

# The Household Diary Study

## Mail Use & Attitudes in PFY 2002



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

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

*August 2003, Contract #102590-99-B-1720*

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

# Table of Contents

<b>ES</b>	<b>Executive Summary</b>	<b>1</b>
	Background	1
	Objectives	1
	Results Overview	2
<b>1</b>	<b>Chapter 1: Introduction - Mail by the Numbers</b>	<b>5</b>
	Background	5
	Time Frame	5
	Mail Volumes	6
<b>2</b>	<b>Chapter 2: Trends, Growth, &amp; Changing Mail Flows</b>	<b>11</b>
	Growth In Mail Volumes	11
	Future Demographic Growth	13
	Mail Sector Trends	14
<b>3</b>	<b>Chapter 3: Mail and the Payments System</b>	<b>15</b>
	Household Bill Payment	16
<b>4</b>	<b>Chapter 4: Demographics of the Mail</b>	<b>19</b>
	Who Receives The Mail?	19
	Who Sends The Mail?	20
<b>5</b>	<b>Chapter 5: Sources and Uses of First-Class Mail</b>	<b>23</b>
	Sector Analysis Of First-Class Mail Volumes	23
	Mail Types Sent And Received	24
	Industries That Use First-Class Mail	26
<b>6</b>	<b>Chapter 6: Mail as an Advertising Medium</b>	<b>29</b>
	Advertising Mail Volumes	30
	Advertising Mail: Primary Target Markets	31
	Advertising Market Share	32
	Attitudes Towards Advertising	33
	Household Behavior	34
	Advertising Effectiveness	35
<b>7</b>	<b>Chapter 7: Periodicals in U.S. Economy</b>	<b>37</b>
	Household Periodicals Volumes	38
	Periodicals: Trends In Readership	40

<b>8</b>	<b>Chapter 8: The Market for Package Delivery</b>	<b>47</b>
	USPS Delivery Services	47
	Trends in Postal Service Package Delivery Services	47
	Sent and Received Packages	48
<b>9</b>	<b>Chapter 9: A Window on American Household's Use of Technology</b>	<b>53</b>
	Access to Technology	53
	Technology Usage	56
	Attitudes Toward Technology	60
<b>10</b>	<b>Chapter 10: Methodology</b>	<b>63</b>
	Study Design and Methodology	63
	Sample Design	63
	Data Collection Method	64
	Data Processing	66
	Sample Demographic Profile (all counts unweighted), Postal Fiscal Year 2002	67
	Data Weighting and Expansion	69
	Weighting Procedures – PFY 2002 Diary Data	71
	Adjustment Factors	72
	PFY 2002 Greeting Card Adjustment	72
<b>A</b>	<b>Appendix A: Comparative Tables 1987, 1999 and 2000</b>	
	Concordance	
	A1. Total Mail Overview	
	A2. First-Class Mail	
	A3. Standard Mail (A)	
	A4. Direct Mail Advertising	
	A5. Periodicals	
	A6. Packages	
	A7. Electronic Communication	
<b>B</b>	<b>Appendix B: Survey Instruments</b>	
	B1. Recruitment Questionnaire	
	B2. Diary Package	
	Advance Letter	
	Certificate of Appreciation	
	Photo Quick Start	
	Instruction Booklet	
	Question Booklet	
	Answer Booklet	
	"Please send us your Mail Markings" Sheet	
	"I'm Finished. . . ." Card	
	Gift Selection Form	
	Technology Questionnaire	
	Reminder Card	

# List of Tables and Figures

<b>E</b>	<b>Executive Summary</b>	<b>1</b>
	<b>Table E.1:</b> Mail Sent and Received by Households, Postal Fiscal Year 2002	2
	<b>Table E.2:</b> Advertising Mail by Class	3
	<b>Table E.3:</b> Packages Sent and Received via U.S. Postal Service in PFY 2002	3
<b>1</b>	<b>Chapter 1: Introduction - Mail by the Numbers</b>	<b>5</b>
	<b>Table 1.1:</b> Mail Sent and Received by Households, Postal Fiscal Year 2002)	6
	<b>Table 1.2:</b> Mail Sent and Received by Households, Postal Fiscal Year 2002	6
	<b>Table 1.3:</b> Total Mail Volume, Postal Fiscal Years 1987, 2001, and 2002	7
	<b>Table 1.4:</b> Mail Revenue, Pieces, and Weight, Government Fiscal Year 2002	8
	<b>Table 1.5:</b> Average Revenue per Piece of Mail, Government Fiscal Year 2002	9
	<b>Table 1.6:</b> Average Weight per Piece of Mail, Government Fiscal Year 2002	9
<b>2</b>	<b>Chapter 2: Trends, Growth, &amp; Changing Mail Flows</b>	<b>11</b>
	<b>Figure 2.1:</b> Total Mail Volume, 1962-2002	11
	<b>Figure 2.2:</b> First Class and Standard Mail Volumes, 1962-2002	12
	<b>Figure 2.3:</b> Mail and Demographic Growth, 1967-2002	12
	<b>Figure 2.4:</b> Total Mail – Pieces per Possible Delivery	14
	<b>Table 2.1:</b> Mix of Mail by Originating and Destinating Sectors	14
<b>3</b>	<b>Chapter 3: Mail and the Payments System</b>	<b>15</b>
	<b>Figure 3.1:</b> Total Checks Written in the U.S.	15
	<b>Figure 3.2:</b> Growth in Electronic Payment Volume	16
	<b>Figure 3.3:</b> Bill Payments per Month by Household Income	17
	<b>Table 3.1:</b> Top Bills Paid by Mail	17
	<b>Table 3.2:</b> Reasons for Paying Bills Through the Mail	17
	<b>Figure 3.4:</b> Bill Payment Methods	18
	<b>Table 3.3:</b> Top Bills Paid by Automatic Deduction	18
<b>4</b>	<b>Chapter 4: Demographics of the Mail</b>	<b>19</b>
	<b>Table 4.1:</b> Mail Volumes Received by Class	19
	<b>Figure 4.1:</b> Mail Received by Income and Classification (Pieces per Household per Week)	19
	<b>Figure 4.2:</b> Mail Received by Household Size (Pieces per Household per Week)	20
	<b>Table 4.2:</b> Mail Sent by Class (Volumes)	20
	<b>Figure 4.3:</b> First-Class Mail Sent by Income (Pieces per Household per week)	21
	<b>Figure 4.4:</b> Household Use of Rented Mail Boxes	22
	<b>Figure 4.5:</b> Household Visits to Post Office in Past Month	22

<b>5</b>	<b>Chapter 5: Sources and Uses of First-Class Mail</b>	<b>23</b>
	<b>Table 5.1:</b> First-Class Mail Pieces per Household per Week by Sector	23
	<b>Figure 5.1:</b> Percent of Total First-Class Mail by Sector	24
	<b>Figure 5.2:</b> First-Class Mail Type Sent and Received by Households	24
	<b>Table 5.2:</b> First-Class Mail Sent by Households to Nonhouseholds	25
	<b>Table 5.4:</b> First-Class Mail Received by Mail Type	26
	<b>Figure 5.3:</b> Industries that Use First-Class Mail	26
	<b>Table 5.5:</b> Contents of First-Class Mail Received by Households (Pieces per Week)	27
<b>6</b>	<b>Chapter 6: Mail as an Advertising Medium</b>	<b>29</b>
	<b>Figure 6.1:</b> Per Capita Real U.S. Advertising Expenditures and GDP, 1971-2002	29
	<b>Table 6.1:</b> Advertising Mail by Mail Classification	30
	<b>Figure 6.2:</b> Advertising Volumes for First Class and Standard Mail Advertising by Sender Type	31
	<b>Figure 6.3:</b> Advertising Mail by Class and Income	31
	<b>Table 6.2:</b> Advertising Mail by Metropolitan Area Stratum	32
	<b>Figure 6.4:</b> Direct Mail Share of Total Advertising Spending (1975-2002)	32
	<b>Figure 6.5:</b> Attitudes Toward Advertising by Medium	33
	<b>Figure 6.6:</b> Advertising Mail Behavioral Trends — 2001 and 2002	34
	<b>Figure 6.7:</b> Treatment of Standard Advertising Mail by Number of Standard Mail Pieces Received per Week	34
	<b>Table 6.4:</b> Intended Response to Advertising Mail by Class	35
	<b>Figure 6.8:</b> Average Number of Responses by Income	35
<b>7</b>	<b>Chapter 7: Periodicals in U.S. Economy</b>	<b>37</b>
	<b>Figure 7.1:</b> Periodicals Mail Volume – 1970 to 2002	37
	<b>Figure 7.2:</b> Real Per Capita Magazine Advertising Spending	38
	<b>Figure 7.3:</b> Periodicals Volumes – 1987 to 2002	38
	<b>Table 7.1:</b> Periodical Type by Year	39
	<b>Figure 7.4:</b> Subscription Type by Year	39
	<b>Table 7.2:</b> Periodicals by Sender Type	40
	<b>Figure 7.5:</b> Periodicals by Income	41
	<b>Figure 7.6:</b> Distribution of Households by Total Money Income	41
	<b>Figure 7.7:</b> Number of Publications Received Per Week by Households of Different Income	42
	<b>Figure 7.8:</b> Periodicals by Education of Head of Household	43
	<b>Figure 7.9:</b> Periodicals by Age of Head of Household	44
	<b>Figure 7.10:</b> Hours Spent Reading the Newspaper Per Year by Medium – 1995 to 2003	45
	<b>Figure 7.11:</b> Daily Newspaper Readership – 1972 to 2001	45

<b>8</b>	<b>Chapter 8: The Market for Package Delivery</b>	<b>47</b>
	<b>Table 8.1:</b> U.S. Postal Service Sent and Received Packages in PFY 2001 and 2002	48
	<b>Table 8.2:</b> Contents of Postal Service Sent and Received Packages in PFY 2001 and 2002	49
	<b>Table 8.3:</b> Sender of U.S. Postal Service Sent and Received Packages in PFY 2001 and 2002	49
	<b>Figure 8.1:</b> Postal Service Sent and Received Packages per Household per Week by Household Income in PFY 2002	50
	<b>Table 8.4:</b> Types of Postal Service Received Packages from Businesses in PFY 2001 & 2002	50
	<b>Table 8.5:</b> Postal Service Sent and Received Packages per Household per Week by Geographic Region	51
	<b>Table 8.6:</b> Postal Service Sent and Received Packages per Household per Week by Metropolitan Status	52
<b>9</b>	<b>Chapter 9: A Window on American Household's Use of Technology</b>	<b>53</b>
	<b>Table 9.1:</b> Household Ownership of and Likelihood of Acquiring Technology Devices and Internet Access in PFY 2001 and 2002	54
	<b>Figure 9.1:</b> PC Ownership by Household Income	54
	<b>Figure 9.2:</b> Household Likelihood to Buy a PC by Household Income	54
	<b>Table 9.2:</b> Individual Ownership of Electronic Technology Devices in PFY 2001 and 2002	55
	<b>Figure 9.3:</b> Household Internet Access by Income	55
	<b>Figure 9.4:</b> Household Likelihood to Acquire Internet Access by Income	56
	<b>Table 9.3:</b> Individual Internet Access Devices Used in PFY 2001 and 2002	56
	<b>Table 9.4:</b> Household and Individual Use of E-Mailing during the Past Twelve Months in PFY 2001 and 2002	57
	<b>Table 9.5:</b> Enjoyment of E-Mailing in PFY 2001 and 2002	57
	<b>Table 9.6:</b> Personal E-Mail Communication Received and Sent in a Typical Day in PFY 2001 and 2002	57
	<b>Table 9.7:</b> Frequency of Internet (World Wide Web) Use in the Last Six Months in PFY 2001 and 2002	58
	<b>Table 9.8:</b> Internet Activity in PFY 2001 and 2002	58
	<b>Table 9.9:</b> Enjoyment of Shopping on the Internet in PFY 2001 and 2002	58
	<b>Table 9.10:</b> Household Merchandise Purchases Made via the Internet in PFY 2001 and 2002	59
	<b>Table 9.11:</b> Personal Merchandise Purchases Made via the Internet in PFY 2001 and 2002	59
	<b>Table 9.12:</b> Carriers That Delivered Merchandise Purchased on the Internet in PFY 2001 and 2002	60
	<b>Table 9.13:</b> Distribution of Technology Users in PFY 2001 and 2002	60
	<b>Table 9.14:</b> Gender of Technology Users in PFY 2001 and 2002	61
	<b>Table 9.15:</b> Age of Technology Users in PFY 2002	61
	<b>Table 9.16:</b> Income of Technology Users in PFY 2002	62

<b>10</b>	<b>Chapter 10: Methodology</b>	<b>63</b>
	<b>Table 10.1:</b> Sample by Postal Quarter	64
	<b>Table 10.2:</b> Annual Household Income by Recruitment / Retrieval Status	67
	<b>Table 10.3:</b> Number of Adults in Household by Recruitment / Retrieval Status	67
	<b>Table 10.4:</b> Geographic Region by Recruitment / Retrieval Status	67
	<b>Table 10.5:</b> Urban / Rural Location by Recruitment / Retrieval Status	68
	<b>Table 10.6:</b> Age of Head of Household by Recruitment / Retrieval Status	68
	<b>Table 10.7:</b> Educational Attainment of Head of Household by Recruitment / Retrieval Status	68
	<b>Table 10.8:</b> HDS 2002 Recruitment Data: Urban/Rural Location	69
	<b>Table 10.9:</b> HDS 2002 Recruitment Data: Geographic Region	69
	<b>Table 10.10:</b> Distribution of Households within Strata and Region	70
	<b>Table 10.11:</b> HDS 2002 Recruitment Data: Construction of Geographic Weight	70
	<b>Table 10.12:</b> HDS 2002 Recruitment Data: Construction of Educational Attainment Weight	71
	<b>Table 10.13:</b> HDS 2002: Adjustment Factors Utilized by Postal Classification	72

# Executive Summary

This report documents the design, implementation and findings of the Postal Fiscal Year (PFY) 2002 Household Diary Study (HDS). The HDS is a continuously fielded study that measures household mail volumes, mail behavior, and service preferences. This study addresses three significant segments of mail volumes, which constitute 79 percent of the mail: (1) household-to-household (2) household-to-nonhousehold, and (3) nonhousehold-to-household mail streams. 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 Finance Department.

This year's report differs in one respect from previous HDS annual reports. Past reports have focused almost exclusively on HDS data itself, presenting the current year's information and examining HDS data trends since the study's inception in 1987. The PFY 2002 report adds internal and external information about the mail and the markets it serves. This information provides a context for the data generated in the study and allows a more informed evaluation of trends in volumes and customers' preferences, attitudes, and behaviors toward the mail.

## Background

The study focuses on the flow, volume and uses of mail sent and received by U.S. households and their socio-demographic characteristics. It examines the following key mail categories: First-Class Mail, Standard or Bulk Mail, Nonprofit Mail, packages or product samples, expedited mail, magazines and other periodicals, and unaddressed mail. In addition, the HDS collects data on the use of mail alternatives. The study collects data using an annual stratified random sample of 5,300 households.

**The purpose of the HDS is to gather information on the volumes and uses of mail sent and received by U.S. households.**

## Objectives

### 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 Postal Service services do households use for their personal and business communications?
- What are First-Class Mail use patterns?
- Are mail use levels for bill receipt and payment 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 the Postal Service to households?
- How are new technologies changing mail use levels and household behavior?

The information gathered from the HDS is used for the volume forecasting, planning, marketing, and ratemaking functions of the Postal Service. These data are collected to support the estimation of mail flow demand models and to support analyses of mail-use characteristics of U.S. households and businesses. The Postal Service has a strong business interest in the adoption and use of electronic communications technologies. The HDS tracks the use of email, online shopping and online bill payments, among other technologies. The Postal Services uses these data to monitor and assess the impact these technologies have on traditional mail volumes to and from households.

The PFY 2002 HDS was conducted by NuStats Partners, L.P., a full service survey research firm with offices in Austin, Texas, and Washington, D.C. This report presents findings from that study. Where appropriate, data from PFY 2002 are compared to previous years to identify underlying trends in household mail use and receipt. Except where noted in this report, the survey questions have remained consistent between the PFY 2001 and PFY 2002 studies. All survey instrument modifications, data collection and data analyses were conducted by NuStats, under contract with the Postal Service.

## Results Overview

The PFY 2002 Household Diary Study gives America a look at the mail during an extraordinary time period. The Postal Fiscal Year began in September 2001, just before the country suffered the terrorist assaults on the World Trade Center and the Pentagon. That October, the mail itself was used as an instrument of terror. Both of these events caused significant disruptions in mail flow.

**The 2002 HDS covers an extraordinary period of time.**

In November, the 2001 recession officially ended. Nevertheless, the economy finished the year with a million and a quarter fewer jobs than it had begun the year with. On March 22, 2001, the Postal Rate Commission agreed to the first-ever consensual settlement of a postal rate filing. On June 30, 2002, the rates for all domestic mail categories went up in accordance with this settlement.

While total mail volumes have grown from 66 billion pieces in 1962 to 202.8 billion in 2002, mail volume fell 5.5% in the first quarter of Postal Fiscal Year 2002. For the Government Fiscal Year 2002, mail volume declined 2.2%. These were the largest quarterly and annual declines since the Depression.

This recent decline in total volume is occurring during a period when the total number of households and delivery points is increasing, putting a greater cost burden on the Postal Service. Chapter 2 explores this phenomenon in greater detail.

The total number of households in the United States grew to 106.5 million in 2002. The PFY 2002 Household Diary Study estimates that households received 141.3 billion pieces of mail and that the households themselves mailed 25.6 billion mail pieces. Table E.1 shows the breakdown of household mail volumes by class.

**Table E.1:**  
Mail Sent and Received by Households, Postal Fiscal Year 2002  
(Units in Billions)

Mail Classification	Received	Sent
First Class	60.5	25.1
Bulk Rate	61.3	--
Nonprofit	9.8	--
Periodicals	7.3	--
Packages	2.0	0.4
Expedited	0.4	0.2
<b>Total</b>	<b>141.3</b>	<b>25.6</b>
Unaddressed	11.9	--

Source: Household Diary Study, Postal Fiscal Year 2002.

First-Class and Standard Bulk Rate each constitute almost 40 percent of all mail households receive. Since households generally use fewer mail classifications than business, government, and other organizations, the bulk of all household mail sent is First-Class (approximately 97 percent).

Bill payments make up 51 percent of the First-Class Mail sent by households, up from 47 percent in 2001. In PFY 2002, households paid an average of 11.8 bills per month. Approximately 75 percent of bills paid per month, or 14.6 billion payments, are sent via the Postal Service. Trends in bill payment methods show an increase in the use of non-mail payment methods such as automatic deduction and on-line banking. Growth in payments made through the mail stayed positive despite the increase in these alternatives, however. Chapter 3 explores bill payment in detail.

According to the HDS, in 2002 households received 18.4 billion First-Class pieces containing advertising. Of the 71.1 billion Standard Mail pieces they received, households identified 57.4 billion as containing advertising, unsolicited samples, or unsolicited publications. The 75.8 billion pieces of advertising mail, which households received in 2002, was an average of 13.7 pieces per week. This was down from the volume received by households in 2001 (76.5 billion pieces). The largest decline was in advertising enclosed with First-Class pieces.

As shown in Table E.2, the majority of advertising mail volume is Standard Mail, which makes up 76 percent of all advertising mail. The primary industries that generate Standard Mail advertising include merchants (27.5 billion pieces) and the financial sector (10.4 billion pieces).

In PFY 2002, 7.3 billion pieces of mail delivered to households were periodicals, which constitute 4.7 percent of total domestic mail. More than half of all periodicals received by households in 2002 were magazines.

Package delivery is another important service provided by the Postal Service. In PFY 2002, households sent approximately 400 million and received approximately two billion packages. As shown in Table E.3, First-Class and Priority Mail accounted for 41 percent of packages sent by households. Standard Mail and First-Class and Priority made up the bulk of packages received by households. The overwhelming majority of Postal service packages received by households (1.6 billion or 80 percent) came from businesses.

**Table E.2:**  
Advertising Mail by Class

Mail Classification	Volume (Billions)	Percent of Total Advertising Mail
First Class*	18.4	24
Standard	57.4	76

\*Includes First Class advertising only and advertising enclosed mail.  
Source: Household Diary Study, Postal Fiscal Year 2002.

**Table E.3:**  
Packages Sent and Received via U.S. Postal Service in PFY 2002

Mail Classification	Received		Sent	
	Volume (Billions)	Percent	Volume (Billions)	Percent
First Class and Priority	.6	30	.2	41
Standard	.8	40	--	--
Package Services	.5	24	.2	39
Foreign Packages	.2	1	.02	5
Unclassified	.9	5	.06	15
<b>Total</b>	<b>2</b>	<b>100%</b>	<b>.4</b>	<b>100%</b>

Source: Household Diary Study, Postal Fiscal Year 2002.



# Chapter 1: Introduction - Mail by the Numbers

This report documents the design, implementation, and findings of the Postal Fiscal Year (PFY) 2002 Household Diary Study (HDS). The HDS is a continuous study that measures household mail volumes, mail behavior, and service preferences. This study, fielded continuously since 1987, addresses three significant segments that constitute 79 percent of total mail volume: (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 HDS focuses on the flow, volume, and uses of mail sent and received by U.S. households. The study employs an annual stratified random sample of 5,300 households. The sampled households are representative of the nation as a whole and the socio-demographic groups making up the country's households. The study collects diary data grouped under the following categories: First-Class Mail, Standard or Bulk Mail, Nonprofit Mail, packages or product samples, expedited mail, magazines, newspapers and other periodicals, and unaddressed mail. In addition, the HDS collects data on the use of mail alternatives such as email and online bill pay.

**The HDS gathers information on the volumes and uses of mail sent and received by U.S. households.**

## Time Frame

The study follows the postal fiscal year (PFY). PFY 2002 began on September 8, 2001 and ended on September 6, 2002. The PFY is made up of 13 four-week accounting periods and is divided into four quarters. Each quarter is twelve weeks long except the fourth, which is sixteen weeks long. Participating households maintain diaries from Monday through Sunday.

Although much internal postal planning is based on the 364-day postal fiscal year, almost all externally reported data is on a Government Fiscal Year basis.

The Government Fiscal Year runs from October 1 through September 30. Two exceptions to GFY reporting have been the Household Diary Study report and the quarterly *Revenue, Pieces, and Weight (RPW) Reports*. Beginning on October 1, 2003, the Postal Service will use the Government Fiscal Year and calendar months for all its subsequent internal planning and reporting.

### The sample was distributed as follows:

Quarter 1: September 9, 2001 – November 24, 2001  
Quarter 2: November 25, 2001 – February 16, 2002  
Quarter 3: February 17, 2002 – May 11, 2002  
Quarter 4: May 12, 2002 – September 7, 2002

The 2002 HDS covers an extraordinary period of time. The PFY 2002 began on Saturday, Sept. 8, 2001. Three days later, on September 11, 2001, terrorists high jacked four commercial passenger planes and attacked the World Trade Center buildings in New York and the Pentagon. For security reasons, all domestic commercial aircraft were grounded for a number of days thereafter and no mail moved by air. First-Class and Priority Mail were shifted to ground transportation. A few days later, some mail was transported over the FedEx air network. When commercial passenger flights were resumed, no Priority Mail was allowed on commercial flights. It took some time to deal with the resulting mail backlogs and prevent new ones. These disruptions affected mail service.

In October 2001, another terrorist act – letters containing highly lethal anthrax spores sent primarily to individuals in the media and U.S. Congress – affected the mail service. Ultimately, there were 23 cases of confirmed or suspected anthrax infection. Five Americans died from exposure; two were postal workers.

**The 2002 HDS covers an extraordinary period of time.**

These events led to public concerns about the safety of the mail. Special procedures, including irradiation of the mail, were used to prevent contamination. The federal government stopped processing mail internally and many mail pieces were held in the Brentwood (Washington, D.C.) mail processing facility for decontamination.

Mail volume fell 5.5 percent in the first quarter of Postal Fiscal Year 2002. For the Government Fiscal Year 2002, mail volume declined 2.2 percent. These were the largest quarterly and annual declines since the U.S. Postal Service was created in 1971.

## Mail Volumes

The U.S. Postal Service delivers over 200 billion pieces of mail a year. Serving a nation containing six percent of the world's population, it delivers thirty-eight percent of the world's mail. The HDS analyzes the mail sent and received by households, comprising 79 percent of total mail volume.

Table 1.1 presents the volumes of mail sent and received by households as projected from the PFY 2002 study. The table shows the categories in which the households record their mail. Households received 141.3 billion pieces of mail and sent 25.6 billion. Both of these totals include the 7.3 billion pieces of mail that households sent to each other. The total mail received or sent by households in PFY 2002 is 159.7 billion pieces. This is the sum of mail sent plus mail received minus household-to-household mail. The latter is subtracted to prevent its being double counted. In PFY 2002, households recorded the characteristics of 11.9 billion pieces of unaddressed mail. These were predominately flyers and inserts associated with Standard Mail pieces.

**Table 1.1:**  
Mail Sent and Received by Households, Postal Fiscal Year 2002)

Mail Classification	Received (Billions)	Sent (Billions)
First-Class	60.5	25.1
Bulk Rate	61.3	--
Nonprofit	9.8	--
Periodicals	7.3	--
Packages	2.0	0.4
Expedited	0.4	0.2
<b>Total</b>	<b>141.3</b>	<b>25.6</b>
Household-to-Household	7.2	
Total Mail Sent and Received by Household	158.7	
PFY 2002 RPW Total	201.8	
Residual Nonhousehold-to-Nonhousehold	42.6	
Unaddressed	11.9	--

Source: Household Diary Study, Postal Fiscal Year 2002.

Table 1.2 presents these data in two other forms. Dividing the volumes by the number of U.S. households (106.5 million) gives us annual volumes sent and received per household. These volumes are presented in the second column of Table 1.2. Dividing the annual volumes by 52 weeks in the year gives these as pieces per household per week. Many of the results presented in subsequent chapters and the appendices are presented in terms of pieces per household per week.

In PFY 2002, the average U.S. household received 10.9 pieces of First-Class mail and 11.1 pieces of Standard Mail per week. Overall the average household received 25.5 pieces per week. While this is the average mail received per week, household mail varies depending on income and other demographic characteristics. Subsequent chapters examine these relationships.

**Table 1.2:**  
Mail Sent and Received by Households, Postal Fiscal Year 2002

Mail Classification	Total Annual Pieces (Billions)	Annual Pieces per Household	Pieces per Household per Week
<b>Mail Received</b>			
First-Class	60.5	568	10.9
Bulk Rate	61.3	576	11.1
Nonprofit	9.8	92	1.8
Periodicals	7.3	68	1.3
Packages	2.0	19	0.4
Expedited	0.4	4	0.1
<b>Total Mail Received</b>	<b>141.3</b>	<b>1,327</b>	<b>25.5</b>
<b>Mail Sent</b>			
First-Class	25.1	235	4.5
Packages	0.4	4	0.1
Expedited	0.2	1	2
<b>Total Mail Sent</b>	<b>25.6</b>	<b>241</b>	<b>4.6</b>
Unaddressed Received	11.9	112	2.2

Source: Household Diary Study, Postal Fiscal Year 2002.

Frequent comparisons are made to the previous year (PFY 2001) and the first year in these annual reports (PFY 1987.) Table 1.3 presents the total volumes for PFY 1987, PFY 2001, and PFY 2002 for comparison purposes.

The Postal Service estimates the revenues, volumes, and weight of mail pieces going through the postal network using a combination of statistical sampling systems and accounting data. These are published in the *Revenue, Pieces, and Weight Reports*.

**Table 1.3:**  
Total Mail Volume, Postal Fiscal Years 1987, 2001, and 2002  
(Units in Billions)

<b>Rate</b>	<b>1987</b>	<b>2001</b>	<b>2002</b>
<b>First-Class:</b>	<b>78.6</b>	<b>103.8</b>	<b>101.8</b>
First-Class Letters:	75.3	98.3	96.3
Single Piece	53.9	51.3	48.7
Presort (Work Shared)	21.4	47.0	47.6
First-Class Cards:	3.2	5.5	5.4
Single Piece	2.5	2.7	2.7
Presort (Work Shared)	.8	2.9	2.8
<b>Priority</b>	<b>.4</b>	<b>1.1</b>	<b>1.0</b>
<b>Express</b>	<b>.04</b>	<b>.07</b>	<b>.06</b>
<b>Periodicals</b>	<b>10.3</b>	<b>10.1</b>	<b>9.7</b>
<b>Standard Mail (A):</b>	<b>59.4</b>	<b>90.6</b>	<b>86.8</b>
Single Piece*	.2	0	0
Regular Rate Bulk:	48.3	76.1	72.9
Nonautomated/automated	21.7	44.9	43.2
Enhanced carrier route	26.6	31.1	29.7
Nonprofit Rate Bulk:	10.9	14.5	14.0
Automated-Presort (Work Shared)	8.6	11.4	11.3
Nonprofit Enhanced carrier route	2.3	3.1	2.7
<b>Packages Services:</b>	<b>.6</b>	<b>1.1</b>	<b>1.1</b>
Parcel Post	.1	.4	.4
Other	.5	.7	.7
<b>International Mail</b>	<b>.8</b>	<b>1.1</b>	<b>.9</b>
<b>Total</b>	<b>153.2</b>	<b>208.3</b>	<b>201.8</b>

\*Single Piece Standard Mail was discontinued in PFY 1999.

Note: Total mail volume includes Mailgrams, Postal Service Mail, Free Mail for the Blind and Handicapped, and Government Mail (in 1987.) Some 1987 volumes are estimated from quarterly estimates.

The official Revenue, Pieces, and Weight are reported externally for the Government Fiscal Year 2002. These data are presented in expanded form in Table 1.4. Here the reader will not only find revenues, volumes, and weight by class and subclass of mail, but also by shape (whether the pieces are letters, cards, flat shaped, or packages).

Correspondence and transactions are sent via First-Class mail. It is predominately letter-shaped pieces (94 percent). Flat shaped pieces include large envelopes, magazines, catalogs, bundles of flyers for local businesses and merchants. In GFY 2002, approximately 10 percent of flat shaped pieces were in First-Class Mail, 18 percent in periodicals, and 70 percent in Standard Mail. Standard Mail is predominantly advertising mail and catalogs.

**Table 1.4:**  
Mail Revenue, Pieces, and Weight, Government Fiscal Year 2002  
(Units in Millions)

Rate	Revenue				Pieces				Weight			
	Total	Letters	Flats	Parcels	Total	Letters	Flats	Parcels	Total	Letters	Flats	Parcels
<b>First-Class:</b>	<b>36,271</b>	<b>30,335</b>	<b>5,272</b>	<b>664</b>	<b>102,379</b>	<b>96,496</b>	<b>5,428</b>	<b>454</b>	<b>2,454</b>	<b>1,339</b>	<b>967</b>	<b>149</b>
Single Piece & Workshared	35,194	29,258	5,272	664	96,911	91,029	5,428	454	4,244	3,013	1,081	150
Single Piece Letters, Flats & Parcels	21,452	16,080	4,714	658	49,253	44,187	4,621	445	2,454	1,339	967	149
Worksharing Letters, Flats & IPP	13,742	13,177	559	6	47,658	46,842	808	9	1,790	1,674	114	1
Cards Total:	1,077	1,077			5,467	5,467			40	40		
<b>Priority</b>	<b>4,719</b>	<b>82</b>	<b>1,203</b>	<b>3,434</b>	<b>998</b>	<b>23</b>	<b>315</b>	<b>660</b>	<b>1,875</b>	<b>2</b>	<b>296</b>	<b>1,577</b>
<b>Express</b>	<b>910</b>	<b>611</b>	<b>78</b>	<b>221</b>	<b>61</b>	<b>48</b>	<b>5</b>	<b>9</b>	<b>59</b>			
<b>Mailgrams</b>	<b>1</b>	<b>1</b>			<b>3</b>	<b>3</b>						
<b>Periodicals</b>	<b>2,145</b>	<b>43</b>	<b>2,100</b>	<b>2</b>	<b>9,690</b>	<b>262</b>	<b>9,425</b>	<b>2</b>	<b>4,006</b>	<b>33</b>	<b>3,963</b>	<b>10</b>
<b>Standard Mail (A):</b>	<b>15,733</b>	<b>8,072</b>	<b>7,214</b>	<b>448</b>	<b>87,231</b>	<b>50,442</b>	<b>36,138</b>	<b>650</b>	<b>10,316</b>	<b>2,335</b>	<b>7,606</b>	<b>374</b>
Total Regular and ECR:	14,037	6,853	6,746	438	73,224	39,799	32,794	630	9,326	1,836	7,125	365
Regular Rate	9,334	5,662	3,237	435	43,553	31,331	11,599	623	4,613	1,431	2,819	363
Enhanced carrier route	4,703	1,190	3,510	3	29,671	8,469	21,196	7	4,712	405	4,305	2
Nonprofit Rate Bulk:	1,697	1,219	468	10	14,006	10,643	3,344	20	990	499	482	9
Nonprofit	1,460	1,120	331	9	11,310	9,394	1,898	17	767	444	315	8
Nonprofit Enhanced carrier route	237	99	137	1	2,696	1,248	1,445	3	223	56	167	1
<b>Packages Services:</b>	<b>2,078</b>		<b>269</b>	<b>1,809</b>	<b>1,075</b>		<b>259</b>	<b>816</b>	<b>3,691</b>		<b>374</b>	<b>3,316</b>
Parcel Post	1,194		12	1,182	373		4	369	2,104		5	2,099
Other	884		257	627	702		255	447	1,587		369	1,217
<b>U.S. Postal Service Mail</b>					<b>425</b>				<b>88</b>			
<b>Free Mail for Blind &amp; Handicapped</b>					<b>57</b>				<b>28</b>			
<b>International Mail</b>	<b>1,302</b>	<b>480</b>	<b>314</b>	<b>508</b>	<b>904</b>	<b>520</b>	<b>219</b>	<b>165</b>	<b>217</b>	<b>39</b>	<b>54</b>	<b>124</b>
<b>Total Services</b>	<b>2,321</b>											
<b>Domestic &amp; International Mail Fees &amp; Other</b>	<b>1,260</b>											
<b>Total</b>	<b>66,743</b>				<b>202,822</b>				<b>24,563</b>			

Source: United States Postal Service, Demand Forecasting and Economic Analysis.

Table 1.5 and Table 1.6 are derived from Table 1.4. They show the revenue per piece and weight per piece for each subclass of mail by shape.

Overall, the Postal Service delivered 202.8 billion pieces of mail in GFY 2002. These pieces had an average revenue per piece of 32.8 cents.

**Table 1.5:**  
Average Revenue per Piece of Mail, Government Fiscal Year 2002

Rate	Revenue (\$)			
	Total	Letters	Flats	Parcels
<b>First-Class</b>	.3543	.3144	.9713	1.4617
Single Piece & Workshared	.3632	.3214	.9713	1.4617
Single Piece Letters, Flats & Parcels	.4355	.3639	1.0201	1.4774
Worksharing Letters, Flats & IPP	.2884	.2813	.6919	.6735
Cards Total	.1970	.1970		
<b>Priority</b>	4.7280	3.5281	3.8196	5.2037
<b>Express</b>	14.8575	12.7455	16.5482	25.6939
<b>Mailgrams</b>	.4919	.4919		
<b>Periodicals</b>	.2214	.1623	.2228	1.0311
<b>Standard Mail (A):</b>	.1804	.1600	.1996	.6883
Total Regular and ECR:	.1917	.1722	.2057	.6941
Regular Rate	.2143	.1807	.2791	.6980
Enhanced carrier route	.1585	.1406	.1656	.3578
Nonprofit Rate Bulk:	.1211	.1145	.1399	.5077
Nonprofit	.1291	.1192	.1742	.5386
Nonprofit Enhanced carrier route	.0879	.0795	.0948	.3092
<b>Package Services:</b>	1.9328		1.0356	2.2181
Parcel Post	3.2042		3.1628	3.2046
<b>International Mail:</b>	1.4407	.9234	1.4379	3.0727

Source: United States Postal Service, Demand Forecasting and Economic Analysis.

**Table 1.6:**  
Average Weight per Piece of Mail, Government Fiscal Year 2002

Rate	Weight (Ounces)			
	Total	Letters	Flats	Parcels
<b>First-Class Mail</b>	.6695	.5062	3.1852	5.2960
Single Piece & Workshared	.7007	.5296	3.1852	5.2960
Single Piece Letters, Flats & Parcels	.7973	.4847	3.3468	5.3635
Worksharing Letters, Flats & IPP	.6008	.5720	2.2609	1.9078
Cards Total	.1159	.1159		
<b>Priority</b>	30.0579	1.7040	15.0120	38.2344
<b>Express</b>	15.4272			
<b>Periodicals</b>	6.6149	1.9975	6.7283	71.9867
<b>Standard Mail (A):</b>	1.8921	.7407	3.3676	9.2034
Total Regular and ECR:	2.0377	.7381	3.4760	9.2618
Regular Rate	1.6948	.7306	3.8892	9.3296
Enhanced carrier route	2.5410	.7659	3.2499	3.4046
Nonprofit Rate Bulk:	1.1309	.7505	2.3042	7.3776
Nonprofit	1.0844	.7556	2.6524	7.5005
Nonprofit Enhanced carrier route	1.3261	.7118	1.8467	6.5869
<b>Package Services:</b>	54.9260		23.0979	65.0484
Parcel Post	90.3650		21.3186	91.0555
<b>International Mail:</b>	3.8432	1.1955	3.9448	12.0443

Source: United States Postal Service, Demand Forecasting and Economic Analysis.



# Chapter 2: Trends, Growth, & Changing Mail Flows

## Growth In Mail Volumes

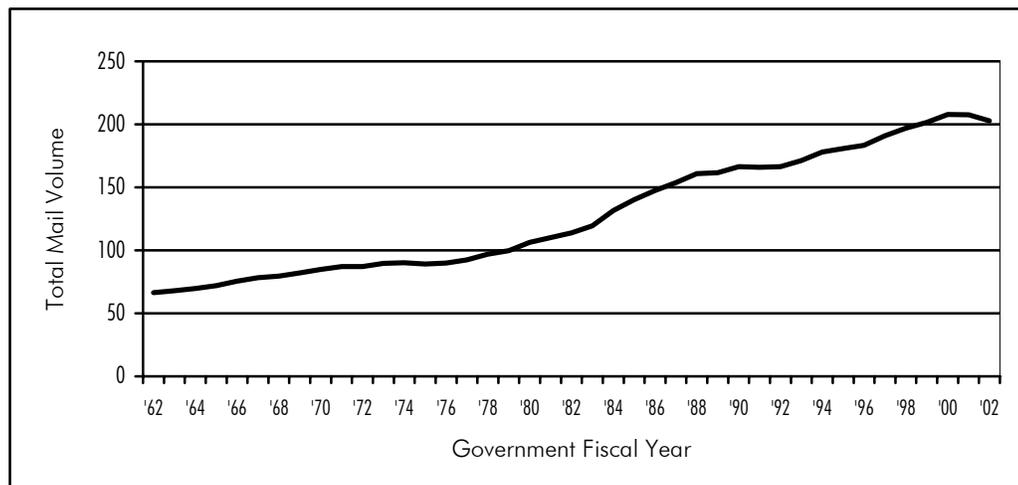
The Postal Service analyzes Household Diary Study data to understand its markets and discern the sources of future trends. Trends over the last four decades in mail volume, population growth, household formation, and changing mail mix provide a broad historical view of the mail.

This chapter presents total and mail sector trends in the context of population and household growth over the past forty years.

Total U.S. mail volumes grew from 66 billion pieces in 1962 to 202 billion in 2002 – an increase of 205 percent (see Figure 2.1.) This increase surpassed both population growth and household formation. Total population grew 55 percent, while the number of Americans over 21 grew 82 percent over the same four decades. The number of households doubled.

**Total U.S. mail volumes grew from 66 billion pieces in 1962 to 202 billion in 2002.**

**Figure 2.1:**  
Total Mail Volume, 1962-2002  
(Units in Billions)



Source: United States Postal Service Annual Reports.  
Note: Calendar years correspond to the Government Fiscal Year.

Mail volume growth has an impact on the average cost of delivering each piece of mail. Mail is delivered over a network of distribution centers. Each distribution center sorts the mail coming in from households and businesses to delivery units or to other centers that distribute the mail to local post offices, stations and delivery routes. The number of addresses served by the delivery network increases as the number of American businesses and households grows.

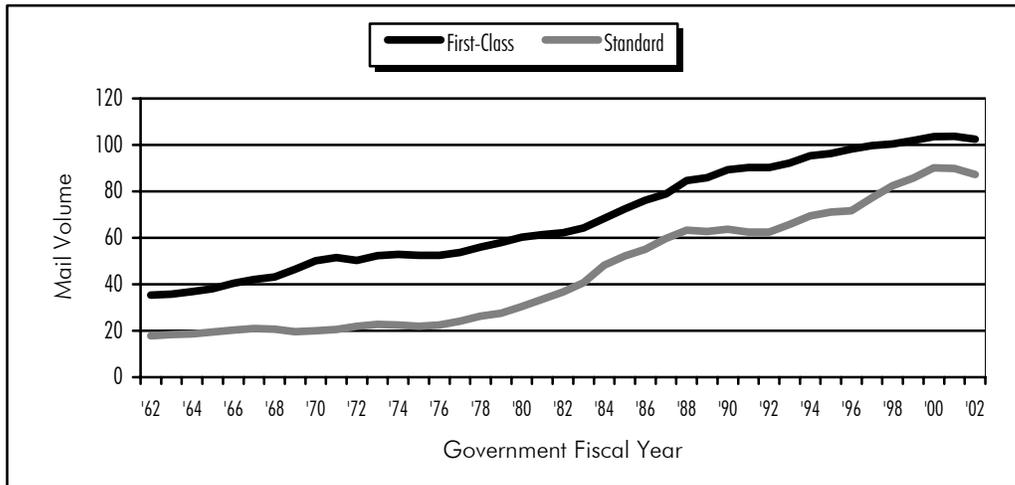
When mail volume grows faster than the number of delivery points, the postal system benefits from significant economies of scale, which reduce the burden of providing universal service.

The bulk of the piece volume is made up of First-Class Mail and Standard Mail. First-Class Mail volume has grown slower than Standard Mail since 1962 as illustrated in Figure 2.2. First-Class Mail growth has slowed significantly over the last decade and has demonstrated negative growth in each of the last two years.

Standard Mail has grown almost fivefold in forty years, but that growth has been uneven. There were slow growth periods in the 1960s and the early 1990s. In contrast, Standard Mail grew rapidly in the early and mid-1980s and the last half of the

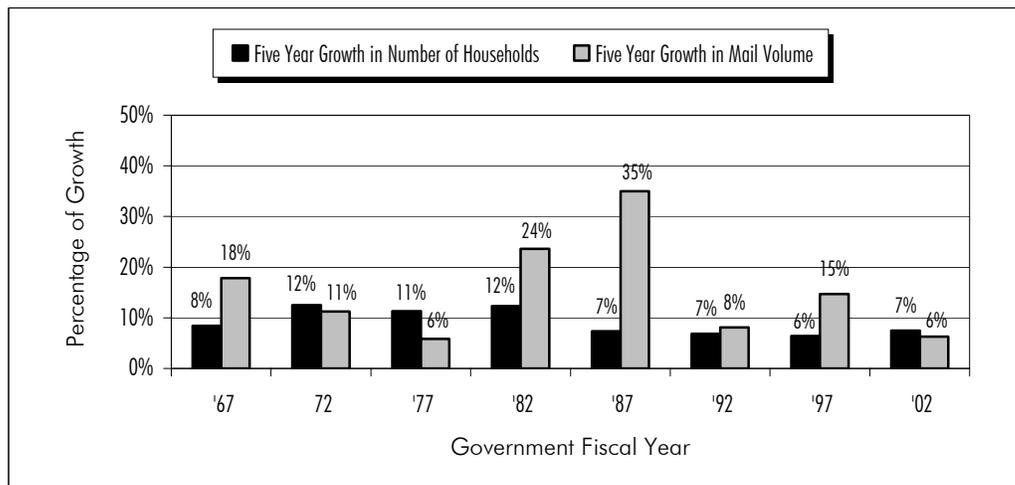
1990s. The current decade began with two years of decline. Volume dropped 3 percent in 2002 reflecting the combined effects of a price increase, the recession of 2001, and the shocks of September and October 2001.

**Figure 2.2:**  
First Class and Standard Mail Volumes, 1962-2002  
(Units in Billions)



Source: United States Postal Service Annual Reports.  
Note: Calendar years correspond to the Government Fiscal Year.

**Figure 2.3:**  
Mail and Demographic Growth, 1967-2002



Source: United States Postal Service Annual Reports, U.S. Census Bureau, Economic Report of the President 2003, Global Insight.

In the remainder of this chapter, we discuss mail volume growth relative to these demographic indicators. Mail volume growth has been uneven over the last forty years. For each five-year interval, Figure 2.3 presents the growth in mail volume and households.

Growth in households is related to changes in the age mix of the population, evolving social preferences, and the economy. During the 1970s and 1980s, households and adult population grew faster than total population. The baby boom generation was moving into the adult population, forming families, and setting up households.

Household formation has been slower over the last fifteen years as the growth in adult population fell back in line with total population growth.

Mail volume grew slower than households in the 1970s when the economy stagnated. Postage rates rose rapidly in the 1970s as the newly created Postal Service struggled to cover quickly escalating costs and reduce the deficit inherited from the Post Office Department.

The rapid rate of household formation slowed during the 1980's, but the ten years ending in 1987 was a time of extraordinary mail volume growth. This growth was facilitated by deregulation in the financial and telecommunications sectors and by the proliferation in the number and types of accounts held by households. The health of the telecommunications and financial sectors supported the application of technology for sorting vast amounts of information and created a fertile climate for direct mail marketing. Computerization of financial systems encouraged billing and bill payment through the mail. During this same period, the Postal Service introduced worksharing discounts, which encouraged mailers to prepare mail in ways that reduced overall cost.

The five years ending in 1992 showed mail volume growth barely keeping pace with household growth. The demand for mail was hurt by recession and two large rate increases. This was also a period in which the Postal Service absorbed substantial costs that were reapportioned from the federal government's retirement programs.

The next five-year period (1993-97) saw rapid growth in mail volume spurred by a strong economy and rates that increased by less than inflation. The Postal Service also realigned the incentives built into its price structure. It reduced the incentives mailers had for presorting mail and encouraged them to prebarcode it. By 2002, the majority of letters the Postal Service received had qualifying barcodes on them. Each barcode contains a unique eleven-digit number identifying the letter's address. Using that barcode, the letter can be sorted through the entire system into the exact order for delivery (called delivery point sequencing.)

The restructuring of the rates took advantage of the extensive automation of mail sorting that occurred over the previous decade.

The years 1998-2002 ended in the economic recession that began in March 2001. The 2001 fiscal year ended with the events of September 11, 2001. These events led to large-scale disruptions of mail services dependent on air transport such as First-Class, Priority, Express Mail and International Mail. When air service was restored, mail over 1lb. was no longer allowed on commercial passenger flights. Government Fiscal Year 2002 began with bioterrorism involving lethal anthrax being sent through the mail, resulting in five deaths and a number of serious illnesses. The 2.2 percent volume decline in 2002 was the worst in the entire forty-year period.

## **Future Demographic Growth**

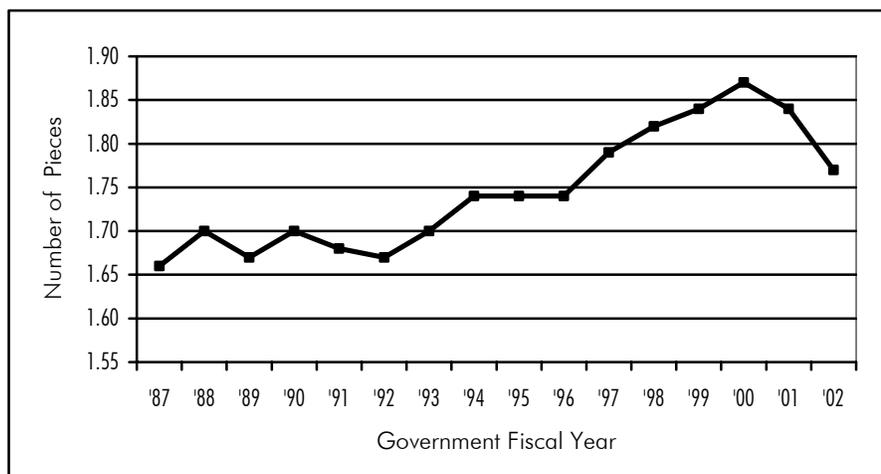
Over the next five years, both the total population and the adult population (age 22 and over) are projected to grow at a rate of 1 percent per year. The number of households in the United States is expected to grow at a slightly faster rate: approximately 1.3 percent per year. As a result, there should be continued growth in the number of addresses that the Postal Service serves. Given recent mail volume trends, this presents a challenge. Additional pressure on postal costs is created when growth in the number of delivery points exceeds volume growth.

**Additional pressure on postal costs is created when growth in the number of delivery points exceeds volume growth.**

## **Mail Per Household and Mail Per Delivery**

A total of 202.8 billion mail pieces was sent and received by U.S. households and businesses in GFY 2002. In Figure 2.4, total mail volume is divided by how many possible city carrier deliveries plus how many boxes on rural routes the Postal Service serve. This gives a rough measure of how much mail destinates per address. Figure 2.4 tracks this measure through time. It provides some insight into how well mail volume has kept up with the growing delivery network.

**Figure 2.4:**  
Total Mail – Pieces per Possible Delivery  
(Units in Thousands)



Source: United States Postal Service, Demand Forecasting & Economic Analysis

## Mail Sector Trends

The mail stream can be viewed from two perspectives: who sends the mail and who receives it. Since all mail sent by households and nonhouseholds must also be received, there are four flows into which we can break the total. These are shown in Table 2.1.

**Household-to-household** mail is sent and received by households. Volumes in this sector include letters, invitations, announcements, and greeting cards. These communications form a closed loop: what one household sends 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 and statements, it also includes periodicals, information about products or services, and packages.

**Nonhousehold-to-nonhousehold** mail cannot be calculated using the HDS data directly and is therefore represented as the residual amount of total domestic mail.

**Approximately 67 percent of all mail flows from nonhouseholds to households.**

Table 2.1 provides some historical perspective. It is constructed from the 1968 mail stream study performed for the Kappel Commission, the 1977 Household Mailstream Study, and the Household Diary Study (from 1987 – 2002).

The originating sector for some incoming pieces and the destinating sector for some outgoing pieces could not be identified. In the 1977 Household Mailstream Study final report, these pieces were assigned proportionally.

The data are provided for both PFY 2001 and PFY 2002. Given the unusual events of the latter year, caution should be used when extrapolating these results.

**Table 2.1:**  
Mix of Mail by Originating and Destinating Sectors

	1968	1977	1987	2001	2002
HH-to-HH	14%	8%	5%	4%	3%
HH-to-NHH	6%	10%	7%	7%	8%
NHH-to-HH	51%	53%	57%	65%	67%
NHH-to-NHH	29%	29%	31%	23%	21%
Unknown Incoming & Outgoing	-	-	1%	1%	2%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Source: *The Market for Postal Services* (Washington: Arthur D. Little); the 1977 Household Mailstream Study; Household Diary Study, PFY 1987-2002.

Household-to-household mail has been a shrinking share of total mail. Nonhousehold-to-nonhousehold (basically business-to-business) mail was a source of growth in the first decades of the Postal Service. Now it also is shrinking because it has become easier for businesses to invoice, pay, advertise, and communicate electronically. Increasingly, the mail is primarily a commercial medium connecting businesses and households.

# Chapter 3: Mail and the Payments System

The Household Diary Study allows analysts to go beyond mail volumes to examine the uses of the mail that generate those volumes. Paying bills and receiving statements and invoices are among the most important uses of the mail. This cycle of statements and remittances is important not just to the Postal Service, but also to the U.S. economy. This chapter provides a brief look at the mail in this context, as well as the current role of the mail in household bill payment.

Since a significant proportion of the payments by households and businesses are sent via mail, the mail is an important remittance channel and a critical element of the U.S. payments system. In 2002, households paid 14.6 billion bills, 75 percent of which were remitted through the mail.

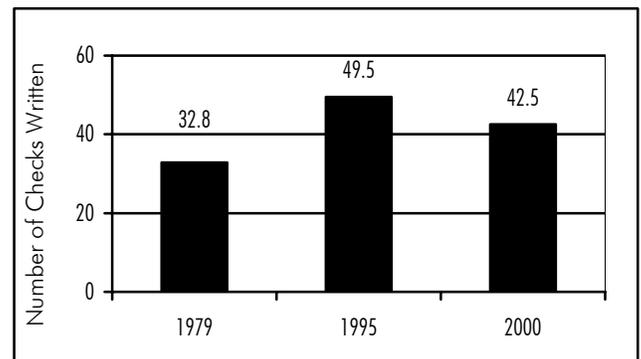
From an historical perspective, the mail has been an important component of the United States payments system since the 18<sup>th</sup> century. The creation of efficient financial markets was a key element in the emergence of the United States as a preeminent nation in the world economy. Early securities markets displayed remarkable efficiency, which traders and financial institutions achieved by using the postal service to transport securities and funds. In 1802, the Postmaster General reported that, “The mail has become the channel of remittance for the commercial interest of the country.”<sup>1</sup> One estimate for the mid-nineteenth century was that \$100 million in banknotes were sent through the mail per year – an enormous sum for the times.

The introduction of postal money orders and banks’ shift from issuing banknotes to using demand deposits and checks caused the mail to become an important part of the billing and remittance cycle. In the years before the Federal Reserve System, banks used the mail to collect at least some proportion of checks to be cleared. More importantly, check payments via mail emerged as an extremely convenient form of payment.

Checks were used to transact \$39.3 trillion in payments in 2000<sup>2</sup>, with an important segment of

those dollars moving through the mail. Both households and businesses pay bills through the mail. Many businesses pay their employees by mailing their paychecks. Checks go through the mail for customer refunds, charitable contributions, government transfer payments, and tax payments.

**Figure 3.1:**  
Total Checks Written in the U.S.  
(Units in Billions)



Source: Gerdes & Walton

September 2001 was a vivid reminder of the importance of these funds flows in the U.S. economy. Much First Class mail is normally flown by air between cities. For a number of days following the terrorist attacks, no commercial passenger flights were allowed in the air, which greatly delayed the receipt of checks. Businesses expecting remittances saw cash flow drop. The privately chartered planes used to transport checks for clearing were grounded as well. Further disruptions to the remittance cycle occurred when anthrax was transmitted through the mail. The Federal Reserve found it necessary to pump liquidity into the financial system.

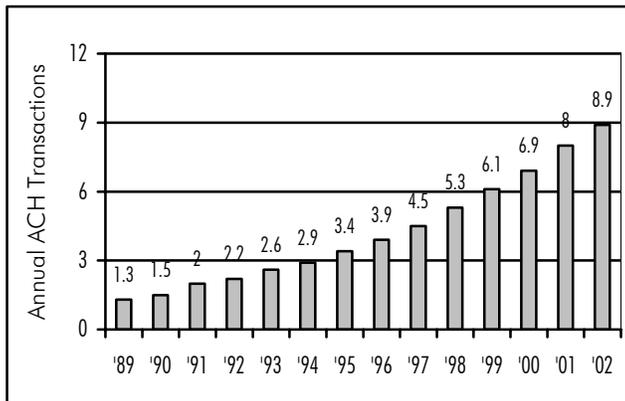
Although its imminent decline has been predicted since 1950s, check use continued to grow for four decades. But the day has finally arrived when those predictions have come true. A recent analysis by economists Geoffrey R. Gerdes and Jack K. Walton, II, for the Federal Reserve Board of Governors led them to conclude, “It appears that the number [of checks] paid began to decline sometime in the mid-1990s.”<sup>3</sup>

<sup>1</sup> Quoted in Richard R. John, *Spreading the News: The American Postal Service from Franklin to Morse*, (Cambridge: Harvard University Press, 1995) p. 54. Professor John is the source of Pliny Miles’ estimate, which appears in the next sentence.

<sup>2</sup> Geoffrey R. Gerdes and Jack K. Walton II, “The Use of Checks and Other Noncash Payment Instruments in the United States,” *Federal Reserve Bulletin*, August 2002, p. 361.

<sup>3</sup> *Ibid.* p. 360.

**Figure 3.2:**  
Growth in Electronic Payment Volume  
(Units in Billions)



Source: National Automated Clearing House Association.

Figure 3.2 gives some insight into this decline. Businesses, households and governments increasingly use electronic means of payment. Many of these payments result in fund transfers through the Automated Clearing House (ACH), the electronic network maintained by the nation's banks. Electronic payment volume rose from less than a billion and a half transactions in 1989 to almost nine billion in 2002. Businesses paid about half of their payroll disbursements by direct deposit in 2000. In 1979, they paid virtually none by direct deposit. Credit and debit cards provide another alternative to check payments. Such transactions increased more than fivefold between 1979 and 2000. Although many of these transactions replaced check payments at the point of sale, the magnitude of the decline in checks also suggests some checks are no longer going through the mail.

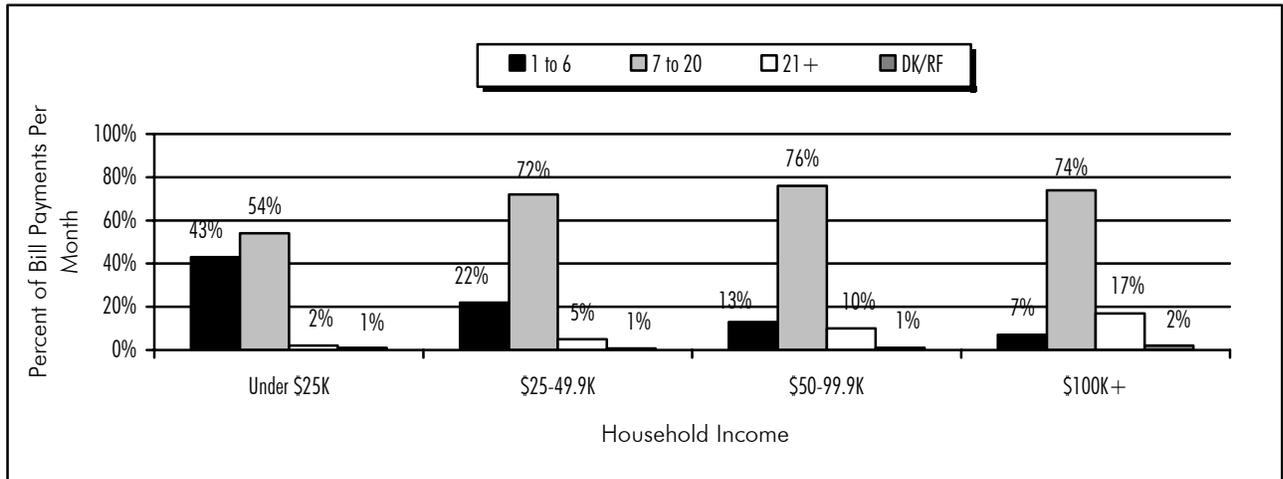
## Household Bill Payment

American consumers write between 20 and 25 billion checks a year. About 23 percent of these are person-to-person checks. About one-third of checks written by consumers are used for bill payment<sup>4</sup>. According to the HDS, bill payments comprised the greatest single use (51 percent) of First-Class Mail sent by households in 2002.

On average, households paid 11.8 bills per month in 2002. As shown in Figure 3.3, the number of bills paid per month is directly related to household income. The more affluent the household, the more bills they receive and pay. Since computer ownership is also correlated with income, this means those who use the mail the most for remittances are those who are most likely to have the means for using on-line payment.

<sup>4</sup> *Ibid.*, p. 367, note 15: "In 2000, 36 percent of checks written by consumers that could be classified by purpose were for bill payment."

**Figure 3.3:**  
Bill Payments per Month by Household Income



Overwhelmingly, however, households continue to pay bills by mail. Table 3.1 shows the types of bills households paid by mail. Seventy percent of households paid their electric bill by mail, followed by telephone bills (70 percent), credit card bills (58 percent), natural gas/other fuel bills (53 percent) and water/sewer bills (47 percent).

**Table 3.1:**  
Top Bills Paid by Mail

Bill Type	Percent of Households
Electric	70
Telephone	70
Credit Cards	58
Natural Gas/Propane/Fuel	53
Water/Sewer	47

Households continue to use the mail as their primary method for bill payment, though its market share is eroding. What are the reasons for this continued popularity? In the HDS recruitment interview, respondents are asked why they use each bill paying method. The top reasons cited by households are shown in Table 3.2. The largest number (28 percent) said they use the mail because it is easy to use. Households were less likely in 2002, compared to 2001, to cite 'ease of use' and 'most trusted method' as reasons for paying bills through the mail. The need for a written record became a more common reason in 2002, compared to 2001.

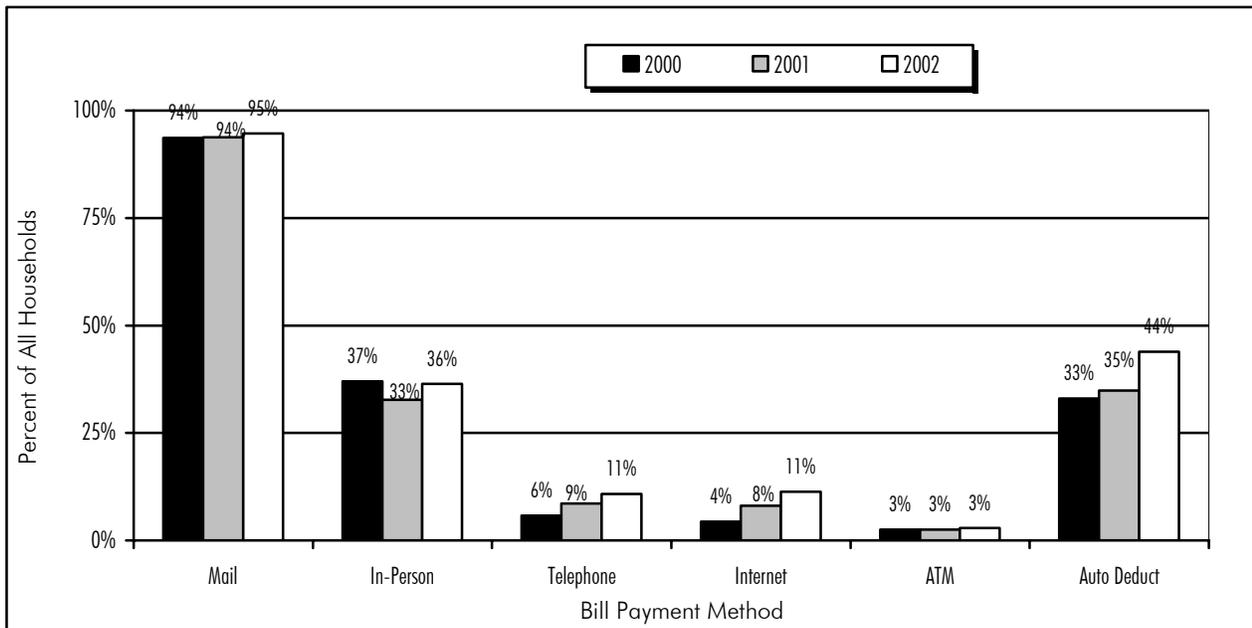
**Table 3.2:**  
Reasons for Paying Bills Through the Mail

Why Pay Bills Through the Mail?	2001	2002
	Percent of HHs	Percent of HHs
Easy to Use	31	28
Habit	16	17
Most trusted method	14	10
Not a local bill	10	10
Want a written record	5	8
No other option	8	7

As shown in Figure 3.4, bill payment by alternative modes, such as Internet and automatic deduction from checking account, increased over the past year. The percentage of households using the Internet to pay at least one of their monthly bills rose from 8 percent in 2001 to 11 percent this year.

In addition, automatic deduction from checking accounts has jumped considerably. In 2001, approximately 35 percent of households were paying at least one bill via automatic deduction. This increased to nearly 44 percent in 2002.

**Figure 3.4:**  
Bill Payment Methods



Household insurance bills are those most likely to be paid by automatic deduction from a bank account, as shown in Table 3.3. Over 18 percent of all households pay insurance bills using this method. Other bills paid by automatic deductions are rent/mortgage payments (9 percent), personal loan payments (7 percent), electric bills (7 percent), and telephone bills (3 percent).

From the PFY 2002 HDS recruitment data, the picture emerges of mail as an important remittance medium, but one whose market share is eroding. The number of households using electronic means of bill payment is growing. Within this group, online payment is growing. Households who use no electronic means of payment pay about 90 percent of their bills by mail. Those who use some electronic means of payment pay about 70 percent by mail. This drops to well under half for those who pay some bills online.

**Table 3.3:**  
Top Bills Paid by Automatic Deduction

Bill Type	Percent of Households
Insurance	18
Rent/Mortgage	9
Loans	7
Electric	7
Telephone	3

# Chapter 4: Demographics of the Mail

The U.S. Mail is generated by many households and businesses both inside and outside the United States. Personal letters and greeting cards, bill payments, packages, personal business correspondence, and advertising are major types of mail sent and received by U.S. households. This chapter examines how household demographics affect mail volumes and how U.S. households use the Postal Service.

**Households received a total of 141.3 billion pieces of mail in PFY 2002.**

## Who Receives The Mail?

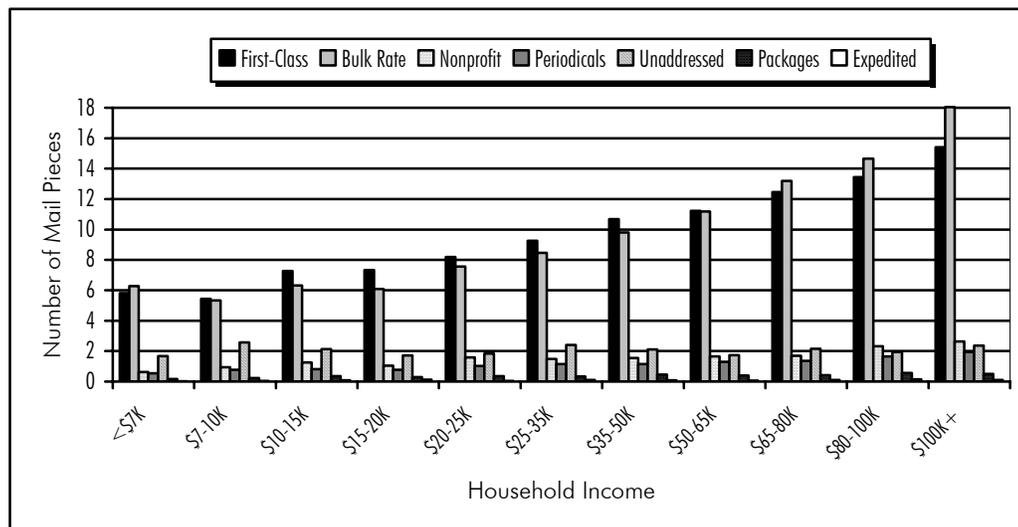
The 106.5 million U.S. households received a total of 141.3 billion pieces of mail in PFY 2002 additionally, households recorded 11.9 billion unaddressed pieces. These were predominantly flyers and inserts delivered with Standard Mail. Table 4.1 shows a breakdown of those pieces.

Income is the characteristic most strongly associated with how much mail a household sends and receives. Figure 4.1 shows that the volumes of mail received are related to household income for virtually every class of mail. This relationship is most apparent in the First-Class and Standard Bulk Rate mail classifications. In PFY 2002, households with incomes in excess of \$100,000 received about three times as much First-Class Mail (15.4 pieces per week) as households with incomes under \$7,000 (5.8 pieces per week). Higher incomes are associated with higher consumption spending, higher asset balances, more financial transactions, and more account statements. Higher incomes also generally attract more advertising mail. This can be seen in Standard Mail (which includes the Bulk Rate, Nonprofit and Unaddressed categories). Households with incomes under \$7,000 received an average of 6.3 Bulk Rate Mail pieces per week, compared to the 18 pieces per week received by households with incomes in excess of \$100,000.

**Table 4.1: Mail Volumes Received by Class**

Mail Classification	2002 Volumes (Billions)
First-Class	60.5
Bulk Rate	61.3
Nonprofit	9.8
Periodicals	7.3
Unaddressed	11.9
Packages	2.0
Expedited	.4

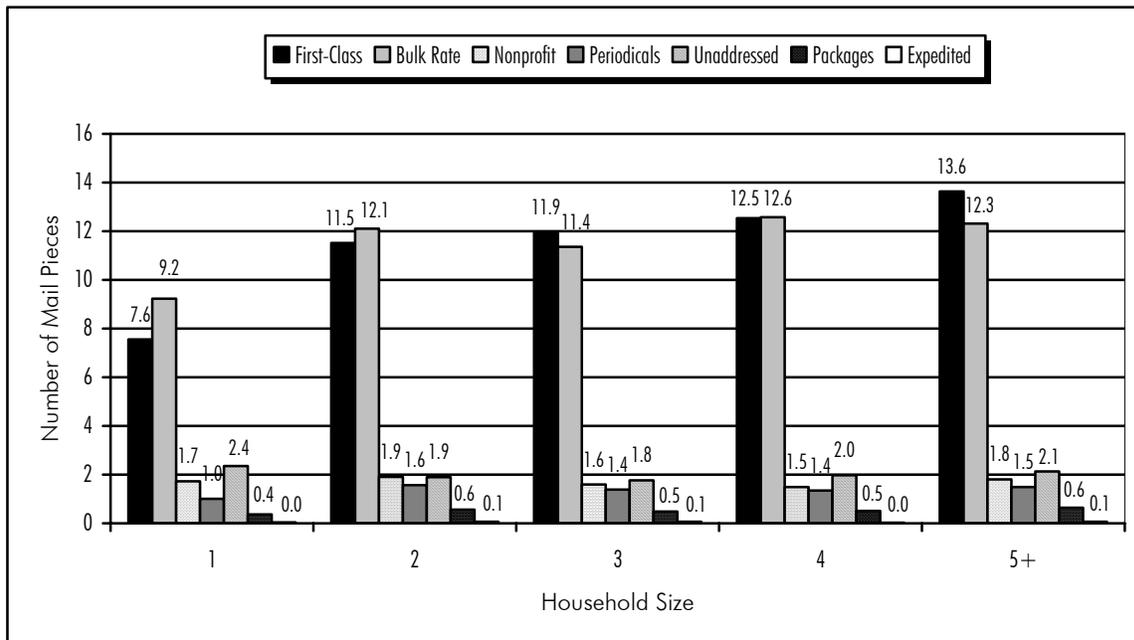
**Figure 4.1: Mail Received by Income and Classification (Pieces per Household per Week)**



The volume of mail received by households increases as household size and income increase.

As household size increases, the volume of First-Class and Standard Mail received also increases. Figure 4.2 illustrates this pattern. Single-member households received an average of 7.6 pieces of First-Class Mail and 11.0 pieces of Standard Mail (Bulk Rate and Nonprofit) per week in 2002. This rises to 13.6 pieces of First-Class Mail and 14.0 pieces of Standard Mail per week for households with five or more members.

**Figure 4.2:**  
Mail Received by Household Size (Pieces per Household per Week)



## Who Sends The Mail?

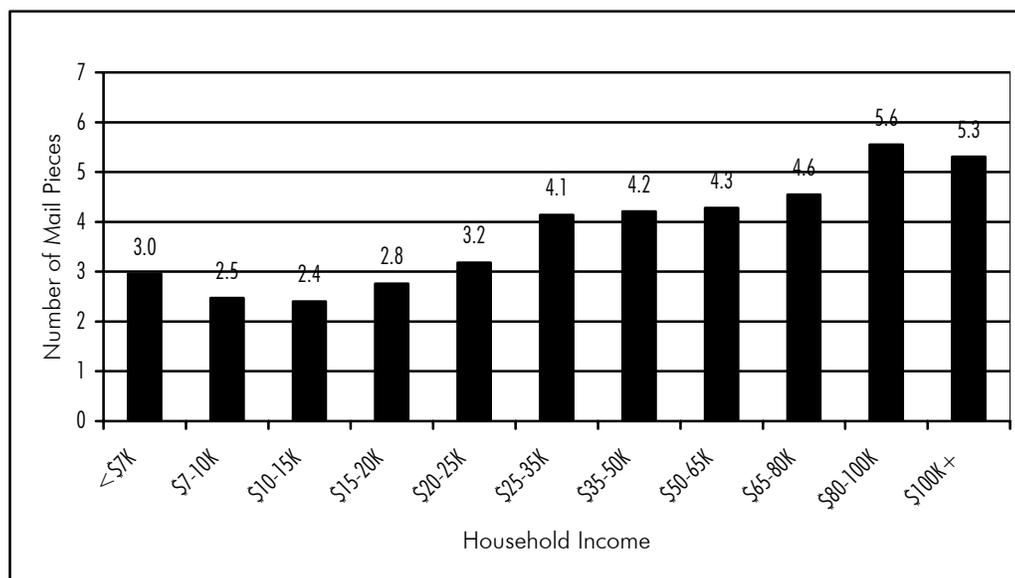
Households sent a total of 25.1 billion pieces of mail in PFY 2002, up from the 23.8 billion in 2001. Table 4.2 shows the breakdown of total mail volumes sent by class.

**Table 4.2:**  
Mail Sent by Class (Volumes)

Mail Classification	2002 Volumes (Billions)
First-Class	25.1
Packages	.4
Expedited	.2

Over 97 percent of mail sent by households is First-Class Mail. The two largest uses of the mail by households are bill payments and personal greetings. As shown in Figure 4.3, the volume of First-Class Mail sent increases as household income increases. Households with incomes in excess of \$100,000 per year sent an average of 5.3 First-Class Mail pieces per week as compared to the 3.0 pieces per week sent by households with incomes under \$7,000.

**Figure 4.3:**  
First-Class Mail Sent by Income (Pieces per Household per week)



Unlike mail volumes received by households, the amount of mail sent by households does not increase as household size increases. In fact, the largest households send the least amount of mail. Households with two persons are the largest generators of mail sent in all mail classifications. Over 42 percent of all mail sent by households originates in households with two persons. Two-person households send 42 percent of First-Class Mail, 42 percent of packages, and 38 percent of expedited mail.

### Personal Correspondence

Personal correspondence accounted for an average of 1.31 pieces per week in PFY 2002, compared to 1.37 last year, 1.33 in 2000, and 1.54 in 1987. Greeting cards continue to be a generator of First-Class Mail sent by households. Households indicated in the recruitment survey that they sent a similar number of holiday cards to what they sent in the past, this is borne out in the diary data. The percentage of households that said they sent 11 or more greeting cards was up slightly. But the number of holiday greeting cards reported in PFY 2002 was down slightly.

On an annualized basis, the number of holiday greeting cards was .52 per week compared to .55 the previous year and .44 the year before. All three numbers are subject to substantial sampling variation.

Virtually all of the recorded mail pieces identified as holiday greeting cards were received during a three

to five week period, which represents less than 10 percent of the entire study period. These were also unusual times, which may have affected the care with which households recorded their mail. In the wake of the highly publicized acts of bioterrorism that occurred in the two months preceding the 2001 holiday season, a question arises: Did U.S. households alter their customary use of greeting cards? Probably not, the data provide little evidence of dramatic change.

About half of U.S. households send one or more packages per month. The average number of packages sent per week in 2002 is .09, down from .10 in 2001.

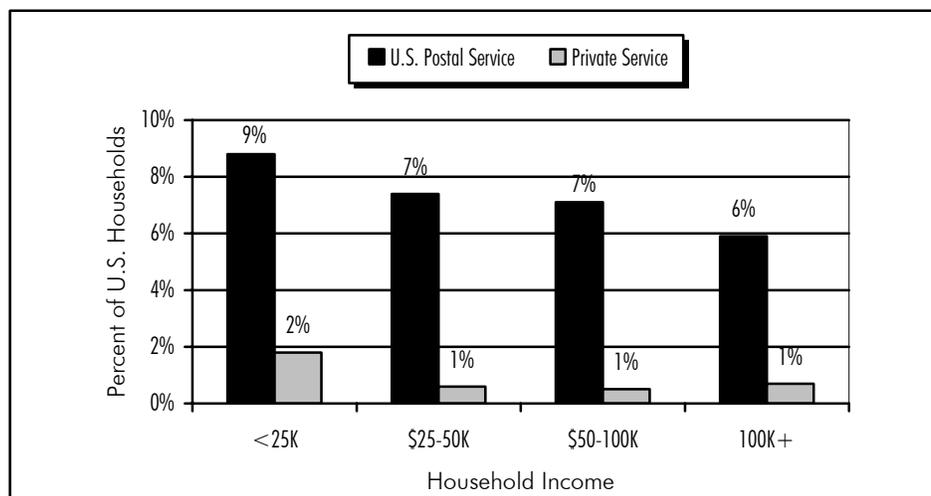
### Bill Payment

Bill payments comprise the greatest portion (50.5 percent) of First-Class Mail sent by households. On average, households paid 11.8 bills per month in 2002. Nearly 95 percent of all households paid at least one of these bills by mail each month. Household bill payment is detailed in Chapter 3.

### Use of the Post Office

Households that rent mail boxes overwhelmingly use the U.S. Postal Service. Less than one percent of all U.S. households rent a box from a private company. However, Post Office box use has declined over the past year, with just 7.3 percent of U.S. households renting a box from the Postal Service in 2002 compared to 10.4 percent in 2001.

**Figure 4.4: Household Use of Rented Mail Boxes**

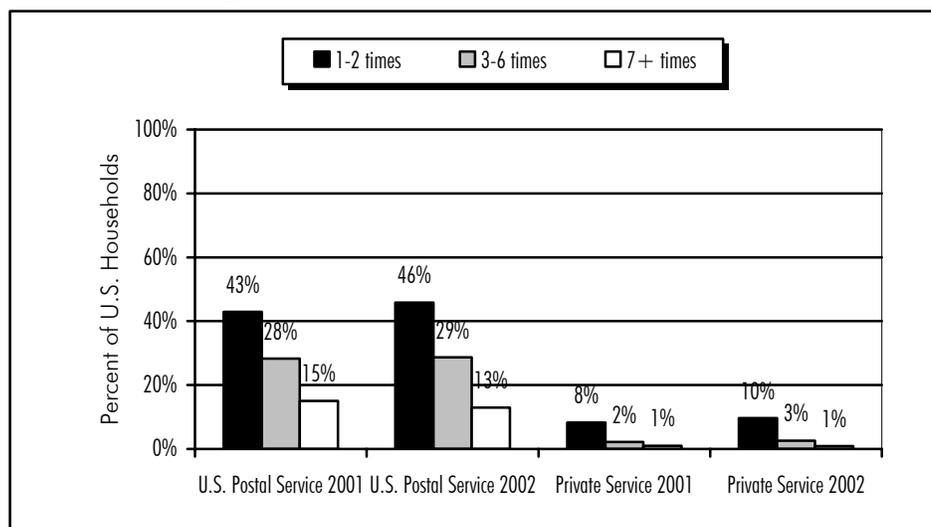


Base: U.S. Households, Postal Fiscal Year 2002 (106.5 Million).

As shown in Figure 4.4, households with incomes under \$25,000 are the largest users of Post Office boxes. Just under 9 percent of households with incomes under 25,000 have a Post Office box while

only 6 percent of households with incomes above 100,000 do. Households with incomes under \$25,000 are also more likely to rent a box from a private mail service.

**Figure 4.5: Household Visits to Post Office in Past Month**



Base: U.S. Households, Postal Fiscal Year 2002 (106.5 Million).

Not only does the Postal Service go to every U.S. residence six days a week, it provides post offices across the United States. The U.S. Postal Service currently operates 37,683 offices, stations, and branches. Many products and services are provided at these locations, including package mailing and retrieval, stamp purchases, special services such as return receipt and insured mailings, and Express and Priority Mail services.

**Over 92 percent of U.S. households have patronized a Post Office within the past month.**

Personal visits to the Post Office continue to be a ubiquitous aspect of American life. Over 92 percent of U.S. households have patronized a Post Office within the past month, while just fewer than 14 percent have visited a private mailing company. Over 41 percent of all households in the U.S. visited the Post Office three or more times in the past month.

# Chapter 5: Sources and Uses of First-Class Mail

This chapter examines the sources and uses of First-Class Mail. This includes a sector analysis of First-Class Mail flows followed by a detailed discussion of the types of First-Class Mail sent and received by households. In addition, the industries that generate First-Class Mail volumes and the mail types industries utilize are presented.

When Americans think about the mail, First-Class Mail is often what first comes to mind. In a real sense, First-Class Mail is what defines the Postal Service's image as an institution for the general public. It is also vitally important to postal finances. In GFY 2002, First-Class revenue totaled \$36.5 billion and provided \$18.8 billion of contribution above its volume variable costs toward supporting the postal network.<sup>5</sup>

In PFY 2002, there were 101.8 billion total First-Class Mail pieces, 2 percent fewer than the 103.8 billion in 2001, and below the 102.9 billion pieces delivered in 2000. Declining First-Class volumes have significant consequences for Postal Service revenues and financial health.

## Sector Analysis Of First-Class Mail Volumes

While households receive mail of many classes, the best place to begin understanding household and business communications is to study the use of First-Class Mail. Households use First-Class Mail more than any other postal classification.

Since 1987, household use of First-Class Mail for business communications has risen while use for personal communications has fallen. As shown in Table 5.1, households sent other households an average of 1.3 pieces per week in PFY 2002.

**Table 5.1:**  
First-Class Mail Pieces per Household per Week by Sector

First-Class Mail Sector	1987	2001	2002
HH-to-HH	1.6	1.4	1.3
HH-to-NHH	2.1	2.7	2.9
NHH-to-HH	7.0	9.5	9.4
Unclassified Incoming	0.1	0.2	0.2
Unclassified Outgoing	0.1	0.3	0.4
<b>Total mail originating in HHs</b>	<b>3.8</b>	<b>4.4</b>	<b>4.6</b>
<b>Total mail arriving in HHs</b>	<b>8.7</b>	<b>11.1</b>	<b>10.9</b>

*Base: First-Class Mail Pieces excluding Packages, Postal Fiscal Year 2002 (78.4 Billion). Includes Mail Arriving in or Departing from Households.*

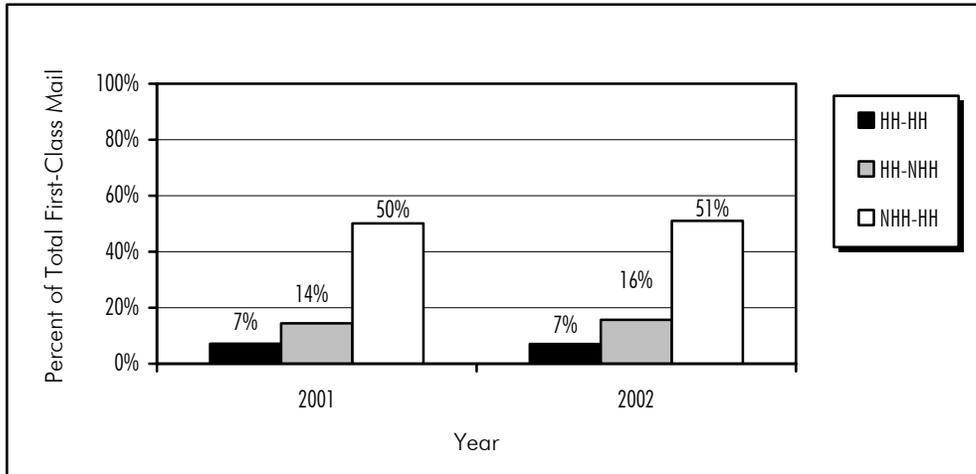
While household-to-household mail fell from 1.6 pieces per week in 1987 to 1.3 in 2002, the other sectors have shown positive trends. Households sent an average of 2.9 pieces per week to nonhouseholds and received an average of 9.4 pieces per week from them. Total First-Class Mail sent by households increased marginally to 4.6 and total mail arriving in households declined marginally to 10.9.

