85	£.89	£.90	£.86	£.90	£1.06	£.96	£.80
	Column Comparisons	-		A							C D E	C D E	
Effective Column n		4,921	1,509	3,751	1,276	1,211	1,188	1,240	2,410	2,512	617	1,508	1,661
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069
Columns		A	A	B	A	B	C	D	A	B	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4921 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		Age		SEG				Working status		UK nation			
QF2: Giving your best guess, how much do you think a 1st class stamp costs today?		65-74 years	75+	AB	C1	C2	DE	Working	Not working	NET: England	NET: Scotland	Wales	Northern Ireland
<b>QF2: Giving your best guess, how much do you think a 1st class stamp costs today?</b>	<i>Average</i>	£.75	£.73	£.86	£.86	£.88	£.90	£.91	£.84	£.89	£.84	£.86	£.82
	<i>Column Comparisons</i>							b					
<b>Effective Column n</b>		725	412	1,231	1,507	978	1,200	2,562	2,329	3,649	697	622	595
<b>Unweighted base</b>		945	538	1,607	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739
<b>Weighted base</b>		846	512	1,522	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350
<b>Columns</b>		D	E	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4921 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks		
QF2: Giving your best guess, how much do you think a 1st class stamp costs today?		Rurality		
		Urban	Rural	Unknown
<b>QF2: Giving your best guess, how much do you think a 1st class stamp costs today?</b>	<i>Average</i>	£.92	£.79	£.90
	<i>Column Comparisons</i>	B		
<b>Effective Column n</b>		2,941	1,734	275
<b>Unweighted base</b>		3,809	2,251	359
<b>Weighted base</b>		4,093	1,978	396
<b>Columns</b>		A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4921 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		Methodology			Quarter				Gender		Age		
QF3: Giving your best guess, how much do you think a 2nd class stamp costs today?		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years
QF3: Giving your best guess, how much do you think a 2nd class stamp costs today?	Average	£.67	£.59	£.72	£.64	£.64	£.68	£.71	£.65	£.68	£.75	£.72	£.61
	Column Comparisons	-		A							C D e	C d e	
	Average												
Effective Column n		4,921	1,509	3,751	1,276	1,211	1,188	1,240	2,410	2,512	617	1,508	1,661
	Column Comparisons												
Unweighted base													
		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166
Weighted base													
		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069
Columns		A	A	B	A	B	C	D	A	B	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4921 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		Age		SEG				Working status		UK nation			
QF3: Giving your best guess, how much do you think a 2nd class stamp costs today?		65-74 years	75+	AB	C1	C2	DE	Working	Not working	NET: England	NET: Scotland	Wales	Northern Ireland
<b>QF3: Giving your best guess, how much do you think a 2nd class stamp costs today?</b>	<i>Average</i>	£.60	£.61	£.63	£.64	£.73	£.68	£.69	£.64	£.67	£.64	£.68	£.63
	<i>Column Comparisons</i>					a b		b					
<b>Effective Column n</b>		725	412	1,231	1,507	978	1,200	2,562	2,329	3,649	697	622	595
<b>Unweighted base</b>		945	538	1,607	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739
<b>Weighted base</b>		846	512	1,522	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350
<b>Columns</b>		D	E	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4921 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

## Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks		
		Rurality		
		Urban	Rural	Unknown
QF3: Giving your best guess, how much do you think a 2nd class stamp costs today?				
<b>QF3: Giving your best guess, how much do you think a 2nd class stamp costs today?</b>	<i>Average</i>	£.68	£.63	£.66
	<i>Column Comparisons</i>			
<b>Effective Column n</b>		2,941	1,734	275
<b>Unweighted base</b>		3,809	2,251	359
<b>Weighted base</b>		4,093	1,978	396
<b>Columns</b>		A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4921 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)



# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
QF4: A 1st class stamp currently costs 63p/64p*. How would you rate Royal Mail's 1st class service in terms of value for money?		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Very good	% within column	26%	32%	23%	25%	26%	27%	28%	28%	25%	31%	29%	25%	20%	23%	27%	24%
	Weighted counts	1,709	845	864	428	419	412	450	899	810	281	618	522	173	116	414	458
	Column Comparisons	-	B						b		c D e	c D e	d				
Fairly good	% within column	38%	39%	37%	39%	37%	37%	39%	39%	38%	37%	39%	39%	37%	34%	39%	41%
	Weighted counts	2,460	1,043	1,418	659	588	577	636	1,221	1,240	333	825	811	317	175	599	773
	Column Comparisons	-														c	c
Neither good nor poor	% within column	19%	14%	23%	19%	19%	19%	19%	19%	19%	19%	18%	19%	22%	20%	17%	20%
	Weighted counts	1,227	359	869	324	307	292	305	604	623	168	380	393	183	104	257	380
	Column Comparisons	-		A													
Fairly poor	% within column	11%	10%	12%	12%	12%	11%	10%	9%	14%	9%	10%	11%	14%	15%	11%	12%
	Weighted counts	724	266	458	207	188	165	164	275	449	84	221	221	121	77	169	227
	Column Comparisons	-		a						A				a b c	a b c		
Very poor	% within column	4%	5%	4%	4%	4%	6%	4%	5%	4%	3%	4%	5%	5%	7%	4%	3%
	Weighted counts	290	122	168	69	69	86	65	144	146	23	81	106	44	36	67	56
	Column Comparisons	-											a	a	a b		
I don't know	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	0%	1%	1%	1%	1%	1%
	Weighted counts	56	16	40	14	14	16	13	26	30	16	11	16	9	5	16	11
	Column Comparisons	-									b						
NET: Good	% within column	64%	71%	60%	64%	64%	64%	66%	67%	62%	68%	68%	64%	58%	57%	67%	65%
	Weighted counts	4,170	1,888	2,282	1,088	1,007	988	1,087	2,120	2,050	614	1,442	1,333	490	291	1,013	1,232
	Column Comparisons	-	B						B		D E	D E	d e				
NET: Poor	% within column	16%	15%	16%	16%	16%	16%	14%	13%	18%	12%	14%	16%	19%	22%	16%	15%
	Weighted counts	1,014	388	626	275	257	252	230	419	595	108	301	328	164	113	237	282
	Column Comparisons	-							A				a	A b c	A B c		
Effective Column n	% within column																
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230	1,507
Unweighted base	Column Comparisons																
	Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607	1,968
Weighted base	Column Comparisons																
	Weighted counts	6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522	1,905
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

\*Note: '63p' was tested from 1 January - 31 May 2016; '64p' was tested from 1 June - 31 December 2016, to reflect the price change

Ofcom Residential Postal Tracker (January - December 2016)

QF4: A 1st class stamp currently costs 63p/64p*. How would you rate Royal Mail's 1st class service in terms of value for money?		Crossbreaks										
		SEG		Working status		UK nation				Rurality		
		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Very good	% within column	29%	27%	29%	23%	26%	23%	23%	41%	27%	26%	18%
	Weighted counts	382	455	1,007	692	1,393	90	83	144	1,118	519	72
	Column Comparisons			B					A B C	c	c	
Fairly good	% within column	34%	37%	39%	37%	38%	41%	43%	34%	38%	37%	41%
	Weighted counts	456	632	1,326	1,126	2,028	160	155	117	1,570	728	162
	Column Comparisons						d	D				
Neither good nor poor	% within column	20%	19%	17%	21%	19%	19%	18%	14%	18%	20%	22%
	Weighted counts	270	321	596	621	1,040	73	64	50	750	389	89
	Column Comparisons				a							
Fairly poor	% within column	10%	11%	10%	12%	11%	11%	10%	9%	11%	11%	12%
	Weighted counts	136	192	347	371	615	43	35	31	449	226	49
	Column Comparisons				a							
Very poor	% within column	6%	5%	3%	6%	5%	5%	5%	2%	4%	5%	5%
	Weighted counts	75	91	115	175	244	20	19	7	172	98	20
	Column Comparisons	b	b		A		d	d				
I don't know	% within column	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%
	Weighted counts	10	19	25	28	48	5	2	1	35	18	3
	Column Comparisons											
NET: Good	% within column	63%	64%	68%	60%	64%	64%	66%	75%	66%	63%	59%
	Weighted counts	838	1,087	2,333	1,818	3,421	250	238	262	2,688	1,247	234
	Column Comparisons			B					A B c			
NET: Poor	% within column	16%	17%	14%	18%	16%	16%	15%	11%	15%	16%	17%
	Weighted counts	211	284	462	546	860	63	54	37	621	324	69
	Column Comparisons				A		d	d				
Effective Column n	% within column											
	Weighted counts	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
Column Comparisons												
Unweighted base		1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base		1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*Indicates low base size (<50)

\*Note: '63p' was tested from 1 January - 31 May 2016; '64p' was tested from 1 June - 31 December 2016, to reflect the price change

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
QF5: A 2nd class stamp currently costs 54p/55p*. How would you rate Royal Mail's 2nd class service in terms of value for money?		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Very good	% within column	22%	27%	19%	22%	23%	22%	22%	23%	21%	24%	24%	21%	17%	23%	22%	21%
	Weighted counts	1,439	709	730	372	357	346	364	744	696	220	517	442	144	117	337	397
	Column Comparisons	-	B						b		d	D	d		d		
Fairly good	% within column	34%	37%	33%	35%	33%	34%	35%	34%	34%	33%	35%	34%	35%	31%	35%	35%
	Weighted counts	2,214	973	1,240	588	526	533	567	1,083	1,130	300	745	713	296	161	540	674
	Column Comparisons	-	b														
Neither good nor poor	% within column	21%	15%	26%	21%	22%	21%	22%	22%	21%	20%	22%	21%	23%	19%	20%	23%
	Weighted counts	1,390	402	987	354	354	326	356	690	700	182	471	444	195	98	298	441
	Column Comparisons	-		A													
Fairly poor	% within column	15%	14%	15%	15%	15%	14%	14%	13%	16%	14%	12%	15%	18%	19%	16%	14%
	Weighted counts	938	371	567	251	232	222	233	405	533	125	266	303	149	95	238	268
	Column Comparisons	-								A				b	b		
Very poor	% within column	6%	6%	6%	7%	6%	7%	6%	7%	6%	7%	6%	7%	6%	7%	6%	6%
	Weighted counts	414	167	247	111	101	102	99	219	195	61	124	145	49	35	94	107
	Column Comparisons	-															
I don't know	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%
	Weighted counts	73	30	43	25	15	19	14	28	44	18	12	23	14	7	15	18
	Column Comparisons	-									b						
NET: Good	% within column	56%	63%	52%	56%	56%	57%	57%	58%	55%	57%	59%	56%	52%	54%	58%	56%
	Weighted counts	3,653	1,682	1,971	960	883	878	932	1,827	1,826	520	1,261	1,155	439	278	877	1,071
	Column Comparisons	-	B									d					
NET: Poor	% within column	21%	20%	21%	21%	21%	21%	20%	20%	22%	21%	18%	22%	23%	25%	22%	20%
	Weighted counts	1,352	538	814	362	333	324	332	624	728	186	390	448	198	129	332	375
	Column Comparisons	-								a				b	b		
Effective Column n	% within column																
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230	1,507
Unweighted base	Column Comparisons																
	Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607	1,968
Weighted base	% within column																
	Weighted counts	6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522	1,905
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

\*Note: '54p' was tested from 1 January - 31 May 2016; '55p' was tested from 1 June - 31 December 2016, to reflect the price change

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks										
		SEG		Working status		UK nation			Rurality			
QF5: A 2nd class stamp currently costs 54p/55p*. How would you rate Royal Mail's 2nd class service in terms of value for money?		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Very good</b>	% within column	25%	22%	25%	19%	22%	17%	22%	39%	23%	23%	16%
	Weighted counts	329	377	845	584	1,159	68	77	135	928	447	64
	Column Comparisons			B					A B C	c	c	
<b>Fairly good</b>	% within column	31%	34%	35%	34%	34%	37%	37%	32%	34%	35%	31%
	Weighted counts	418	582	1,189	1,020	1,823	146	133	112	1,400	692	122
	Column Comparisons											
<b>Neither good nor poor</b>	% within column	23%	20%	21%	22%	22%	21%	20%	17%	22%	21%	26%
	Weighted counts	301	349	725	658	1,177	81	73	59	881	406	102
	Column Comparisons											
<b>Fairly poor</b>	% within column	14%	15%	13%	16%	15%	14%	15%	9%	14%	14%	16%
	Weighted counts	180	252	446	484	799	55	52	32	591	284	63
	Column Comparisons				a	d	d	d				
<b>Very poor</b>	% within column	7%	7%	5%	7%	6%	9%	6%	3%	6%	6%	10%
	Weighted counts	91	121	187	222	346	35	21	11	250	125	39
	Column Comparisons				a		c D	d				a b
<b>I don't know</b>	% within column	1%	2%	1%	1%	1%	2%	0%	0%	1%	1%	1%
	Weighted counts	9	30	25	45	64	6	1	1	43	24	6
	Column Comparisons				a							
<b>NET: Good</b>	% within column	56%	56%	60%	53%	56%	55%	59%	71%	57%	58%	47%
	Weighted counts	747	959	2,034	1,604	2,982	213	210	247	2,328	1,139	186
	Column Comparisons			B					A B C	c	C	
<b>NET: Poor</b>	% within column	20%	22%	19%	23%	21%	23%	21%	12%	21%	21%	26%
	Weighted counts	272	373	633	706	1,144	90	74	43	841	409	101
	Column Comparisons				A	d	D	D				
<b>Effective Column n</b>	% within column											
	Weighted counts	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
<b>Unweighted base</b>	Column Comparisons											
	Weighted counts	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>	Column Comparisons											
	Weighted counts	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*Indicates low base size (<50)

\*Note: '54p' was tested from 1 January - 31 May 2016; '55p' was tested from 1 June - 31 December 2016, to reflect the price change

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks																			
		Method-ology			Quarter				Gender		Age					SEG				Working status	
				Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE	Work- ing	Not work- ing
QF6: It currently costs £1/£1.05* to send a standard letter from NI to Ireland. How would you rate this service in terms of value for money?		<b>Total</b>	CAPI																		
Very good	% within column	11%	24%	8%	8%	7%	10%	15%	12%	9%	**	11%	9%	5%	**	10%	12%	12%	6%	13%	7%
	Weighted counts	28	11	17	5	4	7	13	17	11		12	9	1		6	13	6	3	22	7
	Column Comparisons	-	B																	b	
Fairly good	% within column	22%	33%	20%	23%	24%	15%	26%	22%	23%	**	23%	22%	13%	**	17%	25%	22%	24%	23%	22%
	Weighted counts	60	16	44	13	13	9	24	30	29		25	23	3		10	26	11	12	38	22
	Column Comparisons	-	b																		
Neither good nor poor	% within column	20%	24%	20%	17%	20%	26%	19%	19%	22%	**	22%	19%	27%	**	16%	21%	22%	23%	21%	20%
	Weighted counts	54	12	43	10	11	16	17	27	27		23	20	7		10	22	11	11	35	20
	Column Comparisons	-																			
Fairly poor	% within column	25%	15%	27%	32%	24%	26%	21%	25%	26%	**	27%	25%	27%	**	29%	22%	22%	30%	24%	26%
	Weighted counts	67	7	59	18	13	16	19	34	32		29	26	7		18	23	11	15	41	26
	Column Comparisons	-	a																		
Very poor	% within column	19%	3%	22%	18%	23%	18%	17%	19%	18%	**	15%	20%	28%	**	25%	18%	18%	13%	17%	21%
	Weighted counts	50	1	49	10	13	11	16	27	23		17	21	8		16	19	9	7	29	21
	Column Comparisons	-	A																		
I don't know	% within column	3%	1%	3%	2%	2%	5%	1%	3%	3%	**	2%	3%	0%	**	3%	2%	4%	3%	2%	3%
	Weighted counts	7	1	6	1	1	3	1	4	3		2	4	0		2	2	2	2	4	3
	Column Comparisons	-																			
NET: Good	% within column	33%	57%	28%	31%	31%	25%	41%	34%	32%	**	34%	32%	18%	**	27%	37%	34%	30%	36%	29%
	Weighted counts	88	27	61	18	17	16	37	48	40		37	32	5		17	39	17	15	60	28
	Column Comparisons	-	B					c				d									
NET: Poor	% within column	44%	18%	50%	49%	46%	44%	39%	44%	44%	**	42%	46%	55%	**	54%	40%	40%	44%	41%	48%
	Weighted counts	117	8	108	28	26	28	35	61	55		46	47	15		33	42	20	22	70	47
	Column Comparisons	-	A																		
Effective Column n	% within column																				
	Weighted counts	575	67	508	131	130	133	181	294	280	42	222	222	69	19	143	227	104	101	352	222
Unweighted base	Column Comparisons																				
	Weighted counts	615	72	543	140	139	142	194	315	300	45	238	238	74	20	153	243	111	108	377	238
Weighted base	Column Comparisons																				
	Weighted counts	266	47	219	57	56	63	90	140	126	22	108	102	27	8	62	104	50	50	168	98
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 615; total n = 6467; effective sample size = 575 (93%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

\*Note: '£1' was tested from 1 January - 31 May 2016; '£1.05' was tested from 1 June - 31 December 2016, to reflect the price change

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks						
		UK nation			Rurality			
		NET: Engl- and	NET: Scotl- and	Nort- hernal- and	Urban	Rural	Unkn- own	
QF6: It currently costs £1/£1.05* to send a standard letter from NI to Ireland. How would you rate this service in terms of value for money?		**	**	**	11%	8%	14%	**
<b>Very good</b>	% within column							
	Weighted counts				28	11	18	
	Column Comparisons				-	a		
<b>Fairly good</b>	% within column	**	**	**	22%	23%	21%	**
	Weighted counts				60	32	28	
	Column Comparisons				-			
<b>Neither good nor poor</b>	% within column	**	**	**	20%	19%	21%	**
	Weighted counts				54	27	28	
	Column Comparisons				-			
<b>Fairly poor</b>	% within column	**	**	**	25%	26%	24%	**
	Weighted counts				67	36	31	
	Column Comparisons				-			
<b>Very poor</b>	% within column	**	**	**	19%	20%	18%	**
	Weighted counts				50	27	23	
	Column Comparisons				-			
<b>I don't know</b>	% within column	**	**	**	3%	3%	2%	**
	Weighted counts				7	4	3	
	Column Comparisons				-			
<b>NET: Good</b>	% within column	**	**	**	33%	31%	35%	**
	Weighted counts				88	43	45	
	Column Comparisons				-			
<b>NET: Poor</b>	% within column	**	**	**	44%	46%	41%	**
	Weighted counts				117	63	53	
	Column Comparisons				-			
<b>Effective Column n</b>	% within column							
	Weighted counts	0	0	0	575	313	262	0
<b>Unweighted base</b>	Column Comparisons							
	Weighted counts	0	0	0	615	335	280	0
<b>Weighted base</b>	Column Comparisons							
	Weighted counts	0	0	0	266	137	129	0
<b>Columns</b>		A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 615; total n = 6467; effective sample size = 575 (93%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

\*Note: '£1' was tested from 1 January - 31 May 2016; '£1.05' was tested from 1 June - 31 December 2016, to reflect the price change

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Methodology			Quarter				Gender		Age			
QF7: Tendency to use 1st or 2nd class postage for letters and cards		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
1st class – all the time	% within column	28%	40%	20%	29%	30%	29%	26%	30%	26%	30%	34%	28%	19%
	Weighted counts	1,827	1,065	762	490	468	447	422	959	868	269	723	589	158
	Column Comparisons	-	B						b		D E	c D E	D E	
1st class – most of the time	% within column	23%	21%	24%	23%	24%	23%	21%	22%	23%	22%	25%	23%	21%
	Weighted counts	1,478	553	925	387	383	358	350	709	769	195	542	481	174
	Column Comparisons	-		a								e	e	
1st and 2nd class in equal amounts	% within column	17%	17%	17%	18%	15%	17%	19%	17%	18%	19%	17%	17%	19%
	Weighted counts	1,125	461	664	303	241	271	311	534	592	170	353	343	164
	Column Comparisons	-												
2nd class – most of the time	% within column	22%	13%	28%	22%	22%	21%	23%	21%	23%	17%	16%	24%	30%
	Weighted counts	1,421	348	1,073	380	350	319	372	655	766	152	342	500	252
	Column Comparisons	-		A						a			A B	A B c
2nd class – all the time	% within column	6%	3%	7%	5%	6%	5%	6%	5%	6%	3%	4%	6%	9%
	Weighted counts	366	90	276	90	91	83	101	159	206	27	78	122	80
	Column Comparisons	-		A									a b	A B c
I never send letters or cards	% within column	3%	4%	2%	2%	2%	3%	3%	4%	2%	7%	3%	1%	2%
	Weighted counts	175	99	76	29	38	52	56	118	56	66	69	20	14
	Column Comparisons	-	B				a	a	B		B C D E	C		
I don't know	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	0%
	Weighted counts	76	35	40	21	14	19	22	34	41	26	28	14	3
	Column Comparisons	-									b C d			
NET: (Mostly) 1st class	% within column	51%	61%	44%	52%	54%	52%	47%	53%	50%	51%	59%	52%	39%
	Weighted counts	3,305	1,618	1,687	876	851	805	772	1,668	1,637	464	1,265	1,070	332
	Column Comparisons	-	B			d			b		D E	A C D E	D E	
NET: (Mostly) 2nd class	% within column	28%	17%	35%	28%	28%	26%	29%	26%	29%	20%	20%	30%	39%
	Weighted counts	1,787	438	1,348	471	441	402	473	814	972	179	419	623	332
	Column Comparisons	-		A						a			A B	A B C
Effective Column n	% within column													
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724
	Column Comparisons													
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p <= 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3



Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation			Rurality		
		75+	AB	C1	C2	DE	Working	Not working	NET: England	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
QF7: Tendency to use 1st or 2nd class postage for letters and cards														
1st class – all the time	% within column	17%	25%	25%	30%	34%	32%	24%	28%	25%	26%	33%	31%	25%
	Weighted counts	88	375	468	394	590	1,084	734	1,517	99	94	116	1,256	494
	Column Comparisons				a b	A B c	B					b c	B C	c
1st class – most of the time	% within column	17%	25%	23%	22%	21%	25%	21%	23%	23%	22%	21%	24%	21%
	Weighted counts	85	384	448	293	353	839	635	1,237	88	79	73	967	409
	Column Comparisons		d				b						b	
1st and 2nd class in equal amounts	% within column	19%	17%	18%	18%	17%	17%	18%	17%	18%	17%	18%	17%	19%
	Weighted counts	95	262	343	238	282	577	543	929	71	61	64	678	377
	Column Comparisons													
2nd class – most of the time	% within column	34%	25%	24%	20%	19%	19%	25%	22%	23%	22%	21%	20%	25%
	Weighted counts	175	380	453	264	325	654	758	1,178	91	80	72	806	501
	Column Comparisons	A B C	c D	c d				A						A
2nd class – all the time	% within column	11%	6%	6%	6%	5%	4%	7%	6%	7%	8%	4%	5%	7%
	Weighted counts	58	87	114	85	79	144	221	298	27	28	13	211	132
	Column Comparisons	A B C						A		d	d			
I never send letters or cards	% within column	1%	2%	3%	2%	4%	2%	3%	3%	3%	4%	3%	3%	2%
	Weighted counts	6	26	54	31	64	79	92	140	12	14	10	121	47
	Column Comparisons					a								
I don't know	% within column	1%	0%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
	Weighted counts	4	7	27	25	17	41	30	67	3	2	3	53	18
	Column Comparisons			a	a									
NET: (Mostly) 1st class	% within column	34%	50%	48%	52%	55%	56%	45%	51%	48%	48%	54%	54%	46%
	Weighted counts	174	759	915	687	943	1,922	1,369	2,755	188	173	189	2,223	903
	Column Comparisons					a B	B						B c	
NET: (Mostly) 2nd class	% within column	46%	31%	30%	26%	24%	23%	33%	28%	30%	30%	24%	25%	32%
	Weighted counts	233	467	567	348	404	798	980	1,477	117	108	85	1,017	634
	Column Comparisons	A B C d	c D	D				A		d	d			A
Effective Column n	% within column													
	Weighted counts	412	1,230	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723
	Column Comparisons													
Unweighted base		538	1,607	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251
Weighted base		512	1,522	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p <= 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3



## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
QF7: Tendency to use 1st or 2nd class postage for letters and cards		Unkn-own
	% within column	19%
<b>1st class – all the time</b>	Weighted counts	76
	Column Comparisons	
	% within column	26%
<b>1st class – most of the time</b>	Weighted counts	102
	Column Comparisons	b
	% within column	18%
<b>1st and 2nd class in equal amounts</b>	Weighted counts	71
	Column Comparisons	
	% within column	29%
<b>2nd class – most of the time</b>	Weighted counts	113
	Column Comparisons	A
	% within column	6%
<b>2nd class – all the time</b>	Weighted counts	22
	Column Comparisons	
	% within column	2%
<b>I never send letters or cards</b>	Weighted counts	6
	Column Comparisons	
	% within column	1%
<b>I don't know</b>	Weighted counts	4
	Column Comparisons	
	% within column	45%
<b>NET: (Mostly) 1st class</b>	Weighted counts	179
	Column Comparisons	
	% within column	34%
<b>NET: (Mostly) 2nd class</b>	Weighted counts	135
	Column Comparisons	A
	% within column	
<b>Effective Column n</b>	Weighted counts	275
	Column Comparisons	
<b>Unweighted base</b>		359
<b>Weighted base</b>		396
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
		Methodology			Quarter				Gender		Age				
QF8: Which, if any, of these describe your reasons for using 1st class postage all or most of the time?		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+
Speed of delivery	% within column	72%	73%	72%	73%	77%	72%	67%	71%	73%	67%	71%	74%	80%	73%
	Weighted counts	2,392	1,174	1,218	644	656	577	515	1,190	1,203	312	898	789	266	127
	Column Comparisons	-			d	D								a b	
What stamps I have to hand	% within column	12%	6%	18%	11%	11%	13%	14%	12%	13%	10%	13%	12%	11%	12%
	Weighted counts	400	102	298	100	92	101	107	194	206	47	165	132	36	21
	Column Comparisons	-		A											
Security (i.e. that items sent will reach their destination intact)	% within column	11%	8%	14%	12%	12%	9%	10%	10%	11%	17%	11%	9%	6%	11%
	Weighted counts	355	123	233	103	100	75	78	174	181	77	139	100	19	20
	Column Comparisons	-		A							b c D				
Value for money	% within column	19%	22%	17%	19%	16%	18%	24%	22%	17%	24%	23%	16%	11%	15%
	Weighted counts	637	357	280	166	140	149	183	360	277	113	292	170	36	25
	Column Comparisons	-	B					b	b		c D	C D			
Value of the item to be sent	% within column	11%	12%	10%	11%	11%	11%	12%	13%	10%	16%	14%	8%	5%	5%
	Weighted counts	372	196	176	93	91	92	96	209	163	75	183	89	16	9
	Column Comparisons	-							b		C D e	C D e			
I don't want others to think that I don't want to use a 1st class stamp	% within column	4%	2%	5%	3%	3%	3%	4%	4%	4%	4%	4%	3%	2%	3%
	Weighted counts	117	31	86	27	28	28	33	59	58	17	51	36	8	4
	Column Comparisons	-		A											
Other	% within column	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	3%	4%
	Weighted counts	59	31	28	16	14	13	15	26	33	7	13	22	10	6
	Column Comparisons	-													
No particular reason	% within column	3%	3%	3%	3%	2%	4%	2%	3%	3%	2%	2%	4%	2%	6%
	Weighted counts	92	43	49	24	20	31	17	49	43	8	31	38	6	11
	Column Comparisons	-													
I don't know	% within column	0%	0%	1%	0%	1%	0%	1%	1%	0%	1%	0%	0%	0%	1%
	Weighted counts	14	4	9	2	5	3	4	10	4	3	6	3	0	2
	Column Comparisons	-													
Effective Column n	% within column														
	Weighted counts	2,377	860	1,517	612	619	584	562	1,150	1,227	297	839	831	273	137
	Column Comparisons														
Unweighted base		3,097	1,120	1,977	798	806	761	732	1,498	1,599	387	1,093	1,083	356	178
Weighted base		3,305	1,618	1,687	876	851	805	772	1,668	1,637	464	1,265	1,070	332	174

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3097; total n = 6467; effective sample size = 2377 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG				Working status		UK nation				Rurality		
QF8: Which, if any, of these describe your reasons for using 1st class postage all or most of the time?		AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Speed of delivery</b>	% within column	76%	73%	69%	72%	71%	74%	72%	80%	74%	71%	71%	77%	71%
	Weighted counts	574	669	475	674	1,367	1,014	1,981	150	128	134	1,569	695	128
	Column Comparisons								d				a	
<b>What stamps I have to hand</b>	% within column	13%	13%	13%	10%	12%	12%	13%	10%	12%	8%	12%	11%	17%
	Weighted counts	95	122	89	94	239	159	346	19	20	15	272	97	31
	Column Comparisons													
<b>Security (i.e. that items sent will reach their destination intact)</b>	% within column	9%	11%	13%	10%	11%	11%	10%	10%	9%	18%	10%	12%	12%
	Weighted counts	70	101	86	97	208	144	289	19	15	33	229	105	22
	Column Comparisons										a b c			
<b>Value for money</b>	% within column	19%	16%	21%	21%	22%	15%	20%	16%	10%	25%	21%	16%	20%
	Weighted counts	142	150	145	200	430	204	541	31	18	47	460	141	36
	Column Comparisons					B		c	c		b C	b		
<b>Value of the item to be sent</b>	% within column	10%	13%	11%	11%	14%	8%	12%	7%	8%	14%	12%	9%	9%
	Weighted counts	73	123	75	101	262	111	319	13	14	26	272	83	16
	Column Comparisons					B					b			
<b>I don't want others to think that I don't want to use a 1st class stamp</b>	% within column	4%	3%	4%	3%	4%	2%	4%	3%	4%	2%	4%	3%	4%
	Weighted counts	29	31	28	29	82	34	100	6	6	4	83	26	8
	Column Comparisons					b								
<b>Other</b>	% within column	1%	2%	2%	2%	1%	2%	2%	1%	2%	1%	2%	2%	1%
	Weighted counts	11	20	10	18	27	32	51	2	4	2	39	18	2
	Column Comparisons													
<b>No particular reason</b>	% within column	2%	3%	3%	4%	2%	3%	3%	3%	4%	4%	3%	2%	3%
	Weighted counts	11	27	21	33	46	46	72	5	8	8	65	21	6
	Column Comparisons													
<b>I don't know</b>	% within column	0%	0%	1%	1%	0%	1%	0%	0%	1%	1%	0%	0%	1%
	Weighted counts	2	1	5	6	4	10	11	0	2	1	9	4	1
	Column Comparisons						a							
<b>Effective Column n</b>		558	688	481	649	1,353	1,015	1,518	300	272	286	1,495	760	122
<b>Unweighted base</b>		727	897	627	846	1,763	1,322	1,978	391	355	373	1,948	990	159
<b>Weighted base</b>		759	915	687	943	1,922	1,369	2,755	188	173	189	2,223	903	179

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3097; total n = 6467; effective sample size = 2377 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

QF8: Which, if any, of these describe your reasons for using 1st class postage all or most of the time?	Crossbreaks													
	Methodology			Quarter				Gender		Age				
	Total	CAPI	Online	Q1	Q2	Q3	Q4	Male	Female	16-24	25-44	45-64	65-74	75+
				2016	2016	2016	2016			years	years	years	years	
Columns	A	A	B	A	B	C	D	A	B	A	B	C	D	E

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3097; total n = 6467; effective sample size = 2377 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 3 of 4

Ofcom Residential Postal Tracker (January - December 2016)

QF8: Which, if any, of these describe your reasons for using 1st class postage all or most of the time?	Crossbreaks												
	SEG				Working status		UK nation				Rurality		
	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Columns	A	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3097; total n = 6467; effective sample size = 2377 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 4 of 4

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
		Methodology			Quarter				Gender		Age				
QF9: Which, if any, of these influence your decision to use 1st or 2nd class stamps?		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+
Cost of postage	% within column	55%	51%	57%	58%	57%	51%	54%	53%	57%	57%	56%	55%	53%	55%
	Weighted counts	1,600	462	1,138	446	388	340	426	710	889	199	429	527	263	181
	Column Comparisons	-		a						a					
Speed of delivery	% within column	40%	39%	41%	45%	41%	35%	41%	40%	41%	45%	39%	41%	41%	35%
	Weighted counts	1,172	350	823	344	277	233	318	533	639	158	298	397	204	116
	Column Comparisons	-			c										
What stamps I have to hand	% within column	21%	15%	23%	20%	19%	24%	20%	21%	21%	24%	20%	21%	19%	21%
	Weighted counts	605	137	468	155	131	159	160	281	324	83	154	204	95	70
	Column Comparisons	-		A											
Value of the item to be sent	% within column	17%	10%	19%	17%	15%	17%	17%	16%	17%	25%	21%	15%	11%	9%
	Weighted counts	481	93	388	135	100	111	135	220	261	87	158	149	56	31
	Column Comparisons	-		A							C D E	c D E	e		
Security (i.e. that items sent will reach their destination intact)	% within column	5%	2%	7%	5%	6%	3%	6%	5%	6%	10%	6%	4%	5%	5%
	Weighted counts	152	20	132	42	42	20	47	64	88	34	46	34	22	15
	Column Comparisons	-		A		c		c			C d				
I don't want others to think that I don't want to use a 1st class stamp	% within column	2%	2%	2%	1%	2%	1%	2%	1%	2%	3%	2%	1%	1%	1%
	Weighted counts	48	17	31	11	12	7	18	17	31	9	19	9	7	4
	Column Comparisons	-													
Other	% within column	3%	4%	3%	3%	3%	3%	3%	2%	4%	2%	2%	3%	4%	4%
	Weighted counts	84	32	51	20	22	17	25	25	58	7	12	33	18	13
	Column Comparisons	-								a					
No particular reason	% within column	6%	9%	5%	4%	6%	8%	6%	6%	5%	4%	5%	7%	6%	6%
	Weighted counts	168	77	91	29	40	52	47	86	82	14	38	65	30	21
	Column Comparisons	-	B				a								
I don't know	% within column	0%	0%	0%	0%	1%	1%	0%	0%	1%	1%	1%	0%	1%	0%
	Weighted counts	13	3	10	2	5	5	1	5	8	2	8	0	3	0
	Column Comparisons	-													
Effective Column n	% within column														
	Weighted counts	2,397	483	1,914	636	561	561	639	1,175	1,222	262	610	814	441	270
	Column Comparisons														
Unweighted base		3,104	626	2,478	823	727	727	827	1,522	1,582	339	790	1,054	571	350
Weighted base		2,912	899	2,013	774	682	672	784	1,348	1,564	350	772	965	496	328

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3104; total n = 6467; effective sample size = 2397 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG				Working status		UK nation				Rurality		
QF9: Which, if any, of these influence your decision to use 1st or 2nd class stamps?		AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Cost of postage</b>	% within column	54%	56%	54%	55%	54%	56%	55%	51%	53%	59%	55%	54%	63%
	Weighted counts	392	511	316	380	740	853	1,327	96	90	87	925	545	129
	Column Comparisons													
<b>Speed of delivery</b>	% within column	44%	40%	39%	38%	41%	39%	40%	45%	42%	37%	40%	40%	45%
	Weighted counts	324	360	227	261	568	600	961	85	71	55	673	407	92
	Column Comparisons													
<b>What stamps I have to hand</b>	% within column	21%	23%	17%	20%	22%	20%	21%	23%	20%	22%	21%	21%	20%
	Weighted counts	154	212	101	138	299	304	495	43	34	33	356	207	42
	Column Comparisons													
<b>Value of the item to be sent</b>	% within column	16%	17%	18%	15%	19%	14%	16%	19%	18%	26%	17%	15%	24%
	Weighted counts	120	150	105	106	258	218	376	37	31	38	284	148	49
	Column Comparisons					b					a			a b
<b>Security (i.e. that items sent will reach their destination intact)</b>	% within column	6%	5%	5%	5%	6%	5%	5%	6%	5%	9%	6%	4%	9%
	Weighted counts	42	47	31	32	76	75	119	12	8	13	95	38	19
	Column Comparisons													b
<b>I don't want others to think that I don't want to use a 1st class stamp</b>	% within column	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	0%
	Weighted counts	17	9	10	12	24	24	40	2	3	3	31	16	1
	Column Comparisons													
<b>Other</b>	% within column	3%	3%	3%	3%	2%	3%	3%	2%	2%	0%	2%	4%	3%
	Weighted counts	25	23	17	19	32	52	76	4	3	1	39	39	6
	Column Comparisons													
<b>No particular reason</b>	% within column	4%	6%	6%	7%	5%	6%	6%	5%	4%	7%	6%	5%	3%
	Weighted counts	32	50	38	48	73	95	140	10	7	11	109	52	7
	Column Comparisons													
<b>I don't know</b>	% within column	0%	0%	1%	1%	0%	0%	0%	0%	0%	2%	1%	0%	0%
	Weighted counts	1	2	5	4	6	7	10	1	0	3	9	4	0
	Column Comparisons													
<b>Effective Column n</b>	% within column													
	Weighted counts	654	777	465	501	1,142	1,241	1,493	339	300	265	1,327	923	147
	Column Comparisons													
<b>Unweighted base</b>		847	1,006	602	649	1,479	1,607	1,934	439	388	343	1,719	1,195	190
<b>Weighted base</b>		729	910	586	686	1,374	1,523	2,406	189	169	148	1,696	1,010	206

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3104; total n = 6467; effective sample size = 2397 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

QF9: Which, if any, of these influence your decision to use 1st or 2nd class stamps?	Crossbreaks													
	Methodology			Quarter				Gender		Age				
	Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+
Columns	A	A	B	A	B	C	D	A	B	A	B	C	D	E

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3104; total n = 6467; effective sample size = 2397 (77%)

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

Part 3 of 4



Ofcom Residential Postal Tracker (January - December 2016)

QF9: Which, if any, of these influence your decision to use 1st or 2nd class stamps?	Crossbreaks												
	SEG				Working status		UK nation				Rurality		
	AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Columns	A	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 3104; total n = 6467; effective sample size = 2397 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 4 of 4

## **Section G: Satisfaction with the Postal Service**

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
QG1_1: How much would you say you rely on the postal services for sending and receiving letters/cards and parcels? Letters and cards		Methodology			Quarter				Gender		Age				
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+
Very reliant	% within column	34%	45%	27%	33%	35%	35%	33%	31%	37%	21%	31%	37%	42%	43%
	Weighted counts	2,196	1,180	1,016	561	550	548	537	988	1,208	194	665	765	353	218
	Column Comparisons	-	B						A			A	A B	A B c	A B c
Fairly reliant	% within column	41%	36%	45%	42%	41%	40%	40%	40%	42%	41%	41%	41%	41%	41%
	Weighted counts	2,650	951	1,698	716	655	625	653	1,270	1,380	374	867	851	347	210
	Column Comparisons	-		A											
Neither reliant nor not reliant	% within column	14%	10%	17%	15%	14%	13%	15%	17%	12%	18%	16%	13%	9%	11%
	Weighted counts	922	268	654	256	223	199	244	527	395	160	349	278	79	56
	Column Comparisons	-		A					B		c D e	c D e	d		
Not very reliant	% within column	7%	6%	8%	7%	7%	7%	6%	8%	6%	13%	7%	6%	5%	3%
	Weighted counts	450	146	304	125	108	111	105	251	199	114	158	119	42	17
	Column Comparisons	-		A					b		B C D E	e			
Not at all reliant	% within column	3%	3%	3%	2%	2%	3%	5%	3%	3%	5%	3%	2%	2%	1%
	Weighted counts	195	84	111	34	36	50	76	108	87	49	74	46	20	6
	Column Comparisons	-						A b			C d e				
Don't know	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	0%	1%
	Weighted counts	55	22	33	9	13	14	19	25	30	15	22	11	3	4
	Column Comparisons	-													
NET: Reliant	% within column	75%	80%	71%	75%	76%	76%	73%	71%	78%	63%	72%	78%	83%	84%
	Weighted counts	4,845	2,131	2,714	1,277	1,205	1,173	1,190	2,257	2,588	568	1,532	1,616	701	428
	Column Comparisons	-	B							A		A	A B	A B c	A B c
NET: Not reliant	% within column	10%	9%	11%	9%	9%	10%	11%	11%	9%	18%	11%	8%	7%	5%
	Weighted counts	645	231	414	159	144	161	181	360	286	163	231	165	63	24
	Column Comparisons	-		a					b		B C D E	c d E	e		
Effective Column n	% within column														
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412
Unweighted base	Column Comparisons														
	Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538
Weighted base	Column Comparisons														
	Weighted counts	6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG				Working status		UK nation				Rurality		
QG1_1: How much would you say you rely on the postal services for sending and receiving letters/cards and parcels? Letters and cards		AB	C1	C2	DE	Working	Not working	NET: England	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Very reliant</b>	% within column	36%	31%	34%	36%	30%	38%	34%	31%	37%	34%	35%	35%	24%
	Weighted counts	545	587	449	614	1,032	1,155	1,820	122	133	120	1,414	687	95
	Column Comparisons	b			b		A					C	C	
<b>Fairly reliant</b>	% within column	43%	42%	41%	38%	43%	39%	41%	43%	38%	44%	40%	43%	47%
	Weighted counts	651	799	542	657	1,477	1,160	2,191	170	135	154	1,618	848	184
	Column Comparisons					B							a	a
<b>Neither reliant nor not reliant</b>	% within column	11%	15%	15%	16%	15%	13%	14%	15%	12%	12%	15%	12%	18%
	Weighted counts	170	283	203	266	508	401	775	61	45	42	606	244	72
	Column Comparisons		a	a	a							b		b
<b>Not very reliant</b>	% within column	7%	8%	6%	6%	8%	6%	7%	7%	9%	7%	7%	7%	9%
	Weighted counts	110	157	84	99	256	191	367	28	32	23	284	131	34
	Column Comparisons													
<b>Not at all reliant</b>	% within column	3%	3%	3%	3%	3%	3%	3%	2%	4%	3%	3%	3%	2%
	Weighted counts	39	60	40	55	115	80	166	7	13	10	131	55	9
	Column Comparisons													
<b>Don't know</b>	% within column	0%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	0%
	Weighted counts	8	19	9	19	28	26	50	3	1	1	41	12	1
	Column Comparisons													
<b>NET: Reliant</b>	% within column	79%	73%	75%	74%	73%	77%	75%	75%	75%	78%	74%	78%	71%
	Weighted counts	1,196	1,386	991	1,271	2,509	2,316	4,011	292	268	274	3,031	1,535	279
	Column Comparisons	b d					a						a c	
<b>NET: Not reliant</b>	% within column	10%	11%	9%	9%	11%	9%	10%	9%	12%	9%	10%	9%	11%
	Weighted counts	149	217	125	154	371	271	532	35	45	33	415	187	43
	Column Comparisons					b								
<b>Effective Column n</b>														
<b>Unweighted base</b>	Weighted counts	1,230	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
	Column Comparisons													
	Weighted counts	1,607	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>														
<b>Columns</b>	Weighted counts	1,522	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
	Column Comparisons													
	Weighted counts	A	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks															
QG1_2: How much would you say you rely on the postal services for sending and receiving letters/cards and parcels? Parcels		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	
Very reliant	% within column	36%	44%	31%	35%	37%	38%	35%	34%	38%	33%	37%	38%	35%	34%	38%	
	Weighted counts	2,350	1,172	1,178	594	593	590	573	1,085	1,265	297	797	791	295	172	571	
	Column Comparisons	-	B							a						b	
Fairly reliant	% within column	40%	33%	44%	40%	39%	38%	41%	39%	40%	41%	39%	39%	41%	39%	42%	
	Weighted counts	2,566	886	1,680	678	620	594	674	1,248	1,318	374	840	808	346	198	637	
	Column Comparisons	-		A												d	
Neither reliant nor not reliant	% within column	15%	12%	17%	17%	15%	13%	14%	17%	13%	18%	14%	14%	15%	15%	13%	
	Weighted counts	952	311	642	293	234	196	229	534	418	159	299	291	124	78	193	
	Column Comparisons	-		A	c				B								
Not very reliant	% within column	6%	6%	5%	6%	5%	7%	5%	6%	5%	5%	6%	5%	6%	8%	5%	
	Weighted counts	368	160	208	96	75	114	83	196	172	49	123	105	50	41	79	
	Column Comparisons	-					b										
Not at all reliant	% within column	3%	3%	2%	2%	3%	2%	3%	3%	2%	2%	2%	3%	3%	4%	2%	
	Weighted counts	166	90	75	28	50	36	52	84	82	18	48	55	24	20	37	
	Column Comparisons	-	b			a		a									
Don't know	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	
	Weighted counts	65	32	33	11	14	17	23	22	43	10	27	18	7	3	5	
	Column Comparisons	-								a							
NET: Reliant	% within column	76%	78%	75%	75%	77%	77%	76%	74%	78%	74%	77%	77%	76%	72%	79%	
	Weighted counts	4,916	2,058	2,858	1,272	1,213	1,184	1,247	2,333	2,583	670	1,637	1,599	640	370	1,208	
	Column Comparisons	-	b							A						b c	
NET: Not reliant	% within column	8%	9%	7%	7%	8%	10%	8%	9%	8%	7%	8%	8%	9%	12%	8%	
	Weighted counts	533	251	283	123	124	150	135	279	254	66	171	161	74	61	116	
	Column Comparisons	-	b												a b c		
Effective Column n																	
		Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230
		Column Comparisons															
Unweighted base																	
		Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
Weighted base																	
		Weighted counts	6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522
Columns			A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
QG1_2: How much would you say you rely on the postal services for sending and receiving letters/cards and parcels? Parcels		C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Very reliant	% within column	33%	36%	40%	35%	38%	36%	34%	39%	40%	37%	37%	28%
	Weighted counts	625	473	682	1,210	1,132	1,938	133	140	139	1,501	740	110
	Column Comparisons			B							c	c	
Fairly reliant	% within column	42%	39%	36%	41%	38%	39%	44%	39%	40%	38%	42%	45%
	Weighted counts	791	517	621	1,405	1,147	2,114	171	138	142	1,555	833	178
	Column Comparisons	d			b							a	a
Neither reliant nor not reliant	% within column	16%	16%	14%	14%	15%	15%	13%	12%	12%	16%	12%	19%
	Weighted counts	298	214	247	486	452	817	51	42	42	637	238	77
	Column Comparisons										b		B
Not very reliant	% within column	6%	5%	6%	6%	6%	6%	7%	8%	5%	6%	5%	6%
	Weighted counts	120	73	96	199	168	297	26	28	16	237	108	22
	Column Comparisons												
Not at all reliant	% within column	3%	3%	2%	2%	3%	3%	2%	3%	2%	3%	2%	2%
	Weighted counts	52	37	41	79	86	144	6	9	7	117	42	6
	Column Comparisons												
Don't know	% within column	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%
	Weighted counts	19	16	25	36	28	57	3	1	4	46	16	2
	Column Comparisons			a									
NET: Reliant	% within column	74%	74%	76%	77%	76%	75%	78%	78%	80%	75%	80%	73%
	Weighted counts	1,416	990	1,303	2,616	2,279	4,052	305	278	281	3,056	1,573	287
	Column Comparisons											A c	
NET: Not reliant	% within column	9%	8%	8%	8%	8%	8%	8%	10%	7%	9%	8%	7%
	Weighted counts	172	109	136	278	254	441	32	37	23	354	151	29
	Column Comparisons												
Effective Column n	% within column												
	Weighted counts	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
Unweighted base	Column Comparisons												
	Weighted counts	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base	Column Comparisons												
	Weighted counts	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
		Methodology			Quarter				Gender		Age				
QG2: How satisfied are you overall with the postal services in terms of delivering value for money for sending mail?		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+
Very satisfied	% within column	30%	40%	22%	29%	30%	29%	31%	31%	28%	29%	30%	30%	28%	29%
	Weighted counts	1,917	1,065	852	485	476	447	509	984	933	261	647	622	240	148
	Column Comparisons	-	B						b						
Fairly satisfied	% within column	45%	44%	45%	44%	44%	46%	45%	44%	45%	44%	46%	44%	45%	42%
	Weighted counts	2,898	1,170	1,728	751	700	707	741	1,401	1,497	399	990	912	382	215
	Column Comparisons	-													
Neither satisfied or dissatisfied	% within column	15%	8%	20%	16%	14%	15%	15%	15%	15%	17%	14%	15%	15%	16%
	Weighted counts	973	220	754	264	226	239	244	476	497	158	296	310	128	83
	Column Comparisons	-		A											
Fairly dissatisfied	% within column	7%	4%	9%	8%	8%	7%	5%	6%	8%	6%	6%	7%	9%	10%
	Weighted counts	461	115	346	132	132	110	87	191	270	53	132	149	75	52
	Column Comparisons	-		A	d	d				a					
Very dissatisfied	% within column	2%	2%	3%	3%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%
	Weighted counts	146	41	105	49	36	36	25	76	70	15	46	58	20	9
	Column Comparisons	-		a											
I don't know	% within column	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	0%	1%
	Weighted counts	71	41	30	19	15	8	29	40	31	21	24	19	2	5
	Column Comparisons	-	b					c			c d				
NET: Satisfied	% within column	74%	84%	68%	73%	74%	75%	76%	75%	74%	73%	77%	74%	74%	71%
	Weighted counts	4,815	2,235	2,580	1,236	1,176	1,154	1,250	2,385	2,430	659	1,637	1,534	622	363
	Column Comparisons	-	B												
NET: Dissatisfied	% within column	9%	6%	12%	11%	11%	9%	7%	8%	10%	7%	8%	10%	11%	12%
	Weighted counts	607	156	451	181	168	146	112	267	340	67	177	207	95	61
	Column Comparisons	-		A	d	d	d			a					
Effective Column n	% within column														
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412
Unweighted base	Column Comparisons														
	Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538
Weighted base	Column Comparisons														
	Weighted counts	6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

