

CERTIFIED MAIL RESEARCH

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I. INTRODUCTION

National Analysts was commissioned by the Postal Service to perform survey research to evaluate the market response to several product and pricing changes being contemplated for Certified Mail/Return Receipt products. The main purpose of the study was to provide the Postal Service with a base for estimating the demand (i.e., the number of mailers and the volumes they would generate) for four certified products at four different pricing scenarios. The four products are: 1) New Certified Mail; 2) New Certified Mail with Return Receipt (green card); 3) New Certified Mail with New Return Receipt After Mailing; 4) and New Certified Mail with New Automatic Electronic Return Receipt.

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 both households and businesses, were provided to witness Nieto for use in her testimony in this case.

II. PROJECT OVERVIEW

Two parallel three-part studies were undertaken, one with household customers and one with non-household customers, who either had used Certified Mail in the last twelve months or said they are likely to use Certified Mail in the next twelve months. Each study included four pricing scenarios, with each respondent being exposed to two of them. Therefore, the household and non-household samples were split (at random) so that roughly half of each group saw each set of prices. Each study consisted of a telephone screening, a fax or mail transmission describing the products and a main telephone interview. The following sections detail the survey methodology including the sample design, questionnaire development, data collection, data preparation procedures, and the resulting estimates and standard errors.

III. SAMPLE DESIGN

A. Household

As noted above, the household survey employed a telephone methodology. The household sample used a random digit dial (RDD) design. The sampling frame for the survey was a list-assisted sampling frame provided by Survey Sampling Inc. (SSI).

List-assisted RDD sampling frames are constructed by first obtaining a list of area code/exchange combinations that have been allocated for residential service. A residential service "hundred bank" is the first eight digits of a ten-digit telephone number within an area code/exchange combination that has been allocated for residential service. These hundred banks are created by appending all combinations of digits 00 to 99 to the six-digit area code/exchange combinations that have been allocated for residential service. In the list-assisted approach, a national telephone directory of listed residential numbers is used to calculate the number of listed numbers within each residential service hundred bank. The list-assisted RDD sampling frame consists of all telephone numbers in residential service hundred banks with at least one listed number.

Prior to sampling, telephone exchanges were allocated to income strata based on estimated average household income in the exchange and 3 sampling strata were formed as follows:

Table 1
Household Sampling Strata

Stratum Name	Definition
Low Income	<\$40,000
Medium Income	\$40,000 - \$54,999
High Income	≥\$55,000

Stratification of telephone exchanges by income prior to sampling effectively allowed for an oversampling of higher income households, whom it was thought would be more likely to purchase the product. It is important to note, however that since the survey methodology was RDD, individual household income was not known and it was not possible to stratify individual households by income prior to sampling. Rather, exchanges were stratified into high, medium, and low-income groups in an attempt to oversample exchanges containing higher income households.

Sufficient sample was drawn to yield a total of 800 completed interviews with eligible household respondents.

B. Non-Household (Business)

The business survey also employed a telephone methodology. The sampling frame for this survey was the Dun & Bradstreet (D&B) universe of continental commercial, governmental, and non-profit organizations. This is a list of more than 11 million for profit and non-profit organizations at the location level. Therefore, each location of a multi-location enterprise had a chance of being drawn into the sample.

Prior to sampling, business locations were stratified into one of ten mutually exclusive groups, consisting of a stratum of certainty selections provided by the Postal Service, and 9 from the remainder of the D&B universe defined by the cross-classification of 3 certified mail density strata (High, Medium, and Low), and 3 Employee Size Strata (<10, 10-99, ≥ 100).

The certainty stratum provided by the Postal Service represented the Special Services Certification List. It was thought that this list contained users or likely users of Certified Mail. The remaining strata were defined on the basis of their likelihood of containing users or potential users of Certified Mail services, as described following.

1. High Density Certified Mail Stratum

This stratum was defined by one of the following four-digit Standard Industrial Classifications (SICs). The SICs included in this stratum corresponded, in part, to those contained in the certainty sample provided by the Postal Service, our knowledge of the product, and experience with businesses' customary mailing practices.

Table 2
High Density Stratum Four-Digit SICs

6159	7323	8748
6162	7338	9111
6163	7349	9121
6211	7361	9199
6282	7363	9211
6311	7371	9221
6324	7373	9222
6331	7374	9311
6371	8011	9411
6399	8099	9511
6411	8111	9611
6531	8711	9651
6541	8721	9711
7311	8741	

2. Medium Density Certified Mail

This stratum included locations in the following two-digit SICs that were not in the High Density Certified Mail Stratum. In addition, based upon the nature of the mail typically sent by these types of organizations, there was a belief that a reasonable percentage of Certified Mail users and potential users would be identified.

Table 3
Medium Density Stratum Two-Digit SICs

Type of Business	Two-Digit SIC
Non-Depository Institutions	61
Security & Commodity Brokers	62
Insurance Carriers	63
Insurance Agents, Brokers, & Services	64
Real Estate	65
Business Services	73
Health Services	80
Legal Services	81
Engineering & Management Services	87
Executive, Legislative & General (Government)	91
Justice, Public Order & Safety (Government)	92
Finance, Taxation & Monetary Policy (Government)	93
Administration of Human Resources (Government)	94
Environmental Quality & Housing (Government)	95
Administration of Economic Programs (Government)	96
National Security & International Affairs	97

3. Low Density Certified Mail

This stratum contained the remainder of the eligible D&B universe.

It should be noted that stratification by density strata allowed for the possibility of oversampling industries that were *a priori* thought to be more likely to be eligible for the survey and able to respond about their intentions to use Certified Mail services at different price points. Frame counts within these strata are contained in the section on weighting.

A sufficient number of business locations were sampled to yield a total of 1,200 completed interviews with business respondents in eligible locations.

IV. QUESTIONNAIRE DEVELOPMENT AND PRETESTING

A. Content of Survey Documents

Five primary documents were used for data collection. These included separate screening forms and questionnaires for both the business and household samples and a set of fax/mail materials. The main objectives of the screening form were to: 1) determine if a location was eligible for the study; 2) identify the most qualified individual to complete the survey and determine respondent eligibility; 3) solicit participation for the main survey. To achieve these objectives, the screening forms included questions about the following (see Attachment A):

- Verification of location name and address (non-household only).
- Confirmation that at least some of the mail sent from household locations is for household matters.
- Determination/confirmation of respondent's mail selection/usage responsibilities to ensure that the most knowledgeable mail selection/usage decision-maker at each location was interviewed.
- Verification that the organization is not a mail service provider (non-household) and that household members do not work for mail service providers (household).

- Unaided awareness of Certified/Registered Mail products.¹
- Determination of current or likely future usage of Certified Mail so that only locations that had sent Certified Mail in the past twelve months, or said they were likely to send Certified Mail in the next twelve months would be included.

The questionnaire contained questions to collect the data required for gauging the market response to the new Certified Mail/Return Receipt products under different pricing scenarios. It began with questions about current volume of First-Class Mail pieces, followed by an allocation of this volume into the portion with and without current Certified Mail and Return Receipt. In addition, current mail volume by shape was obtained. Current volume was asked because it helps to ground respondents' new product volume estimates and elicit more consistent/realistic estimates overall. Individuals are better able to estimate their behaviors in hypothetical situations when they have first been forced to consider their actual behaviors.

Subsequent questions included the likelihood of using Certified Mail under two new product and pricing scenarios and the number of current First-Class Mail pieces that would have been sent with each of the four Certified Mail/Return Receipt products under the new scenarios. There were four versions of the questionnaire since there were four product/pricing scenarios, each respondent saw two scenarios and there was a rotation of which scenario a respondent saw first. (See Attachment B for questionnaire including list of new product and pricing scenarios and associated versions.)

¹ It is customary to include an awareness question in screening forms for pricing and new product research to provide for possible awareness adjustments of volume estimates derived from the survey.

The mail/fax materials served as a critical aid in expediting the length of the interview and ensuring that the new products and prices were understood. These materials included a cover letter, descriptions of the current and proposed Certified Mail/Return Receipt products, and a worksheet. The top portion of the worksheet was to be filled out prior to the interview with the respondent's current First-Class Mail and Certified Mail/Return Receipt volumes. The bottom portion of the worksheet included the new product prices, which were filled in during the interview (see Attachment C).

B. Questionnaire Pretesting and Programming

Prior to programming, the hard copy documents were pretested to ensure that the questions were unambiguous, that the questionnaire flowed smoothly, that it was not overly burdensome, and that the worksheets were useful and understandable. Pretests were conducted with both household and non-household respondents by National Analysts' project management staff. Respondents who had sent Certified Mail in the past 12 months, or said they were likely to send² Certified Mail in the next 12 months, were recruited and then sent the product descriptions and worksheet. They were subsequently called back to complete the questionnaire. In addition to the administration of the questionnaire, the pretests included a debriefing where the respondent's understanding and ability to answer each question were probed extensively.

After the pretests, revisions were made to the survey documents, and final paper versions with Computer Aided Telephone Interviewing (CATI) programming instructions were produced. The screening forms and questionnaires were then programmed into the CATI system and the program was checked extensively for wording and logic, by both National Analysts' data processing and project management staff.

² Respondents were asked on a scale from "1" to "6" where "1" means "Not At All Likely" and "6" means "Extremely Likely", how likely they would be to use Certified Mail in the next 12 months. Those who answered 3, 4, 5 or 6 were recruited for the survey.

V. DATA COLLECTION PROCEDURES

A. The Interviewing Process

The data were collected in a three-stage process. Respondents were first screened for eligibility and an attempt was made to schedule an interview with those who were eligible. Cooperators were then faxed or mailed the product descriptions and worksheet. Finally, respondents were called back for the main telephone interview. The CATI program randomly assigned respondents to an interview version at the time of the main interview. All screening and interviewing calls were conducted via CATI by experienced WATS interviewers.

B. Field Results

In total, 2,017 interviews were completed overall – 807 among household respondents and 1,210 among non-household respondents. Of these, 25 interviews were voided because of incompleteness or inconsistencies in responses during the cleaning process. Overall, 1,992 interviews were included in the analysis as shown in the table following.

Table 4
Field Results

	Total	Households	Businesses
Completed Screenings	5,313	2,742	2,571
Eligibles	3,273	1,391	1,882
Non-Eligibles	2,040	1,351	689
Completed Interviews	2,017	807	1,210
Usable	1,992	792	1,200
Voided	25	15	10

C. Interviewing Quality Control Procedures

An extensive interviewer training and quality control program was employed to assure that accurate data were collected. Using CATI for the interviewing substantially reduces data collection errors. During CATI interviews, questions are displayed on a computer screen for the interviewer to read and responses are entered through a keyboard. This system automatically performs skip pattern and logic tests on-line based on the instructions that are outlined in the paper questionnaire. Interviewers are signaled when a response is inconsistent, so errors can be corrected before the data are sent to National Analysts.

A data collection team was assigned to the project which included executive and consumer interviewers, and interviewing supervisors, many of whom had been interviewing for sometime and had previously worked on other Postal Service assignments. Interviewer training manuals were developed for use during the training and to serve as reference during data collection. The interviewers' manuals included an overview of the project, general interviewing tips and guidelines, and a question-by-question review of the screener and main questionnaire (see Attachment D).

The interviewing supervisors were briefed, in detail, by the National Analysts' project manager responsible for this project. All interviewers attended a personal training session led by an interviewing supervisor. The training sessions were comprised of a presentation of the study goals, a description of mail-related terms, and a comprehensive review of the screening form and interview which covered every possible answer, skip pattern and consistency check. The training sessions also included role playing with interviewers taking turns as respondents and interviewers. Although the training was comprehensive, it was informal, in that interviewers were free to ask questions and give suggestions at any time during the training process. It was designed to foster maximum learning and to give interviewers sufficient grounding to handle all possible situations.

The screening and interviewing were monitored closely throughout the data collection period. Interviewers were monitored by both data collection and project management staff, and feedback was provided on an ongoing basis. All in all, more than 20% of each interviewer's work was monitored.

Each day the results of all screening and interviewing were downloaded. Progress reports were prepared daily to ensure that the sample was being worked, according to the research protocol, and that we were on target for reaching the study quotas. The reports included the number of eligible and ineligible respondents, non-contacts, and completed interviews by sample stratum (see Attachment E).

VI. DATA PREPARATION PROCEDURES

A. Cleaning Programs and Consistency Checks

Once collected, the data were subjected to a rigorous set of electronic and manual checks. Each day's data were downloaded from the interviewing facility to our headquarters' office. These were run through an electronic cleaning program (see Attachment F) which verified that the skip patterns and consistency checks built into the CATI program were working appropriately and that the Result of Call codes (ROCs) that had been assigned to each respondent matched the results of their screening questions so that only eligible respondents had been recruited for the main interviews. These basic cleaning checks provided assurance that the CATI program was working correctly, the data layout provided from the interviewing facility was accurate, and that no corruption of the data occurred during the downloading process.

Based on field monitoring and an initial analysis of the data, some special cleans were added to the cleaning program. These cleans included an identification of respondents that said they would send more pieces at a higher price and respondents that said they

would send an unusually large percentage of their First-Class Mail via Certified Mail.³ Interviews that failed these special cleans were flagged for further investigation.

B. Outlier Checking and Callbacks

The next step in preparing the data was a check of unweighted outliers. Separate frequency distributions were produced for every quantitative variable in the questionnaire for both households and non-households. These distributions were analyzed and an outlier volume was designated for each variable. In most cases, the outlier volume was 3 standard deviations from the mean (in some instances, it was less). All respondents whose volumes exceeded the outlier volume were flagged for further inspection.

At this point, the database included flags for both unweighted outliers and the special cleans. The complete set of interviewing data along with a list of problems was then printed for every respondent with one or more flags. These data were then examined manually on a respondent-by-respondent basis by looking at the printout of all responses. In some cases, it was determined that the responses were valid (e.g., the respondent said he/she would send a high percentage of their First-Class Mail with Certified Mail, and their business is a law firm that is currently sending the same percentage Certified Mail now). In other cases, it was determined that a callback was necessary. Callbacks were made by National Analysts' field and project management staff. During the callback, the staff member verified that interviewers had conducted the initial interview appropriately, and solicited comments on the interviewers, in addition to resolving the outlier and cleaning issues. Calls resulted in either data changes or confirmations with possible weight adjustments. The callbacks yielded a total of 308 household questionnaires and 446 non-household questionnaires with data changes. In

³ For all non-households and households that send less than 100 pieces of First-Class Mail in a year the program identified respondents whose Certified Mail percentage was 75% or more of total First-Class Mail. For households that send 100 pieces or more of First-Class Mail in a year the percentage was set at 40% or more of total First-Class Mail.

addition, 15 household and 10 non-household interviews were voided, either because they could not be reached, or because corrections could not be determined.

C. Weighting the Survey Data

Final analysis weights were assigned to the completed interviews corresponding to the number of households and business locations in the target population that each respondent represents. Three basic steps were followed for the creation of final analysis weights for this survey.

1. Responses to the survey screener were used to estimate the population of eligible households and business locations within the overall universes of households and businesses, respectively.
2. A set of base analytic weights was then constructed that weighted the survey responses up to the population of eligibles. Since respondents responded to different price points depending upon which version of the questionnaire they saw, two sets of base analytic weights were constructed, one for respondents who were exposed to versions 1 or 2, and another for respondents who were exposed to versions 3 or 4.
3. The base analytic weights were “calibrated” (or “raked”) to known control totals for annual volumes of Certified Mail, and an estimate of the total annual First-Class Mail volume for the target population.

Each of these steps is described more fully in the following paragraphs.

Step 1: Estimate Eligible Population

To be eligible for the survey, respondents had to either be a current or likely future user of certified mail. Eligibility rates were calculated for each sampling stratum using screener respondents with identified eligibility (either eligible or ineligible) as the base. The estimated population of eligibles is included in the following tables for business locations and households, respectively. For households, eligibility rates from the screener and the estimated proportion of households in each stratum were used to estimate the overall number of eligibles relative to a base of 104,344,445 households. Estimated household counts within exchange strata were provided by SSI.