**A drop in nonhousehold-to-nonhousehold (NHH-to-NHH) First-Class Mail volumes contributed to the 2002 fall in total First-Class Mail volume.**

Figure 5.1 shows the percent of total First-Class Mail by sector. The nonhousehold-to-household mailstream is by far the largest segment of First-Class Mail volume with 51 percent in PFY 2002. The household-to-nonhousehold mail flow, which is nearly 16 percent of the total, is primarily bill payments, which are explored in more detail in Chapter 3 of this report. In PFY 2002, 7 percent of First-Class Mail was household-to-household.

<sup>5</sup> FY 2002 Cost and Revenue Analysis report.

**Figure 5.1:**  
Percent of Total First-Class Mail by Sector



Base: Total First-Class Mail Pieces excluding Packages, Postal Fiscal Year 2002 (101.8 Billion) and Postal Fiscal Year 2001 (103.8 Billion).

## Mail Types Sent And Received

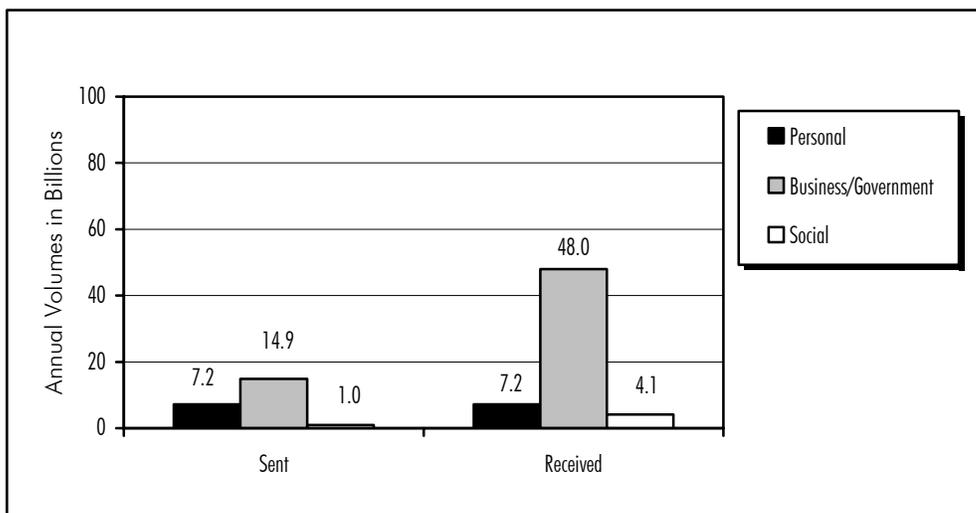
The mail sent and received by households includes personal mail such as letters, invitations, and greeting cards; business mail, like advertisements, bills, and statements; and social (social, charitable, political, and nonprofit) mail such as requests for donations and business announcements.

First-Class Mail sent by households includes a good mix of all three types: households sent 7.2 billion pieces of personal mail, 14.9 billion pieces of business mail per year, and 1 billion pieces of social/nonprofit mail for the year.

What households find in their mailboxes, however, is overwhelmingly business mail. In 2002, households received over 48 billion pieces of business mail as compared to 7.2 billion pieces of personal and 4.1 billion pieces of social mail.

**Half of all First-Class Mail was business mail sent to households.**

**Figure 5.2:**  
First-Class Mail Type Sent and Received by Households  
(Units in Billions)



Base: First-Class Mail Pieces Sent and Received by Households (excluding Packages), Postal Fiscal Year 2002 (25.1 Billion and 60.5 Billion respectively).

Note: Mail pieces to which no response was given for mail type are not included above, but are included in base totals.

Before looking at the First-Class business mail households receive, consider how households use the mail as a medium of commerce. The First-Class Mail sent by households to nonhouseholds is shown in Table 5.2. Of the total First-Class Mail sent to nonhouseholds, households sent almost 40 percent to utility companies (0.6 pieces per week) and credit card companies (0.5 pieces per week).

Since 1987, there has been an overall increase in the amount of advertising mail sent to households. During this same period, household First-Class Mail sent in response to advertising has decreased. This is primarily due to the increase in the number of advertising response options available to households including telephone, in-person, facsimile, and Internet. In PFY 2002, 62 percent of household responses to First-Class advertising mail were made by methods other than the mail. Similarly, more than 70 percent of household responses to Standard Mail advertising were made by methods other than by mail (see Table 5.3).

**Table 5.2:**  
First-Class Mail Sent by Households to Nonhouseholds

Mail Sent	Percent of Total First-Class Mail			Pieces Per HH per Week		
	1987	2001	2002	1987	2001	2002
Response to Advertising	4	1	1	0.6	0.3	0.2
Phone/Utility	2	3	3	0.4	0.6	0.6
Credit Card Company	2	2	3	0.3	0.4	0.5
Other	5	8	8	0.9	1.4	1.5

Base: Percentages based on Total First-Class Mail to Households and Nonhouseholds, Postal Fiscal Year 2002 (101.8 Billion).

**Table 5.3:**  
Type of Response by Household to Advertising Mail  
(Percentage of Mail Pieces)

Type of Response	Percent of Total First-Class	Percent of Total Standard Mail (A)
By Mail	38	27
By Phone	24	26
In Person	32	39
By Fax	0	0
Via Internet	4	5
Other	0	0

Base: Advertising Mail Pieces, Excluding Packages and Unsolicited Publications; Postal Fiscal Year 2002 (First-Class: 3.5 Billion; Standard Mail (A): 15.6 Billion).

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

## Industries That Use First-Class Mail

First-Class Mail is an important medium for businesses to communicate with American households. Just over half of First-Class Mail is from businesses to households. Households received an average of 8.7 pieces of First-Class Mail per week from business or government in 2002, compared to only 1.3 pieces per week of personal mail and 0.7 pieces per week from social, charitable, political or nonprofit organizations, as seen in See Table 5.4.

**H**ouseholds received 22.7 billion First-Class Mail pieces from the financial industry in 2002, up from 21.9 billion pieces in 2001.

The majority of nonhousehold First-Class Mail received by households comes from financial services firms, which, at 22.7 billion pieces, is up from the 21.9 billion pieces sent to households in 2001. Services such as utilities and medical and other professions sent slightly 13.8 billion pieces of First-Class Mail to households in 2002, compared to 13.6 billion pieces in 2001. Households received 6.9 billion pieces from merchants, 3.6 billion pieces from government, and 4.1 billion pieces from social organizations in 2002 (see Figure 5.3).

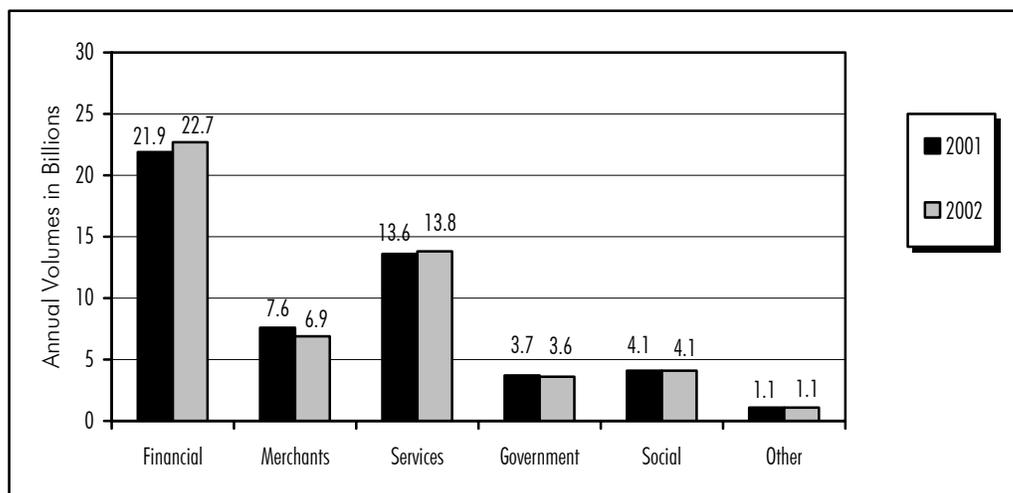
**Table 5.4:**  
First-Class Mail Received by Mail Type

Mail Type	Pieces per HH per Week	
	2001	2002
Business or Government	8.8	8.7
Personal	1.4	1.3
Social	0.7	0.7

Base: First-Class Mail Received by Households, Postal Fiscal Year 2002 (59.3 Billion).

Note: Includes First-Class packages. Base does not include pieces for which no response was given for Mail Type.

**Figure 5.3:**  
Industries that Use First-Class Mail  
(Units in Billions)



Base: First-Class Mail Received by Households from Nonhouseholds, Postal Fiscal Year 2002 (52.2 Billion).

Note: Totals may not sum due to rounding.

As shown in Table 5.5, the majority of the mail households received from nonhouseholds was advertising, bills or invoices, and financial

statements, which collectively accounted for 6.6 of the 9.4 pieces per week received from nonhouseholds.

**Table 5.5:**  
Contents of First-Class Mail Received by Households (Pieces per Week)

<b>Mail Type</b>	<b>1987</b>	<b>2001</b>	<b>2002</b>
<b>Business or Government</b>	<b>6.4</b>	<b>8.8</b>	<b>8.7</b>
Advertising Only	0.9	2.0	2.0
Notice of Order	0.2	0.5	0.5
Bill/invoice/premium	2.5	3.3	3.4
Financial Statement	0.9	1.4	1.2
Payment	0.3	0.3	0.3
Rebate	0.0	0.0	0.0
Greeting Card/Thank you	0.1	0.1	0.1
Business Invitation/Announcement	0.3	0.5	0.5
Other	1.2	0.7	0.7
<b>Social/Charitable/Political/Nonprofit</b>	<b>0.6</b>	<b>0.7</b>	<b>0.7</b>
Announcement/Meeting notice	0.2	0.3	0.4
Request for Donation	0.1	0.2	0.1
Confirmation of Donation	0.0	0.1	0.1
Bill	0.0	0.0	0.1
Other Social	0.2	0.1	0.1

*Base: First-Class Mail Received by Households from Nonhouseholds, Postal Fiscal Year 2002 (52.2 Billion).*



# Chapter 6: Mail as an Advertising Medium

In 2002, American businesses spent \$237 billion advertising their products and services. Firms invested these sums to increase revenues, add value to their brands, and build relationships with their customers. Of this advertising expenditure, 19.4 percent was spent on direct mail. Direct mail's market share exceeded those for newspapers and broadcast television for the second straight year.

**Over 19 percent of total advertising expenditures were spent on direct mail advertising in 2002.**

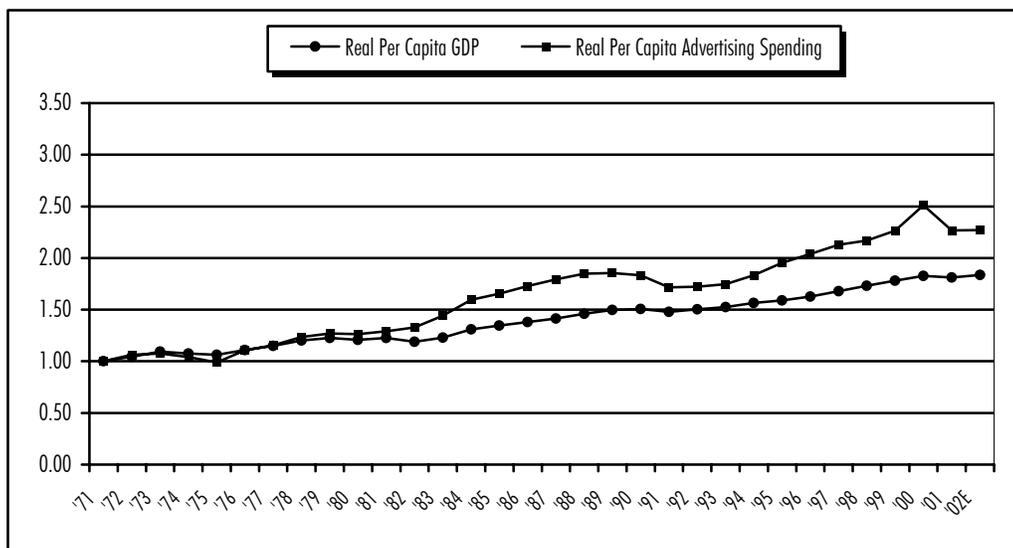
Why did U.S. businesses and organizations spend \$46 billion on direct mail? It is a highly efficient method for them to communicate with consumers. Through the mail, advertisers can target new customers and cement relationships with existing customers by sending letters, catalogs, postcards, free samples, promotional magazines, and brochures. Direct mail advertisers track the effectiveness of their advertisements. They differentiate their products from those of other businesses. They track their customers' responses to measure effectiveness of their advertisements.

Given the private nature of the mail, businesses share their offers with their customers only, not with competitors.

For the purposes of this report, advertising mail is any advertising, promotional or sales material sent through the Postal Service. This chapter examines annual advertising volumes for PFY 2002, as well as trends in advertising expenditures and market share. In addition, the characteristics of advertising mail including mail classification and sender types are examined in the context of household demographics and household treatment of advertising mail.

Advertising is a quarter of a trillion dollar market. Since World War II, deflated per capita advertising expenditures have grown 2.7 percent per year. Over the same time periods, deflated per capita GDP has grown by 2.0 percent per year. The Postal Service has benefited from this disproportionate growth. Over time, its share of this growth has been translated into advertising mail volume. Furthermore, direct mail's share of advertising spending has grown.

**Figure 6.1:**  
Per Capita Real U.S. Advertising Expenditures and GDP, 1971-2002



Source: McCann-Erickson, Bureau of Economic Analysis, and Economic Report of the President, 2003.  
Note: 1971=100; GDP = Gross Domestic Product

Figure 6.1 illustrates this extraordinary growth. It also reveals its vulnerability to economic slowdowns. In this respect, advertising is very similar to business investment spending. When economic conditions weaken, projections of future sales are cut back and cash flow to finance advertising dries up. In the chart, total advertising expenditures in the United States are adjusted for inflation and population growth.

## Advertising Mail Volumes

According to the HDS, in 2002, households received 75.8 billion mail pieces that they describe as advertising, which is an average of 13.7 pieces per household per week. This is less than the 76.5 billion pieces received in 2001. In addition to unsolicited publications and samples, there were 13.7 billion Standard Mail pieces that households did not classify as containing advertising. Classifying all Standard Mail pieces as part of advertising mail would increase the total for 2002 to 89.5 billion pieces (18.4 billion of First-Class and 71.1 billion of Standard Mail).

**In PFY 2002, households received 75.8 billion pieces of advertising mail.**

Table 6.1 shows the breakdown of total advertising mail by mail classification. Standard Mail advertising comprises 76 percent of total advertising volumes with 63.4 billion pieces in PFY 2002. This volume level is up 1 percent from 62.8 billion in 2001. First-Class Mail advertising accounts for approximately 23 percent of household advertising mail at 18.8 billion pieces in PFY 2002. The First-Class share of total advertising volume decreased slightly from 23.4 percent in 2001 to 22.9 percent in 2002. The volume of unaddressed advertising mail grew over the past year to 6.0 billion pieces annually.

**Standard Mail advertising accounts for nearly 76 percent of total advertising mail volume.**

While all major industries utilize both First-Class and Standard Mail advertising, their relative importance as generators of advertising mail varies between the two mail classes. As shown in Figure 6.2, the financial sector sent 8.1 billion pieces of First-Class advertising mail in PFY 2002. This accounts for 44 percent of total First-Class advertising mail.

**Table 6.1:**  
Advertising Mail by Mail Classification

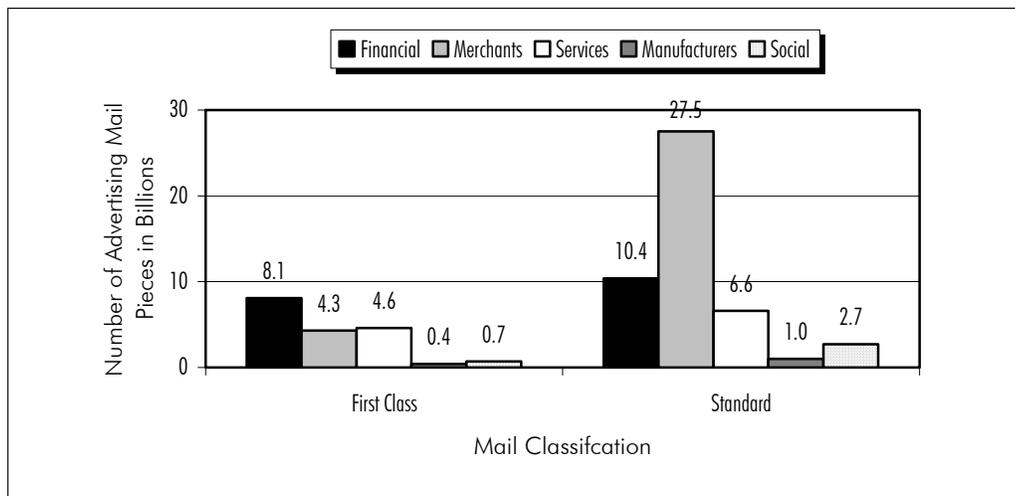
Mail Classification	Volume Totals (billions)		Pieces per Household per Week		Percent of Total Advertising	
	2001	2002	2001	2002	2001	2002
<b>First-Class Advertising</b>	<b>19.1</b>	<b>18.4</b>	<b>3.5</b>	<b>3.3</b>	<b>25</b>	<b>24</b>
Primary Advertising	10.7	10.6	2.0	1.9	14	14
Secondary Advertising	8.4	7.8	1.5	1.4	11	10
<b>Standard Mail</b>	<b>57.4</b>	<b>57.4</b>	<b>10.4</b>	<b>10.3</b>	<b>75</b>	<b>76</b>
Presorted Standard or Bulk Rate	52.8	52.3	9.6	9.4	69	69
Nonprofit	2.4	2.6	0.4	0.5	3	3
Unsolicited Publications	2.0	2.2	0.4	0.4	3	3
Unsolicited Samples (all classes)	0.2	0.3	0.0	0.1	0.3	0.4
<b>Total Advertising</b>	<b>76.5</b>	<b>75.8</b>	<b>13.9</b>	<b>13.7</b>	<b>100%</b>	<b>100%</b>
Unaddressed Mail	5.3	6.0	1.0	1.1	N/A	N/A

Base: HDS Advertising Mail Pieces, Postal Fiscal Year 2002 (75.8 Billion).

Note: Totals may not sum due to rounding. Unaddressed Mail is not included in totals.

Standard Mail (Bulk Rate and Nonprofit) have been adjusted for under-reporting and existence of Unaddressed Mail.

**Figure 6.2:**  
Advertising Volumes for First Class and Standard Mail Advertising by Sender Type



Base: First-Class and Standard Advertising Mail Pieces including Unsolicited Samples, Postal Fiscal Year 2002 (18.4 and 48.8 Billion, respectively).

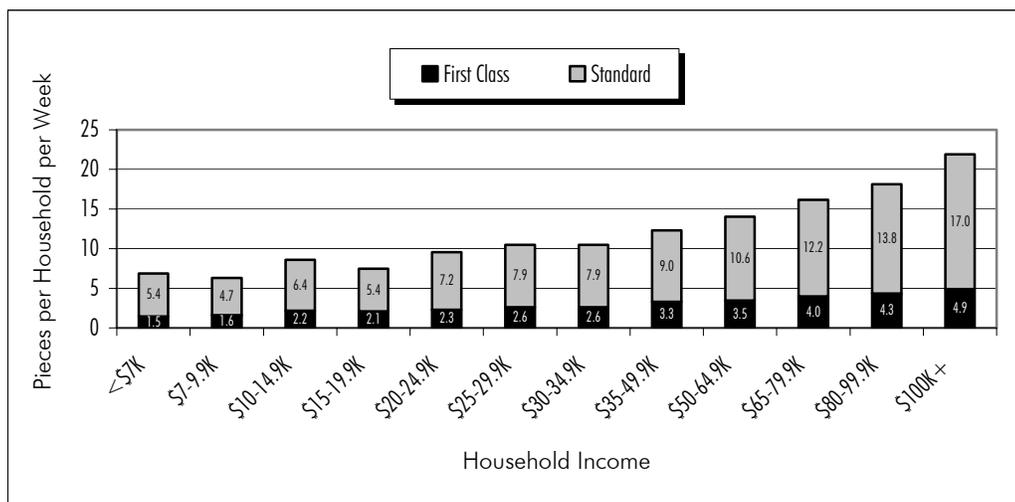
Note: Standard Mail includes Bulk Rate and Nonprofit pieces sent by a single organization; Standard does not include unsolicited publications.

Merchants are the largest users of Standard Mail. Merchants sent 27.5 billion pieces of Standard Mail advertising in PFY 2002, and account for over 56 percent of total Standard Mail advertising. Other large-scale users of Standard Mail advertising include the Financial sector (10.4 billion pieces) and the Services sector (6.6 billion pieces).

### Advertising Mail: Primary Target Markets

Advertisers use the mail to focus their messages geographically, economically, or using other predictors of marketing success. Consequently, demographic factors strongly affect the volume of advertising mail received by households.

**Figure 6.3:**  
Advertising Mail by Class and Income



Base: First-Class and Standard Advertising Mail Pieces including Packages, Postal Fiscal Year 2002 (15.6 and 47.9 Billion, respectively).

Note: Standard Mail includes Bulk Rate and Nonprofit, and Unsolicited Publications. Base does not include pieces delivered to households that did not answer the income question.

Both First Class and Standard Mail advertising increase with income, as shown in Figure 6.3. In PFY 2002, households with an annual income exceeding \$100,000 received an average of 21.9 advertising mail pieces per week, three times what a household with less than \$7,000 annual income received.

The HDS has no direct measures of how, or whether, rural households' mail received differs from that of urban households. Table 6.2, however, breaks down advertising mail households received by whether the households were in the nation's largest metropolitan areas, in one of the smaller metropolitan areas, or in a non-metropolitan county.

**Table 6.2:**  
Advertising Mail by Metropolitan Area Stratum  
(Pieces per Household per Week)

Class	30 Largest Metropolitan Areas	Other Metropolitan Areas	Non-Metropolitan Areas
First Class	3.8	3.1	2.8
Standard	11.8	8.7	7.8
Unsolicited Publications	0.4	0.4	0.4
<b>Total</b>	<b>16.0</b>	<b>12.2</b>	<b>11.0</b>
Unaddressed	1.8	0.7	0.3

Base: Advertising Mail Pieces excluding Unsolicited Samples, Postal Fiscal Year 2002 (81.5 Billion). Standard includes Bulk Rate and Nonprofit. Unaddressed Mail not included in Totals.

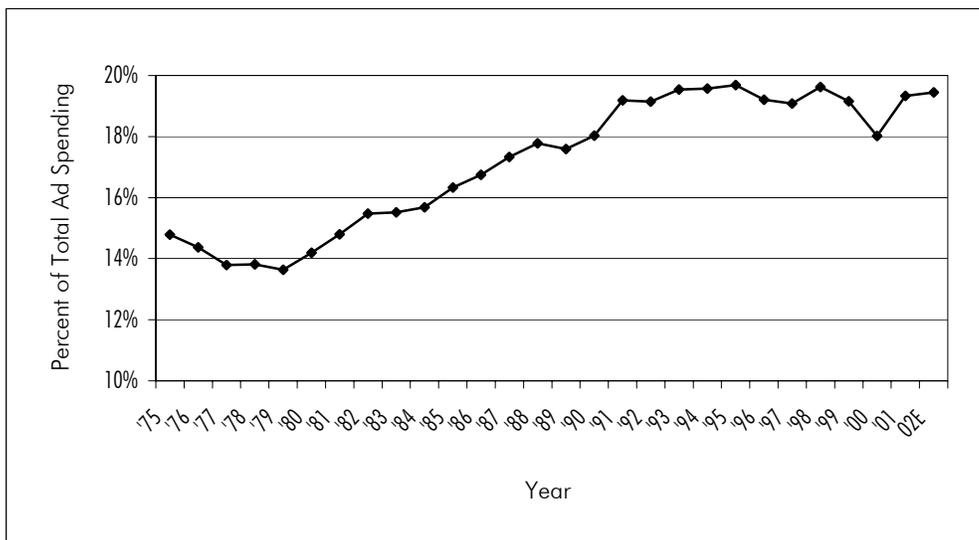
The American counties outside the nation's metropolitan areas have the lowest population density and have lower mail volumes per household as well. This is certainly the case with advertising. Households in non-metropolitan areas receive only about two thirds as much advertising mail as households do in the thirty largest metropolitan areas. Households in the remaining, smaller metropolitan areas received over ten percent more advertising mail than households in the non-metropolitan counties.

This illustrates an area of concern for the Postal Service. Households in non-metropolitan areas are farther apart from each other, making them more expensive to serve. At the same time, these households receive less mail, which means less revenue to offset this expense. The bigger this gap, the greater the burden the Postal Service must bear as part of its universal service obligation.

### Advertising Market Share

Direct mail is a significant medium through which U.S. businesses advertise their products. Direct mail competes with other media such as broadcast television, newspapers, magazines, cable TV, and most recently, the Internet. Although direct mail gained market share over many years, as illustrated in Figure 6.4, its market share has held steady in the last decade at around 19 percent.

**Figure 6.4:**  
Direct Mail Share of Total Advertising Spending (1975-2002)



Source: U.S. Postal Service calculations based on McCann-Erickson WorldGroup data.

## Attitudes Towards Advertising

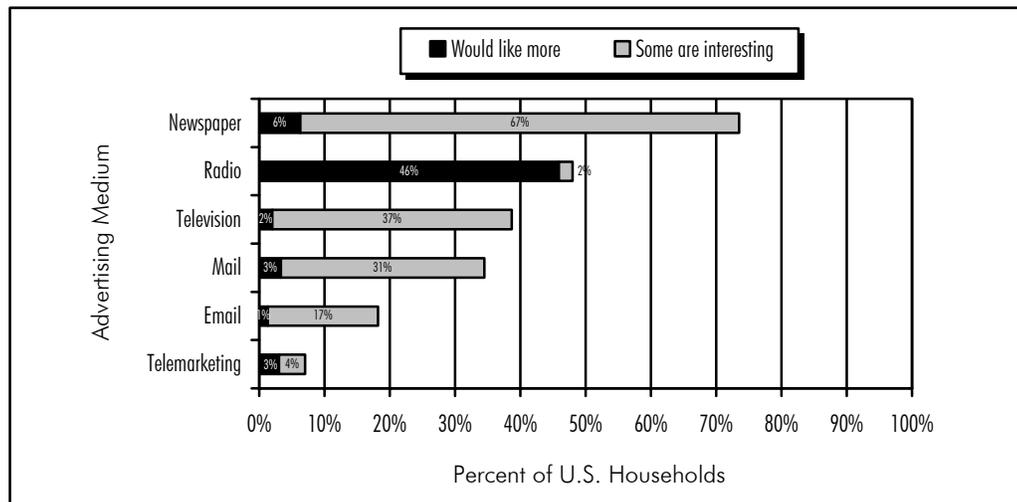
As households have received more advertising messages through various media over time, their interest in receiving more has declined. This has been true of advertising mail as well. The Household Diary Study recruitment data indicate that household interest in advertising varies across media. Broadly speaking, advertisers place ads in two kinds of media. Newspapers radio and television are media in which individuals have chosen to read, listen to or view. Mail is a medium through which unsolicited advertising arrives. In comparison with other advertising media, households' attitudes towards advertising mail fall right in a middle range. As shown in Figure 6.5, in PFY 2002, households were more receptive to advertising in media such as newspapers, television and radio. Even as newspaper readership declines, over 67 percent of households find some newspaper ads interesting with 6.3 percent of households

stating that they would like more advertising in newspapers.

Attitudes toward advertising mail are comparable to attitudes towards television and radio advertising. Over 31 percent of households find some advertising mail interesting and 3.3 percent would like more. Only 2.0 and 2.1 percent of households said they would like more television and radio advertising, respectively. Advertising mail compares favorably with unsolicited media. Households have decidedly more negative attitudes toward telemarketing and email advertising with only 4.0 and 16.9 percent of households, respectively, indicating some of the advertisements in these two mediums are interesting. Large percentages say they wish they got less.

**Over 31 percent of households find advertising mail interesting.**

**Figure 6.5:**  
Attitudes Toward Advertising by Medium



Base: U.S. Households, Postal Fiscal Year 2002 (106.5 Million).

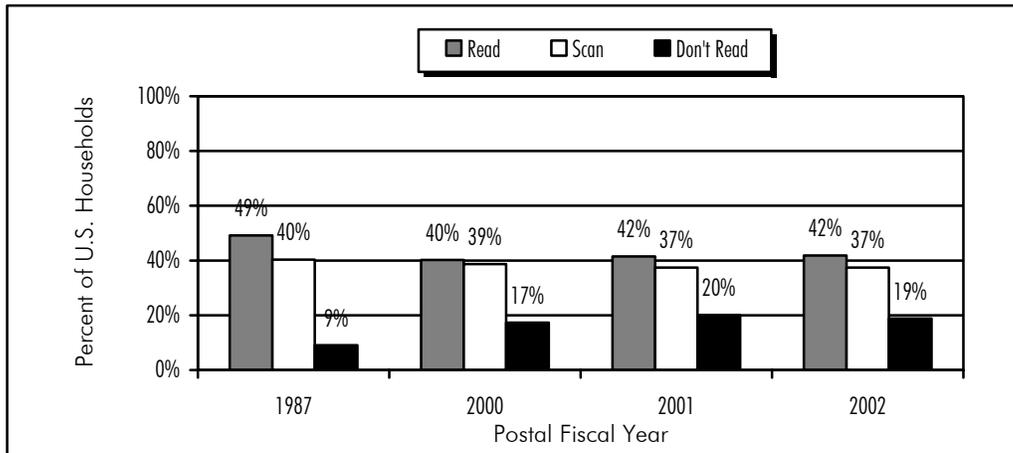
Note: Table does not include households that responded they wished they received less advertising mail or those which provided no response to this question.

## Household Behavior

Household attitudes towards advertising mail are not necessarily indicative of the households' actual behavior towards advertising mail. As shown in Figure 6.6, there is some increase in the percentage of households that do not read advertising mail over

time (see also Appendix Table A4-9). Yet the percentage of households who read or scan some or all advertising mail received has remained relatively stable over a time period in which households have received approximately forty percent more advertising mail pieces.

**Figure 6.6: Advertising Mail Behavioral Trends — 2001 and 2002**

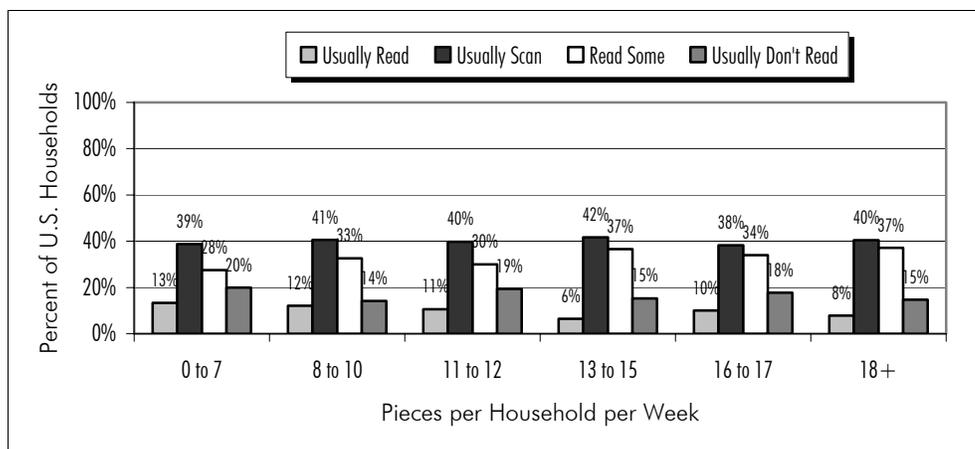


Base: U.S. Households, Postal Fiscal Year 2002 (106.5 Million). Note: Percentages do not include those who did not provide a response.

All advertising must compete for consumers' attention. This becomes more challenging as the total volume of advertising increases. Looking across households, there does not appear to be a simple relationship between the amount of advertising mail households receive and how they report they treat it. Looking at Standard Mail,

Figure 6.7 shows that there is little variation in the treatment of Standard Mail advertising between households receiving little or no advertising mail per week and households that receive large amounts. In fact, in PFY 2002, households targeted to receive the most advertising mail (those who received eighteen or more pieces of Standard Mail advertising weekly) were more likely to read some of the pieces (37 percent) than households receiving less advertising mail.

**Figure 6.7: Treatment of Standard Advertising Mail by Number of Standard Mail Pieces Received per Week**



Base: U.S. Households, Postal Fiscal Year 2002 (106.5 Million).

Note: Sample data based on households that participated in both the recruitment and diary portion of the survey. Number of Standard Mail Pieces includes only Bulk Rate and Nonprofit pieces.

**Table 6.4:**  
Intended Response to Advertising Mail by Class  
(Percentage of Pieces)

Response	First-Class	Standard
Yes	8.7	9.8
Maybe	10.4	19.7
No	63.6	59.3
No Response	17.4	11.3

Base: First-Class and Standard Advertising Mail Pieces, Postal Fiscal Year 2002 (18.4 and 54.9 Billion, respectively). Standard includes only Bulk Rate and Nonprofit.

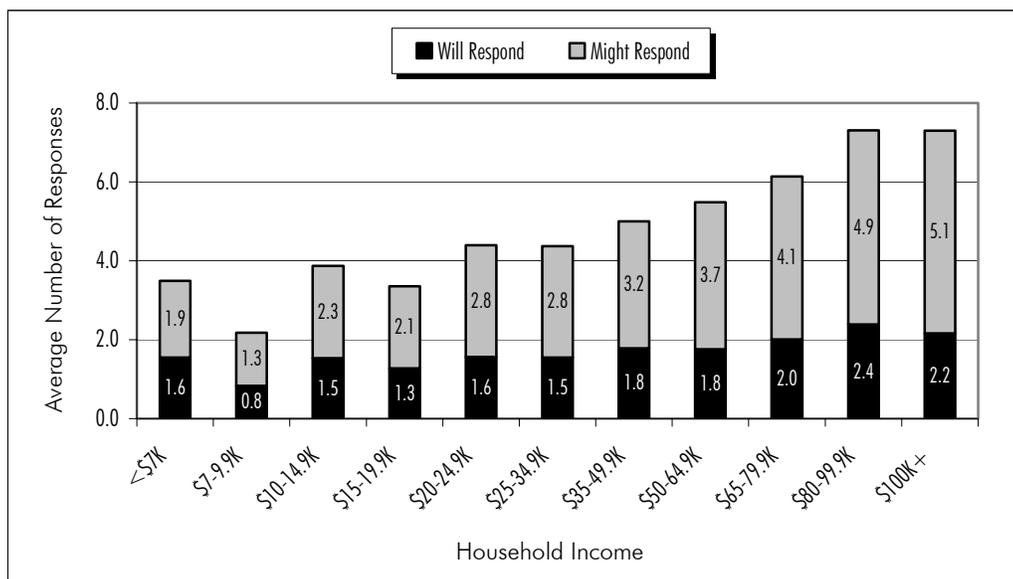
## Advertising Effectiveness

The diary data show a large number of mail pieces to which households said they might respond. When asked whether they intended to respond to individual Standard Mail pieces, one in ten drew a “yes” response and for one in five, a “maybe.” Intended response rates were generally lower for First-Class Mail pieces, which may reflect the different mix of advertising in the two classes of mail. Catalogs go almost entirely as Standard Mail whereas First-Class is more heavily weighted toward financial mail and less toward tangible products. Intended response rates decreased as income increased.

Response rates at the lowest income categories (\$25k and under) ranged from 10 to 15 percent and response rates at the highest income categories (\$50K+) ranged from 8 to 10 percent. This is shown in greater detail in Appendix Table A3-49. However, households with higher incomes received more advertising mail. Although total response rates were lower, the number of pieces these households responded to was much greater.

Figure 6.8 presents how many mail pieces households reported they might or will respond to. This incorporates the combined effect of households’ intended response rates and the pieces they received per week. Households with incomes above \$80,000 had the highest number of potential responses at 7.3 pieces per week. Households with incomes under \$7,000 reported potential advertising mail responses to less than four pieces per week.

**Figure 6.8:**  
Average Number of Responses by Income



Base: U.S. Households, Postal Fiscal Year 2002 (106.5 Million).

Note: Sample data based on households that participated in both the recruitment and diary portion of the survey.

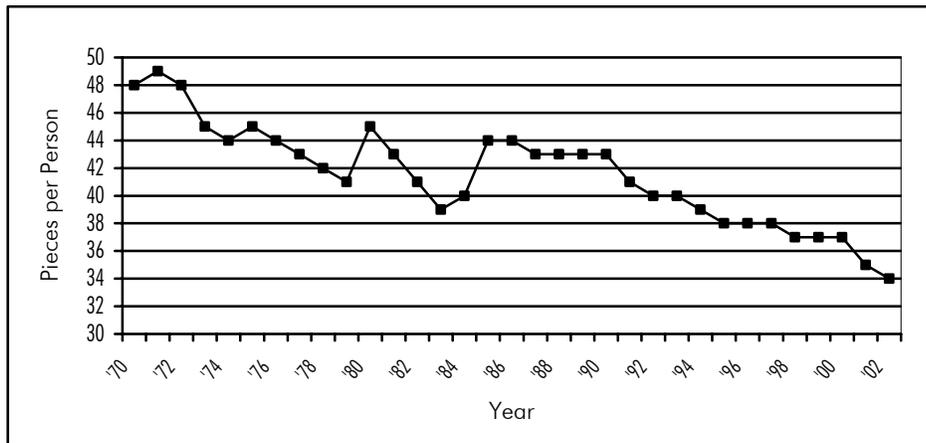


# Chapter 7: Periodicals in U.S. Economy

Periodicals Mail (known as Second Class Mail prior to 1997) consists of magazines and newspapers that households and businesses receive through the mail. Newspapers and magazines delivered by private carrier or purchased at a newsstand or other merchant are not included in the Household Diary

Study. This chapter presents past and current data on the volume and type of periodicals delivered to households by the Postal Service. In addition, historical trends in volumes are examined in the context of population size, household demographics, and readership.

**Figure 7.1:**  
Periodicals Mail Volume – 1970 to 2002  
(Annual Pieces per Person)



Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2002.

Total Periodicals volumes have not kept up with population over the long run, as seen in Figure 7.1. Periodicals volumes reached a peak in 1990 at 10,680 million pieces. With only two exceptions, it has declined each year since. This persistent decline may be caused by several factors. New substitutes like broadband Internet have grown rapidly. Most libraries and classrooms across the country have high-speed Internet access, putting information at consumers' fingertips. Recent econometric research confirms that some of this downward trend is associated with the Internet's expanding role. Additionally, the demise of a magazine or newspaper may not result in its subscribers simply switching to another publication. Closing a magazine or newspaper could cause a permanent loss of subscribers to the industry.

**Historically, changes in total Periodicals volumes have not kept pace with population growth.**

Periodicals volumes severely slumped after the Internet bubble burst in 2001.

Historically, troughs in Periodicals volumes have lagged in economic slumps more so than with other types of mail, largely because it takes some time for subscription contracts to cycle out. In this economic slump, Periodical volumes have slipped not only because of reduced subscriptions, but also because of the number of publications that ceased operation as sources of advertising revenue dried up.

Consumers and businesses are increasingly turning to the Internet for news, information and entertainment, and are decreasing their reliance on hard copy periodical publications. Moreover, the proliferation of media is squeezing the time available for magazine reading. The HDS shows periodical readership dropping among high-income households, which are the most intensive Internet users. This is an adverse development for magazine profitability.

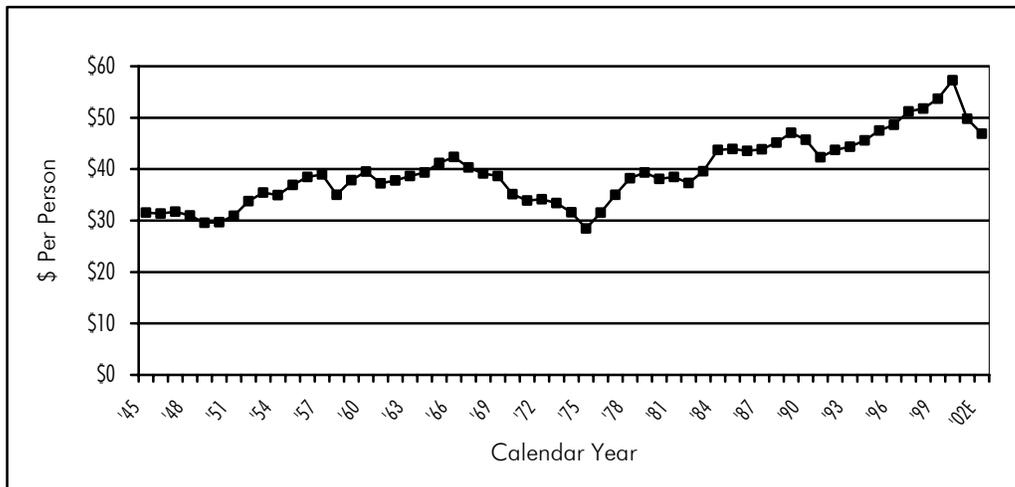
The decision to publish and maintain newspapers and magazines is dependent on advertising in those publications as well as on subscriptions. Approximately 60 percent of magazine revenues

come from advertising. For newspapers, the proportion is closer to 75 percent.

Advertising is a form of business investment. When the economy is growing and generating profits, firms invest more in advertising. New magazine titles are launched when opportunities exist to

capture a share of advertising spending by capturing new segments of customers. When economic times turn bad, decreased spending on advertising reduces periodical ad revenue and hurts profitability. Real per capita magazine advertising expenditures since 1945 are shown in Figure 7.2.

**Figure 7.2:**  
Real Per Capita Magazine Advertising Spending

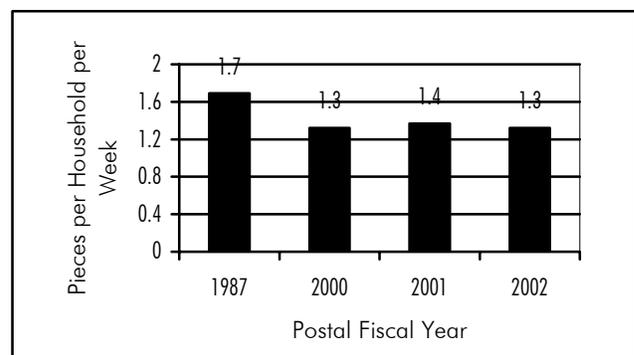


Sources: McCann-Erickson, Bureau of Economic Analysis; Economic Report of the President 2003.

## Household Periodicals Volumes

According to the HDS, 7.3 billion pieces of mail delivered to households in 2002 were Periodicals Mail, a slight decrease from the previous year. This differs from total Periodicals volumes shown in Figure 7.1 because the HDS does not collect data on Periodicals mail sent to nonhouseholds. Periodicals Mail was 5 percent of total domestic mail to households. As shown in Figure 7.3, Periodical volumes have experienced a significant decline since 1987. The average number of Periodicals received by households in 1987 was 1.7 pieces per week but it was only 1.3 pieces per week in 2002.

**Figure 7.3:**  
Periodicals Volumes – 1987 to 2002



Source: U.S. Postal Service Household Diary Study, Postal Fiscal Years 1987, 2000, 2001, & 2002.

**In PFY 2002, 7.3 billion pieces of mail delivered to households were Periodicals.**

Table 7.1 shows a breakdown of periodicals received by households in PFY 2002. More than half (69 percent) of all periodicals received by households were magazines.

In 2002, households received an average of one magazine per week. The most common type of magazine is monthly at 0.6 pieces per week. Newspapers make up 18 percent of total Periodicals volumes or an average of 0.3 pieces per week.

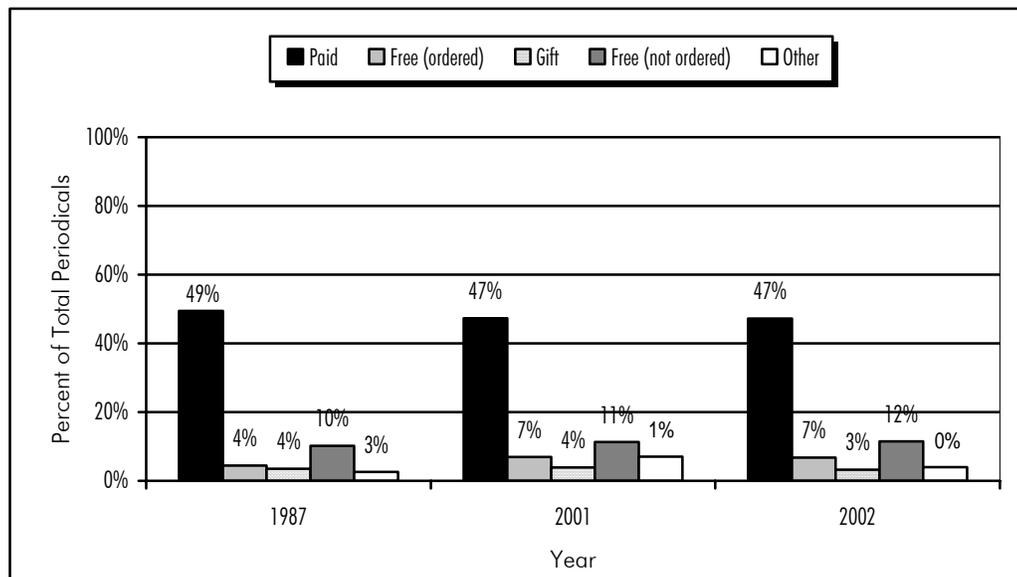
**Table 7.1: Periodical Type by Year**  
(Pieces per Household per Week)

Periodical Type	1987	2001	2002
<b>Newspapers</b>	<b>0.6</b>	<b>0.3</b>	<b>0.3</b>
Daily	0.2	0.1	0.1
Weekly	0.3	0.2	0.2
Other	0.1	0.1	0.1
<b>Magazines</b>	<b>1.0</b>	<b>1.0</b>	<b>0.9</b>
Weekly	0.3	0.2	0.2
Monthly	0.6	0.6	0.6
Other	0.1	0.1	0.1
<b>Total Periodicals</b>	<b>1.7</b>	<b>1.4</b>	<b>1.3</b>

Figure 7.4 provides an overview of subscription type for PFY 1987, 2001 and 2002. As shown, the distribution of subscription type has remained relatively stable over this 15-year period.

In 2002, a household member ordered and paid for 47 percent of total periodicals sent to households. An additional 19 percent were free – either ordered by a household member or delivered to the household without an explicit order.

**Figure 7.4:**  
Subscription Type by Year



Base: Periodicals Received by Households and Nonhouseholds, Postal Fiscal Year 2002 (9.7 Billion).  
Note: Percentages do not add to 100 due to the exclusion of periodicals sent to non-households and those to which no response was given as to subscription type.

Examining these volumes by sender type shows that commercial organizations, rather than member organizations, send the vast majority of periodicals. Member organizations are professional affiliations, religious and veteran organizations, educational groups, and unions.

As shown in Table 7.2, all member organizations combined account for just under a quarter (24 percent) of all periodicals received by households. Charitable organizations account for only 1 percent of all periodicals received by households.

**Table 7.2:**  
Periodicals by Sender Type

Sender Type	Pieces per Household per Week	Percent of Periodicals Received by HH
Commercial Organization	0.93	71
Professional Organization	0.12	9
Religious Organization	0.08	6
Educational Organization	0.07	6
Union	0.03	2
Charitable Organization	0.01	1
Veterans Organization	0.01	1
Unclassified	0.05	4
<b>Total</b>	<b>1.37</b>	<b>100%</b>

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2002.

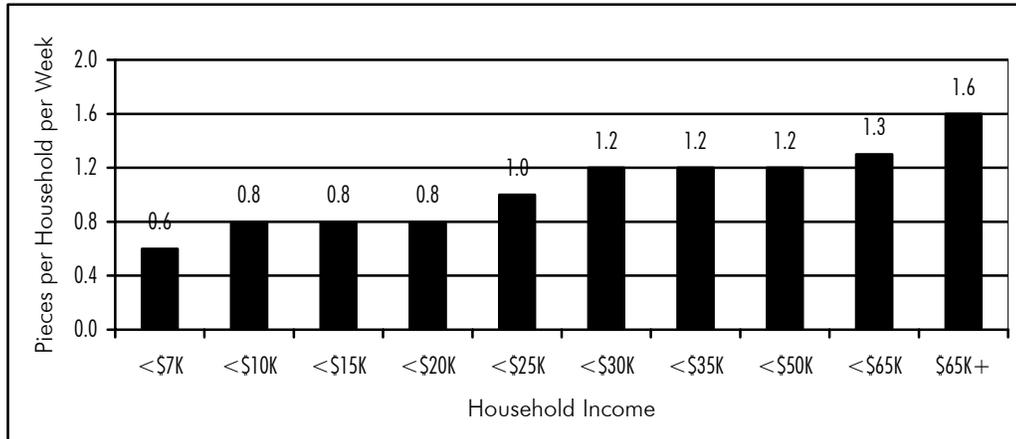
## Periodicals: Trends In Readership

There are various factors that might influence a household's receipt of periodicals. Several of these variables are demographic while others are more behavioral in nature. Income would seem to influence volumes since periodicals are typically received through a paid subscription.

Figure 7.5 shows that as income increases, Periodical volumes tend to increase. Indeed, households with more than \$65,000 in annual income received 1.6 periodicals per week as compared to the 0.6 periodicals per week received by households with annual incomes under \$7,000.

**The number of periodicals households receive through the mail increases as household income increases.**

**Figure 7.5:**  
Periodicals by Income



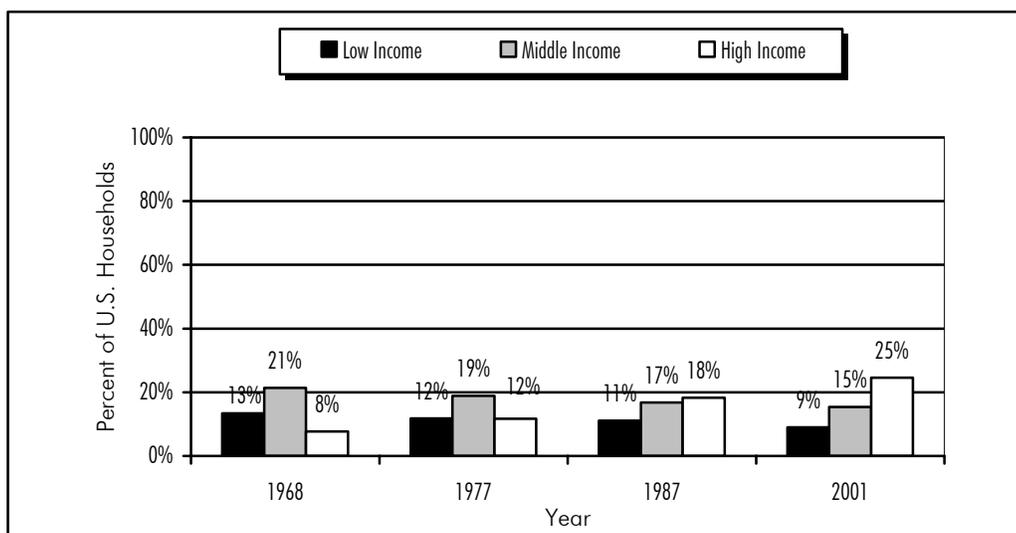
Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2002.

Advertisers pay for ads in magazines because they estimate those publications will profitably deliver messages to specific audiences. A key attraction of magazines is their ability to target consumers with given interests and/or demographic characteristics.

One trend emerges that could cause concern for the magazine industry. Figure 7.6 below shows the household income distribution. Higher income households are growing but they are subscribing to fewer magazines over time.

Figure 7.6 shows how American households have moved up the income scale over time even after adjusting for inflation. In this figure, household income is measured in 2001 dollars. Over time, the proportion of households in the upper income bracket has grown. In 1968, only 8 percent of the households had income levels of \$75,000 and higher, by 1987 the proportion of households in the high-income bracket had grown to 18 percent and in 2001 25 percent of households had income of \$75,000 or more.

**Figure 7.6:**  
Distribution of Households by Total Money Income



Source: Historical Income Tables, Table H-17. Bureau of Census.

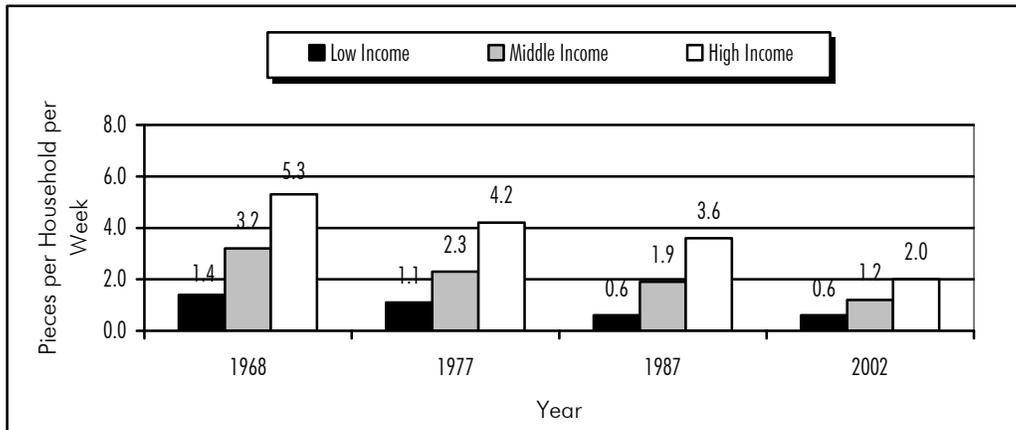
Note: Low income is defined as less than \$10K, middle income is defined as between \$35K to \$50K and high income is defined as \$75K and above.

Income has been adjusted for inflation using the Bureau of Labor Statistics CPI-U-RS price index.

Although there are more households in the higher income bracket, the data show that the number of subscriptions per household has fallen over time for the higher income households as depicted in Figure 7.7.

In 1968, the households with the highest income levels received on average 5.3 subscriptions per week. By 2002, households with the highest income levels received on average only 2.0 subscriptions per week.

**Figure 7.7:**  
Number of Publications Received Per Week by Households of Different Income

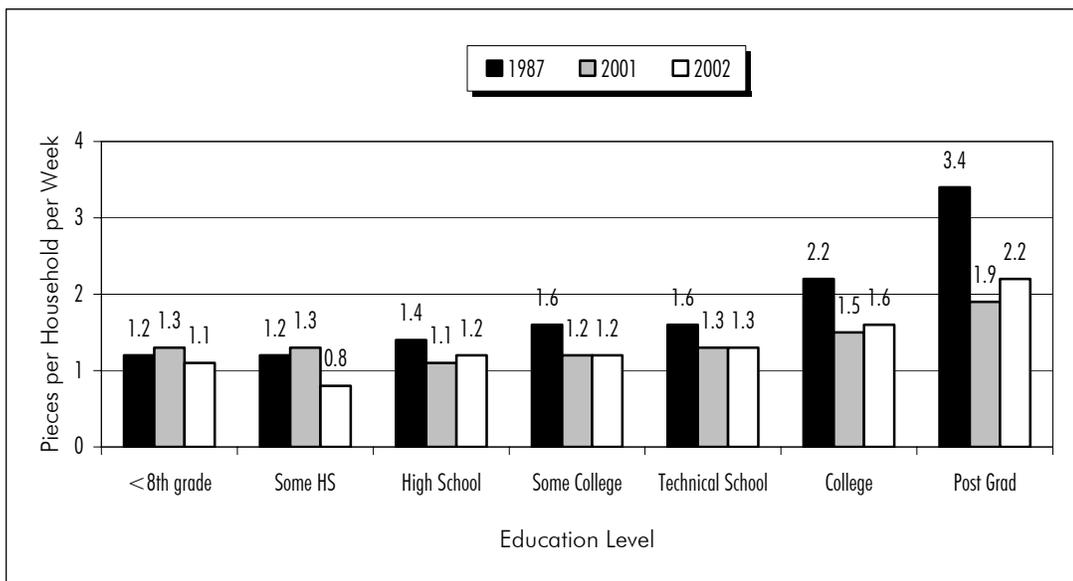


Source: *The Market for Postal Services* (Washington: Arthur D. Little, 1968); the 1977 Household Mailstream Study; the U.S. Postal Service Household Diary Study; and Historical Income Tables, Table H-17 (Bureau of Census).  
 Note: Low income is defined as income below \$5K for 1968 and 1977 and below \$7K for other years. Middle income is defined as between \$10K to \$15K for 1968, \$15K to \$20K for 1977, between \$30K and \$35 K for 1987, and between \$35K to \$50K for 2002. High income is defined as \$20K and above for 1986, 25K and above for 1977, \$65K and above for 1987 and \$100K and above for 2002.

Figure 7.8 presents periodicals received by education of the head of household. Two conclusions emerge. First, households headed by someone with a post-graduate education received twice as many periodicals per week as households headed by someone with an education level of 8<sup>th</sup> grade or less (2.2 vs. 1.1).

Overall, the more educated a household is, the greater number of periodicals that household received.

**Figure 7.8**  
**Periodicals by Education of Head of Household**



Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2002.

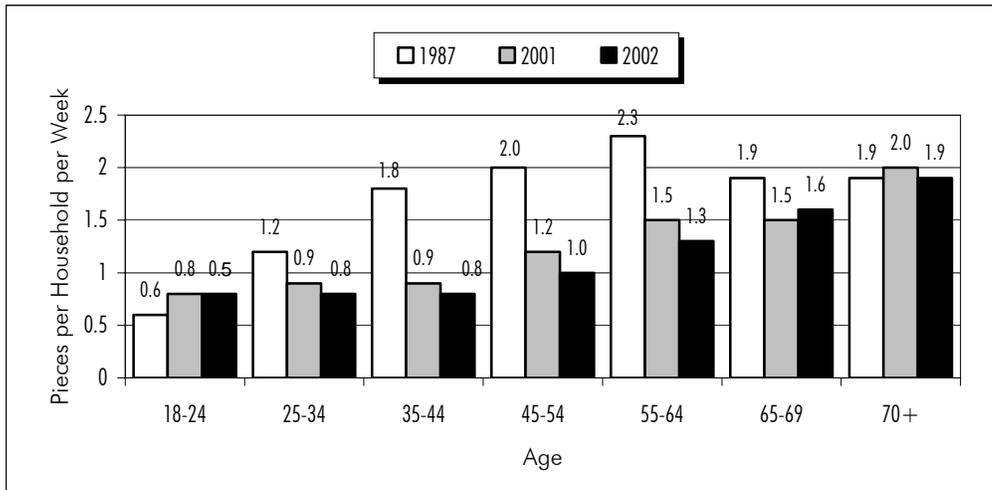
However, these educated households show the most severe level of decline in Periodicals volumes over the past 15 years. For example, households headed by someone with a college degree received an average of 2.2 periodicals per week in 1987. That same household currently receives only an average of 1.6 periodicals per week. The corresponding drop for a household headed by someone with a less than eighth grade education is from 1.2 to 1.1 pieces per week.

**Highly educated households show the most severe level of decline in Periodicals volumes.**

In examining the age of the head of household, another picture of this steady decline emerges. While Periodical volumes for older cohorts (age 65+) have remained relatively stable over the past 15 years, the amount of periodicals received by younger households (25-64) has decreased dramatically.

For example, in looking at Figure 7.9 the average periodicals received per week for households headed by someone age 70+ was the same in 1987 as it is today, while the pieces received per week by someone age 45-54 was double in 1987 (2) what it was in 2002 (1).

**Figure 7.9:**  
Periodicals by Age of Head of Household

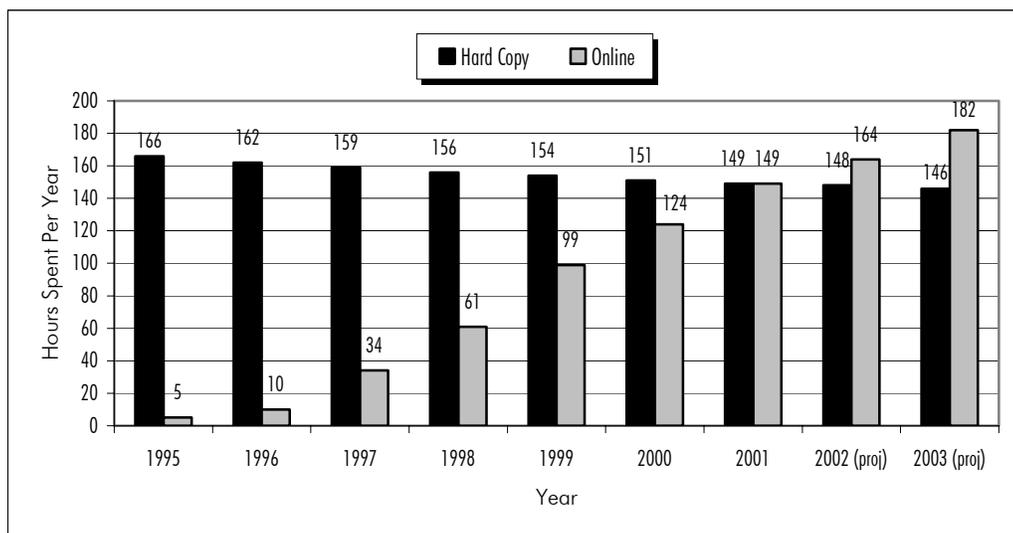


Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2002.

As shown in the first section of this chapter, the volume of magazines received by households per week declined slightly over the past 15 years with 1 piece per week in 1987 and 0.9 pieces per week in 2002. Newspapers, on the other hand, have shown a steady decline in volumes over this same period. In 1987, households received .6 newspapers per week as compared to 0.3 in 2002.

One hypothesis is that the availability of many newspapers on the Internet in recent years has contributed to this decline. While there may be a relationship shown in Figure 7.10, however, reading newspapers over the Internet does not appear to be replacing hard copy reading one for one. While the number of hours spent reading newspapers online has increased dramatically over the past eight years (from five hours per year in 1995 to a projected 182 hours in 2003), hours spent reading hard copy newspapers has not decreased at the same rate. In fact, total hours spent reading newspapers increased from 171 hours in 1995 to a projected 328 hours for 2003.

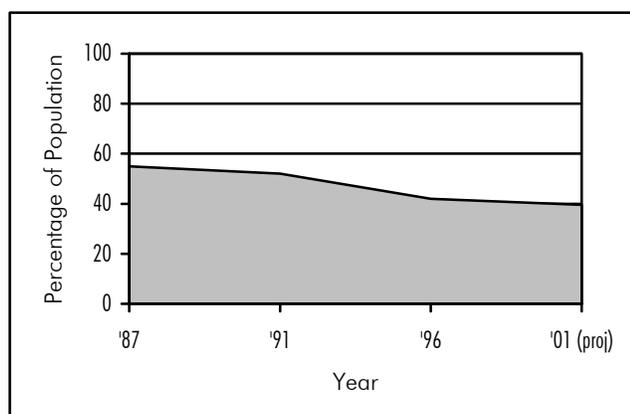
**Figure 7.10:**  
Hours Spent Reading the Newspaper Per Year by Medium – 1995 to 2003



Source: U.S. Census Bureau, *Statistical Abstract of the United States*, Table 1102: Media Usage and Consumer Spending, 2002.

Directly contributing to the newspaper volumes decline are changes in daily readership levels. As shown in Figure 7.11, the percentage of the population reading newspapers on any given day decreased from 55 percent in 1987 to just under 40 percent in 2001.

**Figure 7.11:**  
Daily Newspaper Readership – 1972 to 2001



Source: Peiser, Wolfram. "Cohort replacement and the downward trend in newspaper readership," *Newspaper Research Journal*, Vol. 21, No. 2 (Spring 2000), pp. 11-22.  
Note: 2001 projections courtesy of RCF Economic and Financial Consulting, Inc.

The HDS shows newspapers received through the mail per household fell by 50 percent from 1987 to 2002. Americans are reading fewer newspapers. As shown in Figure 7.11, readership fell by 29 percent from 1987 to 2001.

The research on readership indicates that each rising generation shows a lower propensity to read newspapers. This will translate into even fewer future readers unless the trend is reversed. The recent launching of expensive new editions aimed at younger readers by both major Chicago dailies is one indication of how severe the industry views this problem.

Declining newspaper readership is not the only contributor to falling volumes of newspapers received by households. National newspapers such as the *Wall Street Journal*, *The New York Times*, and *USA Today* have set up the technology and alternate delivery networks to get there papers to their prime urban and suburban household customers before breakfast. These copies no longer move through the mail. The HDS shows half again as large a fall from 1987 to 2002 in newspapers received by mail as in newspapers received outside the mail.



# Chapter 8: The Market for Package Delivery

The Household Diary Study collects data on package volumes and characteristics including class of mail, sender types, contents and use of special services. The examination of packages, especially of packages received by households, is important because in the growing on-line marketplace, merchants increasingly rely on on-time delivery by the Postal Service to stay in business.

This chapter provides an overview of the delivery services available for packages and the total volumes sent and received by households. It also examines the household and nonhousehold use of package delivery options as well as the characteristics of packages sent and received.

**Households sent and received  
2.4 billion packages in PFY 2002.**

## ***USPS Delivery Services***

The Postal Service's customers have a number of package delivery options, depending on the nature of the item sent and the type of service desired. Packages can be sent First-Class or Priority Mail, Standard Mail, or the various Package Services subclasses.

First-Class Mail receives prompt handling and transportation for pieces weighing less than thirteen ounces. The Postal Service generally delivers it overnight to locally designated cities, within two days to locally designated states and by the third day to outlying areas. Priority Mail offers preferential handling and expedited delivery for pieces weighing more than thirteen ounces, and lighter pieces that have been entered at the Priority Mail rate.

Retailers, catalogers and other advertisers use Standard Mail primarily to distribute samples and ship lightweight orders (less than 1lb.). Standard Mail rates are much lower than First-Class or Priority Mail, but Standard Mail has less stringent delivery standards.

Package Services consists of several subclasses for parcel delivery: Parcel Post, Bound Printed Matter, Media Mail (a special category for books, film, printed music and test materials, manuscripts, sound recordings and computer-readable media), and Library Mail.

In addition to a variety of delivery methods, the Postal Service offers optional services that include special handling, insurance, collect on delivery (COD), registered mail and certificate of mailing. Special handling provides preferential handling but not preferential delivery and is available for First-Class Mail, Priority Mail and Package Services. Delivery confirmation and signature confirmation are offered for all parcels except those sent Standard Mail.

## ***Trends in Postal Service Package Delivery Services***

In contrast to other mail classifications, the number of packages captured in the Household Diary Study is small. The interpretation of results should be conducted with this in mind. However, a few generalizations can be safely made. Compared to PFY 2001, the share of packages sent by households using Package Services increased from 15 percent to 39 percent in 2002 as shown in Table 8.1. During this same period, household usage of First-Class and Priority Mail decreased sharply.

## Sent and Received Packages

Overall, the Postal Service package volume decreased in PFY 2002. According to the HDS, in PFY 2001, households received 2.2 billion packages and sent 448 million packages as seen in Table 8.1. There was a large drop in Priority Mail, which reflects several major service disruptions: the terrorist attacks of September 11, 2001; the substantial price increases of the following summer; the economic downturn beginning in March 2001; and increased competitive pressure. Package Services benefited from shifts by commercial mailers who used consolidators to take advantage of Postal Service discounts for packages entered near the point of delivery.

Table 8.1 provides a breakdown of packages sent and received by mail classification. In PFY 2002, First-Class and Priority classifications accounted for 41 percent of all packages sent by households.

Overall, households reported 230 million fewer packages received (10.4 percent). Priority Mail fell and Package Services increased.

Standard Mail, First-Class, and Priority were the predominant postal classification of packages received by households. Over 70 percent of all packages received used these classifications. PFY 2002 volume shows an increase in Standard Mail.

**Eighty percent of packages received by households in PFY 2002 came from businesses.**

**Table 8.1:**  
U.S. Postal Service Sent and Received Packages in PFY 2001 and 2002  
(Units in Millions)

Postal Class	2001				2002			
	Sent		Received		Sent		Received	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
First Class and Priority	322.6	72	658.1	30	167.9	41	601.3	30
Standard Mail	0.0	0	646.7	29	0.0	0	799.8	40
Package Services [Formerly Standard Mail (B)]	68.0	15	442.2	20	161.0	39	477.7	24
Foreign Packages	14.8	3	10.7	0	21.3	5	18.0	1
Unclassified	42.8	10	462.9	21	63.4	15	93.2	5
<b>Total Packages</b>	<b>448.1</b>	<b>100%</b>	<b>2220.7</b>	<b>100%</b>	<b>413.6</b>	<b>100%</b>	<b>1990.0</b>	<b>100%</b>

Base: Packages Sent and Received by Households and Delivered by U.S. Postal Service, Postal Fiscal Year 2002 (413.6 Million and 2.0 Billion respectively).

Note: The percent of packages sent via Standard Mail equals zero because in accordance with Postal Service regulations, households cannot use this mode of delivery. Totals do not include Express Mail. Express Mail was collected separately from Ground Packages in PFY 2002.

Volumes of Express Mail stood at 45 million in 2002. Totals may not sum due to rounding.

As shown in Table 8.2, the most common items households identified in the packages they received were books and computer hardware and software. More than one out of seven (15 percent) received packages containing books, 11 percent contained computer equipment, and 9 percent held pharmaceutical products. Books were also among the most popular things that American households sent through the Postal Service.

In PFY 2002, about one fifth (21 percent) of packages sent included books, 16 percent were clothing, and 14 percent consisted of music or video products. An overwhelming majority of Postal Service packages received by American households (1.6 billion or 80 percent) came from businesses, while a majority (270 million or 65 percent) of sent packages went to friends or relatives (Table 8.2). The proportions were similar to PFY 2001.

**Table 8.2:**  
Contents of Postal Service Sent and Received Packages in PFY 2001 and 2002  
(Units in Millions)

Contents	2001				2002			
	Sent		Received		Sent		Received	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Clothing	117	25	266	12	66	16	129	7
Travel Products and Information	9	2	40	2	2	0.4	31	2
Computer Hard- and Software	12	3	163	7	36	9	220	11
Electronics	15	3	29	1	17	4	36	2
Toys	64	14	75	3	1	0.3	48	2
Books	88	19	398	18	88	21	300	15
Music or Video	41	9	216	10	58	14	155	8
Food Products	31	7	103	5	28	7	73	4
Checkbooks*	-	-	-	-	-	-	120	6
Pharmaceuticals*	-	-	-	-	-	-	182	9
Sporting Goods*	-	-	-	-	-	-	17	1
Footwear and Shoes*	-	-	-	-	-	-	12	1
Other/Unclassified	153	33	1002	45	141	37	702	35
<b>Total Packages</b>	<b>448.0</b>	<b>-</b>	<b>2220.7</b>	<b>-</b>	<b>413.6</b>	<b>-</b>	<b>1990.0</b>	<b>-</b>

Base: Packages Sent and Received by Households and Delivered by U.S. Postal Service, Postal Fiscal Year 2002 (413.6 Million and 2.0 Billion respectively). Note: The percentages do not equal 100 because the table combines responses to different questions.

\* In PFY 2001, HDS did not distinguish these categories and collected this type of information in the 'other' category.

**Table 8.3:**  
Sender of U.S. Postal Service Sent and Received Packages in PFY 2001 and 2002  
(Units in Millions)

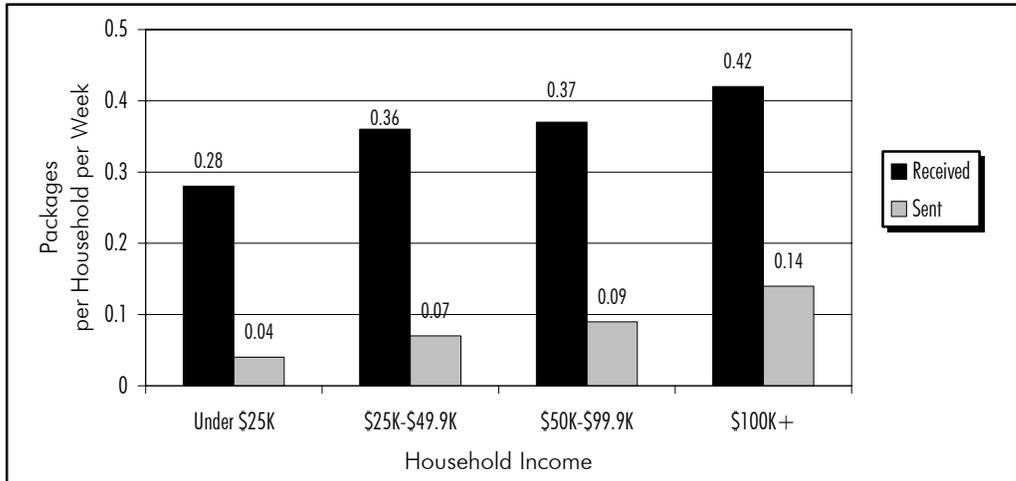
Sender	2001				2002			
	Sent		Received		Sent		Received	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Friend/Relative	306.5	68	319.4	14	269.4	65	162.8	8
Business	139.9	31	1821.9	82	144.2	35	1587.4	80
Unclassified	1.6	0.4	79.4	4	0.0	0.0	239.7	12
<b>Total Packages</b>	<b>448.0</b>	<b>100%</b>	<b>2220.7</b>	<b>100%</b>	<b>413.6</b>	<b>100%</b>	<b>1990.0</b>	<b>100%</b>

Base: Packages Sent and Received by Households and Delivered by U.S. Postal Service, Postal Fiscal Year 2002 (448 Million and 2.2 Billion respectively). Note: Totals may not sum due to rounding.

According to the HDS data, on average, affluent households received and sent more packages than their less affluent counterparts in PFY 2002, as shown in Figure 8.1.

More affluent households can be expected to order more items from catalogs and online and receive more merchandise through the mail. As seen in Table 8.4, an overwhelming majority (78.6 percent) of all received packages contained items ordered from businesses.

**Figure 8.1:**  
Postal Service Sent and Received Packages per Household per Week by Household Income in PFY 2002



Base: Packages Sent and Received by Households and Delivered by U.S. Postal Service, Postal Fiscal Year 2002 (414 Million and 2.0 Billion respectively).

**Table 8.4:**  
Types of Postal Service Received Packages from Businesses in PFY 2001 & 2002

Type	2001		2002	
	Received	Percent	Received	Percent
Order by Household or Friend/Relative	1330.0	73	1031.7	65
Order for Other Reason	193.1	11	216.4	14
Unsolicited Sample	298.8	16	339.3	21
<b>Total Packages</b>	<b>1821.9</b>	<b>100%</b>	<b>1587.4</b>	<b>100%</b>

Base: Packages Received by Households from Businesses and Delivered by U.S. Postal Service, Postal Fiscal Year 2002 (1.6 Billion).

**Table 8.5:**  
Postal Service Sent and Received Packages per Household per Week by Geographic Region

Geographic Region	2001		2002	
	Sent	Received	Sent	Received
East	0.06	0.40	0.05	0.35
Northeast	0.09	0.38	0.09	0.33
South	0.08	0.41	0.07	0.35
Central	0.07	0.39	0.07	0.36
West	0.10	0.42	0.10	0.40

*Base: Packages Sent and Received by Households and Delivered by U.S. Postal Service, Postal Fiscal Year 2002 (414 Million and 2.0 Billion respectively).*

There was little variation by region. Volumes, however, were consistently down in PFY 2002 compared to 2001. The average package volume in the West postal geographic region was greater than in the East region.

Package volume was highest in the West, which contains some of the least populated parts of the United States. It was also highest outside metropolitan areas.

Under the Postal Service's universal service obligation, mail service is provided to all U.S. addresses without any price discrimination between individual customers. Mail is charged at the same uniform rate for rural, urban and suburban customers. Rural residences are physically farther apart and appear to receive lower volumes – two factors that imply higher delivery costs.

Delivery density – packages delivered per address – is a crucial determinant of the profitability of delivery services. For example, carriers such as UPS typically deliver business-to-business packages to a large percentage of business addresses, with multiple deliveries at the same location. Business-to-Consumer (B2C) deliveries have a lower density. Higher end shippers in the B2C segment (those shipping to more affluent residences) provide a mix of parcels to the Postal Service, UPS, FedEx, and competitors that are going to routes with greater delivery density than firms serving less affluent customers. Demographically, speaking, higher income households buy more and receive more packages. Affluent suburban households are also likely to be near suburban businesses.

The Postal Service's regulated prices are the same for all shippers, varying only with the package characteristics (weight, distance shipped, etc.). The Postal Service cannot independently give discounts to individual customers because of the regulated postal price setting process. However, unregulated competitors have an economic advantage to offer preferential rates to their highest density customers. UPS, and to a greater extent, FedEx, deliver a larger proportion of their packages to the more affluent end of the income spectrum than does the Postal Service.

Pricing affects competitiveness. Postal rate regulation ties prices to cost. To the extent that the Postal Service's competitors can cull out their most expensive customers and cause these customers to shift to the mail, this will be reflected in the postal cost structure and the competitiveness of postal prices.

Over the last decade, UPS introduced two significant deviations from uniform pricing over and above individual shipper discounts. In February 1991, UPS imposed a residential surcharge. Shippers sending packages to residences paid an extra thirty cents a package. The surcharge is now \$1.15. In February 1999, UPS put an additional surcharge of one dollar on packages going to ZIP codes classified rural. Currently there are 24,555 ZIP codes subject to the surcharge. The rural residential surcharge is now \$1.75. These are options open to it as an unregulated carrier. This price structure encourages shippers to send higher cost packages by the Postal Service reserving the lower cost ones for UPS.

**Table 8.6:**  
Postal Service Sent and Received Packages per Household per Week by Metropolitan Status

<b>Metropolitan Status</b>	<b>2001</b>		<b>2002</b>	
	<b>Sent</b>	<b>Received</b>	<b>Sent</b>	<b>Received</b>
30 Largest MSAs	0.09	0.41	0.09	0.36
Other MSAs	0.07	0.40	0.06	0.35
Non-Metro Counties	0.09	0.41	0.07	0.38

*Base: Packages Sent and Received by Households and Delivered by U.S. Postal Service, Postal Fiscal Year 2002 (414 Million and 2.0 Billion respectively).*

*Note: Metropolitan Status based on whether county of respondent is in the top 30 largest metropolitan areas as defined by the Census Bureau, other metropolitan areas or a non-metropolitan (rural) area.*

# Chapter 9: A Window on American Household's Use of Technology

New technologies and their applications are transforming the way in which households and individuals conduct their daily lives. From the most basic tasks – such as communicating with friends and relatives, conducting product research, and shopping for incidentals – to banking and large-scale purchases, 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 Postal Service. Now, with electronic file transfers, electronic signatures, electronic invoice presentation and payment (EIPP), electronic bill presentation and payment (EBPP) 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 Postal Service products and services. Shopping on the Internet, product research, and even technology-based learning all potentially create increased mail volumes through product shipments, information requests, and other on-line 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, the Postal Service added a technology augment to the Household Diary Study beginning in PFY 2001. The technology usage data pick up where the HDS leaves off, allowing us to observe household behavior at the individual level. Individuals over the age of 13 complete a short questionnaire about their technology use and return it with their household's mail diary.

Through this additional research, we obtain information on current access levels, usage levels, and Internet behaviors of the American public – on the individual level. These data, used here in conjunction with the household-based recruitment and diary data, provide the Postal Service with current information on technology trends and their impact on mail volumes and characteristics. The

augment data also provide a scale for classifying the public according to their attitudes toward technology. Recruitment data from the PFY 2002 and 2001 HDS provide the backdrop of technology use in households across the United States, which is then supplemented with individual data.

Based on the recruitment data and the technology augment data, Internet access continued to grow in PFY 2002. Broadband use increased. Electronic commerce, in the sense of ordering things over the Internet, continued to grow and the Postal Service was the most common carrier for delivering Business-to-Consumer (B2C) shipments.

In the following sections, we review households' access to technology, their use of it, and their attitudes about it.

## Access to Technology

In order to evaluate access and adaptation of technology in the United States, the Postal Service examined the following:

- 1) Household and personal ownership of Electronic devices including: personal computers (PCs), Internet access appliances (including Web TV and ICEBOX devices for the kitchen), handheld computers (such as Palm Pilots and Pockets PCs), cell phones with Internet access, as well as fax machines and PCs with fax capabilities.
- 2) Internet access methods including: analog modem or dial-up, Digital Subscriber Line (DSL), T-1 Line, Integrated Services Digital Network (ISDN), cable modem (e.g., Roadrunner) and wireless devices.

## Electronic Technology Devices Ownership

Overall, in PFY 2002, PC ownership, household ownership of fax machines or personal computers with fax capabilities, and individual ownership of Internet access appliances all increased.

In both PFY 2002 and 2001, a majority of households in the United States owned a PC. Compared with PFY 2001, the number of U.S. households that owned a PC grew by five million (or 4 percent) in 2002, as seen in Table 9.1. Sixty-nine percent of households owned a PC in PFY 2002, compared to 65 percent in PFY 2001.

**Table 9.1:**  
Household Ownership of and Likelihood of Acquiring Technology Devices and Internet Access in PFY 2001 and 2002

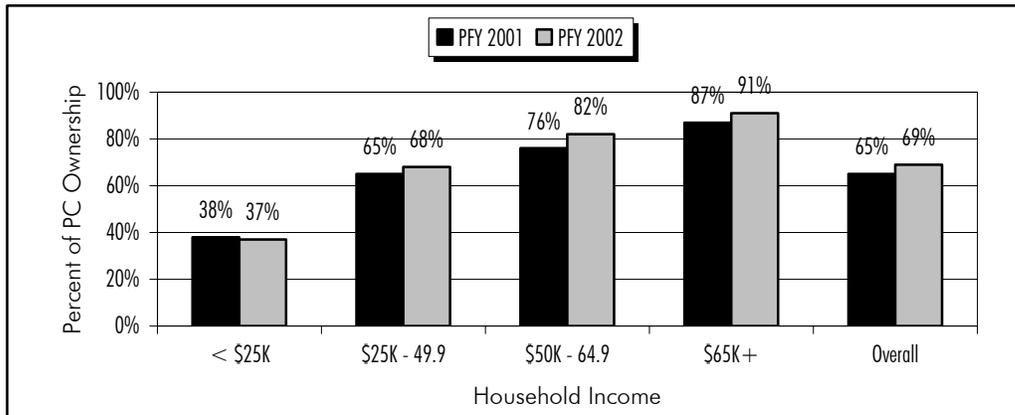
Technology Devices	Ownership				Likelihood of Acquiring			
	2001		2002		2001		2002	
	Number (millions)	Percent	Number (millions)	Percent	Number (millions)	Percent	Number (millions)	Percent
Personal Computer	68.6	65	73.5	69	15.8	15	11.7	11
Internet Access	61.2	58	65.0	61	17.9	17	13.9	13
Fax Machine or Personal Computer w/ Fax Capabilities	23.2	22	26.6	25	15.8	15	13.9	13

Base: U.S. Households, Postal Fiscal Year 2002 (106.5 Million). Source: Recruitment Interview.

