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BULK FIRST-CLASS MAIL STAMP PURCHASE SURVEY

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CARAVAN<sup>®</sup>

# FIRST-CLASS POSTAGE STAMPS

*Prepared for:*

United States Postal Service

*August 9, 2001*

ORC INTERNATIONAL<sup>®</sup>



DETAILED TABULATIONS OF CARAVAN

FIRST-CLASS POSTAGE STAMPS

*Prepared for:*

United States Postal Service

*August 9, 2001*

STUDY #  
710328

*Prepared by:*  
**O R C** INTERNATIONAL®  
Princeton, New Jersey

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## INTRODUCTION

This report presents the findings of a telephone survey conducted among a national probability sample of 1003 adults comprising 502 men and 501 women 18 years of age and older, living in private households in the continental United States.

Interviewing for this CARAVAN® Survey was completed during the period August 9-12, 2001. All data collection efforts took place at Opinion Research Corporation's Central Telephone Facility in Tucson, Arizona and/or Tampa, Florida. The core of our telephone center is the interviewers. All Opinion Research Corporation's interviewers complete an intensive training and test period. Additionally, they attend follow-up training classes that cover advanced screening techniques, in-depth probing and the art of refusal avoidance. Interviewers are continuously supervised, monitored and reviewed in order to maintain the highest quality interviewing standards.

All CARAVAN interviews are conducted using Opinion Research Corporation's computer assisted telephone interviewing (CATI) system. The system is state-of-the-art and offers several distinct advantages such as: full-screen control which allows multi-question screens, fully-programmable help and objection screens to aid interviewing, an extremely flexible telephone number management system and powerful data checking facilities. CATI ensures that interviews are conducted in the most efficient manner and allows interviewers easy response recording. This interviewing method also allows for the most accurate form of data entry by guiding the interviewer through the programmed question flow and by providing on-screen interviewer instructions.

The most advanced probability sampling techniques are employed in the selection of households for telephone interviewing. Opinion Research Corporation utilizes an unrestricted random sampling procedure that controls the amount of serial bias found in systematic sampling to generate its random-digit-dial sample. The sample is fully replicated and stratified by region. Only one interview is conducted per household. All sample numbers selected are subject to up to four attempts to complete an interview.

Completed interviews are weighted by four variables: age, sex, geographic region, and race, to ensure reliable and accurate representation of the total population, 18 years of age and older. The raw data are weighted by a custom designed program which automatically develops a weighting factor for each respondent. Each respondent is assigned a single weight derived from the relationship between the actual proportion of the population with its specific combination of age, sex, geographic characteristics and race and the proportion in our CARAVAN sample that week. Tabular results show both weighted and unweighted bases.

The use of replicable sampling, standardized interviewing procedures and representative weighting provides that all CARAVAN studies are parallel to one another. Thus, CARAVAN usage is appropriate both for point-in-time analysis as well as tracking and trend comparisons.

Included in the Technical Information which follows are tables of sampling tolerances of survey results, and a copy of the question series as it appeared in the survey questionnaire.

As required by the Code of Standards of the Council of American Survey Research Organizations, we will maintain the anonymity of our respondents. No information will be released that in any way will reveal the identity of a respondent. Our authorization is required for any publication of the research findings or their implications.

Opinion Research Corporation's CARAVAN is a shared-cost data collection vehicle. Opinion Research Corporation has exercised its best efforts in the preparation of this information. In any event, Opinion Research Corporation assumes no responsibility for any use which is made of this information or any decisions based upon it.

### **CARAVAN Telephone Sampling Methodology**

Opinion Research Corporation's national probability telephone sample is an efficient form of random-digit-dialing. The sample is designed to be a simple random sample of telephone households. Unlike published directories, Opinion Research Corporation's national probability telephone sample includes both unlisted numbers and numbers issued after publication of the directories. The following procedure was used to create the sample:

- Opinion Research Corporation has an annual license for GENESYS, a custom RDD sample generation system developed by Marketing Systems Groups.
- The methodology for generating random digit dialing (RDD) telephone samples in the GENESYS system provides for a single stage, EPSEM (Equal Probability of Selection Method) sample of residential telephone numbers. It is updated twice a year.
- When a national probability sample is needed, a random selection is made from approximately 40,000 exchanges in two million working banks.
- Each telephone number is transferred to a separate call record. The record shows the computer-generated telephone number to be called, as well as the county, state, MSA (if applicable), band and time zone into which the telephone number falls. Our computerized interviewing system (CATI) uses this information to keep track of regional quotas. The CATI interviewing program also keeps track of the disposition categories for each call attempt.

## Reliability Of Survey Percentages

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results.

The table below shows the possible sample variation that applies to percentage results reported from Opinion Research Corporation's CARAVAN sample. The chances are 95 in 100 that a CARAVAN survey result does not vary, plus or minus, by more than the indicated number of percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

Size of Sample on Which Survey Results Are Based	Approximate Sampling Tolerances Applicable to Percentages At or Near These Levels				
	<u>10% or 90%</u>	<u>20% or 80%</u>	<u>30% or 70%</u>	<u>40% or 60%</u>	<u>50%</u>
2,000 interviews	1%	2%	2%	2%	2%
1,000 interviews	2%	2%	3%	3%	3%
500 interviews	3%	4%	4%	4%	4%
250 interviews	4%	5%	6%	6%	6%
100 interviews	6%	8%	9%	10%	10%

### Additional Sampling Tolerances for Samples of 1,000 Interviews

<u>9% or 91%</u>	<u>8% or 92%</u>	<u>7% or 93%</u>	<u>6% or 94%</u>	<u>5% or 95%</u>
2%	2%	2%	1%	1%
<u>4% or 96%</u>	<u>3% or 97%</u>	<u>2% or 98%</u>	<u>1% or 99%</u>	
1%	1%	1%	.2%	



### Sampling Tolerances When Comparing Two Samples

Tolerances are also involved in the comparison of results from independent parts of any one Opinion Research Corporation's CARAVAN sample and in the comparison of results between two independent CARAVAN samples. A difference, in other words, must be of at least a certain number of percentage points to be considered statistically significant. The table below is a guide to the sampling tolerances in percentage points applicable to such comparisons, based on a 95% confidence level.

Size of Samples Compared	Differences Required for Significance At or Near These Percentage Levels				
	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
1,000 and 1,000	3%	4%	4%	4%	4%
1,000 and 500	3%	4%	5%	5%	5%
1,000 and 250	4%	6%	6%	7%	7%
1,000 and 100	6%	8%	9%	10%	10%
500 and 500	4%	5%	6%	6%	6%
500 and 250	5%	6%	7%	7%	8%
500 and 100	6%	9%	10%	11%	11%
250 and 250	5%	7%	8%	9%	9%
250 and 100	7%	9%	11%	11%	12%
100 and 100	8%	11%	13%	14%	14%

## INTRODUCTION TO DETAILED TABULATIONS

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### **How To Read The Tables**

The following pages present the detailed tabulations of survey results. The data are percentaged vertically and, therefore, should be read from top-to-bottom. The total number of interviews, both weighted and unweighted, appears at the top of each column. Percentages are calculated on the weighted bases. Percentages may not add to 100% due to weighting factors or multiple responses. Where an asterisk (\*) appears, it signifies any value of less than one-half percent.

### **Definition Of Classification Terms**

The following definitions are provided for some of the standard demographics by which the results are tabulated. Other demographics are self-explanatory.

#### **Income**

The income groupings refer to the total household income for 2000 before taxes.

#### **Metro Size**

Metro --	In Center City of Metropolitan Area Outside Center City, Inside Center City County Inside Suburban County of Metropolitan Area In Metropolitan Area with No Center City
----------	--

Non-Metro --	In Non-Metropolitan Area
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#### **Children in Household**

None --	No children under 18 years of age living in household
Total --	Have children under 18 years of age living in household
Under 12 --	Have children under 12 years of age living in household
12 - 17 --	Have children ages 12 to 17 living in household

## Geographic Region

The continental states are contained in four geographic regions as follows:

### North East

New England: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut

Middle Atlantic: New York, New Jersey, Pennsylvania

### North Central

East North Central: Ohio, Indiana, Illinois, Michigan, Wisconsin

West North Central: Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas

### South

South Atlantic: Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida

East South Central: Kentucky, Tennessee, Alabama, Mississippi

West South Central: Arkansas, Louisiana, Oklahoma, Texas

### West

Mountain: Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada

Pacific: Washington, Oregon, California

## Occupation (Optional)

The occupation classification refers to the occupation of the respondent. The types of positions included in each category are:

Professional/Manager/Owner	-	Executives, Professionals, Technical and Kindred Workers, Managers, Officials, and Proprietors
White Collar - Sales/Clerical	-	Clerical, Office and Secretarial Workers, and Sales Agents and Workers
Blue Collar - Craftsmen/Foremen	-	Craftsmen, Foremen, Kindred Workers, Carpenters, Plumbers, Electricians, Mechanics, and Bakers
Blue Collar - Semi-Skilled/Unskilled	-	Apprentices, Laborers, Assembly Line Workers, Motormen and Fishermen
Service Workers	-	Housekeepers in Private Households, Police, Beauticians, Barbers, Security Guards, Waitresses and Waiters

## Significance Testing

When results from sub-groups of a CARAVAN sample appear in the detailed tabulations, an indicator of statistically significant differences is added to the tables run on our standard demographic banners. The test is performed on percentages as well as mean values. Each sub-sample is assigned a letter. When the percentage of one sub-sample is significantly different from the percentage of another sub-sample, the letter representing one of the two samples appears next to the percentage (or mean) of the other sample.

For instance the percentage of males answering yes to a particular question may be compared to the percentage of females answering yes to the same question. In the example on the next page, the male sample is assigned the letter A, and the female sample is assigned the letter B. Here, respondents were asked whether a certain business practice is acceptable. 67% of women said that it was -- a proportion significantly greater than the 57% of males who believe that the practice is acceptable. To indicate that women are significantly more likely to find the practice acceptable than are men, the letter A -- the letter assigned to the male sub-sample -- appears next to the "67%" in the female column. Similarly, the 37% of men that find the practice unacceptable is significantly greater than the 29% of women who do so and, therefore, the letter "B" -- the letter assigned to the female sub-sample -- appears next to the "37%" in the male column.

### Significance Testing (continued)

Acceptability of [practice]

	Total	Sex	
		Male (A)	Female (B)
Unweighted Total	977	488	489
Weighted Total	967	464	503
Acceptable	611 63%	274 59%	337 67%A
Not Acceptable	319 33%	171 37%B	148 29%
Don't Know	37 4%	18 4%	19 4%

Significance testing is done to the 95% confidence level. The columns compared are listed at the bottom of each table.

A number of factors need to be considered when determining which type of t-test should be applied, such as whether the samples being compared overlap, whether they are means or percentages, etc. Opinion Research Corporation's software has the capability to perform the appropriate test.

Note that any statistical test becomes less reliable when the sample sizes are small. Even though the test mathematically can be performed on samples as low as thirty, sixty respondents is the reasonable lower bound on the size of the sample.

## DETAILED TABULATIONS

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Question F1

Are the person who typically purchases First-Class, 34 cent, postage stamps for household

	Sex		Age							Region							Race			Hispanic (R)
	Total (A)	Male (B)	18- (D)	25- (E)	35- (F)	45- (G)	55- (H)	65+ (I)	North- Central (J)	North- East (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White (P)	Black (Q)				
			24 (D)	34 (E)	44 (F)	54 (G)	64 (H)	74 (I)	82%DE (J)	75%DE (K)	74%DE (L)	81%DE (M)	69% (N)	69% (O)	70% (P)	68% (Q)				
Unweighted Total	1003	502	111	168	176	189	138	176	197	232	359	215	759	244	792	85	78			
Weighted Total	1000	480	123	183	214	169	109	156	195	232	356	217	755	245	805	114*	61*			
Yes	694 69%	283 59%	68 55%	111 61%	147 68%D	127 75%DE	81 74%DE	128 82%DE	136 70%	158 68%	247 69%	154 71%	524 69%	170 69%	560 70%	78 68%	42 69%			
No	304 30%	196 41%C	54 44%FG HI	72 39%GH I	67 32%I	42 25%	28 26%	27 17%	59 30%	73 31%	108 30%	63 29%	230 30%	74 30%	243 30%	36 32%	19 31%			
Don't know	2 *	1 *	1 1%	0 0	0 0	0 0	0 0	1 1%	0 0	1 *	1 *	0 0	1 *	1 *	2 *	0 0	0 0			

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q  
 \* small base



ORC STUDY #710328

CARAVAN  
FIRST CLASS POSTAGE STAMPS

AUGUST 9, 2001

## Question #1

Are the person who typically purchases First-Class, 34 cent, postage stamps for household

	Household Income						H.H. Size				Children In H.H.				Education			
	-----						-----				-----				-----			
	Total	LT	\$15K- LT	\$25K- LT	\$35K- LT	\$50K- Or More	Dual Income	1	2	3 Or More	None	Total	Under 12	12- 17	HS Incom- plete	HS Grad	Coll Incom- plete	Coll Grad
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	1003	86	108	125	149	314	358	190	379	427	654	340	245	168	96	327	203	316
Weighted Total	1000	88*	110	125	152	307	358	184	359	450	623	369	269	177	92*	329	205	313
Yes	694 69%	66 75%	81 74%	87 69%	110 73%	211 69%	231 64%	156 85% J	256 71% J	278 62%	453 73% L	236 64%	171 63%	113 64%	64 69%	223 68%	143 70%	227 73%
No	304 30%	22 25%	29 26%	38 31%	42 27%	95 31%	126 35%	27 15%	104 29% H	171 38% H	168 27% I	133 36% K	98 37%	64 36%	28 31%	104 32%	62 30%	86 27%
Don't know	2 *	0 0	0 0	0 0	0 0	1 *	1 *	1 *	0 0	1 *	2 *	0 0	0 0	0 0	0 0	1 *	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R

\* small base

ORC STUDY #710328

CARAVAN

AUGUST 9, 2001

## FIRST CLASS POSTAGE STAMPS

## Question F2

Number of individual First-Class stamps usually purchase at one time

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Sex			Age						Region					Race				His-panic (R)
	Total (A)	Male (B)	Fe- male (C)	18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+ (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White (P)	Black (Q)		
Unweighted Total	700	301	399	60	103	120	142	101	144	139	157	251	153	530	170	555	58	57	
Weighted Total	694	283	411	68*	111*	147	127	81*	128	136	158	247	154	524	170	560	78*	42*	
5 or less	49 7%	25 9%	24 6%	9 14%HI	9 8%	15 10%I	7 5%	3 4%	3 3%	12 9%	14 9%	18 7%	5 3%	29 5%	20 12%N	27 5%	15 20%P	2 5%	
6-19	95 14%	41 15%	53 13%	11 16%H	23 21%H	18 12%	18 14%H	4 5%	16 13%H	13 10%	24 15%	37 15%	20 13%	72 14%	23 14%	75 13%	11 14%	8 18%	
20	269 39%	103 37%	165 40%	30 44%	45 41%	63 43%	43 34%	25 31%	51 40%	56 41%	62 39%	91 37%	60 39%	204 39%	65 38%	222 40%	24 31%	18 43%	
21-39	67 10%	26 9%	41 10%	6 9%	8 7%	18 12%	9 7%	11 14%	12 9%	13 9%	15 9%	25 10%	14 9%	51 10%	15 9%	45 8%	16 20%P	4 9%	
40	27 4%	12 4%	15 4%	2 2%	3 3%	8 5%	3 3%	5 7%	5 4%	5 4%	5 3%	9 4%	8 5%	23 4%	4 2%	25 5%	0 0	3 6%	
41-59	21 3%	7 2%	15 4%	0 0	3 2%	3 2%	1 1%	4 5%G	10 8%DFG	8 6%L	4 2%	5 2%	4 3%	16 3%	5 3%	16 3%	4 5%	1 3%	
60	6 1%	3 1%	3 1%	1 2%	0 0	0 0	2 1%	2 2%	2 1%	1 1%	1 1%	2 1%	2 1%	2 *	4 2%N	6 1%	0 0	0 0	
61-79	4 1%	3 1%	1 *	1 2%	1 1%	0 0	1 1%	1 1%	0 0	0 0	0 0	3 1%	1 1%	3 1%	1 *	3 1%	1 2%	0 0	
80-99	5 1%	3 1%	2 1%	0 0	1 1%	0 0	2 2%	0 0	1 1%	2 2%	1 1%	1 *	1 1%	5 1%	0 0	4 1%	0 0	0 0	
100	108 16%	42 15%	66 16%	5 7%	12 10%	17 11%	30 23%DE F	19 24%DE F	21 17%	19 14%	23 15%	37 15%	28 18%	86 16%	22 13%	97 17%Q	4 5%	5 12%	
101-199	3 *	2 1%	1 *	0 0	0 0	0 0	2 1%	1 1%	0 0	0 0	2 1%	1 *	0 0	3 *	0 0	3 *	0 0	0 0	
200	4 1%	2 1%	2 1%	0 0	0 0	3 2%	0 0	0 0	2 1%	0 0	0 0	2 1%	2 1%	4 1%	0 0	4 1%	0 0	0 0	

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q

\* small base

Question F2

Number of individual First-Class stamps usually purchase at one time

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Sex			Age						Region				Race				His-panic (R)
	Total (A)	Male (B)	Fe- male (C)	18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+ (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White (P)	Black (Q)	
Weighted Total	694	283	411	68*	111*	147	127	81*	128	136	158	247	154	524	170	560	78*	42*
More than 200	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	36	13	22	3	6	3	9	6	5	6	7	16	7	24	12	32	3	2
	5%	5%	5%	4%	5%	2%	7%F	7%F	4%	4%	5%	6%	5%	5%	7%	6%	4%	4%
Mean	35.9	35.7	36.1	24.9	28.2	32.4	43.0D EF	46.0D EF	39.9D E	34.1	33.7	35.6	40.5	37.5O	30.9	38.4Q	22.8	30.5
Standard Deviation	34.8	35.6	34.3	24.1	28.3	35.6	38.4	35.5	37.0	31.0	32.9	35.6	38.5	36.0	30.4	36.2	22.0	28.3
Standard Error	1.4	2.1	1.8	3.2	2.9	3.3	3.3	3.7	3.2	2.7	2.7	2.3	3.2	1.6	2.4	1.6	2.9	3.8
Median	20.0	20.0	20.0	20.0	20.0	20.0	20.0	25.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q

