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This report documents the design, implementation, and findings of the Postal Fiscal Year (PFY) 2001 Household Diary Study (HDS). The HDS is a continuous study which measures household mail volumes, mail behavior, and service preferences. This study addresses three significant segments of mail volumes: (1) household-to-household (2) household-to-nonhousehold and (3) nonhousehold-to-household. The fourth mail volume segment, nonhousehold-to-nonhousehold mail is outside the study's scope. The HDS is administered by the Demand Forecasting & Economic Analysis section of the United States Postal Service (USPS) Finance Department.

Background

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

The purpose of the HDS is to gather information on the volume of mail sent * + and received by USI households***

Demand Forecasting & Economic Analysis (in the USPS Finance function) has administered the HDS since its inception in 1987. The study has been conducted annually since then, following the USPS fiscal year calendar. PFY 2001 began on September 4, 2000 and ended on September 2, 2001. The "Postal Fiscal Year" is made up of 13 four-week USPS accounting periods and is divided into four quarters. Each of the first three quarters is twelve weeks long and contains three accounting periods. The fourth quarter is sixteen weeks long and contains four accounting periods.

This information is used for the volume forecasting, planning, marketing and ratemaking functions of USPS. In addition to the issues that relate to traditional mail volumes, USPS has been increasingly interested in tracking the adoption and use of

electronic communications technologies. The HDS tracks the use of e-mail, online shopping and online bill payments, among other technologies. USPS uses these data to assess what impact these technologies have on traditional mail volumes to and from households.

The research questions addressed in the study include:

- How many mail pieces originate and destinate in U.S. households annually?
- What are major trends in mail flows between households and businesses?
- What USPS services do households use for their personal and business communications?
- What are First Class Mail usage patterns?
- Are mail usage levels for bill payments changing in the U.S.?
- What are Direct Mail volumes and how are these affected by household demographics?
- What are household members' attitudes toward advertising mail and their in-home responses to it?
- What are total Periodicals Volumes delivered by USPS and received by households?
- What is the overall picture of Package volumes and the characteristics of USPS customers?
- How is new technology changing mail usage levels and household behavior?

NuStats, a full service survey research firm located in Austin, Texas, conducted the PFY 2001 HDS. This report presents findings from that study. Where appropriate, data from PFY 2001 is compared to previous years to identify underlying trends in household mail usage and receipt. Except where noted in this report, the survey questions have remained consistent between PFY 2001 and PFY 2000 studies. All survey instrument modifications, data collection, and data analyses were conducted by NuStats, under contract with the USPS.

Study Design

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

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

Household Interview

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

Mail Diary

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

e PFY 2001 study was conducted using a multimode approach that sought to minimize response bias, improve data accuracy through efficient data checking and householder re-contacts, and to provide immediate telephone assistance to householders during their diary week. The HDS study design has the following key elements:

- An address based sample frame.
- Data is collected via computer assisted telephone interviewing (CATI). Households without phones are recruited to participate through the U.S. Mail. Household interview data checks are automated during the interview process itself, and, subsequent to the interview, checked and clarified within days of collection.
- If a household agrees to participate, they are mailed a self-administered diary packet. The packet includes a thank you letter, full instructions, logs for recording mail sent and received, and contact information in case the household has questions.
- A toll-free "hotline" is staffed to answer participant questions before, during, and after their diary weeks. Questions are answered immediately.

 Diary packets were mailed back to NuStats in postage-paid Priority Mail envelopes. Returned diary packets immediately go through a threestage edit and review process. The gap between diary completion and data checking takes just a few days.

Stage 1: Household Interview

The household interview was used to collect information as noted above and to "recruit" the household to participate in stage two -- the mail diary. In total, 9,991 households were recruited to participate in the mail diary stage.

Households completed the recruited interview via computer assisted telephone interviewing and the diary package was mailed to the household via Priority Mail. This diary package contained instructions, diaries for seven days, a card to identify the choice of incentive and a Priority Mail return envelope. To enhance participation, respondents were given a choice among four incentives: \$25 cash, \$25 donation to the Lance Armstrong Cancer Foundation, USPS Tour de France Team T-shirt, or USPS Tour de France cap. While most respondents chose the cash incentive, the choice of cash versus the donation was associated with household income.

Stage 2: Mail Diary Package

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

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

Of the 9,991 households recruited to receive a diary package, 5,353 actually returned acceptable¹ completed diaries to NuStats for a completion rate of 54 percent.

Sample Design

The sample was designed to allow projections of results to all U.S. households. An address sample was provided by USPS and matched for known telephone listings. Generally, the study was conducted using telephone sampling for household selection and screening, followed by diaries mailed to eligible households and completed by each household unit. Households without telephones were contacted via the U.S. Mail. The sample design involved a three-stage probability sample with stratification by county clusters at the primary sampling stage and by a single county at the secondary stage. At the third stage, household clusters were selected. The sample was continuously "fielded," throughout all 52 weeks of the Allocations were temporally disproportionate in order to ensure greater amounts of data collection during peak mail flow periods. While Table A below indicates a small undercount between completed and required households, these differences are reconciled by the fact that for all four quarters, the number of completed households was higher than required.

The sample was distributed as follows:

Quarter 1: September 4, 2000 – November 26, 2000

Quarter 2: November 27, 2000 - February 18, 2001

Quarter 3: February 19, 2001 - May 13, 2001

Quarter 4: May 14, 2000 - September 2, 2001

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

The Primary Sampling Units (PSUs) were clusters of counties. The 30 largest Metropolitan Statistical Areas (MSAs) were treated as individual units (each was a cluster of counties) and each was a self representing PSU. The other 288 MSAs were

TABLE A
Sample by Postal Quarter

Quarter	Required Sample	Recruited Households	
Quarter 1	1,940	3,549	1,790
Quarter 2	1,400	2,886	1,660
Quarter 3	600	1,219	659
Quarter 4	1,360	2,337	1,244
Total	5,300	9,991	5,353

sampled proportionately to their population; approximately 20 of the MSAs were individually sampled. The remaining counties of the US (all 800+non-metropolitan counties) were area-clusters sampled in proportion to the population. There were a total of 87 PSUs categorized into three strata:

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

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

The Secondary Sampling Unit (SSU) was a county. Sampling of SSUs was by probability of selection according to population (number of households). Selection was from the national sample of PSUs and was stratified by geographic region and then by size.

This insured that the SSU selection was properly allocated to the geographic regions. Not every SSU was fielded every Postal Quarter (reporting period), but every Postal Quarter had a national probability sample of SSUs.

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

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

The probability sample of households was drawn by the USPS from the national database of addresses following specifications produced by NuStats. The probability sample households were drawn using a

Acceptable was defined as returning diaries with data suitable for analysis.

highly stratified geographic design to ensure that the final sample would be representative of households imprising the five geographic regions: East, ortheast, South, Central, and West. Technical documentation for the sampling plan can be found in Appendix C.

Analytic Weights

Analytical weights permit an analyst to use and combine subsets of the sample in the proper proportions to calculate correct inferences about the comparable groups in the population. From a finite population sampling theory perspective, analytic weights are needed to develop estimates of population parameters and more generally, to draw inferences about the population that was sampled. Without the use of analytic weights, population estimates are subject to biases of unknown (possibly large) Weighting compensates magnitude. "departures" from simple random sampling. Different weighting schemes were used for the Household Interview and the Mail Diary data sets.

Household Interview

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

Mail Diary

Post processing adjustments were used to align the sample to known population distributions from census or other reliable data. First, the sample of households reporting mail diary data were expanded to represent all U.S. households (105.5 million households). In addition, adjustment factors were applied to the diary data to compensate for underreporting of mail volumes by households participating in the survey. Three types of adjustment processes were used.

 Adjustment factors were calculated using data from the City Cost Carrier and Rural Carrier Costing System for PFY 2001. For the first time, specific adjustment factors were calculated for each class of mail volumes reported received by households.

- The principle that total incoming and outgoing domestic household mail should equal each other over time was used to calculate a factor that would adjust outgoing mail to equal incoming mail volumes.
- The diary data were adjusted to compensate for expected underreporting of bill payments.

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

Report Organization

This report focuses on the analyses and results pertaining to the PFY 2001 Household Diary Study. Its contents are organized as follows.

PFY 2001 Household Diary Study:

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

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

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

Chapter 4 – Direct Mail Advertising. This chapter presents annual Direct Mail Advertising volumes for PFY 2001, as well as demographic factors influencing these volumes as they pertain to U.S. households.

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

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

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

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

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

Continued on next page.

Appendix A – Comparative Tables 1987, 2000, 2001. This appendix provides a cross-reference to data tables in the PFY 1999 Household Diary Study report and presents the tables themselves, comparing data from 1987, 1999, and 2000.

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

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

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



Chapter 1: Total Mail Overview

The USPS is the cornerstone of communications in the United States. Households rely on the services of the USPS to interact with family, friends, businesses and public agencies. Households keep track of their finances, learn about new services. purchase products and keep informed of current events. Businesses send huge volumes of mail for the purpose of bill collection, advertising and other tasks. Households interact with the government about taxes, elections and other public matters using USPS. The USPS is also the hidden engine driving the growth of America's much-touted on-line marketplace; while consumers can use new technology to purchase everything from steaks to clothes to flowers, Internet companies need reliable delivery in order to remain in business.

The USPS is the hidden engine driving the growth of America's on-line marketplace; Internet companies need reliable delivery in order to remain in business.

Analyzing types and patterns postal communications among different types households is the purpose of this report. This study will help USPS develop strategies for increasing market share as well as for meeting future mail growth. The household mail examined includes all mail received via First-Class or Standard Mail (A), as well as periodicals and packages. originating in households includes all First-Class mail as well as packages sent.

This chapter examines commercial and household mail volumes in the United States; specifically, mail flows between households and businesses, trends, and volumes by postal classification and sector. This chapter also introduces advertising mail volumes and attitudes of households in relation to advertising mail.

Total Household Mail

First, total mail volumes are assessed by presenting each sector as a percentage of total domestic mail. This section applies three categories for different mail users: households, nonhouseholds and the Federal government. The five sectors in which these users interact are: (1) Household-to-household, (2) Household-to-nonhousehold, (3) Nonhousehold-to-household, (4) Government-to-household, and (5) Nonhousehold-to-nonhousehold.

The five sectors in which USPS customers interact are:

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

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



Household-to-nonhousehold mail is predominantly bill payments for everything from credit cards to mail orders to utilities. Nonhousehold-to-household mail is the reverse communication and while it includes bills, it can also include products or services requested by the household, such as an investment portfolio or periodicals². A final sector, nonhousehold-to nonhousehold, cannot be calculated

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

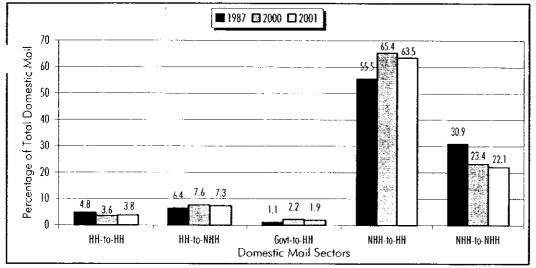


FIGURE 1.1

Percentage of Total Domestic Mail by Sector, Postal Fiscal Years 1987, 2000 and 2001

Base: Total Domestic Mail, Postal Fiscal Year 2001 (206.7 Billion).

Note: Total Domestic defined as summation of First-Class, Priority, Standard Mail (A), Package Services and Periodicals. Unclassified Incoming and Outgoing mail is excluded.

using the household diary and is therefore represented as the residual amount of total domestic mail.

Total domestic mail received by households in PFY 2001 was 144 billion pieces, compared to a little over 140 billion pieces last year. The percentage of 'al domestic mail household-to-household was 3.8 cent in 2001, or 8 billion pieces annually (See rigure 1.1). Data from the 2000 study will be discussed only when there are significant differences with this year's study. Indeed, in the aggregate, compared to last year, proportions tend to remain the same as volume increases. example, in Total Domestic Mail Sectors, householdto-household mail increased slightly to 3.8 percent. Household -to- nonhousehold and government-tohousehold mail decreased slightly (.3 percent each). The largest change occurred in nonhousehold-tohousehold, with a decline of 1.9 percent from 2000.

In 2001, households sent an average of 4.2 pieces per week and received an average of 26.0 pieces³ pieces per week, compared to 3.7 and 20.5 pieces per week in 1987 respectively (See Table 1.1). These volumes demonstrate a marginal decrease in mail pieces sent and a marginal increase in mail pieces received per household per week since PFY 2000.

Households sent 571 million packages in 2001, compared to 638 million in 2000. Households use USPS 80.8 percent of the time, a decrease from last

TABLE 1.1

Pieces per Household per Week, Total Domestic Mail by Sector,
Postal Fiscal Years 1987, 2000 and 2001

Sector	1987	- 2000	2001
HH-to-HH	1.6	1.4	1.4
HH-to-NHH	2.1	2.9	2.8
NHH-to-HH	18.5	23.4	23.9
Govt-to-HH	0.4	0.8	0.7
Total	22.6	28.5	28.8

Base: Total Domestic Mail originating in or arriving in households, Postal Fiscal Year 2001 (158 Billion). Does not include unclassified incoming or outgoing.

year (almost 90 percent of the time) and when compared to 1987 estimates4.

Total Mail Received by Postal Classification

The classifications featured in the body of this report include: First-Class, Standard Mail (A), Package Services and Periodicals. First-Class mail is defined as anything sent regular or presorted First-Class, automation presort, automation carrier route, and any certified, registered or insured

³ Totals exclude unknown outgoing or incoming mail.

⁴ According to TNS Intersearch Corporation, formerly Chilton Research Services, the total in 1987 was 81.7. See Appendix Table A6-7.

pieces. First-Class totals exclude expedited mail (e.g. Express or Priority). Standard Mail (A) is defined as all presorted standard, bulk rate or nonprofit pieces, as well as packages sent standard/bulk rate, standard/bulk rate enhanced carrier route, nonprofit and nonprofit enhanced carrier route. Package Services includes all packages sent parcel post, DBMC5 parcel post, bound and printed matter, special standard and library rate. Finally, Periodicals include all daily and weekly (or other periodic) newspapers or magazines.

The amount of mail households receive in an average week has increased over all postal classifications, except Periodicals, between 1987 and 2001 (See Table 1.2). First-Class and Standard Mail (A) mail pieces represent the largest increases (2.45 and 3.87 pieces per week, respectively) since 1987.

Further analysis of each of these classifications by sender type (See Table 1.3) shows that the Financial sector prefers First-Class mail while the Social/Nonprofit sector is more likely to opt for Standard Mail (A). It is reasonable given credit card companies' and banks' need for security and timeliness, compared to the financial constraints on the nonprofit sector. A similar ratio between Standard Mail (A) and First-Class mail usage exists

in the Merchants category. Merchants (primarily department stores) are more than four times as likely to use Standard Mail (A) as First-Class, and they send American households 5.45 pieces per week using this method.

TABLE 1.2
Pieces per Household per Week by Postal Classification

Total	20.16	24.74	26.18
Package Services	0.06	0.11	0.08
Standard Mail (A)	9.77	12.75	13,64
Periodicals	1.69	1.32	1.37
First-Class	8.64	10.56	11.09
√ Postal Class	1987	2000	2001

Base: Domestic Mail Received by Households, Postal Fiscal Years 1987, 2000 & 2001. Totals include First-Class Pieces & Packages, Periodicals, Standard Mail (A) Pieces & Packages, and Package Services (143.6 Billion).

TABLE 1.3

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

	THE PLANT OF THE PARTY STANDARD MALE AND A STA					
រណ្ឌម្នាស់ មាន មួយ មាន មួយ មាន មួយ មាន មួយ មាន មួយ មួយ មាន មួយ		Agranda Cantonia				
Financial	15.2	4.00	8.8	2.30		
Merchants	5.0	1.31	20.7	5.45		
Services	9.0	2.36	6.2	1.63		
Manufacturers	0.8	0.22	0.8	0.22		
Government	1.9	0.51	0.8	0.20		
Social/Nonprofit	1.8	0.49	7.4	1.94		
rotal .	33.7	8.89	44.7	11.74		

Base: Domestic Mail Received by Households, Postal Fiscal Year 2001 (144.1 Billion).

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

⁵ DBMC is Delivery Bar-coded Mail Class.

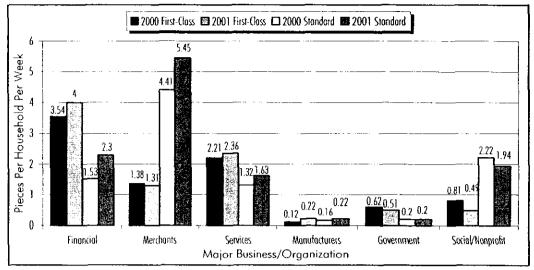


FIGURE 1.2

First-Class and Standard Mail (A) Pieces Per Week by Major Business/Organization, 2000 and 2001

Bose: First-Class and Standard (A) Domestic Mail Received by Households, Postal Fiscal Year 2001 (132.7 Billion), Note: Standard Mail (A) Pieces restricted to those sent by a single organization; Totals do not include unclassified pieces.

Figure 1.2 compares these figures from 2000 and 2001 for each of these classifications, by sender. While overall trends among the various major organizations remain the same as last year, there are a few noticeable changes. First, Financial husinesses use both First-Class and Standard Mail more this year than last year. Mail from the ervice sector shows the same trend. Second, for Merchants. Standard Mail (A) advertising increased, while First-Class advertising decreased Third. First-Class advertising Social/Nonprofits decreased almost by half, yet increased slightly for Standard Mail.

Government advertising in both sectors was down, perhaps reflective of the increased government communications in 2000, with the Census and the presidential election.

Table 1.4 demonstrates that households' responses to advertising mail also vary by postal classification. Standard Mail (A) is the most read classification of advertising mail, up 4.2 percent from last year. Reading patterns for First-Class and Standard Mail (A) advertising differ, with 47.1 percent of Standard Mail (A) advertising read by at least one household member, compared to 42.9 percent of First-Class.

TABLE 1.4
Household Reading Patterns of Advertising Mail by Class, 2000 and 2001

				The state of the s			
				erine tapezi katiliki.			
Read by one member of HH	42.2	35.2	34.1	37.9	26.7	25.3	
Read by more than one member of HH	10.0	7.7	8.8	9.2	8.9	7.2	
Looked at, not read	15.6	16.1	14.7	17.1	14.0	18.5	
Discarded, not read	19.4	22.7	17.8	21.6	27.8	32.2	
Set aside for later	5.1	3.8	7.3	7.2	3.7	3.4	
DK/RF	7.7	14.5	17.3	7.1	18.9	13.4	
ol .	100.0	100.0	100.0	100.0	100.0	100.0	

se: First-Class mail containing advertising (19.1 Billion), Standard (A) (72.2 Billion), and Unaddressed Mail (11.1 Billion) Note: Percentages do not sum to 100 because of rounding

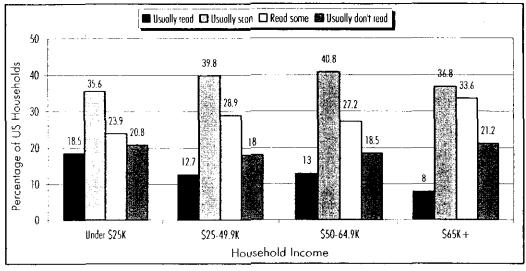


FIGURE 1.3
Household Reading Patterns
by Household Income

Base: US Households, Postal Fiscal Year 2001 (105.5 Million).

Note: Household Income Information collected during recruitment interview.

These percentages jump to 54.3 and 50.2 percent respectively if it includes mail that is not discarded but "set aside for later."

More Standard Mail (A) advertising is being read by one or more members of a household (up 4.2 percent from 2000) while fewer households are reading First-Class advertising (down 9.3 percent from 2000).

A third (32.2 percent) of unaddressed mail is discarded by households, far more than First-Class and Standard Mail (A). Nevertheless, the portion of advertising mail "looked at but not read" is relatively equal across all classifications.

Likeliness to read advertising mail also seems dependent on additional factors, including income. Figure 1.3 shows that 18.5 percent of households with annual incomes under \$25,000 say they usually read their advertising mail. Not reading advertising mail at all is relatively consistent across income levels. Additional analysis on reading patterns is contained in Chapter Four.

Attitudes Toward Advertising Mail

Advertising is still the greatest proportion of mail received by households, accounting for 58 percent of the total mail received by households in PFY 2001, the same proportion as in 2000. Total advertising

volume in 2001 was 83.3 billion pieces, and will be discussed in more detail in Chapter 4. After advertising, bills are the second largest proportion of mail received by households, representing 13 percent of total household mail or approximately 18 billion pieces annually.

Households have shown less interest in advertising mail since 1987. Table 1.5 indicates that 59.6 percent of households wish they received less advertising mail in 2001, compared to 52.9 percent in 2000 and 30.4 percent in 1987. The percentage of advertising mail that households find interesting, are likely to read, has fallen from 62.5 percent in 1987 to 33.3 percent in 2001 and down 3.7 percent from 2000).

TABLE 1.5
Attitudes Toward Advertising Mail — Trends Percentage of Households

			243
Wish there were less	30.4	52.9	59.6
Some are interesting ⁶	62.5	37.0	33.3
Would like more	5.6	5.8	3.2
Don't Know	0.34	0.8	0.5
Received no advertising	1.0	3.5	3.4

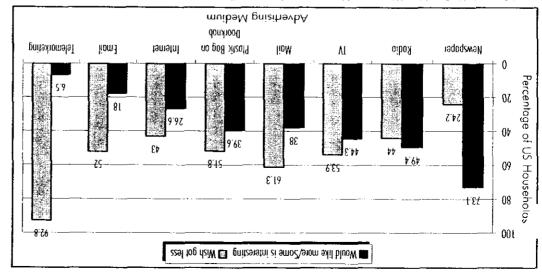
Base: US Households, Postal Fiscal Year 2001 (105.5 Million).

Note: Estimates derived from information collected during recruitment interview.

⁶ Response changed from "Don't mind getting some that doesn't interest me as long as I also get some that does interest me" in PFY 1999 to "Some are interesting and enjoyable" in PFY 2000 and 2001.

FIGURE 1.4

House Toword should be towerd towerd brown for the following the followi



Base: US Households, Postal Fiscal Year 2001 (105.5 Million); Information collected during recruitment interview. Note: Percentages do not sum to 100 in each category due to the exclusion of unclassified cases and some respondents not asked.

newspaper and radio advertising. Telemarketing fared the worst, followed by mail, television, plastic bage on doorknobs, e-mail, radio, Internet and finally, newspaper (See Figure 1.4).

Additional data show that households feel differently about advertising media. In PFY 2001, households gave every medium higher negatives than positives, with the exception of



Chapter 2: First-Class Mail

In order to fully comprehend household mail volumes, USPS must examine personal and business communications among different types of households. The amount of mail received and sent by households is an important component of total volumes for USPS. Changes in mode of delivery as well as type of mail received and sent by households have important implications for future USPS revenues and workload.

Households received more First-Class mail in 2001. Sixty-nine percent of this First-Class mail is sent from nonhouseholds.

The best place to begin understanding household communications is to study their usage of First-Class mail. To many households, First-Class mail is synonymous with USPS since households use First-Class mail more than any other postal classification. In fact, most households may not realize that different classes of mail exist.

Households rely on USPS for three main purposes: to pay bills, to keep track of their finances and to interact with their family and friends. With the advent of electronic communications and the expansion of Internet bill pay services and automatic deduction, USPS must monitor household uses of First-Class mail such as these listed above in order to react strategically to changes in household behavior.

First-Class Volumes

There were 103.8 billion total First-Class mail pieces, excluding packages, in PFY 20017, up from 102.9 billion in PFY 2000. Since 1987, households' use of First-Class mail for business communications rose while personal communications fell slightly, with the net result being a slightly increased level of communication in and out of households. (See Table 2.1)8.

An average of 4.4 pieces per week were sent by households, up from 1987 (3.8 pieces). An average of 11.1 pieces per week were received in 2001, up from 8.7 in 1987 and 10.5 in 2000. Nonhousehold-to-household communications remain the highest proportion (50 percent) of First-Class mail usage at 9.5 pieces per week, up 0.9 pieces per week from 2000. Total First-Class mail originating in households has increased marginally, while total mail sent to households is up by .6 pieces per week.

TABLE 2.1

First-Class Mail Pieces per Household per Week by Sector,
Postal Fiscal Years 1987, 2000 & 2001

First-Class Mail Sector	1987	2000	zoci
HH-to-HH	1.6	1.3	1.4
HH-to-NHH	2.1	2.9	2.7
NHH-to-HH	7.0	8.6	9.5
Unclassified Incoming	0.1	0.6	0.2
Unclassified Outgoing	0.1	0.1	0.3
Total mail originating in HHs	3.8	4.3	4.4
Total mail arriving in HHs	8.7	10.5	11.1

Base: First-Class Mail Pieces, Including Packages, Postal Fiscal Year 2001 (77.5 Billion). Includes Mail Arriving in or Departing from Households.

⁷ Source: USPS RPW data for Postal Fiscal Year 2001. First-Class mail totaled 65 Billion Pieces. Source: Demand Forecasting and Economic Analysis. See Appendix D.

⁸ Household-to-household volumes were adjusted so that mail sent by households equals mail received by households.

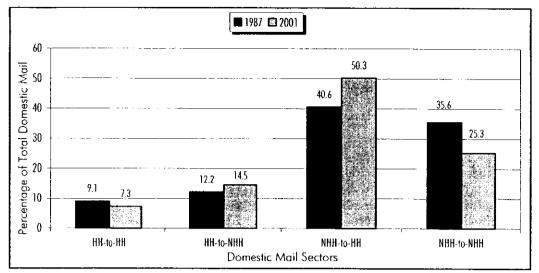


FIGURE 2.1

Percentage of First-Class Mail by Sector, Postal Fiscal Years 1987 and 2001

Base: First-Class Mail Pieces sent or received by Households and Nonhouseholds, Including Packages, Postal Fiscal Year 2001 (103.8 Billion) Source: RPW Totals, Demand Forecasting and Economic Analysis.

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

As shown in Figure 2.1, a decrease in the use of First-Class mail between businesses and between households was offset by increases in nonhousehold-to-household and household-to-nonhousehold First-Class mail. Business communications (nonhousehold-to-household mail) increased almost ten percent since 1987 so that it now comprises half of all First Class il. In 1987, non-household-to-household and shousehold-to-nonhousehold mail proportions were close to even; now the former is almost double the latter. Nonhousehold-to-nonhousehold mail accounted for 25.3 percent of total First-Class⁹ in 2001, compared to 35.6 percent in 1987. Compared to last year's study, nonhousehold-to-household mail and

household-to-nonhousehold mail increased slightly (by 1.5 percent and .2 percent of First Class mail respectively) while mail volumes slightly decreased in the other two sectors.

Total First-Class Mail Received

As shown in Table 2.2, household mail received is driven by mail from business or government. In 2001, mail from business or government generated close to 9.0 pieces per week, an increase from last year's 7.62 pieces per week and slightly more than six pieces per week in 1987. Personal mail is an eighth of First Class mail to households (1.36 pieces per

TABLE 2.2
First-Class Mail Received by Mail Type

			6	
Business or Government	7.62	72.6	8.76	79.4
Personal	1.34	12.7	1.36	12.3
Social/Charitable/Political/Nonprofit	0.93	8.8	0.72	6.5

Base: First-Class Mail Pieces, Excluding Packages, Postal Fiscal Year 2001 (60.5 Billion).

⁹ This is a residual percentage based on total First-Class mail minus all mail involving households. No mean is available without a base number of U.S. nonhouseholds in 2001.

week), while Social/Charitable is even less (.72 pieces per week, down .21 pieces per week from 2000).

Table 2.3 is a breakdown of these First-Class mail types by their subcomponents, compared to 1987 and 2000 data. Bills and invoices (including credit card statement/bills) are more than a third of all First-Class business or government mail to households in 2001, followed by advertising and then financial statements. Over the fourteen-year study period the amount of advertising and promotional materials has

almost tripled, to an average of 2.03 pieces per week, an increase of .28 pieces per week since last year.

The number of bills and invoices received has grown by .78 per week since 1987, with more than half of this increase occurring in the last year. Also, financial statements have almost doubled since 1987, again with most of the increase in the last year. This rise in financially-related mail pieces is seen elsewhere, such as Standard Mail (A), perhaps reflective of the growing diversification of financial

TABLE 2.3

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

Mail Type	1987	2000	2001
Business or Government	6.36	7.62	8.76
Advertising/Promotional/Sales Materials Only	0.89	1.75	2.03
Notice or Confirmation of Order	0.23	0.37	0.46
Bill/Invoice/Premium Notice	2.52	2.88	3.30
Financial Statement	0.87	1.13	1.39
Payment or Other Check/Money Order/Credit (No Rebate)	0.32	0.27	0.31
Rebate Received in Response to Coupon Submitted	0.01	0.03	0.03
Holiday/Greeting/Thonk You Card from Business	0.05	0.09	0.10
Business Invitation/Announcement	0.26	0.40	0.47
Other Business/Government	1.20	0.70	0.68
Personal	1.55	1.34	1.36
Holiday/Seasons Greeting Card	0.55	0.44	0.55
Other Greeting Card	0.29	0.31	0.26
Invitation	0.12	0.13	0.12
Letter from Friend/Relative	0.46	0.33	0.34
Announcement (Birth, Marriage, etc)	0.03	0.04	0.03
Other Personal	0.09	0.09	0.06
Social/Charitable/Political/Nonprofit	0.59	0.93	0.72
Announcement/Meeting Notice/Invitation	0.22	0.34	0.32
Request for Donation	0.07	0.18	0.16
Confirmation or Thank You for Donation	0.03	0.14	0.07
Bill (Social/Charitable/Political/Nonprofit)	0.04	0.12	0.04
Other Social	0.22	0.15	0.13
Unclassified	0.11	0.62	0.20
Total	8.61	10.51	11.03

Base: First-Class Mail Pieces, Excluding Packages, Postal Fiscal Year 2001 (60.5 Billion).

Note: Bill/Invoice/Premium Notice includes Credit Card Statement/Bill. Numbers have been rounded to the closest one-hundredth; subtotals & totals may not sum due to rounding.

Over the 14-year study period, the amount of advertising and promotional materials sent to households has almost tripled.

options available to households, along with Americans' growing consumerism.

Personal mail, while down from 1987, increased slightly since last year. This rise is caused by households sending more holiday greeting cards in 2001, up .11 pieces per week from 2000. Social/Charitable mail received by households has grown by 22 percent since 1987, due in large part to the increased number of announcements/meeting notices/invitations and requests for donations received by households in 2001. The amount for 2001 (.74 Social/Charitable pieces per week), however, is less than the .93 pieces per week for 2000.

Households classified the "shape" of First-Class mail they received into one of three categories: envelope, postcard or catalog/flyer (See Table 2.4). First-Class mail received by households is predominantly envelopes, which make up 86.2 percent of all First-Class mail received by households in 2001 for an average of 9.51 pieces per week. Postcards accounted

8.2 percent, or an average of almost one (.91) piece week to households, while First-Class catalogs are just .61 pieces per week or 5.6 percent of the total First-Class mail received by households.

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

Total	11.03
Unclassified	0.003
Catalog/Flyer	0.61
Postcard	0.91
Envelope	9.51
Shape of First-Class Mail	Pieces per Höusehold per Week

Base: First-Class Mail Pieces, Excluding Packages, Postal Fiscal Year 2001 (60.5 Billion).

Households also commented on the timeliness of First-Class mail delivery, reporting a high level of satisfaction with First-Class mail service. Of First-Class mail received by households in 2001, almost half (48.7 percent) arrived either earlier or on the day needed. Only 1.2 percent arrived late and 41.5 percent were not expected to arrive on any particular day. The remaining 8.6 percent were unsure about the time of arrival.

Factors Affecting Mail Received

Income categories are based on the head of household's stated annual income in PFY 2001. In all previous thirteen years of the HDS, income is strongly related to household First-Class mail volumes¹⁰. The year 2001 is no exception (Figure 2.2). Households with annual incomes exceeding

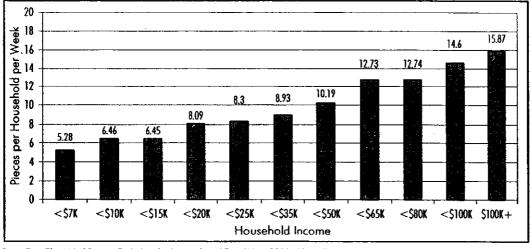


FIGURE 2.2
First-Class Mail Pieces per
Household per Week Received
by Income

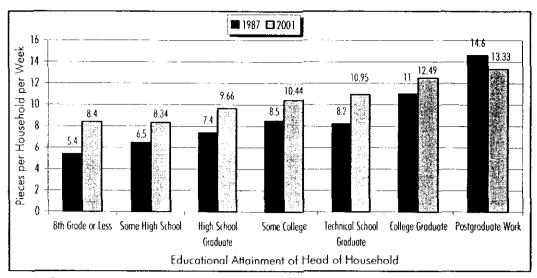
Base: First-Class Mail Pieces, Excluding Packages, Postal Fiscal Year 2001 (60.5 Billion).

he: Household Income Information collected during recruitment interview.

 $^{^{10}}$ Source: TNS Intersearch Corporation, formerly Chilton Research Services, PFY 1999 HDS Final Report.

FIGURE 2.3

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



Base: First Class Mail Pieces, Excluding Packages, Postal Fiscal Year 2001 (60.5 Billion).

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

\$100,000 receive three times as much First-Class mail as households with incomes under \$7,000 annually; an average of 16 pieces per household per week compared to five. Educational attainment is related to income and is compared against total volumes for 1987 and 2001. Households where the head of household has done postgraduate work receive nearly twice as much First-Class mail than households where the head of household has an eighth grade or less educational attainment level: 13.3 average pieces per week compared to 8.4. Generally, households with higher levels of educational attainment receive more First-Class mail (See Figure 2.3).

First-Class Mail Sent

Households sent 24 billion pieces of First-Class mail in PFY 2001, an average of over four (4.4) pieces per household per week. Just under half (47.1 percent) of this outgoing mail was bill payments. This category alone represents an average of 2.04 outgoing First-Class mail pieces a week. Table 2.5 (refer to following page) displays First-Class mail sent by households in 2000 and 2001 by mail type.

In 2001, households sent 2.72 pieces per week to nonhouseholds¹¹, compared to 2.1 pieces in 1987. This data shows a decreased use of First-Class mail for business communications and an increase in the average number of household-to-household pieces sent per week since PFY 2000.

 11 Source: TNS Intersearch Corporation, formerly Chilton Research Services, PFY 1999 HDS Final Report.

Households sent 24 billion pieces of First-Class mail in PFY 2001, an average of over four (4.4) pieces per household per week. Just under half (47.1 percent) of this outgoing mail was bill payments.

Personal greetings accounted for an average 1.36 pieces per week in 2001, compared to 1.33 last year and 1.6 in 1987. Note that the average pieces per week in the household-to-household sector are the same for both First-Class mail sent and First-Class mail received. This is because these communications exist within a closed loop, and are adjusted to be identical to compensate for anticipated underreporting by households. As with First-Class mail received, First-Class mail sent by households is more than twice as likely to be a holiday/other greeting card as a personal letter.

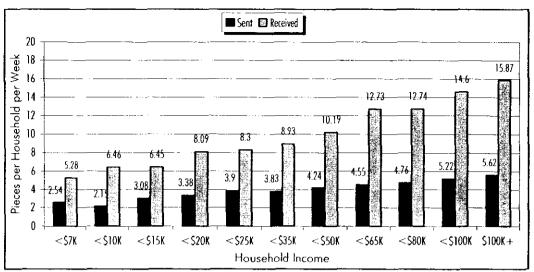


TABLE 2.5 First-Class Mail Pieces per Household per Week and Percentage of Total Sent by Mail Type

Mail Type	2000 Pieces per HH per Week	2000 % of Total First-Class Mail Sent		2001 % of Total First- Class Mail Sent	
NonHousehold	2.88	67.6	2.72	63.0	
Order	0.16	3.7	0.13	3.1	
Inquiry-Business/Government	0.09	2.2	0.11	2.4	
Payment	2.09	49.1	2.04	47.1	
Other Business/Government	0.29	6.8	0.27	6.2	
Donation	0.11	2.5	0.10	2.4	
Inquiry-Social	0.03	0.8	0.01	0.3	
Letter	0.04	1.0	0.03	0.7	
Other Social	0.07	1.6	0.03	0.7	
Household	1.33	31.3	1.36	29.9	
Holiday/Seasons Greeting Card	0.37	8.7	0.55	10.7	
Other Greeting Cards (Birthday, Sympathy, Thank You)	0.39	9.2	0.26	8.4	
Invitation	0.09	2.1	0.12	1.8	
Letter to Friend or Relative	0.38	9.0	0.34	7.3	
Announcement (Birth, Marriage, etc)	0.02	0.4	0.03	0.3	
Other Personal	0.08	1.9	0.06	1.3	
Unclassified	0.05	1.1	0.31	7.1	
Total First-Class Mail Sent	4.26	100.0	4.39	100.0	

Base: First-Class Mail Sent by Households, Excluding Packages, Postal Fiscal Year 2001 (23.8 Billion). Note: Totals may not sum to 100 due to rounding.

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



Base: First-Class Mail Pieces (Sent & Received), Excluding Packages, Postal Fiscal Year 2001 (23.8 / 60.5 Billion).

Note: Household Income Information collected during recruitment interview.

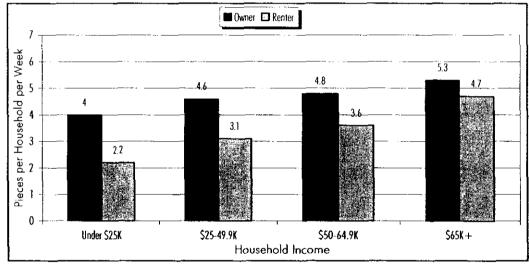


FIGURE 2.5

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

Base: First-Class Mail Pieces Sent by Households, Excluding Packages, Postal Year 2001 (23.8 Billion).
Note: Household Income and Ownership Status Information collected during recruitment interview.

Factors Affecting Mail Sent

Households send and receive more First-Class mail as household income increases. Figure 2.4 shows data previously reported in this chapter (First-Class mail received) compared to First-Class mail sent by households in PFY 2001 across all income categories. This comparison reveals that mail sent from

households is not as strongly correlated with income as mail received.

Home ownership, for example, is strongly correlated with First-Class mail sent (See Figure 2.5). Homeowners reported an average of 4.8 pieces per household per week compared to 2.9 pieces reported by renters. This association was stable across income categories.

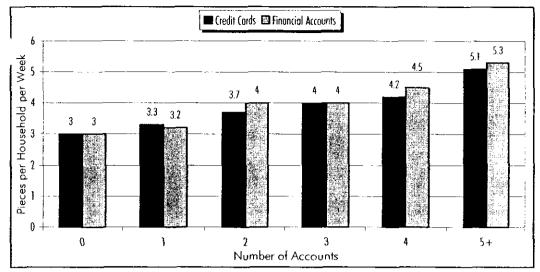


FIGURE 2.6

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

Base: First-Class Mail Sent by Hausehold, Excluding Packages, Postal Fiscal Year 2001 (23.8 Billion). Note: Financial Account & Credit Card Information collected during recruitment interview.

The total number of household financial accounts or credit cards also positively influences the reported volume of First-Class mail sent (See Figure 2.6). Households with zero financial accounts reported an average of 3 pieces per household per week compared to 5.3 pieces reported by households with five or more rancial accounts. The relationship between the mber of credit cards and First-Class mail sent is close to that observed with financial accounts. Households with zero credit cards reported an average of 3 pieces per week compared to 5.1 pieces reported by households with five or more credit cards.

Bill Paying Through the Mail

Bill payments comprise the greatest portion (47.1 percent) of First-Class mail sent. More than a fifth (21.5 percent) of all bills paid through the mail are credit card bills, followed by electric/utility, medical, bank/credit union and insurance company bills (See Table 2.6). There are no differences between lower and upper income households in types of bills paid.

Why do people continue to pay bills through the mail in the face of other options, such as on-line bill paying and over the phone? Almost a third (30.6 percent) of households say they pay bills through the mail because it is easy and another 16.7 percent pay bills through the mail out of habit. (See Table 2.7) Household income plays no difference in attitude towards payment through the mail.

TABLE 2.6Percentage of Type of Bills Paid Through the Mail Top Five Responses

Type of Bills Paid	% of Total Bills; Paid
Credit Card	21.5
Electric/Gas/Water/Utility Company	14.5
Medical	12.4
Bank, Credit Union	7.0
Insurance Company	6.7

Base: First-Class Mail Sent by Household, Excluding Packages, Postal Fiscal Year 2001 (23.8 Billion).

 TABLE 2.7

 Reasons for Paying Bills Through the Mail Top Six Responses

Easy to use	30.6
Habit	16.7
Most trusted method	13.8
Not a local bill	10.3
No other option	7.9
Want a written record	5.1

Base: First-Class Mail Sent by Household, Excluding Packages, Postal Fiscal Year 2001 (23.8 Billion).

Note: Information collected during recruitment interview.

While most households report paying at least one bill per month through the mail, a significant proportion of households report paying some of their bills through other means. More than one-third (34.9 percent) of households pay at least one bill through automatic deduction from their bank accounts. Almost as many households (32.7 percent) pay at least one bill in person, while 13.6 percent pay one or more bills automatically through their credit card and 10.2 percent of households pay at least one bill via the Internet.

As noted above, paying bills by automatic deduction from a bank account is the leading alternative to paying bills through the mail. More than a quarter (26.6 percent) of bills paid by automatic deduction from a bank account are for insurance, followed by Paying bills by automatic deduction from a bank account is the leading alternative to paying bills through the mail:

12.8 percent for mortgage payments and 12.8 percent for loans. Households pay bills by automatic deduction because it is easy to use (29.5 percent), they have no other option (22.3 percent), it is their most trusted method (15.1 percent), or they don't have to think about it and there are no late fees (11.0 percent).



Chapter 3: Standard Mail (A)

More than half of total domestic mail to households in 2001 was Standard Mail (A). Although households do not use Standard Mail (A) for their outgoing mail, it is the dominant classification of mail received by households. Total volumes were 74.8 billion pieces, or an average of 13.6 pieces per week per household, an increase from the more than 69 billion pieces in 2000. This amount is also an increase of almost 3 pieces per week per household since 1987. Table 3.1 examines

in more detail the Standard Mail (A) pieces per household per week and percentage of total Standard Mail (A) by selected categories. Standard Mail (A) consists of letters and flats, unsolicited publications and packages. Presorted Standard, or Bulk Rate, is the largest proportion of Standard Mail (A) volumes. This rate comprised 83.7 percent of all Standard Mail (A) or 62.6 billion pieces in 2001.

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

Standard Mail (A) Classification	Yolumes (in billions)	Pieces per Household per Week	% of Total 🐇 Standard Mail (A)
Standard Mail (A) Letters	72.2	13.16	96.5
Presorted Standard, or Bulk Rate	62.6	11.41	83.7
Nonprofit Organization	9.6	1.75	12.8
Unsolicited Publications	2.0	0.36	2.6
Commercial	1.5	0.27	2.0
Nonprofit	0.5	0.09	0.7
Standard Mail (A) Packages	0.6	0.12	0.9
Total Standard Mail (A)	74.8	13.64	100.0

Base: Standard Mail (A), Postal Fiscal Year 2001 (74.8 Billion).

Use of Standard Mail (A)

andard Mail (A) is the preferred classification of a variety of industries and organizations. Assessing trends in usage among these senders is a valuable strategic tool; examining where Standard Mail (A) volumes originate will enable USPS to predict growth in the future. Figure 3.1 and Table 3.2 indicate use of Standard Mail (A) by businesses Table 3.2 compares total and organizations. Standard Mail (A) volumes among the top five businesses or organizations that distribute Standard Mail (A). Figure 3.1 separates businesses or organizations into six summary categories12. Merchants account for more than five pieces per week of Standard Mail (A) to households in PFY 2001, with Financial in second with more than two pieces per week. Taken together, these two industry categories make up nearly 60 percent of Standard Mail (A) volumes.

Merchants are the heaviest users of Standard Mail (A), with three of the largest individual sender types falling into this category. Mail order companies are the largest individual user (16.7 percent, for about 12 billion pieces annually), followed by department/discount stores, credit card companies, publishers, and finally, other stores. A significant

difference from last year's figures is a more than fifty percent jump (.43 pieces per week) in credit card pieces. Also, mail order companies comprise a larger proportion of Standard Mail (A) pieces than last year, 14.4 percent in 2000 compared to this year's 16.7 percent.

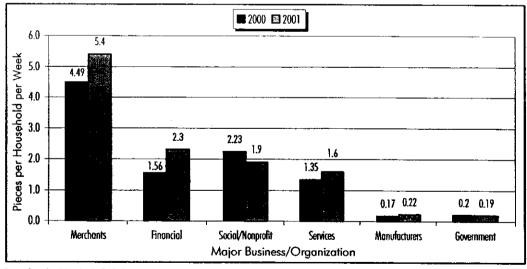
Consistent with these use patterns, 89.9 percent of Standard Mail (A) pieces contain material from one organization. The remaining 8.5 percent (1.5 percent were unclassified), slightly more than six billion pieces, contain material from several organizations.

TABLE 3.2

Top Five Distributors of Standard Mail (A) Pieces

Business / Organization Sender Type	Pleces per Household per Week	% of Total Standard Mail (A)
Mail Order Company	2.19	16.7
Department/Discount Store	1.05	8.0
Credit Card	1.02	7.7
Publisher	.92	7.0
Other Store	.87	6.6

Base: Standard Mail (A), Excluding Packages & Unsolicited Publications, Postal Fiscal Year 2001 (72.2 Billion).



Base: Standard Mail (A), Excluding Packages & Unsolicited Publications, Postal Fiscal Year 2001 (64.9 Billion). Restricted to mail pieces sent by single organization.

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

FIGURE 3.1

able 3.2 appears in this chapter as the only instance of this more detailed reakdown. Throughout the remainder of Chapter 3, the six aggregate groups appearing in Figure 3.1 will be used for comparison.

TABLE 3.3

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

Major Business / Organization	Business	Knows, But No One Does Business With	Organization No One in the Household Knows
Financial	1.05	.61	.45
Merchants	3.42	.84	.65
Services	.78	.36	.33
Manufacturers	.10	.06	.04
Government	.12	.05	.01
Social/Charitable/ Political/Nonprofit	1.04	.48	.28
Total	6.51	2.40	1.76

Base: Standard Mail (A), Excluding Packages and Unsolicited Publications, Postal Fiscal Year 2001; Restricted to mail pieces sent by single organizations (64.9 Billion).

Over half (55.2 percent) of all Standard Mail (A) pieces (excluding packages and unsolicited publications) originate with a sender with whom a member of the household has done business with in the past. A little over a fifth (20.3 percent) originates with a business or organization the household knows, but has not done business with, and 15.0 percent of Standard Mail (A) originates with a business or organization with which the household has no prior knowledge, association or relationship. Nevertheless, a closer look at familiarity by average pieces per week shows that households are more than three times as

likely to receive Standard Mail (A) from an organization they know or have done business with as they are from an organization that no one in the household knows. Table 3.3 shows the average pieces per week received by households by sender type and familiarity.

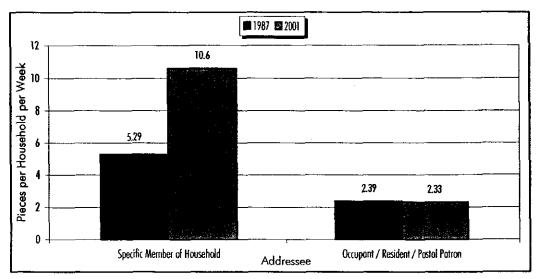
While Standard Mail (A) packages are a fairly small portion of total Standard Mail (A) volumes, (only 647 million in 2001), their use patterns are interesting. This rate is used primarily by businesses to provide goods or services to households. More than half of all Standard Mail (A) packages are sent to households by businesses in response to an order by a member of that household. The next highest percentage is unsolicited samples, which account for 28.9 percent of total Standard Mail (A) packages sent to households in 2001.

Standard Mail (A) Characteristics

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

In some ways, Standard Mail (A) has changed dramatically since the beginning of the Household Diary Study, reflecting ongoing improvements in companies' marketing tools. In PFY 1987, 5.29 pieces per household per week were addressed to a specific person, while 2.39 pieces were addressed to "occupant." Advertisers have since developed better ways to reach households. In Figure 3.2 it shows that today, 10.6 pieces per household per week are

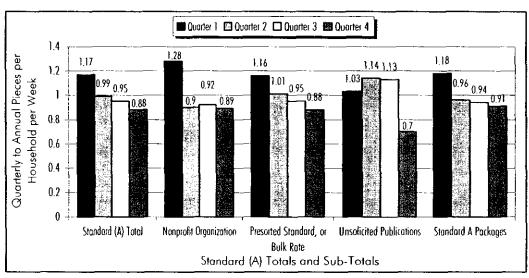
FIGURE 3.2
Standard Mail (A) Pieces per
Household per Week by
Addressee



Base: Standard Mail (A), Excluding Packages and Unsolicited Publications, Postal Fiscal Year 2001 (72.2 Billion).

FIGURE 3.3

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



Base: Annual Pieces per Household Per Week, Selected Postal Classifications, Postal Fiscal Year 2001 (74.8 Billion). Note: Annual Pieces per Household per Week Equal to 1.0.

addressed to a specific person in the household, with 2.3 pieces addressed to "occupant, resident, or postal tron," for a much higher ratio of specifically

Iressed Standard Mail (A). Figure 3.3 compares each postal quarter's contribution to the annual pieces per household per week for selected postal classifications. Pieces per household per week are presented for each quarter as a ratio between quarterly averages and annual averages. A look at these seasonal patterns shows that the Presorted Standard, or Bulk Rate closely mirrors seasonal patterns for total Standard Mail (A). The highest pieces per household per week are recorded in quarter one with the lowest numbers recorded in quarter four, with similar volumes for quarters two and three. The two significant differences from last year are the decline in Unsolicited Publications during the first and fourth quarters and the growth in the number of Standard A packages during the first quarter.

ZIP plus four usage is highly common within Standard Mail (A) and is another feature of Standard Mail (A) that changed dramatically over the life of the study. In 1987, 92.5 percent of Standard Mail (A) received by households had a five-digit ZIP code. Only two percent included the regional four-digit code. Since most advertisers today must get their mailing lists certified by USPS, and many computer programs exist to automatically add the four-digit code, most incoming mail to households should be coded in accordance with postal regulations. In fact, 81.2 percent of Standard Mail (A) received by households in 2001 was coded ZIP+four, up seven percent from last year. Only 15.1 percent included a simple five-digit ZIP code¹³ in 2001.



However, businesses are not as efficient when it comes to listing their return address. In 2001, businesses were not as likely to include their ZIP+four. Almost half (33.3 billion pieces) simply listed a five-digit ZIP code, while 29.0 billion included the additional four digits.

¹³ The remaining two percent were without a ZIP code.

The 'look' of Standard Mail (A) has changed over the years as well (See Table 3.4). Letter size envelopes now make up a larger portion of Standard Mail (A), and households receive almost twice as many of them compared to 1987. The receipt of larger envelopes, unpackaged catalogs and magazines/newsletters has also grown. A look at these same characteristics by industry sender type shows which users prefer which shapes. It is important to note that the percentages shown here represent a proportion of total Standard Mail (A) originating within each industry sender type. In other words, volumes may not be the same across categories, but proportions can be compared.

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

Standard Mail (A) package characteristics have less to do with shape than content and the use of special services, which include special handling or delivery, insurance, certification, registration and C.O.D. The use of special services is not common for Standard Mail (A) packages. More than 90 percent of Standard Mail (A) packages are delivered without them. Of the 647 million Standard Mail (A) packages, only 9 million are tagged for special handling. Six million pieces are sent certified, with receipt requested, and an additional 3 million are insured.

TABLE 3.4
Standard Mail (A) Pieces per Household per Week by Shape,
Postal Fiscal Years 1987 and 2001

Shape of Mail Piece	1987	2001
Letter size envelope	1.83	3.60
Flyers/Circulars	2.12	2.65
Catalog (not in envelope)	1.50	2.45
Larger envelope	1.26	1.85
Postcard	0.20	0.92
Magazines/Newsletters	0.18	0.81
Detached Label Card	0.61	0.46
Catalog in envelope	NA	0.23
Unclassified	NA	0.02
Don't Know/Refuse/Unclassified	0.1	0.15
Total Standard Mail (A) Pieces per Household per Week	7.70	13.16

Base: Standard Mail (A), Excluding Packages and Unsolicited Publications, Postal Fiscal Year 2001; (72.2 Billion). Numbers have been rounded to the closest one-hundredth; total for aggregate data.

TABLE 3.5
Percentage of Standard Mail (A) Pieces Sent, Major Business / Organization by Shape¹⁴

Financial	59.6	20.9	0.8	1.2	0.2	5.4	8.6	2.7
Merchants	12.8	11.6	2.9	39.2	0.2	6.4	21.0	5.3
Services	28.5	13.6	1.2	6.8	0.4	14.9	28.6	5.5
Manufacturers	18.7	17.2	2.0	11.5	1.0	8.5	37.0	3.8
Government	19.3	11.3	0.3	4.7	0.2	10.7	33.0	18. <i>4</i>
Social/Nonprofit	41.1	14.3	0.7	3.5	0.2	6.3	23.7	9.5

Base: Standard Mail (A), Excluding Packages and Unsolicited Publications (64.9 Billion); Estimates represent row percentages. Postal Fiscal Year 2001 Note: Row Percentages do not sum to 100 due to the exclusion of unclassified cases. Restricted to Mail Pieces sent by single organization.

¹⁴ Totals exclude unclassified data.

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

Contents	% of Standard Mail (A) Packages
Computer software	13.2
Music/video	10.2
Books	9.2
Clothing	7.2
Food products	3.3
Toys	2.6
Electronics	1.6
Travel products	1.6
Computer hardware	1.4
Other Contents	49.8
Total	100.0

Base: Standard Mail (A) Packages, Postal Fiscal Year 2001 (647 Million).

Note: Percentages do not sum to 100 because of rounding.

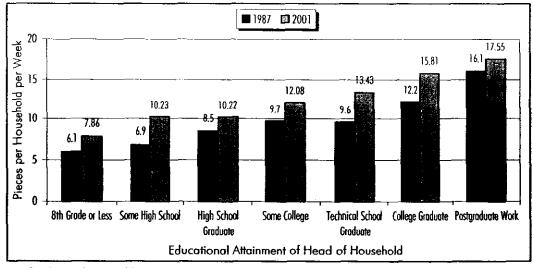
The contents of Standard Mail (A) packages in PFY 2001 reveal why special services are used so infrequently (See Table 3.6). Computer software is rarely shipped with any special services unless requested by the customer. The second highest proportion of Standard Mail (A) packages is music and videos.

Factors Affecting Receipt of Standard Mail (A)

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

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

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



Base: Standard Mail (A), Postal Fiscal Year 2001 (74.8 Billion).

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

Living alone and income greatly affect the amount of Standard Mail (A) per household per week. (See Table 3.7). Those living alone have less Standard Mail (A) volume than those households with two or more persons, although as household size increases beyond two persons, the amount of Standard Mail (A) does not increase. Similarly, households with incomes of more than \$50,000 have more Standard Mail (A) than those earning less.

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

TABLE 3.7

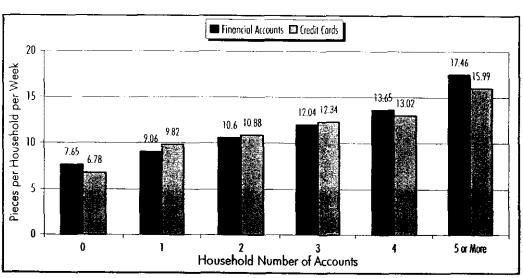
Standard Mail (A) Pieces per Household per Week by
Household Size and Household Income

Household Size (Persons)	Pieces per Household per Week			
	Household Income Less Than \$50,000	Household & Income Greater Than \$50,000		
7	9.52	13.58		
2	10.31	18.10		
3	8.58	16.79		
4	9.12	17.99		
5 or more	9.37	18.02		

Base: Standard Mail (A), Postal Fiscal Year 2001 (74.8 Billion).

Note: Household Income Information collected during recruitment interview.

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



Base: Standard Mail (A), Postal Fiscal Year 2001 (74.8 Billion), Note: Account Information collected during recruitment interview,

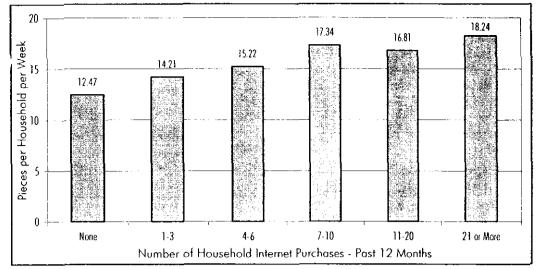


FIGURE 3.6

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

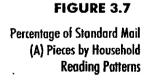
Base: Standard Mail (A), Postal Fiscal Year 2001 (74.8 Billion). Note: Internet Purchase Activity collected during recruitment interview.

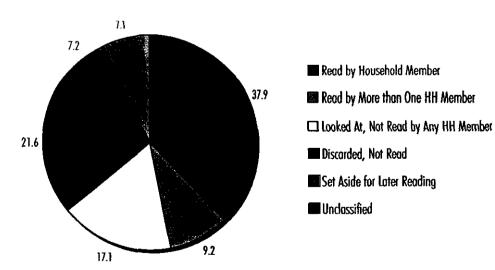
In addition, households' online purchasing affects their Standard Mail (A) volumes. The more previous purchases they have made online, the more Standard Mail (A) they receive (See Figure 3.6). This is understandable since many direct mail lists are generated from online transactions. The only difference from last year is that the amount of andard Mail (A) is down by 3.3 pieces per week for a making 21 or more Internet purchases in the past year.

Recipient Response to Standard Mail (A)

This section looks at the treatment of Standard Mail (A) by households to determine what, if anything, influences their decision to read, use or respond to the Standard Mail (A) they receive¹⁵.

In general, households respond favorably to Standard Mail (A) (See Figure 3.7). Almost half (47.1 percent) of all Standard Mail (A) is read by at least one





Base: Standard Mail (A), Excluding Packages and Unsolicited Publications, Postal Fiscal Year 2001 (72.2 Billion).

¹⁵ Standard Mail (A) packages are excluded from this analysis since households were not asked to respond to unsolicited samples.

member of the household. Little more than a fifth (21.6 percent) is discarded without being looked at.

Table 3.8 shows that letter size envelopes are the most likely "shape" to be read by at least one member of the household (45.5 percent), followed by catalogs not in envelopes (43.9 percent) and addressed flyers/circulars/folded pieces (41.2 percent).

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

Households categorize 41.4 percent of their Standard Mail (A) as 'useful information,' while 30.4 percent is described as being 'neither interesting, enjoyable nor useful' and additional 15.7 percent as 'interesting or enjoyable.' Only 5.1 percent is labeled 'objectionable.'

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

TABLE 3.8

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

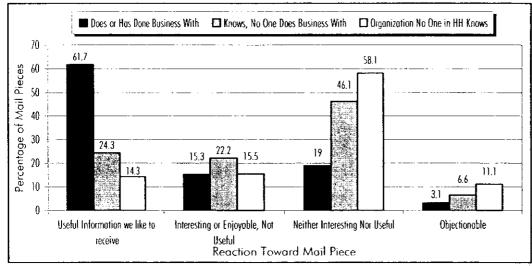
Shape of Standard Mail (A) Piece (percentage of total)	Read by a Member of the HH	Read by More than One Member of HH	Looked Af Not Read	Discarded Not Read	Se) Aside for Later
Letter Size Envelope (27.4)	28.2	17.3	29.1	34.1	15.8
Addressed Flyers/Circulars/Folded Piece (20.1)	19.0	23.2	21.3	20.6	17.5
Catalog not in Envelope (18.6)	18.3	25.6	16.3	12.6	36.9
Envelope Larger than Letter Size (14.1)	15.2	11.0	14.7	14.7	13.3
Postcard (7.1)	8.0	7.1	7.5	7.5	2.2
Newspapers/Magazines/Newsletters (6.2)	6.1	10.7	4.4	3.9	10.1
Detached label postcard (3.5)	2.4	1.9	5.1	5.1	1.1
Catalog in Envelope (1.7)	2.2	2.3	1.1	1.2	2.7
Can't Classify (1.4)	0.6	0.8	0.6	0.4	0.4
Total	100.0	100.0	100.0	100.0	100.0

Base: Standard Mail (A), Excluding Packages and Unsolicited Publications, Postal Fiscal Year 2001 (72.2 Billion).

Note: Percentages do not sum to 100 because of rounding.

organizations with which they are familiar (See Figure 3.8). Households classified 61.7 percent of ail from a business or organization they recognized 'useful.' These businesses also fared the best when households found a mail piece to be 'neither interesting or enjoyable.'

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

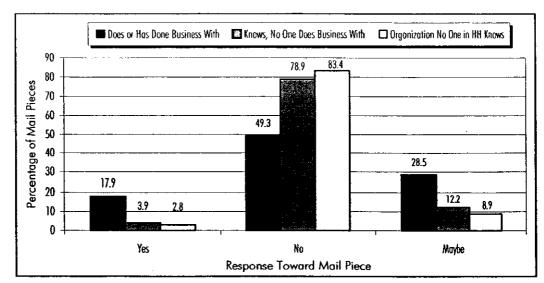


Percentage of Standard Mail (A) Pieces, Household Familiarity of Sender by Reaction Toward Standard Mail (A) Piece

Base: Standard Mail (A), Excluding Package and Unsolicited Publications, Postal Fiscal Year 2001 (64.9 Billion).

Note: Restricted to Mail Preces sent by single organization; row percentages.

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



Base: Standard Mail (A), Excluding Packages and Unsolicited Publications, Postal Fiscal Year 2001 (54.1 Billion). Note: Restricted to Mail Pieces consisting of advertising or solicitation of funds; row percentages.



Chapter 4: Direct Mail Advertising

The most efficient method for businesses to communicate with consumers is through direct mail Using USPS enables advertisers to advertising. target new clients and to continue marketing to repeat customers. Direct mail is effective because advertisers can target letters, postcards, free samples, and other enticements to specific types of households. Direct mail advertising is also valuable because it enables businesses to track effectiveness of their advertisements response rates. Direct mail advertising has another important advantage: it is private, so advertisers share their offers with customers, not with competitors.

This chapter examines annual advertising volumes for PFY 2001, as well as the demographic factors affecting the amount of advertising delivered to American households. Household reactions and response rates, introduced in Chapter One, are explored in greater detail here.

Accurate comparison of advertising mail volumes over time is difficult, since volumes were calculated differently throughout the years of the Household Diary Study. For the purposes of this report, advertising mail is classified as any advertising, promotional or sales material received by households in 2001. This description is not interpreted; it is an exact tabulation of responses from households in the diary.

Advertising mail in 2001 exists across several postal classifications, e.g. First-Class, Standard Mail (A), and Package Services (formerly Standard Mail (B)). First-Class Mail and Standard Mail (A) include any advertising-only mail. promotional /advertisements enclosed with household mail, or unsolicited publications. Standard Mail (A) packages and Package Services are advertising if the household described it as an "unsolicited sample." Unaddressed material may also contain product samples or coupons, but this data is not categorized in the same fashion as First-Class, Standard Mail (A) or Package Services. There were 5.3 billion pieces of mail in PFY unaddressed advertising accounting for almost seven percent of advertising volumes16.

It should be assumed that totals represented in this chapter include both advertising-enclosed mail and advertising-only, in addition to unaddressed advertisements sent to the household in PFY 2001.

Advertising Volume

American households receive over a billion pieces of sales, advertising or promotional material (including catalogs) per week. Advertising mail is the greatest proportion of mail received by households, accounting for 57 percent of the total mail received by households in PFY 2001.

Each American household receives almost 15 pieces of sales, advertising or promotional material per week.

Total advertising volume in 2001 was 82.4 billion pieces, or an average of 15.02 pieces per week per household. (By comparison, bills are the next largest proportion of mail received by households at 3.3 pieces per week.) This amount is an increase from the 72.4 billion, or 12.80 pieces per week, seen in last year's study. As stated before, comparisons with 2000 data are made only when there are significant differences; otherwise, if the data is similar to last year, it will not be highlighted.

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

¹⁶ Unaddressed materials are part of total advertising volumes, but are not compared against volumes reported within postal classifications.

Table 4.1 is a breakdown of total advertising mail volumes by postal classification, including the beategories of those classifications described love¹⁷. [The advertising volumes represented in the table do not include advertising mail described by the household as a "solicitation for funds" or "request for donation." Requests for donations account for over 800 hundred million pieces of First-Class mail and over 5 billion within Standard Mail (A). If these totals are combined with total advertising volumes, then households received nearly 89 billion pieces of advertising mail in 2001, less than 7 percent of which were requests for donations.]

As shown in the Table 4.1, more than two-thirds (69.7 percent) of advertising mail received by households is sent Standard Mail (A). Standard Mail (A) is driven

by the use of several rates, namely presorted percent of total standard or bulk rate (67 advertising); up slightly (1.65 pieces per week) from last year's study. Domestic First-Class Mail comprises less than a quarter (23.7 percent) of total advertising. The most significant change from last year is the decrease of Nonprofit Standard Mail (A) advertising, 2.9 percent of this year's total, a large decline from 8.5 percent in 2000. As mentioned elsewhere, last year's relatively high rate was probably driven by Presidential election year politics, when Nonprofits increase the amount of advocacy mail sent. Other noticeable changes from last year are in Domestic First-Class mail, where advertising only mail decreased by .21 mail pieces per week, and mail with advertising enclosed increased by .66 pieces per week.

TABLE 4.1

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

Postal Classification	Volume Totals (in billions)	Pieces per Household per Week	% of Total Advertising, i
Domestic First-Class Mail Pieces	19.5	3.56	23.7
Advertising Only	0.4	0.07	0.5
Advertising Enclosed	19.1	3.49	23.2
Standard Mail (A)	57.5	10.48	69.7
Presorted Standard, or Bulk Rate	52.8	9.63	64.1
Nonprofit Organization	2.4	0.43	2.9
Unsolicited Publications	2.0	0.36	2.4
(Commercial)	(1.5)	(0.27)	(8.1)
. (Nonprofit)	(0.5)	(0.09)	(0.6)
Unsolicited Samples (All Postal Classes)	0.2	0.05	0.4
Unaddressed Material	5.4	0.98	6.6
Total Advertising	82.4	15.02	100.0

Base: Advertising Mail Pieces, Postal Fiscal Year 2001 (82.4 Billion).

Note: Numbers have been rounded to the closest tenth and one-hundredth; subtotals are the aggregate total for that category.

^{&#}x27;ackage Services is the only exception. Due to low volumes in the study, entages were too small to be noteworthy, and therefore, only Package ervices totals are represented here. For the purposes of this chapter, First-Class volumes will be compared against Standard Mail (A) only.

First-Class advertising is used primarily by the financial sector: 41.0 percent of all First-Class advertising originates here (See Table 4.2). Financial advertising is defined as advertising from a credit card company, bank, credit union, securities broker, money market account, insurance company, or real estate broker. Merchants, such as department stores, mail order companies or publishers, are the second highest user of First-Class advertising, followed by Services (utilities, medical professionals or insurance companies, computer companies, entertainment) and Social/Nonprofit (political, charitable or nonprofit organizations). Merchants drive the volumes of Standard Mail (A) advertising to American households, with 57.8 percent of all Standard Mail (A) advertising mail, an increase of 6.7 percent from last year. The financial sector is a distant second; sending 19.5 percent of their advertising mail Standard Mail (A), followed by Services and Social/Nonprofit. Again, Social/Nonprofit is much less than last year (down by more than a half in both First-Class and Standard Mail (A) in 2000), reflecting the growth of such mail in Presidential election years. Similarly, the huge decline \mathbf{of} Government advertising (down three-quarters in Standard Mail (A)) is probably related to the 2000 Census.

Standard Mail (A) advertising makes upmore than two-thirds of all advertising mail for an average of 10.48 pieces perhousehold per week.

In fact compared to last year's study, there are some noticeable differences, mostly caused by increases in the overall volume of advertising mail. In 2000, First-Class advertising averaged 3.11 pieces per week per household and Standard Mail (A) averaged 8.28 pieces per week, indicating a growth of .45 and .83, respectively, from last year. The most significant growth was in the amount of Financial advertising in both First-Class and Standard Mail (A), (.24 and .31 pieces per week respectively), advertising from Merchants using Standard Mail (up .93 pieces per week) and Services using Standard Mail (A) (up .21 pieces per week).

When looking at the rank order in Table 4.2, it is obvious that Merchants, Financial and Services generate a large percentage of advertising mail to households. Their combined percentage within each postal classification is approximately 90 percent, ten percent increase in the proportion of Standard Mail (A) from last year's study.

TABLE 4.2

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

		7452552 1100 (F. 1800)	577\\27 - 15 5 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Land Addition with the stage of
Financial	1.46	41.0	1.74	19.5
Merchants	0.91	25.7	5.17	57.8
Services	0.80	22.6	1.29	14.5
Manufacturers	0.09	2.6	0.20	2.2
Government	0.09	2.6	0.03	0.4
Social/Nonprofit	0.07	2.1	0.45	5.1
Unclassified	0.12	3.5	0.05	0.6
Total	3.56	100.0	8.94	100.0

Base: Advertising Mail Pieces, Including Packages, Postal Fiscal Year 2001 (First-Class: 19.5 Billion; Standard Mail (A): 49.1 Billion).

Note: Standard Mail (A) Advertising Mail Pieces restricted to mail received from single organization only. Numbers have been rounded to the dosest one-hundredth; total for aggregate data. Totals may not add due to rounding.

Factors Affecting Advertising Volume

is interesting to look at how demographic factors households may affect their mail volumes; in this case, the amount of advertising mail received by the household. In most cases, income, educational attainment and household size are compared against total volumes to observe a relationship.

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

Households with an annual income exceeding \$100,000 receive an average of 22.3 advertising pieces

per week, while households earning under \$7,000 annually receive only 5.9 advertising pieces per week. However, last year those households with incomes of more than \$100,000 had more volume and averaged 23.0 pieces per week. The only other differences from last year's figures is an increase in the total advertising mail received by households with incomes of \$7,000 - \$10,000 (up 1.94 pieces per week) and the decline in advertising delivered to households with incomes of \$65,000 - \$80,000 (down 0.7 pieces per week).

Another demographic factor, educational attainment, displays a similar relationship (See Figure 4.2). As

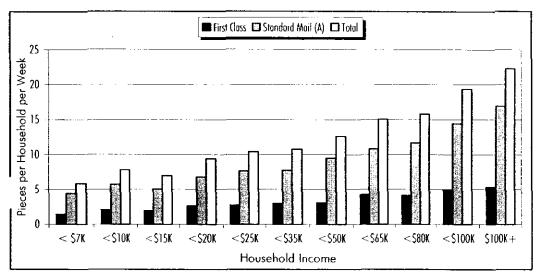
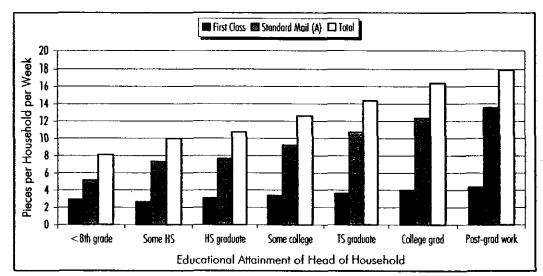


FIGURE 4.1
Advertising Pieces per

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

Base: Advertising Mail Pieces, Including Packages, Postal Fiscal Year 2001 (First-Class: 19.5 Billion, Standard Mail (A): 55.2 Billion). Note: Household Income Information collected during recruitment interview.

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



Base: Advertising Mail Pieces, Including Packages, Postal Fiscal Year 2001 (First-Class: 19.5 Billion, Standard Mail (A): 55.2 Billion).

Note: Education of Head of Household collected during recruitment interview.

3 6

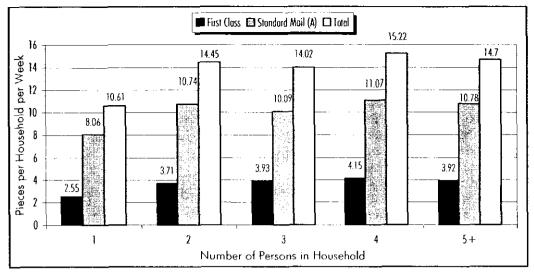


FIGURE 4.3

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

Base: Advertising Mail Pieces, Including Packages, Postal Fiscal Year 2001 (First-Class: 19.5 Billion, Standard Mail (A): 55.2 Billion). Note: Household Size Information collected during recruitment interview.

educational level increases, households receive a higher volume of advertising mail. Households where the head of household did postgraduate work receive more than double the amount of mail as those where the head of household has an eighth grade or less education. Again, a higher rate of change is observed in Standard Mail (A) than in First-Class. Compared to last year's study, the lower education groups in 2001 each received more advertising mail, while the higher education groups (beginning with "some college") received less, with the most significant changes among those with less than an 8th grade education (up 1.61 pieces per week) and Post Graduate groups (down 0.27 pieces per week).



The relationship between household size and advertising volumes does not follow the same pattern demonstrated in income and educational attainment (See Figure 4.3). While there is a large increase in advertising volume from one-person to two-person households, there is a slight drop in mail volumes for three-person households. Instead of an ascending curve to the right, there is more of a plateau. This is expected, since additional household members are typically children who do not generate high volumes of advertising mail.

Attitudes Toward Advertising

Households have demonstrated less interest in advertising mail overall since 1987, a trend seen in last year's report, with very similar numbers. Respondents rated their attitudes about advertising mail using a scale of 'would like more,' 'some are interesting' and 'wish there were less.' Table 4.3 indicates that 62.0 percent of households wish they received less advertising mail in PFY 2001, compared to 30.4 percent in 1987 and 57.1 percent in 2000. The percentage of advertising mail households find interesting fell from 62.5 percent in 1987 to 34.7 percent in 2001 (and down 2 percent from last year's study). This year, 3.3 percent of households said they would like more advertising, down from 5.4 percent a year ago.

TABLE 4.3
Attitudes Toward Advertising Mail — Trends Percentage of Households

		المتوم فالعالم المالي	<u> </u>
Wish there were less	30.4	57.1	62.0
Some are interesting ¹⁸	62.5	36.7	34.7
Would like more	5.6	5.4	3.3

Base: US Households, Postal Fiscal Year 2001 (105.5 Million).

Note: Estimates derived from information collected during recruitment interview.

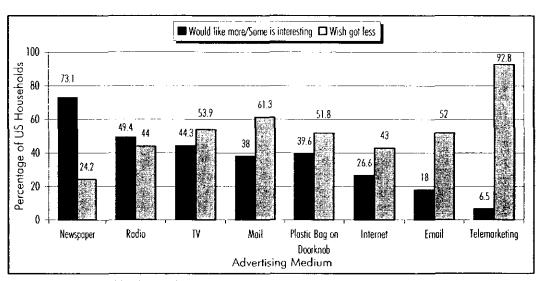
Response changed from "Don't mind getting some that doesn't interest me as long as I also get some that does interest me" in PFY 1999 to "Some are interesting and enjoyable" in PFY 2000 and 2001.

Beyond declining attitudes toward advertising mail overall, the results show that American households stinguish between different types of advertising. sed on the same scale of attitudes from Table 4.3, households gave higher negatives than positives for nearly all of the eight advertising mediums tested, with the exception of newspaper and radio (See Figure 4.4). Telemarketing fared the worst, followed by mail, television, plastic bags on doorknobs, e-mail, radio, Internet and finally, newspaper. Clearly, the more intrusive the advertising, the more offensive it is to households. Households are not put-off by advertising per se, but rather, by the mode. In fact, households seem to like to receive information about

products and services, perhaps so that they can be better informed when they make purchases. A telephone call from a telemarketer is four times as likely to be unwanted as an advertisement in a newspaper. Direct Mail Advertising lies in the middle, reflecting the fact that an advertisement in a USPS mailbox is less intrusive than a telemarketer's call, yet is more intrusive than a newspaper advertisement.

Households' treatment of advertising mail changed in two significant ways since 1987. (See Figure 4.5). First, the percentage of those who "usually don't read" doubled. Second, the percentage of those who

FIGURE 4.4
Household Attitudes Toward
Advertising Mail by Medium



Base: US Households, Postal Fiscal Year 2001 (105.5 Million). Note: Estimates derived from information collected during recruitment interview.

FIGURE 4.5
Household Reading Patterns of
Advertising Mail - Trends

se: US Households, Postal Fiscal Year 2001 (105.5 Million).

Note: Estimates derived from information collected during recruitment interview.

TABLE 4.4
Attitudes Toward Advertising Mail by Postal Classification, First-Class and Standard Mail (A), Percentage of Mail Pieces

Reaction to Mail Piece	2000 First-Class	2000 Standard Mail (A)	2001 First-Class	2001 (Standard Mail (A)
Useful	35.9	43.7	29.4	40.4
Interesting	15.1	16.2	13.7	16.4
Not Interesting	34.4	29.6	36.4	32.7
Objectionable	6.2	4.9	5.1	4.9

Base: Advertising Mail Pieces, Excluding Packages and Unsolicited Publications, Postal Fiscal Year 2001 (First-Class: 19.1 Billion; Standard Mail (A): 55.2 Billion)

"usually read" fell by 6.8 percent, continuing a decline seen last year. In 1987, 9.1 percent of households said they usually do not read their advertising mail, compared to 20.1 percent in 2001. However, the percentage of households that "usually scan" and "read come" has remained consistent over the life of the study. In other words, attitudes towards advertising mail since 1987 has become more polarized, with opinions in the middle decreasing and negative opinions increasing.

Attitudes toward advertising mail have become more polarized -- and negative -- since 1987.

When household reactions to advertising mail by class were analyzed, Standard Mail (A) received a more favorable response than First-Class (See Table 4.4). In fact, households labeled 56.8 percent of Standard Mail (A) "useful" or "interesting," compared to 43.1 percent of First-Class mail. As a result, households labeled 36.4 percent of First-Class advertising mail "not interesting" and 5.1 percent "objectionable." The most significant difference since last year's study is the decline of First-Class advertising mail found "useful" or "interesting," down 7.9 percent. Unaddressed mail, while not a classification, received a favorable response by households, who described nearly 43 percent of it as interesting or useful¹⁹.

Response to Advertising

Response rates are relatively consistent across postal classifications. There is a perception by marketers that households are more responsive to First-Class mail: it is usually personally addressed to someone in the household and has a more official appearance. In fact, households are more likely to dismiss First-Class advertisements than Standard Mail (A), something that advertisers should note (See Table 4.5). When asked whether anyone in the household considered responding to the advertisement, 21.5 percent of First-Class advertising received a favorable response (yes or maybe), compared to 30.7 percent of Standard Mail (A). The only significant difference since 2000 is the decrease in a "no" response to First-Class advertising, down 3.9 percent. A higher proportion of credit-card solicitations within First-Class advertising could explain the higher proportion of negative responses to First-Class advertising.

TABLE 4.5

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

Yes	10.1	10.7
No	61.6	59.8
Maybe	11.4	20.0

Base: Advertising Mail Pieces, Excluding Packages and Unsolicited Publications, Postal Fiscal Year 2001 (First-Class: 19.1 Billion; Standard Mail (A): 55.2 Billion).

 $^{^{19}}$ Note that unaddressed advertising mail volumes are only 11 billion pieces annually.

Households typically respond to advertising mail through the mail, as shown in Table 4.6. They are rarly twice as likely to do so than by phone or in rson, at least in the case of First-Class mail. The varying types of advertising mail sent in each class can explain different response rates between the First-Class and Standard Mail (A) advertising. Previous data explained in this section showed that 41.0 percent of First-Class advertising comes from the financial sector, which lends itself to response by mail. For example, responses to credit card solicitations, loan offers, or life insurance require the completion of a written application.

In contrast, Standard Mail (A) advertising, driven by merchants, might consist of department store or local merchants' advertisements, warranting an "inperson" response.

TABLE 4.6

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

Type of Response	% of Total First-Class	% of Total Standard Mail (A)
By Mail	41.7	29.8
By Phone	24.0	27.2
In Person	27.0	36.4
By Fax	0.3	0.2
Via Internet	4.2	4.3
Other	0.2	0.1

Base: Advertising Mail Pieces, Excluding Packages and Unsolicited Publications; Postal Fiscal Year 2001 (First-Class: 4.1 Billion; Standard Mail (A): 17 Billion).

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



Chapter 5: Periodicals

An examination of periodicals is interesting, in part. because periodicals delivered via USPS tend to be vearlong subscriptions, meaning that their delivery is much or less constant throughout the year; hence they produce a more predictable revenue stream. Periodicals mail consists of daily or weekly newspapers, weekly or monthly magazines, and any other periodic newspapers or magazines sent to households in PFY 2001. This Chapter's analysis of the amount and type of periodicals includes only those delivered by USPS to households. Newspapers or magazines delivered by a local carrier or purchased at a newsstand or grocery store are not included in household diary data. In addition, the volumes examined here are only a portion of total periodicals volumes, since over a quarter of periodicals are received by nonhouseholds, such as doctors' offices or other businesses. As with previous chapters, only significant differences with PFY 2000 figures are noted; in all other cases, assume that PFY 2001 figures are similar to last year.

Total Periodicals Volumes Arriving in Households

In PFY 2001, 7.5 billion pieces of mail delivered to households were periodicals, a slight increase of .3 billion from last year. This equates to 5.2 percent of the total domestic mail to households. Table 5.1 shows a breakdown of periodicals received by households in 2001.

Households receive an average of 1.37 periodicals per week, up .05 from the year 2000. Almost half of all periodicals are monthly magazines (45.5 percent, or an average of .62 per week). The next largest percentage is weekly magazines, followed by weekly newspapers. Newspapers make up nearly a quarter (23.2 percent or an average of .32 per week) of periodicals received by households in 2001.

Examining these volumes by sender type shows that Commercial Organizations, rather than member organizations, send the vast majority of periodicals (See Table 5.2). Member organizations are professional affiliations, religious organizations, educational groups and unions. Table 5.2 reveals that member organizations mail 24.7 percent of all periodicals to households, mostly publications from professional organizations. "Commercial Organization" is the largest contributor to household

Periodicals Volumes, accounting for an average of almost one piece per week per household.

TABLE 5.1
Periodical Pieces per Household per Week and Percentage of Total Type

Periodical Type	Pieces per Household per Week	% of Total Periodicals
Daily Newspaper	.10	7.6
Weekly Newspaper	.16	11.7
Other Newspaper	.05	3.9
Total Newspapers	.32	23.2
Weekly Magazine	.22	15.7
Monthly Magazine	.62	45.5
Other Magazine	.13	9.4
Total Magazines	0.97	70.6
Other Periodicals	.04	3.0
Don't Know/Refuse	.04	3.3
Total Periodicals to Households	1.37	100.0

Base: Periodicals Received by Households, Postal Fiscal Year 2001 (7.5 Billion)

TABLE 5.2
Periodical Pieces per Household per Week and Percentage of Total by Sender Type

	14 H = 10	
Commercial Organization	.97	70.9
Professional Organization	.13	9.8
Religious Organization	.10	7.0
Educational Organization	.09	6.2
Union	.02	1.7
Charitable Organization	.01	1.1
Veteran's Organization	.02	1.2
Unclassified	.03	2.2
Total	1.37	100.0

Base: Periodicals Received by Households, Postal Fiscal Year 2001 (7.5 Billion). Note: Percentages do not sum to 100 due to rounding. In 2001, a household member ordered and paid for 63.5 percent of periodicals received by households, totaling 4.8 billion periodicals.

Supporting this data is an overview of Periodical Volumes by type of subscription (See Table 5.3). As shown in Table 5.2, "Commercial Organization" accounts for the largest volumes by sender type. In 2001, a household member ordered and paid for 63.5 percent of periodicals received by households, or more than 4.8 billion periodicals (yet down from 70.3 percent last year). An additional 24.4 percent, or 1.8 billion, were free — either ordered by a household member or delivered as a benefit of membership in an organization.

Total Periodicals Received by Other Means

While the diary study records incoming mail to households delivered by USPS, households also received periodicals through other means (e.g. newsstand or private delivery). Volumes of these alternative receipt measures were collected during 'e recruitment interview of the PFY 2001 diary ady.

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

In 2001, households estimated that they received 1.36 newspapers or magazines per week through means other than USPS. Table 5.4 compares newspaper and magazine volumes, received by mail and not by mail, using 1987 and 2001 totals from household recruitment interviews.

According to the study, the number of periodicals received by mail decreased slightly since 1987. Most of the decline is due to a significant reduction in the amount of newspapers received via mail in 2001, an average of .37 per week, down from .55 in 1987. The

same sort of decrease is seen in newspapers received by other means. In 2001, households received an average of .77 newspapers per week, down from 1.23 in 1987.

This decline indicates that households are buying fewer newspapers, either through the mail or at a store, a trend supported by the decline in newspaper circulation figures published elsewhere.

Overall, households received fewer periodicals through other means. The average pieces households received per week fell from 2.33 in 1987 to 1.36 in 2001; this number declined from last year's 1.60 pieces received through means other than the mail.

TABLE 5.3Percentage of Total Periodicals by Type of Subscription

Type of Subscription	% of Total Periodicals
Paid, Ordered by Household Member	63.5
Free, Ordered by Household Member	9.2
Free, Came with Membership	15.2
Gift Subscription from Friend/Relative	5.3
Other Subscription	1.0

Base: Periodicals Received by Households, Postal Fiscal Year 2001 (7.5 Billion). Note: Percentages do not sum to 100 due to exclusion of unclassified cases.

TABLE 5.4

Newspapers and Magazines, Pieces per Household per Week,

Manner of Receipt

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y – Wildery drugeny – wild Ar Berlings van Hillery (1981)	TOTAL			
Newspapers	0.55	0.37	1.23	0.77
Magazines	3.23	3.26	1.10	0.59
Total Pieces per Week	3.78	3.63	2.33	1.36

Base: Periodicals Received by Households, Postal Fiscal Year 2001 (7.5 Billion). Note: Estimates derived from information collected during recruitment interview.

Factors Affecting Receipt of Periodicals

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

Income would seem to influence volumes since periodicals are typically received through a paid subscription (63.5 percent in 2001). Figure 5.1 shows that as income increases, periodical volumes tends to

increase. Indeed, households with more than \$100,000 in annual income receive double the amount of periodicals as those making less than \$50,000.

Educational attainment is correlated with income and is used in this chapter to compare the amount of periodicals. Figure 5.2 shows that households headed by someone who has performed post-graduate work receive the most periodicals. However, volumes for college graduates and those who have done post-graduate work fell considerably since 1987.

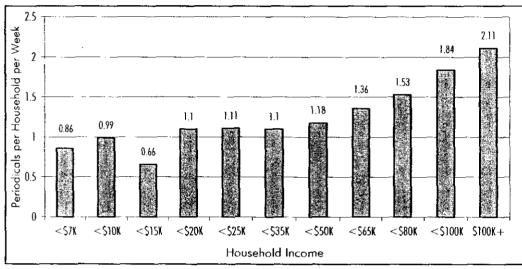
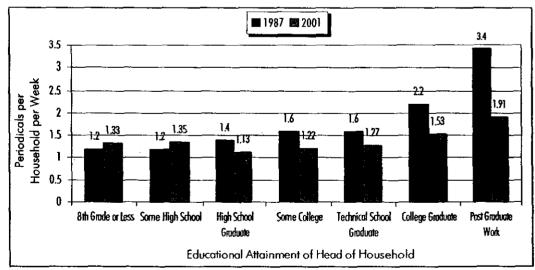


FIGURE 5.1
Periodicals per Household per
Week by Household Income

Base: Periodicals Received by Households, Postal Fiscal Year 2001 (7.5 Billion). Note: Income Information collected during recruitment interview.

