



Postmasters Union

RED Line Online Omnibus

Date: 12th February 2020

Job Reference: 431320



REDC

Research Methodology & Sample Profile

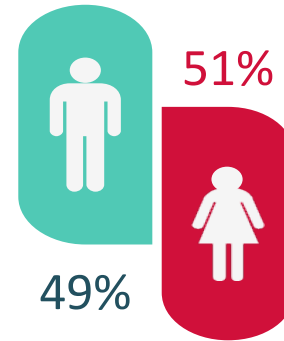
- / Research was conducted on behalf of the Irish Postmaster's Union using RED C's online omnibus, the RED Line. The objective of the research was to measure public opinion regarding the importance of post offices in the local community.
- / Through our online panel of **over 40,000 members**, the RED Line service allowed us to reach a representative sample of the adult population 18+ across Ireland in a cost effective and timely manner.
- / **Quota controls** were used to ensure a nationally representative sample of ROI adults aged 18+, with **interlocking quotas** to provide extra confidence in sample profile.
- / Data was weighted across gender, age, region and social class so as to ensure a nationally representative sample based on latest **CSO projections**.
- / **N=1,015 respondents** took part in this survey between **6th – 10th February 2020**.



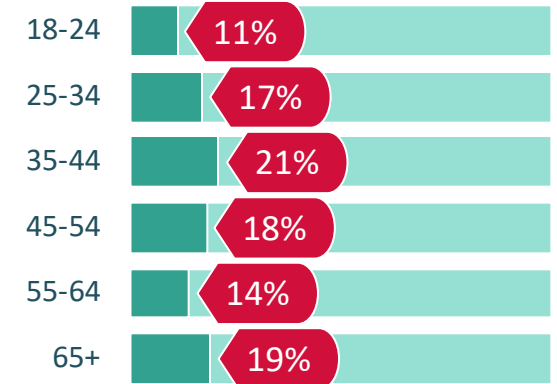
REDLINE

Weighted to be representative of all adults aged 18+ using the latest CSO census data on the following demographics.

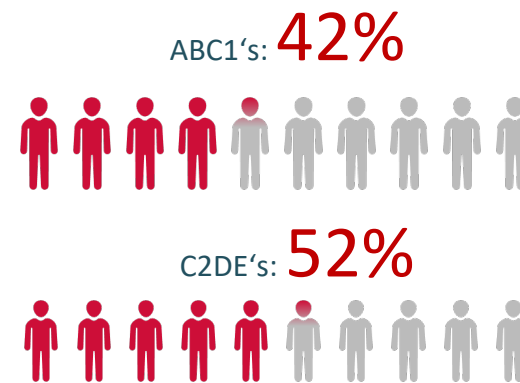
Gender



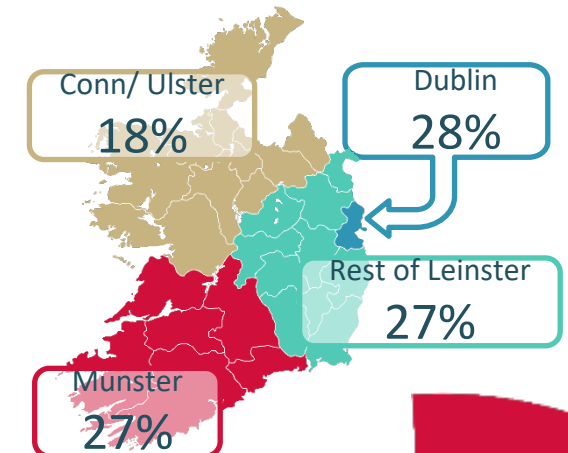
Age



Social Class



Region

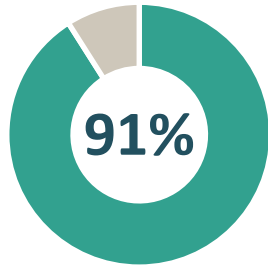


Summary of Public Opinion on Post Offices in Ireland

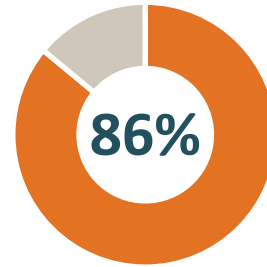
Base: All Adults Aged 18+; n=1,015



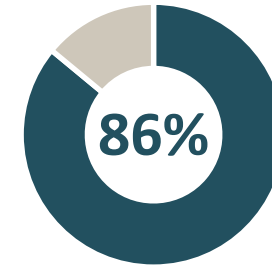
*Q. We would now like to ask you some questions regarding Post Offices in Ireland.
Please state to what extent you agree or disagree, if at all, with each of the following statements:*