\* small base

ORC STUDY #710328

CARAVAN

AUGUST 9, 2001

## FIRST CLASS POSTAGE STAMPS

## Question F2

Number of individual First-Class stamps usually purchase at one time

Base = Typically purchase First-class, 34 cents, postage stamps for household

	Household Income							H.H. Size							Children In H.H.			Education			
	Total	LT	\$15K-	\$25K-	\$35K-	\$50K	Dual	H.H. Size			Children In H.H.			HS	Coll	Incom-	Coll				
		\$15K	\$25K	\$35K	\$50K	Or		1	2	3 Or	None	Total	Under 12-					12-	HS	Incom-	Grad
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)			
Unweighted Total	700	65	81	88	110	216	231	163	268	264	475	219	156	108	65	226	142	231			
Weighted Total	694	66*	81*	87*	110	211	231	156	256	278	453	236	171	113	64*	223	143	227			
5 or less	49 7%	11 17%CE	5 6%	13 16%EF	7 6%	5 2%	14 6%	7 5%	18 7%	24 9%	30 7%	19 8%	15 9%	6 5%	10 16%PR	16 7%R	11 8%R	7 3%			
6-19	95 14%	16 24%F	18 22%F	11 12%	14 13%	16 8%	27 12%	22 14%	34 13%	39 14%	63 14%	32 13%	22 13%	16 14%	15 24%R	35 16%	20 14%	22 10%			
20	269 39%	29 43%	37 46%F	35 40%	48 44%	70 33%	83 36%	74 47%I	86 34%	105 38%	172 38%	92 39%	71 42%	40 36%	21 34%	85 38%	57 40%	91 40%			
21-39	67 10%	1 2%	9 12%B	13 15%B	7 6%	24 12%B	20 9%	13 8%	28 11%	25 9%	40 9%	27 11%	16 9%	18 16%	3 5%	23 10%	13 9%	22 10%			
40	27 4%	1 1%	1 1%	1 2%	3 3%	12 6%	11 5%	6 4%	11 4%	10 4%	21 5%	6 2%	6 3%	2 1%	* 1%	3 2%	7 5%	14 6%P			
41-59	21 3%	2 3%	5 6%D	0 0	5 5%	6 3%	3 2%	5 3%	9 4%	7 2%	17 4%	4 2%	3 2%	1 1%	1 1%	9 4%	3 2%	7 3%			
60	6 1%	1 2%	0 0	1 1%	2 2%	1 *	3 1%	0 0	4 2%	2 1%	5 1%	1 *	0 0	1 1%	1 1%	2 1%	1 1%	3 1%			
61-79	4 1%	1 1%	0 0	0 0	0 0	2 1%	0 0	1 *	0 0	3 1%	3 1%	1 *	1 1%	0 0	0 0	1 1%	1 1%	1 *			
80-99	5 1%	0 0	1 1%	1 1%	0 0	3 2%	2 1%	1 1%	2 1%	2 1%	3 1%	2 1%	1 1%	2 2%	0 0	1 *	0 0	4 2%			
100	108 16%	3 5%	3 4%	8 9%	16 15%C	56 26%BC DE	51 22%	18 11%	48 19%H	41 15%	74 16%	33 14%	23 14%	16 14%	3 5%	34 15%O	21 15%O	45 20%O			
101-199	3 *	0 0	0 0	0 0	0 0	3 1%	3 1%	0 0	2 1%	1 *	2 *	1 *	0 0	1 1%	0 0	1 *	1 1%	1 *			

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R

\* small base

ORC STUDY #710328 CARAVAN AUGUST 9, 2001  
FIRST CLASS POSTAGE STAMPS

## Question #2

Number of individual First-Class stamps usually purchase at one time

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Household Income										H.H. Size					Children In H.H.					Education				
	\$15K- \$25K- \$35K- \$50K					Dual Income					3 Or More					Under 12- 12 17					HS Coll				
	LT (A)	LT (B)	LT (C)	LT (D)	LT (E)	LT (F)	LT (G)	LT (H)	LT (I)	LT (J)	LT (K)	LT (L)	LT (M)	LT (N)	LT (O)	LT (P)	LT (Q)	LT (R)	LT (S)	LT (T)	LT (U)	LT (V)	LT (W)	LT (X)	LT (Y)
Weighted Total	694	66*	81*	87*	110	211	231	156	256	278	453	236	171	113	54*	223	143	227							
200	4	0	0	0	1	3	3	1	1	3	2	3	3	3	0	1	0	3							
More than 200	1%	0	0	0	1%	2%	2%	1%	1%	1%	*	1%	2%	2%	0	1%	0	1%							
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0							
Mean	36	1	2	4	6	9	12	8	12	15	20	16	10	8	8	11	8	8							
Standard Deviation	5%	1%	3%	5%	6%	4%	5%	5%	5%	5%	4%	7%	6%	7%	13%	PR	5%	5%							
Standard Error	35.9	22.0	24.0	25.8	34.7B	50.4B	43.7	31.5	38.9H	35.7	36.6	34.8	34.3	38.8	20.6	35.10	33.20	42.70PQ							
Median	34.8	22.6	20.2	26.5	34.3	41.9	41.3	31.0	35.4	36.2	34.0	36.5	37.2	41.6	21.6	34.2	31.6	39.0							
	1.4	2.8	2.3	2.9	3.4	2.9	2.8	2.5	2.2	2.3	1.6	2.6	3.1	4.2	2.8	2.3	2.7	2.6							
	20.0	20.0	20.0	20.0	20.0	25.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0	20.0							

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R  
\* small base

Question F3

How often buy First-Class stamps

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Sex			Age						Region						Race				His-panic (R)
	Total (A)	Male (B)	Fe- male (C)	18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+ (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White (P)	Black (Q)			
Unweighted Total	700	301	399	60	103	120	142	101	144	139	157	251	153	530	170	555	58	57		
Weighted Total	694	283	411	68*	111*	147	127	81*	128	136	158	247	154	524	170	560	78*	42*		
Once a month or more (Net)	388 56%	155 55%	233 57%	46 68%GH	68 62%G	93 63%GH	57 45%	40 49%	68 53%	73 54%	90 57%	150 61%M	74 48%	291 56%	96 57%	304 54%	54 70%P	21 50%		
Once a week	18 3%	12 4%C	6 1%	1 1%	4 3%	6 4%	4 3%	1 1%	2 1%	3 2%	3 2%	9 3%	4 2%	14 3%	4 2%	12 2%	3 4%	0 0		
Every other week	84 12%	35 12%	49 12%	13 18%I	15 13%I	30 20%GHI	11 8%	8 10%I	4 4%	18 13%	22 14%	31 12%	13 9%	68 13%	17 10%	62 11%	15 19%	3 8%		
Once a month	286 41%	108 38%	177 43%	33 49%G	50 45%	58 39%	42 33%	31 38%	61 48%G	52 38%	65 41%	111 45%	57 37%	210 40%	76 44%	231 41%	36 47%	18 42%		
Once every other month	150 22%	60 21%	90 22%	12 18%	18 16%	25 17%	40 31%EF	22 27%	28 22%	36 27%K	24 15%	50 20%	40 26%K	115 22%	35 21%	118 21%	17 21%	11 26%		
Once every three months	91 13%	37 13%	54 13%	4 6%	13 11%	17 12%	19 15%	9 11%	24 18%D	15 11%	19 12%	29 12%	29 19%	71 14%	20 12%	80 14%	4 5%	8 20%		
Less often than once every three months	57 8%	27 10%	29 7%	5 8%	11 10%	11 7%	10 8%	11 14%I	6 5%	8 6%	23 15%JLM	17 7%	10 6%	39 7%	18 11%	50 9%	3 4%	1 3%		
Don't know	9 1%	4 1%	5 1%	1 1%	1 1%	1 1%	1 1%	0 0	3 2%	4 3%	2 1%	1 1%	2 1%	8 2%	1 1%	7 1%	0 0	1 1%		

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q

\* small base

ORC STUDY #710328

CARAVAN

AUGUST 9, 2001

## FIRST CLASS POSTAGE STAMPS

## Question F3

How often buy First-Class stamps

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Household Income							H.H. Size							Children In H.H.				Education			
	Total	LT \$15K (B)	\$15K- LT \$25K (C)	\$25K- LT \$35K (D)	\$35K- LT \$50K (E)	\$50K Or More (F)	Dual Income H.H. (G)	-----			-----				-----		-----					
								1 (H)	2 (I)	3 Or More (J)	None (K)	Total (L)	Under 12- 12 (M)	17 (N)	HS Incom- plete (O)	HS Grad (P)	Coll Incom- plete (Q)	Coll Grad (R)				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)				
Unweighted Total	700	65	81	88	110	216	231	163	268	264	475	219	156	108	65	226	142	231				
Weighted Total	694	66*	81*	87*	110	211	231	156	256	278	453	236	171	113	64*	223	143	227				
Once a month or more (Net)	388 56%	35 54%	48 59%	55 63%	62 56%	115 55%	126 54%	83 53%	130 51%	171 62%I	240 53%	143 61%	104 61%	66 58%	47 74%PQ R	115 51%	84 59%	124 55%				
Once a week	18 3%	0 0	2 2%	2 2%	5 4%	4 2%	6 2%	8 5%I	2 1%	7 3%	11 2%	7 3%	5 3%	3 2%	1 2%	4 2%	5 4%	6 3%				
Every other week	84 12%	4 6%	5 6%	18 21%BCE	8 7%	33 16%CE	35 15%	11 7%	29 11%	43 15%H	44 10%	38 16%K	26 15%	19 17%	7 10%	25 11%	13 9%	33 14%				
Once a month	286 41%	31 47%	42 52%F	35 40%	49 44%	79 37%	85 37%	64 41%	99 39%	121 43%	185 41%	98 42%	72 42%	44 39%	39 61%PR	85 38%	67 46%	85 38%				
Once every other month	150 22%	18 27%	14 17%	17 20%	29 27%	41 19%	62 27%	35 22%	58 22%	57 20%	101 22%	48 20%	35 21%	25 22%	6 9%	52 23%O	31 22%O	52 23%O				
Once every three months	91 13%	8 12%	9 11%	9 10%	12 11%	30 14%	25 11%	24 15%	39 15%	29 10%	68 15%	23 10%	17 10%	12 11%	6 9%	37 17%	13 9%	31 14%				
Less often than once every three months	57 8%	2 4%	10 12%	6 7%	7 6%	23 11%	16 7%	12 8%	27 11%	18 6%	38 8%	18 8%	13 7%	9 8%	4 6%	17 8%	14 10%	19 8%				
Don't know	9 1%	2 4%	* 1%	1 1%	1 1%	1 *	3 1%	3 2%	3 1%	4 1%	6 1%	3 1%	2 1%	2 1%	1 2%	2 1%	1 1%	1 *				

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R

\* small base

Question F4

Number of individual First-Class stamps household has on hand

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Sex			Age						Region				Race				His-panic (R)
	Total (A)	Male (B)	Fe- male (C)	18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+ (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White (P)	Black (Q)	
Unweighted Total	700	301	399	60	103	120	142	101	144	139	157	251	153	530	170	555	58	57
Weighted Total	694	283	411	68*	111*	147	127	81*	128	136	158	247	154	524	170	560	78*	42*
Any (Net)	601 87%	247 87%	354 86%	61 90%	94 85%	115 79%	114 90%F	73 90%F	118 92%F	122 90%L	145 92%L	201 81%	134 87%	461 88%	140 82%	487 87%	65 83%	40 93%
5 or less	138 20%	59 21%	78 19%	19 28%I	31 28%HI	27 18%	28 22%	12 15%	19 15%	22 16%	35 22%	51 21%	31 20%	100 19%	38 22%	111 20%	21 26%	9 20%
6-19	271 39%	116 41%	155 38%	30 44%	39 36%	61 42%	49 39%	26 32%	50 39%	60 44%	66 42%	88 36%	57 37%	214 41%	57 33%	212 38%	36 47%	18 43%
20	56 8%	24 9%	32 8%	4 6%	6 5%	10 7%	8 6%	10 12%	13 10%	12 9%	19 12%L	15 6%	11 7%	44 8%	12 7%	45 8%	3 4%	6 14%
21-39	44 6%	19 7%	25 6%	2 3%	7 7%	5 3%	6 4%	10 12%FG	13 10%F	10 7%	11 7%	12 5%	11 7%	33 6%	11 7%	38 7%	1 2%	3 8%
40	16 2%	6 2%	9 2%	0 0	1 1%	4 3%	4 3%	1 2%	5 4%	2 2%	3 2%	6 2%	5 3%	12 2%	3 2%	15 3%	0 0	1 3%
41-59	23 3%	6 2%	17 4%	4 5%	3 3%	3 2%	3 3%	5 6%	5 4%	7 5%K	0 0	7 3%K	8 5%K	19 4%	3 2%	20 4%	1 1%	1 3%
60	12 2%	4 1%	8 2%	3 4%	0 0	4 3%	1 1%	1 1%	3 2%	4 3%	2 2%	5 2%	1 1%	9 2%	3 2%	10 2%	1 2%	1 3%
61-79	11 2%	2 1%	9 2%	0 0	1 1%	1 1%	6 5%	1 1%	2 1%	* *	3 2%	4 2%	4 3%	11 2%	0 0	11 2%	0 0	0 0
80-99	11 2%	6 2%	5 1%	0 0	0 0	* *	4 3%	3 4%EF	2 2%	2 1%	1 1%	6 3%	2 1%	7 1%	4 3%	8 2%	0 0	0 0
100	14 2%	2 1%	13 3%B	0 0	4 3%F	0 0	5 4%F	3 3%F	3 2%	3 2%	4 2%	4 2%	3 2%	8 2%	6 4%	13 2%	0 0	0 0
101-199	6 1%	3 1%	3 1%	0 0	1 1%	0 0	0 0	2 2%	3 2%	1 1%	2 1%	2 1%	1 1%	4 1%	2 1%	5 1%	1 1%	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q  
\* small base



Number of individual first-class stamps household has on hand

Base - Typically purchase first-class, 34 cents, postage stamps for household

**CARAVAN® ORC INTERNATIONAL**

ORC STUDY #710328

CARAVAN

AUGUST 9, 2001

## FIRST CLASS POSTAGE STAMPS

## Question F4

Number of individual First-Class stamps household has on hand

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Household Income							H.H. Size			Children In H.H.				Education			
	Total (A)	LT	\$15K- LT	\$25K- LT	\$35K- LT	\$50K- Or More	Dual Income H.H.	3 Or			Under 12-			HS	HS	Coll	Coll	
		\$15K (B)	\$25K (C)	\$35K (D)	\$50K (E)	(F)	(G)	1 (H)	2 (I)	More (J)	None (K)	Total (L)	12 (M)	17 (N)	Incom- plete (O)	Grad (P)	Incom- plete (Q)	Grad (R)
Unweighted Total	700	65	81	88	110	216	231	163	268	264	475	219	156	108	65	226	142	231
Weighted Total	694	66*	81*	87*	110	211	231	156	256	278	453	236	171	113	64*	223	143	227
Any (Net)	601 87%	54 82%	68 84%	71 82%	98 90%	197 93% D	196 85% BC	138 88%	226 88%	235 85%	402 89% L	196 83%	140 82%	95 84%	42 67%	192 86% O	124 86% O	215 95% OPQ
5 or less	138 20%	22 33% F	17 21%	25 29% F	25 23%	33 15%	50 22%	29 19%	49 19%	59 21%	87 19%	51 22%	31 18%	26 23%	18 29%	47 21%	27 19%	41 18%
6-19	271 39%	22 34%	35 43%	32 36%	49 44%	79 37%	80 35%	70 45%	95 37%	105 38%	177 39%	92 39%	70 41%	45 40%	20 32%	85 38%	66 46%	88 39%
20	56 8%	2 4%	6 7%	5 5%	8 7%	21 10%	15 6%	11 7%	24 9%	20 7%	39 9%	17 7%	11 6%	8 7%	3 5%	15 7%	12 9%	21 9%
21-39	44 6%	3 4%	6 7%	6 7%	4 4%	20 10%	14 6%	10 6%	18 7%	16 6%	34 8%	10 4%	9 5%	3 3%	0 0%	12 6%	5 4%	23 10% OQ
40	16 2%	1 1%	0 0%	1 1%	3 3%	8 4%	5 2%	4 2%	3 1%	8 3%	8 2%	8 3%	7 4%	4 4%	0 0%	2 1%	2 1%	10 5% P
41-59	23 3%	1 1%	1 2%	2 2%	3 3%	11 5%	7 3%	6 4%	7 3%	10 4%	17 4%	6 3%	5 3%	3 3%	1 1%	8 4%	4 3%	7 3%
60	12 2%	1 2%	0 0%	1 1%	0 0%	6 3%	5 2%	1 1%	7 3%	4 1%	10 2%	2 1%	0 0%	2 2%	0 0%	4 2%	1 1%	8 3%
61-79	11 2%	0 0%	1 1%	0 0%	2 2%	5 3%	5 2%	1 1%	6 2%	4 2%	8 2%	3 1%	3 2%	0 0%	0 0%	4 2%	4 3%	4 2%
80-99	11 2%	0 0%	0 0%	1 1%	2 1%	6 3%	4 2%	2 1%	5 2%	3 1%	7 1%	3 1%	2 1%	2 2%	0 0%	3 1%	1 1%	7 3%
100	14 2%	2 3%	1 1%	0 0%	2 2%	5 2%	9 4%	3 2%	10 4% J	2 1%	12 3%	2 1%	2 1%	0 0%	0 0%	11 5% QR	1 1%	3 1%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R

\* small base

ORC STUDY #710328

CARAVAN

AUGUST 9, 2001

## FIRST CLASS POSTAGE STAMPS

## Question F4

Number of individual First-Class stamps household has on hand

Base = Typically purchase First-class, 34 cents, postage stamps for household

	Household Income							H.H. Size							Children In H.H.			Education			
	Total	LT	\$15K-	\$25K-	\$35K-	\$50K	Dual Income	H.H. Size			Children In H.H.			HS Incom- plete	HS Grad	Coll Incom- plete	Coll Grad				
		\$15K	\$25K	\$35K	\$50K	Or More		1	2	3 Or More	None	Total	Under 12-					12-17			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)			
Weighted Total	694	66*	81*	87*	110	211	231	156	256	278	453	236	171	113	64*	223	143	227			
101-199	6 1%	0 0	1 1%	0 0	2 2%	3 1%	2 1%	2 1%	2 1%	2 1%	5 1%	1 *	0 0	1 1%	0 0	1 *	1 1%	4 2%			
200	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0			
More than 200	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0			
None	73 11%	9 14% <sup>F</sup>	11 13% <sup>F</sup>	11 13% <sup>F</sup>	10 9%	11 5%	28 12%	15 10%	22 8%	35 13%	40 9%	32 14%	25 15%	14 12%	18 28% <sup>PQ</sup> R	22 10% <sup>R</sup>	19 13% <sup>R</sup>	7 3%			
Don't know	19 3%	3 4%	3 3%	4 5%	1 1%	3 1%	8 3%	3 2%	8 3%	8 3%	11 3%	8 3%	5 3%	4 4%	3 5% <sup>Q</sup>	10 4% <sup>Q</sup>	1 1%	4 2%			
Mean (Including None)	18.0	11.7	14.2	10.9	16.8	23.8 <sup>B</sup> CDE	19.5	16.6	21.0 <sup>J</sup>	15.9	19.6 <sup>L</sup>	14.8	15.1	14.4	6.0	19.40	14.70	22.60 <sup>Q</sup>			
Standard Deviation (Including None)	24.2	19.0	23.1	13.8	26.0	26.5	26.8	23.6	27.1	21.0	25.8	20.0	19.6	19.8	8.0	26.8	19.0	27.1			
Standard Error (Including None)	0.9	2.4	2.6	1.5	2.5	1.8	1.8	1.9	1.7	1.3	1.2	1.4	1.6	2.0	1.0	1.8	1.6	1.8			
Median (Including None)	10.0	6.0	9.0	6.0	10.0	15.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	4.0	10.0	10.0	12.0			
Mean (Excluding None)	20.2	13.8	16.5	12.7	18.6	25.1 <sup>B</sup> CD	22.3	18.4	23.1 <sup>J</sup>	18.2	21.6	17.2	17.9	16.5	8.5	21.60	16.90	23.30 <sup>Q</sup>			
Standard Deviation (Excluding None)	24.7	20.0	24.1	14.1	26.7	26.7	27.5	24.2	27.5	21.6	26.3	20.6	20.1	20.4	8.3	27.5	19.5	27.3			
Standard Error (Excluding None)	1.0	2.7	2.9	1.6	2.7	1.9	2.0	2.0	1.8	1.4	1.3	1.5	1.8	2.2	1.2	2.0	1.8	1.8			
Median (Excluding None)	10.0	8.0	10.0	10.0	10.0	15.0	10.0	10.0	12.0	10.0	12.0	10.0	10.0	10.0	6.0	10.0	10.0	12.0			