FIGURE 5.2
Periodical Pieces per
Household per Week by
Educational Attainment



Base: Periodicals Received by Households, Postal Fiscal Year 2001 (7.5 Billion).

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

Satisfaction with Delivery

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

Arrival times for periodicals are not problematic; in fact, 96.4 percent had no delivery time difficulties. (See Table 5.5) In fact, 42.1 percent arrived on the expected day, 3.4 percent less than in last year's study. Households are more than twice as likely to receive their periodicals earlier than expected, rather than later.

Figure 5.3 looks at the percentage of on-time delivery of periodicals by region. The South receives the highest percentage of on-time periodicals at 97.5 percent, while the remaining geographic regions fluctuate between 96.9 and 95.5 percent. This means on average, out of every one hundred periodicals that

arrive on a particular day, only 2.5 arrive late in the South, with slightly higher numbers of periodicals arriving late in the rest of the country.

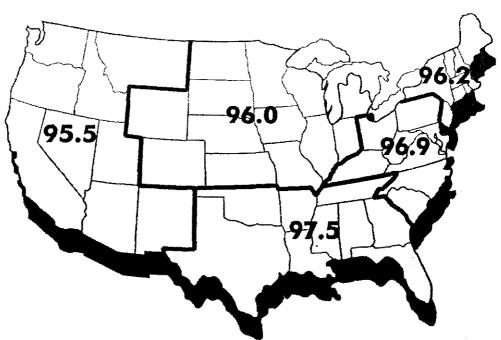
The West having the lowest on-time delivery could be due to its lower residential density or its distance from the Northeast, generally considered the nation's publication hub.

TABLE 5.5
Periodical Pieces per Household Per Week and
Percentage of Total by Arrival Times

	Pieces per Household per Week	% of Total Periodicals
On Day Expected	.58	42.1
Earlier than Expected	.11	8.1
Later than Expected	.05	3.6
Not Expected to Arrive on Particular Day	.55	39.7

Base: Periodicals Received by Households, Postal Fiscal Year 2001 (7.5 Billion). Note: Percentages do not sum to 100 due to exclusion of unclassified cases.

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



Base: Periodicals Received by Households, Postal Fiscal Year 2001 (7.5 Billion). Note: Geographic Region Information collected during requirement interview. Of the 7.5 billion periodicals mailed to households in 2001, 1.3 percent arrived so late as to cause inconvenience to households. Table 5.6 shows households' expectations for delivery of periodicals in 2001, as compared to 1987. Clearly, households have become more expectant about the delivery of their periodicals in the last 14 years, with 23.7 percent saying their periodical should come on the proper day, an increase from 19.5 percent in 1987, yet similar to last year's 25.2 percent. Similarly, 31.9 percent say that their periodical could arrive later, down 8.3 percent from 1987.

In Table 5.7, attitudes towards timing of arrival are compared by geographic region. The data shows that households in the East are most likely (23.4 percent) to believe that their periodical arrives so late that it causes difficulty. Households in the Northeast and West are least likely to think that their periodicals arrive so late that it causes difficulty. More than a quarter of households in the South (25.9 percent) believe that the delivery date is not important; almost double that of households in the East (14.1 percent).

TABLE 5.6
Periodicals – Percentage of Total by
Attitude Toward Timing of Arrival

Attitude Toward Timing of Arrival	1987	2001
Could Arrive Later/No Difficulty	40.2	31.9
Should Come on Proper Day	19.5	23.7
Has No Regular Delivery Day	9.0	14.9
Arrives Late/Causes Difficulty	0.9	1,3
Delivery Date Not Important	22.7	21,1
Other	0.4	0.2
Don't Know/No Answer	7.2	6.9
Total	99.9	100.0

Base: Periodicals Received by Households, Pastal Fiscal Year 2001 (7.5 Billion). Note: Percentages do not sum to 100 because of rounding.

 TABLE 5.7

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

Atilitide Toward are Timing of Arrival A		Northeast		Central	
Could Arrive Later/No Difficulty	22.7	17.0	22.0	18.3	20.1
Should Come on Proper Day	21.3	16.4	20.9	21.8	19.5
Has No Regular Delivery Day	22.0	13.7	24.7	20.9	18.7
Arrives Late/Causes Difficulty	23.4	17.6	19.5	21.3	18.2
Delivery Date Not Important	18.8	14.1	25.9	20.5	20.8

Base: Periodicals Received by Households, Postal Fiscal Year 2001 (7.5 Billion).

Note: Estimates represent row percentages.



Chapter 6: Packages

The amount and types of packages received and sent by households in PFY 2001 is assessed in this chapter. The data collected includes package classification, delivery method, use of special services, sender type, contents, contents purchase method and reason for sending the package. This chapter presents an overall picture of package volumes as well as characteristics of households who sent and received packages using USPS in PFY 2001.

The examination of packages, especially of packages received by households, is important because in the growing on-line marketplace, merchants continue to rely on on-time delivery by the USPS in order to remain in business. The increasing ease and growth of placing orders at home, either over the telephone or the Internet, creates demand for delivery of these items purchased by consumers.

Households and nonhouseholds can send packages via the different classifications available through USPS. These classifications are: First-Class, Priority, Express, Standard Mail (A) (nonhouseholds only), and Package Services (formerly known as Standard Mail (B)).

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

Packages Received by Households

Households received 2.8 billion packages in PFY 2001, a slight decline from 2000, but a significant increase from 1.2 billion²⁰ in 1987. In 2001, households received an average of .51 packages per week per household, almost double the average of 0.26 per week received in 1987.

USPS delivered 80.2 percent, or approximately 2.2 billion of these packages. This includes First-Class, Priority and Express, Standard Mail (A) and Package Services, as well as packages delivered to foreign destinations (See Table 6.1). The second most common delivery method was UPS Ground Service, at 8.1 percent or 227 million packages.

Standard Mail (A) and Package Services packages make up almost half (48.6 percent) of all USPS-delivered packages received by households in 2001, since both classifications are used for this type of delivery. First Class packages account for the smallest portion of USPS-delivered packages received by households in 2001 at 14.0 percent.

TABLE 6.1

Packages Received by Households and Delivered by USPS,

Percentage of Total

Total Packages	100.0
Unclassified	20.7
Foreign Packages	0.5
First Class	14.0
Priority and Express	16.3
Package Services (formerly Standard Mail (B))	19.7
Standard Mail (A)	28.9
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Base: Packages Received by Households & Delivered by USPS, Postal Fiscal Year 2001

Note: Percentages do not sum to 100 because of rounding.

²⁰ Volumes calculated using 1987 mean volumes and "Intercensal Estimates of Total Households," July 1, 1987, Bureau of the Census. Issued October 1994. There were an estimated 88.8 million households in 1987.

Received Package Characteristics

xty-seven percent of packages received by ouseholds, or slightly less than two billion packages, were sent by a business to a household member. These deliveries were either in response to an order from a household or for another reason, such as a free gift in exchange for membership. A closer look at sender type among packages received showed that 81.5 percent of items ordered from a catalog or retail store and sent to a household were mailed using USPS. Friends or relatives sent 13.6 percent of packages received by households in PFY 2001, an increase over last year's nine percent.

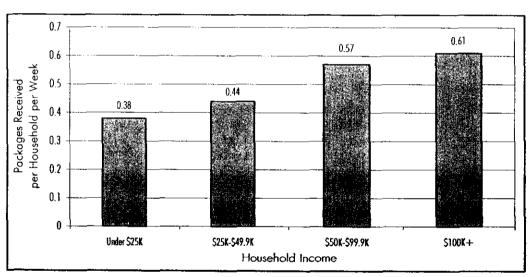
Books were the most common item received (15.3 percent), followed by clothing (12.4 percent) and music or videos (7.7 percent) ²¹. Almost all households receiving packages delivered via USPS reported that the contents were not damaged (98.7 percent).

Special services available for a fee in addition to postage included special handling, insured mail, collect on delivery (COD), registered mail and certificate of mailing. Special handling made up the only significant percentage of selected services, which is 2.4 percent (81.6 million) of total packages received by households in 2001. Special handling provides preferential handling but not preferential delivery and was available for First-Class Mail, Priority Mail and Package Services.

Factors Affecting Package Receipt

Package receipt increases with income in PFY 2001 but levels off at the higher-income categories (See Figure 6.1). This could be due to household purchasing patterns changing with income. Interestingly, package receipt was not highly correlated with educational attainment, although households headed by person with postgraduate degrees did receive the most packages.

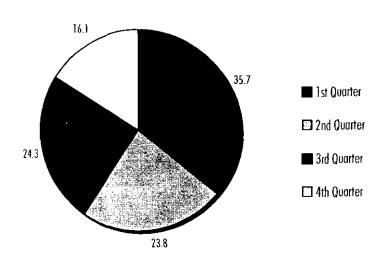
FIGURE 6.1
Packages Received per
Household per Week by
Household Income



Base: Packages Received by Households, Postal Fiscal Year 2001 (3.4 Billion).
Note: Household Income Information collected during recruitment interview.

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

FIGURE 6.2
Percentages of Packages Sent
per Quarter of the Year



Base: Packages Sent by Households, Postal Fiscal Year 2001 (571 Million). Note: Percentages based on valid responses only.

Owning a home makes a big difference in the amount of packages received. Homeowners receive an average of .57 packages per week, compared to .35 per week for renters.

Previous data presented in Chapters Two and Three illustrate that a large proportion of packages are received by households in response to an order by a member of that household. A package received by a household in response to a direct mail piece was most likely to be delivered via USPS (95.0 percent), followed by ordered from a print catalog (80.3 percent). An item ordered directly from a store was least likely (62.7 percent) to be delivered via USPS.

Packages Sent by Households

American households sent 571 million packages in PFY 2001, a decrease from the 638 packages sent in 2000. Clothing is the most common item sent (22.0 percent), followed by books (16.6 percent) and toys (12.0 percent).

Almost two-thirds (61.5 percent) of households sending packages are mailing gifts or other items to a friend or relative. This is an increase from last year, when just over half (52.2 percent) of packages were mailed to friends or relatives. (See Table 6.2) Two-person households are more likely (71.5 percent) to send packages to friends or relatives. Having a friend or family member living overseas did not lead to a higher propensity for sending gifts.

The largest proportion of packages are sent in the first quarter of the PFY, 35.7 percent, or an average of .14 packages per week. (Figure 6.2) The least amount of packages are sent in the fourth quarter, 16.1 percent, or .07 packages per week. This is understandable because the first quarter includes the weeks preceding the holiday season.

Slightly more than a fifth of all packages (21.0 percent) are sent 300 miles or less, with 18.5 percent sent 301 to 600 miles and 16.6 percent sent 601 to 1,000 miles.

TABLE 6.2Reasons for Sending Packages

<u> </u>	A	
Gift or Other Item sent to Friend or Relative	52.2	61.5
Returning Merchandise Ordered	22.6	13.8
Returning Unsolicited Merchandise	3.4	4.9
Other	21.8	18.4
Total	100.0	100.0

Base: Packages Sent by Households, Postal Fiscal Year 2001 (571 Million).
Note: Percentages based on valid responses only.

TABLE 6.3

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

Lotal Packages	0.001	0.001
beitizzalonU	3.0	l'S
Foreign Packages	8.2	S.E
Bound Printed Matter	2.01	2.4
Special Standard/Parcel Post	3.51	Z⁻⊅l .
First Closs	0.72	8.12
Priority & Express	43.1	6.03
Sosial Class	2000	1002

Base: Packages sent by Households using USPS, Postal Fiscal Year 2007 (461 Millian).

Results indicate that use of a Post Office box does not influence a household's decision to use USPS. Of those households that mailed at least one package in the last six months, those with a PO box used USPS to mail their packages 90.7 percent of the time, while those who don't have a PO box used USPS 88.5 percent of the time, a difference that is not significant.

Factors Affecting Packages Sent

The Household Diary Study captures additional characteristics of households that sent packages in PFY 2001. This portion of the study takes a closer look at household-level behavior, with minimal interference by nonhouseholds.

Higher income households tend to send more packages. Overall, those households with incomes of compared to .11 packages per week for households with incomes of more than \$50,000. Households with incomes of more than \$100,000 send almost double the amount of packages, on average, as those with incomes of less than \$25,000.

Delivery Methods

nerican households used USPS 80.8 percent of the same to send their packages. Households clearly prefer First-Class, Priority and Express mail (See Table 6.3), sending 72.7 percent of their packages using these methods.

More than half (50.9 percent) send their packages via Priority or Express mail. Indeed, the use of Priority Mail and Express Mail services has increased significantly since last year's study (by 7.8 percent), while the use of First Class has decreased (by 5.2 percent). It appears that households are becoming more concerned with their packages arriving as soon as possible at their destination.

Households are more likely to turn to USS or FedEx.

When they want to send a package as expediently as possible:

Households are more likely to turn to USPS and not to UPS or FedEx when they want to send a package expediently as possible. Indeed, households send y 4.7 percent of packages via UPS, FedEx, or Authorne overnight delivery. Households used UPS Next Day Air, UPS Second Day Air, UPS Third Day Select and UPS Ground to mail packages only 13.3 percent of the time.

Households' primary reason for choosing another delivery method over USPS is that they find that the other service offers longer or later hours (15.3 percent), is more convenient or simply closer (14.8 percent), will pack the item to be sent (12.7 percent), or accepts odd-shaped packages (9.4 percent).

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

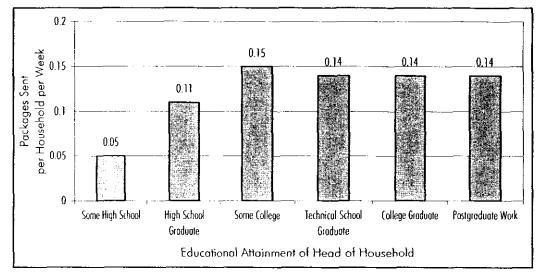


FIGURE 6.3

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

Base: Packages Sent by Households, Postal Fiscal Year 2001 (571 Million).

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

Age of head of household also affects the number of packages sent. The older the head of household, the more packages sent, except for the very oldest group, those headed by a person seventy years or older. Similarly, those households with one or more children send slightly more packages, on average .12 per week, as compared to those households with no children (.10 per week).

In general, educational attainment has a positive impact on the number of packages sent (See Figure 6.3). While differences in the number of packages sent seem to fluctuate among lower levels of educational attainment, the positive impact of higher education (i.e. college graduate, postgraduate work) appears to maintain a strong effect. Internet usage also affects the number of packages sent. Those households with access to the Internet send .12 packages per week, almost double the amount (.07) sent by households with no Internet access.

Packages sent by households show some deviation across geographic regions (See Table 6.4). Households in the West send the most packages per week (.14), while households in the East send the least (.07).

TABLE 6.4Packages Sent per Household per Week by Geographic Region

Geographic Region	Packoges Sent per Household per Weeka!
East	.07
Northeast	.12
South	.11
Central	.09
West	.14

Base: Packages Sent by Households, Postal Fiscal Year 2001 (571 Million).



Chapter 7: Electronic Communication

New technologies and their seemingly endless applications are transforming the way in which households and individuals conduct their daily lives. From the most basic daily tasks — such as communicating with friends and relatives—to large-scale purchases, banking, product research, and shopping for incidentals, the Internet, is altering the way in which people conduct their personal business.

A significant portion of this personal business (e.g. bill payment, personal communications, requests for information, document transfers) has historically been conducted through the United States Postal Service (USPS). Now, with electronic file transfers, electronic signatures, and a host of on-line services, this new way of doing business has the potential to significantly reduce mail volumes to and from U.S. households.

Conversely, there are a number of household and personal activities that are newly created or expanded by advances in technology. These new markets put a greater demand on USPS products and services. Shopping on the Internet, product research, and even technology-based learning, all create increased mail volumes through product shipments, information requests and other online purchases and transactions.

In an attempt to better understand current and future trends and their impact on overall as well as class-specific mail volumes, USPS has spearheaded the development of a technology augment to its annual diary study. The purpose of this additional research is to obtain person-level information on the current access, usage levels, and Internet behaviors of the American public. This data, used here in conjunction with the household based recruitment and diary data, provides USPS with current information on technology trends and how its use and applications impact mail volumes and mail characteristics. This in turn helps USPS in the planning and implementation of electronic services.

In many ways, the technology usage data pick up where the HDS leaves off, allowing us to observe household behavior at the person-level. Recruitment data from the PFY 2001 HDS provide the backdrop of technology use in households across the U.S., which is then supplemented with individual technology usage data.

The Technology Scale

In PFY 2001, USPS introduced a person-level survey to households participating in the HDS. Individuals over the age of 13 were asked to complete a short questionnaire about their technology usage and return it with their diaries.

The result was a great deal of information about personal technology usage. In order to categorize their use patterns, respondents were divided into categories based on their answers to attitudinal and behavioral questions from the technology questionnaire²². Respondents were given a score between 1 and 4, and divided into four categories of technology usage: Enthusiasts (3.25 and higher), Adaptors (2.5-3.24), Tolerators (1.75-2.49) and Avoiders (1.0-1.74) (See Table 7.1).

TABLE 7.1Four Categories of Technology Usage

Category			Re	þi	'e:	e	nJ	ati	V		e	rč	er er	Ho	g		
Enthusiasts (27%)	Ť	ŧ	ŧ	İ	İ	Ť	ŧ	•	İ	ŧ	ŧ	ŧ	ŧ	1			4
Adoptors (34%)	•	ŧ	ŧ	ŧ	ŧ	ţ	ŧ	ŧ	ŧ	ŧ	ŧ	•	ŧ	ŧ	ŧ	ŧ	ŧ
Tolerators (21%)	ŧ	ŧ	ŧ	Ì	ŧ	ŧ	Ì	ţ	ŧ	ŧ	ŧ			_			
Avoiders (14%)	•	ŧ	İ	ŧ	Ì	İ	ŧ	•						_			

Base: Persons 13 Years or Older in the United States. (220 Million)

Enthusiasts (27 percent of population) like using technology. They wish they could use it more frequently and are the first to get new technologies. Enthusiasts tend to be between the ages of 18 and 34 and live in households with incomes exceeding \$65,000 annually.

Adoptors (34 percent of population) are the largest identified user group. They are accepting of technology; they understand it and are comfortable with it. Many like using it. Adaptors are probably the

²² This process is described in greater detail in the Methodology section of this report.

best representatives of "typical Internet use." Adaptors tend to be between the ages of 25-44.

lerators (21 percent of population) use technology out of necessity. They may need to use a PC or the Internet either at work or school, but do not seek new technologies out of any personal interest. Tolerators have some experience with the Internet, but it makes them uneasy. Tolerators tend to be slightly older (less than a quarter are under age 45) and less affluent.

Avoiders (14 percent of population) do just that — avoid technology. They find technology to be difficult and/or boring, and do not have any interest in using more technology. Avoiders tend to be 65 years of age or older and live in households with annual incomes less than \$25,000.

Access to Technology

PC ownership continues to rise, with 65 percent, or over 69 million households owning a PC²³. This represents more than a seven percent increase over PFY 2000 levels. Access has traditionally been tied to income, but ownership is beginning to plateau in the highest income categories, with the largest increase occurring in households earning less than \$50,000 annually (See Figure 7.1).

These data are consistent with recent benchmarks. The Department of Commerce's Census Bureau put PC ownership at 60 million households in September 2001²⁴.

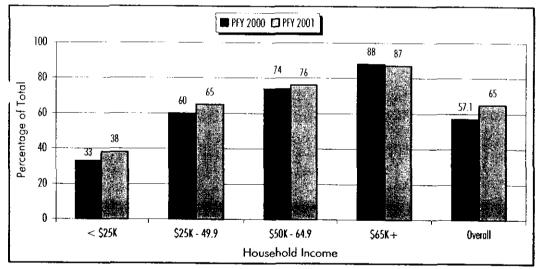


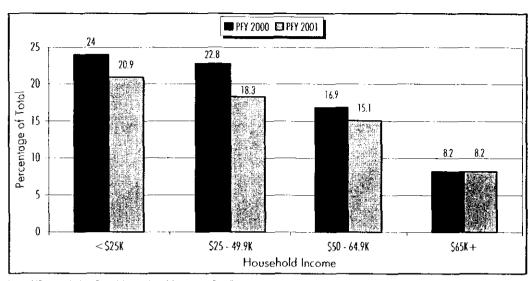
FIGURE 7.1
PC Ownership by
Household Income

Base: US Households, Postal Fiscal Year 2001 (105.5 Million) Note: Household Income Information collected during recruitment interview.

There are 105,480,101 households, according to Bureau of the Census, Census 2000

²⁴ U.S. Census Bureau, Current Population Survey Supplement. "A Nation Online: How Americans Are Expanding Their Use of the Internet." National Telecommunications and Information Administration.

FIGURE 7.2
Household Likeliness to Buy a
PC by Income Level

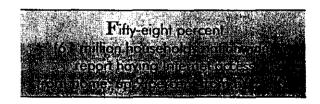


Base: US Households, Postal Fiscal Year 2001 (105,5 Million).
Note: Household Income Information collected during recruitment interview,

With rapid increases in PC ownership, the number of those households who said they were likely to buy a PC in the future has fallen. In PFY 2001, the number of 'likely to buy' households fell across all household income categories under \$65,000 annually. The percentage of those households earning more than \$65,000 annually remained unchanged from FY 2000 (See Figure 7.2), suggesting saturation in higher income households.

PC ownership is most prevalent in households with three or more members, and is crossing traditional educational attainment barriers. Twenty-three percent of those heads of household with an 8th grade or less education have a PC in 2000 (compared to 19 in 2000, and only eight percent in PFY 1999). More than half of heads of households with only a high school education (52 percent) also have a PC in PFY 2001.

As access to new technologies, such as PCs and the Internet, increases, the reliance on traditional socalled "office" technologies is beginning to fall. Twenty-two percent of all households use a fax machine or a PC with fax-capabilities to send fax communications, down from 24 percent in PFY 2000, indicating that household fax ownership has slowed.



Fifty-eight percent (61 Million households nationwide) report having Internet access from home; up 9 percent from FY 2000. Among PC owners, that number jumps to 89 percent. The vast majority (74 percent) accesses the Internet using a PC, while 18 percent use an Internet access device such as Web TV. Palm pilots and pocket PCs account for 9 percent, while cellular

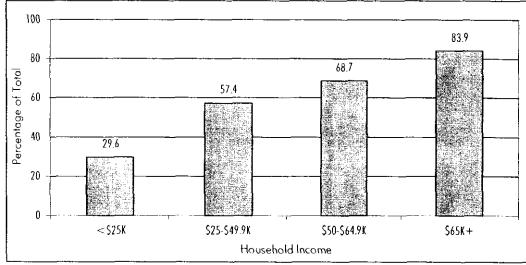


FIGURE 7.3
Household Internet
Access by Income
(Percentage of Household)

Base: US Households, Postal Fiscal Year 2001 (105.5 Miillion).

Note: Household Income Information collected during recruitment interview.

phones account for an astonishing 11 percent of all Internet access devices²⁵ (See Figure 7.3).

"xty-two percent of people use the Internet from me. Analog modems are the most common type of access (45 percent), followed by cable and DSL (12 percent).

Electronic Communications/ Online Consumption

While tracking PC ownership and Internet access is an important tool for trending adaptation levels, the real potential impacts of new technologies lie with the behaviors of users. This behavior is a key criterion in determining what impact the Internet is having on USPS mail volumes. Eighty-three percent of persons with Internet access (137 million people) have communicated with others over email in the last 12 months. Roughly 40 percent of these emailers send and receive between one and five emails a day.

Eighty-three percent of persons with a Internet access (137 million people) have communicated with others over emails to the solution in the last statement.

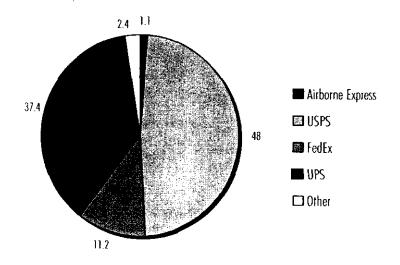
Almost half (48 percent) of all Internet users go online only to visit select sites, others (41 percent) spent most of their time researching products, travel locations and other topics, while still others (24 percent) spend time "chatting," and "surfing" (20 percent).

5 6

²⁵ This is a multiple response question, so percentages do not total to 100.

FIGURE 7.4

Deliveries of Online
Purchases in PFY 2001 (TA)



Base: Purchases Received by Households and Ordered On-line, Postal Fiscal Year 2001 (66.4 Million).

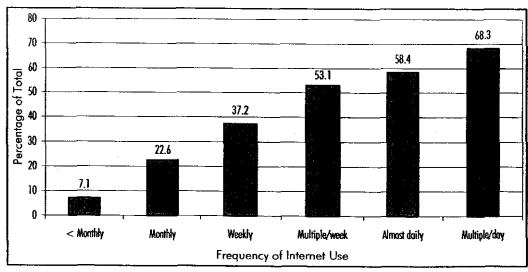
Internet users reported making 66.4 million online purchases in 2001. USPS is the delivery method of choice for almost half (48 percent) of all online purchases made in 2001. UPS follows with 37 percent of deliveries from online purchases (See Figure 7.4).

Data shows an increase in online purchasing as online activity increases, suggesting that many people go online for the purpose of shopping.

Internet users reported making ... 66.4 million online purchases in 2001

Almost 70 percent of those who go online multiple times per day have made an online purchase in the past year (See Figure 7.5).

FIGURE 7.5
Online Purchasing by
Frequency of Internet Use



Base: Persons 13 Years or Older in the United States (165 Million).

Online Bill Payment

iline bill payment has doubled since PFY 2000 – sing from four percent of households in PFY 2000 to eight percent in PFY 2001. As a proportion of total volume, households in FY 2001 made 42 million online bill payments per month; four percent of the total monthly bills paid per household. This percentage is double last year's total.

As a portion of total volume, households in PFY 2001 made 42 million online bill payments per month; four percent of the total monthly bills paid per household.

Fourteen percent of those households with a PC pay bills online, up from 9.5 in PFY 2000. In terms of income and education level of the household, 42 percent of those who pay bills online are college graduates (up from 37 percent in PFY 2000). 61 percent categorize themselves as white-collar professionals, while 53 percent are households with annual incomes of \$65,000 or higher. This proportion is six percent higher than in PFY 2000.

Most households who pay bills online say they do so because it's easy to use (46 percent). Others say it is their most trusted preferred method (16 percent), it saves time (10 percent), they have no other option (6.4 percent), it's cheaper/saves postage (3.7 percent) or the payment is past due and they need it to post immediately (2 percent).



Chapter 8: Summary and Conclusions

Total mail volume increased in PFY 2001. domestic mail reached 207 billion pieces, representing an annual increase of approximately 3 billion pieces of mail. Of this total, 158 billion pieces (77 percent) were sent or received by households26. Households sent 25 billion pieces of mail and received 144 billion pieces of mail. Mail sent by households comprises two key mail sectors: Household-tohousehold mail (totaling 7.8 billion pieces) and household-to-nonhousehold mail (totaling 15.2 billion pieces). Mail received by households is also included in the nonhousehold-to-household mail (totaling 135.2 billion pieces) and is also included in the householdto-household mail totals. Key findings for each of these three sectors are presented in this chapter.

Household-to-Household Mail

Household-to-household mail totaled 7.8 billion pieces and comprised 3.8 percent of total domestic mail, representing comparable estimates to PFY 2000. Pieces per household per week averaged 1.4 pieces, which was identical to the PFY 2000 estimate. Virtually all household-to-household mail is sent via First-Class mail. To many households, First-Class mail is synonymous with the postal service. Use of First-Class mail for personal communications increased marginally in PFY 2001, from 1.34 pieces per household per week to 1.36 pieces per household per week²⁷. Data indicated that the slight rise was due to the sending of more holiday greeting cards in 2001. On the other hand, slightly fewer personal letters were sent in PFY 2001. In fact, First-Class mail sent by households to another household is more than twice as likely to be a greeting card as a personal letter.



²⁶ The total domestic mail volume includes 1.7 billion unclassified outgoing pieces and 1.2 billion unclassified incoming pieces. The numbers also take into account that mail sent from households to households comprises a "closed loop."

American households sent 571 million packages in PFY 2001, a decrease from the total sent in PFY 2000. USPS is used to ship 81 percent of these packages, and more than half were sent via USPS Priority or Express mail. Use of Priority and Express mail has increased significantly since last year's study. It appears that households are becoming more concerned with their packages arriving as soon as possible at their destination. Most of these packages are gifts or other items sent to a friend or relative. The largest proportion of packages are sent in the first quarter of the year, which is the quarter that includes the December holiday seasons.

Access to new technology in American households is impacting the way people communicate. Fifty-eight percent (61 million households nationwide) report having Internet access from home, up nine percent from PFY 2000. Over 83 percent of Internet users or 137 million people have communicated via email at least once over the last 12 months. A plurality (40 percent) sends and receives between 1 and 5 emails per day. Internet users made 66.4 million purchases online in PFY 2001. USPS delivered almost half (49 percent) of these online purchases.

Household-to-Nonhousehold Mail

Household-to-nonhousehold mail totaled 15.2 billion pieces and comprised 7.3 percent of total domestic mail. In the aggregate, compared to PFY 2000, the proportion tended to remain the same as the volume increased slightly. The stability of the household-tononhousehold estimates indicated that electronic or telephone communications methods have not yet had a significant impact on how American households conduct their business communications. payments comprised half of all mail sent to nonhouseholds. Telephone bills continue to be the most common form of bill paid through the mail, followed by electric, credit card, and other utility. Because bill payment through the mail is considered "easy", "a habit", or a "trusted" method, bill payments will continue to be sent via mail by American households for the foreseeable future. Paying bills by automatic deduction from a bank account is the leading alternative to paying bills through the mail. On-line bill payment has doubled since PFY 2000 with households in PFY 2001 making 42 million online bill payments per month.

²⁷ Average pieces per week in the household-to-household sector are the same for both mail sent and mail received due to the "closed loop."

Nonhousehold-to-Household Mail

7 far, the majority of mail received by households is 3m nonhouseholds. Mail volume in this sector averaged 24.6 pieces per household per week, compared to the 1.4 pieces that households received from other households. Total mail volume was 135.2 billion pieces, and comprised 65.4 percent of total domestic mail volume. This represents a leveling off of mail received from nonhouseholds, with PFY 2001 volumes virtually the same as PFY 2000.

The majority of mail received by households is from nonhouseholds. Mail volume in this sector averaged 24.6 pieces per household per week, compared to the 1.4 pieces that households received from other households.

Financial institutions surpassed the volumes of

merchants this year to become the largest senders within this sector. Households received more mail from financial institutions than any other industry sender type (24 percent of total). Financial institutions are much more likely than other sender bes to use First-Class Mail, exhibiting First-Class ail usage rates that are two times that of Standard Mail (A) usage rates. Merchants, the second most frequent sender of mail to households (25.7 percent of total), used Standard (A) Mail at rates that were almost four times those of First Class Mail. Unlike the patterns found among merchants, financial institutions increased their use of both First-Class mail and Standard Mail (A) in the past year. similar but less dramatic pattern was also evidenced among service businesses. Government-sponsored mail was down in PFY 2000, perhaps reflective of the

Advertising mail is still the greatest proportion of mail received by households, accounting for 57 percent of the total mail received by households. American households receive on average 15.02 pieces per week per household. This volume represents a tripling in the amount of advertising and promotional materials over the 14-year study period. By comparison, bills were the next largest proportion of mail received by households at 3.30 pieces per week. The number of bills and invoices has grown by nearly the piece per week since 1987, with more than half of

increased government communications in 2000, with

the Census and the presidential election.

this increase occurring in the last year. Also, financial statements have almost doubled since 1987, again with most of this increase in the last year.

Since the HDS first began in 1987 and as the volume of advertising mail has almost tripled, households have demonstrated less and less interest in receiving advertising mail. In PFY 2001, 61 percent of households said they wish they received less advertising mail. Households appear not to be put off by advertising per se, but rather, by the mode. In fact, households seem to like to receive information about products and services, perhaps so that they can be better informed and make more informed purchases. Of eight advertising media tested, telemarketing fared the worst and newspapers fared the best. Direct mail advertising lay in the middle, reflecting the fact that an advertisement in a USPS mailbox is less intrusive than a telemarketer's call, is more intrusive than a newspaper advertisement.

Household treatment of advertising mail has changed in three significant ways since 1987. First, the percentage of those who "usually don't read" doubled. Second, the percentage of those who "usually read" fell by seven percent, continuing a decline seen last vear. Third, using First-Class mail for direct advertising appears to be losing its advantage over Standard Mail (A). Fewer households are reading First-Class advertising (down 9 percent) from PFY 2000. Households labeled 57 percent of Standard Mail (A) "useful" or "interesting" compared to 43 percent of First-Class mail. The higher proportion of credit-card solicitations within First-Class advertising could explain some of this difference.

Standard Mail (A) is the dominant classification of mail received by households. Mail order companies are the largest individual user, followed by department/ discount stores, credit card companies, publishers, and finally other stores. A significant difference from last year's figures was a more than 50 percent jump in credit card pieces. Letter size envelopes make up the largest portion of Standard Mail (A), and households receive almost twice as many of them compared to 1987. The number of catalogs received has also almost doubled. In fact, more than half of all Standard Mail (A) packages are sent to households by businesses in response to an order by a member of that household. It has also been found that the more previous purchases made online, the more Standard Mail (A) household receive. This correlation is understandable since many direct mail lists are generated from online transactions.

60

A potentially large revenue source for USPS is on-line purchasing which is at an all time high this year.

Of periodicals received by households through the mail, most are monthly magazines (46 percent), followed by weekly magazines (16 percent), weekly newspapers (12 percent), and other magazines (9 percent). The average number of magazines received per household per week has increased slightly since 1987, while the average number of newspapers has decreased.

Conclusions

While total domestic mail volume continues to increase from its 1987 levels, the differences between PFY 2000 and PFY 2001 in major classifications have been slight. The decline in amount of personal letters sent by households to other households persists, but there appeared to be stabilization among the volume of greeting cards sent. Households have maintained their reliance on USPS for sending packages, with

greater use of Priority or Express Mail. Most of the mail sent by households to nonhouseholds was bill payments. For a significant portion of American households, mail is considered the easiest and most \mathbf{method} \mathbf{of} conducting their business secure American households received communications. mail in PFY 2001 increasingly more nonhouseholds. Most of this mail originated with merchants or financial institutions. Use of Standard Mail (A) increased among both of the dominant

industry customers, while use of First-Class mail increased only among financial institutions. While advertising mail is still the greatest amount of mail received by households, tolerance for direct mail advertising is dwindling. The percentage of households who "usually don't read" advertising mail doubled, while the percentage of those who "usually read" fell by seven percent. And, fewer households are reading First-Class advertising. A potentially large revenue source for USPS is on-line purchasing which is at an all time high this year. Persons with Internet access at home reported making 66.4 million on-line purchases in PFY 2001. USPS was the delivery method of choice for almost half of these purchases.



Appendix A: Comparative Tables 1987, 2000 & 2001



Concordance of Tables

One of the control of the state of the Househole Dense Suits Report in 2000; The comment of came and of came of the control of

The course of the first following for principles of commons as a material for the first of the f

Comparisons among Aller the 2006 and piece yest data dismance lane with existing. The code and significant represent refinements in survey methodology from previous years, as well as modifications in the procedures for weighting and adjustment for mail flow underreports. These data may also reflect changes in the definitions of mail classifications.

Concordance of Appendix Tables

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Table A1-1
Total Domestic Mail
Originating in Households and Nonhouseholds
Postal Fiscal Years 1987, 2000 and 2001

	Pélicent	age of Total Dome	estic Mail	Pieces Pe	r Household	Per Week
H. Amerikan	157:5	2000	2001	1987	2000	2001
Household-to-household	4.8	3.6	3.8	1.6	1,4	1.4
Household-to-nonhousehold	6.4	7.6	7.3	2.1	2.9	2.8
Nonhousehold-to-household	55.5	65.4	64.7	18.5	23.4	24.2
Federal government-to-household O	1.1	1.0	0.7	0.4	0.4	0.4
Unknown incoming ②	0.3	-	0.6	0.1	-	0.2
Unknown outgoing ②	1.0	-	0.8	0.3	-	0.3
Total Household Mail	69.1	76.6	77.0	23.0	28.1	29.3
Nonhousehold-to-nonhousehold	30.9	23.4	22.1	-	-	-
Total	100.0	100.0	100.0	-	-	-

① State Government included in Nonhousehold-to-household mail.

Note: Total Household Mail includes summation of Household-to-household, Household-to-nonhousehold, and Nonhousehold-to-household. Percentages may not sum to 100 due to rounding.

These volumes are not included in Table 1.1; therefore total Pieces per Household Per Week presented here will differ from Table 1.1.

Table A1-2
Mail Received by Households ①
by Class
Postal Fiscal Years 1987, 2000, and 2001

	i en en c	Total Pieces	Per Week	Piaces Pa	r Household	Par Week
	190.87	2000	2001	1987	2000	2001
First ①	42.1	41.3	41.4	8.64	10.58	11.18
Periodicals	8.2	5.2	5.1	1.69	1.32	1.37
Standard Mail (A)	47.6	49.9	50.5	9.77	12.75	13.64
Package Services	0.3	0.4	0.3	0.06	0.11	0.08
Government	1.8	3.2	2.7	0.36	0.83	1.02
Total	100.0	100.0	100.0	20.52	25.59	27.29

Olncludes priority mail

Table A1-3 Total Mail ①Overview: Content of Mail Received by Households (Percentage of Pieces) Postal Fiscal Years 1987, 2000 and 2001

Content	1987	2000	2001
non-advertising	***************************************	E. V. C. BANKETS AND STREET	
Personal	7.5	5.1	5.6
Bills ②	12.5	11.0	11.4
Financial Statements	4.2	4.3	4.8
ADVERTISING			
First-Class advertising only	4.7	6.7	7.0
First-Class advertising enclosed	5.5	10.9	12.0
First-Class business invitations announcements	1.2	1.5	1.6
First-Class requests for donations	0.4	0.7	0.5
Standard Mail (A) advertising	30.7	35.3	33.7
Standard Mail (A) requests	0.5	0.5	0.6
Standard Mail (A) nonprofit advertising	2.4	4.4	1.6
Standard Mail (A) nonprofit requests	3.2	3.8	2.7
Total Advertising With Request For Donations (not including Periodicals)	48.6	67.7	59.7
Total Advertising Without Request For Donations (not including Periodicals)	44.5	58.8	56.4
Newspapers	2.9	1.8	1.3
Magazines	4.7	4.5	3.9
Total Advertising (including Periodicals)	56.2	74.0	64.9
OTHER:		·	
Other Standard Mail (A) ③	6.7	3.6	4.5
Other Standard Mail (A) nonprofit ③	3.7	2.0	1.5
Federal Government	1.7	1.0	0.9
International	0.5	0.2	0.1
Other Other	12.5	11.3	12.8
Total 🕲	105.5	112.5	106.5
Pieces per household per week ©	20.5	23.4	24.3

- 1 Does not include packages.
- 2 Includes credit card statement/bill.
- 3 Request for donations is now a separate category under advertising.
- Mostly other First-Class.
- ⑤ Equals more than 100% because First-Class advertising enclosed is counted twice..
- © First-Class advertising enclosed is only counted once..

Appendix A2: First-Class Mail

Table A2-1
First-Class Mail Contents of Mail Received by Households
Postal Fiscal Years 1987, 2000 and 2001

Content	Perce Receive	nt of Tota		Pieces F	er House Week	hold Per
		2000	57.00 C 37.00	1987	2000	2001
Personal:				1000 1000 1000 1000 1000 1000 1000 100	100000 TO THE OWN	
Holiday card	3.2	1.7	2.1	0.55	0.44	0.55
Other greeting cards	1.7	1.2	1.0	0.29	0.31	0.26
Letter	2.7	1.3	1.3	0.46	0.33	0.34
Package	0.1	0.2	0.1	0.01	0.02	0.02
Invitations	0.7	0.5	0.4	0.12	0.13	0.12
Announcements	0.2	0.2	0.1	0.03	0.04	0.03
Other personal	0.5	0.3	0.2	0,09	0.09	0.06
Total Personal	9.1	5.1	5.2	1,55	1.36	1.38
Business or Nonfederal Government:						
Advertising Only	5.2	6.7	7.7	0.89	1.75	2.03
Notice of order	1.4	1.4	1.7	0.23	0.37	0.46
Bill/invoice/premium*	14.7	11.1	12.6	2.52	2.88	3.30
Financial statement	5.0	4.3	5.3	0,87	1.13	1.39
Payment	1.9	1.0	1.2	0.32	0.27	0.31
Rebate	0.1	0.1	0.1	0.01	0.03	0.03
Greeting card	0.3	0.3	0.4	0.05	0.09	0.10
Invitation or announcement	1.5	1.5	1.8	0.26	0.40	0.47
Sweepstakes	0.1	0.0	0.0	0.01	0.00	0.00
Receipts for direct deposit	0.0	0.0	0.0	0.01	0.00	0.00
Insurance policy	0.2	0.2	0.3	0.03	0.08	0.07
Tax forms	0.0	0.2	0.2	0.01	0.07	0.06
Other business or government	6.7	2.7	2.1	1.14	0.55	0.55
Packages	0.1	0.2	0.2	0.02	0.03	0.04
Total Business or Government	37.2	29.2	33.5	6.37	7.65	8.81
Social/Charitable/Political/Nonprofit:						
Announcement/meeting	1.3	1.3	1.2	0.22	0.34	0.32
Request for donation	0.4	0.7	0.6	0.07	0.18	0.16
Confirmation of donation	0.2	0.5	0.3	0.03	0.14	0.07
Bill/invoice/premium	0.3	0.5	0.1	0.04	0.12	0.04
Educational acceptances	0.1	0.0	0.0	0.02	0.00	0.00
Other social/charitable/political/nonprofit	1.2	0.6	0.5	0.20	0.15	0.13
Total Social/Charitable/Political/Nonprofit	3.5	3.5	2.7	0.58	0.93	0.72
Don't know/No answer	0.6	2.4	0.7	0.11	0.62	0.20
Total Mail Received by Households	50.4	40.2	42.1	8.61	10.56	11.08

^{*} Includes credit card statement/bill.

Note: Totals may not add due to rounding. Mean Totals appearing here differ from Table 2.3 & 2.4 due to the addition of packages.

Table A2-2
First-Class Mail Received -- Content by Quarter
(Pieces Per Household Per Week)
Postal Fiscal Years 1987, 2000 and 2001

		otal Parson	0.00000	Total Bu	siness or N Povernmer	
	987	2000	2001	1987.	2000	2001
Quarter One	2.42	2.25	2.76	6.49	7.21	8.47
Quarter Two	1.56	0.73	0.95	6.38	5.75	9.78
Quarter Three	1.16	0.99	0.94	6.56	7.50	8.46
Quarter Four	1.04	0.98	0.79	6.00	8.04	8.32

^{*} Includes credit card statement/bill.

Table A2-3

First-Class Demographics -- Pieces Received Per Household Per Week
Postal Fiscal Years 1987, 2000 and 2001

E A CONTRACTOR DE LA CO		#s 2000 s	2001
< \$7K	4,3	5.3	5.3
\$7K - \$9.9K	5,5	5.9	6.5
\$10K - \$14.9K	6,2	7,0	6.5
\$15K - \$19.9K	7.3	7.7	8.1
\$20K - \$24.9K	7,5	9.0	8.3
\$25K - \$29.9K	8,5	9.4	8.9
\$30K - \$34.9K	9.8	9.4	8.9
\$35K - \$49.9K	10,4	10.5	10.2
\$50K - \$64.9K	12.6	11.1	12.7
\$65K - Over	15.7	15.1	14.6
		2(0)(0)0	2001
18 - 24	4,9	5.5	6.5
25 - 34	7,3	8.7	9.4
35 - 44	9.6	11,1	11,1
45 - 54	10.4	12,0	12,9
55 - 64	9.9	12.0	12.5
65 - 69	8,5	11.4	13.6
170+	7.6	10.2	10.7
		#0[e]e]e]	200
< 8th grade	5.4	6.8	8.4
Some high school	6.5	7.9	8.3
High school	7.4	8.6	9.7
Some college	8.5	10.5	10.4
Technical school	8.2	10.7	11.0
College		12.2	12.5
Post graduate	14.6	14.1	13.3
第二十分第四十分的 1985年 1	医海绵织		2(0)6
One-person household	5.5	7.3	7.3
Male	5.2	6.8	6.3
Female	5.6	7.6	8.2
One adult + minors O	5.2	11.4	11.5
Male Φ	3.9	11.8	11.9
Female 0	5.3	9.1	9.2
on a complete and the property of the property	1. 1. 14 16s	7.6(6)0	200
Without children	9.4	10.2	10.4
One-earner	9.2	8.7	8,7 12 1
Two-earner	9.7 9.6	11.3	11.5
With children	9,6	11,4	
One-earner	/	8,8	9.5 12.7
wo-earner	10.3	12.6	14./

Service Servic	1987	2000	2001
White collar professional	10.4	13.5	12,8
White collar sales/clerical	7.7	10.9	10.2
Blue collar craftsmen/mechanic	6.2	10.2	10.1
Service Worker	6.3	8.5	9.4
Other employed ①	6.3	10.2	9.8
Homemaker	8	8.7	8.3
Student ①	8.1	5.2	9.1
Retired	7.8	10.6	11.8
Type of Dwelling	1987	#X2000	2001
Single-family house	<u> </u>	1,1.5	12.6
Multi-family house	1,2	/,6	8.7
Apartment		0.7	7./
Mobile house	3.8	3.7	8.6
Number of Adults	1987	2000	Z <u>UU</u> I.
	5,4	7,5	/, 5,
4	1 11	11.3	12.7
\(\lambda \)	115	158	15.7
4+	1 1.3	L 1 J.7	10.0

 $\boldsymbol{\Phi}$ Fluctuations may be due to small sample sizes.

Note: 2000/2001 Estimates for Income Levels \$25K-\$29,9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

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

Table A2-4
Use of First-Class Advertising-Only Mail -- by Industry
Postal Fiscal Years 1987, 2000 and 2001

				k (N. S. S.)		(18.8° 34.6°			
	Peren	÷ į ir ir	r g Kar					Early.	44.41
	. Adva	ที่เสนให	i V					an lee	
								(20)	
	987	2000	2001/1	1987	2000	200		7000 :	200
Financial:									
Credit Card	7.0	20.0	21.5	0.4	3.3	4.0	0.1	0.4	0.4
Bank	7.0	5.8	5.7	0.4	1.0	1.1	0.1	0.1	0.1
Securities	5.4	2.2	1.7	0.3	0.4	0.3	0.0	0.0	0.0
Money Market	0.2	0.3	0.3	0.0	0.1	0.1	0.0	0.0	0.0
Insurance	7.8	4.9	5.0	0.4	8.0	0.9	0.1	0.1	0.1
Mortgage	3.7	2.6	2.9	0.2	0.4	0.5	0.0	0.1	0.1
Other Financial	1.1	0.6	0.6	0.1	0.1	0.1	0.0	0.0	0.0
Total Financial	32.2	36.4	37.7	1.7	2.8	6.9	0.3	0.7	0.8
Merchants:									
Supermarkets	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Depriment Store	7.0	8.1	3.8	0.4	1.4	0.7	0.1	0.1	0.1
Mail Order	8.5	10.4	6.9	0.4	1.7	1.3	0.1	0.2	0.1
Specialty Store	9.3	6.2	9.6	0.5	1.0	1.8	0.1	0.1	0.2
Publisher	10.8	6.8	6.8	0.6	1.1	1.3	0.1	0.1	0.1
Land Promotion	3.8	0.9	4.4	0.2	0.1	0.8	0.0	0.0	0.1
Restaurant	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Consumer packaged goods	1.0	0.8	1.0	0.1	0.3	0.3	0.0	0.0	0.0
Auto dealers	2.2	1.3	1.3	0.1	0.2	0.2	0.0	0.0	0.0
Service stations	0.1	0.3	0.3	0.0	0.1	0.1	0.0	0.0	0.1
Other Merchants	3.2	5.6	1.0	0.2	0.9	0.5	0.0	0.1	0.2
Total Merchants	46.1	38.0	35.4	2.4	6.2	7.0	0.4	0.7	0.9
Services:									
Telephone	1.9	3.4	2.8	0.1	0.6	0.5	0.0	0.1	0.1
Other utility	0.7	0.6	3.3	0.0	0.1	0.6	0.0	. 0.0	0.1
Medical	1.7	1.5	1.2	0.1	0.2	0.2	0.0	0.0	0.0
Other professional	1.7	0.9	1.8	0.1	0.2	0.3	0.0	0.0	0.0
Leisure service	7.7	4.7	2.2	0.4	0.8	0.4	0.1	0.1	0.0
Cable TV	0.8	1.0	4.7	0.0	0.2	0.9	0.0	0.0	0.1
Computer	0.6	1.8	1.6	0.0	0.3	0.3	0.0	0.0	0.0
Craftsman	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Services	2.9	4.5	1.7	0.1	0.7	0.3	0.0	0.1	0.0
Total Services	17.5	18.4	19.2	0.9	3.1	3.5	0.2	0.3	0.4
Nonfederal government	1.0	0.3	0.5	0.0	0.1	0.1	0.0	0.0	0.0
Social/Charitable/Political/Nonprofit	0.0	1.7	1.1	0.0	0.3	0.2	0.0	0.0	0.0
Don't Know/No Answer	3.2	1.1	0.8	0.2	0.2	0.1	0.0	0.0	0.0
Total Advertising-Only Mail Received by Households	100.0	100.0	100.0	5.2	12.7	17.4	0.9	1.8	2.1

Table A2-5
Percentage of First-Class Mail Containing Advertising by Household Income
(Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001

	or sales and the	च्चेत्रास्थर ा नवस्थरास्थ	
THE PARTY OF THE STREET OF THE	1. 1987	2000 ale	
< \$7K	18.6	27.9	29.1
\$7K - \$9.9K	21.1	26.7	34.6
\$10K - \$14.9K	25.5	31.6	32.9
\$15K - \$19.9K	23.4	27.8	35.2
\$20K - \$24.9K	24.3	34,2	36.8
\$25K - \$29.9K	25.5	31.9	37.2
\$30K - \$34.9K	27.0	32.5	37.2
\$35K - \$49.9K	29.5	33.9	34.2
\$50K - \$64.9K	29.4	32.7	37.0
\$65K - \$79.9K	29.9	34.6	36.1
\$80K - \$99.9K	33.3	34.0	38.3
\$100K+	31.6	34.0	37.5

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

Table A2-6
First-Class Mail Usage of Reply Envelopes -- by Industry
(Percentage of Pieces)

Postal Fiscal Years 1987, 2000 and 2001

	and the service of	BRM	Section 18		CRM	7 10 10 10 10 10 10 10 10 10 10 10 10 10		Salekeiaky.	
through an experience and using	1987	2000	2001	1987	2000	2001	1987	2000	20014
Financial:									
Credit Card	12.2	.29.1	33.2	14.0	17.6	20.5	13.7	20.9	23.9
Bank	10.5	5.8	8.0	5.5	5.7	6.0 _	6.8	5.7	6.5
Securities	9.5	6.2	5.6	1.4	1.9	1.7 _	3.1	3.1	2.7
Money Market	1.1	8.0	0.8	0.2	0.2	0.3	0.4	0.4	0.4
Insurance	13.0	7.0	7.1	9.5	8.4	7.6	10.3	8.0	7.4
Mortgage	1.6	1.0	1.1	0.4	1.3	1.6	0.6	1,2	1.5
Other Financia	1.4	1,5	0.8	0.4	0.7	0.5	0.6	1.0	0.6
Total Financial	49.3	51.4	56.6	31.4	35.8	38.2	35.0	40.3	43.1
Merchants:									
Supermarkets	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Depriment Store	3,7	3.1	0.8	9.4	4.5	1.1	8.1	4.2	1.0
Mail Order	4.6	4.5	3.2	2.3	4.5	4.4	2.6	4.5	4.1
Other Store	1.2	0.7	3,5	1.8	1.0	3.1 _	1,6	0.9	3.2
Publisher	8.2	6.3	2.0	6.8	4.9	2.1	7.0	5.3	2.1
Land Promotion	0.5	0.5	5.2	0.1	0.2	3.0	0,2	0.3	3.6
Restaurant	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Consumer packaged goods/manufacturers	0.7	1.6	1.7	0.1	1.3	1,5	0.2	0.9	1.5
Auto dealers	0.3	0.2	0.3	0.0	0.2	0.1	0.1	0.2	0.1
Service stations	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0
Other Merchants	0.8	1.4	0.4	0.7	0.5	0.1	0.7	0.7	0.2
Total Merchants	21.1	18.4	17.2	21.2	17.2	15.4	21.2	17.0	15.9
Services:						<u> </u>			
Telephone	3.6	2.7	1.0	11.8	12.4	3.3	10.3	9,7	2.7
Other utility	3.1	2.7	2.4	14.4	10.7	13.1	12.1	8.5	10.3
Medical	3.8	2.1	2.4	8.6	7.6	10.2	7.6	6.1	8.1
Other professional	1.0	0.8	2.5	0.4	0.4	5.8	0.6	0.5	4.9
Leisure service	1.6	1.0	0,9	0.7	0.7	0.5	0.9	0.8	0.6
Cable TV	0.5	0.7	1.7	3.5	4.9	1.6	2.9	3.8	1.6
Computer	0.1	0.7	1.0	0.0	0.3	3.5	0.0	0.4	2.8
Craftsman	0.1	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0
Other services	1.8	2.9	0.8	1.0	2.1	0.5	1.2	2,3	0.6
Total Services	15.6	13.6	12.5	40.5	39.1	38.4	35.5	32.1	31.5
Nonfederal government	10.0	1.2	1.1	2.1	1.9	1.3	2.2	1.7	1.2
Social/Charitable/Political/Nonprofit	2.6	9.2	4.0	3.6	5.6	3.0	5.0	6.5	3.3
Don't know/No answer	1,4	0.8	6.2	1,2	0.5	3.3	1,2	0.5	4.1
Total Nonhousehold Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces per household per week	0.5	1.0	1.0	2.1	2.6	2.9	2.7	3.6	4.0

Table A2-7
First-Class Mail -- Enclosure of Reply Envelopes -- by Content
(Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001

Industry:	建设建筑建筑 。	BRM			CRM =			Sielukisis (VA)	An Essa
Industry	0.1987 ···	2000	2001	1987			1987		
Business or Nonfederal Government:			<u>- Lungia in Caranta de la Caranta de la Caranta de la Caranta de la Caranta de la Caranta de la Caranta de la</u>	<u> </u>					
Advertising Only	33.7	44.1	48.9	5.2	6.9	5.7	11.0	17.2	16.6
Notice of Order	3.0	2.3	2.4	1.6	1.1	1.2	2.0	1.4	1.5
Bill/invoice/premium*	19.0	17.0	19.5	75.3	75.1	80.6	63.2	59.3	65.2
Financial Statement	6.4	6.7	8.0	3.2	3.7	4.2	4.0	4.6	5.1
Payment	1.54	0.4	0.7	0.4	0.3	0.6	0.8	0.4	0.6
Rebate	0.1	0.1	0.1	0.0	0.1	0.0	0.0	0.1	0.1
Greeting Card	0.6	- 1.4	0.9	0.1	0.3	0.4	0.2	0.6	0.5
Invitation	4.7	5.7	4.3	0.6	0.8	0.8	1.5	2.2	1.7
Other business or nonfederal government	20.9	10.5	6.6	10.0	2.3	1.9	12.2	4.5	3.1
Total Business or Nonfederal Government	89.9	88.2	91.4	96.4	90.6	95.3	95.1	90.3	94.4
Social/Charitable/Political/Nonprofit						•	•	4.,,,,,	4
Announcement/meeting	1.8	1.6	1,4	0.5	0.8	0.8	0.9	1.0	1.0
Request for donation	4.4	5.5	5.3	1.2	3.0	2.5	1.8	3.6	3.2
Confirmation of donation	0.5	0.7	0.7	0.2	0.5	0.5	0.3	0.5	0.5
Bill/invoice/premium	0.4	1.1	0.4	0.9	2.9	0.6	0.8	2.3	0.5
Other social/charitable/political/nonprofit	3.2	1.1	0.8	0.8	0.5	0.4	1.3	0.7	0.5
Total Social/Charitable/Political/Nonprofit	10.2	10.0	8.6	3.6	7.7	4.7	4.9	8.1	5.7
Don't know/No answer	0.0	1.8	6.5	0.0	1.7	3.2	0.0	1.6	4.1
Total Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	0.5	1.0	1.0	2.1	2.6	2.8	2.7	3.6	3.8

^{*}Includes credit card statement/bill.

Table A2-8
First-Class Mail -- Industry Usage of Reply Envelopes
(Percentage of Pieces From Each Industry That Contain Reply Mail)
Postal Fiscal Years 1987, 2000 and 2001

	O.	D. S. Cont.	15	Š	alwa awali	1	2	To the New York of the Party of		(d)	Port Striow	
(Hanpu)	1987	2000	2001	1987 2000	2000	3.40	7861	2000	100	1861	No Answer 1987 2000 200	2001
Financial:												
Credit Card	13.0	29.5	29.0	59.2	46.2	50.1	20.9	21.7	18.9	7.0	2.5	2.0
Bank	5.3	5.7	7.2	11.1	14.6	15.4	75.3	76.8	74.7	8,3	2.8	2.7
Securities	18.2	13.8	12.2	10.4	10.7	10.5	64.8	70.3	75.1	6.7	5.2	2.2
Money Market	24.2	16.0	13.1	15.2	12.9	14.7	54.4	9.89	71.3	6.2	2.5	1.0
Insurance	10.2	0.6	9.3	29.6	28.1		50.6	59.8	59.3	9.5	3.]	2.5
Mortgage	8.9	7.8	7.5	0.6	26.2	36.8	72.6		53.5	9.6	2.8	2.2
Total Financial	6.7	14.6	15.2	24.4	26.4	29.0	57.6	56.0	53.5	8.2	3.1	2.4
Merchants:												
Depriment Store	5.4	9.8	10.8	54.4		45.3	33.4	49.4	40.8	6.9	3.5	3.1
Mail Order	15.1	12.7	13.7	30.4	32.8	57.4	46.8	40.3	26.7	7.7	14.3	2.3
Other Store	3.0	3.4	16.0	18.4	13.7	41.1	73.1		40.8	5.5	3.9	2.2
Publisher	15.1	21.3	12.5	44.4	43.2	44.5	32.2	31.5	40.8	8.2	4.0	2.2
Land Promotion	6.2	14.2	21.4	5.7	17.3	54.6	78.0	63.7	20.8	10.2	4.8	3.2
Restaurant	12.3	0.9	7.5	0.0	16.1	19.0	74.8	72.9		12.9	5.0	2.6
Consumer packaged goods/manufacturers	8.8	7.9	6.6	5.0	22.3	26.3	67.0	59.8	58.7	19.3	10.0	5.1
Auto dealers	3.5	6.9	8.7	2.6	6.0	7.1	86.9	82.9	82.1	7.0	4.1	2.1
Service stations	0.7	3.8	4.8		14.5	17.1	84.2	79.3	77.0	3.6	2.4	1.2
Total Merchants	8.8	10.4	13.0	35.2	39.9	47.0	47.8	44.2	37.2	8.1	5.5	2.8
Services:												
Telephone	5.1	5.7	6.2	67.7	69.2	58.4	17.1	21.8	31.8	10.0	3.3	3.8
Other utility	3.3	6.3	4.4				28.7	26.7		8.0	2.6	2.1
Medical		4.0	5.2	38.2	37.6	64.9	49.6	54.6	27.1	8.0	3.8	2.9
Other professional		7.6		~1	11.3	40.4	72.3	78.8	50.5		2.3	
Leisure service	5.8	5.9	~ /		11.5	12.6		79.9		9.5	2.7	2.8
Cable TV		4.5	10.9	63.3	76.5	30.2	24.8	15.8	56.4	9.7	3.2	
Computer		11.1	6.8	9.9	12.6	76.2	80.1	72.8	16.1	9.3	3.5	1.0
Craftsman	2.7	4.0	3.8	14.2	11.6	16.3	66.4	9,98	62.6	16.7	5.6	5.2
Total Services		6.5	6.2	45.9	37.6	52.7	40.5	52.8	38.2	9.5	3.1	2.9
Nonfederal government	4.2	3.4		13.3	14.3	12.0	74.9	77.9	81.7	7.6	4.4	3.0
Social/Charitable/Political/Nonprofit	9.1	11.2	9.3	13.0	17.8	21.0	64.3	65.6	66.1	13.7	5.4	3.7
Total Nonhousehold Mail Received	7.7	10.1	11.9	30.5	26.4	35.2	52.3	48.8	49.9	9.6	14.7	3.1
Pieces per household per week	0.5	1.0	1.0	2.1	2.6	2.8	3.6	3.6	4.0	0.7	0.5	0.2

Table A2-9
First-Class Mail -- Industry Mail to Households
Postal Fiscal Years 1987, 2000 and 2001

	E PERMITTE					An an included the second
						* (7 · · · ·
						and the second
Financial:	a project de la constantina del constantina de la constantina de la constantina de la constantina de la constantina de la constantina del constantina de la constantina de la constantina de la constantina de la constantina de la constantina de la constantina de la constantina de la constantina de la constantina de la constantina de la constantina de la constantina de la constantina de la	(Carinia), respir edical freelikaria (c.)	Marie son, v sentrepolita Artheresia	Allainia (Anna ag Mallain mar Farrait) - ann ar Ar		
Credit Card	2.9	4.0	4.9	0.50	0.99	1.21
Bank	6.2	4.1	4.8	1.06	1.02	1.17
Securities	1.6	1.8	2.0	0.28	0.45	0.49
Money Market	0.1	0.2	0.3	0.02	0.05	0.06
Insurance	3.9	3.2	3.3	0.68	0.78	0.80
Mortgage	0.6	0.5	0.7	0.10	0.13	0.17
Other financial	0.5	0.5	0.3	0.08	0.12	0.08
Total Financial	15.8	14.3	16.2	2.72	3.54	3.98
Merchants:						
Supermarkets	0.0	0.0	0.0	0.00	0.00	0.00
Depriment Store	2.1	1.3	0.5	0.37	0.32	0.13
Mail Order	0.9	1.4	1.3	0.16	0.35	0.31
Other Store	1.2	0.8	1.2	0.21	0.20	0.30
Publisher	1.9	1.2	1.0	0.33	0.30	0.25
Land Promotion	0.3	0.1	0.9	0.05	0.03	0.21
Restaurant	0.0	0.0	0.0	0.00	0.00	0.00
Consumer packaged goods/manufacturers	0.3	0.0	0.9	0.04	0.08	0.22
Auto dealers	0.2	0.1	0.2	0.04	0.02	0.04
Service stations	0.0	0.0	0.1	0.00	0.01	0.01
Other Merchants	0.5	0.5	0.1	0.08	0.07	0.04
Total Merchants	7.4	5.6	6.2	1.28	1.38	1.50
Services:						
Telephone	2.2	1.9	0.8	0.37	0.46	0.19
Other utility	3.0	1.7	2.3	0.51	0.43	0.56
Medical	2.8	2.1	2.1	0.47	0.52	0.51
Other professional	0.5	0.4	2.0	0.09	0.10	0.48
Leisure service	0.9	0.7	0.6	0.15	0.16	0.14
Cable TV	0.7	0.7	0.8	0.12	0.17	0.20
Computer	0.1	0.3	0.6	0.01	0.07	0.16
Craftsman	0.1	0.0	0.0	0.01	0.00	0.00
Other Services	0.8	1.2	0.4	0.14	0.30	0.10
Total Services	11.1	8.9	9.5	1.87	2.21	2.34
Nonfederal Government:						
Nonfederal government	2.0	1.4	1.3	0.34	0.34	0.32
Social/Charitable/Political/Nonprofit	3.4	3.3	2.0	0.59	0.81	0.49
Don't Know/No Answer	0.9	1.0	2.4	0.14	0.25	0.59
Total Nonhousehold Mail to Households	40.6	36.0	37.5	6.94	8.53	9.21

Note: Total means do not match Table 2.1 due to the exclusion of Federal Government Mail.

Table A2-10 First-Class Mail -- Bills and Statements Postal Fiscal Years 1987, 2000 and 2001

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を表現のできるからできる。 では、一般のでは、 では、 では、 では、 では、 では、 では、 では、	1 P	1			0:0		0	A. 15 P. P. P. L. L.				
(The Part of th			10101		LIBCES L		9		Olding		1 1050	
The state of the s		First-Class	55	House	Household per Week	r Week		HiratsClass		House	Household perweek	rweek
			8	**					ALC: A	Monte		
	1987	2000	1987 2000 2001		1 2000 2001	2001	1987	1987 - 2000 1 2001 1987 2000 1 200	2001	1987	72000	E 2001
(Financial:												
Credit Card	8	4.9	9	0	0	0 2	0	0	0	00	0	0.0
Bank	0	6	2.0	0.5	0.2	0.5	32	5.4	6.2	9	9.0	0.7
Securities	0	0	0,1	0.0	0'0	0.0	0.7	2.6	30	0	03	0.3
Money Market	0.0	0.0	0.0	00	0.0	0 0	0	0.3	0.4	0.0	0.0	0.0
Insurance	1.6	3.2	3.1	0.3	0.3	0.3	0.3	0.9	6'0	0.1	0.1	0.1
Mortgage	0.1	0.4	0.5	0.0	0.0	0.1	0.0	1 0.1	0.2	0.0	0'0	0.0
Other Financial	1.0	0.2	1.0.1	0.0	0.0	0.0	0.1	1 0.3	0.2	0'0	0.0	00
Total Financial	4.7	10.7	12.0	0.8	1,1	1.3	4.5	1 9.7	0.11	0.8	0'1	1.2
Merchants:												
Supermarkets	0'0 [0.0	0.0	0'0	0'0	0'0	0'0	0.0	0'0	0.0	0.0	0.0
Depriment Store	1,3	1.2	0.3	0.2	0.1	0.0	0.0	1.0	0'0	0.0	0.0	0.0
Mail Order	0.5	9.0	1.1.1	0.0	0.1	0.1	0.0	0.0	0'0	0.0	0'0	0.0
Other Store	0.4	1 0,4	0.5	1 0 1	0'0	0.1	0.0	0'0	0'0	0'0	0'0	0.0
Publisher	6'0	1.1	9.0	0.5	0.1	0.1	0.0	0'0']	0.0	0.0	0'0 [0'0
Land Promotion	0'0	1 0,1	0.7	0.0	0.0	0.1	0.0	0,0	0.0	0'0	0.0	0.0
Restaurant	0.0	0'0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Consumer packaged goods	0.0	0.2	0.5	0.0	0.0	0.1	0'0	0.0	0.0	0.0	0.0	0.0
Auto dealers	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Service stations	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Merchants	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Merchants	2.9	3.6	3.9	0.5	0.4	0.4	0	0.1	0.1	0'0	0.0	0.0
Services:												
Telephone	9.[3.3	1.0	0.3	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Other utility	2.4	3.4	4.0	0.4	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Medical	7.7	2.9	3.7	0.3	0.3	0.4	0.1	0	0.1	0.0	0.0	0.0
Other professional	_ - -	70	2.3	0.0	0.0	0.3	0.0	0:0	0.2	0.0	0.0	0.0
Leisure service		2	0.2	0.0	0	00	0		0	00	9	0.0
Cable TV	0.5	7	0.5	0	0	0.0	00	0.0		0	0	0.0
Computer	0		0.	0	0	0	0	000		0.0		0.0
Craftsman	0.0	0	0.0	0.0	0	0.0	0	0.0	0	00	0	0.0
Other Services	0.2	0	0.2	0.0	0	0.0	00	0	00	0	0.0	0.0
Total Services	6.7	120	12.8	7	<u>ر</u>	7.	0.5	0.5	0.5	0.0	0.0	0.0
Nonfederal agyernment	03	0.5	0.4	0	0.1		0	0.2	0.4	0'0	0.0	0.0
[Social/Charitable/Political/Nonprofit	0.2	0.1	0.5	0.0	0.1	0.1	0.0	0.1	0.2	0.0	0.0	0.0
Don't Know/No Answer	0.2	0.2	0.1	0.0	0.0	0.0	0.1	0	0	0.0	0.0	0.0
Total Bills or Statements Received by	14.9	22.2	29.7	2.6	2.9	3.2	5.0	10.4	12.3	6.0	1.1	1.3
Liousenolds									$\left[\right]$			

* Includes credit card statement/bill.

Note: Total means do not match Table 2.3 due to the exclusion of Federal Government Mail.

Table A2-11
Use of First-Class Business Invitations/Announcements Mail -- by Industry
Postal Fiscal Years 1987, 2000 and 2001

			xvæ 🚧 📆 🚎						
				Sanda and	way i Su	on a some body			
dron-to							15.7	X 1	
							1.0		
A SECURE AND A SECURE AND A SECURE ASSESSMENT							1000		
	400000000000000000000000000000000000000		a ka a ka a wa a wa a wa a wa a wa a wa	5000 200		Sec. 36.			
Financial:					12000		4987	2000	
Credit Card	3.6	T / 2	6.7		1 00		Г		
Bank	8.9	6.3	5.7	0.1	0.2	0.2	0.0	0.0	0.0
Securities	5.3	5.8	7.2	0.1	0.2	0.3	0.0	0.0	0.0
Money Market	0.1	6.3	6.0	0.1	0.2	0.3	0.0	0.0	0.0
Insurance	7.4	7.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Mortgage	2.5	2.0	10.0	0.1	0.3	0.4	0.0	0.0	0.0
Other financial	1.7	1.8	1.1	0.0	0.1	0.1	0.0	0.0	0.0
Total Financial	29.5	30.4	33.5	0.0	0.1	0.0	0.0	0.0	0.0
Merchants:	1 27.5	30.4	33.3	0.5	1.2	1.4	0.1	0.1	0.1
Supermarkets	0.0	0.0	0.0	0.0	0.0	1 00	100		
Depriment Store	2.8	1.9	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail Order	1.0	1.7	2.0	0.0	0.1	0.0	0.0	0.0	0.0
Other Store	4.6	2.4	2.0	0.0	0.1	0.1	0.0	0.0	0.0
Publisher	3.6	3.9	2.3	0.1	0.2	0.1	0.0	0.0	0.0
Land Promotion	0.9	0.5	2.3	0.0	0.0	0.1	0.0	0.0	0.0
Restaurant	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Consumer packaged goods/manufacturers	2.3	3.8	4.2	0.0	0.1	0.0	0.0	0.0	0.0
Auto dealers	0.6	0.5	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Service stations	0.3	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Other Merchants	4.1	3.7	0.8	0.1	0.1	0.0	0.0	0.0	0.0
Total Merchants	20.4	18.8	15.7	0.3	0.6	0.6	0.1	0.1	0.0
Services:						<u> </u>		0.1	0.0
Telephone	2.6	0.9	1.8	0.0	0.0	0.1	0.0	0.0	0.0
Other utility	1.6	1.9	2.5	0.0	0.1	0.1	0.0	0.0	0.0
Medical	11.0	10.3	4.0	0.2	0.4	0.2	0.0	0.0	0.0
Other professional	5.2	5.7	10.9	0.1	0.2	0.5	0.0	0.0	0.1
Leisure service	9.9	4.2	4.7	0.2	0.2	0.2	0.0	0.0	0.0
Cable TV	0.3	0.8	4.3	0.0	0.0	0.2	0.0	0.0	0.0
Computer	0.9	1.4	1.0	0.0	0.1	0.0	0.0	0.0	0.0
Craftsman	0.5	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Other Services	4.9	6.0	1.6	0.1	0.2	0.1	0.0	0.0	0.0
Total Services	36.9	31.2	30.8	0.6	1.2	1.3	0.1	0.1	0.1
Nonfederal government	9.7	8.0	7.3	0.2	0.3	0.3	0.0	0.0	0.0
Social/Charitable/Political/Nonprofit	0.0	3.5	7.6	0.0	0.1	0.3	0.0	0.0	0.0
Don't Know/No Answer	3.5	0.8	1.1	0.1	0.0	0.0	0.0	0.0	0.0
Total Business Invitations/Announcements	100.0	100.0	100.0	1.5	3.4	4.0	0.3	0.3	-
Mail Received by Households			1.00.0		U.7	7.0	0.3	0.5	0.3

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Table A2-12
Use of First-Class Advertising-Enclosed Mail①-- by Industry
Postal Fiscal Years 1987, 2000 and 2001

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	s Propis								
			24.2						
	1787		2001	(987		Line	. Zu.		
Financial:								W out to the same of the second	
Credit Card	18.3	21.5	22.7	1.3	2.8	4.2	0.22	0.29	0.79
Bank	11.7	10.4	8.2	0.8	1.4	1.5	0.14	0.14	0.28
Securities	4.2	4.3	2.8	0.3	0.6	0.5	0.05	0.06	0.09
Money Market	0.8	0.7	0.5	0.0	0.1	0.1	0.01	0.01	0.01
Insurance	4.2	4.4	4.3	0.3	0.6	0.8	0.05	0.06	0.15
Mortgage	0.8	0.9	2.1	0.0	0.1	0.4	0.01	0.01	0.07
Other Financial	5.8	0.7	0.5	0.0	0.1	0.1	0.07	0.01	0.01
Total Financial	40.0	42.9	41.1	2.8	5.7	7.6	0.48	0.58	1.40
Merchants:							· · · · · · · · · · · · · · · · · · ·		
Supermarkets	0.0	0.0	0.0	0.0	0.0	0.0	0.00	0.00	0.00
Deprtment Store	14.2	6.9	2.8	1.0	0.9	0.5	0.17	0.09	0.09
Mail Order	2.5	2.3	6.4	0.2	0.3	1.2	0.03	0.03	0.22
Other Store	2.5	1.6	6.3	0.2	0.2	1.2	0.03	0.02	0.21
Publisher	5.0	3.0	4.7	0.4	0.4	0.9	0.06	0.04	0.16
Land Promotion	0.0	0.3	3.4	0.0	0.0	0.6	0.00	0.00	0.11
Restaurant	0.0	0.3	0.2	0.0	0.0	0.0	0.00	0.00	0.00
Consumer packaged goods	0.0	1.3	2.6	0.0	0.0	0.5	0.00	0.04	0.08
Auto dealers	0.0	0.1	0.8	0.0	0.1	0.1	0.00	0.02	0.02
Service stations	0.0	0.1	0.2	0.0	0.0	0.0	0.00	0.00	0.00
Other Merchants	0.8	1.3	0.6	0.1	0.2	0.1	0.01	0.01	0.02
Total Merchants	25.8	17.2	27.9	1.8	2.2	5.1	0.31	0.25	0.91
Services:	***************************************		<u></u>						
Telephone	8.3	10.4	2.9	0.6	1.4	0.5	0.10	0.14	0.10
Other utility	8.3	7.1	6.6	0.6	0.9	1.2	0.10	0.10	0.05
Medical	1.7	1.3	3.0	0.1	0.2	0.6	0.02	0.02	0.05
Other professional	1.7	0.5	1.5	0.0	0.1	0.3	0.02	0.01	0.12
Leisure service	0.0	1.8	1.6	0.1	0.2	0.3	0.00	0.02	0.05
Cable TV	4.2	4.7	3.6	0.3	0.6	0.7	0.05	0.06	0.12
Computer	0.0	0.4	2.4	0.0	0.1	0.4	0.00	0.01	0.08
Craftsman	0.0	0.0	0.0	0.0	0.0	0.0	0.00	0.00	0.00
Other Services	0.8	2.2	1.2	0.1	0.3	0.2	0.01	0.03	0.04
Total Services	25.0	28.4	22.8	1.7	3.8	4.2	0.30	0.39	0.61
Nonfederal government	0.8	1.1	0.6	0.1	0.1	0.1	0.01	0.01	0.02
Social/Charitable/Political/Nonprofit	7.5	9.8	2.0	0.5	1.3	0.4	0.09	0.13	0.07
Don't Know/No Answer	0.8	0.7	3.5	0.1	0.1	0.6	0.01	0.01	0.12
Total Advertising Enclosed							,		
Mail Received by Households	100.0	100.0	100.0	7.0	13.0	18.0	1.20	1.32	3.13
O Doos not include advertising mail	-				<u> </u>	t	L	·	

① Does not include advertising mail.

Table A2-13
First-Class Mail -- Interest in Nine Activities
(Percentage of Households Which Enjoyed these Activities Very Much or Quite a Bit)
Postal Fiscal Years 1987, 2000 and 2001

Zenviy,	1987	2000	ZANE S
Watching Television	61.7	61.2	62.8
Reading Books, Magazines	66.1	73.0	75.5
Visiting with Friends	67.8	79.0	81.0
Writing Letters	27.1	38.5	39.9
Reading Newspapers	65.7	63.2	62.6
Reading Cards and Letters	69.5	68.8	69.9
Telephoning Family and Friends	62.8	79.5	80.8
E-mailing via the Internet*	N/A	39.7	44.6
Shopping via the Internet*	N/A	7.8	10.6

^{*}Added in Postal Fiscal Year 2000

Table A2-14

First-Class Mail Received -- by Number of Financial Accounts and Insurance Policies
Postal Fiscal Years 1987, 2000 and 2001

		None	gr vi	Sep 1	.ow (1-5	i) 10 (21)	Me	dium (é	5-9)	િ⊹ Hi	gh (10	+): 76.1
A STATE OF THE PARTY OF THE PAR	1987	2000	2001	1987	2000	2001	1987	2000	2001	1987	2000	2001
Pieces per household per week	3.2	6.2	8.6	5.6	7.4	8.5	8.5	10.8	10.4	12.4	13.6	14.4

Table A2-15

First-Class Mail Received -- by Number of Credit Cards
Postal Fiscal Years 1987, 2000 and 2001

			-4 6 (1)		Low (1-3		Maria Maria	edium (4-	7)		High (8+)	
	. \$4 : ;/	A9(0)0	2001	1987	2000	2001	1987	2000	2001	1987	2000	2001
Pieces per Household per Week	4.8	6.5	6.8	7.3	9.3	10.3	9.9	11.3	13.0	13.2	13.9	15.3

Table A2-16

First-Class Mail Receipt -- Content by Age of Head of Household
(Pieces Per Household Per Week)

Postal Fiscal Years 1987, 2000 and 2001

o original and the second of the second or original and the second or or or or or or or or or or or or or	200	18-21			22 - 24		of the Son	25 - 34			35 - 44	9
	1987	2000	2001	1987	2000	2001	1987	2000	2001	1987	2000	2001
Personal	1.6	0.4	0.7	0.8	0.1	0.6	1.2	0.9	1.0	1.5	1.3	1.2
Business or Nonfederal Government:										·		
Advertising	0.4	0.9	1.1	0.3	1.1	1.5	0.7	1.4	1.8	1.0	1.9	2.0
Invitation/Announcement	0.1	0.2	0.1	0.1	0.3	0.3	0.2	0.4	0.4	0.3	0.4	0.5
Bill*	1.5	1.9	1.9	1.8	1.7	3.0	2.6	2.8	3.3	3.0	3.5	3.6
Financial Statement	0.6	0.3	0.4	0.4	0.3	0.7	0.6	0.9	1.2	1.0	1.2	1.4
Other	0.7	0.4	0.2	1.0	0.5	0.3	1.5	0.6	0.5	1.9	0.8	0.5
Total Business or Nonfederal Government	3.3	3.7	3.7	3.6	3.9	5.8	5.6	6.1	7.1	7.2	7.7	7.9
Social/Charitable/Political/Nonprofit	0.3	0.4	0.2	0.3	0.4	0.4	0.5	0.6	0.5	0.8	0.9	0.7
Total	5.3	4.5	4.6	4.7	4.4	6.7	7.3	7.6	8.5	9.7	9.9	9.9

		45 - 54			55 - 64			<mark>65 - 6</mark> 9		料中的	70 +	
	1987	2000	2001	1987	2000	2001	1987	2000	2001	1987	2000	2001
Personal	1.8	1.3	1.4	1.8	1.5	1.5	1.7	1.9	2.3	1.9	1.8	1.7
Business or Nonfederal Government:								<u> </u>				
Advertising	1.1	2.2	2.6	1.1	2.1	2.4	1.0	1,7	2,4	0.7	1.5	1.7
Invitation/Announcement	0.4	0.5	0.5	0.3	0.5	0.6	0.4	0.4	0.6	0.2	0.4	0.5
Bill*	3.1	3.5	3.8	2.7	3.2	3.5	2.0	2.8	3.5	1.6	2.1	2.5
Financial Statement	1.1	1.3	1.6	1.1	1.4	1.7	0.9	1.2	1.8	0.8	1.3	1.4
Other	2.1	0.8	0.6	2.0	0.8	0.7	1.8	0.9	0.7	1.9	0.7	0.6
Total Business or Nonfederal Government	7.8	8.2	9.1	7.2	7.9	8.8	6.1	6.9	8.9	5.2	5.9	6.7
Social/Charitable/Political/Nonprofit	0.7	1.2	0.9	0.7	1.0	0.7	0.5	1.1	0.9	0.5	1.1	0.8
Total	10.4	10.6	11.4	9.9	10.4	11.1	8.5	9.9	12.1	7.6	8.8	9.2

^{*}Includes credit card statement/bill.

Table A2-17

First-Class Mail Receipt -- Content by Education of Head of Household

(Pieces Per Household Per Week)

Postal Fiscal Years 1987, 2000 and 2001

	√ < {	3th Gro	de	Some	High S	chool	Hi	gh Scho	ool 🐇	So	me Colle	ge
	1987	2000	2001	1987	2000	2001	1987	2000	2001	1987	2000	2001
Personal	1,1	1.0	1.0	1.1	0.7	0.9	1.3	1.1	1.1	1.5	1.3	1.3
Business or Nonfederal Government:												
Advertising	0.5	1.2	1.6	0.6	1.4	1.7	0.7	1,4	1.8	0.9	1.9	1.9
Invitation/Announcement	0.1	0.1	0.3	0.1	0.2	0.4	0.2	0.3	0.4	0.3	0.4	0.4
Bill*	1.7	1.8	2.4	2.0	2.4	2.8	2.4	2.5	3.2	2.6	3.0	3.3
Financial Statement	0.4	0.5	1.1	0,6	0.7	0.7	0.7	8.0	1,1	0.9	1.0	1.3
Other	1.2	0.2	0.9	1.6	0.6	0.5	1.6	0.6	0.5	1.7	0.7	0.5
Total Business or Nonfederal Government	3.9	3.7	6.2	4.9	5.3	6.0	5.6	5.6	7.0	6.4	7,1	7.4
Social/Charitable/Political/Nonprofit	0.2	0.3	0.4	0.3	0.6	0.3	0.4	0.6	0.4	0.6	0.9	0.6
Total	5.3	5.0	7.6	6.5	6.6	7.3	7.4	7.4	8.5	8.6	9.2	9.2

	Techr	nical Sc	hool	Colle	ge Grad	duate	Pos	t Gradu	ate
	1987	2000	2001	1987	2000	2001	1987	2000	2001
Personal	1.3	1.3	1.3	1.9	1.5	1.6	2.7	2.1	1.6
Business or Nonfederal Government			·						
Advertising	0.9	1.5	2.1	1.2	2.0	2.2	1.5	2.3	2.5
Invitation/Announcement	0.3	0.4	0.4	0.4	0.5	0.6	0.6	0.6	0.6
Bill*	2.5	3.4	3.1	3.1	3.1	3.5	3.4	3.4	3.4
Financial Statement	0.9	1.3	1.4	1.2	1.5	1.7	1.7	1,7	1.9
Other	1.8	0.8	0.6	2.2	0.8	0.6	2.9	0.9	0.6
Total Business or Nonfederal Government	6.4	7.4	7.7	8.1	8.0	8.6	10.1	8.8	9.0
Social/Charitable/Political/Nonprofit	0.4	0.8	0.4	0.9	1.2	1.0	1.7	1.5	1.3
Total	8.2	9.5	9.4	11.0	10.7	11.1	12.9	12.4	11.9

^{*} Includes credit card statement/bill.

Postal Fiscal Years 1987, 2000 and 2001 First-Class Receipt -- Content by Income (Pieces Per Household Per Week) Table A2-18

	>	Under \$	K See 3.	\$	87K- \$9.9) X	5	0K - \$1	4.9	S	5K - \$19	9.9K
Personal	6 ()	37 2000 9 0 8	2001 0 7	786L	2000 0 8	_2001 ∩ 9	2861	_2000 ∩ 8	2001	1987	6661	2001
Business or Nonfederal Government;		<u> </u>								?		
Business invitations/announcements	1.0.1	0.2	0.1	0.1	0.2	0.2	0.1	0.2	0.2	0.2	0.4	0.3
Advertising	0.3	0.8	0.7	0.5	6.0	1.3	9.0			0.7	60	7.5
Bill*	1.2	1.5	1.9	1.5	1.2	6.1	6.1	2.1	2.4	2.3	2.3	2.5
Financial Statement	0.2	0.2	0.8	0.4	0.5	0.4	9.0	9.0	9.0		0.5	0.8
Other	1.4	0.4	0.3		0.7	0.5	1.5	0.4	0.4	1.3	9.0	0.5
Total Business or Nonfederal Government	3.2	3.1	3.7	3.8	3.5	4.4	4.7	4.4	4.7	5.2		5.6
Social/Charitable/Political/Nonprofit	0.2	0.4	0.2		0.4	0.2	0.3	0.7	0.3	0.5	0.5	0.5
Total	4.3	4.3	4.6	5.5	4.7	-5.5	6.2	5.9	5.6	7.3	6.3	7.1
i in the partial	A				X * * * * * * * * * * * * * * * * * * *	200	C C C C C C C C C C		18		K	
	86	7 1 2000 1 7	7007	1987	323K - 327, VR	, V.	1087	200V - 334	1,3001	1087	335K - 349,9K	3K
		1.2	0	1.5		0.	∞	2 -		<u> </u>		2
Business or Nonfederal Government:												į.
1 ~	0.5	0.3	0.3	0.2	0.3	0.4	0.4	0.3	0.4	0.4	0 4	D. 4
Advertising	9.0	1.5	1,5	0.8	1.6	1.7	0.1	9.1	1.7	_	т.	1.8
Bill*	2.6	2.8	2.6	2.5	2.9	3.0	5.9	2.9	3.0	3.2	3.2	3.3
Financial Statement	0.8	0.8	6.0	0.9	0.1	1.0	6.0	0'1	1.0		1.2	<u>၂</u>
ı	1.5	9.0	0.5	1.9	0.7	0.4	1.9	0.7	0.4	2.1	0.7	0.4
Total Business or Nonfederal Government	5.7	6.0	5.8	6.3	6.5	6.4	7.1	6.5	6.4	6.7	7.1	7.2
(Social/Charitable/Political/Nonprofit	0.4	0.7	0.5	0.6	0.7	0.5	0.7		0.5	0.8	6.0	0.7
Total	7.5	7.8	7.3	8.5	8.3		9.8	8.3	6.7	10.4	9.2	6
		7.73	1.000.000	(73	625V 670 0V	× 40	4000	70 600 70	70		- 1991	1. Tarih. 1978.
	BOL	7 7 7000 1 7	1006	1087	2000	1000	1087		2001	1007	+ 400 F	1000
	2.1	1.4	1.5	2.2	9.1	9.1	2.1	9	9.	27	2.4	90,
Business or Nonfederal Government:												
Business invitations/announcements	0.4	0.5	9.0	0.4	0.5	0.5.	9.0	9.0	0.7	0.7	8.0	0.7
Advertising	1.5		2.5		2.2	2.4	2.4	2.4	2.9	2.4	3.5	3.1
	3.5	3,3	3.8	3.9	3.6	4.0	4.2	4.1	4.2	4.6	4.0	4.5
Financial Statement	1.5	1.3	1.6	1.8	1.6	1.5	1.8	1.8	2.1	2.0	2.0	
Other	2,5	0.7		3.3	0.8	9.0	3.1	6'0	9.0	3.2	1:0	9.0
Total Business or Nonfederal Government	9.4			11.5	8.8	0.6	12.1	8 6	10.5	12.9	11.2	11.2
Social/Charitable/Political/Nonprofit	0.	0.9	0.9			0.9	1.2	1.5	1.1	9′l	1.8	1.3
Total	12.6	9.9	11.3	14.9	11.5	11.5	15.5	12.8	13.2	17.5	15.4	14.0

* Includes credit card statement/bill statement/bill statement/bill statement/bill statement/bill statement/bill statement/bill statement/bill statement/bill statement/bill statement for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

Table A2-19

First-Class Mail -- Percent of Nonpersonal Mail Received by Households Which is Sent Presort -- by Content Postal Fiscal Years 1987, 2000 and 2001

	autoropycowerskie	Section 18 (18)	e de la company
Content ≤	reference at the	Percent	
	1987	2000	2001
Business or nonfederal government advertising only	48.8	67.1	77.7
Notice of order	36.1	52.6	60.3
Bill/invoice/premium*	68.9	70.8	77.6
Financial Statement	60.8	72.6	79.1
Payment	42.3	48.6	58.0
Rebate ①	27.3	60.1	69.9
Greeting card	25,3	34.1	48.0
Invitation/announcement	28.5	49.7	59.7
Sweepstakes ①	77.5	96.0	100.0
Insurance policy ①	59.5	73.6	75.2
Tax forms ©	25.3	57.4	61.0
Other business or government	49.7	55.0	59.7
Total Business or Nonfederal Government	56.7	61.2	73.7
Social/Charitable/Political/Nonprofit announcement/meeting	10.3	21.5	31.2
Request for donation	19.9	36.7	53.8
Confirmation of donation ①	11.8	25.3	33.2
Bill ⊕	29.9	57.4	52.7
Education ①	37.8	47.4	48.5
Other social/charitable/political/nonprofit	18.0	25.5	37.7
Total Social/Charitable/Political/Nonprofit	16.5	30.3	38.8
Total Nonpersonal Mail Received by Households	53.9	61.2	69.1
Pieces per Household Per Week	3.74	5.69	6.72

• Fluctuation may be due to small sample sizes.