Table 5
Estimated Universe of Eligible Households by Sampling Strata

Stratum⁴	Population	Eligibility Rate	Estimated Number of Eligibles
<\$40,000	52,172,222	50.27%	26,226,455
\$40,000-\$54,999	27,129,556	48.99%	13,291,855
≥\$55,000	25,042,667	53.36%	13,362,266
Total	104,344,445	50.68%	52,880,576

⁴ Average income per exchange in stratum.

Table 6
Estimated Universe of Eligible Business Locations by Sampling Strata

Stratum	Population	Eligibility Rate	Estimated Number of Eligibles
High Density, 1-9 Employees	1,424,350	74.41%	1,059,873
High Density, 10-99 Employees	271,906	78.88%	214,485
High Density, 100+ Employees	29,723	89.84%	26,704
Medium Density, 1-9 Employees	1,015,192	70.10%	711,680
Medium Density, 10-99 Employees	181,978	75.86%	138,052
Medium Density, 100+ Employees	31,465	92.44%	29,088
Low Density, 1-9 Employees	6,506,742	40.73%	2,650,261
Low Density, 10-99 Employees	1,402,768	66.54%	933,374
Low Density, 100+ Employees	137,374	84.04%	115,446
USPS Certainty Selections	417	93.65%	391
Total	11,001,915	53.44%	5,879,354

Step 2: Calculation of Base Analytic Weights

Two sets of base weights were constructed for both the household and business samples, corresponding to respondents who were exposed to scenarios 1 or 2 together, and respondents who were exposed to scenarios 3 or 4 together. For each set of weights, base weights within sampling strata were defined as e_i / n_i where e_i is the number of eligibles and n_i respondents in each stratum respectively. Tables displaying the base weights for each subsample for households and businesses follow.

Table 7
Base Analytic Weights for Households
by Sampling Strata & Scenarios

Stratum	Estimated Number of Eligibles	Completed Interviews (1 & 2)	Completed Interviews (3 & 4)	Base Weights (1 & 2)	Base Weights (3 & 4)
<\$40,000	26,226,455	117	138	224,157.73	190,046.77
\$40,000-\$54,999	13,291,855	147	138	90,420.78	96,317.79
≥\$55,000	13,362,266	134	118	99,718.40	113,239.54
Total	52,880,576	398	394		

Table 8
Base Analytic Weights for Businesses
by Sampling Strata & Scenarios

Stratum	Estimated Number of Eligibles	Completed Interviews (1 & 2)	Completed Interviews (3 & 4)	Base Weights (1 & 2)	Base Weights (3 & 4)
High Density, 1-9	1,059,873	76	76	13,945.70	13,945.70
High Density, 10-99	214,485	84	81	2,553.39	2,647.96
High Density, 100+	26,704	76	70	351.37	381.49
Medium Density, 1-9	711,680	59	67	12,062.37	10,622.09
Medium Density, 10-99	138,052	66	76	2,091.70	1,816.47
Medium Density, 100+	29,088	59	73	493.02	398.47
Low Density, 1-9	2,650,261	54	41	49,078.91	64,640.51
Low Density, 10-99	933,374	57	45	16,374.98	20,741.64
Low Density, 100+	115,446	49	45	2,356.04	2,565.47
USPS Certainty	391	18	28	21.72	13.96
Total	5,879,354	598	602		

Step 3: Calibrate or Rake to Known Control Totals

Each set of base weights was then “calibrated” or “raked” so that weighted estimates of volume for each type of Certified Mail matched known control totals provided by the Postal Service. In general, raking provides a correction for non-sampling sources of error such as bias due to non-response and/or overstatement of self-reported mail volumes. For this study, the raking process was applied to each subsample, to ensure that the weighted estimates for each separate subsample matched the volume control totals in addition to the appropriate estimated number of eligibles in each stratum. Separate targets were provided by the Postal Service for the following FY2000 mail volumes.

Table 9
FY2000 Certified Mail Volume Targets

Type of Mail	FY2000 Mail Volumes
Total Certified Mail	257,170,264
Total Certified Mail with Green Card Return Receipt	213,383,759
Total Certified Mail Return Receipt After Mailing	82,743

Given the variation in weight sizes and respondent volumes across business and household samples, it was not possible to include both household and business respondents together in a “pooled” dataset for calibration purposes. Rather, an estimate of the proportion of Certified Mail volume attributable to households and business locations, respectively, was obtained from the base weights and then used to obtain a business-specific and household-specific target volume for each Certified Mail category.

For each set of weights, an initial calibration run was employed to match the Certified Mail volumes and an estimate of the total First-Class Mail volume (and the household/business split) was then obtained using these weights. For the final calibration run, the version-specific weight sets were calibrated to these estimated First-Class Mail volume totals as well, to ensure consistency across datasets. Of course, since the target population for the survey did not include all First-Class Mail users, the estimated total of First-Class Mail volume for the survey respondents was less than the total overall First-Class Mail volume across all households and businesses.

Table 10
Estimated First-Class Mail Volume by Subsample

Estimated First-Class Mail Volume	
Total	
(1 & 2)	33,228,290,936
(3 & 4)	33,228,291,848
Households	
(1 & 2)	5,888,498,437
(3 & 4)	5,888,498,495
Businesses	
(1 & 2)	27,339,792,499
(3 & 4)	27,339,793,353

VII. SURVEY RESULTS

A. Adjustments

In the questionnaire, it was necessary to present respondents with a description of the Certified Mail/Return Receipt products before asking them if they would use them. However, in reality, not everyone will be aware of these products. In fact, there will be people who would be inclined to use them, but will be unaware of their existence. Furthermore, respondents in survey research are known to overstate their intentions, because it is difficult to gauge exactly what behavior will be undertaken until a product/service is actually marketed.

In order to calibrate the estimates, we asked respondents their likelihood of using Certified Mail/Return Receipt on a scale from 0 to 100%. Based upon instructions from the Postal Service, we applied different adjustments, depending upon whether the respondent was a current Certified Mail user or not.

- Current Certified Mail users were included in the estimates if they said they were 50% or more likely to use the Certified Mail product at the price point tested.
- Non-users of Certified Mail were included if they said they were 75% or more likely to use the Certified Mail product at the price point tested.
- To calculate the actual *volume* that would be sent, we multiplied each respondent's stated volume by their likelihood of use percentage.

B. Adjusted User and Volume Estimates

The following tables illustrate the final weighted and adjusted user and volume estimates for each price and product configuration tested.

Table 11
Scenario 1: Estimated Users & Volume

Price Points	Users	Volume
Any New Certified	19,178,921	388,835,523
New Certified Mail Only (Base Price): \$2.25	13,159,575	138,771,046
Return Receipt (Green Card): \$1.50	12,229,158	125,488,469
New Return Receipt After Mailing: \$3.50	4,608,757	27,230,878
New Automatic Return Receipt: \$1.00	10,020,621	97,345,130

Table 12
Scenario 2: Estimated Users & Volume

Price Points	Users	Volume
Any New Certified	10,925,839	200,471,424
New Certified Mail Only (Base Price): \$3.00	7,781,138	66,654,391
Return Receipt (Green Card): \$1.50	9,139,097	85,071,758
New Return Receipt After Mailing: \$3.50	2,218,991	7,966,787
New Automatic Return Receipt: \$1.50	4,832,911	40,778,488

Table 13
Scenario 3: Estimated Users & Volume

Price Points	Users	Volume
Any New Certified	19,746,742	382,928,617
New Certified Mail Only (Base Price): \$2.25	14,565,100	134,055,624
Return Receipt (Green Card): \$1.50	11,886,604	127,431,696
New Return Receipt After Mailing: \$3.50	4,224,295	21,296,178
New Automatic Return Receipt: \$1.50	11,746,539	100,145,119

Table 14
Scenario 4: Estimated Users & Volume

Price Points	Users	Volume
Any New Certified	14,810,402	211,632,353
New Certified Mail Only (Base Price): \$3.00	9,795,425	65,144,597
Return Receipt (Green Card): \$1.50	6,622,399	66,799,867
New Return Receipt After Mailing: \$3.50	1,703,106	11,909,376
New Automatic Return Receipt: \$1.00	10,219,864	67,778,513

In Attachment G, the estimated new Certified Mail volumes by price points for households and non-households are delineated. Similarly, the percentage of volume that is estimated to be parcels and non-parcels is presented.

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.

Variance calculations for this survey are further complicated, because the base analytic weights have been raked to ensure that estimated volumes in each subsample match known control totals. For this survey, stratum sizes were included as raking targets to ensure that the raking procedure did not produce weights that deviated substantially from the distribution of base analytic weights across strata. As a result, it is possible to view the final analysis weights as arising from a stratified sample with unequal final weights (rather than equal base weights) within strata. Relative to the variance estimates that would arise if the raking procedure was completely reflected in the calculations, the estimates presented here will be slightly conservative (i.e. slightly too large), in the sense that they ignore the fact that weighted volume sums for each control total are known. Standard error estimates and upper and lower limits on 95% confidence intervals for total users and associated volume under each of the four scenarios are contained in the tables that follow.

Table 15
Scenario 1: Standard Errors for Users

Price Points	Users	Standard Error	Lower Limit 95% C.I	Upper Limit 95% C.I.
Any New Certified	19,178,921	2,511,031	14,257,300	24,100,542
New Certified Mail Only (Base Price): \$2.25	13,159,575	2,172,247	8,901,971	17,417,179
Return Receipt (Green Card): \$1.50	12,229,158	2,013,747	8,282,214	16,176,102
New Return Receipt After Mailing: \$3.50	4,608,757	1,067,449	2,516,557	6,700,957
New Automatic Return Receipt: \$1.00	10,020,621	1,505,899	7,069,059	12,972,183

Table 16
Scenario 1: Standard Errors for Volume

Price Points	Volume	Standard Error	Lower Limit 95% C.I	Upper Limit 95% C.I.
Any New Certified	388,835,613	54,177,798	282,647,129	495,024,097
New Certified Mail Only (Base Price): \$2.25	138,771,069	29,649,137	80,658,760	196,883,378
Return Receipt (Green Card): \$1.50	125,488,511	17,553,175	91,084,288	159,892,734
New Return Receipt After Mailing: \$3.50	27,230,881	7,890,498	11,765,505	42,696,257
New Automatic Return Receipt: \$1.00	97,345,152	16,516,006	64,973,780	129,716,524

Table 17
Scenario 2: Standard Errors for Users

Price Points	Users	Standard Error	Lower Limit 95% C.I	Upper Limit 95% C.I.
Any New Certified	10,925,840	1,963,244	7,077,882	14,773,798
New Certified Mail Only (Base Price): \$3.00	7,781,138	1,842,597	4,169,648	11,392,628
Return Receipt (Green Card): \$1.50	9,139,097	1,898,260	5,418,507	12,859,687
New Return Receipt After Mailing: \$3.50	2,218,991	744,350	760,065	3,677,917
New Automatic Return Receipt: \$1.50	4,832,911	1,063,158	2,749,121	6,916,701

Table 18
Scenario 2: Standard Errors for Volume

Price Points	Volume	Standard Error	Lower Limit 95% C.I	Upper Limit 95% C.I.
Any New Certified	200,471,425	35,181,684	131,515,324	269,427,526
New Certified Mail Only (Base Price): \$3.00	66,654,391	17,829,195	31,709,169	101,599,613
Return Receipt (Green Card): \$1.50	85,071,750	15,044,946	55,583,656	114,559,844
New Return Receipt After Mailing: \$3.50	7,966,788	2,087,403	3,875,478	12,058,098
New Automatic Return Receipt: \$1.50	40,778,495	11,980,237	17,297,230	64,259,760

Table 19
Scenario 3: Standard Errors for Users

Price Points	Users	Standard Error	Lower Limit 95% C.I	Upper Limit 95% C.I.
Any New Certified	19,746,742	2,350,194	15,140,362	24,353,122
New Certified Mail Only (Base Price): \$2.25	14,565,100	2,118,888	10,412,080	18,718,120
Return Receipt (Green Card): \$1.50	11,886,604	1,770,035	8,417,335	15,355,873
New Return Receipt After Mailing: \$3.50	4,224,295	1,198,724	1,874,796	6,573,794
New Automatic Return Receipt: \$1.50	11,746,539	1,844,457	8,131,403	15,361,675

Table 20
Scenario 3: Standard Errors for Volume

Price Points	Volume	Standard Error	Lower Limit 95% C.I	Upper Limit 95% C.I.
Any New Certified	382,928,864	57,900,566	269,443,755	496,413,973
New Certified Mail Only (Base Price): \$2.25	134,055,735	26,443,206	82,227,051	185,884,419
Return Receipt (Green Card): \$1.50	127,431,789	16,524,468	95,043,832	159,819,746
New Return Receipt After Mailing: \$3.50	21,296,175	6,481,704	8,592,035	34,000,315
New Automatic Return Receipt: \$1.50	100,145,164	17,147,332	66,536,393	133,753,935

Table 21
Scenario 4: Standard Errors for Users

Price Points	Users	Standard Error	Lower Limit 95% C.I	Upper Limit 95% C.I.
Any New Certified	14,810,402	2,083,358	10,727,020	18,893,784
New Certified Mail Only (Base Price): \$2.25	9,795,425	1,852,088	6,165,333	13,425,517
Return Receipt (Green Card): \$1.50	6,622,399	1,244,607	4,182,969	9,061,829
New Return Receipt After Mailing: \$3.50	1,703,106	621,946	484,092	2,922,120
New Automatic Return Receipt: \$1.00	10,219,864	1,788,148	6,715,094	13,724,634

Table 22
Scenario 4: Standard Errors for Volume

Price Points	Volume	Standard Error	Lower Limit 95% C.I	Upper Limit 95% C.I.
Any New Certified	211,632,502	29,818,278	153,188,677	270,076,327
New Certified Mail Only (Base Price): \$2.25	65,144,702	13,914,339	37,872,598	92,416,806
Return Receipt (Green Card): \$1.50	66,799,885	8,888,873	49,377,694	84,222,076
New Return Receipt After Mailing: \$3.50	11,909,376	3,388,956	5,267,022	18,551,730
New Automatic Return Receipt: \$1.00	67,778,538	11,217,003	45,793,212	89,763,864

Attachments

- A. Household & Non-Household Screening Forms**
- B. Household & Non-Household Questionnaires**
- C. Household & Non-Household Cover Letters
with Worksheet & Product Descriptions**
- D. Household & Non-Household Interviewers'
Manuals**
- E. Household & Non-Household Final Result of
Call Reports**
- F. Cleaning Program**
- G. Household & Non-Household Tables**

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: _____

Household ID#: _____

Telephone #: _____

Interviewer Name: _____ Int. ID#: _____

INTRODUCTION: Hello, this is _____, representing National Analysts, a research firm in Philadelphia. We are conducting a research study concerning mailing practices and reactions to new mailing services from the U.S. Postal Service. The actual interview will be conducted later, but we would like to ask you a few questions to see **who** in your household should be interviewed. This will take just a few minutes.

IF NECESSARY: Your household has been selected to participate as part of a nationally representative sample. Your answers will remain confidential. This is not a sales or marketing call.

S.1. First of all, I would like to confirm that I have reached (**TELEPHONE NUMBER FROM SAMPLE FILE**). Is that correct?

CONTINUE	YES	1
TERMINATE	No	2
	REFUSED	9

S.2A. Is the mail sent from your home related to...

TERMINATE	BUSINESS MATTERS ONLY, SUCH AS THOSE MATTERS RELATED TO YOUR EMPLOYMENT OR TO A BUSINESS THAT YOU OWN;	1
CONTINUE	Household matters only; or	2
	Both business and household matters?	3
TERMINATE	REFUSED	9

IF CODE 3 SAY: "For all questions please think *only* about the mail your household sends out for household-related matters such as cards, bills being paid, personal letters, packages, etc."

S.2B. Do you or does anyone in your family work for an organization whose primary business is to provide mail or parcel delivery services, such as the U.S. Postal Service, FedEx or UPS?

THANK & TERMINATE	YES	1
CONTINUE	NO	2
TERMINATE	DK	8
	REFUSED	9

S.3A. Are you the person in your household who is most responsible for decisions regarding the selection and use of mail services such as First-Class Mail?

