

# Understanding the drivers of attitudes towards Postal Services for

## Rural Post

### Quantitative Scoping Survey

Market and Customer Insights

Effective November 2013

[auspost.com.au](http://auspost.com.au)

# Quantitative Survey

## 1.1 Screener

### 1.1.1 Please indicate your gender.

	SR
Male	O <sub>1</sub>
Female	O <sub>2</sub>

### 1.1.2 Which of the following age groups do you fall into?

	SR	
Under 18 years	O <sub>1</sub>	TERMINATE
18 to 24 years	O <sub>2</sub>	CHECK QUOTA
25 to 29 years	O <sub>3</sub>	CHECK QUOTA
30 to 39 years	O <sub>4</sub>	CHECK QUOTA
40 to 49 years	O <sub>5</sub>	CHECK QUOTA
50 to 59 years	O <sub>6</sub>	CHECK QUOTA
60 to 69 years	O <sub>7</sub>	CHECK QUOTA
70 years or more	O <sub>8</sub>	CHECK QUOTA
Prefer not to say <i>(Please note, you will not be able to participate in this survey)</i>	O <sub>99</sub>	TERMINATE

## ASK ALL

### 1.1.3 Which of these best describe the household you live in?

	SR
Younger single person living alone	O <sub>1</sub>
Peer group flatting together	O <sub>2</sub>
Younger couple with no children	O <sub>3</sub>

Family mainly pre-school children	O <sub>4</sub>
Family mainly school children	O <sub>5</sub>
Family with mainly adult children	O <sub>6</sub>
Older couple	O <sub>7</sub>
Older single person	O <sub>8</sub>
Prefer not to say ( <i>Please note, you will not be able to participate in this survey</i> )	O <sub>99</sub>

**1.1.4 Do you rent or own your current residence?**

*(please select a single response)*

Rent	<b>SR</b>
Own	O <sub>1</sub>
Neither	O <sub>2</sub>

**ASK ALL**

**1.1.5 Which of the following best describes your annual household income, before tax?**

	<b>SR</b>
Less than \$20,000	O <sub>1</sub>
\$20,000 to \$39,999	O <sub>2</sub>
\$40,000 to \$59,999	O <sub>3</sub>
\$60,000 to \$79,999	O <sub>4</sub>
\$80,000 to \$99,999	O <sub>5</sub>
\$100,000 to \$149,999	O <sub>6</sub>
\$150,000 or more	O <sub>7</sub>
Rather not say ( <i>Please note, you will not be able to participate in this survey</i> )	O <sub>99</sub>

**1.1.6 In which of the following locations do you live in?**

Sydney	<input type="radio"/> O1	Other areas of NSW	<input type="radio"/> O2
Melbourne	<input type="radio"/> O3	Other areas of VIC	<input type="radio"/> O4
Brisbane	<input type="radio"/> O5	Other areas of QLD	<input type="radio"/> O6
Perth	<input type="radio"/> O7	Other areas of WA	<input type="radio"/> O8
Adelaide	<input type="radio"/> O9	Other areas of SA	<input type="radio"/> O10
ACT	<input type="radio"/> O11		
Tasmania	<input type="radio"/> O12	Somewhere Else	<input type="radio"/> O99
Northern Territory	<input type="radio"/> O13		

**1.1.7 What is your postcode?**

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**1.1.8 Please choose where you live from the following list.**

[Drop down based on postcode for online and speech recognition and confirmation for IVR]

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**1.1.9 Which, if any, of the following industries do you or anyone in your household work in?**

	<b>MR</b>	
Banking & Finance	<input type="checkbox"/> <sub>1</sub>	
Marketing or Market Research	<input type="checkbox"/> <sub>2</sub>	TERMINATE
Post or Parcel Delivery	<input type="checkbox"/> <sub>3</sub>	TERMINATE
Advertising	<input type="checkbox"/> <sub>4</sub>	
Retail	<input type="checkbox"/> <sub>5</sub>	
Automotive Sales or Service	<input type="checkbox"/> <sub>6</sub>	
None of These	<input type="radio"/> O <sub>99</sub>	

**1.1.10 Which of the following best describes your current employment situation?**

	<b>SR</b>
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In full time employment	O <sub>1</sub>
In part time employment	O <sub>2</sub>
Home duties / voluntary work	O <sub>3</sub>
Full time student	O <sub>4</sub>
Unemployed	O <sub>5</sub>
Retired	O <sub>6</sub>
Rather not say (Please note, you will not be able to participate in this survey)	O99

