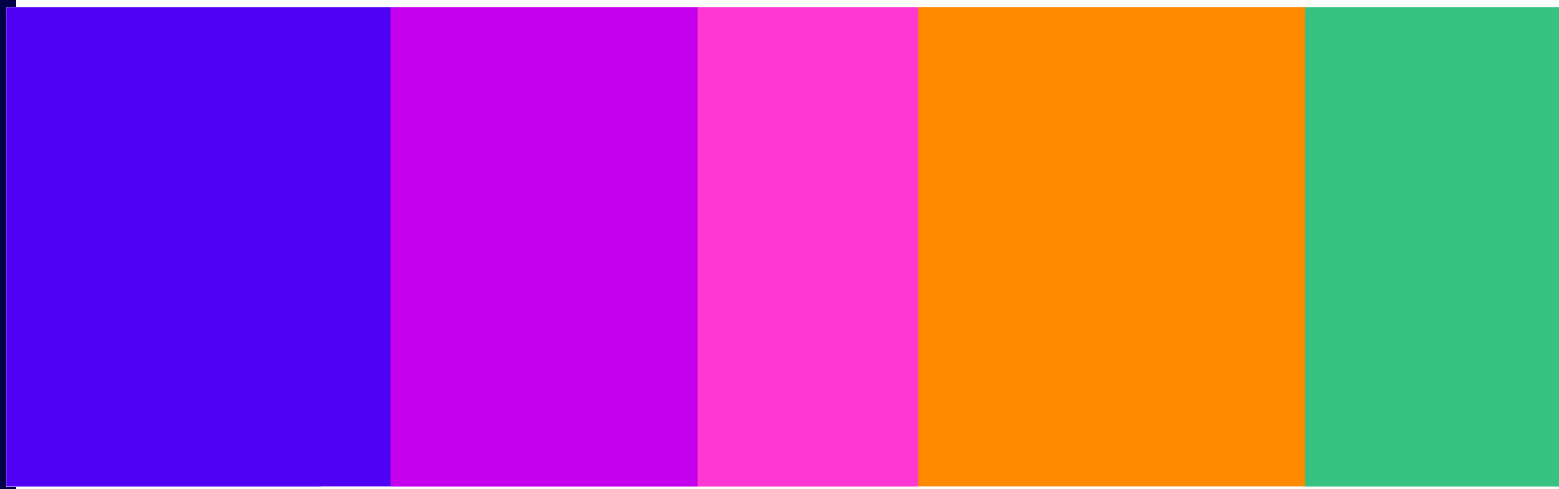


Residential and SME Business postal research trackers

Confirmation of changes for 2025

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Overview

This document confirms the changes to the questionnaires of Ofcom's Residential and SME Business research trackers, which will take effect from July 2025 fieldwork onwards.

The Residential and SME Business postal research trackers provide data tracking the use and attitudes towards postal services among UK adults and SME's.

Alongside helping to inform internal policy decision-making, the tracker also feeds into [Ofcom's Post Monitoring Reports](#). We intend to continue using the trackers for both of these functions.

We acknowledge the feedback we have received regarding the removal and amendment of certain questions, particularly in relation to tracking volume, service quality, and granularity of data.

We have carefully reviewed each of the points raised and remain confident that the changes we are implementing will allow us to continue to meet users' needs and are appropriate and justified. The revised questionnaires have been designed to ensure that we continue to capture the key metrics necessary for monitoring postal service usage and satisfaction, while also improving the efficiency and quality of the data collection process. The remaining questions, in combination with market data we receive from postal providers on an ongoing basis, will continue to allow us to track the relevant quality of service metrics and trends that underpin our monitoring and policy work.

Where concerns were raised about the loss of granularity, we have taken steps to ensure that the necessary detail is retained or enhanced where appropriate. For example, we have introduced timeframes and split questions to distinguish between different types of mail and services, ensuring that the data remains robust and actionable. In cases where questions have been removed, this decision was informed, among other factors, by a lack of variation in responses over recent waves, indicating that continued tracking may no longer yield meaningful insights.

Finally, we would like to highlight that the SME questionnaire in particular has been streamlined in response to growing concerns around respondent fatigue. Maintaining high response rates and data quality is essential, and reducing the length of the survey is a necessary step to ensure continued engagement from this audience. The revised approach strikes the right balance between data quality, respondent experience, and operational efficiency.

Confirmed changes – in brief

- Removing questions:
 - That do not require continuous tracking
 - That are similar to other questions being asked
- That have had similar answers over multiple years
- Amending questions so that we are gathering the most useful data for our needs

We will continue to publish the Residential and SME Business postal research data on Ofcom's [Statistical release calendar](#) and in [Ofcom's Post Monitoring Reports](#).

If you have any queries, please email market.research@ofcom.org.uk.