

DOCKET SECTION

# **The Household Diary Study**

## **Mail Use & Attitudes in PFY 2000**



Dr. Malcolm Harris, Manager  
George Buonocore, Economist  
Greg Dawson, Economist  
Stephanie Majors, Contract Management Specialist  
*Demand Forecasting and Economic Analysis, Finance Division*

United States Postal Service Headquarters  
475 L'Enfant Plaza, SW RM 8600  
Washington, D.C. 20260-5323

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NuStats  
3006 Bee Caves Road, Suite A-300  
Austin, Texas 78746

# Table of Contents

|          |                                                     |           |
|----------|-----------------------------------------------------|-----------|
|          | <b>Introduction</b>                                 | <b>1</b>  |
|          | Background                                          | 1         |
|          | Study Design                                        | 2         |
|          | Sample Design                                       | 3         |
|          | Analytic Weights                                    | 4         |
|          | Report Organization                                 | 5         |
| <b>1</b> | <b>Chapter 1: Total Mail Overview</b>               | <b>7</b>  |
|          | Total Household Mail                                | 7         |
|          | Total Mail Received by Postal Classification        | 8         |
|          | Attitudes Toward Advertising Mail                   | 11        |
| <b>2</b> | <b>Chapter 2: First-Class Mail</b>                  | <b>13</b> |
|          | First-Class Volumes                                 | 13        |
|          | Total First-Class Mail Received                     | 14        |
|          | Factors Affecting Mail Received                     | 16        |
|          | First-Class Mail Sent                               | 17        |
|          | Factors Affecting Mail Sent                         | 19        |
| <b>3</b> | <b>Chapter 3: Standard Mail (A)</b>                 | <b>21</b> |
|          | Use of Standard Mail (A)                            | 22        |
|          | Standard Mail (A) Characteristics                   | 23        |
|          | Factors Affecting Receipt of Standard Mail (A)      | 26        |
|          | Recipient Response to Standard Mail (A)             | 28        |
| <b>4</b> | <b>Chapter 4: Direct Mail Advertising</b>           | <b>31</b> |
|          | Advertising Volume                                  | 31        |
|          | Factors Affecting Volume                            | 34        |
|          | Attitudes Toward Advertising                        | 36        |
|          | Response to Advertising                             | 38        |
| <b>5</b> | <b>Chapter 5: Periodicals Mail</b>                  | <b>39</b> |
|          | Total Periodicals Volumes Destinating in Households | 39        |
|          | Total Periodicals Received by Other Means           | 40        |
|          | Factors Affecting Receipt of Periodicals            | 41        |
|          | Satisfaction with Delivery                          | 42        |

|          |                                                        |           |
|----------|--------------------------------------------------------|-----------|
| <b>6</b> | <b>Chapter 6: Packages</b>                             | <b>45</b> |
|          | Packages Received by Households                        | 45        |
|          | Received Package Characteristics                       | 46        |
|          | Factors Affecting Package Receipt                      | 46        |
|          | Packages Sent by Households                            | 47        |
|          | Factors Affecting Packages Sent                        | 47        |
| <b>7</b> | <b>Chapter 7: Electronic Communication</b>             | <b>51</b> |
|          | Profile of a Likely Internet User                      | 51        |
|          | Access to Technology                                   | 52        |
|          | Electronic Communication/Online Consumption            | 53        |
|          | Online Bill Payment                                    | 55        |
| <b>8</b> | <b>Chapter 8: Summary and Conclusions</b>              | <b>57</b> |
|          | Nonhousehold-to-Household Mail                         | 57        |
|          | Household-to-Nonhousehold Mail                         | 58        |
|          | Household-to-Household Mail                            | 58        |
|          | Conclusions                                            | 58        |
| <b>A</b> | <b>Appendix A: Comparative Tables 1987, 1999, 2000</b> |           |
|          | Concordance                                            |           |
|          | A1. Total Mail Overview                                |           |
|          | A2. First-Class Mail                                   |           |
|          | A3. Standard Mail (A)                                  |           |
|          | A4. Direct Mail Advertising                            |           |
|          | A5. Periodicals                                        |           |
|          | A6. Packages                                           |           |
|          | A7. Electronic Communication                           |           |
| <b>B</b> | <b>Appendix B: Survey Instruments</b>                  |           |
|          | B1. Recruitment Questionnaire                          |           |
|          | B2. Diary Package                                      |           |
|          | Advanced Letter                                        |           |
|          | Instruction Booklet                                    |           |
|          | Diary                                                  |           |
|          | Quick Start                                            |           |
|          | Reminder Card                                          |           |
|          | Gift Form                                              |           |
|          | Instruction Card                                       |           |
|          | Certificate of Appreciation                            |           |



## **Appendix C: Technical Documentation of Methods**

- C1. Sampling Plan
- C2. Data Collection Method
- C3. Data Processing
- C4. Data Weighting and Expansion



## **Appendix D: Revenue, Pieces and Weight Volume Table**

# List of Tables and Figures

|                                                                                                                                      |           |
|--------------------------------------------------------------------------------------------------------------------------------------|-----------|
| <b>Introduction</b>                                                                                                                  | <b>1</b>  |
| Table A: Incentive Choice by Household Income                                                                                        | 3         |
| Table B: Sample by Postal Quarter                                                                                                    | 4         |
| <b>Chapter 1: Total Mail Overview</b>                                                                                                | <b>7</b>  |
| Table 1.1: Pieces per Household per Week, Total Domestic Mail by Sector, PFY 1987 and 2000                                           | 8         |
| Table 1.2: Pieces per Household per Week by Postal Classification                                                                    | 9         |
| Table 1.3: Percentage of Total and Pieces per Household per Week, First-Class and Standard Mail (A) by Major Business / Organization | 9         |
| Table 1.4: Household Reading Patterns of Advertising Mail by Class                                                                   | 10        |
| Table 1.5: Attitudes Toward Advertising Mail - Trends                                                                                | 11        |
| Figure 1.1: Percentage of Total Domestic Mail by Sector, PFY 1987 and 2000                                                           | 8         |
| Figure 1.2: Household Reading Patterns by Household Income                                                                           | 10        |
| Figure 1.3: Household Attitudes Toward Advertising Mail by Medium                                                                    | 11        |
| <b>Chapter 2: First-Class Mail</b>                                                                                                   | <b>13</b> |
| Table 2.1: First-Class Mail Pieces per Household per Week by Sector, PFY 1987 and 2000                                               | 13        |
| Table 2.2: First-Class Mail Pieces per Household per Week Received by Rate                                                           | 14        |
| Table 2.3: First-Class Mail Received by Mail Type                                                                                    | 14        |
| Table 2.4: First-Class Mail Pieces per Household per Week Received by Mail Type                                                      | 15        |
| Table 2.5: First-Class Mail Pieces per Household per Week Received by Shape                                                          | 16        |
| Table 2.6: First-Class Mail Pieces per Household per Week and Percentage of Total Sent by Mail Type                                  | 18        |
| Figure 2.1: Percentage of First-Class Mail by Sector, PFY 1987 and 2000                                                              | 14        |
| Figure 2.2: First-Class Mail Pieces per Household per Week Received by Income                                                        | 16        |
| Figure 2.3: First-Class Mail Pieces per Household per Week Received by Educational Attainment of Head of Household                   | 17        |
| Figure 2.4: First-Class Mail Pieces per Household per Week Sent and Received by Income                                               | 19        |
| Figure 2.5: First-Class Mail Pieces Sent per Household per Week by Household Income and Ownership Status                             | 19        |
| Figure 2.6: First-Class Mail Pieces per Household per Week Sent by Number of Credit Cards and Financial Accounts                     | 20        |
| <b>Chapter 3: Standard Mail (A)</b>                                                                                                  | <b>21</b> |
| Table 3.1: Standard Mail (A) Pieces per Household per Week and Percentage of Total                                                   | 21        |
| Table 3.2: Top Five Distributors of Standard Mail (A) Pieces                                                                         | 22        |
| Table 3.3: Standard Mail (A) Pieces per Household per Week by Major Business / Organization by Household Familiarity                 | 23        |

|                                                                                                                                |    |
|--------------------------------------------------------------------------------------------------------------------------------|----|
| Table 3.4: Standard Mail (A) Pieces per Household per Week by Shape, PFY 1987 and 2000                                         | 24 |
| Table 3.5: Percentage of Standard Mail (A) Pieces Sent, Major Business / Organization by Shape                                 | 25 |
| Table 3.6: Percentage of Standard Mail (A) Packages by Contents                                                                | 25 |
| Table 3.7: Standard Mail (A) Pieces per Household per Week by Household Size and Household Income                              | 26 |
| Table 3.8: Standard Mail (A) Pieces per Household per Week, Shape of Mail Piece by Household Reading Patterns                  | 28 |
| Figure 3.1: Standard Mail (A) Pieces per Household per Week by Business / Organization Type                                    | 22 |
| Figure 3.2: Standard Mail (A) Pieces per Household per Week by Addressee                                                       | 23 |
| Figure 3.3: Selected Mail Classifications, Pieces per Household per Week by Ratio of Postal Quarter to Annual                  | 24 |
| Figure 3.4: Standard Mail (A) Pieces per Household per Week by Educational Attainment of Head of Household                     | 26 |
| Figure 3.5: Standard Mail (A) Pieces per Household per Week by Household Number of Financial Accounts / Credit Cards           | 27 |
| Figure 3.6: Standard Mail (A) Pieces per Household per Week by Number of Previous Household Online Purchases                   | 27 |
| Figure 3.7: Percentage of Standard Mail (A) Pieces by Household Reading Patterns                                               | 28 |
| Figure 3.8: Percentage of Standard Mail (A) Pieces, Household Familiarity of Sender by Reaction Toward Standard Mail (A) Piece | 29 |
| Figure 3.9: Percentage of Standard Mail (A) Pieces, Household Familiarity of Sender by Response to Mail Piece                  | 29 |

#### **Chapter 4: Direct Mail Advertising 31**

|                                                                                                                                                                    |    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Table 4.1: Advertising Mail by Postal Classification, Percentage of Total Advertising and Pieces per Household per Week                                            | 32 |
| Table 4.2: Advertising Mail by Major Business / Organization, Percentage of Total Advertising and Pieces per Household per Week, First-Class and Standard Mail (A) | 33 |
| Table 4.3: Attitudes Toward Advertising Mail - Trends Percentage of Households                                                                                     | 36 |
| Table 4.4: Attitudes Toward Advertising Mail by Postal Classification, First-Class and Standard Mail (A), Percentage of Mail Pieces                                | 37 |
| Table 4.5: Likelihood of Response to Advertising Mail Piece by Postal Classification, Percentage of Mail Pieces                                                    | 38 |
| Table 4.6: Type of Response by Household to Advertising Mail, Percentage of Mail Pieces                                                                            | 38 |
| Figure 4.1: Advertising Pieces per Household per Week by Postal Classification and Household Income                                                                | 34 |
| Figure 4.2: Advertising Pieces per Household per Week by Postal Classification and Education of Head of Household                                                  | 35 |
| Figure 4.3: Advertising Pieces per Household per Week by Postal Classification and Household Size                                                                  | 35 |
| Figure 4.4: Household Attitudes Toward Advertising Mail by Medium                                                                                                  | 36 |
| Figure 4.5: Household Reading Patterns of Advertising Mail - Trends                                                                                                | 37 |



## **Chapter 5: Periodicals Mail**

**39**

|                                                                                                   |    |
|---------------------------------------------------------------------------------------------------|----|
| Table 5.1: Periodical Pieces per Household per Week and Percentage of Total by Type               | 39 |
| Table 5.2: Periodical Pieces per Household per Week and Percentage of Total by Sender Type        | 39 |
| Table 5.3: Percentage of Total Periodicals by Type of Subscription                                | 40 |
| Table 5.4: Newspapers and Magazines, Pieces per Household per Week, Manner of Receipt             | 40 |
| Table 5.5: Periodical Pieces per Household per Week and Percentage of Total by Arrival Times      | 42 |
| Table 5.6: Periodicals - Percentage of Total by Attitude Toward Timing of Arrival                 | 43 |
| Table 5.7: Periodicals - Percentage within Attitude Toward Timing of Arrival by Geographic Region | 43 |
| Figure 5.1: Periodicals per Household per Week by Household Income                                | 41 |
| Figure 5.2: Periodical Pieces per Household per Week by Educational Attainment                    | 41 |
| Figure 5.3: Percentage of Periodicals Arriving On-Time by Geographic Region                       | 42 |



## **Chapter 6: Packages**

**45**

|                                                                                                     |    |
|-----------------------------------------------------------------------------------------------------|----|
| Table 6.1: Packages Received by Households and Delivered by USPS, Percentage of Total               | 45 |
| Table 6.2: Packages Sent by Households using USPS, Percentage of Total by Postal Classifications    | 47 |
| Table 6.3: Reasons for Sending Packages                                                             | 47 |
| Table 6.4: Packages Sent per Household per Week by Geographic Region                                | 48 |
| Figure 6.1: Packages Received per Household per Week by Household Income                            | 46 |
| Figure 6.2: Packages Received per Household per Week by Educational Attainment of Head of Household | 47 |
| Figure 6.3: Packages Sent per Household per Week by Household Income                                | 48 |
| Figure 6.4: Packages Sent per Household per Week by Educational Attainment of Head of Household     | 48 |



## **Chapter 7: Electronic Communication**

**51**

|                                                                                         |    |
|-----------------------------------------------------------------------------------------|----|
| Table 7.1: Average Number of Monthly E-mails, Cards & Letters, and Phone Calls Overseas | 54 |
| Figure 7.1: PC Ownership by Household Income                                            | 52 |
| Figure 7.2: PC Ownership in 2000 and Those Likely to Buy a PC by Household Income       | 52 |
| Figure 7.3: Fax Capability by Household Income                                          | 53 |
| Figure 7.4: Household Internet Access by Household Income                               | 53 |
| Figure 7.5: PFY 2000 Online Purchases Made in Past 12 Months by Income                  | 54 |



## **Chapter 8: Summary and Conclusions**

**57**

# Introduction

This report documents the design, implementation, and findings of the Postal Fiscal Year (PFY) 2000 Household Diary Study (HDS). The HDS is a multi-year market research study of mail flowing into and out of U.S. households. This study addresses three significant mail segments: (1) household-to-household (2) household-to-nonhousehold and (3) nonhousehold-to-household. Obtaining direct information on nonhousehold-to-nonhousehold mail is outside the study's scope. The HDS is administered by the Demand Forecasting & Economic Analysis section of the United States Postal Service (USPS) Finance Department.

## Background

The purpose of the HDS is to gather information on the contents of mail sent and received by U.S. households. USPS conducts the study in order to track the flow and volume of mail, the uses of the mail, and how these relate to socio-demographic information about the households. It is based on a stratified random sample of 5,300 households annually.

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Demand Forecasting & Economic Analysis (in the USPS Finance function) has administered the HDS since its inception in 1987. The study has been done annually since then, following the USPS fiscal year calendar. PFY 2000 began on September 12, 1999 and ended on September 11, 2000. The "Postal Fiscal Year" is made up of 13 four-week USPS accounting periods and is divided into four quarters. Each of the first three quarters is twelve weeks long and contains three accounting periods. The fourth quarter is sixteen weeks long and contains four accounting periods.

- How many mail pieces originate and destinate in U.S. households?
- What are major trends in mail flows between households and businesses?
- How do households use the USPS for their personal and business communications?
- What are Standard Mail (A) usage patterns?
- What are Direct Mail volumes and how are these affected by household demographics?
- What are household members' attitudes toward advertising mail and their in-home responses to it?
- What are total Periodicals Volumes delivered by USPS and received by households?
- What is the level of satisfaction with periodicals delivery?
- What is the overall picture of Package volumes and the characteristics of USPS customers?
- What are current Internet usage patterns and the demographic characteristics of users?

This information is used for the volume forecasting, planning, marketing and ratemaking functions of USPS. In addition to the issues that relate to traditional mail volumes, USPS has been increasingly interested in tracking the adoption and use of electronic communications technologies. The HDS tracks the use of e-mail, online shopping and online bill payments, among other technologies. USPS uses these data to assess what impact these technologies have on traditional mail volumes to and from households.

NuStats, a survey research firm located in Austin, Texas, conducted the PFY 2000 HDS. This report presents findings from that study. Where appropriate, data from PFY 2000 is compared to previous years to identify underlying trends in household mail usage and receipt. Except where noted in this report, the survey questions have remained consistent between PFY 2000 and PFY 1999 studies. All survey instrument modifications, data collection, and data analyses were conducted by NuStats, under contract with the USPS.

## Study Design

One objective of the HDS is to collect data to support the estimation of household-based mail flow demand models and support analyses of mail-use characteristics of U.S. households and businesses. The household is the basic interviewing unit in this study for all elements of the survey.

The HDS study uses a two-stage survey design in which Stage 1 is an interviewer-mediated household interview and Stage 2 is a self-completion mail diary. Appendix B contains the survey instruments.

### Household Interview

The **household interview** collects information on household and personal demographics, recall of mail sent and received, adoption and use of communications technologies and attitudes about mail received.

### Mail Diary

The **mail diary** covers a seven-day period from Monday to Sunday and collects information on numbers of mail pieces received and sent, industry source, mail characteristics and attitudes regarding mail received.

Prior to PFY 2000, the household interview was conducted exclusively via in-home interviews. Household interview recruitment and diary placement were done by "door-to-door" canvassing of surveyors. Demographic trends (including the growth of gated communities), growing concerns about safety, increased complexity of household life, greater polling and research activity and increased commuting times all conspired to make the conduct of household research more difficult. This appears to have put pressure on response rates, causing increased concern about stability of under-reporting. In the exclusively "door-to-door" methodology used prior to PFY 2000, participating households completed the diary mostly on their own with guidance from the various individual field contractors placing the diary. The

Postal Service determined that it would improve accuracy by creating a process that encouraged rapid feedback and interaction with the respondent and which reduced the time between household recording of information and editing the data by trained experts.

The PFY 2000 study was conducted using a multi-mode approach that sought to provide greater control of household participation to minimize response bias, to improve data accuracy through faster data checking and householder re-contacts, and to provide immediate telephone assistance to householders during their diary week.

- An address specific sampling design was adopted which eliminated field recruiter discretion.
- Computer-assisted telephone survey techniques replaced the initial door-to-door recruitment of households. Thus, household interview data checks were automated during the interview process itself, and, subsequent to the interview, checked and clarified within days of collection.
- If a householder agreed to participate, he/she had the option of having a surveyor visit the residence, or being mailed a self-administered diary instrument that explained how to record the mail received and sent in the household. For PFY 2000, only four percent of householders requested that a surveyor visit the residence.
- A toll-free "hotline" was established to answer participant questions before, during, and after their diary weeks. Questions could be answered immediately and at the "source."
- Diary packets were mailed back to NuStats in postage-paid Priority Mail envelopes. Returned diary packets immediately went through a three-stage edit and review process. The gap between diary completion and data checking was reduced from several weeks to just a few days.

## Stage 1: Household Interview

The household interview was used to collect information as noted above and to "recruit" the household to participate in stage two -- the mail diary. In total, 9,692 households were recruited to participate in the mail diary stage.

Most of these households were recruited by telephone (96 percent) and the diary package was mailed to the household via Priority Mail. This diary package contained instructions, diaries for seven days, a card to identify the choice of incentive and a Priority Mail return envelope. Other households opted for an in-home interview (four percent) or were completed in-

**TABLE A**  
Incentive Choice by Household Income

| \$25 Cash      | 69         | 76         | 69         | 68         | 59         |
|----------------|------------|------------|------------|------------|------------|
| \$25 Donation  | 26         | 19         | 26         | 27         | 35         |
| T-shirt or Cap | 5          | 5          | 5          | 5          | 6          |
| <b>Total</b>   | <b>100</b> | <b>100</b> | <b>100</b> | <b>100</b> | <b>100</b> |

Base: 5,314 Households.

home because a telephone number could not be located (13 percent of in-home interviews). For these latter households, an appointment was made at which a surveyor would conduct the household interview, drop off the diary package and go over the instructions for its completion.

To enhance participation, respondents were given a choice among four incentives: \$25 cash, \$25 donation to the Lance Armstrong Cancer Foundation, USPS Tour de France Team T-shirt, or USPS Tour de France cap (See Table A). While most respondents chose the cash incentive, the choice of cash versus the donation was associated with household income.

The response rate for the recruitment stage was 47 percent<sup>1</sup>. Most refusals took place prior to even hearing who NuStats was and why the firm was calling. Households that refused and that were later re-contacted cited time constraints and privacy concerns as their reasons for not participating.

### Stage 2: Mail Diary Package

Households were sent diaries along with instructions and a toll-free "help" telephone number. The night before the assigned diary week was to begin, a reminder call was made to each household to confirm receipt of the packet and to answer any last minute questions. If the packet was not received by this time, the address was re-confirmed, a new diary week was assigned, and the packet was re-sent.

Households were instructed to enclose pertinent information from each mail piece received in the returned diary packages to enable NuStats editors to

verify or clarify quantity and classes of mail recorded in the diaries. A three-stage editing process was used to check the accuracy of the diary information recorded by each household. First, returned diary packets were culled for those that represented a reasonable attempt to complete the diary. Second, the diary information recorded for each day was checked to assure sufficient and logical answers and to verify recorded information against mail markings returned in the package by the householder. Third, a second editor re-checked the diary information recorded for each day as noted above. This second edit was a quality control check that assured the accuracy of the data. During the editing process, correction callbacks were made to households to clarify information or to fill-in missing information. About three percent of returned diaries did not pass the edit checking process. Sixty-one percent required some form of respondent re-contact to clarify or correct diary information.

Of the 9,692 households recruited to receive a diary package, 5,314 actually returned *acceptable*<sup>2</sup> completed diaries to NuStats for a completion rate of 55 percent.

### Sample Design

The sample was designed to allow projections of results to all U.S. households. Generally, the study was conducted using telephone sampling for household selection and screening, followed by diaries mailed to eligible households and completed by each household unit. The sample design involved a three-stage probability sample with stratification by county

<sup>1</sup> Response rate was calculated using a formula provided by the American Association of Public Opinion Research.

<sup>2</sup> Acceptable was defined as returning diaries with data suitable for analysis.

clusters at the primary sampling stage and by a single county at the secondary stage. At the third stage, household clusters were selected. The sample was continuously "fielded," throughout all 52 weeks of the year. Allocations were temporally disproportionate in order to ensure greater amounts of data collection during peak mail flow periods. While Table B below indicates a small undercount between completed and required households, these differences are reconciled by the fact that for all four quarters, the number of completed households was higher than required.

| The sample was distributed as follows: |                                        |
|----------------------------------------|----------------------------------------|
| Quarter 1:                             | September 12, 1999 – November 27, 1999 |
| Quarter 2:                             | November 28, 1999 – February 19, 2000  |
| Quarter 3:                             | February 20, 2000 – May 13, 2000       |
| Quarter 4:                             | May 14, 2000 – September 3, 2000       |

**TABLE B**

Sample by Postal Quarter

| Quarter      | Required Sample | Recruited Households | Completed Households |
|--------------|-----------------|----------------------|----------------------|
| Quarter 1    | 1,940           | 2,786                | 1,752                |
| Quarter 2    | 1,400           | 2,833                | 1,628                |
| Quarter 3    | 600             | 1,308                | 749                  |
| Quarter 4    | 1,360           | 2,765                | 1,185                |
| <b>Total</b> | <b>5,300</b>    | <b>9,692</b>         | <b>5,314</b>         |

### Stage 1: Primary Sampling Unit (PSU) Definition and Selection

The Primary Sampling Units (PSUs) were clusters of counties. The 30 largest Metropolitan Statistical Areas (MSAs) were treated as individual units (each was a cluster of counties) and each was a self-representing PSU. The other 288 MSAs were sampled proportionately to their population; approximately 20 of the MSAs were individually sampled. The remaining counties of the US (all 800+ non-metropolitan counties) were area-clusters sampled in proportion to the population. There were a total of 87 PSUs categorized into three strata:

1. Large Metro areas — all 30 largest MSAs,
2. Other Metro areas — 21 (out of 288) other MSAs, and
3. Non-Metro areas — 36 non-metropolitan counties or groups of counties (out of 800+).

### Stage 2: Secondary Sampling Unit (SSU) Definition and Selection

The Secondary Sampling Unit (SSU) was a county. Sampling of SSUs was by probability of selection according to population (number of households). Selection was from the national sample of PSUs and was stratified by geographic region and then by size. This insured that the SSU selection was properly allocated to the geographic regions. Not every SSU was fielded every Postal Quarter (reporting period), but every Postal Quarter had a national probability sample of SSUs.

### Stage 3: Tertiary Sampling Unit (TSU) Definition and Selection

The final (Tertiary) Sampling Unit (TSU) was a household cluster. Clusters contain approximately 10 households and are defined by estimated income classification, as defined by zip code average income estimates.

The probability sample of households was drawn by the USPS from the national database of addresses following specifications produced by NuStats. The probability sample households were drawn using a highly stratified geographic design to ensure that the final sample would be representative of households comprising the five geographic regions: East, Northeast, South, Central, and West. Technical documentation for the sampling plan can be found in Appendix C.

### Analytic Weights

*Analytical weights* permit an analyst to use and combine subsets of the sample in the proper proportions to calculate correct inferences about the comparable groups in the population. From a finite population sampling theory perspective, analytic weights are needed to develop estimates of population parameters and more generally, to draw inferences about the population that was sampled. Without the use of analytic weights, population estimates are subject to biases of unknown (possibly large)

magnitude. Weighting compensates for these "departures" from simple random sampling. Different weighting schemes were used for the Household Interview and the Mail Diary data sets.

## Household Interview

An analytic weight was applied to the Household Interview (recruitment) data to compensate for differential response rates (or nonresponse) across sample cells. First, a nonresponse adjustment was calculated within cells formed by cross-classifying region and PSU. Second, the data were adjusted to U.S. population parameters for household income. The documentation for these adjustments can be found in Appendix C: Technical Documentation of Methods.

## Mail Diary

*Post processing adjustments* were used to align the sample to known population distributions from census or other reliable data. First, the sample of households reporting mail diary data were expanded to represent all U.S. households (104.8 million households). In addition, adjustment factors were applied to the diary data to compensate for underreporting of mail volumes by households participating in the survey. Three types of adjustment processes were used.

- Adjustment factors were calculated using data from the City Cost Carrier and Rural Carrier Costing System for PFY 2000. For the first time, specific adjustment factors were calculated for each class of mail volumes reported received by households.
- The principle that total incoming and outgoing domestic household mail should equal each other over time was used to calculate a factor that would adjust outgoing mail to equal incoming mail volumes.
- The diary data were adjusted to compensate for expected underreporting of bill payments.

Documentation for the adjustments made to the mail diary data can be found Appendix C.

## Report Organization

This report focuses on the analyses and results pertaining to the PFY 2000 Household Diary Study. Its contents are organized as follows.

## Comparing 2000 with 1999 Data

Comparisons among 2000 and prior year data should be done with caution. The 2000 data represent refinements in survey methodology from previous years, as well as modifications in the procedures for weighting and adjustment for mail flow underreports. These data may also reflect changes in the operational definitions of mail classifications.

### PFY 2000 Household Diary Study

**Chapter 1 – Total Mail Overview.** This chapter presents aggregate mail flows across all classes.

**Chapter 2 – First-Class Mail.** This chapter examines First-Class mail received and sent by households in 2000.

**Chapter 3 – Standard Mail (A).** This chapter presents details on Standard Mail (A) volumes. Standard Mail (A) consists of mail pieces sent Presorted Standard, Bulk Rate, or nonprofit. It also consists of unsolicited publications and packages.

**Chapter 4 – Direct Mail Advertising.** This chapter presents annual Direct Mail Advertising volumes for PFY 2000, as well as demographic factors influencing these volumes as they pertain to U.S. households.

**Chapter 5 – Periodicals.** This chapter presents Periodicals Volumes. Periodicals mail, formerly Second Class, consists of daily or weekly newspapers, weekly or monthly magazines, and any other periodic newspaper or magazine delivered to households by the USPS.

**Chapter 6 – Packages.** This chapter presents an overall picture of Package volumes, including classifications, delivery method, use of special services, among others.

**Chapter 7 – Electronic Communication.** This chapter presents information collected during the HDS pertaining to email usage, Internet usage, and other forms of electronic communication.

**Chapter 8 – Summary and Conclusions.** This chapter summarizes the main findings of the HDS.

*In addition to these specific chapters, the report contains three appendices:*

*Continued on next page.*

**Appendix A – Comparative Tables 1987, 1999, 2000.** This appendix provides a cross-reference to data tables in the PFY 1999 Household Diary Study report and presents the tables themselves, comparing data from 1987, 1999, and 2000.

**Appendix B – Survey Instruments.** This appendix contains the Household Interview telephone script and the Mail Diary materials.

**Appendix C – Technical Documentation of Methods.** This appendix provides detailed documentation of the survey methods, including sampling plan, data collection, data processing, sample demographic profile, and data weighting and expansion procedures.

**Appendix D – Revenue, Pieces and Weight Volume Table.** This appendix provides estimates of total mail volumes sent to households and non-households.

# Chapter 1: Total Mail Overview

Households across the United States depend on the services of the USPS to communicate with family, friends, businesses and public agencies. In addition, huge volumes of mail are sent from businesses to households for the purpose of bill collection, advertising, services and other forms of business communication. This section examines commercial and household mail volumes in the United States; specifically, mail flows between households and businesses, trends, and volumes by postal classification and sector. This section also introduces advertising mail volumes and attitudes of households in relation to advertising mail.

Data from the PFY 2000 HDS show an increase in total household mail volumes and higher mail volumes across all postal classifications.

While household profiles are useful from a behavioral perspective, aggregate mail flows demonstrate how the mail is used as a communications medium among all users. In this way, USPS can study what mail flows drive household communications and how patterns of use develop by specific mail classification. This will help USPS develop strategies for meeting mail growth in the future.

**In an average week, an American household will receive almost 13 pieces of advertising mail, two bills, one financial statement, one credit card solicitation, one periodical and one personal greeting.**

## Total Household Mail

One useful way to look at the total mail overview is to present volumes as a percentage of total domestic mail, by sector. This section applies three categories for different mail users: households, nonhouseholds and the Federal government. The five sectors in which these users interact are: (1) Household-to-

household, (2) Household-to-nonhousehold, (3) Nonhousehold-to-household, (4) Government-to-household, and (5) Nonhousehold-to-nonhousehold.

### The five sectors in which USPS customers interact are:

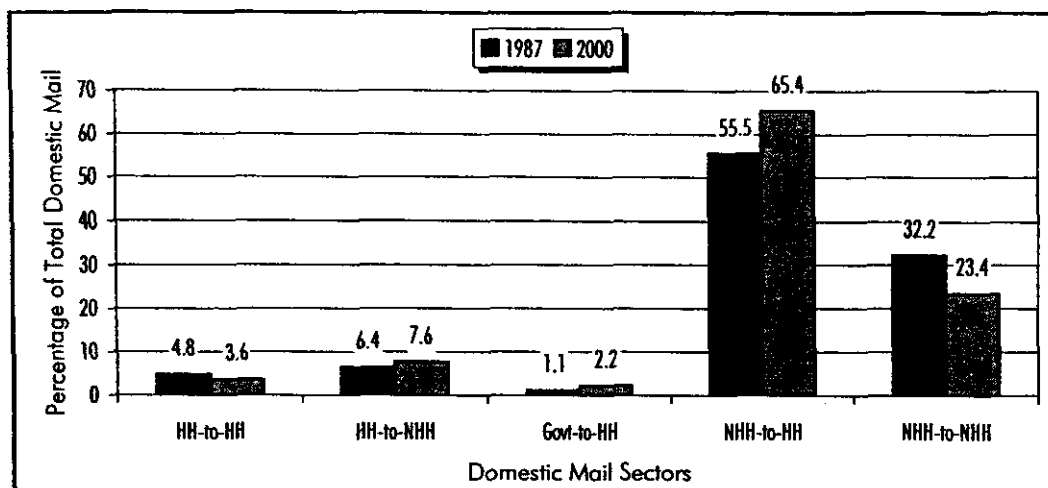
1. Household-to-Household (HH-to-HH)
2. Household-to-Nonhousehold (HH-to-NHH)
3. Nonhousehold-to-Household (NHH-to-HH)
4. Government-to-Household (Govt-to-HH)
5. Nonhousehold-to-Nonhousehold (NHH-to-NHH)

These sectors help to distinguish a household's personal greetings from their business transactions, and, further, interactions with the government. Household-to-household mail is sent by households and received by households. This includes letters, invitations, announcements and greeting cards. It is a very reliable measure of mail volumes in the diary study because these communications by nature exist in a closed loop: what is sent by one household is received by another.

Household-to-nonhousehold mail is sent from households to nonhouseholds, predominantly bill payments for everything from credit cards to mail orders to utilities. Nonhousehold-to-household mail is the reverse communication and while it includes bills, it also can be the products or services requested by the household, such as an investment portfolio or periodicals<sup>3</sup>. A final sector, nonhousehold-to-nonhousehold, cannot be calculated using the household diary and is therefore represented as the residual amount of total domestic mail.

Mail destinating in households includes all mail received via First-Class or Standard Mail (A), as well as periodicals and packages. Mail originating in households includes all First-Class mail as well as packages sent.

<sup>3</sup> Nonhousehold-to-household mail can include communications from the federal government. In the case of Figure 1.1, government mail to households was separated out to show a total percentage.



**FIGURE 1.1**

Percentage of Total Domestic Mail by Sector, Postal Fiscal Years 1987 and 2000

Base: Total Domestic Mail, Postal Fiscal Year 2000 (204.6 Billion).

Note: Total Domestic defined as summation of First-Class, Priority, Standard Mail (A) & (B), and Periodicals.

Total domestic mail received by households in PFY 2000 exceeded 140 billion pieces. The percentage of total domestic mail household-to-household was 3.6 percent in 2000, or over seven billion pieces annually (See Figure 1.1).

Nonhousehold-to-household volumes continue to be the highest percentage of total domestic mail usage, increasing an estimated ten percent since 1987.

Total household mail volumes increased over the life of the study. In 2000, households sent an average of 4.3 pieces per week and received an average of 25.6 pieces<sup>4</sup>, compared to 3.7 and 18.9 in 1987 respectively (See Table 1.1).

**TABLE 1.1**

Pieces per Household per Week, Total Domestic Mail by Sector, Postal Fiscal Years 1987 and 2000

| Sector       | 1987        | 2000        |
|--------------|-------------|-------------|
| HH-to-HH     | 1.6         | 1.4         |
| HH-to-NHH    | 2.1         | 2.9         |
| NHH-to-HH    | 18.5        | 23.4        |
| Govt-to-HH   | 0.4         | 0.8         |
| <b>Total</b> | <b>22.6</b> | <b>28.5</b> |

Base: Total Domestic Mail originating in or destined to households, Postal Fiscal Year 2000 (156.7 Billion).

Households mail slightly more than four (4.16) packages annually, relying largely on the USPS to do so. Households use USPS nearly 90 percent of the time. This percentage of USPS use represents a slight increase when compared with 1987 estimates<sup>5</sup>.

## Total Mail Received by Postal Classification

The classifications featured in the body of this report include: First-Class, Standard Mail (A), Standard Mail (B) and Periodicals. First-Class mail is defined as anything sent regular or presorted First-Class, automation presort, automation carrier route, and any certified, registered or insured pieces. First-Class totals exclude expedited mail (e.g. Express or Priority). Standard Mail (A) is defined as all presorted standard, bulk rate or nonprofit pieces, as well as packages sent standard/bulk rate, standard/bulk rate enhanced carrier route, nonprofit and nonprofit enhanced carrier route. Standard Mail (B) includes all packages sent parcel post, DBMC<sup>6</sup> parcel post, bound and printed matter, special standard and library rate. Finally, Periodicals include all daily and weekly (or other periodic) newspapers or magazines.

<sup>5</sup> According to TNS Intersearch Corporation, formerly Chilton Research Services, the total in 1987 was 81.7. See Appendix Table A6-7.

<sup>6</sup> DBMC is Delivery Bar-coded Mail Class.

<sup>4</sup> Totals exclude unknown outgoing or incoming mail.

The amount of mail households receive in an average week has increased over all postal classifications, except Periodicals, between 1987 and 2000 (See Table 1.2). First-Class mail pieces and Standard Mail (A) represent the largest increases.

Further analysis of the growth in each of these classifications by sender type (See Table 1.3) shows that the financial sector prefers First-Class mail while the Social/Nonprofit sector is more likely to opt for Standard Mail (A). It is reasonable given the financial constraints on the nonprofit sector, as well as security and timeliness issues for credit card companies and banks. A similar ratio between Standard Mail (A) and First-Class mail usage exists in the merchant category. Merchants (primarily department stores) are three times as likely to use Standard Mail (A) as First-Class, and they send American households close to five (4.41) pieces per week using this method.

**TABLE 1.2**

Pieces per Household per Week by Postal Classification

|                   | 1987         | 2000         |
|-------------------|--------------|--------------|
| First-Class       | 8.64         | 10.56        |
| Periodicals       | 1.69         | 1.32         |
| Standard Mail (A) | 9.77         | 12.75        |
| Standard Mail (B) | 0.06         | 0.11         |
| <b>Total</b>      | <b>20.16</b> | <b>24.74</b> |

Base: Domestic Mail Received by Households, Postal Years 1987 & 2000. Totals include First-Class Pieces & Packages, Periodicals, Standard Mail (A) Pieces & Packages, and Standard Mail (B) Packages (133.5 Billion).

**TABLE 1.3**

Percentage of Total and Pieces per Household per Week,  
First-Class and Standard Mail (A) by Major Business / Organization

| Major Business Organization | FIRST-CLASS                      |                               | STANDARD MAIL (A)                |                               |
|-----------------------------|----------------------------------|-------------------------------|----------------------------------|-------------------------------|
|                             | % of Mail Received by Households | Pieces per Household per Week | % of Mail Received by Households | Pieces per Household per Week |
| Financial                   | 13.5                             | 3.54                          | 6.0                              | 1.53                          |
| Merchants                   | 5.4                              | 1.38                          | 17.2                             | 4.41                          |
| Services                    | 8.5                              | 2.21                          | 4.5                              | 1.32                          |
| Manufacturers               | 0.5                              | 0.12                          | 0.7                              | 0.16                          |
| Government                  | 2.4                              | 0.62                          | 0.8                              | 0.20                          |
| Social/Nonprofit            | 3.1                              | 0.81                          | 8.5                              | 2.22                          |
| <b>Total</b>                | <b>35.0</b>                      | <b>8.69</b>                   | <b>37.7</b>                      | <b>9.84</b>                   |

Base: Domestic Mail Received by Households, Postal Fiscal Year 2000 (141.2 Billion).

Note: Standard Mail (A) Pieces restricted to those sent by a single organization; Totals do not include unclassified pieces. Domestic Mail Received by Households includes First-Class, Standard Mail (A), Standard Mail (B), Periodicals, and Unaddressed Material.

Table 1.4 demonstrates that households' responses to advertising mail also vary by postal classification. First-Class mail is the most read classification of advertising mail, followed by Standard Mail (A), while unaddressed mail received the lowest response. In fact, reading patterns for First-Class and Standard Mail (A) advertising are similar. Fifty-two percent (52.2 percent) of First-Class advertising is read by at least one household member, compared to 43 percent (42.9 percent) of Standard Mail (A). These percentages jump to 57 and 50 percent respectively if it includes mail that is not discarded but "set aside for later."

Since 72 percent of Standard Mail (A) is advertising, compared to 23 percent of First-Class, Standard Mail (A) benefits advertisers by reaching more than half of its audience at a lower cost per piece. Households are almost as likely to read Standard Mail (A) advertising mail as they are First-Class, and just as likely to discard both classes.

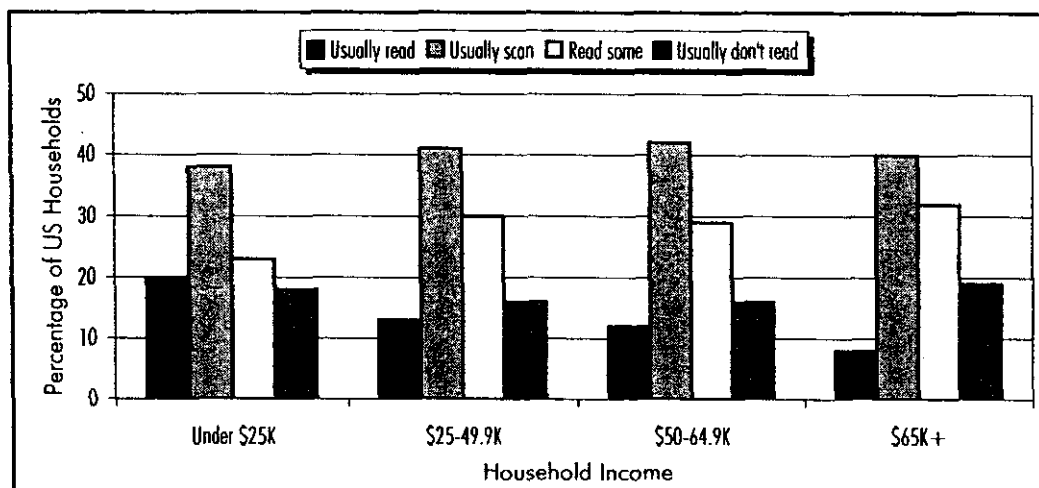
Unaddressed mail is almost two times more likely to be discarded by households as Standard Mail (A) and First-Class. Nevertheless, the portion of advertising mail "looked at but not read" is relatively equal across all classifications.

**TABLE 1.4**  
Household Reading Patterns of Advertising Mail by Class

|                                    | First-Class  | Standard Mail (A) | Unaddressed Mail |
|------------------------------------|--------------|-------------------|------------------|
| Read by one member of HH           | 42.2         | 34.1              | 26.7             |
| Read by more than one member of HH | 10.0         | 8.8               | 8.9              |
| Looked at, not read                | 15.6         | 14.7              | 14.0             |
| Discarded, not read                | 19.4         | 17.8              | 27.8             |
| Set aside for later                | 5.1          | 7.3               | 3.7              |
| <b>Total</b>                       | <b>100.0</b> | <b>100.0</b>      | <b>100.0</b>     |

Base: Advertising Mail Received by Households, Postal Fiscal Year 2000 (72.4 Billion).

Likelihood to read also seems dependent on additional factors, including income. Figure 1.2 shows that 20 percent of households who say they usually read their advertising mail have annual incomes under \$25,000. Willingness to at least scan mail is relatively consistent across income levels. Additional analysis on reading patterns is contained in Chapter Four.



Base: US Households, Postal Fiscal Year 2000 (104.8 Million).

Note: Household Income Information collected during recruitment interview.

**FIGURE 1.2**  
Household Reading Patterns  
by Household Income

## Attitudes Toward Advertising Mail

Fourteen years after the diary study began, advertising is still the greatest proportion of mail received by households, accounting for 59 percent of the total mail received by households in 2000. Total advertising volumes in 2000 exceeded 72 billion pieces. After advertising, bills are the second largest proportion of mail received by households, representing 11 percent of total household mail or almost 16 billion pieces annually.

Households have demonstrated a declining interest in advertising mail since 1987. Table 1.5 indicates that 57 percent of households wish they received less advertising mail in 2000, compared to 30 percent in 1987. The percentage of advertising mail that households find interesting, or are likely to read, has fallen from almost 63 percent in 1987 to 37 percent in 2000.

**TABLE 1.5**

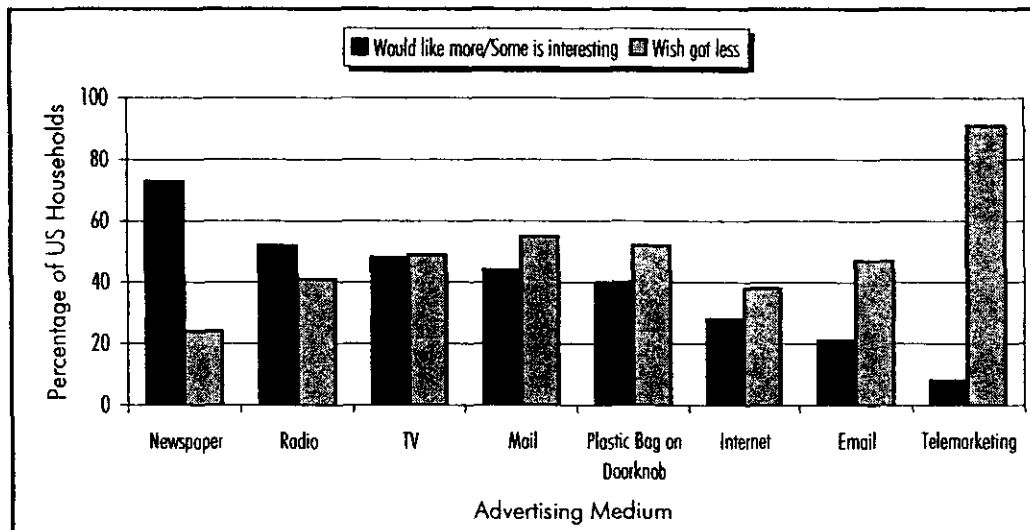
**Attitudes Toward Advertising Mail - Trends**

| Attitude                          | 1987 | 2000 |
|-----------------------------------|------|------|
| Wish there were less              | 30.4 | 57.1 |
| Some are interesting <sup>7</sup> | 62.5 | 36.7 |
| Would like more                   | 5.6  | 5.4  |

Base: Percentage of US Households, Postal Fiscal Year 2000 (104.8 Million).

Note: Information collected during recruitment interview.

Additional data show that households feel differently about advertising mediums. In PFY 2000, households gave every medium higher negatives than positives, with the exception of newspaper and radio advertising. Telemarketing fared the worst, followed by mail, plastic bags on doorknobs, television, e-mail, radio, Internet, and finally, newspaper (See Figure 1.3).



Base: US Households, Postal Fiscal Year 2000 (104.8 Million); Information collected during recruitment interview.

**FIGURE 1.3**

**Household Attitudes Toward Advertising Mail by Medium**

<sup>7</sup> Response changed from "Don't mind getting some that doesn't interest me as long as I also get some that does interest me" in PFY 1999 to "Some are interesting and enjoyable" in PFY 2000.



## Chapter 2: First-Class Mail

This chapter explores a key research question of the Household Diary Study: how do households use the USPS for their personal and business communications? The household mailstream is an important component of total volumes for USPS. Changes in household behaviors (i.e. what type of mail they are sending and how they send it) have important implications on revenues and workload.

Overall, the use of First-Class mail for personal communications fell slightly since 1987, but this decrease was offset by an increased use of First-Class mail for business communications.

In many ways, First-Class mail is synonymous with household communications. Households use First-Class mail more than any other postal classification. Traditionally, they depended on USPS for two primary purposes: to send personal greetings and to pay bills. With the advent of electronic communications and the expansion of Internet bill pay services and automatic deduction, USPS must monitor household use of First-Class mail closely to gauge changes in household behavior.

This chapter looks at First-Class mail received and sent by households in 2000<sup>9</sup>. Overall, the use of First-Class mail for personal communications fell slightly since 1987, but this decrease was offset by an increased use of First-Class mail for business communications. As a result, the data show an increased number of First-Class pieces both sent and received by households in PFY 2000.

<sup>9</sup> Household-to-household volumes were adjusted so that mail sent by households equals mail received by households.

### First-Class Volumes

There were almost 103 billion total First-Class mail pieces in PFY 2000<sup>9</sup>. Fifty-seven billion pieces either originated or destined in households for an average of 10.5 pieces per week, up from 8.6 in 1987. Nonhousehold-to-household communications remain the highest proportion (48.5 percent) of First-Class mail usage at more than nine pieces per week.

Households sent an average of four pieces per week in 2000. This average represents a slight increase from 1987 levels (See Table 2.1).

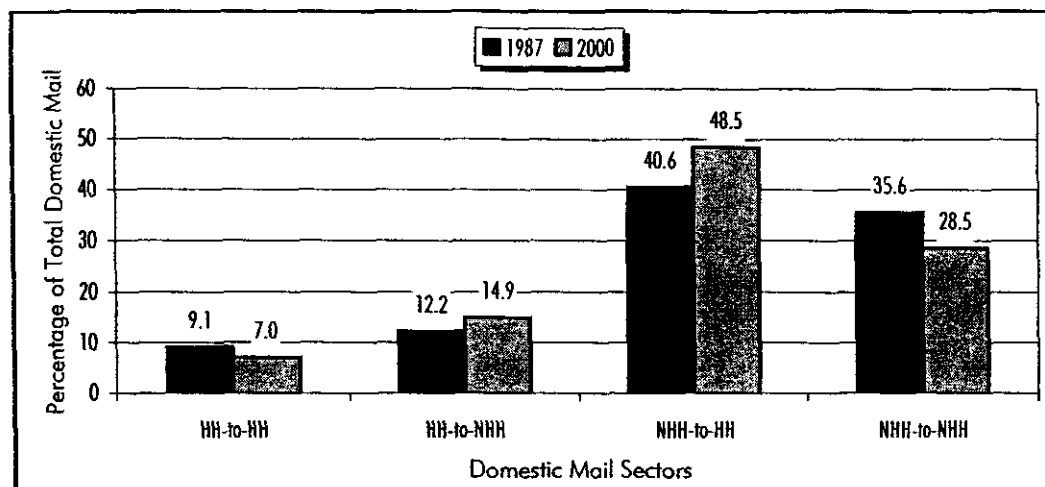
TABLE 2.1

First-Class Mail Pieces per Household per Week by Sector,  
Postal Fiscal Years 1987 & 2000

| First-Class Mail Sector       | 1987 | 2000 |
|-------------------------------|------|------|
| HH-to-HH                      | 1.6  | 1.3  |
| HH-to-NHH                     | 2.1  | 2.9  |
| NHH-to-HH                     | 7.0  | 8.6  |
| Unclassified Incoming         | 0.1  | 0.6  |
| Unclassified Outgoing         | 0.1  | 0.1  |
| Total mail originating in HHs | 3.8  | 4.3  |
| Total mail destinating in HHs | 8.7  | 10.5 |

Base: First-Class Mail Pieces, Excluding Packages, Postal Fiscal Year 2000 (56.8 Billion).

<sup>9</sup> Source: USPS RPW data for Postal Fiscal Year 2000. First-Class mail totaled 102.9 Billion Pieces. Source: Demand Forecasting and Economic Analysis. See Appendix D.



**FIGURE 2.1**

Percentage of First-Class Mail by Sector, Postal Fiscal Years 1987 and 2000

Base: First-Class Mail Pieces sent or received by Households and Nonhouseholds, Including Packages, Postal Fiscal Year 2000 (102.9 Billion) Source: RPW Totals, Demand Forecasting and Economic Analysis.

A decrease in the use of First-Class mail between households was offset by an increase in household-to-nonhousehold First-Class mail (See Figure 2.1). Figure 2.1 also shows that business communications (nonhousehold-to-household mail) increased more than five percent since 1987. Nonhousehold-to-nonhousehold mail accounted for the remaining portion of First-Class mail; an estimated 29 percent of total First-Class<sup>10</sup> in 2000, compared to 35.6 in 1987.

## Total First-Class Mail Received

At nearly 57 billion pieces, First-Class mail accounts for the second largest classification volume sent to households after Standard Mail (A).

Table 2.2 aggregates First-Class mail into three rate categories: Work Shared, Single Piece, and other. First-Class Work Shared mail receives a reduced rate for being prepared by the mailer before it reaches the postal facility for subsequent processing (e.g. presorted or pre-barcoded mail). In effect, the processing work is "shared;" USPS can process the mail faster, and the sender receives a reduced rate in return. Single Piece includes all regular First-Class mail and presorted single piece mail.

Forty percent, or 23 billion pieces, were sent regular First-Class (Single Piece) in PFY 2000, while an additional 58 percent (32 billion pieces) were sent Work Shared. Presorted First-Class accounts for 51 percent of Work Shared mail. Presorted First-Class is a nonautomation rate category for a mailing consisting of at least 500 addressed pieces that are

sorted and prepared to specific USPS standards. Advertisers are the largest users of this rate<sup>11</sup>.

As shown in Table 2.3, household mail received is driven by mail from business or government, which accounts for more than seven pieces per week to households.

**TABLE 2.2**

First-Class Mail Pieces per Household per Week Received by Rate

| Rate Classification        | Pieces per Household per Week | % of Total First-Class |
|----------------------------|-------------------------------|------------------------|
| Work Shared Mail           | 6.06                          | 57.7                   |
| Single Piece Mail          | 4.26                          | 40.6                   |
| All Other First-Class Mail | 0.19                          | 1.7                    |
| <b>Total</b>               | <b>10.51</b>                  | <b>100.0</b>           |

Base: First-Class Mail Pieces, Excluding Packages, Postal Fiscal Year 2000 (56.8 Billion).

**TABLE 2.3**

First-Class Mail Received by Mail Type

| Mail Type                             | Pieces per Household per Week | % of Total First-Class |
|---------------------------------------|-------------------------------|------------------------|
| Friend or Relative                    | 1.34                          | 12.7                   |
| Social/Charitable/Political/Nonprofit | 0.93                          | 8.8                    |
| Business or Government                | 7.62                          | 72.6                   |

Base: First-Class Mail Pieces, Excluding Packages, Postal Fiscal Year 2000 (56.8 Billion).

<sup>10</sup> This is a residual percentage based on total First-Class mail minus all mail involving households. No mean is available without a base number of U.S. nonhouseholds in 2000.

<sup>11</sup> First-Class advertising is explored in greater detail in Chapter 4.

Table 2.4 is a breakdown of these First-Class mail types by their subcomponents, compared to 1987 data. Over the thirteen-year study period, mail pieces from a friend or relative, predominantly greeting cards and letters, fell from 1.6 in 1987 to 1.3 in 2000. Social/Charitable mail received by households has almost doubled since 1987, due in large part to the increased number of announcements/meeting notices/invitations and requests for donations received by households in 2000.

While the number of household-to-household communications fell, nonhousehold-to-household communications increased substantially. In 1987, mail from business or government generated an average of six pieces per week received by households. In 2000, that number is closer to eight pieces per week. Bills and invoices (including credit card statement/bills) are almost a third of all First-Class business or government mail to households in 2000, followed by advertising and financial statements. First-Class advertising mail to households doubled since 1987.

**TABLE 2.4**  
First-Class Mail Pieces per Household per Week Received by Mail Type

| Mail Type                                             | 1987        | 2000         |
|-------------------------------------------------------|-------------|--------------|
| <b>Personal</b>                                       | <b>1.55</b> | <b>1.34</b>  |
| Holiday/Seasons Greeting Card                         | 0.55        | 0.44         |
| Other Greeting Card                                   | 0.29        | 0.31         |
| Invitation                                            | 0.12        | 0.13         |
| Letter from Friend/Relative                           | 0.46        | 0.33         |
| Announcement (Birth, Marriage, etc)                   | 0.03        | 0.04         |
| Other Personal                                        | 0.09        | 0.09         |
| <b>Social/Charitable/Political/Nonprofit</b>          | <b>0.59</b> | <b>0.93</b>  |
| Announcement/Meeting Notice/Invitation                | 0.22        | 0.34         |
| Request for Donation                                  | 0.07        | 0.18         |
| Confirmation or Thank You for Donation                | 0.03        | 0.14         |
| Bill (Social/Charitable/Political/Nonprofit)          | 0.04        | 0.12         |
| Other Social                                          | 0.22        | 0.15         |
| <b>Business or Government</b>                         | <b>6.36</b> | <b>7.62</b>  |
| Advertising/Promotional/Sales Materials Only          | 0.89        | 1.75         |
| Notice or Confirmation of Order                       | 0.23        | 0.37         |
| Bill/Invoice/Premium Notice                           | 2.52        | 2.88         |
| Financial Statement                                   | 0.87        | 1.13         |
| Payment or Other Check/Money Order/Credit (No Rebate) | 0.32        | 0.27         |
| Rebate Received in Response to Coupon Submitted       | 0.01        | 0.03         |
| Holiday/Greeting/Thank You Card from Business         | 0.05        | 0.09         |
| Business Invitation/Announcement                      | 0.26        | 0.40         |
| Other Business/Government                             | 1.20        | 0.70         |
| <b>Unclassified</b>                                   | <b>0.11</b> | <b>0.62</b>  |
| <b>Total</b>                                          | <b>8.61</b> | <b>10.51</b> |

Base: First-Class Mail Pieces, Excluding Packages, Postal Fiscal Year 2000 (\$6.8 Billion).

Note: Bill/Invoice/Premium Notice includes Credit Card Statement/Bill.

**TABLE 2.5**

**First-Class Mail Pieces per Household per Week Received by Shape**

| Shape of First-Class Mail | Pieces per Household per Week |
|---------------------------|-------------------------------|
| Envelope                  | 9.11                          |
| Postcard                  | 0.93                          |
| Catalog/Flyer             | 0.42                          |
| Unclassified              | 0.05                          |
| <b>Total</b>              | <b>10.51</b>                  |

Base: First-Class Mail Pieces, Excluding Packages, Postal Fiscal Year 2000 (\$6.8 Billion).

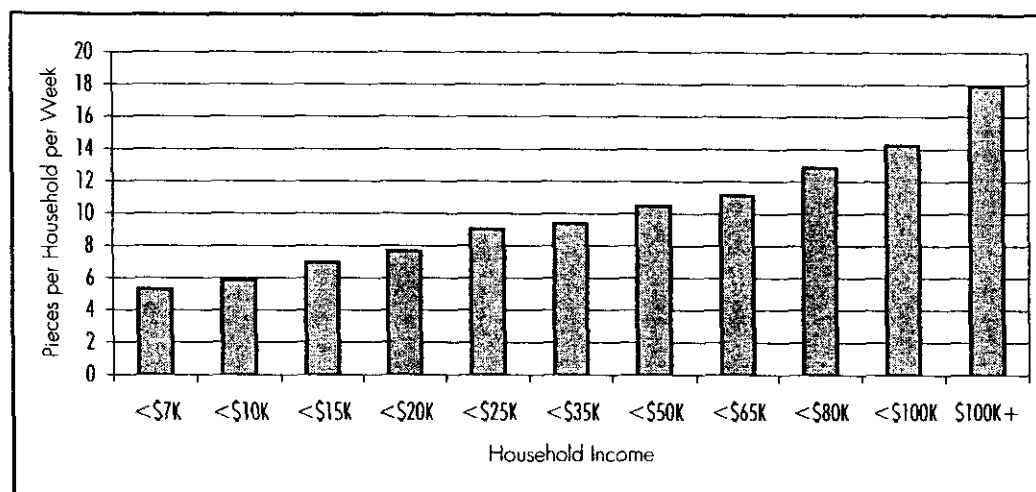
Households classified the “shape” of First-Class mail they received into one of three categories: envelope, postcard or catalog/flyer (See Table 2.5). First-Class mail received by households is predominantly envelopes, which make up 87 percent of all First-Class mail received by households in 2000 and an average of nine pieces per week. Postcards accounted for an average of almost one piece per week to households (nine percent), while First-Class catalogs are just 0.4 pieces per week or four percent of the total First-Class mail received by households.

Of the First-Class mail expected to arrive on a particular day, 98 percent arrived on time.

Households also commented on the timeliness of First-Class mail delivery, reporting a high level of satisfaction with First-Class mail service. Of the 57 billion pieces of First-Class mail received by households in 2000, more than 20 billion were not expected to arrive on a particular day. However, of the First-Class mail expected to arrive on a particular day, 98 percent arrived on time.

## Factors Affecting Mail Received

Income categories are based on the head of household's stated annual income in 2000. In all previous thirteen years of the HDS, income is strongly related to household First-Class mail volumes<sup>12</sup>. The year 2000 is no exception. In fact, volumes change rapidly over the eleven income categories listed in Figure 2.2. Households with annual incomes exceeding \$100,000 receive three times as much First-Class mail as households with



**FIGURE 2.2**

First-Class Mail Pieces per Household per Week Received by Income

Base: First-Class Mail Pieces, Excluding Packages, Postal Fiscal Year 2000 (\$6.8 Billion).

Note: Household Income Information collected during recruitment interview.

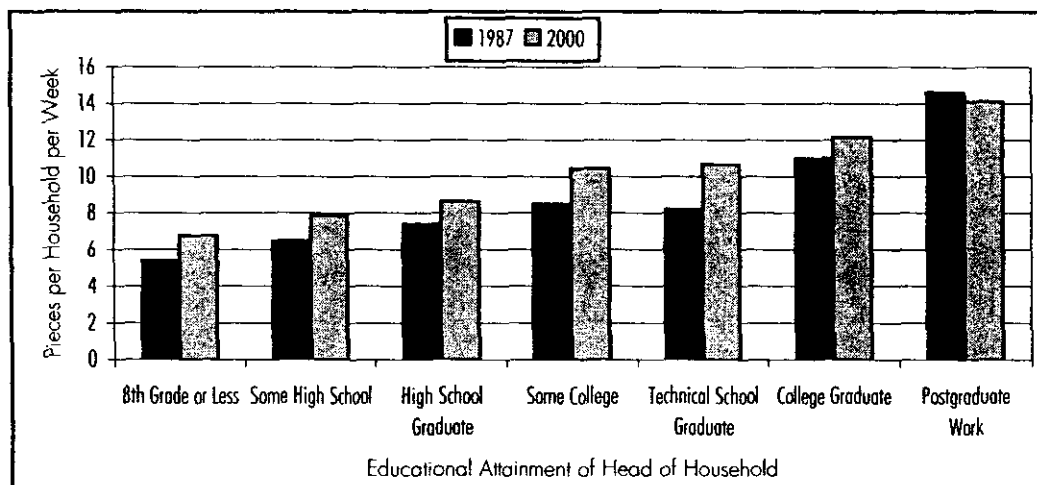
<sup>12</sup> Source: TNS Intersearch Corporation, formerly Chilton Research Services, PFY 1999 HDS Final Report.

incomes under \$7,000 annually; an average of 18 pieces per household per week compared to five. Educational attainment is related to income and is compared against total volumes for 1987 and 2000. Households where the head of household has done postgraduate work receive twice as much First-Class mail than households where the head of household has an eighth grade or less educational attainment level: 14.1 average pieces per week compared to 6.7. Across all categories, households with higher levels of educational attainment receive more First-Class mail (See Figure 2.3).

## First-Class Mail Sent

Households sent 23 billion pieces of mail in 2000, an average of four pieces per household per week. Almost half of this outgoing mail was bill payments. This category alone represents an average of two outgoing First-Class mail pieces a week. Table 2.6 (refer to following page) displays First-Class mail sent by households in 2000 by mail type.

**FIGURE 2.3**  
First-Class Mail Pieces per Household per Week Received by Educational Attainment of Head of Household



Base: First-Class Mail Pieces, Excluding Packages, Postal Fiscal Year 2000 (56.8 Billion).

Note: Educational Attainment of Head of Household Information collected during recruitment interview.

**TABLE 2.6****First-Class Mail Pieces per Household per Week and Percentage of Total Sent by Mail Type**

|                                                      |             |              |
|------------------------------------------------------|-------------|--------------|
| <b>Household</b>                                     | <b>1.33</b> | <b>31.3</b>  |
| Holiday/Seasons Greeting Card                        | 0.37        | 8.7          |
| Other Greeting Cards (Birthday, Sympathy, Thank You) | 0.39        | 9.2          |
| Invitation                                           | 0.09        | 2.1          |
| Letter to Friend or Relative                         | 0.38        | 9.0          |
| Announcement (Birth, Marriage, etc)                  | 0.02        | 0.4          |
| Other Personal                                       | 0.08        | 1.9          |
| <b>NonHousehold</b>                                  | <b>2.88</b> | <b>67.6</b>  |
| Order                                                | 0.16        | 3.7          |
| Inquiry                                              | 0.09        | 2.2          |
| Payment                                              | 2.09        | 49.1         |
| Other Business/Government                            | 0.29        | 6.8          |
| Donation                                             | 0.11        | 2.5          |
| Inquiry                                              | 0.03        | 0.8          |
| Letter                                               | 0.04        | 1.0          |
| Other Social                                         | 0.07        | 1.6          |
| <b>Unclassified</b>                                  | <b>0.05</b> | <b>1.1</b>   |
| <b>Total First-Class Mail Sent</b>                   | <b>4.26</b> | <b>100.0</b> |

Base: First-Class Mail Sent by Households, Excluding Packages, Postal Fiscal Year 2000 (23 Billion).

In 1987, households sent about two pieces per week to nonhouseholds<sup>13</sup>, compared to almost three in 2000. This data shows an increased use of First-Class mail for business communications in 2000, counteracting decreases in household-to-household mail.

The remaining portion of outgoing household mail (personal greetings) accounted for an average 1.3 pieces per week sent from households in 2000, compared to 1.5 in 1987. Note that the average

pieces per week in the household-to-household sector are the same for both First-Class mail sent and First-Class mail received. This is because these communications exist within a closed loop, and are adjusted to be identical to compensate for anticipated underreporting by households. As with First-Class mail received, First-Class mail sent by households is twice as likely to be a holiday/greeting card as a personal letter.

<sup>13</sup> Source: TNS Intersearch Corporation, formerly Chilton Research Services, PFY 1999 HDS Final Report.

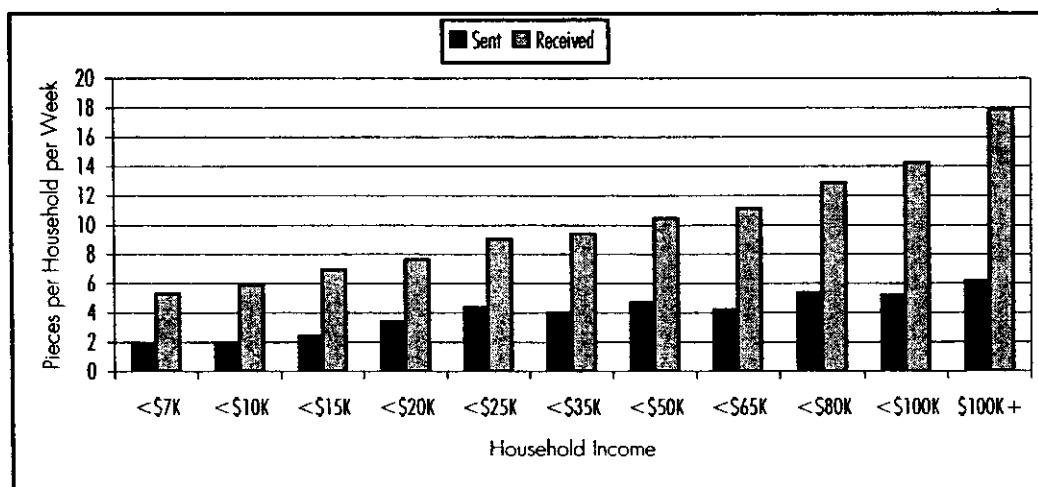
## Factors Affecting Mail Sent

Households send and receive more First-Class mail as household income increases. Figure 2.4 shows data previously reported in this chapter (First-Class mail received) compared to First-Class mail sent by households in 2000 across all income categories. This comparison reveals that mail sent from households is not as strongly correlated with income as mail received.

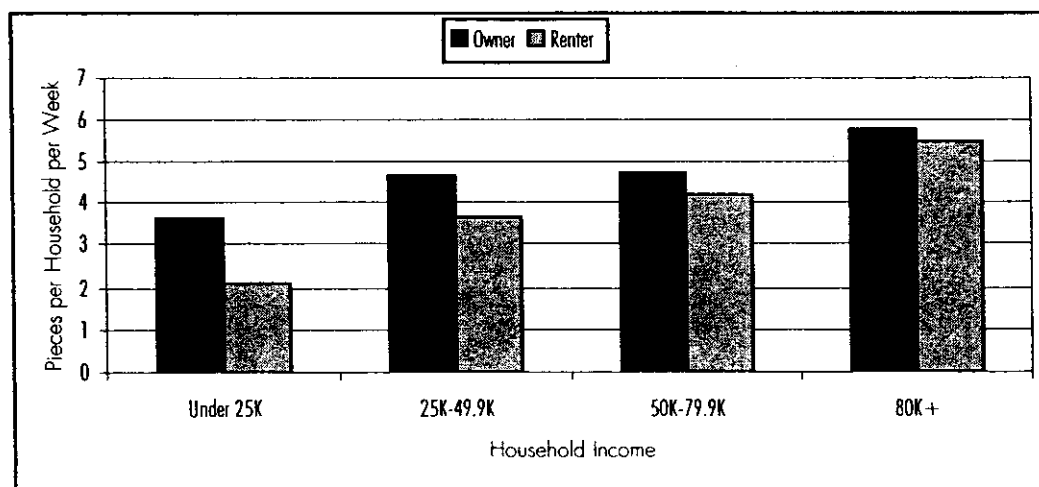
Bill payments comprise the greatest portion (49 percent) of First-Class mail sent. It is likely then that factors associated with having bills to pay would influence the amount of First-Class mail sent by households.

Home ownership, for example, is strongly correlated with First-Class mail sent (See Figure 2.5). Homeowners reported an average of 4.71 pieces per household per week compared to 2.97 pieces reported by renters. This association was stable across income categories.

**FIGURE 2.4**  
First-Class Mail Pieces per  
Household per Week Sent and  
Received by Income



Base: First-Class Mail Pieces, Excluding Packages, Postal Fiscal Year 2000 (56.8 Billion).  
Note: Household Income Information collected during recruitment interview.

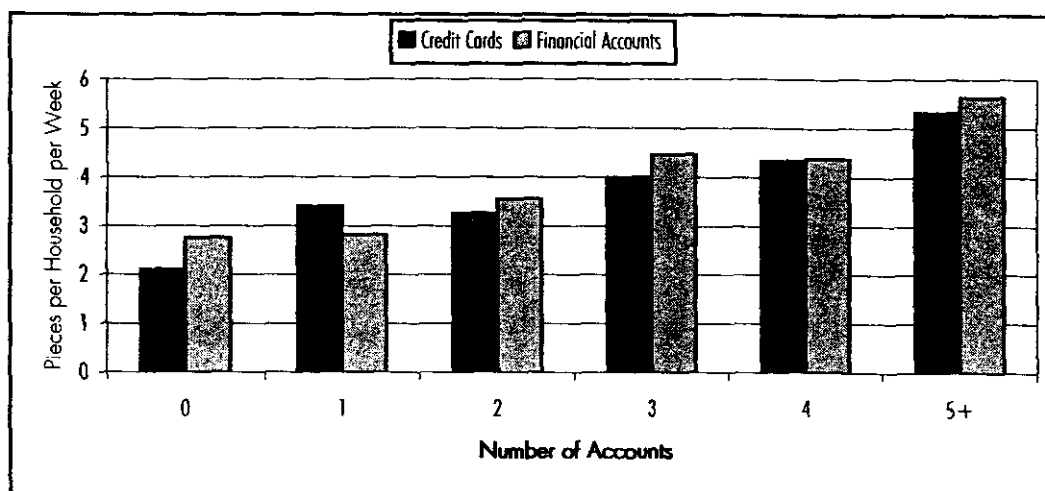


Base: First-Class Mail Pieces Sent by Households, Excluding Packages, Postal Year 2000 (23 Billion).  
Note: Household Income and Ownership Status Information collected during recruitment interview.

**FIGURE 2.5**  
First-Class Mail Pieces Sent per  
Household per Week by  
Household Income and  
Ownership Status

The total number of household financial accounts or credit cards also positively influences the reported volume of First-Class mail sent (See Figure 2.6). Households with zero financial accounts reported an average of 2.76 pieces per household per week compared to 5.64 pieces reported by households with five or more financial accounts. The relationship

between the number of credit cards and First-Class mail sent is very close to that observed with financial accounts. Households with zero credit cards reported an average of 2.10 pieces per week compared to 5.33 pieces reported by households with five or more credit cards.



**FIGURE 2.6**

First-Class Mail Pieces per Household per Week Sent by Number of Credit Cards and Financial Accounts

Base: First-Class Mail Sent by Household, Excluding Packages, Postal Fiscal Year 2000 (23 Billion).  
Note: Financial Account & Credit Card Information collected during recruitment interview.

## Chapter 3: Standard Mail (A)

Standard Mail (A) volumes accounted for almost half of total domestic mail to households in 2000. Total volumes exceeded 68 billion pieces, translating to an average of 13 pieces per week per household. This is an increase of almost two pieces per week since 1987 (See Appendix Table A3-1). Table 3.1 is a breakdown of Standard Mail (A) pieces per household per week

and percentage of total Standard Mail (A) by selected categories. Standard Mail (A) consists of mail pieces, unsolicited publications, and packages. Presorted Standard or Bulk Rate clearly drives Standard Mail (A) volumes. This rate comprised 69 percent of all Standard Mail (A) or 47.8 billion pieces in 2000.

**TABLE 3.1**  
Standard Mail (A) Pieces per Household per Week and Percentage of Total

| Standard Mail (A) Classification  | Pieces per Household per Week | % of Total Standard Mail (A) |
|-----------------------------------|-------------------------------|------------------------------|
| <b>Standard Mail (A) Pieces</b>   | <b>12.12</b>                  | <b>95.5</b>                  |
| Presorted Standard, or Bulk Rate  | 8.80                          | 69.3                         |
| Nonprofit Organization            | 2.39                          | 18.9                         |
| Unclassified Mail Pieces          | .94                           | 7.4                          |
| <b>Unsolicited Publications</b>   | <b>.42</b>                    | <b>3.3</b>                   |
| Commercial                        | .32                           | 2.5                          |
| Nonprofit                         | .10                           | 0.8                          |
| <b>Standard Mail (A) Packages</b> | <b>0.16</b>                   | <b>1.2</b>                   |
| <b>Total Standard Mail (A)</b>    | <b>12.75</b>                  | <b>100.0</b>                 |

Base: Standard Mail (A), Postal Fiscal Year 2000 (69 Billion).

Note: 100 Percent based on summation of Standard Mail (A) Pieces, Unsolicited Publications, and Standard Mail (A) Packages.

## Use of Standard Mail (A)

Standard Mail (A) is used by a wide variety of industries and organizations. The use patterns of these senders are a valuable measure of where Standard Mail (A) volumes originate and where USPS might expect growth in the future. Figure 3.1 and Table 3.2 indicate use of Standard Mail (A) by businesses and organizations. Table 3.2 compares total Standard Mail (A) volumes between the top five businesses or organizations which distribute Standard Mail (A). Figure 3.1 aggregates businesses or organizations into six summary categories<sup>14</sup>. Merchants account for almost five pieces of Standard Mail (A) to households in PFY 2000 (24.4 billion pieces) with Social/Charitable/Political/Nonprofit in second with almost three pieces per week, or 12.1 billion pieces annually. Taken together, these two industry categories make up more than half of Standard Mail (A) volumes.

Not surprisingly, Merchants are the heaviest users of Standard Mail (A), as three of the largest individual sender types fall into this category. Mail order companies are the largest individual user (14.4 percent, for about 10 billion pieces annually), followed by department/discount stores, publishers, charities and finally, credit card companies.

Consistent with these use patterns, more than 92 percent of Standard Mail (A) pieces contain material from one organization. The remaining eight percent, less than five billion pieces, contain material from several organizations.

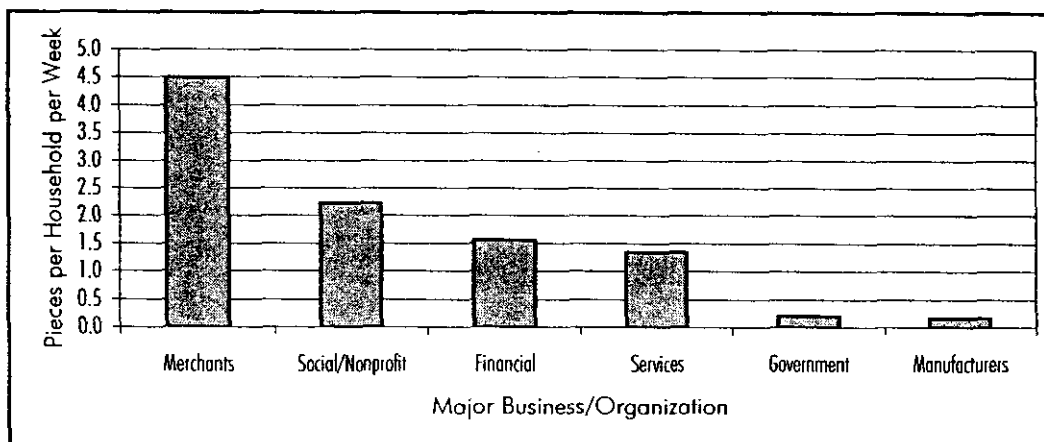
**TABLE 3.2**

**Top Five Distributors of Standard Mail (A) Pieces**

| Distributor               | Percent of Total Standard Mail (A) Pieces | Annual Volume (Billion Pieces) |
|---------------------------|-------------------------------------------|--------------------------------|
| Mail Order Company        | 1.84                                      | 14.4                           |
| Department/Discount Store | 0.85                                      | 6.6                            |
| Publisher                 | 0.80                                      | 6.3                            |
| Charities                 | 0.75                                      | 5.9                            |
| Credit Card               | 0.59                                      | 4.7                            |

Base: Standard Mail (A), Excluding Packages & Unsolicited Publications. Postal Fiscal Year 2000 (53.2 Billion); Restricted to mail pieces sent by single organization.

While Standard Mail (A) packages are a fairly small portion of total Standard Mail (A) volumes, (only 844 million in 2000), their use patterns are interesting. This rate is used primarily by businesses to provide goods or services to households. Almost two-thirds of all Standard Mail (A) packages are sent to households by businesses in response to an order by a member of that household. The next highest percentage is unsolicited samples, which account for 21 percent of total Standard Mail (A) packages sent to households in 2000.



**FIGURE 3.1**

**Standard Mail (A) Pieces per Household per Week by Business / Organization Type**

Base: Standard Mail (A), Excluding Packages & Unsolicited Publications, Postal Fiscal Year 2000 (53.2 Billion). Restricted to mail pieces sent by single organization.

<sup>14</sup> Table 3.2 appears in this chapter as the only instance of this more detailed breakdown. Throughout the remainder of Chapter 3, the six aggregate groups appearing in Figure 3.1 will be used for comparison.

**TABLE 3.3**  
Standard Mail (A) Pieces per Household per Week by  
Major Business / Organization by Household Familiarity

| Financial                                 | 0.64        | 0.35        | 0.30        |
|-------------------------------------------|-------------|-------------|-------------|
| Merchants                                 | 2.40        | 0.69        | 0.56        |
| Services                                  | 0.50        | 0.24        | 0.24        |
| Manufacturers                             | 0.07        | 0.03        | 0.02        |
| Government                                | 0.11        | 0.05        | 0.02        |
| Social/Charitable/<br>Political/Nonprofit | 1.13        | 0.47        | 0.29        |
| <b>Total</b>                              | <b>4.85</b> | <b>1.83</b> | <b>1.43</b> |

Base: Standard Mail (A), Excluding Packages & Unsolicited Publications, Postal Fiscal Year 2000; Restricted to mail pieces sent by single organizations (53.2 Billion).

Over half of all Standard Mail (A) pieces (excluding packages and unsolicited publications) originate with a sender with whom a member of the household has done business with in the past. A little over 20 percent originates with a business or organization the household knows, but has not done business with, and less than 20 percent of Standard Mail (A) originates with a business or organization with which

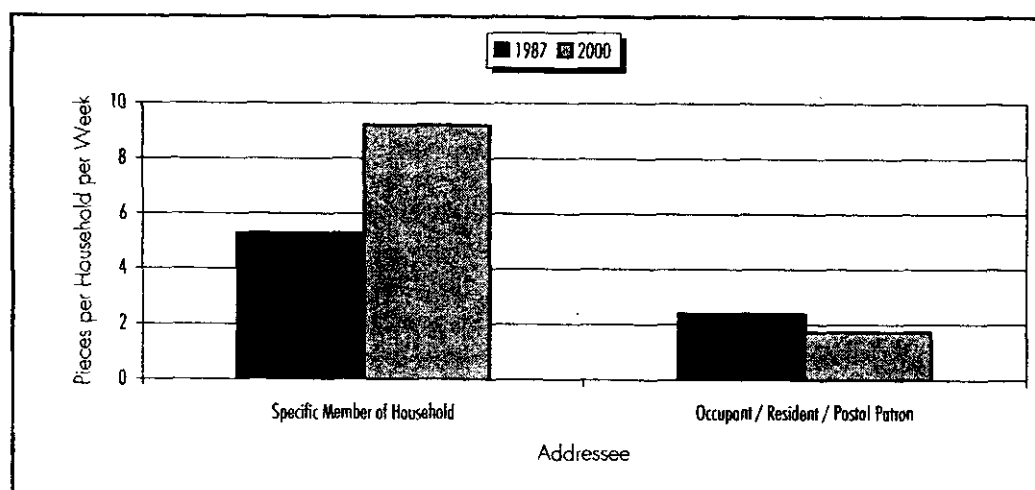
the household has no prior knowledge, association or relationship. Nevertheless, a closer look at familiarity by average pieces per week shows that households are more than three times as likely to receive Standard Mail (A) from an organization they know or have done business with as they are from an organization that no one in the household knows. Table 3.3 shows the average pieces per week received by households by sender type and familiarity.

### Standard Mail (A) Characteristics

This section profiles Standard Mail (A) by its characteristics (addressing, shape, contents and seasonal patterns) to add a broader picture of use patterns and total volumes.

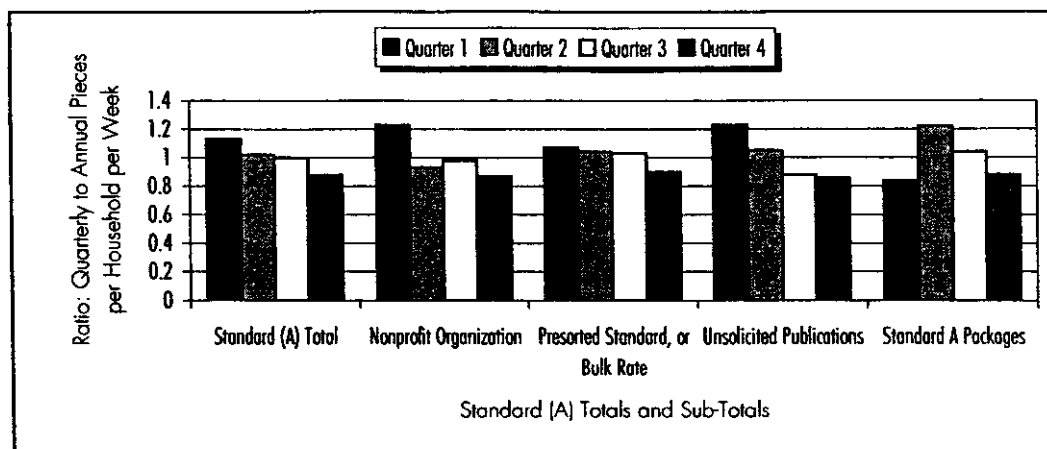
In some ways, Standard Mail (A) has changed dramatically since the beginning of the household diary study. In 1987, 5.29 pieces per household per week were addressed to a specific person, while 2.39 pieces were addressed to "occupant." Advertisers have since developed better ways to reach households. Today, more than nine (9.20) pieces per household per week are addressed to a specific person in the household, with less than two (1.73) pieces addressed to "occupant, resident, or postal patron," for a much higher ratio of specifically addressed Standard Mail (A) (See Figure 3.2).

**FIGURE 3.2**  
Standard Mail (A) Pieces  
per Household per  
Week by Addressee



Base: Standard Mail (A), Excluding Packages and Unsolicited Publications, Postal Fiscal Year 2000 (65.6 Billion).

**FIGURE 3.3**  
Selected Mail Classifications,  
Pieces per Household per  
Week by Ratio of Postal  
Quarter to Annual



Base: Annual Pieces per Household Per Week, Selected Postal Classifications, Postal Fiscal Year 2000 (69 Billion).  
Note: Annual Pieces per Household per Week Equal to 1.0.

Figure 3.3 compares each postal quarter's contribution to the annual pieces per household per week for selected postal classifications. Pieces per household per week are presented for each quarter as a ratio between quarterly averages and annual averages. A look at these seasonal patterns shows that the Presorted Standard, or Bulk Rate within Standard Mail (A) most closely mirrors seasonal patterns for total Standard Mail (A). The highest pieces per household per week are recorded in quarter one with the lowest estimates recorded in quarter four, with similar volumes for quarters two and three.

ZIP plus four usage is highly common within Standard Mail (A) and is another feature of Standard Mail (A) that changed dramatically over the life of the study. In 1987, 92.5 percent of Standard Mail (A) received by households had a five-digit ZIP code. Only two percent included the regional four-digit code. Since most advertisers today must get their mailing lists certified by USPS, and many computer programs exist to automatically add the four-digit code, most incoming mail to households should be coded in accordance with postal regulations. In fact, 74 percent of Standard Mail (A) received by households in 2000 was coded ZIP+four. Only 14 percent included a simple five-digit ZIP code<sup>15</sup>.

However, businesses are not as efficient when it comes to listing their return address. In 2000, businesses were almost as likely to include their ZIP+four than not. A little more than 28 billion pieces simply listed a five-digit ZIP code, while 24.3 billion included the additional four digits.

Letter size envelopes make up a larger portion of Standard Mail (A), and households receive twice as many of them compared to 1987.

The 'look' of Standard Mail (A) has changed over the years as well (See Table 3.4). Letter size envelopes now make up a larger portion of Standard Mail (A), and households receive twice as many of them compared to 1987. Postcards and catalogs are more common, while the use of circulars and detached label cards diminished somewhat.

**TABLE 3.4**  
Standard Mail (A) Pieces per Household per Week by Shape,  
Postal Fiscal Years 1987 and 2000<sup>16</sup>

| Shape of Mail Piece                                              | 1987        | 2000         |
|------------------------------------------------------------------|-------------|--------------|
| Letter size envelope                                             | 1.83        | 3.13         |
| Larger envelope                                                  | 1.26        | 1.74         |
| Detached Label Card                                              | 0.61        | 0.28         |
| Postcard                                                         | 0.20        | 0.69         |
| Catalog (not in envelope)                                        | 1.50        | 2.09         |
| Flyers/Circulars                                                 | 2.12        | 1.99         |
| Magazines/Newsletters                                            | 0.18        | 0.77         |
| <b>Total Standard Mail (A)<br/>Pieces per Household per Week</b> | <b>7.70</b> | <b>12.12</b> |

Base: Standard Mail (A), Excluding Packages & Unsolicited Publications (65.6 Billion).

<sup>15</sup> The remaining two percent were without a ZIP code.

<sup>16</sup> See also Appendix Table A3-5.

**TABLE 3.5**  
**Percentage of Standard Mail (A) Pieces Sent, Major Business / Organization by Shape<sup>17</sup>**

| Business / Organization | Letter Size Envelope | 10 1/2 x 5 1/2 Envelope | 5 x 7 Envelope | 4 1/2 x 6 1/2 Envelope | 4 1/2 x 6 1/2 Envelope | 4 1/2 x 6 1/2 Envelope | 4 1/2 x 6 1/2 Envelope | 4 1/2 x 6 1/2 Envelope |
|-------------------------|----------------------|-------------------------|----------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| Financial               | 56.5                 | 22.2                    | 1.0            | 1.8                    | 0.3                    | 4.5                    | 9.6                    | 2.8                    |
| Merchants               | 13.4                 | 13.1                    | 2.6            | 40.2                   | 0.5                    | 5.4                    | 18.0                   | 5.6                    |
| Services                | 29.9                 | 15.0                    | 1.3            | 6.4                    | 0.6                    | 11.9                   | 26.9                   | 6.4                    |
| Manufacturers           | 16.6                 | 20.2                    | 1.7            | 11.6                   | 2.2                    | 8.7                    | 33.0                   | 3.6                    |
| Government              | 23.8                 | 10.1                    | 0.4            | 4.8                    | 0.6                    | 11.4                   | 36.8                   | 9.7                    |
| Social/Nonprofit        | 43.6                 | 16.8                    | 0.7            | 3.3                    | 0.5                    | 5.9                    | 18.9                   | 9.1                    |

Base: Standard Mail (A), Excluding Packages and Unsolicited Publications (53.2 Billion); Estimates represent row percentages.

Note: Row Percentages do not sum to 100 due to the exclusion of unclassified cases. Restricted to Mail Pieces sent by single organization.

A look at these same characteristics by industry sender type shows which users prefer which shapes. It is important to note that the percentages shown here represent a proportion of total Standard Mail (A) originating within each industry sender type. In other words, volumes may not be the same across categories, but proportions can be compared.

Table 3.5 shows that the financial sector prefers envelopes, usually letter size, while Merchants opt for unpackaged catalogs. Services, which include utility companies and the health care and entertainment industries, use addressed circulars/flyers with about the same frequency as letter size envelopes. Manufacturers and Government display preferences for addressed circulars/flyers, while Social/Nonprofit use letter-sized envelopes most frequently.

Government and Social/Nonprofit use newspapers, magazines, and newsletters at about the same rate (9-10 percent), while Manufacturers use the largest portion of detached label cards, more than three times the rate of other business/organization types.

Standard Mail (A) package characteristics have less to do with shape than content and the use of special services, which include special handling or delivery, insurance, certification, registration and C.O.D. The use of special services is not common for Standard Mail (A) packages. Almost 92 percent of Standard Mail (A) packages are delivered without them. Of the 844 million Standard Mail (A) packages, only eleven million are tagged for special handling and an additional three million for special delivery. Three

million pieces are sent certified, with receipt requested, and an additional 2.6 million are insured.

The contents of Standard Mail (A) packages in PFY 2000 reveal why special services are used so infrequently (See Table 3.6). Audio-video materials are rarely shipped with any special services unless requested by the customer. The second highest proportion of Standard Mail (A) packages is unsolicited samples.

**TABLE 3.6**  
**Percentage of Standard Mail (A) Packages by Contents**

| Contents                  | % of Standard Mail (A) Packages |
|---------------------------|---------------------------------|
| Cassette/Video/CD         | 19.0                            |
| Unsolicited Samples       | 17.8                            |
| Item ordered from Catalog | 16.1                            |
| Other Mail Order          | 14.1                            |
| Book(s)                   | 11.5                            |
| Item ordered from Store   | 5.0                             |
| Catalog                   | 1.7                             |
| Gift from Friend/Relative | 1.4                             |
| Invoice                   | 1.4                             |
| Other Contents            | 13.4                            |
| Unclassified              | 2.2                             |

Base: Standard Mail (A) Packages, Postal Fiscal Year 2000 (844 Million).

Note: Sum greater than 100 due to multiple classification.

<sup>17</sup> Totals exclude unclassified data.

## Factors Affecting Receipt of Standard Mail (A)

There are various factors that might influence an individual household's receipt of Standard Mail (A). Several of these variables are demographic, while others may have more to do with the household's behavior or characteristics.

Educational attainment is highly correlated with income and will be used in this chapter to make Standard Mail (A) volume comparisons. Figure 3.4 shows that as educational attainment increases, Standard Mail (A) volumes increase as well.

Standard Mail (A) volumes crossed by household size also have the expected effect (See Table 3.7). Since a two-person household is typically two adults, Standard Mail (A) volumes increase. The third person is typically a child (in fact, in the 2000 diary

study, three person households contained the largest percentage of children under six) and therefore we expect pieces to plateau at this household size. Volumes then increase slightly as household size (and potential wage earners) increase.

**TABLE 3.7**

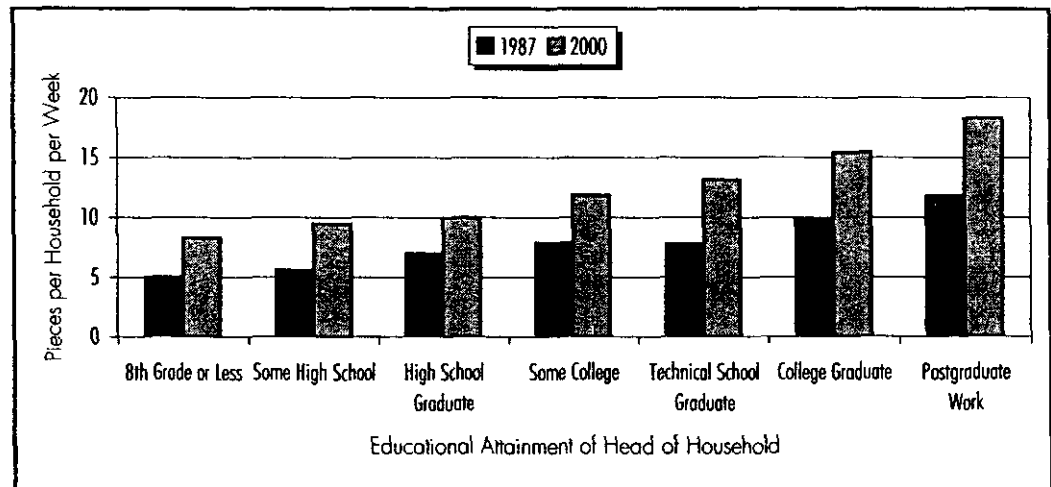
Standard Mail (A) Pieces per Household per Week by Household Size and Household Income

| Household Size | Household Income | Standard Mail (A) Pieces per Household per Week |
|----------------|------------------|-------------------------------------------------|
| 1              |                  | 9.83                                            |
| 2              |                  | 10.76                                           |
| 3              |                  | 8.08                                            |
| 4              |                  | 9.47                                            |
| 5 or more      |                  | 12.22                                           |

Base: Standard Mail (A), Postal Fiscal Year 2000 (69 Billion).

Note: Household Income Information collected during recruitment interview.

**FIGURE 3.4**  
Standard Mail (A) Pieces per Household per Week by Educational Attainment of Head of Household



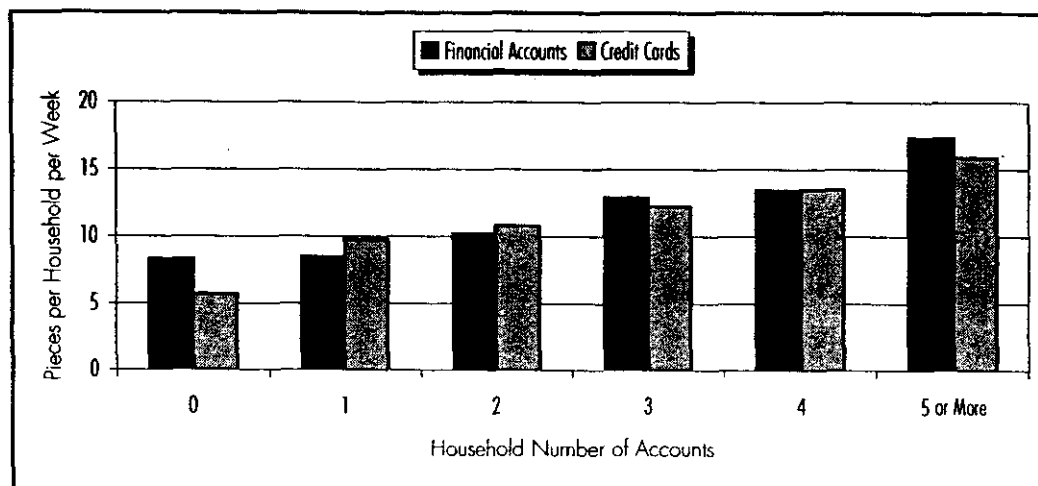
Base: Standard Mail (A), Postal Fiscal Year 2000 (69 Billion).

Note: Educational Attainment of Head of Household Information collected during recruitment interview.

Households also have different financial characteristics or behaviors that influence their Standard Mail (A) volumes. Figure 3.5 shows that the amount of Standard Mail (A) pieces received by households increase as the number of household financial accounts and credit cards increase.

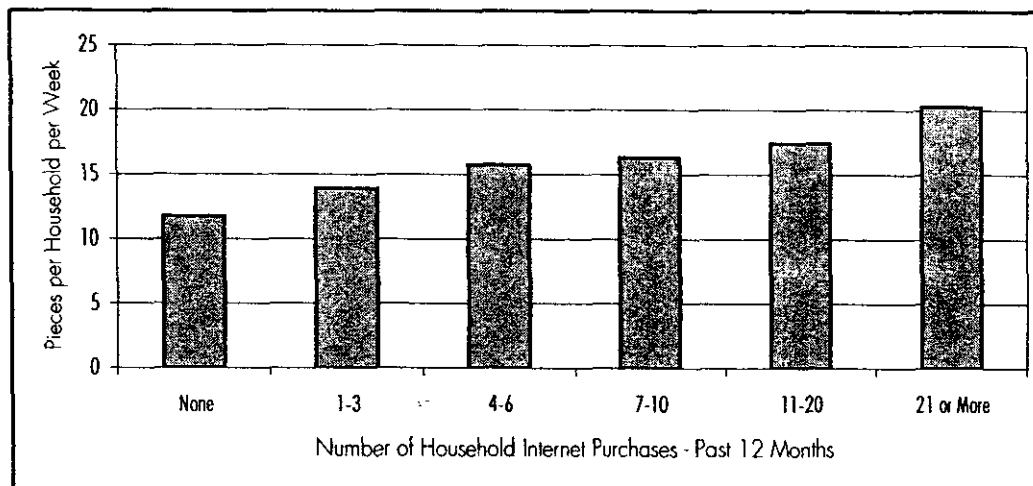
In addition, households' online purchasing affects their Standard Mail (A) volumes. The more previous purchases they have made online, the more Standard Mail (A) they receive (See Figure 3.6). This is understandable since many direct mail lists are generated from online transactions.

**FIGURE 3.5**  
Standard Mail (A) Pieces per Household per Week by Household Number of Financial Accounts / Credit Cards



Base: Standard Mail (A), Postal Fiscal Year 2000 (69 Billion).

Note: Account Information collected during recruitment interview.



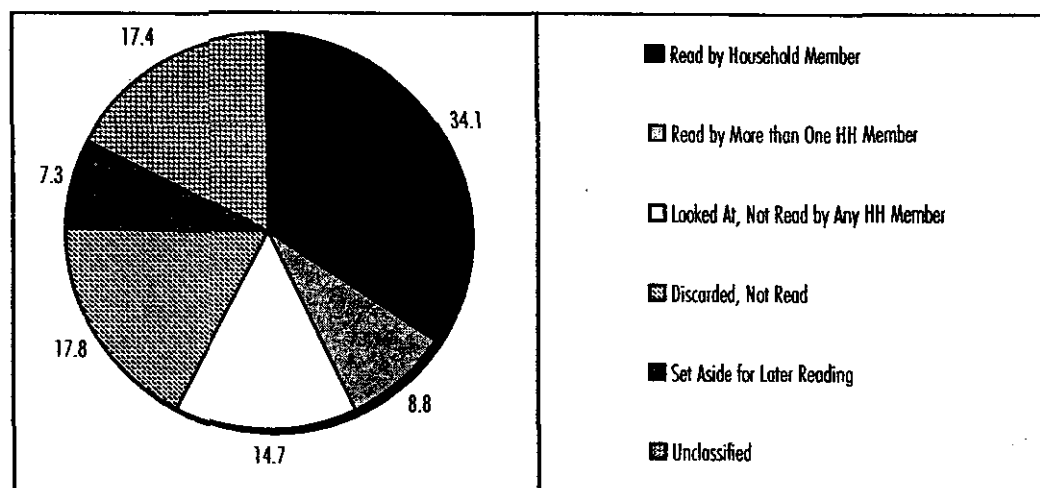
Base: Standard Mail (A), Postal Fiscal Year 2000 (69 Billion).

Note: Internet Purchase Activity collected during recruitment interview.

**FIGURE 3.6**

Standard Mail (A) Pieces per Household per Week by Number of Previous Household Online Purchases

**FIGURE 3.7**  
Percentage of Standard Mail  
(A) Pieces by Household  
Reading Patterns<sup>18</sup>



Base: Standard Mail (A), Excluding Packages & Unsolicited Publications, Postal Fiscal Year 2000 (65.5 Billion).

## Recipient Response to Standard Mail (A)

This section looks at the treatment of Standard Mail (A) by households to determine what, if anything, influences their decision to read, use or respond to the Standard Mail (A) they receive<sup>18</sup>.

In general, households respond favorably to Standard Mail (A). Over half of all Standard Mail (A) is read

by at least one member of the household. Less than one-quarter is discarded without being looked at (See Figure 3.7).

Table 3.8 shows that letter size envelopes are the most likely "shape" to be read by at least one member of the household (48.5 percent), followed by catalogs not in envelopes (42 percent) and addressed flyers/circulars/folded pieces (40 percent).

Letter size envelopes are also the most likely shape of Standard Mail (A) to be discarded and not read.

**TABLE 3.8**

Standard Mail (A) Pieces per Household per Week, Shape of Mail Piece by Household Reading Patterns

| Shape of Standard Mail (A) Piece (percentage of total) | Read by a Member of the HH | Read by More than One Member of HH | Looked At, Not Read | Discarded, Not Read | Set Aside for Later |
|--------------------------------------------------------|----------------------------|------------------------------------|---------------------|---------------------|---------------------|
| Letter Size Envelope (25.9)                            | 30.5                       | 18.0                               | 31.0                | 33.3                | 16.6                |
| Envelope Larger than Letter Size (14.3)                | 17.0                       | 12.0                               | 17.5                | 17.2                | 12.9                |
| Catalog in Envelope (1.5)                              | 1.9                        | 2.4                                | 1.2                 | 1.2                 | 2.8                 |
| Catalog not in Envelope (17.3)                         | 16.8                       | 25.4                               | 16.3                | 14.8                | 36.8                |
| Detached label postcard (2.3)                          | 1.9                        | 1.7                                | 3.3                 | 3.9                 | 0.8                 |
| Postcard (5.7)                                         | 7.1                        | 6.2                                | 7.1                 | 6.7                 | 1.6                 |
| Addressed Flyers/Circulars/Folded Piece (16.4)         | 17.4                       | 22.3                               | 18.7                | 18.1                | 15.1                |
| Newspapers/Magazines/Newsletters (6.4)                 | 6.2                        | 10.5                               | 3.8                 | 4.0                 | 12.7                |
| Can't Classify (10.2)                                  | 1.1                        | 1.5                                | 1.0                 | 0.8                 | 0.7                 |

Base: Standard Mail (A), Excluding Packages and Unsolicited Publications, Postal Fiscal Year 2000 (65.5 Billion).

Note: Estimates represent column percentages.

<sup>18</sup> Standard Mail (A) packages are excluded from this analysis since households were not asked to respond to unsolicited samples.

<sup>19</sup> See also Appendix Table A3-18.

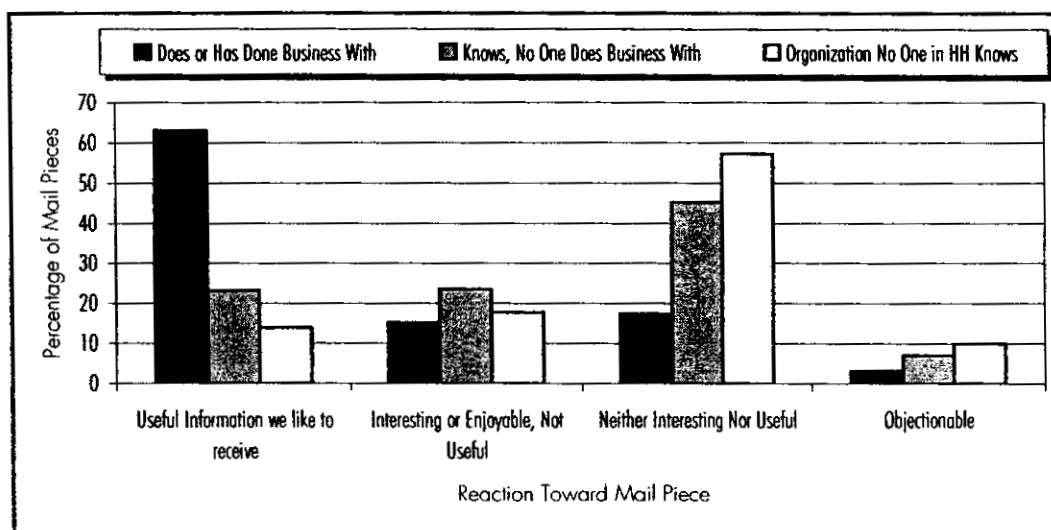
However, they are almost twice as likely to arrive at households as envelopes larger than letter size, addressed flyers/circulars/folded pieces and catalogs not in envelopes; and at least three times as likely as every other shape within Standard Mail (A).

Households categorize 37 percent of their Standard Mail (A) as 'useful information,' while 26 percent is described as being 'neither interesting, enjoyable nor useful' and additional 15 percent as 'interesting or enjoyable.' Only five percent is labeled 'objectionable.'

A comparison of these attitudes against household familiarity with the business or organization sending the mail reveals that households are more likely to respond favorably to Standard Mail (A) from organizations with which they are familiar (See

Figure 3.8). Households classified 63 percent of mail from a business or organization they recognized as 'useful.' These businesses also fared the best when households found a mail piece to be 'neither interesting or enjoyable.' However, a closer look at this data reveals less distinct preferences. For example, households declared about the same percentage of mail across all three household familiarity categories to be 'interesting or enjoyable, not useful.'

Response rates (whether or not a household said they would respond to a particular piece of mail) show a similar relationship. Households are more receptive to mail from organizations or businesses they are familiar with, as evidenced by Figure 3.9.

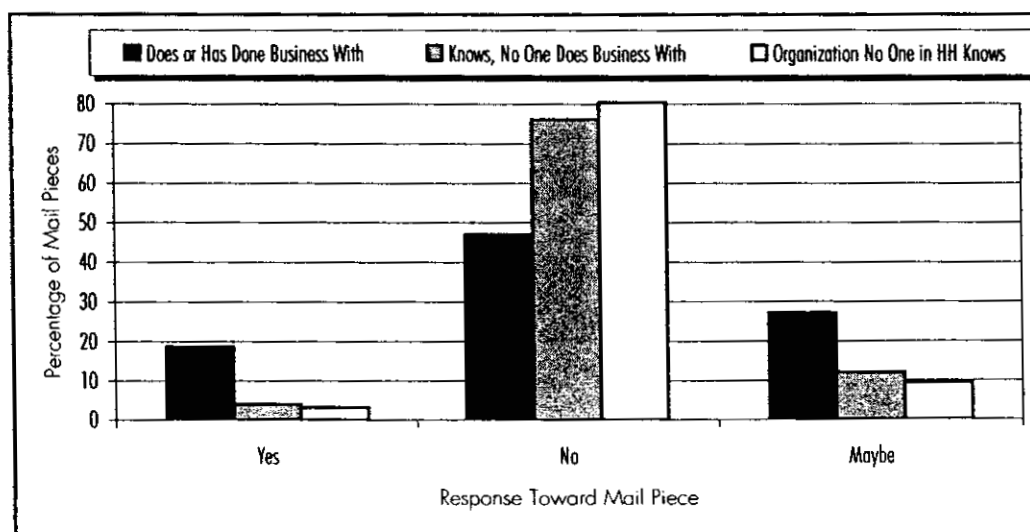


**FIGURE 3.8**

Percentage of Standard Mail (A) Pieces, Household Familiarity of Sender by Reaction Toward Standard Mail (A) Piece

Base: Standard Mail (A), Excluding Package and Unsolicited Publications, Postal Fiscal Year 2000 (53.2 Billion).  
Note: Restricted to Mail Pieces sent by single organization.

**FIGURE 3.9**  
Percentage of Standard Mail (A) Pieces, Household Familiarity of Sender by Response to Mail Piece



Base: Standard Mail (A), Excluding Packages and Unsolicited Publications, Postal Fiscal Year 2000 (44.3 Billion).  
Note: Restricted to Mail Pieces consisting of advertising or solicitation of funds.



## Chapter 4: Direct Mail Advertising

Direct mail advertising has long been an effective way for businesses to reach consumers. Advertisers rely on USPS to reach new clients and repeat customers. Direct mail is a flexible approach for advertisers because it allows various forms of correspondence, i.e. letters, postcards, free samples. It is also measurable since USPS allows advertisers to track the effectiveness of their advertisements through response rates. Finally, it is private: advertisers share their offers with customers, not competitors.

This chapter presents annual advertising volumes for PFY 2000, as well as demographic factors influencing these volumes in American households. Reactions and response rates, introduced in Chapter One, are explored in greater detail here.

Accurate comparison of advertising mail volumes is difficult, since volumes were calculated differently throughout the years of the Household Diary Study. For the purposes of this report, advertising mail is classified as any advertising, promotional or sales material received by households in 2000. This description is not interpreted; it is an exact tabulation of responses from households in the diary.

Advertising mail in 2000 exists across several postal classifications, e.g. First-Class, Standard Mail (A), and Standard Mail (B). First-Class Mail and Standard Mail (A) include any advertising-only mail, promotional material/advertisements enclosed with household mail, or unsolicited publications. Standard Mail (A) and (B) packages are advertising if the household described it as an "unsolicited sample." Unaddressed material may also contain product samples or coupons, but this data is not categorized in the same fashion as First-Class, Standard Mail (A) or Standard Mail (B). There were 3.2 billion pieces of unaddressed advertising mail in PFY 2000, accounting for almost five (4.9) percent of advertising volumes<sup>20</sup>.

It should be assumed that totals represented in this chapter include both advertising-enclosed mail and advertising-only, in addition to unaddressed advertisements sent to the household in PFY 2000.

### Advertising Volume

American households receive over a billion pieces of sales, advertising or promotional material (including catalogs) per week. Advertising mail is the greatest proportion of mail received by households, accounting for over half (59 percent) of the total mail received by households in 2000.

**American households receive over a billion pieces of sales, advertising or promotional material per week.**

Total advertising volumes in 2000 exceeded 72 billion pieces. By comparison, bills are the next largest proportion of mail received by households at 16 billion pieces annually.

Within each postal classification, advertising mail is categorized in a variety of ways. First-Class advertising mail is sent either regular First-Class, presorted First-Class, automation presort or automation carrier route. Standard Mail (A) advertising mail can be standard, presorted standard or bulk rate, standard or bulk rate enhanced carrier route, nonprofit or nonprofit enhanced carrier route. Standard Mail (B), the least expensive of the three classifications, is mailed parcel post, DBMC parcel post, bound and printed matter or special standard mail.

<sup>20</sup> Unaddressed materials are part of total advertising volumes, but are not compared against volumes reported within postal classifications.

Table 4.1 is a breakdown of total advertising mail volumes by postal classification, including the subcategories to those classifications described above<sup>21</sup>. The advertising volumes represented in the table do not include advertising mail described by the household as a "solicitation for funds" or "request for donation." Requests for donations account for just over nine hundred million pieces (9.45) of First-Class mail and over six billion (6.27) within Standard Mail (A). If these totals are combined with total advertising volumes, then households received over 81 billion pieces of advertising mail in 2000, less than one percent of which were requests for donations.

As shown in the Table 4.1, the large majority of advertising mail received by households is sent Standard Mail (A). Standard Mail (A) is driven by the use of several rates, namely presorted standard and bulk rate, but more specifically, presorted standard or bulk rate and enhanced carrier route, the so-called "saturation" and "high density" rates. Almost half of the users of this rate are department/discount stores or mail order companies. This classification alone makes up 19 percent of annual advertising volumes and accounts for close to three pieces of household advertising mail weekly.