SKIP TO Q.S4	YES	1
TERMINATE	DON'T SEND ANY MAIL	2
	NO	3
CONTINUE	DK	8
	REFUSED	9

S.3B. Who in your household is most responsible for decisions regarding the selection and use of mail services?

ASK FOR THAT PERSON REPEAT INTRODUCTION AND Q.S3A	NAME (RECORD)	1

TERMINATE	DK	8
	REFUSED	9

S.4a. To the best of your recollection, what extra items or service features can be bought when sending a piece of First-Class Mail, which costs 34 cents for the first ounce? By bought, we mean purchased and added to the piece of First-Class Mail.

CERTIFIED MAIL	1
Certificate of Mailing	2
Insurance	3
Registered Mail	4
Return Receipt (green card)	5
Special Handling	6
Special Delivery	7
Other (Specify)	0

DK	8
REFUSED	9

S.4b. To the best of your recollection, which of the following products or services can be bought when sending a piece of First-Class Mail? **(READ LIST PAUSING AFTER EACH)**

CERTIFIED MAIL	1
Certificate of Mailing	2
Insurance	3
Registered Mail	4
Return Receipt (green card)	5
Special Handling	6
DK	8
REFUSED	9

- S.5. Certified mail provides the sender with a mailing receipt at the time that the mail is deposited for delivery so that the Postal Service has a record of delivery for a fee that is now \$1.90. It can only be applied to mail that is sent as First-Class Mail or Priority Mail. During the past 12 months, did your household send out for domestic delivery ***certified mail on any of its First-Class Mail pieces?***

CONTINUE	YES	1
	NO	2
SKIP TO Q.S8	DK	8
	REFUSED	9

- S.6. Considering the ***certified First-Class Mail*** pieces that your household sent out in the past 12 months, did you purchase a return receipt (green card) for any of them at the time the mail was deposited with the Postal Service for a fee that is now \$1.50?

YES	1
NO	2
DK	8
REFUSED	9

- S.7. Considering the ***certified First-Class Mail*** pieces that your household sent out in the past 12 months, did you purchase a return receipt for any of them by **returning to the post office after the mail had been sent** to purchase it for a fee that is now \$3.50. Prior to January 2001, the price for this return receipt was \$7.00?

YES	1
NO	2
DK	8
REFUSED	9

CERTIFIED MAIL USERS (Q.S5 = 1) ELIGIBLE FOR SURVEY -- SKIP TO Q.S9
--

S.8. Now think only about the First-Class Mail that your household is likely to send out in the next 12 months. On a scale from 1 to 6, where 1 means "not at all likely" and 6 means "extremely likely" how likely, if at all, would you be to use Certified Mail for any of these pieces if you could easily verify the delivery date and time electronically by calling a toll-free number, logging on to the Internet, or by receiving an e-mail from the Postal Service, and still get a return receipt with a signature?

Not Likely	At	All			Extremely Likely
1	2	3	4	5	6

**IF POTENTIAL CERTIFIED MAIL USER: Q.S.5 = 2, 8, 9 AND
Q.S.8 = 3, 4, 5, OR 6 ELIBIGLE FOR SURVEY -- CONTINUE
ALL OTHERS (NOT CURRENT OR POTENTIAL
CERTIFIED MAIL USER) TERMINATE**

S.9. As I mentioned earlier, the purpose of our study is to learn about your use of services like certified mail and to get your reactions to new mailing services from the Postal Service. This is an important study that will help the Postal Service plan for the future. We will schedule a time to call you back and the interview will take about 15 minutes. After the interview is completed you will receive a \$10 honorarium for your participation.

CONTINUE	YES	1
REFUSED INTERVIEW	NO	2

S.10. Prior to the interview, I will send you some materials regarding the study. Reviewing the materials and gathering the few pieces of information required will help to reduce the length of the interview considerably. Do you have a fax machine at home?

YES	1
NO	2

(IF RESPONDENT HAS A FAX SAY) What is your fax number so that I can send you these materials?

Fax Number: (____)_____

IF RESPONDENT DOES NOT HAVE A FAX, SAY: "We will send you the materials via Priority Mail."

RECORD:	FAX	1	MAIL	2
----------------	-----	---	------	---

S.11. When would be a convenient time to conduct the interview? **(IF CODE 2 IN Q.S.10, MAKE SURE TO LEAVE SUFFICIENT TIME FOR RECEIPT OF PRIORITY MAIL PACKAGE.)**

Interview Date: _____ Time: _____

GET RESPONDENT'S NAME AND CONFIRM ADDRESS
--

Name: _____

City: _____ State: _____ ZipCode: _____

Phone Number: _____

Thank respondent for participating in the research and be sure to confirm interview date and time before completing this call.

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	AM	1
BEGAN:			
_____		PM	2

Time Screening Ended:		AM	1
_____		PM	2

Date: _____

Location ID#: _____ Telephone #: _____

Establishment Name: _____

Interviewer Name: _____ Int. ID#: _____

ASK FOR THE PERSON MOST RESPONSIBLE FOR MAKING DECISIONS ABOUT THE OUTGOING MAIL FOR THIS LOCATION. WHEN CONNECTED, SAY:

INTRODUCTION: Hello, this is _____, representing National Analysts, a research firm in Philadelphia. We are conducting a research study concerning mailing practices and reactions to new mailing services from the U.S. Postal Service. The actual interview will be conducted later, but we would like to ask you a few questions to see *who* in your organization should be interviewed. This will take just a few minutes.

IF NECESSARY: Your organization has been selected to participate as part of a nationally representative sample. Your answers will remain confidential. This is not a sales or marketing call.

S.1A. First of all, I would like to confirm that I have reached (**ORGANIZATION FROM SAMPLE FILE**) that does business at (**ADDRESS FROM SAMPLE FILE**). Is that correct?

SKIP TO Q.S.2A	YES, OR MINOR CHANGE	1
ASK Q.S.1B	Same organization, different address	2
SKIP TO Q.S1C	Different organization, same address	3
TERMINATE	Different organization name & address	4
	REFUSED	9

S.1B. Did (**ORGANIZATION FROM SAMPLE FILE**) ever do business at (**ADDRESS FROM SAMPLE FILE**)?

SKIP TO Q.S2A	YES	1
	NO	2
TERMINATE	DK	8
	REFUSED	9

S.1C. Was this business ever called (**ORGANIZATION NAME FROM SAMPLE FILE**)?

CONTINUE	YES	1
	NO	2
TERMINATE	DK	8
	REFUSED	9

S.2A. Now I'd like to ask you about the type of business that is performed at this location. Is the primary function of this location to provide mail and/or parcel delivery services to paying customers?

ASK Q.S.2B	YES	1
SKIP TO Q.S.3	NO	2
ASK Q.S.2B	DK	8
	REFUSED	9

S.2B. Does your organization define itself as a messenger service, courier service, and/or mail delivery service?

THANK & TERMINATE	YES	1
CONTINUE	NO	2
TERMINATE	DK	8
	REFUSED	9

S.2C. Is the **primary** function of this location to prepare or process mail for **other** organizations?

THANK & TERMINATE	YES	1
CONTINUE	NO	2
PROBE AND TERMINATE	DK	8
	REFUSED	9

S.3. Does your organization have more than one location where it conducts business in the United States?

YES	1
NO	2
DK	8
REFUSED	9

S.4A. Are you the person in (IF Q. S3 = 1, 8, 9 THEN SAY this location of) your organization who is most responsible for decisions regarding the selection and use of mail services such as First-Class Mail and Priority Mail?

SKIP TO Q.S5	YES	1
TERMINATE	DON'T SEND ANY MAIL	2
	NO	3
CONTINUE	DK	8
	REFUSED	9

S.4C. Is there anyone in (IF Q. S3 = 1, 8, 9 THEN SAY this location of) your organization who is responsible for decisions regarding the selection and use of these mail services?

CONTINUE	YES	1
	NO	2
TERMINATE	DK	8
	REFUSED	9

S.4D. May I have the name, title, and telephone number of this person?

RECORD BELOW	YES	1
	NO	2
TERMINATE	DK	8
	REFUSED	9

**ENTER REFERRAL INFORMATION BELOW. TERMINATE THIS CALL.
CONTACT REFERRAL AND REPEAT INTRODUCTION, Q.S.4A, ETC.**

Respondent Name: _____ Title: _____

Telephone #: _____

S.5a. To the best of your recollection, what extra items or service features can be bought when sending a piece of First-Class Mail, which costs 34 cents for the first ounce? By bought, we mean purchased and added to the piece of First-Class Mail.

CERTIFIED MAIL	1
Certificate of Mailing	2
Insurance	3
Registered Mail	4
Return Receipt (green card)	5
Special Handling	6
Special Delivery	7
Other (Specify)	0

DK	8
REFUSED	9

- S.5b. To the best of your recollection, which of the following products or services can be bought when sending a piece of First-Class Mail? **(READ LIST PAUSING AFTER EACH)**

CERTIFIED MAIL	1
Certificate of Mailing	2
Insurance	3
Registered Mail	4
Return Receipt (green card)	5
Special Handling	6
DK	8
REFUSED	9

- S.6. Certified mail provides the sender with a mailing receipt at the time that the mail is deposited for delivery and the Postal Service has a record of delivery for a fee that is now \$1.90. It can only be applied to mail that is sent as First-Class Mail or Priority Mail. During the past 12 months, did **(IF Q. S3 = 1, 8, 9 THEN SAY** this location of) your organization send out for domestic delivery ***certified mail on any of its First-Class Mail pieces?***

CONTINUE	YES	1
	NO	2
SKIP TO Q.S9	DK	8
	REFUSED	9

- S.7. Considering the ***certified First-Class Mail*** pieces that your organization sent out in the past 12 months, did **(IF Q. S3 = 1, 8, 9 THEN SAY** this location of) your organization purchase a return receipt (green card) for any of them at the time the mail was deposited with the Postal Service for a fee that is now \$1.50?

YES	1
NO	2
DK	8
REFUSED	9

S.8. Considering the ***certified First-Class Mail*** pieces that your organization sent out in the past 12 months, did (**IF Q. S3 = 1, 8, 9 THEN SAY** this location of) your organization purchase a return receipt for any of them by **returning to the post office after the mail had been sent** to purchase it for a fee that is now \$3.50? Prior to January 2001, the price for this return receipt was \$7.00.

YES	1
NO	2
DK	8
REFUSED	9

CERTIFIED MAIL USERS (Q.S.6 = 1) ELIGIBLE FOR SURVEY -- SKIP TO Q.S10

S.9. Now think only about the First-Class Mail that your organization is likely to send out in the next 12 months. On a scale from 1 to 6, where 1 means "not at all likely" and 6 means "extremely likely" how likely, if at all, would (**IF Q. S3 = 1, 8, 9 THEN SAY** this location of) your organization be to use Certified Mail for any of these pieces if you could easily verify the delivery date and time electronically by calling a toll-free number, logging on to the Internet, or by receiving an e-mail from the Postal Service, and still get a return receipt with a signature?

Not Likely	At	All				Extremely Likely
1	2	3	4	5	6	

**IF POTENTIAL CERTIFIED MAIL USER: Q.S.6 = 2, 8, 9 AND Q.S.9 = 3, 4, 5, OR 6 ELIGIBLE FOR SURVEY -- CONTINUE
ALL OTHERS (NOT CURRENT OR POTENTIAL CERTIFIED MAIL USER) TERMINATE**

S.10. As I mentioned earlier, the purpose of our study is to learn about your use of services like certified mail and to get your reactions to new mailing services from the Postal Service. This is an important study that will help the Postal Service plan for the future. We will schedule a time to call you back and the interview will take about 15 minutes. After the interview is completed you will receive a \$25 honorarium for your participation.

CONTINUE	YES	1
REFUSED INTERVIEW	NO	2

S.11. Prior to the interview, I will fax you some materials regarding the study. Reviewing the materials and gathering the few pieces of information required will help to reduce the length of the interview considerably. What is your fax number so that I can send you these materials?

Fax Number: (____)_____

IF RESPONDENT DOES NOT HAVE A FAX, SAY: "We will send you the materials via Priority Mail."

RECORD:	FAX	1	MAIL	2
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S.12. When would be a convenient time to conduct the interview? **(IF CODE 2 IN Q.S.11, MAKE SURE TO LEAVE SUFFICIENT TIME FOR RECEIPT OF PRIORITY MAIL PACKAGE.)**

Interview Date: _____ Time: _____

GET RESPONDENT'S NAME, TITLE, AND CONFIRM ADDRESS AND TELEPHONE NUMBER

Name: _____ Title: _____

Company _____ Name: _____

Address: _____

City: _____ State: _____ ZipCode: _____

Phone Number: _____

Thank respondent for participating in the research and be sure to confirm interview date and time before completing this call.

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	AM	1
BEGAN:		PM	2

Time Screening Ended:		AM	1
_____		PM	2

Date: _____

Location ID#: _____ Telephone #: _____

Establishment Name: _____

Interviewer Name: _____ Int. ID#: _____

I. INTRODUCTION

Hello, this is _____ representing National Analysts. I'm calling to conduct our interview on your use of and reactions to some special services to be offered by the Postal Service. I want to confirm that I have reached **(RESPONDENT NAME)** at **(ORGANIZATION NAME)** and you are the person that we talked with on **(DATE ON SCREENER)** about your use of certified mail services. **(IF YES, CONTINUE; IF NO, ASK TO SPEAK TO APPROPRIATE PERSON.)**

(READ IF NECESSARY) We are conducting a research study concerning mailing practices and reactions to new special mailing services from the Postal Service. Your household has been asked to participate as part of a nationally representative sample. As mentioned earlier, all of the information you provide will remain confidential. Neither you nor your organization will be identified or associated with any of your responses.

Did you receive the materials that were (faxed/sent) to you?

IF YES, ASK THE RESPONDENT TO HAVE THE MATERIALS IN FRONT OF HIM/HER FOR THIS INTERVIEW. IF NO, OR THE MATERIALS HAVE BEEN LOST OR MISPLACED, RESCHEDULE INTERVIEW AND FAX/SEND OUT MATERIALS AGAIN.

II. CURRENT MAIL VOLUMES

- Please take a moment to re-read the instructions at the top of the interview worksheet and the **current** product descriptions for *certified mail*, *return receipt*, and the *return receipt after mailing*. Referring to your worksheet, about how many **domestic** pieces of **(READ TYPE OF MAIL FROM TABLE BELOW)** does your household send in a year? **(REPEAT FOR EACH MAIL TYPE IN TABLE BELOW.)**

	Mail Type	Annual Pieces
A.	<i>Total First-Class Mail (weighing up to 13 oz. -- 34¢ for 1st oz.)</i>	
A1.	-- First-Class with certified (no return receipt)	
A2.	-- First-Class with certified and return receipt (green card)	
A3.	-- First-Class with certified and return receipt after mailing	
A4.	-- FIRST-CLASS WITHOUT CERTIFIED	

SUM OF A1 THROUGH A4 MUST = A
Q.1 MUST BE > 0
IF DK OR REF GIVEN FOR FIRST-CLASS MAIL TOTAL (A), THEN TERMINATE

- (SUM NUMBER OF CURRENT CERTIFIED FIRST-CLASS MAIL PIECES -- SHADED LINES -- AND SAY:)** That comes to a total of **(SUM OF SHADED LINES A)** pieces of certified First-Class Mail in a year. Before we go further, let me be certain that you have not double counted any pieces of First-Class certified mail. **(IF RESPONDENT WANTS TO CHANGE RESPONSES GO BACK TO TABLE ABOVE AND MAKE ADJUSTMENTS ACCORDINGLY. BE SURE THAT THE SUM OF A1-A4 EQUALS THE TOTAL FOR FIRST-CLASS MAIL.)**

IF SUM OF SHADED LINES = 0 -- NO CERTIFIED MAIL -- SKIP TO SECTION III - INTRODUCTION BEFORE Q. 4;
 OTHERWISE CONTINUE

- (ASK IF SUM OF SHADED LINES A > 0)** Of the **(SUM OF SHADED LINES A)** certified First-Class Mail pieces that your household sends in a year, how many are **(READ EACH TYPE OF PIECE BELOW)?**

Type of Piece	Current Certified First-Class Mail Pieces
Cards & Letters (# 9 or 10 envelopes)?	
Flats (oversized envelopes)?	
Parcels?	

