# Technical Report – Ofcom Quality of Postal Delivery Services Tracker 2024

## Background and objectives

This technical report describes the methodology and processes for Ofcom's Quality of Postal Delivery Services Tracker.

This research supports Ofcom to understand the experience of UK residents who have experience of receiving deliveries from different parcel companies within the six months prior to the survey interview.

Specifically, Ofcom sought to:
- Measure the reported quality of service received from different delivery companies;
- Measure the incidence of issues experienced with parcel deliveries;
- Measure the reported satisfaction and experience with different delivery companies when making a complaint (or customer contact);
- Understand the experience of users with impacting/limiting conditions, and the reported quality of service they receive from different delivery companies.

## Sample design

The research is undertaken on a bi-yearly basis among UK adults aged 16+ who have had at least some experience of postal delivery services, via an online survey conducted by Yonder. This year, fieldwork was undertaken in January and July.

### Fieldwork

Fieldwork was conducted using Yonder's online panel, reaching a total of 4,048 participants over two waves. Invitations to complete the survey were sent out on a nationally representative basis, aligned to age, gender, region and social grade, to ensure that we achieved a good demographic spread.

### Quotas

In order to achieve a balanced sample, the following eligibility criteria and quotas were set:

- All participants surveyed recall having a delivery from the below in the last 6 months (500 minimum per delivery company)
  - Royal Mail
  - Amazon
  - DHL
  - DPD
  - Evri
  - Yodel
  - Parcelforce

- At least 100 parcel recipients per operator above who have had an issue with delivery in the last 6 months and have contacted the operator about it;

- At least 300 users with a disability or a limiting condition overall, with a minimum of 50 per delivery company above, 50 with hearing-related conditions disabilities, and 50 with mobility-related.

**Weighting**
- All data was weighted on age, gender, region, social grade, ethnicity, working status and housing tenure. Weighting of all booster samples was conducted in line with the nationally representative profile.

## Interpreting survey results

The survey explores various issues that participants may have experienced across multiple delivery companies, as well as satisfaction with the service they received and the contact process.

Results for the 2024 published report are analysed at an overall level, by rolling together two waves of tracking and taking an average. Where relevant, results are then compared to the 2023 total which also rolls together an average of findings of the two waves of the survey conducted in 2023. To maximise comparability between yearly results, surveys were conducted at a similar time each year (January and July).

Relating to analysis of delivery issues, results are grouped into different "nets" by theme for ease of interpretation of results, as shown in the table below.

| NET*: Not delivered on time as expected | NET: Accessibility issues | NET: Courier/transit issues | NET: Lack of information / options |
|---|---|---|---|
| Parcel was not delivered | Parcel collection point was not convenient | Parcel was damaged | Inconvenient options for delivery |
| Parcel delivery was delayed | I was not given sufficient time to answer the door | Did not attempt to deliver in person (e.g. left 'you were not in' card even when I was at home to collect parcel) | Incorrect or insufficient tracking information |
| | Parcel left in inaccessible place | Parcel left in inappropriate location | Unable to rearrange the delivery |
| | I was required to sign a form I could not read | Delivery person was rude or unhelpful | |
| | The process for selecting a timeslot was not accessible to me | Delivery person did not knock loudly enough or ring the doorbell | |
| | The process for requesting special delivery instructions was not accessible to me | Parcel was not left in my nominated safe space | |
| | Parcel delivered to a location that I could not access (e.g. local shop or post office) | | |

Experience of delivery issues are also analysed in a number of different ways:

- At a total level, using an **average proportion across all delivery companies**. This includes a "net" of "Any issues experienced" which takes a simple 'mean' calculation. This is the total sum of counts ÷ number of delivery companies, as a proportion of the average number of recipients per delivery company. It represents the average likelihood to have experienced an issue with any one delivery company.
- A total level, using the **total proportion experiencing issues across any delivery company**. This is a net of the proportion that experienced an issue across any delivery company. It represents the proportion of all parcel recipients who have experience an issue with any delivery company.
- At delivery company level, i.e. the percentage of those who had received a delivery from the company, who experienced at least one issue when receiving a delivery from that specific delivery company.

This report refers to people with **impacting/limiting conditions**. For the purposes of analysis, comparison has been made between those who do have impacting/limiting conditions and those who do not.
Additionally, three specific conditions have been focused on; those relating to:
- Eyesight
- Hearing
- Mobility

This report also uses **urban vs. rural analysis**. Data was analysed using post codes collected anonymously in the survey and then mapped to urban and rural areas, using BlueWave Geographics' LOCALE classifications.

The LOCALE area definitions are classified by Urban/Rural using postcode and the following classifications:

Urban (A-E)
- A- Large City
- B- Medium City or Large Town
- C- Small City of Medium Town
- D- Accessible Small Town
- E- Remote Small Town

Rural (F-G)
- F- Accessible Rural Area
- G- Remote Rural Area

Participant postcodes are collected via voluntary consent in the survey and appended to Urban/Rural classification described above. Note that less than 100% of participants are classified as Urban/Rural in each wave, either due to human error when inputting postcodes or refusal to provide this information.

## Notes

It should be noted that Royal Mail services were affected by strikes in the latter half of 2022 and the first half of 2023 which may have had an impact on the findings in 2023 (and as a result comparisons between 2023 and 2024 tracking). The strikes may also have had an impact on other providers' services, due to temporarily increased volume of usage.