**TABLE 4.1**

**Advertising Mail by Postal Classification, Percentage of Total Advertising and Pieces per Household per Week**

| <b>Advertising Volume Totals</b>         | <b>Pieces per Household per Week</b> | <b>% of Total Advertising</b> |
|------------------------------------------|--------------------------------------|-------------------------------|
| <b>Domestic First-Class Mail Pieces</b>  | <b>3.11</b>                          | <b>23.3</b>                   |
| Advertising Only                         | 0.28                                 | 2.1                           |
| Advertising Enclosed                     | 2.83                                 | 21.1                          |
| <b>Standard Mail (A)</b>                 | <b>9.65</b>                          | <b>72.1</b>                   |
| Presorted Standard, or Bulk Rate         | 7.98                                 | 59.6                          |
| Nonprofit Organization                   | 1.14                                 | 8.5                           |
| Unsolicited Publications                 | 0.42                                 | 3.1                           |
| Commercial                               | 0.32                                 | 2.4                           |
| Nonprofit                                | 0.10                                 | 0.8                           |
| Unsolicited Samples (All Postal Classes) | 0.04                                 | 0.3                           |
| Standard Mail (A) Unclassified           | 0.11                                 | 0.8                           |
| <b>Unaddressed Material</b>              | <b>0.59</b>                          | <b>4.4</b>                    |
| <b>Total Advertising</b>                 | <b>12.80</b>                         | <b>100.0</b>                  |

Base: Advertising Mail Pieces, Postal Fiscal Year 2000 (72.4 Billion).

<sup>21</sup> Standard Mail (B) is the only exception. Due to low volumes in the study, percentages were too small to be noteworthy, and therefore, only Standard Mail (B) totals are represented here. For the purposes of this chapter, First-Class volumes will be compared against Standard Mail (A) only.

First-Class advertising makes up almost one quarter of all advertising mail and is used primarily by the financial sector.

First-Class advertising makes up almost one quarter of all advertising mail and is used primarily by the financial sector. Thirty-nine percent of all First-Class advertising originates here (See Table 4.2). Financial advertising is defined as advertising from a credit card company, bank, credit union, securities broker, money market account, insurance company, or real estate broker. In contrast, only 17 percent of Standard Mail (A) advertising originates in the financial sector.

Merchants, such as department stores, mail order companies or publishers, are the second highest user

of First-Class advertising, followed by Services (utilities, medical professionals or insurance companies, computer companies, entertainment) and Social/Nonprofit (political, charitable or nonprofit organizations). This group of advertisers drives the volumes of Standard Mail (A) advertising to American households. Over 50 percent of all Standard Mail (A) advertising mail originates in this sector and results in four pieces of advertising mail per week to households. The financial sector is a distant second, sending 17 percent of their advertising mail Standard Mail (A), followed by Social/Nonprofit and finally, Services.

When taking note of this rank order, it is obvious that these four user categories generate a large percentage of advertising mail to households. Their combined percentage within each postal classification exceeds 90 percent.

**TABLE 4.2**

**Advertising Mail by Major Business / Organization, Percentage of Total Advertising and Pieces per Household per Week, First-Class and Standard Mail (A)**

| Major Business / Organization | FIRST-CLASS                   |                              | STANDARD MAIL (A)              |                                    |
|-------------------------------|-------------------------------|------------------------------|--------------------------------|------------------------------------|
|                               | First-Class Mail and Packages |                              | Standard Mail (A) and Packages |                                    |
|                               | Pieces per Household per Week | % of First-Class Advertising | Pieces per Household per Week  | % of Standard Mail (A) Advertising |
| Financial                     | 1.22                          | 39.3                         | 1.43                           | 17.3                               |
| Merchants                     | 0.88                          | 28.2                         | 4.24                           | 51.1                               |
| Services                      | 0.71                          | 22.8                         | 1.08                           | 13.0                               |
| Manufacturers                 | 0.06                          | 2.0                          | 0.16                           | 1.9                                |
| Government                    | 0.05                          | 1.6                          | 0.17                           | 2.1                                |
| Social/Nonprofit              | 0.16                          | 5.3                          | 1.09                           | 13.2                               |
| Unclassified                  | 0.03                          | 0.9                          | 0.11                           | 1.3                                |
| <b>Total</b>                  | <b>3.11</b>                   | <b>100.0</b>                 | <b>8.28</b>                    | <b>100.0</b>                       |

Base: Advertising Mail Pieces, Including Packages, Postal Fiscal Year 2000 (First-Class: 16.8 Billion; Standard Mail (A): 52.4 Billion).

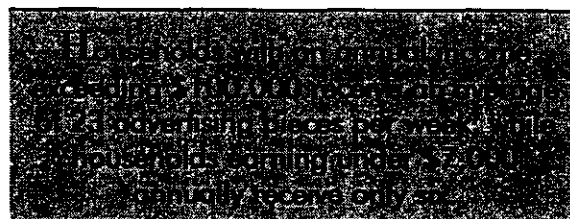
Note: Standard Mail (A) Advertising Mail Pieces restricted to mail received from single organization only.

## Factors Affecting Advertising Volume

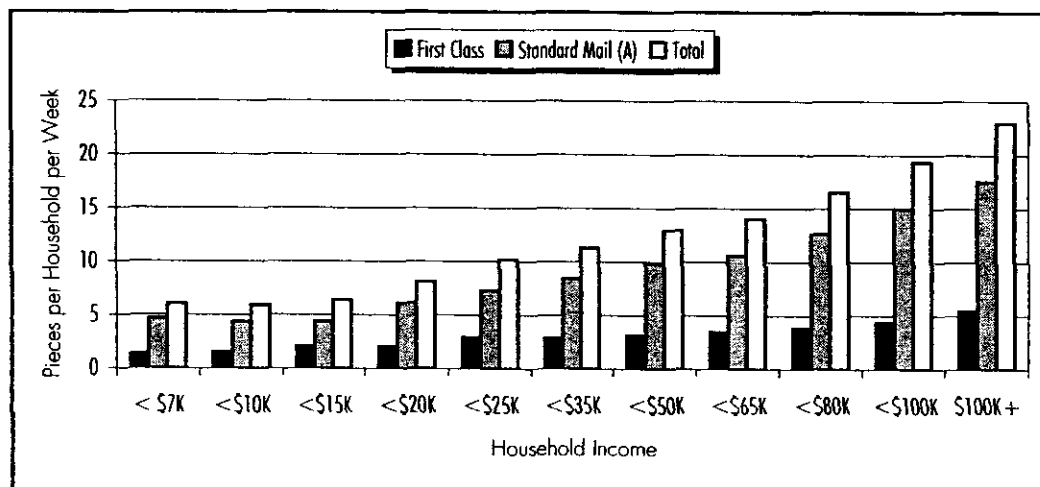
It is interesting to look at how demographic factors for households may affect their mail volumes, in this case, the amount of advertising mail received by the household. In most cases, income, educational attainment and age of head of household, as well as household size, are compared against total volumes to observe a relationship. This chapter uses these demographic characteristics, with the exception of age. Whereas income and education can indicate socioeconomic status, age in itself means little unless we determine the ages of all household members, resulting in a mean age per household. Additionally, this measure has potential for error, as older or younger members of the household can distort the mean.

The first household characteristic analyzed is income. Figure 4.1 shows advertising volumes across all postal classifications increasing with income.

Households with an annual income exceeding \$100,000 receive an average of 23 advertising pieces per week, while households earning under \$7,000 annually receive only 6.1.



Additional analysis shows that Standard Mail (A) advertising mail also increases at a more rapid pace than First-Class across income categories. When observing differences across collapsed income categories (households with annual incomes below \$50,000 and those above \$50,000), Standard Mail (A) increases at nearly three times the rate of First-Class: 23 percent compared to eight.



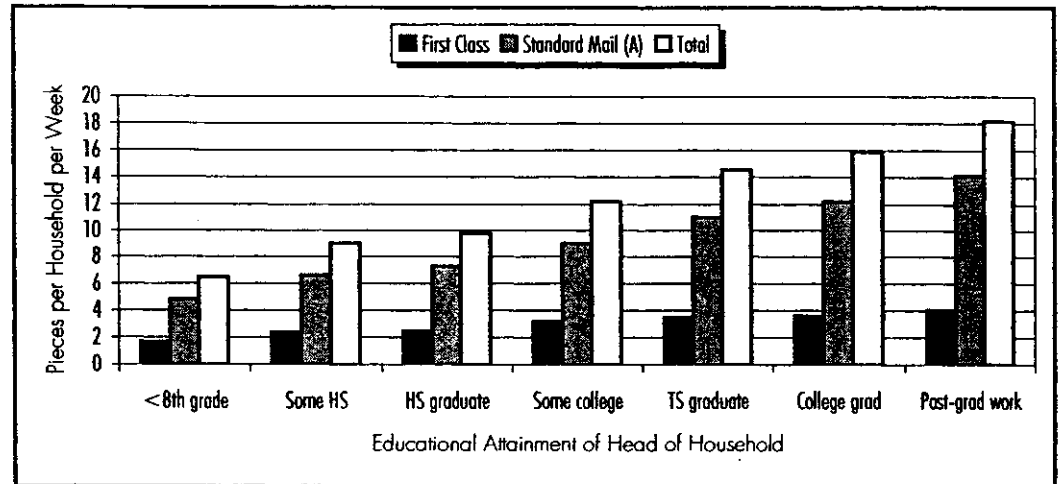
**FIGURE 4.1**

Advertising Pieces per Household per Week by Postal Classification and Household Income

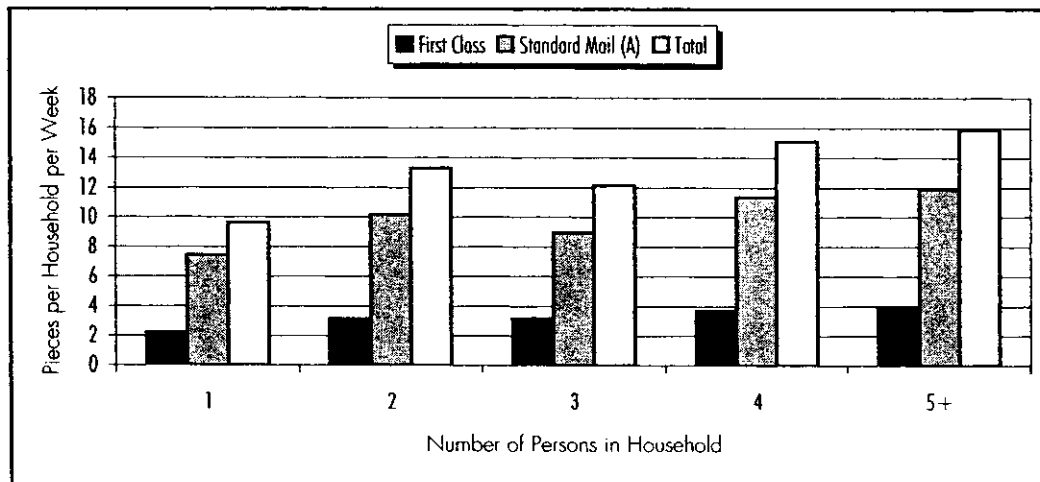
Base: Advertising Mail Pieces, Including Packages, Postal Fiscal Year 2000 (First-Class: 16.8 Billion, Standard Mail (A): 52.4 Billion).

Note: Household Income Information collected during recruitment interview.

**FIGURE 4.2**  
Advertising Pieces per  
Household per Week  
by Postal Classification  
and Education of  
Head of Household



Base: Advertising Mail Pieces, Including Packages, Postal Fiscal Year 2000 (First-Class: 16.8 Billion, Standard Mail (A): 52.4 Billion).  
Note: Education of Head of Household collected during recruitment interview.



Base: Advertising Mail Pieces, Including Packages, Postal Fiscal Year 2000 (First-Class: 16.8 Billion, Standard Mail (A): 52.4 Billion).  
Note: Household Size Information collected during recruitment interview.

**FIGURE 4.3**  
Advertising Pieces per  
Household per Week  
by Postal Classification  
and Household Size

The second factor, educational attainment, displays a similar relationship (See Figure 4.2). As educational attainment increases, households receive a higher volume of advertising mail. Households where the head of household did postgraduate work receive three times as much mail as those where the head of household has an eighth grade or less education. Again, a higher rate of change is observed in Standard Mail (A) than in First-Class, but the difference is cut in half: 33 percent across Standard Mail (A) and 15 percent across First-Class<sup>22</sup>.

The relationship between household size and advertising volumes does not follow the same pattern demonstrated in income and educational attainment (See Figure 4.3). There is a slight drop in mail volumes for three-person households. Instead of an ascending curve to the right, there is more of a plateau. This is expected, since additional household members are typically children who do not generate high volumes of advertising mail. In fact, the three-person households observed in the 2000 study contained the largest percentage of children under age six.

<sup>22</sup> For the purposes of this analysis, educational attainment was separated by those who attended college or technical school and those who did not.

## Attitudes Toward Advertising

Households demonstrated a declining interest in advertising mail overall since 1987. Respondents rated their attitudes about advertising mail using a scale of 'would like more,' 'some are interesting' and 'wish there were less.' Table 4.3 indicates that 55 percent of households wish they received less advertising mail in 2000, compared to 30 percent in 1987. The percentage of advertising mail households find interesting, i.e. are likely to read, fell from almost 63 percent in 1987 to 38 percent in 2000.

Beyond declining attitudes toward advertising mail overall, the results show that American households distinguish between different types of advertising. Based on the same scale of attitudes from Table 4.3, households gave higher negatives than positives for nearly all of the eight advertising mediums tested, with the exception of newspaper and radio (See Figure 4.4). Telemarketing fared the worst, followed by mail, plastic bags on doorknobs, television, e-mail, radio, Internet and finally, newspaper.

**TABLE 4.3**

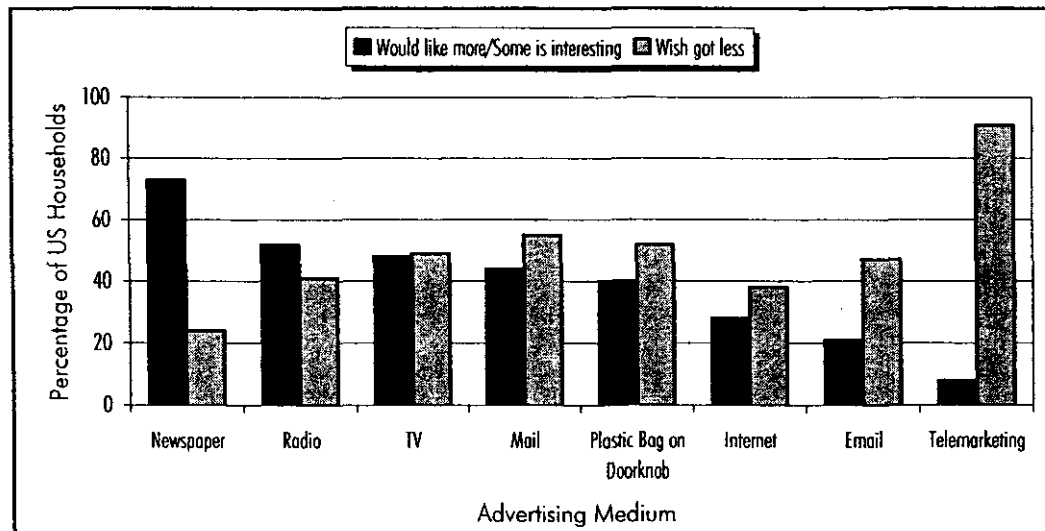
**Attitudes Toward Advertising Mail – Trends**  
Percentage of Households

|                                    | 1987 | 2000 |
|------------------------------------|------|------|
| Wish there were less               | 30.4 | 57.1 |
| Some are interesting <sup>23</sup> | 62.5 | 36.7 |
| Would like more                    | 5.6  | 5.4  |

Base: US Households, Postal Fiscal Year 2000 (104.8 Million).

Note: Estimates derived from information collected during recruitment interview.

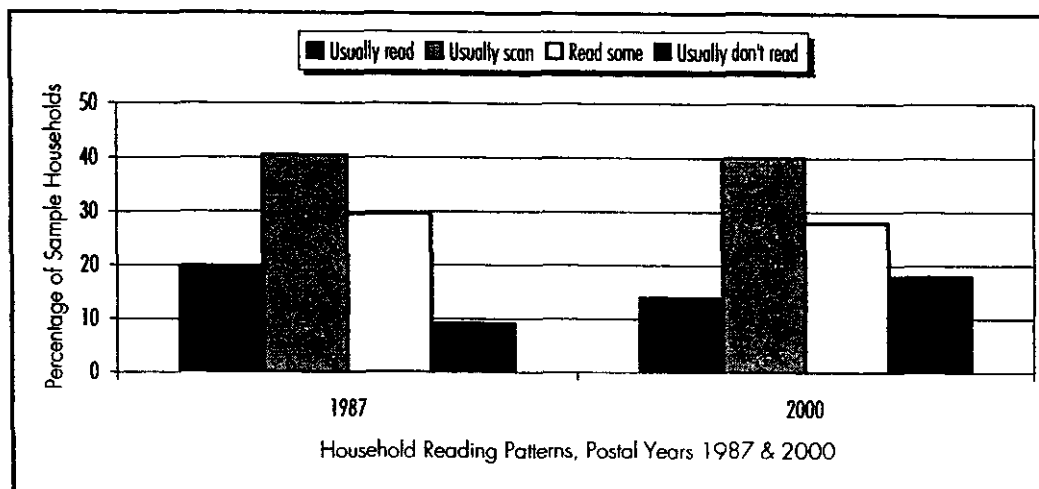
**FIGURE 4.4**  
Household Attitudes Toward  
Advertising Mail by Medium



Base: US Households, Postal Fiscal Year 2000 (104.8 Million).

Note: Estimates derived from information collected during recruitment interview.

<sup>23</sup> Response changed from "Don't mind getting some that doesn't interest me as long as I also get some that does interest me" in PFY 1999 to "Some are interesting and enjoyable" in PFY 2000.



**FIGURE 4.5**  
Household Reading  
Patterns of Advertising  
Mail - Trends

Base: US Households, Postal Fiscal Year 2000 (104.8 Million).  
Note: Estimates derived from information collected during recruitment interview.

Households' treatment of advertising mail changed in two significant ways since 1987. First, the percentage of those who "usually read" fell (See Figure 4.5). Second, the percentage of those who "usually don't read" doubled. In 1987, nine percent of households said they usually do not read their advertising mail, compared to 18 percent in 2000. However, the percentage of households that "usually scan" has remained consistent over the life of the study.

When household reactions to advertising mail by class were analyzed, Standard Mail (A) received a more favorable response than First-Class (See Table 4.4). In fact, households labeled 59.9 percent of Standard Mail (A) "useful" or "interesting," compared to 51 percent of First-Class mail. As a result, households labeled 40.6 percent of First-Class advertising mail "not interesting" or "objectionable," compared to roughly 35 percent of Standard Mail (A). Unaddressed mail, while not a classification, received a favorable response by households, who described nearly sixty percent of it as interesting or useful<sup>24</sup>.

**TABLE 4.4**

Attitudes Toward Advertising Mail by Postal Classification,  
First-Class and Standard Mail (A), Percentage of Mail Pieces

| Reaction to Mail Piece | First-Class | Standard Mail (A) |
|------------------------|-------------|-------------------|
| Useful                 | 35.9        | 43.7              |
| Interesting            | 15.1        | 16.2              |
| Not Interesting        | 34.4        | 29.6              |
| Objectionable          | 6.2         | 4.9               |

Base: Advertising Mail Pieces, Excluding Packages and Unsolicited Publications, Postal Fiscal Year 2000 (First-Class: 15.3 Billion; Standard Mail (A): 49.9 Billion).

<sup>24</sup> Note that unaddressed advertising mail volumes are only 3.2 billion pieces annually.

## Response to Advertising

Response rates are relatively consistent across postal classifications. There is a perception by marketers that households are more responsive to First-Class mail: it is usually personally addressed to someone in the household and has a more official appearance. In fact, households are quicker to dismiss First-Class advertisements than Standard Mail (A), something for advertisers to note (See Table 4.5). When asked whether anyone in the household considered responding to the advertisement, 24.2 percent of First-Class advertising received a favorable response (yes or maybe), compared to 32 percent of Standard Mail (A). A higher proportion of credit-card solicitations within First-Class advertising could explain the higher proportion of negative responses to First-Class advertising. In fact, credit-card solicitations make up the largest percentage of First-Class advertising mail pieces in PFY 2000.

Households typically respond to advertising mail through the mail, as shown in Table 4.6. They are nearly twice as likely to do so than by phone or in person, at least in the case of First-Class mail. The varying types of advertising mail sent in each class can explain different response rates between the First-Class and Standard Mail (A) advertising. Previous data explained in this section allows that 40 percent of First-Class advertising comes from the financial sector, which lends itself to response by mail. For example, responses to credit card solicitations, loan offers, or life insurance require the completion of a written application.

In contrast, Standard Mail (A) advertising, driven by merchants, might consist of department store advertisements, or offers from other local merchants, warranting an "in-person" response.

**TABLE 4.5**

Likelihood of Response to Advertising Mail Piece by Postal Classification, Percentage of Mail Pieces

|       | First-Class | Standard Mail (A) |
|-------|-------------|-------------------|
| Yes   | 11.3        | 11.7              |
| No    | 65.5        | 59.4              |
| Maybe | 12.9        | 20.2              |

Base: Advertising Mail Pieces, Excluding Packages and Unsolicited Publications (First-Class: 15.3 Billion; Standard Mail (A): 40.6 Billion).

**TABLE 4.6**

Type of Response by Household to Advertising Mail, Percentage of Mail Pieces

| Type of Response | % of Total First-Class | % of Total Standard Mail (A) |
|------------------|------------------------|------------------------------|
| By Mail          | 43.7                   | 34.5                         |
| By Phone         | 21.3                   | 23.5                         |
| In Person        | 25.8                   | 32.8                         |
| By Fax           | 0.3                    | 0.2                          |
| Via Internet     | 3.8                    | 2.7                          |
| Other            | 1.1                    | 0.1                          |

Base: Advertising Mail Pieces, Excluding Packages and Unsolicited Publications (First-Class: 3.7 Billion; Standard Mail (A): 13.0 Billion).

Note: Base represents Households responding Yes or Maybe to Response Question.

## Chapter 5: Periodicals

Periodicals mail, formerly Second Class, consists largely of daily or weekly newspapers, weekly or monthly magazines, and any other periodic newspapers or magazines sent to households in 2000. The Periodical Volumes presented in this chapter include only those delivered by USPS. Newspapers or magazines delivered by a local carrier or purchased at a newsstand or grocery store are not included in household diary data. In addition, the volumes presented here are only a portion of total Periodicals Volumes, since over a quarter of periodicals are received by nonhouseholds, such as doctors' offices or other businesses.

### Total Periodicals Volumes Destinating in Households

Of the mail pieces sent to households in 2000, 7.2 billion pieces were periodicals. This equates to 70 percent of all periodicals and five percent of the total domestic mail to households. Table 5.1 shows a breakdown of periodicals received by households in 2000.

Households receive an average of 1.32 periodicals per week. Almost half of all periodicals are monthly magazines (46.2 percent). The next largest percentage is weekly magazines, followed by other periodic magazines (quarterly, bi-annual, etc.). Newspapers make up nearly 30 percent of periodicals in 2000.

A closer look at these volumes by sender type shows that publishers, rather than member organizations, send the vast majority of periodicals (See Table 5.2). Member organizations include unions, nonprofit or religious organizations, and professional affiliations. Table 5.2 reveals that member organizations mail only slightly more than 20 percent of all periodicals to households, mostly publications from professional organizations. "Commercial Organization" is the largest contributor to household Periodicals Volumes, accounting for an average of almost one piece per week per household.

**TABLE 5.1**

Periodical Pieces per Household per Week and  
Percentage of Total by Type

|                                        |             |              |
|----------------------------------------|-------------|--------------|
| Daily Newspaper                        | 0.14        | 10.7         |
| Weekly Newspaper                       | 0.15        | 11.6         |
| Other Newspaper                        | 0.05        | 4.0          |
| <b>Total Newspapers</b>                | <b>0.34</b> | <b>26.3</b>  |
| Weekly Magazine                        | 0.23        | 17.6         |
| Monthly Magazine                       | 0.61        | 46.2         |
| Other Magazine                         | 0.13        | 9.9          |
| <b>Total Magazines</b>                 | <b>0.97</b> | <b>73.7</b>  |
| <b>Total Periodicals to Households</b> | <b>1.32</b> | <b>100.0</b> |

Base: Periodicals Received by Households, Postal Fiscal Year 2000 (7.2 Billion).

**TABLE 5.2**

Periodical Pieces per Household per Week and  
Percentage of Total by Sender Type

| Sender Type               | Pieces per Household per Week | % of Total Periodicals |
|---------------------------|-------------------------------|------------------------|
| Commercial Organization   | 0.94                          | 71.1                   |
| Professional Organization | 0.14                          | 10.4                   |
| Religious Organization    | 0.09                          | 6.8                    |
| Educational Organization  | 0.06                          | 4.8                    |
| Union                     | 0.03                          | 2.0                    |
| Charitable Organization   | 0.02                          | 1.5                    |
| Veteran's Organization    | 0.01                          | 0.9                    |
| Unclassified              | 0.03                          | 2.5                    |
| <b>Total</b>              | <b>1.32</b>                   | <b>100.0</b>           |

Base: Periodicals Received by Households, Postal Fiscal Year 2000 (7.2 Billion).

In 2000, a household member ordered and paid for 70 percent of periodicals received by households, totaling 5 billion periodicals.

Supporting the data is an overview of Periodical Volumes by type of subscription (See Table 5.3). As shown in the above table, 'Commercial Organization' accounts for the largest volumes by sender type. In 2000, a household member ordered and paid for 70 percent of periodicals received by households, or more than 5 billion periodicals. An additional 21.2 percent, or 1.5 billion, were free – either ordered by household member or delivered as a benefit of membership in an organization.

## Total Periodicals Received by Other Means

While the diary study records incoming mail to households delivered by USPS, households also received periodicals through other means (e.g. newsstand or private delivery). Volumes were collected during the recruitment interview of the 2000 diary study.

The survey captured the number of newspapers or magazines (ordered by a household member) a household receives by mail and the periodicity of the publications; i.e. how many are daily newspapers, how many are monthly magazines, etc. Next, the survey collected information about how many different newspapers or magazines the household receives that do not come through the mail, along with the periodicity questions.

In 2000, households estimated that they received 5.2 billion newspapers or magazines through means other than USPS. Table 5.4 compares newspaper and magazine volumes, received by mail and not by mail, using 1987 and 2000 totals from household recruitment interviews.

According to households, the number of periodicals received by mail decreased slightly since 1987. Data shows little significant variation for those periodicals households say they received by mail.

In addition, households say they received fewer periodicals through other means. The average pieces households received per week fell from 2.3 in 1987 to 1.6 in 2000.

**TABLE 5.3**

Percentage of Total Periodicals by Type of Subscription

| Subscription Type                      | Percentage |
|----------------------------------------|------------|
| Paid, Ordered by Household Member      | 70.3       |
| Free, Ordered by Household Member      | 8.0        |
| Free, Came with Membership             | 13.2       |
| Gift Subscription from Friend/Relative | 4.6        |
| Other Subscription                     | 1.4        |

Base: Periodicals Received by Households, Postal Fiscal Year 2000 (7.2 Billion).  
Note: Percentages do not sum to 100 due to exclusion of unclassified cases.

**TABLE 5.4**

Newspapers and Magazines, Pieces per Household per Week, Manner of Receipt

| Periodical Type              | Received by Mail |             | All Other   |             |
|------------------------------|------------------|-------------|-------------|-------------|
|                              | 1987             | 2000        | 1987        | 2000        |
| Newspapers                   | 0.55             | 0.50        | 1.23        | 0.92        |
| Magazines                    | 3.23             | 3.21        | 1.10        | 0.68        |
| <b>Total Pieces per Week</b> | <b>3.78</b>      | <b>3.71</b> | <b>2.33</b> | <b>1.60</b> |

Base: Periodicals Received by Households, Postal Fiscal Year 2000.  
Note: Estimates derived from information collected during recruitment interview.

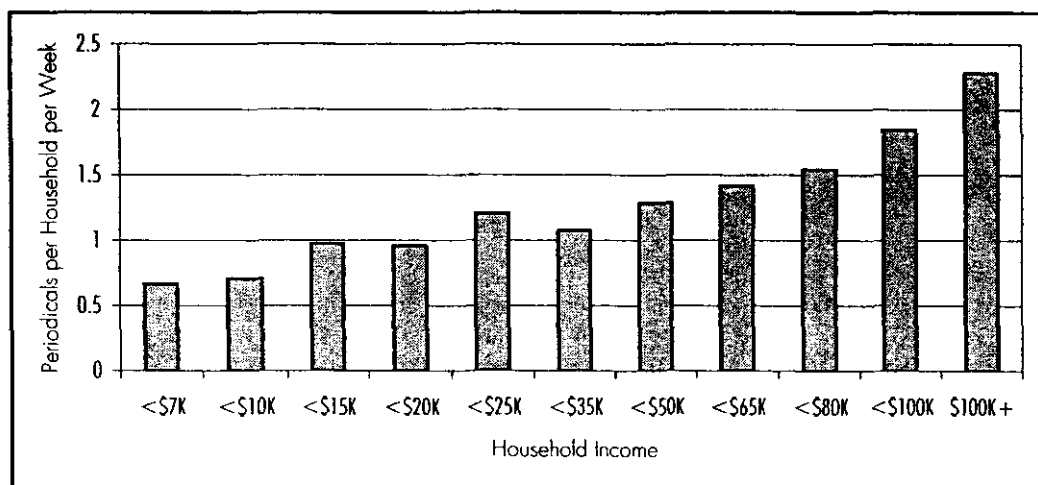
## Factors Affecting Receipt of Periodicals

There are various factors that might influence a household's receipt of periodicals. Several of these variables are demographic while others are geographic.

Income would seem to influence volumes since periodicals are typically received through a paid

subscription (55 percent in 2000). Figure 5.1 shows that as income increases, Periodical Volumes increase.

Educational attainment — is highly correlated with income and is used in this chapter to make Periodicals Volume comparisons. Figure 5.2 shows that as educational attainment increases, households receive more periodicals. However, volumes for college graduates and those who have done post-graduate work fell considerably since 1987.

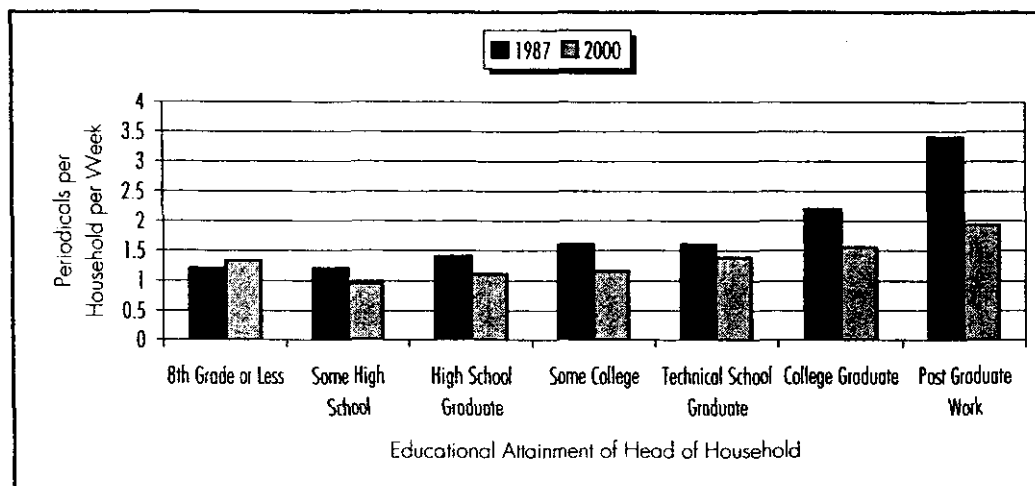


**FIGURE 5.1**

Periodicals per Household per Week by Household Income

Base: Periodicals Received by Households, Postal Fiscal Year 2000 (7.2 Billion).  
Note: Income Information collected during recruitment interview.

**FIGURE 5.2**  
Periodical Pieces per Household per Week by Educational Attainment



Base: Periodicals Received by Households, Postal Fiscal Year 2000 (7.2 Billion).  
Note: Educational Attainment of Head of Household Information collected during recruitment interview.

## Satisfaction with Delivery

Arrival times and delivery patterns are important to USPS customers and are therefore analyzed in the household diary study. Each time a household logs a piece of periodicals mail, they comment on its arrival time and the convenience of its delivery. For example, was the piece late? Was it so late that it caused the household difficulty or inconvenience? Or is the delivery date irrelevant? Table 5.5 shows arrival times of periodicals for all households.

Arrival times for periodicals are not problematic; in fact, of those pieces that were expected to arrive on a particular day, more than 93 percent arrived on time or earlier than expected. Households are twice as likely to receive their periodicals earlier than expected, rather than later.

Figure 5.3 looks at the percentage of periodicals that either arrive on the day expected or earlier than expected. The Northeast receives the highest percentage of on-time periodicals at 95.6 percent, while the remaining geographic regions fluctuate between 92.5 and 93.6 percent. This means

**TABLE 5.5**

**Periodical Pieces per Household Per Week and  
Percentage of Total by Arrival Times**

| Earlier than Expected                    | 0.11 | 8.4  |
|------------------------------------------|------|------|
| On Day Expected                          | 0.60 | 45.5 |
| Later than Expected                      | 0.05 | 3.8  |
| Not Expected to Arrive on Particular Day | 0.52 | 39.4 |

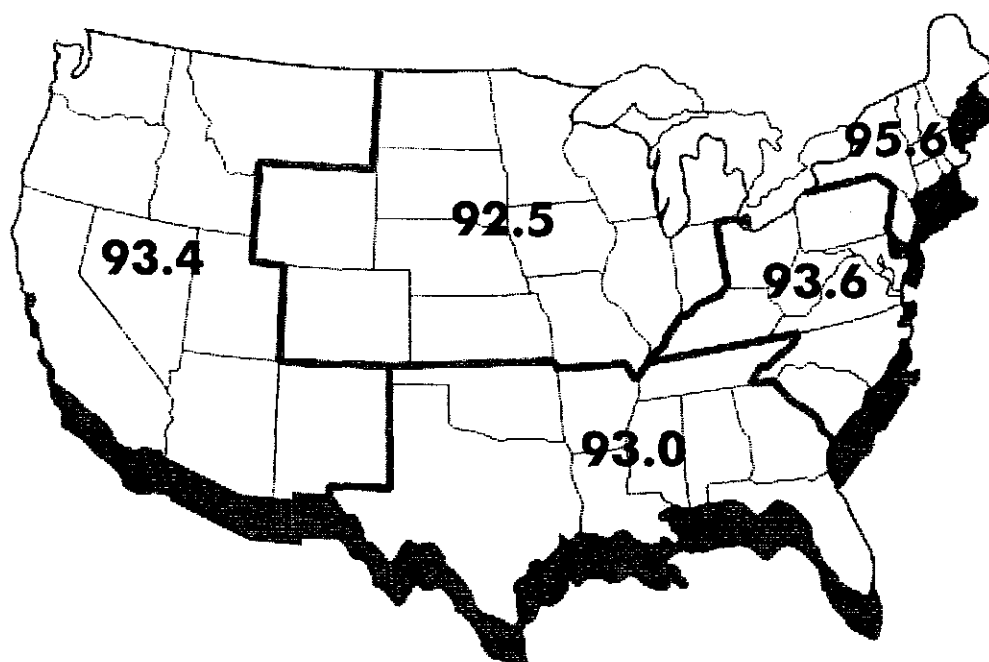
Base: Periodicals Received by Households, Postal Fiscal Year 2000 (7.2 Billion).

Note: Percentages do not sum to 100 due to exclusion of unclassified cases.

that on average, out of every one thousand periodicals that are expected to arrive on a particular day, only 44 arrive late in the Northeast, with slightly higher numbers of periodicals that arrive late in the rest of the country.

This difference could be due to the smaller geographic area of the Northeast, higher net residential density, or a disproportionate number of periodicals may simply originate there.

**FIGURE 5.3**  
Percentage of Periodicals  
Arriving On-Time by  
Geographic Region



Base: Periodicals Received by Households (Expected to arrive on a particular day), Postal Fiscal Year 2000 (4.1 Billion).

Note: Geographic Region Information collected during recruitment interview.

Of the 7.2 billion Periodicals mailed to households in 2000, less than one percent arrived so late as to cause inconvenience to households. This percentage is slightly less than in 1987. Table 5.6 shows households' need for delivery of Periodicals in 2000, as compared to 1987.

In Table 5.7, totals across delivery categories are compared by geographic region. The data shows that households in the central region account for the largest percentage of late-arriving mail. In fact, this region is at least two times as likely as every other geographic region to receive Periodicals mail late.

**TABLE 5.6**

**Periodicals — Percentage of Total by Attitude Toward Timing of Arrival**

| Attitude toward Timing of Arrival | 1987         | 2000         |
|-----------------------------------|--------------|--------------|
| Could Arrive Later/No Difficulty  | 40.2         | 32.2         |
| Should Come on Proper Day         | 19.5         | 25.2         |
| Has No Regular Delivery Day       | 9.0          | 17.4         |
| Arrives Late/Causes Difficulty    | 0.9          | 0.8          |
| Delivery Date Not Important       | 22.7         | 20.3         |
| Other                             | 0.4          | 0.2          |
| Don't Know/No Answer              | 7.2          | 3.8          |
| <b>Total</b>                      | <b>100.0</b> | <b>100.0</b> |

Base: Periodicals Received by Households, Postal Fiscal Year 2000 (7.2 Billion).

**TABLE 5.7**

**Periodicals — Percentage within Attitude Toward Timing of Arrival by Geographic Region**

| Attitude Toward Timing of Arrival | East | Northeast | South | Central | West |
|-----------------------------------|------|-----------|-------|---------|------|
| Could Arrive Later/No Difficulty  | 18.3 | 17.6      | 26.5  | 20.6    | 17.0 |
| Should Come on Proper Day         | 15.1 | 17.4      | 31.4  | 23.5    | 12.6 |
| Has No Regular Delivery Day       | 18.2 | 17.1      | 30.3  | 19.7    | 14.7 |
| Arrives Late/Causes Difficulty    | 16.7 | 7.8       | 16.2  | 45.9    | 13.4 |
| Delivery Date Not Important       | 16.1 | 18.1      | 30.4  | 21.4    | 14.0 |
| Other                             | 9.9  | 57.8      | 7.3   | 22.3    | 2.6  |

Base: Periodicals Received by Households, Postal Fiscal Year 2000 (7.2 Billion).

Note: Estimates represent row percentages.



## Chapter 6: Packages

The diary study collects a variety of information about the packages received and sent by households in PFY 2000. This information includes package classification, delivery method, use of special services, sender type, contents and reason for sending the package. This chapter presents an overall picture of package volumes as well as characteristics of households who sent and received packages using USPS in PFY 2000.

There are various classifications available for households and nonhouseholds to send packages through USPS. They are: First-Class, Priority and Express, Standard Mail (A) (nonhouseholds only), Standard Mail (B) and Special Standard.

First-Class mail receives prompt handling and transportation. It is generally delivered overnight to locally designated cities and within two days to locally designated states. Delivery by the third day can be expected for outlying areas. Priority mail offers preferential handling and expedited delivery. All First-Class mail exceeding 13 ounces is treated as Priority. Express mail is the fastest mail delivery service the USPS offers. It provides guaranteed overnight delivery service 365 days of the year and is automatically insured up to \$500. Standard Mail (A) is used primarily by retailers, catalogers and other advertisers to promote their products or services. It has minimum volume requirements and is often used to send items ordered by households. Standard Mail (B) consists of mailable matter that is not required to be mailed as First-Class, not mailed as Standard Mail (A), and not entered as Periodicals. It must weigh over a pound. Standard Mail (B) consists of several subclasses, including Parcel Post, Bound Printed Matter, and Special Standard (a special category for books, film, printed music and test materials, manuscripts, sound recordings and computer-readable media). Advertising restrictions apply.

### Packages Received by Households

Households received 3.4 billion packages in 2000, a significant increase from 1.2 billion<sup>25</sup> in 1987. In 2000, households received an average of 0.64 packages per week per household, compared to 0.26 in 1987.

<sup>25</sup> Volumes calculated using 1987 mean volumes and "Intercensal Estimates of Total Households," July 1, 1987, Bureau of the Census. Issued October 1994. There were an estimated 88.8 million households in 1987.

USPS delivered seventy-one percent, or approximately 2.5 billion of these packages. This includes First-Class, Priority and Express, Standard Mail (A) and (B), as well as packages delivered to foreign destinations (See Table 6.1). The second most common delivery method was UPS Ground Service, at 8.1 percent or 278 million packages.

**Households received 3.4 billion packages in 2000, a significant increase from 1.2 billion in 1987.**

Previous data presented in Chapter Three illustrates that a large proportion of Standard Mail (A) packages were sent to households in response to an order by a member of the household. Not surprisingly, Standard Mail (A) and Standard Mail (B) packages make up almost two-thirds of all packages received by households in 2000, since both classifications are used for this type of delivery. Priority and Express packages account for the smallest portion of USPS-delivered packages received by households in 2000.

**TABLE 6.1**  
Packages Received by Households and Delivered by USPS,  
Percentage of Total

| Postal Class          | % of Packages Received |
|-----------------------|------------------------|
| Standard Mail (A)     | 35.3                   |
| Standard Mail (B)     | 24.1                   |
| First Class           | 19.4                   |
| Priority and Express  | 18.5                   |
| Foreign Packages      | 0.3                    |
| Unclassified          | 2.4                    |
| <b>Total Packages</b> | <b>100.0</b>           |

Base: Packages Received by Households & Delivered by USPS, Postal Fiscal Year 2000 (2.5 Billion).

## Received Package Characteristics

Sixty percent of packages received by households, or slightly more than two billion packages, were sent by a business to a household member. These deliveries were either in response to an order from a household or for another reason, such as a free gift in exchange for membership. Households sent only nine percent of packages received by households in 2000.

In fact, a closer look at sender type and contents among packages received showed that 80.5 percent of items ordered from a catalog or retail store and sent to a household were mailed using USPS<sup>26</sup>. USPS is also retailers' delivery method of choice for 92 percent of books and audio materials sent to households and almost 100 percent (99.4) of unsolicited samples or advertising.

Retailers, or merchants as they are called in the HDS, are the largest user for every delivery method. They are responsible for 61 percent of packages delivered to households by USPS.

Special services available for a fee in addition to postage included special handling, insured mail, collect on delivery (COD), registered mail and

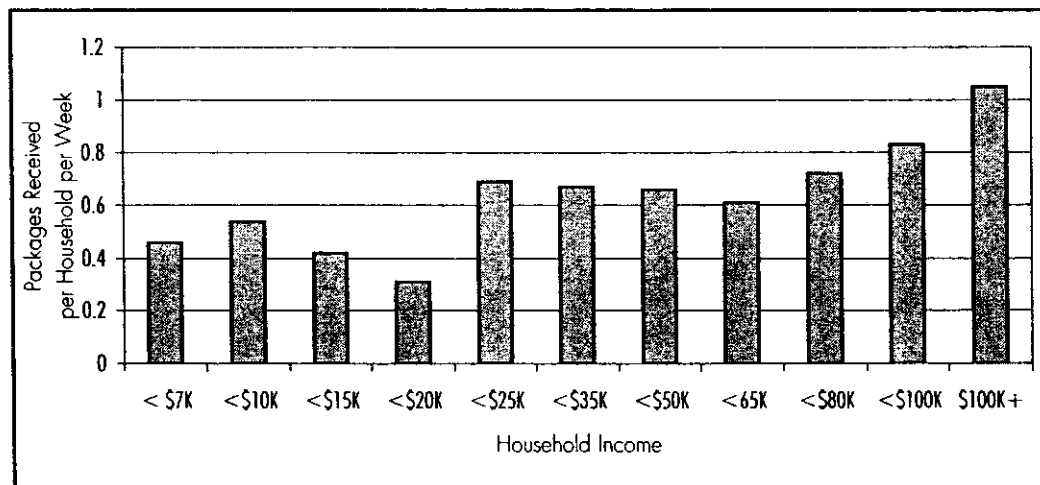
certificate of mailing. Special handling made up the only significant percentage of selected services, which is 2.4 percent (81.6 million) of total packages received by households in 2000. Special handling provides preferential handling but not preferential delivery and was available for First-Class Mail, Priority Mail and Standard Mail (B).

## Factors Affecting Package Receipt

Package receipt increases with income in 2000 but levels off across middle-income categories (See Figure 6.1). This could be due to household purchasing patterns changing with income.

In PFY 2000, almost one-quarter of households with an annual income exceeding \$64,000 has five or more credit cards from retail stores, compared to 13 percent of households earning between \$25,000 and \$50,000 annually. The same ratio is true for major credit cards, e.g. MasterCard and Visa. In fact, the average number of major and retail credit cards per household is 4.0 for households earning \$25,000 to \$45,000 annually and 6.3 among households with annual incomes exceeding \$65,000.

**FIGURE 6.1**  
Packages Received per  
Household per Week by  
Household Income



Base: Packages Received by Households, Postal Fiscal Year 2000 (3.4 Billion).  
Note: Household Income Information collected during recruitment interview.

<sup>26</sup> It should be noted that these are not mutually exclusive categories since households were allowed to select more than one content and sender type.

Other behavior patterns (or simply a smaller sample size) may contribute to the higher mean in the initial education category in Figure 6.2. Nonetheless, as educational attainment increases, package receipts increase. It is worth noting that the highest mean within educational attainment at the postgraduate level is .83, while the highest mean by income, and for households whose incomes exceed \$100,000 annually, is 1.1.

## Packages Sent by Households

American households sent 638 million packages in 2000, using USPS 85.3 percent of the time. Households demonstrate a clear preference for First-Class, Priority and Express mail (See Table 6.2), sending 70 percent of their packages using these methods.

UPS Next Day Air, UPS Third Day Select and UPS Ground combined for an additional 16 percent. Households are typically sending the package to a friend or relative (See Table 6.3).

## Factors Affecting Packages Sent

The household diary study captures additional characteristics of households that sent packages in 2000. This portion of the study takes a closer look at household-level behavior, with minimal interference by nonhouseholds. The volumes tend to be misleading however since households may change their behaviors during the week they complete the diary. It is assumed that volumes are slightly higher than reported.

**TABLE 6.2**

Packages Sent by Households using USPS,  
Percentage of Total by Postal Classifications

| Postal Classification        | Percentage   |
|------------------------------|--------------|
| Priority & Express           | 43.1         |
| First Class                  | 27.0         |
| Special Standard/Parcel Post | 13.5         |
| Standard                     | 10.5         |
| Foreign Packages             | 2.8          |
| Unclassified                 | 3.0          |
| <b>Total Packages</b>        | <b>100.0</b> |

Base: Packages sent by Households using USPS, Postal Fiscal Year 2000 (355.6 Million)

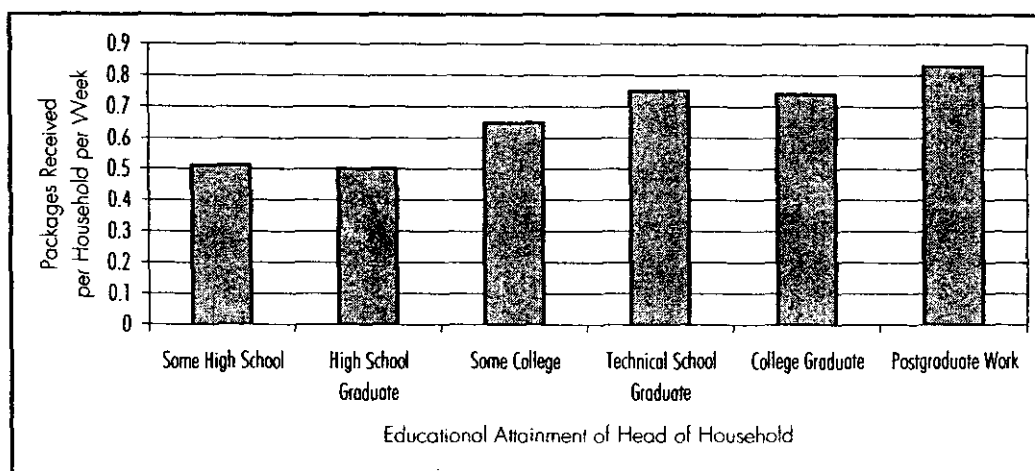
**TABLE 6.3**

Reasons for Sending Packages

| Reason                                        | % of Packages Sent |
|-----------------------------------------------|--------------------|
| Gift or Other Item sent to Friend or Relative | 52.2               |
| Returning Merchandise Ordered                 | 22.6               |
| Returning Unsolicited Merchandise             | 3.4                |
| Other                                         | 21.8               |
| <b>Total</b>                                  | <b>100.0</b>       |

Base: Packages Sent by Households, Postal Fiscal Year 2000 (638 Million).  
Note: Percentages based on valid responses only.

**FIGURE 6.2**  
Packages Received per  
Household per Week  
by Educational Attainment of  
Head of Household

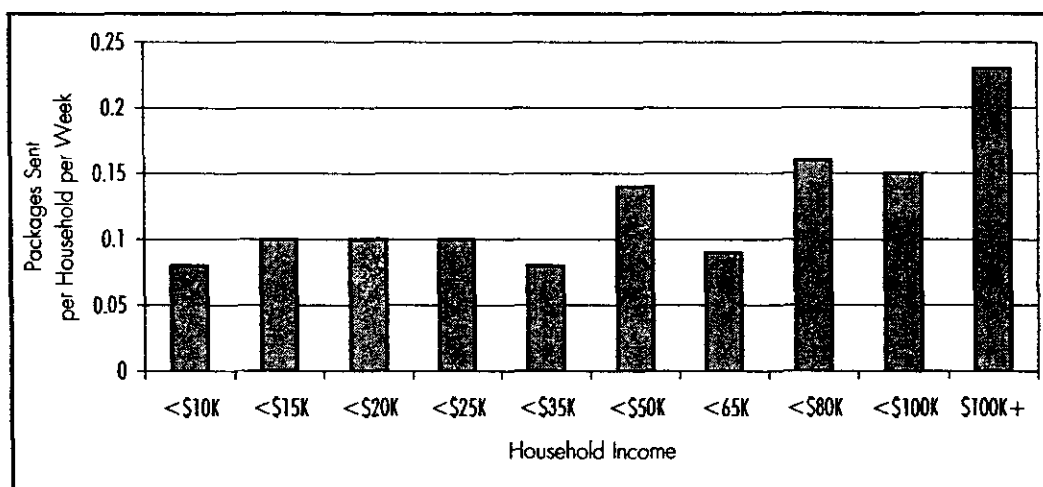


Base: Packages Received by Households, Postal Fiscal Year 2000 (3.4 Billion).

Note: Educational Attainment of Head of Household Information collected during recruitment interview.

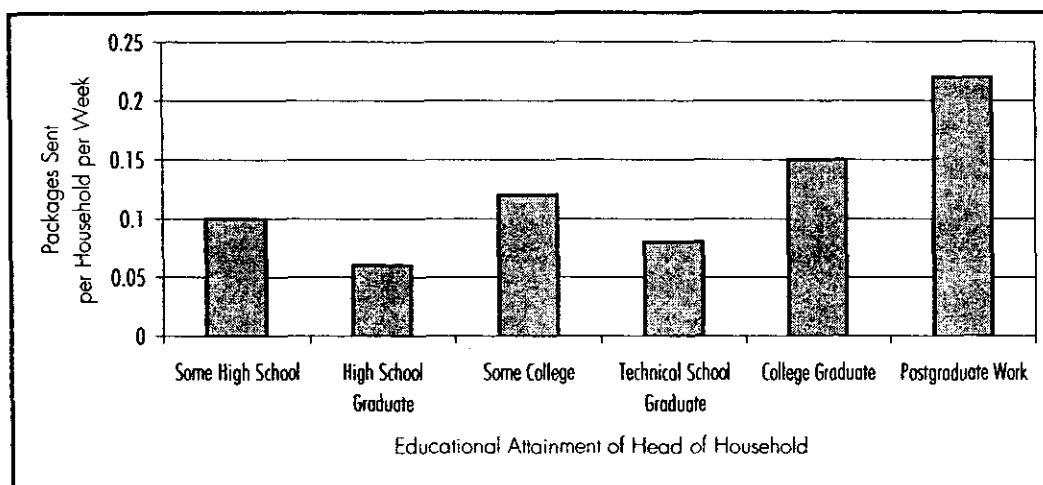
**FIGURE 6.3**

Packages Sent per Household  
per Week by Household Income



Base: Packages Sent by Households, Postal Fiscal Year 2000 (638 Million).

Note: Household Income Information collected during recruitment interview.



Base: Packages Sent by Households, Postal Fiscal Year 2000 (638 Million).

Note: Educational Attainment of Head of Household collected during recruitment interview.

**FIGURE 6.4**

Packages Sent per  
Household per Week by  
Educational Attainment of  
Head of Household

Figures 6.3 and 6.4 complete the picture of packages sent by households in 2000, comparing packages sent against household income and educational attainment. This data mirrors package receipts comparisons, but on a much smaller scale. In the case of income, higher income households tend to send more packages. Dips in this curve are most likely due to smaller sample sizes within each category.

In general, educational attainment has a positive impact on the number of packages sent. While differences in the number of packages sent seem to fluctuate among lower levels of educational attainment, the positive impact of higher education (i.e. college graduate, postgraduate work) appears to maintain a strong effect.

Packages sent by households are relatively consistent across geographic regions (See Table 6.4).

**TABLE 6.4**

Packages Sent per Household per Week by Geographic Region

| Geographic Region | Packages Sent per Household per Week |
|-------------------|--------------------------------------|
| East              | 0.12                                 |
| Northeast         | 0.14                                 |
| South             | 0.11                                 |
| Central           | 0.09                                 |
| West              | 0.14                                 |

Base: Packages Sent by Households, Postal Fiscal Year 2000 (638 Million).

Additional factors might also influence when households use USPS to send their packages. For example, are households that rent PO boxes more likely to use USPS to mail their packages? Do they visit the post office more frequently? Recruitment data was analyzed to determine whether there was a relationship between these household characteristics.

Results indicate that use of a PO box does not influence a household's decision to use USPS. Households with a PO box use USPS to mail their packages 61 percent of the time, choose a private mailing service or shipping company 30 percent of the time, and the remaining portion say they use neither.

These percentages are not significantly different from those households who do not have a PO box. The latter use USPS 58 percent of the time, opting for an alternative shipping method 29 percent of the time.

Households' primary reason for choosing another delivery method over USPS is that they find the other service is more convenient or simply closer (32 percent), offers longer or later hours (eight percent), has faster overnight delivery (eight percent) or a shorter wait time since it is less crowded (six percent).



## Chapter 7: Electronic Communication

The use of technology has increased steadily throughout the past decade and is affecting the way households communicate and do business. While e-mail is an essential piece of almost every office environment, American households have gained access at a slower rate. This makes it difficult to assess what impact the Internet is having on various types of business, specifically the USPS.

Historically, U.S. households relied extensively on USPS to handle personal and business communications. For example, bill payments are made almost exclusively by mail (See Chapter 2). However, as technology becomes more affordable, more households look to the Internet for services. As a result, it is in the interest of USPS to monitor household ownership of personal computers, access to the Internet and various other related factors in an effort to anticipate the needs of American consumers in the future. This issue raises several questions that deserve further discussion: Who is a typical Internet user? Who are the technology adapters: those people most likely to use more technology as it becomes available? How common is Internet usage in American households today and what services are consumers looking to the Internet to provide? Does Internet access significantly influence a household's reliance on USPS?

This chapter presents the most current information available about who is most likely to use the Internet and how they are using it. One fact: household access to technology is increasing rapidly across traditional barriers of income and education. Watching these households is the key to understanding how the Internet will change traditional mail in the future.

### ***Profile of a Likely Internet User***

Likely Internet users, and therefore households which have the easiest access to diversion-related technologies, generally live in a household whose income exceeds \$65,000, where the head of household is a high school graduate, has at least some college education and might describe themselves as a white collar professional.

Households in this income level typically have a personal computer or PC (88 percent in PFY 2000), access to the Internet (80 percent of those with a PC), and use e-mail to communicate with others (75 percent of those with Internet access). Eighty-four percent of these households have heard of Internet bill pay services, but only 10 percent pay any bills via the Internet. However, it is significant to note that this total represents a sizeable difference when compared to lower income categories. Households with annual incomes of \$65,000 or more are ten times more likely to pay their bills online as those earning under \$25,000 annually, and twice as likely as those earning \$50,000 to \$64,999 annually.

#### **A Likely Internet User:**

Lives in a household whose annual income exceeds \$65,000; possesses at least some college education; owns a PC with Internet access; enjoys e-mailing; is aware of Internet bill payment services and may use them; makes one online purchase per month.

The bills these households pay online are essentially evenly dispersed over all categories. These households are just as likely to pay their telephone bill online as their credit cards, utilities, or even their mortgage. When asked why they use the Internet to pay these bills, 85 percent cite it is easy to use, while an additional four-percent says it saves time. It is also worth noting that seven percent of these households say that they receive bills via the Internet.

Higher income households also communicate and make more purchases online than other income categories. In fact, these households average one online purchase per month compared to only 0.16 for households with annual incomes less than \$25,000. They send an average of about three (2.54) electronic greeting cards per month and four (4.29) e-mails per month overseas.

## Access to Technology

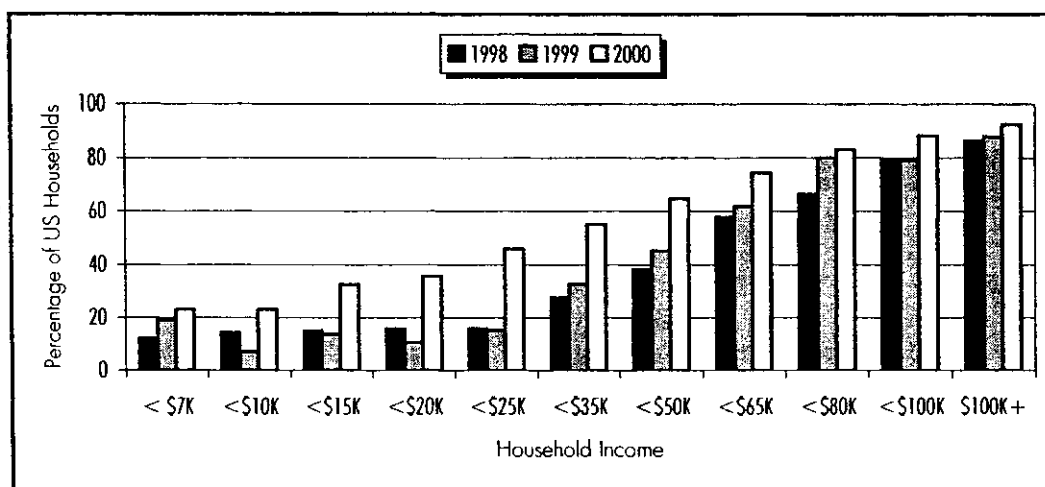
Fifty-eight percent, or over 60 million households, own a PC<sup>27</sup> with the ability to own a PC largely dependent on income. More than ninety percent of households with an annual income exceeding \$100,000 own a PC, compared to 23 percent of those with annual incomes under \$7,000 (See Figure 7.1). Generally, computer ownership is more widespread across all income categories. In PFY 2000, more households in middle-income categories said they have a PC (See also Appendix Table A7-1) compared

to PFY 1999 totals. In addition, a large percentage of households in lower income categories anticipate getting a PC in the near future (See Figure 7.2).

Fifty-eight percent, or over 60 million households, own a PC

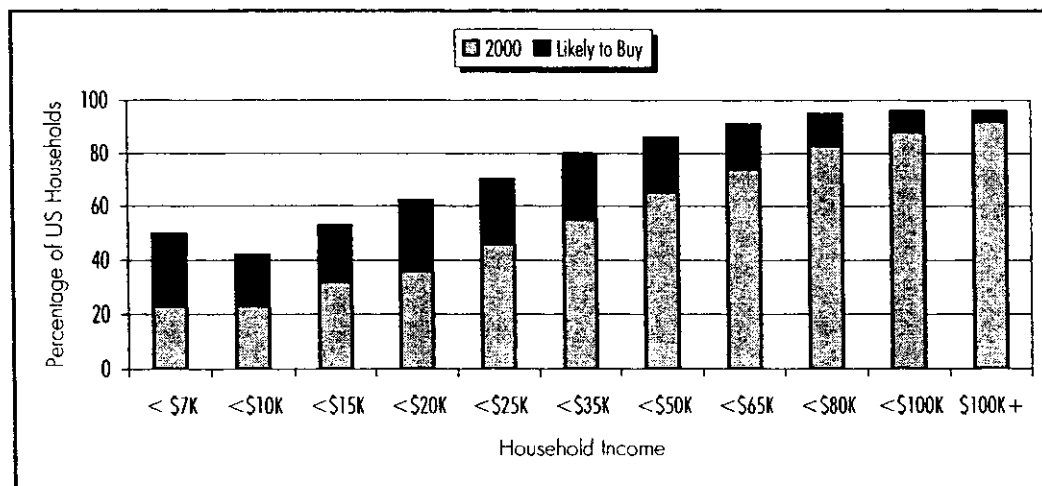
PC ownership is most prevalent in households with three or more members, and is crossing traditional educational attainment barriers. Slightly more than

**FIGURE 7.1**  
PC Ownership  
by Household Income



Base: US Households, Postal Fiscal Year 2000 (104.8 Million).

Note: Question changed in PFY 1999 from "Does this household have a personal computer?" to "Does your household own one or more personal computers?" in PFY 2000.



**FIGURE 7.2**

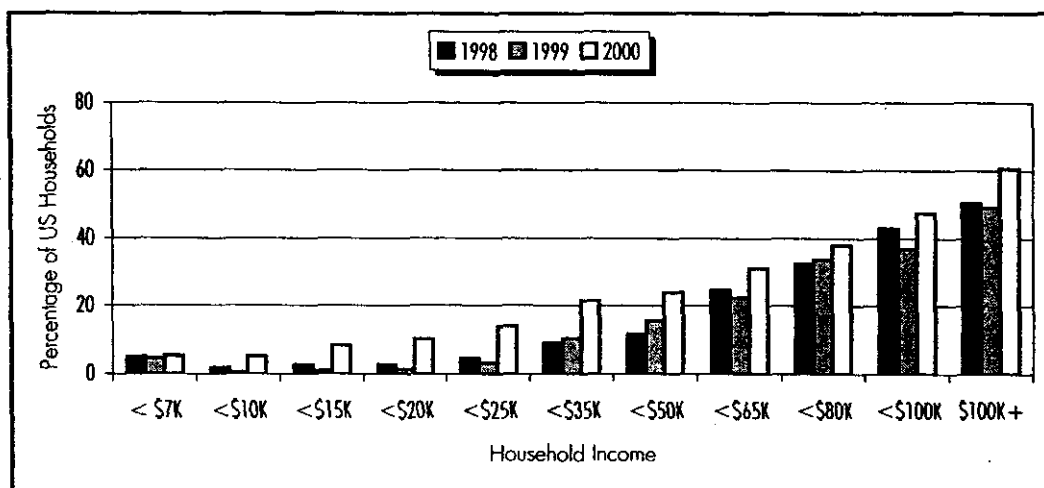
PC Ownership in 2000  
and Those Likely to Buy  
a PC by Household Income

Base: US Households, Postal Fiscal Year 2000 (104.8 Million).

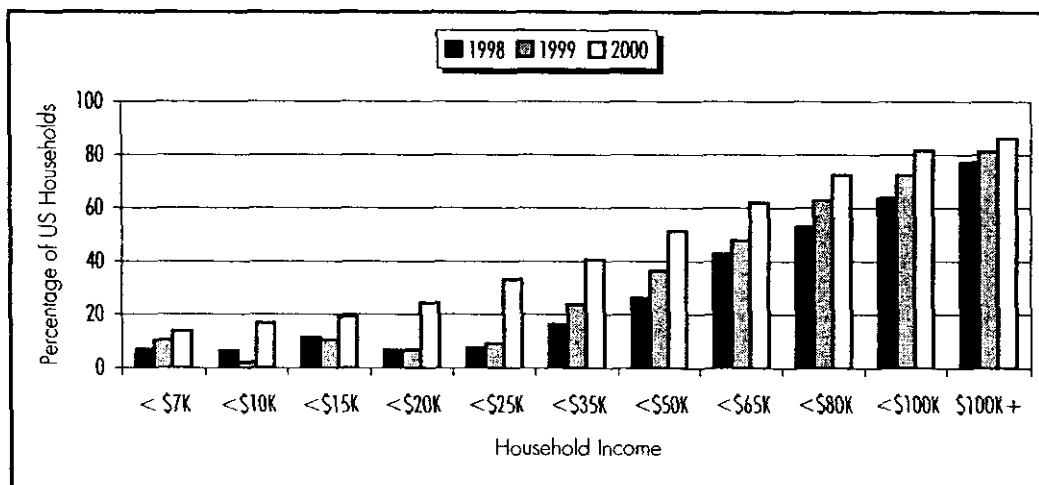
Note: Question changed in PFY 1999 from "Does this household have a personal computer?" to "Does your household own one or more personal computers?" in PFY 2000.

<sup>27</sup> There were 104.8 million households in the US in 2000. Source: Current Population Survey, March 2000. Bureau of the Census. An expansion factor of 10811.0 was used to compute all volumetric totals.

**FIGURE 7.3**  
Fax Capability  
by Household Income



Base: US Households, Postal Fiscal Year 2000 (104.8 Million).



**FIGURE 7.4**  
Household Internet  
Access by Household Income

Base: US Households, Postal Fiscal Year 2000 (104.8 Million).

Note: Question changed in PFY 1999 from "Does your household also own a modem?" to "How many of these computers have Internet access" in PFY 2000. Above PFY 2000 data recoded to, "Do you have Internet access?"

twenty percent of head of households with an 8<sup>th</sup> grade or less education own a PC in 2000. This percentage is more than twice the 1999 total of 8.2 percent (See Appendix Table A7-2).

Although 24 percent of all households use a fax machine or a PC with fax-capabilities to send fax communications, household fax capability is not increasing as rapidly as PC ownership (See Figure 7.3).

## Electronic Communication / Online Consumption

How common is e-mail usage among households? Forty-seven percent of households have PCs with Internet access, translating to 49 million households

nationwide. Almost seven million of these households have access on more than one computer. The income barrier is again prevalent; households with annual incomes exceeding \$65,000 annually are four times as likely to have access to the Internet than those earning less than \$25,000 annually (See Figure 7.4) (See also Appendix Table A7-1).

Of those households with Internet access, higher income households (those with annual incomes over \$65,000) are most likely to use the Internet to send personal greetings. When respondents were asked about the number of electronic greeting cards sent in the past month, the average number reported was 2.54 in households with annual incomes exceeding \$65,000, compared to 0.87 for households with annual incomes of less than \$25,000.

Only seven percent of households have Internet access, from income to 49 percent of households nationwide.

This linear relationship can also be seen when respondents were asked how many times they e-mailed friends or relatives overseas in the past year. Higher income households were four times as likely to have done so than those households with annual incomes less than \$25,000. Does this mean these households are substituting some of their letters, cards, or telephone calls with e-mail? Not according to additional data. As shown in Table 7.1, households with Internet access use traditional forms of communication (telephone calls, cards, and letters) with about the same frequency as households without Internet access. Therefore, Internet access serves to supplement overseas communications, rather than replace traditional means.

**TABLE 7.1**

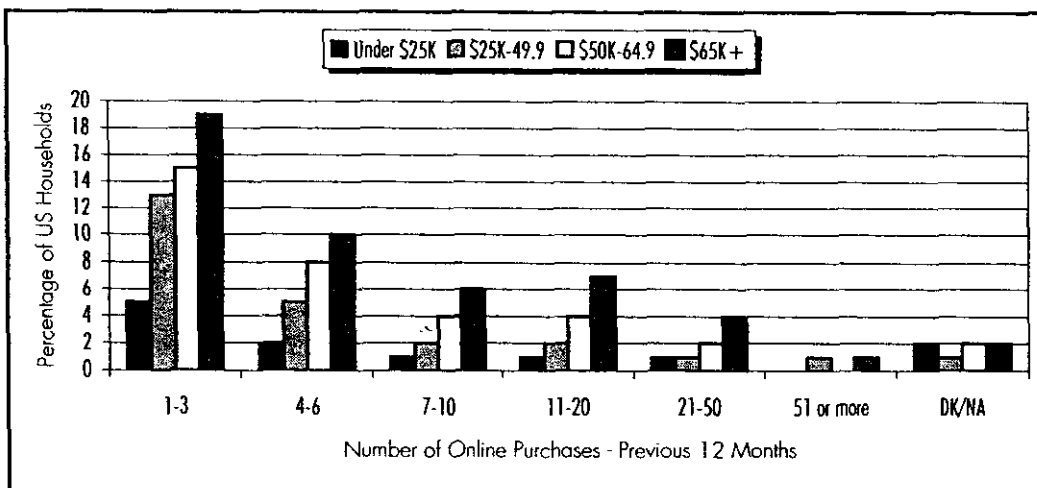
**Average Number of Monthly E-mails, Cards and Letters, and Phone Calls Overseas**

| Category          | Households with Internet Access | Households without Internet Access |
|-------------------|---------------------------------|------------------------------------|
| Email             | 2.78                            | 0.43                               |
| Phone Calls       | 2.4                             | 2.05                               |
| Cards and Letters | 2.82                            | 2.73                               |

Base: Average Monthly E-mails, Cards, Letters and Overseas Phone Calls sent or placed by US Households.

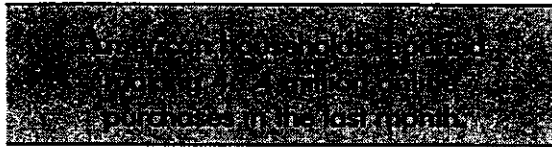
American households reported making 46.4 million online purchases in the last month<sup>28</sup>. Although a monthly average of 0.45 online purchases per household makes up a relatively small percentage in the overall economy, it is significant to establishing a profile of households who use the Internet. Twenty-six percent of all households said they made an online purchase last year, compared to 10 percent of households with an annual income less than \$25,000. This is evidence of increasing access across all income categories (See Figure 7.5).

**FIGURE 7.5**  
PFY 2000 Online  
Purchases Made in Past  
12 Months by Income



Base: US Households, Postal Fiscal Year 2000 (104.8 Million).

<sup>28</sup> Since people are more likely to accurately recall their activities in the past month, annual volumes are probably low due to underreporting.

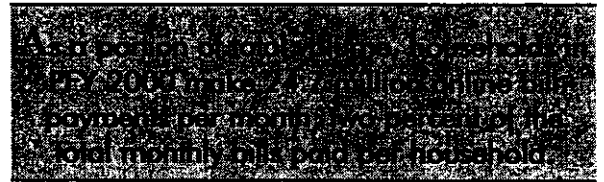


Households' Internet purchasing increases with PC<sup>29</sup> ownership and Internet access, and therefore mirrors patterns seen in the profile of the likely Internet user. There is an additional relationship between households who shop online and those who use the Internet to pay bills. In fact, of households who pay bills online, 79.7 percent made one or more Internet purchases in the past year. Over half (54.3 percent) made an Internet purchase in the past month. Just over six percent of households that pay bills by traditional mail said they made at least one online purchase in the past year, compared to 5.9 percent in the past month.

### **Online Bill Payment**

Online bill payment has increased from less than two percent of households in PFY 1999 to four

percent in PFY 2000 (See Appendix Table A2-49). As a portion of total volume, households in PFY 2000 make 24.7 million online bill payments per month; two percent of the total monthly bills paid per household.



Nearly 10 percent of those households with a PC pay bills online. In terms of income and educational level of the household, 37.4 percent of those who pay bills online graduated from college, while an additional 21 percent did at least some postgraduate work. Sixty-four percent categorize themselves as white-collar professionals, while 47 percent are households with annual incomes of \$65,000 or higher.

Ninety percent of households who pay bills online say they do so because it is easy to use.

<sup>29</sup> Just over forty percent of households that own a PC made at least one Internet purchase in the past year, compared to 3.4 percent of households without PCs.



## Chapter 8: Summary and Conclusions

Total mail volumes grew in 2000. Total domestic mail reached 204.6 billion pieces. Of this total, 156.7 billion mail pieces (77 percent) were sent or received by households. While the 2000 HDS is segmented primarily by postal classification, this chapter summarizes key points of the HDS by sector: nonhousehold-to-household mail, household-to-nonhousehold mail, and finally, the closed loop that is household-to-household mail.

### **Nonhousehold-to-Household Mail**

Mail from nonhouseholds dominated the household-based market at 133.8 billion pieces. Fifty-one percent of nonhousehold-to-household mail was sent Standard Mail (A). One-third was mailed First-Class.

Merchants (department stores, mail order companies, and publishers) are the largest senders within this sector. Households received more mail from Merchants than any other industry sender type. Merchants were three times as likely to use Standard Mail (A) as First-Class. Mail from the financial sector was a distant second. This latter sector overwhelmingly used First-Class.

**Most (51 percent) of  
nonhousehold-to-household mail  
was sent Standard Mail (A).**

2000 diary data suggests that a large portion of Standard Mail (A) is used for cross-marketing new products and services to existing customers. Over half of Standard Mail (A) was sent by a business organization with whom the household has done business in the past. Standard Mail (A) is also changing its "look" to appear more like First-Class. In 2000, Standard Mail (A) was more likely to be addressed to specific member of the household than in 1987 and to use letter size envelopes.

First-Class catalog advertising appeared to be a strong niche market. Forty-two percent of households receiving First-Class catalogs reported that they were considering responding (compared to 11 percent of Standard Mail (A) catalogs). First-Class catalog responders tended to be older (age 45 and older) than nonresponders.

Online shopping did not yet appear to have had a strong impact on this catalog market. Eight percent of respondents reported enjoying shopping via the Internet "quite a bit or very much," and 14 percent disclosed making at least one online purchase in the last month.

Both catalog and online shopping behaviors resulted in business for USPS. Eighty percent of items ordered from a catalog or retail store and sent to a household were mailed using USPS. USPS is also retailers' delivery method of choice for 92 percent of books and audio materials sent to households.

Bills and invoices comprised almost one-third of the First-Class mail sent by nonhouseholds. Currently, this source of USPS revenue has not been affected by Internet delivery of bills and invoices. Only four percent of households reported receiving any bills via the Internet, whereas 47 percent of households reported having access to the Internet. Receipt of bills via the Internet was limited to households with annual incomes greater than \$65,000, while the majority of households with annual incomes greater than \$35,000 had access to the Internet.

As might be expected, the majority of mail sent to households by nonhouseholds was in the form of advertising. In fact, advertising, including requests for donations, is the greatest proportion of mail received by households, accounting for 59 percent. Household's reactions to the increase in advertising mail are mixed. On the one hand, more than half of all households say at least one person in the household reads advertising sent First-Class or Standard Mail (A). On the other hand, 57 percent of households wish they received less advertising mail (compared to 30 percent in 1987). The percentage of advertising mail that households find interesting or are likely to read has fallen from 63 percent in 1987 to 37 percent in 2000.

Of periodicals received by households through the mail, most are monthly magazines (46 percent) followed by weekly magazines (18 percent), weekly newspapers (12 percent), and daily newspapers (11 percent). The number of newspapers received by mail decreased since 1987, while the number of magazines received through the mail increased slightly. In fact, it appears that the number of magazines households receive through means other than the mail decreased.

Packages received by households increased significantly from 1987. Of these packages, 71 percent were delivered by USPS. The second most common delivery mechanism was UPS ground service (8.1 percent).

## **Household-to-Nonhousehold Mail**

Household-to-nonhousehold mail totaled 4.5 billion pieces or 7.6 percent of total domestic mail in 2000. This total represents an increase in volume – from 2.1 pieces per household per week in 1987 to 2.9 pieces per week in 2000. Virtually all household-to-nonhousehold mail was sent First-Class (98.5 percent), with the remaining 1.5 percent sent Priority Mail.

Bill payments accounted for 49 percent of all First-Class mail sent by households. Mail is still the dominant vehicle for bill payments. Ninety-four percent of households reported using the mail to pay their bills. Utility bills (telephone and electric) were the most frequently mentioned types of bills paid by mail. Households primarily use the mail because it is “easy to use,” and cite “habit” as a very distance second.

Only four percent of households say they use the Internet to pay their bills. Credit cards were the most frequently mentioned type of bills paid by Internet. Most people who used the Internet to pay bills did so because “it’s easy to use” -- an important finding for eBillPay market expansion.

Households were asked if they were considering responding to the advertisements contained in mail pieces received. For those pieces that arrived via First-Class, households indicated that they would most likely respond by mail (44 percent), followed by in-person (26 percent) and phone (21 percent). Few (four percent) indicated that they would respond via the Internet.

## **Household-to-Household Mail**

Household-to-household mail totaled 7.4 billion pieces and comprised only 3.6 percent of total domestic mail, declining from 4.8 percent in 1987. Its affect on the overall mail stream was slight however; this decline represented only a small drop in pieces per household per week, from 1.6 to 1.4. Household-to-household mail primarily was sent First-Class (98 percent), with the remaining two percent sent Priority Mail.

Use of First-Class mail for personal communications declined since 1987. In 2000, about 18 percent of all First-Class mail sent by household was greeting cards, including holiday cards, and nine percent was

letters to a friend or relative. In total, First-Class mail sent for any personal reason comprised 31 percent of First-Class mail pieces compared to 68 percent of pieces that were sent for household business reasons.

PFY 2000 found 43 percent of all households using e-mail to communicate with others and 21 percent sending electronic greeting cards. Yet, 81 percent of households reported sending at least one personal letter in an average month, and 82 percent reported sending at least one non-holiday greeting card in an average month. Of households with friends or relative in a foreign country, 12 percent have used e-mail to communicate in the last twelve months, while 25 percent have sent cards or letters.

## **Conclusions**

Total mail sent or received by households increased from 22.6 pieces per week in 1987 to 28.5 pieces per week in 2000.

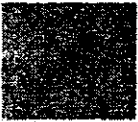
The most significant increase in pieces per household per week was evidenced for Standard Mail (A), but pieces within all mail classifications with the exception of periodicals increased since 1987. Most of the mail received by households contained some form of advertising and a slight majority of households still reported reading direct mail advertising. However, households are becoming increasingly intolerant of advertising appeals regardless of means of delivery. This trend may influence future readership levels.

**Total mail sent or received by households increased from 22.6 pieces per week in 1987 to 28.5 pieces per week in 2000.**

Bill payments comprised the largest single portion of mail sent by households. Electronic payment of bills will not influence these volumes for the near future.

Overall, use of the mail for personal communications is declining. Whether this is due to increased use of email and electronic greeting cards or to broader lifestyle or generational shifts has yet to be researched. A technology augment has been added to the HDS for 2001. It is anticipated that this data will offer additional insight into how the Internet will impact traditional mail in the future.





# Concordance of Tables

This Concordance of Tables is a new item in the annual reporting of the Household Diary Study. The format and organization of chapters in the 2000 report were modified from previous years' reports to enhance readability. To ensure that the reporting of data in tables was comparable to previous years' reports, we have included this appendix that contains tables from the 1999 report with comparative data for 1987 and 2000.

The reporting of data in these tables was done using prior year definitions of key measures. For this reason, these data may differ from that reported in tables in the report text. Where possible, we have provided information about the calculations (such as the "base") so that readers can interpret the findings appropriately.

Comparisons among 2000 and prior year data should be done with caution. The 2000 data represent refinements in survey methodology from previous years, as well as modifications in the procedures for weighting and adjustment for mail flow underreports. These data may also reflect changes in the definitions of mail classifications.

## Concordance of Appendix Tables

| PFY 1999<br>Tables | Description                                                                                                                                | PFY 2000<br>Tables |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 3 - 1              | Total Domestic Mail Originating in Households and Nonhouseholds                                                                            | A1-1               |
| 3 - 2              | Mail Received by Households by Class                                                                                                       | A1-2               |
| 3 - 3              | Total Mail Overview: Content of Mail Received by Households                                                                                | A1-3               |
| 4 - 10             | First-Class Mail Contents of Mail Received by Households                                                                                   | A2-1               |
| 4 - 2              | First-Class Mail Received -- Content by Quarter (Pieces Per Household Per Week)                                                            | A2-2               |
| 4 - 3              | First-Class Demographics -- Pieces Received Per Household Per Week                                                                         | A2-3               |
| 4 - 20             | Use of First-Class Advertising-Only Mail -- by Industry                                                                                    | A2-4               |
| 4 - 5              | Percentage of First-Class Mail Containing Advertising by Household Income<br>(Percentage of Pieces)                                        | A2-5               |
| 4 - 24             | First-Class Mail Usage of Reply Envelopes -- by Industry (Percentage of Pieces)                                                            | A2-6               |
| 4 - 23             | First-Class Mail -- Enclosure of Reply Envelopes -- by Content (Percentage of Pieces)                                                      | A2-7               |
| 4 - 25             | First-Class Mail -- Industry Usage of Reply Envelopes<br>(Percentage of Pieces From Each Industry That Contain Reply Mail)                 | A2-8               |
| 4 - 18             | First-Class Mail -- Industry Mail to Households                                                                                            | A2-9               |
| 4 - 19             | First-Class Mail -- Bills and Statements                                                                                                   | A2-10              |
| 4 - 22             | Use of First-Class Business Invitations/Announcements Mail -- by Industry                                                                  | A2-11              |
| 4 - 21             | Use of First-Class Advertising-Enclosed Mail -- by Industry                                                                                | A2-12              |
| 4 - 17             | First-Class Mail -- Interest in Nine Activities (Percentage of Households Which Enjoyed These<br>Activities Very Much or Quite a Bit)      | A2-13              |
| 4 - 9              | First-Class Mail Received -- by Number of Financial Accounts and Insurance Policies                                                        | A2-14              |
| 4 - 8              | First-Class Mail Received -- by Number of Credit Cards                                                                                     | A2-15              |
| 4 - 7              | First-Class Mail Receipt -- Content by Age of Head of Household<br>(Pieces Per Household Per Week)                                         | A2-16              |
| 4 - 6              | First-Class Mail Receipt -- Content by Education of Head of Household<br>(Pieces Per Household Per Week)                                   | A2-17              |
| 4 - 4              | First-Class Receipt -- Content by Income (Pieces Per household Per Week)                                                                   | A2-18              |
| 4 - 27             | First-Class Mail -- Percent of Nonpersonal Mail Received by Households Which<br>is Sent Presort -- by Content                              | A2-19              |
| 4 - 26             | Total Percentage of Industry's First-Class Mail Received by Households Which is Sent Presort                                               | A2-20              |
| 4 - 32             | First-Class Mail -- Total Envelopes by Sector (Percentage of Pieces)                                                                       | A2-21              |
| 4 - 33             | First-Class Mail -- Total Envelopes by Content (Percentage of Total Envelopes)                                                             | A2-22              |
| 4 - 34             | First-Class Mail -- Total Envelopes by Industry (Percentage of Total Envelopes)                                                            | A2-23              |
| 4 - 35             | First-Class Mail -- Nonpresort Envelopes by Sector (Percentage of Pieces)                                                                  | A2-24              |
| 4 - 38             | First-Class Mail -- Total Cards by Sector (Percentage of Pieces)                                                                           | A2-25              |
| 4 - 39             | First-Class Mail -- Total Cards by Industry (Percentage of Total Cards)                                                                    | A2-26              |
| 4 - 40             | First-Class Mail -- Total Cards by Content (Percentage of Total Cards)                                                                     | A2-27              |
| 4 - 41             | First-Class Mail -- Cards Received by Households --<br>Household's Percentage of Total Mail Sent at Each Card Rate Category                | A2-28              |
| 4 - 42             | First-Class Mail -- Cards Received by Households --<br>Household's Percentage of Total Mail Sent at Each Card Rate Category -- by Industry | A2-29              |
| 4 - 43             | First-Class Mail -- Timeliness of Arrival                                                                                                  | A2-30              |
| 4 - 44             | First-Class Mail -- Reason for Lateness (Percentage of Pieces That Arrived Late)                                                           | A2-31              |
| 4 - 45             | First-Class Mail Received -- Timeliness of Arrival -- by Quarter                                                                           | A2-32              |
| 4 - 46             | First-Class Mail Received -- Timeliness of Arrival -- by Postal Region                                                                     | A2-33              |
| 4 - 48             | First-Class Mail Sent by Households to Nonhouseholds                                                                                       | A2-34              |
| 4 - 01             | First-Class Mail Originating in Households and Nonhouseholds                                                                               | A2-35              |
| 4 - 50             | First-Class Mail -- Telephone Bill Paying (Percent of Households)                                                                          | A2-36              |

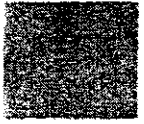
| PFY 1999<br>Tables | Description                                                                                                                                                           | PFY 2000<br>Tables |
|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 4 - 60             | First-Class Mail Media by Which Mail Order Purchases Made in Past Month Were Ordered (Percentage of Orders)                                                           | A2-37              |
| 4 - 49             | First-Class Mail -- Method of Payment (From Entry Interview)                                                                                                          | A2-38              |
| 4 - 13             | First-Class Mail -- Personal Letters and Cards (not greeting cards) Sent by Households in an average month -- by Age of Head of Household                             | A2-39              |
| 4 - 15             | First-Class Mail -- Holiday/Season's Greeting Cards Sent by Households -- by Education of Head of Household (From Entry Interview)                                    | A2-40              |
| 4 - 12             | First-Class Mail -- Personal Letters and Cards (not greeting cards) Sent by Households in an average Month -- by Education of Head of Household                       | A2-41              |
| 4 - 11             | Personal Letters, Cards (not greeting cards) Sent by Households in an Average Month -- by Income                                                                      | A2-42              |
| 4 - 16             | First-Class Mail -- Holiday/Season's Greeting Cards Sent by Households -- by Age of Head of Household (From Entry Interview)                                          | A2-43              |
| 4 - 14             | First-Class Mail -- Holiday/Season's Greeting Cards Sent by Households -- by Income (From Entry Interview)                                                            | A2-44              |
| 4 - 56             | First-Class Mail -- Timing of Bill Payment                                                                                                                            | A2-45              |
| 4 - 58             | First-Class Mail -- Timing of Bill Payment -- by Age of Head of Household (Percentage of Households)                                                                  | A2-46              |
| 4 - 59             | Timing of Bill Payment by Education of Head of Household (Percentage of Households)                                                                                   | A2-47              |
| 4 - 57             | First-Class Mail -- Timing of Bill Payment -- by Household Income (Percentage of Households)                                                                          | A2-48              |
| 4 - 51             | First-Class Mail -- Use of Automatic Deductions (Percent of Households)                                                                                               | A2-49              |
| 4 - 52             | First-Class Mail -- Use of Automatic Deductions -- by Income (Percentage of Households)                                                                               | A2-50              |
| 4 - 53             | First-Class Mail -- Use of Automatic Deductions -- by Age (Percentage of Households)                                                                                  | A2-51              |
| 6 - 2              | Standard Mail (A) Content of Mailpiece (Percentage of Standard Mail (A) Received by Households)                                                                       | A3-1               |
| 6 - 6              | Standard Mail (A) by Major Industry by Quarter (Mean Pieces Per Household Per Week)                                                                                   | A3-2               |
| 6 - 4              | Standard Mail (A) Addressee (Percentage of Total Standard Mail (A))                                                                                                   | A3-3               |
| 6 - 5              | Standard Mail (A) Addressee by Industry (Percentage of Pieces)                                                                                                        | A3-4               |
| 6 - 7              | Standard Mail (A) by Shape                                                                                                                                            | A3-5               |
| 6 - 8              | Standard Mail (A) Industry by Shape (Percentage of Pieces Received by Households)                                                                                     | A3-6a              |
| 6 - 8 cont.        | Standard Mail (A) Industry by Shape (Percentage of Pieces Received by Households)                                                                                     | A3-6b              |
| 6 - 9              | Standard Mail (A) Shape by Industry (Percentage of Pieces)                                                                                                            | A3-7a              |
| 6 - 9 cont.        | Standard Mail (A) Shape by Industry (Percentage of Pieces)                                                                                                            | A3-7b              |
| 6 - 11             | Standard Mail (A) Shape by Addressee (Percentage of Pieces)                                                                                                           | A3-8               |
| 6 - 12             | Standard Mail (A) Zip Code Usage by Shape (Percentage of Mail Received by Households)                                                                                 | A3-9               |
| 6 - 13             | Standard Mail (A) Demographics -- Pieces Received Per Household Per Week                                                                                              | A3-10              |
| 6 - 14             | Receipt of First-Class and Total Standard Mail (A) (Including NonProfit Mail) by Number of Mail Order Purchases Made in the Past Year (Pieces Per Household Per Week) | A3-11              |
| 6 - 15             | Standard Mail (A) by Familiarity With Institution (Percentage of Mail Pieces Received by Households)                                                                  | A3-12              |
| 6 - 16             | Standard Mail (A) by Industry and Familiarity (Percentage of Pieces)                                                                                                  | A3-13              |
| 6 - 17             | Standard Mail (A) -- Shape by Familiarity With Organization (Percentage of Pieces)                                                                                    | A3-14              |
| 6 - 18             | Standard Mail (A) -- Mail Order Industry Shape by Familiarity With Organization (Percentage of Mail Pieces Received by Households)                                    | A3-15              |
| 6 - 20             | Standard Mail (A) Receipt by Number of Financial Accounts and Insurance Policies                                                                                      | A3-16              |
| 6 - 19             | Standard Mail (A) Receipt by Number of Credit Card Accounts                                                                                                           | A3-17              |
| 6 - 22             | Standard Mail (A) Treatment of Mail Piece by Familiarity With Organization (Percentage of Mail Received by Households)                                                | A3-18              |

| PFY 1999<br>Tables | Description                                                                                                                                                                  | PFY 2000<br>Tables |
|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 6 - 23             | Standard Mail (A) Usefulness of Mail Pieces by Familiarity With Organization (Percentage of Mail Received by Households)                                                     | A3-19              |
| 6 - 24             | Standard Mail (A) Response to Advertising by Familiarity With Organization (If Pieces Contained an Advertisement or Request for Donation and Was from One Organization Only) | A3-20              |
| 6 - 25             | Standard Mail (A) Treatment by Usefulness (Percentage of Pieces)                                                                                                             | A3-21              |
| 6 - 26             | Standard Mail (A) Usefulness by Treatment (Percentage of Pieces)                                                                                                             | A3-22              |
| 6 - 27             | Standard Mail (A) Treatment by Intended Response (Percentage of Pieces)                                                                                                      | A3-23              |
| 6 - 28             | Standard Mail (A) Intended Response by Treatment (Percentage of Pieces)                                                                                                      | A3-24              |
| 6 - 29             | Standard Mail (A) Usefulness by Intended Response (Percentage of Pieces)                                                                                                     | A3-25              |
| 6 - 30             | Standard Mail (A) Intended Response by Usefulness (Percentage of Pieces)                                                                                                     | A3-26              |
| 6 - 31             | Standard Mail (A) Pieces From Credit Card Industry Response to Mail Piece by Familiarity With Organization (Percentage of Pieces)                                            | A3-27              |
| 6 - 32             | Standard Mail (A) Pieces From Insurance Companies Response to Mail Piece by Familiarity With Organization (Percentage of Pieces)                                             | A3-28              |
| 6 - 33             | Standard Mail (A) Pieces From Department Stores Response to Mail Piece by Familiarity With Organization (Percentage of Pieces)                                               | A3-29              |
| 6 - 34             | Standard Mail (A) Pieces From Mail Order Companies Response to Mail Piece by Familiarity With Organization (Percentage of Pieces)                                            | A3-30              |
| 6 - 35             | Standard Mail (A) Pieces From Publishers Response to Mail Piece by Familiarity With Organization (Percentage of Pieces)                                                      | A3-31              |
| 6 - 36             | Standard Mail (A) Treatment of Mail Piece by Shape (Percentage of Mail Pieces Received by Households)                                                                        | A3-32              |
| 6 - 37             | Standard Mail (A) Usefulness of Mail Piece by Shape (Percentage of Mail Pieces Received by Households)                                                                       | A3-33              |
| 6 - 38             | Standard Mail (A) Response to Advertising by Shape (If Mail Pieces Contained Advertising or Request Donation)                                                                | A3-34              |
| 6 - 39             | Standard Mail (A) Percentage of Pieces Read Immediately and Set Aside by Shape and Familiarity With Organization                                                             | A3-35              |
| 6 - 40             | Standard Mail (A) Percentage of Pieces Eliciting Intended Response by Shape and Familiarity With Organization                                                                | A3-36              |
| 6 - 41             | Standard Mail (A) Percentage of Pieces Found Useful by Shape and Familiarity With Organization                                                                               | A3-37              |
| 6 - 42             | Standard Mail (A) From Department Stores Reaction to Mail Piece by Shape (Percentage of Pieces)                                                                              | A3-38              |
| 6 - 43             | Standard Mail (A) From Department Stores Reaction to Mail Piece by Familiarity and Shape (Percentage of Pieces)                                                              | A3-39              |
| 6 - 44             | Standard Mail (A) From Mail Order Companies Reaction to Mail Piece by Shape (Percentage of Pieces)                                                                           | A3-40              |
| 6 - 45             | Standard Mail (A) From Mail Order Companies Reaction to Mail Piece by Familiarity and Shape (Percentage of Pieces)                                                           | A3-41              |
| 6 - 46             | Standard Mail (A) from Publishers Reaction to Mail Piece by Shape (Percentage of Pieces)                                                                                     | A3-42              |
| 6 - 47             | Standard Mail (A) from Publishers Reaction to Mail Piece by Familiarity and Shape (Percentage of Pieces)                                                                     | A3-43              |
| 6 - 48             | Standard Mail (A) from Credit Card Companies Reaction to Mail Piece by Shape (Percentage of Pieces)                                                                          | A3-44              |
| 6 - 49             | Standard Mail (A) from Credit Card Companies Reaction to Mail Pieces by Familiarity and Shape (Percentage of Pieces)                                                         | A3-45              |
| 6 - 50             | Standard Mail (A) from Insurance Companies Reaction to Mail Pieces by Shape (Percentage of Pieces)                                                                           | A3-46              |

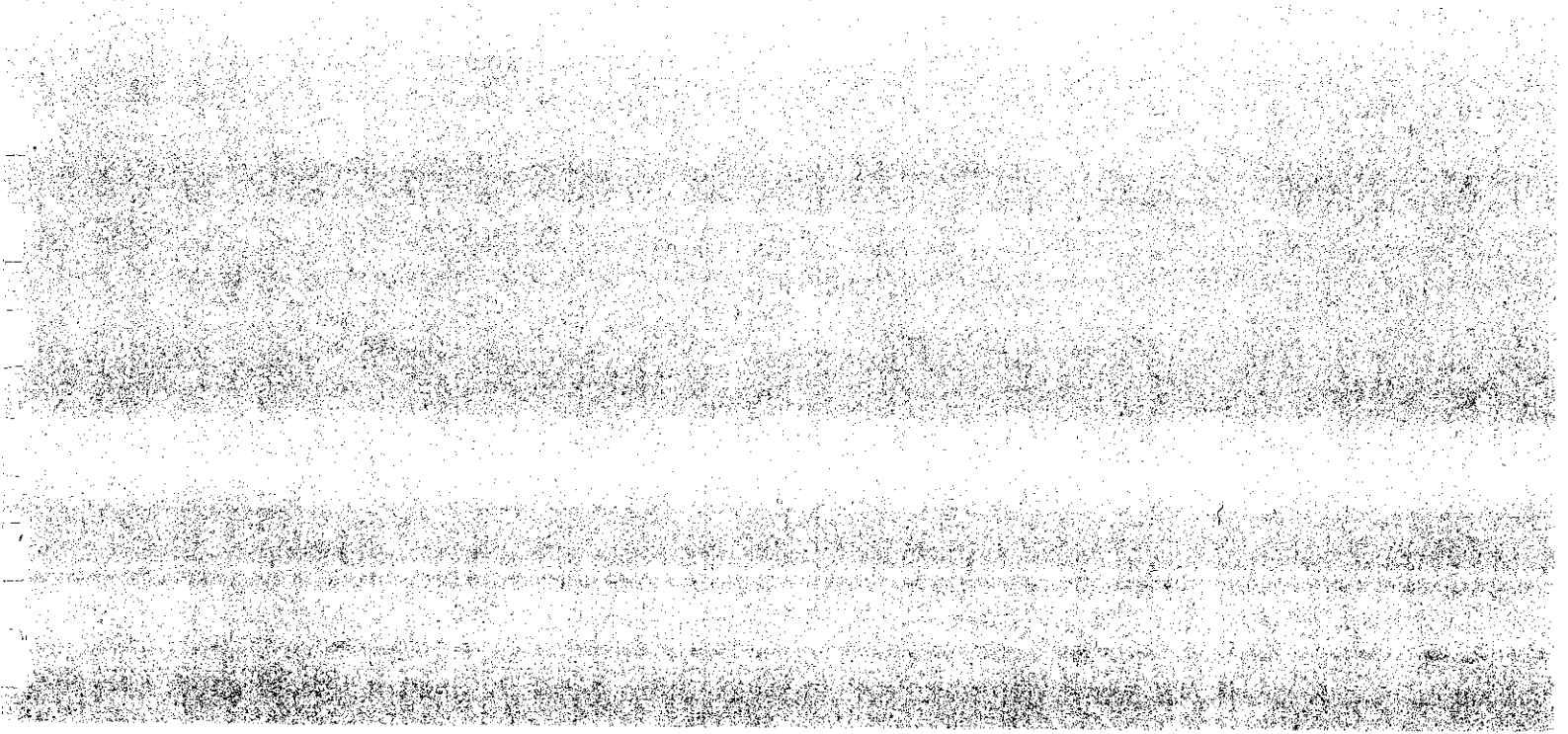
| PFY 1999 | Tables                                                                                                                                                            | Description | PFY 2000 | Tables |
|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|----------|--------|
| 6 - 51   | Standard Mail (A) from Insurance Companies Reaction to Mail Pieces by Familiarity and Shape (Percentage of Pieces)                                                |             | A3-47    |        |
| 6 - 52   | Standard Mail (A) Reaction by Industry (Percentage of Households)                                                                                                 |             | A3-48a   |        |
| 6 - 52   | Standard Mail (A) Reaction by Industry (Percentage of Households) (continued)                                                                                     |             | 3-48b    |        |
| 6 - 53   | Standard Mail (A) Reaction to Mail Piece by Income                                                                                                                |             | A3-49    |        |
| 6 - 54   | Standard Mail (A) Reaction to Mail Piece by Age of Head of Household                                                                                              |             | A3-50    |        |
| 6 - 55   | Standard Mail (A) Reaction to Mail Piece by Education of Head of Household                                                                                        |             | A3-51    |        |
| 6 - 56   | Standard Mail (A) Users of Reply Envelopes by Industry (Percentage of Pieces)                                                                                     |             | A3-52    |        |
| 6 - 57   | Standard Mail (A) Industry Usage of Reply Mail                                                                                                                    |             | A3-53a   |        |
| 6 - 57   | (Percentage of Pieces from Each Industry That Contain Reply Mail)                                                                                                 |             | A3-53b   |        |
| 6 - 58   | Standard Mail (A) Intended Response Rates for Major Industries by Enclosure of Reply Envelopes/Cards (Percentage of Pieces to Which Recipients Intend to Respond) |             | A3-54    |        |
| 6 - 59   | Standard Mail (A) Reaction to Mail Piece by Addressee (Percentage of Pieces)                                                                                      |             | A3-55    |        |
| 6 - 60   | Standard Mail (A) Reaction to Pieces from Department Stores by Addressee (Percentage of Pieces)                                                                   |             | A3-56    |        |
| 6 - 61   | Standard Mail (A) Reaction to Pieces from Publishers by Addressee (Percentage of Pieces)                                                                          |             | A3-57    |        |
| 6 - 68   | Number of Mail Order Purchases Within the Last Year by Income                                                                                                     |             | A3-58    |        |
| 6 - 69   | Number of Mail Order Purchases Within the Last Year by Education of Head of Household                                                                             |             | A3-59    |        |
| 6 - 70   | Number of Mail Order Purchases Within the Last Year by Age of Head of Household (Percentage of Households)                                                        |             | A3-60    |        |
| 6 - 71   | Number of Mail Order Purchases Within the Last Year by Number of Adults                                                                                           |             | A3-61    |        |
| 6 - 72   | Standard Mail (A) Order Pieces Received by                                                                                                                        |             | A3-62    |        |
| 6 - 72   | Number of Mail Order Purchases Made Within Last Year                                                                                                              |             | A3-62    |        |
| 6 - 73   | Standard Mail (A) Reaction to Pieces from Mail Order Industry by                                                                                                  |             | A3-63    |        |
| 6 - 74   | Standard Mail (A) Available Response Media                                                                                                                        |             | A3-64    |        |
| 6 - 74   | (For Mail Piece Containing Advertising or Request for Donations)                                                                                                  |             | A3-64    |        |
| 6 - 75   | Standard Mail (A) Available Response Media from Major Industries                                                                                                  |             | A3-65    |        |
| 6 - 76   | Standard Mail (A) Intended Response Medium to Pieces from the Mail Order Industry                                                                                 |             | A3-66    |        |
| 6 - 77   | Unaddressed Mail Received Bundled Flyers Usage by Industry                                                                                                        |             | A3-67    |        |
| 6 - 77   | (Percentage of Mail Received by Households)                                                                                                                       |             | A3-67    |        |
| 6 - 78   | Unaddressed Mail Received Reaction to Bundled Flyers                                                                                                              |             | A3-68    |        |
| 6 - 79   | Unaddressed Mail Received Response to Bundled Flyers by Industry                                                                                                  |             | A3-69    |        |
| 6 - 80   | Nonprofit Standard Mail (A) Received by Households By Shape                                                                                                       |             | A3-70    |        |
| 6 - 82   | Nonprofit Standard Mail (A) by Industry by Shape (Percentage of Pieces)                                                                                           |             | A3-71    |        |
| 6 - 84   | Nonprofit Standard Mail (A) Content by Industry                                                                                                                   |             | A3-72    |        |
| 6 - 85   | Nonprofit Standard Mail (A) Pieces Received Per Household Per Week                                                                                                |             | A3-73    |        |
| 6 - 86   | Percent of Non-Profit Standard Mail (A) Containing a Request for Donations                                                                                        |             | A3-74    |        |
| 6 - 87   | by Age of Head of Household                                                                                                                                       |             | A3-75    |        |
| 6 - 87   | Nonprofit Standard Mail (A) Treatment of Mail Piece by Familiarity With Organization                                                                              |             | A3-76    |        |

| PFY 1999<br>Tables | Description                                                                                                                                                                           | PFY 2000<br>Tables |
|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 6 - 88             | Nonprofit Standard Mail (A) Response to Advertising by Familiarity With Organization (If Piece Contained an Advertisement or Request for Donation and Was From One Organization Only) | A3-76              |
| 6 - 89             | Nonprofit Standard Mail (A) Treatment of Mail Piece by Shape (Percentage of Mail Received by Households)                                                                              | A3-77              |
| 6 - 90             | Nonprofit Standard Mail (A) Usefulness of Mail Piece by Shape (Percentage of Mail Received by Households)                                                                             | A3-78              |
| 6 - 91             | Nonprofit Standard Mail (A) Response to Advertising by Shape (If Piece Contained Advertising or Request for Donation)                                                                 | A3-79              |
| 6 - 92             | Nonprofit Standard Mail (A) Reaction by Industry (Percentage of Mail Pieces Received by Households)                                                                                   | A3-80              |
| 3 - 7              | Total Pieces of Advertising Mail Received Per Week by Income                                                                                                                          | A4-1               |
| 3 - 8              | Total Pieces of Advertising Mail Received Per Week by Age of Household Head                                                                                                           | A4-2               |
| 3 - 9              | Total Pieces of Advertising Mail Received Per Week by Education of Head of Household                                                                                                  | A4-3               |
| 3 - 15             | Total Mail Overview: Treatment of Advertising Mail by Actual Weekly Standard Mail (A) Receipt (Percentage of Households - From Entry Interview)                                       | A4-4               |
| 3 - 4              | Total Mail Overview: Intended Response to Advertising Mail by Class (Percentage of Pieces)                                                                                            | A4-5               |
| 3 - 5              | Response Rates to Advertising: First-Class Advertising Only vs. Standard Mail (A) Envelopes and Cards (Percentage of Pieces)                                                          | A4-6               |
| 3 - 14             | Total Mail Overview: Treatment of Advertising Mail by Perceived Volume of Pieces Received Per Week (Percentage of Households - From Entry Interview)                                  | A4-7               |
| 3 - 17             | Entry Interview Treatment of Advertising Mail by Household Income (Percentage of Households)                                                                                          | A4-8               |
| 3 - 10             | Entry Interview Treatment of Advertising Mail (Percentage of Households)                                                                                                              | A4-9               |
| 3 - 11             | Entry Interview Attitude Towards Mail Advertising (Percentage of Households)                                                                                                          | A4-10              |
| 3 - 12             | Entry Interview Attitude Towards Mail Advertising (Percentage of Households) by Perceived Volume of Pieces Received Per Week                                                          | A4-11              |
| 3 - 13             | Total Mail Overview: Attitude Towards Mail Advertising by Actual Weekly Standard Mail (A) Receipt of Advertising Mail (Percentage of Households - From Entry Interview)               | A4-12              |
| 3 - 16             | Entry Interview Attitude Towards Mail Advertising by Household Income (Percentage of Households)                                                                                      | A4-13              |
| 3 - 18             | Attitude Towards Mail Advertising by Age of Head of Household (Percentage of Households)                                                                                              | A4-14              |
| 3 - 19             | Entry Interview Attitude Towards Mail Advertising by Age of Head of Household (Percentage of Households)                                                                              | A4-15              |
| 3 - 20             | Entry Interview Attitude Towards Mail Advertising by Education of Head of Household (Percentage of Households)                                                                        | A4-16              |
| 3 - 21             | Entry Interview Treatment of Advertising Mail by Education of Head of Household (Percentage of Households)                                                                            | A4-17              |
| 5 - 1              | Periodicals Received                                                                                                                                                                  | A5-1               |
| 5 - 2              | Periodicals -- Type of Publication                                                                                                                                                    | A5-2               |
| 5 - 3              | Newspapers Received by Mail And Not by Mail -- Number of Different Newspapers Per Household (From Entry Interview)                                                                    | A5-3               |
| 5 - 4              | Periodicals -- Households Where Newspapers are Received (By Type of Newspaper and by Receipt Medium)                                                                                  | A5-4               |
| 5 - 5              | Magazines Received by Mail and Not by Mail -- Number of Different Magazines Per Household (From Entry Interview)                                                                      | A5-5               |
| 5 - 6              | Periodicals -- Households Where Magazines are Received (by Type of Magazine and by Receipt Medium)                                                                                    | A5-6               |

| PFY 1999<br>Tables | Description                                                                                                            | PFY 2000<br>Tables |
|--------------------|------------------------------------------------------------------------------------------------------------------------|--------------------|
| 5 - 9              | Periodical Demographics -- Pieces Received Per Household Per Week                                                      | A5-7               |
| 5 - 10             | Periodical Mail -- Type of Subscription                                                                                | A5-8               |
| 5 - 11             | Periodical Mail -- Source of Publications                                                                              | A5-9               |
| 5 - 12             | Periodical Mail -- Type and Source of Mail Received by Households<br>(Percentage of Subscription Type by Source)       | A5-10              |
| 5 - 13             | Periodicals -- Satisfaction With Delivery (Percentage of Pieces)                                                       | A5-11              |
| 5 - 14             | Periodicals -- Need For Delivery (Percentage Of Pieces)                                                                | A5-12              |
| 5 - 16             | Periodicals -- Satisfaction With Delivery by Postal Region<br>(Percent of Pieces Received by Households)               | A5-13              |
| 5 - 17             | Periodicals -- Households' Need for Delivery by Postal Region<br>(Percentage of Pieces)                                | A5-14              |
| 7 - 1              | Packages Received -- By Delivery Company<br>(Percentage of Packages Received by Households)                            | A6-1               |
| 7 - 2              | Packages Received -- Packages Delivered by the Postal Service by Class and Sender (Percentage<br>of Packages by Class) | A6-2               |
| 7 - 3              | Packages Received -- Sender/Content by Carrier                                                                         | A6-3               |
| 7 - 4              | Packages Received -- by Special Services<br>(Percentage of Packages Delivered by the Postal Service)                   | A6-4               |
| 7 - 5              | Packages Received -- Carrier by Income (Percentage of Pieces)                                                          | A6-5               |
| 7 - 6              | Packages Received -- Carrier by Postal Region (Percentage of Pieces)                                                   | A6-6               |
| 7 - 8              | Packages Sent by Delivery Company (Percentage of Packages by Class and Carrier)                                        | A6-7               |
| 7 - 9              | Packages Sent Via the Postal Service by Class and Recipient (Percentage of Pieces)                                     | A6-8               |
| 7 - 10             | Packages Sent by Content                                                                                               | A6-9               |
| 7 - 11             | Packages Sent -- Choice of Carrier by Income (Percentage of Pieces)                                                    | A6-10              |
| 7 - 13             | Packages Sent by Distance (Percentage of Packages Sent by Households)                                                  | A6-11              |
| 7 - 14             | Packages Sent by Distance and Carrier (Percentage of Distance)                                                         | A6-12              |
| 3 - 22             | Entry Interview Household Electronic Mail Capability by Household Income<br>(Percentage of Households)                 | A7-1               |
| 3 - 23             | Entry Interview Household Electronic Mail Capability by Education of Head of Household<br>(Percentage of Households)   | A7-2               |
| 3 - 24             | Entry Interview Household Electronic Mail Capability by Age of Head of Household<br>(Percentage of Households)         | A7-3               |



# Appendix A1: Total Mail Overview



**Table A1-1**  
**Total Domestic Mail**  
**Originating in Households and Nonhouseholds**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Sector                           | Percentage of Total Domestic Mail |       |       | Pieces Per Household Per Week |      |      |
|----------------------------------|-----------------------------------|-------|-------|-------------------------------|------|------|
|                                  | 1987                              | 1999  | 2000  | 1987                          | 1999 | 2000 |
| Household-to-household           | 4.8                               | 2.9   | 3.6   | 1.6                           | 1.1  | 1.4  |
| Household-to-nonhousehold        | 6.4                               | 4.0   | 7.6   | 2.1                           | 1.5  | 2.9  |
| Nonhousehold-to-household        | 55.5                              | 50.0  | 65.4  | 18.5                          | 18.6 | 23.4 |
| Federal government-to-household* | 1.1                               | 0.5   | 1.0   | 0.4                           | 0.2  | 0.4  |
| Unknown incoming                 | 0.3                               | 0.4   | -     | 0.1                           | 0.2  | -    |
| Unknown outgoing                 | 1.0                               | 0.0   | -     | 0.3                           | 0.0  | -    |
| Total Household Mail             | 69.1                              | 57.9  | 76.6  | 23.0                          | 21.5 | 28.1 |
| Nonhousehold-to-nonhousehold     | 30.9                              | 42.1  | 23.4  | -                             | -    | -    |
| Total                            | 100.0                             | 100.0 | 100.0 | -                             | -    | -    |

\*Does not include State & Local Government; therefore, totals presented here will not be identical to totals appearing in Table 1.1.