As shown in Figure 9.1, household PC ownership increased across all income categories above \$25,000. Computer penetration at the higher income levels is beginning to level off as more and more households become PC owners.

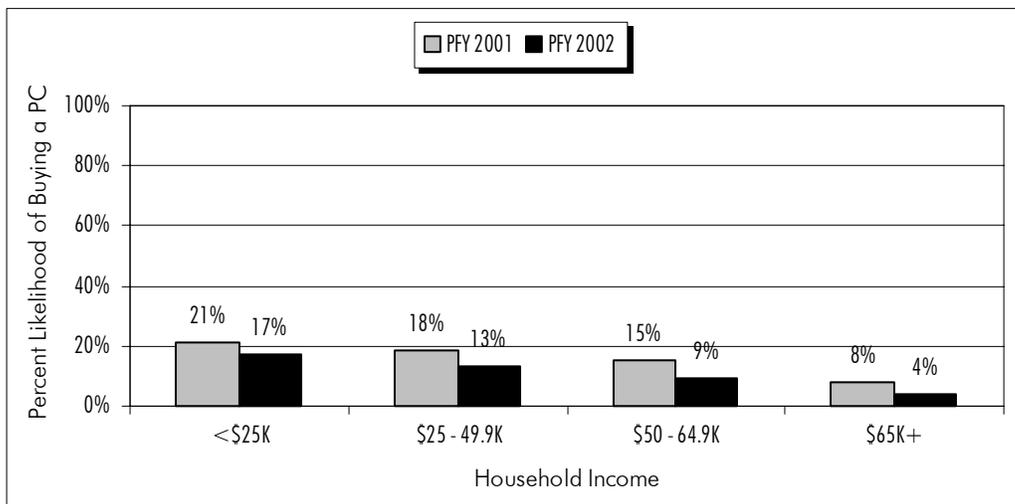
The overall likelihood of purchasing a PC in the future has decreased for all categories, as shown in Figure 9.2.

**Figure 9.1: PC Ownership by Household Income**



Base: U.S. Households, Postal Fiscal Year 2002 (106.5 Million). Source: Recruitment interview.

**Figure 9.2: Household Likelihood to Buy a PC by Household Income**



Base: U.S. Households, Postal Fiscal Year 2002 (106.5 Million). Source: Recruitment Interview.

In line with increased PC ownership, household ownership of fax machines or personal computers with fax capabilities rose 3 percent over the last year, as shown in Table 9.1. On the individual level, Table 9.2 shows that ownership of Internet access appliances, handheld computers and cell phones with Internet access grew in PFY 2002.

**Table 9.2:**  
Individual Ownership of Electronic Technology Devices  
in PFY 2001 and 2002

Technology Devices	Percent	
	2001	2002
Personal Computer	74	77
Internet Access Appliance	18	21
Cell Phone with Internet Access	11	13
Handheld Computer	9	12
Other	2	0.5
None	21	20

Base: Persons 13 Years or Older in the United States, Postal Fiscal Year 2002 (230 Million).

Source: Personal Technology Questionnaire.

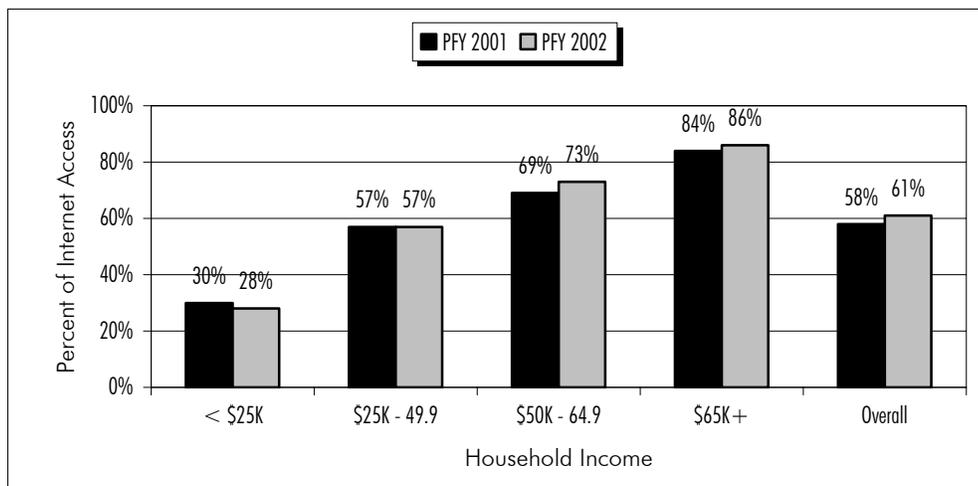
## Internet Access

In PFY 2002, corresponding to increased ownership of electronic devices (PCs and Internet access appliances), the Internet became available to a greater number of households. Compared with PFY 2001, the number of households with Internet access grew by 3.8 million or 3 percent. As seen in Table 9.1, 65 million households had Internet access in 2002 as compared to 61.2 million in 2001.

Of households that owned a PC, an overwhelming majority (88 percent) had Internet access in PFY 2002. Figure 9.3 shows that Internet access rose among households with an annual income of \$50,000 and above. However, there appeared to be a slight fall in the Internet access of households with income less than \$25,000. This is consistent with the fall in PC ownership among this income group. This may simply reflect sample variation, however.

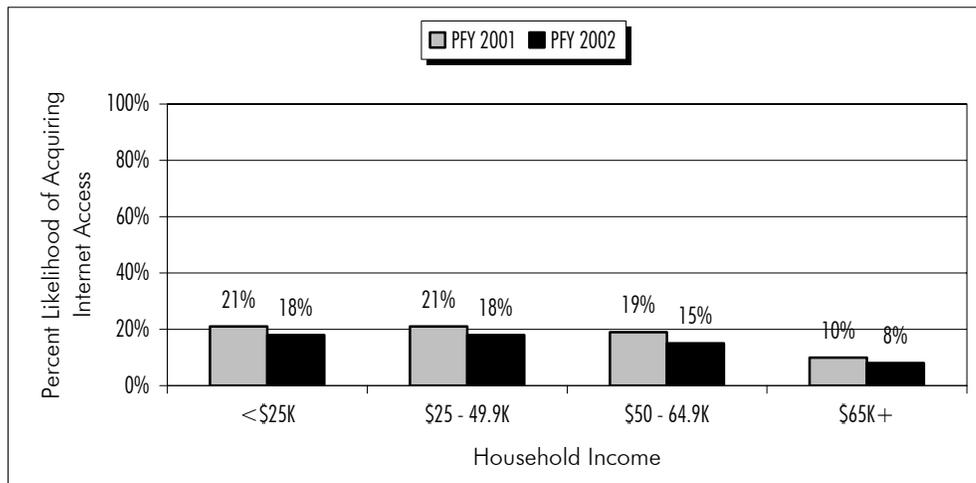
As Internet adoption rates approach saturation, there are fewer households that are likely to acquire Internet access in the future. As shown in Figure 9.4, the likelihood of getting Internet access declined across all income levels in PFY 2002.

**Figure 9.3:**  
Household Internet Access by Income



Base: US Households, Postal Fiscal Year 2002, 106.5 Million. Source: Recruitment Interview.

**Figure 9.4:**  
Household Likelihood to Acquire Internet Access by Income



Base: U.S. Households, Postal Fiscal Year 2002 (106.5 Million). Source: Recruitment Interview.

The technology augment provides data on the type of access individuals have. Broadband is gaining and analog modems are losing ground. In PFY 2002, a majority of Americans (57 percent) used an analog modem as their Internet access method, down from 71 percent in 2001. At the same time, the use of DSL and cable modems rose by 3 and 2 percent, respectively (see Table 9.3). Cable was the most popular form of broadband with 15 percent.

**Table 9.3:**  
Individual Internet Access Devices Used in PFY 2001 and 2002

Internet Access Devices	Percent	
	2001	2002
Analog Modem (Dial-Up)	71	57
Cable Modem	13	15
DSL	5	8
Wireless	2	2
ISDN	1	1
T-1 Line	0.8	0.5
Other	0.3	0.6

Base: Persons 13 Years or Older in the United States that have Internet access at home, Postal Fiscal Year 2002 (230 Million). Source: Personal Technology Questionnaire.

Note: Respondents not providing an answer to this question are not included in the above table.

## Technology Usage

While the technology augment survey helped evaluate adoption levels of electronic devices, the Postal Service also focused on users' behaviors in order to assess the impact of new technologies, including the Internet, on Postal Service mail volumes. The Postal Service examined the following behaviors:

- Electronic communication such as use of e-mail, average volume of personal (i.e., not job-related) e-mails, Internet activities, frequency of Internet use, and other characteristics; and
- On-line shopping.

## Electronic Communication

In PFY 2002 and 2001, an overwhelming majority of Americans who used the Internet communicated with others via e-mail. According to Table 9.4, e-mail users grew by 5 percent in PFY 2002. In PFY 2002, 88 percent of individuals reported using e-mail to communicate with others in the last twelve months, up from 83 percent in 2001. At the household level, respondents' use of e-mail rose by 16.4 million or 15 percent. In PFY 2002, 60.7 million households (57 percent) reported using e-mail in the last twelve months compared to 44.3 million households (42 percent) in PFY 2001.

**Table 9.4:**  
Household and Individual Use of E-Mailing during the Past Twelve Months in PFY 2001 and 2002

	Household Use				Individual Use			
	2001		2002		2001		2002	
	Number (millions)	Percent						
Used E-Mail	44.3	42	60.7	57	138.1	83	146.8	88
Not Used E-Mail	3.2	3	4.3	4	22.7	14	18.8	11
Not In Universe/ Don't Know/Refused	58.0	55	41.5	39	5.2	3	1.0	0.6
<b>Total</b>	<b>105.5</b>	<b>100%</b>	<b>106.5</b>	<b>100%</b>	<b>165.9</b>	<b>100%</b>	<b>166.6</b>	<b>100%</b>

Base: Household Use - U.S. Households, Postal Fiscal Year 2002 (106.5 Million); Individual Use - U.S. Persons aged 13 and older with Internet access at Home, Postal Fiscal Year 2002 (166.6 Million).

Source: Household Use - Recruitment Interview; Individual Use - Personal Technology Questionnaire.

According to the HDS, in both PFY 2002 and 2001, a majority of households with Internet access enjoyed e-mailing. In PFY 2002, 63 million (59 percent) households enjoyed e-mailing, with 39 percent enjoying it quite a bit or very much. Similar results were obtained in PFY 2001. Between PFY 2001 and 2002, the number of households who enjoyed e-mailing very much decreased, while the number of those who enjoyed e-mailing not at all increased slightly. (Table 9.5)

**Table 9.5:**  
Enjoyment of E-Mailing in PFY 2001 and 2002

Level of Enjoyment	2001		2002	
	Number (millions)	Percent	Number (millions)	Percent
Not at All	31.6	30	33.0	31
A little	17.9	17	21.3	20
Quite a Bit	19.0	18	21.3	20
Very Much	25.3	24	20.2	19
Don't Know/Refused	10.6	10	10.7	10
<b>Total</b>	<b>105.5</b>	<b>100%</b>	<b>106.5</b>	<b>100%</b>

Base: U.S. Households, Postal Fiscal Year 2002 (106.5 Million).

Source: Recruitment Interview.

In PFY 2002, of those who used e-mail in the last twelve months, almost one-third received from one to three personal e-mails in a typical day. Almost 69 percent sent more than three e-mails per day, up from 47 percent in 2001. In PFY 2002, almost half (48 percent) of people who used e-mail sent from one to three personal e-mails in a typical day, and one-third sent more (see Table 9.6).

**Table 9.6:**  
Personal E-Mail Communication Received and Sent in a Typical Day in PFY 2001 and 2002

Number of e-mails	Percent			
	2001		2002	
	Received	Sent	Received	Sent
None	12	27	10	19
1-3	41	54	31	48
4-6	25	12	23	18
7-9	4	1	4	3
10-19	12	4	17	8
20+	6	2	14	5
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Base: Persons 13 Years or Older in the United States that have communicated via e-mail in the past 12 months, Postal Fiscal Year 2002 (146.8 Million).

Source: Personal Technology Questionnaire.

Individuals are accessing the Internet with more frequency. As shown in Table 9.7, in both PFY 2001 and 2002, a majority of individual Internet users went on-line at least once a week in the last six months. The number of Internet users who went on-line several times a day rose by almost eight million, or 4.7 percent, between PFY 2001 and PFY 2002. In addition, the number of those who used the Internet once a month increased, while the number of users who went on-line less than once a month declined.

**Table 9.7:**  
Frequency of Internet (World Wide Web) Use in the Last Six Months in PFY 2001 and 2002

Frequency of Internet Use	2001		2002	
	Number (millions)	Percent	Number (millions)	Percent
Several Times a Day	31.4	19	39.3	24
Almost Everyday	37.9	23	39.3	24
Several Times a Week	39.9	24	39.1	24
Once a Week	21.6	13	22.5	14
Once a Month	9.5	6	12.4	7
Less Than Once a Month	16.1	10	11.3	7
Don't Know/Refused	9.6	6	2.7	2
<b>Total</b>	<b>165.9</b>	<b>100%</b>	<b>166.6</b>	<b>100%</b>

Base: Persons 13 Years or Older in the United States that have Internet access at home, Postal Fiscal Year 2002 (166.6 Million).  
Source: Personal Technology Questionnaire.

In both PFY 2002 and 2001, almost two-fifths of Internet users searched the World Wide Web for information, while 15 percent went on-line to instant chat or visit ListSers, as shown in Table 9.8. In PFY 2002, the number of users who purchased products and/or services on the Internet grew by 3 percent.

**Table 9.8:**  
Internet Activity in PFY 2001 and 2002

Internet Activity	Percent	
	2001	2002
Searching for Information About Products and/or Services and Other Topics	38	39
Visit Only a Few Select Web Sites	30	28
Purchasing Products and/or Services	14	17
Instant Messaging, visiting Chat Rooms or ListSers	15	15
Don't Know/Refused	2	0.4
<b>Total</b>	<b>100%</b>	<b>100%</b>

Base: Persons 13 Years or Older in the United States that have Internet access at home, Postal Fiscal Year 2002 (166.6 Million).  
Source: Personal Technology Questionnaire.

### On-line Shopping

In both PFY 2001 and PFY 2002, more than half (54 percent in each) of U.S. households, including households without Internet access, did not enjoy shopping on the Internet, while a quarter (25 percent in PFY 2002 and 24 percent in PFY 2001) enjoyed on-line shopping only a little, according to Table 9.9.

**Table 9.9:**  
Enjoyment of Shopping on the Internet in PFY 2001 and 2002

Level of Enjoyment	2001		2002	
	Number (millions)	Percent	Number (millions)	Percent
Not at All	57.0	54	57.5	54
A little	25.3	24	26.6	25
Quite a Bit	6.3	6	7.5	7
Very Much	4.2	4	3.2	3
Don't Know/Refused	12.7	12	11.7	11
<b>Total</b>	<b>105.5</b>	<b>100%</b>	<b>106.5</b>	<b>100%</b>

Base: U.S. Households, Postal Fiscal Year 2002 (106.5 Million).  
Source: Recruitment Interview.

Despite the fact that a majority of households said they did not enjoy online shopping, the HDS recruitment data show that the number of

households that purchased merchandise online in the past twelve months increased from 19 percent in PFY 2001 to 39 percent in PFY 2002.

**Table 9.10:**  
Household Merchandise Purchases Made via the Internet in PFY 2001 and 2002

Number of purchases	2001				2002			
	Past Twelve Months		Last Month		Past Twelve Months		Last Month	
	Number (millions)	Percent	Number (millions)	Percent	Number (millions)	Percent	Number (millions)	Percent
None	85.4	81	93.9	89	65.0	61	82.0	77
1-3	8.4	8	8.4	8	16.0	15	17.0	16
4-6	4.2	4	2.1	2	9.6	9	4.3	4
7-10	2.1	2	0.0	0	5.3	5	1.1	1
11 or more	5.3	5	0.0	0	10.7	10	1.1	1
<b>Total</b>	<b>105.5</b>	<b>100%</b>	<b>105.5</b>	<b>100%</b>	<b>106.5</b>	<b>100%</b>	<b>106.5</b>	<b>100%</b>

Base: U.S. Households, Postal Fiscal Year 2002 (106.5 Million). Source: Recruitment Interview.

On par with recruitment data, the technology augment data showed that a greater number of Americans made an online merchandise purchase in the past twelve months in PFY 2002.

According to Table 9.11, 56 percent of Americans made a purchase on the Internet in PFY 2002, while just under half did so in 2001.

**Table 9.11:**  
Personal Merchandise Purchases Made via the Internet in PFY 2001 and 2002

Number of purchases	2001				2002			
	Twelve Months		Last Month		Past Twelve Months		Last Month	
	Number (millions)	Percent	Number (millions)	Percent	Number (millions)	Percent	Number (millions)	Percent
None	83.2	50	29.3	35	74.1	45	33.0	36
1-2	28.8	17	32.5	39	27.2	16	38.8	42
3-5	24.2	15	9.5	12	29.0	17	14.2	15
6-10	12.8	8	2.1	3	19.7	12	3.0	3
11 or more	8.5	5	0.8	0.9	12.9	8	0.8	0.8
Don't Know/Refused	8.5	5	8.6	10	3.7	2	2.7	3
<b>Total</b>	<b>165.9</b>	<b>100%</b>	<b>82.7</b>	<b>100%</b>	<b>166.6</b>	<b>100%</b>	<b>92.4</b>	<b>100%</b>

Base: Persons 13 Years or Older in the United States that have Internet access at home, Postal Fiscal Year 2002 (166.6 Million).

Source: Personal Technology Questionnaire.

Note: Base for column entitled 'Last Month' only includes individuals with at least one purchase in the previous year.

In both PFY 2001 and 2002, the Postal Service had the biggest share of household deliveries from purchases made via the Internet. As presented in Table 9.12, the Postal Service delivered almost half of all Internet purchases in PFY 2002, up from 41 percent in PFY 2001. UPS had the second largest share of Internet-purchased goods, delivering 34 percent of household Internet purchases in PFY 2002. These findings are corroborated by Lauren Freedman, president of e-tailing group, inc. She reports that for the fourth quarter of 2001 the Postal Service delivered 45 percent of shipments in the e-tailing group's survey of on-line orders; UPS 39 percent; and FedEx 15 percent. This covers the holiday season in PFY 2002.

**Table 9.12:**  
Carriers That Delivered Merchandise Purchased on the Internet  
in PFY 2001 and 2002

Carrier	Percent	
	2001	2002
USPS	41	48
UPS	32	34
FedEx	10	10
Other/Don't Know/Refused	17	8
<b>Total</b>	<b>100%</b>	<b>100%</b>

Base: Persons 13 Years or Older in the United States that have Internet access at home and have made at least one purchase on-line in the past year, Postal Fiscal Year 2002 (92.4 Million).  
Source: Personal Technology Questionnaire.

## Attitudes Toward Technology

In order to examine technology use patterns and Americans' attitudes about technology, the Postal Service categorized respondents in four groups:

- 1) **Enthusiasts**, who are avid technology users. They wish they could use it more frequently and are the first to get new technologies.
- 2) **Adaptors**, who accept, understand and feel comfortable with technology. Many of them like using it.
- 3) **Tolerators**, who use technology out of necessity. Usually, they 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 the Internet makes them feel uneasy.
- 4) **Avoiders**, who do not like technology and minimize their usage of it. They find technology to be difficult and/or boring. They have no interest in either learning new technology, or getting more familiar with technology they already know.

Based on respondents' answers to attitudinal and behavioral questions from the technology augment questionnaire, the Postal Service assigned each respondent a score between one and four. Enthusiasts scored 3.25 and higher, Adaptors between 2.5 and 3.24, Tolerators had scores between 1.75 and 2.49, and Avoiders scored between 1.0 and 1.74. Table 9.13 presents the four technology user categories for PFY 2001 and 2002.

**Table 9.13:**  
Distribution of Technology Users in PFY 2001 and 2002

Technology User Categories	Percent of Total	
	2001	2002
Enthusiasts	27	27
Adaptors	35	34
Tolerators	21	21
Avoiders	14	13
Unclassified	4	5
<b>Total</b>	<b>100%</b>	<b>100%</b>

Base: Persons 13 Years or Older in the United States, Postal Fiscal Year 2002 (230 Million).

In PFY 2002, Adaptors comprised one-third (34 percent) of Americans and constituted the largest identified technology-user group. Enthusiasts accounted for more than one-quarter (27 percent), 21 percent were Tolerators and the remaining 14 percent were Avoiders. In PFY 2002, as in PFY

2001, women constituted the majority of Avoiders, Tolerators, and Adaptors, while men comprised the majority of Enthusiasts (see Table 9.14). Table 9.15 presents a breakdown of technology-user groups by age, while Table 9.16 offers a breakdown of the groups by income.

**Table 9.14:**  
Gender of Technology Users in PFY 2001 and 2002

Technology User Categories	2001				2002			
	Male		Female		Male		Female	
	Number (millions)	Percent						
Enthusiasts	30.7	52	27.4	47	33.7	55	27.5	45
Adaptors	33.0	43	42.6	56	32.1	41	44.9	58
Tolerators	19.1	42	26.3	57	17.7	37	30.2	63
Avoiders	12.6	42	17.3	57	14.3	47	15.8	52
Unclassified	3.7	38	5.8	60	4.4	39	5.8	52
<b>Total</b>	<b>99.1</b>	<b>100%</b>	<b>119.3</b>	<b>100%</b>	<b>102.2</b>	<b>100%</b>	<b>124.2</b>	<b>100%</b>

Base: Persons 13 Years or Older in the United States, Postal Fiscal Year 2002 (226.4 Million).

Note: Base does not include those respondents who provided no answer to gender.

Source: Personal Technology Questionnaire.

Enthusiasts and adaptors predominate in younger age groups, while tolerators, and especially avoiders, tend to be older. Enthusiasts and adaptors also tend to have higher incomes: about half of all enthusiasts and 35 percent of adaptors live in households with incomes over \$65,000 per year. Tolerators and avoiders, on the other hand, have lower household incomes, with well over half of each group residing in households with incomes of

less than \$50,000 per year. To the extent that enthusiasts and adaptors are more likely to use electronic alternatives for bill paying and communications, the fact that they tend to be both younger and more affluent (and thus receive more bills), is an indication that current mail volume trends, especially in First-Class Mail, are likely to continue.

**Table 9.15:**  
Age of Technology Users in PFY 2002

Age	Enthusiasts		Adaptors		Tolerators		Avoiders	
	Number (millions)	Percent						
13-17	8.4	14	6.9	9	3.2	7	0.1	0.3
18-24	9.3	15	10.0	13	5.9	12	0.4	1
25-34	14.4	23	13.0	17	8.5	18	2.3	8
35-44	12.9	21	16.5	21	7.3	15	3.5	11
45-54	9.5	15	13.6	17	8.7	18	5.1	17
55-64	3.8	6	8.7	11	6.0	12	5.8	19
65+	2.4	4	7.8	10	7.7	16	12.2	40
Refused	1.1	2	1.6	2	1.2	2	1.1	4
<b>Total</b>	<b>61.7</b>	<b>100%</b>	<b>78.2</b>	<b>100%</b>	<b>48.3</b>	<b>100%</b>	<b>30.4</b>	<b>100%</b>

Base: Persons 13 Years or Older in the United States, Postal Fiscal Year 2002 (218.6 Million).

Note: Base does not include those who could not be classified in any of the technology groups.

**Table 9.16:**  
Income of Technology Users in PFY 2002

Income	Enthusiasts		Adaptors		Tolerators		Avoiders	
	Number (millions)	Percent						
Less than \$20,000	5.9	10	10.2	13	8.3	17	7.7	25
\$20,000 - \$24,999	2.0	3	3.6	5	4.0	8	2.2	7
\$25,000 - \$34,999	6.0	10	7.7	10	6.1	13	4.5	15
\$35,000 - \$49,999	8.4	14	10.8	14	9.0	19	5.5	18
\$50,000 - \$64,999	9.0	15	11.1	14	5.7	12	3.8	12
\$65,000 - \$79,999	7.9	13	9.5	12	5.2	11	2.4	8
\$80,000 - \$99,999	7.6	12	9.3	12	4.5	9	2.0	7
\$100,000 +	15.0	24	16.1	21	5.5	12	2.3	8
<b>Total</b>	<b>61.7</b>	<b>100%</b>	<b>78.2</b>	<b>100%</b>	<b>48.3</b>	<b>100%</b>	<b>30.4</b>	<b>100%</b>

Base: Persons 13 Years or Older in the United States, Postal Fiscal Year 2002 (218.6 Million).

Note: Income level based on household information; totals do not include those individuals which could not be classified in any of the technology groups. Income levels imputed for those who did not answer based on region, age, and educational attainment

# Chapter 10: Methodology

## Study Design and Methodology

The purpose of the Household Diary 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, by mail class and subclass. This picture characterizes recipient households by demographic categories and mail senders by sector and industry, identifies the mail contents, and describes 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.
- A detailed picture of households' use of new technologies and its impact on household mail volumes. Specifically, the picture focuses on such new technologies as Internet bill payment, e-commerce, and email as well as personal computers, fax machines, web TV, and modes of Internet access.

These data are useful to the volume forecasting, planning, marketing, and ratemaking functions of the Postal Service.

The HDS uses a multi-mode approach that seeks to minimize response bias, improve data accuracy through efficient data checking and householder re-contacts, and provide immediate telephone assistance to householders during their diary week.

The HDS utilizes 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 Recruitment Interview

The **household recruitment interview** collects information on household and personal demographics, recall of mail sent and received, adoption and use of communications technologies, bill payment behavior, and attitudes towards advertising.

### 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.

## Sample Design

This section describes how households were selected for the participation in the HDS. A sample is the representative subset of the population that is used to gain information about the entire U.S. population. The population of inference for the HDS includes all U.S. households. The probability design ensures that each household has an equal chance of selection.

The sample was designed to allow projections of results to all U.S. households. An address sample was provided by the Postal Service 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 involves a systematic sample stratified by strata (or urban/rural location) and Census regions. This ensures even coverage across all areas of the United States.

To accomplish this, a master national sample was specified and drawn by in-house sampling statisticians. The Postal Service drew the probability sample of households from the national database of addresses following specifications produced by NuStats. The master list, which maintains a default sort by zip code, was used to draw a systematic stratified sample. This sample was then tagged with variables indicating each housing unit's geographic location in terms of Census region and stratum.

Sample was drawn for each of the four quarters based on known proportions of households within a Census region and urban or rural location. Census regions are defined by state. Urban and rural location is defined by county and its metropolitan

status as defined by the U.S. Census Bureau. The strata are defined by county as follows:

- Stratum 1: Counties that are part of the 30 largest metropolitan areas in the United States, defined by population.
- Stratum 2: Counties that are part of metropolitan areas but are not in Stratum 1.
- Stratum 3: Counties that are not part of a metropolitan area.

Quarterly sample frames were then derived based on the amount of sample needed for each quarter, and sample was allocated to region and strata cells based on known proportions as indicated by Census 2000 counts of households.

The sample was continuously “fielded,” throughout all 52 weeks of the year. The sample was not allocated evenly over time, but rather was made to ensure greater amounts of data collection during peak mail flow periods. The events of September 11 and the anthrax scare resulted in a decrease of household recruitment and completion levels (i.e., receiving completed diaries via mail) during Quarter One. No recruitment calls were made on the day of September 11, 2001. A climate of suspicion and skepticism followed which hindered recruitment.

To compensate for under-recruitment and lower than expected completion rate in Quarter One, households were over-recruited in Quarter Two. Table 10.1 below shows the distribution of recruited and completed households.

**Table 10.1: Sample by Postal Quarter**

Quarter	Required Sample	Recruited Households	Completed Households
Quarter 1	1,940	2,361	1,200
Quarter 2	1,400	3,724	2,244
Quarter 3	600	1,210	757
Quarter 4	1,360	2,477	1,331
<b>Total</b>	<b>5,300</b>	<b>9,772</b>	<b>5,532</b>

## 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 seven-day diary of mail received and sent (Stage 2).

### Stage 1: Household Recruitment Interview

The main function of the household recruitment interview is to recruit households to participate in the diary study. In addition, the interview collects information on household and person demographics, recall of mail sent and received, adoption and use of communication technologies, bill payment behavior and attitudes towards advertising.

Households completed the recruitment interview via computer-assisted telephone interviewing technology (CATI). The household interview consisted of 9,772 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 25 minutes to administer. The flow of the interview included the following elements.

- **Introduction.** As a springboard for detailed questions, each interview began with an introduction, the purpose of the interview, and a battery of questions on how much respondents enjoy doing certain types of communications activities (e.g. emailing, writing cards and letters, reading cards and letters).
- **Mail volume recall.** The respondent was asked to summarize how many personal letters, greeting cards, electronic greeting cards, and packages, all members of the household have received in a particular time period.
- **Use of postal services.** The use of post offices, post office boxes, private mailing services was explored.
- **Communication with non-US friends and relatives.** If members of the households had any friends or relatives living overseas, they were asked about cards, letters, emails, telephone calls, and wire transfers sent.
- **Technology adoption and use.** Questions were asked about ownership and use of personal computers, fax machines, Internet, and other new communications technologies.

- **Bill payments.** Bill payment volumes, methods, and timing were explored in depth.
- **Periodicals.** Summary volumes of magazines and newspapers received by the household were collected.
- **Advertising.** Descriptions of advertising received by the household as well as attitudes about the advertising, and orders placed because of it, were elicited.
- **Online shopping.** Respondents were asked about their online shopping habits.
- **Financial accounts and credit cards.** Respondents were asked to summarize the total accounts and credit cards held by the household.
- **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.

The completion rate for the PFY 2002 study (defined as the proportion of respondents who completed the diary portion relative to all recruitment respondents) was 56.6 percent. This represents an increase from the 53.6 percent of recruitment respondents who completed a diary in 2001. Most recruitment refusals took place prior to even hearing who NuStats was and why the firm was calling. Households that refused and that were later re-contacted cited time constraints and privacy concerns as their reasons for not participating.

## Stage 2: Mail Diary Package

Recruited 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 served many purposes. 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:

- The Question sheets contained in the Instruction Booklet. The Question sheets were color-coded by mail classification (e.g. First-Class Mail received, First-Class Mail sent, Standard, Bulk Rate, or Nonprofit, etc.). 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.
- Seven answer booklets, each specific to a day of the week. 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 as well as 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 callbacks were made to households to clarify information or to fill-in missing information. About three percent of returned diaries did not pass the edit checking process, while over half required some form of respondent re-contact to clarify or correct diary information.

Of the 9,772 households recruited to receive a diary package, 5,532 actually returned acceptable<sup>6</sup> completed diaries to NuStats for a completion rate of 56.6 percent.

<sup>6</sup> Acceptable was defined as returning diaries with data suitable for analysis.

## **Data Processing**

### **Data Management**

Data management entails processing the information resulting from the Household Interview and Mail Diaries, making it available for analysis, storing it and documenting it. Household interviews were conducted using CATI technology. 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. 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 eleven data files. One data file contained the Household Interview data. It was developed as a SAS file. The Mail Diary data were in ten files – one for each mail classification (First-Class Mail received, First-Class Mail sent, etc.). These files were also developed in SAS.

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 was 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 from question refusals).

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 were logically consistent. For example, a respondent should report paying bills by Internet only if he/she also report having Internet access. Customized checks were also completed to ensure consistency between the Household Interview and Mail Diary data. For example, an addressee was identified as a child (under 18) in the diary only if the household also reported having a child in the Household Interview.

Raw variables, derived variables, and analytical programs were documented in a data documentation binder that accompanied the data delivery. Any information that could be directly or indirectly used to identify individual respondents, 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), Postal Fiscal Year 2002

**Table 10.2:**  
Annual Household Income by Recruitment / Retrieval Status

Annual Household Income	Recruited Households		Total
	Retrieved	Not Retrieved	
Under \$7,000	53	60	113
\$7,000 - \$9,999	73	94	167
\$10,000 - \$14,999	178	189	367
\$15,000 - \$19,999	213	213	426
\$20,000 - \$24,999	271	226	497
\$25,000 - \$34,999	501	331	832
\$35,000 - \$49,999	705	459	1,164
\$50,000 - \$64,999	778	524	1,302
\$65,000 - \$79,999	710	492	1,202
\$80,000 - \$99,999	488	345	833
\$100,000 or more	669	483	1,152
Don't Know	74	96	170
Refused	819	728	1,547
<b>Total</b>	<b>5,532</b>	<b>4,240</b>	<b>9,772</b>

**Table 10.3:**  
Number of Adults in Household by Recruitment / Retrieval Status

Number of Adults in Household	Recruited Households		Total
	Retrieved	Not Retrieved	
One	1,154	997	2,151
Two	3,536	2,355	5,891
Three	637	627	1,264
Four	158	197	355
Five or More	47	64	111
<b>Total</b>	<b>5,532</b>	<b>4,240</b>	<b>9,772</b>

**Table 10.4:**  
Geographic Region by Recruitment / Retrieval Status

Geographic Region	Recruited Households		Total
	Retrieved	Not Retrieved	
Northeast	1,034	752	1,786
Midwest	1,426	826	2,252
South	1,909	1,773	3,682
West	1,163	889	2,052
<b>Total</b>	<b>5,532</b>	<b>4,240</b>	<b>9,772</b>

**Table 10.5:**  
Urban / Rural Location by Recruitment / Retrieval Status

Urban / Rural Location	Recruited Households		Total
	Retrieved	Not Retrieved	
30 Largest Metro Areas	2,420	2,042	4,462
Other Metro Areas	1,858	1,369	3,227
Non-Metropolitan Areas	1,254	829	2,083
<b>Total</b>	<b>5,532</b>	<b>4,240</b>	<b>9,772</b>

**Table 10.6:**  
Age of Head of Household by Recruitment / Retrieval Status

Age of Head of Household	Recruited Households		Total
	Retrieved	Not Retrieved	
18 - 24	101	169	270
25 - 44	1,771	1,464	3,235
45 - 64	2,276	1,609	3,885
65+	1,358	980	2,338
Refused	26	18	44
<b>Total</b>	<b>5,532</b>	<b>4,240</b>	<b>9,772</b>

**Table 10.7:**  
Educational Attainment of Head of Household by Recruitment / Retrieval Status

Educational Attainment of Head of Household	Recruited Households		Total
	Retrieved	Not Retrieved	
8th grade or less	107	173	280
Some high school	244	301	545
High school graduate	1,515	1,423	2,938
Some college	1,151	834	1,985
Technical school graduate	188	115	303
College graduate	1,479	894	2,373
Postgraduate work	813	438	1,251
Refused	35	62	97
<b>Total</b>	<b>5,532</b>	<b>4,240</b>	<b>9,772</b>

## Data Weighting and Expansion

The PFY 2002 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 explains the methodology used for creating sampling and expansion weights for the PFY 2002 Household Diary Study.

### Weighting Procedures – PFY 2002 Recruitment

Sampling weights were produced separately for the households that participated in the recruitment phase of the PFY 2002 HDS, and those that completed and returned a diary. There were two main weighting variables: Geography and Education. PFY 2002 recruitment geographic weights were derived from sample households' strata and region:

**Strata:** As mentioned previously, there are 3 strata. A household was classified within strata as residing in the top 30 metropolitan areas nationwide, any other metropolitan area, or a non-metropolitan area<sup>7</sup>. Table 10.8 provides unweighted sample counts from PFY 2002 recruitment data for strata:

**Table 10.8:**  
HDS 2002 Recruitment Data: Urban/Rural Location

Urban / Rural Location	Household	Percent	Cumulative Percent
30 Largest Metro Areas	4,462	46	46
Other Metro Areas	3,227	33	79
Non-Metro Counties	2,083	21	100%
<b>Total</b>	<b>9,772</b>	<b>100%</b>	

<sup>7</sup> Metropolitan area is defined within the sample according to the official definition utilized by the U.S. 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 that do not belong to a metropolitan area. Each sample county was assigned to a stratum according to its metropolitan status.

**Regions:** Households were classified by state. There are four mutually exclusive regions as defined by the U.S. Census Bureau (along with respective states):

Four Census Regions:	
<b>Northeast:</b>	Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.
<b>Midwest:</b>	Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.
<b>South:</b>	Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.
<b>West:</b>	Arizona, Alaska, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming.

**Table 10.9:**  
HDS 2002 Recruitment Data: Geographic Region

Geographic Region	Households	Percent	Cumulative Percent
Northeast	1,786	18	18
Midwest	2,252	23	41
South	3,682	38	79
West	2,052	21	100%
<b>Total</b>	<b>9,772</b>	<b>100%</b>	

**Strata/Regions:** Table 10.10 indicates the distribution of households from the PFY 2002 recruitment sample within strata and regions.

Population parameters for the intersection of the three strata and our regions were based on 2000 Census counts of households by county. As Table 10.10 shows, each county was grouped according to

its location within these 12 mutually exclusive and exhaustive geographic categories.

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 10.11.

**Table 10.10:**  
Distribution of Households within Strata and Region

Geographic Region	Strata (Urban / Rural Location)			Row Totals
	30 Largest Metro Areas	Other Metro Areas	Non-Metro Areas	
Northeast	1,026	493	267	<b>1,786</b>
Midwest	919	679	654	<b>2,252</b>
South	1,294	1,578	810	<b>3,682</b>
West	1,223	477	352	<b>2,052</b>
<b>Total</b>	<b>4,462</b>	<b>3,227</b>	<b>2,083</b>	<b>9,772</b>

**Table 10.11:**  
HDS 2002 Recruitment Data: Construction of Geographic Weight

Strata	Geographic Region	Households (Population)	Percent	Households (Sample)	Percent	Weight
<b>30 Largest Metro Areas</b>	Northeast	13,512,686	13	1,026	11	1.22
	Midwest	11,317,737	11	919	9	1.13
	South	12,488,134	12	1,294	13	0.89
	West	14,020,576	13	1,223	13	1.06
<b>Other Metro Areas</b>	Northeast	4,134,396	4	493	5	0.78
	Midwest	6,617,353	6	679	7	0.91
	South	15,769,481	15	1,578	16	0.93
	West	5,061,183	5	477	5	0.98
<b>Non-Metro Areas</b>	Northeast	2,638,540	3	267	3	0.93
	Midwest	6,799,442	6	654	7	0.96
	South	9,757,599	9	810	8	1.12
	West	3,362,974	3	352	4	0.89
<b>Totals</b>		<b>105,480,101</b>	<b>100%</b>	<b>9,772</b>	<b>100%</b>	<b>1.00</b>

**Education:** In addition to weighting for differences in geography between the sample and the population, an additional weight was created based on differences in the educational attainment of the 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 based on the following sequence of criteria: 1) oldest male, 2) oldest female (if no male exists). For cases in which two candidates for the head of the household were of the same age, the respondent on the phone was chosen.

Known population parameters were based on weighted proportions derived from the U.S. Census Bureau's Current Population Survey annual demographic file for March 2001. In cases where the head of household refused to provide their education level, an educational level was imputed based on the average educational level of like cases. There were 97 such cases in 2002; mean levels of educational attainment were based on geography (strata and regions), as well as age and income level, if provided.

**Table 10.12:**  
HDS 2002 Recruitment Data: Construction of Educational Attainment Weight

<b>Educational Attainment</b>	<b>Households (Population)</b>	<b>Percent</b>	<b>Households (Sample)</b>	<b>Percent</b>	<b>Weight</b>
8 <sup>th</sup> Grade or Less	7,005,538	7	280	3	2.28
Some high school	10,195,057	10	545	6	1.71
High school graduate	32,845,349	31	2,938	30	1.02
Some college	19,900,228	19	2,044	21	0.89
Technical school graduate	8,624,527	8	341	4	2.31
College graduate	18,387,111	17	2,373	24	0.71
Post graduate work	9,554,508	9	1,251	13	0.70
<b>Totals</b>	<b>106,512,318</b>	<b>100%</b>	<b>9,772</b>	<b>100%</b>	<b>1.00</b>

## **Weighting Procedures – PFY 2002 Diary Data**

As mentioned above, 9,772 households participated in the recruitment phase of the PFY 2002 HDS, while 5,532 households completed usable diaries. Balancing weights for the PFY 2002 HDS diary data were developed in the same way as for the recruitment data. An additional age weight was derived based on the age of the head of household using the following categories: 18-21, 22-24, 25-34, 35-44, 45-54, 55-64, 65-69, and 70 years old.

Other adjustments to weights used in the diary data included a quarterly adjustment, which accounted for variances in sampling across postal quarters. All component weights were multiplied together and normalized to ensure that the number of weighted cases equals the number of unweighted cases.

A final adjustment in the form of expansion factors was made to expand the sample to the level of total households in the United States at the time of data collection, which was 106.51 million. The number of households in the United States was divided into the number of households that participated in the diary portion of the survey. 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.

Expansion Factor

$$106,512,318 / 5,532 = 19,253.85$$

Component Weight:

$$\omega = \frac{P_s / P_t}{S_s / S_t}, \text{ Where } P_s = \text{population count in cohort and}$$

$P_t = \text{total population count; } S_s = \text{sample count in cohort and}$   
 $S_t = \text{total sample count.}$

## Adjustment Factors

In order to account for under-reporting of household mail volumes, three types of adjustment factors were used:

- 1) Destination adjustment factors;
- 2) Household-to-Household adjustment factors; and
- 3) Household-to-Nonhousehold adjustment factors.

Destination adjustment factors were calculated from differences between weighted volumes derived from PFY 2002 HDS sample data and mailing volumes calculated under the City Carrier Cost System (CCCS) and Rural Carrier Cost System (RCCS) operated by the Postal Service. These destination adjustment factors were applied to First-Class Letters & Flats, Bulk Rate & Non-Profit Letters and Flats, Postal Service Packages, and Periodicals.

Household-to-household adjustment factors were applied based on the logic that mail originating and destinating in households form a “closed loop.” In other words, mail 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 (1.16) was applied to First-Class Letters & Flats.

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 bills paid by households from the actual recruitment phase of the survey and amounts derived from actual diary data. This factor (1.25) was applied to First-Class Mail sent by households to non-households.

The following table indicates adjustment factors applied by postal classification:

**Table 10.13:**  
HDS 2002: Adjustment Factors Utilized by Postal Classification

Postal Classification	Destination Adjustment Factor	Household-to-Household	Household-to-Nonhousehold
First-Class Letters & Flats	0.97	1.16	1.25
Bulk Rate Letters & Flats	1.08	N/A	N/A
Non-Profit Letters & Flats	0.73	N/A	N/A
Postal Service Packages	0.99	N/A	N/A
Periodicals	0.86	N/A	N/A

## PFY 2002 Greeting Card Adjustment

A special adjustment factor was used on annual volumes applied to personal “holiday” greeting cards. The purpose of this factor was to minimize the effect of low response rates during the peak holiday card season on annual volumes in the PFY 2002 diary estimates. The unadjusted data were negatively affected by the low response rates of households in the last week of November and the first two weeks of December 2001. The adjustment factor was derived by assuming that response rates for these key weeks were the same as response rates for Quarter 2 minus these key weeks. The response rate for Quarter 2, excluding the key “holiday” weeks was 65.7 percent. The response rate for the key “holiday” weeks was 33.2 percent, providing an adjustment factor of 1.98.



# Appendix A: Comparative Tables 1987, 2001 & 2002



# Concordance of Tables

This Concordance of Tables that follows provides detailed estimates concerning mail piece attributes, household mailing behavior and mean pieces per household per week for a variety of demographic characteristics.

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

Comparisons between 1987 and 2001/2002 data should be done with caution. The 2001/2002 data represent refinements in survey methodology from previous years, as well as modifications in the procedures for weighting and adjustment for mail flow underreports. These data may also reflect changes in the definitions of mail classifications

---

## Concordance of Appendix Tables

PFY 1999 Tables	Description	PFY 2002 Tables
3 - 1	Total Domestic Mail Originating in Households and Nonhouseholds	A1-1
3 - 2	Mail Received by Households by Class	A1-2
3 - 3	Total Mail Overview: Content of Mail Received by Households	A1-3
4 - 10	First-Class Mail Contents of Mail Received by Households	A2-1
4 - 2	First-Class Mail Received -- Content by Quarter (Pieces Per Household Per Week)	A2-2
4 - 3	First-Class Demographics -- Pieces Received Per Household Per Week	A2-3
4 - 20	Use of First-Class Advertising-Only Mail -- by Industry	A2-4
4 - 5	Percentage of First-Class Mail Containing Advertising by Household Income (Percentage of Pieces)	A2-5
4 - 24	First-Class Mail Usage of Reply Envelopes -- by Industry (Percentage of Pieces)	A2-6
4 - 23	First-Class Mail -- Enclosure of Reply Envelopes -- by Content (Percentage of Pieces)	A2-7
4 - 25	First-Class Mail -- Industry Usage of Reply Envelopes (Percentage of Pieces From Each Industry That Contain Reply Mail)	A2-8
4 - 18	First-Class Mail -- Industry Mail to Households	A2-9
4 - 19	First-Class Mail -- Bills and Statements	A2-10
4 - 22	Use of First-Class Business Invitations/Announcements Mail -- by Industry	A2-11
4 - 21	Use of First-Class Advertising-Enclosed Mail -- by Industry	A2-12
4 - 17	First-Class Mail -- Interest in Nine Activities (Percentage of Households Which Enjoyed These Activities Very Much or Quite a Bit)	A2-13
4 - 9	First-Class Mail Received -- by Number of Financial Accounts and Insurance Policies	A2-14
4 - 8	First-Class Mail Received -- by Number of Credit Cards	A2-15
4 - 7	First-Class Mail Receipt -- Content by Age of Head of Household (Pieces Per Household Per Week)	A2-16
4 - 6	First-Class Mail Receipt -- Content by Education of Head of Household (Pieces Per Household Per Week)	A2-17
4 - 4	First-Class Receipt -- Content by Income (Pieces Per household Per Week)	A2-18
4 - 27	First-Class Mail -- Percent of Nonpersonal Mail Received by Households Which is Sent Presort -- by Content	A2-19
4 - 26	Total Percentage of Industry's First-Class Mail Received by Households Which is Sent Presort	A2-20
4 - 32	First-Class Mail -- Total Envelopes by Sector (Percentage of Pieces)	A2-21
4 - 33	First-Class Mail -- Total Envelopes by Content (Percentage of Total Envelopes)	A2-22
4 - 34	First-Class Mail -- Total Envelopes by Industry (Percentage of Total Envelopes)	A2-23
4 - 35	First-Class Mail -- Nonpresort Envelopes by Sector (Percentage of Pieces)	A2-24
4 - 38	First-Class Mail -- Total Cards by Sector (Percentage of Pieces)	A2-25
4 - 39	First-Class Mail -- Total Cards by Industry (Percentage of Total Cards)	A2-26
4 - 40	First-Class Mail -- Total Cards by Content (Percentage of Total Cards)	A2-27
4 - 41	First-Class Mail -- Cards Received by Households -- Household's Percentage of Total Mail Sent at Each Card Rate Category	A2-28
4 - 42	First-Class Mail -- Cards Received by Households -- Household's Percentage of Total Mail Sent at Each Card Rate Category -- by Industry	A2-29
4 - 43	First-Class Mail -- Timeliness of Arrival	A2-30
4 - 44	First-Class Mail -- Reason for Lateness (Percentage of Pieces That Arrived Late)	A2-31
4 - 45	First-Class Mail Received -- Timeliness of Arrival -- by Quarter	A2-32
4 - 46	First-Class Mail Received -- Timeliness of Arrival -- by Postal Region	A2-33
4 - 48	First-Class Mail Sent by Households to Nonhouseholds	A2-34
4 - 01	First-Class Mail Originating in Households and Nonhouseholds	A2-35
4 - 50	First-Class Mail -- Telephone Bill Paying (Percent of Households)	A2-36

PFY 1999 Tables	Description	PFY 2002 Tables
4 - 60	First-Class Mail Media by Which Mail Order Purchases Made in Past Month Were Ordered (Percentage of Orders)	A2-37
4 - 49	First-Class Mail -- Method of Payment (From Entry Interview)	A2-38
4 - 13	First-Class Mail -- Personal Letters and Cards (not greeting cards) Sent by Households in an Average Month -- by Age of Head of Household	A2-39
4 - 15	First-Class Mail -- Holiday/Season's Greeting Cards Sent by Households -- by Education of Head of Household (From Entry Interview)	A2-40
4 - 12	First-Class Mail -- Personal Letters and Cards (not greeting cards) Sent by Households in an average Month -- by Education of Head of Household	A2-41
4 - 11	Personal Letters, Cards (not greeting cards) Sent by Households in an Average Month -- by Income	A2-42
4 - 16	First-Class Mail -- Holiday/Season's Greeting Cards Sent by Households -- by Age of Head of Household (From Entry Interview)	A2-43
4 - 14	First-Class Mail -- Holiday/Season's Greeting Cards Sent by Households -- by Income (From Entry Interview)	A2-44
4 - 56	First-Class Mail -- Timing of Bill Payment	A2-45
4 - 58	First-Class Mail -- Timing of Bill Payment -- by Age of Head of Household (Percentage of Households)	A2-46
4 - 59	Timing of Bill Payment by Education of Head of Household (Percentage of Households)	A2-47
4 - 57	First-Class Mail -- Timing of Bill Payment -- by Household Income (Percentage of Households)	A2-48
4 - 51	First-Class Mail -- Use of Automatic Deductions (Percent of Households)	A2-49
4 - 52	First-Class Mail -- Use of Automatic Deductions -- by Income (Percentage of Households)	A2-50
4 - 53	First-Class Mail -- Use of Automatic Deductions -- by Age (Percentage of Households)	A2-51
6 - 2	Standard Mail (A) Content of Mailpiece (Percentage of Standard Mail (A) Received by Households)	A3-1
6 - 6	Standard Mail (A) by Major Industry by Quarter (Mean Pieces Per Household Per Week)	A3-2
6 - 4	Standard Mail (A) Addressee (Percentage of Total Standard Mail (A))	A3-3
6 - 5	Standard Mail (A) Addressee by Industry (Percentage of Pieces)	A3-4
6 - 7	Standard Mail (A) by Shape	A3-5
6 - 8	Standard Mail (A) Industry by Shape (Percentage of Pieces Received by Households)	A3-6a
6 - 8 cont.	Standard Mail (A) Industry by Shape (Percentage of Pieces Received by Households)	A3-6b
6 - 9	Standard Mail (A) Shape by Industry (Percentage of Pieces)	A3-7a
6 - 9 cont.	Standard Mail (A) Shape by Industry (Percentage of Pieces)	A3-7b
6 - 11	Standard Mail (A) Shape by Addressee (Percentage of Pieces)	A3-8
6 - 12	Standard Mail (A) Zip Code Usage by Shape (Percentage of Mail Received by Households)	A3-9
6 - 13	Standard Mail (A) Demographics -- Pieces Received Per Household Per Week	A3-10
6 - 14	Receipt of First-Class and Total Standard Mail (A) (Including NonProfit Mail) by Number of Mail Order Purchases Made in the Past Year (Pieces Per Household Per Week)	A3-11
6 - 15	Standard Mail (A) by Familiarity With Institution (Percentage of Mail Pieces Received by Households)	A3-12
6 - 16	Standard Mail (A) by Industry and Familiarity (Percentage of Pieces)	A3-13
6 - 17	Standard Mail (A) -- Shape by Familiarity With Organization (Percentage of Pieces)	A3-14
6 - 18	Standard Mail (A) -- Mail Order Industry Shape by Familiarity With Organization (Percentage of Mail Pieces Received by Households)	A3-15
6 - 20	Standard Mail (A) Receipt by Number of Financial Accounts and Insurance Policies	A3-16
6 - 19	Standard Mail (A) Receipt by Number of Credit Card Accounts	A3-17
6 - 22	Standard Mail (A) Treatment of Mail Piece by Familiarity With Organization (Percentage of Mail Received by Households)	A3-18

PFY 1999 Tables	Description	PFY 2002 Tables
6 - 23	Standard Mail (A) Usefulness of Mail Pieces by Familiarity With Organization (Percentage of Mail Received by Households)	A3-19
6 - 24	Standard Mail (A) Response to Advertising by Familiarity With Organization (If Pieces Contained an Advertisement or Request for Donation and Was from One Organization Only)	A3-20
6 - 25	Standard Mail (A) Treatment by Usefulness (Percentage of Pieces)	A3-21
6 - 26	Standard Mail (A) Usefulness by Treatment (Percentage of Pieces)	A3-22
6 - 27	Standard Mail (A) Treatment by Intended Response (Percentage of Pieces)	A3-23
6 - 28	Standard Mail (A) Intended Response by Treatment (Percentage of Pieces)	A3-24
6 - 29	Standard Mail (A) Usefulness by Intended Response (Percentage of Pieces)	A3-25
6 - 30	Standard Mail (A) Intended Response by Usefulness (Percentage of Pieces)	A3-26
6 - 31	Standard Mail (A) Pieces From Credit Card Industry Response to Mail Piece by Familiarity With Organization (Percentage of Pieces)	A3-27
6 - 32	Standard Mail (A) Pieces From Insurance Companies Response to Mail Piece by Familiarity With Organization (Percentage of Pieces)	A3-28
6 - 33	Standard Mail (A) Pieces From Department Stores Response to Mail Piece by Familiarity With Organization (Percentage of Pieces)	A3-29
6 - 34	Standard Mail (A) Pieces From Mail Order Companies Response to Mail Piece by Familiarity With Organization (Percentage of Pieces)	A3-30
6 - 35	Standard Mail (A) Pieces From Publishers Response to Mail Piece by Familiarity With Organization (Percentage of Pieces)	A3-31
6 - 36	Standard Mail (A) Treatment of Mail Piece by Shape (Percentage of Mail Pieces Received by Households)	A3-32
6 - 37	Standard Mail (A) Usefulness of Mail Piece by Shape (Percentage of Mail Pieces Received by Households)	A3-33
6 - 38	Standard Mail (A) Response to Advertising by Shape (If Mail Pieces Contained Advertising or Request Donation)	A3-34
6 - 39	Standard Mail (A) Percentage of Pieces Read Immediately and Set Aside by Shape and Familiarity With Organization	A3-35
6 - 40	Standard Mail (A) Percentage of Pieces Eliciting Intended Response by Shape and Familiarity With Organization	A3-36
6 - 41	Standard Mail (A) Percentage of Pieces Found Useful by Shape and Familiarity With Organization	A3-37
6 - 42	Standard Mail (A) From Department Stores Reaction to Mail Piece by Shape (Percentage of Pieces)	A3-38
6 - 43	Standard Mail (A) From Department Stores Reaction to Mail Piece by Familiarity and Shape (Percentage of Pieces)	A3-39
6 - 44	Standard Mail (A) From Mail Order Companies Reaction to Mail Piece by Shape (Percentage of Pieces)	A3-40
6 - 45	Standard Mail (A) From Mail Order Companies Reaction to Mail Piece by Familiarity and Shape (Percentage of Pieces)	A3-41
6 - 46	Standard Mail (A) from Publishers Reaction to Mail Piece by Shape (Percentage of Pieces)	A3-42
6 - 47	Standard Mail (A) from Publishers Reaction to Mail Piece by Familiarity and Shape (Percentage of Pieces)	A3-43
6 - 48	Standard Mail (A) from Credit Card Companies Reaction to Mail Piece by Shape (Percentage of Pieces)	A3-44
6 - 49	Standard Mail (A) from Credit Card Companies Reaction to Mail Pieces by Familiarity and Shape (Percentage of Pieces)	A3-45
6 - 50	Standard Mail (A) from Insurance Companies Reaction to Mail Pieces by Shape (Percentage of Pieces)	A3-46

PFY 1999 Tables	Description	PFY 2002 Tables
6 - 51	Standard Mail (A) from Insurance Companies Reaction to Mail Pieces by Familiarity and Shape (Percentage of Pieces)	A3-47
6 - 52	Standard Mail (A) Reaction by Industry (Percentage of Mail Received by Households)	A3-48a
6 - 52	Standard Mail (A) Reaction by Industry (Percentage of Mail Received by Households) (continued)	A3-48b
6 - 53	Standard Mail (A) Reaction to Mail Piece by Income	A3-49
6 - 54	Standard Mail (A) Reaction to Mail Piece by Age of Head of Household	A3-50
6 - 55	Standard Mail (A) Reaction to Mail Piece by Education of Head of Household	A3-51
6 - 56	Standard Mail (A) Users of Reply Envelopes by Industry (Percentage of Pieces)	A3-52
6 - 57	Standard Mail (A) Industry Usage of Reply Mail (Percentage of Pieces From Each Industry That Contain Reply Mail)	A3-53a
6 - 57	Standard Mail (A) Industry Usage of Reply Mail (Percentage of Pieces From Each Industry That Contain Reply Mail) (continued)	A3-53b
6 - 58	Standard Mail (A) Intended Response Rates for Major Industries by Enclosure of Reply Envelopes/Cards (Percentage of Pieces to Which Recipients Intend to Respond)	A3-54
6 - 59	Standard Mail (A) Reaction to Mail Piece by Addressee (Percentage of Pieces)	A3-55
6 - 60	Standard Mail (A) Reaction to Pieces From Department Stores by Addressee (Percentage of Pieces)	A3-56
6 - 61	Standard Mail (A) Reaction to Pieces From Publishers by Addressee (Percentage of Pieces)	A3-57
6 - 68	Number of Mail Order Purchases Within the Last Year by Income (Percentage of Households)	A3-58
6 - 69	Number of Mail Order Purchases Within the Last Year by Education of Head of Household (Percentage of Households)	A3-59
6 - 70	Number of Mail Order Purchases Within the Last Year by Age of Head of Household (Percentage of Households)	A3-60
6 - 71	Number of Mail Order Purchases Within the Last Year by Number of Adults (Percentage of Households)	A3-61
6 - 72	Standard Mail (A) Order Pieces Received by Number of Mail Order Purchases Made Within Last Year	A3-62
6 - 73	Standard Mail (A) Reaction to Pieces From Mail Order Industry by Number of Mail Order Purchases Made Within the Last Year (Percentage of Pieces)	A3-63
6 - 74	Standard Mail (A) Available Response Media (For Mail Piece Containing Advertising or Request for Donations)	A3-64
6 - 75	Standard Mail (A) Available Response Media from Major Industries (Percentage of Pieces)	A3-65
6 - 76	Standard Mail (A) Intended Response Medium to Pieces From the Mail Order Industry (Percentage of Pieces)	A3-66
6 - 77	Unaddressed Mail Received Bundled Flyers Usage by Industry (Percentage of Mail Received by Households)	A3-67
6 - 78	Unaddressed Mail Received Reaction to Bundled Flyers	A3-68
6 - 79	Unaddressed Mail Received Response to Bundled Flyers by Industry (Percentage of Mail Received by Households)	A3-69
6 - 80	Nonprofit Standard Mail (A) Received by Households By Shape	A3-70
6 - 82	Nonprofit Standard Mail (A) by Industry by Shape (Percentage of Pieces)	A3-71
6 - 84	Nonprofit Standard Mail (A) Content by Industry (Percentage of Mail Received by Households)	A3-72
6 - 85	Nonprofit Standard Mail (A) Pieces Received Per Household Per Week	A3-73
6 - 86	Percent of Non-Profit Standard Mail (A) Containing a Request for Donations by Age Of Head of Household	A3-74
6 - 87	Nonprofit Standard Mail (A) Treatment of Mail Piece by Familiarity With Organization (Percentage of Pieces Received by Households)	A3-75

PFY 1999 Tables	Description	PFY 2002 Tables
6 - 88	Nonprofit Standard Mail (A) Response to Advertising by Familiarity With Organization (If Piece Contained an Advertisement or Request for Donation and Was From One Organization Only)	A3-76
6 - 89	Nonprofit Standard Mail (A) Treatment of Mail Piece by Shape (Percentage of Mail Received by Households)	A3-77
6 - 90	Nonprofit Standard Mail (A) Usefulness of Mail Piece by Shape (Percentage of Mail Received by Households)	A3-78
6 - 91	Nonprofit Standard Mail (A) Response to Advertising by Shape (If Piece Contained Advertising or Request for Donation)	A3-79
6 - 92	Nonprofit Standard Mail (A) Reaction by Industry (Percentage of Mail Pieces Received by Households)	A3-80
3 - 7	Total Pieces of Advertising Mail Received Per Week by Income	A4-1
3 - 8	Total Pieces of Advertising Mail Received Per Week by Age of Household Head	A4-2
3 - 9	Total Pieces of Advertising Mail Received Per Week by Education of Head of Household	A4-3
3 - 15	Total Mail Overview: Treatment of Advertising Mail by Actual Weekly Standard Mail (A) Receipt (Percentage of Households - From Entry Interview)	A4-4
3 - 4	Total Mail Overview: Intended Response to Advertising Mail by Class (Percentage of Pieces)	A4-5
3 - 5	Response Rates to Advertising: First-Class Advertising Only vs. Standard Mail (A) Envelopes and Cards (Percentage of Pieces)	A4-6
3 - 14	Total Mail Overview: Treatment of Advertising Mail by Perceived Volume of Pieces Received Per Week (Percentage of Households - From Entry Interview)	A4-7
3 - 17	Entry Interview Treatment of Advertising Mail by Household Income (Percentage of Households)	A4-8
3 - 10	Entry Interview Treatment of Advertising Mail (Percentage of Households)	A4-9
3 - 11	Entry Interview Attitude Towards Mail Advertising (Percentage of Households)	A4-10
3 - 12	Entry Interview Attitude Towards Mail Advertising (Percentage of Households) by Perceived Volume of Pieces Received Per Week	A4-11
3 - 13	Total Mail Overview: Attitude Towards Mail Advertising by Actual Weekly Standard Mail (A) Receipt of Advertising Mail (Percentage of Households - From Entry Interview)	A4-12
3 - 16	Entry Interview Attitude Towards Mail Advertising by Household Income (Percentage of Households)	A4-13
3 - 18	Attitude Towards Mail Advertising by Age of Head of Household (Percentage of Households)	A4-14
3 - 19	Entry Interview Attitude Towards Mail Advertising by Age of Head of Household (Percentage of Households)	A4-15
3 - 20	Entry Interview Attitude Towards Mail Advertising by Education of Head of Household (Percentage of Households)	A4-16
3 - 21	Entry Interview Treatment of Advertising Mail by Education of Head of Household (Percentage of Households)	A4-17
5 - 1	Periodicals Received	A5-1
5 - 2	Periodicals -- Type of Publication	A5-2
5 - 3	Newspapers Received by Mail And Not by Mail -- Number of Different Newspapers Per Household (From Entry Interview)	A5-3
5 - 4	Periodicals -- Households Where Newspapers are Received (By Type of Newspaper and by Receipt Medium)	A5-4
5 - 5	Magazines Received by Mail and Not by Mail -- Number of Different Magazines Per Household (From Entry Interview)	A5-5

PFY 1999 Tables	Description	PFY 2002 Tables
5 - 6	Periodicals -- Households Where Magazines are Received (by Type of Magazine and by Receipt Medium)	A5-6
5 - 9	Periodical Demographics -- Pieces Received Per Household Per Week	A5-7
5 - 10	Periodical Mail -- Type of Subscription	A5-8
5 - 11	Periodical Mail -- Source of Publications	A5-9
5 - 12	Periodical Mail -- Type and Source of Mail Received by Households (Percentage of Subscription Type by Source)	A5-10
5 - 13	Periodicals -- Satisfaction With Delivery (Percentage of Pieces)	A5-11
5 - 14	Periodicals -- Need For Delivery (Percentage Of Pieces)	A5-12
5 - 16	Periodicals -- Satisfaction With Delivery by Postal Region (Percent of Pieces Received by Households)	A5-13
5 - 17	Periodicals -- Households' Need for Delivery by Postal Region (Percentage of Pieces)	A5-14
7 - 1	Packages Received -- By Delivery Company (Percentage of Packages Received by Households)	A6-1
7 - 2	Packages Received -- Packages Delivered by the Postal Service by Class and Sender (Percentage of Packages by Class)	A6-2
7 - 3	Packages Received -- Sender/Content by Carrier	A6-3
7 - 4	Packages Received -- by Special Services (Percentage of Packages Delivered by the Postal Service)	A6-4
7 - 5	Packages Received -- Carrier by Income (Percentage of Pieces)	A6-5
7 - 6	Packages Received -- Carrier by Postal Region (Percentage of Pieces)	A6-6
7 - 8	Packages Sent by Delivery Company (Percentage of Packages by Class and Carrier)	A6-7
7 - 9	Packages Sent Via the Postal Service by Class and Recipient (Percentage of Pieces)	A6-8
7 - 11	Packages Sent -- Choice of Carrier by Income (Percentage of Pieces)	A6-9
7 - 13	Packages Sent by Distance (Percentage of Packages Sent by Households)	A6-10
3 - 22	Entry Interview Household Electronic Mail Capability by Household Income (Percentage of Households)	A7-1
3 - 23	Entry Interview Household Electronic Mail Capability by Education of Head of Household (Percentage of Households)	A7-2
3 - 24	Entry Interview Household Electronic Mail Capability by Age of Head of Household (Percentage of Households)	A7-3



# Appendix A1: Total Mail Overview

**Table A1-1**  
**Total Domestic Mail**  
**Originating in Households and Nonhouseholds**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Sector	Percentage of Total Domestic Mail			Pieces Per Household Per Week		
	1987	2001	2002	1987	2001	2002
Household-to-household	4.8	3.7	3.6	1.6	1.4	1.3
Household-to-nonhousehold	6.4	7.3	8.0	2.1	2.8	2.9
Nonhousehold-to-household	55.5	64.6	65.9	18.5	24.3	23.8
Unknown incoming	0.3	0.8	1.0	0.1	0.3	0.4
Unknown outgoing	1.0	0.6	0.7	0.3	0.2	0.3
Total Household Mail	69.1	77.0	79.2	23.0	29.0	28.7
Nonhousehold-to-nonhousehold	30.9	23.0	20.8	-	-	
Total	100.0	100.0	100.0	-	-	

**Table A1-2**  
**Mail Received by Households ①**  
**by Class**  
**Postal Fiscal Years 1987, 2001, and 2002**  
**(Diary Data)**

Class	Percent of Total Pieces Per Week			Pieces Per Household Per Week		
	1987	2001	2002	1987	2001	2002
First-Class ①	42.1	40.0	40.4	8.64	10.52	10.46
Periodicals	8.2	5.2	5.1	1.69	1.37	1.32
Standard Mail ②	47.6	51.1	50.8	9.77	13.44	13.17
Package Services ③	0.3	0.3	0.3	0.06	0.08	0.09
Government ④	1.8	3.3	3.4	0.36	0.88	0.87
Total	100.0	100.0	100.0	20.52	26.29	25.90

①Includes Priority mail and First-Class/Priority Packages

②Includes Presorted Standard, Nonprofit, Unsolicited Periodicals and Unaddressed and Standard Packages

③Includes Parcel Post, Parcel Select, Bound Printed Matter, Special Standard Mail and Library Rate

④Includes Government Mail from First-Class Letters, Standard Mail, and USPS-Delivered Packages

**Table A1-3**  
**Total Mail<sup>①</sup> Overview:**  
**Content of Mail Received by Households**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Content	1987	2001	2002
<b>NON-ADVERTISING</b>			
Personal	7.5	4.8	4.6
Bills <sup>⑤</sup>	12.5	11.9	12.2
Financial Statements	4.2	4.8	4.4
<b>ADVERTISING</b>			
First-Class advertising only	4.7	7.3	7.2
First-Class advertising enclosed	5.5	12.5	12.0
First-Class business invitations announcements	1.2	1.6	1.6
First-Class requests for donations	0.4	0.6	0.5
Standard Mail (A) advertising	30.7	34.9	34.5
Standard Mail (A) requests	0.5	0.6	0.6
Standard Mail (A) nonprofit advertising	2.4	1.6	1.7
Standard Mail (A) nonprofit requests	3.2	2.8	2.8
Total Advertising With Request For Donations (not including Periodicals)	48.6	61.9	61.1
Total Advertising Without Request For Donations (not including Periodicals)	44.5	57.9	57.1
Newspapers	2.9	1.2	1.1
Magazines	4.7	3.5	3.3
Total Advertising (including Periodicals)	56.2	66.5	65.5
<b>OTHER:</b>			
Other Standard Mail (A) <sup>⑥</sup>	6.7	5.7	5.2
Other Standard Mail (A) nonprofit <sup>⑥</sup>	3.7	1.9	1.9
Federal Government	1.7	1.4	1.3
International	0.5	0.1	0.1
Other <sup>②</sup>	12.5	14.6	15.7
Total <sup>③</sup>	105.5	111.8	111.0
Pieces per household per week <sup>④</sup>	20.5	27.6	27.2

① Does not include packages or expedited mail.

② Mostly other First-Class.

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

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

⑤ Includes credit card statement/bill.

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



## Appendix A2: First-Class Mail

**Table A2-1**  
**First-Class Mail Contents of Mail Received by Households**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Content	Percent of Total Mail Received by Households			Pieces Per Household Per Week		
	1987	2001	2002	1987	2001	2002
Personal:						
Holiday card	3.2	2.0	1.9	0.55	0.55	0.52
Other greeting cards	1.7	0.9	1.0	0.29	0.26	0.28
Invitations	0.7	0.4	0.4	0.12	0.12	0.11
Package	0.1	0.1	0.1	0.01	0.02	0.02
Letter	2.7	1.2	1.1	0.46	0.34	0.29
Announcements	0.2	0.1	0.1	0.03	0.03	0.03
Other personal	0.5	0.2	0.2	0.09	0.06	0.06
Total Personal	9.1	4.9	4.7	1.55	1.37	1.31
Business or Nonfederal Government:						
Advertising Only	5.2	7.2	7.2	0.89	2.03	1.99
Notice of order	1.4	1.6	1.9	0.23	0.46	0.52
Bill/invoice/premium ①	14.7	11.7	12.1	2.52	3.30	3.36
Financial statement	5.0	4.9	4.5	0.87	1.39	1.24
Payment	1.9	1.1	1.1	0.32	0.31	0.30
Rebate	0.1	0.1	0.1	0.01	0.03	0.03
Greeting card	0.3	0.4	0.3	0.05	0.10	0.07
Invitation or announcement	1.5	1.7	1.8	0.26	0.47	0.49
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 ②	0.2	0.2	0.4	0.03	0.07	0.11
Tax forms	0.0	0.2	0.3	0.01	0.07	0.08
Other business or government	6.7	1.9	1.7	1.14	0.54	0.48
Packages	0.1	0.1	0.2	0.02	0.04	0.05
Total Business or Government	37.2	31.3	31.6	6.37	8.80	8.73
Social/Charitable/Political/Nonprofit:						
Announcement/meeting	1.3	1.1	1.4	0.22	0.32	0.37
Request for donation	0.4	0.6	0.5	0.07	0.16	0.14
Confirmation of donation	0.2	0.2	0.3	0.03	0.07	0.08
Bill/invoice/premium	0.3	0.1	0.2	0.04	0.04	0.05
Educational acceptances	0.1	0.0	0.0	0.02	0.00	0.00
Other social/charitable/political/nonprofit	1.2	0.5	0.4	0.20	0.13	0.10
Total Social/Charitable/Political/Nonprofit	3.5	2.6	2.7	0.58	0.72	0.75
Don't know/No answer	0.6	0.7	0.8	0.11	0.20	0.22
Total Mail Received by Households	50.4	39.5	39.8	8.61	11.08	11.00

①Includes credit card statement/bill.

②Estimates for 2001 and 2002 include Insurance Related Mail.

Note: Totals may not sum due to rounding.

**Table A2-2**  
**First-Class Mail Received -- Content by Quarter**  
**(Pieces Per Household Per Week)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Quarter	Total Personal			Total Business or Nonfederal Government*		
	1987	2001	2002	1987	2001	2002
Quarter One	2.42	2.68	1.29	6.49	7.79	8.05
Quarter Two	1.56	0.99	1.84	6.38	9.50	8.61
Quarter Three	1.16	0.92	1.01	6.56	7.99	8.08
Quarter Four	1.04	0.81	0.98	6.00	8.14	8.16

\* Includes credit card statement/bill.

**Table A2-3**  
**First-Class Demographics -- Pieces Received Per Household Per Week**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment and Diary Data)**

Income	1987	2001	2002
< \$7K	4.3	5.3	5.8
\$7K - \$9.9K	5.5	6.5	5.5
\$10K - \$14.9K	6.2	6.5	7.2
\$15K - \$19.9K	7.3	8.1	7.4
\$20K - \$24.9K	7.5	8.3	8.2
\$25K - \$29.9K	8.5	8.9	9.3
\$30K - \$34.9K	9.8		
\$35K - \$49.9K	10.4	10.2	10.7
\$50K - \$64.9K	12.6	12.7	11.3
\$65K - Over	15.7	14.6	13.7
Age of Head of Household	1987	2001	2002
18 - 24	4.9	6.5	7.4
25 - 34	7.3	9.4	8.6
35 - 44	9.6	11.0	11.0
45 - 54	10.4	12.8	12.3
55 - 64	9.9	12.5	12.4
65 - 69	8.5	13.6	12.3
70+	7.6	10.7	11.0
Education of Head of Household	1987	2001	2002
< 8th grade	5.4	8.4	8.6
Some high school	6.5	8.3	9.0
High school	7.4	9.7	10.2
Some college	8.5	10.4	10.6
Technical school	8.2	10.9	10.3
College	11.0	12.5	13.1
Post graduate	14.6	13.3	14.1
Type of Household	1987	2001	2002
One-person household	5.5	7.6	7.7
Male	5.2	6.3	7.1
Female	5.6	8.2	8.0
One adult + minors ①	5.2	7.4	9.1
Male ①	3.9	7.5	10.5
Female ①	5.3	7.3	8.7
More than One Adult	1987	2001	2002
Without children	9.4	12.3	11.9
One-earner	9.2	11.2	11.7
Two-earner	9.7	12.0	11.8
With children	9.6	12.4	11.3
One-earner	9.0	10.7	10.4
Two-earner	10.3	12.3	11.3

Employment of Respondent	1987	2001	2002
White collar professional	10.4	12.2	12.3
White collar sales/clerical	7.7	10.1	10.5
Blue collar craftsmen/mechanic	6.2	9.4	9.1
Service Worker	6.3	9.0	9.7
Other employed ①	6.3	8.9	11.1
Homemaker	8.0	12.4	10.9
Student ①	8.1	8.1	8.1
Retired	7.8	11.4	11.2
Other not employed	N/A	11.6	9.9
Type of Dwelling	1987	2001	2002
Single-family house	9.6	12.3	11.5
Multi-family house	7.2	7.4	7.3
Apartment	6.0	8.3	8.5
Mobile house	5.8	6.2	5.1
Number of Adults	1987	2001	2002
1	5.4	7.6	8.0
2	9.0	11.8	11.3
3	11.0	14.1	12.8
4+	11.5	16.4	13.7

① Fluctuations may be due to small sample sizes.

Note: 2001/2002 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 A2-4**  
**Use of First-Class Advertising-Only Mail -- by Industry**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Industry	Percent of First-Class "Advertising Only"			Percent of Total First Class Mail			Pieces Per Household Per Week		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Financial:									
Credit Card	7.0	21.4	26.5	0.4	4.0	4.8	0.1	0.4	0.5
Bank	7.0	5.7	6.1	0.4	1.1	1.1	0.1	0.1	0.1
Securities	5.4	1.7	1.9	0.3	0.3	0.4	0.0	0.0	0.0
Money Market	0.2	0.3	0.3	0.0	0.1	0.0	0.0	0.0	0.0
Insurance	7.8	5.0	4.2	0.4	0.9	0.8	0.1	0.1	0.1
Mortgage	3.7	2.9	3.4	0.2	0.5	0.6	0.0	0.1	0.1
Other Financial	1.1	0.6	0.3	0.1	0.1	0.0	0.0	0.0	0.0
Total Financial	32.2	37.7	42.7	1.7	6.9	7.8	0.3	0.8	0.9
Merchants:									
Supermarkets	0.0	1.4	0.9	0.0	0.3	0.2	0.0	0.0	0.0
Deptment Store	7.0	7.3	5.6	0.4	1.4	1.0	0.1	0.1	0.1
Mail Order	8.5	9.1	6.9	0.4	1.7	1.3	0.1	0.2	0.1
Specialty Store	9.3	7.9	7.3	0.5	1.5	1.3	0.1	0.2	0.1
Publisher	10.8	5.5	5.2	0.6	1.0	0.9	0.1	0.1	0.1
Land Promotion	3.8	2.4	0.6	0.2	0.4	0.1	0.0	0.0	0.0
Restaurant	0.2	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Consumer packaged goods	1.0	3.2	3.2	0.1	0.6	0.6	0.0	0.1	0.1
Auto dealers	2.2	0.2	2.1	0.1	0.0	0.4	0.0	0.0	0.0
Service stations	0.1	0.0	0.9	0.0	0.0	0.2	0.0	0.0	0.0
Other Merchants	3.2	2.1	1.8	0.2	0.4	0.3	0.0	0.0	0.0
Total Merchants	46.1	39.2	34.8	2.4	7.2	6.3	0.4	0.8	0.7
Services:									
Telephone	1.9	4.3	3.8	0.1	0.8	0.7	0.0	0.1	0.1
Other utility	0.7	0.8	0.6	0.0	0.1	0.1	0.0	0.0	0.0
Medical	1.7	2.1	2.2	0.1	0.4	0.4	0.0	0.0	0.0
Other professional	1.7	1.1	1.2	0.1	0.2	0.2	0.0	0.0	0.0
Leisure service	7.7	5.8	5.9	0.4	1.1	1.1	0.1	0.1	0.1
Cable TV	0.8	1.2	1.1	0.0	0.2	0.2	0.0	0.0	0.0
Computer	0.6	1.8	1.4	0.0	0.3	0.2	0.0	0.0	0.0
Craftsman	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Other Services	2.9	3.2	3.9	0.1	0.6	0.7	0.0	0.1	0.1
Total Services	17.5	20.4	20.2	0.9	3.8	3.7	0.2	0.4	0.4
Federal government	N/A	0.7	0.7	N/A	0.1	0.1	N/A	0.0	0.0
Nonfederal government	1.0	0.5	0.5	0.0	0.1	0.1	0.0	0.0	0.0
Social/Charitable/Political/Nonprofit	0.0	1.1	0.5	0.0	0.2	0.1	0.0	0.0	0.0
Don't Know/No Answer	3.2	0.4	0.7	0.2	0.1	0.1	0.0	0.0	0.0
Total Advertising-Only Mail Received by Households	100.0	100.0	100.0	5.2	18.4	18.2	0.9	2.0	2.0

Note: Totals may not sum due to rounding.

**Table A2-5**  
**Percentage of First-Class Mail Containing Advertising by Household Income**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment and Diary Data)**

Income	First-Class Mail		
	1987	2001	2002
< \$7K	18.6	29.1	28.9
\$7K - \$9.9K	21.1	34.6	31.9
\$10K - \$14.9K	25.5	32.9	33.5
\$15K - \$19.9K	23.4	35.2	32.6
\$20K - \$24.9K	24.3	36.8	30.9
\$25K - \$29.9K	25.5	37.2	33.4
\$30K - \$34.9K	27.0		
\$35K - \$49.9K	29.5	34.2	34.9
\$50K - \$64.9K	29.4	37.0	35.9
\$65K - \$79.9K	29.9	36.1	36.6
\$80K - \$99.9K	33.3	38.3	37.0
\$100K+	31.6	37.5	37.0

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

**Table A2-6**  
**First-Class Mail Usage of Reply Envelopes -- by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Industry	BRM			CRM			Total Reply Mail		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
<b>Financial:</b>									
Credit Card	12.2	33.2	41.0	14.0	20.5	19.8	13.7	23.9	25.6
Bank	10.5	8.0	6.6	5.5	6.0	6.9	6.8	6.5	6.8
Securities	9.5	5.6	4.6	1.4	1.7	1.5	3.1	2.7	2.4
Money Market	1.1	0.8	0.7	0.2	0.3	0.3	0.4	0.4	0.4
Insurance	13.0	7.1	7.5	9.5	7.5	8.7	10.3	7.4	8.3
Mortgage	1.6	1.1	1.1	0.4	1.6	1.6	0.6	1.5	1.5
Other Financial	1.4	0.8	0.3	0.4	0.5	0.3	0.6	0.6	0.3
Total Financial	49.3	56.6	61.8	31.4	38.2	39.2	35.0	43.0	45.3
<b>Merchants:</b>									
Supermarkets	0.0	0.1	0.2	0.0	0.1	0.1	0.0	0.1	0.1
Department Store	3.7	2.7	2.4	9.4	4.5	4.1	8.1	4.0	3.7
Mail Order	4.6	4.4	2.7	2.3	3.6	2.9	2.6	3.8	2.9
Other Store	1.2	0.9	0.7	1.8	1.4	1.1	1.6	1.3	1.0
Publisher	8.2	6.6	6.1	6.8	4.0	3.6	7.0	4.7	4.3
Land Promotion	0.5	0.6	0.2	0.1	0.2	0.0	0.2	0.3	0.1
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	2.2	1.1	0.1	0.4	0.2	0.2	0.9	0.5
Auto dealers	0.3	0.1	0.2	0.0	0.0	0.1	0.1	0.0	0.1
Service stations	0.0	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.1
Other Merchants	0.8	0.7	0.4	0.7	0.3	0.3	0.7	0.4	0.3
Total Merchants	21.1	18.3	14.1	21.2	14.6	12.6	21.2	15.6	13.0
<b>Services:</b>									
Telephone	3.6	2.2	2.9	11.8	13.2	13.3	10.3	10.3	10.4
Other utility	3.1	2.3	2.3	14.4	11.5	11.7	12.1	9.1	9.1
Medical	3.8	2.9	2.4	8.6	7.1	7.6	7.6	6.0	6.2
Other professional	1.0	0.8	1.0	0.4	0.5	0.5	0.6	0.6	0.7
Leisure service	1.6	1.9	1.2	0.7	0.8	0.7	0.9	1.1	0.9
Cable TV	0.5	1.0	0.7	3.5	4.4	4.6	2.9	3.5	3.5
Computer	0.1	0.6	0.5	0.0	0.3	0.5	0.0	0.4	0.5
Craftsman	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.1	0.0
Other services	1.8	1.5	2.1	1.0	1.5	1.3	1.2	1.5	1.5
Total Services	15.6	13.3	13.2	40.5	39.4	40.0	35.5	32.5	32.8
Federal government	N/A	1.3	1.4	N/A	0.8	0.7	N/A	0.9	0.9
Nonfederal government	10.0	1.6	1.6	2.1	2.1	2.3	2.2	2.0	2.1
Social/Charitable/Political/Nonprofit	2.6	8.7	7.4	3.6	4.6	5.0	5.0	5.7	5.7
Don't know/No answer	1.4	0.3	0.4	1.2	0.2	0.1	1.2	0.2	0.2
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	2.9	2.8	2.7	4.0	3.9

Note: Totals may not sum to 100 due to rounding.

