

RIDE-ALONG RESEARCH

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I. INTRODUCTION

National Analysts was commissioned by the Postal Service to perform survey research in order to respond to a series of questions concerning the impact of the Ride-Along experiment. These questions were set forth in the experimental data collection plan in Docket No. MC2000-1. They are: (a) What volume of "Ride-Along" pieces represents new matter being mailed; (b) What volume of "Ride-Along" pieces represents diversion from Standard Mail (A); (c) What volume of "Ride-Along" pieces represents diversion of Standard (A) pieces that were mailed with Periodicals, but paid Standard (A) rates; (d) What volume of "Ride-Along" pieces represents diversion of other mailed matter; (e) What future volume of "Ride-Along" pieces is anticipated.

Users of the Ride-Along rate category and publishers of the publications with which the Ride-Along piece was sent were interviewed to understand what would have happened to the Ride-Along pieces had this experimental rate category not been available to them. In this way, the volume of pieces that represent new matter being mailed, and diversions from stand-alone Standard Mail, and periodicals with a Standard Mail piece could be assessed.

The Postal Service decided, in consultation with National Analysts, not to pursue a separate survey to determine the effect of the experiment on sample mailers. Postal Service data showed that the number of Ride-Along pieces containing product samples was low enough that the effect could be deemed *de minimis*. Given the small number of product samples sent as Ride-Alongs, it did not seem possible to obtain reliable survey data, even if a survey were designed and conducted.

The information about the research presented in this category 2 library reference provides the foundational material for Ms. Rothschild's testimony. The results, which were obtained from responses to survey questionnaires administered to users and publishers of the Ride-Along Experiment, were provided to witness Koroma for use in his testimony in this case.

II. PROJECT OVERVIEW

In accordance with the data collection plan, comments were solicited from the parties in the experimental case, and were considered in the final design and implementation described in this library reference. In the course of this study, 150 interviews were completed – 138 with users of the Ride-Along rate and 12 with publishers. The user of the Ride-Along piece was always contacted first to obtain the survey information. The publisher was contacted to complete the survey only in cases where no individual at the user company could provide the requisite information regarding the Ride-Along piece that was mailed.

The following sections detail the survey methodology including the sample design, questionnaire development, data collection, data preparation, and the resulting estimates and standard errors.

III. SAMPLE DESIGN

The sample design for the survey was a simple stratified sample of mailings. The sampling frame for the survey was derived from a file provided by the Postal Service containing information about all mailings sent at the experimental Ride-Along rate category as of the time of the survey. With specific reference to the file provided by the Postal Service, a mailing was defined as a unique combination of publication name, issue date, source of piece, and the actual description of the piece. The original file that was provided by the Postal Service contained multiple records with the same publication name, issue date, source, and description information. These multiple records represented different batches of the same mailing, and were combined as one mailing for the purposes of sampling. In this situation, the volume of a mailing represented the sum of the volumes of the individual records (i.e., batches) that were “rolled-up.” After combining the appropriate mailings, there were 1,970 unique records (i.e., mailings) that represented the sampling frame for this survey.

Prior to sampling, mailings were stratified by volume into three groups on the basis of the total number of pieces mailed -- High, Medium, and Low. Stratification by volume ensured adequate representation within each stratum, and was also employed to improve the statistical efficiency of relevant mail volume estimates. Stratum boundaries were chosen using the common cumulative square root of frequency rule (W. G. Cochran, *Sampling Techniques*, John Wiley and Sons, 1977, pp. 128-132). The boundaries used and counts of mailings on the sampling frame within each stratum are shown in Table 1 below.

Table 1
Counts of Mailings Within Sampling Strata

| Mailing Volume Stratum | Number of Mailings |
|---|---------------------------|
| High Volume (129,531 pieces or more) | 166 |
| Medium Volume (29,732 to 129,530 pieces) | 388 |
| Low Volume (29,731 pieces or less) | 1,416 |
| Total | 1,970 |

Since mailings, rather than individuals responsible for the mailings, were considered the primary sampling unit for the survey, it was possible for the same individual to be sampled multiple times, if mailings were repeated. In order to reduce burden for individuals responsible for multiple mailings, an upper bound of three mailings per contact (i.e., individual) was placed on the sample file prior to data collection. For individuals with more than three selected mailings, a subset of three was selected randomly from the original set of sampled mailings.

IV. QUESTIONNAIRE DEVELOPMENT AND PRETESTING

A. Content of Survey Documents

A combined screening form and questionnaire for users of the Ride-Along rate and a similar, although not identical, screener/questionnaire for publishers were developed and used for data collection. The purpose of the screening form was to identify the

appropriate respondent to be interviewed, determine respondent eligibility and to obtain cooperation for the full survey. Respondents were considered eligible if they were the decision-maker or the person most knowledgeable about the decision to send the particular Ride-Along mailing that had been sampled. Questions included in the user and publisher questionnaires were identical, except for a few minor wording differences. The publisher questionnaire included two additional questions about publication packaging before and after the Ride-Along rate was available, and the user questionnaire included two additional questions about expected future use of the Ride-Along rate. Specifically, the questionnaires included information about the following:

- Publication packaging information prior and subsequent to the availability of the Ride-Along rate category (asked of publishers only)
- Publication packaging and Ride-Along piece placement for the particular Ride-Along mailing
- Ride-Along piece description (e.g., CD, catalog, etc.)
- Verification of the number of Ride-Along pieces sent for the particular Ride-Along mailing
- How the Ride-Along piece would have been sent (if at all) if the Ride-Along experiment had not been available and the number of pieces affected: 1) sent exactly the same way (by Standard Mail (A) with publication); 2) sent some other way (stand-alone Standard Mail (A), stand-alone First-Class Mail, alternative carrier, etc); or 3) not sent at all
- Likelihood of sending another Ride-Along mailing in the next 12 months, using the same preparation and placement approach as the Ride-Along mailing(s) sent (asked of users only)
- Estimation of the number of Ride-Along mailings and volume of Ride-Along pieces likely to be sent in the next 12 months using the sample preparation and placement approach as the Ride-Along mailing(s) sent (asked of users only)

See Attachments A and B for copies of the user screener/questionnaire and publisher screener/questionnaire, respectively.

B. Questionnaire Pretesting

The screening forms/questionnaires were subjected to two rounds of pretesting prior to data collection to ensure that the questions were clear and unambiguous and that the questionnaire flowed smoothly. The pretests were conducted by members of National Analysts' project management team in our Philadelphia office. Users and publishers were screened and surveyed by telephone. Six users and three publishers completed pretests. In addition to the administration of the screener/questionnaire, the pretests included a debriefing where respondents' understanding and abilities to answer specific questions were probed. Following the pretests, final documents were produced and checked for wording and logic by project management staff assigned to this study.

V. DATA COLLECTION PROCEDURES

A. The Interviewing Process

The data were collected by telephone over a period of 10 business days. All screening/interviewing calls were conducted by experienced telephone interviewers and recorded on paper questionnaire forms using user or publisher questionnaires as appropriate.

Calls to users of the Ride-Along rate category were made to identify the appropriate respondents responsible for the mailing, and, if necessary, referrals were contacted. Once eligibility was determined, an interview was conducted with the appropriate respondent.

In cases where the user and the publisher were different entities, the user was contacted first. The publisher was contacted and interviewed only when there was no one at the user company who was eligible or willing to complete the interview. In cases where the publisher was also the user (i.e., the publisher was the source and distributor of the Ride-Along piece), the eligible respondent who made decisions about sending the piece was interviewed with the user version of the questionnaire.