[•] Includes credit card statement/bill.

Table A2-20 Total Percentage of Industry's First-Class Mail Received by Households Which is Sent Presort Postal Fiscal Years 1987, 2000 and 2001

Industry,	Percent Sent Presort				
Charles and the second of the	1987	2000	2001		
Financial:					
Credit Card	76.9	88.2	93.1		
Bank	_ 59.1	70.4	79.5		
Securities	37.6	67.5	73.9		
Money Market ①	52.4	65.0	81.9		
Insurance	62.2	71.5	80.3		
Mortgage	19.0	48.3	56.4		
Total Financial	58.9	73.7	81.8		
Merchants:					
Depriment Store	73.5	71.2	78.9		
Mail Order	50.0	62.2	82.4		
Other Store	33.1	52.7	72.1		
Publisher	58.9	68.7	68.8		
Land Promotion ①	61.9	52.8	79.7		
Restaurant ①	50.0	58.0	58.9		
Consumer packaged goods	30.8	51.1	53.4		
Auto dealers ①	_ 45.5	61.1	62.9		
Service stations ①	14.3	43.9	47.2		
Total Merchants	55.0	62.2	74.3		
Services:					
Telephone	84.4	63.9	61.6		
Other utility	_ 81.2	73.4	65.9		
Medical	35.9	48.6	74.4		
Other professional	7.8	29.9	56.1		
Leisure service	31.1	52.8	49.5		
Cable TV	57.3	62.7	69.6		
Computer ①	15.4	61.3	72.3		
Craftsman ①	22.2	0.0	0.0		
Total Services	56.7	56.2	64.9		
Nonfederal government	54.0	5 5 .5	64.4		
Social/Charitable/Political/Nonprofit	16.5	26.6	55.2		
Total Nonhousehold Mail Received by households	53.9	61.2	71.0		
Pieces per household per week	3.7	5.7	6.7		

① Fluctuation may be due to small sample sizes.

Table A2-21
First-Class Mail -- Total Envelopes by Sector
(Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001

	1987	2000	2001
Household-to-household	9.4	6.5	6.7
Household-to-nonhousehold	12.3	14.6	14.0
Nonhousehold-to-household	39.2	38.6	42.6
Unidentified incoming	0.6	2.9	0.9
Unidentified outgoing	1.4	0.2	1.5
Subtotal	62.9	62.8	65.8
Nonhousehold-to-nonhousehold	37.1	37.2	34.2
Total	100.0	100.0	100.0

Table A2-22
First-Class Mail -- Total Envelopes by Content
(Percentage of Total Envelopes)
Postal Fiscal Years 1987, 2000 and 2001

Shiral San San San San San San San San San San	Percent	age of Total E	velopes -
optical -	1987	2000	2001
Personal:			
Holiday/seasons' greeting cards	3.3	2.7	3.0
Other greeting cards	1.7	1.8	1.4
Invitation	1.2	0.6	0.5
Letter from a friend or relative	2.6	1.8	1.7
Announcement	0.1	0.2	0.1
Other personal	0.5	0.5	0.3
Total Personal	9.4	7.6	7.1
Business or Nonfederal Government:			
Advertising only	4.5	7.0	6.7
Notice or confirmation of order	1.2	1.9	2.0
Bill*	15.1	17.5	17.9
Financial statement	5.3	7.0	7.6
Payment	2.0	1.7	1.7
Rebate	0.0	0.1	0.1
Holiday/greeting card	0.2	0.5	0.5
Invitation/announcement	1.3	1.8	1.8
Sweepstakes	0.0	0.0	0.0
Other insurance related	0.2	0.3	0.4
Tox	0.0	0.1	0.3
Other business or nonfederal government	6.7	6.4	2.7
Total Business or Nonfederal Government	36.4	44.3	46.3
Social/Charitable/Political/Nonprofit:			
Announcement	1.2	1.4	1.7
Request for donation	0.4	1.0	0.8
Thank you for donation	0.2	0.7	0.4
Bill	0.2	0.7	0.2
Education acceptances	0.1	0.1	0.0
Other social/charitable/political/nonprofit	0.7	0.8	0.6
Total Social/Charitable/Political/Nonprofit	2.8	4.7	3.7
Don't Know/No answer	0.6	6.0	1.0
Total	49.2	55.7	58.1
Pieces Per Household Per Week	8.11	9,11	9.51

^{*} Includes credit card statement/bill.

Table A2-23 First-Class Mail -- Total Envelopes by Industry (Percentage of Total Envelopes) Postal Fiscal Years 1987, 2000 and 2001

		Marsagner seepr	
	1987	2000	2001
Financial:			
Credit card	2.7	6.0	6.6
Bank	5.7	6.1	6.3
Securities	1,5	2.7	2.6
Money Market	0.1	0.3	0.3
Insurance	3.6	4.7	4.2
Mortgage	0.5	0.6	0.7
Other financial	0.4	0.7	0.4
Total Financial	14.5	21.1	21,1
Merchants:			_
Department store	1.8	1.3	0.4
Mail order	0.7	1.4	1.2
Other store	0.9	0.7	1.9
Publisher	1.6	1.3	1.6
Land Promotion	0.2	0.1	1.9
Restaurant	0.0	0.0	0.1
Consumer packaged goods	0.2	0.0	0.3
Auto dealers	0.2	0.1	0.2
Service stations	0.0	0.0	0.0
Other merchants	0.3	0.8	0.7
Total Merchants	5.9	5.7	8.2
Services:			
Telephones	2.0	2.8	0.9
Other Utility	2.4	2.4	2.9
Medical	2.4	2.9	2.5
Other professional	0.4	0.5	2.3
Leisure service	0.7	0.7	0.6
Cable TV	0.6	1.0	0.8
Computer	0.1	0.3	0.7
Craftsman	0.1	0.0	0.0
Other Services	0.6	1.4	0.4
Total Services	9.2	12.0	11,1
Nonfederal government	1.7	1.9	1.6
Social/charitable/political/nonprofit	2.9	4.1	2.3
Don't know/No answer	0.5	1.3	2.6
Total Nonhousehold Mail Received by Households	34,6	47.9	46.9
Pieces Per Household Per Week	6.4	7.7	8.1

Table A2-24

First-Class Mail -- Nonpresort Envelopes by Sector
(Percentage of Pieces)

Postal Fiscal Years 1987, 2000 and 2001

TOTAL CAMPANDS	e - 71987	2000 \$#	2001
Household-to-household	12.5	10.7	10.7
Household-to-nonhousehold	17.3	22.1	26.4
Nonhousehold-to-household	25.2	27.6	22.3
Unidentified incoming	0.5	2.5	0.7
Unidentified outgoing	2.5	0.5	2.9
Nonhousehold-to-nonhousehold	42.0	36.6	37.0
Total	100.0	100.0	100.0

Table A2-25
First-Class Mail -- Total Cards by Sector
(Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001

	21987	4 2000 ·	. [‡] .2001
Household-to-household	9.2	5.1	5.5
Household-to-nonhousehold	8.5	6.1	6.1
Nonhousehold-to-household	56.8	48.6	59.6
Unidentified incoming	0.6	1.5	0.5
Unidentified outgoing	0.0	0.2	1.3
Subtotal	75.1	61.5	73.0
Nonhousehold-to-nonhousehold	24.9	38.5	27.0
Total	100.0	100.0	100.0

Table A2-26
First-Class Mail -- Total Cards by Industry
(Percentage of Total Cards)
Postal Fiscal Years 1987, 2000 and 2001

Industry ·	1. 1987. **	2000	2001
Financial:			
Credit card	0.2	2.0	1.6
Bank	0.2	3.2	2.0
Securities	0.2	1.3	0.9
Money Market	0.0	0.1	0.2
Insurance	1.1	2.8	2.7
Mortgage	1.3	2.6	2.4
Other financial	0.3	0.4	0.4
Total Financial	3.2	12.4	10.2
Merchants:		<u></u>	<u> </u>
Supermarkets	0.0	0.0	0.0
Department store	4.2	5.8	1.8
Mail order	5.0	5.2	3.3
Other store	6.4	7.1	3.8
Publisher	4.0	5.9	5.5
Land Promotion	1.1	0.7	2.6
Restaurant	0.2	0.0	0.2
Consumer packaged goods	0.3	0.0	0.0
Auto dealers	0.6	0.6	0.7
Service stations	0.3	0.4	0.4
Other merchants	2.2	3.4	0.6
Total Merchants	24.4	29.1	18.8
Services:	•		
Telephone	0.3	1.6	1.4
Other Utility	7.9	5.2	1.9
Medical	4.7	6.4	4.0
Other professional	1.0	1.0	4.1
Leisure service	4.0	3.5	1.3
Cable TV	1.0	0.6	2.3
Computer	0.2	1.8	0.8
Craftsman	0.0	0.0	0.0
Other Services	2.7	6.7	1.1
Total Services	21.7	26.8	17.0
Nonfederal government	1.4	3.3	1.1
Social/charitable/political/nonprofit	5.9	10.2	3.5
Don't know/No answer	N/A	2.1	5.1
Total Mail Recieved by Households	56.7	81.8	55.7
Pieces Per Household Per Week	0.4	0.9	0.8

Table A2-27
First-Class Mail -- Total Cards by Content
(Percentage of Total Cards)
Postal Fiscal Years 1987, 2000 and 2001

Personal: Holiday/seasons' greeting cards 0.9 0.5 0.6				Katao maring tang meneralah
Personal: Holiday/seasons' greeting cards 0.9 0.5 0.6				B. Carlotte
Other greeting cards 1.1 0.7 1.1 Invitation 1.7 1.2 1.2 Letter from a friend or relative 3.9 1.9 2.0 Announcement 0.2 0.3 0.2 Other personal 1.4 0.5 0.5 Total Personal 9.2 5.1 5.6 Business or Nonfederal Government: 3.8 5.9 Advertising only 22.2 23.0 30.4 Notice or confirmation of order 5.1 3.8 5.9 Bill* 10.6 4.5 5.3 Financial statement 0.1 0.6 0.7 Payment 0.1 0.6 0.7 Payment 0.1 0.6 0.7 Rebate 0.1 0.6 0.6 Holiday/greeting card 0.8 0.8 1.3 Invitation/announcement 7.3 5.4 8.0 Sweepstakes 0.4 0.0 0.0 Receipts for direct deposit 0.2	Personal:			
Invitation		0.9	0.5	0.6
Letter from a friend or relative 3.9 1.9 2.0	Other greeting cards	1.1	0.7	1.1
Announcement 0.2 0.3 0.2		1.7	1.2	1.2
Other personal 1.4 0.5 0.5 Total Personal 9.2 5.1 5.6 Business or Nonfederal Government: 30.4 30.4 30.4 Advertising only 22.2 23.0 30.4 Notice or confirmation of order 5.1 3.8 5.9 Bill* 10.6 4.5 5.3 Financial statement 0.1 0.6 0.7 Payment 0.1 0.6 0.7 Payment 0.1 0.2 0.4 Rebate 0.1 0.6 0.6 Holiday/greeting card 0.8 0.8 1.3 Invitation/announcement 7.3 5.4 8.0 Sweepstakes 0.4 0.0 0.0 Receipts for direct deposit 0.2 0.0 0.0 Other insurance related 0.1 0.0 0.1 Tax 0.0 0.0 0.0 0.0 Other business or nonfederal government 3.9 3.3 1.8	Letter from a friend or relative	3.9	1.9	2.0
Total Personal 9.2 5.1 5.6	Announcement	0.2	0.3	0.2
Business or Nonfederal Government: Advertising only 22.2 23.0 30.4 Notice or confirmation of order 5.1 3.8 5.9 Bill* 10.6 4.5 5.3 Financial statement 0.1 0.6 0.7 Payment 0.1 0.2 0.4 Rebate 0.1 0.6 0.6 Holiday/greeting card 0.8 0.8 1.3 Invitation/announcement 7.3 5.4 8.0 Sweepstakes 0.4 0.0 0.0 Receipts for direct deposit 0.2 0.0 0.0 Other insurance related 0.1 0.0 0.1 Tax 0.0 0.0 0.1 Other business or nonfederal government 3.9 3.3 1.8 Total Business or Nonfederal Government 50.9 42.2 54.6 Social/Charitable/Political/Nonprofit 4.0 4.5 4.8 Request for donation 0.3 0.6 0.4 Thank you for donation 0.3 0.6 0.4 Thank you for donation 0.3 0.6 0.4 Total Social/Charitable/Political/Nonprofit 1.2 0.5 0.5 Total Social/Charitable/Political/Nonprofit 5.9 6.5 6.0 Don't Know/No answer 0.6 1.5 0.6 Total Social/Charitable/Political/Nonprofit 5.9 6.5 6.0 Don't Know/No answer 0.6 1.5 0.6 Total Social/Charitable/Political/Nonprofit 5.9 6.5 6.0 Don't Know/No answer 0.6 1.5 0.6 Total Social/Charitable/Political/Nonprofit 5.9 6.5 6.0 Don't Know/No answer 0.6 1.5 0.6 Total Social/Charitable/Political/Nonprofit 5.9 6.5 6.0 Total Social/Charitable/Political/Nonprofit 5.9 6.5 6.0 Don't Know/No answer 0.6 1.5 0.6 Total Social/Charitable/Political/Nonprofit 5.9 6.5 6.0 Don't Know/No answer 0.6 1.5 0.6 Total Social/Charitable/Political/Nonprofit 5.9 6.5 6.0 Don't Know/No answer 0.6 1.5 0.6 Total Social/Charitable/Political/Nonprofit 5.9 6.5 6.0 Total Social/Charitable/Political/Nonprofit 5.9 6.5	Other personal	1.4	0.5	0.5
Business or Nonfederal Government: Advertising only 22.2 23.0 30.4 Notice or confirmation of order 5.1 3.8 5.9 Bill* 10.6 4.5 5.3 Financial statement 0.1 0.6 0.7 Payment 0.1 0.2 0.4 Rebate 0.1 0.6 0.6 Holiday/greeting card 0.8 0.8 1.3 Invitation/announcement 7.3 5.4 8.0 Sweepstakes 0.4 0.0 0.0 Sweepstakes 0.4 0.0 0.0 Cher insurance related 0.1 0.0 0.1 Tax 0.0 0.1 0.0 0.1 Tax 0.0 0.0 0.1 Other business or nonfederal government 3.9 3.3 1.8 Total Business or Nonfederal Government 50.9 42.2 54.6 Social/Charitable/Political/Nonprofit Announcement 4.0 4.5 4.8 Request for donation 0.3 0.6 0.4 Thank you for donation 0.3 0.6 0.3 Bill 0.1 0.3 0.2 Education acceptances 0.0 0.0 0.0 Other social/charitable/political/Nonprofit 1.2 0.5 0.5 Total Social/Charitable/Political/Nonprofit 5.9 6.5 6.0 Don't Know/No answer 0.6 1.5 0.6 Total Social/Charitable/Political/Nonprofit 5.9 6.5 6.0 Don't Know/No answer 0.6 1.5 0.6 Total Social/Charitable/Political/Nonprofit 5.9 6.5 6.0 Don't Know/No answer 0.6 1.5 0.6 Total Social/Charitable/Political/Nonprofit 5.9 6.5 6.0 Total Social/Charitable/Political/Nonprofit 5.9 6.5 6.0 Don't Know/No answer 0.6 1.5 0.6 Total Social/Charitable/Political/Nonprofit 5.9 6.5 6.0 Don't Know/No answer 0.6 1.5 0.6 Total Social/Charitable/Political/Nonprofit 5.9 6.5 6.0 Don't Know/No answer 0.6 1.5 0.6 Total Social/Charitable/Political/Nonprofit 5.9 6.5 6.0 Don't Know/No answer 0.6 1.5 0.6 Total Social/Charitable/Political/Nonprofit 5.9 6.5 6.0 Total Personal	9.2	5.1		
Notice or confirmation of order 5.1 3.8 5.9	Business or Nonfederal Government:			,
Notice or confirmation of order 5.1 3.8 5.9 Bill* 10.6 4.5 5.3 Financial statement 0.1 0.6 0.7 Payment 0.1 0.2 0.4 Rebate 0.1 0.6 0.6 Holiday/greeting card 0.8 0.8 1.3 Invitation/announcement 7.3 5.4 8.0 Sweepstakes 0.4 0.0 0.0 Receipts for direct deposit 0.2 0.0 0.0 Other insurance related 0.1 0.0 0.1 Tax 0.0 0.0 0.1 Other business or nonfederal government 3.9 3.3 1.8 Total Business or Nonfederal Government 50.9 42.2 54.6 Social/Charitoble/Political/Nonprofit 3.9 3.3 1.8 Total Business or Nonfederal Government 50.9 42.2 54.6 Social/Charitoble/Political/Nonprofit 4.0 4.5 4.8 Request for donation 0.3	Advertising only	22.2	23.0	30.4
Financial statement 0.1 0.6 0.7		5.1	3.8	
Financial statement 0.1 0.6 0.7 Payment 0.1 0.2 0.4 Rebate 0.1 0.6 0.6 Holiday/greeting card 0.8 0.8 1.3 Invitation/announcement 7.3 5.4 8.0 Sweepstakes 0.4 0.0 0.0 Receipts for direct deposit 0.2 0.0 0.0 Other insurance related 0.1 0.0 0.1 Tax 0.0 0.0 0.1 Other business or nonfederal government 3.9 3.3 1.8 Total Business or Nonfederal Government 50.9 42.2 54.6 Social/Charitable/Political/Nonprofit: 4.0 4.5 4.8 Request for donation 0.3 0.6 0.4 Thank you for donation 0.3 0.6 0.3 Bill 0.1 0.3 0.6 0.3 Education acceptances 0.0 0.0 0.0 0.0 Other social/Charitable/Political/Nonprofit	Bill*	10.6	4.5	
Rebate 0.1 0.6 0.6 Holiday/greeting card 0.8 0.8 1.3 Invitation/announcement 7.3 5.4 8.0 Sweepstakes 0.4 0.0 0.0 Receipts for direct deposit 0.2 0.0 0.0 Other insurance related 0.1 0.0 0.1 Tax 0.0 0.0 0.1 Other business or nonfederal government 3.9 3.3 1.8 Total Business or Nonfederal Government 50.9 42.2 54.6 Social/Charitable/Political/Nonprofit: 4.0 4.5 4.8 Request for donation 0.3 0.6 0.4 Thank you for donation 0.3 0.6 0.3 Bill 0.1 0.3 0.6 0.3 Education acceptances 0.0 0.0 0.0 Other social/charitable/political/nonprofit 1.2 0.5 0.5 Total Social/Charitable/Political/Nonprofit 5.9 6.5 6.0 Don't Know/No an	Financial statement	0.1		
Rebate 0.1 0.6 0.6 Holiday/greeting card 0.8 0.8 1.3 Invitation/announcement 7.3 5.4 8.0 Sweepstakes 0.4 0.0 0.0 Receipts for direct deposit 0.2 0.0 0.0 Other insurance related 0.1 0.0 0.1 Tax 0.0 0.0 0.1 Other business or nonfederal government 3.9 3.3 1.8 Total Business or Nonfederal Government 50.9 42.2 54.6 Social/Charitable/Political/Nonprofit: 4.0 4.5 4.8 Request for donation 0.3 0.6 0.4 Thank you for donation 0.3 0.6 0.3 Bill 0.1 0.3 0.6 0.3 Education acceptances 0.0 0.0 0.0 Other social/charitable/political/nonprofit 1.2 0.5 0.5 Total Social/Charitable/Political/Nonprofit 5.9 6.5 6.0 Don't Know/No an	Payment	0.1	0.2	0.4
Holiday/greeting card 0.8 0.8 1.3 Invitation/announcement 7.3 5.4 8.0 Sweepstakes 0.4 0.0 0.0 Receipts for direct deposit 0.2 0.0 0.0 Other insurance related 0.1 0.0 0.1 Tax 0.0 0.0 0.1 Other business or nonfederal government 3.9 3.3 1.8 Total Business or Nonfederal Government 50.9 42.2 54.6 Social/Charitable/Political/Nonprofit: 4.0 4.5 4.8 Request for donation 0.3 0.6 0.4 Thank you for donation 0.3 0.6 0.3 Bill 0.1 0.3 0.2 Education acceptances 0.0 0.0 0.0 Other social/charitable/political/nonprofit 1.2 0.5 0.5 Total Social/Charitable/Political/Nonprofit 5.9 6.5 6.0 Don't Know/No answer 0.6 1.5 0.6 Total 66.6 55.3 67.2	Rebate	0.1	0.6	
Invitation/announcement 7.3 5.4 8.0	Holiday/greeting card	0.8		
Sweepstakes 0.4 0.0 0.0 Receipts for direct deposit 0.2 0.0 0.0 Other insurance related 0.1 0.0 0.1 Tax 0.0 0.0 0.1 Other business or nonfederal government 3.9 3.3 1.8 Total Business or Nonfederal Government 50.9 42.2 54.6 Social/Charitable/Political/Nonprofit 4.0 4.5 4.8 Request for donation 0.3 0.6 0.4 Thank you for donation 0.3 0.6 0.3 Bill 0.1 0.3 0.2 Education acceptances 0.0 0.0 0.0 Other social/charitable/political/nonprofit 1.2 0.5 0.5 Total Social/Charitable/Political/Nonprofit 5.9 6.5 6.0 Don't Know/No answer 0.6 1.5 0.6 Total 66.6 55.3 67.2	Invitation/announcement			<u> </u>
Receipts for direct deposit 0.2 0.0 0.0 Other insurance related 0.1 0.0 0.1 Tax 0.0 0.0 0.1 Other business or nonfederal government 3.9 3.3 1.8 Total Business or Nonfederal Government 50.9 42.2 54.6 Social/Charitable/Political/Nonprofit:	Sweepstakes		0.0	
Other insurance related 0.1 0.0 0.1 Tax 0.0 0.0 0.1 Other business or nonfederal government 3.9 3.3 1.8 Total Business or Nonfederal Government 50.9 42.2 54.6 Social/Charitable/Political/Nonprofit:	Receipts for direct deposit	0.2		
Tax 0.0 0.0 0.1 Other business or nonfederal government 3.9 3.3 1.8 Total Business or Nonfederal Government 50.9 42.2 54.6 Social/Charitable/Political/Nonprofit:	Other insurance related	0.1		
Other business or nonfederal government 3.9 3.3 1.8 Total Business or Nonfederal Government 50.9 42.2 54.6 Social/Charitable/Political/Nonprofit:	Tax	0.0		
Total Business or Nonfederal Government 50.9 42.2 54.6 Social/Charitable/Political/Nonprofit: 4.0 4.5 4.8 Announcement 0.3 0.6 0.4 Request for donation 0.3 0.6 0.3 Thank you for donation 0.3 0.6 0.3 Bill 0.1 0.3 0.2 Education acceptances 0.0 0.0 0.0 Other social/charitable/political/nonprofit 1.2 0.5 0.5 Total Social/Charitable/Political/Nonprofit 5.9 6.5 6.0 Don't Know/No answer 0.6 1.5 0.6 Total 66.6 55.3 67.2	Other business or nonfederal government	3.9		
Social/Charitable/Political/Nonprofit: 4.0 4.5 4.8 Request for donation 0.3 0.6 0.4 Thank you for donation 0.3 0.6 0.3 Bill 0.1 0.3 0.2 Education acceptances 0.0 0.0 0.0 Other social/charitable/political/nonprofit 1.2 0.5 0.5 Total Social/Charitable/Political/Nonprofit 5.9 6.5 6.0 Don't Know/No answer 0.6 1.5 0.6 Total 66.6 55.3 67.2	Total Business or Nonfederal Government	50.9		
Request for donation 0.3 0.6 0.4 Thank you for donation 0.3 0.6 0.3 Bill 0.1 0.3 0.2 Education acceptances 0.0 0.0 0.0 Other social/charitable/political/nonprofit 1.2 0.5 0.5 Total Social/Charitable/Political/Nonprofit 5.9 6.5 6.0 Don't Know/No answer 0.6 1.5 0.6 Total 66.6 55.3 67.2	Social/Charitable/Political/Nonprofit:	***		
Thank you for donation 0.3 0.6 0.3 Bill 0.1 0.3 0.2 Education acceptances 0.0 0.0 0.0 Other social/charitable/political/nonprofit 1.2 0.5 0.5 Total Social/Charitable/Political/Nonprofit 5.9 6.5 6.0 Don't Know/No answer 0.6 1.5 0.6 Total 66.6 55.3 67.2		4.0	4.5	4.8
Thank you for donation 0.3 0.6 0.3 Bill 0.1 0.3 0.2 Education acceptances 0.0 0.0 0.0 Other social/charitable/political/nonprofit 1.2 0.5 0.5 Total Social/Charitable/Political/Nonprofit 5.9 6.5 6.0 Don't Know/No answer 0.6 1.5 0.6 Total 66.6 55.3 67.2		0.3	0.6	
Education acceptances 0.1 0.3 0.2 Other social/charitable/political/nonprofit 1.2 0.5 0.5 Total Social/Charitable/Political/Nonprofit 5.9 6.5 6.0 Don't Know/No answer 0.6 1.5 0.6 Total 66.6 55.3 67.2	Thank you for donation	0.3	0.6	
Education acceptances 0.0 0.0 0.0 Other social/charitable/political/nonprofit 1.2 0.5 0.5 Total Social/Charitable/Political/Nonprofit 5.9 6.5 6.0 Don't Know/No answer 0.6 1.5 0.6 Total 66.6 55.3 67.2	Bill	0.1	0.3	0.2
Other social/charitable/political/nonprofit 1.2 0.5 0.5 Total Social/Charitable/Political/Nonprofit 5.9 6.5 6.0 Don't Know/No answer 0.6 1.5 0.6 Total 66.6 55.3 67.2	Education acceptances	0.0		
Total Social/Charitable/Political/Nonprofit 5.9 6.5 6.0 Don't Know/No answer 0.6 1.5 0.6 Total 66.6 55.3 67.2				
Don't Know/No answer 0.6 1.5 0.6 Total 66.6 55.3 67.2				
Total 66.6 55.3 67.2	Don't Know/No answer			
	Total			
Heces Let Household Let Meek 0.9 ().9 ().9	Pieces Per Household Per Week	0.5	0.9	0.9

^{*} Includes credit card statement/bill.

Table A2-28
First-Class Mail -- Cards Received by Households -- Household's
Percentage of Total Mail Sent at Each Category
Postal Fiscal Years 1987, 2000 and 2001

•• • • • • • • • • • • • • • • • • • •						
Personal:	a. Establish					
Holiday card	1.3	0.5	0.5	0.0	0.1	0.3
Other greeting card	1.5	1.1	1.1	0.0	0.2	0.4
Invitation	2.3	1.9	1.2	0.0	0.2	0.5
Letter	5.3	2.9	2.3	0.0	0.2	0.4
Announcement	0.3	0.5	0.2	0.0	0.0	0.2
Other personal	1.7	0.5	0.4	0.0	0.3	0.3
Total Personal	12.4	7.4	5.6	0.0	1.0	2.0
Business or Nonfederal Government:				<u> </u>		
Advertising only	16.8	13.3	13.1	38	26.2	28.0
Notice of order	6.1	4.1	5.1	2.2	2.7	2.9
Bill/invoice/premium*	5.7	3.4	2.0	25	5.2	5.2
Financial statement	0.2	0.5	- 0.3	0.2	0.8	0.7
Payment	0.1	0.2	0.1	0.1	0.2	0.4
Rebate	0.1	0.2	0.3	0.4	0.8	0.5
Greeting card	1.0	0.8	1.0	0.1	0.6	0.8
Invitation/announcement	8.2	5.2	5.4	4.2	4.4	5.4
Other business or nonfederal government	4.2	3.1	1.0	5.2	2.7	1.4
Total Business or Nonfederal Government	42.4	30.8	28.2	75.4	43.6	45.4
Social/Charitable/Political/Nonprofit:			<u> </u>			
Announcement/meeting	4.9	5.8	4.3	1.1	2.2	2.2
Request for donation	0.3	0.8	0.2	0.1	0.2	0.3
Confirmation of donation	0.4	0.5	0.2	0.0	0.2	0.3
Bill	0.1	0.2	0.1	0.0	0.2	0.1
Other social/charitable/political/nonprofit	1.4	0.5	0.1	0.0	0.4	0.4
Total Social/Charitable/Political/Nonprofit	7.1	7.8	5.0	1.3	3.3	3.2
Don't Know/No answer	0.7	1.2	0.4	1.7	1.4	0.4
Total Mail Recieved by Household	62.6	47.2	39.2	78.4	49.3	51.0
Pieces Per Household Per Week	0.3	0.4	0.5	0.1	0.5	0.3

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

^{*} Includes credit card statement/bill.

Table A2-29

First-Class Mail -- Cards Received by Households -- Household's Percentage of Total Mail Sent at Each Card Rate Category -- by Industry

Postal Fiscal Years 1987, 2000 and 2001

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Fig. 1	de de la maio de la companya de la companya de la companya de la companya de la companya de la companya de la c	A. A. Michigan Dockers and		a de la companya della companya dell	Similar Assessed Co	
Financial:		T	1	<u></u>		
Credit cards	0.0	0.1	0.2	0.4	3.4	2.0
Bank	0.2	0.9	0.6	0.2	4.5	2.1
Securities	0.2	0.6	0.5	0.3	1.4	0.7
Money Market	0.0	0.0	0.0	0.0	0.2	0.3
Insurance	12.0	1.1	1.3	0.8	3.2	2.4
Mortgage	1.4	1.6	2.1	0.6	1.9	1.2
Other financial	0.3	0.1	0.1	0.2	0.5	0.4
Total Financial	3.3	4.4	4.8	2.4	15.1	8.9
Merchants:						
Department store	3.5	1.6	0.6	6.1	7.5	1.8
Mail order	3.7	1.3	1.1	8.6	6.6	3.4
Other store	6.1	2.9	2.1	6.9	7.8	3.1
Publisher	3.1	1.4	2.3	6.6	8.8	5.1
Land Promotion	0.9	0.3	0.8	1.6	0.8	2.7
Restaurant	0.1	0.0	0.1	0.3	0.1	0.1
Consumer packaged goods	0.1	0.0	0.0	0.6	0.0	0.8
Auto dealers	0.5	0.2	0.3	1.1	0.8	0.6
Service stations	0.4	0.1	0.2	0.1	0.0	0.3
Other merchants	1.9	1.5	0.4	2.7	3.9	0.4
Total Merchants	20.3	9.3	7.8	34.6	36.4	18.3
Services:			<u> </u>		1	
Telephone	0.1	0.2	0.7	0.7	2.8	1.2
Other Utility	3.1	1.6	0.5	21.5	7.0	2.1
Medical	5.9	4.9	2.4	0.5	2.7	3.1
Other professional	1.0	0.6	3.8	0.8	0.7	1.7
Leisure service	3.0	1.4	0.7	6.9	4.1	1.1
Cable TV	0.5	0.1	1.1	1.9	0.8	2.1
Computer	0.1	0.7	0.2	0.2	2.2	0.8
Craftsman	0.1	0.0	0.0	0.0	0.0	0.0
Other Services	2.9	3.7	0.7	2.2	5.6	0.8
Total Services	16.6	13.2	10.1	34.8	25.9	12.8
Nonfederal government	1.0	0.9	0.8	3.0	4.5	0.8
Social/charitable/political/nonprofit	7.1	7.2	2.5	2.1	5.5	2.2
Don't know/No answer	1.0	0.9	4.2	1.5	1.9	2.7
Total Mail From Nonhouseholds				1.5	1.7	L./
Received by Households	49.4	35.9	30.1	78.4	89.3	45.7
Pieces Per Household Per Week	0.3	0.4	0.5	0.1	0.5	0.3

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Table A2-30
First-Class Mail -- Timeliness of Arrival
Postal Fiscal Years 1987, 2000 and 2001

Himatal Arrival (1986)	1987: 2	ing Respond	2018
Arrived on time or sooner:			
Arrived on the day needed	12.7	34.7	32.4
Arrived earlier than needed	6.4	14.2	16.3
Total Arrived on time or sooner	19.0	48.9	48.7
Was not expected to arrive on any special day	66.0	35.7	41.5
Arrived late	1.4	1,1	1.2
Don't know/No answer	13.6	14.3	8.6
Total	100.0	100.0	100.0

Table A2-31
First-Class Mail -- Reason for Lateness
(Percentage of Pieces that Arrived Late)
Postal Fiscal Years 1987, 2000 and 2001

isis (O) Clorical aness	1987***	Parterij Sezolojo	
Mailed Late	36.1	29.7	30.7
Not mailed late	22.1	24.9	23.5
Don't know when mailed	22.7	31.1	39.7
Don't know/No answer	19.0	14.3	6.2
Total	100.0	100.0	100.0

Table A2-32
First-Class Mail Received -- Timeliness of Arrival -- by Quarter
Postal Fiscal Years 1987, 2000 and 2001

The Charles Theorem (1997)		Quarter 1			Quarer 2	
The state of the second st	1987	₹2000	¥ 2001	1987	#2000 B	72001
Arrived on time or sooner	17.7	45.2	43.9	19.3	48.1	51.7
Was not expected to arrive on any special day	65.5	35.9	43.9	66.7	36.5	40.4
Arrived Late	1.5	1,1	0.9	1.3	1.0	1.8
Don't Know/No answer	15.4	17.8	11.4	12.8	14.3	6.2
Total	100.0	100.0	100.0	100.0	100.0	100.0

A STATE OF THE STA	er aller en en Aller des sin Aller des sinderes	Quarter 3		garagas valga pagas garaga Agaragas	one Oliomens A∈state	
	1987	2000	* 2001	(0.0)	#-2000 K	24010712
Arrived on time or sooner	17.7	51.1	50.8	22.0	52.3	49.2
Was not expected to arrive on any special day	66.8	34.9	39.9	65.0	35.7	41.3
Arrived Late	1.3	1.4	1.3	1.5	0.9	0.9
Don't Know/No answer	14.2	12.6	8.0	11.6	11.1	8.6
Total	100.0	100.0	100.0	100.0	100.0	100.0

Table A2-33

First-Class Mail Received -- Timeliness of Arrival -- by Postal Region
Postal Fiscal Years 1987, 2000 and 2001

Time of Arrival:		lorthea	si		East			South			Centra			West	
	1987	2000	2001	1987	2000	2001	1987	2000	2001	1987	2000	2001	1987	2000	2001
Arrived on time or sooner	16.4	40.9	48.9	17.8	41.7	46.7	23.7	45.7	50.6	18.9	43.4	46.9	18.1	43.4	49.8
Was not expected on any special day	66.0	36.4	42.3	67.5	31.2	42.0	62.1	29.3	39.3	66.7	31.5	43.4	67.6	30.7	40.6
Total Arrived Late	1.6	1.2	1.3	0.9	1.0	1.4	1.4	0.8	1,1	1.6	0.9	1.1	1.2	1.0	1.2
Don't know/No answer	16.1	21.5	7.4	11.0	26.1	10.0	12.8	24.1	9.0	12.9	24.2	8.7	13.1	24.9	8.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table A2-34
First-Class Mail Sent by Households to Nonhouseholds
Postal Fiscal Years 1987, 2000 and 2001

And the second of the second o	Pe Total	rcentage First-Cla	i ol se(Mail-L		Plecel*Pe	Taa Waak
	A40 0		2001			
Business Transactions In Response to Advertising:						
Total Response to Advertising	3.55	1.8	1.3	0.61	0.34	0.28
Business Transactions Not in Response to Advertising:						
Transaction to phone/utility company	2.03	2.6	2.7	0.35	0.50	0.36
Transaction to credit card company	1.45	2.4	3.1	0.25	0.46	0.43
All other business mail	5.09	7.7	11.0	0.90	1.58	1.65
Total Business Not In Response to Advertising	8.57	12.1	16.8	1.50	2.54	2.44
Don't know / No answer	0.08	0.6	2.2	0.01	0.05	0.31
Total Mail Sent by Households to Nonhouseholds	12.2	15,1	20.3	2.10	2.93	3.03

Note: All Other Business Mail includes Social/Charitable/Political and Nonprofit

Table A2-35

First-Class Mail Originating in Households and Nonhouseholds
Postal Fiscal Years 1987, 2000 and 2001

30 (4) ************************************	Percento	ige of First-C	lass Mail	_ Pieces Pe	r Hedsehold	Per Week *
200 April 1980	<u>/</u> 1987 ⊨	2000	2001	1987	2000 -	2001
Household-to-household	9.1	7.0	7.3	1.6	1.4	1.4
Household-to-nonhousehold	12.2	14.9	14.5	2.1	2.9	2.7
Nonhousehold-to-household	40.6	48.5	50.3	7.0	8.6	9.5
Unknown outgoing	1.9	0.3	1.6	0.3	0.1	0.3
Unknown incoming	0.6	0.8	1.0	0.1	0.6	0.2
Subtotal	64.4	71.5	74.7	11.1	13.5	14.1
Nonhousehold-to-nonhousehold	35.6	28.5	25.3	N/A	N/A	N/A
Total	100.0	100.0	100.0	N/A	N/A	N/A

Table A2-36
First-Class Mail -- Telephone Bill Paying
(Percent of Households)
Postal Fiscal Years 1987, 2000 and 2001

	24.0	€.34	5.83
	1987	30 30 47 2	11/17/
Winumno2 of eldollova, especially	en en en en en en en en en en en en en e		
大士等人的基本的主义的 企业 的基础的			100
	Part of the	2011[6]:110-73	aribs and indicated and
tal	0.001	0.001	0.001
t know/No answer	9.1	6.0	Z'O
	2.94	8.15	23.0
			Z'9Z
	2.94	£.7 ₈	
	286 L	TOTAL MARKET	10022
enorth <u>(Byoth madit at taktor</u> for seem of the conservation limit year			A SALES BOOK
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lotoT	0.00 [0.001	0.001
ave not heard of service	8.02	32,7	73.7
on't know/No answer	5.41	E.41	3.51
	9.01	7.9	5. Þ
Si	0.42	€.24	5.83

0.001	0.001	0.001	0.001	0.001	0.001	lotoT
T.O	4.0	2.0	7	2,0	8.0	Don't know/No answer
l 26	8.69	8.89	ſ.78	4.88	1,89	οN
8.7	8.2	0, I	3.21	4.11	2.4	S o ∖
	SE COUNTRY	7486	- 2001	000Z	74.0	
		uleviej -	allable :	A serving? II	(Leicen)	
		900	វា 💮			

Table A2-37

First-Class Mail Media by Which Mail Order Purchases Made in the Past Month Were Ordered

(Percentage of Orders)

Postal Fiscal Years 1987, 2000 and 2001

-KATEPIO SERVICE	9.7	2000	es de logic Legis de logic
Phone	31.0	52.0	55.9
Mail	67.2	39.3	32.1
Other	1.7	8.6	12.0
Total	100.0	100.0	100.0

Table A2-38
First-Class Mail -- Method of Payment
(From Entry Interview)
Postal Fiscal Years 1987, 2000 and 2001

Without graphyment.	1987*	6000 (1000) (1000) Season (1000) (1000) Season (1000)	elojenj.
By mail	95.7	93.6	93.8
In person	N/A	37.1	32.7
By automatic deduction	21.8	33.0	34.9
By personal computer	N/A	4.4	8.1
By telephone	0.8	5.8	8.6
By ATM	N/A	2.5	2.5

k(tran) kada Payments	1987	entario Salis-Pejeje)	720 (0.15)
Total payments per household per month	9.14	10.96	11.53

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

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

Table A2-39

First-Class Mail -- Personal Letters and Cards (not greeting cards) Sent by Households in an Average Month -- by Age of Head of Household Postal Fiscal Years 1987, 2000 and 2001

		asaran erilep	eces Per Hous	ehold:Ref:Moi		and Santanion
*	inity.jiy.jiy	ew.O. (Percei	ved volume)	Diary	Data (Actual V	(emulô
	10.574.63	2000	2001	1987	2000s#s	# 2001 P
18 - 21	6.6	6.2	6.5	2.4	0.6	1.7
21 - 24	3.5	4.6	5.0	2.2	0.7	1.0
25 - 34	4.2	4.8	5.0	2.8	0.8	0.8
35 - 44	4.3	4.9	5.1	2.6	1.1	0.7
45 - 54	5.0	5.0	5.1	3.0	1.5	1.2
55 - 64	5.4	5.3	5.2	3.7	1.6	1.3
65 - 69	5.1	5.4	5.8	2.8	1.8	2.0
70+	6.0	6.1	6.0	3.5	1.7	2.1

¹ Includes thank you notes.

Table A2-40

First-Class Mail -- Holiday/Season's Greeting Cards Sent by
Households -- by Education of Head of Household

(From Entry Interview)

Postal Fiscal Years 1987, 2000 and 2001

Supplied and the supplied of t	Christmas/Hand Clark III Geras Penhausaitella (1)							
	1987	200						
< 8th grade	25.7	19.7	22.9					
Some high school	29.1	21.0	21.6					
High school	34.9	25.7	26.9					
Some college	37.4	27.1	27.2					
Professional or technical school	39.1	26.3	27.5					
College	47.4	28.7	30.1					
Post graduate	56.5	30.7	31.6					

Table A2-41

First-Class Mail -- Personal Letters and Cards (not greeting cards) Sent by Households in an Average Month -- by Education of Head of Household Postal Fiscal Years 1987, 2000 and 2001

	Pieces Per-Household Re(a)(a)(i)										
	J. En	ry interviev ceived volu									
	1987	2000	-2001 -	4 d 707		A VOIDS					
< 8th grade	3.8	4.3	4.9	1.2	0.8	1.2					
Some high school	4.4	4.9	5.6	2.2	0.7	1.3					
High school	4.2	5.1	5.0	2.2	1.0	1,1					
Some college	5.1	5.2	5.4	2.4	1.1	1.3					
Professional or technical school	5.4	4.6	4.9	2.3	1.0	1.6					
College	5.5	5.4	5.3	5.1	1.5	1.3					
Post graduate	6.4	5.8	6.0	5.9	2.5	1.6					

[•] Includes thank you notes.

Table A2-42
Personal Letters and Cards (not greeting cards) Sent by
Households in an Average Month -- by Income
Postal Fiscal Years 1987, 2000 and 2001

		energe Place	s Pararious	and version on the safe respectively and a	(-jāji); dinnahibjāja				
Property of the Control of the Contr		cel/ed/volu	ត់ទៀតខ្លាំ						
	-1919:17.5	S452010)01-12	#2001WE	18 1987 <u>4</u> 6	i velojo:				
< \$7K	3.9	4.0	4.6	1.7	0.6	1.8			
\$7K - \$9.9K	5,2	4.5	5.6	3.7	0.5	0.7			
\$10K - \$14.9K	5.0	5.3	5.3	2.2	1.1	1.4			
\$15K - \$19.9K	5.0	4.8	5.6	2.5	1.1	1.2			
\$20K - \$24.9K	4.2	5.8	4.9	4.4	1.0	1.6			
\$25K - \$29.9K	5.1	5.1	5.0	2.5	1.2	0.9			
\$30K - \$34.9K	4.6	٠,١	5.0	2.9	1.2	0.9			
\$35K - \$49.9K	4.5	5.4	4.8	3.1	1.3	1.0			
\$50K - \$64.9K	5.8	5.0	5.2	3.8	1.5	1.1			
\$65K - \$79.9K	5.9	5.8	5.3	3.8	1.7	1.2			
\$80K - \$99.9K	5.8	5.3	5.4	3.6	1.7	1.4			
\$100K+	4.2	5.6	5.6	6.0	2.4	1.4			
Total	4.8	5.2	5.2	3.1	1.3	1.3			

¹ Includes thank you notes.

Table A2-43

First-Class Mail -- Holiday/Season's Greeting Cards Sent by
Households -- by Age of Head of Household
Postal Fiscal Years 1987, 2000 and 2001

	Christmas/Hanukah/New Years Carols can									
	高温 机分分析	2000 mg	Z ZZACIOS							
18 - 21	17.6	17.1	18.5							
22 - 24	19.7	15.8	17.6							
25 - 34	31.9	22.1	24.3							
35 - 44	35.2	25.7	27.5							
45 - 54	42.0	26.6	27.6							
55 - 64	45.4	29.0	29.4							
65 - 69	45.9	32.2	31.3							
70+	44.9	32.9	32.9							

Table A2-44

First-Class Mail -- Holiday/Season's Greeting Cards Sent by
Households -- by Income
(From Entry Interview)
Postal Fiscal Years 1987, 2000 and 2001

E production of the control of the c		Cchristmas/Hantikan/Alaw (884/5 (414) / 44 40 - Make Schools (884) (884) (884)								
	建设设施 1987科勒斯	B-18-92-10-10-10-11								
< \$7K	20.6	18.5	17.4							
\$7K - \$9.9K	26.7	17.5	21.7							
\$10K - \$14.9K	31.6	22.4	21.6							
\$15K - \$19.9K	32.4	23.6	22.5							
\$20K - \$24.9K	32.5	24.9	23.3							
\$25K - \$29.9K	37.7	24.3	25.2							
\$30K - \$34.9K	38.9	24.3	25.2							
\$35K - \$49.9K	44.6	26.4	27.3							
\$50K - \$64.9K	50.7	29.0	29.3							
\$65K - \$79.9K		31.8	32.0							
\$80K - \$99.9K	61.4	33.6	32.9							
\$100K or More		33.8	34.7							
Total	38.1	26.7	27.3							

Table A2-45
First-Class Mail -- Timing of Bill Payment
Postal Fiscal Years 1987, 2000 and 2001

(Injing)	albi 1987.	2000	2 2010 Larzote
Within a day or two of arrival	16.5	15.4	17.6
Weekly	6.5	8.7	8.2
Every two weeks	15.4	15.0	16.4
Once a month	34.4	31.2	27.3
As they become due	26.0	26.0	26.5
Some other time	0.6	3.0	2.8
Don't know/Don't answer	0.4	0.8	1.2
Total	100.0	100.0	100.0

Table A2-46 First-Class Mail -- Timing of Bill Payment -- by Age of Head of Household (Percentage of Households) Postal Fiscal Years 1987, 2000 and 2001

	The state	18-21	ariya e		22 = 24			2006			i de Salas	
Control of the Contro	.1987	2000	2001.	1987	2000	2001	1987	2000	(20je)	10:17	3/6[0[6]1]	2001
Within a day or two of arrival	16.0	15.0	20.6	19.2	18.4	14.6	10.1	11.7	12.3	7.6	10.4	12.9
Weekly	2.3	7.3	4.9	3.7	7.3	8.5	7.7	10.7	10.3	7.5_	12.6	9.7
Every two weeks	18.1	10.5	13.0	15.3	10.6	12.9	20.5	19.4	21.5	20.1	20.9	21.4
Once a month	43.2	38.1	31.4	28.8	27.8	30.2	27.8	27.5	23.5	36.7	28.1	24.9
As they become due	20.0	24.7	27.4	32.5	32.2	32.2	32.2	28.1	27.8	26.8	24.6	26.9
Some other time	0.0	3.2	1.8	0.2	2.1	1.7	0.5	2.2	3.7	0.7	3.0	3.1
Don't know/Don't answer	0.4	1.2	0.9	0.3	1.6	0.0	0.8	0.4	0.9	0.5	0.4	1.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Committee and the second second	9.6	45 - 54		diamen all the	55 4 64	gerge deser		one new			A. ZAN	10.00
And the second s	11987	2000	2001	1987	2000	2001	1987	2000	2001	1987	acolololo.	2001
Within a day or two of arrival	10.2	11.5	13.7	22.0	14.4	16.2	29.8	21.7	24.6	34.5	27.5	33.6
Weekly	8.6	9.1	10.6	5.5	9.6	5.9	3.5	3.6	5.0	4.3	3.5	4.8
Every two weeks	22.8	18.5	19.1	10.9	12.8	15.8	4.0	8.1	9.8	2.2	6.5	5.3
Once a month	34.0	31.6	26.1	35.4	34.6	29.7	44.1	37.7	34.1	37.3	33.6	29.3
As they become due	22.3	24.8	25.9	25.0	25.4	27.9	18.6	24.7	22.6	21.4	26.0	24.7
Some other time	1.3	4.0	2.8	0.8_	2.6	3.3	0.0	4.0	2.2	0.2	2.3	1.7
Don't know/Don't answer	0.0	0.5	1.8	0.3_	0.6	1.2	0.1	0.2	1.7	0.1	0.5	0.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table A2-47
Timing of Bill Payment by Education of Head of Household
(Percentage of Households)
Postal Fiscal Years 1987, 2000 and 2001

	- 81h Grade			Some High School			ari High sülisələr			A Some COLORES		
Compared to the second	1987	2000	2001	1987	2000	2001	1987	2000	2001	1987	2000	2001
Within a day or two of arrival	23.0	18.0	20.6	22.7	12.8	20.8	16.5	16.1	18.9	14.7	15.5	17.7
Weekly	2.9	4.9	5.6	5.2	4.3	4.7	6.8	9.5	8.2	5.5	8.2	8.8
Every two weeks	3.6	7.5	5.2	6.6	7.4	6.3	16.7	13.2	14.3	19.1	16.8	18.1
Once a month	48.0	45.5	44.0	41.0	46.6	44.7	32.8	32.5	29.7	33.2	30.2	23.8
As they become due	20.1	21.8	22.6	21.9	25.2	20.8	26.5	25.5	25.4	26.7	26.1	27.0
Some other time	1.2	2.3	1.6	0.4	2.9	2.3	0.5	2.8	2.5	0.6	2.9	3.3
Don't know/Don't answer	0.1	0.0	0.4	1.1	0.7	0.3	0.2	0.5	1.2	0.3	0.3	1.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

	Mech	ical G	llege		College		a Pos	That for the service			
Prince Pr	(0):97	2000	2001	1987	2000	2001	1987	2(6(6)6)	Anta I		
Within a day or two of arrival	15.7	17.1	16.7	12.2	15.1	15.5	14.5	14.9	16.9		
Weekly	8.9	8.1	8.3	8.3	10.2	8.9	7.4	8.6	8.9		
Every two weeks	14.0	14.2	15.2	21.1	18.0	20.3	16.4	18.5	20.1		
Once a month	35.3	24.0	27.3	29.2	26.0	22.7	31.0	28.3	22.8		
As they become due	25.6	34.6	27.3	28.3	26.5	28.1	29.3	26.1	27.5		
Some other time	0.5	1.6	3.0	0.5	3.4	3.4	0.7	3.3	2.5		
Don't know/Don't answer	0.0	0.4	2.3	0.3	0.8	1.1	0.5	0.3	1.2		
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		

Table A2-48

First-Class Mail -- Timing of Bill Payment -- by Household Income
(Percent of Households)

Postal Fiscal Years 1987, 2000 and 2001

Timing ***	The Under \$7K			\$	\$7K~\$9.9K			FEET STOKE STEWNS FOR					
	1987	2000	2001	1987	2000	2001	1987	2000	#2001	1987	2000	2001	
Within a day or two of arrival	17.8	15.7	15.8	27.0	19.1	28.0	21.4	15.8	27.8	20.7	14.7	28.4	
Weekly	2.7	2.2	2.5	3.9	4.5	1.9	2.9	6.8	4.7	6.5	5.9	5.6	
Every two weeks	6.0	3.9	6.0	7.4	4.9	4.1	9.6	7.7	8.6	15.2	9.6	13.3	
Once a month	54.8	51.5	34.2	41.7	47.2	32.9	41.9	43.6	31.8	32.8	33.7	22.5	
As they become due	17.0	23.2	41.4	17.9	24.3	30.0	23.5	23.7	22.0	24.3	32.9	27.1	
Some other time	0.4	3.4	0.1	0.5	0.0	3.2	0.4	2.4	5.0	0.3	2.1	1.8	
Don't know/Don't answer	0.3	0.0	0.0	1.6	0.0	0.0	0.3	0.0	0.2	0.3	1.3	1.3	
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

Timing 1888 1888	44 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	0)K&:\\$2\4	9K	\$ - 52	5K - \$29	9K	\$8	(0){<2014;51}3	916	453	5K#\$49	9K - 3
A Commission of the Commission	1937	2000	2001	1987	2000					1987		
Within a day or two of arrival	13.6	18.6	15.7	10.5	14.3	18.3	15.1	14.3	18.3	13.0	14.5	15.9
Weekly	5.7	9.2	10.4	6.7	8.2	6.6	6.3	8.2	6.6	10.0	11.5	9.5
Every two weeks	13.1	10.3	14.4	21.1	17.0	19.1	18.1	17.0	19.1	24.7	17.8	17.7
Once a month	31.3	35.4	24.1	31.1	31.2	23.7	32.5	31.2	2 <u>3.</u> 7	25.3	27.8	25.2
As they become due	35.0	23.4	32.1	29.6	25.7	29.9	27.7	25.7	29.9	26.8	26.3	25.5
Some other time	1.2	2.9	3.0	1.1	3.2	2.0	0.1_	3.2	2.0	0.1	1.9	4.7
Don't know/Don't answer	0.1	0.2	0.3	0.0	. 0.4	0.3	0.2	0.4	0.3	0.1	0.2	1.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	99.9	100.0	100.0	100.0

		OK= \$64	9K	- \$6	5K - \$79	9K						
Holiner	9,67/3	2000	2001	1987	2000	2001	1987	2000	2001	987	*2000	2001
Within a day or two of arrival	12.6	14.1	15.6	14.3	14.2	14.8	7.7	8.6	15.7	13.5	12.7	14.6
Weekly	12.9	11.9	9.4	7.5	12.5	12.4	15.9	13.5	10.8	3.3	11.6	13.6
Every two weeks	19.6	20.1	22.7	24.7	21.9	23.3	30.3	22.5	26.0	18.9	22.9	23.6
Once a month	26.1	24.7	19.2	20.1	22.5	18.5	25.5	23.6	16.9	32.6	24.0	15.4
As they become due	28.2	24.5	30.2	29.4	25.6	28.4	20.5	29.0	27.0	29.9	24.3	29.2
Some other time	0.4	3.8	2.5	3.9	3.4	1.7	0.0	2.2	2.4	1.9	3.5	3.1
Don't know/Don't answer	0.1	0.8	0.5	0.0	0.0	0.9	0.0	0.6	1.1	0.0	0.8	0.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: 2000 and 2001 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$

Table A2-49
First-Class Mail -- Use of Automatic Deductions
(Percent of Households)
Postal Fiscal Years 1987, 2000 and 2001

Programme and the second secon	# ##1 -87	20)002	A (J. H.)
0	78.1	68.5	67.0
1	13.1	12.8	14.2
2	4.4	8.1	8.4
3	1.6	4.0	3.9
>3	1.3	6.3	5.9
Don't know/No answer	0.5	0.3	0.6
Total	100.0	100.0	100.0

Table A2-50 First-Class Mail -- Use of Automatic Deductions -- by Income (Percentage of Households) Postal Fiscal Years 1987, 2000 and 2001

Number of Monthly Deductions	north to d	Under \$	7K 😘	· \$	7K + \$9.9	K	\$	OK-512		4-51	5K-\$19	9K
	987	2000	2001	1987	2000	2001	1987	2000	2001	*1987 *	2000	2001%
0	89.1	90.6	91.6	87.0	88.7	86.8	87.3	77.3	78.7	84.3	77.0	75.2
1	6.4	5.8	4.9	7.5	6.1	6.8	7.9	12.5	10.6	9.5	11.2	11.5
2	1.6	1.0	0.5	2.3	2.3	3,4	2.2	4.7	6.1	1.3	4.0	7.2
3	0.3	0.3	1,1	1.3	1.3	0.7	0.8	1.4	1.2	1.1	4.0	2.5
4 +	0.7	2.2	1.9	0.9	1.6	2.4	0.6	3.9	3.5	1.0	3.8	3.6
Don't know/No answer	1.9	0.0	0.0	1.0	0.0	0.0	1.2	0.3	0.0	2.8	0.0	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.1	0.2	0.4	0.2	0.2	0.4	0.2	0.5	0.4	0.2	0.6	0.5

and Monthly Deductions	E 200 A 5/2	OK# \$24	.9K-	\$2	5K - \$29	.9K	- 53	0 K=45/3/4	9₭ -	488	5)(Q-524)	y Karata
Autilia of Aorilla, Pedacions	1987	2000	2001	1987	2000	2001	41987	2000	#2001 *	1987	#2000 *	2001
0	78.3	70.9	73.9	71.1	70.3	68.3	75.8	70.3	68.3	66.1	61.7	64.0
1	15.8	13.5	13.7	16.8	14.4	14.8	14.8	14.4	14.8	_20.0	17.1	16.8
2	2.4	6.8	6.5	8.0	8.1	8.7	6.0	8.1	8.7	8.6	9.5	9.9
3	1.0	3.1	2.8	1.1	3.0	3.4	1.4	3.0	3.4	2.6	4.5	3.7
4 +	1.1	5.8	3.2	1.1	3.8	4.8	1.6	3.8	4.8	2.2	7.1	5.5
Don't know/No answer	1.4	0.0	0.0	1.9	0.5	0.0	0.4	0.5	0.0	0.5	0.2	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.3	0.7	0.5	0.3	0.6	0.5	0.4	0.6	0.5	0.6	0.9	0.5

Number of Monthly Deductions	6 6 8 8 6	0K & \$64	9K	### \$6	5K - \$79	.9K.	4-758	0 (49:50)	9/04/6	169 835	\$ 00KH	Endoca Son
a somber or Morniny Deductions	1987	2000	2001	1987	2000	2001	1987	#2000#	2001.	1987	2000 :	2001
0	68.5	59.8	61.3	68.7	55.4	59.0	76.3	56.4	51.3	68.2	52.5	52.7
	18.6	16.2	17.3	18.6	16.0	19.3	17.6	12.2	22.0	18.2	12.7	16.5
2	5.7	12.9	9.3	8.8	13.1	11.0	2.2	12.9	11.0	5.7	11.9	13.2
3	4.0	4.9	3.8	2.4	5.5	4.2	3.4	5.8	8.6	2.8	8.2	6.3
4 +	1.9	6.1	8.3	1.1	9.4	6.5	0.5	12.2	7.2	3.7	14.3	11.4
Don't know/No answer	1.3	0.1	0.0	0.4	0.6	0.0	0.0	0.6	0.0	1.4	0.4	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.5	0.9	0.5	0.5	1.2	0.5	0.3	1.3	0.5	0.5	1.6	0.6

© NOTE: 1987 figures reflect the response to "How many payments each month are automatically deducted on a prearranged basis from savings or checking accounts?"

Note: 2000/2001 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

Table A2-51

First-Class Mail -- Use of Automatic Deductions -- by Age
(Percentage of Households)

Postal Fiscal Years 1987, 2000 and 2001

		8 - 21	Carlon S		22 - 24	12.25		25 - 34			35§44	1
sakininkin sa Manikiy Daginena	通数 例 987 。	2000	2001	1987	2000	2001	1987	2000	2001	1987	. 2000	2001
0	89.3	75.9	84.2	92.0	78.4	71.3	75.3	67.9	65.1	73.5	65.3	6 5.5
1	7.7	10.6	8.6	5.1	11.2	19.8	15.5	15.5	18.5	16.0	15.3	15.1
2	2.1	6.9	3.6	1.2	7.0	7.2	5.8	8.4	9.0	5.4	8.9	9.7
3	0.0	2.9	2.3	0.2	1.6	1.0	1,5	3.7	3.0	1.9	4.1	3.6
4 +	0.5	3.7	1.4	0.2	1.8	0.7	1,1	4.1	4.4	1.4	6.2	6.2
Don't know/No answer	0.4	0.0	0.0	1.3	0.0	0.0	0.8	0.4	0.0	1.8	0.3	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.2	0.6	0.4	0.1	0.4	0.3	0.4	0.7	0.4	0.4	0.9	0.5

so (Number of Memily) Distillation of	V 31 T 12	45 - 54		1 m 1 m 2 m	55 - 64			65 4 69			7/0)	
A A COLUMN TO THE COLUMN TO TH	1987	2000	2001	1987	2000	2001	1987	2000	2001	987	2000	2001
0	70.9	65.1	63.7	79.7	69.7	70.1	81.6	70.5	67.2	88.1	69.6	71.3
1	18.5	13.8	16.4	11.2	11.2	13.0	10.7	9.9	12.6	5.7	9.4	8.0
2	4.1	9.0	9.2	5.1	7.4	7.8	2.7	8.8	6.8	2.7	7.4	7.6
3	2.8	4.9	4.8	0.8	4.1	3.2	2.0	2.7	5.3	1.6	4.8	4.5
4 +	1.0	7.0	5.8	1.6	7.2	5.9	2.1	7.9	8.1	1.1	8.4	8.5
Don't know/No answer	2.7	0.3	0.0	1.6	0.3	0.0	0.9	0.2	0.0	0.8	0.4	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.4	0.9	0.5	0.3	0.8	0.5	0.4	0.8	0.6	0.2	0.9	0.7

① NOTE: 1987 figures reflect the response to "How many payments each month are automatically deducted on a prearranged basis from savings or checking accounts?"

Appendix A3: Standard Mail (A)

Table A3-1
Standard Mail (A) Content of Mailpiece
(Percentage of Standard Mail (A) Received by Households)
Postal Fiscal Years 1987, 2000 and 2001

e-injent	1987	2000.	2004 2004
Advertisement	80.9	90.8	84.4
Fund request	1.2	1.0	1.5
Newsletter/information/other	10.9	6.9	11.4
Don't know/No answer	7.0	1.3	2.7
Total	100.0	100.0	100.0

Standard Mail (A) by Major Industry by Quarter (Mean Pieces Per Household Per Week) Postal Fiscal Years 1987, 2000 and 2001

		Quarter	3	9	Quarter 2		No.	Quiner 3			Quarierd	
The state of the s	1587	2000	2001	1987	2000	2001	1987	987 2000	2001	∂/861÷	2000	2001
Credit Card	0.5	0.5	6.0	0.2	0.4	6.0	0.3	6.0	6.0	0.2	6.0	0.7
Bank	0.2	0.2	0.3	0.1	0.2	0.3	0.3	0.5	0.4	0.2	6.0	0.3
Total Financial	6.0	1.2	1.9	9.0	1.2	2.0	1.2	2.6	2.1	8'0	2.3	1.7
Supermarkets	0.3	0.1	0.2	0.3	0.1	0.5	0.2	0.4	0.1	0.2	2.1	0.1
Department store	1.4	6.0	1.3	0.8	9.0	0.7	1.3	1.1	6.0	1.1	1.2	0.7
Mail order company	1.1	1.6	1.9	1.4	1.4	2.2	1.3	2.6	1.5	1,3	2.6	1.9
Specialty store	0.8	0.5	1.0	0.7	0.4	9.0	0.8	1.0	9.0	0.7	6.0	0.7
Publisher	6.0	9.0	9.0	1.4	9.0	0.9	6.0	1.1	9.0	1.2	1.3	0.8
Total Merchants	4.9	4.0	5.1	4.8	3.3	4.8	5.0	6.5	3.9	4.8	6.4	4.4
Total Services	0.5	1.1	1.4	0.4	6.0	1.4	0.7	1.7	1.2	0.5	1.5	1.2
Total Social/Charitable/Political/Nonprofit	0.5	2.1	9.0	0.2	1.6	0.4	0.2	3.5	0.3	0.2	3.0	0.3
Detached label	9.0	0.2	0.1	0.5	0.2	0.1	0.7	0.5	0.1	9.0	0.4	0.1
Not from one organization	9.0	2.6	0.3	0.4	1.8	0.3	0.4	3.0	0.3	0.4	2.7	0.2
Total Pieces Per Household Per Week	8.2	11.1	9.6	7.3	8.9	8.8	8.4	17.9	6.7	7.4	16.4	7.9

Table A3-3
Standard Mail (A) Addressee
(Percentage of Total Standard Mail (A) including Nonprofit Mail)
Postal Fiscal Years 1987, 2000 and 2001

	MAY AND REPORT OF COMMON AND CONTRACT OF C		dard Mail	ijileki siks	ist-irizlatelis	karataj.
	1987	2000	2001	獎 1987 集	2000	Age
Addressed to specific person	50.1	55.8	54.7	5.29	9.20	9.79
Addressed to occupant	22.7	10.5	13.3	2.39	1.73	2.05
Don't know/No answer	0.9	7.2	1,1	0.11	1.19	0.21
Total Pieces Received by Household	73.7	73.5	69.1	7.78	12.12	12.05

Table A3-4 Standard Mail (A) Addressee by Industry (Percentage of Pieces) Postal Fiscal Years 1987, 2000 and 2001

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				V;	757	f. 1900 S.			
i de la composition de la composition de la composition de la composition de la composition de la composition									
	A CONTRACTOR		1	Same Land Control	W. Day Control	Sale District	Control of the Control		3/2/58
r. · I	1937	2000	200	1987	2000	7.0[0]	122		SOOF.
Financial:	1 07 1	05.0	07.5	6.0	0.5	1.0	11000	1100.0	1200
Credit card	97.1	95.8	96.5	2.0	2.5	1.9		100.0	
Bank	89.8	92.4	90.8	8.7	6.2	8.1		100.0	
Securities broker	96.8	95.6	97.3	2.9	3.6	2.3		100.0	
Money Market ①	93.7	93.2	97.1	0.0	3.4	2.9		100.0	
Insurance Company	93.2	93.2	92.9	5.5	5.2	6.0		100.0	
Real Estate/Mortgage	72.8	81.7	80.9	26.7	17.9	18.3		100.0	
Total Financial	92.1	92.0	93.9	6.8	6.5	4.8	100.0	100.0	100.0
Merchants:	1				 				
Supermarkets	11.1	22.2	27.6	87.7	77.2	70.6		100.0	
Department store	68.3	76.2	75.8	30.9	22.6	23.6		100.0	
Mail order company	95.8	97.4	96.7	3.3	1.9	2.3			100.0
Specialty store	56.4	72.8	74.6	43.0	26.0	24.3		100.0	
Publisher	72.0	89.5	88.6	25.8	7.4	9.8	100.0		100.0
Land promotion company ①	92.0	84.6	85.7	8.0	14.2	14.3		100.0	
Restaurant	21.3	19.7	22.5	77.6	80.3	77.3		100.0	
Consumer packaged goods	86.1	80.8	92.3	13. <u>5</u>	19.2	7.2		100.0	
Auto dealers	88.7	78.1	89.2	8.6	21.9	10.8		100.0	
Service stations ①	56.4	57.2	65.4	43.6	42.8	34.6		100.0	
Mall ①	19.3	100.0	100.0	80.7	0.0	0.0		100.0	
Other merchants	19.4	68.6	78.3	83.3	31.4	20.7		100.0	100.0
Total Merchants	72.1	73.8	84.2	26.7	24.9	14.7	100.0	100.0	100.0
Services:									
Telephone	94.6	84.0	87.7	4.7	14.2	11.3	100.0	100.0	100.0
Other Utilities @	90.4	93.6	89.9	2.4	15.1	9.8	100.0	100.0	100.0
Medical	77.2	82.7	85.6	22.7	16.8	14.2	100.0	100.0	100.0
Other professional ①	91.0	88.5	88.6	6.5	10.6	10.4	100.0	100.0	100.0
Leisure service	85.2	91.7	91.8	14.5	7.3	7.2	100.0	100.0	100.0
Cable TV	80.1	58.7	55.0	19.9	41.0	43.9	100.0	100.0	100.0
Computer	98.3	85.7	91.4	1.1	13.8	7.8	100.0	100.0	100.0
Craftsman ®	41.9	70.4	79.6	57.2	29.6	20.4	100.0	100.0	100.0
Total Services	81.5	83.6	81.0	17.5	17.0	18.2	100.0	100.0	100.0
Nonfederal Government	73.3	74.6	66.0	26.3	25.3	32.6	100.0	100.0	100.0
Social/Charitable/Political/Nonprofit:									
Union or Professional Organization ①	89.6	95.1	86.3	10.4	2.6	13.4	100.0	100.0	100.0
Church ①	79.4	89.6	85.2	15.9	8.2	14.0		100.0	
Educational	87.9	87.8	89.6	11.4	11.0	9.2		100.0	
Charities ①	98.1	95.9	70.7	1.9	1.7	27.4		100.0	
Political Campaign	87.3	91.8	90.5	12.1	7.7	8.5		100.0	
AARP ①	100.0	96.2	90.4	0.0	3.8	6.2			100.0
Total Social/Charitable/Political/Nonprofit									

① Fluctuations may be due to small sample size.

Table A3-5 Standard Mail (A) by Shape Postal Fiscal Years 1987, 2000 and 2001

	i inin	oletidata t	NOTH A LEGIS				
	1937	= 2000 ×	2001			5400	
Letter Size Envelope	17.3	19.0	20.5	1.83	3.13	3.60	
Larger Envelope	12.0	10.5	11.3	1.26	1.74	1.85	
Total Envelope	29.3	29.5	31.8	3.09	4.87	5.45	
Detached Label Card	5.8	1.7	3.3	0.61	0.28	0.46	
Postcard	1.8	4.2	6.0	0.20	0.69	0.93	
Catalog (not in envelope)	14.2	12.7	17.2	1.50	2.09	2.45	
Flyers/Circulars	20.1	12.1	16.7	2.12	1.99	2.65	
Magazines/Newsletters	1.7	4.7	4.7	0.18	0.77	0.81	
Other/Don't Know/No answer	1.0	7.5	2.6	0.10	1.24	0.41	
Total Pieces Received by Households	73.8	73.5	82.2	7.78	12.12	13.16	

Note: Percentage Estimates will not match Table 3.8 since the base here represents the RPW total for Standard Mail (A).

Table A3-6a Standard Mail (A) Industry by Shape (Percentage of Pieces Received by Households) Postal Fiscal Years 1987, 2000 and 2001

		i la la la la la la la la la la la la la	7.5				lection.	3. S. S.	\$15/C		.S. 67 (.)	
		. بر د	o c					Qui i				August 19
91,446 (8) (8)			70.00				1987				100 mg	
Financial:				-100 (100 -100)	· Carlo Constitution Constituti	March Addition	0 4 N W W	Manual Control			energy to the testing	Santa Cherry
Credit card	59.5	67.7	72.0	28.1	22.6	20.5	0.4	2.9	2.6	3.1	1.3	0.7
Bank	65.0		62.2	14.6		13.1	3.4	6.8	8.9	1.8	0.3	1.3
Securities broker	56.3	25.7	25.9		39.9	40.0	0.5	1.8	2.2	5.2	6.0	3.8
Money Market ①	66.1	27.5	31.2	8.3	36.3	29.6	0.7	0.4	7.7	8.5	7.3	4.8
Insurance Company	66.8	55.6	55.3	19.9	23.1	22.9	0.7	2.1	4.0	1.4	1.3	0.8
Real Estate/Mortgage	32.1	40.8	40.3	7.3	7.2	5.3	10.7	25.0	30.4	3.2	1.2	1.1
Total Financial	60.1	56.5	59.7	19.4	22.2	20.9	2.0	4.5	5.6	2.6	1.8	1.2
Merchants:					•							
Supermarkets	4.0	5.1	5.2	2.7	6.0	5.7	0.7	3.3	7.2	5.2	10.0	6.7
Department store	8.8	6.8	8.8	3.6	4.9	5.2	3.3	12.1	13.7	40.8	35.7	29.4
Mail order company	20.8	8.0	6.9	22.0	12.6	11.6	0.8	1.2	1.4	48.5		66.8
Specialty store	10.5	9.3	7.8	6.5	5.5	4.2	5.1	10.1	12.3	26.8	34.2	31.8
Publisher	26.5	35.3	36.1	34.1	28.4	26.5	1.2	2.2	3.1	4.4	6.7	6.1
Land promotion ①	78.1	42.1	29.3	4.4	17.7	16.9	1.3	20.6	22.3	3.4	2.7	5.2
Restaurant	4.5	7.2	6.6	1.6	2.9	2.5	21.8	33.6	41.5	2.1	0.6	0.6
Consumer packaged goods	35.1	20.2	18.6	16.1	19.9	17.1	2.2	11.4	14.1	5.6	11.6	11.5
Auto dealers	28.1	24.3	22.4	13.6	18.7	16.1	6.5	9.3	11.5	7.1	2.8	2.8
Service stations ①	14.2	18.1	16.7	0.0	7.7	6.6	5.9	19.5	24.1	0.0	0.0	0.0
Mall ①	0.7	0.0	0.0	0.0	0.0	0.0	0.9	40.5	50.0	21.6	0.0	0.0
Total Merchants	18.0	13.4	12.3	16.3	13.1	11.3	2.5	5.4	6.7	28.1	40.2	39.7
Services:												
Telephone	28.9	45.4	40.6	42.9	20.2	23.8	5.2	9.8	10.5	6.2	1.1	1.2
Other Utilities ①	33.1	38.1	36.9	9.5	16.3	11.4	2.2	9.4	9.9	6.0	0.5	3.5
Medical	27.1	20.6	23.8	8.1	14.2	14.4	6.9	11.4	12.8	2.6	5.3	8.1
Other professional ①	48.6	38.4	30.6	14.0	6.8	12.0	1.8	7.2	11.0	1.9	5.7	7.0
Leisure service	41.5	28.6	29.4	15.9	15.7	13.9	4.2	9.5	12.4	4.1	9.8	9.7
Cable TV	15.4	15.6	17.5	14.4	7.0	6.0	7.8	27.1	25.7	20.6	3.0	2.5
Computer	30.7	20.9	18.5	27.6	19.4	10.5	0.0	9.6	13.2	16.2	19.0	0.2
Craftsman ①	13.2	14.6	14.0	9.9	12.9	12.2	5.9	25.9	34.0	0.0	0.0	0.0
Total Services	32.8	29.9	28.7	17.5	15.0	14.1	6.0	11.9	15.6	6.1	6.4	6.9
Government:										_		
Nonfederal Government	17.5	20.7	17.4	9.1	10.7	7.2	4.0	4.4	10.6	10.0	4.6	0.3
Social/Charitable/Political/Nonprofit:												
Union/professional ①	38.3	36.1	25.1	17.7	18.0	15.3	2.2	2.4	11.5	3.4	4.8	3.8
Church ①	36.3		22.5	10.1	9.9	9.1	3.5	6.4	12.7	4.3	1.6	5.6
Educational	40.0	28.5		14.2	10.9	8.1	3.0	6.7	8.2	7.1	8.7	7.2
Political Campaign	33.1	31.0	16.9	2.7	12.1	2.5	8.4	12.8	7.5	0.4	0.6	1.0
AARP ①	20.9	N/A	34.9	57.2	N/A	15.4	0.0	N/A	9.6	8.1	N/A	0.4
Total Social/Charitable/Political/	37.0	43.6	26.8	12.4	16.8	9.4	4.5	5.9	10.1	3.3	3.3	3.5
Nonprofit												
Total	23.5	25.9	26.6	16.2	14.3	13.9	2.5	5.7	8.1	19.2	17.3	22.9

10 Fluctuations may be due to small sample size.

Table A3-6b Standard Mail (A) Industry by Shape (Percentage of Pieces Received by Households) Postal Fiscal Years 1987, 2000 and 2001

			Ald water to a	\$ \	Congression.						7 STEN 18 :	A STATE OF THE STA
			2.5	V		ing (s			Jajony II			
	7.78.78.28	TO SECURE		POST VALUE OF THE SECOND SECON	C.ACADMICKI	NATION IN		1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1	SPANS.	Y. 17	and the stuff	
Financial:	git-atterbisederisti	dia amang kalawa 20 Mali	Same South Care A	· commente de la	dis sedi na spote politic	er en en en en en en en en en en en en en	tioned disable his	and the	Constant Control (Control	Edition Amelica.ca	in and all the second	Control of the Contro
Credit card	8.1	3.9	3.2	0.0	0.2	0.2	0.6	1.0	0.8	100	100	100
Bank	14.3	14.3	12.5	0.1	1.8	1.3	0.7	1.9	0.8	100	100	100
Securities broker	16.6	11.6	12.5	1.6	8.1	10.6	1.1	2.2	5.1	100	100	100
Money Market ①	14.6	12.2	11.1	0.0	9.0	11.3	1.8	3.7	4.3	100	100	100
Insurance Company	10.2	11.3	10.9	0.5	4.9	4.7	0.5	0.8	1.4	100	100	100
Real Estate/Mortgage	44.9	20.2	21.2	1.4	1.4	1.5	0.5	1.5	0.3	100	100	100
Total Financial	14.7	9.6	8.6	0.5	2.8	2.6	0.8	1.2	1.4	100	100	100
Merchants:	<u> </u>	-/.5	<u> </u>	0.0	2.0	-=	<u> </u>					
Supermarkets	85.7	62.0	63.6	0.8	12.1	8.0	0.7	0.6	3.7	100	100	100
Department store	42.5	32.8	36.5	0.3	4.1	3.9	0.6	0.9	2.7	100	100	100
Mail order company	7.0	5.1	5.9	0.2	2.9	2.5	0.8	0.9	4.9	100	100	100
Specialty store	49.8	32.8	38.2	0.3	4.6	3.0	0.7	1.1	2.6	100	100	100
Publisher	20.4	8.9	8.6	12.1	14.2	16.3	1.2	1.7	3.3	100	100	100
Land promotion ①	12.7	11.2	25.1	0.0	1.4	0.6	0.0	1.7	0.7	100	100	100
Restaurant	70.0	40.9	47.9	0.0	0.9	0.8	0.0	0.0	0.0	100	100	100
Consumer packaged goods	38.0	31.6	37.1	1.8	4.0	3.8	1.2	0.9	3.0	100	100	100
Auto dealers	42.7	37.8	44.2	1.8	2.8	2.7	0.2	0.1	0.4	100	100	100
Service stations ①	79.9	44.2	51.8	0.0	0.9	0.9	0.0	0.0	0.0	100	100	100
Mall ①	75.9	42.7	50.0	1.0	0.0	0.0	0.0	0.0	0.0	100	100	100
Total Merchants	31.3	18.0	21.1	2.9	5.6	5.3	0.9	1.1	3.6	100	100	100
Services:												
Telephone	14.3	18.9	22.4	1.3	1.7	0.5	1.3	1.8	1.0	100	100	100
Other Utilities ①	29.3	25.8	28.7	5.0	6.1	7.1	14.7	2.4	2.6	100	100	100
Medîcal	50.5	29.4	26.4	4.4	16.5	12.7	0.5	0.7	1.8	100	100	100
Other professional ①	31.5	29.9	29.7	2.2	9.1	8.3	0.0	1.1	1.5	100	100	100
Leisure service	33.1	26.4	26.8	0.8	5.3	4.8	0.4	1.1	3.0	100	100	100
Cable TV	36.0	39.2	41.9	3.9	6.4	4.8	1.9	0.7	1.7	100	100	100
Computer	24.9	20.5	25.7	0.7	3.4	5.7	0.0	5.7	2.7	100	100	100
Craftsman ①	70.4	34.0	39.8	0.6	0.0	0.0	0.0	0.0	0.0	100	100	100
Total Services	34.3	26.9	28.2	2.0	6.4	4.7	1.3	1.6	1.9	100	100	100
Government:	T	1										
Nonfederal Government	55.8	45.6	37.2	2.2	12.2	21.7	1.3	1.7	2.2	100	100	100
Social/Charitable/Political/Nonprofit:			1		Î			_				
Union/professional ①	35.6	17.9	24.3	2.8	19.0	19.0	0.0	1.0	1.0	100	100	100
Church ①			15.8			29.9		1.6	4.4	100	100	100
Educational	33.7	28.1	30.9		13.8			1.0	2.5	100	100	100
Political Campaign	54.0	36.2			5.8	2.8	0.2	0.7	0.4	100	100	100
AARP ①	6.7	24.9			10.7	10.1	0.0	0.2	0.5	100	100	100
Total Social/Charitable/Political/	39.8			2.4	9.1	10.4	0.4	1.3	1.6	100	100	100
Nonprofit		<u> </u>	1				i					1
O Electrations may be due to small as		16.4	20.7	2.3	6.4	5.1	1.3	10.2	2.7	100	100	100

① Fluctuations may be due to small sample size.

Table A3-7a Standard Mail (A) Shape by Industry (Percentage of Pieces) Postal Fiscal Years 1987, 2000 and 2001

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								2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	
	- 10 - 10 - 10 - 10 - 10 - 10 - 10 - 10	(2) 3) 1 (2) 22 3 3 3 1 (2)	iris Šviateks	1.1.84	STATE OF			MOID	100
Financial:	ti saa faana					Same Armed R		and the state of	in an air air air
Credit card	7.5	14.0	27.1	5,1	8.8	14.7	0.5	2.8	3.3
Bank	6.9	5.6	9.2	2.3	2.5	3.7	3.4	2.9	4.3
Securities broker	2.7	1.3	2.1	1.3	3.9	6.3	0.2	0.4	0.6
Money Market	0.4	0.3	0.4	0.1	0.8	0.7	0.0	0.0	0.3
Insurance Company	10.8	7.3	9.5	4.7	5.7	7.5	1.0	1.3	2.3
Real Estate/Mortgage	1.4	1.2	1.9	0.5	0.4	0.5	4.4	3.4	4.6
Other Financial	0.6	0.7	0.4	0.3	0.4	0.4	0.0	0.5	0.2
Total Financial	30.3	30.5	50.5	14.3	22.5	33.9	8.5	11.4	15.5
Merchants:	30.5	30.5	30.5	14.5	22.0	33.7	0.5	11.4	13.3
Supermarkets	0.5	0.3	0.4	0.5	0.6	0.9	0.9	0.8	1.9
	5.6	2.0	3.4	3.3	2.7	3.9	19.7	16.6	17.6
Department store Mail order company	14.4	5.0	5.6	22.1	14.8	18.0	5.2	3.4	3.8
	4.1	1.9	2.5	3.7	2.1	2.6	19.0	9.7	13.1
Specialty store Publisher	15.5	9.8	11.2	28.9	14.8	15.8	6.4	2.8	3.1
Land promotion company	1.9	0.3	0.2	0.2	0.2	0.2	0.3	0.6	0.6
Restaurant	0.1	0.3	0.2	0.2	0.2	0.2	6.1	4.3	3.0
	2.4	1.7	1.5	1.6	3.5	2.7	1.4	3.6	2.5
Consumer packaged goods Auto dealers	0.7	0.4	0.4	0.5	0.7	0.5	1.4	0.9	0.6
	0.7	0.4	0.4	0.0	0.7	0.3	0.3	1.2	0.8
Service stations	0.0	0.2	0.2	0.0	0.2	0.0	0.3	0.0	0.0
Mall	2.7	0.6	0.0	2.2	1.1	0.0	1.9	2.1	1.5
Other merchants Total Merchants	48.0	23.0	26.1	63.1	40.9	45.6	62.7	46.1	48.6
	40.0	23.0	<u> </u>	05.1	40.7	45.6	02.7	40.1	40.0
Services:	1.0	2.8	4.1	2.1	2.3	4.6	17	2.8	3.5
	0.3	0.6	0.8	0.1	0.5	0.5	0.2	0.7	0.7
Other Utilities Medical	1.1	1.2	1.4	0.5	1.6	1.6	2.5	3.2	2.4
Other professional	0.8	0.8	0.8	0.3	0.3	0.6	0.3	0.7	1.0
	2.9	2.6	4.5	1.6	2.7	4.0	2.7	4.0	6.2
Leisure service	0.6	0.4		0.8	0.3	0.5	2.9	3.0	3.6
Cable TV	0.8	1.0	0.8	0.6	1.7	1.0	0.0	2.0	2.1
Computer Craftsman	0.3	0.0	0.9	0.4	0.0	0.0	0.0	0.0	0.2
Other services	2.3	2.9	2.7	1.4	2.2	2.2	5.4	6.1	6.6
Total Services	9.4	12.2	15.9	7.3	11.5	15.0	16.1	22.5	26.3
		4	0.7						1.5
Nonfederal Government	0.7	0.8	1 0.7	0.6	0.8	0.6	1.6	0.8	1.5
Social/Charitable/Political/Nonprofit:	Το.	1 1 0	105	104	10	0 /	1 0 2	0.7	0.0
Union/professional	0.6	1.9	0.5	0.4	1.8	0.6	0.3	0.6	0.8
Church	0.3	4.5	0.3	0.1	2.1	0.2	0.3	3.3	0.5
Educational	1.2	4.5	1.6	0.6	3.2	0.8	0.8 3.7	4.9	1.4
Political	1.6	2.2	1.0	0.2	1.6	0.3		4.2	1.5
AARP	0.1	0.0	0.3	0.5	0.0	0.3	0.0	0.0	0.3
Other Social/Charitable/Political/Nonprofit	1.1	3.4	0.5	0.6	3.4	0.6	0.5	3.8	0.4
Total Social/Charitable/Political/Nonprofit	4.9	16.5	4.2	2.4	12.0	2.7	5.6	16.8	4.8
Not from one organization	4.3	3.5	3.7	10.9		9.4	2.9	7.5	36.2
Don't know/No answer	2.4	1.6	1.1	1.4	1.5	0.7	1.6	1.8	0.8
Total	[100.0) <u> 100.0</u>	<u>),100.C</u>	<u>), 100.C</u>	100.0)_100.C	<u>100.C</u>	100.0	100.