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R

\* small base

ORC STUDY #710328

CARAVAN

AUGUST 9, 2001

FIRST CLASS POSTAGE STAMPS

## Question F5

Place typically purchase First-Class postage stamps - Aided

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Sex			Age						Region						Race				His-panic (R)
	Total (A)	Male (B)	Fe- male (C)	18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+ (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White (P)	Black (Q)			
Unweighted Total	700	301	399	60	103	120	142	101	144	139	157	251	153	530	170	555	58	57		
Weighted Total	694	283	411	68*	111*	147	127	81*	128	136	158	247	154	524	170	560	78*	42*		
Any post office (Net)	540 78%	230 81%	310 75%	50 73%	79 71%	110 75%	109 86% DE FI	67 82%	97 76%	109 81%	117 74%	205 83% K M	109 71%	389 74%	150 88% N	431 77%	63 80%	32 76%		
From a clerk at the post office	484 70%	196 69%	287 70%	42 62%	64 57%	91 62%	101 79% DE F	64 79% DE F	94 74% E	102 75% M	110 70%	182 74% M	90 59%	341 65%	143 84% N	391 70%	54 69%	27 63%		
From a vending machine at the post office	56 8%	33 12% C	23 5%	7 11% I	16 14% GH I	19 13% HI	8 6%	2 3%	3 2%	7 5%	7 4%	23 9%	18 12% K	48 9%	8 5%	40 7%	9 11%	6 13%		
Any retail store (Net)	113 16%	41 15%	71 17%	14 21%	16 15%	32 22% G	13 11%	11 14%	23 18%	14 10%	30 19% J	32 13%	37 24% JL	99 19% O	14 8%	97 17%	8 11%	9 22%		
At the grocery store	93 13%	30 11%	63 15%	12 18%	12 11%	23 16%	12 10%	10 12%	20 15%	12 9%	21 14%	24 10%	35 23% JK L	82 16% O	10 6%	81 14%	5 7%	7 17%		
At a retailer other than a grocery store	20 3%	11 4%	8 2%	2 2%	4 3%	9 6% G	1 1%	1 2%	3 2%	2 1%	8 5%	8 3%	2 2%	17 3%	3 2%	16 3%	3 4%	2 4%		
From the postal service's "stamps by mail" mail order service	17 2%	3 1%	14 3%	2 3%	4 3%	1 1%	1 1%	3 3%	6 4%	4 3%	6 4%	4 2%	4 3%	13 2%	4 3%	14 3%	1 1%	* 1%		
From a vending machine at a non-post office location	16 2%	6 2%	10 2%	3 4%	9 8% FGH I	2 1%	1 1%	0 0%	1 1%	5 4%	6 4%	2 1%	3 2%	16 3% O	0 0%	9 2%	5 6% P	1 1%		
From the postal service's USPS.com stamps online Internet service	2 *	0 0	2 1%	0 0	2 2%	0 0	0 0	0 0	0 0	0 0	0 0	1 *	1 1%	2 *	0 0	2 *	0 0	0 0		

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q

\* small base

Question F5

Place typically purchase First-Class postage stamps - Aided

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Sex			Age						Region				Race				His-panic (R)
	Total (A)	Male (B)	Fe- male (C)	18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+ (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White (P)	Black (Q)	
Weighted Total	694	283	411	68*	111*	147	127	81*	128	136	158	247	154	524	170	560	78*	42*
Don't know	7	3	4	0	0	1	3	1	2	4	0	3	0	5	2	6	1	0
	1%	1%	1%	0	0	1%	2%	1%	2%	3%KM	0	1%	0	1%	1%	1%	1%	0

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q

\* small base

ORC STUDY #710328

CARAVAN  
FIRST CLASS POSTAGE STAMPS

AUGUST 9, 2001

## Question F5

Place typically purchase First-Class postage stamps - Aided

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Household Income						Dual Income H.H. (G)	H.H. Size			Children In H.H.			Education				
	Total (A)	LT \$15K (B)	LT \$25K (C)	LT \$35K (D)	LT \$50K (E)	Or More (F)		1 (H)	2 (I)	3 Or More (J)	None (K)	Total (L)	Under 12 (M)	12- 17 (N)	HS Incom- plete (O)	HS Grad (P)	Coll Incom- plete (Q)	Coll Grad (R)
Unweighted Total	700	65	81	88	110	216	231	163	268	264	475	219	156	108	65	226	142	231
Weighted Total	694	66*	81*	87*	110	211	231	156	256	278	453	236	171	113	64*	223	143	227
Any post office (Net)	540 78%	51 77%	61 75%	66 75%	81 73%	165 78%	181 79%	114 73%	203 79%	220 79%	350 77%	186 79%	135 79%	87 77%	51 80%	168 75%	108 76%	181 80%
From a clerk at the post office	484 70%	44 66%	57 71%	60 69%	72 65%	141 67%	168 73%	100 64%	186 73%	196 70%	316 70%	164 70%	119 70%	79 70%	47 74%	155 69%	97 68%	157 69%
From a vending machine at the post office	56 8%	7 11%	3 4%	6 7%	9 8%	24 11%	13 6%	15 10%	17 7%	24 9%	34 8%	22 9%	15 9%	8 7%	4 6%	13 6%	12 8%	24 11%
Any retail store (Net)	113 16%	13 19%	14 18%	15 17%	24 22%	31 15%	38 17%	29 18%	42 16%	40 15%	73 16%	38 16%	28 17%	18 16%	11 17%	38 17%	26 18%	36 16%
At the grocery store	93 13%	10 15%	13 16%	11 13%	20 18%	25 12%	33 14%	24 15%	34 13%	34 12%	57 13%	34 14%	26 15%	16 14%	8 12%	33 15%	22 15%	28 12%
At a retailer other than a grocery store	20 3%	2 4%	2 2%	4 4%	4 4%	6 3%	5 2%	5 3%	8 3%	7 2%	16 4%	4 2%	2 1%	2 2%	3 5%	5 2%	4 3%	8 4%
From the postal service's "stamps by mail" mail order service.	17 2%	3 4%	4 5%	3 3%	1 1%	3 2%	3 1%	8 5%I	1 *	8 3%I	12 3%	5 2%	3 2%	3 3%	2 3%	9 4%R	3 2%	2 1%
From a vending machine at a non-post office location	16 2%	0 0	1 1%	3 3%	3 3%	8 4%	7 3%	2 1%	6 3%	7 3%	8 2%	7 3%	5 3%	5 4%	0 0	4 2%	4 3%	7 3%
From the postal service's USPS.com stamps online Internet service	2 *	0 0	0 0	0 0	1 1%	1 1%	0 0	0 0	1 1%	1 *	2 1%	0 0	0 0	0 0	0 0	1 1%	1 1%	0 0
Don't know	7 1%	0 0	1 1%	1 1%	0 0	3 1%	1 *	4 3%J	2 1%	1 *	7 1%	0 0	0 0	0 0	0 0	4 2%	1 1%	1 *

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R

\* small base

Question F6

FIRST CLASS POSTAGE STAMPS

Most typical of the transaction when buying First-Class stamps - Aided

Base = Typically purchase First-class, 34 cents, postage stamps for household from a clerk or vending machine at the post office

	Sex			Age							Region				Race				His-panic (R)
	Total (A)	Male (B)	Fe- male (C)	18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+ (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White (P)	Black (Q)		
Unweighted Total	547	244	303	43	74	92	120	83	109	113	116	206	112	396	151	433	47	43	
Weighted Total	540	230	310	50*	79*	110*	109	67*	97	109	117	205	109	389	150	431	63*	32*	
I am only buying stamps	265 49%	111 48%	154 50%	23 46%	27 34%	51 46%	58 53%E	40 60%E	54 56%E	60 54%	61 52%	94 46%	51 46%	190 49%	75 50%	225 52%Q	22 36%	12 39%	
I am at the post office to mail letters which require me to go to the counter (heavy weight/special service)	106 20%	52 23%	54 17%	12 24%	23 29%HI	19 17%	23 21%	9 14%	14 14%	21 19%	23 20%	41 20%	21 19%	78 20%	28 19%	83 19%	13 21%	3 11%	
I am at the post office to pick up mail from my post office box	52 10%	23 10%	28 9%	5 10%	5 7%	10 9%	10 9%	8 12%	11 11%	11 10%	12 10%	18 9%	10 10%	31 8%	20 14%	39 9%	8 14%	4 13%	
I am at the post office to mail a parcel	44 8%	10 4%	35 11%B	2 3%	10 12%	11 10%	6 6%	6 8%	8 8%	6 5%	9 7%	15 8%	15 14%J	36 9%	9 6%	36 8%	4 7%	5 17%	
I am at the post office to pick up mail on hold at the counter	7 1%	2 1%	4 1%	0 0	0 0	3 3%	2 2%	1 1%	1 1%	1 1%	1 1%	3 2%	1 1%	5 1%	2 1%	4 1%	3 5%P	0 0	
I am at the post office for other reasons	59 11%	26 11%	33 11%	8 17%H	14 18%GH I	16 14%H	9 8%	3 4%	7 7%	9 8%	10 8%	29 14%	12 11%	44 11%	15 10%	41 10%	10 16%	7 21%	
Don't know	7 1%	5 2%	2 1%	0 0	0 0	* *	1 1%	1 1%	2 3%	1 1%	2 1%	4 2%	0 0	5 1%	2 1%	4 1%	1 2%	0 0	

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q

\* small base

## Question F6

## FIRST CLASS POSTAGE STAMPS

Most typical of the transaction when buying First-Class stamps - Aided

Base - Typically purchase First-class, 34 cents, postage stamps for household from a clerk or vending machine at the post office

	Household Income							Dual Income H.H. (G)	H.H. Size		Children In H.H.				Education			
	Total (A)						1 (H)		2 (I)	3 Or More (J)	None		Under 12-17		HS Incom- plete (O)	HS Grad (P)	Coll Incom- plete (Q)	Coll Grad (R)
		LT \$15K (B)	\$15K- LT \$25K (C)	\$25K- LT \$35K (D)	\$35K- LT \$50K (E)	\$50K Or More (F)					Total (K)	Total (L)	12 (M)	17 (N)				
Unweighted Total	547	49	61	67	82	172	184	121	214	209	371	172	123	83	51	170	109	186
Weighted Total	540	51*	61*	66*	81*	165	181	114	203	220	350	186	135	87*	51*	168	108	181
I am only buying stamps	265 49%	22 44%	28 45%	33 50%	45 56%	81 49%	89 49%	51 45%	107 53%	107 49%	181 52%	83 45%	59 44%	40 45%	27 53%	82 49%	60 55%	84 46%
I am at the post office to mail letters which require me to go to the counter (heavy weight/special service)	106 20%	7 13%	11 18%	14 21%	15 18%	33 20%	30 16%	30 27%I	35 17%	39 18%	71 20%	33 18%	24 18%	16 19%	14 28%P	25 15%	16 15%	42 23%P
I am at the post office to pick up mail from my post office box	52 10%	9 17%K	6 10%	6 10%	4 5%	14 8%	20 11%	13 11%	21 10%	18 8%	37 11%	15 8%	9 7%	9 10%	5 10%	20 12%	9 9%	15 9%
I am at the post office to mail a parcel	44 8%	1 3%	6 10%	6 9%	4 5%	14 9%	19 11%	5 4%	19 9%	20 9%	22 6%	22 12%K	17 13%	6 7%	1 3%	13 8%	10 9%	16 9%
I am at the post office to pick up mail on hold at the counter	7 1%	0 0%	2 3%	0 0%	2 3%	2 1%	0 0%	2 2%	2 1%	3 1%	4 1%	3 1%	3 2%	2 2%	0 0%	2 1%	1 1%	2 1%
I am at the post office for other reasons	59 11%	10 20%	8 14%	6 10%	8 10%	21 13%	20 11%	12 10%	15 7%	33 15%I	30 9%	29 16%K	20 15%	13 15%	2 5%	23 14%	11 10%	19 11%
Don't know	7 1%	2 3%	0 0%	0 0%	2 2%	* *	3 2%	1 1%	5 2%	1 1%	5 1%	2 1%	2 2%	2 2%	1 2%	2 1%	1 1%	2 1%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R

\* small base



ORC STUDY #710328

CARAVAN

AUGUST 9, 2001

## FIRST CLASS POSTAGE STAMPS

## Question F7

Most typical of the transaction when buying First-Class stamps - Aided

Base = Typically purchase First-class, 34 cents, postage stamps for household from a grocery store or retailer

	Sex			Age						Region				Race				
	Total (A)	Male (B)	Fe- male (C)	18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+ (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White (P)	Black (Q)	His- panic (R)
Unweighted Total	111	43	68	13	14	25	16	14	26	14	29	34	34	98	13	92	6	12
Weighted Total	113	41*	71*	14**	16**	32**	13**	11**	23**	14**	30**	32*	37*	99*	14**	97*	8**	9*
I am only buying stamps	24 21%	12 28%	12 17%	5 36%	2 10%	9 28%	4 26%	2 14%	3 11%	3 19%	9 31%	7 22%	5 13%	19 19%	5 35%	22 22%	0 0	3 34%
I am at the store for other reasons	89 79%	30 72%	59 83%	9 64%	14 90%	23 72%	10 74%	10 86%	20 87%	11 81%	21 69%	24 76%	33 87%	80 81%	9 65%	75 78%	8 100%	6 66%
Don't know	* *	0 0	* 1%	0 0	0 0	0 0	0 0	0 0	* 2%	0 0	0 0	* 1%	0 0	* *	0 0	0 0	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q

\* small base; \*\* very small base (under 30) ineligible for sig testing

FIRST CLASS POSTAGE STAMPS

Question F7

Most typical of the transaction when buying First-Class stamps - Aided

Base - Typically purchase First-class, 34 cents, postage stamps for household from a grocery store or retailer

	Household Income							Education										
	-----						H.H. Size			Children In H.H.				-----				
	LT \$15K	\$15K- \$25K	\$25K- \$35K	\$35K- \$50K	\$50K Or More	Dual Income H.H.	1	2	3 Or More	None	Total	Under 12	12-17	HS Incom- plete	HS Grad	Coll Incom- plete	Coll Grad	
Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	
Unweighted Total	111	13	14	15	23	29	36	28	44	37	74	35	25	18	12	38	24	35
Weighted Total	113	13**	14**	15**	24**	31**	38*	29**	42*	40*	73*	38*	28*	18*	11**	38*	26**	36*
I am only buying stamps	24 21%	2 18%	0 0	2 15%	7 30%	6 18%	10 26%	6 20%	10 23%	7 18%	16 22%	6 17%	4 15%	3 17%	2 16%	8 20%	6 25%	8 22%
I am at the store for other reasons	89 79%	10 79%	14 100%	13 85%	17 70%	25 82%	28 74%	23 79%	32 77%	33 82%	56 77%	32 83%	24 85%	15 83%	9 84%	30 80%	19 74%	28 78%
Don't know	* *	* 3%	0 0	0 0	0 0	0 0	0 0	* 1%	0 0	0 0	* 1%	0 0	0 0	0 0	0 0	0 0	* 1%	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R

\* small base; \*\* very small base (under 30) ineligible for sig testing

Question F8

Most typical of the transaction when buying First-Class stamps

Base - Typically purchase First-class, 34 cents, postage stamps for household from USPS.com

	Sex		Age							Region				Race				
	Total (A)	Male (B)	Fe- male (C)	18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+ (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White (P)	Black (Q)	His- panic (R)
Unweighted Total	2	0	2	0	2	0	0	0	0	0	0	1	1	2	0	2	0	0
Weighted Total	2*	0**	2**	0**	2**	0**	0**	0**	0**	0**	0**	1**	1**	2**	0**	2**	0**	0*
I am only buying stamps	2 100%	0 0	2 100%	0 0	2 100%	0 0	0 0	0 0	0 0	0 0	0 0	1 100%	1 100%	2 100%	0 0	2 100%	0 0	0 0
I am at the postal service website to look up a zip code	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
I am at the postal service website for other reasons	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Don't know	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Question F8

Most typical of the transaction when buying First-Class stamps

Base - Typically purchase First-class, 34 cents, postage stamps for household from USPS.com

	Household Income							H.H. Size							Children In H.H.			Education			
	Total (A)						Dual Income H.H. (G)								HS Incom- plete (O)						
		LT \$15K (B)	\$15K- \$25K (C)	\$25K- \$35K (D)	\$35K- \$50K (E)	Or More (F)		1 (H)	2 (I)	3 Or More (J)	None (K)	Total (L)	Under 12- 12 (M)	12- 17 (N)		HS Grad (P)	Coll Incom- plete (Q)	Coll Grad (R)			
Unweighted Total	2	0	0	0	1	1	0	0	1	1	2	0	0	0	0	1	1	0			
Weighted Total	2*	0**	0**	0**	1**	1**	0*	0**	1**	1**	2**	0**	0*	0*	0**	1**	1**	0**			
I am only buying stamps	2 100%	0 0	0 0	0 0	1 100%	1 100%	0 0	0 0	1 100%	1 100%	2 100%	0 0	0 0	0 0	0 0	1 100%	1 100%	0 0			
I am at the postal service website to look up a zip code	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0			
I am at the postal service website for other reasons	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0			
Don't know	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0			

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Question F9 -- Yes Summary

## FIRST CLASS POSTAGE STAMPS

Likely to take advantage of this 21 First-Class stamps special rate if it was ...

