

Christmas stamps

January 2025

Post Office Research & Insights



Research objectives and key findings

Objective:

Post Office wanted to understand the impact of recent stamp price increases on card sending during the Christmas 2024 period, and the potential impact of future price increases.

How:

Research was conducted by Post Office through a 'Hot Topics' survey in January 2025 with 2,001 nationally representative UK adults using the Dynata¹ platform and sample.

Key findings

Recent stamp price increases significantly impacted greeting card sending at Christmas 2024:

- One in three (33%) sent fewer cards, but 15% stopped sending cards altogether
- A quarter (26%) of respondents switched to using second-class stamps

These trends will accelerate in the event of future price increases:

- More than a third (35%) of respondents said they will send fewer cards, while 25% will stop sending cards next Christmas if stamp prices increase further
- Almost one in four (24%) of those sending first class in 2024 claim they will switch at least some stamps to second class
- Nearly one in five (19%) who send a mix claim they will send them all second class

¹<https://www.dynata.com/dynatas-world-class-quality/>

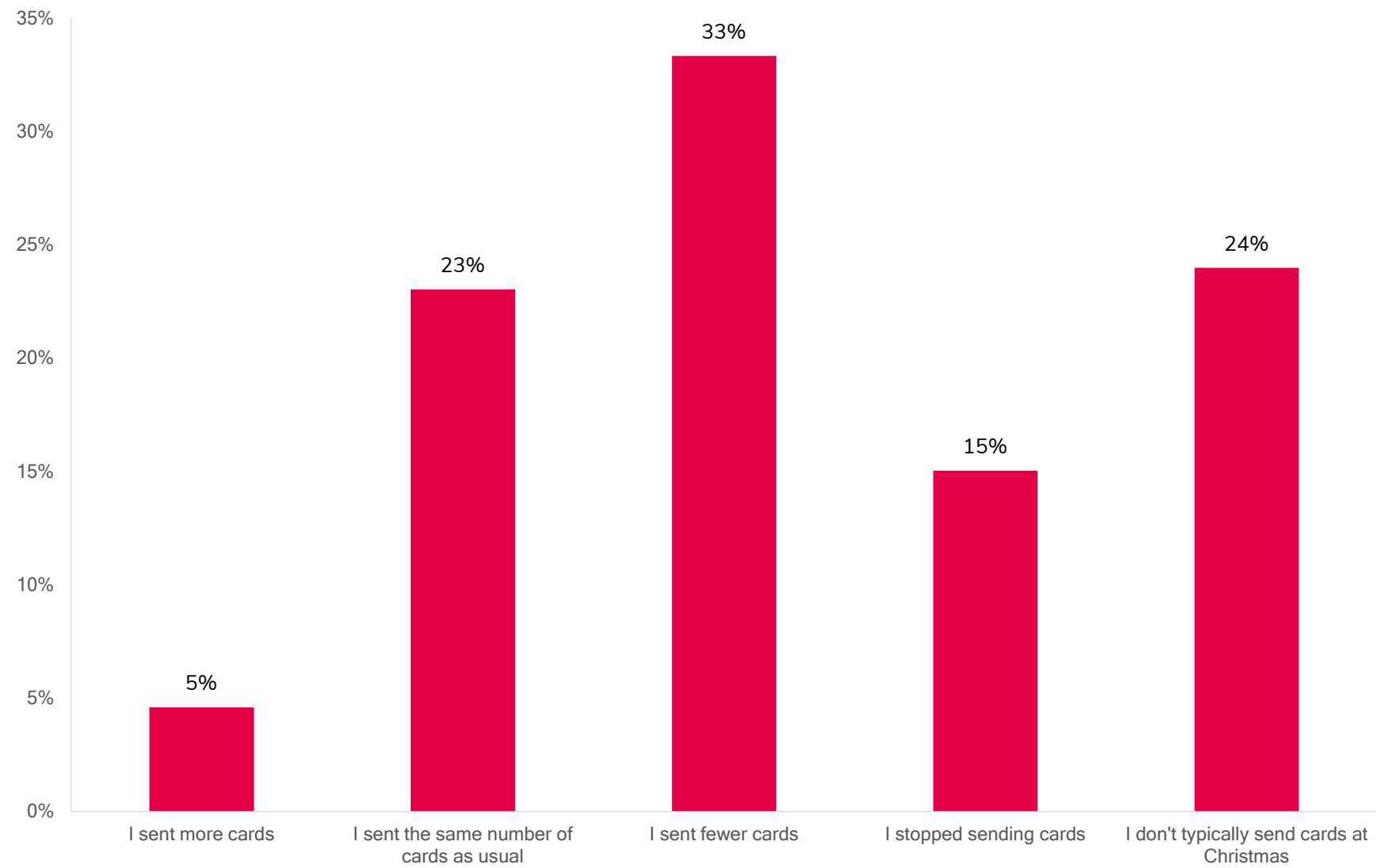
Impact of stamp price increase 2024

Narrative

One in three sent fewer cards last Christmas than in previous years. 15% stopped sending cards altogether.