Table A3-7b Standard Mail (A) Shape by Industry (Percentage of Pieces) Postal Fiscal Years 1987, 2000 and 2001

Financial: Credit card Bank 0.2 0.1 0.2 1.3 1.3 1.5 0.0 0.8 1.0 0.8 1.0 0.8 1.0 0.0 0.2 0.2 0.6 0.8 0.2 0.1 0.2 0.1 0.2 0.1 0.2 0.1 0.2 0.1 0.2 0.1 0.8 1.0 0.8 1.0 0.8 0.1 0.2 0.1 0.2 0.1 0.2 0.2 0.0 0.5 0.4 0.7 1.0 1.3 0.8 2.0 4.6 Money Market 0.1 0.1 0.1 0.1 0.1 0.1 0.1 0.2 0.2 0.0 0.5 0.4 0.0 0.0 0.1 0.2 0.2 0.0 0.5 0.8 0.8 0.0 0.1 0.1 0.1 0.1 0.1 0.1 0.2 0.2 0.0 0.5 0.5 0.4 0.7 1.0 0.1 0.3 0.8 0.2 0.4 0.4 0.8 0.1 0.1 0.1 0.1 0.1 0.1 0.2 0.2 0.0 0.5 0.5 0.4 0.7 1.0 0.1 0.3 0.8 0.2 0.4 0.4 0.8 0.1 0.1 0.1 0.1 0.1 0.1 0.2 0.2 0.0 0.5 0.5 0.8 0.2 0.1 0.1 0.1 0.1 0.1 0.3 0.6 0.2 0.4 0.4 0.8 0.1 0.1 0.1 0.1 0.3 0.6 0.2 0.4 0.4 0.8 0.1 0.1 0.1 0.1 0.3 0.3 0.3 0.2 0.2 0.1 0.1 0.1 0.1 0.3 0.3 0.3 0.2 0.2 0.3 0.4 0.4 0.8 0.1 0.1 0.1 0.1 0.3 0.3 0.3 0.2 0.2 0.1 0.1 0.1 0.1 0.3 0.3 0.3 0.2 0.2 0.2 0.1 0.1 0.1 0.0 0.3 0.3 0.3 0.2 0.2 0.2 0.1 0.1 0.1 0.0 0.3 0.3 0.3 0.2 0.2 0.2 0.1 0.1 0.1 0.0 0.3 0.3 0.3 0.2 0.2 0.2 0.1 0.1 0.1 0.0 0.3 0.3 0.3 0.2 0.2 0.2 0.1 0.1 0.1 0.0 0.3 0.3 0.3 0.2 0.2 0.2 0.1 0.1 0.1 0.0 0.3 0.3 0.3 0.2 0.2 0.2 0.1 0.1 0.1 0.0 0.3 0.3 0.3 0.2 0.2 0.2 0.1 0.1 0.1 0.2 0.2 0.2 0.2 0.1 0.1 0.1 0.2 0.2 0.2 0.2 0.1 0.1 0.1 0.2 0.2 0.2 0.2 0.1 0.1 0.1 0.2 0.2 0.2 0.2 0.1 0.1 0.1 0.2 0.2 0.2 0.2 0.2 0.1 0.1 0.1 0.2 0.2 0.2 0.2 0.2 0.2 0.2 0.2 0.2 0.2			451 F		re in an a					
Financial Fina				0.00	we it is	40			2 0 2 2 2 1 1 1	
Financial: Credit card O.5 0.4 0.3 0.9 1.3 1.5 0.0 0.2 0.4 Bank O.2 0.1 0.2 1.3 2.1 2.4 0.1 0.8 1.0 Securities broker O.3 0.5 0.4 0.7 1.0 1.3 0.8 2.0 4.6 Money Market O.1 0.1 0.1 0.1 0.1 0.2 0.2 0.2 0.0 0.5 0.8 Insurance Company O.3 0.3 0.2 1.4 2.4 2.4 0.8 3.1 4.3 Real Estate/Mortpagae O.2 0.1 0.1 1.7 1.0 1.3 0.6 0.2 0.4 Total Financial O.0 0.1 0.0 0.3 0.3 0.3 0.2 0.3 0.3 0.2 0.3 0.4 Total Financial O.0 0.1 0.0 0.3 0.3 0.3 0.2 0.3 0.3 0.2 0.3 0.4 Total Financial O.0 0.1 0.0 0.3 0.3 0.3 0.2 0.3 0.3 0.2 0.3 0.4 Total Financial O.0 0.1 0.0 0.3 0.3 0.3 0.2 0.3 0.3 0.2 0.3 0.4 Total Financial O.0 0.1 0.0 0.3 0.3 0.3 0.2 0.3 0.4 0.5 0.2 0.4 Total Financial O.0 0.1 0.0 0.3 0.3 0.3 0.2 0.3 0.4 0.5 0.2 0.4 Total Financial O.0 0.1 0.0 0.3 0.3 0.3 0.2 0.3 0.4 Total Financial O.0 0.1 0.0 0.3 0.3 0.3 0.2 0.3 0.4 0.5 0.2 0.4 Total Financial O.0 0.1 0.0 0.3 0.3 0.3 0.2 0.3 0.2 0.3 0.4 Total Financial O.0 0.1 0.0 0.3 0.3 0.3 0.2 0.3 0.2 0.3 0.4 Total Financial O.0 0.1 0.0 0.3 0.3 0.3 0.2 0.3 0.2 0.3 0.4 Total Financial O.0 0.1 0.0 0.4 0.5 0.4 0.4 0.4 0.4 0.4 0.4 0.4 0.4 0.4 0.4		102:77	2000	2001	0.937	20002	20 e)	((((((((((((((((((((2(0)0)0%	2001
Bank	Financial:									
Securities broker	Credit card	0.5	0.4	0.3	0.9	1.3	1.5	0.0	0.2	0.4
Money Market	Bank	0.2	0.1	0.2	1.3	2.1	2.4	0.1	0.8	1.0
Insurance Company	Securities broker	0.3	0.5	0.4	0.7	1.0	1.3	0.8	2.0	4.6
Real Estate/Mortgage	Money Market	0.1	0.1	0.1	0.1	0.2	0.2	0.0	0.5	0.8
Other Financial 0.0 0.1 0.0 0.3 0.3 0.3 0.2 0.3 0.4 Total Financial 1.6 1.4 1.2 6.4 8.2 9.4 2.5 7.2 11.8 Merchants: Supermarkets 0.9 0.8 0.6 10.0 5.4 6.4 1.1 3.2 3.3 Department store 31.9 15.3 13.4 23.4 15.4 18.3 2.1 5.9 8.0 Mail order company 41.0 59.5 62.8 4.2 5.1 6.1 1.4 8.6 10.0 Specialty store 12.9 10.2 11.9 17.0 10.7 15.8 1.4 4.5 5.1 Publisher 3.2 2.7 2.2 10.3 3.9 3.4 71.9 19.0 26.2 Lond promotion company 0.1 0.0 0.0 1.0 3.0 1.0 0.0 0.0 0.0 0.0 0.0 0.0 <td< td=""><td>Insurance Company</td><td>0.3</td><td>0.3</td><td>0.2</td><td>1.4</td><td>2.4</td><td>2.4</td><td>0.8</td><td><u>3</u>.1</td><td>4.3</td></td<>	Insurance Company	0.3	0.3	0.2	1.4	2.4	2.4	0.8	<u>3</u> .1	4.3
Total Financial 1.6	Real Estate/Mortgage	0.2	0.1	0.1	1.7	1.0	1.3	0.6	0.2	0.4
Merchants: Supermarkets O.9 O.8 O.6 10.0 5.4 6.4 1.1 3.2 3.3 3.4 2.3 3.4 2.3 1.5	Other Financial	0.0	0.1	0.0	0.3	0.3	0.3	0.2	0.3	0.4
Supermarkets	Total Financial	1.6	1.4	1.2	6.4	8.2	9.4	2.5	7.2	11.8
Department store	Merchants:									
Department store	Supermarkets	0.9	0.8	0.6	10.0	5.4	6.4	1,1	3.2	3.3
Mail order company		31.9	15.3	13.4	23.4	15.4	18.3	2.1	5.9	8.0
Specially store 12.9 10.2 11.9 17.0 10.7 15.8 1.4 4.5 5.1								_		10.6
Publisher		12.9						1.4		
Land promotion company		3.2	2.7	2.2	10.3	3.9	3.4	71.9		26.7
Restaurant		0.1		0.1	0.3		0.2	0.0		0.0
Consumer packaged goods										
Auto dealers							3.9			1.6
Service stations				0.1				0.4	0.2	0.2
Mall 0.2 0.0 0.0 0.4 0.0 0.0 0.1 0.0 0.0 Other merchants 0.9 0.4 0.5 1.4 0.9 1.4 0.0 0.8 1.1 Total Merchants 91.9 89.7 92.7 72.3 46.4 58.6 79.7 43.6 56.5 Services: 3 0.1 0.1 0.4 1.8 2.9 0.4 0.5 0.3 Other Utilities 0.1 0.0 0.1 0.2 0.6 0.8 0.4 0.5 0.8 Medical 0.1 0.5 0.5 1.7 2.8 2.0 1.7 4.8 3.9 Other professional 0.0 0.2 0.2 0.5 1.0 1.0 0.4 0.9 1.2 Leisure service 0.3 1.3 1.7 2.0 3.8 5.2 0.6 2.3 3.9 Cable TV 1.0 0.1 0.1 1.2										
Other merchants 0.9 0.4 0.5 1.4 0.9 1.4 0.0 0.8 1.1 Total Merchants 91.9 89.7 92.7 72.3 46.4 58.6 79.7 43.6 56.9 Services: Telephone 0.3 0.1 0.1 0.4 1.8 2.9 0.4 0.5 0.3 Other Utilities 0.1 0.0 0.1 0.2 0.6 0.8 0.4 0.5 0.8 Medical 0.1 0.5 0.5 1.7 2.8 2.0 1.7 4.8 3.9 Other professional 0.0 0.2 0.2 0.5 1.0 1.0 0.4 0.9 1.2 Leisure service 0.3 1.3 1.7 2.0 3.8 5.2 0.6 2.3 3.9 Cable TV 1.0 0.1 0.1 1.2 1.5 2.3 1.6 0.7 1.1 Cornfram 0.0 0.0 <									0.0	0.0
Total Merchants										
Services Telephone										56.9
Telephone				<u> </u>			<u> </u>			<u></u>
Other Utilities 0.1 0.0 0.1 0.2 0.6 0.8 0.4 0.5 0.8 Medical 0.1 0.5 0.5 1.7 2.8 2.0 1.7 4.8 3.9 Other professional 0.0 0.2 0.2 0.5 1.0 1.0 0.4 0.9 1.2 Leisure service 0.3 1.3 1.7 2.0 3.8 5.2 0.6 2.3 3.9 Cable TV 1.0 0.1 0.1 1.2 1.5 2.3 1.6 0.7 1.1 Computer 0.2 1.3 1.4 0.2 1.5 1.6 0.1 0.8 1.5 Cordfsman 0.0 0.0 0.0 0.5 0.0 0.1 0.0 0.0 Other services 0.2 0.4 0.3 1.8 4.4 3.2 0.8 2.0 1.1 Total Services 2.2 3.7 4.5 8.5 17.3 19.0		0.3	0.1	0.1	0.4	1.8	2.9	0.4	0.5	0.3
Medical 0.1 0.5 0.5 1.7 2.8 2.0 1.7 4.8 3.9 Other professional 0.0 0.2 0.2 0.5 1.0 1.0 0.4 0.9 1.2 Leisure service 0.3 1.3 1.7 2.0 3.8 5.2 0.6 2.3 3.9 Coble TV 1.0 0.1 0.1 1.2 1.5 2.3 1.6 0.7 1.1 Computer 0.2 1.3 1.4 0.2 1.5 1.6 0.1 0.8 1.5 Craftsman 0.0 0.0 0.0 0.5 0.0 0.1 0.0 0.0 0.0 Other services 0.2 0.4 0.3 1.8 4.4 3.2 0.8 2.0 1.1 Total Services 2.2 3.7 4.5 8.5 17.3 19.0 6.0 12.5 13.6 Nonfederal Government 0.5 0.3 0.2 2.0			0.0					0.4		0.8
Other professional 0.0 0.2 0.2 0.5 1.0 1.0 0.4 0.9 1.2 Leisure service 0.3 1.3 1.7 2.0 3.8 5.2 0.6 2.3 3.9 Cable TV 1.0 0.1 0.1 1.2 1.5 2.3 1.6 0.7 1.1 Computer 0.2 1.3 1.4 0.2 1.5 1.6 0.1 0.8 1.5 Craftsman 0.0 0.0 0.0 0.5 0.0 0.1 0.0 0.0 0.0 Other services 0.2 0.4 0.3 1.8 4.4 3.2 0.8 2.0 1.1 Total Services 2.2 3.7 4.5 8.5 17.3 19.0 6.0 12.5 13.6 Nonfederal Government 0.5 0.3 0.2 2.0 2.9 2.0 1.0 2.4 4.9 Social/Charitable/Political/Nonprofit 0.0 0.3 0.1 <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>										
Leisure service 0.3 1.3 1.7 2.0 3.8 5.2 0.6 2.3 3.9					0.5			0.4		1.2
Cable TV 1.0 0.1 0.1 1.2 1.5 2.3 1.6 0.7 1.1 Computer 0.2 1.3 1.4 0.2 1.5 1.6 0.1 0.8 1.5 Craftsman 0.0 0.0 0.0 0.5 0.0 0.1 0.0 0.0 0.0 Other services 0.2 0.4 0.3 1.8 4.4 3.2 0.8 2.0 1.1 Total Services 2.2 3.7 4.5 8.5 17.3 19.0 6.0 12.5 13.4 Nonfederal Government 0.5 0.3 0.2 2.0 2.9 2.0 1.0 2.4 4.9 Social/Charitable/Political/Nonprofit: 0.1 0.4 0.1 0.4 1.5 0.6 0.4 4.8 2.1 Church 0.0 0.3 0.1 0.4 0.9 7.1 2.0 0.4 10.6 3.1 Educational 0.3 2.0										3.9
Computer 0.2 1.3 1.4 0.2 1.5 1.6 0.1 0.8 1.5 Craftsman 0.0 0.0 0.0 0.5 0.0 0.1 0.0 0.0 0.0 Other services 0.2 0.4 0.3 1.8 4.4 3.2 0.8 2.0 1.1 Total Services 2.2 3.7 4.5 8.5 17.3 19.0 6.0 12.5 13.0 Nonfederal Government 0.5 0.3 0.2 2.0 2.9 2.0 1.0 2.4 4.9 Social/Charitable/Political/Nonprofit: 0.1 0.4 0.1 0.4 1.5 0.6 0.4 4.8 2.1 Church 0.0 0.3 0.1 0.4 1.5 0.6 0.4 4.8 2.1 Educational 0.3 2.0 0.4 0.9 7.1 2.0 0.4 10.6 3.1 Political 0.0 0.1 0.1 <th< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></th<>										
Craftsman 0.0 0.0 0.0 0.5 0.0 0.1 0.0 0.0 0.0 Other services 0.2 0.4 0.3 1.8 4.4 3.2 0.8 2.0 1.1 Total Services 2.2 3.7 4.5 8.5 17.3 19.0 6.0 12.5 13.0 Nonfederal Government 0.5 0.3 0.2 2.0 2.9 2.0 1.0 2.4 4.9 Social/Charitable/Political/Nonprofit: Union/professional 0.1 0.4 0.1 0.4 1.5 0.6 0.4 4.8 2.1 Church 0.0 0.3 0.1 0.4 0.1 0.4 1.5 0.6 0.4 4.8 2.1 Church 0.0 0.3 2.0 0.4 0.9 7.1 2.0 0.4 10.6 3.1 Political 0.0 0.1 0.1 2.2 4.0 5.4 0.6 2.0 0.9										1.5
Other services 0.2 0.4 0.3 1.8 4.4 3.2 0.8 2.0 1.1 Total Services 2.2 3.7 4.5 8.5 17.3 19.0 6.0 12.5 13.0 Nonfederal Government 0.5 0.3 0.2 2.0 2.9 2.0 1.0 2.4 4.9 Social/Charitable/Political/Nonprofit: 0.1 0.4 0.1 0.4 1.5 0.6 0.4 4.8 2.1 Church 0.0 0.3 0.1 0.3 4.4 0.2 0.7 7.4 1.8 Educational 0.3 2.0 0.4 0.9 7.1 2.0 0.4 10.6 3.1 Political 0.0 0.1 0.1 0.2 4.0 5.4 0.6 2.0 0.9 AARP 0.1 0.0 0.0 0.0 0.0 0.0 0.6 0.8 4.5 1.6 Other Social/Charitable/Political/Nonprofit 0.5										
Total Services 2.2 3.7 4.5 8.5 17.3 19.0 6.0 12.5 13.0 Nonfederal Government 0.5 0.3 0.2 2.0 2.9 2.0 1.0 2.4 4.9 Social/Charitable/Political/Nonprofit: Union/professional 0.1 0.4 0.1 0.4 1.5 0.6 0.4 4.8 2.1 Church 0.0 0.3 0.1 0.3 4.4 0.2 0.7 7.4 1.8 Educational 0.3 2.0 0.4 0.9 7.1 2.0 0.4 10.6 3.1 Political 0.0 0.1 0.1 0.2 4.0 5.4 0.6 2.0 0.9 AARP 0.1 0.0 0.0 0.0 0.0 0.3 0.4 0.0 0.5 Other Social/Charitable/Political/Nonprofit 0.5 3.2 0.7 4.5 4.4 9.2 3.3 29.1 9.9 Not from one organization </td <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>										
Nonfederal Government 0.5 0.3 0.2 2.0 2.9 2.0 1.0 2.4 4.9 Social/Charitable/Political/Nonprofit: Union/professional 0.1 0.4 0.1 0.4 1.5 0.6 0.4 4.8 2.1 Church 0.0 0.3 0.1 0.3 4.4 0.2 0.7 7.4 1.8 Educational 0.3 2.0 0.4 0.9 7.1 2.0 0.4 10.6 3.1 Political 0.0 0.1 0.1 0.2 4.0 5.4 0.6 2.0 0.9 AARP 0.1 0.0 0.0 0.0 0.0 0.0 0.3 0.4 0.0 0.5 Other Social/Charitable/Political/Nonprofit 0.5 3.2 0.7 4.5 4.4 9.2 3.3 29.1 9.9 Not from one organization 1.9 2.0 1.8 4.9 6.3 8.4 6.0 14.3 19.5 <					8.5					13.6
Social/Charitable/Political/Nonprofit: Union/professional 0.1 0.4 0.1 0.4 1.5 0.6 0.4 4.8 2.1 Church 0.0 0.3 0.1 0.3 4.4 0.2 0.7 7.4 1.8 Educational 0.3 2.0 0.4 0.9 7.1 2.0 0.4 10.6 3.1 Political 0.0 0.1 0.1 2.2 4.0 5.4 0.6 2.0 0.9 AARP 0.1 0.0 0.0 0.0 0.0 0.3 0.4 0.0 0.5 Other Social/Charitable/ Political/Nonprofit 0.5 3.2 0.7 4.5 4.4 9.2 3.3 29.1 9.9 Not from one organization 1.9 2.0 1.8 4.9 6.3 8.4 6.0 14.3 19.5 Don't know/No answer 1.4 1.8 0.5 1.4 1.2 0.6 1.5 1.8 0.8 One of the social		0.5		0.2	2.0		2.0	1.0	2.4	4.9
Union/professional 0.1 0.4 0.1 0.4 1.5 0.6 0.4 4.8 2.1 Church 0.0 0.3 0.1 0.3 4.4 0.2 0.7 7.4 1.8 Educational 0.3 2.0 0.4 0.9 7.1 2.0 0.4 10.6 3.1 Political 0.0 0.1 0.1 2.2 4.0 5.4 0.6 2.0 0.9 AARP 0.1 0.0 0.0 0.0 0.0 0.3 0.4 0.0 0.5 Other Social/Charitable/ Political/Nonprofit 0.0 0.5 0.1 0.7 5.0 0.6 0.8 4.5 1.6 Not from one organization 1.9 2.0 1.8 4.9 6.3 8.4 6.0 14.3 19.9 Don't know/No answer 1.4 1.8 0.5 1.4 1.2 0.6 1.5 1.8 0.8									-	
Church 0.0 0.3 0.1 0.3 4.4 0.2 0.7 7.4 1.8 Educational 0.3 2.0 0.4 0.9 7.1 2.0 0.4 10.6 3.1 Political 0.0 0.1 0.1 0.1 2.2 4.0 5.4 0.6 2.0 0.9 AARP 0.1 0.0 0.0 0.0 0.0 0.0 0.3 0.4 0.0 0.5 Other Social/Charitable/ Political/Nonprofit 0.0 0.5 0.1 0.7 5.0 0.6 0.8 4.5 1.6 Total 0.5 3.2 0.7 4.5 4.4 9.2 3.3 29.1 9.9 Not from one organization 1.9 2.0 1.8 4.9 6.3 8.4 6.0 14.3 19.3 Don't know/No answer 1.4 1.8 0.5 1.4 1.2 0.6 1.5 1.8 0.8		0.1	0.4	0.1	0.4	1.5	0.6	0.4	4.8	2.1
Educational 0.3 2.0 0.4 0.9 7.1 2.0 0.4 10.6 3.1 Political 0.0 0.1 0.1 2.2 4.0 5.4 0.6 2.0 0.9 AARP 0.1 0.0 0.0 0.0 0.0 0.3 0.4 0.0 0.5 Other Social/Charitable/ Political/Nonprofit 0.0 0.5 0.1 0.7 5.0 0.6 0.8 4.5 1.6 Total 0.5 3.2 0.7 4.5 4.4 9.2 3.3 29.1 9.9 Not from one organization 1.9 2.0 1.8 4.9 6.3 8.4 6.0 14.3 19.3 Don't know/No answer 1.4 1.8 0.5 1.4 1.2 0.6 1.5 1.8 0.8										
Political 0.0 0.1 0.1 2.2 4.0 5.4 0.6 2.0 0.9 AARP 0.1 0.0 0.0 0.0 0.0 0.0 0.3 0.4 0.0 0.5 Other Social/Charitable/ Political/Nonprofit 0.0 0.5 0.1 0.7 5.0 0.6 0.8 4.5 1.6 Total 0.5 3.2 0.7 4.5 4.4 9.2 3.3 29.1 9.9 Not from one organization 1.9 2.0 1.8 4.9 6.3 8.4 6.0 14.3 19.5 Don't know/No answer 1.4 1.8 0.5 1.4 1.2 0.6 1.5 1.8 0.8										
AARP 0.1 0.0 0.0 0.0 0.0 0.3 0.4 0.0 0.5 Other Social/Charitable/ Political/Nonprofit 0.0 0.5 0.1 0.7 5.0 0.6 0.8 4.5 1.6 Total 0.5 3.2 0.7 4.5 4.4 9.2 3.3 29.1 9.9 Not from one organization 1.9 2.0 1.8 4.9 6.3 8.4 6.0 14.3 19.9 Don't know/No answer 1.4 1.8 0.5 1.4 1.2 0.6 1.5 1.8 0.8										
Other Social/Charitable/ Political/Nonprofit 0.0 0.5 0.1 0.7 5.0 0.6 0.8 4.5 1.6 Total 0.5 3.2 0.7 4.5 4.4 9.2 3.3 29.1 9.9 Not from one organization 1.9 2.0 1.8 4.9 6.3 8.4 6.0 14.3 19.9 Don't know/No answer 1.4 1.8 0.5 1.4 1.2 0.6 1.5 1.8 0.8										0.5
Political/Nonprofit 0.0 0.5 0.1 0.7 5.0 0.8 0.8 4.5 1.8 Total 0.5 3.2 0.7 4.5 4.4 9.2 3.3 29.1 9.9 Not from one organization 1.9 2.0 1.8 4.9 6.3 8.4 6.0 14.3 19.3 Don't know/No answer 1.4 1.8 0.5 1.4 1.2 0.6 1.5 1.8 0.8			 	<u> </u>						
Total 0.5 3.2 0.7 4.5 4.4 9.2 3.3 29.1 9.9 Not from one organization 1.9 2.0 1.8 4.9 6.3 8.4 6.0 14.3 19.5 Don't know/No answer 1.4 1.8 0.5 1.4 1.2 0.6 1.5 1.8 0.8		0.0	0.5	0.1	0.7	5.0	0.6	0.8	4.5	1.6
Not from one organization 1.9 2.0 1.8 4.9 6.3 8.4 6.0 14.3 19.5 Don't know/No answer 1.4 1.8 0.5 1.4 1.2 0.6 1.5 1.8 0.8		0.5	22	0.7	15	1 1	02	22	20.1	0.0
Don't know/No answer 1.4 1.8 0.5 1.4 1.2 0.6 1.5 1.8 0.8						•				
										_
	Total	100.0				100.0	100.0		100.0	

Table A3-8
Standard Mail (A) Shape by Addressee
(Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001

	3. 610		vichtier	Occ	upant/Res	ident		N. William			icial	7.00
また。Shope 第二章	1919	2000	2001	1987	2000	2001	1987	2000	2001	THE RESIDENCE OF THE PARTY OF T	CONTRACTOR OF THE PARTY OF THE	2007
Letter size envelope	89.5	91.6	91.8	8.6	5.2	6.4	1.9	3.2	1.8	100.0	100.0	100.0
Larger envelope	87.2	92.2	89.7	11,1	5.9	8.9	1.7	1.9	1.4	100.0	100.0	100.0
Detached label card	5.5	13.6	7.0	94.4	85.7	92.9	0.1	0.7	0.2	100.0	100.0	100.0
Postcard	65.4	63.9	63.9	34.4	35.4	35.4	0.2	0.7	0.8	100.0	100.0	100.0
Catalog	84.0	94.3	93.3	15.6	7.5	5.7	0.4	1.3	1.0	100.0	100.0	100.0
Flyers	47.8	1 <i>7</i> .1	65.5	51.5	28.1	33.5	0.7	0.9	1.0	100.0	100.0	100.0
Newspapers	37.6	70.0	66.3	58.5	26.6	32.6	3.9	3.3	1.2	100.0	100.0	100.0

Table A3-9
Standard Mail (A) ZIP Code Usage by Shape
(Percentage of Mail Received by Households)
Postal Fiscal Years 1987, 2000 and 2001

				Larg	er Than	Letter •	1				Mobile (elfo	
Zip Gode Malling Address	e seller	Size Env	/elope		Envelop		Del	alenie al Li		A STARLEY		A company
(1) 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1.	987	2000	2001	1987	2000	2001	1987	2000	2001	987	A (0) (0) (0)	2001
5-digits	95.4	17.9	10.1	94.9	45.8	8.9	98.7	10.7	78.5	96.0	25.5	23.1
Zip+4	2.3	30.3	87.5	2.6	2.4	89.4	0.6	1.4	19.0	2.0	4.6	73.6
ZIP not included	0.2	3.6	0.4	0.5	7.1	0.1	0.5	8.1	2.1	1.5	16.0	2.3
Don't know/No answer	2.0	7.9	1.9	1.9	1.2	1.6	0.2	1.0	0.4	0.5	1.6	1.0
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

	O Company	Cals on	Construction (Co.	a especial sector	4.4		ALC: N	Walata (a.	61/			40.5
z Zip spale Malling Address	1 1861	The state of the s	AND DESCRIPTION OF STREET		Flyers	and on the	Service (kajajarzini	y in the second			
The second second second	1987		2001	1987	2000	2001	1987	2000	2001	937/	2000	2001
5-digits	95.2	46.2	5.1	86.8	27.5	20.5	80.6	29.9	18.6	92.5	37.3	15.3
Zip+4	2.9	1.7	94.1	2.0	3.9	73.7	1.3	4.2	70.0	2.2	6.9	81.1
ZIP not included	1.4	3.2	0.5	9.7	12.3	5.1	12.1	17.2	9.9	3.5	9.6	2.1
Don't know/No answer	0.5	2.6	0.3	1.5	2,1	0.7	6.0	7.4	1.6	1.7	3.4	1.5
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table A3-10

Standard Mail (A) Demographics -- Pieces Received Per Household Per Week

Employmentiof Respondent 987

collar professional 8.2

collar sales/clerical 6.8

collar craftsmen/mechanic 5.4 Postal Fiscal Years 1987, 2000 and 2001

	E 101 10 10 10 10 10 10 10 10 10 10 10 10	100062150	- 100 <i>c</i> -	Employment of Religion Refine Annual 1987	7.87		
	0.0	7.2	2	White collar professional	8.2	13.9	
< \$/K	000	27	۲,	White collar sales/clerical	8.9	10.4	8.8
\$ 7K - \$9.9K	7.7	0,0	Siv	Blue collar craftsmen/mechanic	5.4	8.9	7.3
\$ 10K - \$14.9K	0.0	- 0	7,0	Sonico Morker	5.2	7.5	9,9
\$ 15K - \$19.9K	5.0	3.6), (Oakor omplowed @		9.1	6'9
\$ 20K - \$24.9K	9.9		Ω Ω Ω	3	7.3	0 []	7.7
\$ 25K - \$29.9K	7.9	10.1	8.8		įς	5.7	7.9
Ļ	8.7	10.1		Student U	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	10.7
	6.5	11.4	12.2		0,4		α
	10.9	12.0	13.2	Other not employed	6:5	1.7	0.0
١.	14.8	16.8	18.0		CONTRACT SOME	The state of the s	0.00 St. 10.00
3 OOV - VCO		2000	- 2001	* Type of DWellifig 25 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5			
	3.3	5.3	5.4	Single-family house	6.0	13.0	<u>ک</u> ر د
٠	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	a	0	Anartment	4.5	8.3	6,3
25 - 34	0,0	20:07	-1	Mobile house	5.5	7.8	5.7
35 - 44	۵.3	•			7.3	011	5.3
1.	8.9			Group duarrers U	CONTRACTOR OF STATES	编加热线上发表的	· · · · · · · · · · · · · · · · · · ·
7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	8.6	13.9	2.5	A STATE OF THE STA			
	Cα	13.9	14.4		2.5	7,7	7
70 - 60	7:%	1 1 5	P 61	2	8.3	12.7	1.7.
+0/	0.7	C.4.	1700	2	0.6	13.1	12.8
					00	14.6	14.2
< 8th arade			7.0	+ +	À.,		
Some High School	5.6	9.1	8.7				
High School	7.0	9.4	8.9				
Same College	6.7	11.0	10.6				
Totherical Copon	7.8	11.5	11.7				
	6.6	14.4	13.7				
Post aradilate	11.8	16.6	15.0				
THE STATE OF THE S	2	15 12 010 DEL	New York N				
One-person household	5.5	9:	0.7				
Mole	4.7		7.5				
Famole	5.8	9.4	10:1				
More than one adult without children	8.9	10.6	-1				
One-adriner	9.0	8.6					
Two-earner	8.9	11.4	12.5				
More than one adult with children	8.2	10.0	11.6				
One-earner	7.9	8.1	9.9				
	8.6	11.9	12.5				

Two-earner

Two-earner

D Fluctuations may be due to small sample sizes.

O Fluctuations may be due to small sample sizes.

Note: 2000/2001 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

Table A3-11
Receipt of First-Class and Total Standard Mail (A)
(Including Non-Profit Mail)
by Number of Mail Order Purchases Made in the Last Year
(Pieces Per Household Per Week)
Postal Fiscal Years 1987, 2000 and 2001

		First Class				
	987	# 2000 S	94 2 001-4	ese (98 9 5)		
O	7.0	9.8	11.3	7.5	10.5	14.9
1	8.7	12.5	11.1	9.5	10.8	11.5
2	8.2	11.6	11.7	9.5	10.9	12.0
3 - 5	9.5	10.8	12.1	10.8	11.6	13.2
6 - 10	11.3	13.3	13.3	13.8	12.7	15.7
11 +	12.3	14.8	14.5	15.2	12.4	18.8

Table A3-12 Standard Mail (A) by Familiarity With Institution (Percentage of Mail Pieces Received by Households) Postal Fiscal Years 1987, 2000 and 2001

Previous customer	47.5	53.3	54.7
Organization known	17.4	20.1	19.9
Organization unknown	18.1	15.6	15.5
Don't know/No answer	17.1	11.0	9.9
Total Received	100.0	100.0	100.0

Table A3-13
Standard Mail (A) by Industry and Familiarity
(Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001

West constant

Industry	Frevie	Previous Cos	lomer	Organi	Organization Known	Chown) O	Organization Unknown	all.	ê Z	Don't Know 'No Answer	w/#		Total	
	1987	1987/ 2000	12001	1987	1987 2000	2001	1987	2000	2001	1987 2000	2000	₹007	186L	2000 200	2001
Financial;															
Credit card	52.4	44.2	42.5	19.9	30.4	33.1	17.7	17.0	15.8	10.0	8.4	8.5	100.0	100.0	100.0
Bank	43.6	50.6	46.8	17.3	14.3	22.5	23.1	23.5	23.4	16.0	11.5	7.3	100.0	100.0	100.0
Securities broker	49.5	0.69	76.4	13.5	11.6	7.2	25.7	8.6	8.1	11.3	9.7	8.3	100.0	100.0	100.0
Money Market ①	55.3	9.79	71.1	13.3	7.2	8.9	15.9	14.1	17.4	15.5	11.1	4.6	100.0	100.0	100.0
Insurance Company	33.6	38.6	40.8	21.8	27.6	25.7	32.3	23.7	23.8	12.3	10.1	9.7	100.0	100.0	100.0
Real Estate/Mortgage	13.3	15.5	20.7	4].]	33.6	31.9	32.6	42.2	36.8	13.0	8.7	10.6	100.0	100.0	0001
Total Financial	40.5	47.6	45.4	21.3	20.8	26.6	25.7	21.7	19.4	12.5	6.6	8.6	10000	100.0	100.0
Merchants:															
Supermarkets	60.1	0.89	71.0	15.2	15.3	15.3	5.4	7.2	6.4	19.3	9.5	7.2	100.0	100.0	100.0
Department store	75.2	78.0	81.4	9.1	9.2	8.2	4.3	2.8	3.4	11.4	9.7	7.0	100.0	100.0	100.0
Mail order company	50.8	52.6		17.3	19.3	17.6	22.4	18.3	15.4	9.4	6.6	10.3	100.0	100.0	100.0
Specialty store	50.5	8.19	8.99	20.0	16.0	14.6	17.2	10.4	9.0	12.4	11.7	9.6	100.0	1000.0	100.0
Publisher	40.9	53.0	53.0	18.6	18.7	17.8	14.3	14.9	15.2	26.2	13.3	13.9	100.0	100.0	100.0
Land promotion company ©	3.0	15.1	21.7	15.4	16.5	25.2	70.4	56.7	50.0	11.2		3.1	100.0	100.0	100.0
Restaurant	50.2	44.9	51.7	20.2	19.61	22.5	13.4	10.3	11.8	16.2	12.2	14.0	100.0	100.0	100.0
Consumer packaged goods	55.7	39.0	44.9	20.5	22.7	26.1	11.7	16.5	19.0	12.1	8.8	10.1	100.0	100.0	100.0
Auto dealers	48.2	48.4	55.6	27.1	18.2	20.9	12.5	12.6	14.5	12.2	7.8	9.0	100.0	100.0	100.0
Service stations @	23.6	41.7	6 4 2 9	34.1	19.0	21.9	24.7	23.8	27.3	17.6	2.5	2.9	100.0	100.0	100.0
Moll @	39.8	43.5	50.0	2.5	0.0	0.0	0.4	0.0	0.0	57.3	43.5	50.0	100.0	100.0	100.0
Total Merchants	54.0	54.8	62.9	16.1	15.9	15.3	14.7	18.4	11.9	15.2	11.0	9.6	100.0	100.0	100.0
Services:					- 1										
Telephone	65.1	52.2	54.3	17.1	18.3	23.5	5.9	21.4	13.4	11.9	8.1	8.9	100.0		100.0
Other Utilities (1)	6.07	0.97	70.7	5.8	5.4	7.5	7.9	14.1	14.4	15.4	4.5	7.4	100.0	100.0	100.0
Medical	35.0	44.5	45.8	19.5	23.0	17.3	34.4	21.6	26.1	11.2	10.9	10.8	100.0	0.00	100.0
Other professional (1)	43.9	41.8	39.1	13.9	18.1	21.1	31.2	31.0	35.5	0.1	0.6	4.4	100.0	0.00	100.0
Leisure service	33.7	51.3	51.0	21.2	22.7	20.7	31.0	18.2	17.8	14.1	7.9	10.4	100.0	100.0	100.0
Cable TV	65.4	21.7	59.1	17.7	31.7	26.1	6.1	9.7	7.9	10.8	6.9	6.8	100.00	100.0	100.0
Computer	42.7	29.9	39.0	26.7	31.6	32.4	22.7	27.4	20.1	8.0		8.5	100.0	100.0	100.0
Craftsman (1)	7.7	0.0	20.1	32.1	0.0	18.7	47.7	0.0		12.5	0.0	19.7	100.0	0.0	100.0
Total Services	41.6	49.6	47.2	20.0	21.6	22.0		20.5	21.3		8.3	9.5	100.0	100.0	00.0
Nonfederal Government	47.8	64.3	58.5	26.5	21.6	24.1	8.9	7.7	7.5	16.9	7.1	10.0	100.00	100.0	100.0
-		ŀ						i							

© Fluctuations may be due to small sample sizes

Table A3-14
Standard Mail (A) -- Shape by Familiarity With Organization
(Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001

. '- Remiliarly	Len	raide ann	lope		ian Letter	Envelope	27 ACM CONT. 17 SEC. 18 SEC. 1					
	19874	2000	2001	1987	2000	2001	1987	2000	20016	1987	2000	2001
Previous customer	44.5	39.7	47.5	48.6	43.0	54.5	17.9	33.0	39.1	48.7	41.1	49.9
Organization known	19.8	18.3	23.1	18.8	17.3	19.7	16.4	20.9	25.3	17.6	17.4	21.6
Organization unknown	23.9	15.0	19.5	19.8	13.9	17.0	30.0	20.7	27.5	20.9	15.2	20.2
More than one company/ Don't know/No answer	11.9	27.0	9.9	12.8	25.8	8.7	35.7	25.4	8.1	12.8	26.3	8.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

e e e e e e e e e e e e e e e e e e e			y valejeje, s		Flyers		Newsp	Gistale)/Mos	و بر سائدی
		A CONTRACTOR OF THE SECOND				2001	1987	- Zeleje	(0)(0)
Previous customer	63.1	47.5	61.9	49.4	44.4	55.9	24.4	50.6	62.4
Organization known	14.5	14.4	18.1	1 <i>7.7</i>	16.6	19.2	10.6	10.9	15.5
Organization unknown	13.0	11.0	12.0	13.5	11.4	13.8	6.3	6.4	9.4
More than one company/ Don't know/No answer	9.5	27.1	8.0	19.5	27.6	11.1	58.8	32.1	12.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table A3-15
Standard Mail (A) -- Mail Order Industry Shape
by Familiarity With Organization
(Percentage of Mail Pieces Received by Households)
Postal Fiscal Years 1987, 2000 and 2001

a Familiarity	Larie	r Size Env	elope	Larger Th	ian Letter	Envelope	Catalog	j Not in E	nyelope	e de des	Flyers	
	1987	¥2000°	2001	1987	2000	2001	1987	2000	2001 =	, 1987 -	2000	2001
Previous customer	46.6	50.2	56.4	52.9	60.5	59.1	53.0	53.6	57.9	42.0	28.4	39.1
Organization known	1 <i>7</i> .1	23.1	14.1	15.4	14.2	14.9	18.8	19.7	19.0	15.5	24.5	15.9
Organization unknown	27.3	17.8	19.3	19.8	18.4	16.3	20.7	17.1	14.1	29.7	31.3	22.3
Don't know/No answer	9.0	8.9	10.1	11.9	6.9	9.6	7.5	9.7	9.1	12.8	15.7	22.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table A3-16
Standard Mail (A) Receipt
by Number of Financial Accounts and Insurance Policies
Postal Fiscal Years 1987, 2000 and 2001

The second secon	and Mu	mbeneli Ac	ojemića jagi.	Kalifa (K.
sin cheltatar Weekee	None	PLOW **	Medium	
1987	2.7	4.9	8.0	11.0
2000	11.0	8.5	12.1	14.9
2001	10.4	8.1	11.4	14.8

Table A3-17
Standard Mail (A) Receipt
by Number of Credit Card Accounts
Postal Fiscal Years 1987, 2000 and 2001

er i i V přestavatí		kumber öf.	Chelein Care	
Fleshmand Pay Week 2	* (0)	Low (1 4 3) -	Medium:	
1987	4.0	6.4	9.3	12.5
2000	5.7	10.1	13.0	16.1
2001	8.3	9.6	12.4	14.9

Table A3-18

Standard Mail (A) Treatment of Mail Piece by Familiarity With Organization
(Percentage of Mail Received by Household)

Postal Fiscal Years 1987, 2000 and 2001

Response to Advantising some	A STATE OF THE STA	aller a threater	omer	Orgai	nization k	(nown	Organiz	oilon iNe	i Known		Total	
The Country of the property of the country	1987	∞2000	2001	1987	2000	2001	1987	2000=	2001	1987	2000	2001
Read	58.4	60.4	62.2	31.2	40.6	35.3	26.2	27.0	27.3	41.5	42.9	47.5
Looked at	23.3	11.2	14.7	38.2	21.8	24.1	35.2	21.6	21.9	26.4	14.7	17.0
Discarded	7.0	9.9	13.3	23.5	25.0	33.9	31.1	39.0	44.8	14.0	17.8	22.1
Set Aside	10.2	18.0	9.2	6.3	12.4	6.1	6.4	12.2	5.4	8.1	7.3	7.4
Don't know/No answer	1.1	0.5	0.5	0.8	0.2	0.7	1.2	0.2	0.7	10.0	17.4	6.1
Total Mail Received by Household	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

Table A3-19
Standard Mail (A) Usefulness of Mail Pieces by Familiarity With Organization
(Percentage of Mail Received by Households)
Postal Fiscal Years 1987, 2000 and 2001

Kerponiero Aveilluis		الزارة) الإراء	mer _a	Orga	nization K	nown	Organiz	allon Nö	Known	Paring Major	Total	
A PROPERTY OF THE PROPERTY OF	E17,174	2000	2001	-1987	2000	2001	1987	-2000	2001	1987	2000	2001
Useful	62.5	63.1	61.5	25.9	23.2	23.8	14.8	14.0	14.1	40.2	37.3	42.1
Interesting	21.7	15.2	14.9	31.7	23.5	21.7	24.4	1 <i>7.7</i>	15.4	22.0	14.5	15.7
Not interesting	10.6	17.4	19.6	32.9	45.3	47.4	46.7	57.2	58.8	21.3	26.0	30.8
Objectionable	2.2	3.2	3.2	6.7	7.1	6.4	10.7	10.0	10.8	4.6	4.5	5.0
Don't know/No answer	3.1	1.1	0.8	2.8	1.1	0.8	3.4	1.2	0.9	12.0	17.8	6.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table A3-20
Standard Mail (A) Response to Advertising by Familiarity With Organization
(If Pieces Contained an Advertisement of Request for Donation and was from One Organization Only)
Postal Fiscal Years 1987, 2000 and 2001

Responsesse A-W-violages	gowi si i ka i ka	ous Cust	omer	Orga	nization l	Cnown	Organiz	ation Ne	Known		Total 0	
	1987	\$2000	2001	*1987	2000	2001	1987	2000	2001	1987	2000	2001
Yes	21.6	18.7	17.0	5.7	3.9	3.7	4.6	3.2	2.6	14.1	9.9	10.9
No	47.7	47.1	49.9	78.6	76.1	79.6	83.0	80.4	83.9	59.6	48.6	59.8
Maybe	27.4	27.2	29.1	12.1	12.0	11.9	9.0	9.4	8.9	19.5	16.3	20.4
No answer	3.3	7.0	4.1	3.6	8.0	4,8	3.4	7.1	4.6	7.0	24.9	8.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	3.0	4.1	5.5	1.5	1.6	2.0	1.2	1.3	1.6	6.1	7.7	9.1

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

Table A3-21
Standard Mail (A) Treatment by Usefulness
(Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001

		er Greek and a		ş şirili de Berli	Usefulness	Grand Control	And the second	a selfer	
and Colment To Sa		AUseful 🦠	the Graph (Co.)	e per la company	Interesting	100	a described	lot interesti	ng skille
era Albania Albania Sa	3549.8V/6	2000	2001	1987	2000	2001	967	2000	4 2001 m
Read	68.0	68.0	68.9	20.2	17.9	16.6	7.0	9.9	11.3
Looked at	24.4	17.6	19.8	36.5	30.5	25.8	21.5	44.4	48.7
Discarded	4.5	4.3	3.7	12.9	11.6	7.6	66.0	72.4	75.7
Set aside	58.2	66.9	65.4	25.6	17.9	19.9	8.4	9.1	9.8

				lsefulness:	escharte) (S.	46 46
		410 (1900) 4100	energene Wezootea	を1987s*	* Total * * * * * * * * * * * * * * * * * * *	-2007##
Read	2.2	3.2	2.6	100.0	100.0	100.0
Looked at	5.2	5.8	5.2	100.0	100.0	100.0
Discarded	12.9	10.1	11.8	100.0	100.0	100.0
Set aside	4.6	4.2	4.4	100.0	100.0	100.0

Table A3-22
Standard Mail (A) Usefulness by Treatment
(Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001

		ran program in the			en en en en en en en en en en en en en e	or id a esta esta esta esta esta esta esta est	Usefuln e s	9	rapa - Sec	Control of the Contro			
Treatment:		v Useful r	O	W 163 1151	Interesting		No.	of Interest		Objectionable ::			
。 第二人的形式 建 基础 1000 000 000 000 000 000 000 000 000 0				1987	2000	2001	1987	2000	2001	1987	* 2000 *	2001	
Read	70.2	77.7	77.7	38.0	52.0	50.1	13.6	18.8	16.7	20.0	26.0	23.2	
Looked at	15.9	7.5	8.4	43.8	26.9	29.1	39.0	27.4	26.8	30.1	17.7	17.5	
Discarded	1.6	1.8	2.0	8.2	10.6	11.0	43.7	50.8	53.9	39.6	48.6	51.7	
Set aside	11.7	12.7	11.6	9.4	10.0	9.4	3.2	2.7	2.3	8.2	7.3	6.3	
Don't know/No answer	0.6	0.3	0.3	0.6	0.4	0.3	0.5	0.3	0.4	2.1	0.5	1.3	
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

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

Table A3-23
Standard Mail (A) Treatment by Intended Response
(Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001

	www.ist	there's	e de la companya de la companya de la companya de la companya de la companya de la companya de la companya de	ncik region		er dire	Inten	ded Res			Contract Con	And the second second			
- Land Class Transmont of the base 100	The second secon	Yes	7195barr A 1- 17		No			Maybe	Section 1975 Control of the Section 1975					200	ORSON THE TANK TO A PURITY NAME
	1987	2000	2001	1987	2000	2001	1987	2000	2001	1987	2000	2001	1987	2000	- ASSESSED
Read by member of household	27.1	20.6	19.0	42.6	46.1	47.5	26.8	26.4	28.9	3.6	6.9	4.6	100.0	100.0	100.0
Read by more than one member	N/A	26.1	25.3	N/A	33.0	32.8	N/A	34.4	37.3	N/A	6.6	4.7	N/A	100.0	100.0
of household ①	13/2	20.1	20.0	1 177	00.0	02.0	. ,,					ļ	ļ		
Looked at	4.9	3.1	2.7	77.9	79.9	81.9	14.1	9.5	10.7	3.1	7.5	4.7	100.0	100.0	100.0
Discarded	0.9	0.9	0.7	92.5	89.6	92.4	2.4	1.4	1.7	4.3	8.2	5.3	100.0	100.0	100.0
Set aside	15.4	10.6	10.5	35.3	34.7	34.3	46.2	47.9	51.2	3.0	6.8	4.0	100.0	100.0	100.0

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

Table A3-24
Standard Mail (A) Intended Response by Treatment
(Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001

	200762	or trade year.		Inte	nded Resp	onse Phil	e tresinto	albei Billing	46.5
Treatment of the second	38	Yes	y Synchik		i No ŝ	g. The		Maybe	en sione and dis
The second secon	1987	2000	2001	1987	2000	7:2001	1987	2000	2001
Read by member of household	18.8	65.0	64.3	30.8	30.3	28.6	57.0	51.7	52.2
Read by more than one member of household ①	N/A -	20.9	21.9	N/A	5.5	5.1	N/A	17.1	17.2
Looked at	9.8	4.6	4.7	38.9	24.8	25.0	20.7	8.7	9.8
Discarded	0.9	1.6	1.6	23.7	34.0	36.7	1.8	1.5	2.0
Set aside	9.0	7.3	7.1	5.1	5.0	4.1	19.7	20.4	18.5
Don't know/No answer	1.5	0.6	0.5	1.5	0.4	0.5	0.9	0.6	0.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

Table A3-25
Standard Mail (A) Usefulness by Intended Response
(Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001

			Same of the second	internal line	anded Respo	nsereev.			
diaminate.		ata Yes 🙀		and a fa	a seNo a	e - 2 - 86		# Xaybel	
	15.67	X2000	2001	1987	2000	2001#	91987	2000	**2001#
Useful	29.4	26.1	23.7	33.8	31.6	32.3	33.7	36.4	39.5
Interesting	6.2	3.8	4.1	72.6	71.7	76.2	17.9	17.3	16.4
Not interesting	1.3	1.6	1,2	92.2	87.8	91.0	3.0	3,1	2.9
Objectionable	3.7	2.7	1.6	83.6	79.2	82.4	9 .0	7.9	9.1

	医抗毒素 人名英格兰姓氏 人名英格兰人	. The control of the	is Intended			7 /2 (B) (3) (4)
	新疆盟区共享 (4) (4) (4) (4) (4) (4) (4)	A Committee of the Comm	Answer 2001		Total 2000	2001
Useful	3.2	5.8	4.6	100.0	100.0	100.0
interesting	3.3	7.2	3.4	100.0	100.0	100.0
Not interesting	3.5	7.5	5.0	100.0	100.0	100.0
Objectionable	3.8	10.1	7.0	100.0	100.0	100.0

Table A3-26
Standard Mail (A) Intended Response by Usefulness
(Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001

element authorations		e Company	e de la companya de la companya de la companya de la companya de la companya de la companya de la companya de	n est diffe	inded Resp	nise Selec			r v r – rvi Bankovi
• Usefolne (c. ° c.)	Mile Calcino	Yes		Professional Control	∵, Nö 🔩	a constant		Maybel	
	10172	2000	2001	1987	2000	× 2001	¥1907	192(010)019	2001
Useful	83.3	84.1	88.8	23.9	25.2	21.6	69.8	65.7	79.3
Interesting	10.2	7.3	6.2	30.0	24.8	20.6	21.8	20.7	13.2
Not interesting	2.0	6.1	3.7	36.1	42.2	50.3	3.4	8.5	4.7
Objectionable	1.2	1.1	0.8	6.7	6.9	7.0	2.1	3.6	2.3
Don't know/No answer	3.2	1.3	0.5	3.3	0.8	0.6	2.9	1.6	0.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table A3-27
Standard Mail (A) Pieces from Credit Card Industry
Response to Mail Piece by Familiarity With Organization
(Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001

		(og før bri stoll	(14)7	e certification	Set Aside		7 - F	elundi Usar			di Siri	id Paling to t
Familiarity	(11 98 7/3	292000	2001	1987	2000	2001	1987	2000	e 240[0] pa	1987	2000	\$ 2001
Previous customer	51.4	51.5	46.3	7.2	4.1	3.6	40.0	34.7	30.8	9.3	9.2	4.8
Organization known	28.4	24.6	24.1	7.9	3.4	2.3	17.7	10.5	11.7	5.6	1.7	2.6
Organization unknown	30.2	20.2	20.0	4.2	1.0	1.3	21.3	4.3	7.1	7.8	2.4	1.1

Table A3-28
Standard Mail (A) Pieces from Insurance Companies
Response to Mail Piece by Familiarity With Organization
(Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001

	er Kep	d Immedi	ately _≥	1.5	Set Aside	den drivis de la	≱F.	sund Use		i programa (V	rillar cons	i.
ramiliarity	1987	2000	2001	1987	** 2 000	12001	1987	#2000 #	\$2001	1987	52(000)	2004
Previous customer	56.7	63.3	63.6	5.6	7.9	7.3	48.2	57.4	58.1	12.9	5.5	11.8
Organization known	31.1	32.3	26.1	6.7	5.1	3.9	20.8	14.7	16.4	5.4	1.5	3.0
Órganization unknown	20.2	22.7	22.3	1.9	3.6	2.7	8.5	7.8	7.8	1.9	1.9	2.1

Table A3-29
Standard Mail (A) Pieces from Department Stores
Response to Mail Piece by Familiarity With Organization
(Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001

- Familierity 59%		edheinetek	nel)		Set Aside			Thought ale a William					
THE PERSON NAMED IN COLUMN TWO IS NOT THE OWNER.	1987	3,000	2001	1987	2000	2001	1987.	2000	5/2001	1987	12000	2001	
Previous customer	52.4	66.2	66.3	11.2	9.7	7.4	64.4	67.8	67.3	17.6	19.4	20.3	
Organization known	25.5	47.3	36.0	6.4	3.4	4.0	23.4	25.6	19.6	6.0	6.3	2.8	
Organization unknown 🛈	24.4	23.9	35.0	4.5	18.3	13.0	17.5	13.4	22.6	7.1	1.4	2.6	

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

• Fluctuations may be due to small sample size.

Table A3-30 Standard Mail (A) Pieces from Mail Order Companies Response to Mail Piece by Familiarity With Organization (Percentage of Pieces) Postal Fiscal Years 1987, 2000 and 2001

eamillalaiv	وع:	d procedi	liely.		Set Aside		F	ound Use		Will Respond			
· · · · · · · · · · · · · · · · · · ·	1987	2000	2000	1987	2000	2000	1987	-2000	2000	1987	2000	2000	
Previous customer	58.4	60.4	61.0	14.0	18.0	15.7	63.0	67.6	67.9	24.0	18.6	17.0	
Organization known	32.3	10.6	40.8	10.3	12.4	11.9	26.8	27.7	31.8	6.5	3.8	3.9	
Organization unknown	22.2	27.0	30.2	11.3	12.2	10.1	13.9	16.9	19.3	4.6	3.2	3.2	

Table A3–31
Standard Mail (A) Pieces from Publishers
Response to Mail Piece by Familiarity With Organization
(Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001

Lagonillicativ						i raka ing pa Pada at ka		ound:Usel	under Uly Halla	. 125-g . 48 . 125-a± V	will Respond			
	\$19875	2000	2001	1987	2000	-2001	1987	2000	2001	1987	¥2000	2001		
Previous customer	65.1	61.5	61.6	8.7	8.1	7.6	54.5	54.4	52.4	27.9	18.1	1 <i>7.7</i>		
Organization known	30.7	33.9	39.1	5.9	5.7	6.1	20.9	20.9	22.3	6.5	5.1	3.0		
Organization unknown	27.2	27.9	29.5	9.4	6.9	5.4	16.0	13.6	14.0	6.5	4.0	3.2		

Table A3-32
Standard Mail (A) Treatment of Mail Piece by Shape
(Percentage of Mail Pieces Received by Households)
Postal Fiscal Years 1987, 2000 and 2001

Appropries	Lette	Size En	velope	Larg	er Than Envelope	Letter s	. Del	ached (9 Postcarc	abel = *	Postcard.		
a sa al reciment s	1987	2000	2001	1987	2000			=2000 :				
Read by member of household	44.5	40.2	37.1	44.0	40.5	40.2	30.8	27.6	25.8	50.1	42.5	41.7
Read by more than one member of household Φ	N/A	6.1	5.8	N/A	7.4	7.3	N/A	6.4	5.0	N/A	9.5	8.8
Looked at	26.1	1 <i>7.7</i>	18.4	26.0	17.9	17.6	33.8	21.1	24.8	24.7	18.4	18.8
Discarded	15.3	22.8	29.1	13.8	21.3	23.4	19.6	29.7	31.4	15.7	20.9	23.6
Set aside	4.8	4.7	3.8	8.8	6.6	6.5	3.9	2.7	2.2	2.2	2.0	2.3
Don't know/No answer	9.3	8.5	5.7	7.4	6.3	4.9	11.9	12.5	10.9	7.4	6.7	4.8
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

i Tediment.	Ca India	talog No Envelop			Flyers	100000000000000000000000000000000000000	100 miles (100 miles)	ASSET COLUMN	10 10 10 10 10 10 10 10 10 10 10 10 10 1	Total D		
Market Table 1995	1987	2000	2001	1987	2000	2001	1987	2000	2001	1987	2000	2001
Read by member of household	42.9	33.2	37.3	40.8	36.1	34.9	30.1	33.3	35.9	41.5	36.2	36.9
Read by more than one member of household ①	N/A	13.0	12.6	N/A	12.0	10.1	N/A	14.5	15.9	N/A	9.8	9.2
Looked at	25.9	13.9	14.9	27.0	16.8	18.4	17.6	8.7	12.4	26.4	16.4	17.3
Discarded	9.7	15.2	14.5	15.1	19.5	22.9	9.4	11.1	14.6	14.0	20.1	22.3
Set aside	15.9	15.6	14.4	6.7	6.7	6.1	8.1	14.5	11.5	8.1	7.5	7.3
Don't know/No answer	5.6	9.2	6.3	10.5	9.0	7.5	34.9	17.9	9.6	10.0	10.0	7.0
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

^{1992.} This code was not presented in household diaries prior to 1992.

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

Table A3-33
Standard Mail (A) Usefulness of Mail Piece by Shape
(Percentage of Mail Pieces Received by Households)
Postal Fiscal Years 1987, 2000 and 2001

Usidness ?		esize Env	elope	Larg	er Than L Envelope	100.00000000000000000000000000000000000	Detach	ed Label	Postcard	Postcard			
and the second second second second	4/19/87/4	#2000=	2001	1987	2000	2001	1987	2000	2001	1987	2000	20019	
Useful	32.6	32.8	29.2	36.4	37 <i>.</i> 3	38.1	26.8	24.1	23.5	38.4	38.1	37.3	
Interesting	21.3	14.7	12.5	27.4	17.7	16.0	16.3	14.1	10.1	20.1	13.5	13.4	
Not interesting	29.0	36.3	44.1	21.1	31.8	33.9	34.7	41.9	48.3	27.7	36.3	39.6	
Objectionable	5.7	7.1	8.1	5.8	6.2	6.5	7.5	7.6	7.0	4.9	4.8	4.9	
Don't Know/No answer	11.5	9.1	6.1	9.2	7.0	5.5	14.7	12.3	11.0	8.9	7.3	4.8	
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

Usefulnes	:«@olfelje)	riNo ilinie	nvelope		Flyers	All et (Sub)	Newspi	pers/ Mo	igazinės .		Total O	
Usaturies	21987	2000	2001	1987	2000	2001	1987	2000	2001	1987.	2000	2001
Useful	53.8	50.8	54.8	44.7	45.2	43.1	33.3	52.4	5 6 .0	40.2	40.1	40.9
Interesting	26.1	20.9	21.3	19.4	13.3	14.4	16.7	12.9	13.6	22.0	15.3	15.3
Not interesting	10.8	16.2	15.1	19.5	28.8	30.9	9.0	14.2	17.1	21.3	29.4	31.4
Objectionable	2.3	2.6	2.2	3.8	3.7	4.0	2.5	2.2	3.0	4.6	4.9	5.1
Don't Know/No answer	7.0	9.5	6.6	12.5	9.0	7.6	38.5	18.3	10.2	12.0	10.4	7.3
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

¹⁰ Total includes pieces for which no response was given as to shape.

Postal Fiscal Years 1987, 2000 and 2001 (If Mail Piece Contained Advertising or Request for Donation) Standard Mail (A) Response to Advertising by Shape Table A3-34

, . =	l											
No answer	8.4	2.2	6.T	1.9	2.21	8.11	9.82	9.12	13.3	0.7	13.9	2.9
Мауре	3.25	9.52	5.55	2,12	0.41	7.02	6.81	9.51	9.42	6 ⁻ 61	7.51	0.02
٥N	9.94	8.14	6.9₽	54,2	l'l⊅	4.28	44.3	7 67	6.03	9.82	2.64	6.93
Yes	1.81	6 [.] 91	15.0	9,21	0.01	12.0	2.01	6.6	f, f f	9. þ.L	⊅.9	۲.01
	9/86 [2002	1007	∠86 l	2000	2001	789 l	2000	100Z	789 L	000Z	2001
Presudie: 1	Section 1997	Œpolgicajejna	0.0000000000000000000000000000000000000		Flyers		dsmaN	obels/ Wal	seujzo		Φ IPIOL	
loto⊺	0.001	0.00 Г	0.001	0.001	0.001	0.001	0.001	0.001	0.00 f	0.001	0.001	0'00 ι
Ио апѕмег	5.4	0.21	₽. 7	8.4	£.11	6.8	ÞII	8.7 ſ	Þ'6l	4 .7	88.9	101
W ауре	1.51	1.01	2.01	Z'91	8. 2 1	6.21	5.0 f	£.01	4.8	9.51	Z'll	5 [.] 91
٥N	9.69	5.03	6.47	1.29	5.13	6.48	5.69	8.92	S.78	9.59	7.94	1.68
уез	8.21	7.8	9·Z	S.51	Z:01	12,3	9.8	4. 2	9.4	4.21	0.7	10.3
24.5		S000	1007	Z861	0007	1007	- 7891	2000	1.007	₹.Z861	5000	5001
, Skospouse (%)		y _i ęiesikáj	100000000000000000000000000000000000000	[ma6)p7	hari Letter	Euvelope	Delaci Delaci	: Jedol ber	Picalso		Pipalse4	

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 $[\]ensuremath{\mathbb{D}}$ Total includes pieces for which no response was given as to shape.

Table A3-35
Standard Mail (A) Percentage of Pieces Read Immediately and Set Aside by Shape and Familiarity With Organization Postal Fiscal Years 1988, 2000 and 2001

									Shape	The order		472				788 VS 161	
					A SECURITY OF SECURITY	2		art of the season,		POLICE STATE	21.50	. 4			itaaigi k		
10.00	ytadi			et Asio	10000		30 ST 100 ST 100 ST 100 ST 100 ST 100 ST 100 ST 100 ST 100 ST 100 ST 100 ST 100 ST 100 ST 100 ST 100 ST 100 ST	A	" and a constant	100		ME STATE AND TO VE				et Asic	e (S
447	E7 1	2 (0 (0) E	21.788	2000		2 (4)(2)(3)(4)(4)(4)	1000424mm :		1988	City Chapter Street	30,000,000,000	400	4	N. Salart Salart		2000	
 				 					10.4						2.6	2.1	2.8
29.0	25.5	24.4	4.6	3.6	3.4	27.6			7.0				-	27.5	1.0	1.3	1.8
The second secon	1988 64.7 34.6 29.0	1946 2000 64.7 57.1 34.6 30.3	Read: 1988 2060 2061 64.7 57.1 61.1 34.6 30.3 29.3	Read 1988 2000 2001 a 288 64.7 57.1 61.1 5.3 34.6 30.3 29.3 5.8	Read Act page 34 Set Aside 1988 2000 2001 3.988 2000 64.7 57.1 61.1 5.3 6.1 34.6 30.3 29.3 5.8 3.9	Read 2009 <th< td=""><td> Read </td><td>Read Larger 1988 2000 2001 2988 2000 2001 1988 2000 2001 2001 2001 2001 2001 <t< td=""><td>Read Larger Than 1 Set Aside Read 1988 2000 2001 1988 2000 2001 64.7 57.1 61.1 5.3 6.1 4.3 60.1 54.0 61.2 34.6 30.3 29.3 5.8 3.9 2.6 30.3 31.2 36.5</td><td>Larger Than Letter E Read Set Aside Read S 1988 2000 2001 1988 2000 2001 1988 64.7 57.1 61.1 5.3 6.1 4.3 60.1 54.0 61.2 10.4 34.6 30.3 29.3 5.8 3.9 2.6 30.3 31.2 36.5 6.2</td><td>Read 40 Set Aside Read Set Aside 1988 2000 206 1988 2000 2001 1988 2000 2001 1988 2000 2001 1988 2000 2001 1988 2000 64.7 57.1 61.1 5.3 6.1 4.3 60.1 54.0 61.2 10.4 8.1 34.6 30.3 29.3 5.8 3.9 2.6 30.3 31.2 36.5 6.2 4.9</td><td> Larger Than Letter Envelope Read Set Aside Set</td><td>Larger Than Letter Envelope Read Set Aside 1988 2000 2001 1988 2000 2001 1988 2000 2001 1988 2000 2001 1988 64.7 57.1 61.1 5.3 6.1 4.3 60.1 54.0 61.2 10.4 8.1 15.5 67.9 34.6 30.3 29.3 5.8 3.9 2.6 30.3 31.2 36.5 6.2 4.9 3.9 38.3</td><td>Larger Than Letter Envelope Read Set Aside Read 1988 2000 2001 31988 2000 2001 1988 2000 2001 1988 2000 2001 1988 2000 64.7 57.1 61.1 5.3 6.1 4.3 60.1 54.0 61.2 10.4 8.1 15.5 67.9 58.6 34.6 30.3 29.3 5.8 3.9 2.6 30.3 31.2 36.5 6.2 4.9 3.9 38.3 33.6</td><td> Larger Than Letter Envelope Pose Read Set Aside Read Set Aside Read Pose P</td><td> Read </td><td> Larger Than Letter Envelope Read Set Aside Read Set Aside Read Set Aside Read Set Aside Read Set Aside Read Set Aside Read Set Aside Read Set Aside Read Set Aside Read Set Aside Read Set Aside Read Set Aside</td></t<></td></th<>	Read Read	Read Larger 1988 2000 2001 2988 2000 2001 1988 2000 2001 2001 2001 2001 2001 <t< td=""><td>Read Larger Than 1 Set Aside Read 1988 2000 2001 1988 2000 2001 64.7 57.1 61.1 5.3 6.1 4.3 60.1 54.0 61.2 34.6 30.3 29.3 5.8 3.9 2.6 30.3 31.2 36.5</td><td>Larger Than Letter E Read Set Aside Read S 1988 2000 2001 1988 2000 2001 1988 64.7 57.1 61.1 5.3 6.1 4.3 60.1 54.0 61.2 10.4 34.6 30.3 29.3 5.8 3.9 2.6 30.3 31.2 36.5 6.2</td><td>Read 40 Set Aside Read Set Aside 1988 2000 206 1988 2000 2001 1988 2000 2001 1988 2000 2001 1988 2000 2001 1988 2000 64.7 57.1 61.1 5.3 6.1 4.3 60.1 54.0 61.2 10.4 8.1 34.6 30.3 29.3 5.8 3.9 2.6 30.3 31.2 36.5 6.2 4.9</td><td> Larger Than Letter Envelope Read Set Aside Set</td><td>Larger Than Letter Envelope Read Set Aside 1988 2000 2001 1988 2000 2001 1988 2000 2001 1988 2000 2001 1988 64.7 57.1 61.1 5.3 6.1 4.3 60.1 54.0 61.2 10.4 8.1 15.5 67.9 34.6 30.3 29.3 5.8 3.9 2.6 30.3 31.2 36.5 6.2 4.9 3.9 38.3</td><td>Larger Than Letter Envelope Read Set Aside Read 1988 2000 2001 31988 2000 2001 1988 2000 2001 1988 2000 2001 1988 2000 64.7 57.1 61.1 5.3 6.1 4.3 60.1 54.0 61.2 10.4 8.1 15.5 67.9 58.6 34.6 30.3 29.3 5.8 3.9 2.6 30.3 31.2 36.5 6.2 4.9 3.9 38.3 33.6</td><td> Larger Than Letter Envelope Pose Read Set Aside Read Set Aside Read Pose P</td><td> Read </td><td> Larger Than Letter Envelope Read Set Aside Read Set Aside Read Set Aside Read Set Aside Read Set Aside Read Set Aside Read Set Aside Read Set Aside Read Set Aside Read Set Aside Read Set Aside Read Set Aside</td></t<>	Read Larger Than 1 Set Aside Read 1988 2000 2001 1988 2000 2001 64.7 57.1 61.1 5.3 6.1 4.3 60.1 54.0 61.2 34.6 30.3 29.3 5.8 3.9 2.6 30.3 31.2 36.5	Larger Than Letter E Read Set Aside Read S 1988 2000 2001 1988 2000 2001 1988 64.7 57.1 61.1 5.3 6.1 4.3 60.1 54.0 61.2 10.4 34.6 30.3 29.3 5.8 3.9 2.6 30.3 31.2 36.5 6.2	Read 40 Set Aside Read Set Aside 1988 2000 206 1988 2000 2001 1988 2000 2001 1988 2000 2001 1988 2000 2001 1988 2000 64.7 57.1 61.1 5.3 6.1 4.3 60.1 54.0 61.2 10.4 8.1 34.6 30.3 29.3 5.8 3.9 2.6 30.3 31.2 36.5 6.2 4.9	Larger Than Letter Envelope Read Set Aside Set	Larger Than Letter Envelope Read Set Aside 1988 2000 2001 1988 2000 2001 1988 2000 2001 1988 2000 2001 1988 64.7 57.1 61.1 5.3 6.1 4.3 60.1 54.0 61.2 10.4 8.1 15.5 67.9 34.6 30.3 29.3 5.8 3.9 2.6 30.3 31.2 36.5 6.2 4.9 3.9 38.3	Larger Than Letter Envelope Read Set Aside Read 1988 2000 2001 31988 2000 2001 1988 2000 2001 1988 2000 2001 1988 2000 64.7 57.1 61.1 5.3 6.1 4.3 60.1 54.0 61.2 10.4 8.1 15.5 67.9 58.6 34.6 30.3 29.3 5.8 3.9 2.6 30.3 31.2 36.5 6.2 4.9 3.9 38.3 33.6	Larger Than Letter Envelope Pose Read Set Aside Read Set Aside Read Pose P	Read Read	Larger Than Letter Envelope Read Set Aside Read Set Aside Read Set Aside Read Set Aside Read Set Aside Read Set Aside Read Set Aside Read Set Aside Read Set Aside Read Set Aside Read Set Aside Read Set Aside

	etas.	8.4	ar over all the same and	A. 62: YMR 352,23483000	75.00 BC 200 Z-42	e de la companya de l		3.7		hape	7.5			4			A William	
n - Familiarity		Read	llog No	TO SECURE A SECURE ASSESSMENT OF THE PARTY O	1.00			Read	ranga (lyers	al Acid			A STATE OF THE STA	20 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	DESIGN BEST OF RE	azinės	100000000000000000000000000000000000000
	A Marie Assessment Areas	2006	and the course of the second		a diameter and a con-	Section of the section of	1988		2001				1988					
Previous customer	53.1	42.5	60.8	17.6	18.7	16.3	57.0	49.2	60.9	8.0	8.7	7.3	56.3	45.5	66.9	15.7	20.0	13.5
Organization known	29.6	30.2	39.9	12.6	14.3	13.7	27.8	28.5	34.4	4.8	5.2	5.7	45.4	32.1	46.6	8.5	12.7	11.4
Organization unknown	20.8	19.5	31.9	15.1	15.9	11.9	24.5	20.6	26.8	5.9	5.1	3.9	21.9	24.2	31.7	5.6	16.7	8.0

Table A3-36
Standard Mail (A) Percentage of Pieces Eliciting
Intended Response by Shape and Familiarity With Organization
Postal Fiscal Years 1987, 2000 and 2001

esta esta de la composició de la composi		i i é si x kt ava		Larger T		invelope»		es K onjenjek	6.52 6.52
		2/000	< 2001	· · · · · · · · · · · · · · · · · · ·	2000	2001	- 440	(0)(0)	- (00) E
Previous customer	20.3	21.1	16.1	22.7	13.7	13.8	20.3	5.2	7.9
Organization known	5.9	23.9	21.0	7.1	15.8	19.8	8.8	3.4	8.9
Organization unknown	5.0	29 .3	25.5	5.2	15.5	22.8	3.6	2.9	6.8

ien Bara Sanolleise		Enikolki:	e Alakiyaay Velope		& Shape Flyers	es es es es es es es es es es es es es e		ing the second	i Sefalul a se se se
entralia. Entralia		_2000	2001	1987	2000	2001	3. 1987.5	2000	#92001
Previous customer	21.5	33.7	29.5	22.3	17.9	23.9	21.8	5.0	3.8
Organization known	6.4	33.8	26.3	4.6	16.2	15.1	0.0	4.0	4.6
Organization unknown	5.0	33.6	21.6	4.8	12.3	16.2	4.5	3.0	0.4

Table A3-37
Standard Mail (A) Percentage of Pieces Found
Useful by Shape and Familiarity With Organization
Postal Fiscal Years 1987, 2000 and 2001

					Shape	(M. 149 (M. 149 (M. 149 (M. 149 (M. 149 (M. 149 (M. 149 (M. 149 (M. 149 (M. 149 (M. 149 (M. 149 (M. 149 (M. 149			
Tripling in the second		#62000	lope .2001.⇒		non-Lener	envelope 2001		icalis Mojele)	(a /e)e :
Previous customer	53.4	73.8	78.9	53.6	72.0	80.2	58.4	74.7	77.7
Organization known	22.8	10.9	11.0	19.8	8.9	11,1	28.3	9.6	11.9
Organization unknown	12.7	5.4	5.9	13.6	4.8	5.3	10.6	6.4	6.9

			ivēlope ^r e		Shape S Fivers				
Previous customer	70.5	2000% 72,2	992001 80.9	66.6	2000 74.2	80.0	67.4	69.8	્રેલુંગ્ _ન ે 80.9
Organization known	30.2	11.1	11.7	28.7	10.8	10.9	46.0	8.24	11.3
Organization unknown	18.9	5.3	5.1	16.3	4.3	4.7	25.9	2.72	3.9

Table A3-38
Standard Mail (A) from Department Stores
Reaction to Mail Piece by Shape
(Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001

Hall see a see	S ors.: 1 .1	re Immedia	riely		Set Aside			kanarah kali	
1063 2 (1083)		2000	2001.	1987	2000	2001		2000	2001
Letter size envelope	53.3	53.7	47.6	2.5	2.2	5.6	37.4	43.5	41.2
Larger envelope	45.8	46.7	46.7	10.2	2.2	4.7	40.8	45.9	35.8
Postcard	56.9	57.3	55.8	1.3	2.1	2.6	48.5	25.2	58.5
Catalog not in envelope	45.9	37.9	42.6	15.8	12.4	10.0	62.5	12.7	63.2
Flyers	42.4	42.8	43.0	6.1	8.3	6.7	51.2	20.4	61.0

	rest.	word of	2-24 e [0];	in Pilyesi	2009	Agist.
Letter size envelope	12.3	15.4	11.9	8.8	23.8	8.8
Larger envelope	10.9	8.6	13.9	3.6	25.8	5.2
Postcard	12.3	14.2	17.9	3.3	24.7	13.6
Catalog not in envelope	17.1	13.1	18.1	40.8	19.0	29.4
Flyers	15.4	20.8	17.3	42.5	23.1	36.5

Table A3-39
Standard Mail (A) from Department Stores
Reaction to Mail Piece by Familiarity and Shape
(Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001

Singpa		Read	et Aside)	grand g	ound Use	iji - E		Mill Respon	
	FILE S 87/10	2000	2001	1987	2000	2001	1987⊅÷	#2000x	ar2001
Previous customer:									
Catalogs Not In Envelope	68.0	77.5	76.6	70.7	71.1	72.2	18.4	16.7	21.1
Flyers	59.0	74.1	71.3	64.2	66.8	69.6	18.2	15.6	20.2
Organization known:									
Catalogs Not In Envelope	38.1	50.3	46.0	26.9	41.5	16.9	7.2	4.0	3.6
Flyers	24.0	41.0	35.3	22.9	26.0	24.1	4.7	2.6	2.0
Organization unknown: 0								· · · · · · · · · · · · · · · · · · ·	
Catalogs Not In Envelope	23.5	50.9	55.1	20.6	19.8	26.3	13.7	2.7	3.3
Flyers	31.2	31.0	46.5	17.8	15.1	17.6	5.3	2.1	3.7

① Fluctuations may be due to small sample sizes.

Table A3-40 Standard Mail (A) from Mail Order Companies Reaction to Mail Piece by Shape (Percentage of Pieces) Postal Fiscal Years 1987, 2000 and 2001

Zana Shapa (1920)	e Ele Re	ad Immedia	ately		Set Aside			ound Usell	1
	4 1987 e	2000 m	2001	1987	2000	2001	Mai 987 :	2000 ∌	1000
Letter size envelope	42.7	39.9	42.6	4.1	3.7	4.7	29.9	31.2	32.9
Larger envelope	48.2	46.8	45.0	10.4	7.9	7.2	41.1	41.6	38.7
Postcard ①	60.4	40.7	40.1	4.2	2.6	1.7	51.8	35.3	29.0
Catalog not in envelope	40.9	33.6	37.6	17.1	1 <i>7.7</i>	15.7	48.9	49.5	53.8
Flyers	39.8	29.1	33.3	7.8	5.9	7.8	32.9	26.3	32.0
Newspapers/Magazines ①	57.0	39.0	33.6	0.0	14.8	13.5	62.3	51.0	55.9

in thirty.		Alli Kespen		Percenta	e et Piece	
No.	77,99	2.Xe19)112 E	al sylony last	20 19 EV	2000	\$ 2.4e(9)
Letter size envelope	12.3	8.9	9.5	20.8	8.0	6.9
Larger envelope	18.0	16.9	15.5	22.0	12.6	11.6
Postcard O	18.6	3.9	6.2	0.8	1.2	1.4
Catalog not in envelope	15.8	10.9	10.7	48.5	65.6	66.8
Flyers	10.0	6.7	6.8	7.0	5.1	5.9
Newspapers/Magazines ©	19.8	8.8	9.5	12.1	2.9	2.5

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

① Flucuations may be due to small sample size.

Table A3-41
Standard Mail (A) from Mail Order Companies
Reaction to Mail Piece by Familiarity and Shape
(Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001

Shiji	e de Alemana	Read ately and S	et Aside)		Found Usef	U		Willike 1991	
And Specific Committee (Co.)	127:7/2		2001	⁸ 1987 ⁸	2000	2001 m	e41987	2000	4 02000186
Previous customer:									
Letter size envelope	65.0	69.9	67.6	52.2	49.3	51.7	18.8	15.7	14.4
Larger envelope	74.3	75.8	69.4	58.7	57.9	54.3	27.1	23.1	21.4
Catalog	74.9	80.8	84.0	70.3	61.3	67.0	25.1	24.5	30.9
Organization known:									
Letter size envelope	34.2	44.2	44.3	13.3	21.2	11.5	5.6	3.0	1.9
Larger envelope	44.5	43.9	42.3	27.0	18.0	14.7	9.7	3.2	3.9
Catalog	44.6	35.0	45.0	31.5	27.7	25.3	6.7	3.1	8.3
Organization unknown:									
Letter size envelope ①	29.4	31.4	31.4	7.0	2.5	5.6	6.7	2.0	4.9
Larger envelope	32.9	30.4	41.2	14.2	10.2	13.5	4.7	5.1	4.1
Catalog	36.8	42.5	35.0	17.7	24.6	18.9	3.5	6.7	4.4

① Fluctuations may be due to small sample sizes.

Table A3-42
Standard Mail (A) from Publishers
Reaction to Mail Piece by Shape
(Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001

an an Alpoples	Res	d Immedia	ately .	er er sammer Gjede e delegje	Set Aside			apad User	ıjı
	Establishmen was a server to the server of t	基2000 :	2001	1987	2000	2001		2000	20018
Letter size envelope	51.1	43.5	46.3	6.0	4.5	4.1	37.9	37.9	35.9
Larger envelope	41.4	43.9	42.9	6.8	5.3	6.7	27.4	33.7	31.0
Postcard ①	45.2	42.9	30.0	5.9	5.1	0.0	30.4	29.9	16.9
Catalog not in envelope ①	40.8	26.6	30.1	16.3	12.2	13.7	48.2	40.4	38.3
Flyers	45.8	26.3	33.8	8.4	4,7	6.0	46.6	22.5	30.8
Newspapers/Magazines	27.2	30.4	34.5	7.6	14.4	8.6	28.8	47.2	50.8

en single		Villet Spor		Percenta		Kejejkyj i b
		%4.6[6]6)	2001e	901937as	24,20003.4	740127
Letter size envelope	21.0	13.9	12.6	26.5	35.3	36.9
Larger envelope	16.6	13.5	14.9	34.7	28.4	27.5
Postcard ①	26.1	5.9	1.8	1.2	2.2	2.6
Catalog not in envelope ①	13.5	7.3	5.9	4.4	6.7	6.3
Flyers	16.3	2.9	5.7	20.4	8.9	9.0
Newspapers/Magazines	9.1	3.9	5.9	12.1	14.2	14.9

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

① Flucuations may be due to small sample size.

Table A3-43
Standard Mail (A) from Publishers
Reaction to Mail Piece by Familiarity and Shape
(Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001

Shape	Allmmed	ately and S	et Aside)		ound Usefu		generative 220	Vill Respon	d _{i meren}
	1987	2000	2001	1987	2000	2001	1987	2000	2001
Previous customer:									The Paris Control of the Paris
Letter size envelope	77.2	66.1	66.4	54.1	52.6	52.5	31.9	19.8	18.5
Larger envelope	68.8	70.5	69.2	44.8	49.2	49.5	25.8	19.5	22.2
Catalog O	78.7	86.1	72.6	72.7	67.3	59.1	22.1	17.0	20.5
Organization known:									
Letter size envelope	34.2	32.3	39.1	20.8	13.4	13.0	5.7	3.0	0.6
Larger envelope	31.3	40.6	48.4	13.3	16.0	19.2	7.7	6.7	6.3
Catalog O	48.3	27.4	51.9	31.1	16.4	29.9	5.4	0.0	2.7
Organization unknown:									· · · · · · · · · · · · · · · · · · ·
Letter size envelope	31.3	34.8	34.0	13.5	13.2	12.5	3.7	4.8	2.2
Larger envelope	35.8	28.6	32.9	13.9	11.1	14.6	7.4	3.6	5.3
Catalog ①	46.0	27.4	35.8	16.7	19.4	9.9	6.9	0.0	2.7

① Fluctuations may be due to small sample sizes.

Table A3-44 Standard Mail (A) from Credit Card Companies Reaction to Mail Piece by Shape (Percentage of Pieces) Postal Fiscal Years 1987, 2000 and 2001

an Sashapa		d Immedia	itely	and the second of the second o	Set Aside		encarity encars	condIII	
Complete Sta	9:7	2000	2001	1987	**2000 ***	2001	4数987年	2000	2001
Letter size envelope	43.4	31.0	30.4	4.2	3.1	1.9	28.0	18.9	16.7
Larger envelope	32.7	30.4	32.8	8.4	2.4	3.7	28.9	20.7	20.0
Postcard ①	25.1	31,1	46.0	0.0	1.6	6.0	9.9	28.97	30.7
Catalog not in envelope ①	43.8	54.4	58.9	21.3	14.2	6.7	45.9	51.8	53.1
Flyers ①	33.3	27.7	41.9	6.3	3.8	4.1	35.6	28.7	27.2

Santa Santa			d (#78)	Percento	ge of Piece	kereivet.
		2000 8	2001	1987	2000.	
Letter size envelope	10.4	4.3	2.8	59.5	67.7	72.0
Larger envelope	3.1	3.1	3.9	28.1	22.6	20.5
Postcard ①	0.0	7.6	5.1	0.4	2.9	2.5
Catalog not in envelope ①	3.2	16.2	5.1	3.1	1.3	0.7
Flyers ①	12.1	1.2	6.5	8.4	3.9	3.2

NOTE: Percentages do not add up to 100% due to multiple responses from multiple questions. ① Flucuations may be due to small sample size.

Table A3-45 Standard Mail (A) from Credit Card Companies Reaction to Mail Pieces by Familiarity and Shape① (Percentage of Pieces)

Postal Fiscal Years 1987, 2000 and 2001

na da santa da santa da santa da santa da santa da santa da santa da santa da santa da santa da santa da santa Manazarra da santa da santa da santa da santa da santa da santa da santa da santa da santa da santa da santa d		Read			ound Usefi	ıl .		VIII Respon	
	ik dan fil Akabayas	2000	2001	1987	Maria Salah Salah	2001			
Previous customer:									
Letter size envelope	63.7	56.6	48.4	39.6	32.5	28.7	14.9	6.8	4.0
Larger envelope	53.0	52.2	50.4	38.6	37.9	33.5	2.3	5.6	6.7
Organization known:									
Letter size envelope	37.9	28.2	23.7	18.7	11,1	10.6	7.0	1.8	2.5
Larger envelope	32.8	27.0	32.2	12.9	8.3	13.0	3.0	0.5	2.0
Organization unknown:			-						
Letter size envelope	36.7	18.8	20.6	19.8	2.8	5.9	3.2	2.1	1.1
Larger envelope	21.3	32.7	19.5	19.1	6.0	6.4	2.7	2.7	1.5

[•] Fluctuations may be due to small sample sizes.

Table A3-46
Standard Mail (A) from Insurance Companies
Reaction to Mail Piece by Shape
(Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001

	i)	ddminedia	ely		Set Aside			sinfi Usafi	
	1.200	- 2000	2001	1987	2000	2001	1987	2000	2001
Letter size envelope	33.5	34.0	33.7	3.7	3.4	3.2	23.4	22.1	25.6
Larger envelope	35.8	34.4	34.2	7.2	5.6	6.5	28.3	33.7	34.1
Postcard (64.3	38.5	40.5	0.0	1.6	4.0	38.0	29.4	33.3
Catalog not in envelope ①	41.6	27.4	44.8	14.6	34.3	11.6	34.1	68.2	64.7
Flyers ①	27.2	40.2	36.8	1.4	6.2	9.9	9.61	33.3	33.7
Newspapers/Magazines (0	49.1	39.7	41.6	14.1	17.2	12.8	14.1	64.4	62.6

		Hedra Silve	1000	Percentar 1987	je 6/ Pieces 	
Letter size envelope	9.ا	2.4	5.1	8.89	9:55	55.3
Larger envelope	7.2	2.5	1.3	19.9	23.1	22.9
Postcard ©	41.7	4.0	10.1	0.7	2.1	3.9
Catalog not in envelope O	0.0	2.0	10.4	1.4	1.3	0.8
Flyers ©	5.2	2.8	3.8	10.2	11.3	10.9
Newspapers/Magazines Φ	0'0	0.7	7.0	0.5	4.9	4.7

Table A3-47
Standard Mail (A) from Insurance Companies
Reaction to Mail Pieces by Familiarity and Shape①
(Percentage of Pieces)

Postal Fiscal Years 1987, 2000 and 2001

3.		a Read		ng Gulling an	ound Usefi	月2		Vill Respon	ii galeta
		iarely and S 2000		1987	2000	2001	//987	2000	22001
Previous customer:									
Letter size envelope	59.7	68.2	70.9	46.3	50.4	53.8	12.2	3.7	13.6
Larger envelope	69.6	70.2	72.7	49.5	56.4	60.1	11.3	5.2	10.0
Organization known:									
Letter size envelope	37.4	34.4	27.6	19.1	12.9	14.6	4.3	2.0	1.8
Larger envelope	39.4	39.6	31.6	29.5	20.3	23.1	10.1	0.5	6.6
Organization unknown:									
Letter size envelope	22.2	25.4	23.5	8.6	5.9	7.0	2.0	1.2	2.4
Larger envelope	25.3	20.3	27.3	11.9	13.3	6.2	3.2	0.2	0.0

① Fluctuations may be due to small sample sizes.