QG2: How satisfied are you overall with the postal services in terms of delivering value for money for sending mail?		Crossbreaks												
		SEG				Working status		UK nation				Rurality		
		AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Very satisfied	% within column	28%	26%	32%	33%	31%	29%	29%	26%	30%	45%	30%	30%	19%
	Weighted counts	428	504	428	556	1,048	863	1,553	100	107	157	1,248	595	74
	Column Comparisons			b	a b						A B C	C	C	
Fairly satisfied	% within column	46%	48%	42%	43%	46%	44%	45%	49%	45%	35%	45%	44%	46%
	Weighted counts	695	914	558	731	1,565	1,322	2,424	192	161	121	1,842	873	183
	Column Comparisons		c d					d	D	D				
Neither satisfied or dissatisfied	% within column	15%	15%	14%	16%	14%	16%	15%	14%	15%	13%	14%	16%	22%
	Weighted counts	227	292	184	271	477	484	816	56	55	46	577	308	88
	Column Comparisons						a							A b
Fairly dissatisfied	% within column	8%	7%	7%	6%	6%	8%	7%	8%	6%	6%	7%	7%	9%
	Weighted counts	124	143	97	98	220	237	388	32	22	20	282	145	34
	Column Comparisons													
Very dissatisfied	% within column	2%	2%	3%	2%	2%	3%	2%	3%	3%	1%	2%	2%	3%
	Weighted counts	38	33	40	35	71	76	122	10	10	5	86	47	14
	Column Comparisons													
I don't know	% within column	1%	1%	2%	1%	1%	1%	1%	0%	1%	0%	1%	0%	1%
	Weighted counts	11	19	22	20	36	32	65	1	3	2	58	10	4
	Column Comparisons											b		
NET: Satisfied	% within column	74%	74%	74%	75%	76%	72%	74%	75%	75%	79%	75%	74%	65%
	Weighted counts	1,123	1,419	986	1,287	2,613	2,185	3,977	292	268	278	3,090	1,468	257
	Column Comparisons					b						C	C	
NET: Dissatisfied	% within column	11%	9%	10%	8%	8%	10%	9%	11%	9%	7%	9%	10%	12%
	Weighted counts	162	176	137	133	290	313	510	42	32	25	368	192	47
	Column Comparisons					a								
Effective Column n	% within column													
	Weighted counts	1,230	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
Unweighted base	Column Comparisons													
	Weighted counts	1,607	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base	Column Comparisons													
	Weighted counts	1,522	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		A	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50) Part 2 of 2



# Ofcom Residential Postal Tracker (January - December 2016)

			Crossbreaks													
QG3_1: How satisfied are you with the following aspects of Royal Mail's service? Quality of postal delivery to your home			Methodology			Quarter				Gender		Age				
			Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+
Very satisfied	% within column	37%	49%	28%	35%	38%	37%	36%	37%	37%	29%	34%	39%	42%	46%	
	Weighted counts	2,365	1,288	1,077	598	607	577	583	1,161	1,204	261	717	800	352	235	
	Column Comparisons	-	B									a	A b	A B	A B c	
Fairly satisfied	% within column	45%	40%	48%	43%	44%	46%	46%	44%	45%	48%	45%	45%	42%	38%	
	Weighted counts	2,888	1,063	1,824	738	692	713	745	1,391	1,497	437	966	938	355	192	
	Column Comparisons	-		A							e	e	e			
Neither satisfied or dissatisfied	% within column	12%	7%	15%	13%	11%	10%	12%	12%	12%	15%	14%	10%	9%	10%	
	Weighted counts	755	175	580	229	175	155	196	374	380	134	291	202	76	52	
	Column Comparisons	-		A	c						c d	c d				
Fairly dissatisfied	% within column	4%	2%	6%	5%	4%	4%	4%	5%	4%	5%	4%	3%	5%	4%	
	Weighted counts	283	61	222	85	67	63	67	143	140	50	95	72	44	23	
	Column Comparisons	-		A												
Very dissatisfied	% within column	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	
	Weighted counts	131	41	90	42	30	31	29	76	55	10	49	47	16	9	
	Column Comparisons	-		a												
Don't know	% within column	1%	1%	1%	0%	1%	1%	1%	1%	1%	2%	1%	0%	0%	0%	
	Weighted counts	45	23	22	8	13	9	15	24	21	14	16	10	4	1	
	Column Comparisons	-														
NET: Satisfied	% within column	81%	89%	76%	79%	82%	83%	81%	81%	82%	77%	79%	84%	84%	84%	
	Weighted counts	5,253	2,351	2,901	1,337	1,299	1,290	1,328	2,552	2,701	698	1,683	1,738	707	428	
	Column Comparisons	-	B				a						A B	a b	a	
NET: Dissatisfied	% within column	6%	4%	8%	7%	6%	6%	6%	7%	6%	7%	7%	6%	7%	6%	
	Weighted counts	414	101	313	127	97	94	96	219	195	60	144	119	59	31	
	Column Comparisons	-		A												
Effective Column n	% within column															
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	
	Column Comparisons															
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG				Working status		UK nation				Rurality		
QG3_1: How satisfied are you with the following aspects of Royal Mail's service? Quality of postal delivery to your home		AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Very satisfied</b>	% within column	36%	34%	38%	39%	34%	40%	36%	30%	41%	51%	36%	40%	26%
	Weighted counts	545	654	503	663	1,164	1,192	1,923	118	146	179	1,471	789	105
	Column Comparisons					A				B	A B C	c	a C	
<b>Fairly satisfied</b>	% within column	45%	47%	44%	43%	47%	42%	45%	53%	41%	37%	44%	44%	51%
	Weighted counts	689	889	580	730	1,594	1,279	2,403	207	147	131	1,808	877	203
	Column Comparisons					b		d	a C D					a b
<b>Neither satisfied or dissatisfied</b>	% within column	11%	13%	11%	12%	12%	11%	12%	9%	11%	8%	13%	9%	14%
	Weighted counts	167	245	144	199	414	331	653	35	39	28	515	183	57
	Column Comparisons											b		b
<b>Fairly dissatisfied</b>	% within column	5%	4%	4%	5%	4%	4%	4%	6%	5%	2%	4%	4%	5%
	Weighted counts	80	73	53	77	149	132	233	23	19	7	180	83	19
	Column Comparisons								d	d				
<b>Very dissatisfied</b>	% within column	3%	2%	3%	2%	2%	2%	2%	2%	1%	1%	2%	2%	3%
	Weighted counts	39	31	35	26	73	57	117	7	5	3	81	38	11
	Column Comparisons													
<b>Don't know</b>	% within column	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	0%
	Weighted counts	3	13	14	15	22	22	39	2	2	3	38	6	1
	Column Comparisons													
<b>NET: Satisfied</b>	% within column	81%	81%	82%	81%	81%	82%	81%	83%	82%	88%	80%	84%	78%
	Weighted counts	1,234	1,543	1,083	1,393	2,758	2,471	4,326	325	293	309	3,279	1,666	307
	Column Comparisons										a b c		a c	
<b>NET: Dissatisfied</b>	% within column	8%	5%	7%	6%	6%	6%	7%	8%	7%	3%	6%	6%	8%
	Weighted counts	119	104	88	103	222	190	350	30	24	10	262	122	31
	Column Comparisons							d	D	d				
<b>Effective Column n</b>	% within column													
	Weighted counts	1,230	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
<b>Unweighted base</b>	Column Comparisons													
	Weighted counts	1,607	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>	Column Comparisons													
	Weighted counts	1,522	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>		A	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50) Part 2 of 2

Ofcom Residential Postal Tracker (January - December 2016)

			Crossbreaks													
QG3_2: How satisfied are you with the following aspects of Royal Mail's service? Items you send reaching their destination			Methodology			Quarter				Gender		Age				
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	
Very satisfied	% within column	40%	51%	32%	39%	43%	39%	38%	42%	38%	32%	37%	43%	43%	48%	
	Weighted counts	2,576	1,354	1,222	660	688	600	628	1,329	1,247	285	784	892	367	248	
	Column Comparisons	-	B			a c d			b			a	A B	A b	A B	
Fairly satisfied	% within column	44%	39%	48%	45%	42%	45%	45%	41%	47%	47%	45%	44%	44%	39%	
	Weighted counts	2,865	1,022	1,843	764	662	696	743	1,307	1,559	425	960	906	376	199	
	Column Comparisons	-		A						A						
Neither satisfied or dissatisfied	% within column	10%	6%	13%	11%	9%	11%	10%	11%	9%	13%	12%	8%	9%	9%	
	Weighted counts	668	160	508	180	150	169	170	359	309	115	263	173	74	44	
	Column Comparisons	-		A					b		c d	C d				
Fairly dissatisfied	% within column	3%	1%	4%	3%	3%	2%	2%	3%	3%	4%	3%	2%	2%	2%	
	Weighted counts	176	39	137	55	50	36	35	83	93	40	62	47	17	11	
	Column Comparisons	-		A												
Very dissatisfied	% within column	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%	0%	
	Weighted counts	90	30	60	26	16	21	27	41	49	13	37	29	9	1	
	Column Comparisons	-														
Don't know	% within column	1%	2%	1%	1%	1%	2%	2%	2%	1%	3%	1%	1%	1%	2%	
	Weighted counts	92	46	46	16	19	26	31	50	41	28	28	21	5	10	
	Column Comparisons	-									b c d					
NET: Satisfied	% within column	84%	90%	80%	84%	85%	84%	84%	83%	85%	78%	82%	87%	88%	87%	
	Weighted counts	5,441	2,376	3,065	1,424	1,350	1,296	1,371	2,635	2,806	710	1,743	1,798	742	447	
	Column Comparisons	-	B										A B	A B	A b	
NET: Dissatisfied	% within column	4%	3%	5%	5%	4%	4%	4%	4%	4%	6%	5%	4%	3%	2%	
	Weighted counts	266	69	197	81	67	57	62	124	142	53	100	76	26	12	
	Column Comparisons	-		A												
Effective Column n	% within column															
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	
Unweighted base	Column Comparisons															
	Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	
Weighted base	Column Comparisons															
	Weighted counts	6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG				Working status		UK nation				Rurality		
QG3_2: How satisfied are you with the following aspects of Royal Mail's service? Items you send reaching their destination		AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Very satisfied	% within column	40%	37%	40%	43%	38%	42%	39%	33%	42%	51%	40%	42%	32%
	Weighted counts	603	702	531	739	1,290	1,280	2,116	131	149	179	1,621	827	128
	Column Comparisons				b		A			b	A B C	c	c	
Fairly satisfied	% within column	44%	48%	44%	40%	45%	43%	44%	53%	44%	38%	44%	44%	49%
	Weighted counts	673	913	589	691	1,549	1,300	2,368	207	158	133	1,798	875	193
	Column Comparisons		D						a c D	d				
Neither satisfied or dissatisfied	% within column	10%	10%	10%	11%	11%	10%	11%	9%	10%	8%	11%	9%	12%
	Weighted counts	145	190	137	195	368	288	568	36	37	27	441	178	49
	Column Comparisons													
Fairly dissatisfied	% within column	3%	3%	2%	2%	3%	2%	3%	3%	1%	2%	3%	3%	4%
	Weighted counts	51	59	31	35	117	59	157	10	3	6	104	56	16
	Column Comparisons					b								
Very dissatisfied	% within column	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
	Weighted counts	28	18	22	21	52	38	79	4	5	2	59	26	5
	Column Comparisons													
Don't know	% within column	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%
	Weighted counts	22	23	18	29	40	49	80	3	5	4	71	16	4
	Column Comparisons											b		
NET: Satisfied	% within column	84%	85%	84%	84%	83%	86%	84%	86%	86%	89%	84%	86%	81%
	Weighted counts	1,276	1,615	1,120	1,430	2,839	2,579	4,484	337	307	312	3,418	1,701	321
	Column Comparisons						a						a c	
NET: Dissatisfied	% within column	5%	4%	4%	3%	5%	3%	4%	4%	2%	2%	4%	4%	5%
	Weighted counts	79	77	54	57	169	97	236	14	8	8	162	82	21
	Column Comparisons					b								
Effective Column n	% within column													
	Weighted counts	1,230	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
Unweighted base	Column Comparisons													
	Weighted counts	1,607	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base	Column Comparisons													
	Weighted counts	1,522	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		A	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 2

Ofcom Residential Postal Tracker (January - December 2016)

			Crossbreaks													
QG3_3: How satisfied are you with the following aspects of Royal Mail's service? Items being delivered intact/undamaged			Methodology			Quarter				Gender		Age				
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	
Very satisfied	% within column	37%	50%	28%	36%	41%	36%	37%	38%	37%	36%	34%	38%	41%	48%	
	Weighted counts	2,417	1,333	1,085	610	645	562	601	1,200	1,217	322	726	777	347	246	
	Column Comparisons	-	B											b	A B C d	
Fairly satisfied	% within column	44%	38%	49%	43%	42%	47%	46%	43%	45%	42%	45%	46%	44%	41%	
	Weighted counts	2,876	1,019	1,858	734	674	720	749	1,376	1,500	381	950	960	374	212	
	Column Comparisons	-		A												
Neither satisfied or dissatisfied	% within column	13%	7%	16%	15%	11%	12%	12%	13%	12%	14%	15%	11%	11%	9%	
	Weighted counts	809	188	620	261	175	184	189	426	382	131	311	225	97	45	
	Column Comparisons	-		A	b c d				b		c e	c e				
Fairly dissatisfied	% within column	3%	2%	4%	3%	3%	3%	3%	3%	4%	5%	4%	3%	2%	1%	
	Weighted counts	212	46	166	55	53	50	54	95	117	46	89	54	19	4	
	Column Comparisons	-		A							c d E	c d e	e			
Very dissatisfied	% within column	1%	1%	2%	2%	1%	1%	1%	1%	2%	2%	2%	2%	1%	0%	
	Weighted counts	90	31	59	31	19	19	21	40	50	14	37	33	5	1	
	Column Comparisons	-														
Don't know	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
	Weighted counts	63	35	28	9	20	13	21	31	32	12	22	21	4	3	
	Column Comparisons	-	b													
NET: Satisfied	% within column	82%	89%	77%	79%	83%	83%	83%	81%	82%	78%	79%	84%	85%	90%	
	Weighted counts	5,294	2,351	2,943	1,344	1,318	1,282	1,350	2,577	2,717	702	1,676	1,737	721	458	
	Column Comparisons	-	B			a	a	a					A B	A B	A B c d	
NET: Dissatisfied	% within column	5%	3%	6%	5%	5%	4%	5%	4%	5%	7%	6%	4%	3%	1%	
	Weighted counts	302	77	225	87	71	69	75	135	167	60	125	87	25	5	
	Column Comparisons	-		A							c d E	c d E	e	e		
Effective Column n	% within column															
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	
	Column Comparisons															
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG				Working status		UK nation				Rurality		
QG3_3: How satisfied are you with the following aspects of Royal Mail's service? Items being delivered intact/undamaged		AB	C1	C2	DE	Work-ing	Not working	NET: Engl-and	NET: Scotl-and	Wales	North-ern Irel-and	Urban	Rural	Unkn-own
Very satisfied	% within column	37%	34%	37%	41%	35%	40%	37%	30%	40%	46%	37%	40%	28%
	Weighted counts	567	644	497	710	1,206	1,204	1,998	118	142	160	1,520	787	110
	Column Comparisons				B		A	b		B	a B c	c	C	
Fairly satisfied	% within column	45%	48%	44%	41%	46%	43%	44%	53%	43%	41%	44%	45%	50%
	Weighted counts	678	913	579	706	1,558	1,306	2,370	209	153	144	1,788	893	196
	Column Comparisons		d						a C D					
Neither satisfied or dissatisfied	% within column	12%	13%	13%	12%	13%	12%	13%	11%	12%	9%	13%	10%	17%
	Weighted counts	189	240	169	210	436	357	689	44	44	32	535	208	66
	Column Comparisons											b		b
Fairly dissatisfied	% within column	3%	4%	4%	3%	4%	3%	3%	3%	3%	2%	3%	3%	4%
	Weighted counts	49	67	47	49	133	79	183	12	11	7	138	58	15
	Column Comparisons					b								
Very dissatisfied	% within column	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%
	Weighted counts	27	21	22	20	50	40	77	6	4	3	59	24	6
	Column Comparisons													
Don't know	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%
	Weighted counts	13	19	14	16	34	27	51	3	4	5	53	8	1
	Column Comparisons											b		
NET: Satisfied	% within column	82%	82%	81%	83%	81%	83%	81%	83%	82%	87%	81%	85%	77%
	Weighted counts	1,244	1,557	1,076	1,416	2,764	2,510	4,368	326	295	304	3,308	1,680	306
	Column Comparisons						a						a c	
NET: Dissatisfied	% within column	5%	5%	5%	4%	5%	4%	5%	5%	4%	3%	5%	4%	6%
	Weighted counts	76	88	70	68	183	119	260	18	14	10	197	83	22
	Column Comparisons					b								
Effective Column n	% within column													
	Weighted counts	1,230	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
Unweighted base	Column Comparisons													
	Weighted counts	1,607	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base	Column Comparisons													
	Weighted counts	1,522	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		A	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50) Part 2 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
		Methodology			Quarter				Gender		Age				
QG3_4: How satisfied are you with the following aspects of Royal Mail's service? Speed of delivery		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+
Very satisfied	% within column	31%	45%	21%	30%	33%	31%	29%	31%	30%	28%	31%	32%	29%	35%
	Weighted counts	1,979	1,182	797	508	516	483	472	989	990	251	654	655	242	177
	Column Comparisons	-	B												
Fairly satisfied	% within column	49%	44%	53%	48%	48%	49%	52%	48%	50%	52%	48%	49%	50%	46%
	Weighted counts	3,182	1,172	2,010	811	763	765	842	1,520	1,662	467	1,032	1,023	424	236
	Column Comparisons	-		A											
Neither satisfied or dissatisfied	% within column	13%	7%	17%	15%	12%	13%	13%	14%	13%	14%	14%	12%	13%	12%
	Weighted counts	843	179	663	256	183	195	209	429	413	124	296	250	113	60
	Column Comparisons	-		A											
Fairly dissatisfied	% within column	5%	2%	6%	5%	5%	4%	4%	5%	4%	4%	5%	4%	6%	5%
	Weighted counts	293	62	231	82	83	63	65	148	145	39	98	83	49	25
	Column Comparisons	-		A											
Very dissatisfied	% within column	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%
	Weighted counts	120	25	95	36	31	27	25	58	62	13	38	45	12	12
	Column Comparisons	-		A											
Don't know	% within column	1%	1%	0%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%
	Weighted counts	50	31	19	7	8	14	20	24	25	12	16	13	6	2
	Column Comparisons	-	b												
NET: Satisfied	% within column	80%	89%	74%	78%	81%	81%	80%	79%	80%	79%	79%	81%	79%	81%
	Weighted counts	5,161	2,354	2,807	1,319	1,279	1,249	1,315	2,509	2,652	718	1,686	1,678	666	413
	Column Comparisons	-	B												
NET: Dissatisfied	% within column	6%	3%	9%	7%	7%	6%	6%	7%	6%	6%	6%	6%	7%	7%
	Weighted counts	413	87	326	118	115	90	91	206	207	52	136	128	61	36
	Column Comparisons	-		A											
Effective Column n	% within column														
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412
Unweighted base	Column Comparisons														
	Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538
Weighted base	Column Comparisons														
	Weighted counts	6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2



Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG				Working status		UK nation				Rurality		
QG3_4: How satisfied are you with the following aspects of Royal Mail's service? Speed of delivery		AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Very satisfied	% within column	29%	27%	32%	34%	30%	31%	30%	26%	33%	44%	31%	32%	22%
	Weighted counts	446	523	426	584	1,040	931	1,604	102	119	154	1,263	629	88
	Column Comparisons			b	a B					b	A B C	c	C	
Fairly satisfied	% within column	50%	51%	48%	47%	49%	50%	49%	55%	50%	42%	49%	50%	51%
	Weighted counts	768	981	635	799	1,674	1,492	2,640	216	179	147	1,994	987	201
	Column Comparisons								D	d				
Neither satisfied or dissatisfied	% within column	12%	14%	12%	13%	13%	13%	13%	12%	11%	10%	13%	12%	18%
	Weighted counts	183	272	166	223	455	380	721	48	40	35	542	229	72
	Column Comparisons													a b
Fairly dissatisfied	% within column	5%	5%	4%	4%	5%	4%	5%	5%	4%	3%	4%	4%	6%
	Weighted counts	79	96	54	64	159	130	251	18	13	10	182	87	24
	Column Comparisons													
Very dissatisfied	% within column	3%	1%	3%	1%	2%	2%	2%	1%	2%	1%	2%	2%	3%
	Weighted counts	39	22	36	23	63	57	107	5	6	2	76	34	10
	Column Comparisons	b d		b d										
Don't know	% within column	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	0%
	Weighted counts	8	12	12	17	24	24	44	2	2	2	37	12	1
	Column Comparisons													
NET: Satisfied	% within column	80%	79%	80%	81%	79%	80%	79%	81%	83%	86%	80%	82%	73%
	Weighted counts	1,213	1,504	1,061	1,383	2,714	2,423	4,244	318	298	301	3,257	1,616	288
	Column Comparisons										a b	c	C	
NET: Dissatisfied	% within column	8%	6%	7%	5%	7%	6%	7%	6%	5%	4%	6%	6%	9%
	Weighted counts	118	118	90	87	223	187	358	23	19	12	258	121	34
	Column Comparisons	d												
Effective Column n	% within column													
	Weighted counts	1,230	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
Unweighted base	% within column													
	Weighted counts	1,607	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base	% within column													
	Weighted counts	1,522	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		A	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50) Part 2 of 2



Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
		Methodology			Quarter				Gender		Age				
QG3_5: How satisfied are you with the following aspects of Royal Mail's service? Availability of post boxes		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+
Very satisfied	% within column	32%	43%	25%	30%	36%	31%	32%	32%	32%	31%	30%	32%	36%	39%
	Weighted counts	2,084	1,133	952	514	570	478	523	1,026	1,059	280	630	667	305	202
	Column Comparisons	-	B			a c								b	a B c
Fairly satisfied	% within column	45%	41%	48%	45%	42%	47%	45%	45%	45%	44%	46%	46%	43%	39%
	Weighted counts	2,895	1,077	1,818	774	664	720	737	1,412	1,483	403	975	953	365	200
	Column Comparisons	-		A											
Neither satisfied or dissatisfied	% within column	13%	9%	16%	14%	12%	13%	13%	14%	12%	14%	15%	11%	11%	12%
	Weighted counts	848	236	613	245	185	199	221	443	405	124	328	238	96	62
	Column Comparisons	-		A								c			
Fairly dissatisfied	% within column	6%	5%	7%	7%	6%	6%	6%	6%	7%	6%	6%	7%	7%	6%
	Weighted counts	412	126	286	119	96	99	97	190	222	56	125	141	60	30
	Column Comparisons	-		A											
Very dissatisfied	% within column	3%	2%	3%	2%	3%	3%	2%	2%	3%	3%	2%	3%	2%	3%
	Weighted counts	164	51	113	36	50	43	36	71	92	24	51	56	17	15
	Column Comparisons	-		a											
Don't know	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	0%	1%
	Weighted counts	64	28	35	13	20	10	21	28	36	19	25	14	3	3
	Column Comparisons	-									c d				
NET: Satisfied	% within column	77%	83%	73%	76%	78%	77%	77%	77%	77%	75%	75%	78%	79%	78%
	Weighted counts	4,979	2,210	2,769	1,288	1,234	1,198	1,260	2,437	2,542	683	1,605	1,620	671	402
	Column Comparisons	-	B												
NET: Dissatisfied	% within column	9%	7%	10%	9%	9%	9%	8%	8%	10%	9%	8%	10%	9%	9%
	Weighted counts	576	177	398	155	146	142	133	261	314	80	177	198	76	45
	Column Comparisons	-		A											
Effective Column n	% within column														
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412
Unweighted base	Column Comparisons														
	Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538
Weighted base	Column Comparisons														
	Weighted counts	6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512
Columns	Column Comparisons														
	Weighted counts	A	A	B	A	B	C	D	A	B	A	B	C	D	E

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG				Working status		UK nation				Rurality		
QG3_5: How satisfied are you with the following aspects of Royal Mail's service? Availability of post boxes		AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Very satisfied	% within column	33%	28%	31%	37%	29%	36%	32%	24%	34%	37%	32%	34%	20%
	Weighted counts	496	540	415	633	1,004	1,072	1,743	94	120	128	1,330	677	78
	Column Comparisons	b			a B c		A	b		B	B	C	C	
Fairly satisfied	% within column	45%	48%	46%	40%	47%	42%	44%	52%	43%	43%	44%	45%	53%
	Weighted counts	679	924	608	684	1,609	1,272	2,386	202	154	152	1,788	899	208
	Column Comparisons	d	D	d		B			a c d					a b
Neither satisfied or dissatisfied	% within column	12%	13%	13%	15%	14%	12%	13%	12%	15%	13%	14%	12%	16%
	Weighted counts	190	243	167	248	482	358	702	48	53	45	556	231	62
	Column Comparisons					b								
Fairly dissatisfied	% within column	7%	7%	7%	5%	6%	7%	6%	8%	6%	6%	6%	6%	9%
	Weighted counts	101	138	90	83	210	198	341	30	21	20	256	120	36
	Column Comparisons													
Very dissatisfied	% within column	3%	2%	3%	2%	2%	3%	3%	3%	2%	1%	3%	2%	2%
	Weighted counts	46	42	34	41	78	85	141	13	7	3	113	43	7
	Column Comparisons								d					
Don't know	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%
	Weighted counts	10	18	14	21	34	29	56	4	3	2	51	9	5
	Column Comparisons											b		
NET: Satisfied	% within column	77%	77%	77%	77%	76%	78%	77%	76%	77%	80%	76%	80%	72%
	Weighted counts	1,175	1,464	1,023	1,317	2,612	2,344	4,129	296	274	280	3,118	1,576	285
	Column Comparisons												a c	
NET: Dissatisfied	% within column	10%	9%	9%	7%	8%	9%	9%	11%	8%	7%	9%	8%	11%
	Weighted counts	147	180	125	124	288	283	482	43	28	23	370	162	44
	Column Comparisons								d					
Effective Column n	% within column													
	Weighted counts	1,230	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
Unweighted base	Column Comparisons													
	Weighted counts	1,607	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base	Column Comparisons													
	Weighted counts	1,522	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		A	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50) Part 2 of 2

Ofcom Residential Postal Tracker (January - December 2016)

			Crossbreaks													
QG3_6: How satisfied are you with the following aspects of Royal Mail's service? Availability of Post Office branches			Methodology			Quarter				Gender		Age				
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	
Very satisfied	% within column	27%	38%	20%	25%	31%	27%	27%	27%	27%	27%	27%	27%	27%	29%	
	Weighted counts	1,769	1,009	760	420	486	421	442	868	901	242	584	568	227	147	
	Column Comparisons	-	B			a										
Fairly satisfied	% within column	43%	41%	44%	43%	40%	44%	43%	42%	43%	47%	43%	43%	41%	38%	
	Weighted counts	2,760	1,094	1,666	738	635	681	706	1,335	1,425	421	912	886	344	197	
	Column Comparisons	-														
Neither satisfied or dissatisfied	% within column	15%	10%	18%	16%	14%	15%	14%	16%	14%	15%	16%	14%	15%	13%	
	Weighted counts	951	265	687	270	229	225	228	494	457	132	340	281	130	68	
	Column Comparisons	-		A												
Fairly dissatisfied	% within column	10%	6%	13%	11%	10%	10%	11%	11%	10%	8%	10%	11%	12%	13%	
	Weighted counts	668	171	497	189	152	155	173	334	334	69	203	230	101	65	
	Column Comparisons	-		A									a	a	a	
Very dissatisfied	% within column	4%	4%	5%	5%	5%	4%	4%	4%	5%	3%	4%	5%	5%	7%	
	Weighted counts	280	95	186	79	73	55	72	123	158	26	79	99	42	34	
	Column Comparisons	-		a											a	
Don't know	% within column	1%	1%	1%	0%	1%	1%	1%	0%	1%	2%	1%	0%	0%	0%	
	Weighted counts	39	18	21	5	10	11	15	16	24	15	16	7	1	0	
	Column Comparisons	-									c d e					
NET: Satisfied	% within column	70%	79%	64%	68%	71%	71%	70%	69%	71%	73%	70%	70%	68%	67%	
	Weighted counts	4,528	2,103	2,425	1,158	1,121	1,102	1,147	2,202	2,326	663	1,496	1,453	571	344	
	Column Comparisons	-	B													
NET: Dissatisfied	% within column	15%	10%	18%	16%	14%	14%	15%	14%	15%	10%	13%	16%	17%	19%	
	Weighted counts	948	266	683	268	225	210	244	457	491	95	282	329	144	99	
	Column Comparisons	-		A									a	a b	A b	
Effective Column n	% within column															
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	
	Column Comparisons															
Unweighted base	% within column	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	
Weighted base	% within column	6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG				Working status		UK nation				Rurality		
QG3_6: How satisfied are you with the following aspects of Royal Mail's service? Availability of Post Office branches		AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Very satisfied	% within column	27%	25%	27%	31%	26%	29%	27%	19%	27%	41%	28%	28%	17%
	Weighted counts	403	473	359	533	902	860	1,455	75	96	142	1,139	561	68
	Column Comparisons				a B			b		B	A B C	C	C	
Fairly satisfied	% within column	43%	44%	41%	42%	44%	41%	42%	51%	42%	39%	43%	42%	47%
	Weighted counts	660	835	550	714	1,511	1,233	2,273	199	152	136	1,741	832	186
	Column Comparisons					b			a c D					
Neither satisfied or dissatisfied	% within column	13%	16%	16%	14%	15%	14%	15%	13%	16%	11%	15%	13%	17%
	Weighted counts	203	298	211	240	505	435	801	52	59	40	622	264	65
	Column Comparisons									d				
Fairly dissatisfied	% within column	11%	11%	10%	9%	10%	11%	10%	12%	10%	7%	10%	11%	13%
	Weighted counts	174	206	135	154	345	321	563	46	36	23	391	224	53
	Column Comparisons								d					
Very dissatisfied	% within column	5%	4%	5%	3%	4%	5%	5%	4%	3%	2%	4%	4%	5%
	Weighted counts	76	79	67	58	137	142	244	17	12	7	171	89	20
	Column Comparisons													
Don't know	% within column	0%	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	0%	1%
	Weighted counts	5	14	7	12	16	22	31	3	4	2	29	7	3
	Column Comparisons													
NET: Satisfied	% within column	70%	69%	68%	73%	71%	69%	69%	70%	69%	79%	70%	70%	64%
	Weighted counts	1,064	1,309	909	1,247	2,414	2,093	3,728	274	248	278	2,880	1,394	254
	Column Comparisons										a B C	c	c	
NET: Dissatisfied	% within column	16%	15%	15%	12%	14%	15%	15%	16%	13%	9%	14%	16%	19%
	Weighted counts	250	285	201	211	482	463	807	63	48	31	562	313	73
	Column Comparisons	d						d	D	d				
Effective Column n	% within column													
	Weighted counts	1,230	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
Unweighted base	Column Comparisons													
	Weighted counts	1,607	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base	Column Comparisons													
	Weighted counts	1,522	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		A	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50) Part 2 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
		Methodology			Quarter				Gender		Age				
QG3_7: How satisfied are you with the following aspects of Royal Mail's service? Cost of postage		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+
Very satisfied	% within column	18%	28%	11%	15%	21%	19%	18%	19%	18%	22%	18%	19%	14%	16%
	Weighted counts	1,182	753	429	260	333	292	298	597	586	202	394	383	119	84
	Column Comparisons	-	B			a					D	d	d		
Fairly satisfied	% within column	39%	42%	36%	39%	38%	38%	39%	38%	39%	38%	42%	39%	35%	31%
	Weighted counts	2,491	1,126	1,366	666	596	592	637	1,207	1,284	344	893	806	292	157
	Column Comparisons	-	B								e	d E	e		
Neither satisfied or dissatisfied	% within column	21%	15%	25%	22%	20%	22%	21%	23%	20%	22%	22%	20%	22%	23%
	Weighted counts	1,377	410	966	376	316	335	350	723	653	196	460	419	183	118
	Column Comparisons	-		A					b						
Fairly dissatisfied	% within column	14%	9%	18%	15%	13%	14%	13%	12%	15%	11%	12%	14%	20%	18%
	Weighted counts	906	236	670	261	205	219	220	395	510	100	249	294	169	93
	Column Comparisons	-		A						a				A B C	a b
Very dissatisfied	% within column	7%	4%	10%	8%	8%	6%	7%	7%	7%	5%	6%	8%	10%	11%
	Weighted counts	462	96	366	128	124	97	113	218	244	48	117	158	82	56
	Column Comparisons	-		A									b	a B	a B c
Don't know	% within column	1%	1%	0%	0%	1%	1%	1%	1%	1%	2%	1%	0%	0%	1%
	Weighted counts	49	31	19	8	12	13	17	29	21	14	20	10	1	4
	Column Comparisons	-	b								c d				
NET: Satisfied	% within column	57%	71%	47%	54%	59%	57%	57%	57%	57%	60%	60%	57%	49%	47%
	Weighted counts	3,674	1,879	1,795	927	929	884	935	1,804	1,870	546	1,286	1,189	411	241
	Column Comparisons	-	B								D E	D E	D E		
NET: Dissatisfied	% within column	21%	13%	27%	23%	21%	20%	20%	19%	23%	16%	17%	22%	30%	29%
	Weighted counts	1,367	332	1,036	389	328	316	333	613	754	149	367	451	251	149
	Column Comparisons	-		A					a				a b	A B C	A B c
Effective Column n	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412
	Column Comparisons														
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG				Working status		UK nation			Rurality			
QG3_7: How satisfied are you with the following aspects of Royal Mail's service? Cost of postage		AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Very satisfied	% within column	17%	16%	19%	21%	19%	17%	18%	12%	18%	31%	19%	19%	7%
	Weighted counts	256	302	258	366	666	514	960	48	64	110	769	385	28
	Column Comparisons			b	a B	b		b		b	A B C	C	C	
Fairly satisfied	% within column	40%	40%	38%	36%	41%	36%	38%	43%	39%	34%	39%	38%	38%
	Weighted counts	616	753	511	611	1,402	1,080	2,065	168	139	119	1,599	742	150
	Column Comparisons					B			d					
Neither satisfied or dissatisfied	% within column	19%	23%	19%	23%	21%	22%	22%	20%	23%	16%	21%	20%	27%
	Weighted counts	297	440	253	387	704	655	1,162	78	81	56	879	389	108
	Column Comparisons									d				a b
Fairly dissatisfied	% within column	15%	14%	14%	13%	12%	16%	14%	18%	15%	13%	13%	15%	15%
	Weighted counts	227	267	185	227	410	492	736	69	54	46	552	293	61
	Column Comparisons						A							
Very dissatisfied	% within column	8%	7%	8%	6%	6%	8%	8%	6%	5%	5%	6%	8%	12%
	Weighted counts	118	132	104	107	206	253	403	25	17	16	256	160	46
	Column Comparisons						a						a	A b
Don't know	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%
	Weighted counts	8	12	18	12	28	20	41	2	3	2	38	10	1
	Column Comparisons													
NET: Satisfied	% within column	57%	55%	58%	57%	61%	53%	56%	55%	57%	66%	58%	57%	45%
	Weighted counts	872	1,055	769	977	2,068	1,593	3,025	216	203	230	2,368	1,127	179
	Column Comparisons					B					a B c	C	C	
NET: Dissatisfied	% within column	23%	21%	22%	20%	18%	25%	21%	24%	20%	18%	20%	23%	27%
	Weighted counts	345	399	289	334	616	745	1,139	94	72	62	808	452	107
	Column Comparisons						A		d				a	a
Effective Column n	% within column													
	Weighted counts	1,230	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
Unweighted base	Column Comparisons													
	Weighted counts	1,607	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base	Column Comparisons													
	Weighted counts	1,522	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		A	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50) Part 2 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
		Methodology			Quarter				Gender		Age				
QG3_8: How satisfied are you with the following aspects of Royal Mail's service? Accessibility of services		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+
Very satisfied	% within column	25%	35%	18%	22%	28%	25%	25%	24%	26%	21%	24%	27%	28%	28%
	Weighted counts	1,636	939	696	378	450	393	414	774	862	188	520	549	233	145
	Column Comparisons	-	B			a							a	a	a
Fairly satisfied	% within column	45%	41%	47%	44%	41%	48%	47%	45%	44%	48%	46%	44%	42%	41%
	Weighted counts	2,893	1,098	1,795	749	642	741	761	1,430	1,463	431	984	916	351	211
	Column Comparisons	-		A			B	b							
Neither satisfied or dissatisfied	% within column	20%	12%	25%	22%	20%	18%	19%	21%	18%	20%	19%	20%	19%	17%
	Weighted counts	1,262	306	956	366	314	274	307	664	598	179	416	415	164	89
	Column Comparisons	-		A					b						
Fairly dissatisfied	% within column	4%	3%	5%	5%	5%	4%	4%	4%	5%	5%	4%	4%	5%	3%
	Weighted counts	287	87	200	88	73	61	66	125	162	48	94	87	42	16
	Column Comparisons	-		a											
Very dissatisfied	% within column	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	3%
	Weighted counts	93	23	70	25	30	18	19	43	50	12	28	28	12	13
	Column Comparisons	-		a											
Don't know	% within column	5%	7%	3%	6%	5%	4%	4%	4%	5%	5%	4%	4%	5%	7%
	Weighted counts	297	198	99	95	75	60	67	133	164	48	92	75	45	37
	Column Comparisons	-	B												c
NET: Satisfied	% within column	70%	77%	65%	66%	69%	73%	72%	70%	70%	68%	70%	71%	69%	70%
	Weighted counts	4,529	2,038	2,491	1,127	1,092	1,134	1,176	2,204	2,325	619	1,504	1,465	584	356
	Column Comparisons	-	B				A b	a							
NET: Dissatisfied	% within column	6%	4%	7%	7%	7%	5%	5%	5%	6%	7%	6%	6%	6%	6%
	Weighted counts	380	110	270	113	103	79	85	168	212	60	122	115	54	29
	Column Comparisons	-		A											
Effective Column n	% within column														
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412
	Column Comparisons														
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2



Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG				Working status		UK nation			Rurality			
QG3_8: How satisfied are you with the following aspects of Royal Mail's service? Accessibility of services		AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Very satisfied	% within column	25%	23%	24%	29%	24%	27%	25%	18%	26%	35%	26%	25%	15%
	Weighted counts	385	442	318	490	825	806	1,346	72	94	124	1,070	504	61
	Column Comparisons				b c		a	b		B	A B C	C	C	
Fairly satisfied	% within column	46%	46%	45%	42%	46%	43%	44%	52%	47%	40%	45%	44%	49%
	Weighted counts	693	885	599	716	1,586	1,291	2,382	203	168	140	1,824	877	192
	Column Comparisons					b			a D	d				
Neither satisfied or dissatisfied	% within column	18%	21%	20%	19%	20%	19%	20%	21%	18%	13%	19%	19%	26%
	Weighted counts	276	398	268	320	667	582	1,070	83	63	45	776	383	102
	Column Comparisons							d	D	d				a b
Fairly dissatisfied	% within column	5%	4%	4%	4%	5%	4%	5%	4%	4%	3%	4%	4%	5%
	Weighted counts	81	84	56	67	158	129	249	16	13	9	178	88	22
	Column Comparisons													
Very dissatisfied	% within column	2%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%
	Weighted counts	31	24	25	12	53	38	83	3	5	2	64	24	5
	Column Comparisons	d			d									
Don't know	% within column	4%	4%	5%	6%	4%	6%	4%	3%	4%	9%	4%	5%	3%
	Weighted counts	55	72	63	106	126	168	238	14	15	30	181	102	14
	Column Comparisons				a b		a				a B c			
NET: Satisfied	% within column	71%	70%	69%	70%	71%	70%	69%	70%	73%	75%	71%	70%	64%
	Weighted counts	1,079	1,327	917	1,206	2,411	2,097	3,728	275	262	264	2,894	1,381	254
	Column Comparisons													
NET: Dissatisfied	% within column	7%	6%	6%	5%	6%	6%	6%	5%	5%	3%	6%	6%	7%
	Weighted counts	112	108	81	79	212	167	332	19	18	11	242	112	26
	Column Comparisons	d												
Effective Column n	% within column													
	Weighted counts	1,230	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
	Column Comparisons													
Unweighted base		1,607	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base		1,522	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		A	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 2