**ASK IF PERMANENTLY EMPLOYED. IE CODES 1 & 2 AT 1.1.8**

**1.1.11 How would you describe your working situation?**

	<b>SR</b>
I own / operate my own business	O <sub>1</sub>
I am employed by someone else	O <sub>2</sub>

**1.1.12 Please choose where you live from the following list.**

[Drop down based on postcode for online and speech recognition and confirmation for IVR]

**1.1.13 Which of the following best describes the area you live in?**

	<b>SR</b>
Densely populated central city area	O <sub>1</sub>
Inner city suburb	O <sub>2</sub>
Outer city suburb	O <sub>3</sub>
Regional town	O <sub>4</sub>
semi rural area	O <sub>5</sub>
Rural area	O <sub>6</sub>
Remote area	O <sub>7</sub>

## 1.2 Availability of goods and services

1.2.1 Which of the following best describes how you feel about accessing those goods and services you need?

	SR
Accessing the goods and services I need is extremely convenient and nearby	O <sub>1</sub>
Accessing the goods and services I need is reasonably convenient and nearby	O <sub>2</sub>
Accessing the goods and services I need is somewhat inconvenient and nearby	O <sub>3</sub>
Accessing the goods and services I need is inconvenient and a little too far away	O <sub>4</sub>
Accessing the goods and services I need is extremely inconvenient and too far away	O <sub>5</sub>

## 1.3 Postal services

1.3.1 First up, taking everything you know about Australia Post into consideration, how likely would you be to recommend Australia Post to friends, family or colleagues using a scale of 0 to 10 where 0 is 'Not at all likely' and 10 is 'Extremely likely'? (Please select one) [S/R]

Not at all likely					Extremely likely					
0	1	2	3	4	5	6	7	8	9	10

1.3.2 How would you rate the availability of services provided by Australia Post, compared to other goods and services that you might need to access on a regular basis?

	SR
Availability of services from Australia Post is much better than others	O <sub>1</sub>
Availability of services from Australia Post is somewhat better than others	O <sub>2</sub>
Availability of services from Australia Post is about the same as others	O <sub>3</sub>
Availability of services from Australia Post is somewhat worse than others	O <sub>4</sub>
Availability of services from Australia Post is much worse than others	O <sub>5</sub>

1.3.3 How frequently do you visit your local post office?

	SR
Less often than yearly / never	<input type="checkbox"/> <sub>1</sub>
Once a year	<input type="checkbox"/> <sub>2</sub>
Every six months	<input type="checkbox"/> <sub>3</sub>
Every three months	<input type="checkbox"/> <sub>4</sub>
Every month	<input type="checkbox"/> <sub>5</sub>
Every week or more often	<input type="checkbox"/> <sub>6</sub>

1.3.4 How far is the nearest post office from your home?

	<b>SR</b>
Less than 5km	<input type="checkbox"/> <sub>1</sub>
5-20km	<input type="checkbox"/> <sub>2</sub>
21-50km	<input type="checkbox"/> <sub>3</sub>
51-100km	<input type="checkbox"/> <sub>4</sub>
More than 100km	<input type="checkbox"/> <sub>5</sub>
If more than 100km, how far	<input type="checkbox"/> <sub>99</sub>

## 1.4 Modernising the Postal Service

Over the last 200 years Australia Post has been constantly evolving to meet the needs of Australians. As your needs change we need to keep updating to maintain relevance.

We want you to be able to do more in your local post office and need your help to evaluate which products and services you would like to be able to access.

Please select from the following which products and services you would like to access in your local post office

<b>Random online</b>	<b>MR</b>
Able to book domestic and overseas travel	<input type="checkbox"/> <sub>1</sub>
Applying for a passport or renewing a passport	<input type="checkbox"/> <sub>2</sub>

ATO	<input type="checkbox"/> <sub>3</sub>
Banking services	<input type="checkbox"/> <sub>4</sub>
Broader merchandise offers	<input type="checkbox"/> <sub>5</sub>
Centrelink services	<input type="checkbox"/> <sub>6</sub>
Conducting a 100 point identity check	<input type="checkbox"/> <sub>7</sub>
Council services	<input type="checkbox"/> <sub>8</sub>
Document witnessing	<input type="checkbox"/> <sub>9</sub>
Licence renewals (e.g. drivers licence)	<input type="checkbox"/> <sub>10</sub>
Medicare services	<input type="checkbox"/> <sub>11</sub>
Purchase instant passport/ID photos	<input type="checkbox"/> <sub>12</sub>
Purchasing Travel Insurance	<input type="checkbox"/> <sub>13</sub>
Working With Children licence checks	<input type="checkbox"/> <sub>14</sub>

1.4.1 Do you have any other suggestions for services or things you would like to be able to do in your local post office (Not for IVR)?