Table A3-48a Standard Mail (A) Reaction by Industry (Percentage of Mail Received by Households) Postal Fiscal Years 1987, 2000 and 2001

					Set Aside	(I of the solid	22				li Responi	l m
	2 (2) (1) (1) (1)	e (Insimbali)	arely	aparo.	of commendation (Z)			41-2				
。 经股份股份股份股份股份	19876	2000	2001	1987	2000	2001	1987	≥ 2000 ₹	# 200 L	1987	1999	- 20012
Financial:									1		,	
Credit card	39.5	30.9	32.0	6.1	3.2	2.5	29.3	20.4	18.5	8.3	4.1	3.2
Bank	38.8	36.8	43.2	4.0	4.6	3.5	31.1	32.8	30.1	8.1	3.8	5.3
Securities broker	40.4	48.8	53.8	11.7	9.3	11.2	42.5	58.4	64.7	8.4	4.6	6.0
Money Market 2	45.6	38.7	52.3	5.4	10.1	6.2	53.7	59.1	46.6	1.9	10.1	17.8
Insurance Company	33.9	34.8	39.9	4.3	5.5	4.9	24.6	29.0	30.7	6.4	2.4	5.3
Real Estate/Mortgage	29.3	27.3	30.7	3.1	3.3	2.1	21.3	18.2	19.7	2.7	2.0	3.9
Total Financial	37.2	36.2	38.0	5.3	6.0	4.2	29.5	36.3	28.1	7.3	4.5	4.3
Merchants:												
Supermarkets	40.3	39.0	51.1	5.8	8.1	6.1	52.2	55.9	51.5	26.8	28.6	28.7
Department store	45.3	43.2	60.2	9.7	8.6	7.1	53.9	57.6	58.8	15.6	15.7	17.4
Mail order company	42.9	36.0	48.7	312	14.2	13.0	41.9	45.4	48.8	15.3	11,4	11.4
Specialty store	40.1	37.4	52.1	8.6	7.0	8.9	43.4	49.1	53.4	14.4	13. <u>2</u>	14.1
Publisher	43.1	38.6	47.3	7.5	6.7	6.3	35.3	36.3	36.0	17.1	10,6	11.1
Land promotion ②	26.3	35.1	38.9	4.1	0.8	4.5	7.7	14.3	27.7	4.1	2.5	1.8
Restaurant	49.9	67.1	50.0	3.4	5.4	4.3	51.9	53.9	47.2	19.5	N/A	18.0
Consumer packaged goods	63.4	65.9	49.1	5.6	7.0	5.6	59.1	50.0	43.8	32.1	N/A	14.9
Auto dealers	37.3	62.0	46.2	3.2	3.1	2.5	32.6	40.8	35.7	8.7	N/A	8.1
Mall ②	22.4	67.0	50.0	14.2	0.0	0.0	45.3	57.1	50.0	9.4	0.0	0.0
Total Merchants	43.5	38.2	51.3	9.1	7.6	9.5	44.1	43.1	49.2	16.3	13. <u>7</u>	13.6

<sup>① Of pieces containing an advertisement or request for funds.
② Flucuations may be due to small sample sizes.</sup>

Table A3-48b
Standard Mail (A) Reaction by Industry
(Percentage of Mail Received by Households)
Postal Fiscal Years 1987, 2000 and 2001

nes, que penerent en al [a] o la a [p] La la la granda de la companya al paracidos que	****Kajaci immediately			Set Aside			Found Useful			Will Respond @ 7845.		
	21937	2000	2001	1987	2000	2001	1987	2000	2001	1987	2000	2001
Services:												
Telephone	49.9	35.2	29.6	5.7	3.7	2.8	46.6	25.8	29.6	14.4	4.7	4.4
Other Utilities @	49.9	45.3	55.1	7.2	8.4	5.5	56.4	62.7	55.1	11.6	12.5	17.6
Medical	44.3	40.7	42.8	5.2	6.2	6.5	41.0	45.7	42.8	6.8	4.0	13.7
Other professional 2	53.2	43.6	37.2	6.4	9.3	7.0	42.4	35.6	37.2	12.2	3.0	6.2
Leisure service	41.6	41.1	43.6	8.1	7.2	5.9	36.9	45.5	43.6	7.8	7.9	9.2
Cable TV	51.5	35.7	29.6	9.2	3.9	3.0	43.7	32.7	29.6	8.4	5.1	7.8
Computer	40.5	27.2	31.6	7.2	7.0	6.0	39.8	30.0	31.6	12.5	3.8	5.2
Total Services	44.1	38.4	46.5	6.5	6.5	5.0	38.0	39.7	36.8	9.6	5.9	8.2
Nonfederal Government	48.7	46.9	58.9	15.6	12.3	11.4	57.6	65.2	59.5	18.6	3.2	17.5
Social/Charitable/Political:												
Union/professional @	49.5	47.6	60.9	7.6	8.0	5.5	55.9	48.6	51.7	11.3	8.0	9.7
Church	51.8	45.6	63.8	3.6	9.0	5.5	39.7	58.8	55.4	6.6	12.4	11.4
Educational	46.4	42.1	51.0	5.4	10.6	6.3	40.0	50.7	42.6	6.3	6.1	5.0
Charities	531	41.1	44.0	0.6	6.5	6.2	29.7	31.6	33.9	8.6	10.3	8.7
Political	37.5	33.5	38.8	8.1	8.7	7.8	27.6	34.8	32.3	13.0	4.1	21.9
AARP ②	59.4	42.1	48.9	7.0	3.1	2.3	57.1	40.0	36.0	37.9	4.1	4.6
Total Social/Charitable/Political	45.2	42.0	48.8	6.4	8.5	6.5	37.8	44.9	40.5	9.2	8.2	9.1

① Of pieces containing an advertisement or request for funds.

[©] Flucuations may be due to small sample sizes.

Table A3-49 Standard Mail (A) Reaction to Mail Pieces by Income Postal Fiscal Years 1987, 2000 and 2001

n i i a an arabida i i a an arabida i i	EUROPE AL	y cz sa spiłos	Read Imr	nediately	46 李州大王	1944	0.544	CONTRACT	r va aSef#	side -		
- Incomer 32		Percent		Piece	s Per Hous	ehold		Percent		Piece	s Per Hous	Mary Street Stre
Action Control State (September 1999)	1987	2000	2001	1987	2000	2001	1987	2000	2001	1987	2000 -	2001
Under \$7K	43.0	41.8	45.9	1.6	2.7	2.0	18.8	5.8	8.5	0.3	0.4	0.4
\$7K - \$9.9K	41.0	41.9	52.2	2.1	2.7	3.2	18.8	3.9	8.0	0.3	0.2	0.6
\$10K - \$14.9K	45.0	45.8	46.7	2.6	3.5	2.2	11.9	5.8	8.2	0.5	0.4	0.5
\$15K - \$19.9K	45.0	46.7	47.7	2.9	3.9	2.9	9.4	6.0	8.6	0.6	0.5	0.7
\$20K - \$24.9K	42.5	43.5	54.4	2.8	4.0	3.3	8.5	8.0	4.7	0.6	0.7	0.4
\$25K - \$29.9K	44.2	43.7	49.0	3.5	4.6	3.4	8.0	6.5	6.8	0.6	0.7	0.6
\$30K - \$34.9K	41.4	#3.7	47,0	3.6	4.0	0.7	8.3	0.0	0.0	0.7	0.7	0.0
\$35K - \$49.9K	41.4	43.6	44.9	3.9	5,2	3.9	7.5	7.3	8.1	0.8	0.9	0.8
\$50K - \$64.9K	41.1	42.5	46.4	4.4	5.4	4.5	7.0	8.4	7.7	0.8	1,1	0.9
\$65K - \$79.9K	40.4	44.6	44.9	6.1	6.5	4.8	6.7	8.1	6.1	1.5	1.2	0.8
\$80K - \$99.9K	31.4	41.6	44.0	4.4	7.3	5.5	8.9	9.3	6.8	1.3	1.6	1.1
\$100K +	34.5	39.9	41.4	5.3	8.8	6.6	6.0	6.9	7.1	1.2	1.5	1.4

		try serie (e.	Found	Useful	200	ក្រុម ភាគ្			WillRe	pend O		
te vincome 🗆 🔭		Parcente			s Per Hous	ehold		Percent			s Per Hous	
AND THE PARTY OF T	1987	2000	2001	1987	2000	2001	1987	2000	2001	1987	#2000 h	2001
Under \$7K	36.0	32.8	34.7	1.4	2.1	1.8	17.5	11.3	14.0	0.5	0.7	0.6
\$7K - \$9.9K	37.1	33.1	43.4	1.9	2.1	3.1	12.6	8.8	13.1	0.5	0.6	0.7
\$10K - \$14.9K	39.6	39.6	37.8	2.3	3.0	2.3	17.7	10.3	12.3	0.8	0.8	0.6
\$15K - \$19.9K	41.9	36.2	40.1	2.7	3.0	3.1	15.3	11.1	12.7	0.8	0.9	0.8
\$20K - \$24.9K	42.8	37.6	43.7	2.8	3.5	3.7	15.6	11.7	10.4	0.9	1.1	0.8
\$25K - \$29.9K	40.4	35.7	41.0	3.2	3.7	3.6	14.8	9.3	12.0	1.0	1.0	0.9
\$30K - \$34.9K	40.4	33.7	41.0	3.5	3./	3.0	14.8	9.3	12.0	1.1	1.0	0.9
\$35K - \$49.9K	41.9	38.5	40.4	4.0	4.6	4.2	14.8	8.0	11.0	1.1	1.0	1.0
\$50K - \$64.9K	42.2	38.4	41.6	4.6	4.8	5.1	14.8	8.1	11.2	1.3	1.0	1.2
\$65K - \$79.9K	40.5	39.7	39.7	6.1	5.8	5.2	11.1	8.3	10.0	1.4	1.2	1.1
\$80K - \$99.9K	34.7	38.7	41.5	4.9	6.8	6.6	10.9	7.9	10.6	1.3	1.4	1.5
\$100K +	32.0	36.9	41.7	4.9	8.1	8.0	10.1	7.1	9.0	1.3	1.6	1.5

① Of pieces identified by respondent as containing an advertisement or request for funds.

Note: 2000/2001 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

Table A3-50
Standard Mail (A) Reaction to Mail Piece by Age of Head of Household
Postal Fiscal Years 1987, 2000 and 2001

Contraction (Contraction)			Read Im	mediately					Se	tr/Aside		
Age of fleat of flourehold		Percent		Pieces	Per Hou	sehold	3	Percent		Plece	s Per Hou	sehold W
	2074	-2000	#2001	1987	2000	2001	1987	2000	2001	.1987	2000	2001
18 - 21 ②	46.9	42.8	25.8	1.8	1.8	1.7	10.3	5.3	11.7	0.4	0.2	0.2
22 - 24	35.6	35.2	34.2	1.1	1.8	1.7	6.9	4.5	3.8	0.2	0.2	0.2
25 - 34	40.4	33.0	34.0	2.7	3.0	2.5	8.4	8.0	6.0	0.6	0.7	0.8
35 - 44	39.9	31.4	34.3	3.3	3.6	3.3	7.8	7.7	8.5	0.6	0.9	1.1
45 - 54	39.6	32.5	37.2	3.5	4.4	4.2	7.8	8.0	6.4	0.7	1.1	1.4
55 - 64	45.0	36.0	36.6	4.4	5.3	5.1	9.2	7.0	8.2	0.9	1.0	1.2
65 - 69	42.5	34.0	42.8	3.5	4.9	4.7	7.4	7.5	6.8	0.6	1.1	1.1
70+	43.8	36.4	40.3	3.4	5.6	5.1	7.3	6.5	7.3	0.6	1.0	1.0

	1.00		Foun	d-Useful		i i i i i i i i i i i i i i i i i i i	91 S	6 (0.0 <u>0</u> -1)	WilliRes	enido)		
-Age of Head of Household		Percent		Pieces	Per Hou	sehold		Percent		Place	Pei Hou	sehold.
Assert A Grand State	987	2000	2001	1987	2000	2001	1987	2000#	2001	1987	2000	200
18 - 21 ②	53.5	33.0	40.3	2.1	1,4	1.4	16.5	12.8	16.2	0.5	0.5	0.4
22 - 24	35.7	35.9	37.0	1.1	1.8	1.8	17.5	11.4	15.6	0.5	0.6	0.5
25 - 34	42.7	36.4	37.7	2.8	3.3	3.4	15.9	7.9	10.2	0.9	0.7	0.5
35 - 44	40.8	38.3	41.5	3.4	4.4	4.6	16.1	8.6	9.9	1.1	1.0	1.0
45 - 54	38.8	38.3	41.7	3.4	5.2	5.9	13.0	8.3	10.4	0.9	1.1	1.5
55 - 64	41.2	38.8	41.2	4.0	5.7	5.5	12.7	8.7	10.8	1.0	1.3	1.1
65 - 69	38.1	37.6	42.6	3.1	5.5	5.5	13.2	7.8	11.1	0.9	1.1	1.1
70+	37.6	35.3	41.3	2.9	5.5	5.1	14.8	9.4	11.0	0.9	1.4	1.1

① Of pieces containing an advertisement or request for funds.

② Flucuations may be due to small sample sizes.

Table A3-51
Standard Mail (A) Reaction to Mail Piece by Education of Head of Household
(Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001

	(A)(45), (A)	and the	Read Imr	nediatel	<u>y</u> .		2000	antos S		i delegi		
		Percent	Bulletin (in	Pieces	Per Hou	sehold		Percent		Pieces		
And the second s	987	2000	2001	-1987	2000	2001	1987	2000	*2001	×1987	2000	2001
8th grade	43.7	36.8	38.2	2.2	2.0	2,2	7.8	1.6	6.5	0.4	0.1	0.2
Some High School	46.4	47.1	42.1	2.6	3.4	3.2	6.9	3.8	6.9	0.4	0.3	0.2
High School	44.4	43.2	40.5	3.1	3.2	3.2	7.3	7.1	7.4	0.5	0.7	0.8
Some college	41.6	45.7	35.3	3.3	4.1	4.2	7.9	7.1	7.7	0.6	0.8	0.9
Professional or Technical school	41.2	49.7	39.6	3.2	4.8	4.8	9.5	6.2	7.8	0.7	0.8	0.8
College Graduate	37.7	42.4	35.6	3.7	5.0	5.0	9.3	7.7	7.0	0.9	1.2	1.6
Post graduate	37.3	38.0	35.4	4.4	5.4	5.4	8.9	8.6	7.2	1.0	1.5	1.4

			Found	Useful						D bridge		
Education of the collaboration selection.	44.2	Percent		Pieces	Per Hou	sehold		Percent		⇒ Pieces	Per Hou	sehold
And the second s	11987/	2000	2001	1987	2000	2001	1987	2000	2001	1987	2000	2001
8th grade	35.5	23.3	35.7	1.8	1.9	1.8	14.6	9.8	20.1	0.6	0.8	0.9
Some High School	40.5	34.8	43.8	2.3	3.1	3.3	13.4	9.8	12.6	0.6	0.9	1.2
High School	40.0	35.5	41.8	2.8	3.3	3.4	15.1	9.5	11.6	0.9	0.9	0.9
Some college	41.1	38.2	41.3	3.3	4.3	4.2	15.6	10.0	11.7	1.0	1.1	1.2
Professional or Technical school	40.0	41.7	42.4	3.1	5.1	5.]	15.7	8.4	9.4	1.0	1.0	1.0
College Graduate	40.5	38.5	40.8	4.0	5.7	5.8	13.4	7.9	10.2	1.1	1.2	1.2
Post graduate	40.6	37.4	39.6	4.8	6.7	6.7	14.1	7.2	8.9	1.4	1.3	1.3

¹⁰ Of pieces containing an advertisement or request for funds.

Table A3-52 Standard Mail (A) Users of Reply Envelopes by Industry (Percentage of Pieces) Postal Fiscal Years 1987, 2000 and 2001

	a distribution distribution and the second					and ide	1.000		
					A Andre	92061	1 1097	19000	200
Financial:	T 0.1	T : 4 0	T -00 /	т	Y	, .			
Credit cards	9.1	14.2	28.6	2.8	3.1	7.2	6.1	8.6	19.7
Bank c	4.8	3.0	4.5	1.6	1.3	3.0	3.2	2.1	3.9
Securities	2.4	1.6	2.4	0.7	0.7	0.6	1.6	1.1	1.7
Money market	0.3	0.3	0.3	0.1	0.1	0.3	0.2	0.2	0.3
Insurance company	12.7	7.8	10.0	2.3	2.2	2.5	7.8	5.0	6.9
Real Estate/Mortgage	1.1	8.0	1.0	0.3	0.4	0.5	0.7	0.6	0.8
Other financial	0.5	0.5	0.3	0.3	0.3	0.3	0.5	0.4	0.3
Total Financial	30.9	28.1	47.1	8.1	8.1.	14.5	20.1	28.1	33.5
Merchants:		_					·	<u> </u>	
Supermarkets	0.2	0.2	0.2	0.2	0.3	0.1	0.3	0.3	0.2
Department store	5.6	1.8	2.6	4.0	2.3	3.0	5.1	2.1	2.8
Mail order	19.0	12.9	13.5	46.8	32.1	51.8	31.6	22.5	29.5
Specialty store	3.4	3.0	1.5	6.8	N/A	4.1	5.0	0.0	2.6
Publisher	22.1	14.8	17.6	21.1	9.5	12.1	21.4	12.2	15.3
Land promotion	0.4	0.2	0.2	0.1	0.1	0.1	0.3	0.1	0.1
Restaurant	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.1
Consumer packaged goods	0.9	0.9	1.9	0.5	0.7	1.4	0.8	0.0	1.7
Auto dealers	0.3	0.3	0.1	0.1	0.0	0.0	0.2	0.0	0.1
Service stations	0.0	0.1	0.2	0.0	0.1	0.1	0.0	0.0	0.1
Mall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other merchants	1.1	0.3	0.4	2.1	0.2	0.5	1.4	0.3	0.5
Total Merchants	53.1	31.6	38.2	81.7	45.4	73.3	66.2	38.5	52.8
Services:	.		1 00.2	01.7	10.4	70.0	00.2	1 30.3	32.0
Telephone	2.3	0.9	0.9	0.4	0.8	0.8	1.4	0.8	0.9
Other utilities	0.2	0.4	0.5	0.1	0.4	0.5	0.2	0.4	0.5
Medical	0.6	1.1	1.3	0.2	1.2	11	0.4	1.2	1.2
Other professional	0.6	0.5	0.4	0.3	0.2	0.3	0.4	0.4	0.4
Leisure service	1.9	1.9	3.0	1.0	1.0	1.8	1.4	1.4	2.5
Cable TV	0.6	0.1	0.2	0.5	0.4	0.4	0.6	0.3	
Computer	0.5	0.9	0.8	0.2	0.4	0.4	0.8	0.7	0.3
Craftsman	0.6	0.0	0.0	0.1	0.0				0.6
Other services	2.4	2.1	2.8	1.0	1.2	0.0	0.3	0.0	0.0
Total Services	9.7	7.8	10.0	3.8	5.5		1.8	1.6	2.2
Nonfederal Government	0.3	0.5	0.2			6.4	6.9	6.7	10.0
Total Social/Charitable/			U.Z	0.9	0.5	0.9	0.6	0.5	0.5
Political/Nonprofit:	2.9	3.9	3.5	1.9	5.3	3.3	2.5	4.6	3.5
Other	2.8	0.0	0.0	3.0	0.0	0.0	2.9	0.0	0.0
Don't know/No answer	0.3	1.0	0.4	0.6	0.9	0.8	0.4	0.9	0.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	1.46	2.41	2.22	1.28	2.0	1.6	2.74	2.21	3.81

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Table A3-53a
Standard Mail (A) Industry Usage of Reply Mail
(Percentage of Pieces from Each Industry That Contain Reply Mail)
Postal Fiscal Years 1987, 2000 and 2001

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Financial:	their section but their second contraction		e de la companya del companya de la companya del companya de la co	Esperied Esperies in such	E. Alambar Saturdina	
Credit card	57.8	57.8	55.2	15.4	10.5	12.8
Bank	36.1	27.0	24.9	10.4	9.9	7.9
Securities Broker	40.6	25.3	26.5	11.0	9.8	10.5
Money market ①	42.9	26.0	20.5	13.3	6.6	7.8
Insurance	62.7	49.8	44.5	10.1	12.0	15.0
Real Estate/Mortgage	19.1	22.5	22.5	4.1	8.3	8.5
Total Financial	48.7	44.1	50.5	11.1	10.5	15.5
Merchants:	<u> </u>		00.0		, , , , ,	
Supermarkets	1.1	3.4	2.2	0.8	3.8	4.1
Department store	7.0	5.2	5.5	4.4	5.4	6.5
Mail order	21.9	17.4	15.8	47.2	36.0	30.4
Specialty store	6.9	7.0	7.5	12.1	5.5	7 <i>.</i> 5
Publisher	30.2	45.2	43.5	25.2	24.1	28.9
Land promotion ①	11.5	21.2	20.2	2.7	10.6	8.6
Restaurant	2.1	1.8	1.4	0.6	0.9	1.5
Consumer packaged goods	10.4	9.5	8.5	5.3	4.5	5.2
Auto Dealers	8.9	11.5	10.5	2.5	5.5	7.8
Service stations ①	1.7	0.9	0.4	0.5	1.5	2.5
Mall ①	0.0	0.0	0.0	0.0	0.0	0.0
Total Merchants	15.8	18.1	17.5	21.3	21.9	23.5
Services:						
Telephone	53.1	12.3	14.5	9.0	9.0	10.5
Other utilities ①	24.7	19.7	17.5	9.4	17.0	15.5
Medical	13.2	15.7	18.5	4.0	13.8	10.5
Other professional ①	26.2	20.6	21.2	12.6	7.0	8.3
Leisure service	21.2	17.8	15.8	10.2	7.6 .	9.5
Cable TV	11.5	4.7	5.7	8.9	10.9	15.5
Computer	41.9	16.5	18.5	15.5	6.7	8.5
Craftsman ①	60.7	50.5	51.5	6.4	N/A	3.5
Total Services	26.8	16.3	16.5	9.3	9.5	8.7
Nonfederal Government	5.7	10.7	8.5	14.4	7.7	9.5
Social/Charitable/Social/Nonprofit	18.0	25.1	18.8	10.4	28.8	30.3
Total Nonhousehold Mail Received by	18.7	22.9	25.9	16.4	15.7	19.5
Households	<u> </u>					
Total Pieces Per Household Per Week	1.46	2.31	2.35	1.28	1.93	2.02

① Fluctuations may be due to small sample sizes.

Table A3-53b
Standard Mail (A) Industry Usage of Reply Mail
(Percentage of Pieces From Each Industry That Contain Reply Mail)
Postal Fiscal Years 1987, 2000 and 2001

			22			77.50			
	želiko (A.21)	-		a					and the second second
			enina.	@ 9 958	E CONTRACT	MA1344		wie de S	keana a
Financial:									
Credit card	20.7	28.4	30.5	6.1	3.3	69.5	100.0	100.0	100.0
Bank	45.8	59.4	52.2	7.7	3.7	47.8	100.0	100.0	100.0
Securities Broker	40.8	59.9	47.8	7.7	5.0	52.2	100.0	100.0	100.0
Money market ①	36.0	60.3	56.4	7.8	7.0	43.6	100.0	100.0	100.0
Insurance	20.6	34.3	33.3	6.7	3.9	66.7	100.0	100.0	100.0
Real Estate/Mortgage	71.2	66.0	61.5	5.6	3.2	38.5	100.0	100.0	100.0°
Total Financial	33.4	41.5	40.5	6.8	3.8	59.5	100.0	100.0	100.0
Merchants:									
Supermarkets	87.6	89.9	90.5	10.5	2.8	9.5	100.0	100.0	100.0
Department store	82.5	84.7	87.9	6.1	4.7	12.1	100.0	100.0	100.0
Mail order	25.1	40.3	42.5	5.9	6.3	57.5	100.0	100.0	100.0
Specialty store	74.8	78.9	75.4	6.2	5.0	24.6	100.0	100.0	100.0
Publisher	33.7	23.7	22.7	10.9	7.1	77.3	100.0	100.0	100.0
Land promotion ①	79.8	64.3	60.4	5.9	3.9	39.6	100.0	100.0	100.0
Restaurant	90.1	85.5	95.5	7.2	14.5	4.5	100.0	100.0	100.0
Consumer packaged goods	78.5	77.5	85.5	5.7	22.5	14.5	100.0	100.0	100.0
Auto Dealers	76.9	80.4	84.7	11.7	19.6	15.3	100.0	100.0	100.0
Service stations ①	90.9	81.0	82.2	6.9	19.0	17.8	100.0	100.0	100.0
Mall ①	91.3	100	100	8.7	0.0	0.0	100.0	100.0	100.0
Total Merchants	55.3	54.2	59.5	7.6	5.8	40.5	100.0	100.0	100.0
Services:									
Telephone	31.8	73.5	75.6	6.2	5.3	24.4	100.0	100.0	100.0
Other utilities ®	52.6	61.5	65.4	13.4	1.8	34.6	100.0	100.0	100.0
Medical	78.6	64.4	54.6	4.2	6.1	45.4	100.0	100.0	100.0
Other professional ①	55.7	69.4	50.9	5.5	3.0	49.1	100.0	100.0	100.0
Leisure service	62.5	70.3	61.5	6.1	4.4	38.5	100.0	.100.0	100.0
Cable TV	72.8	81.7	75.9	6.7	2.7	24.1	100.0	100.0	100.0
Computer	36.6	71.2	65.5	5.9	5.7	34.5	100.0	100.0	100.0
Craftsman ①	30.5	31.5	35.7	2.4	68.5	64.3	100.0	100.0	100.0
Total Services	57.3	69.3	71.5	6.5	5.0	28.5	100.0	100.0	100.0
Nonfederal Government	74.7	78.4	72.4	5.2	3.2	27.6	100.0	100.0	100.0
Social/Charitable/Social/Nonprofit	62.7	40.6	35.6	9.0	5.5	64.4	100.0	100.0	100.0
Total Nonhousehold Mail Received by	t —		!		· · · · · ·		 	t	
Households	56.5	51.2	55.4	8.4	5.7	44.6	100.0	100.0	100.0
Total Pieces Per Household Per Week	4.39	5.63	5.79	0.66	1.59	1.75	5.05	7.23	7.54

① Fluctuations may be due to small sample sizes.

Table A3-54
Standard Mail (A) Intended Response Rates for
Major Industries by Enclosure of Reply Envelopes/Cards
(Percentage of Pieces to Which Recipients Intend to Respond)
Postal Fiscal Years 1987, 2000 and 2001

e de la companya de l	Cesponsi Bunina	Rate for P	eces With	Respond Coules	Medicale Medicale	alli.
Cardinarad	987		2001	19873		
Credit card	8.9	2.8	3.2	7.0	16.6	2.5
Department store	11.6	10.8	7.3	24.9	12.2	19.0
Mail order	10.3	13.4	9.0	17.4	14.5	14.3
Publisher	14.3	9.7	8.6	23.4	23.6	21.3

Table A3-55

Standard Mail (A) Reaction to Mail Piece by Addressee
(Percentage of Pieces)

Postal Fiscal Years 1987, 2000 and 2001

Type of Address	- 1875 - 1875	l Immedi	ately		Set Aside			isho kis te	lul .		ill Respo	
	1987	2000	2001	1987	2000	2001	1987	2000	2001	1787	-2000	2007
Addressed to specific household members	44.9	49.0	39.8	8.7	8.4	7.8	40.1	42.4	43.0	14.4	9.6	10.9
Addressed to occupant/resident	35.7	28.5	27.5	7.1	6.5	5.4	40.3	35.2	34.9	14.9	9.6	10.1

NOTE: Percentages do not add up to 100% because these categories reflect responses from multiple questions.

Standard Mail (A) Reaction to Pieces from Department Stores by Addressee (Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001 **Table A3-56**

Type of Address:	1987	Immedi - 2000	ately "2001	1987	Set Aside 2000	2001	7861 1987	0000Zs	2001	F/861	II Respon	2007
Addressed to specific household members	48.1	8.19	48.8	9.8	8.5	7.4	6'99	8.09	0.09	15.4	15.8	17.7
Addressed to occupant/resident	39.4	50.7	35.6	6.6	9.3	6.0	48.1	49.5	55.9	16.3	16.2	16.8

		-
2000	17.7	16.8
III Respo	15.8	16.2
4.48.9 (S)	15.4	16.3
UI	60.0	55.9
ond Use 2000	60.8	49.5
486)	56.9	48.1
2001	7.4	9.0
Set Aside 2000	8.5	6.9
786L	9.8	6'6
ately**-	48.8	35.6
2000 -	61.8	50.7
1987≅ 1987	48.1	39.4
Type of Address:	Addressed to specific household members	Addressed to occupant/resident

Table A3-57
Standard Mail (A) Reaction to Pieces from Publishers by Addressee
(Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001

Vol. (a) Addica to Tue	Reac	Immedi	ately	de la companya de la companya de la companya de la companya de la companya de la companya de la companya de la	Set Aside		F,C	ida fali Ulae	ful also	, A	il Respo	i G
A STATE OF THE STA	-19 <u>87</u>	20 00	2001	1987	2000	2001	1987	A0(0]0)	2001	1987	32000 -	2001
Addressed to specific household members	46.2	48.0	43.0	7.3	6.9	6.3	35.1	38.3	37.2	18.1	11.4	11.8
Addressed to occupant/resident	37.7	27.4	25.9	8.8	7.4	6.4	38.5	25.5	29.7	14.0	10.0	6.0

Table A3-58

Number of Mail Order Purchases^① Within the Last Year by Income (Percentage of Households)

Postal Fiscal Years 1987, 2000 and 2001

Number of Purchases		Jnder 87	(4)	128 CL = 404	7K \$9.9	K *****	- 531	OK \$ 5 14	91(ske snivi	Kerring.
re-sixumbel our dichoses,	1987	2000		1987	2000	2001	1987	2000	2001	1987	2000	2001
0	64.7	53.3	73.5	55.7	67.6	80.0	48.4	59.3	72.0	43.0	55.4	66.0
1 - 2	16.5	12.4	13,6	18.0	6.1	9.8	15.9	21.4	12.0	22.3	16.6	14.3
3 - 5	11.4	21.8	6.0	18.9	17.6	5.0	20.4	11.9	8,3	21.2	12.3	11.7
6-10	3.3	5.6	3.9	5,1	4,0	3.2	7.4	2.7	4.9	9.4	8.5	5.1
11 - 15	1.6	2.0	1.8	1,6	4.8	1.4	4.4	1.5	1.7	2.5	2.0	1.3
16 - 30	1.8	5.0	1.2	0.5	0.0	0.0	1.2	2.7	0.8	0.9	4.5	1,1]
31 +	0.2	0.0	0.0	0.3	-0.0	0.6	0.5	0.4	0.2	0.3	0,6	0.6
Don't know/No answer	0.5	0.0	0.0	0.0	0,0	0.0	1.8_	0.0	0.0	0.5	0.0	0.0
Total Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Winder of Purchases		0(524	9K	\$2	5K - \$29.	9K	\$3	OK - 534	9K+		5K=549	9K
Windle Sindifficates:	1987	2000	2001	1987	2000	2001	1987	2000	2001	1987	2000	2001
0	41.8	56.6	63.1	39.0	58.7	59.6	34.4	58.7	59.6	28.7	51.3	56.2
1 - 2	21.3	17.5	15.5	19.4	14.6	13.4	21.9_	14.6	13.4	22.5	16.8	13.7
3 - 5	20.6	16.2	12.3	21.9	13.3	16.1	19.2_	13.3	16.1	25.4	16.3	16.9
6 - 10	8.0	5.6	6.1	11.6	9.1	6.9	13.8	9.1	6.9	11.7	9.1	8.0
11 - 15	2.4	2.4	1.9	4.1	3.1	1.9	4.6	3.1	1.9	5.3	2.9	2.8
16 - 30	2.9	1.9	0.7	3.1	1,1	1.7	3.9	1,1	1.7	3.5	3.3	2.0
31 +	0.5	0.0	0.4	0.6	0.2	0.5	0.7	0.2	0.5	0.8	0.3	0.5
Don't know/No answer	2.5	0.0	0.0	0.3	0.0	0.0	1.5	0.0	0.0	1.9	0.0	0.0
Total Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

	(14 % TV)	(e){@\$\$Z\$	9K	\$	65K > Ov	er	197 (31) (1) 2		
क्षा का सम्बद्धाः स्टब्स्य का कार्याः । इतिहास	in bear		2001	1987	2000	2001	3198/		
0	29.4	45.2	51.5	33.5	40.4	46.0	42.2	52.6	56.9
1 - 2	19.7	18.5	17.1	11.6	17.7	14.8	19.6	16.1	14.3
3 - 5	19.6	17.5	17.1	21.3	18.1	16.9	19.5_	15.7	14.6
6 - 10	13.4	11.0	8.9	18.8	13.5	11.4	10.0	8.7	8.1
11 - 15	8.8	4.4	2.6	7.9	4.7	5.4	3.9	3.2	3.1
16 - 30	4.8	2.4	2.3	5.0	3.7	4.0	2.5	2.9	2.3
31 +	3.3	1.0	0.6	0.3	1.8	1.5	0.7	0.7	0.8
Don't know/No answer	1.1	0.0	0.0	1.5	0,0	0.0	1.4	0.0	0.0
Total Households	100.0	100.0	100.0	1,00.0	100.0	100.0	100.0	100.0	100.0

Trom Entry Interview.

Note: 2000/2001 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

Table A3-59
Number of Mail Order Purchases
Within the Last Year by Education of Head of Household
(Percentage of Households)
Postal Fiscal Years 1987, 2000 and 2001

*Number of Ruicheses		adın eneli	e ta e	Son	ne High Sc	hool,		High Scho			ame Soll a	e E
and the second of the second o	1/1987	2000	2001	# 1987 ···	2000	€ 2001	1987	2000	£2001	restrictions are the training of the property of	+2000	Charles and the contract of th
0	65.5	66.9	80.4	53.9	57.6	71.1	41.7	57.5	64.7	38.0	49.9	57.5
1 - 2	14.8	14.4	5.8	16.8	20.1	9.9	22.5	14.5	13.1	20.7	19.4	13.9
3 - 5	10.7	12.2	6.4	17.2	13.3	10.1	19.0	14.4	12.5	22.0	14.4	14.3
6 - 10	4.7	3.1	2.3	6.1	2.0	4.9	9.1	8.0	5.8	11,1	8.8	8.4
11 - 15	2.9	0.8	2.9	2.4	3.3	2.0	4.1	3.3	2.1	2.7	3.0	2.8
16 - 30	0.5	0.0	1.6	1.1	3.4	1.7	2.4	1.9	1.3	2.8	4.3	2.6
31 +	0.2	2.7	0.8	0.5	0.4	0.4	0.6	0.3	0.5	0.5	0.4	0.6
Don't know/No answer	0.7	0.0	0.0	2.1	0.0	0.0	0.8	0.0	0.0	2.1	0.0	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

		diningui II.	0.00		College	and the second	2.5 #P	osi Gradiit	Letter the second	1000000		
_Number of Purchases	19873	\$2000F	2001	1987	2000	2001	1987	2000	2001	M1987	2000%	7.0(C)
0	37.2	45.6	51.4	38.0	50.0	54.4	27.0	46.8	47.6	42.2	52.6	59.4
1 - 2	16.3	22.6	13.0	18.5	14.7	14.6	19.5	14.3	15.8	19.6	16.1	13.4
3 - 5	20.2	13.0	14.1	21.8	19.0	15.0	22.7	16.8	14.6	19.5	15.7	13.4
6 - 10	12.8	11.3	13.5	11.9	9.2	8.9	16.4	. 13.5	10.9	10.0	8.7	7.7
11 - 15	6.2	3.8	2.3	4.1	3.4	3.5	7.2	3.4	5.0	3.9	3.2	2.9
16 - 30	3.7	3.0	4.6	2.6	2.3	2.8	5.2	4.3	4.2	2.5	2.9	2.4
31 +	2.6	0.8	1.1	0.9	1.4	0.8	1.1	0.9	1.8	0.7	0.7	0.7
Don't know/No answer	1.2	0.0	0.0	2.1	0.0	0.0	1.3	0.0	0.0	1.4	0.0	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

1 From Entry Interview.

Table A3-60

Number of Mail Order Purchases① Within the Last Year by Age of Head of Household (Percentage of Households)

Postal Fiscal Years 1987, 2000 and 2001

Number of Purchases		-18 % 24/			25 - 34			8 6 5-44	er er er er er er er er er er er er er e		45°, 54°	
	2-1987 ···	2000	2001	1987	2000	2001	1987	2000	2001	1987	2000	2001-6
0	51.8	55.8	69.5	36.1	51.5	60.5	39.2	51.2	58.4	41.0	44.4	53.7
1 - 2	21.7	19.4	13.8	22.2	17.6	15.7	19.0	18.8	13.7	21.4	18.1	14.1
3 - 5	17.6	21.8	10.7	23.3	16.7	13.0	19.8	15.6	13.6	17.8	18.2	15.3
6 - 10	2.8	1.8	4.2	10.4	8.8	6.1	11.4	8.2	8.7	9.1	9.0	8.7
11 - 15	1. <i>7</i>	0.9	1.0	2.9	1.9	1.9	5.0	2.5	2.8	5.5	3.4	3.8
16 - 30	2.3	0.6	0.5	2.3	3.3	2.1	3.3	2.8	2.1	3.2	5.2	3.3
31 +	0.7	0.0	0.0	0.9	0.2	0.6	1,1	1.0	0.8	0.8	1.7	1.1
Don't know/No answer	1,1	0.0	0.0	1.9	0.0	0.0	1.4	0.0	0.0	1.2	0.0	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Number of Purchases		55.764			65 - 69	Carlos A. San San San Carlos San San San San Carlos San San San San San San San San San San		4 7/0 P		er und	File	
TO A CARLO POR MANAGEMENT AND ADDRESS.	1987	2000	2001	1987	2000	2001	1987	2000	2001	3987	\$42000	2001
0	40.2	55.4	55.9	47.5	56.0	58.0	53.8	59.0	68.5	42.2	53.3	59.4
1 - 2	15.7	9.8	13.5	19.7	13.0	12.0	17.5	13.4	10.1	19.6	15.7	13.4
3 - 5	19.8	16.2	14.9	17.3	13.3	15.2	15.8	10.4	9.6	19.5	16.0	13.4
6 - 10	13.1	10.4	9.0	10.2	9.4	7.8	8.3	10.5	6.5	10.0	8.3	7.7
11 - 15	4.9	5.2	3.1	3.5	3.5	3.6	2.8	4.6	3.1	3.9	3.1	2.9
16 - 30	3.5	1.6	2.8	0.7	4.6	2.0	1.2	1.8	2.1	2.5	2.8	2.4
31 +	0.9	1.3	0.7	0.3	0.1	1.5	0.0	0.2	0.2	0.7	0.6	0.7
Don't know/No answer	2.0	0.0	0.0	1.1	0.0	0.0	2.3	0.0	0.0	1.4	0.0	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

① From Entry Interview.

Table A3-61
Number of Mail Order Purchases® Within the Last Year by Number of Adults
(Percentage of Households)
Postal Fiscal Years 1987, 2000 and 2001

र अस्तिकार्यक्षिक स्थानिकार		4			2	r grazili († 1865) Kranski († 1865)				1	2 (де.) Д 4 ₂	***
na (autoria) (autoria) (autoria) (autoria) (autoria)	7919787	32000	2001	1987	2000	2001	1987	2000	2001.	1987	2000	2001
0	55.0	57.1	67.1	38.5	52.0	57.5	42.3	46.7	52.8	31.4	49.2	54.8
1 - 2	18.1	16.5	12.8	20.0	15.4	13.6	20.2	19.4	13.9	20.6	14.5	12.9
3 - 5	16.7	13.2	10.3	20.4	16.4	14.5	17.5	16.8	15.2	24.9	18.6	14.5
6 - 10	6.5	7.8	5.5	11.5	9.1	8.3	9.9	9.6	10.2	9.4	7.5	8.0
11 - 15	2.3	2.9	2.0	4.1	3.2	3.1	4.7	3.7	3.6	6.8	4.8	4.4
16 - 30	1.0	2.0	1.9	2.9	3.4	2.3	3.2	2.3	3.5	2.9	3.7	3.5
31 +	0.1	0.5	0.5	1.0	0.6	0.8	0.5	1.7	0.9	1.3	1.8	1.8
Don't know/No answer	0.4	0.0	0.0	1.7	0.0	0.0	1.6	0.0	0.0	2.7	0.0	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

① From Entry Interview.

Table A3-62
Standard Mail (A) Order Pieces Received by
Number of Mail Order Purchases Made Within the Last Year
Postal Fiscal Years 1987, 2000 and 2001

1	0.6	2.3	2.5
2	1.2	3.8	3.1
3 - 5	1.6	4.7	4.3
6 - 10	2.3	7.1	6.6
11 +	3.1	7.2	7.1

Table A3-63
Standard Mall (A) Reaction to Pieces from Mail Order Industry
by Number of Mail Order Purchases Made Within the Last Year
(Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001

	i i i i i i i i i i i i i i i i i i i		ialy say		Set Aside	1	F	ound Use	follows:		Vill Respo	iel :
Mail Order Luccione	91/9872	2000	2001	1987	2000	2001	1987	2000				2001
0	40.4	37.9	37.8	8.4	6.2	4.9	34.2	37.8	50.6	12.5	10.5	14.4
1 - 2	40.8	38.0	35.6	11.4	5.6	13.2	36.6	32.7	45.6	15.1	10.6	11.2
3 - 5	45.7	41.3	37.1	13.5	8.9	11.8	45.8	35.5	46.4	15.8	12.0	11.1
6 - 10	44.6	42.3	40.8	14.9	8.9	11.3	46.2	39.5	51.6	15.8	8.1	11.0
11 +	42.0	37.0	40.0	11.8	11.1	14.3	45.5	37.9	53.4	16.9	13.6	12.0

NOTE: Percentages do not add up to 100% because these categories reflect responses from multiple questions.

Table A3-64
Standard Mail (A) Available Response Media
(For Mail Piece Containing Advertising or Request for Donations)
Postal Fiscal Years 1987, 2000 and 2001

Mail	Antonio Principal	Same San Salah San San San San San San San San San San	and the second second second second
Mail only	37.5	27.8	25.7
Mail + phone	11.2	11.2	10.5
Mail + in-person	2.0	0.8	0.7
Mail + fax machine	N/A	0.2	0.2
Mail + internet	N/A	0.9	0.8
Mail + phone + in-person	9.0	2.4	2.8
Mail + phone + fax machine	N/A	3.5	3.3
Mail + phone + internet	N/A	3.5	3.8
Mail + in-person + internet	N/A	0.1	0.5
Mail + fax machine + internet	N/A	0.1	0.5
Mail + phone + in-person + fax machine	N/A	0.5	0.3
Mail + in-person + fax machine	N/A	0.0	0.1
Mail + phone + in-person + internet	N/A	0.9	0.8
Mail + phone + fax machine + internet	N/A	4.9	4.5
Mail + in-person + fax machine + internet	N/A	0.0	0.0
Mail + phone + in-person + fax machine + internet	N/A	1.9	1.7
Total Possible Mail Response	59.7	58.8	56.1
Phone:	<u> </u>		
Phone only	5.1	9.9	9.0
Phone + in-person	4.0	3.0	3.7
Phone + fax machine	N/A	0.2	0.2
Phone + internet	N/A	1.9	2.5
Phone + in-person + fax machine	N/A	0.1	0.1
Phone + in-person + internet	N/A	1.2	1.4
Store:			_
At a store only	29.7	18.6	19.9
At a store + fax machine	N/A	0.0	0.0
At a store + internet	N/A	0.5	0.9
At a store + fax machine + internet	N/A	0.0	0.0
Fax machine only	N/A	0.1	0.1
Fax machine + internet	N/A	0.0	0.1
Internet only	N/A	1.0	1.5
Don't know/No response	N/A	4.9	4.8
Total	100.0	100.0	100.0
Total Pieces Per Household Per Week	6.3	8.6	9.3

Table A3-65
Standard Mail (A) Available Response Media from Major Industries
(Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001

Response Media	Der	oartment S	ore ×	yie iye	Mail: Orde	1.5	-	Publisher	
the same the same and the same the same the same that the same the same that the same that the same that the same the same that	1987	2000	2001	1987	2000	2001	1987	2000	2001
Mail only	9.3	7.4	7.4	59.6	24.3	23.4	68.0	65.5	62.9
Mail + phone	4.4	4.2	4.1	31.8	19.3	20.1	5.6	7.7	8.0
Mail + in-person	2.3	1.0	1.0	0.6	0.3	0.2	0.8	0.4	0.4
Mail + fax machine	N/A	0.1	0.1	N/A	0.3	0.3	N/A	0.1	0.1
Mail + internet	N/A	0.5	0.0	N/A	1.3	1.2	N/A	1.0	0.9
Mail + phone + in-person	19.9	5.4	7.5	4.0	1.0	1.0	8.5	0.6	0.7
Mail + phone + fax machine	N/A	0.7	1,0	N/A	10.3	9.9	N/A	1.4	1.3
Mail + phone + internet	N/A	1.0	1.9	N/A	7.8	8.1	N/A	1.7	1.8
Mail + in-person + internet	N/A	0.2	0.2	N/A	0.1	0.1	N/A	0.0	0.0
Mail + fax machine + internet	N/A	0.0	0.0	N/A	0.1	0.1	N/A	0.1	0.1
Mail + phone + in-person + fax machine	N/A	0.4	0.5	N/A	0.5	0.5	N/A	0.0	0.0
Mail + in-person + fax machine	N/A	0.2	0.3	N/A	0.0	0.0	N/A	0.0	0.0
Mail + phone + in-person + internet	N/A	1.5	1.8	N/A	0.6	0.6	N/A	0.3	0.3
Mail + phone + fax machine + internet	N/A	0.9	0.8	N/A	14.9	15.5	N/A	2.4	2.5
Mail + in-person + fax machine + internet	N/A	0.0	0.0	N/A	0.1	0.1	N/A	1.0	1.0
Mail + phone + in-person + fax machine + internet	N/A	1.6	1.7	N/A	2.0	2.1	N/A	2.8	2.9
Total Possible Mail Response	35.9	25.1	28.2	96.0	82.8	83.1	82.9	85.1	82.9
Phone only	2.9	4.9	4.6	2.1	6.3	5.6	2.0	2.8	2.6
Phone + in-person	7.0	6.0	5.5	0.6	0.2	0.2	2.9	0.5	0.3
Phone + fax machine	N/A	0.0	0,1	N/A	0.5	0.5	N/A	0.2	0.1
Phone + internet	N/A	0.9	0.8	N/A	2.1	2.2	N/A	0.5	0.5
Phone + in-person + fax machine	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0
Phone + in-person + internet	N/A	2.9	2.5	N/A	0.2	0.2	N/A	0.0	0.0
At a store only	54.2	52.3	50.4	1.3	0.8	0.8	12.3	2.6	2.2
At a store + fax machine	N/A	0.1	0.1	N/A	0.0	0.0	N/A	0.0	0.0
At a store + internet	N/A	1.8	2.5	N/A	0.0	0.0	N/A	0.1	0.1
At a store + fax machine + internet	N/A	0.1	0.0	N/A	0.0	0.0	N/A	0.0	0.0
Fax machine only	N/A	0.0	0.0	N/A	0.1	0.1	N/A	0.0	0.0
Fax machine + internet	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0
Internet only	N/A	0.0	0.0	N/A	0.5	0.5	N/A	0.6	0.5
Don't know/No response	N/A	5.6	5.5	N/A	6.5	6.7	N/A	10.5	10.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table A3-66 Standard Mail (A) Intended Response Medium to Pieces from the Mail Order Industry (Percentage of Pieces) Postal Fiscal Years 1987, 2000 and 2001

Mail	82.4	49.7	38.8
Phone	13.3	42.5	49.0
In-Person	2.9	2.0	1.5
Other	0.2	0.0	8.4
Don't know/No answer	1.2	5.8	2.3
Total	100.0	100.0	100.0

Table A3-67 Unaddressed Mail Received Bundled Flyers Usage by Industry (Percentage of Mail Received by Households) Postal Fiscal Years 1987, 2000 and 2001

	Section of the sectio		
Financial:			
Credit card	0.2	0.9	0.6
Bank	0.2	0.7	0.5
Securities broker	0.1	0.2	0.0
Money market	0.0	0.1	0.1
Insurance company	0.9	1.6	2.1
Real estate/Mortgage	0.6	0.4	0.3
Other financial	0.0	0.1	0.1
Total Financial	2.1	3.9	3.6
Merchants:	•		<u> </u>
Supermarkets	22.1	29.0	28.6
Department store	20.9	12.3	13.4
Mail order company	1.5	2.7	2.1
Other store	25.1	8.9	14.8
Publisher	4.6	4.0	10.8
Land promotion company	0.2	0.1	0.1
Restaurant	6.7	N/A	8.5
Consumer packaged goods	0.6	N/A	1.7
Auto dealers	0.9	N/A	1.2
Service stations	0.9	N/A	2.4
Mall	0.2	N/A	0.0
More than one company	4.2	N/A	0.0
Other merchants	2.1	10.9	2.1
Total Merchants	90.0	67.8	85.7
Services:			
Telephone	0.0	0.7	1.2
Other utilities	0.1	0.2	0.1
Medical	1.6	0.9	1.8
Other professional	0.7	0.1	0.2
Leisure service	0.5	0.4	1.0
Cable TV	0.1	0.5	1.0
Computer	0.0	0.3	0.4
Craftsman	0.5	N/A	0.0
Other services	2.1	5.9	2.5
Total Services	5.6	9.0	8.1
Nonfederal Government	0.2	0.4	0.1
Total Social/Charitable/Political/Nonprofit	1.3	1.6	1.7
Don't know/No answer	0.8	15.0	0.6
Total	100.0	100.0	100.0

Table A3-68 Unaddressed Mail Received Reaction to Bundled Flyers Postal Fiscal Years 1987, 2000 and 2001

Read by member of household	29.3	26.7	25.3
Read by more than one member of household ①	N/A	8.9	7.2
Looked at	24.0	14.1	18.5
Discarded	20.0	27.8	32.2
Set aside	3.9	3.7	3.4
Don't know/No answer	22.7	18.8	13.4
Total	100.0	100.0	100.0

Maria de la composició de la composició de la composició de la composició de la composició de la composició de La composició de la composició de la composició de la composició de la composició de la composició de la compo		nt of Xair	
As office a figure each course as a second of the	MI1987	2000	2001
Useful	33.9	38.0	34.1
Interesting	16.9	9.3	9.0
Not interesting	21.6	27.1	35.9
Objectionable	4.4	6.7	7.0
Don't know/No answer	23.2	19.0	13.9
Total	100.0	100.0	100.0

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

Table A3-69
Unaddressed Mail Received Response to Bundled Flyers by Industry
(Percentage of Mail Received by Households)
Postal Fiscal Years 1987, 2000 and 2001

					100	
Financial:			Emininado, par do Escapado Vinado, por esta en esta en esta en esta en esta en esta en esta en esta en esta en	Zaglinde (Alexie est este esta l'anciè l'anciè de la l'anciè de la l'anciè de la l'anciè de la l'anciè de la l	Sport (2017) vers (1985) kalantil 2. ver (1995) espektioner ist.	Ballica (Bassa Mer ar Curt berefi ir 1977 (c. ar A
Bank ①	18.9	53.1	25.3	11.2	49.2	10.7
Insurance company	12.5	9.3	10.8	7.7	15.6	9.5
Real estate/Mortgage ①	13.3	18.8	27.5	9.0	28.0	15.8
Total Financial	16.1	27.1	21.2	10.1	30.9	
Merchants:						
Supermarkets	37.7	38.5	34.2	46.8	58.9	49.1
Department store	33.9	30.9	27.5	39.8	45.1	38.5
Mail order company	18.5	22.5	13.0	19.0	25.7	11.8
Specialty store	24.6	22.7	17.3	28.4	31.5	27.5
Publisher	33.6	26.2	20.6	39.9	42.3	29.8
Restaurant	31.6	23.4	26.4	33.3	30.2	33.7
Consumer packaged goods ①	17.4	15.4	13.4	15.0	13.2	20.7
Auto dealers ①	0.8	1.2	16.9	2.8	1.8	19.4
Service stations	17.9	18.8	20.2	20.4	15.4	20.6
Mall-advertisements w/coupons	19.6	20.1	15.8	22.9	20.6	22.2
Total Merchants	27.1	28.1	20.5	35.7	40.7	27.3
Services:						
Medical	12.6	22.4	18.0	10.6	22.2	20.1
Other professional ①	17.3	51.5	10.6	17.0	24.8	19.3
Leisure service ①	26.0	36.0	25.7	30.9	49.8	19.4
Craftsman ①	22.9	0.0	0.0	10.4	0.0	0.0
Total Services	17.1	36.6	13.6	15.9	32.3	14.7
Total Social/Charitable/Social/Nonprofit	29.0	24.6	22.5	25.9	32.6	28.9

① Fluctuations may be due to small sample sizes.

Table A3-70 Nonprofit Standard Mail (A) Received by Households by Shape Postal Fiscal Years 1987, 2000 and 2001

			A A			
				and substitute the substitute of the substitute	-6	
Envelopes:	alle departement de la la la la la la la la la la la la la				<u> </u>	
Letter size envelope	37.2	37.3	28.9	0.9	1.0	0.8
Larger envelope	9.5	17.5	10.6	0.2	0.4	0.3
Total Envelope	46.6	54.8	39.4	1.1	1.4	1.1
Postcard	2.1	6.1	3.5	0.1	0.1	0.1
Catalog (not in envelope)	4.4	9.4	2.6	0.1	0.1	0.1
Flyers/Circulars	20.4	16.0	12.4	0.5	0.4	0.3
Magazines/Newsletters	3.9	6.9	6.4	0.1	0.2	0.2
Other	0.3	0.7	0.4	0.0	0.0	0.0
Don't know/No answer	1.4	4.1	1.4	0.0	0.1	0.0
Total Pieces Received by Households	79.6	77.0	66.0	1.9	2.3	1.8

Table A3-71
Nonprofit Standard Mail (A) Industry by Shape
(Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001

industry	Lone	Size Env	slope (4)	Larger T	han Letter	Envelope		Postecird		Calala	i reping	(Véllaj _e e
	e 1987 F	2000	2001	1987	2000	2001	1987	2000	2001	1987	2000	2001
Medical	29.1	20.6	25.2	10.0	14.2	8.3	7.4	11.4	8.3	10.0	5.3	2.8
Union or professional	37.9	36.1	38.1	12.1	36.1	15.0	3.2	2.4	5.1	4.8	4.8	3.5
Church	43.4	40.6	41.9	8.6	40.6	10.5	2.3	6.4	7.1	3.0	1.6	1.3
Veterans	48.9	40.8	42.0	11.3	40.8	33.6	6.5	10.1	12.9	6.7	0.9	0.7
Educational	27.3	28.5	25.7	9.0	28.5	8.8	1.8	6.7	7.1	12.2	8.7	10.8
Charities	80.1	62.6	64.7	9.3	62.6	20.9	1.5	2.6	2.3	1.2	1,1	1.4
Political	28.9	31.0	32.5	13.6	15.4	13.2	3.0	9.7	6.5	0.6	0.6	0.9
AARP	79.3	73.3	66.2	11.0	15.5	23.8	4.2	3.5	0.0	0.9	1.0	0.0
Museum	49.0	52.0	28.2	14.9	17.8	14.3	5.9	6.0	5.0	19.7	21.5	21.6
Nonprofit publication	30.6	35.4	36.4	28.6	30.1	28.4	1.9	2.9	2.4	5.1	7.5	6.9

		Nilyan.	an designadore Repaire de carro	Newsp	apers/Mag	jazinės .	regression in the second	Tolal	
	19,47,4	2000	2001	1987	2000	2001	1987 +	≈ 2000 S	2001
Medical	35.2	29.4	31.1	4.9	16.5	23.3	100.0	100.0	100.0
Union or professional	33.6	17.9	23.2	6.5	19.0	14.9	100.0	100.0	100.0
Church	35.9	25.1	23.1	5.6	13.8	15.1	100.0	100.0	100.0
Veterans	18.1	7.4	3.9	5.6	4.9	5.5	100.0	100.0	100.0
Educational	44.8	28.1	30.9	3.9	13.8	15.0	100.0	100.0	100.0
Charities	6.9	6.6	6.1	0.5	3.0	3.5	100.0	100.0	100.0
Political	52.6	37.5	44.1	0.7	5.8	1.5	100.0	100.0	100.0
AARP	2.7	3.4	3.7	2.0	3.3	6.2	100.0	100.0	100.0
Museum	8.9	9.4	23.1	0.5	2.8	5.1	100.0	100.0	100.0
Nonprofit publication	11.4	12.4	15.4	19.7	20.1	18.7	100.0	100.0	100.0

NOTE: Totals may not equal exactly 100% due to unreported categories.

Table A3-72
Nonprofit Standard Mail (A) by Content by Industry
(Percentage of Mail Received by Households)
Postal Fiscal Years 1987, 2000 and 2001

Indian		dvartišir	#B	È	Fund Reques	est		Other		N	oley) Arex	7./46 OT		TOTAL	
	1687	2000	2001	2001 1987 2000	-	2001 1987	1987	2000	2001	7861	0000	2001	/36 J	2000	2001
Medical professional	27.5	40.3	34.6	18.0	10.1	19.3	43.0	13.7	41.3	11.4	6.6	3.8	100.0	100.0	100.0
Union or professional	28.5	29.1	31.4	21.3	29.1	34.2	40.8	6.7	32.4	9.4	8.4	2.0	100.0	100.0	100.0
Chirch	14.7	18.5	16.7	30.5	29.5	36.6	44.8	8.3	42.0	10.0	10.3	4.7	100.0	100.0	100.0
Veterros	18.4	13.2	10.4	42.7	65.2	73.3	31.4	3.9	13.5	7.6	6.8	2.8	100.0	100.0	100.0
Felicational	35.6	35.6	39.7	14.7	16.4	19.2	41.6	10.1	37.2	8.0	5.2	3.9	100.0	100.0	100.0
Charities	7.7	6.3	7.8	79.3	79.0	80.9	6.8	2.7	9.0	6.2	5.2	4.3	100.0	100.0	100.0
Political	4.3	6.5	3.6	28.1	44.5	36.9	56.2	6.4	1.6	11.4	9.2	5.9	100.0	100.0	100.0
AARP (I)	65.8	43.5	48.6	7.6	15.4	25.7	13.9	12.5	11.7	12.7	13.4	14.1	100.0	100.0	100.0
Museum O	60.5	55.0	57.8	16.9	15.5	14.2	15.7	20.4	24.3	6.9	5.4	3.8	100.0	100.0	100.0
Nonprofit publication	62.4	61.4	58.4	3.7	3.4	3.4	19.0	24.3	22.4	14.9	11.5	15.4	100.0	100.0	100.0
Total Mail Received by Households	26.3	21.3	20.4	34.0	39.1	37.5	29.4	25.4	23.4	10.3	7.9	10.5	100.0	100.0	100.0

O Fluctuations may be due to small sample sizes.

Table A3-73
Nonprofit Standard Mail (A) Pieces Received Per Household Per Week
Postal Fiscal Years 1987, 2000 and 2001

	100619:1760	2000	*2001
< \$7K	0.8	1.3	1.0
\$ 7K - \$9.9K	1,3	1.5	1.0
\$ 10K - \$14.9K	1.4	1.5	1.0
\$ 15K - \$19.9K	1.7	1.7	1.1
\$ 20K - \$24,9K	1.6	1.8	1.7
\$ 25K - \$29.9K	1.8	2.0	1,2
\$ 30K - \$34.9K	2.2	2.0	' 4
\$ 35K - \$49.9K	2.3	2.2	1.5
\$ 50K - \$64.9K	2.6	2.4	1.7
\$ 65K - Over	3.8	3.3	2.4
ENDERANCE SERVICE SERV	F 312:WA	2000	2001
18 - 24	0.5	0.5	0.4
[25 - 34	1,1	0.6	0.8
35 - 44	1,8	1,2	1.4
45 - 54	2.3	1.9	1.9
55 - 64	2.5	2,4	1.8
65 - 69	2.8	2.8	2.5
70+	2.6	3.3	3.1
en en en en en en en en en en en en en e			2001
< 8th grade].]	1.4	1.7
Some High School	1.3 1.5	1.2	1.6
High School	1.5	1.8	1.3
Some College	1.8	2.2	1.5
Technical School	1.8	1.6	1./
College	2.3	3.1	2.1
Post graduate	4.3	4.0	2.5 2001
One-person household	1.6	2.4	1.6
Male Male	1.0	2.2	1.3
Female	1.8	2.6	2.0
One adult + minors ①	1.0	2.4	1.5
Male ①	i.ŏ	2.5	1.2
Female ①	1.0	17	1.9
More than one adult without children	2.3	2.6	1.8
One-earner	2.3	2.2	1.8
Two-earner	1.9	2.3	17
More than one adult with children	1.8	1.9	1.5
One-earner	1.6	1.3	1.2
Two-earner	2.0	2.2	1.6
Two-earner "	<u></u>	4.4	1.0

Haras Employment of Reference to		ejejeje	(6,0)
White collar professional	2.5	2.7	2.0
White collar sales/clerical	1.3	1.8	1.8
White collar craftsmen/mechanic	1.0	1.3	1,3
Service Worker	1.1_	1,1	1.2
Other employed	1.2	1.7	1.4
Homemaker	1.8	2.9	2.7
Student	1,2	0.5	0.4
Retired	2.3	3.8	3.5
Other not employed	0.5	1,9	2.0
A PROPERTY DE LA PROP		\$3040]0[0] T	Carlejohian
Single-family house	2.3	2,7	2.4
		2.7 1.4	
Single-family house Multi-family house Apartment	2.3	2.7	2.4
Single-family house Multi-family house Apartment Mobile house	2.3	2.7	2.4 1.3
Single-family house Multi-family house Apartment	2.3	2.7	2.4 1.3
Single-family house Multi-family house Apartment Mobile house Number 1	2.3 1.5 1.0 1.2	2.7	2.4 1,3 1,4 0.9 (166
Single-family house Multi-family house Apartment Mobile house	2,3 1.5 1.0 1.2 1.5 2.0	2,7 1,4 1,6 1,1 2,1 2,5	2.4 1,3 1,4 0.9 1,6 1,6
Single-family house Multi-family house Apartment Mobile house Number 19 AMI	2.3 1.5 1.0 1.2	2.7 1.4 1.6 1.1 2.1	2.4 1,3 1,4 0.9 (166

• Fluctuations may be due to small sample sizes.

Note: 2000 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K. Note: Missing estimates not available due to change in definition between Postal Fiscal Year 1999 and 2000.

Table A3-74

Percent of Nonprofit Standard Mail (A) Containing a Request for Donations by Age of Head of Household

Postal Fiscal Years 1987, 2000 and 2001

				Fac (0.74)		
18 - 24 ①	41.6	28.2	18.6	0.2	0.1	0.0
25 - 34	28.6	38.0	35.3	0.3	0.2	0.0
35 - 44	27.5	36.6	36.2	0.5	0.4	0.1
45 - 54	33.7	39.8	40.4	0.8	0.6	0.1
55 - 64	34.4	48.5	45.5	0.9	0.8	0.1
65 - 69	39.3	51.6	52.6	1.1	1.2	0.1
70+	40.7	57.9	52.6	1.1	1.5	0.3

① Fluctuations may be due to small sample sizes.

Table A3-75 Nonprofit Standard Mail (A) Treatment of Mail Piece by Familiarity With Organization (Percentage of Pieces Received by Households) Postal Fiscal Years 1987, 2000 and 2001

-tradiment.	Previ	ous Cus	lomer	Orgar	ization	Known	e Orgo	Kıfêvi	EINGH:224		મહાહો છે.	institution (in the contract of the contract o
array to the state of the state	1987	2000	2001	1987	2000	2001	1987	2000	2001	3,237	2000	2001
Read by member of household	68.0	54.9	56.0	36.4	33.2	35.0	24.7	25.8	28.6	49.5	38.0	44.9
Read by more than one member of household @	N/A	12.5	12.5	N/A	6.5	5.6	N/A	4.4	3.4	N/A	7.8	9.0
Looked at	17.0	12.7	13.0	24.6	24.9	25.6	35.7	22.4	22.6	21.3	20.0	16.4
Discarded	4.5	9.9	9.5	20.3	28.8	27.7	29.9	40.6	39. <u>5</u>	10.5	26.4	16.9
Set Aside	9.0	9.7	8.7	7.6	6.1	5.7	8.5	6.4	5.1	7.6	7.4	7.1
Don't know/No answer	1.5	0.8	0.5	1.2	0.5	0.4	1.3	0.5	0.8	11.0	0.6	5.8
Total	100.0	100.4	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

① Includes pieces for which no response was given for familiarity with institution. ② This code was not presented n household diaries prior to 1992.

Table A3-76
Nonprofit Standard Mail (A) Response to Advertising by Familiarity With Organization
(If Piece Contained an Advertisement or Request for Donation and was from One Organization Only)
Postal Fiscal Years 1987, 2000 and 2001

Response 1 3	ee Alijev	ous Custo	omer	Örga	nization k	lnown	Órgani	alion No	(Known		16(6) 0	
	1987	2000	2001	1987	2000	2001	1987	2000	2001	1987	2000 °	2001
Yes	28.0	20.7	24.5	6.8	4.3	5.1	5.2	5.2	4.9	18.0	13.1	16.2
No	43.3	40.6	45.4	74.0	67.3	75.1	76.8	67.9	79.0	55.2	47.6	<u>5</u> 6.6
Maybe	20.9	21.5	24.3	10.6	9.2	13.8	9.4	8.8	9.2	16.5	15.2	18.9
No Answer	7.8	17.2	5.8	8.7	19.2	6.1	8.5	_ 18.1	6.9	10.4	24.1	8.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	0.6	1.3	1.5	0.3	0.5	0.7	0.2	0.3	0.4	1.1	2.4	2.6

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

Table A3-77

Nonprofit Standard Mail (A) Treatment of Mail Piece by Shape
(Percentage of Mail Received by Households)

Postal Fiscal Years 1987, 2000 and 2001

Perdiman).	Letter	Size Em	velope.	- Large	r Than nvelope	etter: s	N.P.	iesieare		, Not	Catalog in Enva	Company of the Compan
The second secon	1987	2000	-2001	1987	2000	2001	1987	2000	2001	1987	2000	2001
Read by member of household	48.9	43.5	46.2	49.1	42.1	44.8	61,1	45.7	51.0	43.2	29.3	34.7
Read by more than one member of household ①	N/A	5.3	5.7	N/A	7.1	6.4	N/A	11.2	13.9	N/A	13.2	12.9
Looked at	22.8	17.1	17.3	23.1	18.6	18.8	12.7	17.7	12.4	24.9	14.7	19.6
Discarded	11.2	17.7	18.4	9.6	18.5	17.1	13.2	16.7	15.7	10.9	18.2	16.9
Set Aside	6.6	6.6	5.5	9.0	7.0	8.5	2.1	1.2	2.0	14.4	17.8	12.7
Don't know/No answer	10.5	9.7	6.9	9.3	6.8	4.4	10.9	7.5	5.0	6.5	6.9	3.2
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

To the time of the second		Flyers	3.5		ewspape Aagazini	ns/2 00 044		1-16-1	60 (1) (0)
	11987	2000	2001	1987		12001	11(2/8)	-2(00)els	200
Read by member of household	54.2	42.5	41.8	38.5	38.1	43.9	49.5	40.6	44.1
Read by more than one member of household ①	N/A	14.7	13.7	N/A	16.3	15.9	N/A	8.6	8.9
Looked at	21.1	13.4	15.4	11.1	7.2	10.9	21.3	15.2	16.1
Discarded	11.2	15.0	16.4	5.9	9.6	10.5	10.5	16.0	16.5
Set Aside	6.8	7.6	7.1	13.4	15.4	12.9	7.6	7.6	7.0
Don't know/No answer	6.7	6.8	5.6	31.2	13.5	5.9	11.0	12.0	7.4
Total Mail Received by Households	0.001	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

^{1992.} This code was not represented in household diaries proir to 1992.

Table A3-78

Nonprofit Standard Mail (A) Usefulness of Mail Piece by Shape
(Percentage of Mail Received by Households)

Postal Fiscal Years 1987, 2000 and 2001

Company Compan	iz ikerifer	Size Env	elope	100 100 100 100 100 100 100 100 100 100	er Than L Envelope	6 2 m 4 m 1 m 1 m 1 m 1 m 1 m 1 m 1 m 1 m 1		Remisejie		Calculor	Arlos In E	nvelope
	1987	2000	⊭2001	1987	2000	2001	1987	2000	2001	1987~	2000	- 2001
Useful	35.9	36.0	39.5	41.6	40.3	40.2	44.5	42.2	45.41	56.6	54.4	52.9
Interesting	24.7	16.0	18.2	27.7	20.3	22.2	22.1	12.9	16.6	21.2	20.2	21.7
Not Interesting	20.8	32.3	28.2	15.0	27.2	26.4	15.9	34.0	27.69	10.7	16.8	17.5
Objectionable	4.9	5.9	6.2	3.6	5.0	5.1	5.1	4.9	4.68	3.4	3.1	4.2
Don't know/No answer	13.8	9.9	8.0	12.1	7.2	6.1	12.4	6.0	5.61	8.0	5.6	3.8
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

k zakinom		11/2.16	100 PM	Newspo	ipers/Mi	igazines:			r ostromus V
		7.000	2001	1987	2000	2001	98.7	ું જેવી લોકો.	200
Useful	56.6	50.5	49.9	45.9	58.3	64.7	43.8	41.9	44.3
Interesting	18.7	16.2	17.7	14.1	12.5	14.2	22.4	16.2	18.1
Not Interesting	13.7	22.7	22.5	5.5	12.2	11.7	16.4	25.6	24.2
Objectionable	2.7	3.2	3.9	2.1	2.4	2.9	3.8	4.5	5.0
Don't know/No answer	8.3	7.4	6.0	32.4	14.7	6.5	13.5	11.9	8.4
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table A3-79

Nonprofit Standard Mail (A) Response to Advertising by Shape
(If Mail Piece Contained Advertising or Request for Donation)

Postal Fiscal Years 1987, 2000 and 2001

Response	والزواري	Size Env	elope	Service Land	er Than L Envelope			PostCard		Catalog	Not In E	nvelope
	a1987#	2000	2001	1987	2000	2001	÷1987	. 2000	2001	1987	2000	2001
Yes	19.7	24.4	17.8	17.6	25.5	18.4	14.6	36.9	10.2	18.2	22.9	12.9
No	52.0	44.8	56.5	60.0	47.1	55.9	59.3	42.2	54.1	52.0	41.4	53.0
Maybe	16.8	11.6	19.0	15.1	12.7	20.0	19.9	10.8	16.2	24.1	27.4	23.0
No Answer	11.5	19.3	6.7	7.4	14.7	5.7	6.3	10.0	19.5	5.9	8.3	11.2
Total Mail Received by Households	100.0	100.0	100,0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	0.7	1.0	1.2	0.2	0.4	0.6	0.0	0.1	0.5	0.1	0.1	0.1

				A STATE OF THE STA	ewspapel				
		72(9)0(0)	2001		Nagazine 2000 -		1987	22010	2001
Yes	12.6	44.7	11.1	9.8	48.1	10.2	18.0	29.4	16.2
No	64.5	32.7	60.3	54.3	23.9	57.5	55.2	39.5	56.5
Maybe	13.6	11.3	16.7	13.6	10.4	19.9	16.5	12.9	18.9
No Answer	9.3	11.3	12.0	22.3	17.6	12.4	10.4	18.2	8.4
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	0.2	0.4	0.5	0.0	0.2	0.4	1.2	2.4	2.5

 $[\]ensuremath{\mathfrak{D}}$ Total includes pieces for which no response was given as to shape.

Table A3-80
Nonprofit Standard Mail (A) Reaction by Industry
(Percentage of Mail Pieces Received by Households)
Postal Fiscal Years 1987, 2000 and 2001

						Per	cent ·		20.49			
and being	Regi	d Immedi	ately		Set Aside			ound Use		. Wi	Respond	I O SECTION
19. 多数数据 19. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1.	1987	2000	2001	1987	2000	2001	1987	200	2001	1987		
Medical	46.3	45.2	55.7	8.1	5.7	6.9	46.1	50.9	47.7	13.4	4.7	8.8
Union/Professional	50.1	48.2	59.5	8.5	6.4	7.9	51.6	48.6	47.0	18.4	8.2	10.4
Church	64.0	46.0	65.9	6.9	9.1	7.2	59.2	59.5	59.6	25.2	12.7	25.8
Veterans	56.0	54.0	60.5	9.5	6.0	6.2	44.3	51.6	49.4	22.6	18.2	22.7
Educational	48.0	43.3	55.4	7.0	10.5	7.7	49.1	53.0	50.2	13.2	6.8	11.3
Charities	44.6	40.4	48.1	7.2	6.6	6.0	28.3	31.2	35.8	17.7	10.1	17.1
Political	40.6	36.9	37.1	6.1	10.9	9.1	31.8	32.2	30.0	20.0	6.8	10.1
AARP ②	46.1	45.5	46.4	10.7	8.5	4.3	40.9	37.5	35.6	13.6	12.5	11.9
Museum ②	53.6	52.4	52.7	8.4	12.4	16.9	44.3	45.4	53.2	12.5	13.5	11.9
Nonprofit Publications	39.8	40.1	45.4	8.8	9.8	10.5	39.3	40.5	42.5	12.8	14.2	13.5
Total Mail Received by Households	49.5	49.7	52.1	7.6	7.6	8.4	43.8	46.2	48.5	18.0	12.4	12.4

① Percent of pieces containing an advertisement or a fundraising request.

② Fluctuations may be due to small sample sizes.



Table A4-1
Total Pieces of Advertising Mail[®] Received Per Week By Income
Postal Fiscal Years 1987, 2000 and 2001

EAST CONTRACTOR OF THE PROPERTY OF THE PROPERT		indefast/	K.	- 5	7K - 59.9	K	5.	UK# 514	9833		5K = 519.	9K 🖁 🛠 🖫
The Type Operation of		2000	2001	1987	2000	2001	1987	2000	2001	987	2000	2001
First-Class:							, <u> </u>			 		
Advertising alone	0.3	0.8	8.0.	_ 0.5	1 0.9	1.4	0./	1.1		0.7	0.9	1.5
Business invitation/announcements	1 0.1	0.2	0.1	0.1	0.1	0.2	0.1	0.2	0.2	0.2	0.4	0.3
Total First-Class	0.4	1.0	0.9	0.6	1.1	1.6	0.8	1.3	1,4	10.9	1.3	1.8
Standard Mail (A):												
Commercial (regular and carrier route)	3.8	3.6	3.6	5.2	3.4	4.8	5.8	4.4	4.1	6.4	5.0	5.6
Nonprofit	0.9	0.5	0.4	1.5	0.6	0.3	1.5	0.7	0.4	1.9	0.7	0.4
Total Standard Mail (A)	4.7	4,]	4.1	6.7	4.0	5.1	7.3	5.1	4.5	8.3	5.7	6.0
Total Advertisina ②	5.1	5.1	4.9	7.3	5.1	6.7	8.1	6.4	5.9	9.2	7.0	7.8

	NESSEW!	K@\$24*	9K+	- \$2	5K - \$29	.9K	4-53	OK \$5584	9 KC	18 A 16	5K 2549	[•][•]
еры селуровия (Майкесскай).	9:17	2000	2001	1987	2000	2001	1987	2000	2001	987	2000	240(0)
First-Class:							, <u>.</u>					
Advertising alone	0.6	1.4	1.5	0.8	1.6	1.7	1.0	1.6	<u> </u>	1.1		1.8
Business invitation/announcements	0.2	0.3	0.3	0.2	0.3	0.4	0.4	0.3	0.4	0.4	0.4	0.4
Total First-Class	0.8	1.8	1.9	1.0	1.9	2.1	0.4	1.9	2.1	1.5	2.1	2.2
Standard Mail (A):						•						
Commercial (regular and carrier route)	6.6	5.9	6.3	7.9	7.1	6.5	8.7	7.1	6.5	9.5	8.2	7.8
Nonprofit	1.7	0.8	0.5	1.9	0.8	0.4	2.3	0.8	0.4	2.5		0.5
Total Standard Mail (A)	8.3	6.7	6.8	9.8	7.9	6.9	11.0	7.9	6.9	12.0	9.3	8.3
Total Advertisina ②	9.1	8.5	8.7	10.8	9.8	8.9	11.4	9.8	8.9	13.5	11.4	10,6

	1530-341	JK \$ 564	9K	Só			5.80		·1(@///****	100000	iolojka kov	/1255 V S6
I VI BIOL NO MOIN THE TOTAL	15129/3	2000	2001	1987	2000	2001	1987	2(6(0)0)	#200 F	9872	2000	2/010 X
Hirst-Class: Advertising alone	I 15 I	19	2.5	21	22	24	54	24	79	24	35	3.2
Business invitation/announcements	0.4	0.5	0.6	0.4	0.5	0.5	0.6	0.6	0.8	0.7	0.8	0.7
Total First-Class	1.9	2.4	3.1	2.1	2.7	2.9	3.0	3.0	3.7	1_3.1	4.3	3.9
Standard Mail (A): Commercial (regular and carrier route)	10.9	8.8	8.9	14.8	10.4	9.6	14.7	12.6	11.9	15.3	14,8	13.9
Nonprofit	2.7	1,3	0.7	3.5	1.5	0.7	4.2	1.6	0.9	4,8	2.2	1,0
Total Standard Mail (A) Total Advertisina ©	13.6	10.1	9.5 12.6	18.3 20.4	11.9	13.2	18.9 21.9	14.2 17.2	12.8	20.1	21.3	18.8

① Includes First-Class advertising only, First-Class advertising enclosed, business invitations/announcements, and Standard Mail (A) non-package mail. Note: 2000/2001 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

Table A4-2

Total Pieces of Advertising Mail® Received Per Week by Age of Household Head

Postal Fiscal Years 1987, 2000 and 2001

Francisco de la companya de la companya de la companya de la companya de la companya de la companya de la comp		18 - 2		Total Inc. of the					
AND RESERVED OF SUPPORT RESERVED.	1019	2000	2001	1987	2000	200	1987	2000	2001
First-Class:		· · · · · · · · · · · · · · · · · · ·		·					
Advertising alone	0.4	0.9	1.2	0.3	1,1	1.7	0.7	1.4	1.8
Business invitations/announcements	0.1	0.2	0.1	0,1	0.3	0.3	0.2	0.4	0.4
Total First-Class	0.5	1,1	1.3	0.4	1.4	2.0	0.9	1.8	2.2
Standard Mail (A):									
Commercial	3.7	2.8	2.8	3.2	3,6	4.5	6.6	6.7	6.7
Nonprofit	0.6	0,4	0.2	0.5	0.4	0.2	1.2	0.8	0.3
Total Standard Mail (A)	4.3	3,2	2.9	3.7	4.0	4.7	7.8	7.5	7.0
Total Advertisina ②	4.8	4.3	4.2	4.1	5.4	6.6	8.7	9.3	9.2

Control of the second	1	35 -44							
e de la compania del compania del compania de la compania del compania de la compania del compania de la compania del compania del compania del compania del la compania dela compania del compania del compania del compania del compania de	2.76	2000	2001	1987	2000	± 2001 €	- 1987 -	2000	2001
First-Class:	1 10	1 0	20	1 2	7 2	3 7	1 1	71	2.4
Advertising alone Business invitations/announcements	0.3	0.4	0.5	0.4	0.5	0.5	0.3	0.5	0.6
Total First-Class	0.3	2,3	2.5	1.6	2.7	3.2	1.4	2.6	3.0
Standard Mail (A):									
Commercia	8.3	8.4	8.5	8.9	9.3	9.6	9.8	9.7	9.2
Vonprofit	1.9	1.1	0.6	2.4	1,3	0.8	2.7	1.3	0.7
Total Standard Mail (A)	10.2	9.5	9.1	11.3	10.6	10.4	12.5	11.0	9.9
Total Advertising ②	10.5	11.8	11.6	12.9	13.3	13.6	13.9	13.6	12.9

		765-767	0000		/O+	
First-Class:	ich aba-Pare	A STOTO	12000	i in bao a	1545 A 51 V 15	ERACA LUMBAR
Advertising alone	1.0	1.7	2.4	0,7	1,5	1.8
Business invitations/announcements	0.4	0.4	0.6	0.2	0.4	0.5
Total First-Class	0.4	2.1	3.0	0.9	1.9	2.2
Standard Mail (A):						
Commercial	8.2	8.9	10.4	7.6	8.0	8.8
Nonprofit	2.9	1.4	0.8	2.8	1.4	0.9
Total Standard Mail (A)	11.1	10.3	11.2	10.4	9.4	9.7
Total Advertising ②	11.5	12.4	14.2	11.3	11.3	11.9

① Includes First-Class advertising only, First-Class advertising enclosed, business invitations/announcements, and Standard Mail (A) non-package mail.

Table A4-3

Total Pieces of Advertising Mail[®] Received Per Week by Education of Head of Household

Postal Fiscal Years 1987, 2000 and 2001

Commence of the second	i i	edine Grad	iem in t	Som	e High So	hool*sis	42.5	lighistelig	Jane	Company to	Jine Cielle	
iÿpuóřAtvoit.	1007	2000	2001	1987	2000	2001	1987	* 2000	*2001	1987	2000	2001
First-Class:												
Advertising alone	0.5	1.2	1.7	0.7	1.4	1.7	0.7	1.4	1.9	0.9	1.9	2.0
Business invitation/ announcements	0.1	0.1	0.3	0.1	0.2	0.4	0.2	0.3	0.4	0.3	0.4	0.5
Total First-Class	1.1	1.3	2.0	1.5	1.6	2.1	1.9	1.7	2.2	2.5	2.3	2.5
Standard Mail (A): Commercial	5.0	4.0	4.3	5.6	5.5	6.0	7.0	5.9	6.3	7.9	7.4	7.6
Nonprofit	1.2	0.5	0.4	1.5	0.4	0.6	1.6	0.8	0.5	2.2	1.0	0.5
Total Standard Mail (A)	6.2	4.5	4.6	7.1	5.9	6.6	8.6	6.7	6.8	9.9	8.4	8.2
Total Advertising ②	7.3	5.8	6.6	8.6	7.5	8.7	10.5	8.4	9.0	12.4	10.7	10.6

First-Class:		reinier Leinier	91300000 720 01 3	1987	2000-	200	garry. Z <i>ist</i> iya	Siccionista Parole	ii Coleji
Advertising alone	0.9	1.5	2.1	1.2	2.0	2.3	1.5	2.3	2.5
Business invitation/announcements	0.3	0.4	0.4	0.4	0.5	0.6	0.6	0.6	0.6
Total First-Class	2.3	1.9	2.6	3.2	2.5	2.9	4.2	2.9	3.1
Standard Mail (A): Commercial	7.8	9.5	8.9	9.9	10.2	10.1	11.8	11.7	11.0
Nonprofit	1.9	0.8	0.5	2.6	1.6	0.8	2.1	2.0	1.0
Total Standard Mail (A)	9.7	10.2	9.4	12.6	11.8	10.9	16.3	13.6	12.0
Total Advertising ②	12.0	12.1	12.0	15.8	14.3	13.8	20.5	16.5	15.1

① Includes First-Class advertising only, First-Class advertising enclosed, business invitations/announcements, and Standard Mail (A) non-package mail.

Table A4-4

Total Mail Overview: Treatment of Advertising Mail by
Actual Weekly Standard Mail (A) Receipt
(Percentage of Households -- from Entry Interview)
Postal Fiscal Years 1987, 2000 and 2001

Tarana da da da da da da da da da da da da da			the second second second	Adjual Sta		A Secretary of the Control of the Co			ewigo.Z.
Le Grandon P.	The second contract of the second contract of	SOUTH AND DESCRIPTION OF THE PROPERTY OF THE PERSON OF THE	4.004.004.004.0000.000.004.002.004.004.0	3.48 医硫酸		COLOR AND AND AND AND AND AND AND AND AND AND	wall are	6 h 8 si 2	A Paris
danish sering a sering	## (J:7)	2000	2001	1987	2000	2001	1987a	22000	2001
Usually read	23.9	14.1	14.2	19.4	13.7	10.5	20.0	11.7	6.7
Usually scan	39.6	41.4	40.1	40.4	41.4	37.8	42.6	44.2	40.3
Read Some	26.4	24.5	27.0	30.4	30.0	31.0	30.0	32.2	33.7
Usually don't read	9.8	19.3	18.1	9.6	14.9	20.6	7.4	11.8	18.9

				E the control of more expenses; and proposed the	indard Mel	INSTANTAGE OF THE PARTY OF THE			
and a section of the control of the Control of the		§ 13 - 15	- 1960 17 - 4 Todolpho,	and the second second second	.16 - 17	the state of the s	10000	4441.84ju	
parents to make 169 or as	33124	2000	2001	1987	≈ 2000 🕷	2007-2	987-	2000	2001
Usually read	16.0	10.4	8.2	12.9	6.2	4.7	11.5	10.0	6.4
Usually scan	46.3	46.2	35.8	42.6	45.6	48.4	41.3	39.6	41.5
Read Some	28.5	25.7	40.1	34.8	34.1	32.0	39.1	35.9	37.3
Usually don't read	9.2	17.4	15.9	9.2	13.4	14.7	7.9	14.4	14.5

Table A4-5 Total Mail Overview: Intended Response to Advertising Mail by Class (Percentage of Pieces) Postal Fiscal Years 1987, 2000 and 2001

aelik Vintended Responses		वी के सिंगीत विशेष	4 og sig særer og bei	Sta	ndard Mail (A).@ :####	Sea Standar	d Mail/Asing	inprofit 🔾 💘
intellided Kesponses	(1917) 1987(4)	MEZ000 - 2	# 2001	1987	2000	2001	1987	2000年	2001
Will respond	11,1	11.3	10.1	14.6	10.1	10.7	17.9	12.2	16.2
May respond	10.3	12.9	11.4	20.0	16.3	20.0	16.4	14.2	18.9
Won't respond	58.4	6 5.5	61.6	58.6	48.6	59.8	55.1	44.4	56.5
Don't know/No answer	19.8	10.3	16.9	6.9	24.9	9.5	10.4	29.3	8.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

¹ Includes both advertising only and advertising enclosed mail.

² Standard Mail (A) and Nonprofit Standard Mail (A) include request for donations.