# Ofcom Residential Postal Tracker (January - December 2016)

			Crossbreaks													
QG3_9: How satisfied are you with the following aspects of Royal Mail's service? Easy to access information, e.g. about complaints procedures			Methodology			Quarter				Gender		Age				
			Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+
Very satisfied	% within column	17%	23%	12%	14%	18%	16%	19%	16%	17%	16%	17%	17%	15%	15%	
	Weighted counts	1,080	611	469	244	288	244	304	511	570	148	370	359	126	77	
	Column Comparisons	-	B			a		a								
Fairly satisfied	% within column	30%	30%	30%	28%	26%	33%	32%	30%	29%	35%	32%	27%	27%	22%	
	Weighted counts	1,915	789	1,126	478	407	514	516	951	964	319	690	564	228	115	
	Column Comparisons	-					a B	b			C d E	c d E				
Neither satisfied or dissatisfied	% within column	27%	17%	35%	31%	27%	26%	26%	29%	26%	25%	26%	29%	30%	31%	
	Weighted counts	1,773	443	1,331	519	421	400	432	909	865	223	548	590	251	160	
	Column Comparisons	-		A												
Fairly dissatisfied	% within column	5%	2%	7%	5%	5%	5%	4%	5%	5%	5%	5%	4%	4%	3%	
	Weighted counts	305	51	255	82	78	75	70	151	155	49	114	88	38	17	
	Column Comparisons	-		A												
Very dissatisfied	% within column	3%	1%	3%	3%	3%	3%	2%	2%	3%	3%	3%	3%	2%	1%	
	Weighted counts	162	32	130	45	41	40	37	75	87	25	65	53	15	4	
	Column Comparisons	-		A												
Don't know	% within column	19%	27%	13%	20%	22%	18%	17%	18%	20%	16%	16%	20%	22%	27%	
	Weighted counts	1,231	725	506	333	349	274	275	573	658	142	347	414	189	139	
	Column Comparisons	-	B			c d							a b	a b	A B c	
NET: Satisfied	% within column	46%	53%	42%	42%	44%	49%	50%	46%	47%	52%	50%	45%	42%	37%	
	Weighted counts	2,995	1,400	1,595	722	695	758	820	1,461	1,534	467	1,060	924	353	191	
	Column Comparisons	-	B				a b	A b			c D E	c d E	e			
NET: Dissatisfied	% within column	7%	3%	10%	7%	8%	7%	7%	7%	7%	8%	8%	7%	6%	4%	
	Weighted counts	467	83	384	126	119	115	107	226	242	74	179	141	53	21	
	Column Comparisons	-		A								e				
Effective Column n	% within column															
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	
	Column Comparisons															
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG				Working status		UK nation				Rurality		
QG3_9: How satisfied are you with the following aspects of Royal Mail's service? Easy to access information, e.g. about complaints procedures		AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Very satisfied	% within column	16%	13%	19%	19%	17%	16%	17%	12%	14%	24%	17%	17%	9%
	Weighted counts	247	256	247	330	583	494	901	47	49	84	703	339	37
	Column Comparisons			b	B						a B C	c	C	
Fairly satisfied	% within column	27%	32%	31%	28%	31%	28%	30%	37%	28%	22%	30%	30%	26%
	Weighted counts	411	613	410	481	1,059	843	1,593	143	101	78	1,228	584	103
	Column Comparisons		a			b		d	a C D	d				
Neither satisfied or dissatisfied	% within column	29%	30%	25%	25%	26%	29%	27%	29%	31%	24%	26%	28%	37%
	Weighted counts	445	569	337	422	897	862	1,464	114	112	83	1,063	563	147
	Column Comparisons	d	c d						d	d				A b
Fairly dissatisfied	% within column	6%	4%	4%	5%	5%	4%	5%	4%	4%	4%	5%	4%	8%
	Weighted counts	87	78	56	84	176	129	262	17	13	13	196	76	33
	Column Comparisons													a B
Very dissatisfied	% within column	3%	2%	3%	2%	3%	2%	3%	2%	2%	1%	3%	2%	3%
	Weighted counts	51	41	37	33	97	63	139	9	9	5	104	45	13
	Column Comparisons													
Don't know	% within column	18%	18%	18%	21%	18%	21%	19%	15%	21%	25%	20%	19%	15%
	Weighted counts	279	349	242	361	605	623	1,008	60	73	89	799	371	61
	Column Comparisons						a			b	a B c			
NET: Satisfied	% within column	43%	46%	49%	47%	48%	44%	46%	48%	42%	46%	47%	47%	36%
	Weighted counts	659	869	657	811	1,642	1,337	2,494	190	151	162	1,931	923	141
	Column Comparisons			a		b						C	C	
NET: Dissatisfied	% within column	9%	6%	7%	7%	8%	6%	7%	7%	6%	5%	7%	6%	12%
	Weighted counts	139	119	93	117	273	192	402	27	22	17	300	121	46
	Column Comparisons	b				b								a B
Effective Column n	% within column													
	Weighted counts	1,230	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
Unweighted base	Column Comparisons													
	Weighted counts	1,607	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base	Column Comparisons													
	Weighted counts	1,522	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		A	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50) Part 2 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
		Methodology			Quarter				Gender		Age				
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+
QG3_10: How satisfied are you with the following aspects of Royal Mail's service? Product and service innovation	% within column	18%	27%	11%	15%	20%	17%	19%	18%	18%	16%	18%	18%	14%	20%
	Weighted counts	1,140	704	436	251	312	271	307	562	578	148	391	375	123	104
	Column Comparisons	-	B			a		a							
Very satisfied	% within column	35%	36%	34%	32%	31%	40%	36%	34%	35%	40%	38%	33%	33%	26%
	Weighted counts	2,256	953	1,303	549	498	615	594	1,088	1,168	362	806	678	275	135
	Column Comparisons	-					A B	b			c d E	c d E	e	e	
Fairly satisfied	% within column	32%	21%	40%	34%	33%	29%	31%	33%	31%	27%	29%	36%	33%	35%
	Weighted counts	2,056	546	1,511	582	515	453	506	1,043	1,013	246	611	739	283	177
	Column Comparisons	-		A	c								A B	a b	a b
Neither satisfied or dissatisfied	% within column	4%	2%	5%	4%	4%	3%	3%	4%	3%	5%	4%	2%	3%	3%
	Weighted counts	231	52	179	74	60	48	50	126	105	48	95	44	29	14
	Column Comparisons	-		A							C	c			
Fairly dissatisfied	% within column	1%	1%	2%	2%	1%	1%	1%	2%	1%	2%	2%	1%	1%	0%
	Weighted counts	93	26	67	32	21	20	21	57	36	19	38	30	4	1
	Column Comparisons	-		a					b						
Very dissatisfied	% within column	11%	14%	8%	13%	11%	9%	10%	9%	12%	9%	9%	10%	16%	16%
	Weighted counts	690	371	319	213	179	142	157	293	398	81	192	204	132	81
	Column Comparisons	-	B		c					a				A B C	a B C
Don't know	% within column	53%	62%	46%	47%	51%	57%	55%	52%	53%	56%	56%	51%	47%	47%
	Weighted counts	3,396	1,657	1,739	800	810	885	901	1,651	1,746	510	1,197	1,053	398	239
	Column Comparisons	-	B				A b	A			c d e	c D e			
NET: Satisfied	% within column	5%	3%	6%	6%	5%	4%	4%	6%	4%	7%	6%	4%	4%	3%
	Weighted counts	324	78	246	105	81	68	70	183	141	68	134	74	33	15
	Column Comparisons	-		A					b		C d e	c e			
Effective Column n	% within column														
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412
	Column Comparisons														
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG				Working status		UK nation				Rurality		
QG3_10: How satisfied are you with the following aspects of Royal Mail's service? Product and service innovation		AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Very satisfied	% within column	15%	15%	19%	21%	18%	18%	17%	13%	15%	31%	19%	17%	9%
	Weighted counts	235	293	250	363	602	536	926	53	53	109	763	341	37
	Column Comparisons			b	A B						A B C	C	C	
Fairly satisfied	% within column	33%	37%	35%	34%	37%	32%	35%	38%	34%	30%	36%	33%	33%
	Weighted counts	507	704	467	579	1,276	961	1,881	149	122	104	1,478	646	132
	Column Comparisons					B			d					
Neither satisfied or dissatisfied	% within column	34%	33%	31%	29%	30%	33%	32%	35%	34%	23%	30%	35%	41%
	Weighted counts	517	627	415	498	1,040	1,004	1,716	136	123	80	1,210	683	164
	Column Comparisons						a	d	D	D			A	A b
Fairly dissatisfied	% within column	5%	4%	3%	2%	4%	3%	4%	4%	3%	2%	4%	3%	5%
	Weighted counts	77	72	43	38	136	93	199	16	10	6	153	58	20
	Column Comparisons	D							d					
Very dissatisfied	% within column	2%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%
	Weighted counts	28	23	24	17	61	32	81	4	4	4	58	25	10
	Column Comparisons					b								
Don't know	% within column	10%	10%	10%	13%	9%	13%	11%	8%	13%	14%	11%	11%	8%
	Weighted counts	158	187	130	216	301	387	564	33	46	48	431	226	34
	Column Comparisons						A			b	b			
NET: Satisfied	% within column	49%	52%	54%	55%	55%	50%	52%	52%	49%	61%	55%	50%	43%
	Weighted counts	742	996	717	941	1,878	1,497	2,807	202	175	213	2,241	986	169
	Column Comparisons			a	a	B					a B C	b C	c	
NET: Dissatisfied	% within column	7%	5%	5%	3%	6%	4%	5%	5%	4%	3%	5%	4%	7%
	Weighted counts	106	96	67	56	197	125	280	20	14	10	212	83	30
	Column Comparisons	D				b								b
% within column														
Effective Column n	Weighted counts	1,230	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
Column Comparisons														
Unweighted base		1,607	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base		1,522	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		A	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks														
		Methodology			Quarter				Gender		Age					
QG5: How would you rate your overall satisfaction with Royal Mail?		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	
Very satisfied	% within column	34%	47%	25%	33%	34%	35%	35%	36%	33%	31%	34%	35%	34%	39%	
	Weighted counts	2,220	1,257	963	557	544	543	577	1,141	1,079	280	727	725	289	199	
	Column Comparisons	-	B						b							
Fairly satisfied	% within column	48%	44%	52%	49%	48%	49%	48%	47%	50%	52%	48%	48%	48%	47%	
	Weighted counts	3,136	1,161	1,975	837	767	754	778	1,488	1,647	469	1,027	993	407	239	
	Column Comparisons	-		A						a						
Neither satisfied or dissatisfied	% within column	12%	6%	16%	12%	12%	11%	12%	12%	12%	14%	12%	11%	13%	10%	
	Weighted counts	776	155	622	205	196	176	200	371	405	128	263	229	107	49	
	Column Comparisons	-		A												
Fairly dissatisfied	% within column	4%	2%	5%	4%	4%	4%	3%	4%	4%	2%	4%	4%	4%	4%	
	Weighted counts	238	43	195	71	58	56	53	119	118	15	85	80	35	22	
	Column Comparisons	-		A								a	a	a	a	
Very dissatisfied	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	2%	1%	0%	
	Weighted counts	70	21	49	25	15	15	15	33	37	2	26	35	6	1	
	Column Comparisons	-											a			
I don't know	% within column	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	
	Weighted counts	27	15	12	6	5	5	12	16	11	11	5	8	1	2	
	Column Comparisons	-														
NET: Satisfied	% within column	83%	91%	77%	82%	83%	84%	83%	83%	83%	83%	82%	83%	82%	85%	
	Weighted counts	5,356	2,418	2,937	1,394	1,311	1,297	1,354	2,630	2,726	749	1,754	1,718	697	437	
	Column Comparisons	-	B													
NET: Dissatisfied	% within column	5%	2%	6%	6%	5%	5%	4%	5%	5%	2%	5%	6%	5%	5%	
	Weighted counts	308	64	244	96	73	70	68	152	155	17	111	115	41	23	
	Column Comparisons	-		A								a	A	a	a	
Effective Column n																
		Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412
		Column Comparisons														
Unweighted base																
		Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538
Weighted base																
		Weighted counts	6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512
Columns			A	A	B	A	B	C	D	A	B	A	B	C	D	E

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG				Working status		UK nation				Rurality		
								NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and			
QG5: How would you rate your overall satisfaction with Royal Mail?		AB	C1	C2	DE	Work- ing	Not working							Unkn- own
Very satisfied	% within column	32%	32%	36%	37%	34%	34%	34%	30%	34%	50%	35%	35%	21%
	Weighted counts	494	609	478	639	1,176	1,033	1,806	116	122	175	1,444	692	84
	Column Comparisons				a b						A B C	C	C	
Fairly satisfied	% within column	51%	51%	45%	45%	49%	48%	49%	52%	50%	38%	48%	49%	56%
	Weighted counts	784	977	599	776	1,670	1,455	2,617	205	180	135	1,952	964	220
	Column Comparisons	c d	c d					d	D	D				a b
Neither satisfied or dissatisfied	% within column	10%	12%	13%	13%	12%	12%	12%	12%	11%	9%	12%	12%	16%
	Weighted counts	148	237	169	223	410	357	660	46	38	32	481	231	64
	Column Comparisons													a b
Fairly dissatisfied	% within column	5%	3%	4%	3%	3%	4%	4%	5%	4%	2%	4%	4%	5%
	Weighted counts	72	60	51	55	114	120	199	19	13	6	146	71	21
	Column Comparisons								d					
Very dissatisfied	% within column	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
	Weighted counts	21	15	21	13	33	37	60	4	4	2	47	18	5
	Column Comparisons													
I don't know	% within column	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
	Weighted counts	3	7	12	5	13	11	25	1	1	0	23	3	1
	Column Comparisons													
NET: Satisfied	% within column	84%	83%	81%	83%	83%	83%	82%	82%	84%	88%	83%	84%	77%
	Weighted counts	1,278	1,586	1,076	1,415	2,846	2,488	4,423	321	302	310	3,397	1,655	304
	Column Comparisons										a b	c	c	
NET: Dissatisfied	% within column	6%	4%	5%	4%	4%	5%	5%	6%	5%	2%	5%	4%	7%
	Weighted counts	93	75	71	68	147	157	259	23	18	8	193	88	27
	Column Comparisons	b d							d	d				
Effective Column n	% within column													
	Weighted counts	1,230	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
Unweighted base	Column Comparisons													
	Weighted counts	1,607	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base	Column Comparisons													
	Weighted counts	1,522	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		A	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50) Part 2 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
		Methodology			Quarter				Gender		Age				
QG6: How would you rate your overall satisfaction with postal services? (ALL providers)		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+
Very satisfied	% within column	36%	50%	27%	34%	36%	38%	38%	37%	35%	33%	35%	37%	37%	42%
	Weighted counts	2,344	1,323	1,020	581	564	586	613	1,187	1,157	301	742	771	317	213
	Column Comparisons	-	B												
Fairly satisfied	% within column	49%	43%	53%	50%	49%	48%	48%	47%	50%	53%	49%	48%	47%	46%
	Weighted counts	3,155	1,139	2,016	850	783	736	786	1,496	1,659	477	1,052	990	399	237
	Column Comparisons	-		A						a					
Neither satisfied or dissatisfied	% within column	11%	5%	15%	11%	11%	11%	11%	11%	11%	11%	12%	10%	12%	8%
	Weighted counts	708	127	581	189	172	172	175	354	354	99	260	209	98	43
	Column Comparisons	-		A											
Fairly dissatisfied	% within column	3%	1%	4%	3%	3%	2%	2%	3%	3%	1%	3%	3%	3%	3%
	Weighted counts	171	36	135	52	49	35	36	85	86	12	56	65	24	15
	Column Comparisons	-		A											
Very dissatisfied	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%
	Weighted counts	58	15	42	23	8	13	13	30	28	2	20	29	6	0
	Column Comparisons	-													
I don't know	% within column	0%	0%	1%	0%	1%	0%	1%	1%	0%	2%	0%	0%	0%	1%
	Weighted counts	30	11	20	5	9	6	11	17	13	15	4	5	3	4
	Column Comparisons	-									B C				
NET: Satisfied	% within column	85%	93%	80%	84%	85%	85%	86%	85%	85%	86%	84%	85%	85%	88%
	Weighted counts	5,499	2,462	3,037	1,432	1,347	1,321	1,399	2,683	2,816	777	1,795	1,761	716	450
	Column Comparisons	-	B												
NET: Dissatisfied	% within column	4%	2%	5%	4%	4%	3%	3%	4%	3%	2%	4%	5%	4%	3%
	Weighted counts	229	52	178	75	57	49	49	115	115	14	76	94	30	15
	Column Comparisons	-		A									a		
Effective Column n	% within column														
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412
	Column Comparisons														
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2



Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG				Working status		UK nation				Rurality		
QG6: How would you rate your overall satisfaction with postal services? (ALL providers)		AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Very satisfied	% within column	35%	33%	38%	39%	36%	36%	36%	31%	34%	51%	37%	38%	23%
	Weighted counts	538	634	500	672	1,239	1,096	1,922	120	122	180	1,508	745	91
	Column Comparisons				b						A B C	C	C	
Fairly satisfied	% within column	51%	51%	46%	46%	49%	48%	49%	54%	52%	39%	48%	48%	57%
	Weighted counts	772	981	608	794	1,689	1,454	2,622	212	185	136	1,977	952	226
	Column Comparisons	c	c d					d	D	D				a b
Neither satisfied or dissatisfied	% within column	9%	12%	11%	11%	10%	11%	11%	11%	10%	8%	11%	10%	15%
	Weighted counts	139	233	151	186	356	341	602	41	36	29	443	208	58
	Column Comparisons													
Fairly dissatisfied	% within column	3%	2%	3%	2%	3%	3%	3%	4%	3%	1%	3%	3%	3%
	Weighted counts	47	43	40	42	88	81	143	14	10	4	106	52	13
	Column Comparisons								d					
Very dissatisfied	% within column	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%
	Weighted counts	21	7	15	14	30	28	50	2	4	1	38	15	4
	Column Comparisons	b												
I don't know	% within column	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%
	Weighted counts	5	7	15	3	15	12	29	1	0	1	22	6	3
	Column Comparisons			d										
NET: Satisfied	% within column	86%	85%	83%	86%	86%	85%	85%	85%	86%	90%	85%	86%	80%
	Weighted counts	1,310	1,615	1,108	1,466	2,927	2,550	4,544	332	308	316	3,485	1,697	317
	Column Comparisons										a b c	c	c	
NET: Dissatisfied	% within column	4%	3%	4%	3%	3%	4%	4%	4%	4%	1%	4%	3%	4%
	Weighted counts	68	51	55	56	118	109	193	17	14	5	144	67	18
	Column Comparisons								d	d				
Effective Column n	% within column													
	Weighted counts	1,230	1,507	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
Unweighted base	Column Comparisons													
	Weighted counts	1,607	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base	Column Comparisons													
	Weighted counts	1,522	1,905	1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		A	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50) Part 2 of 2



**Section H: Reported Experience**

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks															
QH1_1: In the last 12 months, have you experienced problems with Royal Mail's service in terms of... Lost mail		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Yes	% within column	12%	7%	16%	14%	13%	12%	11%	11%	13%	13%	15%	13%	9%	5%	13%	12%
	Weighted counts	793	173	620	230	201	184	178	349	444	117	316	261	74	25	201	230
	Column Comparisons	-		A					a		d E	D E	d E	e			
No	% within column	82%	91%	76%	81%	82%	83%	82%	83%	81%	82%	80%	81%	84%	90%	81%	82%
	Weighted counts	5,292	2,410	2,882	1,371	1,295	1,278	1,348	2,634	2,658	743	1,709	1,673	709	459	1,231	1,555
	Column Comparisons	-	B						b					a B C d			
I don't know	% within column	6%	3%	8%	6%	6%	6%	7%	6%	6%	5%	5%	7%	8%	6%	6%	6%
	Weighted counts	382	68	314	99	89	86	108	186	196	46	109	135	64	28	90	121
	Column Comparisons	-		A													
Effective Column n	% within column																
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230	1,507
	Column Comparisons																
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607	1,968
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522	1,905
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks										
		SEG		Working status		UK nation				Rurality		
QH1_1: In the last 12 months, have you experienced problems with Royal Mail's service in terms of... Lost mail		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Yes</b>	<i>% within column</i>	13%	11%	14%	11%	12%	13%	12%	8%	12%	11%	16%
	<i>Weighted counts</i>	170	192	464	327	671	51	42	29	502	226	65
	<i>Column Comparisons</i>			b			d					b
<b>No</b>	<i>% within column</i>	82%	83%	81%	82%	81%	81%	82%	89%	82%	83%	74%
	<i>Weighted counts</i>	1,085	1,421	2,777	2,486	4,371	316	293	312	3,347	1,651	294
	<i>Column Comparisons</i>								a B C	c	C	
<b>I don't know</b>	<i>% within column</i>	6%	6%	5%	7%	6%	6%	6%	3%	6%	5%	9%
	<i>Weighted counts</i>	74	98	175	200	326	23	23	10	245	101	36
	<i>Column Comparisons</i>				a		d	d				b
<b>Effective Column n</b>												
<i>Weighted counts</i>		978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
<i>Column Comparisons</i>												
<b>Unweighted base</b>		1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>		1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p <= 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks															
QH1_2: In the last 12 months, have you experienced problems with Royal Mail's service in terms of... Damaged mail		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Yes	% within column	14%	6%	19%	14%	14%	13%	14%	13%	15%	17%	16%	14%	10%	5%	15%	12%
	Weighted counts	896	166	730	237	218	208	232	414	483	149	343	290	87	27	236	238
	Column Comparisons	-		A							d E	D E	d E	e			
	% within column	85%	93%	79%	85%	85%	85%	84%	86%	84%	81%	82%	85%	89%	94%	83%	86%
No	Weighted counts	5,474	2,468	3,006	1,440	1,342	1,318	1,373	2,712	2,761	734	1,747	1,760	752	480	1,267	1,642
	Column Comparisons	-	B										a b	A B c	A B C d		
	% within column	1%	1%	2%	1%	2%	1%	2%	1%	2%	2%	2%	1%	1%	1%	1%	1%
	Weighted counts	97	17	80	23	24	21	29	43	54	22	44	19	8	5	20	26
I don't know	Column Comparisons	-		A							c	c					
	% within column																
	Effective Column n	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230	1,507
	Weighted counts																
Unweighted base	Column Comparisons																
	% within column	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607	1,968
	Weighted base	6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522	1,905
	Columns	A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks										
		SEG		Working status		UK nation				Rurality		
QH1_2: In the last 12 months, have you experienced problems with Royal Mail's service in terms of... Damaged mail		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Yes</b>	<i>% within column</i>	15%	13%	15%	13%	14%	15%	15%	12%	14%	13%	20%
	<i>Weighted counts</i>	200	223	504	387	745	57	53	41	555	261	80
	<i>Column Comparisons</i>											a B
<b>No</b>	<i>% within column</i>	83%	85%	84%	86%	85%	84%	83%	87%	85%	86%	78%
	<i>Weighted counts</i>	1,104	1,462	2,863	2,579	4,541	329	299	305	3,466	1,699	309
	<i>Column Comparisons</i>									c	C	
<b>I don't know</b>	<i>% within column</i>	2%	1%	1%	2%	2%	1%	2%	1%	2%	1%	2%
	<i>Weighted counts</i>	26	25	49	47	82	5	6	4	73	18	6
	<i>Column Comparisons</i>											
<b>Effective Column n</b>												
<i>Weighted counts</i>		978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
<i>Column Comparisons</i>												
<b>Unweighted base</b>		1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>		1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p <= 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks															
QH1_3: In the last 12 months, have you experienced problems with Royal Mail's service in terms of... Delayed mail		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Yes	% within column	21%	14%	27%	23%	22%	20%	20%	20%	23%	26%	23%	20%	19%	14%	24%	21%
	Weighted counts	1,379	362	1,017	393	355	302	328	631	748	234	501	411	162	71	367	395
	Column Comparisons	-		A						a	c d E	c d E	e	e			
No	% within column	72%	83%	65%	70%	71%	75%	74%	74%	71%	69%	71%	73%	74%	79%	68%	73%
	Weighted counts	4,683	2,207	2,476	1,192	1,128	1,159	1,205	2,331	2,352	622	1,517	1,515	626	403	1,038	1,399
	Column Comparisons	-	B				a								a b		a
I don't know	% within column	6%	3%	8%	7%	6%	6%	6%	7%	6%	5%	5%	7%	7%	7%	8%	6%
	Weighted counts	405	83	322	116	102	86	101	207	198	49	116	144	58	37	117	112
	Column Comparisons	-		A													
Effective Column n		4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230	1,507
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607	1,968
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522	1,905
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks									
		SEG		Working status		UK nation			Rurality		
QH1_3: In the last 12 months, have you experienced problems with Royal Mail's service in terms of... Delayed mail		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Yes</b>	<i>% within column</i>	21%	20%	23%	20%	22%	19%	22%	15%	21%	31%
	<i>Weighted counts</i>	279	338	770	603	1,171	75	80	53	869	121
	<i>Column Comparisons</i>			b		d		d			A B
<b>No</b>	<i>% within column</i>	73%	74%	72%	73%	72%	73%	73%	81%	72%	60%
	<i>Weighted counts</i>	974	1,273	2,457	2,199	3,851	287	260	285	2,960	1,488
	<i>Column Comparisons</i>	a	a						a B C	C	a C
<b>I don't know</b>	<i>% within column</i>	6%	6%	6%	7%	6%	7%	5%	4%	6%	10%
	<i>Weighted counts</i>	76	100	189	211	345	29	18	13	264	102
	<i>Column Comparisons</i>				a		d				a b
<b>Effective Column n</b>											
<i>Weighted counts</i>		978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723
<i>Column Comparisons</i>											
<b>Unweighted base</b>		1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251
<b>Weighted base</b>		1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978
<b>Columns</b>		C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p <= 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

QH1_4: In the last 12 months, have you experienced problems with Royal Mail's service in terms of... Mis-delivered mail - you have received someone else's mail or they have received yours																
Methodology				Quarter				Gender		Age					SEG	
	Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
<b>Yes</b>	<b>41%</b>	30%	48%	43%	43%	39%	38%	40%	41%	34%	37%	44%	46%	43%	47%	39%
	<b>2,623</b>	803	1,820	730	679	599	615	1,259	1,364	305	787	919	391	221	709	753
	-		A	d	d							A B	A B	a b	B c D	
<b>No</b>	<b>58%</b>	69%	50%	55%	55%	60%	61%	59%	57%	63%	61%	54%	52%	55%	52%	59%
	<b>3,723</b>	1,826	1,897	942	870	921	990	1,857	1,866	574	1,301	1,123	444	282	795	1,116
	-	B				b	a b			C D e	C D					a
<b>I don't know</b>	<b>2%</b>	1%	3%	2%	2%	2%	2%	2%	2%	3%	2%	1%	1%	2%	1%	2%
	<b>121</b>	23	99	29	36	27	29	53	68	27	46	28	11	10	17	37
	-		A													
<b>Effective Column n</b>	<b>4,915</b>	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230	1,507
<b>Unweighted base</b>	<b>6,419</b>	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607	1,968
<b>Weighted base</b>	<b>6,467</b>	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522	1,905
<b>Columns</b>	<b>A</b>	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2



# Ofcom Residential Postal Tracker (January - December 2016)

QH1_4: In the last 12 months, have you experienced problems with Royal Mail's service in terms of... Mis-delivered mail - you have received someone else's mail or they have received yours		Crossbreaks										
		SEG		Working status		UK nation				Rurality		
						NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and			
		C2	DE	Work- ing	Not working							
Yes	% within column	40%	37%	38%	43%	41%	42%	47%	29%	41%	39%	50%
	Weighted counts	526	635	1,310	1,298	2,189	165	167	102	1,661	762	199
	Column Comparisons				A	D	D	D				a B
	% within column	58%	61%	60%	55%	57%	57%	52%	71%	57%	60%	47%
No	Weighted counts	775	1,036	2,052	1,651	3,069	221	186	247	2,347	1,189	188
	Column Comparisons	a	A	B					A B C	c	C	
	% within column	2%	2%	2%	2%	2%	1%	2%	0%	2%	1%	2%
	Weighted counts	27	40	54	65	109	5	5	1	85	28	8
I don't know	Column Comparisons											
	% within column											
	Weighted counts	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
	Column Comparisons											
Effective Column n		1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Unweighted base		1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Weighted base		C	D	A	B	A	B	C	D	A	B	C
Columns												

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001), \*\* indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

QH1\_5: In the last 12 months, have you experienced problems with Royal Mail's service in terms of... Mail that has been tampered with

**Yes**

% within column

Weighted counts

Column Comparisons

**No**

% within column

Weighted counts

Column Comparisons

**I don't know**

% within column

Weighted counts

Column Comparisons

% within column

**Effective Column n**

Weighted counts

Column Comparisons

**Unweighted base**

**Weighted base**

**Columns**

		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
		7%	4%	9%	8%	6%	7%	7%	7%	7%	9%	9%	7%	4%	3%	7%	7%
		458	115	343	136	103	106	113	226	232	82	190	139	31	16	110	127
		-		A							D E	c D E	d e				
		89%	95%	86%	88%	90%	90%	89%	90%	89%	88%	87%	90%	93%	94%	89%	90%
		5,781	2,507	3,274	1,503	1,424	1,392	1,462	2,843	2,939	796	1,863	1,857	784	482	1,361	1,707
		-	B										b	a B c	a B c		
		4%	1%	5%	4%	4%	3%	4%	3%	4%	3%	4%	4%	4%	3%	3%	4%
		228	29	198	61	58	50	58	100	128	27	81	74	31	14	51	71
		-		A													
		4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230	1,507
		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607	1,968
		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522	1,905
		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)

Multiple comparison correction: False Discovery Rate (FDR) (p <= 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

QH1_5: In the last 12 months, have you experienced problems with Royal Mail's service in terms of... Mail that has been tampered with		Crossbreaks										
		SEG		Working status		UK nation				Rurality		
		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Yes</b>	<i>% within column</i>	7%	7%	8%	6%	7%	7%	7%	5%	7%	6%	13%
	<i>Weighted counts</i>	99	121	275	182	388	28	24	18	296	110	52
	<i>Column Comparisons</i>			b						b		A B
<b>No</b>	<i>% within column</i>	89%	90%	89%	90%	89%	89%	91%	93%	89%	91%	82%
	<i>Weighted counts</i>	1,181	1,533	3,033	2,718	4,783	348	325	325	3,653	1,806	322
	<i>Column Comparisons</i>									C	a C	
<b>I don't know</b>	<i>% within column</i>	4%	3%	3%	4%	4%	4%	3%	2%	4%	3%	5%
	<i>Weighted counts</i>	49	57	108	114	196	15	9	7	144	62	21
	<i>Column Comparisons</i>											
<b>Effective Column n</b>	<i>% within column</i>											
	<i>Weighted counts</i>	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
	<i>Column Comparisons</i>											
<b>Unweighted base</b>		1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>		1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p <= 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

QH1_6: In the last 12 months, have you experienced problems with Royal Mail's service in terms of... A card from Royal Mail saying that an item could not be delivered, when someone was in your home and could have taken the delivery																
Methodology				Quarter				Gender		Age					SEG	
	Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
<b>Yes</b>	<b>24%</b>	19%	28%	27%	26%	22%	23%	24%	25%	30%	27%	24%	18%	14%	27%	24%
	<i>Weighted counts</i>	493	1,083	451	407	346	372	748	828	272	574	502	154	74	410	464
	<i>Column Comparisons</i>	-	A							c D E	D E	d E				
<b>No</b>	<b>73%</b>	80%	68%	71%	71%	75%	74%	73%	73%	66%	70%	74%	80%	83%	70%	73%
	<i>Weighted counts</i>	4,719	2,119	2,600	1,207	1,132	1,162	2,324	2,394	600	1,488	1,531	676	424	1,070	1,393
	<i>Column Comparisons</i>	-	B									A b	A B c	A B C		
<b>I don't know</b>	<b>3%</b>	2%	3%	2%	3%	3%	3%	3%	2%	4%	3%	2%	2%	3%	3%	3%
	<i>Weighted counts</i>	173	40	133	42	46	40	97	76	34	72	36	16	14	42	48
	<i>Column Comparisons</i>	-	A							c	c					
<b>Effective Column n</b>	<b>4,915</b>	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230	1,507
<b>Unweighted base</b>	<b>6,419</b>	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607	1,968
<b>Weighted base</b>	<b>6,467</b>	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522	1,905
<b>Columns</b>	<b>A</b>	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

## Ofcom Residential Postal Tracker (January - December 2016)

QH1_6: In the last 12 months, have you experienced problems with Royal Mail's service in terms of... A card from Royal Mail saying that an item could not be delivered, when someone was in your home and could have taken the delivery		Crossbreaks										
		SEG		Working status		UK nation			Rurality			
		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Yes	% within column	24%	23%	27%	22%	25%	21%	27%	16%	25%	22%	31%
	Weighted counts	314	387	908	662	1,343	82	96	55	1,023	432	121
	Column Comparisons			B		d	d	b D		b		a B
No	% within column	73%	75%	71%	75%	72%	77%	71%	83%	72%	76%	66%
	Weighted counts	974	1,281	2,414	2,275	3,872	301	254	292	2,952	1,507	260
	Column Comparisons				A		c		A b C	c	a C	
I don't know	% within column	3%	2%	3%	3%	3%	2%	2%	1%	3%	2%	4%
	Weighted counts	40	43	94	77	153	7	8	4	118	40	15
	Column Comparisons											
Effective Column n	% within column											
	Weighted counts	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
	Column Comparisons											
Unweighted base		1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base		1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size ( $<50$ )

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks															
QH2: In the last 12 months, have you had cause to complain to Royal Mail about its services?		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Yes	% within column	10%	5%	14%	10%	10%	11%	10%	10%	11%	11%	13%	10%	7%	7%	11%	10%
	Weighted counts	661	133	528	170	164	165	163	301	360	98	271	199	59	34	171	185
	Column Comparisons	-		A							d	c D e					
No	% within column	89%	94%	85%	89%	89%	88%	89%	90%	88%	87%	86%	90%	92%	93%	88%	89%
	Weighted counts	5,735	2,505	3,230	1,509	1,410	1,364	1,451	2,839	2,896	787	1,834	1,858	779	476	1,341	1,702
	Column Comparisons	-	B						b			b		a B	a B		
Don't know	% within column	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	0%	1%	1%
	Weighted counts	71	14	57	22	11	19	20	29	42	20	28	12	8	2	10	18
	Column Comparisons	-		a							c						
Effective Column n	% within column																
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230	1,507
	Column Comparisons																
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607	1,968
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522	1,905
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks										
		SEG		Working status		UK nation				Rurality		
QH2: In the last 12 months, have you had cause to complain to Royal Mail about its services?		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Yes</b>	<i>% within column</i>	11%	9%	12%	9%	10%	11%	10%	6%	10%	9%	13%
	<i>Weighted counts</i>	151	155	399	260	562	43	35	21	425	184	53
	<i>Column Comparisons</i>			B			d	d				
<b>No</b>	<i>% within column</i>	87%	90%	87%	90%	88%	88%	89%	93%	89%	90%	85%
	<i>Weighted counts</i>	1,159	1,533	2,987	2,713	4,743	343	320	328	3,625	1,775	335
	<i>Column Comparisons</i>			a					a B c		c	
<b>Don't know</b>	<i>% within column</i>	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	2%
	<i>Weighted counts</i>	19	24	29	41	63	4	2	2	44	19	8
	<i>Column Comparisons</i>											
<b>Effective Column n</b>	<i>% within column</i>											
	<i>Weighted counts</i>	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
	<i>Column Comparisons</i>											
<b>Unweighted base</b>		1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>		1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks																		
		Method-ology			Quarter				Gender		Age				SEG				Work- ing status	
		Total	CAPI	Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE	Work- ing
QH3: Did you make a complaint to Royal Mail?		14%	21%	12%	15%	21%	10%	9%	17%	12%	16%	15%	12%	9%	**	12%	19%	10%	14%	14%
No	% within column	92	28	64	26	34	17	15	50	42	16	42	25	5		20	35	16	22	55
	Weighted counts	-	b			c d														
	Column Comparisons																			
Yes – by telephone	% within column	27%	28%	27%	21%	28%	28%	31%	27%	28%	30%	23%	28%	32%	**	31%	18%	29%	32%	25%
	Weighted counts	180	38	143	36	46	46	51	81	99	29	62	56	19		53	34	44	49	99
	Column Comparisons	-														b			b	
Yes – by email	% within column	22%	15%	24%	23%	22%	28%	16%	22%	22%	17%	25%	24%	19%	**	23%	22%	23%	21%	24%
	Weighted counts	147	20	128	39	37	45	26	67	80	17	68	47	11		40	40	34	33	97
	Column Comparisons	-		a																
Yes – in person (e.g. to the postman/woman)	% within column	13%	17%	12%	14%	9%	10%	19%	13%	12%	13%	9%	17%	13%	**	10%	17%	12%	12%	12%
	Weighted counts	84	23	61	23	14	16	31	40	44	13	25	35	7		17	31	17	19	48
	Column Comparisons	-																		
Yes – by letter	% within column	7%	5%	8%	11%	7%	5%	7%	5%	10%	7%	7%	5%	15%	**	7%	6%	8%	9%	6%
	Weighted counts	48	7	42	18	11	8	11	14	34	7	20	11	9		12	10	13	14	24
	Column Comparisons	-								a										
Yes – on an online web forum	% within column	7%	8%	7%	9%	6%	8%	7%	7%	7%	6%	12%	5%	2%	**	6%	9%	9%	5%	9%
	Weighted counts	48	10	38	15	9	13	11	22	26	6	31	10	1		10	16	14	8	38
	Column Comparisons	-																		b
Yes – by other means (please specify)	% within column	6%	6%	6%	6%	4%	6%	6%	5%	6%	6%	3%	6%	11%	**	5%	6%	5%	6%	5%
	Weighted counts	38	8	30	10	7	10	10	15	22	6	9	13	6		8	12	8	9	20
	Column Comparisons	-																		
Yes – via social media (Facebook, Twitter, etc)	% within column	4%	0%	4%	1%	3%	5%	5%	4%	3%	5%	5%	2%	0%	**	6%	4%	3%	1%	5%
	Weighted counts	23	0	23	2	5	8	8	11	12	5	15	4	0		11	7	4	1	19
	Column Comparisons	-		a																
NET: Yes	% within column	86%	79%	88%	85%	79%	90%	91%	83%	88%	84%	85%	88%	91%	**	88%	81%	90%	86%	86%
	Weighted counts	569	105	464	144	130	147	148	251	318	82	230	175	54		151	150	135	133	345
	Column Comparisons	-		a			b	b												
Effective Column n	% within column																			
	Weighted counts	543	67	476	138	135	131	138	239	304	76	210	172	57	28	149	155	120	118	324
	Column Comparisons																			
Unweighted base		690	85	605	176	171	167	176	304	386	96	267	219	72	36	190	197	153	150	412

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 690; total n = 6467; effective sample size = 543 (79%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 4



# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks							
		Work- ing status	UK nation				Rurality		
		Not work- ing	NET: Engl- and	NET: Scotl- and	Wal- es	Nort- hern Irel- and	Urb- an	Rural	Unkn- own
QH3: Did you make a complaint to Royal Mail?	% within column	14%	13%	16%	18%	25%	13%	12%	24%
No	Weighted counts	36	74	7	6	5	57	23	13
	Column Comparisons								
	% within column	31%	27%	29%	24%	27%	28%	27%	26%
Yes – by telephone	Weighted counts	82	154	13	8	6	118	49	14
	Column Comparisons								
	% within column	19%	23%	14%	25%	19%	23%	20%	26%
Yes – by email	Weighted counts	50	129	6	9	4	96	37	13
	Column Comparisons								
	% within column	14%	13%	17%	12%	9%	12%	17%	7%
Yes – in person (e.g. to the postman/woman)	Weighted counts	36	71	7	4	2	49	31	4
	Column Comparisons								
	% within column	9%	8%	5%	6%	9%	8%	7%	8%
Yes – by letter	Weighted counts	24	42	2	2	2	32	12	4
	Column Comparisons								
	% within column	4%	7%	9%	4%	4%	7%	8%	6%
Yes – on an online web forum	Weighted counts	11	42	4	1	1	30	15	3
	Column Comparisons								
	% within column	7%	5%	9%	9%	6%	5%	8%	2%
Yes – by other means (please specify)	Weighted counts	17	30	4	3	1	23	14	1
	Column Comparisons								
	% within column	2%	4%	1%	3%	2%	5%	1%	2%
Yes – via social media (Facebook, Twitter, etc)	Weighted counts	4	21	0	1	0	20	2	1
	Column Comparisons								
	% within column	86%	87%	84%	82%	75%	87%	88%	76%
NET: Yes	Weighted counts	224	488	36	29	16	368	161	40
	Column Comparisons								
	% within column								
Effective Column n	Weighted counts	217	361	77	64	41	329	175	39
	Column Comparisons								

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 690; total n = 6467; effective sample size = 543 (79%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

	Crossbreaks																		Work- ing status
	Method- ology			Quarter				Gender		Age					SEG				Work- ing
	Total	CAPI	Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE	Work- ing
QH3: Did you make a complaint to Royal Mail?																			
<b>Unweighted base</b>	<b>690</b>	85	605	176	171	167	176	304	386	96	267	219	72	36	190	197	153	150	412
<b>Weighted base</b>	<b>661</b>	133	528	170	164	165	163	301	360	98	271	199	59	34	171	185	151	155	399
<b>Columns</b>	<b>A</b>	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 690; total n = 6467; effective sample size = 543 (79%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 3 of 4

Ofcom Residential Postal Tracker (January - December 2016)

QH3: Did you make a complaint to Royal Mail?	Crossbreaks							
	Work- ing status	UK nation				Rurality		
	Not work- ing	NET: Engl- and	NET: Scotl- and	Wal- es	Nort- hern Irel- and	Urb- an	Rural	Unkn- own
Unweighted base	276	459	98	81	52	418	222	50
Weighted base	260	562	43	35	21	425	184	53
Columns	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 690; total n = 6467; effective sample size = 543 (79%); Cells with \*\* sample size that is smaller than 50.  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks																	
		Method-ology			Quarter				Gender		Age					SEG			
QH4: Where did you find information about how to make a complaint, or did you not need this information?		Total	CAPI	Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE
On Royal Mail's website	% within column	59%	42%	63%	58%	65%	64%	49%	57%	60%	53%	69%	57%	42%	**	58%	61%	59%	59%
	Weighted counts	336	44	291	84	84	94	73	144	192	44	158	100	23		87	91	79	78
	Column Comparisons	-		A								d e							
Didn't need this information	% within column	20%	24%	19%	18%	17%	18%	26%	24%	17%	32%	14%	19%	24%	**	24%	22%	19%	13%
	Weighted counts	113	26	87	25	22	27	38	60	53	26	33	34	13		36	33	26	18
	Column Comparisons	-							b		b								
Speaking to someone who works for Royal Mail over the phone	% within column	8%	2%	9%	8%	8%	6%	9%	8%	8%	10%	8%	7%	4%	**	6%	5%	8%	13%
	Weighted counts	44	2	42	11	11	9	13	20	24	8	19	12	2		9	7	11	17
	Column Comparisons	-		a															
Asking someone who works for Royal Mail in person (e.g. the postman/woman)	% within column	8%	14%	7%	8%	5%	8%	11%	6%	10%	5%	5%	11%	10%	**	4%	7%	11%	11%
	Weighted counts	46	14	32	12	6	11	16	15	31	4	12	19	6		6	10	15	14
	Column Comparisons	-		b															
Another way	% within column	6%	14%	4%	10%	6%	3%	5%	4%	7%	1%	4%	6%	19%	**	10%	2%	5%	6%
	Weighted counts	32	15	18	14	7	4	7	11	22	1	8	11	10		16	3	6	7
	Column Comparisons	-		B									a B c			b			
I don't know	% within column	2%	4%	1%	1%	1%	2%	1%	2%	1%	2%	2%	1%	2%	**	0%	5%	0%	1%
	Weighted counts	9	4	5	2	2	4	2	6	4	2	4	2	1		0	7	0	2
	Column Comparisons	-																	
Effective Column n	% within column																		
	Weighted counts	467	52	414	119	109	114	124	202	265	62	176	154	51	25	132	128	106	100
	Column Comparisons																		
Unweighted base		590	66	524	151	138	144	157	255	335	78	222	195	64	31	167	162	134	127
Weighted base		569	105	464	144	130	147	148	251	318	82	230	175	54	28	151	150	135	133
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 590; total n = 6467; effective sample size = 467 (79%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks								
		Working status		UK nation			Rurality			
		Work- ing	Not work- ing	NET: Eng- and	NET: Scotl- and	Wal- es	Nort- hern Irel- and	Urb- an	Rural	Unkn- own
QH4: Where did you find information about how to make a complaint, or did you not need this information?		63%	53%	60%	47%	57%	**	59%	58%	**
On Royal Mail's website	% within column	63%	53%	60%	47%	57%	**	59%	58%	**
	Weighted counts	217	118	292	17	16		218	93	
	Column Comparisons	b								
Didn't need this information	% within column	19%	21%	20%	24%	17%	**	20%	21%	**
	Weighted counts	65	48	96	9	5		73	34	
	Column Comparisons									
Speaking to someone who works for Royal Mail over the phone	% within column	9%	6%	7%	12%	9%	**	8%	6%	**
	Weighted counts	30	14	34	4	3		30	10	
	Column Comparisons									
Asking someone who works for Royal Mail in person (e.g. the postman/woman)	% within column	7%	10%	8%	10%	6%	**	7%	10%	**
	Weighted counts	23	23	40	4	2		25	17	
	Column Comparisons									
Another way	% within column	3%	10%	6%	7%	7%	**	6%	4%	**
	Weighted counts	9	23	28	2	2		22	6	
	Column Comparisons	A								
I don't know	% within column	2%	1%	1%	5%	5%	**	2%	2%	**
	Weighted counts	7	2	6	2	1		6	3	
	Column Comparisons									
Effective Column n	% within column									
	Weighted counts	278	188	316	66	54	31	285	152	30
Unweighted base	Column Comparisons									
		351	238	400	83	68	39	360	192	38
Weighted base										
		345	224	488	36	29	16	368	161	40

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 590; total n = 6467; effective sample size = 467 (79%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

QH4: Where did you find information about how to make a complaint, or did you not need this information?	Crossbreaks																
	Method-ology		Quarter				Gender		Age					SEG			
		Onli-	Q1	Q2	Q3	Q4		Fem-	16-24	25-44	45-64	65-74					
	Total	CAPI	2016	2016	2016	2016	Male	ale	years	years	years	years	75+	AB	C1	C2	DE
	Columns	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 590; total n = 6467; effective sample size = 467 (79%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 3 of 2

Ofcom Residential Postal Tracker (January - December 2016)