B. Interviewing Quality Control Procedures

An extensive interviewer training and quality control program was employed to ensure accurate data were collected. A data collection team was assigned to the project, which included interviewers and telephone supervisors. An interviewer training manual was developed for use during training and to serve as a reference during data collection. The interviewers' training manual included a study overview, general interviewing tips and guidelines, a glossary of postal terminology, and instructions aimed at each screening and interview question. See Attachment C for a copy of the interviewer training manual.

All data collection team members attended an in-person training led by the Assistant Project/Field Manager. The training session was comprised of a presentation of the study goals, a description of mail-related terms, a comprehensive review of the interview which covered every question, every possible answer, skip patterns, and consistency checks, and role-playing sessions with interviewers taking turns as respondents and interviewers. All team members were invited to ask questions and provide suggestions at any time during the training process. Training was designed to foster maximum learning and to give interviewers sufficient grounding to handle all possible situations. Feedback was provided to the interviewers throughout the interviewing to ensure that the study objectives were met.

The screening and interviewing were very closely monitored throughout the data collection period. The Assistant Project/Field Manager remained on-site until more than one-half of the interviews had been completed. She personally monitored each interviewer and provided feedback on an ongoing basis. Additional monitoring was conducted by telephone supervisors. Furthermore, progress reports were prepared and analyzed on a daily basis to ensure that the work was being completed according to the research protocol. Attachment D represents the final disposition report showing the results of our attempts to contact respondents for sampled mailings and the portion of sample not used.

A total of 150 interviews were completed with users and publishers in the three volume strata as shown in Table 2 below.

Table 2
Completed Interviews by Ride-Along Mailing Size and Respondent Type

| Respondent Type | Total | Low Volume | Medium Volume | High Volume |
|------------------------|--------------|-----------------------|--------------------------|------------------------|
| Users | 138 | 48 | 72 | 18 |
| Publishers | 12 | 4 | 3 | 5 |
| Total | 150 | 52 | 75 | 23 |

It should be noted that since stratum boundaries were chosen using the cumulative square root of frequency rule, an equal allocation of 50 mailing interviews per stratum was chosen, as this allocation is optimal from the perspective of minimizing the variance of aggregate volume estimates. During data collection, it became apparent that obtaining all 50 interviews in the high volume stratum would be difficult because of the amount of available sample. As a result, the remainder of the unfilled initial interview quota in the high volume stratum was obtained from the medium volume stratum.

VI. DATA PREPARATION PROCEDURES

A. Interviewer Validations

In addition to monitoring interviewers as they completed their interviews, a further check on the authenticity of the interviews was obtained through the conduct of random telephone validations. A minimum of 10% of each interviewer's work that was completed after the Assistant Project/Field Manager had returned to our headquarters was selected and these respondents were called back for a brief follow-up validation interview. The validations included verification that the respondent was the appropriate person to complete the interview (i.e., the Ride-Along rate mailing piece decision-

maker/most knowledgeable person) and verification of the interview length (see Attachment E for a copy of the validation form).

B. Cleaning Programs and Consistency Checks

Once collected, the data were subjected to a rigorous set of electronic and manual checks. The Assistant Project/Field Manager personally checked each questionnaire for consistency of answers, skip patterns, and correct coding of responses. In the case of any ambiguous answers, the Assistant Project/Field Manager was first consulted to see if the ambiguity could be clarified, and then, if necessary, the respondent was called back to clarify the response and ensure correct coding. Callbacks to verify specific responses were made for 22 out of 150 questionnaires (15%). After the questionnaires were edited and callbacks were completed, the data were keyed into an electronic database. Keying was 100% verified. Once entered into an electronic database, the screening and interview data were run through an electronic cleaning program to again verify skip patterns and consistency checks.

C. Weighting the Survey Data

Two sets of analysis weights were constructed for this survey. First, a **mailing weight** was constructed that corresponded to the number of mailings that a completed mailing interview would represent. Second, a **respondent weight** was constructed that was used to characterize an individual's entire Ride-Along mail volume across all mailings. A respondent weight was assigned to each interviewed respondent that corresponded to the number of individuals responsible for Ride-Along mailings he/she needed to represent such that the sum of the respondent weights equaled the total number of individuals. The respondent weight was used for analyzing questions pertaining to future Ride-Along rate use (Questions 8 and 9-a,b). The mailing weight was used for all other questions.

1. Constructing the Mailing Weight

The mailing weight was defined for completed mailing interviews in each sampling stratum as e_i / n_i where e_i is the number of mailings on the frame and n_i is the number of completed mailing interviews in each stratum respectively. Table 3 presents the mailing weights for each stratum.

Table 3
Mailing Weights Within Sampling Strata

| Mailing Volume Stratum | Number of Mailings | Completed Mailing Interviews | Weight |
|-------------------------------|---------------------------|-------------------------------------|---------------|
| High Volume | 166 | 23 | 7.22 |
| Medium Volume | 388 | 75 | 5.17 |
| Low Volume | 1,416 | 52 | 27.23 |
| Total | 1,970 | 150 | |

2. Constructing the Respondent Weight

To obtain the respondent weight for each unique individual in the dataset, each individual was given an initial base respondent weight equal to the average of their mailing weights. Thus, if a respondent was interviewed about one mailing, the mailing weight became the initial base respondent weight. Similarly, if a respondent reported on multiple mailings, each with the same weight, the mailing weight became the initial base respondent weight. Only in those few cases where a respondent reported on multiple mailings, with different mailing weights, was averaging required. Respondents were then post-stratified into one of three individual mailing strata, according to the number of mailings for which he/she reported responsibility, as shown in Table 4 below.

Table 4
Individual Mailing Post-Strata

| Number of Mailings Stratum | Number of Individuals Responsible for Ride-Along Mailings | Completed Respondent Interviews¹ |
|-----------------------------------|--|--|
| High Number of Mailings (5+) | 53 | 10 |
| Medium Number of Mailings(2-4) | 170 | 30 |
| Low Number of Mailings (1) | 675 | 90 |
| Total | 898 | 130 |

In the post-stratification step, the respondent weights for respondents within a particular individual mailing post-stratum were adjusted by a constant such that the sum of the weights within each stratum equaled the appropriate number of individuals on the sampling frame. After the initial post-stratification step, some respondents represented an overly large (i.e., over 10 percent) percentage of mailings and volumes in questions pertaining to future volume (questions 9a and 9b). Weights for these respondents were set to one, and the remaining weights in the stratum were adjusted to sum to the remaining number of contacts.

VII. SURVEY RESULTS

A. Survey Estimates of Mailings and Volume Had the Ride-Along Rate Not Been Available

Survey results indicate that, absent the Ride-Along rate, 594 mailings totaling over 40 million pieces would not have been sent at all, and 1,078 mailings totaling more than 35 million pieces would have been sent exactly the same way – mailed with a periodical,

¹ A total of 130 individuals was interviewed about 150 Ride-Along mailings.

but paying Standard Mail rates. Almost 300 mailings totaling over 9 million pieces would have been mailed some other way. These results are shown in Table 5 below.

Table 5
Estimates of Mailings and Volume Without Ride-Along Rate²

| | Mailings | Volume of Mailings |
|---|-----------------|---------------------------|
| New Matter Being Mailed | 594 | 40,522,606 |
| Diversion from Standard Mail (mailed with Periodicals, but at Standard Mail Rates) | 1,078 | 35,235,320 |
| Diversion from Stand-Alone Standard Mail | 259 | 5,744,463 |
| Diversion of Other Mailed Matter | 33 | 3,013,675 |
| Diversion of Matter Sent by Non-Mail Methods (sent as part of the magazine) | 5 | 389,200 |

B. Future Ride-Along Volume Estimates and Adjustments to Future Volume Estimates

In the questionnaire, respondents were asked to estimate on a scale from 0 to 100% their likelihood of sending at least one mailing in the next 12 months using the same preparation and placement methods as the Ride-Along mailing(s) they sent. Those respondents with a likelihood greater than 50% were then asked to estimate the number of mailings and the total number of pieces they would send using this approach in the next 12 months.