1.4.2 Do you have any other suggestions for services or things that Australia Post could offer (Not for IVR)?

1.4.3 Do you have any other comments to improve Australia Post's services? (Not for IVR)

1.4.4 How would you generally categorise your comments? (Not for IVR)

	SR
Very positive	O <sub>1</sub>
Positive	O <sub>2</sub>



Neutral – positive & negative	O <sub>3</sub>
Negative	O <sub>4</sub>
Very negative	O <sub>5</sub>

## 1.5 Community sentiment towards Australia Post

1.5.1 Please rate how much you agree with the following statements about Australia Post on a scale of 0 to 10 where 0 means completely disagree and 10 means completely agree.

SINGLE RESPONSE PER ROW

		Completely disagree				Completely agree
		1	2	3	4	5
A	Australia Post is essential to meeting the needs of my community					
B	Australia Post considers the community in everything it does					
C	Having Australia Post in my community is important because of the products and services it provides					
D	I don't necessarily need Australia Post but I would be disappointed if it wasn't there in my community					
E	I think Australia Post is the heart of my local community					
G	Australia Post fulfils a role in the community that private corporations couldn't					
H	Having Australia Post in my community is good for the local economy					

## 1.6 Letters delivery frequency

1.6.1 Thinking of an average month, how many letters did your household send or receive?

IVR

Thinking of an average month, and using your telephone keypad please tell us how many letters your household send?

And again, thinking of an average month, how many letters your household receive?

	Send	Receive
1-5	_____	_____
6-10	_____	_____
11-15	_____	_____
16-20	_____	_____
More than 20	<input type="radio"/> <sub>99</sub>	<input type="radio"/> <sub>99</sub>
Didn't send or receive any letters	<input type="radio"/> <sub>96</sub>	<input type="radio"/> <sub>96</sub>

1.6.2 What best describes the way in which Australia Post delivers letters to you?

	SR
Delivered to a mailbox at your home	<input type="radio"/> <sub>1</sub>
Delivered to the nearest post office where you collect it during normal opening times	<input type="radio"/> <sub>2</sub>
Delivered to your own personal Post Office Box	<input type="radio"/> <sub>3</sub>
Other, please specify	<input type="radio"/> <sub>99</sub>

**ASK IF DELIVERED TO MAILBOX IE CODE 1 AT 1.6.2**

1.6.3 How often does Australia Post deliver your letters each week?

	SR
1	<input type="radio"/> <sub>1</sub>
2	<input type="radio"/> <sub>2</sub>
3	<input type="radio"/> <sub>3</sub>
4	<input type="radio"/> <sub>4</sub>
5	<input type="radio"/> <sub>5</sub>

**ASK IF PO BOX IE CODE 3 AT 1.6.2**

1.6.4 What best describes the reason why you have a Post Office Box?

	<b>SR</b>
I choose to have a Post Office Box rather than have letters delivered to my home – all of my letters go to my Post Office Box	O <sub>1</sub>
I choose to have a Post Office Box but I also have letters delivered to my home	O <sub>2</sub>
Australia Post doesn't deliver letters to my home and collecting from the Post Office is inconvenient	O <sub>3</sub>
Other (please specify)	O <sub>99</sub>

## 1.7 Parcels delivery frequency

1.7.1 On average, how often would you receive a parcel?

*(please select a single response)*

	SR
Less often than yearly / never	<input type="checkbox"/> <sub>1</sub>
Once a year	<input type="checkbox"/> <sub>2</sub>
Every six months	<input type="checkbox"/> <sub>3</sub>
Every three months	<input type="checkbox"/> <sub>4</sub>
Every month	<input type="checkbox"/> <sub>5</sub>
Every week	<input type="checkbox"/> <sub>6</sub>
Every day	<input type="checkbox"/> <sub>7</sub>