QH4: Where did you find information about how to make a complaint, or did you not need this information?	Crossbreaks								
	Working status		UK nation				Rurality		
	Work- ing	Not work- ing	NET: Engl- and	NET: Scotl- and	Wal- es	Nort- hern Irel- and	Urb- an	Rural	Unkn- own
Columns	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 590; total n = 6467; effective sample size = 467 (79%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks																			
		Method-ology			Quarter				Gender		Age					SEG				Working status	
QH5: How easy or difficult did you find it to make a complaint about Royal Mail?		Total	CAPI	Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE	Work- ing	Not work- ing
Very easy	% within column	29%	51%	24%	23%	28%	34%	30%	31%	27%	37%	27%	21%	41%	**	34%	23%	28%	31%	29%	29%
	Weighted counts	164	53	111	34	36	50	45	78	86	31	62	37	22		51	34	38	41	99	66
	Column Comparisons	-	B								c			c							
Fairly easy	% within column	28%	17%	31%	27%	31%	29%	26%	25%	31%	25%	30%	31%	25%	**	23%	31%	33%	27%	29%	27%
	Weighted counts	162	17	145	39	41	43	39	63	100	21	68	53	13		35	46	45	36	102	60
	Column Comparisons	-		a																	
Neither easy nor difficult	% within column	16%	7%	18%	18%	13%	12%	20%	18%	14%	17%	17%	12%	16%	**	16%	22%	12%	13%	14%	18%
	Weighted counts	90	7	83	26	17	18	29	44	46	14	40	20	9		24	33	16	18	49	41
	Column Comparisons	-		a																	
Fairly difficult	% within column	12%	14%	12%	16%	11%	11%	11%	13%	12%	11%	15%	11%	11%	**	10%	17%	10%	12%	13%	11%
	Weighted counts	70	15	55	23	15	16	17	32	38	9	36	20	6		15	26	14	16	46	25
	Column Comparisons	-																			
Very difficult	% within column	13%	11%	14%	15%	13%	13%	12%	13%	14%	8%	10%	24%	7%	**	16%	6%	17%	15%	13%	14%
	Weighted counts	76	11	65	22	17	20	18	32	44	7	23	41	4		24	9	24	20	46	30
	Column Comparisons	-											a b d			b		b			
I don't know	% within column	1%	1%	1%	0%	3%	1%	1%	1%	1%	1%	0%	2%	0%	**	1%	1%	0%	2%	1%	1%
	Weighted counts	6	1	5	0	4	1	1	2	4	1	1	3	0		1	2	0	3	4	2
	Column Comparisons	-																			
NET: Easy	% within column	57%	68%	55%	51%	59%	63%	56%	56%	58%	63%	57%	52%	66%	**	57%	54%	61%	58%	58%	56%
	Weighted counts	326	71	255	73	77	93	83	141	185	52	130	90	35		87	80	83	76	200	125
	Column Comparisons	-	b																		
NET: Difficult	% within column	26%	25%	26%	31%	24%	24%	23%	25%	26%	19%	26%	35%	18%	**	26%	23%	27%	27%	27%	25%
	Weighted counts	147	27	120	45	32	35	35	64	83	16	59	61	10		39	35	37	36	92	55
	Column Comparisons	-											e								
Effective Column n		467	52	414	119	109	114	124	202	265	62	176	154	51	25	132	128	106	100	278	188
Unweighted base		590	66	524	151	138	144	157	255	335	78	222	195	64	31	167	162	134	127	351	238
Weighted base		569	105	464	144	130	147	148	251	318	82	230	175	54	28	151	150	135	133	345	224
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 590; total n = 6467; effective sample size = 467 (79%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2



# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks						
		UK nation				Rurality		
		NET: Engl- and	NET: Scotl- and	Wal- es	Nort- hern Irel- and	Urb- an	Rural	Unkn- own
QH5: How easy or difficult did you find it to make a complaint about Royal Mail?		30%	24%	24%	**	31%	29%	**
<b>Very easy</b>	<i>% within column</i>							
	<i>Weighted counts</i>	146	9	7		114	47	
	<i>Column Comparisons</i>					c	c	
<b>Fairly easy</b>	<i>% within column</i>	28%	23%	33%	**	28%	27%	**
	<i>Weighted counts</i>	138	8	9		104	44	
	<i>Column Comparisons</i>							
<b>Neither easy nor difficult</b>	<i>% within column</i>	15%	26%	18%	**	15%	16%	**
	<i>Weighted counts</i>	74	9	5		56	26	
	<i>Column Comparisons</i>							
<b>Fairly difficult</b>	<i>% within column</i>	12%	14%	10%	**	12%	11%	**
	<i>Weighted counts</i>	59	5	3		45	18	
	<i>Column Comparisons</i>							
<b>Very difficult</b>	<i>% within column</i>	13%	12%	13%	**	12%	15%	**
	<i>Weighted counts</i>	66	5	4		46	25	
	<i>Column Comparisons</i>							
<b>I don't know</b>	<i>% within column</i>	1%	1%	2%	**	1%	1%	**
	<i>Weighted counts</i>	5	0	1		4	2	
	<i>Column Comparisons</i>							
<b>NET: Easy</b>	<i>% within column</i>	58%	46%	57%	**	59%	56%	**
	<i>Weighted counts</i>	284	17	16		217	91	
	<i>Column Comparisons</i>							
<b>NET: Difficult</b>	<i>% within column</i>	26%	27%	23%	**	25%	26%	**
	<i>Weighted counts</i>	125	10	7		91	42	
	<i>Column Comparisons</i>							
<b>Effective Column n</b>	<i>% within column</i>							
	<i>Weighted counts</i>	316	66	54	31	285	152	30
	<i>Column Comparisons</i>							
<b>Unweighted base</b>		400	83	68	39	360	192	38
<b>Weighted base</b>		488	36	29	16	368	161	40
<b>Columns</b>		A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 590; total n = 6467; effective sample size = 467 (79%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks																		
		Method-ology		Quarter				Gender		Age					SEG				Work- ing status	
		Total	CAPI	Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE	Work- ing
QH6: What was difficult about making the complaint to Royal Mail?																				
Getting through to the right person to speak to	% within column	58%	**	59%	**	**	**	**	60%	56%	**	45%	67%	**	**	**	**	**	**	53%
	Weighted counts	84		71					38	46		27	41							49
	Column Comparisons	-																		
Finding out how to make a complaint	% within column	36%	**	38%	**	**	**	**	32%	39%	**	45%	26%	**	**	**	**	**	**	38%
	Weighted counts	53		46					21	32		27	16							34
	Column Comparisons	-																		
Other	% within column	27%	**	27%	**	**	**	**	28%	27%	**	21%	35%	**	**	**	**	**	**	24%
	Weighted counts	40		32					18	22		13	21							22
	Column Comparisons	-																		
I don't know	% within column	0%	**	0%	**	**	**	**	0%	0%	**	1%	0%	**	**	**	**	**	**	0%
	Weighted counts	0		0					0	0		0	0							0
	Column Comparisons	-																		
Effective Column n																				
Unweighted base		153	16	137	46	36	32	39	68	85	15	58	64	13	3	42	36	39	36	94
Weighted base		147	27	120	45	32	35	35	64	83	16	59	61	10	2	39	35	37	36	92
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 153; total n = 6467; effective sample size = 124 (81%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks						
		Work- ing status	UK nation			Rurality		
		Not work- ing	NET: Engl- and	NET: Scotl- and	Nort- hern Irel- and	Wales	Urb- an	Unkn- own
QH6: What was difficult about making the complaint to Royal Mail?		64%	56%	**	**	**	61%	**
<b>Getting through to the right person to speak to</b>		35	70				56	
	<i>% within column</i>							
	<i>Weighted counts</i>							
	<i>Column Comparisons</i>							
<b>Finding out how to make a complaint</b>		33%	38%	**	**	**	34%	**
	<i>% within column</i>							
	<i>Weighted counts</i>	18	47				31	
	<i>Column Comparisons</i>							
<b>Other</b>		33%	26%	**	**	**	23%	**
	<i>% within column</i>							
	<i>Weighted counts</i>	18	33				21	
	<i>Column Comparisons</i>							
<b>I don't know</b>		1%	0%	**	**	**	0%	**
	<i>% within column</i>							
	<i>Weighted counts</i>	0	0				0	
	<i>Column Comparisons</i>							
<b>Effective Column n</b>		48	83	17	13	11	74	11
	<i>% within column</i>							
	<i>Weighted counts</i>							
	<i>Column Comparisons</i>							
<b>Unweighted base</b>		59	103	21	16	13	92	13
<b>Weighted base</b>		55	125	10	7	5	91	14
<b>Columns</b>		B	A	B	C	D	A	B
								C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 153; total n = 6467; effective sample size = 124 (81%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05); A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

			Crossbreaks																	
			Method-ology		Quarter				Gender		Age					SEG				
QH7_1: Thinking of Royal Mail's response to your complaint, how satisfied were you with... How your complaint was handled			Total	CAPI	Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE
Very satisfied	% within column		15%	27%	12%	9%	20%	15%	16%	15%	14%	22%	17%	9%	12%	**	17%	10%	20%	12%
	Weighted counts		84	29	55	13	25	21	24	38	46	18	39	16	6		26	15	26	16
	Column Comparisons		-	B																
Fairly satisfied	% within column		24%	21%	25%	27%	21%	25%	22%	21%	26%	31%	26%	18%	21%	**	23%	28%	23%	23%
	Weighted counts		137	22	114	39	28	38	33	54	83	25	61	31	11		34	42	31	30
	Column Comparisons		-																	
Neither satisfied nor dissatisfied	% within column		18%	14%	18%	22%	14%	19%	15%	18%	17%	20%	17%	17%	17%	**	15%	24%	13%	17%
	Weighted counts		100	14	86	32	19	28	22	45	56	16	40	29	9		23	36	18	23
	Column Comparisons		-																	
Fairly dissatisfied	% within column		19%	12%	21%	16%	18%	19%	22%	19%	19%	17%	20%	16%	25%	**	22%	17%	15%	21%
	Weighted counts		107	12	95	22	24	28	33	48	59	14	45	28	13		34	26	20	28
	Column Comparisons		-																	
Very dissatisfied	% within column		23%	24%	23%	24%	23%	21%	23%	25%	21%	10%	16%	39%	25%	**	21%	18%	29%	24%
	Weighted counts		130	25	104	34	30	31	35	63	67	8	37	67	14		31	27	40	32
	Column Comparisons		-											A B						
Don't know	% within column		2%	2%	2%	3%	3%	1%	1%	2%	2%	0%	4%	2%	0%	**	2%	3%	0%	3%
	Weighted counts		11	2	9	4	4	2	2	5	7	0	8	3	0		2	5	0	4
	Column Comparisons		-																	
NET: Satisfied	% within column		39%	49%	37%	36%	41%	40%	38%	36%	41%	53%	44%	27%	33%	**	40%	38%	42%	35%
	Weighted counts		221	51	170	52	53	59	57	92	129	44	100	47	18		60	57	57	46
	Column Comparisons		-	b								c	c							
NET: Dissatisfied	% within column		42%	36%	43%	39%	41%	40%	46%	44%	40%	27%	36%	55%	50%	**	43%	35%	44%	45%
	Weighted counts		237	37	200	57	53	59	67	110	127	22	82	96	27		65	52	60	60
	Column Comparisons		-											A b	a					
Effective Column n			467	52	414	119	109	114	124	202	265	62	176	154	51	25	132	128	106	100
Unweighted base			590	66	524	151	138	144	157	255	335	78	222	195	64	31	167	162	134	127
Weighted base			569	105	464	144	130	147	148	251	318	82	230	175	54	28	151	150	135	133
Columns			A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 590; total n = 6467; effective sample size = 467 (79%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks							
		Working status	UK nation				Rurality		
		Work- ing	Not work- ing	NET: Engl- and	NET: Scotl- and	Wal- es	Nort- hern Irel- and	Urb- an	Unkn- own
QH7_1: Thinking of Royal Mail's response to your complaint, how satisfied were you with... How your complaint was handled		19%	9%	16%	6%	9%	**	16%	15%
<b>Very satisfied</b>		64	19	77	2	3		58	24
		b							
		25%	22%	23%	29%	31%	**	25%	18%
<b>Fairly satisfied</b>		86	50	113	10	9		93	30
		17%	18%	17%	19%	22%	**	18%	17%
<b>Neither satisfied nor dissatisfied</b>		59	41	84	7	6		66	27
		18%	20%	19%	16%	16%	**	18%	21%
<b>Fairly dissatisfied</b>		62	45	93	6	5		66	34
		19%	28%	23%	26%	21%	**	21%	27%
<b>Very dissatisfied</b>		66	64	112	9	6		78	43
		a							
		2%	2%	2%	5%	0%	**	2%	2%
<b>Don't know</b>		7	5	9	2	0		7	3
		44%	31%	39%	34%	41%	**	41%	33%
<b>NET: Satisfied</b>		151	70	190	13	12		151	54
		b							
		37%	49%	42%	42%	37%	**	39%	48%
<b>NET: Dissatisfied</b>		128	109	205	15	11		144	77
		a							
<b>Effective Column n</b>		278	188	316	66	54	31	285	152
<b>Unweighted base</b>		351	238	400	83	68	39	360	192
<b>Weighted base</b>		345	224	488	36	29	16	368	161
<b>Columns</b>		A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 590; total n = 6467; effective sample size = 467 (79%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

QH7_2: Thinking of Royal Mail's response to your complaint, how satisfied were you with... The resolution to your complaint		Crossbreaks																	
		Method-ology			Quarter				Gender		Age					SEG			
		Total	CAPI	Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE
Very satisfied	% within column	14%	23%	11%	9%	17%	14%	14%	17%	11%	20%	16%	10%	6%	**	12%	11%	20%	12%
	Weighted counts	77	25	53	13	22	21	20	44	34	17	36	17	3		17	16	27	16
	Column Comparisons	-	b						b										
Fairly satisfied	% within column	24%	17%	25%	28%	19%	28%	19%	18%	28%	31%	25%	18%	20%	**	25%	22%	22%	26%
	Weighted counts	135	18	117	41	25	41	28	45	89	26	57	32	11		38	32	30	34
	Column Comparisons	-							a										
Neither satisfied nor dissatisfied	% within column	19%	17%	20%	17%	18%	18%	23%	20%	19%	20%	23%	19%	11%	**	18%	27%	17%	13%
	Weighted counts	109	17	91	24	23	27	34	50	59	17	53	32	6		27	40	23	17
	Column Comparisons	-																	
Fairly dissatisfied	% within column	17%	15%	17%	13%	18%	20%	16%	17%	16%	16%	17%	13%	24%	**	21%	16%	12%	18%
	Weighted counts	96	15	81	19	23	30	23	44	52	13	39	24	13		32	24	16	24
	Column Comparisons	-																	
Very dissatisfied	% within column	25%	26%	24%	30%	24%	19%	25%	24%	25%	10%	17%	37%	37%	**	22%	21%	29%	27%
	Weighted counts	140	27	113	44	31	28	37	61	78	9	40	65	20		33	32	39	35
	Column Comparisons	-											A B	a b					
Don't know	% within column	2%	2%	2%	2%	3%	1%	3%	3%	2%	1%	2%	3%	2%	**	2%	3%	0%	4%
	Weighted counts	13	2	10	2	4	1	5	7	5	1	6	5	1		3	5	0	5
	Column Comparisons	-																	
NET: Satisfied	% within column	37%	41%	36%	37%	37%	42%	33%	35%	39%	52%	40%	28%	26%	**	37%	32%	42%	38%
	Weighted counts	212	43	169	54	48	62	48	89	123	43	93	49	14		55	49	57	51
	Column Comparisons	-									c d								
NET: Dissatisfied	% within column	41%	40%	42%	44%	42%	39%	41%	42%	41%	27%	34%	51%	60%	**	43%	37%	41%	45%
	Weighted counts	236	42	194	63	54	58	61	105	131	22	79	89	33		65	56	55	60
	Column Comparisons	-										a b	A b						
Effective Column n	% within column																		
	Weighted counts	467	52	414	119	109	114	124	202	265	62	176	154	51	25	132	128	106	100
	Column Comparisons																		
Unweighted base		590	66	524	151	138	144	157	255	335	78	222	195	64	31	167	162	134	127
Weighted base		569	105	464	144	130	147	148	251	318	82	230	175	54	28	151	150	135	133
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 590; total n = 6467; effective sample size = 467 (79%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

			Crossbreaks								
			Working status		UK nation			Rurality			
QH7_2: Thinking of Royal Mail's response to your complaint, how satisfied were you with... The resolution to your complaint			Work- ing	Not work- ing	NET: Eng- land	NET: Scot- land	Wal- es	Nort- ern Irel- and	Urb- an	Rural	Unkn- own
Very satisfied	% within column		18%	6%	14%	7%	14%	**	15%	13%	**
	Weighted counts		63	14	69	3	4		54	21	
	Column Comparisons		B								
Fairly satisfied	% within column		23%	24%	24%	22%	18%	**	25%	17%	**
	Weighted counts		81	54	116	8	5		94	28	
	Column Comparisons										
Neither satisfied nor dissatisfied	% within column		20%	18%	19%	21%	27%	**	20%	19%	**
	Weighted counts		69	39	91	7	8		72	30	
	Column Comparisons										
Fairly dissatisfied	% within column		16%	18%	17%	19%	14%	**	16%	18%	**
	Weighted counts		56	40	83	7	4		60	29	
	Column Comparisons										
Very dissatisfied	% within column		19%	33%	24%	29%	25%	**	21%	32%	**
	Weighted counts		67	73	118	11	7		79	51	
	Column Comparisons			a							
Don't know	% within column		2%	2%	2%	2%	2%	**	3%	2%	**
	Weighted counts		9	4	11	1	1		9	2	
	Column Comparisons										
NET: Satisfied	% within column		42%	30%	38%	29%	32%	**	40%	30%	**
	Weighted counts		144	67	185	10	9		148	49	
	Column Comparisons		b								
NET: Dissatisfied	% within column		36%	50%	41%	49%	39%	**	38%	50%	**
	Weighted counts		123	113	201	18	11		139	80	
	Column Comparisons			a							
Effective Column n	% within column										
	Weighted counts		278	188	316	66	54	31	285	152	30
	Column Comparisons										
Unweighted base			351	238	400	83	68	39	360	192	38
Weighted base			345	224	488	36	29	16	368	161	40
Columns			A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 590; total n = 6467; effective sample size = 467 (79%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks																	
		Method-ology			Quarter				Gender		Age					SEG			
QH7_3: Thinking of Royal Mail's response to your complaint, how satisfied were you with... The time taken to resolve your complaint		Total	CAPI	Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE
Very satisfied	% within column	14%	25%	12%	5%	19%	18%	14%	15%	14%	21%	15%	11%	9%	**	19%	10%	15%	13%
	Weighted counts	80	26	54	7	25	27	21	37	43	17	35	20	5		28	15	20	17
	Column Comparisons	-	b			a	a	a											
Fairly satisfied	% within column	23%	21%	23%	31%	20%	17%	22%	22%	23%	29%	25%	15%	24%	**	18%	24%	28%	21%
	Weighted counts	128	22	106	44	26	25	33	54	74	24	58	27	13		27	35	38	29
	Column Comparisons	-																	
Neither satisfied nor dissatisfied	% within column	22%	13%	24%	22%	16%	26%	24%	23%	22%	21%	22%	25%	14%	**	21%	30%	17%	20%
	Weighted counts	126	13	113	31	21	38	36	57	69	17	50	44	7		32	45	23	27
	Column Comparisons	-		a															
Fairly dissatisfied	% within column	15%	11%	16%	12%	14%	19%	16%	14%	16%	17%	17%	13%	17%	**	18%	16%	12%	15%
	Weighted counts	88	12	76	17	19	29	24	36	52	14	39	23	9		27	24	16	20
	Column Comparisons	-																	
Very dissatisfied	% within column	23%	30%	21%	28%	25%	17%	22%	24%	22%	11%	18%	32%	33%	**	23%	16%	27%	27%
	Weighted counts	131	31	100	40	33	26	32	60	70	9	42	56	18		35	24	36	35
	Column Comparisons	-											a b	a					
Don't know	% within column	3%	1%	3%	3%	5%	2%	1%	3%	3%	1%	3%	3%	3%	**	1%	4%	2%	4%
	Weighted counts	16	1	15	5	6	3	2	6	9	1	7	6	2		2	6	3	5
	Column Comparisons	-																	
NET: Satisfied	% within column	37%	46%	35%	35%	40%	36%	36%	36%	37%	50%	40%	27%	33%	**	37%	34%	42%	34%
	Weighted counts	208	48	160	51	51	52	54	91	117	41	92	47	18		55	50	57	45
	Column Comparisons	-									c								
NET: Dissatisfied	% within column	38%	41%	38%	39%	40%	37%	38%	38%	38%	28%	35%	45%	50%	**	41%	32%	39%	42%
	Weighted counts	219	43	176	57	51	54	56	96	122	23	81	78	27		62	48	52	56
	Column Comparisons	-																	
Effective Column n	% within column																		
	Weighted counts	467	52	414	119	109	114	124	202	265	62	176	154	51	25	132	128	106	100
	Column Comparisons																		
Unweighted base		590	66	524	151	138	144	157	255	335	78	222	195	64	31	167	162	134	127
Weighted base		569	105	464	144	130	147	148	251	318	82	230	175	54	28	151	150	135	133
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 590; total n = 6467; effective sample size = 467 (79%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2



# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks							
		Working status	UK nation				Rurality		
		Work- ing	Not work- ing	NET: Engl- and	NET: Scotl- and	Wal- es	Nort- hern Irel- and	Urb- an	Unkn- own
QH7_3: Thinking of Royal Mail's response to your complaint, how satisfied were you with... The time taken to resolve your complaint									
		% within column							
<b>Very satisfied</b>		17%	9%	14%	8%	14%	**	16%	13%
		Weighted counts	60	20	70	3	4	58	21
		Column Comparisons	b						
		% within column	24%	20%	22%	26%	19%	**	23%
<b>Fairly satisfied</b>		Weighted counts	83	45	110	9	5	84	33
		Column Comparisons							
		% within column	22%	23%	22%	17%	27%	**	23%
<b>Neither satisfied nor dissatisfied</b>		Weighted counts	75	52	109	6	8	85	31
		Column Comparisons							
		% within column	15%	15%	15%	15%	16%	**	15%
<b>Fairly dissatisfied</b>		Weighted counts	53	34	75	6	5	55	28
		Column Comparisons							
		% within column	19%	29%	23%	27%	23%	**	21%
<b>Very dissatisfied</b>		Weighted counts	65	66	111	10	7	76	46
		Column Comparisons		a					
		% within column	3%	3%	3%	7%	0%	**	3%
<b>Don't know</b>		Weighted counts	9	7	13	2	0	11	3
		Column Comparisons							
		% within column	41%	29%	37%	34%	33%	**	39%
<b>NET: Satisfied</b>		Weighted counts	143	65	180	12	9	142	54
		Column Comparisons	b						
		% within column	34%	45%	38%	42%	40%	**	36%
<b>NET: Dissatisfied</b>		Weighted counts	118	100	186	15	11	131	73
		Column Comparisons		a					
		% within column							
<b>Effective Column n</b>		Weighted counts	278	188	316	66	54	31	285
		Column Comparisons							
<b>Unweighted base</b>			351	238	400	83	68	39	360
<b>Weighted base</b>			345	224	488	36	29	16	368
<b>Columns</b>			A	B	A	B	C	D	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 590; total n = 6467; effective sample size = 467 (79%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks																	
		Method-ology		Quarter				Gender		Age					SEG				
		Total	CAPI	Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE
QH8: Why didn't you make a complaint to Royal Mail?	% within column	43%	**	44%	**	**	**	**	**	43%	**	**	**	**	**	**	**	**	**
Not worth the hassle	Weighted counts	40		28						18									
	Column Comparisons	-																	
	% within column	37%	**	42%	**	**	**	**	**	41%	**	**	**	**	**	**	**	**	**
Wouldn't change anything anyway	Weighted counts	34		27						17									
	Column Comparisons	-																	
	% within column	18%	**	18%	**	**	**	**	**	14%	**	**	**	**	**	**	**	**	**
Didn't know where to go/ who to complain to	Weighted counts	17		12						6									
	Column Comparisons	-																	
	% within column	15%	**	13%	**	**	**	**	**	17%	**	**	**	**	**	**	**	**	**
Didn't have the time	Weighted counts	14		8						7									
	Column Comparisons	-																	
	% within column	6%	**	5%	**	**	**	**	**	2%	**	**	**	**	**	**	**	**	**
Any other reason	Weighted counts	5		3						1									
	Column Comparisons	-																	
	% within column	7%	**	5%	**	**	**	**	**	8%	**	**	**	**	**	**	**	**	**
The problem was sorted without needing to complain	Weighted counts	6		3						3									
	Column Comparisons	-																	
	% within column	8%	**	12%	**	**	**	**	**	10%	**	**	**	**	**	**	**	**	**
Not a major issue	Weighted counts	8		8						4									
	Column Comparisons	-																	
	% within column	8%	**	8%	**	**	**	**	**	6%	**	**	**	**	**	**	**	**	**
I don't know	Weighted counts	7		5						2									
	Column Comparisons	-																	
	% within column																		
Effective Column n	Weighted counts	76	14	62	19	25	18	14	37	39	14	34	18	6	4	18	27	14	18
	Column Comparisons																		
Unweighted base		100	19	81	25	33	23	19	49	51	18	45	24	8	5	23	35	19	23
Weighted base		92	28	64	26	34	17	15	50	42	16	42	25	5	6	20	35	16	22
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 100; total n = 6467; effective sample size = 76 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks							
		Working status	UK nation				Rurality		
		Not working	NET: Eng-land	NET: Scot-land	Wal-es	Nort-her-n Ireland	Urban	Rural	Unkn-own
QH8: Why didn't you make a complaint to Royal Mail?	% within column	42%	**	41%	**	**	43%	**	**
<b>Not worth the hassle</b>	Weighted counts	23		31			24		
	Column Comparisons								
	% within column	35%	**	37%	**	**	28%	**	**
<b>Wouldn't change anything anyway</b>	Weighted counts	19		27			16		
	Column Comparisons								
	% within column	15%	**	17%	**	**	19%	**	**
<b>Didn't know where to go/ who to complain to</b>	Weighted counts	8		12			11		
	Column Comparisons								
	% within column	15%	**	12%	**	**	22%	**	**
<b>Didn't have the time</b>	Weighted counts	8		9			13		
	Column Comparisons								
	% within column	6%	**	5%	**	**	5%	**	**
<b>Any other reason</b>	Weighted counts	3		4			3		
	Column Comparisons								
	% within column	6%	**	7%	**	**	8%	**	**
<b>The problem was sorted without needing to complain</b>	Weighted counts	3		5			5		
	Column Comparisons								
	% within column	9%	**	9%	**	**	7%	**	**
<b>Not a major issue</b>	Weighted counts	5		7			4		
	Column Comparisons								
	% within column	8%	**	9%	**	**	12%	**	**
<b>I don't know</b>	Weighted counts	4		7			7		
	Column Comparisons								
	% within column								
<b>Effective Column n</b>	Weighted counts	46	29	45	11	10	44	23	9
	Column Comparisons								
<b>Unweighted base</b>		61	38	59	15	13	58	30	12
<b>Weighted base</b>		55	36	74	7	6	57	23	13

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 100; total n = 6467; effective sample size = 76 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

QH8: Why didn't you make a complaint to Royal Mail?	Crossbreaks																	
	Method-ology		Quarter				Gender		Age					SEG				
	Total	CAPI	Onli- ne	Q1	Q2	Q3	Q4	Male	Fem- ale	16-24	25-44	45-64	65-74	75+	AB	C1	C2	DE
				2016	2016	2016	2016			years	years	years	years					
Columns	A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 100; total n = 6467; effective sample size = 76 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 3 of 4

Ofcom Residential Postal Tracker (January - December 2016)

QH8: Why didn't you make a complaint to Royal Mail?	Crossbreaks								
	Working status		UK nation				Rurality		
	Work- ing	Not work- ing	NET: Engl- and	NET: Scotl- and	Wal- es	Nort- hern Irel- and	Urb- an	Rural	Unkn- own
Columns	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 100; total n = 6467; effective sample size = 76 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks																		
		Method- ology	Quarter				Gender		Age				SEG				Work- ing status			
QH9: And did you complain to anyone else about the service you received from Royal Mail?		Total	CAPI	Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE	Work- ing
No	% within column	57%	59%	56%	61%	58%	52%	56%	54%	59%	49%	53%	61%	70%	**	56%	57%	51%	63%	51%
	Weighted counts	375	79	297	103	96	85	91	162	214	48	145	122	41		95	105	77	98	204
	Column Comparisons	-																		
Yes - over the counter at the Post Office	% within column	22%	23%	22%	18%	17%	29%	25%	24%	21%	28%	24%	18%	17%	**	28%	24%	23%	12%	26%
	Weighted counts	147	31	116	31	28	48	40	73	74	27	66	36	10		48	45	34	19	102
	Column Comparisons	-														d	d			b
Yes - by phone/ letter/ email to the Post Office	% within column	13%	8%	15%	15%	12%	13%	13%	14%	12%	19%	15%	10%	10%	**	10%	12%	19%	14%	16%
	Weighted counts	88	10	78	26	20	22	20	43	45	19	41	19	6		17	22	29	21	64
	Column Comparisons	-																		b
Yes - to someone else	% within column	7%	8%	7%	5%	10%	5%	6%	6%	8%	2%	7%	9%	3%	**	5%	8%	5%	9%	6%
	Weighted counts	45	10	34	9	17	9	11	18	27	1	18	19	2		8	16	8	13	22
	Column Comparisons	-																		
Yes - to the regulator (Ofcom)	% within column	2%	0%	3%	3%	2%	1%	3%	3%	2%	3%	3%	2%	1%	**	3%	1%	2%	3%	3%
	Weighted counts	14	0	14	5	3	2	4	8	6	2	7	3	1		5	2	2	4	14
	Column Comparisons	-																		b
Yes - to Citizens Advice Bureau	% within column	0%	0%	1%	0%	0%	1%	1%	1%	0%	0%	1%	0%	0%	**	1%	1%	0%	0%	1%
	Weighted counts	3	0	3	0	0	1	1	2	1	0	2	0	0		1	2	0	0	3
	Column Comparisons	-																		
I don't know	% within column	2%	3%	2%	1%	4%	2%	2%	3%	1%	4%	2%	2%	0%	**	0%	2%	4%	2%	3%
	Weighted counts	15	4	11	2	6	4	3	10	4	4	6	4	0		1	4	6	4	11
	Column Comparisons	-																		
NET: Yes	% within column	41%	38%	42%	38%	38%	46%	42%	43%	39%	47%	45%	37%	30%	**	44%	41%	45%	34%	46%
	Weighted counts	271	51	221	64	62	76	69	129	142	46	121	73	18		75	76	68	53	184
	Column Comparisons	-																		b
Effective Column n	Weighted counts	543	67	476	138	135	131	138	239	304	76	210	172	57	28	149	155	120	118	324
Unweighted base	Column Comparisons	-																		
	Weighted counts	690	85	605	176	171	167	176	304	386	96	267	219	72	36	190	197	153	150	412
Weighted base	Column Comparisons	-																		
	Weighted counts	661	133	528	170	164	165	163	301	360	98	271	199	59	34	171	185	151	155	399

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 690; total n = 6467; effective sample size = 543 (79%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 4

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks							
		Work- ing status	UK nation				Rurality		
			Not work- ing	NET: Engl- and	NET: Scotl- and	Wal- es	Nort- hern Irel- and	Urb- an	Unkn- own
QH9: And did you complain to anyone else about the service you received from Royal Mail?									
		% within column	66%	55%	65%	71%	60%	53%	70%
<b>No</b>		Weighted counts	171	310	28	25	13	226	112
		Column Comparisons	A						
		% within column	17%	23%	21%	15%	18%	24%	22%
<b>Yes - over the counter at the Post Office</b>		Weighted counts	45	129	9	5	4	101	40
		Column Comparisons							
		% within column	9%	14%	9%	8%	8%	15%	11%
<b>Yes - by phone/ letter/ email to the Post Office</b>		Weighted counts	24	80	4	3	2	63	20
		Column Comparisons							
		% within column	9%	7%	5%	7%	16%	6%	7%
<b>Yes - to someone else</b>		Weighted counts	23	37	2	2	3	28	13
		Column Comparisons							
		% within column	0%	2%	3%	3%	2%	2%	1%
<b>Yes - to the regulator (Ofcom)</b>		Weighted counts	0	11	1	1	0	11	2
		Column Comparisons							
		% within column	0%	0%	1%	0%	0%	1%	0%
<b>Yes - to Citizens Advice Bureau</b>		Weighted counts	0	2	0	0	0	2	0
		Column Comparisons							
		% within column	1%	2%	2%	0%	2%	3%	2%
<b>I don't know</b>		Weighted counts	2	13	1	0	0	11	4
		Column Comparisons							
		% within column	34%	42%	33%	29%	38%	44%	37%
<b>NET: Yes</b>		Weighted counts	87	239	14	10	8	188	67
		Column Comparisons							
		% within column							
<b>Effective Column n</b>		Weighted counts	217	361	77	64	41	329	175
		Column Comparisons							
<b>Unweighted base</b>			276	459	98	81	52	418	222

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 690; total n = 6467; effective sample size = 543 (79%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05); A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

QH9: And did you complain to anyone else about the service you received from Royal Mail?	Crossbreaks																		
	Method-ology			Quarter				Gender		Age					SEG				Work- ing status
	Total	CAPI	Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE	Work- ing
<b>Weighted base</b>	<b>661</b>	133	528	170	164	165	163	301	360	98	271	199	59	34	171	185	151	155	399
<b>Columns</b>	<b>A</b>	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 690; total n = 6467; effective sample size = 543 (79%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 3 of 4



Ofcom Residential Postal Tracker (January - December 2016)

QH9: And did you complain to anyone else about the service you received from Royal Mail?	Crossbreaks							
	Work- ing status	UK nation				Rurality		
		Not work- ing	NET: Engl- and	NET: Scotl- and	Wal- es	Nort- hern Irel- and	Urb- an	Unkn- own
<b>Weighted base</b>	260	562	43	35	21	425	184	53
<b>Columns</b>	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 690; total n = 6467; effective sample size = 543 (79%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05); A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

## **Section I: Competitive Context**

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
Q11: The following companies all offer parcel delivery services. Which, if any, had you heard of before today?		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Royal Mail	% within column	94%	96%	93%	94%	95%	95%	94%	93%	95%	94%	93%	95%	95%	94%	94%	95%
	Weighted counts	6,102	2,548	3,554	1,597	1,500	1,467	1,539	2,961	3,141	855	1,987	1,969	808	483	1,424	1,803
	Column Comparisons	-	B							a							
Parcelforce	% within column	78%	71%	84%	80%	80%	76%	77%	78%	79%	64%	75%	86%	84%	78%	80%	80%
	Weighted counts	5,062	1,875	3,188	1,357	1,267	1,180	1,259	2,466	2,597	578	1,593	1,783	710	399	1,214	1,516
	Column Comparisons	-		A								A	A B E	A B e	A	d	d
FedEx	% within column	76%	63%	85%	77%	78%	73%	75%	77%	74%	72%	75%	81%	76%	65%	81%	78%
	Weighted counts	4,897	1,662	3,235	1,309	1,233	1,132	1,222	2,444	2,453	654	1,592	1,675	644	332	1,227	1,484
	Column Comparisons	-		A		c			b		e	E	A B d E	E		c D	D
DHL	% within column	76%	68%	82%	76%	79%	75%	76%	79%	74%	63%	78%	83%	77%	67%	81%	79%
	Weighted counts	4,941	1,798	3,143	1,297	1,248	1,154	1,242	2,515	2,426	572	1,667	1,709	652	341	1,228	1,511
	Column Comparisons	-		A					B			A E	A b d E	A E		c D	D
Yodel	% within column	63%	48%	73%	64%	64%	60%	62%	63%	63%	58%	64%	68%	60%	49%	62%	64%
	Weighted counts	4,056	1,282	2,774	1,091	1,010	936	1,020	1,989	2,066	523	1,369	1,402	509	253	945	1,219
	Column Comparisons	-		A							e	a E	A b D E	E			
Hermes	% within column	63%	49%	73%	62%	61%	61%	68%	61%	65%	60%	66%	65%	60%	52%	63%	65%
	Weighted counts	4,085	1,289	2,795	1,059	969	950	1,108	1,941	2,144	542	1,416	1,352	510	265	962	1,230
	Column Comparisons	-		A				a b c		a	e	a d E	a d E	e			d
UPS	% within column	60%	48%	68%	62%	59%	57%	60%	65%	54%	52%	62%	64%	57%	48%	65%	61%
	Weighted counts	3,855	1,270	2,585	1,062	934	880	979	2,063	1,792	474	1,316	1,334	484	247	987	1,160
	Column Comparisons	-		A	c				B			A E	A d E	e		c D	d
TNT Express	% within column	55%	49%	59%	54%	57%	54%	54%	62%	48%	34%	52%	66%	60%	48%	60%	55%
	Weighted counts	3,538	1,306	2,232	916	903	829	891	1,953	1,586	309	1,117	1,361	506	244	910	1,054
	Column Comparisons	-		A					B			A	A B d E	A b E	A	b D	D
DPD	% within column	52%	44%	58%	53%	51%	52%	54%	55%	49%	51%	58%	55%	42%	37%	52%	52%
	Weighted counts	3,372	1,153	2,219	893	803	798	878	1,756	1,616	459	1,237	1,131	353	192	794	1,000
	Column Comparisons	-		A					B		d E	a D E	D E				
Interlink	% within column	45%	42%	48%	46%	45%	44%	45%	49%	42%	35%	49%	50%	38%	37%	46%	46%
	Weighted counts	2,926	1,102	1,824	790	719	678	739	1,540	1,386	316	1,054	1,041	325	190	702	884
	Column Comparisons	-		A					B			A D E	A D E			d	d
Amazon Logistics	% within column	42%	41%	42%	40%	45%	41%	41%	44%	40%	42%	42%	44%	43%	33%	43%	43%
	Weighted counts	2,705	1,093	1,612	688	711	634	672	1,398	1,308	380	889	906	362	168	654	817
	Column Comparisons	-							b		e	e	E	e			

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 4

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks										
		SEG		Working status		UK nation			Rurality			
Q11: The following companies all offer parcel delivery services. Which, if any, had you heard of before today?		C2	DE	Work-ing	Not working	NET: Engl-and	NET: Scotl-and	North-ern Irel-	Urban	Rural	Unkn-own	
<b>Royal Mail</b>	% within column	93%	96%	94%	95%	94%	95%	96%	92%	95%	94%	93%
	Weighted counts	1,237	1,637	3,206	2,863	5,064	371	343	323	3,870	1,866	366
	Column Comparisons		c					d				
<b>Parcelforce</b>	% within column	79%	75%	78%	79%	78%	81%	87%	77%	76%	82%	84%
	Weighted counts	1,050	1,283	2,668	2,375	4,164	317	312	269	3,100	1,630	333
	Column Comparisons		d					A b D			A	a
<b>FedEx</b>	% within column	75%	70%	77%	75%	77%	74%	78%	62%	74%	77%	87%
	Weighted counts	995	1,192	2,625	2,245	4,111	289	279	217	3,035	1,517	345
	Column Comparisons		d			D	D	D				A B
<b>DHL</b>	% within column	77%	69%	79%	74%	77%	77%	79%	68%	75%	78%	80%
	Weighted counts	1,021	1,182	2,697	2,222	4,117	302	284	239	3,080	1,543	318
	Column Comparisons		D		B	d	D	D				
<b>Yodel</b>	% within column	64%	61%	65%	61%	61%	71%	73%	63%	60%	68%	70%
	Weighted counts	847	1,044	2,212	1,828	3,295	279	261	220	2,437	1,341	278
	Column Comparisons			b			a D	A D			A	A
<b>Hermes</b>	% within column	66%	59%	65%	61%	63%	63%	66%	60%	60%	68%	70%
	Weighted counts	879	1,013	2,230	1,837	3,393	245	235	211	2,452	1,354	278
	Column Comparisons		d		b						A	A
<b>UPS</b>	% within column	58%	55%	63%	56%	61%	60%	59%	46%	58%	59%	72%
	Weighted counts	767	941	2,139	1,699	3,250	235	210	160	2,393	1,176	285
	Column Comparisons			B		D	D	D				A B
<b>TNT Express</b>	% within column	57%	48%	57%	52%	55%	56%	61%	39%	53%	56%	62%
	Weighted counts	752	822	1,946	1,580	2,964	220	217	138	2,184	1,110	245
	Column Comparisons		D		b	D	D	D				a
<b>DPD</b>	% within column	56%	49%	57%	47%	52%	57%	54%	47%	51%	55%	55%
	Weighted counts	745	834	1,946	1,415	2,790	224	193	165	2,069	1,084	219
	Column Comparisons		d		B		D	d			a	
<b>Interlink</b>	% within column	47%	41%	50%	40%	46%	40%	49%	33%	44%	48%	51%
	Weighted counts	630	710	1,700	1,217	2,478	155	177	116	1,784	941	200
	Column Comparisons		d		B	b D	d	B D			a	a
<b>Amazon Logistics</b>	% within column	43%	39%	42%	41%	43%	40%	43%	19%	42%	40%	42%
	Weighted counts	573	661	1,450	1,239	2,327	158	154	67	1,739	800	167
						D	D	D				

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001)\*\*\* indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks															
Q11: The following companies all offer parcel delivery services. Which, if any, had you heard of before today?		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Collect +	% within column	25%	16%	31%	27%	24%	23%	26%	21%	29%	31%	34%	23%	11%	8%	24%	26%
	Weighted counts	1,609	430	1,179	451	374	360	424	664	945	283	720	471	92	43	371	497
	Column Comparisons	-		A						A	C D E	C D E	D E				
TNT Post UK	% within column	26%	22%	29%	27%	27%	24%	27%	31%	21%	22%	26%	29%	26%	23%	28%	27%
	Weighted counts	1,689	592	1,097	455	423	376	435	986	703	198	561	590	220	120	422	507
	Column Comparisons	-		A					B				a			d	
UK Mail	% within column	22%	17%	26%	25%	21%	21%	23%	27%	17%	21%	25%	23%	19%	16%	22%	22%
	Weighted counts	1,442	452	990	417	335	321	368	870	572	193	535	472	160	82	330	419
	Column Comparisons	-		A					B			d E	e				
Citipost	% within column	20%	18%	22%	20%	22%	18%	21%	25%	16%	14%	22%	22%	21%	16%	25%	21%
	Weighted counts	1,310	468	842	346	342	285	338	782	528	128	461	462	180	80	378	401
	Column Comparisons	-		A					B			A e	A e	a e		b c D	d
DX	% within column	9%	7%	9%	9%	8%	7%	10%	10%	7%	6%	11%	8%	7%	4%	8%	9%
	Weighted counts	550	193	358	158	127	102	164	329	222	56	244	172	60	19	124	179
	Column Comparisons	-		a	c			c	B			A c d E	e	e			
Any other postal services company	% within column	1%	0%	1%	1%	0%	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%	1%
	Weighted counts	34	13	21	9	7	8	10	23	11	7	13	5	8	1	8	17
	Column Comparisons	-															
None of the above	% within column	1%	1%	1%	0%	1%	1%	1%	1%	1%	2%	0%	0%	1%	1%	1%	1%
	Weighted counts	42	18	23	6	10	10	15	24	18	15	10	6	5	5	8	10
	Column Comparisons	-									b c						
Effective Column n	% within column																
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230	1,507
	Column Comparisons																
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607	1,968
Weighted base		6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522	1,905
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 3 of 4

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks										
		SEG		Working status		UK nation				Rurality		
Q11: The following companies all offer parcel delivery services. Which, if any, had you heard of before today?		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Collect +	% within column	23%	26%	28%	21%	25%	24%	25%	26%	25%	24%	30%
	Weighted counts	304	437	971	631	1,335	95	89	90	1,022	469	119
	Column Comparisons			B								b
TNT Post UK	% within column	28%	23%	27%	25%	27%	27%	25%	16%	26%	25%	29%
	Weighted counts	366	394	936	745	1,438	106	88	57	1,084	491	114
	Column Comparisons	d		b		D	D	D				
UK Mail	% within column	23%	22%	25%	20%	23%	22%	21%	8%	21%	23%	29%
	Weighted counts	312	382	844	590	1,255	84	75	28	864	464	114
	Column Comparisons			B		D	D	D				a b
Citipost	% within column	19%	16%	22%	18%	21%	16%	20%	19%	21%	19%	20%
	Weighted counts	252	279	753	555	1,110	64	70	65	852	381	77
	Column Comparisons			b								
DX	% within column	9%	7%	11%	6%	8%	13%	10%	4%	9%	8%	9%
	Weighted counts	124	123	362	188	451	50	35	15	357	157	36
	Column Comparisons			B		d	a D	D				
Any other postal services company	% within column	0%	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%
	Weighted counts	5	4	24	10	30	1	2	0	24	9	1
	Column Comparisons											
None of the above	% within column	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	0%
	Weighted counts	12	11	17	20	34	2	1	5	25	16	1
	Column Comparisons											
Effective Column n	% within column											
	Weighted counts	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
	Column Comparisons											
Unweighted base		1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
Weighted base		1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
Columns		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001)\*\*\* indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

Q12_1: Which, if any, of these companies have you encountered to send a packet, parcel or letter?		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Royal Mail	% within column	85%	88%	83%	85%	85%	87%	83%	84%	86%	81%	85%	87%	84%	82%	86%	85%
	Weighted counts	5,481	2,328	3,152	1,442	1,339	1,340	1,359	2,648	2,833	737	1,813	1,799	710	422	1,301	1,623
	Column Comparisons	-	B							a			a				
Collect +	% within column	8%	4%	11%	9%	8%	7%	8%	7%	9%	10%	12%	7%	4%	2%	10%	8%
	Weighted counts	531	119	412	160	127	109	135	226	305	93	247	145	36	9	155	161
	Column Comparisons	-		A						a	c D E	C D E	d E	e		c	
Hermes	% within column	12%	8%	15%	12%	13%	12%	12%	11%	14%	12%	14%	12%	11%	10%	12%	12%
	Weighted counts	799	217	582	208	208	179	204	346	453	111	295	249	93	51	188	230
	Column Comparisons	-		A						a							
Parcelforce	% within column	12%	11%	12%	13%	12%	11%	11%	13%	10%	7%	13%	14%	10%	8%	15%	11%
	Weighted counts	758	293	465	218	196	169	176	425	334	63	274	298	83	41	235	203
	Column Comparisons	-							B			A e	A d e			B c D	
UK Mail	% within column	2%	1%	2%	2%	2%	2%	2%	2%	1%	3%	2%	2%	1%	1%	2%	2%
	Weighted counts	123	35	88	35	30	24	34	79	45	27	52	32	8	4	30	30
	Column Comparisons	-		a					b								
Yodel	% within column	5%	4%	5%	4%	5%	5%	5%	5%	4%	4%	6%	5%	4%	1%	5%	5%
	Weighted counts	311	109	202	72	80	74	86	169	141	35	138	103	31	4	69	86
	Column Comparisons	-									e	a d E	E	e			
DPD	% within column	5%	6%	4%	5%	5%	4%	5%	7%	3%	6%	8%	3%	2%	1%	6%	5%
	Weighted counts	306	149	158	78	82	61	85	209	98	51	166	71	13	5	89	87
	Column Comparisons	-	b						B		c D E	C D E	d e				
Amazon Logistics	% within column	4%	7%	3%	4%	6%	3%	4%	5%	4%	5%	5%	4%	3%	2%	4%	5%
	Weighted counts	281	177	104	67	92	53	69	160	121	45	111	86	29	9	64	86
	Column Comparisons	-	B			c			b								
DHL	% within column	7%	9%	6%	7%	9%	6%	7%	8%	6%	8%	11%	6%	4%	2%	10%	9%
	Weighted counts	471	243	228	119	143	96	113	266	205	73	225	130	31	11	158	163
	Column Comparisons	-	B						b		D E	C D E	d e			C D	c D
FedEx	% within column	4%	5%	4%	4%	5%	4%	4%	5%	4%	6%	6%	4%	3%	2%	8%	4%
	Weighted counts	285	123	162	66	79	69	70	167	118	56	122	77	21	8	115	73
	Column Comparisons	-							b		c d e	c d e	e			B C D	
UPS	% within column	3%	3%	4%	3%	4%	3%	3%	4%	2%	5%	4%	3%	2%	1%	4%	3%
	Weighted counts	212	75	137	48	62	52	50	135	77	41	95	57	16	3	68	53
	Column Comparisons	-							B		c d E	c d E	e				