However, in reality, respondents in survey research are known to overstate their intentions, because it is difficult to gauge exactly what behavior will be undertaken in the future. In order to produce improved estimates of the anticipated number of mailings and volume of pieces that would be sent if the Ride-Along rate continues to be offered

² Based upon application of the Mailing Weight. Number of mailings does not equal 1,970 due to rounding.

in the next 12 months, we limited the estimates to those who said they were more than 75% likely to use the Ride-Along rate for at least one mailing in the next 12 months. We calibrated survey responses by multiplying each respondent's stated number of mailings and volume by their percentage likelihood of use.

Both unadjusted and adjusted estimates of anticipated future Ride-Along rate mailings and volume are shown in Table 6 below for users who are more than 75% likely to use the Ride-Along rate in the future.

Table 6
Unadjusted and Adjusted Estimates of Anticipated Ride-Along Rate Mailings
and Volume (Those >75% Likely to Use It in the Future)³

| Respondent Type | Unadjusted Estimates | | Adjusted Estimates | |
|------------------------|---|---|---|---|
| | Anticipated Number of Mailings | Anticipated Volume of Mailings | Anticipated Number of Mailings | Anticipated Volume of Mailings |
| Users | 2,444 | 223,696,850 | 2,409 | 222,446,450 |
| Publishers | -- | -- | -- | -- |
| Total | 2,444 | 223,696,850 | 2,409 | 222,446,450 |

³ Based upon the Respondent Weight.

C. Standard Errors

Since the sample for this survey involved stratification with disproportionate allocations across sampling strata, sample-design-consistent variance estimates must be used to make inferences regarding characteristics of the population under study. Variance calculations from standard software that are appropriate for simple random samples will provide incorrect variance estimates when applied to data from complex sample surveys. Special purpose software such as SUDAAN, STATA, or PROC SURVEYMEANS in SAS must be used to properly calculate variance estimates for statistics of interest in this survey. Standard error estimates and upper and lower limits on 95% confidence intervals (C.I.) for relevant mailings and volumes, were computed using PROC SURVEYMEANS in SAS, and are contained in the following tables.

Table 7
Standard Errors for Mailings Estimates Without Ride-Along Rate

| | Mailings Estimate | Standard Error | Lower Limit 95% C.I. | Upper Limit 95% C.I. |
|--|------------------------------|---------------------------|-------------------------------------|-------------------------------------|
| New Matter Being Mailed | 594 | 97 | 404 | 784 |
| Diversion from Standard Mail (mailed with Periodicals, but at Standard Mail Rates) | 1,078 | 127 | 829 | 1,327 |
| Diversion from Stand-Alone Standard Mail | 259 | 76 | 110 | 408 |
| Diversion of Other Mailed Matter ⁴ | 33 | | | |
| Diversion of Matter Sent by Non-Mail Methods ⁴ (sent as part of the magazine) | 5 | | | |

⁴ The volume estimate is reported here, however, the sample size is too small to reliably estimate the volume or its standard error.

Table 8
Standard Errors for Volume Estimates Without Ride-Along Rate

| | Volume Estimate | Standard Error | Lower Limit 95% C.I. | Upper Limit 95% C.I. |
|--|----------------------------|---------------------------|-------------------------------------|-------------------------------------|
| New Matter Being Mailed | 40,522,606 | 8,046,323 | 24,751,813 | 56,293,399 |
| Diversion from Standard Mail (mailed with Periodicals, but at Standard Mail Rates) | 35,235,320 | 4,816,823 | 25,794,347 | 44,676,293 |
| Diversion from Stand-Alone Standard Mail | 5,744,463 | 2,035,311 | 1,755,253 | 9,733,673 |
| Diversion of Other Mailed Matter ⁵ | 3,013,675 | | | |
| Diversion of Matter Sent by Non-Mail Methods ⁵ (sent as part of the magazine) | 389,200 | | | |

Table 9
Standard Errors for Future Mailing & Volume Estimates at 75% Likelihood

| | Estimate | Standard Error | Lower Limit 95% C.I. | Upper Limit 95% C.I. |
|-----------------------|-----------------|---------------------------|---------------------------------|---------------------------------|
| Mailings (Unadjusted) | 2,444 | 282 | 1,891 | 2,997 |
| Volume (Unadjusted) | 223,696,850 | 97,551,869 | 32,495,187 | 414,898,513 |
| Mailings (Adjusted) | 2,409 | 283 | 1,854 | 2,964 |
| Volume (Adjusted) | 222,446,450 | 97,571,285 | 31,206,731 | 413,686,169 |

⁵ The volume estimate is reported here, however, the sample size is too small to reliably estimate the volume or its standard error.

Attachments

- A. User Screener/Questionnaire**
- B. Publisher Screener/Questionnaire**
- C. Interviewer Training Manual**
- D. Final Call Report**
- E. Validation Form**

Attachment A

NOTE: ALL INSTRUCTIONS TO INTERVIEWERS AND PROGRAMMERS APPEAR IN CAPITAL LETTERS AND BOLD-FACED TEXT. ALSO, RESPONSES THAT APPEAR IN CAPITAL LETTERS ARE NOT TO BE READ TO RESPONDENTS.

| | | |
|-----------------------------------|----|---|
| TIME SCREENING BEGAN: _____ | AM | 1 |
| _____ | PM | 2 |
| Time Screening Ended: _____ | AM | 1 |
| _____ | PM | 2 |

Date: _____

Mailing ID#: _____ Telephone #: _____

Respondent Name: _____

Interviewer Name: _____ Int. ID#: _____

**ASK FOR THE USER/SOURCE CONTACT.
WHEN CONNECTED, SAY:**

INTRODUCTION: Hello, this is _____, representing National Analysts, a research firm in Philadelphia. National Analysts is conducting a study for the United States Postal Service concerning an experimental postal rate for advertising material and samples sent along with periodicals. We are particularly interested in some mailings sent this way by your company.

S1. Are you familiar with the Ride-Along Rate?

| | | |
|------------------|---------|---|
| | YES | 1 |
| | NO | 2 |
| TERMINATE | REFUSED | 9 |

(IF QS1 IS "NO", SAY:) "The Ride-Along Rate is an experimental postal rate by which advertising pieces may be sent along with publications at a lower cost than Standard Mail." (DO NOT SAY THE UNDERLINED WORDS IN QS2 AND QS3 AND INTRODUCTION TO Q1)

S2. I'd like to focus your attention on a particular Ride-Along mailing, sent with the **(ISSUE DATE)** issue of **(PUBLICATION)**. The Ride-Along piece was a **(FORM DESCRIPTION)/(ACTUAL DESCRIPTION)**. Are you the person in your organization who made the decision to send these Ride-Along Rate pieces?

| | | |
|-------------------|---------|---|
| SKIP TO Q1 | YES | 1 |
| CONTINUE | NO | 2 |
| TERMINATE | DK | 8 |
| | REFUSED | 9 |

S3. I'd like to speak to the person who is most knowledgeable about the decision to send this particular Ride-Along mailing, that is, the Ride-Along piece with the **(ISSUE DATE)** issue of **(PUBLICATION)**. May I have his/her name, title, and telephone number?

| | | |
|---------------------|---------|---|
| RECORD BELOW | YES | 1 |
| | NO | 2 |
| TERMINATE | DK | 8 |
| | REFUSED | 9 |

**ENTER REFERRAL INFORMATION BELOW AND TERMINATE THIS CALL.
CONTACT REFERRAL AND REPEAT INTRODUCTION AND THEN GO TO QS1.**

Respondent Name: _____ Title: _____
Telephone: _____

Now, I'd like you to focus on the Ride-Along mailing for this particular publication and issue date, that is, the **(FORM DESCRIPTION)** sent with the **(ISSUE DATE)** issue of **(PUBLICATION)**. **IF QS1 IS "NO" (THAT IS, NOT FAMILIAR WITH THE RIDE-ALONG RATE), SAY:** "According to our records, your company's mailing was sent by the publisher at the Ride-Along Rate. In the questions that follow, I'll be referring to this mailing as a 'Ride-Along' piece or mailing, even though you may not have known it was sent by the Ride-Along Rate."