Note: Total Household Mail includes summation of Household-to-household, Household-to-nonhousehold, and Nonhousehold-to-household. Government-to-household included in Nonhousehold-to-household mail.

**Table A1-2**  
**Mail Received by Households ①**  
**by Class**  
**Postal Fiscal Years 1987, 1999, and 2000**

| Class               | Percent of Total Pieces Per Week |       |       | Pieces Per Household Per Week |       |       |
|---------------------|----------------------------------|-------|-------|-------------------------------|-------|-------|
|                     | 1987                             | 1999  | 2000  | 1987                          | 1999  | 2000  |
| First ①             | 42.1                             | 43.0  | 41.3  | 8.64                          | 8.61  | 10.58 |
| Periodicals         | 8.2                              | 5.1   | 5.2   | 1.69                          | 1.03  | 1.32  |
| Standard Mail (A) ② | 47.6                             | 50.7  | 49.9  | 9.77                          | 10.14 | 12.75 |
| Standard Mail (B)   | 0.3                              | 0.2   | 0.4   | 0.06                          | 0.04  | 0.11  |
| Government          | 1.8                              | 0.9   | 3.2   | 0.36                          | 0.19  | 0.83  |
| Total               | 100.0                            | 100.0 | 100.0 | 20.52                         | 20.01 | 25.59 |

①Includes priority mail

②Includes single piece mail

**Table A1-3**  
**Total Mail<sup>①</sup> Overview:**  
**Content of Mail Received by Households**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Content                                                                        | 1987  | 1999  | 2000  |
|--------------------------------------------------------------------------------|-------|-------|-------|
| <b>NON-ADVERTISING</b>                                                         |       |       |       |
| Personal                                                                       | 7.5   | 5.3   | 5.1   |
| Bills <sup>⑤</sup>                                                             | 12.5  | 13.8  | 11.0  |
| Financial Statements                                                           | 4.2   | 4.4   | 4.3   |
| <b>ADVERTISING</b>                                                             |       |       |       |
| First-Class advertising only                                                   | 4.7   | 7.4   | 6.7   |
| First-Class advertising enclosed                                               | 5.5   | 6.8   | 10.9  |
| First-Class business invitations announcements                                 | 1.2   | 2.4   | 1.5   |
| First-Class requests for donations                                             | 0.4   | 0.3   | 0.7   |
| Standard Mail (A) advertising                                                  | 30.7  | 36.8  | 35.3  |
| Standard Mail (A) requests                                                     | 0.5   | 0.5   | 4.4   |
| Standard Mail (A) nonprofit advertising                                        | 2.4   | 2.5   | 4.4   |
| Standard Mail (A) nonprofit requests                                           | 3.2   | 3.9   | 3.8   |
| Total Advertising With Request For Donations<br>(not including Periodicals)    | 48.6  | 60.6  | 67.7  |
| Total Advertising Without Request For Donations<br>(not including Periodicals) | 44.5  | 55.9  | 58.8  |
| Newspapers                                                                     | 2.9   | 1.2   | 1.8   |
| Magazines                                                                      | 4.7   | 3.4   | 4.5   |
| Total Advertising (including Periodicals)                                      | 56.2  | 65.2  | 74.0  |
| <b>OTHER:</b>                                                                  |       |       |       |
| Other Standard Mail (A) <sup>⑥</sup>                                           | 6.7   | 4.3   | 3.6   |
| Other Standard Mail (A) nonprofit <sup>⑥</sup>                                 | 3.7   | 2.4   | 2.0   |
| Federal Government                                                             | 1.7   | 1.0   | 1.0   |
| International                                                                  | 0.5   | 0.1   | 0.2   |
| Other <sup>②</sup>                                                             | 12.5  | 9.4   | 11.3  |
| Total <sup>③</sup>                                                             | 105.5 | 105.9 | 112.5 |
| Pieces per household per week <sup>④</sup>                                     | 20.5  | 20.0  | 23.4  |

① Does not include packages.

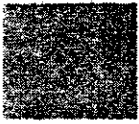
② Mostly other First-Class.

③ Equals more than 100% because First-Class advertising enclosed is counted twice..

④ First-Class advertising enclosed is only counted once..

⑤ Includes credit card statement/bill.

⑥ Request for donations is now a separate category under advertising.



## **Appendix A2: First-Class Mail**

**Table A2-1**  
**First-Class Mail Contents of Mail Received by Households**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Content                                       | Percent of Total Mail Received by Households |      |      | Pieces Per Household Per Week |      |       |
|-----------------------------------------------|----------------------------------------------|------|------|-------------------------------|------|-------|
|                                               | 1987                                         | 1999 | 2000 | 1987                          | 1999 | 2000  |
| <b>Personal:</b>                              |                                              |      |      |                               |      |       |
| Holiday card                                  | 3.2                                          | 2.1  | 1.7  | 0.55                          | 0.39 | 0.44  |
| Other greeting cards                          | 1.7                                          | 1.3  | 1.2  | 0.29                          | 0.25 | 0.31  |
| Letter                                        | 2.7                                          | 1.4  | 1.3  | 0.46                          | 0.26 | 0.33  |
| Package                                       | 0.1                                          | 0.0  | 0.2  | 0.01                          | 0.01 | 0.02  |
| Invitations                                   | 0.7                                          | 0.5  | 0.5  | 0.12                          | 0.09 | 0.13  |
| Announcements                                 | 0.2                                          | 0.1  | 0.2  | 0.03                          | 0.03 | 0.04  |
| Other personal                                | 0.5                                          | 0.2  | 0.3  | 0.09                          | 0.04 | 0.09  |
| Total Personal                                | 9.1                                          | 5.6  | 5.1  | 1.55                          | 1.07 | 1.36  |
| <b>Business or Nonfederal Government:</b>     |                                              |      |      |                               |      |       |
| Advertising Only                              | 5.2                                          | 7.8  | 6.7  | 0.89                          | 1.47 | 1.75  |
| Notice of order                               | 1.4                                          | 1.2  | 1.4  | 0.23                          | 0.22 | 0.37  |
| Bill/invoice/premium*                         | 14.7                                         | 14.7 | 11.1 | 2.52                          | 2.77 | 2.88  |
| Financial statement                           | 5.0                                          | 4.7  | 4.3  | 0.87                          | 0.88 | 1.13  |
| Payment                                       | 1.9                                          | 1.2  | 1.0  | 0.32                          | 0.22 | 0.27  |
| Rebate                                        | 0.1                                          | 0.1  | 0.1  | 0.01                          | 0.02 | 0.03  |
| Greeting card                                 | 0.3                                          | 0.3  | 0.3  | 0.05                          | 0.05 | 0.09  |
| Invitation or announcement                    | 1.5                                          | 2.5  | 1.5  | 0.26                          | 0.48 | 0.40  |
| Sweepstakes                                   | 0.1                                          | 0.1  | -    | 0.01                          | 0.01 | -     |
| Receipts for direct deposit                   | 0.0                                          | 0.0  | -    | 0.01                          | 0.00 | -     |
| Insurance policy                              | 0.2                                          | 0.2  | -    | 0.03                          | 0.03 | -     |
| Tax forms                                     | 0.0                                          | 0.3  | -    | 0.01                          | 0.05 | -     |
| Other business or government                  | 6.7                                          | 4.0  | 2.7  | 1.14                          | 0.75 | 0.70  |
| Packages                                      | 0.1                                          | 0.1  | 0.2  | 0.02                          | 0.03 | 0.03  |
| Total Business or Government                  | 37.2                                         | 37.2 | 29.2 | 6.37                          | 6.98 | 7.65  |
| <b>Social/Charitable/Political/Nonprofit:</b> |                                              |      |      |                               |      |       |
| Announcement/meeting                          | 1.3                                          | 1.5  | 1.3  | 0.22                          | 0.29 | 0.34  |
| Request for donation                          | 0.4                                          | 0.3  | 0.7  | 0.07                          | 0.06 | 0.18  |
| Confirmation of donation                      | 0.2                                          | 0.1  | 0.5  | 0.03                          | 0.03 | 0.14  |
| Bill/invoice/premium                          | 0.3                                          | 0.1  | 0.5  | 0.04                          | 0.03 | 0.12  |
| Educational acceptances                       | 0.1                                          | 0.0  | -    | 0.02                          | 0.01 | -     |
| Other social/charitable/political/nonprofit   | 1.2                                          | 0.5  | 0.6  | 0.20                          | 0.09 | 0.15  |
| Total Social/Charitable/Political/Nonprofit   | 3.5                                          | 2.5  | 3.5  | 0.58                          | 0.51 | 0.93  |
| Don't know/No answer                          | 0.6                                          | 0.6  | 2.4  | 0.11                          | 0.10 | 0.62  |
| Total Mail Received by Households             | 50.4                                         | 45.9 | 40.2 | 8.61                          | 8.66 | 10.56 |

\* Includes credit card statement/bill.

**Table A2-2**  
**First-Class Mail Received -- Content by Quarter**  
**(Pieces Per Household Per Week)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Quarter       | Total Personal |      |      | Total Business or Nonfederal Government* |      |      |
|---------------|----------------|------|------|------------------------------------------|------|------|
|               | 1987           | 1999 | 2000 | 1987                                     | 1999 | 2000 |
| Quarter One   | 2.42           | 0.72 | 2.25 | 6.49                                     | 6.68 | 7.21 |
| Quarter Two   | 1.56           | 1.92 | 0.73 | 6.38                                     | 7.55 | 5.75 |
| Quarter Three | 1.16           | 0.84 | 0.99 | 6.56                                     | 7.28 | 7.50 |
| Quarter Four  | 1.04           | 0.79 | 0.98 | 6.00                                     | 6.30 | 8.04 |

\* Includes credit card statement/bill.

**Table A2-3**  
**First-Class Demographics -- Pieces Received Per Household Per Week**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Income                         | 1987 | 1999 | 2000 |
|--------------------------------|------|------|------|
| < \$7K                         | 4.3  | 4.7  | 5.3  |
| \$7K - \$9.9K                  | 5.5  | 4    | 5.9  |
| \$10K - \$14.9K                | 6.2  | 5.5  | 7.0  |
| \$15K - \$19.9K                | 7.3  | 5.3  | 7.7  |
| \$20K - \$24.9K                | 7.5  | 6.3  | 9.0  |
| \$25K - \$29.9K                | 8.5  | 7.4  | 9.4  |
| \$30K - \$34.9K                | 9.8  | 7.9  | 9.4  |
| \$35K - \$49.9K                | 10.4 | 8.9  | 10.5 |
| \$50K - \$64.9K                | 12.6 | 9.8  | 11.1 |
| \$65K - Over                   | 15.7 | 12.5 | 15.1 |
| Age of Head of Household       | 1987 | 1999 | 2000 |
| 18 - 24                        | 4.9  | 5.3  | 5.5  |
| 25 - 34                        | 7.3  | 7.6  | 8.7  |
| 35 - 44                        | 9.6  | 8.8  | 11.1 |
| 45 - 54                        | 10.4 | 10.2 | 12.0 |
| 55 - 64                        | 9.9  | 9.6  | 12.0 |
| 65 - 69                        | 8.5  | 8.4  | 11.4 |
| 70+                            | 7.6  | 7.4  | 10.2 |
| Education of Head of Household | 1987 | 1999 | 2000 |
| < 8th grade                    | 5.4  | 4.8  | 6.8  |
| Some high school               | 6.5  | 6.2  | 7.9  |
| High school                    | 7.4  | 7.5  | 8.6  |
| Some college                   | 8.5  | 8.8  | 10.5 |
| Technical school               | 8.2  | 8.3  | 10.7 |
| College                        | 11   | 10.5 | 12.2 |
| Post graduate                  | 14.6 | 13.1 | 14.1 |
| Type of Household              | 1987 | 1999 | 2000 |
| One-person household           | 5.5  | 5.8  | 7.3  |
| Male                           | 5.2  | 5.5  | 6.8  |
| Female                         | 5.6  | 5.9  | 7.6  |
| One adult + minors ①           | 5.2  | 5.7  | 11.4 |
| Male ①                         | 3.9  | 10.1 | 11.8 |
| Female ①                       | 5.3  | 5.2  | 9.1  |
| More than One Adult            | 1987 | 1999 | 2000 |
| Without children               | 9.4  | 9.1  | 10.2 |
| One-earner                     | 9.2  | 9.2  | 8.7  |
| Two-earner                     | 9.7  | 9.4  | 11.3 |
| With children                  | 9.6  | 9.8  | 11.4 |
| One-earner                     | 9    | 8.8  | 8.8  |
| Two-earner                     | 10.3 | 10.2 | 12.6 |

| Employment of Respondent       | 1987 | 1999 | 2000 |
|--------------------------------|------|------|------|
| White collar professional      | 10.4 | 10.7 | 13.5 |
| White collar sales/clerical    | 7.7  | 8.7  | 10.9 |
| Blue collar craftsmen/mechanic | 6.2  | 6.8  | 10.2 |
| Service Worker                 | 6.3  | 6.8  | 8.5  |
| Other employed ①               | 6.3  | 11.6 | 10.2 |
| Homemaker                      | 8    | 8.3  | 8.7  |
| Student ①①                     | 8.1  | 7.8  | 5.2  |
| Retired                        | 7.8  | 8.4  | 10.6 |
| Other not employed             | 5.4  | 5.8  |      |
| Type of Dwelling               | 1987 | 1999 | 2000 |
| Single-family house            | 9.6  | 9.6  | 11.5 |
| Multi-family house             | 7.2  | 7.3  | 7.6  |
| Apartment                      | 6    | 5.1  | 6.7  |
| Hotel ①                        | 4.5  | -    | -    |
| Boarding house ①               | 7.4  | -    | -    |
| Mobile house                   | 5.8  | 7.3  | 3.9  |
| Group quarters ①               | 7.4  | -    | -    |
| Urbanicity                     | 1987 | 1999 | 2000 |
| Center of major metro area     |      |      |      |
| Center                         | 6.1  | 7.2  | -    |
| Non-center                     | 8.4  | 7.7  | -    |
| Moderate-sized city            | 8.2  | 9.1  | -    |
| Suburb                         | 10.1 | 9.6  | -    |
| Small town                     | 7.1  | 8.2  | -    |
| Rural                          | 7.6  | 9.3  | -    |
| Number of Adults               | 1987 | 1999 | 2000 |
| 1                              | 5.4  | 5.8  | 7.5  |
| 2                              | 9    | 9.1  | 11.3 |
| 3                              | 11   | 10.5 | 11.9 |
| 4+                             | 11.5 | 11.3 | 15.9 |

① Fluctuations may be due to small sample sizes.

Note: 2000 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

Note: Missing estimates not available due to change in definition between Postal Fiscal Year 1999 and 2000.

**Table A2-4**  
**Use of First-Class Advertising-Only Mail -- by Industry**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Industry                                              | Percent of First-Class<br>"Advertising Only" |       |       | Percent of Total First-<br>Class Mail |      |      | Pieces Per Household<br>Per Week |      |      |
|-------------------------------------------------------|----------------------------------------------|-------|-------|---------------------------------------|------|------|----------------------------------|------|------|
|                                                       | 1987                                         | 1999  | 2000  | 1987                                  | 1999 | 2000 | 1987                             | 1999 | 2000 |
| <b>Financial:</b>                                     |                                              |       |       |                                       |      |      |                                  |      |      |
| Credit Card                                           | 7.0                                          | 29.7  | 20.0  | 0.4                                   | 2.3  | 3.3  | 0.1                              | 0.4  | 0.4  |
| Bank                                                  | 7.0                                          | 8.0   | 5.8   | 0.4                                   | 0.6  | 1.0  | 0.1                              | 0.1  | 0.1  |
| Securities                                            | 5.4                                          | 2.4   | 2.2   | 0.3                                   | 0.2  | 0.4  | 0.0                              | 0.0  | 0.0  |
| Money Market                                          | 0.2                                          | 0.4   | 0.3   | 0.0                                   | 0.0  | 0.1  | 0.0                              | 0.0  | 0.0  |
| Insurance                                             | 7.8                                          | 4.3   | 4.9   | 0.4                                   | 0.3  | 0.8  | 0.1                              | 0.1  | 0.1  |
| Mortgage                                              | 3.7                                          | 3.9   | 2.6   | 0.2                                   | 0.3  | 0.4  | 0.0                              | 0.1  | 0.1  |
| Other Financial                                       | 1.1                                          | 0.3   | 0.6   | 0.1                                   | 0.0  | 0.1  | 0.0                              | 0.0  | 0.0  |
| Total Financial                                       | 32.2                                         | 48.9  | 36.4  | 1.7                                   | 3.8  | 2.8  | 0.3                              | 0.7  | 0.7  |
| <b>Merchants:</b>                                     |                                              |       |       |                                       |      |      |                                  |      |      |
| Supermarkets                                          | 0.0                                          | 0.1   | N/A   | 0.0                                   | 0.0  | N/A  | 0.0                              | 0.0  | N/A  |
| Department Store                                      | 7.0                                          | 4.5   | 8.1   | 0.4                                   | 0.3  | 1.4  | 0.1                              | 0.1  | 0.1  |
| Mail Order                                            | 8.5                                          | 4.6   | 10.4  | 0.4                                   | 0.4  | 1.7  | 0.1                              | 0.1  | 0.2  |
| Specialty Store                                       | 9.3                                          | 7.6   | 6.2   | 0.5                                   | 0.6  | 1.0  | 0.1                              | 0.1  | 0.1  |
| Publisher                                             | 10.8                                         | 7.0   | 6.8   | 0.6                                   | 0.5  | 1.1  | 0.1                              | 0.1  | 0.1  |
| Land Promotion                                        | 3.8                                          | 0.5   | 0.9   | 0.2                                   | 0.0  | 0.1  | 0.0                              | 0.0  | 0.0  |
| Restaurant                                            | 0.2                                          | 0.5   | N/A   | 0.0                                   | 0.0  | N/A  | 0.0                              | 0.0  | N/A  |
| Consumer packaged goods                               | 1.0                                          | 2.2   | N/A   | 0.1                                   | 0.2  | N/A  | 0.0                              | 0.0  | N/A  |
| Auto dealers                                          | 2.2                                          | 2.2   | N/A   | 0.1                                   | 0.2  | N/A  | 0.0                              | 0.0  | N/A  |
| Service stations                                      | 0.1                                          | 0.6   | N/A   | 0.0                                   | 0.0  | N/A  | 0.0                              | 0.0  | N/A  |
| Other Merchants                                       | 3.2                                          | 0.9   | 5.6   | 0.2                                   | 0.1  | 0.9  | 0.0                              | 0.0  | 0.1  |
| Total Merchants                                       | 46.1                                         | 30.6  | 38.0  | 2.4                                   | 2.3  | 6.2  | 0.4                              | 0.4  | 0.7  |
| <b>Services:</b>                                      |                                              |       |       |                                       |      |      |                                  |      |      |
| Telephone                                             | 1.9                                          | 4.4   | 3.4   | 0.1                                   | 0.3  | 0.6  | 0.0                              | 0.1  | 0.1  |
| Other utility                                         | 0.7                                          | 0.4   | 0.6   | 0.0                                   | 0.0  | 0.1  | 0.0                              | 0.0  | 0.0  |
| Medical                                               | 1.7                                          | 1.7   | 1.5   | 0.1                                   | 0.1  | 0.2  | 0.0                              | 0.0  | 0.0  |
| Other professional                                    | 1.7                                          | 1.0   | 0.9   | 0.1                                   | 0.1  | 0.2  | 0.0                              | 0.0  | 0.0  |
| Leisure service                                       | 7.7                                          | 6.6   | 4.7   | 0.4                                   | 0.5  | 0.8  | 0.1                              | 0.1  | 0.1  |
| Cable TV                                              | 0.8                                          | 0.7   | 1.0   | 0.0                                   | 0.1  | 0.2  | 0.0                              | 0.0  | 0.0  |
| Computer                                              | 0.6                                          | 0.9   | 1.8   | 0.0                                   | 0.1  | 0.3  | 0.0                              | 0.0  | 0.0  |
| Craftsman                                             | 0.1                                          | 0.7   | N/A   | 0.0                                   | 0.1  | N/A  | 0.0                              | 0.0  | N/A  |
| Other Services                                        | 2.9                                          | 2.3   | 4.5   | 0.1                                   | 0.2  | 0.7  | 0.0                              | 0.0  | 0.1  |
| Total Services                                        | 17.5                                         | 18.6  | 18.4  | 0.9                                   | 1.5  | 3.1  | 0.2                              | 0.3  | 0.3  |
| Nonfederal government                                 | 1.0                                          | 0.8   | 0.3   | 0.0                                   | 0.1  | 0.1  | 0.0                              | 0.0  | 0.0  |
| Social/Charitable/Political/Nonprofit                 | 0.0                                          | 0.0   | 1.7   | 0.0                                   | 0.0  | 0.3  | 0.0                              | 0.0  | 0.0  |
| Don't Know/No Answer                                  | 3.2                                          | 1.1   | 1.1   | 0.2                                   | 0.1  | 0.2  | 0.0                              | 0.0  | 0.0  |
| Total Advertising-Only Mail Received<br>by Households | 100.0                                        | 100.0 | 100.0 | 5.2                                   | 7.8  | 12.7 | 0.9                              | 1.5  | 1.8  |

**Table A2-5**  
**Percentage of First-Class Mail Containing Advertising by Household Income**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Income          | First-Class Mail |      |      |
|-----------------|------------------|------|------|
|                 | 1987             | 1999 | 2000 |
| < \$7K          | 18.6             | 41.3 | 27.9 |
| \$7K - \$9.9K   | 21.1             | 37.0 | 26.7 |
| \$10K - \$14.9K | 25.5             | 33.5 | 31.6 |
| \$15K - \$19.9K | 23.4             | 39.8 | 27.8 |
| \$20K - \$24.9K | 24.3             | 36.4 | 34.2 |
| \$25K - \$29.9K | 25.5             | 42.2 | 31.9 |
| \$30K - \$34.9K | 27.0             | 43.7 | 32.5 |
| \$35K - \$49.9K | 29.5             | 41.5 | 33.9 |
| \$50K - \$64.9K | 29.4             | 41.8 | 32.7 |
| \$65K - \$79.9K | 29.9             | 49.7 | 34.6 |
| \$80K - \$99.9K | 33.3             | 47.0 | 34.0 |
| \$100K+         | 31.6             | 44.3 | 34.0 |

① Includes advertising only, advertising enclosed, and business invitations/announcements.

**Table A2-6**  
**First-Class Mail Usage of Reply Envelopes -- by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Industry                                       | BRM   |       |       | CRM   |       |       | Total Reply Mail |       |       |
|------------------------------------------------|-------|-------|-------|-------|-------|-------|------------------|-------|-------|
|                                                | 1987  | 1999  | 2000  | 1987  | 1999  | 2000  | 1987             | 1999  | 2000  |
| <b>Financial:</b>                              |       |       |       |       |       |       |                  |       |       |
| Credit Card                                    | 12.2  | 41.7  | 29.1  | 14.0  | 19.1  | 17.6  | 13.7             | 24.7  | 20.9  |
| Bank                                           | 10.5  | 8.1   | 5.8   | 5.5   | 6.3   | 5.7   | 6.8              | 6.8   | 5.7   |
| Securities                                     | 9.5   | 5.3   | 6.2   | 1.4   | 1.5   | 1.9   | 3.1              | 2.4   | 3.1   |
| Money Market                                   | 1.1   | 0.3   | 0.8   | 0.2   | 0.1   | 0.2   | 0.4              | 0.1   | 0.4   |
| Insurance                                      | 13.0  | 7.1   | 7.0   | 9.5   | 9.5   | 8.4   | 10.3             | 8.9   | 8.0   |
| Mortgage                                       | 1.6   | 1.1   | 1.0   | 0.4   | 1.1   | 1.3   | 0.6              | 1.1   | 1.2   |
| Other Financial                                | 1.4   | 0.2   | 1.5   | 0.4   | 0.2   | 0.7   | 0.6              | 0.2   | 1.0   |
| Total Financial                                | 49.3  | 63.8  | 51.4  | 31.4  | 37.7  | 35.8  | 35.0             | 44.2  | 40.3  |
| <b>Merchants:</b>                              |       |       |       |       |       |       |                  |       |       |
| Supermarkets                                   | 0.0   | 0.0   | N/A   | 0.0   | 0.0   | N/A   | 0.0              | 0.0   | N/A   |
| Department Store                               | 3.7   | 1.3   | 3.1   | 9.4   | 5.1   | 4.5   | 8.1              | 4.1   | 4.2   |
| Mail Order                                     | 4.6   | 2.9   | 4.5   | 2.3   | 2.2   | 4.5   | 2.6              | 2.4   | 4.5   |
| Other Store                                    | 1.2   | 1.4   | 0.7   | 1.8   | 1.7   | 1.0   | 1.6              | 1.7   | 0.9   |
| Publisher                                      | 8.2   | 7.7   | 6.3   | 6.8   | 5.0   | 4.9   | 7.0              | 5.6   | 5.3   |
| Land Promotion                                 | 0.5   | 0.4   | 0.5   | 0.1   | 0.1   | 0.2   | 0.2              | 0.2   | 0.3   |
| Restaurant                                     | 0.1   | 0.0   | N/A   | 0.0   | 0.0   | N/A   | 0.0              | 0.0   | N/A   |
| Consumer packaged goods/manufacturers          | 0.7   | 1.4   | N/A   | 0.1   | 0.4   | N/A   | 0.2              | 0.7   | N/A   |
| Auto dealers                                   | 0.3   | 0.5   | N/A   | 0.0   | 0.0   | N/A   | 0.1              | 0.1   | N/A   |
| Service stations                               | 0.0   | 0.0   | N/A   | 0.0   | 0.0   | N/A   | 0.0              | 0.0   | N/A   |
| Other Merchants                                | 0.8   | 0.3   | 1.4   | 0.7   | 0.0   | 0.8   | 0.7              | 0.0   | 0.9   |
| Total Merchants                                | 21.1  | 15.9  | 16.5  | 21.2  | 14.5  | 15.9  | 21.2             | 14.8  | 16.1  |
| <b>Services:</b>                               |       |       |       |       |       |       |                  |       |       |
| Telephone                                      | 3.6   | 3.5   | 2.7   | 11.8  | 13.7  | 12.4  | 10.3             | 11.1  | 9.7   |
| Other utility                                  | 3.1   | 2.0   | 2.7   | 14.4  | 12.7  | 10.7  | 12.1             | 10.0  | 8.5   |
| Medical                                        | 3.8   | 3.4   | 2.1   | 8.6   | 7.5   | 7.6   | 7.6              | 6.5   | 6.1   |
| Other professional                             | 1.0   | 0.9   | 0.8   | 0.4   | 0.6   | 0.4   | 0.6              | 0.7   | 0.5   |
| Leisure service                                | 1.6   | 1.1   | 1.0   | 0.7   | 0.8   | 0.7   | 0.9              | 0.9   | 0.8   |
| Cable TV                                       | 0.5   | 0.7   | 0.7   | 3.5   | 4.0   | 4.9   | 2.9              | 3.2   | 3.8   |
| Computer                                       | 0.1   | 0.2   | 0.7   | 0.0   | 0.2   | 0.3   | 0.0              | 0.2   | 0.4   |
| Craftsman                                      | 0.1   | 0.1   | N/A   | 0.1   | 0.2   | N/A   | 0.1              | 0.1   | N/A   |
| Other services                                 | 1.8   | 1.2   | 2.9   | 1.0   | 1.3   | 2.1   | 1.2              | 1.3   | 2.3   |
| Total Services                                 | 15.6  | 13.1  | 13.6  | 40.5  | 41.0  | 39.1  | 35.5             | 34.0  | 32.1  |
| Nonfederal government                          | 10.0  | 1.8   | 1.2   | 2.1   | 2.2   | 1.9   | 2.2              | 2.1   | 1.7   |
| Social/Charitable/Political/Nonprofit          | 2.6   | 4.8   | 9.2   | 3.6   | 3.4   | 5.6   | 5.0              | 3.8   | 6.5   |
| Don't know/No answer                           | 1.4   | 0.6   | 0.8   | 1.2   | 1.2   | 0.5   | 1.2              | 1.1   | 0.5   |
| Total Nonhousehold Mail Received by Households | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0            | 100.0 | 100.0 |
| Pieces per household per week                  | 0.5   | 0.8   | 1.0   | 2.1   | 2.5   | 2.6   | 2.7              | 3.4   | 3.6   |

**Table A2-7**  
**First-Class Mail -- Enclosure of Reply Envelopes -- by Content**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Industry                                    | BRM   |       |       | CRM   |       |       | Total Reply Mail |       |       |
|---------------------------------------------|-------|-------|-------|-------|-------|-------|------------------|-------|-------|
|                                             | 1987  | 1999  | 2000  | 1987  | 1999  | 2000  | 1987             | 1999  | 2000  |
| Business or Nonfederal Government:          |       |       |       |       |       |       |                  |       |       |
| Advertising Only                            | 33.7  | 58.3  | 44.1  | 5.2   | 8.3   | 6.9   | 11.0             | 20.6  | 17.2  |
| Notice of Order                             | 3.0   | 1.7   | 2.3   | 1.6   | 1.2   | 1.1   | 2.0              | 1.3   | 1.4   |
| Bill/invoice/premium*                       | 19.0  | 17.2  | 17.0  | 75.3  | 76.3  | 75.1  | 63.2             | 61.5  | 59.3  |
| Financial Statement                         | 6.4   | 4.8   | 6.7   | 3.2   | 3.5   | 3.7   | 4.0              | 3.8   | 4.6   |
| Payment                                     | 1.54  | 0.4   | 0.4   | 0.4   | 0.5   | 0.3   | 0.8              | 0.5   | 0.4   |
| Rebate                                      | 0.1   | 0.0   | 0.1   | 0.0   | 0.0   | 0.1   | 0.0              | 0.0   | 0.1   |
| Greeting Card                               | 0.6   | 0.4   | 1.4   | 0.1   | 0.1   | 0.3   | 0.2              | 0.3   | 0.6   |
| Invitation                                  | 4.7   | 4.8   | 5.7   | 0.6   | 1.1   | 0.8   | 1.5              | 2.1   | 2.2   |
| Other business or nonfederal government     | 20.9  | 7.6   | 10.5  | 10.0  | 5.6   | 2.3   | 12.2             | 6.1   | 4.5   |
| Total Business or Nonfederal Government     | 89.9  | 95.2  | 88.2  | 96.4  | 96.8  | 90.6  | 95.1             | 96.2  | 90.3  |
| Social/Charitable/Political/Nonprofit       |       |       |       |       |       |       |                  |       |       |
| Announcement/meeting                        | 1.8   | 1.5   | 1.6   | 0.5   | 1.1   | 0.8   | 0.9              | 1.2   | 1.0   |
| Request for donation                        | 4.4   | 1.9   | 5.5   | 1.2   | 1.2   | 3.0   | 1.8              | 1.3   | 3.6   |
| Confirmation of donation                    | 0.5   | 0.2   | 0.7   | 0.2   | 0.2   | 0.5   | 0.3              | 0.2   | 0.5   |
| Bill/invoice/premium                        | 0.4   | 0.2   | 1.1   | 0.9   | 0.4   | 2.9   | 0.8              | 0.4   | 2.3   |
| Other social/charitable/political/nonprofit | 3.2   | 1.0   | 1.1   | 0.8   | 0.4   | 0.5   | 1.3              | 0.6   | 0.7   |
| Total Social/Charitable/Political/Nonprofit | 10.2  | 4.8   | 10.0  | 3.6   | 3.4   | 7.7   | 4.9              | 3.8   | 8.1   |
| Don't know/No answer                        | 0.0   | 0.0   | 1.8   | 0.0   | 0.0   | 1.7   | 0.0              | 0.0   | 1.6   |
| Total Received by Households                | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0            | 100.0 | 100.0 |
| Pieces Per Household Per Week               | 0.5   | 0.8   | 1.0   | 2.1   | 2.6   | 2.6   | 2.7              | 3.4   | 3.6   |

\*Includes credit card statement/bill.

**Table A2-8**  
**First-Class Mail -- Industry Usage of Reply Envelopes**  
**(Percentage of Pieces From Each Industry That Contain Reply Mail)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Industry                              | Business Reply |      |      | Courtesy Reply |      |      | No Reply Mail |      |      | Don't Know/<br>No Answer |      |      |
|---------------------------------------|----------------|------|------|----------------|------|------|---------------|------|------|--------------------------|------|------|
|                                       | 1987           | 1999 | 2000 | 1987           | 1999 | 2000 | 1987          | 1999 | 2000 | 1987                     | 1999 | 2000 |
| <b>Financial:</b>                     |                |      |      |                |      |      |               |      |      |                          |      |      |
| Credit Card                           | 13.0           | 32.8 | 29.5 | 59.2           | 45.8 | 46.2 | 20.9          | 16.5 | 21.7 | 7.0                      | 4.7  | 2.5  |
| Bank                                  | 5.3            | 6.9  | 5.7  | 11.1           | 16.3 | 14.6 | 75.3          | 71.1 | 76.8 | 8.3                      | 5.7  | 2.8  |
| Securities                            | 18.2           | 12.7 | 13.8 | 10.4           | 10.7 | 10.7 | 64.8          | 70.7 | 70.3 | 6.7                      | 5.6  | 5.2  |
| Money Market                          | 24.2           | 13.0 | 16.0 | 15.2           | 8.7  | 12.9 | 54.4          | 77.8 | 68.6 | 6.2                      | 0.0  | 2.5  |
| Insurance                             | 10.2           | 8.2  | 9.0  | 29.6           | 33.4 | 28.1 | 50.6          | 52.1 | 59.8 | 9.5                      | 6.5  | 3.1  |
| Mortgage                              | 8.9            | 6.5  | 7.8  | 9.0            | 19.0 | 26.2 | 72.6          | 70.5 | 63.3 | 9.6                      | 4.6  | 2.8  |
| Total Financial                       | 9.7            | 16.1 | 14.6 | 24.4           | 29.0 | 26.4 | 57.6          | 49.5 | 56.0 | 8.2                      | 5.5  | 3.1  |
| <b>Merchants:</b>                     |                |      |      |                |      |      |               |      |      |                          |      |      |
| Supermarkets                          | -              | 0.0  | N/A  | -              | -    | N/A  | -             | 84.2 | N/A  | -                        | 0.0  | N/A  |
| Department Store                      | 5.4            | 4.5  | 9.8  | 54.4           | 53.4 | 37.3 | 33.4          | 36.7 | 49.4 | 6.9                      | 5.3  | 3.5  |
| Mail Order                            | 15.1           | 15.7 | 12.7 | 30.4           | 35.8 | 32.8 | 46.8          | 43.2 | 40.3 | 7.7                      | 5.7  | 14.3 |
| Other Store                           | 3.0            | 5.2  | 3.4  | 18.4           | 18.5 | 13.7 | 73.1          | 70.6 | 79.1 | 5.5                      | 5.6  | 3.9  |
| Publisher                             | 15.1           | 23.3 | 21.3 | 44.4           | 45.9 | 43.2 | 32.2          | 25.5 | 31.5 | 8.2                      | 5.3  | 4.0  |
| Land Promotion                        | 6.2            | 21.4 | 14.2 | 5.7            | 21.4 | 17.3 | 78.0          | 52.4 | 63.7 | 10.2                     | 7.1  | 4.8  |
| Restaurant                            | 12.3           | 0.0  | N/A  | 0.0            | 0.0  | N/A  | 74.8          | 95.1 | N/A  | 12.9                     | 0.0  | N/A  |
| Consumer packaged goods/manufacturers | 8.8            | 10.6 | N/A  | 5.0            | 8.8  | N/A  | 67.0          | 70.9 | N/A  | 19.3                     | 9.7  | N/A  |
| Auto dealers                          | 3.5            | 10.0 | N/A  | 2.6            | 0.0  | N/A  | 86.9          | 83.9 | N/A  | 7.0                      | 6.0  | N/A  |
| Service stations                      | 0.7            | 0.0  | N/A  | 11.6           | 7.1  | N/A  | 84.2          | 86.8 | N/A  | 3.6                      | 7.1  | N/A  |
| Total Merchants                       | 8.8            | 11.7 | 10.4 | 35.2           | 32.5 | 39.9 | 47.8          | 49.9 | 44.2 | 8.1                      | 5.8  | 5.5  |
| <b>Services:</b>                      |                |      |      |                |      |      |               |      |      |                          |      |      |
| Telephone                             | 5.1            | 5.7  | 5.7  | 67.7           | 67.8 | 69.2 | 17.1          | 20.6 | 21.8 | 10.0                     | 5.9  | 3.3  |
| Other utility                         | 3.3            | 3.6  | 6.3  | 60.0           | 70.8 | 64.5 | 28.7          | 21.5 | 26.7 | 8.0                      | 4.3  | 2.6  |
| Medical                               | 4.3            | 5.6  | 4.0  | 38.2           | 38.0 | 37.6 | 49.6          | 51.7 | 54.6 | 8.0                      | 4.8  | 3.8  |
| Other professional                    | 6.0            | 7.8  | 7.6  | 10.9           | 16.5 | 11.3 | 72.3          | 67.2 | 78.8 | 10.8                     | 8.7  | 2.3  |
| Leisure service                       | 5.8            | 4.9  | 5.9  | 9.7            | 11.4 | 11.5 | 75.0          | 75.8 | 79.9 | 9.5                      | 8.1  | 2.7  |
| Cable TV                              | 2.2            | 4.2  | 4.5  | 63.3           | 73.9 | 76.5 | 24.8          | 18.0 | 15.8 | 9.7                      | 4.2  | 3.2  |
| Computer                              | 4.0            | 6.5  | 11.1 | 6.6            | 19.4 | 12.6 | 80.1          | 69.3 | 72.8 | 9.3                      | 3.2  | 3.5  |
| Craftsman                             | 2.7            | 3.8  | N/A  | 14.2           | 15.4 | N/A  | 66.4          | 69.0 | N/A  | 16.7                     | 11.5 | N/A  |
| Total Services                        | 4.4            | 5.3  | 6.5  | 45.9           | 50.4 | 37.6 | 40.5          | 38.5 | 52.8 | 9.2                      | 5.7  | 3.1  |
| Nonfederal government                 | 4.2            | 3.8  | 3.4  | 13.3           | 14.9 | 14.3 | 74.9          | 72.2 | 77.9 | 7.6                      | 9.0  | 4.4  |
| Social/Charitable/Political/Nonprofit | 9.1            | 8.0  | 11.2 | 13.0           | 17.1 | 17.8 | 64.3          | 65.3 | 65.6 | 13.7                     | 9.6  | 5.4  |
| Total Nonhousehold Mail Received      | 7.7            | 11.1 | 10.1 | 30.5           | 33.9 | 26.4 | 52.3          | 48.5 | 48.8 | 9.6                      | 6.4  | 14.7 |
| Pieces per household per week         | 0.5            | 0.8  | 1.0  | 2.1            | 2.6  | 2.6  | 3.6           | 3.6  | 3.6  | 0.7                      | 0.5  | 0.5  |

**Table A2-9**  
**First-Class Mail -- Industry Mail to Households**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Industry                              | Percent of Total First-Class Mail<br>Received by Households |      |      | Pieces Per Household Per Week |      |      |
|---------------------------------------|-------------------------------------------------------------|------|------|-------------------------------|------|------|
|                                       | 1987                                                        | 1999 | 2000 | 1987                          | 1999 | 2000 |
| Financial:                            |                                                             |      |      |                               |      |      |
| Credit Card                           | 2.9                                                         | 5.6  | 4.0  | 0.50                          | 1.05 | 0.99 |
| Bank                                  | 6.2                                                         | 5.2  | 4.1  | 1.06                          | 0.97 | 1.02 |
| Securities                            | 1.6                                                         | 1.8  | 1.8  | 0.28                          | 0.34 | 0.45 |
| Money Market                          | 0.1                                                         | 0.1  | 0.2  | 0.02                          | 0.02 | 0.05 |
| Insurance                             | 3.9                                                         | 3.8  | 3.2  | 0.68                          | 0.72 | 0.78 |
| Mortgage                              | 0.6                                                         | 0.8  | 0.5  | 0.10                          | 0.15 | 0.13 |
| Other financial                       | 0.5                                                         | 0.2  | 0.5  | 0.08                          | 0.03 | 0.12 |
| Total Financial                       | 15.8                                                        | 17.4 | 14.3 | 2.72                          | 3.29 | 3.54 |
| Merchants:                            |                                                             |      |      |                               |      |      |
| Supermarkets                          | 0.0                                                         | 0.0  | N/A  | 0.00                          | 0.00 | N/A  |
| Deptment Store                        | 2.1                                                         | 1.3  | 1.3  | 0.37                          | 0.24 | 0.32 |
| Mail Order                            | 0.9                                                         | 0.8  | 1.4  | 0.16                          | 0.15 | 0.35 |
| Other Store                           | 1.2                                                         | 1.2  | 0.8  | 0.21                          | 0.23 | 0.20 |
| Publisher                             | 1.9                                                         | 1.5  | 1.2  | 0.33                          | 0.27 | 0.30 |
| Land Promotion                        | 0.3                                                         | 0.1  | 0.1  | 0.05                          | 0.01 | 0.03 |
| Restaurant                            | 0.0                                                         | 0.1  | N/A  | 0.00                          | 0.01 | N/A  |
| Consumer packaged goods/manufacturers | 0.3                                                         | 0.6  | N/A  | 0.04                          | 0.11 | N/A  |
| Auto dealers                          | 0.2                                                         | 0.3  | N/A  | 0.04                          | 0.05 | N/A  |
| Service stations                      | 0.0                                                         | 0.1  | N/A  | 0.00                          | 0.01 | N/A  |
| Other Merchants                       | 0.5                                                         | 0.2  | 0.7  | 0.08                          | 0.03 | 0.18 |
| Total Merchants                       | 7.4                                                         | 6.0  | 5.6  | 1.28                          | 1.13 | 1.38 |
| Services:                             |                                                             |      |      |                               |      |      |
| Telephone                             | 2.2                                                         | 2.7  | 1.9  | 0.37                          | 0.51 | 0.46 |
| Other utility                         | 3.0                                                         | 2.4  | 1.7  | 0.51                          | 0.45 | 0.43 |
| Medical                               | 2.8                                                         | 2.7  | 2.1  | 0.47                          | 0.50 | 0.52 |
| Other professional                    | 0.5                                                         | 0.5  | 0.4  | 0.09                          | 0.10 | 0.10 |
| Leisure service                       | 0.9                                                         | 1.0  | 0.7  | 0.15                          | 0.18 | 0.16 |
| Cable TV                              | 0.7                                                         | 0.7  | 0.7  | 0.12                          | 0.14 | 0.17 |
| Computer                              | 0.1                                                         | 0.2  | 0.3  | 0.01                          | 0.03 | 0.07 |
| Craftsman                             | 0.1                                                         | 0.1  | N/A  | 0.01                          | 0.03 | N/A  |
| Other Services                        | 0.8                                                         | 0.6  | 1.2  | 0.14                          | 0.12 | 0.30 |
| Total Services                        | 11.1                                                        | 10.9 | 8.9  | 1.87                          | 2.05 | 2.21 |
| Nonfederal Government:                |                                                             |      |      |                               |      |      |
| Nonfederal government                 | 2.0                                                         | 2.0  | 1.4  | 0.34                          | 0.38 | 0.34 |
| Social/Charitable/Political/Nonprofit | 3.4                                                         | 2.6  | 3.3  | 0.59                          | 0.49 | 0.81 |
| Don't Know/No Answer                  | 0.9                                                         | 0.5  | 1.0  | 0.14                          | 0.11 | 0.25 |
| Total Nonhousehold Mail to Households | 40.6                                                        | 39.9 | 36.0 | 6.94                          | 7.45 | 8.53 |

**Table A2-10**  
**First-Class Mail -- Bills and Statements**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Industry                                         | Percent of Total First-Class |      |      | Pieces Per Household per Week |      |      | Percent of Total First-Class |      |      | Pieces Per Household per Week |      |      |
|--------------------------------------------------|------------------------------|------|------|-------------------------------|------|------|------------------------------|------|------|-------------------------------|------|------|
|                                                  | 1987                         | 1999 | 2000 | 1987                          | 1999 | 2000 | 1987                         | 1999 | 2000 | 1987                          | 1999 | 2000 |
| Financial:                                       |                              |      |      |                               |      |      |                              |      |      |                               |      |      |
| Credit Card                                      | 1.8                          | 2.6  | 4.9  | 0.3                           | 0.5  | 0.5  | 0.1                          | 0.1  | 0.1  | 0.0                           | 0.0  | 0.0  |
| Bank                                             | 1.0                          | 0.9  | 1.9  | 0.2                           | 0.2  | 0.2  | 3.2                          | 2.6  | 5.4  | 0.6                           | 0.5  | 0.6  |
| Securities                                       | 0.1                          | 0.1  | 0.1  | 0.0                           | 0.0  | 0.0  | 0.7                          | 1.0  | 2.6  | 0.1                           | 0.2  | 0.3  |
| Money Market                                     | 0.0                          | 0.0  | 0.0  | 0.0                           | 0.0  | 0.0  | 0.1                          | 0.1  | 0.3  | 0.0                           | 0.0  | 0.0  |
| Insurance                                        | 1.6                          | 1.7  | 3.2  | 0.3                           | 0.3  | 0.3  | 0.3                          | 0.4  | 0.9  | 0.1                           | 0.1  | 0.1  |
| Mortgage                                         | 0.1                          | 0.2  | 0.4  | 0.0                           | 0.0  | 0.0  | 0.0                          | 0.1  | 0.1  | 0.0                           | 0.0  | 0.0  |
| Other Financial                                  | 0.1                          | 0.0  | 0.2  | 0.0                           | 0.0  | 0.0  | 0.1                          | 0.0  | 0.3  | 0.0                           | 0.0  | 0.0  |
| Total Financial                                  | 4.7                          | 5.6  | 5.8  | 0.8                           | 1.1  | 1.1  | 4.5                          | 4.3  | 9.7  | 0.8                           | 0.8  | 1.0  |
| Merchants:                                       |                              |      |      |                               |      |      |                              |      |      |                               |      |      |
| Supermarkets                                     | 0.0                          | 0.0  | N/A  | 0.0                           | 0.0  | N/A  | 0.0                          | 0.0  | N/A  | 0.0                           | 0.0  | N/A  |
| Department Store                                 | 1.3                          | 0.7  | 1.2  | 0.2                           | 0.1  | 0.1  | 0.0                          | 0.0  | 0.1  | 0.0                           | 0.0  | 0.0  |
| Mail Order                                       | 0.2                          | 0.2  | 0.6  | 0.0                           | 0.0  | 0.1  | 0.0                          | 0.0  | 0.0  | 0.0                           | 0.0  | 0.0  |
| Other Store                                      | 0.4                          | 0.3  | 0.4  | 0.1                           | 0.1  | 0.0  | 0.0                          | 0.0  | 0.0  | 0.0                           | 0.0  | 0.0  |
| Publisher                                        | 0.9                          | 0.6  | 1.1  | 0.2                           | 0.1  | 0.1  | 0.0                          | 0.0  | 0.0  | 0.0                           | 0.0  | 0.0  |
| Land Promotion                                   | 0.0                          | 0.0  | 0.1  | 0.0                           | 0.0  | 0.0  | 0.0                          | 0.0  | 0.0  | 0.0                           | 0.0  | 0.0  |
| Restaurant                                       | 0.0                          | 0.0  | N/A  | 0.0                           | 0.0  | N/A  | 0.0                          | 0.0  | N/A  | 0.0                           | 0.0  | N/A  |
| Consumer packaged goods                          | 0.0                          | 0.1  | N/A  | 0.0                           | 0.0  | N/A  | 0.0                          | 0.0  | N/A  | 0.0                           | 0.0  | N/A  |
| Auto dealers                                     | 0.0                          | 0.0  | N/A  | 0.0                           | 0.0  | N/A  | 0.0                          | 0.0  | N/A  | 0.0                           | 0.0  | N/A  |
| Service stations                                 | 0.0                          | 0.0  | N/A  | 0.0                           | 0.0  | N/A  | 0.0                          | 0.0  | N/A  | 0.0                           | 0.0  | N/A  |
| Other Merchants                                  | 0.1                          | 0.0  | 0.2  | 0.0                           | 0.0  | 0.0  | 0.0                          | 0.0  | 0.0  | 0.0                           | 0.0  | 0.0  |
| Total Merchants                                  | 2.9                          | 2.0  | 3.6  | 0.5                           | 0.4  | 0.4  | 0.1                          | 0.0  | 0.1  | 0.0                           | 0.0  | 0.0  |
| Services:                                        |                              |      |      |                               |      |      |                              |      |      |                               |      |      |
| Telephone                                        | 1.6                          | 2.0  | 3.3  | 0.3                           | 0.4  | 0.4  | 0.0                          | 0.0  | 0.0  | 0.0                           | 0.0  | 0.0  |
| Other utility                                    | 2.4                          | 2.1  | 3.4  | 0.4                           | 0.4  | 0.4  | 0.0                          | 0.0  | 0.0  | 0.0                           | 0.0  | 0.0  |
| Medical                                          | 1.7                          | 1.4  | 2.9  | 0.3                           | 0.3  | 0.3  | 0.1                          | 0.1  | 0.1  | 0.0                           | 0.0  | 0.0  |
| Other professional                               | 0.1                          | 0.1  | 0.2  | 0.0                           | 0.0  | 0.0  | 0.0                          | 0.0  | 0.0  | 0.0                           | 0.0  | 0.0  |
| Leisure service                                  | 0.1                          | 0.1  | 0.2  | 0.0                           | 0.0  | 0.0  | 0.0                          | 0.0  | 0.0  | 0.0                           | 0.0  | 0.0  |
| Cable TV                                         | 0.5                          | 0.6  | 1.2  | 0.1                           | 0.1  | 0.1  | 0.0                          | 0.0  | 0.0  | 0.0                           | 0.0  | 0.0  |
| Computer                                         | 0.0                          | 0.0  | 0.1  | 0.0                           | 0.0  | 0.0  | 0.0                          | 0.0  | 0.0  | 0.0                           | 0.0  | 0.0  |
| Craftsman                                        | 0.0                          | 0.0  | N/A  | 0.0                           | 0.0  | N/A  | 0.0                          | 0.0  | N/A  | 0.0                           | 0.0  | N/A  |
| Other Services                                   | 0.2                          | 0.2  | 0.7  | 0.0                           | 0.0  | 0.1  | 0.0                          | 0.0  | 0.1  | 0.0                           | 0.0  | 0.0  |
| Total Services                                   | 6.7                          | 6.6  | 12.0 | 1.2                           | 1.3  | 1.3  | 0.2                          | 0.2  | 0.2  | 0.0                           | 0.0  | 0.0  |
| Nonfederal government                            | 0.3                          | 0.3  | 0.5  | 0.1                           | 0.1  | 0.1  | 0.1                          | 0.1  | 0.2  | 0.0                           | 0.0  | 0.0  |
| Social/Charitable/Political/Nonprofit            | 0.2                          | 0.0  | 0.1  | 0.0                           | 0.0  | 0.1  | 0.0                          | 0.0  | 0.1  | 0.0                           | 0.0  | 0.0  |
| Don't Know/No Answer                             | 0.2                          | 0.2  | 0.2  | 0.0                           | 0.0  | 0.0  | 0.1                          | 0.0  | 0.1  | 0.0                           | 0.0  | 0.0  |
| Total Bills or Statements Received by Households | 14.9                         | 14.7 | 22.2 | 2.6                           | 2.8  | 2.9  | 5.0                          | 4.7  | 10.4 | 0.9                           | 0.9  | 1.1  |

\* Includes credit card statement/bill.

**Table A2-11**  
**Use of First-Class Business Invitations/Announcements Mail -- by Industry**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Industry                                                             | Percent of First-Class Business Invitations and Announcements |       |       | Percent of Total First Class Mail |      |      | Pieces Per Household Per Week |      |      |
|----------------------------------------------------------------------|---------------------------------------------------------------|-------|-------|-----------------------------------|------|------|-------------------------------|------|------|
|                                                                      | 1987                                                          | 1999  | 2000  | 1987                              | 1999 | 2000 | 1987                          | 1999 | 2000 |
| <b>Financial:</b>                                                    |                                                               |       |       |                                   |      |      |                               |      |      |
| Credit Card                                                          | 3.6                                                           | 5.6   | 6.3   | 0.1                               | 0.1  | 0.2  | 0.0                           | 0.0  | 0.0  |
| Bank                                                                 | 8.9                                                           | 8.8   | 5.8   | 0.1                               | 0.2  | 0.2  | 0.0                           | 0.0  | 0.0  |
| Securities                                                           | 5.3                                                           | 5.4   | 6.3   | 0.1                               | 0.1  | 0.2  | 0.0                           | 0.0  | 0.0  |
| Money Market                                                         | 0.1                                                           | 0.3   | 1.1   | 0.0                               | 0.0  | 0.0  | 0.0                           | 0.0  | 0.0  |
| Insurance                                                            | 7.4                                                           | 10.0  | 7.1   | 0.1                               | 0.3  | 0.3  | 0.0                           | 0.1  | 0.0  |
| Mortgage                                                             | 2.5                                                           | 4.1   | 2.0   | 0.0                               | 0.1  | 0.1  | 0.0                           | 0.0  | 0.0  |
| Other financial                                                      | 1.7                                                           | 0.4   | 1.8   | 0.0                               | 0.0  | 0.1  | 0.0                           | 0.0  | 0.0  |
| Total Financial                                                      | 29.5                                                          | 34.6  | 30.4  | 0.5                               | 0.9  | 1.2  | 0.1                           | 0.2  | 0.1  |
| <b>Merchants:</b>                                                    |                                                               |       |       |                                   |      |      |                               |      |      |
| Supermarkets                                                         | 0.0                                                           | 0.1   | N/A   | 0.0                               | 0.0  | N/A  | 0.0                           | 0.0  | N/A  |
| Deptment Store                                                       | 2.8                                                           | 1.5   | 1.9   | 0.0                               | 0.0  | 0.1  | 0.0                           | 0.0  | 0.0  |
| Mail Order                                                           | 1.0                                                           | 1.6   | 1.7   | 0.0                               | 0.0  | 0.1  | 0.0                           | 0.0  | 0.0  |
| Other Store                                                          | 4.6                                                           | 3.6   | 2.4   | 0.1                               | 0.1  | 0.1  | 0.0                           | 0.0  | 0.0  |
| Publisher                                                            | 3.6                                                           | 2.9   | 3.9   | 0.1                               | 0.1  | 0.2  | 0.0                           | 0.0  | 0.0  |
| Land Promotion                                                       | 0.9                                                           | 0.2   | 0.5   | 0.0                               | 0.0  | 0.0  | 0.0                           | 0.0  | 0.0  |
| Restaurant                                                           | 0.2                                                           | 0.2   | N/A   | 0.0                               | 0.0  | N/A  | 0.0                           | 0.0  | N/A  |
| Consumer packaged goods/manufacturers                                | 2.3                                                           | 3.8   | N/A   | 0.0                               | 0.1  | N/A  | 0.0                           | 0.0  | N/A  |
| Auto dealers                                                         | 0.6                                                           | 0.9   | N/A   | 0.0                               | 0.0  | N/A  | 0.0                           | 0.0  | N/A  |
| Service stations                                                     | 0.3                                                           | 0.3   | N/A   | 0.0                               | 0.0  | N/A  | 0.0                           | 0.0  | N/A  |
| Other Merchants                                                      | 4.1                                                           | 1.2   | 3.7   | 0.1                               | 0.0  | 0.1  | 0.0                           | 0.0  | 0.0  |
| Total Merchants                                                      | 20.4                                                          | 16.3  | 14.1  | 0.3                               | 0.4  | 0.5  | 0.1                           | 0.1  | 0.1  |
| <b>Services:</b>                                                     |                                                               |       |       |                                   |      |      |                               |      |      |
| Telephone                                                            | 2.6                                                           | 3.0   | 0.9   | 0.0                               | 0.1  | 0.0  | 0.0                           | 0.0  | 0.0  |
| Other utility                                                        | 1.6                                                           | 1.0   | 1.9   | 0.0                               | 0.0  | 0.1  | 0.0                           | 0.0  | 0.0  |
| Medical                                                              | 11.0                                                          | 12.0  | 10.3  | 0.2                               | 0.3  | 0.4  | 0.0                           | 0.1  | 0.0  |
| Other professional                                                   | 5.2                                                           | 4.7   | 5.7   | 0.1                               | 0.1  | 0.2  | 0.0                           | 0.0  | 0.0  |
| Leisure service                                                      | 9.9                                                           | 6.3   | 4.2   | 0.2                               | 0.2  | 0.2  | 0.0                           | 0.0  | 0.0  |
| Cable TV                                                             | 0.3                                                           | 1.0   | 0.8   | 0.0                               | 0.0  | 0.0  | 0.0                           | 0.0  | 0.0  |
| Computer                                                             | 0.9                                                           | 0.9   | 1.4   | 0.0                               | 0.0  | 0.1  | 0.0                           | 0.0  | 0.0  |
| Craftsman                                                            | 0.5                                                           | 0.3   | N/A   | 0.0                               | 0.0  | N/A  | 0.0                           | 0.0  | N/A  |
| Other Services                                                       | 4.9                                                           | 2.6   | 6.0   | 0.1                               | 0.1  | 0.2  | 0.0                           | 0.0  | 0.0  |
| Total Services                                                       | 36.9                                                          | 31.9  | 31.2  | 0.6                               | 0.8  | 1.2  | 0.1                           | 0.2  | 0.1  |
| Nonfederal government                                                | 9.7                                                           | 16.3  | 8.0   | 0.2                               | 0.4  | 0.3  | 0.0                           | 0.1  | 0.0  |
| Social/Charitable/Political/Nonprofit                                | 0.0                                                           | 0.0   | 3.5   | 0.0                               | 0.0  | 0.1  | 0.0                           | 0.0  | 0.0  |
| Don't Know/No Answer                                                 | 3.5                                                           | 0.9   | 0.8   | 0.1                               | 0.0  | 0.0  | 0.0                           | 0.0  | 0.0  |
| Total Business Invitations/Announcements Mail Received by Households | 100.0                                                         | 100.0 | 100.0 | 1.5                               | 2.5  | 3.4  | 0.3                           | 0.5  | 0.3  |

**Table A2-12**  
**Use of First-Class Advertising-Enclosed Mail<sup>①</sup> -- by Industry**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Industry                                               | Industry Breakdown of First-Class Household Mail That is "Advertising Enclosed" |       |       | Percent of Total First Class Mail |      |      | Pieces Per Household Per Week |      |      |
|--------------------------------------------------------|---------------------------------------------------------------------------------|-------|-------|-----------------------------------|------|------|-------------------------------|------|------|
|                                                        | 1987                                                                            | 1999  | 2000  | 1987                              | 1999 | 2000 | 1987                          | 1999 | 2000 |
| <b>Financial:</b>                                      |                                                                                 |       |       |                                   |      |      |                               |      |      |
| Credit Card                                            | 18.3                                                                            | 19.5  | 21.5  | 1.3                               | 1.4  | 2.8  | 0.22                          | 0.27 | 0.29 |
| Bank                                                   | 11.7                                                                            | 11.0  | 10.4  | 0.8                               | 0.8  | 1.4  | 0.14                          | 0.15 | 0.14 |
| Securities                                             | 4.2                                                                             | 5.0   | 4.3   | 0.3                               | 0.4  | 0.6  | 0.05                          | 0.07 | 0.06 |
| Money Market                                           | 0.8                                                                             | 0.2   | 0.7   | 0.0                               | 0.0  | 0.1  | 0.01                          | 0.00 | 0.01 |
| Insurance                                              | 4.2                                                                             | 6.0   | 4.4   | 0.3                               | 0.4  | 0.6  | 0.05                          | 0.08 | 0.06 |
| Mortgage                                               | 0.8                                                                             | 0.8   | 0.9   | 0.0                               | 0.1  | 0.1  | 0.01                          | 0.01 | 0.01 |
| Other Financial                                        | 5.8                                                                             | 0.3   | 0.7   | 0.0                               | 0.0  | 0.1  | 0.07                          | 0.00 | 0.01 |
| Total Financial                                        | 40.0                                                                            | 42.8  | 42.9  | 2.8                               | 3.1  | 5.7  | 0.48                          | 0.59 | 0.58 |
| <b>Merchants:</b>                                      |                                                                                 |       |       |                                   |      |      |                               |      |      |
| Supermarkets                                           | 0.0                                                                             | 0.0   | N/A   | 0.0                               | 0.0  | N/A  | 0.00                          | 0.00 | N/A  |
| Deptment Store                                         | 14.2                                                                            | 6.5   | 6.9   | 1.0                               | 0.5  | 0.9  | 0.17                          | 0.09 | 0.09 |
| Mail Order                                             | 2.5                                                                             | 2.0   | 2.3   | 0.2                               | 0.1  | 0.3  | 0.03                          | 0.03 | 0.03 |
| Other Store                                            | 2.5                                                                             | 2.3   | 1.6   | 0.2                               | 0.2  | 0.2  | 0.03                          | 0.03 | 0.02 |
| Publisher                                              | 5.0                                                                             | 3.7   | 3.0   | 0.4                               | 0.3  | 0.4  | 0.06                          | 0.05 | 0.04 |
| Land Promotion                                         | 0.0                                                                             | 0.2   | 0.3   | 0.0                               | 0.0  | 0.0  | 0.00                          | 0.00 | 0.00 |
| Restaurant                                             | 0.0                                                                             | 0.1   | N/A   | 0.0                               | 0.0  | N/A  | 0.00                          | 0.00 | N/A  |
| Consumer packaged goods                                | 0.0                                                                             | 0.7   | N/A   | 0.0                               | 0.1  | N/A  | 0.00                          | 0.01 | N/A  |
| Auto dealers                                           | 0.0                                                                             | 0.3   | N/A   | 0.0                               | 0.0  | N/A  | 0.00                          | 0.00 | N/A  |
| Service stations                                       | 0.0                                                                             | 0.1   | N/A   | 0.0                               | 0.0  | N/A  | 0.00                          | 0.00 | N/A  |
| Other Merchants                                        | 0.8                                                                             | 0.4   | 1.3   | 0.1                               | 0.0  | 0.2  | 0.01                          | 0.01 | 0.02 |
| Total Merchants                                        | 25.8                                                                            | 16.1  | 15.4  | 1.8                               | 1.2  | 2.0  | 0.31                          | 0.22 | 0.20 |
| <b>Services:</b>                                       |                                                                                 |       |       |                                   |      |      |                               |      |      |
| Telephone                                              | 8.3                                                                             | 10.6  | 10.4  | 0.6                               | 0.8  | 1.4  | 0.10                          | 0.15 | 0.14 |
| Other utility                                          | 8.3                                                                             | 8.7   | 7.1   | 0.6                               | 0.6  | 0.9  | 0.10                          | 0.12 | 0.10 |
| Medical                                                | 1.7                                                                             | 2.6   | 1.3   | 0.1                               | 0.2  | 0.2  | 0.02                          | 0.4  | 0.02 |
| Other professional                                     | 1.7                                                                             | 0.5   | 0.5   | 0.0                               | 0.0  | 0.1  | 0.02                          | 0.01 | 0.01 |
| Leisure service                                        | 0.0                                                                             | 1.8   | 1.8   | 0.1                               | 0.1  | 0.2  | 0.00                          | 0.02 | 0.02 |
| Cable TV                                               | 4.2                                                                             | 4.0   | 4.7   | 0.3                               | 0.3  | 0.6  | 0.05                          | 0.05 | 0.06 |
| Computer                                               | 0.0                                                                             | 0.4   | 0.4   | 0.0                               | 0.0  | 0.1  | 0.00                          | 0.01 | 0.01 |
| Craftsman                                              | 0.0                                                                             | 0.1   | N/A   | 0.0                               | 0.0  | N/A  | 0.00                          | 0.00 | N/A  |
| Other Services                                         | 0.8                                                                             | 1.0   | 2.2   | 0.1                               | 0.1  | 0.3  | 0.01                          | 0.01 | 0.03 |
| Total Services                                         | 25.0                                                                            | 29.6  | 28.4  | 1.7                               | 2.1  | 3.8  | 0.30                          | 0.41 | 0.39 |
| Nonfederal government                                  | 0.8                                                                             | 2.2   | 1.1   | 0.1                               | 0.2  | 0.1  | 0.01                          | 0.03 | 0.01 |
| Social/Charitable/Political/Nonprofit                  | 7.5                                                                             | 8.5   | 9.8   | 0.5                               | 0.6  | 1.3  | 0.09                          | 0.12 | 0.13 |
| Don't Know/No Answer                                   | 0.8                                                                             | 0.8   | 0.7   | 0.1                               | 0.1  | 0.1  | 0.01                          | 0.01 | 0.01 |
| Total Advertising Enclosed Mail Received by Households | 100.0                                                                           | 100.0 | 100.0 | 7.0                               | 7.3  | 13.0 | 1.20                          | 1.37 | 1.32 |

<sup>①</sup> Does not include advertising mail.

**Table A2-13**  
**First-Class Mail -- Interest in Nine Activities**  
**(Percentage of Households Which Enjoyed these Activities Very Much or Quite a Bit)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Activity                          | 1987 | 1999 | 2000 |
|-----------------------------------|------|------|------|
| Watching Television               | 61.7 | 63.7 | 61.2 |
| Reading Books, Magazines          | 66.1 | 62.5 | 73.0 |
| Visiting with Friends             | 67.8 | 68.3 | 79.0 |
| Writing Letters                   | 27.1 | 27.1 | 38.5 |
| Reading Newspapers                | 65.7 | 55.8 | 63.2 |
| Listening to Radio                | 59.8 | 59.2 | N/A  |
| Reading Cards and Letters         | 69.5 | 55.9 | 68.8 |
| Telephoning Family and Friends    | 62.8 | 62.4 | 79.5 |
| Listening to Records              | 50.4 | 50.8 | N/A  |
| E-mailing via the Internet*       | N/A  | N/A  | 39.7 |
| Shopping via the Internet*        | N/A  | N/A  | 7.8  |
| *Added in Postal Fiscal Year 2000 |      |      |      |

**Table A2-14**  
**First-Class Mail Received -- by Number of Financial Accounts and Insurance Policies**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Number of Accounts and Policies | None |      |      | Low (1-5) |      |      | Medium (6-9) |      |      | High (10+) |      |      |
|---------------------------------|------|------|------|-----------|------|------|--------------|------|------|------------|------|------|
|                                 | 1987 | 1999 | 2000 | 1987      | 1999 | 2000 | 1987         | 1999 | 2000 | 1987       | 1999 | 2000 |
| Pieces per household per week   | 3.2  | 4.1  | 6.2  | 5.6       | 5.7  | 7.4  | 8.5          | 8.9  | 10.8 | 12.4       | 12.7 | 13.6 |

**Table A2-15**  
**First-Class Mail Received -- by Number of Credit Cards**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Number of Credit Cards        | None |      |      | Low (1-3) |      |      | Medium (4-7) |      |      | High (8+) |      |      |
|-------------------------------|------|------|------|-----------|------|------|--------------|------|------|-----------|------|------|
|                               | 1987 | 1999 | 2000 | 1987      | 1999 | 2000 | 1987         | 1999 | 2000 | 1987      | 1999 | 2000 |
| Pieces per Household per Week | 4.8  | 4.9  | 6.5  | 7.3       | 7.5  | 9.3  | 9.9          | 9.8  | 11.3 | 13.2      | 11.6 | 13.9 |

**Table A2-16**  
**First-Class Mail Receipt -- Content by Age of Head of Household**  
**(Pieces Per Household Per Week)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Contents                                | 18 - 21 |      |      | 22 - 24 |      |      | 25 - 34 |      |      | 35 - 44 |      |      |
|-----------------------------------------|---------|------|------|---------|------|------|---------|------|------|---------|------|------|
|                                         | 1987    | 1999 | 2000 | 1987    | 1999 | 2000 | 1987    | 1999 | 2000 | 1987    | 1999 | 2000 |
| Personal                                | 1.6     | 0.3  | 0.4  | 0.8     | 0.5  | 0.1  | 1.2     | 0.7  | 0.9  | 1.5     | 1.0  | 1.3  |
| Business or Nonfederal Government:      |         |      |      |         |      |      |         |      |      |         |      |      |
| Advertising                             | 0.4     | 1.0  | 0.9  | 0.3     | 0.8  | 1.1  | 0.7     | 1.2  | 1.4  | 1.0     | 1.7  | 1.9  |
| Invitation/Announcement                 | 0.1     | 0.3  | 0.2  | 0.1     | 0.3  | 0.3  | 0.2     | 0.5  | 0.4  | 0.3     | 0.5  | 0.4  |
| Bill*                                   | 1.5     | 1.6  | 1.9  | 1.8     | 2.4  | 1.7  | 2.6     | 2.9  | 2.8  | 3.0     | 2.8  | 3.5  |
| Financial Statement                     | 0.6     | 0.2  | 0.3  | 0.4     | 0.4  | 0.3  | 0.6     | 0.8  | 0.9  | 1.0     | 0.8  | 1.2  |
| Other                                   | 0.7     | 1.2  | 0.4  | 1.0     | 0.9  | 0.5  | 1.5     | 1.0  | 0.6  | 1.9     | 1.4  | 0.8  |
| Total Business or Nonfederal Government | 3.3     | 4.3  | 3.7  | 3.6     | 4.8  | 3.9  | 5.6     | 6.4  | 6.1  | 7.2     | 7.2  | 7.7  |
| Social/Charitable/Political/Nonprofit   | 0.3     | 0.3  | 0.4  | 0.3     | 0.1  | 0.4  | 0.5     | 0.4  | 0.6  | 0.8     | 0.6  | 0.9  |
| Total                                   | 5.3     | 5.0  | 4.5  | 4.7     | 5.4  | 4.4  | 7.3     | 7.6  | 7.6  | 9.7     | 8.8  | 9.9  |

| Contents                                | 45 - 54 |      |      | 55 - 64 |      |      | 65 - 69 |      |      | 70 + |      |      |
|-----------------------------------------|---------|------|------|---------|------|------|---------|------|------|------|------|------|
|                                         | 1987    | 1999 | 2000 | 1987    | 1999 | 2000 | 1987    | 1999 | 2000 | 1987 | 1999 | 2000 |
| Personal                                | 1.8     | 1.0  | 1.3  | 1.8     | 1.4  | 1.5  | 1.7     | 1.4  | 1.9  | 1.9  | 1.5  | 1.8  |
| Business or Nonfederal Government:      |         |      |      |         |      |      |         |      |      |      |      |      |
| Advertising                             | 1.1     | 1.8  | 2.2  | 1.1     | 1.6  | 2.1  | 1.0     | 1.4  | 1.7  | 0.7  | 1.0  | 1.5  |
| Invitation/Announcement                 | 0.4     | 0.6  | 0.5  | 0.3     | 0.5  | 0.5  | 0.4     | 0.4  | 0.4  | 0.2  | 0.4  | 0.4  |
| Bill*                                   | 3.1     | 3.3  | 3.5  | 2.7     | 2.9  | 3.2  | 2.0     | 2.5  | 2.8  | 1.6  | 2.0  | 2.1  |
| Financial Statement                     | 1.1     | 1.1  | 1.3  | 1.1     | 1.1  | 1.4  | 0.9     | 1.0  | 1.2  | 0.8  | 0.8  | 1.3  |
| Other                                   | 2.1     | 1.6  | 0.8  | 2.0     | 1.5  | 0.8  | 1.8     | 1.1  | 0.9  | 1.9  | 1.3  | 0.7  |
| Total Business or Nonfederal Government | 7.8     | 8.4  | 8.2  | 7.2     | 7.6  | 7.9  | 6.1     | 6.4  | 6.9  | 5.2  | 5.5  | 5.9  |
| Social/Charitable/Political/Nonprofit   | 0.7     | 0.6  | 1.2  | 0.7     | 0.5  | 1.0  | 0.5     | 0.6  | 1.1  | 0.5  | 0.4  | 1.1  |
| Total                                   | 10.4    | 10.2 | 10.6 | 9.9     | 9.6  | 10.4 | 8.5     | 8.4  | 9.9  | 7.6  | 7.4  | 8.8  |

\*Includes credit card statement/bill.

**Table A2-17**  
**First-Class Mail Receipt -- Content by Education of Head of Household**  
**(Pieces Per Household Per Week)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Contents                                | < 8th Grade |      |      | Some High School |      |      | High School |      |      | Some College |      |      |
|-----------------------------------------|-------------|------|------|------------------|------|------|-------------|------|------|--------------|------|------|
|                                         | 1987        | 1999 | 2000 | 1987             | 1999 | 2000 | 1987        | 1999 | 2000 | 1987         | 1999 | 2000 |
| Personal                                | 1.1         | 0.6  | 1.0  | 1.1              | 0.7  | 0.7  | 1.3         | 0.8  | 1.1  | 1.5          | 1.1  | 1.3  |
| Business or Nonfederal Government:      |             |      |      |                  |      |      |             |      |      |              |      |      |
| Advertising                             | 0.5         | 1.0  | 1.2  | 0.6              | 1.0  | 1.4  | 0.7         | 1.2  | 1.4  | 0.9          | 1.5  | 1.9  |
| Invitation/Announcement                 | 0.1         | 0.2  | 0.1  | 0.1              | 0.3  | 0.2  | 0.2         | 0.4  | 0.3  | 0.3          | 0.5  | 0.4  |
| Bill*                                   | 1.7         | 1.6  | 1.8  | 2.0              | 2.5  | 2.4  | 2.4         | 2.6  | 2.5  | 2.6          | 3.0  | 3.0  |
| Financial Statement                     | 0.4         | 0.4  | 0.5  | 0.6              | 0.5  | 0.7  | 0.7         | 0.7  | 0.8  | 0.9          | 0.8  | 1.0  |
| Other                                   | 1.2         | 0.8  | 0.2  | 1.6              | 0.9  | 0.6  | 1.6         | 1.4  | 0.6  | 1.7          | 1.4  | 0.7  |
| Total Business or Nonfederal Government | 3.9         | 4.0  | 3.7  | 4.9              | 5.2  | 5.3  | 5.6         | 6.3  | 5.6  | 6.4          | 7.2  | 7.1  |
| Social/Charitable/Political/Nonprofit   | 0.2         | 0.3  | 0.3  | 0.3              | 0.2  | 0.6  | 0.4         | 0.3  | 0.6  | 0.6          | 0.5  | 0.9  |
| Total                                   | 5.3         | 4.8  | 5.0  | 6.5              | 6.2  | 6.6  | 7.4         | 7.5  | 7.4  | 8.6          | 8.8  | 9.2  |

| Contents                                | Technical School |      |      | College Graduate |      |      | Post Graduate |      |      |
|-----------------------------------------|------------------|------|------|------------------|------|------|---------------|------|------|
|                                         | 1987             | 1999 | 2000 | 1987             | 1999 | 2000 | 1987          | 1999 | 2000 |
| Personal                                | 1.3              | 1.0  | 1.3  | 1.9              | 1.4  | 1.5  | 2.7           | 1.9  | 2.1  |
| Business or Nonfederal Government       |                  |      |      |                  |      |      |               |      |      |
| Advertising                             | 0.9              | 1.4  | 1.5  | 1.2              | 1.9  | 2.0  | 1.5           | 2.3  | 2.3  |
| Invitation/Announcement                 | 0.3              | 0.4  | 0.4  | 0.4              | 0.6  | 0.5  | 0.6           | 1.0  | 0.6  |
| Bill*                                   | 2.5              | 2.7  | 3.4  | 3.1              | 3.1  | 3.1  | 3.4           | 3.0  | 3.4  |
| Financial Statement                     | 0.9              | 0.9  | 1.3  | 1.2              | 1.3  | 1.5  | 1.7           | 1.7  | 1.7  |
| Other                                   | 1.8              | 1.3  | 0.8  | 2.2              | 1.4  | 0.8  | 2.9           | 1.6  | 0.9  |
| Total Business or Nonfederal Government | 6.4              | 6.7  | 7.4  | 8.1              | 8.3  | 8.0  | 10.1          | 9.6  | 8.8  |
| Social/Charitable/Political/Nonprofit   | 0.4              | 0.5  | 0.8  | 0.9              | 0.6  | 1.2  | 1.7           | 1.4  | 1.5  |
| Total                                   | 8.2              | 8.3  | 9.5  | 11.0             | 10.5 | 10.7 | 12.9          | 13.1 | 12.4 |

\* Includes credit card statement/bill.

Table A2-18

**First-Class Receipt -- Content by Income  
(Pieces Per Household Per Week)  
Postal Fiscal Years 1987, 1999 and 2000**

| Contents                                | <Under \$7K |      |      | \$7K - \$9.9K |      |      | \$10K - \$14.9K |      |      | \$15K - \$19.9K |      |      |
|-----------------------------------------|-------------|------|------|---------------|------|------|-----------------|------|------|-----------------|------|------|
|                                         | 1987        | 1999 | 2000 | 1987          | 1999 | 2000 | 1987            | 1999 | 2000 | 1987            | 1999 | 2000 |
| Personal                                | 0.9         | 0.6  | 0.8  | 1.3           | 0.4  | 0.8  | 1.1             | 1.0  | 0.8  | 1.5             | 0.5  | 1.1  |
| Business or Nonfederal Government:      |             |      |      |               |      |      |                 |      |      |                 |      |      |
| Business invitations/announcements      | 0.1         | 0.3  | 0.2  | 0.1           | 0.2  | 0.2  | 0.1             | 0.3  | 0.2  | 0.2             | 0.3  | 0.4  |
| Advertising                             | 0.3         | 0.9  | 0.8  | 0.5           | 0.6  | 0.9  | 0.6             | 0.5  | 1.1  | 0.7             | 0.8  | 0.9  |
| Bill*                                   | 1.2         | 1.5  | 1.5  | 1.5           | 1.5  | 1.2  | 1.9             | 1.9  | 2.1  | 2.3             | 2.1  | 2.3  |
| Financial Statement                     | 0.2         | 0.2  | 0.2  | 0.4           | 0.3  | 0.5  | 0.6             | 0.5  | 0.6  | 0.7             | 0.5  | 0.5  |
| Other                                   | 1.4         | 0.9  | 0.4  | 1.3           | 0.8  | 0.7  | 1.5             | 0.9  | 0.4  | 1.3             | 0.9  | 0.6  |
| Total Business or Nonfederal Government | 3.2         | 3.8  | 3.1  | 3.8           | 3.4  | 3.5  | 4.7             | 4.1  | 4.4  | 5.2             | 4.6  | 4.7  |
| Social/Charitable/Political/Nonprofit   | 0.2         | 0.3  | 0.4  | 0.3           | 0.1  | 0.4  | 0.3             | 0.3  | 0.7  | 0.5             | 0.1  | 0.5  |
| Total                                   | 4.3         | 4.7  | 4.3  | 5.5           | 4.0  | 4.7  | 6.2             | 5.5  | 5.9  | 7.3             | 5.3  | 6.3  |

| Contents                                | \$20K - \$24.9K |      |      | \$25K - \$29.9K |      |      | \$30K - \$34.9K |      |      | \$35K - \$49.9K |      |      |
|-----------------------------------------|-----------------|------|------|-----------------|------|------|-----------------|------|------|-----------------|------|------|
|                                         | 1987            | 1999 | 2000 | 1987            | 1999 | 2000 | 1987            | 1999 | 2000 | 1987            | 1999 | 2000 |
| Personal                                | 1.3             | 0.9  | 1.2  | 1.5             | 0.9  | 1.1  | 1.8             | 0.9  | 1.1  | 1.7             | 1.0  | 1.1  |
| Business or Nonfederal Government:      |                 |      |      |                 |      |      |                 |      |      |                 |      |      |
| Business invitations/announcements      | 0.2             | 0.2  | 0.3  | 0.2             | 0.4  | 0.3  | 0.4             | 0.5  | 0.3  | 0.4             | 0.5  | 0.4  |
| Advertising                             | 0.6             | 1.0  | 1.5  | 0.8             | 1.2  | 1.6  | 1.0             | 1.3  | 1.6  | 1.1             | 1.5  | 1.7  |
| Bill*                                   | 2.6             | 2.4  | 2.8  | 2.5             | 2.7  | 2.9  | 2.9             | 2.8  | 2.9  | 3.2             | 3.1  | 3.2  |
| Financial Statement                     | 0.8             | 0.6  | 0.8  | 0.9             | 0.6  | 1.0  | 0.9             | 0.7  | 1.0  | 1.1             | 0.9  | 1.2  |
| Other                                   | 1.5             | 0.8  | 0.6  | 1.9             | 1.2  | 0.7  | 1.9             | 1.3  | 0.7  | 2.1             | 1.3  | 0.7  |
| Total Business or Nonfederal Government | 5.7             | 6.0  | 6.0  | 6.3             | 6.1  | 6.5  | 7.1             | 6.6  | 6.5  | 7.9             | 7.3  | 7.1  |
| Social/Charitable/Political/Nonprofit   | 0.4             | 0.4  | 0.7  | 0.6             | 0.4  | 0.7  | 0.7             | 0.4  | 0.7  | 0.8             | 0.5  | 0.9  |
| Total                                   | 7.5             | 6.3  | 7.8  | 8.5             | 7.4  | 8.3  | 9.8             | 7.9  | 8.3  | 10.4            | 8.9  | 9.2  |

| Contents                                | \$50K - \$64.9K |      |      | \$65K - \$79.9K |      |      | \$80K - \$99.9K |      |      | \$100K + |      |      |
|-----------------------------------------|-----------------|------|------|-----------------|------|------|-----------------|------|------|----------|------|------|
|                                         | 1987            | 1999 | 2000 | 1987            | 1999 | 2000 | 1987            | 1999 | 2000 | 1987     | 1999 | 2000 |
| Personal                                | 2.1             | 1.3  | 1.4  | 2.2             | 1.3  | 1.6  | 2.1             | 1.3  | 1.6  | 2.7      | 1.4  | 2.4  |
| Business or Nonfederal Government:      |                 |      |      |                 |      |      |                 |      |      |          |      |      |
| Business invitations/announcements      | 0.4             | 0.5  | 0.5  | 0.4             | 0.7  | 0.5  | 0.6             | 0.8  | 0.6  | 0.7      | 0.9  | 0.8  |
| Advertising                             | 1.5             | 1.7  | 1.9  | 2.1             | 2.6  | 2.2  | 2.4             | 2.0  | 2.4  | 2.4      | 2.9  | 3.5  |
| Bill*                                   | 3.5             | 3.3  | 3.3  | 3.9             | 3.6  | 3.6  | 4.2             | 2.9  | 4.1  | 4.6      | 4.5  | 4.0  |
| Financial Statement                     | 1.5             | 1.0  | 1.3  | 1.8             | 1.3  | 1.6  | 1.8             | 1.5  | 1.8  | 2.0      | 1.9  | 2.0  |
| Other                                   | 2.5             | 1.5  | 0.7  | 3.3             | 1.5  | 0.8  | 3.1             | 2.2  | 0.9  | 3.2      | 2.1  | 1.0  |
| Total Business or Nonfederal Government | 9.4             | 8.0  | 7.7  | 11.5            | 9.7  | 8.8  | 12.1            | 9.4  | 9.8  | 12.9     | 12.3 | 11.2 |
| Social/Charitable/Political/Nonprofit   | 1.0             | 0.5  | 0.9  | 1.1             | 0.9  | 1.1  | 1.2             | 0.6  | 1.5  | 1.6      | 1.1  | 1.8  |
| Total                                   | 12.6            | 9.6  | 9.9  | 14.9            | 12.0 | 11.5 | 15.5            | 12.3 | 12.8 | 17.5     | 15.3 | 15.4 |

\* Includes credit card statement/bill

Note: 2000 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

**Table A2-19**  
**First-Class Mail -- Percent of Nonpersonal Mail Received by**  
**Households Which is Sent Presort -- by Content**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Content                                                    | Percent |                   |      |
|------------------------------------------------------------|---------|-------------------|------|
|                                                            | 1987    | 1999 <sup>①</sup> | 2000 |
| Business or nonfederal government advertising only         | 48.8    | 72.8              | 67.1 |
| Notice of order                                            | 36.1    | 55.3              | 52.6 |
| Bill/invoice/premium*                                      | 68.9    | 76.5              | 70.8 |
| Financial Statement                                        | 60.8    | 74.7              | 72.6 |
| Payment                                                    | 42.3    | 47.3              | 48.6 |
| Rebate <sup>②</sup>                                        | 27.3    | 62.5              | 60.1 |
| Greeting card                                              | 25.3    | 37.0              | 34.1 |
| Invitation/announcement                                    | 28.5    | 45.8              | 49.7 |
| Sweepstakes <sup>②</sup>                                   | 77.5    | 90.9              | N/A  |
| Insurance policy <sup>②</sup>                              | 59.5    | 80.6              | N/A  |
| Tax forms <sup>②</sup>                                     | 25.3    | 50.0              | N/A  |
| Other business or government                               | 49.7    | 58.5              | 55.0 |
| Total Business or Nonfederal Government                    | 56.7    | 69.1              | 61.2 |
| Social/Charitable/Political/Nonprofit announcement/meeting | 10.3    | 25.9              | 21.5 |
| Request for donation                                       | 19.9    | 43.5              | 36.7 |
| Confirmation of donation <sup>②</sup>                      | 11.8    | 28.6              | 25.3 |
| Bill <sup>②</sup>                                          | 29.9    | 32.1              | 57.4 |
| Education <sup>②</sup>                                     | 37.8    | 37.5              | N/A  |
| Other social/charitable/political/nonprofit                | 18.0    | 4.3               | 25.5 |
| Total Social/Charitable/Political/Nonprofit                | 16.5    | 28.0              | 30.3 |
| Total Nonpersonal Mail Received by Households              | 53.9    | 69.2              | 61.2 |
| Pieces per Household Per Week                              | 3.74    | 5.15              | 5.69 |

① 1999 data includes any residual subclassification categories during the transition period.

② Fluctuation may be due to small sample sizes.

\* Includes credit card statement/bill.

**Table A2-20**  
**Total Percentage of Industry's First-Class Mail Received by**  
**Households Which is Sent Presort**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Industry                                       | Percent Sent Presort |                   |      |
|------------------------------------------------|----------------------|-------------------|------|
|                                                | 1987                 | 1999 <sup>①</sup> | 2000 |
| Financial:                                     |                      |                   |      |
| Credit Card                                    | 76.9                 | 93.1              | 88.2 |
| Bank                                           | 59.1                 | 77.2              | 70.4 |
| Securities                                     | 37.6                 | 67.4              | 67.5 |
| Money Market <sup>②</sup>                      | 52.4                 | 79.6              | 65.0 |
| Insurance                                      | 62.2                 | 77.5              | 71.5 |
| Mortgage                                       | 19.0                 | 48.8              | 48.3 |
| Total Financial                                | 58.9                 | 79.8              | 73.7 |
| Merchants:                                     |                      |                   |      |
| Deptment Store                                 | 73.5                 | 81.8              | 71.2 |
| Mail Order                                     | 50.0                 | 68.9              | 62.2 |
| Other Store                                    | 33.1                 | 57.2              | 52.7 |
| Publisher                                      | 58.9                 | 78.5              | 68.7 |
| Land Promotion <sup>②</sup>                    | 61.9                 | 62.4              | 52.8 |
| Restaurant <sup>②</sup>                        | 50.0                 | 28.1              | N/A  |
| Consumer packaged goods                        | 30.8                 | 59.8              | N/A  |
| Auto dealers <sup>②</sup>                      | 45.5                 | 62.1              | N/A  |
| Service stations <sup>②</sup>                  | 14.3                 | 54.1              | N/A  |
| Total Merchants                                | 55.0                 | 70.1              | 62.2 |
| Services:                                      |                      |                   |      |
| Telephone                                      | 84.4                 | 67.2              | 63.9 |
| Other utility                                  | 81.2                 | 83.1              | 73.4 |
| Medical                                        | 35.9                 | 48.4              | 48.6 |
| Other professional                             | 7.8                  | 28.9              | 29.9 |
| Leisure service                                | 31.1                 | 48.0              | 52.8 |
| Cable TV                                       | 57.3                 | 67.3              | 62.7 |
| Computer <sup>②</sup>                          | 15.4                 | 63.7              | N/A  |
| Craftsman <sup>②</sup>                         | 22.2                 | 15.1              | N/A  |
| Total Services                                 | 56.7                 | 60.6              | 56.2 |
| Nonfederal government                          | 54.0                 | 61.4              | 55.5 |
| Social/Charitable/Political/Nonprofit          | 16.5                 | 28.4              | 26.6 |
| Total Nonhousehold Mail Received by households | 53.9                 | 69.2              | 61.2 |
| Pieces per household per week                  | 3.7                  | 5.2               | 5.7  |

① 1999 data includes any residual subclassification categories during the transition period.

② Fluctuation may be due to small sample sizes.

**Table A2-21**  
**First-Class Mail -- Total Envelopes by Sector**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Sector                       | 1987  | 1999  | 2000  |
|------------------------------|-------|-------|-------|
| Household-to-household       | 9.4   | 5.9   | 6.5   |
| Household-to-nonhousehold    | 12.3  | 8.2   | 14.6  |
| Nonhousehold-to-household    | 39.2  | 38.9  | 38.6  |
| Unidentified incoming        | 0.6   | 0.6   | 2.9   |
| Unidentified outgoing        | 1.4   | 0.0   | 0.2   |
| Subtotal                     | 62.9  | 53.6  | 62.8  |
| Nonhousehold-to-nonhousehold | 37.1  | 46.4  | 37.2  |
| Total                        | 100.0 | 100.0 | 100.0 |

**Table A2-22**  
**First-Class Mail -- Total Envelopes by Content**  
**(Percentage of Total Envelopes)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Content                                     | Percentage of Total Envelopes |      |      |
|---------------------------------------------|-------------------------------|------|------|
|                                             | 1987                          | 1999 | 2000 |
| Personal:                                   |                               |      |      |
| Holiday/seasons' greeting cards             | 3.3                           | 2.2  | 2.7  |
| Other greeting cards                        | 1.7                           | 1.4  | 1.8  |
| Invitation                                  | 1.2                           | 0.5  | 0.6  |
| Letter from a friend or relative            | 2.6                           | 1.4  | 1.8  |
| Announcement                                | 0.1                           | 0.1  | 0.2  |
| Other personal                              | 0.5                           | 0.2  | 0.5  |
| Total Personal                              | 9.4                           | 5.8  | 7.6  |
| Business or Nonfederal Government:          |                               |      |      |
| Advertising only                            |                               |      |      |
| Notice or confirmation of order             | 4.5                           | 6.8  | 7.0  |
| Bill*                                       | 1.2                           | 1.1  | 1.9  |
| Financial statement                         | 15.1                          | 15.2 | 17.5 |
| Payment                                     | 5.3                           | 4.9  | 7.0  |
| Rebate                                      | 2.0                           | 1.2  | 1.7  |
| Holiday/greeting card                       | 0.0                           | 0.1  | 0.1  |
| Invitation/announcement                     | 0.2                           | 0.2  | 0.5  |
| Sweepstakes                                 | 1.3                           | 2.1  | 1.8  |
| Other insurance related                     | 0.0                           | 0.0  | N/A  |
| Tax                                         | 0.2                           | 0.2  | N/A  |
| Other business or nonfederal government     | 0.0                           | 0.3  | N/A  |
| Total Business or Nonfederal Government     | 6.7                           | 4.0  | 6.8  |
| Social/Charitable/Political/Nonprofit:      | 36.4                          | 36.2 | 37.5 |
| Announcement                                |                               |      |      |
| Request for donation                        | 1.2                           | 1.4  | 1.4  |
| Thank you for donation                      | 0.4                           | 0.4  | 1.0  |
| Bill                                        | 0.2                           | 0.1  | 0.7  |
| Education acceptances                       | 0.2                           | 0.2  | 0.7  |
| Other social/charitable/political/nonprofit | 0.1                           | 0.0  | N/A  |
| Total Social/Charitable/Political/Nonprofit | 0.7                           | 0.4  | 0.8  |
| Don't Know/No answer                        | 2.8                           | 2.5  | 4.6  |
| Total                                       | 0.6                           | 0.6  | 6.0  |
| Pieces Per Household Per Week               | 49.2                          | 45.1 | 55.7 |
| * Includes credit card statement/bill.      | 8.11                          | 8.07 | 9.11 |

**Table A2-23**  
**First-Class Mail -- Total Envelopes by Industry**  
**(Percentage of Total Envelopes )**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Industry                                       | 1987 | 1999 | 2000 |
|------------------------------------------------|------|------|------|
| Financial:                                     |      |      |      |
| Credit card                                    | 2.7  | 5.8  | 6.0  |
| Bank                                           | 5.7  | 5.3  | 6.1  |
| Securities                                     | 1.5  | 1.9  | 2.7  |
| Money Market                                   | 0.1  | 0.1  | 0.3  |
| Insurance                                      | 3.6  | 3.9  | 4.7  |
| Mortgage                                       | 0.5  | 0.7  | 0.6  |
| Other financial                                | 0.4  | 0.1  | 0.7  |
| Total Financial                                | 14.5 | 17.9 | 21.1 |
| Merchants:                                     |      |      |      |
| Department store                               | 1.8  | 1.2  | 1.3  |
| Mail order                                     | 0.7  | 0.7  | 1.4  |
| Other store                                    | 0.9  | 0.9  | 0.7  |
| Publisher                                      | 1.6  | 1.2  | 1.3  |
| Land Promotion                                 | 0.2  | 0.1  | 0.1  |
| Restaurant                                     | 0.0  | 0.0  | N/A  |
| Consumer packaged goods                        | 0.2  | 0.6  | N/A  |
| Auto dealers                                   | 0.2  | 0.2  | N/A  |
| Service stations                               | 0.0  | 0.0  | N/A  |
| Other merchants                                | 0.3  | 0.1  | 0.8  |
| Total Merchants                                | 5.9  | 5.2  | 5.6  |
| Services:                                      |      |      |      |
| Telephones                                     | 2.0  | 2.8  | 2.8  |
| Other Utility                                  | 2.4  | 2.3  | 2.4  |
| Medical                                        | 2.4  | 2.5  | 2.9  |
| Other professional                             | 0.4  | 0.5  | 0.5  |
| Leisure service                                | 0.7  | 0.8  | 0.7  |
| Cable TV                                       | 0.6  | 0.8  | 1.0  |
| Computer                                       | 0.1  | 0.1  | 0.3  |
| Craftsman                                      | 0.1  | 0.1  | N/A  |
| Other Services                                 | 0.6  | 0.5  | 1.4  |
| Total Services                                 | 9.2  | 10.5 | 12.0 |
| Nonfederal government                          | 1.7  | 2.0  | 1.9  |
| Social/charitable/political/nonprofit          | 2.9  | 2.5  | 4.1  |
| Don't know/No answer                           | 0.5  | 0.0  | 1.3  |
| Total Nonhousehold Mail Received by Households | 34.6 | 38.1 | 47.9 |
| Pieces Per Household Per Week                  | 6.4  | 6.8  | 7.7  |

**Table A2-24**  
**First-Class Mail -- Nonpresort Envelopes by Sector**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Sector                       | 1987  | 1999  | 2000  |
|------------------------------|-------|-------|-------|
| Household-to-household       | 12.5  | 10.6  | 10.7  |
| Household-to-nonhousehold    | 17.3  | 14.7  | 22.1  |
| Nonhousehold-to-household    | 25.2  | 21.2  | 27.6  |
| Unidentified incoming        | 0.5   | 0.2   | 2.5   |
| Unidentified outgoing        | 2.5   | 0.1   | 0.5   |
| Nonhousehold-to-nonhousehold | 42.0  | 53.2  | 36.6  |
| Total                        | 100.0 | 100.0 | 100.0 |

**Table A2-25**  
**First-Class Mail -- Total Cards by Sector**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Sector                       | 1987  | 1999  | 2000  |
|------------------------------|-------|-------|-------|
| Household-to-household       | 9.2   | 2.3   | 5.1   |
| Household-to-nonhousehold    | 8.5   | 2.6   | 6.1   |
| Nonhousehold-to-household    | 56.8  | 53.1  | 48.6  |
| Unidentified incoming        | 0.6   | 0.0   | 1.5   |
| Unidentified outgoing        | 0.0   | 0.0   | 0.2   |
| Subtotal                     | 75.1  | 57.9  | 61.5  |
| Nonhousehold-to-nonhousehold | 24.9  | 42.1  | 38.5  |
| Total                        | 100.0 | 100.0 | 100.0 |

**Table A2-26**  
**First-Class Mail -- Total Cards by Industry**  
**(Percentage of Total Cards)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Industry                              | 1987 | 1999 | 2000 |
|---------------------------------------|------|------|------|
| <b>Financial:</b>                     |      |      |      |
| Credit card                           | 0.2  | 0.7  | 2.0  |
| Bank                                  | 0.2  | 1.9  | 3.2  |
| Securities                            | 0.2  | 0.5  | 1.3  |
| Money Market                          | 0.0  | 0.1  | 0.1  |
| Insurance                             | 1.1  | 1.6  | 2.8  |
| Mortgage                              | 1.3  | 3.0  | 2.6  |
| Other financial                       | 0.3  | 0.1  | 0.4  |
| Total Financial                       | 3.2  | 7.8  | 12.4 |
| <b>Merchants:</b>                     |      |      |      |
| Supermarkets                          | 0.0  | 0.0  | N/A  |
| Department store                      | 4.2  | 3.1  | 5.8  |
| Mail order                            | 5.0  | 2.2  | 5.2  |
| Other store                           | 6.4  | 6.4  | 7.1  |
| Publisher                             | 4.0  | 5.2  | 5.9  |
| Land Promotion                        | 1.1  | 0.3  | 0.7  |
| Restaurant                            | 0.2  | 0.6  | N/A  |
| Consumer packaged goods               | 0.3  | 0.6  | N/A  |
| Auto dealers                          | 0.6  | 0.7  | N/A  |
| Service stations                      | 0.3  | 0.5  | N/A  |
| Other merchants                       | 2.2  | 0.7  | 4.4  |
| Total Merchants                       | 24.4 | 20.2 | 29.1 |
| <b>Services:</b>                      |      |      |      |
| Telephone                             | 0.3  | 1.5  | 1.6  |
| Other Utility                         | 7.9  | 3.5  | 5.2  |
| Medical                               | 4.7  | 5.6  | 6.4  |
| Other professional                    | 1.0  | 0.3  | 1.0  |
| Leisure service                       | 4.0  | 3.9  | 3.5  |
| Cable TV                              | 1.0  | 0.3  | 0.6  |
| Computer                              | 0.2  | 0.4  | 1.8  |
| Craftsman                             | 0.0  | 0.7  | N/A  |
| Other Services                        | 2.7  | 2.2  | 6.7  |
| Total Services                        | 21.7 | 18.4 | 26.8 |
| Nonfederal government                 | 1.4  | 1.7  | 3.3  |
| Social/charitable/political/nonprofit | 5.9  | 4.5  | 10.2 |
| Don't know/No answer                  | N/A  | 0.5  | 2.1  |
| Total Mail Recieved by Households     | 56.7 | 52.6 | 81.8 |
| Pieces Per Household Per Week         | 0.4  | 0.5  | 0.9  |

**Table A2-27**  
**First-Class Mail -- Total Cards by Content**  
**(Percentage of Total Cards)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Content                                     | 1987 | 1999 | 2000 |
|---------------------------------------------|------|------|------|
| Personal:                                   |      |      |      |
| Holiday/seasons' greeting cards             | 0.9  | 0.1  | 0.5  |
| Other greeting cards                        | 1.1  | 0.3  | 0.7  |
| Invitation                                  | 1.7  | 0.9  | 1.2  |
| Letter from a friend or relative            | 3.9  | 0.8  | 1.9  |
| Announcement                                | 0.2  | 0.1  | 0.3  |
| Other personal                              | 1.4  | 0.1  | 0.5  |
| Total Personal                              | 9.2  | 2.3  | 5.1  |
| Business or Nonfederal Government:          |      |      |      |
| Advertising only                            | 22.2 | 25.8 | 23.0 |
| Notice or confirmation of order             | 5.1  | 2.5  | 3.8  |
| Bill*                                       | 10.6 | 4.7  | 4.5  |
| Financial statement                         | 0.1  | 0.0  | 0.6  |
| Payment                                     | 0.1  | 0.0  | 0.2  |
| Rebate                                      | 0.1  | 0.1  | 0.6  |
| Holiday/greeting card                       | 0.8  | 1.0  | 0.8  |
| Invitation/announcement                     | 7.3  | 10.4 | 5.4  |
| Sweepstakes                                 | 0.4  | 0.4  | N/A  |
| Receipts for direct deposit                 | 0.2  | 0.0  | N/A  |
| Other insurance related                     | 0.1  | 0.0  | N/A  |
| Tax                                         | 0.0  | 0.1  | N/A  |
| Other business or nonfederal government     | 3.9  | 3.7  | 3.3  |
| Total Business or Nonfederal Government     | 50.9 | 48.6 | 42.2 |
| Social/Charitable/Political/Nonprofit:      |      |      |      |
| Announcement                                | 4.0  | 4.1  | 4.5  |
| Request for donation                        | 0.3  | 0.1  | 0.6  |
| Thank you for donation                      | 0.3  | 0.1  | 0.6  |
| Bill                                        | 0.1  | 0.0  | 0.3  |
| Education acceptances                       | 0.0  | 0.0  | N/A  |
| Other social/charitable/political/nonprofit | 1.2  | 0.2  | 0.5  |
| Total Social/Charitable/Political/Nonprofit | 5.9  | 4.5  | 6.5  |
| Don't Know/No answer                        | 0.6  | 0.0  | 1.5  |
| Total                                       | 66.6 | 55.4 | 55.3 |
| Pieces Per Household Per Week               | 0.5  | 0.5  | 0.9  |

\* Includes credit card statement/bill.

**Table A2-28**  
**First-Class Mail -- Cards Received by Households -- Household's**  
**Percentage of Total Mail Sent at Each Category**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Content                                     | Total Nonpresort Cards |      |      | Total Presort Cards |      |      |
|---------------------------------------------|------------------------|------|------|---------------------|------|------|
|                                             | 1987                   | 1999 | 2000 | 1987                | 1999 | 2000 |
| Personal:                                   |                        |      |      |                     |      |      |
| Holiday card                                | 1.3                    | 0.2  | 0.5  | 0.0                 | 0.0  | 0.1  |
| Other greeting card                         | 1.5                    | 0.6  | 1.1  | 0.0                 | 0.0  | 0.2  |
| Invitation                                  | 2.3                    | 1.7  | 1.9  | 0.0                 | 0.0  | 0.2  |
| Letter                                      | 5.3                    | 1.5  | 2.9  | 0.0                 | 0.0  | 0.2  |
| Announcement                                | 0.3                    | 0.2  | 0.5  | 0.0                 | 0.0  | 0.0  |
| Other personal                              | 1.7                    | 0.2  | 0.5  | 0.0                 | 0.0  | 0.3  |
| Total Personal                              | 12.4                   | 4.2  | 7.4  | 0.0                 | 0.0  | 1.0  |
| Business or Nonfederal Government:          |                        |      |      |                     |      |      |
| Advertising only                            | 16.8                   | 16.1 | 13.3 | 38                  | 37   | 26.2 |
| Notice of order                             | 6.1                    | 2.9  | 4.1  | 2.2                 | 1.7  | 2.7  |
| Bill/invoice/premium*                       | 5.7                    | 2.2  | 3.4  | 25                  | 7.5  | 5.2  |
| Financial statement                         | 0.2                    | 0.0  | 0.5  | 0.2                 | 0.0  | 0.8  |
| Payment                                     | 0.1                    | 0.0  | 0.2  | 0.1                 | 0.0  | 0.2  |
| Rebate                                      | 0.1                    | 0.0  | 0.2  | 0.4                 | 0.2  | 0.8  |
| Greeting card                               | 1.0                    | 1.3  | 0.8  | 0.1                 | 0.4  | 0.6  |
| Invitation/announcement                     | 8.2                    | 12.7 | 5.2  | 4.2                 | 7.5  | 4.4  |
| Other business or nonfederal government     | 4.2                    | 5.5  | 3.1  | 5.2                 | 3.5  | 2.7  |
| Total Business or Nonfederal Government     | 42.4                   | 40.7 | 30.8 | 75.4                | 57.7 | 43.6 |
| Social/Charitable/Political/Nonprofit:      |                        |      |      |                     |      |      |
| Announcement/meeting                        | 4.9                    | 5.3  | 5.8  | 1.1                 | 2.8  | 2.2  |
| Request for donation                        | 0.3                    | 0.2  | 0.8  | 0.1                 | 0.0  | 0.2  |
| Confirmation of donation                    | 0.4                    | 0.2  | 0.5  | 0.0                 | 0.0  | 0.2  |
| Bill                                        | 0.1                    | 0.0  | 0.2  | 0.0                 | 0.0  | 0.3  |
| Other social/charitable/political/nonprofit | 1.4                    | 0.0  | 0.5  | 0.0                 | 0.4  | 0.4  |
| Total Social/Charitable/Political/Nonprofit | 7.1                    | 5.7  | 7.8  | 1.3                 | 3.2  | 3.3  |
| Don't Know/No answer                        | 0.7                    | 0.0  | 1.2  | 1.7                 | 0.0  | 1.4  |
| Total Mail Recieved by Household            | 62.6                   | 50.6 | 47.2 | 78.4                | 60.7 | 49.3 |
| Pieces Per Household Per Week               | 0.3                    | 0.3  | 0.4  | 0.1                 | 0.3  | 0.5  |

① 1999 data includes any residual subclassification categories during the transition period.

\* Includes credit card statement/bill.

**Table A2-29**  
**First-Class Mail -- Cards Received by Households -- Household's Percentage of**  
**Total Mail Sent at Each Card Rate Category -- by Industry**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Industry                                                | Percent of Total Nonpresort |      |      | Percent of Total Presort |      |      |
|---------------------------------------------------------|-----------------------------|------|------|--------------------------|------|------|
|                                                         | 1987                        | 1999 | 2000 | 1987                     | 1999 | 2000 |
| <b>Financial:</b>                                       |                             |      |      |                          |      |      |
| Credit cards                                            | 0.0                         | 0.2  | 0.1  | 0.4                      | 1.3  | 3.4  |
| Bank                                                    | 0.2                         | 0.7  | 0.9  | 0.2                      | 3.0  | 4.5  |
| Securities                                              | 0.2                         | 0.7  | 0.6  | 0.3                      | 0.2  | 1.4  |
| Money Market                                            | 0.0                         | 0.0  | 0.0  | 0.0                      | 0.2  | 0.2  |
| Insurance                                               | 12.0                        | 1.7  | 1.1  | 0.8                      | 1.5  | 3.2  |
| Mortgage                                                | 1.4                         | 4.0  | 1.6  | 0.6                      | 1.9  | 1.9  |
| Other financial                                         | 0.3                         | 0.0  | 0.1  | 0.2                      | 0.2  | 0.5  |
| Total Financial                                         | 3.3                         | 7.3  | 4.4  | 2.4                      | 8.3  | 15.1 |
| <b>Merchants:</b>                                       |                             |      |      |                          |      |      |
| Department store                                        | 3.5                         | 1.1  | 1.6  | 6.1                      | 5.3  | 7.5  |
| Mail order                                              | 3.7                         | 1.3  | 1.3  | 8.6                      | 3.0  | 6.6  |
| Other store                                             | 6.1                         | 4.6  | 2.9  | 6.9                      | 8.3  | 7.8  |
| Publisher                                               | 3.1                         | 2.6  | 1.4  | 6.6                      | 8.3  | 8.8  |
| Land Promotion                                          | 0.9                         | 0.2  | 0.3  | 1.6                      | 0.4  | 0.8  |
| Restaurant                                              | 0.1                         | 0.6  | N/A  | 0.3                      | 0.6  | N/A  |
| Consumer packaged goods                                 | 0.1                         | 0.4  | N/A  | 0.6                      | 0.9  | N/A  |
| Auto dealers                                            | 0.5                         | 0.7  | N/A  | 1.1                      | 0.9  | N/A  |
| Service stations                                        | 0.4                         | 0.2  | N/A  | 0.1                      | 0.9  | N/A  |
| Other merchants                                         | 1.9                         | 0.9  | 1.8  | 2.7                      | 0.4  | 4.9  |
| Total Merchants                                         | 20.3                        | 12.5 | 9.3  | 34.6                     | 29   | 36.4 |
| <b>Services:</b>                                        |                             |      |      |                          |      |      |
| Telephone                                               | 0.1                         | 0.6  | 0.2  | 0.7                      | 2.6  | 2.8  |
| Other Utility                                           | 3.1                         | 1.3  | 1.6  | 21.5                     | 6.0  | 7.0  |
| Medical                                                 | 5.9                         | 9.2  | 4.9  | 0.5                      | 1.5  | 2.7  |
| Other professional                                      | 1.0                         | 0.4  | 0.6  | 0.8                      | 0.2  | 0.7  |
| Leisure service                                         | 3.0                         | 3.9  | 1.4  | 6.9                      | 3.8  | 4.1  |
| Cable TV                                                | 0.5                         | 0.2  | 0.1  | 1.9                      | 0.4  | 0.8  |
| Computer                                                | 0.1                         | 0.2  | 0.7  | 0.2                      | 0.6  | 2.2  |
| Craftsman                                               | 0.1                         | 1.1  | N/A  | 0.0                      | 0.0  | N/A  |
| Other Services                                          | 2.9                         | 2.4  | 3.7  | 2.2                      | 2.6  | 5.6  |
| Total Services                                          | 16.6                        | 19.1 | 13.2 | 34.8                     | 17.7 | 25.9 |
| Nonfederal government                                   | 1.0                         | 1.3  | 0.9  | 3.0                      | 1.9  | 4.5  |
| Social/charitable/political/nonprofit                   | 7.1                         | 5.7  | 7.2  | 2.1                      | 3.2  | 5.5  |
| Don't know/No answer                                    | 1.0                         | 0.0  | 0.9  | 1.5                      | 0.4  | 1.9  |
| Total Mail From Nonhouseholds<br>Received by Households | 49.4                        | 45.9 | 35.9 | 78.4                     | 60.7 | 89.3 |
| Pieces Per Household Per Week                           | 0.3                         | 0.2  | 0.4  | 0.1                      | 0.3  | 0.5  |

① 1999 data includes any residual subclassification categories during the transition period.