ASK IF 4 or 5 AT 1.7.1

1.7.2 On average how many parcels would you receive each month?

One	<input type="checkbox"/> <sub>1</sub>
Two	<input type="checkbox"/> <sub>2</sub>
Three	<input type="checkbox"/> <sub>3</sub>
Four	<input type="checkbox"/> <sub>4</sub>
Five	<input type="checkbox"/> <sub>5</sub>
More than Five	<input type="checkbox"/> <sub>6</sub>

ASK IF CODE 6 AT 1.7.2

1.7.3 How many?

How many?	_____

ASK IF CODE 6 AT 1.7.1

1.7.4 On average how many parcels would you receive every week?

One	<input type="checkbox"/> <sub>1</sub>
Two	<input type="checkbox"/> <sub>2</sub>
Three	<input type="checkbox"/> <sub>3</sub>
Four	<input type="checkbox"/> <sub>4</sub>
Five	<input type="checkbox"/> <sub>5</sub>
More than Five	<input type="checkbox"/> <sub>6</sub>

ASK IF CODE 6 at 1.7.4

1.7.5 On average how many parcels would you receive each week?

How many?	_____

ASK IF CODE 7 AT 1.7.1

1.7.6 On average how many parcels would you receive every day?

One	<input type="checkbox"/> <sub>1</sub>
Two	<input type="checkbox"/> <sub>2</sub>
Three	<input type="checkbox"/> <sub>3</sub>
Four	<input type="checkbox"/> <sub>4</sub>
Five	<input type="checkbox"/> <sub>5</sub>
More than Five	<input type="checkbox"/> <sub>6</sub>

1.7.7 ASK IF CODE 6 AT 1.3.6

How many?	_____

1.7.8 What best describes the way in which Australia Post delivers parcels to you?

	SR
Delivered to your home. If you are not at home they will normally leave the parcel at your property	O <sub>1</sub>
Delivered to your home. If you are not at home a card will be left for you to collect the parcel from a Post Office	O <sub>2</sub>
Not delivered to your home. Always delivered to the nearest Post Office where you collect it during normal opening times	O <sub>3</sub>
Other, please specify	O <sub>99</sub>

## 1.8 Service testing

Australia Post is constantly implementing service improvements to improve efficiency. Whilst our parcels volumes grow, our letters volume is declining at a rapid pace. We have seen a 20% decline in letters volumes in the last four year.

In order to maintain viability and adapt to meet your changing needs, we are investigating the communities' response to a number of options we may consider.

The following are some ideas that other users of Australia Post have suggested might be worthy of further investigation. No decisions have been made and ultimately, all Australians need to have a say in how our service is delivered.

1.8.1 Please rank each of the following mutually exclusive options, where 1 is most acceptable and 6 is least acceptable.

	RANK
Letters would be delivered three times a week a minimum of every other day	
Letters would be delivered to your closest post office for collection	
Parcels would be delivered to your local post office and held for five days	
Reduced number of post offices	

1.8.2 Please choose your level of agreement with the following propositions.

	Totally unacceptable	Unacceptable	Neutral	Acceptable	Perfectly Acceptable
	1	2	3	4	5
Letters would be delivered three times a week, a minimum of every other day					
Letters would be delivered to your closest post office for collection					
Parcels would be delivered to your local post office and held for five days					
Reduced number					



of post offices					
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**ASK FOR THOSE SCENARIOS RECEIVING A SCORE OF 3 OR LESS**

**1.8.3 Please choose your level of agreement with the following propositions.**

If letters delivery three times a week is unacceptable for you would you accept any of the following:

	1 – No	2 – Considered but not at that price	3 – Yes
Letters would be delivered 4 days a week but you would be charged \$15 a year			
Letters would be delivered 5 days a week but you would be charged \$25 a year			

If letter delivery to your closest post office is unacceptable for you would you accept any of the following:

	1 – No	2 – Considered but not at that price	3 – Yes
Letters are delivered to a community mailbox closer to your home for \$25 a year			
Letters are delivered to your home for \$30 a year			

If parcels delivered to your local post office and held for five days is unacceptable for you would you accept any of the following:

	1 – No	2 – Considered but not at that price	3 – Yes
Parcels delivered to your home for \$30 a year			

If reduced number of post offices is unacceptable for you, would you accept any of the following:

	1 – No	2 – Yes
Your nearest post office would have shorter opening hours		

Counter services from Australia Post would be replaced by automation		
Your community would take over the ownership of the post office, with everyone and yourself investing		

Close

Thank you very much for your time and assistance. Once again, no decisions have been made and ultimately all Australians need to have a say in how our service is delivered.