1. First, I'd like to ask in what way the **(ISSUE DATE)** issue of **(PUBLICATION)** that contained your specific Ride-Along piece was prepared for mailing. To the best of your recollection, was this particular issue sent unwrapped, sleeve-wrapped, or polybagged? **(CIRCLE ONE CODE)**

| | How Sent |
|----------------|----------|
| UNWRAPPED | 1 |
| Sleeve-wrapped | 2 |
| Polybagged | 3 |
| Don't Know | 8 |
| Refused | 9 |

2. And how was your Ride-Along piece placed with the publication? Was it put on top of the publication, inserted inside the publication, or somewhere else? **(CIRCLE ONE CODE)**

| | How Placed |
|---|------------|
| ON TOP OF THE PUBLICATION | 1 |
| Inserted inside the publication | 2 |
| Somewhere else? (Please specify): _____ | 0 |
| Don't Know | 8 |
| Refused | 9 |

3. What was the nature of this Ride-Along piece? Was it a: **(READ AND CIRCLE ONE CODE)**

| | |
|----------------------------------|---|
| CD (COMPACT DISK), | 1 |
| Card, | 2 |
| Catalog, | 3 |
| Brochure, | 4 |
| Newsletter, | 5 |
| Product Sample, | 6 |
| Letter, | 7 |
| Coupon, or | 8 |
| Something else (Please specify)? | 0 |

4. Now, I would like to confirm that you sent **(SAMPLE TOTAL)** Ride-Along pieces with the **(ISSUE DATE)** issue of **(PUBLICATION)** for this mailing. Is that correct?

| | | |
|-------------------|---------|---|
| SKIP TO Q7 | Yes | 1 |
| CONTINUE | NO | 2 |
| TERMINATE | DK | 8 |
| | REFUSED | 9 |

5. Keep in mind that we are focusing on all your **(FORM DESCRIPTIONS)** mailed at the Ride-Along Rate with the **(ISSUE DATE)** issue of **(PUBLICATION)**, which includes the primary mailing and other mailings for the same issue date. The figure we have for the total number of Ride-Along pieces mailed with this issue date is **(SAMPLE TOTAL)**. Does that sound right?

| | | |
|-------------------|---------|---|
| SKIP TO Q7 | YES | 1 |
| CONTINUE | NO | 2 |
| TERMINATE | DK | 8 |
| | REFUSED | 9 |

6. To the best of your knowledge, how many of your Ride-Along pieces were mailed with the **(ISSUE DATE)** issue of **(PUBLICATION)**? Please feel free to check your files or records. **(IF ANSWER IS ZERO, DON'T KNOW OR REFUSED, TERMINATE.)**

**USE THIS "ESTIMATED TOTAL" INSTEAD OF "SAMPLE TOTAL" IN Qs THAT FOLLOW
TERMINATE**

| | |
|----------------------------------|---|
| # _____ Ride-Along pieces mailed | |
| DK | 8 |
| REFUSED | 9 |

7. Suppose the experimental Ride-Along Rate had not been in effect when you sent your piece. You could have sent the piece along with the publication, placed and packaged exactly the same way, but at the slightly higher Standard Mail rate. Alternatively, you could have chosen to send it a number of other ways, such as First-Class Mail, stand alone Standard Mail, by alternative carriers, and the like, or not sent any pieces at all. **IF ASKED ABOUT INCREASED POSTAGE, SAY:** "The amount of postage increase would have depended upon the size and shape of your piece, but on average might have been about 10¢ more per piece."

To the best of your knowledge, what would you have done if the Ride-Along Rate had not been in effect? In what way(s), if any, would you have sent this mailing? Would you have sent it: **(READ AND CIRCLE ONE RESPONSE ONLY)**

| | | |
|-----------------|--|---|
| ASK Q 7A | Exactly the same way, | 1 |
| ASK Q7B | Some other way(s) (e.g., different class of mail, carrier, etc.), or | 2 |
| GO TO Q8 | Not sent any of these pieces at all? | 3 |

IF RESPONDENT MENTIONS CHANGES TO DESIGN OF THE PIECES, SAY: "I'm talking about sending exactly the same type of piece, or something very similar in shape and design." **(IF RESPONDENT WOULD HAVE MADE SUBSTANTIAL CHANGES TO SHAPE OR DESIGN OF THE PIECE ACTUALLY SENT, COUNT AS "NOT SENT ANY OF THESE PIECES AT ALL" -- RESPONSE CATEGORY 3.)**

- 7a. **(ASK IF “EXACTLY THE SAME WAY” IS SELECTED IN QUESTION 7)** How many pieces would you have sent?

_____ pieces would have been sent

IF NUMBER OF PIECES IS EQUAL TO RIDE-ALONG TOTAL, SKIP TO QUESTION 8; IF IT DOES NOT EQUAL RIDE-ALONG TOTAL, ASK QUESTION 7c.

- 7b. **(ASK IF “SOME OTHER WAY” IS SELECTED IN QUESTION 7)** How would you have sent the piece? I’m going to read you several alternatives. Would you have sent it: **(READ EACH WAY AND FOR EACH “YES” ANSWER, ASK AND RECORD NUMBER)** How many pieces would you have sent this way?

| | YES | NO | (IF YES) # OF PIECES |
|--|-----|----|-------------------------|
| A. As a stand-alone piece? | 1 | 2 | _____ |
| <i>(If known by the respondent)</i> | | | |
| 1. as Standard Mail? | 1 | 2 | _____ |
| 2. as First-Class Mail? | 1 | 2 | _____ |
| B. Along with a newspaper not delivered by mail? | 1 | 2 | _____ |
| C. By an alternate delivery system (e.g., home delivery)? | 1 | 2 | _____ |
| D. In a shared mail packet containing mail from several companies? | 1 | 2 | _____ |
| E. Some other way? (Please specify) | 1 | 2 | _____ |
| SUM TOTAL NUMBER OF PIECES | | | _____ |

IF SUM OF A THROUGH E IS EQUAL TO RIDE-ALONG TOTAL, SKIP TO QUESTION 8; IF IT DOES NOT EQUAL RIDE-ALONG TOTAL, ASK QUESTION 7c.