**Table A2-7**  
**First-Class Mail -- Enclosure of Reply Envelopes -- by Content**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Industry	BRM			CRM			Total Reply Mail		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Business or Nonfederal Government:									
Advertising Only	33.7	50.9	54.2	5.2	7.1	5.7	11.0	50.9	54.2
Notice of Order	3.0	2.8	2.9	1.6	1.3	1.1	2.0	2.8	2.9
Bill/invoice/premium*	19.0	18.1	18.7	75.3	78.9	81.5	63.2	18.1	18.7
Financial Statement	6.4	7.4	5.2	3.2	4.1	3.2	4.0	7.4	5.2
Payment	1.54	0.7	0.5	0.4	0.6	0.5	0.8	0.7	0.5
Rebate	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Greeting Card	0.6	1.0	0.3	0.1	0.4	0.2	0.2	1.0	0.3
Invitation	4.7	4.2	4.0	0.6	0.9	0.9	1.5	4.2	4.0
Other business or nonfederal government	20.9	6.5	6.9	10.0	2.0	1.9	12.2	6.5	6.9
Total Business or Nonfederal Government	89.9	91.7	92.7	96.4	95.3	94.9	95.1	91.7	92.7
Social/Charitable/Political/Nonprofit									
Announcement/meeting	1.8	1.4	1.6	0.5	0.9	1.0	0.9	1.4	1.6
Request for donation	4.4	5.0	4.0	1.2	2.5	2.5	1.8	5.0	4.0
Confirmation of donation	0.5	0.6	0.7	0.2	0.4	0.5	0.3	0.6	0.7
Bill/invoice/premium	0.4	0.5	0.3	0.9	0.5	0.8	0.8	0.5	0.3
Other social/charitable/political/nonprofit	3.2	0.9	0.7	0.8	0.4	0.2	1.3	0.9	0.7
Total Social/Charitable/Political/Nonprofit	10.2	8.3	7.3	3.6	4.7	5.1	4.9	0.9	0.7
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	2.9	2.8	2.7	4.0	3.9

\*Includes credit card statement/bill.

Note: Totals may not sum due to rounding.

**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, 2001 and 2002**  
**(Diary Data)**

Industry	Business Reply			Courtesy Reply			No Reply Mail			Don't Know/ No Answer		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Financial:												
Credit Card	13.0	28.5	33.4	59.2	48.9	43.5	20.9	20.5	20.2	7.0	2.1	2.9
Bank	5.3	7.1	5.8	11.1	14.9	16.5	75.3	75.2	74.8	8.3	2.8	2.9
Securities	18.2	12.0	10.9	10.4	10.0	9.8	64.8	75.5	76.4	6.7	2.6	2.8
Money Market	24.2	12.8	13.6	15.2	13.8	13.4	54.4	72.1	71.8	6.2	1.2	1.1
Insurance	10.2	9.2	8.5	29.6	27.3	26.6	50.6	61.0	60.5	9.5	2.5	4.4
Mortgage	8.9	7.0	7.1	9.0	28.2	27.8	72.6	62.8	63.1	9.6	2.0	2.0
Total Financial	9.7	14.8	15.8	24.4	27.7	26.9	57.6	55.0	54.0	8.2	2.4	3.2
Merchants:												
Supermarkets	N/A	4.2	5.8	N/A	5.5	10.9	N/A	84.5	79.4	N/A	5.8	3.9
Department Store	5.4	8.7	8.7	54.4	40.0	40.6	33.4	48.7	45.8	6.9	2.5	4.9
Mail Order	15.1	15.0	12.3	30.4	34.7	35.1	46.8	48.2	49.7	7.7	2.1	3.0
Other Store	3.0	3.7	3.4	18.4	16.9	13.5	73.1	77.1	80.5	5.5	2.3	2.7
Publisher	15.1	24.6	26.2	44.4	41.6	41.0	32.2	30.5	28.9	8.2	3.2	3.9
Land Promotion	6.2	6.8	8.9	5.7	7.1	4.5	78.0	84.8	82.0	10.2	1.3	4.6
Restaurant	12.3	11.4	0.8	0.0	28.9	2.2	74.8	55.9	97.1	12.9	3.9	0.0
Consumer packaged goods/manufacturers	8.8	15.3	8.2	5.0	8.3	4.8	67.0	73.0	84.4	19.3	3.3	2.6
Auto dealers	3.5	9.2	4.0	2.6	0.0	5.3	86.9	88.2	88.2	7.0	2.6	2.6
Service stations	0.7	0.0	2.8	11.6	46.9	14.5	84.2	53.1	79.9	3.6	0.0	2.7
Total Merchants	8.8	12.1	10.9	35.2	29.7	27.8	47.8	55.5	57.4	8.1	2.7	3.9
Services:												
Telephone	5.1	4.0	5.3	67.7	67.0	65.6	17.1	26.7	24.8	10.0	2.2	4.3
Other utility	3.3	4.9	4.8	60.0	67.5	65.4	28.7	25.1	26.4	8.0	2.6	3.3
Medical	4.3	5.2	4.4	38.2	35.7	37.2	49.6	55.9	55.7	8.0	3.2	2.7
Other professional	6.0	6.4	8.2	10.9	12.4	10.8	72.3	79.0	76.5	10.8	2.1	4.5
Leisure service	5.8	9.4	6.7	9.7	10.6	10.6	75.0	77.1	78.9	9.5	2.9	3.7
Cable TV	2.2	5.7	4.2	63.3	70.9	72.7	24.8	21.9	19.6	9.7	1.4	3.5
Computer	4.0	8.3	8.8	6.6	13.3	21.2	80.1	74.0	64.3	9.3	4.4	5.7
Craftsman	2.7	8.5	5.9	14.2	27.3	15.5	66.4	62.9	75.6	16.7	1.2	3.0
Total Services	4.4	5.6	5.6	45.9	46.3	45.6	40.5	45.3	44.9	9.2	2.8	3.9
Federal government	N/A	4.4	5.7	N/A	7.7	7.8	N/A	84.9	81.7	N/A	2.9	4.8
Nonfederal government	4.2	4.6	4.5	13.3	17.4	17.0	74.9	74.8	75.2	7.6	3.2	3.3
Social/Charitable/Political/Nonprofit	9.1	12.1	10.5	13.0	17.9	18.9	64.3	65.2	66.0	13.7	4.8	4.6
Total Nonhousehold Mail Received	7.7	11.0	11.1	30.5	30.7	29.9	52.3	55.2	54.9	9.6	3.0	4.1
Pieces per household per week	0.5	1.0	1.0	2.1	2.9	2.8	3.6	5.2	5.2	0.7	0.3	0.4

Note: Percents are row percentages within each Industry classification.

**Table A2-9**  
**First-Class Mail -- Industry Mail to Households**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Industry	Percent of Non-Household Mail Received by Households			Pieces Per Household Per Week		
	1987	2001	2002	1987	2001	2002
Financial:						
Credit Card	2.9	4.9	5.3	0.50	1.22	1.29
Bank	6.2	4.8	4.9	1.06	1.17	1.18
Securities	1.6	2.0	1.8	0.28	0.49	0.44
Money Market	0.1	0.3	0.2	0.02	0.06	0.06
Insurance	3.9	3.3	3.8	0.68	0.80	0.92
Mortgage	0.6	0.7	0.7	0.10	0.17	0.17
Other financial	0.5	0.3	0.2	0.08	0.08	0.06
Total Financial	15.8	16.2	16.8	2.72	4.00	4.11
Merchants:						
Supermarkets	0.0	0.1	0.1	0.00	0.04	0.03
Department Store	2.1	1.3	1.2	0.37	0.33	0.29
Mail Order	0.9	1.2	1.0	0.16	0.31	0.23
Other Store	1.2	1.0	0.9	0.21	0.25	0.22
Publisher	1.9	1.1	1.0	0.33	0.28	0.25
Land Promotion	0.3	0.4	0.1	0.05	0.10	0.02
Restaurant	0.0	0.0	0.0	0.00	0.00	0.01
Consumer packaged goods/manufacturers	0.3	0.6	0.6	0.04	0.15	0.14
Auto dealers	0.2	0.0	0.3	0.04	0.01	0.06
Service stations	0.0	0.0	0.1	0.00	0.00	0.03
Other Merchants	0.5	0.4	0.6	0.08	0.09	0.14
Total Merchants	7.4	6.2	5.8	1.28	1.54	1.41
Services:						
Telephone	2.2	2.3	2.3	0.37	0.57	0.57
Other utility	3.0	2.0	2.1	0.51	0.49	0.50
Medical	2.8	2.4	2.4	0.47	0.58	0.58
Other professional	0.5	0.5	0.5	0.09	0.13	0.13
Leisure service	0.9	0.9	0.8	0.15	0.21	0.19
Cable TV	0.7	0.7	0.7	0.12	0.18	0.18
Computer	0.1	0.3	0.2	0.01	0.07	0.06
Craftsman	0.1	0.1	0.0	0.01	0.01	0.00
Other Services	0.8	0.9	1.0	0.14	0.22	0.24
Total Services	11.1	10.0	10.1	1.87	2.47	2.46
Federal government	N/A	1.2	1.1	N/A	0.31	0.26
Nonfederal Government:						
Nonfederal government	2.0	1.5	1.5	0.34	0.36	0.38
Social/Charitable/Political/Nonprofit	3.4	3.0	3.0	0.59	0.75	0.74
Don't Know/No Answer	0.9	0.2	0.2	0.14	0.05	0.06
Total Industry Mail to Households	40.6	38.5	38.6	6.94	9.48	9.42

Note: Pieces per Household per Week totals do not match those in Table A2-1 due to the exclusion of Personal Mail, Packages, and Mail Pieces for which no response was given to Mail Type.

Totals may not sum due to rounding.

**Table A2-10**  
**First-Class Mail -- Bills and Statements**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Industry	Percent of Total First-Class			Pieces Per Household per Week			Percent of Total First-Class			Pieces Per Household per Week		
	Bills*						Statements					
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Financial:												
Credit Card	1.8	6.1	6.0	0.3	0.7	0.7	0.1	0.1	0.1	0.0	0.0	0.0
Bank	1.0	2.0	2.2	0.2	0.2	0.2	3.2	6.2	6.0	0.6	0.7	0.7
Securities	0.1	0.1	0.1	0.0	0.0	0.0	0.7	3.0	2.5	0.1	0.3	0.3
Money Market	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	0.4	0.0	0.0	0.0
Insurance	1.6	3.1	3.8	0.3	0.3	0.4	0.3	0.9	0.9	0.1	0.1	0.1
Mortgage	0.1	0.5	0.5	0.0	0.1	0.1	0.0	0.2	0.1	0.0	0.0	0.0
Other Financial	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.2	0.1	0.0	0.0	0.0
Total Financial	4.7	12.0	12.7	0.8	1.3	1.4	4.5	11.0	10.2	0.8	1.2	1.1
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
Department Store	1.3	1.3	1.2	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Mail Order	0.2	0.6	0.5	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Other Store	0.4	0.4	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Publisher	0.9	1.0	0.9	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Land Promotion	0.0	0.1	0.0	0.0	0.0	0.0	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	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.1	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	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0
Other Merchants	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Total Merchants	2.9	3.6	3.4	0.5	0.4	0.4	0.1	0.3	0.3	0.0	0.0	0.0
Services:												
Telephone	1.6	3.9	4.1	0.3	0.4	0.4	0.0	0.1	0.0	0.0	0.0	0.0
Other utility	2.4	4.1	4.2	0.4	0.4	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Medical	1.7	2.8	2.9	0.3	0.3	0.3	0.1	0.2	0.1	0.0	0.0	0.0
Other professional	0.1	0.2	0.2	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0
Leisure service	0.1	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cable TV	0.5	1.3	1.3	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Computer	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Craftsman	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Services	0.2	0.6	0.6	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.1	0.0
Total Services	6.7	13.2	13.6	1.2	1.5	1.5	0.2	0.5	0.4	0.0	0.1	0.0
Federal government	N/A	0.2	0.0	N/A	0.0	0.0	N/A	0.5	0.3	N/A	0.1	0.0
Nontotal government	0.3	0.7	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.0	0.0	0.0
Social/Charitable/Political/Nonprofit	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Don't Know/No Answer	0.2	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Total Bills or Statements Received by Households	14.9	29.9	29.8	2.6	3.3	3.4	5.0	12.6	11.4	0.9	1.4	1.2

\* Includes credit card statement/bill.

Note: Totals may not sum due to rounding.

**Table A2-11**  
**Use of First-Class Business Invitations/Announcements Mail -- by Industry**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Industry	Percent of First-Class Business Invitations and Announcements			Percent of Total First Class Mail			Pieces Per Household Per Week		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Financial:									
Credit Card	3.6	5.7	4.5	0.1	0.2	0.2	0.0	0.0	0.0
Bank	8.9	7.2	5.8	0.1	0.3	0.3	0.0	0.0	0.0
Securities	5.3	6.0	6.9	0.1	0.3	0.3	0.0	0.0	0.0
Money Market	0.1	0.8	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Insurance	7.4	10.0	9.8	0.1	0.4	0.4	0.0	0.0	0.0
Mortgage	2.5	2.6	2.0	0.0	0.1	0.1	0.0	0.0	0.0
Other financial	1.7	1.1	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Total Financial	29.5	33.5	30.3	0.5	1.4	1.4	0.1	0.2	0.1
Merchants:									
Supermarkets	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Deptment Store	2.8	2.4	1.2	0.0	0.1	0.1	0.0	0.0	0.0
Mail Order	1.0	1.5	2.0	0.0	0.1	0.1	0.0	0.0	0.0
Other Store	4.6	2.4	2.0	0.1	0.1	0.1	0.0	0.0	0.0
Publisher	3.6	2.9	1.7	0.1	0.1	0.1	0.0	0.0	0.0
Land Promotion	0.9	1.4	0.5	0.0	0.1	0.0	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	3.5	2.8	0.0	0.1	0.1	0.0	0.0	0.0
Auto dealers	0.6	0.1	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Service stations	0.3	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Other Merchants	4.1	2.2	2.5	0.1	0.1	0.1	0.0	0.0	0.0
Total Merchants	20.4	16.8	14.6	0.3	0.7	0.7	0.1	0.1	0.1
Services:									
Telephone	2.6	2.6	2.2	0.0	0.1	0.1	0.0	0.0	0.0
Other utility	1.6	1.3	1.9	0.0	0.1	0.1	0.0	0.0	0.0
Medical	11.0	12.8	16.7	0.2	0.5	0.7	0.0	0.1	0.1
Other professional	5.2	4.5	6.0	0.1	0.2	0.3	0.0	0.0	0.0
Leisure service	9.9	5.4	4.0	0.2	0.2	0.2	0.0	0.0	0.0
Cable TV	0.3	0.8	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Computer	0.9	1.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Craftsman	0.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Services	4.9	4.4	4.6	0.1	0.2	0.2	0.0	0.0	0.0
Total Services	36.9	32.8	37.0	0.6	1.4	1.7	0.1	0.2	0.2
Federal government	N/A	6.0	7.6	N/A	0.3	0.3	N/A	0.0	0.0
Nonfederal government	9.7	8.7	9.2	0.2	0.4	0.4	0.0	0.0	0.0
Social/Charitable/Political/Nonprofit	0.0	1.5	0.7	0.0	0.1	0.0	0.0	0.0	0.0
Don't Know/No Answer	3.5	0.6	0.5	0.1	0.0	0.0	0.0	0.0	0.0
Total Business Invitations/Announcements Mail Received by Households	100.0	100.0	100.0	1.5	4.0	4.1	0.3	0.4	0.5

**Table A2-12**  
**Use of First-Class Advertising-Enclosed Mail<sup>①</sup>-- by Industry**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Industry	Industry Breakdown of First-Class Household Mail That is "Advertising Enclosed"			Percent of Total First Class Mail			Pieces Per Household Per Week		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Financial:									
Credit Card	18.3	22.7	25.9	1.3	4.2	4.7	0.22	0.79	0.86
Bank	11.7	8.2	8.6	0.8	1.5	1.6	0.14	0.29	0.29
Securities	4.2	2.8	2.5	0.3	0.5	0.4	0.05	0.10	0.08
Money Market	0.8	0.5	0.4	0.0	0.1	0.1	0.01	0.02	0.01
Insurance	4.2	4.3	3.9	0.3	0.8	0.7	0.05	0.15	0.13
Mortgage	0.8	2.1	2.3	0.0	0.4	0.4	0.01	0.07	0.08
Other Financial	5.8	0.5	0.3	0.0	0.1	0.0	0.07	0.02	0.01
Total Financial	40.0	41.1	43.8	2.8	7.6	7.9	0.48	1.44	1.45
Merchants:									
Supermarkets	0.0	0.9	0.6	0.0	0.2	0.1	0.00	0.03	0.02
Deptment Store	14.2	7.0	6.1	1.0	1.3	1.1	0.17	0.24	0.20
Mail Order	2.5	6.1	4.6	0.2	1.1	0.8	0.03	0.21	0.15
Other Store	2.5	5.1	4.9	0.2	0.9	0.9	0.03	0.18	0.16
Publisher	5.0	4.3	4.0	0.4	0.8	0.7	0.06	0.15	0.13
Land Promotion	0.0	1.5	0.4	0.0	0.3	0.1	0.00	0.05	0.01
Restaurant	0.0	0.0	0.2	0.0	0.0	0.0	0.00	0.00	0.01
Consumer packaged goods	0.0	2.1	2.0	0.0	0.4	0.4	0.00	0.07	0.07
Auto dealers	0.0	0.1	1.3	0.0	0.0	0.2	0.00	0.00	0.04
Service stations	0.0	0.0	0.6	0.0	0.0	0.1	0.00	0.00	0.02
Other Merchants	0.8	1.4	1.2	0.1	0.3	0.2	0.01	0.05	0.04
Total Merchants	25.8	28.6	25.9	1.8	5.3	4.7	0.31	1.00	0.86
Services:									
Telephone	8.3	7.4	8.0	0.6	1.4	1.4	0.10	0.26	0.26
Other utility	8.3	3.5	3.3	0.6	0.6	0.6	0.10	0.12	0.11
Medical	1.7	1.8	1.8	0.1	0.3	0.3	0.02	0.06	0.06
Other professional	1.7	0.8	0.8	0.0	0.1	0.1	0.02	0.03	0.03
Leisure service	0.0	4.0	3.9	0.1	0.7	0.7	0.00	0.14	0.13
Cable TV	4.2	2.7	3.0	0.3	0.5	0.5	0.05	0.09	0.10
Computer	0.0	1.2	0.9	0.0	0.2	0.2	0.00	0.04	0.03
Craftsman	0.0	0.1	0.0	0.0	0.0	0.0	0.00	0.00	0.00
Other Services	0.8	2.5	2.7	0.1	0.5	0.5	0.01	0.09	0.09
Total Services	25.0	23.8	24.4	1.7	4.4	4.4	0.30	0.83	0.81
Federal government	N/A	0.7	0.7	N/A	0.1	0.1	N/A	0.02	0.02
Nonfederal government	0.8	0.8	0.8	0.1	0.1	0.1	0.01	0.03	0.03
Social/Charitable/Political/Nonprofit	7.5	4.7	3.9	0.5	0.9	0.7	0.09	0.16	0.13
Don't Know/No Answer	0.8	0.3	0.4	0.1	0.1	0.1	0.01	0.01	0.01
Total Advertising Enclosed Mail Received by Households	100.0	100.0	100.0	7.0	18.4	18.1	1.20	3.49	3.32

① Does not include "Advertising Only" mail.

Note: Totals may not sum due to rounding.

**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, 2001 and 2002**  
**(Recruitment Data)**

Activity	1987	2001	2002
Watching Television	61.7	32.0	26.9
Reading Books, Magazines	66.1	44.0	41.8
Visiting with Friends	67.8	49.7	47.6
Writing Letters	27.1	20.3	17.0
Reading Newspapers	65.7	35.9	33.5
Reading Cards and Letters	69.5	41.8	38.8
Telephoning Family and Friends	62.8	47.5	39.5
E-mailing via the Internet*	N/A	28.0	24.2
Shopping via the Internet*	N/A	9.1	8.7

\*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, 2001 and 2002**  
**(Recruitment and Diary Data)**

Number of Accounts and Policies	None			Low (1-5)			Medium (6-9)			High (10+)		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Pieces per household per week	3.2	10.6	10.5	5.6	7.9	7.8	8.5	10.7	10.6	12.4	14.4	13.1

**Table A2-15**  
**First-Class Mail Received -- by Number of Credit Cards**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment and Diary Data)**

Number of Credit Cards	None			Low (1-3)			Medium (4-7)			High (8+)		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Pieces per Household per Week	4.8	8.8	8.3	7.3	9.5	9.3	9.9	11.5	11.5	13.2	14.2	13.8

**Table A2-16**  
**First-Class Mail Receipt -- Content by Age of Head of Household**  
**(Pieces Per Household Per Week)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment and Diary Data)**

Contents	18 - 21			22 - 24			25 - 34			35 - 44		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Personal	1.6	0.7	0.8	0.8	0.6	0.7	1.2	1.0	1.0	1.5	1.2	1.3
Business or Nonfederal Government:												
Advertising	0.4	1.1	0.9	0.3	0.6	0.7	0.7	1.8	1.6	1.0	2.0	2.1
Invitation/Announcement	0.1	0.1	0.2	0.1	1.5	1.5	0.2	0.4	0.4	0.3	0.5	0.4
Bill*	1.5	1.9	2.7	1.8	0.3	0.3	2.6	3.3	3.1	3.0	3.6	3.7
Financial Statement	0.6	0.4	0.5	0.4	3.0	2.8	0.6	1.2	0.9	1.0	1.4	1.2
Other ①	0.7	0.8	0.9	1.0	0.7	0.9	1.5	1.4	1.3	1.9	1.6	1.6
Total Business or Nonfederal Government	3.3	4.3	5.3	3.6	6.0	6.2	5.6	8.0	7.3	7.2	9.1	9.0
Social/Charitable/Political/Nonprofit	0.3	0.2	0.4	0.3	0.4	0.5	0.5	0.5	0.4	0.8	0.7	0.7
Total	5.3	5.3	6.5	4.7	7.0	7.4	7.3	9.4	8.6	9.6	11.0	11.0

Contents	45 - 54			55 - 64			65 - 69			70+		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Personal	1.8	1.4	1.2	1.8	1.6	1.4	1.7	2.3	1.9	1.9	1.7	1.7
Business or Nonfederal Government:												
Advertising	1.1	2.6	2.4	1.1	2.4	2.4	1.0	2.4	2.1	0.7	1.7	1.7
Invitation/Announcement	0.4	0.5	0.6	0.3	0.6	0.6	0.4	0.6	0.7	0.2	0.5	0.5
Bill*	3.1	3.8	3.8	2.7	3.5	3.8	2.0	3.5	3.0	1.6	2.5	2.7
Financial Statement	1.1	1.6	1.5	1.1	1.7	1.4	0.9	1.8	1.4	0.8	1.4	1.3
Other ①	2.1	2.0	2.0	2.0	2.1	2.0	1.8	2.2	2.3	1.9	2.1	2.3
Total Business or Nonfederal Government	7.8	10.5	10.2	7.2	10.2	10.2	6.1	10.4	9.4	5.2	8.2	8.4
Social/Charitable/Political/Nonprofit	0.7	0.9	0.9	0.7	0.7	0.8	0.5	0.9	1.0	0.5	0.8	0.9
Total	10.4	12.8	12.3	9.9	12.5	12.4	8.5	13.6	12.3	7.6	10.7	11.0

① Includes pieces for which no response was given for Mail Type.

\*Includes credit card statement/bill.

Note: Totals may not sum due to rounding.

**Table A2-17**  
**First-Class Mail Receipt -- Content by Education of Head of Household**  
**(Pieces Per Household Per Week)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment and Diary Data)**

Contents	< 8th Grade			Some High School			High School			Some College		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Personal	1.1	1.0	0.8	1.1	0.9	1.2	1.3	1.1	1.1	1.5	1.3	1.2
Business or Nonfederal Government:												
Advertising	0.5	1.6	1.6	0.6	1.7	1.4	0.7	1.8	1.9	0.9	1.9	2.0
Invitation/Announcement	0.1	0.3	0.4	0.1	0.4	0.3	0.2	0.4	0.4	0.3	0.4	0.5
Bill*	1.7	2.4	2.8	2.0	2.8	2.9	2.4	3.2	3.4	2.6	3.3	3.4
Financial Statement	0.4	1.1	0.9	0.6	0.7	0.8	0.7	1.1	1.0	0.9	1.3	1.2
Other ①	1.2	1.7	1.7	1.6	1.5	1.8	1.6	1.6	1.7	1.7	1.7	1.7
Total Business or Nonfederal Government	3.9	7.0	7.5	4.9	7.1	7.3	5.6	8.1	8.5	6.4	8.6	8.8
Social/Charitable/Political/Nonprofit	0.2	0.4	0.4	0.3	0.3	0.5	0.4	0.4	0.5	0.6	0.6	0.6
Total	5.4	8.4	8.6	6.5	8.3	9.0	7.4	9.7	10.2	8.5	10.4	10.6

Contents	Technical School			College Graduate			Post Graduate		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Personal	1.3	1.3	1.1	1.9	1.6	1.7	2.7	1.6	1.9
Business or Nonfederal Government									
Advertising	0.9	2.1	2.0	1.2	2.2	2.5	1.5	2.5	2.4
Invitation/Announcement	0.3	0.4	0.4	0.4	0.6	0.6	0.6	0.6	0.7
Bill*	2.5	3.0	3.4	3.1	3.5	3.6	3.4	3.5	3.4
Financial Statement	0.9	1.4	1.1	1.2	1.7	1.6	1.7	1.9	2.1
Other ①	1.8	2.2	1.6	2.2	1.9	1.9	2.9	2.0	2.2
Total Business or Nonfederal Government	6.4	9.2	8.5	8.1	9.9	10.3	10.1	10.4	10.6
Social/Charitable/Political/Nonprofit	0.4	0.5	0.6	0.9	1.0	1.1	1.7	1.3	1.6
Total	8.2	10.9	10.3	11.0	12.5	13.1	14.6	13.3	14.1

① Includes pieces for which no response was given for Mail Type.

\* Includes credit card statement/bill.

Note: Totals may not sum due to rounding.

**Table A2-18**  
**First-Class Receipt -- Content by Income**  
**(Pieces Per Household Per Week)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment and Diary Data)**

Contents	<Under \$7K			\$7K - \$9.9K			\$10K - \$14.9			\$15K - \$19.9K		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Personal	0.9	0.7	0.6	1.3	0.9	0.8	1.1	0.6	0.7	1.5	1.0	0.9
Business or Nonfederal Government:												
Advertising	0.3	0.7	0.8	0.5	1.3	0.8	0.6	1.1	1.3	0.7	1.5	1.2
Invitation/Announcement	0.1	0.1	0.2	0.1	0.2	0.2	0.1	0.2	0.2	0.2	0.3	0.3
Bill*	1.2	1.9	2.1	1.5	1.9	1.7	1.9	2.4	2.5	2.3	2.5	2.6
Financial Statement	0.2	0.8	0.4	0.4	0.4	0.4	0.6	0.6	0.5	0.7	0.8	0.6
Other ①	1.4	0.9	1.5	1.3	1.5	1.3	1.5	1.3	1.6	1.3	1.5	1.4
Total Business or Nonfederal Government	3.2	4.4	4.8	3.8	5.3	4.4	4.7	5.6	6.1	5.2	6.6	6.1
Social/Charitable/Political/Nonprofit	0.2	0.2	0.3	0.3	0.2	0.3	0.3	0.3	0.4	0.5	0.5	0.4
Total	4.3	5.3	5.8	5.5	6.5	5.5	6.2	6.5	7.2	7.3	8.1	7.4

Contents	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Personal	1.3	1.0	1.0	1.5	1.0	1.2	1.8	1.0	1.2	1.7	1.2	1.3
Business or Nonfederal Government:												
Advertising	0.6	1.5	1.3	0.8	1.7	1.5	1.0	1.7	1.5	1.1	1.8	2.0
Invitation/Announcement	0.2	0.3	0.2	0.2	0.4	0.5	0.4	0.4	0.5	0.4	0.4	0.4
Bill*	2.6	2.6	2.7	2.5	3.0	3.2	2.9	3.0	3.2	3.2	3.3	3.6
Financial Statement	0.8	0.9	0.8	0.9	1.0	0.9	0.9	1.0	0.9	1.1	1.3	1.1
Other ①	1.5	1.5	1.7	1.9	1.4	1.5	1.9	1.4	1.5	2.1	1.5	1.6
Total Business or Nonfederal Government	5.7	6.8	6.7	6.3	7.5	7.6	7.1	7.5	7.6	7.9	8.3	8.7
Social/Charitable/Political/Nonprofit	0.4	0.5	0.5	0.6	0.5	0.5	0.7	0.5	0.5	0.8	0.7	0.7
Total	7.5	8.3	8.2	8.5	8.9	9.3	9.8	8.9	9.3	10.4	10.2	10.7

Contents	\$50K - \$64.9K			\$65K - \$79.9K			\$80K - \$99.9K			\$100K+		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Personal	2.1	1.5	1.3	2.2	1.6	1.4	2.1	1.6	1.6	2.7	1.6	1.6
Business or Nonfederal Government:												
Advertising	1.5	2.5	2.0	2.1	2.4	2.4	2.4	2.9	2.7	2.4	3.1	3.0
Invitation/Announcement	0.4	0.6	0.5	0.4	0.5	0.6	0.6	0.7	0.6	0.7	0.7	0.8
Bill*	3.5	3.8	3.6	3.9	4.0	3.6	4.2	4.2	4.0	4.6	4.5	4.2
Financial Statement	1.5	1.6	1.3	1.8	1.5	1.6	1.8	2.1	1.6	2.0	2.2	2.1
Other ①	2.5	2.0	1.7	3.3	1.9	2.0	3.1	1.9	1.9	3.2	2.4	2.3
Total Business or Nonfederal Government	9.4	10.4	9.2	11.5	10.3	10.2	12.1	11.9	10.8	12.9	13.0	12.4
Social/Charitable/Political/Nonprofit	1.0	0.9	0.7	1.1	0.9	0.9	1.2	1.1	1.1	1.6	1.3	1.3
Total	12.6	12.7	11.3	14.9	12.7	12.4	15.5	14.6	13.5	17.5	15.9	15.4

① Includes pieces for which no response was given for Mail Type.

\* Includes credit card statement/bill

Note: 2001/2002 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.

Totals may not sum due to rounding.

**Table A2-19**  
**First-Class Mail -- Percent of Nonpersonal Mail Received by**  
**Households Which is Sent Presort -- by Content**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Content	Percent		
	1987	2001	2002
Business or nonfederal government advertising only	48.8	82.2	81.5
Notice of order	36.1	63.5	63.1
Bill/invoice/premium*	68.9	81.6	81.6
Financial Statement	60.8	81.5	81.5
Payment	42.3	61.4	59.3
Rebate ①	27.3	77.0	84.9
Greeting card	25.3	50.9	42.2
Invitation/announcement	28.5	63.7	57.7
Sweepstakes ①	77.5	100.0	100.0
Insurance policy ①	59.5	76.7	76.4
Tax forms ①	25.3	74.4	69.3
Other business or government	49.7	64.1	62.4
Total Business or Nonfederal Government	56.7	77.6	76.8
Social/Charitable/Political/Nonprofit announcement/meeting	10.3	33.4	29.2
Request for donation	19.9	58.7	47.6
Confirmation of donation ①	11.8	36.3	35.8
Bill ①	29.9	54.3	54.1
Education ①	37.8	100.0	47.6
Other social/charitable/political/nonprofit	18.0	39.4	31.6
Total Social/Charitable/Political/Nonprofit	16.5	41.6	35.4
Total Nonpersonal Mail Received by Households	53.9	74.8	73.5
Pieces per Household Per Week	3.74	7.05	6.80

① Fluctuation may be due to small sample sizes.

\* Includes credit card statement/bill.

Note: Percents are row percentages within each Mail Type.

Totals may not sum due to rounding.

**Table A2-20**  
**Total Percentage of Industry's First-Class Mail Received by**  
**Households Which is Sent Presort**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Industry	Percent Sent Presort		
	1987	2001	2002
Financial:			
Credit Card	76.9	95.5	96.6
Bank	59.1	81.9	82.1
Securities	37.6	75.7	75.7
Money Market ①	52.4	85.6	83.0
Insurance	62.2	82.9	82.7
Mortgage	19.0	58.9	57.2
Total Financial	58.9	84.2	84.9
Merchants:			
Supermarkets	N/A	74.0	74.5
Department Store	73.5	89.3	90.2
Mail Order	50.0	80.4	81.3
Other Store	33.1	70.2	66.8
Publisher	58.9	84.0	86.0
Land Promotion ①	61.9	59.3	63.2
Restaurant ①	50.0	78.1	58.5
Consumer packaged goods	30.8	70.6	68.5
Auto dealers ①	45.5	70.3	60.6
Service stations ①	14.3	88.8	68.3
Total Merchants	55.0	78.2	75.6
Services:			
Telephone	84.4	70.4	68.2
Other utility	81.2	85.7	85.1
Medical	35.9	60.0	57.1
Other professional	7.8	44.6	44.0
Leisure service	31.1	69.2	67.1
Cable TV	57.3	79.2	82.0
Computer ①	15.4	79.5	78.4
Craftsman ①	22.2	19.8	17.0
Total Services	56.7	68.7	66.5
Federal government	N/A	76.9	72.8
Nonfederal government	54.0	69.8	66.9
Social/Charitable/Political/Nonprofit	16.5	41.7	35.0
Total Nonhousehold Mail Received by households	53.9	67.7	66.3
Pieces per household per week	3.7	7.4	7.0

① Fluctuation may be due to small sample sizes.

Note: Percents are row percentages within each Industry classification.

Totals may not sum due to rounding.

**Table A2-21**  
**First-Class Mail -- Total Envelopes by Sector**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Sector	1987	2001	2002
Household-to-household	9.4	7.1	6.9
Household-to-nonhousehold	12.3	14.8	16.0
Nonhousehold-to-household	39.2	45.0	46.5
Unidentified incoming	0.6	1.0	1.0
Unidentified outgoing	1.4	1.6	1.9
Subtotal	62.9	69.5	72.4
Nonhousehold-to-nonhousehold	37.1	30.5	27.6
Total	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

Base: RPW Total, First-Class Envelopes.

**Table A2-22**  
**First-Class Mail -- Total Envelopes by Content**  
**(Percentage of Total Envelopes)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Content	Percentage of Total Envelopes		
	1987	2001	2002
Personal:			
Holiday/seasons' greeting cards	3.3	3.0	2.9
Other greeting cards	1.7	1.4	1.5
Letter from a friend or relative	2.6	0.5	0.5
Invitation	1.2	1.7	1.6
Announcement	0.1	0.1	0.1
Other personal	0.5	0.3	0.3
Total Personal	9.4	7.1	6.9
Business or Nonfederal Government:			
Advertising only	4.5	6.8	7.3
Notice or confirmation of order	1.2	2.0	2.4
Bill*	15.1	17.9	18.8
Financial statement	5.3	7.6	7.0
Payment	2.0	1.7	1.7
Rebate	0.0	0.1	0.1
Holiday/greeting card	0.2	0.5	0.3
Invitation/announcement	1.3	1.8	1.9
Sweepstakes	0.0	0.0	0.0
Other insurance related	0.2	0.4	0.6
Tax	0.0	0.3	0.4
Other business or nonfederal government	6.7	2.7	2.5
Total Business or Nonfederal Government	36.4	41.8	43.1
Social/Charitable/Political/Nonprofit:			
Announcement	1.2	1.2	1.4
Request for donation	0.4	0.8	0.8
Thank you for donation	0.2	0.4	0.4
Bill	0.2	0.2	0.3
Education acceptances	0.1	0.0	0.0
Other social/charitable/political/nonprofit	0.7	0.6	0.5
Total Social/Charitable/Political/Nonprofit	2.8	3.2	3.4
Don't Know/No answer	0.6	1.0	1.0
Total Envelopes Received by Households	49.2	53.1	54.5
Pieces Per Household Per Week	8.11	9.51	9.47

\* Includes credit card statement/bill.

Base: RPW Total, First-Class Envelopes.

Note: Totals may not sum due to rounding.

**Table A2-23**  
**First-Class Mail -- Total Envelopes by Industry**  
**(Percentage of Total Envelopes )**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Industry	1987	2001	2002
Financial:			
Credit card	2.7	6.6	7.2
Bank	5.7	6.3	6.6
Securities	1.5	2.6	2.4
Money Market	0.1	0.3	0.3
Insurance	3.6	4.2	5.0
Mortgage	0.5	0.7	0.7
Other financial	0.4	0.4	0.3
Total Financial	14.5	21.2	22.5
Merchants:			
Supermarkets	N/A	0.1	0.1
Department store	1.8	1.2	1.2
Mail order	0.7	0.9	0.8
Other store	0.9	0.6	0.6
Publisher	1.6	1.1	1.0
Land Promotion	0.2	0.4	0.1
Restaurant	0.0	0.0	0.0
Consumer packaged goods	0.2	0.6	0.6
Auto dealers	0.2	0.0	0.3
Service stations	0.0	0.0	0.1
Other merchants	0.3	0.3	0.6
Total Merchants	5.9	5.2	5.1
Services:			
Telephones	2.0	3.0	3.1
Other Utility	2.4	2.5	2.6
Medical	2.4	2.8	2.8
Other professional	0.4	0.6	0.7
Leisure service	0.7	0.8	0.7
Cable TV	0.6	0.9	0.9
Computer	0.1	0.2	0.2
Craftsman	0.1	0.1	0.0
Other Services	0.6	0.9	1.0
Total Services	9.2	11.7	12.0
Federal government	N/A	1.5	1.3
Nonfederal government	1.7	1.7	1.8
Social/charitable/political/nonprofit	2.9	3.3	3.4
Don't know/No answer	0.5	0.2	0.3
Total Envelopes Received by Households from Non-Households	34.6	45.0	46.5
Pieces Per Household Per Week	6.4	8.1	8.1

Base: RPW Total, First-Class Envelopes.

Note: Totals may not sum due to rounding.

**Table A2-24**  
**First-Class Mail -- Nonpresort Envelopes by Sector**  
**(Percentage of Total Envelopes)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Sector	1987	2001	2002
Household-to-household	12.5	11.8	12.4
Household-to-nonhousehold	17.3	28.3	31.7
Nonhousehold-to-household	25.2	26.8	29.4
Unidentified incoming	0.5	0.8	0.7
Unidentified outgoing	2.5	3.1	3.8
Subtotal	58.0	70.7	78.0
Nonhousehold-to-nonhousehold	42.0	29.3	22.0
Total	100.0	100.0	100.0

Base: RPW Total, First-Class Envelopes.

Note: Totals may not sum due to rounding.

**Table A2-25**  
**First-Class Mail -- Total Cards by Sector**  
**(Percentage of Total Cards)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Sector	1987	2001	2002
Household-to-household	9.2	4.9	4.4
Household-to-nonhousehold	8.5	5.4	5.7
Nonhousehold-to-household	56.8	53.0	54.5
Unidentified incoming	0.6	0.5	0.7
Unidentified outgoing	0.0	1.1	1.3
Subtotal	75.1	64.9	66.5
Nonhousehold-to-nonhousehold	24.9	35.1	33.5
Total	100.0	100.0	100.0

Base: RPW Total, First-Class Cards.

Note: Totals may not sum due to rounding.

**Table A2-26**  
**First-Class Mail -- Total Cards by Industry**  
**(Percentage of Total Cards)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Industry	1987	2001	2002
Financial:			
Credit card	0.2	1.4	1.4
Bank	0.2	1.7	2.0
Securities	0.2	0.8	0.6
Money Market	0.0	0.2	0.1
Insurance	1.1	2.4	1.7
Mortgage	1.3	2.1	2.3
Other financial	0.3	0.3	0.2
Total Financial	3.2	8.9	8.3
Merchants:			
Supermarkets	0.0	0.4	0.3
Department store	4.2	3.2	2.7
Mail order	5.0	2.6	1.9
Other store	6.4	5.4	5.8
Publisher	4.0	3.1	2.2
Land Promotion	1.1	1.2	0.3
Restaurant	0.2	0.0	0.3
Consumer packaged goods	0.3	1.5	1.4
Auto dealers	0.6	0.2	0.6
Service stations	0.3	0.0	1.0
Other merchants	2.2	1.3	1.1
Total Merchants	24.4	18.8	17.5
Services:			
Telephone	0.3	1.5	1.2
Other Utility	7.9	2.8	3.2
Medical	4.7	4.6	5.2
Other professional	1.0	0.6	0.8
Leisure service	4.0	2.6	2.4
Cable TV	1.0	0.5	0.5
Computer	0.2	0.8	0.7
Craftsman	0.0	0.1	0.1
Other Services	2.7	2.9	3.5
Total Services	21.7	16.4	17.5
Federal government	N/A	1.1	2.3
Nonfederal government	1.4	1.8	2.6
Social/charitable/political/nonprofit	5.9	5.6	5.1
Don't know/No answer	N/A	0.3	0.4
Total Mail Recieved by Households	56.7	53.0	53.7
Pieces Per Household Per Week	0.4	0.5	0.5

Base: RPW Total, First-Class Cards.

Note: Totals may not sum due to rounding.

**Table A2-27**  
**First-Class Mail -- Total Cards by Content**  
**(Percentage of Total Cards)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Content	1987	2001	2002
Personal:			
Holiday/seasons' greeting cards	0.9	0.5	0.9
Other greeting cards	1.1	0.9	0.8
Letter from a friend or relative	3.9	1.1	1.0
Invitation	1.7	1.7	1.4
Announcement	0.2	0.2	0.1
Other personal	1.4	0.5	0.2
Total Personal	9.2	4.9	4.3
Business or Nonfederal Government:			
Advertising only	22.2	26.6	26.7
Notice or confirmation of order	5.1	5.2	5.3
Bill*	10.6	4.6	4.8
Financial statement	0.1	0.6	0.6
Payment	0.1	0.3	0.2
Rebate	0.1	0.5	0.6
Holiday/greeting card	0.8	1.2	1.0
Invitation/announcement	7.3	7.0	7.8
Sweepstakes	0.4	0.1	0.0
Receipts for direct deposit	0.2	0.1	0.3
Other insurance related	0.1	1.5	1.3
Tax	0.0	4.2	4.2
Other business or nonfederal government	3.9	0.3	0.4
Total Business or Nonfederal Government	50.9	52.2	53.1
Social/Charitable/Political/Nonprofit:			
Announcement	4.0	4.2	4.2
Request for donation	0.3	0.3	0.4
Thank you for donation	0.3	0.2	0.3
Bill	0.1	0.1	0.1
Education acceptances	0.0	0.4	0.3
Other social/charitable/political/nonprofit	1.2	0.5	0.7
Total Social/Charitable/Political/Nonprofit	5.9	5.7	6.0
Don't Know/No answer	0.6	0.5	0.7
Total	66.6	63.3	64.0
Pieces Per Household Per Week	0.5	0.6	0.6

Base: RPW Total, First-Class Cards.

\* 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, 2001 and 2002**  
**(Diary Data)**

Content	Total Nonpresort Cards			Total Presort Cards		
	1987	2001	2002	1987	2001	2002
Personal:						
Holiday card	1.3	0.3	0.4	0.0	0.0	0.0
Other greeting card	1.5	0.6	0.5	0.0	0.0	0.0
Letter	5.3	0.8	0.6	0.0	0.0	0.0
Invitation	2.3	1.2	0.8	0.0	0.0	0.0
Announcement	0.3	0.1	0.1	0.0	0.0	0.0
Other personal	1.7	0.2	0.2	0.0	0.0	0.0
Total Personal	12.4	3.2	2.6	0.0	0.0	0.0
Business or Nonfederal Government:						
Advertising only	16.8	6.9	7.0	38.0	19.6	19.3
Notice of order	6.1	3.0	3.1	2.2	2.1	2.1
Bill/invoice/premium*	5.7	1.1	1.2	25.0	3.5	3.4
Financial statement	0.2	0.1	0.1	0.2	0.5	0.5
Payment	0.1	0.1	0.1	0.1	0.2	0.1
Rebate	0.1	0.1	0.1	0.4	0.4	0.5
Greeting card	1.0	0.6	0.5	0.1	0.6	0.5
Invitation/announcement	8.2	3.2	3.3	4.2	3.7	4.3
Other business or nonfederal government	4.2	0.0	0.0	5.2	0.1	0.0
Total Business or Nonfederal Government	42.4	15.1	15.3	75.4	30.7	30.6
Social/Charitable/Political/Nonprofit:						
Announcement/meeting	4.9	3.2	3.3	1.1	1.5	1.4
Request for donation	0.3	0.0	0.0	0.1	0.2	0.1
Confirmation of donation	0.4	0.0	0.0	0.0	0.1	0.1
Bill	0.1	0.5	0.4	0.0	0.1	0.1
Other social/charitable/political/nonprofit	1.4	2.6	2.8	0.0	0.3	0.1
Total Social/Charitable/Political/Nonprofit	7.1	6.3	6.6	1.3	0.2	0.3
Don't Know/No answer	0.7	0.2	0.1	1.7	0.0	0.0
Total Mail Recieved by Household	62.6	24.9	24.7	78.4	32.9	32.4
Pieces Per Household Per Week	0.3	0.2	0.2	0.1	0.3	0.3

Base: RPW Total, First-Class Cards.

\* 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, 2001 and 2002**  
**(Diary Data)**

Industry	Percent of Total Nonpresort			Percent of Total Presort		
	1987	2001	2002	1987	2001	2002
Financial:						
Credit cards	0.0	0.1	0.0	0.4	1.3	1.3
Bank	0.2	0.3	0.3	0.2	1.4	1.6
Securities	0.2	0.3	0.3	0.3	0.5	0.3
Money Market	0.0	0.0	0.0	0.0	0.2	0.1
Insurance	12.0	0.6	0.4	0.8	1.8	1.3
Mortgage	1.4	1.3	1.6	0.6	0.8	0.8
Other financial	0.3	0.1	0.1	0.2	0.3	0.0
Total Financial	3.3	2.6	2.8	2.4	6.2	5.4
Merchants:						
Supermarkets	N/A	0.2	0.1	6.1	0.2	0.2
Department store	3.5	0.5	0.3	6.1	2.6	2.4
Mail order	3.7	0.8	0.5	8.6	1.8	1.4
Other store	6.1	1.7	1.6	6.9	3.7	4.1
Publisher	3.1	0.5	0.4	6.6	2.6	1.7
Land Promotion	0.9	0.4	0.1	1.6	0.8	0.2
Restaurant	0.1	0.0	0.1	0.3	0.0	0.2
Consumer packaged goods	0.1	0.4	0.2	0.6	1.0	1.2
Auto dealers	0.5	0.0	0.3	1.1	0.2	0.3
Service stations	0.4	0.0	0.3	0.1	0.0	0.7
Other merchants	1.9	0.5	0.4	2.7	0.8	0.6
Total Merchants	20.3	4.9	4.2	34.6	13.5	12.8
Services:						
Telephone	0.1	0.1	0.1	0.7	1.3	1.1
Other Utility	3.1	0.7	0.8	21.5	2.0	2.3
Medical	5.9	3.1	3.6	0.5	1.6	1.6
Other professional	1.0	0.3	0.3	0.8	0.3	0.4
Leisure service	3.0	0.8	0.7	6.9	1.8	1.7
Cable TV	0.5	0.1	0.0	1.9	0.4	0.5
Computer	0.1	0.1	0.1	0.2	0.7	0.6
Craftsman	0.1	0.1	0.0	0.0	0.0	0.0
Other Services	2.9	1.3	1.8	2.2	1.5	1.6
Total Services	16.6	6.6	7.5	34.8	9.7	7.5
Federal government	N/A	0.4	0.5	N/A	0.5	1.7
Nonfederal government	1.0	0.8	0.7	3.0	1.0	1.8
Social/charitable/political/nonprofit	7.1	3.2	3.2	2.1	2.4	1.7
Don't know/No answer	1.0	0.1	0.1	1.5	0.2	0.1
Total Mail From Nonhouseholds Received by Households	49.4	18.1	18.5	78.4	33.2	31.5
Pieces Per Household Per Week	0.3	0.2	0.2	0.1	0.3	0.3

Base: RPW Total, First-Class Cards.

**Table A2-30**  
**First-Class Mail -- Timeliness of Arrival**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Time of Arrival	Percent		
	1987	2001	2002
Arrived on time or sooner:			
Arrived on the day needed	12.7	32.4	33.1
Arrived earlier than needed	6.4	16.3	16.8
Total Arrived on time or sooner	19.0	48.7	49.8
Was not expected to arrive on any special day	66.0	41.5	39.0
Arrived late	1.4	1.2	1.2
Don't know/No answer	13.6	8.6	10.0
Total	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

**Table A2-31**  
**First-Class Mail -- Reason for Lateness**  
**(Percentage of Pieces that Arrived Late)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Reason for Lateness	Percent		
	1987	2001	2002
Mailed Late	36.1	30.7	37.3
Not mailed late	22.1	23.5	20.4
Don't know when mailed	22.7	39.7	33.4
Don't know/No answer	19.0	6.2	8.9
Total	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

**Table A2-32**  
**First-Class Mail Received -- Timeliness of Arrival -- by Quarter**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Time of Arrival	Quarter 1			Quarter 2		
	1987	2001	2002	1987	2001	2002
Arrived on time or sooner	17.7	43.9	48.3	19.3	51.3	51.2
Was not expected to arrive on any special day	65.5	44.0	40.8	66.7	40.6	37.6
Arrived Late	1.5	0.8	1.1	1.3	1.7	1.9
Don't Know/No answer	15.4	11.3	9.8	12.8	6.4	9.3
Total	100.0	100.0	100.0	100.0	100.0	100.0

Time of Arrival	Quarter 3			Quarter 4		
	1987	2001	2002	1987	2001	2002
Arrived on time or sooner	17.7	51.2	50.2	22.0	49.1	49.5
Was not expected to arrive on any special day	66.8	39.9	39.0	65.0	41.1	38.6
Arrived Late	1.3	1.3	0.9	1.5	0.9	0.8
Don't Know/No answer	14.2	7.6	9.9	11.6	8.9	11.1
Total	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

**Table A2-33**  
**First-Class Mail Received -- Timeliness of Arrival -- by Postal Region**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment and Diary Data)**

Time of Arrival	Northeast			East			South			Central			West		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Arrived on time or sooner	16.4	46.3	48.4	17.8	49.0	49.7	23.7	50.6	50.0	18.9	46.7	50.9	18.1	49.8	49.4
Was not expected on any special day	66.0	42.1	38.7	67.5	42.0	39.3	62.1	39.4	38.0	66.7	43.7	38.4	67.6	40.7	40.5
Total Arrived Late	1.6	1.5	1.8	0.9	1.2	1.1	1.4	1.1	1.1	1.6	1.1	1.0	1.2	1.2	1.4
Don't know/No answer	16.1	10.0	11.1	11.0	7.7	9.9	12.8	8.9	11.0	12.9	8.5	9.6	13.1	8.4	8.7
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	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

**Table A2-34**  
**First-Class Mail Sent by Households to Nonhouseholds**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Mail Sent	Percentage of Total First-Class Mail			Pieces Per Household Per Week		
	1987	2001	2002	1987	2001	2002
Business Transactions -- In Response to Advertising:						
Total Response to Advertising	3.6	1.4	1.3	0.6	0.3	0.2
Business Transactions -- Not in Response to Advertising:						
Transaction to phone/utility company	2.0	2.9	3.2	0.4	0.6	0.6
Transaction to credit card company	1.5	2.3	2.5	0.3	0.4	0.5
All other business mail	5.1	7.6	8.3	0.9	1.4	1.5
Total Business Not In Response to Advertising	8.6	12.8	14.1	1.5	2.4	2.6
Don't know / No answer	0.1	0.2	0.2	0.0	0.0	0.0
Total Mail Sent by Households to Nonhouseholds	12.2	14.4	15.7	2.1	2.7	2.9

Note: Totals may not sum due to rounding.

**Table A2-35**  
**First-Class Mail Originating in Households and Nonhouseholds**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Sector	Percentage of First-Class Mail			Pieces Per Household Per Week		
	1987	2001	2002	1987	2001	2002
Household-to-household	9.1	7.2	7.0	1.6	1.4	1.3
Household-to-nonhousehold	12.2	14.4	15.7	2.1	2.7	2.9
Nonhousehold-to-household	40.6	50.1	51.3	7.0	9.5	9.4
Unknown outgoing	1.9	1.6	1.9	0.3	0.3	0.4
Unknown incoming	0.6	1.0	1.2	0.1	0.2	0.2
Subtotal	64.4	74.4	77.1	11.1	14.1	14.2
Nonhousehold-to-nonhousehold	35.6	25.6	22.9	N/A	N/A	N/A
Total	100.0	100.0	100.0	N/A	N/A	N/A

Base: RPW Total, First-Class Letters & Cards.

Note: Totals may not sum due to rounding.

**Table A2-36**  
**First-Class Mail -- Telephone Bill Paying**  
**(Percent of Households)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment Data)**

Have Heard of Bank Services That Lets Them Pay By Phone	Awareness		
	1987	2001	2002
Yes	49.2	73.5	73.6
No	49.2	25.8	25.9
Don't know/No answer	1.6	0.7	0.5
Total	100.0	100.0	100.0

Are Services Available in Community	Availability		
	1987	2001	2002
Yes	24.0	57.3	57.0
No	10.6	4.4	4.3
Don't know/No answer	14.5	11.8	12.4
Have not heard of service	50.8	26.5	26.4
Total	100.0	100.0	100.0

Use Service	Usage					
	Percent if Services Available			Percent of Total Households		
	1987	2001	2002	1987	2001	2002
Yes	4.2	11.6	14.6	1.0	8.6	10.8
No	95.1	88.1	85.0	98.8	91.3	89.0
Don't know/No answer	0.8	0.3	0.3	0.2	0.2	0.2
Total	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

**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, 2001 and 2002**  
**(Recruitment Data)**

Media	1987	2001	2002
Phone	31.0	52.3	50.8
Mail	67.2	36.0	34.1
Other	1.7	11.7	15.1
Total	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

**Table A2-38**  
**First-Class Mail -- Method of Bill Payment**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment Data)**

Method of Payment	1987	2001	2002
By mail	95.7	93.8	94.7
In person *	N/A	32.7	36.4
By automatic deduction	21.8	34.9	43.9
By personal computer *	N/A	8.1	11.3
By telephone	0.8	8.6	10.8
By ATM *	N/A	2.5	2.9

Number of Payments	1987	2001	2002
Total payments per household per month	9.14	11.19	11.79

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

\*\* Sum of Percentages 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, 2001 and 2002**  
**(Recruitment and Diary Data)**

Age	Pieces Per Household Per Month					
	Recruitment Interview ① (Perceived volume)			Diary Data (Actual Volume)		
	1987	2001	2002	1987	2001	2002
18 - 21	6.6	6.5	5.6	2.4	1.0	1.2
21 - 24	3.5	5.0	4.2	2.2	1.0	1.9
25 - 34	4.2	5.0	4.4	2.8	1.1	0.8
35 - 44	4.3	5.1	4.0	2.6	1.2	1.1
45 - 54	5.0	5.2	4.5	3.0	1.6	1.1
55 - 64	5.4	5.2	4.2	3.7	1.5	1.3
65 - 69	5.1	5.8	5.3	2.8	2.3	1.9
70+	6.0	6.0	5.5	3.5	1.8	1.7

① Includes thank you notes.

**Table A2-40**  
**First-Class Mail -- Holiday/Season's Greeting Cards Sent by**  
**Households -- by Education of Head of Household**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment Data)**

Education	Christmas/Hanukah/New Year's Cards Per Household (Season)		
	1987	2001	2002
< 8th grade	25.7	25.4	25.4
Some high school	29.1	25.8	28.3
High school	34.9	30.5	34.8
Some college	37.4	32.0	36.2
Professional or technical school	39.1	31.4	33.9
College	47.4	36.4	43.8
Post graduate	56.5	38.7	48.1

**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, 2001 and 2002**  
**(Recruitment and Diary Data)**

Education	Pieces Per Household Per Month					
	Recruitment Interview ① (Perceived volume)			Diary Data (Actual Volume)		
	1987	2001	2002	1987	2001	2002
< 8th grade	3.8	4.9	4.8	1.2	1.2	0.9
Some high school	4.4	5.6	4.3	2.2	0.8	1.3
High school	4.2	5.0	4.5	2.2	1.3	1.1
Some college	5.1	5.4	4.5	2.4	1.2	1.1
Professional or technical school	5.4	5.1	3.9	2.3	1.7	1.3
College	5.5	5.4	4.7	5.1	1.7	1.6
Post graduate	6.4	6.0	5.4	5.9	1.9	2.0

① Includes thank you notes.

**Table A2-42**  
**Personal Letters and Cards (not greeting cards) Sent by**  
**Households in an Average Month -- by Income**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment and Diary Data)**

Income	Pieces Per Household Per Month					
	Recruitment Interview ① (Perceived volume)			Diary Data (Actual Volume)		
	1987	2001	2002	1987	2001	2002
< \$7K	3.9	4.6	5.2	1.7	1.2	1.8
\$7K - \$9.9K	5.2	5.6	4.3	3.7	1.9	0.5
\$10K - \$14.9K	5.0	5.3	4.3	2.2	0.9	0.8
\$15K - \$19.9K	5.0	5.6	4.8	2.5	1.2	1.0
\$20K - \$24.9K	4.2	4.9	4.9	4.4	1.0	1.0
\$25K - \$29.9K	5.1	5.0	4.5	2.5	1.1	1.6
\$30K - \$34.9K	4.6			2.9		
\$35K - \$49.9K	4.5	4.8	4.7	3.1	1.4	1.1
\$50K - \$64.9K	5.8	5.2	4.2	3.8	1.6	1.1
\$65K - \$79.9K	5.9	5.3	4.4	3.8	1.6	1.2
\$80K - \$99.9K	5.8	5.4	4.7	3.6	1.4	1.2
\$100K+	4.2	5.6	4.6	6.0	1.8	1.6
Total	4.8	5.3	4.7	3.1	1.5	1.3

① Includes thank you notes.

Note: Total includes households which did not respond to the Income question.

**Table A2-43**  
**First-Class Mail -- Holiday/Season's Greeting Cards Sent by**  
**Households -- by Age of Head of Household**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment Data)**

Age	Christmas/Hanukah/New Year's Cards Per Household (Season)		
	1987	2001	2002
18 - 21	17.6	19.8	20.7
22 - 24	19.7	20.0	19.7
25 - 34	31.9	27.0	29.6
35 - 44	35.2	31.6	34.3
45 - 54	42.0	33.4	35.0
55 - 64	45.4	34.7	38.5
65 - 69	45.9	38.8	45.1
70+	44.9	39.4	42.9

**Table A2-44**  
**First-Class Mail -- Holiday/Season's Greeting Cards Sent by**  
**Households -- by Income**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment Data)**

Income	Christmas/Hanukah/New Year's Cards Per Household (Season)		
	1987	2001	2002
< \$7K	20.6	21.5	22.8
\$7K - \$9.9K	26.7	23.5	21.5
\$10K - \$14.9K	31.6	24.6	22.7
\$15K - \$19.9K	32.4	25.2	30.1
\$20K - \$24.9K	32.5	25.4	30.9
\$25K - \$29.9K	37.7	27.7	30.6
\$30K - \$34.9K	38.9		
\$35K - \$49.9K	44.6	30.1	34.2
\$50K - \$64.9K	50.7	33.9	35.9
\$65K - \$79.9K	61.4	36.5	38.8
\$80K - \$99.9K		38.2	41.9
\$100K or More		44.5	50.4
Total	38.1	31.8	36.0

**Table A2-45**  
**First-Class Mail -- Timing of Bill Payment**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment Data)**

Timing	1987	2001	2002
Within a day or two of arrival	16.5	17.6	20.2
Weekly	6.5	8.2	11.4
Every two weeks	15.4	16.4	17.1
Once a month	34.4	27.3	25.5
As they become due	26.0	26.5	23.7
Some other time	0.6	2.8	1.5
Don't know/Don't answer	0.4	1.2	0.6
Total	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

**Table A2-46**  
**First-Class Mail -- Timing of Bill Payment -- by Age of**  
**Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment Data)**

Timing	18 - 21 ①			22 - 24 ①			25 - 34			35 - 44		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Within a day or two of arrival	16.0	20.8	16.4	19.2	14.5	20.0	10.1	12.3	13.3	7.6	13.0	12.2
Weekly	2.3	5.0	9.6	3.7	8.5	15.0	7.7	10.3	15.4	7.5	9.7	14.9
Every two weeks	18.1	12.9	17.0	15.3	12.7	19.3	20.5	21.6	19.7	20.1	21.3	23.5
Once a month	43.2	31.6	23.9	28.8	30.2	26.0	27.8	23.5	24.7	36.7	24.8	22.4
As they become due	20.0	27.3	28.9	32.5	32.3	19.1	32.2	27.8	24.6	26.8	26.9	25.5
Some other time	0.0	1.6	0.8	0.2	1.8	0.5	0.5	3.7	1.7	0.7	3.1	1.3
Don't know/Don't answer	0.4	0.8	3.5	0.3	0.0	0.0	0.8	0.9	0.5	0.5	1.2	0.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Timing	45 - 54			55 - 64			65 - 69			70+		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Within a day or two of arrival	10.2	13.9	15.8	22.0	16.3	22.5	29.8	24.6	28.2	34.5	33.6	33.7
Weekly	8.6	10.6	12.7	5.5	5.9	10.4	3.5	5.0	6.0	4.3	4.8	6.6
Every two weeks	22.8	19.0	21.7	10.9	15.8	15.5	4.0	9.8	11.6	2.2	5.3	6.2
Once a month	34.0	26.1	23.8	35.4	29.7	26.4	44.1	34.0	30.8	37.3	29.3	28.8
As they become due	22.3	25.9	24.3	25.0	27.9	22.6	18.6	22.5	20.7	21.4	24.7	22.5
Some other time	1.3	2.9	1.4	0.8	3.3	1.9	0.0	2.3	1.7	0.2	1.6	1.4
Don't know/Don't answer	0.0	1.8	0.3	0.3	1.1	0.7	0.1	1.7	1.0	0.1	0.7	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: Totals may not sum due to rounding.

**Table A2-47**  
**Timing of Bill Payment by Education of Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment Data)**

Timing	< 8th Grade ①			Some High School			High School			Some College		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Within a day or two of arrival	23.0	20.6	25.7	22.7	20.8	24.6	16.5	18.9	22.2	14.7	17.7	18.1
Weekly	2.9	5.5	5.3	5.2	4.7	9.1	6.8	8.2	11.9	5.5	8.8	11.7
Every two weeks	3.6	5.0	8.8	6.6	6.4	10.3	16.7	14.3	15.5	19.1	18.1	20.2
Once a month	48.0	44.0	39.3	41.0	44.6	33.2	32.8	29.6	25.3	33.2	23.9	22.0
As they become due	20.1	22.8	19.0	21.9	20.8	20.5	26.5	25.4	23.5	26.7	27.0	26.0
Some other time	1.2	1.6	1.5	0.4	2.3	1.1	0.5	2.4	1.3	0.6	3.3	1.3
Don't know/Don't answer	0.1	0.4	0.4	1.1	0.4	1.2	0.2	1.2	0.3	0.3	1.2	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

Timing	Technical School			College Graduate			Post Graduate		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Within a day or two of arrival	15.7	17.9	20.0	12.2	15.5	16.5	14.5	16.8	17.6
Weekly	8.9	7.2	16.2	8.3	8.9	11.7	7.4	9.1	12.1
Every two weeks	14.0	14.1	15.0	21.1	20.2	21.8	16.4	20.0	23.1
Once a month	35.3	27.5	21.6	29.2	22.8	22.4	31.0	22.8	22.6
As they become due	25.6	28.7	25.7	28.3	28.2	25.0	29.3	27.5	22.0
Some other time	0.5	2.6	1.3	0.5	3.3	2.1	0.7	2.5	2.0
Don't know/Don't answer	0.0	2.0	0.3	0.3	1.1	0.6	0.5	1.2	0.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

①Fluctuations may be due to small sample sizes.

**Table A2-48**  
**First-Class Mail -- Timing of Bill Payment -- by Household Income**  
**(Percent of Households)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment Data)**

Timing	<Under \$7K ①			\$7K - \$9.9K ①			\$10K - \$14.9			\$15K - \$19.9K		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Within a day or two of arrival	17.8	13.2	20.8	27.0	22.4	33.1	21.4	21.7	25.3	20.7	23.4	25.3
Weekly	2.7	4.2	3.1	3.9	4.6	7.8	2.9	4.5	5.4	6.5	5.3	7.2
Every two weeks	6.0	5.5	8.1	7.4	3.4	4.4	9.6	8.5	8.6	15.2	13.0	8.9
Once a month	54.8	46.2	45.8	41.7	44.6	33.5	41.9	41.7	39.4	32.8	31.6	34.6
As they become due	17.0	28.9	21.0	17.9	22.6	19.9	23.5	20.8	19.7	24.3	24.0	23.0
Some other time	0.4	1.9	1.2	0.5	1.8	0.4	0.4	2.6	1.1	0.3	2.2	0.8
Don't know/Don't answer	0.3	0.0	0.0	1.6	0.5	0.9	0.3	0.3	0.5	0.3	0.6	0.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Timing	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Within a day or two of arrival	13.6	16.9	25.1	10.5	16.2	23.0	15.1	16.2	23.0	13.0	15.8	18.2
Weekly	5.7	6.2	8.4	6.7	7.1	7.4	6.3	7.1	7.4	10.0	10.5	13.5
Every two weeks	13.1	13.1	9.9	21.1	16.4	17.4	18.1	16.4	17.4	24.7	18.1	18.2
Once a month	31.3	32.4	31.3	31.1	27.0	25.1	32.5	27.0	25.1	25.3	25.8	24.5
As they become due	35.0	28.2	23.7	29.6	29.6	25.0	27.7	29.6	25.0	26.8	24.3	23.1
Some other time	1.2	2.9	1.3	1.1	2.9	1.8	0.1	2.9	1.8	0.1	4.5	2.0
Don't know/Don't answer	0.1	0.2	0.3	0.0	0.9	0.2	0.2	0.9	0.2	0.1	0.9	0.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Timing	\$50K - \$64.9K			\$65K - \$79.9K			\$80K - \$99.9K			\$100K+		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Within a day or two of arrival	12.6	15.5	18.9	14.3	13.7	14.5	7.7	14.2	16.2	13.5	15.8	14.0
Weekly	12.9	9.5	14.3	7.5	12.1	14.3	15.9	11.6	15.9	3.3	12.0	15.1
Every two weeks	19.6	19.9	19.1	24.7	22.9	22.8	30.3	27.7	25.0	18.9	23.1	25.3
Once a month	26.1	22.9	22.6	20.1	21.3	20.2	25.5	19.1	17.9	32.6	19.3	20.5
As they become due	28.2	28.4	23.8	29.4	27.1	27.1	20.5	24.9	22.7	29.9	26.0	23.4
Some other time	0.4	3.3	1.0	3.9	2.2	0.8	0.0	1.8	2.1	1.9	3.0	1.6
Don't know/Don't answer	0.1	0.5	0.3	0.0	0.6	0.3	0.0	0.6	0.3	0.0	0.6	0.1
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

Note: 2001/2002 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.

Totals may not sum due to rounding.

**Table A2-49**  
**First-Class Mail -- Use of Automatic Deductions**  
**(Percent of Households)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment Data)**

Deductions	1987	2001	2002
0	78.1	67.3	59.0
1	13.1	14.2	18.0
2	4.4	8.4	10.7
3	1.6	3.9	4.8
>3	1.3	5.9	7.1
Don't know/No answer	0.5	0.4	0.5
Total	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

**Table A2-50**  
**First-Class Mail -- Use of Automatic Deductions -- by Income**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment Data)**

Number of Monthly Deductions	<Under \$7K ①			\$7K - \$9.9K ①			\$10K - \$14.9			\$15K - \$19.9K		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
0	89.1	91.7	81.1	87.0	86.7	78.8	87.3	78.7	73.1	84.3	75.2	69.4
1	6.4	4.8	7.2	7.5	6.8	11.2	7.9	10.5	12.0	9.5	11.5	16.2
2	1.6	0.6	6.3	2.3	3.5	7.1	2.2	6.1	6.9	1.3	7.2	5.4
3	0.3	1.2	1.1	1.3	0.7	1.2	0.8	1.1	3.6	1.1	2.6	3.7
4 +	0.7	1.8	4.2	0.9	2.4	0.5	0.6	3.5	4.3	1.0	3.6	4.5
Don't know/No answer	1.9	0.0	0.0	1.0	0.0	1.2	1.2	0.0	0.0	2.8	0.0	0.9
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
Mean	0.1	0.3	0.5	0.2	0.5	0.3	0.2	0.5	0.5	0.2	0.5	0.6

Number of Monthly Deductions	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
0	78.3	73.7	69.5	71.1	68.1	59.7	75.8	68.1	59.7	66.1	64.0	58.6
1	15.8	13.6	13.3	16.8	14.8	18.1	14.8	14.8	18.1	20.0	16.8	20.1
2	2.4	6.4	8.3	8.0	8.7	10.2	6.0	8.7	10.2	8.6	9.9	9.6
3	1.0	2.8	3.7	1.1	3.3	4.4	1.4	3.3	4.4	2.6	3.7	4.7
4 +	1.1	3.1	4.9	1.1	4.7	7.3	1.6	4.7	7.3	2.2	5.5	6.9
Don't know/No answer	1.4	0.2	0.3	1.9	0.4	0.3	0.4	0.4	0.3	0.5	0.1	0.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.3	0.7	0.7	0.3	0.8	0.9	0.4	0.8	0.9	0.6	0.9	0.9

Number of Monthly Deductions	\$50K - \$64.9K			\$65K - \$79.9K			\$80K - \$99.9K			\$100K+		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
0	68.5	61.2	55.0	68.7	58.9	48.5	76.3	51.5	48.0	68.2	52.6	46.8
1	18.6	17.1	22.0	18.6	19.2	22.7	17.6	21.7	20.1	18.2	16.3	20.8
2	5.7	9.3	12.1	8.8	10.8	15.1	2.2	11.0	14.8	5.7	13.1	14.8
3	4.0	3.8	4.3	2.4	4.1	5.4	3.4	8.5	7.4	2.8	6.2	6.5
4 +	1.9	8.3	6.3	1.1	6.4	8.1	0.5	7.2	9.6	3.7	11.3	10.2
Don't know/No answer	1.3	0.4	0.3	0.4	0.5	0.3	0.0	0.1	0.2	1.4	0.4	0.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.5	0.9	1.0	0.5	1.2	1.2	0.3	1.2	1.4	0.5	0.7	1.4

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: 2001/2002 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. Totals may not sum due to rounding.

**Table A2-51**  
**First-Class Mail -- Use of Automatic Deductions -- by Age**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment Data)**

Number of Monthly Deductions	18 - 21 ①			22 - 24 ①			25 - 34			35 - 44		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
0	89.3	84.2	68.6	92.0	71.6	64.9	75.3	64.8	59.7	73.5	65.5	55.7
1	7.7	8.6	16.5	5.1	19.5	14.6	15.5	18.4	22.8	16.0	14.9	22.5
2	2.1	3.5	6.1	1.2	7.1	13.3	5.8	8.9	9.4	5.4	9.6	11.7
3	0.0	2.2	2.1	0.2	1.1	3.6	1.5	3.0	3.4	1.9	3.6	4.3
4 +	0.5	1.5	6.0	0.2	0.7	2.4	1.1	4.3	3.8	1.4	6.2	5.5
Don't know/No answer	0.4	0.0	0.8	1.3	0.0	1.2	0.8	0.6	0.9	1.8	0.2	0.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.2	0.3	0.8	0.1	0.4	0.7	0.4	0.7	0.8	0.4	0.9	1.0

Number of Monthly Deductions	45 - 54			55 - 64			65 - 69			70+		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
0	70.9	64.0	56.5	79.7	70.0	61.2	81.6	67.0	58.8	88.1	71.0	62.0
1	18.5	16.2	19.8	11.2	12.9	15.8	10.7	12.4	15.3	5.7	7.9	11.2
2	4.1	9.2	11.1	5.1	7.7	11.3	2.7	6.8	9.5	2.7	7.6	10.2
3	2.8	4.7	5.1	0.8	3.2	4.4	2.0	5.1	4.8	1.6	4.5	6.3
4 +	1.0	5.7	7.0	1.6	5.8	6.9	2.1	8.1	10.8	1.1	8.5	10.1
Don't know/No answer	2.7	0.2	0.5	1.6	0.5	0.4	0.9	0.6	0.8	0.8	0.5	0.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.4	0.9	1.0	0.3	0.8	1.0	0.4	1.0	1.2	0.2	0.9	1.1

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

Totals may not sum due to rounding.



## Appendix A3: Standard Mail

**Table A3-1**  
**Standard Mail Content of Mailpiece**  
**(Percentage of Standard Mail Received by Households)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Content	1987	2001	2002
Advertisement	80.9	84.4	85.3
Fund request	1.2	1.5	1.4
Newsletter/information/other	10.9	11.4	10.7
Don't know/No answer	7.0	2.7	2.6
Total	100.0	100.0	100.0

**Table A3-2**  
**Standard Mail by Major Industry by Quarter**  
**(Pieces Per Household Per Week)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Industry	Quarter 1			Quarter 2			Quarter 3			Quarter 4		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Credit Card	0.2	1.2	1.4	0.2	1.3	1.4	0.3	1.6	1.5	0.2	0.9	1.2
Bank	0.2	0.4	0.4	0.1	0.5	0.5	0.3	0.6	0.6	0.2	0.4	0.4
Total Financial	0.9	1.7	1.9	0.8	1.9	2.1	1.2	2.4	2.2	0.8	1.4	1.7
Supermarkets	0.3	0.3	0.2	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.1	0.1
Department store	1.4	1.7	1.2	0.8	1.1	1.0	1.3	1.4	1.4	1.1	0.8	0.9
Mail order company	1.1	2.5	3.0	1.4	3.1	3.0	1.3	2.4	2.5	1.3	2.2	2.0
Specialty store	0.8	1.4	1.2	0.7	0.8	0.9	0.8	1.0	1.2	0.7	0.9	0.9
Publisher	0.9	0.8	0.9	1.4	1.2	1.4	0.9	1.0	0.9	1.2	0.9	0.8
Total Merchants	4.9	4.7	4.9	4.8	4.7	4.6	5.0	4.2	4.3	4.8	3.6	3.2
Total Services	0.5	1.2	1.1	0.4	1.3	1.2	0.7	1.4	1.2	0.5	0.9	0.9
Total Social/Charitable/Political/Nonprofit	0.5	0.7	0.4	0.2	0.4	0.4	0.2	0.4	0.5	0.2	0.2	0.4
Detached label	0.6	0.3	0.5	0.5	0.3	0.4	0.7	0.3	0.4	0.6	0.3	0.3
Not from one organization	0.6	0.9	0.8	0.4	0.8	0.8	0.4	0.8	0.8	0.4	0.6	0.7
Total Pieces Per Household Per Week	8.2	13.0	11.6	7.3	11.7	10.3	8.4	10.6	11.2	7.4	10.3	11.2

Note: Totals may not sum due to rounding.

**Table A3-3**  
**Standard Mail Addressee**  
**(Percentage of Total Standard Mail including Nonprofit Mail)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Addressee	Percent of Total Standard Mail			Pieces Per Household Per Week		
	1987	2001	2002	1987	2001	2002
Addressed to specific person	50.1	64.2	66.4	5.3	10.6	10.4
Addressed to occupant	22.7	14.2	14.1	2.4	2.3	2.2
Don't know/No answer	0.9	1.3	1.4	0.1	0.2	0.2
Total Pieces Received by Household	73.7	79.7	81.9	7.8	13.2	12.8

Base: RPW Total, Regular Rate Bulk and Nonprofit Rate Bulk.

Note: Totals may not sum due to rounding.

**Table A3-4  
Standard Mail Addressee by Industry  
(Percentage of Pieces)  
Postal Fiscal Years 1987, 2001 and 2002  
(Diary Data)**

Industry	Addressed to Specific Household Members			Addressed To Occupant/ Resident			Total		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Financial:									
Credit card	97.1	96.5	97.1	2.0	1.9	1.3	100.0	100.0	100.0
Bank	89.8	90.7	89.0	8.7	8.1	8.9	100.0	100.0	100.0
Securities broker	96.8	97.2	97.5	2.9	2.3	2.2	100.0	100.0	100.0
Money Market ①	93.7	97.1	92.4	0.0	2.9	7.6	100.0	100.0	100.0
Insurance Company	93.2	92.9	93.7	5.5	6.0	4.7	100.0	100.0	100.0
Real Estate/Mortgage	72.8	80.9	80.2	26.7	18.3	19.3	100.0	100.0	100.0
Total Financial	92.1	93.9	94.0	6.8	4.8	4.6	100.0	100.0	100.0
Merchants:									
Supermarkets	11.1	27.6	33.1	87.7	70.6	66.4	100.0	100.0	100.0
Department store	68.3	75.8	81.2	30.9	23.6	18.2	100.0	100.0	100.0
Mail order company	95.8	96.7	97.4	3.3	2.3	1.7	100.0	100.0	100.0
Specialty store	56.4	74.6	77.6	43.0	24.3	21.8	100.0	100.0	100.0
Publisher	72.0	88.6	83.1	25.8	9.8	15.1	100.0	100.0	100.0
Land promotion company ①	92.0	85.7	78.1	8.0	14.3	21.1	100.0	100.0	100.0
Restaurant	21.3	22.5	24.4	77.6	77.3	75.6	100.0	100.0	100.0
Consumer packaged goods	86.1	92.3	95.0	13.5	7.2	4.1	100.0	100.0	100.0
Auto dealers	88.7	89.2	85.7	8.6	10.8	13.5	100.0	100.0	100.0
Service stations ①	56.4	65.4	87.6	43.6	34.6	12.4	100.0	100.0	100.0
Mall ①	19.3	100.0	67.8	80.7	0.0	32.2	100.0	100.0	100.0
Other merchants	19.4	78.3	85.5	83.3	20.7	14.5	100.0	100.0	100.0
Total Merchants	72.1	83.8	85.6	26.7	15.2	13.5	100.0	100.0	100.0
Services:									
Telephone	94.6	87.7	92.5	4.7	11.3	6.6	100.0	100.0	100.0
Other Utilities ①	90.4	89.9	85.8	2.4	9.8	13.2	100.0	100.0	100.0
Medical	77.2	85.5	79.3	22.7	14.2	19.5	100.0	100.0	100.0
Other professional ①	91.0	88.6	85.0	6.5	10.4	14.6	100.0	100.0	100.0
Leisure service	85.2	91.8	94.3	14.5	7.2	5.1	100.0	100.0	100.0
Cable TV	80.1	55.0	67.2	19.9	43.9	32.5	100.0	100.0	100.0
Computer	98.3	91.4	90.3	1.1	7.8	9.2	100.0	100.0	100.0
Craftsman ①	41.9	79.6	65.0	57.2	20.4	35.0	100.0	100.0	100.0
Total Services	81.5	82.6	84.8	17.5	16.5	14.4	100.0	100.0	100.0
Federal Government	N/A	83.2	88.8	N/A	15.2	9.3	N/A	100.0	100.0
Nonfederal Government	73.3	66.0	72.1	26.3	32.6	26.4	100.0	100.0	100.0
Social/Charitable/Political/Nonprofit:									
Union or Professional Organization ①	89.6	86.3	77.4	10.4	13.4	22.1	100.0	100.0	100.0
Church ①	79.4	85.2	82.0	15.9	14.0	18.0	100.0	100.0	100.0
Veterans	N/A	78.8	74.8	N/A	21.2	25.2	N/A	100.0	100.0
Educational	87.9	89.6	89.3	11.4	9.2	9.8	100.0	100.0	100.0
Charities ①	98.1	70.7	74.8	1.9	27.4	23.2	100.0	100.0	100.0
Political Campaign	87.3	90.4	91.9	12.1	8.5	7.9	100.0	100.0	100.0
AARP ①	100.0	90.4	93.8	0.0	6.2	2.9	100.0	100.0	100.0
Total Social/Charitable/Political/Nonprofit	88.3	86.5	86.4	10.7	12.3	12.8	100.0	100.0	100.0

① Fluctuations may be due to small sample size.

Note: Percents are row percentages within each Industry classification.

Totals may not equal exactly 100% due to unreported categories.

**Table A3-5**  
**Standard Mail by Shape**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Shape	Percent of Total Standard Mail			Pieces Per Household Per Week		
	1987	2001	2002	1987	2001	2002
Letter Size Envelope	17.3	20.5	21.4	1.8	2.8	2.8
Larger Envelope	12.0	11.3	10.8	1.3	1.6	1.4
Total Envelope	29.3	31.8	32.2	3.1	4.4	4.2
Detached Label Card	5.8	3.3	4.2	0.6	0.5	0.6
Postcard	1.8	6.0	6.1	0.2	0.8	0.8
Catalog (not in envelope)	14.2	17.2	17.8	1.5	2.4	2.3
Flyers/Circulars	20.1	16.7	16.5	2.1	2.3	2.2
Magazines/Newsletters	1.7	4.7	4.9	0.2	0.6	0.6
Other/Don't Know/No answer	1.0	2.6	2.5	0.1	0.4	0.3
Total Pieces Received by Households	73.8	82.2	84.2	7.8	11.4	11.1

Base: RPW Total, Regular Rate Bulk: Regular and Enhanced Carrier Route.

Note: Totals may not sum due to rounding.