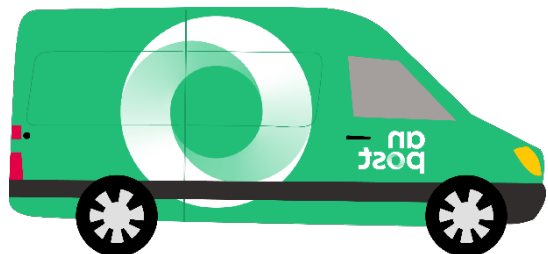
% of adults aged 18+ in ROI that agree
**my local Post Office provides a valuable
service to the local community**



% of adults aged 18+ in ROI that agree
**more Government services should be made
available through my local Post Office**



% of adults aged 18+ in ROI that agree
**if required, the Government should
provide financial support to ensure my
local Post Office remains open**

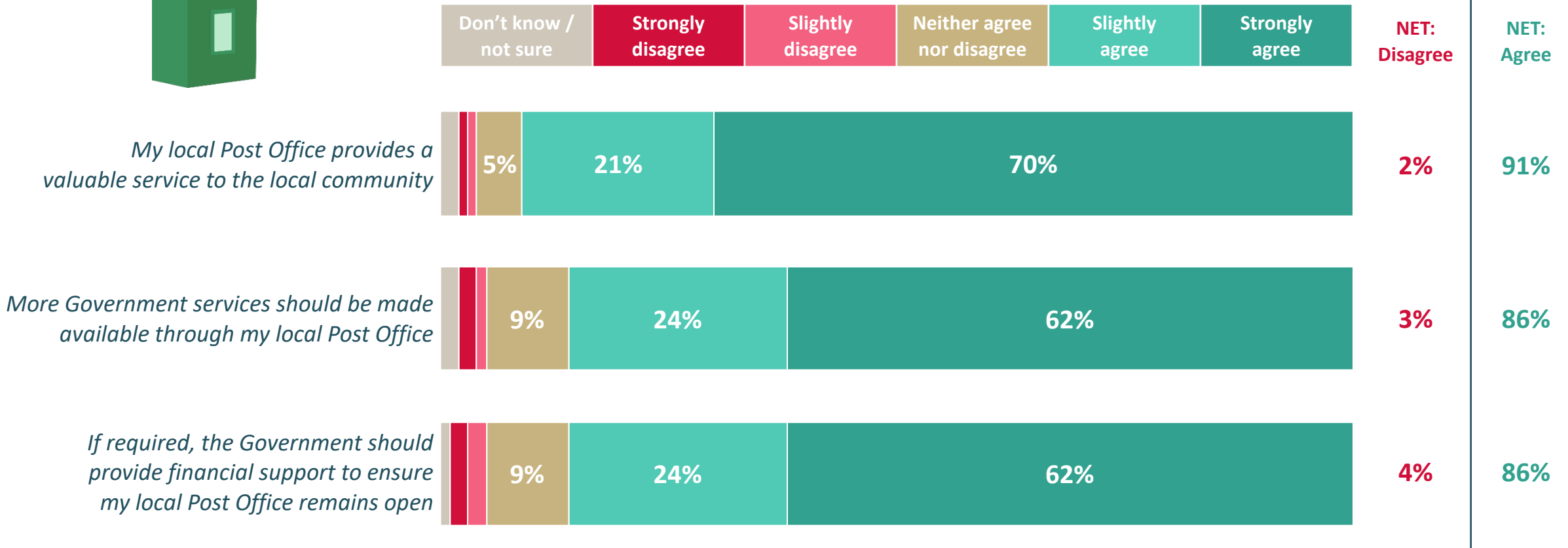


Detail of Public Opinion on Post Offices in Ireland

Base: All Adults Aged 18+; n=1,013



*Q. We would now like to ask you some questions regarding Post Offices in Ireland.
Please state to what extent you agree or disagree, if at all, with each of the following statements:*

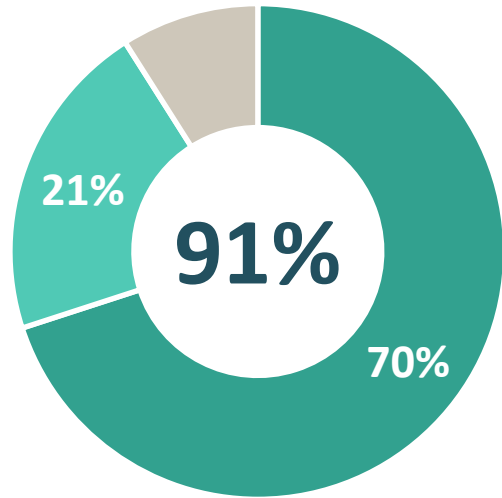


High levels of agreement across all three statements, with the majority saying they strongly agree with each.