TOTAL FOR Q.3 MUST = SUM OF SHADED LINES -- A1-A3 -- IN Q.1; IF NOT ASK RESPONDENT TO REALLOCATE NUMBER OF CERTIFIED MAIL PIECES IN Q. 3

III. REACTIONS TO OPTION A SCENARIO

As indicated in the product descriptions that were (faxed/mailed) to you, the Postal Service is considering offering enhancements to the basic certified mail service. Please read the new certified mail product, new automatic return receipt and new return receipt after mailing products described in your materials now. **(BELOW IS THE INFORMATION THAT RESPONDENTS ARE TO READ.)**

New Certified Mail Product

- The current certified mail product provides customers with proof of mailing, and the Postal Service with a record of delivery and a signature. For customers, to obtain information about delivery today, they need to purchase a return receipt (green card) in addition to certified mail, for a total price of \$3.40. Today, customers can also wait and purchase a return receipt after mailing, if needed, for a total price of \$5.40.
- With this new version of certified mail, customers who purchase *only* certified mail will be able to call a toll-free number or go onto the Internet and obtain the date and time of delivery for each piece of **certified** First-Class Mail or Priority Mail by entering the barcode number from the certified sticker.
- For customers to obtain a *signature*, the return receipt (green card) can still be purchased for \$1.50. The return receipt can also still be purchased after mailing.
- The price for this new version of certified mail will be discussed in the interview.

New Return Receipt Product -- Automatic Electronic Return Receipt

- The Postal Service is considering another type of return receipt. This one would be an automatic electronic option that would be available to customers at the same time that they purchase certified mail.
- By providing an e-mail address at the time that certified mail is purchased, customers will be sent via e-mail the date and time of delivery and a *copy of the recipient's signature* for their **certified** First-Class Mail and Priority Mail pieces automatically. They will not have to log onto the website or call the toll-free number for this information. (E-mail addresses will be kept private.)
- The regular return receipt card now available (i.e., the green card) will still be available for a price of \$1.50 for those customers who wish to receive the return card with the date and time of delivery and signature of the recipient.
- The price for this new automatic electronic return receipt will be discussed during the interview.

New Return Receipt After Mailing Product

- This new product would enable customers to obtain a "return receipt after mailing" on any certified First-Class Mail or Priority Mail piece by *logging onto the USPS.com website* and purchasing a "return receipt after mailing" by using a credit/debit card.
- The website will prompt customers to enter the barcode number from the certified mail sticker for which they wish to obtain the return receipt. Then, customers will be instructed to enter their credit/debit card information. Once the purchase has been accepted, customers will be prompted to indicate whether they want the receipt to be faxed or mailed to them and to provide the necessary transmittal information.
- Customers will still be able to visit a post office to purchase a "return receipt after mailing" as well.
- The price for this new method of purchasing a return receipt after mailing will be discussed during the interview.

4. Now, at the bottom of the Interview Worksheet under the column labeled "Option A", please enter the following prices:

Line #2:	New Certified Mail (toll-free/on-line)	= \$2.25
Line #6:	New Automatic Electronic Return Receipt	= \$1.00

There should be four prices in the column labeled Option A. These are as follows: Line # 2 = \$2.25, Line # 3 = \$1.50, Line # 5 = \$3.50, and Line # 6 = \$1.00.

Suppose the Postal Service offered the new certified and return receipt services at the prices you just recorded for Option A on your Interview Worksheet. On a likelihood of use scale from 0% -- definitely would **not** use the new certified or return receipt services to 100% -- definitely would use the new certified or return receipt services, how likely would you be to use at least one of these new services?

RECORD 0% to 100%: _____

IF RESPONSE IS >25%, CONTINUE; OTHERWISE, SKIP TO SECTION IV

5. **(ASK IF Q.1A>0)** Again, assuming these new certified and return receipt after mailing services were available at the prices you recorded under Option A on the Interview Worksheet, on how many of your current **(Q1A)** First-Class mail pieces would you use the:

New Certified only	(price = \$2.25)?
New Certified with Return Receipt (green card)	(price = \$2.25 + \$1.50)?
New Certified with New Return Receipt After Mailing	(price = \$2.25 + \$3.50)?
New Certified with New Automatic Electronic Return Receipt	(price = \$2.25 + \$1.00)?

Type of Special Services	First-Class Mail Pieces Under Option A
New Certified only	
New Certified with Return Receipt (green card)	
New Certified with New Return Receipt After Mailing	
New Certified with New Automatic Electronic Return Receipt	
TOTAL NEW CERTIFIED (CALCULATE)	

SUM OF FIRST-CLASS MAIL MUST BE \leq Q.1A

6. **(ASK IF SUM OF CERTIFIED FIRST-CLASS MAIL PIECES > 0 IN Q.5)** Of the **(SUM OF CERTIFIED FIRST-CLASS MAIL PIECES IN Q.5)** certified First-Class Mail pieces that your household would send if these new services were available at the prices you recorded in the column labeled Option A on your Interview Worksheet, how many would be **(READ EACH TYPE OF PIECE BELOW)?**

Type of Piece	New Certified First-Class Mail Under Option A
Cards & Letters (# 9 or 10 envelopes)?	
Flats (oversize envelopes)?	
Parcels?	

TOTAL FOR CERTIFIED FIRST-CLASS MAIL MUST = SUM OF CERTIFIED MAIL PIECES REPORTED IN Q. 5; IF NOT ASK RESPONDENT TO REALLOCATE NUMBER OF CERTIFIED MAIL PIECES IN Q.6

IV. REACTIONS TO OPTION B SCENARIO

7. Now, at the bottom of the Interview Worksheet under the column labeled "Option B", please enter the following prices:

Line #2: New Certified Mail (toll-free/on-line) = \$3.00
 Line #6: New Automatic Electronic Return Receipt = \$1.50

There should be four prices in the column labeled Option A. These are as follows: Line # 2 = \$3.00, Line # 3 = \$1.50, Line # 5 = \$3.50, and Line # 6 = \$1.50.

Suppose the Postal Service offered the new certified and return receipt services at the prices you just recorded for Option B. On the same likelihood of use scale from 0% -- definitely would **not** use the new certified or return receipt services to 100% -- definitely would use the new certified or return receipt services, how likely would you be to use at least one of these new services at these prices?

RECORD 0% to 100%: _____

IF RESPONSE IS >25%, CONTINUE; OTHERWISE THANK AND TERMINATE INTERVIEW

8. **(ASK IF Q.1A>0)** Again, assuming these new certified and return receipt after mailing services were available at the prices you recorded under Option B on the Interview Worksheet, on how many of your current **(Q1A)** First-Class mail pieces would you use the:

New Certified only (price = \$3.00)?
 New Certified with Return Receipt (green card) (price = \$3.00 + \$1.50)?
 New Certified with New Return Receipt After Mailing (price = \$3.00 + \$3.50)?
 New Certified with New Automatic Electronic Return Receipt (price = \$3.00 + \$1.50)?

Type of Special Services	First-Class Mail Pieces Under Option A
New Certified only	
New Certified with Return Receipt (green card)	
New Certified with New Return Receipt After Mailing	
New Certified with New Automatic Electronic Return Receipt	
TOTAL NEW CERTIFIED (CALCULATE)	

SUM OF FIRST-CLASS MAIL MUST BE \leq Q.1A

9. **(ASK IF SUM OF CERTIFIED FIRST-CLASS MAIL PIECES > 0 IN Q.8)** Of the **(SUM OF CERTIFIED FIRST-CLASS MAIL PIECES IN Q.8)** certified First-Class Mail pieces that your household would send if these new services were available at the prices you recorded in the column labeled Option B on your Interview Worksheet, how many would be **(READ EACH TYPE OF PIECE BELOW)?**

Type of Piece	New Certified First-Class Mail Under Option B
Letters (# 9 or 10 envelopes)?	
Flats (oversize envelopes)?	
Parcels?	

TOTAL FOR CERTIFIED FIRST-CLASS MAIL MUST = SUM OF CERTIFIED MAIL PIECES REPORTED IN Q. 8; IF NOT ASK RESPONDENT TO REALLOCATE NUMBER OF CERTIFIED MAIL PIECES IN Q.9

NOTE TO PROGRAMMER:

Version #	Split Sample ID	Price Points by Order in Questionnaire Version
1	A	<p>Option A New Certified (toll-free/on-line) = \$2.25 Return Receipt (Green Card) = \$1.50 New Return Receipt After Mailing = \$3.50 New Automatic Electronic Return Receipt = \$1.00</p> <p>Option B New Certified (toll-free/on-line) = \$3.00 Return Receipt (Green Card) = \$1.50 New Return Receipt After Mailing = \$3.50 New Automatic Electronic Return Receipt = \$1.50</p>
2	A	<p>Option A New Certified (toll-free/on-line) = \$3.00 Return Receipt (Green Card) = \$1.50 New Return Receipt After Mailing = \$3.50 New Automatic Electronic Return Receipt = \$1.50</p> <p>Option B New Certified (toll-free/on-line) = \$2.25 Return Receipt (Green Card) = \$1.50 New Return Receipt After Mailing = \$3.50 New Automatic Electronic Return Receipt = \$1.00</p>
3	B	<p>Option A New Certified (toll-free/on-line) = \$2.25 Return Receipt (Green Card) = \$1.50 New Return Receipt After Mailing = \$3.50 New Automatic Electronic Return Receipt = \$1.50</p> <p>Option B New Certified (toll-free/on-line) = \$3.00 Return Receipt (Green Card) = \$1.50 New Return Receipt After Mailing = \$3.50 New Automatic Electronic Return Receipt = \$1.00</p>
4	B	<p>Option A New Certified (toll-free/on-line) = \$3.00 Return Receipt (Green Card) = \$1.50 New Return Receipt After Mailing = \$3.50 New Automatic Electronic Return Receipt = \$1.00</p> <p>Option B New Certified (toll-free/on-line) = \$2.25 Return Receipt (Green Card) = \$1.50 New Return Receipt After Mailing = \$3.50 New Automatic Electronic Return Receipt = \$1.50</p>

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: _____

Location ID#: _____ Telephone #: _____

Establishment Name: _____

Interviewer Name: _____ Int. ID#: _____

I. INTRODUCTION

Hello, this is _____ representing National Analysts. I'm calling to conduct our interview on your use of and reactions to some special services to be offered by the Postal Service. I want to confirm that I have reached **(RESPONDENT NAME)** at **(ORGANIZATION NAME)** and you are the person that we talked with on **(DATE ON SCREENER)** about your organization's knowledge and use of certified mail services. **(IF YES, CONTINUE; IF NO, ASK TO SPEAK TO APPROPRIATE PERSON.)**

(READ IF NECESSARY) We are conducting a research study concerning mailing practices and reactions to new special mailing services from the Postal Service. Your organization has been asked to participate as part of a nationally representative sample. As mentioned earlier, all of the information you provide will remain confidential. Neither you nor your organization will be identified or associated with any of your responses.

Did you receive the materials that were (faxed/sent) to you?

IF YES, ASK THE RESPONDENT TO HAVE THE MATERIALS IN FRONT OF HIM/HER FOR THIS INTERVIEW. IF NO, OR THE MATERIALS HAVE BEEN LOST OR MISPLACED, RESCHEDULE INTERVIEW AND FAX/SEND OUT MATERIALS AGAIN.

II. CURRENT MAIL VOLUMES

- Please take a moment to re-read the instructions at the top of the interview worksheet and the **current** product descriptions for *certified mail*, *return receipt*, and *the return receipt after mailing*. Referring to your worksheet, about how many **domestic** pieces of **(READ TYPE OF MAIL FROM TABLE BELOW)** does **(IF Q. S3 = 1, 8, or 9 THEN SAY this location of)** your organization send in a year? **(REPEAT FOR EACH MAIL TYPE IN TABLE BELOW.)**

	Mail Type	Annual Pieces
A.	<i>Total First-Class Mail (weighing up to 13 oz. -- 34¢ for 1st oz.)</i>	
A1.	-- First-Class with certified (no return receipt)	
A2.	-- First-Class with certified and return receipt (green card)	
A3.	-- First-Class with certified and return receipt after mailing	
A4.	-- FIRST-CLASS WITHOUT CERTIFIED	

SUM OF A1 THROUGH A4 MUST = A
Q.1 MUST BE > 0
IF DK OR REF GIVEN FOR FIRST-CLASS MAIL TOTAL (A), THEN TERMINATE

- (SUM NUMBER OF CURRENT CERTIFIED FIRST-CLASS MAIL PIECES -- SHADED LINES -- AND SAY:)** That comes to a total of **(SUM OF SHADED LINES A)** pieces of certified First-Class Mail in a year. Before we go further, let me be certain that you have not double counted any pieces of First-Class certified mail. **(IF RESPONDENT WANTS TO CHANGE RESPONSES GO BACK TO TABLE ABOVE AND MAKE ADJUSTMENTS ACCORDINGLY. BE SURE THAT THE SUM OF A1-A4 EQUALS THE TOTAL FOR FIRST-CLASS MAIL.)**

IF SUM OF SHADED LINES = 0 -- NO CERTIFIED MAIL -- SKIP TO SECTION III - INTRODUCTION BEFORE Q. 4;
OTHERWISE CONTINUE

- (ASK IF SUM OF SHADED LINES A > 0)** Of the **(SUM OF SHADED LINES A)** certified First-Class Mail pieces that **(IF Q. S3 = 1, 8, or 9 THEN SAY this location of)** your organization sends in a year, how many are **(READ EACH TYPE OF PIECE BELOW)?**

Type of Piece	Current Certified First-Class Mail Pieces
Cards & Letters (# 9 or 10 envelopes)?	
Flats (oversized envelopes)?	
Parcels?	

TOTAL FOR Q.3 MUST = SUM OF SHADED LINES -- A1-A3 -- IN Q.1; IF NOT ASK RESPONDENT TO REALLOCATE NUMBER OF CERTIFIED MAIL PIECES IN Q. 3

III. REACTIONS TO OPTION A SCENARIO

As indicated in the product descriptions that were (faxed/mailed) to you, the Postal Service is considering offering enhancements to the basic certified mail service. Please read the new certified mail product, new automatic return receipt and new return receipt after mailing products described in your materials now. **(BELOW IS THE INFORMATION THAT RESPONDENTS ARE TO READ.)**

New Certified Mail Product

- The current certified mail product provides customers with proof of mailing, and the Postal Service with a record of delivery and a signature. For customers, to obtain information about delivery today, they need to purchase a return receipt (green card) in addition to certified mail, for a total price of \$3.40. Today, customers can also wait and purchase a return receipt after mailing, if needed, for a total price of \$5.40.
- With this new version of certified mail, customers who purchase *only* certified mail will be able to call a toll-free number or go onto the Internet and obtain the date and time of delivery for each piece of **certified** First-Class Mail or Priority Mail by entering the barcode number from the certified sticker.
- For customers to obtain a *signature*, the return receipt (green card) can still be purchased for \$1.50. The return receipt can also still be purchased after mailing.
- The price for this new version of certified mail will be discussed in the interview.

New Return Receipt Product -- Automatic Electronic Return Receipt

- The Postal Service is considering another type of return receipt. This one would be an automatic electronic option that would be available to customers at the same time that they purchase certified mail.
- By providing an e-mail address at the time that certified mail is purchased, customers will be sent via e-mail the date and time of delivery and a *copy of the recipient's signature* for their **certified** First-Class Mail and Priority Mail pieces automatically. They will not have to log onto the website or call the toll-free number for this information. (E-mail addresses will be kept private.)
- The regular return receipt card now available (i.e., the green card) will still be available for a price of \$1.50 for those customers who wish to receive the return card with the date and time of delivery and signature of the recipient.
- The price for this new automatic electronic return receipt will be discussed during the interview.