Stamps_Increase Did the increase in the price of stamps affect how many cards you sent at Christmas in 2024 compared to previous years?



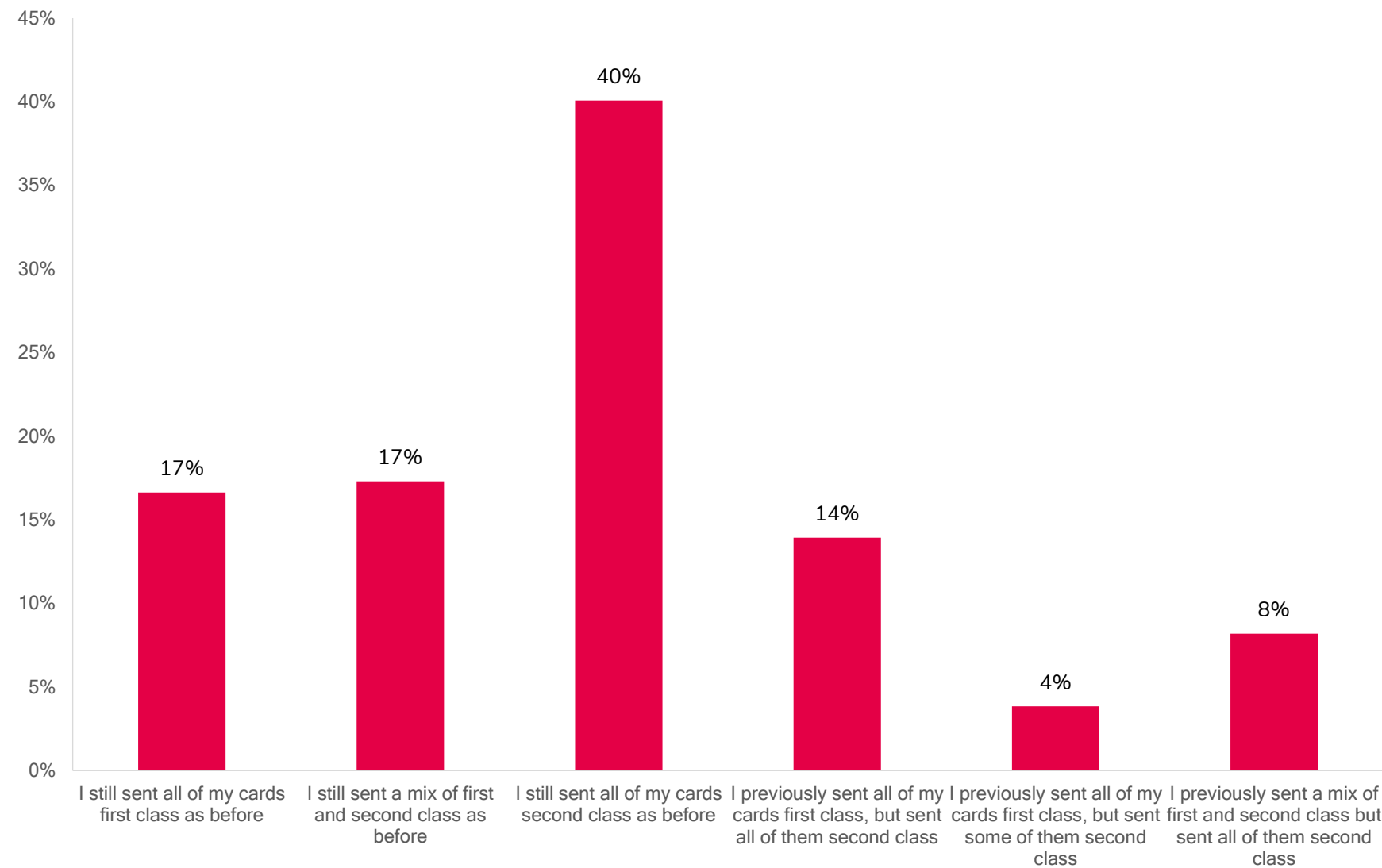
Total sample; Unweighted; base n = 2001

Impact on class of stamp 2024

Narrative

Nearly three in four sent the same class of stamps as before, but a quarter sent at least some of their first class stamps as second last year.