**Table A3-6a**  
**Standard Mail Industry by Shape**  
**(Percentage of Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Industry	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard			Catalog (not in envelope)		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Financial:												
Credit card	59.5	72.0	81.7	28.1	20.5	13.9	0.4	2.5	1.0	3.1	0.7	0.5
Bank	65.0	62.2	61.2	14.6	13.1	9.9	3.4	8.7	9.3	1.8	1.3	0.9
Securities broker	56.3	25.9	19.1	18.7	40.0	44.5	0.5	2.1	2.6	5.2	3.8	5.5
Money Market ①	66.1	31.1	21.5	8.3	29.6	37.5	0.7	7.7	7.2	8.5	4.8	5.7
Insurance Company	66.8	55.3	52.9	19.9	22.9	25.8	0.7	3.9	3.3	1.4	0.8	0.6
Real Estate/Mortgage	32.1	40.2	33.4	7.3	5.3	4.6	10.7	29.9	36.2	3.2	1.1	1.7
Total Financial	60.1	59.7	63.0	19.4	20.9	18.1	2.0	5.4	5.2	2.6	1.2	1.2
Merchants:												
Supermarkets	4.0	5.2	3.9	2.7	5.7	4.8	0.7	6.8	7.9	5.2	6.7	4.8
Department store	8.8	8.8	7.2	3.6	5.2	5.1	3.3	13.6	12.1	40.8	29.4	29.1
Mail order company	20.8	6.9	6.5	22.0	11.6	11.1	0.8	1.4	0.9	48.5	66.8	72.1
Specialty store	10.5	7.8	6.7	6.5	4.2	4.9	5.1	12.1	13.0	26.8	31.8	29.9
Publisher	26.5	36.1	35.2	34.1	26.5	24.0	1.2	2.7	1.6	4.4	6.1	6.6
Land promotion ①	78.1	29.3	29.3	4.4	16.9	9.6	1.3	22.3	28.0	3.4	5.2	0.9
Restaurant	4.5	6.6	4.7	1.6	2.5	1.0	21.8	41.3	39.8	2.1	0.6	0.2
Consumer packaged goods	35.1	18.6	18.3	16.1	17.1	16.5	2.2	8.5	10.6	5.6	11.5	7.7
Auto dealers	28.1	22.3	25.5	13.6	16.1	6.0	6.5	11.0	12.8	7.1	2.8	0.4
Service stations ①	14.2	16.7	13.3	0.0	6.6	6.0	5.9	23.0	20.1	0.0	0.0	1.6
Mall ①	0.7	0.0	0.0	0.0	0.0	5.8	0.9	50.0	28.7	21.6	0.0	9.8
Total Merchants	18.0	12.2	11.6	16.3	11.2	10.6	2.5	6.7	6.2	28.1	39.6	42.1
Services:												
Telephone	28.9	40.6	39.4	42.9	23.8	24.2	5.2	10.2	11.3	6.2	1.2	0.5
Other Utilities ①	33.1	36.9	45.3	9.5	11.4	8.6	2.2	9.2	9.3	6.0	3.5	0.6
Medical	27.1	23.8	22.2	8.1	14.4	9.8	6.9	12.4	13.0	2.6	8.1	5.3
Other professional ①	48.6	30.6	27.9	14.0	12.0	13.1	1.8	10.3	17.0	1.9	7.0	2.7
Leisure service	41.5	29.4	23.2	15.9	13.9	15.6	4.2	12.1	11.9	4.1	9.7	8.0
Cable TV	15.4	17.4	12.0	14.4	6.0	5.7	7.8	24.9	34.8	20.6	2.5	1.8
Computer	30.7	18.5	20.4	27.6	10.5	10.4	0.0	12.9	12.0	16.2	23.8	23.0
Craftsman ①	13.2	14.0	21.9	9.9	12.2	1.6	5.9	34.0	23.8	0.0	0.0	0.0
Total Services	32.8	29.2	27.5	17.5	14.3	14.3	6.0	14.5	15.5	6.1	7.0	5.4
Government:												
Federal Government	N/A	21.0	22.1	N/A	17.1	16.0	N/A	11.4	9.1	N/A	7.3	2.9
Nonfederal Government	17.5	17.4	17.4	9.1	7.2	5.2	4.0	10.3	9.0	10.0	3.6	2.6
Social/Charitable/Political/Nonprofit:												
Union/professional ①	38.3	25.1	23.6	17.7	15.3	8.4	2.2	11.5	22.7	3.4	3.8	3.2
Church ①	36.3	22.5	28.4	10.1	9.1	7.0	3.5	12.7	10.4	4.3	5.6	10.9
Veterans	N/A	29.3	33.8	N/A	32.5	22.6	N/A	10.1	14.5	N/A	0.0	0.0
Educational	40.0	31.5	32.2	14.2	8.1	8.4	3.0	7.3	9.2	7.1	7.2	6.8
Charities	N/A	44.0	41.7	N/A	13.8	16.0	N/A	22.6	15.8	N/A	1.8	1.4
Political Campaign	33.1	16.9	14.0	2.7	2.5	3.5	8.4	7.5	23.3	0.4	1.0	0.4
AARP ①	20.9	34.9	46.9	57.2	15.4	33.9	0.0	9.6	0.6	8.1	0.4	2.6
Total Social/Charitable/Political/Nonprofit	37.0	26.8	25.5	12.4	9.4	10.6	4.5	9.7	15.1	3.3	3.5	3.5
Total	23.5	24.9	25.4	16.2	13.8	12.8	2.5	7.3	7.2	19.2	20.9	21.1

① Fluctuations may be due to small sample size.

Note: Percentages are row percentages within each Industry.

**Table A3-6b**  
**Standard Mail Industry by Shape**  
**(Percentage of Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Industry	Flyers			Newspapers/ Magazines			Other/ Don't Know			Total		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Financial:												
Credit card	8.1	3.2	1.5	0.0	0.2	0.1	0.6	0.9	1.3	100.0	100.0	100.0
Bank	14.3	12.5	14.9	0.1	1.3	1.6	0.7	1.0	2.3	100.0	100.0	100.0
Securities broker	16.6	12.5	14.2	1.6	10.6	8.9	1.1	5.2	5.3	100.0	100.0	100.0
Money Market ①	14.6	11.1	13.3	0.0	11.3	10.3	1.8	4.3	4.5	100.0	100.0	100.0
Insurance Company	10.2	10.9	11.2	0.5	4.7	3.6	0.5	1.6	2.5	100.0	100.0	100.0
Real Estate/Mortgage	44.9	21.2	20.1	1.4	1.5	2.5	0.5	0.8	1.5	100.0	100.0	100.0
Total Financial	14.7	8.6	8.2	0.5	2.6	2.2	0.8	1.5	2.1	100.0	100.0	100.0
Merchants:												
Supermarkets	85.7	63.6	64.6	0.8	8.0	12.4	0.7	4.1	1.6	100.0	100.0	100.0
Department store	42.5	36.5	40.0	0.3	3.9	3.5	0.6	2.7	2.9	100.0	100.0	100.0
Mail order company	7.0	5.9	3.7	0.2	2.5	1.9	0.8	4.9	3.9	100.0	100.0	100.0
Specialty store	49.8	38.2	41.1	0.3	3.0	3.1	0.7	2.9	1.5	100.0	100.0	100.0
Publisher	20.4	8.6	9.6	12.1	16.3	19.4	1.2	3.7	3.6	100.0	100.0	100.0
Land promotion ①	12.7	25.1	24.4	0.0	0.6	6.1	0.0	0.6	1.8	100.0	100.0	100.0
Restaurant	70.0	47.9	53.2	0.0	0.8	0.2	0.0	0.2	0.8	100.0	100.0	100.0
Consumer packaged goods	38.0	37.1	38.3	1.8	3.8	6.2	1.2	3.4	2.3	100.0	100.0	100.0
Auto dealers	42.7	44.2	50.8	1.8	2.7	3.9	0.2	0.9	0.6	100.0	100.0	100.0
Service stations ①	79.9	51.8	57.2	0.0	0.9	0.2	0.0	1.1	1.7	100.0	100.0	100.0
Mall ①	75.9	50.0	55.7	1.0	0.0	0.0	0.0	0.0	0.0	100.0	100.0	100.0
Total Merchants	31.3	21.2	20.9	2.9	5.3	5.6	0.9	3.8	3.1	100.0	100.0	100.0
Services:												
Telephone	14.3	22.4	22.5	1.3	0.5	1.0	1.3	1.3	1.0	100.0	100.0	100.0
Other Utilities ①	29.3	28.7	27.5	5.0	7.0	8.1	14.7	3.2	0.7	100.0	100.0	100.0
Medical	50.5	26.4	36.6	4.4	12.7	11.5	0.5	2.2	1.6	100.0	100.0	100.0
Other professional ①	31.5	29.7	30.7	2.2	8.3	6.3	0.0	2.2	2.3	100.0	100.0	100.0
Leisure service	33.1	26.8	33.6	0.8	4.8	4.2	0.4	3.2	3.5	100.0	100.0	100.0
Cable TV	36.0	41.9	40.5	3.9	4.8	4.1	1.9	2.4	1.0	100.0	100.0	100.0
Computer	24.9	25.7	26.9	0.7	5.7	3.6	0.0	2.9	3.6	100.0	100.0	100.0
Craftsman ①	70.4	39.8	46.5	0.6	0.0	2.9	0.0	0.0	3.3	100.0	100.0	100.0
Total Services	34.3	28.0	31.0	2.0	4.7	4.2	1.3	2.3	2.1	100.0	100.0	100.0
Government:												
Federal Government	N/A	27.5	35.2	N/A	12.6	9.5	N/A	3.1	5.1	N/A	100.0	100.0
Nonfederal Government	55.8	37.2	43.2	2.2	21.7	19.3	1.3	2.4	3.4	100.0	100.0	100.0
Social/Charitable/Political/Nonprofit:												
Union/professional ①	35.6	24.3	20.0	2.8	19.0	19.8	0.0	1.0	2.3	100.0	100.0	100.0
Church ①	38.5	15.8	23.7	1.0	29.9	19.4	0.3	4.4	0.2	100.0	100.0	100.0
Veterans	N/A	13.8	7.7	N/A	14.3	13.4	N/A	0.0	7.9	N/A	100.0	100.0
Educational	33.7	30.9	29.8	1.4	11.6	11.3	0.6	3.4	2.3	100.0	100.0	100.0
Charities	N/A	10.8	18.4	N/A	3.1	2.2	N/A	4.0	4.5	N/A	100.0	100.0
Political Campaign	54.0	69.0	54.6	1.3	2.7	3.7	0.2	0.4	0.4	100.0	100.0	100.0
AARP ①	6.7	29.2	7.6	7.0	10.1	6.5	0.0	0.5	1.8	100.0	100.0	100.0
Total Social/Charitable/Political/ Nonprofit	39.8	38.4	33.9	2.4	10.3	9.8	0.4	1.9	1.6	100.0	100.0	100.0
Total	27.2	20.3	19.6	2.3	5.7	5.8	1.3	7.1	8.0	100.0	100.0	100.0

① Fluctuations may be due to small sample size.

**Table A3-7a**  
**Standard Mail Shape by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Industry	Letter Size Envelopes			Larger Than Letter Size Envelopes			Postcards		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Financial:									
Credit card	7.5	25.7	32.7	5.1	13.2	11.0	0.5	3.0	1.4
Bank	6.9	8.7	8.4	2.3	3.3	2.7	3.4	4.1	4.5
Securities broker	2.7	2.0	1.5	1.3	5.6	6.9	0.2	0.6	0.7
Money Market	0.4	0.4	0.2	0.1	0.6	0.8	0.0	0.3	0.3
Insurance Company	10.8	9.0	8.9	4.7	6.8	8.6	1.0	2.1	2.0
Real Estate/Mortgage	1.4	1.8	1.8	0.5	0.4	0.5	4.4	4.5	6.7
Other Financial	0.6	0.4	0.3	0.3	0.4	0.2	0.0	0.2	0.1
Total Financial	30.3	48.0	53.8	14.3	30.4	30.6	8.5	14.8	15.7
Merchants:									
Supermarkets	0.5	0.4	0.2	0.5	0.8	0.5	0.9	1.7	1.6
Department store	5.6	3.3	2.4	3.3	3.5	3.3	19.7	17.2	14.0
Mail order company	14.4	5.3	5.0	22.1	16.1	16.8	5.2	3.5	2.3
Specialty store	4.1	2.4	2.1	3.7	2.3	3.0	19.0	12.6	14.0
Publisher	15.5	10.6	10.1	28.9	14.1	13.6	6.4	2.7	1.7
Land promotion company	1.9	0.2	0.2	0.2	0.2	0.1	0.3	0.5	0.7
Restaurant	0.1	0.1	0.1	0.1	0.1	0.0	6.1	2.9	3.2
Consumer packaged goods	2.4	1.5	1.3	1.6	2.4	2.3	1.4	2.3	2.6
Auto dealers	0.7	0.4	0.5	0.5	0.5	0.2	1.4	0.6	0.8
Service stations	0.1	0.2	0.2	0.0	0.1	0.1	0.3	0.8	0.9
Mall	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
Other merchants	2.7	0.5	0.4	2.2	0.8	0.5	1.9	1.4	1.1
Total Merchants	48.0	24.8	22.4	63.1	40.8	40.6	62.7	46.2	42.9
Services:									
Telephone	1.0	3.9	3.5	2.1	4.1	4.2	1.7	3.4	3.5
Other Utilities	0.3	0.8	0.8	0.1	0.4	0.3	0.2	0.7	0.6
Medical	1.1	1.3	1.3	0.5	1.4	1.1	2.5	2.3	2.6
Other professional	0.8	0.8	0.5	0.3	0.5	0.5	0.3	0.9	1.1
Leisure service	2.9	4.2	2.7	1.6	3.6	3.6	2.7	5.9	4.9
Cable TV	0.6	0.7	0.5	0.8	0.4	0.4	2.9	3.5	4.8
Computer	0.3	0.9	0.9	0.4	0.9	0.9	0.0	2.0	1.8
Craftsman	0.1	0.0	0.1	0.1	0.0	0.0	0.4	0.2	0.2
Other services	2.3	2.5	2.7	1.4	1.9	2.2	5.4	6.3	5.5
Total Services	9.4	15.1	12.9	7.3	13.4	13.3	16.1	25.1	25.0
Federal Government	N/A	0.5	0.6	N/A	0.7	0.8	N/A	0.9	0.8
Nonfederal Government	0.7	0.7	0.7	0.6	0.5	0.4	1.6	1.4	1.3
Social/Charitable/Political/Nonprofit:									
Union/professional	0.6	0.5	0.5	0.4	0.5	0.4	0.3	0.8	1.7
Church	0.3	0.2	0.4	0.1	0.2	0.2	0.3	0.5	0.5
Veterans	N/A	0.1	0.1	N/A	0.2	0.2	N/A	0.1	0.2
Educational	1.2	1.5	1.6	0.6	0.7	0.8	0.8	1.2	1.6
Charities	N/A	0.8	0.4	N/A	0.4	0.3	N/A	1.4	0.6
Political	1.6	1.0	0.8	0.2	0.3	0.4	3.7	1.5	5.0
AARP	0.1	0.3	0.3	0.5	0.2	0.5	0.0	0.3	0.0
Other Social/Charitable/Political/Nonprofit	1.1	0.5	0.6	0.6	0.5	1.2	0.5	0.4	0.6
Total Social/Charitable/Political/Nonprofit	4.9	4.9	4.8	2.4	3.1	4.0	5.6	6.1	10.1
Not from one organization	4.3	4.9	4.0	10.9	10.5	9.9	2.9	4.9	3.5
Don't know/No answer	2.4	1.1	0.8	1.4	0.6	0.5	1.6	0.7	0.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Sub-totals and Totals may not sum due to rounding.

**Table A3-7b**  
**Standard Mail Shape by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Industry	Catalog (not in envelope)			Flyers			Newspapers/ Magazines		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Financial:									
Credit card	0.5	0.3	0.2	0.9	1.4	0.8	0.0	0.3	0.2
Bank	0.2	0.2	0.1	1.3	2.1	2.6	0.1	0.8	0.9
Securities broker	0.3	0.4	0.5	0.7	1.2	1.4	0.8	3.7	3.0
Money Market	0.1	0.1	0.1	0.1	0.2	0.2	0.0	0.6	0.5
Insurance Company	0.3	0.1	0.1	1.4	2.2	2.4	0.8	3.4	2.6
Real Estate/Mortgage	0.2	0.1	0.1	1.7	1.1	1.4	0.6	0.3	0.6
Other Financial	0.0	0.0	0.0	0.3	0.3	0.2	0.2	0.3	0.2
Total Financial	1.6	1.2	1.2	6.4	8.5	9.1	2.5	9.3	8.1
Merchants:									
Supermarkets	0.9	0.6	0.3	10.0	5.8	4.7	1.1	2.6	3.0
Department store	31.9	13.0	11.5	23.4	16.6	17.0	2.1	6.4	5.1
Mail order company	41.0	61.2	66.2	4.2	5.5	3.6	1.4	8.4	6.5
Specialty store	12.9	11.6	11.0	17.0	14.3	16.4	1.4	4.1	4.1
Publisher	3.2	2.1	2.3	10.3	3.1	3.6	71.9	21.1	24.3
Land promotion company	0.1	0.0	0.0	0.3	0.2	0.2	0.0	0.0	0.2
Restaurant	0.1	0.0	0.0	1.8	1.2	1.6	0.0	0.1	0.0
Consumer packaged goods	0.5	1.1	0.6	2.2	3.5	3.5	1.3	1.3	1.9
Auto dealers	0.2	0.1	0.0	0.9	0.9	1.2	0.4	0.2	0.3
Service stations	0.0	0.0	0.0	0.4	0.6	0.9	0.0	0.0	0.0
Mall	0.2	0.0	0.0	0.4	0.0	0.1	0.1	0.0	0.0
Other merchants	0.9	0.5	0.2	1.4	1.2	0.7	0.0	0.9	0.5
Total Merchants	91.9	90.3	92.3	72.3	53.1	53.4	79.7	45.0	45.9
Services:									
Telephone	0.3	0.1	0.1	0.4	2.6	2.6	0.4	0.2	0.4
Other Utilities	0.1	0.1	0.0	0.2	0.7	0.7	0.4	0.6	0.7
Medical	0.1	0.5	0.4	1.7	1.8	2.7	1.7	3.1	2.9
Other professional	0.0	0.2	0.1	0.5	0.9	0.7	0.4	0.9	0.5
Leisure service	0.3	1.7	1.1	2.0	4.7	5.2	0.6	3.1	2.2
Cable TV	1.0	0.1	0.1	1.2	2.1	2.0	1.6	0.9	0.7
Computer	0.2	1.3	1.2	0.2	1.5	1.5	0.1	1.2	0.7
Craftsman	0.0	0.0	0.0	0.5	0.1	0.2	0.0	0.0	0.0
Other services	0.2	0.3	0.2	1.8	2.9	2.7	0.8	0.8	0.7
Total Services	2.2	4.4	3.0	8.5	17.3	18.2	6.0	10.8	8.7
Federal Government	N/A	0.2	0.1	N/A	0.7	1.2	N/A	1.2	1.1
Nonfederal Government	0.5	0.2	0.1	2.0	1.8	2.2	1.0	3.9	3.3
Social/Charitable/Political/Nonprofit:									
Union/professional	0.1	0.1	0.1	0.4	0.6	0.6	0.4	1.6	1.9
Church	0.0	0.1	0.2	0.3	0.2	0.4	0.7	1.5	1.1
Veterans	N/A	0.0	0.0	N/A	0.1	0.0	N/A	0.2	0.2
Educational	0.3	0.4	0.4	0.9	1.8	1.9	0.4	2.4	2.5
Charities	N/A	0.0	0.0	N/A	0.2	0.2	N/A	0.2	0.1
Political	0.0	0.1	0.0	2.2	4.9	4.3	0.6	0.7	1.0
AARP	0.1	0.0	0.0	0.0	0.3	0.1	0.4	0.4	0.2
Other Social/Charitable/ Political/Nonprofit	0.0	0.1	0.1	0.7	0.5	0.8	0.8	1.3	1.1
Total Social/Charitable/Political/Nonprofit	0.5	0.8	0.8	4.5	8.6	8.3	3.3	8.3	8.1
Not from one organization	1.9	2.5	1.8	4.9	9.4	7.0	6.0	20.8	24.2
Don't know/No answer	1.4	0.5	0.6	1.4	0.6	0.6	1.5	0.6	0.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Sub-totals and Totals may not sum due to rounding.

**Table A3-8**  
**Standard Mail Shape by Addressee**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Shape	Specific Household Member			Occupant/Resident			No Answer			Total		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Letter size envelope	89.5	91.8	92.9	8.6	6.4	5.2	1.9	1.8	1.9	100.0	100.0	100.0
Larger than Letter size envelope	87.2	89.7	89.0	11.1	8.9	8.7	1.7	1.4	2.2	100.0	100.0	100.0
Detached label card	5.5	7.0	2.7	94.4	92.9	97.2	0.1	0.1	0.0	100.0	100.0	100.0
Postcard	65.4	63.8	69.6	34.4	35.4	30.0	0.2	0.8	0.4	100.0	100.0	100.0
Catalog (not in envelope)	84.0	93.3	94.7	15.6	5.7	4.7	0.4	1.0	0.6	100.0	100.0	100.0
Flyers	47.8	65.5	71.3	51.5	33.5	28.3	0.7	1.0	0.4	100.0	100.0	100.0
Newspapers	37.6	66.3	58.7	58.5	32.6	40.2	3.9	1.2	1.1	100.0	100.0	100.0

Note: Percents are row percentages within each Shape category.

**Table A3-9  
Standard Mail ZIP Code Usage by Shape  
(Percentage of Pieces Received by Households)  
Postal Fiscal Years 1987, 2001 and 2002  
(Diary Data)**

Zip Code Mailing Address	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label			Postcard		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
5-digits	95.4	10.1	7.4	94.9	8.9	8.7	98.7	78.5	78.6	96.0	23.1	14.5
Zip+4	2.3	87.5	90.1	2.6	89.4	88.7	0.6	19.0	19.1	2.0	73.6	81.7
ZIP not included	0.2	0.4	0.4	0.5	0.1	0.2	0.5	2.1	2.0	1.5	2.3	3.5
Don't know/No answer	2.0	1.9	2.1	1.9	1.6	2.4	0.2	0.4	0.3	0.5	1.0	0.4
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Zip Code Mailing Address	Catalog Not in Envelope			Flyers			Newspapers/Magazines			Total		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
5-digits	95.2	5.1	3.2	86.8	20.5	15.2	80.6	18.6	16.9	92.5	15.3	13.0
Zip+4	2.9	94.1	96.0	2.0	73.7	79.8	1.3	70.0	67.4	2.2	81.0	83.1
ZIP not included	1.4	0.5	0.5	9.7	5.1	4.6	12.1	9.9	14.5	3.5	2.1	2.4
Don't know/No answer	0.5	0.3	0.2	1.5	0.7	0.3	6.0	1.6	1.2	1.7	1.5	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

Note: Totals may not sum to 100 due to rounding.

**Table A3-10**  
**Standard Mail Demographics -- Pieces Received Per Household Per Week**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

<b>Income</b>	<b>1987</b>	<b>2001</b>	<b>2002</b>
< \$7K	3.8	5.1	6.3
\$ 7K - \$9.9K	5.2	7.3	5.3
\$ 10K - \$14.9K	5.8	6.0	6.3
\$ 15K - \$19.9K	6.5	7.7	6.1
\$ 20K - \$24.9K	6.6	8.5	7.6
\$ 25K - \$29.9K	7.9	8.8	8.5
\$ 30K - \$34.9K	8.7		
\$ 35K - \$49.9K	9.5	10.5	9.8
\$ 50K - \$64.9K	10.9	12.2	11.2
\$ 65K - Over	14.8	16.5	15.2
<b>Age of Head of Household</b>	<b>1987</b>	<b>2001</b>	<b>2002</b>
18 - 24	3.3	5.4	7.0
25 - 34	6.6	9.0	8.5
35 - 44	8.3	11.7	10.9
45 - 54	8.9	12.8	12.7
55 - 64	9.8	12.4	13.2
65 - 69	8.2	14.4	12.4
70+	7.6	12.4	11.0
<b>Education of Head of Household</b>	<b>1987</b>	<b>2001</b>	<b>2002</b>
< 8th grade	5.0	6.2	7.1
Some High School	5.6	8.7	7.2
High School	7.0	8.9	9.8
Some College	7.9	10.5	11.1
Technical School	7.8	9.3	10.0
College	9.9	13.6	14.1
Post graduate	11.8	14.9	17.1
<b>Type of Household</b>	<b>1987</b>	<b>2001</b>	<b>2002</b>
One-person household	5.5	9.2	8.8
Male	4.7	7.5	7.8
Female	5.8	10.1	9.3
More than one adult without children	8.9	12.5	12.1
One-earner	9.0	11.9	11.8
Two-earner	8.9	12.5	12.2
More than one adult with children	8.2	12.1	11.0
One-earner	7.9	10.9	10.3
Two-earner	8.6	12.5	11.1

<b>Employment of Respondent</b>	<b>1987</b>	<b>2001</b>	<b>2002</b>
White collar professional	8.2	14.3	14.0
White collar sales/clerical	6.8	8.8	8.0
Blue collar craftsmen/mechanic	5.4	15.4	17.8
Service Worker	5.2	6.1	6.4
Other employed ①	4.6	9.6	12.0
Homemaker	7.3	1.8	2.1
Student ①	8.0	8.2	4.1
Retired	6.8	13.4	12.3
Other not employed ①	2.5	15.3	5.8
<b>Type of Dwelling</b>	<b>1987</b>	<b>2001</b>	<b>2002</b>
Single-family house	9.0	12.9	11.9
Apartment	4.5	7.4	6.4
Mobile house	5.5	6.7	6.9
Group quarters ①	7.3	6.3	6.9
<b>Number of Adults</b>	<b>1987</b>	<b>2001</b>	<b>2002</b>
1	5.2	9.0	8.9
2	8.3	12.1	11.6
3	9.0	12.8	11.2
4+	9.0	14.2	12.6

① Fluctuations may be due to small sample sizes.

Note: 2001/2002 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 (Including Non-Profit Mail)**  
**by Mail Order Purchases Made in Last Year**  
**(Pieces Per Household Per Week)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment and Diary Data)**

Mail Order Purchases	First-Class			Standard Mail (Including Nonprofit Mail)		
	1987	2001	2002	1987	2001	2002
0	7.0	11.3	10.0	7.5	10.2	10.5
1	8.7	10.5	10.3	9.5	12.1	11.8
2	8.2	11.4	11.9	9.5	12.0	12.8
3 - 5	9.5	11.9	12.4	10.8	13.2	14.3
6 - 10	11.3	13.2	13.7	13.8	15.7	16.0
11 +	12.3	14.4	13.2	15.2	18.7	18.8

**Table A3-12**  
**Standard Mail by Familiarity With Institution**  
**(Percentage of Mail Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Familiarity	1987	2001	2002
Previous customer	47.5	54.7	53.4
Organization known	17.4	19.9	19.7
Organization unknown	18.1	15.5	14.3
Don't know/No answer	17.1	9.9	12.6
Total Received	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

**Table A3-13**  
**Standard Mail by Industry and Familiarity**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Industry	Previous Customer			Organization Known			Organization Unknown			Don't Know/ No Answer			Total		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Financial:															
Credit card	52.4	42.5	41.2	19.9	33.1	32.3	17.7	15.8	14.4	10.0	8.5	12.1	100.0	100.0	100.0
Bank	43.6	46.8	43.9	17.3	22.5	21.2	23.1	23.4	22.3	16.0	7.3	12.5	100.0	100.0	100.0
Securities broker	49.5	76.4	76.0	13.5	7.2	6.6	25.7	8.1	8.4	11.3	8.3	9.0	100.0	100.0	100.0
Money Market ①	55.3	71.1	76.6	13.3	6.8	7.0	15.9	17.4	8.6	15.5	4.6	7.9	100.0	100.0	100.0
Insurance Company	33.6	40.8	36.5	21.8	25.7	26.0	32.3	23.8	23.9	12.3	9.7	13.7	100.0	100.0	100.0
Real Estate/Mortgage	13.3	20.7	19.5	41.1	31.9	35.2	32.6	36.8	36.4	13.0	10.6	8.9	100.0	100.0	100.0
Total Financial	40.5	45.4	42.9	21.3	26.6	26.6	25.7	19.4	18.5	12.5	8.6	11.9	100.0	100.0	100.0
Merchants:															
Supermarkets	60.1	71.0	76.1	15.2	15.3	10.9	5.4	6.4	4.6	19.3	7.2	8.5	100.0	100.0	100.0
Department store	75.2	81.4	83.0	9.1	8.2	6.9	4.3	3.4	2.3	11.4	7.0	7.8	100.0	100.0	100.0
Mail order company	50.8	56.8	56.0	17.3	17.6	17.8	22.4	15.4	14.2	9.4	10.2	12.0	100.0	100.0	100.0
Specialty store	50.5	66.8	66.4	20.0	14.6	14.2	17.2	9.0	7.2	12.4	9.6	12.2	100.0	100.0	100.0
Publisher	40.9	53.0	48.9	18.6	17.8	18.1	14.3	15.2	12.7	26.2	13.9	20.2	100.0	100.0	100.0
Land promotion company ①	3.0	21.7	14.9	15.4	25.2	31.6	70.4	50.0	51.4	11.2	3.1	2.1	100.0	100.0	100.0
Restaurant	50.2	51.7	55.3	20.2	22.5	22.9	13.4	11.8	13.1	16.2	14.0	8.7	100.0	100.0	100.0
Consumer packaged goods	55.7	44.9	47.3	20.5	26.1	24.2	11.7	19.0	16.5	12.1	10.1	12.0	100.0	100.0	100.0
Auto dealers	48.2	55.6	49.2	27.1	20.9	26.4	12.5	14.5	13.7	12.2	9.0	10.7	100.0	100.0	100.0
Service stations ①	23.6	47.9	63.0	34.1	21.9	15.7	24.7	27.3	8.2	17.6	2.9	13.1	100.0	100.0	100.0
Mall ①	39.8	50.0	25.0	2.5	0.0	8.2	0.4	0.0	4.3	57.3	50.0	62.5	100.0	100.0	100.0
Total Merchants	54.0	62.9	61.8	16.1	15.4	15.3	14.7	11.8	10.6	15.2	9.9	12.4	100.0	100.0	100.0
Services:															
Telephone	65.1	54.3	51.8	17.1	23.5	24.7	5.9	13.3	13.0	11.9	8.9	10.5	100.0	100.0	100.0
Other Utilities ①	70.9	70.7	72.8	5.8	7.5	10.6	7.9	14.4	8.0	15.4	7.4	8.6	100.0	100.0	100.0
Medical	35.0	45.8	42.8	19.5	17.3	17.1	34.4	26.1	25.0	11.2	10.8	15.0	100.0	100.0	100.0
Other professional ①	43.9	39.1	29.0	13.9	21.1	19.7	31.2	35.5	38.8	11.0	4.4	12.5	100.0	100.0	100.0
Leisure service	33.7	51.0	56.8	21.2	20.7	19.4	31.0	17.8	12.6	14.1	10.4	11.2	100.0	100.0	100.0
Cable TV	65.4	59.1	60.8	17.7	26.1	23.5	6.1	7.9	6.2	10.8	6.8	9.5	100.0	100.0	100.0
Computer	42.7	39.0	51.3	26.7	32.4	27.8	22.7	20.1	12.3	8.0	8.5	8.6	100.0	100.0	100.0
Craftsman ①	7.7	20.1	11.6	32.1	18.7	33.0	47.7	41.4	36.2	12.5	19.7	19.2	100.0	100.0	100.0
Total Services	41.6	47.0	48.0	20.0	22.0	21.5	24.9	21.8	18.7	13.5	9.2	11.9	100.0	100.0	100.0
Nonfederal Government	47.8	58.4	57.7	26.5	24.1	22.7	8.9	7.5	5.7	16.9	9.9	13.9	100.0	100.0	100.0

Note: Percents are row percentages within each Industry classification.

① Fluctuations may be due to small sample sizes.

**Table A3-14**  
**Standard Mail -- Shape by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Familiarity	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label Postcard			Postcard		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Previous customer	44.5	45.2	42.8	48.6	48.8	46.6	17.9	2.0	0.5	48.7	47.4	48.0
Organization known	19.8	21.9	23.5	18.8	17.6	17.0	16.4	1.3	0.6	17.6	20.5	21.2
Organization unknown	23.9	18.5	17.5	19.8	15.2	14.0	30.0	1.4	0.9	20.9	19.2	19.0
More than one company/ Don't Know / No Answer	11.9	14.4	16.2	12.8	18.3	22.4	35.7	95.3	98.0	12.8	12.8	11.8
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

Familiarity	Catalog Not In Envelope			Flyers			Newspapers/Magazines		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Previous customer	63.1	60.3	60.6	49.4	50.6	53.2	24.4	49.4	43.5
Organization known	14.5	17.7	16.3	17.7	17.4	17.3	10.6	12.3	11.1
Organization unknown	13.0	11.6	10.8	13.5	12.5	11.8	6.3	7.5	4.8
More than one company/ Don't Know / No Answer	9.5	10.4	12.2	19.5	19.5	17.6	58.8	30.9	40.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

**Table A3-15**  
**Standard Mail -- Mail Order Industry Shape**  
**by Familiarity With Organization**  
**(Percentage of Mail Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Familiarity	Letter Size Envelope			Larger Than Letter Size Envelope			Catalog Not In Envelope			Flyers ①		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Previous customer	46.6	56.4	56.5	52.9	59.1	53.3	53.0	57.9	57.4	42.0	39.1	40.2
Organization known	17.1	14.1	13.1	15.4	14.9	15.4	18.8	19.0	18.3	15.5	15.9	25.9
Organization unknown	27.3	19.3	20.5	19.8	16.3	17.7	20.7	14.0	13.0	29.7	22.3	20.6
Don't know/No answer	9.0	10.1	9.9	11.9	9.6	13.6	7.5	9.0	11.3	12.8	22.8	13.3
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: Totals may not sum to 100 due to rounding.

① Fluctuations may be due to small sample size.

**Table A3-16**  
**Standard Mail Receipt**  
**by Number of Financial Accounts and Insurance Policies**  
**Pieces per Household per Week**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment and Diary Data)**

Postal Fiscal Year	Number of Accounts and Policies			
	None	Low	Medium	High
	(0)	(1 - 5)	(6 - 9)	(10 +)
1987	2.7	4.9	8.0	11.0
2001	6.6	8.1	11.4	14.8
2002	6.7	7.8	10.6	13.6

**Table A3-17**  
**Standard Mail Receipt**  
**by Number of Credit Card Accounts**  
**Pieces per Household per Week**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment and Diary Data)**

Postal Fiscal Year	Number of Credit Cards			
	None	Low	Medium	High
	(0)	(1 - 3)	(4 - 7)	(8 +)
1987	4.0	6.4	9.3	12.5
2001	5.7	9.6	12.4	14.9
2002	6.0	9.0	11.9	14.8

**Table A3-18**  
**Standard Mail Treatment of Mail Piece by Familiarity With Organization**  
**(Percentage of Mail Received by Household)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Treatment of Advertising	Previous Customer			Organization Known			Organization Not Known			Total ①		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Read	58.4	62.2	61.6	31.2	35.2	30.4	26.2	27.3	27.3	41.5	46.1	44.5
Looked at	23.3	14.7	13.9	38.2	24.1	22.7	35.2	21.9	21.9	26.4	17.2	16.3
Discarded	7.0	13.3	13.9	23.5	33.9	40.5	31.1	44.8	45.8	14.0	22.3	23.7
Set Aside	10.2	9.2	9.8	6.3	6.1	5.8	6.4	5.4	4.6	8.1	7.3	7.1
Don't know/No answer	1.1	0.5	0.8	0.8	0.7	0.6	1.2	0.7	0.4	10.0	7.0	8.5
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: Totals may not sum to 100 due to rounding.

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

**Table A3-19**  
**Standard Mail Usefulness of Mail Pieces by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Reaction to Advertising	Previous Customer			Organization Known			Organization Not Known			Total ①		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Useful	62.5	61.5	60.8	25.9	23.8	19.7	14.8	14.1	13.5	40.2	40.9	39.2
Interesting	21.7	14.9	14.1	31.7	21.7	19.4	24.4	15.3	14.6	22.0	15.3	14.1
Not interesting	10.6	19.6	20.6	32.9	47.4	52.3	46.7	58.8	60.0	21.3	31.4	32.3
Objectionable	2.2	3.2	3.4	6.7	6.4	8.1	10.7	10.8	11.0	4.6	5.1	5.5
Don't know/No answer	3.1	0.8	1.1	2.8	0.8	0.4	3.4	0.9	0.9	12.0	7.3	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

Note: Totals may not sum to 100 due to rounding.

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

**Table A3-20**  
**Standard Mail 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, 2001 and 2002**  
**(Diary Data)**

Response to Advertising	Previous Customer			Organization Known			Organization Not Known			Total ①		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Yes	21.6	17.0	16.0	5.7	3.7	2.7	4.6	2.6	2.2	14.6	10.7	9.8
No	47.7	49.8	49.5	78.6	79.6	80.9	83.0	83.9	84.0	58.6	59.8	59.5
Maybe	27.4	29.1	29.6	12.1	11.9	10.6	9.0	8.9	8.7	19.9	20.0	19.5
No answer	3.3	4.1	4.9	3.6	4.8	5.8	3.4	4.6	5.0	7.0	9.5	11.2
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
Pieces Per Household Per Week	3.0	5.5	5.2	1.5	2.0	1.9	1.2	1.6	1.4	6.1	9.8	9.6

Note: Totals may not sum to 100 due to rounding.

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

**Table A3-21**  
**Standard Mail Treatment by Usefulness**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Treatment	Usefulness								
	Useful			Interesting			Not Interesting		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Read	68.0	68.9	68.1	20.2	16.6	16.5	7.0	11.3	11.8
Looked at	24.4	19.8	19.0	36.5	25.8	23.3	21.5	48.7	51.3
Discarded	4.5	3.7	4.1	12.9	7.6	6.8	66.0	75.7	75.5
Set aside	58.2	65.4	66.6	25.6	19.9	18.5	8.4	9.8	10.6

Treatment	Usefulness								
	Objectionable			Don't Know/No Answer			Total		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Read	2.2	2.6	3.1	2.6	0.6	0.6	100.0	100.0	100.0
Looked at	5.2	5.2	5.7	12.4	0.5	0.6	100.0	100.0	100.0
Discarded	12.9	11.8	12.5	3.7	1.2	1.1	100.0	100.0	100.0
Set aside	4.6	4.4	3.4	3.2	0.5	0.9	100.0	100.0	100.0

Note: Percents are row percentages within each Treatment category.

Totals may not sum to 100 due to rounding.

**Table A3-22**  
**Standard Mail Usefulness by Treatment**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Treatment	Usefulness											
	Useful			Interesting			Not Interesting			Objectionable		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Read	70.2	77.7	77.2	38.0	50.1	52.0	13.6	16.7	16.3	20.0	23.2	24.5
Looked at	15.9	8.4	7.9	43.8	29.1	26.9	39.0	26.8	25.9	30.1	17.5	16.9
Discarded	1.6	2.0	2.5	8.2	11.0	11.4	43.7	53.9	55.3	39.6	51.7	53.3
Set aside	11.7	11.6	12.1	9.4	9.4	9.4	3.2	2.3	2.3	8.2	6.3	4.3
Don't know/No answer	0.6	0.3	0.2	0.6	0.3	0.4	0.5	0.4	0.2	2.1	1.2	1.0
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

Note: Totals may not sum to 100 due to rounding.

**Table A3-23**  
**Standard Mail Treatment by Intended Response**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Treatment	Intended Response														
	Yes			No			Maybe			No Answer			Total		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Read by member of household	27.1	19.0	18.3	42.6	47.5	47.4	26.8	28.9	29.4	3.6	4.6	4.9	100.0	100.0	100.0
Read by more than one member of household ①	N/A	25.3	24.9	N/A	32.8	33.0	N/A	37.3	37.4	N/A	4.7	4.6	N/A	100.0	100.0
Looked at	4.9	2.7	2.3	77.9	81.9	82.5	14.1	10.7	9.5	3.1	4.7	5.7	100.0	100.0	100.0
Discarded	0.9	0.7	0.5	92.5	92.3	91.7	2.4	1.7	1.6	4.3	5.3	6.2	100.0	100.0	100.0
Set aside	15.4	10.5	8.7	35.3	34.3	33.6	46.2	51.2	54.0	3.0	4.0	3.8	100.0	100.0	100.0

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

Note: Percents are row percentages within each Treatment category.

Totals may not sum to 100 due to rounding.

**Table A3-24**  
**Standard Mail Intended Response by Treatment**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Treatment	Intended Response								
	Yes			No			Maybe		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Read by member of household	18.8	64.3	65.7	30.8	28.6	28.0	57.0	52.2	52.8
Read by more than one member of household ①	N/A	21.8	22.4	N/A	5.1	4.9	N/A	17.2	16.9
Looked at	9.8	4.7	4.1	38.9	25.0	23.9	20.7	9.8	8.4
Discarded	0.9	1.6	1.2	23.7	36.7	38.9	1.8	2.0	2.1
Set aside	9.0	7.1	6.3	5.1	4.1	4.0	19.7	18.5	19.5
Don't know/No answer	1.5	0.5	0.4	1.5	0.5	0.4	0.9	0.2	0.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

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

**Table A3-25**  
**Standard Mail Usefulness by Intended Response**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Usefulness	Intended Response								
	Yes			No			Maybe		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Useful	29.4	23.7	23.1	33.8	32.3	31.3	33.7	39.5	40.9
Interesting	6.2	4.1	3.2	72.6	76.2	76.1	17.9	16.4	16.5
Not interesting	1.3	1.2	0.8	92.2	90.9	90.5	3.0	2.9	2.9
Objectionable	3.7	1.6	1.8	83.6	82.4	84.5	9.0	9.1	6.2

Usefulness	Intended Response					
	Don't Know/No Answer			Total		
	1987	2001	2002	1987	2001	2002
Useful	3.2	4.5	4.7	100.0	100.0	100.0
Interesting	3.3	3.4	4.2	100.0	100.0	100.0
Not interesting	3.5	5.0	5.8	100.0	100.0	100.0
Objectionable	3.8	7.0	7.6	100.0	100.0	100.0

Note: Percents are row percentages within each Usefulness category.

Totals may not sum to 100 due to rounding.

**Table A3-26**  
**Standard Mail Intended Response by Usefulness**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Usefulness	Intended Response								
	Yes			No			Maybe		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Useful	83.3	88.8	90.5	23.9	21.6	20.2	69.8	79.3	80.1
Interesting	10.2	6.2	5.0	30.0	20.6	19.2	21.8	13.2	12.7
Not interesting	2.0	3.7	2.8	36.1	50.3	51.9	3.4	4.7	5.0
Objectionable	1.2	0.8	1.0	6.7	7.0	8.1	2.1	2.3	1.8
Don't know/No answer	3.2	0.5	0.7	3.3	0.6	0.6	2.9	0.4	0.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

**Table A3-27**  
**Standard Mail Pieces from Credit Card Industry**  
**Response to Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Previous customer	51.4	46.2	43.5	7.2	3.6	3.0	40.0	30.8	27.2	9.3	4.8	4.7
Organization known	28.4	24.1	15.6	7.9	2.3	1.7	17.7	11.7	5.4	5.6	2.6	1.0
Organization unknown	30.2	20.0	14.4	4.2	1.3	2.0	21.3	7.1	7.0	7.8	1.1	1.2

NOTE: Percentages represent row percentages within each familiarity category; these do not sum to 100 due to the inclusion of multiple questions in this table.

**Table A3-28**  
**Standard Mail Pieces from Insurance Companies**  
**Response to Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Previous customer	56.7	63.6	58.7	5.6	7.3	8.7	48.2	58.1	52.3	12.9	11.8	7.6
Organization known	31.1	26.1	23.3	6.7	3.9	3.5	20.8	16.4	11.9	5.4	3.0	2.7
Organization unknown	20.2	22.3	25.4	1.9	2.7	3.8	8.5	7.8	6.1	1.9	2.1	1.4

NOTE: Percentages represent row percentages within each familiarity category; these do not sum to 100 due to the inclusion of multiple questions in this table.

**Table A3-29**  
**Standard Mail Pieces from Department Stores**  
**Response to Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Previous customer	52.4	66.3	68.8	11.2	7.4	7.7	64.4	67.3	71.1	17.6	20.3	19.6
Organization known	25.5	36.0	31.1	6.4	4.0	5.5	23.4	19.6	18.9	6.0	2.8	5.0
Organization unknown ①	24.4	35.0	43.5	4.5	13.0	7.1	17.5	22.6	26.6	7.1	2.6	5.3

NOTE: Percentages represent row percentages within each familiarity category; these do not sum to 100 due to the inclusion of multiple questions in this table.

① Fluctuations may be due to small sample size.

**Table A3-30**  
**Standard Mail Pieces from Mail Order Companies**  
**Response to Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Previous customer	58.4	61.0	59.5	14.0	15.7	16.0	63.0	67.9	67.6	24.0	17.0	14.9
Organization known	32.3	40.8	35.7	10.3	11.9	13.6	26.8	31.8	27.1	6.5	3.9	3.4
Organization unknown	22.2	30.2	29.4	11.3	10.1	9.1	13.9	19.3	16.3	4.6	3.2	2.3

NOTE: Percentages represent row percentages within each familiarity category; these do not sum to 100 due to the inclusion of multiple questions in this table.

**Table A3-31**  
**Standard Mail Pieces from Publishers**  
**Response to Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Previous customer	65.1	61.6	64.6	8.7	7.6	6.7	54.5	52.4	51.3	27.9	17.7	20.1
Organization known	30.7	39.1	35.5	5.9	6.1	5.7	20.9	22.3	19.6	6.5	3.0	3.0
Organization unknown	27.2	29.4	30.6	9.4	5.4	6.2	16.0	14.0	15.8	6.5	3.2	4.1

NOTE: Percentages represent row percentages within each familiarity category; these do not sum to 100 due to the inclusion of multiple questions in this table.

**Table A3-32**  
**Standard Mail Treatment of Mail Piece by Shape**  
**(Percentage of Mail Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Treatment	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label Postcard			Postcard		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Read by member of household	44.5	37.1	33.3	44.0	40.2	37.7	30.8	25.8	25.7	50.1	41.7	41.4
Read by more than one member of household ①	N/A	5.8	5.4	N/A	7.3	7.4	N/A	5.0	5.4	N/A	8.8	8.8
Looked at	26.1	18.4	18.9	26.0	17.6	17.6	33.8	24.8	21.1	24.7	18.8	17.5
Discarded	15.3	29.1	32.5	13.8	23.4	23.5	19.6	31.4	35.0	15.7	23.6	24.7
Set aside	4.8	3.8	3.2	8.8	6.5	6.1	3.9	2.2	2.4	2.2	2.3	2.4
Don't know/No answer	9.3	5.7	6.6	7.4	4.9	7.6	11.9	10.9	10.4	7.4	4.8	5.2
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

Treatment	Catalog Not in Envelope			Flyers			Newspapers/Magazines			Total ②		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Read by member of household	42.9	37.3	36.9	40.8	34.9	37.1	30.1	35.9	32.1	41.5	36.9	35.4
Read by more than one member of household ①	N/A	12.6	11.8	N/A	10.1	11.0	N/A	15.9	15.2	N/A	9.2	9.1
Looked at	25.9	14.9	12.8	27.0	18.4	16.2	17.6	12.4	13.0	26.4	17.2	16.3
Discarded	9.7	14.5	15.6	15.1	22.9	22.2	9.4	14.6	14.3	14.0	22.3	23.7
Set aside	15.9	14.4	15.1	6.7	6.1	6.3	8.1	11.5	9.7	8.1	7.3	7.1
Don't know/No answer	5.6	6.3	7.8	10.5	7.5	7.2	34.9	9.6	15.7	10.0	7.0	8.5
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

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

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

Note: Totals may not sum to 100 due to rounding.

**Table A3-33**  
**Standard Mail Usefulness of Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Usefulness	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label Postcard			Postcard		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Useful	32.6	29.2	25.1	36.4	38.1	35.5	26.8	23.5	23.0	38.4	37.3	37.5
Interesting	21.3	12.5	11.1	27.4	16.0	15.0	16.3	10.1	10.2	20.1	13.4	11.3
Not interesting	29.0	44.1	47.2	21.1	33.9	34.7	34.7	48.3	48.3	27.7	39.6	40.5
Objectionable	5.7	8.1	9.5	5.8	6.5	6.8	7.5	7.0	7.4	4.9	4.9	5.1
Don't Know/No answer	11.5	6.1	7.1	9.2	5.5	7.9	14.7	11.0	11.1	8.9	4.8	5.6
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Usefulness	Catalog Not in Envelope			Flyers			Newspapers/ Magazines			Total ①		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Useful	53.8	54.8	53.5	44.7	43.1	46.4	33.3	56.0	50.2	40.2	40.9	39.2
Interesting	26.1	21.3	20.9	19.4	14.4	12.4	16.7	13.6	14.1	22.0	15.3	14.1
Not interesting	10.8	15.1	15.7	19.5	30.9	29.4	9.0	17.1	16.2	21.3	31.4	32.3
Objectionable	2.3	2.2	1.7	3.8	4.0	4.3	2.5	3.0	3.3	4.6	5.1	5.5
Don't Know/No answer	7.0	6.6	8.2	12.5	7.6	7.5	38.5	10.2	16.2	12.0	7.3	8.9
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

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

**Table A3-34**  
**Standard Mail Response to Advertising by Shape**  
**(If Mail Piece Contained Advertising or Request for Donation)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Response	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label Postcard			Postcard		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Yes	12.8	7.5	6.4	16.5	12.3	10.5	8.6	4.6	5.2	15.4	10.3	10.0
No	69.6	74.9	74.8	62.1	64.9	66.1	69.5	67.5	68.6	63.6	63.1	64.5
Maybe	13.1	10.2	9.7	16.7	15.9	14.6	10.5	8.4	7.4	13.6	16.5	15.1
No answer	4.5	7.4	9.2	4.8	6.9	8.8	11.4	19.4	18.8	7.4	10.1	10.4
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

Response	Catalog Not in Envelope			Flyers			Newspapers/ Magazines			Total ①		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Yes	16.1	12.0	10.7	15.6	12.0	13.1	10.2	11.1	9.5	14.6	10.7	9.8
No	46.6	46.9	46.1	54.2	55.4	52.6	44.3	50.9	45.9	58.6	59.8	59.5
Maybe	32.5	33.3	33.4	21.2	20.7	22.3	16.9	24.6	22.3	19.9	20.0	19.5
No answer	4.8	7.9	9.8	9.1	11.8	12.1	28.6	13.3	22.3	7.0	9.5	11.2
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

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

Note: Totals may not sum to 100 due to rounding.

**Table A3-35**  
**Standard Mail Percentage of Pieces Read Immediately**  
**and Set Aside by Shape and Familiarity With Organization**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Familiarity	Shape																	
	Letter Size Envelope						Larger Than Letter Size Envelope						Postcard					
	Read			Set Aside			Read			Set Aside			Read			Set Aside		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Previous customer	64.7	61.1	57.5	5.3	4.3	4.0	60.1	61.2	60.3	10.4	8.0	8.3	67.9	70.6	69.5	2.6	2.8	3.6
Organization known	34.6	29.3	23.6	5.8	2.6	2.8	30.3	36.5	28.6	6.2	3.9	3.4	38.3	37.5	39.4	2.1	1.8	0.7
Organization unknown	29.0	24.4	23.0	4.6	3.4	2.4	27.6	26.8	31.6	7.0	5.5	3.9	32.8	27.2	27.1	1.9	2.2	1.4

Familiarity	Shape																	
	Catalog Not in Envelope						Flyers						Newspapers/Magazines					
	Read			Set Aside			Read			Set Aside			Read			Set Aside		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Previous customer	53.1	60.8	61.0	17.6	16.3	17.4	57.0	60.9	63.8	8.0	7.3	8.0	56.3	66.9	64.2	15.7	13.5	13.9
Organization known	29.6	39.9	35.4	12.6	13.7	15.5	27.8	34.4	31.6	4.8	5.7	4.2	45.4	46.6	40.7	8.5	11.4	9.8
Organization unknown	20.8	31.9	30.7	15.1	11.9	12.0	24.5	26.8	28.6	5.9	3.9	3.7	21.9	31.7	32.8	5.6	8.0	4.4

NOTE: Percentages represent row percentages within each industry classification; these do not sum to 100 due to the inclusion of multiple questions in this table.

**Table A3-36**  
**Standard Mail Percentage of Pieces Eliciting**  
**Intended Response by Shape and Familiarity With Organization**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Familiarity	Shape								
	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Previous customer	20.3	16.1	16.1	22.7	13.8	11.2	20.3	7.9	8.2
Organization known	5.9	21.0	20.5	7.1	19.8	20.0	8.8	8.9	8.0
Organization unknown ①	5.0	25.5	32.3	5.2	22.8	14.7	3.6	6.8	6.1

Familiarity	Shape								
	Catalog Not In Envelope			Flyers			Newspapers/Magazines		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Previous customer	21.5	29.5	29.6	22.3	23.9	27.6	21.8	3.8	3.4
Organization known	6.4	26.3	28.6	4.6	15.1	16.8	0.0	4.6	2.9
Organization unknown ①	5.0	21.6	20.0	4.8	16.2	20.3	4.5	0.4	3.5

Note: Percents are row percentages within each familiarity classification.

Totals may not equal exactly 100% due to unreported categories.

① Fluctuations may be due to small sample sizes.

**Table A3-37**  
**Standard Mail Percentage of Pieces Found**  
**Useful by Shape and Familiarity With Organization**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Familiarity	Shape								
	Letter Size Envelope			Larger Than Letter Envelope			Postcard		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Previous customer	53.4	78.9	76.9	53.6	80.2	78.4	58.4	77.7	79.1
Organization known	22.8	11.0	10.3	19.8	11.1	8.1	28.3	11.9	11.2
Organization unknown	12.7	5.9	5.6	13.6	5.3	5.9	10.6	6.9	6.1

Familiarity	Shape								
	Catalog Not In Envelope			Flyers			Newspapers/Magazines		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Previous customer	70.5	80.9	83.1	66.6	80.0	81.3	67.4	80.9	81.1
Organization known	30.2	11.7	9.6	28.7	10.9	9.5	46.0	11.3	9.4
Organization unknown	18.9	5.1	4.3	16.3	4.7	4.9	25.9	3.9	2.2

NOTE: Percentages do not add up to 100% due to the exclusion of "missing".

**Table A3-38**  
**Standard Mail from Department Stores**  
**Reaction to Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Letter size envelope	53.3	55.7	56.7	2.5	5.6	4.9	37.4	41.2	42.5
Larger than Letter size envelope	45.8	57.2	50.2	10.2	4.7	3.2	40.8	35.8	42.7
Postcard	56.9	67.1	67.2	1.3	2.6	3.5	48.5	58.5	61.9
Catalog not in envelope	45.9	60.7	63.2	15.8	10.0	12.2	62.5	63.2	69.6
Flyers	42.4	58.0	62.8	6.1	6.7	6.1	51.2	61.0	65.1

Shape	Will Respond			Percentage of Pieces Received		
	1987	2001	2002	1987	2001	2002
Letter size envelope	12.3	11.8	14.7	8.8	8.8	7.2
Larger than Letter size envelope	10.9	13.9	9.5	3.6	5.2	5.1
Postcard	12.3	17.9	18.4	3.3	13.6	12.1
Catalog not in envelope	17.1	18.1	18.5	40.8	29.4	29.1
Flyers	15.4	17.3	17.6	42.5	36.5	40.0

NOTE: Percentages represent row percentages within each shape category; these do not sum to 100 due to the inclusion of multiple questions in this table.

**Table A3-39**  
**Standard Mail from Department Stores**  
**Reaction to Mail Piece by Familiarity and Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Previous customer:									
Catalogs Not In Envelope	68.0	76.6	80.4	70.7	72.2	75.6	18.4	21.1	20.1
Flyers	59.0	71.3	75.0	64.2	69.6	72.6	18.2	20.2	19.8
Organization known:									
Catalogs Not In Envelope	38.1	46.0	39.0	26.9	16.9	16.8	7.2	3.6	4.3
Flyers	24.0	35.3	39.1	22.9	24.1	22.1	4.7	2.0	5.5
Organization unknown: ①									
Catalogs Not In Envelope	23.5	55.1	53.0	20.6	26.3	45.9	13.7	3.3	11.5
Flyers	31.2	44.4	42.1	17.8	17.6	26.1	5.3	3.7	2.7

NOTE: Percentages represent row percentages within each familiarity and shape category; these do not sum to 100 due to the inclusion of multiple questions in this table.

① Fluctuations may be due to small sample sizes.

**Table A3-40**  
**Standard Mail from Mail Order Companies**  
**Reaction to Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Letter size envelope	42.7	50.4	45.9	4.1	4.7	4.4	29.9	32.9	32.2
Larger than Letter size envelope	48.2	51.2	45.9	10.4	7.2	4.6	41.1	38.7	34.2
Postcard ①	60.4	45.8	48.8	4.2	1.7	2.4	51.8	29.0	35.4
Catalog not in envelope	40.9	48.1	46.1	17.1	15.7	16.1	48.9	53.7	51.0
Flyers	39.8	40.1	42.3	7.8	7.8	4.6	32.9	32.0	33.5
Newspapers/Magazines ①	57.0	54.1	46.7	0.0	13.5	7.9	62.3	55.9	44.7

Shape	Will Respond			Percentage of Pieces Received		
	1987	2001	2002	1987	2001	2002
Letter size envelope	12.3	9.5	8.7	20.8	6.9	6.5
Larger than Letter size envelope	18.0	15.5	11.2	22.0	11.6	11.1
Postcard ①	18.6	6.2	7.7	0.8	1.4	0.9
Catalog not in envelope	15.8	10.7	9.5	48.5	66.8	72.1
Flyers	10.0	6.7	6.2	7.0	5.9	3.7
Newspapers/Magazines ①	19.8	9.5	9.8	0.2	2.5	1.9

NOTE: Percentages represent row percentages within each shape category; these do not sum to 100 due to the inclusion of multiple questions in this table.

① Fluctuations may be due to small sample size.

**Table A3-41**  
**Standard Mail from Mail Order Companies**  
**Reaction to Mail Piece by Familiarity and Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Previous customer:									
Letter size envelope	65.0	67.6	63.1	52.2	51.7	47.8	18.8	14.4	12.4
Larger than Letter Size Envelope	74.3	69.4	64.5	58.7	54.3	50.7	27.1	21.4	17.0
Catalog	74.9	78.7	78.3	70.3	72.4	71.5	25.1	16.7	14.7
Organization known:									
Letter size envelope	34.2	44.3	39.1	13.3	11.5	14.1	5.6	1.9	5.1
Larger than Letter Size Envelope	44.5	42.3	37.2	27.0	14.6	15.9	9.7	3.9	2.9
Catalog	44.6	55.7	51.9	31.5	36.9	30.2	6.7	4.4	3.4
Organization unknown:									
Letter size envelope ①	29.4	31.4	29.9	7.0	5.6	6.6	6.7	4.9	3.3
Larger than Letter Size Envelope	32.9	41.2	32.0	14.2	13.5	10.7	4.7	4.1	2.4
Catalog	36.8	43.7	41.6	17.7	24.1	19.4	3.5	3.4	2.3

NOTE: Percentages represent row percentages within each familiarity and shape category; these do not sum to 100 due to the inclusion of multiple questions in this table.

① Fluctuations may be due to small sample sizes.

**Table A3-42**  
**Standard Mail from Publishers**  
**Reaction to Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Letter size envelope	51.1	50.8	51.4	6.0	4.1	3.6	37.9	35.9	34.8
Larger than Letter size envelope	41.4	47.8	47.2	6.8	6.7	6.4	27.4	31.0	30.2
Postcard ①	45.2	35.3	41.6	5.9	0.0	2.7	30.4	16.8	17.1
Catalog not in envelope ①	40.8	38.7	44.4	16.3	13.7	11.6	48.2	38.3	34.7
Flyers	45.8	36.9	42.0	8.4	6.0	4.2	46.6	30.8	27.2
Newspapers/Magazines	27.2	49.6	40.6	7.6	8.6	7.7	28.8	50.8	41.7

Shape	Will Respond			Percentage of Pieces Received		
	1987	2001	2002	1987	2001	2002
Letter size envelope	21.0	12.6	16.2	26.5	36.1	35.2
Larger than Letter size envelope	16.6	14.9	13.9	34.1	26.5	24.0
Postcard ①	26.1	1.8	3.4	1.2	2.7	1.6
Catalog not in envelope ①	13.5	5.9	6.3	4.4	6.1	6.6
Flyers	16.3	5.7	8.8	20.4	8.6	9.6
Newspapers/Magazines	9.1	5.9	5.2	12.1	16.3	19.4

NOTE: Percentages represent row percentages within each shape category; these do not sum to 100 due to the inclusion of multiple questions in this table.

① Fluctuations may be due to small sample size.

**Table A3-43**  
**Standard Mail from Publishers**  
**Reaction to Mail Piece by Familiarity and Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Previous customer:									
Letter size envelope	77.2	66.4	69.1	54.1	49.0	48.5	31.9	18.5	24.1
Larger envelope	68.8	69.2	68.4	44.8	44.7	41.7	25.8	22.2	19.5
Catalog ①	78.7	72.6	81.2	72.7	59.1	63.3	22.1	20.5	22.3
Organization known:									
Letter size envelope	34.2	39.1	33.9	20.8	13.0	10.4	5.7	0.6	2.0
Larger envelope	31.3	48.4	38.3	13.3	19.2	15.6	7.7	6.3	6.2
Catalog ①	48.3	51.9	46.4	31.1	29.9	20.4	5.4	2.7	1.5
Organization unknown:									
Letter size envelope	31.3	34.0	31.0	13.5	12.5	11.1	3.7	2.2	2.1
Larger envelope	35.8	32.9	39.8	13.9	14.6	15.9	7.4	5.3	2.9
Catalog ①	46.0	35.8	43.1	16.7	9.9	20.5	6.9	2.7	2.0

NOTE: Percentages represent row percentages within each familiarity and shape category; these do not sum to 100 due to the inclusion of multiple questions in this table.

① Fluctuations may be due to small sample sizes.

**Table A3-44**  
**Standard Mail from Credit Card Companies**  
**Reaction to Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Letter size envelope	43.4	30.4	25.1	4.2	1.9	2.0	28.0	16.7	13.3
Larger than Letter size envelope	32.7	32.8	34.1	8.4	3.7	3.4	28.9	20.0	19.4
Postcard ①	25.1	46.0	60.4	0.0	6.0	1.5	9.9	30.7	46.1
Catalog not in envelope ①	43.8	58.9	55.1	21.3	6.7	2.3	45.9	53.1	49.2
Flyers ①	33.3	41.9	39.9	6.3	4.1	5.2	35.6	27.2	28.9

Shape	Will Respond			Percentage of Pieces Received		
	1987	2001	2002	1987	2001	2002
Letter size envelope	10.4	2.8	1.9	59.5	72.0	81.7
Larger than Letter size envelope	3.1	3.9	4.4	28.1	20.5	13.9
Postcard ①	0.0	5.1	14.8	0.4	2.5	1.0
Catalog not in envelope ①	3.2	5.1	15.5	3.1	0.7	0.5
Flyers ①	12.1	6.5	6.1	8.1	3.2	1.5

NOTE: Percentages represent row percentages within each shape category;  
these do not sum to 100 due to the inclusion of multiple questions in this table.

① Fluctuations may be due to small sample size.

**Table A3-45**  
**Standard Mail from Credit Card Companies**  
**Reaction to Mail Pieces by Familiarity and Shape<sup>①</sup>**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Previous customer:									
Letter size envelope	63.7	48.4	43.5	39.6	28.7	24.9	14.9	4.0	3.7
Larger than Letter size envelope	53.0	50.4	54.5	38.6	33.5	31.2	2.3	6.7	6.3
Organization known:									
Letter size envelope	37.9	23.7	17.1	18.7	10.6	5.2	7.0	2.5	0.8
Larger than Letter size envelope	32.8	32.2	18.7	12.9	13.0	7.2	3.0	2.0	3.2
Organization unknown:									
Letter size envelope	36.7	20.6	13.4	19.8	5.9	6.2	3.2	1.1	1.0
Larger than Letter size envelope	21.3	19.4	29.5	19.1	6.4	6.9	2.7	1.5	0.5

NOTE: Percentages represent row percentages within each familiarity and shape category; these do not sum to 100 due to the inclusion of multiple questions in this table.

① Fluctuations may be due to small sample sizes.

**Table A3-46**  
**Standard Mail from Insurance Companies**  
**Reaction to Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Letter size envelope	33.5	37.8	35.9	3.7	3.2	3.7	23.4	25.6	19.5
Larger than Letter size envelope	35.8	40.7	32.0	7.2	6.5	6.0	28.3	34.1	25.2
Postcard ①	64.3	46.2	45.2	0.0	4.0	0.6	38.0	33.3	31.9
Catalog not in envelope ①	41.6	71.6	53.9	14.6	11.6	35.3	34.1	64.7	62.5
Flyers ①	27.2	41.0	41.7	1.4	6.6	6.4	19.6	33.7	33.7
Newspapers/Magazines ①	49.1	49.4	32.4	14.1	12.8	20.3	14.1	62.6	54.1

Shape	Will Respond			Percentage of Pieces Received		
	1987	2001	2002	1987	2001	2002
Letter size envelope	6.1	5.1	4.0	66.8	55.3	52.9
Larger than Letter size envelope	7.2	5.5	3.4	19.9	22.9	25.8
Postcard ①	41.7	10.1	5.9	0.7	3.9	3.3
Catalog not in envelope ①	0.0	10.4	15.6	1.4	0.8	0.6
Flyers ①	5.2	3.8	2.2	10.2	10.9	11.2
Newspapers/Magazines ①	0.0	7.0	2.2	0.5	4.7	3.6

NOTE: Percentages represent row percentages within each shape category;  
these do not sum to 100 due to the inclusion of multiple questions in this table.

① Fluctuations may be due to small sample size.

**Table A3-47**  
**Standard Mail from Insurance Companies**  
**Reaction to Mail Pieces by Familiarity and Shape<sup>①</sup>**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Previous customer:									
Letter size envelope	59.7	70.9	65.7	46.3	53.8	43.9	12.2	13.6	9.2
Larger than Letter size envelope	69.6	72.7	68.0	49.5	60.1	55.0	11.3	10.0	5.5
Organization known:									
Letter size envelope	37.4	27.6	27.5	19.1	14.6	12.8	4.3	1.8	3.7
Larger than Letter size envelope	39.4	31.6	25.0	29.5	23.1	10.1	10.1	6.6	0.8
Organization unknown:									
Letter size envelope	22.2	23.5	31.9	8.6	7.0	4.8	2.0	0.0	3.4
Larger than Letter size envelope	25.3	27.3	22.9	11.9	6.2	10.3	3.2	0.0	0.0

NOTE: Percentages represent row percentages within each familiarity and shape category; these do not sum to 100 due to the inclusion of multiple questions in this table.

① Fluctuations may be due to small sample sizes.

**Table A3-48a**  
**Standard Mail Reaction by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Industry	Read Immediately			Set Aside			Found Useful			Will Respond ①		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Financial:												
Credit card	39.5	32.0	27.2	6.1	2.5	2.3	29.3	18.5	15.0	8.3	3.2	2.5
Bank	38.8	43.2	37.4	4.0	3.5	4.3	31.1	30.1	24.8	8.1	5.3	3.8
Securities broker	40.4	53.8	48.7	11.7	11.2	14.8	42.5	64.7	61.9	8.4	6.0	8.7
Money Market ②	45.6	52.3	50.9	5.4	6.2	14.3	53.7	46.6	59.9	1.9	17.8	6.5
Insurance Company	33.9	39.9	36.1	4.3	4.9	5.2	24.6	30.7	25.0	6.4	5.3	3.7
Real Estate/Mortgage	29.3	30.7	33.9	3.1	2.0	1.7	21.3	19.7	18.9	2.7	3.9	2.3
Total Financial	37.2	38.0	33.4	5.3	4.2	4.4	29.5	28.1	23.8	7.3	4.3	3.2
Merchants:												
Supermarkets	40.3	51.1	56.8	5.8	6.1	7.3	52.2	51.5	58.7	26.8	28.7	29.3
Department store	45.3	60.2	62.4	9.7	7.1	7.3	53.9	58.8	62.7	15.6	17.4	17.3
Mail order company	42.9	48.7	46.0	12.0	13.0	13.1	41.9	48.8	46.7	15.3	11.4	9.8
Specialty store	40.1	52.1	53.0	8.6	8.9	8.5	43.4	53.4	53.3	14.4	14.1	13.9
Publisher	43.1	47.3	46.8	7.5	6.3	5.8	35.3	36.0	34.4	17.1	11.1	12.2
Land promotion ②	26.3	38.8	34.0	4.1	4.5	4.0	7.7	27.7	16.0	4.1	1.8	3.0
Restaurant	49.9	50.0	56.1	3.4	4.3	6.8	51.9	47.2	56.6	19.5	18.0	22.9
Consumer packaged goods	63.4	49.1	48.1	5.6	5.6	4.5	59.1	43.8	38.5	32.1	14.9	14.4
Auto dealers	37.3	46.2	47.4	3.2	2.5	5.0	32.6	35.7	32.9	8.7	8.1	4.9
Mall ②	22.4	50.0	55.5	14.2	0.0	0.0	45.3	50.0	23.8	9.4	0.0	6.1
Total Merchants	43.5	51.4	50.8	9.1	9.5	9.7	44.1	49.3	49.0	16.3	13.7	12.9

① Of pieces containing an advertisement or request for funds.

② Fluctuations may be due to small sample sizes.

**Table A3-48b**  
**Standard Mail Reaction by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Industry	Read Immediately			Set Aside			Found Useful			Will Respond ①		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Services:												
Telephone	49.9	42.2	41.5	5.7	2.8	2.1	46.6	29.6	25.4	14.4	4.4	5.2
Other Utilities ②	49.9	66.0	62.2	7.2	5.5	4.7	56.4	55.1	50.8	11.6	17.6	14.7
Medical	44.3	48.8	49.9	5.2	6.5	5.1	41.0	42.8	42.4	6.8	13.7	9.9
Other professional ②	53.2	44.9	42.5	6.4	6.9	3.8	42.4	37.2	35.3	12.2	6.2	5.1
Leisure service	41.6	52.4	56.1	8.1	5.9	6.0	36.9	43.6	49.6	7.8	9.2	10.5
Cable TV	51.5	42.0	40.3	9.2	3.0	2.2	43.7	29.6	22.2	8.4	7.8	2.8
Computer	40.5	41.2	38.7	7.2	6.0	5.4	39.8	31.6	27.4	12.5	5.2	4.1
Total Services	44.1	46.2	45.3	6.5	5.0	4.3	38.0	36.3	35.0	9.6	7.8	7.3
Federal Government	N/A	63.3	55.7	N/A	10.3	12.3	N/A	60.0	58.4	N/A	27.6	21.3
Nonfederal Government	48.7	58.9	58.2	15.6	11.4	11.0	57.6	59.5	60.7	18.6	17.5	13.2
Social/Charitable/Political:												
Union/professional ②	49.5	60.9	59.3	7.6	5.5	6.6	55.9	51.7	51.0	11.3	9.6	8.8
Church	51.8	63.8	46.7	3.6	5.5	9.7	39.7	55.4	50.4	6.6	11.4	7.1
Veterans	N/A	59.6	47.3	N/A	5.2	15.9	N/A	48.3	36.3	N/A	12.2	18.4
Educational	46.4	51.0	46.2	5.4	6.3	8.7	40.0	42.6	38.7	6.3	5.0	3.9
Charities	53.1	44.0	47.9	0.6	6.2	1.4	29.7	33.9	25.4	8.6	8.7	16.0
Political	37.5	38.8	43.2	8.1	7.8	5.0	27.6	32.3	36.8	13.0	21.9	12.5
AARP ②	59.4	48.9	37.2	7.0	2.3	4.9	57.1	36.0	31.2	37.9	4.6	4.6
Total Social/Charitable/Political	45.2	48.8	47.5	6.4	6.5	7.1	37.8	40.5	40.5	9.2	9.1	8.7

① Of pieces containing an advertisement or request for funds.

② Fluctuations may be due to small sample sizes.

**Table A3-49**  
**Standard Mail Reaction to Mail Pieces by Income**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment and Diary Data)**

Income	Read Immediately						Set Aside					
	Percent			Pieces Per Household Per Week			Percent			Pieces Per Household Per Week		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Under \$7K	43.0	45.9	50.6	1.6	2.4	3.2	18.8	8.5	5.1	0.3	0.4	0.3
\$7K - \$9.9K	41.0	52.1	36.4	2.1	3.8	1.9	18.8	8.0	7.6	0.3	0.6	0.4
\$10K - \$14.9K	45.0	46.7	50.4	2.6	2.8	3.2	11.9	8.2	5.8	0.5	0.5	0.4
\$15K - \$19.9K	45.0	47.7	45.2	2.9	3.7	2.7	9.4	8.6	5.5	0.6	0.7	0.3
\$20K - \$24.9K	42.5	54.4	48.6	2.8	4.6	3.7	8.5	4.7	6.6	0.6	0.4	0.5
\$25K - \$29.9K	44.2	49.0	47.0	3.5	4.3	4.0	8.0	6.8	7.0	0.6	0.6	0.6
\$30K - \$34.9K	41.4			3.6			8.3			0.7		
\$35K - \$49.9K	41.4	44.9	46.7	3.9	4.7	4.6	7.5	8.0	6.9	0.8	0.8	0.7
\$50K - \$64.9K	41.1	46.4	44.1	4.4	5.7	4.9	7.0	7.7	7.8	0.8	0.9	0.9
\$65K - \$79.9K	40.4	44.9	43.2	6.1	5.9	5.7	6.7	6.1	8.1	1.5	0.8	1.1
\$80K - \$99.9K	31.4	44.0	45.5	4.4	7.0	6.7	8.9	6.8	7.7	1.3	1.1	1.1
\$100K +	34.5	41.4	38.9	5.3	7.9	7.0	6.0	7.1	7.1	1.2	1.4	1.3

Income	Found Useful						Will Respond ①					
	Percent			Pieces Per Household Per Week			Percent			Pieces Per Household Per Week		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Under \$7K	36.0	34.7	29.7	1.4	1.8	1.9	17.5	14.0	15.4	0.5	0.6	0.8
\$7K - \$9.9K	37.1	43.4	24.2	1.9	3.1	1.3	12.6	13.1	9.2	0.5	0.7	0.4
\$10K - \$14.9K	39.6	37.8	40.4	2.3	2.3	2.6	17.7	12.3	12.5	0.8	0.6	0.7
\$15K - \$19.9K	41.9	40.1	33.7	2.7	3.1	2.0	15.3	12.7	10.9	0.8	0.8	0.5
\$20K - \$24.9K	42.8	43.7	39.6	2.8	3.7	3.0	15.6	10.4	11.3	0.9	0.8	0.7
\$25K - \$29.9K	40.4	41.0	37.3	3.2	3.6	3.2	14.8	12.0	9.7	1.0	0.9	0.7
\$30K - \$34.9K	40.4			3.5			14.8			1.1		
\$35K - \$49.9K	41.9	40.4	39.4	4.0	4.2	3.9	14.8	11.0	11.3	1.1	1.0	1.0
\$50K - \$64.9K	42.2	41.6	38.8	4.6	5.1	4.3	14.8	11.2	9.4	1.3	1.2	0.9
\$65K - \$79.9K	40.5	39.7	39.9	6.1	5.2	5.3	11.1	10.0	9.7	1.4	1.1	1.1
\$80K - \$99.9K	34.7	41.5	42.7	4.9	6.6	6.3	10.9	10.6	10.1	1.3	1.5	1.3
\$100K +	32.0	41.7	39.4	4.9	8.0	7.1	10.1	9.0	8.3	1.3	1.5	1.3

NOTE: Percentages represent row percentages within each income classification; these do not sum to 100 due to the inclusion of multiple questions in this table.

2001/2002 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.

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

**Table A3-50**  
**Standard Mail Reaction to Mail Piece by Age of Head of Household**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment and Diary Data)**

Age of Head of Household	Read Immediately						Set Aside					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
18 - 21 ②	46.9	40.5	43.8	1.8	1.7	2.5	10.3	11.7	4.7	0.4	0.5	0.3
22 - 24 ②	35.6	48.4	28.8	1.1	3.0	2.3	6.9	3.8	5.6	0.2	0.2	0.4
25 - 34	40.4	41.8	44.7	2.7	3.8	3.8	8.4	6.0	6.4	0.6	0.5	0.5
35 - 44	39.9	44.0	43.5	3.3	5.2	4.7	7.8	8.6	7.6	0.6	1.0	0.8
45 - 54	39.6	46.5	45.2	3.5	6.0	5.7	7.8	6.4	7.4	0.7	0.8	0.9
55 - 64	45.0	45.0	45.1	4.4	5.6	6.0	9.2	8.2	7.8	0.9	1.0	1.0
65 - 69	42.5	52.8	44.8	3.5	7.6	5.5	7.4	6.8	7.6	0.6	1.0	0.9
70+	43.8	49.0	46.1	3.4	6.1	5.1	7.3	7.3	6.4	0.6	0.9	0.7

Age of Head of Household	Found Useful						Will Respond ①					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
18 - 21 ②	53.5	40.3	32.0	2.1	1.7	1.8	16.5	16.2	7.0	0.5	0.5	0.3
22 - 24 ②	35.7	37.0	27.4	1.1	2.3	2.2	17.5	15.6	5.3	0.5	0.8	0.4
25 - 34	42.7	37.7	37.4	2.8	3.4	3.2	15.9	10.2	10.0	0.9	0.8	0.7
35 - 44	40.8	41.5	40.1	3.4	4.9	4.4	16.1	9.9	10.0	1.1	1.0	0.9
45 - 54	38.8	41.7	41.1	3.4	5.3	5.2	13.0	10.5	10.1	0.9	1.2	1.1
55 - 64	41.2	41.2	41.3	4.0	5.1	5.4	12.7	10.8	9.5	1.0	1.2	1.1
65 - 69	38.1	42.6	38.5	3.1	6.1	4.8	13.2	11.1	10.3	0.9	1.4	1.1
70+	37.6	41.3	37.4	2.9	5.1	4.1	14.8	11.0	10.0	0.9	1.1	0.9

NOTE: Percentages represent row percentages within each age cohort classification; these do not sum to 100 due to the inclusion of multiple questions in this table.

① Of pieces containing an advertisement or request for funds.

② Fluctuations 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, 2001 and 2002**  
**(Recruitment and Diary Data)**

Education of Head of Household	Read Immediately						Set Aside					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Less than 8th grade ①	43.7	55.0	52.8	2.2	3.4	3.8	7.8	6.5	5.3	0.4	0.4	0.4
Some High School	46.4	52.5	42.8	2.6	4.5	3.1	6.9	6.9	5.9	0.4	0.6	0.4
High School	44.4	50.9	47.7	3.1	4.5	4.7	7.3	7.4	6.8	0.5	0.7	0.7
Some college	41.6	45.9	44.7	3.3	4.8	5.0	7.9	7.7	7.9	0.6	0.8	0.9
Professional or Technical school	41.2	48.1	41.8	3.2	4.5	4.2	9.5	7.6	7.9	0.7	0.7	0.8
College Graduate	37.7	44.2	42.1	3.7	6.0	5.9	9.3	7.0	7.3	0.9	1.0	1.0
Post graduate	37.3	42.2	41.2	4.4	6.3	7.0	8.9	7.1	7.4	1.0	1.1	1.3

Education of Head of Household	Found Useful						Will Respond ②					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Less than 8th grade ①	35.5	35.7	36.8	1.8	2.2	2.6	14.6	20.1	12.2	0.6	1.0	0.7
Some High School	40.5	43.8	34.0	2.3	3.8	2.5	13.4	12.6	9.3	0.6	0.9	0.6
High School	40.0	41.8	38.8	2.8	3.7	3.8	15.1	11.6	10.4	0.9	0.9	0.9
Some college	41.1	41.4	40.4	3.3	4.3	4.5	15.6	11.7	9.8	1.0	1.1	0.9
Professional or Technical school	40.0	42.0	36.6	3.1	3.9	3.7	15.7	9.5	9.1	1.0	0.8	0.8
College Graduate	40.5	40.8	40.4	4.0	5.5	5.7	13.4	10.2	9.8	1.1	1.2	1.2
Post graduate	40.6	39.6	40.7	4.8	5.9	7.0	14.1	8.9	8.4	1.4	1.2	1.3

NOTE: Percentages represent row percentages within each educational attainment classification; these do not sum to 100 due to the inclusion of multiple questions in this table.

①Fluctuations may be due to small sample sizes.

②Of pieces containing an advertisement or request for funds.

**Table A3-52**  
**Standard Mail Users of Reply Envelopes by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Industry	BRM			CRM			Combined BRM/CRM		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Financial:									
Credit cards	9.1	28.6	31.9	2.8	7.2	7.4	6.1	19.7	22.8
Bank	4.8	4.5	4.8	1.6	3.0	2.6	3.2	3.9	4.0
Securities	2.4	2.4	2.0	0.7	0.6	0.6	1.6	1.7	1.5
Money market	0.3	0.3	0.1	0.1	0.3	0.1	0.2	0.3	0.1
Insurance company	12.7	10.0	11.0	2.3	2.5	2.8	7.8	6.9	7.9
Real Estate/Mortgage	1.1	1.0	0.9	0.3	0.5	0.3	0.7	0.8	0.7
Other financial	0.5	0.3	0.2	0.3	0.3	0.2	0.5	0.3	0.2
Total Financial	30.9	47.1	50.8	8.1	14.5	14.1	20.1	33.5	37.1
Merchants:									
Supermarkets	0.2	0.2	0.1	0.2	0.1	0.1	0.3	0.2	0.1
Department store	5.6	2.6	1.8	4.0	3.0	2.6	5.1	2.8	2.1
Mail order	19.0	13.5	13.0	46.8	51.8	52.8	31.6	29.5	27.8
Specialty store	3.4	1.5	1.3	6.8	4.1	3.2	5.0	2.6	2.0
Publisher	22.1	17.5	15.8	21.1	12.1	13.1	21.4	15.3	14.8
Land promotion	0.4	0.2	0.1	0.1	0.1	0.0	0.3	0.1	0.1
Restaurant	0.1	0.1	0.0	0.0	0.1	0.0	0.1	0.1	0.0
Consumer packaged goods	0.9	1.9	2.0	0.5	1.4	1.1	0.8	1.7	1.7
Auto dealers	0.3	0.1	0.0	0.1	0.0	0.0	0.2	0.1	0.0
Service stations	0.0	0.2	0.1	0.0	0.1	0.0	0.0	0.1	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	0.4	0.3	2.1	0.5	0.3	1.4	0.5	0.3
Total Merchants	53.1	38.2	34.6	81.7	73.3	73.3	66.2	52.8	49.0
Services:									
Telephone	2.3	0.9	1.2	0.4	0.8	1.0	1.4	0.9	1.1
Other utilities	0.2	0.5	0.5	0.1	0.5	0.5	0.2	0.5	0.5
Medical	0.6	1.3	1.0	0.2	1.1	0.9	0.4	1.2	1.0
Other professional	0.6	0.4	0.3	0.3	0.2	0.2	0.4	0.4	0.2
Leisure service	1.9	3.0	2.1	1.0	1.8	1.2	1.4	2.5	1.8
Cable TV	0.6	0.2	0.1	0.5	0.4	0.3	0.6	0.3	0.2
Computer	0.5	0.8	0.7	0.2	0.3	0.2	0.4	0.6	0.5
Craftsman	0.6	0.0	0.1	0.1	0.0	0.0	0.3	0.0	0.0
Other services	2.4	2.8	3.0	1.0	1.2	1.4	1.8	2.2	2.4
Total Services	9.7	10.0	9.0	3.8	6.4	5.7	6.9	8.5	7.7
Federal Government	N/A	0.6	0.6	N/A	0.9	1.2	N/A	0.7	0.8
Nonfederal Government	0.3	0.2	0.2	0.9	0.9	0.7	0.6	0.5	0.4
Total Social/Charitable/ Political/Nonprofit:	2.9	3.5	4.5	1.9	3.3	4.5	2.5	3.4	4.5
Don't know/No answer	0.3	0.4	0.4	0.6	0.8	0.5	0.4	0.6	0.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	1.5	2.3	2.3	1.3	1.7	1.4	2.7	3.9	3.7

Note: Totals may not sum to 100 due to rounding.