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Sex			Age						Region				Race				
	Total (A)	Male (B)	Fe- male (C)	18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+ (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White (P)	Black (Q)	His- panic (R)
Unweighted Total	700	301	399	60	103	120	142	101	144	139	157	251	153	530	170	555	58	57
Weighted Total	694	283	411	68*	111*	147	127	81*	128	136	158	247	154	524	170	560	78*	42*
Available only at the post office counter	510 73%	200 71%	310 75%	49 72%	75 67%	100 68%	97 76%	66 81%	98 77%	113 83%	121 77%	179 73%	97 63%	381 73%	129 76%	404 72%	64 82%	32 76%
Available only at a grocery store or other non-post office retailers	373 54%	149 53%	224 54%	42 62%	61 55%	91 62%	75 59%	37 46%	53 41%	61 45%	86 55%	128 52%	98 64%	303 58%	70 41%	295 53%	48 62%	29 69%
Available only at vending machines at the post office	302 43%	131 46%	171 42%	38 56%	62 56%	81 55%	59 46%	23 28%	32 25%	58 42%	73 47%	100 41%	70 45%	238 45%	63 37%	232 42%	45 57%	25 60%
Available only at vending machines at non-post office locations	228 33%	102 36%	126 31%	30 45%	38 34%	56 38%	47 37%	23 29%	24 19%	42 31%	56 36%	75 30%	55 36%	189 36%	39 23%	168 30%	39 50%	16 37%
Available only through "Stamps by Mail" mail order	126 18%	50 18%	76 19%	11 16%	27 25%	32 22%	22 17%	12 15%	19 15%	20 15%	29 19%	45 18%	31 20%	106 20%	20 12%	89 16%	28 36%	7 17%
Available only through Stamps Online at the Postal Service's Internet website	104 15%	57 20%	47 11%	6 9%	29 26%	29 20%	26 20%	9 11%	5 4%	17 12%	17 11%	39 16%	31 20%	91 17%	13 8%	77 14%	20 26%	7 18%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q

\* small base

ORC STUDY #710328

CARAVAN

AUGUST 9, 2001

## FIRST CLASS POSTAGE STAMPS

## Question #9 -- Yes Summary

Likely to take advantage of this 21 First-Class stamps special rate if it was ...

Base = Typically purchase First-class, 34 cents, postage stamps for household

	Household Income							H.H. Size			Children In H.H.			Education				
	Total	LT	\$15K- LT	\$25K- LT	\$35K- LT	\$50K- Or More	Dual Income	H.H. Size			Children In H.H.			HS	Coll			
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	1	2	3 Or More	None	Total	Under 12	12- 17	Incom- plete	HS Grad	Incom- plete
								(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	700	65	81	88	110	216	231	163	268	264	475	219	156	108	65	226	142	231
Weighted Total	694	66*	81*	87*	110	211	231	156	256	278	453	236	171	113	64*	223	143	227
Available only at the post office counter	510 73%	45 68%	58 72%	61 71%	78 71%	157 75%	180 78%	106 68%	192 75%	208 75%	326 72%	178 76%	126 74%	87 76%	36 57%	171 77%O	100 70%	173 76%O
Available only at a grocery store or other non-post office retailers	373 54%	33 50%	43 54%	52 60%	64 58%	119 57%	134 58%	77 50%	136 53%	159 57%	234 52%	138 59%	100 58%	69 61%	29 46%	113 50%	80 56%	134 59%
Available only at vending machines at the post office	302 43%	25 39%	34 41%	39 45%	53 48%	96 45%	102 44%	60 39%	100 39%	141 51% I	183 40%	119 50%K	81 47%	58 51%	22 35%	86 38%	70 49%	112 49%P
Available only at vending machines at non-post office locations	228 33%	21 31%	27 33%	26 30%	42 38%	67 32%	72 31%	48 31%	88 34%	91 33%	146 32%	81 34%	61 36%	42 37%	17 27%	70 31%	43 30%	87 38%
Available only through "Stamps by Mail" mail order	126 18%	16 24%	13 17%	13 15%	19 17%	36 17%	39 17%	23 15%	40 16%	63 23% I	73 16%	53 23%K	34 20%	31 27%	8 12%	42 19%	28 20%	43 19%
Available only through Stamps Online at the Postal Service's Internet website	104 15%	8 12%	7 9%	10 11%	12 11%	50 24% E	42 18% CD	15 10%	29 11%	60 21% I	56 12%	48 20%K	37 22%	24 21%	3 5%	23 10%	25 18%OP	49 22%OP

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R

\* small base

ORC STUDY #710328

CARAVAN

AUGUST 9, 2001

## FIRST CLASS POSTAGE STAMPS

## Question F9A

Likely to take advantage of this 21 First-Class stamps special rate if it was ...

A. Available only at the post office counter

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Sex			Age						Region						Race				His-panic (R)
	Total (A)	Male (B)	Fe- male (C)	18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+ (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White (P)	Black (Q)			
Unweighted Total	700	301	399	60	103	120	142	101	144	139	157	251	153	530	170	555	58	57		
Weighted Total	694	283	411	68*	111*	147	127	81*	128	136	158	247	154	524	170	560	78*	42*		
Yes	510 73%	200 71%	310 75%	49 72%	75 67%	100 68%	97 76%	66 81%	98 77%	113 83%	121 LM	179 73%	97 63%	381 73%	129 76%	404 72%	64 82%	32 76%		
No	168 24%	75 27%	92 22%	19 28%	36 33% I	46 31% I	25 20%	15 18%	23 18%	22 16%	33 21%	58 24%	55 L	131 35% JK	37 25%	142 25%	11 15%	10 24%		
Don't know	16 2%	7 2%	9 2%	0 0	0 0	1 1%	6 5%	1 1%	7 6%	1 1%	4 2%	9 4%	2 1%	11 2%	5 3%	14 3%	2 3%	0 0		

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q

\* small base

## Question F9A

Likely to take advantage of this 21 First-Class stamps special rate if it was ...

A. Available only at the post office counter

Base = Typically purchase First-class, 34 cents, postage stamps for household

	Household Income										Education							
							Dual Income	H.H. Size			Children In H.H.							
	Total	LT	\$15K- LT	\$25K- LT	\$35K- LT	\$50K- Or More		1	2	3 Or More	None	Total	Under 12	12- 17	HS Incom- plete	HS Grad	Coll Incom- plete	Coll Grad
		\$15K (A)	(B)	(C)	(D)	(E)												
Unweighted Total	700	65	81	88	110	216	231	163	268	264	475	219	156	108	65	226	142	231
Weighted Total	694	66*	81*	87*	110	211	231	156	256	278	453	236	171	113	64*	223	143	227
Yes	510 73%	45 68%	58 72%	61 71%	78 71%	157 75%	180 78%	106 68%	192 75%	208 75%	326 72%	178 76%	126 74%	87 76%	36 57%	171 77% <sup>O</sup>	100 70%	173 76% <sup>O</sup>
No	168 24%	18 28%	23 28%	23 27%	30 27%	50 24%	50 22%	43 27%	60 23%	65 23%	111 25%	57 24%	44 26%	26 23%	21 33%	50 22%	40 28%	51 22%
Don't know	16 2%	3 4%	0 0	2 2%	3 2%	4 2%	1 1%	8 5% <sup>I</sup>	3 1%	5 2%	15 3% <sup>L</sup>	1 *	0 0	1 1%	6 10% <sup>PQR</sup>	3 1%	3 2%	3 2%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R

\* small base



Question F9B

Likely to take advantage of this 21 First-Class stamps special rate if it was ...

B. Available only at vending machines at the post office

Base = Typically purchase First-class, 34 cents, postage stamps for household

	Sex		Age							Region				Race				Hispanic (R)
	Total (A)	Male (B)	Fe- male (C)	18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+ (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White (P)	Black (Q)	
Unweighted Total	700	301	399	60	103	120	142	101	144	139	157	251	153	530	170	555	58	57
Weighted Total	694	283	411	68*	111*	147	127	81*	128	136	158	247	154	524	170	560	78*	42*
Yes	302 43%	131 46%	171 42%	38 56%HI	62 56%HI	81 55%HI	59 46%HI	23 28%	32 25%	58 42%	73 47%	100 41%	70 45%	238 45%	63 37%	232 42%	45 57%P	25 60%
No	379 55%	149 53%	230 56%	29 42%	49 44%	63 43%	67 52%	56 69%DE FG	93 72%DE FG	75 55%	80 51%	141 57%	82 53%	275 52%	104 61%	315 56%Q	32 41%	17 40%
Don't know	14 2%	3 1%	11 3%	1 2%	0 0	3 2%	2 1%	3 3%	4 3%	3 2%	4 3%	5 2%	2 1%	11 2%	3 2%	12 2%	1 1%	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q

\* small base

Question F9B

Likely to take advantage of this 21 First-Class stamps special rate if it was ...

B. Available only at vending machines at the post office

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Household Income										Education							
	Total						Dual Income	H.H. Size			Children In H.H.				HS Incom- plete	HS Grad	Coll Incom- plete	Coll Grad
		LT	\$15K- LT	\$25K- LT	\$35K- LT	\$50K Or More		1	2	3 Or More	None	Total	Under 12	12-17				
Unweighted Total	700	65	81	88	110	216	231	163	268	264	475	219	156	108	65	226	142	231
Weighted Total	694	66*	81*	87*	110	211	231	156	256	278	453	236	171	113	64*	223	143	227
Yes	302 43%	25 39%	34 41%	39 45%	53 48%	96 45%	102 44%	60 39%	100 39%	141 51% I	183 40%	119 50% K	81 47%	58 51%	22 35%	86 38%	70 49%	112 49% P
No	379 55%	39 60%	47 59%	45 52%	52 48%	113 54%	126 54%	90 58%	152 59% J	132 48%	259 57% L	114 48%	88 51%	55 48%	38 59%	132 59% R	72 50%	112 49%
Don't know	14 2%	1 1%	0 0	3 4%	5 4%	2 1%	3 1%	6 4%	4 1%	4 2%	11 2%	3 1%	2 1%	1 1%	4 6% Q	6 3%	1 1%	3 1%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R

\* small base

Question F9C

Likely to take advantage of this 21 First-Class stamps special rate if it was ...

C. Available only at vending machines at non-post office locations

Base = Typically purchase First-class, 34 cents, postage stamps for household

	Sex			Age						Region					Race				His-panic (R)
	Total (A)	Male (B)	Fe- male (C)	18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+ (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White (P)	Black (Q)		
Unweighted Total	700	301	399	60	103	120	142	101	144	139	157	251	153	530	170	555	58	57	
Weighted Total	694	283	411	68*	111*	147	127	81*	128	136	158	247	154	524	170	560	78*	42*	
Yes	228 33%	102 36%	126 31%	30 45%HI	38 34%I	56 38%I	47 37%I	23 29%	24 19%	42 31%	56 36%	75 30%	55 36%	189 36%O	39 23%	168 30%	39 50%P	16 37%	
No	448 64%	174 62%	274 67%	38 55%	72 65%	87 59%	75 59%	57 71%	99 78%DE FG	90 66%	98 62%	166 67%	94 61%	320 61%	127 75%N	377 67%Q	38 48%	26 61%	
Don't know	18 3%	6 2%	12 3%	0 0	* *	4 3%	5 4%	1 1%	4 3%	4 3%	3 2%	6 2%	5 3%	15 3%	4 2%	15 3%	1 2%	* 1%	

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q

\* small base

Question F9C

Likely to take advantage of this 21 First-Class stamps special rate if it was ...

C. Available only at vending machines at non-post office locations

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Household Income											Education							
	-----						H.H. Size				Children In H.H.				-----				
		\$15K-	\$25K-	\$35K-	\$50K	Dual									HS	Coll			
	Total	LT	LT	LT	LT	Or	Income	3	Or	None	Total	Under 12-	12-	17	Incom- plete	HS	Incom- plete	Coll	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)		
Unweighted Total	700	65	81	88	110	216	231	163	268	264	475	219	156	108	65	226	142	231	
Weighted Total	694	66*	81*	87*	110	211	231	156	256	278	453	236	171	113	64*	223	143	227	
Yes	228 33%	21 31%	27 33%	26 30%	42 38%	67 32%	72 31%	48 31%	88 34%	91 33%	146 32%	81 34%	61 36%	42 37%	17 27%	70 31%	43 30%	87 38%	
No	448 64%	45 68%	52 64%	58 67%	67 61%	139 66%	153 66%	102 65%	162 63%	180 65%	293 65%	151 64%	106 62%	70 61%	43 68%	150 67%	97 68%	133 58%	
Don't know	18 3%	* 1%	3 3%	3 3%	2 1%	4 2%	6 3%	6 4%	6 2%	6 2%	14 3%	4 2%	4 2%	2 2%	3 5%	4 2%	3 2%	7 3%	

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R

\* small base

Question F9D

Likely to take advantage of this 21 First-Class stamps special rate if it was ...

D. Available only at a grocery store or other non-post office retailers

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Sex			Age						Region						Race				His-panic (R)
	Total (A)	Male (B)	Fe- male (C)	18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+ (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White (P)	Black (Q)			
Unweighted Total	700	301	399	60	103	120	142	101	144	139	157	251	153	530	170	555	58	57		
Weighted Total	694	283	411	68*	111*	147	127	81*	128	136	158	247	154	524	170	560	78*	42*		
Yes	373 54%	149 53%	224 54%	42 62%I	61 55%I	91 62%HI	75 59%HI	37 46%	53 41%	61 45%	86 55%	128 52%	98 64%JL	303 58%O	70 41%	295 53%	48 62%	29 69%		
No	305 44%	127 45%	177 43%	26 38%	50 45%	53 36%	48 38%	42 51%FG	70 55%DF	72 53%M	68 43%	113 46%M	52 34%	210 40%	95 56%N	250 45%	29 37%	12 29%		
Don't know	16 2%	6 2%	10 2%	0 0	0 0	2 2%	4 3%	2 3%	5 4%E	3 2%	4 2%	6 2%	4 3%	12 2%	5 3%	14 3%	1 2%	1 2%		

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q

\* small base

## Question F9D

Likely to take advantage of this 21 First-Class stamps special rate if it was ...

D. Available only at a grocery store or other non-post office retailers

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Household Income							H.H. Size							Children In H.H.			Education			
	Total	LT \$15K (B)	\$15K- \$25K (C)	\$25K- \$35K (D)	\$35K- \$50K (E)	\$50K Or More (F)	Dual Income H.H. (G)	H.H. Size			Children In H.H.			HS Incom- plete (O)	HS Grad (P)	Coll Incom- plete (Q)	Coll Grad (R)				
								1	2	3 Or More	None	Total	Under 12					12- 17			
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)				
Unweighted Total	700	65	81	88	110	216	231	163	268	264	475	219	156	108	65	226	142	231			
Weighted Total	694	66*	81*	87*	110	211	231	156	256	278	453	236	171	113	64*	223	143	227			
Yes	373 54%	33 50%	43 54%	52 60%	64 58%	119 57%	134 58%	77 50%	136 53%	159 57%	234 52%	138 59%	100 58%	69 61%	29 46%	113 50%	80 56%	134 59%			
No	305 44%	32 49%	37 45%	33 38%	45 41%	87 41%	94 41%	71 46%	116 45%	115 41%	207 46%	94 40%	68 40%	42 37%	31 49%	104 47%	62 44%	89 39%			
Don't know	16 2%	1 1%	1 1%	2 2%	2 1%	5 2%	4 2%	8 5%J	4 2%	4 2%	12 3%	4 2%	3 2%	2 2%	3 5%Q	7 3%	1 1%	4 2%			

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R

\* small base

ORC STUDY #710328 CARAVAN AUGUST 9, 2001  
FIRST CLASS POSTAGE STAMPS

## Question F9E

Likely to take advantage of this 21 First-Class stamps special rate if it was ...

E. Available only through "Stamps by Mail" mail order

Base = Typically purchase First-class, 34 cents, postage stamps for household

	Sex		Age								Region								Race				Hispanic (R)
	Total (A)	Male (B)	Female (C)	18- (D)	25- (E)	35- (F)	44- (G)	54- (H)	55- (I)	65+ (J)	North-east (K)	Central (L)	South (M)	West (N)	Metro (O)	Non-Metro (P)	White (Q)	Black (Q)					
Unweighted Total	700	301	399	60	103	120	142	101	144	139	157	251	153	530	170	555	58	57					
Weighted Total	694	283	411	68*	111*	147	127	81*	128	136	158	247	154	524	170	560	78*	42*					
Yes	126	50	76	11	27	32	22	12	19	20	29	45	31	106	20	89	28	7					
	18%	18%	19%	16%	25%	22%	17%	15%	15%	15%	19%	18%	20%	20%	12%	16%	36%	17%					
No	559	230	329	57	84	113	104	68	106	114	126	198	122	411	149	465	47	35					
	81%	81%	80%	84%	75%	77%	82%	84%	83%	84%	80%	80%	79%	78%	88%	83%	60%	83%					
Don't know	9	3	6	0	0	2	1	1	3	2	2	4	1	8	1	5	3	0					
	1%	1%	1%	0	0	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	4%	0					

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q  
\* small base

ORC STUDY #710328

CARAVAN

AUGUST 9, 2001

## FIRST CLASS POSTAGE STAMPS

Question F9E

Likely to take advantage of this 21 First-Class stamps special rate if it was ...

E. Available only through "Stamps by Mail" mail order

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Household Income							H.H. Size		Children In H.H.				Education				
						Dual Income								HS Incom- plete		Coll Incom- plete		
	Total	LT	\$15K-	\$25K-	\$35K-			\$50K-	Or									
		(A)	(B)	(C)	(D)	(E)	(F)	(G)		(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Unweighted Total	700	65	81	88	110	216	231	163	268	264	475	219	156	108	65	226	142	231
Weighted Total	694	66*	81*	87*	110	211	231	156	256	278	453	236	171	113	64*	223	143	227
Yes	126 18%	16 24%	13 17%	13 15%	19 17%	36 17%	39 17%	23 15%	40 16%	63 23% I	73 16%	53 23% K	34 20%	31 27%	8 12%	42 19%	28 20%	43 19%
No	559 81%	48 73%	66 81%	74 85%	89 81%	174 83%	190 82%	130 83%	213 83%	212 76%	373 82%	181 77%	135 79%	81 71%	53 84%	178 80%	114 80%	182 80%
Don't know	9 1%	2 3% F	2 2% F	0 0	2 1%	0 0	2 1%	3 2%	2 1%	3 1%	7 2%	2 1%	2 1%	2 1%	3 4%	4 2%	1 1%	2 1%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R

\* small base



Question F9F

Likely to take advantage of this 21 First-Class stamps special rate if it was ...

F. Available only through Stamps Online at the Postal Service's Internet website

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Sex			Age						Region				Race				His-panic (R)
	Total (A)	Male (B)	Fe- male (C)	18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+ (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White (P)	Black (Q)	
Unweighted Total	700	301	399	60	103	120	142	101	144	139	157	251	153	530	170	555	58	57
Weighted Total	694	283	411	68*	111*	147	127	81*	128	136	158	247	154	524	170	560	78*	42*
Yes	104 15%	57 20%C	47 11%	6 9%	29 26%D 20%I I	29 20%I	26 20%I	9 11%I	5 4%	17 12%	17 11%	39 16%	31 20%K	91 17%O	13 8%	77 14%	20 26%P	7 18%
No	585 84%	222 78%	363 88%B	62 91%EG	82 74%	117 80%	100 79%	72 89%EG	121 94%EF G	118 87%	139 88%	205 83%	123 80%	429 82%	156 92%N	477 85%Q	58 74%	35 82%
Don't know	5 1%	4 1%	1 *	0 0	0 0	0 0	2 1%	1 1%	2 2%	1 1%	2 1%	3 1%	0 0	4 1%	1 1%	5 1%	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q

\* small base

Question P9F

likely to take advantage of this 21 first-class stamps special rate if it was ...