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

Q12_1: Which, if any, of these companies have you encountered to send a packet, parcel or letter?		Crossbreaks										
		SEG		Working status		UK nation				Rurality		
		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Royal Mail	% within column	84%	85%	86%	84%	85%	84%	87%	80%	85%	85%	82%
	Weighted counts	1,110	1,446	2,928	2,527	4,562	327	311	280	3,484	1,673	325
	Column Comparisons							d				
Collect +	% within column	6%	8%	9%	7%	8%	9%	7%	9%	9%	7%	10%
	Weighted counts	83	132	324	203	440	36	25	30	349	140	41
	Column Comparisons			B								
Hermes	% within column	15%	11%	13%	12%	13%	11%	12%	8%	11%	15%	11%
	Weighted counts	195	185	431	365	685	42	45	28	470	287	42
	Column Comparisons	d						d			a	
Parcelforce	% within column	12%	9%	13%	10%	12%	13%	13%	13%	12%	12%	11%
	Weighted counts	160	160	451	305	618	49	48	44	485	228	45
	Column Comparisons			B								
UK Mail	% within column	2%	2%	2%	1%	2%	1%	1%	1%	2%	2%	3%
	Weighted counts	33	30	85	38	111	5	5	2	73	38	12
	Column Comparisons			b								
Yodel	% within column	5%	5%	6%	4%	5%	6%	6%	4%	5%	5%	4%
	Weighted counts	71	85	203	107	249	25	22	14	204	91	15
	Column Comparisons			B								
DPD	% within column	5%	4%	7%	3%	5%	5%	4%	4%	5%	4%	3%
	Weighted counts	68	62	229	76	260	20	14	13	218	76	12
	Column Comparisons			B								
Amazon Logistics	% within column	5%	4%	5%	3%	5%	3%	3%	2%	4%	4%	4%
	Weighted counts	61	69	175	97	253	12	11	6	184	82	15
	Column Comparisons			B								
DHL	% within column	5%	5%	10%	4%	8%	7%	5%	5%	8%	6%	6%
	Weighted counts	72	78	333	130	410	27	17	17	330	117	23
	Column Comparisons			B						b		
FedEx	% within column	3%	3%	5%	3%	5%	3%	3%	3%	5%	4%	5%
	Weighted counts	38	59	181	99	253	12	11	9	190	76	18
	Column Comparisons			B								
UPS	% within column	3%	3%	4%	2%	3%	3%	3%	3%	3%	3%	4%
	Weighted counts	41	49	139	70	182	10	10	9	136	61	15
	Column Comparisons			B								

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001) \*\*\* indicates low base size (<50)



# Ofcom Residential Postal Tracker (January - December 2016)

Q12_1: Which, if any, of these companies have you encountered to send a packet, parcel or letter?		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
<b>Citipost</b>	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	0%	0%	2%	1%
	Weighted counts	64	24	40	15	22	14	13	46	18	18	30	10	3	2	24	22
	Column Comparisons	-							b		c d	c					
<b>DX</b>	% within column	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%	1%
	Weighted counts	40	16	23	10	10	10	10	28	12	5	23	7	5	0	12	12
	Column Comparisons	-							b								
<b>Interlink</b>	% within column	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	3%	1%	1%	1%	2%	1%
	Weighted counts	115	60	55	26	38	24	27	76	38	21	57	28	5	4	31	28
	Column Comparisons	-	b						B		d	c d					
<b>QTNT Express</b>	% within column	2%	2%	1%	1%	2%	1%	2%	2%	1%	1%	3%	1%	1%	1%	2%	1%
	Weighted counts	105	48	57	23	33	22	27	70	34	14	59	24	5	3	27	25
	Column Comparisons	-							b			c d					
<b>TNT Post UK</b>	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	0%	1%	0%	1%	1%
	Weighted counts	59	30	29	13	16	15	15	39	20	15	27	9	6	1	19	14
	Column Comparisons	-							b		c						
<b>Other</b>	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%
	Weighted counts	18	8	10	3	4	5	5	11	7	4	6	1	5	1	6	11
	Column Comparisons	-															d
<b>None of the above</b>	% within column	10%	9%	11%	10%	10%	9%	11%	11%	9%	13%	9%	9%	12%	14%	8%	10%
	Weighted counts	654	226	428	172	163	137	183	342	313	114	190	177	100	73	118	191
	Column Comparisons	-		a							b c			c	b C		
<b>Effective Column n</b>	% within column																
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230	1,507
<b>Unweighted base</b>	% within column																
	Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607	1,968
<b>Weighted base</b>	% within column																
	Weighted counts	6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522	1,905
<b>Columns</b>		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 3 of 4

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks										
		SEG		Working status		UK nation				Rurality		
Q12_1: Which, if any, of these companies have you encountered to send a packet, parcel or letter?		C2	DE	Work-ing	Not working	NET: Engl-and	NET: Scotl-and	Wales	North-ern Irel-and	Urban	Rural	Unkn-own
<b>Citipost</b>	% within column	1%	1%	1%	1%	1%	1%	0%	0%	1%	0%	1%
	Weighted counts	9	10	49	15	59	2	2	1	55	6	3
	Column Comparisons			b						b		
<b>DX</b>	% within column	1%	0%	1%	0%	1%	1%	1%	0%	1%	0%	0%
	Weighted counts	12	5	33	7	33	3	2	1	33	7	0
	Column Comparisons			B								
<b>Interlink</b>	% within column	2%	2%	2%	1%	2%	1%	2%	0%	2%	2%	1%
	Weighted counts	26	29	83	32	103	5	6	1	76	34	5
	Column Comparisons			B				d				
<b>QTNT Express</b>	% within column	2%	2%	2%	1%	2%	1%	1%	1%	2%	1%	1%
	Weighted counts	23	30	77	28	93	4	5	2	72	29	4
	Column Comparisons			B								
<b>TNT Post UK</b>	% within column	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%
	Weighted counts	14	11	41	18	53	2	2	2	43	13	3
	Column Comparisons			b								
<b>Other</b>	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Weighted counts	1	0	11	7	16	0	1	0	12	5	0
	Column Comparisons											
<b>None of the above</b>	% within column	11%	12%	9%	12%	10%	11%	9%	14%	10%	10%	11%
	Weighted counts	147	198	294	355	530	44	32	48	410	200	44
	Column Comparisons	a	a		A				c			
<b>Effective Column n</b>	% within column											
	Weighted counts	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
	Column Comparisons											
<b>Unweighted base</b>		1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>		1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\* indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

								Crossbreaks									
Q12_2: Which, if any, of these companies have you encountered because they delivered a packet, parcel or letter to you?		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Royal Mail	% within column	80%	82%	78%	79%	80%	80%	80%	80%	80%	78%	77%	82%	85%	80%	80%	80%
	Weighted counts	5,161	2,183	2,979	1,336	1,273	1,244	1,308	2,524	2,637	709	1,634	1,691	717	411	1,210	1,533
	Column Comparisons	-	B										b	a B			
Hermes	% within column	40%	25%	51%	42%	38%	38%	42%	36%	44%	37%	44%	41%	36%	31%	42%	41%
	Weighted counts	2,588	657	1,931	711	608	590	679	1,133	1,455	339	939	848	303	159	641	775
	Column Comparisons	-		A					A			a D E	d E			d	
Yodel	% within column	37%	21%	47%	38%	37%	34%	37%	35%	38%	32%	38%	40%	33%	28%	37%	36%
	Weighted counts	2,363	563	1,800	652	583	525	603	1,112	1,251	286	818	834	281	145	564	695
	Column Comparisons	-		A					a			a d E	A d E				
Amazon Logistics	% within column	26%	23%	28%	25%	27%	25%	25%	26%	25%	27%	27%	26%	24%	18%	29%	26%
	Weighted counts	1,660	601	1,059	431	432	388	409	834	826	248	569	546	204	92	438	502
	Column Comparisons	-		A							e	e	e	e		c d	
Parcelforce	% within column	40%	31%	47%	42%	40%	39%	40%	40%	41%	30%	39%	48%	41%	34%	47%	40%
	Weighted counts	2,615	820	1,795	721	632	605	656	1,272	1,343	269	827	995	350	174	717	764
	Column Comparisons	-		A								A	A B d E	A e		B c D	d
DPD	% within column	28%	20%	34%	29%	26%	29%	29%	30%	26%	28%	34%	29%	17%	16%	31%	29%
	Weighted counts	1,814	535	1,278	486	417	442	469	951	863	250	731	602	147	84	466	549
	Column Comparisons	-		A					b		D E	a c D E	D E			d	d
DHL	% within column	34%	27%	39%	34%	36%	33%	34%	36%	32%	30%	38%	36%	29%	25%	42%	35%
	Weighted counts	2,204	722	1,481	572	572	509	550	1,142	1,062	270	808	752	247	127	633	658
	Column Comparisons	-		A					b			A D E	a d E			B C D	D
UK Mail	% within column	9%	5%	11%	9%	9%	7%	9%	11%	7%	8%	11%	9%	5%	5%	10%	8%
	Weighted counts	562	138	423	159	144	105	154	346	215	75	232	182	46	26	152	155
	Column Comparisons	-		A					B			D e	d e				
Collect +	% within column	10%	7%	12%	9%	10%	10%	10%	7%	12%	14%	14%	8%	3%	1%	11%	10%
	Weighted counts	640	173	467	161	157	158	164	237	403	125	309	173	27	6	170	194
	Column Comparisons	-		A					A		C D E	C D E	D E	e			
UPS	% within column	19%	14%	22%	20%	18%	18%	19%	21%	16%	20%	20%	21%	14%	11%	23%	18%
	Weighted counts	1,212	358	854	348	283	276	305	671	541	177	435	426	118	57	345	334
	Column Comparisons	-		A					B		d E	D E	D E			b D	
FedEx	% within column	23%	18%	27%	25%	25%	21%	23%	24%	22%	27%	25%	24%	20%	13%	31%	23%
	Weighted counts	1,505	480	1,025	420	392	319	374	773	732	243	530	497	168	68	467	437
	Column Comparisons	-		A	c	c					d E	d E	d E	e		B C D	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 4

# Ofcom Residential Postal Tracker (January - December 2016)

Q12_2: Which, if any, of these companies have you encountered because they delivered a packet, parcel or letter to you?		Crossbreaks									
		SEG		Working status		UK nation			Rurality		
		C2	DE	Work-ing	Not working	NET: Engl-and	NET: Scotl-and	North-ern Irel-	Urban	Rural	Unkn-own
<b>Royal Mail</b>	% within column	78%	81%	78%	82%	80%	79%	84%	79%	82%	80%
	Weighted counts	1,036	1,381	2,663	2,474	4,272	309	302	278	3,230	1,617
	Column Comparisons				A			b			
<b>Hermes</b>	% within column	41%	37%	41%	40%	40%	42%	42%	35%	37%	45%
	Weighted counts	546	625	1,384	1,195	2,150	164	150	124	1,500	894
	Column Comparisons						d	d		A	A
<b>Yodel</b>	% within column	38%	35%	38%	35%	35%	46%	43%	40%	34%	40%
	Weighted counts	502	602	1,288	1,066	1,889	179	153	141	1,391	784
	Column Comparisons						a	a		A	A b
<b>Amazon Logistics</b>	% within column	24%	24%	27%	24%	27%	26%	24%	9%	27%	23%
	Weighted counts	314	406	915	736	1,439	100	88	33	1,096	453
	Column Comparisons					D	D	D		b	
<b>Parcelforce</b>	% within column	41%	35%	42%	39%	40%	43%	45%	42%	38%	44%
	Weighted counts	541	593	1,423	1,182	2,135	168	163	148	1,566	861
	Column Comparisons									A	a
<b>DPD</b>	% within column	29%	24%	32%	23%	28%	33%	28%	25%	27%	29%
	Weighted counts	381	418	1,105	705	1,498	128	101	88	1,105	577
	Column Comparisons			B			d				
<b>DHL</b>	% within column	34%	27%	37%	30%	34%	38%	35%	32%	33%	35%
	Weighted counts	454	459	1,277	916	1,816	148	126	113	1,363	695
	Column Comparisons			B							
<b>UK Mail</b>	% within column	9%	8%	10%	8%	9%	9%	9%	3%	8%	9%
	Weighted counts	114	140	330	228	483	36	31	12	341	170
	Column Comparisons			b		d	D	D			a b
<b>Collect +</b>	% within column	9%	9%	12%	8%	10%	11%	10%	9%	11%	9%
	Weighted counts	115	161	402	234	529	43	35	33	430	171
	Column Comparisons			B							
<b>UPS</b>	% within column	20%	15%	21%	16%	19%	23%	19%	15%	18%	19%
	Weighted counts	272	260	720	489	1,003	88	68	53	748	370
	Column Comparisons			B			d				a b
<b>FedEx</b>	% within column	24%	17%	26%	21%	24%	22%	22%	17%	23%	24%
	Weighted counts	315	286	877	620	1,282	88	77	58	930	469
	Column Comparisons			B		d	d	d			

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001) \*\* indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

Q12_2: Which, if any, of these companies have you encountered because they delivered a packet, parcel or letter to you?		Crossbreaks															
		Methodology			Quarter				Gender		Age					SEG	
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1
Interlink	% within column	12%	11%	12%	12%	12%	11%	12%	14%	10%	12%	16%	12%	5%	4%	15%	12%
	Weighted counts	767	305	462	205	191	171	200	434	332	111	334	256	46	20	230	228
	Column Comparisons	-							B		D E	c D E	D E			b c D	
Citipost	% within column	4%	4%	4%	4%	5%	3%	5%	6%	3%	3%	5%	4%	3%	2%	7%	4%
	Weighted counts	272	103	169	76	73	48	76	177	95	28	114	93	28	9	105	70
	Column Comparisons	-							B			e				B C D	
TNT Express	% within column	10%	9%	10%	8%	11%	9%	10%	12%	7%	9%	12%	10%	7%	5%	14%	8%
	Weighted counts	626	233	393	143	179	134	169	391	236	78	250	212	60	26	208	162
	Column Comparisons	-							B			d E	d e			B D	
DX	% within column	2%	1%	2%	2%	1%	1%	2%	2%	1%	2%	3%	1%	1%	0%	2%	2%
	Weighted counts	109	40	70	30	23	18	39	71	38	16	59	29	6	0	27	37
	Column Comparisons	-							b		e	c d e	e				
TNT Post UK	% within column	4%	3%	4%	4%	3%	3%	5%	5%	3%	5%	5%	4%	2%	1%	4%	4%
	Weighted counts	244	78	166	68	54	46	76	147	97	41	100	80	16	7	68	67
	Column Comparisons	-		a					b		d e	d e	d e				
Other	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Weighted counts	19	7	12	4	3	5	7	11	8	4	8	2	4	1	4	9
	Column Comparisons	-															
None of the above	% within column	6%	8%	5%	7%	6%	6%	6%	7%	6%	7%	8%	5%	7%	7%	5%	6%
	Weighted counts	408	202	205	114	99	94	100	214	193	61	161	94	55	36	81	117
	Column Comparisons	-	b									c					
Effective Column n	% within column																
	Weighted counts	4,915	1,410	3,505	1,276	1,211	1,187	1,240	2,406	2,508	616	1,505	1,658	724	412	1,230	1,507
Unweighted base	% within column																
	Weighted counts	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607	1,968
Weighted base	% within column																
	Weighted counts	6,467	2,651	3,816	1,700	1,585	1,547	1,634	3,169	3,298	905	2,134	2,069	846	512	1,522	1,905
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 3 of 4

Ofcom Residential Postal Tracker (January - December 2016)

Q12_2: Which, if any, of these companies have you encountered because they delivered a packet, parcel or letter to you?		Crossbreaks										
		SEG		Working status		UK nation				Rurality		
		C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Interlink</b>	% within column	11%	10%	15%	8%	12%	10%	13%	7%	12%	12%	11%
	Weighted counts	145	164	529	237	653	41	48	25	489	234	44
	Column Comparisons			B		d	d	D				
<b>Citipost</b>	% within column	3%	3%	5%	3%	4%	4%	4%	5%	5%	4%	3%
	Weighted counts	43	54	180	92	227	15	14	16	191	69	12
	Column Comparisons			B								
<b>TNT Express</b>	% within column	11%	7%	12%	7%	10%	11%	11%	8%	10%	10%	7%
	Weighted counts	144	113	405	219	517	41	40	28	394	203	29
	Column Comparisons	D		B								
<b>DX</b>	% within column	2%	1%	2%	1%	2%	2%	2%	1%	2%	1%	2%
	Weighted counts	25	20	81	29	92	8	7	3	76	25	8
	Column Comparisons			B								
<b>TNT Post UK</b>	% within column	4%	3%	5%	3%	4%	3%	3%	2%	4%	3%	4%
	Weighted counts	50	60	158	84	214	12	12	7	159	69	17
	Column Comparisons			B								
<b>Other</b>	% within column	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
	Weighted counts	4	2	15	4	17	0	2	0	12	6	1
	Column Comparisons											
<b>None of the above</b>	% within column	7%	7%	7%	6%	6%	6%	3%	7%	7%	4%	6%
	Weighted counts	90	120	236	171	348	25	10	26	300	85	23
	Column Comparisons					c	c		C	B		
<b>Effective Column n</b>	% within column											
	Weighted counts	978	1,200	2,560	2,327	3,103	656	590	566	2,916	1,723	275
	Column Comparisons											
<b>Unweighted base</b>		1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>		1,329	1,711	3,416	3,014	5,368	391	358	350	4,093	1,978	396
<b>Columns</b>		C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 6419; total n = 6467; effective sample size = 4915 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

Q13_1: Problems experienced with ... the last 12 months: Citipost		Crossbreaks																	
		Method-ology			Quarter				Gender		Age					SEG			
		Total	CAPI	Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE
Lost mail	% within column	5%	1%	6%	4%	6%	7%	3%	5%	3%	**	9%	2%	**	**	5%	4%	**	5%
	Weighted counts	14	2	12	3	5	4	2	11	3		12	2			7	3		3
	Column Comparisons	-																	
Damaged mail	% within column	4%	0%	7%	6%	0%	10%	3%	4%	6%	**	7%	1%	**	**	3%	6%	**	3%
	Weighted counts	13	0	13	5	0	6	2	7	6		8	1			4	5		1
	Column Comparisons	-		a															
Delayed mail	% within column	4%	0%	7%	3%	3%	15%	0%	4%	5%	**	6%	2%	**	**	4%	6%	**	5%
	Weighted counts	13	0	13	3	2	8	0	8	5		8	2			5	5		3
	Column Comparisons	-		a			d												
Mis-delivered mail	% within column	1%	1%	2%	1%	1%	2%	2%	1%	3%	**	1%	1%	**	**	1%	4%	**	0%
	Weighted counts	4	1	4	1	1	1	1	1	3		1	1			1	4		0
	Column Comparisons	-																	
Mail that has been tampered with	% within column	2%	0%	4%	0%	3%	2%	4%	3%	1%	**	3%	0%	**	**	5%	0%	**	3%
	Weighted counts	7	0	7	0	2	1	3	6	1		4	0			6	0		2
	Column Comparisons	-																	
Other problems	% within column	2%	0%	3%	1%	2%	2%	2%	2%	1%	**	2%	1%	**	**	1%	1%	**	5%
	Weighted counts	5	0	5	1	2	1	1	4	1		2	1			1	1		3
	Column Comparisons	-																	
No - there have been no problems	% within column	88%	98%	83%	90%	90%	79%	90%	88%	89%	**	84%	94%	**	**	89%	86%	**	85%
	Weighted counts	268	107	161	76	72	45	75	175	93		109	93			106	68		48
	Column Comparisons	-	B																
NET: Yes	% within column	12%	2%	17%	10%	10%	21%	10%	12%	11%	**	16%	6%	**	**	11%	14%	**	15%
	Weighted counts	36	2	34	8	8	12	8	25	11		20	6			14	11		8
	Column Comparisons	-		A															
Effective Column n	% within column																		
	Weighted counts	227	53	175	60	61	43	64	140	87	21	90	80	27	9	86	66	37	39
	Column Comparisons																		
Unweighted base		298	69	229	78	80	56	84	184	114	27	118	105	36	12	113	86	48	51
Weighted base		304	109	195	84	80	56	83	200	104	37	129	98	29	10	120	79	48	57
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 298; total n = 6467; effective sample size = 227 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks							
		Working status		UK nation				Rurality	
		Work- ing	Not work- ing	NET: Engl- and	NET: Scotl- and	Wal- es	Nort- hern Irel- and	Urb- an	Unkn- own
Q13_1: Problems experienced with ... the last 12 months: Citipost		7%	0%	5%	**	**	**	6%	0%
<b>Lost mail</b>		14	0	13				12	0
Column Comparisons		b							
<b>Damaged mail</b>		6%	1%	5%	**	**	**	4%	1%
Weighted counts		12	1	13				10	1
Column Comparisons									
<b>Delayed mail</b>		5%	2%	5%	**	**	**	4%	5%
Weighted counts		11	2	13				8	4
Column Comparisons									
<b>Mis-delivered mail</b>		1%	1%	1%	**	**	**	1%	2%
Weighted counts		3	1	4				1	2
Column Comparisons									
<b>Mail that has been tampered with</b>		3%	1%	3%	**	**	**	3%	2%
Weighted counts		6	1	7				6	2
Column Comparisons									
<b>Other problems</b>		2%	1%	2%	**	**	**	1%	3%
Weighted counts		4	1	4				3	2
Column Comparisons									
<b>No - there have been no problems</b>		85%	94%	87%	**	**	**	88%	90%
Weighted counts		174	94	224				192	65
Column Comparisons			a						
<b>NET: Yes</b>		15%	6%	13%	**	**	**	12%	10%
Weighted counts		30	6	33				25	7
Column Comparisons		b							
<b>Effective Column n</b>									
Weighted counts		146	82	147	29	24	27	147	69
Column Comparisons									
<b>Unweighted base</b>		191	107	193	38	31	36	193	91
<b>Weighted base</b>		205	99	257	16	15	17	217	72
<b>Columns</b>		A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 298; total n = 6467; effective sample size = 227 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)



# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks																	
		Method-ology			Quarter				Gender		Age					SEG			
Q13_2: Problems experienced with ... the last 12 months: Collect +		Total	CAPI	Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE
Lost mail	% within column	2%	1%	2%	1%	1%	1%	3%	2%	1%	3%	2%	1%	0%	**	4%	2%	0%	0%
	Weighted counts	16	3	13	3	3	3	7	9	7	5	8	3	0		10	6	0	0
	Column Comparisons	-														d			
Damaged mail	% within column	2%	0%	2%	1%	1%	3%	2%	2%	2%	4%	2%	0%	0%	**	3%	3%	1%	1%
	Weighted counts	17	0	17	2	3	7	5	8	9	7	9	1	0		7	7	1	2
	Column Comparisons	-		a															
Delayed mail	% within column	3%	2%	3%	3%	2%	1%	4%	3%	2%	3%	4%	1%	0%	**	5%	3%	0%	2%
	Weighted counts	24	5	19	8	4	2	10	11	12	6	16	2	0		12	7	1	4
	Column Comparisons	-																	
Mis-delivered mail	% within column	1%	1%	1%	0%	0%	3%	2%	2%	1%	1%	2%	0%	0%	**	3%	1%	1%	1%
	Weighted counts	10	3	7	0	1	5	4	7	3	2	6	1	0		6	1	1	1
	Column Comparisons	-																	
Mail that has been tampered with	% within column	1%	0%	1%	1%	0%	0%	1%	1%	1%	2%	1%	0%	0%	**	1%	1%	1%	0%
	Weighted counts	6	0	6	2	1	1	2	2	4	4	2	0	0		2	2	2	0
	Column Comparisons	-																	
Other problems	% within column	1%	0%	1%	2%	0%	1%	0%	1%	0%	0%	1%	1%	0%	**	1%	1%	1%	1%
	Weighted counts	8	0	8	5	0	2	0	5	2	0	4	3	0		2	2	1	3
	Column Comparisons	-																	
No - there have been no problems	% within column	95%	98%	94%	93%	97%	95%	94%	93%	96%	92%	93%	96%	100%	**	92%	94%	98%	96%
	Weighted counts	863	208	655	239	208	197	219	335	528	152	400	243	54		223	264	149	227
	Column Comparisons	-		b						a									
NET: Yes	% within column	5%	2%	6%	7%	3%	5%	6%	7%	4%	8%	7%	4%	0%	**	8%	6%	2%	4%
	Weighted counts	50	5	45	17	7	11	14	27	23	12	28	9	0		21	17	3	9
	Column Comparisons	-		a					b										
Effective Column n		754	102	652	211	186	169	189	257	497	124	342	228	49	12	201	255	118	180
Unweighted base		976	132	844	273	240	219	244	333	643	160	442	295	63	16	260	330	153	233
Weighted base		912	213	700	256	215	208	234	362	550	164	428	252	54	14	244	281	152	236
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 976; total n = 6467; effective sample size = 754 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks								
		Working status		UK nation			Rurality			
		Work- ing	Not work- ing	NET: Engl- and	NET: Scotl- and	Wal- es	Nort- hern Irel- and	Urb- an	Rural	Unkn- own
Q13_2: Problems experienced with ... the last 12 months: Collect +	% within column	2%	1%	2%	1%	1%	2%	2%	0%	3%
Lost mail	Weighted counts	11	4	14	0	0	1	14	0	2
	Column Comparisons									
	% within column	2%	2%	2%	1%	1%	1%	3%	0%	0%
Damaged mail	Weighted counts	12	5	15	1	0	0	16	1	0
	Column Comparisons									
	% within column	3%	2%	3%	3%	2%	3%	3%	2%	2%
Delayed mail	Weighted counts	18	6	20	2	1	1	17	5	1
	Column Comparisons									
	% within column	1%	1%	1%	0%	0%	0%	2%	0%	0%
Mis-delivered mail	Weighted counts	7	3	10	0	0	0	10	0	0
	Column Comparisons									
	% within column	1%	0%	1%	0%	1%	0%	1%	0%	0%
Mail that has been tampered with	Weighted counts	6	0	6	0	0	0	6	0	0
	Column Comparisons									
	% within column	1%	1%	1%	0%	2%	0%	1%	0%	4%
Other problems	Weighted counts	5	3	7	0	1	0	3	1	3
	Column Comparisons									a b
	% within column	94%	95%	94%	95%	96%	95%	94%	97%	91%
No - there have been no problems	Weighted counts	526	333	715	55	44	48	560	239	63
	Column Comparisons								c	
	% within column	6%	5%	6%	5%	4%	5%	6%	3%	9%
NET: Yes	Weighted counts	32	17	43	3	2	2	37	6	7
	Column Comparisons									b
	% within column									
Effective Column n	Weighted counts	467	285	474	105	83	93	470	234	50
	Column Comparisons									
		604	369	613	136	107	120	608	303	65
Unweighted base	Weighted base	558	349	758	58	46	50	597	246	69
	Columns	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 976; total n = 6467; effective sample size = 754 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
		Methodology			Quarter				Gender		Age				
Q13_3: Problems experienced with ... the last 12 months: DHL		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+
Lost mail	% within column	1%	0%	2%	1%	1%	2%	1%	2%	1%	1%	2%	1%	0%	0%
	Weighted counts	29	3	26	5	7	12	6	20	9	4	20	5	0	0
	Column Comparisons	-		a											
Damaged mail	% within column	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	0%	0%
	Weighted counts	19	4	15	4	7	7	2	11	8	4	12	3	0	0
	Column Comparisons	-													
Delayed mail	% within column	2%	1%	3%	2%	2%	3%	1%	2%	2%	3%	3%	2%	1%	1%
	Weighted counts	53	8	45	11	15	19	8	27	26	9	28	13	3	1
	Column Comparisons	-		a											
Mis-delivered mail	% within column	1%	1%	2%	2%	2%	1%	1%	1%	1%	2%	2%	1%	0%	0%
	Weighted counts	31	6	25	10	10	5	7	15	16	6	17	7	0	0
	Column Comparisons	-													
Mail that has been tampered with	% within column	1%	0%	1%	0%	1%	1%	0%	1%	1%	0%	2%	0%	0%	0%
	Weighted counts	14	1	14	2	4	8	1	8	7	0	14	0	0	0
	Column Comparisons	-		a								c			
Other problems	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	0%
	Weighted counts	24	9	15	9	5	4	6	12	12	3	14	5	2	0
	Column Comparisons	-													
No - there have been no problems	% within column	95%	96%	94%	95%	95%	94%	97%	95%	95%	93%	92%	97%	98%	99%
	Weighted counts	2,270	777	1,492	590	583	516	581	1,182	1,088	280	832	773	254	131
	Column Comparisons	-											a B	a b	a b
NET: Yes	% within column	5%	4%	6%	5%	5%	6%	3%	5%	5%	7%	8%	3%	2%	1%
	Weighted counts	122	30	92	33	33	36	20	65	57	21	71	25	5	1
	Column Comparisons	-									c d e	C d e			
Effective Column n	% within column														
	Weighted counts	1,855	389	1,467	472	478	436	469	957	898	198	626	669	244	119
	Column Comparisons														
Unweighted base		2,459	515	1,944	626	633	578	622	1,269	1,190	262	829	887	323	158
Weighted base		2,392	808	1,584	623	616	552	601	1,247	1,145	301	903	798	259	131
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 2459; total n = 6467; effective sample size = 1855 (75%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG				Working status		UK nation				Rurality		
		AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Q13_3: Problems experienced with ... the last 12 months:														
DHL														
Lost mail	% within column	1%	1%	2%	2%	2%	1%	1%	0%	1%	0%	1%	1%	2%
	Weighted counts	5	5	9	9	22	7	28	0	1	0	22	4	3
	Column Comparisons													
Damaged mail	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
	Weighted counts	8	4	3	4	10	9	16	1	1	2	11	4	4
	Column Comparisons													
Delayed mail	% within column	2%	3%	2%	2%	3%	2%	2%	2%	1%	1%	3%	1%	2%
	Weighted counts	15	19	9	11	38	15	46	3	2	2	41	9	4
	Column Comparisons													
Mis-delivered mail	% within column	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%
	Weighted counts	11	8	7	5	23	8	29	1	1	1	23	4	4
	Column Comparisons													
Mail that has been tampered with	% within column	0%	0%	1%	1%	1%	0%	1%	0%	0%	0%	1%	0%	0%
	Weighted counts	2	1	6	6	10	4	13	1	0	0	11	3	0
	Column Comparisons													
Other problems	% within column	1%	1%	1%	1%	1%	1%	1%	0%	1%	2%	1%	0%	0%
	Weighted counts	4	8	6	6	17	7	20	0	1	2	21	2	0
	Column Comparisons													
No - there have been no problems	% within column	95%	95%	96%	94%	94%	96%	95%	96%	97%	96%	94%	97%	92%
	Weighted counts	652	700	456	461	1,332	925	1,879	151	127	113	1,410	717	143
	Column Comparisons												a c	
NET: Yes	% within column	5%	5%	4%	6%	6%	4%	5%	4%	3%	4%	6%	3%	8%
	Weighted counts	35	39	21	28	80	42	108	6	4	5	88	23	12
	Column Comparisons											b		b
Effective Column n	% within column													
	Weighted counts	563	597	351	345	1,062	786	1,153	273	224	205	1,081	669	105
Unweighted base	% within column													
	Weighted counts	746	791	465	457	1,408	1,042	1,528	362	297	272	1,433	887	139
Weighted base	% within column													
	Weighted counts	687	739	476	489	1,412	967	1,987	156	131	118	1,498	740	154
Columns		A	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 2459; total n = 6467; effective sample size = 1855 (75%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
		Methodology			Quarter				Gender		Age				
Q13_4: Problems experienced with ... the last 12 months: FedEx		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+
Lost mail	% within column	1%	0%	1%	0%	1%	0%	2%	1%	0%	2%	1%	0%	0%	0%
	Weighted counts	13	0	13	1	5	0	6	9	3	5	5	2	0	0
	Column Comparisons	-		a											
Damaged mail	% within column	1%	1%	1%	0%	1%	2%	1%	1%	1%	1%	2%	0%	1%	0%
	Weighted counts	19	3	16	2	6	7	4	11	8	3	12	2	2	0
	Column Comparisons	-													
Delayed mail	% within column	2%	1%	2%	2%	1%	2%	2%	2%	1%	2%	2%	1%	0%	1%
	Weighted counts	26	4	23	10	4	6	7	18	8	6	12	8	0	1
	Column Comparisons	-													
Mis-delivered mail	% within column	2%	1%	2%	2%	2%	1%	1%	2%	1%	3%	2%	1%	0%	1%
	Weighted counts	25	5	20	8	8	3	5	16	9	9	11	4	1	0
	Column Comparisons	-													
Mail that has been tampered with	% within column	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	0%	1%
	Weighted counts	10	0	10	3	3	1	4	6	5	3	6	1	0	1
	Column Comparisons	-													
Other problems	% within column	1%	0%	1%	1%	1%	1%	0%	1%	0%	1%	1%	0%	1%	0%
	Weighted counts	14	0	13	5	3	4	2	10	3	4	7	2	1	0
	Column Comparisons	-		a											
No - there have been no problems	% within column	95%	98%	94%	95%	96%	95%	95%	94%	97%	92%	94%	97%	98%	98%
	Weighted counts	1,544	505	1,039	426	397	336	386	790	755	242	554	507	171	70
	Column Comparisons	-	b							a			a	a	
NET: Yes	% within column	5%	2%	6%	5%	4%	5%	5%	6%	3%	8%	6%	3%	2%	2%
	Weighted counts	76	12	64	24	17	17	18	50	26	22	33	16	3	1
	Column Comparisons	-		a					b		c d				
Effective Column n	% within column														
	Weighted counts	1,257	253	1,005	330	321	277	329	645	612	177	419	431	163	68
Column Comparisons															
Unweighted base		1,623	326	1,297	426	414	358	425	833	790	228	541	556	210	88
Weighted base		1,620	517	1,103	449	414	352	404	840	780	264	587	524	174	71
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1623; total n = 6467; effective sample size = 1257 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG				Working status		UK nation				Rurality		
		AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Q13_4: Problems experienced with ... the last 12 months: FedEx														
<b>Lost mail</b>	% within column	1%	1%	1%	0%	1%	0%	1%	1%	0%	1%	1%	0%	1%
	Weighted counts	5	3	4	1	10	3	12	1	0	0	10	1	1
	Column Comparisons													
<b>Damaged mail</b>	% within column	1%	1%	2%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%
	Weighted counts	4	5	6	4	12	7	17	1	0	0	15	3	1
	Column Comparisons													
<b>Delayed mail</b>	% within column	3%	2%	1%	0%	2%	1%	2%	1%	1%	1%	2%	0%	4%
	Weighted counts	15	7	3	1	21	5	24	0	1	0	20	2	5
	Column Comparisons					b								b
<b>Mis-delivered mail</b>	% within column	1%	1%	2%	2%	1%	2%	2%	1%	1%	0%	2%	1%	2%
	Weighted counts	8	5	7	5	12	11	23	1	1	0	17	5	2
	Column Comparisons													
<b>Mail that has been tampered with</b>	% within column	0%	1%	2%	0%	1%	0%	1%	0%	0%	1%	1%	0%	1%
	Weighted counts	2	3	5	0	8	3	9	0	0	0	7	2	1
	Column Comparisons													
<b>Other problems</b>	% within column	1%	0%	1%	1%	1%	1%	1%	0%	0%	2%	1%	0%	2%
	Weighted counts	5	2	3	3	5	9	12	0	0	1	9	2	3
	Column Comparisons													
<b>No - there have been no problems</b>	% within column	94%	96%	97%	96%	95%	96%	95%	96%	97%	96%	94%	98%	92%
	Weighted counts	471	445	324	304	895	641	1,316	89	80	59	950	489	105
	Column Comparisons											a c		
<b>NET: Yes</b>	% within column	6%	4%	3%	4%	5%	4%	5%	4%	3%	4%	6%	2%	8%
	Weighted counts	32	20	11	13	50	24	68	3	2	2	57	10	9
	Column Comparisons											b		b
<b>Effective Column n</b>	% within column													
	Weighted counts	406	382	247	222	730	521	836	165	145	112	730	451	77
<b>Unweighted base</b>	Column Comparisons													
	Weighted counts	524	493	319	287	942	673	1,079	213	187	144	942	582	99
<b>Weighted base</b>	Column Comparisons													
	Weighted counts	503	465	335	317	945	665	1,384	92	82	61	1,007	499	114
<b>Columns</b>		A	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1623; total n = 6467; effective sample size = 1257 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
		Methodology			Quarter				Gender		Age				
Q13_5: Problems experienced with ... the last 12 months: Hermes		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+
Lost mail	% within column	3%	2%	4%	3%	4%	2%	4%	3%	3%	4%	5%	2%	3%	1%
	Weighted counts	92	12	81	23	26	15	29	39	53	15	47	20	8	2
	Column Comparisons	-		a											
Damaged mail	% within column	3%	2%	4%	4%	3%	3%	3%	3%	4%	3%	5%	3%	1%	1%
	Weighted counts	88	13	75	26	22	18	22	33	55	13	47	24	3	2
	Column Comparisons	-		a								d			
Delayed mail	% within column	5%	3%	6%	6%	5%	4%	5%	4%	5%	8%	6%	3%	3%	1%
	Weighted counts	134	21	113	42	33	22	38	50	84	29	62	30	11	2
	Column Comparisons	-		a							c d e	c e			
Mis-delivered mail	% within column	3%	1%	3%	2%	3%	2%	3%	2%	3%	4%	3%	2%	2%	2%
	Weighted counts	69	10	59	15	21	11	22	22	47	13	30	15	6	4
	Column Comparisons	-		a											
Mail that has been tampered with	% within column	1%	0%	1%	0%	2%	1%	1%	0%	1%	2%	2%	0%	0%	0%
	Weighted counts	26	2	24	3	10	5	8	6	20	7	16	2	2	0
	Column Comparisons	-								a	c	c			
Other problems	% within column	3%	2%	3%	3%	2%	2%	3%	2%	3%	3%	4%	3%	3%	0%
	Weighted counts	80	11	69	26	15	15	25	27	53	10	37	24	8	1
	Column Comparisons	-		a											
No - there have been no problems	% within column	88%	93%	86%	88%	87%	91%	87%	89%	87%	86%	84%	90%	91%	95%
	Weighted counts	2,407	647	1,760	652	559	568	629	1,073	1,333	319	836	800	293	158
	Column Comparisons	-	B										B	b	a b
NET: Yes	% within column	12%	7%	14%	12%	13%	9%	13%	11%	13%	14%	16%	10%	9%	5%
	Weighted counts	330	52	278	90	84	57	98	131	199	53	155	85	28	9
	Column Comparisons	-		A							e	C d e			
Effective Column n	% within column														
	Weighted counts	2,268	358	1,910	598	549	520	601	979	1,289	274	757	784	304	149
Unweighted base	Column Comparisons														
	Weighted counts	2,911	460	2,451	767	705	667	772	1,256	1,655	352	972	1,006	390	191
Weighted base	Column Comparisons														
	Weighted counts	2,736	698	2,038	742	642	625	727	1,204	1,532	372	991	885	321	167
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 2911; total n = 6467; effective sample size = 2268 (78%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG				Working status		UK nation				Rurality		
		AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Q13_5: Problems experienced with ... the last 12 months:														
Hermes														
Lost mail	% within column	4%	3%	3%	4%	3%	4%	4%	2%	3%	1%	4%	2%	2%
	Weighted counts	25	23	17	28	46	46	84	3	5	1	68	20	3
	Column Comparisons											b		
Damaged mail	% within column	3%	3%	3%	4%	3%	4%	3%	4%	3%	2%	4%	2%	2%
	Weighted counts	20	25	18	25	37	51	75	6	5	2	60	24	5
	Column Comparisons						a							
Delayed mail	% within column	5%	6%	4%	5%	5%	5%	5%	5%	2%	3%	6%	4%	3%
	Weighted counts	31	48	23	31	68	65	118	8	4	4	95	33	6
	Column Comparisons											b		
Mis-delivered mail	% within column	4%	3%	1%	2%	3%	3%	3%	2%	2%	1%	3%	2%	1%
	Weighted counts	25	21	9	14	37	32	61	4	3	1	48	19	2
	Column Comparisons													
Mail that has been tampered with	% within column	1%	1%	1%	1%	1%	1%	1%	2%	1%	0%	1%	1%	0%
	Weighted counts	6	9	5	6	13	12	22	3	1	0	18	8	0
	Column Comparisons													
Other problems	% within column	3%	3%	4%	3%	3%	3%	3%	4%	3%	4%	3%	2%	3%
	Weighted counts	19	21	21	19	46	34	65	6	4	5	51	23	6
	Column Comparisons													
No - there have been no problems	% within column	87%	88%	89%	87%	88%	88%	88%	88%	88%	90%	86%	90%	91%
	Weighted counts	588	724	519	575	1,290	1,108	2,006	150	137	114	1,380	848	179
	Column Comparisons													
NET: Yes	% within column	13%	12%	11%	13%	12%	12%	12%	12%	12%	10%	14%	10%	9%
	Weighted counts	85	94	65	85	178	151	279	20	18	12	215	96	18
	Column Comparisons													
Effective Column n	% within column													
	Weighted counts	576	712	460	520	1,190	1,070	1,442	312	282	232	1,257	870	140
Unweighted base	Column Comparisons													
	Weighted counts	739	914	590	668	1,527	1,373	1,851	400	362	298	1,614	1,117	180
Weighted base	Column Comparisons													
	Weighted counts	673	818	584	661	1,469	1,259	2,285	170	155	126	1,595	944	197
Columns		A	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 2911; total n = 6467; effective sample size = 2268 (78%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 2



