

YouGov Survey Results

Sample Size: 1063

Fieldwork: 8th - 9th May 2012

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Some delivery companies are setting up services where they deliver mail (i.e. letters as well as parcels) to your doorstep in a similar way to the standard Royal Mail service. However, some are not required to meet the same regulated service standards as Royal Mail (e.g. delivering post a minimum of once per day, 6 days a week, including Saturday).

How helpful, if at all, would it be to you if the company that delivered your mail was to postmark its logo on the post it delivers so customers know which company delivered which mail?

Unweighted Base	1063	531	532	131	148	206	217	361	621	442	259	166	94	112	272	53	107
Base: All GB Adults	1063	510	553	128	166	207	190	372	585	478	261	174	102	136	243	53	92
Very helpful	42%	39%	44%	30%	36%	37%	40%	51%	43%	40%	36%	46%	36%	41%	43%	52%	45%
Fairly helpful	36%	35%	36%	37%	47%	36%	32%	31%	37%	33%	44%	33%	31%	38%	31%	27%	35%
Not very helpful	8%	11%	6%	10%	3%	13%	10%	7%	8%	9%	8%	7%	11%	9%	10%	9%	7%
Not at all helpful	5%	6%	5%	5%	2%	4%	9%	6%	5%	6%	4%	4%	7%	5%	8%	1%	4%
Don't know	9%	11%	8%	18%	12%	10%	9%	5%	7%	12%	8%	10%	14%	8%	8%	10%	9%