**Table A3-53a**  
**Standard Mail Industry Usage of Reply Mail**  
**(Percentage of Pieces from Each Industry That Contain Reply Mail)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Industry	Business Reply			Courtesy Reply		
	1987	2001	2002	1987	2001	2002
Financial:						
Credit card	57.8	62.8	63.7	15.4	11.3	8.8
Bank	36.1	25.4	28.2	10.4	12.1	8.9
Securities Broker	40.6	24.2	20.6	11.0	4.4	3.7
Money market ①	42.9	20.1	7.0	13.3	12.2	5.9
Insurance	62.7	48.0	52.2	10.1	8.7	7.9
Real Estate/Mortgage	19.1	16.9	13.8	4.1	6.9	3.1
Total Financial	48.7	45.9	47.6	11.1	10.1	7.8
Merchants:						
Supermarkets	1.1	2.0	1.7	0.8	1.0	1.2
Department store	7.0	5.5	4.4	4.4	4.6	3.7
Mail order	21.9	13.8	13.5	47.2	37.8	32.8
Specialty store	6.9	3.7	3.5	12.1	7.5	5.0
Publisher	30.2	46.7	44.1	25.2	22.9	21.7
Land promotion ①	11.5	16.7	8.6	2.7	7.9	1.3
Restaurant	2.1	3.2	0.2	0.6	1.4	0.7
Consumer packaged goods	10.4	19.0	22.8	5.3	9.8	7.6
Auto Dealers	8.9	4.8	2.0	2.5	0.5	0.7
Service stations ①	1.7	11.9	5.1	0.5	4.2	1.3
Mall ①	0.0	0.0	0.0	0.0	0.0	0.0
Total Merchants	15.8	15.0	14.3	21.3	21.3	18.9
Services:						
Telephone	53.1	7.5	10.5	9.0	4.5	5.4
Other utilities ①	24.7	17.8	22.8	9.4	13.3	14.0
Medical	13.2	18.1	13.9	4.0	11.2	7.5
Other professional ①	26.2	13.9	11.4	12.6	5.5	4.7
Leisure service	21.2	16.5	14.5	10.2	7.2	4.9
Cable TV	11.5	3.9	2.3	8.9	5.4	3.6
Computer	41.9	13.0	13.2	15.5	3.3	2.1
Craftsman ①	60.7	14.0	17.3	6.4	0.0	3.3
Total Services	26.8	15.1	15.2	9.3	6.9	5.7
Federal Government	N/A	20.0	17.7	N/A	23.1	21.3
Nonfederal Government	5.7	4.5	4.8	14.4	12.6	8.6
Social/Charitable/Social/Nonprofit	18.0	15.1	18.9	10.4	10.1	11.3
Total Nonhousehold Mail Received by Households	18.7	20.0	20.9	16.4	14.5	12.4
Total Pieces Per Household Per Week	1.5	2.3	2.3	1.3	1.7	1.4

① Fluctuations may be due to small sample sizes.

Note: Percents are row percentages within each Industry classification.

**Table A3-53b**  
**Standard Mail Industry Usage of Reply Mail**  
**(Percentage of Pieces From Each Industry That Contain Reply Mail)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Industry	No Reply Mail			Don't Know/ No Answer			Total		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Financial:									
Credit card	20.7	23.3	24.1	6.1	2.7	3.4	100.0	100.0	100.0
Bank	45.8	59.8	58.9	7.7	2.7	4.1	100.0	100.0	100.0
Securities Broker	40.8	66.4	72.2	7.7	5.1	3.6	100.0	100.0	100.0
Money market ①	36.0	64.1	84.9	7.8	3.6	2.2	100.0	100.0	100.0
Insurance	20.6	40.0	36.4	6.7	3.3	3.5	100.0	100.0	100.0
Real Estate/Mortgage	71.2	74.5	81.3	5.6	1.7	1.8	100.0	100.0	100.0
Total Financial	33.4	41.0	41.1	6.8	3.1	3.4	100.0	100.0	100.0
Merchants:									
Supermarkets	87.6	93.5	94.6	10.5	3.4	2.6	100.0	100.0	100.0
Department store	82.5	87.1	88.9	6.1	2.8	3.1	100.0	100.0	100.0
Mail order	25.1	43.1	46.5	5.9	5.3	7.2	100.0	100.0	100.0
Specialty store	74.8	85.2	86.8	6.2	3.5	4.8	100.0	100.0	100.0
Publisher	33.7	26.1	26.4	10.9	4.3	7.9	100.0	100.0	100.0
Land promotion ①	79.8	72.6	89.4	5.9	2.8	0.7	100.0	100.0	100.0
Restaurant	90.1	94.6	98.3	7.2	0.8	0.8	100.0	100.0	100.0
Consumer packaged goods	78.5	68.7	66.1	5.7	2.5	3.5	100.0	100.0	100.0
Auto Dealers	76.9	92.7	94.0	11.7	1.9	3.3	100.0	100.0	100.0
Service stations ①	90.9	83.9	90.1	6.9	0.0	3.5	100.0	100.0	100.0
Mall ①	91.3	100.0	95.4	8.7	0.0	4.6	100.0	100.0	100.0
Total Merchants	55.3	59.5	60.9	7.6	4.2	5.8	100.0	100.0	100.0
Services:									
Telephone	31.8	84.5	81.9	6.2	3.5	2.2	100.0	100.0	100.0
Other utilities ①	52.6	66.3	60.9	13.4	2.6	2.2	100.0	100.0	100.0
Medical	78.6	66.8	74.5	4.2	3.9	4.1	100.0	100.0	100.0
Other professional ①	55.7	79.3	81.6	5.5	1.3	2.4	100.0	100.0	100.0
Leisure service	62.5	72.6	77.7	6.1	3.7	3.0	100.0	100.0	100.0
Cable TV	72.8	88.8	91.6	6.7	1.8	2.5	100.0	100.0	100.0
Computer	36.6	80.3	82.3	5.9	3.4	2.4	100.0	100.0	100.0
Craftsman ①	30.5	79.7	79.4	2.4	6.2	0.0	100.0	100.0	100.0
Total Services	57.3	74.6	76.0	6.5	3.4	3.0	100.0	100.0	100.0
Federal Government	N/A	55.0	56.5	N/A	1.9	4.5	N/A	100.0	100.0
Nonfederal Government	74.7	80.9	82.4	5.2	2.0	4.3	100.0	100.0	100.0
Social/Charitable/Social/Nonprofit	62.7	72.2	66.9	9.0	2.5	2.9	100.0	100.0	100.0
Total Nonhousehold Mail Received by Households	56.5	61.0	61.2	8.4	4.5	5.4	100.0	100.0	100.0
Total Pieces Per Household Per Week	4.4	7.0	6.8	0.7	0.5	0.6	5.1	11.4	11.1

① Fluctuations may be due to small sample sizes.

**Table A3-54**  
**Standard Mail 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, 2001 and 2002**  
**(Diary Data)**

Industry	Response Rate for Pieces with Business Reply Enclosures			Response Rate for Pieces with Courtesy Reply Enclosures		
	1987	2001	2002	1987	2001	2002
Credit card	8.9	3.2	1.6	7.0	2.5	7.6
Department store	11.6	7.3	5.3	24.9	19.0	16.3
Mail order	10.3	9.0	8.1	17.4	14.3	12.6
Publisher	14.3	8.6	9.9	23.4	21.3	24.0

**Table A3-55**  
**Standard Mail Reaction to Mail Piece by Addressee**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Type of Address	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Addressed to specific household members	44.9	48.9	46.5	8.7	7.8	7.7	40.1	43.0	40.8	14.4	10.9	9.9
Addressed to occupant/resident	35.7	37.5	39.1	7.1	5.4	5.4	40.3	34.9	35.0	14.9	10.1	9.5

NOTE: Percentages represent row percentages within each shape category;  
these do not sum to 100 due to the inclusion of multiple questions in this table.

**Table A3-56**  
**Standard Mail Reaction to Pieces from Department Stores by Addressee**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Type of Address	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Addressed to specific household members	48.1	62.5	62.8	9.8	7.4	8.0	56.9	60.0	64.0	15.4	17.7	17.7
Addressed to occupant/resident	39.4	54.1	61.3	9.9	6.0	4.6	48.1	55.9	57.9	16.3	16.7	15.8

NOTE: Percentages represent row percentages within each address category; these do not sum to 100 due to the inclusion of multiple questions in this table.

**Table A3-57**  
**Standard Mail Reaction to Pieces from Publishers by Addressee**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Type of Address	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Addressed to specific household members	46.2	49.4	49.2	7.3	6.3	6.2	35.1	37.2	35.9	18.1	11.8	13.3
Addressed to occupant/resident	37.7	34.7	38.6	8.8	6.4	4.3	38.5	29.7	29.6	14.0	6.0	6.6

NOTE: Percentages represent row percentages within each address category; these do not sum to 100 due to the inclusion of multiple questions in this table.

**Table A3-58**  
**Number of Mail Order Purchases Within the Last Year by Income**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment Data)**

Number of Purchases	Under \$7K ②			\$7K - \$9.9K ②			\$10K - \$14.9K			\$15K - \$19.9K		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
0	64.7	71.9	67.9	55.7	78.0	73.8	48.4	70.5	68.5	43.0	63.2	65.9
1 - 2	16.5	13.6	14.5	18.0	9.8	7.7	15.9	12.0	12.3	22.3	14.3	13.1
3 - 5	11.4	6.0	8.7	18.9	5.0	10.7	20.4	8.3	10.7	21.2	11.7	11.5
6 - 10	3.3	3.9	6.8	5.1	3.2	5.9	7.4	4.9	4.9	9.4	5.0	4.9
11 - 15	1.6	1.8	0.6	1.6	1.3	1.0	4.4	1.7	0.6	2.5	1.3	2.3
16 - 30	1.8	1.2	0.8	0.5	0.0	0.4	1.2	0.8	1.5	0.9	1.1	1.1
31 +	0.2	0.0	0.7	0.3	0.6	0.0	0.5	0.2	0.7	0.3	0.6	1.0
Don't know/No answer	0.5	1.6	0.0	0.0	2.1	0.4	1.8	1.5	0.8	0.5	2.7	0.2
Total Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Number of Purchases	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
0	41.8	61.4	57.2	39.0	58.0	53.8	34.4	58.0	53.8	28.7	55.1	48.1
1 - 2	21.3	15.5	17.5	19.4	13.4	17.1	21.9	13.4	17.1	22.5	13.7	16.8
3 - 5	20.6	12.3	13.1	21.9	16.1	13.8	19.2	16.1	13.8	25.4	16.9	18.2
6 - 10	8.0	6.1	7.3	11.6	6.9	8.8	13.8	6.9	8.8	11.7	8.0	10.9
11 - 15	2.4	1.9	2.8	4.1	1.9	2.3	4.6	1.9	2.3	5.3	2.8	3.0
16 - 30	2.9	0.7	1.3	3.1	1.7	2.0	3.9	1.7	2.0	3.5	2.0	2.1
31 +	0.5	0.4	0.4	0.6	0.5	0.9	0.7	0.5	0.9	0.8	0.4	0.6
Don't know/No answer	2.5	1.7	0.3	0.3	1.6	1.4	1.5	1.6	1.4	1.9	1.1	0.4
Total Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Number of Purchases	\$50K - \$64.9K			\$65K - Over			Total ①		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
0	29.4	50.1	47.2	33.5	44.4	41.9	42.2	57.5	52.3
1 - 2	19.7	17.1	19.0	11.6	14.8	14.3	19.6	13.4	15.0
3 - 5	19.6	17.1	16.2	21.3	16.9	18.5	19.5	13.4	15.1
6 - 10	13.4	8.9	9.3	18.8	11.4	12.7	10.0	7.7	9.4
11 - 15	8.8	2.6	3.4	7.9	5.4	5.4	3.9	2.9	3.4
16 - 30	4.8	2.2	3.1	5.0	4.0	4.4	2.5	2.4	2.8
31 +	3.3	0.6	1.0	0.3	1.5	1.8	0.7	0.7	1.1
Don't know/No answer	1.1	1.4	0.8	1.5	1.6	1.0	1.4	2.0	1.0
Total Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

①Includes pieces for which no response was given for household income.

②Fluctuations may be due to small sample sizes.

Note: 2001/2002 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.

Totals may not sum to 100 due to rounding.

**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, 2001 and 2002**  
**(Recruitment Data)**

Number of Purchases	< 8th Grade ②			Some High School ②			High School			Some College		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
0	65.5	79.8	66.2	53.9	67.5	62.3	41.7	62.9	56.8	38.0	55.6	48.7
1 - 2	14.8	5.8	10.5	16.8	9.9	14.8	22.5	13.1	14.8	20.7	13.9	16.5
3 - 5	10.7	6.4	12.5	17.2	10.1	9.9	19.0	12.5	14.8	22.0	14.3	14.2
6 - 10	4.7	2.3	3.0	6.1	4.8	7.7	9.1	5.8	7.4	11.1	8.3	11.5
11 - 15	2.9	2.9	3.2	2.4	2.0	2.1	4.1	2.1	2.3	2.7	2.8	4.0
16 - 30	0.5	1.6	1.7	1.1	1.7	0.9	2.4	1.3	2.3	2.8	2.7	2.6
31 +	0.2	0.8	0.8	0.5	0.4	1.7	0.6	0.5	0.8	0.5	0.6	1.1
Don't know/No answer	0.7	0.6	2.1	2.1	3.5	0.5	0.8	1.7	0.8	2.1	1.8	1.4
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

Number of Purchases	Technical School			College			Post Graduate			Total ①		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
0	37.2	53.1	47.4	38.0	52.6	45.3	27.0	45.9	39.5	42.2	57.5	52.3
1 - 2	16.3	11.7	17.0	18.5	14.6	14.1	19.5	15.7	16.0	19.6	13.4	15.0
3 - 5	20.2	12.6	16.1	21.8	14.9	18.7	22.7	14.5	18.9	19.5	13.4	15.1
6 - 10	12.8	13.5	10.7	11.9	8.9	12.1	16.4	10.9	12.7	10.0	7.7	9.4
11 - 15	6.2	2.0	3.3	4.1	3.5	4.3	7.2	5.0	5.5	3.9	2.9	3.4
16 - 30	3.7	3.9	3.6	2.6	2.8	3.5	5.2	4.3	5.4	2.5	2.4	2.8
31 +	2.6	1.0	1.1	0.9	0.7	1.1	1.1	1.8	1.2	0.7	0.7	1.1
Don't know/No answer	1.2	2.3	0.7	2.1	1.9	0.9	1.3	1.8	0.8	1.4	2.0	1.0
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

①Includes pieces for which no response was given for educational attainment.

②Fluctuations may be due to small sample sizes.

Note: Totals may not sum to 100 due to rounding.

**Table A3-60**  
**Number of Mail Order Purchases Within the Last Year by Age of Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment Data)**

Number of Purchases	18 - 24			25 - 34			35 - 44			45 - 54		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
0	51.8	68.1	68.2	36.1	59.3	58.3	39.2	56.9	49.6	41.0	51.4	46.1
1 - 2	21.7	13.8	11.3	22.2	15.7	14.9	19.0	13.7	17.2	21.4	14.0	15.9
3 - 5	17.6	10.7	8.8	23.3	13.0	14.7	19.8	13.5	16.2	17.8	15.2	16.4
6 - 10	2.8	4.2	8.4	10.4	6.1	6.8	11.4	8.7	8.9	9.1	8.7	11.3
11 - 15	1.7	1.0	0.9	2.9	1.9	2.1	5.0	2.8	3.5	5.5	3.8	4.7
16 - 30	2.3	0.6	1.4	2.3	2.1	1.8	3.3	2.1	3.0	3.2	3.3	3.5
31 +	0.7	0.2	0.0	0.9	0.6	0.7	1.1	0.8	1.0	0.8	1.1	1.3
Don't know/No answer	1.1	1.4	1.0	1.9	1.2	0.8	1.4	1.6	0.6	1.2	2.6	0.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Number of Purchases	55 - 64			65 - 69			70 +			Total ①		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
0	40.2	54.2	48.6	47.5	54.7	54.8	53.8	66.3	58.6	42.2	57.5	52.3
1 - 2	15.7	13.5	14.0	19.7	11.9	14.3	17.5	10.1	13.1	19.6	13.4	15.0
3 - 5	19.8	14.9	16.6	17.3	15.2	13.3	15.8	9.6	13.2	19.5	13.4	15.1
6 - 10	13.1	9.0	10.8	10.2	7.8	8.6	8.3	6.5	8.8	10.0	7.7	9.4
11 - 15	4.9	3.1	3.5	3.5	3.6	3.6	2.8	3.1	2.7	3.9	2.9	3.4
16 - 30	3.5	2.9	3.7	0.7	2.0	2.8	1.2	2.1	1.6	2.5	2.4	2.8
31 +	0.9	0.7	1.5	0.3	1.5	0.9	0.0	0.2	0.8	0.7	0.7	1.1
Don't know/No answer	2.0	1.7	1.2	1.1	3.3	1.7	2.3	2.1	1.2	1.4	2.0	1.0
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

①Includes pieces for which no response was given for age.

Note: Totals may not sum to 100 due to rounding.

**Table A3-61**  
**Number of Mail Order Purchases Within the Last Year by Number of Adults**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment Data)**

Number of Purchases	1			2			3			4+		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
0	55.0	66.0	61.8	38.5	55.5	50.1	42.3	49.8	47.4	31.4	51.8	48.3
1 - 2	18.1	12.8	14.1	20.0	13.6	15.4	20.2	13.9	15.5	20.6	12.6	11.7
3 - 5	16.7	10.3	12.0	20.4	14.5	15.7	17.5	15.2	16.3	24.9	14.2	18.9
6 - 10	6.5	5.5	6.2	11.5	8.3	10.2	9.9	10.1	11.7	9.4	7.9	9.0
11 - 15	2.3	2.0	2.6	4.1	3.1	3.5	4.7	3.6	3.8	6.8	4.3	4.4
16 - 30	1.0	1.9	2.0	2.9	2.3	2.9	3.2	3.5	3.0	2.9	3.7	3.5
31 +	0.1	0.5	0.7	1.0	0.8	1.1	0.5	0.9	0.8	1.3	1.8	2.1
Don't know/No answer	0.4	1.0	0.5	1.7	2.0	1.0	1.6	3.0	1.5	2.7	3.7	2.1
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

Note: Totals may not sum to 100 due to rounding.

**Table A3-62**  
**Standard Mail Pieces Received from Mail Order Companies by**  
**Number of Mail Order Purchases Made Within the Last Year**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment and Diary Data)**

Mail Order Purchases	Pieces Per Household Per Week		
	1987	2001	2002
0	0.6	1.3	1.3
1	1.1	1.6	1.5
2	1.2	1.4	1.6
3 - 5	1.6	1.9	2.4
6 - 10	2.3	3.1	3.2
11 +	3.1	4.8	5.0

**Table A3-63**  
**Standard Mail 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, 2001 and 2002**  
**(Recruitment and Diary Data)**

Mail Order Purchases	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
0	40.4	49.3	44.5	8.4	13.4	12.8	34.2	47.8	42.7	12.5	11.4	9.3
1 - 2	40.8	46.4	43.1	11.4	13.2	13.2	36.6	45.6	42.0	15.1	11.2	9.4
3 - 5	45.7	46.4	45.6	13.5	11.8	13.2	45.8	46.4	45.1	15.8	11.1	9.4
6 - 10	44.6	50.2	49.4	14.9	11.3	12.3	46.2	51.6	52.0	15.8	11.0	12.0
11 +	42.0	49.3	47.4	11.8	14.5	14.8	45.5	52.8	53.3	16.9	12.0	9.4

NOTE: Percentages represent row percentages within each shape category;  
these do not sum to 100 due to the inclusion of multiple questions in this table.

**Table A3-64**  
**Standard Mail Available Response Media**  
**(For Mail Piece Containing Advertising or Request for Donations)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Response Media	Percentage of Pieces		
	1987	2001	2002
Mail			
Mail only	37.5	23.5	20.0
Mail + phone	11.2	10.2	10.6
Mail + in-person	2.0	0.7	1.0
Mail + fax machine	N/A	0.1	0.1
Mail + internet	N/A	1.5	2.1
Mail + phone + in-person	9.0	2.2	1.9
Mail + phone + fax machine	N/A	2.4	1.6
Mail + phone + internet	N/A	5.9	8.2
Mail + in-person + internet	N/A	0.2	0.2
Mail + fax machine + internet	N/A	0.1	0.1
Mail + phone + in-person + fax machine	N/A	0.3	0.3
Mail + in-person + fax machine	N/A	0.0	0.0
Mail + phone + in-person + internet	N/A	1.5	2.3
Mail + phone + fax machine + internet	N/A	5.6	6.6
Mail + in-person + fax machine + internet	N/A	0.0	0.0
Mail + phone + in-person + fax machine + internet	N/A	1.8	1.6
Total Possible Mail Response	59.7	56.1	56.7
Phone:			
Phone only	5.1	9.9	9.1
Phone + in-person	4.0	4.0	5.2
Phone + fax machine	N/A	0.3	0.2
Phone + internet	N/A	3.6	4.5
Phone + in-person + fax machine	N/A	0.1	0.2
Phone + in-person + internet	N/A	2.3	3.9
Store:			
At a store only	29.7	18.6	15.9
At a store + fax machine	N/A	0.0	0.0
At a store + internet	N/A	1.4	1.8
At a store + fax machine + internet	N/A	0.0	0.0
Fax machine only	N/A	0.1	0.0
Fax machine + internet	N/A	0.0	0.0
Internet only	N/A	1.1	0.8
Don't know/No response	N/A	2.5	1.6
Total	100.0	100.0	100.0
Total Pieces Per Household Per Week	6.3	9.6	9.4

Note: Estimates for 2001/2002 based on Advertising Pieces only.  
Totals may not sum to 100 due to rounding.

**Table A3-65**  
**Standard Mail Available Response Media from Major Industries**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Response Media	Department Store			Mail Order			Publisher		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Mail only	9.3	6.6	4.2	59.6	20.8	17.0	68.0	64.9	55.2
Mail + phone	4.4	4.0	2.8	31.8	16.4	13.0	5.6	8.0	8.8
Mail + in-person	2.3	1.4	2.8	0.6	0.3	0.2	0.8	0.3	0.4
Mail + fax machine	N/A	0.0	0.0	N/A	0.1	0.2	N/A	0.2	0.3
Mail + internet	N/A	0.2	0.2	N/A	2.4	3.1	N/A	3.5	6.4
Mail + phone + in-person	19.9	4.2	4.5	4.0	1.0	0.4	8.5	1.1	1.6
Mail + phone + fax machine	N/A	0.6	0.3	N/A	6.9	4.8	N/A	1.3	0.8
Mail + phone + internet	N/A	1.6	1.7	N/A	14.5	20.9	N/A	3.4	4.3
Mail + in-person + internet	N/A	0.5	0.7	N/A	0.1	0.1	N/A	0.0	0.2
Mail + fax machine + internet	N/A	0.0	0.0	N/A	0.1	0.3	N/A	0.0	0.1
Mail + phone + in-person + fax machine	N/A	0.5	0.5	N/A	0.4	0.2	N/A	0.1	0.1
Mail + in-person + fax machine	N/A	0.0	0.1	N/A	0.0	0.0	N/A	0.0	0.0
Mail + phone + in-person + internet	N/A	3.0	5.1	N/A	1.0	1.0	N/A	0.4	0.9
Mail + phone + fax machine + internet	N/A	1.1	1.0	N/A	18.9	23.4	N/A	2.7	2.5
Mail + in-person + fax machine + internet	N/A	0.0	0.0	N/A	0.1	0.1	N/A	0.0	0.0
Mail + phone + in-person + fax machine + internet	N/A	2.0	1.8	N/A	2.5	1.8	N/A	1.0	1.0
Total Possible Mail Response	35.9	25.7	25.7	96.0	85.6	86.6	82.9	86.8	82.9
Phone only	2.9	3.4	1.9	2.1	6.0	5.0	2.0	4.1	3.1
Phone + in-person	7.0	6.9	8.0	0.6	0.3	0.2	2.9	1.7	3.0
Phone + fax machine	N/A	0.0	0.0	N/A	0.7	0.4	N/A	0.1	0.1
Phone + internet	N/A	1.6	1.5	N/A	4.1	5.4	N/A	0.6	1.4
Phone + in-person + fax machine	N/A	0.1	0.3	N/A	0.0	0.0	N/A	0.1	0.2
Phone + in-person + internet	N/A	5.3	7.9	N/A	0.3	0.3	N/A	1.0	2.3
At a store only	54.2	49.9	48.6	1.3	0.6	0.3	12.3	2.7	3.9
At a store + fax machine	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0
At a store + internet	N/A	5.3	5.2	N/A	0.1	0.1	N/A	0.1	0.4
At a store + fax machine + internet	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0
Fax machine only	N/A	0.1	0.0	N/A	0.1	0.0	N/A	0.0	0.0
Fax machine + internet	N/A	0.4	0.2	N/A	0.1	0.0	N/A	0.0	0.0
Internet only	N/A	1.3	0.6	N/A	0.9	0.8	N/A	0.4	0.5
Don't know/No response	N/A	0.0	0.0	N/A	1.4	0.8	N/A	2.5	2.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

**Table A3-66**  
**Standard Mail Intended Response Medium**  
**to Pieces from the Mail Order Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Industry	1987	2001	2002
Mail	82.4	38.8	37.5
Phone	13.3	49.0	47.4
In-Person	2.9	1.5	1.2
Other	0.2	8.4	11.1
Don't know/No answer	1.2	2.3	2.9
Total	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

**Table A3-67**  
**Unaddressed Mail Received**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Industry	Percent of Unaddressed Mail Received by Households		
	1987	2001	2002
Financial:			
Credit card	0.2	0.6	0.8
Bank	0.2	0.5	0.6
Securities broker	0.1	0.0	0.0
Money market	0.0	0.1	0.1
Insurance company	0.9	2.1	2.2
Real estate/Mortgage	0.6	0.3	0.4
Other financial	0.0	0.1	0.0
Total Financial	2.1	3.6	4.2
Merchants:			
Supermarkets	22.1	28.6	30.1
Department store	20.9	13.4	11.3
Mail order company	1.5	2.1	2.2
Other store	25.1	14.8	16.0
Publisher	4.6	10.8	11.6
Land promotion company	0.2	0.1	0.2
Restaurant	6.7	8.5	8.2
Consumer packaged goods	0.6	1.7	1.4
Auto dealers	0.9	1.2	1.1
Service stations	0.9	2.4	2.0
Mall	0.2	0.0	0.0
Other merchants	2.1	2.0	1.5
Total Merchants	90.0	85.7	85.7
Services:			
Telephone	0.0	1.2	1.6
Other utilities	0.1	0.1	0.1
Medical	1.6	1.8	2.4
Other professional	0.7	0.2	0.2
Leisure service	0.5	1.0	0.5
Cable TV	0.1	1.0	0.9
Computer	0.0	0.4	0.2
Craftsman	0.5	0.0	0.1
Other services	2.1	2.5	1.9
Total Services	5.6	8.1	8.0
Federal Government	N/A	0.2	0.2
Nonfederal Government	0.2	0.1	0.2
Total Social/Charitable/Political/Nonprofit	1.3	1.6	1.4
Don't know/No answer	0.8	0.6	0.4
Total	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

**Table A3-68**  
**Unaddressed Mail Received Reaction**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Treatment	Percent of Mail Pieces		
	1987	2001	2002
Read by member of household	29.3	25.3	27.9
Read by more than one member of household ①	N/A	7.2	9.0
Looked at	24.0	18.5	15.8
Discarded	20.0	32.2	31.8
Set aside	3.9	3.4	3.7
Don't know/No answer	22.7	13.4	11.9
Total	100.0	100.0	100.0

Usefulness	Percent of Mail Pieces		
	1987	2001	2002
Useful	33.9	34.1	37.9
Interesting	16.9	9.0	8.8
Not interesting	21.6	35.9	34.7
Objectionable	4.4	7.0	6.5
Don't know/No answer	23.2	13.9	12.2
Total	100.0	100.0	100.0

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

Note: Totals may not sum to 100 due to rounding.

**Table A3-69**  
**Unaddressed Mail Received Response to Bundled Flyers by Industry**  
**(Percentage of Mail Received by Households)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Industry	Read Immediately			Found Useful		
	1987	2001	2002	1987	2001	2002
Financial:						
Bank ①	18.9	25.3	38.8	11.2	10.7	7.7
Insurance company	12.5	10.8	11.3	7.7	9.5	8.7
Real estate/Mortgage ①	13.3	27.5	35.5	9.0	15.8	10.1
Total Financial	16.1	14.9	19.2	10.1	10.3	8.7
Merchants:						
Supermarkets	37.7	34.2	36.6	46.8	49.1	52.7
Department store	33.9	27.5	31.0	39.8	38.5	39.7
Mail order company	18.5	13.0	10.8	19.0	11.8	12.3
Specialty store	24.6	17.3	21.7	28.4	27.5	31.5
Publisher	33.6	20.6	22.6	39.9	29.8	32.4
Restaurant	31.6	26.4	28.2	33.3	33.7	44.6
Consumer packaged goods ①	17.4	13.3	31.0	15.0	20.7	36.3
Auto dealers ①	0.8	16.9	9.5	2.8	19.4	11.8
Service stations	17.9	20.2	21.3	20.4	20.6	25.8
Total Merchants	27.1	26.0	28.8	35.7	36.7	40.8
Services:						
Medical ①	12.6	18.0	29.9	10.6	20.1	32.0
Other professional ①	17.3	10.6	2.2	17.0	19.3	13.8
Leisure service ①	26.0	25.7	30.9	30.9	19.4	24.1
Craftsman ①	22.9	0.0	0.0	10.4	0.0	22.1
Total Services	17.1	19.8	27.6	15.9	19.6	29.4
Total Social/Charitable/Social/Nonprofit	29.0	23.5	33.1	25.9	28.7	28.6

Note: Percentages are row percentages within each Industry classification.

① Fluctuations may be due to small sample sizes.

**Table A3-70**  
**Nonprofit Standard Mail Received by Households by Shape**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Shape	Percentage of Nonprofit Standard Mail Received by Households			Pieces Per Household Per Week		
	1987	2001	2002	1987	2001	2002
Envelopes:						
Letter size envelope	37.2	28.9	29.9	0.9	0.8	0.8
Larger envelope	9.5	10.6	11.6	0.2	0.3	0.3
Total Envelope	46.6	39.5	41.4	1.1	1.0	1.0
Postcard	2.1	3.5	4.4	0.1	0.1	0.1
Catalog (not in envelope)	4.4	2.6	2.9	0.1	0.1	0.1
Flyers/Circulars	20.4	12.4	12.0	0.5	0.3	0.3
Magazines/Newsletters	3.9	6.4	7.2	0.1	0.2	0.2
Other	0.3	0.6	0.8	0.0	0.0	0.0
Don't know/No answer	1.4	1.3	1.2	0.0	0.0	0.0
Total Pieces Received by Households	79.6	66.3	69.9	1.9	1.8	1.8

Base: RPW Total, Nonprofit Rate Bulk: Work-Share and Enhanced Carrier Route.

**Table A3-71**  
**Nonprofit Standard Mail Industry by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Industry	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard			Catalog Not In Envelope		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Medical	29.1	25.2	22.5	10.0	8.3	11.7	7.4	8.2	12.7	10.0	2.8	3.2
Union or professional ①	37.9	38.1	36.5	12.1	15.0	17.8	3.2	5.1	4.6	4.8	3.4	3.7
Church	43.4	41.9	43.9	8.6	10.5	14.9	2.3	7.1	6.8	3.0	1.3	1.8
Veterans ①	48.9	42.0	43.6	11.3	33.6	32.0	6.5	12.6	10.1	6.7	0.7	1.3
Educational	27.3	25.7	21.4	9.0	8.8	8.1	1.8	6.9	9.0	12.2	10.8	10.1
Charities	80.1	64.7	63.8	9.3	20.9	20.6	1.5	2.2	3.2	1.2	1.4	1.5
Political ①	28.9	32.5	51.1	13.6	13.2	20.5	3.0	6.4	4.4	0.6	0.9	0.4
AARP ①	79.3	66.2	51.5	11.0	23.8	39.7	4.2	0.0	0.0	0.9	0.0	0.0
Museum ①	49.0	28.1	28.3	14.9	14.3	9.4	5.9	5.0	9.2	19.7	21.6	20.9
Nonprofit publication	30.6	46.0	45.0	28.6	15.5	16.8	1.9	5.2	6.2	5.1	3.5	3.5

Industry	Flyers			Newspapers/Magazines			Total		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Medical	35.2	31.1	27.3	4.9	23.3	21.8	100.0	100.0	100.0
Union or professional ①	33.6	23.2	19.7	6.5	14.9	16.1	100.0	100.0	100.0
Church	35.9	23.1	18.9	5.6	15.1	12.8	100.0	100.0	100.0
Veterans ①	18.1	3.9	2.7	5.6	5.5	7.8	100.0	100.0	100.0
Educational	44.8	30.9	32.4	3.9	15.0	17.2	100.0	100.0	100.0
Charities	6.9	6.1	6.7	0.5	3.5	2.9	100.0	100.0	100.0
Political ①	52.6	44.1	20.0	0.7	1.5	3.2	100.0	100.0	100.0
AARP ①	2.7	3.7	5.4	2.0	6.2	3.0	100.0	100.0	100.0
Museum ①	8.9	23.1	27.4	0.5	5.1	4.7	100.0	100.0	100.0
Nonprofit publication	11.4	18.9	17.1	19.7	9.6	10.1	100.0	100.0	100.0

NOTE: Totals may not equal exactly 100% due to unreported categories; Percentages are row percentages within Industry classification.

**Table A3-72**  
**Nonprofit Standard Mail by Content by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Industry	Advertising			Fund Request			Other			Don't Know/ No Answer			Total		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Medical professional	27.5	34.6	37.1	18.0	19.3	20.6	43.0	42.3	37.9	11.4	3.8	4.4	100.0	100.0	100.0
Union or professional ①	28.5	31.4	30.0	21.3	34.2	34.4	40.8	32.4	32.6	9.4	2.0	3.0	100.0	100.0	100.0
Church	14.7	16.7	20.3	30.5	36.6	42.4	44.8	42.0	32.5	10.0	4.7	4.8	100.0	100.0	100.0
Veterans ①	18.4	10.4	12.3	42.7	73.3	68.2	31.4	13.5	12.9	7.6	2.8	6.5	100.0	100.0	100.0
Educational	35.6	39.7	43.7	14.7	19.2	15.0	41.6	37.2	38.4	8.0	3.9	2.9	100.0	100.0	100.0
Charities	7.7	7.8	6.1	79.3	80.9	82.7	6.8	7.4	7.9	6.2	3.9	3.4	100.0	100.0	100.0
Political ①	4.3	3.6	4.2	28.1	36.9	62.3	56.2	55.2	28.0	11.4	4.3	5.5	100.0	100.0	100.0
AARP ①	65.8	48.6	65.2	7.6	25.7	14.6	13.9	11.7	12.8	12.7	14.1	7.4	100.0	100.0	100.0
Museum ①	60.5	57.8	56.8	16.9	14.1	17.3	15.7	24.3	19.8	6.9	3.8	6.0	100.0	100.0	100.0
Nonprofit publication	62.4	18.9	21.0	3.7	50.6	50.8	19.0	26.5	24.2	14.9	4.0	4.0	100.0	100.0	100.0
Total Mail Received by Households	26.3	24.7	26.2	34.0	44.6	44.3	29.4	24.8	23.4	10.3	5.9	6.1	100.0	100.0	100.0

Note: Percentages are row percentages within Industry classification.

① Fluctuations may be due to small sample sizes.

**Table A3-73**  
**Nonprofit Standard Mail Pieces Received Per Household Per Week**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment and Diary Data)**

Income	1987	2001	2002
< \$7K	0.8	1.0	0.6
\$ 7K - \$9.9K	1.3	1.0	1.0
\$ 10K - \$14.9K	1.4	1.0	1.3
\$ 15K - \$19.9K	1.7	1.1	1.0
\$ 20K - \$24.9K	1.6	1.7	1.6
\$ 25K - \$29.9K	1.8	1.2	1.5
\$ 30K - \$34.9K	2.2		
\$ 35K - \$49.9K	2.3	1.5	1.5
\$ 50K - \$64.9K	2.6	1.7	1.7
\$ 65K - Over	3.8	2.4	2.2
Age of Head of Household	1987	2001	2002
18 - 24	0.5	0.4	0.8
25 - 34	1.1	0.8	0.8
35 - 44	1.8	1.4	1.3
45 - 54	2.3	1.9	1.9
55 - 64	2.5	1.8	2.0
65 - 69	2.8	2.5	2.4
70+	2.6	3.1	3.1
Education of Head of Household	1987	2001	2002
< 8th grade	1.1	1.7	1.0
Some High School	1.3	1.6	1.1
High School	1.5	1.3	1.5
Some College	1.8	1.5	1.6
Technical School	1.8	1.4	1.6
College	2.3	2.1	2.3
Post graduate	4.3	2.5	3.3
Type of Household	1987	2001	2002
One-person household	1.6	1.7	1.8
Male	1.2	1.3	1.4
Female	1.8	2.0	2.0
One adult + minors ①	1.0	0.9	1.4
Male ①	1.0	1.2	1.7
Female ①	1.0	0.8	1.3
More than one adult without children	2.3	2.0	2.1
One-earner	2.3	2.1	2.7
Two-earner	1.9	1.7	1.7
More than one adult with children	1.8	1.5	1.3
One-earner	1.6	1.4	1.1
Two-earner	2.0	1.5	1.3

Employment of Respondent	1987	2001	2002
White collar professional	2.5	1.9	1.9
White collar sales/clerical	1.3	1.1	1.2
White collar craftsmen/mechanic	1.0	1.5	1.8
Service Worker	1.1	0.7	0.8
Other employed	1.2	1.0	1.0
Homemaker	1.8	0.6	0.6
Student	1.2	1.0	0.6
Retired	2.3	2.9	2.9
Other not employed	0.5	1.6	1.0
Type of Dwelling	1987	2001	2002
Single-family house	2.3	2.0	1.9
Apartment	1.0	1.2	1.1
Mobile house	1.2	1.0	1.1
Group quarters ①	2.6	0.7	1.2
Number of Adults	1987	2001	2002
1	1.5	1.6	1.7
2	2.0	1.8	1.8
3	2.2	2.0	1.6
4+	2.4	2.0	1.7

① Fluctuations may be due to small sample sizes.

Note: 2001/2002 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

**Table A3-74**  
**Percent of Nonprofit Standard Mail Containing a Request for**  
**Donations by Age of Head of Household**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment and Diary Data)**

Age Cohort	Percent			Pieces Per Household Per Week		
	1987	2001	2002	1987	2001	2002
18 - 24 ①	41.6	18.7	33.0	0.2	0.1	0.3
25 - 34	28.6	35.3	33.2	0.3	0.3	0.3
35 - 44	27.5	35.9	37.0	0.5	0.5	0.5
45 - 54	33.7	40.4	40.1	0.8	0.7	0.8
55 - 64	34.4	45.5	46.6	0.9	0.8	0.9
65 - 69	39.3	52.6	48.5	1.1	1.3	1.1
70+	40.7	52.7	52.6	1.1	1.7	1.6

① Fluctuations may be due to small sample sizes.

**Table A3-75**  
**Nonprofit Standard Mail Treatment of Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Treatment	Previous Customer			Organization Known			Organization Not Known			Total ①		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Read by member of household	68.0	56.0	54.3	36.4	35.0	31.1	24.7	28.6	25.5	49.5	44.1	41.7
Read by more than one member of household ②	N/A	12.4	13.8	N/A	5.6	6.2	N/A	3.4	6.0	N/A	8.9	10.2
Looked at	17.0	13.0	12.6	24.6	25.6	26.7	35.7	22.6	24.3	21.3	16.1	16.1
Discarded	4.5	9.5	10.0	20.3	27.7	29.8	29.9	39.5	39.1	10.5	16.5	16.6
Set Aside	9.0	8.7	8.9	7.6	5.7	5.8	8.5	5.1	4.9	7.6	7.0	7.1
Don't know/No answer	1.5	0.5	0.4	1.2	0.4	0.4	1.3	0.8	0.2	11.0	7.4	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

① 1987 Estimates Include pieces for which no response was given for familiarity with institution.

② This code was not presented in household diaries prior to 1992.

Note: Totals may not sum to 100 due to rounding.

**Table A3-76**  
**Nonprofit Standard Mail Response to Advertising by Familiarity With Organization ①**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Response	Previous Customer			Organization Known			Organization Not Known			Total ②		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Yes	28.0	24.5	19.4	6.8	5.1	3.7	5.2	4.9	3.2	18.0	16.2	12.9
No	43.3	45.4	47.6	74.0	75.1	77.4	76.8	79.0	81.9	55.2	56.5	57.4
Maybe	20.9	24.3	25.5	10.6	13.8	11.4	9.4	9.2	6.2	16.5	18.9	18.6
No Answer	7.8	5.8	7.5	8.7	6.1	7.4	8.5	6.9	8.7	10.4	8.4	11.1
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
Pieces Per Household Per Week	0.6	1.0	1.0	0.3	0.4	0.4	0.2	0.2	0.2	1.1	1.6	1.5

①Restricted to Advertisements or Request for Donation from One Organization Only

②1987 Estimates Include pieces for which no response was given for familiarity with institution.

Note: Totals may not sum to 100 due to rounding.

**Table A3-77**  
**Nonprofit Standard Mail Treatment of Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Treatment	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard			Catalog Not in Envelope		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Read by member of household	48.9	46.2	42.7	49.1	44.8	42.7	61.1	51.0	47.3	43.2	34.7	36.8
Read by more than one member of household ①	N/A	5.7	6.6	N/A	6.4	7.7	N/A	13.9	13.6	N/A	12.9	12.0
Looked at	22.8	17.3	17.6	23.1	18.8	20.5	12.7	12.4	14.5	24.9	19.6	14.3
Discarded	11.2	18.4	19.5	9.6	17.1	16.3	13.2	15.7	17.5	10.9	16.9	17.7
Set Aside	6.6	5.5	5.5	9.0	8.5	6.1	2.1	2.0	3.4	14.4	12.7	14.5
Don't know/No answer	10.5	6.9	8.0	9.3	4.4	6.8	10.9	5.0	3.7	6.5	3.2	4.7
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Treatment	Flyers			Newspapers/ Magazines			Total		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Read by member of household	54.2	41.8	41.8	38.5	43.9	40.6	49.5	44.1	41.7
Read by more than one member of household ①	N/A	13.7	16.0	N/A	15.9	17.6	N/A	8.9	10.2
Looked at	21.1	15.4	14.0	11.1	10.9	10.1	21.3	16.1	16.1
Discarded	11.2	16.4	14.7	5.9	10.5	10.1	10.5	16.5	16.6
Set Aside	6.8	7.1	7.1	13.4	12.8	14.6	7.6	7.0	7.1
Don't know/No answer	6.7	5.6	6.4	31.2	5.9	7.0	11.0	7.4	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

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

Note: Totals may not sum to 100 due to rounding.

**Table A3-78**  
**Nonprofit Standard Mail Usefulness of Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Usefulness	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard			Catalog Not In Envelope		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Useful	35.9	39.5	36.0	41.6	40.2	37.6	44.5	45.4	45.3	56.6	52.9	51.4
Interesting	24.7	18.2	20.0	27.7	22.2	21.1	22.1	16.6	15.8	21.2	21.7	19.0
Not Interesting	20.8	28.2	29.9	15.0	26.4	28.0	15.9	27.7	31.6	10.7	17.4	23.6
Objectionable	4.9	6.2	5.6	3.6	5.1	5.3	5.1	4.7	3.2	3.4	4.1	1.2
Don't know/No answer	13.8	8.0	8.5	12.1	6.0	8.0	12.4	5.6	3.9	8.0	3.8	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

Usefulness	Flyers			Newspapers/ Magazines			Total		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Useful	56.6	49.9	54.6	45.9	64.7	63.4	43.8	44.3	43.2
Interesting	18.7	17.7	16.1	14.1	14.2	15.8	22.4	18.1	18.4
Not Interesting	13.7	22.5	20.1	5.5	11.7	11.5	16.4	24.2	25.3
Objectionable	2.7	3.9	2.7	2.1	2.9	1.8	3.8	5.0	4.2
Don't know/No answer	8.3	6.0	6.5	32.4	6.5	7.5	13.5	8.3	8.9
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

**Table A3-79**  
**Nonprofit Standard Mail Response to Advertising by Shape**  
**(If Mail Piece Contained Advertising or Request for Donation)**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Response	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard ②			Catalog Not In Envelope ②		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Yes	19.7	17.8	15.5	17.6	18.4	13.8	14.6	10.2	5.5	18.2	12.9	9.8
No	52.0	56.5	59.1	60.0	55.9	60.0	59.3	54.1	51.2	52.0	53.0	47.4
Maybe	16.8	19.0	17.5	15.1	20.0	19.3	19.9	16.2	17.3	24.1	23.0	27.7
No Answer	11.5	6.7	7.9	7.4	5.7	6.9	6.3	19.5	26.1	5.9	11.2	15.0
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
Pieces Per Household Per Week	0.7	0.8	0.8	0.2	0.3	0.3	0.0	0.1	0.1	0.1	0.1	0.1

Response	Flyers			Newspapers/ Magazines ②			Total ①		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Yes	12.6	11.1	8.0	9.8	10.2	7.1	18.0	16.2	12.9
No	64.5	60.2	56.1	54.3	57.5	52.7	55.2	56.5	57.4
Maybe	13.6	16.7	17.5	13.6	19.9	20.7	16.5	18.9	18.6
No Answer	9.3	12.0	18.4	22.3	12.4	19.5	10.4	8.4	11.1
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	0.3	0.3	0.0	0.2	0.2	1.2	1.7	1.7

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

② Fluctuations may be due to small sample sizes.

Note: Totals may not sum to 100 due to rounding.

**Table A3-80**  
**Nonprofit Standard Mail Reaction by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Industry	Percent											
	Read Immediately			Set Aside			Found Useful			Will Respond ①②		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Medical	46.3	55.7	52.0	8.1	6.9	7.6	46.1	47.7	47.1	13.4	8.8	8.2
Union/Professional	50.1	59.5	56.6	8.5	7.9	10.2	51.6	47.0	51.3	18.4	10.4	15.3
Church	64.0	65.9	60.6	6.9	7.2	7.9	59.2	59.6	55.5	25.2	25.8	18.3
Veterans	56.0	60.5	54.4	9.5	6.2	6.6	44.3	49.4	40.0	22.6	22.7	19.1
Educational	48.0	55.4	52.6	7.0	7.7	8.1	49.1	50.2	51.0	13.2	11.3	8.0
Charities	44.6	48.1	45.1	7.2	6.0	5.8	28.3	35.8	30.1	17.7	17.1	12.2
Political	40.6	37.1	46.5	6.1	9.1	8.7	31.8	30.0	34.9	20.0	10.1	11.1
AARP ②	46.1	46.4	53.2	10.7	4.3	3.2	40.9	35.6	41.3	13.6	11.9	16.4
Museum ②	53.6	52.7	73.5	8.4	16.9	2.9	44.3	53.2	56.9	12.5	11.9	5.7
Nonprofit Publications	39.8	53.9	52.2	8.8	6.9	7.2	39.3	44.9	43.6	12.8	16.7	13.2
Total Mail Received by Households	49.5	53.1	51.9	7.6	7.0	7.1	43.8	44.3	43.2	18.0	16.2	12.9

① Percent of pieces containing an advertisement or a fundraising request.

② Fluctuations may be due to small sample sizes.

NOTE: Percentages represent row percentages within each industry classification; these do not sum to 100 due to the inclusion of multiple questions in this table.



## Appendix A4: Direct Mail Advertising

**Table A4-1**  
**Total Pieces of Advertising Mail<sup>①</sup> Received Per Week By Income**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Type of Ad Mail	Under \$7K <sup>②</sup>			\$7K - \$9.9K <sup>②</sup>			\$10K - \$14.9K			\$15K - \$19.9K		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
First-Class:												
Advertising alone	0.3	0.7	0.8	0.5	1.3	0.8	0.7	1.1	1.3	0.7	1.5	1.2
Business invitation/announcements	0.1	0.1	0.2	0.1	0.2	0.2	0.1	0.2	0.2	0.2	0.3	0.3
Stuffers (Advertising Enclosed)	0.4	1.4	1.5	0.6	2.1	1.6	0.8	1.9	2.2	0.9	2.6	2.1
Total First-Class <sup>③</sup>	0.8	2.2	2.4	1.2	3.6	2.5	1.6	3.2	3.6	1.8	4.4	3.6
Standard Mail:												
Commercial	3.8	5.1	6.3	5.2	7.3	5.3	5.8	6.0	6.3	6.4	7.7	6.1
Nonprofit	0.9	1.0	0.6	1.5	1.0	1.0	1.5	1.0	1.3	1.9	1.1	1.0
Total Standard Mail	4.7	6.1	6.9	6.7	8.3	6.3	7.3	7.0	7.6	8.3	8.8	7.1
Total Advertising <sup>③</sup>	5.5	8.4	9.3	7.9	11.9	8.8	8.9	10.2	11.2	10.1	13.2	10.7

Type of Ad Mail	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
First-Class:												
Advertising alone	0.6	1.5	1.3	0.8	1.7	1.5	1.0	1.7	1.5	1.1	1.8	2.0
Business invitation/announcements	0.2	0.3	0.2	0.2	0.4	0.5	0.4	0.4	0.5	0.4	0.4	0.4
Stuffers (Advertising Enclosed)	1.1	2.6	2.3	1.2	3.0	2.6	1.4	3.0	2.6	1.7	3.1	3.3
Total First-Class <sup>③</sup>	1.9	4.4	3.9	2.2	5.0	4.6	2.8	5.0	4.6	3.2	5.2	5.7
Standard Mail:												
Commercial	6.6	8.5	7.6	7.9	8.8	8.5	8.7	8.8	8.5	9.5	10.5	9.8
Nonprofit	1.7	1.7	1.6	1.9	1.2	1.5	2.3	1.2	1.5	2.5	1.5	1.5
Total Standard Mail	8.3	10.1	9.2	9.8	10.0	9.9	11.0	10.0	9.9	12.0	12.0	11.4
Total Advertising <sup>③</sup>	10.2	14.6	13.0	12.0	15.0	14.6	13.8	15.0	14.6	15.2	17.2	17.0

Type of Ad Mail	\$50K - \$64.9K			\$65K - \$79.9K			\$80K - \$99.9K			\$100K - Over		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
First-Class:												
Advertising alone	1.5	2.5	2.0	2.1	2.4	2.4	2.4	2.9	2.7	2.4	3.1	3.0
Business invitation/announcements	0.4	0.6	0.5	0.4	0.5	0.6	0.6	0.7	0.6	0.7	0.7	0.8
Stuffers (Advertising Enclosed)	1.9	4.2	3.5	2.0	4.1	4.0	2.3	4.8	4.3	2.6	5.2	4.9
Total First-Class <sup>③</sup>	3.8	7.2	6.0	4.5	7.0	6.9	5.3	8.5	7.7	5.7	9.1	8.7
Standard Mail (A):												
Commercial	10.9	12.2	11.2	14.8	13.2	13.2	14.7	15.9	14.7	15.3	19.2	18.0
Nonprofit	2.7	1.7	1.7	3.5	1.8	1.7	4.2	2.6	2.3	4.8	2.6	2.6
Total Standard Mail	13.6	13.9	12.8	18.3	15.1	14.9	18.9	18.6	17.0	20.1	21.8	20.7
Total Advertising <sup>③</sup>	17.4	21.1	18.9	22.8	22.0	21.8	24.2	27.1	24.6	25.8	30.9	29.4

① Includes First-Class advertising only, First-Class advertising enclosed, business invitations/announcements, and Standard Mail non-package mail.

② Fluctuations may be due to small sample sizes.

③ Total First-Class and total advertising are over-reported because some stuffers are counted twice.

Note: 2001/2002 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.

Totals may not sum due to rounding.

**Table A4-2**  
**Total Pieces of Advertising Mail<sup>①</sup> Received Per Week by Age of Head of Household**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Type of Ad Mail	18 - 21 <sup>②</sup>			22 - 24 <sup>②</sup>			25 - 34		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
First-Class:									
Advertising alone	0.4	1.1	0.9	0.3	1.5	1.5	0.7	1.8	1.6
Business invitations/announcements	0.1	0.1	0.2	0.1	0.3	0.3	0.2	0.4	0.4
Stuffers (Advertising Enclosed)	0.8	1.8	1.8	0.7	2.7	2.3	1.1	3.1	2.6
Total First-Class <sup>③</sup>	1.3	3.0	2.9	1.1	4.5	4.1	2.0	5.2	4.6
Standard Mail:									
Commercial	3.7	4.1	5.6	3.2	6.3	8.0	6.6	9.0	8.5
Nonprofit	0.6	0.4	0.8	0.5	0.5	0.7	1.2	0.8	0.8
Total Standard Mail	4.3	4.5	6.4	3.7	6.7	8.8	7.8	3.3	3.4
Total Advertising <sup>③</sup>	5.6	7.5	9.3	4.8	7.2	9.5	9.8	8.6	8.0

Type of Ad Mail	35 - 44			45 - 54			55 - 64		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
First-Class:									
Advertising alone	1.0	2.0	2.1	1.2	2.6	2.4	1.1	2.4	2.4
Business invitations/announcements	0.3	0.5	0.4	0.4	0.5	0.6	0.3	0.6	0.6
Stuffers (Advertising Enclosed)	1.3	3.3	3.4	1.3	4.2	3.9	1.4	4.0	4.0
Total First-Class <sup>③</sup>	2.6	5.8	6.0	2.9	7.4	6.9	2.8	7.0	7.0
Standard Mail:									
Commercial	8.3	11.7	10.9	8.9	13.1	12.7	9.8	12.5	13.2
Nonprofit	1.9	1.4	1.3	2.4	1.9	1.9	2.7	1.8	2.0
Total Standard Mail	10.2	13.2	12.2	11.3	15.0	14.6	12.5	14.3	15.2
Total Advertising <sup>③</sup>	12.8	18.9	18.1	14.2	22.4	21.5	15.3	21.3	22.2

Type of Ad Mail	65 - 69			70+		
	1987	2001	2002	1987	2001	2002
First-Class:						
Advertising alone	1.0	2.4	2.1	0.7	1.7	1.7
Business invitations/announcements	0.4	0.6	0.7	0.2	0.5	0.5
Stuffers (Advertising Enclosed)	1.2	4.2	3.5	0.9	3.2	2.9
Total First-Class <sup>③</sup>	2.6	7.2	6.2	1.8	5.4	5.1
Standard Mail:						
Commercial	8.2	14.4	12.4	7.6	12.4	11.0
Nonprofit	2.9	2.5	2.4	2.8	3.1	3.1
Total Standard Mail	11.1	16.9	14.7	10.4	15.5	14.1
Total Advertising <sup>③</sup>	13.7	24.0	20.9	12.2	20.9	19.2

① Includes First-Class advertising only, First-Class advertising enclosed, business invitations/announcements, and Standard Mail non-package mail.

② Fluctuations may be due to small sample sizes.

③ Total First-Class and total advertising are over-reported because some stuffers are counted twice.

Note: Totals may not sum due to rounding.

**Table A4-3**  
**Total Pieces of Advertising Mail<sup>①</sup> Received Per Week by Education of Head of Household**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Type of Ad Mail	< 8th Grade <sup>②</sup>			Some High School			High School			Some College		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
First-Class:												
Advertising alone	0.5	1.6	1.6	0.7	1.7	1.4	0.7	1.8	1.9	0.9	1.9	2.0
Business invitation/ announcements	0.1	0.3	0.4	0.1	0.4	0.3	0.2	0.4	0.4	0.3	0.4	0.5
Stuffers (Advertising Enclosed)	0.5	2.9	2.4	0.7	2.6	2.3	1.0	3.0	3.1	1.3	3.3	3.3
Total First-Class <sup>③</sup>	1.1	4.8	4.4	1.5	4.7	4.1	1.9	5.2	5.5	2.5	5.7	5.8
Standard Mail:												
Commercial	5.0	6.2	7.1	5.6	8.7	7.2	7.0	8.9	9.8	7.9	10.5	11.1
Nonprofit	1.2	1.7	1.0	1.5	1.6	1.1	1.6	1.3	1.5	2.2	1.5	1.6
Total Standard Mail	6.2	7.9	8.2	7.1	10.2	8.3	8.6	10.2	11.2	9.9	12.0	12.8
Total Advertising <sup>③</sup>	7.3	12.7	12.6	8.6	14.9	12.4	10.5	15.4	16.7	12.4	17.7	18.5

Type of Ad Mail	Tech School			College			Post Graduate		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
First-Class:									
Advertising alone	0.9	2.1	2.0	1.2	2.2	2.5	1.5	2.5	2.4
Business invitation/announcements	0.3	0.4	0.4	0.4	0.6	0.6	0.6	0.6	0.7
Stuffers (Advertising Enclosed)	1.1	3.6	3.2	1.6	3.9	4.1	2.1	4.3	4.2
Total First-Class <sup>③</sup>	2.3	6.1	5.6	3.2	6.7	7.2	4.2	7.4	7.2
Standard Mail:									
Commercial	7.8	11.9	10.0	9.9	13.7	14.1	11.8	15.0	17.1
Nonprofit	1.9	1.9	1.6	2.6	2.1	2.3	2.1	2.5	3.3
Total Standard Mail	9.7	13.8	11.6	12.6	15.8	16.4	16.3	17.5	20.4
Total Advertising <sup>③</sup>	12.0	20.0	17.2	15.8	22.5	23.6	20.5	24.9	27.6

① Includes First-Class advertising only, First-Class advertising enclosed, business invitations/announcements, and Standard Mail (A) non-package mail.

② Fluctuations may be due to small sample sizes.

③ Total First-Class and total advertising are over-reported because some stuffers are counted twice.

Note: Totals may not sum due to rounding.

**Table A4-4**  
**Total Mail Overview: Treatment of Advertising Mail by**  
**Actual Weekly Standard Mail Receipt**  
**(Percentage of Households -- from Entry Interview)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary and Recruitment Data)**

Treatment	Actual Standard Mail Pieces								
	0 - 7			8 - 10			11 - 12		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Usually read	23.9	15.1	14.4	19.4	12.2	12.3	20.0	9.7	9.9
Usually scan	39.6	39.6	38.7	40.4	39.7	38.5	42.6	38.6	41.6
Read Some	26.4	25.9	26.4	30.4	29.9	31.8	30.0	32.0	31.4
Usually don't read	9.8	18.6	20.1	9.6	18.0	17.2	7.4	19.5	17.1
Don't Know/No Answer	0.3	0.8	0.4	0.2	0.3	0.2	0.0	0.2	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Treatment	Actual Standard Mail Pieces								
	13 - 15			16 - 17			18+		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Usually read	16.0	7.6	8.6	12.9	5.2	7.9	11.5	5.9	8.3
Usually scan	46.3	37.5	41.3	42.6	40.5	37.6	41.3	42.1	40.9
Read Some	28.5	37.4	33.6	34.8	34.3	36.3	39.1	37.1	35.9
Usually don't read	9.2	17.3	16.5	9.2	20.0	18.3	7.9	14.6	14.9
Don't Know/No Answer	0.0	0.1	0.1	0.5	0.0	0.0	0.2	0.3	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

**Table A4-5**  
**Total Mail Overview:**  
**Intended Response to Advertising Mail by Class**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Intended Response	First-Class ①			Standard Mail ②			Standard Mail Nonprofit ②		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Will respond	11.1	8.5	8.0	14.6	10.7	9.8	17.9	16.2	12.9
May respond	10.3	12.9	11.7	20.0	20.0	19.5	16.4	18.9	18.6
Won't respond	58.4	54.3	57.2	58.6	59.8	59.5	55.1	56.5	57.4
Don't know/No answer	19.8	24.4	23.1	6.9	9.5	11.2	10.4	8.4	11.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

① Estimates for 1987 include both advertising only and advertising enclosed mail. Estimates for 2001/2002 include advertising enclosed only.

② Standard Mail and Nonprofit Standard Mail include request for donations.

Note: Totals may not sum to 100 due to rounding.

**Table A4-6**  
**Response Rates To Advertising: First-Class**  
**Ad Only vs. Standard Mail Envelopes and Cards<sup>①</sup>**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Industry	1987		2001		2002	
	First	Standard Mail	First	Standard Mail	First	Standard Mail
Financial:						
Credit card	5.8	8.0	3.6	3.2	2.3	2.5
Bank	8.0	8.9	5.3	5.3	2.7	3.8
Securities broker	14.3	9.0	7.9	6.0	10.4	8.7
Money Market*	9.8	5.3	8.2	17.8	1.7	6.5
Insurance Company	8.9	6.6	5.4	5.3	5.5	3.7
Mortgage*	4.7	3.5	4.2	3.9	3.0	2.3
Merchants:						
Department store	9.5	12.0	8.5	17.4	15.7	17.3
Mail order	13.5	15.4	13.0	11.4	11.7	9.8
Other store	13.1	12.8	10.6	14.1	13.0	13.9
Publisher	19.6	18.7	13.4	11.1	10.3	12.2
Land promotion*	10.6	2.9	11.2	1.8	7.5	3.0
Restaurant*	2.2	15.9	10.9	18.0	27.4	22.9
Consumer packaged goods*	16.1	28.7	14.0	14.9	7.9	14.4
Auto dealers*	4.1	7.2	8.9	8.1	4.3	4.9
Services:						
Telephone	6.7	15.1	6.1	4.4	4.8	5.2
Other Utility*	8.0	12.7	10.4	17.6	12.2	14.7
Medical	21.2	10.2	10.9	17.6	11.6	14.7
Other professional*	20.7	14.3	10.3	6.2	13.6	5.1
Leisure service	16.8	8.7	13.2	9.2	14.5	10.5
Cable TV	7.8	13.4	7.2	7.8	6.1	2.8
Computer	8.1	15.8	4.7	5.2	6.3	4.1
Social/Charitable/Political/Nonprofit <sup>②</sup>	20.4	18.5	3.8	16.2	5.8	12.9
Total Percentage of "Will Respond" to Advertising Pieces <sup>③</sup>	13.4	15.1	8.5	11.3	8.0	10.1

①All Standard Mail percentages are based on Standard Mail except social/charitable/political /nonprofit which is based on Standard Mail nonprofit

②Includes medical nonprofit mail after 1992.

③Total Percentage for Standard Mail includes Nonprofit.

\* 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, 2001 and 2002**  
**(Recruitment Data)**

Treatment	Perceived Pieces											
	0 - 3			4 - 5			6 - 8			9 - 10		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Usually read	31.0	21.4	22.5	24.8	16.7	17.7	20.9	15.8	16.5	15.7	11.7	9.9
Usually scan	40.5	36.4	35.1	38.2	39.9	40.2	42.4	41.7	40.6	60.3	39.5	38.2
Read some	22.1	18.7	19.4	27.9	27.5	25.9	25.6	25.8	25.5	9.8	31.8	34.6
Usually don't read	6.5	19.4	22.0	9.1	15.8	16.1	11.0	16.5	17.2	14.2	17.1	17.1
Don't Know/No Answer	0.0	4.0	1.0	0.0	0.1	0.1	0.1	0.2	0.2	0.0	0.0	0.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Treatment	Perceived Pieces								
	11 -15			16 - 20			21+		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Usually read	15.3	9.8	9.9	13.8	8.5	7.5	10.8	6.2	6.6
Usually scan	42.0	38.6	37.2	40.9	35.7	37.9	39.9	36.1	34.5
Read some	34.3	33.4	33.5	34.0	33.1	34.8	36.1	34.1	36.5
Usually don't read	8.3	18.0	19.4	11.1	22.6	19.8	12.0	23.1	22.3
Don't Know/No Answer	0.1	0.2	0.1	0.2	0.1	0.0	1.2	0.5	0.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

**Table A4-8**  
**Treatment of Advertising Mail by Household Income**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2000 and 2001**  
**(Recruitment Data)**

Treatment	Under \$7K ①			\$7K - \$9.9K ①			\$10K - \$14.9K			\$15K - \$19.9K		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Usually read	31.1	19.9	23.3	26.7	17.6	26.7	26.4	19.0	17.0	22.9	16.3	20.2
Usually scan	32.9	25.6	29.6	37.5	31.9	27.7	37.1	31.3	35.7	38.1	37.4	34.1
Read some	22.7	24.1	18.6	25.3	22.0	18.5	28.7	19.8	21.0	30.4	22.3	23.7
Usually don't read	8.7	16.7	17.6	9.7	20.1	21.0	7.2	22.4	20.8	7.3	18.2	16.6
Don't know/No answer	0.7	0.0	0.0	0.1	0.0	0.4	0.0	0.3	0.0	0.5	1.3	0.2
Received no advertising	3.9	13.7	10.9	0.7	8.4	5.6	0.6	7.2	5.6	0.8	4.6	5.2
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

Treatment	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Usually read	16.8	12.2	14.8	19.7	11.9	14.3	16.9	11.9	14.3	16.2	12.4	11.9
Usually scan	44.8	40.8	37.6	44.4	41.8	39.6	46.1	41.8	39.6	42.8	36.8	36.8
Read some	27.3	25.5	26.2	27.5	27.7	27.6	26.9	27.7	27.6	34.4	29.5	32.3
Usually don't read	10.6	17.0	16.5	8.6	15.3	16.5	9.4	15.3	16.5	6.0	19.2	16.5
Don't know/No answer	0.0	0.2	0.2	0.1	0.3	0.0	0.0	0.3	0.0	0.2	0.2	0.3
Received no advertising	0.5	4.2	4.8	0.1	3.1	2.1	0.8	3.1	2.1	0.3	1.9	2.3
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

Treatment	\$50K - \$64.9K			\$65K - \$79.9K			\$80K - \$99.9K			\$100K - Over		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Usually read	14.2	12.7	10.9	8.9	9.6	9.2	8.2	7.0	9.8	10.2	7.3	8.2
Usually scan	41.1	40.7	39.3	38.3	39.8	38.2	55.4	40.2	37.8	34.1	32.2	32.9
Read some	33.9	27.0	30.0	29.3	30.9	32.4	32.4	32.2	34.7	42.6	35.8	36.3
Usually don't read	0.0	18.1	18.4	23.5	18.4	19.2	4.0	19.5	16.9	13.1	23.6	21.7
Don't know/No answer	0.4	0.4	0.1	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.3	0.1
Received no advertising	2.8	1.2	1.3	0.0	1.3	1.1	0.0	1.0	0.8	0.0	0.7	0.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

① Fluctuations may be due to small sample sizes.

Note: 2001/2002 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.

Totals may not sum to 100 due to rounding.

**Table A4-9**  
**Entry Interview Treatment of Advertising Mail**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment Data)**

Treatment	1987	2001	2002
Usually read	19.6	12.2	12.3
Usually scan	40.4	36.6	36.5
Read some	29.6	28.2	29.6
Usually don't read	9.1	19.2	18.8
Don't know/No answer	0.2	0.4	0.2
Received no advertising	1.0	3.4	2.7
Total	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

**Table A4-10**  
**Attitude Towards Mail Advertising**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment Data)**

Attitude	1987	2001	2002
Wish got less	30.4	59.6	63.6
Don't mind getting some	62.5	33.3	30.1
Want more	5.6	3.2	2.9
Don't know/No answer	0.3	0.5	0.6
Received no advertising	1.0	3.4	2.7
Total	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

**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, 2001 and 2002**  
**(Recruitment Data)**

Attitude	Perceived Pieces											
	0 - 3			4 - 5			6 - 8			9 - 10		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Wish got less	21.5	48.1	56.1	22.6	54.6	53.7	29.2	54.8	60.1	36.5	61.3	64.3
Don't mind getting as long as some are interesting	67.3	43.2	36.9	69.8	41.0	40.4	65.4	39.9	36.1	55.0	36.0	32.2
Want more	10.1	7.3	5.7	7.2	4.1	5.3	4.6	4.8	3.5	8.5	2.3	3.3
Don't Know/No Answer/Received No Advertising	1.1	1.4	1.3	0.4	0.3	0.5	0.8	0.5	0.3	0.0	0.4	0.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Attitude	Perceived Pieces								
	11 - 15			16 - 20			21+		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Wish got less	32.8	64.8	71.0	30.7	69.4	71.7	46.5	72.4	74.5
Don't mind getting as long as some are interesting	63.3	32.6	26.8	56.9	28.0	26.4	49.6	25.8	23.2
Want more	3.7	2.4	1.8	4.3	1.9	1.7	3.4	1.7	1.7
Don't Know/No Answer/Received No Advertising	0.2	0.2	0.4	8.1	0.7	0.2	0.5	0.2	0.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

**Table A4-12**  
**Total Mail Overview: Attitude Towards Mail Advertising by Actual Weekly**  
**Standard Mail Receipt of Advertising Mail**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment and Diary Data)**

Attitude	Actual Standard Mail Pieces								
	0 - 7			8 - 10			11 - 12		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Wish got less	27.1	56.8	55.9	29.8	65.7	67.1	34.8	67.3	70.1
Don't mind getting as long as some are interesting	63.9	39.7	39.8	65.7	30.5	28.6	61.5	29.9	27.4
Want more	8.4	3.1	3.7	4.2	3.0	4.0	3.0	1.2	2.5
Don't Know/No Answer/Received No Advertising	0.6	0.4	0.6	0.3	0.8	0.3	0.7	1.6	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Attitude	Actual Standard Mail Pieces								
	13 - 15			16 - 17			18+		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Wish got less	30.2	69.6	64.5	44.1	73.3	76.1	37.1	67.5	72.3
Don't mind getting as long as some are interesting	66.7	29.5	34.0	54.5	23.3	22.7	60.0	31.1	25.9
Want more	3.0	0.9	1.2	1.5	2.3	0.9	2.6	0.7	1.5
Don't Know/No Answer/Received No Advertising	0.1	0.0	0.3	0.0	1.1	0.2	0.3	0.7	0.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum to 100 due to rounding.

**Table A4-13**  
**Attitude Towards Mail Advertising by Household Income**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment Data)**

Attitude	Under \$7K ①			\$7K - \$9.9K ①			\$10K - \$14.9K			\$15K - \$19.9K		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Wish got less	32.1	47.1	45.1	30.0	47.5	55.4	25.1	54.5	57.3	28.5	55.3	55.7
Don't mind as long as some are interesting	52.6	30.9	35.3	64.4	38.6	28.8	64.5	32.4	31.2	63.3	34.5	33.0
Want more	10.8	7.0	7.9	4.7	5.0	8.7	8.2	5.3	5.9	6.8	5.4	5.3
Don't know/No answer	0.6	1.2	0.8	0.2	0.5	1.5	1.5	0.5	0.0	0.5	0.3	0.9
Received no advertising	3.9	13.7	10.9	0.7	8.4	5.6	0.6	7.2	5.6	0.8	4.6	5.2
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

Attitude	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Wish got less	23.8	52.9	57.5	26.3	56.1	60.4	29.9	56.1	60.4	29.9	57.2	59.4
Don't mind as long as some are interesting	68.5	38.1	31.6	68.8	37.2	34.1	63.5	37.2	34.1	65.6	37.1	35.8
Want more	7.0	4.3	5.3	4.7	3.0	3.3	5.8	3.0	3.3	3.8	3.4	2.1
Don't know/No answer	0.2	0.4	0.8	0.1	0.6	0.1	0.0	0.6	0.1	0.3	0.4	0.5
Received no advertising	0.5	4.2	4.8	0.1	3.1	2.1	0.8	3.1	2.1	0.3	1.9	2.3
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

Attitude	\$50K - \$64.9K			\$65K - \$79.9K			\$80K - \$99.9K			\$100K - Over		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Wish got less	31.7	61.7	63.5	41.9	63.7	66.4	45.4	63.7	67.7	39.2	65.8	71.8
Don't mind as long as some are interesting	65.2	33.6	32.3	57.6	32.1	30.1	54.0	32.6	28.5	59.6	32.1	25.7
Want more	2.8	3.2	2.5	0.5	2.5	2.3	2.6	2.5	2.4	1.3	1.4	1.4
Don't know/No answer	0.0	0.4	0.3	0.0	0.4	0.1	0.0	0.3	0.7	0.0	0.0	0.4
Received no advertising	0.4	1.2	1.3	0.0	1.3	1.1	0.0	1.0	0.8	0.0	0.7	0.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

① Fluctuations may be due to small sample sizes.

Note: 2001/2002 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.

Totals may not sum to 100 due to rounding.

**Table A4-14**  
**Attitude Towards Mail Advertising by Age of Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment Data)**

Attitude	18 - 21 <sup>①</sup>			22 - 24 <sup>①</sup>			25 - 34			35 - 44		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Wish got less	10.9	50.5	47.5	15.6	45.0	51.2	19.8	55.2	54.8	28.6	57.6	60.5
Don't mind as long as some are interesting	72.5	34.1	40.1	67.6	45.4	39.0	69.8	37.7	36.4	64.7	34.7	32.8
Want more	10.7	8.0	5.9	16.0	3.4	4.2	9.0	4.0	5.0	5.0	3.6	3.5
Don't know/No answer	0.0	0.0	1.6	0.2	0.3	0.0	0.3	0.2	0.3	0.8	0.4	0.3
Received no advertising	5.9	7.5	4.9	0.7	5.9	5.5	1.1	2.9	3.4	0.9	3.7	2.9
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

Attitude	45 - 54			55 - 64			65 - 69			70+		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Wish got less	35.4	59.6	63.9	34.8	63.2	67.8	39.9	66.0	68.5	41.8	64.8	68.5
Don't mind as long as some are interesting	60.2	34.3	30.5	60.1	31.3	27.4	55.0	29.4	25.5	54.8	26.8	25.9
Want more	3.7	3.2	3.2	3.3	2.6	2.3	3.3	1.6	1.6	2.5	1.9	1.1
Don't know/No answer	0.3	0.5	0.2	0.7	0.0	0.6	0.0	1.2	0.8	0.5	1.1	1.3
Received no advertising	0.4	2.4	2.1	1.0	2.9	1.9	1.9	1.8	2.7	0.8	5.3	3.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	99.1	100.0	100.0	100.0

① Fluctuations may be due to small sample sizes.

Note: Totals may not sum to 100 due to rounding.

**Table A4-15**  
**Treatment of Mail Advertising by Age of Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment Data)**

Treatment	18 - 21 <sup>ⓐ</sup>			22 - 24 <sup>ⓐ</sup>			25 - 34			35 - 44		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Usually read	39.4	17.1	14.6	21.1	9.7	11.9	20.3	12.4	12.0	17.7	11.7	10.5
Usually scan	38.8	28.5	34.4	46.7	40.1	34.2	41.4	36.0	32.8	40.8	37.6	37.2
Read some	12.6	18.4	19.8	24.8	25.7	23.5	30.7	28.3	29.4	30.8	28.4	32.3
Usually don't read	3.2	27.4	26.2	6.7	18.6	24.3	6.3	20.0	22.1	9.8	18.3	17.0
Don't know/No answer	0.2	1.2	0.0	0.0	0.0	0.6	0.3	0.5	0.3	0.0	0.4	0.1
Received no advertising	1.0	7.5	4.9	0.7	5.9	5.5	1.1	2.9	3.4	0.9	3.7	2.9
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

Treatment	45 - 54			55 - 64			65 - 69			70+		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Usually read	17.0	12.1	11.7	19.7	11.3	12.7	23.6	10.9	12.6	19.5	13.9	14.9
Usually scan	41.3	37.7	37.1	39.4	36.1	35.3	37.9	36.8	34.7	38.2	35.6	39.5
Read some	31.9	29.7	31.1	28.2	29.6	30.4	26.4	30.7	30.7	30.0	24.7	24.7
Usually don't read	9.2	17.6	17.9	11.6	19.7	19.4	9.4	19.8	19.4	11.8	20.1	17.6
Don't know/No answer	0.3	0.4	0.1	0.0	0.3	0.2	0.7	0.0	0.0	0.0	0.3	0.1
Received no advertising	0.4	2.4	2.1	1.0	2.9	1.9	1.9	1.8	2.7	0.6	5.3	3.2
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

<sup>ⓐ</sup> Fluctuations may be due to small sample sizes.

Note: Totals may not sum to 100 due to rounding.

**Table A4-16**  
**Attitude Towards Mail Advertising by Education of Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment Data)**

Attitude	< 8th Grade ①			Some High School			High School Graduate			Some College		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Wish got less	34.2	47.9	49.9	28.8	50.5	51.6	26.2	56.4	61.4	28.6	58.3	64.4
Don't mind as long as some are interesting	56.4	35.3	33.0	59.2	34.7	37.9	66.5	35.0	31.4	64.7	35.1	31.2
Want more	5.3	3.0	8.4	8.5	5.6	4.0	6.1	4.0	3.2	5.0	3.3	2.4
Don't know/No answer	2.1	0.9	1.4	0.7	0.0	1.0	0.3	0.6	0.5	0.8	0.7	0.3
Received no advertising	2.1	12.8	7.3	2.9	9.1	5.5	0.9	4.1	3.4	0.9	2.6	1.8
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

Attitude	Tech School			College			Post Graduate		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Wish got less	29.9	61.5	67.4	35.1	64.8	70.0	36.9	68.0	75.9
Don't mind as long as some are interesting	64.4	32.0	30.3	61.1	31.1	26.7	59.7	28.9	22.2
Want more	4.3	2.3	1.3	3.2	2.3	1.9	2.9	1.2	1.0
Don't know/No answer	0.5	0.6	0.0	0.3	0.3	0.3	0.3	0.2	0.4
Received no advertising	0.9	3.5	1.0	0.3	1.6	1.1	0.3	1.6	0.5
Total	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.

Note: Totals may not sum to 100 due to rounding.

**Table A4-17**  
**Treatment of Advertising Mail by Education of Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment Data)**

Treatment	< 8th Grade ①			Some High School			High School			Some College		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Usually read	29.2	25.5	22.5	24.6	18.8	20.9	23.5	14.9	13.7	17.6	12.9	10.2
Usually scan	37.0	24.3	30.4	33.0	31.3	34.5	42.4	38.5	37.1	39.9	36.9	37.9
Read some	22.0	18.8	23.1	27.8	23.0	21.3	26.2	24.9	27.2	30.8	28.9	32.2
Usually don't read	9.0	18.0	16.4	11.8	17.5	17.8	7.0	17.1	18.4	10.8	18.4	17.8
Don't know/No answer	0.7	0.6	0.3	0.0	0.2	0.0	0.1	0.5	0.2	0.3	0.4	0.1
Received no advertising	2.1	12.8	7.3	2.9	9.1	5.5	0.9	4.1	3.4	0.6	2.6	1.8
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

Treatment	Tech School			College			Post Graduate		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Usually read	18.5	12.1	11.2	12.2	8.3	8.1	8.9	5.5	5.4
Usually scan	39.9	38.6	37.5	43.5	38.4	36.3	41.9	32.7	36.5
Read some	31.6	26.9	31.5	34.6	30.1	34.3	28.3	36.9	35.6
Usually don't read	8.9	18.9	18.8	9.1	21.4	20.1	10.5	22.9	21.8
Don't know/No answer	0.1	0.0	0.0	0.3	0.3	0.1	0.0	0.3	0.2
Received no advertising	0.9	3.5	1.0	0.3	1.6	1.1	0.3	1.6	0.5
Total	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.

Note: Totals may not sum to 100 due to rounding.



## Appendix A5: Periodicals

**Table A5-1**  
**Periodicals Received**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Periodicals	1987	2001	2002
Percent of Periodicals which are sent to Households	75.3	74.5	75.4
Pieces per household per week	1.69	1.37	1.32

Base: RPW Total Periodicals

**Table A5-2**  
**Periodicals -- Type of Publication**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Type of Publication	Percentage Received			Pieces Per Household Per Week		
	1987	2001	2002	1987	2001	2002
Newspapers:						
Daily Newspaper	8.5	5.7	4.8	0.19	0.10	0.08
Weekly Newspaper	13.4	8.7	9.6	0.30	0.16	0.17
Other Newspaper	4.9	2.9	3.1	0.11	0.05	0.05
Total Newspapers	26.8	17.2	17.5	0.60	0.32	0.30
Magazines:						
Weekly Magazine	11.1	11.7	11.1	0.25	0.22	0.19
Monthly Magazine	27.2	33.9	33.5	0.61	0.62	0.58
Other Magazine	4.4	7.0	7.4	0.10	0.13	0.13
Total Magazines	42.7	52.6	52.0	0.96	0.97	0.91
Other	3.1	2.2	2.8	0.07	0.04	0.05
Don't Know/No Answer	2.7	2.4	3.1	0.06	0.04	0.05
Total Periodicals Received by Households	75.3	74.5	75.4	1.69	1.37	1.32
Total Periodicals Received by Non-Households	26.7	25.5	24.6	-	-	-

Base: RPW Total Periodicals

Note: Totals may not sum due to rounding.