# Ofcom Residential Postal Tracker (January - December 2016)

Q13_6: Problems experienced with ... the last 12 months: Interlink		Crossbreaks																	
		Method- ology		Quarter				Gender		Age					SEG				
		Total	CAPI	Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE
Lost mail	% within column	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	**	0%	0%	0%	0%
	Weighted counts	2	0	2	1	0	0	0	1	1	1	0	0	0		1	0	0	1
	Column Comparisons	-																	
Damaged mail	% within column	1%	0%	2%	1%	2%	1%	1%	1%	2%	4%	1%	1%	0%	**	1%	1%	2%	1%
	Weighted counts	10	2	8	2	5	2	1	3	7	5	3	2	0		3	1	4	1
	Column Comparisons	-																	
Delayed mail	% within column	2%	1%	2%	2%	2%	3%	1%	2%	2%	3%	2%	1%	1%	**	3%	1%	1%	2%
	Weighted counts	14	2	12	4	4	5	1	7	7	4	8	3	0		6	3	2	3
	Column Comparisons	-																	
Mis-delivered mail	% within column	1%	1%	2%	1%	2%	0%	2%	1%	1%	4%	1%	1%	0%	**	2%	1%	0%	2%
	Weighted counts	11	2	9	3	3	1	5	7	5	5	5	2	0		4	3	0	4
	Column Comparisons	-																	
Mail that has been tampered with	% within column	1%	0%	2%	1%	0%	0%	3%	1%	1%	3%	1%	1%	0%	**	0%	1%	0%	3%
	Weighted counts	9	1	8	2	1	0	6	4	5	4	3	2	0		0	3	0	6
	Column Comparisons	-																	
Other problems	% within column	1%	1%	2%	0%	2%	1%	3%	1%	2%	4%	2%	0%	1%	**	1%	2%	1%	1%
	Weighted counts	12	3	9	0	5	1	6	4	8	5	6	0	0		3	5	2	2
	Column Comparisons	-																	
No - there have been no problems	% within column	95%	97%	93%	95%	94%	96%	94%	96%	94%	89%	94%	97%	98%	**	94%	95%	96%	94%
	Weighted counts	773	310	463	207	192	175	199	446	327	106	339	258	51		227	229	150	167
	Column Comparisons	-																	
NET: Yes	% within column	5%	3%	7%	5%	6%	4%	6%	4%	6%	11%	6%	3%	2%	**	6%	5%	4%	6%
	Weighted counts	42	10	32	10	12	8	12	20	22	13	20	8	1		15	11	7	10
	Column Comparisons	-																	
Effective Column n	% within column																		
	Weighted counts	598	152	447	159	158	132	150	328	270	74	244	213	51	17	189	179	109	121
	Column Comparisons																		
Unweighted base		777	197	580	206	205	171	195	426	351	96	317	276	66	22	246	233	141	157
Weighted base		815	320	495	217	205	183	211	466	349	119	359	266	52	21	242	240	157	177
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 777; total n = 6467; effective sample size = 598 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks							
		Working status		UK nation			Rurality		
		Work- ing	Not work- ing	NET: Engl- and	NET: Scotl- and	Wal- es	Nort- hern Irel- and	Urb- an	Unkn- own
Q13_6: Problems experienced with ... the last 12 months:									
Interlink									
	% within column	0%	0%	0%	0%	2%	0%	0%	**
<b>Lost mail</b>	Weighted counts	2	0	1	0	1	0	0	1
	Column Comparisons								
	% within column	1%	1%	1%	1%	1%	2%	1%	**
<b>Damaged mail</b>	Weighted counts	7	3	8	0	0	0	7	2
	Column Comparisons								
	% within column	2%	1%	1%	1%	5%	5%	2%	**
<b>Delayed mail</b>	Weighted counts	12	2	10	0	3	1	8	6
	Column Comparisons								
	% within column	2%	1%	2%	1%	1%	0%	1%	**
<b>Mis-delivered mail</b>	Weighted counts	9	2	11	0	0	0	7	3
	Column Comparisons								
	% within column	1%	1%	1%	2%	0%	2%	1%	**
<b>Mail that has been tampered with</b>	Weighted counts	6	3	8	1	0	0	6	2
	Column Comparisons								
	% within column	2%	1%	2%	2%	1%	0%	2%	**
<b>Other problems</b>	Weighted counts	9	3	11	1	1	0	10	2
	Column Comparisons								
	% within column	94%	98%	95%	93%	92%	93%	95%	**
<b>No - there have been no problems</b>	Weighted counts	524	248	664	40	45	23	481	247
	Column Comparisons		a						
	% within column	6%	2%	5%	7%	8%	7%	5%	**
<b>NET: Yes</b>	Weighted counts	36	6	33	3	4	2	28	11
	Column Comparisons		b						
	% within column								
<b>Effective Column n</b>	Weighted counts	409	189	396	76	85	42	338	228
	Column Comparisons								
<b>Unweighted base</b>		531	245	514	99	110	54	439	296
<b>Weighted base</b>		560	254	697	43	49	25	509	258
<b>Columns</b>		A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 777; total n = 6467; effective sample size = 598 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
		Methodology			Quarter				Gender		Age				
Q13_7: Problems experienced with ... the last 12 months: DPD		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+
Lost mail	% within column	1%	0%	2%	2%	1%	2%	1%	1%	2%	1%	1%	1%	0%	1%
	Weighted counts	22	0	22	8	3	8	3	7	15	4	11	7	0	1
	Column Comparisons	-		a											
Damaged mail	% within column	2%	1%	2%	2%	3%	2%	1%	3%	1%	2%	2%	2%	2%	1%
	Weighted counts	38	6	31	11	11	10	6	28	10	5	19	10	2	1
	Column Comparisons	-							b						
Delayed mail	% within column	3%	2%	4%	4%	2%	4%	2%	2%	4%	6%	4%	2%	2%	0%
	Weighted counts	60	12	48	20	9	19	12	25	35	15	28	13	3	0
	Column Comparisons	-													
Mis-delivered mail	% within column	1%	1%	2%	2%	2%	1%	1%	1%	2%	2%	2%	2%	0%	0%
	Weighted counts	27	6	20	8	8	6	4	11	15	4	12	10	0	0
	Column Comparisons	-													
Mail that has been tampered with	% within column	1%	0%	1%	0%	0%	1%	1%	1%	0%	1%	1%	1%	0%	0%
	Weighted counts	11	1	10	2	1	6	3	8	2	1	5	5	0	0
	Column Comparisons	-													
Other problems	% within column	1%	1%	2%	2%	1%	2%	1%	1%	2%	1%	2%	1%	2%	0%
	Weighted counts	28	5	23	11	6	7	4	14	15	2	15	9	3	0
	Column Comparisons	-													
No - there have been no problems	% within column	92%	95%	91%	90%	93%	90%	95%	92%	92%	90%	90%	93%	95%	98%
	Weighted counts	1,745	540	1,205	463	403	410	469	923	821	241	702	574	143	85
	Column Comparisons	-	b					a c							
NET: Yes	% within column	8%	5%	9%	10%	7%	10%	5%	8%	8%	10%	10%	7%	5%	2%
	Weighted counts	152	29	123	49	31	47	25	81	72	26	74	43	8	2
	Column Comparisons	-		a	d		d								
Effective Column n	% within column														
	Weighted counts	1,519	284	1,235	396	355	363	405	779	739	185	575	525	156	78
Column Comparisons															
Unweighted base		1,986	371	1,615	518	464	475	529	1,019	967	242	752	686	204	102
Weighted base		1,897	568	1,328	512	435	456	494	1,004	893	267	776	616	151	87
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1986; total n = 6467; effective sample size = 1519 (76%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG				Working status		UK nation				Rurality		
		AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
QI3_7: Problems experienced with ... the last 12 months: DPD														
Lost mail	% within column	1%	1%	1%	1%	1%	1%	1%	1%	0%	2%	2%	0%	2%
	Weighted counts	7	4	5	6	14	7	19	1	0	2	19	0	3
	Column Comparisons											b		b
Damaged mail	% within column	2%	1%	3%	3%	2%	2%	2%	2%	1%	3%	2%	1%	3%
	Weighted counts	11	3	11	12	27	11	32	2	1	3	28	6	3
	Column Comparisons			b	b									
Delayed mail	% within column	3%	5%	3%	2%	4%	2%	3%	2%	1%	3%	4%	1%	6%
	Weighted counts	15	27	11	7	46	13	53	3	1	3	45	7	8
	Column Comparisons					b						b		B
Mis-delivered mail	% within column	2%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	3%
	Weighted counts	9	10	2	6	15	11	22	2	1	2	16	6	5
	Column Comparisons													
Mail that has been tampered with	% within column	0%	1%	1%	0%	1%	0%	1%	1%	0%	1%	1%	0%	0%
	Weighted counts	2	4	4	1	8	3	9	1	0	1	9	2	0
	Column Comparisons													
Other problems	% within column	1%	2%	1%	2%	1%	2%	1%	1%	2%	4%	1%	1%	3%
	Weighted counts	7	9	5	8	17	12	21	1	3	3	15	9	4
	Column Comparisons													
No - there have been no problems	% within column	92%	92%	92%	92%	91%	94%	92%	93%	95%	89%	91%	95%	87%
	Weighted counts	447	530	367	401	1,056	685	1,440	126	98	81	1,053	574	117
	Column Comparisons												a C	
NET: Yes	% within column	8%	8%	8%	8%	9%	6%	8%	7%	5%	11%	9%	5%	13%
	Weighted counts	40	47	32	34	105	46	128	9	6	9	107	27	18
	Column Comparisons											b		B
Effective Column n	% within column													
	Weighted counts	408	485	305	320	907	608	944	233	183	158	882	543	93
Unweighted base	% within column													
	Weighted counts	534	634	399	419	1,186	795	1,235	305	239	207	1,154	710	122
Weighted base	% within column													
	Weighted counts	487	576	399	435	1,161	731	1,568	135	104	90	1,160	601	136
Columns		A	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1986; total n = 6467; effective sample size = 1519 (76%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
		Methodology			Quarter				Gender		Age				
Q13_8: Problems experienced with ... the last 12 months: Parcelforce		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+
Lost mail	% within column	1%	0%	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	0%	0%
	Weighted counts	21	4	17	10	2	5	4	9	11	0	9	9	1	1
	Column Comparisons	-													
Damaged mail	% within column	2%	1%	2%	2%	2%	1%	2%	2%	1%	1%	2%	2%	1%	1%
	Weighted counts	46	5	41	12	12	8	13	27	20	4	19	18	4	2
	Column Comparisons	-		a											
Delayed mail	% within column	2%	1%	3%	2%	2%	2%	2%	2%	2%	4%	2%	2%	1%	1%
	Weighted counts	55	7	48	14	16	13	13	32	23	11	19	19	4	1
	Column Comparisons	-		a											
Mis-delivered mail	% within column	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
	Weighted counts	29	6	23	13	5	7	4	17	12	3	13	10	3	1
	Column Comparisons	-													
Mail that has been tampered with	% within column	0%	0%	1%	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%	0%
	Weighted counts	14	4	10	5	2	5	2	7	6	2	6	4	1	1
	Column Comparisons	-													
Other problems	% within column	1%	0%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
	Weighted counts	26	3	24	13	6	4	4	11	15	7	7	8	3	1
	Column Comparisons	-		a											
No - there have been no problems	% within column	95%	97%	94%	95%	95%	96%	96%	94%	96%	93%	95%	95%	97%	97%
	Weighted counts	2,679	877	1,802	741	641	624	674	1,314	1,365	270	863	1,006	360	180
	Column Comparisons	-	B												
NET: Yes	% within column	5%	3%	6%	5%	5%	4%	4%	6%	4%	7%	5%	5%	3%	3%
	Weighted counts	138	24	113	43	35	28	31	77	61	20	48	54	10	5
	Column Comparisons	-		A											
Effective Column n	% within column														
	Weighted counts	2,287	475	1,812	619	558	529	580	1,151	1,135	205	676	898	341	166
Unweighted base	Column Comparisons														
	Weighted counts	2,983	619	2,364	808	728	690	757	1,502	1,481	268	882	1,171	445	217
Weighted base	Column Comparisons														
	Weighted counts	2,817	901	1,916	784	676	652	705	1,391	1,426	291	911	1,060	370	185
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 2983; total n = 6467; effective sample size = 2287 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG				Working status		UK nation				Rurality		
		AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Q13_8: Problems experienced with ... the last 12 months: Parcelforce														
<b>Lost mail</b>	% within column	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%
	Weighted counts	7	4	6	4	13	8	17	1	1	2	13	8	0
	Column Comparisons													
<b>Damaged mail</b>	% within column	3%	1%	2%	1%	2%	1%	2%	2%	1%	3%	1%	2%	2%
	Weighted counts	20	6	13	7	30	15	37	3	2	4	24	17	5
	Column Comparisons													
<b>Delayed mail</b>	% within column	2%	2%	2%	2%	2%	1%	2%	1%	2%	1%	2%	2%	2%
	Weighted counts	14	18	9	14	38	17	48	3	3	2	35	17	3
	Column Comparisons													
<b>Mis-delivered mail</b>	% within column	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
	Weighted counts	10	3	7	8	19	10	23	2	2	2	19	7	4
	Column Comparisons													
<b>Mail that has been tampered with</b>	% within column	0%	1%	0%	1%	1%	0%	0%	1%	0%	0%	1%	0%	0%
	Weighted counts	3	5	2	4	9	5	11	2	0	0	9	4	1
	Column Comparisons													
<b>Other problems</b>	% within column	1%	1%	1%	1%	1%	1%	1%	2%	0%	1%	1%	1%	1%
	Weighted counts	9	8	5	5	14	13	20	3	1	2	16	9	1
	Column Comparisons													
<b>No - there have been no problems</b>	% within column	94%	95%	95%	96%	94%	96%	95%	95%	96%	94%	95%	95%	95%
	Weighted counts	734	779	554	613	1,461	1,207	2,195	169	168	147	1,621	875	184
	Column Comparisons													
<b>NET: Yes</b>	% within column	6%	5%	5%	4%	6%	4%	5%	5%	4%	6%	5%	5%	5%
	Weighted counts	43	39	29	27	86	51	111	10	7	10	82	46	10
	Column Comparisons													
<b>Effective Column n</b>	% within column													
	Weighted counts	645	714	442	484	1,230	1,046	1,397	320	303	268	1,302	846	138
<b>Unweighted base</b>	Column Comparisons													
	Weighted counts	842	932	577	632	1,605	1,365	1,822	417	395	349	1,699	1,104	180
<b>Weighted base</b>	Column Comparisons													
	Weighted counts	777	818	583	639	1,547	1,258	2,306	179	175	157	1,703	921	193
<b>Columns</b>		A	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 2983; total n = 6467; effective sample size = 2287 (77%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks																	
		Method-ology			Quarter				Gender		Age					SEG			
Q13_9: Problems experienced with ... the last 12 months: TNT Express		Total	CAPI	Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE
Lost mail	% within column	1%	0%	1%	2%	0%	2%	1%	1%	0%	3%	1%	0%	0%	**	1%	1%	0%	2%
	Weighted counts	6	0	6	2	0	2	1	5	1	2	3	1	0		2	1	0	3
	Column Comparisons	-																	
Damaged mail	% within column	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	3%	**	2%	1%	0%	5%
	Weighted counts	12	5	7	4	4	4	1	8	5	2	6	2	2		4	2	0	6
	Column Comparisons	-																	
Delayed mail	% within column	1%	1%	2%	1%	1%	3%	1%	1%	2%	2%	2%	1%	0%	**	1%	1%	2%	2%
	Weighted counts	9	2	7	2	2	4	1	5	4	2	6	1	0		3	1	3	2
	Column Comparisons	-																	
Mis-delivered mail	% within column	2%	1%	2%	4%	1%	1%	1%	1%	3%	4%	2%	1%	1%	**	2%	2%	2%	1%
	Weighted counts	11	2	9	6	2	1	2	3	8	4	5	2	1		5	3	2	1
	Column Comparisons	-								a									
Mail that has been tampered with	% within column	1%	0%	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	**	1%	0%	0%	2%
	Weighted counts	5	0	5	2	1	2	0	3	2	0	3	2	0		1	0	0	3
	Column Comparisons	-																	
Other problems	% within column	1%	1%	1%	4%	0%	0%	0%	1%	2%	4%	0%	2%	1%	**	2%	2%	1%	0%
	Weighted counts	9	4	5	7	1	0	0	5	4	3	0	5	0		4	3	2	0
	Column Comparisons	-																	
No - there have been no problems	% within column	94%	95%	93%	88%	96%	94%	97%	95%	93%	90%	94%	94%	95%	**	94%	94%	96%	92%
	Weighted counts	634	238	396	140	184	137	172	400	234	77	261	208	58		206	167	145	115
	Column Comparisons	-						a											
NET: Yes	% within column	6%	5%	7%	12%	4%	6%	3%	5%	7%	10%	6%	6%	5%	**	6%	6%	4%	8%
	Weighted counts	40	12	28	19	9	8	5	22	18	8	16	13	3		14	11	6	10
	Column Comparisons	-			d														
Effective Column n	Weighted counts	517	127	390	119	149	110	140	318	199	53	184	186	62	32	173	147	108	89
	Column Comparisons																		
Unweighted base		680	167	513	156	196	144	184	418	262	70	242	244	82	42	228	193	142	117
Weighted base		674	250	424	159	193	145	177	422	252	86	277	221	61	29	220	178	152	125
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 680; total n = 6467; effective sample size = 517 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks							
		Working status		UK nation				Rurality	
		Work- ing	Not work- ing	NET: Engl- and	NET: Scotl- and	Wal- es	Nort- hern Irel- and	Urb- an	Unkn- own
Q13_9: Problems experienced with ... the last 12 months:									
TNT Express		0%	2%	1%	0%	0%	0%	1%	0%
	<i>% within column</i>								**
<b>Lost mail</b>	<i>Weighted counts</i>	2	4	6	0	0	0	5	0
	<i>Column Comparisons</i>								
	<i>% within column</i>	1%	3%	2%	2%	1%	0%	2%	1%
<b>Damaged mail</b>	<i>Weighted counts</i>	6	7	11	1	0	0	9	2
	<i>Column Comparisons</i>								
	<i>% within column</i>	2%	1%	1%	2%	1%	0%	1%	1%
<b>Delayed mail</b>	<i>Weighted counts</i>	8	1	8	1	0	0	6	3
	<i>Column Comparisons</i>								
	<i>% within column</i>	2%	2%	2%	0%	0%	2%	2%	0%
<b>Mis-delivered mail</b>	<i>Weighted counts</i>	7	4	11	0	0	1	9	1
	<i>Column Comparisons</i>								
	<i>% within column</i>	0%	1%	1%	1%	1%	0%	1%	0%
<b>Mail that has been tampered with</b>	<i>Weighted counts</i>	2	1	4	0	0	0	3	0
	<i>Column Comparisons</i>								
	<i>% within column</i>	2%	1%	1%	2%	1%	0%	1%	1%
<b>Other problems</b>	<i>Weighted counts</i>	7	2	7	1	0	0	4	2
	<i>Column Comparisons</i>								
	<i>% within column</i>	94%	94%	94%	95%	96%	98%	94%	97%
<b>No - there have been no problems</b>	<i>Weighted counts</i>	414	219	525	41	40	28	396	212
	<i>Column Comparisons</i>							c	C
	<i>% within column</i>	6%	6%	6%	5%	4%	2%	6%	3%
<b>NET: Yes</b>	<i>Weighted counts</i>	25	14	36	2	1	1	26	8
	<i>Column Comparisons</i>								
	<i>% within column</i>								
<b>Effective Column n</b>	<i>Weighted counts</i>	329	186	323	72	70	52	299	196
	<i>Column Comparisons</i>								
<b>Unweighted base</b>		433	245	425	95	92	68	393	258
<b>Weighted base</b>		438	233	561	43	41	29	421	220
<b>Columns</b>		A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 680; total n = 6467; effective sample size = 517 (76%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)



# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks																	
		Method-ology			Quarter				Gender		Age					SEG			
Q13_10: Problems experienced with ... the last 12 months: TNT Post UK		Total	CAPI	Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE
Lost mail	% within column	1%	1%	1%	3%	0%	3%	0%	2%	0%	**	2%	0%	**	**	2%	2%	**	0%
	Weighted counts	4	1	3	3	0	1	0	4	0		3	0			1	1		0
	Column Comparisons	-																	
Damaged mail	% within column	1%	0%	1%	0%	0%	2%	2%	1%	1%	**	1%	0%	**	**	1%	2%	**	0%
	Weighted counts	2	0	2	0	0	1	1	1	1		1	0			1	1		0
	Column Comparisons	-																	
Delayed mail	% within column	3%	3%	3%	5%	2%	5%	1%	3%	3%	**	3%	0%	**	**	1%	2%	**	0%
	Weighted counts	9	3	6	4	1	3	1	5	3		4	0			1	1		0
	Column Comparisons	-																	
Mis-delivered mail	% within column	0%	0%	1%	1%	0%	0%	0%	0%	1%	**	1%	0%	**	**	0%	0%	**	2%
	Weighted counts	1	0	1	1	0	0	0	0	1		1	0			0	0		1
	Column Comparisons	-																	
Mail that has been tampered with	% within column	1%	0%	1%	0%	0%	4%	0%	1%	1%	**	1%	0%	**	**	1%	2%	**	0%
	Weighted counts	2	0	2	0	0	2	0	1	1		1	0			1	1		0
	Column Comparisons	-																	
Other problems	% within column	1%	0%	2%	3%	2%	0%	1%	1%	3%	**	3%	1%	**	**	1%	3%	**	0%
	Weighted counts	4	0	4	2	1	0	1	1	3		3	1			1	2		0
	Column Comparisons	-																	
No - there have been no problems	% within column	94%	97%	92%	89%	97%	93%	96%	95%	92%	**	91%	98%	**	**	95%	94%	**	98%
	Weighted counts	260	91	169	67	62	50	80	160	100		105	85			77	71		64
	Column Comparisons	-																	
NET: Yes	% within column	6%	3%	8%	11%	3%	7%	4%	5%	8%	**	9%	2%	**	**	5%	6%	**	2%
	Weighted counts	17	3	15	8	2	4	3	9	8		11	2			4	5		1
	Column Comparisons	-																	
Effective Column n	% within column																		
	Weighted counts	205	41	164	54	49	42	60	119	86	34	75	70	18	8	58	63	38	46
Unweighted base	Column Comparisons																		
	Weighted counts	262	53	209	69	62	54	77	152	110	43	96	90	23	10	74	81	48	59
Weighted base	Column Comparisons																		
	Weighted counts	277	93	184	75	64	54	84	169	108	48	116	86	19	8	81	75	56	65
Columns	Column Comparisons																		
		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 262; total n = 6467; effective sample size = 205 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

## Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks								
		Working status		UK nation				Rurality		
				NET: Eng-land	NET: Scotl-and	Wal-es	Nort-ern Irel-and	Urb-an	Rural	Unkn-own
QI3_10: Problems experienced with ... the last 12 months: TNT Post UK		Work-ing	Not work-ing							
Lost mail	% within column	2%	1%	2%	**	**	**	1%	0%	**
	Weighted counts	3	1	4				3	0	
	Column Comparisons									
Damaged mail	% within column	1%	0%	1%	**	**	**	1%	0%	**
	Weighted counts	2	0	2				2	0	
	Column Comparisons									
Delayed mail	% within column	4%	2%	3%	**	**	**	3%	5%	**
	Weighted counts	7	2	8				5	3	
	Column Comparisons									
Mis-delivered mail	% within column	0%	1%	0%	**	**	**	1%	0%	**
	Weighted counts	0	1	1				1	0	
	Column Comparisons									
Mail that has been tampered with	% within column	1%	0%	1%	**	**	**	1%	0%	**
	Weighted counts	2	0	2				2	0	
	Column Comparisons									
Other problems	% within column	2%	1%	1%	**	**	**	2%	0%	**
	Weighted counts	3	1	3				3	0	
	Column Comparisons									
No - there have been no problems	% within column	93%	96%	93%	**	**	**	94%	95%	**
	Weighted counts	166	92	228				172	72	
	Column Comparisons									
NET: Yes	% within column	7%	4%	7%	**	**	**	6%	5%	**
	Weighted counts	13	4	16				11	3	
	Column Comparisons									
Effective Column n	% within column									
	Weighted counts	131	74	146	22	21	16	126	67	13
	Column Comparisons									
Unweighted base		167	94	187	28	27	20	161	85	16
Weighted base		179	96	244	13	12	8	183	76	18
Columns		A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 262; total n = 6467; effective sample size = 205 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size ( $<50$ )

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
		Methodology			Quarter				Gender		Age				
Q13_11: Problems experienced with ... the last 12 months: UPS		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+
Lost mail	% within column	1%	0%	1%	1%	0%	1%	0%	0%	1%	1%	1%	0%	0%	0%
	Weighted counts	9	0	9	5	0	3	1	3	6	1	7	1	0	0
	Column Comparisons	-													
Damaged mail	% within column	2%	1%	2%	2%	1%	2%	2%	2%	2%	2%	3%	1%	0%	0%
	Weighted counts	23	5	19	7	3	6	7	13	10	5	14	5	0	0
	Column Comparisons	-													
Delayed mail	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	0%	0%
	Weighted counts	13	3	10	4	4	2	4	8	5	4	4	6	0	0
	Column Comparisons	-													
Mis-delivered mail	% within column	2%	1%	2%	2%	1%	1%	2%	2%	1%	2%	3%	1%	0%	0%
	Weighted counts	21	2	18	7	3	4	6	13	8	4	13	3	0	0
	Column Comparisons	-													
Mail that has been tampered with	% within column	1%	0%	1%	0%	1%	1%	1%	1%	1%	1%	2%	0%	0%	0%
	Weighted counts	10	0	10	1	2	3	3	6	5	2	8	0	0	0
	Column Comparisons	-													
Other problems	% within column	1%	1%	1%	2%	0%	1%	0%	1%	1%	1%	1%	1%	1%	1%
	Weighted counts	12	2	10	7	1	3	1	6	6	2	4	5	1	1
	Column Comparisons	-													
No - there have been no problems	% within column	95%	97%	94%	94%	96%	95%	95%	95%	96%	95%	93%	96%	98%	99%
	Weighted counts	1,228	371	858	348	289	282	310	679	549	187	439	424	120	59
	Column Comparisons	-													
NET: Yes	% within column	5%	3%	6%	6%	4%	5%	5%	5%	4%	5%	7%	4%	2%	1%
	Weighted counts	64	12	52	21	13	14	16	39	25	11	35	16	2	1
	Column Comparisons	-													
Effective Column n	% within column														
	Weighted counts	1,028	191	837	277	246	242	264	559	469	133	341	372	118	63
	Column Comparisons														
Unweighted base		1,348	251	1,097	363	322	317	346	733	615	175	447	488	155	83
Weighted base		1,292	382	910	368	302	296	326	719	574	197	474	440	122	60
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1348; total n = 6467; effective sample size = 1028 (76%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG				Working status		UK nation				Rurality		
		AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
Q13_11: Problems experienced with ... the last 12 months: UPS														
		<i>% within column</i>												
		<i>Weighted counts</i>												
		<i>Column Comparisons</i>												
<b>Lost mail</b>		0%	1%	0%	1%	1%	0%	1%	0%	0%	1%	1%	0%	3%
		2	5	1	1	7	3	8	0	0	0	6	0	3
		b												
		<i>% within column</i>												
		<i>Weighted counts</i>												
		<i>Column Comparisons</i>												
<b>Damaged mail</b>		2%	2%	1%	2%	2%	1%	2%	1%	1%	0%	2%	0%	2%
		9	6	3	5	17	6	21	1	1	0	19	2	2
		b												
		<i>% within column</i>												
		<i>Weighted counts</i>												
		<i>Column Comparisons</i>												
<b>Delayed mail</b>		1%	2%	1%	0%	2%	0%	1%	2%	2%	1%	1%	1%	1%
		5	5	3	0	12	1	9	2	1	1	9	4	1
		b												
		<i>% within column</i>												
		<i>Weighted counts</i>												
		<i>Column Comparisons</i>												
<b>Mis-delivered mail</b>		3%	2%	0%	1%	2%	1%	2%	0%	1%	3%	2%	0%	6%
		12	6	1	1	14	7	18	0	1	2	13	2	6
		a B												
		<i>% within column</i>												
		<i>Weighted counts</i>												
		<i>Column Comparisons</i>												
<b>Mail that has been tampered with</b>		1%	1%	1%	1%	1%	0%	1%	2%	0%	0%	1%	0%	0%
		5	2	1	2	9	1	9	1	0	0	10	0	0
		a B												
		<i>% within column</i>												
		<i>Weighted counts</i>												
		<i>Column Comparisons</i>												
<b>Other problems</b>		1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	3%
		5	4	4	0	7	5	10	1	1	0	5	4	3
		b												
		<i>% within column</i>												
		<i>Weighted counts</i>												
		<i>Column Comparisons</i>												
<b>No - there have been no problems</b>		93%	95%	96%	97%	94%	97%	95%	94%	95%	94%	95%	97%	90%
		348	334	272	274	716	506	1,021	87	67	53	750	386	92
		c												
		<i>% within column</i>												
		<i>Weighted counts</i>												
		<i>Column Comparisons</i>												
<b>NET: Yes</b>		7%	5%	4%	3%	6%	3%	5%	6%	5%	6%	5%	3%	10%
		26	19	12	7	46	18	52	5	4	3	43	10	11
		b												
		<i>% within column</i>												
		<i>Weighted counts</i>												
		<i>Column Comparisons</i>												
<b>Effective Column n</b>		316	302	205	205	594	431	643	163	124	98	596	363	69
		b												
		<i>% within column</i>												
		<i>Weighted counts</i>												
		<i>Column Comparisons</i>												
<b>Unweighted base</b>		414	396	269	269	779	565	843	214	163	128	781	476	91
		b												
		<i>% within column</i>												
		<i>Weighted counts</i>												
		<i>Column Comparisons</i>												
<b>Weighted base</b>		375	353	284	281	762	524	1,073	92	71	56	793	396	103
		b												
		<i>% within column</i>												
		<i>Weighted counts</i>												
		<i>Column Comparisons</i>												
<b>Columns</b>		A	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1348; total n = 6467; effective sample size = 1028 (76%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks																	
		Method-ology			Quarter				Gender		Age					SEG			
		Total	CAPI	Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE
Q13_12: Problems experienced with ... the last 12 months: UK Mail																			
Lost mail	% within column	2%	0%	2%	3%	0%	0%	2%	1%	2%	2%	2%	1%	0%	**	2%	2%	0%	2%
	Weighted counts	9	0	9	6	0	0	3	4	5	2	5	2	0		3	3	0	2
	Column Comparisons	-																	
Damaged mail	% within column	3%	0%	4%	6%	1%	2%	3%	2%	5%	5%	3%	3%	2%	**	4%	3%	1%	4%
	Weighted counts	18	0	18	11	1	2	4	7	11	4	7	6	1		7	4	1	6
	Column Comparisons	-		a															
Delayed mail	% within column	3%	0%	4%	4%	4%	1%	2%	2%	4%	5%	3%	3%	0%	**	5%	3%	0%	3%
	Weighted counts	18	0	18	8	6	1	3	9	8	4	8	6	0		8	5	0	4
	Column Comparisons	-		a															
Mis-delivered mail	% within column	2%	0%	3%	2%	2%	2%	3%	2%	2%	1%	2%	4%	0%	**	1%	2%	2%	4%
	Weighted counts	14	1	13	3	3	2	5	8	5	1	5	7	0		2	4	2	6
	Column Comparisons	-																	
Mail that has been tampered with	% within column	1%	0%	1%	3%	0%	0%	1%	1%	2%	3%	1%	1%	0%	**	1%	1%	0%	1%
	Weighted counts	6	0	6	5	0	0	1	2	4	2	1	2	0		2	2	0	1
	Column Comparisons	-																	
Other problems	% within column	1%	0%	1%	0%	1%	1%	1%	1%	0%	1%	1%	0%	0%	**	1%	0%	1%	1%
	Weighted counts	4	0	4	0	1	1	1	3	1	1	2	0	0		1	0	1	1
	Column Comparisons	-																	
No - there have been no problems	% within column	92%	100%	90%	88%	95%	96%	93%	94%	90%	91%	93%	91%	98%	**	91%	92%	96%	91%
	Weighted counts	566	148	418	156	149	108	153	358	208	79	235	175	49		147	160	122	138
	Column Comparisons	-		B															
NET: Yes	% within column	8%	0%	10%	12%	5%	4%	7%	6%	10%	9%	7%	9%	2%	**	9%	8%	4%	9%
	Weighted counts	46	1	46	22	8	5	12	23	23	8	19	17	1		15	14	5	13
	Column Comparisons	-		A															
Effective Column n	% within column																		
	Weighted counts	483	68	416	134	114	104	132	297	186	58	174	170	52	29	138	143	92	111
	Column Comparisons																		
Unweighted base		621	87	534	172	147	133	169	382	239	75	224	218	67	37	177	184	118	142
Weighted base		612	148	464	177	157	113	165	381	231	87	254	192	50	29	161	173	127	151
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 621; total n = 6467; effective sample size = 483 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks							
		Working status		UK nation			Rurality		
		Work- ing	Not work- ing	NET: Engl- and	NET: Scotl- and	Wal- es	Nort- hern Irel- and	Urb- an	Unkn- own
Q13_12: Problems experienced with ... the last 12 months:									
UK Mail									
	% within column	2%	0%	2%	0%	0%	**	2%	0%
<b>Lost mail</b>	Weighted counts	8	1	9	0	0		7	1
	Column Comparisons								
	% within column	3%	2%	3%	0%	0%	**	3%	2%
<b>Damaged mail</b>	Weighted counts	12	5	18	0	0		11	3
	Column Comparisons								
	% within column	4%	2%	3%	1%	1%	**	4%	1%
<b>Delayed mail</b>	Weighted counts	14	4	17	0	0		13	2
	Column Comparisons								
	% within column	3%	2%	2%	3%	1%	**	3%	1%
<b>Mis-delivered mail</b>	Weighted counts	10	4	12	1	0		10	2
	Column Comparisons								
	% within column	1%	0%	1%	0%	0%	**	0%	1%
<b>Mail that has been tampered with</b>	Weighted counts	5	1	6	0	0		1	1
	Column Comparisons								a b
	% within column	0%	1%	1%	1%	0%	**	1%	0%
<b>Other problems</b>	Weighted counts	1	2	3	0	0		4	0
	Column Comparisons								
	% within column	91%	94%	92%	95%	97%	**	92%	95%
<b>No - there have been no problems</b>	Weighted counts	333	229	487	37	31		341	177
	Column Comparisons								c
	% within column	9%	6%	8%	5%	3%	**	8%	5%
<b>NET: Yes</b>	Weighted counts	32	14	43	2	1		28	9
	Column Comparisons								b
	% within column								
<b>Effective Column n</b>	Weighted counts	280	201	328	73	58	24	275	170
	Column Comparisons								
<b>Unweighted base</b>		360	258	421	94	75	31	353	218
<b>Weighted base</b>		365	243	530	38	32	13	369	186
<b>Columns</b>		A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 621; total n = 6467; effective sample size = 483 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks																	
		Method-ology			Quarter				Gender		Age					SEG			
		Total	CAPI	Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE
Q13_13: Problems experienced with ... the last 12 months: DX																			
Lost mail	% within column	0%	**	0%	**	**	**	**	0%	**	**	0%	**	**	**	**	**	**	**
	Weighted counts	0		0					0			0							
	Column Comparisons	-		-					-			-							
Damaged mail	% within column	2%	**	3%	**	**	**	**	2%	**	**	1%	**	**	**	**	**	**	**
	Weighted counts	2		2					1			1							
	Column Comparisons	-		-					-			-							
Delayed mail	% within column	3%	**	4%	**	**	**	**	5%	**	**	3%	**	**	**	**	**	**	**
	Weighted counts	4		4					4			2							
	Column Comparisons	-		-					-			-							
Mis-delivered mail	% within column	4%	**	6%	**	**	**	**	3%	**	**	3%	**	**	**	**	**	**	**
	Weighted counts	5		5					2			2							
	Column Comparisons	-		-					-			-							
Mail that has been tampered with	% within column	0%	**	0%	**	**	**	**	0%	**	**	0%	**	**	**	**	**	**	**
	Weighted counts	0		0					0			0							
	Column Comparisons	-		-					-			-							
Other problems	% within column	5%	**	7%	**	**	**	**	2%	**	**	8%	**	**	**	**	**	**	**
	Weighted counts	6		6					2			5							
	Column Comparisons	-		-					-			-							
No - there have been no problems	% within column	89%	**	85%	**	**	**	**	91%	**	**	89%	**	**	**	**	**	**	**
	Weighted counts	112		70					72			59							
	Column Comparisons	-		-					-			-							
NET: Yes	% within column	11%	**	15%	**	**	**	**	9%	**	**	11%	**	**	**	**	**	**	**
	Weighted counts	13		13					7			7							
	Column Comparisons	-		a					-			-							
Effective Column n	% within column																		
	Weighted counts	90	20	71	25	20	18	28	53	37	10	44	29	8	1	24	34	17	16
	Column Comparisons																		
Unweighted base		120	26	94	33	26	24	37	71	49	13	58	38	10	1	32	45	22	21
Weighted base		125	42	82	35	28	21	41	79	46	18	66	33	8	0	33	39	29	23
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 120; total n = 6467; effective sample size = 90 (75%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks							
		Working status	UK nation				Rurality		
		Work- ing	Not work- ing	NET: Engl- and	NET: Scotl- and	Wal- es	Nort- hern Irel- and	Urb- an	Unkn- own
Q13_13: Problems experienced with ... the last 12 months:									
DX	% within column	0%	**	0%	**	**	**	0%	**
Lost mail	Weighted counts	0		0				0	
	Column Comparisons	-		-				-	
	% within column	2%	**	1%	**	**	**	2%	**
Damaged mail	Weighted counts	2		1				2	
	Column Comparisons								
	% within column	4%	**	2%	**	**	**	3%	**
Delayed mail	Weighted counts	4		2				3	
	Column Comparisons								
	% within column	4%	**	3%	**	**	**	2%	**
Mis-delivered mail	Weighted counts	4		3				2	
	Column Comparisons								
	% within column	0%	**	0%	**	**	**	0%	**
Mail that has been tampered with	Weighted counts	0		0				0	
	Column Comparisons	-		-				-	
	% within column	5%	**	5%	**	**	**	5%	**
Other problems	Weighted counts	4		5				4	
	Column Comparisons								
	% within column	88%	**	91%	**	**	**	92%	**
No - there have been no problems	Weighted counts	83		95				81	
	Column Comparisons								
	% within column	12%	**	9%	**	**	**	8%	**
NET: Yes	Weighted counts	11		9				7	
	Column Comparisons								
	% within column								
Effective Column n	Weighted counts	62	28	56	17	12	5	58	26
	Column Comparisons								
Unweighted base		83	37	75	22	16	7	77	35
Weighted base		94	31	104	10	8	3	88	28
Columns		A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 120; total n = 6467; effective sample size = 90 (75%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)



Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
		Methodology			Quarter				Gender		Age				
Q13_14: Problems experienced with ... the last 12 months: Yodel		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+
Lost mail	% within column	3%	3%	3%	3%	3%	3%	3%	4%	2%	3%	5%	2%	3%	1%
	Weighted counts	72	17	55	21	16	17	18	42	30	9	39	15	8	1
	Column Comparisons	-										c			
Damaged mail	% within column	4%	2%	5%	4%	4%	5%	2%	4%	4%	6%	4%	3%	3%	3%
	Weighted counts	95	11	83	25	26	29	15	47	48	18	36	28	8	4
	Column Comparisons	-		a											
Delayed mail	% within column	6%	5%	7%	6%	6%	7%	5%	6%	6%	6%	8%	5%	4%	4%
	Weighted counts	151	29	122	42	34	41	34	67	83	19	70	43	13	6
	Column Comparisons	-													
Mis-delivered mail	% within column	3%	2%	3%	3%	3%	3%	2%	2%	3%	3%	3%	2%	2%	1%
	Weighted counts	65	11	54	22	17	15	10	25	40	10	29	19	6	1
	Column Comparisons	-													
Mail that has been tampered with	% within column	1%	0%	1%	2%	2%	0%	1%	1%	1%	2%	1%	1%	0%	0%
	Weighted counts	26	0	26	10	9	1	6	12	14	6	12	8	0	0
	Column Comparisons	-		a											
Other problems	% within column	4%	2%	4%	4%	4%	4%	4%	4%	4%	6%	5%	2%	3%	2%
	Weighted counts	92	12	80	26	22	20	24	42	50	17	43	20	9	3
	Column Comparisons	-		a											
No - there have been no problems	% within column	86%	91%	84%	86%	86%	84%	87%	86%	86%	81%	83%	89%	90%	90%
	Weighted counts	2,098	535	1,564	575	521	458	545	1,002	1,096	238	710	758	260	133
	Column Comparisons	-	B										a b	a b	a
NET: Yes	% within column	14%	9%	16%	14%	14%	16%	13%	14%	14%	19%	17%	11%	10%	10%
	Weighted counts	344	54	290	93	81	89	81	158	186	57	148	96	28	14
	Column Comparisons	-		A							c d e	c d			
Effective Column n	% within column														
	Weighted counts	2,091	312	1,778	559	535	465	531	998	1,093	219	678	773	285	136
	Column Comparisons														
Unweighted base		2,739	409	2,330	733	701	609	696	1,307	1,432	287	888	1,013	373	178
Weighted base		2,442	589	1,854	668	602	547	626	1,160	1,282	295	858	854	289	147
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 2739; total n = 6467; effective sample size = 2091 (76%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG				Working status		UK nation				Rurality		
QI3_14: Problems experienced with ... the last 12 months: Yodel		AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Lost mail</b>	% within column	3%	2%	3%	3%	3%	3%	3%	3%	1%	2%	3%	3%	3%
	Weighted counts	20	16	16	19	44	28	63	5	2	2	45	21	6
	Column Comparisons													
<b>Damaged mail</b>	% within column	3%	4%	2%	5%	4%	4%	4%	4%	3%	2%	4%	4%	5%
	Weighted counts	19	32	12	31	53	41	78	8	5	3	53	32	9
	Column Comparisons													
<b>Delayed mail</b>	% within column	8%	6%	6%	5%	7%	5%	6%	6%	6%	6%	7%	5%	5%
	Weighted counts	45	42	29	34	94	56	121	12	9	9	101	39	10
	Column Comparisons													
<b>Mis-delivered mail</b>	% within column	3%	3%	2%	2%	3%	2%	3%	2%	3%	2%	2%	3%	4%
	Weighted counts	17	23	10	15	40	25	54	4	4	3	32	25	8
	Column Comparisons													
<b>Mail that has been tampered with</b>	% within column	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	3%
	Weighted counts	9	8	3	7	18	8	22	2	1	1	12	8	6
	Column Comparisons													a b
<b>Other problems</b>	% within column	5%	3%	2%	4%	4%	3%	4%	3%	4%	3%	4%	2%	5%
	Weighted counts	28	25	12	28	56	36	75	6	6	4	64	20	9
	Column Comparisons													
<b>No - there have been no problems</b>	% within column	84%	86%	89%	85%	84%	88%	86%	85%	86%	89%	84%	88%	88%
	Weighted counts	488	619	461	531	1,131	958	1,672	160	137	129	1,215	716	168
	Column Comparisons						a							
<b>NET: Yes</b>	% within column	16%	14%	11%	15%	16%	12%	14%	15%	14%	11%	16%	12%	12%
	Weighted counts	92	102	57	92	211	133	279	28	22	16	223	97	23
	Column Comparisons					b								
<b>Effective Column n</b>	% within column													
	Weighted counts	530	656	426	479	1,122	960	1,215	334	281	260	1,175	783	132
<b>Unweighted base</b>	Column Comparisons													
	Weighted counts	694	860	558	627	1,470	1,258	1,592	438	368	341	1,540	1,026	173
<b>Weighted base</b>	Column Comparisons													
	Weighted counts	580	721	518	623	1,342	1,091	1,951	188	159	144	1,438	813	191
<b>Columns</b>		A	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 2739; total n = 6467; effective sample size = 2091 (76%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
		Methodology			Quarter				Gender		Age				
Q13_15: Problems experienced with ... the last 12 months:		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+
Amazon Logistics															
Lost mail	% within column	2%	1%	3%	2%	3%	3%	2%	2%	3%	3%	3%	3%	1%	1%
	Weighted counts	43	9	35	9	13	13	8	21	22	8	16	17	1	1
	Column Comparisons	-													
Damaged mail	% within column	3%	1%	3%	4%	2%	3%	2%	2%	3%	4%	3%	3%	2%	0%
	Weighted counts	45	8	37	18	8	10	8	17	28	10	16	15	4	0
	Column Comparisons	-		a											
Delayed mail	% within column	5%	5%	5%	8%	4%	5%	4%	6%	4%	8%	7%	4%	1%	0%
	Weighted counts	88	30	58	34	17	20	17	51	37	23	42	21	2	0
	Column Comparisons	-									c d e	d e			
Mis-delivered mail	% within column	2%	1%	2%	3%	2%	1%	1%	1%	2%	2%	2%	2%	0%	0%
	Weighted counts	31	6	25	12	9	5	6	13	18	6	15	10	0	0
	Column Comparisons	-													
Mail that has been tampered with	% within column	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	0%
	Weighted counts	14	5	10	5	4	5	1	8	6	1	8	4	1	0
	Column Comparisons	-													
Other problems	% within column	2%	1%	2%	3%	1%	2%	1%	3%	1%	2%	3%	1%	1%	1%
	Weighted counts	32	8	24	15	6	8	3	23	9	6	17	6	3	1
	Column Comparisons	-							b						
No - there have been no problems	% within column	90%	93%	88%	85%	91%	90%	92%	90%	89%	86%	86%	91%	96%	98%
	Weighted counts	1,560	589	971	380	417	362	402	802	758	230	517	515	204	95
	Column Comparisons	-	b			a		a					b	a B	a b c
NET: Yes	% within column	10%	7%	12%	15%	9%	10%	8%	10%	11%	14%	14%	9%	4%	2%
	Weighted counts	180	46	134	69	39	38	33	90	90	37	85	48	8	2
	Column Comparisons	-		a	b d						d e	c D e	e		
Effective Column n	% within column														
	Weighted counts	1,317	323	994	341	341	301	334	677	640	171	409	459	191	88
Unweighted base	% within column														
	Weighted counts	1,682	413	1,269	435	435	385	427	865	817	218	522	586	244	112
Weighted base	% within column														
	Weighted counts	1,740	635	1,105	449	456	400	435	892	848	266	602	563	212	96
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1682; total n = 6467; effective sample size = 1317 (78%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG				Working status		UK nation				Rurality		
		AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
QI3_15: Problems experienced with ... the last 12 months:														
Amazon Logistics														
<b>Lost mail</b>	% within column	4%	2%	1%	3%	2%	3%	2%	4%	3%	5%	2%	3%	2%
	Weighted counts	17	9	5	12	22	22	36	4	2	2	27	13	3
	Column Comparisons													
<b>Damaged mail</b>	% within column	2%	3%	1%	3%	2%	3%	3%	3%	1%	0%	2%	4%	3%
	Weighted counts	9	18	5	13	24	21	41	3	1	0	23	18	4
	Column Comparisons													
<b>Delayed mail</b>	% within column	6%	5%	4%	5%	5%	5%	5%	4%	2%	7%	5%	5%	9%
	Weighted counts	25	29	13	21	51	37	80	4	2	2	53	24	11
	Column Comparisons													
<b>Mis-delivered mail</b>	% within column	2%	1%	1%	3%	1%	2%	2%	3%	3%	1%	2%	1%	2%
	Weighted counts	10	8	2	11	14	17	25	3	3	0	23	5	3
	Column Comparisons													
<b>Mail that has been tampered with</b>	% within column	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	0%	1%
	Weighted counts	3	5	2	4	5	9	13	0	1	0	11	2	1
	Column Comparisons													
<b>Other problems</b>	% within column	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	5%
	Weighted counts	11	8	6	8	19	14	29	2	1	0	20	7	5
	Column Comparisons													
<b>No - there have been no problems</b>	% within column	89%	89%	93%	89%	89%	90%	90%	87%	93%	88%	91%	88%	84%
	Weighted counts	408	468	308	376	862	685	1,355	89	84	31	1,037	425	98
	Column Comparisons													
<b>NET: Yes</b>	% within column	11%	11%	7%	11%	11%	10%	10%	13%	7%	12%	9%	12%	16%
	Weighted counts	50	61	23	47	104	75	155	14	7	4	104	57	18
	Column Comparisons													
<b>Effective Column n</b>	% within column													
	Weighted counts	377	415	236	289	702	608	915	181	156	66	822	411	84
<b>Unweighted base</b>	Column Comparisons													
	Weighted counts	481	530	302	369	896	776	1,168	231	199	84	1,050	525	107
<b>Weighted base</b>	Column Comparisons													
	Weighted counts	458	529	331	422	966	760	1,511	103	91	36	1,141	482	117
<b>Columns</b>		A	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 1682; total n = 6467; effective sample size = 1317 (78%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