AGREE: My Local Post Office Provides a Valuable Services to the Local Community

Base: All Adults Aged 18+; n=1,015



% of adults aged 18+ in ROI that agree my local Post Office provides a valuable service to the local community

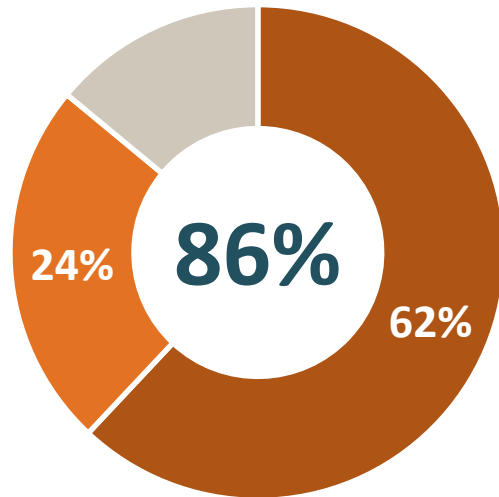
Male 18-34	37%	45%	82%
Male 35-54	22%	72%	94%
Male 55+	13%	79%	92%
Female 18-34	35%	52%	87%
Female 35-54	16%	77%	94%
Female 55+	9%	87%	97%
AB	19%	73%	92%
C1	23%	68%	91%
C2	19%	70%	89%
DE	21%	71%	93%
Dublin	28%	61%	89%
Rest of Leinster	24%	68%	92%
Munster	18%	76%	93%
Conn/Ulster	12%	78%	90%



High levels of agreement across all key demographic groups, but tends to be strongest amongst older age groups. It is also particularly strong in Munster and Connacht / Ulster. No notable differences across social class groupings.

AGREE: More Government Services Should be Made Available Through my Local Post Office

Base: All Adults Aged 18+; n=1,015



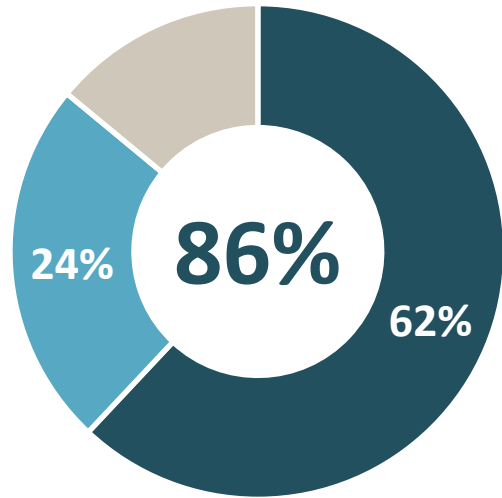
% of adults aged 18+ in ROI that agree more Government services should be made available through my local Post Office

Male 18-34	38%	42%	80%
Male 35-54	25%	61%	87%
Male 55+	15%	75%	90%
Female 18-34	33%	45%	77%
Female 35-54	22%	65%	87%
Female 55+	13%	78%	91%
AB	22%	63%	85%
C1	25%	61%	86%
C2	26%	62%	88%
DE	24%	63%	87%
Dublin	25%	55%	81%
Rest of Leinster	23%	64%	87%
Munster	23%	65%	88%
Conn/Ulster	25%	65%	89%

Again, high levels of agreement across all key demographic groups and also tending to be stronger amongst older age groups. Support is stronger in areas outside of Dublin. No notable differences across social class groupings.

AGREE: if Required, the Government Should Provide Financial Support to Ensure my Local Post Office Remains Open

Base: All Adults Aged 18+; n=1,015



% of adults aged 18+ in ROI that agree if required, the Government should provide financial support to ensure my local Post Office remains open



Demographic	Slightly agree	Strongly agree	Total Agree
Male 18-34	45%	40%	85%
Male 35-54	22%	62%	84%
Male 55+	16%	67%	83%
Female 18-34	32%	50%	81%
Female 35-54	23%	67%	90%
Female 55+	13%	78%	91%
AB	27%	55%	81%
C1	27%	61%	88%
C2	20%	65%	86%
DE	23%	64%	87%
Dublin	29%	54%	82%
Rest of Leinster	25%	64%	89%
Munster	24%	63%	87%
Conn/Ulster	17%	70%	86%

And again similarly high levels of agreement across all key demographic groups and also tending to be stronger amongst older age groups. Support somewhat stronger amongst those in the C1, C2 and DE social classes and for those living outside Dublin.

Key Findings

1

An overwhelming majority of the Irish public acknowledge the importance of their local post office in the community. There is broad agreement across all key demographic groups, but it is strongest amongst those in older age groups.



2

Most people also want to see more government services to be delivered through their local post office – again, support for this is strongest amongst those in older age groups and is somewhat higher amongst those living outside of Dublin.



3

Given that most people believe their local post office provide a valuable service, it's not all that surprising to see that again the vast majority are in favour of the State providing financial support to keep them open. This feeling strongest amongst those in older age groups, those in middle/lower social class groups and those living outside of Dublin.

**THANK
YOU**

REDC