P. Available only through Stamps Online at the Postal Service's Internet website

base - typically purchase first-class, 34 cents, postage stamps for household

Household Income										Education									
Dual Income										HS									
H.H.										HS									
H.H.										HS									
H.H.										HS									
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H.H.										HS									
H.H.										HS									
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H.H.										HS									
H.H.										HS									
H.H.										HS									
H.H.										HS									
H.H.										HS									
H.H.										HS									
H.H.										HS									
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H.H.										HS									
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H.H.										HS									
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H.H.										HS									
H.H.										HS									
H.H.										HS									
H.H.										HS									
H.H.										HS									
H.H.										HS									
H.H.										HS									
H.H.										HS									

ORC STUDY #710328

CARAVAN

AUGUST 9, 2001

## FIRST CLASS POSTAGE STAMPS

## Question F10 -- Yes Summary

Likely to take advantage of this 100 First-Class stamps special rate if it was ...

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Sex			Age						Region						Race				His-panic (R)
	Total (A)	Male (B)	Fe- male (C)	18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+ (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White (P)	Black (Q)			
Unweighted Total	700	301	399	60	103	120	142	101	144	139	157	251	153	530	170	555	58	57		
Weighted Total	694	283	411	68*	111*	147	127	81*	128	136	158	247	154	524	170	560	78*	42*		
Available only at the post office counter	389 56%	168 60%	221 54%	34 49%	62 56%	91 62%I	74 58%I	53 65%I	59 46%	79 58%	87 55%	138 56%	85 55%	286 55%	103 61%	309 55%	47 61%	28 66%		
Available only at a grocery store or other non-post office retailers	250 36%	110 39%	140 34%	23 34%	42 38%I	73 50% DH I	49 38%I	29 36%I	28 22%	43 31%	53 34%	85 34%	70 45% JK L	205 39%O	45 26%	196 35%	35 46%	26 62%		
Available only at vending machines at the post office	204 29%	96 34%C	108 26%	23 33%I	41 37%HI	62 43% GH I	37 29%I	19 23%	18 14%	42 31%	42 27%	70 28%	50 32%	166 32%O	39 23%	149 27%	36 46%P	21 49%		
Available only at vending machines at non-post office locations	146 21%	77 27%C	69 17%	19 28%I	30 27%I	42 28%I	27 21%I	14 17%	12 9%	29 22%	29 18%	45 18%	42 27%L	122 23%O	24 14%	101 18%	27 35%P	16 39%		
Available only through "Stamps by Mail" mail order	110 16%	52 18%	58 14%	12 17%	28 25%I	24 16%	19 15%	12 15%	14 11%	18 13%	24 15%	38 15%	30 19%	91 17%O	19 11%	76 14%	25 32%P	11 27%		
Available only through Stamps Online at the Postal Service's Internet website	92 13%	55 20%C	37 9%	6 9%	20 18%I	27 19%I	24 19%I	9 11%I	5 4%	10 7%	24 15%J	33 14%	25 16%J	73 14%	19 11%	67 12%	17 22%P	6 14%		

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q

\* small base

ORC STUDY #710328

CARAVAN

AUGUST 9, 2001

## FIRST CLASS POSTAGE STAMPS

## Question F10 -- Yes Summary

Likely to take advantage of this 100 First-Class stamps special rate if it was ...

Base = Typically purchase First-class, 34 cents, postage stamps for household

	Household Income							Dual Income	H.H. Size		Children In H.H.			Education				
	Total (A)	LT \$15K (B)	\$15K- \$25K (C)	\$25K- \$35K (D)	\$35K- \$50K (E)	\$50K Or More (F)	1 H.H. (H)		2 (I)	3 Or More (J)	None (K)	Total (L)	Under 12- 17 (M)	12- 17 (N)	HS Incom- plete (O)	HS Grad (P)	Coll Incom- plete (Q)	Coll Grad (R)
Unweighted Total	700	65	81	88	110	216	231	163	268	264	475	219	156	108	65	226	142	231
Weighted Total	694	66*	81*	87*	110	211	231	156	256	278	453	236	171	113	64*	223	143	227
Available only at the post office counter	389 56%	33 50%	35 44%	48 55%	61 55%	129 61% <sup>C</sup>	145 63%	79 51%	135 53%	172 62% <sup>H</sup> I	238 53%	148 63% <sup>K</sup>	105 62%	73 64%	31 48%	122 55%	77 54%	137 60%
Available only at a grocery store or other non-post office retailers	250 36%	22 34%	25 31%	31 36%	46 42%	88 42%	100 43%	50 32%	83 32%	116 42% <sup>H</sup> I	143 32%	105 45% <sup>K</sup>	78 46%	52 46%	21 34%	74 33%	47 33%	95 42%
Available only at vending machines at the post office	204 29%	16 24%	20 24%	26 30%	38 35%	70 33%	73 32%	41 26%	61 24%	102 37% <sup>H</sup> I	116 26%	89 38% <sup>K</sup>	63 37%	42 37%	13 20%	63 28%	41 28%	75 33%
Available only at vending machines at non-post office locations	146 21%	10 16%	16 20%	17 20%	29 27%	49 23%	53 23%	32 20%	45 17%	69 25% <sup>I</sup>	83 18%	62 26% <sup>K</sup>	45 27%	34 30%	11 17%	51 23%	25 17%	54 24%
Available only through "Stamps by Mail" mail order	110 16%	10 15%	14 17%	12 14%	18 16%	38 18%	36 15%	21 13%	29 11%	60 22% <sup>H</sup> I	64 14%	45 19%	33 19%	22 20%	12 19%	34 15%	21 15%	39 17%
Available only through Stamps Online at the Postal Service's Internet website	92 13%	6 8%	6 8%	10 11%	12 11%	43 20% <sup>BC</sup> E	40 17%	12 8%	24 9%	56 20% <sup>H</sup> I	48 11%	44 19% <sup>K</sup>	36 21%	19 17%	3 5%	23 11%	20 14%	40 17% <sup>OP</sup>

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R

\* small base

## FIRST CLASS POSTAGE STAMPS

## Question F10A

Likely to take advantage of this 100 First-Class stamps special rate if it was ...

A. Available only at the post office counter

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Sex			Age						Region						Race		
	Total (A)	Male (B)	Fe- male (C)	18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+ (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White (P)	Black (Q)	His- panic (R)
Unweighted Total	700	301	399	60	103	120	142	101	144	139	157	251	153	530	170	555	58	57
Weighted Total	694	283	411	68*	111*	147	127	81*	128	136	158	247	154	524	170	560	78*	42*
Yes	389 56%	168 60%	221 54%	34 49%	62 56%	91 62%I	74 58%I	53 65%I	59 46%	79 58%	87 55%	138 56%	85 55%	286 55%	103 61%	309 55%	47 61%	28 66%
No	293 42%	111 39%	181 44%	35 51%E	49 44%	53 36%	51 40%	26 32%	66 52%PH	55 40%	68 43%	104 42%	67 43%	228 43%	65 38%	240 43%	29 37%	15 34%
Don't know	12 2%	3 1%	9 2%	0 0	0 0	3 2%	2 2%	2 3%	3 2%	2 1%	3 2%	5 2%	2 1%	10 2%	2 1%	10 2%	2 2%	0 0

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q

\* small base

Question F10A

Likely to take advantage of this 100 First-Class stamps special rate if it was ...

A. Available only at the post office counter

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Household Income											Education							
	Total (A)						Dual Income H.H. (G)	H.H. Size			Children In H.H.								
		LT	\$15K- LT	\$25K- LT	\$35K- LT	\$50K Or		1 (H)	2 (I)	3 Or More (J)	None (K)	Total (L)	Under 12- 17 (M)	HS Incom- plete (O)	HS Grad (P)	Coll Incom- plete (Q)	Coll Grad (R)		
		\$15K (B)	\$25K (C)	\$35K (D)	\$50K (E)	More (F)													
Unweighted Total	700	65	81	88	110	216	231	163	268	264	475	219	156	108	65	226	142	231	
Weighted Total	694	66*	81*	87*	110	211	231	156	256	278	453	236	171	113	64*	223	143	227	
Yes	389 56%	33 50%	35 44%	48 55%	61 55%	129 61%C	145 63%	79 51%	135 53%	172 62%H I	238 53%	148 63%K	105 62%	73 64%	31 48%	122 55%	77 54%	137 60%	
No	293 42%	33 50%	45 55%F	36 42%	48 43%	79 37%	81 35%	75 48%J	112 44%	104 37%	206 46%L	85 36%	63 37%	39 34%	30 47%	101 45%	64 45%	84 37%	
Don't know	12 2%	0 0	1 1%	3 3%	2 2%	2 1%	5 2%	2 1%	8 3%	2 1%	9 2%	3 1%	2 1%	2 2%	3 5%P	1 *	2 1%	6 3%	

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R

\* small base

Question F10B

Likely to take advantage of this 100 First-Class stamps special rate if it was ...

B. Available only at vending machines at the post office

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Sex			Age						Region				Race				
	Total (A)	Male (B)	Fe- male (C)	18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+ (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White (P)	Black (Q)	His- panic (R)
Unweighted Total	700	301	399	60	103	120	142	101	144	139	157	251	153	530	170	555	58	57
Weighted Total	694	283	411	68*	111*	147	127	81*	128	136	158	247	154	524	170	560	78*	42*
Yes	204 29%	96 34% C	108 26% C	23 33% I	41 37% HI	62 43% GH I	37 29% I	19 23%	18 14%	42 31%	42 27%	70 28%	50 32%	166 32% O	39 23%	149 27%	36 46% P	21 49%
No	482 69%	184 65%	298 72% B	46 67%	69 63%	83 57%	87 68%	62 77% EF FG	108 84% DE FG	93 69%	114 73%	173 70%	102 66%	353 67%	129 76% N	402 72% Q	42 54%	22 51%
Don't know	8 1%	3 1%	5 1%	0 0	0 0	1 1%	4 3%	0 0	3 2%	0 0	1 1%	4 2%	3 2%	5 1%	3 2%	8 1%	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q

\* small base

ORC STUDY #710328 CARAVAN AUGUST 9, 2001  
FIRST CLASS POSTAGE STAMPS

## Question F10B

Likely to take advantage of this 100 First-Class stamps special rate if it was ...

B. Available only at vending machines at the post office

Base = Typically purchase First-class, 34 cents, postage stamps for household

	Household Income										H.H. Size					Children In H.H.					Education				
	\$15K- \$25K					\$25K- \$35K					\$35K- \$50K					Dual Income					Under 12-17				
	LT \$15K (A)	LT \$25K (B)	LT \$35K (C)	LT \$50K (D)	Or More (E)	LT \$15K (F)	LT \$25K (G)	LT \$35K (H)	LT \$50K (I)	Or More (J)	None (K)	Total (L)	Under 12 (M)	Under 17 (N)	HS Incom- plate (O)	HS Grad (P)	Coll plate (Q)	Coll Grad (R)							
Unweighted Total	700	65	81	88	110	216	231	163	268	264	475	219	156	108	65	226	142	231							
Weighted Total	694	66*	81*	87*	110	211	231	156	256	278	453	236	171	113	64*	223	143	227							
Yes	204 29%	16 24%	20 24%	26 30%	38 35%	70 33%	73 32%	41 26%	61 24%	102 37% I	116 26%	89 38%	63 37%	42 37%	13 20%	63 28%	41 28%	75 33%							
No	482 69%	49 74%	60 75%	59 68%	72 65%	139 66%	157 68%	113 72%	192 75%	173 62%	330 73%	146 62%	106 62%	71 63%	48 75%	160 72%	101 70%	151 67%							
Don't know	8 1%	1 1%	1 1%	1 2%	0	2 1%	1 1%	3 2%	3 1%	2 1%	7 2%	1 *	1 1%	0 0	3 5%PR	1 *	2 1%	1 *							

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R  
\* small base



Question F10C

Likely to take advantage of this 100 First-Class stamps special rate if it was ...

C. Available only at vending machines at non-post office locations

Base = Typically purchase First-class, 34 cents, postage stamps for household

	Sex			Age						Region				Race				
	Total	Male	Fe-	18-	25-	35-	45-	55-	65+	North-	North	South	West	Metro	Non-	White	Black	His-
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	east	Central	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	700	301	399	60	103	120	142	101	144	139	157	251	153	530	170	555	58	57
Weighted Total	694	283	411	68*	111*	147	127	81*	128	136	158	247	154	524	170	560	78*	42*
Yes	146 21%	77 27%C	69 17%	19 28%I	30 27%I	42 28%I	27 21%I	14 17%	12 9%	29 22%	29 18%	45 18%	42 27%L	122 23%O	24 14%	101 18%	27 35%P	16 39%
No	542 78%	205 72%	337 82%B	49 72%	81 73%	104 71%	98 77%	67 82%	113 88%DE FG	106 78%	128 81%	198 80%	110 71%	396 76%	146 86%N	452 81%Q	51 65%	25 59%
Don't know	7 1%	2 1%	5 1%	0 0	0 0	1 1%	2 1%	1 1%	3 2%	0 0	1 1%	4 2%	2 1%	6 1%	1 *	7 1%	0 0	1 2%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q

\* small base

Question F10C

Likely to take advantage of this 100 First-Class stamps special rate if it was ...

C. Available only at vending machines at non-post office locations

Base = Typically purchase First-class, 34 cents, postage stamps for household

	Household Income						Dual Income	H.H. Size			Children In H.H.				Education			
	Total	LT \$15K	\$15K- LT \$25K	\$25K- LT \$35K	\$35K- LT \$50K	\$50K Or More		1	2	3 Or More	None	Total	Under 12	12-17	HS Incom- plete	HS Grad	Coll Incom- plete	Coll Grad
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	700	65	81	88	110	216	231	163	268	264	475	219	156	108	65	226	142	231
Weighted Total	694	66*	81*	87*	110	211	231	156	256	278	453	236	171	113	64*	223	143	227
Yes	146 21%	10 16%	16 20%	17 20%	29 27%	49 23%	53 23%	32 20%	45 17%	69 25%I	83 18%	62 26%K	45 27%	34 30%	11 17%	51 23%	25 17%	54 24%
No	542 78%	54 83%	65 80%	67 77%	81 73%	160 76%	176 76%	124 79%	209 82%J	206 74%	365 80%L	173 73%	125 73%	79 70%	51 81%	171 76%	117 81%	173 76%
Don't know	7 1%	1 1%	0 0	2 3%	0 0	2 1%	2 1%	1 1%	3 1%	3 1%	6 1%	1 *	1 1%	0 0	1 2%	2 1%	2 1%	1 *

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R

\* small base

## Question F10D

Likely to take advantage of this 100 First-Class stamps special rate if it was ...

D. Available only at a grocery store or other non-post office retailers

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Sex			Age						Region						Race		
	Total (A)	Male (B)	Fe- male (C)	18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+ (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White (P)	Black (Q)	His- panic (R)
Unweighted Total	700	301	399	60	103	120	142	101	144	139	157	251	153	530	170	555	58	57
Weighted Total	694	283	411	68*	111*	147	127	81*	128	136	158	247	154	524	170	560	78*	42*
Yes	250 36%	110 39%	140 34%	23 34%	42 38%I	73 50%DH I	49 38%I	29 36%I	28 22%	43 31%	53 34%	85 34%	70 45%JK L	205 39%O	45 26%	196 35%	35 46%	26 62%
No	439 63%	172 61%	268 65%	45 66%F	69 62%	72 49%	77 60%	51 63%F	99 77%EF GH	92 68%M	104 66%M	160 65%M	84 54%	315 60%	124 73%N	359 64%	42 54%	16 38%
Don't know	5 1%	2 1%	3 1%	0 0	0 0	1 1%	2 1%	1 1%	1 1%	1 1%	1 1%	2 1%	1 1%	4 1%	1 *	5 1%	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q

\* small base

ORC STUDY #710328

CARAVAN  
FIRST CLASS POSTAGE STAMPS

AUGUST 9, 2001

## Question F10D

Likely to take advantage of this 100 First-Class stamps special rate if it was ...

D. Available only at a grocery store or other non-post office retailers

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Household Income							H.H. Size			Children In H.H.				Education			
	Total	LT \$15K (B)	\$15K- LT (C)	\$25K- LT (D)	\$35K- LT (E)	\$50K Or More (F)	Dual Income (G)	-----			-----				HS		Coll	
								1	2	3 Or More	None	Total	Under 12- 12 (M)	17 (N)	HS Incom- plete (O)	HS Grad (P)	Incom- plete (Q)	Coll Grad (R)
	(A)																	
Unweighted Total	700	65	81	88	110	216	231	163	268	264	475	219	156	108	65	226	142	231
Weighted Total	694	66*	81*	87*	110	211	231	156	256	278	453	236	171	113	64*	223	143	227
Yes	250 36%	22 34%	25 31%	31 36%	46 42%	88 42%	100 43%	50 32%	83 32%	116 42% I	143 32%	105 45% K	78 46%	52 46%	21 34%	74 33%	47 33%	95 42%
No	439 63%	44 66%	56 69%	55 63%	64 58%	121 58%	129 56%	107 68% J	170 67% J	160 57%	306 68% L	130 55%	92 54%	62 54%	41 64%	149 67%	93 65%	132 58%
Don't know	5 1%	0 0	0 0	1 2%	0 0	1 *	1 1%	0 0	3 1%	2 1%	4 1%	1 *	1 1%	0 0	1 2% PR	0 0	3 2%	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R

\* small base

Question F10E

FIRST CLASS POSTAGE STAMPS

Likely to take advantage of this 100 First-Class stamps special rate if it was ...

E. Available only through "Stamps by Mail" mail order

Base = Typically purchase First-class, 34 cents, postage stamps for household

	Sex			Age						Region						Race		
	Total	Male	Fe-	18-	25-	35-	45-	55-	65+	North-	North	South	West	Metro	Non-	White	Black	His-
	(A)	(B)	male	(D)	(E)	(F)	(G)	(H)	(I)	east	Central	(L)	(M)	(N)	Metro	(P)	(Q)	panic
Unweighted Total	700	301	399	60	103	120	142	101	144	139	157	251	153	530	170	555	58	57
Weighted Total	694	283	411	68*	111*	147	127	81*	128	136	158	247	154	524	170	560	78*	42*
Yes	110 16%	52 18%	58 14%	12 17%	28 25%I	24 16%	19 15%	12 15%	14 11%	18 13%	24 15%	38 15%	30 19%	91 17%O	19 11%	76 14%	25 32%P	11 27%
No	579 83%	230 81%	349 85%	57 83%	83 75%	121 83%	106 83%	69 85%	113 88%E	117 86%	133 84%	207 84%	123 80%	427 82%	152 89%N	478 85%Q	53 68%	31 73%
Don't know	5 1%	1 *	4 1%	0 0	0 0	1 1%	2 2%	0 0	1 1%	1 1%	1 1%	2 1%	1 1%	5 1%	0 0	5 1%	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q

\* small base

Question F10R

Likely to take advantage of this 100 First-Class stamps special rate if it was ...