New Return Receipt After Mailing Product

- This new product would enable customers to obtain a "return receipt after mailing" on any certified First-Class Mail or Priority Mail piece by *logging onto the USPS.com website* and purchasing a "return receipt after mailing" by using a credit/debit card.
- The website will prompt customers to enter the barcode number from the certified mail sticker for which they wish to obtain the return receipt. Then, customers will be instructed to enter their credit/debit card information. Once the purchase has been accepted, customers will be prompted to indicate whether they want the receipt to be faxed or mailed to them and to provide the necessary transmittal information.
- Customers will still be able to visit a post office to purchase a "return receipt after mailing" as well.
- The price for this new method of purchasing a return receipt after mailing will be discussed during the interview.

4. Now, at the bottom of the Interview Worksheet under the column labeled "Option A", please enter the following prices:

Line #2: New Certified Mail (toll-free/on-line) = \$2.25
Line #6: New Automatic Electronic Return Receipt = \$1.00

There should be four prices in the column labeled Option A. These are as follows: Line # 2 = \$2.25, Line # 3 = \$1.50, Line # 5 = \$3.50, and Line # 6 = \$1.00.

Suppose the Postal Service offered the new certified and return receipt services at the prices you just recorded for Option A on your Interview Worksheet. On a likelihood of use scale from 0% -- definitely would **not** use the new certified or return receipt services to 100% -- definitely would use the new certified or return receipt services, how likely would you be to use at least one of these new services?

RECORD 0% to 100%: _____

IF RESPONSE IS >25%, CONTINUE; OTHERWISE, SKIP TO SECTION IV

5. **(ASK IF Q.1A>0)** Again, assuming these new certified and return receipt after mailing services were available at the prices you recorded under Option A on the Interview Worksheet, on how many of your current **(Q1A)** First-Class mail pieces would you use the:

New Certified only (price = \$2.25)?
 New Certified with Return Receipt (green card) (price = \$2.25 + \$1.50)?
 New Certified with New Return Receipt After Mailing (price = \$2.25 + \$3.50)?
 New Certified with New Automatic Electronic Return Receipt (price = \$2.25 + \$1.00)?

Type of Special Services	First-Class Mail Pieces Under Option A
New Certified only	
New Certified with Return Receipt (green card)	
New Certified with New Return Receipt After Mailing	
New Certified with New Automatic Electronic Return Receipt	
TOTAL NEW CERTIFIED (CALCULATE)	

SUM OF FIRST-CLASS MAIL MUST BE \leq Q.1A

6. **(ASK IF SUM OF CERTIFIED FIRST-CLASS MAIL PIECES > 0 IN Q.5)** Of the **(SUM OF CERTIFIED FIRST-CLASS MAIL PIECES IN Q.5)** certified First-Class Mail pieces that **(IF Q. S3 = 1, 8, or 9 THEN SAY** this location of) your organization would send if these new services were available at the prices you recorded in the column labeled Option A on your Interview Worksheet, how many would be **(READ EACH TYPE OF PIECE BELOW)?**

Type of Piece	New Certified First-Class Mail Under Option A
Cards & Letters (# 9 or 10 envelopes)?	
Flats (oversize envelopes)?	
Parcels?	

TOTAL FOR CERTIFIED FIRST-CLASS MAIL MUST = SUM OF CERTIFIED MAIL PIECES REPORTED IN Q. 5; IF NOT ASK RESPONDENT TO REALLOCATE NUMBER OF CERTIFIED MAIL PIECES IN Q.6

IV. REACTIONS TO OPTION B SCENARIO

7. Now, at the bottom of the Interview Worksheet under the column labeled “Option B”, please enter the following prices:

Line #2: New Certified Mail (toll-free/on-line) = \$3.00
 Line #6: New Automatic Electronic Return Receipt = \$1.50

There should be four prices in the column labeled Option A. These are as follows: Line # 2 = \$3.00, Line # 3 = \$1.50, Line # 5 = \$3.50, and Line # 6 = \$1.50.

Suppose the Postal Service offered the new certified and return receipt services at the prices you just recorded for Option B. On the same likelihood of use scale from 0% -- definitely would **not** use the new certified or return receipt services to 100% -- definitely would use the new certified or return receipt services, how likely would you be to use at least one of these new services at these prices?

RECORD 0% to 100%: _____

IF RESPONSE IS >25%, CONTINUE; OTHERWISE THANK AND TERMINATE INTERVIEW

8. **(ASK IF Q.1A>0)** Again, assuming these new certified and return receipt after mailing services were available at the prices you recorded under Option B on the Interview Worksheet, on how many of your current **(Q1A)** First-Class mail pieces would you use the:

New Certified only (price = \$3.00)?
 New Certified with Return Receipt (green card) (price = \$3.00 + \$1.50)?
 New Certified with New Return Receipt After Mailing (price = \$3.00 + \$3.50)?
 New Certified with New Automatic Electronic Return Receipt (price = \$3.00 + \$1.50)?
 Receipt

Type of Special Services	First-Class Mail Pieces Under Option A
New Certified only	
New Certified with Return Receipt (green card)	
New Certified with New Return Receipt After Mailing	
New Certified with New Automatic Electronic Return Receipt	
TOTAL NEW CERTIFIED (CALCULATE)	

SUM OF FIRST-CLASS MAIL MUST BE \leq Q.1A

9. **(ASK IF SUM OF CERTIFIED FIRST-CLASS MAIL PIECES > 0 IN Q.8)** Of the **(SUM OF CERTIFIED FIRST-CLASS MAIL PIECES IN Q.8)** certified First-Class Mail pieces that **(IF Q. S3 = 1, 8, or 9 THEN SAY** this location of) your organization would send if these new services were available at the prices you recorded in the column labeled Option B on your Interview Worksheet, how many would be **(READ EACH TYPE OF PIECE BELOW)?**

Type of Piece	New Certified First-Class Mail Under Option B
Letters (# 9 or 10 envelopes)?	
Flats (oversize envelopes)?	
Parcels?	

TOTAL FOR CERTIFIED FIRST-CLASS MAIL MUST = SUM OF CERTIFIED MAIL PIECES REPORTED IN Q. 8; IF NOT ASK RESPONDENT TO REALLOCATE NUMBER OF CERTIFIED MAIL PIECES IN Q.9

NOTE TO PROGRAMMER:

Version #	Split Sample ID	Price Points by Order in Questionnaire Version
1	A	<p>Option A New Certified (toll-free/on-line) = \$2.25 Return Receipt (Green Card) = \$1.50 New Return Receipt After Mailing = \$3.50 New Automatic Electronic Return Receipt = \$1.00</p> <p>Option B New Certified (toll-free/on-line) = \$3.00 Return Receipt (Green Card) = \$1.50 New Return Receipt After Mailing = \$3.50 New Automatic Electronic Return Receipt = \$1.50</p>
2	A	<p>Option A New Certified (toll-free/on-line) = \$3.00 Return Receipt (Green Card) = \$1.50 New Return Receipt After Mailing = \$3.50 New Automatic Electronic Return Receipt = \$1.50</p> <p>Option B New Certified (toll-free/on-line) = \$2.25 Return Receipt (Green Card) = \$1.50 New Return Receipt After Mailing = \$3.50 New Automatic Electronic Return Receipt = \$1.00</p>
3	B	<p>Option A New Certified (toll-free/on-line) = \$2.25 Return Receipt (Green Card) = \$1.50 New Return Receipt After Mailing = \$3.50 New Automatic Electronic Return Receipt = \$1.50</p> <p>Option B New Certified (toll-free/on-line) = \$3.00 Return Receipt (Green Card) = \$1.50 New Return Receipt After Mailing = \$3.50 New Automatic Electronic Return Receipt = \$1.00</p>
4	B	<p>Option A New Certified (toll-free/on-line) = \$3.00 Return Receipt (Green Card) = \$1.50 New Return Receipt After Mailing = \$3.50 New Automatic Electronic Return Receipt = \$1.00</p> <p>Option B New Certified (toll-free/on-line) = \$2.25 Return Receipt (Green Card) = \$1.50 New Return Receipt After Mailing = \$3.50 New Automatic Electronic Return Receipt = \$1.50</p>

Attachment C

Dear Postal Customer:

Thank you for helping us with this important study. As the interviewer mentioned on the telephone, this study concerns your use of special services that we offer such as certified mail and return receipts. It is also designed to obtain your reactions to new Postal mailing services that will help us to serve you better and plan more effectively for the future of the mail. We are interested in your opinions even if you do not currently send any **certified** First-Class Mail.

We have asked National Analysts, a survey research firm, to conduct this study on our behalf. Please be assured that your responses will remain strictly confidential and will be reported as aggregate statistics for informational purposes only. Your specific responses will not be uniquely identified or communicated to anyone within the Postal Service.

The next few pages contain product descriptions and other information that will be used during the telephone interview. Please have them available when the interviewer calls you. If you have any questions about the materials or the survey, in general, please call Jill Weisenfeld of National Analysts at 1-800-342-9102.

Again, thank you in advance for your earnest and thoughtful cooperation.

Sincerely,

Greg Whiteman
Manager, Market Research

INTERVIEW WORKSHEET

Complete the top portion of this worksheet prior to the interview. It will make the interview move much more quickly. You do not need to do anything with any of other materials until you are called for your interview.

INSTRUCTIONS: In the column labeled "annual pieces" please enter the total number of **domestic** pieces of mail that your household sends in a year (12 months) for each type of mail listed. Include only those pieces that your household physically turns over to the Postal Service or a delivery service to give to the Postal Service. If you own a home business, do not include the mail that is sent from your business. Please give us your best estimate.

If you have quarterly data multiply by 4; if you have monthly data, multiply by 12; if you have weekly data multiply by 52 to give us your annual estimate. The sum of rows A1 through A4 must equal row A.

	Mail Type	Annual Pieces
A.	<i>Total First-Class Mail (weighing up to 13 oz. -- 34¢ for 1st oz.)</i>	
A1.	-- First-Class with certified (no return receipt)	
A2.	-- First-Class with certified and return receipt (green card)	
A3.	-- First-Class with certified and return receipt after mailing	
A4.	-- First-Class without certified	

ADD LINES A1 THROUGH A3 TOGETHER TO OBTAIN AN ESTIMATE OF THE ANNUAL NUMBER OF CERTIFIED FIRST-CLASS MAIL PIECES SENT:	_____
--	-------

Complete this portion during the interview following the instructions given to you by the interviewer.

Descriptions of Available Products	Today	Option A	Option B
1. Current Certified Mail (sticker)	\$1.90		
2. New Certified Mail (toll-free/on-line)			
3. CURRENT RETURN RECEIPT (GREEN CARD)	\$1.50	\$1.50	\$1.50
4. Current Return Receipt After Mailing (purchase only at post office)	\$3.50		
5. New Return Receipt After Mailing (purchase <i>on-line</i> or at post office)		\$3.50	\$3.50
6. NEW AUTOMATIC ELECTRONIC RETURN RECEIPT			

Dear Postal Customer:

Thank you for helping us with this important study. As the interviewer mentioned on the telephone, this study concerns your use of special services that we offer such as certified mail and return receipts. It is also designed to obtain your reactions to new Postal mailing services that will help us to serve you better and plan more effectively for the future of the mail. We are interested in your opinions even if your organization does not currently send any **certified** First-Class Mail.

We have asked National Analysts, a survey research firm, to conduct this study on our behalf. Please be assured that your responses will remain strictly confidential and will be reported as aggregate statistics for informational purposes only. Your organization's specific responses will not be uniquely identified or communicated to anyone within the Postal Service.

The next few pages contain product descriptions and other information that will be used during the telephone interview. Please have them available when the interviewer calls you. If you have any questions about the materials or the survey, in general, please call Jill Weisenfeld of National Analysts at 1-800-342-9102.

Again, thank you in advance for your earnest and thoughtful cooperation.

Sincerely,

Greg Whiteman
Manager, Market Research

INTERVIEW WORKSHEET

Complete the top portion of this worksheet prior to the interview. It will make the interview move much more quickly. You do not need to do anything with any of other materials until you are called for your interview.

INSTRUCTIONS: In the column labeled "annual pieces" please enter the total number of **domestic** pieces of mail that this location of your organization sends in a year (12 months) for each type of mail listed. Include only those pieces that your organization physically turns over to the Postal Service or a delivery service to give to the Postal Service. Please give us your best estimate.

If you have quarterly data multiply by 4; if you have monthly data, multiply by 12; if you have weekly data multiply by 52 to give us your annual estimate. The sum of rows A1 through A4 must equal row A.

	Mail Type	Annual Pieces
A.	<i>Total First-Class Mail (weighing up to 13 oz. -- 34¢ for 1st oz.)</i>	
A1.	-- First-Class with certified (no return receipt)	
A2.	-- First-Class with certified and return receipt (green card)	
A3.	-- First-Class with certified and return receipt after mailing	
A4.	-- First-Class without certified	

ADD LINES A1 THROUGH A3 TOGETHER TO OBTAIN AN ESTIMATE OF THE ANNUAL NUMBER OF CERTIFIED FIRST-CLASS MAIL PIECES SENT:	_____
--	-------

Complete this portion during the interview following the instructions given to you by the interviewer.

Descriptions of Available Products	Today	Option A	Option B
1. Current Certified Mail (sticker)	\$1.90		
2. New Certified Mail (toll-free/on-line)			
3. CURRENT RETURN RECEIPT (GREEN CARD)	\$1.50	\$1.50	\$1.50
4. Current Return Receipt After Mailing (purchase only at post office)	\$3.50		
5. New Return Receipt After Mailing (purchase <i>on-line</i> or at post office)		\$3.50	\$3.50
6. NEW AUTOMATIC ELECTRONIC RETURN RECEIPT			

CERTIFIED MAIL

Current Certified Mail Product

- **Certified Mail** provides customers with a mailing receipt at the time that the mail is deposited with the Postal Service for mailing. The Postal Service also obtains a record of delivery that includes the recipient's signature. Certified mail can be purchased for an added fee on First-Class Mail and Priority Mail pieces only.

U.S. Postal Service
CERTIFIED MAIL RECEIPT
(Domestic Mail Only; No Insurance Coverage Provided)

OFFICIAL USE

Postage	\$	Postmark Here
Certified Fee		
Return Receipt Fee (Endorsement Required)		
Restricted Delivery Fee (Endorsement Required)		
Total Postage & Fees	\$	

Sent To

Street, Apt. No.; or PO Box No.

City, State, ZIP+4

PS Form 3800, May 2000 See Reverse for Instructions

- Customers may mail certified mail at a post office, give it to a rural carrier, or, if a mailing receipt is not needed, drop certified mail in a collection box.
- The current fee for certified mail is \$1.90. Purchasing certified mail allows customers to then purchase restricted delivery service and/or a return receipt for additional fees.

New Certified Mail Product

- The current certified mail product provides customers with proof of mailing, and the Postal Service with a record of delivery and a signature. For customers to obtain information about delivery today, they need to purchase a return receipt (green card)

in addition to certified mail, for a total price of \$3.40. Today, customers can also wait and purchase a return receipt after mailing, if needed, for a total price of \$5.40.

- With the new version of certified mail, customers who purchase *only* certified mail will be able to call a toll-free number or go onto the Internet and obtain the date and time of delivery for each piece of ***certified*** First-Class Mail or Priority Mail by entering the barcode number from the certified sticker.
- For customers to obtain a *signature*, the return receipt (green card) can still be purchased at the time of mailing for \$1.50. The return receipt can also still be purchased after mailing for \$3.50.
- The price for this new version of certified mail will be discussed in the interview.

RETURN RECEIPT (AT TIME OF MAILING)

Current Return Receipt Product -- Green Card

- In addition to certified mail, customers may purchase a return receipt (commonly referred to as the green card) at the same time that certified mail is purchased.
- The current fee for a return receipt card is \$1.50. It can only be purchased in conjunction with certified mail, so the total fee is \$1.90 plus \$1.50 or \$3.40.
- When First-Class Mail or Priority Mail that carries a certified sticker and return receipt card is delivered to its intended recipient, the recipient is asked to sign the card and this card is then re-deposited into the mail stream and sent back to the customer for his/her files. When the card is received, it provides proof of delivery -- date and time of delivery as well as the signature of the recipient.
- Note: This return receipt (green card) can still be purchased when the new version of certified mail, described on the previous page, becomes available.