- 7c. **(ASK IF TOTAL IN Q7a or Q7b DOES NOT EQUAL RIDE-ALONG TOTAL)** The number of pieces that you would have sent is [greater than/less than] the number of Ride-Along pieces originally sent. Is that correct?

| | | |
|---|-----|---|
| | YES | 1 |
| REVIEW ANSWER(S) WITH RESPONDENT | NO | 2 |

8. Assuming the Ride-Along Rate at which you sent these pieces continues to be available in the future, how likely or unlikely would you be to send at least one mailing in the next 12 months using the same preparation and placement approach as you did before, that is, **(READ PREPARATION METHOD SELECTED IN Q1)** and **(READ PLACEMENT METHOD SELECTED IN Q2)**? Please use a scale from 0% to 100%, where 0% means you “Definitely would not” send a mailing this way during the next 12 months and 100% means you “Definitely would” send such a mailing.

IF LIKELIHOOD <=50, GO TO CLOSING

% _____ likelihood

9. Again, assuming the Ride-Along Rate is available, about how many mailings would you be likely to send during the next 12 months using this approach? Count each issue of each publication as one mailing. And how many pieces in total would you be likely to send in the next 12 months across **all** the mailings using this approach?

_____ Number of mailings using Ride-Along Rate approach previously used

_____ Total pieces across **all** mailings using Ride-Along Rate approach previously used

CLOSING

Thank you for participating in this research. To what address would you like us to mail your \$25 honorarium?

RECIPIENT'S NAME:

STREET ADDRESS:

CITY, STATE, ZIPCODE:

ASK IF RESPONDENT IS ASSOCIATED WITH MORE THAN ONE RIDE-ALONG PIECE AS INDICATED ON SAMPLE RECORD

We may need to contact you again to ask about other Ride-Along mailings that your company has sent. Would that be okay? **(CIRCLE ONE)**

| | |
|-----|---|
| YES | 1 |
| NO | 2 |

Attachment B

NOTE: ALL INSTRUCTIONS TO INTERVIEWERS AND PROGRAMMERS APPEAR IN CAPITAL LETTERS AND BOLD-FACED TEXT. ALSO, RESPONSES THAT APPEAR IN CAPITAL LETTERS ARE NOT TO BE READ TO RESPONDENTS.

| | | |
|--------------------------|----|---|
| TIME SCREENING BEGAN: | AM | 1 |
| | PM | 2 |
| Time Screening Ended: | AM | 1 |
| | PM | 2 |

Date: _____

Mailing ID#: _____ Telephone #: _____

Respondent Name: _____

Interviewer Name: _____ Int. ID#: _____

**ASK FOR THE PUBLISHER CONTACT.
WHEN CONNECTED, SAY:**

INTRODUCTION: Hello, this is _____, representing National Analysts, a research firm in Philadelphia. National Analysts is conducting a study for the United States Postal Service concerning the Ride-Along rate, an experimental postal rate for advertising material and samples sent along with periodicals. We are particularly interested in Ride-Along pieces that your company has sent since this experimental rate has become available.

- S1. Are you the person in your organization who is most knowledgeable about decisions regarding transmittal of Ride-Along Rate pieces?

| | | |
|--------------------|---------|---|
| SKIP TO QS3 | YES | 1 |
| | NO | 2 |
| CONTINUE | DK | 8 |
| | REFUSED | 9 |

- S2. I'd like to speak to the person in your organization who is the most knowledgeable about decisions regarding mailing of Ride-Along Rate pieces. May I have his/her name, title, and telephone number?

| | | |
|---------------------|---------|---|
| RECORD BELOW | YES | 1 |
| | NO | 2 |
| TERMINATE | DK | 8 |
| | REFUSED | 9 |

**ENTER REFERRAL INFORMATION BELOW AND TERMINATE THIS CALL.
CONTACT REFERRAL AND BEGIN AGAIN WITH INTRODUCTION.**

| | |
|------------------------|--------------|
| Respondent Name: _____ | Title: _____ |
| Telephone: _____ | |

- S3. I'd like to focus your attention on a particular Ride-Along piece, sent with the **(ISSUE DATE)** issue of **(PUBLICATION)**. The Ride-Along piece was a **(FORM DESCRIPTION / (ACTUAL DESCRIPTION))**. Are you the person in your organization who was most involved with **(USER/SOURCE)** in the decision to send these Ride-Along Rate pieces?

| | | |
|-------------------|---------|---|
| SKIP TO QA | YES | 1 |
| CONTINUE | NO | 2 |
| TERMINATE | DK | 8 |
| | REFUSED | 9 |

- S4. I'd like to speak to the person who was most involved with **(USER/SOURCE)** in the decision to send this particular Ride-Along Rate mailing, that is, the Ride-Along piece with the **(ISSUE DATE)** issue of **(PUBLICATION)**. May I have his/her name, title, and telephone number?

| | | |
|---------------------|---------|---|
| RECORD BELOW | YES | 1 |
| | NO | 2 |
| TERMINATE | DK | 8 |
| | REFUSED | 9 |

ENTER REFERRAL INFORMATION BELOW AND TERMINATE THIS CALL. CONTACT REFERRAL AND REPEAT INTRODUCTION AND THEN GO TO QS1.

| | |
|------------------------|--------------|
| Respondent Name: _____ | Title: _____ |
| Telephone: _____ | |

- A. In 1999, before the Experimental Ride-Along Rate became available, how was **(PUBLICATION)** prepared for mailing? Was it ever sent: **(READ AND CIRCLE CODE FOR EACH)**

| | YES | NO |
|-----------------|-----|----|
| Unwrapped? | 1 | 2 |
| Sleeve-wrapped? | 1 | 2 |
| Polybagged? | 1 | 2 |

- B. Since February 2000, until now, how has **(PUBLICATION)** been prepared for mailing? Has it been sent: **(READ AND CIRCLE CODE FOR EACH)**

| | YES | NO |
|-----------------|-----|----|
| Unwrapped? | 1 | 2 |
| Sleeve-wrapped? | 1 | 2 |
| Polybagged? | 1 | 2 |

From here on, I'd like you to focus on the Ride-Along mailing for a particular publication and issue date, that is, the **(FORM DESCRIPTION)** from **(USER/SOURCE)** sent with the **(ISSUE DATE)** issue of **(PUBLICATION)**.

1. First, I'd like to ask about how the **(ISSUE DATE)** issue of **(PUBLICATION)** was prepared for mailing. To the best of your knowledge, was this particular issue sent: **(READ AND CIRCLE ONE CODE)**

| | |
|--------------------|---|
| Unwrapped, | 1 |
| Sleeve-wrapped, or | 2 |
| Polybagged? | 3 |

2. And how was the Ride-Along piece placed with the publication? Was it placed: **(READ AND CIRCLE ONE CODE)**

| | |
|---|---|
| On top of the publication, | 1 |
| Inside the publication, or | 2 |
| Inserted somewhere else? (Please specify) _____ | 0 |

3. What was the nature of this Ride-Along piece? Was it a: **(READ AND CIRCLE ONE CODE)**

| | |
|--|---|
| CD (Compact Disk), | 1 |
| Card, | 2 |
| Catalog, | 3 |
| Brochure, | 4 |
| Newsletter, | 5 |
| Product Sample, | 6 |
| Letter, | 7 |
| Coupon, or | 8 |
| Something else (Please Specify)? _____ | 0 |

4. Now, I would like to confirm that **(SAMPLE TOTAL)** pieces were sent with the **(ISSUE DATE)** issue of **(PUBLICATION)** for this mailing at the Ride-Along Rate. Is that correct?

| | | |
|-------------------|---------|---|
| SKIP TO Q7 | Yes | 1 |
| CONTINUE | NO | 2 |
| TERMINATE | DK | 8 |
| | REFUSED | 9 |