**Table A5-3**  
**Newspapers Received by Mail and Not by Mail --**  
**Number of Different Newspapers Per Household Received in an Average Week**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment Data)**

Frequency	Distribution Method					
	By Mail			Not By Mail		
	1987	2001	2002	1987	2001	2002
Daily (7-day)	0.06	0.13	0.13	0.57	0.50	0.56
Daily (5-6 days)	0.04	0.03	0.04	0.23	0.05	0.08
Weekly	0.35	0.15	0.18	0.17	0.07	0.08
Sunday only	0.01	0.02	0.02	0.21	0.11	0.11
Monthly	0.04	0.02	0.03	-	0.01	0.01
Other	0.05	0.02	0.04	0.05	0.03	0.07
Total	0.55	0.37	0.44	1.23	0.77	0.91

**Table A5-4**  
**Periodicals -- Households Where Newspapers are Received**  
**(By Type of Newspaper and by Receipt Medium)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment Data)**

Type of Newspaper (By Mail)	Percentage of All Households		
	1987	2001	2002
7-Day	4.9	10.2	8.6
5 - 6 Day	2.5	2.4	3.5
Weekly	25.6	11.8	13.7
Sunday	0.8	1.5	1.9
Monthly	2.7	1.6	2.2
Other	3.5	1.2	2.5
Percent of all Households Receiving At Least One Type of Newspaper	36.4	25.2	27.8

Type of Newspaper (Not By Mail)	Percentage of All Households		
	1987	2001	2002
7-Day	47.1	41.3	43.9
5 - 6 Day	18.3	4.3	6.5
Weekly	13.1	6.3	7.1
Sunday	20.4	9.8	9.9
Other	4.0	2.0	4.3
Percent of all Households Receiving At Least One Type of Newspaper	78.6	57.7	62.2

**Table A5-5**  
**Magazines Received by Mail and Not by Mail -- Number of**  
**Different Magazines Received Per Household**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment Data)**

Frequency	Distribution Method					
	By Mail			Not By Mail		
	1987	2001	2002	1987	2001	2002
Weekly	0.38	0.38	0.35	0.27	0.11	0.12
Monthly	2.67	2.64	2.68	0.75	0.43	0.47
Bi-Monthly	0.05	0.18	0.23	N/A	0.03	0.03
Other	0.12	0.07	0.11	0.08	0.03	0.04
Total	3.23	3.27	3.37	1.10	0.59	0.66

**Table A5-6**  
**Periodicals -- Households Where Magazines are Received**  
**(By Type of Magazine and by Receipt Medium)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment Data)**

Type of Magazine (By Mail)	Percentage of All Households		
	1987	2001	2002
Weekly	24.1	23.0	22.1
Monthly	75.5	74.3	76.1
Bi-Monthly	3.3	9.7	12.7
Other	6.8	3.0	4.2
Percent of all Households Receiving At Least One Type of Magazine	80.6	80.3	82.1

Type of Magazine (Not By Mail)	Percentage of All Households		
	1987	2001	2002
Weekly	15.4	6.6	7.5
Monthly	34.4	19.6	22.1
Bi-Monthly	N/A	1.7	2.0
Other	3.2	1.3	1.7
Percent of all Households Receiving At Least One Type of Magazine	45.8	25.5	28.9

**Table A5-7**  
**Periodical Demographics -- Pieces Received Per Household Per Week**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

<b>Income</b>	<b>1987</b>	<b>2001</b>	<b>2002</b>
< \$7K	0.6	0.8	0.6
\$ 7K - \$9.9K	1.1	1.0	0.8
\$ 10K - \$14.9K	1.2	0.7	0.8
\$ 15K - \$19.9K	1.3	1.1	0.8
\$ 20K - \$24.9K	1.4	1.1	1.0
\$ 25K - \$29.9K	1.8	1.1	1.2
\$ 30K - \$34.9K	1.9		
\$ 35K - \$49.9K	2.1	1.2	1.2
\$ 50K - \$64.9K	2.1	1.4	1.3
\$ 65K - Over	3.6	1.9	1.6
<b>Age of Head of Household</b>	<b>1987</b>	<b>2001</b>	<b>2002</b>
18 - 24	0.6	0.8	0.5
25 - 34	1.2	0.9	0.8
35 - 44	1.8	0.9	0.8
45 - 54	2.0	1.2	1.0
55 - 64	2.3	1.5	1.3
65 - 69	1.9	1.5	1.6
70+	1.9	2.0	1.9
<b>Education of Head of Household</b>	<b>1987</b>	<b>2001</b>	<b>2002</b>
< 8th grade	1.2	1.3	1.1
Some High School	1.2	1.3	0.8
High School	1.4	1.1	1.2
Some College	1.6	1.2	1.2
Technical School	1.6	1.3	1.3
College	2.2	1.5	1.6
Post graduate	3.4	1.9	2.2
<b>Type of Household</b>	<b>1987</b>	<b>2001</b>	<b>2002</b>
One-person household	1.1	1.0	1.2
Male	1.0	0.9	1.2
Female	1.2	1.1	1.2
One adult + minors	0.9	0.7	0.9
Male	0.6	0.7	1.1
Female	0.9	0.7	0.8
<b>More Than One Adult</b>	<b>1987</b>	<b>2001</b>	<b>2002</b>
Without Children	2.1	1.6	1.5
One-earner	2.0	1.7	1.7
Two-earner	2.1	1.5	1.4
With Children	1.7	1.3	1.1
One-earner	1.6	1.4	0.9
Two-earner	1.9	1.2	1.2

<b>Employment of Respondent</b>	<b>1987</b>	<b>2001</b>	<b>2002</b>
White collar professional	2.2	1.4	1.5
White collar sales/clerical	1.5	1.1	1.1
Blue collar craftsmen/mechanic	1.2	1.1	1.0
Service Worker	1.2	0.9	0.9
Other employed	1.1	1.0	1.1
Homemaker	1.7	1.0	1.1
Student	1.4	1.7	1.1
Retired	1.9	1.8	1.9
Other not employed	0.4	1.5	1.1
<b>Type of Dwelling</b>	<b>1987</b>	<b>2001</b>	<b>2002</b>
Single-family house	2.0	1.5	1.4
Apartment	1.0	1.0	0.7
Mobile house	1.1	0.7	0.8
Group quarters	0.9	0.3	1.1
<b>Number of Adults</b>	<b>1987</b>	<b>2001</b>	<b>2002</b>
1	1.1	1.0	1.1
2	1.8	1.5	1.4
3	2.1	1.7	1.3
4+	2.1	1.6	1.6

Note: 2001 and 2002 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 A5-8**  
**Periodical Mail -- Type of Subscription**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Type of Subscription	Percentage of Total Periodicals		
	1987	2001	2002
Paid (ordered)	49.4	47.3	47.2
Free (ordered)	4.4	6.9	6.8
Gift (from friend or relative)	3.5	3.9	3.2
Free (not ordered or with membership)	10.2	11.3	11.5
Other	2.6	0.7	0.4
Don't know/No answer	5.3	4.3	6.3
Total Mail Received by Households	75.3	74.5	75.4

Base: RPW Total Periodicals

**Table A5-9**  
**Periodicals -- Source of Publications**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Source of Publication	Percent of Total Periodicals			Pieces Per Household Per Week		
	1987	2001	2002	1987	2001	2002
Religious/Educational	9.1	9.8	9.1	0.21	0.18	0.16
Veterans	0.9	0.9	0.7	0.02	0.02	0.01
Charitable	0.9	0.8	0.8	0.02	0.01	0.01
Union/Professional	7.8	8.6	8.5	0.18	0.16	0.15
Total "Nonprofit"	18.7	20.1	19.0	0.43	0.37	0.33
Other (Commercial, Professional Organization)	53.5	52.8	53.3	1.20	0.97	0.93
Don't know/No answer	3.2	1.6	3.0	0.07	0.03	0.05
Percent of All Periodicals Received by Households	75.3	74.5	75.4	1.69	1.37	1.32

Base: RPW Total Periodicals

**Table A5-10**  
**Periodicals -- Type and Source of Mail Received by Households ②**  
**(Percentage of Subscription Type by Source)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Subscription Type	Union/ Professional			Religious/ Educational			Veterans		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Paid (ordered by household)	8.3	6.7	5.7	7.9	10.8	9.1	0.5	0.1	0.4
Free (ordered by household) ①	21.7	15.0	19.2	25.6	13.1	17.0	4.4	0.6	0.7
Gift Subscription	4.0	7.2	1.4	18.1	19.2	18.3	0.5	0.0	0.3
Other Type	19.1	9.7	8.4	22.7	11.3	9.2	2.3	6.7	3.7
Free (came with membership)	21.1	32.9	34.3	16.0	15.9	12.2	1.9	0.5	1.0

Subscription Type	Charitable			Other			Don't Know/ No Answer		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Paid (ordered by household)	0.5	0.6	0.5	81.1	80.8	83.0	1.7	0.9	1.3
Free (ordered by household) ①	2.8	0.5	0.5	44.1	70.3	60.8	1.4	0.6	1.8
Gift Subscription	1.4	0.3	0.5	73.4	72.9	78.6	2.6	0.5	0.9
Other Type	2.6	0.0	0.0	50.7	72.9	82.4	2.7	3.7	0.0
Free (came with membership)	6.2	3.7	3.1	54.8	36.3	38.8	0.0	0.2	0.9

①Fluctuations may be due to small sample sizes.

②Percentages are row percentages within each subscription type.

**Table A5-11**  
**Periodicals -- Satisfaction With Delivery**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Time of Arrival	Percentage of Pieces		
	1987	2001	2002
Arrived earlier than expected	5.0	8.1	7.6
Arrived on the day expected	40.9	42.1	40.4
Was not expected to arrive on any special day	43.9	39.7	41.0
Arrived later than expected	3.8	3.6	3.0
Don't Know/No answer	6.5	6.5	8.0
Total	100.0	100.0	100.0

Note: Percents may not sum to 100 due to rounding.

**Table A5-12**  
**Periodicals -- Need for Delivery**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Delivery	1987	2001	2002
Could arrive a day later	40.2	31.9	31.8
Comes on proper day	19.5	23.7	21.8
No regular day	9.0	14.9	16.5
Regular day is too late	0.9	1.3	0.8
Day doesn't matter	22.7	21.1	20.7
Other need	0.4	0.2	0.3
Don't know/No answer	7.2	6.9	8.2
Total	100.0	100.0	100.0

Note: Percents may not sum to 100 due to rounding.

**Table A5-13**  
**Periodicals -- Satisfaction With Delivery by Postal Region**  
**(Percent of Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Satisfaction with Delivery	Northeast			Eastern			Southern			Central			Western		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
On time/earlier	50.2	52.2	52.3	45.6	51.1	47.2	41.4	49.4	42.4	50.7	46.4	51.7	40.5	52.4	46.0
Not expected on any special day	40.1	39.1	36.9	43.2	38.1	42.6	45.0	40.6	43.2	42.7	42.6	36.8	48.2	38.1	45.7
Arrived later than expected	3.4	3.2	2.9	5.5	3.9	3.1	3.6	2.6	3.9	2.2	3.8	2.0	4.7	4.5	3.5
Don't know/No answer	6.4	5.5	7.9	5.7	6.9	7.1	9.9	7.4	10.6	4.3	7.2	9.5	6.7	5.0	4.7
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	100.0	100.0	100.0

Note: Percents may not sum to 100 due to rounding.

**Table A5-14**  
**Periodicals -- Households' Need for Delivery by Postal Region**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Satisfaction with Delivery	Northeast			Eastern			Southern			Central			Western		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Could arrive a day later with no inconvenience	42.6	34.9	37.4	40.9	33.5	30.3	42.6	30.2	31.6	37.1	28.9	30.5	39.3	33.0	31.4
Comes on proper day now	18.5	25.3	21.5	21.4	23.8	22.3	15.1	21.3	18.1	25.6	25.5	25.1	15.1	23.7	20.4
No regular delivery day	10.1	13.2	11.2	7.0	14.7	17.5	9.2	16.6	19.4	8.0	15.0	15.8	11.2	14.3	17.5
Regular delivery day is so late as to cause inconvenience	0.2	1.7	0.7	2.2	1.5	1.0	0.9	1.1	1.1	0.5	1.3	0.4	0.9	1.2	0.9
Exact delivery date of little importance	20.7	18.9	20.5	21.8	18.9	22.0	22.0	23.1	18.4	23.7	21.2	18.2	24.7	22.4	24.6
Other Need/Don't know/No answer	7.9	6.0	8.6	6.7	7.6	7.0	10.2	7.7	11.4	5.1	8.1	10.0	8.8	5.3	5.2
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	100.0	100.0	100.0

Note: Percents may not sum to 100 due to rounding.



## Appendix A6: Packages

**Table A6-1**  
**Packages Received - by Delivery Company**  
**(Percentage of Packages Received by Households)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Carrier	Percent		
	1987	2001	2002
United States Postal Service:			
First-Class and Priority	15.4	23.6	25.8
Express Mail	0.7	0.7	Ⓣ
Third-Class Single Piece	2.3	N/A	N/A
Standard Mail (A) Total	25.1	23.1	34.4
Standard Mail (A) Bulk Rate Regular	25.1	19.6	27.7
Standard Mail (A) Bulk Rate Enhanced Carrier Route	Ⓛ	1.7	4.2
Standard Mail (A) Nonprofit	Ⓛ	1.6	2.3
Standard Mail (A) Nonprofit Enhanced Carrier Route	Ⓛ	0.3	0.2
Parcel Post - Total	4.9	6.4	7.6
Non-DBMC Parcel Post	4.9	5.4	3.7
DBMC Parcel Post	Ⓛ	1.0	3.9
Bound Printed Matter - Total	8.9	6.3	9.2
Single Piece Bound Printed Matter	2.9	N/A	N/A
Bulk Rate Bound Printed Matter	6.0	N/A	N/A
Special Standard Mail Ⓢ	9.7	2.9	3.6
Library Rate	0.1	0.2	0.2
Other/Can't classify	1.1	1.1	1.6
No answer	3.4	15.9	3.2
Total USPS	71.7	80.2	85.5
Other Carriers:			
United Parcel Service Total	23.6	10.2	10.8
United Parcel Service -- Next Day Air	1.6	0.7	Ⓣ
United Parcel Service -- Second Day Air	0.9	0.9	Ⓣ
United Parcel Service -- 3 Day Select	-	0.4	0.7
United Parcel Service -- Ground	21.1	8.1	10.1
Federal Express	0.3	3.3	1.7
Emery	0.0	0.1	0.5
Roadway	0.1	0.0	Ⓣ
Airborne	-	0.8	0.2
DHL	-	0.0	0.1
Other	0.5	0.3	0.0
Total Other Carriers	27.8	14.8	13.2
Don't know/no answer	3.6	5.0	1.3
Total	100.0	100.0	100.0
Total Packages Per Household	0.3	0.5	0.4

ⓁData was not collected prior to 1997.

ⓉNot collected in 2002 as part of Packages Received.

ⓈSpecial Standard Mail in 2001 and 2002 includes Media Mail.

**Table A6-2**  
**Packages Received - Packages Delivered by the Postal Service by Class and Sender**  
**(Percentage of Packages by Class)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Mail Class	Business			Friend/Relative			Other/Unknown ③		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
First-Class and Priority	43.6	64.5	65.5	53.6	31.7	19.3	2.8	3.7	15.2
Express Mail ③	10.8	76.7	②	52.0	23.3	②	27.2	0.0	②
Standard Mail (A) - Total	94.8	93.3	87.5	2.2	2.5	1.7	3.1	4.2	10.8
Standard Mail (A) - Bulk Rate Regular	94.8	93.8	87.3	2.2	2.8	2.2	3.1	3.4	10.5
Standard Mail (A) - Bulk Rate Enhanced	①	98.6	100.0	①	0.0	0.0	①	1.4	0.0
Standard Mail (A) - Nonprofit	①	83.3	65.2	①	1.0	0.0	①	15.8	34.8
Standard Mail (A) - Nonprofit Enhanced	①	86.2	100.0	①	0.0	0.0	①	13.8	0.0
Parcel Post - Total	63.1	90.0	93.8	36.9	9.6	3.2	0.0	0.4	3.1
Non-DBMC Parcel Post ③	63.1	88.1	94.3	36.9	11.4	3.9	0.0	0.5	1.8
DBMC Parcel Post	①	100.0	93.3	①	0.0	2.5	①	0.0	4.2
Bound Printed Matter - Total	98.6	90.9	82.7	0.0	1.5	0.8	1.4	7.6	16.5
Special Standard Mail	98.5	84.3	77.7	0.0	14.0	5.4	5.0	1.7	16.9
Library Rate ③	100.0	100.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0

① Data was not collected prior to 1997.

② Express Mail not collected in 2002 as part of Packages Received.

③ Fluctuations may be due to small sample sizes.

**Table A6-3**  
**Packages Received - Sender/Content<sup>①</sup> by Carrier**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Content <sup>①</sup>	Percent of Total			Percent Sent Via Postal Service <sup>②</sup>			Percent Sent Via UPS <sup>②</sup>		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Book	15.9	15.5	14.9	89.6	91.8	86.3	10.0	5.3	10.0
Record, tape or CD	6.7	8.3	7.0	87.3	92.8	95.5	8.0	3.7	4.5
Item from a friend or relative	16.7	13.6	8.6	69.0	85.4	81.4	23.2	9.0	14.8
Order from catalog	19.1	18.1	13.9	47.1	80.6	71.1	56.9	13.8	22.5
Order from store <sup>②</sup>	5.1	2.7	2.7	43.5	63.2	84.3	55.0	29.1	11.7
Other mail order	11.5	32.6	34.3	67.5	82.9	81.5	30.4	11.6	15.5

<sup>①</sup>Packages can contain more than one type of content.

<sup>②</sup>Fluctuations may be due to small sample sizes.

**Table A6-4**  
**Packages Received - by Special Services**  
**(Percentage of Packages Delivered by the Postal Service)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Special Services	Percent		
	1987	2001	2002
Special Handling	3.0	2.4	2.5
Special Delivery ①	1.3	3.1	2.5
Certified	0.1	0.2	0.2
Registered	0.1	0.2	0.8
Insurance	3.2	1.1	1.0
C.O.D.	1.6	0.0	0.0
Other	2.5	1.4	0.4
Total	8.7	8.4	7.4

① Changed to Delivery Confirmation in PFY 2001.

**Table A6-5**  
**Packages Received - Carrier by Income**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary and Recruitment Data)**

Carrier	Under \$7K ①			\$7K - \$9.9K ①			\$10K - \$14.9K ①			\$15K - \$19.9K ①		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Postal Service	68.9	84.7	95.4	71.1	89.7	95.9	74.8	81.3	77.7	79.9	75.5	89.5
UPS	20.8	4.0	0.0	23.8	4.0	4.1	21.1	4.5	17.9	18.3	6.3	3.7
Other	0.0	0.0	0.0	2.2	0.0	0.0	0.0	9.2	1.8	0.0	2.6	0.0
Don't know/No answer	10.2	11.3	4.6	2.8	6.3	0.0	4.0	5.1	2.5	1.8	15.6	6.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total Packages Per Household Per Week	0.20	0.30	0.16	0.14	0.31	0.24	0.12	0.47	0.36	0.15	0.34	0.30

Carrier	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Postal Service	75.4	84.0	90.7	63.3	84.9	86.8	82.1	84.9	86.8	73.0	82.5	89.0
UPS	17.8	7.8	6.3	31.2	6.9	8.0	15.3	6.9	8.0	24.4	10.4	9.3
Other	3.3	4.8	0.0	0.7	3.2	2.1	0.5	3.2	2.1	0.2	3.4	1.1
Don't know/No answer	3.6	3.5	2.9	4.9	5.0	3.1	2.1	5.0	3.1	2.4	3.6	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
Total Packages Per Household Per Week	0.24	0.40	0.36	0.34	0.41	0.33	0.31	0.41	0.33	0.39	0.46	0.46

Carrier	\$50K - \$64.9K			Over \$65K		
	1987	2001	2002	1987	2001	2002
Postal Service	66.7	84.4	85.4	62.3	76.0	83.7
UPS	28.4	9.3	12.2	31.1	13.7	12.7
Other	0.0	2.8	1.8	5.3	6.6	3.2
Don't know/No answer	5.0	3.4	0.7	0.9	3.6	0.4
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Packages Per Household Per Week	0.42	0.58	0.39	0.45	0.58	0.49

① Fluctuations may be due to small sample sizes.

Note: 2001 and 2002 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, 2001 and 2002**  
**(Diary Data)**

Carrier	Northeast			East			South			Central			West		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Postal Service	62.3	74.7	81.3	70.1	78.0	87.1	75.7	84.2	85.9	75.1	79.2	84.4	72.7	82.1	87.1
UPS	26.9	16.2	14.1	25.6	12.4	9.7	20.8	6.5	10.5	22.6	9.0	11.1	22.9	9.5	9.8
Other	3.0	5.0	4.0	1.6	5.7	2.4	0.7	3.4	1.7	0.4	4.9	1.9	0.2	4.4	3.0
Don't know/No answer	7.8	4.1	0.6	2.8	3.9	0.8	2.7	5.8	1.8	0.6	6.9	2.6	0.2	4.0	0.1
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	100.0	100.0	100.0

Note: Percents may not sum to 100 due to rounding.

**Table A6-7**  
**Packages Sent by Delivery Company**  
**(Percentage of Packages by Class and Carrier)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Carrier	Percent		
	1987	2001	2002
United States Postal Service:			
First-Class and Priority	39.0	56.5	32.8
Express	0.0	2.4	①
Parcel Post	13.5	7.2	20.1
Special Standard ②	3.5	4.7	11.4
International	6.0	2.6	4.2
Other	0.0	4.8	6.1
Don't know	3.4	2.7	6.3
Total USPS	81.7	80.8	81.0
Other Carriers:			
United Parcel Service Total	16.3	13.3	8.1
United Parcel Service -- Next Day Air	0.6	2.4	①
United Parcel Service -- Second Day Air	0.9	2.0	①
United Parcel Service -- 3 Day Select	-	2.1	1.8
United Parcel Service -- Ground	14.8	6.8	6.3
Federal Express	0.2	2.8	0.6
Emery/Purolator	0.0	0.4	0.1
Roadway	0.0	0.0	①
Airborne	-	0.6	0.4
DHL	-	2.0	0.2
Other	0.0	0.0	0.7
Total Other Carriers	16.5	19.2	10.0
Don't know/no answer	1.8	0.0	9.1
Total	100.0	100.0	100.0
Total Pieces	0.07	0.10	0.09

①Not collected in 2002 as part of Packages Sent.

②Special Standard includes Media Mail in 2001 and 2002.

**Table A6-8**  
**Packages Sent Via the Postal Service by Class and Recipient**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Mail Class	Business			Friend/Relative		
	1987	2001	2002	1987	2001	2002
First Class/Priority ②	18.3	26.7	35.4	81.7	72.8	64.6
Bulk Rate ①③	26.5	66.5	35.4	73.5	33.5	64.6
Special Standard ①	18.7	84.7	46.2	81.3	15.3	53.8
Parcel Post ①	56.9	26.8	26.1	43.1	73.2	73.9

①Fluctuations may be due to small sample sizes.

②Priority Not collected as part of Packages Sent in 2002.

③Collected in 2001 and 2002 as "Bound Printed Matter".

**Table A6-9**  
**Packages Sent -- Choice of Carrier by Income**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Carrier	Under \$25K ①			\$25K - \$49.9 ①			\$50K+ ①		
	1987	2001	2001	1987	2001	2001	1987	2001	2001
Postal Service	90.9	78.2	78.0	78.6	83.9	79.2	80.0	85.2	82.8
UPS	9.1	10.6	3.8	17.8	14.5	9.2	20.0	12.9	8.5
Other	0.0	6.5	5.6	0.0	1.6	1.8	0.0	0.5	1.1
Don't know/No answer	0.0	4.7	12.5	3.6	0.0	9.9	0.0	1.4	7.6
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	0.07	0.06	0.08	0.10	0.09	0.14	0.11	0.12

① Fluctuations may be due to small sample sizes.

Note: Percents may not sum to 100 due to rounding.

**Table A6-10**  
**Packages Sent by Distance**  
**(Percentage of Packages Sent by Households)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Diary Data)**

Distance	Percent		
	1987	2001	2002
Local	1.6	3.3	5.4
Less than 51 miles	2.3	2.3	3.1
51 - 150 Miles	9.8	6.5	6.4
151 - 300 Miles	15.4	9.0	10.3
301 - 600 Miles	16.8	18.5	12.7
601 - 1000 Miles	18.2	16.6	15.1
1001 - 1400 Miles	13.5	11.4	12.4
1400 - 1800 Miles	5.3	7.8	8.6
Greater than 1800 miles	7.6	12.9	14.9
Out of United States	5.8	4.3	5.8
Other/ Unknown	3.8	7.4	5.3
Total	100.0	100.0	100.0

Note: Percents may not sum to 100 due to rounding.



## Appendix A7: Electronic Communications

**Table A7-1**  
**Household Electronic Mail Capability by Income**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment Data)**

Capability	Under \$7K			\$7K - \$9.9K			\$10K - \$14.9K			\$15K - \$19.9K		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Have personal computer	N/A	26.2	29.4	N/A	28.1	20.9	N/A	39.1	34.4	N/A	43.6	38.5
Have Internet access	N/A	20.9	25.3	N/A	22.4	11.5	N/A	28.8	25.1	N/A	34.1	31.0
Have fax machine or board	N/A	7.0	3.5	N/A	5.4	5.2	N/A	15.2	8.5	N/A	13.4	8.4

Capability	\$20K - \$24.9K			\$25K - \$34.9K			\$35K - \$49.9K			\$50K - \$64.9K		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Have personal computer	N/A	46.8	46.5	N/A	61.2	60.3	N/A	68.3	73.1	N/A	76.4	82.3
Have Internet access	N/A	36.9	35.0	N/A	53.3	47.5	N/A	60.6	63.5	N/A	68.7	72.9
Have fax machine or board	N/A	13.1	12.2	N/A	20.9	15.5	N/A	25.9	24.5	N/A	30.6	26.5

Capability	\$65K - \$79.9K			\$80K - \$99.9K			\$100K - Over		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Have personal computer	N/A	82.6	87.9	N/A	87.4	91.2	N/A	89.9	94.7
Have Internet access	N/A	77.8	81.5	N/A	84.8	85.5	N/A	87.4	91.8
Have fax machine or board	N/A	36.6	36.2	N/A	46.7	37.9	N/A	50.7	50.4

**Table A7-2**  
**Household Electronic Mail Capability by Education of Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment Data)**

Capability	< 8th Grade			Some High School			High School			Some College		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Have personal computer	N/A	22.7	31.1	N/A	36.2	45.5	N/A	52.2	61.1	N/A	66.8	78.3
Have Internet access	N/A	15.8	22.3	N/A	28.7	33.8	N/A	44.4	52.2	N/A	59.8	69.8
Have fax machine or board	N/A	8.4	7.1	N/A	10.1	12.8	N/A	18.3	19.3	N/A	26.6	30.0

Capability	Tech School			College			Post Graduate		
	1987	2001	2002	1987	2001	2002	1987	2001	2002
Have personal computer	N/A	63.8	78.1	N/A	80.6	87.8	N/A	85.5	88.5
Have Internet access	N/A	53.8	68.3	N/A	74.9	82.6	N/A	80.4	83.8
Have fax machine or board	N/A	27.8	27.4	N/A	36.6	37.3	N/A	40.4	39.7

**Table A7-3**  
**Household Electronic Mail Capability by Age of Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2001 and 2002**  
**(Recruitment Data)**

Capability	18 - 21			22 - 24			25 - 34			35 - 44		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Have personal computer	N/A	59.9	68.9	N/A	68.7	65.5	N/A	75.3	77.7	N/A	77.1	83.6
Have Internet access	N/A	53.6	57.7	N/A	65.8	60.3	N/A	70.3	69.8	N/A	68.7	75.0
Have fax machine or board	N/A	18.4	19.2	N/A	25.7	17.3	N/A	29.1	26.3	N/A	33.5	31.8

Capability	45 - 54			55 - 64			65 - 69			70+		
	1987	2001	2002	1987	2001	2002	1987	2001	2002	1987	2001	2002
Have personal computer	N/A	73.3	81.9	N/A	60.9	69.6	N/A	50.5	54.3	N/A	33.7	38.2
Have Internet access	N/A	67.2	74.1	N/A	54.4	60.7	N/A	40.7	46.2	N/A	26.6	30.6
Have fax machine or board	N/A	32.3	31.8	N/A	26.0	28.1	N/A	20.4	19.4	N/A	9.7	11.1



## Appendix B: Survey Instruments



# Appendix B1: Recruitment Questionnaire

1:	TZONE
=> +1 if	1>0
COMPUTED	
	( 1/ 48)
East.....	3
Central.....	4
Mountain.....	5
Pacific.....	6
Hawaii.....	8

2:	SAMPN
=> +1 if	1>0
IMPORTED SAMPLE NUMBER	
	( 1/ 49)
9999999	

3:	LISTD
=> +1 if	1>0
IMPORTED LISTED OR UNLISTED NUMBER?	
	( 1/ 56)
LISTED.....	1
UNLISTED.....	2

00/09/20 10:40

4:	STYPE
=> +1 if	1>0
IMPORTED SAMPLE TYPE	
	( 1/ 57)
SE	
USPS Sample.....	01
Prophone Sample.....	02
Previous Study Sample.....	03

5:	HHNAM
=> +1 if	1>0
HOUSEHOLD NAME	
	( 1/ 59)

6:	CTFIP
=> +1 if	1>0
IMPORTED COUNTY FIPS CODE	
	( 1/ 89)

00/09/07 9:14

7:	PSU
=> +1 if	1>0
( 1/ 94)	
New York+ NY-NJ-CT-PA .....	01
Los Angeles+ CA .....	02
Chicago+ IL-IN-WI.....	03
Washington+ DC-MD-VA-WV .....	04
San Francisco+ CA.....	05
Philadelphia+ PA-NJ-DE-MD .....	06
Boston+ MA-NH-ME-CT.....	07
Detroit+ MI.....	08
Dallas+ TX .....	09
Houston+ TX.....	10
Miami+ FL .....	11
Seattle+ WA .....	12
Atlanta, GA.....	13
Cleveland+ OH.....	14
Minneapolis+ MN-WI.....	15
Pittsburgh, PA .....	16
St. Louis, MO-IL.....	17
San Diego, CA.....	18
Tampa+ FL.....	19
Phoenix AZ.....	20
Denver+ CO .....	21
Portland+ OR-WA.....	22
Cincinnati+ OH-KY-IN.....	23
New Haven+ CT.....	24
Kansas City, MO-KS.....	25
Milwaukee+ WI.....	26
Sacramento+ CA .....	27
Indianapolis, IN .....	28
Columbus, OH.....	29
Norfolk+ VA-NC .....	30
New Orleans, LA.....	31
San Antonio, TX.....	32
Nashville TN MSA.....	33
Oklahoma City, OK.....	34
Louisville, KY-IN MSA.....	35
Richmond-Petersburg, VA MSA .....	36
Providence-Warwick-Pawtucket, RI NECMA .....	37
Albuquerque NM.....	38
Omaha, NE-IA.....	39
Springfield, MA.....	40
Charleston, SC.....	41
Kalamazoo+ MI.....	42
Jackson+ MS .....	43
Peoria, IL.....	44
Santa Barbara-Santa Maria-Lompoc, CA MSA.....	45
Tallahassee, FL MSA .....	46
Cumberland, MD-WV.....	47
Provo, UT .....	48
Lafayette, IN MSA .....	49
Wichita Falls, TX .....	50
Gadsden, AL MSA .....	51
Ulster, NY.....	52
Indian River, FL .....	53
Cochise, AZ.....	54
Tuscarawas, OH .....	55
Raleigh, WV.....	56
Grant, IN.....	57
Walker, AL.....	58
Reno, KS.....	59
Greenwood, SC .....	60
Carteret, NC.....	61
Twin Falls, ID.....	62
Gibson, TN .....	63
Delaware, NY.....	64
Apache, AZ.....	65
Tioga, PA.....	66
Van Zandt, TX.....	67
Baxter, AR.....	68
Polk, WI.....	69
McDonough, IL.....	70
Barton, KS .....	71
Putnam, OH .....	72
Brown, MN.....	73
Lewis, NY.....	74
Douglas, WA.....	75
Le Sueur, MN.....	76

Wayne, GA .....	77
Eastland, TX .....	78
Mitchell, GA .....	79
Morgan, MO .....	80
Simpson, KY .....	81
Burnett, WI .....	82
Lewis, KY .....	83
Madison, VA .....	84
Dooly, GA .....	85

00/11/03 17:19

8: REGN

=> +1 if 1>0

IMPORTED REGION (1/96)

East.....	1
Northeast.....	2
South .....	3
Central.....	4
West .....	5

01/09/19 16:17

9: DIV

=> +1 if 1>0

DIVISION (1/97)

New England.....	1
Middle Atlantic.....	2
East North Central .....	3
West North Central.....	4
South Atlantic .....	5
East South Atlantic.....	6
West South Atlantic.....	7
Mountain.....	8
Pacific .....	9

10: CR

=> +1 if 1>0

(1/98)

00/09/20 10:39

11: STRAT

=> \* if V01(PSU<31)\*1+V01(PSU>30 AND PSU<51)\*2+V01(PSU>50)\*3

STRATA (1/102)

Strata 1, 30 Largest MSAs.....	1
Strata 2, Other MSAs.....	2
Strata 3, Non-Metro Counties.....	3

12: PHONE

=> +1 if 1>0

IMPORTED PHONE NUMBER (1/103)

999-999-9999

Hello, this is ----, calling on behalf of the U.S. Postal Service. May I please speak with --NAME >--. We began an interview concerning your household's mail and I would like to complete that interview now.

IF THERE IS NO NAME HERE, THEN THIS IS NOT A PARTIAL SO RESTART

&INTRO

13: INTRO

=> +1 if NOT INT=PC

INTRO ON RETURN (1/115)

Continue where I left off.....	1	=> LASTQ
Restart at the beginning.....	2	=> INT01

14: INT01

Hello, my name is ---- and I'm calling on behalf of the US Postal Service. We're not selling anything. May I speak with an adult in the household, 18 or older? THE HOUSEHOLD NAME IS:<HHNAM > IF NAME IS BLANK IT IS UNLISTED SAMPLE

(1/116)

Continue .....	OK	D
No Answer.....	NA	=> /END
Busy.....	BZ	=> /END
Answering Machine .....	AM	=> /END
Disconnect.....	DC	=> /END
Computer/Fax Machine.....	FX	=> /END
Business/Government.....	BG	=> /END
Deaf/Language Barrier.....	LB	=> /END
1st Refusal .....	R1	=> /END
Call Back .....	CB	=> /CB
Spanish Callback .....	SC	=> /CB
Remove my name from your mailing list. Do not ever call me again.		OL
.....		=> /OLIST

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 households provide, the US Postal Service can make wise decisions about postage rates and staffing needs to ensure an efficient national mail system. The study is purely a research effort and any information you provide will be held in strict confidence.

For this study, your household will use diaries to write down the mail they receive and send for the next week. The diary is not hard to fill out, and we'll give you a gift for completing the diary. Before I can get your diaries out to you, I need to get some information about your household.

9SCRPI PRESS ENTER FOR CHOICES &INT02

00/09/12 9:35

15: SCRPI

PRESS F10 FOR GIFT LIST

The USPS is conducting a study...

(1/118)

CONTINUE..... 1 D

00/09/11 12:20

16: INT02

PRESS F10 FOR GIFT LIST

For this study, your household will use diaries to write...

(1/119)

CONTINUE.....	OK	D
CALLBACK .....	CB	=> /CB
REFUSED .....	R1	=> /END

17: Q1

RESPONDENT GENDER, DONT ASK

(1/121)

MALE.....	1
FEMALE.....	2

18: Q2

What is your age?

(1/122)

18-21.....	1
22-24.....	2
25-34.....	3
35-44.....	4
45-54.....	5
55-64.....	6
65-69.....	7
70+.....	8
N/A, REFUSED .....	9

**19: Q3D**

Rotation => Q3G

Now, I'd like to get an idea of some of the things that interest you. As I read each activity, please tell me how much you enjoy it - do you enjoy it very much, quite a bit, a little, or not at all? First of all/Next, take READ ITEM. Do you enjoy that very much, quite a bit, alittle, or not at all?

E-mailing via the Internet ( 1/ 123)

- VERY MUCH .....4
- QUITE A BIT .....3
- A LITTLE .....2
- NOT AT ALL .....1
- DON'T KNOW .....8
- NA/RF .....9

**20: Q3E**

Now, I'd like to get an idea of some of the things that interest you. As I read each activity, please tell me how much you enjoy it - do you enjoy it very much, quite a bit, a little, or not at all? First of all/Next, take READ ITEM. Do you enjoy that very much, quite a bit, alittle, or not at all?

Writing cards and letters to friends ( 1/ 124)

- VERY MUCH .....4
- QUITE A BIT .....3
- A LITTLE .....2
- NOT AT ALL .....1
- DON'T KNOW .....8
- NA/RF .....9

**21: Q3G**

Now, I'd like to get an idea of some of the things that interest you. As I read each activity, please tell me how much you enjoy it - do you enjoy it very much, quite a bit, a little, or not at all? First of all/Next, take READ ITEM. Do you enjoy that very much, quite a bit, alittle, or not at all?

Reading cards and letters ( 1/ 125)

- VERY MUCH .....4
- QUITE A BIT .....3
- A LITTLE .....2
- NOT AT ALL .....1
- DON'T KNOW .....8
- NA/RF .....9

**22: Q3A**

Rotation => Q3I

Now, I'd like to get an idea of some of the things that interest you. As I read each activity, please tell me how much you enjoy it - do you enjoy it very much, quite a bit, a little, or not at all? First of all/Next, take READ ITEM. Do you enjoy that very much, quite a bit, alittle, or not at all?

Watching television ( 1/ 126)

- VERY MUCH .....4
- QUITE A BIT .....3
- A LITTLE .....2
- NOT AT ALL .....1
- DON'T KNOW .....8
- NA/RF .....9

**23: Q3B**

Now, I'd like to get an idea of some of the things that interest you. As I read each activity, please tell me how much you enjoy it - do you enjoy it very much, quite a bit, a little, or not at all? First of all/Next, take READ ITEM. Do you enjoy that very much, quite a bit, alittle, or not at all?

Reading books and magazines ( 1/ 127)

- VERY MUCH .....4
- QUITE A BIT .....3
- A LITTLE .....2
- NOT AT ALL .....1
- DON'T KNOW .....8
- NA/RF .....9

**24: Q3C**

Now, I'd like to get an idea of some of the things that interest you. As I read each activity, please tell me how much you enjoy it - do you enjoy it very much, quite a bit, a little, or not at all? First of all/Next, take READ ITEM. Do you enjoy that very much, quite a bit, alittle, or not at all?

Visiting with friends ( 1/ 128)

- VERY MUCH .....4
- QUITE A BIT .....3
- A LITTLE .....2
- NOT AT ALL .....1
- DON'T KNOW .....8
- NA/RF .....9

**25: Q3F**

Now, I'd like to get an idea of some of the things that interest you. As I read each activity, please tell me how much you enjoy it - do you enjoy it very much, quite a bit, a little, or not at all? First of all/Next, take READ ITEM. Do you enjoy that very much, quite a bit, alittle, or not at all?

Reading newspapers ( 1/ 129)

- VERY MUCH .....4
- QUITE A BIT .....3
- A LITTLE .....2
- NOT AT ALL .....1
- DON'T KNOW .....8
- NA/RF .....9

**26: Q3H**

Now, I'd like to get an idea of some of the things that interest you. As I read each activity, please tell me how much you enjoy it - do you enjoy it very much, quite a bit, a little, or not at all? First of all/Next, take READ ITEM. Do you enjoy that very much, quite a bit, alittle, or not at all?

Shopping on the Internet ( 1/ 130)

- VERY MUCH .....4
- QUITE A BIT .....3
- A LITTLE .....2
- NOT AT ALL .....1
- DON'T KNOW .....8
- NA/RF .....9

**27: Q3I**

Now, I'd like to get an idea of some of the things that interest you. As I read each activity, please tell me how much you enjoy it - do you enjoy it very much, quite a bit, a little, or not at all? First of all/Next, take READ ITEM. Do you enjoy that very much, quite a bit, alittle, or not at all?

Telephoning family and friends ( 1/ 131)

- VERY MUCH .....4
- QUITE A BIT .....3
- A LITTLE .....2
- NOT AT ALL .....1
- DON'T KNOW .....8
- NA/RF .....9

**28: SCR2**

The questions that follow are asked of all members of your household. So when I say, "in your household", or "household members", please be sure to include yourself and all other persons in your household when giving your answers.

CONTINUE..... 1 D ( 1/ 132)

**29: Q4**

**PROBE FOR SPECIFIC NUMBER**

In total, how many personal letters, including post cards and thank you notes,would you say members of your household write in the average month? Remember, I'm talking about personal letters, not greeting cards, not e-mail, and not letters written for business or in conjunction with jobs.

( 1/ 133)

- \$E
- DON'T KNOW ..... 98
- REFUSED ..... 99

**30: Q5**

**PROBE FOR SPECIFIC NUMBER**

About how many greeting cards did your household send by mail during the Christmas/Hanukkah/Kwanza season last year? (1/135)

\$E  
DONT' KNOW .....98  
REFUSED.....99

**31: Q6**

**PROBE FOR SPECIFIC NUMBER**

Not counting the Christmas, Hanukkah, and Kwanza cards we just talked about, approximately how many greeting cards would you say are sent to friends or relatives in an average month? (1/137)

\$E  
DONT' KNOW .....98  
REFUSED.....99

**32: Q7**

**PROBE FOR SPECIFIC NUMBER**

The next question is about the electronic greeting cards (not e-mails) that your household has sent. About how many greeting cards (not e-mail messages) did your household send through the Internet last month? (1/139)

\$E  
DONT' KNOW .....98  
REFUSED.....99

**33: SCR P8**

=> \* if IF(((MON(\$D)>10 AND YEA(\$D)==2000) OR (MON(\$D)<2 AND YEA(\$D)==2001)),1,2)\_

CONVERSATIONAL PURPOSES (1/141)  
Not counting the Christmas and Hanukkah packages your household sends, about  
.....1  
About .....2

**34: Q8**

**PROBE FOR SPECIFIC NUMBER**

<SCR P8 > how many packages did your household mail in the last month? (1/142)

\$E  
DONT' KNOW .....98  
REFUSED.....99

**35: Q9**

Which of the following methods of mailing personal packages (not letter mail) have household members used in the last six months? (1/144 - 145 - 146 - 147 - 148)

Official U.S. Post Office.....1  
Private mailing service, like Mailboxes, Etc., Post Office Plus, or Parcel Place .....2  
Private package shipping company, like UPS or Federal Express 3  
.....  
Gave package to my mail carrier.....4  
None.....5 X  
OTHER, SPECIFY .....6 O  
DK.....8 X  
RF.....9 X

**36: Q10**

Does your household rent a Post Office box? (1/149)

YES .....1  
NO.....2  
DK.....8  
RF.....9

**37: Q11**

Do any members of your household rent a box from a private mailing service, like Mailboxes, Etc., Post Office Plus, or Parcel Place? (1/150)

YES.....1  
NO .....2  
DK .....8  
RF .....9

**38: Q12**

How many times in an average month do household members go to a post office operated by Postal Service employees? VERIFY RESPONSE IF MORE THAN 30 (1/151)

\$E  
DK .....98  
RF .....99

**39: Q13**

How many times in an average month do household members go to a private mailing service like Mailboxes, Etc., Post Office Plus, or Parcel Place? VERIFY RESPONSE IF MORE THAN 30 (1/153)

\$E  
DK .....98 => Q15  
RF .....99 => Q15

**40: Q14**

=> Q15 if Q13==0

Why does your household use a mailing service rather than the post office? IF THEY SAY "CONVENIENT" OR "EASIER" OR OTHER VAGUE RESPONSE, ASK THEM WHY IT'S CONVENIENT OR EASIER (1/155)

ENTER RESPONSE .....1 DO  
DK/RF .....9

00/11/20 18:57

**41: Q15**

Do members of your household have any friends or relatives who live in a foreign country? (1/156)

YES.....1  
NO .....2 => Q20  
DK .....8 => Q20  
RF .....9 => Q20

**42: Q16**

About how many cards and letters, if any, have members of your household send to them in the past twelve months? (1/157)

\$E  
DK .....98  
RF .....99

**43: Q17**

About how many times has your household telephoned friends or relatives living in a foreign country in the past twelve months? (1/159)

\$E  
DK .....98  
RF .....99

**44: Q18**

About how many times has your household e-mailed friends or relatives living in a foreign country in the past twelve months? (1/161)

\$E  
DK .....98  
RF .....99

**45: Q19**  
 And, about how many times has your household wired money to them in the past twelve months? (1/163)

\$E  
 DK.....98  
 RF.....99

**46: Q20**  
 Does your household use a fax machine or a personal computer with fax- capabilities to send fax communications? (1/165)

YES.....1  
 NO.....2 => Q22  
 DK/RF.....9 => Q22

00/11/20 8:44

**47: Q21**  
 What types of communications are sent by fax? (1/166 - 167 - 168 - 169 - 170)

Personal communications .....1  
 Home business, including purchasing merchandise.2  
 Job-related communications .....3  
 School-related communications .....4  
 OTHER, SPECIFY .....7 O  
 DK/RF.....9 X

**48: Q22**  
 Does your household own one or more personal computers? ASK HOW MANY (1/171)

\$E  
 DK.....98 => Q26A  
 RF.....99 => Q26A

**49: Q23**  
 => Q26A if Q22==0

How many of these computers have Internet access? THEY HAVE<Q22>COMPUTERS. DO NOT ACCEPT A NUMBER GREATER THAN<Q22>. (1/173)

\$E  
 DK.....98  
 RF.....99

00/11/20 8:47

**50: Q24**  
 => Q26A if Q23==0

Who is your Internet service provider? READ LIST IF NECESSARY (1/175)

AOL .....1  
 PRODIGY.....2  
 COMPUSERVE.....3  
 MCI WORLDCOM .....4  
 ATT WORLDNET .....5  
 INTERNET AMERICA .....6  
 OTHER NATIONAL .....7  
 OTHER LOCAL.....8  
 DK/RF.....9

**51: Q25**  
 Do members of your household use the Internet to communicate with others via email? (1/176)

YES.....1  
 NO.....2  
 DK.....8  
 RF.....9

00/11/20 8:49

**52: Q26A**  
 => +1 if Q22>0 AND Q22<97

How likely is it that members of this household will get any of the following technologies in the near future? Very likely, somewhat likely, somewhat unlikely or not at all likely? READ ITEM

Personal computer (1/177)

VERY LIKELY.....4  
 SOMEWHAT LIKELY .....3  
 SOMEWHAT UNLIKELY.....2  
 NOT AT ALL LIKELY .....1  
 ALREADY HAVE IT.....0  
 DK/RF .....9

00/11/20 8:49

**53: Q26B**  
 => +1 if Q20=1

How likely is it that members of this household will get any of the following technologies in the near future? Very likely, somewhat likely, somewhat unlikely or not at all likely? READ ITEM

Fax machine or PC with fax capabilities (1/178)

VERY LIKELY.....4  
 SOMEWHAT LIKELY .....3  
 SOMEWHAT UNLIKELY.....2  
 NOT AT ALL LIKELY .....1  
 ALREADY HAVE IT.....0  
 DK/RF .....9

00/11/20 8:49

**54: Q26C**  
 => +1 if Q23>0 AND Q23<97

How likely is it that members of this household will get any of the following technologies in the near future? Very likely, somewhat likely, somewhat unlikely or not at all likely? READ ITEM

Internet access (1/179)

VERY LIKELY.....4  
 SOMEWHAT LIKELY .....3  
 SOMEWHAT UNLIKELY.....2  
 NOT AT ALL LIKELY .....1  
 ALREADY HAVE IT.....0  
 DK/RF .....9

**55: Q26D**  
 How likely is it that members of this household will get any of the following technologies in the near future? Very likely, somewhat likely, somewhat unlikely or not at all likely? READ ITEM

Web TV (1/180)

VERY LIKELY.....4  
 SOMEWHAT LIKELY .....3  
 SOMEWHAT UNLIKELY.....2  
 NOT AT ALL LIKELY .....1  
 ALREADY HAVE IT.....0  
 DK/RF .....9

**56: Q26E**  
 How likely is it that members of this household will get any of the following technologies in the near future? Very likely, somewhat likely, somewhat unlikely or not at all likely? READ ITEM

Digital cable (1/181)

VERY LIKELY.....4  
 SOMEWHAT LIKELY .....3  
 SOMEWHAT UNLIKELY.....2  
 NOT AT ALL LIKELY .....1  
 ALREADY HAVE IT.....0  
 DK/RF .....9

**57: SCR3**  
 PRESS ENTER TO CONTINUE

Traditionally, people pay bills in person or by mail. Now, some banks offer a service that allows you to pay bills by telephone - you call the bank and tell them which bills

you wish to pay and the amounts. Banks are also starting to offer Internet banking where you can pay bills over the Internet.

CONTINUE ..... 1 D (1/182)

**58: Q27A**

Have you heard of bank services that allow you to pay bills by Telephone? (1/183)

- YES.....1
- NO.....2
- DK.....8
- NA/RF.....9

**59: Q28A**

=> +1 if Q27A>1

Are Telephone paying services available in your community? (1/184)

- YES.....1
- NO.....2
- DK.....8
- RF.....9

**60: Q27B**

Have you heard of bank services that allow you to pay bills by Internet? (1/185)

- YES.....1
- NO.....2
- DK.....8
- NA/RF.....9

**61: Q28B**

=> +1 if Q27B>1

Are Internet paying services available in your community? (1/186)

- YES.....1
- NO.....2
- DK.....8
- RF.....9

**62: Q29**

On average, about how many bills in total would you say your household pays each month? PROBE FOR SPECIFIC NUMBER. (1/187)

- \$E.....
- DK.....98
- RF.....99

**63: Q30A**

Now, I'm going to ask you about the methods you use to pay your bills. In which of the following ways do you pay your bills? (1/189)

By mail

- YES.....1
- NO.....2
- DK.....8
- RF.....9

**64: Q30B**

In person

- YES.....1
- NO.....2
- DK.....8
- RF.....9

**65: Q30C**

=> +1 if Q27A>1

Now, I'm going to ask you about the methods you use to pay your bills. In which of the following ways do you pay your bills? (1/191)

By telephone

- YES.....1
- NO.....2
- DK.....8
- RF.....9

**66: Q30D**

=> +1 if Q27B>1

Now, I'm going to ask you about the methods you use to pay your bills. In which of the following ways do you pay your bills? (1/192)

Via Internet

- YES.....1
- NO.....2
- DK.....8
- RF.....9

**67: Q30E**

Now, I'm going to ask you about the methods you use to pay your bills. In which of the following ways do you pay your bills? (1/193)

By ATM (automated teller machine)

- YES.....1
- NO.....2
- DK.....8
- RF.....9

**68: Q30F**

By automatic deduction from bank account

- YES.....1
- NO.....2
- DK.....8
- RF.....9

00/12/11 14:37

**69: Q30G**

Now, I'm going to ask you about the methods you use to pay your bills. In which of the following ways do you pay your bills? (1/195)

By automatic charge to credit card

- YES.....1
- NO.....2
- DK.....8
- RF.....9

**70: Q31A**

=> +1 if Q30A>1

**<Q29 >TOTAL BILLS**

About how many of your monthly bills are paid By Mail ? IF THE SUM OF BILLS IS MORE THAN THE TOTAL, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN. (1/196)

- \$E.....
- DK.....98
- RF.....99

00/12/11 14:39

**71: Q31B**

=> +1 if Q30B>1

**<Q29 >TOTAL BILLS**

About how many of your monthly bills are paid In Person? IF THE SUM OF BILLS IS MORE THAN THE TOTAL, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN. (1/198)

- \$E.....
- DK.....98
- RF.....99

00/12/11 14:39

72: Q31C

=> +1 if Q30C>1 OR Q30C=WR

<Q29>TOTAL BILLS

About how many of your monthly bills are paid By Telephone? IF THE SUM OF BILLS IS MORE THAN THE TOTAL, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

(1/200)

\$E
DK.....98
RF.....99

00/12/11 14:39

73: Q31D

=> +1 if Q30D>1 OR Q30D=WR

<Q29>TOTAL BILLS

About how many of your monthly bills are paid Via Internet? IF THE SUM OF BILLS IS MORE THAN THE TOTAL, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

(1/200)

\$E
DK.....98
RF.....99

00/12/11 14:39

74: Q31E

=> +1 if Q30E>1

<Q29>TOTAL BILLS

About how many of your monthly bills are paid By ATM (automated teller machine)? IF THE SUM OF BILLS IS MORE THAN THE TOTAL, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

(1/204)

\$E
DK.....98
RF.....99

00/12/11 14:39

75: Q31F

=> +1 if Q30F>1

<Q29>TOTAL BILLS

About how many of your monthly bills are paid By automatic deduction from bankaccount? IF THE SUM OF BILLS IS MORE THAN THE TOTAL, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

(1/206)

\$E
DK.....98
RF.....99

00/12/11 14:39

76: Q31G

=> +1 if Q30G>1

<Q29>TOTAL BILLS

About how many of your monthly bills are paid By automatic charge to credit card? IF THE SUM OF BILLS IS MORE THAN THE TOTAL, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

(1/208)

\$E
DK.....98
RF.....99

00/12/11 14:41

77: CKBIL

=> Q29 else => +1 if (Q29-
(IF((Q31A<98),Q31A,0)+IF((Q31B<98),Q31B,0)+IF((Q31C<
98),Q31C,0)+IF((Q31D<98),Q31D,0)+IF((Q31E<98),Q31E,0)
+IF((Q31F<98),Q31F,0)+IF((Q31G<98),Q31G,0)<0)

COMPUTED TO COUNT BILLS AND CHECK AGAINST TOTAL (1/210)

01/09/21 10:21

78: Q32A

=> +1 if Q30A>1

What types of bills do you pay By Mail?

(1/211 - 212 - 213 - 214 - 215 - 216 - 217 - 218 - 219)
NONE OF THESE ..... 0 X
NATURAL GAS/PROPANE/FUEL OIL/ETC..... 1
ELECTRIC..... 2
TELEPHONE..... 3
WATER/SEWER..... 4
CREDIT CARDS..... 5
RENT/MORTGAGE..... 6
CABLE TV..... 7
INSURANCE..... 8
LOAN(S)..... 9

01/08/22 15:45

79: Q33A

=> +1 if Q30A>1

What are the main reasons that you pay these bills By Mail?

(1/220)

ENTER RESPONSE ..... 1 DO
DK/RF ..... 9

01/09/21 10:21

80: Q32B

=> +1 if Q30B>1

What types of bills do you pay In Person?

(1/221 - 222 - 223 - 224 - 225 - 226 - 227 - 228 - 229)
NONE OF THESE ..... 0 X
NATURAL GAS/PROPANE/FUEL OIL/ETC..... 1
ELECTRIC..... 2
TELEPHONE..... 3
WATER/SEWER..... 4
CREDIT CARDS..... 5
RENT/MORTGAGE..... 6
CABLE TV..... 7
INSURANCE..... 8
LOAN(S)..... 9

01/08/22 15:45

81: Q33B

=> +1 if Q30B>1

What are the main reasons that you pay these bills In Person?

(1/230)

ENTER RESPONSE ..... 1 DO
DK/RF ..... 9

01/09/21 10:21

82: Q32C

=> +1 if Q30C>1 OR Q30C=WR

What types of bills do you pay By Telephone?

(1/231 - 232 - 233 - 234 - 235 - 236 - 237 - 238 - 239)
NONE OF THESE ..... 0 X
NATURAL GAS/PROPANE/FUEL OIL/ETC..... 1
ELECTRIC..... 2
TELEPHONE..... 3
WATER/SEWER..... 4
CREDIT CARDS..... 5
RENT/MORTGAGE..... 6
CABLE TV..... 7
INSURANCE..... 8
LOAN(S)..... 9

01/08/22 15:46

83: Q33C

=> +1 if Q30C>1 OR Q30C=WR

What are the main reasons that you pay these bills By Telephone?

(1/240)

ENTER RESPONSE ..... 1 DO
DK/RF ..... 9

01/09/21 10:21

**84:** **Q32D**

=> +1 if Q30D>1 OR Q30D=WR

What types of bills do you pay Via Internet?  
 ( 1/ 241 - 242 - 243 - 244 - 245 - 246 - 247 - 248 - 249)

NONE OF THESE.....0 X  
 NATURAL GAS/PROPANE/FUEL OIL/ETC ..... 1  
 ELECTRIC .....2  
 TELEPHONE .....3  
 WATER/SEWER.....4  
 CREDIT CARDS.....5  
 RENT/MORTGAGE .....6  
 CABLE TV .....7  
 INSURANCE.....8  
 LOAN(S) .....9

01/08/22 15:46

**85:** **Q33D**

=> +1 if Q30D>1 OR Q30D=WR

What are the main reasons that you pay these bills Via Internet?  
 ( 1/ 250)

ENTER RESPONSE .....1 DO  
 DK/RF.....9

01/09/21 10:21

**86:** **Q32E**

=> +1 if Q30E>1

What types of bills do you pay By ATM (automated teller machine)?  
 ( 1/ 251 - 252 - 253 - 254 - 255 - 256 - 257 - 258 - 259)

NONE OF THESE.....0 X  
 NATURAL GAS/PROPANE/FUEL OIL/ETC ..... 1  
 ELECTRIC .....2  
 TELEPHONE .....3  
 WATER/SEWER.....4  
 CREDIT CARDS.....5  
 RENT/MORTGAGE .....6  
 CABLE TV .....7  
 INSURANCE.....8  
 LOAN(S) .....9

01/08/22 15:47

**87:** **Q33E**

=> +1 if Q30E>1

What are the main reasons that you pay these bills By ATM (automated teller machine)?  
 ( 1/ 260)

ENTER RESPONSE .....1 DO  
 DK/RF.....9

01/09/21 10:21

**88:** **Q32F**

=> +1 if Q30F>1

What types of bills do you pay By automatic deduction from bank account?  
 ( 1/ 261 - 262 - 263 - 264 - 265 - 266 - 267 - 268 - 269)

NONE OF THESE.....0 X  
 NATURAL GAS/PROPANE/FUEL OIL/ETC ..... 1  
 ELECTRIC .....2  
 TELEPHONE .....3  
 WATER/SEWER.....4  
 CREDIT CARDS.....5  
 RENT/MORTGAGE .....6  
 CABLE TV .....7  
 INSURANCE.....8  
 LOAN(S) .....9

01/08/22 15:47

**89:** **Q33F**

=> +1 if Q30F>1

What are the main reasons that you pay these bills By automatic deduction from bank account?  
 ( 1/ 270)

ENTER RESPONSE .....1 DO  
 DK/RF .....9

01/09/21 10:21

**90:** **Q32G**

=> +1 if Q30G>1

What types of bills do you pay By automatic charge to credit card?  
 ( 1/ 271 - 272 - 273 - 274 - 275 - 276 - 277 - 278 - 279)

NONE OF THESE .....0 X  
 NATURAL GAS/PROPANE/FUEL OIL/ETC ..... 1  
 ELECTRIC .....2  
 TELEPHONE .....3  
 WATER/SEWER .....4  
 CREDIT CARDS .....5  
 RENT/MORTGAGE .....6  
 CABLE TV .....7  
 INSURANCE .....8  
 LOAN(S) .....9

01/08/22 15:47

**91:** **Q33G**

=> +1 if Q30G>1

What are the main reasons that you pay these bills By automatic charge to credit card?  
 ( 1/ 280)

ENTER RESPONSE .....1 DO  
 DK/RF .....9

01/09/21 10:22

**92:** **Q34**

People pay their bills in different ways: some pay bills a day or two after they come in, other pay bills weekly, once every two weeks, once a month, as they become due, or some other time. How about your household? Are bills usually paid...  
 ( 1/ 281)

Within a day or two after they come in..... 1  
 Weekly.....2  
 Every two weeks .....3  
 Once a month.....4  
 As they become due .....5  
 Or some other time SPECIFY .....7 O  
 DON'T KNOW .....8  
 RF .....9

**93:** **Q35**

People traditionally receive their bills in the mail. Some companies are offering electronic presentation of bills where you would receive bills over the Internet. How many bills do you receive via the Internet?  
 ( 1/ 282)

\$E .....  
 DK .....98  
 RF .....99

**94:** **Q36**

**PROBE FOR SPECIFIC NUMBER**  
 The following questions deal with specific types of mail your household may receive such as magazines or newspapers. How many different magazines do members of your household receive through the mail?  
 ( 1/ 284)

\$E .....  
 DK .....98 => Q38  
 RF .....99 => Q38

95: Q37A

=> Q38 if Q36==0

PROBE FOR SPECIFIC NUMBER

Of the<Q36>magazines your household receives by mail, how many are Weekly magazines?

VERIFY IF OVER 10

(1/286)

\$E
DK.....98
RF.....99

96: Q37B

PROBE FOR SPECIFIC NUMBER

Of the<Q36>magazines your household receives by mail, how many are Monthly magazines?

VERIFY IF OVER 15

(1/288)

\$E
DK.....98
RF.....99

97: Q37C

PROBE FOR SPECIFIC NUMBER

Of the<Q36>magazines your household receives by mail, how many are Bi-monthly magazines? IF THE SUM OF MAGAZINES IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

VERIFY IF OVER 15

(1/290)

\$E
DK.....98
RF.....99

98: Q37D

=> \* if Q36- (IF((Q37A<98),Q37A,0)+IF((Q37B<98),Q37B,0)+IF((Q37C<98),Q37C,0))

COMPUTED OTHER

(1/292)

\$E

99: CKMG1

=> Q36 else => +1 if Q37D<0

COMPUTED TO COUNT MAGS AND CHECK AGAINST TOTAL

(1/294)

100: Q38

PROBE FOR SPECIFIC NUMBER

Please think about the magazines do not come through the mail. How many different magazines do members of your household purchase which do not come through the mail?

(1/295)

\$E
DK.....98 => Q40
RF.....99 => Q40

101: Q39A

=> Q40 if Q38==0

PROBE FOR SPECIFIC NUMBER

Of the<Q38>magazines your household does not receive by mail, how many are Weekly Magazines? IF THE SUM OF MAGAZINES IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

VERIFY IF OVER 10

(1/297)

\$E
DK.....98
RF.....99

102: Q39B

PROBE FOR SPECIFIC NUMBER

Of the<Q38>magazines your household does not receive by mail, how many are Monthly magazines? IF THE SUM OF MAGAZINES IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

VERIFY IF OVER 15

(1/299)

\$E
DK.....98
RF.....99

103: Q39C

PROBE FOR SPECIFIC NUMBER

Of the<Q38>magazines your household does not receive by mail, how many are Bi-monthly magazines? IF THE SUM OF MAGAZINES IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

VERIFY IF OVER 15

(1/301)

\$E
DK.....98
RF.....99

104: Q39D

=> \* if Q38- (IF((Q39A<98),Q39A,0)+IF((Q39B<98),Q39B,0)+IF((Q39C<98),Q39C,0))

COMPUTED OTHER

(1/303)

\$E

105: CKMG2

=> Q38 else => +1 if Q39D<0

COMPUTED TO COUNT MAGS AND CHECK AGAINST TOTAL

(1/305)

106: Q40

PROBE FOR SPECIFIC NUMBER

How many different newspapers do members of your household receive through themail in an average week?

(1/306)

\$E
DK.....98 => Q42
RF.....99 => Q42

107: Q41A

=> Q42 if Q40==0

PROBE FOR SPECIFIC NUMBER

Of the<Q40>newspapers your household receives by mail, how many are Daily newspapers (7 days)? IF THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

VERIFY IF OVER 6

(1/308)

\$E
DK.....98
RF.....99

108: Q41B

PROBE FOR SPECIFIC NUMBER

Of the<Q40>newspapers your household receives by mail, how many are Daily newspapers (M-F only or Sat only)? IF THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

VERIFY IF OVER 4

(1/310)

\$E
DK.....98
RF.....99

**109: Q41C**

**PROBE FOR SPECIFIC NUMBER**

Of the<Q40>newspapers your household receives by mail, how many are Weekly newspapers? IF THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

VERIFY IF OVER 4

( 1/ 312)

\$E  
DK.....98  
RF.....99

**110: Q41D**

**PROBE FOR SPECIFIC NUMBER**

Of the<Q40>newspapers your household receives by mail, how many are Sunday only newspapers? IF THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

VERIFY IF OVER 3

( 1/ 314)

\$E  
DK.....98  
RF.....99

**111: Q41E**

**PROBE FOR SPECIFIC NUMBER**

Of the<Q40>newspapers your household receives by mail, how many are Monthly newspapers? IF THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

VERIFY IF OVER 5

( 1/ 316)

\$E  
DK.....98  
RF.....99

**112: Q41F**

=> * if	Q40- (IF((Q41A<98),Q41A,0)+IF((Q41B<98),Q41B,0)+IF((Q41C<98),Q41C,0)+IF((Q41D<98),Q41D,0)+IF((Q41E<98),Q41E,0))
---------	--

COMPUTED OTHER ( 1/ 318)

\$E

**113: CHNP1**

=> Q40 else => +1 if	Q41F<0
----------------------	--------

COMPUTED TO COUNT NEWS AND CHECK AGAINST TOTAL ( 1/ 320)

**114: Q42**

**PROBE FOR SPECIFIC NUMBER**

Please think about the newspapers that do not come through the mail. How many different newspapers do members of your household purchase which do not come through the mail?

( 1/ 321)

\$E  
DK.....98 => Q44  
RF.....99 => Q44

**115: Q43A**

=> 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/ 323)

\$E  
DK.....98  
RF.....99

**116: Q43B**

**PROBE FOR SPECIFIC NUMBER**

Of the<Q42>newspapers not received by mail, how many are Daily newspapers (M-F only or Sat only)? IF THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

VERIFY IF OVER 4

( 1/ 325)

\$E  
DK.....98  
RF.....99

**117: Q43C**

**PROBE FOR SPECIFIC NUMBER**

Of the<Q42>newspapers not received by mail, how many are Weekly newspapers? IF THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

VERIFY IF OVER 4

( 1/ 327)

\$E  
DK.....98  
RF.....99

**118: Q43D**

**PROBE FOR SPECIFIC NUMBER**

Of the<Q42>newspapers not received by mail, how many are Sunday only newspapers? IF THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

VERIFY IF OVER 3

( 1/ 329)

\$E  
DK.....98  
RF.....99

**119: Q43E**

**PROBE FOR SPECIFIC NUMBER**

Of the<Q42>newspapers not received by mail, how many are Monthly newspapers? IF THE SUM OF NEWSPAPERS IS MORE THAN THE TOTAL THEY GET, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.

VERIFY IF OVER 5

( 1/ 331)

\$E  
DK.....98  
RF.....99

**120: Q43F**

=> * if	Q42- (IF((Q43A<98),Q43A,0)+IF((Q43B<98),Q43B,0)+IF((Q43C<98),Q43C,0)+IF((Q43D<98),Q43D,0)+IF((Q43E<98),Q43E,0))
---------	--

COMPUTED OTHER ( 1/ 333)

\$E

**121: CKNP2**

=> Q42 else => +1 if	Q43F<0
----------------------	--------

COMPUTED TO COUNT NEWS AND CHECK AGAINST TOTAL ( 1/ 335)

**122: Q44**

=> +1 if	Q38==0
----------	--------

Of the newspapers not received by mail, how many are received via the Internet? ( 1/ 336)

\$E  
DK.....98  
RF.....99

01/08/22 15:43

**123:** **Q45**

=> +1 if (Q41A==0 OR Q41A>97)AND(Q41D==0 OR Q41D>97)AND(Q43A==0 OR Q43A>97)AND(Q43D==0 OR Q43D>97)

Does your Sunday newspaper or newspapers include a magazine supplement such asParade or Family Weekly? ( 1/ 338)  
YES.....1  
NO.....2  
DK.....8  
RF.....9

01/08/22 15:41

**124:** **Q45A**

Has anyone in your household received college or university recruitment information, such as catalogs, brochures, and admissions applications, through the mail in the past year? ( 1/ 339)  
YES.....1  
NO.....2  
DK.....8  
RF.....9

**125:** **Q46**

Now, I'd like to ask you some questions about the various types of advertising your household receives. About how many pieces of sales, advertising, or promotional material, including catalogs, would you say your household receives through the mail in an average week? ( 1/ 340)  
\$E  
DK.....98  
RF.....99

**126:** **Q47**

When members of your household receive sales, advertising, or promotional material through the mail do you (that is, you and other members of your household). ( 1/ 342)  
Usually read it.....1  
Usually scan it.....2  
Read some, don't read others .....3  
Usually don't read it.....4  
DONT KNOW .....8  
RF.....9

**127:** **Q48**

Now, thinking only about advertisements and coupons you received through the mail in the last month, did any members of your household pass any of these items on to friends, family, co-workers, or others? ( 1/ 343)  
YES.....1  
NO.....2  
DK.....8  
RF.....9

**128:** **SCRP4**

**PRESS ENTER TO CONTINUE**  
Here are some statements that might describe how you feel about receiving advertising or promotional material in various ways. ( 1/ 344)  
CONTINUE.....1 D

**129:** **Q49A**

Rotation => Q49J  
Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM ?  
Through the mail ( 1/ 345)  
I 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

**130:** **Q49B**

Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM ?  
By telephone through telemarketing ( 1/ 346)  
I 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

**131:** **Q49C**

Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM ?  
Through newspaper advertisements ( 1/ 347)  
I 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

**132:** **Q49D**

Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM ?  
Through email (electronic mail messages) ( 1/ 348)  
I 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

**133:** **Q49E**

Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM ?  
Online on Web sites ( 1/ 349)  
I 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

**134:** **Q49F**

Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM ?  
In a plastic bag on doorknob ( 1/ 350)  
I 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

**135:** **Q49G**

Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM ?  
Through television advertisements ( 1/ 351)  
I 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

**136:** **Q49H**

Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM ?  
Through radio advertisements ( 1/ 352)  
I 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

**137:** **Q49I**

Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM ?  
Through the fax machine

- I would like to receive more.....1 ( 1/ 353)
- I don't mind getting ads this way.....2
- I wish there were less.....3
- DK.....8
- RF.....9

**138:** **Q49J**

Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM ?  
On TV screens at airports or stores

- I would like to receive more.....1 ( 1/ 354)
- I don't mind getting ads this way.....2
- I wish there were less.....3
- DK.....8
- RF.....9

01/08/22 15:48

**139:** **Q50**

Currently, the law does not allow anyone other than a U.S. Postal employee to place material in your mailbox or slot. How would you feel about changing the law to allow anyone to place material in your mailbox or slot? Do you...

- Prefer it .....1 ( 1/ 355)
- Oppose it.....2
- Not care one way or the other .....3
- DON'T KNOW .....8
- RF.....9

01/04/09 10:43

**140:** **Q51**

In the last year, has anyone in this household ordered an article or product after having received sales, advertising, or promotional materials in the mail?

- YES.....1 ( 1/ 356)
- NO.....2 => Q55
- DK.....8 => Q55
- RF.....9 => Q55

01/08/22 15:41

**141:** **Q52**

**PROBE FOR NUMBER**  
Within the past twelve months, about how many orders did members of this household make as a result of getting sales, advertising, or promotional materials in the mail? VERIFY IF MORE THAN 100.

- \$E ( 1/ 357)
- DK.....98 => Q55
- RF.....99 => Q55

00/11/20 15:29

**142:** **Q53**

=> Q55 if Q52==0

**PROBE FOR NUMBER**  
What about in the last month? ( 1/ 359)

- \$E
- DK.....98 => Q55
- RF.....99 => Q55

00/11/20 15:29

**143:** **Q54A**

=> Q55 if Q53==0

**PROBE FOR NUMBER**  
Of the<Q53>orders in the last month, how many were placed by phone? IF THE SUM OF ORDERS IS MORE THAN THE TOTAL, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.  
VERIFY IF OVER 20 ( 1/ 361)

- \$E
- DK .....98
- RF .....99

**144:** **Q54B**

**PROBE FOR NUMBER**  
Of the<Q53>orders in the last month, how many were placed by mail? IF THE SUM OF ORDERS IS MORE THAN THE TOTAL, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN.  
VERIFY IF OVER 15 ( 1/ 363)

- \$E
- DK .....98
- RF .....99

01/04/05 15:43

**145:** **Q54C**

=> \* if Q53-(IF((Q54A<98),Q54A,0)+IF((Q54B<98),Q54B,0))

COMPUTED OTHER ( 1/ 365)

- \$E

01/04/09 10:44

**146:** **Q55**

=> Q53 if Q54C<0

Within the past twelve months, about how many purchases did your household make online (or over the Internet at home)? VERIFY IF MORE THAN 100. ( 1/ 367)

- \$E
- DK .....998
- RF .....999

01/04/09 10:44

**147:** **Q56**

What about in the last month? PROBE FOR SPECIFIC NUMBER. ( 1/ 370)

- \$E
- DK .....98
- RF .....99

**148:** **SCRPS**

**PRESS ENTER TO CONTINUE**  
As we mentioned earlier, the Postal Service is interested in learning more about what makes up its mail volume. Account statements from banks and other financial institutions represent a significant portion of that volume. The following questions focus on bank accounts, credit card accounts, and other accounts such as mutual funds, IRA's, money market, stock brokerage, etc. ( 1/ 372)

CONTINUE..... 1 D

**149:** **Q57A**

Now, how many of your accounts are READ ITEM ?  
IRA or Keogh accounts ( 1/ 373)

- \$E
- DK .....98
- RF .....99

**150:** **Q57B**

Bank, Savings & Loan, or credit union accounts ( 1/ 375)

- \$E
- DK .....98
- RF .....99

**151:** **Q57C**  
 Stock brokerage, commodity, mutual fund, or Money market accounts ( 1/ 377)

\$E  
 DK.....98  
 RF.....99

**152:** **Q58A**  
 How many of the following insurance policies do people in your household have?Please exclude any policies held through their jobs.  
 Property ( 1/ 379)

\$E  
 DK.....98  
 RF.....99

**153:** **Q58B**  
 How many of the following insurance policies do people in your household have?Please exclude any policies held through their jobs.  
 Life ( 1/ 381)

\$E  
 DK.....98  
 RF.....99

**154:** **Q58C**  
 How many of the following insurance policies do people in your household have?Please exclude any policies held through their jobs.  
 Health ( 1/ 383)

\$E  
 DK.....98  
 RF.....99

**155:** **Q58D**  
 How many of the following insurance policies do people in your household have?Please exclude any policies held through their jobs.  
 Automobile ( 1/ 385)

\$E  
 DK.....98  
 RF.....99

01/08/22 15:43

**156:** **Q59A**  
 In total, how many credit cards do people in your household have from READ ITEM ?  
 Retail stores - Sears, JC Penney, Macy's ( 1/ 387)

\$E  
 DK.....98  
 RF.....99

**157:** **Q59B**  
 In total, how many credit cards do people in your household have from READ ITEM ?  
 Gasoline and oil companies ( 1/ 389)

\$E  
 DK.....98  
 RF.....99

**158:** **Q59C**  
 In total, how many credit cards do people in your household have from READ ITEM ?  
 Bank credit cards, like Master Card and VISA ( 1/ 391)

\$E  
 DK.....98  
 RF.....99

**159:** **Q59D**  
 In total, how many credit cards do people in your household have from READ ITEM ?  
 Credit card companies, like American Express and Diners Club ( 1/ 393)

\$E  
 DK.....98  
 RF.....99

**160:** **Q60**  
 The next set of questions are for classification purposes only. The answers allow us to compare your household to other households with similar characteristics. Including yourself, how many persons live in your household? ( 1/ 395)

\$E  
 Refused ..... 99

**161:** **Q61**  
 How many of them, are under age 6? ( 1/ 397)

\$E  
 Refused ..... 99

**162:** **Q62**  
 How many are between the ages of 6 and 12? ( 1/ 399)

\$E  
 Refused ..... 99

**163:** **Q63**  
 How many are between the ages of 13 and 17? IF THE TOTAL NUMBER OF KIDS IS GREATER THAN OR EQUAL TO THE TOTAL NUMBER OF PERSONS IN THE HH, YOU WILL BE TAKEN BACK TO TRY AGAIN. THERE HAS TO BE AT LEAST 1 ADULT IN THE HH. ( 1/ 401)

\$E  
 Refused ..... 99

01/08/22 15:42

**164:** **Q61A**  
 How many high school students live in your household? ( 1/ 403)

\$E  
 Refused ..... 99

**165:** **CHKPE**  
 => Q60 else => +1 if  

$$(IF((Q61=99),0,Q61)+IF((Q62=99),0,Q62)+IF((Q63=99),0,Q63))>=Q60$$

CHECK NUMBER OF PEOPLE YOU HAVE TO HAVE AT LEAST 1 ADULT ( 1/ 405)

**166:** **Q65**  
 How many adults, 18 years of age or older are in your household? ( 1/ 406)

\$E  
 DK/RF ..... 99

**167:** **SCRPE**  
**PRESS ENTER TO CONTINUE**  
 The next questions concern the <Q65 >adults that are in your household. Let's begin with you. ( 1/ 408)

CONTINUE..... 1 D

**168:** **PSAMP**  
 => \* if SAMPN  
 PERSON SAMPLE NUMBER ( 1/ 409)  
 9999999

<b>169:</b>	<b>PERNO</b>
=> * if	SR
PERSON NUMBER ( 1/ 416)	
\$E ONE .....01 TWO .....02 THREE.....03 FOUR .....04 FIVE .....05 SIX .....06 SEVEN.....07 EIGHT .....08 NINE .....09 TEN .....10	

<b>170:</b>	<b>YOU</b>
=> * if	IF((SR==1),1,2)
PRONOUNS ( 1/ 418)	
you.....1 they.....2	

<b>171:</b>	<b>YOUR</b>
=> * if	IF((SR==1),1,2)
your .....1 ( 1/ 419)	
their .....2	

<b>172:</b>	<b>RESTG</b>
=> /+1 if	SR==1
And how about the next adult 18 or older. What is<YOUR >gender? ( 1/ 420)	
MALE .....1 FEMALE .....2 RF.....9	

<b>173:</b>	<b>RESTA</b>
=> /+1 if	SR==1
Which category best describes<YOUR >age? ( 1/ 421)	
18 - 21 .....1 22 - 24 .....2 25 - 34 .....3 35 - 44 .....4 45 - 54 .....5 55 - 64 .....6 65 - 69 .....7 70+ .....8 N/A, Refused .....9	

<b>174:</b>	<b>GEND</b>
=> * if	IF((SR==1),Q1.RESTG)
COMPUTED GENDER ( 1/ 422)	
MALE .....1 FEMALE .....2 RF.....9	

<b>175:</b>	<b>AGE</b>
=> * if	IF((SR==1),Q2.RESTA)
COMPUTED AGE ( 1/ 423)	
18 - 21 .....1 22 - 24 .....2 25 - 34 .....3 35 - 44 .....4 45 - 54 .....5 55 - 64 .....6 65 - 69 .....7 70+ .....8 N/A, Refused .....9	

<b>176:</b>	<b>Q68</b>
What is<YOUR >marital status? ( 1/ 424)	
Married .....1 Living as married.....2 Single, never been married.....3 Divorced .....4 Separated .....5 Widowed.....6 N/A, Refused .....9	

<b>177:</b>	<b>Q69</b>
Are<YOU >currently... ( 1/ 425)	
Employed full-time.....1 => Q72 Employed part-time.....2 => Q72 Retired, or .....3 Not employed? .....4 N/A, refused .....9	

<b>178:</b>	<b>Q70</b>
Have<YOU >been employed within the last 12 months? ( 1/ 426)	
YES.....1 => Q72 NO .....2 N/A, Refused.....9	

<b>179:</b>	<b>Q71</b>
Are<YOU >currently... ( 1/ 427)	
A student.....1 => Q79 A homemaker .....2 => Q79 Disabled .....3 => Q79 Temporarily laid off .....4 => Q79 Retired .....5 => Q79 Other, SPECIFY .....6 O => Q79 N/A, Refused.....9	

<b>180:</b>	<b>Q72</b>
Which category best describes<YOUR >occupation or the last job that<YOU >held? ( 1/ 428)	
White collar - professional, manager, owner .....1 White collar - sales, clerical, technical.....2 Blue collar - craftsmen/foremen, mechanic .....3 Service worker - food, health, cleaner, yard .....4 Other: SPECIFY .....7 O N/A, refused .....9	

<b>181:</b>	<b>Q79</b>
What was the last grade<YOU >completed in school? ( 1/ 429)	
8th grade or less .....1 Some high school .....2 High school graduate.....3 Some college .....4 Technical School Graduate .....5 College graduate .....6 Postgraduate work .....7 N/A, refused .....9	

<b>182:</b>	<b>Q81</b>
And are<YOU >White, Black/African American, Hispanic, Asian, or some other race? ( 1/ 430)	
WHITE .....1 BLACK/AFRICAN AMERICAN .....2 HISPANIC.....3 ASIAN .....4 OR SOME OTHER RACE .....5 N/A, REFUSED .....9	

<b>183:</b>	<b>Q82</b>
Would<YOU >say that<YOU >were a head of household? ( 1/ 431)	
Yes .....1 No .....2 RF .....9	

**184: PREND**

**PERSON<PERNO >**  
 END OF PERSON ROSTER YOU HAVE FINISHED<PERNO > IN  
 A<Q65>ADULT PERSON HOUSEHOLD (1/432)  
 GO TO NEXT ADULT PERSON.....1  
 DONE WITH HH MEMBERS .....2 => Q84

**185: Q84**

For statistical purposes, I need to know your household income for last year. Please tell me if your total household income for last year, before taxes, was over \$50,000 or under \$50,000? Include your own income and that of all members of your household who are living with you. (1/625)  
 Under \$50,000 a year.....1  
 Over \$50,000 a year.....2  
 DK/RF.....9

**186: Q85**

=> +1 if NOT Q84=1  
 Stop me when I say an income category that best matches your household income... (1/626)

**\$E 1 7**  
 Under \$7,000 a year.....01  
 \$7,000 - \$9,999 a year .....02  
 \$10,000 - \$14,999 .....03  
 \$15,000 - \$19,999 .....04  
 \$20,000 - \$24,999 .....05  
 \$25,000 - \$34,999 .....06  
 \$35,000 - \$49,999 .....07  
 DONT KNOW .....98  
 RF.....99

**187: Q86**

=> +1 if NOT Q84=2 (1/628)

**\$E 8 11**  
 \$50,000 - \$64,999 .....08  
 \$65,000 - \$79,999 .....09  
 \$80,000 - \$99,999 .....10  
 \$100,000 - \$119,999 .....11  
 \$120,000 - \$149,999 .....12  
 \$150,000 and over .....13  
 DONT KNOW .....98  
 RF.....99

**188: INCOM**

=> \* if IF((Q84<9),IF((NOT Q85=WR),Q85,Q86),99)

**HOUSEHOLD INCOME** (1/630)  
 Under \$7,000 a year.....01  
 \$7,000 - \$9,999 a year .....02  
 \$10,000 - \$14,999 .....03  
 \$15,000 - \$19,999 .....04  
 \$20,000 - \$24,999 .....05  
 \$25,000 - \$34,999 .....06  
 \$35,000 - \$49,999 .....07  
 \$50,000 - \$64,999 .....08  
 \$65,000 - \$79,999 .....09  
 \$80,000 - \$99,999 .....10  
 \$100,000 - \$119,999 .....11  
 \$120,000 - \$149,999 .....12  
 \$150,000 and over .....13  
 DONT KNOW .....98  
 RF.....99

**189: Q66**

How many wage earners (workers) earning at least \$5,000 per year are there in your household? (1/632)  
**\$E**  
 DK.....98  
 RF.....99

**190: Q67**

How many wage earners, earning any income, are there in your household? (1/634)  
**\$E**  
 DK ..... 98  
 RF ..... 99

**191: Q87**

Do you own or rent your home? (1/636)  
 Own ..... 1  
 Rent..... 2  
 N/A, RF ..... 9

**192: Q88**

How long have you lived in your present home? IF LESS THAN ONE YEAR, ENTER ZERO (1/637)  
**\$E**  
 DK ..... 98  
 RF ..... 99

**193: Q89**

Which of the following best describes your home? (1/639)  
 House ..... 1  
 Apartment ..... 2  
 Mobile Home..... 3  
 Group Quarters (such as a group house or dormitory) 4  
 Hotel ..... 5  
 Rooming House ..... 6  
 RF ..... 9

**194: Q90**

=> +1 if NOT Q89=5  
 Which type of hotel do you live in? (1/640)  
 Regular Hotel ..... 1  
 Non-Transient Hotel..... 2  
 Housing Unit in a Permanent Transient Hotel ..... 3  
 DK/RF ..... 9

**195: Q91**

=> +1 if NOT(Q89=2 OR Q89=5)  
 About how many units are connected to the property? (1/641)  
 1 ..... 1  
 2 ..... 2  
 3-4 ..... 3  
 5-9 ..... 4  
 10+ ..... 5  
 RF ..... 9

**196: Q92**

Do you or any member of your household have a business that is operated from your household? (1/642)  
 YES..... 1  
 NO ..... 2 => Q96  
 DK ..... 8 => Q96  
 RF ..... 9 => Q96

**197: Q93**

About how many pieces of mail does the business receive each week? VERIFY RESPONSE IF '0' (1/643)  
**\$E**  
 DK ..... 98  
 RF ..... 99

**198: Q94**

And about how many pieces of mail does the business send each week? VERIFY RESPONSE IF '0' (1/645)

\$E  
 DK.....98  
 RF.....99

**199: Q95**

Do you do a lot of business work from your home? (1/647)

YES.....1  
 NO.....2  
 N/A, RF.....9

**200: SCRP7**

Remember when you do your household diary that we are interested only in household mail, so please do not count this business mail nor record it in your diary. PRESS ENTER TO CONTINUE (1/648)

CONTINUE.....1 D

**201: Q96**

Do you plan to send out a large number of items like Christmas cards, party invitations, wedding invitations, club news, etc., during the next seven days? (1/649)

YES.....1  
 NO.....2  
 N/A, RF.....9

The second part of this study involves a diary. In it, you record the mail your household receives and sends for 7 days. We'll give you your choice of gifts for completing the diary. We will mail the diary to your household.  
 IF THEY ASK HOW LONG IT TAKES, SAY: How long it takes depends on how much mail you receive. The first night will take longest as you become familiar with the survey, and then after that, it should only take a couple of minutes for each piece of mail.  
 @Q97 1=CONTINUE 9=RF

01/08/01 12:32

**202: Q97**

**PRESS F10 FOR LIST OF GIFTS**

The second part of this study involves a diary. In it, you record the mail your household receives and sends for 7 days. It will take a few minutes per night to do the survey. We'll give you your choice of gifts for completing the diary. We will mail the diary to your household. (1/650)

CONTINUE.....1 D  
 Refused to do diaries .....9 => INT03

01/08/29 12:30

**203: GIFT**

Which gift would you like to receive for participating in our survey? (1/651)

\$25 donation in your name to the Lance Armstrong Cancer Foundation 1  
 .....  
 2001 Tour de France Commemorative Cap and T-shirt 2  
 .....  
 \$25 cash .....3

01/09/23 17:13

**204: ASSN**

Okay, we're almost finished. First, we'd like for you to keep track of your household's mail for the week of READ DATES. Is this okay? IF NOT OKAY, ASK ABOUT NEXT WEEK (1/652)

Sept 10-Sept 16.....354 N  
 Sept 17- Sept 23.....361 N  
 Sept 24-Sept 30.....368 N  
 Oct 1-Oct 7.....375 N  
 Oct 8-Oct 14.....382  
 Oct 15-Oct 21.....389  
 Oct 22-Oct 28.....396  
 Oct 29-Nov 4.....403  
 Nov 5-Nov 11.....410  
 Nov 12-Nov 18.....417 N  
 Nov 19-Nov 25.....424 N

Now, I'd like to verify your home's mailing address and your phone number.  
 ASK FOR RESPONDENT'S NAME AND THEN READ ADDRESS, CORRECT IF NEEDED  
 \*\*PROBE FOR SUITE/APT NUMBER\*\*  
 \*\*NAME CAN NOT BE BLANK\*\*  
 RESPONDENT NAME: @RESPN \*\*CHECK SPELLING! GET WHOLE NAME  
 \*\*\*\*\*  
 IS THIS THE CORRECT ADDRESS? @VADD 1 YES 2 NO  
 \*\*\*\*\*  
 ADDR: @MADDR  
 APT: @MSUIT PROBE FOR APARTMENT NUMBER  
 CITY: @MCITY  
 ASK RESPONDENT TO SPELL IT FOR YOU  
 STATE: @MSTAT ZIP: @MZIP1 @MZIP2 DK/RF=ALL 9'S  
 \*\*PRESS F1 FOR STATE LIST\*\*  
 PHONE: \$N  
 IS PHONE NUMBER CORRECT? @VPHON 1 YES 2 NO  
 PHONE: @TEL01 FORMAT:999-999-9999

**205: RESPN**

RESPONDENT NAME (1/655)  
 A\*\*\*\*\*

**206: VADD**

WAS ADDRESS CORRECT? (1/685)  
 YES.....1 D => /VPHON  
 NO .....2

00/09/12 8:50

**207: MADDR**

ADDRESS IMPORTED CAN CHANGE (1/686)  
 \$P

**208: MSUIT**

APT # (1/721)

**209: MCITY**

CITY NAME MAILING IMPORTED CAN CHANGE (1/729)  
 \$P

00/09/12 8:55

**210:** STATE IMPORTED CAN CHANGE ( 1/754)

AA

ALABAMA ..... AL  
 ALASKA ..... AK  
 ARIZONA ..... AZ  
 ARKANSAS ..... AR  
 CALIFORNIA ..... CA  
 COLORADO ..... CO  
 CONNECTICUT ..... CT  
 DELAWARE ..... DE  
 DISTRICT OF COLUMBIA ..... DC  
 FLORIDA ..... FL  
 GEORGIA ..... GA  
 HAWAII ..... HI  
 IDAHO ..... ID  
 ILLINOIS ..... IL  
 INDIANA ..... IN  
 IOWA ..... IA  
 KANSAS ..... KS  
 KENTUCKY ..... KY  
 LOUISIANA ..... LA  
 MAINE ..... ME  
 MARYLAND ..... MD  
 MASSACHUSETTS ..... MA  
 MICHIGAN ..... MI  
 MINNESOTA ..... MN  
 MISSISSIPPI ..... MS  
 MISSOURI ..... MO  
 MONTANA ..... MT  
 NEBRASKA ..... NE  
 NEVADA ..... NV  
 NEW HAMPSHIRE ..... NH  
 NEW JERSEY ..... NJ  
 NEW MEXICO ..... NM  
 NEW YORK ..... NY  
 NORTH CAROLINA ..... NC  
 NORTH DAKOTA ..... ND  
 OHIO ..... OH  
 OKLAHOMA ..... OK  
 OREGON ..... OR  
 PALAU ..... PW  
 PENNSYLVANIA ..... PA  
 RHODE ISLAND ..... RI  
 SOUTH CAROLINA ..... SC  
 SOUTH DAKOTA ..... SD  
 TENNESSEE ..... TN  
 TEXAS ..... TX  
 UTAH ..... UT  
 VERMONT ..... VT  
 VIRGINIA ..... VA  
 WASHINGTON ..... WA  
 WEST VIRGINIA ..... WV  
 WISCONSIN ..... WI  
 WYOMING ..... WY

**211:** MZIP1  
 ZIP CODE IMPORTED CAN CHANGE ( 1/756)

99999  
 DK/RF.....99999

**212:** MZIP2  
 PLUS 4 IMPORTED CAN CHANGE ( 1/761)

9999  
 DK/RF.....9999

**213:** VPHON  
 WAS PHONE NUMBER CORRECT? ( 1/765)

YES.....1 D => /+2  
 NO.....2

**MSTAT**  
 ( 1/754)

**214:** TEL01  
 NEW PHONE NUMBER ( 1/766)

999-999-9999

**215:** ISALT  
 Is there an alternate phone number that we can reach you at? ( 1/778)

Yes.....1  
 No.....2 => +2

**216:** ALTPH  
 And what is that alternate number? FORMAT: ###-###-#### ( 1/779)

999-999-9999

**217:** DIFPH  
 A few days after we mail your diaries, we want to call to make sure you've received them and also to remind you of the dates we need you to track your mail for. When we do this, should we call you at this number or is there a different number where you would prefer to be called? THE NUMBER IS: \$N READ NUMBER TO RESPONDENT ( 1/791)

YES, THIS NUMBER OK.....1 D => APPT  
 NO, CALL DIFFERENT NUMBER.....2

**218:** OTHPH  
 And what is the number? FORMAT: ###-###-#### ( 1/792)

999-999-9999

**219:** APPT  
**READ LIST**  
 Would you prefer to be called in the.. ( 1/804)

Morning.....1  
 Afternoon.....2  
 Evening.....3  
 No best time.....4  
 DK/RF.....9

**220:** INT03  
 => +1 if NOT Q97=9

**PRESS ENTER TO CONTINUE**  
 Although you do not wish to continue with our survey, we appreciate the time you have given us today. Thank you and goodbye. ( 1/805)

REFUSED TO DO DIARIES ..... RF D => /END

**221:** THANK  
**PRESS ENTER TO CONTINUE**  
 Thank you very much for helping us. We'll call you the day before you start to use your diary to make sure that you received it and to answer any questions you might have. At anytime you can reach us at 1-888-643-8777. Thank you and have a nice evening/day. ( 1/807)

CONTINUE.....1 D

**222:** Q99  
 => \* if \$J

DAY OF WEEK INTERVIEW COMPLETED ( 1/808)

SUNDAY .....1  
 MONDAY .....2  
 TUESDAY .....3  
 WEDNESDAY .....4  
 THURSDAY .....5  
 FRIDAY .....6  
 SATURDAY .....7

**223: Q100**

=> \* if IF((\$H<1200),1,IF((\$H>1200 AND \$H<1600),2,IF((\$H>1559 AND \$H<1800),3,4)))

TIME OF CONTACT ( 1/ 809)  
 BEFORE NOON .....1  
 NOON - 3:59PM .....2  
 4PM - 6PM .....3  
 AFTER 6PM .....4

**224: Q101**

=> \* if \$T

INTERVIEW LENGTH ( 1/ 810)

**225: INT**

Enter Final Disposition. ( 1/ 814)

- Continue.....OK N => /END
- No Answer .....NA N => /END
- Busy .....BZ N => /END
- Answering Machine.....AM N => /END
- Disconnect .....DC N => /END
- Computer/Fax Machine .....FX N => /END
- Business/Government .....BG N => /END
- 1st Refusal.....R1 N => /END
- Refused .....RF => /END
- Deaf/Language Barrier .....LB N => /END
- Complete.....CM CD => /END
- Call Back.....CB N => /CB
- Spanish Callback.....SC => /CB
- Partial Complete .....PC => /CB
- Over Quota.....OQ N => /END
- Remove my name from your mailing list. Do not ever call me again. OL
- .....=> OLIST
- Not Qualified .....NQ N => /END

**226: NOTES**

ENTER NOTES FOR SUPERVISOR YOU WON'T BE ABLE TO READ YOUR NOTE LATER, SO MAKE SURE IT SAYS WHAT YOU WANT.