New Return Receipt Product -- Automatic Electronic Return Receipt

- The Postal Service is considering another type of return receipt. This one would be an automatic electronic option that would be available to customers at the same time that they purchase certified mail.
- By providing an e-mail address at the time that certified mail is purchased, customers will be sent via e-mail the date and time of delivery and a *copy of the recipient's signature* for their **certified** First-Class Mail and Priority Mail pieces automatically. They will not have to log onto the website or call the toll-free number for this information. (E-mail addresses will be kept private.)

- The regular return receipt card now available (i.e., the green card) will still be available for a price of \$1.50 for those customers who wish to receive the return card with the date and time of delivery and *original* signature of the recipient.
- The price for this new automatic electronic return receipt will be discussed during the interview.

RETURN RECEIPT AFTER MAILING

Current Return Receipt After Mailing Product

- Customers who have purchased certified mail for their First-Class Mail or Priority Mail pieces may request a return receipt after mailing (that is, after the piece has been sent) by *visiting* a post office, paying the \$3.50 fee, and providing the certified mail receipt (barcode number) for only those pieces for which delivery information is needed.
- A copy of the record of delivery, including a copy of the recipient's signature, is then mailed or faxed to customers for those pieces for which this information is purchased.

Section 2	A. TYPE OF SERVICE <input type="checkbox"/> Certified <input type="checkbox"/> COD <input type="checkbox"/> Express Mail <input type="checkbox"/> Numbered Insured <input type="checkbox"/> Registered <input type="checkbox"/> Return Receipt for Merchandise	C. ARTICLE INFORMATION Article Number Mailing Date (mm/dd/yy)
	B. ARTICLE ADDRESSED TO Addressee Name Addressee Address (No., Street, Apt./Ste. No.) (City, State, ZIP Code)	D. REQUESTOR Requestor Name Requestor Address (No., Street, Apt./Ste. No.) (City, State, ZIP Code) FAX Number (Complete ONLY if an electronic inquiry - include area code)
Section 3	For Delivery Office Use Only Postal records show no delivery information because: <input type="checkbox"/> Record not found <input type="checkbox"/> Forwarded (date: _____) <input type="checkbox"/> Returned (date: _____)	Delivered to the following individual, company or organization Delivery Date Delivery Address (if different from address in section 2B) Delivery Office Postmark

PS Form 3811-A, March 2000 Request for Delivery Information/Return Receipt After Mailing United States Postal Service

New Return Receipt After Mailing Product

- This new product would enable customers to obtain a "return receipt after mailing" on any certified First-Class Mail or Priority Mail piece by *logging onto the USPS.com website* and purchasing a "return receipt after mailing" by using a credit/debit card.
- The website will prompt customers to enter the barcode number from the certified mail sticker for which they wish to obtain the return receipt. Then, customers will be

instructed to enter their credit/debit card information. Once the purchase has been accepted, customers will be prompted to indicate whether they want the receipt to be faxed or mailed to them and to provide the necessary transmittal information.

- Customers will still be able to visit a post office to purchase a return receipt after mailing as well.
- The price for this new method of purchasing a "return receipt after mailing" will be discussed during the interview.

Attachment D

**INTERVIEWER MANUAL
U.S. POSTAL SERVICE
CERTIFIED MAIL RATE RESEARCH
HOUSEHOLD QUESTIONNAIRE**

**National Analysts Study Number 815
April 2001**

I. INTRODUCTION: PURPOSE OF THE STUDY

The purpose of this study is to assess the impact of some new Certified Mail/Return Receipt product offerings from the U.S. Postal Service. Current users of Certified Mail as well as non-users who will likely use in the future will be interviewed. Your participation in this study is vital to its success, and National Analysts and the U.S. Postal Service extend their appreciation to you for your involvement and dedication to this project.

This is a two-part interview. The first phase will consist of a five-minute screener to identify the correct respondent to be interviewed, and determine eligibility. Qualified respondents who agree to be interviewed will then be sent new product descriptions and a worksheet via fax or Priority Mail. Subsequently, a ten to fifteen minute CATI interview will be conducted.

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.
- Read each question exactly as it is written. Do not reword, even though you may think of another way to say the same thing. The respondent's answer is prompted by the words in the question, and a change in wording can produce a change in

response. Always read each question completely, even if the respondent appears to be moving ahead. Read each question in a calm, even tone of voice.

- 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.
- 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. QUALIFICATIONS

- The respondent must confirm the phone number identified in the sample (S.1)
- The household's mail must be either for household matters only or for both business and household matters (S.2A)
- The respondent and no one in their family may work for an organization whose primary business is to provide mail or parcel delivery services, such as the U.S. Postal Service, FedEx, or UPS (S.2B)
- The respondent must be the person in the household who is most knowledgeable about the selection and use of mail services such as First-Class Mail (S.3A). If they do not send mail, then terminate. If the person who was reached is not the most knowledgeable, ask for the person most knowledgeable (S.3B).
- A total of 800 household interviews will be completed. Half (400) interviews will be with current users of Certified Mail (S.5), and the other half (400) will be with potential users of Certified Mail (S.5, S.8).

IV. QUESTION BY QUESTION REVIEW

SCREENER:

S1 If the respondent does not confirm that we reached them at the sample number, we must terminate.

S2A At least some of the mail sent from home must be for household matters. We must terminate if all of the mail sent from home is for business matters only. If the respondent sends both business-related and household-related mail, make sure they know that the subsequent questions pertain **only** to household-related mail. By business related mail we mean mail related to a person's employment or a business they own. Personal bills received would be considered household mail.

S2B You will terminate if the respondent or a member of their family works for an organization whose primary business is to provide mail or parcel delivery services, such as the U.S. Postal Service, FedEx, or UPS.

S3A-

S3B The interview must be conducted with the person in the household who is most knowledgeable about the selection and use of mail services such as First-Class Mail. If the individual is not the most knowledgeable, ask to speak to the person who is the most knowledgeable. Terminate if the household does not send out any mail.

S4A-

S4B S4A is an unaided awareness question and S5B is an aided awareness question. S5B will be asked of services not mentioned in S5A.

S5 This is the question that determines if respondents are Certified Mail users or not. As with all questions, the respondent should be answering for the household. Make sure you check quotas for this. Those who answer "Yes" are current users

of Certified Mail. Those who do not answer "Yes" **may** be potential users of Certified Mail.

S6-

S7 These are asked only of those who sent Certified Mail.

S8 This is asked only of those who did NOT send Certified Mail. Terminate if the respondent answers a "1" or a "2."

S9 Be positive and professional in order to gain cooperation. If need be, ensure the respondent that his or her responses will be kept confidential. Remember to mention that the interview will last only 10 to 15 minutes and they will receive \$10.

S10 Some households will have a fax number, but they may receive the materials via Priority Mail instead.

S11 We want to schedule the interview at the earliest date possible, but make sure the respondent has a realistic amount of time to review the materials. For respondents receiving the materials via Priority Mail, allow three days for receipt of the materials.

Be sure to get all relevant contact information once you are done with the screener, and verify the date of the interview. Thank the respondent.

QUESTIONNAIRE:

Before conducting any interviews, please familiarize yourself with the product descriptions and worksheet as well as the interview itself.

First, be sure to confirm that you have reached the intended person. If not, ask to speak to the proper person. Then, confirm that the materials were received. If not,

confirm their fax or postal mail address and reschedule the interview. The materials should then be re-faxed or mailed. If the materials were received, have the respondent get the materials and have them handy during the interview. If the respondent cannot find the materials, offer to re-send them and reschedule the interview, or simply reschedule the interview for when the respondent will have the materials handy.

Q1. The answers here correspond directly to the answers in the first chart of the worksheet. These are annual figures. Make sure that the TOTAL FIRST-CLASS MAIL equals the other four answers for this question. So, First-Class Mail sent without Certified Mail is total First-Class Mail minus the amount sent with all Certified Mail products.

Q2. This question is to confirm the number of annual First-Class Mail pieces sent with any type of Certified Mail. On the respondent's worksheet, this is the sum of rows A1, A2, and A3. The respondent has the chance now to change any of these answers.

Q3. This is asked for respondents who **have** sent Certified Mail. We are asking how many are of each type. These must equal the sum of A1, A2, and A3.

After this set of questions, instruct the respondent to read three product descriptions: (1) New Certified Mail Product, (2) New Return Receipt Product -- Automatic Electronic Return Receipt, and (3) New Return Receipt After Mailing Product. Allow some time for the respondent to read all these.

Q4. At this point, you will instruct the respondent to enter the prices, one under the "Option A" column in Line #2 and one in Line #6. These new prices are for New Certified Mail (toll-free/on-line), and New Automatic Electronic Return Receipt. These prices will be different depending on the version of the questionnaire you have. The add-on prices for the other two products-- New Certified with Return Receipt (green card) and New Certified with New Return Receipt After Mailing-- will always be the same, which is why those prices have been pre-printed on the

worksheet. Make sure the respondent enters the new prices in the correct places on their worksheet! Then, ask the respondent how likely they are to use these services.

Q5. This is asked only of those who are more than 25% likely to use the new services described in Q4. We are asking how many of the pieces of First-Class Mail that the respondent sends in a year he or she **would** send with each type of Certified Mail, if the new services were available. The sum of these answers must not be greater than the respondent's annual First-Class mail pieces.

Q6. This is similar to Q3, but we are asking the respondents to estimate how many they **would** send of each type. It is asked only if they will send some Certified First-Class Mail pieces, as asked in Q5. The sum of these must not be greater than the Total New Certified Mail in Q5.

Q7. This is similar to Q4, but with a different set of new prices.

Q8. Again, this is the same as Q5 but with the new prices.

Q9. This is similar to Q6, but with the new prices.

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.

**INTERVIEWER MANUAL
U.S. POSTAL SERVICE
CERTIFIED MAIL RATE RESEARCH
NON-HOUSEHOLD QUESTIONNAIRE**

**National Analysts Study Number 815
April 2001**

I. INTRODUCTION: PURPOSE OF THE STUDY

The purpose of this study is to assess the impact of some new Certified Mail/Return Receipt product offerings from the U.S. Postal Service. Current users of Certified Mail as well as non-users who will likely use in the future will be interviewed. Your participation in this study is vital to its success, and National Analysts and the U.S. Postal Service extend their appreciation to you for your involvement and dedication to this project.

This is a two-part interview. The first phase will consist of a five-minute screener to identify the correct respondent to be interviewed, and determine eligibility. Qualified respondents who agree to be interviewed will then be sent new product descriptions and a worksheet via fax or Priority Mail. Subsequently, a ten to fifteen minute CATI interview will be conducted.

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.
- Read each question exactly as it is written. Do not reword, even though you may think of another way to say the same thing. The respondent's answer is prompted by the words in the question, and a change in wording can produce a change in response. Always read each question completely, even if the respondent appears to be moving ahead. Read each question in a calm, even tone of voice.

- 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.
- 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. QUALIFICATIONS

- The business must be the same organization identified in the sample.
- The primary function of the location must not be to prepare or process mail for other organizations (S.2C)
- The respondent must be the individual at the organization who is most knowledgeable for the selection and use of mail services such as First-Class Mail and Priority Mail (S.4A). If the person who was reached is not the most knowledgeable, and someone else at the organization is most knowledgeable (S.4C), you should ask for a referral (S.4D).
- A total of 1,200 non-household interviews will be completed. Quotas are based upon employee size (1-9, 10-99, 100+), density (low, medium, high), plus a USPS Certainly Sample.

IV. QUESTION BY QUESTION REVIEW

SCREENER:

S1A-

S1C If the organization changed its name **OR** address (not both), but used to be called the name on the sample, or used to be at the address on the sample, you will proceed with the screener. If the name **AND** address have changed, or the respondent refuses to confirm this information, then terminate.

S2A-

S2C You will terminate any organizations that define themselves as messenger service, courier service, and/or mail delivery service, or where the **primary** function of that location is to prepare or process mail for **other** organizations. When asking these questions, be sure that the respondent does not think you are asking them to choose one of the choices! Instead, make sure that the respondent knows you are asking to choose yes or no for the ENTIRE question. We do not care if a company delivers their own products to customers (like a pizza restaurant). We are interested in screening out mail delivery organizations such as Federal Express, UPS, and private carriers.

S4A-

S4D The interview must be conducted with the individual most knowledgeable about the selection and use of mail services such as First-Class Mail and Priority Mail. If you have reached a different person, get a referral to the right person. Terminate if there is no decision maker at that location or if the location does not send any mail.

S5A-

S5B S5A is an unaided awareness question and S5B is an aided awareness question. S5B will be asked of services not mentioned in S5A.

S6 This is the question that determines if respondents are Certified Mail users or not. As with all questions, the respondent should be answering for the organization.

S7-

S8 These are asked only of those who sent Certified Mail.

S9 This is asked only of those who did NOT send Certified Mail. Terminate if the respondent answers a "1" or a "2."

S10 Be positive and professional in order to gain cooperation. If need be, ensure the respondent that his or her responses will be kept confidential. Remember to mention that the interview will last only 10 to 15 minutes and they will receive \$25.

S11 Most businesses will have a fax number, but they may receive the materials via Priority Mail instead.

S12 We want to schedule the interview at the earliest date possible, but make sure the respondent has a realistic amount of time to review the materials. For respondents receiving the materials via Priority Mail, allow three days for receipt of the materials.

Be sure to get all relevant contact information once you are done with the screener, and verify the date of the interview. Thank the respondent.

QUESTIONNAIRE:

Before conducting any interviews, please familiarize yourself with the product descriptions and worksheet as well as the interview itself.

First, be sure to confirm that you have reached the intended person and business. If not, ask to speak to the proper person. Then, confirm that the materials were received. If not, confirm their fax or postal mail address and reschedule the interview. The

materials should then be re-faxed or re-mailed. If the materials were received have the respondent get the materials and have them handy during the interview. If the respondent cannot find the materials, offer to re-send them and reschedule the interview, or simply reschedule the interview for when the respondent will have the materials handy.

Q1. The answers here correspond directly to the answers in the first chart of the worksheet. These are annual figures. Make sure that the TOTAL FIRST-CLASS MAIL equals the other four answers for this question. So, First-Class Mail sent without Certified Mail is total First-Class Mail minus the amount sent with all Certified mail products.

Q2. This question is to confirm the number of annual First-Class Mail pieces sent with any type of Certified Mail. On the respondent's worksheet, this is the sum of rows A1, A2, and A3. The respondent has the chance now to change any of these answers.

Q3. This is asked for respondents who **have** sent Certified Mail. We are asking how many are of each type. These must equal the sum of A1, A2, and A3.

After this set of questions, instruct the respondent to read three product descriptions: (1) New Certified Mail Product, (2) New Return Receipt Product -- Automatic Electronic Return Receipt, and (3) New Return Receipt After Mailing Product. Allow some time for the respondent to read all these.

Q4. At this point, you will instruct the respondent to enter the prices, one under the "Option A" column, in Line #2 and one in Line #6. These new prices are for New Certified Mail (toll-free/on-line), and New Automatic Electronic Return Receipt. These prices will be different depending on the version of the questionnaire you have. The add-on prices for the other two products-- New Certified with Return Receipt (green card) and New Certified with New Return Receipt After Mailing-- will always be the same, which is why those prices have been pre-printed on the worksheet.

Make sure the respondent enters the new prices in the correct places on their worksheet! Then, ask the respondent how likely they are to use these services.

Q5. This is asked only of those who are more than 25% likely to use the new services described in Q4. We are asking how many of the pieces of First-Class Mail that the respondent sends in a year, he or she **would** send with each type of Certified Mail, if the new services were available. The sum of these answers must not be greater than the respondent's annual First-Class mail pieces.

Q6. This is similar to Q3, but we are asking the respondents to estimate how many they **would** send of each type. It is asked only if they will send some Certified First-Class Mail pieces, as asked in Q5. The sum of these must not be greater than the Total New Certified Mail in Q5.

Q7. This is similar to Q4 but with a different set of new prices.

Q8. Again, this is the same as Q5 but with the new prices.

Q9. This is similar to Q6, but with the new prices

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.