5. Keep in mind that we are focusing on all of **(USER/SOURCE'S) (FORM DESCRIPTIONS)** mailed at the Ride-Along Rate with the **(ISSUE DATE)** issue of **(PUBLICATION)**, which includes the primary mailing and other mailings for the same issue date. The figure we have for the total number of Ride-Along pieces mailed with this issue date is **(SAMPLE TOTAL)**. Does that sound right?

| | | |
|-------------------|---------|---|
| SKIP TO Q7 | YES | 1 |
| CONTINUE | NO | 2 |
| TERMINATE | DK | 8 |
| | REFUSED | 9 |

6. To the best of your knowledge, how many **(USER/SOURCE)** Ride-Along pieces were mailed with the **(ISSUE DATE)** issue of **(PUBLICATION)**? Please feel free to check your files or records. **(IF ANSWER IS ZERO, DON'T KNOW, OR REFUSED, TERMINATE.)**

USE THIS "ESTIMATED TOTAL" INSTEAD OF "SAMPLE TOTAL" IN Qs THAT FOLLOW

TERMINATE

| | |
|----------------------------------|---|
| # _____ Ride-Along pieces mailed | |
| DK | 8 |
| REFUSED | 9 |

7. Suppose the experimental Ride-Along Rate had not been in effect when these pieces had been sent. You could have sent the piece for **(USER/SOURCE)** along with your publication, placed and packaged exactly the same way, but at the slightly higher Standard Mail rate. Alternatively, **(USER/SOURCE)** could have chosen to send these pieces a number of other ways, such as First-Class Mail, stand-alone Standard Mail, by alternative carriers, and the like, or not sent any pieces at all. **IF ASKED ABOUT INCREASED POSTAGE, SAY:** "The amount of postage increase would have depended upon the size and shape of your piece, but on average might have been about 10¢ more per piece."

To the best of your knowledge, what would **(USER/SOURCE)** have done if the Ride-Along Rate had not been in effect? In what way(s), if any, would this mailing have been sent? In your estimation, would they have sent it: **(READ AND CIRCLE ONE RESPONSE ONLY)**

| | | |
|------------------------|--|---|
| ASK Q 7A | Exactly the same way, | 1 |
| ASK Q7B | Some other way(s) (e.g., different class of mail, carrier, etc.), or | 2 |
| SKIP TO CLOSING | Not sent any of these pieces at all? | 3 |

IF RESPONDENT MENTIONS CHANGES TO DESIGN OF THE PIECES, SAY:
 "I'm talking about sending exactly the same type of piece, or something very similar in shape and design." **(IF RESPONDENT WOULD HAVE MADE SUBSTANTIAL CHANGES TO SHAPE OR DESIGN OF PIECE, COUNT AS "NOT SENT ANY OF THESE PIECES AT ALL" -- RESPONSE CATEGORY 3.)**

- 7a. **(ASK IF "EXACTLY THE SAME WAY" IS SELECTED IN QUESTION 7)** How many pieces do you think would have been sent this way?

_____ pieces would have been sent

IF NUMBER OF PIECES IS EQUAL TO RIDE-ALONG TOTAL, SKIP TO CLOSING; IF IT DOES NOT EQUAL RIDE-ALONG TOTAL, ASK Q7c

- 7b. **(ASK IF "SOME OTHER WAY" IS SELECTED IN QUESTION 7)** How do you think the piece would have been sent? I'm going to read you several alternatives. Do you think it would have been sent: **(READ EACH WAY AND FOR EACH "YES" ANSWER, ASK AND RECORD NUMBER)** How many pieces do you think would have been sent this way?

| | YES | NO | (IF YES) # OF PIECES |
|--|-----|----|-------------------------|
| A1. As a stand-alone Standard Mail piece? | 1 | 2 | _____ |
| A2. As stand-alone First-Class Mail piece? | 1 | 2 | _____ |
| B. Along with a newspaper not delivered by mail? | 1 | 2 | _____ |
| C. By an alternate delivery system (e.g., home delivery)? | 1 | 2 | _____ |
| E. In a shared mail packet containing mail from several companies? | 1 | 2 | _____ |
| E. Some other way? (Please specify) _____ | 1 | 2 | _____ |
| SUM TOTAL NUMBER OF PIECES | | | _____ |

IF SUM OF A THROUGH E IS EQUAL TO RIDE-ALONG TOTAL, SKIP TO CLOSING; IF IT DOES NOT EQUAL RIDE-ALONG TOTAL, ASK Q7c

- 7c. **(ASK IF NUMBER OF PIECES IN Q7a or Q7b DOES NOT EQUAL RIDE-ALONG TOTAL)** The number of pieces that you think would have been sent is [greater than/less than] the number of Ride-Along pieces originally sent. Is that correct?

| | | |
|---|-----|---|
| REVIEW ANSWER(S) WITH RESPONDENT | YES | 1 |
| | NO | 2 |

CLOSING

Thank you for participating in this research. To what address would you like us to mail your \$25 honorarium?

| |
|-----------------------|
| RECIPIENT'S NAME: |
| STREET ADDRESS: |
| CITY, STATE, ZIPCODE: |

ASK IF RESPONDENT IS ASSOCIATED WITH MORE THAN ONE RIDE-ALONG PIECE AS INDICATED ON SAMPLE RECORD

We may need to contact you again to ask about other Ride-Along mailings that your company has sent. Would that be okay? **(CIRCLE ONE)**

| | |
|-----|---|
| YES | 1 |
| NO | 2 |

Attachment C

**INTERVIEWER MANUAL
U.S. POSTAL SERVICE
RIDE-ALONG RATE RESEARCH**

**National Analysts Study Number 816
June/July 2001**

I. INTRODUCTION: PURPOSE OF THE STUDY

The Postal Service has been testing an experimental postal rate program called the "Ride-Along Rate". This rate allows companies to send advertising pieces such as booklets, catalogs, letters, certain product samples etc. to magazine subscribers along with their magazine for less money than was possible in the past.

The company arranges with the magazine publisher to package the advertising piece with the magazine, and the publisher handles the actual mailing.

The Postal Service is interested in evaluating this experimental program. They want to find out whether or not the companies would have still sent these ad pieces if the Ride-Along Rate program was not available, and if they would have, how they would have sent them instead and how many pieces.

II. GENERAL INTERVIEWING PROCEDURES

- All information you gather in your work as an interviewer is **completely confidential** and must never be repeated to anyone, even your closest friends and family.
- Know your introduction thoroughly so you can clearly and confidently tell the respondents who you are and why you are interviewing them. If necessary, assure respondents that all information is combined into statistical tables and that their personal opinions and information are confidential and are never connected with their names.
- The respondent may not be sure of the answer to some questions, or may need some extra time to think. You should never accept a quick "Don't Know" but should always ask a respondent for his or her best guess.
- You may take notes on the sample records if needed.
- Remember, you are representing the United States Postal Service and National Analysts in this study. It is VERY IMPORTANT that you project an image not only of professionalism, but also someone that the respondents will want to talk to. Remember that the respondents are giving you their time for the interview. Be sure to let them know that their opinions and the information they have provided are important. Be positive and enthusiastic-- it WILL make a difference!

III. SAMPLE

- You will be using a hard-copy sample (and questionnaire) for this study. Each piece of paper will reflect all of the mailings of a particular Ride-Along item that were sent with a specific issue of a periodical (e.g., May, 2000 issue of Good Housekeeping). We are interested in all of the Ride-Along mailings (the total number) that went with the specified publication issue, even if they have different mailing dates. For example, the May 2000 issue of Good Housekeeping may

have been sent in several waves, with a different number of Ride-Along pieces sent in each wave. We are interested in the total number of Ride-Along pieces sent.