**Table A2-30**  
**First-Class Mail -- Timeliness of Arrival**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Time of Arrival                               | Percent |       |       |
|-----------------------------------------------|---------|-------|-------|
|                                               | 1987    | 1999  | 2000  |
| Arrived on time or sooner:                    |         |       |       |
| Arrived on the day needed                     | 12.7    | 17.4  | 34.7  |
| Arrived earlier than needed                   | 6.4     | 7.0   | 14.2  |
| Total Arrived on time or sooner               | 19.0    | 24.4  | 48.9  |
| Was not expected to arrive on any special day | 66.0    | 64.7  | 35.7  |
| Arrived late                                  | 1.4     | 0.8   | 1.1   |
| Don't know/No answer                          | 13.6    | 10.1  | 14.3  |
| Total                                         | 100.0   | 100.0 | 100.0 |

**Table A2-31**  
**First-Class Mail -- Reason for Lateness**  
**(Percentage of Pieces that Arrived Late)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Reason for Lateness    | Percent |       |       |
|------------------------|---------|-------|-------|
|                        | 1987    | 1999  | 2000  |
| Mailed Late            | 36.1    | 31.8  | 29.7  |
| Not mailed late        | 22.1    | 18.2  | 24.9  |
| Don't know when mailed | 22.7    | 21.5  | 31.1  |
| Don't know/No answer   | 19.0    | 28.6  | 14.3  |
| Total                  | 100.0   | 100.0 | 100.0 |

**Table A2-32**  
**First-Class Mail Received -- Timeliness of Arrival -- by Quarter**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Time of Arrival                               |  | 1987  | 1999  | 2000  | 1987  | 1999  | 2000  |
|-----------------------------------------------|--|-------|-------|-------|-------|-------|-------|
| Quarter 1                                     |  |       |       |       |       |       |       |
| Quarter 2                                     |  |       |       |       |       |       |       |
| Arrived on time or sooner                     |  | 17.7  | 25.9  | 45.2  | 19.3  | 23.1  | 48.1  |
| Was not expected to arrive on any special day |  | 65.5  | 62.1  | 35.9  | 66.7  | 65.2  | 36.5  |
| Arrived Late                                  |  | 1.5   | 0.7   | 1.1   | 1.3   | 0.7   | 1.0   |
| Don't Know/No answer                          |  | 15.4  | 11.3  | 17.8  | 12.8  | 11.0  | 14.3  |
| Total                                         |  | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

| Time of Arrival                               |  | 1987  | 1999  | 2000  | 1987  | 1999  | 2000  |
|-----------------------------------------------|--|-------|-------|-------|-------|-------|-------|
| Quarter 3                                     |  |       |       |       |       |       |       |
| Quarter 4                                     |  |       |       |       |       |       |       |
| Arrived on time or sooner                     |  | 17.7  | 24.3  | 51.1  | 22.0  | 24.7  | 52.3  |
| Was not expected to arrive on any special day |  | 66.8  | 66.7  | 34.9  | 65.0  | 64.7  | 35.7  |
| Arrived Late                                  |  | 1.3   | 0.7   | 1.4   | 1.5   | 0.9   | 0.9   |
| Don't Know/No answer                          |  | 14.2  | 8.3   | 12.6  | 11.6  | 9.7   | 11.1  |
| Total                                         |  | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

**Table A2-33**  
**First-Class Mail Received -- Timeliness of Arrival -- by Postal Region**  
**Postal Fiscal Years 1987, 1999 and 2000**

[illegible]

**Table A2-34**  
**First-Class Mail Sent by Households to Nonhouseholds**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Mail Sent                                                | Percentage of<br>Total First-Class Mail |      |      | Pieces Per<br>Household Per Week |      |      |
|----------------------------------------------------------|-----------------------------------------|------|------|----------------------------------|------|------|
|                                                          | 1987                                    | 1999 | 2000 | 1987                             | 1999 | 2000 |
| Business Transactions -- In Response to Advertising:     |                                         |      |      |                                  |      |      |
| Total Response to Advertising                            | 3.55                                    | 0.87 | 1.8  | 0.61                             | 0.16 | 0.34 |
| Business Transactions -- Not in Response to Advertising: |                                         |      |      |                                  |      |      |
| Transaction to phone/utility company                     | 2.03                                    | 1.45 | 2.6  | 0.35                             | 0.27 | 0.50 |
| Transaction to credit card company                       | 1.45                                    | 1.34 | 2.4  | 0.25                             | 0.25 | 0.46 |
| All other business mail                                  | 5.09                                    | 3.8  | 7.7  | 0.9                              | 0.72 | 1.58 |
| Total Business Not In Response to Advertising            | 8.57                                    | 6.59 | 12.1 | 1.5                              | 1.25 | 2.54 |
| Don't know / No answer                                   | 0.08                                    | 0.4  | 0.6  | 0.01                             | 0.07 | 0.05 |
| Total Mail Sent by Households to Nonhouseholds           | 12.2                                    | 7.86 | 15.1 | 2.1                              | 1.48 | 2.93 |

**Table A2-35**  
**First-Class Mail Originating in Households and Nonhouseholds**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Sector                       | Percentage of First-Class Mail |       |       | Pieces Per Household Per Week |      |      |
|------------------------------|--------------------------------|-------|-------|-------------------------------|------|------|
|                              | 1987                           | 1999  | 2000  | 1987                          | 1999 | 2000 |
| Household-to-household       | 9.1                            | 5.7   | 7.0   | 1.6                           | 1.1  | 1.4  |
| Household-to-nonhousehold    | 12.2                           | 7.9   | 14.9  | 2.1                           | 1.5  | 2.9  |
| Nonhousehold-to-household    | 40.6                           | 39.6  | 48.5  | 7.0                           | 7.5  | 8.6  |
| Unknown outgoing             | 1.9                            | 0.0   | 0.3   | 0.3                           | 0.0  | 0.1  |
| Unknown incoming             | 0.6                            | 0.6   | 0.8   | 0.1                           | 0.1  | 0.6  |
| Subtotal                     | 64.4                           | 53.8  | 71.5  | 11.1                          | 10.2 | 13.5 |
| Nonhousehold-to-nonhousehold | 35.6                           | 46.2  | 28.5  | N/A                           | N/A  | N/A  |
| Total                        | 100.0                          | 100.0 | 100.0 | N/A                           | N/A  | N/A  |

① Includes packages. Does not include franked or penalty mail.

**Table A2-36**  
**First-Class Mail -- Telephone Bill Paying**  
**(Percent of Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Have Heard of Bank Services That Let's Them Pay By Phone | Awareness |       |       |
|----------------------------------------------------------|-----------|-------|-------|
|                                                          | 1987      | 1999  | 2000  |
| Yes                                                      | 49.2      | 59.9  | 67.3  |
| No                                                       | 49.2      | 35.5  | 31.8  |
| Don't know/No answer                                     | 1.6       | 4.6   | 0.9   |
| Total                                                    | 100.0     | 100.0 | 100.0 |

| Are Services Available in Community | Availability |       |       |
|-------------------------------------|--------------|-------|-------|
|                                     | 1987         | 1999  | 2000  |
| Yes                                 | 24.0         | 35.5  | 46.3  |
| No                                  | 10.6         | 7.4   | 6.7   |
| Don't know/No answer                | 14.5         | 17.0  | 14.3  |
| Have not heard of service           | 50.8         | 40.1  | 32.7  |
| Total                               | 100.0        | 100.0 | 100.0 |

| Use Service          | Usage                         |       |       |                             |       |       |
|----------------------|-------------------------------|-------|-------|-----------------------------|-------|-------|
|                      | Percent if Services Available |       |       | Percent of Total Households |       |       |
|                      | 1987                          | 1999  | 2000  | 1987                        | 1999  | 2000  |
| Yes                  | 4.2                           | 4.4   | 11.4  | 1.0                         | 1.8   | 5.8   |
| No                   | 95.1                          | 96.1  | 88.4  | 98.8                        | 97.8  | 93.8  |
| Don't know/No answer | 0.8                           | 0.2   | 0.2   | 0.2                         | 0.4   | 0.4   |
| Total                | 100.0                         | 100.0 | 100.0 | 100.0                       | 100.0 | 100.0 |

**Table A2-37**  
**First-Class Mail Media by Which Mail Order Purchases Made in the**  
**Past Month Were Ordered**  
**(Percentage of Orders)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Media | 1987  | 1999  | 2000  |
|-------|-------|-------|-------|
| Phone | 31.0  | 57.2  | 52.0  |
| Mail  | 67.2  | 37.9  | 39.3  |
| Other | 1.7   | 4.9   | 8.6   |
| Total | 100.0 | 100.0 | 100.0 |

**Table A2-38**  
**First-Class Mail -- Method of Payment**  
**(From Entry Interview)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Method of Payment      | 1987* | 1999 | 2000 |
|------------------------|-------|------|------|
| By mail                | 95.7  | 95.8 | 93.6 |
| In person              | N/A   | 34   | 37.1 |
| By automatic deduction | 21.8  | 19.3 | 33.0 |
| By personal computer   | N/A   | 1.5  | 4.4  |
| By telephone           | 0.8   | 1.8  | 5.8  |
| By ATM                 | N/A   | 0.8  | 2.5  |

| Number of Payments                     | 1987 | 1999 | 2000  |
|----------------------------------------|------|------|-------|
| Total payments per household per month | 9.14 | 9.74 | 10.96 |

\* Due to the way questions were worded in the 1987 version of the Entry interview, information regarding percentages is unavailable from the data.

\*\* Percentages total exceed 100% due to households using more than one method of bill payment.

**Table A2-39**  
**First-Class Mail -- Personal Letters and Cards (not greeting cards) Sent by**  
**Households in an Average Month -- by Age of Head of Household**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Age     | Pieces Per Household Per Month       |      |      |                            |      |      |
|---------|--------------------------------------|------|------|----------------------------|------|------|
|         | Entry Interview ① (Perceived volume) |      |      | Diary Data (Actual Volume) |      |      |
|         | 1987                                 | 1999 | 2000 | 1987                       | 1999 | 2000 |
| 18 - 21 | 6.6                                  | 4.1  | 6.2  | 2.4                        | 0.3  | 0.6  |
| 21 - 24 | 3.5                                  | 2.4  | 4.6  | 2.2                        | 0.3  | 0.7  |
| 25 - 34 | 4.2                                  | 2.6  | 4.8  | 2.8                        | 1.2  | 0.8  |
| 35 - 44 | 4.3                                  | 2.8  | 4.9  | 2.6                        | 1.1  | 1.1  |
| 45 - 54 | 5.0                                  | 2.9  | 5.0  | 3.0                        | 1.0  | 1.5  |
| 55 - 64 | 5.4                                  | 3.4  | 5.3  | 3.7                        | 2.2  | 1.6  |
| 65 - 69 | 5.1                                  | 3.3  | 5.4  | 2.8                        | 1.7  | 1.8  |
| 70+     | 6.0                                  | 3.7  | 6.1  | 3.5                        | 1.7  | 1.7  |

① Includes thank you notes.

**Table A2-40**  
**First-Class Mail -- Holiday/Season's Greeting Cards Sent by**  
**Households -- by Education of Head of Household**  
**(From Entry Interview)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Education                        | Christmas/Hanukah/New Year's<br>Cards Per Household (Season) |      |      |
|----------------------------------|--------------------------------------------------------------|------|------|
|                                  | 1987                                                         | 1999 | 2000 |
| < 8th grade                      | 25.7                                                         | 19.8 | 19.7 |
| Some high school                 | 29.1                                                         | 21.1 | 21.0 |
| High school                      | 34.9                                                         | 24.9 | 25.7 |
| Some college                     | 37.4                                                         | 30.3 | 27.1 |
| Professional or technical school | 39.1                                                         | 32.9 | 26.3 |
| College                          | 47.4                                                         | 38.6 | 28.7 |
| Post graduate                    | 56.5                                                         | 41.3 | 30.7 |

**Table A2-41**  
**First-Class Mail -- Personal Letters and Cards (not greeting cards) Sent by**  
**Households in an Average Month -- by Education of Head of Household**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Education                        | Pieces Per Household Per Month          |      |      |                               |      |      |
|----------------------------------|-----------------------------------------|------|------|-------------------------------|------|------|
|                                  | Entry Interview ①<br>(Perceived volume) |      |      | Diary Data<br>(Actual Volume) |      |      |
|                                  | 1987                                    | 1999 | 2000 | 1987                          | 1999 | 2000 |
| < 8th grade                      | 3.8                                     | 2.1  | 4.3  | 1.2                           | 0.7  | 0.8  |
| Some high school                 | 4.4                                     | 2.7  | 4.9  | 2.2                           | 0.8  | 0.7  |
| High school                      | 4.2                                     | 2.6  | 5.1  | 2.2                           | 1.0  | 1.0  |
| Some college                     | 5.1                                     | 3.3  | 5.2  | 2.4                           | 1.4  | 1.1  |
| Professional or technical school | 5.4                                     | 2.6  | 4.6  | 2.3                           | 1.3  | 1.0  |
| College                          | 5.5                                     | 3.4  | 5.4  | 5.1                           | 1.3  | 1.5  |
| Post graduate                    | 6.4                                     | 4.5  | 5.8  | 5.9                           | 3.3  | 2.5  |

① Includes thank you notes.

**Table A2-42**  
**Personal Letters and Cards (not greeting cards) Sent by**  
**Households in an Average Month -- by Income**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Income          | Pieces Per Household Per Month          |      |      |                               |      |      |
|-----------------|-----------------------------------------|------|------|-------------------------------|------|------|
|                 | Entry Interview ①<br>(Perceived volume) |      |      | Diary Data<br>(Actual Volume) |      |      |
|                 | 1987                                    | 1999 | 2000 | 1987                          | 1999 | 2000 |
| < \$7K          | 3.9                                     | 3.2  | 4.0  | 1.7                           | 1.0  | 0.6  |
| \$7K - \$9.9K   | 5.2                                     | 2.2  | 4.5  | 3.7                           | 0.8  | 0.5  |
| \$10K - \$14.9K | 5.0                                     | 2.8  | 5.3  | 2.2                           | 0.6  | 1.1  |
| \$15K - \$19.9K | 5.0                                     | 3.0  | 4.8  | 2.5                           | 0.9  | 1.1  |
| \$20K - \$24.9K | 4.2                                     | 2.9  | 5.8  | 4.4                           | 1.4  | 1.0  |
| \$25K - \$29.9K | 5.1                                     | 2.7  | 5.1  | 2.5                           | 1.2  | 1.2  |
| \$30K - \$34.9K | 4.6                                     | 2.8  |      | 2.9                           | 1.0  |      |
| \$35K - \$49.9K | 4.5                                     | 2.9  | 5.4  | 3.1                           | 1.5  | 1.3  |
| \$50K - \$64.9K | 5.8                                     | 3.2  | 5.0  | 3.8                           | 1.8  | 1.5  |
| \$65K - \$79.9K | 5.9                                     | 3.7  | 5.8  | 3.8                           | 2.3  | 1.7  |
| \$80K - \$99.9K | 5.8                                     | 2.9  | 5.3  | 3.6                           | 0.9  | 1.7  |
| \$100K+         | 4.2                                     | 4.0  | 5.6  | 6.0                           | 1.6  | 2.4  |
| Total           | 4.8                                     | 3    | 5.2  | 3.1                           | 1.4  | 1.3  |

① Includes thank you notes.

**Table A2-43**  
**First-Class Mail -- Holiday/Season's Greeting Cards Sent by**  
**Households -- by Age of Head of Household**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Age     | Christmas/Hanukkah/New Year's Cards Per Household (Season) |      |      |
|---------|------------------------------------------------------------|------|------|
|         | 1987                                                       | 1999 | 2000 |
| 18 - 21 | 17.6                                                       | 12.5 | 17.1 |
| 22 - 24 | 19.7                                                       | 15.3 | 15.8 |
| 25 - 34 | 31.9                                                       | 22.7 | 22.1 |
| 35 - 44 | 35.2                                                       | 28.0 | 25.7 |
| 45 - 54 | 42.0                                                       | 29.8 | 26.6 |
| 55 - 64 | 45.4                                                       | 39.4 | 29.0 |
| 65 - 69 | 45.9                                                       | 32.4 | 32.2 |
| 70+     | 44.9                                                       | 34.0 | 32.9 |

**Table A2-44**  
**First-Class Mail -- Holiday/Season's Greeting Cards Sent by**  
**Households -- by Income**  
**(From Entry Interview)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Income          | Christmas/Hanukkah/New Year's Cards Per Household (Season) |      |      |
|-----------------|------------------------------------------------------------|------|------|
|                 | 1987                                                       | 1999 | 2000 |
| < \$7K          | 20.6                                                       | 15.0 | 18.5 |
| \$7K - \$9.9K   | 26.7                                                       | 18.9 | 17.5 |
| \$10K - \$14.9K | 31.6                                                       | 19.5 | 22.4 |
| \$15K - \$19.9K | 32.4                                                       | 24.3 | 23.6 |
| \$20K - \$24.9K | 32.5                                                       | 25.4 | 24.9 |
| \$25K - \$29.9K | 37.7                                                       | 26.5 | 24.3 |
| \$30K - \$34.9K | 38.9                                                       | 25.0 |      |
| \$35K - \$49.9K | 44.6                                                       | 26.9 | 26.4 |
| \$50K - \$64.9K | 50.7                                                       | 36.9 | 29.0 |
| \$65K - \$79.9K | 61.4                                                       | 37.6 | 31.8 |
| \$80K - \$99.9K |                                                            |      | 33.6 |
| \$100K or More  |                                                            |      | 33.8 |
| Total           | 38.1                                                       | 29.8 | 26.7 |

**Table A2-45**  
**First-Class Mail -- Timing of Bill Payment**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Timing                         | 1987  | 1999  | 2000  |
|--------------------------------|-------|-------|-------|
| Within a day or two of arrival | 16.5  | 9.2   | 15.4  |
| Weekly                         | 6.5   | 7.2   | 8.7   |
| Every two weeks                | 15.4  | 16.9  | 15.0  |
| Once a month                   | 34.4  | 39.6  | 31.2  |
| As they become due             | 26.0  | 25.8  | 26.0  |
| Some other time                | 0.6   | 0.7   | 3.0   |
| Don't know/Don't answer        | 0.4   | 0.6   | 0.8   |
| Total                          | 100.0 | 100.0 | 100.0 |

**Table A2-46**  
**First-Class Mail -- Timing of Bill Payment -- by Age of**  
**Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

[illegible][illegible]



**Table A2-48**  
**First-Class Mail -- Timing of Bill Payment -- by Household Income**  
**(Percent of Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Timing                         | <Under \$7K |       |       | \$7K - \$9.9K |       |       | \$10K - \$14.9 |       |       | \$15K - \$19.9K |       |       |
|--------------------------------|-------------|-------|-------|---------------|-------|-------|----------------|-------|-------|-----------------|-------|-------|
|                                | 1987        | 1999  | 2000  | 1987          | 1999  | 2000  | 1987           | 1999  | 2000  | 1987            | 1999  | 2000  |
| Within a day or two of arrival | 17.8        | 7.4   | 15.7  | 27.0          | 10.3  | 19.1  | 21.4           | 8.6   | 15.8  | 20.7            | 10.5  | 14.7  |
| Weekly                         | 2.7         | 0.3   | 2.2   | 3.9           | 0.6   | 4.5   | 2.9            | 2.5   | 6.8   | 6.5             | 4.9   | 5.9   |
| Every two weeks                | 6.0         | 1.4   | 3.9   | 7.4           | 10.9  | 4.9   | 9.6            | 10.2  | 7.7   | 15.2            | 12.4  | 9.6   |
| Once a month                   | 54.8        | 70.7  | 51.5  | 41.7          | 65.5  | 47.2  | 41.9           | 52.6  | 43.6  | 32.8            | 45.1  | 33.7  |
| As they become due             | 17.0        | 18.6  | 23.2  | 17.9          | 11.6  | 24.3  | 23.5           | 24.2  | 23.7  | 24.3            | 26.8  | 32.9  |
| Some other time                | 0.4         | 1.4   | 3.4   | 0.5           | 0.1   | 0.0   | 0.4            | 1.1   | 2.4   | 0.3             | 0.1   | 2.1   |
| Don't know/Don't answer        | 0.3         | 0.0   | 0.0   | 1.6           | 1.0   | 0.0   | 0.3            | 0.9   | 0.0   | 0.3             | 0.3   | 1.3   |
| Total                          | 100.0       | 100.0 | 100.0 | 100.0         | 100.0 | 100.0 | 100.0          | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 |

| Timing                         | \$20K - \$24.9K |       |       | \$25K - \$29.9K |       |       | \$30K - \$34.9K |       |       | \$35K - \$49.9K |       |       |
|--------------------------------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|
|                                | 1987            | 1999  | 2000  | 1987            | 1999  | 2000  | 1987            | 1999  | 2000  | 1987            | 1999  | 2000  |
| Within a day or two of arrival | 13.6            | 11.7  | 18.6  | 10.5            | 10.9  | 14.3  | 15.1            | 9.8   | 14.3  | 13.0            | 6.9   | 14.5  |
| Weekly                         | 5.7             | 4.9   | 9.2   | 6.7             | 4.6   | 8.2   | 6.3             | 11.3  | 8.2   | 10.0            | 8.9   | 11.5  |
| Every two weeks                | 13.1            | 11.1  | 10.3  | 21.1            | 16.5  | 17.0  | 18.1            | 18.3  | 17.0  | 24.7            | 20.9  | 17.8  |
| Once a month                   | 31.3            | 41.4  | 35.4  | 31.1            | 40.2  | 31.2  | 32.5            | 33.8  | 31.2  | 25.3            | 34.8  | 27.8  |
| As they become due             | 35.0            | 29.5  | 23.4  | 29.6            | 26.8  | 25.7  | 27.7            | 26.0  | 25.7  | 26.8            | 27.4  | 26.3  |
| Some other time                | 1.2             | 1.4   | 2.9   | 1.1             | 1.0   | 3.2   | 0.1             | 0.2   | 3.2   | 0.1             | 0.5   | 1.9   |
| Don't know/Don't answer        | 0.1             | 0.0   | 0.2   | 0.0             | 0.0   | 0.4   | 0.2             | 0.6   | 0.4   | 0.1             | 0.6   | 0.2   |
| Total                          | 100.0           | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 |

| Timing                         | \$50K - \$64.9K |       |       | \$65K - \$79.9K |       |       | \$80K - \$99.9K |       |       | \$100K+ |       |       |
|--------------------------------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|---------|-------|-------|
|                                | 1987            | 1999  | 2000  | 1987            | 1999  | 2000  | 1987            | 1999  | 2000  | 1987    | 1999  | 2000  |
| Within a day or two of arrival | 12.6            | 8.1   | 14.1  | 14.3            | 6.2   | 14.2  | 7.7             | 8.5   | 8.6   | 13.5    | 10.5  | 12.7  |
| Weekly                         | 12.9            | 8.9   | 11.9  | 7.5             | 11.1  | 12.5  | 15.9            | 11.4  | 13.5  | 3.3     | 7.7   | 11.6  |
| Every two weeks                | 19.6            | 28.5  | 20.1  | 24.7            | 19.5  | 21.9  | 30.3            | 21.5  | 22.5  | 18.9    | 20.4  | 22.9  |
| Once a month                   | 26.1            | 31.4  | 24.7  | 20.1            | 35.8  | 22.5  | 25.5            | 33.4  | 23.6  | 32.6    | 30.7  | 24.0  |
| As they become due             | 28.2            | 22.3  | 24.5  | 29.4            | 27.1  | 25.6  | 20.5            | 23.5  | 29.0  | 29.9    | 29.2  | 24.3  |
| Some other time                | 0.4             | 0.6   | 3.8   | 3.9             | 0.2   | 3.4   | 0.0             | 1.7   | 2.2   | 1.9     | 1.2   | 3.5   |
| Don't know/Don't answer        | 0.1             | 0.1   | 0.8   | 0.0             | 0.0   | 0.0   | 0.0             | 0.0   | 0.6   | 0.0     | 0.3   | 0.8   |
| Total                          | 100.0           | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 | 100.0   | 100.0 | 100.0 |

Note: 2000 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

**Table A2-49**  
**First-Class Mail -- Use of Automatic Deductions**  
**(Percent of Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Deductions           | 1987  | 1999  | 2000  |
|----------------------|-------|-------|-------|
| 0                    | 78.1  | 80.7  | 68.5  |
| 1                    | 13.1  | 7.8   | 12.8  |
| 2                    | 4.4   | 5.5   | 8.1   |
| 3                    | 1.6   | 2.5   | 4.0   |
| >3                   | 1.3   | 3.4   | 6.3   |
| Don't know/No answer | 0.5   | 0.1   | 0.3   |
| Total                | 100.0 | 100.0 | 100.0 |

NOTE: 1998 and 1999 figures reflect the responses to, "About how many of your monthly bills are paid by automatic deduction from a bank account?" 1987 figures reflect the response to, "How many payments each month are automatically deducted on a prearranged basis from savings or checking accounts?"

**Table A2-50**  
**First-Class Mail -- Use of Automatic Deductions -- by Income**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Number of Monthly Deductions | < Under \$7K |       |       | \$7K - \$9.9K |       |       | \$10K - \$14.9 |       |       | \$15K - \$19.9K |       |       |
|------------------------------|--------------|-------|-------|---------------|-------|-------|----------------|-------|-------|-----------------|-------|-------|
|                              | 1987         | 1999  | 2000  | 1987          | 1999  | 2000  | 1987           | 1999  | 2000  | 1987            | 1999  | 2000  |
| 0                            | 89.1         | 93.4  | 90.6  | 87.0          | 92.2  | 88.7  | 87.3           | 89.3  | 77.3  | 84.3            | 84.3  | 77.0  |
| 1                            | 6.4          | 1.6   | 5.8   | 7.5           | 4.2   | 6.1   | 7.9            | 4.2   | 12.5  | 9.5             | 2.0   | 11.2  |
| 2                            | 1.6          | 2.9   | 1.0   | 2.3           | 0.6   | 2.3   | 2.2            | 3.3   | 4.7   | 1.3             | 4.1   | 4.0   |
| 3                            | 0.3          | 1.4   | 0.3   | 1.3           | 0.0   | 1.3   | 0.8            | 2.5   | 1.4   | 1.1             | 6.0   | 4.0   |
| 4 +                          | 0.7          | 0.7   | 2.2   | 0.9           | 2.8   | 1.6   | 0.6            | 0.8   | 3.9   | 1.0             | 3.4   | 3.8   |
| Don't know/No answer         | 1.9          | 0.0   | 0.0   | 1.0           | 0.2   | 0.0   | 1.2            | 0.0   | 0.3   | 2.8             | 0.2   | 0.0   |
| Total                        | 100.0        | 100.0 | 100.0 | 100.0         | 100.0 | 100.0 | 100.0          | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 |
| Mean                         | 0.1          | 0.2   | 0.2   | 0.2           | 0.2   | 0.2   | 0.2            | 0.2   | 0.5   | 0.2             | 0.5   | 0.6   |

| Number of Monthly Deductions | \$20K - \$24.9K |       |       | \$25K - \$29.9K |       |       | \$30K - \$34.9K |       |       | \$35K - \$49.9K |       |       |
|------------------------------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|
|                              | 1987            | 1999  | 2000  | 1987            | 1999  | 2000  | 1987            | 1999  | 2000  | 1987            | 1999  | 2000  |
| 0                            | 78.3            | 86.8  | 70.9  | 71.1            | 87.0  | 70.3  | 75.8            | 83.5  | 70.3  | 66.1            | 80.5  | 61.7  |
| 1                            | 15.8            | 3.7   | 13.5  | 16.8            | 5.6   | 14.4  | 14.8            | 7.5   | 14.4  | 20.0            | 9.6   | 17.1  |
| 2                            | 2.4             | 2.4   | 6.8   | 8.0             | 4.2   | 8.1   | 6.0             | 4.2   | 8.1   | 8.6             | 5.1   | 9.5   |
| 3                            | 1.0             | 2.5   | 3.1   | 1.1             | 0.8   | 3.0   | 1.4             | 2.0   | 3.0   | 2.6             | 2.5   | 4.5   |
| 4 +                          | 1.1             | 4.6   | 5.8   | 1.1             | 2.4   | 3.8   | 1.6             | 2.8   | 3.8   | 2.2             | 2.3   | 7.1   |
| Don't know/No answer         | 1.4             | 0.0   | 0.0   | 1.9             | 0.0   | 0.5   | 0.4             | 0.0   | 0.5   | 0.5             | 0.0   | 0.2   |
| Total                        | 100.0           | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 |
| Mean                         | 0.3             | 0.4   | 0.7   | 0.3             | 0.3   | 0.6   | 0.4             | 0.4   | 0.6   | 0.6             | 0.4   | 0.9   |

| Number of Monthly Deductions | \$50K - \$64.9K |       |       | \$65K - \$79.9K |       |       | \$80K - \$99.9K |       |       | \$100K+ |       |       |
|------------------------------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|---------|-------|-------|
|                              | 1987            | 1999  | 2000  | 1987            | 1999  | 2000  | 1987            | 1999  | 2000  | 1987    | 1999  | 2000  |
| 0                            | 68.5            | 75.6  | 59.8  | 68.7            | 70.2  | 55.4  | 76.3            | 71.7  | 56.4  | 68.2    | 65.1  | 52.5  |
| 1                            | 18.6            | 10.3  | 16.2  | 18.6            | 11.5  | 16.0  | 17.6            | 11.5  | 12.2  | 18.2    | 12.6  | 12.7  |
| 2                            | 5.7             | 7.3   | 12.9  | 8.8             | 11.2  | 13.1  | 2.2             | 7.9   | 12.9  | 5.7     | 6.1   | 11.9  |
| 3                            | 4.0             | 1.7   | 4.9   | 2.4             | 2.9   | 5.5   | 3.4             | 4.9   | 5.8   | 2.8     | 4.4   | 8.2   |
| 4 +                          | 1.9             | 5.0   | 6.1   | 1.1             | 4.0   | 9.4   | 0.5             | 3.9   | 12.2  | 3.7     | 10.3  | 14.3  |
| Don't know/No answer         | 1.3             | 0.1   | 0.1   | 0.4             | 0.2   | 0.6   | 0.0             | 0.0   | 0.6   | 1.4     | 1.6   | 0.4   |
| Total                        | 100.0           | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 | 100.0   | 100.0 | 100.0 |
| Mean                         | 0.5             | 0.6   | 0.9   | 0.5             | 0.6   | 1.2   | 0.3             | 0.7   | 1.3   | 0.5     | 1.1   | 1.6   |

① NOTE: 1999 figures reflect the response to "About how many of your monthly bills are paid by automatic deduction from a bank account?" 1987 figures reflect the response to "How many payments each month are automatically deducted on a prearranged basis from savings or checking accounts?"

Note: 2000 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9

**Table A2-51**  
**First-Class Mail -- Use of Automatic Deductions -- by Age**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Number of Monthly Deductions | 18 - 21 |       |       | 22 - 24 |       |       | 25 - 34 |       |       | 35 - 44 |       |       |
|------------------------------|---------|-------|-------|---------|-------|-------|---------|-------|-------|---------|-------|-------|
|                              | 1987    | 1999  | 2000  | 1987    | 1999  | 2000  | 1987    | 1999  | 2000  | 1987    | 1999  | 2000  |
| 0                            | 89.3    | 92.9  | 75.9  | 92.0    | 94.0  | 78.4  | 75.3    | 84.2  | 67.9  | 73.5    | 80.5  | 65.3  |
| 1                            | 7.7     | 3.6   | 10.6  | 5.1     | 4.9   | 11.2  | 15.5    | 7.7   | 15.5  | 16.0    | 7.7   | 15.3  |
| 2                            | 2.1     | 0.0   | 6.9   | 1.2     | 0.2   | 7.0   | 5.8     | 5.2   | 8.4   | 5.4     | 6.2   | 8.9   |
| 3                            | 0.0     | 3.5   | 2.9   | 0.2     | 0.2   | 1.6   | 1.5     | 1.4   | 3.7   | 1.9     | 2.1   | 4.1   |
| 4 +                          | 0.5     | 0.0   | 3.7   | 0.2     | 0.8   | 1.8   | 1.1     | 1.5   | 4.1   | 1.4     | 3.1   | 6.2   |
| Don't know/No answer         | 0.4     | 0.0   | 0.0   | 1.3     | 0.0   | 0.0   | 0.8     | 0.0   | 0.4   | 1.8     | 0.4   | 0.3   |
| Total                        | 100.0   | 100.0 | 100.0 | 100.0   | 100.0 | 100.0 | 100.0   | 100.0 | 100.0 | 100.0   | 100.0 | 100.0 |
| Mean                         | 0.2     | 0.1   | 0.6   | 0.1     | 0.1   | 0.4   | 0.4     | 0.3   | 0.7   | 0.4     | 0.4   | 0.9   |

| Number of Monthly Deductions | 45 - 54 |       |       | 55 - 64 |       |       | 65 - 69 |       |       | 70+   |       |       |
|------------------------------|---------|-------|-------|---------|-------|-------|---------|-------|-------|-------|-------|-------|
|                              | 1987    | 1999  | 2000  | 1987    | 1999  | 2000  | 1987    | 1999  | 2000  | 1987  | 1999  | 2000  |
| 0                            | 70.9    | 76.8  | 65.1  | 79.7    | 79.9  | 69.7  | 81.6    | 84.0  | 70.5  | 88.1  | 76.7  | 69.6  |
| 1                            | 18.5    | 9.6   | 13.8  | 11.2    | 8.1   | 11.2  | 10.7    | 4.1   | 9.9   | 5.7   | 8.5   | 9.4   |
| 2                            | 4.1     | 5.4   | 9.0   | 5.1     | 8.0   | 7.4   | 2.7     | 4.2   | 8.8   | 2.7   | 4.4   | 7.4   |
| 3                            | 2.8     | 3.8   | 4.9   | 0.8     | 1.2   | 4.1   | 2.0     | 2.8   | 2.7   | 1.6   | 4.3   | 4.8   |
| 4 +                          | 1.0     | 4.3   | 7.0   | 1.6     | 2.8   | 7.2   | 2.1     | 4.8   | 7.9   | 1.1   | 5.9   | 8.4   |
| Don't know/No answer         | 2.7     | 0.0   | 0.3   | 1.6     | 0.0   | 0.3   | 0.9     | 0.1   | 0.2   | 0.8   | 0.1   | 0.4   |
| Total                        | 100.0   | 100.0 | 100.0 | 100.0   | 100.0 | 100.0 | 100.0   | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Mean                         | 0.4     | 0.6   | 0.9   | 0.3     | 0.4   | 0.8   | 0.4     | 0.5   | 0.8   | 0.2   | 0.6   | 0.9   |

① NOTE: 1999 figures reflect the response to "About how many of your monthly bills are paid by automatic deduction from a bank account?" 1987 figures reflect the response to "How many payments each month are automatically deducted on a prearranged basis from savings or checking accounts?"



## Appendix A3: Standard Mail (A)

**Table A3-1**  
**Standard Mail (A) Content of Mailpiece**  
**(Percentage of Standard Mail (A) Received by Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Content                      | 1987  | 1999  | 2000  |
|------------------------------|-------|-------|-------|
| Advertisement                | 80.9  | 88.6  | 90.8  |
| Fund request                 | 1.2   | 1.0   | 1.0   |
| Newsletter/information/other | 10.9  | 7.6   | 6.9   |
| Don't know/No answer         | 7.0   | 2.8   | 1.3   |
| Total                        | 100.0 | 100.0 | 100.0 |

**Table A3-2**  
**Standard Mail (A) by Major Industry by Quarter**  
**(Mean Pieces Per Household Per Week)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Industry                                    | Quarter 1 |      |      | Quarter 2 |      |      | Quarter 3 |      |      | Quarter 4 |      |      |
|---------------------------------------------|-----------|------|------|-----------|------|------|-----------|------|------|-----------|------|------|
|                                             | 1987      | 1999 | 2000 | 1987      | 1999 | 2000 | 1987      | 1999 | 2000 | 1987      | 1999 | 2000 |
| Credit Card                                 | 0.2       | 0.5  | 0.5  | 0.2       | 0.5  | 0.4  | 0.3       | 0.7  | 0.9  | 0.2       | 0.6  | 0.9  |
| Bank                                        | 0.2       | 0.3  | 0.2  | 0.1       | 0.2  | 0.2  | 0.3       | 0.3  | 0.5  | 0.2       | 0.3  | 0.4  |
| Total Financial                             | 0.9       | 1.5  | 1.2  | 0.8       | 1.2  | 1.2  | 1.2       | 1.8  | 2.6  | 0.8       | 1.4  | 2.3  |
| Supermarkets                                | 0.3       | 0.1  | 0.1  | 0.3       | 0.1  | 0.1  | 0.2       | 0.1  | 0.4  | 0.2       | 0.1  | 2.1  |
| Department store                            | 1.4       | 0.9  | 0.9  | 0.8       | 0.6  | 0.6  | 1.3       | 0.9  | 1.1  | 1.1       | 0.7  | 1.2  |
| Mail order company                          | 1.1       | 2.1  | 1.6  | 1.4       | 1.5  | 1.4  | 1.3       | 1.9  | 2.6  | 1.3       | 1.7  | 2.6  |
| Specialty store                             | 0.8       | 0.8  | 0.5  | 0.7       | 0.6  | 0.4  | 0.8       | 0.6  | 1.0  | 0.7       | 0.5  | 0.9  |
| Publisher                                   | 0.9       | 1.0  | 0.6  | 1.4       | 1.0  | 0.6  | 0.9       | 0.8  | 1.1  | 1.2       | 1.0  | 1.3  |
| Total Merchants                             | 4.9       | 5.1  | 4.0  | 4.8       | 3.9  | 3.3  | 5.0       | 4.5  | 6.5  | 4.8       | 4.1  | 6.4  |
| Total Services                              | 0.5       | 1.0  | 1.1  | 0.4       | 0.9  | 0.9  | 0.7       | 1.0  | 1.7  | 0.5       | 0.9  | 1.5  |
| Total Social/Charitable/Political/Nonprofit | 0.5       | 0.4  | 2.1  | 0.2       | 0.2  | 1.6  | 0.2       | 0.2  | 3.5  | 0.2       | 0.2  | 3.0  |
| Detached label                              | 0.6       | 0.6  | 0.2  | 0.5       | 0.5  | 0.2  | 0.7       | 0.7  | 0.5  | 0.6       | 0.6  | 0.4  |
| Not from one organization                   | 0.6       | 0.4  | 2.6  | 0.4       | 0.3  | 1.8  | 0.4       | 0.4  | 3.0  | 0.4       | 0.3  | 2.7  |
| Total Pieces Per Household Per Week         | 8.2       | 9.5  | 11.1 | 7.3       | 7.2  | 8.9  | 8.4       | 9.0  | 17.9 | 7.4       | 7.6  | 16.4 |

**Table A3-3**  
**Standard Mail (A) Addressee**  
**(Percentage of Total Standard Mail (A))**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Addressee                          | Percent of Total Standard Mail (A) |      |      | Pieces Per Household Per Week |      |       |
|------------------------------------|------------------------------------|------|------|-------------------------------|------|-------|
|                                    | 1987                               | 1999 | 2000 | 1987                          | 1999 | 2000  |
| Addressed to specific person       | 50.1                               | 47.3 | 55.8 | 5.29                          | 6.28 | 9.20  |
| Addressed to occupant              | 22.7                               | 14.4 | 10.5 | 2.39                          | 1.91 | 1.73  |
| Don't know/No answer               | 0.9                                | 0.9  | 7.2  | 0.11                          | 0.12 | 1.19  |
| Total Pieces Received by Household | 73.7                               | 62.6 | 73.5 | 7.78                          | 8.31 | 12.12 |

**Table A3-4**  
**Standard Mail (A) Addressee by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Industry                                      | Addressed to<br>Specific Household<br>Members |      |      | Addressed To<br>Occupant/ Resident |      |      | Total |       |       |
|-----------------------------------------------|-----------------------------------------------|------|------|------------------------------------|------|------|-------|-------|-------|
|                                               | 1987                                          | 1999 | 2000 | 1987                               | 1999 | 2000 | 1987  | 1999  | 2000  |
| <b>Financial:</b>                             |                                               |      |      |                                    |      |      |       |       |       |
| Credit card                                   | 97.1                                          | 95.9 | 95.8 | 2.0                                | 1.4  | 2.5  | 100.0 | 100.0 | 100.0 |
| Bank                                          | 89.8                                          | 91.4 | 92.4 | 8.7                                | 6.0  | 6.2  | 100.0 | 100.0 | 100.0 |
| Securities broker                             | 96.8                                          | 97.6 | 95.6 | 2.9                                | 1.1  | 3.6  | 100.0 | 100.0 | 100.0 |
| Money Market ①                                | 93.7                                          | 98.2 | 93.2 | 0.0                                | 1.8  | 3.4  | 100.0 | 100.0 | 100.0 |
| Insurance Company                             | 93.2                                          | 89.6 | 93.2 | 5.5                                | 8.5  | 5.2  | 100.0 | 100.0 | 100.0 |
| Real Estate/Mortgage                          | 72.8                                          | 80.6 | 81.7 | 26.7                               | 17.6 | 17.9 | 100.0 | 100.0 | 100.0 |
| Total Financial                               | 92.1                                          | 92.1 | 92.0 | 6.8                                | 5.7  | 6.5  | 100.0 | 100.0 | 100.0 |
| <b>Merchants:</b>                             |                                               |      |      |                                    |      |      |       |       |       |
| Supermarkets                                  | 11.1                                          | 26.6 | 22.2 | 87.7                               | 73.3 | 77.2 | 100.0 | 100.0 | 100.0 |
| Department store                              | 68.3                                          | 73.3 | 76.2 | 30.9                               | 26.0 | 22.6 | 100.0 | 100.0 | 100.0 |
| Mail order company                            | 95.8                                          | 96.5 | 97.4 | 3.3                                | 2.7  | 1.9  | 100.0 | 100.0 | 100.0 |
| Specialty store                               | 56.4                                          | 62.8 | 72.8 | 43.0                               | 36.6 | 26.0 | 100.0 | 100.0 | 100.0 |
| Publisher                                     | 72.0                                          | 75.8 | 89.5 | 25.8                               | 22.2 | 7.4  | 100.0 | 100.0 | 100.0 |
| Land promotion company ①                      | 92.0                                          | 96.4 | 84.6 | 8.0                                | 3.6  | 14.2 | 100.0 | 100.0 | 100.0 |
| Restaurant                                    | 21.3                                          | 23.1 | N/A  | 77.6                               | 74.5 | N/A  | 100.0 | 100.0 | 100.0 |
| Consumer packaged goods                       | 86.1                                          | 92.3 | N/A  | 13.5                               | 6.9  | N/A  | 100.0 | 100.0 | 100.0 |
| Auto dealers                                  | 88.7                                          | 94.9 | N/A  | 8.6                                | 4.2  | N/A  | 100.0 | 100.0 | 100.0 |
| Service stations ①                            | 56.4                                          | 87.5 | N/A  | 43.6                               | 12.5 | N/A  | 100.0 | 100.0 | 100.0 |
| Mall ①                                        | 19.3                                          | 34.4 | N/A  | 80.7                               | 65.6 | N/A  | 100.0 | 100.0 | 100.0 |
| Other merchants                               | 19.4                                          | 78.1 | N/A  | 83.3                               | 21.9 | N/A  | 100.0 | 100.0 | 100.0 |
| Total Merchants                               | 72.1                                          | 80.4 | 73.8 | 26.7                               | 18.6 | 24.9 | 100.0 | 100.0 | 100.0 |
| <b>Services:</b>                              |                                               |      |      |                                    |      |      |       |       |       |
| Telephone                                     | 94.6                                          | 70.7 | 84.0 | 4.7                                | 28.4 | 14.2 | 100.0 | 100.0 | 100.0 |
| Other Utilities ①                             | 90.4                                          | 94.7 | 93.6 | 2.4                                | 4.5  | 15.1 | 100.0 | 100.0 | 100.0 |
| Medical                                       | 77.2                                          | 81.5 | 82.7 | 22.7                               | 17.1 | 16.8 | 100.0 | 100.0 | 100.0 |
| Other professional ①                          | 91.0                                          | 92.7 | 88.5 | 6.5                                | 6.5  | 10.6 | 100.0 | 100.0 | 100.0 |
| Leisure service                               | 85.2                                          | 86.1 | 91.7 | 14.5                               | 13.2 | 7.3  | 100.0 | 100.0 | 100.0 |
| Cable TV                                      | 80.1                                          | 64.9 | 58.7 | 19.9                               | 35.1 | 41.0 | 100.0 | 100.0 | 100.0 |
| Computer                                      | 98.3                                          | 87.2 | 85.7 | 1.1                                | 10.9 | 13.8 | 100.0 | 100.0 | 100.0 |
| Craftsman ①                                   | 41.9                                          | 74.1 | N/A  | 57.2                               | 24.5 | N/A  | 100.0 | 100.0 | 100.0 |
| Total Services                                | 81.5                                          | 80.1 | 83.6 | 17.5                               | 18.8 | 17.0 | 100.0 | 100.0 | 100.0 |
| Nonfeder. Government                          | 73.3                                          | 80.2 | 74.6 | 26.3                               | 18.8 | 25.3 | 100.0 | 100.0 | 100.0 |
| <b>Social/Charitable/Political/Nonprofit:</b> |                                               |      |      |                                    |      |      |       |       |       |
| Union or professional Organization ①          | 89.6                                          | 96.8 | 95.1 | 10.4                               | 3.0  | 2.6  | 100.0 | 100.0 | 100.0 |
| Church                                        | 79.4                                          | 80.8 | 89.6 | 15.9                               | 19.2 | 8.2  | 100.0 | 100.0 | 100.0 |
| Educational                                   | 87.9                                          | 84.8 | 87.8 | 11.4                               | 15.1 | 11.0 | 100.0 | 100.0 | 100.0 |
| Charities ①                                   | 98.1                                          | 94.4 | 95.9 | 1.9                                | 5.1  | 1.7  | 100.0 | 100.0 | 100.0 |
| Political Campaign                            | 87.3                                          | 92.0 | 91.8 | 12.1                               | 8.0  | 7.7  | 100.0 | 100.0 | 100.0 |
| AARP ①                                        | 100.0                                         | 95.0 | N/A  | 0.0                                | 5.0  | N/A  | 100.0 | 100.0 | N/A   |
| Total Social/Charitable/Political/Nonprofit   | 88.3                                          | 88.2 | 92.0 | 10.7                               | 11.6 | 6.2  | 100.0 | 100.0 | 100.0 |

① Fluctuations may be due to small sample size.

**Table A3-5**  
**Standard Mail (A) by Shape**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Shape                               | Percentage of<br>Total Standard Mail (A) |      |      | Pieces Per<br>Household Per Week |      |       |
|-------------------------------------|------------------------------------------|------|------|----------------------------------|------|-------|
|                                     | 1987                                     | 1999 | 2000 | 1987                             | 1999 | 2000  |
| Letter Size Envelope                | 17.3                                     | 17.0 | 19.0 | 1.83                             | 1.91 | 3.13  |
| Larger Envelope                     | 12.0                                     | 11.1 | 10.5 | 1.26                             | 1.43 | 1.74  |
| Total Envelope                      | 29.3                                     | 28.1 | 29.5 | 3.09                             | 3.34 | 4.87  |
| Detached Label Card                 | 5.8                                      | 4.6  | 1.7  | 0.61                             | 0.58 | 0.28  |
| Postcard                            | 1.8                                      | 3.2  | 4.2  | 0.2                              | 0.41 | 0.69  |
| Catalog (not in envelope)           | 14.2                                     | 13.1 | 12.7 | 1.5                              | 1.53 | 2.09  |
| Flyers/Circulars                    | 20.1                                     | 14.8 | 12.1 | 2.12                             | 1.87 | 1.99  |
| Magazines/Newsletters               | 1.7                                      | 3.4  | 4.7  | 0.18                             | 0.45 | 0.77  |
| Other/Don't Know/No answer          | 1.0                                      | 1.1  | 7.5  | 0.1                              | 0.15 | 1.24  |
| Total Pieces Received by Households | 73.8                                     | 68.3 | 73.5 | 7.78                             | 8.31 | 12.12 |

**Table A3-6a**  
**Standard Mail (A) Industry by Shape**  
**(Percentage of Pieces Received by Households)**  
**Postal Fiscal Years 1987, 1999, 2000**

| Industry                                      | Letter Size Envelope |      |      | Larger Than Letter Envelope |      |      | Postcard |      |      | Catalog (not in envelope) |      |      |
|-----------------------------------------------|----------------------|------|------|-----------------------------|------|------|----------|------|------|---------------------------|------|------|
|                                               | 1987                 | 1999 | 2000 | 1987                        | 1999 | 2000 | 1987     | 1999 | 2000 | 1987                      | 1999 | 2000 |
| <b>Financial:</b>                             |                      |      |      |                             |      |      |          |      |      |                           |      |      |
| Credit card                                   | 59.5                 | 62.3 | 67.7 | 28.1                        | 32.1 | 22.6 | 0.4      | 1.2  | 2.9  | 3.1                       | 0.2  | 1.3  |
| Bank                                          | 65.0                 | 67.1 | 59.8 | 14.6                        | 13.1 | 14.1 | 3.4      | 4.3  | 6.8  | 1.8                       | 0.5  | 0.3  |
| Securities broker                             | 56.3                 | 37.8 | 25.7 | 18.7                        | 28.0 | 39.9 | 0.5      | 0.6  | 1.8  | 5.2                       | 1.8  | 6.0  |
| Money Market ①                                | 66.1                 | 30.6 | 27.5 | 8.3                         | 24.4 | 36.3 | 0.7      | 5.3  | 0.4  | 8.5                       | 6.5  | 7.3  |
| Insurance Company                             | 66.8                 | 50.0 | 55.6 | 19.9                        | 30.7 | 23.1 | 0.7      | 2.4  | 2.1  | 1.4                       | 0.5  | 1.3  |
| Real Estate/Mortgage                          | 32.1                 | 50.8 | 40.8 | 7.3                         | 7.7  | 7.2  | 10.7     | 22.4 | 25.0 | 3.2                       | 0.3  | 1.2  |
| Total Financial                               | 60.1                 | 56.8 | 56.5 | 19.4                        | 25.5 | 22.2 | 2.0      | 4.1  | 4.5  | 2.6                       | 0.6  | 1.8  |
| <b>Merchants:</b>                             |                      |      |      |                             |      |      |          |      |      |                           |      |      |
| Supermarkets                                  | 4.0                  | 4.0  | 5.1  | 2.7                         | 3.4  | 6.0  | 0.7      | 2.6  | 3.3  | 5.2                       | 3.1  | 10.0 |
| Department store                              | 8.8                  | 7.5  | 6.8  | 3.6                         | 4.5  | 4.9  | 3.3      | 9.1  | 12.1 | 40.8                      | 20.4 | 35.7 |
| Mail order company                            | 20.8                 | 9.8  | 8.0  | 22.0                        | 16.2 | 12.6 | 0.8      | 0.9  | 1.2  | 48.5                      | 63.3 | 65.6 |
| Specialty store                               | 10.5                 | 7.6  | 9.3  | 6.5                         | 5.6  | 5.5  | 5.1      | 10.2 | 10.1 | 26.8                      | 15.1 | 34.2 |
| Publisher                                     | 26.5                 | 26.6 | 35.3 | 34.1                        | 32.5 | 28.4 | 1.2      | 1.4  | 2.2  | 4.4                       | 5.0  | 6.7  |
| Land promotion ①                              | 78.1                 | 20.8 | 42.1 | 4.4                         | 35.3 | 17.7 | 1.3      | 15.5 | 20.6 | 3.4                       | 2.0  | 2.7  |
| Restaurant                                    | 4.5                  | 6.5  | N/A  | 1.6                         | 2.3  | N/A  | 21.8     | 32   | N/A  | 2.1                       | 2.0  | N/A  |
| Consumer packaged goods                       | 35.1                 | 16.3 | N/A  | 16.1                        | 28.3 | N/A  | 2.2      | 5.0  | N/A  | 5.6                       | 3.8  | N/A  |
| Auto dealers                                  | 28.1                 | 25.7 | N/A  | 13.6                        | 9.4  | N/A  | 6.5      | 8.1  | N/A  | 7.1                       | 3.7  | N/A  |
| Service stations ①                            | 14.2                 | 4.4  | N/A  | 0.0                         | 2.0  | N/A  | 5.9      | 28.7 | N/A  | 0.0                       | 0.0  | N/A  |
| Mall ①                                        | 0.7                  | 0.0  | N/A  | 0.0                         | 0.0  | N/A  | 0.9      | 26.7 | N/A  | 21.6                      | 18.3 | N/A  |
| Total Merchants                               | 18.0                 | 12.9 | 13.4 | 16.3                        | 15.9 | 13.1 | 2.5      | 4.4  | 5.4  | 28.1                      | 31.9 | 40.2 |
| <b>Services:</b>                              |                      |      |      |                             |      |      |          |      |      |                           |      |      |
| Telephone                                     | 28.9                 | 46.0 | 45.4 | 42.9                        | 13.3 | 20.2 | 5.2      | 12.1 | 9.8  | 6.2                       | 1.5  | 1.1  |
| Other Utilities ①                             | 33.1                 | 26.9 | 38.1 | 9.5                         | 15.5 | 16.3 | 2.2      | 5.8  | 9.4  | 6.0                       | 2.2  | 0.5  |
| Medical                                       | 27.1                 | 20.5 | 20.6 | 8.1                         | 13.4 | 14.2 | 6.9      | 12.3 | 11.4 | 2.6                       | 4.9  | 5.3  |
| Other professional ①                          | 48.6                 | 49.6 | 38.4 | 14.0                        | 18.3 | 6.8  | 1.8      | 6.2  | 7.2  | 1.9                       | 0.8  | 5.7  |
| Leisure service                               | 41.5                 | 36.4 | 28.6 | 15.9                        | 14.7 | 15.7 | 4.2      | 9.4  | 9.5  | 4.1                       | 5.3  | 9.8  |
| Cable TV                                      | 15.4                 | 14.7 | 15.6 | 14.4                        | 6.3  | 7.0  | 7.8      | 16.9 | 27.1 | 20.6                      | 0.6  | 3.0  |
| Computer                                      | 30.7                 | 20.3 | 20.9 | 27.6                        | 13.5 | 19.4 | 0.0      | 9.4  | 9.6  | 16.2                      | 21.6 | 19.0 |
| Craftsman ①                                   | 13.2                 | 13.0 | N/A  | 9.9                         | 18.1 | N/A  | 5.9      | 18.3 | N/A  | 0.0                       | 0.8  | N/A  |
| Total Services                                | 32.8                 | 32.0 | 29.9 | 17.5                        | 14.3 | 15.0 | 6.0      | 11.1 | 11.9 | 6.1                       | 4.9  | 6.4  |
| <b>Government:</b>                            |                      |      |      |                             |      |      |          |      |      |                           |      |      |
| Nonfederal Government                         | 17.5                 | 13.7 | 20.7 | 9.1                         | 4.8  | 10.7 | 4.0      | 6.2  | 4.4  | 10.0                      | 1.7  | 4.6  |
| <b>Social/Charitable/Political/Nonprofit:</b> |                      |      |      |                             |      |      |          |      |      |                           |      |      |
| Union/professional ①                          | 38.3                 | 38.7 | 36.1 | 17.7                        | 14.1 | 18.0 | 2.2      | 8.4  | 2.4  | 3.4                       | 1.2  | 4.8  |
| Church ①                                      | 36.3                 | 17.7 | 40.6 | 10.1                        | 11.2 | 9.9  | 3.5      | 19.1 | 6.4  | 4.3                       | 7.0  | 1.6  |
| Educational                                   | 40.0                 | 30.8 | 28.5 | 14.2                        | 11.2 | 10.9 | 3.0      | 1.8  | 6.7  | 7.1                       | 5.5  | 8.7  |
| Political Campaign                            | 33.1                 | 14.2 | 31.0 | 2.7                         | 5.6  | 12.1 | 8.4      | 10.5 | 12.8 | 0.4                       | 0.3  | 0.6  |
| AARP ①                                        | 20.9                 | 29.7 | N/A  | 57.2                        | 60.8 | N/A  | 0.0      | 2.5  | N/A  | 8.1                       | 2.2  | N/A  |
| Total Social/Charitable/Political/Nonprofit   | 37.0                 | 26.4 | 43.6 | 12.4                        | 14.3 | 16.8 | 4.5      | 7.0  | 5.9  | 3.3                       | 3.3  | 3.3  |
| Total                                         | 23.5                 | 23.0 | 25.9 | 16.2                        | 17.2 | 14.3 | 2.5      | 4.9  | 5.7  | 19.2                      | 18.4 | 17.3 |

① Fluctuations may be due to small sample size.

**Table A3-6b**  
**Standard Mail (A) Industry by Shape**  
**(Percentage of Pieces Received by Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Industry                                        | Flyers |      |      | Newspapers/<br>Magazines |      |      | Other/<br>Don't Know |      |      | Total |      |      |
|-------------------------------------------------|--------|------|------|--------------------------|------|------|----------------------|------|------|-------|------|------|
|                                                 | 1987   | 1999 | 2000 | 1987                     | 1999 | 2000 | 1987                 | 1999 | 2000 | 1987  | 1999 | 2000 |
| Financial:                                      |        |      |      |                          |      |      |                      |      |      |       |      |      |
| Credit card                                     | 8.1    | 3.8  | 3.9  | 0.0                      | 0.1  | 0.2  | 0.6                  | 0.3  | 1.0  | 100   | 100  | 100  |
| Bank                                            | 14.3   | 11.7 | 14.3 | 0.1                      | 2.7  | 1.8  | 0.7                  | 0.6  | 1.9  | 100   | 100  | 100  |
| Securities broker                               | 16.6   | 12.1 | 11.6 | 1.6                      | 6.9  | 8.1  | 1.1                  | 12.8 | 2.2  | 100   | 100  | 100  |
| Money Market ①                                  | 14.6   | 28.4 | 12.2 | 0.0                      | 4.2  | 9.0  | 1.8                  | 0.6  | N/A  | 100   | 100  | 100  |
| Insurance Company                               | 10.2   | 11.3 | 11.3 | 0.5                      | 4.6  | 4.9  | 0.5                  | 0.5  | 0.8  | 100   | 100  | 100  |
| Real Estate/Mortgage                            | 44.9   | 17.2 | 20.2 | 1.4                      | 1.3  | 1.4  | 0.5                  | 0.3  | 1.5  | 100   | 100  | 100  |
| Total Financial                                 | 14.7   | 9.3  | 9.6  | 0.5                      | 2.5  | 2.8  | 0.8                  | 1.2  | 1.2  | 100   | 100  | 100  |
| Merchants:                                      |        |      |      |                          |      |      |                      |      |      |       |      |      |
| Supermarkets                                    | 85.7   | 81.2 | 62.0 | 0.8                      | 4.2  | 12.1 | 0.7                  | 1.5  | 0.6  | 100   | 100  | 100  |
| Department store                                | 42.5   | 54.1 | 32.8 | 0.3                      | 2.6  | 4.1  | 0.6                  | 1.8  | 0.9  | 100   | 100  | 100  |
| Mail order company                              | 7.0    | 5.6  | 5.1  | 0.2                      | 1.7  | 2.9  | 0.8                  | 2.5  | 0.9  | 100   | 100  | 100  |
| Specialty store                                 | 49.8   | 56.7 | 32.8 | 0.3                      | 3.8  | 4.6  | 0.7                  | 1.0  | 1.1  | 100   | 100  | 100  |
| Publisher                                       | 20.4   | 11.8 | 8.9  | 12.1                     | 20.7 | 14.2 | 1.2                  | 2.0  | 1.7  | 100   | 100  | 100  |
| Land promotion ①                                | 12.7   | 15.9 | 11.2 | 0.0                      | 9.2  | 1.4  | 0.0                  | 1.3  | 1.7  | 100   | 100  | 100  |
| Restaurant                                      | 70.0   | 55.3 | N/A  | 0.0                      | 1.1  | N/A  | 0.0                  | 0.8  | N/A  | 100   | 100  | N/A  |
| Consumer packaged goods                         | 38.0   | 37.2 | N/A  | 1.8                      | 7.3  | N/A  | 1.2                  | 2.1  | N/A  | 100   | 100  | N/A  |
| Auto dealers                                    | 42.7   | 48.6 | N/A  | 1.8                      | 3.5  | N/A  | 0.2                  | 1.0  | N/A  | 100   | 100  | N/A  |
| Service stations ①                              | 79.9   | 64.9 | N/A  | 0.0                      | 0.0  | N/A  | 0.0                  | 0.0  | N/A  | 100   | 100  | N/A  |
| Mall ①                                          | 75.9   | 55   | N/A  | 1.0                      | 0.0  | N/A  | 0.0                  | 0.0  | N/A  | 100   | 100  | N/A  |
| Total Merchants                                 | 31.3   | 26.6 | 18.0 | 2.9                      | 6.3  | 5.6  | 0.9                  | 2.0  | 1.1  | 100   | 100  | 100  |
| Services:                                       |        |      |      |                          |      |      |                      |      |      |       |      |      |
| Telephone                                       | 14.3   | 25.8 | 18.9 | 1.3                      | 0.6  | 1.7  | 1.3                  | 0.7  | 1.8  | 100   | 100  | 100  |
| Other Utilities ①                               | 29.3   | 36.1 | 25.8 | 5.0                      | 13.1 | 6.1  | 14.7                 | 0.4  | 2.4  | 100   | 100  | 100  |
| Medical                                         | 50.5   | 32.0 | 29.4 | 4.4                      | 15.5 | 16.5 | 0.5                  | 1.4  | 0.7  | 100   | 100  | 100  |
| Other professional ①                            | 31.5   | 19.1 | 29.9 | 2.2                      | 5.6  | 9.1  | 0.0                  | 0.4  | 1.1  | 100   | 100  | 100  |
| Leisure service                                 | 33.1   | 25.7 | 26.4 | 0.8                      | 7.1  | 5.3  | 0.4                  | 1.4  | 1.1  | 100   | 100  | 100  |
| Cable TV                                        | 36.0   | 57.1 | 39.2 | 3.9                      | 4.2  | 6.4  | 1.9                  | 0.2  | 0.7  | 100   | 100  | 100  |
| Computer                                        | 24.9   | 20.4 | 20.5 | 0.7                      | 4.3  | 3.4  | 0.0                  | 10.5 | 5.7  | 100   | 100  | 100  |
| Craftsman ①                                     | 70.4   | 47.6 | N/A  | 0.6                      | 2.2  | N/A  | 0.0                  | 0.0  | N/A  | 100   | 100  | N/A  |
| Total Services                                  | 34.3   | 30.0 | 26.9 | 2.0                      | 5.8  | 6.4  | 1.3                  | 1.9  | 1.6  | 100   | 100  | 100  |
| Government:                                     |        |      |      |                          |      |      |                      |      |      |       |      |      |
| Nonfederal Government                           | 55.8   | 57.6 | 45.6 | 2.2                      | 14   | 12.2 | 1.3                  | 2.0  | 1.7  | 100   | 100  | 100  |
| Social/Charitable/Political/Nonprofit:          |        |      |      |                          |      |      |                      |      |      |       |      |      |
| Union/professional ①                            | 35.6   | 22.6 | 17.9 | 2.8                      | 14.7 | 19.0 | 0.0                  | 0.3  | 1.0  | 100   | 100  | 100  |
| Church ①                                        | 38.5   | 31.0 | 25.1 | 1.0                      | 13.7 | 13.8 | 0.3                  | 0.3  | 1.6  | 100   | 100  | 100  |
| Educational                                     | 33.7   | 40.1 | 28.1 | 1.4                      | 10.4 | 13.8 | 0.6                  | 0.2  | 1.0  | 100   | 100  | 100  |
| Political Campaign                              | 54.0   | 67.3 | 36.2 | 1.3                      | 2.0  | 5.8  | 0.2                  | 0.1  | 0.7  | 100   | 100  | 100  |
| AARP ①                                          | 6.7    | 1.8  | N/A  | 7.0                      | 3.1  | N/A  | 0.0                  | 0.0  | N/A  | 100   | 100  | N/A  |
| Total Social/Charitable/Political/<br>Nonprofit | 39.8   | 40.0 | 18.9 | 2.4                      | 8.7  | 9.1  | 0.4                  | 0.3  | 1.3  | 100   | 100  | 100  |
| Total                                           | 27.2   | 22.4 | 16.4 | 2.3                      | 5.4  | 6.4  | 1.3                  | 8.7  | 10.2 | 100   | 100  | 100  |

① Fluctuations may be due to small sample size.

**Postal Fiscal Years 1987, 1999 and 2000**[illegible]

**Table A3-7b**  
**Standard Mail (A) Shape by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

[illegible]

**Table A3-8**  
**Standard Mail (A) Shape by Addressee**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Shape                | Specific Household Member |      |      | Occupant/Resident |      |      | No Answer |      |      | Total |       |       |
|----------------------|---------------------------|------|------|-------------------|------|------|-----------|------|------|-------|-------|-------|
|                      | 1987                      | 1999 | 2000 | 1987              | 1999 | 2000 | 1987      | 1999 | 2000 | 1987  | 1999  | 2000  |
| Letter size envelope | 89.5                      | 88.7 | 91.6 | 8.6               | 8.2  | 5.2  | 1.9       | 3.1  | 3.2  | 100.0 | 100.0 | 100.0 |
| Larger envelope      | 87.2                      | 88.5 | 92.2 | 11.1              | 9.4  | 5.9  | 1.7       | 2.2  | 1.9  | 100.0 | 100.0 | 100.0 |
| Detached label card  | 5.5                       | 3.4  | 13.6 | 94.4              | 96.6 | 85.7 | 0.1       | 0.1  | 0.7  | 100.0 | 100.0 | 100.0 |
| Postcard             | 65.4                      | 70.7 | 63.9 | 34.4              | 29.3 | 35.4 | 0.2       | 0.0  | 0.7  | 100.0 | 100.0 | 100.0 |
| Catalog              | 84.0                      | 94.9 | 94.3 | 15.6              | 4.9  | 7.5  | 0.4       | 0.2  | 1.3  | 100.0 | 100.0 | 100.0 |
| Flyers               | 47.8                      | 64.1 | 17.1 | 51.5              | 35.6 | 28.1 | 0.7       | 0.3  | 0.9  | 100.0 | 100.0 | 100.0 |
| Newspapers           | 37.6                      | 55.5 | 70.0 | 58.5              | 43.9 | 26.6 | 3.9       | 0.5  | 3.3  | 100.0 | 100.0 | 100.0 |

**Table A3-9**  
**Standard Mail (A) ZIP Code Usage by Shape**  
**(Percentage of Mail Received by Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

[illegible][illegible]

**Table A3-10**  
**Standard Mail (A) Demographics -- Pieces Received Per Household Per Week**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Income                               | 1987 | 1999 | 2000 |
|--------------------------------------|------|------|------|
| < \$7K                               | 3.8  | 3.9  | 7.3  |
| \$ 7K - \$9.9K                       | 5.2  | 4.4  | 6.8  |
| \$ 10K - \$14.9K                     | 5.8  | 5.1  | 8.1  |
| \$ 15K - \$19.9K                     | 6.5  | 5.4  | 8.2  |
| \$ 20K - \$24.9K                     | 6.6  | 5.4  | 9.0  |
| \$ 25K - \$29.9K                     | 7.9  | 6.3  | 10.1 |
| \$ 30K - \$34.9K                     | 8.7  | 6.9  | 10.1 |
| \$ 35K - \$49.9K                     | 9.5  | 8.2  | 11.4 |
| \$ 50K - \$64.9K                     | 10.9 | 9.7  | 12.0 |
| \$ 65K - Over                        | 14.8 | 12.3 | 16.8 |
| Age of Head of Household             | 1987 | 1999 | 2000 |
| 18 - 24                              | 3.3  | 4.1  | 5.3  |
| 25 - 34                              | 6.6  | 6.3  | 8.8  |
| 35 - 44                              | 8.3  | 8.0  | 11.2 |
| 45 - 54                              | 8.9  | 9.8  | 13.1 |
| 55 - 64                              | 9.8  | 10.0 | 13.9 |
| 65 - 69                              | 8.2  | 9.2  | 13.9 |
| 70+                                  | 7.6  | 8.2  | 14.5 |
| Education of Head of Household       | 1987 | 1999 | 2000 |
| < 8th grade                          | 5.0  | 4.7  | 7.7  |
| Some High School                     | 5.6  | 5.4  | 9.1  |
| High School                          | 7.0  | 6.8  | 9.4  |
| Some College                         | 7.9  | 8.5  | 11.0 |
| Technical School                     | 7.8  | 9.3  | 11.5 |
| College                              | 9.9  | 10.4 | 14.4 |
| Post graduate                        | 11.8 | 13.5 | 16.6 |
| Type of Household                    | 1987 | 1999 | 2000 |
| One-person household                 | 5.5  | 6.4  | 9.1  |
| Male                                 | 4.7  | 6.0  | 8.5  |
| Female                               | 5.8  | 6.6  | 9.4  |
| One adult + minors ①                 | 4.3  | 5.3  | 10.6 |
| Male ①                               | 4.6  | 7.6  |      |
| Female ①                             | 4.3  | 5.0  |      |
| More than one adult without children | 8.9  | 9.4  |      |
| One-earner                           | 9.0  | 10.0 | 9.8  |
| Two-earner                           | 8.9  | 9.5  | 11.4 |
| More than one adult with children    | 8.2  | 8.3  |      |
| One-earner                           | 7.9  | 7.4  | 8.1  |
| Two-earner                           | 8.6  | 8.8  | 11.9 |

| Employment of Respondent       | 1987 | 1999 | 2000 |
|--------------------------------|------|------|------|
| White collar professional      | 8.2  | 10.8 | 13.9 |
| White collar sales/clerical    | 6.8  | 8.5  | 10.4 |
| Blue collar craftsmen/mechanic | 5.4  | 5.8  | 8.9  |
| Service Worker                 | 5.2  | 5.6  | 7.5  |
| Other employed ①               | 4.6  | 7.8  | 9.1  |
| Homemaker                      | 7.3  | 8.1  | 11.0 |
| Student ①                      | 8.0  | 5.8  | 5.7  |
| Retired                        | 6.8  | 8.6  | 14.0 |
| Other not employed             | 2.5  | 5.6  | 9.1  |
| Type of Dwelling               | 1987 | 1999 | 2000 |
| Single-family house            | 9.0  | 9.4  | 13.0 |
| Multi-family house             | 6.5  | 5.9  |      |
| Apartment                      | 4.5  | 5.1  | 8.3  |
| Hotel ①                        | 5.7  | -    | 10.5 |
| Boarding house ①               | 4.0  | -    | N/A  |
| Mobile house                   | 5.5  | 5.5  | 7.8  |
| Group quarters ①               | 7.3  | -    | 11.0 |
| Urbanicity                     | 1987 | 1999 | 2000 |
| Major metro area:              |      |      |      |
| Center                         | 4.1  | 6.6  |      |
| Non-center                     | 7.4  | 7.5  |      |
| Moderate-sized city            | 6.8  | 8.4  |      |
| Suburb                         | 8.7  | 10.7 |      |
| Small town                     | 6.2  | 7.5  |      |
| Rural                          | 6.4  | 8.0  |      |
| Number of Adults               | 1987 | 1999 | 2000 |
| 1                              | 5.2  | 6.2  | 9.2  |
| 2                              | 8.3  | 8.8  | 12.7 |
| 3                              | 9.0  | 9.6  | 13.1 |
| 4+                             | 9.0  | 8.7  | 14.6 |

① Fluctuations may be due to small sample sizes.

Note: 2000 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9

**Table A3-11**  
**Receipt of First-Class and Total Standard Mail (A)**  
**(Including Non-Profit Mail)**  
**by Number of Mail Order Purchases Made in the Last Year**  
**(Pieces Per Household Per Week)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Mail Order Purchases | First-Class |      |      | Standard Mail (A)<br>(Including Nonprofit Mail) |      |      |
|----------------------|-------------|------|------|-------------------------------------------------|------|------|
|                      | 1987        | 1999 | 2000 | 1987                                            | 1999 | 2000 |
| 0                    | 7.0         | 7.5  | 9.8  | 7.5                                             | 7.7  | 10.5 |
| 1                    | 8.7         | 8.4  | 12.5 | 9.5                                             | 8.7  | 10.8 |
| 2                    | 8.2         | 9.7  | 11.6 | 9.5                                             | 11.6 | 10.9 |
| 3 - 5                | 9.5         | 9.2  | 10.8 | 10.8                                            | 11.9 | 11.6 |
| 6 - 10               | 11.3        | 9.9  | 13.3 | 13.8                                            | 13.3 | 12.7 |
| 11 +                 | 12.3        | 11.3 | 14.8 | 15.2                                            | 16.5 | 12.4 |

**Table A3-12**  
**Standard Mail (A) by**  
**Familiarity With Institution**  
**(Percentage of Mail Pieces Received by Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| <b>Familiarity</b>   | <b>1987</b> | <b>1999</b> | <b>2000</b> |
|----------------------|-------------|-------------|-------------|
| Previous customer    | 47.5        | 47.3        | 53.3        |
| Organization known   | 17.4        | 18.7        | 20.1        |
| Organization unknown | 18.1        | 15.1        | 15.6        |
| Don't know/No answer | 17.1        | 18.9        | 11.0        |
| Total Received       | 100.0       | 100.0       | 100.0       |

**Table A3-13**  
**Standard Mail (A) by Industry and Familiarity**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Industry                 | Previous Customer |      |      | Organization Known |      |      | Organization Unknown |      |      | Don't Know/<br>No Answer |      |      | Total |       |       |
|--------------------------|-------------------|------|------|--------------------|------|------|----------------------|------|------|--------------------------|------|------|-------|-------|-------|
|                          | 1987              | 1999 | 2000 | 1987               | 1999 | 2000 | 1987                 | 1999 | 2000 | 1987                     | 1999 | 2000 | 1987  | 1999  | 2000  |
| Financial:               |                   |      |      |                    |      |      |                      |      |      |                          |      |      |       |       |       |
| Credit card              | 52.4              | 38.7 | 44.2 | 19.9               | 26.8 | 30.4 | 17.7                 | 15.5 | 17.0 | 10.0                     | 19.0 | 8.4  | 100.0 | 100.0 | 100.0 |
| Bank                     | 43.6              | 38.2 | 50.6 | 17.3               | 12.8 | 14.3 | 23.1                 | 29.4 | 23.5 | 16.0                     | 19.6 | 11.5 | 100.0 | 100.0 | 100.0 |
| Securities broker        | 49.5              | 61.7 | 69.0 | 13.5               | 15.5 | 11.6 | 25.7                 | 11.1 | 9.8  | 11.3                     | 11.7 | 9.7  | 100.0 | 100.0 | 100.0 |
| Money Market ①           | 55.3              | 51.7 | 67.6 | 13.3               | 8.8  | 7.2  | 15.9                 | 19.1 | 14.1 | 15.5                     | 20.4 | 11.1 | 100.0 | 100.0 | 100.0 |
| Insurance Company        | 33.6              | 34.3 | 38.6 | 21.8               | 25.9 | 27.6 | 32.3                 | 21.9 | 23.7 | 12.3                     | 17.9 | 10.1 | 100.0 | 100.0 | 100.0 |
| Real Estate/Mortgage     | 13.3              | 15.2 | 15.5 | 41.1               | 20.4 | 33.6 | 32.6                 | 43.5 | 42.2 | 13.0                     | 21.0 | 8.7  | 100.0 | 100.0 | 100.0 |
| Total Financial          | 40.5              | 36.9 | 47.6 | 21.3               | 22.4 | 20.8 | 25.7                 | 22.2 | 21.7 | 12.5                     | 18.5 | 9.9  | 100.0 | 100.0 | 100.0 |
| Merchants:               |                   |      |      |                    |      |      |                      |      |      |                          |      |      |       |       |       |
| Supermarkets             | 60.1              | 63.5 | 68.0 | 15.2               | 9.9  | 15.3 | 5.4                  | 2.2  | 7.2  | 19.3                     | 24.3 | 9.5  | 100.0 | 100.0 | 100.0 |
| Department store         | 75.2              | 76.6 | 78.0 | 9.1                | 8.3  | 9.5  | 4.3                  | 2.1  | 2.8  | 11.4                     | 13.0 | 9.7  | 100.0 | 100.0 | 100.0 |
| Mail order company       | 50.8              | 54.9 | 52.6 | 17.3               | 18.8 | 19.3 | 22.4                 | 13.5 | 18.3 | 9.4                      | 12.7 | 9.9  | 100.0 | 100.0 | 100.0 |
| Specialty store          | 50.5              | 60.9 | 61.8 | 20.0               | 16.1 | 16.0 | 17.2                 | 7.8  | 10.4 | 12.4                     | 15.1 | 11.7 | 100.0 | 100.0 | 100.0 |
| Publisher                | 40.9              | 43.4 | 53.0 | 18.6               | 18.1 | 18.7 | 14.3                 | 11.9 | 14.9 | 26.2                     | 26.5 | 13.3 | 100.0 | 100.0 | 100.0 |
| Land promotion company ① | 3.0               | 21.9 | 15.1 | 15.4               | 16.6 | 16.5 | 70.4                 | 54.4 | 56.7 | 11.2                     | 7.1  | 11.7 | 100.0 | 100.0 | 100.0 |
| Restaurant               | 50.2              | 55.9 | N/A  | 20.2               | 23.2 | N/A  | 13.4                 | 11.3 | N/A  | 16.2                     | 9.5  | N/A  | 100.0 | 100.0 | N/A   |
| Consumer packaged goods  | 55.7              | 46.8 | N/A  | 20.5               | 23.2 | N/A  | 11.7                 | 14.5 | N/A  | 12.1                     | 15.5 | N/A  | 100.0 | 100.0 | N/A   |
| Auto dealers             | 48.2              | 51.4 | N/A  | 27.1               | 18.7 | N/A  | 12.5                 | 10.5 | N/A  | 12.2                     | 19.4 | N/A  | 100.0 | 100.0 | N/A   |
| Service stations ①       | 23.6              | 46.8 | N/A  | 34.1               | 19.4 | N/A  | 24.7                 | 7.2  | N/A  | 17.6                     | 26.6 | N/A  | 100.0 | 100.0 | N/A   |
| Mall ①                   | 39.8              | 48.2 | N/A  | 2.5                | 5.3  | N/A  | 0.4                  | 4.5  | N/A  | 57.3                     | 42.0 | N/A  | 100.0 | 100.0 | N/A   |
| Total Merchants          | 54.0              | 56.8 | 54.8 | 16.1               | 16.5 | 15.9 | 14.7                 | 10.2 | 18.4 | 15.2                     | 16.5 | 11.0 | 100.0 | 100.0 | 100.0 |
| Services:                |                   |      |      |                    |      |      |                      |      |      |                          |      |      |       |       |       |
| Telephone                | 65.1              | 37.9 | 52.2 | 17.1               | 17.8 | 18.3 | 5.9                  | 25.5 | 21.4 | 11.9                     | 18.8 | 8.1  | 100.0 | 100.0 | 100.0 |
| Other Utilities ①        | 70.9              | 69.5 | 76.0 | 5.8                | 9.6  | 5.4  | 7.9                  | 6.6  | 14.1 | 15.4                     | 14.3 | 4.5  | 100.0 | 100.0 | 100.0 |
| Medical                  | 35.0              | 40.1 | 44.5 | 19.5               | 19.3 | 23.0 | 34.4                 | 18.1 | 21.6 | 11.2                     | 22.5 | 10.9 | 100.0 | 100.0 | 100.0 |
| Other professional ①     | 43.9              | 41.0 | 41.8 | 13.9               | 20.6 | 18.1 | 31.2                 | 24.6 | 31.0 | 11.0                     | 13.9 | 9.0  | 100.0 | 100.0 | 100.0 |
| Leisure service          | 33.7              | 44.9 | 51.3 | 21.2               | 21.4 | 22.7 | 31.0                 | 17.9 | 18.2 | 14.1                     | 15.8 | 7.9  | 100.0 | 100.0 | 100.0 |
| Cable TV                 | 65.4              | 57.8 | 51.7 | 17.7               | 22.3 | 31.7 | 6.1                  | 4.8  | 9.7  | 10.8                     | 15.1 | 6.9  | 100.0 | 100.0 | 100.0 |
| Computer                 | 42.7              | 39.3 | 29.9 | 26.7               | 29.3 | 31.6 | 22.7                 | 18.3 | 27.4 | 8.0                      | 13.1 | 11.1 | 100.0 | 100.0 | 100.0 |
| Craftsman ①              | 7.7               | 19.0 | N/A  | 32.1               | 30.9 | N/A  | 47.7                 | 38.0 | N/A  | 12.5                     | 12.1 | N/A  | 100.0 | 100.0 | N/A   |
| Total Services           | 41.6              | 41.2 | 49.6 | 20.0               | 21.0 | 21.6 | 24.9                 | 20.4 | 20.5 | 13.5                     | 17.4 | 8.3  | 100.0 | 100.0 | 100.0 |
| Nonfederal Government    | 47.8              | 40.9 | 64.3 | 26.5               | 24.5 | 21.6 | 8.9                  | 14.2 | 7.1  | 16.9                     | 20.3 | 7.1  | 100.0 | 100.0 | 100.0 |

① Fluctuations may be due to small sample sizes

**Table A3-14**  
**Standard Mail (A) -- Shape by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

[illegible][illegible]

**Table A3-15**  
**Standard Mail (A) -- Mail Order Industry Shape**  
**by Familiarity With Organization**  
**(Percentage of Mail Pieces Received by Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

[illegible]

**Table A3-16**  
**Standard Mail (A) Receipt**  
**by Number of Financial Accounts and Insurance Policies**  
**Postal Fiscal Years 1987, 1999, and 2000**

| Pieces Per<br>Household Per Week | Number of Accounts and Policies |         |         |        |
|----------------------------------|---------------------------------|---------|---------|--------|
|                                  | None                            | Low     | Medium  | High   |
|                                  | (0)                             | (1 - 5) | (6 - 9) | (10 +) |
| 1987                             | 2.7                             | 4.9     | 8.0     | 11.0   |
| 1999                             | 2.9                             | 5.5     | 9.0     | 11.8   |
| 2000                             | 11.0                            | 8.5     | 12.1    | 14.9   |

**Table A3-17**  
**Standard Mail (A) Receipt**  
**by Number of Credit Card Accounts**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Places Per<br>Household Per Week | Number of Credit Cards |         |         |       |
|----------------------------------|------------------------|---------|---------|-------|
|                                  | None                   | Low     | Medium  | High  |
|                                  | (0)                    | (1 - 3) | (4 - 7) | (8 +) |
| 1987                             | 4.0                    | 6.4     | 9.3     | 12.5  |
| 1999                             | 4.0                    | 7.2     | 9.2     | 12.5  |
| 2000                             | 5.7                    | 10.1    | 13.0    | 16.1  |

**Table A3-18**  
**Standard Mail (A) Treatment of Mail Piece by Familiarity With Organization**  
**(Percentage of Mail Received by Household)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Response to Advertising          | Previous Customer |       |       | Organization Known |       |       | Organization Not Known |       |       | Total |       |       |
|----------------------------------|-------------------|-------|-------|--------------------|-------|-------|------------------------|-------|-------|-------|-------|-------|
|                                  | 1987              | 1999  | 2000  | 1987               | 1999  | 2000  | 1987                   | 1999  | 2000  | 1987  | 1999  | 2000  |
| Read                             | 58.4              | 67.7  | 60.4  | 31.2               | 40.3  | 40.6  | 26.2                   | 24.5  | 27.0  | 41.5  | 47.4  | 42.9  |
| Looked at                        | 23.3              | 17.5  | 11.2  | 38.2               | 30.6  | 21.8  | 35.2                   | 28.9  | 21.6  | 26.4  | 19.8  | 14.7  |
| Discarded                        | 7.0               | 8.2   | 9.9   | 23.5               | 24.3  | 25.0  | 31.1                   | 42.1  | 39.0  | 14.0  | 18.2  | 17.8  |
| Set Aside                        | 10.2              | 5.8   | 18.0  | 6.3                | 3.8   | 12.4  | 6.4                    | 3.5   | 12.2  | 8.1   | 4.6   | 7.3   |
| Don't know/No answer             | 1.1               | 1.5   | 0.5   | 0.8                | 1.0   | 0.2   | 1.2                    | 1.1   | 0.2   | 10.0  | 10.0  | 17.4  |
| Total Mail Received by Household | 100.0             | 100.0 | 100.0 | 100.0              | 100.0 | 100.0 | 100.0                  | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

NOTE: The "read immediately" percentages for 1999 include an additional code which was added to the questionnaire in Fiscal Year 1992. This accounts for the increase in percentage in this category over 1987.

**Table A3-19**  
**Standard Mail (A) Usefulness of Mail Pieces by Familiarity With Organization**  
**(Percentage of Mail Received by Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

[illegible]

**Table A3-20**  
**Standard Mail (A) Response to Advertising by Familiarity With Organization**  
**Containing an Advertisement of Request for Donation and was from One Organization Only)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Response to Advertising       | Previous Customer |       |       | Organization Known |       |       | Organization Not Known |       |       | Total ① |       |       |
|-------------------------------|-------------------|-------|-------|--------------------|-------|-------|------------------------|-------|-------|---------|-------|-------|
|                               | 1987              | 1999  | 2000  | 1987               | 1999  | 2000  | 1987                   | 1999  | 2000  | 1987    | 1999  | 2000  |
| Yes                           | 21.6              | 20.9  | 18.7  | 5.7                | 4.5   | 3.9   | 4.6                    | 2.4   | 3.2   | 14.1    | 12.3  | 9.9   |
| No                            | 47.7              | 53.9  | 47.1  | 78.6               | 83.7  | 76.1  | 83.0                   | 89.6  | 80.4  | 59.6    | 61.4  | 48.6  |
| Maybe                         | 27.4              | 21.1  | 27.2  | 12.1               | 7.7   | 12.0  | 9.0                    | 4.7   | 9.4   | 19.5    | 13.4  | 16.3  |
| No answer                     | 3.3               | 4.1   | 7.0   | 3.6                | 4.1   | 8.0   | 3.4                    | 3.3   | 7.1   | 7.0     | 12.9  | 24.9  |
| Total                         | 100.0             | 100.0 | 100.0 | 100.0              | 100.0 | 100.0 | 100.0                  | 100.0 | 100.0 | 100.0   | 100.0 | 100.0 |
| Pieces Per Household Per Week | 3.0               | 3.4   | 4.1   | 1.5                | 1.2   | 1.6   | 1.2                    | 1.1   | 1.3   | 6.1     | 7.1   | 7.7   |

① Includes pieces for which no response was given for familiarity with institution.

**Table A3-21**  
**Standard Mail (A) Treatment by Usefulness**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Treatment | Usefulness |      |      |             |      |      |                 |      |      |
|-----------|------------|------|------|-------------|------|------|-----------------|------|------|
|           | Useful     |      |      | Interesting |      |      | Not Interesting |      |      |
|           | 1987       | 1999 | 2000 | 1987        | 1999 | 2000 | 1987            | 1999 | 2000 |
| Read      | 68.0       | 61.7 | 68.0 | 20.2        | 24.5 | 17.9 | 7.0             | 9.1  | 9.9  |
| Looked at | 24.4       | 18.2 | 17.6 | 36.5        | 31.7 | 30.5 | 21.5            | 40.9 | 44.4 |
| Discarded | 4.5        | 3.5  | 4.3  | 12.9        | 11.3 | 11.6 | 66.0            | 66.3 | 72.4 |
| Set aside | 58.2       | 59.4 | 66.9 | 25.6        | 26.0 | 17.9 | 8.4             | 8.9  | 9.1  |

| Treatment | Usefulness    |      |      |       |       |       |
|-----------|---------------|------|------|-------|-------|-------|
|           | Objectionable |      |      | Total |       |       |
|           | 1987          | 1999 | 2000 | 1987  | 1999  | 2000  |
| Read      | 2.2           | 2.5  | 3.2  | 100.0 | 100.0 | 100.0 |
| Looked at | 5.2           | 4.5  | 5.8  | 100.0 | 100.0 | 100.0 |
| Discarded | 12.9          | 13.5 | 10.1 | 100.0 | 100.0 | 100.0 |
| Set aside | 4.6           | 4.2  | 4.2  | 100.0 | 100.0 | 100.0 |

**Table A3-22**  
**Standard Mail (A) Usefulness by Treatment**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Treatment            | Usefulness |       |       |             |       |       |                 |       |       |               |       |       |
|----------------------|------------|-------|-------|-------------|-------|-------|-----------------|-------|-------|---------------|-------|-------|
|                      | Useful     |       |       | Interesting |       |       | Not Interesting |       |       | Objectionable |       |       |
|                      | 1987       | 1999  | 2000  | 1987        | 1999  | 2000  | 1987            | 1999  | 2000  | 1987          | 1999  | 2000  |
| Read                 | 70.2       | 80.8  | 77.7  | 38.0        | 55.1  | 52.0  | 13.6            | 17.6  | 18.8  | 20.0          | 26.1  | 26.0  |
| Looked at            | 15.9       | 10.2  | 7.5   | 43.8        | 30.6  | 26.9  | 39.0            | 35.3  | 27.4  | 30.1          | 20.1  | 17.7  |
| Discarded            | 1.6        | 1.6   | 1.8   | 8.2         | 8.8   | 10.6  | 43.7            | 45.3  | 50.8  | 39.6          | 49.3  | 48.6  |
| Set aside            | 11.7       | 7.0   | 12.7  | 9.4         | 5.2   | 10.0  | 3.2             | 1.4   | 2.7   | 8.2           | 3.9   | 7.3   |
| Don't know/No answer | 0.6        | 0.4   | 0.3   | 0.6         | 0.3   | 0.4   | 0.5             | 0.5   | 0.3   | 2.1           | 0.5   | 0.5   |
| Total                | 100.0      | 100.0 | 100.0 | 100.0       | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 | 100.0         | 100.0 | 100.0 |

NOTE: The "read immediately" percentages for 1999 include an additional code which was added to the questionnaire in Fiscal Year 1992. This accounts for the increase in percentage in this category over 1987.

**Table A3-23**  
**Standard Mail (A) Treatment by Intended Response**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Treatment                                   | Intended Response |      |      |      |      |      |       |      |      |           |      |      |       |       |       |
|---------------------------------------------|-------------------|------|------|------|------|------|-------|------|------|-----------|------|------|-------|-------|-------|
|                                             | Yes               |      |      | No   |      |      | Maybe |      |      | No Answer |      |      | Total |       |       |
|                                             | 1987              | 1999 | 2000 | 1987 | 1999 | 2000 | 1987  | 1999 | 2000 | 1987      | 1999 | 2000 | 1987  | 1999  | 2000  |
| Read by member of household                 | 27.1              | 22.6 | 20.6 | 42.6 | 53.3 | 46.1 | 26.8  | 20.2 | 26.4 | 3.6       | 4.0  | 6.9  | 100.0 | 100.0 | 100.0 |
| Read by more than one member of household ① | N/A               | 24.2 | 26.1 | N/A  | 48.9 | 33.0 | N/A   | 22.0 | 34.4 | N/A       | 4.9  | 6.6  | N/A   | 100.0 | 100.0 |
| Looked at                                   | 4.9               | 3.0  | 3.1  | 77.9 | 86.3 | 79.9 | 14.1  | 7.4  | 9.5  | 3.1       | 3.4  | 7.5  | 100.0 | 100.0 | 100.0 |
| Discarded                                   | 0.9               | 1.0  | 0.9  | 92.5 | 94.4 | 89.6 | 2.4   | 0.9  | 1.4  | 4.3       | 3.7  | 8.2  | 100.0 | 100.0 | 100.0 |
| Set aside                                   | 15.4              | 12.8 | 10.6 | 35.3 | 38.4 | 34.7 | 46.2  | 43.2 | 47.9 | 3.0       | 5.6  | 6.8  | 100.0 | 100.0 | 100.0 |

① This code was not presented in household diaries prior to 1992.

**Table A3-24**  
**Standard Mail (A) Intended Response by Treatment**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Treatment                                   | Intended Response |       |       |       |       |       |       |       |       |
|---------------------------------------------|-------------------|-------|-------|-------|-------|-------|-------|-------|-------|
|                                             | Yes               |       |       | No    |       |       | Maybe |       |       |
|                                             | 1987              | 1999  | 2000  | 1987  | 1999  | 2000  | 1987  | 1999  | 2000  |
| Read by member of household                 | 18.8              | 68.2  | 65.0  | 30.8  | 32.6  | 30.3  | 57.0  | 56.2  | 51.7  |
| Read by more than one member of household ① | N/A               | 20.1  | 20.9  | N/A   | 8.2   | 5.5   | N/A   | 16.8  | 17.1  |
| Looked at                                   | 9.8               | 5.1   | 4.6   | 38.9  | 29.8  | 24.8  | 20.7  | 11.5  | 8.7   |
| Discarded                                   | 0.9               | 1.3   | 1.6   | 23.7  | 26.1  | 34.0  | 1.8   | 1.2   | 1.5   |
| Set aside                                   | 9.0               | 4.4   | 7.3   | 5.1   | 2.7   | 5.0   | 19.7  | 13.7  | 20.4  |
| Don't know/No answer                        | 1.5               | 0.9   | 0.6   | 1.5   | 0.7   | 0.4   | 0.9   | 0.6   | 0.6   |
| Total                                       | 100.0             | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

① This code was not presented in household diaries prior to 1992.

**Table A3-25**  
**Standard Mail (A) Usefulness by Intended Response**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Usefulness      | Intended Response |      |      |      |      |      |       |      |      |
|-----------------|-------------------|------|------|------|------|------|-------|------|------|
|                 | Yes               |      |      | No   |      |      | Maybe |      |      |
|                 | 1987              | 1999 | 2000 | 1987 | 1999 | 2000 | 1987  | 1999 | 2000 |
| Useful          | 29.4              | 28.3 | 26.1 | 33.8 | 40.7 | 31.6 | 33.7  | 26.7 | 36.4 |
| Interesting     | 6.2               | 6.3  | 3.8  | 72.6 | 77.3 | 71.7 | 17.9  | 13.0 | 17.3 |
| Not interesting | 1.3               | 1.4  | 1.6  | 92.2 | 93.3 | 87.8 | 3.0   | 2.1  | 3.1  |
| Objectionable   | 3.7               | 2.9  | 2.7  | 83.6 | 88.1 | 79.2 | 9.0   | 4.7  | 7.9  |

| Usefulness      | Intended Response    |      |      |       |       |       |
|-----------------|----------------------|------|------|-------|-------|-------|
|                 | Don't Know/No Answer |      |      | Total |       |       |
|                 | 1987                 | 1999 | 2000 | 1987  | 1999  | 2000  |
| Useful          | 3.2                  | 4.3  | 5.8  | 100.0 | 100.0 | 100.0 |
| Interesting     | 3.3                  | 3.5  | 7.2  | 100.0 | 100.0 | 100.0 |
| Not interesting | 3.5                  | 3.3  | 7.5  | 100.0 | 100.0 | 100.0 |
| Objectionable   | 3.8                  | 4.3  | 10.1 | 100.0 | 100.0 | 100.0 |

**Table A3-26**  
**Standard Mail (A) Intended Response by Usefulness**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

[illegible]

**Table A3-27**  
**Standard Mail (A) Pieces from Credit Card Industry**  
**Response to Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Familiarity          | Read Immediately |      |      | Set Aside |      |      | Found Useful |      |      | Will Respond |      |      |
|----------------------|------------------|------|------|-----------|------|------|--------------|------|------|--------------|------|------|
|                      | 1987             | 1999 | 2000 | 1987      | 1999 | 2000 | 1987         | 1999 | 2000 | 1987         | 1999 | 2000 |
| Previous customer    | 51.4             | 61.6 | 51.5 | 7.2       | 2.1  | 4.1  | 40.0         | 38.1 | 34.7 | 9.3          | 11.8 | 9.2  |
| Organization known   | 28.4             | 35.4 | 24.6 | 7.9       | 1.6  | 3.4  | 17.7         | 16.3 | 10.5 | 5.6          | 4.8  | 1.7  |
| Organization unknown | 30.2             | 18.2 | 20.2 | 4.2       | 2.9  | 1.0  | 21.3         | 7.4  | 4.3  | 7.8          | 1.2  | 2.4  |

NOTE: Percentages do not add up to 100% due to multiple responses from multiple questions.

NOTE: The "read immediately" percentages for 1999 include an additional code which was added to the questionnaire in Fiscal questionnaire in Fiscal Year 1992. This accounts for the increase in percentage in this category over 1987.

**Table A3-28**  
**Standard Mail (A) Pieces from Insurance Companies**  
**Response to Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Familiarity          | Read Immediately |      |      | Set Aside |      |      | Found Useful |      |      | Will Respond |      |      |
|----------------------|------------------|------|------|-----------|------|------|--------------|------|------|--------------|------|------|
|                      | 1987             | 1999 | 2000 | 1987      | 1999 | 2000 | 1987         | 1999 | 2000 | 1987         | 1999 | 2000 |
| Previous customer    | 56.7             | 64.8 | 63.3 | 5.6       | 3.7  | 7.9  | 48.2         | 52.8 | 57.4 | 12.9         | 18.8 | 5.5  |
| Organization known   | 31.1             | 33.0 | 32.3 | 6.7       | 3.7  | 5.1  | 20.8         | 14.2 | 14.7 | 5.4          | 2.6  | 1.5  |
| Organization unknown | 20.2             | 21.2 | 22.7 | 1.9       | 2.1  | 3.6  | 8.5          | 6.0  | 7.8  | 1.9          | 1.7  | 1.9  |

NOTE: Percentages do not add up to 100% due to multiple responses from multiple questions.

NOTE: The "read immediately" percentages for 1999 include an additional code which was added to the questionnaire in Fiscal questionnaire in Fiscal Year 1992. This accounts for the increase in percentage in this category over 1987.

**Table A3-29**  
**Standard Mail (A) Pieces from Department Stores**  
**Response to Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Familiarity            | Read Immediately |      |      | Set Aside |      |      | Found Useful |      |      | Will Respond |      |      |
|------------------------|------------------|------|------|-----------|------|------|--------------|------|------|--------------|------|------|
|                        | 1987             | 1999 | 2000 | 1987      | 1999 | 2000 | 1987         | 1999 | 2000 | 1987         | 1999 | 2000 |
| Previous customer      | 52.4             | 68.1 | 66.2 | 11.2      | 5.9  | 9.7  | 64.4         | 63.7 | 67.8 | 17.6         | 20.6 | 19.4 |
| Organization known     | 25.5             | 41.2 | 47.3 | 6.4       | 2.9  | 3.4  | 23.4         | 18.6 | 25.6 | 6.0          | 3.2  | 6.3  |
| Organization unknown ① | 24.4             | 31.3 | 23.9 | 4.5       | 4.0  | 18.3 | 17.5         | 7.5  | 13.4 | 7.1          | 5.4  | 1.4  |

NOTE: Percentages do not add up to 100% due to multiple responses from multiple questions.

NOTE: The "read immediately" percentages for 1999 include an additional code which was added to the questionnaire in Fiscal Year 1992. This accounts for the increase in percentage in this category over 1987.

① Fluctuations may be due to small sample size.

**Table A3-30**  
**Standard Mail (A) Pieces from Mail Order Companies**  
**Response to Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Familiarity          | Read Immediately |      |      | Set Aside |      |      | Found Useful |      |      | Will Respond |      |      |
|----------------------|------------------|------|------|-----------|------|------|--------------|------|------|--------------|------|------|
|                      | 1987             | 1999 | 2000 | 1987      | 1999 | 2000 | 1987         | 1999 | 2000 | 1987         | 1999 | 2000 |
| Previous customer    | 58.4             | 66.1 | 60.4 | 14.0      | 10.2 | 18.0 | 63.0         | 62.5 | 67.6 | 24.0         | 20.2 | 18.6 |
| Organization known   | 32.3             | 40.9 | 10.6 | 10.3      | 8.8  | 12.4 | 26.8         | 22.2 | 27.7 | 6.5          | 5.0  | 3.8  |
| Organization unknown | 22.2             | 25.7 | 27.0 | 11.3      | 7.5  | 12.2 | 13.9         | 10.9 | 16.9 | 4.6          | 3.8  | 3.2  |

NOTE: Percentages do not add up to 100% due to multiple responses from multiple questions.

NOTE: The "read immediately" percentages for 1999 include an additional code which was added to the questionnaire in Fiscal Year 1992. This accounts for the increase in percentage in this category over 1987.

**Table A3-31**  
**Standard Mail (A) Pieces from Publishers**  
**Response to Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Familiarity          | Read Immediately |      |      | Set Aside |      |      | Found Useful |      |      | Will Respond |      |      |
|----------------------|------------------|------|------|-----------|------|------|--------------|------|------|--------------|------|------|
|                      | 1987             | 1999 | 2000 | 1987      | 1999 | 2000 | 1987         | 1999 | 2000 | 1987         | 1999 | 2000 |
| Previous customer    | 65.1             | 69.1 | 61.5 | 8.7       | 3.9  | 8.1  | 54.5         | 53.0 | 54.4 | 27.9         | 24.0 | 18.1 |
| Organization known   | 30.7             | 40.3 | 33.9 | 5.9       | 2.8  | 5.7  | 20.9         | 18.2 | 20.9 | 6.5          | 5.3  | 5.1  |
| Organization unknown | 27.2             | 25.5 | 27.9 | 9.4       | 3.0  | 6.9  | 16.0         | 13.9 | 13.6 | 6.5          | 4.1  | 4.0  |

NOTE: Percentages do not add up to 100% due to multiple responses from multiple questions.

NOTE: The "read immediately" percentages for 1999 include an additional code which was added to the questionnaire in Fiscal Year 1992. This accounts for the increase in percentage in this category over 1987.

**Table A3-32**  
**Standard Mail (A) Treatment of Mail Piece by Shape**  
**(Percentage of Mail Pieces Received by Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Treatment                                   | Letter Size Envelope |       |       | Larger Than Letter Envelope |       |       | Detached Label Postcard |       |       | Postcard |       |       |
|---------------------------------------------|----------------------|-------|-------|-----------------------------|-------|-------|-------------------------|-------|-------|----------|-------|-------|
|                                             | 1987                 | 1999  | 2000  | 1987                        | 1999  | 2000  | 1987                    | 1999  | 2000  | 1987     | 1999  | 2000  |
| Read by member of household                 | 44.5                 | 39.5  | 40.2  | 44.0                        | 39.9  | 40.5  | 30.8                    | 21.1  | 27.6  | 50.1     | 41.2  | 42.5  |
| Read by more than one member of household ① | N/A                  | 8.5   | 6.1   | N/A                         | 8.3   | 7.4   | N/A                     | 6.6   | 6.4   | N/A      | 9.8   | 9.5   |
| Looked at                                   | 26.1                 | 20.9  | 17.7  | 26.0                        | 20.8  | 17.9  | 33.8                    | 25.7  | 21.1  | 24.7     | 20.5  | 18.4  |
| Discarded                                   | 15.3                 | 18.9  | 22.8  | 13.8                        | 18.1  | 21.3  | 19.6                    | 24.2  | 29.7  | 15.7     | 15.8  | 20.9  |
| Set aside                                   | 4.8                  | 2.0   | 4.7   | 8.8                         | 2.6   | 6.6   | 3.9                     | 1.6   | 2.7   | 2.2      | 1.4   | 2.0   |
| Don't know/No answer                        | 9.3                  | 10.1  | 8.5   | 7.4                         | 10.3  | 6.3   | 11.9                    | 20.7  | 12.5  | 7.4      | 11.4  | 6.7   |
| Total Mail Received by Households           | 100.0                | 100.0 | 100.0 | 100.0                       | 100.0 | 100.0 | 100.0                   | 100.0 | 100.0 | 100.0    | 100.0 | 100.0 |

| Treatment                                   | Catalog Not in Envelope |       |       | Flyers |       |       | Newspapers/Magazines |       |       | Total ② |       |       |
|---------------------------------------------|-------------------------|-------|-------|--------|-------|-------|----------------------|-------|-------|---------|-------|-------|
|                                             | 1987                    | 1999  | 2000  | 1987   | 1999  | 2000  | 1987                 | 1999  | 2000  | 1987    | 1999  | 2000  |
| Read by member of household                 | 42.9                    | 37.6  | 33.2  | 40.8   | 36.7  | 36.1  | 30.1                 | 33.3  | 33.3  | 41.5    | 37.1  | 36.2  |
| Read by more than one member of household ① | N/A                     | 12.6  | 13.0  | N/A    | 10.8  | 12.0  | N/A                  | 15.7  | 14.5  | N/A     | 10.1  | 9.8   |
| Looked at                                   | 25.9                    | 18.8  | 13.9  | 27.0   | 20.2  | 16.8  | 17.6                 | 15.4  | 8.7   | 26.4    | 20.2  | 16.4  |
| Discarded                                   | 9.7                     | 11.7  | 15.2  | 15.1   | 15.8  | 19.5  | 9.4                  | 10.0  | 11.1  | 14.0    | 16.3  | 20.1  |
| Set aside                                   | 15.9                    | 10.3  | 15.6  | 6.7    | 2.9   | 6.7   | 8.1                  | 6.4   | 14.5  | 8.1     | 4.2   | 7.5   |
| Don't know/No answer                        | 5.6                     | 9.9   | 9.2   | 10.5   | 13.7  | 9.0   | 34.9                 | 19.1  | 17.9  | 10.0    | 12.1  | 10.0  |
| Total Mail Received by Households           | 100.0                   | 100.0 | 100.0 | 100.0  | 100.0 | 100.0 | 100.0                | 100.0 | 100.0 | 100.0   | 100.0 | 100.0 |

① This code was not presented in household diaries prior to 1992.

② Total includes pieces for which no response was given as to shape.

**Table A3-33**  
**Standard Mail (A) Usefulness of Mail Piece by Shape**  
**(Percentage of Mail Pieces Received by Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Usefulness                        | Letter Size Envelope |       |       | Larger Than Letter Envelope |       |       | Detached Label Postcard |       |       | Postcard |       |       |
|-----------------------------------|----------------------|-------|-------|-----------------------------|-------|-------|-------------------------|-------|-------|----------|-------|-------|
|                                   | 1987                 | 1999  | 2000  | 1987                        | 1999  | 2000  | 1987                    | 1999  | 2000  | 1987     | 1999  | 2000  |
| Useful                            | 32.6                 | 29.0  | 32.8  | 36.4                        | 31.9  | 37.3  | 26.8                    | 18.6  | 24.1  | 38.4     | 33.5  | 38.1  |
| Interesting                       | 21.3                 | 18.9  | 14.7  | 27.4                        | 22.0  | 17.7  | 16.3                    | 16.0  | 14.1  | 20.1     | 18.8  | 13.5  |
| Not interesting                   | 29.0                 | 33.8  | 36.3  | 21.1                        | 27.8  | 31.8  | 34.7                    | 36.8  | 41.9  | 27.7     | 29.9  | 36.3  |
| Objectionable                     | 5.7                  | 6.3   | 7.1   | 5.8                         | 6.1   | 6.2   | 7.5                     | 6.4   | 7.6   | 4.9      | 5.0   | 4.8   |
| Don't Know/No answer              | 11.5                 | 11.9  | 9.1   | 9.2                         | 12.2  | 7.0   | 14.7                    | 22.3  | 12.3  | 8.9      | 12.9  | 7.3   |
| Total Mail Received by Households | 100.0                | 100.0 | 100.0 | 100.0                       | 100.0 | 100.0 | 100.0                   | 100.0 | 100.0 | 100.0    | 100.0 | 100.0 |

| Usefulness                        | Catalog Not in Envelope |       |       | Flyers |       |       | Newspapers/ Magazines |       |       | Total ① |       |       |
|-----------------------------------|-------------------------|-------|-------|--------|-------|-------|-----------------------|-------|-------|---------|-------|-------|
|                                   | 1987                    | 1999  | 2000  | 1987   | 1999  | 2000  | 1987                  | 1999  | 2000  | 1987    | 1999  | 2000  |
| Useful                            | 53.8                    | 47.3  | 50.8  | 44.7   | 39.7  | 45.2  | 33.3                  | 45.3  | 52.4  | 40.2    | 36.0  | 40.1  |
| Interesting                       | 26.1                    | 28.2  | 20.9  | 19.4   | 18.8  | 13.3  | 16.7                  | 19.6  | 12.9  | 22.0    | 21.0  | 15.3  |
| Not interesting                   | 10.8                    | 12.4  | 16.2  | 19.5   | 22.2  | 28.8  | 9.0                   | 12.2  | 14.2  | 21.3    | 24.7  | 29.4  |
| Objectionable                     | 2.3                     | 1.5   | 2.6   | 3.8    | 3.7   | 3.7   | 2.5                   | 2.3   | 2.2   | 4.6     | 4.5   | 4.9   |
| Don't Know/No answer              | 7.0                     | 10.5  | 9.5   | 12.5   | 15.6  | 9.0   | 38.5                  | 20.6  | 18.3  | 12.0    | 13.8  | 10.4  |
| Total Mail Received by Households | 100.0                   | 100.0 | 100.0 | 100.0  | 100.0 | 100.0 | 100.0                 | 100.0 | 100.0 | 100.0   | 100.0 | 100.0 |

① Total includes pieces for which no response was given as to shape.

**Table A3-34**  
**Standard Mail (A) Response to Advertising by Shape**  
**(If Mail Piece Contained Advertising or Request for Donation)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Response  | Letter Size Envelope |       |       | Larger Than Letter Envelope |       |       | Detached Label Postcard |       |       | Postcard |       |       |
|-----------|----------------------|-------|-------|-----------------------------|-------|-------|-------------------------|-------|-------|----------|-------|-------|
|           | 1987                 | 1999  | 2000  | 1987                        | 1999  | 2000  | 1987                    | 1999  | 2000  | 1987     | 1999  | 2000  |
| Yes       | 12.8                 | 10.9  | 8.7   | 16.5                        | 13.6  | 10.7  | 8.6                     | 5.3   | 5.4   | 15.4     | 11.8  | 7.0   |
| No        | 69.6                 | 71.7  | 50.3  | 62.1                        | 69.5  | 51.5  | 69.5                    | 64.6  | 59.8  | 63.6     | 67.1  | 49.7  |
| Maybe     | 13.1                 | 8.9   | 10.1  | 16.7                        | 10.5  | 12.8  | 10.5                    | 7.4   | 10.3  | 13.6     | 8.3   | 11.7  |
| No answer | 4.5                  | 8.5   | 15.0  | 4.8                         | 11.4  | 11.3  | 11.4                    | 22.8  | 17.8  | 7.4      | 12.8  | 9.88  |
| Total     | 100.0                | 100.0 | 100.0 | 100.0                       | 100.0 | 100.0 | 100.0                   | 100.0 | 100.0 | 100.0    | 100.0 | 100.0 |

| Response  | Catalog Not in Envelope |       |       | Flyers |       |       | Newspapers/ Magazines |       |       | Total ① |       |       |
|-----------|-------------------------|-------|-------|--------|-------|-------|-----------------------|-------|-------|---------|-------|-------|
|           | 1987                    | 1999  | 2000  | 1987   | 1999  | 2000  | 1987                  | 1999  | 2000  | 1987    | 1999  | 2000  |
| Yes       | 16.1                    | 19.5  | 16.9  | 15.6   | 13.5  | 10.0  | 10.2                  | 11.3  | 6.9   | 14.6    | 12.4  | 9.4   |
| No        | 46.6                    | 4.2   | 41.8  | 54.2   | 54.9  | 41.1  | 44.3                  | 47.3  | 29.4  | 58.6    | 61.2  | 46.2  |
| Maybe     | 32.5                    | 3.9   | 23.6  | 21.2   | 15.0  | 14.0  | 16.9                  | 15.1  | 13.6  | 19.9    | 13.5  | 13.7  |
| No answer | 4.8                     | 9.6   | 5.2   | 9.1    | 16.6  | 12.2  | 28.6                  | 26.3  | 21.6  | 7.0     | 12.8  | 13.9  |
| Total     | 100.0                   | 100.0 | 100.0 | 100.0  | 100.0 | 100.0 | 100.0                 | 100.0 | 100.0 | 100.0   | 100.0 | 100.0 |

① Total includes pieces for which no

**Table A3-35**  
**Standard Mail (A) Percentage of Pieces Read Immediately**  
**and Set Aside by Shape and Familiarity With Organization**  
**Postal Fiscal Years 1988, 1999 and 2000**

| Familiarity          | Shape                |      |      |           |      |      |                             |      |      |           |      |      |          |      |      |           |      |      |
|----------------------|----------------------|------|------|-----------|------|------|-----------------------------|------|------|-----------|------|------|----------|------|------|-----------|------|------|
|                      | Letter Size Envelope |      |      |           |      |      | Larger Than Letter Envelope |      |      |           |      |      | Postcard |      |      |           |      |      |
|                      | Read                 |      |      | Set Aside |      |      | Read                        |      |      | Set Aside |      |      | Read     |      |      | Set Aside |      |      |
|                      | 1988                 | 1999 | 2000 | 1988      | 1999 | 2000 | 1988                        | 1999 | 2000 | 1988      | 1999 | 2000 | 1988     | 1999 | 2000 | 1988      | 1999 | 2000 |
| Previous customer    | 64.7                 | 72.7 | 57.1 | 5.3       | 2.6  | 6.1  | 60.1                        | 69.1 | 54.0 | 10.4      | 3.4  | 8.1  | 67.9     | 71.6 | 58.6 | 2.6       | 2.1  | 2.1  |
| Organization known   | 34.6                 | 43.7 | 30.3 | 5.8       | 1.4  | 3.9  | 30.3                        | 38.0 | 31.2 | 6.2       | 2.5  | 4.9  | 38.3     | 47.4 | 33.6 | 2.1       | 0.5  | 2.0  |
| Organization unknown | 29.0                 | 25.6 | 25.5 | 4.6       | 1.8  | 3.6  | 27.6                        | 28.7 | 23.4 | 7.0       | 1.1  | 4.2  | 32.8     | 27.6 | 24.1 | 1.9       | 1.2  | 1.3  |

| Familiarity          | Shape                   |      |      |           |      |      |        |      |      |           |      |      |                      |      |      |           |      |      |
|----------------------|-------------------------|------|------|-----------|------|------|--------|------|------|-----------|------|------|----------------------|------|------|-----------|------|------|
|                      | Catalog Not in Envelope |      |      |           |      |      | Flyers |      |      |           |      |      | Newspapers/Magazines |      |      |           |      |      |
|                      | Read                    |      |      | Set Aside |      |      | Read   |      |      | Set Aside |      |      | Read                 |      |      | Set Aside |      |      |
|                      | 1988                    | 1999 | 2000 | 1988      | 1999 | 2000 | 1988   | 1999 | 2000 | 1988      | 1999 | 2000 | 1988                 | 1999 | 2000 | 1988      | 1999 | 2000 |
| Previous customer    | 53.1                    | 63.7 | 42.5 | 17.6      | 11.7 | 18.7 | 57.0   | 66.5 | 49.2 | 8.0       | 3.9  | 8.7  | 56.3                 | 69.5 | 45.5 | 15.7      | 7.2  | 20.0 |
| Organization known   | 29.6                    | 40.1 | 30.2 | 12.6      | 11.0 | 14.3 | 27.8   | 37.4 | 28.5 | 4.8       | 2.8  | 5.2  | 45.4                 | 50.6 | 32.1 | 8.5       | 6.0  | 12.7 |
| Organization unknown | 20.8                    | 20.8 | 19.5 | 15.1      | 10.9 | 15.9 | 24.5   | 22.0 | 20.6 | 5.9       | 2.9  | 5.1  | 21.9                 | 31.9 | 24.2 | 5.6       | 11.2 | 16.7 |

NOTE: The "read immediately" percentages for 1999 include an additional code which was added to the questionnaire in Fiscal Year 1992. This accounts for the increase in percentage in this category over 1987.