Attachment E

National Analysts, Inc
 Table 1
 Household Questionnaire - Certified Mail Rate Research (815)
 10:44:57

TOTAL Sample Usage, Eligibility rates, quotas, result of call summary report

STRATUM
 =====

	Total	User	Likely User
	-----	-----	-----

SAMPLE USAGE			

Total Sample	34363	957	690
Used Sample	33626	957	690
Remaining Fresh Sample	737	0	0
Remaining Fresh Sample AND NON-FINAL sample	11300	155	177

ELIGIBILITY RATES			

Eligibility rate	54.0	100.0	100.0
Completion rate	71.0	75.6	65.3

SCREENING QUOTAS			

Quota Overall	1066	533	533
Cooperators total	1222	653	564
# required to reach quota	-156	-120	-31
% quota reached	115	123	106
=====			

QUESTIONNAIRE QUOTAS

Quota Overall	800	400	400
Cooperators total	792	465	326
# required to reach quota	8	-65	74
% quota reached	99	116	82
=====			

RESULT OF CALL

Not attempted to date	737	0	0
	2%	0%	0%
	100%	0%	0%

National Analysts, Inc

Table 1

Household Questionnaire - Certified Mail Rate Research (815)

07/20/01 10:44:57

TOTAL Sample Usage, Eligibility rates, quotas, result of call summary report

STRATUM

=====

	Total	User	Likely User
	-----	-----	-----
Language Problem	693	0	0
	2%	0%	0%
	100%	0%	0%
Breakoff	3	2	1
	0%	0%	0%
	100%	67%	33%
Disconnect	3480	1	0
	10%	0%	0%
	100%	0%	0%
Business	2192	0	2
	7%	0%	0%
	100%	0%	0%
Fax/modem	2188	2	0
	7%	0%	0%
	100%	0%	0%
Refusal - company policy	0	0	0
	0%	0%	0%
	0%	0%	0%
Not available for study period	213	0	0
	1%	0%	0%
	100%	0%	0%
Claims previous interview	0	0	0
	0%	0%	0%
	0%	0%	0%
No such person - no referral	0	0	0
	0%	0%	0%
	0%	0%	0%
No such person	0	0	0
	0%	0%	0%
	0%	0%	0%

Initial refusal HH - hard	4009	2	1
	12%	0%	0%
	100%	0%	0%
Initial refusal proper party hard	159	0	0
	0%	0%	0%
	100%	0%	0%
Number change	6079	3	1
	18%	0%	0%
	100%	0%	0%
Max # attempts	9038	24	26
	27%	3%	4%
	100%	0%	0%

National Analysts, Inc

Table 1

Household Questionnaire - Certified Mail Rate Research (815)

07/20/01 10:44:57

TOTAL Sample Usage, Eligibility rates, quotas, result of call summary report

STRATUM

=====

	Total	User	Likely User
	-----	-----	-----
No answer	2876	7	4
	9%	1%	1%
	100%	0%	0%
Busy	497	0	0
	1%	0%	0%
	100%	0%	0%
Callback	855	8	3
	3%	1%	0%
	100%	1%	0%
Answering machine	1530	5	7
	5%	1%	1%
	100%	0%	0%
Initial refusal residence	153	0	0
	0%	0%	0%
	100%	0%	0%
Initial refusal secretary	3112	0	1
	9%	0%	0%
	100%	0%	0%
Initial refusal proper party	0	0	0
	0%	0%	0%
	0%	0%	0%
Wrong number	202	3	1
	1%	0%	0%
	100%	1%	0%
Business mail only	152	0	0
	0%	0%	0%
	100%	0%	0%
Work for parcel delivery service	195	0	0
	1%	0%	0%
	100%	0%	0%

Not most knowledgeable	53	0	0
	0%	0%	0%
	100%	0%	0%
No referral	93	0	0
	0%	0%	0%
	100%	0%	0%
Does not qualify	1340	0	0
	4%	0%	0%
	100%	0%	0%
Refuse participation	181	87	94
	1%	9%	14%
	100%	48%	52%

National Analysts, Inc

Table 1

Household Questionnaire - Certified Mail Rate Research (815)

07/20/01 10:44:57

TOTAL Sample Usage, Eligibility rates, quotas, result of call summary report

	STRATUM		
	Total	User	Likely
	-----	-----	-----
Over quota certified mail user	180	180	0
	1%	19%	0%
	100%	100%	0%
Over quota likely user	0	0	0
	0%	0%	0%
	0%	0%	0%
Zero First Class Mail pieces	11	1	9
	0%	0%	1%
	100%	9%	82%
Need materials resent	96	37	56
	0%	4%	8%
	100%	39%	58%
Screened & agreed to participate	1115	615	499
	3%	64%	72%
	100%	55%	45%
Complete	792	465	326
	2%	49%	47%
	100%	59%	41%

National Analysts, Inc

Table 1

Non-Household Questionnaire - Certified Mail Rate Research (815)

10:45:18

TOTAL Sample Usage, Eligibility rates, quotas, result of call summary report

	STRATUM										
	Total	1	2	3	4	5	6	7	8	9	10

SAMPLE USAGE											

Total Sample	61939	4331	4311	4172	4328	4311	4172	11999	12000	11975	340
Used Sample	27970	2239	2841	2460	2669	1944	1951	6131	3747	3656	332
Remaining Fresh Sample	33969	2092	1470	1712	1659	2367	2221	5868	8253	8319	8
Remaining Fresh Sample AND NON-FINAL sample	39421	2681	2077	2325	2267	2863	2745	6680	8792	8900	91

ELIGIBILITY RATES											

Eligibility rate	73.2	74.4	78.9	89.8	70.1	75.9	92.4	40.7	66.5	84.0	93.5
Completion rate	74.6	77.2	74.0	74.1	71.6	81.1	72.9	70.4	74.5	69.1	90.2

SCREENING QUOTAS											

Quota Overall	1600	177	179	177	177	177	179	133	133	133	133
Cooperators total	1646	198	225	205	184	178	185	137	142	139	53
# required to reach quota	-46	-21	-46	-28	-7	-1	-6	-4	-9	-6	80
% quota reached	103	112	126	116	104	101	103	103	107	105	40
=====											

 QUESTIONNAIRE QUOTAS

Quota Overall	1200	133	134	133	133	133	134	100	100	100	100
Cooperators total	1200	152	165	146	126	142	132	95	102	94	46
# required to reach quota	0	-19	-31	-13	7	-9	2	5	-2	6	54
% quota reached	100	114	123	110	95	107	99	95	102	94	46
=====											

 RESULT OF CALL

Not attempted to date	33969	2092	1470	1712	1659	2367	2221	5868	8253	8319	8
	55%	48%	34%	41%	38%	55%	53%	49%	69%	69%	2%
	100%	6%	4%	5%	5%	7%	7%	17%	24%	24%	0%

National Analysts, Inc

Table 1

Non-Household Questionnaire - Certified Mail Rate Research (815)

07/20/01 10:45:18

TOTAL Sample Usage, Eligibility rates, quotas, result of call summary report

STRATUM

	Total	1	2	3	4	5	6	7	8	9	10
Language Problem	63	8	3	0	13	7	1	22	6	3	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	100%	13%	5%	0%	21%	11%	2%	35%	10%	5%	0%
Breakoff	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Disconnect	493	59	48	40	44	32	46	128	43	50	3
	2%	3%	2%	2%	2%	2%	2%	2%	1%	1%	1%
	100%	12%	10%	8%	9%	6%	9%	26%	9%	10%	1%
Residence	357	68	10	11	103	16	4	126	13	3	3
	1%	3%	0%	0%	4%	1%	0%	2%	0%	0%	1%
	100%	19%	3%	3%	29%	4%	1%	35%	4%	1%	1%
Fax/modem	193	24	16	13	29	18	8	43	22	18	2
	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%
	100%	12%	8%	7%	15%	9%	4%	22%	11%	9%	1%
Refusal - company policy	380	29	36	90	22	42	48	14	22	66	11
	1%	1%	1%	4%	1%	2%	2%	0%	1%	2%	3%
	100%	8%	9%	24%	6%	11%	13%	4%	6%	17%	3%
Not available for study period	242	24	37	20	31	19	27	27	33	24	0
	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%
	100%	10%	15%	8%	13%	8%	11%	11%	14%	10%	0%
Claims previous interview	35	5	3	9	3	2	4	2	2	5	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	100%	14%	9%	26%	9%	6%	11%	6%	6%	14%	0%

No such person - no referral	1433	81	159	190	101	152	174	168	182	218	8
	5%	4%	6%	8%	4%	8%	9%	3%	5%	6%	2%
	100%	6%	11%	13%	7%	11%	12%	12%	13%	15%	1%
No such person	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Initial refusal HH - hard	687	81	94	67	61	53	63	88	76	76	28
	2%	4%	3%	3%	2%	3%	3%	1%	2%	2%	8%
	100%	12%	14%	10%	9%	8%	9%	13%	11%	11%	4%
Initial refusal proper party hard	1451	193	174	142	190	146	114	214	141	111	26
	5%	9%	6%	6%	7%	8%	6%	3%	4%	3%	8%
	100%	13%	12%	10%	13%	10%	8%	15%	10%	8%	2%
Number change	759	72	94	66	80	44	41	194	87	71	10
	3%	3%	3%	3%	3%	2%	2%	3%	2%	2%	3%
	100%	9%	12%	9%	11%	6%	5%	26%	11%	9%	1%
Max # attempts	18597	1251	1766	1456	1639	1067	1119	4645	2784	2709	161
	66%	56%	62%	59%	61%	55%	57%	76%	74%	74%	48%
	100%	7%	9%	8%	9%	6%	6%	25%	15%	15%	1%

National Analysts, Inc

Table 1

Non-Household Questionnaire - Certified Mail Rate Research (815)

07/20/01 10:45:18

TOTAL Sample Usage, Eligibility rates, quotas, result of call summary report

STRATUM

=====

	Total	1	2	3	4	5	6	7	8	9	10
No answer	3439	212	288	238	318	137	128	1249	438	410	21
	12%	9%	10%	10%	12%	7%	7%	20%	12%	11%	6%
	100%	6%	8%	7%	9%	4%	4%	36%	13%	12%	1%
Busy	518	45	52	53	42	33	30	105	82	73	3
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%
	100%	9%	10%	10%	8%	6%	6%	20%	16%	14%	1%
Callback	8833	488	811	720	609	568	663	1645	1638	1592	99
	32%	22%	29%	29%	23%	29%	34%	27%	44%	44%	30%
	100%	6%	9%	8%	7%	6%	8%	19%	19%	18%	1%
Answering machine	4710	384	454	302	529	197	200	1535	542	558	9
	17%	17%	16%	12%	20%	10%	10%	25%	14%	15%	3%
	100%	8%	10%	6%	11%	4%	4%	33%	12%	12%	0%
Initial refusal residence	514	54	76	73	67	70	53	36	39	33	13
	2%	2%	3%	3%	3%	4%	3%	1%	1%	1%	4%
	100%	11%	15%	14%	13%	14%	10%	7%	8%	6%	3%
Initial refusal secretary	573	68	84	69	74	62	44	75	44	42	11
	2%	3%	3%	3%	3%	3%	2%	1%	1%	1%	3%
	100%	12%	15%	12%	13%	11%	8%	13%	8%	7%	2%
Initial refusal proper party	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Different organization	119	8	18	17	8	15	9	22	6	15	1
	0%	0%	1%	1%	0%	1%	0%	0%	0%	0%	0%
	100%	7%	15%	14%	7%	13%	8%	18%	5%	13%	1%

Bad address	22	0	1	4	4	2	3	3	4	1	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	100%	0%	5%	18%	18%	9%	14%	14%	18%	5%	0%
Not organization from sample	55	6	5	7	6	6	5	5	5	9	1
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	100%	11%	9%	13%	11%	11%	9%	9%	9%	16%	2%
Primary function to process mail	33	2	4	10	2	4	6	0	2	2	1
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	100%	6%	12%	30%	6%	12%	18%	0%	6%	6%	3%
Not most knowledgeable person	147	9	14	6	16	26	13	19	23	20	1
	1%	0%	0%	0%	1%	1%	1%	0%	1%	1%	0%
	100%	6%	10%	4%	11%	18%	9%	13%	16%	14%	1%
No one most knowledgeable	210	17	25	27	15	25	24	14	33	26	4
	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%
	100%	8%	12%	13%	7%	12%	11%	7%	16%	12%	2%
No referral	17	2	2	1	4	1	3	1	1	2	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	100%	12%	12%	6%	24%	6%	18%	6%	6%	12%	0%

National Analysts, Inc

Table 1

Non-Household Questionnaire - Certified Mail Rate Research (815)

07/20/01 10:45:18

TOTAL Sample Usage, Eligibility rates, quotas, result of call summary report

STRATUM

	Total	1	2	3	4	5	6	7	8	9	10
Does not qualify	678 2% 100%	76 3% 11%	67 2% 10%	24 1% 4%	85 3% 13%	63 3% 9%	14 1% 2%	226 4% 33%	87 2% 13%	32 1% 5%	4 1% 1%
Does not wish to participate	246 1% 100%	23 1% 9%	30 1% 12%	27 1% 11%	22 1% 9%	20 1% 8%	26 1% 11%	20 0% 8%	31 1% 13%	42 1% 17%	5 2% 2%
Organization is messenger/ courier/ mail delivery service	107 0% 100%	3 0% 3%	10 0% 9%	28 1% 26%	7 0% 7%	6 0% 6%	14 1% 13%	13 0% 12%	2 0% 2%	14 0% 13%	10 3% 9%
Zero First Class Mail pieces	11 0% 100%	0 0% 0%	1 0% 9%	2 0% 18%	2 0% 18%	0 0% 0%	3 0% 27%	1 0% 9%	0 0% 0%	2 0% 18%	0 0% 0%
Need materials resent	27 0% 100%	1 0% 4%	1 0% 4%	6 0% 22%	6 0% 22%	3 0% 11%	1 0% 4%	1 0% 4%	5 0% 19%	1 0% 4%	2 1% 7%
Screened & agreed to participate	1608 6% 100%	197 9% 12%	223 8% 14%	197 8% 12%	176 7% 11%	175 9% 11%	181 9% 11%	135 2% 8%	137 4% 9%	136 4% 8%	51 15% 3%
Complete	1200 4% 100%	152 7% 13%	165 6% 14%	146 6% 12%	126 5% 11%	142 7% 12%	132 7% 11%	95 2% 8%	102 3% 9%	94 3% 8%	46 14% 4%