- Each piece of sample will have the following information:
 - **Source of Piece**
 - **Contact Person**
 - **Telephone**
 - **ID No.**
 - **Mailing Address**
 - **Publication Name**
 - **Issue Date**
 - **Mailing Date**
 - **Description of Form**
 - **Actual Description**
 - **No. of Ride Along Pieces**
 - **Publisher**
 - **Contact**
 - **Telephone**
 - **Mailing Address**
 - **No. of Entries**
 - **Size Category**
- The ideal respondent to complete the survey is the User/Source of the Ride-Along mailing piece. Always call the User/Source first. If the User/Source contact name given was not the decision-maker for the Ride-Along piece indicated, ask for the contact information of the person at the User/Source company who was the decision-maker. If the contact person at the User/Source company cannot refer you to a decision-maker within the company then you should contact the publisher.

If the User/Source is unable to answer all of the questions on the survey, you will be asked to terminate the interview and then contact the Publisher of the periodical that the Ride-Along piece was sent with. Start at the beginning of the Publisher questionnaire, regardless of how many questions the User/Source was able to answer. Clip the two surveys (the incomplete User/Source and complete Publisher survey) together. If the User/Source completes the survey, there is no need to contact the Publisher.
- There are some times when there will be no contact name/phone number for the User/Source. In these cases, the Publisher was likely the source of the Ride-Along mailing. Call the Publisher in these cases.

- You should ONLY contact a publisher if: the User/Source decision-maker cannot complete the interview; you are unable to locate a decision-maker at the User/Source company; or there is no User/Source listed on the sample.
- Please keep track of the calls made, completed, etc. – especially the number of times the User/Source terminates and the Publisher must be contacted. Depending upon how many times this occurs, we may have to adjust the protocol accordingly.
- A total of 150 interviews will be completed. Fifty of each size category (small, medium, large).

IV. QUALIFICATIONS

- The User/Source respondent must be the person who made the decision to send the Ride-Along pieces specified on the sample (this is asked in screening question 2 of the User/Source version).
- If it is necessary to call the Publisher to complete the interview, the respondent must be the person in the organization who was most involved with the User/Source in the decision to send the specified Ride-Along pieces (asked in screening question 3 of the Publisher version).

V. QUESTION BY QUESTION REVIEW

SCREENER – USER/SOURCE VERSION:

- S1. The respondent does not need to be familiar with the term "Ride-Along Rate". This question informs the interviewer whether to explain what the Ride-Along Rate is and whether to say the underlined term "Ride-Along Rate" in subsequent questions. If the respondent refuses to answer, terminate the interview.
- S2. The purpose of this question is to determine whether or not the respondent is the person who made the decision to send the particular Ride-Along mailing (listed on the sample). You will use the information on the sample to insert into the question the particular issue date, publication name, and form description/actual description (of the Ride-Along piece). If the respondent was the decision maker for the Ride-Along mailing, skip the remaining screener question (S3) and proceed to the beginning of the questionnaire (Q1).
- S3. This question is only asked if the answer to S2 is "No" – that is, the person you are speaking to was not the decision maker for the Ride-Along pieces. Ask for the name, title, and telephone number of the person who was the decision maker. Write this information in the box on the top of Page 3. Terminate the call, contact the new referral and repeat the introduction. Start at S2. If the person cannot provide a referral contact the publisher.

QUESTIONNAIRE USER/SOURCE:

Intro: You will once again bring the person's attention to the specific Ride-Along mailing piece and publication that you will be asking them about. You will need to refer to the sample information for the **Form Description**, **Issue Date**, and **Publication Name** to insert into the first sentence. You will also need to remember (or refer back to) the respondent's answer to S1 – whether or not they are familiar with the "Ride-Along Rate". If the answer to S1 was yes – they are familiar with the Ride-Along Rate – you will now continue to Q1. If the answer to S1 was no – they are not familiar with the Ride-Along Rate – you will read the brief introduction at the end of the first paragraph on Page 3 and then continue to Q1.

- Q1. This question is asked to determine the method by which the Ride-Along mailing was prepared (unwrapped, sleeve-wrapped, or polybagged). Refer to the Glossary for a description of these preparation methods. You will again need to insert the **Issue Date** and **Publication Name** (from the sample record) into the question.
- Q2. The purpose of Q2 is to determine how the Ride-Along piece was placed with the publication.
- Q3. This question asks for a description of the Ride-Along piece. Read each possibility to the respondent and then circle the correct code. Although you will have a description of the Ride-Along piece on the sample, we want to confirm that this is correct. Do not tell the respondent what our records indicate unless he/she tells you something different than what the sample record indicates. In that case you may say something like *"our records indicate that a catalog was sent with the May 2000 issue of Good Housekeeping, but from what you're telling me, that is incorrect. It was a insert respondent's answer to Q3 (e.g., CD). Is this correct?"*
- Q4. Confirm the total number of Ride-Along pieces sent. You will need to refer to the sample record to obtain the **Sample Total/Number of Ride-Along Pieces**, **Issue Date** and **Publication Name**. In some cases, only one mailing will have been sent and you can use that number. If multiple mailings of one issue were sent with the Ride-Along piece, you will need to use the total number of mailings sent (the sum of the pieces). If the respondent indicates that the number you stated is correct (or at least sounds about right), then skip to Q7. If the respondent indicates that the number you stated is incorrect, continue to Q5.
- Q5. Remind the respondent that we are talking about *all* of the Ride-Along mailings sent with a particular issue of the publication and repeat the number of total Ride-Along mailings listed on the sample record. If the respondent agrees that this number does sound right, skip to Q7. If he/she reiterates that the number does not sound accurate, continue to Q6.
- Q6. Ask the respondent to tell you how many Ride-Along pieces were sent with the issue of the publication on the sample record (including all mailings). Inform them

to feel free to check their records. Write in the number of Ride-Along pieces mailed and then use this "Estimated Total" in subsequent questions instead of "Sample Total" (which is the number on the sample record). Continue to Q7.

- Q7. This part of the questionnaire is very important – it will provide information about how the Ride-Along mailings would have been sent if the Ride-Along rate was not available. We want to know if the pieces would have been sent exactly the same way (but at the higher, regularly available Standard Mail rate), as stand-alone mail (either First Class or Standard mail), by an alternative carrier service, or perhaps not sent at all. If the respondent indicates the design or shape of the Ride-Along piece would have been changed substantially then circle "Not sent any of these pieces at all". The respondent may report that he/she is not familiar with, and may inquire about, postal rates. You may tell him/her about the postage increase associated with sending the Ride-Along the same way but at the slightly higher Standard mail rate (indicated on questionnaire). If necessary, you could also briefly describe the First Class stand alone, Standard Mail stand alone, and alternative carrier options as described in the Glossary. Proceed as instructed by skip patterns on questionnaire. If the respondent is adamant that he/she can not accurately answer this question, but believes there is someone else in the organization who can, it is permissible to ask for a referral to that person. You will not need to start all over, but you will need to give the new respondent the context information (i.e., briefly go through what the previous respondent has told you).
- Q7a. This is asked if "exactly the same way" was answered to Q7. This question asks the respondent how many pieces would have been sent. If this number equals the total Ride-Along pieces sent, skip to Q8. If it doesn't, skip to Q7c.
- Q7b. This question is asked if "some other way" is selected in Q7. Read each description (A-E) and if respondent says the Ride-Along piece would have been sent that way, ask for the number of pieces that would have been sent that particular way. Then, sum up the numbers the respondent has provided. If the respondent total in Q7b doesn't equal the total number of Ride-Along pieces sent (either the Sample Total or the Estimated Total if provided by respondent in Q6), ask Q7c. If it does equal the total sent, skip to Q8.
- Q7c. Ask if total in Q7a or Q7b does not equal Ride-Along total (Sample Total or the Estimated Total). Confirm that the number of pieces that the User/Source would have sent is greater than/less than the Sample Total or Estimated Total.
- Q8. Ask respondent to indicate how likely they would be to send at least one mailing in the next 12 months using the same preparation and placement approach. The interviewer will need to refer to the preparation method selected in Q1 and the placement method selected in Q2. If $\leq 50\%$, skip to Closing.
- Q9. This is a two-part question. The first part of the question asks how many mailings they would send in the next 12 months using the same approach, and the second part asks how many total pieces would be sent across all these mailings. Have

the respondent answer the first part of the question before asking the second part.