E. Available only through "Stamps by Mail" mail order

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Household Income										H.H. Size										Children In H.H.										Education																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
	\$15K- \$25K-					\$25K- \$35K-					\$35K- \$50K					Dual					3 Or					Under 12					HS					Coll																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K	\$25K	\$35K	\$50K	LT	\$15K

Question F10F

Likely to take advantage of this 100 First-Class stamps special rate if it was ...

F. Available only through Stamps Online at the Postal Service's Internet website

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Sex			Age						Region						Race				His-panic (R)
	Total (A)	Fe- male (C)		18- 24 (D)	25- 34 (E)	35- 44 (F)	45- 54 (G)	55- 64 (H)	65+ (I)	North- east (J)	North Central (K)	South (L)	West (M)	Metro (N)	Non- Metro (O)	White (P)	Black (Q)			
		Male (B)																		
Unweighted Total	700	301	399	60	103	120	142	101	144	139	157	251	153	530	170	555	58	57		
Weighted Total	694	283	411	68*	111*	147	127	81*	128	136	158	247	154	524	170	560	78*	42*		
Yes	92 13%	55 20%C	37 9%	6 9%	20 18%I	27 19%I	24 19%I	9 11%I	5 4%	10 7%	24 15%J	33 14%	25 16%J	73 14%	19 11%	67 12%	17 22%P	6 14%		
No	597 86%	226 80%	371 90%B	63 91%	91 82%	117 80%	103 81%	73 89%	123 96%EF GH	126 93%KLM	132 84%	211 86%	128 83%	446 85%	151 89%	488 87%	61 78%	37 86%		
Don't know	5 1%	1 *	4 1%	0 0	0 0	3 2%	1 1%	0 0	0 0	0 0	1 1%	2 1%	1 1%	5 1%	0 0	5 1%	0 0	0 0		

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q

\* small base

FIRST CLASS POSTAGE STAMPS

Question F10F

Likely to take advantage of this 100 First-Class stamps special rate if it was ...

F. Available only through Stamps Online at the Postal Service's Internet website

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Household Income							H.H. Size			Children In H.H.			Education				
	Total						Dual Income							HS		Coll		
		LT	\$15K- LT	\$25K- LT	\$35K- LT	\$50K- Or More		1	2	3 Or More	None	Total	Under 12- 12 17	Incom- plete	HS Grad	Incom- plete	Coll Grad	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	700	65	81	88	110	216	231	163	268	264	475	219	156	108	65	226	142	231
Weighted Total	694	66*	81*	87*	110	211	231	156	256	278	453	236	171	113	64*	223	143	227
Yes	92 13%	6 8%	6 8%	10 11%	12 11%	43 20% E	40 17% BC	12 8%	24 9%	56 20% I	48 11% H	44 19% K	36 21% L	19 17% M	3 5%	23 11% N	20 14% O	40 17% OP
No	597 86%	60 92% F	75 92% F	76 87%	98 89% F	167 79%	190 82%	143 91% J	231 90% J	220 79%	401 89% L	191 81%	135 79%	93 82%	58 91%	200 89% R	122 85%	186 82%
Don't know	5 1%	0 0	0 0	1 2%	0 0	1 1%	1 1%	1 1%	1 *	3 1%	4 1%	1 1%	0 0	1 1%	3 4% PR	0 0	1 1%	1 1%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R

\* small base





ORC STUDY #710328

CARAVAN

AUGUST 9, 2001

## FIRST CLASS POSTAGE STAMPS

## Question F1

Are the person who typically purchases First-Class, 34 cent, postage stamps for household

	Where Purchase First-Class Stamps							
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store	Other Retailr Not Grocery Store	Stamps By Mail	USPS .com
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Total	1003	492	55	15	92	19	18	2
Weighted Total	1000	484	56*	16**	93*	20**	17**	2**
Yes	694 69%	484 100%	56 100%	16 100%	93 100%	20 100%	17 100%	2 100%
No	304 30%	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Don't know	2 *	0 0	0 0	0 0	0 0	0 0	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

Question F2

Number of individual First-Class stamps usually purchase at one time

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Where Purchase First-Class Stamps							
	Total (A)	Clerk At Post Office (B)	Vndng Machn At Post Office (C)	Vndng Machn At Non- Post Office (D)	At Grocery Store (E)	Other Retailr Not Grocery Store (F)	Stamps By Mail (G)	USPS .com (H)
Unweighted Total	700	492	55	15	92	19	18	2
Weighted Total	694	484	56*	16**	93*	20**	17**	2**
5 or less	49 7%	35 7%	4 7%	1 9%	3 3%	5 26%	* 2%	0 0
6-19	95 14%	63 13%	12 21%	1 3%	16 17%	1 6%	1 7%	0 0
20	269 39%	169 35%	31 55%B	6 41%	48 52%B	5 26%	8 49%	0 0
21-39	67 10%	42 9%	5 9%	5 31%	11 12%	2 11%	0 0	0 0
40	27 4%	19 4%	1 2%	* 3%	3 3%	0 0	2 14%	0 0
41-59	21 3%	19 4%	1 1%	0 0	1 1%	0 0	0 0	0 0
60	6 1%	4 1%	0 0	0 0	2 2%	0 0	0 0	0 0
61-79	4 1%	3 1%	1 2%	0 0	0 0	0 0	0 0	0 0
80-99	5 1%	4 1%	0 0	0 0	1 1%	0 0	0 0	0 0
100	108 16%	89 18%CE	2 3%	1 7%	3 3%	6 31%	5 28%	2 100%
101-199	3 *	3 1%	0 0	0 0	0 0	0 0	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

Question F2

Number of individual First-Class stamps usually purchase at one time

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Where Purchase First-Class Stamps							
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store	Other Retailr Not Grocery Store	Stamps By Mail	USPS .com
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Total	694	484	56*	16**	93*	20**	17**	2**
200	4 1%	4 1%	0 0	0 0	0 0	0 0	0 0	0 0
More than 200	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Don't know	36 5%	29 6%	0 0	1 5%	6 6%	0 0	0 0	0 0
Mean	35.9	39.5CE	21.5	28.1	23.8	40.4	44.2	100.0
Standard Deviation	34.8	37.7	17.7	22.8	18.5	41.3	37.0	*
Standard Error	1.4	1.7	2.4	6.1	2.0	9.5	8.7	*
Median	20.0	20.0	20.0	20.0	20.0	20.0	20.0	100.0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

Question F3

How often buy First-Class stamps

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Where Purchase First-Class Stamps							
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store	Other Retailr Not Grocery Store	Stamps By Mail	USPS .com
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Total	700	492	55	15	92	19	18	2
Weighted Total	694	484	56*	16**	93*	20**	17**	2**
Once a month or more (Net)	388 56%	260 54%	32 58%	9 57%	63 68%B	14 69%	6 36%	0 0
Once a week	18 3%	16 3%	* 1%	0 0	1 1%	0 0	0 0	0 0
Every other week	84 12%	50 10%	14 24%BE	4 23%	10 11%	4 19%	2 10%	0 0
Once a month	286 41%	194 40%	18 32%	5 34%	52 56%BC	10 51%	4 26%	0 0
Once every other month	150 22%	107 22%	13 24%	4 27%	14 15%	2 11%	7 40%	0 0
Once every three months	91 13%	65 14%	6 10%	1 8%	10 11%	1 7%	4 21%	2 100%
Less often than once every three months	57 8%	46 9%	4 7%	1 7%	4 4%	3 13%	0 0	0 0
Don't know	9 1%	6 1%	1 2%	0 0	2 2%	0 0	* 2%	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Question F4

Number of individual First-Class stamps household has on hand

Base = Typically purchase First-class, 34 cents, postage stamps for household

	Where Purchase First-Class Stamps							
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store	Other Retailr Not Grocery Store	Stamps By Mail	USPS .com
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Total	700	492	55	15	92	19	18	2
Weighted Total	694	484	56*	16**	93*	20**	17**	2**
Any (Net)	601 87%	410 85%	49 88%	16 100%	83 89%	18 92%	16 95%	2 100%
5 or less	138 20%	89 18%	15 27%	7 47%	16 17%	7 36%	2 14%	0 0
6-19	271 39%	174 36%	26 46%	5 34%	48 52%B	7 37%	7 40%	0 0
20	56 8%	40 8%	4 8%	1 9%	8 9%	1 6%	1 8%	0 0
21-39	44 6%	28 6%	2 3%	* 3%	8 8%	0 0	5 27%	0 0
40	16 2%	14 3%	0 0	0 0	2 2%	0 0	0 0	0 0
41-59	23 3%	19 4%	0 0	0 0	0 0	0 0	0 0	2 100%
60	12 2%	9 2%	1 3%	0 0	0 0	1 7%	0 0	0 0
61-79	11 2%	10 2%	0 0	1 7%	0 0	0 0	0 0	0 0
80-99	11 2%	10 2%	0 0	0 0	1 1%	0 0	0 0	0 0
100	14 2%	11 2%	1 2%	0 0	0 0	1 6%	1 5%	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

Question F4

Number of individual First-Class stamps household has on hand

Base = Typically purchase First-class, 34 cents, postage stamps for household

	Where Purchase First-Class Stamps							
	Total (A)	Clerk At Post Office (B)	Vndng Machn At Post Office (C)	Vndng Machn At Non- Post Office (D)	At Grocery Store (E)	Other Retailr Not Grocery Store (F)	Stamps By Mail (G)	USPS .com (H)
Weighted Total	694	484	56*	16**	93*	20**	17**	2**
101-199	6 1%	6 1%	0 0	0 0	0 0	0 0	0 0	0 0
200	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
More than 200	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
None	73 11%	58 12%	7 12%	0 0	6 7%	2 8%	1 5%	0 0
Don't know	19 3%	16 3%	0 0	0 0	4 4%	0 0	0 0	0 0
Mean (Including None)	18.0	19.8E	12.8	13.3	11.6	16.4	19.0	50.0
Standard Deviation (Including None)	24.2	26.6	16.9	17.7	11.6	26.1	22.0	*
Standard Error (Including None)	0.9	1.2	2.3	4.6	1.2	6.0	5.2	*
Median (Including None)	10.0	10.0	10.0	6.0	9.0	8.0	14.0	50.0
Mean (Excluding None)	20.2	22.6E	14.6	13.3	12.5	17.8	20.0	50.0
Standard Deviation (Excluding None)	24.7	27.2	17.3	17.7	11.6	26.8	22.1	*
Standard Error (Excluding None)	1.0	1.3	2.5	4.6	1.3	6.5	5.5	*
Median (Excluding None)	10.0	12.0	11.0	6.0	10.0	10.0	14.0	50.0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

Question F5

Place typically purchase First-Class postage stamps - Aided

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Where Purchase First-Class Stamps							
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store	Other Retailr Not Grocery Store	Stamps By Mail	USPS .com
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Total	700	492	55	15	92	19	18	2
Weighted Total	694	484	56*	16**	93*	20**	17**	2**
Any post office (Net)	540 78%	484 100%E	56 100%E	0 0	0 0	0 0	0 0	0 0
From a clerk at the post office	484 70%	484 100%CE	0 0	0 0	0 0	0 0	0 0	0 0
From a vending machine at the post office	56 8%	0 0	56 100%BE	0 0	0 0	0 0	0 0	0 0
Any retail store (Net)	113 16%	0 0	0 0	0 0	93 100%BC	20 100%	0 0	0 0
At the grocery store	93 13%	0 0	0 0	0 0	93 100%BC	0 0	0 0	0 0
At a retailer other than a grocery store	20 3%	0 0	0 0	0 0	0 0	20 100%	0 0	0 0
From the postal service's "stamps by mail" mail order service	17 2%	0 0	0 0	0 0	0 0	0 0	17 100%	0 0
From a vending machine at a non-post office location	16 2%	0 0	0 0	16 100%	0 0	0 0	0 0	0 0
From the postal service's USPS.com stamps online Internet service	2 *	0 0	0 0	0 0	0 0	0 0	0 0	2 100%
Don't know	7 1%	0 0	0 0	0 0	0 0	0 0	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing



Question #6

Most typical of the transaction when buying First-Class stamps - Aided

Base - Typically purchase First-class, 34 cents, postage stamps for household from a clerk or vending machine at the post office

	Where Purchase First-Class Stamps							
	Total (A)	Clerk At Post Office (B)	Vndng Machn At Post Office (C)	Vndng Machn At Non- Post Office (D)	At Grocery Store (E)	Other Retailr Not Grocery Store (F)	Stamps By Mail (G)	USPS .com (H)
Unweighted Total	547	492	55	0	0	0	0	0
Weighted Total	540	484	56*	0**	0**	0**	0**	0**
I am only buying stamps	265 49%	236 49%	29 51%	0 0	0 0	0 0	0 0	0 0
I am at the post office to mail letters which require me to go to the counter (heavy weight/special service)	106 20%	97 20%	9 16%	0 0	0 0	0 0	0 0	0 0
I am at the post office to pick up mail from my post office box	52 10%	48 10%	4 7%	0 0	0 0	0 0	0 0	0 0
I am at the post office to mail a parcel	44 8%	42 9%	2 4%	0 0	0 0	0 0	0 0	0 0
I am at the post office to pick up mail on hold at the counter	7 1%	7 1%	0 0	0 0	0 0	0 0	0 0	0 0
I am at the post office for other reasons	59 11%	47 10%	12 22%B	0 0	0 0	0 0	0 0	0 0
Don't know	7 1%	7 1%	0 0	0 0	0 0	0 0	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

Question F7

Most typical of the transaction when buying First-Class stamps - Aided

Base - Typically purchase First-class, 34 cents, postage stamps for household from a grocery store or retailer

	Where Purchase First-Class Stamps							
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store (E)	Other Retailr Not Grocery Store (F)	Stamps By Mail (G)	USPS .com (H)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Total	111	0	0	0	92	19	0	0
Weighted Total	113	0**	0**	0**	93*	20**	0**	0**
I am only buying stamps	24 21%	0 0	0 0	0 0	15 16%	9 45%	0 0	0 0
I am at the store for other reasons	89 79%	0 0	0 0	0 0	78 84%	11 55%	0 0	0 0
Don't know	* *	0 0	0 0	0 0	* *	0 0	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

Question F8

Most typical of the transaction when buying First-Class stamps

Base = Typically purchase First-class, 34 cents, postage stamps for household from USPS.com

	Where Purchase First-Class Stamps							
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store	Other Retailr Not Grocery Store	Stamps By Mail	USPS .com
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Total	2	0	0	0	0	0	0	2
Weighted Total	2*	0**	0**	0**	0**	0**	0**	2**
I am only buying stamps	2 100%	0 0	0 0	0 0	0 0	0 0	0 0	2 100%
I am at the postal service website to look up a zip code	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
I am at the postal service website for other reasons	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Don't know	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

Question #9 -- Yes Summary

likely to take advantage of this 21 First-Class stamps special rate if it was ...  
Base = Typically purchase first-class, 34 cents, postage stamps for household

Where purchase first-class stamps

	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Total	700	492	55	15	92	19	18	2
Weighted Total	694	484	56*	16**	93*	20**	17**	2**
Available only at the post office counter	510	404	32	11	43	4	12	0
Available only at a grocery store or other non-post office retailers	373	219	29	11	84	15	10	1
Available only at vending machines at the post office	302	204	50	11	22	3	6	2
Available only at vending machines at non-post office locations	228	143	24	14	31	8	5	0
Available only through "Stamps by Mail" mail order	126	80	8	5	14	3	13	1
Available only through Stamps Online at the Postal Service's Internet website	104	71	13	5	8	0	3	1
Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H	15%	15%	24%	34%	9%	0	18%	48%

\* small base; \*\* very small base (under 30) ineligible for sig testing

Question F9A

Likely to take advantage of this 21 First-Class stamps special rate if it was ...

A. Available only at the post office counter

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Where Purchase First-Class Stamps							
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store	Other Retailr Not Grocery Store	Stamps By Mail	USPS .com
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Total	700	492	55	15	92	19	18	2
Weighted Total	694	484	56*	16**	93*	20**	17**	2**
Yes	510 73%	404 84%CE	32 58%	11 73%	43 47%	4 20%	12 70%	0 0
No	168 24%	67 14%	22 40%B	4 27%	49 53%B	16 80%	3 19%	2 100%
Don't know	16 2%	13 3%	1 2%	0 0	0 0	0 0	2 11%	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

Question F9B

Likely to take advantage of this 21 First-Class stamps special rate if it was ...

B. Available only at vending machines at the post office

Base = Typically purchase First-class, 34 cents, postage stamps for household

	Where Purchase First-Class Stamps							USPS .com (H)
	Total (A)	Clerk At Post Office (B)	Vndng Machn At Post Office (C)	Vndng Machn At Non- Post Office (D)	At Grocery Store (E)	Other Retailr Not Grocery Store (F)	Stamps By Mail (G)	
Unweighted Total	700	492	55	15	92	19	18	2
Weighted Total	694	484	56*	16**	93*	20**	17**	2**
Yes	302 43%	204 42%E	50 90%BE	11 73%	22 24%	3 13%	6 38%	2 100%
No	379 55%	270 56%C	4 8%	4 27%	68 73%BC	17 87%	11 62%	0 0
Don't know	14 2%	10 2%	1 2%	0 0	3 3%	0 0	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

Question F9C

Likely to take advantage of this 21 First-Class stamps special rate if it was ...

C. Available only at vending machines at non-post office locations.

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Where Purchase First-Class Stamps							
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store	Other Retailr Not Grocery Store	Stamps By Mail	USPS .com
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Total	700	492	55	15	92	19	18	2
Weighted Total	694	484	56*	16**	93*	20**	17**	2**
Yes	228 33%	143 30%	24 44%B	14 88%	31 33%	8 39%	5 30%	0 0
No	448 64%	328 68%C	30 53%	2 12%	59 64%	12 61%	12 70%	2 100%
Don't know	18 3%	13 3%	2 3%	0 0	3 3%	0 0	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

Question F9D

Likely to take advantage of this 21 First-Class stamps special rate if it was ...

D. Available only at a grocery store or other non-post office retailers

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Where Purchase First-Class Stamps							
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store	Other Retailr Not Grocery Store	Stamps By Mail	USPS .com
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Total	700	492	55	15	92	19	18	2
Weighted Total	694	484	56*	16**	93*	20**	17**	2**
Yes	373	219	29	11	84	15	10	1
	54%	45%	52%	70%	91%BC	76%	61%	48%
No	305	251	27	5	8	5	6	1
	44%	52%E	48%E	30%	8%	24%	34%	52%
Don't know	16	15	0	0	1	0	1	0
	2%	3%	0	0	1%	0	6%	0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing



Question F9E

Likely to take advantage of this 21 First-Class stamps special rate if it was ...