**Table A3-36**  
**Standard Mail (A) Percentage of Pieces Eliciting**  
**Intended Response by Shape and Familiarity With Organization**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Familiarity          | Shape                |      |      |                             |      |      |          |      |      |
|----------------------|----------------------|------|------|-----------------------------|------|------|----------|------|------|
|                      | Letter Size Envelope |      |      | Larger Than Letter Envelope |      |      | Postcard |      |      |
|                      | 1987                 | 1999 | 2000 | 1987                        | 1999 | 2000 | 1987     | 1999 | 2000 |
| Previous customer    | 20.3                 | 20.8 | 21.1 | 22.7                        | 22.1 | 13.7 | 20.3     | 21.4 | 5.2  |
| Organization known   | 5.9                  | 5.1  | 23.9 | 7.1                         | 5.2  | 15.8 | 8.8      | 3.4  | 3.4  |
| Organization unknown | 5.0                  | 1.3  | 29.3 | 5.2                         | 3.8  | 15.5 | 3.6      | 1.3  | 2.9  |

| Familiarity          | Shape                   |      |      |        |      |      |                      |      |      |
|----------------------|-------------------------|------|------|--------|------|------|----------------------|------|------|
|                      | Catalog Not In Envelope |      |      | Flyers |      |      | Newspapers/Magazines |      |      |
|                      | 1987                    | 1999 | 2000 | 1987   | 1999 | 2000 | 1987                 | 1999 | 2000 |
| Previous customer    | 21.5                    | 19.5 | 33.7 | 22.3   | 21.4 | 17.9 | 21.8                 | 18.6 | 5.0  |
| Organization known   | 6.4                     | 4.2  | 33.8 | 4.6    | 3.2  | 16.2 | 0.0                  | 5.1  | 4.0  |
| Organization unknown | 5.0                     | 3.9  | 33.6 | 4.8    | 3.8  | 12.3 | 4.5                  | 2.6  | 3.0  |

**Table A3-37**  
**Standard Mail (A) Percentage of Pieces Found**  
**Useful by Shape and Familiarity With Organization**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Familiarity          | Shape                |      |       |                             |      |       |          |      |       |
|----------------------|----------------------|------|-------|-----------------------------|------|-------|----------|------|-------|
|                      | Letter Size Envelope |      |       | Larger Than Letter Envelope |      |       | Postcard |      |       |
|                      | 1987                 | 1999 | 2000  | 1987                        | 1999 | 2000  | 1987     | 1999 | 2000  |
| Previous customer    | 53.4                 | 52.3 | 73.84 | 53.6                        | 51.4 | 71.97 | 58.4     | 56.9 | 74.71 |
| Organization known   | 22.8                 | 18.9 | 10.94 | 19.8                        | 17.2 | 8.85  | 28.3     | 19.2 | 9.60  |
| Organization unknown | 12.7                 | 6.8  | 5.4   | 13.6                        | 10.8 | 4.81  | 10.6     | 6.3  | 6.39  |

| Familiarity          | Shape                   |      |       |        |      |       |                      |      |      |
|----------------------|-------------------------|------|-------|--------|------|-------|----------------------|------|------|
|                      | Catalog Not In Envelope |      |       | Flyers |      |       | Newspapers/Magazines |      |      |
|                      | 1987                    | 1999 | 2000  | 1987   | 1999 | 2000  | 1987                 | 1999 | 2000 |
| Previous customer    | 70.5                    | 65.8 | 72.2  | 66.6   | 61.6 | 74.2  | 67.4                 | 69.7 | 69.8 |
| Organization known   | 30.2                    | 23.2 | 11.05 | 28.7   | 19.5 | 10.78 | 46.0                 | 28.4 | 8.24 |
| Organization unknown | 18.9                    | 13.1 | 5.25  | 16.3   | 9.4  | 4.29  | 25.9                 | 16.1 | 2.72 |

NOTE: Percentages do not add up to 100% due to multiple response to multiple questions.

**Table A3-38**  
**Standard Mail (A) from Department Stores**  
**Reaction to Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Shape                   | Read Immediately |      |      | Set Aside |      |      | Found Useful |      |      |
|-------------------------|------------------|------|------|-----------|------|------|--------------|------|------|
|                         | 1987             | 1999 | 2000 | 1987      | 1999 | 2000 | 1987         | 1999 | 2000 |
| Letter size envelope    | 53.3             | 63.8 | 53.7 | 2.5       | 2.6  | 2.2  | 37.4         | 48.3 | 43.5 |
| Larger envelope         | 45.8             | 56.2 | 46.7 | 10.2      | 4.6  | 2.2  | 40.8         | 37.6 | 45.9 |
| Postcard                | 56.9             | 61.1 | 57.3 | 1.3       | 1.3  | 2.1  | 48.5         | 44.9 | 25.2 |
| Catalog not in envelope | 45.9             | 60.1 | 37.9 | 15.8      | 10.1 | 12.4 | 62.5         | 61.3 | 12.7 |
| Flyers                  | 42.4             | 57.2 | 42.8 | 6.1       | 3.2  | 8.3  | 51.2         | 51.9 | 20.4 |

| Shape                   | Will Respond |      |      | Percentage of Pieces Received |      |      |
|-------------------------|--------------|------|------|-------------------------------|------|------|
|                         | 1987         | 1999 | 2000 | 1987                          | 1999 | 2000 |
| Letter size envelope    | 12.3         | 17.2 | 15.4 | 8.8                           | 7.5  | 23.8 |
| Larger envelope         | 10.9         | 17.9 | 8.6  | 3.6                           | 4.5  | 25.8 |
| Postcard                | 12.3         | 15.8 | 14.2 | 3.3                           | 9.1  | 24.7 |
| Catalog not in envelope | 17.1         | 20.2 | 13.1 | 40.8                          | 20.4 | 19.0 |
| Flyers                  | 15.4         | 15.7 | 20.8 | 42.5                          | 54.1 | 23.1 |

NOTE: Percentages do not add up to 100% due to multiple responses from multiple questions.

NOTE: The "read immediately" percentages for 1999 include an additional code which was added to the questionnaire in Fiscal Year 1992. This accounts for the increase in percentage in this category over 1987.

**Table A3-39**  
**Standard Mail (A) from Department Stores**  
**Reaction to Mail Piece by Familiarity and Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Shape                    | Read<br>(Immediately and Set Aside) |      |      | Found Useful |      |      | Will Respond |      |      |
|--------------------------|-------------------------------------|------|------|--------------|------|------|--------------|------|------|
|                          | 1987                                | 1999 | 2000 | 1987         | 1999 | 2000 | 1987         | 1999 | 2000 |
| Previous customer:       |                                     |      |      |              |      |      |              |      |      |
| Catalogs Not In Envelope | 68.0                                | 75.0 | 77.5 | 70.7         | 67.5 | 71.1 | 18.4         | 22.0 | 16.7 |
| Flyers                   | 59.0                                | 71.7 | 74.1 | 64.2         | 64.3 | 66.8 | 18.2         | 19.9 | 15.6 |
| Organization known:      |                                     |      |      |              |      |      |              |      |      |
| Catalogs Not In Envelope | 38.1                                | 46.2 | 50.3 | 26.9         | 26.4 | 41.5 | 7.2          | 6.8  | 4.0  |
| Flyers                   | 24.0                                | 45.1 | 41.0 | 22.9         | 12.3 | 26.0 | 4.7          | 2.0  | 2.6  |
| Organization unknown: ①  |                                     |      |      |              |      |      |              |      |      |
| Catalogs Not In Envelope | 23.5                                | 49.7 | 50.9 | 20.6         | 15.0 | 19.8 | 13.7         | 21.1 | 2.7  |
| Flyers                   | 31.2                                | 22.1 | 31.0 | 17.8         | 10.9 | 15.1 | 5.3          | 1.5  | 2.1  |

NOTE: The "read immediately" percentages for 1999 include an additional code which was added to the questionnaire in Fiscal Year 1992. This accounts for the increase in percentage in this category over 1987.

① Fluctuations may be due to small sample sizes.

**Table A3-40**  
**Standard Mail (A) from Mail Order Companies**  
**Reaction to Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Shape                   | Read Immediately |      |      | Set Aside |      |      | Found Useful |      |      |
|-------------------------|------------------|------|------|-----------|------|------|--------------|------|------|
|                         | 1987             | 1999 | 2000 | 1987      | 1999 | 2000 | 1987         | 1999 | 2000 |
| Letter size envelope    | 42.7             | 54.5 | 39.9 | 4.1       | 2.7  | 3.7  | 29.9         | 30.6 | 31.2 |
| Larger envelope         | 48.2             | 52.6 | 46.8 | 10.4      | 3.2  | 7.9  | 41.1         | 32.2 | 41.6 |
| Postcard ①              | 60.4             | 55.7 | 40.7 | 4.2       | 0.0  | 2.6  | 51.8         | 37.3 | 35.3 |
| Catalog not in envelope | 40.9             | 48.7 | 33.6 | 17.1      | 10.9 | 17.7 | 48.9         | 45.6 | 49.5 |
| Flyers                  | 39.8             | 42.4 | 29.1 | 7.8       | 3.8  | 5.9  | 32.9         | 32.8 | 26.3 |
| Newspapers/Magazines ①  | 57.0             | 58.3 | 39.0 | 0.0       | 10.5 | 14.8 | 62.3         | 52.9 | 51.0 |

| Shape                   | Will Respond |      |      | Percentage of Pieces Received |      |      |
|-------------------------|--------------|------|------|-------------------------------|------|------|
|                         | 1987         | 1999 | 2000 | 1987                          | 1999 | 2000 |
| Letter size envelope    | 12.3         | 11.9 | 8.9  | 20.8                          | 9.8  | 8.0  |
| Larger envelope         | 18.0         | 14.9 | 16.9 | 22.0                          | 16.2 | 12.6 |
| Postcard ①              | 18.6         | 4.3  | 3.9  | 0.8                           | 0.9  | 1.2  |
| Catalog not in envelope | 15.8         | 12.8 | 10.9 | 48.5                          | 63.3 | 65.6 |
| Flyers                  | 10.0         | 11.2 | 6.7  | 7.0                           | 5.6  | 5.1  |
| Newspapers/Magazines ①  | 19.8         | 14.2 | 8.8  | 12.1                          | 1.7  | 2.9  |

NOTE: Percentages do not add up to 100% due to multiple responses from multiple questions.

NOTE: The "read immediately" percentages for 1999 include an additional code which was added to the questionnaire in Fiscal Year 1992. This accounts for the increase in percentage in this category over 1987.

① Flucuations may be due to small sample size.

**Table A3-41**  
**Standard Mail (A) from Mail Order Companies**  
**Reaction to Mail Piece by Familiarity and Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Shape                  | Read<br>(Immediately and Set Aside) |      |      | Found Useful |      |      | Will Respond |      |      |
|------------------------|-------------------------------------|------|------|--------------|------|------|--------------|------|------|
|                        | 1987                                | 1999 | 2000 | 1987         | 1999 | 2000 | 1987         | 1999 | 2000 |
| Previous customer:     |                                     |      |      |              |      |      |              |      |      |
| Letter size envelope   | 65.0                                | 80.6 | 69.9 | 52.2         | 53.5 | 49.3 | 18.8         | 20.5 | 15.7 |
| Larger envelope        | 74.3                                | 72.9 | 75.8 | 58.7         | 50.1 | 57.9 | 27.1         | 23.0 | 23.1 |
| Catalog                | 74.9                                | 76.1 | 80.8 | 70.3         | 65.7 | 61.3 | 25.1         | 18.6 | 24.5 |
| Organization known:    |                                     |      |      |              |      |      |              |      |      |
| Letter size envelope   | 34.2                                | 47.7 | 44.2 | 13.3         | 22.4 | 21.2 | 5.6          | 6.5  | 3.0  |
| Larger envelope        | 44.5                                | 47.6 | 43.9 | 27.0         | 18.4 | 18.0 | 9.7          | 7.2  | 3.2  |
| Catalog                | 44.6                                | 51.6 | 35.0 | 31.5         | 23.2 | 27.7 | 6.7          | 4.4  | 3.1  |
| Organization unknown:  |                                     |      |      |              |      |      |              |      |      |
| Letter size envelope ① | 29.4                                | 25.5 | 31.4 | 7.0          | 5.6  | 2.5  | 6.7          | 3.1  | 2.0  |
| Larger envelope        | 32.9                                | 36.8 | 30.4 | 14.2         | 8.13 | 10.2 | 4.7          | 2.5  | 5.1  |
| Catalog                | 36.8                                | 32.0 | 42.5 | 17.7         | 13.3 | 24.6 | 3.5          | 4.3  | 6.7  |

NOTE: The "read immediately" percentages for 1999 include an additional code which was added to the questionnaire in Fiscal

Year 1992. This accounts for the increase in percentage in this category over 1987.

① Fluctuations may be due to small sample sizes.

**Table A3-42**  
**Standard Mail (A) from Publishers**  
**Reaction to Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Shape                     | Read Immediately |      |      | Set Aside |      |      | Found Useful |      |      |
|---------------------------|------------------|------|------|-----------|------|------|--------------|------|------|
|                           | 1987             | 1999 | 2000 | 1987      | 1999 | 2000 | 1987         | 1999 | 2000 |
| Letter size envelope      | 51.1             | 52.9 | 43.5 | 6.0       | 2.6  | 4.5  | 37.9         | 34.2 | 37.9 |
| Larger envelope           | 41.4             | 48.4 | 43.9 | 6.8       | 2.5  | 5.3  | 27.4         | 27.6 | 33.7 |
| Postcard ①                | 45.2             | 54.1 | 42.9 | 5.9       | 0.0  | 5.1  | 30.4         | 40.3 | 29.9 |
| Catalog not in envelope ① | 40.8             | 34.7 | 26.6 | 16.3      | 6.6  | 12.2 | 48.2         | 27.7 | 40.4 |
| Flyers                    | 45.8             | 41.7 | 26.3 | 8.4       | 2.8  | 4.7  | 46.6         | 35.0 | 22.5 |
| Newspapers/Magazines      | 27.2             | 42.9 | 30.4 | 7.6       | 5.6  | 14.4 | 28.8         | 43.0 | 47.2 |

| Shape                     | Will Respond |      |      | Percentage of Pieces Received |      |      |
|---------------------------|--------------|------|------|-------------------------------|------|------|
|                           | 1987         | 1999 | 2000 | 1987                          | 1999 | 2000 |
| Letter size envelope      | 21.0         | 17.0 | 13.9 | 26.5                          | 26.7 | 35.3 |
| Larger envelope           | 16.6         | 17.0 | 13.5 | 34.7                          | 32.5 | 28.4 |
| Postcard ①                | 26.1         | 13.1 | 5.9  | 1.2                           | 1.4  | 2.2  |
| Catalog not in envelope ① | 13.5         | 9.1  | 7.3  | 4.4                           | 5.0  | 6.7  |
| Flyers                    | 16.3         | 10.2 | 2.9  | 20.4                          | 11.8 | 8.9  |
| Newspapers/Magazines      | 9.1          | 8.3  | 3.9  | 12.1                          | 20.7 | 14.2 |

NOTE: Percentages do not add up to 100% due to multiple responses from multiple questions.

① Fluctuations may be due to small sample size.

**Table A3-43**  
**Standard Mail (A) from Publishers**  
**Reaction to Mail Piece by Familiarity and Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1998, and 2000**

| Shape                 | Read<br>(Immediately and Set Aside) |      |      | Found Useful |      |      | Will Respond |      |      |
|-----------------------|-------------------------------------|------|------|--------------|------|------|--------------|------|------|
|                       | 1987                                | 1999 | 2000 | 1987         | 1999 | 2000 | 1987         | 1999 | 2000 |
| Previous customer:    |                                     |      |      |              |      |      |              |      |      |
| Letter size envelope  | 77.2                                | 74.5 | 66.1 | 54.1         | 50.8 | 52.6 | 31.9         | 27.0 | 19.8 |
| Larger envelope       | 68.8                                | 70.9 | 70.5 | 44.8         | 42.2 | 49.2 | 25.8         | 26.0 | 19.5 |
| Catalog ①             | 78.7                                | 65.8 | 86.1 | 72.7         | 48.0 | 67.3 | 22.1         | 18.3 | 17.0 |
| Organization known:   |                                     |      |      |              |      |      |              |      |      |
| Letter size envelope  | 34.2                                | 45.1 | 32.3 | 20.8         | 19.0 | 13.4 | 5.7          | 3.7  | 3.0  |
| Larger envelope       | 31.3                                | 41.0 | 40.6 | 13.3         | 12.6 | 16.0 | 7.7          | 5.8  | 6.7  |
| Catalog ①             | 48.3                                | 40.1 | 27.4 | 31.1         | 15.5 | 16.4 | 5.4          | 3.2  | 0.0  |
| Organization unknown: |                                     |      |      |              |      |      |              |      |      |
| Letter size envelope  | 31.3                                | 28.4 | 34.8 | 13.5         | 6.6  | 13.2 | 3.7          | 1.0  | 4.8  |
| Larger envelope       | 35.8                                | 29.1 | 28.6 | 13.9         | 18.7 | 11.1 | 7.4          | 8.0  | 3.6  |
| Catalog ①             | 46.0                                | 16.6 | 27.4 | 16.7         | 12.9 | 19.4 | 6.9          | 0.5  | 0.0  |

① Fluctuations may be due to small sample sizes.

**Table A3-44**  
**Standard Mail (A) from Credit Card Companies**  
**Reaction to Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Shape                     | Read Immediately |      |      | Set Aside |      |      | Found Useful |      |      |
|---------------------------|------------------|------|------|-----------|------|------|--------------|------|------|
|                           | 1987             | 1999 | 2000 | 1987      | 1999 | 2000 | 1987         | 1999 | 2000 |
| Letter size envelope      | 43.4             | 43.4 | 31.0 | 4.2       | 1.6  | 3.1  | 28.0         | 22.1 | 18.9 |
| Larger envelope           | 32.7             | 37.0 | 30.4 | 8.4       | 2.0  | 2.4  | 28.9         | 22.2 | 20.7 |
| Postcard ①                | 25.1             | 38.3 | 31.1 | 0.0       | 3.3  | 1.6  | 9.9          | 27.1 | 28.9 |
| Catalog not in envelope ① | 43.8             | 33.2 | 54.4 | 21.3      | 11.2 | 14.2 | 45.9         | 48.4 | 51.8 |
| Flyers ①                  | 33.3             | 32.4 | 27.7 | 6.3       | 0.3  | 3.8  | 35.6         | 22.2 | 28.7 |

| Shape                     | Will Respond |      |      | Percentage of Pieces Received |      |      |
|---------------------------|--------------|------|------|-------------------------------|------|------|
|                           | 1987         | 1999 | 2000 | 1987                          | 1999 | 2000 |
| Letter size envelope      | 10.4         | 8.2  | 4.3  | 59.5                          | 62.3 | 67.7 |
| Larger envelope           | 3.1          | 5.8  | 3.1  | 28.1                          | 32.1 | 22.6 |
| Postcard ①                | 0.0          | 2.8  | 7.6  | 0.4                           | 1.2  | 2.9  |
| Catalog not in envelope ① | 3.2          | 0.0  | 16.2 | 3.1                           | 0.2  | 1.3  |
| Flyers ①                  | 12.1         | 2.5  | 1.2  | 8.4                           | 3.9  | 3.9  |

NOTE: Percentages do not add up to 100% due to multiple responses from multiple questions.

① Flucuations may be due to small sample size.

**Table A3-45**  
**Standard Mail (A) from Credit Card Companies**  
**Reaction to Mail Pieces by Familiarity and Shape<sup>①</sup>**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Shape                 | Read<br>(Immediately and Set Aside) |      |      | Found Useful |      |      | Will Respond |      |      |
|-----------------------|-------------------------------------|------|------|--------------|------|------|--------------|------|------|
|                       | 1987                                | 1999 | 2000 | 1987         | 1999 | 2000 | 1987         | 1999 | 2000 |
| Previous customer:    |                                     |      |      |              |      |      |              |      |      |
| Letter size envelope  | 63.7                                | 65.7 | 56.6 | 39.6         | 37.9 | 32.5 | 14.9         | 14.2 | 6.8  |
| Larger envelope       | 53.0                                | 63.5 | 52.2 | 38.6         | 38.4 | 37.9 | 2.3          | 8.7  | 5.6  |
| Organization known:   |                                     |      |      |              |      |      |              |      |      |
| Letter size envelope  | 37.9                                | 38.5 | 28.2 | 18.7         | 15.9 | 11.1 | 7.0          | 4.9  | 1.8  |
| Larger envelope       | 32.8                                | 34.6 | 27.0 | 12.9         | 17.1 | 8.3  | 3.0          | 5.0  | 0.5  |
| Organization unknown: |                                     |      |      |              |      |      |              |      |      |
| Letter size envelope  | 36.7                                | 23.1 | 18.8 | 19.8         | 7.3  | 2.8  | 3.2          | 0.5  | 2.1  |
| Larger envelope       | 21.3                                | 18.4 | 32.7 | 19.1         | 8.2  | 6.0  | 2.7          | 2.4  | 2.7  |

① Fluctuations may be due to small sample sizes.

**Table A3-46**  
**Standard Mail (A) from Insurance Companies**  
**Reaction to Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Shape                     | Read Immediately |      |      | Set Aside |      |      | Found Useful |      |      |
|---------------------------|------------------|------|------|-----------|------|------|--------------|------|------|
|                           | 1987             | 1999 | 2000 | 1987      | 1999 | 2000 | 1987         | 1999 | 2000 |
| Letter size envelope      | 33.5             | 40.2 | 34.0 | 3.7       | 1.1  | 3.4  | 23.4         | 21.3 | 22.1 |
| Larger envelope           | 35.8             | 41.2 | 34.4 | 7.2       | 0.8  | 5.6  | 28.3         | 30.3 | 33.7 |
| Postcard ①                | 64.3             | 48.1 | 38.5 | 0.0       | 0.0  | 1.6  | 38.0         | 35.2 | 29.4 |
| Catalog not in envelope ① | 41.6             | 29.5 | 27.4 | 14.6      | 0.0  | 34.3 | 34.1         | 34.6 | 68.2 |
| Flyers ①                  | 27.2             | 31.8 | 40.2 | 1.4       | 1.2  | 6.2  | 19.6         | 27.9 | 33.3 |
| Newspapers/Magazines ①    | 49.1             | 46.0 | 39.7 | 14.1      | 8.9  | 17.2 | 14.1         | 42.9 | 64.4 |

| Shape                     | Will Respond |      |      | Percentage of Pieces Received |      |      |
|---------------------------|--------------|------|------|-------------------------------|------|------|
|                           | 1987         | 1999 | 2000 | 1987                          | 1999 | 2000 |
| Letter size envelope      | 6.1          | 7.4  | 2.4  | 68.8                          | 50.0 | 55.6 |
| Larger envelope           | 7.2          | 8.8  | 2.5  | 19.9                          | 30.7 | 23.1 |
| Postcard ①                | 41.7         | 2.6  | 4.0  | 0.7                           | 2.4  | 2.1  |
| Catalog not in envelope ① | 0.0          | 0.0  | 2.0  | 1.4                           | 0.5  | 1.3  |
| Flyers ①                  | 5.2          | 4.6  | 2.8  | 10.2                          | 11.3 | 11.3 |
| Newspapers/Magazines ①    | 0.0          | 0.0  | 0.7  | 0.5                           | 4.6  | 4.9  |

NOTE: Percentages do not add up to 100% due to multiple responses from multiple questions.

① Fluctuations may be due to small sample size.

**Table A3-47**  
**Standard Mail (A) from Insurance Companies**  
**Reaction to Mail Pieces by Familiarity and Shape<sup>①</sup>**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Shape                 | Read<br>(Immediately and Set Aside) |      |      | Found Useful |      |      | Will Respond |      |      |
|-----------------------|-------------------------------------|------|------|--------------|------|------|--------------|------|------|
|                       | 1987                                | 1999 | 2000 | 1987         | 1999 | 2000 | 1987         | 1999 | 2000 |
| Previous customer:    |                                     |      |      |              |      |      |              |      |      |
| Letter size envelope  | 59.7                                | 72.9 | 68.2 | 46.3         | 50.9 | 50.4 | 12.2         | 21.8 | 3.7  |
| Larger envelope       | 69.6                                | 70.8 | 70.2 | 49.5         | 58.3 | 56.4 | 11.3         | 24.2 | 5.2  |
| Organization known:   |                                     |      |      |              |      |      |              |      |      |
| Letter size envelope  | 37.4                                | 39.7 | 34.4 | 19.1         | 15.0 | 12.9 | 4.3          | 2.0  | 2.0  |
| Larger envelope       | 39.4                                | 23.5 | 39.6 | 29.5         | 13.4 | 20.3 | 10.1         | 2.8  | 0.5  |
| Organization unknown: |                                     |      |      |              |      |      |              |      |      |
| Letter size envelope  | 22.2                                | 22.4 | 25.4 | 8.6          | 5.3  | 5.9  | 2.0          | 1.2  | 1.2  |
| Larger envelope       | 25.3                                | 23.2 | 20.3 | 11.9         | 6.6  | 13.3 | 3.2          | 1.8  | 0.2  |

① Fluctuations may be due to small sample sizes.

**Table A3-48a**  
**Standard Mail (A) Reaction by Industry**  
**(Percentage of Mail Received by Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Industry                | Read Immediately |      |      | Set Aside |      |      | Found Useful |      |      | Will Respond ① |      |      |
|-------------------------|------------------|------|------|-----------|------|------|--------------|------|------|----------------|------|------|
|                         | 1987             | 1999 | 2000 | 1987      | 1999 | 2000 | 1987         | 1999 | 2000 | 1987           | 1999 | 2000 |
| Financial:              |                  |      |      |           |      |      |              |      |      |                |      |      |
| Credit card             | 39.5             | 40.7 | 30.9 | 6.1       | 1.8  | 3.2  | 29.3         | 22.3 | 20.4 | 8.3            | 7.1  | 4.1  |
| Bank                    | 38.8             | 42.5 | 36.8 | 4.0       | 2.1  | 4.6  | 31.1         | 25.9 | 32.8 | 8.1            | 8.5  | 3.8  |
| Securities broker       | 40.4             | 54.6 | 48.8 | 11.7      | 5.8  | 9.3  | 42.5         | 53.6 | 58.4 | 8.4            | 11.2 | 4.6  |
| Money Market ②          | 45.6             | 38.0 | 38.7 | 5.4       | 5.1  | 10.1 | 53.7         | 40.0 | 59.1 | 1.9            | 20.7 | 10.1 |
| Insurance Company       | 33.9             | 40.0 | 34.8 | 4.3       | 1.3  | 5.5  | 24.6         | 26.2 | 29.0 | 6.4            | 7.3  | 2.4  |
| Real Estate/Mortgage    | 29.3             | 32.4 | 27.3 | 3.1       | 0.5  | 3.3  | 21.3         | 12.9 | 18.2 | 2.7            | 3.4  | 2.0  |
| Total Financial         | 37.2             | 41.1 | 36.2 | 5.3       | 1.9  | 6.0  | 29.5         | 25.5 | 36.3 | 7.3            | 7.3  | 4.5  |
| Merchants:              |                  |      |      |           |      |      |              |      |      |                |      |      |
| Supermarkets            | 40.3             | 55.8 | 39.0 | 5.8       | 3.2  | 8.1  | 52.2         | 53.4 | 55.9 | 26.8           | 30.0 | 28.6 |
| Department store        | 45.3             | 58.7 | 43.2 | 9.7       | 4.9  | 8.6  | 53.9         | 52.6 | 57.6 | 15.6           | 16.9 | 15.7 |
| Mail order company      | 42.9             | 50.0 | 36.0 | 3.2       | 8.6  | 14.2 | 41.9         | 41.4 | 45.4 | 15.3           | 13.4 | 11.4 |
| Specialty store         | 40.1             | 50.7 | 37.4 | 8.6       | 4.4  | 7.0  | 43.4         | 44.5 | 49.1 | 14.4           | 16.2 | 13.2 |
| Publisher               | 43.1             | 47.5 | 38.6 | 7.5       | 3.5  | 6.7  | 35.3         | 34.3 | 36.3 | 17.1           | 14.3 | 10.6 |
| Land promotion ②        | 26.3             | 36.5 | 35.1 | 4.1       | 2.0  | 0.8  | 7.7          | 22.6 | 14.3 | 4.1            | 3.7  | 2.5  |
| Restaurant              | 49.9             | 63.0 | N/A  | 3.4       | 0.8  | N/A  | 51.9         | 47.3 | N/A  | 19.5           | 28.1 | N/A  |
| Consumer packaged goods | 63.4             | 57.9 | N/A  | 5.6       | 3.5  | N/A  | 59.1         | 46.1 | N/A  | 32.1           | 19.0 | N/A  |
| Auto dealers            | 37.3             | 51.6 | N/A  | 3.2       | 1.3  | N/A  | 32.6         | 37.0 | N/A  | 8.7            | 14.8 | N/A  |
| Mall ②                  | 22.4             | 35.2 | N/A  | 14.2      | 0.0  | N/A  | 45.3         | 39.3 | N/A  | 9.4            | 20.6 | N/A  |
| Total Merchants         | 43.5             | 51.5 | 38.2 | 9.1       | 5.8  | 7.6  | 44.1         | 42.6 | 43.1 | 16.3           | 15.4 | 13.7 |

① Of pieces containing an advertisement or request for funds.

② Flucuations may be due to small sample sizes.

**Table A3-48b**  
**Standard Mail (A) Reaction by Industry**  
**(Percentage of Mail Received by Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Industry                          | Read Immediately |      |      | Set Aside |      |      | Found Useful |      |      | Will Respond ① |      |      |
|-----------------------------------|------------------|------|------|-----------|------|------|--------------|------|------|----------------|------|------|
|                                   | 1987             | 1999 | 2000 | 1987      | 1999 | 2000 | 1987         | 1999 | 2000 | 1987           | 1999 | 2000 |
| Services:                         |                  |      |      |           |      |      |              |      |      |                |      |      |
| Telephone                         | 49.9             | 42.6 | 35.2 | 5.7       | 1.4  | 3.7  | 46.6         | 23.7 | 25.8 | 14.4           | 4.5  | 4.7  |
| Other Utilities ②                 | 49.9             | 55.3 | 45.3 | 7.2       | 0.6  | 8.4  | 56.4         | 43.2 | 62.7 | 11.6           | 6.6  | 12.5 |
| Medical                           | 44.3             | 50.9 | 40.7 | 5.2       | 2.6  | 6.2  | 41.0         | 35.1 | 45.7 | 6.8            | 14.7 | 4.0  |
| Other professional ②              | 53.2             | 53.7 | 43.6 | 6.4       | 1.5  | 9.3  | 42.4         | 32.4 | 35.6 | 12.2           | 5.6  | 3.0  |
| Leisure service                   | 41.6             | 53.6 | 41.1 | 8.1       | 2.9  | 7.2  | 36.9         | 35.6 | 45.5 | 7.8            | 11.0 | 7.9  |
| Cable TV                          | 51.5             | 46.7 | 35.7 | 9.2       | 1.8  | 3.9  | 43.7         | 27.1 | 32.7 | 8.4            | 6.3  | 5.1  |
| Computer                          | 40.5             | 39.6 | 27.2 | 7.2       | 4.2  | 7.0  | 39.8         | 28.3 | 30.0 | 12.5           | 7.1  | 3.8  |
| Total Services                    | 44.1             | 46.8 | 38.4 | 6.5       | 2.3  | 6.5  | 38.0         | 29.8 | 39.7 | 9.6            | 8.2  | 5.9  |
| Nonfederal Government             | 48.7             | 49.1 | 46.9 | 15.6      | 3.8  | 12.3 | 57.6         | 40.9 | 65.2 | 18.6           | 19.5 | 3.2  |
| Social/Charitable/Political:      |                  |      |      |           |      |      |              |      |      |                |      |      |
| Union/professional ②              | 49.5             | 68.4 | 47.6 | 7.6       | 4.6  | 8.0  | 55.9         | 58.1 | 48.6 | 11.3           | 19.1 | 8.0  |
| Church                            | 51.8             | 58.5 | 45.6 | 3.6       | 3.4  | 9.0  | 39.7         | 52.0 | 58.8 | 6.6            | 11.8 | 12.4 |
| Educational                       | 46.4             | 53.0 | 42.1 | 5.4       | 2.6  | 10.6 | 40.0         | 37.9 | 50.7 | 6.3            | 9.4  | 6.1  |
| Charities                         | 53.1             | 57.8 | 41.1 | 0.6       | 3.8  | 6.5  | 29.7         | 38.8 | 31.6 | 8.6            | 20.6 | 10.3 |
| Political                         | 37.5             | 48.4 | 33.5 | 8.1       | 3.2  | 8.7  | 27.6         | 34.9 | 34.8 | 13.0           | 32.3 | 4.1  |
| AARP ②                            | 59.4             | 37.0 | N/A  | 7.0       | 0.0  | N/A  | 57.1         | 19.6 | N/A  | 37.9           | 4.4  | N/A  |
| Total Social/Charitable/Political | 45.2             | 52.7 | 42.0 | 6.4       | 3.3  | 8.5  | 37.8         | 39.5 | 44.9 | 9.2            | 13.5 | 8.2  |

① Of pieces containing an advertisement or request for funds.

② Fluctuations may be due to small sample sizes.

**Table A3-49**  
**Standard Mail (A) Reaction to Mail Pieces by Income**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Income          | Read Immediately |      |      |                      |      |      | Set Aside |      |      |                      |      |      |
|-----------------|------------------|------|------|----------------------|------|------|-----------|------|------|----------------------|------|------|
|                 | Percent          |      |      | Pieces Per Household |      |      | Percent   |      |      | Pieces Per Household |      |      |
|                 | 1987             | 1999 | 2000 | 1987                 | 1999 | 2000 | 1987      | 1999 | 2000 | 1987                 | 1999 | 2000 |
| Under \$7K      | 43.0             | 40.6 | 41.8 | 1.6                  | 1.6  | 2.7  | 18.8      | 9.0  | 5.8  | 0.3                  | 0.3  | 0.4  |
| \$7K - \$9.9K   | 41.0             | 47.8 | 41.9 | 2.1                  | 2.1  | 2.7  | 18.8      | 5.8  | 3.9  | 0.3                  | 0.3  | 0.2  |
| \$10K - \$14.9K | 45.0             | 50.0 | 45.8 | 2.6                  | 2.6  | 3.5  | 11.9      | 4.7  | 5.8  | 0.5                  | 0.2  | 0.4  |
| \$15K - \$19.9K | 45.0             | 51.9 | 46.7 | 2.9                  | 2.8  | 3.9  | 9.4       | 4.1  | 6.0  | 0.6                  | 0.2  | 0.5  |
| \$20K - \$24.9K | 42.5             | 57.6 | 43.5 | 2.8                  | 3.1  | 4.0  | 8.5       | 2.4  | 8.0  | 0.6                  | 0.1  | 0.7  |
| \$25K - \$29.9K | 44.2             | 51.0 | 43.7 | 3.5                  | 3.2  | 4.6  | 8.0       | 3.2  | 6.5  | 0.6                  | 0.2  | 0.7  |
| \$30K - \$34.9K | 41.4             | 50.5 |      | 3.6                  | 3.3  |      | 8.3       | 3.4  |      | 0.7                  | 0.2  |      |
| \$35K - \$49.9K | 41.4             | 49.9 | 43.6 | 3.9                  | 4.1  | 5.2  | 7.5       | 4.6  | 7.3  | 0.8                  | 0.4  | 0.9  |
| \$50K - \$64.9K | 41.1             | 47.3 | 42.5 | 4.4                  | 4.6  | 5.4  | 7.0       | 3.5  | 8.4  | 0.8                  | 0.3  | 1.1  |
| \$65K - \$79.9K | 40.4             | 46.1 | 44.6 | 6.1                  | 5.2  | 6.5  | 6.7       | 4.1  | 8.1  | 1.5                  | 0.5  | 1.2  |
| \$80K - \$99.9K | 31.4             | 47.1 | 41.6 | 4.4                  | 5.8  | 7.3  | 8.9       | 4.7  | 9.3  | 1.3                  | 0.6  | 1.6  |
| \$100K +        | 34.5             | 38.2 | 39.9 | 5.3                  | 5.7  | 8.8  | 6.0       | 4.6  | 6.9  | 1.2                  | 0.7  | 1.5  |

| Income          | Found Useful |      |      |                      |      |      | Will Respond ① |      |      |                      |      |      |
|-----------------|--------------|------|------|----------------------|------|------|----------------|------|------|----------------------|------|------|
|                 | Percent      |      |      | Pieces Per Household |      |      | Percent        |      |      | Pieces Per Household |      |      |
|                 | 1987         | 1999 | 2000 | 1987                 | 1999 | 2000 | 1987           | 1999 | 2000 | 1987                 | 1999 | 2000 |
| Under \$7K      | 36.0         | 34.3 | 32.8 | 1.4                  | 1.3  | 2.1  | 17.5           | 8.9  | 11.3 | 0.5                  | 0.5  | 0.7  |
| \$7K - \$9.9K   | 37.1         | 35.6 | 33.1 | 1.9                  | 1.5  | 2.1  | 12.6           | 15.7 | 8.8  | 0.5                  | 0.3  | 0.6  |
| \$10K - \$14.9K | 39.6         | 38.4 | 39.6 | 2.3                  | 2.0  | 3.0  | 17.7           | 13.4 | 10.3 | 0.8                  | 0.5  | 0.8  |
| \$15K - \$19.9K | 41.9         | 31.9 | 36.2 | 2.7                  | 1.7  | 3.0  | 15.3           | 15.6 | 11.1 | 0.8                  | 0.6  | 0.9  |
| \$20K - \$24.9K | 42.8         | 39.0 | 37.6 | 2.8                  | 2.1  | 3.5  | 15.6           | 13.4 | 11.7 | 0.9                  | 0.6  | 1.1  |
| \$25K - \$29.9K | 40.4         | 34.9 | 35.7 | 3.2                  | 2.2  | 3.7  | 14.8           | 15.8 | 9.3  | 1.0                  | 0.6  | 1.0  |
| \$30K - \$34.9K | 40.4         | 35.3 |      | 3.5                  | 2.4  |      | 14.8           | 16.5 |      | 1.1                  | 0.8  |      |
| \$35K - \$49.9K | 41.9         | 37.3 | 38.5 | 4.0                  | 3.1  | 4.6  | 14.8           | 14.7 | 8.0  | 1.1                  | 1.0  | 1.0  |
| \$50K - \$64.9K | 42.2         | 36.4 | 38.4 | 4.6                  | 3.6  | 4.8  | 14.8           | 13.8 | 8.1  | 1.3                  | 1.2  | 1.0  |
| \$65K - \$79.9K | 40.5         | 34.7 | 39.7 | 6.1                  | 3.9  | 5.8  | 11.1           | 13.9 | 8.3  | 1.4                  | 1.2  | 1.2  |
| \$80K - \$99.9K | 34.7         | 36.9 | 38.7 | 4.9                  | 4.5  | 6.8  | 10.9           | 11.9 | 7.9  | 1.3                  | 1.9  | 1.4  |
| \$100K +        | 32.0         | 31.1 | 36.9 | 4.9                  | 4.6  | 8.1  | 10.1           | 11.4 | 7.1  | 1.3                  | 1.3  | 1.6  |

① Of pieces identified by respondent as containing an advertisement or request for funds.

Note: 2000 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

**Table A3-50**  
**Standard Mail (A) Reaction to Mail Piece by Age of Head of Household**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Age of Head of Household | Read Immediately |      |      |                      |      |      | Set Aside |      |      |                      |      |      |
|--------------------------|------------------|------|------|----------------------|------|------|-----------|------|------|----------------------|------|------|
|                          | Percent          |      |      | Pieces Per Household |      |      | Percent   |      |      | Pieces Per Household |      |      |
|                          | 1987             | 1999 | 2000 | 1987                 | 1999 | 2000 | 1987      | 1999 | 2000 | 1987                 | 1999 | 2000 |
| 18 - 21 ②                | 46.9             | 32.4 | 42.8 | 1.8                  | 1.3  | 1.8  | 10.3      | 5.1  | 5.3  | 0.4                  | 0.2  | 0.2  |
| 22 - 24                  | 35.6             | 53.1 | 35.2 | 1.1                  | 2.1  | 1.8  | 6.9       | 4.6  | 4.5  | 0.2                  | 0.2  | 0.2  |
| 25 - 34                  | 40.4             | 47.5 | 33.0 | 2.7                  | 3.0  | 3.0  | 8.4       | 3.8  | 8.0  | 0.6                  | 0.2  | 0.7  |
| 35 - 44                  | 39.9             | 46.9 | 31.4 | 3.3                  | 3.7  | 3.6  | 7.8       | 4.0  | 7.7  | 0.6                  | 0.3  | 0.9  |
| 45 - 54                  | 39.6             | 46.1 | 32.5 | 3.5                  | 4.5  | 4.4  | 7.8       | 4.9  | 8.0  | 0.7                  | 0.5  | 1.1  |
| 55 - 64                  | 45.0             | 47.1 | 36.0 | 4.4                  | 4.7  | 5.3  | 9.2       | 3.3  | 7.0  | 0.9                  | 0.3  | 1.0  |
| 65 - 69                  | 42.5             | 51.4 | 34.0 | 3.5                  | 4.7  | 4.9  | 7.4       | 3.1  | 7.5  | 0.6                  | 0.3  | 1.1  |
| 70+                      | 43.8             | 46.8 | 36.4 | 3.4                  | 3.8  | 5.6  | 7.3       | 5.4  | 6.5  | 0.6                  | 0.4  | 1.0  |

| Age of Head of Household | Found Useful |      |      |                      |      |      | Will Respond ① |      |      |                      |      |      |
|--------------------------|--------------|------|------|----------------------|------|------|----------------|------|------|----------------------|------|------|
|                          | Percent      |      |      | Pieces Per Household |      |      | Percent        |      |      | Pieces Per Household |      |      |
|                          | 1987         | 1999 | 2000 | 1987                 | 1999 | 2000 | 1987           | 1999 | 2000 | 1987                 | 1999 | 2000 |
| 18 - 21 ②                | 53.5         | 23.0 | 33.0 | 2.1                  | 0.9  | 1.4  | 16.5           | 10.2 | 12.8 | 0.5                  | 0.4  | 0.5  |
| 22 - 24                  | 35.7         | 42.8 | 35.9 | 1.1                  | 1.7  | 1.8  | 17.5           | 18.6 | 11.4 | 0.5                  | 0.7  | 0.6  |
| 25 - 34                  | 42.7         | 37.5 | 36.4 | 2.8                  | 2.4  | 3.3  | 15.9           | 12.9 | 7.9  | 0.9                  | 0.7  | 0.7  |
| 35 - 44                  | 40.8         | 35.1 | 38.3 | 3.4                  | 2.8  | 4.4  | 16.1           | 13.5 | 8.6  | 1.1                  | 1.0  | 1.0  |
| 45 - 54                  | 38.8         | 37.0 | 38.3 | 3.4                  | 3.6  | 5.2  | 13.0           | 13.3 | 8.3  | 0.9                  | 1.2  | 1.1  |
| 55 - 64                  | 41.2         | 35.1 | 38.8 | 4.0                  | 3.5  | 5.7  | 12.7           | 11.8 | 8.7  | 1.0                  | 1.0  | 1.3  |
| 65 - 69                  | 38.1         | 37.9 | 37.6 | 3.1                  | 3.5  | 5.5  | 13.2           | 11.1 | 7.8  | 0.9                  | 0.9  | 1.1  |
| 70+                      | 37.6         | 34.1 | 35.3 | 2.9                  | 2.8  | 5.5  | 14.8           | 9.8  | 9.4  | 0.9                  | 0.7  | 1.4  |

① Of pieces containing an advertisement or request for funds.

② Flucuations may be due to small sample sizes.

**Table A3-51**  
**Standard Mail (A) Reaction to Mail Piece by Education of Head of Household**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Education of Head of Household   | Read Immediately |      |      |                      |      |      | Set Aside |      |      |                      |      |      |
|----------------------------------|------------------|------|------|----------------------|------|------|-----------|------|------|----------------------|------|------|
|                                  | Percent          |      |      | Pieces Per Household |      |      | Percent   |      |      | Pieces Per Household |      |      |
|                                  | 1987             | 1999 | 2000 | 1987                 | 1999 | 2000 | 1987      | 1999 | 2000 | 1987                 | 1999 | 2000 |
| 8th grade                        | 43.7             | 40.9 | 36.8 | 2.2                  | 1.9  | 2.0  | 7.8       | 3.2  | 1.6  | 0.4                  | 0.2  | 0.1  |
| Some High School                 | 46.4             | 51.8 | 47.1 | 2.6                  | 2.8  | 3.4  | 6.9       | 1.8  | 3.8  | 0.4                  | 0.1  | 0.3  |
| High School                      | 44.4             | 49.9 | 43.2 | 3.1                  | 3.4  | 3.2  | 7.3       | 3.6  | 7.1  | 0.5                  | 0.2  | 0.7  |
| Some college                     | 41.6             | 47.0 | 45.7 | 3.3                  | 4.0  | 4.1  | 7.9       | 4.0  | 7.1  | 0.6                  | 0.3  | 0.8  |
| Professional or Technical school | 41.2             | 48.5 | 49.7 | 3.2                  | 4.5  | 4.8  | 9.5       | 4.7  | 6.2  | 0.7                  | 0.4  | 0.8  |
| College Graduate                 | 37.7             | 48.8 | 42.4 | 3.7                  | 5.1  | 5.0  | 9.3       | 4.1  | 7.7  | 0.9                  | 0.4  | 1.2  |
| Post graduate                    | 37.3             | 38.9 | 38.0 | 4.4                  | 5.2  | 5.4  | 8.9       | 6.8  | 8.6  | 1.0                  | 0.9  | 1.5  |

| Education of Head of Household   | Found Useful |      |      |                      |      |      | Will Respond ① |      |      |                      |      |      |
|----------------------------------|--------------|------|------|----------------------|------|------|----------------|------|------|----------------------|------|------|
|                                  | Percent      |      |      | Pieces Per Household |      |      | Percent        |      |      | Pieces Per Household |      |      |
|                                  | 1987         | 1999 | 2000 | 1987                 | 1999 | 2000 | 1987           | 1999 | 2000 | 1987                 | 1999 | 2000 |
| 8th grade                        | 35.5         | 26.4 | 23.3 | 1.8                  | 1.3  | 1.9  | 14.6           | 7.0  | 9.8  | 0.6                  | 0.3  | 0.8  |
| Some High School                 | 40.5         | 36.7 | 34.8 | 2.3                  | 2.0  | 3.1  | 13.4           | 12.2 | 9.8  | 0.6                  | 0.6  | 0.9  |
| High School                      | 40.0         | 36.8 | 35.5 | 2.8                  | 2.5  | 3.3  | 15.1           | 12.0 | 9.5  | 0.9                  | 0.7  | 0.9  |
| Some college                     | 41.1         | 35.6 | 38.2 | 3.3                  | 3.0  | 4.3  | 15.6           | 12.7 | 10.0 | 1.0                  | 1.0  | 1.1  |
| Professional or Technical school | 40.0         | 39.1 | 41.7 | 3.1                  | 3.6  | 5.1  | 15.7           | 16.1 | 8.4  | 1.0                  | 1.3  | 1.0  |
| College Graduate                 | 40.5         | 38.1 | 38.5 | 4.0                  | 4.0  | 5.7  | 13.4           | 13.1 | 7.9  | 1.1                  | 1.2  | 1.2  |
| Post graduate                    | 40.6         | 32.2 | 37.4 | 4.8                  | 4.3  | 6.7  | 14.1           | 11.5 | 7.2  | 1.4                  | 1.4  | 1.3  |

① Of pieces containing an advertisement or request for funds.

### Postal Fiscal Years 1987, 1999 and 2000

| Industry                                         | BRM   |       |       | CRM   |       |       | Combined BRM/CRM |       |       |
|--------------------------------------------------|-------|-------|-------|-------|-------|-------|------------------|-------|-------|
|                                                  | 1987  | 1999  | 2000  | 1987  | 1999  | 2000  | 1987             | 1999  | 2000  |
| <b>Financial:</b>                                |       |       |       |       |       |       |                  |       |       |
| Credit cards                                     | 9.1   | 20.6  | 14.2  | 2.8   | 4.8   | 3.1   | 6.1              | 13.2  | 8.6   |
| Bank                                             | 4.8   | 3.9   | 3.0   | 1.6   | 2.5   | 1.3   | 3.2              | 3.2   | 2.1   |
| Securities                                       | 2.4   | 2.4   | 1.6   | 0.7   | 0.6   | 0.7   | 1.6              | 1.5   | 1.1   |
| Money market                                     | 0.3   | 0.1   | 0.3   | 0.1   | 0.1   | 0.1   | 0.2              | 0.1   | 0.2   |
| Insurance company                                | 12.7  | 11.7  | 7.8   | 2.3   | 2.9   | 2.2   | 7.8              | 7.5   | 5.0   |
| Real Estate/Mortgage                             | 1.1   | 1.9   | 0.8   | 0.3   | 0.6   | 0.4   | 0.7              | 1.3   | 0.6   |
| Other financial                                  | 0.5   | 0.1   | 0.5   | 0.3   | 0.0   | 0.3   | 0.5              | 0.1   | 0.4   |
| Total Financial                                  | 30.9  | 40.7  | 28.1  | 8.1   | 11.5  | 8.1   | 20.1             | 26.9  | 28.1  |
| <b>Merchants:</b>                                |       |       |       |       |       |       |                  |       |       |
| Supermarkets                                     | 0.2   | 0.1   | 0.2   | 0.2   | 0.0   | 0.3   | 0.3              | 0.1   | 0.3   |
| Department store                                 | 5.6   | 1.8   | 1.8   | 4.0   | 2.2   | 2.3   | 5.1              | 2.0   | 2.1   |
| Mail order                                       | 19.0  | 19.9  | 12.9  | 46.8  | 56.9  | 32.1  | 31.6             | 37.4  | 22.5  |
| Specialty store                                  | 3.4   | 1.1   | N/A   | 6.8   | 2.6   | N/A   | 5.0              | 1.8   | N/A   |
| Publisher                                        | 22.1  | 19.3  | 14.8  | 21.1  | 16.5  | 9.5   | 21.4             | 17.9  | 12.2  |
| Land promotion                                   | 0.4   | 0.0   | 0.2   | 0.1   | 0.1   | 0.1   | 0.3              | 0.1   | 0.1   |
| Restaurant                                       | 0.1   | 0.0   | N/A   | 0.0   | 0.0   | N/A   | 0.1              | 0.0   | N/A   |
| Consumer packaged goods                          | 0.9   | 1.5   | N/A   | 0.5   | 0.9   | N/A   | 0.8              | 1.2   | N/A   |
| Auto dealers                                     | 0.3   | 0.2   | N/A   | 0.1   | 0.1   | N/A   | 0.2              | 0.1   | N/A   |
| Service stations                                 | 0.0   | 0.0   | N/A   | 0.0   | 0.0   | N/A   | 0.0              | 0.0   | N/A   |
| Mall                                             | 0.0   | 0.0   | N/A   | 0.0   | 0.0   | N/A   | 0.0              | 0.0   | N/A   |
| Other merchants                                  | 1.1   | 0.2   | 1.6   | 2.1   | 0.1   | 1.1   | 1.4              | 0.1   | 1.4   |
| Total Merchants                                  | 53.1  | 44.1  | 31.6  | 81.7  | 79.4  | 45.4  | 66.2             | 60.7  | 38.5  |
| <b>Services:</b>                                 |       |       |       |       |       |       |                  |       |       |
| Telephone                                        | 2.3   | 1.1   | 0.9   | 0.4   | 0.9   | 0.8   | 1.4              | 1.0   | 0.8   |
| Other utilities                                  | 0.2   | 0.5   | 0.4   | 0.1   | 0.2   | 0.4   | 0.2              | 0.4   | 0.4   |
| Medical                                          | 0.6   | 1.2   | 1.1   | 0.2   | 0.7   | 1.2   | 0.4              | 1.0   | 1.2   |
| Other professional                               | 0.6   | 0.4   | 0.5   | 0.3   | 0.2   | 0.2   | 0.4              | 0.3   | 0.4   |
| Leisure service                                  | 1.9   | 3.0   | 1.9   | 1.0   | 1.6   | 1.0   | 1.4              | 2.3   | 1.4   |
| Cable TV                                         | 0.6   | 0.1   | 0.1   | 0.5   | 0.4   | 0.4   | 0.6              | 0.3   | 0.3   |
| Computer                                         | 0.5   | 1.1   | 0.9   | 0.2   | 0.4   | 0.4   | 0.4              | 0.8   | 0.7   |
| Craftsman                                        | 0.6   | 0.9   | N/A   | 0.1   | 0.2   | N/A   | 0.3              | 0.6   | N/A   |
| Other services                                   | 2.4   | 2.4   | 2.1   | 1.0   | 0.8   | 1.2   | 1.8              | 1.7   | 1.6   |
| Total Services                                   | 9.7   | 10.7  | 7.8   | 3.8   | 5.4   | 5.5   | 6.9              | 8.4   | 6.7   |
| Nonfederal Government                            | 0.3   | 0.4   | 0.5   | 0.9   | 0.5   | 0.5   | 0.6              | 0.5   | 0.5   |
| Total Social/Charitable/<br>Political/Nonprofit: | 2.9   | 2.5   | 3.9   | 1.9   | 2.3   | 5.3   | 2.5              | 2.4   | 4.6   |
| Other                                            | 2.8   | 1.3   | 0.0   | 3.0   | 0.5   | 0.0   | 2.9              | 0.7   | 0.0   |
| Don't know/No answer                             | 0.3   | 0.3   | 1.0   | 0.6   | 0.4   | 0.9   | 0.4              | 0.4   | 0.9   |
| Total                                            | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0            | 100.0 | 100.0 |
| Pieces Per Household Per<br>Week                 | 1.46  | 1.65  | 2.41  | 1.28  | 1.50  | 2.0   | 2.74             | 3.20  | 2.21  |

**Table A3-53a**  
**Standard Mail (A) Industry Usage of Reply Mail**  
**(Percentage of Pieces from Each Industry That Contain Reply Mail)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Industry                                       | Business Reply |      |      | Courtesy Reply |      |      |
|------------------------------------------------|----------------|------|------|----------------|------|------|
|                                                | 1987           | 1999 | 2000 | 1987           | 1999 | 2000 |
| <b>Financial:</b>                              |                |      |      |                |      |      |
| Credit card                                    | 57.8           | 60.9 | 57.8 | 15.4           | 13.0 | 0.5  |
| Bank                                           | 36.1           | 23.7 | 27.0 | 10.4           | 13.7 | 9.9  |
| Securities Broker                              | 40.6           | 36.6 | 25.3 | 11.0           | 8.0  | 9.8  |
| Money market ①                                 | 42.9           | 18.2 | 26.0 | 13.3           | 9.1  | 6.6  |
| Insurance                                      | 62.7           | 49.1 | 49.8 | 10.1           | 11.2 | 12.0 |
| Real Estate/Mortgage                           | 19.1           | 21.6 | 22.5 | 4.1            | 6.8  | 8.3  |
| Total Financial                                | 48.7           | 45.2 | 44.1 | 11.1           | 11.6 | 10.5 |
| <b>Merchants:</b>                              |                |      |      |                |      |      |
| Supermarkets                                   | 1.1            | 0.0  | 3.4  | 0.8            | 0.0  | 3.8  |
| Department store                               | 7.0            | 3.9  | 5.2  | 4.4            | 4.3  | 5.4  |
| Mail order                                     | 21.9           | 18.3 | 17.4 | 47.2           | 47.7 | 36.0 |
| Specialty store                                | 6.9            | 2.9  | N/A  | 12.1           | 6.1  | N/A  |
| Publisher                                      | 30.2           | 34.1 | 45.2 | 25.2           | 26.6 | 24.1 |
| Land promotion ①                               | 11.5           | 14.3 | 21.2 | 2.7            | 14.3 | 10.6 |
| Restaurant                                     | 2.1            | 0.0  | N/A  | 0.6            | 2.5  | N/A  |
| Consumer packaged goods                        | 10.4           | 16.9 | N/A  | 5.3            | 5.4  | N/A  |
| Auto Dealers                                   | 8.9            | 5.5  | N/A  | 2.5            | 1.8  | N/A  |
| Service stations ①                             | 1.7            | 5.3  | N/A  | 0.5            | 0.0  | N/A  |
| Mall ①                                         | 0.0            | 0.0  | N/A  | 0.0            | 0.0  | N/A  |
| Total Merchants                                | 15.8           | 16.0 | 18.1 | 21.3           | 26.1 | 21.9 |
| <b>Services:</b>                               |                |      |      |                |      |      |
| Telephone                                      | 53.1           | 9.1  | 12.3 | 9.0            | 6.7  | 9.0  |
| Other utilities ①                              | 24.7           | 26.7 | 19.7 | 9.4            | 10.0 | 17.0 |
| Medical                                        | 13.2           | 17.4 | 15.7 | 4.0            | 9.1  | 13.8 |
| Other professional ①                           | 26.2           | 20.0 | 20.6 | 12.6           | 10.0 | 7.0  |
| Leisure service                                | 21.2           | 20.2 | 17.8 | 10.2           | 10.5 | 7.6  |
| Cable TV                                       | 11.5           | 2.8  | 4.7  | 8.9            | 8.3  | 10.9 |
| Computer                                       | 41.9           | 18.6 | 16.5 | 15.5           | 7.2  | 6.7  |
| Craftsman ①                                    | 60.7           | 30.6 | N/A  | 6.4            | 4.1  | N/A  |
| Total Services                                 | 26.8           | 18.9 | 16.3 | 9.3            | 8.7  | 9.5  |
| Nonfederal Government                          | 5.7            | 5.6  | 10.7 | 14.4           | 11.3 | 7.7  |
| Social/Charitable/Social/Nonprofit             | 18.0           | 17.6 | 25.1 | 10.4           | 13.5 | 28.8 |
| Total Nonhousehold Mail Received by Households | 18.7           | 20.4 | 22.9 | 16.4           | 18.3 | 15.7 |
| Total Pieces Per Household Per Week            | 1.46           | 1.70 | 2.31 | 1.28           | 1.52 | 1.93 |

① Fluctuations may be due to small sample sizes.

**Table A3-53b**  
**Standard Mail (A) Industry Usage of Reply Mail**  
**(Percentage of Pieces From Each Industry That Contain Reply Mail)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Industry                                       | No Reply Mail |       |      | Don't Know/<br>No Answer |      |      | Total |       |       |
|------------------------------------------------|---------------|-------|------|--------------------------|------|------|-------|-------|-------|
|                                                | 1987          | 1999  | 2000 | 1987                     | 1999 | 2000 | 1987  | 1999  | 2000  |
| <b>Financial:</b>                              |               |       |      |                          |      |      |       |       |       |
| Credit card                                    | 20.7          | 20.8  | 28.4 | 6.1                      | 5.2  | 3.3  | 100.0 | 100.0 | 100.0 |
| Bank                                           | 45.8          | 57.6  | 59.4 | 7.7                      | 4.7  | 3.7  | 100.0 | 100.0 | 100.0 |
| Securities Broker                              | 40.8          | 51.3  | 59.9 | 7.7                      | 4.5  | 5.0  | 100.0 | 100.0 | 100.0 |
| Money market ①                                 | 36.0          | 67.0  | 60.3 | 7.8                      | 0.0  | 7.0  | 100.0 | 100.0 | 100.0 |
| Insurance                                      | 20.6          | 35.4  | 34.3 | 6.7                      | 4.2  | 3.9  | 100.0 | 100.0 | 100.0 |
| Real Estate/Mortgage                           | 71.2          | 68.1  | 66.0 | 5.6                      | 3.4  | 3.2  | 100.0 | 100.0 | 100.0 |
| Total Financial                                | 33.4          | 38.5  | 41.5 | 6.8                      | 4.6  | 3.8  | 100.0 | 100.0 | 100.0 |
| <b>Merchants:</b>                              |               |       |      |                          |      |      |       |       |       |
| Supermarkets                                   | 87.6          | 94.3  | 89.9 | 10.5                     | 0.0  | 2.8  | 100.0 | 100.0 | 100.0 |
| Department store                               | 82.5          | 89.7  | 84.7 | 6.1                      | 2.1  | 4.7  | 100.0 | 100.0 | 100.0 |
| Mail order                                     | 25.1          | 28.7  | 40.3 | 5.9                      | 5.3  | 6.3  | 100.0 | 100.0 | 100.0 |
| Specialty store                                | 74.8          | 89.3  | 78.9 | 6.2                      | 1.8  | 5.0  | 100.0 | 100.0 | 100.0 |
| Publisher                                      | 33.7          | 34.8  | 23.7 | 10.9                     | 4.6  | 7.1  | 100.0 | 100.0 | 100.0 |
| Land promotion ①                               | 79.8          | 77.4  | 64.3 | 5.9                      | 0.0  | 3.9  | 100.0 | 100.0 | 100.0 |
| Restaurant                                     | 90.1          | 97.0  | N/A  | 7.2                      | 0.0  | N/A  | 100.0 | 100.0 | 100.0 |
| Consumer packaged goods                        | 78.5          | 70.3  | N/A  | 5.7                      | 2.7  | N/A  | 100.0 | 100.0 | 100.0 |
| Auto Dealers                                   | 76.9          | 90.6  | N/A  | 11.7                     | 1.8  | N/A  | 100.0 | 100.0 | 100.0 |
| Service stations ①                             | 90.9          | 95.1  | N/A  | 6.9                      | 0.0  | N/A  | 100.0 | 100.0 | 100.0 |
| Mail ①                                         | 91.3          | 100.0 | N/A  | 8.7                      | 0.0  | N/A  | 100.0 | 100.0 | 100.0 |
| Total Merchants                                | 55.3          | 53.8  | 54.2 | 7.6                      | 3.9  | 5.8  | 100.0 | 100.0 | 100.0 |
| <b>Services:</b>                               |               |       |      |                          |      |      |       |       |       |
| Telephone                                      | 31.8          | 80.3  | 73.5 | 6.2                      | 3.8  | 5.3  | 100.0 | 100.0 | 100.0 |
| Other utilities ①                              | 52.6          | 58.8  | 61.5 | 13.4                     | 3.3  | 1.8  | 100.0 | 100.0 | 100.0 |
| Medical                                        | 78.6          | 71.1  | 64.4 | 4.2                      | 2.5  | 6.1  | 100.0 | 100.0 | 100.0 |
| Other professional ①                           | 55.7          | 68.3  | 69.4 | 5.5                      | 0.0  | 3.0  | 100.0 | 100.0 | 100.0 |
| Leisure service                                | 62.5          | 66.1  | 70.3 | 6.1                      | 3.2  | 4.4  | 100.0 | 100.0 | 100.0 |
| Cable TV                                       | 72.8          | 86.8  | 81.7 | 6.7                      | 2.8  | 2.7  | 100.0 | 100.0 | 100.0 |
| Computer                                       | 36.6          | 71.2  | 71.2 | 5.9                      | 3.1  | 5.7  | 100.0 | 100.0 | 100.0 |
| Craftsman ①                                    | 30.5          | 55.2  | N/A  | 2.4                      | 10.2 | N/A  | 100.0 | 100.0 | 100.0 |
| Total Services                                 | 57.3          | 68.7  | 69.3 | 6.5                      | 3.6  | 5.0  | 100.0 | 100.0 | 100.0 |
| Nonfederal Government                          | 74.7          | 84.3  | 78.4 | 5.2                      | 3.2  | 3.2  | 100.0 | 100.0 | 100.0 |
| Social/Charitable/Social/Nonprofit             | 62.7          | 65.4  | 40.6 | 9.0                      | 2.0  | 5.5  | 100.0 | 100.0 | 100.0 |
| Total Nonhousehold Mail Received by Households | 56.5          | 57.1  | 51.2 | 8.4                      | 4.2  | 5.7  | 100.0 | 100.0 | 100.0 |
| Total Pieces Per Household Per Week            | 4.39          | 4.75  | 5.63 | 0.66                     | 0.36 | 1.59 | 100.0 | 100.0 | 100.0 |

① Fluctuations may be due to small sample sizes.

**Table A3-54**  
**Standard Mail (A) Intended Response Rates for**  
**Major Industries by Enclosure of Reply Envelopes/Cards**  
**(Percentage of Pieces to Which Recipients Intend to Respond)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Industry         | Response Rate for Pieces with<br>Business Reply Enclosures |      |      | Response Rate for Pieces with<br>Courtesy Reply Enclosures |      |      |
|------------------|------------------------------------------------------------|------|------|------------------------------------------------------------|------|------|
|                  | 1987                                                       | 1999 | 2000 | 1987                                                       | 1999 | 2000 |
| Credit card      | 8.9                                                        | 6.0  | 2.8  | 7.0                                                        | 12.6 | 16.6 |
| Department store | 11.6                                                       | 16.1 | 10.8 | 24.9                                                       | 23.8 | 12.2 |
| Mail order       | 10.3                                                       | 14.2 | 13.4 | 17.4                                                       | 13.6 | 14.5 |
| Publisher        | 14.3                                                       | 11.7 | 9.7  | 23.4                                                       | 25.2 | 23.6 |

**Table A3-55**  
**Standard Mail (A) Reaction to Mail Piece by Addressee**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Type of Address                         | Read Immediately |      |      | Set Aside |      |      | Found Useful |      |      | Will Respond |      |      |
|-----------------------------------------|------------------|------|------|-----------|------|------|--------------|------|------|--------------|------|------|
|                                         | 1987             | 1999 | 2000 | 1987      | 1999 | 2000 | 1987         | 1999 | 2000 | 1987         | 1999 | 2000 |
| Addressed to specific household members | 44.9             | 50.6 | 49.0 | 8.7       | 4.7  | 8.4  | 40.1         | 38.2 | 42.4 | 14.4         | 13.0 | 9.6  |
| Addressed to occupant/resident          | 35.7             | 38.5 | 28.5 | 7.1       | 2.9  | 6.5  | 40.3         | 30.8 | 35.2 | 14.9         | 10.7 | 9.6  |

NOTE: Percentages do not add up to 100% because these categories reflect responses from multiple questions.

**Table A3-56**  
**Standard Mail (A) Reaction to Pieces from Department Stores by Addressee**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Type of Address                         | Read Immediately |      |      | Set Aside |      |      | Found Useful |      |      | Will Respond |      |      |
|-----------------------------------------|------------------|------|------|-----------|------|------|--------------|------|------|--------------|------|------|
|                                         | 1987             | 1999 | 2000 | 1987      | 1999 | 2000 | 1987         | 1999 | 2000 | 1987         | 1999 | 2000 |
| Addressed to specific household members | 48.1             | 59.8 | 61.8 | 9.8       | 5.6  | 8.5  | 56.9         | 54.6 | 60.8 | 15.4         | 16.4 | 15.8 |
| Addressed to occupant/resident          | 39.4             | 57.1 | 50.7 | 9.9       | 3.2  | 9.3  | 48.1         | 48.6 | 49.5 | 16.3         | 18.6 | 16.2 |

**Table A3-57**  
**Standard Mail (A) Reaction to Pieces from Publishers by Addressee**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Type of Address                         | Read Immediately |      |      | Set Aside |      |      | Found Useful |      |      | Will Respond |      |      |
|-----------------------------------------|------------------|------|------|-----------|------|------|--------------|------|------|--------------|------|------|
|                                         | 1987             | 1999 | 2000 | 1987      | 1999 | 2000 | 1987         | 1999 | 2000 | 1987         | 1999 | 2000 |
| Addressed to specific household members | 46.2             | 49.7 | 48.0 | 7.3       | 3.5  | 6.9  | 35.1         | 33.5 | 38.3 | 18.1         | 15.9 | 11.4 |
| Addressed to occupant/resident          | 37.7             | 42.6 | 27.4 | 8.8       | 3.6  | 7.4  | 38.5         | 39.0 | 25.5 | 14.0         | 10.0 | 10.0 |

Table A3-58

**Number of Mail Order Purchases<sup>①</sup> Within the Last Year by Income**  
**(Percentage of Households)**

**Postal Fiscal Years 1987, 1999 and 2000**

| Number of Purchases  | Under \$7K |       |       | \$7K - \$9.9K |       |       | \$10K - \$14.9K |       |       | \$15K - \$19.9K |       |       |
|----------------------|------------|-------|-------|---------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|
|                      | 1987       | 1999  | 2000  | 1987          | 1999  | 2000  | 1987            | 1999  | 2000  | 1987            | 1999  | 2000  |
| 0                    | 64.7       | 56.2  | 53.3  | 55.7          | 70.1  | 67.6  | 48.4            | 67.4  | 59.3  | 43.0            | 63.0  | 55.4  |
| 1 - 2                | 16.5       | 17.7  | 12.4  | 18.0          | 16.1  | 6.1   | 15.9            | 12.4  | 21.4  | 22.3            | 12.0  | 16.6  |
| 3 - 5                | 11.4       | 19.2  | 21.8  | 18.9          | 6.2   | 17.6  | 20.4            | 11.7  | 11.9  | 21.2            | 10.8  | 12.3  |
| 6 - 10               | 3.3        | 4.2   | 5.6   | 5.1           | 3.1   | 4.0   | 7.4             | 6.3   | 2.7   | 9.4             | 5.4   | 8.5   |
| 11 - 15              | 1.6        | 0.0   | 2.0   | 1.6           | 3.5   | 4.8   | 4.4             | 1.0   | 1.5   | 2.5             | 6.3   | 2.0   |
| 16 - 30              | 1.8        | 1.0   | 5.0   | 0.5           | 0.8   | 0.0   | 1.2             | 0.4   | 2.7   | 0.9             | 1.1   | 4.5   |
| 31 +                 | 0.2        | 0.0   | 0.0   | 0.3           | 0.0   | 0.0   | 0.5             | 0.3   | 0.4   | 0.3             | 0.1   | 0.6   |
| Don't know/No answer | 0.5        | 1.6   | 0.0   | 0.0           | 0.3   | 0.0   | 1.8             | 0.6   | 0.0   | 0.5             | 1.3   | 0.0   |
| Total Households     | 100.0      | 100.0 | 100.0 | 100.0         | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 |

| Number of Purchases  | \$20K - \$24.9K |       |       | \$25K - \$29.9K |       |       | \$30K - \$34.9K |       |       | \$35K - \$49.9K |       |       |
|----------------------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|
|                      | 1987            | 1999  | 2000  | 1987            | 1999  | 2000  | 1987            | 1999  | 2000  | 1987            | 1999  | 2000  |
| 0                    | 41.8            | 55.2  | 56.6  | 39.0            | 53.0  | 58.7  | 34.4            | 47.1  | 58.7  | 28.7            | 45.8  | 51.3  |
| 1 - 2                | 21.3            | 19.3  | 17.5  | 19.4            | 21.5  | 14.6  | 21.9            | 18.3  | 14.6  | 22.5            | 17.3  | 16.8  |
| 3 - 5                | 20.6            | 14.6  | 16.2  | 21.9            | 11.7  | 13.3  | 19.2            | 15.9  | 13.3  | 25.4            | 16.9  | 16.3  |
| 6 - 10               | 8.0             | 4.6   | 5.6   | 11.6            | 6.5   | 9.1   | 13.8            | 11.1  | 9.1   | 11.7            | 10.4  | 9.1   |
| 11 - 15              | 2.4             | 2.7   | 2.4   | 4.1             | 1.9   | 3.1   | 4.6             | 3.9   | 3.1   | 5.3             | 3.7   | 2.9   |
| 16 - 30              | 2.9             | 0.7   | 1.9   | 3.1             | 2.1   | 1.1   | 3.9             | 1.8   | 1.1   | 3.5             | 4.3   | 3.3   |
| 31 +                 | 0.5             | 0.7   | 0.0   | 0.6             | 0.4   | 0.2   | 0.7             | 0.4   | 0.2   | 0.8             | 0.1   | 0.3   |
| Don't know/No answer | 2.5             | 2.1   | 0.0   | 0.3             | 2.8   | 0.0   | 1.5             | 1.4   | 0.0   | 1.9             | 1.6   | 0.0   |
| Total Households     | 100.0           | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 |

| Number of Purchases  | \$50K - \$64.9K |       |       | \$65K - Over |       |       | Total |       |       |
|----------------------|-----------------|-------|-------|--------------|-------|-------|-------|-------|-------|
|                      | 1987            | 1999  | 2000  | 1987         | 1999  | 2000  | 1987  | 1999  | 2000  |
| 0                    | 29.4            | 40.9  | 45.2  | 33.5         | 36.6  | 40.4  | 42.2  | 50.2  | 52.6  |
| 1 - 2                | 19.7            | 15.7  | 18.5  | 11.6         | 15.1  | 17.7  | 19.6  | 15.9  | 16.1  |
| 3 - 5                | 19.6            | 18.8  | 17.5  | 21.3         | 16.9  | 18.1  | 19.5  | 14.5  | 15.7  |
| 6 - 10               | 13.4            | 10.5  | 11.0  | 18.8         | 12.1  | 13.5  | 10.0  | 8.7   | 8.7   |
| 11 - 15              | 8.8             | 4.2   | 4.4   | 7.9          | 6.2   | 4.7   | 3.9   | 4.2   | 3.2   |
| 16 - 30              | 4.8             | 3.3   | 2.4   | 5.0          | 6.5   | 3.7   | 2.5   | 3.1   | 2.9   |
| 31 +                 | 3.3             | 1.2   | 1.0   | 0.3          | 2.4   | 1.8   | 0.7   | 0.8   | 0.7   |
| Don't know/No answer | 1.1             | 5.4   | 0.0   | 1.5          | 4.2   | 0.0   | 1.4   | 2.6   | 0.0   |
| Total Households     | 100.0           | 100.0 | 100.0 | 100.0        | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

① From Entry Interview.

Note: 2000 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

**Table A3-59**  
**Number of Mail Order Purchases<sup>①</sup>**  
**Within the Last Year by Education of Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Number of Purchases  | < 8th Grade |       |       | Some High School |       |       | High School |       |       | Some College |       |       |
|----------------------|-------------|-------|-------|------------------|-------|-------|-------------|-------|-------|--------------|-------|-------|
|                      | 1987        | 1999  | 2000  | 1987             | 1999  | 2000  | 1987        | 1999  | 2000  | 1987         | 1999  | 2000  |
| 0                    | 65.5        | 72.0  | 66.9  | 53.9             | 60.1  | 57.6  | 41.7        | 57.6  | 57.5  | 38.0         | 48.0  | 49.9  |
| 1 - 2                | 14.8        | 14.5  | 14.4  | 16.8             | 18.9  | 20.1  | 22.5        | 13.8  | 14.5  | 20.7         | 16.0  | 19.4  |
| 3 - 5                | 10.7        | 4.8   | 12.2  | 17.2             | 12.0  | 13.3  | 19.0        | 12.6  | 14.4  | 22.0         | 16.9  | 14.4  |
| 6 - 10               | 4.7         | 5.4   | 3.1   | 6.1              | 5.0   | 2.0   | 9.1         | 7.6   | 8.0   | 11.1         | 8.7   | 8.8   |
| 11 - 15              | 2.9         | 0.2   | 0.8   | 2.4              | 1.1   | 3.3   | 4.1         | 4.3   | 3.3   | 2.7          | 4.3   | 3.0   |
| 16 - 30              | 0.5         | 1.5   | 0.0   | 1.1              | 2.6   | 3.4   | 2.4         | 1.6   | 1.9   | 2.8          | 2.4   | 4.3   |
| 31 +                 | 0.2         | 0.1   | 2.7   | 0.5              | 0.0   | 0.4   | 0.6         | 0.4   | 0.3   | 0.5          | 0.5   | 0.4   |
| Don't know/No answer | 0.7         | 1.5   | 0.0   | 2.1              | 0.3   | 0.0   | 0.8         | 2.1   | 0.0   | 2.1          | 3.3   | 0.0   |
| Total                | 100.0       | 100.0 | 100.0 | 100.0            | 100.0 | 100.0 | 100.0       | 100.0 | 100.0 | 100.0        | 100.0 | 100.0 |

| Number of Purchases  | Technical School |       |       | College |       |       | Post Graduate |       |       | Total |       |       |
|----------------------|------------------|-------|-------|---------|-------|-------|---------------|-------|-------|-------|-------|-------|
|                      | 1987             | 1999  | 2000  | 1987    | 1999  | 2000  | 1987          | 1999  | 2000  | 1987  | 1999  | 2000  |
| 0                    | 37.2             | 38.1  | 45.6  | 38.0    | 40.9  | 50.0  | 27.0          | 31.9  | 46.8  | 42.2  | 50.2  | 52.6  |
| 1 - 2                | 16.3             | 17.9  | 22.6  | 18.5    | 16.2  | 14.7  | 19.5          | 20.4  | 14.3  | 19.6  | 15.9  | 16.1  |
| 3 - 5                | 20.2             | 14.6  | 13.0  | 21.8    | 17.6  | 19.0  | 22.7          | 17.2  | 16.8  | 19.5  | 14.5  | 15.7  |
| 6 - 10               | 12.8             | 16.6  | 11.3  | 11.9    | 10.4  | 9.2   | 16.4          | 10.5  | 13.5  | 10.0  | 8.7   | 8.7   |
| 11 - 15              | 6.2              | 1.0   | 3.8   | 4.1     | 5.3   | 3.4   | 7.2           | 7.3   | 3.4   | 3.9   | 4.2   | 3.2   |
| 16 - 30              | 3.7              | 8.4   | 3.0   | 2.6     | 4.1   | 2.3   | 5.2           | 6.9   | 4.3   | 2.5   | 3.1   | 2.9   |
| 31 +                 | 2.6              | 1.0   | 0.8   | 0.9     | 1.5   | 1.4   | 1.1           | 3.1   | 0.9   | 0.7   | 0.8   | 0.7   |
| Don't know/No answer | 1.2              | 2.3   | 0.0   | 2.1     | 3.9   | 0.0   | 1.3           | 2.8   | 0.0   | 1.4   | 2.6   | 0.0   |
| Total                | 100.0            | 100.0 | 100.0 | 100.0   | 100.0 | 100.0 | 100.0         | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

① From Entry Interview.

**Table A3-60**  
**Number of Mail Order Purchases<sup>①</sup> Within the Last Year by Age of Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Number of Purchases  | 18 - 24 |       |       | 25 - 34 |       |       | 35 - 44 |       |       | 45 - 54 |       |       |
|----------------------|---------|-------|-------|---------|-------|-------|---------|-------|-------|---------|-------|-------|
|                      | 1987    | 1999  | 2000  | 1987    | 1999  | 2000  | 1987    | 1999  | 2000  | 1987    | 1999  | 2000  |
| 0                    | 51.8    | 60.5  | 55.8  | 36.1    | 54.0  | 51.5  | 39.2    | 51.1  | 51.2  | 41.0    | 42.4  | 44.4  |
| 1 - 2                | 21.7    | 18.6  | 19.4  | 22.2    | 19.3  | 17.6  | 19.0    | 14.0  | 18.8  | 21.4    | 15.7  | 18.1  |
| 3 - 5                | 17.6    | 14.0  | 21.8  | 23.3    | 13.4  | 16.7  | 19.8    | 13.8  | 15.6  | 17.8    | 15.6  | 18.2  |
| 6 - 10               | 2.8     | 3.3   | 1.8   | 10.4    | 7.3   | 8.8   | 11.4    | 10.8  | 8.2   | 9.1     | 11.0  | 9.0   |
| 11 - 15              | 1.7     | 1.2   | 0.9   | 2.9     | 1.9   | 1.9   | 5.0     | 3.4   | 2.5   | 5.5     | 6.4   | 3.4   |
| 16 - 30              | 2.3     | 1.8   | 0.6   | 2.3     | 1.9   | 3.3   | 3.3     | 3.1   | 2.8   | 3.2     | 3.3   | 5.2   |
| 31 +                 | 0.7     | 0.0   | 0.0   | 0.9     | 0.5   | 0.2   | 1.1     | 1.2   | 1.0   | 0.8     | 1.1   | 1.7   |
| Don't know/No answer | 1.1     | 0.6   | 0.0   | 1.9     | 1.7   | 0.0   | 1.4     | 2.6   | 0.0   | 1.2     | 4.5   | 0.0   |
| Total                | 100.0   | 100.0 | 100.0 | 100.0   | 100.0 | 100.0 | 100.0   | 100.0 | 100.0 | 100.0   | 100.0 | 100.0 |

| Number of Purchases  | 55 - 64 |       |       | 65 - 69 |       |       | 70 +  |       |       | Total |       |       |
|----------------------|---------|-------|-------|---------|-------|-------|-------|-------|-------|-------|-------|-------|
|                      | 1987    | 1999  | 2000  | 1987    | 1999  | 2000  | 1987  | 1999  | 2000  | 1987  | 1999  | 2000  |
| 0                    | 40.2    | 41.8  | 55.4  | 47.5    | 54.2  | 56.0  | 53.8  | 58.1  | 59.0  | 42.2  | 50.2  | 53.3  |
| 1 - 2                | 15.7    | 15.5  | 9.8   | 19.7    | 12.4  | 13.0  | 17.5  | 17.5  | 13.4  | 19.6  | 15.9  | 15.7  |
| 3 - 5                | 19.8    | 19.7  | 16.2  | 17.3    | 14.4  | 13.3  | 15.8  | 10.1  | 10.4  | 19.5  | 14.5  | 16.0  |
| 6 - 10               | 13.1    | 8.2   | 10.4  | 10.2    | 8.2   | 9.4   | 8.3   | 6.4   | 10.5  | 10.0  | 8.7   | 8.3   |
| 11 - 15              | 4.9     | 5.5   | 5.2   | 3.5     | 4.2   | 3.5   | 2.8   | 4.3   | 4.6   | 3.9   | 4.2   | 3.1   |
| 16 - 30              | 3.5     | 5.0   | 1.6   | 0.7     | 4.7   | 4.6   | 1.2   | 1.8   | 1.8   | 2.5   | 3.1   | 2.8   |
| 31 +                 | 0.9     | 1.3   | 1.3   | 0.3     | 0.5   | 0.1   | 0.0   | 0.3   | 0.2   | 0.7   | 0.8   | 0.6   |
| Don't know/No answer | 2.0     | 3.0   | 0.0   | 1.1     | 1.4   | 0.0   | 2.3   | 1.4   | 0.0   | 1.4   | 2.6   | 0.0   |
| Total                | 100.0   | 100.0 | 100.0 | 100.0   | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

① From Entry Interview.

**Table A3-61**  
**Number of Mail Order Purchases<sup>①</sup> Within the Last Year by Number of Adults**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Number of Purchases  | 1     |       |       | 2     |       |       | 3     |       |       | 4+    |       |       |
|----------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
|                      | 1987  | 1999  | 2000  | 1987  | 1999  | 2000  | 1987  | 1999  | 2000  | 1987  | 1999  | 2000  |
| 0                    | 55.0  | 57.7  | 57.1  | 38.5  | 48.2  | 52.0  | 42.3  | 43.3  | 46.7  | 31.4  | 56.6  | 49.2  |
| 1 - 2                | 18.1  | 14.9  | 16.5  | 20.0  | 17.0  | 15.4  | 20.2  | 15.4  | 19.4  | 20.6  | 7.7   | 14.5  |
| 3 - 5                | 16.7  | 12.2  | 13.2  | 20.4  | 15.0  | 16.4  | 17.5  | 14.9  | 16.8  | 24.9  | 17.7  | 18.6  |
| 6 - 10               | 6.5   | 7.8   | 7.8   | 11.5  | 8.6   | 9.1   | 9.9   | 12.1  | 9.6   | 9.4   | 6.3   | 7.5   |
| 11 - 15              | 2.3   | 3.6   | 2.9   | 4.1   | 4.2   | 3.2   | 4.7   | 5.5   | 3.7   | 6.8   | 3.6   | 4.8   |
| 16 - 30              | 1.0   | 2.5   | 2.0   | 2.9   | 3.1   | 3.4   | 3.2   | 4.7   | 2.3   | 2.9   | 2.9   | 3.7   |
| 31 +                 | 0.1   | 0.3   | 0.5   | 1.0   | 1.2   | 0.6   | 0.5   | 0.3   | 1.7   | 1.3   | 0.4   | 1.8   |
| Don't know/No answer | 0.4   | 1.0   | 0.0   | 1.7   | 2.7   | 0.0   | 1.6   | 3.9   | 0.0   | 2.7   | 4.9   | 0.0   |
| Total                | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

① From Entry Interview.

**Table A3-62**  
**Standard Mail (A) Order Pieces Received by**  
**Number of Mail Order Purchases Made Within the Last Year**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Mail Order Purchases | Pieces Per Household Per Week |      |      |
|----------------------|-------------------------------|------|------|
|                      | 1987                          | 1999 | 2000 |
| 0                    | 0.6                           | 1.0  | 2.3  |
| 1                    | 1.1                           | 1.2  | 2.3  |
| 2                    | 1.2                           | 1.9  | 3.8  |
| 3 - 5                | 1.6                           | 2.3  | 4.7  |
| 6 - 10               | 2.3                           | 2.8  | 7.1  |
| 11 +                 | 3.1                           | 4.9  | 7.2  |

**Table A3-63**  
**Standard Mail (A) Reaction to Pieces from Mail Order Industry**  
**by Number of Mail Order Purchases Made Within the Last Year**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Mail Order Purchases | Read Immediately |      |      | Set Aside |      |      | Found Useful |      |      | Will Respond |      |      |
|----------------------|------------------|------|------|-----------|------|------|--------------|------|------|--------------|------|------|
|                      | 1987             | 1999 | 2000 | 1987      | 1999 | 2000 | 1987         | 1999 | 2000 | 1987         | 1999 | 2000 |
| 0                    | 40.4             | 50.5 | 37.9 | 8.4       | 6.7  | 6.2  | 34.2         | 39.8 | 37.8 | 12.5         | 12.4 | 10.5 |
| 1 - 2                | 40.8             | 44.9 | 38.0 | 11.4      | 12.5 | 5.6  | 36.6         | 43.5 | 32.7 | 15.1         | 15.7 | 10.6 |
| 3 - 5                | 45.7             | 51.7 | 41.3 | 13.5      | 7.5  | 8.9  | 45.8         | 40.3 | 35.5 | 15.8         | 13.8 | 12.0 |
| 6 - 10               | 44.6             | 58.4 | 42.3 | 14.9      | 8.3  | 8.9  | 46.2         | 45.9 | 39.5 | 15.8         | 15.0 | 8.1  |
| 11 +                 | 42.0             | 46.2 | 37.0 | 11.8      | 10.5 | 11.1 | 45.5         | 39.8 | 37.9 | 16.9         | 12.9 | 13.6 |

NOTE: Percentages do not add up to 100% because these categories reflect responses from multiple questions.

NOTE: The "read immediately" percentages from 1999 include an additional code which was added to the questionnaire in Fiscal year 1992. This accounts for the increase in percentage in this category.

**Table A3-64**  
**Standard Mail (A) Available Response Media**  
**(For Mail Piece Containing Advertising or Request for Donations)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Response Media                                    | Percentage of Pieces |       |       |
|---------------------------------------------------|----------------------|-------|-------|
|                                                   | 1987                 | 1999  | 2000  |
| Mail                                              |                      |       |       |
| Mail only                                         | 37.5                 | 23.0  | 27.8  |
| Mail + phone                                      | 11.2                 | 17.5  | 11.2  |
| Mail + in-person                                  | 2.0                  | 0.9   | 0.8   |
| Mail + fax machine                                | N/A                  | 0.1   | 0.2   |
| Mail + internet                                   | N/A                  | 0.5   | 0.9   |
| Mail + phone + in-person                          | 9.0                  | 5.8   | 2.4   |
| Mail + phone + fax machine                        | N/A                  | 4.4   | 3.5   |
| Mail + phone + internet                           | N/A                  | 2.5   | 3.5   |
| Mail + in-person + internet                       | N/A                  | 0.1   | 0.1   |
| Mail + fax machine + internet                     | N/A                  | 0.1   | 0.1   |
| Mail + phone + in-person + fax machine            | N/A                  | 0.7   | 0.5   |
| Mail + in-person + fax machine                    | N/A                  | 0.0   | 0.0   |
| Mail + phone + in-person + internet               | N/A                  | 0.8   | 0.9   |
| Mail + phone + fax machine + internet             | N/A                  | 3.0   | 4.9   |
| Mail + in-person + fax machine + internet         | N/A                  | 0.0   | 0.0   |
| Mail + phone + in-person + fax machine + internet | N/A                  | 1.7   | 1.9   |
| Total Possible Mail Response                      | 59.7                 | 61.1  | 58.8  |
| Phone:                                            |                      |       |       |
| Phone only                                        | 5.1                  | 8.5   | 9.9   |
| Phone + in-person                                 | 4.0                  | 9.0   | 3.0   |
| Phone + fax machine                               | N/A                  | 0.3   | 0.2   |
| Phone + internet                                  | N/A                  | 1.1   | 1.9   |
| Phone + in-person + fax machine                   | N/A                  | 0.2   | 0.1   |
| Phone + in-person + internet                      | N/A                  | 1.9   | 1.2   |
| Store:                                            |                      |       |       |
| At a store only                                   | 29.7                 | 16.4  | 18.6  |
| At a store + fax machine                          | N/A                  | 0.0   | 0.0   |
| At a store + internet                             | N/A                  | 0.4   | 0.5   |
| At a store + fax machine + internet               | N/A                  | 0.0   | 0.0   |
| Fax machine only                                  | N/A                  | 0.0   | 0.1   |
| Fax machine + internet                            | N/A                  | 0.0   | 0.0   |
| Internet only                                     | N/A                  | 0.2   | 1.0   |
| Don't know/No response                            | N/A                  | 0.9   | 0.9   |
| Total                                             | 100.0                | 100.0 | 100.0 |
| Total Pieces Per Household Per Week               | 6.3                  | 7.4   | 8.6   |

**Table A3-65**  
**Table (A) Available Response Media from Major Industries**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

[illegible]

**Table A3-66**  
**Standard Mail (A) Intended Response Medium**  
**to Pieces from the Mail Order Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Industry             | 1987  | 1999  | 2000  |
|----------------------|-------|-------|-------|
| Mail                 | 82.4  | 52.1  | 49.7  |
| Phone                | 13.3  | 36.2  | 42.5  |
| In-Person            | 2.9   | 2.5   | 2.0   |
| Other                | 0.2   | 1.5   | 0.0   |
| Don't know/No answer | 1.2   | 7.7   | 5.8   |
| Total                | 100.0 | 100.0 | 100.0 |

**Table A3-67**  
**Unaddressed Mail Received**  
**Bundled Flyers Usage by Industry**  
**(Percentage of Mail Received by Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Industry                                    | Percent of Unaddressed Mail Received by Households |       |       |
|---------------------------------------------|----------------------------------------------------|-------|-------|
|                                             | 1987                                               | 1999  | 2000  |
| <b>Financial:</b>                           |                                                    |       |       |
| Credit card                                 | 0.2                                                | 1.3   | 0.9   |
| Bank                                        | 0.2                                                | 0.6   | 0.7   |
| Securities broker                           | 0.1                                                | 0.0   | 0.2   |
| Money market                                | 0.0                                                | 0.0   | 0.1   |
| Insurance company                           | 0.9                                                | 1.9   | 1.6   |
| Real estate/Mortgage                        | 0.6                                                | 0.8   | 0.4   |
| Other financial                             | 0.0                                                | 0.0   | 0.1   |
| Total Financial                             | 2.1                                                | 4.6   | 3.9   |
| <b>Merchants:</b>                           |                                                    |       |       |
| Supermarkets                                | 22.1                                               | 24.6  | 29.0  |
| Department store                            | 20.9                                               | 7.4   | 12.3  |
| Mail order company                          | 1.5                                                | 3.3   | 2.7   |
| Other store                                 | 25.1                                               | 25.5  | 8.9   |
| Publisher                                   | 4.6                                                | 4.9   | 4.0   |
| Land promotion company                      | 0.2                                                | 0.0   | 0.1   |
| Restaurant                                  | 6.7                                                | 9.1   | N/A   |
| Consumer packaged goods                     | 0.6                                                | 0.4   | N/A   |
| Auto dealers                                | 0.9                                                | 0.8   | N/A   |
| Service stations                            | 0.9                                                | 2.7   | N/A   |
| Mall                                        | 0.2                                                | 0.0   | N/A   |
| More than one company                       | 4.2                                                | 9.0   | N/A   |
| Other merchants                             | 2.1                                                | 0.1   | 10.9  |
| Total Merchants                             | 90.0                                               | 87.8  | 67.8  |
| <b>Services:</b>                            |                                                    |       |       |
| Telephone                                   | 0.0                                                | 1.7   | 0.7   |
| Other utilities                             | 0.1                                                | 0.1   | 0.2   |
| Medical                                     | 1.6                                                | 0.8   | 0.9   |
| Other professional                          | 0.7                                                | 0.1   | 0.1   |
| Leisure service                             | 0.5                                                | 0.7   | 0.4   |
| Cable TV                                    | 0.1                                                | 0.2   | 0.5   |
| Computer                                    | 0.0                                                | 0.1   | 0.3   |
| Craftsman                                   | 0.5                                                | 1.0   | N/A   |
| Other services                              | 2.1                                                | 1.4   | 5.9   |
| Total Services                              | 5.6                                                | 6.0   | 9.0   |
| Nonfederal Government                       | 0.2                                                | 0.2   | 0.4   |
| Total Social/Charitable/Political/Nonprofit | 1.3                                                | 1.2   | 1.6   |
| Don't know/No answer                        | 0.8                                                | 0.1   | 15.0  |
| Total                                       | 100.0                                              | 100.0 | 100.0 |

**Table A3-68**  
**Unaddressed Mail Received Reaction to Bundled Flyers**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Treatment                                   | Percent of Mail Pieces |       |       |
|---------------------------------------------|------------------------|-------|-------|
|                                             | 1987                   | 1999  | 2000  |
| Read by member of household                 | 29.3                   | 19.8  | 26.7  |
| Read by more than one member of household ① | N/A                    | 6.7   | 8.9   |
| Looked at                                   | 24.0                   | 19.1  | 14.1  |
| Discarded                                   | 20.0                   | 17.8  | 27.8  |
| Set aside                                   | 3.9                    | 1.1   | 3.7   |
| Don't know/No answer                        | 22.7                   | 35.6  | 18.8  |
| Total                                       | 100.0                  | 100.0 | 100.0 |

| Usefulness           | Percent of Mail Pieces |       |       |
|----------------------|------------------------|-------|-------|
|                      | 1987                   | 1999  | 2000  |
| Useful               | 33.9                   | 25.3  | 38.0  |
| Interesting          | 16.9                   | 12.9  | 9.3   |
| Not interesting      | 21.6                   | 22.9  | 27.1  |
| Objectionable        | 4.4                    | 2.8   | 6.7   |
| Don't know/No answer | 23.2                   | 36.1  | 19.0  |
| Total                | 100.0                  | 100.0 | 100.0 |

① This code was not presented in household diaries prior to 1992.

**Table A3-69**  
**Unaddressed Mail Received Response to Bundled Flyers by Industry**  
**(Percentage of Mail Received by Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Industry                                 | Read Immediately |      |      | Found Useful |      |      |
|------------------------------------------|------------------|------|------|--------------|------|------|
|                                          | 1987             | 1999 | 2000 | 1987         | 1999 | 2000 |
| <b>Financial:</b>                        |                  |      |      |              |      |      |
| Bank ①                                   | 18.9             | 31.3 | 53.1 | 11.2         | 13.1 | 49.2 |
| Insurance company                        | 12.5             | 11.6 | 9.3  | 7.7          | 7.2  | 15.6 |
| Real estate/Mortgage ①                   | 13.3             | 18.5 | 18.8 | 9.0          | 7.4  | 28.0 |
| Total Financial                          | 16.1             | 26.5 | 27.1 | 10.1         | 9.4  | 30.9 |
| <b>Merchants:</b>                        |                  |      |      |              |      |      |
| Supermarkets                             | 37.7             | 34.9 | 38.5 | 46.8         | 39.7 | 58.9 |
| Department store                         | 33.9             | 36.8 | 30.9 | 39.8         | 35.6 | 45.1 |
| Mail order company                       | 18.5             | 10.4 | 22.5 | 19.0         | 9.7  | 25.7 |
| Specialty store                          | 24.6             | 24.4 | 22.7 | 28.4         | 20.6 | 31.5 |
| Publisher                                | 33.6             | 26.2 | 26.2 | 39.9         | 26.0 | 42.3 |
| Restaurant                               | 31.6             | 22.3 | N/A  | 33.3         | 22.4 | N/A  |
| Consumer packaged goods ①                | 17.4             | 33.6 | N/A  | 15.0         | 30.2 | N/A  |
| Auto dealers ①                           | 0.8              | 14.5 | N/A  | 2.8          | 13.0 | N/A  |
| Service stations                         | 17.9             | 13.5 | N/A  | 20.4         | 8.9  | N/A  |
| Mall-advertisements w/coupons            | 19.6             | 28.7 | N/A  | 22.9         | 24.5 | N/A  |
| Total Merchants                          | 27.1             | 27.9 | 28.1 | 35.7         | 27.5 | 40.7 |
| <b>Services:</b>                         |                  |      |      |              |      |      |
| Medical                                  | 12.6             | 20.4 | 22.4 | 10.6         | 16.2 | 22.2 |
| Other professional ①                     | 17.3             | 0.0  | 51.5 | 17.0         | 7.5  | 24.8 |
| Leisure service ①                        | 26.0             | 20.7 | 36.0 | 30.9         | 13.9 | 49.8 |
| Craftsman ①                              | 22.9             | 7.6  | N/A  | 10.4         | 5.2  | N/A  |
| Total Services                           | 17.1             | 16.1 | 36.6 | 15.9         | 10.2 | 32.3 |
| Total Social/Charitable/Social/Nonprofit | 29.0             | 12.0 | 24.6 | 25.9         | 17.8 | 32.6 |

① Fluctuations may be due to small sample sizes.

**Table A3-70**  
**Nonprofit Standard Mail (A) Received by Households by Shape**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Shape                               | Percentage of<br>Nonprofit Standard Mail (A)<br>Received by Households |      |      | Pieces Per Household Per |      |      |
|-------------------------------------|------------------------------------------------------------------------|------|------|--------------------------|------|------|
|                                     | 1987                                                                   | 1999 | 2000 | 1987                     | 1999 | 2000 |
| Envelopes:                          |                                                                        |      |      |                          |      |      |
| Letter size envelope                | 37.2                                                                   | 31.6 | 37.3 | 0.9                      | 0.8  | 1.0  |
| Larger envelope                     | 9.5                                                                    | 12.3 | 17.5 | 0.2                      | 0.3  | 0.4  |
| Total Envelope                      | 46.6                                                                   | 43.9 | 54.8 | 1.1                      | 1.1  | 1.4  |
| Postcard                            | 2.1                                                                    | 3.4  | 6.1  | 0.1                      | 0.1  | 0.1  |
| Catalog (not in envelope)           | 4.4                                                                    | 1.8  | 9.4  | 0.1                      | 0.0  | 0.1  |
| Flyers/Circulars                    | 20.4                                                                   | 12.0 | 16.0 | 0.5                      | 0.3  | 0.4  |
| Magazines/Newsletters               | 3.9                                                                    | 7.2  | 6.9  | 0.1                      | 0.2  | 0.2  |
| Other                               | 0.3                                                                    | 0.3  | 0.7  | 0.0                      | 0.0  | 0.0  |
| Don't know/No answer                | 1.4                                                                    | 0.2  | 4.1  | 0.0                      | 0.0  | 0.1  |
| Total Pieces Received by Households | 79.6                                                                   | 68.7 | 77.0 | 1.9                      | 1.8  | 2.3  |

**Table A3-71**  
**Nonprofit Standard Mail (A) Industry by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Industry              | Letter Size Envelope |      |      | Larger Than Letter Envelope |      |      | Postcard |      |      | Catalog Not In Envelope |      |      |
|-----------------------|----------------------|------|------|-----------------------------|------|------|----------|------|------|-------------------------|------|------|
|                       | 1987                 | 1999 | 2000 | 1987                        | 1999 | 2000 | 1987     | 1999 | 2000 | 1987                    | 1999 | 2000 |
| Medical               | 29.1                 | 24.9 | 20.6 | 10.0                        | 12.3 | 14.2 | 7.4      | 7.1  | 11.4 | 10.0                    | 1.9  | 5.3  |
| Union or professional | 37.9                 | 36.0 | 36.1 | 12.1                        | 17.7 | 36.1 | 3.2      | 3.4  | 2.4  | 4.8                     | 4.4  | 4.8  |
| Church                | 43.4                 | 42.8 | 40.6 | 8.6                         | 10.4 | 40.6 | 2.3      | 6.1  | 6.4  | 3.0                     | 1.0  | 1.6  |
| Veterans              | 48.9                 | 42.9 | 40.8 | 11.3                        | 34.0 | 40.8 | 6.5      | 11.8 | 10.1 | 6.7                     | 0.5  | 0.9  |
| Educational           | 27.3                 | 22.6 | 28.5 | 9.0                         | 9.1  | 28.5 | 1.8      | 6.8  | 6.7  | 12.2                    | 6.2  | 8.7  |
| Charities             | 80.1                 | 69.9 | 62.6 | 9.3                         | 22.1 | 62.6 | 1.5      | 2.9  | 2.6  | 1.2                     | 0.4  | 1.1  |
| Political             | 28.9                 | 27.7 | 31.0 | 13.6                        | 12.6 | 31.0 | 3.0      | 6.2  | 12.8 | 0.6                     | 1.1  | 0.6  |
| AARP                  | 79.3                 | 34.9 | N/A  | 11.0                        | 47.2 | N/A  | 4.2      | 3.1  | N/A  | 0.9                     | 0.0  | N/A  |
| Museum                | 49.0                 | 31.9 | N/A  | 14.9                        | 22.1 | N/A  | 5.9      | 6.2  | N/A  | 19.7                    | 16.2 | N/A  |
| Nonprofit publication | 30.6                 | 40.7 | N/A  | 28.6                        | 30.5 | N/A  | 1.9      | 2.7  | N/A  | 5.1                     | 3.7  | N/A  |

| Industry              | Flyers |      |      | Newspapers/Magazines |      |      | Total |       |       |
|-----------------------|--------|------|------|----------------------|------|------|-------|-------|-------|
|                       | 1987   | 1999 | 2000 | 1987                 | 1999 | 2000 | 1987  | 1999  | 2000  |
| Medical               | 35.2   | 28.4 | 29.4 | 4.9                  | 24.5 | 16.5 | 100.0 | 100.0 | 100.0 |
| Union or professional | 33.6   | 24.8 | 17.9 | 6.5                  | 12.5 | 19.0 | 100.0 | 100.0 | 100.0 |
| Church                | 35.9   | 21.3 | 25.1 | 5.6                  | 18.2 | 13.8 | 100.0 | 100.0 | 100.0 |
| Veterans              | 18.1   | 3.0  | 7.4  | 5.6                  | 7.2  | 4.9  | 100.0 | 100.0 | 100.0 |
| Educational           | 44.8   | 35.1 | 28.1 | 3.9                  | 19.5 | 13.8 | 100.0 | 100.0 | 100.0 |
| Charities             | 6.9    | 2.9  | 6.6  | 0.5                  | 2.6  | 3.0  | 100.0 | 100.0 | 100.0 |
| Political             | 52.6   | 47.3 | 36.2 | 0.7                  | 4.5  | 5.8  | 100.0 | 100.0 | 100.0 |
| AARP                  | 2.7    | 5.4  | N/A  | 2.0                  | 7.3  | N/A  | 100.0 | 100.0 | N/A   |
| Museum                | 8.9    | 15.9 | N/A  | 0.5                  | 7.7  | N/A  | 100.0 | 100.0 | N/A   |
| Nonprofit publication | 11.4   | 8.5  | N/A  | 19.7                 | 12.8 | N/A  | 100.0 | 100.0 | N/A   |

NOTE: Totals may not equal exactly 100% due to unreported categories.

**Table A3-72**  
**Nonprofit Standard Mail (A) by Content by Industry**  
**(Percentage of Mail Received by Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Industry                          | Advertising |      |      | Fund Request |      |      | Other |      |      | Don't Know/<br>No Answer |      |      | Total |       |       |
|-----------------------------------|-------------|------|------|--------------|------|------|-------|------|------|--------------------------|------|------|-------|-------|-------|
|                                   | 1987        | 1999 | 2000 | 1987         | 1999 | 2000 | 1987  | 1999 | 2000 | 1987                     | 1999 | 2000 | 1987  | 1999  | 2000  |
| Medical professional              | 27.5        | 36.0 | 40.3 | 18.0         | 18.2 | 10.1 | 43.0  | 39.7 | 13.7 | 11.4                     | 6.0  | 9.9  | 100.0 | 100.0 | 100.0 |
| Union or professional             | 28.5        | 29.1 | 29.1 | 21.3         | 32.4 | 29.1 | 40.8  | 30.8 | 6.7  | 9.4                      | 7.8  | 8.4  | 100.0 | 100.0 | 100.0 |
| Church                            | 14.7        | 20.0 | 18.5 | 30.5         | 37.9 | 29.5 | 44.8  | 37.7 | 8.3  | 10.0                     | 4.4  | 10.3 | 100.0 | 100.0 | 100.0 |
| Veterans                          | 18.4        | 12.8 | 13.2 | 42.7         | 64.5 | 65.2 | 31.4  | 17.2 | 3.9  | 7.6                      | 5.5  | 6.8  | 100.0 | 100.0 | 100.0 |
| Educational                       | 35.6        | 49.1 | 35.6 | 14.7         | 14.9 | 16.4 | 41.6  | 33.2 | 10.1 | 8.0                      | 2.9  | 5.2  | 100.0 | 100.0 | 100.0 |
| Charities                         | 7.7         | 7.4  | 6.3  | 79.3         | 87.0 | 79.0 | 6.8   | 4.5  | 2.7  | 6.2                      | 1.1  | 5.2  | 100.0 | 100.0 | 100.0 |
| Political                         | 4.3         | 7.7  | 6.5  | 28.1         | 25.7 | 44.5 | 56.2  | 64.2 | 7.9  | 11.4                     | 2.4  | 9.2  | 100.0 | 100.0 | 100.0 |
| AARP ①                            | 65.8        | 56.4 | N/A  | 7.6          | 6.2  | N/A  | 13.9  | 25.0 | N/A  | 12.7                     | 12.4 | N/A  | 100.0 | 100.0 | N/A   |
| Museum ①                          | 60.5        | 51.2 | N/A  | 16.9         | 17.7 | N/A  | 15.7  | 21.2 | N/A  | 6.9                      | 9.9  | N/A  | 100.0 | 100.0 | N/A   |
| Nonprofit publication             | 62.4        | 77.0 | N/A  | 3.7          | 7.0  | N/A  | 19.0  | 11.3 | N/A  | 14.9                     | 4.7  | N/A  | 100.0 | 100.0 | N/A   |
| Total Mail Received by Households | 26.3        | 28.3 | 21.3 | 34.0         | 43.8 | 39.1 | 29.4  | 22.9 | 7.6  | 10.3                     | 5.0  | 7.9  | 100.0 | 100.0 | 100.0 |

① Fluctuations may be due to small sample sizes.