Table A4-6 Response Rates To Advertising: First-Class Advertising Only vs. Standard Mail (A) Envelopes and Cards (Percentage of Pieces) Postal Fiscal Years 1987, 2000 and 2001

			Samuel Control			
Financial:						
Credit card	5.8	8.0	10.3	9.2	10.0	9.9
Bank	8.0	8.9	11.6	9.6	15.5	13.1
Securities broker	14.3	9.0	19.3	10.8	20.4	21.0
Money Market*	9.8	5.3	20.1	16.1	23.2	31.1
Insurance Company	8.9	6.6	12.1	8.8	20.4	13.2
Mortgage*	4.7	3.5	8.3	6.0	10.9	9.4
Merchants:						
Department store	9.5	12.0	35.4	45.1	25.7	50.2
Mail order	13.5	15.4	28.8	38.1	35.5	40.7
Other store	13.1	12.8	27.6	38.6	29.4	43.4
Publisher	19.6	18.7	21.3	23.2	29.2	26.1
Land promotion*	10.6	2.9	12.0	9.6	26.2	12.1
Restaurant*	2.2	15.9	N/A	N/A	31.0	38.3
Consumer packaged goods*	16.1	28.7	N/A	N/A	26.7	29.6
Auto dealers*	4.1	7.2	N/A	N/A	19.4	26.5
Services:	, , , <u> </u>					
Telephone	6.7	15.1	15.0	13.7	15.4	13.3
Other Utility*	8.0	12.7	14.7	20.2	21.5	30.6
Medical	21.2	10.2	16.3	13.3	27.0	27.8
Other professional*	20.7	14.3	18.8	9.2	28.5	19.2
Leisure service	16.8	8.7	28.1	22.2	29.9	26.3
Cable TV	7.8	13.4	18.4	12.4	14.3	17.3
Computer	8.1	15.8	18.7	16.0	23.6	19.7
Social/Charitable/Political/Nonprofit ②	20.4	18.5	21.0	19.6	36.4	30.2
Total Percentage of "Will Respond" to Advertising Pieces	13.4	15.1	20.2	25.1	21.5	30.7

① All Standard Mail (A) percentages are based on Standard Mail (A) except social/charitable/political /nonprofit which is based on Standard Mail (A) nonprofit

² Includes medical nonprofit mail after 1992.

^{*} Fluctuations may be due to small sample sizes

Table A4-7

Total Mail Overview: Treatment of Advertising Mail by
Perceived Volume of Pieces Received Per Week
(Percentage of Households -- From Entry Interview)
Postal Fiscal Years 1987, 2000 and 2001

			G			Perceiv	ed Pieces					
Treatment		2000		1987	4 + 5 2000	2001	1987			1987	52 E R (20) N (1)	2001
Usually read	31.0	21.1	18.7	24.8	16.9	16.7	20.9	18.3	15.8	15.7	11.9	11.7
Usually scan	40.5	39.7	34.8	38.2	42.3	39.9	42.4	39.4	41.8	60.3	41.2	39.5
Read some	22.1	18.5	20.5	27.9	25.2	27.5	25.6	29.0	25.8	9.8	30.8	31.8
Usually don't read	6.5	18.2	23.0	9.1	15.3	15.8	11.0	13.3	16.5	14.2	16.2	17.1

	The dependence				rceived Pie	AT A CONTRACT OF STREET	a en esta		
	AV	260 Alex 24000	710101		76 - 20 2000	and the second second	1087	2000	3181686
Usually read	15.3	11.0	9.8	13.8	6.7	8.5	10.8	8.6	6.2
Usually scan	42.0	43.2	38.6	40.9	36.3	35.7	39.9	37.3	36.1
Read some	34.3	31.6	33.4	34.0	36.5	33.1	36.1	32.7	34.1
Usually don't read	8.3	14.2	18.0	11.1	20.6	22.6	12.0	21.3	23.1

Table A4-8
Entry Interview Treatment of Advertising Mail by Household Income (Percentage of Households)
Postal Fiscal Years 1987, 2000 and 2001

多 面。1990年,		ALE STATE		\$	7K - \$9.91		18.7	S PLS S NO	16.5	18.1	3 (4 1 d) (6	I've er en en
Treatment	1987	6661	2001	1987	1999	2001	1987	* 666L	2001	-/86L-	6661	2001
Usually read	31.1	21.0	19.9	26.7	18.2	15.3	26.4	19.0	18.7	22.9	20.1	15.2
Usually scan	32.9	29.0	23.1	37.5	34.9	31.4	37.1	37.9	29.4	38.1	33.9	35.9
Read some	22.7	18.3	22.9	25.3	23.1	19.8	28.7	18.8	17.7	30.4	24.4	19.5
Usually don't read	8.7	17.8	15.4	6.7	18.8	17.4	7.2	17.0	1.61	7.3	16.6	15.7
Don't know/No answer	0.7	2.3	4.9	0.1	0.0	7.7	0.0	0.7	6.7	0.5	9.0	9.1
Received no advertisina	3.9	11.8	13.7	0.7	4.9	8.4	9.0	9.9	7.2	0.8	4.4	4.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

· 通过的数据 · 一种 · · · · · · · · · · · · · · · · ·		765 7010	9K2***	\$2	5K - \$29.	9K	6.53	0K * \$34		\$3	5kt 549	I see a
A STATE OF THE PROPERTY OF THE PARTY OF THE	1987	2000	- 100Z	1987	2000	2001	1987	2000	2001	2861	2000	2001
Usually read	16.8	16.8	11.3	19.7	12.6	11.2	16.9	12.6	11.2	16.2	12.6	11.5
Usually scan	44.8	42.2	38.6	44.4	37.4	39.9	46.1	37.4	39.9	42.8	41.8	35.2
Read some	27.3	25.0	24.4	27.5	30.3	26.2	26.9	30.3	26.2	34.4	27.3	28.4
Usually don't read	10.6	12.8	15.6	9.8	15.8	13.7	9.4	15.8	13.7	6.0	15.4	18.1
Don't know/No answer	0.0	0.7	5.9	0.1	0.4	5.9	0.0	0.4	5.9	0.2	0.5	4.9
Received no advertising	0.5	2.5	4.2	0.1	3.5	3.1	0.8	3.5	3.1	0.3	2.5	1.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

		1018	400	9\$	5K - \$79.9K	3K	8 \$ *	66S a XO	X		00K: 0v	1
	A 16	0.000	1007	1987	2000	2001	1987	2000	2001	~ 1861	# 2000	2001
Usually read	14.2	11.6	12.5	8.9	6.6	9.3	8.2	8.8	6.5	10.2	8.9	7.1
Usually scan	41.1	41.8	38.9	38.3	40.1	38.0	55.4	43.7	38.9	34.1	36.1	30.2
Read some	33.9	28.7	26.4	29.3	30.9	29.5	32.4	31.1	30.9	42.6	34.3	34.3
Usually don't read	0.0	16.3	16.6	23.5	17.9	16.9	4.0	16.1	17.3	13.1	22.2	22.0
Don't know/No answer	0.4	9.0	4.5	0.0	0.3	5.1	0.0	0.5	5.4	0.0	0.1	5.8
Received no advertising	2.8	0.0	1.2	0.0	6.0	1.3	0.0	9.0	1.0	0.0	0.4	0.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
					. 10 10 4 100 4 .			, "	70 / C# / 30 # F F F F F F F F F F F F F F F F F F	20011	10 104 /	

Note: 2000/2001 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

Table A4-9
Entry Interview Treatment of Advertising Mail
(Percentage of Households)
Postal Fiscal Years 1987, 2000 and 2001

Usually read	19.6	13.2	11.7
Usually scan	40.4	38.3	35.2
Read some	29.6	27.0	26.8
Usually don't read	9.1	17.3	17.3
Don't know/No answer	0.2	0.6	5.8
Received no advertising	1.0	3.5	3.2
Total	100.0	100.0	100

Table A4-10
Entry Interview Attitude Towards Mail Advertising
(Percentage of Households)
Postal Fiscal Years 1987, 2000 and 2001

Wish got less	30.4	52.9	59.6
Don't mind getting some	62.5	37.0	33.3
Want more	5.6	5.8	3.2
Don't know/No answer	0.34	0.8	0.5
Received no advertising	1.0	3.5	3.4
Total	100.0	100.0	100.0

Table A4-11

Total Mail Overview: Attitude Towards Mail Advertising by Perceived Volume of Pieces Received Per Week (Percentage of Households - from Entry Interview)

Postal Fiscal Years 1987, 2000 and 2001

			a Landa di		126	Perceive	d Piere	× 100 g	3.34 3.336			
Affitude size a transmit	1987	0 - 3 2000	2001	1987	4 - 5 2000	2001	1987	2010101	2001	1097	92.10 kaona	2000
Wish got less	21,5	41.8	48.2	22.6	49.4	54.6	29.2	50.3	54.8	36.5	57.4	61.3
Don't mind getting as long as some are interesting	67.3	46.6	43.2	69.8	43.3	41.0	65.4	43.4	39.9	55.0	35.8	36.0
Want more	10.1	10.2	7.3	7.2	7,1	4.1	4.6	5.9	4.8	8.5	6.3	2.3

			a const		16 - 20				
	1987	2000	2001	1987	2000	2001	4967	5/6/0/0	2001
Wish got less	32.8	57.1	64.8	30.7	64.5	69.4	46.5	66.7	72.4
Don't mind getting as long as some are interesting	63.3	37.4	32.6	56.9	32.7	28.0	49.6	30.0	25.8
Want more	3.7	5.3	2.4	4.3	2.4	1.9	3.4	3.2	1.7

Table A4-12
Total Mail Overview: Attitude Towards Mail Advertising by Actual Weekly
Standard Mail (A) Receipt of Advertising Mail
(Percentage of Households - from Entry Interview)
Postal Fiscal Years 1987, 2000 and 2001

And the second s	Estation in	. 4. H 150 M 16 0 - 7		Actual Sta	indardiryk)i 8 5 (0)	eraphice.			
And the second s	1987	2000	2001	1987	2000	2001	1987	#200g	2001
Wish got less	27.1	48.1	59.1	29.8	54.3	64.2	34.8	53.8	71.4
Don't mind getting as long as some are interesting	63.9	43.8	37.1	65.7	37.7	31.7	61.5	41.8	27.3
Want more	8.4	7.8	3.1	4.2	7.5	2.9	3.0	3.9	1.1

	Established Company		The state of the s	Actual Sta	njdejkal, K(a)	Peyples			
	1987	2000 *	1 TO 10 1 TO 10 1 TO 10 TO 10 TO 10 TO 10 TO 10 TO 10 TO 10 TO 10 TO 10 TO 10 TO 10 TO 10 TO 10 TO 10 TO 10 TO	1987	2000	2001	- 1987	2000	2001
Wish got less	30.2	55.8	72,2	44.1	58.2	66.1	37.1	63.4	67.2
Don't mind getting as long as some are interesting	66.7	39.9	26.3	54.5	38.7	30.5	60.0	32.9	31.8
Want more	3.0	4.0	0.9	1.5	2.7	2.6	2.6	3.6	0.7

Table A4-13
Entry Interview Attitude Towards Mail Advertising by Household Income
(Percentage of Households)
Postal Fiscal Years 1987, 2000 and 2001

- Anniude		Inder \$7	K	5	7K - \$9.5	K .	\$ \$1	JK = 814	9K:	A S.J.	K 6 5 9	
Amrude	1987	2000	2001	1987	2000	2001	1987	2000	2001	1987	2000	2001
Wish got less	32,1	42.4	47.1	30.0	46.3	47.5	25.1	46.6	54.5	28.5	45.9	55.3
Don't mind as long as some are interesting	52.6	35.7	31.0	64.4	38.9	38.6	64.5	37.1	32.4	63.3	41.1	34.5
Want more	10.8	8.2	7.0	4.7	9.0	5.0	8.2	9.0	5.3	6.8	7.8	5.4
Don't know/No answer	0.6	2.0	1.2	0.2	0.9	0.5	1.5	0.7	0.5	0.5	0.8	0.3
Received no advertising	3.9	11.8	13.7	0.7	4.9	8.4	0.6	6.6	7.2	0.8	4.4	4.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Company of the Compan	\$2	0K∜ \$24	9K	· 4 \$2					980			
to the second se	1987	2000	2001-	1987	2000	2001	1987	2000	200Tr	1987	2000	2001
Wish got less	23.8	52.7	52.9	26.3	47.8	56.2	29.9	47.8	56.2	29.9	51.6	57.2
Don't mind as long as some are interesting	68.5	36.8	38.2	68.8	42.6	37.2	63.5	42.6	37.2	65.6	39.8	37.1
Want more	7.0	7.8	4.3	4.7	5.9	3.0	5.8	5.9	3.0	3.8	5.7	3.4
Don't know/No answer	0.2	0.2	0.5	0.1	0.3	0.5	0.0	0.3	0.5	0.3	0.4	0.4
Received no advertising	0.5	2.5	4.2	0.1	3.5	3.1	0.8	3.5	3.1	0.3	2.5	1.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Albirde	# \$5	OK - \$64	.9K	\$6.	K-\$79	9K	31.)K#E\$919	ÚĞ.	186-3 Z	00K - O	M.A.
white the same and	1987	2000	2001	1987	2000	2001	1987	2000	2001	1987	2000	62001F
Wish got less	31.7	56.1	61.7	41.9	57.1	63.7	45.4	57.2	63.7	39.2	63.7	65.8
Don't mind as long as some are interesting	65.2	36.8	33.6	57.6	39.0	32.1	54.0	38.5	32.6_	59.6	32.1	32.1
Want more	2.8	5.6	3.2	0.5	2.6	2.5	2.6	3.2	2.5	1.3	3.7	1.4
Don't know/No answer	0.0	0.6	0.4	0.0	0.5	0.4	0.0	0.6	0.4	0.0	0.1	0.0
Received no advertising	0.4	1.0	1.2	0.0	0.9	1.3	0.0	0.6	1.3	0.0	0.4	0.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: 2000/2001 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

Table A4-14
Attitude Towards Mail Advertising by Age of Head of Household
(Percentage of Households)
Postal Fiscal Years 1987, 2000 and 2001

		18-21	建建心	es (2-4)	22 - 24	350,000,000,000,000,000,000,000,000,000,	425 35	(2). (2). (3).	a Paris		055 H4	
Attitudes	1987	2000	2001	1987	2000	2001	1987	2000	2001*	1987	2000	2001
Wish got less	10.9	42.7	50.5	15.6	36.6	45.0	19.8	43.8	55.2	28.6	50.9	57.6
Don't mind as long as some are interesting	72.5	32.6	34.1	67.6	52.7	45.4	69.8	41.7	37.7	64.7	39.4	34.7
Want more	10.7	16.5	8.0	16.0	6.2	3.4	9.0	8.5	4.0	5.0	5.8	3.6
Don't know/No answer	0.0	0.4	0.0	0.2	0.2	0.3	0.3	0.5	0.2	0.8	0.4	0.4
Received no advertising	5.9	7.9	7.5	0.7	4.2	5.9	1.1	5.5	2.9	0.9	3.5	3.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

	200	45 - 54		i in	55 - 64			(6)		6 -	70	
A GILL OF THE STATE OF THE STAT	11987	2000	2001	1987	2000	2001	1987	2000	2001	1937	2000	2001
Wish got less	35.4	56.9	59.4	34.8	58.4	63.2	39.9	58.9	66.1	41.8	59.1	64.9
Don't mind as long as some are interesting	60.2	36.5	34.6	60.1	32.9	31.3	55	33.4	29.4	54.8	32.1	26.8
Want more	3.7	4.6	3.2	3.3	4.9	2.6	3.3	3.9	1.6	2.5	3.9	1.9
Don't know/No answer	0.3	0.3	0.4	0.7	0.8	0.0	0.0	1.2	1.1	0.5	1.4	1.1
Received no advertising	0.4	1.6	2.4	1.0	2.9	3.0	1.9	2.6	1.8	0.8	3.5	5.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table A4-15
Entry Interview
Attitude Towards Mail Advertising by Age of Head of Household
(Percentage of Households)
Postal Fiscal Years 1987, 2000 and 2001

A STATE AND DESCRIPTION			- Paragraphic Control		-22 - 24			25,334			350.44	
CONTRACTOR OF THE PROPERTY OF	1987	72000	2001	1987	2000	2001	1987	- 2000	2001	- 1987	2000	2001
Usually read	39.4	12.4	16.7	21.1	8.7	8.6	20.3	12.3	11.7	17,7	12.1	11.2
Usually scan	38.8	35.6	27.3	46.7	40.4	39.1	41.4	37.4	34.2	40.8	38.6	35.2
Read some	12.6	20.6	17.3	24.8	24.2	24.5	30.7	25.9	27.4	30.8	29.4	26.9
Usually don't read	3.2	20.6	26.1	6.7	21.7	17.8	6.3	18.5	18.7	9.8	15.7	16.3
Don't know/No answer	0.2	3.0	5.1	0.0	0.7	4.1	0.3	0.4	5.2	0.0	0.7	6.7
Received no advertising	1.0	7.9	7.5	0.7	4.2	5.9	1.1	5.5	2.9	0.9	3.5	3.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Atilitel	7 A 1			11.0	∞55 - 64	enteres de la companya del companya della companya della companya de la companya de la companya de la companya della companya	282.40	(015)(15)			-1.7 4 0)	and a
representations	1987	2000	#2001 ∗	1987	2000	2001	1987	2000	¥2001	1987	2000	2001
Usually read	17	11.8	11.3	19.7	14.5	10.8	23.6	16.1	10.1	19,5	16.5	12.3
Usually scan	41.3	40.4	35.8	39.4	37.5	33.9	37.9	42.5	34.3	38.2	36.4	32.8
Read some	31.9	28.9	28.3	28.2	27.2	27.7	26.4	25.4	28.7	30.0	25.6	21.6
Usually don't read	9.2	16.9	15.5	11.6	17.4	17.5	9.4	12.8	16.9	11.8	17.6	16.2
Don't know/No answer	0.3	0.5	6.7	0.0	0.5	7.3	0.7	0.5	8.2	0.0	0.4	11.9
Received no advertising	0.4	1.6	2.4	1.0	2.9	3.0	1.9	2.6	1.8	0.6	3.5	5.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

① Fluctuations may be due to small sample sizes.

Table A4-16
Entry Interview
Attitude Towards Mail Advertising by Education of Head of Household
(Percentage of Households)
Postal Fiscal Years 1987, 2000 and 2001

Anioda e Marie	nas <	8th Gra	de 🕶 🕠	Som	e High S	chool 🥞	Highs	dreid e	adoete		[™] Sioπe college≠s €			
	1987	2000	2001	1987	2000	2001	1987	2(0)0(0)	2001	1987	2000	2001		
Wish got less	34.2	44.9	47.9	28.8	44.4	50.5	26.2	49.5	56.4	28.6	51.5	58.4		
Don't mind as long as some are interesting	56.4	38.9	35.3	59.2	36.9	34.7	66.5	38.6	35.0	64.7	38.9	35.1		
Want more	5.3	6.7	3.0	8.5	6.7	5.6	6.1	6.9	4.0	5.0	6.3	3.3		
Don't know/No answer	2.1	2.8	1.0	0.7	1.9	0.0	0.3	0.6	0.5	0.8	0.4	0.7		
Received no advertising	2.1	6.7	12.8	2.9	10.1	9.1	0.9	4.5	4.1	0.9	2.9	2.6		
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		

		ach Scho	ol-	200	College		1 (Test)	Tel Colon	ojjeras za
	987	2000	2001	1987	2000	2001	1787	()()	2001
Wish got less	29.9	47.4	62.0	35.1	59.7	64.9	36.9	62.3	68.0
Don't mind as long as some are interesting	64.4	42.6	31.6	61.1	34.1	31.2	59.7	33.1	28.9
Want more	4.3	8.0	2.7	3.2	4.1	2.2	2.9	3.3	1.2
Don't know/No answer	0.5	0.0	0.0	0.3	0.6	0.3	0.3	0.4	0.3
Received no advertising	0.9	2.0	3.8	0.3	1.5	1.6	0.3	0.9	1.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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Table A4-17
Entry Interview

Treatment of Advertising Mail by Education of Head of Household

(Percentage of Households)
Postal Fiscal Years 1987, 2000 and 2001

Mügreb	and the second	and side		Son	ie High Sc	hool					ome Colle	
	1 019870	24000%	2001	1987	2000	2001*	1987	2000	#2001e-	1987	*2000-	200
Usually read	29.2	17.9	22.2	24.6	18.3	16.7	23.5	17.1	14.2	17.6	12.9	11.7
Usually scan	37.0	26.7	21.8	33.0	31.3	30.0	42.4	37.5	36.0	39.9	42.2	34.5
Read some	22.0	26.7	17.9	27.8	23.5	19.7	26.2	23.8	23.1	30.8	25.2	27.1
Usually don't read	9.0	20.7	15.5	11.8	15.3	15.4	7.0	16.4	15.2	10.8	16.4	16.0
Don't know/No answer	0.7	1.4	9.9	0.0	1.6	9.1	0.1	0.7	7.4	0.3	0.5	8.1
Received no advertising	2.1	6.7	12.8	2.9	10.1	9.1	0.9	4.5	4.1	0.6	2.9	2.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

								isi Grada	
Sen a change of the Control of the C	64644	in the late.	Legon .	1987	2000	2001	1987	2000	2/010/15
Usually read	18.5	12.4	11.8	12.2	8.0	7.8	8.9	8.1	5.2
Usually scan	39.9	45.6	39.0	43.5	40.0	36.5	41.9	36.5	30.9
Read some	31.6	27.2	24.7	34.6	31.2	28.7	28.3	34.7	35.6
Usually don't read	8.9	12.8	15.6	9.1	19.1	19.0	10.5	19.6	20.1
Don't know/No answer	0.1	0.0	5.3	0.3	0.2	6.5	0.0	0.3	6.6
Received no advertising	0.9	2.0	3.8	0.3	1.5	1.6	0.3	0.9	1.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0



Appendix A5: Periodicals

Table A5-1 Periodicals Received Postal Fiscal Years 1987, 2000 and 2001

Periodicals	1987	2000	44-2001 1
Percent of Periodicals which are sent to Households	75.3	70.1	74.5
Pieces per household per week	1.69	1.32	1.37

Table A5-2 Periodicals -- Type of Publication Postal Fiscal Years 1887, 2000 and 2007

Total Periodicals Received by Non-Households	7.92	6.62	5.52	-	•	•
Total Periodicals Received by Households	5.27	1.07	S. ₽7	69° l	78. I	75.1
Don't Know/No Answer	7.2	A/N	۵.4	90.0	A/N	4 0.0
Other	1.5	A/N	2.2	70.0	A/N	40.0
zənizagaM latoT	7.24	9:15	9.23	96'0	76.0	Z6 [.] 0
Other Magazine	ל'ל	6'9	0.7	Γ.0	£1.0	61.0
Magazine	2.72	32.4	33.9	19.0	L9 ⁻ 0	Z 9:0
Меекly Magazine	l'tt	12.3	Zill	SZ.0	62.0	22.0
Magazines:	<u></u>				•	
Total Mewspapers	8.62	5.81	2.71	9.0	0.34	0.32
Офек Демграрег	6,4	8,2	6.2	11.0	20.0	20.0
Meekly Newspaper	13.4	r.8	Z.8	5.0	S1.0	91.0
Daily Newspaper	6.8	Z.T	7.8	6l.0	Þ1.0	01.0
Newspapers:						
	286L	7000	* L00Z	-∞∠86t - re	~ 5000	Z001
	one 9	eviage kece	pən	eʻl secelij	r Household	Per Week

Note: Subtotals and totals may not add due to rounding.

Table A5-3
Newspapers Received by Mail and Not by Mail -- Number of Different Newspapers Per Household
(From Entry Interview)
Postal Fiscal Years 1987, 2000 and 2001

		Distribution Methods 2014								
Frequency		By Mail			Not By Mail					
	1987	2000	2001	1987	2000	2001				
Daily (7-day)	0.06	0.20	0.51	0.57	0.61	0.85				
Daily (5-6 days)	0.04	0.05	0.13	0.23	0.09	0.09				
Weekly	0.35	0.16	0.60	0.17	0.10	0.13				
Sunday only	0.01	0.02	0.07	0.21	0.09	0.18				
Monthly	0.04	0.02	0.08	-	0.01	0.02				
Other	0.05	0.05	0.08	0.05	0.03	0.06				
Total	0.55	0.50	0.37	1.23	0.92	0.78				

Table A5-4
Periodicals -- Households Where Newspapers are Received
(By Type of Newspaper and by Receipt Medium)
Postal Fiscal Years 1987, 2000 and 2001

	Percent	age of All Ho	useholds , , ,
Type of Newspaper (By Mail)	1987	2000	200 f
7-Day	4.9	11.4	10.1
5 - 6 Day	2.5	3.5	2.4
Weekly	25.6	11.7	11.8
Sunday	0.8	2.1	1.4
Monthly	2.7	1.4	1.7
Other	3.5	1.7	1,1
Total	36.4	27.1	28.5

	Percent	age of All Ho	useholds .
Type of Newspaper (Not By	Mail 1987	2000	2001
7-Day	47.1	41.5	41.1
5 - 6 Day	18.3	6.4	4.2
Weekly	13.1	8.2	6.2
Sunday	20.4	8.3	9.7
Other	4.0	1.6	0.6
Total	78.6	58.8	61.8

Table A5-5 Magazines Received by Mail and Not by Mail -- Number of Different Magazines Received Per Household (From Entry Interview) Postal Fiscal Years 1987, 2000 and 2001

	4 5 5 6 6		* Distributi	on Method		S Carlos S Max	
Frequency		By Mail		Not By Mail 💢 🔅			
	1987	2000	2001	1987	2000	2001	
Weekly	0.38	0.41	0.48	0.27	0.12	0.42	
Monthly	2.67	2.53	3.30	0.75	0.50	1.70	
Bi-Monthly	0.05	0.18	0.22	-	0.03	0.42	
Other	0.12	0.09	0.09	0.08	0.03	0.10	
Total	3.23	3.21	4.09	1,1	0.68	2.64	

Table A5-6
Periodicals -- Households Where Magazines are Received
(By Type of Magazine and by Receipt Medium)
Postal Fiscal Years 1987, 2000 and 2001

*Type of Magazine (By Mai	Re)	Percentage of All Households.						
	1987	2000	2001					
Weekly	24.1	23.6	23.0					
Monthly	75.5	72.7	74.3					
Bi-Monthly	3.3	9.7	9.7					
Other	6.8	3.1	3.0					
Total	80.6	78.8	80.3					

Type of Magazine (Not By Mail)	Percentage of All Households						
1 de la 1800 de 1800 de 1800 de 1800 de 1800 de 1800 de 1800 de 1800 de 1800 de 1800 de 1800 de 1800 de 1800 d	1987	2000	200 Mark fr				
Weekly	15.4	7.6	6.6				
Monthly	34.4	22.8	19.7				
Other	3.2	1.4	1.6				
Total	45.8	29.3	25.5				

Table A5-7

Periodical Demographics -- Pieces Received Per Household Per Week

Postal Fiscal Years 1987, 2000 and 2001

NO STATE OF THE PROPERTY OF TH		2000	2001*
< \$7K	0.6	0.7	0,9
\$ 7K - \$9.9K		0.7	1.0
\$ 10K - \$14.9K	1.2	1.0	0.7
\$ 15K - \$19.9K	1.3	1.0].]
\$ 20K - \$24.9K	1.4	12].]
\$ 25K - \$29.9K	1.8	1.]	1.1
\$ 30K - \$34.9K	1.9		
\$ 35K - \$49.9K	$\frac{2}{3}$	1.3 1	1,2
\$ 50K - \$64.9K	 	1.4	1.4
\$ 65K - Over	3.6	1.9	2001
THE PROPERTY OF THE PROPERTY O			
18 - 24	0.6	0.4	0.9
25 - 34	- - - -	<u> </u>	0.9
35 - 44	1.8	0.9	1.2
45 - 54	2.0	12	1.5
55 - 64	2.3	1.4	1.5
65 - 69	1.9	1.6	2.0
70+	1.9	1./	1.9
E	A CONTRACTOR		. 700 l
< 8th grade Some High School	1 - 2 - 1	1.3	1.3
Some High School	1.2	1.0	1.3
High School Some College	1.4		1.1
Žowe Collede	1-1.6	1.4	1.2
Technical School	- 	1.4	1.3 1.5
College	3.4	1.0	10
Post araduate	3.4	2000	1.9 2001
Land Mark Market 30	17月9天皇后国	1.0	1 ()
One-person household Male	1 10	- \ \ \ 	0.9
- Midle	1 12 1	101	1 1
Female One adult + minors	0.5	1 4	1.4
Male Male	1 8.6 L	15	1.2
Fomelo	0.9	10	1.5
Female Without Children		2000	
Without Children	711	1.4	1.4
One-earner	2.0	- 1	1.3
Two-earner	77	15	1.5
With Children	 	1.3	1,3
One-earner	1.6	10 1	1.2
Iwo-earner	1 15	14 1	1.3
L Luz-gaillel	<u> </u>		

Employment of Respondent	1987	2000	200
White collar professional	2.2	1.5	1.7
White collar sales/clerical	1,5	1.2	1.3
White collar craftsmen/mechanic	1.2	1.0	1.2
Service Worker	1.2	0.8	1.1
Other employed	1,1	1.0	1.1
Homemaker	1.7].]	1.3
Student	1,4	0.8	1.5
Retired	1.9	1.7	2.1
Other not employed	0.4	1,1	1.8
Wite of Dwelling	987	2000	2001
Single-family house	2.0	1.5	1.8
Apartment	1.0	0.8	1.8
Mobile house]]] _	1,1	1.1
Group quarters	0.9	1.1	0.4
Number of Adults	1987	2000	2001
	1.1	1.0	1.0
7	1.8	1.5	1.6
3	21	1.5	1.4
<i>A</i> ±	21	17	1 4
4+	1 4.1	1.0	1.4

Note: 2000/2001 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K. Note: Missing estimates not available due to change in definition between Postal Fiscal Year 1999 and 2000.

Table A5-8
Periodical Mail -- Type of Subscription
Postal Fiscal Years 1987, 2000 and 2001

: Type of Subscription	Percentage of Total Periodica						
	1987	2000	2001				
Paid (ordered)	49.4	38.3	47.3				
Free (ordered)	4,4	4.3	6.9				
Gift (from friend or relative)	3.5	2.5	3.9				
Free (not ordered or with membership)	10.2	22.7	11.3				
Other	2.6	0.8	0.7				
Don't know/No answer	5.3	1.4	4.3				
Total Mail Received by Households	75.3	70.1	74.5				

Table A5-9
Periodicals -- Source of Publications
Postal Fiscal Years 1987, 2000 and 2001

Scurce of Engliconding	Percent	of Total Pe	riodicals ;	Pieces Per Household Per Week				
	1987	2000	2001	1987	2000	2001		
Religious/Educational	9.1	8.1	9.8	0.21	0.15	0.19		
Veterans	0.9	0.7	0.9	0.02	0.01	0.02		
Charitable	0.9	1.0	0.8	0.02	0.02	0.01		
Union/Professional	7.8	8.7	8.6	0.18	0.17	0.15		
Total "Nonprofit"	18.7	18.5	20.1	0.43	0.35	0.37		
Other	53.5	49.7	52.8	1.20	0.94	0.97		
Don't know/No answer	3.2	1.7	1.6	0.07	0.03	0.03		
Total Publications Received by Households	75.3	69.9	74.5	1.69	1.32	1.37		

Table A5-10

Periodicals -- Type and Source of Mail Received by Households
(Percentage of Subscription Type by Source)

Postal Fiscal Years 1987, 2000 and 2001

		e letter i de	sional .					Veterons	
	987	2000	2061	1987	2000	2001	1987	2000 *	2001
Paid (ordered by household)	8.3	6.7	6.7	7.9	9.7	10.8	0.5	0.4	0.1
Free (ordered by household) Φ	21.7	21.1	15.0	25.6	23.0	13.1	4.4	0.7	0.6
Gift Subscription	4.0	4.6	7.3	18.1	17.9	19.1	0.5	0.0	0.0
Other Type	19.1	14.5	9.6	22.7	12.7	10.9	2.3	0.0	2.7
Free (came with membership)	21.1	41.4	32.9	16.0	13.3	20.2	1.9	4.6	6.7

		Sharitabl	e		Other		Don't K	now/ No	Ånswer
	Q-10/87	2000	2001	1987	2000	2001	1987	- 2000	2001
Paid (ordered by household)	0.5	1.0	0.6	81.1	80.2	80.8	1.7	2.0	0.9
Free (ordered by household) ①	2.8	0.6	0.4	44.1	55.1	70.4	1.4	0.5	0.6
Gift Subscription	1.4	1.6	0.3	73.4	75.7	72.9	2.6	0.2	0.5
Other Type	2.6	0.0	0.0	50.7	72.8	72.6	2.7	0.0	4.1
Free (came with membership)	6.2	4.3	3.7	54.8	35.8	36.3	0.0	0.5	0.2

[•] Fluctuations may be due to small sample sizes.

Table A5-11 Periodicals -- Satisfaction With Delivery (Percentage of Pieces) Postal Fiscal Years 1987, 2000 and 2001

	Les Perc	Percentage of Pic						
	1987	2000	2001					
Arrived earlier than expected	5.0	8.4	8.1					
Arrived on the day expected	40.9	45.5	42.1					
Was not expected to arrive on any special day	43.9	39.4	39.7					
Arrived later than expected	3.8	3.8	3.6					
Don't Know/No answer	6.5	3.0	6.5					
Total	100.0	100.0	100.0					

Table A5-12 Periodicals -- Need for Delivery (Percentage of Pieces) Postal Fiscal Years 1987, 2000 and 2001

E. S. C. Delveration	10 (10 mm) 10 (10 mm) 10 (10 mm)	2000	2001
Could arrive a day later	40.2	32.2	31.9
Comes on proper day	19.5	25.2	23.7
No regular day	9.0	17.4	14.9
Regular day is too late	0.9	0.8	1.3
Day doesn't matter	22.7	20.3	21.1
Other need	0.4	0.2	0.2
Don't know/No answer	7.2	3.8	6.9
Total	100.0	100.0	100.0

Table A5-13

Periodicals -- Satisfaction With Delivery by Postal Region
(Percent of Pieces Received by Households)

Postal Fiscal Years 1987, 2000 and 2001

e de la companya de l	A Davis				Specifi Eastern		Southern		Central Central			Western		1	
Statistics in the state of the			2001	1987.	2000	2001	1987	2000	2001	1987	2000	2001	1987	2000	2001
On time/earlier	50.2	56.5	51.1	45.6	52.1	52.5	41.4	55.7	49.2	50.7	52.3	46.5	40.5	51.7	52.5
Not expected on any special day	40.1	39.1	38.2	43.2	41.9	39.2	45.0	36.4	40.7	42.7	40.1	42.2	48.2	41.8	38.1
Arrived later than expected	3.4	2.6	3.8	5.5	3.6	3.1	3.6	4.2	2.5	2.2	4.2	4.0	4.7	3.7	4.5
Don't know/No answer	6.4	1.8	6.8	5.7	2.4	5.2	9.9	3.8	7.6	4.3	3.3	7.2	6.7	2.8	5.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table A5-14 Periodicals -- Households' Need for Delivery by Postal Region (Percentage of Pieces) Postal Fiscal Years 1987, 1999 and 2000

	(d)d) (east		40.05	Eastern		Southern		Central		Western					
Allgreisen die einer		2(0)010	2001	1987	2000	2001	1987	2000	2001	1987	2000	2001	1987	2000	2001
Could arrive a day later with no inconvenience	42.6	32.8	33.6	40.9	35.2	35.1	42.6	28.8	30.2	37.1	30.6	28.6	39.3	37.3	32.9
Comes on proper day now	18.5	25.5	23.5	21.4	22.7	25.2	15,1	26.7	21.5	25.6	27.5	25.4	15.1	21.6	23.8
No regular delivery day	10.1	17.2	15.2	7.0	18.9	13.2	9.2	17.8	15.9	8.0	15.9	15.3	11.2	17.4	14.3
Regular delivery day is so late as to cause inconvenience	0.2	0.4	1.5	2.2	0.8	1.5	0.9	0.5	1,1	0.5	1.8	1.4	0.9	0.8	1.2
Exact delivery date of little importance	20.7	21.4	18.4	21.8	19.5	19.3	22.0	20.8	23.5	23.7	20.0	21.2	24.7	19.4	22.5
Other Need/Don't know/No answer	7.9	2.7	7.9	6.7	2.8	5.7	10.2	5.4	7.8	5.1	4.2	8.1	8.8	3.6	5.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Appendix A6: Packages

Table A6-1 Packages Received - by Delivery Company (Percentage of Packages Received by Households) Postal Fiscal Years 1987, 2000 and 2001

Corriete at Spice and Spice Apple	1 1987	Paranji	200)es
United States Postal Service:	1707	SE(4000 S)	F ZUU JE P
First-Class and Priority	15.4	26.7	23.6
Express Mail	0.7	0.5	0.8
Third-Class Single Piece	2.3	①	①
Standard Mail (A) Total	25.1	24.5	23.2
Standard Mail (A) Bulk Rate Regular	25.1	22.0	19.6
Standard Mail (A) Bulk Rate Enhanced Carrier Route	0	1.3	1.7
Standard Mail (A) Nonprofit	0	1.2	1.6
Standard Mail (A) Nonprofit Enhanced Carrier Route	0	0.0	0.3
Parcel Post - Total	4.9	6.3	6.4
Non-DBMC Parcel Post	4.9	5.1	5.4
DBMC Parcel Post	②	1.2	1.0
Bound Printed Matter - Total	8.9	8.0	6.3
Single Piece Bound Printed Matter	2.9	8.0	N/A
Bulk Rate Bound Printed Matter	6.0	①	N/A
Special Standard Mail	9.7	2.3	2.9
Library Rate	0.1	0.7	0.2
Other/Can't classify	1.1	0.9	1.1
No answer	3.4	0.9	15.9
Total USPS	71.7	71.0	80.2
Other Carriers:			
United Parcel Service Next Day Air	1.6	0.9	0.7
United Parcel Service Second Day Air	0.9	1.1	0.9
United Parcel Service Third Day Air	-	0.7	0.5
United Parcel Service Ground	21.1	8.1	8.1
Federal Express	0.3	1.6	3.4
Emery	0.0	0.1	0.1
Purolator	0.2	-	-
Roadway	0.1	0.1	0.0
Airborne	-	0.9	0.8
DHL	_	0.1	0.0
Other	0.5	0.5	0.3
Total Other	27.8	14.1	14.8
Don't know/no answer	3.6	14.1	5.0
Total	100.0	100.0	100.0
Total Packages Per Household	0.3	0.6	0.5

① Data was not collected in 1997 or 1998.

 $[\]ensuremath{\mathfrak{D}}$ Data was not collected prior to 1997.

Table A6-2

Packages Received - Packages Delivered by the Postal Service by Class and Sender

(Percentage of Packages by Class)

Postal Fiscal Years 1987, 2000 and 2001

		Business		-4Fri	end/Relat	ive 🧢	Oth	ier/Unkno	own .
	1987	2000	2001	ā1987 ·	2000	2001	1987	2000	2001
First-Class and Priority	43.6	71.8	64.4	53.6	23.9	33.0	2.8	4.3	3.7
Express Mail 3	10.8	75.2	76.7	52.0	24.8	23.3	27.2	0.0	0.0
Standard Mail (A) - Total	94.8	96.3	93.3	2.2	2.2	2.5	3.1	5.4	4.2
Standard Mail (A) - Bulk Rate Regular	94.8	96.1	93.8	2.2	2.2	2.9	3.1	1.7	3.4
Standard Mail (A) - Bulk Rate Enhanced	0	99.2	98.6	2	0.0	0.0	2	0.8	1.5
Standard Mail (A) - Nonprofit	0	89.7	83.3	2	8.2	1.0	0	1.5	15.8
Standard Mail (A) - Nonprofit Enhanced	0	100.0	86.2	2	0.0	0.0	2	0.0	13.8
Parcel Post - Total	63.1	86.2	89.4	36.9	12.8	7.0	0.0	1.0	3.5
Non-DBMC Parcel Post 3	63.1	94.8	88.1	36.9	4.3	11.4	0.0	1.0	0.5
DBMC Parcel Post	0	78.8	100.0	2	21.2	0.0	0	0.0	0.0
Bound Printed Matter - Total	98.6	83.6	90.9	0.0	3.0	1.5	1.4	13.4	7.6
Special Standard Mail	98.5	92.1	84.3	0.0	5.5	14.0	5.0	2.4	1.7
Library Rate 3	100.0	95.0	100.0	0.0	0.0	0.0	0.0	5.0	0.0

- ① Data was not collected in 1997 or 1998.
- 2 Data was not collected prior to 1997.
- 3 Fluctuations may be due to small sample sizes.

Table A6-3
Packages Received - Sender/Content®by Carrier
Postal Fiscal Years 1987, 2000 and 2001

No. of the last of		k ank of To	tal a page	Percent Se	nt Via Posto	al Service@	Percent Sent Via UPS②			
	1.57	2000	2001	1987	2000	2001	1987	2000	2001	
Book	15.9	12.3	15.3	89.6	86.7	91.8	10.0	7.4	5.2	
Record, tape or CD	6.7	10.7	7.7	87.3	93.0	95.8	8.0	4.9	1.0	
Item from a friend or relative	16.7	7.4	13.5	69.0	75.6	85.7	23.2	22.1	9.1	
Order from catalog	19.1	17.0	35.8	47.1	69.6	78.7	56.9	25.3	15.3	
Order from store @	5.1	4.0	4.5	43.5	72.4	62.7	55.0	18.2	29.3	
Other than mail	11.5	10.4	16.5	67.5	84.9	82.5	30.4	11.6	12.4	

① Packages can contain more than one type of content.

² Fluctuations may be due to small sample sizes.

Table A6-4
Packages Received - by Special Services
(Percentage of Packages Delivered by the Postal Service)
Postal Fiscal Years 1987, 2000 and 2001

The Control of the Co	企业的	i i ercebik	
Special Services (C)	1987	2000	2001.
Special Handling	3.0	2.4	2.4
Special Delivery®	1.3	0.4	3.1
Certified	0.1	0.5	0.2
Registered	0.1	0.1	0.2
Insurance	3.2	1.6	1.0
C.O.D.	1.6	0.0	0.0
Other	2.5	2.2	1.4
Total	8.7	7.2	6.4

OChanged to Delivery Confirmation in PFY 2001.

Table A6-5
Packages Received - Carrier by Income
(Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001

		a Elejhot AK	0	\$7K - \$9.9K @			\$10K &\$14.9K ①			\$15K~\$19.9K @ S S		
Section 2011		2/000	2001	1987	2000	2001	1987	2000	2001	1987	2000	2001
Postal Service	68.9	64.1	84.7	71.1	87.9	89.7	74.8	94.3	81.3	79.9	85.1	75.5
UPS	20.8	2.6	4.0	23.8	12.1	4.0	21.1	0.9	4.5	18.3	11.3	6.3
Other	0.0	0.0	0.0	2.2	0.0	0.0	0.0	4.8	9.2	0.0	3.6	2.6
Don't know/No answer	10.2	33.4	11.3	2.8	16.7	6.3	4.0	29.5	5.1	1.8	13.8	15.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total Packages Per Household Per Week	0.20	0.46	0.30	0.14	0.54	0.31	0.12	0.41	0.47	0.15	0.31	0.34

			9K	\$25K = \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1.10	749(9 [8])	2001	1987	2000	2001	1987	2000	2001	1987	2000	2001
Postal Service	75.4	78.9	84.0	63.3	81.0	84.9	82.1	81.0	84.9	73.0	85.9	82.5
UPS	17.8	10.6	7.8	31.2	14.4	6.9	15.3	14.4	6.9	24.4	9.9	10.4
Other	3.3	10.5	4.8	0.7	4.6	3.2	0.5	4.6	3.2	0.2	4.2	3.4
Don't know/No answer	3.6	6.8	3.5	4.9	9.9	5.0	2.1	9.9	5.0	2.4	28.1	3.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total Packages Per Household Per Week	0.24	0.69	0.40	0.34	0.66	0.41	0.31	0.66	0.41	0.39	0.66	0.46

第						
Barrier Committee		e elemen	2001€	1987	2000	2001
Postal Service	66.7	86.9	84.4	62.3	70.6	76.0
UPS	28.4	10.3	9.3	31,1	14.9	13.7
Other	0.0	2.8	2.8	5.3	3.3	6.6
Don't know/No answer	5.0	10.8	3.4	0.9	11.2	3.6
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Packages Per Household Per Week	0.42	0.61	0.58	0.45	0.87	0.58

① Fluctuations may be due to small sample sizes.

Note: 2000/2001 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

Table A6-6
Packages Received - Carrier by Postal Region
(Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001

	1			eraby in	East		Joha VA	South			Central	Wat Miles	STATE	West *	
			2/0]0]		2000	2001	1987	2000	2001	1987	2000	2001	1987	2000	2001
Postal Service	62.3	75.3	74.8	70.1	63.7	77.3	75.7	73.3	84.4	75.1	74.8	79.7	72.7	69.5	82.1
UPS.	26.9	10.1	15.5	25.6	10.5	13.3	20.8	10.7	6.4	22.6	11.1	8.7	22.9	10.4	9.5
Other	3.0	1.8	5.5	1.6	2.8	5.5	0.7	2.5	3.4	0.4	3.0	4.8	0.2	6.7	4.4
Don't know/No answer	7.8	12.8	4.2	2.8	19.7	3.9	2.7	13.5	5.8	0.6	11.1	6.8	0.2	13.4	4.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table A6-7
Packages Sent by Delivery Company
(Percentage of Packages by Class and Carrier)
Postal Fiscal Years 1987, 2000 and 2001

		Percent	ara este est
Corrier -	1987	2000	2001
United States Postal Service:			
First-Class and Priority	39.0	55.9	56.5
Express	0.0	4.4	2.4
Standard Mail (A) Bulk Rate	16.5	8.8	3.4
Parcel Post	13.5	9.3	7.2
Special Standard	3.5	2.0	4.7
International	6.0	2.4	2.6
Other ·	0.0	1.7	1.4
Don't know	3.4	0.8	2.7
Total USPS	81.7	85.3	80.9
Other Carriers:			
United Parcel Service Next Day Air	0.6	4.3	2.4
United Parcel Service Second Day Air	71.7	1.0	2.0
United Parcel Service Third Day Air		2.0	2.1
United Parcel Service Ground	14.8	5.0	6.8
Federal Express	0.2	2.4	2.9
Emery/Purolator	0.0	0.0	0.0
Roadway	0.0	0.3	0.0
Airborne	-	0.5	0.4
DHL	-	0.5	0.0
Other	0.0	0.6	0.6
Total Other	16.5	16.6	17.2
Don't know/no answer	1.8	0.0	2.0
Total	100.0	100.0	100.0
Total Pieces	0.07	0.08	0.10

Table A6-8
Packges Sent Via the Postal Service by Class and Recipient
(Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001

or design the second second second second	175126	Business		Friend/Relative					
Moil Class	171787	2000	2001	1987	2000	2001			
First Class Priority	18.3	34.3	26.7	81.7	65.6	26.8			
Bulk Rate ①	26.5	28.4	66.5	73.5	71.6	33.5			
Special Standard ①	18.7	25.8	84.7	81.3	74.2	15.3			
Parcel Post ①	56.9	37.7	26.8	43.1	58.5	73.2			

① Fluctuations may be due to small sample sizes.

Table A6-9
Packages Sent -- Choice of Carrier by Income
(Percentage of Pieces)
Postal Fiscal Years 1987, 2000 and 2001

	i de Si	nder \$25K	ler \$25K ①		25K - \$49.9	Φ	\$50K+ ①			
	987	2000	2001	1987	2000	2001	1987	2000	2001	
Postal Service	90.9	70.5	78.2	78.6	81.9	83.9	80.0	86.5	85.2	
UPS	9.1	28.2	10.6	17.8	9.9	14.5	20.0	8.1	12.9	
Other	0.0	1.3	6.5	0.0	8.2	1.6	0.0	5.4	0.5	
Don't know/No answer	0.0	0.0	4.7	3.6	0.0	0.0	0.0	0.0	1.4	
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Total Packages Per Household Per Week	0.04	0.10	0.07	0.08	0.11	0.10	0.14	0.15	0.11	

[•] Fluctuations may be due to small sample sizes.

Table A6-10 Packages Sent by Distance (Percentage of Packages Sent by Households) Postal Fiscal Years 1987, 2000 and 2001

Distance		Percent	
usidice La latera servicio	1987	* 2000	₹ 2001.
Local	1.6	5.4	3.3
Less than 51 miles	2.3	2.7	2.3
51 - 150 Miles	9.8	8.2	6.5
151 - 300 Miles	15.4	9.5	9.0
301 - 600 Miles	16.8	19.9	18.5
601 - 1000 Miles	18.2	18.1	16.6
1001 - 1400 Miles	13.5	11.9	11.4
1400 - 1800 Miles	5.3	8.5	7.8
Greater than 1800 miles	7.6	9.4	13.0
Out of United States	5.8	5.3	4.3
Other/ Unknown	3.8	1.3	7.4
Total	100.0	100.0	100.0



Appendix A7: Electronic Communications

Table A7-1
Entry Interview
Household Electronic Mail Capability by Household Income
(Percentage of Households)
Postal Fiscal Years 1987, 2000 and 2001

		Unelge d 7	(= :10 · ·	\$	7K - \$9.9	K.	\$1	OK + \$14) K	- 5	5) (4) 9	9K
Access to the second second	#1987/	#2000 x	2001	1987	₹2000	2001	1987	⊘2000 ₩	2001	1987	2000	2001
Have personal computer	N/A	23.2	26.2	N/A	23.3	28.1	N/A	32.5	39.1	N/A	35.7	43.6
Have modem	N/A	13.8	20.9	N/A	16.8	22.4	N/A	19.1	28.8	N/A	24.4	34.1
Have fax machine or board	N/A	5.3	7.0	N/A	5.2	5.4	N/A	8.3	15.2	N/A	10.2	13.4

er Marjer 1998 og 1998	Section 1	OK 26524	9K. 1	\$2	5K - \$34	9K	\$3	5K 2549	7K	4	0K =864	9K
Suppositive Control	1987	2000	2001	1987	2000	2001	1987	2000	2001	1987	2000	-2001
Have personal computer	N/A	46.0	46.8	N/A	55.1	61.2	N/A	64.7	68.3	N/A	74.4	76.4
Have modem	N/A	33.2	36.9	N/A	40.7	53.3	N/A	51.4	60.6	N/A	61.9	68.7
Have fax machine or board	N/A	14.2	13.1	N/A	21.4	20.9	N/A	24.0	25.9	N/A	31.2	30.7

		5K9 8779	9Kr	\$ 8	OK - \$99.	9K	. a a a 5	00k#@	/elevente se
Assessment Communication Commu	5 K/6//	-2,000 c	2001	1987	2000	2001	1987	2000	2(00)
Have personal computer	N/A	83.1	82.6	N/A	83.1	87.4	N/A	83.1	90.0
Have modem	N/A	72.4	77.8	N/A	72.4	84.8	N/A	72.4	87.4
Have fax machine or board	N/A	38.1	36.6	N/A	38.1	46.8	N/A	38.1	50.7

Table A7-2
Entry Interview
Household Electronic Mail Capability by Educational Attainment of Head of Household
(Percentage of Households)
Postal Fiscal Years 1987, 2000 and 2001

		Nige (State	le	Som	e High Sc	hool	1	lightSEhő.			iste estile	ê ê lê kiri
	播987度	2000	2001	1987	2000	2001	1987	#2000®	2001	1987	SN(0)0)05	2001
Have personal computer	N/A	20.7	22.7	N/A	29.8	36.2	N/A	44.0	52.2	N/A	62 .0	66.8
Have modem	N/A	11.7	15.8	N/A	18.5	28.7	N/A	33.0	44.4	N/A	48.9	59.8
Have fax machine or board	N/A	3.4	8.4	N/A	9.8	2.3	N/A	16.3	21.1	N/A	26.2	26.6

		in Selection	S AFE		College			piddino	
		ijų.	2001	1987	2000	2001	1987	2000	Joint.
Have personal computer	N/A	60.8	63.8	N/A	76.5	80.6	N/A	80.9	85.5
Have modem	N/A	45.5	53.9	N/A	65.9	74.9	N/A	70.8	80.4
Have fax machine or board	N/A	21.1	27.8	N/A	34,4	36.6	N/A	41.5	40.4

Table A7-3
Entry Interview
Household Electronic Mail Capability by Age of Head of Household
(Percentage of Households)
Postal Fiscal Years 1987, 2000 and 2001

A Stranger Commence					22 - 24			25, 444				
(19) Lineage Property	19874	2000	r 2001	□1987 <i>÷</i>	2000	2001	1987	2000	2001	1987	2000	-2001
Have personal computer	N/A	55.7	59.9	N/A	56.5	68.7	N/A	66.7	75.3	N/A	71.2	77.1
Have modem	N/A	44.3	53.7	N/A	46.1	65.8	N/A	56.3	70.3	N/A	58.9	68.7
Have fax machine or board	N/A	14.2	18.4	N/A	16.1	25.7	N/A	27.3	29.1	N/A	34.3	33.5

er ganggaga a palpa, a tak 28.		i ka sil			55 - 64			65 - 69			4.70#3s	
Service of the Control of the Contro	1987	2000	2001	1987	2000	2001	1987	2000	+2001	1987	2000	2001
Have personal computer	N/A	69.4	73.3	N/A	55.0	60.9	N/A	44.5	50.5	N/A	29.1	33.7
Have modem	N/A	55.8	67.2	N/A	43.6	54.4	N/A	32.3	40.7	N/A	20.5	26.6
Have fax machine or board	N/A	30.4	27.6	N/A	23.2	26.0	N/A	18.4	20.4	N/A	10.3	9.7



Appendix B: Survey Instruments



Appendix B1: Recruitment Questionnaire

1:	TZONE
=> +1 if 1>0	
COMPUTED	
.	(1/ 48)
East	
Central 4 Mountain 5	
Pacific 6 Hawaii 8	
riawan	
2:	SAMPN
=>+1 if 1>0	
IMPORTED SAMPLE NUMBER	
9999999	(1/ 49)
3:	LISTD
=> +1 if 1>0	
IMPORTED LISTED OR UNLISTED NUMBER?	· ···, ,
	(1/ 56)
LISTED1	
UNLISTED2	
4:	STYPE
=>+1 if 1>0	
IMPORTED SAMPLE TYPE	
A.T.	(1/ 57)
\$E	
SAMPLE TYPE ONE	
5:	HHNAM
=>+1 if 1>0	
HOUSEHOLD NAME	
<u> </u>	(1/ 59)
6:	CTFIP
=>+1 if 1>0]
IMPORTED COUNTY FIPS CODE	
	(1/ 89)
00/09/07 9:14	
O(O)(O) 2.14	

7:	PSU
=> +1 if 1>0	
	(1/ 94)
New York+ NY-NJ-CT-PA	01
Los Angeles+ CA	
Chicago+ IL-IN-WI Washington+ DC-MD-VA-WV	
San Francisco+ CA	
Piniladelphia+ PA-NJ-DE-MD	
Boston+ MA-NH-ME-CT	
Detroit+ MI	
Dallas+ TXHouston+ TX	
Miami+ FL	
Seattle+ WA	
Atlanta, GA	13
Cleveland+ OH.	
Mizneapolis+ MN-WI	
Pittsburgh, PA St. Louis, MO-IL	16
San Diego, CA	
Tampa+ FL	
Phoenix AZ	
Denver+ CO	21
Portland+ OR-WA	
Cincinnati+ OH-KY-IN	
New Haven+ CT Kansas City, MO-KS	
Milwaukee+ WI	25
Sacramento+ CA	
Indianapolis, IN	
Columbus, OH	
Norfolk+ VA-NC	
New Orleans, LA	
Nashville TN MSA	
Oklahoma City, OK	
Louisville, KY-IN MSA	
Richmond-Petersburg, VA MSA	
Providence-Warwick-Pawtucket, RI NECM.	
Albuquerque NM Omaha, NE-IA	
Springfield, MA	
Charleston, SC	
Kalamazoo+ MI	
Jackson+ MS	
Peoria, IL	
Tallahassee, FL MSA	
Cumberland, MD-WV	47
Prove, UT	48
Lafayette, IN MSA	
Wichita Falls, TX	
Gadsden, AL MSA	
Indian River, FL	
Cochise, AZ	54
Tuscarawas, OH	55
Raleigh, WV	
Grant, IN	
Walker, AL	
Greenwood, SC	60
Carteret, NC	
Twin Falls, ID	
Gibson, TN	
Delaware, NY	
Tioga, PA	
Van Zandt, TX	
Baxter, AR	
Polk, WI	69
McDonough, IL	
Barton, KS Putnam, OH	
Brown, MN	
Lewis, NY	
Douglas, WA	75
Le Sueur, MN	76

Wayne, GA77		
Eastland, TX		
Mitchell, GA		
Morgan, MO		
Burnett, WI		
Lewis, KY83		
Madison, VA84		
Dooly, GA85		
8:		REGN
=> +1 if 1>0		
INPORTED REGION		(1/ 96)
Northeast1		(1, 50)
East2		
South 3		
Central 4 West 5		
9:		CR
=> +1 if 1>0		
2-0		(1/ 97)
10:	-	STRAT
=> * if V01(PSU<31)*1+V01(PSU>30 PSU<51)*2+V01(PSU>50)*3) AND	
STRATA	,,	
Strata 1		(1/ 101)
Strata 2 2		
Strata 3		
11:		PHONE
=> +1 if 1>0	-	
IMPORTED PHONE NUMBER		
999-999-9999		(1/ 102)
Hello, this is, calling on behalf of the U May I please speak with <name interview concerning your household's mail and I complete that interview now.</name 	s. We began an	
IF THERE IS NO NAME HERE, THEN THIS IS NOT A PAR	TIAL SO DESTROY	
SINTRO	TIME SO RESTART	
12:		INTRO
		T.IIIO
INTRO ON RETURN		141445
Continue where I left off	=> LASTQ	(1/ 114)
Restart at the beginning2	=> INT01	
13:		INT01
Hello, my name is and I'm calling on behalf of the		
selling anything. May I speak with an adult in the HOUSEHOLD NAME IS: <hhnam> IF NAME I</hhnam>		
SAMPLE	IS BLANK II IS	ONLISTED
		(1/ 115)
ContinueOK	D	
No Answer	=> /END	
Busy BZ Answering Machine AM	=> /END => /END	
Disconnect DC	=> /END => /END	
Computer/Fax Machine FX	=> /END	
Business/Government BG	==> /END	
Deaf/Language BarrierLB	=> /END	
1st Refusal R1	=> /END	
Call Back CB Spanish Callback SC	=> /CB -> /CB	
Spanish Callback SC Remove my name from your mailing list. Do not ever c	=> /CB call me again — C	L
	=>/OLIST	_

The USPS is conducting a study to better understand the type and volume of mail that households like yours receive and send. With the information you and 5,000 other bouseholds provide, the US-tostal Service can make wise decisions about postage rates and staffing needs to ensure an efficient national mail system. The study is purely a research effort and any information you provide will be held in strict confidence.

For this study, your household will use diaries to write down the mail receive and send for the next week. The diary is not hard to fill out, give you a gift for completing the diary. Before I can get your diaries you, I need to get some information about your household.	they and we'll out to
OSCRP1 PRESS ENTER FOR CHOICES	
14:	SCRPI
PRESS F10 FOR GIFT LIST	SCIG 1
The USPS is conducting a study	
CONTINUE1 D	(1/ 117)
15:	INT02
PRESS F10 FOR GIFT LIST	
For this study, your household will use diaries to write	
CONTINUEOK	(1/ 118)
CALLBACK CB => /CB	
REFUSEDR1 => /END	•
16:	Q1
RESPONDENT GENDER, DON'T ASK	(1/ 120)
MALE1	(17 120)
FEMALE2	
17:	Q2
What is your age?	(1/ 121)
18-21	(1/121)
22-24	
25-343	
35-444	
45-54	
65-697	
70+8	
N/A, REFUSED9	
18:	Q3D
Rotation => Q3G	
Now, I'd like to get an idea of some of the things that interest you. As	I read each
activity, please tell me how much you enjoy it - do you enjoy it very much	
a little, or not at all? First of all/Next, take READ ITEM. Do you enjoy that	
quite a bit, alittle, or not at all?	
E-mailing via the Internet	(1/ 122)
VERY MUCH4	(17 122)
QUITE A BIT	
A LITTLE2	
NOT AT ALL1	
DON'T KNOW	
19:	Q3E
Now, I'd like to get an idea of some of the things that interest you. As	I read each
activity, please tell me how much you enjoy it - do you enjoy it very much a little, or not at all? First of all/Next, take READ ITEM. Do you enjoy that quite a bit, alittle, or not at all?	, quite a bit,
Writing cards and letters to friends	
	(1/ 123)
VERY MUCH4	

NA/RF9

AA/AN

63C

Now, I'd like to get an idea of some of the things that interest you. As I read each

HEO

	6
	DON'T KNOW
	I TTV IV ION
	QUITE A BIT 3
	VERY MUCH 3
(A)	VEBYMICH
	Resding newspapers
s stinp ,dom yeav it yo	Now, I'd like to get an idea of some of the things that is activity, please tell me how much you enjoy it - do you enjo a little, or not at all? First of all/Mext, take READ ITEM D quite a bit, shitle, or not at all?
)	54:
	6
	DON'T KNOW
	I TIA TA TON
	ALTTLE A
	QUITE A BIT 3
L/L)	AEKA MUCH
	Visiting with friends
ey it very much, quite a	Now, I'd like to get an idea of some of the things that is activity, please tell me how much you enjoy it - do you enj a inite, or not at all? First of all/Next, take READ ITEM, D quite a bit, alittle, or not at all?
<u> </u>	:52
	6
	DONT KNOW
	I J.IA TA TON
	À LITTLE
	OUITE A BIT
ı,n.)	AEBA MIICH
	Results books and magazines
	quite a bit, alittle, or not at all?
	a little, or not at all? First of all/Next, take READ ITEM. D.
	Now, I'd like to get an idea of some of the things that in activity, please tell me bow much you enjoy it - do you enj
<u> </u>	55:
	4A/AV
	DON'T KNOW8
	I 1A TA TON
	A LITTLE
	VERY MUCH3
(A)	_
	Watching television
איטע בעולטץ עומו אכון אבון זווון	a little, or not at all? First of all/Mext, take READ ITEM. D. quite a bit, alittle, or not at all?
	activity, please tell me how much you enjoy it - do you enj
menest you. As I read e	Now, I'd like to get an idea of some of the things that in
	IEQ <= moinsioA
Ò	:17

Now, I'd like to get an idea of some of the things that interest you. As I read each

32:		SCRP8
=> * if	IF(((MON(\$D)>10 AND YE AND YEA(\$D)=2001)),1,2	EA(\$D)=2000) OR (MON(\$D)<2
CONVERSATIO	ONAL PURPOSES	
	Christmas and Hanukkah packages	
33:		Q8
	PECIFIC NUMBER many packages did your household i	
\$E		(1/ 141)
34:		Q9
	llowing methods of mailing person pers used in the last six months?	al packages (not letter mail) have
	st Office	(1/ 143 - 144 - 145 - 146 - 147)
Private mailing s	service, like Mailboxes, Etc., Post Of	ffice Plus, or Parcel Place
	shipping company, like UPS or Fede	
	my mail carrier4	
None	5	X
	FY8	
RF	9	X
35:		Q10
Does your house	shold rent a Post Office box?	(1/ 148)
	1	
	9	
36:		Q11
	rs of your household rent a box fro	-
	Post Office Plus, or Parcel Place?	(1/ 149)
	8	
37:	es in an average month do househ	Q12
	tal Service employees? VERIFY RE	SPONSE IF MORE THAN 30
\$E		(1/ 150)
DK	98	
20.		
38: How many time	s in an average month do househole	Q13
	lboxes, Etc., Post Office Plus, or Pa	
\$E		(1/ 152)
39;		Q14
=> Q15 if	Q13 —0	
SAY "CONVE	household use a mailing service rat NIENT" OR "EASIER" OR OTH 'S CONVENIENT OR EASIER	her than the post office? IF THEY IER VAGUE RESPONSE, ASK
ENTER RESPO	NSE	DO (1/ 154)

40:	Q15
Do members of your household have any frie country?	cons or relatives who live in a foreign (1/155)
YES	
NO	2 => Q26A
DK	8 => Q26A
RF	9 => Q26A
41:	Q16
About how many cards and letters, if any, har them in the past twelve months?	ve members of your household send to
\$E	(1/ 156)
DK	98
RF	99
42:	Q17
About how many times has your household te	lephoned friends or relatives livingin a
foreign country in the past twelve months?	(41450)
\$E	(1/ 158)
DK	98
RF	99
43:	Q18
About how many times has your household e	-mailed friends or relatives living in a
foreign country in the past twelve months?	(1/ 160)
\$E	
DKRF	
44:	Q19
And, about how many times has your housel twelve months?	old wired money to them in the past
	(1/ 162)
\$E DK	08
RF	
46.	004
45:	Q26A
How likely is it that members of this hous technologies in the near future? Very likely, s not at all likely? READ ITEM	
Personal computer	(1/ 164)
VERY LIKELY	4
SOMEWHAT LIKELY	
SOMEWHAT UNLIKELY NOT AT ALL LIKELY	
ALREADY HAVE IT	
DK/RF	
46:	Q26B
How likely is it that members of this hous technologies in the near future? Very likely, s	schold will get any of the following
not at all likely? READ ITEM Fax machine or PC with fax capabilities	
	(1/ 165)
VERY LIKELY	
SOMEWHAT LIKELY	
SOMEWHAT UNLIKELY NOT AT ALL LIKELY	
ALREADY HAVE IT	
DK/RF	9
	<u> </u>

47: Q26C	53:	Q28A
How likely is it that members of this household will get any of the following	=>+1 if Q27A>1	
technologies in the near future? Very likely, somewhat likely, somewhat unlikely or not at all likely? READ ITEM	Are Telephone paying services available in your commun	
Internet access (1/166)	YES1	(1/ 172)
VERY LIKELY4	NO2	
SOMEWHAT LIKELY3	DK	
SOMEWHAT UNLIKELY2	RF9	
NOT AT ALL LIKELY1		
ALREADY HAVE IT0	54:	Q271
DK/RF9	Have you heard of bank services that allow you to pay bi	-
	Trave you mail or valle services man milest you to pay or	(1/ 173)
48: Q24	YES1	()
	NO2	
=>+1 if NOT Q26C=0	DK8	
Who is your Internet provider? READ LIST IF NEEDED	NA/RF9	
(1/ 167)		
AOL (AMERICA ON LINE)1	55:	Q28I
PRODIGY2 COMPUSERVE3	=> +1 if Q27B>1	
MCI WORLDCOM		
ATT WORLDNET 5	Are Internet paying services available in your community	
INTERNET AMERICA 6	YES1	(1/ 174)
OTHER NATIONAL, SPECICY	NO2	
OTHER LOCAL, SPECIFY8 O	DK	
DK/RF9	RF 9	
49: Q26D	56:	029
How likely is it that members of this household will get any of the following		•
technologies in the near future? Very likely, somewhat likely, somewhat unlikely or	On average, about how many bills in total would you month? PROBE FOR SPECIFIC NUMBER.	say your nousehold pays each
not at all likely? READ ITEM	mond. Those I on steel to rottle.	(1/ 175)
Web TV	\$E	(,
(1/ 168)	DK98	
VERY LIKELY4	RF99	
SOMEWHAT LIKELY		
SOMEWHAT UNLIKELY 2	57:	Q30A
NOT AT ALL LIKELY	Now, I'm going to ask you about the methods you use to	nay your bills. In which of the
DK/RF9	following ways do you pay your bills?	F-, 3 · · · · - · · - · · - · · - · · · · ·
DR/RF	By mail	
50: Q26E		(1/ 177)
· · · · · · · · · · · · · · · · · · ·	YES1	
How likely is it that members of this household will get any of the following	NO	
technologies in the near future? Very likely, somewhat likely, somewhat unlikely or not at all likely? READ ITEM	DK	
Digital cable	Kr9	
(1/ 169)	58:	0301
VERY LIKELY4		Q30I
SOMEWHAT LIKELY3	In person	(4(470)
SOMEWHAT UNLIKELY2	YES1	(1/ 178)
NOT AT ALL LIKELY	NO2	
ALREADY HAVE IT0	DK8	
DK/RF9	RF 9	
51: SCRP3	59:	Q300
PRESS ENTER TO CONTINUE	r	- 4500
Traditionally, people pay bills in person or by mail. Now, some banks offer a service	=>+1 if Q27A>1	
that allows you to pay bills by telephone - you call the bank and tell them which bills	Now, I'm going to ask you about the methods you use to	pay your bills. In which of the
you wish to pay and the amounts. Banks are also starting to offer Internet banking	following ways do you pay your bills?	
where you can pay bills over the Internet.	By telephone	
CONTINUE1 D	100	(1/ 179)
CONTINUE	YES1	
52: Q27A	NO2	
***		•
Have you heard of bank services that allow you to pay bills by Telephone?	RF	
YFS		O201
NO 2	60:	Q30I
DK8	=>+1 if Q27B>1	
NA/RF 9	Now, I'm going to ask you about the methods you use to	nov some hills. In which of the
	following ways do you pay your bills?	pay your ours. In which of the
	Via Internet	
	* *** *********************************	(1/ 180)
	YES1	, ,,
	NO2	
	DK8	

61:	Q30E
Now, I'm going to ask you following ways do you pay	about the methods you use to pay your bills. In which of the
By ATM (automat	ed teller machine)
YES	(1/ 181)
NO	2
DK	
62:	Q30F
By automatic dedu	ction from bank account (1/ 182)
YES	1
DK	
RF	9
63:	Q31A
=>+1 if Q:	60A>1
<q29>TOTAL BILLS</q29>	
About how many of your i	nonthly bills are paid By Mail? IF THE SUM OF BILLS IS AL, YOU WILL BE TAKEN BACK TO THE BEGINNING (1/183)
\$E	Oe .
RF	
	0000
64:	Q31B
=> +1 if Q3	30B>1
MORE THAN THE TOTATO TRY AGAIN. \$E DK	AL, YOU WILL BE TAKEN BACK TO THE BEGINNING (1/ 185)
RF	
65:	Q31C
=>+1 if Q:	30C>1 OR Q30C=WR
About how many of you	monthly bills are paid By Telephone? IF THE SUM OF THE TOTAL, YOU WILL BE TAKEN BACK TO THE
\$E	(1/ 187)
DKRF	
66:	Q31D
=>+1 if Q:	30D>1 OR Q30D=WR
About how many of your I IS MORE THAN THE BEGINNING TO TRY AG	nonthly bills are paid Via Internet? IF THE SUM OF BILLS TOTAL, YOU WILL BE TAKEN BACK TO THE GAIN.
\$E	(1/ 189)
DK	
RF	99
67:	Q31E
=>+1 if Q2	30E>1
About how many of your	monthly bills are paid By ATM (automated teller machine)? IS MORE THAN THE TOTAL, YOU WILL BE TAKEN
\$E	(1/ 191)
DK	
RF	99

68:		Q31F
=>+1 if	Q30F>1	
bankaccount? IF THE		By automatic deduction from HAN THE TOTAL, YOU WILL AGAIN.
\$E	•	(1/ 193)
	98 99	
69:		CKBIL
=> Q29 else => +1 if	(Q29-	CRDID
- QL) Class II II	(IF((Q31A<98),Q31A,0)+IF((Q31B<98),Q31B,0)+IF((Q31C< Q31D,0)+IF((Q31E<98),Q31E,0)
COMPUTED TO COU	INT BILLS AND CHECK AG	AINST TOTAL (1/ 195)
70:		Q32A
=>+1 if	Q30A>1	·
What types of bills do	(1/ 196 - 197 - 198	- 199 - 200 - 201 - 202 - 203 - 204)
NONE OF THESE NATURAL GAS/PRO	PANE/FUEL OIL/ETC1	
	2	
WATER/SEWER	4	
	5	
CABLE TV	7	
	8	
71:		Q33A
=> +1 if	Q30A>1	Q35A
Why do you pay these	· · · · · · · · · · · · · · · · · · ·	
	•	(1/ 205)
	9	DO
53.		0110
72: =>+1 if	0200>1	Q32B
	Q30B>1	
What types of bills do		- 209 - 210 - 211 - 212 - 213 - 214)
NONE OF THESE NATURAL GAS/PRO	PANE/FUEL OIL/ETC1	
ELECTRIC	2	
	3	ė
CREDIT CARDS	5	
	8	
	9	
73:	•	Q33B
=> +1 if	Q30B>1	4330
Why do you pay these		
		(1/ 215)
	9	DO

74:	Q32C	80:			Q32
=> +1 if Q30C>1 OR Q30C=WR		=>+1 if	Q30F>1		 -
What types of bills do you pay By Telephone? (1/216 - 217 - 218 - 219 - 220 - 2	221 - 222 - 223 - 224)	What types of b	ills do you pay By automatic		
NONE OF THESE	21-222-223-224)	NONE OF THE	SE	0 0	1 - 252 - 253 - 254
NATURAL GAS/PROPANE/FUEL OIL/ETC1			S/PROPANE/FUEL OIL/ET		
ELECTRIC2					
TELEPHONE3 WATER/SEWER4			······································		
CREDIT CARDS5			:R >S		
RENT/MORTGAGE6			AGE		
CABLE TV7					
INSURANCE					
DAN(5)					
75:	Q33C	81:			Q33
=> +1 if Q30C>1 OR Q30C=WR		=> +1 if	Q30F>1		
Why do you pay these bills By Telephone?		Why do you pay	these bills By automatic dec	fuction from bank accour	 ot?
ENTER RESPONSE 1 DO	(1/ 225)	ENTER DECOR			(1/ 255
DK/RF 9			NSE		•
		DIVIN			<u> </u>
76:	Q32D	82:			Q3
=> +1 if Q30D>1 OR Q30D=WR			bills in different ways: some		
What types of bills do you pay Via Internet?			weekly, once every two week		y become due, o
(1/ 226 - 227 - 228 - 229 - 230 - 2	31 - 232 - 233 - 234)	some omer time	. How about your household?	Are bills usually paid	(1/ 256
NONE OF THESE0		Within a day or	two after they come in	1	(1/250
NATURAL GAS/PROPANE/FUEL OIL/ETC1 ELECTRIC2			······································		
TELEPHONE 3			s		
WATER/SEWER4			due		
CREDIT CARDS5			me SPECIFY		
RENT/MORTGAGE 6 CABLE TV 7		DON'T KNOW	***************************************	8	
INSURANCE 8				9	
LOAN(S)9		83:			
77:	0335		ally receive their bills in	the mail Some compa	Q3
	Q33D		ntation of bills where you w		
=>+1 if Q30D>1 OR Q30D=WR		many bills do yo	ou receive via the Internet?		(1/057
Why do you pay these bills Via Internet?		\$E			(1/ 257
ENTER RESPONSE1 DO	(1/ 235)				
DK/RF 9				99	
		84:			02
78:	Q32E		PECIFIC NUMBER		Q3
=>+1 if Q30E>1			uestions deal with specific t	ypes of mail your house	hold may receive
What types of bills do you pay By ATM (automated teller machine)	?		es or newspapers. How many	y different magazines do	members of your
(1/ 236 - 237 - 238 - 239 - 240 - 2		household receiv	ve through the mail?		
NONE OF THESE 0		\$E			(1/ 259
NATURAL GAS/PROPANE/FUEL OIL/ETC1 ELECTRIC		• -		98 => Q38	
TELEPHONE 3		RF			
WATER/SEWER4					
CREDIT CARDS 5		85:			Q37A
RENT/MORTGAGE 6 CABLE TV 7		=> Q38 if	Q36 —0		
INSURANCE 8		PROBE FOR S	PECIFIC NUMBER	· · · · · · · · · · · · · · · · · · ·	
LOAN(S)9			agazines your household re	ccives by mail, how n	any are Weekly
		magazines?	- 	•	-
79:	Q33E	VERIFY	(IF OVER 10		(1/201
=> +1 if Q30E>1		\$E			(1/ 261)
Why do you pay these bills By ATM (automated teller machine)?			***************************************		
•	(1/ 245)	RF		99	
ENTER RESPONSE	, ,	96			
DK/RF9		86:			Q37I
			PECIFIC NUMBER		
		magazmes?	agazines your household re	caves by mail, now in:	any are Monthly
		_	IF OVER 15		
		* E			(1/ 263
		\$E			

87:	Q37C	94:		Q39D
PROBE FOR SPECIFIC NUMBER	タンストール (教養教化の経過) マー・ハーブ・・・ ・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・	=> * if	Q38-	
Of the < Q36 > magazines your household receives by mail, i	how many are Bi-monthly	İ	(IF((Q39A<98),Q39A,0)+IF((()39B<98),Q39B,0)+IF((Q39C<
magazines? IF THE SUM OF MAGAZINES IS MORE THE GET, YOU WILL BE TAKEN BACK TO THE BEGINNIN			98),Q39C,0))	
VERIFY IF OVER 15	O TO TRE AGAIN.	COMPUTED O	THER	
	(1/ 265)	4-		(1/ 278)
\$E		\$E		
DK		95:		070403
				CKMG2
88:	Q37D		+1 if Q39D<0	
=> * if Q36-		COMPUTED TO	O COUNT MAGS AND CHECK AGA	
(ÎF((Q37A<98),Q37A,0)+IF((Q37B- 98),Q37C,0))	<98),Q37B,0)+IF((Q37C<	96:		(1/ 280)
COMPUTED OTHER			BEGIEVO NEW CHAP	Q40
	(1/ 267)		PECIFIC NUMBER ferent newspapers do members of ye	un banashald manner should
\$E	, ,	themail in an av	erage week?	na nousehold receive through
00				(1/ 281)
89:	CKMG1	\$E		
=> Q36 else => +1 if Q37D<0			98 99	=> Q42 => Q42
COMPUTED TO COUNT MAGS AND CHECK AGAINST	TOTAL			-> Q42
	(1/ 269)	97:		Q41A
90:	Q38	=> Q42 if	Q40—0	
PROBE FOR SPECIFIC NUMBER	400	PROBE FOR S	PECIFIC NUMBER	
Please think about the magazines do not come through the	mail. How many different		ewspapers your household receives b	y mail, how many are Daily
magazines do members of your household purchase which		newspapers (7	days)? IF THE SUM OF NEWSPAI	PERS IS MORE THAN THE
mail?	(4/070)		GET, YOU WILL BE TAKEN BAC	K TO THE BEGINNING TO
\$E	(1/ 270)	TRY AGAIN. VERIEV	IF OVER 6	
*-	=> Q40	V Little 1	- CILITO	(1/ 283)
	=> Q40	\$E		, ====,
A+			98	
91:	Q39A	Nr	99 =	
=> Q40 if Q38==0		98:		Q41B
PROBE FOR SPECIFIC NUMBER			PECIFIC NUMBER	עודא
Of the Q38>magazines your household does not receive	by mail, how many are		ewspapers your household receives b	y mail, how many are Daily
Weekly Magazines? IF THE SUM OF MAGAZINES IS MO	ORE THAN THE TOTAL	newspapers (M-	F only or Sat only)? IF THE SUM (OF NEWSPAPERS IS MORE
THEY GET, YOU WILL BE TAKEN BACK TO THE AGAIN.	BEGINNING TO TRY		OTAL THEY GET, YOU WILL E	BE TAKEN BACK TO THE
VERIFY IF OVER 10		BEGINNING TO VERIFY	OTRY AGAIN. TIFOVER 4	
	(1/ 272)		an to F Add t	(1/ 285)
\$E		\$E		,,
DK			98	
		КГ	99	
92:	Q39B	99:		Q41C
PROBE FOR SPECIFIC NUMBER	e e e e e e e e e e e e e e e e e e e		PECIFIC NUMBER	Q TC
Of the Q38 magazines your household does not receive	by mail, how many are		wspapers your household receives by	mail, how many are Weekly
Monthly magazines? IF THE SUM OF MAGAZINES IS MO	ORE THAN THE TOTAL		THE SUM OF NEWSPAPERS IS MOI	
THEY GET, YOU WILL BE TAKEN BACK TO THE AGAIN.	BEGINNING TO TRY		L BE TAKEN BACK TO THE BEGIN	INING TO TRY AGAIN.
VERIFY IF OVER 15		VERIFY	IF OVER 4	/ 41 APT
· DOM I II OVER ID	(1/ 274)	\$E		(1/ 287)
\$E	=	·	98	
DK98			99	
RF99				
93:	0200	100:		Q41D
	Q39C		PECIFIC NUMBER	
PROBE FOR SPECIFIC NUMBER Of the <q38>magazines your household does not receive by</q38>	v mail how many are Ris		ASPAPETS YOUR household receives by m	
monthly magazines? IF THE SUM OF MAGAZINES IS ME			THE SUM OF NEWSPAPERS IS MOI L BE TAKEN BACK TO THE BEGIN	
THEY GET, YOU WILL BE TAKEN BACK TO THE			IF OVER 3	IV IKI AUAIN.
AGAIN,				(1/ 289)
VERIFY IF OVER 15	/ 4/070	\$E		
\$E	(1/ 276)		98	
DK98		IN	99	
RF99				

101: Q41E	108: Q43I
PROBE FOR SPECIFIC NUMBER	PROBE FOR SPECIFIC NUMBER
Of the Q40 newspapers your household receives by mail, how many are Monthly	Of the Q42 newspapers not received by mail, how many are Sunday only
newspapers? IF THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL THEY	newspapers? IF THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL THEY
GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN. VERIFY IF OVER 5	GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN. VERIFY IF OVER 3
(1/291)	(1/ 304)
\$E DK98	\$E
RF	DK98
	RF99
102: Q41F	109: Q43H
=> * if Q40-	PROBE FOR SPECIFIC NUMBER
(IF((Q41A<98),Q41A,0)+IF((Q41B<98),Q41B,0)+IF((Q41C<	Of the <q42>newspapers not received by mail, how many are Monthly newspapers? IF</q42>
98),Q41C,0)+IF((Q41D<98),Q41D,0)+IF((Q41E<98),Q41E,0)	THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.
COMPUTED OTHER	VERIFY IF OVER 5 (1/306)
(1/ 293)	\$E
\$E	DK98
103: CHNP1	RF99
103: CHNP1	
=> Q40 else => +1 if Q41F<0	110: Q43F
COMPUTED TO COUNT NEWS AND CHECK AGAINST TOTAL	=> * if Q42-
(1/ 295)	(IF((Q43A<98),Q43A,0)+IF((Q43B<98),Q43B,0)+IF((Q43C<
	98),Q43C,0)+IF((Q43D<98),Q43D,0)+IF((Q43E<98),Q43E,0)
104: Q42)
PROBE FOR SPECIFIC NUMBER	COMPUTED OTHER
Please think about the newspapers that do not come through the mail. How many	(1/ 308)
different newspapers do members of your household purchase which do not come	\$E
through the mail?	444
\$E	111: CKNP2
DK98 => O44	=> Q42 else => +1 if Q43F<0
RF99 => Q44	COMPUTED TO COUNT NEWS AND CHECK AGAINST TOTAL
	(1/310)
105: Q43A	
105: Q43A => Q44 if Q42=0	112; Q44
=> Q44 if Q42=0	112: Q44
=> Q44 if Q42=0 PROBE FOR SPECIFIC NUMBER	=>+1 if Q38==0
=> Q44 if Q42=0 PROBE FOR SPECIFIC NUMBER Of the <q42>newspapers not received by mail, how many are Daily newspapers (7)</q42>	=>+1 if Q38==0 Of the newspapers not received by mail, how many are received via the Internet?
PROBE FOR SPECIFIC NUMBER Of the <q42>newspapers not received by mail, how many are Daily newspapers (7 days)? IF THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL THEY GET,</q42>	=>+1 if Q38==0
=> Q44 if Q42=0 PROBE FOR SPECIFIC NUMBER Of the <q42>newspapers not received by mail, how many are Daily newspapers (7)</q42>	=>+1 if Q38=0 Of the newspapers not received by mail, how many are received via the Internet? (1/311)
PROBE FOR SPECIFIC NUMBER Of the Q42—newspapers not received by mail, how many are Daily newspapers (7 days)? IF THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN. VERIFY IF OVER 6 (1/298)	=>+1 if Q38==0 Of the newspapers not received by mail, how many are received via the Internet? \$E
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=> Q44 if Q42=0 PROBE FOR SPECIFIC NUMBER Of the Q42>newspapers not received by mail, how many are Daily newspapers (7 days)? If THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN. VERIFY IF OVER 6 (1/298) \$E DK98	=>+1 if Q38==0 Of the newspapers not received by mail, how many are received via the Internet? \$E DK
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=> Q44 if Q42=0 PROBE FOR SPECIFIC NUMBER Of the< Q42>newspapers not received by mail, how many are Daily newspapers (7 days)? If THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN. VERIFY IF OVER 6 (1/298) SE DK	=>+1 if Q38==0 Of the newspapers not received by mail, how many are received via the Internet? \$E DK
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PROBE FOR SPECIFIC NUMBER	=>+1 if Q38==0 Of the newspapers not received by mail, how many are received via the Internet? \$E DK