			Crossbreaks																	
			Method-ology		Quarter				Gender		Age					SEG				
Q13_16: Problems experienced with ... the last 12 months:			Onli- ne	Q1	Q2	Q3	Q4	Fem-ale		16-24	25-44	45-64	65-74	75+	AB	C1	C2	DE		
Other				Total	CAPI	2016	2016	2016	2016	Male	years	years	years						years	
			**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
Lost mail	% within column																			
	Weighted counts																			
	Column Comparisons																			
Damaged mail	% within column		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
	Weighted counts																			
	Column Comparisons																			
Delayed mail	% within column		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
	Weighted counts																			
	Column Comparisons																			
Mis-delivered mail	% within column		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
	Weighted counts																			
	Column Comparisons																			
Mail that has been tampered with	% within column		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
	Weighted counts																			
	Column Comparisons																			
Other problems	% within column		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
	Weighted counts																			
	Column Comparisons																			
No - there have been no problems	% within column		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
	Weighted counts																			
	Column Comparisons																			
NET: Yes	% within column		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
	Weighted counts																			
	Column Comparisons																			
Effective Column n	% within column																			
	Weighted counts		19	4	15	4	4	5	5	10	8	2	6	4	6	1	7	7	4	1
Unweighted base	% within column																			
	Weighted counts		25	5	20	5	6	7	7	14	11	3	8	5	8	1	9	10	5	1
Weighted base	% within column																			
	Weighted counts		28	10	18	7	6	6	9	18	10	6	11	3	8	1	8	14	4	2
Columns			A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 25; total n = 6467; effective sample size = 19 (74%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks							
		Working status	UK nation				Rurality		
		Not working	NET: Engl- and	NET: Scotl- and	Wal- es	Nort- hern Irel- and	Urb- an	Rural	Unkn- own
Q13_16: Problems experienced with ... the last 12 months:									
Other		**	**	**	**	**	**	**	**
<b>Lost mail</b>									
	% within column								
	Weighted counts								
	Column Comparisons								
	% within column	**	**	**	**	**	**	**	**
<b>Damaged mail</b>									
	Weighted counts								
	Column Comparisons								
	% within column	**	**	**	**	**	**	**	**
<b>Delayed mail</b>									
	Weighted counts								
	Column Comparisons								
	% within column	**	**	**	**	**	**	**	**
<b>Mis-delivered mail</b>									
	Weighted counts								
	Column Comparisons								
	% within column	**	**	**	**	**	**	**	**
<b>Mail that has been tampered with</b>									
	Weighted counts								
	Column Comparisons								
	% within column	**	**	**	**	**	**	**	**
<b>Other problems</b>									
	Weighted counts								
	Column Comparisons								
	% within column	**	**	**	**	**	**	**	**
<b>No - there have been no problems</b>									
	Weighted counts								
	Column Comparisons								
	% within column	**	**	**	**	**	**	**	**
<b>NET: Yes</b>									
	Weighted counts								
	Column Comparisons								
	% within column								
<b>Effective Column n</b>		13	6	14	1	3	0	10	7
	Weighted counts								
	Column Comparisons								
<b>Unweighted base</b>		17	8	19	2	4	0	14	10
<b>Weighted base</b>		19	9	25	1	2	0	19	8
<b>Columns</b>		A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 25; total n = 6467; effective sample size = 19 (74%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks																				
		Method-ology		Quarter				Gender		Age					SEG				Working status		UK nation	
Q14_1: Did you make a complaint about the problems you experienced with the services from: Citipost		Total	CAPI	Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE	Work- ing	Not work- ing	NET: Engl- and
Yes	% within column	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	Weighted counts																					
	Column Comparisons																					
No	% within column	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	Weighted counts																					
	Column Comparisons																					
I can't remember	% within column	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	Weighted counts																					
	Column Comparisons																					
Effective Column n	% within column																					
	Weighted counts	29	2	27	8	6	9	6	18	11	6	16	6	1	0	11	10	2	6	25	4	23
Unweighted base	% within column																					
	Weighted counts	33	2	31	9	7	10	7	21	12	7	18	7	1	0	13	11	2	7	28	5	26
Weighted base	% within column																					
	Weighted counts	36	2	34	8	8	12	8	25	11	9	20	6	1	0	14	11	3	8	30	6	33
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D	A	B	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 33; total n = 6467; effective sample size = 29 (88%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks					
		UK nation			Rurality		
		NET:					
Q14_1: Did you make a complaint about the problems you experienced with the services from: Citipost		Scot- and	Wal- es	Nort- hern Irel- and	Urb- an	Unkn- own	
		**	**	**	**	**	**
<b>Yes</b>	% within column						
	Weighted counts						
	Column Comparisons						
<b>No</b>	% within column	**	**	**	**	**	**
	Weighted counts						
	Column Comparisons						
<b>I can't remember</b>	% within column	**	**	**	**	**	**
	Weighted counts						
	Column Comparisons						
<b>Effective Column n</b>	% within column						
	Weighted counts	1	4	2	19	7	3
	Column Comparisons						
<b>Unweighted base</b>		1	4	2	22	8	3
<b>Weighted base</b>		0	2	1	25	7	4
<b>Columns</b>		B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 33; total n = 6467; effective sample size = 29 (88%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)



# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks																				
		Method- ology			Quarter				Gender		Age					SEG				Working status		UK nati- on
Q14_2: Did you make a complaint about the problems you experienced with the services from: Collect +		Total	CAPI	Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE	Work- ing	Not work- ing	NET: Engl- and
Yes	% within column	44%	**	43%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	Weighted counts	22		19																		
	Column Comparisons	-		-																		
No	% within column	51%	**	52%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	Weighted counts	25		23																		
	Column Comparisons	-		-																		
I can't remember	% within column	4%	**	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	Weighted counts	2		2																		
	Column Comparisons	-		-																		
Effective Column n	% within column																					
	Weighted counts	41	2	39	15	8	8	11	16	25	11	21	9	0	0	15	14	4	8	26	14	27
	Column Comparisons																					
Unweighted base		53	2	51	19	10	10	14	21	32	14	27	12	0	0	20	18	5	10	34	18	35
Weighted base		50	5	45	17	7	11	14	27	23	12	28	9	0	0	21	17	3	9	32	17	43
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D	A	B	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 53; total n = 6467; effective sample size = 41 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks					
		UK nation			Rurality		
		NET:					
Q14_2: Did you make a complaint about the problems you experienced with the services from: Collect +		Scotl- and	Wal- es	Nort- hern Irel- and	Urb- an	Rural	Unkn- own
		**	**	**	**	**	**
<b>Yes</b>	% within column						
	Weighted counts						
	Column Comparisons						
<b>No</b>	% within column	**	**	**	**	**	**
	Weighted counts						
	Column Comparisons						
<b>I can't remember</b>	% within column	**	**	**	**	**	**
	Weighted counts						
	Column Comparisons						
<b>Effective Column n</b>	% within column						
	Weighted counts	5	4	5	28	8	4
	Column Comparisons						
<b>Unweighted base</b>		7	5	6	37	11	5
<b>Weighted base</b>		3	2	2	37	6	7
<b>Columns</b>		B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 53; total n = 6467; effective sample size = 41 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks																				
		Method-ology			Quarter				Gender		Age					SEG				Working status		UK nati-on
Q14_3: Did you make a complaint about the problems you experienced with the services from: DHL		Total	CAPI	Onli-ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem-ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE	Work-ing	Not work-ing	NET: Engl-and
Yes	% within column	48%	**	46%	**	**	**	**	41%	55%	**	51%	**	**	**	**	**	**	**	47%	**	49%
	Weighted counts	58		42					27	31		36								38		53
	Column Comparisons	-																				
No	% within column	42%	**	47%	**	**	**	**	46%	37%	**	41%	**	**	**	**	**	**	**	45%	**	40%
	Weighted counts	52		43					30	21		29								36		43
	Column Comparisons	-																				
I can't remember	% within column	10%	**	7%	**	**	**	**	12%	8%	**	9%	**	**	**	**	**	**	**	8%	**	11%
	Weighted counts	13		7					8	5		6								6		12
	Column Comparisons	-																				
Effective Column n	% within column																					
	Weighted counts	90	12	77	25	26	24	15	44	46	15	47	22	4	1	31	26	15	18	62	28	63
	Column Comparisons																					
Unweighted base		116	16	100	32	34	31	19	57	59	20	61	29	5	1	40	34	19	23	80	36	81
Weighted base		122	30	92	33	33	36	20	65	57	21	71	25	5	1	35	39	21	28	80	42	108
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D	A	B	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 116; total n = 6467; effective sample size = 90 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks					
		UK nation			Rurality		
		NET:					
Q14_3: Did you make a complaint about the problems you experienced with the services from: DHL		Scot-	Wal-	Nort-	Urb-	Unkn-	
		and	es	hern	an	Rural	own
		**	**	**	50%	**	**
<b>Yes</b>	<i>% within column</i>						
	<i>Weighted counts</i>				44		
	<i>Column Comparisons</i>						
<b>No</b>	<i>% within column</i>	**	**	**	40%	**	**
	<i>Weighted counts</i>				35		
	<i>Column Comparisons</i>						
<b>I can't remember</b>	<i>% within column</i>	**	**	**	10%	**	**
	<i>Weighted counts</i>				9		
	<i>Column Comparisons</i>						
<b>Effective Column n</b>	<i>% within column</i>						
	<i>Weighted counts</i>	10	8	9	60	22	8
	<i>Column Comparisons</i>						
<b>Unweighted base</b>		13	10	12	77	29	10
<b>Weighted base</b>		6	4	5	88	23	12
<b>Columns</b>		B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 116; total n = 6467; effective sample size = 90 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks																				
		Method-ology			Quarter				Gender		Age					SEG				Working status		UK nati-on
Q14_4: Did you make a complaint about the problems you experienced with the services from: FedEx		Total	CAPI	Onli-ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem-ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE	Work-ing	Not work-ing	NET: Engl-and
Yes	% within column	44%	**	42%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	43%
	Weighted counts	33		27																		29
	Column Comparisons	-																				
No	% within column	52%	**	52%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	54%
	Weighted counts	39		33																		37
	Column Comparisons	-																				
I can't remember	% within column	5%	**	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3%
	Weighted counts	4		4																		2
	Column Comparisons	-																				
Effective Column n	% within column																					
	Weighted counts	57	6	51	18	11	12	15	35	22	13	22	17	3	2	23	15	8	10	38	18	42
Unweighted base	Column Comparisons																					
		71	7	64	23	14	15	19	44	27	16	28	21	4	2	29	19	10	13	48	22	52
Weighted base		76	12	64	24	17	17	18	50	26	22	33	16	3	1	32	20	11	13	50	24	68
	Columns	A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D	A	B	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 71; total n = 6467; effective sample size = 57 (80%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks					
		UK nation			Rurality		
		NET:					
Q14_4: Did you make a complaint about the problems you experienced with the services from: FedEx		Scot-	Wal-	Nort-	Urb-	Unkn-	
		and	es	hern	an	Rural	own
		**	**	**	42%	**	**
<b>Yes</b>	<i>% within column</i>						
	<i>Weighted counts</i>				24		
	<i>Column Comparisons</i>						
<b>No</b>	<i>% within column</i>	**	**	**	52%	**	**
	<i>Weighted counts</i>				29		
	<i>Column Comparisons</i>						
<b>I can't remember</b>	<i>% within column</i>	**	**	**	6%	**	**
	<i>Weighted counts</i>				4		
	<i>Column Comparisons</i>						
<b>Effective Column n</b>	<i>% within column</i>						
	<i>Weighted counts</i>	6	5	4	41	10	6
	<i>Column Comparisons</i>						
<b>Unweighted base</b>		8	6	5	51	13	7
<b>Weighted base</b>		3	2	2	57	10	9
<b>Columns</b>		B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 71; total n = 6467; effective sample size = 57 (80%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

## Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks																			UK nation	
		Method-ology	Quarter				Gender		Age				SEG				Working status					
Q14_5: Did you make a complaint about the problems you experienced with the services from: Hermes		Total	CAPI	Onli-ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem-ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE	Work-ing	Not work-ing	NET: Eng-land
Yes	% within column	58%	**	57%	60%	51%	64%	60%	61%	56%	50%	61%	57%	**	**	51%	60%	56%	64%	57%	61%	59%
	Weighted counts	192		157	54	42	37	59	80	112	26	95	48			44	57	37	55	101	91	164
	Column Comparisons	-																				
No	% within column	35%	**	36%	37%	40%	30%	33%	31%	38%	41%	34%	35%	**	**	41%	34%	38%	29%	37%	33%	35%
	Weighted counts	117		101	34	33	17	33	41	76	22	52	30			35	32	25	25	66	50	97
	Column Comparisons	-																				
I can't remember	% within column	6%	**	7%	3%	10%	6%	7%	8%	5%	9%	5%	9%	**	**	7%	6%	6%	7%	6%	6%	6%
	Weighted counts	21		20	2	8	3	7	10	11	5	8	7			6	5	4	6	12	9	18
	Column Comparisons	-																				
Effective Column n	% within column																					
	Weighted counts	282	25	257	79	74	52	77	105	177	43	124	78	30	7	78	86	49	70	153	128	183
	Column Comparisons																					
Unweighted base		356	32	324	100	93	66	97	132	224	54	156	99	38	9	98	108	62	88	193	162	231
Weighted base		330	52	278	90	84	57	98	131	199	53	155	85	28	9	85	94	65	85	178	151	279
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D	A	B	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 356; total n = 6467; effective sample size = 282 (79%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size ( $<50$ )

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks					
		UK nation			Rurality		
		NET: Scotl- and	Wal- es	Nort- hern Irel- and	Urb- an	Rural	Unkn- own
Q14_5: Did you make a complaint about the problems you experienced with the services from: Hermes		**	**	**	55%	65%	**
<b>Yes</b>	<i>% within column</i>						
	<i>Weighted counts</i>				119	63	
	<i>Column Comparisons</i>						
<b>No</b>	<i>% within column</i>	**	**	**	37%	30%	**
	<i>Weighted counts</i>				80	29	
	<i>Column Comparisons</i>						
<b>I can't remember</b>	<i>% within column</i>	**	**	**	8%	5%	**
	<i>Weighted counts</i>				16	4	
	<i>Column Comparisons</i>						
<b>Effective Column n</b>	<i>% within column</i>						
	<i>Weighted counts</i>	39	35	25	176	93	13
	<i>Column Comparisons</i>						
<b>Unweighted base</b>		49	44	32	222	117	17
<b>Weighted base</b>		20	18	12	215	96	18
<b>Columns</b>		B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 356; total n = 6467; effective sample size = 282 (79%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)



# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks																				
			Method- ology	Quarter				Gender		Age					SEG				Working status		UK nati- on	
Q14_6: Did you make a complaint about the problems you experienced with the services from: Interlink		Total	CAPI	Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE	Work- ing	Not work- ing	NET: Engl- and
Yes	% within column	38%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	Weighted counts	16																				
	Column Comparisons	-																				
No	% within column	54%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	Weighted counts	23																				
	Column Comparisons	-																				
I can't remember	% within column	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	Weighted counts	3																				
	Column Comparisons	-																				
Effective Column n	% within column																					
	Weighted counts	38	5	33	11	10	8	10	18	20	10	15	11	2	0	15	8	6	9	31	7	21
	Column Comparisons																					
Unweighted base		50	7	43	14	13	10	13	24	26	13	20	14	3	0	20	10	8	12	41	9	28
Weighted base		42	10	32	10	12	8	12	20	22	13	20	8	1	0	15	11	7	10	36	6	33
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D	A	B	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 50; total n = 6467; effective sample size = 38 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks					
		UK nation			Rurality		
		NET:					
Q14_6: Did you make a complaint about the problems you experienced with the services from: Interlink		Scot-	Wal-	Nort-	Urb-	Unkn-	
		and	es	hern	an	own	
		**	**	**	**	**	**
<b>Yes</b>	% within column						
	Weighted counts						
	Column Comparisons						
<b>No</b>	% within column	**	**	**	**	**	**
	Weighted counts						
	Column Comparisons						
<b>I can't remember</b>	% within column	**	**	**	**	**	**
	Weighted counts						
	Column Comparisons						
<b>Effective Column n</b>	% within column						
	Weighted counts	5	8	3	20	16	2
	Column Comparisons						
<b>Unweighted base</b>		7	11	4	26	21	3
<b>Weighted base</b>		3	4	2	28	11	3
<b>Columns</b>		B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 50; total n = 6467; effective sample size = 38 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks																				
		Method-ology		Quarter				Gender		Age					SEG				Working status		UK nati-on	
Q14_7: Did you make a complaint about the problems you experienced with the services from: DPD		Total	CAPI	Onli-ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem-ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE	Work-ing	Not work-ing	NET: Engl-and
Yes	% within column	55%	**	52%	50%	**	**	**	61%	49%	**	58%	**	**	**	**	58%	**	**	60%	**	56%
	Weighted counts	84		64	24				49	35		43					27			63		72
	Column Comparisons	-																				
No	% within column	39%	**	40%	45%	**	**	**	37%	40%	**	35%	**	**	**	**	31%	**	**	34%	**	37%
	Weighted counts	59		49	22				30	29		26					14			36		47
	Column Comparisons	-																				
I can't remember	% within column	6%	**	8%	5%	**	**	**	2%	11%	**	7%	**	**	**	**	11%	**	**	6%	**	7%
	Weighted counts	10		10	3				2	8		5					5			6		9
	Column Comparisons	-								a												
Effective Column n	% within column																					
	Weighted counts	130	17	113	42	31	35	23	68	63	21	60	39	9	2	36	42	24	28	91	39	86
Unweighted base	Column Comparisons																					
	Weighted counts	162	21	141	52	38	44	28	84	78	26	74	49	11	2	45	52	30	35	113	48	107
Weighted base	Column Comparisons																					
	Weighted counts	152	29	123	49	31	47	25	81	72	26	74	43	8	2	40	47	32	34	105	46	128
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D	A	B	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 162; total n = 6467; effective sample size = 130 (80%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks					
		UK nation			Rurality		
		NET:					
Q14_7: Did you make a complaint about the problems you experienced with the services from: DPD		Scot-	Wal-	Nort-	Urb-	Unkn-	
		and	es	hern	an	Rural	own
		**	**	**	56%	**	**
<b>Yes</b>	% within column						
	Weighted counts				60		
	Column Comparisons						
<b>No</b>	% within column	**	**	**	37%	**	**
	Weighted counts				39		
	Column Comparisons						
<b>I can't remember</b>	% within column	**	**	**	7%	**	**
	Weighted counts				8		
	Column Comparisons						
<b>Effective Column n</b>	% within column						
	Weighted counts	16	10	19	88	30	13
	Column Comparisons						
<b>Unweighted base</b>		20	12	23	109	37	16
<b>Weighted base</b>		9	6	9	107	27	18
<b>Columns</b>		B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 162; total n = 6467; effective sample size = 130 (80%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks																				
		Method-ology			Quarter				Gender		Age					SEG				Working status		UK nation
Q14_8: Did you make a complaint about the problems you experienced with the services from: Parcelforce		Total	CAPI	Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE	Work- ing	Not work- ing	NET: Engl- and
Yes	% within column	40%	**	44%	**	**	**	**	40%	40%	**	**	27%	**	**	34%	**	**	**	47%	30%	43%
	Weighted counts	56		50					31	24			14			15				40	16	48
	Column Comparisons	-		a																		
No	% within column	54%	**	49%	**	**	**	**	54%	54%	**	**	66%	**	**	59%	**	**	**	51%	59%	52%
	Weighted counts	74		55					42	33			36			25				44	30	58
	Column Comparisons	-																				
I can't remember	% within column	6%	**	7%	**	**	**	**	6%	6%	**	**	7%	**	**	6%	**	**	**	3%	11%	5%
	Weighted counts	8		8					4	3			4			3				2	6	6
	Column Comparisons	-																				
Effective Column n	% within column																					
	Weighted counts	123	14	109	38	35	23	26	70	53	17	37	52	12	5	40	37	23	23	73	49	73
	Column Comparisons																					
Unweighted base		158	18	140	49	45	30	34	90	68	22	48	67	15	6	51	47	30	30	94	63	94
Weighted base		138	24	113	43	35	28	31	77	61	20	48	54	10	5	43	39	29	27	86	51	111
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D	A	B	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 158; total n = 6467; effective sample size = 123 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks					
		UK nation			Rurality		
		NET: Scotl- and	Wal- es	Nort- hern Irel- and	Urb- an	Rural	Unkn- own
Q14_8: Did you make a complaint about the problems you experienced with the services from: Parcelforce	<i>% within column</i>	**	**	**	36%	46%	**
	<i>Weighted counts</i>				30	21	
	<i>Column Comparisons</i>						
<b>Yes</b>	<i>% within column</i>	**	**	**	57%	48%	**
	<i>Weighted counts</i>				47	22	
	<i>Column Comparisons</i>						
<b>No</b>	<i>% within column</i>	**	**	**	6%	6%	**
	<i>Weighted counts</i>				5	3	
	<i>Column Comparisons</i>						
<b>I can't remember</b>	<i>% within column</i>						
	<i>Weighted counts</i>						
	<i>Column Comparisons</i>						
<b>Effective Column n</b>	<i>% within column</i>						
	<i>Weighted counts</i>	18	14	18	70	46	7
	<i>Column Comparisons</i>						
<b>Unweighted base</b>		23	18	23	90	59	9
<b>Weighted base</b>		10	7	10	82	46	10
<b>Columns</b>		B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 158; total n = 6467; effective sample size = 123 (78%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks																				
		Method-ology		Quarter				Gender		Age					SEG				Working status		UK nation	
Q14_9: Did you make a complaint about the problems you experienced with the services from: TNT Express		Total	CAPI	Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE	Work- ing	Not work- ing	NET: Engl- and
Yes	% within column	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	Weighted counts																					
	Column Comparisons																					
No	% within column	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	Weighted counts																					
	Column Comparisons																					
I can't remember	% within column	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	Weighted counts																					
	Column Comparisons																					
Effective Column n	% within column																					
	Weighted counts	32	7	25	14	8	6	4	18	14	8	12	10	3	0	11	8	6	7	23	8	24
Unweighted base	Column Comparisons																					
	Weighted counts	38	8	30	17	9	7	5	21	17	9	14	12	3	0	13	10	7	8	27	10	29
Weighted base	Column Comparisons																					
	Weighted counts	40	12	28	19	9	8	5	22	18	8	16	13	3	0	14	11	6	10	25	14	36
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D	A	B	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 38; total n = 6467; effective sample size = 32 (84%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks					
		UK nation			Rurality		
		NET:					
Q14_9: Did you make a complaint about the problems you experienced with the services from: TNT Express		Scotl- and	Wal- es	Nort- hern Irel- and	Urb- an	Rural	Unkn- own
		**	**	**	**	**	**
<b>Yes</b>	<i>% within column</i>						
	<i>Weighted counts</i>						
	<i>Column Comparisons</i>						
<b>No</b>	<i>% within column</i>	**	**	**	**	**	**
	<i>Weighted counts</i>						
	<i>Column Comparisons</i>						
<b>I can't remember</b>	<i>% within column</i>	**	**	**	**	**	**
	<i>Weighted counts</i>						
	<i>Column Comparisons</i>						
<b>Effective Column n</b>	<i>% within column</i>						
	<i>Weighted counts</i>	3	3	1	18	8	5
	<i>Column Comparisons</i>						
<b>Unweighted base</b>		4	4	1	22	10	6
<b>Weighted base</b>		2	1	1	26	8	7
<b>Columns</b>		B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 38; total n = 6467; effective sample size = 32 (84%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)



# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks																				
		Method-ology		Quarter				Gender		Age					SEG				Working status		UK nation	
Q14_10: Did you make a complaint about the problems you experienced with the services from: TNT Post UK		Total	CAPI	Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE	Work- ing	Not work- ing	NET: Engl- and
Yes	% within column	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	Weighted counts																					
	Column Comparisons																					
No	% within column	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	Weighted counts																					
	Column Comparisons																					
I can't remember	% within column	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	Weighted counts																					
	Column Comparisons																					
Effective Column n	% within column																					
	Weighted counts	15	2	13	6	3	3	4	8	7	3	9	2	2	0	4	4	6	1	12	4	13
	Column Comparisons																					
Unweighted base		17	2	15	7	3	3	4	9	8	3	10	2	2	0	4	5	7	1	13	4	14
Weighted base		17	3	15	8	2	4	3	9	8	3	11	2	2	0	4	5	8	1	13	4	16
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D	A	B	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 17; total n = 6467; effective sample size = 15 (90%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks					
		UK nation			Rurality		
Q14_10: Did you make a complaint about the problems you experienced with the services from: TNT Post UK		NET: Scotl- and	Wal- es	Nort- hern Irel- and	Urb- an	Unkn- own	
		**	**	**	**	**	**
<b>Yes</b>	<i>% within column</i>						
	<i>Weighted counts</i>						
	<i>Column Comparisons</i>						
<b>No</b>	<i>% within column</i>	**	**	**	**	**	**
	<i>Weighted counts</i>						
	<i>Column Comparisons</i>						
<b>I can't remember</b>	<i>% within column</i>	**	**	**	**	**	**
	<i>Weighted counts</i>						
	<i>Column Comparisons</i>						
<b>Effective Column n</b>	<i>% within column</i>						
	<i>Weighted counts</i>	2	1	0	11	3	2
	<i>Column Comparisons</i>						
<b>Unweighted base</b>		2	1	0	12	3	2
<b>Weighted base</b>		1	0	0	11	3	3
<b>Columns</b>		B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 17; total n = 6467; effective sample size = 15 (90%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks																				
		Method-ology			Quarter				Gender		Age					SEG				Working status		UK nation
QI4_11: Did you make a complaint about the problems you experienced with the services from: UPS		Total	CAPI	Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE	Work- ing	Not work- ing	NET: Engl- and
Yes	% within column	56%	**	56%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	56%	**	**
	Weighted counts	36		29																26		
	Column Comparisons	-																				
No	% within column	39%	**	38%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	40%	**	**
	Weighted counts	25		20																19		
	Column Comparisons	-																				
I can't remember	% within column	5%	**	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	4%	**	**
	Weighted counts	3		3																2		
	Column Comparisons	-																				
Effective Column n	% within column																					
	Weighted counts	56	8	48	18	10	12	17	34	22	7	28	17	3	1	24	17	10	6	41	15	34
	Column Comparisons																					
Unweighted base		70	10	60	22	12	15	21	42	28	9	35	21	4	1	30	21	12	7	51	19	42
Weighted base		64	12	52	21	13	14	16	39	25	11	35	16	2	1	26	19	12	7	46	18	52
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D	A	B	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 70; total n = 6467; effective sample size = 56 (80%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks					
		UK nation			Rurality		
		NET: Scotl- and	Wal- es	Nort- hern Irel- and	Urb- an	Unkn- own	
		**	**	**	**	**	**
QI4_11: Did you make a complaint about the problems you experienced with the services from: UPS	<i>% within column</i>						
	<i>Weighted counts</i>						
	<i>Column Comparisons</i>						
<b>Yes</b>	<i>% within column</i>	**	**	**	**	**	**
	<i>Weighted counts</i>						
	<i>Column Comparisons</i>						
<b>No</b>	<i>% within column</i>	**	**	**	**	**	**
	<i>Weighted counts</i>						
	<i>Column Comparisons</i>						
<b>I can't remember</b>	<i>% within column</i>	**	**	**	**	**	**
	<i>Weighted counts</i>						
	<i>Column Comparisons</i>						
<b>Effective Column n</b>	<i>% within column</i>						
	<i>Weighted counts</i>	9	7	6	35	14	7
	<i>Column Comparisons</i>						
<b>Unweighted base</b>		11	9	8	44	17	9
<b>Weighted base</b>		5	4	3	43	10	11
<b>Columns</b>		B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 70; total n = 6467; effective sample size = 56 (80%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks																				
		Method-ology		Quarter				Gender		Age					SEG				Working status		UK nation	
Q14_12: Did you make a complaint about the problems you experienced with the services from: UK Mail		Total	CAPI	Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE	Work- ing	Not work- ing	NET: Engl- and
Yes	% within column	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	Weighted counts																					
	Column Comparisons																					
No	% within column	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	Weighted counts																					
	Column Comparisons																					
I can't remember	% within column	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	Weighted counts																					
	Column Comparisons																					
Effective Column n	% within column																					
	Weighted counts	42	1	41	18	8	5	12	21	21	7	16	17	1	2	13	13	5	12	29	14	36
	Column Comparisons																					
Unweighted base		46	1	45	19	9	5	13	23	23	8	17	18	1	2	14	14	5	13	31	15	39
Weighted base		46	1	46	22	8	5	12	23	23	8	19	17	1	2	15	14	5	13	32	14	43
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D	A	B	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 46; total n = 6467; effective sample size = 42 (92%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks					
		UK nation			Rurality		
Q14_12: Did you make a complaint about the problems you experienced with the services from: UK Mail		NET: Scotl- and	Wal- es	Nort- hern Irel- and	Urb- an	Unkn- own	
		**	**	**	**	**	**
<b>Yes</b>	<i>% within column</i>						
	<i>Weighted counts</i>						
	<i>Column Comparisons</i>						
<b>No</b>	<i>% within column</i>	**	**	**	**	**	**
	<i>Weighted counts</i>						
	<i>Column Comparisons</i>						
<b>I can't remember</b>	<i>% within column</i>	**	**	**	**	**	**
	<i>Weighted counts</i>						
	<i>Column Comparisons</i>						
<b>Effective Column n</b>	<i>% within column</i>						
	<i>Weighted counts</i>	4	2	1	26	9	7
	<i>Column Comparisons</i>						
<b>Unweighted base</b>		4	2	1	28	10	8
<b>Weighted base</b>		2	1	0	28	9	10
<b>Columns</b>		B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 46; total n = 6467; effective sample size = 42 (92%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks																				
		Method-ology		Quarter				Gender		Age					SEG				Working status		UK nation	
QI4_13: Did you make a complaint about the problems you experienced with the services from: DX		Total	CAPI	Onli- ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem- ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE	Work- ing	Not work- ing	NET: Engl- and
Yes	% within column	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	Weighted counts																					
	Column Comparisons																					
No	% within column	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	Weighted counts																					
	Column Comparisons																					
I can't remember	% within column	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	Weighted counts																					
	Column Comparisons																					
Effective Column n	% within column																					
	Weighted counts	13	1	13	3	5	2	3	8	6	0	7	6	1	0	4	6	2	2	10	3	6
Unweighted base	Weighted counts																					
	Column Comparisons																					
Weighted base	Weighted counts	17	1	16	4	6	3	4	10	7	0	9	7	1	0	5	8	2	2	13	4	8
	Column Comparisons																					
Columns	Weighted counts	13	1	13	4	5	2	2	7	6	0	7	6	0	0	4	5	1	3	11	2	9
	Column Comparisons																					
		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D	A	B	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 17; total n = 6467; effective sample size = 13 (79%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks					
		UK nation			Rurality		
Q14_13: Did you make a complaint about the problems you experienced with the services from: DX		NET: Scotl- and	Wal- es	Nort- hern Irel- and	Urb- an	Unkn- own	
		**	**	**	**	**	**
<b>Yes</b>	<i>% within column</i>						
	<i>Weighted counts</i>						
	<i>Column Comparisons</i>						
<b>No</b>	<i>% within column</i>	**	**	**	**	**	**
	<i>Weighted counts</i>						
	<i>Column Comparisons</i>						
<b>I can't remember</b>	<i>% within column</i>	**	**	**	**	**	**
	<i>Weighted counts</i>						
	<i>Column Comparisons</i>						
<b>Effective Column n</b>	<i>% within column</i>						
	<i>Weighted counts</i>	3	3	1	8	4	2
	<i>Column Comparisons</i>						
<b>Unweighted base</b>		4	4	1	10	5	2
<b>Weighted base</b>		2	2	0	7	4	2
<b>Columns</b>		B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 17; total n = 6467; effective sample size = 13 (79%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)



# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks																				
		Method-ology		Quarter				Gender		Age					SEG				Working status		UK nati-on	
Q14_14: Did you make a complaint about the problems you experienced with the services from: Yodel		Total	CAPI	Onli-ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem-ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE	Work-ing	Not work-ing	NET: Engl-and
Yes	% within column	61%	**	58%	58%	60%	69%	57%	63%	60%	51%	61%	62%	**	**	57%	58%	69%	62%	59%	64%	64%
	Weighted counts	210		168	54	49	61	46	99	111	29	91	60			53	60	39	58	125	85	179
	Column Comparisons	-																				
No	% within column	32%	**	35%	33%	31%	29%	36%	32%	33%	38%	30%	33%	**	**	38%	28%	28%	34%	33%	31%	30%
	Weighted counts	111		102	31	25	26	29	50	61	22	45	32			35	28	16	32	71	40	83
	Column Comparisons	-		a																		
I can't remember	% within column	7%	**	7%	9%	9%	1%	7%	6%	8%	11%	8%	4%	**	**	5%	14%	3%	3%	7%	6%	6%
	Weighted counts	23		20	8	7	1	6	9	14	7	12	4			4	14	2	3	16	7	17
	Column Comparisons	-																				
Effective Column n	% within column																					
	Weighted counts	298	28	270	83	77	66	71	130	168	44	116	97	29	12	83	92	46	77	177	120	177
	Column Comparisons																					
Unweighted base		386	36	350	108	100	86	92	168	218	57	150	126	37	16	108	119	59	100	230	155	230
Weighted base		344	54	290	93	81	89	81	158	186	57	148	96	28	14	92	102	57	92	211	133	279
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D	A	B	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 386; total n = 6467; effective sample size = 298 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks				
		UK nation			Rurality	
		NET: Scotl- and	Wal- es	Nort- hern Irel- and	Urb- an	Unkn- own
QI4_14: Did you make a complaint about the problems you experienced with the services from: Yodel	% within column	50%	**	**	57%	70% **
	Weighted counts	14			127	68
	Column Comparisons					
Yes	% within column	40%	**	**	35%	26% **
	Weighted counts	11			79	26
	Column Comparisons					
No	% within column	10%	**	**	8%	3% **
	Weighted counts	3			18	3
	Column Comparisons					
I can't remember	% within column					
	Weighted counts					
	Column Comparisons					
Effective Column n	% within column					
	Weighted counts	52	38	31	178	103 16
	Column Comparisons					
Unweighted base		67	49	40	231	134 21
Weighted base		28	22	16	223	97 23
Columns		B	C	D	A	B C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 386; total n = 6467; effective sample size = 298 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

Crossbreaks																						
		Method-ology	Quarter					Gender		Age					SEG				Working status		UK nati-on	
Q14_15: Did you make a complaint about the problems you experienced with the services from: Amazon Logistics		Total	CAPI	Onli-ne	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Fem-ale	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB	C1	C2	DE	Work-ing	Not work-ing	NET: Engl-and
Yes	% within column	66%	**	63%	61%	**	**	**	67%	65%	**	67%	80%	**	**	69%	62%	**	**	65%	68%	67%
	Weighted counts	119		85	42				61	59		57	38			35	38			68	51	105
	Column Comparisons	-											a									
No	% within column	29%	**	33%	36%	**	**	**	27%	32%	**	29%	19%	**	**	28%	32%	**	**	28%	32%	28%
	Weighted counts	53		44	25				25	28		25	9			14	19			29	24	44
	Column Comparisons	-																				
I can't remember	% within column	4%	**	4%	3%	**	**	**	5%	3%	**	4%	1%	**	**	3%	6%	**	**	7%	0%	4%
	Weighted counts	7		5	2				5	3		3	0			2	3			7	0	7
	Column Comparisons	-																		b		
Effective Column n	% within column																					
	Weighted counts	144	23	121	52	34	29	30	64	80	28	62	44	10	2	41	48	17	37	81	64	100
	Column Comparisons																					
Unweighted base		182	29	153	65	43	36	38	81	101	35	78	55	12	2	52	61	22	47	102	80	126
Weighted base		180	46	134	69	39	38	33	90	90	37	85	48	8	2	50	61	23	47	104	75	155
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A	B	C	D	A	B	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 182; total n = 6467; effective sample size = 144 (79%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks					
		UK nation			Rurality		
		NET: Scotl- and	Wal- es	Nort- hern Irel- and	Urb- an	Rural	Unkn- own
QI4_15: Did you make a complaint about the problems you experienced with the services from: Amazon Logistics	<i>% within column</i>	**	**	**	67%	66%	**
	<i>Weighted counts</i>				69	38	
	<i>Column Comparisons</i>						
<b>Yes</b>	<i>% within column</i>	**	**	**	31%	27%	**
	<i>Weighted counts</i>				32	15	
	<i>Column Comparisons</i>						
<b>No</b>	<i>% within column</i>	**	**	**	3%	7%	**
	<i>Weighted counts</i>				3	4	
	<i>Column Comparisons</i>						
<b>I can't remember</b>	<i>% within column</i>						
	<i>Weighted counts</i>						
	<i>Column Comparisons</i>						
<b>Effective Column n</b>	<i>% within column</i>						
	<i>Weighted counts</i>	24	12	9	83	48	13
	<i>Column Comparisons</i>						
<b>Unweighted base</b>		30	15	11	105	61	16
<b>Weighted base</b>		14	7	4	104	57	18
<b>Columns</b>		B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic, Geographic & Evaluative Weight; base n = 182; total n = 6467; effective sample size = 144 (79%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

**Section J: Demographics**

Ofcom Residential Postal Tracker (January - December 2016)

			Crossbreaks												
			Methodology			Quarter				Gender		Age			
			Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	
QJ1: Working status			% within column	38%	40%	37%	38%	37%	40%	38%	50%	27%	36%	57%	43%
Working full time (30hrs+ per week)			Weighted counts	2,463	752	1,711	645	583	616	619	1,571	892	329	1,218	894
			Column Comparisons	-	b					B		D E	A C D E	a D E	
			% within column	15%	13%	15%	16%	13%	15%	14%	9%	20%	18%	17%	16%
Working part time (8-29hrs per week)			Weighted counts	946	235	711	265	208	236	237	280	666	162	366	337
			Column Comparisons	-		a					A	D E	D E	D E	
			% within column	23%	24%	22%	22%	24%	22%	24%	23%	23%	0%	1%	15%
Not working (less than 8hrs per week) – retired			Weighted counts	1,478	443	1,034	363	384	337	394	717	760	0	16	318
			Column Comparisons	-									a	A B	
			% within column	4%	4%	4%	4%	4%	5%	3%	5%	3%	8%	5%	4%
Not working (less than 8hrs per week) – unemployed/ looking for work			Weighted counts	256	79	177	66	66	70	55	155	101	68	106	81
			Column Comparisons	-						B		b C D E	D E	D E	
			% within column	4%	4%	4%	4%	5%	4%	5%	4%	4%	28%	1%	0%
Not working (less than 8hrs per week) – student			Weighted counts	279	76	204	73	73	58	75	137	142	251	26	3
			Column Comparisons	-								B C D E	C d e		
			% within column	8%	9%	8%	9%	8%	7%	9%	2%	15%	7%	11%	9%
Not working (less than 8hrs per week) – housewife/ househusband			Weighted counts	535	164	370	144	134	116	140	54	481	59	237	195
			Column Comparisons	-							A	d	a D E	a D e	
			% within column	7%	5%	8%	7%	8%	8%	7%	7%	7%	3%	7%	11%
Not working (less than 8hrs per week) – unable to work due to disability/other			Weighted counts	473	100	373	118	125	117	113	235	238	28	159	234
			Column Comparisons	-		a							A D	A B D E	
			% within column	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	0%	0%
I don't know			Weighted counts	37	8	28	11	12	9	5	19	17	8	6	8
			Column Comparisons	-											
			% within column	53%	53%	53%	54%	50%	55%	52%	58%	47%	54%	74%	59%
NET: Working			Weighted counts	3,410	987	2,422	910	792	852	856	1,851	1,559	491	1,584	1,230
			Column Comparisons	-						B		D E	A C D E	a D E	
			% within column	47%	46%	47%	45%	49%	45%	47%	41%	52%	45%	26%	40%
NET: Not working			Weighted counts	3,021	863	2,158	765	781	698	777	1,299	1,722	406	545	831
			Column Comparisons	-							A	B c		B	
			% within column												
Effective Column n			Weighted counts	4,845	1,390	3,455	1,258	1,194	1,171	1,222	2,372	2,473	607	1,484	1,635
			Column Comparisons												
Unweighted base				6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 6

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		Age		SEG			Working status			UK nation			
		65-74 years	75+	AB	C1	C2	DE	Working	Not working	NET: England	NET: Scotl- and	Wales	North- ern Irel- and
QJ1: Working status	% within column	2%	1%	43%	45%	43%	23%	72%	0%	37%	43%	36%	48%
Working full time (30hrs+ per week)	Weighted counts	21	3	652	857	569	386	2,463	0	1,998	170	129	167
	Column Comparisons	e		D	D	D		B			c		a C
	% within column	8%	2%	11%	15%	17%	16%	28%	0%	15%	14%	14%	15%
Working part time (8-29hrs per week)	Weighted counts	71	10	170	286	221	270	946	0	789	54	51	52
	Column Comparisons	E			a	A	a	B					
	% within column	82%	87%	34%	23%	23%	13%	0%	49%	23%	23%	26%	14%
Not working (less than 8hrs per week) – retired	Weighted counts	694	450	515	434	303	225	0	1,478	1,247	88	93	49
	Column Comparisons	A B C	A B C d	B C D	D	D			A	d	D	D	
	% within column	0%	0%	1%	2%	2%	10%	0%	8%	4%	4%	3%	4%
Not working (less than 8hrs per week) – unemployed/ looking for work	Weighted counts	1	0	20	37	32	168	0	256	216	14	13	14
	Column Comparisons						A B C		A				
	% within column	0%	0%	4%	7%	2%	3%	0%	9%	5%	3%	3%	4%
Not working (less than 8hrs per week) – student	Weighted counts	0	0	55	142	26	56	0	279	246	11	10	12
	Column Comparisons			c	A C D				A				
	% within column	2%	5%	4%	4%	9%	16%	0%	18%	9%	5%	9%	7%
Not working (less than 8hrs per week) – housewife/ househusband	Weighted counts	20	23	69	75	118	274	0	535	459	20	32	23
	Column Comparisons					A B	A B C		A			b	
	% within column	3%	5%	3%	3%	4%	19%	0%	16%	7%	8%	9%	9%
Not working (less than 8hrs per week) – unable to work due to disability/other	Weighted counts	27	25	41	57	52	322	0	473	381	31	32	30
	Column Comparisons						A B C		A				
	% within column	1%	1%	1%	1%	1%	0%	0%	0%	1%	1%	1%	0%
I don't know	Weighted counts	10	4	10	10	10	7	0	0	31	3	2	0
	Column Comparisons							-	-				
	% within column	11%	2%	54%	60%	59%	38%	100%	0%	52%	57%	50%	63%
NET: Working	Weighted counts	92	13	822	1,142	790	656	3,410	0	2,787	224	180	219
	Column Comparisons	E		D	A D	a D		B			c		a b C
	% within column	88%	97%	46%	39%	40%	61%	0%	100%	47%	42%	50%	37%
NET: Not working	Weighted counts	741	499	700	745	531	1,046	0	3,021	2,549	164	178	129
	Column Comparisons	A B C	A B C D	b c			A B C		A	d		b D	
	% within column												
Effective Column n	Weighted counts	713	406	1,213	1,485	964	1,183	2,524	2,295	3,059	647	581	558
	Column Comparisons												

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 6

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks		
		Rurality		
		Urban	Rural	Unkn-own
QJ1: Working status	% within column	41%	32%	39%
<b>Working full time (30hrs+ per week)</b>	Weighted counts	1,642	631	190
	Column Comparisons	B		b
	% within column	14%	16%	15%
<b>Working part time (8-29hrs per week)</b>	Weighted counts	561	312	73
	Column Comparisons			
	% within column	19%	31%	20%
<b>Not working (less than 8hrs per week) – retired</b>	Weighted counts	777	606	94
	Column Comparisons		A C	
	% within column	4%	3%	4%
<b>Not working (less than 8hrs per week) – unemployed/ looking for work</b>	Weighted counts	174	60	22
	Column Comparisons			
	% within column	5%	3%	6%
<b>Not working (less than 8hrs per week) – student</b>	Weighted counts	189	61	29
	Column Comparisons	b		b
	% within column	8%	9%	7%
<b>Not working (less than 8hrs per week) – housewife/ househusband</b>	Weighted counts	325	177	33
	Column Comparisons			
	% within column	8%	6%	8%
<b>Not working (less than 8hrs per week) – unable to work due to disability/other</b>	Weighted counts	309	123	40
	Column Comparisons			
	% within column	1%	0%	1%
<b>I don't know</b>	Weighted counts	28	6	3
	Column Comparisons			
	% within column	55%	48%	54%
<b>NET: Working</b>	Weighted counts	2,204	943	263
	Column Comparisons	B		b
	% within column	44%	52%	45%
<b>NET: Not working</b>	Weighted counts	1,774	1,028	219
	Column Comparisons		A c	
	% within column			
<b>Effective Column n</b>	Weighted counts	2,875	1,699	271
	Column Comparisons			

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z, A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)



Ofcom Residential Postal Tracker (January - December 2016)

QJ1: Working status	Crossbreaks											
	Methodology			Quarter				Gender		Age		
	Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years
Unweighted base	6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166
Weighted base	6,467	1,858	4,609	1,685	1,585	1,559	1,638	3,169	3,298	905	2,134	2,069
Columns	A	A	B	A	B	C	D	A	B	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 4 of 6

Ofcom Residential Postal Tracker (January - December 2016)

QJ1: Working status	Crossbreaks											
	Age		SEG			Working status			UK nation			
	65-74 years	75+	AB	C1	C2	DE	Working	Not working	NET: England	NET: Scotl- and	Wales	North- ern Irel- and
Unweighted base	945	538	1,607	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739
Weighted base	843	515	1,531	1,897	1,331	1,708	3,410	3,021	5,368	391	360	348
Columns	D	E	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 5 of 6