**Table A3-73**  
**Nonprofit Standard Mail (A) Pieces Received Per Household Per Week**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Income                               | 1987 | 1999 | 2000 |
|--------------------------------------|------|------|------|
| < \$7K                               | 0.8  | 0.5  | 1.3  |
| \$ 7K - \$9.9K                       | 1.3  | 0.8  | 1.5  |
| \$ 10K - \$14.9K                     | 1.4  | 1.3  | 1.5  |
| \$ 15K - \$19.9K                     | 1.7  | 1.1  | 1.7  |
| \$ 20K - \$24.9K                     | 1.6  | 1.9  | 1.8  |
| \$ 25K - \$29.9K                     | 1.8  | 1.2  | 2.0  |
| \$ 30K - \$34.9K                     | 2.2  | 1.6  | 2.0  |
| \$ 35K - \$49.9K                     | 2.3  | 1.5  | 2.2  |
| \$ 50K - \$64.9K                     | 2.6  | 1.8  | 2.4  |
| \$ 65K - Over                        | 3.8  | 2.7  | 3.3  |
| Age of Head of Household             | 1987 | 1999 | 2000 |
| 18 - 24                              | 0.5  | 0.4  | 0.5  |
| 25 - 34                              | 1.1  | 0.8  | 0.6  |
| 35 - 44                              | 1.8  | 1.3  | 1.2  |
| 45 - 54                              | 2.3  | 2.0  | 1.9  |
| 55 - 64                              | 2.5  | 2.3  | 2.4  |
| 65 - 69                              | 2.8  | 2.6  | 2.8  |
| 70+                                  | 2.6  | 2.8  | 3.3  |
| Education of Head of Household       | 1987 | 1999 | 2000 |
| < 8th grade                          | 1.1  | 0.9  | 1.4  |
| Some High School                     | 1.3  | 1.0  | 1.2  |
| High School                          | 1.5  | 1.3  | 1.8  |
| Some College                         | 1.8  | 1.8  | 2.2  |
| Technical School                     | 1.8  | 2.4  | 1.6  |
| College                              | 2.3  | 2.3  | 3.1  |
| Post graduate                        | 4.3  | 3.7  | 4.0  |
| Type of Household                    | 1987 | 1999 | 2000 |
| One-person household                 | 1.6  | 1.8  | 2.4  |
| Male                                 | 1.2  | 1.8  | 2.2  |
| Female                               | 1.8  | 1.9  | 2.6  |
| One adult + minors ①                 | 1.0  | 1.0  | 2.4  |
| Male ①                               | 1.0  | 1.9  | 2.5  |
| Female ①                             | 1.0  | 0.9  | 1.7  |
| More than one adult without children | 2.3  | 2.1  | 2.6  |
| One-earner                           | 2.3  | 2.3  | 2.2  |
| Two-earner                           | 1.9  | 1.8  | 2.3  |
| More than one adult with children    | 1.8  | 1.5  | 1.9  |
| One-earner                           | 1.6  | 1.2  | 1.3  |
| Two-earner                           | 2.0  | 1.5  | 2.2  |

| Employment of Respondent        | 1987 | 1999 | 2000 |
|---------------------------------|------|------|------|
| White collar professional       | 2.5  | 2.0  | 2.7  |
| White collar sales/clerical     | 1.3  | 1.6  | 1.8  |
| White collar craftsmen/mechanic | 1.0  | 1.0  | 1.3  |
| Service Worker                  | 1.1  | 0.9  | 1.1  |
| Other employed                  | 1.2  | 1.5  | 1.7  |
| Homemaker                       | 1.8  | 1.7  | 2.9  |
| Student                         | 1.2  | 0.8  | 0.5  |
| Retired                         | 2.3  | 2.7  | 3.8  |
| Other not employed              | 0.5  | 1.1  | 1.9  |
| Type of Dwelling                | 1987 | 1999 | 2000 |
| Single-family house             | 2.3  | 2.0  | 2.7  |
| Multi-family house              | 1.5  | 1.2  | 1.4  |
| Apartment                       | 1.0  | 1.0  | 1.6  |
| Hotel ①                         | 1.1  | -    | -    |
| Boarding house ①                | 0.4  | -    | -    |
| Mobile house                    | 1.2  | 1.1  | 1.1  |
| Group quarters ①                | 2.6  | -    | -    |
| Urbanicity                      | 1987 | 1999 | 2000 |
| Major metro area:               |      |      |      |
| Center                          | 1.2  | 1.7  | -    |
| Non-center                      | 2.0  | 1.7  | -    |
| Moderate-sized city             | 1.8  | 1.8  | -    |
| Suburb                          | 2.4  | 2.2  | -    |
| Small town                      | 1.7  | 1.6  | -    |
| Rural                           | 1.4  | 1.6  | -    |
| Number of Adults                | 1987 | 1999 | 2000 |
| 1                               | 1.5  | 1.7  | 2.1  |
| 2                               | 2.0  | 1.8  | 2.5  |
| 3                               | 2.2  | 2.1  | 2.5  |
| 4+                              | 2.4  | 1.8  | 2.7  |

① Fluctuations may be due to small sample sizes.

Note: 2000 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

**Table A3-74**  
**Percent of Nonprofit Standard Mail (A) Containing a Request for**  
**Donations by Age of Head of Household**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Age Cohort | Percent |      |      | Pieces Per Household<br>Per Week |      |      |
|------------|---------|------|------|----------------------------------|------|------|
|            | 1987    | 1999 | 2000 | 1987                             | 1999 | 2000 |
| 18 - 24 ①  | 41.6    | 62.2 | 28.2 | 0.2                              | 0.2  | 0.1  |
| 25 - 34    | 28.6    | 39.5 | 38.0 | 0.3                              | 0.3  | 0.2  |
| 35 - 44    | 27.5    | 33.3 | 36.6 | 0.5                              | 0.4  | 0.4  |
| 45 - 54    | 33.7    | 38.3 | 39.8 | 0.8                              | 0.8  | 0.6  |
| 55 - 64    | 34.4    | 39.7 | 48.5 | 0.9                              | 0.9  | 0.8  |
| 65 - 69    | 39.3    | 54.6 | 51.6 | 1.1                              | 1.4  | 1.2  |
| 70+        | 40.7    | 55.8 | 57.9 | 1.1                              | 1.6  | 1.5  |

① Fluctuations may be due to small sample sizes.

**Table A3-75**  
**Nonprofit Standard Mail (A) Treatment of Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces Received by Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Treatment                                   | Previous Customer |       |       | Organization Known |       |       | Organization Not Known |       |       | Total ① |       |       |
|---------------------------------------------|-------------------|-------|-------|--------------------|-------|-------|------------------------|-------|-------|---------|-------|-------|
|                                             | 1987              | 1999  | 2000  | 1987               | 1999  | 2000  | 1987                   | 1999  | 2000  | 1987    | 1999  | 2000  |
| Read by member of household                 | 68.0              | 62.2  | 54.9  | 36.4               | 32.3  | 33.2  | 24.7                   | 22.9  | 25.8  | 49.5    | 45.2  | 38.0  |
| Read by more than one member of household ② | N/A               | 12.9  | 12.5  | N/A                | 10.6  | 6.5   | N/A                    | 3.6   | 4.4   | N/A     | 10.5  | 7.8   |
| Looked at                                   | 17.0              | 13.6  | 12.7  | 24.6               | 32.6  | 24.9  | 35.7                   | 34.3  | 22.4  | 21.3    | 19.2  | 20.0  |
| Discarded                                   | 4.5               | 6.4   | 9.9   | 20.3               | 20.4  | 28.8  | 29.9                   | 35.1  | 40.6  | 10.5    | 12.4  | 26.4  |
| Set Aside                                   | 9.0               | 3.7   | 9.7   | 7.6                | 3.3   | 6.1   | 8.5                    | 3.3   | 6.4   | 7.6     | 3.4   | 7.4   |
| Don't know/No answer                        | 1.5               | 1.1   | 0.8   | 1.2                | 0.9   | 0.5   | 1.3                    | 0.9   | 0.5   | 11.0    | 9.5   | 0.6   |
| Total                                       | 100.0             | 100.0 | 100.4 | 100.0              | 100.0 | 100.0 | 100.0                  | 100.0 | 100.0 | 100.0   | 100.0 | 100.0 |

① Includes pieces for which no response was given for familiarity with institution.

② This code was not presented in household diaries prior to 1992.

**Table A3-76**  
**Nonprofit Standard Mail (A) Response to Advertising by Familiarity With Organization**  
**(If Piece Contained an Advertisement or Request for Donation and was from One Organization Only)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Response                      | Previous Customer |       |        | Organization Known |       |        | Organization Not Known |       |        | Total ① |       |        |
|-------------------------------|-------------------|-------|--------|--------------------|-------|--------|------------------------|-------|--------|---------|-------|--------|
|                               | 1987              | 1999  | 2000   | 1987               | 1999  | 2000   | 1987                   | 1999  | 2000   | 1987    | 1999  | 2000   |
| Yes                           | 28.0              | 27.3  | 20.7   | 6.8                | 5.7   | 4.3    | 5.2                    | 4.8   | 5.2    | 18.0    | 17.4  | 13.1   |
| No                            | 43.3              | 47.1  | 40.6   | 74.0               | 79.7  | 67.3   | 76.8                   | 86.2  | 67.9   | 55.2    | 58.1  | 47.6   |
| Maybe                         | 20.9              | 21.6  | 21.5   | 10.6               | 11.1  | 9.2    | 9.4                    | 5.2   | 8.8    | 16.5    | 15.6  | 15.2   |
| No Answer                     | 7.8               | 4.1   | 17.2   | 8.7                | 3.5   | 19.2   | 8.5                    | 3.9   | 18.1   | 10.4    | 9.0   | 24.1   |
| Total                         | 100.0             | 100.0 | 100.00 | 100.0              | 100.0 | 100.00 | 100.0                  | 100.0 | 100.00 | 100.0   | 100.0 | 100.00 |
| Pieces Per Household Per Week | 0.6               | 0.7   | 1.3    | 0.3                | 0.3   | 0.5    | 0.2                    | 0.1   | 0.3    | 1.1     | 1.3   | 2.4    |

① Includes pieces for which no response was given for familiarity with institution.

**Table A3-77**  
**Nonprofit Standard Mail (A) Treatment of Mail Piece by Shape**  
**(Percentage of Mail Received by Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Treatment                                   | Letter Size Envelope |       |       | Larger Than Letter Envelopes |       |       | Postcards |       |       | Catalogs and Other Large Mail Pieces |       |       |
|---------------------------------------------|----------------------|-------|-------|------------------------------|-------|-------|-----------|-------|-------|--------------------------------------|-------|-------|
|                                             | 1987                 | 1999  | 2000  | 1987                         | 1999  | 2000  | 1987      | 1999  | 2000  | 1987                                 | 1999  | 2000  |
| Read by member of household                 | 48.9                 | 46.7  | 43.5  | 49.1                         | 46.8  | 42.1  | 61.1      | 42.6  | 45.7  | 43.2                                 | 31.9  | 29.3  |
| Read by more than one member of household ① | N/A                  | 9.8   | 5.3   | N/A                          | 9.8   | 7.1   | N/A       | 8.6   | 11.2  | N/A                                  | 4.9   | 13.2  |
| Looked at                                   | 22.8                 | 19.8  | 17.1  | 23.1                         | 21.3  | 18.6  | 12.7      | 21.1  | 17.7  | 24.9                                 | 28.8  | 14.7  |
| Discarded                                   | 11.2                 | 11.9  | 17.7  | 9.6                          | 12.5  | 18.5  | 13.2      | 9.3   | 16.7  | 10.9                                 | 15.8  | 18.2  |
| Set Aside                                   | 6.6                  | 2.4   | 6.6   | 9.0                          | 3.3   | 7.0   | 2.1       | 0.7   | 1.2   | 14.4                                 | 11.8  | 17.8  |
| Don't know/No answer                        | 10.5                 | 9.4   | 9.7   | 9.3                          | 6.3   | 6.8   | 10.9      | 17.8  | 7.5   | 6.5                                  | 6.8   | 6.9   |
| Total Mail Received by Households           | 100.0                | 100.0 | 100.0 | 100.0                        | 100.0 | 100.0 | 100.0     | 100.0 | 100.0 | 100.0                                | 100.0 | 100.0 |

| Treatment                                   | Flyers |       |       | Newspapers/Magazines |       |       | Totals |       |       |
|---------------------------------------------|--------|-------|-------|----------------------|-------|-------|--------|-------|-------|
|                                             | 1987   | 1999  | 2000  | 1987                 | 1999  | 2000  | 1987   | 1999  | 2000  |
| Read by member of household                 | 54.2   | 43.3  | 42.5  | 38.5                 | 41.6  | 38.1  | 49.5   | 45.1  | 40.6  |
| Read by more than one member of household ① | N/A    | 11.5  | 14.7  | N/A                  | 15.6  | 16.3  | N/A    | 10.5  | 8.6   |
| Looked at                                   | 21.1   | 17.1  | 13.4  | 11.1                 | 14.0  | 7.2   | 21.3   | 19.2  | 15.2  |
| Discarded                                   | 11.2   | 15.1  | 15.0  | 5.9                  | 10.7  | 9.6   | 10.5   | 12.4  | 16.0  |
| Set Aside                                   | 6.8    | 3.5   | 7.6   | 13.4                 | 6.3   | 15.4  | 7.6    | 3.4   | 7.6   |
| Don't know/No answer                        | 6.7    | 9.5   | 6.8   | 31.2                 | 11.8  | 13.5  | 11.0   | 9.5   | 12.0  |
| Total Mail Received by Households           | 100.0  | 100.0 | 100.0 | 100.0                | 100.0 | 100.0 | 100.0  | 100.0 | 100.0 |

① This code was not represented in household diaries prior to 1992.

**Table A3-78**[illegible][illegible]

**Table A3-79**  
**Nonprofit Standard Mail (A) Response to Advertising by Shape**  
**(If Mail Piece Contained Advertising or Request for Donation)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Response                          | Letter Size Envelope |       |       | Larger Than Letter Envelope |       |       | Postcard |       |       | Envelope Not In Envelope |       |       |
|-----------------------------------|----------------------|-------|-------|-----------------------------|-------|-------|----------|-------|-------|--------------------------|-------|-------|
|                                   | 1987                 | 1999  | 2000  | 1987                        | 1999  | 2000  | 1987     | 1999  | 2000  | 1987                     | 1999  | 2000  |
| Yes                               | 19.7                 | 20.2  | 24.4  | 17.6                        | 17.4  | 25.5  | 14.6     | 8.3   | 36.9  | 18.2                     | 10.0  | 22.9  |
| No                                | 52.0                 | 55.3  | 44.8  | 60.0                        | 62.6  | 47.1  | 59.3     | 51.3  | 42.2  | 52.0                     | 67.7  | 41.4  |
| Maybe                             | 16.8                 | 17.2  | 11.6  | 15.1                        | 14.1  | 12.7  | 19.9     | 16.8  | 10.8  | 24.1                     | 12.4  | 27.4  |
| No Answer                         | 11.5                 | 7.3   | 19.3  | 7.4                         | 5.9   | 14.7  | 6.3      | 23.5  | 10.0  | 5.9                      | 9.9   | 8.3   |
| Total Mail Received by Households | 100.0                | 100.0 | 100.0 | 100.0                       | 100.0 | 100.0 | 100.0    | 100.0 | 100.0 | 100.0                    | 100.0 | 100.0 |
| Pieces Per Household Per Week     | 0.7                  | 0.7   | 1.0   | 0.2                         | 0.3   | 0.4   | 0.0      | 0.0   | 0.1   | 0.1                      | 0.0   | 0.1   |

| Response                          | Flyers |       |       | Newspapers/<br>Magazines |       |       | Total ① |       |       |
|-----------------------------------|--------|-------|-------|--------------------------|-------|-------|---------|-------|-------|
|                                   | 1987   | 1999  | 2000  | 1987                     | 1999  | 2000  | 1987    | 1999  | 2000  |
| Yes                               | 12.6   | 10.4  | 44.7  | 9.8                      | 11.2  | 48.1  | 18.0    | 17.3  | 29.4  |
| No                                | 64.5   | 64.5  | 32.7  | 54.3                     | 54.0  | 23.9  | 55.2    | 58.1  | 39.5  |
| Maybe                             | 13.6   | 12.8  | 11.3  | 13.6                     | 13.5  | 10.4  | 16.5    | 15.6  | 12.9  |
| No Answer                         | 9.3    | 12.3  | 11.3  | 22.3                     | 21.3  | 17.6  | 10.4    | 9.0   | 18.2  |
| Total Mail Received by Households | 100.0  | 100.0 | 100.0 | 100.0                    | 100.0 | 100.0 | 100.0   | 100.0 | 100.0 |
| Pieces Per Household Per Week     | 0.2    | 0.2   | 0.4   | 0.0                      | 0.1   | 0.2   | 1.2     | 1.3   | 2.4   |

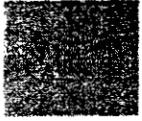
① Total includes pieces for which no response was given as to shape.

**Table A3-80**  
**Nonprofit Standard Mail (A) Reaction by Industry**  
**(Percentage of Mail Pieces Received by Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Industry                          | Percent          |      |      |           |      |      |              |      |      |                |      |      |
|-----------------------------------|------------------|------|------|-----------|------|------|--------------|------|------|----------------|------|------|
|                                   | Read Immediately |      |      | Set Aside |      |      | Found Useful |      |      | Will Respond ① |      |      |
|                                   | 1987             | 1999 | 2000 | 1987      | 1999 | 2000 | 1987         | 1999 | 2000 | 1987           | 1999 | 2000 |
| Medical                           | 46.3             | 52.2 | 45.2 | 8.1       | 1.9  | 5.7  | 46.1         | 42.6 | 50.9 | 13.4           | 8.9  | 4.7  |
| Union/Professional                | 50.1             | 64.9 | 48.2 | 8.5       | 4.7  | 6.4  | 51.6         | 54.6 | 48.6 | 18.4           | 15.3 | 8.2  |
| Church                            | 64.0             | 64.6 | 46.0 | 6.9       | 5.0  | 9.1  | 59.2         | 57.1 | 59.5 | 25.2           | 26.2 | 12.7 |
| Veterans                          | 56.0             | 58.8 | 54.0 | 9.5       | 2.0  | 6.0  | 44.3         | 38.0 | 51.6 | 22.6           | 21.4 | 18.2 |
| Educational                       | 48.0             | 48.8 | 43.3 | 7.0       | 4.2  | 10.5 | 49.1         | 44.1 | 53.0 | 11.6           | 11.6 | 6.8  |
| Charities                         | 44.6             | 57.9 | 40.4 | 7.2       | 2.1  | 6.6  | 28.3         | 34.7 | 31.2 | 17.7           | 17.0 | 10.1 |
| Political                         | 40.6             | 45.7 | 36.9 | 6.1       | 4.5  | 10.9 | 31.8         | 34.9 | 32.2 | 20.0           | 22.8 | 6.8  |
| AARP ②                            | 46.1             | 62.4 | N/A  | 10.7      | 2.8  | N/A  | 40.9         | 50.5 | N/A  | 13.6           | 17.9 | N/A  |
| Museum ②                          | 53.6             | 49.2 | N/A  | 8.4       | 7.6  | N/A  | 44.3         | 46.5 | N/A  | 12.5           | 16.5 | N/A  |
| Nonprofit Publications            | 39.8             | 53.2 | N/A  | 8.8       | 1.9  | N/A  | 39.3         | 41.5 | N/A  | 12.8           | 13.6 | N/A  |
| Total Mail Received by Households | 49.5             | 55.6 | 44.9 | 7.6       | 3.4  | 7.9  | 43.8         | 42.2 | 46.7 | 18.0           | 17.3 | 9.6  |

① Percent of pieces containing an advertisement or a fundraising request.

② Fluctuations may be due to small sample sizes.



## **Appendix A4: Direct Mail Advertising**

Table A4-1

**Total Pieces of Advertising Mail<sup>①</sup> Received Per Week By Income  
Postal Fiscal Years 1987, 1999 and 2000**

| Type of Ad Mail                        | Under \$7K |      |      | \$7K - \$9.9K |      |      | \$10K - \$14.9K |      |      | \$15K - \$19.9K |      |      |
|----------------------------------------|------------|------|------|---------------|------|------|-----------------|------|------|-----------------|------|------|
|                                        | 1987       | 1999 | 2000 | 1987          | 1999 | 2000 | 1987            | 1999 | 2000 | 1987            | 1999 | 2000 |
| <b>First-Class:</b>                    |            |      |      |               |      |      |                 |      |      |                 |      |      |
| Advertising alone                      | 0.3        | 0.9  | 0.8  | 0.5           | 0.6  | 0.9  | 0.7             | 0.5  | 1.1  | 0.7             | 0.8  | 0.9  |
| Stuffers                               | 0.4        | 0.5  | N/A  | 0.6           | 0.4  | N/A  | 0.8             | 0.9  | N/A  | 0.9             | 0.8  | N/A  |
| Business invitation/announcements      | 0.1        | 0.3  | 0.2  | 0.1           | 0.2  | 0.1  | 0.1             | 0.3  | 0.2  | 0.2             | 0.3  | 0.4  |
| Total First-Class <sup>②</sup>         | 0.8        | 1.7  | 1.0  | 1.2           | 1.2  | 1.0  | 1.6             | 1.7  | 1.3  | 1.8             | 1.9  | 1.3  |
| <b>Standard Mail (A):</b>              |            |      |      |               |      |      |                 |      |      |                 |      |      |
| Commercial (regular and carrier route) | 3.8        | 4.0  | 3.6  | 5.2           | 4.4  | 3.4  | 5.8             | 5.2  | 4.4  | 6.4             | 5.4  | 5.0  |
| Nonprofit                              | 0.9        | 0.5  | 0.5  | 1.5           | 0.7  | 0.6  | 1.5             | 1.3  | 0.7  | 1.9             | 1.1  | 0.7  |
| Total Standard Mail (A)                | 4.7        | 4.5  | 4.1  | 6.7           | 5.1  | 4.0  | 7.3             | 6.5  | 5.1  | 8.3             | 6.5  | 5.7  |
| Total Advertising <sup>②</sup>         | 5.5        | 6.2  | 5.1  | 7.9           | 6.3  | 5.0  | 8.9             | 8.2  | 6.4  | 10.1            | 8.4  | 7.0  |
| <b>\$20K - \$24.9K</b>                 |            |      |      |               |      |      |                 |      |      |                 |      |      |
| Type of Ad Mail                        | 1987       |      |      | 1987          |      |      | 1987            |      |      | 1987            |      |      |
|                                        | 1987       | 1999 | 2000 | 1987          | 1999 | 2000 | 1987            | 1999 | 2000 | 1987            | 1999 | 2000 |
| <b>First-Class:</b>                    |            |      |      |               |      |      |                 |      |      |                 |      |      |
| Advertising alone                      | 0.6        | 1.0  | 1.4  | 0.8           | 1.2  | 1.6  | 1.0             | 1.3  | 1.6  | 1.1             | 1.5  | 1.7  |
| Stuffers                               | 1.1        | 0.9  | N/A  | 1.2           | 1.3  | N/A  | 1.4             | 1.4  | N/A  | 1.7             | 1.4  | N/A  |
| Business invitation/announcements      | 0.2        | 0.2  | 0.3  | 0.2           | 0.4  | 0.3  | 0.4             | 0.4  | 0.3  | 0.4             | 0.5  | 0.4  |
| Total First-Class <sup>②</sup>         | 1.9        | 2.1  | 1.8  | 2.2           | 2.9  | 1.9  | 2.8             | 3.1  | 1.9  | 3.2             | 3.4  | 2.1  |
| <b>Standard Mail (A):</b>              |            |      |      |               |      |      |                 |      |      |                 |      |      |
| Commercial (regular and carrier route) | 6.6        | 5.4  | 5.9  | 7.9           | 6.4  | 7.1  | 8.7             | 6.9  | 7.1  | 9.5             | 8.2  | 8.2  |
| Nonprofit                              | 1.7        | 1.9  | 0.8  | 1.9           | 1.2  | 0.8  | 2.3             | 1.5  | 0.8  | 2.5             | 1.4  | 1.1  |
| Total Standard Mail (A)                | 8.3        | 7.3  | 6.7  | 9.8           | 7.6  | 7.9  | 11.0            | 8.4  | 7.9  | 12.0            | 9.6  | 9.3  |
| Total Advertising <sup>②</sup>         | 10.2       | 9.4  | 8.5  | 12.0          | 10.5 | 9.8  | 13.8            | 11.5 | 9.8  | 15.2            | 13.0 | 11.4 |
| <b>\$50K - \$64.9K</b>                 |            |      |      |               |      |      |                 |      |      |                 |      |      |
| Type of Ad Mail                        | 1987       |      |      | 1987          |      |      | 1987            |      |      | 1987            |      |      |
|                                        | 1987       | 1999 | 2000 | 1987          | 1999 | 2000 | 1987            | 1999 | 2000 | 1987            | 1999 | 2000 |
| <b>First-Class:</b>                    |            |      |      |               |      |      |                 |      |      |                 |      |      |
| Advertising alone                      | 1.5        | 1.7  | 1.9  | 2.1           | 2.5  | 2.2  | 2.4             | 2.0  | 2.4  | 2.4             | 2.9  | 3.5  |
| Stuffers                               | 1.9        | 1.6  | N/A  | 2.0           | 2.1  | N/A  | 2.3             | 1.8  | N/A  | 26.0            | 2.2  | N/A  |
| Business invitation/announcements      | 0.4        | 0.5  | 0.5  | 0.4           | 0.7  | 0.5  | 0.6             | 0.8  | 0.6  | 0.7             | 0.9  | 0.8  |
| Total First-Class <sup>②</sup>         | 3.8        | 3.8  | 2.4  | 4.5           | 5.3  | 2.7  | 5.3             | 4.6  | 3.0  | 5.7             | 6.0  | 4.3  |
| <b>Standard Mail (A):</b>              |            |      |      |               |      |      |                 |      |      |                 |      |      |
| Commercial (regular and carrier route) | 10.9       | 9.8  | 8.8  | 14.8          | 11.2 | 10.4 | 14.7            | 12.3 | 12.6 | 15.3            | 14.8 | 14.8 |
| Nonprofit                              | 2.7        | 1.9  | 1.3  | 3.5           | 2.7  | 1.5  | 4.2             | 2.4  | 1.6  | 4.8             | 3.0  | 2.2  |
| Total Standard Mail (A)                | 13.6       | 11.7 | 10.1 | 18.3          | 13.9 | 11.9 | 18.9            | 14.7 | 14.2 | 20.1            | 17.8 | 17.0 |
| Total Advertising <sup>②</sup>         | 17.4       | 15.5 | 12.5 | 22.8          | 19.2 | 14.6 | 24.2            | 19.3 | 17.2 | 25.8            | 23.8 | 21.3 |

① Includes First-Class advertising only, First-Class advertising enclosed, business invitations/announcements, and Standard Mail (A) non-package mail.

② Total First-Class and total advertising are over-reported because some stuffers are counted twice.

Note: 2000 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

**Table A4-2**  
**Total Pieces of Advertising Mail<sup>①</sup> Received Per Week by Age of Household Head**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Type of Ad Mail                    | 18 - 21 |      |      | 22 - 24 |      |      | 25 - 34 |      |      |
|------------------------------------|---------|------|------|---------|------|------|---------|------|------|
|                                    | 1987    | 1999 | 2000 | 1987    | 1999 | 2000 | 1987    | 1999 | 2000 |
| First-Class:                       |         |      |      |         |      |      |         |      |      |
| Advertising alone                  | 0.4     | 0.9  | 0.9  | 0.3     | 0.8  | 1.1  | 0.7     | 1.2  | 1.4  |
| Stuffers                           | 0.8     | 0.5  | N/A  | 0.7     | 0.8  | N/A  | 1.1     | 1.1  | N/A  |
| Business invitations/announcements | 0.1     | 0.3  | 0.2  | 0.1     | 0.3  | 0.3  | 0.2     | 0.5  | 0.4  |
| Total First-Class <sup>②</sup>     | 1.3     | 1.7  | 1.1  | 1.1     | 1.9  | 1.4  | 2.0     | 2.8  | 1.8  |
| Standard Mail (A):                 |         |      |      |         |      |      |         |      |      |
| Commercial                         | 3.7     | 4.0  | 2.8  | 3.2     | 4.0  | 3.6  | 6.6     | 6.3  | 6.7  |
| Nonprofit                          | 0.6     | 0.5  | 0.4  | 0.5     | 0.3  | 0.4  | 1.2     | 0.8  | 0.8  |
| Total Standard Mail (A)            | 4.3     | 4.5  | 3.2  | 3.7     | 4.7  | 4.0  | 7.8     | 7.1  | 7.5  |
| Total Advertising <sup>②</sup>     | 5.6     | 6.2  | 4.3  | 4.8     | 7.2  | 5.4  | 9.8     | 9.9  | 9.3  |

| Type of Ad Mail                    | 35 - 44 |      |      | 45 - 54 |      |      | 55 - 64 |      |      |
|------------------------------------|---------|------|------|---------|------|------|---------|------|------|
|                                    | 1987    | 1999 | 2000 | 1987    | 1999 | 2000 | 1987    | 1999 | 2000 |
| First-Class:                       |         |      |      |         |      |      |         |      |      |
| Advertising alone                  | 1.0     | 1.7  | 1.9  | 1.2     | 1.8  | 2.2  | 1.1     | 1.6  | 2.1  |
| Stuffers                           | 1.3     | 1.5  | N/A  | 1.3     | 1.6  | N/A  | 1.4     | 1.5  | N/A  |
| Business invitations/announcements | 0.3     | 0.7  | 0.4  | 0.4     | 0.6  | 0.5  | 0.3     | 0.5  | 0.5  |
| Total First-Class <sup>②</sup>     | 2.6     | 4.0  | 2.3  | 2.9     | 4.0  | 2.7  | 2.8     | 3.6  | 2.6  |
| Standard Mail (A):                 |         |      |      |         |      |      |         |      |      |
| Commercial                         | 8.3     | 9.7  | 8.4  | 8.9     | 9.8  | 9.3  | 9.8     | 10.0 | 9.7  |
| Nonprofit                          | 1.9     | 1.5  | 1.1  | 2.4     | 2.0  | 1.3  | 2.7     | 2.3  | 1.3  |
| Total Standard Mail (A)            | 10.2    | 11.2 | 9.5  | 11.3    | 11.8 | 10.6 | 12.5    | 12.3 | 11.0 |
| Total Advertising <sup>②</sup>     | 12.8    | 15.2 | 11.8 | 14.2    | 15.8 | 13.3 | 15.3    | 15.9 | 13.6 |

| Type of Ad Mail                    | 65 - 69 |      |      | 70+  |      |      |
|------------------------------------|---------|------|------|------|------|------|
|                                    | 1987    | 1999 | 2000 | 1987 | 1999 | 2000 |
| First-Class:                       |         |      |      |      |      |      |
| Advertising alone                  | 1.0     | 1.4  | 1.7  | 0.7  | 1.0  | 1.5  |
| Stuffers                           | 1.2     | 1.4  | N/A  | 0.9  | 1.2  | N/A  |
| Business invitations/announcements | 0.4     | 0.4  | 0.4  | 0.2  | 0.4  | 0.4  |
| Total First-Class <sup>②</sup>     | 2.6     | 3.2  | 2.1  | 1.8  | 2.6  | 1.9  |
| Standard Mail (A):                 |         |      |      |      |      |      |
| Commercial                         | 8.2     | 9.2  | 8.9  | 7.6  | 8.2  | 8.0  |
| Nonprofit                          | 2.9     | 2.6  | 1.4  | 2.8  | 2.8  | 1.4  |
| Total Standard Mail (A)            | 11.1    | 11.8 | 10.3 | 10.4 | 11.0 | 9.4  |
| Total Advertising <sup>②</sup>     | 13.7    | 15.0 | 12.4 | 12.2 | 13.6 | 11.3 |

① Includes First-Class advertising only, First-Class advertising enclosed, business invitations/announcements, and Standard Mail (A) non-package mail.

② Total First-Class and total advertising are over-reported because some stuffers are counted twice.

**Table A4-3**  
**Total Pieces of Advertising Mail<sup>①</sup> Received Per Week by Education of Head of Household**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Type of Ad Mail                    | < 8th Grade |      |      | Some High School |      |      | High School |      |      | Some College |      |      |
|------------------------------------|-------------|------|------|------------------|------|------|-------------|------|------|--------------|------|------|
|                                    | 1987        | 1999 | 2000 | 1987             | 1999 | 2000 | 1987        | 1999 | 2000 | 1987         | 1999 | 2000 |
| First-Class:                       |             |      |      |                  |      |      |             |      |      |              |      |      |
| Advertising alone                  | 0.5         | 1.0  | 1.2  | 0.7              | 1.0  | 1.4  | 0.7         | 1.2  | 1.4  | 0.9          | 1.5  | 1.9  |
| Stuffers                           | 0.5         | 0.5  | N/A  | 0.7              | 0.9  | N/A  | 1.0         | 1.1  | N/A  | 1.3          | 1.4  | N/A  |
| Business invitation/ announcements | 0.1         | 0.2  | 0.1  | 0.1              | 0.3  | 0.2  | 0.2         | 0.4  | 0.3  | 0.3          | 0.5  | 0.4  |
| Total First-Class ②                | 1.1         | 1.7  | 1.3  | 1.5              | 2.2  | 1.6  | 1.9         | 2.7  | 1.7  | 2.5          | 3.4  | 2.3  |
| Standard Mail (A): Commercial      | 5.0         | 4.8  | 4.0  | 5.6              | 5.5  | 5.5  | 7.0         | 6.8  | 5.9  | 7.9          | 8.5  | 7.4  |
| Nonprofit                          | 1.2         | 0.9  | 0.5  | 1.5              | 1.0  | 0.4  | 1.6         | 1.3  | 0.8  | 2.2          | 1.7  | 1.0  |
| Total Standard Mail (A)            | 6.2         | 5.7  | 4.5  | 7.1              | 6.5  | 5.9  | 8.6         | 8.1  | 6.7  | 9.9          | 10.2 | 8.4  |
| Total Advertising ②                | 7.3         | 7.4  | 5.8  | 8.6              | 8.7  | 7.5  | 10.5        | 10.8 | 8.4  | 12.4         | 13.6 | 10.7 |

| Type of Ad Mail                   | Tech School |      |      | College |      |      | Post Graduate |      |      |
|-----------------------------------|-------------|------|------|---------|------|------|---------------|------|------|
|                                   | 1987        | 1999 | 2000 | 1987    | 1999 | 2000 | 1987          | 1999 | 2000 |
| First-Class:                      |             |      |      |         |      |      |               |      |      |
| Advertising alone                 | 0.9         | 1.4  | 1.5  | 1.2     | 1.9  | 2.0  | 1.5           | 2.3  | 2.3  |
| Stuffers                          | 1.1         | 1.3  | N/A  | 1.6     | 1.8  | N/A  | 2.1           | 2.3  | N/A  |
| Business invitation/announcements | 0.3         | 0.4  | 0.4  | 0.4     | 0.6  | 0.5  | 0.6           | 1.0  | 0.6  |
| Total First-Class ②               | 2.3         | 3.1  | 1.9  | 3.2     | 4.3  | 2.5  | 4.2           | 5.6  | 2.9  |
| Standard Mail (A): Commercial     | 7.8         | 9.3  | 9.5  | 9.9     | 10.4 | 10.2 | 11.8          | 13.5 | 11.7 |
| Nonprofit                         | 1.9         | 2.4  | 0.8  | 2.6     | 2.2  | 1.6  | 2.1           | 3.7  | 2.0  |
| Total Standard Mail (A)           | 9.7         | 11.7 | 10.2 | 12.6    | 12.6 | 11.8 | 16.3          | 17.2 | 13.6 |
| Total Advertising ②               | 12.0        | 14.8 | 12.1 | 15.8    | 16.9 | 14.3 | 20.5          | 22.8 | 16.5 |

① Includes First-Class advertising only, First-Class advertising enclosed, business invitations/announcements, and Standard Mail (A) non-package mail.

② Total First-Class and total advertising are over-reported because some stuffers are counted twice.

**Table A4-4**  
**Total Mail Overview: Treatment of Advertising Mail by**  
**Actual Weekly Standard Mail (A) Receipt**  
**(Percentage of Households -- from Entry Interview)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Treatment          | Actual Standard Mail (A) Pieces |      |      |        |      |      |         |      |      |
|--------------------|---------------------------------|------|------|--------|------|------|---------|------|------|
|                    | 0 - 7                           |      |      | 8 - 10 |      |      | 11 - 12 |      |      |
|                    | 1987                            | 1999 | 2000 | 1987   | 1999 | 2000 | 1987    | 1999 | 2000 |
| Usually read       | 23.9                            | 15.5 | 14.1 | 19.4   | 10.7 | 13.7 | 20.0    | 6.8  | 11.7 |
| Usually scan       | 39.6                            | 35.0 | 41.4 | 40.4   | 34.9 | 41.4 | 42.6    | 44.4 | 44.2 |
| Read Some          | 26.4                            | 36.4 | 24.5 | 30.4   | 39.4 | 30.0 | 30.0    | 32.9 | 32.2 |
| Usually don't read | 9.8                             | 12.6 | 19.3 | 9.6    | 14.3 | 14.9 | 7.4     | 14.7 | 11.8 |

| Treatment          | Actual Standard Mail (A) Pieces |      |      |         |      |      |      |      |      |
|--------------------|---------------------------------|------|------|---------|------|------|------|------|------|
|                    | 13 - 15                         |      |      | 16 - 17 |      |      | 18+  |      |      |
|                    | 1987                            | 1999 | 2000 | 1987    | 1999 | 2000 | 1987 | 1999 | 2000 |
| Usually read       | 16.0                            | 7.1  | 10.4 | 12.9    | 6.1  | 6.2  | 11.5 | 9.6  | 10.0 |
| Usually scan       | 46.3                            | 31.3 | 46.2 | 42.6    | 36.2 | 45.6 | 41.3 | 41.8 | 39.6 |
| Read Some          | 28.5                            | 46.5 | 25.7 | 34.8    | 47.5 | 34.1 | 39.1 | 39.2 | 35.9 |
| Usually don't read | 9.2                             | 15.0 | 17.4 | 9.2     | 10.3 | 13.4 | 7.9  | 9.1  | 14.4 |

**Table A4-5**  
**Total Mail Overview:**  
**Intended Response to Advertising Mail by Class**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Intended Response    | First-Class ① |       |       | Standard Mail (A) ② |       |       | Standard Mail (A) Nonprofit ② |       |       |
|----------------------|---------------|-------|-------|---------------------|-------|-------|-------------------------------|-------|-------|
|                      | 1987          | 1999  | 2000  | 1987                | 1999  | 2000  | 1987                          | 1999  | 2000  |
| Will respond         | 11.1          | 14.5  | 11.3  | 14.6                | 12.4  | 10.1  | 17.9                          | 17.3  | 12.2  |
| May respond          | 10.3          | 7.8   | 12.9  | 20.0                | 13.5  | 16.3  | 16.4                          | 15.6  | 14.2  |
| Won't respond        | 58.4          | 59.7  | 65.5  | 58.6                | 61.2  | 48.6  | 55.1                          | 58.1  | 44.4  |
| Don't know/No answer | 19.8          | 18.0  | 10.3  | 6.9                 | 12.8  | 24.9  | 10.4                          | 9.0   | 29.3  |
| Total                | 100.0         | 100.0 | 100.0 | 100.0               | 100.0 | 100.0 | 100.0                         | 100.0 | 100.0 |

① Includes both advertising only and advertising stuffer enclosed mail.

② Standard Mail (A) and Nonprofit Standard Mail (A) include request for donations.

**Table A4-6**  
**Response Rates To Advertising: First-Class**  
**Advertising Only vs. Standard Mail (A) Envelopes and Cards<sup>①</sup>**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Industry                                                 | 1987  |                   | 1999  |                   | 2000  |                   |
|----------------------------------------------------------|-------|-------------------|-------|-------------------|-------|-------------------|
|                                                          | First | Standard Mail (A) | First | Standard Mail (A) | First | Standard Mail (A) |
| Financial:                                               |       |                   |       |                   |       |                   |
| Credit card                                              | 5.8   | 8.0               | 8.1   | 7.0               | 10.3  | 9.2               |
| Bank                                                     | 8.0   | 8.9               | 10.9  | 7.0               | 11.6  | 9.6               |
| Securities broker                                        | 14.3  | 9.0               | 10    | 13.1              | 19.3  | 10.8              |
| Money Market*                                            | 9.8   | 5.3               | 2.4   | 18.1              | 20.1  | 16.1              |
| Insurance Company                                        | 8.9   | 6.6               | 18.6  | 7.2               | 12.1  | 8.8               |
| Mortgage*                                                | 4.7   | 3.5               | 14.4  | 5.7               | 8.3   | 6.0               |
| Merchants:                                               |       |                   |       |                   |       |                   |
| Department store                                         | 9.5   | 12.0              | 13.0  | 20.1              | 35.4  | 45.1              |
| Mail order                                               | 13.5  | 15.4              | 13.8  | 13.7              | 28.8  | 38.1              |
| Other store                                              | 13.1  | 12.8              | 13.6  | 27.8              | 27.6  | 38.6              |
| Publisher                                                | 19.6  | 18.7              | 23.4  | 17.0              | 21.3  | 23.2              |
| Land promotion*                                          | 10.6  | 2.9               | 7.5   | 0.0               | 12.0  | 9.6               |
| Restaurant*                                              | 2.2   | 15.9              | 31.9  | 11.3              | N/A   | N/A               |
| Consumer packaged goods*                                 | 16.1  | 28.7              | 20.4  | 21.3              | N/A   | N/A               |
| Auto dealers*                                            | 4.1   | 7.2               | 4.4   | 20.8              | N/A   | N/A               |
| Services:                                                |       |                   |       |                   |       |                   |
| Telephone                                                | 6.7   | 15.1              | 16.8  | 10.7              | 15.0  | 13.7              |
| Other Utility*                                           | 8.0   | 12.7              | 16.4  | 7.0               | 14.7  | 20.2              |
| Medical                                                  | 21.2  | 10.2              | 29.4  | 14.8              | 16.3  | 13.3              |
| Other professional*                                      | 20.7  | 14.3              | 20.9  | 5.0               | 18.8  | 9.2               |
| Leisure service                                          | 16.8  | 8.7               | 19.9  | 7.0               | 28.1  | 22.2              |
| Cable TV                                                 | 7.8   | 13.4              | 11.3  | 20.7              | 18.4  | 12.4              |
| Computer                                                 | 8.1   | 15.8              | 6.2   | 8.5               | 18.7  | 16.0              |
| Social/Charitable/Political/Nonprofit <sup>②</sup>       | 20.4  | 18.5              | 29.5  | 16.1              | 21.0  | 19.6              |
| Total Percentage of "Will Respond" to Advertising Pieces | 13.4  | 15.1              | 14.5  | 12.8              | 20.2  | 25.1              |

① All Standard Mail (A) percentages are based on Standard Mail (A) except social/charitable/political /nonprofit which is based on Standard Mail (A) nonprofit

② Includes medical nonprofit mail after 1992.

\* Fluctuations may be due to small sample sizes

**Table A4-7**  
**Total Mail Overview: Treatment of Advertising Mail by**  
**Perceived Volume of Pieces Received Per Week**  
**(Percentage of Households -- From Entry Interview)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Treatment | Perceived Pieces |              |           |                    |              |              |           |                    |              |              |           |                    |
|-----------|------------------|--------------|-----------|--------------------|--------------|--------------|-----------|--------------------|--------------|--------------|-----------|--------------------|
|           | 0 - 3            |              |           |                    | 4 - 5        |              |           |                    | 6 - 8        |              |           |                    |
|           | 1987             | 1999         | 2000      | 1987               | 1999         | 2000         | 1987      | 1999               | 2000         | 1987         | 1999      | 2000               |
|           | Usually read     | Usually scan | Read some | Usually don't read | Usually read | Usually scan | Read some | Usually don't read | Usually read | Usually scan | Read some | Usually don't read |
|           | 31.0             | 25.1         | 21.1      | 24.8               | 17.0         | 16.9         | 20.9      | 13.4               | 18.3         | 15.7         | 12.5      | 11.9               |
|           | 40.5             | 35.7         | 39.7      | 38.2               | 39.6         | 42.3         | 42.4      | 36.7               | 39.4         | 60.3         | 36.6      | 41.2               |
|           | 22.1             | 24.4         | 18.5      | 27.9               | 29.9         | 25.2         | 25.6      | 39.1               | 29.0         | 9.8          | 41.3      | 30.8               |
|           | 6.5              | 13.0         | 18.2      | 9.1                | 13.1         | 15.3         | 11.0      | 10.5               | 13.3         | 14.2         | 9.6       | 16.2               |

| Treatment | Perceived Pieces |              |           |                    |              |              |           |                    |              |              |           |                    |
|-----------|------------------|--------------|-----------|--------------------|--------------|--------------|-----------|--------------------|--------------|--------------|-----------|--------------------|
|           | 11 - 15          |              |           |                    | 16 - 20      |              |           |                    | 21 +         |              |           |                    |
|           | 1987             | 1999         | 2000      | 1987               | 1999         | 2000         | 1987      | 1999               | 2000         | 1987         | 1999      | 2000               |
|           | Usually read     | Usually scan | Read some | Usually don't read | Usually read | Usually scan | Read some | Usually don't read | Usually read | Usually scan | Read some | Usually don't read |
|           | 15.3             | 7.4          | 11.0      | 13.8               | 8.7          | 6.7          | 10.8      | 3.9                | 8.6          | 42.0         | 35.7      | 43.2               |
|           | 34.3             | 45.7         | 31.6      | 34.0               | 36.0         | 36.5         | 36.1      | 47.4               | 32.7         | 37.3         | 37.3      | 37.3               |
|           | 8.3              | 11.1         | 14.2      | 11.1               | 12.9         | 20.6         | 12.0      | 12.8               | 21.3         | 8.6          | 3.9       | 10.8               |

**Table A4-8**  
**Entry Interview Treatment of Advertising Mail by Household Income**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Treatment               | Under \$7K |       |       | \$7K - \$9.9K |       |       | \$10K - \$14.9K |       |       | \$15K - \$19.9K |       |       |
|-------------------------|------------|-------|-------|---------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|
|                         | 1987       | 1999  | 2000  | 1987          | 1999  | 2000  | 1987            | 1999  | 2000  | 1987            | 1999  | 2000  |
| Usually read            | 31.1       | 28.5  | 21.0  | 26.7          | 21.6  | 18.2  | 26.4            | 20.2  | 19.0  | 22.9            | 15.7  | 20.1  |
| Usually scan            | 32.9       | 36.6  | 29.0  | 37.5          | 26.7  | 34.9  | 37.1            | 35.6  | 37.9  | 38.1            | 35.2  | 33.9  |
| Read some               | 22.7       | 21.4  | 18.3  | 25.3          | 30.7  | 23.1  | 28.7            | 33.8  | 18.8  | 30.4            | 35.8  | 24.4  |
| Usually don't read      | 8.7        | 13.5  | 17.8  | 9.7           | 18.0  | 18.8  | 7.2             | 9.0   | 17.0  | 7.3             | 11.0  | 16.6  |
| Don't know/No answer    | 0.7        | 0.0   | 2.3   | 0.1           | 0.8   | 0.0   | 0.0             | 0.3   | 0.7   | 0.5             | 0.5   | 0.6   |
| Received no advertising | 3.9        | 0.0   | 11.8  | 0.7           | 2.4   | 4.9   | 0.6             | 1.2   | 6.6   | 0.8             | 1.9   | 4.4   |
| Total                   | 100.0      | 100.0 | 100.0 | 100.0         | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 |

| Treatment               | \$20K - \$24.9K |       |       | \$25K - \$29.9K |       |       | \$30K - \$34.9K |       |       | \$35K - \$49.9K |       |       |
|-------------------------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|
|                         | 1987            | 1999  | 2000  | 1987            | 1999  | 2000  | 1987            | 1999  | 2000  | 1987            | 1999  | 2000  |
| Usually read            | 16.8            | 12.6  | 16.8  | 19.7            | 13.0  | 12.6  | 16.9            | 13.3  | 12.6  | 16.2            | 12.0  | 12.6  |
| Usually scan            | 44.8            | 38.1  | 42.2  | 44.4            | 36.3  | 37.4  | 46.1            | 37.9  | 37.4  | 42.8            | 35.7  | 41.8  |
| Read some               | 27.3            | 37.0  | 25.0  | 27.5            | 36.9  | 30.3  | 26.9            | 38.7  | 30.3  | 34.4            | 38.5  | 27.3  |
| Usually don't read      | 10.6            | 10.2  | 12.8  | 8.6             | 13.1  | 15.8  | 9.4             | 9.0   | 15.8  | 6.0             | 13.1  | 15.4  |
| Don't know/No answer    | 0.0             | 0.0   | 0.7   | 0.1             | 0.7   | 0.4   | 0.0             | 0.9   | 0.4   | 0.2             | 0.0   | 0.5   |
| Received no advertising | 0.5             | 2.0   | 2.5   | 0.1             | 0.0   | 3.5   | 0.8             | 0.3   | 3.5   | 0.3             | 0.7   | 2.5   |
| Total                   | 100.0           | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 |

| Treatment               | \$50K - \$64.9K |       |       | \$65K - \$79.9K |       |       | \$80K - \$99.9K |       |       | \$100K Over |       |       |
|-------------------------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-------------|-------|-------|
|                         | 1987            | 1999  | 2000  | 1987            | 1999  | 2000  | 1987            | 1999  | 2000  | 1987        | 1999  | 2000  |
| Usually read            | 14.2            | 11.3  | 11.6  | 8.9             | 6.8   | 9.9   | 8.2             | 9.0   | 8.8   | 10.2        | 6.8   | 6.8   |
| Usually scan            | 41.1            | 36.5  | 41.8  | 38.3            | 36.8  | 40.1  | 55.4            | 41.4  | 43.7  | 34.1        | 50.5  | 36.1  |
| Read some               | 33.9            | 40.2  | 28.7  | 29.3            | 45.8  | 30.9  | 32.4            | 33.2  | 31.1  | 42.6        | 29.8  | 34.3  |
| Usually don't read      | 0.0             | 11.6  | 16.3  | 23.5            | 10.2  | 17.9  | 4.0             | 16.3  | 16.1  | 13.1        | 13.0  | 22.2  |
| Don't know/No answer    | 0.4             | 0.3   | 0.6   | 0.0             | 0.5   | 0.3   | 0.0             | 0.1   | 0.2   | 0.0         | 0.0   | 0.1   |
| Received no advertising | 2.8             | 0.4   | 1.0   | 0.0             | 0.0   | 0.9   | 0.0             | 0.2   | 0.6   | 0.0         | 0.0   | 0.4   |
| Total                   | 100.0           | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 | 100.0       | 100.0 | 100.0 |

Note: 2000 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

**Table A4-9**  
**Entry Interview Treatment of Advertising Mail**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Treatment               | 1987  | 1999  | 2000  |
|-------------------------|-------|-------|-------|
| Usually read            | 19.6  | 12.4  | 13.2  |
| Usually scan            | 40.4  | 36.3  | 38.3  |
| Read some               | 29.6  | 38.2  | 27.0  |
| Usually don't read      | 9.1   | 12.6  | 17.3  |
| Don't know/No answer    | 0.2   | 0.5   | 0.6   |
| Received no advertising | 1.0   | 0.6   | 3.5   |
| Total                   | 100.0 | 100.0 | 100.0 |

**Table A4-10**  
**Entry Interview Attitude Towards Mail Advertising**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Attitude                | 1987  | 1999  | 2000  |
|-------------------------|-------|-------|-------|
| Wish got less           | 30.4  | 50.0  | 52.9  |
| Don't mind getting some | 62.5  | 42.2  | 37.0  |
| Want more               | 5.6   | 6.7   | 5.8   |
| Don't know/No answer    | 0.34  | 1.1   | 0.8   |
| Received no advertising | 1.0   | 0.6   | 3.5   |
| Total                   | 100.0 | 100.0 | 100.0 |

**Table A4-11**  
**Total Mail Overview: Attitude Towards Mail Advertising by**  
**Perceived Volume of Pieces Received Per Week**  
**(Percentage of Households - from Entry Interview)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Attitude                                           | Perceived Pieces |      |      |       |      |      |       |      |      |        |      |      |
|----------------------------------------------------|------------------|------|------|-------|------|------|-------|------|------|--------|------|------|
|                                                    | 0 - 3            |      |      | 4 - 5 |      |      | 6 - 8 |      |      | 9 - 10 |      |      |
|                                                    | 1987             | 1999 | 2000 | 1987  | 1999 | 2000 | 1987  | 1999 | 2000 | 1987   | 1999 | 2000 |
| Wish got less                                      | 21.5             | 31.4 | 41.8 | 22.6  | 36.3 | 49.4 | 29.2  | 44.3 | 50.3 | 36.5   | 48.0 | 57.4 |
| Don't mind getting as long as some are interesting | 67.3             | 57.4 | 46.6 | 69.8  | 53.7 | 43.3 | 65.4  | 45.6 | 43.4 | 55.0   | 43.6 | 35.8 |
| Want more                                          | 10.1             | 9.3  | 10.2 | 7.2   | 9.6  | 7.1  | 4.6   | 9.3  | 5.9  | 8.5    | 7.1  | 6.3  |

| Attitude                                           | Perceived Pieces |      |      |         |      |      |      |      |      |
|----------------------------------------------------|------------------|------|------|---------|------|------|------|------|------|
|                                                    | 11 - 15          |      |      | 16 - 20 |      |      | 21 + |      |      |
|                                                    | 1987             | 1999 | 2000 | 1987    | 1999 | 2000 | 1987 | 1999 | 2000 |
| Wish got less                                      | 32.8             | 60.0 | 57.1 | 30.7    | 63.9 | 64.5 | 46.5 | 74.5 | 66.7 |
| Don't mind getting as long as some are interesting | 63.3             | 35.1 | 37.4 | 56.9    | 30.4 | 32.7 | 49.6 | 22.8 | 30.0 |
| Want more                                          | 3.7              | 4.3  | 5.3  | 4.3     | 4.3  | 2.4  | 3.4  | 2.1  | 3.2  |

**Table A4-12**  
**Total Mail Overview: Attitude Towards Mail Advertising by Actual Weekly**  
**Standard Mail (A) Receipt of Advertising Mail**  
**(Percentage of Households - from Entry Interview)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Attitude                                           | Actual Standard Mail (A) Pieces |      |      |        |      |      |         |      |      |
|----------------------------------------------------|---------------------------------|------|------|--------|------|------|---------|------|------|
|                                                    | 0 - 7                           |      |      | 8 - 10 |      |      | 11 - 12 |      |      |
|                                                    | 1987                            | 1999 | 2000 | 1987   | 1999 | 2000 | 1987    | 1999 | 2000 |
| Wish got less                                      | 27.1                            | 40.2 | 48.1 | 29.8   | 58.5 | 54.3 | 34.8    | 58.0 | 53.8 |
| Don't mind getting as long as some are interesting | 63.9                            | 49.9 | 43.8 | 65.7   | 34.5 | 37.7 | 61.5    | 37.2 | 41.8 |
| Want more                                          | 8.4                             | 8.6  | 7.8  | 4.2    | 5.5  | 7.5  | 3.0     | 4.7  | 3.9  |

| Attitude                                           | Actual Standard Mail (A) Pieces |      |      |         |      |      |      |      |      |
|----------------------------------------------------|---------------------------------|------|------|---------|------|------|------|------|------|
|                                                    | 13 - 15                         |      |      | 16 - 17 |      |      | 18+  |      |      |
|                                                    | 1987                            | 1999 | 2000 | 1987    | 1999 | 2000 | 1987 | 1999 | 2000 |
| Wish got less                                      | 30.2                            | 64.5 | 55.8 | 44.1    | 62.5 | 58.2 | 37.1 | 64.5 | 63.4 |
| Don't mind getting as long as some are interesting | 66.7                            | 31.2 | 39.9 | 54.5    | 31.7 | 38.7 | 60.0 | 31.3 | 32.9 |
| Want more                                          | 3.0                             | 3.7  | 4.0  | 1.5     | 4.1  | 2.7  | 2.6  | 3.6  | 3.6  |

**Table A4-13**  
**Entry Interview Attitude Towards Mail Advertising by Household Income**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Attitude                                   | Under \$7K |       |       | \$7K - \$9.9K |       |       | \$10K - \$14.9K |       |       | \$15K - \$19.9K |       |       |
|--------------------------------------------|------------|-------|-------|---------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|
|                                            | 1987       | 1999  | 2000  | 1987          | 1999  | 2000  | 1987            | 1999  | 2000  | 1987            | 1999  | 2000  |
| Wish got less                              | 32.1       | 27.5  | 42.4  | 30.0          | 42.9  | 46.3  | 25.1            | 38.1  | 46.6  | 28.5            | 37.0  | 45.9  |
| Don't mind as long as some are interesting | 52.6       | 45.6  | 35.7  | 64.4          | 42.9  | 38.9  | 64.5            | 50.0  | 37.1  | 63.3            | 51.9  | 41.1  |
| Want more                                  | 10.8       | 25.7  | 8.2   | 4.7           | 9.5   | 9.0   | 8.2             | 9.5   | 9.0   | 6.8             | 7.4   | 7.8   |
| Don't know/No answer                       | 0.6        | 1.2   | 2.0   | 0.2           | 2.4   | 0.9   | 1.5             | 1.2   | 0.7   | 0.5             | 1.9   | 0.8   |
| Received no advertising                    | 3.9        | 0.0   | 11.8  | 0.7           | 2.4   | 4.9   | 0.6             | 1.2   | 6.6   | 0.8             | 1.9   | 4.4   |
| Total                                      | 100.0      | 100.0 | 100.0 | 100.0         | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 |

| Attitude                                   | \$20K - \$24.9K |       |       | \$25K - \$29.9K |       |       | \$30K - \$34.9K |       |       | \$35K - \$49.9K |       |       |
|--------------------------------------------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|
|                                            | 1987            | 1999  | 2000  | 1987            | 1999  | 2000  | 1987            | 1999  | 2000  | 1987            | 1999  | 2000  |
| Wish got less                              | 23.8            | 41.2  | 52.7  | 26.3            | 43.2  | 47.8  | 29.9            | 46.8  | 47.8  | 29.9            | 48.6  | 51.6  |
| Don't mind as long as some are interesting | 68.5            | 47.1  | 36.8  | 68.8            | 49.4  | 42.6  | 63.5            | 49.0  | 42.6  | 65.6            | 44.5  | 39.8  |
| Want more                                  | 7.0             | 7.9   | 7.8   | 4.7             | 6.5   | 5.9   | 5.8             | 3.8   | 5.9   | 3.8             | 5.3   | 5.7   |
| Don't know/No answer                       | 0.2             | 1.8   | 0.2   | 0.1             | 1.0   | 0.3   | 0.0             | 0.0   | 0.3   | 0.3             | 1.0   | 0.4   |
| Received no advertising                    | 0.5             | 2.0   | 2.5   | 0.1             | 0.0   | 3.5   | 0.8             | 0.3   | 3.5   | 0.3             | 0.7   | 2.5   |
| Total                                      | 100.0           | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 |

| Attitude                                   | \$50K - \$64.9K |       |       | \$65K - \$79.9K |       |       | \$80K - \$99.9K |       |       | \$100K - Over |       |       |
|--------------------------------------------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|---------------|-------|-------|
|                                            | 1987            | 1999  | 2000  | 1987            | 1999  | 2000  | 1987            | 1999  | 2000  | 1987          | 1999  | 2000  |
| Wish got less                              | 31.7            | 11.3  | 56.1  | 41.9            | 57.0  | 57.1  | 45.4            | 55.0  | 57.2  | 39.2          | 62.7  | 63.7  |
| Don't mind as long as some are interesting | 65.2            | 36.5  | 36.8  | 57.6            | 37.5  | 39.0  | 54.0            | 38.5  | 38.5  | 59.6          | 29.8  | 32.1  |
| Want more                                  | 2.8             | 40.2  | 5.6   | 0.5             | 5.4   | 2.6   | 2.6             | 5.1   | 3.2   | 1.3           | 5.1   | 3.7   |
| Don't know/No answer                       | 0.0             | 11.6  | 0.6   | 0.0             | 0.1   | 0.5   | 0.0             | 1.4   | 0.6   | 0.0           | 2.3   | 0.1   |
| Received no advertising                    | 0.4             | 0.3   | 1.0   | 0.0             | 0.0   | 0.9   | 0.0             | 0.2   | 0.6   | 0.0           | 0.0   | 0.4   |
| Total                                      | 100.0           | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 | 100.0         | 100.0 | 100.0 |

Note: 2000 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

**Table A4-14**  
**Attitude Towards Mail Advertising by Age of Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

[illegible][illegible]

**Table A4-15**  
**Entry Interview**  
**Attitude Towards Mail Advertising by Age of Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Attitude                | 18 - 21 <sup>①</sup> |       |       | 22 - 24 |       |       | 25 - 34 |       |       | 35 - 44 |       |       |
|-------------------------|----------------------|-------|-------|---------|-------|-------|---------|-------|-------|---------|-------|-------|
|                         | 1987                 | 1999  | 2000  | 1987    | 1999  | 2000  | 1987    | 1999  | 2000  | 1987    | 1999  | 2000  |
| Usually read            | 39.4                 | 13.7  | 12.4  | 21.1    | 9.5   | 8.7   | 20.3    | 12.2  | 12.3  | 17.7    | 12.9  | 12.1  |
| Usually scan            | 38.8                 | 31.7  | 35.6  | 46.7    | 39.2  | 40.4  | 41.4    | 37.7  | 37.4  | 40.8    | 34.8  | 38.6  |
| Read some               | 12.6                 | 30.9  | 20.6  | 24.8    | 36.3  | 24.2  | 30.7    | 35.1  | 25.9  | 30.8    | 41.1  | 29.4  |
| Usually don't read      | 3.2                  | 19.8  | 20.6  | 6.7     | 14.2  | 21.7  | 6.3     | 14.2  | 18.5  | 9.8     | 10.1  | 15.7  |
| Don't know/No answer    | 0.2                  | 0.8   | 3.0   | 0.0     | 0.8   | 0.7   | 0.3     | 0.1   | 0.4   | 0.0     | 0.3   | 0.7   |
| Received no advertising | 1.0                  | 3.7   | 7.9   | 0.7     | 0.3   | 4.2   | 1.1     | 0.7   | 5.5   | 0.9     | 0.7   | 3.5   |
| Total                   | 100.0                | 100.0 | 100.0 | 100.0   | 100.0 | 100.0 | 100.0   | 100.0 | 100.0 | 100.0   | 100.0 | 100.0 |

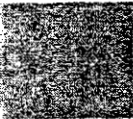
| Attitude                | 45 - 54 |       |       | 55 - 64 |       |       | 65 - 69 |       |       | 70+   |       |       |
|-------------------------|---------|-------|-------|---------|-------|-------|---------|-------|-------|-------|-------|-------|
|                         | 1987    | 1999  | 2000  | 1987    | 1999  | 2000  | 1987    | 1999  | 2000  | 1987  | 1999  | 2000  |
| Usually read            | 17      | 10.8  | 11.8  | 19.7    | 12.3  | 14.5  | 23.6    | 10.2  | 16.1  | 19.5  | 16.0  | 16.5  |
| Usually scan            | 41.3    | 38.1  | 40.4  | 39.4    | 37.9  | 37.5  | 37.9    | 36.8  | 42.5  | 38.2  | 31.6  | 36.4  |
| Read some               | 31.9    | 38.6  | 28.9  | 28.2    | 36.5  | 27.2  | 26.4    | 41.9  | 25.4  | 30.0  | 35.3  | 25.6  |
| Usually don't read      | 9.2     | 11.9  | 16.9  | 11.6    | 12.6  | 17.4  | 9.4     | 10.4  | 12.8  | 11.8  | 15.1  | 17.6  |
| Don't know/No answer    | 0.3     | 0.1   | 0.5   | 0.0     | 0.8   | 0.5   | 0.7     | 0.0   | 0.5   | 0.0   | 0.7   | 0.4   |
| Received no advertising | 0.4     | 0.4   | 1.6   | 1.0     | 0.1   | 2.9   | 1.9     | 0.7   | 2.6   | 0.6   | 1.1   | 3.5   |
| Total                   | 100.0   | 100.0 | 100.0 | 100.0   | 100.0 | 100.0 | 100.0   | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

① Fluctuations may be due to small sample sizes.

**Table A4-16**  
**Entry Interview**  
**Attitude Towards Mail Advertising by Education of Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

[illegible][illegible]

**Postal Fiscal Years 1987, 1999 and 2000**[illegible]



## Appendix A5: Periodicals

**Table A5-1**  
**Periodicals Received**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Periodicals                                            | 1987 | 1999 | 2000 |
|--------------------------------------------------------|------|------|------|
| Percent of Periodicals<br>which are sent to Households | 75.3 | 53.8 | 70.1 |
| Pieces per household per week                          | 1.69 | 1.03 | 1.32 |

**Table A5-2**  
**Periodicals -- Type of Publication**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Type of Publication                          | Percentage Received |      |      |      | Pieces Per Household Per Week |      |
|----------------------------------------------|---------------------|------|------|------|-------------------------------|------|
|                                              | 1987                | 1999 | 2000 | 1987 | 1999                          | 2000 |
| Newspapers:                                  |                     |      |      |      |                               |      |
| Daily Newspaper                              | 8.5                 | 3.3  | 7.5  | 0.19 | 0.06                          | 0.14 |
| Weekly Newspaper                             | 13.4                | 7.4  | 8.1  | 0.3  | 0.14                          | 0.15 |
| Other Newspaper                              | 4.9                 | 2.2  | 2.8  | 0.11 | 0.04                          | 0.05 |
| Total Newspapers                             | 26.8                | 12.9 | 18.5 | 0.6  | 0.25                          | 0.34 |
| Magazines:                                   |                     |      |      |      |                               |      |
| Weekly Magazine                              | 11.1                | 7.9  | 12.3 | 0.25 | 0.15                          | 0.23 |
| Monthly Magazine                             | 27.2                | 21.3 | 32.4 | 0.61 | 0.41                          | 0.61 |
| Other Magazine                               | 4.4                 | 6.5  | 6.9  | 0.1  | 0.13                          | 0.13 |
| Total Magazines                              | 42.7                | 35.7 | 51.6 | 0.96 | 0.69                          | 0.97 |
| Other                                        | 3.1                 | 4.2  | N/A  | 0.07 | 0.08                          | N/A  |
| Don't Know/no answer                         | 2.7                 | 1.0  | N/A  | 0.06 | 0.02                          | N/A  |
| Total Periodicals Received by Households     | 75.3                | 53.8 | 70.1 | 1.69 | 1.03                          | 1.32 |
| Total Periodicals Received by Non-Households | 26.7                | 46.2 | 29.9 | -    | -                             | -    |

**Table A5-3**  
**Newspapers Received by Mail and Not by Mail -- Number of Different Newspapers Per Household**  
**(From Entry Interview)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Frequency        | Distribution Method |      |      |             |      |      |
|------------------|---------------------|------|------|-------------|------|------|
|                  | By Mail             |      |      | Not By Mail |      |      |
|                  | 1987                | 1999 | 2000 | 1987        | 1999 | 2000 |
| Daily (7-day)    | 0.06                | 0.04 | 0.20 | 0.57        | 0.46 | 0.61 |
| Daily (5-6 days) | 0.04                | 0.01 | 0.05 | 0.23        | 0.13 | 0.09 |
| Weekly           | 0.35                | 0.19 | 0.16 | 0.17        | 0.13 | 0.10 |
| Sunday only      | 0.01                | 0.01 | 0.02 | 0.21        | 0.17 | 0.09 |
| Monthly          | 0.04                | 0.06 | 0.02 | -           | -    | 0.01 |
| Other            | 0.05                | 0.02 | 0.05 | 0.05        | 0.04 | 0.03 |
| Total            | 0.55                | 0.33 | 0.50 | 1.23        | 0.93 | 0.92 |

**Table A5-4**  
**Periodicals -- Households Where Newspapers are Received**  
**(By Type of Newspaper and by Receipt Medium)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Type of Newspaper (By Mail) | Percentage of All Households |      |      |
|-----------------------------|------------------------------|------|------|
|                             | 1987                         | 1999 | 2000 |
| 7-Day                       | 4.9                          | 2.3  | 11.4 |
| 5 - 6 Day                   | 2.5                          | 0.9  | 3.5  |
| Weekly                      | 25.6                         | 15.2 | 11.7 |
| Sunday                      | 0.8                          | 0.9  | 2.1  |
| Monthly                     | 2.7                          | 4.6  | 1.4  |
| Other                       | 3.5                          | 1.4  | 1.7  |
| Total                       | 36.4                         | 23.1 | 27.1 |

| Type of Newspaper (Not By Mail) | Percentage of All Households |      |      |
|---------------------------------|------------------------------|------|------|
|                                 | 1987                         | 1999 | 2000 |
| 7-Day                           | 47.1                         | 41.3 | 41.5 |
| 5 - 6 Day                       | 18.3                         | 8.2  | 6.4  |
| Weekly                          | 13.1                         | 9.6  | 8.2  |
| Sunday                          | 20.4                         | 16.1 | 8.3  |
| Other                           | 4.0                          | 3.6  | 1.6  |
| Total                           | 78.6                         | 66.7 | 58.8 |

**Table A5-5**  
**Magazines Received by Mail and Not by Mail -- Number of**  
**Different Magazines Received Per Household**  
**(From Entry Interview)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Frequency  | Distribution Method |      |      |             |      |      |
|------------|---------------------|------|------|-------------|------|------|
|            | By Mail             |      |      | Not By Mail |      |      |
|            | 1987                | 1999 | 2000 | 1987        | 1999 | 2000 |
| Weekly     | 0.38                | 0.27 | 0.41 | 0.27        | 0.17 | 0.12 |
| Monthly    | 2.67                | 2.06 | 2.53 | 0.75        | 0.43 | 0.50 |
| Bi-Monthly | 0.05                | 0.17 | 0.18 | -           | -    | 0.03 |
| Other      | 0.12                | 0.04 | 0.09 | 0.08        | 0.02 | 0.03 |
| Total      | 3.23                | 2.55 | 3.21 | 1.1         | 0.63 | 0.68 |

**Table A5-6**  
**Periodicals -- Households Where Magazines are Received**  
**(By Type of Magazine and by Receipt Medium)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Type of Magazine (By Mail) | Percentage of All Households |      |      |
|----------------------------|------------------------------|------|------|
|                            | 1987                         | 1999 | 2000 |
| Weekly                     | 24.1                         | 19.3 | 23.6 |
| Monthly                    | 75.5                         | 66.6 | 72.7 |
| Bi-Monthly                 | 3.3                          | 9.9  | 9.7  |
| Other                      | 6.8                          | 2.8  | 3.1  |
| Total                      | 80.6                         | 72.8 | 78.8 |

| Type of Magazine (Not By Mail) | Percentage of All Households |      |      |
|--------------------------------|------------------------------|------|------|
|                                | 1987                         | 1999 | 2000 |
| Weekly                         | 15.4                         | 11.7 | 7.6  |
| Monthly                        | 34.4                         | 23.3 | 22.8 |
| Other                          | 3.2                          | 1.3  | 1.4  |
| Total                          | 45.8                         | 32.0 | 29.3 |

**Table A5-7**  
**Periodical Demographics -- Pieces Received Per Household Per Week**  
**Postal Fiscal Years 1987, 1999 and 2000**

| <b>Income</b>                         | <b>1987</b> | <b>1999</b> | <b>2000</b> |
|---------------------------------------|-------------|-------------|-------------|
| < \$7K                                | 0.6         | 0.6         | 0.7         |
| \$ 7K - \$9.9K                        | 1.1         | 0.3         | 0.7         |
| \$ 10K - \$14.9K                      | 1.2         | 0.6         | 1.0         |
| \$ 15K - \$19.9K                      | 1.3         | 0.5         | 1.0         |
| \$ 20K - \$24.9K                      | 1.4         | 0.8         | 1.2         |
| \$ 25K - \$29.9K                      | 1.8         | 0.9         | 1.1         |
| \$ 30K - \$34.9K                      | 1.9         | 0.9         | 1.1         |
| \$ 35K - \$49.9K                      | 2.1         | 0.9         | 1.3         |
| \$ 50K - \$64.9K                      | 2.1         | 1.1         | 1.4         |
| \$ 65K - Over                         | 3.6         | 1.5         | 1.9         |
| <b>Age of Head of Household</b>       | <b>1987</b> | <b>1999</b> | <b>2000</b> |
| 18 - 24                               | 0.6         | 0.4         | 0.4         |
| 25 - 34                               | 1.2         | 0.7         | 0.7         |
| 35 - 44                               | 1.8         | 0.8         | 0.9         |
| 45 - 54                               | 2.0         | 1.2         | 1.2         |
| 55 - 64                               | 2.3         | 1.4         | 1.4         |
| 65 - 69                               | 1.9         | 1.4         | 1.6         |
| 70+                                   | 1.9         | 1.3         | 1.7         |
| <b>Education of Head of Household</b> | <b>1987</b> | <b>1999</b> | <b>2000</b> |
| < 8th grade                           | 1.2         | 0.7         | 1.3         |
| Some High School                      | 1.2         | 0.7         | 1.0         |
| High School                           | 1.4         | 0.8         | 1.1         |
| Some College                          | 1.6         | 1.0         | 1.2         |
| Technical School                      | 1.6         | 1.0         | 1.4         |
| College                               | 2.2         | 1.3         | 1.6         |
| Post graduate                         | 3.4         | 2.0         | 1.9         |
| <b>Type of Household</b>              | <b>1987</b> | <b>1999</b> | <b>2000</b> |
| One-person household                  | 1.1         | 0.7         | 1.0         |
| Male                                  | 1.0         | 0.6         | 1.1         |
| Female                                | 1.2         | 0.8         | 1.0         |
| One adult + minors                    | 0.9         | 0.8         | 1.4         |
| Male                                  | 0.6         | 2.8         | 1.5         |
| Female                                | 0.9         | 0.6         | 1.0         |
| <b>More Than One Adult</b>            | <b>1987</b> | <b>1999</b> | <b>2000</b> |
| Without Children                      | 2.1         | 1.3         | 1.4         |
| One-earner                            | 2.0         | 1.5         | 1.1         |
| Two-earner                            | 2.1         | 1.1         | 1.5         |
| With Children                         | 1.7         | 0.9         | 1.3         |
| One-earner                            | 1.6         | 0.7         | 1.0         |
| Two-earner                            | 1.9         | 1.0         | 1.4         |

| <b>Employment of Respondent</b> | <b>1987</b> | <b>1999</b> | <b>2000</b> |
|---------------------------------|-------------|-------------|-------------|
| White collar professional       | 2.2         | 1.3         | 1.5         |
| White collar sales/clerical     | 1.5         | 0.9         | 1.2         |
| White collar craftsmen/mechanic | 1.2         | 0.6         | 1.0         |
| Service Worker                  | 1.2         | 0.6         | 0.8         |
| Other employed                  | 1.1         | 2.0         | 1.0         |
| Homemaker                       | 1.7         | 1.0         | 1.1         |
| Student                         | 1.4         | 0.4         | 0.8         |
| Retired                         | 1.9         | 1.3         | 1.7         |
| Other not employed              | 0.4         | 0.9         | 1.1         |
| <b>Type of Dwelling</b>         | <b>1987</b> | <b>1999</b> | <b>2000</b> |
| Single-family house             | 2.0         | 1.2         | 1.5         |
| Multi-family house              | 1.4         | 0.6         | -           |
| Apartment                       | 1.0         | 0.4         | 0.8         |
| Hotel                           | 2.1         | 0.0         | 0.2         |
| Boarding house                  | 1.1         | 0.0         | 1.1         |
| Mobile house                    | 1.1         | 0.7         | 1.1         |
| Group quarters                  | 0.9         | 0.0         | 1.1         |
| <b>Urbanicity</b>               | <b>1987</b> | <b>1999</b> | <b>2000</b> |
| <b>Major metro area:</b>        |             |             |             |
| Center                          | 0.9         | 0.6         | -           |
| Non-center                      | 1.7         | 0.8         | -           |
| Moderate-sized city             | 1.6         | 1.1         | -           |
| Suburb                          | 2.1         | 1.0         | -           |
| Small town                      | 1.8         | 1.1         | -           |
| Rural                           | 1.9         | 1.5         | -           |
| <b>Number of Adults</b>         | <b>1987</b> | <b>1999</b> | <b>2000</b> |
| 1                               | 1.1         | 0.7         | 1.0         |
| 2                               | 1.8         | 1.1         | 1.5         |
| 3                               | 2.1         | 1.3         | 1.5         |
| 4+                              | 2.1         | 0.8         | 1.6         |

Note: 2000 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.  
Note: Missing estimates not available due to change in definition between Postal Fiscal Year 1999 and 2000.

**Table A5-8**  
**Periodical Mail -- Type of Subscription**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Type of Subscription                  | Percentage of Total Periodicals |      |      |
|---------------------------------------|---------------------------------|------|------|
|                                       | 1987                            | 1999 | 2000 |
| Paid (ordered)                        | 49.4                            | 31.1 | 38.3 |
| Free (ordered)                        | 4.4                             | 3.6  | 4.3  |
| Gift (from friend or relative)        | 3.5                             | 1.6  | 2.5  |
| Free (not ordered or with membership) | 10.2                            | 11.1 | 22.7 |
| Other                                 | 2.6                             | 1.1  | 0.8  |
| Don't know/No answer                  | 5.3                             | 5.3  | 1.4  |
| Total Mail Received by Households     | 75.3                            | 53.8 | 70.1 |

**Table A5-9**  
**Periodicals -- Source of Publications**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Source of Publication                     | Percent of Total Periodicals |      |      | Pieces Per Household Per Week |      |      |
|-------------------------------------------|------------------------------|------|------|-------------------------------|------|------|
|                                           | 1987                         | 1999 | 2000 | 1987                          | 1999 | 2000 |
| Religious/Educational                     | 9.1                          | 5.6  | 8.1  | 0.21                          | 0.11 | 0.15 |
| Veterans                                  | 0.9                          | 0.7  | 0.7  | 0.02                          | 0.01 | 0.01 |
| Charitable                                | 0.9                          | 0.6  | 1.0  | 0.02                          | 0.01 | 0.02 |
| Union/Professional                        | 7.8                          | 5.5  | 8.7  | 0.18                          | 0.10 | 0.17 |
| Total "Nonprofit"                         | 18.7                         | 12.3 | 18.5 | 0.43                          | 0.24 | 0.35 |
| Other                                     | 53.5                         | 39.8 | 49.7 | 1.20                          | 0.76 | 0.94 |
| Don't know/No answer                      | 3.2                          | 1.8  | 1.7  | 0.07                          | 0.03 | 0.03 |
| Total Publications Received by Households | 75.3                         | 53.8 | 69.9 | 1.69                          | 1.03 | 1.32 |

**Table A5-10**  
**Periodicals -- Type and Source of Mail Received by Households**  
**(Percentage of Subscription Type by Source)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Type                          | Union/ Professional |      |      | Religious/ Educational |      |      | Veterans |      |      |
|-------------------------------|---------------------|------|------|------------------------|------|------|----------|------|------|
|                               | 1987                | 1999 | 2000 | 1987                   | 1999 | 2000 | 1987     | 1999 | 2000 |
| Paid (ordered by household)   | 8.3                 | 5.1  | 6.7  | 7.9                    | 6.9  | 9.7  | 0.5      | 0.2  | 0.4  |
| Free (ordered by household) ① | 21.7                | 18.7 | 21.1 | 25.6                   | 12.1 | 23.0 | 4.4      | 1.2  | 0.7  |
| Free (not ordered)            | 18.0                | 12.5 | 8.0  | 20.5                   | 12.9 | 13.5 | 0.8      | 1.4  | 1.0  |
| Gift Subscription             | 4.0                 | 39.1 | 4.6  | 18.1                   | 17.4 | 17.9 | 0.5      | 6.9  | 0.0  |
| Other Type                    | 19.1                | 0.4  | 14.5 | 22.7                   | 15.5 | 12.7 | 2.3      | 0.0  | 0.0  |
| Free (came with membership)   | 21.1                | 3.2  | 41.4 | 16.0                   | 22.1 | 13.3 | 1.9      | 1.6  | 4.6  |

| Type                          | Charitable |      |      | Other |      |      | Don't Know/ No Answer |      |      |
|-------------------------------|------------|------|------|-------|------|------|-----------------------|------|------|
|                               | 1987       | 1999 | 2000 | 1987  | 1999 | 2000 | 1987                  | 1999 | 2000 |
| Paid (ordered by household)   | 0.5        | 0.5  | 1.0  | 81.1  | 86.0 | 80.2 | 1.7                   | 1.5  | 2.0  |
| Free (ordered by household) ① | 2.8        | 0.6  | 0.6  | 44.1  | 64.5 | 55.1 | 1.4                   | 1.2  | 0.5  |
| Free (not ordered)            | 1.4        | 1.1  | 1.2  | 58.0  | 71.2 | 75.8 | 1.4                   | 0.5  | 0.6  |
| Gift Subscription             | 1.4        | 3.1  | 1.6  | 73.4  | 29.2 | 75.7 | 2.6                   | 2.4  | 0.2  |
| Other Type                    | 2.6        | 1.1  | 0.0  | 50.7  | 84.1 | 72.8 | 2.7                   | 0.0  | 0.0  |
| Free (came with membership)   | 6.2        | 3.7  | 4.3  | 54.8  | 73.5 | 35.8 | 0.0                   | 0.0  | 0.5  |

① Fluctuations may be due to small sample sizes.

**Table A5-11**  
**Periodicals -- Satisfaction With Delivery**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Time of Arrival                               | Percentage of Pieces |       |       |
|-----------------------------------------------|----------------------|-------|-------|
|                                               | 1987                 | 1999  | 2000  |
| Arrived earlier than expected                 | 5.0                  | 4.4   | 8.4   |
| Arrived on the day expected                   | 40.9                 | 34.1  | 45.5  |
| Was not expected to arrive on any special day | 43.9                 | 48.5  | 39.4  |
| Arrived later than expected                   | 3.8                  | 2.9   | 3.8   |
| Don't Know/No answer                          | 6.5                  | 10.1  | 3.0   |
| Total                                         | 100.0                | 100.0 | 100.0 |

**Table A5-12**  
**Periodicals -- Need for Delivery**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

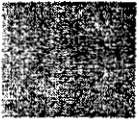
| <b>Delivery</b>          | <b>1987</b> | <b>1999</b> | <b>2000</b> |
|--------------------------|-------------|-------------|-------------|
| Could arrive a day later | 40.2        | 43.0        | 32.2        |
| Comes on proper day      | 19.5        | 14.9        | 25.2        |
| No regular day           | 9.0         | 7.4         | 17.4        |
| Regular day is too late  | 0.9         | 0.8         | 0.8         |
| Day doesn't matter       | 22.7        | 23.2        | 20.3        |
| Other need               | 0.4         | 0.4         | 0.2         |
| Don't know/No answer     | 7.2         | 10.2        | 3.8         |
| Total                    | 100.0       | 100.0       | 100.0       |

**Table A5-13**  
**Periodicals -- Satisfaction With Delivery by Postal Region**  
**(Percent of Pieces Received by Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

[illegible]

**Table A5-14**  
**Periodicals -- Households' Need for Delivery by Postal Region**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

[illegible]



## Appendix A6: Packages

**Table A6-1**  
**Packages Received - by Delivery Company**  
**(Percentage of Packages Received by Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Carrier                                            | Percent |       |       |
|----------------------------------------------------|---------|-------|-------|
|                                                    | 1987    | 1999  | 2000  |
| United States Postal Service:                      |         |       |       |
| First-Class and Priority                           | 15.4    | 36.7  | 26.7  |
| Express Mail                                       | 0.7     | 1.5   | 0.5   |
| Third-Class Single Piece                           | 2.3     | ①     | ①     |
| Standard Mail (A) Total                            | 25.1    | 28.2  | 24.5  |
| Standard Mail (A) Bulk Rate Regular                | 25.1    | 26.2  | 22.0  |
| Standard Mail (A) Bulk Rate Enhanced Carrier Route | ②       | 0.8   | 1.3   |
| Standard Mail (A) Nonprofit                        | ②       | 1.2   | 1.2   |
| Standard Mail (A) Nonprofit Enhanced Carrier Route | ②       | -     | 0.0   |
| Parcel Post - Total                                | 4.9     | 6.2   | 6.3   |
| Non-DBMC Parcel Post                               | 4.9     | 3.1   | 5.1   |
| DBMC Parcel Post                                   | ②       | 3.1   | 1.2   |
| Bound Printed Matter - Total                       | 8.9     | 5.4   | 8.0   |
| Single Piece Bound Printed Matter                  | 2.9     | 5.4   | 8.0   |
| Bulk Rate Bound Printed Matter                     | 6.0     | ①     | ①     |
| Special Standard Mail                              | 9.7     | 5.0   | 2.3   |
| Library Rate                                       | 0.1     | 0.4   | 0.7   |
| Other/Can't classify                               | 1.1     | 1.5   | 0.9   |
| No answer                                          | 3.4     | 0.4   | 0.9   |
| Total USPS                                         | 71.7    | 85.3  | 71.0  |
| Other Carriers:                                    |         |       |       |
| United Parcel Service -- Next Day Air              | 1.6     | 0.7   | 0.9   |
| United Parcel Service -- Second Day Air            | 0.9     | 0.7   | 1.1   |
| United Parcel Service -- Third Day Air             | -       | 0.5   | 0.7   |
| United Parcel Service -- Ground                    | 21.1    | 9.3   | 8.1   |
| Federal Express                                    | 0.3     | 2.8   | 1.6   |
| Emery                                              | 0.0     | 0.2   | 0.1   |
| Purolator                                          | 0.2     | -     | -     |
| Roadway                                            | 0.1     | -     | 0.1   |
| Airborne                                           | -       | 0.7   | 0.9   |
| DHL                                                | -       | -     | 0.1   |
| Other                                              | 0.5     | 0.2   | 0.5   |
| Total Other                                        | 27.8    | 15.1  | 14.1  |
| Don't know/no answer                               | 3.6     | 0.1   | 14.1  |
| Total                                              | 100.0   | 100.0 | 100.0 |
| Total Packages Per Household                       | 0.3     | 0.3   | 0.6   |

① Data was not collected in 1997 or 1998.

② Data was not collected prior to 1997.

**Table A6-2**  
**Packages Received - Packages Delivered by the Postal Service by Class and Sender**  
**(Percentage of Packages by Class)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Mail Class                             | Business |       |       | Friend/Relative |      |      | Other/Unknown |      |      |
|----------------------------------------|----------|-------|-------|-----------------|------|------|---------------|------|------|
|                                        | 1987     | 1999  | 2000  | 1987            | 1999 | 2000 | 1987          | 1999 | 2000 |
| First-Class and Priority               | 43.6     | 66.5  | 71.8  | 53.6            | 27.5 | 23.9 | 2.8           | 6.0  | 4.3  |
| Express Mail ①                         | 10.8     | 58.1  | 75.2  | 52.0            | 16.1 | 24.8 | 27.2          | 25.8 | 0.0  |
| Third-Class Single Piece ①             | 83.8     | ①     |       | 15.0            | ①    |      | 1.9           | ①    |      |
| Standard Mail (A) - Total              | 94.8     | 89.4  | 96.3  | 2.2             | 2.0  | 2.2  | 3.1           | 8.7  | 5.4  |
| Standard Mail (A) - Bulk Rate Regular  | 94.8     | 88.6  | 96.1  | 2.2             | 1.7  | 2.2  | 3.1           | 9.7  | 1.7  |
| Standard Mail (A) - Bulk Rate Enhanced | ②        | 100.0 | 99.2  | ②               | -    | -    | ②             | -    | -    |
| Standard Mail (A) - Nonprofit          | ②        | 85.0  | 89.7  | ②               | -    | -    | ②             | 15.0 | 9.0  |
| Standard Mail (A) - Nonprofit Enhanced | ②        | 100.0 | 100.0 | ②               | -    | -    | ②             | -    | -    |
| Parcel Post - Total                    | 63.1     | 91.6  |       | 36.9            | 8.4  | 12.8 | 0.0           | -    | 1.0  |
| Non-DBMC Parcel Post ③                 | 63.1     | 88.5  | 94.8  | 36.9            | 11.5 | 4.3  | 0.0           | -    | 1.0  |
| DBMC Parcel Post                       | ②        | 94.6  | 78.8  | ②               | 5.4  | 21.2 | ②             | -    | 0.0  |
| Bound Printed Matter - Total           | N/A      | 78.3  |       | N/A             | 5.4  | 3.0  | N/A           | 16.4 | 13.4 |
| Bound printed matter or Catalog Rate ③ | 98.6     | 78.3  | 83.6  | 0.0             | 5.4  | 3.0  | 1.4           | 16.4 | 13.4 |
| Bulk rate bound printed matter         | 93.0     | ①     |       | 4.6             | ①    |      | 2.4           | ①    |      |
| Special Standard Mail                  | 98.5     | 94.9  | 92.1  | 0.0             | 5.1  | 5.5  | 5.0           | -    | 2.4  |
| Library Rate ③                         | 100.0    | 89.1  | 95.0  | 0.0             | 10.9 | 0.0  | 0.0           | -    | 5.0  |

① Data was not collected in 1997 or 1998.

② Data was not collected prior to 1997.

③ Fluctuations may be due to small sample sizes.

**Table A6-3**  
**Packages Received - Sender/Content<sup>①</sup> by Carrier**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Content <sup>①</sup>           | Percent of Total |      |      | Percent Sent Via Postal Service <sup>②</sup> |      |      | Percent Sent Via UPS <sup>②</sup> |      |      |
|--------------------------------|------------------|------|------|----------------------------------------------|------|------|-----------------------------------|------|------|
|                                | 1987             | 1999 | 2000 | 1987                                         | 1999 | 2000 | 1987                              | 1999 | 2000 |
| Book                           | 15.9             | 8.7  | 12.3 | 89.6                                         | 89.6 | 86.7 | 10.0                              | 10.0 | 7.4  |
| Record, tape or CD             | 6.7              | 7.6  | 10.7 | 87.3                                         | 93.7 | 93.0 | 8.0                               | 5.7  | 4.9  |
| Item from a friend or relative | 16.7             | 12.2 | 7.4  | 69.0                                         | 78.9 | 75.6 | 23.2                              | 16.7 | 22.1 |
| Order from catalog             | 19.1             | 20.2 | 17.0 | 47.1                                         | 74.3 | 69.6 | 56.9                              | 17.7 | 25.3 |
| Order from store <sup>②</sup>  | 5.1              | 2.9  | 4.0  | 43.5                                         | 70.6 | 72.4 | 55.0                              | 14.1 | 18.2 |
| Other than mail                | 11.5             | 18.5 | 10.4 | 67.5                                         | 89.8 | 84.9 | 30.4                              | 9.1  | 11.6 |

<sup>①</sup> Packages can contain more than one type of content.

<sup>②</sup> Fluctuations may be due to small sample sizes.

**Table A6-4**  
**Packages Received - by Special Services**  
**(Percentage of Packages Delivered by the Postal Service)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Special Services | Percent |      |      |
|------------------|---------|------|------|
|                  | 1987    | 1999 | 2000 |
| Special Handling | 3.0     | 0.0  | 2.4  |
| Special Delivery | 1.3     | 0.4  | 0.4  |
| Certified        | 0.1     | 0.8  | 0.5  |
| Registered       | 0.1     | 0.0  | 0.1  |
| Insurance        | 3.2     | 1.6  | 1.6  |
| C.O.D.           | 1.6     | 0.0  | 0.0  |
| Other            | 2.5     | 0.4  | 2.2  |
| Total            | 8.7     | 3.2  | 7.2  |

**Table A6-5**  
**Packages Received - Carrier by Income**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Carrier                               | Under \$7K ① |       |       | \$7K - \$9.9K ① |       |       | \$10K - \$14.9K ① |       |       | \$15K - \$19.9K ① |       |       |
|---------------------------------------|--------------|-------|-------|-----------------|-------|-------|-------------------|-------|-------|-------------------|-------|-------|
|                                       | 1987         | 1999  | 2000  | 1987            | 1999  | 2000  | 1987              | 1999  | 2000  | 1987              | 1999  | 2000  |
| Postal Service                        | 68.9         | 100.0 | 64.1  | 71.1            | 31.9  | 87.9  | 74.8              | 97.5  | 94.3  | 79.9              | 91.6  | 85.1  |
| UPS                                   | 20.8         | 0.0   | 2.6   | 23.8            | 61.1  | 12.1  | 21.1              | 2.5   | 0.9   | 18.3              | 8.4   | 11.3  |
| Other                                 | 0.0          | 0.0   | 0.0   | 2.2             | 7.0   | 0.0   | 0.0               | 0.0   | 4.8   | 0.0               | 0.0   | 3.6   |
| Don't know/No answer                  | 10.2         | 0.0   | 33.4  | 2.8             | 0.0   | 16.7  | 4.0               | 0.0   | 29.5  | 1.8               | 0.0   | 13.8  |
| Total                                 | 100.0        | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 | 100.0             | 100.0 | 100.0 | 100.0             | 100.0 | 100.0 |
| Total Packages Per Household Per Week | 0.20         | 0.06  | 0.46  | 0.14            | 0.13  | 0.54  | 0.12              | 0.16  | 0.41  | 0.15              | 0.28  | 0.31  |

| Carrier                               | \$20K - \$24.9K |       |       | \$25K - \$29.9K |       |       | \$30K - \$34.9K |       |       | \$35K - \$49.9K |       |       |
|---------------------------------------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|-----------------|-------|-------|
|                                       | 1987            | 1999  | 2000  | 1987            | 1999  | 2000  | 1987            | 1999  | 2000  | 1987            | 1999  | 2000  |
| Postal Service                        | 75.4            | 89.2  | 78.9  | 63.3            | 90.3  | 81.0  | 82.1            | 91.0  | 81.0  | 73.0            | 91.2  | 85.9  |
| UPS                                   | 17.8            | 5.1   | 10.6  | 31.2            | 9.7   | 14.4  | 15.3            | 8.2   | 14.4  | 24.4            | 4.3   | 9.9   |
| Other                                 | 3.3             | 5.6   | 10.5  | 0.7             | 0.0   | 4.6   | 0.5             | 0.8   | 4.6   | 0.2             | 4.5   | 4.2   |
| Don't know/No answer                  | 3.6             | 0.0   | 6.8   | 4.9             | 0.0   | 9.9   | 2.1             | 0.0   | 9.9   | 2.4             | 0.0   | 28.1  |
| Total                                 | 100.0           | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 | 100.0           | 100.0 | 100.0 |
| Total Packages Per Household Per Week | 0.24            | 0.28  | 0.69  | 0.34            | 0.17  | 0.66  | 0.31            | 0.15  | 0.66  | 0.39            | 0.26  | 0.66  |

| Carrier                               | \$50K - \$64.9K |       |       | Over \$65K |       |       |
|---------------------------------------|-----------------|-------|-------|------------|-------|-------|
|                                       | 1987            | 1999  | 2000  | 1987       | 1999  | 2000  |
| Postal Service                        | 66.7            | 78.2  | 86.9  | 62.3       | 78.5  | 70.6  |
| UPS                                   | 28.4            | 17.9  | 10.3  | 31.1       | 14.6  | 14.9  |
| Other                                 | 0.0             | 3.5   | 2.8   | 5.3        | 6.9   | 3.3   |
| Don't know/No answer                  | 5.0             | 0.4   | 10.8  | 0.9        | 0.0   | 11.2  |
| Total                                 | 100.0           | 100.0 | 100.0 | 100.0      | 100.0 | 100.0 |
| Total Packages Per Household Per Week | 0.42            | 0.30  | 0.61  | 0.45       | 0.34  | 0.87  |

① Fluctuations may be due to small sample sizes.

Note: 2000 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

**Table A6-6**  
**Packages Received - Carrier by Postal Region**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

[illegible]

**Table A6-7**  
**Packages Sent by Delivery Company**  
**(Percentage of Packages by Class and Carrier)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Carrier                                 | Percent |       |       |
|-----------------------------------------|---------|-------|-------|
|                                         | 1987    | 1999  | 2000  |
| United States Postal Service:           |         |       |       |
| First-Class and Priority                | 39.0    | 63.9  | 55.9  |
| Express                                 | 0.0     | 2.8   | 4.4   |
| Standard Mail (A) Bulk Rate             | 16.5    | 16.7  | 8.8   |
| Parcel Post                             | 13.5    | 2.8   | 9.3   |
| Special Standard                        | 3.5     | 1.3   | 2.0   |
| International                           | 6.0     | 5.5   | 2.4   |
| Other                                   | 0.0     | 0.0   | 1.7   |
| Don't know                              | 3.4     | 0.8   | 0.8   |
| Total USPS                              | 81.7    | 93.8  | 85.3  |
| Other Carriers:                         |         |       |       |
| United Parcel Service -- Next Day Air   | 0.6     | 0.0   | 4.3   |
| United Parcel Service -- Second Day Air | 71.7    | 0.0   | 1.0   |
| United Parcel Service -- Third Day Air  | -       | 0.8   | 2.0   |
| United Parcel Service -- Ground         | 14.8    | 5.5   | 5.0   |
| Federal Express                         | 0.2     | 0.4   | 2.4   |
| Emery/Purolator                         | 0.0     | 0.0   | 0.0   |
| Roadway                                 | 0.0     | 0.0   | 0.3   |
| Airborne                                | -       | 0.0   | 0.5   |
| DHL                                     | -       | 0.0   | 0.5   |
| Other                                   | 0.0     | 0.0   | 0.6   |
| Total Other                             | 16.5    | 6.7   | 16.6  |
| Don't know/no answer                    | 1.8     | 0.0   | 0.0   |
| Total                                   | 100.0   | 100.0 | 100.0 |
| Total Pieces                            | 0.07    | 0.03  | 0.08  |

**Table A6-8**  
**Packages Sent Via the Postal Service by Class and Recipient**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Mail Class           | Business |      |      | Friend/Relative |      |      |
|----------------------|----------|------|------|-----------------|------|------|
|                      | 1987     | 1999 | 2000 | 1987            | 1999 | 2000 |
| First Class Priority | 18.3     | 22.5 | 34.3 | 81.7            | 77.5 | 65.6 |
| Bulk Rate ①          | 26.5     | 32.0 | 28.4 | 73.5            | 68.0 | 71.6 |
| Special Standard ①   | 18.7     | 42.3 | 25.8 | 81.3            | 57.7 | 74.2 |
| Parcel Post ①        | 56.9     | 23.1 | 37.7 | 43.1            | 76.9 | 58.5 |

① Fluctuations may be due to small sample sizes.

**Table A6-9**  
**Packages Sent by Content<sup>①</sup>**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Content <sup>①</sup> | Percent of Total Sent |      |      | Percent Sent Via Postal Service <sup>②</sup> |       |      | Percent Sent Via UPS <sup>②</sup> |      |      |
|----------------------|-----------------------|------|------|----------------------------------------------|-------|------|-----------------------------------|------|------|
|                      | 1987                  | 1999 | 2000 | 1987                                         | 1999  | 2000 | 1987                              | 1999 | 2000 |
| Book                 | 12.3                  | 15.7 | 24.2 | 95.1                                         | 97.0  | 90.6 | 3.8                               | 3.0  | 5.1  |
| Record, Tape or CD   | 11.9                  | 15.9 | 12.1 | 97.5                                         | 100.0 | 65.1 | 2.5                               | 0.0  | 28.8 |
| Clothing             | 31.2                  | 28.5 | 32.5 | 81.3                                         | 88.9  | 83.4 | 18.1                              | 11.1 | 14.6 |
| Food                 | 11.0                  | 7.7  | 8.3  | 68.2                                         | 74.4  | 59.3 | 31.8                              | 25.6 | 37.0 |
| Toys                 | 12.7                  | 15.8 | 7.7  | 73.9                                         | 96.1  | 82.0 | 21.2                              | 4.0  | 13.6 |
| Household Items      | 16.0                  | 12.6 | 15.2 | 70.1                                         | 88.1  | 82.1 | 29.9                              | 11.9 | 8.7  |

① Packages may contain more than one item.

② Fluctuations may be due to small sample sizes.

**Table A6-10**  
**Packages Sent -- Choice of Carrier by Income**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Carrier                               | Under \$25K ① |       |       | \$25K - \$49.9 ① |       |       | \$50K+ ① |       |       |
|---------------------------------------|---------------|-------|-------|------------------|-------|-------|----------|-------|-------|
|                                       | 1987          | 1999  | 2000  | 1987             | 1999  | 2000  | 1987     | 1999  | 2000  |
| Postal Service                        | 90.9          | 100.0 | 70.5  | 78.6             | 98.3  | 81.9  | 80.0     | 86.3  | 86.5  |
| UPS                                   | 9.1           | 0.0   | 28.2  | 17.8             | 1.7   | 9.9   | 20.0     | 13.7  | 8.1   |
| Other                                 | 0.0           | 0.0   | 1.3   | 0.0              | 0.0   | 8.2   | 0.0      | 0.0   | 5.4   |
| Don't know/No answer                  | 0.0           | 0.0   | 0.0   | 3.6              | 0.0   | 0.0   | 0.0      | 0.0   | 0.0   |
| Total                                 | 100.0         | 100.0 | 100.0 | 100.0            | 100.0 | 100.0 | 100.0    | 100.0 | 100.0 |
| Total Packages Per Household Per Week | 0.04          | 0.02  | 0.10  | 0.08             | 0.04  | 0.11  | 0.14     | 0.05  | 0.15  |

① Fluctuations may be due to small sample sizes.

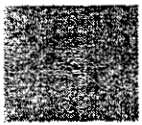
**Table A6-11**  
**Packages Sent by Distance**  
**(Percentage of Packages Sent by Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Distance                | Percent |       |       |
|-------------------------|---------|-------|-------|
|                         | 1987    | 1999  | 2000  |
| Local                   | 1.6     | 3.0   | 5.4   |
| Less than 51 miles      | 2.3     | 3.6   | 2.7   |
| 51 - 150 Miles          | 9.8     | 6.4   | 8.2   |
| 151 - 300 Miles         | 15.4    | 12.5  | 9.5   |
| 301 - 600 Miles         | 16.8    | 8.7   | 19.9  |
| 601 - 1000 Miles        | 18.2    | 19.8  | 18.1  |
| 1001 - 1400 Miles       | 13.5    | 11.4  | 11.9  |
| 1400 - 1800 Miles       | 5.3     | 13.0  | 8.5   |
| Greater than 1800 miles | 7.6     | 9.6   | 9.4   |
| Out of United States    | 5.8     | 4.4   | 5.3   |
| Other/ Unknown          | 3.8     | 7.6   | 1.3   |
| Total                   | 100.0   | 100.0 | 100.0 |

**Table A6-12**  
**Packages Sent by Distance and Carrier**  
**(Percentage of Distance)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Distance ①              | Postal Service |       |      | UPS  |      |      | Federal Express |      |      | Other/Unknown |      |      |
|-------------------------|----------------|-------|------|------|------|------|-----------------|------|------|---------------|------|------|
|                         | 1987           | 1999  | 2000 | 1987 | 1999 | 2000 | 1987            | 1999 | 2000 | 1987          | 1999 | 2000 |
| Local                   | 100.0          | 100.0 | 74.8 | 0.0  | 0.0  | 13.1 | 0.0             | 0.0  | 6.1  | 0.0           | 0.0  | 6.1  |
| Less than 51 miles      | 92.1           | 100.0 | 87.9 | 7.9  | 0.0  | 0.0  | 0.0             | 0.0  | 8.7  | 0.0           | 0.0  | 0.0  |
| 51 - 150 Miles          | 84.0           | 96.5  | 73.0 | 16.0 | 3.5  | 24.8 | 0.0             | 0.0  | 0.0  | 0.0           | 0.0  | 0.8  |
| 151 - 300 Miles         | 87.9           | 100.0 | 81.1 | 12.1 | 0.0  | 4.9  | 0.0             | 0.0  | 5.0  | 0.0           | 0.0  | 9.0  |
| 301 - 600 Miles         | 76.9           | 77.9  | 82.2 | 23.1 | 22.1 | 17.8 | 0.0             | 0.0  | 0.0  | 0.0           | 0.0  | 0.0  |
| 601 - 1000 Miles        | 85.0           | 96.9  | 89.1 | 11.6 | 3.1  | 7.4  | 0.0             | 0.0  | 1.8  | 3.4           | 0.0  | 1.6  |
| 1001 - 1400 Miles       | 76.2           | 87.9  | 89.3 | 22.8 | 12.1 | 7.5  | 0.0             | 0.0  | 3.1  | 1.1           | 0.0  | 0.0  |
| 1400 - 1800 Miles       | 93.9           | 84.4  | 83.0 | 3.3  | 15.6 | 15.8 | 0.0             | 0.0  | 0.3  | 2.8           | 0.0  | 1.0  |
| Greater than 1800 miles | 62.6           | 88.4  | 68.3 | 34.6 | 11.6 | 21.4 | 2.8             | 0.0  | 10.3 | 0.0           | 0.0  | 0.0  |
| Out of United States    | 100.0          | 90.4  | 72.0 | 0.0  | 0.0  | 20.6 | 0.0             | 9.6  | 0.0  | 0.0           | 0.0  | 7.4  |

① Fluctuations may be due to small sample sizes.



## Appendix A7: Electronic Communications

**Table A7-1**  
**Entry Interview**  
**Household Electronic Mail Capability by Household Income**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Capability                | Under \$7K |      |      | \$7K - \$9.9K |      |      | \$10K - \$14.9K |      |      | \$15K - \$19.9K |      |      |
|---------------------------|------------|------|------|---------------|------|------|-----------------|------|------|-----------------|------|------|
|                           | 1987       | 1999 | 2000 | 1987          | 1999 | 2000 | 1987            | 1999 | 2000 | 1987            | 1999 | 2000 |
| Have personal computer    | N/A        | 19.1 | 23.2 | N/A           | 7.2  | 23.3 | N/A             | 13.8 | 32.5 | N/A             | 10.8 | 35.7 |
| Have modem                | N/A        | 10.4 | 13.8 | N/A           | 2.0  | 16.8 | N/A             | 10.5 | 19.1 | N/A             | 6.7  | 24.4 |
| Have fax machine or board | N/A        | 4.4  | 5.3  | N/A           | 0.5  | 5.2  | N/A             | 1.1  | 8.3  | N/A             | 1.5  | 10.2 |

| Capability                | \$20K - \$24.9K |      |      | \$25K - \$34.9K |      |      | \$35K - \$49.9K |      |      | \$50K - \$64.9K |      |      |
|---------------------------|-----------------|------|------|-----------------|------|------|-----------------|------|------|-----------------|------|------|
|                           | 1987            | 1999 | 2000 | 1987            | 1999 | 2000 | 1987            | 1999 | 2000 | 1987            | 1999 | 2000 |
| Have personal computer    | N/A             | 15.3 | 46.0 | N/A             | 32.6 | 55.1 | N/A             | 45.3 | 64.7 | N/A             | 61.8 | 74.4 |
| Have modem                | N/A             | 9.2  | 33.2 | N/A             | 23.5 | 40.7 | N/A             | 36.4 | 51.4 | N/A             | 47.8 | 61.9 |
| Have fax machine or board | N/A             | 3.3  | 14.2 | N/A             | 10.4 | 21.4 | N/A             | 15.8 | 24.0 | N/A             | 22.4 | 31.2 |

| Capability                | \$65K - \$79.9K |      |      | \$80K - \$99.9K |      |      | \$100K - Over |      |      |
|---------------------------|-----------------|------|------|-----------------|------|------|---------------|------|------|
|                           | 1987            | 1999 | 2000 | 1987            | 1999 | 2000 | 1987          | 1999 | 2000 |
| Have personal computer    | N/A             | 79.9 | 83.1 | N/A             | 78.9 | 88.2 | N/A           | 87.9 | 92.5 |
| Have modem                | N/A             | 62.8 | 72.4 | N/A             | 72.3 | 81.5 | N/A           | 81.4 | 86.2 |
| Have fax machine or board | N/A             | 33.6 | 38.1 | N/A             | 36.8 | 47.4 | N/A           | 49.1 | 60.5 |

**Table A7-2**  
**Entry Interview**  
**Household Electronic Mail Capability by Education of Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

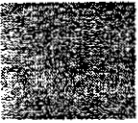
| Capability                | < 8th Grade |      |      | Some High School |      |      | High School |      |      | Some College |      |      |
|---------------------------|-------------|------|------|------------------|------|------|-------------|------|------|--------------|------|------|
|                           | 1987        | 1999 | 2000 | 1987             | 1999 | 2000 | 1987        | 1999 | 2000 | 1987         | 1999 | 2000 |
| Have personal computer    | N/A         | 8.2  | 20.7 | N/A              | 16.2 | 29.8 | N/A         | 28.6 | 44.0 | N/A          | 51.4 | 62.0 |
| Have modem                | N/A         | 2.3  | 11.7 | N/A              | 11.2 | 18.5 | N/A         | 20.9 | 33.0 | N/A          | 38.9 | 48.9 |
| Have fax machine or board | N/A         | 0.7  | 3.4  | N/A              | 3.8  | 9.8  | N/A         | 9.6  | 16.3 | N/A          | 19.4 | 26.2 |

| Capability                | Tech School |      |      | College |      |      | Post Graduate |      |      |
|---------------------------|-------------|------|------|---------|------|------|---------------|------|------|
|                           | 1987        | 1999 | 2000 | 1987    | 1999 | 2000 | 1987          | 1999 | 2000 |
| Have personal computer    | N/A         | 43.9 | 60.8 | N/A     | 69.3 | 76.5 | N/A           | 82.8 | 80.9 |
| Have modem                | N/A         | 34.2 | 45.5 | N/A     | 60.2 | 65.9 | N/A           | 72.1 | 70.8 |
| Have fax machine or board | N/A         | 15.5 | 21.1 | N/A     | 26.7 | 34.4 | N/A           | 37.0 | 41.5 |

**Table A7-3**  
**Entry Interview**  
**Household Electronic Mail Capability by Age of Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 1999 and 2000**

| Capability                | 18 - 21 |      |      | 22 - 24 |      |      | 25 - 34 |      |      | 35 - 44 |      |      |
|---------------------------|---------|------|------|---------|------|------|---------|------|------|---------|------|------|
|                           | 1987    | 1999 | 2000 | 1987    | 1999 | 2000 | 1987    | 1999 | 2000 | 1987    | 1999 | 2000 |
| Have personal computer    | N/A     | 31.8 | 55.7 | N/A     | 30.6 | 56.5 | N/A     | 50.4 | 66.7 | N/A     | 56.7 | 71.2 |
| Have modem                | N/A     | 27.2 | 44.3 | N/A     | 27.5 | 46.1 | N/A     | 39.3 | 56.3 | N/A     | 45.7 | 58.9 |
| Have fax machine or board | N/A     | 10.2 | 14.2 | N/A     | 13.0 | 16.1 | N/A     | 16.5 | 27.3 | N/A     | 22.6 | 34.3 |

| Capability                | 45 - 54 |      |      | 55 - 64 |      |      | 65 - 69 |      |      | 70+  |      |      |
|---------------------------|---------|------|------|---------|------|------|---------|------|------|------|------|------|
|                           | 1987    | 1999 | 2000 | 1987    | 1999 | 2000 | 1987    | 1999 | 2000 | 1987 | 1999 | 2000 |
| Have personal computer    | N/A     | 58.4 | 69.4 | N/A     | 40.9 | 55.0 | N/A     | 29.7 | 44.5 | N/A  | 13.6 | 29.1 |
| Have modem                | N/A     | 50.3 | 55.8 | N/A     | 30.9 | 43.6 | N/A     | 21.8 | 32.3 | N/A  | 8.3  | 20.5 |
| Have fax machine or board | N/A     | 22.3 | 30.4 | N/A     | 15.5 | 23.2 | N/A     | 11.6 | 18.4 | N/A  | 4.0  | 10.3 |



## **Appendix B1: Recruitment Questionnaire**

**1: TZONE**

=&gt; +1 if 1&gt;0

**COMPUTED**

( 1 / 48 )

|                |   |
|----------------|---|
| East .....     | 3 |
| Central .....  | 4 |
| Mountain ..... | 5 |
| Pacific .....  | 6 |
| Hawaii .....   | 8 |

**2: SAMPN**

=&gt; +1 if 1&gt;0

**IMPORTED SAMPLE NUMBER**

( 1 / 49 )

9999999

**3: LISTD**

=&gt; +1 if 1&gt;0

**IMPORTED LISTED OR UNLISTED NUMBER?**

( 1 / 56 )

|                |   |
|----------------|---|
| LISTED .....   | 1 |
| UNLISTED ..... | 2 |

**4: STYPE**

=&gt; +1 if 1&gt;0

**IMPORTED SAMPLE TYPE**

( 1 / 57 )

**SE**

|                       |    |
|-----------------------|----|
| SAMPLE TYPE ONE ..... | 01 |
| SAMPLE TYPE TWO ..... | 02 |

**5: HHNAM**

=&gt; +1 if 1&gt;0

**HOUSEHOLD NAME**

( 1 / 59 )

**6: CTFIP**

=&gt; +1 if 1&gt;0

**IMPORTED COUNTY FIPS CODE**

( 1 / 89 )

**7: PSU**

=&gt; +1 if 1&gt;0

( 1 / 94 )

|                                 |    |
|---------------------------------|----|
| New York+ NY-NJ-CT-PA .....     | 01 |
| Los Angeles+ CA .....           | 02 |
| Chicago+ IL-IN-WI .....         | 03 |
| Washington+ DC-MD-VA-WV .....   | 04 |
| San Francisco+ CA .....         | 05 |
| Philadelphia+ PA-NJ-DE-MD ..... | 06 |
| Boston+ MA-NH-ME-CT .....       | 07 |
| Detroit+ MI .....               | 08 |
| Dallas+ TX .....                | 09 |
| Houston+ TX .....               | 10 |
| Miami+ FL .....                 | 11 |
| Seattle+ WA .....               | 12 |
| Atlanta, GA .....               | 13 |
| Cleveland+ OH .....             | 14 |
| Minneapolis+ MN-WI .....        | 15 |
| Pittsburgh, PA .....            | 16 |
| St. Louis, MO-IL .....          | 17 |
| San Diego, CA .....             | 18 |
| Tampa+ FL .....                 | 19 |
| Phoenix AZ .....                | 20 |
| Denver+ CO .....                | 21 |
| Portland+ OR-WA .....           | 22 |
| Cincinnati+ OH-KY-IN .....      | 23 |
| New Haven+ CT .....             | 24 |
| Kansas City, MO-KS .....        | 25 |
| Milwaukee+ WI .....             | 26 |
| Sacramento+ CA .....            | 27 |
| Indianapolis, IN .....          | 28 |
| Columbus, OH .....              | 29 |
| Norfolk+ VA-NC .....            | 30 |
| New Orleans, LA .....           | 31 |
| San Antonio, TX .....           | 32 |
| Greensboro+ NC .....            | 33 |
| Oklahoma City, OK .....         | 34 |
| Dayton+ OH .....                | 35 |
| Raleigh+ NC .....               | 36 |
| Albany+ NY .....                | 37 |
| Albuquerque NM .....            | 38 |
| Omaha, NE-IA .....              | 39 |
| Springfield, MA .....           | 40 |
| Charleston, SC .....            | 41 |
| Kalamazoo+ MI .....             | 42 |
| Jackson+ MS .....               | 43 |
| Peoria, IL .....                | 44 |
| Salinas, CA .....               | 45 |
| Fort Pierce, FL .....           | 46 |
| Cumberland, MD-WV .....         | 47 |
| Provo, UT .....                 | 48 |
| Terre Haute, IN .....           | 49 |
| Wichita Falls, TX .....         | 50 |
| Albany, GA .....                | 51 |
| York, ME .....                  | 52 |
| Citrus, FL .....                | 53 |
| Linn, OR .....                  | 54 |
| Indiana, PA .....               | 55 |
| Craven, NC .....                | 56 |
| Walworth, WI .....              | 57 |
| Cullman, AL .....               | 58 |
| Bartholomew, IN .....           | 59 |
| Marion, WV .....                | 60 |
| Seneca, OH .....                | 61 |
| Grant, WA .....                 | 62 |
| Roane, TN .....                 | 63 |
| Cortland, NY .....              | 64 |
| Kauai, HI .....                 | 65 |
| Clarion, PA .....               | 66 |
| Thomas, GA .....                | 67 |
| Dyer, TN .....                  | 68 |
| Lyon, KS .....                  | 69 |
| Mecosta, MI .....               | 70 |
| Adams, NE .....                 | 71 |
| Buchanan, VA .....              | 72 |
| Morrison, MN .....              | 73 |
| Orange VT .....                 | 74 |
| Ravalli, MN .....               | 75 |
| Decatur, IN .....               | 76 |

Clark, AR .....77  
 Lavaca, TX .....78  
 Polk, AR .....79  
 Leelanau, MI .....80  
 Mitchell, NC .....81  
 Allamakee, IA .....82  
 Morgan, WV .....83  
 Swain, NC .....84  
 Stephens, TX .....85  
 Audubon, IA .....86  
 Morrill, NE .....87

8: REGN  
 => +1 if 1>0

## IMPORTED REGION

(1/96)  
 Northeast .....1  
 East .....2  
 South .....3  
 Central .....4  
 West .....5

9: CR  
 => +1 if 1>0

10: STRAT

=> \* if V01(P5U<31)\*1+V01(P5U>30 AND  
 P5U<51)\*2+V01(P5U>50)\*3

STRATA (1/101)  
 Strata 1 .....1  
 Strata 2 .....2  
 Strata 3 .....3

11: PHONE  
 => +1 if 1>0

IMPORTED PHONE NUMBER (1/102)  
 999-999-9999

Hello, this is -----, calling on behalf of the U.S. Postal Service.  
 May I please speak with -----NAME-----? We began an  
 interview concerning your household's mail and I would like to  
 complete that interview now.