Conclusion:

Make sure the respondent's name and address are correct. If the respondent is hesitant to give out this information, tell him or her that the information is kept confidential and that we need it in order to send their honorarium. If the respondent asks about when he or she will receive the honorarium, tell them that once all the interviewing is done, it will be processed at National Analysts, which usually takes a couple of weeks. National Analysts will check to make sure the data are accurate before sending out the payment.

Make sure to thank the respondent for his or her time, and tell them that their answers were valuable and will help provide better service for them in the future.

SCREENER – PUBLISHER VERSION:

- S1. The purpose of this question is to determine whether or not the respondent is the person who is most knowledgeable about decisions made regarding Ride-Along rate pieces, generally. If the respondent *is* the person, skip to S3. If the respondent is not the most knowledgeable person in the organization about Ride-Along rate pieces, continue to S2 for a referral.
- S2. This question is only asked if the answer to S1 is "No" – that is, the person you are speaking to is not the most knowledgeable person about Ride-Along Rate pieces. Ask to have the name, title, and telephone number of the person who would be the most knowledgeable about this topic. Write this information in the box on Page 2. Terminate the call, contact the new referral and repeat the introduction. Start again at S1.
- S3. The purpose of this question is to determine whether or not the respondent is the person who made the decision to send the *particular* Ride-Along mailing (listed on the sample). You will use the information on the sample to insert into the question the particular **Issue Date**, **Publication Name**, and **Form Description/Actual Description** (of the Ride-Along piece). If the respondent was the decision maker for the Ride-Along mailing, skip the remaining screener question (S4) and proceed to the beginning of the questionnaire (A). If he/she was not, continue to S4 for a referral.
- S4. Ask for a referral to the person most involved with the User/Source (insert actual name from sample record) in the decision to send the particular Ride-Along mailing. Record the referral person's name, title and telephone number. Terminate the call, contact the new referral, repeat the introduction, and then continue to S1.

QUESTIONNAIRE PUBLISHER:

- A. Ask how the publication was prepared for mailing in 1999, prior to the Experimental Ride-Along Rate becoming available. Read each possible response.
- B. Ask how the publication has been prepared for mailing since February, 2000. Read each possible response.

Intro: As in the User/Source version, you will once again bring the respondent's attention to the specific Ride-Along mailing piece and publication that you will be asking them about. You will need to refer to the sample information for the **Form Description**, **Issue Date**, and **Publication Name** to insert into the first sentence.

The remainder of the questions reflect the same general content as the User/Source questions. The only difference is that the wording in some cases asks the Publisher to answer as to what they believe the User/Source would have done. For example, Q7 states *"To the best of your knowledge, what would (User/Source) have done if the Ride-Along Rate had not been in effect?"*

Glossary

| | |
|---|---|
| Alternative carriers | Other ways to deliver the ad piece, e.g., home delivery (door knob bag) or coupon packet (Val-pak) |
| Ride-Along Rate | An experimental mailing rate being tested by the U.S. Postal Service. The Ride-Along Rate allows companies to save money by sending an advertising piece packaged together with (“riding along with” a magazine at a special rate. |
| User-Source | The party that generated or “owns” the advertising piece that was mailed at the Ride-Along Rate. This could be the ad agency that created the piece, or the company selling the product. |
| First-Class mail | First-Class Mail is the basic Postal Service mail class for business mail. Items normally mailed First-Class include postcards, letters, and non-letter mail that are personal in nature. This would include bills, invoices, checks, letters containing personalized information, and anything sealed against postal inspection. It is not necessary to identify service class on the piece. Delivery ranges from one to seven days depending on travel distance. Maximum weight is 13 oz. Minimum postage fee is \$.20 for postcards, and \$.34 for letters up to 1 oz |
| Standard mail | Standard Mail (formerly known as Bulk Mail) is used to mail large numbers of identical items without applying individual postage. This process requires preprinting a mailing permit number (indicia) on each mail piece. Minimum requirements are 200 identical pieces and mail not requiring First-Class service (bills, invoices, checks, letters containing personalized information). |
| Mailing Preparation Descriptions | |
| Unwrapped | Publication has no wrapper; may have tab across the covers and pages at the side to keep the publication from falling open. |
| Sleeve-wrapped | A tube of paper or plastic, open at the top and bottom, that surrounds the publication |
| Polybagged | A plastic bag that loosely encloses the publication. |

Attachment D

FINAL DISPOSITION REPORT

| | Total | Small | Medium | Large |
|--|-------|-------|--------|-------|
| Total Sample | 1,970 | 1,416 | 388 | 166 |
| Not Sampled/Eligible* | 791 | 534 | 150 | 107 |
| Unused | 550 | 548 | 2 | 0 |
| Used | 629 | 334 | 236 | 59 |
| Number Disconnected Wrong Number Non-Working Number Insufficient or No Phone Number Number Outside of US | 51 | 22 | 26 | 3 |
| No Such Person No One Knowledgeable to Answer Survey Respondent Ineligible & No Referral Given | 30 | 7 | 18 | 5 |
| No Answer Message Left Call-Back Needed Busy | 353 | 239 | 96 | 18 |
| Other** | 25 | 10 | 10 | 5 |
| Refusals | 20 | 4 | 11 | 5 |
| Completed Interviews | 150 | 52 | 75 | 23 |

* Mailings associated with individuals who had more than 3 mailings.

** Given referral, previously interviewed, etc.

Attachment E

VALIDATION FORM

Hello my name is _____, from National Analysts, a survey research firm. Our records indicate that you recently participated in a survey for the U.S. Postal Service regarding Ride-Along, an experimental postal rate for advertising material and samples sent along with periodicals.

1. I would like to confirm: Were you interviewed?

Yes 1
No 2
DON'T KNOW 3

(IF NO OR DK: PROBE: The interview would have taken place about 1 or 2 weeks ago discussing how your organization sent advertising pieces with periodicals. We want to make sure that the interviewer completed the study correctly. Are you sure that no one interviewed you?)

(RECORD ANY COMMENTS)

2. Are you the person in your organization who is most knowledgeable about decisions regarding transmittal of Ride-Along Rate pieces?

Yes 1
No 2
DON'T KNOW 3

(IF NO OR DK: PROBE: The interview would have taken place about 1 or 2 weeks ago discussing how your organization sent advertising pieces with periodicals. Ride-Along rate is an experimental postal rate for advertising material and samples that are sent along with periodicals. We want to make sure that the interviewer completed the study correctly. Are you sure that no one interviewed you?)

(RECORD ANY COMMENTS)

3. Approximately how long was the interview? _____

Thank you again for your help.

Respondent's name _____ Respondent ID _____

Respondent phone _____

Interviewer Code _____ Interviewer's Name _____