Ofcom Residential Postal Tracker (January - December 2016)

QJ1: Working status	Crossbreaks		
	Rurality		
	Urban	Rural	Unkn-own
Unweighted base	3,809	2,251	359
Weighted base	4,006	1,976	484
Columns	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Methodology			Quarter				Gender		Age			
					Q1	Q2	Q3	Q4			16-24	25-44	45-64	65-74
QJ2: Internet usage		Total	CAPI	Online	2016	2016	2016	2016	Male	Female	years	years	years	years
I have internet access at home, and I personally use it	% within column	93%	82%	98%	94%	93%	92%	94%	93%	93%	96%	97%	94%	88%
	Weighted counts	6,034	1,524	4,510	1,579	1,481	1,434	1,540	2,962	3,072	867	2,069	1,947	745
	Column Comparisons	-		A							D E	C D E	D E	E
I have internet access at home, but I don't personally use it	% within column	2%	4%	1%	1%	2%	2%	2%	1%	2%	1%	1%	2%	4%
	Weighted counts	116	82	34	21	27	34	33	45	71	7	23	37	30
	Column Comparisons	-	B											a B c
I don't have internet access at home, but I use it elsewhere	% within column	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%	1%	2%	1%
	Weighted counts	85	43	42	22	24	25	14	46	39	9	28	37	11
	Column Comparisons	-	B											
I don't have access to the internet	% within column	3%	11%	0%	4%	3%	4%	3%	4%	3%	2%	0%	2%	7%
	Weighted counts	221	205	16	59	51	63	48	114	107	21	7	48	56
	Column Comparisons	-	B								B		B	A B C
I don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Weighted counts	11	4	7	4	2	2	3	3	8	2	7	1	1
	Column Comparisons	-												
NET: Internet user	% within column	95%	84%	99%	95%	95%	94%	95%	95%	94%	97%	98%	96%	90%
	Weighted counts	6,119	1,567	4,552	1,601	1,505	1,459	1,554	3,007	3,112	875	2,098	1,984	756
	Column Comparisons	-		A							D E	a C D E	D E	E
NET: Internet non-user	% within column	5%	15%	1%	5%	5%	6%	5%	5%	5%	3%	1%	4%	10%
	Weighted counts	337	287	50	80	78	98	81	159	178	28	30	84	86
	Column Comparisons	-	B								b		B	A B C
Effective Column n	% within column													
	Weighted counts	4,845	1,390	3,455	1,258	1,194	1,171	1,222	2,372	2,473	607	1,484	1,635	713
	Column Comparisons													
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945
Weighted base		6,467	1,858	4,609	1,685	1,585	1,559	1,638	3,169	3,298	905	2,134	2,069	843
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 3

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation			Rurality		
QJ2: Internet usage		75+	AB	C1	C2	DE	Working	Not working	NET: England	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
I have internet access at home, and I personally use it	% within column	79%	96%	96%	92%	89%	97%	89%	93%	91%	92%	95%	93%	93%
	Weighted counts	406	1,470	1,812	1,227	1,525	3,313	2,691	5,013	357	332	332	3,725	1,830
	Column Comparisons		C D	C D	d		B					b c		
I have internet access at home, but I don't personally use it	% within column	4%	1%	1%	2%	3%	1%	3%	2%	3%	2%	1%	2%	2%
	Weighted counts	19	20	24	29	43	27	88	94	10	8	4	79	36
	Column Comparisons	a B c						A					c	c
I don't have internet access at home, but I use it elsewhere	% within column	0%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
	Weighted counts	0	14	18	16	37	40	45	75	4	4	2	55	26
	Column Comparisons					a b								
I don't have access to the internet	% within column	17%	1%	2%	4%	6%	1%	6%	3%	5%	4%	3%	4%	4%
	Weighted counts	90	22	43	57	100	25	195	176	19	16	10	141	80
	Column Comparisons	A B C D			A b	A B		A					C	C
I don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Weighted counts	0	4	0	2	4	5	2	10	0	1	0	6	5
	Column Comparisons													
NET: Internet user	% within column	79%	97%	96%	93%	91%	98%	91%	95%	92%	93%	96%	94%	94%
	Weighted counts	406	1,484	1,830	1,244	1,561	3,353	2,735	5,088	361	336	334	3,780	1,856
	Column Comparisons		C D	C D			B					b		
NET: Internet non-user	% within column	21%	3%	4%	6%	8%	2%	9%	5%	8%	7%	4%	5%	6%
	Weighted counts	109	43	67	85	143	52	283	270	30	24	14	220	116
	Column Comparisons	A B C D			A b	A B		A		d			C	C
Effective Column n	% within column													
	Weighted counts	406	1,213	1,485	964	1,183	2,524	2,295	3,059	647	581	558	2,875	1,699
Column Comparisons														
Unweighted base		538	1,607	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251
Weighted base		515	1,531	1,897	1,331	1,708	3,410	3,021	5,368	391	360	348	4,006	1,976
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 3

# Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
		Unkn- own
QJ2: Internet usage		
	% within column	99%
<b>I have internet access at home, and I personally use it</b>	Weighted counts	479
	Column Comparisons	A B
	% within column	0%
<b>I have internet access at home, but I don't personally use it</b>	Weighted counts	1
	Column Comparisons	
	% within column	1%
<b>I don't have internet access at home, but I use it elsewhere</b>	Weighted counts	4
	Column Comparisons	
	% within column	0%
<b>I don't have access to the internet</b>	Weighted counts	0
	Column Comparisons	
	% within column	0%
<b>I don't know</b>	Weighted counts	0
	Column Comparisons	
	% within column	100%
<b>NET: Internet user</b>	Weighted counts	483
	Column Comparisons	A B
	% within column	0%
<b>NET: Internet non-user</b>	Weighted counts	1
	Column Comparisons	
	% within column	
<b>Effective Column n</b>	Weighted counts	271
	Column Comparisons	
<b>Unweighted base</b>		359
<b>Weighted base</b>		484
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks														
		Methodology			Quarter				Gender		Age					SEG
QJ3: Number of adults and children in household		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
Adults	Average	2.1	2.1	2.1	2.1	2.2	2.1	2.1	2.2	2.1	2.9	2.1	2.1	1.9	1.6	2.2
	Column Comparisons	-							b		B C D E	D E	D E	E		
Children	Average	.5	.7	.5	.5	.5	.5	.5	.5	.6	.6	1.0	.3	.0	.0	.5
	Column Comparisons	-	B						A		C D E	A C D E	D E			
SUM	Average	2.7	2.8	2.6	2.7	2.7	2.6	2.7	2.6	2.7	3.4	3.1	2.4	1.9	1.6	2.6
	Column Comparisons	-	B								b C D E	C D E	D E	E		
Effective Column n	Average	4,856	1,401	3,484	1,258	1,194	1,171	1,222	2,382	2,483	616	1,485	1,645	715	406	1,214
	Column Comparisons															
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538	1,607
Weighted base		6,467	1,858	4,609	1,685	1,585	1,559	1,638	3,169	3,298	905	2,134	2,069	843	515	1,531
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4856 (76%)

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

Part 1 of 2

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
QJ3: Number of adults and children in household		C1	C2	DE	Working	Not working	NET: England	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
<b>Adults</b>	<i>Average</i>	2.1	2.2	2.0	2.2	2.0	2.2	1.9	2.0	2.1	2.1	2.1	2.2
	<i>Column Comparisons</i>		d		B		B C			b c			
<b>Children</b>	<i>Average</i>	.5	.6	.6	.7	.4	.5	.4	.5	.5	.6	.5	.4
	<i>Column Comparisons</i>			b	B		B			b	b c		
<b>SUM</b>	<i>Average</i>	<b>2.6</b>	<b>2.7</b>	<b>2.6</b>	<b>2.9</b>	<b>2.4</b>	<b>2.7</b>	<b>2.3</b>	<b>2.4</b>	<b>2.6</b>	<b>2.7</b>	<b>2.5</b>	<b>2.7</b>
	<i>Column Comparisons</i>				<b>B</b>		<b>B C</b>			<b>B c</b>	<b>b</b>		
<b>Effective Column n</b>	<i>Average</i>	1,486	964	1,183	2,525	2,296	3,649	692	615	589	2,882	1,710	272
	<i>Column Comparisons</i>												
<b>Unweighted base</b>		1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>		1,897	1,331	1,708	3,410	3,021	5,368	391	360	348	4,006	1,976	484
<b>Columns</b>		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4856 (76%)  
 Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)



# Ofcom Residential Postal Tracker (January - December 2016)

			Crossbreaks											
			Methodology		Quarter				Gender		Age			
QJ4: Which of these, if any, limit your daily activities or the work you can do?			Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years
Difficulty in speaking or communicating	% within column		1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%
	Weighted counts		59	7	52	14	11	14	20	30	28	13	29	9
	Column Comparisons		-		a									
Cannot walk very far or manage the stairs or can only do so with difficulty	% within column		8%	7%	8%	7%	9%	9%	7%	7%	9%	1%	4%	10%
	Weighted counts		512	122	390	113	145	137	116	220	292	6	93	211
	Column Comparisons		-		a						a		A	A B
Mental health problems or difficulties	% within column		6%	3%	8%	6%	7%	6%	6%	6%	6%	9%	9%	6%
	Weighted counts		407	55	352	103	117	95	92	196	211	83	184	129
	Column Comparisons		-		A							c D E	c D E	D E
Breathlessness or chest pains	% within column		6%	3%	6%	5%	5%	6%	6%	6%	5%	4%	4%	6%
	Weighted counts		357	64	293	81	84	98	93	199	158	35	78	132
	Column Comparisons		-		A					b				a B
Other illnesses/ health problems which limit your daily activities/ work you can do	% within column		4%	2%	4%	3%	5%	3%	4%	3%	4%	2%	3%	5%
	Weighted counts		240	39	201	52	78	49	60	92	148	14	56	98
	Column Comparisons		-		A						a			A b
Poor hearing, partial hearing or deafness	% within column		3%	2%	4%	2%	4%	4%	3%	4%	3%	1%	2%	3%
	Weighted counts		202	40	162	40	56	55	51	116	85	11	39	61
	Column Comparisons		-		a					b				a
Limited ability to reach, e.g. restricted upper body mobility or ability to grip items	% within column		3%	3%	3%	3%	3%	4%	3%	3%	4%	0%	2%	5%
	Weighted counts		210	51	160	44	50	62	55	93	117	3	44	111
	Column Comparisons		-										a	A B d
Poor vision, partial sight or blindness	% within column		2%	2%	2%	3%	2%	2%	2%	2%	2%	3%	2%	2%
	Weighted counts		148	35	114	52	35	35	27	76	72	26	45	51
	Column Comparisons		-											
Dyslexia	% within column		1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	0%
	Weighted counts		59	10	49	21	14	11	13	24	35	22	26	7
	Column Comparisons		-									C D	c d	
Cannot walk at all/ use a wheelchair	% within column		1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%
	Weighted counts		50	10	40	10	15	12	13	19	31	1	19	18
	Column Comparisons		-											
None	% within column		76%	83%	72%	77%	72%	76%	77%	76%	75%	79%	79%	74%
	Weighted counts		4,886	1,548	3,337	1,299	1,142	1,177	1,268	2,401	2,485	714	1,691	1,534
	Column Comparisons		-	B		b			b			c E	C E	E

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 6

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		Age		SEG			Working status		UK nation				
		65-74 years	75+	AB	C1	C2	DE	Working	Not working	NET: England	NET: Scotl- and	Wales	North- ern Irel- and
QJ4: Which of these, if any, limit your daily activities or the work you can do?													
Difficulty in speaking or communicating	% within column	0%	1%	1%	0%	1%	2%	1%	1%	1%	1%	1%	1%
	Weighted counts	3	5	14	4	12	28	28	31	47	6	3	4
	Column Comparisons			b		b	B						
Cannot walk very far or manage the stairs or can only do so with difficulty	% within column	10%	22%	5%	6%	8%	13%	2%	14%	8%	11%	10%	7%
	Weighted counts	87	116	75	115	103	219	79	432	410	42	35	24
	Column Comparisons	A B	A B C D			a	A B C		A				
Mental health problems or difficulties	% within column	1%	1%	2%	4%	4%	14%	3%	10%	6%	5%	5%	6%
	Weighted counts	6	4	36	75	57	239	107	298	346	21	18	22
	Column Comparisons				a	a	A B C		A				
Breathlessness or chest pains	% within column	7%	10%	5%	3%	5%	8%	3%	8%	5%	7%	6%	5%
	Weighted counts	63	49	82	64	73	138	115	240	289	28	23	17
	Column Comparisons	a B	A B c	b		b	a B c		A				
Other illnesses/ health problems which limit your daily activities/ work you can do	% within column	3%	8%	2%	3%	4%	5%	1%	6%	4%	4%	4%	3%
	Weighted counts	29	42	37	63	47	92	49	190	200	17	13	10
	Column Comparisons		A B c D				A b		A				
Poor hearing, partial hearing or deafness	% within column	4%	11%	3%	2%	4%	3%	2%	5%	3%	3%	4%	3%
	Weighted counts	33	58	42	46	55	59	56	144	168	11	13	9
	Column Comparisons	a b	A B C D						A				
Limited ability to reach, e.g. restricted upper body mobility or ability to grip items	% within column	2%	6%	2%	2%	3%	6%	1%	6%	3%	5%	4%	3%
	Weighted counts	20	31	31	44	35	100	32	178	167	18	13	12
	Column Comparisons	a	A B d				A B C		A				
Poor vision, partial sight or blindness	% within column	1%	3%	2%	2%	3%	3%	2%	3%	2%	2%	3%	1%
	Weighted counts	9	17	35	36	34	43	71	77	125	9	11	4
	Column Comparisons												
Dyslexia	% within column	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%
	Weighted counts	1	3	12	14	10	23	28	31	54	1	2	2
	Column Comparisons												
Cannot walk at all/ use a wheelchair	% within column	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%	0%
	Weighted counts	7	5	10	14	7	20	12	39	40	4	4	1
	Column Comparisons								A				
None	% within column	77%	58%	81%	81%	77%	64%	85%	65%	76%	75%	72%	79%
	Weighted counts	647	300	1,238	1,537	1,025	1,086	2,904	1,957	4,057	294	260	274
	Column Comparisons	E		c D	c D	D		B					c

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 2 of 6

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks		
		Rurality		
QJ4: Which of these, if any, limit your daily activities or the work you can do?		Urban	Rural	Unkn-own
<b>Difficulty in speaking or communicating</b>	% within column	1%	1%	1%
	Weighted counts	40	16	3
	Column Comparisons			
<b>Cannot walk very far or manage the stairs or can only do so with difficulty</b>	% within column	7%	9%	7%
	Weighted counts	300	176	36
	Column Comparisons			
<b>Mental health problems or difficulties</b>	% within column	6%	6%	10%
	Weighted counts	244	113	50
	Column Comparisons			a b
<b>Breathlessness or chest pains</b>	% within column	6%	5%	7%
	Weighted counts	226	98	33
	Column Comparisons			
<b>Other illnesses/ health problems which limit your daily activities/ work you can do</b>	% within column	3%	5%	5%
	Weighted counts	126	90	24
	Column Comparisons			
<b>Poor hearing, partial hearing or deafness</b>	% within column	3%	4%	2%
	Weighted counts	110	83	8
	Column Comparisons		a c	
<b>Limited ability to reach, e.g. restricted upper body mobility or ability to grip items</b>	% within column	3%	3%	3%
	Weighted counts	135	58	17
	Column Comparisons			
<b>Poor vision, partial sight or blindness</b>	% within column	2%	2%	5%
	Weighted counts	90	36	23
	Column Comparisons			a b
<b>Dyslexia</b>	% within column	1%	1%	2%
	Weighted counts	31	18	10
	Column Comparisons			a
<b>Cannot walk at all/ use a wheelchair</b>	% within column	1%	1%	1%
	Weighted counts	34	11	4
	Column Comparisons			
<b>None</b>	% within column	76%	75%	71%
	Weighted counts	3,057	1,484	344
	Column Comparisons			

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z, A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		Methodology			Quarter				Gender		Age		
QJ4: Which of these, if any, limit your daily activities or the work you can do?		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years
NET: Any limiting difficulties	% within column	22%	14%	25%	20%	24%	23%	20%	22%	22%	19%	19%	22%
	Weighted counts	1,415	268	1,147	337	388	355	334	682	733	173	397	461
	Column Comparisons	-		A		a							b
Prefer not to say	% within column	3%	2%	3%	3%	3%	2%	2%	3%	2%	2%	2%	4%
	Weighted counts	166	41	125	49	55	27	36	86	80	18	46	74
	Column Comparisons	-				c							
Effective Column n	% within column												
	Weighted counts	4,845	1,390	3,455	1,258	1,194	1,171	1,222	2,372	2,473	607	1,484	1,635
	Column Comparisons												
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166
Weighted base		6,467	1,858	4,609	1,685	1,585	1,559	1,638	3,169	3,298	905	2,134	2,069
Columns		A	A	B	A	B	C	D	A	B	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 4 of 6

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		Age		SEG			Working status			UK nation			
QJ4: Which of these, if any, limit your daily activities or the work you can do?		65-74 years	75+	AB	C1	C2	DE	Working	Not working	NET: England	NET: Scotland	Wales	North-ern Irel- and
<b>NET: Any limiting difficulties</b>	<i>% within column</i>	21%	40%	17%	16%	21%	33%	13%	32%	22%	23%	24%	18%
	<i>Weighted counts</i>	175	208	260	313	275	567	436	975	1,176	91	86	61
	<i>Column Comparisons</i>		A B C D			a b	A B C		A		d	d	
<b>Prefer not to say</b>	<i>% within column</i>	2%	1%	2%	2%	2%	3%	2%	3%	3%	1%	4%	3%
	<i>Weighted counts</i>	21	7	33	47	31	55	70	89	134	6	14	12
	<i>Column Comparisons</i>								a			b	b
<b>Effective Column n</b>	<i>% within column</i>												
	<i>Weighted counts</i>	713	406	1,213	1,485	964	1,183	2,524	2,295	3,059	647	581	558
	<i>Column Comparisons</i>												
<b>Unweighted base</b>		945	538	1,607	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739
<b>Weighted base</b>		843	515	1,531	1,897	1,331	1,708	3,410	3,021	5,368	391	360	348
<b>Columns</b>		D	E	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 5 of 6

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks		
		Rurality		
QJ4: Which of these, if any, limit your daily activities or the work you can do?		Urban	Rural	Unkn-own
<b>NET: Any limiting difficulties</b>	<i>% within column</i>	21%	23%	27%
	<i>Weighted counts</i>	838	445	132
	<i>Column Comparisons</i>			a
<b>Prefer not to say</b>	<i>% within column</i>	3%	2%	2%
	<i>Weighted counts</i>	111	47	8
	<i>Column Comparisons</i>			
<b>Effective Column n</b>	<i>% within column</i>			
	<i>Weighted counts</i>	2,875	1,699	271
	<i>Column Comparisons</i>			
<b>Unweighted base</b>		3,809	2,251	359
<b>Weighted base</b>		4,006	1,976	484
<b>Columns</b>		A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)  
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
		Methodology			Quarter				Gender		Age				
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	
QJ5: Ethnicity		% within column	62%	67%	60%	59%	59%	65%	67%	61%	64%	55%	57%	66%	67%
White – British		Weighted counts	4,036	1,248	2,788	995	940	1,008	1,092	1,935	2,101	496	1,226	1,368	564
		Column Comparisons	-	B				a b	A B					A B	A B
		% within column	13%	8%	16%	16%	15%	13%	11%	15%	12%	10%	12%	13%	21%
White – English		Weighted counts	871	154	717	263	235	199	174	464	407	91	249	278	173
		Column Comparisons	-		A	D	d			b					A B C
		% within column	4%	5%	4%	4%	4%	4%	4%	4%	4%	2%	3%	6%	4%
White – Scottish		Weighted counts	266	90	176	69	69	67	61	135	131	22	65	127	36
		Column Comparisons	-											A B e	
		% within column	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%
White – Welsh		Weighted counts	143	38	104	42	33	34	34	70	73	11	47	51	21
		Column Comparisons	-												
		% within column	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	3%	2%	1%
White – Irish		Weighted counts	136	43	94	36	32	37	32	81	55	14	69	42	6
		Column Comparisons	-							b		d			
		% within column	3%	2%	3%	3%	3%	2%	3%	2%	3%	4%	5%	1%	1%
Any other white background (please specify)		Weighted counts	174	43	131	46	46	31	51	73	101	33	102	29	6
		Column Comparisons	-									c D e	C D E		
		% within column	1%	1%	1%	0%	1%	1%	1%	0%	1%	2%	1%	1%	0%
Mixed – White and Black Caribbean		Weighted counts	48	14	33	8	10	13	16	15	32	18	13	14	3
		Column Comparisons	-								a	b c d e			
		% within column	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%
Mixed – White and Black African		Weighted counts	28	8	20	4	8	5	12	14	15	8	14	6	0
		Column Comparisons	-												
		% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	0%	0%
Mixed – White and Asian		Weighted counts	56	15	41	17	13	11	14	26	30	27	19	10	0
		Column Comparisons	-									b C D e	d		
		% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Any other mixed background (please specify)		Weighted counts	16	1	15	5	3	3	5	8	8	7	4	3	1
		Column Comparisons	-												
		% within column	2%	3%	2%	2%	3%	2%	2%	2%	2%	4%	3%	1%	1%
Asian and British Asian – Indian		Weighted counts	140	64	76	35	43	32	30	71	68	33	69	27	6
		Column Comparisons	-	B								C d e	C d e		

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 9

## Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age		SEG		Working status			UK nation			Rurality		
		75+	AB	C1	C2	DE	Working	Not working	NET: England	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
QJ5: Ethnicity	% within column	74%	64%	62%	62%	62%	60%	65%	64%	39%	56%	65%	59%	69%
White – British	Weighted counts	383	979	1,173	821	1,064	2,060	1,958	3,457	151	202	226	2,382	1,373
	Column Comparisons	A B c d						a	B c		B	B C		A C
	% within column	16%	12%	13%	17%	13%	12%	15%	16%	2%	5%	2%	13%	12%
White – English	Weighted counts	80	191	243	221	217	416	452	841	9	17	5	514	246
	Column Comparisons	a			a b d			a	B C D		b d			
	% within column	3%	3%	4%	4%	5%	4%	4%	1%	53%	0%	1%	4%	5%
White – Scottish	Weighted counts	16	49	78	54	84	149	115	56	207	1	2	148	108
	Column Comparisons								A C D					a c
	% within column	2%	3%	2%	2%	2%	2%	2%	0%	1%	33%	0%	2%	4%
White – Welsh	Weighted counts	12	44	41	30	28	73	69	23	2	117	0	67	72
	Column Comparisons									A B D				A c
	% within column	1%	2%	2%	2%	2%	2%	2%	1%	0%	0%	27%	2%	2%
White – Irish	Weighted counts	6	30	44	31	31	84	52	42	0	0	94	91	44
	Column Comparisons											A B C	c	c
	% within column	1%	3%	2%	2%	3%	4%	2%	3%	2%	1%	3%	3%	2%
Any other white background (please specify)	Weighted counts	4	45	44	33	51	127	46	150	10	4	10	127	33
	Column Comparisons						B						b	
	% within column	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	0%
Mixed – White and Black Caribbean	Weighted counts	0	8	19	11	10	32	15	45	0	2	0	41	6
	Column Comparisons												b	
	% within column	0%	1%	1%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%
Mixed – White and Black African	Weighted counts	0	8	10	3	8	24	4	28	1	0	0	24	4
	Column Comparisons						b							
	% within column	0%	1%	1%	0%	1%	1%	1%	1%	0%	0%	0%	1%	0%
Mixed – White and Asian	Weighted counts	0	12	25	4	15	35	21	53	0	1	2	45	7
	Column Comparisons												b	
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Any other mixed background (please specify)	Weighted counts	0	5	2	1	7	6	10	16	0	0	0	14	0
	Column Comparisons												b	
	% within column	1%	2%	3%	2%	2%	3%	2%	3%	0%	0%	0%	3%	0%
Asian and British Asian – Indian	Weighted counts	5	33	52	26	29	89	51	136	1	1	1	121	7
	Column Comparisons						b						B	

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic &amp; Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p &lt;= 0.05), A, B, C, D, E, F... (p &lt;= 0.001). \*\*Indicates low base size (&lt;50)

Part 2 of 9



# Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
		Unkn-own
QJ5: Ethnicity		
	% within column	58%
<b>White – British</b>	Weighted counts	281
	Column Comparisons	
	% within column	23%
<b>White – English</b>	Weighted counts	111
	Column Comparisons	A B
	% within column	2%
<b>White – Scottish</b>	Weighted counts	10
	Column Comparisons	
	% within column	1%
<b>White – Welsh</b>	Weighted counts	4
	Column Comparisons	
	% within column	0%
<b>White – Irish</b>	Weighted counts	1
	Column Comparisons	
	% within column	3%
<b>Any other white background (please specify)</b>	Weighted counts	13
	Column Comparisons	
	% within column	0%
<b>Mixed – White and Black Caribbean</b>	Weighted counts	0
	Column Comparisons	
	% within column	0%
<b>Mixed – White and Black African</b>	Weighted counts	0
	Column Comparisons	
	% within column	1%
<b>Mixed – White and Asian</b>	Weighted counts	4
	Column Comparisons	
	% within column	0%
<b>Any other mixed background (please specify)</b>	Weighted counts	2
	Column Comparisons	b
	% within column	3%
<b>Asian and British Asian – Indian</b>	Weighted counts	12
	Column Comparisons	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

## Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Methodology			Quarter				Gender		Age			
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
QJ5: Ethnicity	% within column	2%	2%	2%	2%	2%	2%	2%	1%	2%	4%	3%	1%	0%
Asian and British Asian – Pakistani	Weighted counts	104	32	72	27	25	26	25	41	63	35	56	10	1
	Column Comparisons	-									C D e	C D e		
	% within column	1%	1%	0%	1%	1%	0%	0%	1%	0%	3%	0%	0%	0%
Asian and British Asian – Bangladeshi	Weighted counts	36	15	22	11	15	3	7	23	13	24	10	3	0
	Column Comparisons	-									B C D e			
	% within column	1%	0%	1%	0%	1%	1%	0%	0%	1%	1%	1%	0%	0%
Any other Asian background (please specify)	Weighted counts	35	5	30	3	16	11	6	12	23	11	15	9	0
	Column Comparisons	-				a								
	% within column	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%
Black and Black British – Caribbean	Weighted counts	67	13	54	23	20	17	6	31	36	10	28	25	4
	Column Comparisons	-			d									
	% within column	1%	2%	1%	2%	1%	1%	1%	1%	1%	3%	1%	1%	0%
Black and Black British – African	Weighted counts	76	44	32	30	17	13	16	44	33	23	32	18	3
	Column Comparisons	-	B								c d e	d		
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Any other Black background (please specify)	Weighted counts	4	1	3	3	0	0	1	1	3	0	1	3	0
	Column Comparisons	-												
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Middle Eastern, including Arabic origin	Weighted counts	11	1	10	1	8	1	1	6	5	6	3	1	1
	Column Comparisons	-												
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Iranian	Weighted counts	8	3	5	1	0	5	1	8	0	0	5	2	1
	Column Comparisons	-							b					
	% within column	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	2%	0%	0%
Chinese	Weighted counts	66	4	62	15	15	18	18	35	31	10	47	9	0
	Column Comparisons	-		A							d	C D e		
	% within column	0%	0%	1%	1%	1%	0%	0%	0%	0%	1%	0%	0%	0%
Any other background (please specify)	Weighted counts	26	3	23	11	9	5	1	15	11	7	9	6	1
	Column Comparisons	-												
	% within column	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%
I prefer not to answer	Weighted counts	119	18	101	38	30	20	31	60	59	20	51	28	15
	Column Comparisons	-		a										

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic &amp; Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p &lt;= 0.05), A, B, C, D, E, F... (p &lt;= 0.001). \*\*Indicates low base size (&lt;50)

Part 4 of 9

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
		Age		SEG			Working status		UK nation			Rurality			
		75+	AB	C1	C2	DE	Working	Not working	NET: England	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	
QJ5: Ethnicity		% within column	0%	1%	2%	1%	2%	1%	2%	2%	0%	1%	0%	2%	1%
Asian and British Asian – Pakistani		Weighted counts	1	20	33	10	41	45	53	100	2	2	0	79	14
		Column Comparisons				c								b	
Asian and British Asian – Bangladeshi		% within column	0%	0%	1%	0%	1%	1%	1%	1%	0%	0%	0%	1%	0%
		Weighted counts	0	1	18	6	11	17	19	36	0	0	0	34	0
		Column Comparisons			a									B	
Any other Asian background (please specify)		% within column	0%	0%	1%	1%	0%	0%	1%	1%	0%	0%	0%	1%	0%
		Weighted counts	0	6	16	8	6	17	19	34	0	1	0	27	8
		Column Comparisons													
Black and Black British – Caribbean		% within column	0%	0%	1%	1%	2%	1%	1%	1%	0%	0%	0%	1%	0%
		Weighted counts	0	4	16	14	32	31	35	65	1	1	0	54	5
		Column Comparisons				a	A b							B	
Black and Black British – African		% within column	0%	2%	1%	1%	1%	2%	1%	1%	1%	0%	0%	2%	0%
		Weighted counts	1	23	23	10	20	52	24	73	2	0	1	65	4
		Column Comparisons					b							B	
Any other Black background (please specify)		% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		Weighted counts	0	3	0	1	0	4	0	4	0	0	0	1	0
		Column Comparisons													
Middle Eastern, including Arabic origin		% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		Weighted counts	0	4	3	0	4	1	10	10	0	1	0	9	2
		Column Comparisons						a							
Iranian		% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		Weighted counts	0	3	1	1	2	8	0	8	0	0	0	7	1
		Column Comparisons					b								
Chinese		% within column	0%	1%	1%	1%	1%	2%	0%	1%	1%	0%	0%	1%	1%
		Weighted counts	0	19	19	9	18	51	15	61	3	2	0	49	10
		Column Comparisons					B								
Any other background (please specify)		% within column	1%	1%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%
		Weighted counts	3	10	7	0	9	17	9	23	0	3	0	15	7
		Column Comparisons									b d				
I prefer not to answer		% within column	1%	2%	2%	3%	1%	2%	1%	2%	0%	2%	2%	2%	1%
		Weighted counts	5	33	30	35	21	71	42	105	1	6	7	93	23
		Column Comparisons									b	b	b c		

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 5 of 9

# Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
		Unkn-own
QJ5: Ethnicity		
	% within column	2%
<b>Asian and British Asian – Pakistani</b>	Weighted counts	11
	Column Comparisons	b
	% within column	1%
<b>Asian and British Asian – Bangladeshi</b>	Weighted counts	3
	Column Comparisons	b
	% within column	0%
<b>Any other Asian background (please specify)</b>	Weighted counts	0
	Column Comparisons	
	% within column	2%
<b>Black and Black British – Caribbean</b>	Weighted counts	8
	Column Comparisons	b
	% within column	2%
<b>Black and Black British – African</b>	Weighted counts	8
	Column Comparisons	B
	% within column	1%
<b>Any other Black background (please specify)</b>	Weighted counts	3
	Column Comparisons	a b
	% within column	0%
<b>Middle Eastern, including Arabic origin</b>	Weighted counts	0
	Column Comparisons	
	% within column	0%
<b>Iranian</b>	Weighted counts	0
	Column Comparisons	
	% within column	1%
<b>Chinese</b>	Weighted counts	7
	Column Comparisons	
	% within column	1%
<b>Any other background (please specify)</b>	Weighted counts	5
	Column Comparisons	
	% within column	1%
<b>I prefer not to answer</b>	Weighted counts	3
	Column Comparisons	

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Methodology			Quarter				Gender		Age			
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years
QJ5: Ethnicity	% within column	87%	87%	86%	85%	88%	88%	87%	87%	74%	82%	92%	96%	
NET: White	Weighted counts	5,626	1,616	4,010	1,452	1,355	1,375	1,445	2,758	2,869	667	1,758	1,896	806
	Column Comparisons	-									A	A B	A B C	
	% within column	5%	6%	4%	4%	6%	5%	4%	5%	5%	11%	7%	2%	1%
NET: Asian	Weighted counts	315	116	199	76	98	73	69	147	168	102	149	50	8
	Column Comparisons	-	b								b C D E	C D E	d	
	% within column	2%	3%	2%	3%	2%	2%	1%	2%	2%	4%	3%	2%	1%
NET: Black	Weighted counts	147	58	89	56	37	30	24	76	71	33	61	45	6
	Column Comparisons	-	b		d						d e	d e	d e	
	% within column	2%	2%	2%	2%	2%	2%	3%	2%	3%	7%	2%	2%	0%
NET: Mixed	Weighted counts	148	39	109	34	34	33	47	64	84	61	51	32	4
	Column Comparisons	-									B C D E	d e	d e	
	% within column	2%	1%	2%	2%	2%	2%	1%	2%	1%	3%	3%	1%	0%
NET: Other	Weighted counts	112	11	101	29	31	29	22	64	48	23	64	18	4
	Column Comparisons	-		A							c d	C D e		
	% within column													
Effective Column n	Weighted counts	4,845	1,390	3,455	1,258	1,194	1,171	1,222	2,372	2,473	607	1,484	1,635	713
	Column Comparisons													
Unweighted base		6,419	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945
Weighted base		6,467	1,858	4,609	1,685	1,585	1,559	1,638	3,169	3,298	905	2,134	2,069	843
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 7 of 9

## Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		Age	SEG				Working status		UK nation			Rurality		
QJ5: Ethnicity		75+	AB	C1	C2	DE	Working	Not working	NET: England	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural
	% within column	97%	87%	86%	90%	86%	85%	89%	85%	97%	94%	97%	83%	95%
NET: White	Weighted counts	500	1,339	1,622	1,192	1,474	2,909	2,693	4,569	379	340	337	3,329	1,877
	Column Comparisons	A B C			b			A		A c	A	A c		A C
	% within column	1%	4%	6%	4%	5%	5%	5%	6%	1%	1%	0%	6%	1%
NET: Asian	Weighted counts	6	61	118	49	87	168	142	307	3	5	1	260	30
	Column Comparisons			a c					B c D				B	
	% within column	0%	2%	2%	2%	3%	3%	2%	3%	1%	0%	0%	3%	0%
NET: Black	Weighted counts	1	30	39	26	52	87	59	142	3	1	1	120	8
	Column Comparisons												B	
	% within column	0%	2%	3%	1%	2%	3%	2%	3%	0%	1%	0%	3%	1%
NET: Mixed	Weighted counts	0	32	57	20	39	97	51	142	2	3	2	124	18
	Column Comparisons						b						B	
	% within column	1%	2%	2%	1%	2%	2%	1%	2%	1%	2%	0%	2%	1%
NET: Other	Weighted counts	3	37	31	10	34	78	34	103	3	6	0	80	21
	Column Comparisons		c				b				d			
	% within column													
Effective Column n	Weighted counts	406	1,213	1,485	964	1,183	2,524	2,295	3,059	647	581	558	2,875	1,699
	Column Comparisons													
Unweighted base		538	1,607	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251
Weighted base		515	1,531	1,897	1,331	1,708	3,410	3,021	5,368	391	360	348	4,006	1,976
Columns		E	A	B	C	D	A	B	A	B	C	D	A	B

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic &amp; Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p &lt;= 0.05), A, B, C, D, E, F... (p &lt;= 0.001). \*\*Indicates low base size (&lt;50)

Part 8 of 9

## Ofcom Residential Postal Tracker (January - December 2016)

		Cross...
		Rurality
		Unkn- own
QJ5: Ethnicity		
	<i>% within column</i>	87%
<b>NET: White</b>	<i>Weighted counts</i>	420
	<i>Column Comparisons</i>	
	<i>% within column</i>	5%
<b>NET: Asian</b>	<i>Weighted counts</i>	26
	<i>Column Comparisons</i>	B
	<i>% within column</i>	4%
<b>NET: Black</b>	<i>Weighted counts</i>	18
	<i>Column Comparisons</i>	B
	<i>% within column</i>	1%
<b>NET: Mixed</b>	<i>Weighted counts</i>	6
	<i>Column Comparisons</i>	
	<i>% within column</i>	2%
<b>NET: Other</b>	<i>Weighted counts</i>	11
	<i>Column Comparisons</i>	
	<i>% within column</i>	
<b>Effective Column n</b>	<i>Weighted counts</i>	271
	<i>Column Comparisons</i>	
<b>Unweighted base</b>		359
<b>Weighted base</b>		484
<b>Columns</b>		C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) ( $p = 0.05$ ); Column comparison symbols: a, b, c, d, e, f... ( $p \leq 0.05$ ), A, B, C, D, E, F... ( $p \leq 0.001$ ). \*\*Indicates low base size (<50)

## Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks													
		Methodology			Quarter				Gender		Age				
		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+
QJ6: Annual household income		<b>13%</b>	12%	14%	11%	14%	14%	14%	12%	15%	17%	12%	13%	12%	17%
<b>Under £11,500 per year</b>		<b>858</b>	222	636	193	219	217	229	375	483	152	250	265	103	88
		<i>Column Comparisons</i>	-						a		b c d				b c d
		<i>% within column</i>	<b>14%</b>	11%	16%	14%	14%	15%	13%	16%	14%	15%	12%	15%	19%
<b>£11,500 - £17,499 per year</b>		<b>928</b>	205	722	230	219	240	239	412	516	123	321	258	129	97
		<i>Column Comparisons</i>	-	A					a						c
		<i>% within column</i>	<b>21%</b>	14%	25%	22%	21%	22%	22%	21%	18%	23%	21%	22%	22%
<b>£17,500 - £29,999 per year</b>		<b>1,390</b>	255	1,135	368	335	324	363	683	707	163	496	434	184	113
		<i>Column Comparisons</i>	-	A											
		<i>% within column</i>	<b>18%</b>	11%	21%	19%	17%	17%	20%	16%	16%	21%	20%	13%	9%
<b>£30,000 - £49,999 per year</b>		<b>1,164</b>	211	952	321	275	271	297	636	528	147	443	416	111	47
		<i>Column Comparisons</i>	-	A					B		e	a D E	a D E	e	
		<i>% within column</i>	<b>10%</b>	7%	11%	11%	9%	9%	13%	8%	9%	12%	12%	6%	5%
<b>£50,000+ per year</b>		<b>654</b>	131	523	183	144	147	180	401	253	78	256	241	53	25
		<i>Column Comparisons</i>	-	A					B			a D E	D E		
		<i>% within column</i>	<b>23%</b>	45%	14%	23%	25%	23%	21%	25%	27%	17%	22%	31%	28%
<b>I don't know/ I prefer not to answer</b>		<b>1,474</b>	833	641	391	393	360	330	662	812	243	367	457	262	145
		<i>Column Comparisons</i>	-	B		d				a	B c		B	B C	B c
		<i>% within column</i>													
<b>Effective Column n</b>		<b>4,845</b>	1,390	3,455	1,258	1,194	1,171	1,222	2,372	2,473	607	1,484	1,635	713	406
		<i>Column Comparisons</i>													
<b>Unweighted base</b>		<b>6,419</b>	1,841	4,578	1,667	1,582	1,551	1,619	3,143	3,276	804	1,966	2,166	945	538
<b>Weighted base</b>		<b>6,467</b>	1,858	4,609	1,685	1,585	1,559	1,638	3,169	3,298	905	2,134	2,069	843	515
<b>Columns</b>		<b>A</b>	A	B	A	B	C	D	A	B	A	B	C	D	E

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic &amp; Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p &lt;= 0.05), A, B, C, D, E, F... (p &lt;= 0.001). \*\*Indicates low base size (&lt;50)

Part 1 of 2



## Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks												
		SEG				Working status		UK nation				Rurality		
		AB	C1	C2	DE	Work- ing	Not working	NET: Engl- and	NET: Scotl- and	Wales	North- ern Irel- and	Urban	Rural	Unkn- own
QJ6: Annual household income	% within column	3%	10%	7%	31%	6%	21%	13%	12%	11%	14%	14%	13%	10%
<b>Under £11,500 per year</b>	Weighted counts	50	190	92	526	203	648	722	47	41	48	561	247	50
	Column Comparisons		A c	A	A B C		A							
	% within column	6%	12%	16%	23%	12%	17%	15%	13%	14%	12%	14%	14%	14%
<b>£11,500 - £17,499 per year</b>	Weighted counts	94	227	213	394	410	515	783	50	52	43	574	285	68
	Column Comparisons		A	A b	A B C		A							
	% within column	16%	25%	27%	19%	23%	20%	21%	20%	21%	24%	22%	21%	25%
<b>£17,500 - £29,999 per year</b>	Weighted counts	241	470	363	317	787	602	1,154	78	74	84	862	407	121
	Column Comparisons		A D	A D		b								
	% within column	25%	21%	20%	8%	24%	11%	18%	20%	16%	19%	17%	18%	25%
<b>£30,000 - £49,999 per year</b>	Weighted counts	380	391	263	129	830	329	962	78	58	66	685	355	123
	Column Comparisons	b c D	D	D		B								A b
	% within column	24%	10%	6%	2%	15%	4%	10%	13%	12%	10%	10%	9%	15%
<b>£50,000+ per year</b>	Weighted counts	367	184	77	26	523	131	526	51	42	35	396	186	72
	Column Comparisons	B C D	C D	D		B								a b
	% within column	26%	23%	24%	19%	19%	26%	23%	22%	26%	21%	23%	25%	10%
<b>I don't know/ I prefer not to answer</b>	Weighted counts	399	434	323	316	656	797	1,220	87	94	72	927	496	51
	Column Comparisons	D	d	d			A					C	C	
	% within column													
<b>Effective Column n</b>	Weighted counts	1,213	1,485	964	1,183	2,524	2,295	3,059	647	581	558	2,875	1,699	271
	Column Comparisons													
<b>Unweighted base</b>		1,607	1,968	1,277	1,567	3,344	3,040	4,053	857	770	739	3,809	2,251	359
<b>Weighted base</b>		1,531	1,897	1,331	1,708	3,410	3,021	5,368	391	360	348	4,006	1,976	484
<b>Columns</b>		A	B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic &amp; Geographic Weight; base n = 6419; total n = 6467; effective sample size = 4845 (75%)

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p &lt;= 0.05), A, B, C, D, E, F... (p &lt;= 0.001). \*\*Indicates low base size (&lt;50)

Part 2 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks														
		Methodology			Quarter				Gender		Age					SEG
QJ7: Annual household income above or below £11,500		Total	CAPI	Online	Q1 2016	Q2 2016	Q3 2016	Q4 2016	Male	Female	16-24 years	25-44 years	45-64 years	65-74 years	75+	AB
Under £11,500	% within column	3%	2%	4%	3%	2%	2%	4%	1%	4%	3%	2%	2%	3%	5%	2%
	Weighted counts	39	16	24	13	6	9	12	6	33	7	9	10	7	7	8
	Column Comparisons	-								a						
Over £11,500	% within column	27%	28%	27%	25%	27%	28%	31%	26%	28%	25%	29%	28%	28%	24%	30%
	Weighted counts	402	231	171	96	105	100	101	174	228	61	105	128	74	34	120
	Column Comparisons	-														d
I don't know	% within column	10%	7%	12%	9%	7%	13%	10%	7%	12%	32%	7%	4%	4%	8%	6%
	Weighted counts	142	62	80	34	29	46	33	47	94	77	26	17	10	11	22
	Column Comparisons	-		a						a	B C D E					
I prefer not to answer	% within column	60%	63%	57%	63%	64%	57%	56%	66%	56%	40%	62%	66%	65%	64%	62%
	Weighted counts	890	525	366	248	253	205	184	435	456	98	228	302	171	92	249
	Column Comparisons	-	b						b			A	A	A	A	
Effective Column n	% within column															
	Weighted counts	1,115	659	456	300	292	278	245	515	600	166	272	347	209	121	302
Column Comparisons																
Unweighted base		1,442	852	590	388	377	360	317	666	776	215	352	449	270	156	391
Weighted base		1,474	833	641	391	393	360	330	662	812	243	367	457	262	145	399
Columns		A	A	B	A	B	C	D	A	B	A	B	C	D	E	A

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 1442; total n = 6467; effective sample size = 1115 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)

Part 1 of 2

# Ofcom Residential Postal Tracker (January - December 2016)

		Crossbreaks											
		SEG			Working status		UK nation			Rurality			
QJ7: Annual household income above or below £11,500		C1	C2	DE	Working	Not working	NET: England	NET: Scotland	Wales	North-ern Irel- and	Urban	Rural	Unkn own
Under £11,500	% within column	3%	1%	5%	1%	4%	3%	3%	2%	2%	2%	4%	**
	Weighted counts	11	5	15	8	31	33	3	2	2	16	19	
	Column Comparisons					a							
Over £11,500	% within column	29%	30%	19%	32%	24%	28%	25%	21%	29%	26%	30%	**
	Weighted counts	126	96	61	213	188	340	21	20	21	246	148	
	Column Comparisons	d	d		B								
I don't know	% within column	10%	8%	15%	6%	13%	10%	11%	8%	12%	10%	9%	**
	Weighted counts	45	27	48	37	103	117	9	7	8	92	43	
	Column Comparisons	a		A c		A							
I prefer not to answer	% within column	58%	61%	61%	61%	60%	60%	62%	69%	57%	62%	58%	**
	Weighted counts	252	196	193	398	476	731	54	65	41	574	286	
	Column Comparisons												
Effective Column n	% within column												
	Weighted counts	337	236	240	492	609	713	141	148	113	661	421	33
	Column Comparisons												
Unweighted base		436	305	310	636	788	922	182	192	146	855	544	43
Weighted base		434	323	316	656	797	1,220	87	94	72	927	496	51
Columns		B	C	D	A	B	A	B	C	D	A	B	C

Ofcom Residential Postal Tracker (Jan-Dec 2016). Weighted data; Weight: Demographic & Geographic Weight; base n = 1442; total n = 6467; effective sample size = 1115 (77%); Cells with \*\* sample size that is smaller than 50.

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05); Column comparison symbols: a, b, c, d, e, f... (p <= 0.05), A, B, C, D, E, F... (p <= 0.001). \*\*Indicates low base size (<50)