IF THERE IS NO NAME HERE, THEN THIS IS NOT A PARTIAL SO RESTART

aINTRO

12: INTRO  
 => +1 if NOT INT=PC

## INTRO ON RETURN

(1/114)  
 Continue where I left off .....1 => LASTQ  
 Restart at the beginning .....2 => INT01

13: INT01  
 Hello, my name is ----- and I'm calling on behalf of the US Postal Service. We're not  
 selling anything. May I speak with an adult in the household, 18 or older? THE  
 HOUSEHOLD NAME IS: <HHNAM > IF NAME IS BLANK IT IS UNLISTED  
 SAMPLE

(1/115)  
 Continue .....OK D  
 No Answer .....NA => /END  
 Busy .....BZ => /END  
 Answering Machine .....AM => /END  
 Disconnect .....DC => /END  
 Computer/Fax Machine .....FX => /END  
 Business/Government .....BG => /END  
 Deaf/Language Barrier .....LB => /END  
 1st Refusal .....R1 => /END  
 Call Back .....CB => /CB  
 Spanish Callback .....SC => /CB  
 Remove my name from your mailing list. Do not ever call me again. OL  
 .....=> /OLIST

14: ADVLT

=> +1 if ADVLT=3

A few days ago we sent a letter to your home about the study we are conducting. Did  
 you get the letter? (1/117)

Yes .....1  
 No .....2  
 Not Mailed .....3 N  
 Don't know .....8  
 Refused .....9

It is a study to better understand the type and volume of mail that households  
 like yours receive and send. With the information you and 5,000 other  
 households provide, the US Postal Service can make wise decisions about postage  
 rates and staffing needs to ensure an efficient national mail system. The study  
 is purely a research effort and any information you provide will be held in  
 strict confidence.

For this study, your household will use diaries to write down the mail they  
 receive and send for the next week. The diary is not hard to fill out, and we'll  
 give you a gift for completing the diary. Before I can get your diaries out to  
 you, I need to get some information about your household.

\*SCRPI PRESS ENTER FOR CHOICES  
 aINT02

15: SCRPI

## PRESS F10 FOR GIFT LIST

It is a study to better understand...

CONTINUE .....1 D (1/118)

16: INT02

## PRESS F10 FOR GIFT LIST

For this study, your household will use diaries to write...

CONTINUE .....OK (1/119)

CALLBACK .....CB => /CB  
 REFUSED .....R1 => /END

17: Q1

## RESPONDENT GENDER, DON'T ASK

MALE .....1 (1/121)  
 FEMALE .....2

18: Q2

What is your age?

(1/122)  
 18-21 .....1  
 22-24 .....2  
 25-34 .....3  
 35-44 .....4  
 45-54 .....5  
 55-64 .....6  
 65-69 .....7  
 70+ .....8  
 N/A, REFUSED .....9

19: Q3D

## Rotation =&gt; Q3G

Now, I'd like to get an idea of some of the things that interest you. As I read each  
 activity, please tell me how much you enjoy it - do you enjoy it very much, quite a bit,  
 a little, or not at all? First of all/Next, take READ ITEM. Do you enjoy that very much,  
 quite a bit, a little, or not at all?

E-mailing via the Internet

(1/123)  
 VERY MUCH .....8  
 QUITE A BIT .....3  
 A LITTLE .....2  
 NOT AT ALL .....1  
 DON'T KNOW .....8  
 NA/RF .....9

20:

Q3E

Now, I'd like to get an idea of some of the things that interest you. As I read each activity, please tell me how much you enjoy it - do you enjoy it very much, quite a bit, a little, or not at all? First of all/Next, take READ ITEM. Do you enjoy that very much, quite a bit, a little, or not at all?

Writing cards and letters to friends

( 1/124)

VERY MUCH .....4  
 QUITE A BIT .....3  
 A LITTLE .....2  
 NOT AT ALL .....1  
 DON'T KNOW .....8  
 NA/RF .....9

21:

Q3G

Now, I'd like to get an idea of some of the things that interest you. As I read each activity, please tell me how much you enjoy it - do you enjoy it very much, quite a bit, a little, or not at all? First of all/Next, take READ ITEM. Do you enjoy that very much, quite a bit, a little, or not at all?

Reading cards and letters

( 1/125)

VERY MUCH .....4  
 QUITE A BIT .....3  
 A LITTLE .....2  
 NOT AT ALL .....1  
 DON'T KNOW .....8  
 NA/RF .....9

22:

Q3A

Rotation => Q3I

Now, I'd like to get an idea of some of the things that interest you. As I read each activity, please tell me how much you enjoy it - do you enjoy it very much, quite a bit, a little, or not at all? First of all/Next, take READ ITEM. Do you enjoy that very much, quite a bit, a little, or not at all?

Watching television

( 1/126)

VERY MUCH .....4  
 QUITE A BIT .....3  
 A LITTLE .....2  
 NOT AT ALL .....1  
 DON'T KNOW .....8  
 NA/RF .....9

23:

Q3B

Now, I'd like to get an idea of some of the things that interest you. As I read each activity, please tell me how much you enjoy it - do you enjoy it very much, quite a bit, a little, or not at all? First of all/Next, take READ ITEM. Do you enjoy that very much, quite a bit, a little, or not at all?

Reading books and magazines

( 1/127)

VERY MUCH .....4  
 QUITE A BIT .....3  
 A LITTLE .....2  
 NOT AT ALL .....1  
 DON'T KNOW .....8  
 NA/RF .....9

24:

Q3C

Now, I'd like to get an idea of some of the things that interest you. As I read each activity, please tell me how much you enjoy it - do you enjoy it very much, quite a bit, a little, or not at all? First of all/Next, take READ ITEM. Do you enjoy that very much, quite a bit, a little, or not at all?

Visiting with friends

( 1/128)

VERY MUCH .....4  
 QUITE A BIT .....3  
 A LITTLE .....2  
 NOT AT ALL .....1  
 DON'T KNOW .....8  
 NA/RF .....9

25:

Q3F

Now, I'd like to get an idea of some of the things that interest you. As I read each activity, please tell me how much you enjoy it - do you enjoy it very much, quite a bit, a little, or not at all? First of all/Next, take READ ITEM. Do you enjoy that very much, quite a bit, a little, or not at all?

Reading newspapers

( 1/129)

VERY MUCH .....4  
 QUITE A BIT .....3  
 A LITTLE .....2  
 NOT AT ALL .....1  
 DON'T KNOW .....8  
 NA/RF .....9

26:

Q3H

Now, I'd like to get an idea of some of the things that interest you. As I read each activity, please tell me how much you enjoy it - do you enjoy it very much, quite a bit, a little, or not at all? First of all/Next, take READ ITEM. Do you enjoy that very much, quite a bit, a little, or not at all?

Shopping on the Internet

( 1/130)

VERY MUCH .....4  
 QUITE A BIT .....3  
 A LITTLE .....2  
 NOT AT ALL .....1  
 DON'T KNOW .....8  
 NA/RF .....9

27:

Q3I

Now, I'd like to get an idea of some of the things that interest you. As I read each activity, please tell me how much you enjoy it - do you enjoy it very much, quite a bit, a little, or not at all? First of all/Next, take READ ITEM. Do you enjoy that very much, quite a bit, a little, or not at all?

Telephoning family and friends

( 1/131)

VERY MUCH .....4  
 QUITE A BIT .....3  
 A LITTLE .....2  
 NOT AT ALL .....1  
 DON'T KNOW .....8  
 NA/RF .....9

28:

SCRFP2

The questions that follow are asked of all members of your household. So when I say, "in your household", or "household members", please be sure to include yourself and all other persons in your household when giving your answers.

( 1/132)

CONTINUE.....1 D

29:

Q4

**PROBE FOR SPECIFIC NUMBER**  
 In total, how many personal letters, including post cards and thank you notes, would you say members of your household write in the average month? Remember, I'm talking about personal letters, not greeting cards, not e-mail, and not letters written for business or in conjunction with jobs.

( 1/133)

SE  
 DON'T KNOW .....98  
 REFUSED .....99

30:

Q5

**PROBE FOR SPECIFIC NUMBER**  
 About how many greeting cards did your household send by mail during the Christmas/Hanukkah/Kwanza season last year?

( 1/135)

SE  
 DON'T KNOW .....98  
 REFUSED .....99

31:

Q6

**PROBE FOR SPECIFIC NUMBER**

Not counting the Christmas, Hanukkah, and Kwanza cards we just talked about, approximately how many greeting cards would you say are sent to friends or relatives in an average month?

( 1/137)

\$E

DON'T KNOW .....98

REFUSED .....99

32:

Q7

**PROBE FOR SPECIFIC NUMBER**

The next question is about the electronic greeting cards (not e-mails) that your household has sent. About how many greeting cards (not e-mail messages) did your household send through the Internet last month?

( 1/139)

\$E

DON'T KNOW .....98

REFUSED .....99

33:

Q8

**PROBE FOR SPECIFIC NUMBER**

Not counting the Christmas and Hanukkah packages your household sends, about how many packages did your household mail in the last month?

( 1/141)

\$E

DON'T KNOW .....98

REFUSED .....99

34:

Q9

Which of the following methods of mailing personal packages (not letter mail) have household members used in the last six months?

( 1/143 - 144 - 145 - 146 - 147)

Official U.S. Post Office .....1

Private mailing service, like Mailboxes, Etc., Post Office Plus, or Parcel Place

.....2

Private package shipping company, like UPS or Federal Express .....3

.....4

Gave package to my mail carrier.....4

None .....5 X

OTHER, SPECIFY .....6 O

DK .....8 X

RF .....9 X

35:

Q10

Does your household rent a Post Office box?

( 1/148)

YES .....1

NO .....2

DK .....8

RF .....9

36:

Q11

Do any members of your household rent a box from a private mailing service, like Mailboxes, Etc., Post Office Plus, or Parcel Place?

( 1/149)

YES .....1

NO .....2

DK .....8

RF .....9

37:

Q12

How many times in an average month do household members go to a post office operated by Postal Service employees? VERIFY RESPONSE IF MORE THAN 30

( 1/150)

\$E

DK .....98

RF .....99

38:

Q13

How many times in an average month do household members go to a private mailing service like Mailboxes, Etc., Post Office Plus, or Parcel Place? VERIFY RESPONSE IF MORE THAN 30

( 1/152)

\$E

DK .....98 =&gt; Q15

RF .....99 =&gt; Q15

39:

Q14

=&gt; Q15 if

Q13==0

Why does your household use a mailing service rather than the post office? IF THEY SAY "CONVENIENT" OR "EASIER" OR OTHER VAGUE RESPONSE, ASK THEM WHY IT'S CONVENIENT OR EASIER

( 1/154)

ENTER RESPONSE .....1 DO

DK/RF .....9

40:

Q15

Do members of your household have any friends or relatives who live in a foreign country?

( 1/155)

YES .....1

NO .....2 =&gt; Q20

DK .....8 =&gt; Q20

RF .....9 =&gt; Q20

41:

Q16

About how many cards and letters, if any, have members of your household send to them in the past twelve months?

( 1/156)

\$E

DK .....98

RF .....99

42:

Q17

About how many times has your household telephoned friends or relatives living in a foreign country in the past twelve months?

( 1/158)

\$E

DK .....98

RF .....99

43:

Q18

About how many times has your household e-mailed friends or relatives living in a foreign country in the past twelve months?

( 1/160)

\$E

DK .....98

RF .....99

44:

Q19

And, about how many times has your household wired money to them in the past twelve months?

( 1/162)

\$E

DK .....98

RF .....99

45:

Q20

Does your household use a fax machine or a personal computer with fax- capabilities to send fax communications?

( 1/164)

YES .....1

NO .....2 =&gt; Q22

DK/RF .....9 =&gt; Q22

46:

Q21

What types of communications are sent by fax?

( 1/165)

ENTER RESPONSE .....1 DO

DK/RF .....9

47:

Q22

Does your household own one or more personal computers? ASK HOW MANY

( 1/168)

\$E

DK .....98 =&gt; Q26A

RF .....99 =&gt; Q26A

48: Q23

=&gt; Q26A if Q22==0

How many of these computers have Internet access? THEY HAVE&lt;Q22&gt;COMPUTERS. DO NOT ACCEPT A NUMBER GREATER THAN&lt;Q22&gt;.

(1/168)

\$E .....98  
DK .....99  
RF .....99

49: Q24

=&gt; Q26A if Q23==0

Who is your Internet service provider? READ LIST IF NECESSARY

(1/170)

AOL .....1  
PRODIGY .....2  
COMPUSERVE .....3  
MCI WORLDCOM .....4  
ATT WORLDNET .....5  
INTERNET AMERICA .....6  
OTHER NATIONAL .....7  
OTHER LOCAL .....8  
DK/RF .....9

50: Q25

Do members of your household use the Internet to communicate with others via email?

(1/171)

YES .....1  
NO .....2  
DK .....8  
RF .....9

51: Q26A

=&gt; +1 if Q22&gt;0 AND Q22&lt;97

How likely is it that members of this household will get any of the following technologies in the near future? Very likely, somewhat likely, somewhat unlikely or not at all likely? READ ITEM

Personal computer

(1/172)

VERY LIKELY .....4  
SOMEWHAT LIKELY .....3  
SOMEWHAT UNLIKELY .....2  
NOT AT ALL LIKELY .....1  
DK/RF .....9

52: Q26B

=&gt; +1 if Q20=1

How likely is it that members of this household will get any of the following technologies in the near future? Very likely, somewhat likely, somewhat unlikely or not at all likely? READ ITEM

Fax machine or PC with fax capabilities

(1/173)

VERY LIKELY .....4  
SOMEWHAT LIKELY .....3  
SOMEWHAT UNLIKELY .....2  
NOT AT ALL LIKELY .....1  
DK/RF .....9

53: Q26C

=&gt; +1 if Q23&gt;0 AND Q23&lt;97

How likely is it that members of this household will get any of the following technologies in the near future? Very likely, somewhat likely, somewhat unlikely or not at all likely? READ ITEM

Internet access

(1/174)

VERY LIKELY .....4  
SOMEWHAT LIKELY .....3  
SOMEWHAT UNLIKELY .....2  
NOT AT ALL LIKELY .....1  
DK/RF .....9

54:

Q26D

How likely is it that members of this household will get any of the following technologies in the near future? Very likely, somewhat likely, somewhat unlikely or not at all likely? READ ITEM

Web TV

(1/175)

VERY LIKELY .....4  
SOMEWHAT LIKELY .....3  
SOMEWHAT UNLIKELY .....2  
NOT AT ALL LIKELY .....1  
ALREADY HAVE IT .....0  
DK/RF .....9

55:

Q26E

How likely is it that members of this household will get any of the following technologies in the near future? Very likely, somewhat likely, somewhat unlikely or not at all likely? READ ITEM

Digital cable

(1/176)

VERY LIKELY .....4  
SOMEWHAT LIKELY .....3  
SOMEWHAT UNLIKELY .....2  
NOT AT ALL LIKELY .....1  
ALREADY HAVE IT .....0  
DK/RF .....9

56:

SCRP3

PRESS ENTER TO CONTINUE

Traditionally, people pay bills in person or by mail. Now, some banks offer a service that allows you to pay bills by telephone - you call the bank and tell them which bills you wish to pay and the amounts. Banks are also starting to offer Internet banking where you can pay bills over the Internet.

(1/177)

CONTINUE .....1 D

57:

Q27A

Have you heard of bank services that allow you to pay bills by Telephone?

(1/178)

YES .....1  
NO .....2  
DK .....8  
NA/RF .....9

58:

Q28A

=&gt; +1 if Q27A&gt;1

Are Telephone paying services available in your community?

(1/179)

YES .....1  
NO .....2  
DK .....8  
RF .....9

59:

Q27B

Have you heard of bank services that allow you to pay bills by Internet?

(1/180)

YES .....1  
NO .....2  
DK .....8  
NA/RF .....9

60:

Q28B

=&gt; +1 if Q27B&gt;1

Are Internet paying services available in your community?

(1/181)

YES .....1  
NO .....2  
DK .....8  
RF .....9

**61:** **Q29**  
On average, about how many bills in total would you say your household pays each month? PROBE FOR SPECIFIC NUMBER.

( 1/ 182)

\$E .....  
DK .....98  
RF .....99

**62:** **Q30A**  
Now, I'm going to ask you about the methods you use to pay your bills. In which of the following ways do you pay your bills?

By mail

( 1/ 184)

YES .....1  
NO .....2  
DK .....8  
RF .....9

**63:** **Q30B**  
In person

( 1/ 185)

YES .....1  
NO .....2  
DK .....8  
RF .....9

**64:** **Q30C**

=&gt; +1 if Q27A&gt;1

Now, I'm going to ask you about the methods you use to pay your bills. In which of the following ways do you pay your bills?

By telephone

( 1/ 186)

YES .....1  
NO .....2  
DK .....8  
RF .....9

**65:** **Q30D**

=&gt; +1 if Q27B&gt;1

Now, I'm going to ask you about the methods you use to pay your bills. In which of the following ways do you pay your bills?

Via Internet

( 1/ 187)

YES .....1  
NO .....2  
DK .....8  
RF .....9

**66:** **Q30E**

Now, I'm going to ask you about the methods you use to pay your bills. In which of the following ways do you pay your bills?

By ATM (automated teller machine)

( 1/ 188)

YES .....1  
NO .....2  
DK .....8  
RF .....9

**67:** **Q30F**

By automatic deduction from bank account

( 1/ 189)

YES .....1  
NO .....2  
DK .....8  
RF .....9

**68:** **Q31A**

=&gt; +1 if Q30A&gt;1

About how many of your monthly bills are paid By Mail ? IF THE SUM OF BILLS IS MORE THAN THE TOTAL, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

( 1/ 190)

\$E .....  
DK .....98  
RF .....99

**69:** **Q31B**

=&gt; +1 if Q30B&gt;1

About how many of your monthly bills are paid In Person? IF THE SUM OF BILLS IS MORE THAN THE TOTAL, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

( 1/ 192)

\$E .....  
DK .....98  
RF .....99

**70:** **Q31C**

=&gt; +1 if Q30C&gt;1 OR Q30C=WR

About how many of your monthly bills are paid By Telephone? IF THE SUM OF BILLS IS MORE THAN THE TOTAL, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

( 1/ 194)

\$E .....  
DK .....98  
RF .....99

**71:** **Q31D**

=&gt; +1 if Q30D&gt;1 OR Q30D=WR

About how many of your monthly bills are paid Via Internet? IF THE SUM OF BILLS IS MORE THAN THE TOTAL, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

( 1/ 196)

\$E .....  
DK .....98  
RF .....99

**72:** **Q31E**

=&gt; +1 if Q30E&gt;1

About how many of your monthly bills are paid By ATM (automated teller machine)? IF THE SUM OF BILLS IS MORE THAN THE TOTAL, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

( 1/ 198)

\$E .....  
DK .....98  
RF .....99

**73:** **Q31F**

=&gt; +1 if Q30F&gt;1

About how many of your monthly bills are paid By automatic deduction from bankaccount? IF THE SUM OF BILLS IS MORE THAN THE TOTAL, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

( 1/ 200)

\$E .....  
DK .....98  
RF .....99

**74:** **CKBIL**

=> Q29 else => +1 if (Q29-  
(IF((Q31A<98),Q31A,0)+IF((Q31B<98),Q31B,0)+IF((Q31C<  
98),Q31C,0)+IF((Q31D<98),Q31D,0)+IF((Q31E<98),Q31E,0)  
+IF((Q31F<98),Q31F,0))<0)

COMPUTED TO COUNT BILLS AND CHECK AGAINST TOTAL

( 1/ 202)

**75:** **Q32A**

=&gt; +1 if Q30A&gt;1

What types of bills do you pay By Mail?

( 1/ 203 - 204 - 205 - 206 - 207 - 208 - 209)

NONE OF THESE .....0  
NATURAL GAS/PROPANE/FUEL OIL/ETC. ....1  
ELECTRIC .....2  
TELEPHONE .....3  
WATER/SEWER .....4  
CREDIT CARDS .....5  
RENT/MORTGAGE .....6  
CABLE TV .....7  
INSURANCE .....8  
LOAN(S) .....9

**76: Q33A**

=&gt; +1 if Q30A&gt;1

Why do you pay these bills By Mail?

(1/210)

ENTER RESPONSE.....1 DO  
DK/RF.....9**77: Q32B**

=&gt; +1 if Q30B&gt;1

What types of bills do you pay In Person?

(1/211 - 212 - 213 - 214 - 215 - 216 - 217)

NONE OF THESE.....0  
NATURAL GAS/PROPANE/FUEL OIL/ETC.....1  
ELECTRIC.....2  
TELEPHONE.....3  
WATER/SEWER.....4  
CREDIT CARDS.....5  
RENT/MORTGAGE.....6  
CABLE TV.....7  
INSURANCE.....8  
LOAN(S).....9**78: Q33B**

=&gt; +1 if Q30B&gt;1

Why do you pay these bills In Person?

(1/218)

ENTER RESPONSE.....1 DO  
DK/RF.....9**79: Q32C**

=&gt; +1 if Q30C&gt;1 OR Q30C=WR

What types of bills do you pay By Telephone?

(1/219 - 220 - 221 - 222 - 223 - 224 - 225)

NONE OF THESE.....0  
NATURAL GAS/PROPANE/FUEL OIL/ETC.....1  
ELECTRIC.....2  
TELEPHONE.....3  
WATER/SEWER.....4  
CREDIT CARDS.....5  
RENT/MORTGAGE.....6  
CABLE TV.....7  
INSURANCE.....8  
LOAN(S).....9**80: Q32D**

=&gt; +1 if Q30D&gt;1 OR Q30D=WR

What types of bills do you pay Via Internet?

(1/226 - 227 - 228 - 229 - 230 - 231 - 232)

NONE OF THESE.....0  
NATURAL GAS/PROPANE/FUEL OIL/ETC.....1  
ELECTRIC.....2  
TELEPHONE.....3  
WATER/SEWER.....4  
CREDIT CARDS.....5  
RENT/MORTGAGE.....6  
CABLE TV.....7  
INSURANCE.....8  
LOAN(S).....9**81: Q32E**

=&gt; +1 if Q30E&gt;1

What types of bills do you pay By ATM (automated teller machine)?

(1/233 - 234 - 235 - 236 - 237 - 238 - 239)

NONE OF THESE.....0  
NATURAL GAS/PROPANE/FUEL OIL/ETC.....1  
ELECTRIC.....2  
TELEPHONE.....3  
WATER/SEWER.....4  
CREDIT CARDS.....5  
RENT/MORTGAGE.....6  
CABLE TV.....7  
INSURANCE.....8  
LOAN(S).....9**82: Q32F**

=&gt; +1 if Q30F&gt;1

What types of bills do you pay By automatic deduction from bank account?

(1/240 - 241 - 242 - 243 - 244 - 245 - 246)

NONE OF THESE.....0  
NATURAL GAS/PROPANE/FUEL OIL/ETC.....1  
ELECTRIC.....2  
TELEPHONE.....3  
WATER/SEWER.....4  
CREDIT CARDS.....5  
RENT/MORTGAGE.....6  
CABLE TV.....7  
INSURANCE.....8  
LOAN(S).....9**83: Q33C**

=&gt; +1 if Q30C&gt;1 OR Q30C=WR

Why do you pay these bills By Telephone?

(1/247)

ENTER RESPONSE.....1 DO  
DK/RF.....9**84: Q33D**

=&gt; +1 if Q30D&gt;1 OR Q30D=WR

Why do you pay these bills Via Internet?

(1/248)

ENTER RESPONSE.....1 DO  
DK/RF.....9**85: Q33E**

=&gt; +1 if Q30E&gt;1

Why do you pay these bills By ATM (automated teller machine)?

(1/249)

ENTER RESPONSE.....1 DO  
DK/RF.....9**86: Q33F**

=&gt; +1 if Q30F&gt;1

Why do you pay these bills By automatic deduction from bank account?

(1/250)

ENTER RESPONSE.....1 DO  
DK/RF.....9**87: Q34**

People pay their bills in different ways: some pay bills a day or two after they come in, other pay bills weekly, once every two weeks, once a month, as they become due, or some other time. How about your household? Are bills usually paid...

(1/251)

Within a day or two after they come in.....1  
Weekly.....2  
Every two weeks.....3  
Once a month.....4  
As they become due.....5  
Or some other time SPECIFY.....7 O  
DON'T KNOW.....8  
RF.....9**88: Q35**

=&gt; +1 if Q23==0

People traditionally receive their bills in the mail. Some companies are offering electronic presentation of bills where you would receive bills over the Internet. How many bills do you receive via the Internet?

(1/252)

SE.....  
DK.....98  
RF.....99

89: Q36

**PROBE FOR SPECIFIC NUMBER**

The following questions deal with specific types of mail your household may receive such as magazines or newspapers. How many different magazines do members of your household receive through the mail?

(1/254)

\$E  
DK .....98 => Q38  
RF .....99 => Q38

90: Q37A

=&gt; Q38 if Q36=0

**PROBE FOR SPECIFIC NUMBER**

Of the<Q36>magazines your household receives by mail, how many are Weekly magazines?

VERIFY IF OVER 10

(1/256)

\$E  
DK .....98  
RF .....99

91: Q37B

**PROBE FOR SPECIFIC NUMBER**

Of the<Q36>magazines your household receives by mail, how many are Monthly magazines?

VERIFY IF OVER 15

(1/258)

\$E  
DK .....98  
RF .....99

92: Q37C

**PROBE FOR SPECIFIC NUMBER**

Of the<Q36>magazines your household receives by mail, how many are Bi-monthly magazines? IF THE SUM OF MAGAZINES IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

VERIFY IF OVER 15

(1/260)

\$E  
DK .....98  
RF .....99

93: Q37D

=> \* if Q36-  
(IF((Q37A<98),Q37A,0)+IF((Q37B<98),Q37B,0)+IF((Q37C<98),Q37C,0))

COMPUTED OTHER

(1/262)

\$E

94: CKMG1

=&gt; Q36 else =&gt; +1 if Q37D&lt;0

COMPUTED TO COUNT MAGS AND CHECK AGAINST TOTAL

(1/264)

95: Q38

**PROBE FOR SPECIFIC NUMBER**

Please think about the magazines do not come through the mail. How many different magazines do members of your household purchase which do not come through the mail?

(1/265)

\$E  
DK .....98 => Q40  
RF .....99 => Q40

96: Q39A

=&gt; Q40 if Q38=0

**PROBE FOR SPECIFIC NUMBER**

Of the<Q38>magazines your household does not receive by mail, how many are Weekly Magazines? IF THE SUM OF MAGAZINES IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

VERIFY IF OVER 10

(1/267)

\$E  
DK .....98  
RF .....99

97: Q39B

**PROBE FOR SPECIFIC NUMBER**

Of the<Q38>magazines your household does not receive by mail, how many are Monthly magazines? IF THE SUM OF MAGAZINES IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

VERIFY IF OVER 15

(1/269)

\$E  
DK .....98  
RF .....99

98: Q39C

**PROBE FOR SPECIFIC NUMBER**

Of the<Q38>magazines your household does not receive by mail, how many are Bi-monthly magazines? IF THE SUM OF MAGAZINES IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

VERIFY IF OVER 15

(1/271)

\$E  
DK .....98  
RF .....99

99: Q39D

=> \* if Q38-  
(IF((Q39A<98),Q39A,0)+IF((Q39B<98),Q39B,0)+IF((Q39C<98),Q39C,0))

COMPUTED OTHER

(1/273)

\$E

100: CKMG2

=&gt; Q38 else =&gt; +1 if Q39D&lt;0

COMPUTED TO COUNT MAGS AND CHECK AGAINST TOTAL

(1/275)

101: Q40

**PROBE FOR SPECIFIC NUMBER**

How many different newspapers do members of your household receive through the mail in an average week?

(1/276)

\$E  
DK .....98 => Q42  
RF .....99 => Q42

102: Q41A

=&gt; Q42 if Q40=0

**PROBE FOR SPECIFIC NUMBER**

Of the<Q40>newspapers your household receives by mail, how many are Daily newspapers (7 days)? IF THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

VERIFY IF OVER 6

(1/278)

\$E  
DK .....98  
RF .....99

103:

Q41B

**PROBE FOR SPECIFIC NUMBER**

Of the<Q40>newspapers your household receives by mail, how many are Daily newspapers (M-F only or Sat only)? IF THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

VERIFY IF OVER 4

( 1/ 280)

\$E  
DK .....98  
RF .....99

104:

Q41C

**PROBE FOR SPECIFIC NUMBER**

Of the<Q40>newspapers your household receives by mail, how many are Weekly newspapers? IF THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

VERIFY IF OVER 4

( 1/ 282)

\$E  
DK .....98  
RF .....99

105:

Q41D

**PROBE FOR SPECIFIC NUMBER**

Of the<Q40>newspapers your household receives by mail, how many are Sunday only newspapers? IF THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

VERIFY IF OVER 3

( 1/ 284)

\$E  
DK .....98  
RF .....99

106:

Q41E

**PROBE FOR SPECIFIC NUMBER**

Of the<Q40>newspapers your household receives by mail, how many are Monthly newspapers? IF THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

VERIFY IF OVER 5

( 1/ 286)

\$E  
DK .....98  
RF .....99

107:

Q41F

=> \* if Q40-  
(IF((Q41A<98),Q41A,0)+IF((Q41B<98),Q41B,0)+IF((Q41C<98),Q41C,0)+IF((Q41D<98),Q41D,0)+IF((Q41E<98),Q41E,0))

COMPUTED OTHER

( 1/ 288)

\$E

108:

CHNP1

=&gt; Q40 else =&gt; +1 if Q41F&lt;0

COMPUTED TO COUNT NEWS AND CHECK AGAINST TOTAL

( 1/ 290)

109:

Q42

**PROBE FOR SPECIFIC NUMBER**

Please think about the newspapers that do not come through the mail. How many different newspapers do members of your household purchase which do not come through the mail?

( 1/ 291)

\$E  
DK .....98 => Q44  
RF .....99 => Q44

110:

Q43A

=&gt; Q44 if Q42=0

**PROBE FOR SPECIFIC NUMBER**

Of the<Q42>newspapers not received by mail, how many are Daily newspapers (7 days)? IF THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

VERIFY IF OVER 6

( 1/ 293)

\$E  
DK .....98  
RF .....99

111:

Q43B

**PROBE FOR SPECIFIC NUMBER**

Of the<Q42>newspapers not received by mail, how many are Daily newspapers (M-F only or Sat only)? IF THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

VERIFY IF OVER 4

( 1/ 295)

\$E  
DK .....98  
RF .....99

112:

Q43C

**PROBE FOR SPECIFIC NUMBER**

Of the<Q42>newspapers not received by mail, how many are Weekly newspapers? IF THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

VERIFY IF OVER 4

( 1/ 297)

\$E  
DK .....98  
RF .....99

113:

Q43D

**PROBE FOR SPECIFIC NUMBER**

Of the<Q42>newspapers not received by mail, how many are Sunday only newspapers? IF THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

VERIFY IF OVER 3

( 1/ 299)

\$E  
DK .....98  
RF .....99

114:

Q43E

**PROBE FOR SPECIFIC NUMBER**

Of the<Q42>newspapers not received by mail, how many are Monthly newspapers? IF THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

VERIFY IF OVER 5

( 1/ 301)

\$E  
DK .....98  
RF .....99

115:

Q43F

=> \* if Q42-  
(IF((Q43A<98),Q43A,0)+IF((Q43B<98),Q43B,0)+IF((Q43C<98),Q43C,0)+IF((Q43D<98),Q43D,0)+IF((Q43E<98),Q43E,0))

COMPUTED OTHER

( 1/ 303)

\$E

116:

CKNP2

=&gt; Q42 else =&gt; +1 if Q43F&lt;0

COMPUTED TO COUNT NEWS AND CHECK AGAINST TOTAL

( 1/ 305)

117: Q44

=&gt; +1 if Q38==0

Of the newspapers not received by mail, how many are received via the Internet? (1/308)

\$E .....  
 DK .....98  
 RF .....99

118: Q45

=&gt; +1 if (Q41A==0 OR Q41A&gt;97)AND(Q41D==0 OR Q41D&gt;97)AND(Q43A==0 OR Q43A&gt;97)AND(Q43D==0 OR Q43D&gt;97)

Does your Sunday newspaper or newspapers include a magazine supplement such as Parade or Family Weekly? (1/308)

YES .....1  
 NO .....2  
 DK .....8  
 RF .....9

119: Q46

Now, I'd like to ask you some questions about the various types of advertising your household receives. About how many pieces of sales, advertising, or promotional material, including catalogs, would you say your household receives through the mail in an average week? (1/309)

\$E .....  
 DK .....98  
 RF .....99

120: Q47

When members of your household receive sales, advertising, or promotional material through the mail do you (that is, you and other members of your household). (1/311)

Usually read it .....1  
 Usually scan it .....2  
 Read some, don't read others .....3  
 Usually don't read it .....4  
 DON'T KNOW .....8  
 RF .....9

121: Q48

Now, thinking only about advertisements and coupons you received through the mail in the last month, did any members of your household pass any of these items on to friends, family, co-workers, or others? (1/312)

YES .....1  
 NO .....2  
 DK .....8  
 RF .....9

122: SCRP4

**PRESS ENTER TO CONTINUE**  
 Now, this question is directed to you personally. Here are some statements that might describe how you feel about receiving advertising or promotional material through the mail, by telephone through telemarketing, through newspaper advertisements, left in a plastic bag on your doorknob, through television advertisements, or through radio advertisements. (1/313)

CONTINUE .....1 D

123: Q49A

Rotation =&gt; Q49J

Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM ? Through the mail (1/314)

I would like to receive more advertising and promotional material in this way. ....1  
 Some ads and promotions are interesting and enjoyable. I don't mind getting some that don't interest me as long as I also get some that do.. 2  
 I wish there were less advertising and promotional material in this way. 3  
 DK .....8  
 RF .....9

124: Q49B

Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM ? By telephone through telemarketing (1/315)

I would like to receive more advertising and promotional material in this way. ....1  
 Some ads and promotions are interesting and enjoyable. I don't mind getting some that don't interest me as long as I also get some that do.. 2  
 I wish there were less advertising and promotional material in this way. 3  
 DK .....8  
 RF .....9

125: Q49C

Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM ? Through newspaper advertisements (1/316)

I would like to receive more advertising and promotional material in this way. ....1  
 Some ads and promotions are interesting and enjoyable. I don't mind getting some that don't interest me as long as I also get some that do.. 2  
 I wish there were less advertising and promotional material in this way. 3  
 DK .....8  
 RF .....9

126: Q49D

Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM ? Through email (electronic mail messages) (1/317)

I would like to receive more advertising and promotional material in this way. ....1  
 Some ads and promotions are interesting and enjoyable. I don't mind getting some that don't interest me as long as I also get some that do.. 2  
 I wish there were less advertising and promotional material in this way. 3  
 DK .....8  
 RF .....9

127: Q49E

Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM ? Online on Web sites (1/318)

I would like to receive more advertising and promotional material in this way. ....1  
 Some ads and promotions are interesting and enjoyable. I don't mind getting some that don't interest me as long as I also get some that do.. 2  
 I wish there were less advertising and promotional material in this way. 3  
 DK .....8  
 RF .....9

128: Q49F

Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM ? In a plastic bag on doorknob (1/319)

I would like to receive more advertising and promotional material in this way. ....1  
 Some ads and promotions are interesting and enjoyable. I don't mind getting some that don't interest me as long as I also get some that do.. 2  
 I wish there were less advertising and promotional material in this way. 3  
 DK .....8  
 RF .....9

**129:** **Q49G**  
Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM ?  
Through television advertisements

I would like to receive more advertising and promotional material in this way. (1/320)

Some ads and promotions are interesting and enjoyable. I don't mind getting some that don't interest me as long as I also get some that do.. 2  
I wish there were less advertising and promotional material in this way. 3

DK .....8  
RF .....9

**130:** **Q49H**  
Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM ?  
Through radio advertisements

I would like to receive more advertising and promotional material in this way. (1/321)

Some ads and promotions are interesting and enjoyable. I don't mind getting some that don't interest me as long as I also get some that do.. 2  
I wish there were less advertising and promotional material in this way. 3

DK .....8  
RF .....9

**131:** **Q49I**  
Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM ?  
Through the fax machine

I would like to receive more advertising and promotional material in this way. (1/322)

Some ads and promotions are interesting and enjoyable. I don't mind getting some that don't interest me as long as I also get some that do.. 2  
I wish there were less advertising and promotional material in this way. 3

DK .....8  
RF .....9

**132:** **Q49J**  
Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM ?  
On TV screens at airports or stores

I would like to receive more advertising and promotional material in this way. (1/323)

Some ads and promotions are interesting and enjoyable. I don't mind getting some that don't interest me as long as I also get some that do.. 2  
I wish there were less advertising and promotional material in this way. 3

DK .....8  
RF .....9

**133:** **Q50**  
It is currently illegal for anyone other than a U.S. Postal employee to place material in your mailbox or slot. How would you feel about allowing non-PostalService employees to place material, for example, advertising, in your mailbox or slot? Would you...

Prefer it.....1 (1/324)

Oppose it .....2

Not care one way or the other .....3

DON'T KNOW .....8

RF .....9

**134:** **Q51**  
In the last year, has anyone in this household ordered an article or product after having received sales, advertising, or promotional materials in the mail?

YES .....1 (1/325)

NO .....2

DK .....8

RF .....9

**135:** **Q52**  
**PROBE FOR NUMBER**  
Within the past twelve months, about how many orders did members of this household make as a result of getting sales, advertising, or promotional materials in the mail? VERIFY IF MORE THAN 100.

(1/326)

\$E .....  
DK .....98 => Q55  
RF .....99 => Q55

**136:** **Q53**

=> Q55 if Q52=0

**PROBE FOR NUMBER**  
What about in the last month?

(1/328)

\$E .....  
DK .....98 => Q55  
RF .....99 => Q55

**137:** **Q54A**

=> Q55 if Q53=0

**PROBE FOR NUMBER**  
Of the<Q53>orders in the last month, how many were placed by phone? IF THE SUM OF ORDERS IS MORE THAN THE TOTAL, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.  
VERIFY IF OVER 20

(1/330)

\$E .....  
DK .....98  
RF .....99

**138:** **Q54B**

**PROBE FOR NUMBER**  
Of the<Q53>orders in the last month, how many were placed by mail? IF THE SUM OF ORDERS IS MORE THAN THE TOTAL, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.  
VERIFY IF OVER 15

(1/332)

\$E .....  
DK .....98  
RF .....99

**139:** **Q54C**

=> \* if Q53-(IF((Q54A<98),Q54A,0)+IF((Q54B<98),Q54B,0))

COMPUTED OTHER

(1/334)

\$E

**140:** **Q55**

=> Q53 if Q54C<0

Within the past twelve months, about how many purchases did your household make online (or over the Internet at home)? VERIFY IF MORE THAN 100.

(1/336)

\$E .....  
DK .....998 => SCRP5  
RF .....999 => SCRP5

**141:** **Q56**

=> SCRP5 if Q55=0

What about in the last month? PROBE FOR SPECIFIC NUMBER.

(1/339)

\$E .....  
DK .....98  
RF .....99

142:

SCRPS

**PRESS ENTER TO CONTINUE**

As we mentioned earlier, the Postal Service is interested in learning more about what makes up its mail volume. Account statements from banks and other financial institutions represent a significant portion of that volume. The following questions focus on bank accounts, credit card accounts, and other accounts such as mutual funds, IRA's, money market, stock brokerage, etc.

(1/341)

CONTINUE.....I D

143:

Q57A

Now, how many of your accounts are READ ITEM ?  
IRA or Keogh accounts

(1/342)

\$E .....  
DK .....98  
RF .....99

144:

Q57B

Bank, Savings &amp; Loan, or credit union accounts

(1/344)

\$E .....  
DK .....98  
RF .....99

145:

Q57C

Stock brokerage, commodity, mutual fund, or Money market accounts

(1/346)

\$E .....  
DK .....98  
RF .....99

146:

Q58A

How many of the following insurance policies do people in your household have? Please exclude any policies held through their jobs.

Property

(1/348)

\$E .....  
DK .....98  
RF .....99

147:

Q58B

How many of the following insurance policies do people in your household have? Please exclude any policies held through their jobs.

Life

(1/350)

\$E .....  
DK .....98  
RF .....99

148:

Q58C

How many of the following insurance policies do people in your household have? Please exclude any policies held through their jobs.

Health

(1/352)

\$E .....  
DK .....98  
RF .....99

149:

Q58D

How many of the following insurance policies do people in your household have? Please exclude any policies held through their jobs.

Automobile

(1/354)

\$E .....  
DK .....98  
RF .....99

150:

Q59A

In total, how many credit cards do people in your household have from READ ITEM ?  
Retail stores - Sears, JC Penney, Wards, Macy's

(1/356)

\$E .....  
DK .....98  
RF .....99

151:

Q59B

In total, how many credit cards do people in your household have from READ ITEM ?  
Gasoline and oil companies

(1/358)

\$E .....  
DK .....98  
RF .....99

152:

Q59C

In total, how many credit cards do people in your household have from READ ITEM ?  
Bank credit cards, like Master Card and VISA

(1/360)

\$E .....  
DK .....98  
RF .....99

153:

Q59D

In total, how many credit cards do people in your household have from READ ITEM ?  
Credit card companies, like American Express and Diners Club

(1/362)

\$E .....  
DK .....98  
RF .....99

154:

Q60

The next set of questions are for classification purposes only. The answers allow us to compare your household to other households with similar characteristics. Including yourself, how many persons live in your household?

(1/364)

\$E .....  
Refused.....99

155:

Q61

How many of them, are under age 6?

(1/366)

\$E .....  
Refused.....99

156:

Q62

How many are between the ages of 6 and 12?

(1/368)

\$E .....  
Refused.....99

157:

Q63

How many are between the ages of 13 and 17?

(1/370)

\$E .....  
Refused.....99

158:

Q65

=&gt; \* if Q60-(Q61+Q62+Q63)

CREATE VARIABLE: ADULTS AGE 18+ in Household.

(1/372)

159:

SCRPS

**PRESS ENTER TO CONTINUE**

The next questions concern the <Q65> adults, 18 or older, that are in your household. Let's begin with you.

(1/373)

CONTINUE.....I D

160:

PSAMP

=&gt; \* if SAMPN

PERSON SAMPLE NUMBER

(1/374)

9999999

**161: PERNO**

=&gt; \* if \$R

PERSON NUMBER (1/381)

SE  
ONE .....01  
TWO .....02  
THREE .....03  
FOUR .....04  
FIVE .....05  
SIX .....06  
SEVEN .....07  
EIGHT .....08  
NINE .....09  
TEN .....10

**162: YOU**

=&gt; \* if IF((\$R==1),1,2)

PRONOUNS (1/383)

you .....1  
they .....2

**163: YOUR**

=&gt; \* if IF((\$R==1),1,2)

your .....1  
their .....2

**164: RESTG**

=&gt; /+1 if \$R==1

And how about the next adult 18 or older. What is&lt;YOUR&gt;gender? (1/385)

MALE .....1  
FEMALE .....2  
RF .....9

**165: RESTA**

=&gt; /+1 if \$R==1

Which category best describes&lt;YOUR&gt;age? (1/386)

18 - 21 .....1  
22 - 24 .....2  
25 - 34 .....3  
35 - 44 .....4  
45 - 54 .....5  
55 - 64 .....6  
65 - 69 .....7  
70+ .....8  
N/A, Refused .....9

**166: GEND**

=&gt; \* if IF((\$R==1),Q1.RESTG)

COMPUTED GENDER (1/387)

MALE .....1  
FEMALE .....2  
RF .....9

**167: AGE**

=&gt; \* if IF((\$R==1),Q2.RESTA)

COMPUTED AGE (1/388)

18 - 21 .....1  
22 - 24 .....2  
25 - 34 .....3  
35 - 44 .....4  
45 - 54 .....5  
55 - 64 .....6  
65 - 69 .....7  
70+ .....8  
N/A, Refused .....9

**168: Q68**

What is&lt;YOUR&gt;marital status? (1/389)

Married .....1  
Living as married .....2  
Single, never been married .....3  
Divorced .....4  
Separated .....5  
Widowed .....6  
N/A, Refused .....9

**169: Q69**

Are&lt;YOU&gt;currently... (1/390)

Employed full-time .....1 => Q72  
Employed part-time .....2 => Q72  
Retired, or .....3  
Not employed? .....4  
N/A, refused .....9

**170: Q70**

Have&lt;YOU&gt;been employed within the last 12 months? (1/381)

YES .....1 => Q72  
NO .....2  
N/A, Refused .....9

**171: Q71**

Are&lt;YOU&gt;currently... (1/392)

A student .....1 => Q79  
A homemaker .....2 => Q79  
Disabled .....3 => Q79  
Temporarily laid off .....4 => Q79  
Retired .....5 => Q79  
Other, SPECIFY .....6 O => Q79  
N/A, Refused .....9

**172: Q72**

Which category best describes&lt;YOUR&gt;occupation or the last job that&lt;YOU&gt;held? (1/393)

White collar - professional, manager, owner .....1  
White collar - sales, clerical, technical .....2  
Blue collar - craftsmen/foremen, mechanic .....3  
Service worker - food, health, cleaner, yard .....4  
Other: SPECIFY .....7 O  
N/A, refused .....9

**173: Q79**

What was the last grade&lt;YOU&gt;completed in school? (1/394)

8th grade or less .....1  
Some high school .....2  
High school graduate .....3  
Some college .....4  
Technical School Graduate .....5  
College graduate .....6  
Postgraduate work .....7  
N/A, refused .....9

**174: Q81**

And are&lt;YOU&gt;White, Black/African American, Hispanic, Asian, or some other race? (1/395)

WHITE .....1  
BLACK/AFRICAN AMERICAN .....2  
HISPANIC .....3  
ASIAN .....4  
OR SOME OTHER RACE .....5  
N/A, REFUSED .....9

**175: Q82**

Would&lt;YOU&gt;say that&lt;YOU&gt;were a head of household? (1/396)

Yes .....1  
No .....2  
RF .....9

**176: SCORE**

=> \* if  
 $V01(Q82=1)*((V01(GEND=1)*1000)+(V01(GEND=2)*500)+AGE)$

CALCULATE SCORE BASED ON WHETHER HEAD OF HOUSEHOLD, SEX AND AGE

(1/397)

\$E

**177: PREND**

PERSON<PERNO>  
 END OF PERSON ROSTER YOU HAVE FINISHED<PERNO> IN A<Q65>ADULT PERSON HOUSEHOLD

(1/401)

GO TO NEXT ADULT PERSON.....1

DONE WITH HH MEMBERS.....2 =&gt; WHOHH

**178: WHOHH**

=> \* if CMX(SCORE)

WHO IS HEAD OF HOUSEHOLD. IF THIS NUMBER IS IN THE 1000'S, HH IS MALE. IF IT IS IN THE 500'S, HH IS FEMALE. THE LAST DIGIT IS THE AGE CATEGORY.

(1/626)

\$E

**179: HHAGE**

=> \* if IF((WHOHH>1000),WHOHH-100,WHOHH-500)

HH'S AGE

(1/630)

18 - 21.....1  
 22 - 24.....2  
 25 - 34.....3  
 35 - 44.....4  
 45 - 54.....5  
 55 - 64.....6  
 65 - 69.....7  
 70+.....8  
 N/A, RF.....9

**180: LK1**

=> \* if RXY(1,SCORE)

LOOK AT ROW 1

(1/631)

\$E

**181: LK2**

=> \* if RXY(2,SCORE)

LOOK AT ROW 2

(1/635)

\$E

**182: LK3**

=> \* if RXY(3,SCORE)

LOOK AT ROW 3

(1/639)

\$E

**183: LK4**

=> \* if RXY(4,SCORE)

LOOK AT ROW 4

(1/643)

\$E

**184: LK5**

=> \* if RXY(5,SCORE)

LOOK AT ROW 5

(1/647)

\$E

**185: LK6**

=> \* if RXY(6,SCORE)

LOOK AT ROW 6

(1/651)

\$E

**186: LK7**

=> \* if RXY(7,SCORE)

LOOK AT ROW 7

(1/655)

\$E

**187: LK8**

=> \* if RXY(8,SCORE)

LOOK AT ROW 8

(1/659)

\$E

**188: LK9**

=> \* if RXY(9,SCORE)

LOOK AT ROW 9

(1/663)

\$E

**189: HHROW**

=> \* if IND(WHOHH,LK1,LK2,LK3,LK4,LK5,LK6,LK7,LK8,LK9)

WHICH ROW IS THE OLDEST HH

(1/667)

\$E

**190: HHSCH**

=> \* if RXY(HHROW,Q79)

HIGHEST SCHOOL ATTENDED BY HH

(1/669)

8th grade or less.....1  
 Some high school.....2  
 High school graduate.....3  
 Some college.....4  
 Technical School Graduate.....5  
 College graduate.....6  
 Postgraduate work.....7  
 N/A, refused.....9

**191: Q84**

For statistical purposes, I need to know your household income for last year. Please tell me if your total household income for last year, before taxes, was over \$50,000 or under \$50,000? Include your own income and that of all members of your household who are living with you.

(1/670)

Under \$50,000 a year.....1  
 Over \$50,000 a year.....2  
 DK/RF.....9

**192: Q85**

=> +1 if NOT Q84=1

Stop me when I say an income category that best matches your household income...

(1/671)

\$E 17

Under \$7,000 a year.....01  
 \$7,000 - \$9,999 a year.....02  
 \$10,000 - \$14,999.....03  
 \$15,000 - \$19,999.....04  
 \$20,000 - \$24,999.....05  
 \$25,000 - \$34,999.....06  
 \$35,000 - \$49,999.....07  
 DON'T KNOW.....98  
 RF.....99

**193: Q86**

=> +1 if NOT Q84=2 (1/673)

\$E 8 11  
 \$50,000 - \$64,999 .....08  
 \$65,000 - \$79,999 .....09  
 \$80,000 - \$99,999 .....10  
 \$100,000 - \$119,999 .....11  
 \$120,000 - \$149,999 .....12  
 \$150,000 and over .....13  
 DONT KNOW .....98  
 RF .....99

**194: INCOM**

=> \* if IF((Q84<9),IF((NOT Q85=WR),Q85,Q86),99)

INCOME STRATA (1/675)

Under \$7,000 a year .....01  
 \$7,000 - \$9,999 a year .....02  
 \$10,000 - \$14,999 .....03  
 \$15,000 - \$19,999 .....04  
 \$20,000 - \$24,999 .....05  
 \$25,000 - \$34,999 .....06  
 \$35,000 - \$49,999 .....07  
 \$50,000 - \$64,999 .....08  
 \$65,000 - \$79,999 .....09  
 \$80,000 - \$99,999 .....10  
 \$100,000 - \$119,999 .....11  
 \$120,000 - \$149,999 .....12  
 \$150,000 and over .....13  
 DONT KNOW .....98  
 RF .....99

**195: Q66**

How many wage earners (workers) earning at least \$5,000 per year are there in your household? (1/677)

\$E  
 DK .....98  
 RF .....99

**196: Q67**

How many wage earners, earning any income, are there in your household? (1/679)

\$E  
 DK .....98  
 RF .....99

**197: Q87**

Do you own or rent your home? (1/681)

Own .....1  
 Rent .....2  
 N/A, RF .....9

**198: Q88**

How long have you lived in your present home? IF LESS THAN ONE YEAR, ENTER ZERO (1/682)

\$E  
 DK .....98  
 RF .....99

**199: Q89**

Which of the following best describes your home? (1/684)

House .....1  
 Apartment .....2  
 Mobile Home .....3  
 Group Quarters (such as a group house or dormitory) .....4  
 Hotel .....5  
 Rooming House .....6  
 RF .....9

**200: Q90**

=> +1 if NOT Q89=5

Which type of hotel do you live in? (1/685)

Regular Hotel .....1  
 Non-Transient Hotel .....2  
 Housing Unit in a Permanent Transient Hotel .....3  
 DK/RF .....9

**201: Q91**

=> +1 if NOT(Q89=2 OR Q89=5)

About how many units are connected to the property? (1/686)

1 .....1  
 2 .....2  
 3-4 .....3  
 5-9 .....4  
 10+ .....5  
 RF .....9

**202: Q92**

Do you or any member of your household have a business that is operated from your household? (1/687)

YES .....1  
 NO .....2 => Q96  
 DK .....8 => Q96  
 RF .....9 => Q96

**203: Q93**

About how many pieces of mail does the business receive each week? VERIFY RESPONSE IF '0' (1/688)

\$E  
 DK .....98  
 RF .....99

**204: Q94**

And about how many pieces of mail does the business send each week? VERIFY RESPONSE IF '0' (1/690)

\$E  
 DK .....98  
 RF .....99

**205: Q95**

Do you do a lot of business work from your home? (1/692)

YES .....1  
 NO .....2  
 N/A, RF .....9

**206: SCRP7**

Remember when you do your household diary that we are interested only in household mail, so please do not count this business mail nor record it in your diary. PRESS ENTER TO CONTINUE (1/693)

CONTINUE .....1 D

**207: Q96**

Do you plan to send out a large number of items like Christmas cards, party invitations, wedding invitations, club news, etc., during the next seven days? (1/694)

YES .....1  
 NO .....2  
 N/A, RF .....9

208:

Q97

**PRESS F10 FOR LIST OF GIFTS**

The second part of this study involves a diary. In it, you record the mail your household receives and sends for 7 days. It only takes a few minutes per night to complete. We'll give you your choice of gifts for completing the diary. We will mail the diary to your household. IF YOU JUST SKIPPED BACK TO HERE, RESPONDENT NOT ELIGIBLE FOR HOME DELIVERY!

BY MAIL.....1 D (1/695)  
 IN PERSON.....2  
 Refused to do diaries.....9 => INT03

209:

GIFT

=&gt; Q97 if Q97=2 AND NOT PSU=01,05,21,27

Which gift would you like to receive for participating in our survey?

(1/696)

\$20 donation in your name to the Lance Armstrong Cancer Foundation 1  
 .....N  
 Autographed print of Lance Armstrong, winner of the 1999 Tour de France 2  
 .....N  
 1999 Tour de France commemorative USPS Team Cap (1 size fits all) 3  
 .....N  
 1999 Tour de France commemorative USPS Team T-Shirt (1 size fits all) 4  
 .....N  
 \$20 cash.....5 N  
 \$25 donation in your name to the Lance Armstrong Cancer Foundation 6  
 .....N  
 1999 Tour de France Commemorative Cap and T-shirt 7  
 .....N  
 \$25 cash.....8

210:

Q98

=&gt; +1 if NOT Q97=2

What time is the best time to deliver the diary package to your home?

(1/697)

RECORD RESPONSE.....1 DO  
 ANY TIME IS FINE.....2

211:

ASSNM

=&gt; +1 if Q97=2

**\*\*\* RESPONDENT WANTS DIARY PACKET DELIVERED-Q97 \*\*\***

Okay, we're almost finished. First, we'd like for you to keep track of your household's mail for the week of READ DATES. Is this okay? IF NOT OKAY, ASK ABOUT NEXT WEEK

(1/698)

\$E 136 151  
 May 22-28.....136 N  
 May 29-June 4.....137 N  
 June 5-11.....138 N  
 June 12-18.....139 N  
 June 19-25.....140 N  
 June 26-July 2.....141 N  
 July 3-9.....142 N  
 July 10-16.....143 N  
 July 17-23.....144 N  
 July 24-30.....145 N  
 July 31-Aug 6.....146 N  
 Aug 7-13.....147 N  
 Aug 14-20.....148 N  
 Aug 21-27.....149 N  
 Aug 28-Sept 3.....150  
 Sept 4-10.....151

212:

ASSNP

=&gt; +1 if Q97=1

**\*\*\* RESPONDENT WANTS DIARY PACKET DELIVERED-Q97 \*\*\***

(1/701)

\$E 136 151  
 May 22-28.....136 N  
 May 29-June 4.....137 N  
 June 5-11.....138 N  
 June 12-18.....139 N  
 June 19-25.....140 N  
 June 26-July 2.....141 N  
 July 3-9.....142 N  
 July 10-16.....143 N  
 July 17-23.....144 N  
 July 24-30.....145 N  
 July 31-Aug 6.....146 N  
 Aug 7-13.....147 N  
 Aug 14-20.....148 N  
 Aug 21-27.....149 N  
 Aug 28-Sept 3.....150 N  
 Sept 4-10.....151 N

213:

ASSN

=&gt; \* if IF((Q97=1),ASSNM,ASSNP)

COMPUTED ASSN

(1/704)

\$E 136 151  
 May 22-28.....136  
 May 29-June 4.....137  
 June 5-11.....138  
 June 12-18.....139  
 June 19-25.....140  
 June 26-July 2.....141  
 July 3-9.....142  
 July 10-16.....143  
 July 17-23.....144  
 July 24-30.....145  
 July 31-Aug 6.....146  
 Aug 7-13.....147  
 Aug 14-20.....148  
 Aug 21-27.....149  
 Aug 28-Sept 3.....150  
 Sept 4-10.....151

214:

POSTP

=> \* if V01(ASSN>136 AND ASSN<141)\*10+V01(ASSN>140  
 AND ASSN<145)\*11+V01(ASSN>144 AND  
 ASSN<149)\*12+V01(ASSN>148 AND ASSN<153)\*13

POSTAL PERIOD

(1/707)

\$E  
 10TH PERIOD.....10  
 11TH PERIOD.....11  
 12TH PERIOD.....12  
 13TH PERIOD.....13  
 14TH PERIOD.....14  
 15TH PERIOD.....15

215:

POSTQ

=&gt; \* if V01(POSTP=10-13)\*4+V01(POSTP&gt;13)\*5

POSTAL QUARTER

(1/708)

4TH QUARTER.....4  
 5TH QUARTER.....5

Now, I'd like to verify your home's mailing address and your phone number.

ASK FOR RESPONDENT'S NAME AND THEN READ ADDRESS, CORRECT IF NEEDED  
 \*\*PROBE FOR SUITE/APT NUMBER\*\*  
 \*\*NAME CAN NOT BE BLANK\*\*  
 RESPONDENT NAME: \*\*\*\*\* \*\*CHECK SPELLING! GET WHOLE NAME  
 IS THIS THE CORRECT ADDRESS? #VADD 1 YES 2 NO  
 APT: #MSUIT PROBE FOR APARTMENT NUMBER  
 CITY: #MCITY ASK RESPONDENT TO SPELL IT FOR YOU  
 STATE: #MSTAT ZIP: #MZIP1 #MZIP2 DK/RF-ALL 9'S  
 PHONE: \$N

IS PHONE NUMBER CORRECT? #VPHON 1 YES 2 NO  
 PHONE: #TELO1 FORMAT: 999-999-9999

216: RESPN  
 RESPONDENT NAME (1/710)

A\*\*\*\*\*

217: VADD  
 WAS ADDRESS CORRECT? (1/740)  
 YES.....1 D => /VPHON  
 NO.....2

218: MADDR  
 ADDRESS IMPORTED CAN CHANGE (1/741)  
 \$P

219: MSUIT  
 APT # (1/776)

220: MCITY  
 CITY NAME MAILING IMPORTED CAN CHANGE (1/784)  
 \$P

221:  
 STATE IMPORTED CAN CHANGE

MSTAT

(1/799)

AA  
 ALABAMA .....AL  
 ALASKA .....AK  
 ARIZONA .....AZ  
 ARKANSAS .....AR  
 CALIFORNIA .....CA  
 COLORADO .....CO  
 CONNECTICUT .....CT  
 DELAWARE .....DE  
 DISTRICT OF COLUMBIA .....DC  
 FLORIDA .....FL  
 GEORGIA .....GA  
 HAWAII .....HI  
 IDAHO .....ID  
 ILLINOIS .....IL  
 INDIANA .....IN  
 IOWA .....IA  
 KANSAS .....KS  
 KENTUCKY .....KY  
 LOUISIANA .....LA  
 MAINE .....ME  
 MARYLAND .....MD  
 MASSACHUSETTS .....MA  
 MICHIGAN .....MI  
 MINNESOTA .....MN  
 MISSISSIPPI .....MS  
 MISSOURI .....MO  
 MONTANA .....MT  
 NEBRASKA .....NE  
 NEVADA .....NV  
 NEW HAMPSHIRE .....NH  
 NEW JERSEY .....NJ  
 NEW MEXICO .....NM  
 NEW YORK .....NY  
 NORTH CAROLINA .....NC  
 NORTH DAKOTA .....ND  
 OHIO .....OH  
 OKLAHOMA .....OK  
 OREGON .....OR  
 PALAU .....PW  
 PENNSYLVANIA .....PA  
 RHODE ISLAND .....RI  
 SOUTH CAROLINA .....SC  
 SOUTH DAKOTA .....SD  
 TENNESSEE .....TN  
 TEXAS .....TX  
 UTAH .....UT  
 VERMONT .....VT  
 VIRGINIA .....VA  
 WASHINGTON .....WA  
 WEST VIRGINIA .....WV  
 WISCONSIN .....WI  
 WYOMING .....WY

222: MZIP1  
 ZIP CODE IMPORTED CAN CHANGE (1/801)  
 99999  
 DK/RF .....99999

223: MZIP2  
 PLUS 4 IMPORTED CAN CHANGE (1/806)  
 9999  
 DK/RF .....9999

224: VPHON  
 WAS PHONE NUMBER CORRECT? (1/810)  
 YES.....1 D => /+2  
 NO.....2

**225: TEL01**  
NEW PHONE NUMBER  
(1/811)  
999-999-9999

**226: ISALT**  
Is there an alternate phone number that we can reach you at?  
(1/823)  
Yes.....1  
No.....2 => +2

**227: ALTPH**  
And what is that alternate number? FORMAT: ###-###-####  
(1/824)  
999-999-9999

**228: DIFPH**  
A few days after we mail your diaries, we want to call to make sure you've received them and also to remind you of the dates we need you to track your mail for. When we do this, should we call you at this number or is there a different number where you would prefer to be called? THE NUMBER IS: \$N READ NUMBER TO RESPONDENT  
(1/836)  
YES, THIS NUMBER OK.....1 D => APPT  
NO, CALL DIFFERENT NUMBER.....2

**229: OTHPH**  
And what is the number? FORMAT: ###-###-####  
(1/837)  
999-999-9999

**230: APPT**  
**READ LIST**  
Would you prefer to be called in the...  
(1/849)  
Morning.....1  
Afternoon.....2  
Evening.....3  
No best time.....4  
DK/RF.....9

**231: INT03**  
=> +1 if NOT Q97=9

**PRESS ENTER TO CONTINUE**  
Although you do not wish to continue with our survey, we appreciate the time you have given us today. Thank you and goodbye.  
(1/850)  
REFUSED TO DO DIARIES.....RF D => /END

**232: THANK**  
**PRESS ENTER TO CONTINUE**  
Thank you very much for helping us. We'll call you the day before you start to use your diary to make sure that you received it and to answer any questions you might have. At anytime you can reach us at 1-888-643-8777. Thank you and have a nice evening/day.  
(1/852)  
CONTINUE.....1 D

**233: Q99**  
=> \* if \$J  
DAY OF WEEK INTERVIEW COMPLETED  
(1/853)  
SUNDAY.....1  
MONDAY.....2  
TUESDAY.....3  
WEDNESDAY.....4  
THURSDAY.....5  
FRIDAY.....6  
SATURDAY.....7

**234: Q100**  
=> \* if IF((\$H<1200),1,IF((\$H>1200 AND \$H<1600),2,IF((\$H>1559 AND \$H<1800),3,4)))

TIME OF CONTACT  
(1/854)  
BEFORE NOON .....1  
NOON - 3:59PM .....2  
4PM - 6PM .....3  
AFTER 6PM .....4

**235: Q101**  
=> \* if \$T

INTERVIEW LENGTH  
(1/855)

**236: INT**  
Enter Final Disposition.  
(1/859)  
Continue.....OK N => /END  
No Answer.....NA N => /END  
Busy.....BZ N => /END  
Answering Machine.....AM N => /END  
Disconnect.....DC N => /END  
Computer/Fax Machine.....FX N => /END  
Business/Government.....BG N => /END  
1st Refusal.....R1 N => /END  
Refused.....RF N => /END  
Deaf/Language Barrier.....LB N => /END  
Complete.....CM CD => /END  
Call Back.....CB N => /CB  
Spanish Callback.....SC => /CB  
Partial Complete.....PC => /CB  
Over Quota.....OQ N => /END  
Remove my name from your mailing list. Do not ever call me again. OL  
Not Qualified.....NQ N => /END

**237: NOTES**  
ENTER NOTES FOR SUPERVISOR YOU WON'T BE ABLE TO READ YOUR NOTE LATER, SO MAKE SURE IT SAYS WHAT YOU WANT.  
(1/861)  
ENTER NOTES .....1 O

**238: F8**  
ENTER NOTES TO INTERVIEWERS BE CAUTIOUS! ANYONE CAN READ WHAT YOU PUT HERE.  
(1/862)  
ENTER NOTES .....1 O

In appreciation for your participation in this study, we are offering a choice of several gifts:

- \$25 charitable donation in your name to the Lance Armstrong Cancer Foundation.
- 1999 Tour de France commemorative Team Cap and T-shirt.
- \$25 in cash

#F10

**239: F10**  
**PRESS ENTER TO CONTINUE**  
GIFTS LISTING  
(1/863)

CONTINUE.....1 D

**240: CB**  
What would be a good day and time to call you back?  
(1/864)

\$CHS

**241: NAME**  
Who should I ask for when I call back? ASK FOR FULL NAME  
(1/876)

242:

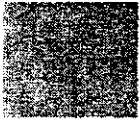
OLIST

|          |                             |
|----------|-----------------------------|
| => +1 if | NOT INT01=OL AND NOT INT=OL |
|----------|-----------------------------|

Would you please tell me why you do not want to participate in our survey?

( 1 / 0 )

ENTER RESPONSE.....1 DO



# Appendix B2: Diary Package

***Advanced Letter***

William J. Henderson  
Postmaster General, CEO



March 8, 2001

John Smith  
123 Main Street  
Metropolis, MD 00001

Dear Smith Family:

Like most Americans, you depend on an uninterrupted flow of mail to and from your home. The U.S. Postal Service aims to provide exceptional delivery performance and now boasts a 94 percent on-time service record nationwide for First-Class Mail. To help ensure this superior level of service well into the next century, the U.S. Postal Service is conducting its *Household Diary Study*.

**By participating in this study, you will help us continue to improve postal services.** You, together with a few other families in the «ZIP» ZIP Code, have been selected to provide a snapshot of mail received and sent, delivery service quality, and customer satisfaction. Your household will be provided a postal diary in which to record this information. The information you provide will help us make important decisions on how improve our performance and invest in equipment, facilities, new programs, and new technologies to better serve you.

In appreciation for your participation in this study, we are offering a choice of several gifts:

- A charitable donation of \$20 *in your name* to the Lance Armstrong Cancer Foundation.
- Autographed print of Lance Armstrong, member of Team USPS, winner of the 1999 Tour de France.
- One of the following 1999 Tour de France commemorative items from the United States Postal Service (team sponsor) and outfitter Pearl Izumi USPS Team Cap or T-shirt.
- Twenty dollars in cash.

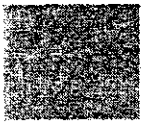
A survey specialist from NuStats, our partner in this study, will call you in the next few days to confirm your participation, answer questions about the survey, and ask you some general questions about your household and the mail it receives and sends. All information collected will be strictly confidential in order to protect your privacy. A diary package to record your household's mailing activity will then be delivered to your home.

To learn more about this important survey, please visit our Web site at [www.nustats.com](http://www.nustats.com) or telephone your local postmaster at your local post office. Thank you for joining us in our *Household Diary Study*.

Sincerely,

A handwritten signature in dark ink, appearing to read "William J. Henderson".

William J. Henderson



# Appendix B2: Diary Package

***Instruction Booklet***

# Household Diary Instruction Booklet

- 1** Sort and number your mail according to the type of postage.  
(see page 1 of the MONDAY diary for the categories)
- 2** Count the number of pieces of each type of mail and record  
this number on page 1 of the MONDAY diary.
- 3** Go to the QUESTION SHEETS tab in the instruction booklet.  
Read each question and record the answers in the MONDAY  
diary for each mail piece received. The examples under the  
MAIL MARKINGS tab will help you classify your mail.

**If you have any questions as you complete your diary,  
read this instruction booklet or call:**

***1-888-643-USPS (8777)***

***available 11am to 9pm Central Standard Time (Mon-Fri)  
12pm to 6pm Central Standard Time (Sat and Sun)***

# About the Household Diary

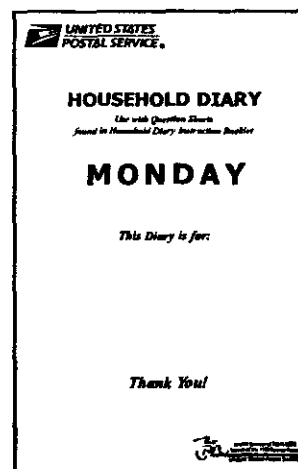
## Diary Purpose

The purpose of the diary is to record the mail your entire household receives and sends. We are interested only in household mail. We are also interested in the electronic communications that your household receives and sends that are not work-related. Again, our interest is tracking the flow of mail your household receives and sends – traditional mail as well as electronic communications.

## Diary Format

You have seven (7) Household Diaries – one for each day – Monday through Sunday. The diaries are used to record the mail your household (that is, all household members) receives and sends each day. Pages in the diaries are color-coded. The colors refer to five (5) types of traditional mail and electronic communications, which is a sixth type. You need to record all mail sent and received for these six types. All information relating to the specific type of mail is on the color of paper noted below.

1. Purple: First-Class or Expedited Mail
2. Blue: Standard, Bulk Rate, or Non-profit Mail
3. Peach: Unaddressed (no address label at all) Mail
4. Yellow: Magazines, Newspapers, or Other Periodicals
5. Green: Packages
6. Pink: Electronic Communications



*Diary Cover*

## Special Circumstances

- If household members will be away from home on any day(s) during the diary week, record all mail received in the daily diary for the day you return.
- If you accidentally forget to pick up mail for a day, include all of the mail under the next day's mail.
- Please remember to include Sunday in your diary week. While you may not receive mail on Sunday, you may send mail out.

# Frequently Asked Questions (FAQ)

**1. *How long does it take to fill out the diary each day?***

The first time you fill out the diary, it may take the average household up to 30 minutes because you are just becoming familiar with the instructions, questions, diary, and mail markings. After the first day, it should take no longer than 10 or 15 minutes depending on how much mail you receive.

**2. *What are mail markings?***

Mail markings indicate the type of mail and the amount of postage paid. Mail markings are typically in the top right-hand corner of the mail piece, above or below the address and inside the window of an envelope. Go to the MAIL MARKINGS tab in the instruction booklet for examples of mail markings.

**3. *Is the postage paid to mail back the diaries and mail markings?***

Yes, a pre-paid Priority Mail envelope is included. Return all completed diaries and your mail markings. You do not need to return any of the instruction materials.

**4. *I have some personal mail (or e-mail) sent to me at my office. Should I include the mail in the count of mail I receive?***

No, include only personal household mail sent to your home address.

**5. *Do we include mail markings with our completed diaries?***

Yes, place mail markings, with the mail piece number and classification you have assigned written on them, in the daily envelopes with your completed diaries.

**6. *What if there are mail markings inside a window envelope? Do I send it in?***

If the mail marking is on a mail piece that you don't need to keep, please send it in. If you need to keep it, please provide a description of the markings inside the window on the portion that you do send.

**continued on next page →**



**7. Do we keep track of mail we send out?**

Yes, answer the MAIL SENT question sheet (purple) and record your answers on pages 4 and 5 of the Household Diary for each day.

**8. Are catalogs recorded as magazines, newspapers, or other periodicals?**

Most catalogs are sent BULK or STANDARD rate so check the mail marking, and record the catalog under the appropriate mail classification.

**9. The return address is sometimes hard to find, particularly on magazines, newspapers, and some other types of mail. Where should I look?**

Return addresses on magazines are often inside the front cover, or on the title page with publishing information, or on the paper wrapper the magazine is shipped in. Return address information on newspapers is sometimes at the top of the front page, above the headline, or inside the paper, near the publishing information or masthead on the editorial page.

**10. How do we include advertising that is included in bills?**

If the bill is a first-class mail piece, questions about the advertisements are asked on the REGULAR FIRST-CLASS, PRESORTED FIRST-CLASS OR EXPEDITED MAIL RECEIVED question sheet (purple). (Questions K-P)

If the bill is a standard, bulk rate or nonprofit mail piece, questions about the advertisements are asked on the PRESORTED STANDARD, BULK RATE OR NONPROFIT ORGANIZATION MAIL RECEIVED question sheet (blue). (Questions O-R)

**11. No one person in our household opens all the mail. How can I answer questions about other people's mail without opening it?**

Record as much information as you can without opening mail addressed to others. Ask other people the questions you can't answer and record their answers. Leave anything you can't answer blank.

**If you have any questions call:**

**1-888-643-USPS (8777)**

**available 11am to 9pm Central Standard Time (Mon - Fri)**

**12pm to 6pm Central Standard Time (Sat and Sun)**

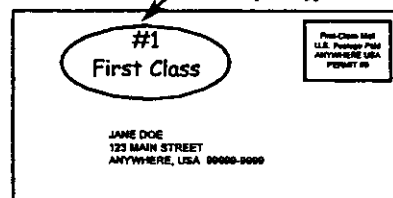


## Instructions for Filling Out the Diary

- Sort your "traditional" mail.** Go to "Sorting Mail" tab for instructions on sorting your mail.  
Review examples of mail markings under the "Mail Markings" tab. If you have problems sorting your mail, call the hotline at **1-888-643-USPS (8777)**.

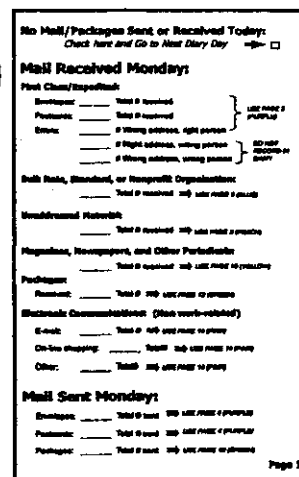
- Number the mail pieces within each type of mail.** First write the mail type on each piece of mail and then number the mail pieces. The top First-Class mail piece is #1, the next is #2, and so on until you have numbered all First-Class mail. Then number the four other types of traditional mail.

Write in mail piece number  
and mail piece type



- Go to "Example Diary" tab and review the example diary page.** An example of a completed diary page is included to indicate how to properly fill out the diary.
- Complete page 1 of the daily diary.** On this page, record the total number of mail pieces of each type that the household received and sent on that day.

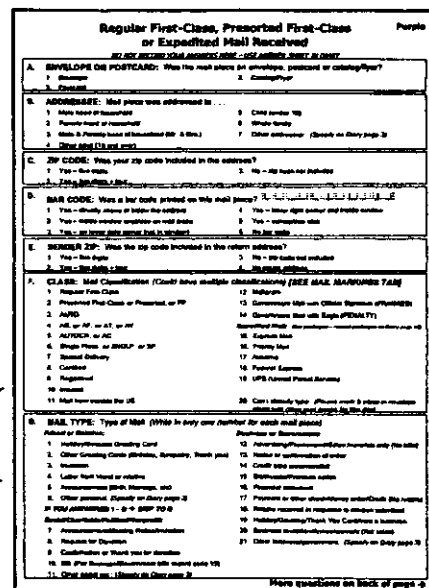
- For First-Class or Expedited mail, there are spaces for recording several different kinds of errors in delivery and addressing.
  - Wrong Address, Right Person:** Answer questions about mail piece using the purple pages.
  - Right Address, Wrong Person:** Do not answer questions about this mail piece.
  - Wrong Address, Wrong Person:** Do not answer questions about this mail piece.
- There are spaces for logging different kinds of electronic communications. Logging the information here will help you answer questions about the electronic communications in the diary.



Diary - Page 1

**5. Locate and read the question sheets.** The question sheets are under the "Question Sheets" tab and are color-coded for each type of mail. There is one question sheet for each type of mail (i.e. First-class, Standard/Bulk etc.) Each question sheet contains both the questions and the answer codes. For each mail piece, record the answer codes on the answer sheets found in the diaries. (See below)

**DO NOT RECORD YOUR ANSWERS ON THE QUESTION SHEETS.**

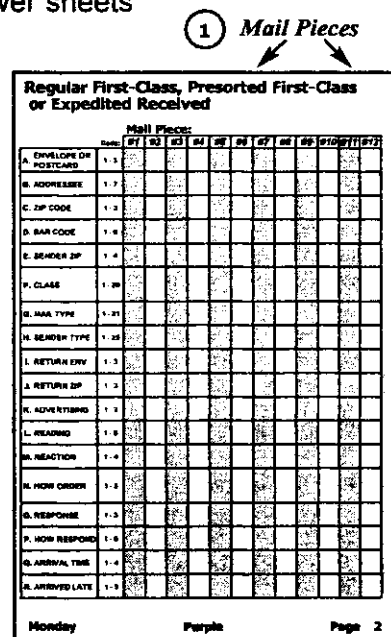


**Question Sheet (See tab)**

**6. Record answers on the answer sheets found in the diaries.** Answer sheets are color-coded by the type of mail to match the question sheets. Answer sheets are found in the diary booklets (Monday, Tuesday, etc.).

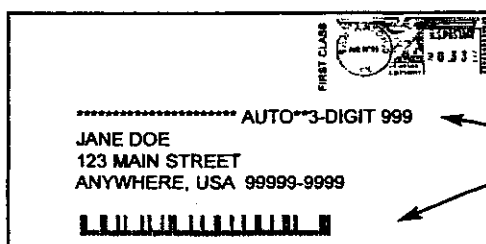
- ① On each answer sheet, mail pieces are identified by number across the page (horizontal), and
- ② Questions are identified by "letters" that are organized down the page (vertical).

Record answer codes to Questions A-R for mail piece # 1 in the Column marked #1 and mail piece #2 in the Column marked #2. For instance, Question A, "Was the mail piece an envelope or a postcard?" If mail piece #1 was an "Envelope" record a "1". If mail piece #1 was an "Postcard" record a "2". Continue for all questions down the page and all mail pieces across the page.



**Diary Answer Sheet (In Diary)**

- To correctly classify the mail, (as in Question F on the question sheet above) you need to look at both the postage or permit markings in the top, right-hand corner, the markings above or below the address line **and** inside the window of an envelope.



**Mail Marking Example**

**Mail Markings can be:**

- in the top, right-hand corner,
- above or below the address, or
- inside the window of an envelope.



- 7. Place completed diaries and mail pieces in the envelopes marked Monday through Sunday.** The completed diaries should be placed in the corresponding daily envelope. *Please include the envelopes from your mail pieces with the mail piece number and classification you have assigned.*

If there are mail markings on a mail piece inside a clear window envelope and you don't need to keep it, please send it in. If you need to keep it, please provide a description of the markings inside the window on the portion that you do send.

- 8. Place daily envelopes in pre-paid Priority Mail envelope.** The daily envelopes with the completed diaries, and mail markings/mail pieces should be mailed back to NuStats in the pre-paid Priority Mail envelope.

### **Special Instructions for Electronic Communications:**

Electronic Communications involves contact with someone (a person, a company, an institution, etc.) This contact must be active such as sending or receiving e-mail, reviewing account information on-line, ordering something over the internet or spending time and/or interacting in a chat room, etc. We are only interested in your *personal* electronic communications.

**Don't** record work-related electronic communications.

**Don't** record e-mail sent to a client or colleague as part of your job.

**Do** record the CD you purchased over the internet for your son or daughter.

**Don't** record the airline ticket you purchased over the internet for a business trip.

### **Remember . . .**

- Record all mail received or sent by all members of your household.
- Do not include mail for a business operated from home or other work-related mail.
- Do not include mail sent for a club or association from your home.

**If you have any questions about filling out the diary, call the hotline at:**

***1-888-643-USPS (8777)***

# DIARY EXAMPLE

## Question Sheet (See tab)

## Answer Sheet (In Diary)

Blue

**Presorted Standard, Bulk Rate or Nonprofit Organization Mail Received**  
(If Package: Record on Diary page 12)

DO NOT RECORD YOUR ANSWERS HERE - USE ANSWER SHEET IN DIARY

**A. ADDRESSEE:** Mail piece was addressed to ...  
1. Specific member(s) of the household  
2. "Occasional," "resident," "postal patron," with or without street address

**B. ZIP CODE:** Was your zip code included in the address?  
1. Yes - five digits  
2. Yes - five digits + four  
3. No - zip code not included  
4. No - zip code not included

**C. BAR CODE:** Was a bar code printed on this mail piece?  
1. Yes - directly above or below the address  
2. Yes - inside window anywhere on mail piece  
3. Yes - on lower (right corner (not in window))  
4. Yes - someplace else  
5. No bar code

**D. SENDER ZIP:** Was the zip code included in the return address?  
1. Yes - five digits  
2. Yes - five digits + four  
3. No - zip code not included  
4. No return address

**E. CLASS:** Mail Classification (Mail piece could have multiple classifications)  
To help classify your mail: Look at markings in top right right-hand corner, above or below the address and inside a window of an envelope.  
Nonprofit Organization:  
1. Nonprofit, or FD, or BA  
2. Nonprofit and AUTOCR, or CP or ECRLOT  
3. Nonprofit and Carrier Route Presort, or CAR-RT SORT  
4. Nonprofit and ECRWSH, or ECRWSS, or ST, or WS  
5. Nonprofit and AUTO, or BB, or TB, or ZB, or ZN, or ZP  
6. Bulk Rate, or BLK RT, or RB, or RA  
7. Presorted Standard, or Bulk Rate and AUTOCR, or EA  
8. Presorted Standard, or Bulk Rate and Carrier Route Presort, or CAR-RT SORT  
9. Presorted Standard, or Bulk Rate and ECRLOT, or ECRWSH, or ECRWSS, or EB, or EH, or ES  
10. Presorted Standard, or Bulk Rate and AUTO, or AB, or AF, or AV, or AT  
11. Presorted Standard, or STD  
12. Standard Single Piece, or STD SNGLP, or SP  
13. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day)

**F. MAIL TYPE:** Was mail piece ... (Write in only one number for each mail piece)  
1. In letter size envelope  
2. In envelope larger than letter size (not catalog)  
3. Catalog in envelope  
4. Catalog not in envelope  
5. Detached label postcard  
6. Postcard  
7. Addressed Flyers/Circulars/Folded piece (no envelope)  
8. Newspapers/Magazines/Newsletters  
9. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day)

**G. COUPONS:** Did the mail piece contain coupons?  
1. Yes  
2. No

**H. MULTIPLE:** Did the mail piece contain ...  
1. Material from one organization only  
2. Material from several organizations → SKIP TO K

More questions on back of page →

**Presorted Standard, Bulk Rate, or Non Profit Organization Received**

**Mail Piece:**

| Code:          | #1   | #2 | #3 | #4 | #5 | #6 | #7 | #8 | #9 | #10 | #11 | #12 |
|----------------|------|----|----|----|----|----|----|----|----|-----|-----|-----|
| A. ADDRESSEE   | 1-2  | 1  |    |    |    |    |    |    |    |     |     |     |
| B. ZIP CODE    | 1-3  | 2  |    |    |    |    |    |    |    |     |     |     |
| C. BAR CODE    | 1-5  | 5  |    |    |    |    |    |    |    |     |     |     |
| D. SENDER ZIP  | 1-4  | 4  |    |    |    |    |    |    |    |     |     |     |
| E. CLASS       | 1-13 | 7  |    |    |    |    |    |    |    |     |     |     |
| F. MAIL TYPE   | 1-8  | 1  |    |    |    |    |    |    |    |     |     |     |
| G. COUPONS     | 1-2  | 1  |    |    |    |    |    |    |    |     |     |     |
| H. MULTIPLE    | 1-2  | 1  |    |    |    |    |    |    |    |     |     |     |
| I. SENDER TYPE | 1-32 | 1  |    |    |    |    |    |    |    |     |     |     |
| J. FAMILIARITY | 1-3  | 3  |    |    |    |    |    |    |    |     |     |     |
| K. RETURN ENV. | 1-3  | 1  |    |    |    |    |    |    |    |     |     |     |
| L. RETURN ZIP  | 1-3  | 2  |    |    |    |    |    |    |    |     |     |     |
| M. READING     | 1-5  | 4  |    |    |    |    |    |    |    |     |     |     |
| N. REACTION    | 1-4  | 3  |    |    |    |    |    |    |    |     |     |     |
| O. ADVERTISING | 1-4  | 3  |    |    |    |    |    |    |    |     |     |     |
| P. HOW ORDER   | 1-3  | 1  |    |    |    |    |    |    |    |     |     |     |
| Q. RESPONSE    | 1-3  | 2  |    |    |    |    |    |    |    |     |     |     |
| R. HOW RESPOND | 1-6  |    |    |    |    |    |    |    |    |     |     |     |

Monday Blue Page 6

## Specify other answers and/or provide comments here

| MAIL PIECE # | Ques. Letter | Specify Others/Comments: |
|--------------|--------------|--------------------------|
| 1            | O            | Credit card offer        |
| MAIL PIECE # |              |                          |

Monday

Blue

Page 7

## Sample Mail Piece

#1  
Bulk

Bulk Rate  
U.S. Postage Paid  
ANYWHERE USA  
PERMIT #0

\*\*\*\*\*AUTOCR\*\*C-013

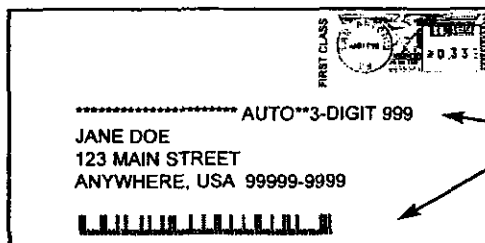
JANE DOE  
123 MAIN STREET  
ANYWHERE, USA 99999-9999

"Bulk Rate" on Permit  
and  
"AUTOCR or EA" above address

## Guidelines for Sorting Mail

Each day during your diary week, you should SORT your mail into five groups. The guidelines below will help you to sort your mail correctly.

To correctly classify the mail, look at both the postage or permit markings in the top, right-hand corner, above or below the address and inside the window of an envelope. Also refer to the examples of mail markings under the "Mail Markings" tab for assistance.



*Mail Marking Example*

*Mail Markings can be:*

- in the top, right-hand corner,
- above or below the address, or
- inside the window of an envelope.

You may not find an exact match for each mail marking. In these cases, find the most similar mail marking. If you still cannot classify the mail piece, indicate on the mail piece that you had trouble identifying it and also make a note in the "Comments" section on the back of the answer sheet for the mail type you *think* it is.

If you have problems sorting your mail, call the hotline at **1-888-643-USPS (8777)**.

### Group 1: Regular First-Class, Presorted First-Class or Expedited Mail (Purple page)

*See purple pages under the "Mail Markings" tab for examples of First-Class postage and permit markings.*

- Letter-size envelopes or very large envelopes marked **"First-Class."**
- Postcards regardless of size with postage of 20¢ or more.
- Expedited letters or express paks (not boxes) that have been sent next day air, next day service, or 2-day service. These can be delivered via the USPS, United Parcel Service (UPS), Federal Express, Airborne or other express mail service.
- Mail sent via special treatment, such as Special Delivery, Certified, Registered, or Mailgram.
- Postage is 33¢, 55¢, 77¢, or more.
- Magazines, newsletters or other periodicals that are marked **"First-Class."**



## **Group 2: Presorted Standard, Bulk Rate, or Nonprofit Organization Mail (*Blue page*)**

See blue pages under the "Mail Markings" tab for examples of Standard, Bulk or Nonprofit postage and permit markings.

- Advertising mail from department stores, credit card companies, insurance companies, etc., marked "Presorted Standard" or "Bulk Rate."
- Mail from charities, schools, hospitals, churches, etc., marked "Nonprofit".
- Magazines, newsletters or other periodicals that are marked "Presorted Standard" or "Bulk Rate."
- Detached label cards that include the following message and one of the markings for automated mail.

Postal Service Regulations require that this address card be delivered together with its accompanying postage paid mail advertisements. If you should receive this card without its accompanying mail, please notify your local postmaster.

## **Group 3: Unaddressed Mail – Delivered by USPS only (*Peach page*)**

- Mail that doesn't have an address label (not even "Occupant" or "Resident").
- Mail that is not in an envelope, such as advertising flyers, circulars, samples, coupons, or mail order offers and often accompanied by the detached label card noted above.
- The unaddressed mail may be one piece alone or may be separate pieces folded together. If there are separate pieces folded together, record each piece separately in the diary.

## **Group 4: Magazines, Newspapers, or other Periodicals (*Yellow page*)**

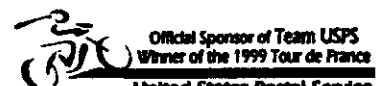
- Delivered by the United States Postal Service only.
- Daily, weekly, or monthly magazines, newspapers, or newsletters (not already sorted into First-Class, or Standard or Bulk Rate Mail).

## **Group 5: Packages or Product Samples (*Green page*)**

- All packages received or sent by the United States Postal Service or other organizations such as United Parcel Service (UPS), Federal Express, etc.
- Record any product samples delivered by the United States Postal Service or any other organization but not samples included in the newspaper.

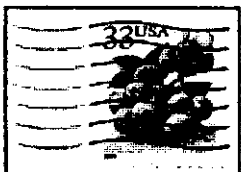
**If you have any questions about sorting your mail, call the hotline at:**

***1-888-643-USPS (8777)***

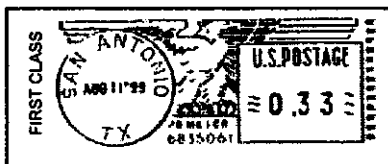


# FIRST-CLASS MAIL EXAMPLES

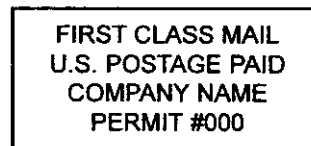
## 1. Regular First-Class



33¢ - Stamp



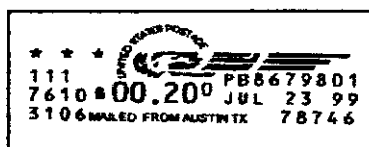
Metered



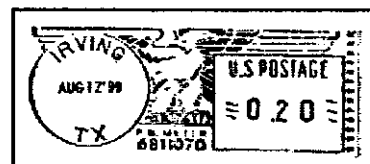
Permit



20¢ - Postcard Stamp

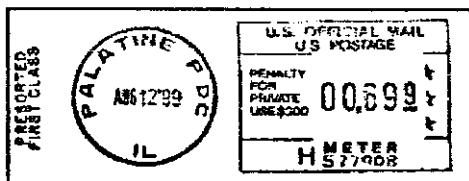


Metered Postcard

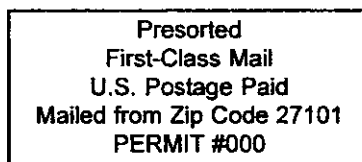


Metered Postcard

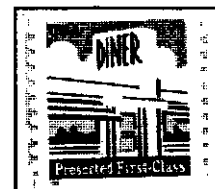
## 2. Presorted First-Class, or Presorted or FP



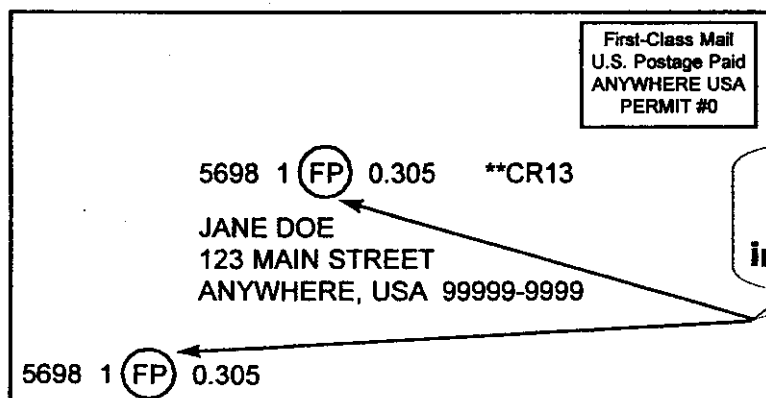
"Presorted First Class"  
on Metered Strip



"Presorted First Class"  
on Permit



"Presorted First Class"  
on Stamp

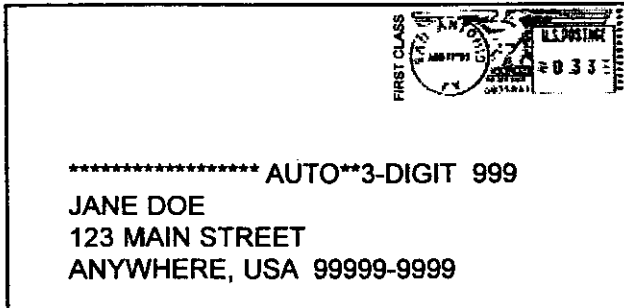


Look above the  
address *and*  
in lower left corner

"First Class" on Permit  
"FP" above address or lower left

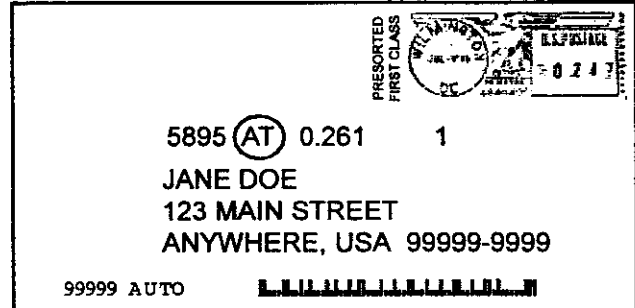
# FIRST-CLASS MAIL EXAMPLES

## 3. AUTO



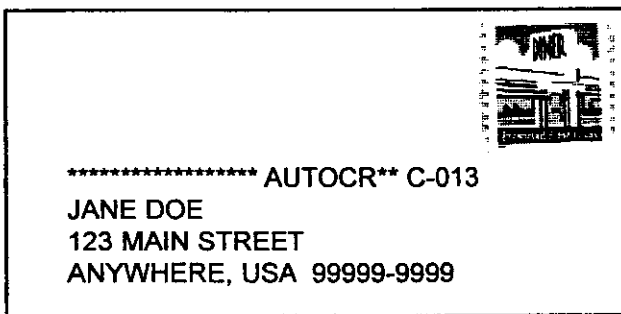
“AUTO” above or below the address

## 4. AB, or AF, or AT, or AV

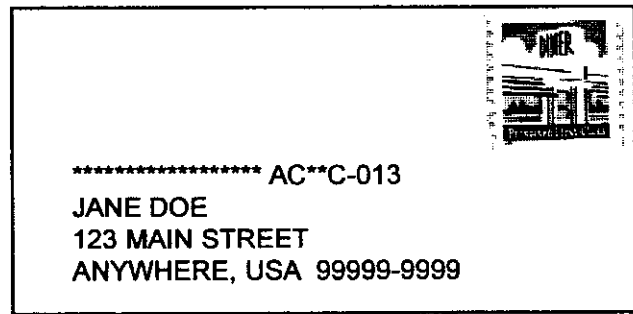


“AB, or AF, or AT, or AV”  
 above address

## 5. AUTOCR, or AC

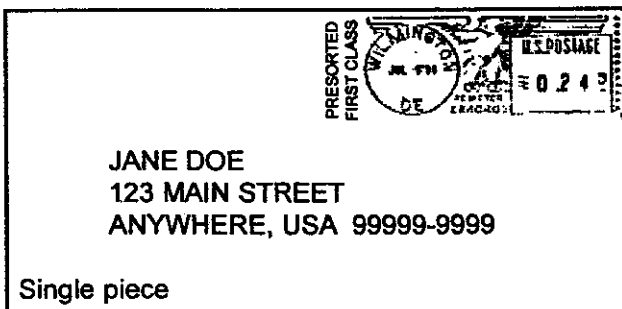


“AUTOCR” above address

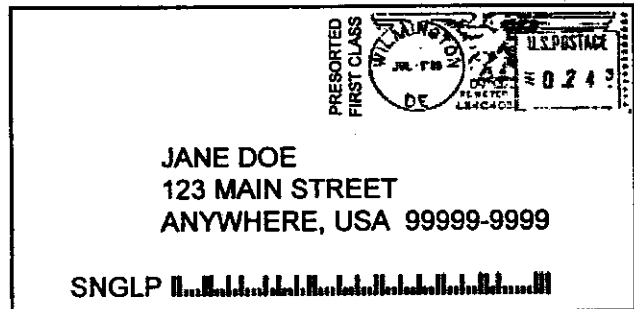


“AC” above address

## 6. Single Piece, or SNGLP, or SP



“Presorted First-Class” left of Metered Strip  
 “Single piece” in lower left

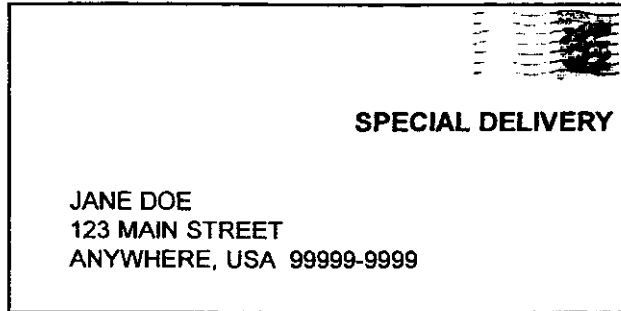


“Presorted First-Class” left of Metered Strip  
 “SNGLP” left of Barcode

**Hint: Find closest match**

# FIRST-CLASS MAIL EXAMPLES

## 7. Special Delivery



"Special Delivery" under postage

## 8. Certified



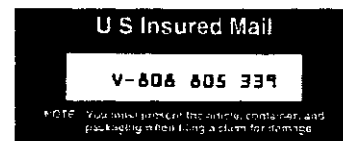
"Certified" Letter

## 9. Registered



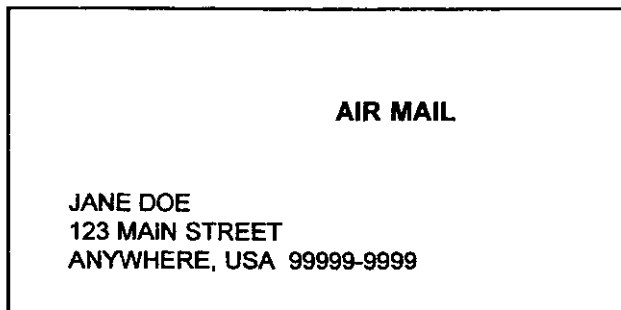
"Registered" Letter

## 10. Insured



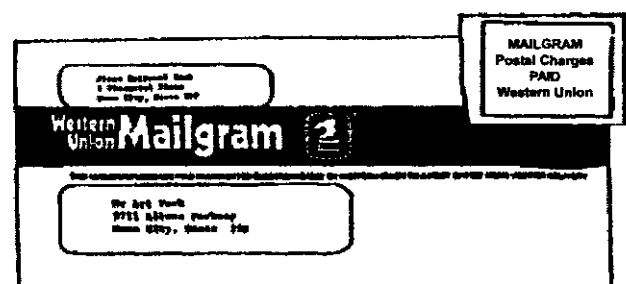
"Insured" Letter or Parcel

## 11. Mail from outside the US



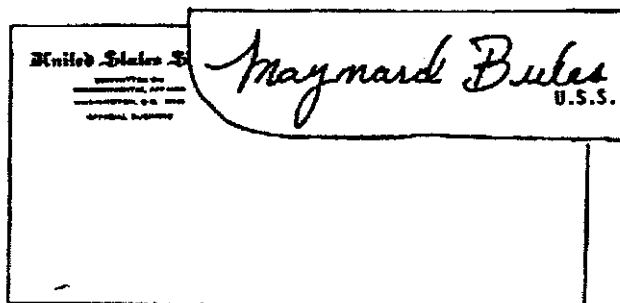
"Air Mail"

## 12. Mailgram



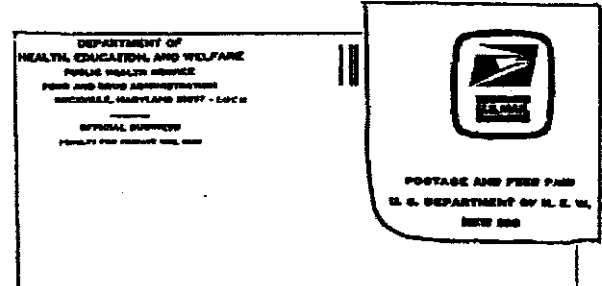
Mailgram

## 13. Government Mail (Franked)



"Official Government Signature"(Franked)

## 14. Government Mail (Penalty)



"Eagle"(Penalty)

**Hint: Find closest match**

## EXPEDITED MAIL EXAMPLES

---

### 15. Express Mail

---



### 16. Priority Mail

---



### 17. Airborne

---



### 18. Federal Express

---



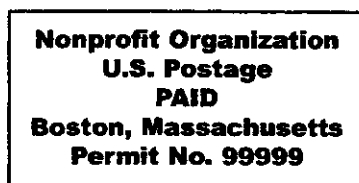
### 19. UPS

---

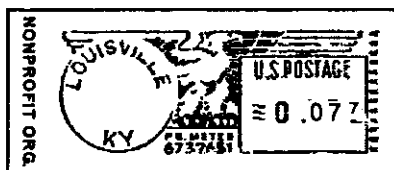


# STANDARD, BULK RATE, AND NONPROFIT ORGANIZATION MAIL EXAMPLES

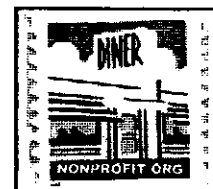
## 1. Nonprofit, or FD, or BA



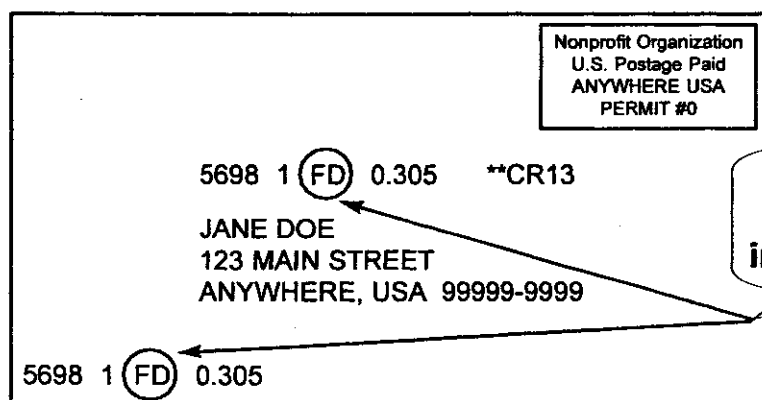
"Nonprofit Organization"  
on Permit



"Nonprofit Org."  
on Metered Strip



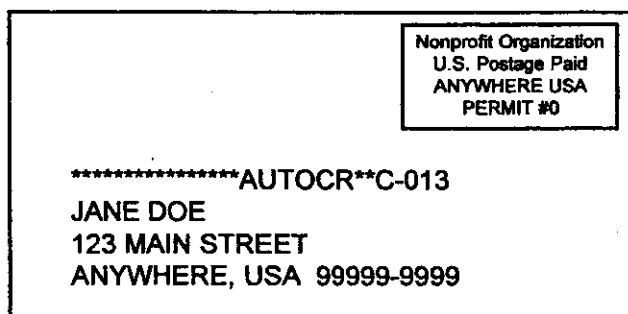
"Nonprofit Org."  
on Stamp



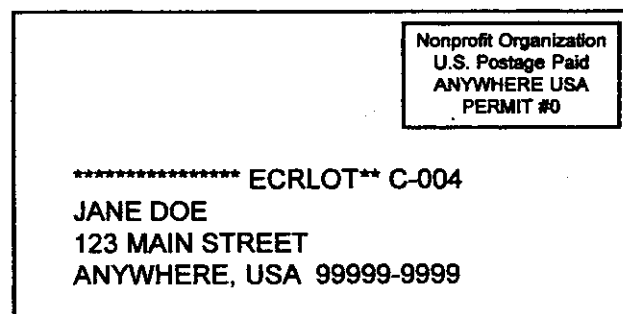
Look above the  
address *and*  
in lower left corner

"Nonprofit Organization" on Permit  
*and*  
"FD or BA" above address or lower left corner

## 2. Nonprofit *and* AUTOOCR, or CP or ECRLOT



"Nonprofit Organization or Nonprofit Org." on Permit  
*and*  
"AUTOOCR or CP" above address



"Nonprofit Organization or Nonprofit Org." on Permit  
*and*  
"ECRLOT or CP" above address

**Hint: Find closest match**

# STANDARD, BULK RATE, AND NONPROFIT ORGANIZATION MAIL EXAMPLES

## 3. Nonprofit *and* Carrier Route Presort, or CAR-RT SORT

|                                                                                                          |
|----------------------------------------------------------------------------------------------------------|
| <p>Nonprofit Organization<br/>U.S. Postage Paid<br/>ANYWHERE USA<br/>PERMIT #0</p>                       |
| <p>*****Carrier Route Presort ** C-004<br/>JANE DOE<br/>123 MAIN STREET<br/>ANYWHERE, USA 99999-9999</p> |

“Nonprofit Organization” on Permit  
*and*  
“Carrier Route Presort”

|                                                                                                |
|------------------------------------------------------------------------------------------------|
| <p>Nonprofit Organization<br/>U.S. Postage Paid<br/>ANYWHERE USA<br/>PERMIT #0</p>             |
| <p>*****CAR-RT SORT ** C-004<br/>JANE DOE<br/>123 MAIN STREET<br/>ANYWHERE, USA 99999-9999</p> |

“Nonprofit Organization” on Permit  
*and*  
“CAR-RT SORT”

## 4. Nonprofit *and* ECRWSH, or ECRWSS, or ST, or WS

|                                                                                         |
|-----------------------------------------------------------------------------------------|
| <p>Nonprofit Organization<br/>U.S. Postage Paid<br/>ANYWHERE USA<br/>PERMIT NO. 00</p>  |
| <p>*****ECRWSH**C-013<br/>JANE DOE<br/>123 MAIN STREET<br/>ANYWHERE, USA 99999-9999</p> |

“Nonprofit Organization” on Permit  
*and*  
“ECRWSH or ECRWSS” above address

|                                                                                                |
|------------------------------------------------------------------------------------------------|
| <p>ECR<br/>Nonprofit Organization<br/>U.S. Postage Paid<br/>ANYWHERE USA<br/>PERMIT NO. 00</p> |
| <p>*****WSS**C-013<br/>JANE DOE<br/>123 MAIN STREET<br/>ANYWHERE, USA 99999-9999</p>           |

“ECR and Nonprofit Organization” on Permit  
*and*  
“WSS or WSH” above address

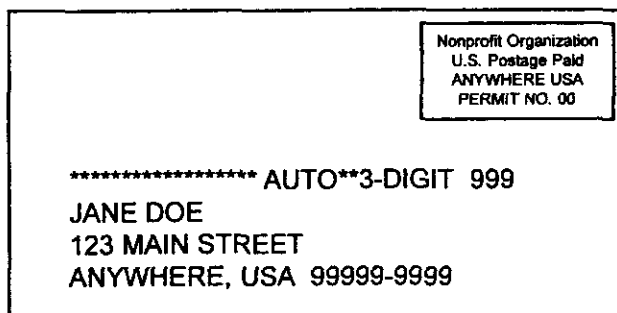
|                                                                                        |
|----------------------------------------------------------------------------------------|
| <p>Nonprofit Organization<br/>U.S. Postage Paid<br/>ANYWHERE USA<br/>PERMIT NO. 00</p> |
| <p>JANE DOE<br/>123 MAIN STREET<br/>ANYWHERE, USA 99999-9999<br/>0427 (ST) 0.093</p>   |

“Nonprofit Organization” on Permit  
*and*  
“ST or WS” on lower left corner

***Hint: Find closest match***

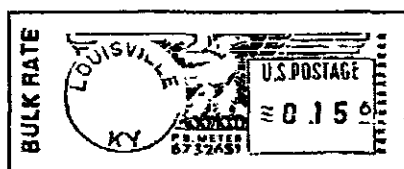
# STANDARD, BULK RATE, AND NONPROFIT ORGANIZATION MAIL EXAMPLES

## 5. Nonprofit *and* AUTO, or BB, or TB, or ZB, or ZN, or ZP

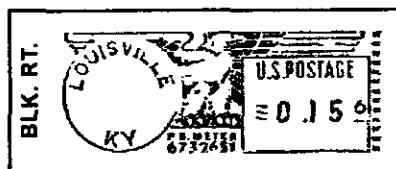


“Nonprofit Organization” on Permit  
*and*  
“AUTO or BB, or TB, or ZB, or ZN, or ZP” above address

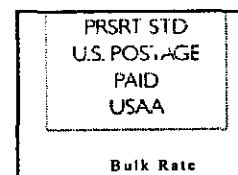
## 6. Bulk Rate, or BLK RT, or RB, or RA



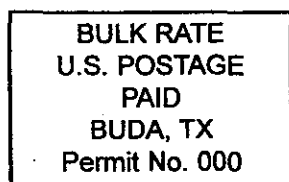
“Bulk Rate”  
on Metered Strip



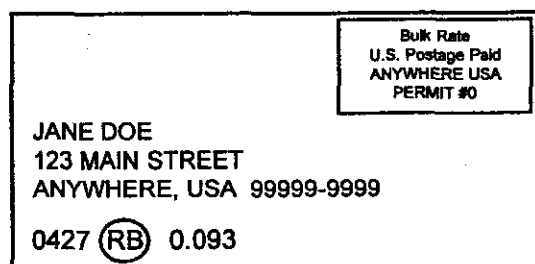
“BLK RT”  
on Metered Strip



“Bulk Rate”  
on Stamp



“Bulk Rate”  
on Permit



“Bulk Rate” on Permit  
*and*  
“RB”, or “RA” on lower left corner

**Hint: Find closest match**

# STANDARD, BULK RATE, AND NONPROFIT ORGANIZATION MAIL EXAMPLES

## 7. Standard, or Bulk Rate *and* AUTOCR, or EA

|                                                                                         |                                                                              |
|-----------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| <p>*****AUTOCR**C-013<br/>JANE DOE<br/>123 MAIN STREET<br/>ANYWHERE, USA 99999-9999</p> | <p>Presort Standard<br/>U.S. Postage Paid<br/>ANYWHERE USA<br/>PERMIT #0</p> |
|-----------------------------------------------------------------------------------------|------------------------------------------------------------------------------|

“Presort Standard” on Permit  
*and*  
“AUTOCR *or* EA” above address

|                                                                                         |                                                                       |
|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------------|
| <p>*****AUTOCR**C-013<br/>JANE DOE<br/>123 MAIN STREET<br/>ANYWHERE, USA 99999-9999</p> | <p>PRSRT STD<br/>U.S. Postage Paid<br/>ANYWHERE USA<br/>PERMIT #0</p> |
|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------------|

“PRSRT STD” on Permit  
*and*  
“AUTOCR *or* EA” above address

|                                                                                         |                                                                       |
|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------------|
| <p>*****AUTOCR**C-013<br/>JANE DOE<br/>123 MAIN STREET<br/>ANYWHERE, USA 99999-9999</p> | <p>Bulk Rate<br/>U.S. Postage Paid<br/>ANYWHERE USA<br/>PERMIT #0</p> |
|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------------|

“Bulk Rate” on Permit  
*and*  
“AUTOCR *or* EA” above address

## 8. Standard, or Bulk Rate *and* Carrier Route Presort, or CAR-RT SORT

|                                                                                                |                                                                              |
|------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| <p>*****CAR-RT SORT ** C-004<br/>JANE DOE<br/>123 MAIN STREET<br/>ANYWHERE, USA 99999-9999</p> | <p>Presort Standard<br/>U.S. Postage Paid<br/>ANYWHERE USA<br/>PERMIT #0</p> |
|------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|

“Presort Standard” *or* “PRSRT STD” on Permit  
*and*  
“CAR-RT SORT” *or* “Carrier Route Presort”

|                                                                                                |                                                                       |
|------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|
| <p>*****CAR-RT SORT ** C-004<br/>JANE DOE<br/>123 MAIN STREET<br/>ANYWHERE, USA 99999-9999</p> | <p>Bulk Rate<br/>U.S. Postage Paid<br/>ANYWHERE USA<br/>PERMIT #0</p> |
|------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|

“Bulk Rate” on Permit  
*and*  
“CAR-RT SORT” *or* “Carrier Route Presort”

***Hint: Find closest match***

# STANDARD, BULK RATE, AND NONPROFIT ORGANIZATION MAIL EXAMPLES

## 9. Standard, or Bulk Rate *and* ECRWSH, or ECRWSS, or EB, or EH, or ES

|                                                                                            |                                                                              |
|--------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| <p>*****ECRLOT**C-013</p> <p>JANE DOE<br/>123 MAIN STREET<br/>ANYWHERE, USA 99999-9999</p> | <p>Presort Standard<br/>U.S. Postage Paid<br/>ANYWHERE USA<br/>PERMIT #0</p> |
|--------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|

“Presort Standard” *or* “PRSRT STD” on Permit  
*and*  
“ECRLOT, or ECRWSH or ECRWSS” above address

|                                                                                            |                                                                       |
|--------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|
| <p>*****ECRLOT**C-013</p> <p>JANE DOE<br/>123 MAIN STREET<br/>ANYWHERE, USA 99999-9999</p> | <p>Bulk Rate<br/>U.S. Postage Paid<br/>ANYWHERE USA<br/>PERMIT #0</p> |
|--------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|

“Bulk Rate” on Permit  
*and*  
“ECRLOT” above address

|                                                                                         |                                                                                      |
|-----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| <p>*****WSS**C-013</p> <p>JANE DOE<br/>123 MAIN STREET<br/>ANYWHERE, USA 99999-9999</p> | <p>ECR<br/>Presort Standard<br/>U.S. Postage Paid<br/>ANYWHERE USA<br/>PERMIT #0</p> |
|-----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|

“ECR & Presort Standard” *or* “PRSRT STD” on Permit  
*and*  
“WSS or WSH” above address

|                                                                                         |                                                                               |
|-----------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|
| <p>*****WSS**C-013</p> <p>JANE DOE<br/>123 MAIN STREET<br/>ANYWHERE, USA 99999-9999</p> | <p>ECR<br/>Bulk Rate<br/>U.S. Postage Paid<br/>ANYWHERE USA<br/>PERMIT #0</p> |
|-----------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|

“ECR *and* Bulk Rate” on Permit  
*and*  
“WSS or WSH” above address

|                                                                                         |                                                                              |
|-----------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| <p>JANE DOE<br/>123 MAIN STREET<br/>ANYWHERE, USA 99999-9999</p> <p>0427 (EB) 0.093</p> | <p>Presort Standard<br/>U.S. Postage Paid<br/>ANYWHERE USA<br/>PERMIT #0</p> |
|-----------------------------------------------------------------------------------------|------------------------------------------------------------------------------|

“Presort Standard” *or* “PRSRT STD” on Permit  
*and*  
“EB”, or “EH”, or “ES” on lower left corner

|                                                                                         |                                                                       |
|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------------|
| <p>JANE DOE<br/>123 MAIN STREET<br/>ANYWHERE, USA 99999-9999</p> <p>0427 (EB) 0.093</p> | <p>Bulk Rate<br/>U.S. Postage Paid<br/>ANYWHERE USA<br/>PERMIT #0</p> |
|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------------|

“Bulk Rate” on Permit  
*and*  
“EB”, or “EH”, or “ES” on lower left corner

**Hint: Find closest match**

# STANDARD, BULK RATE, AND NONPROFIT ORGANIZATION MAIL EXAMPLES

## 10. Standard, or Bulk Rate *and* AUTO, or AB, or AF, or AV, or AT

|                                                                                          |                                                                                |
|------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| <p>*****AUTO**C-013</p> <p>JANE DOE<br/>123 MAIN STREET<br/>ANYWHERE, USA 99999-9999</p> | <p>Presorted Standard<br/>U.S. Postage Paid<br/>ANYWHERE USA<br/>PERMIT #0</p> |
|------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|

“Presorted Standard” or “PRSRT STD” on Permit  
and  
“AUTO” above address

|                                                                                          |                                                                       |
|------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|
| <p>*****AUTO**C-013</p> <p>JANE DOE<br/>123 MAIN STREET<br/>ANYWHERE, USA 99999-9999</p> | <p>Bulk Rate<br/>U.S. Postage Paid<br/>ANYWHERE USA<br/>PERMIT #0</p> |
|------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|

“Bulk Rate” on Permit  
and  
“AUTO” above address

|                                                                                         |                                                                                |
|-----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| <p>JANE DOE<br/>123 MAIN STREET<br/>ANYWHERE, USA 99999-9999</p> <p>3219 (AB) 0.183</p> | <p>Presorted Standard<br/>U.S. Postage Paid<br/>ANYWHERE USA<br/>PERMIT #0</p> |
|-----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|

“Presorted Standard” or “PRSRT STD” on Permit  
and  
“AB”, or “AF”, or “AV”, “AT” on lower left corner

|                                                                                         |                                                                       |
|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------------|
| <p>JANE DOE<br/>123 MAIN STREET<br/>ANYWHERE, USA 99999-9999</p> <p>3219 (AB) 0.183</p> | <p>Bulk Rate<br/>U.S. Postage Paid<br/>ANYWHERE USA<br/>PERMIT #0</p> |
|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------------|

“Bulk Rate” on Permit  
and  
“AB”, or “AF”, or “AV”, “AT” on lower left corner

## 11. Standard, or STD

|                                                     |
|-----------------------------------------------------|
| <p>PRSRT STD<br/>U.S. POSTAGE<br/>PAID<br/>USAA</p> |
|-----------------------------------------------------|

“Presorted Std”  
on Stamp

|                                                                  |                                                                                                           |                                              |
|------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|----------------------------------------------|
| <p>JANE DOE<br/>123 MAIN STREET<br/>ANYWHERE, USA 99999-9999</p> | <p>STD</p> <table border="1"> <tr> <td> <p>U.S. POSTAGE<br/>PAID<br/>JAN<br/>999</p> </td> </tr> </table> | <p>U.S. POSTAGE<br/>PAID<br/>JAN<br/>999</p> |
| <p>U.S. POSTAGE<br/>PAID<br/>JAN<br/>999</p>                     |                                                                                                           |                                              |

“STD” left of Stamp

## 12. Standard Single Piece, or STD SNGLP, or SP

|                                                                                               |
|-----------------------------------------------------------------------------------------------|
| <p>JANE DOE<br/>123 MAIN STREET<br/>ANYWHERE, USA 99999-9999</p> <p>Standard Single piece</p> |
|-----------------------------------------------------------------------------------------------|

“Standard Single piece” in lower left corner

|                                                                                                                                                                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>JANE DOE<br/>123 MAIN STREET<br/>ANYWHERE, USA 99999-9999</p> <p>STD SNGLP </p> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

“STD SNGLP” left of Barcode

**Hint: Find closest match**

# Question Sheets

**DO NOT RECORD YOUR ANSWERS ON THE QUESTION SHEETS.**

These sheets contain the questions you answer about each mail piece. Record your answers on the corresponding answer sheets in the Household Diary for each day.