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Usually sea and	115:	Q47	122:	Q491
through the wall do you (that is, you and other members of you household) (1/310) Early yet all 1 Early yet al	When members of your household receive sales, advertising, or pro	motional material	Which statement best describes how you personally feel about to	eceiving advertising of
Linearly send	through the mail do you (that is, you and other members of your hous			
1 votable his to receive more 1 votable his to receive more 1 votable his to receive more 1 votable his to receive more 1 votable his to receive more 1 votable his to receive more 1 votable his or receive more 1	T Tanada	(1/ 316)	Online on Web sites	
Read some, short rend others			Lyould like to receive more	(1/ 323)
Unailly don't read it				
Fig.				
116: Q48 Now, thinking only about advertisements and coupons you received through the mail to triands, family, or-workers, or others? (1137) YES. 1				
116: Very series of the series and coupons you received brough the main in the 1st month, did any menuless of your leavesteded pass any of these items on to fixed, family, co-worker, or others? 1 (1/317) NO	RF9			
Now, hashing only about advertisements and coupons you received brough the mail in the last month, all days meaches of you howeleded pass any of these irems on to finiseds, family, co-workers, or others? YES	116.	O48		0.401
the last month, did any members of your bousehold pass any of these items on to friends, family, covorbers, or others? YES. 1		•		Q491
In a plastic bag on doorknob (1)				eceiving advertising of
YES. 1 NO. 2 2 1 don't mind getting ads this way 2 2 don't mind getting ads this way 2		these needs of to		
NO		(1/ 317)		(1/ 324)
DK				
IT: SCRP4 PRESS ENTER TO CONTINUE Here are some statements that might describe how you feel about receiving advertising or promotional material in various ways. CONTINUE 1 D 118: Q49A Rotation => Q49J Nuclei attenuent best describes how you personally feel about receiving advertising or promotional material READ ITEM? Through the mail (1/316) 1 would like to receive more 1 don't mind gerting ads this way. 2 livesh there were less. 3 RF. 9 119: Q49B Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM? Through the mail (1/316) Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM? Through radio advertisements (1/320) Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM? Through radio advertisements (1/320) Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM? Through radio advertisements (1/320) Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM? Through radio advertisements (1/320) Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM? Through radio advertisements (1/320) Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM? Through radio advertisements (1/320) Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM? Through radio advertisements (1/320) Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM? Through the far matchine (1/321) Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM? Through the far matchine (1/321) Which statement b				
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### PRESS ENTER TO CONTINUE 1			RF9	
Here are some autements that might describe how you feel about receiving advertising or promotional material RIAD ITEM? CONTINUE	117:	SCRP4		
or promotional material in various ways. CONTINUE	PRESS ENTER TO CONTINUE		124:	Q490
CONTINUE 1 D 118: Q49A Would like to receive more. 1 don't mind getting add this way. 2 livish there were less. 3 DK 8 RF 9 119: Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM? Through the mail 19 don't mind getting add this way. 2 livish there were less. 3 DK 8 RF 9 119: Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM? Through the way 2 livish there were less. 3 DK 8 RF 9 119: Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM? Through the way 2 livish there were less. 3 DK 8 RF 9 120: Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM? Through newspaper advertisements (1/320) Livish there were less. 3 DK 8 RF 9 120: Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM? Through newspaper advertisements (1/320) Livish there were less. 3 DK 8 RF 9 120: Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM? Through newspaper advertisements (1/320) Livish there were less. 3 DK 8 RF 9 121: Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM? (1/320) Livish there were less. 3 DK 8 RF 9 121: Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM? (1/320) Livish there were less. 3 DK 8 RF 9 121: Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM? (1/320) Livish there were less. 3 DK 8 RF 9 122: Which statement best describes how	_	eiving advertising		eceiving advertising or
10 10 10 10 10 10 10 10	or promotional material in various ways.	(11340)	•	
10 10 10 10 10 10 10 10	CONTINUE 1 D	(1/318)	i mough television advertisements	(1/ 325)
Rotation > Q49A Rotation > Q49A Rotation > Q49A Rotation > Q49B Rotation > Q49B Rotation > Q49B Rotation > Q49B Rotation > Q49B Rotation > Q49B Rotation > Q49B Rotation > Q49B Rotation > Q49B Rotation > Q49B Rotation Q49			I would like to receive more.	(1) 323)
Rotation => Q49J Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM? Through the mail tould like to receive more 1	118:	Q49A		
Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM? Through the mail (1/319) 125: Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM? By telephone through telemarketing 1 would like to receive more. 1 don't mind getting ads this way. 2 livish there were less. 3 DK. 8 RF. 9 Usual dike to receive more. 1 don't mind getting ads this way. 2 livish there were less. 3 DK. 8 RF. 9 Usual dike to receive more. 1 don't mind getting ads this way. 2 livish there were less. 3 DK. 8 RF. 9 Usual dike to receive more. 1 don't mind getting ads this way. 2 livish there were less. 3 DK. 8 RF. 9 Usual dike to receive more. 1 don't mind getting ads this way. 2 livish there were less. 3 DK. 1 don't mind getting ads this way. 2 livish there were less. 3 DK. 8 RF. 9 Usual dike to receive more. 1 don't mind getting ads this way. 2 livish there were less. 3 DK. 8 RF. 9 Usual dike to receive more. 1 don't mind getting ads this way. 2 livish there were less. 3 DK. 8 RF. 9 Usual dike to receive more. 1 don't mind getting ads this way. 2 livish there were less. 3 DK. 8 RF. 9 Usual dike to receive more. 1 don't mind getting ads this way. 2 livish there were less. 3 DK. 8 RF. 9 Usual dike to receive more. 1 don't mind getting ads this way. 2 livish there were less. 3 DK. 8 RF. 9 Usual dike to receive more. 1 lidon't mind getting ads this way. 2 livish there were less. 3 DK. 8 RF. 9 Usual dike to receive more. 1 lidon't mind getting ads this way. 2 livish there were less. 3 DK. 8 RF. 9 Usual dike to receive more. 1 lidon't mind getting ads this way. 2 livish there were less. 3 DK. 8 RF. 9 Usual dike to receive more. 1 lidon't mind getting ads this way. 2 livish there were less. 3 DK. 8 RF. 9 Usual dike to receive more. 1 lidon't mind getting ads this way. 2 livish there were less. 3 DK. 8 RF. 9 Usual dike to receive more. 1 lidon'	Potetion => CMOT			
Through the mail 1				
Through the mail 1		ing advertising or	КГу	
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119: 119: 119: 119: 119: 119: 119: 119:			Francis I Day and a construction of the constr	(1/ 326)
Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM? By telephone through telemarketing 1 would like to receive more.	RF9			
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promotional material READ ITEM? By telephone through telemarketing I would like to receive more		-		
By telephone through telemarketing I would like to receive more.		ing advertising or	RF9	
I would like to receive more	<u> </u>		126.	0.40
I don't mind getting ads this way	by total the again to terminating	(1/ 320)		Q491
Through the fax machine Through fix dor thind getting ads this way. 2 Twish there were less. 3 Through the fax machine Through fix dor thind getting ads this way. 2 Twish there were less. 3 Through the fax machine Through fix dor thind getting ads this way. 2 Twish there were less. 3 Through the fax machine Through fix dor thind getting ads this way. 2 Twish there were less. 3 Through the fax machine Through the fax machine Through the fax machine Through the fax machine Through the fax machine Twish there were less. 3 Through the fax machine Through defined as this way. 2 Twish there were less. 3 Through the fax mach				xerving advertising or
DK			•	
RF			-	(1/ 327)
120: Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM? Through newspaper advertisements I would like to receive more. I would like to receive more. I would like to receive more. I which statement best describes how you personally feel about receiving advertising promotional material READ ITEM? On TV screens at airports or stores I would like to receive more. I don't mind getting ads this way. I would like to receive more. I don't mind getting ads this way. I wish there were less. I would like to receive more. I don't mind getting ads this way. I would like to receive more. I would like to receive more. I would like to receive more. I would like to receive more. I would like to receive more. I would like to receive more. I would like to receive more. I would like to receive more. I would like to receive more. I would like to receive more. I would like to receive more. I would like to receive more. I would like to receive more. I would like to receive more. I would like to receive more. I would like to receive more. I would like to receive more. I would like to receive more. I wish there were less. I would like to receive more. I would like to receive more. I would like to receive more. I wish there were less. I would like to receive more. I would like to receive more. I wish there were less. I would like to receive more. I would				
Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM? Through newspaper advertisements I would like to receive more. I wish there were less. SRF. 9 127: Which statement best describes how you personally feel about receiving advertisin promotional material READ ITEM? On TV screens at airports or stores I would like to receive more. I don't mind getting ads this way. 2 I wish there were less. 3 DK. 8 RF. 9 1 would like to receive more. 1 I don't mind getting ads this way. 2 I wish there were less. 3 DK. 8 RF. 9 1 would like to receive more. 1 I don't mind getting ads this way. 2 I wish there were less. 3 DK. 8 RF. 9 1 would like to receive more. 1 I don't mind getting ads this way. 2 I wish there were less. 3 DK. 8 RF. 9 1 would like to receive more. 1 I don't mind getting ads this way. 2 I wish there were less. 3 DK. 8 RF. 9 1 would like to receive more. 1 I don't mind getting ads this way. 2 I wish there were less. 3 DK. 8 RF. 9 1 would like to receive more. 1 I don't mind getting ads this way. 2 I wish there were less. 3 DK. 8 RF. 9 1 would like to receive more. 1 I don't mind getting ads this way. 2 I wish there were less. 3 DK. 8 RF. 9 1 would like to receive more. 1 I don't mind getting ads this way. 2 I wish there were less. 3 DK. 8 RF. 9 I would like to receive more. 1 I don't mind getting afs this way. 2 I wish there were less. 3 DK. 8 RF. 9 I would like to receive more. 1 I don't mind getting afs this way. 2 I wish there were less. 3 DK. 8 RF. 9 I would like to receive more. 1 I don't mind getting afs this way. 2 I wish there were less. 3 DK. 8 RF. 9 I would like to receive more. 1 I don't mind getting afs this way. 2 I wish there were less. 3 DK. 8 RF. 9 I would like to receive more. 1 I don't mind getting afs this way. 2 I wish there were less. 3 DK. 8 RF. 9 I would like to receive more. 1 I don't mind getting afs thi				
Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM? Through newspaper advertisements I would like to receive more. I don't mind getting ads this way. SK SK SK SK SK SK SK SK SK SK SK SK SK S	120:	Q49C		
Through newspaper advertisements I would like to receive more	Which statement best describes how you personally feel about receiv	ing advertising or		
I would like to receive more				
I would like to receive more	I brough newspaper advertisements	(1/ 321)	127:	Q49.
I don't mind getting ads this way	I would like to receive more	(11 04.1)		xeiving advertising or
DK	I don't mind getting ads this way2			
I would like to receive more			On 1 v screens at amports or stores	(1/ 328)
121: Q49D I wish there were less		•	I would like to receive more1	, ,
Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM? Through email (electronic mail messages) I would like to receive more				
Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM? Through email (electronic mail messages) I would like to receive more	121:	O49D		
Through email (electronic mail messages) I would like to receive more		-		
Through email (electronic mail messages) I would like to receive more		mg actioning or		
I would like to receive more				Q50
I don't mind getting ads this way. 2 I wish there were less. 3 your mailbox or slot. How would you feel about allowing non-PostalSet employees to place material, for example, advertising, in your mailboxor slot? W	I would like to receive more	(1/ 322)	It is currently illegal for anyone other than a U.S. Postal employ	-
I wish there were less				
			employees to place material, for example, advertising, in your n	
<u> </u>	DK8		you	(1/ 329)
RF9 Prefer it1	RF9		Prefer it1	(1/ 329)
Oppose it2				
Mak some and a set of the set of			Not care one way or the other3	
			DON'T KNOW8 RF 9	
			DONT KNOW8	
DON'T KNOW8			KP Q	

129:	Q51
In the last year, has anyone in this household ordered ar	
received sales, advertising, or promotional materials in t	ne mau? (1/330)
YES1	CODE
NO	=> SCRP5 => SCRP5
RF 9	=> SCRP5
	0.50
130:	Q52
PROBE FOR NUMBER Within the past twelve months, about how many orders	did members of this household
make as a result of getting sales, advertising, or prom VERIFY IF MORE THAN 100.	notional materials in the mail?
\$E	(1/ 331)
DK98	=> SCRP5
RF99	=> SCRP5
131:	Q53
=> SCRP5 if Q52==0	
PROBE FOR NUMBER	
What about in the last month?	
\$E	(1/ 333)
DK98	=> SCRP5
RF99	=> SCRP5
132:	Q54A
=> SCRP5 if Q53==0	
PROBE FOR NUMBER	
Of the <\253\rightarrow\text{orders} in the last month, how many were to FORDERS IS MORE THAN THE TOTAL, YOU THE BEGINNING TO TRY AGAIN. VERIFY IF OVER 20	
	(1/ 335)
\$E DK98	
RF	
100	
PROBE FOR NUMBER Of the <q53>orders in the last month, how many were OF ORDERS IS MORE THAN THE TOTAL, YOU THE BEGINNING TO TRY AGAIN. VERIFY IF OVER 15</q53>	
\$E	(1/33/)
DK	
RF99	
134:	Q54C
=> * if Q53-(IF((Q54A<98),Q54A,0)+	IF((Q54B<98),Q54B,0))
COMPUTED OTHER	
\$E	(1/ 339)
135:	SCRP5
As we mentioned earlier, the Postal Service is interest	ed in learning more about what
makes up its mail volume. Account statements for institutions represent a significant portion of that vo- focus on bank accounts, credit card accounts, and other	hume. The following questions
IRA's, money market, stock brokerage, etc.	•
CONTINUE1	D (1/341)
136:	Q57A
	V3/A
Now, how many of your accounts are READ ITEM?	_
Now, how many of your accounts are READ ITEM? IRA or Keogh accounts	-
IRA or Keogh accounts	(1/342)
	(1/ 342)

137;	Q57B
	Bank, Savings & Loan, or credit union accounts (1/344)
\$E	98
	99
138:	Q57C
	Stock brokerage, commodity, mutual fund, or Money market accounts
\$E	(1/ 346)
139:	Q58A
How	many of the following insurance policies do people in your household. Please exclude any policies held through their jobs. Property
\$E	(1/348)
DK	98
140:	Q58B
	many of the following insurance policies do people in your household Please exclude any policies held through their jobs.
\$E	(1/ 350)
DK	98
141:	Q58C
	many of the following insurance policies do people in your household lease exclude any policies held through their jobs. Health
\$E	(1/ 352)
142:	Q58D
	many of the following insurance policies do people in your household lease exclude any policies held through their jobs. Automobile
\$E	(1/ 354)
143:	Q59A
	l, how many credit cards do people in your household have from READ ITEM?
	Retail stores - Sears, JC Penney, Wards, Macy's (1/356)
\$E DK	98
	99
144:	Q59B
In tota	l, how many credit cards do people in your household have from READ ITEM? Gasoline and oil companies
\$E	(1/ 358)
DK	98
145:	Q59C
In tota	l, how many credit cards do people in your household have from READ ITEM? Bank credit cards, like Master Card and VISA
• •	Bank Credit Cards, nice Master Card and VISA (1/360)
	98
RF	99

146:	Q59D	155:	
In total, how many credit cards do people in your household have from R Credit card companies, like American Express and Diners Club	EAD ITEM ?	=> * if	\$R
•	(1/ 362)	PERSON NUMI	BER
\$E DK98		\$E	
DK98 RF99		•	0
Kr ,77			0
1.73.	040		0
147:	Q60		
The next set of questions are for classification purposes only. The answ			0
compare your household to other households with similar characteris	tics. Including	SIX	0
yourself, how many persons live in your household?	(1/ 364)	SEVEN	0
\$E	(17 304)		0
Refused99			0
		TEN	
148:	Q61	156:	
How many of them, are under age 6?		=> * if	TE/(*D1) 1 2)
\$E	(1/ 366)		IF((\$R=1),1,2)
Refused99		PRONOUNS	
		you	
149:	Q62	they	***************************************
How many are between the ages of 6 and 12?	(1/ 368)	157:	
\$E	,,	=> * if	f5/(6B1) 1 3)
Refused99		1=> · u	IF((\$R=1),1,2)
150:	Q63	vour	
	•	•	
How many are between the ages of 13 and 17? IF THE TOTAL NUM			
IS GREATER THAN OR EQUAL TO THE TOTAL NUMBER OF THE HH, YOU WILL BE TAKEN BACK TO TRY AGAIN. THERI		158:	
AT LEAST 1 ADULT IN THE HH.	E MAS TO BE	<u></u>	
AT LEAST TABOUT IN THE THE	(1/ 370)	=> /+1 if	\$R=1
\$E	(5.5)	And how about t	the next adult 18 or older. What is
Refused 99			
		MALE	*****
151:	CHKPE	FEMALE	***************************************
=> Q60 else => +1 if		RF	***************************************
(IF((Q61=99),0,Q61)+IF((Q62=99),0,Q62)+IF	((O63-00) 0		
Q63))>=Q60	(((\(\sigma\)),0,	159:	
		=> /+1 if	\$R1
CHECK NUMBER OF PEOPLE YOU HAVE TO HAVE AT LEAST 1			
	(1/ 372)	Which catgory b	est describes <your>age?</your>
		10 21	
152:	Q65		
How many adults, 18 years of age or older are in your household?			
	(1/ 373)		
\$E			
DK/RF99			
153:	SCRP6		
PRESS ENTER TO CONTINUE	The State of the Control of the Cont		
The next questions concern the < Q65 > adults that are in your householders are in your householders.	old. Let's begin		
with you.	-	160:	
·	(1/ 375)		
CONTINUE1 D		=> * if	IF((\$R=1),Q1,RESTG)
154:	PSAMP	COMPUTED G	ENDER
=> * if SAMPN		MALE	
PERSON SAMPLE NUMBER			
LUNDON BAIM LE NUMBER	(1/ 376)	RF	-
9999999	(,	161:	
		=> * if	1E//\$P1\01 DECTA\
		<u> </u>	IF((\$R=1),Q2,RESTA)
		COMPUTED A	GE

PERNO

162:	Q68	176: PREND
What is <your>marital status?</your>	•	PERSON <perno></perno>
What is a Colic chanted status:	(1/ 391)	END OF PERSON ROSTER YOU HAVE FINISHED PERNO > IN
Married	` ,	A <q65>ADULT PERSON HOUSEHOLD</q65>
Living as married2		(1/ 399)
Single, never been married		GO TO NEXT ADULT PERSON1
Divorced4		DONE WITH HH MEMBERS2 => Q84
Separated5		
Widowed6		171: Q84
N/A, Refused9		For statistical purposes, I need to know your household income for last year. Please tell
		me if your total household income for last year, before taxes, wasover \$50,000 or under
163:	Q69	\$50,000? Include your own income and that of all membersof your household who are
Are <you>currently</you>		living with you.
	(1/ 392)	(1/ 592)
Employed full-time => Q72		Under \$50,000 a year1
Employed part-time2 => Q72		Over \$50,000 a year2
Retired, or3		DK/RF9
Not employed?4		
N/A, refused9		172: Q85
		=>+1 if NOT Q84=1
164:	Q70	
Have <you>been employed within the last 12 months?</you>		Stop me when I say an income category that best matches your household income
	(1/ 393)	(1/593)
YES => Q72		\$E 1.7
NO2		Under \$7,000 a year01
N/A, Refused9		\$7,000 - \$9,999 a year
		\$10,000 - \$14,999
165:	Q71	\$15,000 - \$19,99904 \$20,000 - \$24,99905
Are <you>currently</you>		\$20,000 - \$24,99905 \$25,000 - \$34,99906
	(1/ 394)	\$35,000 - \$49,99907
A student1 => Q79		DON'T KNOW98
A homemaker 2 => Q79		RF 99
Disabled		W
Temporarily laid off4 => Q79		173: Q86
Retired		173.
Other, SPECIFY		=>+1 if NOT Q84=2
N/A, Refused9		(1/ 595)
		\$E 8 11
166:	Q72	\$50,000 - \$64,999
Which category best describes \(YOUR \) \(> \) occupation or the last job that \(\)	'OU >held?	\$65,000 - \$79,99909
	(1/ 395)	\$80,000 - \$99,99910
White collar - professional, manager, owner		\$100,000 - \$119,99911
White collar - sales, clerical, technical2		\$120,000 - \$149,99912
Blue collar - craftsmen/foremen, mechanic		\$150,000 and over13
Service worker - food, health, cleaner, yard4		DON'T KNOW98
Other: SPECIFY7 O		RF99
N/A, refused 9		
	0.50	174: INCOM
167:	Q79	=> * if IF((O84<9),IF((NOT O85=WR),O85,O86),99)
What was the last grade <you>completed in school?</you>		-> 11 II (((Q04~5),II ((140 I Q83-WK),Q03,Q00),555)
	(1/ 396)	HOUSEHOLD INCOME
8th grade or less1		(1/ 597)
Some high school2		Under \$7,000 a year01
High school graduate3		\$7,000 - \$9,999 a year02
Some college4		\$10,000 - \$14,99903
Technical School Graduate5		\$15,000 - \$19,99904
College graduate		\$20,000 - \$24,99905
Postgraduate work		\$25,000 - \$34,999
N/A, refused9		\$35,000 - \$49,99907
470		\$50,000 - \$64,999
168:	Q81	\$65,000 - \$79,99909
And are <you> White, Black/African American, Hispanic, Asian, or son</you>		\$80,000 - \$99,99910
	(1/ 397)	\$100,000 - \$119,99911
WHITE1		\$120,000 - \$149,99912
BLACK/AFRICAN AMERICAN2		\$150,000 and over
HISPANIC3		DON'I KNOW98 RF
ASIAN 4		Kr99
OR SOME OTHER RACE5		
N/A, REFUSED9		175: Q66
1/0		How many wage earners (workers) earning at least \$5,000 per year are there in your
169:	Q82	household?
Would <you>say that<you>were a head of household?</you></you>		(1/ 599)
	(1/ 398)	\$E DK98
Yes		
No		RF99
RF9		
	·	

176:	Q67
How many wage earners, earning any income, are there in your household?	(1/ 601)
\$E DK98	,
RF	
177:	Q87
Do you own or rent your home?	(1/ 603)
Own1	(17003)
Rent	
178:	Q88
How long have you lived in your present home? IF LESS THAN ONE YEAR	R, ENTER
	(1/ 604)
\$E DK	
RF99	
179:	Q89
Which of the following best describes your home?	(1/ 606)
House1	(555)
Apartment	
Group Quarters (such as a group house or dormitory) 4	
Hotel5	
Rooming House 6 RF 9	
180:	
=> +1 if NOT Q89=5	Q90
Which type of hotel do you live in?	
Regular Hotel	(1/ 607)
Non-Transient Hotel	
Housing Unit in a Permanent Transient Hotel3 DK/RF9	
7	
181:	Q91
=>+! if NOT(Q89=2 OR Q89=5)	
About how many units are connected to the property?	(1/ 608)
1 2 2	
3-43	
5-94	
10+5 RF9	
182:	O92
Do you or any member of your household have a business that is operated household?	-
YES	(1/ 609)
NO	
DK 8 => Q96	
RF	
183:	Q93
About how many pieces of mail does the business receive each week? RESPONSE IF '0'	VERIFY
\$E	(1/ 610)
DK98	
RF99	

184: And about how many pieces of mail does the business send each we RESPONSE IF '0'	Q94 eek? VERIFY
	(1/ 612)
\$E DK98	
RF99	
185:	Q95
Do you do a lot of business work from your home?	(1/ 614)
YES	(,
N/A, RF9	
186: Remember when you do your household diary that we are interested only mail, so please do not count this business mail nor record it in your ENTER TO CONTINUE	diary. PRESS
CONTINUE1 D	(1/ 615)
	•
187: Do you plan to send out a large number of items like Christmas cards, par	Q96
wedding invitations, club news, etc., during the next seven days?	
YES1	(1/616)
NO2	
N/A, RF9	
188:	Q97
The second part of this study involves a diary. In it, you record thousehold receives and sends for 7 days. It only takes a few minutes	he mail your
complete. We'll give you your choice of gifts for completing the diary, the diary to your household. IF YOU JUST SKIPPED BACK RESPONDENT NOT ELIGIBLE FOR HOME DELIVERY!	s per night to We will mail TO HERE,
complete. We'll give you your choice of gifts for completing the diary, the diary to your household. IF YOU JUST SKIPPED BACK RESPONDENT NOT ELIGIBLE FOR HOME DELIVERY! BY MAIL	per night to We will mail
complete. We'll give you your choice of gifts for completing the diary, the diary to your household. IF YOU JUST SKIPPED BACK RESPONDENT NOT ELIGIBLE FOR HOME DELIVERY!	s per night to We will mail TO HERE,
complete. We'll give you your choice of gifts for completing the diary, the diary to your household. IF YOU JUST SKIPPED BACK RESPONDENT NOT ELIGIBLE FOR HOME DELIVERY! BY MAIL	s per night to We will mail TO HERE, (1/617)
complete. We'll give you your choice of gifts for completing the diary, the diary to your bousehold. IF YOU JUST SKIPPED BACK RESPONDENT NOT ELIGIBLE FOR HOME DELIVERY! BY MAIL	s per night to We will mail TO HERE,
complete. We'll give you your choice of gifts for completing the diary, the diary to your household. IF YOU JUST SKIPPED BACK RESPONDENT NOT ELIGIBLE FOR HOME DELIVERY! BY MAIL	s per night to We will mail TO HERE, (1/617)
complete. We'll give you your choice of gifts for completing the diary, the diary to your bousehold. IF YOU JUST SKIPPED BACK RESPONDENT NOT ELIGIBLE FOR HOME DELIVERY! BY MAIL	s per night to We will mail TO HERE, (1/617)
complete. We'll give you your choice of gifts for completing the diary, the diary to your household. IF YOU JUST SKIPPED BACK RESPONDENT NOT ELIGIBLE FOR HOME DELIVERY! BY MAIL	GIFT (1/618)
complete. We'll give you your choice of gifts for completing the diary, the diary to your household. IF YOU JUST SKIPPED BACK RESPONDENT NOT ELIGIBLE FOR HOME DELIVERY! BY MAIL	GIFT (1/618)
complete. We'll give you your choice of gifts for completing the diary, the diary to your household. IF YOU JUST SKIPPED BACK RESPONDENT NOT ELIGIBLE FOR HOME DELIVERY! BY MAIL	GIFT (1/618) 1 ce 2
complete. We'll give you your choice of gifts for completing the diary, the diary to your household. IF YOU JUST SKIPPED BACK RESPONDENT NOT ELIGIBLE FOR HOME DELIVERY! BY MAIL	GIFT (1/618) (1/618) (1/618)
complete. We'll give you your choice of gifts for completing the diary, the diary to your household. IF YOU JUST SKIPPED BACK RESPONDENT NOT ELIGIBLE FOR HOME DELIVERY! BY MAIL	GIFT (1/618) 1 ce 2
complete. We'll give you your choice of gifts for completing the diary, the diary to your household. IF YOU JUST SKIPPED BACK RESPONDENT NOT ELIGIBLE FOR HOME DELIVERY! BY MAIL	GIFT (1/618) (1/618) (1/618)
complete. We'll give you your choice of gifts for completing the diary, the diary to your household. IF YOU JUST SKIPPED BACK RESPONDENT NOT ELIGIBLE FOR HOME DELIVERY! BY MAIL	GIFT (1/618) (1/618) (1/618) (1/618)
complete. We'll give you your choice of gifts for completing the diary, the diary to your household. IF YOU JUST SKIPPED BACK RESPONDENT NOT ELIGIBLE FOR HOME DELIVERY! BY MAIL	GIFT (1/618) (1/618) (1/618)
complete. We'll give you your choice of gifts for completing the diary, the diary to your household. IF YOU JUST SKIPPED BACK RESPONDENT NOT ELIGIBLE FOR HOME DELIVERY! BY MAIL	GIFT (1/618) (1/618) (1/618) (1/618)

191:		ASSNM	196:
=> +1 if Q97=2	···		ADDRESS IMPORTE
*** RESPONDENT WANTS DIARY P.	ACKET DELIVERED<097 >		\$P
Okay, we're almost finished. First, we'd		r household's	φr
mail for the week of READ DATES. I			197:
NEXT WEEK			
T 100 111		(1/620)	APT #
\$E 102 111	102		
Sept 25-Oct 1 Oct 2-Oct 8			198:
Oct 9-Oct 15			CITY NAME MAILI
Oct 16-Oct 22			CITT NAME MAILE
Oct 23-Oct 29			\$P
Oct 30-Nov 5	107		
Nov 6-Nov 12			199:
Nov 13-Nov 19			STATE IMPORTED O
Nov 20-Nov 26			
Nov 27-Dec 3			AA
100			ALABAMA
192:		ASSNP	ALASKA
=> +1 if Q97==1			ARIZONA
*** RESPONDENT WANTS DIARY P.	ACTET BEI WEDER-007		ARKANSAS
RESCUIDENT WANTS DIAKT P	ACREI DELIVEREDS Q97 >	(1/ 623)	CALIFORNIA COLORADO
E 102 111		(11 020)	CONNECTICUT
Sept 25-Oct 1	102 N		DELAWARE
Oct 2-Oct 8			DISTRICT OF COLU
Oct 9-Oct 15	104		FLORIDA
Oct 16-Oct 22			GEORGIA
Oct 23-Oct 29			HAWAII
Oct 30-Nov 5			IDAHO
Nov 6-Nov 12			ILLINOIS
Nov 13-Nov 19			INDIANA
Nov 20-Nov 26 Nov 27-Dec 3			IOWA
NOV 27-Dec 3	111		KANSAS
193:		ASSN	KENTUCKY LOUISIANA
		Albon	MAINE
> * if IF((Q97=1),ASS	NM, ASSNP)		MARYLAND
COMPUTED ASSN			MASSACHUSETTS .
		(1/626)	MICHIGAN
E 102 111		, ,	MINNESOTA
Sept 25-Oct 1			MISSISSIPPI
Oct 2-Oct 8			MISSOURI
Oct 9-Oct 15			MONTANA
Oct 16-Oct 22			NEBRASKA
Oct 23-Oct 29 Oct 30-Nov 5			NEVADA
Nov 6-Nov 12			NEW HAMPSHIRE NEW JERSEY
Nov 13-Nov 19			NEW MEXICO
Nov 20-Nov 26			NEW YORK
Nov 27-Dec 3			NORTH CAROLINA
			NORTH DAKOTA
ow, I'd like to verify your home's ma	iling address and your phone num	mber.	ОНЮ
SK FOR RESPONDENT'S NAME AND THEN REAL	D ADDRESS, CORRECT IF NEEDED		OKLAHOMA
*PROBE FOR SUITE/APT MUMBER** *NAME CAN NOT BE BLANE**			OREGON
espondent hame: Orespo Aaraaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaa	CHRCK SPELLING) GET	WHOLE NAME	PALAU
S THIS THE CORRECT ADDRESS? WAND 1 Y	ES 2 NO EXSTERRECCE CONTRACTOR DE CONTRACTOR DE CONTRACTOR DE CONTRACTOR DE CONTRACTOR DE CONTRACTOR DE CONTRACTOR DE	*********	PENNSYLVANIA
ALANE: WINDER	·	MARAAAAA	RHODE ISLAND
	r apartment number Sk respondent to spell it for yo	o o	SOUTH CAROLINA
STATE: EMSTAT ZIP: EMZIP	SK RESPONDENT TO SPELL IT FOR YO 1 GMZIP2 DE/RF-ALL 9'S		SOUTH DAKOTA TENNESSEE
PHONE: \$N			TEXAS
S PHONE MUMBER CORRECT? eVPHON 1 YES:			UTAH
PHONE: #TELO1 FORMAT: 999-999	-9999	DECEM	VERMONT
		RESPN	VIRGINIA
RESPONDENT NAME			WASHINGTON
**********		(1/ 629)	WEST VIRGINIA
<u> </u>			WISCONSIN
195:		S/ADD	WYOMING
		VADD	
			200:
VAS ADDRESS CORRECT?			200.
	1 D => American	(1/659)	ZIP CODE IMPORTE
YES		(1/ 659)	ZIP CODE IMPORTE
WAS ADDRESS CORRECT? YES NO		(1/ 659)	

196: ADDRESS IMPORTED CAN CHANGE		MADDE
\$P		(1/ 660)
197:		MSUT
APT#		(1/ 695)
198:		MCITY
CTTY NAME MAILING IMPORTED CAN CH	IANGE	(1/ 703)
\$P		
199:		MSTAT
STATE IMPORTED CAN CHANGE		(1/ 728)
AA ALABAMA	. A L	
ALASKA		
ARIZONA		•
ARKANSASCALIFORNIA		
COLORADO		
CONNECTICUT		
DELAWARE	DE	
DISTRICT OF COLUMBIA		
FLORIDA		
GEORGIA HAWAII		
IDAHO		
ILLINOIS		
INDIANA	IN	
IOWA		
KANSAS		
LOUISIANA		
MAINE		
MARYLAND		
MASSACHUSETTS		
MICHIGAN		
MINNESOTA MISSISSIPPI		
MISSOURI		
MONTANA	.MT	
NEBRASKA		
NEVADA		
NEW HAMPSHIRE		
NEW MEXICO		
NEW YORK		
NORTH CAROLINA	.NC	
NORTH DAKOTA	.ND	
OHIO		
OKLAHOMAOREGON		
PALAU		
PENNSYLVANIA		
RHODE ISLAND		
SOUTH CAROLINA		
SOUTH DAKOTA		
TEXAS		
UTAH		
VERMONT		
VIRGINIA	.VA	
WASHINGTON		
WEST VIRGINIA		
WYOMING		
200:		MZIP1
ZIP CODE IMPORTED CAN CHANGE		(1/ 730)
99999 DK/RF9	2000	(50)

201:	MZIP2
PLUS 4 IMPORTED CAN CHANGE 9999	(1/ 735)
DK/RF9999	
202:	VPHON
WAS PHONE NUMBER CORRECT? YES	(1/ 739)
NO2	
203:	TEL01
NEW PHONE NUMBER	(1/ 740)
999-999-9999	
204:	ISALT
ls there an alternate phone number that we can reach you at?	(1/ 752)
Yes	
205;	ALTPH
And what is that alternate number? FORMAT: ###-###	/ 1/753\
999-999-9999	(1/ 753)
206:	DIFPH
them and also to remind you of the dates we need you to track your mail do this, should we call you at this number or is there a different numb would prefer to be called? THE NUMBER IS: \$N READ N RESPONDENT	er where you UMBER TO
YES, THIS NUMBER OK	(1/ 765)
207:	ОТНРЕ
And what is the number? FORMAT: ###-###-####	(1/ 766)
999-999-9999	
208:	APPI
READ LIST Would you prefer to be called in the	
Morning	(1/ 778)
Afternoon 2 Evening 3	
No best time	
209:	INTO:
=>+1 if NOT Q97=9 PRESS ENTER TO CONTINUE	
Although you do not wish to continue with our survey, we appreciate have given us today. Thank you and goodbye.	the time you
REFUSED TO DO DIARIESRF D =>/END	(1/ 779)
210:	THANK
PRESS ENTER TO CONTINUE Thank you very much for helping us. We'll call you the day before you st diary to make sure that you received it and to answer any questions you anytime you can reach us at 1-888-643-8777. Thank you and have a nice	art to use your
CONTINUE 1 D	(1/781

211:		Q99
=> * if \$J		· · · · · · · · · · · · · · · · · · ·
DAY OF WEEK INTERVIEW COMPLETED	···-	
		(1/ 782)
SUNDAY1		
MONDAY 2 TUESDAY 3		
WEDNESDAY4		
THURSDAY 5		
FRIDAY6		
SATURDAY7		
212:		Q100
=> * if IF((\$H<1200),1,IF((\$H>1200 AND \$H<1800),3,4)))	AND \$H<1600),	2,IF((\$H>1559
TIME OF CONTACT		
DEFORE MOON!		(1/ 783)
BEFORE NOON		
4PM - 6PM		
AFTER 6PM4		,
312.		0.100
213: => * if		Q101
INTERVIEW LENGTH		(1/ 784)
214:		INT
Enter Final Disposition.		(1/ 788)
Continue OK	N = > END	
No Answer	N =>/END	
BusyBZ Answering MachineAM	N => /END N => /END	
Disconnect	N => /END	
Computer/Fax Machine FX	N = /END	
Business/Government BG	N => /END	
1st Refusal R1	N => /END	
Refused	=> /END N => /END	
Complete CM	CD => /END	
Call Back CB	N = /CB	-
Spanish CallbackSC	=> /CB	
Partial Complete	=> /CB N => /END	
Remove my name from your mailing list. Do not ever		OL
	=> OLIST	0.5
Not QualifiedNQ	N =>/END	
215:		NOTES
ENTER NOTES FOR SUPERVISOR YOU WON'		READ YOUR
NOTE LATER, SO MAKE SURE IT SAYS WHAT	YOU WANT.	(1/ 790)
ENTER NOTES1	O	(11 130)
316.		Tro
216: ENTER NOTES TO INTERVIEWERS BE CAUS	CIOLIEL ANDONI	F8
WHAT YOU PUT HERE.	HOUS: ANTON	(1/791)
ENTER NOTES1	0	(
In appreciation for your participation in this stu of several gifts:	17	
\$25 chartable donation in your name to the Lance 1999 Tour de France commemorative Team Cap and T	Armstrong Cancer -shirt.	Foundation.
\$25 in cash		
9F10	ias Alkiki k	
217:		F10
PRESS ENTER TO CONTINUE GIFTS LISTING		
CONTINUE1	D	(1/ 792)

CONTINUE1 D

218:	218:	
What would be a good day and time to call you back?		
		(1/ 793)
219:		NAME
Who should I as	sk for when I call back? ASK FOR FULL NAME	(1/ 805)
		(1/605)
220:		OLIST
=>+1 if	NOT INT01=OL AND NOT INT=OL	
Would you plea	se tell me why you do not want to participate in our survey?	(1/ 835)
	NSE1 DO	



Appendix B2: Diary Package

Advanced Letter



March 6, 2002

«SAMPID» Postal Resident «ADDRESS» «CITY», «STATE» «ZIP»

Like most Americans, you depend on an uninterrupted flow of mail to and from your home. The U.S. Postal Service aims to provide exceptional delivery performance and now boasts a 94 percent on-time service record nationwide for First-Class Mail. To help ensure this superior level of service in the 21st century, the U.S. Postal Service is conducting its *Household Diary Study*.

By participating in this study, you will help us continue to improve postal services. You, together with a few other families in the «ZIP» ZIP Code, have been selected to provide a snapshot of mail received and sent, delivery service quality, and customer satisfaction. Your household will be provided a postal diary in which to record this information, along with instructions on how to complete the diary. The information you provide will help us make important decisions on how to improve our performance and to invest in equipment, facilities, new programs, and new technologies to better serve you.

In appreciation for your participation in this study, we are offering a choice of several gifts:

- A charitable donation of \$25 in your name to the Lance Armstrong Cancer Foundation.
- An official Tour de France Commemorative Team USPS Cap and T-shirt
- · Twenty-five dollars in cash

We would like to talk to you about this important national study. A survey specialist from NuStats, our partner in this study, will be contacting you to explain the study and answer any questions. If you have any questions, please contact NuStats at 1-888-643-USPS (8777) or email questions to usps@nustats.com. All information collected is strictly confidential in order to protect your privacy.

To learn more about this important survey, please visit our Web site at www.nustats.com or telephone the postmaster at your local post office. Thank you for joining us in the Household Diary Study.

Sincerely,

William J. Henderso



Åppendix B2: Diary Package

Instruction Booklet



Instruction Booklet

This guide contains instructions for completing the Answer Booklets, and specific information and examples of mail markings for each type of mail, behind each color-coded tab.

If you have any questions as you complete your answer booklet call:

1-888-643-USPS (8777)

Available 11am to 9pm Central Standard Time (Mon-Fri)
12pm to 6pm Central Standard Time (Sat and Sun)

OR

e-mail your question to:

USPS@nustats.com



How to Fill Out the Answer Booklets

Sort your daily mail into the following types:

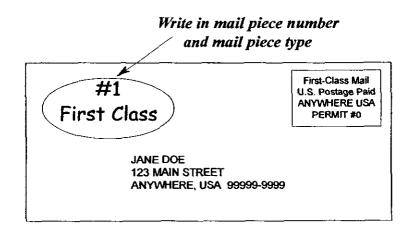
Explanations of each type and examples of mail markings are included in this book under the tab associated with each mail type.

- 1. First-Class Mail (Purple pages)
- 2. Standard or Bulk Mail (Blue pages)
- 3. Nonprofit Organization Mail (Gray pages)
- 4. Packages or Product Samples (Green pages)
- 5. Expedited Mail (Gold pages)
- 6. Magazines, Newspapers, or other Periodicals (Yellow pages)
- 7. Unaddressed Mail Delivered by US Postal Service only (Peach pages)

Number the mail pieces within each type of mail.

First write the mail type on each piece of mail and then number the mail pieces.

The top First-Class mail piece is #1, the next is #2, and so on until you have numbered all First-Class mail for that day. Then number the other types of mail.



8

Complete the Summary Page (page 1) in the Answer Booklet for each day. On this page, record the total number of mail pieces of each type that all members of your household received and sent today.

Example Summary Page (in Answer Booklet)

Summary Page			
No Mail/Packages Sent or Received Today: → ☐ CHECK HERE			
Mail Received Monday: Total #			
Record the total number received above and then record for each mail type,			
1. First-Class: First-Class Envelopes: Eirst-Class Postcards: D Total # rcvd. GO TO PAGE 3 (PURPLE) First-Class errors: D # Wirong address, right person D # Wrong address, wrong person Whong address, wrong person BO NOT ANSWER QUESTIONS ABOUT THESE			
2. Standard or Bulk: 6 Total # rcvd → GO TO PAGE 7 (BLUE)			
3. Nonprofit Organization: O Total # rovd. ➤ GO TO PAGE 9 (GRAY)			
4. Packages or Product Samples: 1 Total # rovd. → GO TO PAGE !! (GREEN)			
5. Expedited: O Total # rcvd. ➤ GO TO PAGE 13 (GOLD)			
6. Magazines, Newspapers, or Other Periodicals: Total # rcvd. → GO TO PAGE 17 (YELLOW)			
7. Unaddressed Material: O Total # rcvd. >> GO TO PAGE 19 (PEACH)			
Mail Sent Monday:3 Total #			
Envelopes: 3 Total # sent GO TO PAGE 5 (PURPLE)			
Postcards: O Total # sent J Packages: O Total # sent > GO TO PAGE 11 (GREEN)			
Expedited: O Total # sent → GO TO PAGE 15 (GOLD)			
Page 1			

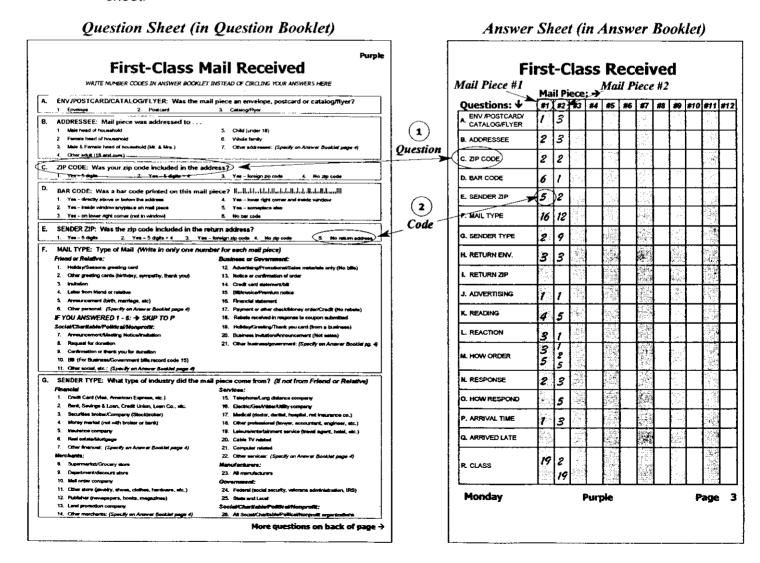
4

Read question sheets and record codes in the Answer Booklet.

Open the Answer Booklet (for your first mail day) and the Question Booklet to the pages for the same type of mail. There are color-coded sheets for each type of mail. You will use a different Answer Booklet for each day of the week but you will re-use the Question Booklet each day.

Each question sheet contains both questions and answer (number) codes. Instead of writing answers on the question sheet, you record the number code for the correct answer in your Answer Booklet. You can record the information for up to 12 mail pieces on one answer sheet. You record information about mail piece #1 in the first column (under #1), for mail piece #2 in the second column (#2), etc.

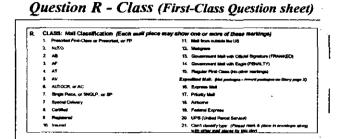
- (1) Answer all the questions for your mail, one mail piece at a time, going down the answer sheet (vertical).
- 2 For each question (identified by A, B, etc.), write in the answer (number) code on the answer sheet.



Helpful Hint . . .

The most time-consuming task for most people is answering the "Mail Classification" question at the end of each question sheet (Question R for First-Class mail). To accurately answer this question, you need to record all of the mail markings that have been placed on the mail piece by the US Postal Service or a mailing house.

If you prefer, send us all of your mail pieces (outside with the mail markings identified - not the contents) and we'll classify them for you. Be sure to mark each piece with the mail type and mail piece number you have assigned and place in the correct daily envelope.



- Place completed Answer Booklets and mail pieces in the envelopes marked Monday through Sunday. The completed answer booklets should be placed in the corresponding daily envelope. Please include the mail pieces with the mail type and mail piece number you have assigned, even if you completed the mail classification question at the end of each question sheet.
- Place daily envelopes in pre-paid Priority Mail envelope. The daily envelopes with your completed answer booklets and mail pieces should be sent to NuStats in the pre-paid Priority Mail envelope.

Special Circumstances

- If household members will be away from home on any day(s) during the diary week, record all mail received in the daily answer booklet on the day you return.
- If you forget to pick up your mail for a day, record all mail received under the next day.
- Sunday is included in your diary week. You may not receive mail on Sunday, but you may receive packages and/or send mail out.

Remember . . .

- Record all mail received and sent by all members of your household.
- Do not include mail sent for a business, club, or association operated from your home.

First-Class Mail Received and Sent (Purple)

All First-Class mail may not say "First-Class" on the envelope or postcard. It is important to look at the mail markings and postage on each mail piece to determine if it is First-Class or not. Use the following to help you determine if your mail piece should be recorded under this type:

- Letter-size envelopes marked "First-Class" with postage of 34¢ or more.
- Large envelopes marked "First-Class." Check the mail markings carefully, some large envelopes may be marked Standard or Bulk mail or Expedited.
- Postcards usually have 20¢ postage (for First-Class.) Some postcards are larger in size than a typical picture postcard. No matter how large a postcard is, it should be classified as a postcard - not a flyer.
- The most common First-Class mail pieces are letters, bills, postcards, greeting cards, checks and money orders, etc.
- Mail (that is not a package) sent with special services, such as Certified, Registered,
 Insured, or Mailgram.
- Magazines, catalogs, newsletters or other periodicals that are marked "First-Class."

Examples of First-Class mail markings begin on the following page.

First-Class Mail Examples

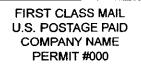
First-Class



34¢ - Stamp



Metered



Permit



20¢ - Postcard Stamp



Metered Postcard



Metered Postcard

Presorted First-Class, PRSRT, or FP



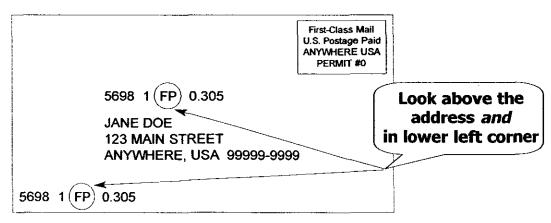
"Presorted First Class" on Metered Strip

Presorted
First-Class Mail
U.S. Postage Paid
Mailed from Zip Code 27101
PERMIT #000

"Presorted First Class" on Permit



"Presorted First Class" on Stamp



"First Class" on Permit "FP"above address or lower left

First-Class Mail Examples

AUTO

AB, or AF, or AT, or AV



******************* AUTO**3-DIGIT 999
JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

"AUTO" above or below the address



5895 AT 0.261

JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

THE STATE OF THE S

"AB, or AF, or AT, or AV" above address

AUTOCR, or AC



JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

"AUTOCR" above address



***************** AC**C-013 JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

"AC" above address

Single Piece, or SNGLP, or SP



JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

Single piece

"Presorted First-Class" left of Metered Strip
"Single piece" in lower left



JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

"Presorted First-Class" left of Metered Strip
"SNGLP" left of Barcode

First-Class Mail Examples

Certified

Registered

CERTIFIED

Z 470 381 171



Registered Mail

R-808 805 339

NOTE: You must present the article cantal one, and protoging when tining a dial million damage.



MAIL

Return Receipt Requested

item 4 if Restricted Delivery is desired. Print your name and address on the reverse so that we can return the card to you. Attach this card to the back of the mailpiece, or on the front if space permits. 1. Article Addressed to: C. Signiture X	DER: COMPLETE THIS SECTION	COMPLETE THIS SECTION ON DELIVERY			
,	m 4 if Restricted Delivery is desired, involver name and address on the reverse that we can return the card to you. lach this card to the back of the mailpiece, on the front if space permits.	3. Service Type Certified Mail Registered			
2. Article Number (Copy from service label)	icle Number (Conv from service label)				

Delivery Confirmation

United States Postal Service
DELIVERY CONFRMATION



0300 6000 0002 7636 7433

Insured

U.S. Insured Mail

V-60A 405 339

MGTE: You must present the patient, container, and packaging when faing a count for damage.

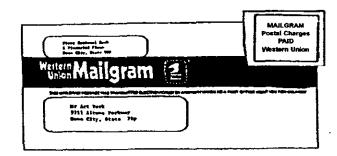


Mail from outside the US

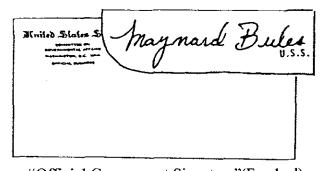
Mailgram

AIR MAIL

JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

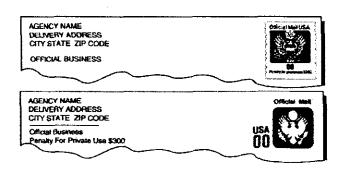


Federal Government Mail (Franked)



"Official Government Signature" (Franked)

Other Federal Government Mail



FIRST-CLASS MAIL
POSTAGE AND FEES PAID
AGENCY NAME
PERMIT NO.G-999

PRESORTED FIRST-CLASS MAIL POSTAGE AND FEES PAID AGENCY NAME PERMIT NO.G-999

"Official Mail or Government Permit Number"

Standard or Bulk Mail (Blue)

Use the following to help you determine if your mail piece should be recorded under this type:

- Mail marked "Presorted Standard" or "Bulk Rate," whether its a letter, postcard, magazine, catalog, circular, or flyer, etc.
- Detached label card with the following message and a marking for automated mail. These cards are usually accompanied by mail not in an envelope, such as advertising flyers, circulars, samples, coupons, or mail order offers. The detached label card should be recorded under "Standard or Bulk Mail" but the separate advertising pieces should be recorded under "Unaddressed mail."



For separate advertising pieces folded together, record each piece separately in the diary.

Special Note... Catalogs in envelopes marked "Bound Printed Matter" or items marked "Special Standard Mail or Media Mail," or "Library Mail" should be recorded under Packages Received (Green pages).

Examples of Standard or Bulk mail markings begin on the following page.

Standard, or STD, or Bulk Rate, or BLK RT



"Bulk Rate" on Metered Strip



"BLK RT" on Metered Strip



"Bulk Rate" on Stamp

BULK RATE
U.S. POSTAGE
PAID
BUDA, TX
Permit No. 000

"Bulk Rate" on Permit

BLK RT
U.S. POSTAGE
PAID
BUDA, TX
Permit No. 000

"BLK RT" on Permit

JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

STD

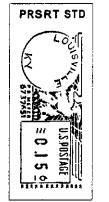
歐

"STD" left of Stamp

Presorted Standard, or PRST STD



"Presorted Standard" on Metered Strip



"PRSRT STD" on Metered Strip



"Presorted Std" on Stamp

PRESORTED STANDARD
U.S. POSTAGE PAID
NEW YORK, NY
Permit No. 1

"Presorted Standard" on Permit

PRSRT STD
U.S. POSTAGE
PAID
NEW YORK, NY
Permit No. 1

"PRSRT STD" on Permit

Note: Many of the markings may appear with any of the permit types (i.e. AUTOCR may appear with a Presort Standard, PRSRT STD, Bulk Rate, or BLK RT permit or meter strip.)

Also, AUTOCR, AUTO, CAR-RT SORT, or Carrier Route Presort may appear in the permit area in the top, right-hand corner of the mail piece.

AUTOCR

Presort Standard U.S. Postage Paid ANYWHERE USA PERMIT #0

*******AUTOCR**C-013 JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

"AUTOCR" above address

AUTO

PRSRT STD U.S. Postage Paid ANYWHERE USA PERMIT #0

******************AUTO**C-013
JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

"AUTO" above address

Carrier Route Presort, or CAR-RT SORT

Presort Standard U.S. Postage Paid ANYWHERE USA PERMIT #0

**************Carrier Route Presort ** C-004
JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

"Carrier Route Presort"

Bulk Rate U.S. Postage Paid ANYWHERE USA PERMIT #0

JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

"CAR-RT SORT"

Note: Many of the markings may appear with any of the permit types (i.e. ECR may appear with a Presort Standard, PRSRT STD, Bulk Rate, or BLK RT permit or meter strip.)

ECR with LOT, WSS, or WSH

Presort Standard U.S. Postage Paid ANYWHERE USA PERMIT #0

JANE DOE
123 MAIN STREET

ANYWHERE, USA 99999-9999

"ECRLOT" above address

Bulk Rate U.S. Postage Paid ANYWHERE USA PERMIT #0

******************ECRWSS**C-013

JANE DOE 123 MAIN STREET

ANYWHERE, USA 99999-9999

"ECRWSS" above address

PRSRT STD U.S. Postage Paid ANYWHERE USA PERMIT #0

"ECRWSH" above address

ECR Presort Standard U.S. Postage Paid ANYWHERE USA PERMIT #0

JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

****************LOT**C-013

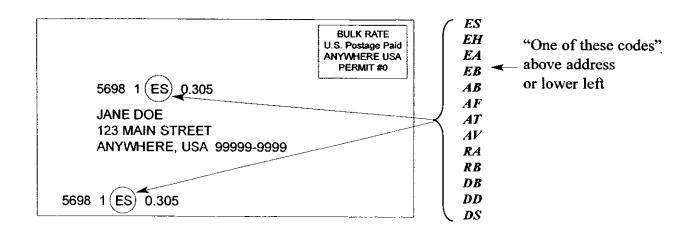
"ECR" on Permit and "LOT" above address

"ECR" on Permit and "WSS" above address

"ECR" on Permit and "WSH" above address

Note: Many of the markings may appear with any of the permit types (i.e. ES may appear with a Presort Standard, PRSRT STD, Bulk Rate, or BLK RT permit or meter strip.)

ES, EH, EA, EB, AB, AF, AT, AV, RA, RB, DB, DD, DS



Nonprofit Organization Mail (Gray)

Use the following to help you determine if your mail piece should be recorded under this type:

- All Nonprofit mail must be marked "Nonprofit Organization," Nonprofit Org.," or "Nonprofit."
- A few examples of Nonprofit Organizations are charities, schools, hospitals, churches, etc.
- May include requests for donations of money, your time, or other items, or they may be asking you to purchase an item or service.

Examples of Nonprofit mail markings begin on the following page.

Nonprofit Organization Mail Examples

Nonprofit Organization, Nonprofit Org., or Nonprofit

Nonprofit Organization
U.S. Postage
PAID
Boston, Massachusetts
Permit No. 9

"Nonprofit Organization" on Permit



"Nonprofit Org." on Metered Strip



"Nonprofit Org." on Stamp

NONPROFIT ORG. U.S. POSTAGE PAID HAPPY HEART SOCIETY

> "Nonprofit Org." on Permit

NONPROFIT U.S. POSTAGE PAID WASHINGTON, DC Permit No. 1

"Nonprofit" on Permit

Note: Many of the markings may appear with any of the permit types (i.e. AUTOCR may appear with a Nonprofit Organization, Nonprofit Org., or Nonprofit permit or meter strip.)

Also, AUTOCR or AUTO may appear in the permit area in the top, right-hand corner of the mail piece.

AUTOCR

AUTO

NONPROFIT ORG U.S. Postage Paid ANYWHERE USA PERMIT #0

JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

"AUTOCR" above address

NONPROFIT ORGANIZATION
U.S. Postage Paid
ANYWHERE USA
PERMIT #0

********************AUTO**C-013
JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

"AUTO" above address

Nonprofit Organization Mail Examples

Note: Many of the markings may appear with any of the permit types (i.e. CAR-RT SORT may appear with a Nonprofit Organization, Nonprofit Org., or Nonprofit permit or meter strip.)

Also, CAR-RT SORT or Carrier Route Presort may appear in the permit area in the top, right-hand corner of the mail piece.

Carrier Route Presort, or CAR-RT SORT

NONPROFIT ORG U.S. Postage Paid ANYWHERE USA PERMIT #0

*******Carrier Route Presort**C-013
JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

"Carrier Route Presort" above address

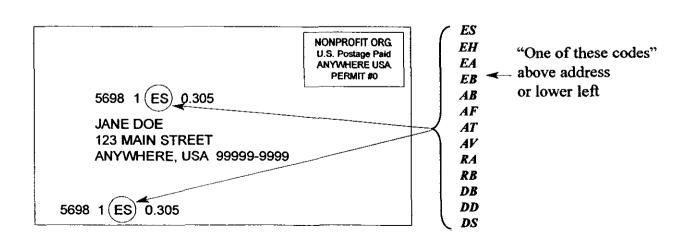
NONPROFIT ORGANIZATION U.S. Postage Paid ANYWHERE USA PERMIT #0

******CAR-RT SORT**C-0004 JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

"CAR-RT SORT" above address

Note: Many of the markings may appear with any of the permit types (i.e. ES may appear with a Nonprofit Organization, Nonprofit Org., or Nonprofit permit or meter strip.)

ES, EH, EA, EB, AB, AF, AT, AV, RA, RB, DB, DD, DS



Nonprofit Organization Mail Examples

Note: Many of the markings may appear with any of the permit types (i.e. ECR may appear with a Nonprofit Organization, Nonprofit Org., or Nonprofit permit or meter strip.)

ECR with LOT, WSS, or WSH

NONPROFIT ORG. U.S. Postage Paid ANYWHERE USA PERMIT#0

JANE DOE 123 MAIN STREET

ANYWHERE, USA 99999-9999

"ECRLOT" above address

NONPROFIT
U.S. Postage Paid
ANYWHERE USA
PERMIT #0

*****************ECRWSS**C-013

JANE DOE 123 MAIN STREET

ANYWHERE, USA 99999-9999

"ECRWSS" above address

NONPROFIT ORGANIZATION U.S. Postage Paid ANYWHERE USA PERMIT #0

******************ECRWSH**C-013 JANE DOE

123 MAIN STREET ANYWHERE, USA 99999-9999

"ECRWSH" above address

ECR
NONPROFIT
U.S. Postage Paid
ANYWHERE USA
PERMIT#0

JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

******C-013

"ECR" on Permit and "LOT" above address

ECR
NONPROFIT ORG
U.S. Postage Paid
ANYWHERE USA
PERMIT #0

JANE DOE
123 MAIN STREET

"ECR" on Permit and "WSS" above address

ANYWHERE, USA 99999-9999

"ECR" on Permit and "WSH" above address

Packages or Product Samples Received and Sent (Green)

Use the following to help you determine if your mail piece should be recorded under this type:

- Include all packages large or small.
- All packages received or sent via the United States Postal Service (USPS) as well as packages delivered by any other organization, such as the United Parcel Service (UPS), Federal Express, Airborne Express, etc.
- Be careful to distinguish between packages delivered by the United States Postal Service (USPS) and those delivered by the United Parcel Service (UPS). The United States Postal Service (USPS) markings include an Eagle while the United Parcel Service (UPS) markings have a shield.
- Product samples delivered by any organization except those included in the newspaper.

Expedited Mail Received and Sent (Gold)

Use the following to help you determine if your mail piece should be recorded under this type:

- Expedited letters, Express Paks, and Priority mail (not boxes or packages) that have been sent next day air, next day service, or 2-day service.
- Packages or Boxes should be recorded under Packages (Green pages).
- Delivered via the United States Postal Service (USPS), United Parcel Service (UPS),
 Federal Express, Airborne Express or any other Expedited mail carrier.

Examples of Expedited Mail carriers are included on the following page.

Expedited Mail Examples

Express Mail







Airborne

FedEx





UPS

DHL Worldwide Express





Magazines, Newspapers, or other Periodicals (Yellow)

Use the following to help you determine if the Magazine, Newspaper, or other Periodical should be recorded under this type:

- Delivered by the United States Postal Service (USPS) only.
- Not marked First-Class, or Standard or Bulk.
- Examples include daily, weekly and monthly magazines, alumni or fraternal magazines and newspapers.
- Do not include newspapers delivered by your local news carrier or magazines and newspapers that you bought at the store or a newsstand.

Unaddressed Mail (Peach)

Use the following to help you determine if your mail piece should be recorded under this type:

- Include materials delivered by the United States Postal Service (USPS) only.
 Do not include advertising material that has been left at your door, material hung on your doorknob, or on left on your car.
- Mail that doesn't have an address label (not even "Occupant" or "Resident").
- Mail not in an envelope, such as advertising flyers, circulars, samples, coupons, or mail order offers.
- For separate advertising pieces folded together, record each piece separately in the diary.

Appendix B2: Diary Package

Diary



Question Booklet

Use with Answer Booklets (Monday through Sunday).

If you have any questions as you complete your answer booklet call:

1-888-643-USPS (8777)

Available 11am to 9pm Central Standard Time (Mon-Fri)
12pm to 6pm Central Standard Time (Sat and Sun)

OR

e-mail your question to:

USPS@nustats.com

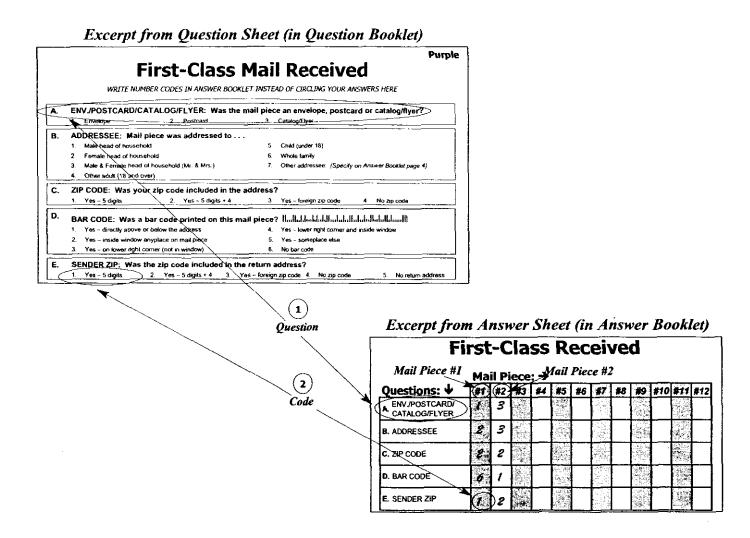


Example

Once you've sorted and numbered your mail pieces, you are ready to begin recording information, You need both this Question Booklet and the Answer Booklet. Open both this Question Booklet and the Answer Booklet to the color-coded pages for the correct mail type.

Each question sheet contains both questions (letters A, B, C, etc.) and answer codes (numbers 1,2 3, etc.) Don't record your answers in this Question Booklet; instead, use the daily Answer Booklet. Record the number that best matches your response.

Answer the questions about each mail piece down the answer sheet. For example, if you receive two (2) first-class mail pieces on Monday, you will record answers about mail piece #1 in the first column, and about mail piece #2 in the second column.



Helpful Hint... Some people have trouble with the "Mail Classification" (the last question for each mail type.) If you prefer, send us all of your mail pieces (the envelope or other outside material, not the contents) and we'll classify them for you. Be sure to label each piece with the mail type and mail piece number you've assigned it in the Answer Booklet.

First-Class Mail Received

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

	ENV IDOSTCADDICATALOGIEL VED: Was the m	nail piece an envelope, postcard or catalog/flyer?
Α.		•
<u></u>	1. Envelope 2. Postcard	3. Catalog/Flyer
B.	ADDRESSEE: Mail piece was addressed to	
	Male head of household	5. Child (under 18)
	2. Female head of household	6. Whole family
	3. Male & Female head of household (Mr. & Mrs.)	7. Other addressee: (Specify on Answer Booklet page 4)
	Other adult (18 and over)	
C.	ZIP CODE: Was your zip code included in the a	ddress?
	1. Yes - 5 digits 2. Yes - 5 digits + 4	Yes – foreign zip code No zip code
D.		
0.	BAR CODE: Was a bar code printed on this ma	
	Yes – directly above or below the address	Yes – lower right corner and inside window
	Yes – inside window anyplace on mail piece	5. Yes – someplace else
L	3. Yes - on lower right corner (not in window)	6. No bar code
E.	SENDER ZIP: Was the zip code included in the	return address?
	1. Yes - 5 digits 2. Yes - 5 digits + 4 3. Yes	s – foreign zip code 4. No zip code 5. No return address
F.	MAIL TYPE: Type of Mail (Write in only one nu	mber for each mail piece)
• •	Friend or Relative:	Business or Government:
		12. Advertising/Promotional/Sales materials only (No bills)
	, ,	Notice or confirmation of order
	Other greeting cards (birthday, sympathy, thank you)	
	Invitation Letter from friend or relative	14. Credit card statement/bill
1		15. Bill/Invoice/Premium notice
	5. Announcement (birth, marriage, etc)6. Other personal: (Specify on Answer Booklet page 4)	16. Financial statement
		17. Payment or other check/Money order/Credit (No rebate)18. Rebate received in response to coupon submitted
	IF YOU ANSWERED 1 - 6: → SKIP TO P	, , , , , , , , , , , , , , , , , , ,
	Social/Charitable/Political/Nonprofit:	19. Holiday/Greeting/Thank you card (from a business)
	7. Announcement/Meeting Notice/Invitation	20. Business invitation/Announcement (Not sales)
	8. Request for donation	21. Other business/government: (Specify on Answer Booklet pg. 4)
	9. Confirmation or thank you for donation	
	10. Bill (For Business/Government bills record code 15)	
<u></u>	11. Other social, etc.: (Specify on Answer Booklet page 4)	
G.	SENDER TYPE: What type of industry did the n	nail piece come from? (If not from Friend or Relative)
	Financial	Services:
1	 Credit Card (Visa, American Express, etc.) 	15. Telephone/Long distance company
-	2. Bank, Savings & Loan, Credit Union, Loan Co., etc.	16. Electric/Gas/Water/Utility company
	Securities broker/Company (Stockbroker)	17. Medical (doctor, dentist, hospital, not insurance co.)
	4. Money market (not with broker or bank)	18. Other professional (lawyer, accountant, engineer, etc.)
	5. Insurance company	19. Leisure/entertainment service (travel agent, hotel, etc.)
	6. Real estate/Mortgage	20. Cable TV related
İ	7. Other financial: (Specify on Answer Booklet page 4)	21. Computer related
	Merchants:	22. Other services: (Specify on Answer Booklet page 4)
	Supermarket/Grocery store	Manufacturers:
1	9. Department/discount store	23. All manufacturers
	10. Mail order company	Government:
1	11. Other store (iewelry, shoes, clothes, hardware, etc.)	24. Federal (social security, veterans administration, IRS)

12. Publisher (newspapers, books, magazines)

14. Other merchants: (Specify on Answer Booklet page 4)

13. Land promotion company

25. State and Local

Social/Charitable/Political/Nonprofit:

26. All Social/Charitable/Political/Nonprofit organizations

Н.	H. RETURN ENV.: Was a return envelope or card included?				
•••	Yes – pre-stamped or postage paid	3.	No return envelope or card included → SKIP TO J		
1	2. Yes – needs a stamp	3.	TVO TO COMMITTED BY COMMITTED B		
	DETUDAL ZID. Did the address of the neturn and		d :		
1.	RETURN ZIP: Did the address on the return envelopment. 1. Yes – 5 digits	•	•		
	 Yes - 5 digits Yes - 5 digits + 4 	3. 4.	Yes – foreign zip code No zip code		
J.	ADVERTISING: Was any advertising or promotic	onal ma	terial enclosed?		
	1. Yes				
	2. No → SKIP TO P				
K.	READING: Was the advertising (Write in one	e numbe	er only)		
	Read by a member of the household	4.	Discarded without being read		
1	Read by more than one member of the household	5.	Set aside for reading later		
<u> </u>	Looked at but not read by any member of household				
L.	REACTION: Would this advertising be described	d as			
	Usefut information we like to receive	3.	Neither interesting, enjoyable, nor useful		
L	Interesting or enjoyable, but not useful	4.	Objectionable		
M.	HOW ORDER: How could the item(s) or service(s) be or	dered? (Write in all that apply)		
	1. Mail	4.	Fax		
	2. Phone	5.	Internet		
	3. In-person	6.	Other: (Specify on Answer Booklet page 4)		
N.	RESPONSE: Is anyone in your household consi	derina i	responding to the advertisement?		
	1. Yes	3.	Maybe		
	2. No → SKIP TO P		,		
O.	HOW RESPOND: How would the response most	likaly b	ne made?		
0.	1. Mail	4.	Fax		
	2. Phone	5.	Internet		
	3. In-person	6.	Other: (Specify on Answer Booklet page 4)		
P.	ARRIVAL TIME: The mail piece				
' '	Arrived on day needed → SKIP TO R	3.	Not expected to arrive → SKIP TO R		
	2. Arrived earlier than needed → SKIP TO R	3. 4.	Arrived late		
Q.	ARRIVED LATE: If the mail piece arrived late, wa				
	1. Mailed late	3.	Don't know when mailed		
	2. Not mailed late				
R.	R. CLASS: Mail Classification (Each mail piece may show one or more of these markings - record all)				
	To classify mail: Look at markings in top right rig	ht-hand	corner, above or below address and inside window		
	Presorted First-Class, or PRSRT, or FP	11.	Return Receipt Requested		
	2. AUTO		Delivery Confirmation		
	3. AB		Signature Confirmation		
	4. AF		Insured		
	5. AT		Mail from outside the US		
	6. AV		Mailgram		
1	7. AUTOCR, or AC		Federal Government Mail with Official Signature (FRANKED)		
	8. Single Piece, or SNGLP, or SP		Other Federal Government Mail		
	9. Certified		First-Class		
	10. Registered		Can't classify type: (Please mark & place in envelope along		

First-Class Mail Sent

(If Package: Record on Answer Booklet page 11)

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. ENVELOPE OR POSTCARD: Was the mail piece an envelope or a postcard?

- 1. Envelope
- Postcard

B. MAIL TYPE: Type of Mail (Write in only one number for each mail piece)

Friend or Relative:

- 1. Holiday/Seasons greeting card
- 2. Other greeting cards (birthday, sympathy, thank you)
- 3 Invitation
- 4. Letter to friend or relative
- 5. Announcement (birth, marriage, etc)
- 6. Other personal: (Specify on Answer Booklet page 6)

IF YOU ANSWERED 1 - 6: → SKIP TO I

Business or Government:

- 7. Order
- 8. Inquiry
- 9. Payment
- 10. Other business/government: (Specify on Answer Booklet pg. 6)

Social/Charitable/Political/Nonprofit:

- 11. Donation
- 12. Inquiry
- 13. Letter
- 14. Other social, etc.: (Specify on Answer Booklet page 6)

C. ADDRESSEE TYPE: What type of industry did you send the mail piece to? (If not to friend/relative)

Financial

- 1. Credit Card (Visa, American Express, etc.)
- 2. Bank, Savings & Loan, Credit Union, Loan Co., etc.
- 3. Securities broker/Company (Stockbroker)
- 4. Money market (not with broker or bank)
- 5. Insurance company
- 6. Real estate/Mortgage
- 7. Other financial: (Specify on Answer Booklet page 6)

Merchants:

- 8. Supermarket/Grocery store
- 9. Department/discount store
- 10. Mail order company
- 11. Other store (jewelry, shoes, clothes, hardware, etc.)
- 12. Publisher (newspapers, books, magazines)
- 13. Land promotion company
- 14. Other merchants: (Specify on Answer Booklet page 6)

Services:

- 15. Telephone/Long distance company
- 16. Electric/Gas/Water/Utility company
- 17. Medical (doctor, dentist, hospital, not insurance co.)
- 18. Other professional (lawyer, accountant, engineer, etc.)
- 19. Leisure/entertainment service (travel agent, hotel, etc.)
- 20. Cable TV related
- 21. Computer related
- 22. Other services: (Specify on Answer Booklet page 6)

Manufacturers:

23. All manufacturers

Government:

- 24. Federal (social security, veterans administration, IRS)
- 25. State and Local

Social/Charitable/Political/Nonprofit:

26. All Social/Charitable/Political/Nonprofit organizations

D. AD RESPONSE: Was the mail piece sent in response to advertising or solicitation for funds?

- 1. Yes
- 2. No SKIP TO F

E. AD MATERIAL: Was the advertising/promotional/solicitation material . . .

- 1. Received in mail (not in magazine)
- 2. Seen in magazine
- 3. Seen in newspaper
- 4. Seen on Television

- 5. Heard on radio
- 6. Received over telephone
- 7. Other advertising: (Specify on Answer Booklet page 6)

F. RETURN ENV.: Did you use your own envelope or card?

- 1. Yes
- 2. No a mailing envelope or card was provided

More questions on back of page \rightarrow

G.	POSTAGE TYPE: What type of postage was on the envelope or card?				
	 Business reply mail → SKIP TO J 	4.	Other: (Specify on Answer Booklet page 6)		
	Regular postage stamp	5.	No postage at all		
	3. Meter stamp				
Н.	BAR CODE: Was a bar code printed on the e	nvelope or	card? ՍուՍուհյուհյենուհուհյեսնության		
	1. Yes	•			
	2. No				
	POSTAGE \$: How much postage did you pay	/?			
	1. 20 cents	3.	More than 33 cents		
	2. 33 cents	4.	Other: (Specify on Answer Booklet page 6)		
J.	ZIP CODE: Was the zip code included in the	address?			
	1. Yes – five digits	3.	Yes – foreign zip code		
	2. Yes – five digits + four	4.	No zip code not included		
K.	PO BOX: Was the mail piece sent to a PO Bo	x?			
	1. Yes				
	2. No				
	RETURN ZIP: Was your zip code included in	the return	address?		
	1. Yes – five digits	3.	No zip code not included		
	2. Yes – five digits + four	4.	No return address included		
M.	CLASS: Mail Classification (Each mail piece may show one or more of these markings - record all)				
	Regular First-Class	6.	Insured		
	2. Mail to outside the US	7.	Return Receipt Requested		
	3. Certified	8.	Delivery Confirmation		
	4. Registered	9.	Signature Confirmation		
	5 Mailgram	10	Other electification: (Secretar on Answer Realdet nors 6)		

Standard or Bulk Mail Received

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

ADDRESSEE: Mail piece was addressed to . . . A.

- 1. Specific member(s) of the household
- 2. "Occupant," "resident," "postal patron," with or without street address

ZIP CODE: Was your zip code included in the address? B.

- Yes five digits
- No zip code not included 2. Yes - five digits + four

- 1. Yes directly above or below the address
- Yes inside window anyplace on mail piece
- Yes on lower right corner (not in window)
- 4. Yes lower right corner and inside window
- Yes someplace else
- No bar code

SENDER ZIP: Was the zip code included in the return address? D.

- Yes five digits
- Yes five digits + four

- 3. No zip code not included
- No return address

MAIL TYPE: Was mail piece . . . (Write in only one number for each mail piece) E.

- In letter size envelope
- 2. In envelope larger than letter size (not catalog)
- Catalog in envelope
- Catalog not in envelope
- Detached label postcard

- Postcard
- Addressed Flyers/Circulars/Folded piece (no envelope)
- Newspapers/Magazines/Newsletters

IF PACKAGE: RECORD ON ANSWER BOOKLET PG. 11

Can't classify type: (Please mark & place in envelope along with other mail pieces for this day)

COUPONS: Did the mail piece contain coupons? F.

- 1. Yes
- No

G. MULTIPLE: Did the mail piece contain . . .

- Material from one organization only
- Material from several organizations → SKIP TO J

SENDER TYPE: What type of industry did the mail piece come from? (If not personal)

Financial

H.

- Credit Card (Visa, American Express, etc.)
- 2. Bank, Savings & Loan, Credit Union, Loan Co., etc.
- 3. Securities broker/Company (Stockbroker)
- 4. Money market (not with broker or bank)
- Insurance company 5.
- Real estate/Mortgage
- 7. Other financial: (Specify on Answer Booklet page 8)

Merchants:

- 8. Supermarket/Grocery store
- 9. Department/discount store
- 10. Mail order company
- 11. Other store (jewelry, shoes, clothes, hardware, etc.)
- 12. Publisher (newspapers, books, magazines)
- 13. Land promotion company
- 14. Other merchants: (Specify on Answer Booklet page 8)

Services:

- 15. Telephone/Long distance company
- Electric/Gas/Water/Utility company
- Medical (doctor, dentist, hospital, not insurance company)

Services cont.:

- 18. Other professional (lawyer, accountant, engineer, etc.)
- 19. Leisure/entertainment service (travel agent, hotel, etc.)
- 20. Cable TV related
- 21. Computer related
- 22. Other services: (Specify on Answer Booklet page 8)

Manufacturers:

23. All manufacturers

Government:

- 24. Federal (social security, veterans administration, IRS)
- 25. State and Local

Social/Charitable/Political/Nonprofit:

- 26. Union or professional organization
- 27. Church
- 28. Veterans (VFW)
- 29. Educational
- 30. Charities
- 31. Political campaign
- 32. Other Social: (Specify on Answer Booklet page 8)

I.	FAMILIARITY: Was this mail piece from an organization someone in household				
•	Does or has done business with	3. Org	ganization no one in household knows		
L	2. Knows, but no one does business with		·		
J.	RETURN ENV.: Was a return envelope or card inc	luded?			
	Yes – pre-stamped or postage paid		return envelope or card included -> SKIP TO L		
	2. Yes needs a stamp	J. 140	Tradition of the control of the cont		
1/	DETUDNIZIO. Did the address on the address				
K.	RETURN ZIP: Did the address on the return enve	-			
	1. Yes – five digits	3. NO	- zip code not included		
•	2. Yes – five digits + four				
L.	READING: Was the mail piece (Write in one r				
	Read by a member of the household		scarded without being read		
	Read by more than one member of the household	5. Se	t aside for reading later		
	Looked at but not read by any member of household				
M.	REACTION: Would this mail piece be described a	s			
	Useful information we like to receive	3. Ne	ither interesting, enjoyable, nor useful		
, , , , ,	Interesting or enjoyable, but not useful	4. Ob	jectionable		
N.	ADVERTISING: Did this mail piece contain				
	Advertisement for item(s) or service(s) to be purchased	3. Oth	ner: (Specify on Answer Booklet page 8) → SKIP TO R		
	2. Solicitation for funds → SKIP TO P		I not contain anything → SKIP TO R		
Ο.	HOW ORDER: How could the item(s) or service(s				
	Mail Phone	4. Fa: 5. Inte	x ernet		
•	3. In-person		ner: (Specify on Answer Booklet page 8)		
P.	RESPONSE: Is anyone in your household consident. 1. Yes				
		3. Ma	ybe		
	2. No → SKIP TO R				
Q.	HOW RESPOND: How would the response most	ikely be r	nade?		
	1. Mail	4. Fa			
	2. Phone 3. In-person		emet		
			ner: (Specify on Answer Booklet page 8)		
R.	R. CLASS: Mail Classification (Each mail piece may show one or more of these markings - record all)				
	To classify mail: Look at markings in top right right-hand corner, above or below address and inside window				
	Standard, or STD, or Bulk Rate, or BLK RT	13. EB			
	Presorted Standard, or PRSRT STD	13. LB			
	3. AUTOCR	15. AF			
	4. AUTO	16. AT			
	5. Carrier Route Presort, or CAR-RT SORT	17. AV			
	6. ECR	18. RA			
	7. LOT	19. RB	3		
	8. WSS	20. DB			
	9. WSH	21. DD			
	10. ES	22. DS			
	11. EH 12. EA		n't classify type: (Please mark & place in envelope along th other mail pieces for this day)		

Nonprofit Organization Mail Received

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. ADDRESSEE: Mail piece was addressed to . . .

- 1. Specific member(s) of the household
- "Occupant," "resident," "postal patron," with or without street address

ZIP CODE: Was your zip code included in the address? В.

Yes – five digits

3. No - zip code not included

Yes - five digits + four

C.

- 1. Yes ~ directly above or below the address
- 2. Yes inside window anyplace on mail piece
- Yes on lower right corner (not in window)

- Yes lower right corner and inside window
- Yes someplace else
- No bar code

D. SENDER ZIP: Was the zip code included in the return address?

- 1. Yes five digits
- Yes five digits + four

- No zip code not included
- No return address

MAIL TYPE: Was mail piece . . . (Write in only one number for each mail piece)

- 1. In letter size envelope
- In envelope larger than letter size (not catalog)
- Catalog in envelope
- Catalog not in envelope
- Detached label postcard

- Postcard
- Addressed Flyers/Circulars/Folded piece (no envelope)
- Newspapers/Magazines/Newsletters

IF PACKAGE: RECORD ON ANSWER BOOKLET PG. 11

Can't classify type: (Please mark & place in envelope along with other mail pieces for this day)

F. COUPONS: Did the mail piece contain coupons?

- Yes 1
- No

MULTIPLE: Did the mail piece contain . . . G.

- Material from one organization only
- Material from several organizations → SKIP TO J

SENDER TYPE: What type of industry did the mail piece come from? (If not personal)

Finançial

Н.

- Credit Card (Visa, American Express, etc.)
- Bank, Savings & Loan, Credit Union, Loan Co., etc.
- Securities broker/Company (Stockbroker)
- Money market (not with broker or bank)
- Insurance company
- Real estate/Mortgage
- Other financial: (Specify on Answer Booklet page 10) 7.

Merchants:

- Supermarket/Grocery store
- 9. Department/discount store
- Mail order company
- 11. Other store (jewelry, shoes, clothes, hardware, etc.)
- Publisher (newspapers, books, magazines)
- 13. Land promotion company
- 14. Other merchants: (Specify on Answer Booklet page 10)

Services:

- Telephone/Long distance company
- 16. Electric/Gas/Water/Utility company
- 17. Medical (doctor, dentist, hospital, not insurance company)

Services cont.:

- 18. Other professional (lawyer, accountant, engineer, etc.)
- 19. Leisure/entertainment service (travel agent, hotel, etc.)
- 20. Cable TV related
- 21. Computer related
- 22. Other services: (Specify on Answer Booklet page 10)

Manufacturers:

23. All manufacturers

Government:

- 24. Federal (social security, veterans administration, IRS)
- 25. State and Local

Social/Charitable/Political/Nonprofit:

- 26. Union or professional organization
- 27. Church
- 28. Veterans (VFW)
- 29. Educational
- Charities
- 31. Political campaign
- 32. Other Social: (Specify on Answer Booklet page 10)

I.	FAMILIARITY: Was this mail piece from an organization someone in household				
l	1. Does or has done business with		Organization no one in household knows		
I	2. Knows, but no one does business with		:		
J.	RETURN ENV.: Was a return envelope or card inclu	ıdad	2		
J.	Yes – pre-stamped or postage paid	3.	No return envelope or card included → SKIP TO L		
	2. Yes – needs a stamp	J.	No return envelope of card included 7 SKN TO E		
		·			
K.	RETURN ZIP: Did the address on the return envelo	•	·		
	1. Yes – five digits	3.	No – zip code not included		
<u></u>	2. Yes – five digits + four				
L.	READING: Was the mail piece (Write in one nut	mbei	r only)		
	Read by a member of the household	4.	Discarded without being read		
	2. Read by more than one member of the household	5.	Set aside for reading later		
	Looked at but not read by any member of household				
M.	REACTION: Would this mail piece be described as		·		
	Useful information we like to receive	3.	Neither interesting, enjoyable, nor useful		
	2. Interesting or enjoyable, but not useful	4.	Objectionable		
N.	ADVERTISING: Did this mail piece contain				
	Advertisement for item(s) or service(s) to be purchased	3.	Other: (Specify on Answer Booklet page 10) → SKIP TO R		
	2. Solicitation for funds → SKIP TO P	4.	Did not contain anything → SKIP TO R		
Ο.	HOW ORDER: How could the item(s) or service(s) I	be oi	dered? (Write in all that apply)		
	1. Mail	4.	Fax		
1	2. Phone	5.	Internet		
	3. In-person	6.	Other: (Specify on Answer Booklet page 10)		
P.	RESPONSE: Is anyone in your household consider	ring	responding to the advertisement/solicitation?		
	1. Yes	3.	Maybe		
	2. No → SKIP TO R				
Q.	HOW RESPOND: How would the response most like	elv i	pe made?		
	1. Mail	4.	Fax		
}	2. Phone	5.	Internet		
	3. In-person	6.	Other: (Specify on Answer Booklet page 10)		
R.	CLASS: Mail Classification (Fact mail piece may	hou	one or more of these markings, record all		
N.	· · · · · · · · · · · · · · · · · · ·				
	To classify mail: Look at markings in top right right-hand corner, above or below address and inside window				
	1. Nonprofit Organization, or Nonprofit Org., or Nonprofit	12.	ЕВ		
1	2. AUTOCR	13.	AB		
1	3. AUTO	14.	AF		
	Carrier Route Presort, or CAR-RT SORT	15.	AT		
	5. ECR		AV		
	6. LOT		RA		
	7. WSS		RB		
	8. WSH		DB		
	9. ES 10. EH		DD DS		
	11. EA		Can't classify type: (Please mark & place in envelope along		
l	10. 51	LL.	with other mail pieces for this day)		

Packages or Product Samples Received

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

L .	FROM: Was the package from	
	Friend or relative	Business – for other reasons
	2. Business – ordered by household member	5. Unsolicited sample
	Business – ordered by friend or relative	
	ADDRESS: Was the address on the package	
	1. Correct	
	2. Incorrect	
	ZIP CODE: Did the address include a zip coo	ie?
•	Yes – five digits	No – zip code not included
	2. Yes – five digits + four	·
).	BAR CODE: Was a bar code printed on the r	package? Ռովեդեկակակակակակակակական
	1. Yes	g
	2. No	
E.	RETURN ZIP: Did the return address include	e a zip code?
	1. Yes – five digits	 No – zip code not included
	Yes – five digits + four	No return address included
F.	DELIVERY: Package was delivered/handled	hv
•	United States Postal Service (USPS)	11. Airborne Overnight Air Express
	UPS Next Day Air	12. Airborne Second Day Service
	•	-
	3. UPS 2nd Day Air	13. Emery Worldwide Next Day
	4. UPS 3 Day Select	14. Emery Worldwide Second Day
	5. UPS Ground	15. Emery Worldwide Deferred
	6. FedEx Overnight	16. Emery Worldwide Ground Service
	7. FedEx 2Day	17. DHL Express Worldwide
	8. FedEx Express Saver	18, Roadway Express
	9. FedEx Ground	19. Other delivery type: (Specify on Answer Booklet page 12,
	10. FedEx Home Delivery	IF YOU ANSWERED 2 - 19: → SKIP TO H
G.	SPECIAL SVCS: Did vour package have any	of the following special services? (Write in all that apply)
	Special Handling	6. Signature Confirmation
	2. Certified	7. Insured
	3. Registered	8. C.O.D.
	•	9. No special services
	Return Receipt Requested	0 op 00.4 00.1.0-1

H. SENDER TYPE: What type of industry did the package come from? (If not from friend/relative)

Financial

- Credit Card (Visa, American Express, etc.)
- 2. Bank, Savings & Loan, Credit Union, Loan Co., etc.
- Securities broker/Company (Stockbroker)
- 4. Money market (not with broker or bank)
- 5. Insurance company
- 6. Real estate/Mortgage
- 7. Other financial(Specify on Answer Booklet page 12)

Merchants:

- Supermarket/Grocery store
- 9. Department/discount store
- 10. Mail order company
- 11. Other store (jewelry, shoes, clothes, hardware, etc.)
- 12. Publisher (newspapers, books, magazines)
- 13. Land promotion company
- 14. Other merchants: (Specify on Answer Booklet page 12)

Services:

- 15. Telephone/Long distance company
- 16. Electric/Gas/Water/Utility company
- 17. Medical (doctor, dentist, hospital, not insurance co.)