E. Available only through "Stamps by Mail" mail order

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Where Purchase First-Class Stamps							
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store	Other Retailr Not Grocery Store	Stamps By Mail	USPS .com
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Total	700	492	55	15	92	19	18	2
Weighted Total	694	484	56*	16**	93*	20**	17**	2**
Yes	126 18%	80 17%	8 14%	5 35%	14 16%	3 17%	13 78%	1 48%
No	559 81%	396 82%	48 86%	10 65%	77 84%	17 83%	4 22%	1 52%
Don't know	9 1%	8 2%	0 0	0 0	1 1%	0 0	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

FIRST CLASS POSTAGE STAMPS

Question P9F

Likely to take advantage of this 21 First-Class stamps special rate if it was ...

F. Available only through Stamps Online at the Postal Service's Internet website

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Where Purchase First-Class Stamps							
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store	Other Retailr Not Grocery Store	Stamps By Mail	USPS .com
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Total	700	492	55	15	92	19	18	2
Weighted Total	694	484	56*	16**	93*	20**	17**	2**
Yes	104 15%	71 15%	13 24%E	5 34%	8 9%	0 0	3 18%	1 48%
No	585 84%	409 85%	43 76%	10 66%	83 89%	20 100%	14 82%	1 52%
Don't know	5 1%	3 1%	0 0	0 0	2 2%	0 0	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

ORC STUDY #710328

CARAVAN  
FIRST CLASS POSTAGE STAMPS

AUGUST 9, 2001

## Question F10 -- Yes Summary

Likely to take advantage of this 100 First-Class stamps special rate if it was ...

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Where Purchase First-Class Stamps							
	Total (A)	Clerk At Post Office (B)	Vndng Machn At Post Office (C)	Vndng Machn At Non- Post Office (D)	At Grocery Store (E)	Other Retailr Not Grocery Store (F)	Stamps By Mail (G)	USPS .com (H)
Unweighted Total	700	492	55	15	92	19	18	2
Weighted Total	694	484	56*	16**	93*	20**	17**	2**
Available only at the post office counter	389 56%	311 64%CE	22 39%	5 30%	37 40%	5 27%	7 39%	0 0
Available only at a grocery store or other non-post office retailers	250 36%	151 31%	17 31%	5 30%	59 64%BC	9 44%	6 37%	1 48%
Available only at vending machines at the post office	204 29%	145 30%E	30 54%BE	5 33%	14 15%	2 12%	4 25%	2 100%
Available only at vending machines at non-post office locations	146 21%	88 18%	17 31%B	8 50%	24 26%	4 19%	3 17%	0 0
Available only through "Stamps by Mail" mail order	110 16%	72 15%	8 14%	4 27%	9 10%	4 18%	10 59%	1 48%
Available only through Stamps Online at the Postal Service's Internet website	92 13%	64 13%	9 16%	4 24%	11 12%	1 6%	1 7%	1 48%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Question F10A

Likely to take advantage of this 100 First-Class stamps special rate if it was ...

A. Available only at the post office counter

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Where Purchase First-Class Stamps							
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store	Other Retailr Not Grocery Store	Stamps By Mail	USPS .com
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Total	700	492	55	15	92	19	18	2
Weighted Total	694	484	56*	16**	93*	20**	17**	2**
Yes	389 56%	311 64%CE	22 39%	5 30%	37 40%	5 27%	7 39%	0 0
No	293 42%	164 34%	33 59%B	11 70%	54 58%B	14 69%	11 61%	2 100%
Don't know	12 2%	9 2%	1 2%	0 0	1 2%	1 4%	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

Question F10B

Likely to take advantage of this 100 First-Class stamps special rate if it was ...

B. Available only at vending machines at the post office

Base = Typically purchase First-class, 34 cents, postage stamps for household

	Where Purchase First-Class Stamps							
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store	Other Retailr Not Grocery Store	Stamps By Mail	USPS .com
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Total	700	492	55	15	92	19	18	2
Weighted Total	694	484	56*	16**	93*	20**	17**	2**
Yes	204 29%	145 30%E	30 54%E	5 33%	14 15%	2 12%	4 25%	2 100%
No	482 69%	333 69%C	25 44%	10 67%	78 84%BC	17 88%	13 75%	0 0
Don't know	8 1%	6 1%	1 2%	0 0	1 1%	0 0	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H  
\* small base; \*\* very small base (under 30) ineligible for sig testing

Question F10C

FIRST CLASS POSTAGE STAMPS

Likely to take advantage of this 100 First-Class stamps special rate if it was ...

C. Available only at vending machines at non-post office locations

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Where Purchase First-Class Stamps							
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store	Other Retailr Not Grocery Store	Stamps By Mail	USPS .com
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Total	700	492	55	15	92	19	18	2
Weighted Total	694	484	56*	16**	93*	20**	17**	2**
Yes	146 21%	88 18%	17 31%B	8 50%	24 26%	4 19%	3 17%	0 0
No	542 78%	392 81%C	37 67%	8 50%	67 73%	16 81%	13 78%	2 100%
Don't know	7 1%	4 1%	1 2%	0 0	1 1%	0 0	1 5%	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

Question F10D

Likely to take advantage of this 100 First-Class stamps special rate if it was ...

D. Available only at a grocery store or other non-post office retailers

Base = Typically purchase First-class, 34 cents, postage stamps for household

	Where Purchase First-Class Stamps							
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store	Other Retailr Not Grocery Store	Stamps By Mail	USPS .com
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Total	700	492	55	15	92	19	18	2
Weighted Total	694	484	56*	16**	93*	20**	17**	2**
Yes	250 36%	151 31%	17 31%	5 30%	59 64%BC	9 44%	6 37%	1 48%
No	439 63%	329 68%E	37 67%E	11 70%	33 36%	11 56%	11 63%	1 52%
Don't know	5 1%	4 1%	1 2%	0 0	0 0	0 0	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

Question F10E

Likely to take advantage of this 100 First-Class stamps special rate if it was ...

E. Available only through "Stamps by Mail" mail order

Base - Typically purchase First-class, 34 cents, postage stamps for household

	Where Purchase First-Class Stamps							
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store	Other Retailr Not Grocery Store	Stamps By Mail	USPS .com
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Total	700	492	55	15	92	19	18	2
Weighted Total	694	484	56*	16**	93*	20**	17**	2**
Yes	110 16%	72 15%	8 14%	4 27%	9 10%	4 18%	10 59%	1 48%
No	579 83%	409 84%	47 83%	11 73%	82 89%	16 82%	7 41%	1 52%
Don't know	5 1%	3 1%	1 2%	0 0	1 1%	0 0	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) -- B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing



FIRST CLASS POSTAGE STAMPS

Question F10F

Likely to take advantage of this 100 First-Class stamps special rate if it was ....

F. Available only through Stamps Online at the Postal Service's Internet website

Base = Typically purchase First-class, 34 cents, postage stamps for household

	Where Purchase First-Class Stamps							
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store	Other Retailr Not Grocery Store	Stamps By Mail	USPS .com
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Total	700	492	55	15	92	19	18	2
Weighted Total	694	484	56*	16**	93*	20**	17**	2**
Yes	92 13%	64 13%	9 16%	4 24%	11 12%	1 6%	1 7%	1 48%
No	597 86%	418 86%	44 79%	12 76%	82 88%	19 94%	16 93%	1 52%
Don't know	5 1%	2 *	3 5%B	0 0	0 0	0 0	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing



Question 81

Are you the male/female head of this household

	Where Purchase First-Class Stamps							
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store	Other Retailr Not Grocery Store	Stamps By Mail	USPS .com
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Total	1003	492	55	15	92	19	18	2
Weighted Total	1000	484	56*	16**	93*	20**	17**	2**
Yes	879 88%	438 91%	48 87%	16 100%	91 98%BC	19 94%	16 92%	1 52%
No	101 10%	35 7%E	6 11%E	0 0	1 1%	1 6%	* 3%	1 48%
Refused/No response	21 2%	11 2%	1 2%	0 0	1 1%	0 0	1 6%	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

Question 51a

Employment status

	Where Purchase First-Class Stamps							
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store	Other Retailr Not Grocery Store	Stamps By Mail	USPS .com
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Total	1003	492	55	15	92	19	18	2
Weighted Total	1000	484	56*	16**	93*	20**	17**	2**
Employed full time	545	238	33	11	48	13	7	2
	54%	49%	59%	72%	52%	64%	43%	100%
Employed part time	96	38	10	1	9	3	*	0
	10%	8%	18%B	8%	10%	14%	3%	0
Retired	190	114	3	1	22	3	6	0
	19%	23%C	6%	6%	24%C	16%	32%	0
Not employed	141	79	9	2	13	1	3	0
	14%	16%	16%	14%	14%	6%	16%	0
Not reported	28	16	1	0	1	0	1	0
	3%	3%	2%	0	1%	0	6%	0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

Question S2

Occupation

(Asked only of those who are employed)

	Where Purchase First-Class Stamps							
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store	Other Retailr Not Grocery Store	Stamps By Mail	USPS .com
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Total	1003	492	55	15	92	19	18	2
Weighted Total	1000	484	56*	16**	93*	20**	17**	2**
Percent asked	641 64%	276 57%	43 76%B	12 80%	57 62%	16 78%	8 46%	2 100%
White collar - Prof/Mngrl/ Ownr	293 29%	126 26%	24 43%B	7 45%	29 32%	9 44%	4 24%	1 52%
White collar - Sales/Clrcl	113 11%	47 10%	7 13%	2 16%	13 14%	1 7%	1 7%	1 48%
Blue collar - Craftsmen/ Foreman	103 10%	37 8%	8 14%	3 16%	5 5%	4 19%	0 0	0 0
Blue collar - Semi/ Unskilled	53 5%	24 5%	2 4%	* 3%	4 5%	1 3%	1 7%	0 0
Service worker	57 6%	27 6%	1 2%	0 0	4 4%	0 0	1 5%	0 0
Other	5 *	3 1%	0 0	0 0	1 1%	0 0	* 3%	0 0
Not reported	19 2%	13 3%	* 1%	0 0	0 0	1 6%	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

Question S3

Marital status

	Where Purchase First-Class Stamps							
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store	Other Retailr Not Grocery Store	Stamps By Mail	USPS .com
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Total	1003	492	55	15	92	19	18	2
Weighted Total	1000	484	56*	16**	93*	20**	17**	2**
Married	536 54%	260 54%C	22 39%	10 66%	47 51%	8 38%	4 26%	0 0
Living as married	18 2%	8 2%	1 2%	0 0	2 3%	1 3%	* 2%	0 0
Single and never been married	242 24%	99 20%	20 35%BE	4 25%	16 17%	7 36%	5 30%	1 48%
Divorced	111 11%	65 13%	11 20%	* 3%	14 15%	2 9%	3 16%	1 52%
Separated	16 2%	6 1%	0 0	0 0	6 6%B	0 0	0 0	0 0
Widowed	73 7%	45 9%	2 3%	1 6%	7 7%	3 14%	5 27%	0 0
No response	4 *	1 *	0 0	0 0	1 1%	0 0	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

Question S3a

FIRST CLASS POSTAGE STAMPS

Dual-income household

(Asked only of those who are married or living as married)

	Where Purchase First-Class Stamps							
	Clerk At Post Office (A)	Machn At Post Office (B)	Vndng Machn At Post Office (C)	Vndng Machn At Non- Post Office (D)	At Grocery Store (E)	Other Retailr Not Grocery Store (F)	Stamps By Mail (G)	USPS .com (H)
Unweighted Total	1003	492	55	15	92	19	18	2
Weighted Total	1000	484	56*	16**	93*	20**	17**	2**
Percent asked	554 55%	268 55%	23 41%	10 66%	50 54%	8 41%	5 28%	0 0
Yes	358 36%	168 35%	13 23%	7 48%	33 36%	5 25%	3 18%	0 0
No	185 18%	95 20%	10 18%	3 18%	15 16%	3 16%	2 10%	0 0
Refused/No response	11 1%	5 1%	0 0	0 0	2 2%	0 0	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

Question S3b

Own/rent dwelling in which you live

	Where Purchase First-Class Stamps							
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store	Other Retailr Not Grocery Store	Stamps By Mail	USPS .com
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Total	1003	492	55	15	92	19	18	2
Weighted Total	1000	484	56*	16**	93*	20**	17**	2**
Own	666 67%	335 69%	37 67%	8 48%	60 64%	11 53%	7 41%	1 48%
Rent	290 29%	132 27%	17 31%	8 52%	32 34%	8 41%	10 59%	1 52%
Not reported	44 4%	17 4%	1 2%	0 0	1 2%	1 6%	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing



## Question S4

## Household size

	Where Purchase First-Class Stamps							
	Total (A)	Clerk At Post Office (B)	Vndng Machn At Post Office (C)	Vndng Machn At Non- Post Office (D)	At Grocery Store (E)	Other Retailr Not Grocery Store (F)	Stamps By Mail (G)	USPS .com (H)
Unweighted Total	1003	492	55	15	92	19	18	2
Weighted Total	1000	484	56*	16**	93*	20**	17**	2**
One	184 18%	100 21%	15 27%	2 11%	24 25%	5 26%	8 44%	0 0
Two	359 36%	186 38%	17 31%	6 41%	34 36%	8 42%	1 7%	1 52%
Three	187 19%	85 18%	7 12%	2 14%	11 12%	4 20%	5 28%	1 48%
Four	150 15%	60 12%	14 26%B	2 12%	13 14%	2 12%	1 8%	0 0
Five	71 7%	33 7%	3 5%	3 22%	5 5%	0 0	1 6%	0 0
Six	22 2%	7 2%	0 0	0 0	4 4%	0 0	1 8%	0 0
Seven	12 1%	7 1%	0 0	0 0	0 0	0 0	0 0	0 0
Eight	4 *	1 *	0 0	0 0	0 0	0 0	0 0	0 0
Nine	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Ten or more (10)	4 *	2 *	0 0	0 0	0 0	0 0	0 0	0 0
No response	6 1%	3 1%	0 0	0 0	2 2%	0 0	0 0	0 0
Mean	2.7	2.6	2.5	2.9	2.5	2.2	2.5	2.5

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

ORC STUDY #710328

CARAVAN  
FIRST CLASS POSTAGE STAMPS

AUGUST 9, 2001

Question S4

Household size

	Where Purchase First-Class Stamps							
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store	Other Retailr Not Grocery Store	Stamps By Mail	USPS .com
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Total	1000	484	56*	16**	93*	20**	17**	2**
Standard Deviation	1.5	1.4	1.3	1.4	1.4	1.0	1.6	0.6
Standard Error	*	0.1	0.2	0.4	0.1	0.2	0.4	0.5

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

Question S5a

Children under 6 years of age

(Asked only of those with two or more household members)

	Where Purchase First-Class Stamps							
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store	Other Retailr Not Grocery Store	Stamps By Mail	USPS .com
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Total	1003	492	55	15	92	19	18	2
Weighted Total	1000	484	56*	16**	93*	20**	17**	2**
Percent asked	809 81%	382 79%	41 73%	14 89%	67 73%	15 74%	10 56%	2 100%
Yes	156 16%	63 13%	7 12%	4 28%	17 19%	2 9%	2 10%	0 0
No	652 65%	319 66%	34 61%	10 61%	50 54%	13 65%	8 46%	2 100%
Don't know/No response	1 *	0 0	0 0	0 0	0 0	0 0	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

Question S5b

Children aged 6 through 11

(Asked only of those with two or more household members)

	Where Purchase First-Class Stamps							
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store	Other Retailr Not Grocery Store	Stamps By Mail	USPS .com
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Total	1003	492	55	15	92	19	18	2
Weighted Total	1000	484	56*	16**	93*	20**	17**	2**
Percent asked	809 81%	382 79%	41 73%	14 89%	67 73%	15 74%	10 56%	2 100%
Yes	172 17%	80 17%	12 21%	2 14%	17 18%	1 7%	1 6%	0 0
No	636 64%	300 62%	29 52%	12 75%	51 55%	13 68%	9 50%	2 100%
Don't know/No response	2 *	1 *	0 0	0 0	0 0	0 0	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

ORC STUDY #710328 CARAVAN AUGUST 9, 2001  
FIRST CLASS POSTAGE STAMPS

Question S5a/S5b

Children under 12 years

(Asked only of those with two or more household members)

		Where Purchase First-Class Stamps							
		Clerk At Post Office (A)	Clerk At Post Office (B)	Vndng Machn At Post Office (C)	Vndng Machn At Non- Post Office (D)	At Grocery Store (E)	Other Retailr Not Grocery Store (F)	Stamps By USPS Mail (G)	Stamps By USPS .com (H)
Unweighted Total	1003	492	55	15	92	19	18	2	
Weighted Total	1000	484	56*	16**	93*	20**	17**	2**	
Percent asked	809	382	41	14	67	15	10	2	
	81%	79%	73%	89%	73%	74%	56%	100%	
Yes	269	119	15	5	26	2	3	0	
	27%	25%	28%	32%	28%	9%	16%	0	
No	539	262	25	9	41	13	7	2	
	54%	54%	46%	58%	44%	65%	40%	100%	
Don't know/No response	2	1	0	0	0	0	0	0	
	*	*	0	0	0	0	0	0	

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

Question #6

Children aged 12 through 17

(Asked only of those with two or more household members)

	Where Purchase First-Class Stamps							
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store	Other Retailr Not Grocery Store	Stamps By Mail	USPS .com
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Total	1003	492	55	15	92	19	18	2
Weighted Total	1000	484	56*	16**	93*	20**	17**	2**
Percent asked	809 81%	382 79%	41 73%	14 89%	67 73%	15 74%	10 56%	2 100%
Yes	177 18%	79 16%	8 14%	5 30%	16 17%	2 10%	3 19%	0 0
No	629 63%	301 62%	33 59%	9 59%	52 56%	13 64%	6 37%	2 100%
Don't know/No response	3 *	1 *	0 0	0 0	0 0	0 0	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

Question S5b/S6

Children aged 6 through 17

(Asked only of those with two or more household members)

	Where Purchase First-Class Stamps							
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store (E)	Other Retailr Not Grocery Store (F)	Stamps By Mail (G)	USPS .com (H)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Total	1003	492	55	15	92	19	18	2
Weighted Total	1000	484	56*	16**	93*	20**	17**	2**
Percent asked	809 81%	382 79%	41 73%	14 89%	67 73%	15 74%	10 56%	2 100%
Yes	285 29%	131 27%	18 32%	5 30%	26 28%	3 17%	3 19%	0 0
No	522 52%	250 52%	23 41%	9 59%	41 44%	11 57%	6 37%	2 100%
Don't know/No response	3 *	1 *	0 0	0 0	0 0	0 0	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

Question S5a/S5b/S6

Children under 18 years

(Asked only of those with two or more household members)

	Where Purchase First-Class Stamps							
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store	Other Retailr Not Grocery Store	Stamps By Mail	USPS .com
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Total	1003	492	55	15	92	19	18	2
Weighted Total	1000	484	56*	16**	93*	20**	17**	2**
Percent asked	809 81%	382 79%	41 73%	14 89%	67 73%	15 74%	10 56%	2 100%
Yes	369 37%	164 34%	22 39%	7 48%	34 37%	4 20%	5 29%	0 0
No	440 44%	218 45%	19 35%	6 41%	34 36%	11 54%	5 27%	2 100%
Don't know/No response	1 *	0 0	0 0	0 0	0 0	0 0	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing



Question S7

Education

	Where Purchase First-Class Stamps							
	Total (A)	Clerk At Post Office (B)	Vndng Machn At Post Office (C)	Vndng Machn At Non- Post Office (D)	At Grocery Store (E)	Other Retailr Not Grocery Store (F)	Stamps By Mail (G)	USPS .com (H)
Unweighted Total	1003	492	55	15	92	19	18	2
Weighted Total	1000	484	56*	16**	93*	20**	17**	2**
8th grade or less (8)	24 2%	14 3%	2 3%	0 0	0 0	* 2%	0 0	0 0
High school incomplete (10)	68 7%	32 7%	2 4%	0 0	8 8%	3 15%	2 10%	0 0
High school complete (12)	329 33%	155 32%	13 23%	4 26%	33 36%	5 24%	9 52%	1 52%
Some college (14)	205 20%	97 20%	12 21%	4 29%	22 24%	4 19%	3 15%	1 48%
College graduate (16)	207 21%	101 21%	12 21%	6 37%	19 20%	4 19%	1 7%	0 0
Postgraduate work (18)	106 11%	56 12%	12 22%B	1 8%	9 10%	4 21%	1 4%	0 0
Professional/Technical school	27 3%	14 3%	2 4%	0 0	2 2%	0 0	1 6%	0 0
Refused/No response	35 3%	14 3%	1 2%	0 0	1 1%	0 0	1 6%	0 0
Mean	13.7	13.8	14.5	14.6	13.7	14.1	12.7	13.0
Standard Deviation	2.5	2.5	2.7	1.9	2.3	2.9	2.0	1.3
Standard Error	0.1	0.1	0.4	0.5	0.2	0.7	0.5	0.9

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

Question S8

Age

## FIRST CLASS POSTAGE STAMPS

	Where Purchase First-Class Stamps							
	Total (A)	Clerk At Post Office (B)	Vndng Machn At Post Office (C)	Vndng Machn At Non- Post Office (D)	At Grocery Store (E)	Other Retailr Not Grocery Store (F)	Stamps By Mail (G)	USPS .com (H)
Unweighted Total	1003	492	55	15	92	19	18	2
Weighted Total	1000	484	56*	16**	93*	20**	17**	2**
18 - 20 (19)	58 6%	16 3%	3 5%	1 8%	4 4%	1 6%	* 3%	0 0
21 - 24 (22.5)	66 7%	26 5%	5 8%	1 9%	9 9%	1 3%	1 7%	0 0
25 - 29 (27)	77 8%	28 6%	6 11%	3 19%	5 6%	1 6%	1 7%	2 100%
30 - 34 (32)	106 11%	35 7%	9 17%B	6 41%	7 8%	3 13%	2 14%	0 0
35 - 39 (37)	98 10%	40 8%	12 21%B	0 0	6 7%	4 19%	0 0	0 0
40 - 44 (42)	116 12%	51 11%	7 13%	2 11%	17 18%B	5 27%	1 8%	0 0
45 - 49 (47)	84 8%	50 10%	6 11%	0 0	8 9%	0 0	1 5%	0 0
50 - 54 (52)	85 9%	52 11%	2 3%	1 5%	4 5%	1 6%	* 2%	0 0
55 - 59 (57)	62 6%	39 8%	2 3%	0 0	3 4%	1 7%	2 10%	0 0
60 - 64 (62)	47 5%	25 5%	1 1%	0 0	6 7%	0 0	1 5%	0 0
65 or older (65)	156 16%	94 19%C	3 5%	1 6%	20 21%C	3 14%	6 33%	0 0
Refused/No response	46 5%	27 6%	1 2%	0 0	3 3%	0 0	1 6%	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

Question S8

Age

Where Purchase First-Class Stamps								
-----								
	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store	Other Retailr Not Grocery Store	Stamps By Mail	USPS .com	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Total	1000	484	56*	16**	93*	20**	17**	2**
Mean	43.5	46.7C	37.3	33.4	45.1C	42.0	48.4	27.0
Standard Deviation	14.8	14.4	11.4	11.6	15.3	13.2	16.9	0.0
Standard Error	0.5	0.7	1.6	3.0	1.6	3.0	4.1	0.0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

Question S9

FIRST CLASS POSTAGE STAMPS

Race

	Where Purchase First-Class Stamps							
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store	Other Retailr Not Grocery Store	Stamps By Mail	USPS .com
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Total	1003	492	55	15	92	19	18	2
Weighted Total	1000	484	56*	16**	93*	20**	17**	2**
White/Caucasian	805 81%	391 81%	40 72%	9 57%	81 87%C	16 81%	14 83%	2 100%
Black/African-American	114 11%	54 11%	9 16%	5 31%	5 6%	3 14%	1 6%	0 0
Asian/Asian-American	10 1%	4 1%	1 1%	1 6%	0 0	0 0	0 0	0 0
Some other race	32 3%	13 3%	5 8%B	1 6%	4 5%	1 4%	1 5%	0 0
Refused/No response	39 4%	22 5%	2 3%	0 0	2 2%	0 0	1 6%	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

Question S9a

FIRST CLASS POSTAGE STAMPS

Respondent or anyone else in your household Hispanic

	Where Purchase First-Class Stamps							
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store	Other Retailr Not Grocery Store	Stamps By Mail	USPS .com
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Total	1003	492	55	15	92	19	18	2
Weighted Total	1000	484	56*	16**	93*	20**	17**	2**
Yes	61 6%	27 6%	6 10%	1 3%	7 8%	2 9%	* 3%	0 0
No	900 90%	435 90%	49 88%	15 97%	83 90%	18 91%	16 92%	2 100%
Refused/No response	39 4%	22 5%	1 2%	0 0	2 2%	0 0	1 6%	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Question S10

## FIRST CLASS POSTAGE STAMPS

Total household income for 2000

	Where Purchase First-Class Stamps							USPS .com (H)
	Total (A)	Clerk At Post Office (B)	Vndng Machn At Post Office (C)	Vndng Machn At Non- Post Office (D)	At Grocery Store (E)	Other Retailr Not Grocery Store (F)	Stamps By Mail (G)	
Unweighted Total	1003	492	55	15	92	19	18	2
Weighted Total	1000	484	56*	16**	93*	20**	17**	2**
Less than \$25,000	213 21%	105 22%	11 20%	1 6%	23 25%	4 21%	8 45%	0 0
Under \$10,000 (10.0)	50 5%	23 5%	4 7%	0 0	6 6%	2 12%	3 16%	0 0
\$10,000 - \$14,999 (12.5)	38 4%	20 4%	3 5%	0 0	5 5%	0 0	0 0	0 0
\$15,000 - \$19,999 (17.5)	49 5%	27 6%	1 1%	1 6%	8 8%	1 5%	1 6%	0 0
\$20,000 - \$24,999 (22.5)	60 6%	30 6%	3 5%	0 0	5 5%	1 5%	3 17%	0 0
Less than \$25,000 (Unspecified)/No response	16 2%	4 1%	1 1%	0 0	* *	0 0	1 7%	0 0
\$25,000 or more	629 63%	299 62%	40 71%	14 87%	60 65%	14 70%	6 38%	2 100%
\$25,000 - \$29,999 (27.5)	54 5%	24 5%	2 4%	1 8%	4 5%	0 0	1 8%	0 0
\$30,000 - \$34,999 (32.5)	71 7%	36 7%	3 6%	1 9%	7 8%	4 19%	1 7%	0 0
\$35,000 - \$39,999 (37.5)	62 6%	30 6%	4 8%	2 11%	8 8%	1 4%	1 4%	1 52%
\$40,000 - \$49,999 (45.0)	89 9%	41 9%	5 8%	1 8%	12 13%	4 18%	0 0	0 0
\$50,000 - \$74,999 (62.5)	140 14%	66 14%	10 17%	5 29%	10 10%	2 10%	2 13%	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

Question S10

Total household income for 2000

Where Purchase First-Class Stamps								
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store	Other Retailr Not Grocery Store	Stamps By Mail	USPS .com
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Weighted Total	1000	484	56*	16**	93*	20**	17**	2**
\$75,000 - \$99,999 (87.5)	70 7%	26 5%	4 8%	3 22%	11 12%B	3 13%	0 0	1 48%
\$100,000 or more (100.0)	96 10%	50 10%	10 17%E	0 0	5 5%	1 7%	1 5%	0 0
\$25,000 or more (Unspecified)/No response	46 5%	26 5%	1 2%	0 0	3 4%	0 0	0 0	0 0
Don't know/Refused/No response	158 16%	80 17%	5 9%	1 7%	10 10%	2 9%	3 17%	0 0
Mean	48.5	47.6	54.4	54.9	44.9	46.9	34.2	61.4
Standard Deviation	28.9	29.1	31.5	23.5	27.5	28.5	26.0	32.3
Standard Error	1.0	1.5	4.5	6.3	3.1	6.9	7.0	22.8

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

Cable subscriber/Satellite dish

FIRST CLASS POSTAGE STAMPS

	Where Purchase First-Class Stamps							
	Total (A)	Clerk At Post Office (B)	Vndng Machn At Post Office (C)	Vndng Machn At Non- Post Office (D)	At Grocery Store (E)	Other Retailr Not Grocery Store (F)	Stamps By Mail (G)	USPS .com (H)
Unweighted Total	1003	492	55	15	92	19	18	2
Weighted Total	1000	484	56*	16**	93*	20**	17**	2**
Yes, cable TV/satellite dish (Net)	768 77%	369 76%	40 71%	13 81%	71 76%	16 79%	16 94%	2 100%
Cable television	585 58%	273 56%	35 64%	11 69%	58 63%	14 68%	15 87%	2 100%
Satellite dish	151 15%	82 17% <sup>C</sup>	3 5%	2 12%	10 11%	1 4%	0 0	0 0
Both cable television and satellite dish	32 3%	15 3%	1 3%	0 0	2 2%	1 7%	1 7%	0 0
Total cable TV	617 62%	287 59%	37 66%	11 69%	60 65%	15 75%	16 94%	2 100%
Total satellite dish	183 18%	97 20% <sup>C</sup>	4 8%	2 12%	12 13%	2 10%	1 7%	0 0
No	231 23%	115 24%	16 29%	3 19%	22 24%	4 21%	1 6%	0 0
Don't know	1 *	0 0	0 0	0 0	0 0	0 0	0 0	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing



Sex

FIRST CLASS POSTAGE STAMPS

	Where Purchase First-Class Stamps							
	Total	Clerk At Post Office	Vndng Machn At Post Office	Vndng Machn At Non- Post Office	At Grocery Store	Other Retailr Not Grocery Store	Stamps By Mail	USPS .com
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted Total	1003	492	55	15	92	19	18	2
Weighted Total	1000	484	56*	16**	93*	20**	17**	2**
Male	480	196	33	6	30	11	3	0
	48%	41%	60%BE	38%	32%	57%	18%	0
Female	520	287	23	10	63	8	14	2
	52%	59%C	40%	62%	68%C	43%	82%	100%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

Metro/Non-Metro

	Where Purchase First-Class Stamps							
	Total (A)	Clerk At Post Office (B)	Vndng Machn At Post Office (C)	Vndng Machn At Non- Post Office (D)	At Grocery Store (E)	Other Retailr Not Grocery Store (F)	Stamps By Mail (G)	USPS .com (H)
Unweighted Total	1003	492	55	15	92	19	18	2
Weighted Total	1000	484	56*	16**	93*	20**	17**	2**
Metro (Net)	755 75%	341 71%	48 86%B	16 100%	82 89%B	17 84%	13 74%	2 100%
In Center City of Metropolitan Area	296 30%	124 26%	23 41%B	8 50%	40 44%B	8 42%	5 32%	1 48%
Outside Center City, Inside Center City County	199 20%	97 20%	14 25%	3 19%	22 24%	2 12%	4 22%	0 0
Inside Suburban County of Metropolitan Area	219 22%	105 22%	10 17%	5 31%	16 17%	6 29%	2 13%	0 0
In Metropolitan Area with No Center City	41 4%	16 3%	2 3%	0 0	4 4%	0 0	1 8%	1 52%
In Non-Metropolitan Area	245 25%	143 29%CE	8 14%	0 0	10 11%	3 16%	4 26%	0 0

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

Region

FIRST CLASS POSTAGE STAMPS

Where Purchase First-Class Stamps

	Total (A)	Clerk At Post Office (B)	Vndng Machn At Post Office (C)	Vndng Machn At Non- Post Office (D)	At Grocery Store (E)	Other Retailr Not Grocery Store (F)	Stamps By Mail (G)	USPS .com (H)
Unweighted Total	1003	492	55	15	92	19	18	2
Weighted Total	1000	484	56*	16**	93*	20**	17**	2**
New England	52 5%	33 7%	3 5%	1 8%	2 2%	0 0	0 0	0 0
Middle Atlantic	143 14%	69 14%	5 8%	4 24%	10 11%	2 9%	4 21%	0 0
East North Central	152 15%	69 14%	7 12%	3 16%	14 15%	7 34%	3 20%	0 0
West North Central	80 8%	41 8%C	0 0	3 21%	7 8%C	2 8%	2 13%	0 0
South Atlantic	206 21%	102 21%	12 22%	1 6%	17 18%	6 29%	3 19%	1 48%
East South Central	65 7%	38 8%	5 8%	0 0	2 3%	1 5%	0 0	0 0
West South Central	85 9%	42 9%	7 12%	1 8%	5 6%	1 5%	1 4%	0 0
Mountain	69 7%	30 6%	1 1%	0 0	18 20%BC	1 6%	0 0	0 0
Pacific	148 15%	60 12%	18 32%B	3 17%	16 18%	1 6%	4 23%	1 52%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H

\* small base; \*\* very small base (under 30) ineligible for sig testing

AUGUST 9, 2001

ORC STUDY #710328 CARAVAN  
FIRST CLASS POSTAGE STAMPS

Question S11

Number of telephone numbers in household

	Where Purchase First-Class Stamps									
	Total (A)	Clerk At Post Office (B)	Vndng Machn At Post Office (C)	Vndng Machn At Non- Post Office (D)	At Grocery Store (E)	Other Retailr Not Grocery Store (F)	Stamps By Mail (G)	USPS .com (H)		
Unweighted Total	1003	492	55	15	92	19	18	2		
Weighted Total	1000	484	56*	16**	93*	20**	17**	2**		
1	681 68%	325 67%	35 62%	9 57%	70 75%	12 59%	13 76%	1 52%		
2	214 21%	96 20%	17 30%	7 43%	17 18%	7 34%	3 18%	1 48%		
3	44 4%	28 6%	2 4%	0 0%	4 5%	1 7%	0 0%	0 0%		
4	12 1%	9 2%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%		
5 or more	10 1%	6 1%	1 2%	0 0%	1 1%	0 0%	0 0%	0 0%		
Don't know/Refused/No response	38 4%	20 4%	1 2%	0 0%	1 1%	0 0%	1 6%	1 0%		
Mean	1.4	1.4	1.5	1.4	1.3	1.5	1.2	1.5		
Standard Deviation	0.73	0.80	0.75	0.51	0.67	0.63	0.41	0.65		
Standard Error	0.02	0.04	0.10	0.13	0.07	0.15	0.10	0.46		

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F/G/H  
\* small base; \*\* very small base (under 30) ineligible for sig testing



On another subject . . .

F1 Are you the person who typically purchases First-Class, 34 cent, postage stamps for your household?

- 1 YES -->CONTINUE
- 2 NO
- 3 DON'T KNOW -->SKIP TO NEXT SECTION

F2 How many individual First-Class stamps do you usually purchase at one time, that is actual number of stamps, not how many sheets or rolls? (RECORD NUMBER)

F3 About how often do you buy First-Class stamps? (READ LIST)

- 1 Once a week
- 2 Every other week
- 3 Once a month
- 4 Once every other month
- 5 Once every three months
- 6 Less often than once every three months
- 7 DON'T KNOW

F4 Right now, about how many individual First-Class stamps does your household have on hand? (RECORD NUMBER)

F5 Where do you TYPICALLY purchase First-Class postage stamps? (READ LIST. RECORD ONE ANSWER. IF RESPONDENT CANNOT ANSWER, ASK: WHERE DID YOU PURCHASE FIRST-CLASS STAMPS LAST TIME?)

- 1 From a clerk at the post office
- 2 From a vending machine at the post office
- 3 From a vending machine at a non-post office location
- 4 At the grocery store
- 5 At a retailer other than a grocery store
- 6 From the Postal Service's "Stamps by Mail" mail order service
- 7 From the Postal Service's USPS.com Stamps Online Internet service
- 8 DON'T KNOW

(ASK IF CLERK OR VENDING MACHINE IN POST OFFICE, F5[1-2])

F6 Which of the following is MOST TYPICAL of the transaction when you buy First-Class stamps? (READ LIST. RECORD ONE ANSWER)

- 1 I am only buying stamps
- 2 I am at the post office to mail letters which require me to go to the counter (heavy weight, special services)
- 3 I am at the post office to mail a parcel
- 4 I am at the post office to pick up mail from my post office box
- 5 I am at the post office to pick up mail on hold at the counter
- 6 I am at the post office for other reasons
- 7 DON'T KNOW

(ASK IF GROCERY STORE OR RETAILER, F5[4-5])

F7 Which of the following is MOST TYPICAL of the transaction when you buy First-Class stamps?  
(READ LIST. RECORD ONE ANSWER)

- 1 I am only buying stamps
- 2 I am at the store for other reasons
- 3 DON'T KNOW

(ASK IF USPS.COM, F5[7])

F8 Which of the following is MOST TYPICAL of the transaction when you buy First-Class stamps?  
(READ LIST. RECORD ONE ANSWER)

- 1 I am only buying stamps
- 2 I am at the Postal Service website to look up a zip code
- 3 I am at the Postal Service website for other reasons
- 4 DON'T KNOW

(ASK EVERYONE)

F9 The Postal Service is considering offering a special rate where you could get 21 First-Class stamps for the price of 20 stamps. Would you be likely to take advantage of this offer if it was. . .  
(READ LIST)

- 1 YES
- 2 NO
- 3 DON'T KNOW

Available only at the post office counter

Available only at vending machines at the post office

Available only at vending machines at non-post office locations

Available only at a grocery store or other non-post office retailers

Available only through "Stamps by Mail" mail order

Available only through Stamps Online at the Postal Service's Internet website

F10 The Postal Service is considering offering a special rate where you could get a coil of 100 First-Class stamps, \$34 of postage, for \$32. Would you be likely to take advantage of this offer if it was . . . (READ LIST)

- 1 YES
- 2 NO
- 3 DON'T KNOW

Available only at the post office counter

Available only at vending machines at the post office

Available only at vending machines at non-post office locations

Available only at a grocery store or other non-post office retailers

Available only through "Stamps by Mail" mail order

Available only through Stamps Online at the Postal Service's Internet website