There is one color-coded question sheet for each type of mail. The colors refer to five (5) types of traditional mail and electronic communications, which is a sixth type.

1. Purple: Regular First-Class or Expedited Mail
2. Blue: Presorted Standard, Bulk Rate, or Non-profit Organization Mail
3. Peach: Unaddressed (no address label at all) Mail
4. Yellow: Magazines, Newspapers, or Other Periodicals
5. Green: Packages (received and sent)
6. Pink: Electronic Communications (received and sent)

Match up the color-coded question sheet with the corresponding answer sheet in the Household Diary. For detailed instructions on how to fill out the diary go to page 5 under the "Filling Out Diary" tab in this instruction booklet and review the photos on the Household Diary Quick Start Sheet.

**If you have any questions, call the hotline at:**

***1-888-643-USPS (8777)***

# Regular First-Class, Presorted First-Class or Expedited Mail Received

Purple

DO NOT RECORD YOUR ANSWERS HERE – USE ANSWER SHEET IN DIARY

**A. ENVELOPE OR POSTCARD:** Was the mail piece an envelope, postcard or catalog/flyer?

- |             |                  |
|-------------|------------------|
| 1. Envelope | 3. Catalog/Flyer |
| 2. Postcard |                  |

**B. ADDRESSEE:** Mail piece was addressed to . . .

- |                                                 |                                               |
|-------------------------------------------------|-----------------------------------------------|
| 1. Male head of household                       | 5. Child (under 18)                           |
| 2. Female head of household                     | 6. Whole family                               |
| 3. Male & Female head of household (Mr. & Mrs.) | 7. Other addressee: (Specify on Diary page 3) |
| 4. Other adult (18 and over)                    |                                               |

**C. ZIP CODE:** Was your zip code included in the address?

- |                             |                               |
|-----------------------------|-------------------------------|
| 1. Yes – five digits        | 3. No – zip code not included |
| 2. Yes – five digits + four |                               |

**D. BAR CODE:** Was a bar code printed on this mail piece?

- |                                                |                                               |
|------------------------------------------------|-----------------------------------------------|
| 1. Yes – directly above or below the address   | 4. Yes – lower right corner and inside window |
| 2. Yes – inside window anyplace on mail piece  | 5. Yes – someplace else                       |
| 3. Yes – on lower right corner (not in window) | 6. No bar code                                |

**E. SENDER ZIP:** Was the zip code included in the return address?

- |                             |                               |
|-----------------------------|-------------------------------|
| 1. Yes – five digits        | 3. No – zip code not included |
| 2. Yes – five digits + four | 4. No return address          |

**F. CLASS:** Mail Classification (Could have multiple classifications) [SEE MAIL MARKINGS TAB]

- |                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Regular First-Class<br>2. Presorted First-Class or Presorted, or FP<br>3. AUTO<br>4. AB, or AF, or AT, or AV<br>5. AUTOOCR, or AC<br>6. Single Piece, or SNGLP, or SP<br>7. Special Delivery<br>8. Certified<br>9. Registered<br>10. Insured<br>11. Mail from outside the US | 12. Mailgram<br>13. Government Mail with Official Signature (FRANKED)<br>14. Government Mail with Eagle (PENALTY)<br><i>Expedited Mail: (Not packages – record packages on Diary page 12)</i><br>15. Express Mail<br>16. Priority Mail<br>17. Airborne<br>18. Federal Express<br>19. UPS (United Parcel Service)<br>20. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day) |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**G. MAIL TYPE:** Type of Mail (Write in only one number for each mail piece)

**Friend or Relative:**

1. Holiday/Seasons Greeting Card
2. Other Greeting Cards (Birthday, Sympathy, Thank you)
3. Invitation
4. Letter from friend or relative
5. Announcement (Birth, Marriage, etc)
6. Other personal: (Specify on Diary page 3)

**IF YOU ANSWERED 1 - 6: → SKIP TO Q**

**Social/Charitable/Political/Nonprofit:**

7. Announcement/Meeting Notice/Invitation
8. Request for Donation
9. Confirmation or Thank you for donation
10. Bill (For Business/Government bills record code 15)
11. Other social etc.: (Specify on Diary page 3)

**Business or Government:**

12. Advertising/Promotional/Sales materials only (No bills)
13. Notice or confirmation of order
14. Credit card statement/bill
15. Bill/Invoice/Premium notice
16. Financial statement
17. Payment or other check/Money order/Credit (No rebate)
18. Rebate received in response to coupon submitted
19. Holiday/Greeting/Thank You Card/from a business
20. Business Invitation/Announcement (Not sales)
21. Other business/government.: (Specify on Diary page 3)

**H. SENDER TYPE:** What type of industry did the mail piece come from? *(If not from Friend/Relative)*

**Financial**

1. Credit Card (Visa, American Express, etc.)
2. Bank, Savings & Loan, Credit Union, Loan Co., etc.
3. Securities broker/Company (Stockbroker)
4. Money market (not with broker or bank)
5. Insurance company
6. Real estate/Mortgage
7. Other financial: *(Specify on Diary page 3)*

**Merchants:**

8. Department/discount store
9. Mail order company
10. Other store (jewelry, shoes, clothes, hardware, etc.)
11. Publisher (newspapers, books, magazines)
12. Land promotion company
13. Other merchants: *(Specify on Diary page 3)*

**Services:**

14. Telephone/Long distance company
15. Electric/Gas/Water/Utility company
16. Medical (doctor, dentist, hospital, not insurance co.)
17. Other professional (lawyer, accountant, engineer, etc.)
18. Leisure/entertainment service (travel agent, hotel, etc.)
19. Cable TV related
20. Computer related
21. Other services: *(Specify on Diary page 3)*

**Manufacturers:**

22. All manufacturers

**Government:**

23. Federal (social security, veterans administration, IRS)
24. State and Local

**Social/Charitable/Political/Nonprofit:**

25. All Social/Charitable/Political/Nonprofit organizations

**I. RETURN ENV.:** Was a return envelope or card included?

1. Yes – pre-stamped or postage paid
2. Yes – needs a stamp
3. No return envelope or card included → **SKIP TO K**

**J. RETURN ZIP:** Did the address on the return envelope or card include a zip code?

1. Yes – five digits
2. Yes – five digits + four
3. No – zip code not included

**K. ADVERTISING:** Was any advertising or promotional material enclosed?

1. Yes
2. No → **SKIP TO Q**

**L. READING:** Was the mail piece . . . *(Write in one number only)*

1. Read by a member of the household
2. Read by more than one member of the household
3. Looked at but not read by any member of household
4. Discarded without being read
5. Set aside for reading later

**M. REACTION:** Would this mail piece be described as . . .

1. Useful information we like to receive
2. Interesting or enjoyable, but not useful
3. Neither interesting, enjoyable, nor useful
4. Objectionable

**N. HOW ORDER:** How could the item(s) or service(s) be ordered? *(Write in all that apply)*

1. Mail
2. Phone
3. In-person
4. Fax
5. Internet

**O. RESPONSE:** Is anyone in your household considering responding to the advertisement?

1. Yes
2. No → **SKIP TO Q**
3. Maybe

**P. HOW RESPOND:** How would the response most likely be made?

1. Mail
2. Phone
3. In-person
4. Fax
5. Internet
6. Other: *(Specify on Diary page 3)*

**Q. ARRIVAL TIME:** The mail piece . . .

1. Arrived on day needed → **GO TO NEXT MAIL PIECE**
2. Arrived earlier than needed → **GO TO NEXT MAIL PIECE**
3. Not expected to arrive → **GO TO NEXT MAIL PIECE**
4. Arrived late

**R. ARRIVED LATE:** If the mail piece arrived late, was it . . .

1. Mailed late
2. Not mailed late
3. Don't know when mailed

# Mail Sent

(If Package: Record on Diary page 12)

DO NOT RECORD YOUR ANSWERS HERE – USE ANSWER SHEET IN DIARY

## A. ENVELOPE OR POSTCARD: Was the mail piece an envelope or a postcard?

1. Envelope
2. Postcard

## B. CLASS: Mail Classification

1. Regular First-Class
2. Mail to outside the US
3. Special Delivery
4. Certified – receipt requested
5. Certified – receipt not requested
6. Registered
7. Mailgram

**Expedited Mail:** (Not packages – record packages on Diary page 12)

8. Express Mail
9. Priority Mail
10. Airborne
11. Federal Express
12. UPS (United Parcel Service)

13. Other classification: (Specify on Diary page 5)

## C. MAIL TYPE: Type of Mail (Write in only one number for each mail piece)

### Friend or Relative:

1. Holiday/Seasons Greeting Card
2. Other Greeting Cards (Birthday, Sympathy, Thank you)
3. Invitation
4. Letter to friend or relative
5. Announcement (Birth, Marriage, etc)
6. Other personal: (Specify on Diary page 5)

### Social/Charitable/Political/Nonprofit:

11. Donation
12. Inquiry
13. Letter
14. Other social etc.: (Specify on Diary page 5)

IF YOU ANSWERED 1 - 6: → SKIP TO J

### Business or Government:

7. Order
8. Inquiry
9. Payment
10. Other business./govmnt.: (Specify on Diary page 5)

## D. ADDRESSEE TYPE: What type of industry did you send the mail piece to? (If not to friend/relative)

### Financial:

1. Credit Card (Visa, American Express, etc.)
2. Bank, Savings & Loan, Credit Union, Loan Co., etc.
3. Securities broker/Company (Stockbroker)
4. Money market (not with broker or bank)
5. Insurance company
6. Real estate/Mortgage
7. Other financial: (Specify on Diary page 5)

### Merchants:

8. Department/discount store
9. Mail order company
10. Other store (jewelry, shoes, clothes, hardware, etc.)
11. Publisher (newspapers, books, magazines)
12. Land promotion company
13. Other merchants: (Specify on Diary page 5)

### Services:

14. Telephone/Long distance company
15. Electric/Gas/Water/Utility company
16. Medical (doctor, dentist, hospital, not insurance co.)
17. Other professional (lawyer, accountant, engineer, etc.)
18. Leisure/entertainment service (travel agent, hotel, etc.)
19. Cable TV related
20. Computer related
21. Other services: (Specify on Diary page 5)

### Manufacturers:

22. All manufacturers

### Government:

23. Federal (social security, veterans administration, IRS)
24. State and Local

### Social/Charitable/Political/Nonprofit:

25. All Social/Charitable/Political/Nonprofit organizations

More questions on back of page →

**E. AD RESPONSE:** Was the mail piece sent in response to advertising or solicitation for funds?

1. Yes
2. No → **SKIP TO G**

**F. AD MATERIAL:** Was the advertising/promotional/solicitation material . . .

1. Received in mail (not in magazine)
2. Seen in magazine
3. Seen in newspaper
4. Seen on Television
5. Heard on radio
6. Received over telephone
7. Other advertising: *(Specify on Diary page 5)*

**G. RETURN ENV.:** Did you use your own envelope or card?

1. Yes → **SKIP TO J**
2. No – a mailing envelope or card was provided

**H. BAR CODE:** Was a bar code printed on the envelope or card? 

1. Yes
2. No

**I. POSTAGE TYPE:** What type of postage was on the envelope or card?

1. Business reply mail → **SKIP TO K**
2. Regular postage stamp → **SKIP TO K**
3. Meter stamp → **SKIP TO K**
4. Other: *(Specify on Diary page 5)* → **SKIP TO K**
5. No postage at all

**J. POSTAGE \$:** How much postage did you pay?

1. 20 cents
2. 33 cents
3. More than 33 cents
4. Other: *(Specify on Diary page 5)*

**K. ZIP CODE:** Was the zip code included in the address?

1. Yes – five digits
2. Yes – five digits + four
3. No – zip code not included

**L. PO BOX:** Was the mail piece sent to a PO Box?

1. Yes
2. No

**M. RETURN ZIP:** Was your zip code included in the return address?

1. Yes – five digits
2. Yes – five digits + four
3. No – zip code not included
4. No return address included

**Blue**

**Presorted Standard, Bulk Rate or Nonprofit Organization Mail Received**  
**(If Package: Record on Diary page 12)**

DO NOT RECORD YOUR ANSWERS HERE – USE ANSWER SHEET IN DIARY

**A. ADDRESSEE:** Mail piece was addressed to . . .

1. Specific member(s) of the household
2. "Occupant", "resident", "postal patron", with or without street address

**B. ZIP CODE:** Was your zip code included in the address?

1. Yes – five digits
2. Yes – five digits + four
3. No – zip code not included

**C. BAR CODE:** Was a bar code printed on this mail piece? 

1. Yes – directly above or below the address
2. Yes – inside window anyplace on mail piece
3. Yes – on lower right corner (*not in window*)
4. Yes – lower right corner and inside window
5. Yes – someplace else
6. No bar code

**D. SENDER ZIP:** Was the zip code included in the return address?

1. Yes – five digits
2. Yes – five digits + four
3. No – zip code not included
4. No return address

**E. CLASS:** Mail Classification (*Mail piece could have multiple classifications*)

*To help classify your mail Look at markings in top right right-hand corner, above or below the address and inside a window of an envelope.*

**Nonprofit Organization:**

1. Nonprofit, or FD, or BA
2. Nonprofit and AUTOOCR, or CP or ECRLT
3. Nonprofit and Carrier Route Presort, or CAR-RT SORT
4. Nonprofit and ECRWSH, or ECRWSS, or ST, or WS
5. Nonprofit and AUTO, or BB, or TB, or ZB, or ZN, or ZP

**Presorted Standard, or Bulk Rate:**

6. Bulk Rate, or BLK RT, or RB, or RA
7. Presorted Standard, or Bulk Rate and AUTOOCR, or EA
8. Presorted Standard, or Bulk Rate and Carrier Route Presort, or CAR-RT SORT
9. Presorted Standard, or Bulk Rate and ECRLT, or ECRWSH, or ECRWSS, or EB, or EH, or ES
10. Presorted Standard, or Bulk Rate and AUTO, or AB, or AF, or AV, or AT
11. Presorted Standard, or STD
12. Standard Single Piece, or STD SNGLP, or SP
13. Can't classify type: (*Please mark & place in envelope along with other mail pieces for this day*)

**F. MAIL TYPE:** Was mail piece . . . (*Write in only one number for each mail piece*)

1. In letter size envelope
2. In envelope larger than letter size (*not catalog*)
3. Catalog in envelope
4. Catalog not in envelope
5. Detached label postcard
6. Postcard
7. Addressed Flyers/Circulars/Folded piece (*no envelope*)
8. Newspapers/Magazines/Newsletters
9. Can't classify type: (*Please mark & place in envelope along with other mail pieces for this day*)

**IF PACKAGE: RECORD ON DIARY PAGE 12**

**G. COUPONS:** Did the mail piece contain coupons?

1. Yes
2. No

**H. MULTIPLE:** Did the mail piece contain . . .

1. Material from one organization only
2. Material from several organizations → **SKIP TO K**

**More questions on back of page →**

**I. SENDER TYPE:** What type of industry did the mail piece come from? *(If not personal)*

**Financial**

1. Credit Card (Visa, American Express, etc.)
2. Bank, Savings & Loan, Credit Union, Loan Co., etc.
3. Securities broker/Company (Stockbroker)
4. Money market (not with broker or bank)
5. Insurance company
6. Real estate/Mortgage
7. Other financial: *(Specify on Diary page 7)*

**Merchants:**

8. Supermarket/Grocery store
9. Department/discount store
10. Mail order company
11. Other store (jewelry, shoes, clothes, hardware, etc.)
12. Publisher (newspapers, books, magazines)
13. Land promotion company
14. Other merchants: *(Specify on Diary page 7)*

**Services:**

15. Telephone/Long distance company
16. Electric/Gas/Water/Utility company
17. Medical (doctor, dentist, hospital, not insurance co.)

**Services cont.:**

18. Other professional (lawyer, accountant, engineer, etc.)
19. Leisure/entertainment service (travel agent, hotel, etc.)
20. Cable TV related
21. Computer related
22. Other services: *(Specify on Diary page 7)*

**Manufacturers:**

23. All manufacturers

**Government:**

24. Federal (social security, veterans administration, IRS)
25. State and Local

**Social/Charitable/Political/Nonprofit:**

26. Union or professional organization
27. Church
28. Veterans (VFW)
29. Educational
30. Charities
31. Political campaign
32. Other Social: *(Specify on Diary page 7)*

**J. FAMILIARITY:** Was this mail piece from an organization someone in household . . .

1. Does or has done business with
2. Knows, but no one does business with
3. Organization no one in household knows

**K. RETURN ENV.:** Was a return envelope or card included?

1. Yes – pre-stamped or postage paid
2. Yes – needs a stamp
3. No return envelope or card included → **SKIP TO M**

**L. RETURN ZIP:** Did the address on the return envelope or card include a zip code?

1. Yes – five digits
2. Yes – five digits + four
3. No – zip code not included

**M. READING:** Was the mail piece . . . *(Write in one number only)*

1. Read by a member of the household
2. Read by more than one member of the household
3. Looked at but not read by any member of household
4. Discarded without being read
5. Set aside for reading later

**N. REACTION:** Would this mail piece be described as . . .

1. Useful information we like to receive
2. Interesting or enjoyable, but not useful
3. Neither interesting, enjoyable, nor useful
4. Objectionable

**O. ADVERTISING:** Did this mail piece contain . . .

1. Advertisement for item(s) or service(s) to be purchased
2. Solicitation for funds → **SKIP TO Q**
3. Other: *(Specify on Diary page 7)* → **GO TO NEXT MAIL PIECE**
4. Did not contain anything → **GO TO NEXT MAIL PIECE**

**P. HOW ORDER:** How could the item(s) or service(s) be ordered? *(Write in all that apply)*

1. Mail
2. Phone
3. In-person
4. Fax
5. Internet

**Q. RESPONSE:** Is anyone in your household considering responding to the advertisement/solicitation?

1. Yes
2. No → **GO TO NEXT MAIL PIECE**
3. Maybe

**R. HOW RESPOND:** How would the response most likely be made?

1. Mail
2. Phone
3. In-person
4. Fax
5. Internet
6. Other: *(Specify on Diary page 7)*

# Unaddressed Material Received

DO NOT RECORD YOUR ANSWERS HERE – USE ANSWER SHEET IN DIARY

## A. COUPONS: Did the mail piece contain coupons?

1. Yes
2. No

## B. SAMPLES: Did the mail piece contain a product sample?

1. Yes
2. No

## C. SENDER TYPE: What type of industry did the mail piece come from?

### Financial

1. Credit Card (Visa, American Express, etc.)
2. Bank, Savings & Loan, Credit Union, Loan Co., etc.
3. Securities broker/Company (Stockbroker)
4. Money market (not with broker or bank)
5. Insurance company
6. Real estate/Mortgage
7. Other financial: (Specify on Diary page 9)

### Merchants:

8. Supermarket/Grocery store
9. Department/discount store
10. Mail order company
11. Other store (jewelry, shoes, hardware, etc.)
12. Publisher (newspapers, books, magazines)
13. Land promotion company
14. Other merchants: (Specify on Diary page 9)

### Services:

15. Telephone/Long distance company
16. Electric/Gas/Water/Utility company
17. Medical (doctor, dentist, hospital, not insurance co.)

### Services cont.:

18. Other professional (lawyer, accountant, engineer, etc.)
19. Leisure/entertainment service (travel agent, hotel, etc.)
20. Cable TV related
21. Computer related
22. Other services: (Specify on Diary page 9)

### Manufacturers:

23. All manufacturers

### Government:

24. Federal (social security, veterans administration, IRS)
25. State and Local

### Social/Charitable/Political/Nonprofit:

26. Union or professional organization
27. Church
28. Veterans
29. Educational
30. Charities
31. Political campaign
32. Other Social: (Specify on Diary page 9)

## D. FAMILIARITY: Was this mail piece from an organization someone in household . . .

1. Does or has done business with
2. Knows, but no one does business with
3. Organization no one in household knows

## E. READING: Was the mail piece . . . (Write in one number only)

1. Read by a household member
2. Read by more than one household member
3. Looked at but not read by any household member
4. Discarded without being read
5. Set aside for reading later

## F. REACTION: Would this mail piece be described as . . .

1. Useful information we like to receive
2. Interesting or enjoyable, but not useful
3. Neither interesting, enjoyable, nor useful
4. Objectionable

# Magazines, Newspapers, or Other Periodicals Received

(Record only if delivered by the United States Postal Service)

DO NOT RECORD YOUR ANSWERS HERE – USE ANSWER SHEET IN DIARY

**A. TYPE:** This periodical is . . .

- |                     |                                                 |
|---------------------|-------------------------------------------------|
| 1. Daily newspaper  | 5. Monthly magazine                             |
| 2. Weekly newspaper | 6. Other magazine                               |
| 3. Other newspaper  | 7. Other periodical: (Specify on Diary page 11) |
| 4. Weekly magazine  |                                                 |

**B. SENDER TYPE:** Was the periodical from . . .

- |                            |                                                               |
|----------------------------|---------------------------------------------------------------|
| 1. Union                   | 5. Educational organization                                   |
| 2. Religious organization  | 6. Professional organization – someone in household is member |
| 3. Veterans' organization  | 7. Any other publisher or organization                        |
| 4. Charitable organization |                                                               |

**C. SUBSCRIPTION:** Type of subscription?

- |                                           |                                                   |
|-------------------------------------------|---------------------------------------------------|
| 1. Paid - ordered by household member     | 4. Free - came with membership                    |
| 2. Free - ordered by household member     | 5. Gift subscription from a friend or relative    |
| 3. Free – not ordered by household member | 6. Other subscription: (Specify on Diary page 11) |

**D. ZIP CODE:** Was your zip code included in the address?

- |                             |                               |
|-----------------------------|-------------------------------|
| 1. Yes – five digits        | 3. No – zip code not included |
| 2. Yes – five digits + four |                               |

**E. BAR CODE:** Was a bar code printed on this mail piece? 

1. Yes
2. No

**F. ARRIVAL TIME:** The mail piece . . .

- |                                  |                                                  |
|----------------------------------|--------------------------------------------------|
| 1. Arrived earlier than expected | 3. Arrived later than expected                   |
| 2. Arrived on day expected       | 4. Was not expected to arrive on any special day |

**G. DELIVERY:** This periodical . . .

- |                                                            |                                                            |
|------------------------------------------------------------|------------------------------------------------------------|
| 1. Could arrive later & not cause difficulty/inconvenience | 4. Arrives so late that it causes difficulty/inconvenience |
| 2. Comes on the proper day and shouldn't come any later    | 5. Delivery date is not important                          |
| 3. Doesn't have a regular delivery day                     | 6. Other delivery need: (Specify on Diary page 11)         |

# Package or Product Sample Received

DO NOT RECORD YOUR ANSWERS HERE – USE ANSWER SHEET IN DIARY

## A. FROM: Was the package from . . .

- |                                             |                                 |
|---------------------------------------------|---------------------------------|
| 1. Friend or relative                       | 4. Business – for other reasons |
| 2. Business – ordered by household member   | 5. Unsolicited sample           |
| 3. Business – ordered by friend or relative |                                 |

## B. ADDRESS: Was the address on the package . . .

1. Correct
2. Incorrect

## C. ZIP CODE: Did the address include a zip code?

- |                             |                               |
|-----------------------------|-------------------------------|
| 1. Yes – five digits        | 3. No – zip code not included |
| 2. Yes – five digits + four |                               |

## D. BAR CODE: Was a bar code printed on the package?

1. Yes
2. No

## E. RETURN ZIP: Did the return address include a zip code?

- |                             |                               |
|-----------------------------|-------------------------------|
| 1. Yes – five digits        | 3. No – zip code not included |
| 2. Yes – five digits + four | 4. No return address included |

## F. DELIVERY: Package was delivered/handled by . . .

- |                                 |                                                     |
|---------------------------------|-----------------------------------------------------|
| 1. United States Postal Service | 8. Emery Air Freight                                |
| 2. UPS Next Day Air             | 9. Airborne Overnight                               |
| 3. UPS Second Day Air           | 10. Airborne Second Day                             |
| 4. UPS Third Day Select         | 11. DHL                                             |
| 5. UPS Ground Service           | 12. Roadway                                         |
| 6. Federal Express Overnight    | 13. Other delivery type: (Specify on Diary page 13) |
| 7. Federal Express Second Day   |                                                     |
- IF YOU ANSWERED 2 - 13: → SKIP TO I**

## G. CLASS: Package Classification

- |                                                      |                                                                                                 |
|------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| 1. First-Class                                       | 8. Nonprofit                                                                                    |
| 2. Priority                                          | 9. Nonprofit Enhanced Carrier Route                                                             |
| 3. Express Mail                                      | 10. Bound Printed Matter, or CATALOG, or CATALOG RATE                                           |
| 4. Standard or Bulk Rate                             | 11. Special Standard Mail                                                                       |
| 5. Standard or Bulk Rate Enhanced Carrier Route      | 12. Library Rate or Library Mail                                                                |
| 6. Parcel Post, or Bulk Rate Parcel Post, or Bulk PP | 13. Package received from outside the US                                                        |
| 7. DBMC Parcel Post or DBMC PP (to Bulk Mail Center) | 14. Can't classify: (Please mark & place in envelope along with other mail pieces for this day) |

## H. SPECIAL SERVICES: Did your package have any of the following special services? (Write in all that apply)

- |                                      |                                      |
|--------------------------------------|--------------------------------------|
| 1. Special Handling                  | 6. Insured                           |
| 2. Special Delivery                  | 7. C.O.D.                            |
| 3. Certified – receipt requested     | 8. No special services               |
| 4. Certified – receipt not requested | 9. Other: (Specify on Diary page 13) |
| 5. Registered                        |                                      |

**More questions on back of page →**

**I. SENDER TYPE:** What type of industry did the package come from? *(If not personal)*

**Financial:**

1. Credit Card (Visa, American Express, etc.)
2. Bank, Savings & Loan, Credit Union, Loan Co., etc.
3. Securities broker/Company (Stockbroker)
4. Money market (not with broker or bank)
5. Insurance company
6. Real estate/Mortgage
7. Other financial: *(Specify on Diary page 13)*

**Merchants:**

8. Supermarket/Grocery store
9. Department/discount store
10. Mail order company
11. Other store (jewelry, shoes, clothes, hardware, etc.)
12. Publisher (newspapers, books, magazines)
13. Land promotion company
14. Other merchants: *(Specify on Diary page 13)*

**Services:**

15. Telephone/Long distance company
16. Electric/Gas/Water/Utility company
17. Medical (doctor, dentist, hospital, not insurance co.)

**Services cont.:**

18. Other professional (lawyer, accountant, engineer, etc.)
19. Leisure/entertainment service (travel agent, hotel, etc.)
20. Cable TV related
21. Computer related
22. Other services: *(Specify on Diary page 13)*

**Manufacturers:**

23. All manufacturers

**Government:**

24. Federal (social security, veterans administration, IRS)
25. State and Local

**Social/Charitable/Political/Nonprofit:**

26. Union or professional organization
27. Church
28. Veterans
29. Educational
30. Charities
31. Political campaign
32. Other Social: *(Specify on Diary page 13)*

**J. CONTENTS:** Did this package contain . . . *(Write in all that apply)*

1. Book(s)
2. Cassette or video tape(s), or compact disc(s)
3. Gift or other item from friend or relative
4. Item ordered from catalog
5. Item ordered from store
6. Other type of mail order merchandise
7. Unsolicited samples or advertising
8. Invoice
9. Catalog
10. Telephone book
11. Other contents: *(Specify on Diary page 13)*

**K. PKG CONDITION:** Did the package . . .

1. Look all right before opening
2. Look damaged before opening

**L. CONDITION:** The contents were . . .

1. Not damaged
2. Damaged *(Please describe on Diary page 13)*

# Package Sent

Green

DO NOT RECORD YOUR ANSWERS HERE – USE ANSWER SHEET IN DIARY

**A. ADDRESSEE:** Was the package to . . .

1. Friend or relative
2. Business

**B. ZIP CODE:** Was their zip code included in the address?

1. Yes – five digits
2. Yes – five digits + four
3. No – zip code not included

**C. RETURN ZIP:** Was your zip code included in the return address?

1. Yes – five digits
2. Yes – five digits + four
3. No – zip code not included
4. No return address included

**D. DELIVERY:** Package was delivered/handled by . . .

- |                                 |                                                     |
|---------------------------------|-----------------------------------------------------|
| 1. United States Postal Service | 8. Emery Air Freight                                |
| 2. UPS Next Day Air             | 9. Airborne Overnight                               |
| 3. UPS Second Day Air           | 10. Airborne Second Day                             |
| 4. UPS Third Day Select         | 11. DHL                                             |
| 5. UPS Ground Service           | 12. Roadway                                         |
| 6. Federal Express Overnight    | 13. Other delivery type: (Specify on Diary page 13) |
| 7. Federal Express Second Day   |                                                     |
- IF YOU ANSWERED 2 - 13: → SKIP TO G

**E. CLASS:** Package Classification (*Write in all that apply*)

- |                               |                                              |
|-------------------------------|----------------------------------------------|
| 1. First-Class (up to 11ozs.) | 5. Special Standard Mail                     |
| 2. Standard (over 11ozs.)     | 6. Parcel Post                               |
| 3. Priority                   | 7. Mail sent outside the US                  |
| 4. Express Mail               | 8. None of these: (Specify on Diary page 13) |

**F. SPECIAL SVCS:** Did your package have any of the following special services? (*Write in all that apply*)

- |                                      |                                      |
|--------------------------------------|--------------------------------------|
| 1. Special Handling                  | 6. Insured                           |
| 2. Special Delivery                  | 7. C.O.D.                            |
| 3. Certified – receipt requested     | 8. No special services               |
| 4. Certified – receipt not requested | 9. Other: (Specify on Diary page 13) |
| 5. Registered                        |                                      |

**G. DISTANCE:** How far away did you send your package?

*Inside the United States:*

- |          |                              |
|----------|------------------------------|
| 1. Local | 5. 301 to 600 miles          |
|          | 6. 601 to 1,000 miles        |
|          | 7. 1,001 to 1,400 miles      |
|          | 8. 1,401 to 1,800 miles      |
|          | 9. More than 1,800 miles     |
|          | 10. Out of the United States |

*Out of town:*

2. 50 miles or less
3. 51 to 150 miles
4. 151 to 300 miles

**H. CONTENTS:** Did this package contain . . . (*Write in all that apply*)

- |                                                  |                                               |
|--------------------------------------------------|-----------------------------------------------|
| 1. Book(s)                                       | 5. Toys                                       |
| 2. Cassette or video tape(s), or compact disc(s) | 6. Household items                            |
| 3. Clothing                                      | 7. Other contents: (Specify on Diary page 13) |
| 4. Food                                          |                                               |

**I. REASON:** Why did you send this package . . .

- |                                                  |                                             |
|--------------------------------------------------|---------------------------------------------|
| 1. Gift or other item sent to friend or relative | 3. Returning unsolicited merchandise        |
| 2. Returning merchandise ordered                 | 4. Other reason: (Specify on Diary page 13) |

# Electronic Communication Received *and* Sent

DO NOT RECORD YOUR ANSWERS HERE -- USE ANSWER SHEET IN DIARY

## A. DIRECTION: Electronic communications was ...

1. Sent (outbound)
2. Received (inbound)

## B. WHO: Age of person in your household who either sent or received this communication?

- |                 |            |
|-----------------|------------|
| 1. Less than 18 | 6. 45-54   |
| 2. 18-21        | 7. 55-64   |
| 3. 22-24        | 8. 65-69   |
| 4. 25-34        | 9. Over 70 |
| 5. 35-44        |            |

## C. TYPE: What type of electronic communication was it? (Write in only one number for each)

### Friend or Relative:

1. E-mail
2. Greeting Card (Birthday, Sympathy, Thank you)
3. Holiday/Seasons Greeting Card
4. Other: (Specify on Diary page 15)

IF YOU ANSWERED 1-4: → GO TO NEXT ELECTRONIC COMMUNICATION

### Business or Government:

5. Advertising/Promotional/Sales materials only (No bills)
6. Notice or confirmation of order
7. Credit card statement/bill

### Business or Government cont.:

8. Bill/ Invoice/ Premium notice
9. Financial statement
10. Other: (Specify on Diary page 15)

### Social/Charitable/Political/Nonprofit:

11. Announcement/Meeting Notice/Invitation
12. Request for Donation
13. Confirmation or Thank you for donation
14. All Other Social/Charitable/Political/Nonprofit orgs.

## D. TO/FROM: What type of industry was the communication to/from? (If not to/from friend or relative)

### Financial:

1. Credit Card (Visa, American Express, etc.)
2. Bank, Savings & Loan, Credit Union, Loan Co., etc.
3. Securities broker/Company (Stockbroker)
4. Money market (not with broker or bank)
5. Insurance company
6. Real estate/Mortgage
7. Other financial: (Specify on Diary page 15)

### Merchants:

8. Department or discount store
9. Grocery store
10. Specialty store (clothes, flowers, art, computer, etc.)
11. Publisher (newspapers, books, magazines)
12. Realtor/ Land promotion company
13. Other merchants

### Services:

14. Telephone/Long distance company
15. Electric/Gas/Water/Utility company
16. Medical (doctor, dentist, hospital, not insurance co.)
17. Other professional (lawyer, accountant, engineer, etc.)
18. Leisure/entertainment service (travel agent, hotel, etc.)
19. Cable TV related
20. Computer or Internet-related
21. Other services: (Specify on Diary page 15)

### Manufacturers:

22. All manufacturers

### Government:

23. Federal (social security, veterans administration, IRS)
24. State and Local

### Social/Charitable/Political/Nonprofit:

25. Educational
26. All Other Social/Charitable/Political/Nonprofit orgs.

## E. WHY: Was the communication a response to advertising?

1. No → GO TO NEXT QUESTION

Yes → Which kind?

2. Internet advertising
3. Television advertising

4. Radio advertising

5. Direct mail advertising
6. E-mail advertising

7. Other advertising: (Specify on Diary page 15)

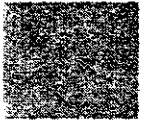
More questions on back of page →

**F. PURCHASE:** Did or will this result in a purchase of merchandise?

1. Yes
2. No → GO TO NEXT ELECTRONIC COMMUNICATION

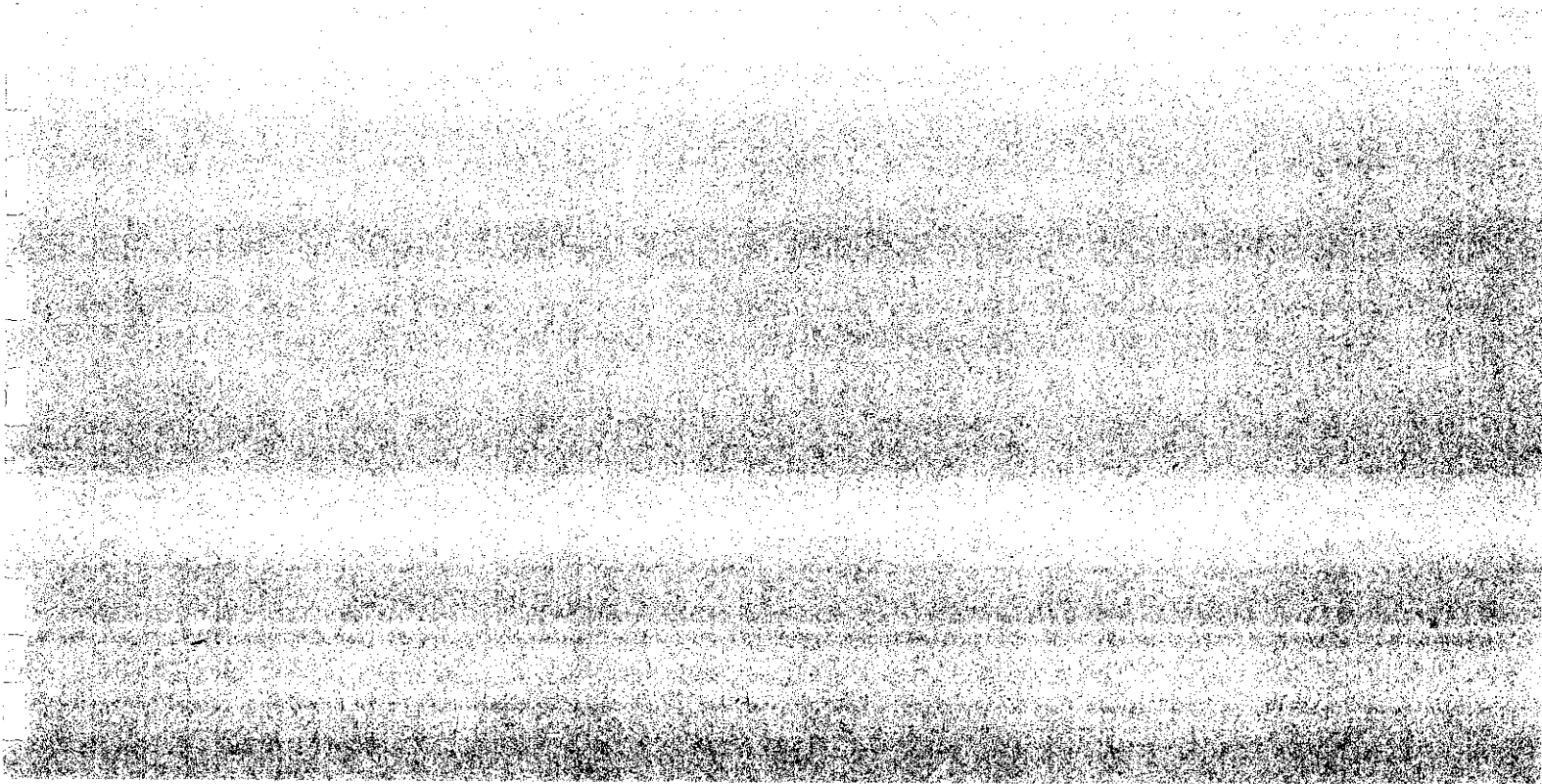
**G. DELIVERY:** Was or will the merchandise be delivered by . . .

- |                                 |                                                            |
|---------------------------------|------------------------------------------------------------|
| 1. United States Postal Service | 9. Airborne Overnight                                      |
| 2. UPS Next Day Air             | 10. Airborne Second Day                                    |
| 3. UPS Second Day Air           | 11. DHL                                                    |
| 4. UPS Third Day Select         | 12. Roadway                                                |
| 5. UPS Ground Service           | 13. E-mail                                                 |
| 6. Federal Express Overnight    | 14. Download from the internet                             |
| 7. Federal Express Second Day   | 15. Other delivery type: <i>(Specify on Diary page 15)</i> |
| 8. Emery Air Freight            |                                                            |



## Appendix B2: Diary Package

*Diary*





# HOUSEHOLD DIARY

*Use with Question Sheets  
found in Household Diary Instruction Booklet*

# MONDAY

*This Diary is for:*

*Thank You!*



**No Mail/Packages Sent or Received Today:** → ☐ **CHECK  
HERE**

**Mail Received Monday: \_\_\_\_\_ Total #**

Record the total received above and then record under each of the 6 groups.

**1. Regular First-Class, Presorted First-Class or Expedited:**

|                |       |                               |   |                                          |
|----------------|-------|-------------------------------|---|------------------------------------------|
| Envelopes:     | _____ | Total # received              | } | <b>USE DIARY<br/>PAGE 2<br/>(PURPLE)</b> |
| Postcards:     | _____ | Total # received              |   |                                          |
| Catalog/Flyer: | _____ | Total # received              |   |                                          |
| Errors:        | _____ | # Wrong address, right person | } | <b>DO NOT<br/>RECORD IN<br/>DIARY</b>    |
|                | _____ | # Right address, wrong person |   |                                          |
|                | _____ | # Wrong address, wrong person |   |                                          |

**2. Presorted Standard, Bulk Rate, or Nonprofit Organization:**

\_\_\_\_\_ Total # received → **USE DIARY PAGE 6 (BLUE)**

**3. Unaddressed Material:**

\_\_\_\_\_ Total # received → **USE DIARY PAGE 8 (PEACH)**

**4. Magazines, Newspapers, or Other Periodicals:**

\_\_\_\_\_ Total # received → **USE DIARY PAGE 10 (YELLOW)**

**5. Packages or Product Samples:**

\_\_\_\_\_ Total # received → **USE DIARY PAGE 12 (GREEN)**

**6. Electronic Communications: (non work-related)**

E-mail: \_\_\_\_\_ Total # → **USE DIARY PAGE 14 (PINK)**

On-line shopping: \_\_\_\_\_ Total # → **USE DIARY PAGE 14 (PINK)**

Other: \_\_\_\_\_ Total # → **USE DIARY PAGE 14 (PINK)**

**Mail Sent Monday: \_\_\_\_\_ Total #**

Envelopes: \_\_\_\_\_ Total # sent → **USE DIARY PAGE 4 (PURPLE)**

Postcards: \_\_\_\_\_ Total # sent → **USE DIARY PAGE 4 (PURPLE)**

Packages: \_\_\_\_\_ Total # sent → **USE DIARY PAGE 12 (GREEN)**

# Regular First-Class, Presorted First-Class or Expedited Received

## Mail Piece:

|                         | Code: | #1 | #2 | #3 | #4 | #5 | #6 | #7 | #8 | #9 | #10 | #11 | #12 |
|-------------------------|-------|----|----|----|----|----|----|----|----|----|-----|-----|-----|
| A. ENVELOPE OR POSTCARD | 1-3   |    |    |    |    |    |    |    |    |    |     |     |     |
| B. ADDRESSEE            | 1-7   |    |    |    |    |    |    |    |    |    |     |     |     |
| C. ZIP CODE             | 1-3   |    |    |    |    |    |    |    |    |    |     |     |     |
| D. BAR CODE             | 1-6   |    |    |    |    |    |    |    |    |    |     |     |     |
| E. SENDER ZIP           | 1-4   |    |    |    |    |    |    |    |    |    |     |     |     |
| F. CLASS                | 1-20  |    |    |    |    |    |    |    |    |    |     |     |     |
| G. MAIL TYPE            | 1-21  |    |    |    |    |    |    |    |    |    |     |     |     |
| H. SENDER TYPE          | 1-25  |    |    |    |    |    |    |    |    |    |     |     |     |
| I. RETURN ENV.          | 1-3   |    |    |    |    |    |    |    |    |    |     |     |     |
| J. RETURN ZIP           | 1-3   |    |    |    |    |    |    |    |    |    |     |     |     |
| K. ADVERTISING          | 1-2   |    |    |    |    |    |    |    |    |    |     |     |     |
| L. READING              | 1-5   |    |    |    |    |    |    |    |    |    |     |     |     |
| M. REACTION             | 1-4   |    |    |    |    |    |    |    |    |    |     |     |     |
| N. HOW ORDER            | 1-5   |    |    |    |    |    |    |    |    |    |     |     |     |
| O. RESPONSE             | 1-3   |    |    |    |    |    |    |    |    |    |     |     |     |
| P. HOW RESPOND          | 1-6   |    |    |    |    |    |    |    |    |    |     |     |     |
| Q. ARRIVAL TIME         | 1-4   |    |    |    |    |    |    |    |    |    |     |     |     |
| R. ARRIVED LATE         | 1-3   |    |    |    |    |    |    |    |    |    |     |     |     |

Monday

Purple

Page 2

**Specify other answers and/or provide comments here**

**Ques.**  
**Letter Specify Others/Comments:**

|              |  |  |
|--------------|--|--|
| MAIL PIECE # |  |  |
| MAIL PIECE # |  |  |
| MAIL PIECE # |  |  |
| MAIL PIECE # |  |  |
| MAIL PIECE # |  |  |
| MAIL PIECE # |  |  |
| MAIL PIECE # |  |  |
| MAIL PIECE # |  |  |

## First-Class or Expedited Mail Sent

### Mail Piece:

| Code:                   |        | #1 | #2 | #3 | #4 | #5 | #6 | #7 | #8 | #9 | #10 | #11 | #12 |
|-------------------------|--------|----|----|----|----|----|----|----|----|----|-----|-----|-----|
| A. ENVELOPE OR POSTCARD | 1 - 2  |    |    |    |    |    |    |    |    |    |     |     |     |
| B. CLASS                | 1 - 13 |    |    |    |    |    |    |    |    |    |     |     |     |
| C. MAIL TYPE            | 1 - 14 |    |    |    |    |    |    |    |    |    |     |     |     |
| D. ADDRESSEE TYPE       | 1 - 25 |    |    |    |    |    |    |    |    |    |     |     |     |
| E. AD RESPONSE          | 1 - 2  |    |    |    |    |    |    |    |    |    |     |     |     |
| F. AD MATERIAL          | 1 - 7  |    |    |    |    |    |    |    |    |    |     |     |     |
| G. RETURN ENV.          | 1 - 2  |    |    |    |    |    |    |    |    |    |     |     |     |
| H. BAR CODE             | 1 - 2  |    |    |    |    |    |    |    |    |    |     |     |     |
| I. POSTAGE TYPE         | 1 - 5  |    |    |    |    |    |    |    |    |    |     |     |     |
| J. POSTAGE \$           | 1 - 4  |    |    |    |    |    |    |    |    |    |     |     |     |
| K. ZIP CODE             | 1 - 3  |    |    |    |    |    |    |    |    |    |     |     |     |
| L. PO BOX               | 1 - 2  |    |    |    |    |    |    |    |    |    |     |     |     |
| M. RETURN ZIP           | 1 - 4  |    |    |    |    |    |    |    |    |    |     |     |     |

**Specify other answers and/or provide comments here**

**Ques.**

**Letter Specify Others/Comments:**

|              |  |  |
|--------------|--|--|
| MAIL PIECE # |  |  |
| MAIL PIECE # |  |  |
| MAIL PIECE # |  |  |
| MAIL PIECE # |  |  |
| MAIL PIECE # |  |  |
| MAIL PIECE # |  |  |
| MAIL PIECE # |  |  |
| MAIL PIECE # |  |  |

**Presorted Standard, Bulk Rate,  
or Non Profit Organization Received**

**Mail Piece:**

|                | Code:  | #1 | #2 | #3 | #4 | #5 | #6 | #7 | #8 | #9 | #10 | #11 | #12 |
|----------------|--------|----|----|----|----|----|----|----|----|----|-----|-----|-----|
| A. ADDRESSEE   | 1 - 2  |    |    |    |    |    |    |    |    |    |     |     |     |
| B. ZIP CODE    | 1 - 3  |    |    |    |    |    |    |    |    |    |     |     |     |
| C. BAR CODE    | 1 - 6  |    |    |    |    |    |    |    |    |    |     |     |     |
| D. SENDER ZIP  | 1 - 4  |    |    |    |    |    |    |    |    |    |     |     |     |
| E. CLASS       | 1 - 13 |    |    |    |    |    |    |    |    |    |     |     |     |
| F. MAIL TYPE   | 1 - 9  |    |    |    |    |    |    |    |    |    |     |     |     |
| G. COUPONS     | 1 - 2  |    |    |    |    |    |    |    |    |    |     |     |     |
| H. MULTIPLE    | 1 - 2  |    |    |    |    |    |    |    |    |    |     |     |     |
| I. SENDER TYPE | 1 - 32 |    |    |    |    |    |    |    |    |    |     |     |     |
| J. FAMILIARITY | 1 - 3  |    |    |    |    |    |    |    |    |    |     |     |     |
| K. RETURN ENV. | 1 - 3  |    |    |    |    |    |    |    |    |    |     |     |     |
| L. RETURN ZIP  | 1 - 3  |    |    |    |    |    |    |    |    |    |     |     |     |
| M. READING     | 1 - 5  |    |    |    |    |    |    |    |    |    |     |     |     |
| N. REACTION    | 1 - 4  |    |    |    |    |    |    |    |    |    |     |     |     |
| O. ADVERTISING | 1 - 4  |    |    |    |    |    |    |    |    |    |     |     |     |
| P. HOW ORDER   | 1 - 5  |    |    |    |    |    |    |    |    |    |     |     |     |
| Q. RESPONSE    | 1 - 3  |    |    |    |    |    |    |    |    |    |     |     |     |
| R. HOW RESPOND | 1 - 6  |    |    |    |    |    |    |    |    |    |     |     |     |

**Specify other answers and/or provide comments here**

**Ques.**

**Letter Specify Others/Comments:**

|              |  |  |
|--------------|--|--|
| MAIL PIECE # |  |  |
| MAIL PIECE # |  |  |
| MAIL PIECE # |  |  |
| MAIL PIECE # |  |  |
| MAIL PIECE # |  |  |
| MAIL PIECE # |  |  |
| MAIL PIECE # |  |  |
| MAIL PIECE # |  |  |

## Unaddressed Material Received

### Mail Piece:

|                | Code:  | #1 | #2 | #3 | #4 | #5 | #6 | #7 | #8 | #9 | #10 | #11 | #12 |
|----------------|--------|----|----|----|----|----|----|----|----|----|-----|-----|-----|
| A. COUPONS     | 1 - 2  |    |    |    |    |    |    |    |    |    |     |     |     |
| B. SAMPLES     | 1 - 2  |    |    |    |    |    |    |    |    |    |     |     |     |
| C. SENDER TYPE | 1 - 32 |    |    |    |    |    |    |    |    |    |     |     |     |
| D. FAMILIARITY | 1 - 3  |    |    |    |    |    |    |    |    |    |     |     |     |
| E. READING     | 1 - 5  |    |    |    |    |    |    |    |    |    |     |     |     |
| F. REACTION    | 1 - 4  |    |    |    |    |    |    |    |    |    |     |     |     |

**Specify other answers and/or provide comments here**

**Ques.**  
**Letter Specify Others/Comments:**

|              |  |  |
|--------------|--|--|
| MAIL PIECE # |  |  |
| MAIL PIECE # |  |  |
| MAIL PIECE # |  |  |
| MAIL PIECE # |  |  |
| MAIL PIECE # |  |  |
| MAIL PIECE # |  |  |
| MAIL PIECE # |  |  |
| MAIL PIECE # |  |  |

## Magazines, Newspapers, and Other Periodicals Received

### Mail Piece:

|                 | Code: | #1 | #2 | #3 | #4 | #5 | #6 | #7 | #8 | #9 | #10 | #11 | #12 |
|-----------------|-------|----|----|----|----|----|----|----|----|----|-----|-----|-----|
| A. TYPE         | 1 - 7 |    |    |    |    |    |    |    |    |    |     |     |     |
| B. SENDER TYPE  | 1 - 7 |    |    |    |    |    |    |    |    |    |     |     |     |
| C. SUBSCRIPTION | 1 - 6 |    |    |    |    |    |    |    |    |    |     |     |     |
| D. ZIP CODE     | 1 - 3 |    |    |    |    |    |    |    |    |    |     |     |     |
| E. BAR CODE     | 1 - 2 |    |    |    |    |    |    |    |    |    |     |     |     |
| F. ARRIVAL TIME | 1 - 4 |    |    |    |    |    |    |    |    |    |     |     |     |
| G. DELIVERY     | 1 - 6 |    |    |    |    |    |    |    |    |    |     |     |     |

**Specify other answers and/or provide comments here**

**Ques.**

**Letter Specify Others/Comments:**

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| MAIL PIECE # |  |  |
| MAIL PIECE # |  |  |

## Packages Received

|                     |        | Mail Piece: |    |    |    |    |    |    |    |    |     |     |     |
|---------------------|--------|-------------|----|----|----|----|----|----|----|----|-----|-----|-----|
| Code:               |        | #1          | #2 | #3 | #4 | #5 | #6 | #7 | #8 | #9 | #10 | #11 | #12 |
| A. FROM             | 1 - 5  |             |    |    |    |    |    |    |    |    |     |     |     |
| B. ADDRESS          | 1 - 2  |             |    |    |    |    |    |    |    |    |     |     |     |
| C. ZIP CODE         | 1 - 3  |             |    |    |    |    |    |    |    |    |     |     |     |
| D. BAR CODE         | 1 - 2  |             |    |    |    |    |    |    |    |    |     |     |     |
| E. RETURN ZIP       | 1 - 4  |             |    |    |    |    |    |    |    |    |     |     |     |
| F. DELIVERY         | 1 - 13 |             |    |    |    |    |    |    |    |    |     |     |     |
| G. CLASS            | 1 - 14 |             |    |    |    |    |    |    |    |    |     |     |     |
| H. SPECIAL SVCS     | 1 - 9  |             |    |    |    |    |    |    |    |    |     |     |     |
| I. SENDER TYPE      | 1 - 32 |             |    |    |    |    |    |    |    |    |     |     |     |
| J. CONTENTS         | 1 - 11 |             |    |    |    |    |    |    |    |    |     |     |     |
| K. PKG<br>CONDITION | 1 - 2  |             |    |    |    |    |    |    |    |    |     |     |     |
| L. CONDITION        | 1 - 2  |             |    |    |    |    |    |    |    |    |     |     |     |

## Packages Sent

|                 |        | Mail Piece: |    |    |    |    |    |    |    |    |     |     |     |
|-----------------|--------|-------------|----|----|----|----|----|----|----|----|-----|-----|-----|
| Code:           |        | #1          | #2 | #3 | #4 | #5 | #6 | #7 | #8 | #9 | #10 | #11 | #12 |
| A. ADDRESSEE    | 1 - 2  |             |    |    |    |    |    |    |    |    |     |     |     |
| B. ZIP CODE     | 1 - 3  |             |    |    |    |    |    |    |    |    |     |     |     |
| C. RETURN ZIP   | 1 - 4  |             |    |    |    |    |    |    |    |    |     |     |     |
| D. DELIVERY     | 1 - 13 |             |    |    |    |    |    |    |    |    |     |     |     |
| E. CLASS        | 1 - 8  |             |    |    |    |    |    |    |    |    |     |     |     |
| F. SPECIAL SVCS | 1 - 9  |             |    |    |    |    |    |    |    |    |     |     |     |
| G. DISTANCE     | 1 - 10 |             |    |    |    |    |    |    |    |    |     |     |     |
| H. CONTENTS     | 1 - 7  |             |    |    |    |    |    |    |    |    |     |     |     |
| I. REASON       | 1 - 4  |             |    |    |    |    |    |    |    |    |     |     |     |

**Specify other answers and/or provide comments here**

**Ques.**  
**Letter Specify Others/Comments:**

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## Electronic Communications Received *and* Sent

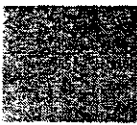
|              |        | Mail Piece: |    |    |    |    |    |    |    |    |     |     |     |
|--------------|--------|-------------|----|----|----|----|----|----|----|----|-----|-----|-----|
|              | Code:  | #1          | #2 | #3 | #4 | #5 | #6 | #7 | #8 | #9 | #10 | #11 | #12 |
| A. DIRECTION | 1 - 2  |             |    |    |    |    |    |    |    |    |     |     |     |
| B. WHO       | 1 - 9  |             |    |    |    |    |    |    |    |    |     |     |     |
| C. TYPE      | 1 - 14 |             |    |    |    |    |    |    |    |    |     |     |     |
| D. TO/FROM   | 1 - 26 |             |    |    |    |    |    |    |    |    |     |     |     |
| E. WHY       | 1 - 7  |             |    |    |    |    |    |    |    |    |     |     |     |
| F. PURCHASE  | 1 - 2  |             |    |    |    |    |    |    |    |    |     |     |     |
| G. DELIVERY  | 1 - 15 |             |    |    |    |    |    |    |    |    |     |     |     |

**Specify other answers and/or provide comments here**

**Ques.**

**Letter Specify Others/Comments:**

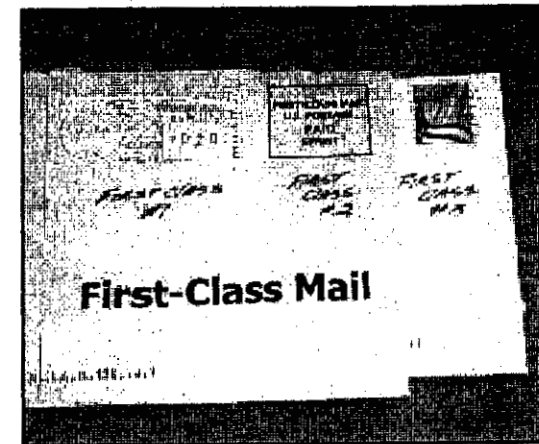
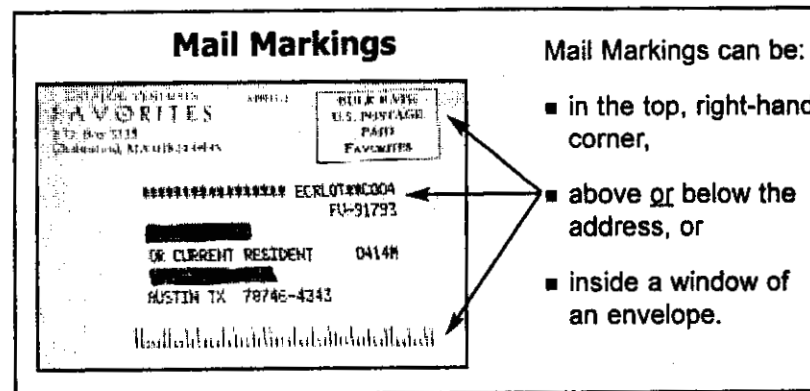
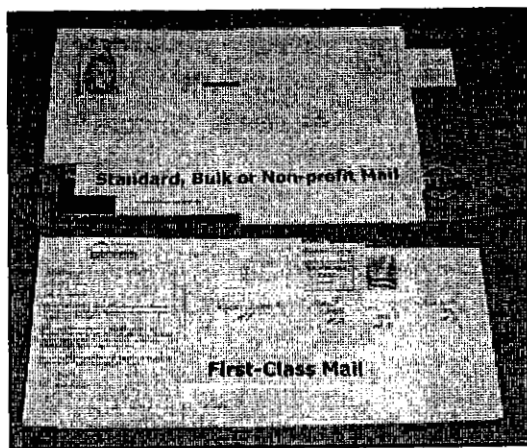
|              |  |  |
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## Appendix B2: Diary Package

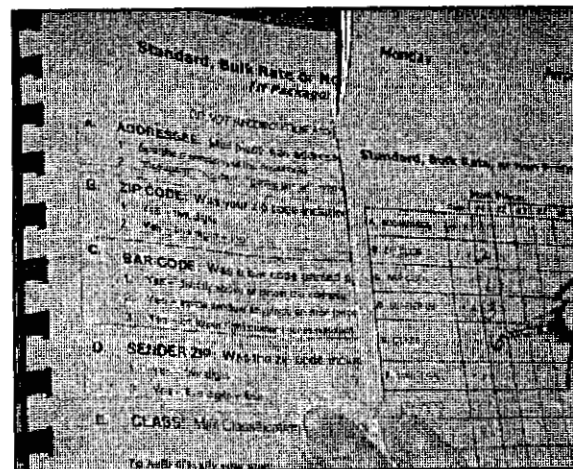
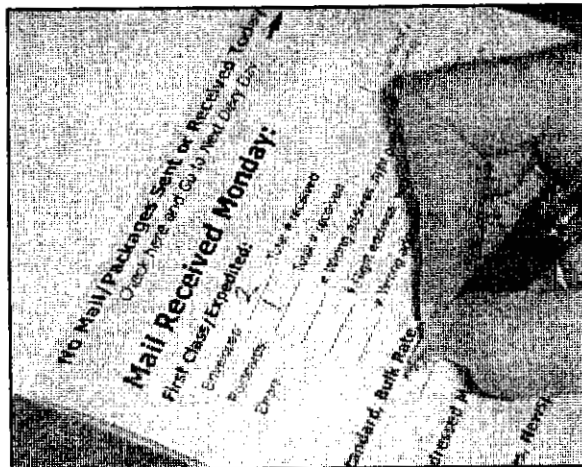
### *Other Diary Materials*

# HOUSEHOLD DIARY QUICK START



- 1 Sort Your Mail into the 5 types of mail listed in the instruction booklet.

- 2 Label and number the mail pieces within the 5 types of mail.



- 3 Complete page 1 of the Household Diary. Record the total amounts of mail you received for each type.

- 4 Use Question Sheets in the Instruction booklet to answer questions in the Household Diary.

- 5 Place completed Diaries and Mail Pieces/Mail Markings into corresponding daily envelopes and mail back in the pre-paid Priority Mail envelope.

**Don't forget to include your orange gift selection form!**

# Reminder Card



1. *Return your completed diaries and mail pieces to us in the pre-paid Priority Mail envelope.*
2. *Mark your choice on the orange gift selection form and return with your diaries.*

**We will mail your gift as soon as we receive your completed diaries!**



**UNITED STATES  
POSTAL SERVICE.**

**c/o NuStats Research and Consulting  
801 E. William Cannon, Suite 115  
Austin, Texas 78745**



**In appreciation for your participation,  
choose *one* of the following gifts:**

- ☐ **Charitable donation of \$25 in your name** to the Lance Armstrong Cancer Foundation
- ☐ **1999 Tour de France commemorative Team USPS T-shirt & Cap** from the United States Post Office (team sponsor) and outfitter Pearl Izumi
- ☐ **Twenty-five dollars**

Is your mailing address correct? If not check here and update below: ☐

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

**Please mail back with your completed diaries!**



**Gift Form**

# ***Instruction Card***

## **I'm finished . . . How do I return my diaries?**

- 1** Place your completed diaries and mail markings / mail pieces in the **pre-paid Priority Mail envelope** included in this package.



- 2** Drop in any public U.S. Postal Service mail box or at your local post office.



**Questions? Call our hotline at: 1-888-643-USPS (8777)**

**Mon - Fri: 11am - 9pm CST      Sat & Sun: 12pm - 6pm CST**

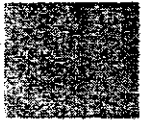
USPS

*Certificate of Appreciation*

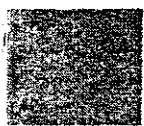


Official Sponsor of Team USPS  
Winner of the 1999 Tour de France

United States Postal Service



# Appendix C: Technical Documentation of Methods



## Appendix C1: Sample Plan

# Sampling Plan

## **Design and Methodology**

The purpose of the study is to obtain comprehensive market data on mail sent and received by households and, specifically, to supply:

- A detailed picture of the household mailstream, including mail class and subclass, characterize recipient households and mail senders by sector and industry, identify contents of mail, and describe household attitudes and responses patterns concerning mail received.
- A comparison of underlying trends in household mail usage and receipt between 1987 and succeeding years of the study.
- Detailed data on households' use of the Internet for various purchases (e.g. e-commerce, bill paying, emails, and e-cards that will impact the household mailstream).

These data are useful to the volume forecasting, planning, marketing, and rate-making functions of USPS.

## **Sampling Plan**

This sampling plan description provides information on how households were selected for the study. A sample is the subset of the population that is used to gain information about the entire population. The population of inference for the HDS comprised all U.S. households. A stratified three-stage probability sample was used to select a sample that would truly represent all U.S. households. The probability design ensures that each household will have an equal chance of selection.

To accomplish this, a master national sample was specified and drawn by in-house sampling statisticians. The probability sample of households was drawn by USPS from the national database of addresses following specifications produced by NuStats. Then a stratified random selection from the master sample was made to identify the quarterly samples. The master sample design involved a three-stage probability sample with stratification by county (clusters) at the primary sampling stage and by a county at the secondary stage. At the third stage, household clusters were selected.

## **Stage 1: Primary Sampling Unit (PSU) Definition and Selection**

The Primary Sampling Units (PSUs) were clusters of counties. The 30 largest Metropolitan Statistical Areas (MSAs) were treated as individual units (each was a cluster of counties) and was a self-representing PSU. The other 288 MSAs were sampled proportionately to their population; approximately 20 of the MSAs were individually sampled. The remaining counties of the U.S. (all 800+ non-metropolitan counties) were area-clusters sampled in proportion to the population. The probability sample households were drawn using a highly stratified geographic design to ensure that the final sample would be representative of households comprising five geographic regions: East, Northeast, South, Central, and West. There were a total of 87 PSUs categorized into three strata:

1. Large Metro areas — 30 largest MSAs,
2. Other Metro areas — 21 other MSAs, and
3. Non-Metro areas — 36 non-metropolitan counties or groups of counties.

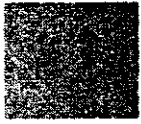
## **Stage 2: Secondary Sampling Unit (SSU) Definition and Selection**

The Secondary Sampling Unit was a county. Sampling of SSUs was by probability of selection according to population (number of households). Selection was from the national sample of PSUs and was stratified by geographic region and then by size. This insured that the SSU selection was properly allocated to the geographic regions. Not every SSU was fielded every Postal Quarter (reporting period), but every Postal Quarter had a national probability sample of SSUs.

## **Stage 3: Tertiary Sampling Unit (TSU) Definition and Selection**

The final (Tertiary) Sampling Unit (TSU) was a household cluster. Clusters contain approximately 10 households and are defined by estimated income classification, as defined by zip code average income estimates.

The sample was continuously fielded, throughout all 52 weeks of the year. Allocations were temporally disproportionate in order to ensure greater amounts of data collection during peak mail flow periods.



## Appendix C2: Data Collection Method

# Data Collection Method

## Data Collection Method

The study uses a two-stage design in which households are recruited to participate in the diary study in a household interview (Stage 1) and recruited households complete a 7-day diary of mail received and sent (Stage 2). In the PFY 2000 study, 9,692 households were recruited to participate in the diary study, and 5,314 households actually completed 7-day mail diaries.

### Stage 1: Household Interview

The main function of the household interview is to recruit households to participate in the diary study. However, it is also used to collect information on household and person demographics, recall of mail sent and received, adoption and use of communication technologies, and attitudes about mail received.

The household interview consisted of 9,692 completed interviews with an adult member (age 18 or older) in the household. These respondents represented a cross-section of U.S. households by geography and household income. The household interview contained 157 items and took an average of 22 minutes to administer. The flow of the interview included all of the following elements.

- Introduction. As a springboard for detailed questions, each interview began with an introduction, the purpose of the interview, and a battery of questions on how much respondents enjoy doing certain types of communications activities (e.g. emailing, writing cards and letters, reading cards and letters).
- Mail volume recall. The respondent was asked to summarize how many personal letters, greeting cards, electronic greeting cards, and packages, all members of the household have received in a particular time period.
- Use of postal services. The use of post offices, post office boxes, private mailing services was explored.
- Communication with non-US friends and relatives. If members of the households had any friends or relatives living overseas, they were asked about cards, letters, emails, telephone calls, and wire transfers sent.

- Technology adoption and use. Questions were asked about ownership and use of personal computers, fax machines, Internet, and other new communications technologies.
- Bill payments. Bill payment volumes, methods, and timing were explored in depth.
- Periodicals. Summary volumes of magazines and newspapers received by the household were collected.
- Advertising. Descriptions of advertising received by the household as well as attitudes about the advertising, and orders placed because of it, were elicited.
- Online shopping. Respondents were asked about their online shopping habits.
- Financial accounts and credit cards. Respondents were asked to summarize the total accounts and credit cards held.
- Household and person demographics. Demographic items included gender, age, marital status, employment status, educational attainment, race/ethnicity, household income, wage earners in household, home ownership, residence tenure, and dwelling type.

Most of the households were recruited by telephone (96 percent) and the diary package was mailed to the household via Priority Mail. This diary package contained instructions, diaries for seven days, a card to identify the choice of incentive and a Priority Mail return envelope. Other households opted for an in-home interview (four percent) or were completed in-home because a telephone number could not be located (13 percent of in-home interviews). For these latter households, an appointment was made at which a surveyor would conduct the household interview, drop off the diary package and go over the instructions for its completion.

The response rate for the recruitment stage was 47 percent.<sup>1</sup> Most refusals took place prior to even hearing who NuStats was and why the firm was calling. Households that refused and that were later

<sup>1</sup> Response rate was calculated using a formula provided by the American Association of Public Opinion Research. It is as follows:  $\text{Response rate} = (\text{Completed Interviews} + \text{Percent of Eligibility Unknown}) / (\text{Eligible Households} + \text{Percent Eligibility Unknown}^1)$

re-contacted cited time constraints and privacy concerns as their reasons for not participating.

## **Stage 2: Mail Diary Package**

Households were sent diaries along with instructions and a toll-free "help" telephone number. The night before the assigned diary week was to begin, a reminder call was made to each household to confirm receipt of the packet and to answer any last minute questions. If the packet was not received by this time, the address was re-confirmed, a new diary week was assigned, and the packet was re-sent.

The diary package contained a Certificate of Appreciation, Instruction Booklet, and a "Quick Start" sheet that was photo-based. The Instruction Booklet was multi-purpose. It provided information about the study, answers to frequently asked questions, instructions for filling out the diary, guidelines for sorting mail, and examples of mail markings.

The diary instrument was comprised of two parts:

1. Question sheets were contained in the Instruction Booklet. Question sheets were organized by mail classification (e.g. First-Class mail received, First-Class mail sent, Standard, Bulk Rate, or Nonprofit, etc.). The question sheets were color-coded by mail classification. Information to be collected about each mail classification included: type of mail piece (i.e. envelope, postcard, catalog), receiver zip code, sender zip code, mail classification, mail type, sender type, information about advertising enclosed and receiver reaction or responses to it, and timeliness of the mail piece arrival.
2. Answer booklets were specific to each day (e.g. Monday, Tuesday, Wednesday, etc.). The diary packages contained seven answer booklets. Each booklet was arranged by mail classification and color-coded to correspond to the question sheets.

Households were instructed to enclose pertinent information from each mail piece received in the returned diary packages to enable NuStats editors to verify or clarify quantity and classes of mail recorded in the diaries. A three-stage editing process was used to check the accuracy of the diary information recorded by each household. First, returned diary packets were culled for those that represented a reasonable attempt to complete the diary. Second, the diary information recorded for each day was checked to assure sufficient and logical answers and also to verify recorded information against mail markings returned in the package by the householder. Third, a second editor re-checked the

diary information recorded for each day as noted above. This second edit was a quality control check that assured the accuracy of the data. Completed diaries were given a rating of 1 (little follow-up needed), 2 (follow-up call needed), or 3 (unusable).

During the editing process, correction call-backs were made to households to clarify information or to fill-in missing information. About 3% of returned diaries did not pass the edit checking process, while over half required some form of respondent re-contact to clarify or correct diary information.

Of the 9,692 households recruited to receive a diary package, 5,314 actually returned acceptable<sup>2</sup> completed diaries to NuStats for a completion rate of 55 percent.

## **Methodological Changes for PFY 2000**

Prior to PFY 2000, the household interview was conducted via in-home interviews. Household interview recruitment and diary placement were done by "door-to-door" canvassing of surveyors. However in recent years, it had become apparent that the "door-to-door" methodology was subject to response bias due to safety and security concerns among householders. Also prior to PFY 2000, participating households completed the diary mostly on their own with minimal guidance from the survey team once the householder received the diary. Often a long time-delay resulted between the time the household completed the diary and any re-contacts were made to correct or clarify diary or household interview information. Thus, respondent recall of the recorded information was subject.

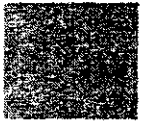
The PFY 2000 study was conducted using a multi-mode approach that sought to provide greater control of household participation to minimize response bias, to improve data accuracy through faster data checking and householder re-contacts, and to provide telephone assistance to householders during their diary week.

- Computer-assisted telephone survey techniques replaced the initial door-to-door recruitment of households. Thus, household interview data checks were automated during the interview process, itself, and subsequent to the interview checked and clarified within days of collection.
- If a householder agreed to participate, he/she had the option of having a surveyors visit the residence, or being mailed a self-administered diary instrument that explained how to record the mail received and sent in the household. For PFY

<sup>2</sup> Acceptable was defined as returning diaries with data suitable for analysis.

2000, only four percent of householders requested that a surveyor visit the residence.

- Diary packets were mailed back to NuStats in postage-paid priority mail envelopes. Returned diary packets immediately went through a three-stage edit and review process. The gap between diary completion and data checking was reduced from several weeks to just a few.
- A toll-free "hotline" was established to answer participant questions before, during, and after their diary weeks. Questions could be answered immediately and at the "source."



## Appendix C3: Data Processing

# Data Processing

## Data Management

Data management entails how the information resulting from the Household Interview and Mail Diaries were processed, made available for analysis, documented and stored. Household interviews that were conducted via telephone were done using computer-assisted telephone interviewing (CATI) technologies. The questionnaire and relevant data checks were programmed into a master questionnaire that was then distributed to the individual computer terminals used by interviewers to administer the survey. In-home interviews were completed on a paper questionnaire and these were subsequently entered into the same CATI questionnaire at NuStats. The diary information was entered into a data entry program that was pre-programmed with data checking routines.

After completion of data collection, editing, and entry tasks, the survey data were contained in eight data files. One data file contained the Household Interview data. It was developed as an SAS file. The Mail Diary data is in seven files – one for each mail classification (First-Class mail received, First-Class mail sent, etc.). These files were developed as SAS files.

The file variables are identified by variable name. For each file variable, the File Information contains:

- Label, which is a brief description of the variable,
- Measurement level, which specifies the level of measurement as scale (numeric data on an interval or ratio scale), ordinal, or nominal. Nominal and ordinal data can be either string (alphanumeric) or numeric,
- Value formats, which identify the response codes, and
- Column width and alignment.

Several SAS programming operations were necessary to put the Mail Diary data in the desired form for analysis. The structure for these programs is contained in a separate File Information document that accompanied the data delivery.

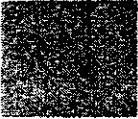
Various edit routines were implemented to check the consistency of the reported data and to identify reporting or entry errors. Routine edit checks were conducted to examine questionnaire responses for reasonableness and consistency across items. Routine checks included such items as:

- Response code range checks,
- Checks for proper data skips and patterns of answering questions consistent with prior answers,
- Checks for realistic responses (e.g., number of online purchases possible in one month), and
- Checks for high frequency of item non-response (missing data).

When conducting these checks, data were compared against the actual survey forms or respondents were recontacted. Extreme values that were either impossible or unlikely were identified, and inconsistent data were corrected when possible. For example, extremely high numbers of computers owned by a household were examined to determine whether they were legitimate data or probable entry errors. Some extreme or inconsistent data values that could not be corrected were edited to missing values.

In addition, in-depth customized data checks were done to ensure that data within each record of the Household Interview was logically consistent. For example, a respondent reported paying bills by Internet only if he/she also reported having Internet access. Customized checks were also completed to ensure consistency between the Household Interview and Mail Diary data. For example, addressee was identified as a child (under 18) in the diary only if the household also reported having a child in the Household Interview.

Documentation of raw variables, derived variables, and analytical programs were provided in a data documentation binder that accompanied the data delivery. Identifiable information, such as respondent names, addresses, and telephone numbers, were removed to protect respondent confidentiality and privacy. Such information has been stored in a locked archival file.



## **Appendix C4: Data Weighting and Expansion**

# Sample Demographic Profile *(all counts unweighted)*

**TABLE I**

Annual Household Income by Recruitment / Retrieval Status

| Annual Household Income | Recruited Households |               | Total        |
|-------------------------|----------------------|---------------|--------------|
|                         | Retrieved            | Not Retrieved |              |
| Under \$7,000           | 79                   | 88            | 167          |
| \$7,000 - \$9,999       | 87                   | 110           | 197          |
| \$10,000 - \$14,999     | 191                  | 178           | 369          |
| \$15,000 - \$19,999     | 224                  | 213           | 437          |
| \$20,000 - \$24,999     | 304                  | 218           | 522          |
| \$25,000 - \$34,999     | 546                  | 434           | 980          |
| \$35,000 - \$49,999     | 782                  | 594           | 1,376        |
| \$50,000 - \$64,999     | 800                  | 573           | 1,373        |
| \$65,000 - \$79,999     | 608                  | 414           | 1,022        |
| \$80,000 - \$99,999     | 413                  | 341           | 754          |
| \$100,000 or more       | 485                  | 419           | 904          |
| Don't Know              | 128                  | 124           | 252          |
| Refused                 | 667                  | 672           | 1,339        |
| <b>Total</b>            | <b>5,314</b>         | <b>4,378</b>  | <b>9,692</b> |

**TABLE II**

Number of Adults in Household by Recruitment / Retrieval Status

| Number of Adults in Household | Recruited Households |               | Total        |
|-------------------------------|----------------------|---------------|--------------|
|                               | Retrieved            | Not Retrieved |              |
| One                           | 1,261                | 1,058         | 2,319        |
| Two                           | 3,091                | 2,394         | 5,485        |
| Three                         | 688                  | 641           | 1,329        |
| Four                          | 217                  | 209           | 426          |
| Five or More                  | 57                   | 76            | 133          |
| <b>Total</b>                  | <b>5,314</b>         | <b>4,378</b>  | <b>9,692</b> |

**TABLE III**

Geographic Region &amp; Urbanity by Recruitment / Retrieval Status

| Geographic Region | Recruited Households |               | Total        |
|-------------------|----------------------|---------------|--------------|
|                   | Retrieved            | Not Retrieved |              |
| East              | 905                  | 933           | 1,838        |
| Northeast         | 806                  | 635           | 1,441        |
| South             | 1,112                | 1,131         | 2,243        |
| Central           | 1,302                | 868           | 2,170        |
| West              | 1,189                | 811           | 2,000        |
| <b>Total</b>      | <b>5,314</b>         | <b>4,378</b>  | <b>9,692</b> |

**TABLE IV**

Urban / Rural Location by Recruitment / Retrieval Status

| Urban / Rural Location | Recruited Households |               | Total        |
|------------------------|----------------------|---------------|--------------|
|                        | Retrieved            | Not Retrieved |              |
| 30 Largest Metro Areas | 2,711                | 2,193         | 4,904        |
| Other Metro Areas      | 1,635                | 1,185         | 2,820        |
| Non-Metropolitan Areas | 968                  | 1,000         | 1,968        |
| <b>Total</b>           | <b>5,314</b>         | <b>4,378</b>  | <b>9,692</b> |

**TABLE V**

Age of Head of Household by Recruitment / Retrieval Status

| Age of Head of Household | Recruited Households |               | Total        |
|--------------------------|----------------------|---------------|--------------|
|                          | Retrieved            | Not Retrieved |              |
| 18 - 24                  | 179                  | 270           | 449          |
| 25 - 44                  | 1,995                | 1,782         | 3,777        |
| 45 - 64                  | 2,047                | 1,563         | 3,610        |
| 65+                      | 1,093                | 763           | 1,856        |
| <b>Total</b>             | <b>5,314</b>         | <b>4,378</b>  | <b>9,692</b> |

**TABLE VI**

Educational Attainment of Head of Household by Recruitment / Retrieval Status

| Educational Attainment<br>of Head of Household | Recruited Households |               | Total        |
|------------------------------------------------|----------------------|---------------|--------------|
|                                                | Retrieved            | Not Retrieved |              |
| 8th grade or less                              | 67                   | 100           | 167          |
| Some high school                               | 230                  | 301           | 531          |
| High school graduate                           | 1,447                | 1,421         | 2,868        |
| Some college                                   | 1,134                | 888           | 2,022        |
| Technical School Graduate                      | 131                  | 109           | 240          |
| College graduate                               | 1,542                | 1,072         | 2,614        |
| Postgraduate work                              | 763                  | 487           | 1,250        |
| <b>Total</b>                                   | <b>5,314</b>         | <b>4,378</b>  | <b>9,692</b> |

# Data Weighting and Expansion Section

The PFY 2000 HDS utilizes both weighting and expansion factors to 1) adjust the sample data to match population parameters and 2) expand mail volumes exhibited in the diary sample to all households in the United States.

This section illustrates the methodology selected in creating sampling and expansion weights for the PFY 2000 Household Diary Study.

## Weighting Procedures – PFY 2000 Recruitment

Sampling weights were produced separately for the households that participated in the recruitment phase of the PFY 2000 HDS, and those that completed and returned a diary. There were two main weighting variables: Geography and Income. PFY 2000 recruitment geographic weights were derived from the following variables:

**Strata:** Strata consists of three separate categories that define the urban/rural location of each household while region consists of five categories that define geographic location. A household may be classified within strata as residing in the top 30 metropolitan areas nationwide, any other metropolitan area, or a non-metropolitan area<sup>3</sup>. Table A provides unweighted sample counts from PFY 2000 recruitment data for strata:

**TABLE A**

HDS 2000 Recruitment Data: Urban/Rural Location

| Urban / Rural Location | Household    | Percent      | Cumulative Percent |
|------------------------|--------------|--------------|--------------------|
| 30 Largest Metro Areas | 4,904        | 50.6         | 50.6               |
| Other Metro Areas      | 2,820        | 29.1         | 79.7               |
| Non-Metro Counties     | 1,968        | 20.3         | 100.0              |
| <b>Total</b>           | <b>9,692</b> | <b>100.0</b> |                    |

**Region:** Counties were also grouped according to their geographical location within the United States (See Table B). There are five mutually exclusive regions (along with respective states):

### Five Regions:

**East:** District of Columbia, Delaware, Kentucky, Maryland, North Carolina, Ohio, Pennsylvania, South Carolina, Virginia, West Virginia.

**Northeast:** Connecticut, Massachusetts, Maine, New Hampshire, New Jersey, New York, Rhode Island, Vermont.

**South:** Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, Oklahoma, Tennessee, Texas.

**Central:** Colorado, Iowa, Illinois, Indiana, Kansas, Michigan, Minnesota, Missouri, North Dakota, Nebraska, South Dakota, Wisconsin, Wyoming.

**West:** Alaska, Arizona, California, Hawaii, Idaho, Montana, New Mexico, Nevada, Oregon, Utah, Washington.

**TABLE B**

HDS 2000 Recruitment Data: Geographic Region

| Geographic Region | Households   | Percent      | Cumulative Percent |
|-------------------|--------------|--------------|--------------------|
| East              | 1,838        | 19.0         | 19.0               |
| Northeast         | 1,441        | 14.9         | 33.8               |
| South             | 2,243        | 23.1         | 57.0               |
| Central           | 2,170        | 22.4         | 79.4               |
| West              | 2,000        | 20.6         | 100.0              |
| <b>Total</b>      | <b>9,692</b> | <b>100.0</b> |                    |

<sup>3</sup> Metropolitan area is defined within the sample according to the official definition utilized by the US Census Bureau, commonly referred to as Metropolitan Statistical Areas (MSAs). Metropolitan areas are defined as single- or multi-county areas. Non-metropolitan areas are counties which do not belong to a metropolitan area. Each sample county was categorized under strata according to its metropolitan status.

**Strata/Region:** Strata and Region are combined to form a concatenated variable producing 15 strata/region cells. Table C indicates the distribution of households from the PFY 2000 recruitment sample within Strata and Region.

Population parameters for the intersection of strata and region were based on 1990 census counts of households by county. Each county was grouped

according to its location within strata/region cells, resulting in 15 mutually exclusive and exhaustive geographic categories (See Table D).

To calculate the weight for each strata/region interval, the population percentage was divided by the sample percentage. Geography weights appear in the last column to the right in Table D.

**TABLE C**  
Distribution of Households within Strata and Region

| Geographic Region    | Strata (Urban / Rural Location) |                   |                 | Row Totals   |
|----------------------|---------------------------------|-------------------|-----------------|--------------|
|                      | 30 Largest Metro Areas          | Other Metro Areas | Non-Metro Areas |              |
| East                 | 711                             | 650               | 477             | 1,838        |
| Northeast            | 1,081                           | 218               | 142             | 1,441        |
| South                | 762                             | 951               | 530             | 2,243        |
| Central              | 1,078                           | 483               | 609             | 2,170        |
| West                 | 1,272                           | 518               | 210             | 2,000        |
| <b>Column Totals</b> | <b>4,904</b>                    | <b>2,820</b>      | <b>1,968</b>    | <b>9,692</b> |

**TABLE D**  
HDS 2000 Recruitment Data: Construction of Geographic Weight

| Strata                 | Geographic Region | Households (Population) | Percent       | Households (Sample) | Percent       | Weight      |
|------------------------|-------------------|-------------------------|---------------|---------------------|---------------|-------------|
| 30 Largest Metro Areas | East              | 7,803,481               | 8.5%          | 711                 | 7.3%          | 1.16        |
|                        | Northeast         | 6,727,144               | 7.3%          | 1,081               | 11.2%         | 0.66        |
|                        | South             | 4,434,248               | 4.8%          | 762                 | 7.9%          | 0.61        |
|                        | Central           | 9,815,598               | 10.7%         | 1,078               | 11.1%         | 0.96        |
|                        | West              | 3,278,735               | 3.6%          | 1,272               | 13.1%         | 0.27        |
| Other Metro Areas      | East              | 1,282,414               | 1.4%          | 650                 | 6.7%          | 0.21        |
|                        | Northeast         | 6,039,662               | 6.6%          | 218                 | 2.2%          | 2.92        |
|                        | South             | 10,230,339              | 11.1%         | 951                 | 9.8%          | 1.13        |
|                        | Central           | 5,170,892               | 5.6%          | 483                 | 5.0%          | 1.13        |
|                        | West              | 9,328,426               | 10.1%         | 518                 | 5.3%          | 1.90        |
| Non-Metro Areas        | East              | 4,777,813               | 5.2%          | 477                 | 4.9%          | 1.06        |
|                        | Northeast         | 5,574,518               | 6.1%          | 142                 | 1.5%          | 4.14        |
|                        | South             | 11,367,556              | 12.4%         | 530                 | 5.5%          | 2.26        |
|                        | Central           | 3,862,675               | 4.2%          | 609                 | 6.3%          | 0.67        |
|                        | West              | 2,253,909               | 2.5%          | 210                 | 2.2%          | 1.13        |
| <b>Totals</b>          |                   | <b>91,947,410</b>       | <b>100.0%</b> | <b>9,692</b>        | <b>100.0%</b> | <b>1.00</b> |

## Income Imputation Procedures

In addition to weighting for differences in geography between the sample and the population, an additional weight was created based on differences in income distribution. Weights were calculated for income based upon the following sequence:

First, income was imputed for those respondents who either did not know their household income or refused to answer the question. This was accomplished using a "hot deck" approach to imputation. To achieve this, the sample was stratified according to a number of variables correlated with income.

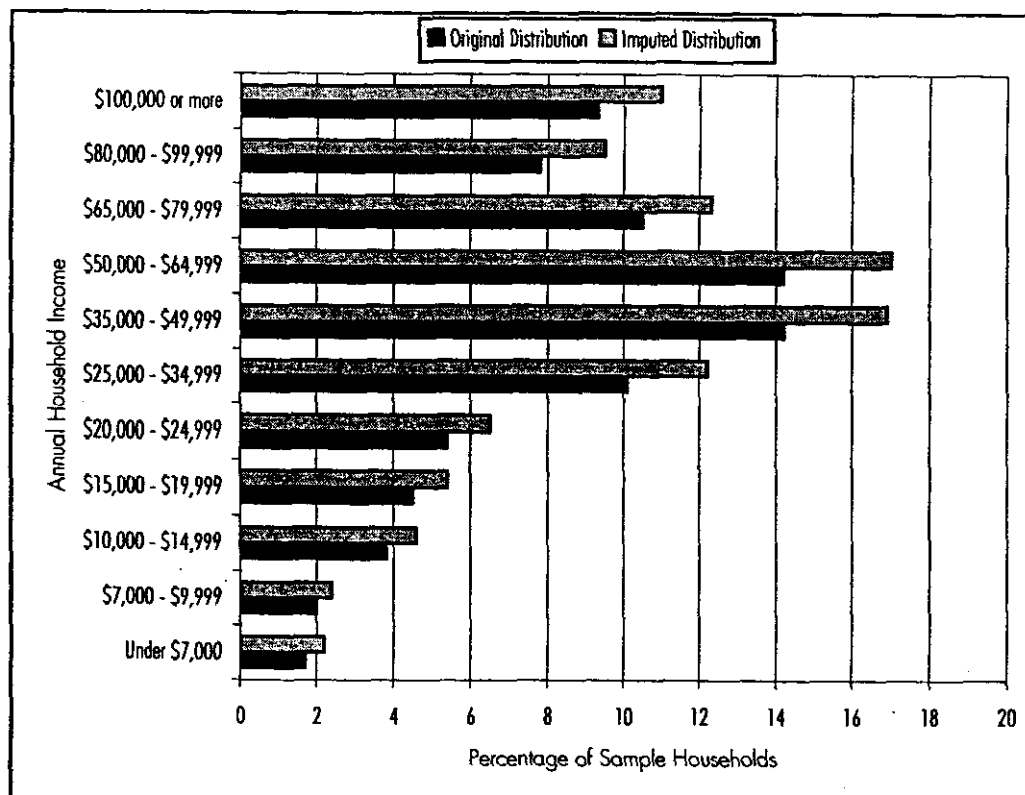
These include strata/region, age and educational attainment of the head of household, and the number of wage earners. To be effective, each of these explanatory variables used in stratifying the file must have a valid response. Therefore, non-responses for these variables were imputed. In the case of age, non-responses were coded according to the age distribution for valid responses. Wage earners were imputed based on the ratio between household size and wage earners for valid responses. Educational attainment was imputed based on the distribution of valid responses, maintaining consistency between educational attainment and age.

Once all four variables used in stratifying the data to prepare for income imputation were populated with valid cases, the sample was stratified according to the following sort order:

### Income Imputation Sort Order

- 1) Strata/Region,
- 2) Educational Attainment of Head of Household,
- 3) Number of Wage Earners, and
- 4) Age of the Head of Household.

Non-responses to the income question were then re-coded into a new variable containing original valid cases and imputed non-responses. Imputation was accomplished manually by donating neighbor cases to those coded as don't know or refused. Cases directly above non-responses were used as donors up to two times (for consecutive non-responses). For those instances in which there were three or more consecutive non-responses, cases directly below these cases were used as the donor case. This process continued until all responses to the income question were recoded as valid responses. The resulting distribution was then evaluated against the original income distribution to determine consistency. Figure A illustrates the resultant changes between the original income distribution and the imputed income distribution.



**FIGURE A**

Comparison Between Original and Imputed Income Distribution

Base: Valid Responses to Household Income question from recruitment interview and imputed non-responses (9,692 Households).  
Note: Distribution based on unweighted cases.

**TABLE E****HDS 2000 Recruitment Interview: Construction of Income Weight**

| <b>Income Categories</b> | <b>Percent (Population)</b> | <b>Households (Sample)</b> | <b>Percent (Sample)</b> | <b>Weight</b> |
|--------------------------|-----------------------------|----------------------------|-------------------------|---------------|
| Under \$7K               | 6.90%                       | 211                        | 2.18%                   | 3.17          |
| \$7K to <\$10K           | 3.44%                       | 235                        | 2.42%                   | 1.42          |
| \$10K to <\$15K          | 7.80%                       | 447                        | 4.61%                   | 1.69          |
| \$15K to <\$20K          | 7.04%                       | 523                        | 5.40%                   | 1.31          |
| \$20K to <\$25K          | 6.99%                       | 629                        | 6.49%                   | 1.08          |
| \$25K to <\$35K          | 13.17%                      | 1,178                      | 12.15%                  | 1.08          |
| \$35K to <\$50K          | 15.91%                      | 1,642                      | 16.94%                  | 0.94          |
| \$50K to <\$65K          | 12.36%                      | 1,647                      | 16.99%                  | 0.73          |
| \$65K to <\$80K          | 8.44%                       | 1,189                      | 12.27%                  | 0.69          |
| \$80K to <\$100K         | 7.23%                       | 922                        | 9.51%                   | 0.76          |
| \$100K and over          | 10.71%                      | 1,069                      | 11.03%                  | 0.97          |
| <b>Totals</b>            |                             | <b>9,692</b>               |                         |               |

The main effect of imputation is an increase in the middle-income categories, maintaining – with some exceptions – the original sample distribution. An income weight is then calculated based upon population parameters of income distribution as reported in the 1999 Current Population Survey data produced by the US Bureau of the Census<sup>4</sup>. Table E illustrates the calculation of the income weights.

The main effect of imputation is an increase in the middle-income categories, maintaining – with some exceptions – the original sample distribution.

The resultant income weights were then multiplied to the geographic weights explained above. Frequency distributions were generated for one common variable (gender) with unweighted and weighted counts. To ensure that weighted counts of recruitment data would equal unweighted counts, the resultant

weights were adjusted based on the ratio between unweighted and weighted counts.

An additional weight was constructed for use with the recruitment data for certain items that measured volume (i.e. number of cards sent, number of magazines received, etc.). This weight is identical to the final weight with an added component, adjusting volumetric items based on the number of weeks within each postal quarter. This allowed for the adjustment of seasonal fluctuations between postal quarters that were due to the differing lengths within postal quarters.

### **Weighting Procedures – PFY 2000 Diary Data**

As mentioned above, 9,692 households participated in the recruitment phase of the PFY 2000 HDS, while 5,313 households completed usable diaries. Balancing weights for the diary portion of the PFY 2000 HDS are essentially identical to weights used in recruitment, providing an adjustment for the reduction in sample size and the addition of age of head of household. For those households in which either more than one person was identified as the head of household or no individual was identified as the head of household, one was chosen. This was completed based on the following sequence of criteria: 1) oldest male, 2) oldest female (if no male exists).

<sup>4</sup> The Current Population Survey (CPS) is a monthly household-based survey conducted jointly by the US Bureau of the Census and the US Bureau of Labor Statistics. For the purposes of the HDS 2000, the annual demographic survey of the CPS (commonly referred to as the March supplement) was used. The reference date for these estimates is March 1999.

For cases in which two candidates for the head of the household were of the same age, the respondent was chosen. Heads of household were grouped into eight age cohorts: 18-21, 22-24, 25-34, 35-44, 45-54, 55-64, 65-69, and 70 years or more.

Weights were computed based on the quotient of each cohort's percentage of the population divided by each cohort's percentage of the sample. The resultant weight was then multiplied to the final weight produced in the recruitment phase. Other adjustments to weights used in the diary data included a quarterly adjustment, which accounted for sampling across postal quarters. Since the survey period for each household is one 7-day span, an expansion factor was applied to diary data to adjust weekly volumes to annual volumes. A final

adjustment was made to expand the sample to the level of total households in the United States, which at the time of data collection was 104.8 million.

Expansion factors are applied in order to derive both the number of mail pieces per household per week and annual volumes received by households nationwide. The number of households that participated in the diary portion of the survey were divided into the number of households in the United States at the time of the survey: 104.8 Million. The resultant factor was applied to each household in the survey. The expansion factor was multiplied by the sampling weight and then multiplied by 52 (the number of calendar weeks in one year) to derive nationwide annual volume estimates from the sample data.

# Adjustment Factors

In order to account for under-reporting of household mail volumes, a variety of adjustment factors have been used. There are three types of adjustment factors: Destination adjustment factors: Household-to-Household adjustment factors, and Household-to-Nonhousehold adjustment factors.

Destination adjustment factors were calculated from differences between weighted volumes derived from PFY 2000 HDS sample data and mailing volumes calculated under the City Cost Carrier System (CCCS) and Rural Cost Carrier System (RCCS) operated by USPS. These destination adjustment factors were applied to First-Class, Priority, Standard Mail (A), Standard Mail (B), and Periodicals.

Household-to-household adjustment factors were applied based on the logic that mail originating and destinating in households should consist of a "closed loop". In other words, mail that is sent to households by households should equal mail received by

households from households. This situation does not necessarily exist within the confines of a finite sample since households may receive mail from households outside the sampling frame. Therefore, is adjusted household mail sent to equal household mail received. This factor is applied to First-Class Mail (1.48) and Packages (1.27).

Household-to-nonhousehold adjustment factors were applied to account for under-reporting of mail sent by households to nonhouseholds. The use of this adjustment factor is based on a comparison between the amount of mail sent by households to non-households derived from the recruitment phase of the survey and amounts derived from actual diary data. This factor (1.35) is applied to First-Class mail sent by households to non-households.

The following table indicates adjustment factors applied by postal classification:

*Carriers City Cost  
Rural Carrier Cost System*

**TABLE F**

HDS 2000: Adjustment Factors Utilized by Postal Classification

| Postal Classification | Destination Adjustment Factor | Household-to-Household | Household-to-Nonhousehold |
|-----------------------|-------------------------------|------------------------|---------------------------|
| First-Class           | 1.05                          | 1.48                   | 1.35                      |
| Priority              | 1.16                          | N/A                    | N/A                       |
| Standard Mail (A)     | 1.08                          | N/A                    | N/A                       |
| Standard Mail (B)     | 1.63                          | N/A                    | N/A                       |
| Periodicals           | 0.97                          | N/A                    | N/A                       |



## Appendix D: Revenue, Pieces and Weight Volume Table

**Appendix D**  
**Revenue, Pieces and Weight Volume**  
**(millions)**

**Postal Fiscal Years 1987, 1999, and 2000**

| Rate                             | 1987       | 1999       | 2000       |
|----------------------------------|------------|------------|------------|
| First-Class Letters:             |            |            |            |
| Single Piece                     | 53,937.474 | 53,412.621 | 52,174.240 |
| Automated-Presort (Work Shared)  | 21,371.032 | 42,684.840 | 45,277.460 |
| First-Class Cards:               |            |            |            |
| Single Piece                     | 2,482.994  | 2,414.013  | 2,516.809  |
| Automated-Presort (Work Shared)  | 754.821    | 2,433.524  | 2,707.744  |
| Priority                         | 351.437    | 1,187.813  | 1,215.581  |
| Express                          | 41.381     | 68.366     | 70.377     |
| Periodicals                      | 10,290.611 | 10,296.517 | 10,219.793 |
| Standard Mail (A):               |            |            |            |
| Single Piece*                    | 157.551    | 51.620     | 0.000      |
| Regular Rate Bulk:               |            |            |            |
| Nonautomated/automated           | 21,707.426 | 38,490.810 | 42,472.931 |
| Enhanced carrier route           | 26,598.537 | 32,769.071 | 32,540.359 |
| Nonprofit Rate Bulk:             |            |            |            |
| Automated-Presort (Work Shared)  | 8,596.680  | 10,933.949 | 11,288.179 |
| Nonprofit Enhanced carrier route | 2,340.985  | 2,940.701  | 2,887.986  |
| Standard B:                      |            |            |            |
| Parcel post                      | 143.102    | 326.021    | 323.073    |
| Other                            | 469.092    | 716.879    | 789.606    |
| International Mail:              |            |            |            |
| International                    | 776.341    | 1,025.877  | 1,071.245  |

\*This sub-class was phased out in 2000.

**Source: Demand Forecasting and Economic Analysis**