Attachment F

Main Cleaning Program - Household

check CASE_ID is known
check NAID is known
check RECEIVE_MATERIALS is yes

check Q1_A is known
check Q1_A > 0

check Q1_A1 is asked
check Q1_A2 is asked
check Q1_A3 is asked
check Q1_A4 is asked

check (if(Q1_A1 is known,Q1_A1,0) +
if(Q1_A2 is known,Q1_A2,0) +
if(Q1_A3 is known,Q1_A3,0) +
if(Q1_A4 is known,Q1_A4,0)) = Q1_A

check Q2 is yes

for (if(Q1_A1 is known,Q1_A1,0) +
if(Q1_A2 is known,Q1_A2,0) +
if(Q1_A3 is known,Q1_A3,0)) > 0
check Q3_1 is asked

for Q3_1 is asked
check (if(Q1_A1 is known,Q1_A1,0) +
if(Q1_A2 is known,Q1_A2,0) +
if(Q1_A3 is known,Q1_A3,0)) > 0

for (if(Q1_A1 is known,Q1_A1,0) +
if(Q1_A2 is known,Q1_A2,0) +
if(Q1_A3 is known,Q1_A3,0)) > 0
check Q3_2 is asked

for Q3_2 is asked
check (if(Q1_A1 is known,Q1_A1,0) +
if(Q1_A2 is known,Q1_A2,0) +
if(Q1_A3 is known,Q1_A3,0)) > 0

for (if(Q1_A1 is known,Q1_A1,0) +
if(Q1_A2 is known,Q1_A2,0) +
if(Q1_A3 is known,Q1_A3,0)) > 0
check Q3_3 is asked

for Q3_3 is asked
check (if(Q1_A1 is known,Q1_A1,0) +
if(Q1_A2 is known,Q1_A2,0) +
if(Q1_A3 is known,Q1_A3,0)) > 0

check (if(Q3_1 is known,Q3_1,0) +
if(Q3_2 is known,Q3_2,0) +
if(Q3_3 is known,Q3_3,0)) = (if(Q1_A1 is known,Q1_A1,0) +
if(Q1_A2 is known,Q1_A2,0) +
if(Q1_A3 is known,Q1_A3,0))

```

check Q4 is asked

for Q4 is known
check Q4 >= 0 and Q4 <= 100

for Q4 > 25
check Q5_1 is asked

for Q5_1 is asked
check Q4 > 25

for Q4 > 25
check Q5_2 is asked

for Q5_2 is asked
check Q4 > 25

for Q4 > 25
check Q5_3 is asked

for Q5_3 is asked
check Q4 > 25

for Q4 > 25
check Q5_4 is asked

for Q5_4 is asked
check Q4 > 25

for Q4 > 25
check Q5_5 is known

for Q5_5 is known
check Q4 > 25

for Q5_5 > 0
check (if(Q5_1 is known,Q5_1,0) +
      if(Q5_2 is known,Q5_2,0) +
      if(Q5_3 is known,Q5_3,0) +
      if(Q5_4 is known,Q5_4,0)) = Q5_5
else check (Q5_1 is na and
           Q5_2 is na and
           Q5_3 is na and
           Q5_4 is na) or cv_indicator = 2

check if(Q5_5 is known,Q5_5,0) <= Q1_A

for Q5_5 > 0
check Q6_1 is asked

for Q6_1 is asked and cv_indicator != 2
check Q5_5 > 0

for Q5_5 > 0
check Q6_2 is asked

```

for Q6_2 is asked and cv_indicator != 2
check Q5_5 > 0

for Q5_5 > 0
check Q6_3 is asked

for Q6_3 is asked and cv_indicator != 2
check Q5_5 > 0

for Q5_5 > 0
check (if(Q6_1 is known,Q6_1,0) +
if(Q6_2 is known,Q6_2,0) +
if(Q6_3 is known,Q6_3,0)) = Q5_5

check Q7 is asked

for Q7 is known
check Q7 >= 0 and Q7 <= 100

for Q7 >= 0 and Q7 <= 100
check Q7 is known

for Q7 > 25
check Q8_1 is asked

for Q8_1 is asked
check Q7 > 25

for Q7 > 25
check Q8_2 is asked

for Q8_2 is asked
check Q7 > 25

for Q7 > 25
check Q8_3 is asked

for Q8_3 is asked
check Q7 > 25

for Q7 > 25
check Q8_4 is asked

for Q8_4 is asked
check Q7 > 25

for Q7 > 25
check Q8_5 is known

for Q8_5 is known
check Q7 > 25

```

for Q8_5 > 0
check (if(Q8_1 is known,Q8_1,0) +
      if(Q8_2 is known,Q8_2,0) +
      if(Q8_3 is known,Q8_3,0) +
      if(Q8_4 is known,Q8_4,0)) = Q8_5
else check (Q8_1 is na and
           Q8_2 is na and
           Q8_3 is na and
           Q8_4 is na) or cv_indicator = 2

check if(Q8_5 is known,Q8_5,0) <= Q1_A

for Q8_5 > 0
check Q9_1 is asked

for Q9_1 is asked and cv_indicator != 2
check Q8_5 > 0

for Q8_5 > 0
check Q9_2 is asked

for Q9_2 is asked and cv_indicator != 2
check Q8_5 > 0

for Q8_5 > 0
check Q9_3 is asked

for Q9_3 is asked and cv_indicator != 2
check Q8_5 > 0

for Q8_5 > 0
check (if(Q9_1 is known,Q9_1 ,0) +
      if(Q9_2 is known,Q9_2 ,0) +
      if(Q9_3 is known,Q9_3 ,0)) = Q8_5

|for Q1_A > 0
|show Q1_A1 is ref or Q1_A2 is ref or Q1_A3 is ref or Q1_A4 is ref
|
|for Q5_5 > 0
|show Q5_1 is ref or Q5_2 is ref or Q5_3 is ref or Q5_4 is ref
|
|for Q8_5 > 0
|show Q8_1 is ref or Q8_2 is ref or Q8_3 is ref or Q8_4 is ref

show (Q5_1 is ref and Q5_2 is ref and Q5_3 is ref and Q5_4 is ref) or
(Q8_1 is ref and Q8_2 is ref and Q8_3 is ref and Q8_4 is ref)

```

|S1A
|S1B
|S1C
|S2A
|S2B
|S2C
|S3
|S4A
|S4C
|S4D
|S5A
|S5B
|S6
|S7
|S8
|S9
|S10
|S11
|S11_AREA_CODE
|S11_PHONE_NUM
|ZIP_CODE
|AREA_CODE
|PHONE_NUM
|FINAL_ROC
|

Supplementary Cleaning Program - Household

```
for Q1_A > 100 and cv_indicator = 0
show (Q1_A1 + Q1_A2 + Q1_A3) >= (Q1_A*.4) or
Q5_5 >= (Q1_A*.4) or
Q8_5 >= (Q1_A*.4)

|show Q1_A > 100

for Q1_A <= 100 and cv_indicator = 0
show (Q1_A1 + Q1_A2 + Q1_A3) >= (Q1_A*.75) or
Q5_5 >= (Q1_A*.75) or
Q8_5 >= (Q1_A*.75)

|show Q1_A <= 100
339
```

Main Cleaning Program - Non-Household

check CASE_ID is known
check NAID is known
check RECEIVE_MATERIALS is yes

check Q1_A is known
check Q1_A > 0

check Q1_A1 is asked
check Q1_A2 is asked
check Q1_A3 is asked
check Q1_A4 is asked

check (if(Q1_A1 is known,Q1_A1,0) +
if(Q1_A2 is known,Q1_A2,0) +
if(Q1_A3 is known,Q1_A3,0) +
if(Q1_A4 is known,Q1_A4,0)) = Q1_A

check Q2 is yes

for (if(Q1_A1 is known,Q1_A1,0) +
if(Q1_A2 is known,Q1_A2,0) +
if(Q1_A3 is known,Q1_A3,0)) > 0
check Q3_1 is asked

for Q3_1 is asked
check (if(Q1_A1 is known,Q1_A1,0) +
if(Q1_A2 is known,Q1_A2,0) +
if(Q1_A3 is known,Q1_A3,0)) > 0

for (if(Q1_A1 is known,Q1_A1,0) +
if(Q1_A2 is known,Q1_A2,0) +
if(Q1_A3 is known,Q1_A3,0)) > 0
check Q3_2 is asked

for Q3_2 is asked
check (if(Q1_A1 is known,Q1_A1,0) +
if(Q1_A2 is known,Q1_A2,0) +
if(Q1_A3 is known,Q1_A3,0)) > 0

for (if(Q1_A1 is known,Q1_A1,0) +
if(Q1_A2 is known,Q1_A2,0) +
if(Q1_A3 is known,Q1_A3,0)) > 0
check Q3_3 is asked

for Q3_3 is asked
check (if(Q1_A1 is known,Q1_A1,0) +
if(Q1_A2 is known,Q1_A2,0) +
if(Q1_A3 is known,Q1_A3,0)) > 0

check (if(Q3_1 is known,Q3_1,0) +
if(Q3_2 is known,Q3_2,0) +
if(Q3_3 is known,Q3_3,0)) = (if(Q1_A1 is known,Q1_A1,0) +
if(Q1_A2 is known,Q1_A2,0) +
if(Q1_A3 is known,Q1_A3,0))

```

check Q4 is asked

for Q4 is known
check Q4 >= 0 and Q4 <= 100

for Q4 > 25
check Q5_1 is asked

for Q5_1 is asked
check Q4 > 25

for Q4 > 25
check Q5_2 is asked

for Q5_2 is asked
check Q4 > 25

for Q4 > 25
check Q5_3 is asked

for Q5_3 is asked
check Q4 > 25

for Q4 > 25
check Q5_4 is asked

for Q5_4 is asked
check Q4 > 25

for Q4 > 25
check Q5_5 is known

for Q5_5 is known
check Q4 > 25

for Q5_5 > 0
check (if(Q5_1 is known,Q5_1,0) +
      if(Q5_2 is known,Q5_2,0) +
      if(Q5_3 is known,Q5_3,0) +
      if(Q5_4 is known,Q5_4,0)) = Q5_5
else check (Q5_1 is na and
           Q5_2 is na and
           Q5_3 is na and
           Q5_4 is na) or cv_indicator = 2

check if(Q5_5 is known,Q5_5,0) <= Q1_A

for Q5_5 > 0
check Q6_1 is asked

for Q6_1 is asked and cv_indicator != 2
check Q5_5 > 0

for Q5_5 > 0
check Q6_2 is asked

```

for Q6_2 is asked and cv_indicator != 2
check Q5_5 > 0

for Q5_5 > 0
check Q6_3 is asked

for Q6_3 is asked and cv_indicator != 2
check Q5_5 > 0

for Q5_5 > 0
check (if(Q6_1 is known,Q6_1,0) +
if(Q6_2 is known,Q6_2,0) +
if(Q6_3 is known,Q6_3,0)) = Q5_5

check Q7 is asked

for Q7 is known
check Q7 >= 0 and Q7 <= 100

for Q7 >= 0 and Q7 <= 100
check Q7 is known

for Q7 > 25
check Q8_1 is asked

for Q8_1 is asked
check Q7 > 25

for Q7 > 25
check Q8_2 is asked

for Q8_2 is asked
check Q7 > 25

for Q7 > 25
check Q8_3 is asked

for Q8_3 is asked
check Q7 > 25

for Q7 > 25
check Q8_4 is asked

for Q8_4 is asked
check Q7 > 25

for Q7 > 25
check Q8_5 is known

for Q8_5 is known
check Q7 > 25

```

for Q8_5 > 0
check (if(Q8_1 is known,Q8_1,0) +
      if(Q8_2 is known,Q8_2,0) +
      if(Q8_3 is known,Q8_3,0) +
      if(Q8_4 is known,Q8_4,0)) = Q8_5
else check (Q8_1 is na and
           Q8_2 is na and
           Q8_3 is na and
           Q8_4 is na) or cv_indicator = 2

check if(Q8_5 is known,Q8_5,0) <= Q1_A

for Q8_5 > 0
check Q9_1 is asked

for Q9_1 is asked and cv_indicator != 2
check Q8_5 > 0

for Q8_5 > 0
check Q9_2 is asked

for Q9_2 is asked and cv_indicator != 2
check Q8_5 > 0

for Q8_5 > 0
check Q9_3 is asked

for Q9_3 is asked and cv_indicator != 2
check Q8_5 > 0

for Q8_5 > 0
check (if(Q9_1 is known,Q9_1 ,0) +
      if(Q9_2 is known,Q9_2 ,0) +
      if(Q9_3 is known,Q9_3 ,0)) = Q8_5

|for Q1_A > 0
|show Q1_A1 is ref or Q1_A2 is ref or Q1_A3 is ref or Q1_A4 is ref
|
|for Q5_5 > 0
|show Q5_1 is ref or Q5_2 is ref or Q5_3 is ref or Q5_4 is ref
|
|for Q8_5 > 0
|show Q8_1 is ref or Q8_2 is ref or Q8_3 is ref or Q8_4 is ref

show (Q5_1 is ref and Q5_2 is ref and Q5_3 is ref and Q5_4 is ref) or
(Q8_1 is ref and Q8_2 is ref and Q8_3 is ref and Q8_4 is ref)

```

|S1A
|S1B
|S1C
|S2A
|S2B
|S2C
|S3
|S4A
|S4C
|S4D
|S5A
|S5B
|S6
|S7
|S8
|S9
|S10
|S11
|S11_AREA_CODE
|S11_PHONE_NUM
|ZIP_CODE
|AREA_CODE
|PHONE_NUM
|FINAL_ROC
|

Supplementary Cleaning Program - Non-Household

```
|for Q1_A1 > 100  
for cv_indicator = 0  
show (Q1_A1 + Q1_A2 + Q1_A3) >= (Q1_A*.75) or  
Q5_5 >= (Q1_A*.75) or  
Q8_5 >= (Q1_A*.75)
```

Additional Cleans

```
|label A_same
|for Q5_5 is known
|show (if(Q1_A1 is known,Q1_A1,0) +
|      if(Q1_A2 is known,Q1_A2,0) +
|      if(Q1_A3 is known,Q1_A3,0)) = Q5_5
|
|label A_LT
|for Q5_5 is known
|show (if(Q1_A1 is known,Q1_A1,0) +
|      if(Q1_A2 is known,Q1_A2,0) +
|      if(Q1_A3 is known,Q1_A3,0)) > Q5_5
|
|label A_GT
|for Q5_5 is known
|show (if(Q1_A1 is known,Q1_A1,0) +
|      if(Q1_A2 is known,Q1_A2,0) +
|      if(Q1_A3 is known,Q1_A3,0)) < Q5_5
|
|label B_same
|for Q8_5 is known
|show (if(Q1_A1 is known,Q1_A1,0) +
|      if(Q1_A2 is known,Q1_A2,0) +
|      if(Q1_A3 is known,Q1_A3,0)) = Q8_5
|
|label B_LT
|for Q8_5 is known
|show (if(Q1_A1 is known,Q1_A1,0) +
|      if(Q1_A2 is known,Q1_A2,0) +
|      if(Q1_A3 is known,Q1_A3,0)) > Q8_5
|
|label B_GT
|for Q8_5 is known
|show (if(Q1_A1 is known,Q1_A1,0) +
|      if(Q1_A2 is known,Q1_A2,0) +
|      if(Q1_A3 is known,Q1_A3,0)) < Q8_5
```

```
label A_LT
for Q5_5 is known and cv_indicator = 0
show (if(Q1_A2 is known,Q1_A2,0) +
      if(Q1_A3 is known,Q1_A3,0)) > Q5_5
```

```
label B_LT
for Q8_5 is known and cv_indicator = 0
show (if(Q1_A2 is known,Q1_A2,0) +
      if(Q1_A3 is known,Q1_A3,0)) > Q8_5
```

Attachment G

**Estimated New Certified Mail Volumes by Price Points
Among Households & Non-Households**

	Price Points ⁵	Total		Households		Non-Households	
		Volume	%	Volume	%	Volume	%
1.	Base: \$2.25/New Automatic Return Receipt: \$1.00	388,835,523	100.0	168,323,319	43.3	220,512,204	56.7
2.	Base: \$3.00/New Automatic Return Receipt: \$1.50	200,471,424	100.0	69,311,268	34.6	131,160,156	65.4
3.	Base: \$2.25/New Automatic Return Receipt: \$1.50	382,928,617	100.0	202,698,584	52.9	180,230,032	47.1
4.	Base: \$3.00/New Automatic Return Receipt: \$1.00	211,632,353	100%	103,171,467	48.8	108,460,886	51.2

⁵ In each scenario, the Return Receipt (Green Card) is \$1.50, and the Return Receipt After Mailing is \$3.50.

**Estimated Percentage of New Certified Volume
By Shape & Households/Non-Households⁶**

Price Points ⁷	Total	Parcels			Non-Parcels		
		Total	Households	Non-Households	Total	Households	Non-Households
		%	%	%	%	%	%
1. Base: \$2.25/New Automatic Return Receipt: \$1.00	100.0	9.1	13.9	5.5	90.9	86.1	94.6
2. Base: \$3.00/New Automatic Return Receipt: \$1.50	100.0	5.7	12.0	2.3	94.3	88.0	97.6
3. Base: \$2.25/New Automatic Return Receipt: \$1.50	100.0	14.4	23.0	4.8	85.6	77.1	95.2
4. Base: \$3.00/New Automatic Return Receipt: \$1.00	100.0	12.7	20.8	4.9	87.4	79.3	95.1

⁶ Percentages may not equal 100% due to rounding.

⁷ In each scenario, the Return Receipt (Green Card) is \$1.50, and the Return Receipt After Mailing is \$3.50.