Stamps_Change Did the increase in the price of stamps affect the type of stamps (first vs second class) you used at Christmas compared to before?



Total sample; Unweighted; base n = 1220; total n = 2001; 781 missing

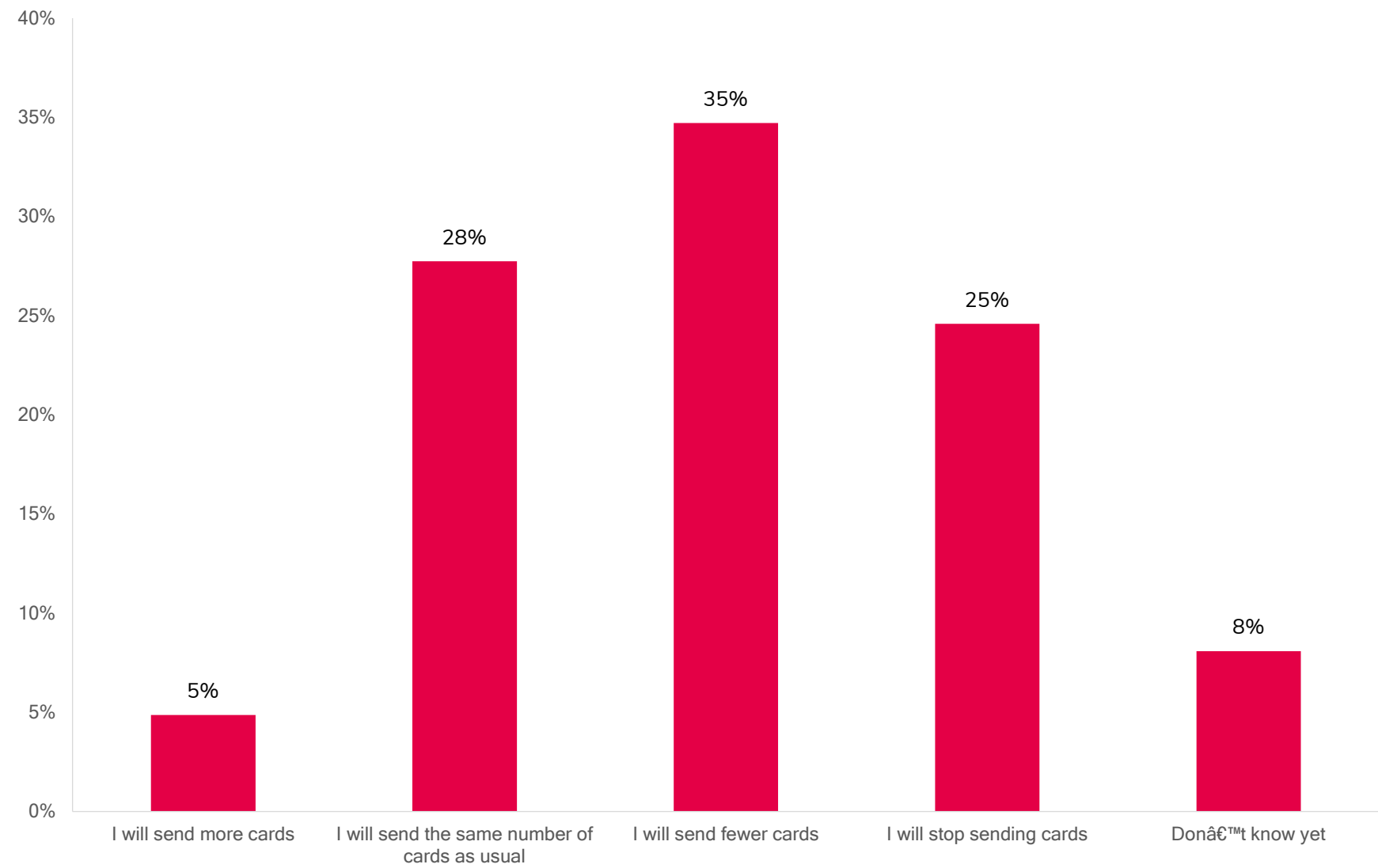
Impact of stamp price increase 2025

Narrative

Over half claim that they will send fewer cards or stop sending cards next Christmas altogether if stamp prices increase further.



Stamps_2025 Thinking of next Christmas (2025), how do you think further price increases will impact how many cards you send?