Services cont.:

- 18. Other professional (lawyer, accountant, engineer, etc.)
- 19. Leisure/entertainment service (travel agent, hotel, etc.)
- 20. Cable TV related
- 21. Computer related
- 22. Other services: (Specify on Answer Booklet page 12)

Manufacturers:

23. All manufacturers

Government:

- 24. Federal (social security, veterans administration, IRS)
- 25. State and Local

Social/Charitable/Political/Nonprofit:

- 26. Union or professional organization
- 27. Church
- 28. Veterans
- 29. Educational
- 30. Charities
- 31. Political campaign
- 32. Other Social: (Specify on Answer Booklet page 12)

1. CONTENTS: Did this package contain . . . (Write in all that apply)

- 1. Clothing
- 2. Travel products or information
- 3. Computer hardware/Peripherals
- 4. Electronics
- 5. Toys

- 6. Book(s)
- 7. Music/Video
- 8. Computer software
- 9. Food products
- 10. Other contents: (Specify on Answer Booklet page 12)

J. ITEM ORDER: How was the item(s) or service(s) ordered? (Write in all that apply)

- 1. Item ordered from print catalog
- 2. Item ordered from on-line catalog
- 3. Item ordered from store

- 4. Item ordered on-line
- From direct mail piece (not catalog)
- 6. Other: (Specify on Answer Booklet page 12)

K. PKG CONDITION: Did the package . . .

- Look all right before opening
- 2. Look damaged before opening

L. CONDITION: The contents were . . .

- 1. Not damaged
- 2. Damaged (Please describe on Answer Booklet page 12)

M. CLASS: Package Classification (If delivered by the United States Postal Service only)

- 1. First-Class (up to 13oz)
- 2. Priority
- 3. Express Mail
- 4. Standard or Bulk Rate
- 5. Standard or Bulk Rate Enhanced Carrier Route (ECR)
- 6. Parcel Post, or Bulk Rate Parcel Post, or Bulk PP
- 7. DBMC Parcel Post or DBMC PP (to Bulk Mail Center)
- 8. Nonprofit
- Nonprofit ECR
- 10. Bound Printed Matter
- 11. Special Standard Mail/Media Mail
- Library Mail
- 13. Package received from outside the US
- Can't classify: (Please mark & place in envelope along with other mail pieces for this day)

Packages Sent

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A.	ADDRESSEE: Was the package to		•
	Friend or relative		
	2. Business		
В.	ZIP CODE: Was their zip code included in the ad	ss?	
	Yes – five digits	No – zip code not included	
	2. Yes five digits + four	·	
C.	RETURN ZIP: Was your zip code included in the		
	1. Yes – five digits	·	
	2. Yes – five digits + four	4. No return address included	
D.	DELIVERY: Package was delivered/handled by .		
	United States Postal Service (USPS)	11. Airborne Overnight Air Express	·
	2. UPS Next Day Air	12. Airborne Second Day Service	
	3. UPS 2nd Day Air	13. Emery Worldwide Next Day	
	4. UPS 3 Day Select	14. Emery Worldwide Second Day	
	5. UPS Ground	15. Emery Worldwide Deferred	
	6. FedEx Overnight	16. Emery Worldwide Ground Service	
	7. FedEx 2Day	17. DHL Express Worldwide	
	8. FedEx Express Saver	18. Roadway Express	
	9. FedEx Ground	19. Other delivery type: (Specify on Ans	swer Booklet page 12)
·	10. FedEx Home Delivery	IF YOU ANSWERED 2 - 19: → GO	TO NEXT MAILPIECE
E.	SPECIAL SVCS: Did your package have any of the	ollowing special services? (Wi	rite in all that apply)
	Special Handling	6. Signature Confirmation	•••
	2. Certified	7. Insured	
	3. Registered	8. C.O.D.	
	Return Receipt Requested	9. No special services	
<u></u>	5. Delivery Confirmation	10. Other: (Specify on Answer Booklet	page 12)
F.	DISTANCE: How far away did you send your pac	ge?	
	Inside the United States:	5. 301 to 600 miles	
1	1. Local	6. 601 to 1,000 miles	
	Out of town:	7. 1,001 to 1,400 miles	
	2. 50 miles or less	8. 1,401 to 1,800 miles	
	 51 to 150 miles 151 to 300 miles 	 More than 1,800 miles Out of the United States 	
Г <u>-</u> -			
G.	CONTENTS: Did this package contain (Write		
	1. Clothing	6. Book(s)	
	Travel products or information	7. Music/Video	
	Computer hardware/Peripherals	8. Computer software	
	4. Electronics	9. Food products	
	5. Toys	10. Other contents: (Specify on Answe	r Booklet page 12)
H.	REASON: Why did you send this package		
1	Gift or other item sent to friend or relative	3. Returning unsolicited merchandise	
	Returning merchandise ordered	4. Other reason: (Specify on Answer	Booklet page 12)
1.	CLASS: Package Classification (Write in all that	nlv)	
•	1. First-Class (up to 13oz)	5. Special Standard Mail/Media Mail	
1	2. Priority	6. Parcel Post	

7. Mail sent outside the US

8. Other: (Specify on Answer Booklet page 12)

3. Express Mail

4. Bound Printed Matter

Expedited Mail Received

(Express Mail, Priority Mail, Federal Express, UPS, etc.)

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. LETTER OR PAK: Was the mail piece a letter or a pak? (If Package: record under Packages Received)

- 1. Letter
- 2. Pak

B. ADDRESSEE: Mail piece was addressed to . . .

- 1. Male head of household
- 2. Female head of household
- 3. Male & Female head of household (Mr. & Mrs.)
- 4. Other adult (18 and over)

- 5. Child (under 18)
- Whole family
- 7. Other addressee: (Specify on Answer Booklet page 14)

C. MAIL TYPE: Type of Mail (Write in only one number for each mail piece)

Friend or Relative:

- 1. Holiday/Seasons greeting card
- 2. Other greeting cards (birthday, sympathy, thank you)
- 3 Invitation
- 4. Letter from friend or relative
- 5. Announcement (birth, marriage, etc)
- 6. Other personal: (Specify on Answer Booklet page 14)

IF YOU ANSWERED 1 - 6: → SKIP TO O

Social/Charitable/Political/Nonprofit:

- 7. Announcement/Meeting Notice/Invitation
- 8. Request for donation
- 9. Confirmation or thank you for donation
- 10. Bill (For Business/Government bills record code 15)
- 11. Other social, etc.: (Specify on Answer Booklet page 14)

Business or Government:

- 12. Advertising/Promotional/Sales materials only (No bills)
- Notice or confirmation of order
- 14. Credit card statement/bilt
- 15. Bill/Invoice/Premium notice
- 16. Financial statement
- 17. Payment or other check/Money order/Credit (No rebate)
- 18. Rebate received in response to coupon submitted
- 19. Holiday/Greeting/Thank you card (from a business)
- 20. Business invitation/Announcement (Not sales)
- 21. Other business/government: (Specify on Answer Booklet p. 14)

D. SENDER TYPE: What type of industry did the mail piece come from? (If not from Friend/Relative)

Financial

- 1. Credit Card (Visa, American Express, etc.)
- 2. Bank, Savings & Loan, Credit Union, Loan Co., etc.
- 3. Securities broker/Company (Stockbroker)
- 4. Money market (not with broker or bank)
- 5. Insurance company
- 6. Real estate/Mortgage
- 7. Other financial: (Specify on Answer Booklet page 14)

Merchants:

- 8. Supermarket/Grocery store
- 9. Department/discount store
- Mail order company
- 11. Other store (jewelry, shoes, clothes, hardware, etc.)
- 12. Publisher (newspapers, books, magazines)
- 13. Land promotion company
- 14. Other merchants: (Specify on Answer Booklet page 14)

Services:

- 15. Telephone/Long distance company
- 16. Electric/Gas/Water/Utility company
- 17. Medical (doctor, dentist, hospital, not insurance co.)
- 18. Other professional (lawyer, accountant, engineer, etc.)
- 19. Leisure/entertainment service (travel agent, hotel, etc.)
- 20. Cable TV related
- 21. Computer related
- 22. Other services: (Specify on Answer Booklet page 14)

Manufacturers:

23. All manufacturers

Government:

- 24. Federal (social security, veterans administration, IRS)
- 25. State and Local

Social/Charitable/Political/Nonprofit:

26. All Social/Charitable/Political/Nonprofit organizations

E. CONTENTS: Did this letter or pak contain . . . (Write in all that apply)

- 1. Clothing
- 2. Travel products or information
- Computer hardware/Peripherals
- 4. Electronics
- 5. Toys

- 6. Book(s)
- 7. Music/Video
- 8. Computer software
- Food products
- 10. Other contents: (Specify on Answer Booklet page 14)

F. ITEM ORDER: How was the item(s) or service(s) ordered? (Write in all that apply) Item ordered from print catalog Item ordered on-line 2. Item ordered from on-line catalog From direct mail piece (not catalog) 3. Item ordered from store Other: (Specify on Answer Booklet page 14) G. RETURN ENV.: Was a return envelope or card included? 1. Yes - pre-stamped or postage paid 3. No return envelope or card included → SKIP TO I 2. Yes - needs a stamp H. RETURN ZIP: Did the address on the return envelope or card include a zip code? 1. Yes - 5 digits 3. Yes - foreign zip code 2. Yes - 5 digits + 4 No zip code ı. ADVERTISING: Was any advertising or promotional material enclosed? 2. No → SKIP TO O J. READING: Was the mail piece . . . (Write in one number only) 1. Read by a member of the household 4. Discarded without being read 5. Set aside for reading later Read by more than one member of the household Looked at but not read by any member of household K. REACTION: Would this mail piece be described as ... Useful information we like to receive Neither interesting, enjoyable, nor useful Interesting or enjoyable, but not useful Objectionable HOW ORDER: How could the item(s) or service(s) be ordered? (Write in all that apply) Mail 4. Fax Phone 2 5 Internet 6. Other: (Specify on Answer Booklet page 14) In-person M. RESPONSE: Is anyone in your household considering responding to the advertisement? 1. Yes Maybe 2. No → SKIP TO Q HOW RESPOND: How would the response most likely be made? 2. Phone 5. Internet Other: (Specify on Answer Booklet page 14) In-person 0. ARRIVAL TIME: The mail piece ... Arrived on day needed → SKIP TO Q Not expected to arrive → SKIP TO Q Arrived late Arrived earlier than needed -> SKIP TO Q P. ARRIVED LATE: If the mail piece arrived late, was it . . . Mailed late Don't know when mailed Not mailed late Q. **CLASS: Mail Classification** 1. Express Mail 7. FedEx Overnight 2. Priority Mail 8. FedEx Second Day 3. Airborne Overnight Air Express **DHL Worldwide Express** 4. Airborne Second Day 10. Other delivery type: (Specify on Answer Booklet page 14) UPS Next Day Air 11. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day) UPS Second Day Air

Expedited Mail Sent

(Express Mail, Priority Mail, Federal Express, UPS, etc.)

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

- A. LETTER OR PAK: Was the mail piece a letter or a pak? (If Package: record under Packages Sent)
 - 1. Letter
 - 2. Pak
- B. MAIL TYPE: Type of Mail (Write in only one number for each mail piece)

Friend or Relative:

- 1. Holiday/Seasons greeting card
- 2. Other greeting cards (birthday, sympathy, thank you)
- 3 Invitation
- 4. Letter to friend or relative
- 5. Announcement (birth, marriage, etc)
- 6. Other personal: (Specify on Answer Booklet page 16)

IF YOU ANSWERED 1 - 6: → SKIP TO F

Business or Government:

- 7. Order
- 8. Inquiry
- 9. Payment
- 10. Other business./government:(Specify on Answer Booklet p. 16)

Social/Charitable/Political/Nonprofit:

- 11. Donation
- 12. Inquiry
- 13. Letter
- 14. Other social, etc.: (Specify on Answer Booklet page 16)
- C. ADDRESSEE TYPE: What type of industry did you send the mail piece to? (If not to friend/relative)

Financial

- 1. Credit Card (Visa, American Express, etc.)
- 2. Bank, Savings & Loan, Credit Union, Loan Co., etc.
- 3. Securities broker/Company (Stockbroker)
- 4. Money market (not with broker or bank)
- 5. Insurance company
- 6. Real estate/Mortgage
- 7. Other financial: (Specify on Answer Booklet page 16)

Merchants:

- 8. Supermarket/Grocery store
- Department/discount store
- 10. Mail order company
- 11. Other store (jewelry, shoes, clothes, hardware, etc.)
- 12. Publisher (newspapers, books, magazines)
- 13. Land promotion company
- 14. Other merchants: (Specify on Answer Booklet page 16)

Services:

- 15. Telephone/Long distance company
- 16. Electric/Gas/Water/Utility company
- 17. Medical (doctor, dentist, hospital, not insurance co.)
- 18. Other professional (lawyer, accountant, engineer, etc.)
- 19. Leisure/entertainment service (travel agent, hotel, etc.)
- 20. Cable TV related
- 21. Computer related
- 22. Other services: (Specify on Answer Booklet page 16)

Manufacturers:

23. All manufacturers

Government:

- 24. Federal (social security, veterans administration, IRS)
- 25. State and Local

Social/Charitable/Political/Nonprofit:

- 26. All Social/Charitable/Political/Nonprofit organizations
- D. AD RESPONSE: Was the mail piece sent in response to advertising or solicitation for funds?
 - 1. Yes
 - 2. No → SKIP TO F
- E. AD MATERIAL: Was the advertising/promotional/solicitation material . . .
 - 1. Received in mail (not in magazine)
 - 2. Seen in magazine
 - 3. Seen in newspaper
 - 4. Seen on Television

- 5. Heard on radio
- Received over telephone
- 7. Other advertising: (Specify on Answer Booklet page 16)
- F. CLASS: Mail Classification (Each mail piece may show one or more of these markings record all)
 - 1. Express Mail
 - 2. Priority Mail
 - 3. Airborne Overnight Air Express
 - 4. Airborne Second Day
 - 5. UPS Next Day Air
 - 6. UPS Second Day Air

- 7. FedEx Overnight
- FedEx Second Day
- 9. DHL Worldwide Express
- 10. Other classification: (Specify on Answer Booklet page 16)

Magazines, Newspapers, or Other Periodicals Received (Record only if delivered by the United States Postal Service)

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

			-
A.	TYPE: This periodical is		
	1. Daily newspaper	5.	Monthly magazine
	2. Weekly newspaper	6.	Other magazine ,
	3. Other newspaper	7.	Other periodical: (Specify on Answer Booklet page 18)
	Weekly magazine		
В.	SENDER TYPE: Was the periodical from		
	1. Union	5.	Educational organization
	Religious organization	6.	Professional organization – someone in household is member
	3. Veterans' organization	7.	Any other publisher or organization
	Charitable organization		
C.	SUBSCRIPTION: Type of subscription?		
٠.	Paid - ordered by household member	4.	Free - came with membership
	Free - ordered by household member	5.	Gift subscription from a friend or relative
	Free – not ordered by household member	6.	Other subscription: (Specify on Answer Booklet page 18)
D.	ZIP CODE: Was your zip code included in the ac	idress'	?
	Yes – five digits		
	 Yes – five digits Yes – five digits + four 		
	•	···	
E.	Yes – five digits + four No – zip code not included	l piece	? Nashalaladahaladahaladahaladahaan
E.	2. Yes – five digits + four	l piece	? Nadalahahahahahalahalahalahaah
E .	2. Yes – five digits + four 3. No – zip code not included BAR CODE: Was a bar code printed on this mail	l piece	? Nadalahahahahalahalahahalahaadl
	2. Yes – five digits + four 3. No – zip code not included BAR CODE: Was a bar code printed on this mail 1. Yes 2. No	l piece'	? Nadalahahahahalahalahahalahandi
E. F.	 Yes – five digits + four No – zip code not included BAR CODE: Was a bar code printed on this mail Yes No ARRIVAL TIME: The mail piece	l piece	
	 Yes – five digits + four No – zip code not included BAR CODE: Was a bar code printed on this mail Yes No ARRIVAL TIME: The mail piece Arrived earlier than expected 	3.	Arrived later than expected
	 Yes – five digits + four No – zip code not included BAR CODE: Was a bar code printed on this mail Yes No ARRIVAL TIME: The mail piece		
	 Yes – five digits + four No – zip code not included BAR CODE: Was a bar code printed on this mail Yes No ARRIVAL TIME: The mail piece Arrived earlier than expected 	3.	Arrived later than expected Was not expected to arrive on any special day
F.	 Yes – five digits + four No – zip code not included BAR CODE: Was a bar code printed on this mail Yes No ARRIVAL TIME: The mail piece Arrived earlier than expected Arrived on day expected DELIVERY: This periodical Could arrive later & not cause difficulty/inconvenience 	3.	Arrived later than expected Was not expected to arrive on any special day Arrives so late that it causes difficulty/inconvenience
F.	 Yes – five digits + four No – zip code not included BAR CODE: Was a bar code printed on this mail Yes No ARRIVAL TIME: The mail piece Arrived earlier than expected Arrived on day expected DELIVERY: This periodical 	3.	Arrived later than expected Was not expected to arrive on any special day

Unaddressed Material Received

- A. COUPONS: Did the mail piece contain coupons?
 - Yes
 - 2. No
- B. SAMPLES: Did the mail piece contain a product sample?
 - 1. Yes
 - 2 No
- C. SENDER TYPE: What type of industry did the mail piece come from?

Financial

- 1. Credit Card (Visa, American Express, etc.)
- 2. Bank, Savings & Loan, Credit Union, Loan Co., etc.
- Securities broker/Company (Stockbroker)
- 4. Money market (not with broker or bank)
- Insurance company
- 6. Real estate/Mortgage
- 7. Other financial: (Specify on Answer Booklet page 20)

Merchants:

- Supermarket/Grocery store
- Department/discount store
- 10. Mail order company
- 11. Other store (jewelry, shoes, hardware, etc.)
- 12. Publisher (newspapers, books, magazines)
- 13. Land promotion company
- 14. Other merchants: (Specify on Answer Booklet page 20)

Services:

- 15. Telephone/Long distance company
- 16. Electric/Gas/Water/Utility company
- 17. Medical (doctor, dentist, hospital, not insurance co.)

Services cont.:

- 18. Other professional (lawyer, accountant, engineer, etc.)
- 19. Leisure/entertainment service (travel agent, hotel, etc.)
- 20. Cable TV related
- 21. Computer related
- 22. Other services: (Specify on Answer Booklet page 20)

Manufacturers:

23. All manufacturers

Government:

- 24. Federal (social security, veterans administration, IRS)
- 25. State and Local

Social/Charitable/Political/Nonprofit:

- 26. Union or professional organization
- 27. Church
- 28. Veterans
- 29. Educational
- 30. Charities
- 31. Political campaign
- 32. Other Social: (Specify on Answer Booklet page 20)

D. FAMILIARITY: Was this mail piece from an organization someone in household . . .

- 1. Does or has done business with
- 2. Knows, but no one does business with
- 3. Organization no one in household knows
- E. READING: Was the mail piece . . . (Write in one number only)
 - 1. Read by a household member
 - 2. Read by more than one household member
 - 3. Looked at but not read by any household member
- 4. Discarded without being read
- 5. Set aside for reading later

F. REACTION: Would this mail piece be described as . . .

- 1. Useful information we like to receive
- 2. Interesting or enjoyable, but not useful

- 3. Neither interesting, enjoyable, nor useful
- 4. Objectionable





Answer Booklet for:

MONDAY

Use with Question Sheet Booklet

Answer Booklet for:

MONDAY

Use with Question Sheet Booklet





No Mail/Packages Sent or Received Today: → ☐ CHECK HERE					
M	ail Received Monday: Total #				
Rec	cord the total number received above and then record for each mail type.				
1.	First-Class:				
	First-Class Envelopes: Total # rcvd. First-Class Postcards: Total # rcvd. Go TO PAGE 3 First-Class Postcards: Total # rcvd.				
	First-Class Catalog/Flyer: Total # rcvd. First-Class errors: # Wrong address, right person # Right address, wrong person DO NOT ANSWER OUESTIONS				
2.	# Wrong address, wrong person ABOUT THESE Standard or Bulk: Total # rcvd. >> GO TO PAGE 7 (BLUE)				
3.	Nonprofit Organization: Total # rcvd. → GO TO PAGE 9 (GRAY)				
4.	Packages or Product Samples: Total # rcvd. → GO TO PAGE 11 (GREEN)				
5.	Expedited: Total # rcvd. → GO TO PAGE 13 (GOLD)				
6.	Magazines, Newspapers, or Other Periodicals: Total # rcvd. → GO TO PAGE 17 (YELLOW)				
7.	Unaddressed Material: Total # rcvd. → GO TO PAGE 19 (PEACH)				
Ma	ail Sent Monday: Total #				
	Envelopes: Total # sent				
	Packages: → GO TO PAGE 11 (GREEN)				
	Expedited: → GO TO PAGE 15 (GOLD)				

No Mail/Packages Sent or Received Today: → □ CHECK HERE					
M	ail Received Monday: Total #				
Rec	cord the total number received above and then record for each mail type.				
1.	First-Class:				
	First-Class Envelopes: Total # rcvd.				
	First-Class Postcards: Total # rcvd. GO TO PAGE 3 First-Class Catalog/Flyer: Total # rcvd. (PURPLE)				
	First-Class Catalog/Flyer: Total # rcvd. (PURPLE)				
	First-Class errors: # Wrong address, right person J				
	# Right address, wrong person DO NOT ANSWER				
	# Wrong address, wrong person ABOUT THESE				
2.	Standard or Bulk: Total # rcvd. → GO TO PAGE 7 (BLUE)				
3.	Nonprofit Organization: Total # rcvd.				
4.	Packages or Product Samples: Total # rcvd> GO TO PAGE 11 (GREEN)				
5.	Expedited: Total # rcvd. → GO TO PAGE 13 (GOLD)				
6.	Magazines, Newspapers, or Other Periodicals: Total # rcvd. → GO TO PAGE 17 (YELLOW)				
7.	Unaddressed Material: Total # rcvd. → GO TO PAGE 19 (PEACH)				
Mail Sent Monday: Total #					
	Envelopes: Total # sent co To PAGE 5 (BURDLE)				
	Postcards: Total # sent				
	Packages: Total # sent → GO TO PAGE 11 (GREEN)				
	Expedited: Total # sent -> GO TO PAGE 15 (GOLD)				

No	Mail/Packages Sei	nt or Re	eceived To	day: -	→ ☐ CHECK HERE
M	ail Received Tu	uesda	y:	Tota	al #
Red	ord the total number rece	ived abov	e and then re	cord for e	each mail type.
1.	First-Class:				
	First-Class Envelopes:		_ Total # rcvd.)	
	First-Class Postcards:		_ Total # rcvd.	l	GO TO PAGE 3
	First-Class Catalog/Flyer:		_ Total # rcvd.		(PURPLE)
	First-Class errors:	# Wrong	address, right _l	person J	
	vierrerumbraskeite		ddress, wrong address, wrong	•	DO NOT ANSWER QUESTIONS ABOUT THESE
2.	Standard or Bulk:		Total # rcvd.	→ GO TO	PAGE 7 (BLUE)
3.	Nonprofit Organizatio	n:	Total	# rcvd	GO TO PAGE 9 (GRAY)
4.	Packages or Product S	Samples:	Total	# rcvd	GO TO PAGE 11 (GREEN)
5.	Expedited:		Total # rcvd.	→ GO TO	PAGE 13 (GOLD)
6.	Magazines, Newspape or Other Periodicals:		Total # rcvd.	→ G0 T0	D PAGE 17 (YELLOW)
7.	Unaddressed Material	<u> </u>	Total # rcvd.	→ G0 T0	PAGE 19 (PEACH)
Ma	ail Sent Tuesda	эу:	Tot	al#	
	Envelopes: To	otal # sent]		2015
	Postcards: To	otal # sent.	GO TO PA	IGE 5 (PUF	(PLE)
	Packages: To	otal # sent	→ GO TO PA	GE 11 (GRE	EEN)
	Expedited: To	otal # sent	→ GO TO PA	GE 15 (GO	LD)

10	The check here					
M	ail Received Tuesday: Total #					
₹ec	cord the total number received above and then record for each mail type.					
1.	First-Class:					
	First-Class Envelopes: Total # rcvd.					
	First-Class Postcards: Total # rcvd. GO TO PAGE 3					
	First-Class Catalog/Flyer: Total # rcvd. (PURPLE)					
	First-Class errors: # Wrong address, right person					
	# Right address, wrong person DO NOT ANSWER Wrong address, wrong person # Wrong address, wrong person					
2.	Standard or Bulk: Total # rcvd. → GO TO PAGE 7 (BLUE)					
3.	Nonprofit Organization: Total # rcvd. GO TO PAGE 9 (GRAY)					
4.	Packages or Product Samples: Total # rcvd GO TO PAGE 11 (GREEN)					
5.	Expedited: Total # rcvd> GO TO PAGE 13 (GOLD)					
6.	Magazines, Newspapers, or Other Periodicals: Total # rcvd. → GO TO PAGE 17 (YELLOW)					
7.	Unaddressed Material: Total # rcvd. → GO TO PAGE 19 (PEACH)					
М;	Mail Sent Tuesday: Total #					
	Envelopes: Total # sent					
	Postcards: Total # sent GO TO PAGE 5 (PURPLE)					
	Packages: Total # sent → GO TO PAGE 11 (GREEN)					
	Expedited: Total # sent -> GO TO PAGE 15 (GOLD)					

No	Mail/Packages Sent or Received Today: → ☐ CHECK HERE
M	ail Received Wednesday: Total #
Red	ord the total number received above and then record for each mail type.
1.	First-Class:
	First-Class Envelopes: Total # rcvd.
	First-Class Postcards: Total # rcvd. GO TO PAGE 3 First-Class Catalog/Elver: Total # rcvd. (PURPLE)
	First-Class Catalog/Flyer: Total # rcvd. (PURPLE)
	First-Class errors: # Wrong address, right person
	# Right address, wrong person DO NOT ANSWER
	# Wrong address, wrong person ABOUT THESE
2.	Standard or Bulk: Total # rcvd. → GO TO PAGE 7 (BLUE)
3.	Nonprofit Organization: Total # rcvd. → GO TO PAGE 9 (GRAY)
4.	Packages or Product Samples: Total # rcvd. > GO TO PAGE 11 (GREEN)
5.	Expedited: Total # rcvd. → GO TO PAGE 13 (GOLD)
6.	Magazines, Newspapers, or Other Periodicals: Total # rcvd. → GO TO PAGE 17 (YELLOW)
7.	Unaddressed Material: Total # rcvd. → GO TO PAGE 19 (PEACH)
Ma	ail Sent Wednesday: Total #
	Envelopes: Total # sent
	Postcards: Total # sent } GO TO PAGE 5 (PURPLE)
	Packages: Total # sent → GO TO PAGE 11 (GREEN)
	Expedited: Total # sent > GO TO PAGE 15 (GOLD)

No	Mail/Packages Sent or Re	eceived Today:	→ ☐ CHECK HERE		
M	ail Received Wednes	sday:	_ Total #		
Rec	ord the total number received above	e and then record fo	r each mail type.		
1.	First-Class:				
	First-Class Envelopes:	_ Total # rcvd.)		
	First-Class Postcards:	_ Total # rcvd.	GO TO PAGE 3		
	First-Class Catalog/Flyer:	_ Total # rcvd.	(PURPLE)		
	First-Class errors: # Wrong	address, right person -)		
		ddress, wrong person address, wrong person	DO NOT ANSWER QUESTIONS ABOUT THESE		
2.	Standard or Bulk:	Total # rcvd. → GO	TO PAGE 7 (BLUE)		
3.	Nonprofit Organization:	Total # rcvd.	GO TO PAGE 9 (GRAY)		
4.	Packages or Product Samples:	Total # rcvd.	GO TO PAGE 11 (GREEN)		
5.	Expedited:	Total # rcvd. → GO	TO PAGE 13 (GOLD)		
6.	Magazines, Newspapers, or Other Periodicals:	Total # rcvd. → GO	TO PAGE 17 (YELLOW)		
7.	Unaddressed Material:	Total # rcvd. → GO	TO PAGE 19 (PEACH)		
Mail Sent Wednesday: Total #					
	Envelopes: Total # sent	GO TO PAGE 5 (P	I IDDI E)		
	Postcards: Total # sent	GO TO PAGE 5 (P	ORF LL)		
	Packages: Total # sent	→ GO TO PAGE 11 (G	REEN)		
	Expedited: Total # sent	→ GO TO PAGE 15 (G	OLD)		

No Mail/Packages Sent or Received Today: -> check Here				
Ŋ	ail Received Thursday: Total #			
Rec	ord the total number received above and then record for each mail type.			
1.	First-Class:			
	First-Class Envelopes: Total # rcvd.			
	First-Class Postcards: Total # rcvd. GO TO PAGE 3			
	First-Class Postcards: Total # rcvd. GO TO PAGE 3 First-Class Catalog/Flyer: Total # rcvd.			
	First-Class errors: # Wrong address, right person			
	# Right address, wrong person DO NOT ANSWER Wrong address, wrong person # Wrong address, wrong person ABOUT THESE			
2.	Standard or Bulk: Total # rcvd. → GO TO PAGE 7 (BLUE)			
3.	Nonprofit Organization: Total # rovd. > GO TO PAGE 9 (GRAY)			
4.	Packages or Product Samples: Total # rcvd GO TO PAGE 11 (GREEN)			
5. ,	Expedited: Total # rcvd. → GO TO PAGE 13 (GOLD)			
6.	Magazines, Newspapers, or Other Periodicals: Total # rcvd. → GO TO PAGE 17 (YELLOW)			
7.	Unaddressed Material: Total # rovd. → GO TO PAGE 19 (PEACH)			
Mail Sent Thursday: Total #				
	Envelopes: Total # sent GO TO PAGE 5 (PURPLE)			
	Postcards: Total # sent			
	Packages: Total # sent → GO TO PAGE 11 (GREEN)			
	Expedited: Total # sent -> GO TO PAGE 15 (GOLD)			

lo	lo Mail/Packages Sent or Received Today: → □ снеск неге					
4	ail Received Thursday: Total #					
ec	ord the total number received above and then record for each mail type.					
1.	First-Class:					
	First-Class Envelopes: Total # rcvd.					
	First-Class Postcards: Total # rcvd. GO TO PAGE 3					
	First-Class Catalog/Flyer: Total # rcvd. (PURPLE)					
	First-Class errors: # Wrong address, right person					
	# Right address, wrong person DO NOT ANSWER Wrong address, wrong person # BOUT THESE					
2.	Standard or Bulk: Total # rcvd. → GO TO PAGE 7 (BLUE)					
3.	Nonprofit Organization: Total # revd. > GO TO PAGE 9 (GRAY)					
4.	Packages or Product Samples: Total # revd. > GO TO PAGE 11 (GREEN)					
5.	Expedited: Total # rcvd> GO TO PAGE 13 (GOLD)					
6.	Magazines, Newspapers, or Other Periodicals: Total # rcvd. → GO TO PAGE 17 (YELLOW)					
7.	Unaddressed Material: Total # rcvd. → GO TO PAGE 19 (PEACH)					
4	Mail Sent Thursday: Total #					
	Envelopes: Total # sent GO TO PAGE 5 (PURPLE)					
	Postcards: Total # sent GO TO PAGE 5 (PURPLE)					
	Packages: Total # sent → GO TO PAGE 11 (GREEN)					
	Expedited: Total # sent > GO TO PAGE 15 (GOLD)					

No	Mail/Packages Sent	t or Re	ceived To	day: → [CHECK HERE	
M	ail Received Fri	day:	·	Total #		
Rec	ord the total number receiv	ed above	e and then re	cord for each	mail type.	
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	First-Class Envelopes:	•	_ Total # rcvd.			
	First-Class Postcards:		_ Total # rcvd.	~ ~ ~ ~	TO PAGE 3 IRPLE)	
	First-Class Catalog/Flyer:		_ Total # rcvd.	(PC	IRPLE)	
	First-Class errors:	# Wrong a	address, right	person ノ		
	- And the state of	# Right ac	dress, wrong		O NOT ANSWER UESTIONS	
		# Wrong a	address, wrong	person J	BOUT THESE	
2.	Standard or Bulk:	····	Total # rcvd.	→ GO TO PA	GE 7 (BLUE)	
3.	Nonprofit Organization	:	Tota	# rcvd. → G	GO TO PAGE 9 GRAY)	
4.	Packages or Product Sa	amples:	Total	l#rcvd. → G	O TO PAGE 11 GREEN)	
5.	Expedited:		Total # rcvd.	SO TO PAG	GE 13 (GOLD)	
6.	Magazines, Newspaper or Other Periodicals:		Total # rcvd.	→ GO TO PA	GE 17 (YELLOW)	
7.	Unaddressed Material:		Total # rcvd.	→ ĠO TO PA	GE 19 (PEACH)	
Ma	Mail Sent Friday: Total #					
	Envelopes: Tot		GO TO P	AGE 5 (PURPLE	·)	
	Postcards: Tot	al # sent	١ ٥٥٠٠٠٠		,	
	Packages: Tot	al # sent	→ GO TO PA	GE 11 (GREEN)		
	Expedited: Tot	al # sent	→ GO TO PA	GE 15 (GOLD)		

No Mail/Packages Sent or Received Today:> CHECK HERE						
M	ail Received Friday: Total #					
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1.	First-Class:					
	First-Class Envelopes: Total # rcvd.					
	First-Class Postcards: Total # rcvd. GO TO PAGE 3					
	First-Class Catalog/Flyer: Total # rcvd. (PURPLE)					
	First-Class errors: # Wrong address, right person					
	# Right address, wrong person DO NOT ANSWER QUESTIONS ABOUT THESE					
2.	Standard or Bulk: Total # rcvd. → GO TO PAGE 7 (BLUE)					
3.	Nonprofit Organization: Total # rcvd. SGO TO PAGE 9 (GRAY)					
4.	Packages or Product Samples: Total # rcvd. > GO TO PAGE 11 (GREEN)					
5.	Expedited: Total # rcvd> GO TO PAGE 13 (GOLD)					
6.	Magazines, Newspapers, or Other Periodicals: Total # rcvd. → GO TO PAGE 17 (YELLOW)					
7.	Unaddressed Material: Total # rcvd. → GO TO PAGE 19 (PEACH)					
M	Mail Sent Friday: Total #					
	Envelopes: Total # sent GO TO PAGE 5 (PURPLE)					
	Postcards: Total # sent					
	Packages: Total # sent -> GO TO PAGE 11 (GREEN)					
	Expedited: Total # sent -> GO TO PAGE 15 (GOLD)					

No	Mail/Packages Ser	it or Re	ceived To	day: —	CHECK HERE
M	ail Received Sa	turda	ay:	Tot	al#
Rec	cord the total number recei	ved abov	e and then re	cord for e	ach mail type.
1.	First-Class:				
	First-Class Envelopes:		_ Total # rcvd.		
	First-Class Postcards:		_ Total # rcvd.	. (GO TO PAGE 3
	First-Class Catalog/Flyer:	<u></u>	_ Total # rcvd.		(PURPLE)
	First-Class errors:	# Wrong	address, right	person J	
		# Right a	ddress, wrong	person]	DO NOT ANSWER ➤ QUESTIONS
		# Wrong	address, wrong	g person J	ABOUT THESE
2.	Standard or Bulk:		Total # rcvd.	→ GO TC	PAGE 7 (BLUE)
3.	Nonprofit Organization	n:	Tota	l#rcvd. ∹	GO TO PAGE 9 (GRAY)
4.	Packages or Product S	amples:	Tota	l#rcvd. →	GO TO PAGE 11 (GREEN)
5.	Expedited:		Total # rcvd.	→ GO TO	PAGE 13 (GOLD)
6.	Magazines, Newspape or Other Periodicals:		Total # rcvd.	→ GO TO	PAGE 17 (YELLOW)
7.	Unaddressed Material	.	Total # rcvd.	→ GO TO	PAGE 19 (PEACH)
M;	ail Sent Saturd	ay: _	То	tal#	
	Envelopes: To	otal # sent	GO TO P	AGE 5 (PUR	DI E)
	Postcards: To	otal # sent	J 30 70 P	10L 0 (FUN	, r.
	Packages: To	otal # sent	→ GO TO PA	GE 11 (GRE	EN)
	Expedited: To	tal # sent	→ GO TO PA	GE 15 (GOL	D)

40	Many Packages Sent of Received Today: CHECK HERE
M	ail Received Saturday: Total #
₹ec	cord the total number received above and then record for each mail type.
1.	First-Class:
	First-Class Envelopes: Total # rcvd.
	First-Class Postcards: Total # rcvd. GO TO PAGE 3
	First-Class Catalog/Flyer: Total # rcvd. (PURPLE)
	First-Class errors: # Wrong address, right person
	# Right address, wrong person DO NOT ANSWER ———— # Wrong address, wrong person ABOUT THESE
2.	Standard or Bulk: Total # rcvd. → GO TO PAGE 7 (BLUE)
3.	Nonprofit Organization: Total # rcvd. → GO TO PAGE 9 (GRAY)
4.	Packages or Product Samples: Total # revd.
5.	Expedited: Total # rcvd. → GO TO PAGE 13 (GOLD)
6.	Magazines, Newspapers, or Other Periodicals: Total # rcvd. → GO TO PAGE 17 (YELLOW)
7.	Unaddressed Material: Total # rcvd. → GO TO PAGE 19 (PEACH)
M	ail Sent Saturday: Total #
	Envelopes: Total # sent GO TO PAGE 5 (PURPLE)
	Postcards: Total # sent GO TO PAGE 5 (PURPLE)
	Packages: Total # sent → GO TO PAGE 11 (GREEN)
	Expedited: Total # sent -> GO TO PAGE 15 (GOLD)

No	Mail/Packages Sent or Received Today: → □ CHECK HERE
Ma	ail Received Sunday: Total #
Rec	ord the total number received above and then record for each mail type.
1.	First-Class: First-Class Envelopes: Total # rcvd. First-Class Postcards: Total # rcvd. First-Class Catalog/Flyer: Total # rcvd. First-Class errors: # Wrong address, right person # Right address, wrong person # Wrong address, wrong person # Wrong address, wrong person # Wrong address, wrong person # Wrong address, wrong person
	# Wrong address, wrong person > ABOUT THESE Standard or Bulk: Total # revd. → GO TO PAGE 7 (BLUE) Nonprofit Organization: Total # revd. → GO TO PAGE 9 (GRAY)
	Packages or Product Samples: Total # rcvd.
5. ,	Expedited: Total # rcvd. → GO TO PAGE 13 (GOLD)
6.	Magazines, Newspapers, or Other Periodicals: Total # revd. → GO TO PAGE 17 (YELLOW)
7.	Unaddressed Material: Total # rcvd. → GO TO PAGE 19 (PEACH)
Ma	ail Sent Sunday: Total #
	Envelopes: Total # sent GO TO PAGE 5 (PURPLE) Postcards: Total # sent GO TO PAGE 11 (GREEN)
	Expedited: Total # sent -> GO TO PAGE 15 (GOLD)

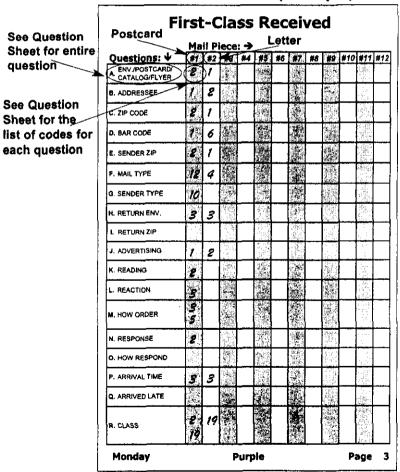
No	Mail/Packages Sent or Received Today: → □ CHECK HERE
M	ail Received Sunday: Total #
Red	ord the total number received above and then record for each mail type.
1.	First-Class:
	First-Class Envelopes: Total # rcvd.
	First-Class Postcards: Total # rcvd. GO TO PAGE 3 First-Class Catalog/Flyer: Total # rcvd. (PURPLE)
	First-Class Catalog/Flyer: Total # rcvd. (PURPLE)
	First-Class errors: # Wrong address, right person
	# Right address, wrong person DO NOT ANSWER
	# Wrong address, wrong person ABOUT THESE
2.	Standard or Bulk: Total # rcvd. → GO TO PAGE 7 (BLUE)
3.	Nonprofit Organization: Total # rcvd. Total # rcvd. GO TO PAGE 9 (GRAY)
4.	Packages or Product Samples: Total # rcvd> GO TO PAGE 11 (GREEN)
5.	Expedited: Total # rcvd. → GO TO PAGE 13 (GOLD)
6.	Magazines, Newspapers, or Other Periodicals: Total # rcvd. → GO TO PAGE 17 (YELLOW)
7.	Unaddressed Material: Total # rcvd. → GO TO PAGE 19 (PEACH)
M	ail Sent Sunday: Total #
	Envelopes: Total # sent GO TO PAGE 5 (PURPLE)
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	Packages: Total # sent → GO TO PAGE 11 (GREEN)
	Expedited: Total # sent -> GO TO PAGE 15 (GOLD)

Example

Today you received a First-Class postcard from a mail order company, and a letter from a friend.

- 1. Open the Question Booklet to the purple page, First-Class Mail Received.
- 2. For question A, your number code is either: 1 (envelope), 2 (postcard), or 3 (catalog/flyer) as shown on the question sheet.
- 3. Write a "2" for postcard as shown below.
- 4. Finish answering the remaining questions (B-R) about the postcard.
- 5. Answer the same questions about mail piece #2, the letter from a friend, on the same page in the column under #2.

Answer Sheet (Example)



Example

Today you received a First-Class postcard from a mail order company, and a letter from a friend.

- 1. Open the Question Booklet to the purple page, First-Class Mail Received.
- 2. For question A, your number code is either: 1 (envelope), 2 (postcard), or 3 (catalog/flyer) as shown on the question sheet.
- 3. Write a "2" for postcard as shown below.

- 4. Finish answering the remaining questions (B-R) about the postcard.
- 5. Answer the same questions about mail piece #2, the letter from a friend, on the same page in the column under #2.

Answer Sheet (Example)

See Question	Postcard Letter												
Sheet for entire	Questions: ↓	Mail Piece: 5						#8	40	#10 #11 #12			
question	ENV./POSTCARD/ CATALOG/FLYER	2	1	7	77	**	***	77	#0	73	115		
	B. ADDRESSEE	7	2	-				**		-	30,≱		
See Question		خسا	ļ				_	****			1886 M.S.		
Sheet for the	C. ZIP CODE	2	1	y r				5X.		70			
list of codes for	D. BAR CODE	1	6			7.7							
each question	E. SENDER ZIP	8	1					K K					
	F. MAIL TYPE	12	4	-1 14 -1 14						Jelst			
	G. SENDER TYPE	10	Ť		_		_	2 3 A 5 A 5 A 5 A 5 A 5 A 5 A 5 A 5 A 5 A		1	3 3 3 3 2		
			<u> </u>	9640 975		3		-7-1			10 M		
	H. RETURN ENV.	3	3						_	, °, '			
	I. RETURN ZIP	L								i			
	J. ADVERTISING	1	2					1					
	K. READING	2						i je	-	218			
	L. REACTION	3				ji N				s r ús			
		3		**		si k			-	200 100			
	M. HOW ORDER	3						34					
	N. RESPONSE	2						11		÷.,			
	O. HOW RESPOND												
	P. ARRIVAL TIME	-	3		-			3.X			12.155 12.25 12.25		
-	Q. ARRIVED LATE	3	7				-		\dashv	***			
	Q. ARRIVED LATE									je.	- 4.		
ļ	R. CLASS	2	19	4		Ē.							
		19									34		
	Monday	Purple								Page 3			

. irst-Class Received

Mail Piece: →

	1,14	II PIECE	· 7				
Questions: Ψ	#1	#2 #3	#4 #5	#6 #7	#8 #9	#10 #1	1 #12
A. ENV./POSTCARD/ CATALOG/FLYER							
B. ADDRESSEE				and the			
C. ZIP CODE							1
D. BAR CODE							
E. SENDER ZIP		Selection described				11.	
F. MAIL TYPE							1
G. SENDER TYPE			13 1 (\$16 (\$2))	in sin			
H. RETURN ENV.					\$1000 \$1000		
I. RETURN ZIP				\$ \$ A	:.		
J. ADVERTISING		2.5					†
K. READING				20 (V 1.0) 1 (A2) 1 (21) 44			
L. REACTION							
W. HOW ORDER			434			1	
N. RESPONSE	 						
D. HOW RESPOND	111						
P. ARRIVAL TIME		Salar Salar Salar	.				
2. ARRIVED LATE	100 100 1 2 3 5 1 3 5 5						
₹. CLASS							

Monday

Purple

Page 3

Specify ot). answers and/or provide comments here

Ques.

	Letter	Specify Others/Comments:
MAIL PIECE#		
MAIL PIECE#		
MAIL PIECE #		
MAIL PIECE #		
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MAIL PIECE #		
MAIL PIECE#	·	
MAIL PIECE#		

Monday

Purple

First-Class Sent

Mail Piece: →

	Mail Piece: 7												
Questions: Ψ	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12	
A. ENVELOPE OR POSTCARD													
B. MAIL TYPE			1000 1000 1000 1000 1000 1000 1000 100				***************************************						
C. ADDRESSEE TYPE	i û e Gwes												
D. AD RESPONSE													
E. AD MATERIAL													
F. RETURN ENV.													
G. POSTAGE TYPE	dispersion of						*						
H. BAR CODE	er e												
I. POSTAGE \$													
J. ZIP CODE			Sample Sample										
K. PO BOX	-36 /2 //												
L. RETURN ZIP	48.7						7.1						
M. CLASS													
	1		1				100	1	1 1	l			

Monday

Purple

Specify other answers and/or provide comments here

Ques.

	Letter	Specify Others/Comments:
MAIL PIECE#		
MAIL PIECE #		
MAIL PIECE#		
MAIL PIECE#		
MAIL PIECE#		
MAIL PIECE #		
MAÍL PIECE #		
MAIL PIECE#		

Monday

Purple

Standard or Bulk Received

Mail Piece: →

#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
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Monday Blue Page 7

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Ques

	Letter	Specify Others/Comments:
MAIL PIECE#		
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MAIL PIECE#		
MAIL PIECE #		
MAIL PIECE#		
MAIL PIECE#		
MAÍL PIECE#		
MAIL PIECE #		

Monday Blue Page 8

Nonprofit Organization Received

Mail Piece: →

	I I I I	Piece:									
Questions: Ψ	#1 #	2 #3		#5	#6	#7.	#8	#9	#10	#11	#12
A. ADDRESSEE		12 O.L.		***		2 (1990) 2 (2)	-				
B. ZIP CODE											
C. BAR CODE	5.5 (88)			184				1,000 cm			
D. SENDER ZIP		¥.	* 14 ** ** ** **	7			- "	\$ 100 mg			
E. MAIL TYPE			.,	3.3524 1452	•					- 1	
F. COUPONS											
G. MULTIPLE	92. 1										
H. SENDER TYPE	V 1.					30 23 kg					
I. FAMILIARITY			: 27.7 2.7								
J. RETURN ENV.		19 MA	5.2 3.6								
K. RETURN ZIP											
L. READING	e Bassile est					N.					
M. REACTION		\$5 e0.				ja Vistori					
N. ADVERTISING	**		(e) (e)								
O. HOW ORDER	7 12 N										
P. RESPONSE		13.7	l.vij	ğ. 1		iri iio		A11			
Q. HOW RESPOND			i i i								
R. CLASS											

Monday

Gray

Specify oth, answers and/or provide comments here

Ques.

	Letter	Specify Others/Comments:
MAIL PIECE#		
MAIL PIECE#		
MAIL PIECE#		
MAIL PIECE#		
MAIL PIECE#		
VIAIL PIECE#		
VIAIL PIECE#		
VIAIL PIECE#		

Monday Gray Page 10

Packag or Product Samples Received Mail Piece: →

	1-14	•• • •		• /								
Questions: ↓	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. FROM					交流				12242 1235			
B. ADDRESS												
C. ZIP CODE	12		7.26				特		illian Kajida Silah			
D. BAR CODE	7.8											
E. RETURN ZIP					第							
F. DELIVERY	+ 5.4											
G. SPECIAL SVCS									8			-
H. SENDER TYPE				•								
I. CONTENTS	2.54											
J. ITEM ORDER			A .						ul Nacional			
K. PKG CONDITION	19.46A				: Handis in		- (d) - (d) - (d)					
L. CONDITION			* :									
M. CLASS			HALT									

Packages Sent

	Mai	II P	iece	: →								
Questions: Ψ	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. ADDRESSEE			5 100 E									
B. ZIP CODE				-			化绿石					
C. RETURN ZIP			4 3X		200		Ŷij				13 feet 13 feet	
D. DELIVERY					.W							
E. SPECIAL SVCS												
F. DISTANCE		·			Took		- ES		eyan.			
G. CONTENTS			7									
H. REASON							Š.		2			
I. CLASS					7. V. 1. 18. P. 1							
Monday	1			rec	<u>an</u>		استسمسا		A	Dag	16	11

Specify oth... answers and/or provide comments here

Ques.

	<u>Letter</u>	Specify Others/Comments:
MAIL PIECE#		
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MAIL PIECE#		
MAIL PIECE#		
MAIL PIECE#		

Monday

Green

Expedited Received

	Σ	Mail Flece:	ָ נו נו	١								
Questions: ↓	#1	#2	£ 3	#	#2	9#	47	#8	6#	#10	#10 #11	#12
A. LETTER OR PAK					1. 27 1 31					·	-	
B. ADDRESSEE			. * ** . * (1)									
C. MAIL TYPE									1-03 2278			
D. SENDER TYPE												
E. CONTENTS									Data Junio	i .	STEAC NOTE:	
F. ITEM ORDER							*					
G. RETURN ENV.											4.14 3.14 4.1	
H. RETURN ZIP					110		3.9					
I. ADVERTISING												
J. READING	224 3 157 3											
K. REACTION											¥ ;	
L. HOW ORDER												
M. RESPONSE			2 \$12.1 2									
N. HOW RESPOND		··-··										
D. ARRIVAL TIME												
P. ARRIVED LATE												
3. CLASS												

Page 13

Cold

Monday

Specify other answers and/or provide comments here

Ques.

	Letter	Specify Others/Comments:
MAIL PIECE #		
MAIL PIECE #		
MAIL PIECE #		
MAIL PIECE #		
MAIL PIECE #		
MAIL PIECE #		
MAIL PIECE#		
MAIL PIECE#		

Monday

Gold

Expedited Sent

Mail Piece: →

				• •								
Questions: Ψ	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. LETTER OR PAK			્રવે									
B. MAIL TYPE	i Sulve											
C. ADDRESSEE TYPE					1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1							
D. AD RESPONSE		·	 		- N - N - N - N - N - N - N - N - N - N							
E. AD MATERIAL												
F. CLASS					:							

Monday Gold Page

Specify ot). answers and/or provide comments here

Ques.

	Letter	Specify Others/Comments:
MAIL PIECE#		
MAIL PIECE #		
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MAIL PIECE #		
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MAIL PIECE #		
MAIL PIECE #		
MAIL PIECE#		

Monday

Gold

Magazines, Newspapers, and Other Periodicals Received

Mail Piece: →

	1.10		IECE									
Questions: Ψ	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. TYPE												
B. SENDER TYPE												
C. SUBSCRIPTION												
D. ZIP CODE			(A)									
E. BAR CODE									18 ga. 1			
F. ARRIVAL TIME	- 1. 35 18. 18. 19.						3.83) (2.47.4		12. 12.1 21. 12.1 11. 11.1			
G. DELIVERY							¥.		н			

Specify oth... answers and/or provide comments here

Ques.

	Letter	Specify Others/Comments:
MAIL PIECE#		·
MAIL PIECE#		
MAÍL PIECE#		
MAIL PIECE#		

Monday

Yellow

Unaddressed Material Received

Mail Piece: →

	PIG											
Questions: Ψ	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. COUPONS												
B. SAMPLES												
C. SENDER TYPE												
D. FAMILIARITY			7.1									
E. READING												
F. REACTION			1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		11.7		2.9					

onday Peach

Specify oth... answers and/or provide comments here

Ques.

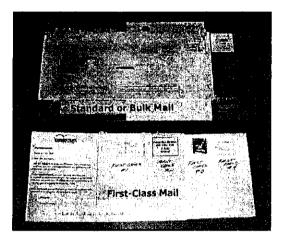
	Letter	Specify Others/Comments:
MAIL PIECE#		
MAIL PIECE#		
MAIL PIECE#		
MAIL PIECE#		
MAIL PIECE#		
MAIL PIECE#		
MAIL PIECE #		
MAIL PIECE #		

Monday Peach

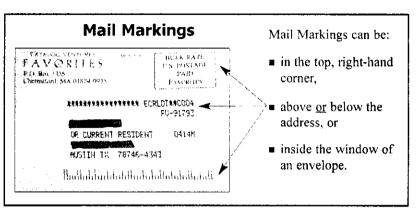
Appendix B2: Diary Package

Ouick Start

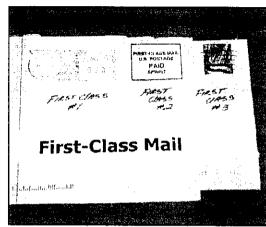
PHOTO QL CK START



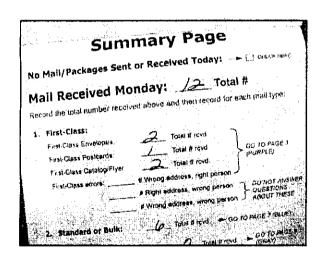
Sort your mail into the 7 types of mail listed in the Instruction Booklet.



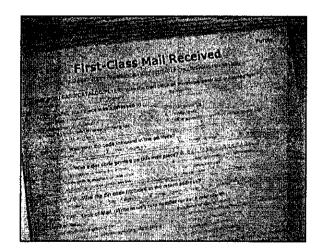
Use the mail markings to help you sort your mail.



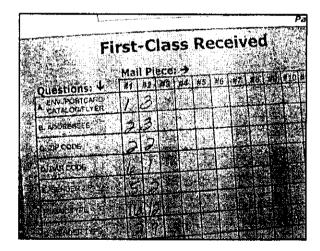
Label and number the mail pieces within the 7 types of mail.



Open the Answer Booklet for Monday (or first mail day). Complete the Summary Page (page 1) by recording the total amounts of mail of each type you received.



Open the Question Booklet to page 1 - First-Class Mail Received. (If you did not receive First-Class mail today, skip to page 3, First-Class Mail Sent, or page 5, Standard or Bulk mail or other pages for mail types you did receive.)



Record answers to questions about each mail piece in the Answer Booklet. Be sure to record mail for each mail type you receive (Monday - Sunday) on the pages for that mail type.



Appendix B2: Diary Package

Reminder Card



- 1. Return your completed Answer Booklets and mail pieces in the pre-paid Priority Mail envelope.
- 2. Return your completed Technology Questionnaires (if included in your package).
- **3.** Mark your choice on the gift selection form.

We will mail your gift after we receive your completed Answer Booklets and Technology Questionnaires!





- 1. Return your completed Answer Booklets and mail pieces in the pre-paid Priority Mail envelope:
- **2.** Return your completed Technology Questionnaires (if included in your package).
- 3. Mark your choice on the gift selection form.

We will mail your gift after we receive your completed Answer Booklets and Technology Questionnaires!





- 1. Return your completed Answer Booklets and mail pieces in the pre-paid Priority Mail envelope.
- 2. Return your completed Technology Questionnaires (if included in your package).
- 3. Mark your choice on the gift selection form.

We will mail your gift after we receive your completed Answer Booklets and Technology Questionnaires!

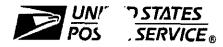




- 1. Return your completed Answer Booklets and mail pieces in the pre-paid Priority Mail envelope.
- 2. Return your completed Technology Questionnaires (if included in your package).
- **3.** Mark your choice on the gift selection form.

We will mail your gift after we receive your completed Answer Booklets and Technology Questionnaires!





c/o NuStats

801 E. William Cannon, Suite 115 Austin, Texas 78745



c/o NuStats

801 E. William Cannon, Suite 115 Austin, Texas 78745



c/o NuStats

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c/o NuStats

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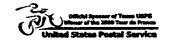
Appendix B2: Diary Package

Gift Form



Gift Selection Form

In appreciation for your participation, choose one of the following gifts: Charitable donation of \$25 in your name to the Lance Armstrong Cancer Foundation Tour de France commemorative Team USPS T-shirt & Cap from the United States Postal Service (team sponsor) and outfitter Pearl Izumi Twenty-five dollars Is your mailing address correct? If not check here and update below: Name Address City, State, Zip Phone Mail back with your completed Answer Booklets & Technology questionnaires! UNITED STATES **Gift Selection Form** In appreciation for your participation, choose one of the following gifts: Charitable donation of \$25 in your name to the Lance Armstrong Cancer Foundation Tour de France commemorative Team USPS T-shirt & Cap from the United States Postal Service (team sponsor) and outfitter Pearl Izumi Twenty-five dollars Is your mailing address correct? If not check here and update below: \Box Name Address City, State, Zip



Phone

Appendix B2: Diary Package

Instruction Card

I'm ~nished . . . What do I need to send back?

- Completed Answer Booklets and mail pieces for each day.
- **Technology questionnaire(s)** if included in your package.
- Gift Selection form with your choice of gift selected.

Place everything in the pre-paid Priority Mail envelope provided in this package.

Drop in any public U.S. Postal Service mail box or at your local post office.



Mon - Fri: 11am - 9pm CST Sat & Sun: 12pm - 6pm CST or, e-mail your question to: USPS@nustats.com

I'm finished . . . What do I need to send back?

- Completed Answer Booklets and mail pieces for each day.
- Technology questionnaire(s) if included in your package.
- Gift Selection form with your choice of gift selected.

Place everything in the pre-paid Priority Mail envelope provided in this package.

Drop in any public U.S. Postal Service mail box or at your local post office.

Ouestions? Call our hotline at: 1-888-643-USPS (8777)

Mon - Fri: 11am - 9pm CST Sat & Sun: 12pm - 6pm CST or, e-mail your question to: USPS@nustats.com

I'm finished . . . What do I need to send back?

- Completed Answer Booklets and mail pieces for each day.
- Technology questionnaire(s) if included in your package.
- Gift Selection form with your choice of gift selected.

Place everything in the pre-paid Priority Mail envelope provided in this package. Drop in any public U.S. Postal Service

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- Completed Answer Booklets and mail pieces for each day.
- Technology questionnaire(s) if included in your package.
- Gift Selection form with your choice of gift selected.

Place everything in the pre-paid Priority Mail envelope provided in this package.

Drop in any public U.S. Postal Service mail box or at your local post office.

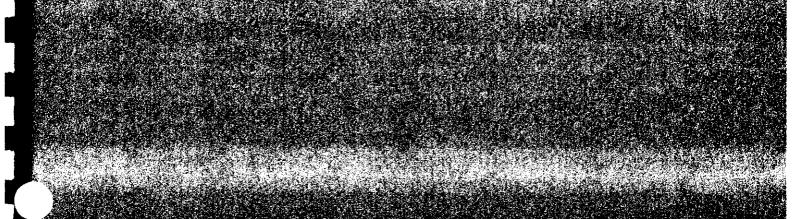
Questions? Call our hotline at: 1-888-643-USPS (8777)

Mon - Fri: 11am - 9pm CST Sat & Sun: 12pm - 6pm CST or, e-mail your question to: USPS@nustats.com



Appendix B2: Diary Package

Certificate of Appreciation





Certificate of Appreciation



Dear Smith Family:

Thank you for participating in the Household Diary Study. This information will be used to achieve our main goal, which is to improve local mail service. The information will also help us design systems to use our resources most effectively, develop strategies for making wise program advances, and monitor the effects of electronic technology on regular mail service. Ultimately, these data will be used to analyze ways of keeping the cost of service at a minimum.

The study is conducted on our behalf by NuStats, a professional research company in Austin, Texas. NuStats ensures that all information collected is strictly confidential and will be used for our research purposes only. The information from your household will be used only in combination with data from other participating households.

There are three main components to completing the Household Diary Study: 1) recording all mail your household sends during a 7-day period, 2) recording all mail your household receives during the same period, and 3) completing the enclosed technology questionnaire(s).

To help you get started right away, we have enclosed a Photo Quick Start sheet. More detailed instructions and examples of mail markings can be found in the Instruction Booklet. If you have any questions, do not hesitate to call NuStats at 1-888-643-8777 between 11am - 9pm Monday through Friday, or 12pm - 6pm Saturday or Sunday, Central Standard Time.

I would like to thank you again for your participation and willingness to do the research that will help us improve our performance at your local Post Office.

Sincerely,

William J. Henderson
Postmaster General, CEO

Enclosures

- 1. Photo Ouick Start
- 2. Instruction Booklet
- 3. Question Booklet
- 4. Answer Booklet (7) and daily envelopes (7) one for each day of week
- 5. Gift Selection Form
- 6. "I'm finished . . ." postcard
- 7. Priority mail envelope
- 8. *Technology questionnaires one for each household member age 13 and older

*Not every household receives Technology questionnaires







Appendix C: Technical Documentation of Methods



Appendix C1: Sampling Plan

Design and Methodology

The purpose of the study is to obtain comprehensive market data on mail sent and received by households and, specifically, to supply:

- A detailed picture of the household mailstream, including mail class and subclass, characterize recipient households and mail senders by sector and industry, identify contents of mail, and describe household attitudes and responses patterns concerning mail received.
- A comparison of underlying trends in household mail usage and receipt between 1987 and succeeding years of the study.
- Detailed data on households' use of the Internet for various purchases (e.g. e-commerce, bill paying, emails, and e-cards that will impact the household mailstream).

These data are useful to the volume forecasting, planning, marketing, and rate-making functions of USPS.

Sampling Plan

This sampling plan description provides information on how households were selected for the study. A sample is the subset of the population that is used to gain information about the entire population. The population of inference for the HDS comprised all U.S. households. A stratified three-stage probability sample was used to select a sample that would truly represent all U.S. households. The probability design ensures that each household will have an equal chance of selection.

To accomplish this, a master national sample was specified and drawn by in-house sampling statisticians. The probability sample of households was drawn by USPS from the national database of addresses following specifications produced by NuStats. Then a stratified random selection from the master sample was made to identify the quarterly samples. The master sample design involved a three-stage probability sample with stratification by county (clusters) at the primary sampling stage and by a county at the secondary stage. At the third stage, household clusters were selected.

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

The Primary Sampling Units (PSUs) were clusters of The 30 largest Metropolitan Statistical Areas (MSAs) were treated as individual units (each was a cluster of counties) and was a self-representing The other 288 MSAs were sampled proportionately to their population; approximately 20 of the MSAs were individually sampled. remaining counties of the U.S. (all 800+ nonmetropolitan counties) were area-clusters sampled in proportion to the population. The probability sample households were drawn using a highly stratified geographic design to ensure that the final sample would be representative of households comprising five geographic regions: East, Northeast, South, Central, and West. There were a total of 87 PSUs categorized into three strata:

- 1. Large Metro areas 30 largest MSAs,
- 2. Other Metro areas 21 other MSAs, and
- 3. Non-Metro areas 36 non-metropolitan counties or groups of counties.

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

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

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

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

The sample was continuously fielded, throughout all 52 weeks of the year. Allocations were temporally disproportionate in order to ensure greater amounts of data collection during peak mail flow periods.



Appendix C2: Data Collection Method

Data Collection Method

The study uses a two-stage design in which households are recruited to participate in the diary study in a household interview (Stage 1) and recruited households complete a 7-day diary of mail received and sent (Stage 2). In the PFY 2001 study, 9,991 households were recruited to participate in the diary study, and 5,353 households actually completed 7-day mail diaries.

Stage 1: Household Interview

The main function of the household interview is to recruit households to participate in the diary study. However, it is also used to collect information on household and person demographics, recall of mail sent and received, adoption and use of communication technologies, and attitudes about mail received.

The household interview consisted of 9,991 completed interviews with an adult member (age 18 or older) in the household. These respondents represented a cross-section of U.S. households by geography and household income. The household interview contained 157 items and took an average of 21 minutes to administer. The flow of the interview included all of the following elements.

- Introduction. As a springboard for detailed questions, each interview began with an introduction, the purpose of the interview, and a battery of questions on how much respondents enjoy doing certain types of communications activities (e.g. emailing, writing cards and letters, reading cards and letters).
- Mail volume recall. The respondent was asked to summarize how many personal letters, greeting cards, electronic greeting cards, and packages, all members of the household have received in a particular time period.
- Use of postal services. The use of post offices, post office boxes, private mailing services was explored.
- Communication with non-US friends and relatives. If members of the households had any friends or relatives living oversees, they were asked about cards, letters, emails, telephone calls, and wire transfers sent.

- Technology adoption and use. Questions were asked about ownership and use of personal computers, fax machines, Internet, and other new communications technologies.
- Bill payments. Bill payment volumes, methods, and timing were explored in depth.
- Periodicals. Summary volumes of magazines and newspapers received by the household were collected.
- Advertising. Descriptions of advertising received by the household as well as attitudes about the advertising, and orders placed because of it, were elicited.
- Online shopping. Respondents were asked about their online shopping habits.
- Financial accounts and credit cards. Respondents were asked to summarize the total accounts and credit cards held.
- Household and person demographics. Demographic items included gender, age, marital status, employment status, educational attainment, race/ethnicity, household income, wage earners in household, home ownership, residence tenure, and dwelling type.

Households completed the recruitment interview via computer assisted telephone interviewing (CATI) and the diary package was mailed to the household via Priority Mail. This diary package contained instructions, diaries for seven days, a card to identify the choice of incentive and a Priority Mail return envelope. Households that could not be reached via telephone were mailed a recruitment letter. The response rate for the recruitment stage was 48 percent.¹

Most refusals took place prior to even hearing who NuStats was and why the firm was calling. Households that refused and that were later recontacted cited time constraints and privacy concerns as their reasons for not participating.

¹ Response rate was calculated using a formula provided by the American Association of Public Opinion Research. It is as follows: Response rate = (Completed Interviews + Percent of Eligibility Unknown) / (Eligible Households + Percent Eligibility Unknown)

Stage 2: Mail Diary Package

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

The diary package contained a Certificate of Appreciation, Instruction Booklet, and a "Quick Start" sheet that was photo-based. The Instruction Booklet was multi-purpose. It provided information about the study, answers to frequently asked questions, instructions for filling out the diary, guidelines for sorting mail, and examples of mail markings.

The diary instrument was comprised of two parts:

- 1. Question sheets were contained in the Instruction Booklet. Question sheets were organized by mail classification (e.g. First-Class mail received, First-Class mail sent, Standard, Bulk Rate, or Nonprofit, etc.). The question sheets were color-coded by mail classification. Information to be collected about each mail classification included: type of mail piece (i.e. envelope, postcard, catalog), receiver zip code, sender zip code, mail classification, mail type, sender type, information about advertising enclosed and receiver reaction or responses to it, and timeliness of the mail piece arrival.
- 2. Answer booklets were specific to each day (e.g. Monday, Tuesday, Wednesday, etc.). The diary

packages contained seven answer booklets. Each booklet was arranged by mail classification and color-coded to correspond to the question sheets.

Households were instructed to enclose pertinent information from each mail piece received in the returned diary packages to enable NuStats editors to verify or clarify quantity and classes of mail recorded in the diaries. A three-stage editing process was used to check the accuracy of the diary information recorded by each household. First, returned diary packets were culled for those that represented a reasonable attempt to complete the diary. Second, the diary information recorded for each day was checked to assure sufficient and logical answers and also to verify recorded information against mail markings returned in the package by the householder. Third, a second editor re-checked the diary information recorded for each day as noted above. This second edit was a quality control check that assured the accuracy of the data. Completed diaries were given a rating of 1 (little follow-up needed), 2 (follow-up call needed), or 3 (unusable).

During the editing process, correction call-backs were made to households to clarify information or to fill-in missing information. About 3% of returned diaries did not pass the edit checking process, while over half required some form of respondent re-contact to clarify or correct diary information.

Of the 9,991 households recruited to receive a diary package, 5,353 actually returned acceptable² completed diaries to NuStats for a completion rate of 54 percent.

² Acceptable was defined as returning diaries with data suitable for analysis.



Appendix C3: Data Processing

Data Management

Data management entails how the information resulting from the Household Interview and Mail Diaries were processed, made available for analysis, documented and stored. Household interviews that were conducted via telephone were done using computer-assisted telephone interviewing (CATI) technologies. The questionnaire and relevant data checks were programmed into a master questionnaire that was then distributed to the individual computer terminals used by interviewers to administer the survey. In-home interviewers were completed on a paper questionnaire and these were subsequently entered into the same CATI questionnaire at NuStats. The diary information was entered into a data entry program that was pre-programmed with data checking routines.

After completion of data collection, editing, and entry tasks, the survey data were contained in eight data files. One data file contained the Household Interview data. It was developed as an SAS file. The Mail Diary data is in eight files — one for each mail classification (First-Class mail received, First-Class mail sent, etc.). These files were developed as SAS files.

The file variables are identified by variable name. For each file variable, the File Information contains:

- Label, which is a brief description of the variable,
- Measurement level, which specifies the level of measurement as scale (numeric data on an interval or ratio scale), ordinal, or nominal.
 Nominal and ordinal data can be either string (alphanumeric) or numeric,
- Value formats, which identify the response codes, and
- Column width and alignment.

Several SAS programming operations were necessary to put the Mail Diary data in the desired form for analysis. The structure for these programs in contained in a separate File Information document that accompanied the data delivery.

Various edit routines were implemented to check the consistency of the reported data and to identify

reporting or entry errors. Routine edit checks were conducted to examine questionnaire responses for reasonableness and consistency across items. Routine checks included such items as:

- Response code range checks,
- Checks for proper data skips and patterns of answering questions consistent with prior answers.
- Checks for realistic responses (e.g., number of online purchases possible in one month), and
- Checks for high frequency of item non-response (missing data).

When conducting these checks, data were compared against the actual survey forms or respondents were recontacted. Extreme values that were either impossible or unlikely were identified, and inconsistent data were corrected when possible. For example, extremely high numbers of computers owned by a household were examined to determine whether they were legitimate data or probable entry errors. Some extreme or inconsistent data values that could not be corrected were edited to missing values.

In addition, in-depth customized data checks were done to ensure that data within each record of the Household Interview was logically consistent. For example, a respondent reported paying bills by Internet only if he/she also reported having Internet access. Customized checks were also completed to ensure consistency between the Household Interview and Mail Diary data. For example, addressee was identified as a child (under 18) in the diary only if the household also reported having a child in the Household Interview.

Documentation of raw variables, derived variables, and analytical programs were provided in a data documentation binder that accompanied the data delivery. Identifiable information, such as respondent names, addresses, and telephone numbers, were removed to protect respondent confidentiality and privacy. Such information has been stored in a locked archival file.



Sample Demographic Profile (all counts unweighted)

TABLE |
Annual Household Income by Recruitment / Retrieval Status

Annual -	Recruited	Households 💮 🖳	e produce de la company
Household Income	Retrieved 🥞	Not Retrieved	Total
Under \$7,000	63	101	164
\$7,000 - \$9,999	63	114	177
\$10,000 - \$14,999	156	183	339
\$15,000 - \$19,999	189	183	372
\$20,000 - \$24,999	219	227	446
\$25,000 - \$34,999	466	396	862
\$35,000 - \$49,999	695	513	1,208
\$50,000 - \$64,999	711	513	1,208
\$65,000 - \$79,999	568	449	1,017
\$80,000 - \$99,999	440	312	752
\$100,000 or more	545	421	1,017
Don't Know	72	104	176
Refused	1166	1122	2,288
Total	5,353	4,638	9,991

TABLE 11Number of Adults in Household by Recruitment / Retrieval Status

			<u> </u>			
One	1,227	1,173	2,400			
Two	3.247	2,485	5,732			
Three	625	664	1,289			
Four	203	224	427			
Five or More	50	82	132			
Refused	1	10	11			
Total	5,353	4,638	9,991			

TABLE 111Geographic Region by Recruitment / Retrieval Status

Geographic Region	Recruited	Households	a Total
East	1,108	919	2,025
Northeast	772	805	1,577
South	1,155	1,166	2,321
Central	1,250	877	2,127
West	1,070	871	1,941
Total	5,353	4,638	9,991

TABLE IVUrban / Rural Location by Recruitment / Retrieval Status

: Urban / Rurate			CONTRACTOR
Location	Retrieved	No remeved	
30 Largest Metro Areas	2,534	2,406	4,940
Other Metro Areas	1,666	1,434	3,100
Non-Metropolitan Areas	1,153	798	1,951
Total	5,353	4,638	9,991

TABLE VAge of Head of Household by Recruitment / Retrieval Status

l'otal	5,353	4,638	9,991
Refused	35	32	67
65+	978	904	1,882
45 - 64	2,222	1,611	3,833
25 - 44	1,946	1,814	3,760
18 - 24	172	277	449
rijeza i bazarar	ARESTOCK		

TABLE VIEducational Attainment of Head of Household by Recruitment / Retrieval Status

Educational Attainment	Recruited	Households	Total
of Head of Household	Retrieved	Not Retrieved	10101
8th grade or less	53	121	174
Some high school	173	310	483
High school graduate	1,424	1,475	2,899
Some college	1,076	935	2,011
Technical School Graduate	148	129	277
College graduate	1,655	1,134	2,789
Postgraduate work	753	416	1169
Refused	71	118	189
Fotal	5,353	4,638	9,991



Appendix C4: Data Weighting and Expansion Section

The PFY 2001 HDS utilizes both weighting and expansion factors to 1) adjust the sample data to match population parameters and 2) expand mail volumes exhibited in the diary sample to all households in the United States.

This section illustrates the methodology selected in creating sampling and expansion weights for the PFY 2001 Household Diary Study.

Weighting Procedures — PFY 2001 Recruitment

Sampling weights were produced separately for the households that participated in the recruitment phase of the PFY 2001 HDS, and those that completed and returned a diary. There were two main weighting variables: Geography and Income. PFY 2001 recruitment geographic weights were derived from the following variables:

Strata: Strata consists of three separate categories that define the urban/rural location of each household while region consists of five categories that define geographic location. A household may be classified within strata as residing in the top 30 metropolitan areas nationwide, any other metropolitan area, or a provides area³. Table non-metropolitan Α from PFY unweighted sample counts recruitment data for strata:

TABLE A
HDS 2001 Recruitment Data: Urban/Rural Location

Total	9,991	100.0	
Non-Metro Counties	1,951	19.5	100.0
Other Metro Areas	3,100	31.0	80.5
30 Largest Metro Areas	4,940	49.4	49.4

³ Metropolitan area is defined within the sample according to the official definition utilized by the US Census Bureau, commonly referred to as Metropolitan Statistical Areas (MSAs). Metropolitan areas are defined as single- or multi-county areas. Non-metropolitan areas are counties which do not belong to a metropolitan area. Each sample county was categorized under strata according to its metropolitan status.

Region: Counties were also grouped according to their geographical location within the United States (See Table B). There are five mutually exclusive regions (along with respective states):

Five Regions:

East: District of Columbia, Delaware, Kentucky, Maryland, North Carolina, Ohio, Pennsylvania, South Carolina, Virginia, West Virginia.

Northeast: Connecticut, Massachusetts, Maine, New Hampshire, New Jersey, New York, Rhode Island, Vermont.

South: Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, Oklahoma, Tennessee, Texas.

Central: Colorado, Iowa, Illinois, Indiana, Kansas, Michigan, Minnesota, Missouri, North Dakota, Nebraska, South Dakota, Wisconsin, Wyoming.

West: Alaska, Arizona, California, Hawaii, Idaho, Montana, New Mexico, Nevada, Oregon, Utah, Washington.

TABLE B
HDS 2001 Recruitment Data: Geographic Region

Total	9,991	100.0	
West	1,941	19.4	100.0
Central	2,127	21.3	80.6
South	2,321	23.2	59.3
Northeast	1,577	15.8	36.1
East	2,025	20.3	20.3
e spring.			

Strata/Region: Strata and Region are combined to form a concatenated variable producing 15 strata/region cells. Table C indicates the distribution of households from the PFY 2001 recruitment sample within Strata and Region.

Population parameters for the intersection of strata and region were based on 2000 census counts of households by county. Each county was grouped according to its location within strata/region cells, resulting in 15 mutually exclusive and exhaustive geographic categories (See Table D).

To calculate the weight for each strata/region interval, the population percentage was divided by the sample percentage. Geography weights appear in the last column to the right in Table D.

TABLE CDistribution of Households within Strata and Region

	Strata (V	Row		
Geographic Region		Other Metro		Totals
East	745	796	484	2,025
Northeast	1,097	312	168	1,577
South	690	993	638	2,321
Central	1,090	581	456	2,127
West	1,318	418	205	1,941
Column Totals	4,940	3,100	1,951	9,991

 TABLE D

 HDS 2001 Recruitment Data: Construction of Geographic Weight

Sirvic	A Geografia Region	lipuseholds (Population)	Percent	Households (Sample)	Percent	Weigh
	East	8,028,626	7.6%	745	7.5%	1.02
30	Northeast	11,069,634	10.5%	1,097	11.0%	0.96
Largest Metro	South	8,676,765	8.2%	690	6.9%	1.19
Areas	Central	10,546,750	10.0%	1,090	10.9%	0.92
	West	13,017,358	12.3%	1,318	13.2%	0.94
	East	7,898,719	7.5%	796	8.0%	0.94
Other	Northeast	2,757,292	2.6%	312	3.1%	0.83
Omer Metro	South	10,928,031	10.4%	993	9.9%	1.04
Areas	Central	5,385,909	5.1%	581	5.8%	0.88
	West	4,612,462	4.4%	418	4.2%	1.05
	East	5,515,532	5.2%	484	4.8%	1.08
Non-	Northeast	1,681,693	1.6%	168	1.7%	0.95
Metro	South	6,190,317	5.9%	638	6.4%	0.92
Areas	Central	6,207,946	5.9%	456	4.6%	1.29
	West	2,963,067	2.8%	205	2.1%	1.37
Totals		105,480,101	100.0%	9,991	100.0%	1.00

Income Imputation Procedures

In addition to weighting for differences in geography between the sample and the population, an additional weight was created based on differences in income distribution. Weights were calculated for income based upon the following sequence:

First, income was imputed for those respondents who either did not know their household income or refused to answer the question. This was accomplished using a "hot deck" approach to imputation. To achieve this, the sample was stratified according to a number of variables correlated with income.

These include strata/region, age and educational attainment of the head of household, and the number of wage earners. To be effective, each of these explanatory variables used in stratifying the file must have a valid response. Therefore, non-responses for these variables were imputed. In the case of age, non-responses were coded according to the age distribution for valid responses. Wage earners were imputed based on the ratio between household size and wage earners for valid responses. Educational attainment was imputed based on the distribution of valid responses, maintaining consistency between educational attainment and age.

Once all four variables used in stratifying the data to prepare for income imputation were populated with valid cases, the sample was stratified according to the following sort order:

Income Imputation Sort Order:

- 1) Strata/Region,
- 2) Educational Attainment of Head of Household,
- 3) Number of Wage Earners, and
- 4) Age of the Head of Household.

Non-responses to the income question were then recoded into a new variable containing original valid cases and imputed non-responses. Imputation was accomplished manually by donating neighbor cases to those coded as don't know or refused. Cases directly above non-responses were used as donors up to two times (for consecutive non-responses). For those instances in which there were three or more consecutive non-responses, cases directly below these cases were used as the donor case. This process continued until all responses to the income question were recoded as valid responses. The resulting distribution was then evaluated against the original income distribution to determine consistency. Figure A illustrates the resultant changes between the original income distribution and the imputed income distribution.

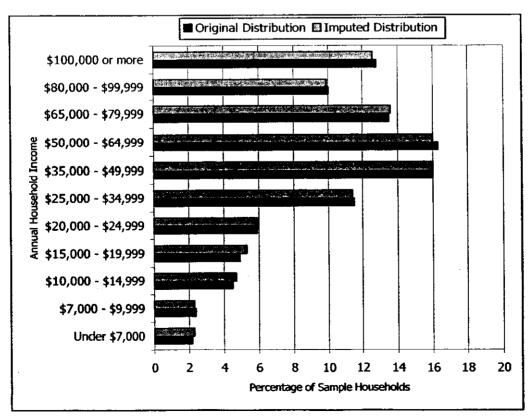


FIGURE A

Comparison Between Original and Imputed Income Distribution

Base: Valid Responses to Household Income question from recruitment interview and imputed non-responses (9,991 Households). Note: Distribution based on unweighted cases...

TABLE E
HDS 2001 Recruitment Interview: Construction of Income Weight

Income Categories	Percent (Population)	Households (Sample)	Percent (Sample)	Weight
Under \$7K	6.90%	211	2.18%	3.17
\$7K to <\$10K	3.44%	235	2.42%	1.42
\$10K to <\$15K	7.80%	447	4.61%	1.69
\$15K to <\$20K	7.04%	523	5.40%	1.31
\$20K to <\$25K	6.99%	629	6.49%	1.08
\$25K to <\$35K	13.17%	1,178	12.15%	1.08
\$35K to < \$50K	15.91%	1,642	16.94%	0.94
\$50K to <\$65K	12.36%	1,647	16.99%	0.73
\$65K to <\$80K	8.44%	1,189	12.27%	0.69
\$80K to <\$100K	7.23%	922	9.51%	0.76
\$100K and over	10.71%	1,069	11.03%	0.97
Totals	100.0	9,692	100.0	1.00

The main effect of imputation is an increase in the middle-income categories, maintaining – with some exceptions – the original sample distribution. An income weight is then calculated based upon population parameters of income distribution as reported in the 2001 Current Population Survey data produced by the US Bureau of the Census⁴. Table E illustrates the calculation of the income weights.



The resultant income weights were then multiplied to the geographic weights explained above. Frequency distributions were generated for one common variable (gender) with unweighted and weighted counts. To ensure that weighted counts of recruitment data would equal unweighted counts, the resultant weights were adjusted based on the ratio between unweighted and weighted counts.

An additional weight was constructed for use with the recruitment data for certain items that measured volume (i.e. number of cards sent, number of magazines received, etc.). This weight is identical to the final weight with an added component, adjusting volumetric items based on the number of weeks within each postal quarter. This allowed for the adjustment of seasonal fluctuations between postal quarters that were due to the differing lengths within postal quarters.

Weighting Procedures — PFY 2001 Diary Data

As mentioned above, 9.991 households participated in the recruitment phase of the PFY 2001 HDS, while 5.353 households completed usable diaries. Balancing weights for the diary portion of the PFY 2001 HDS are essentially identical to weights used in recruitment, providing an adjustment for the reduction in sample size and the addition of age of head of household. For those households in which either more than one person was identified as the head of household or no individual was identified as the head of household, one was chosen. This was completed based on the following sequence of criteria: 1) oldest male, 2) oldest female (if no male exists).

⁴ The Current Population Survey (CPS) is a monthly household-based survey conducted jointly by the US Bureau of the Census and the US Bureau of Labor Statistics. For the purposes of the HDS 2001, the annual demographic survey of the CPS (commonly referred to as the March supplement) was used. The reference date for these estimates is March 2001.

For cases in which two candidates for the head of the household were of the same age, the respondent was chosen. Heads of household were grouped into eight age cohorts: 18-21, 22-24, 25-34, 35-44, 45-54, 55-64, 65-69, and 70 years or more.

Weights were computed based on the quotient of each cohort's percentage of the population divided by each cohort's percentage of the sample. The resultant weight was then multiplied to the final weight produced in the recruitment phase. Other adjustments to weights used in the diary data included a quarterly adjustment, which accounted for sampling across postal quarters. Since the survey period for each household is one 7-day span, an expansion factor was applied to diary data to adjust weekly volumes to annual volumes. A final

adjustment was made to expand the sample to the level of total households in the United States, which at the time of data collection was 105.5 million.

Expansion factors are applied in order to derive both the number of mail pieces per household per week and annual volumes received by households nationwide. The number of households that participated in the diary portion of the survey were divided into the number of households in the United States at the time of the survey: 105.5 Million. The resultant factor was applied to each household in the survey. The expansion factor was multiplied by the sampling weight and then multiplied by 52 (the number of calendar weeks in one year) to derive nationwide annual volume estimates from the sample data.



Adjustment Factors

In order to account for under-reporting of household mail volumes, a variety of adjustment factors have been used. There are three types of adjustment factors: Destination adjustment factors: Householdto-Household adjustment factors, and Household-to-Nonhousehold adjustment factors.

Destination adjustment factors were calculated from differences between weighted volumes derived from PFY 2001 HDS sample data and mailing volumes calculated under the City Carrier Cost System (CCCS) and Rural Carrier Cost System (RCCS) operated by USPS. These destination adjustment factors were applied to First-Class Letters & Flats, First-Class Packages, Priority Flats & Packages, Standard Mail (A) Letters & Flats, Standard Mail (A) Packages, and Package Services (formerly Standard Mail (B)), and Periodicals.

Household-to-household adjustment factors were applied based on the logic that mail originating and destinating in households should consist of a "closed loop". In other words, mail that is sent to households by households should equal mail received by households from households. This situation does not necessarily exist within the confines of a finite sample since households may receive mail from households outside the sampling frame. Therefore, household mail sent is adjusted to equal household mail received. This factor is applied to First-Class Letters & Flats (1.14) and Packages (1.18).

Household-to-nonhousehold adjustment factors were applied to account for under-reporting of mail sent by households to nonhouseholds. The use of this adjustment factor is based on a comparison between the amount of mail sent by households to nonhouseholds derived from the recruitment phase of the survey and amounts derived from actual diary data. This factor (1.35) is applied to First-Class mail sent by households to non-households.

The following table indicates adjustment factors applied by postal classification:

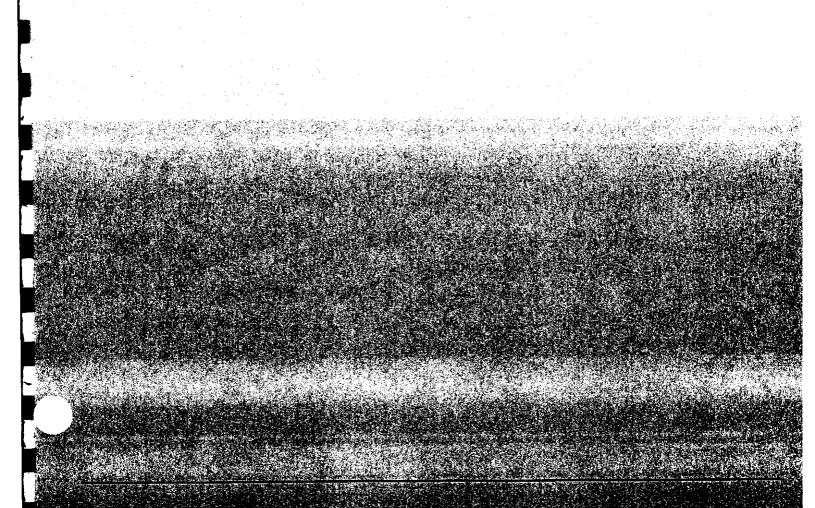
TABLE F

HDS 2001: Adjustment Factors Utilized by Postal Classification

First-Class Letters & Flats	0.99	1.14	1.35
First-Class Packages	0.60	1.18	N/A
Priority Flats	1.99	N/A	N/A
Priority Packages	1.22	N/A	N/A
Standard Moil (A) Letters & Flats	1.18	N/A	N/A
Standard Moil (A) Packages	0.95	N/A	N/A
Package Services	1.35	N/A	N/A
Periodicals	0.86	N/A	N/A



Appendix D: Revenue, Pieces and Weight Volume Table



APPENDIX D

Revenue, Pieces and Weight Volume (millions) Postal Fiscal Years 1987, 2000, and 2001

Rate	1987	2000 :	2001
First-Class Letters:			
Single Piece	53,937.474	52,174.240	51,253.116
Automated-Presort (Work Shared)	21,371.032	45,277.460	47,009.254
First-Class Cards:	· · · · · · · · · · · · · · · · · · ·		
Single Piece	2,482.994	2,516.809	2,668.950
Automated-Presort (Work Shared)	754.821	2,707.744	2,847.132
Priority	351.437	1,215.581	1,129.617
Express	41.381	70.377	69.585
Periodicals	10,290.611	10,219.793	10,117.182
Standard Mail (A):	* <u></u>		
Single Piece*	157.551	0.000	0.000
Regular Rate Bulk:			
Nonautomated/automated	21,707.426	42,472.931	44,933.697
Enhanced carrier route	26,598.537	32,540.359	31,141.093
Nonprofit Rate Bulk:			
Automated-Presort (Work Shared)	8,596.680	11,288.179	11,356.946
Nonprofit Enhanced carrier route	2,340.985	2,887.986	3,134.279
Standard B:			
Parcel post	143.102	323.073	352.446
Other	469.092	789.606	743.584
International Mail:			
International	776.341	1,071.245	1,094.660

*This sub-class was phased out in 2000. Source: Demand Forecasting and Economic Analysis