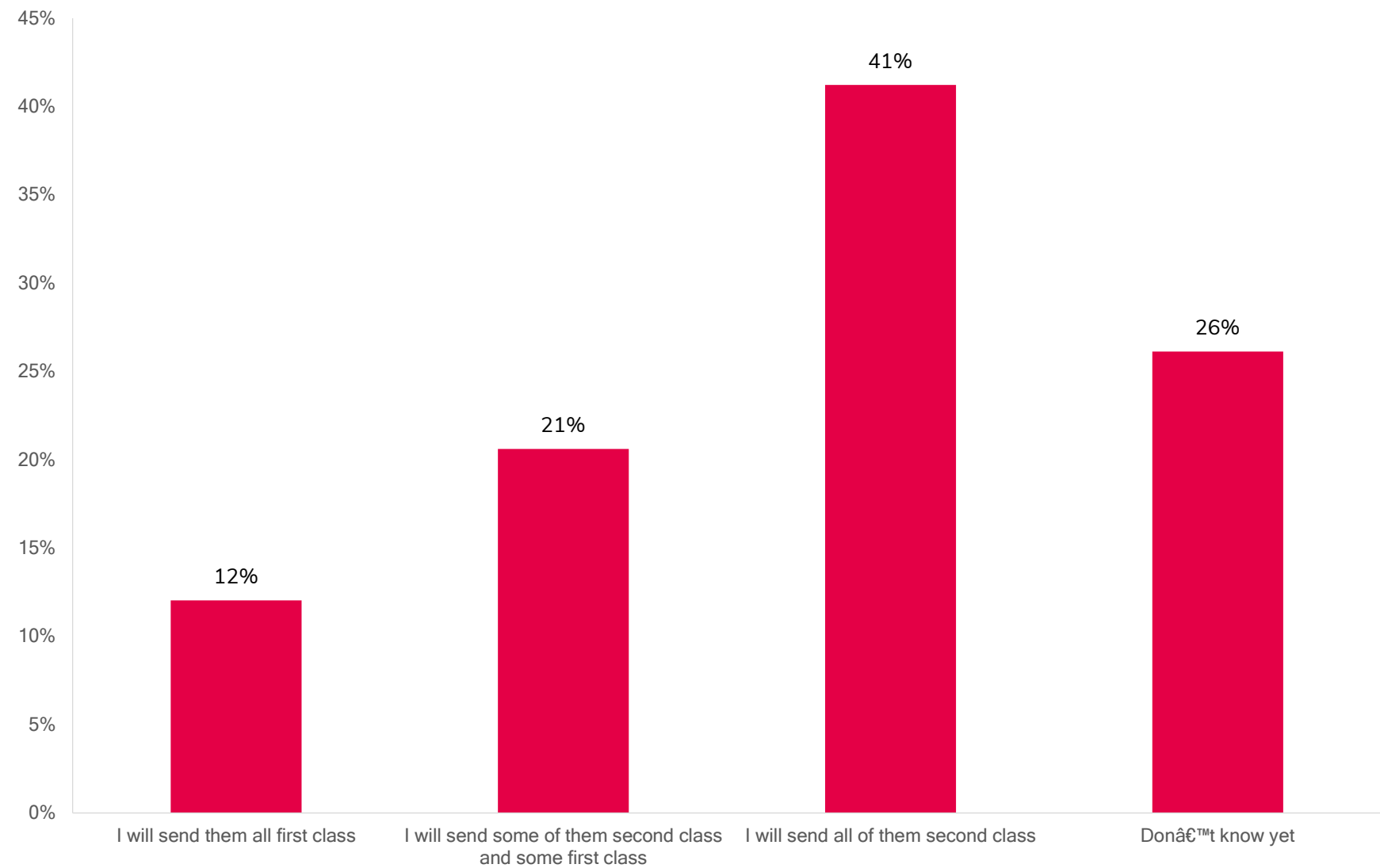
Total sample; Unweighted; base n = 1521; total n = 2001; 480 missing

Impact on class of stamp 2025

Narrative

A large proportion claim they will switch to sending all of their letters and cards second class next year.

Stamps_2025_Class Again, thinking of next Christmas, do you think price increases will impact the type of stamps you use?



Total sample; Unweighted; base n = 1504; total n = 2001; 497 missing

Shift in stamp class
2024 to 2025

Narrative

We see nearly one in four of those sending first class in 2024 claiming to switch at least some stamps to second class. Nearly one in five who send a mix claim they will send them all second class



Stamps_2025_Class Again, thinking of next Christmas, do you think price increases will impact the type of stamps you use? by Stamps_Change Did the increase in the price of stamps affect the type of stamps (first vs second class) you used at Christmas compared to before?

Column %	First Class 2024	Mix First and Second 2024	Second Class 2024
I will send them all first class	71%	10%	3%
I will send some of them second class and some first class	19%	63%	18%
I will send all of them second class	5%	19%	74%
Don't know yet	6%	8%	5%
Column n	171	216	598