ENTER NOTES.....1 O ( 1/ 816)

**227: F8**

ENTER NOTES TO INTERVIEWERS BE CAUTIOUS! ANYONE CAN READ WHAT YOU PUT HERE.

ENTER NOTES.....1 O ( 1/ 817)

In appreciation for your participation in this study, we are offering a choice of several gifts:

- \$25 charitable donation in your name to the Lance Armstrong Cancer Foundation.
- 2000 Tour de France commemorative Team Cap and T-shirt.
- \$25 in cash

@F10

**228: F10**

**PRESS ENTER TO CONTINUE**

GIFTS LISTING ( 1/ 818)

CONTINUE.....1 D

**229: CB**

What would be a good day and time to call you back? ( 1/ 819)

\$CHS

**230: NAME**

Who should I ask for when I call back? ASK FOR FULL NAME ( 1/ 831)

**231: OLIST**

=> +1 if NOT INT01=OL AND NOT INT=OL

Would you please tell me why you do not want to participate in our survey? ( 1/ 861)

ENTER RESPONSE .....1 DO



# Appendix B2: Diary Package

## *Advance Letter*



Date:

«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 94 percent on-time service record nationwide for First-Class Mail. To help ensure this superior level of service in the 21<sup>st</sup> 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](mailto: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](http://www.nustats.com) or telephone the postmaster at your local post office. Thank you for joining us in the *Household Diary Study*.

Sincerely,

A handwritten signature in black ink that reads "John E. Potter". The signature is written in a cursive, flowing style.

John E. Potter  
Postmaster General, CEO



# Appendix B2: Diary Package

## *Certificate of Appreciation*

USPS

# Certificate of Appreciation

**Dear «LASTNAME» 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.

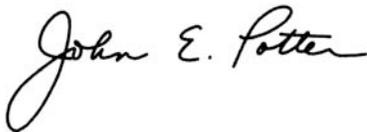
The study is conducted on our behalf by NuStats, a professional research company in Austin, Texas. NuStats ensures that all information collected is strictly confidential and will be used for our research purposes only. The information from your household will be used only in combination with data from other participating households.

There are three main components to completing the *Household Diary Study*: 1) recording all mail your household sends during a seven-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 11 a.m. and 9 p.m., Monday through Friday, or 12 and 6 p.m., 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,



John E. Potter  
Postmaster General, CEO

*Enclosures*

1. Photo Quick Start
2. Instruction Booklet
3. Question Booklet
4. Answer Booklet (7) and daily envelopes (7)—one for each day of the week
5. "Please send us your Mail Markings" sheet
6. Gift Selection Form
7. "I'm finished . . ." postcard
8. Priority Mail envelope
9. \*Technology questionnaires - one for each household member age 13 and older

*\*Not every household receives technology questionnaires.*

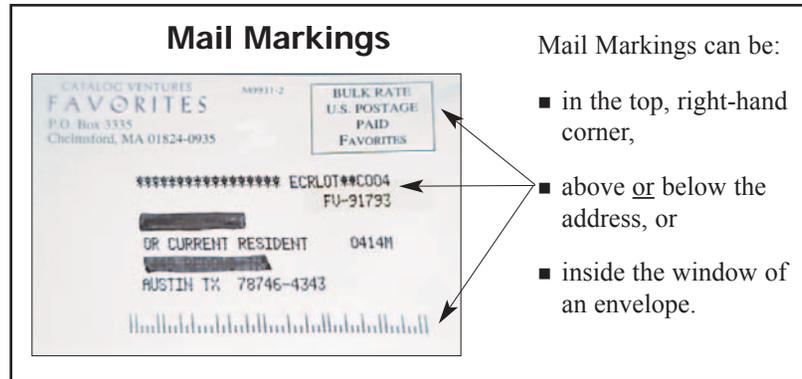




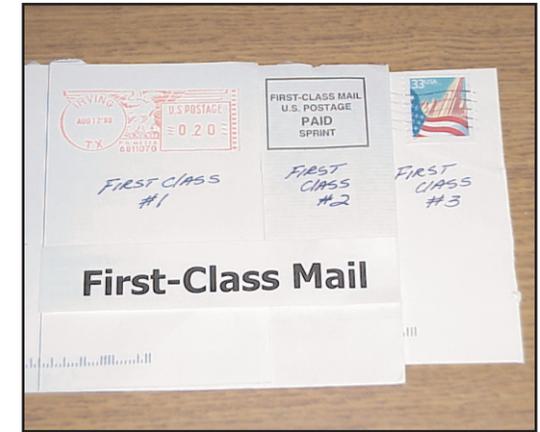
# Appendix B2: Diary Package

## *Photo Quick Start*

# PHOTO QUICK START

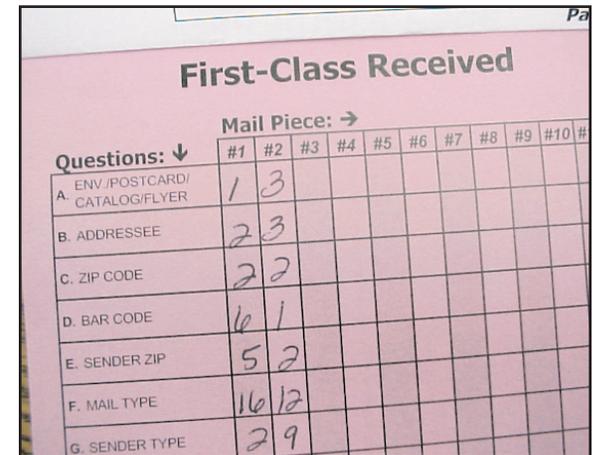
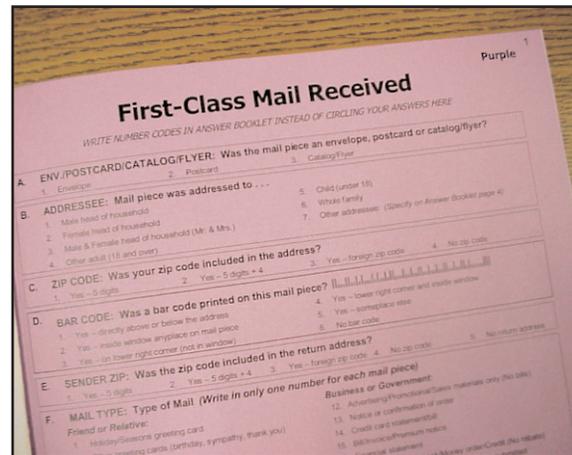
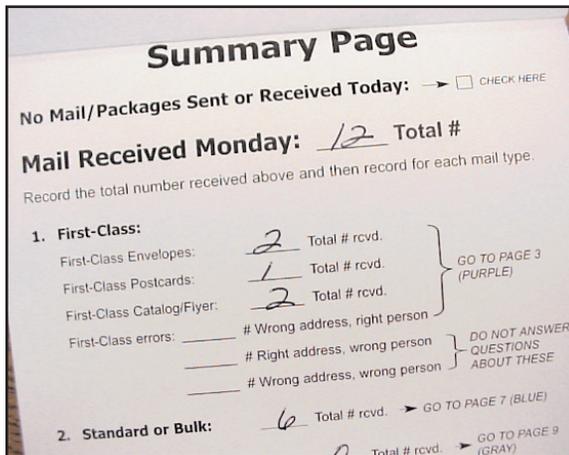


Use the mail markings to help you sort your mail.



**1** Sort your mail into the 7 types of mail listed in the **Instruction Booklet**.

**2** Label and number the mail pieces within the 7 types of mail.



**3** 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.

**4** 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.)

**5** 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.

**Questions?** Call our USPS Hotline at: 1-888-643-USPS (8777) or e-mail your question to [USPS@nustats.com](mailto:USPS@nustats.com)



# Appendix 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

## 1 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. Ground Packages/Product Samples (Green pages)
5. Expedited Letters & Packages (Gold pages)
6. Magazines, Newspapers, or other Periodicals (Yellow pages)
7. Unaddressed Mail – Delivered by US Postal Service only (Peach pages)

## 2 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.

*Write in mail piece number  
and mail piece type*

The diagram shows a rectangular mail piece. In the top left corner, the number "#1" is handwritten and circled in black. Below it, the words "First Class" are handwritten. In the top right corner, there is a rectangular postage label with the text: "First-Class Mail", "U.S. Postage Paid", "ANYWHERE USA", and "PERMIT #0". In the bottom center, the address is printed: "JANE DOE", "123 MAIN STREET", "ANYWHERE, USA 99999-9999". An arrow points from the instruction text above to the circled "#1".

# 3

**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: 11 Total #**

Record the total number received above and then record for each mail type.

1. **First-Class:** 4 Total # rcvd. → GO TO PAGE 3 (PURPLE)

First-Class errors: 0 # Wrong address, right person → GO TO PAGE 3 (PURPLE)  
0 # Right address, wrong person } DO NOT ANSWER QUESTIONS ABOUT THESE  
0 # Wrong address, wrong person }

2. **Standard or Bulk:** 6 Total # rcvd. → GO TO PAGE 7 (BLUE)

3. **Nonprofit Organization:** 0 Total # rcvd. → GO TO PAGE 9 (GRAY)

4. **Ground Packages/Product Samples:** 1 Total # rcvd. → GO TO PAGE 11 (GREEN)

5. **Expedited Letters & Packages:** 0 Total # rcvd. → GO TO PAGE 13 (GOLD)

6. **Magazines, Newspapers, or Other Periodicals:** 0 Total # rcvd. → GO TO PAGE 17 (YELLOW)

7. **Unaddressed Material:** 0 Total # rcvd. → GO TO PAGE 19 (PEACH)

**Mail Sent Monday: 3 Total #**

Envelopes: 3 Total # sent } GO TO PAGE 5 (PURPLE)  
Postcards: 0 Total # sent }  
Packages: 0 Total # sent → GO TO PAGE 11 (GREEN)  
Expedited: 0 Total # sent → GO TO PAGE 15 (GOLD)

**Page 1**



## 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.

### *Question R - Class (First-Class Question sheet)*

<b>R. CLASS: Mail Classification (Each mail piece may show one or more of these markings - record all)</b>	
<i>To classify mail: Look at markings in top right right-hand corner, above or below address and inside window</i>	
1. Presorted First-Class, or PRSRT, or FP	12. Certificate of Mailing
2. AUTO	13. Restricted Delivery
3. AB	14. Insured
4. AF	15. Mail from outside the US
5. AT	16. Mailgram
6. AV	17. Federal Government Mail with Official Signature (FRANKED)
7. AUTOCR, or AC	18. Other Federal Government Mail
8. Single Piece, or SNGLP, or SP	19. First-Class Postage
9. Certified	20. COD
10. Registered	21. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day)
11. Return Receipt Requested	

**5 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.

**6 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 37¢ (*after June 30th, 2002*) 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 21¢ or 23¢ (*after June 30th, 2002*) 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

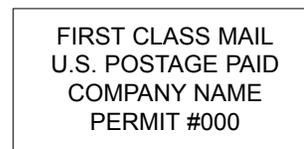
## First-Class



34¢ or 37¢ - Stamp



Metered Strip



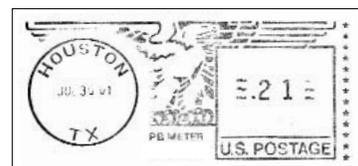
Permit



21¢ or 23¢ - Postcard Stamp

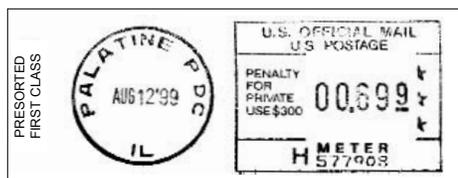


Metered Postcard

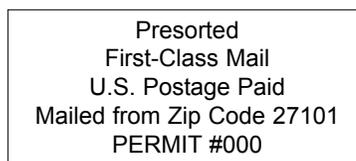


Metered Postcard

## Presorted First-Class, PRSRT, or FP



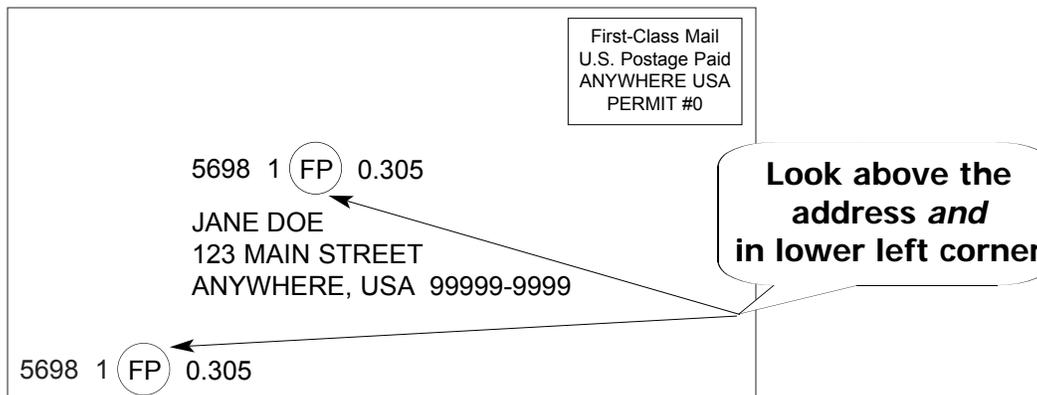
“Presorted First Class”  
on Metered Strip



“Presorted First Class”  
on Permit



“Presorted First Class”  
on Stamp

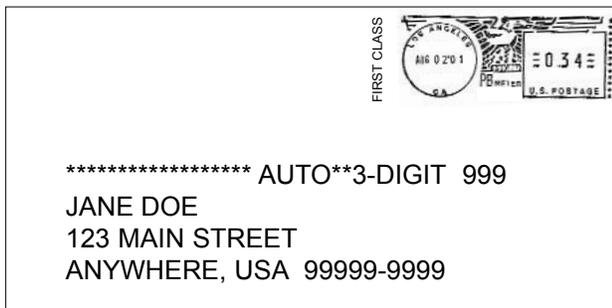


“First Class” on Permit  
“FP” above address or lower left

**Hint: Find closest match**

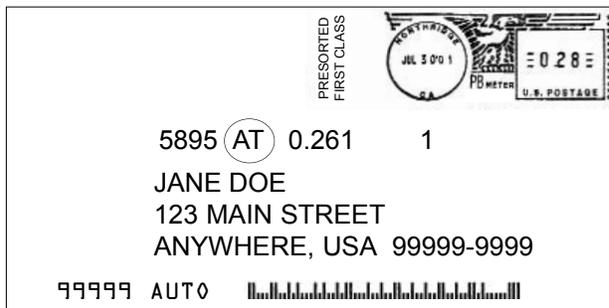
# First-Class Mail Examples

## AUTO



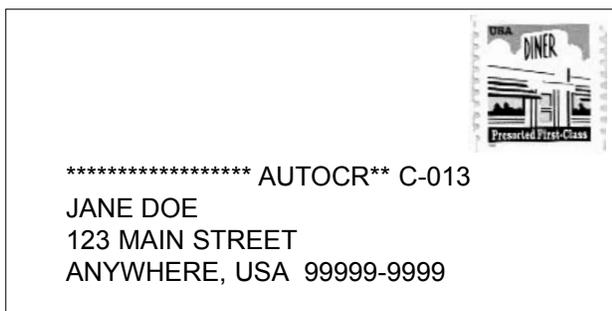
“AUTO” above or below the address

## AB, or AF, or AT, or AV

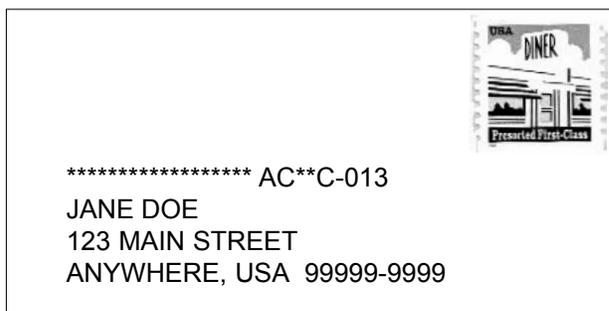


“AB, or AF, or AT, or AV” above address

## AUTOCR, or AC



“AUTOCR” above address

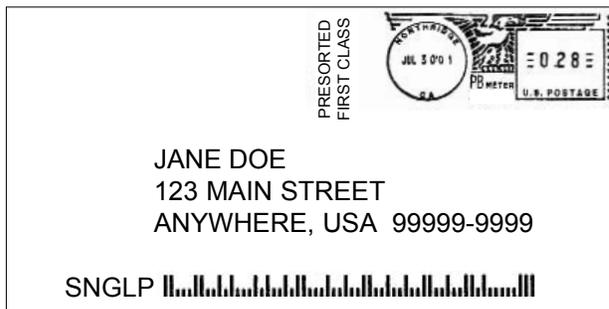


“AC” above address

## Single Piece, or SNGLP, or SP



“Presorted First-Class” left of Metered Strip  
 “Single piece” in lower left



“Presorted First-Class” left of Metered Strip  
 “SNGLP” left of Barcode

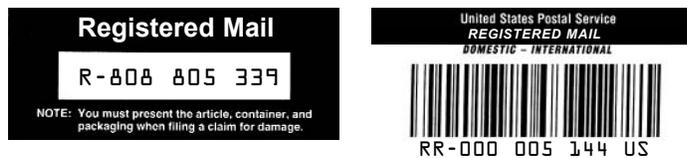
**Hint: Find closest match**

# First-Class Mail Examples

## Certified



## Registered



## Return Receipt Requested & Restricted Delivery

SENDER: COMPLETE THIS SECTION	COMPLETE THIS SECTION ON DELIVERY
<ul style="list-style-type: none"> <li>Complete items 1, 2, and 3. Also complete item 4 if Restricted Delivery is desired.</li> <li>Print your name and address on the reverse so that we can return the card to you.</li> <li>Attach this card to the back of the mailpiece, or on the front if space permits.</li> </ul>	<p>A. Received by (Please Print Clearly) _____ B. Date of Delivery _____</p> <p>C. Signature _____ <input type="checkbox"/> Agent  <input checked="" type="checkbox"/> Addressee</p> <p>D. Is delivery address different from item 1? <input type="checkbox"/> Yes                  If YES, enter delivery address below: <input type="checkbox"/> No</p>
1. Article Addressed to: _____	3. Service Type <input type="checkbox"/> Certified Mail <input type="checkbox"/> Express Mail <input type="checkbox"/> Registered <input type="checkbox"/> Return Receipt for Merchandise <input type="checkbox"/> Insured Mail <input type="checkbox"/> C.O.D.
2. Article Number (Copy from service label) _____	4. Restricted Delivery? (Extra Fee) <input type="checkbox"/> Yes
PS Form 3811, July 1999	Domestic Return Receipt 102595-00-M-0952

Restricted Delivery

## Certificate of Mailing

U.S. POSTAL SERVICE **CERTIFICATE OF MAILING**

MAY BE USED FOR DOMESTIC AND INTERNATIONAL MAIL DOES NOT PROVIDE FOR INSURANCE-POSTMASTER USE ONLY

Received From: \_\_\_\_\_

One piece of ordinary mail addressed to: \_\_\_\_\_

PS Form 3817, January 2001

## COD

**DELIVERY EMPLOYEE - Remove Copies 1 & 2 at Time of Delivery**

Collect the amount shown below if customer pays by CHECK (includes MIC fee).  
 Check Amount \$ \_\_\_\_\_

Collect the amount shown below if customer pays in CASH (includes MIC fee).  
 Cash Amount \$ \_\_\_\_\_

Registered Mail  Express Mail  First-Class® Requested

Return Receipt for Merchandise  C.O.D.  Insured Mail

EMCA No. \_\_\_\_\_

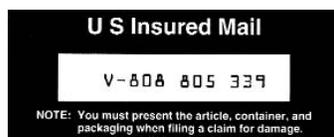
TO: \_\_\_\_\_

Delivered By: \_\_\_\_\_ Date Delivered: \_\_\_\_\_ Received by: (Print Name and Sign) \_\_\_\_\_

Check Number: \_\_\_\_\_ MIC Number: \_\_\_\_\_ Date Payment Sent to Mailer: (Date Form 3843-D Sent) \_\_\_\_\_

PS Form 3816, December 1984 Copy 1 - Delivery Unit

## Insured



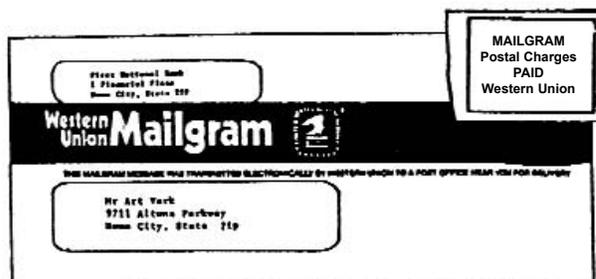
Hint: Find closest match

# First-Class Mail Examples

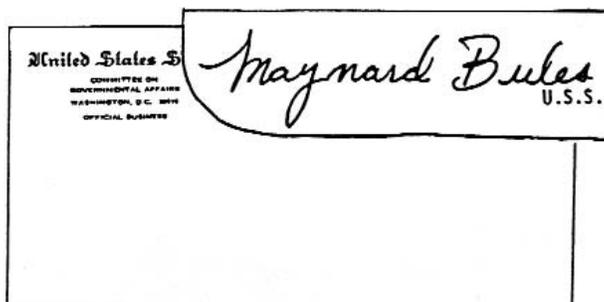
## Mail from outside the US



## Mailgram

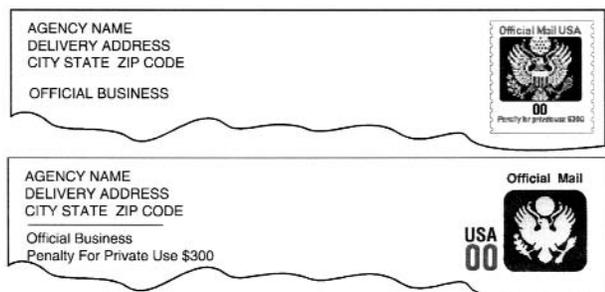


## Federal Government Mail (Franked)



“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

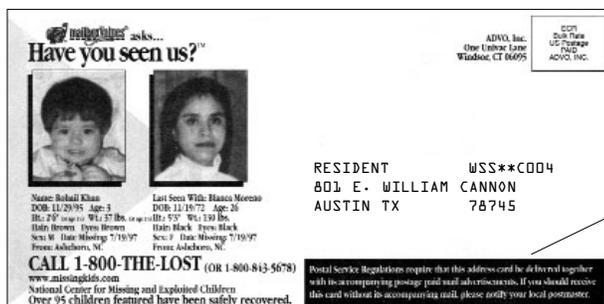
“Official Mail or Government Permit Number”

**Hint: Find closest match**

# 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.**” (Peach pages)



Postal Service Regulations require that this address card be delivered together with its accompanying postage paid mail advertisements. If you should receive this card without its accompanying mail, please notify your local postmaster.

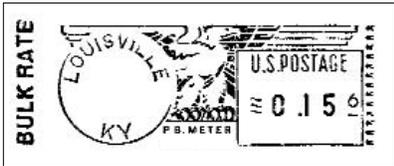
- For separate advertising pieces folded together, record each piece separately in the diary under “**Unaddressed Mail.**” (Peach pages)

**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 “Ground Packages/Product Samples Received” (Green pages).

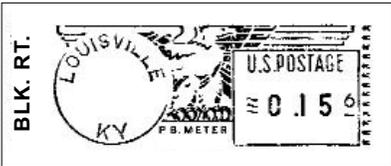
**Examples of Standard or Bulk mail markings begin on the following page.**

# Standard or Bulk Mail Examples

## 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”  
on Permit

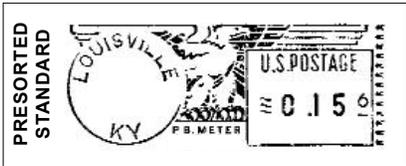


“BLK RT”  
on Permit

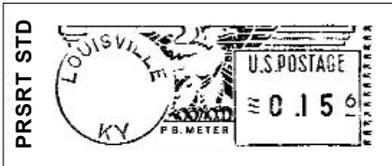


“STD” left of Stamp

## Presorted Standard, or PRST STD



“Presorted Standard”  
on Metered Strip



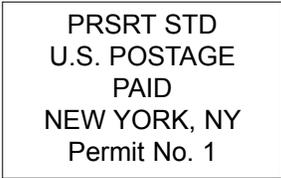
“PRST STD”  
on Metered Strip



“Presorted Std”  
on Stamp



“Presorted Standard”  
on Permit



“PRST STD”  
on Permit

*Hint: Find closest match*

# Standard or Bulk Mail Examples

---

**Note:** Many of the markings may appear with any of the permit types (i.e. AUTOOCR may appear with a Presort Standard, PRSRT STD, Bulk Rate, or BLK RT permit or meter strip.)

Also, AUTOOCR, AUTO, CAR-RT SORT, or Carrier Route Presort may appear in the permit area in the top, right-hand corner of the mail piece.

## AUTOOCR

---

Presort Standard U.S. Postage Paid ANYWHERE USA PERMIT #0
*****AUTOOCR**C-013 JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

“AUTOOCR” 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
*****CAR-RT SORT** C-004 JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

“CAR-RT SORT”

**Hint: Find closest match**

# Standard or Bulk Mail Examples

**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
*****ECRLOT**C-013 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**C-013 JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

“ECRWSH” above address

ECR Presort Standard U.S. Postage Paid ANYWHERE USA PERMIT #0
*****LOT**C-013 JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

“ECR” on Permit *and* “LOT” above address

ECR Bulk Rate U.S. Postage Paid ANYWHERE USA PERMIT #0
*****WSS**C-013 JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

“ECR” on Permit *and* “WSS” above address

ECR Presort Standard U.S. Postage Paid ANYWHERE USA PERMIT #0
*****WSH**C-013 JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999

“ECR” on Permit *and* “WSH” above address

**Hint: Find closest match**

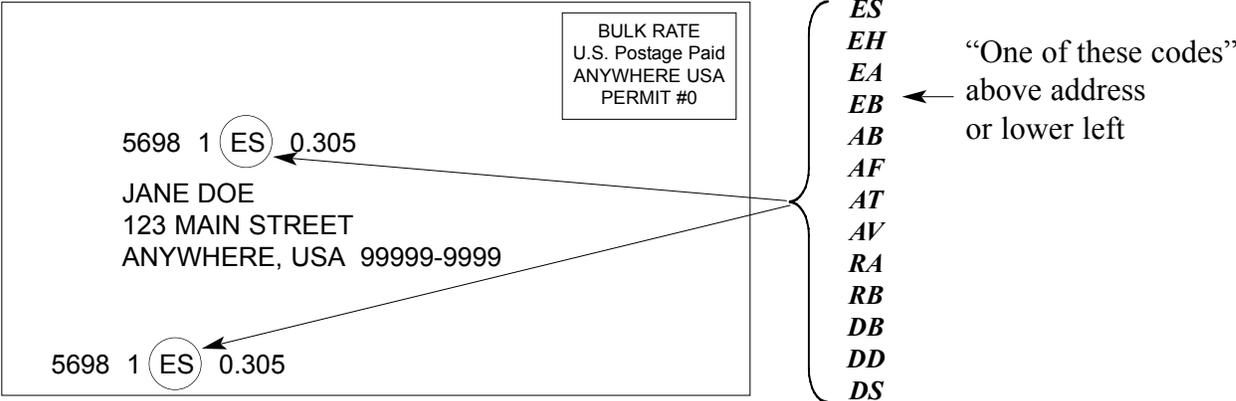
# Standard or Bulk Mail Examples

---

**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**

---



**Hint: Find closest match**

# 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.

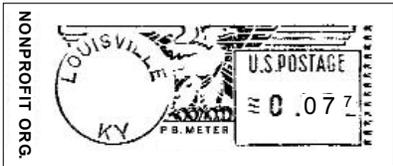
**Examples of Nonprofit mail markings begin on the following page.**

# 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. AUTOOCR may appear with a Nonprofit Organization, Nonprofit Org., or Nonprofit permit or meter strip.)

Also, AUTOOCR or AUTO may appear in the permit area in the top, right-hand corner of the mail piece.

### AUTOOCR

NONPROFIT ORG.  
 U.S. Postage Paid  
 ANYWHERE USA  
 PERMIT #0

\*\*\*\*\*AUTOOCR\*\*C-013

JANE DOE  
 123 MAIN STREET  
 ANYWHERE, USA 99999-9999

“AUTOOCR” above address

### AUTO

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

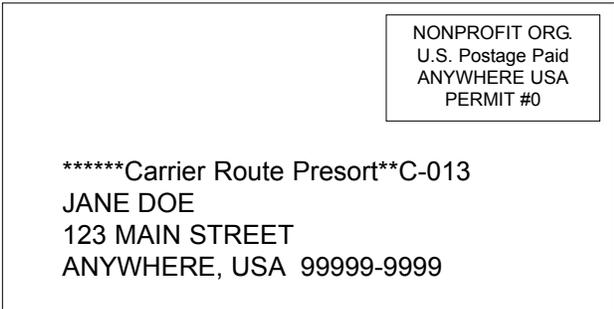
**Hint: Find closest match**

# Nonprofit Organization Mail Examples

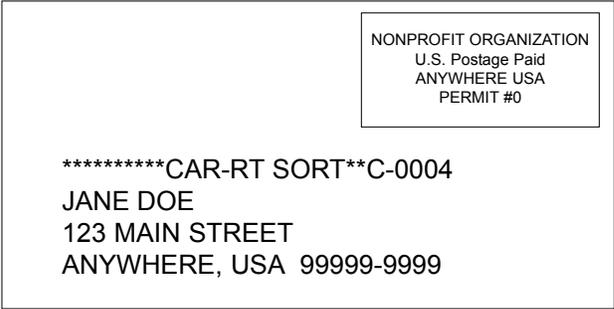
**Note:** Many of the markings may appear with any of the permit types (i.e. CAR-RT SORT may appear with a Nonprofit Organization, Nonprofit Org., or Nonprofit permit or meter strip.)

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



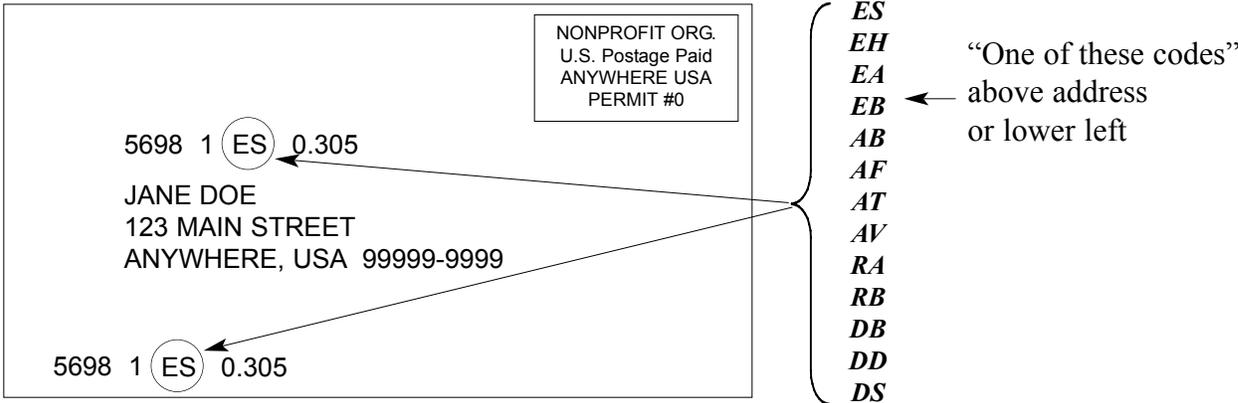
“Carrier Route Presort” above address



“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



**Hint: Find closest match**

# 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

\*\*\*\*\*ECRLOT\*\*C-013  
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

\*\*\*\*\*LOT\*\*C-013  
JANE DOE  
123 MAIN STREET  
ANYWHERE, USA 99999-9999

“ECR” on Permit *and* “LOT” above address

ECR  
NONPROFIT ORG.  
U.S. Postage Paid  
ANYWHERE USA  
PERMIT #0

\*\*\*\*\*WSS\*\*C-013  
JANE DOE  
123 MAIN STREET  
ANYWHERE, USA 99999-9999

“ECR” on Permit *and* “WSS” above address

ECR  
NONPROFIT ORGANIZATION  
U.S. Postage Paid  
ANYWHERE USA  
PERMIT #0

\*\*\*\*\*WSH\*\*C-013  
JANE DOE  
123 MAIN STREET  
ANYWHERE, USA 99999-9999

“ECR” on Permit *and* “WSH” above address

**Hint: Find closest match**

# Ground Packages/ 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 or boxes - large or small that were **not** sent Expedited (1 or 2 day service). Packages that were sent Expedited should be recorded under “**Expedited Letters/Packages.**” (Gold pages)
- 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. that were **not** sent Expedited (1 or 2 day service).
- 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 Letters & Packages *Received and Sent* (Gold)**

Use the following to help you determine if your mail piece should be recorded under this type:

- Letters, packages, boxes and Express Paks that have been sent next day air, next day service, 2-day service, or Priority mail.
- 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



Priority Mail



Airborne



FedEx



UPS



DHL Worldwide Express



*Hint: Find closest match*

# 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

## *Question Booklet*

# 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.

## Excerpt from Question Sheet (in Question Booklet)

**Purple**

### First-Class Mail Received

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

<b>A. ENV./POSTCARD/CATALOG/FLYER: Was the mail piece an envelope, postcard or catalog/flyer?</b>	
Envelope	2. Postcard
	3. Catalog/Flyer
<b>B. ADDRESSEE: Mail piece was addressed to . . .</b>	
1. Male head of household	5. Child (under 18)
2. Female head of household	6. Whole family
3. Male & Female head of household (Mr. & Mrs.)	7. Other addressee: (Specify on Answer Booklet page 4)
4. Other adult (18 and over)	
<b>C. ZIP CODE: Was your zip code included in the address?</b>	
1. Yes - 5 digits	2. Yes - 5 digits + 4
3. Yes - foreign zip code	4. No zip code
<b>D. BAR CODE: Was a bar code printed on this mail piece?</b>	
1. Yes - directly above or below the address	4. Yes - lower right corner and inside window
2. Yes - inside window anyplace on mail piece	5. Yes - someplace else
3. Yes - on lower right corner (not in window)	6. No bar code
<b>E. SENDER ZIP: Was the zip code included in the return address?</b>	
1. Yes - 5 digits	2. Yes - 5 digits + 4
3. Yes - foreign zip code	4. No zip code
	5. No return address

①  
Question

②  
Code

## Excerpt from Answer Sheet (in Answer Booklet)

### First-Class Received

Questions: ↓	Mail Piece: →											
	Mail Piece #1	Mail Piece #2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. ENV./POSTCARD/CATALOG/FLYER	1	3										
B. ADDRESSEE	2	3										
C. ZIP CODE	2	2										
D. BAR CODE	6	1										
E. SENDER ZIP	1	2										

**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.



<p><b>H. RETURN ENV.: Was a return envelope or card included?</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">1. Yes – pre-stamped or postage paid</td> <td style="width: 50%; border: none;">3. No return envelope or card included → <b>SKIP TO J</b></td> </tr> <tr> <td style="border: none;">2. Yes – needs a stamp</td> <td style="border: none;"></td> </tr> </table>	1. Yes – pre-stamped or postage paid	3. No return envelope or card included → <b>SKIP TO J</b>	2. Yes – needs a stamp																			
1. Yes – pre-stamped or postage paid	3. No return envelope or card included → <b>SKIP TO J</b>																					
2. Yes – needs a stamp																						
<p><b>I. RETURN ZIP: Did the address on the return envelope or card include a zip code?</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">1. Yes – 5 digits</td> <td style="width: 50%; border: none;">3. Yes – foreign zip code</td> </tr> <tr> <td style="border: none;">2. Yes – 5 digits + 4</td> <td style="border: none;">4. No zip code</td> </tr> </table>	1. Yes – 5 digits	3. Yes – foreign zip code	2. Yes – 5 digits + 4	4. No zip code																		
1. Yes – 5 digits	3. Yes – foreign zip code																					
2. Yes – 5 digits + 4	4. No zip code																					
<p><b>J. ADVERTISING: Was any advertising or promotional material enclosed?</b></p> <p>1. Yes</p> <p>2. No → <b>SKIP TO P</b></p>																						
<p><b>K. READING: Was the advertising . . . (Write in one number only)</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">1. Read by a member of the household</td> <td style="width: 50%; border: none;">4. Discarded without being read</td> </tr> <tr> <td style="border: none;">2. Read by more than one member of the household</td> <td style="border: none;">5. Set aside for reading later</td> </tr> <tr> <td style="border: none;">3. Looked at but not read by any member of household</td> <td style="border: none;"></td> </tr> </table>	1. 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	3. Looked at but not read by any member of household																	
1. 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																					
3. Looked at but not read by any member of household																						
<p><b>L. REACTION: Would this advertising be described as . . .</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">1. Useful information we like to receive</td> <td style="width: 50%; border: none;">3. Neither interesting, enjoyable, nor useful</td> </tr> <tr> <td style="border: none;">2. Interesting or enjoyable, but not useful</td> <td style="border: none;">4. Objectionable</td> </tr> </table>	1. Useful information we like to receive	3. Neither interesting, enjoyable, nor useful	2. Interesting or enjoyable, but not useful	4. Objectionable																		
1. Useful information we like to receive	3. Neither interesting, enjoyable, nor useful																					
2. Interesting or enjoyable, but not useful	4. Objectionable																					
<p><b>M. HOW ORDER: How could the item(s) or service(s) be ordered? (Write in all that apply)</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">1. Mail</td> <td style="width: 50%; border: none;">4. Fax</td> </tr> <tr> <td style="border: none;">2. Phone</td> <td style="border: none;">5. Internet</td> </tr> <tr> <td style="border: none;">3. In-person</td> <td style="border: none;">6. Other: (Specify on Answer Booklet page 4)</td> </tr> </table>	1. Mail	4. Fax	2. Phone	5. Internet	3. In-person	6. Other: (Specify on Answer Booklet page 4)																
1. Mail	4. Fax																					
2. Phone	5. Internet																					
3. In-person	6. Other: (Specify on Answer Booklet page 4)																					
<p><b>N. RESPONSE: Is anyone in your household considering responding to the advertisement?</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">1. Yes</td> <td style="width: 50%; border: none;">3. Maybe</td> </tr> <tr> <td style="border: none;">2. No → <b>SKIP TO P</b></td> <td style="border: none;"></td> </tr> </table>	1. Yes	3. Maybe	2. No → <b>SKIP TO P</b>																			
1. Yes	3. Maybe																					
2. No → <b>SKIP TO P</b>																						
<p><b>O. HOW RESPOND: How would the response most likely be made?</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">1. Mail</td> <td style="width: 50%; border: none;">4. Fax</td> </tr> <tr> <td style="border: none;">2. Phone</td> <td style="border: none;">5. Internet</td> </tr> <tr> <td style="border: none;">3. In-person</td> <td style="border: none;">6. Other: (Specify on Answer Booklet page 4)</td> </tr> </table>	1. Mail	4. Fax	2. Phone	5. Internet	3. In-person	6. Other: (Specify on Answer Booklet page 4)																
1. Mail	4. Fax																					
2. Phone	5. Internet																					
3. In-person	6. Other: (Specify on Answer Booklet page 4)																					
<p><b>P. ARRIVAL TIME: The mail piece . . .</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">1. Arrived on day needed → <b>SKIP TO R</b></td> <td style="width: 50%; border: none;">3. Not expected to arrive → <b>SKIP TO R</b></td> </tr> <tr> <td style="border: none;">2. Arrived earlier than needed → <b>SKIP TO R</b></td> <td style="border: none;">4. Arrived late</td> </tr> </table>	1. Arrived on day needed → <b>SKIP TO R</b>	3. Not expected to arrive → <b>SKIP TO R</b>	2. Arrived earlier than needed → <b>SKIP TO R</b>	4. Arrived late																		
1. Arrived on day needed → <b>SKIP TO R</b>	3. Not expected to arrive → <b>SKIP TO R</b>																					
2. Arrived earlier than needed → <b>SKIP TO R</b>	4. Arrived late																					
<p><b>Q. ARRIVED LATE: If the mail piece arrived late, was it . . .</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">1. Mailed late</td> <td style="width: 50%; border: none;">3. Don't know when mailed</td> </tr> <tr> <td style="border: none;">2. Not mailed late</td> <td style="border: none;"></td> </tr> </table>	1. Mailed late	3. Don't know when mailed	2. Not mailed late																			
1. Mailed late	3. Don't know when mailed																					
2. Not mailed late																						
<p><b>R. CLASS: Mail Classification (Each mail piece may show one or more of these markings - record all)</b>  <i>To classify mail: Look at markings in top right right-hand corner, above or below address and inside window</i></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">1. Presorted First-Class, or PRSRT, or FP</td> <td style="width: 50%; border: none;">12. Certificate of Mailing</td> </tr> <tr> <td style="border: none;">2. AUTO</td> <td style="border: none;">13. Restricted Delivery</td> </tr> <tr> <td style="border: none;">3. AB</td> <td style="border: none;">14. Insured</td> </tr> <tr> <td style="border: none;">4. AF</td> <td style="border: none;">15. Mail from outside the US</td> </tr> <tr> <td style="border: none;">5. AT</td> <td style="border: none;">16. Mailgram</td> </tr> <tr> <td style="border: none;">6. AV</td> <td style="border: none;">17. Federal Government Mail with Official Signature (FRANKED)</td> </tr> <tr> <td style="border: none;">7. AUTOOCR, or AC</td> <td style="border: none;">18. Other Federal Government Mail</td> </tr> <tr> <td style="border: none;">8. Single Piece, or SNGLP, or SP</td> <td style="border: none;">19. First-Class Postage</td> </tr> <tr> <td style="border: none;">9. Certified</td> <td style="border: none;">20. COD</td> </tr> <tr> <td style="border: none;">10. Registered</td> <td style="border: none;">21. Can't classify type: (Please mark &amp; place in envelope along with other mail pieces for this day)</td> </tr> <tr> <td style="border: none;">11. Return Receipt Requested</td> <td style="border: none;"></td> </tr> </table>	1. Presorted First-Class, or PRSRT, or FP	12. Certificate of Mailing	2. AUTO	13. Restricted Delivery	3. AB	14. Insured	4. AF	15. Mail from outside the US	5. AT	16. Mailgram	6. AV	17. Federal Government Mail with Official Signature (FRANKED)	7. AUTOOCR, or AC	18. Other Federal Government Mail	8. Single Piece, or SNGLP, or SP	19. First-Class Postage	9. Certified	20. COD	10. Registered	21. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day)	11. Return Receipt Requested	
1. Presorted First-Class, or PRSRT, or FP	12. Certificate of Mailing																					
2. AUTO	13. Restricted Delivery																					
3. AB	14. Insured																					
4. AF	15. Mail from outside the US																					
5. AT	16. Mailgram																					
6. AV	17. Federal Government Mail with Official Signature (FRANKED)																					
7. AUTOOCR, or AC	18. Other Federal Government Mail																					
8. Single Piece, or SNGLP, or SP	19. First-Class Postage																					
9. Certified	20. COD																					
10. Registered	21. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day)																					
11. Return Receipt Requested																						

# 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
2. Postcard

**B. MAIL TYPE: Type of Mail (Write in only one number for each mail piece)**

<p><b>Friend or Relative:</b></p> <ol style="list-style-type: none"> <li>1. Holiday/Seasons greeting card</li> <li>2. Other greeting cards (birthday, sympathy, thank you)</li> <li>3. Invitation</li> <li>4. Letter to friend or relative</li> <li>5. Announcement (birth, marriage, etc)</li> <li>6. Other personal: (Specify on Answer Booklet page 6)</li> </ol> <p><b>IF YOU ANSWERED 1 - 6: → SKIP TO I</b></p>	<p><b>Business or Government:</b></p> <ol style="list-style-type: none"> <li>7. Order</li> <li>8. Inquiry</li> <li>9. Payment</li> <li>10. Other business/government: (Specify on Answer Booklet pg. 6)</li> </ol> <p><b>Social/Charitable/Political/Nonprofit:</b></p> <ol style="list-style-type: none"> <li>11. Donation</li> <li>12. Inquiry</li> <li>13. Letter</li> <li>14. Other social, etc.: (Specify on Answer Booklet page 6)</li> </ol>
---	---

**C. ADDRESSEE TYPE: What type of industry did you send the mail piece to? (If not to friend/relative)**

<p><b>Financial:</b></p> <ol style="list-style-type: none"> <li>1. Credit Card (Visa, American Express, etc.)</li> <li>2. Bank, Savings &amp; Loan, Credit Union, Loan Co., etc.</li> <li>3. Securities broker/Company (Stockbroker)</li> <li>4. Money market (not with broker or bank)</li> <li>5. Insurance company</li> <li>6. Real estate/Mortgage</li> <li>7. Other financial: (Specify on Answer Booklet page 6)</li> </ol> <p><b>Merchants:</b></p> <ol style="list-style-type: none"> <li>8. Supermarket/Grocery store</li> <li>9. Department/discount store</li> <li>10. Mail order company</li> <li>11. Other store (jewelry, shoes, clothes, hardware, etc.)</li> <li>12. Publisher (newspapers, books, magazines)</li> <li>13. Land promotion company</li> <li>14. Other merchants: (Specify on Answer Booklet page 6)</li> </ol>	<p><b>Services:</b></p> <ol style="list-style-type: none"> <li>15. Telephone/Long distance company</li> <li>16. Electric/Gas/Water/Utility company</li> <li>17. Medical (doctor, dentist, hospital, not insurance co.)</li> <li>18. Other professional (lawyer, accountant, engineer, etc.)</li> <li>19. Leisure/entertainment service (travel agent, hotel, etc.)</li> <li>20. Cable TV/Satellite related</li> <li>21. Computer related</li> <li>22. Other services: (Specify on Answer Booklet page 6)</li> </ol> <p><b>Manufacturers:</b></p> <ol style="list-style-type: none"> <li>23. All manufacturers</li> </ol> <p><b>Government:</b></p> <ol style="list-style-type: none"> <li>24. Federal (social security, veterans administration, IRS)</li> <li>25. State and Local</li> </ol> <p><b>Social/Charitable/Political/Nonprofit:</b></p> <ol style="list-style-type: none"> <li>26. All Social/Charitable/Political/Nonprofit organizations</li> </ol>
---	--

**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 . . .**

<ol style="list-style-type: none"> <li>1. Received in mail (not in magazine)</li> <li>2. Seen in magazine</li> <li>3. Seen in newspaper</li> <li>4. Seen on Television</li> </ol>	<ol style="list-style-type: none"> <li>5. Heard on radio</li> <li>6. Received over telephone</li> <li>7. Other advertising: (Specify on Answer Booklet page 6)</li> </ol>
---	---

**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 →

**G. POSTAGE TYPE: What type of postage was on the envelope or card?**

- |  |  |
|--|--|
| 1. Business reply mail (no postage necessary) → <b>SKIP TO J</b> | 4. Other: (Specify on Answer Booklet page 6) |
| 2. Regular postage stamp   | 5. No postage at all                         |
| 3. Meter stamp   |  |

**H. BAR CODE: Was a bar code printed on the envelope or card?** 

1. Yes
2. No

**I. POSTAGE \$: How much postage did you pay?**

- |   |  |
|---|--|
| 1. 21 cents or 23 cents (effective June 30, 2002) | 3. More than 37 cents                        |
| 2. 34 cents or 37 cents (effective June 30, 2002) | 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 Box?**

1. Yes
2. No

**L. 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)**

- |                           |  |
|---------------------------|--|
| 1. Regular First-Class    | 7. Return Receipt Requested                                  |
| 2. Mail to outside the US | 8. Certificate of Mailing                                    |
| 3. Certified              | 9. Restricted Delivery                                       |
| 4. Registered             | 10. COD  |
| 5. Mailgram               | 11. Other classification: (Specify on Answer Booklet page 6) |
| 6. Insured                |  |

# Standard or Bulk Mail Received

Blue

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
2. "Occupant," "resident," "postal patron," with or without street address

## B. ZIP CODE: Was your zip code included in the address?

1. Yes – five digits
2. Yes – five digits + four
3. No – zip code not included

## C. BAR CODE: Was a bar code printed on this mail piece?

1. Yes – directly above or below the address
2. Yes – inside window anyplace on mail piece
3. Yes – on lower right corner (not in window)
4. Yes – both in lower right corner and inside window
5. Yes – someplace else
6. No bar code

## D. SENDER ZIP: Was the zip code included in the return address?

1. Yes – five digits
2. Yes – five digits + four
3. No – zip code not included
4. No return address

## E. MAIL TYPE: Was mail piece . . . (Write in only one number for each mail piece)

1. In letter size envelope
  2. In envelope larger than letter size (not catalog)
  3. Catalog in envelope
  4. Catalog not in envelope
  5. Detached label card
  6. Postcard
  7. Addressed Flyers/Circulars/Folded piece (no envelope)
  8. Newspapers/Magazines/Newsletters
  9. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day)
- IF PACKAGE: RECORD ON ANSWER BOOKLET PG. 11**

## F. CONTENTS: Did the mail piece contain . . .

1. Coupons
2. Political campaign materials
3. No coupons or political campaign materials

## G. MULTIPLE: Did the mail piece contain . . .

1. Material from one organization only
2. Material from several organizations → **SKIP TO J**

## H. SENDER TYPE: What type of industry did the mail piece come from? (If not personal)

### Financial:

1. Credit Card (Visa, American Express, etc.)
2. Bank, Savings & Loan, Credit Union, Loan Co., etc.
3. Securities broker/Company (Stockbroker)
4. Money market (not with broker or bank)
5. Insurance company
6. Real estate/Mortgage
7. Other financial: (Specify on 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
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/Satellite 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/Religious Organization
28. Veterans (VFW)
29. Educational
30. Charities
31. Political campaign
32. Other Social: (Specify on Answer Booklet page 8)

More questions on back of page →

**I. FAMILIARITY: Was this mail piece from an organization someone in household . . .**

- |   |   |
|---|---|
| 1. Does or has done business with       | 3. Organization no one in household knows |
| 2. Knows, but no one does business with |   |

**J. RETURN ENV.: Was a return envelope or card included?**

- |                                      |   |
|--------------------------------------|---|
| 1. Yes – pre-stamped or postage paid | 3. No return envelope or card included → <b>SKIP TO L</b> |
| 2. Yes – needs a stamp               |   |

**K. RETURN ZIP: Did the address on the return envelope or card include a zip code?**

- |                             |                               |
|-----------------------------|-------------------------------|
| 1. Yes – five digits        | 3. No – zip code not included |
| 2. Yes – five digits + four |                               |

**L. READING: Was the mail piece . . . (Write in one number only)**

- |  |                                 |
|--|---------------------------------|
| 1. 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  |
| 3. Looked at but not read by any member of household |                                 |

**M. REACTION: Would this mail piece be described as . . .**

- |   |   |
|---|---|
| 1. 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 . . .**

- |  |   |
|--|---|
| 1. Advertisement for item(s) or service(s) to be purchased | 3. Other: (Specify on Answer Booklet page 8) → <b>SKIP TO R</b> |
| 2. Solicitation for funds → <b>SKIP TO P</b>               | 4. Did not contain anything → <b>SKIP TO R</b>                  |

**O. HOW ORDER: How could the item(s) or service(s) be ordered? (Write in all that apply)**

- |              |  |
|--------------|--|
| 1. Mail      | 4. Fax                                       |
| 2. Phone     | 5. Internet                                  |
| 3. In-person | 6. Other: (Specify on Answer Booklet page 8) |

**P. RESPONSE: Is anyone in your household considering responding to the advertisement/solicitation?**

- |                          |          |
|--------------------------|----------|
| 1. Yes                   | 3. Maybe |
| 2. No → <b>SKIP TO R</b> |          |

**Q. HOW RESPOND: How would the response most likely be made?**

- |              |  |
|--------------|--|
| 1. Mail      | 4. Fax                                       |
| 2. Phone     | 5. Internet                                  |
| 3. In-person | 6. Other: (Specify on Answer Booklet page 8) |

**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*

- |  |  |
|--|--|
| 1. Standard, or STD, or Bulk Rate, or BLK RT | 13. EB   |
| 2. Presorted Standard, or PRSRT STD          | 14. AB   |
| 3. AUTOOCR                                   | 15. AF   |
| 4. AUTO                                      | 16. AT   |
| 5. Carrier Route Presort, or CAR-RT SORT     | 17. AV   |
| 6. ECR                                       | 18. RA   |
| 7. LOT                                       | 19. RB   |
| 8. WSS                                       | 20. DB   |
| 9. WSH                                       | 21. DD   |
| 10. ES                                       | 22. DS   |
| 11. EH                                       | 23. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day) |
| 12. EA                                       |  |

# Nonprofit Organization Mail Received

Gray

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
2. "Occupant," "resident," "postal patron," with or without street address

**B. ZIP CODE: Was your zip code included in the address?**

1. Yes – five digits
2. Yes – five digits + four
3. No – zip code not included

**C. BAR CODE: Was a bar code printed on this mail piece?** 

1. Yes – directly above or below the address
2. Yes – inside window anyplace on mail piece
3. Yes – on lower right corner (not in window)
4. Yes – both in lower right corner and inside window
5. Yes – someplace else
6. No bar code

**D. SENDER ZIP: Was the zip code included in the return address?**

1. Yes – five digits
2. Yes – five digits + four
3. No – zip code not included
4. No return address

**E. MAIL TYPE: Was mail piece . . . (Write in only one number for each mail piece)**

1. In letter size envelope
  2. In envelope larger than letter size (not catalog)
  3. Catalog in envelope
  4. Catalog not in envelope
  5. Detached label card
  6. Postcard
  7. Addressed Flyers/Circulars/Folded piece (no envelope)
  8. Newspapers/Magazines/Newsletters
  9. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day)
- IF PACKAGE: RECORD ON ANSWER BOOKLET PG. 11**

**F. CONTENTS: Did the mail piece contain . . .**

1. Coupons
2. Political campaign materials
3. No coupons or political campaign materials

**G. MULTIPLE: Did the mail piece contain . . .**

1. Material from one organization only
2. Material from several organizations → **SKIP TO J**

**H. SENDER TYPE: What type of industry did the mail piece come from? (If not personal)**

**Financial:**

1. Credit Card (Visa, American Express, etc.)
2. Bank, Savings & Loan, Credit Union, Loan Co., etc.
3. Securities broker/Company (Stockbroker)
4. Money market (not with broker or bank)
5. Insurance company
6. Real estate/Mortgage
7. Other financial: (Specify on Answer Booklet page 10)

**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 10)

**Services:**

15. 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/Satellite 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/Religious Organization
28. Veterans (VFW)
29. Educational
30. Charities
31. Political campaign
32. Other Social: (Specify on Answer Booklet page 10)

More questions on back of page →

<p><b>I. FAMILIARITY: Was this mail piece from an organization someone in household . . .</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">1. Does or has done business with</td> <td style="width: 50%; border: none;">3. Organization no one in household knows</td> </tr> <tr> <td style="border: none;">2. Knows, but no one does business with</td> <td style="border: none;"></td> </tr> </table>	1. Does or has done business with	3. Organization no one in household knows	2. Knows, but no one does business with																			
1. Does or has done business with	3. Organization no one in household knows																					
2. Knows, but no one does business with																						
<p><b>J. RETURN ENV.: Was a return envelope or card included?</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">1. Yes – pre-stamped or postage paid</td> <td style="width: 50%; border: none;">3. No return envelope or card included → <b>SKIP TO L</b></td> </tr> <tr> <td style="border: none;">2. Yes – needs a stamp</td> <td style="border: none;"></td> </tr> </table>	1. Yes – pre-stamped or postage paid	3. No return envelope or card included → <b>SKIP TO L</b>	2. Yes – needs a stamp																			
1. Yes – pre-stamped or postage paid	3. No return envelope or card included → <b>SKIP TO L</b>																					
2. Yes – needs a stamp																						
<p><b>K. RETURN ZIP: Did the address on the return envelope or card include a zip code?</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">1. Yes – five digits</td> <td style="width: 50%; border: none;">3. No – zip code not included</td> </tr> <tr> <td style="border: none;">2. Yes – five digits + four</td> <td style="border: none;"></td> </tr> </table>	1. Yes – five digits	3. No – zip code not included	2. Yes – five digits + four																			
1. Yes – five digits	3. No – zip code not included																					
2. Yes – five digits + four																						
<p><b>L. READING: Was the mail piece . . . (Write in one number only)</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">1. Read by a member of the household</td> <td style="width: 50%; border: none;">4. Discarded without being read</td> </tr> <tr> <td style="border: none;">2. Read by more than one member of the household</td> <td style="border: none;">5. Set aside for reading later</td> </tr> <tr> <td style="border: none;">3. Looked at but not read by any member of household</td> <td style="border: none;"></td> </tr> </table>	1. 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	3. Looked at but not read by any member of household																	
1. 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																					
3. Looked at but not read by any member of household																						
<p><b>M. REACTION: Would this mail piece be described as . . .</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">1. Useful information we like to receive</td> <td style="width: 50%; border: none;">3. Neither interesting, enjoyable, nor useful</td> </tr> <tr> <td style="border: none;">2. Interesting or enjoyable, but not useful</td> <td style="border: none;">4. Objectionable</td> </tr> </table>	1. Useful information we like to receive	3. Neither interesting, enjoyable, nor useful	2. Interesting or enjoyable, but not useful	4. Objectionable																		
1. Useful information we like to receive	3. Neither interesting, enjoyable, nor useful																					
2. Interesting or enjoyable, but not useful	4. Objectionable																					
<p><b>N. ADVERTISING: Did this mail piece contain . . .</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">1. Advertisement for item(s) or service(s) to be purchased</td> <td style="width: 50%; border: none;">3. Other: (Specify on Answer Booklet page 10) → <b>SKIP TO R</b></td> </tr> <tr> <td style="border: none;">2. Solicitation for funds → <b>SKIP TO P</b></td> <td style="border: none;">4. Did not contain anything → <b>SKIP TO R</b></td> </tr> </table>	1. Advertisement for item(s) or service(s) to be purchased	3. Other: (Specify on Answer Booklet page 10) → <b>SKIP TO R</b>	2. Solicitation for funds → <b>SKIP TO P</b>	4. Did not contain anything → <b>SKIP TO R</b>																		
1. Advertisement for item(s) or service(s) to be purchased	3. Other: (Specify on Answer Booklet page 10) → <b>SKIP TO R</b>																					
2. Solicitation for funds → <b>SKIP TO P</b>	4. Did not contain anything → <b>SKIP TO R</b>																					
<p><b>O. HOW ORDER: How could the item(s) or service(s) be ordered? (Write in all that apply)</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">1. Mail</td> <td style="width: 50%; border: none;">4. Fax</td> </tr> <tr> <td style="border: none;">2. Phone</td> <td style="border: none;">5. Internet</td> </tr> <tr> <td style="border: none;">3. In-person</td> <td style="border: none;">6. Other: (Specify on Answer Booklet page 10)</td> </tr> </table>	1. Mail	4. Fax	2. Phone	5. Internet	3. In-person	6. Other: (Specify on Answer Booklet page 10)																
1. Mail	4. Fax																					
2. Phone	5. Internet																					
3. In-person	6. Other: (Specify on Answer Booklet page 10)																					
<p><b>P. RESPONSE: Is anyone in your household considering responding to the advertisement/solicitation?</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">1. Yes</td> <td style="width: 50%; border: none;">3. Maybe</td> </tr> <tr> <td style="border: none;">2. No → <b>SKIP TO R</b></td> <td style="border: none;"></td> </tr> </table>	1. Yes	3. Maybe	2. No → <b>SKIP TO R</b>																			
1. Yes	3. Maybe																					
2. No → <b>SKIP TO R</b>																						
<p><b>Q. HOW RESPOND: How would the response most likely be made?</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">1. Mail</td> <td style="width: 50%; border: none;">4. Fax</td> </tr> <tr> <td style="border: none;">2. Phone</td> <td style="border: none;">5. Internet</td> </tr> <tr> <td style="border: none;">3. In-person</td> <td style="border: none;">6. Other: (Specify on Answer Booklet page 10)</td> </tr> </table>	1. Mail	4. Fax	2. Phone	5. Internet	3. In-person	6. Other: (Specify on Answer Booklet page 10)																
1. Mail	4. Fax																					
2. Phone	5. Internet																					
3. In-person	6. Other: (Specify on Answer Booklet page 10)																					
<p><b>R. CLASS: Mail Classification (Each mail piece may show one or more of these markings - record all)</b>  <i>To classify mail: Look at markings in top right right-hand corner, above or below address and inside window</i></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;">1. Nonprofit Organization, or Nonprofit Org., or Nonprofit</td> <td style="width: 50%; border: none;">12. EB</td> </tr> <tr> <td style="border: none;">2. AUTOOCR</td> <td style="border: none;">13. AB</td> </tr> <tr> <td style="border: none;">3. AUTO</td> <td style="border: none;">14. AF</td> </tr> <tr> <td style="border: none;">4. Carrier Route Presort, or CAR-RT SORT</td> <td style="border: none;">15. AT</td> </tr> <tr> <td style="border: none;">5. ECR</td> <td style="border: none;">16. AV</td> </tr> <tr> <td style="border: none;">6. LOT</td> <td style="border: none;">17. RA</td> </tr> <tr> <td style="border: none;">7. WSS</td> <td style="border: none;">18. RB</td> </tr> <tr> <td style="border: none;">8. WSH</td> <td style="border: none;">19. DB</td> </tr> <tr> <td style="border: none;">9. ES</td> <td style="border: none;">20. DD</td> </tr> <tr> <td style="border: none;">10. EH</td> <td style="border: none;">21. DS</td> </tr> <tr> <td style="border: none;">11. EA</td> <td style="border: none;">26. Can't classify type: (Please mark &amp; place in envelope along with other mail pieces for this day)</td> </tr> </table>	1. Nonprofit Organization, or Nonprofit Org., or Nonprofit	12. EB	2. AUTOOCR	13. AB	3. AUTO	14. AF	4. Carrier Route Presort, or CAR-RT SORT	15. AT	5. ECR	16. AV	6. LOT	17. RA	7. WSS	18. RB	8. WSH	19. DB	9. ES	20. DD	10. EH	21. DS	11. EA	26. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day)
1. Nonprofit Organization, or Nonprofit Org., or Nonprofit	12. EB																					
2. AUTOOCR	13. AB																					
3. AUTO	14. AF																					
4. Carrier Route Presort, or CAR-RT SORT	15. AT																					
5. ECR	16. AV																					
6. LOT	17. RA																					
7. WSS	18. RB																					
8. WSH	19. DB																					
9. ES	20. DD																					
10. EH	21. DS																					
11. EA	26. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day)																					

# Ground Packages/Product Samples Received

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

## A. FROM: Was the package from . . .

- |   |                                 |
|---|---------------------------------|
| 1. Friend or relative                       | 4. Business – for other reasons |
| 2. Business – ordered by household member   | 5. Unsolicited sample           |
| 3. Business – ordered by friend or relative |                                 |

## B. ADDRESS: Was the address on the package . . .

1. Correct
2. Incorrect

## C. ZIP CODE: Did the address include a zip code?

- |                             |                               |
|-----------------------------|-------------------------------|
| 1. Yes – five digits        | 3. No – zip code not included |
| 2. Yes – five digits + four |                               |

## D. BAR CODE: Was a bar code printed on the package?

1. Yes
2. No

## E. RETURN ZIP: Did the return address include a zip code?

- |                             |                               |
|-----------------------------|-------------------------------|
| 1. Yes – five digits        | 3. No – zip code not included |
| 2. Yes – five digits + four | 4. No return address included |

## F. DELIVERY: Package was delivered/handled by . . .

- |  |  |
|--|--|
| 1. United States Postal Service (USPS) | 7. Airborne at Home  |
| 2. UPS 3 Day Select                    | 8. Emery Worldwide Deferred                                  |
| 3. UPS Ground                          | 9. Emery Worldwide Ground Service                            |
| 4. FedEx Express Saver                 | 10. DHL Express Worldwide                                    |
| 5. FedEx Ground                        | 11. Other delivery type: (Specify on Answer Booklet page 12) |
| 6. FedEx Home Delivery                 |  |

**IF YOU ANSWERED 2 - 11: → SKIP TO H**

## G. SPECIAL SVCS: If the package or product sample was delivered by USPS, did it have any of the following special services? (Write in all that apply)

- |  |  |
|--|--|
| 1. Return Receipt Requested                                    | 6. Stamped "Special Handling" (First Class, Priority, Parcel Post) |
| 2. Delivery Confirmation                                       | 7. Certificate of Mailing (Not available for Periodicals)          |
| 3. Signature Confirmation (First Class, Priority, Parcel Post) | 8. Restricted Delivery (First-Class, Priority, Parcel Post)        |
| 4. Insured (Not available for Periodicals)                     | 9. No special services   |
| 5. COD (Not available for Standard/Bulk)                       | 10. Other: (Specify on Answer Booklet page 12)                     |

## H. SENDER TYPE: What type of industry did the package come from? (If not from friend/relative)

### Financial:

1. Bank, Savings & Loan, Credit Union, Loan Co., etc
2. Securities broker/Company
3. Other financial (Specify on Answer Booklet page 12)

### Merchants:

4. Supermarket/Grocery store
5. Department/Discount store
6. Publisher (newspapers, books, magazines)
7. Mail order company
8. Other merchants: (Specify on Answer Booklet page 12)

### Services:

9. Telephone/Long distance company

### Services (cont.):

10. Computer company/ISP
11. Medical (doctor, dentist, hospital, pharmacist)
12. Health insurance company
13. Other services: (Specify on Answer Booklet page 12)

### Manufacturers:

14. All manufacturers

### Government:

15. All government

### Social/Charitable/Political/Nonprofit:

16. Educational
17. Other Social: (Specify on Answer Booklet page 12)

**More questions on back of page →**

**I. CONTENTS: Did this package contain . . . (Write in all that apply)**

- |  |  |
|--|--|
| 1. Clothing                              | 8. Toys  |
| 2. Travel products or information        | 9. Food products   |
| 3. Computer hardware/software            | 10. Checkbooks   |
| 4. Electronic equipment                  | 11. Pharmaceuticals/Contacts                                   |
| 5. Telecommunications (e.g. cell phones) | 12. Sporting goods   |
| 6. Book(s) (include telephone books)     | 13. Footwear/Shoes   |
| 7. Music/Video                           | 14. Other contents: <i>(Specify on Answer Booklet page 12)</i> |

**J. ITEM ORDER: How was the item(s) or service(s) ordered? (Write in all that apply)**

- |   |  |
|---|--|
| 1. Item ordered from print catalog      | 6. Personal package from family/friend               |
| 2. Item ordered on-line                 | 7. Promotional item/gift from organization           |
| 3. Item ordered from store              | 8. Unsolicited product sample                        |
| 4. From direct mail piece (not catalog) | 9. Other: <i>(Specify on Answer Booklet page 12)</i> |
| 5. Item ordered from television         | 10. Don't know                                       |

**K. PKG CONDITION: Did the package . . .**

1. Look all right before opening
2. Look damaged before opening

**L. CONDITION: The contents were . . .**

1. Not damaged
2. Damaged *(Please describe on Answer Booklet page 12)*

**M. CLASS: Package Classification (If delivered by the United States Postal Service only)**

- |   |  |
|---|--|
| 1. First-Class (up to 13oz)                           | 8. Nonprofit ECR   |
| 2. Priority Mail                                      | 9. Bound Printed Matter  |
| 3. Standard or Bulk Rate                              | 10. Special Standard Mail/Media Mail   |
| 4. Standard or Bulk Rate Enhanced Carrier Route (ECR) | 11. Library Mail   |
| 5. Parcel Post, or Bulk Rate Parcel Post, or Bulk PP  | 12. Package received from outside the US   |
| 6. Parcel Select                                      | 13. Can't classify: <i>(Please mark &amp; place in envelope along with other mail pieces for this day)</i> |
| 7. Nonprofit  |  |

# Ground Packages Sent

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

## A. ADDRESSEE: Was the package to . . .

1. Friend or relative
2. Business

## B. ZIP CODE: Was their zip code included in the address?

1. Yes – five digits
2. Yes – five digits + four
3. No – zip code not included

## C. RETURN ZIP: Was your zip code included in the return address?

1. Yes – five digits
2. Yes – five digits + four
3. No – zip code not included
4. No return address included

## D. DELIVERY: Package was delivered/handled by . . .

- |  |  |
|--|--|
| 1. United States Postal Service (USPS) | 7. Airborne at Home  |
| 2. UPS 3 Day Select                    | 8. Emery Worldwide Deferred                                  |
| 3. UPS Ground                          | 9. Emery Worldwide Ground Service                            |
| 4. FedEx Express Saver                 | 10. DHL Express Worldwide                                    |
| 5. FedEx Ground                        | 11. Other delivery type: (Specify on Answer Booklet page 12) |
| 6. FedEx Home Delivery                 |  |

**IF YOU ANSWERED 2 - 11: → GO TO NEXT MAILPIECE**

## E. SPECIAL SVCS: If the package was sent by USPS, did it have any of the following special services? (Write in all that apply)

- |  |  |
|--|--|
| 1. Return Receipt Requested                                    | 6. Stamped "Special Handling" (First Class, Priority, Parcel Post) |
| 2. Delivery Confirmation                                       | 7. Certificate of Mailing (Not available for Periodicals)          |
| 3. Signature Confirmation (First Class, Priority, Parcel Post) | 8. Restricted Delivery (First-Class, Priority, Parcel Post)        |
| 4. Insured (Not available for Periodicals)                     | 9. No special services   |
| 5. C.O.D. (Not available for Standard/Bulk)                    | 10. Other: (Specify on Answer Booklet page 12)                     |

## F. DISTANCE: How far away did you send your package?

### Inside the United States:

- |                     |                              |
|---------------------|------------------------------|
| 1. Local            | 5. 301 to 600 miles          |
| 2. 50 miles or less | 6. 601 to 1,000 miles        |
| 3. 51 to 150 miles  | 7. 1,001 to 1,400 miles      |
| 4. 151 to 300 miles | 8. 1,401 to 1,800 miles      |
|                     | 9. More than 1,800 miles     |
|                     | 10. Out of the United States |

### Out of town:

## G. CONTENTS: Did this package contain . . . (Write in all that apply)

- |  |   |
|--|---|
| 1. Clothing                              | 8. Toys   |
| 2. Travel products or information        | 9. Food products  |
| 3. Computer hardware/software            | 10. Checkbooks  |
| 4. Electronic equipment                  | 11. Pharmaceuticals/Contacts                            |
| 5. Telecommunications (e.g. cell phones) | 12. Sporting goods                                      |
| 6. Book(s) (include telephone books)     | 13. Footwear/Shoes                                      |
| 7. Music/Video                           | 14. Other contents: (Specify on Answer 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                 |
| 2. Returning merchandise ordered                 | 4. Other reason: (Specify on Answer Booklet page 12) |

## I. CLASS: Package Classification (Write in all that apply)

- |                                     |   |
|-------------------------------------|---|
| 1. First-Class (up to 13oz)         | 4. Parcel Post                                |
| 2. Bound Printed Matter             | 5. Mail sent outside the US                   |
| 3. Special Standard Mail/Media Mail | 6. Other: (Specify on Answer Booklet page 12) |

# Expedited Letters & Packages Received

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

## A. FORM: Was the mail piece a . . .

- |           |            |
|-----------|------------|
| 1. Letter | 3. Package |
| 2. Pak    |            |

## B. ADDRESSEE: Mail piece was addressed to . . .

- |   |   |
|---|---|
| 1. Male head of household                       | 5. Child (under 18)                                     |
| 2. Female head of household                     | 6. Whole family   |
| 3. Male & Female head of household (Mr. & Mrs.) | 7. Other addressee: (Specify on Answer Booklet page 14) |
| 4. Other adult (18 and over)                    |   |

## 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)
13. Notice or confirmation of order
14. Credit card statement/bill
15. Bill/Invoice/Premium notice
16. Financial statement
17. Payment or other check/Money order/Credit (No rebate)
18. Rebate received in response to coupon submitted
19. Holiday/Greeting/Thank you card (from a business)
20. Business invitation/Announcement (Not sales)
21. Other business/government: (Specify on Answer Booklet p. 14)

## D. SENDER TYPE: What type of industry did the letter or package come from? (If not from friend/relative)

### Financial:

1. Bank, Savings & Loan, Credit Union, Loan Co., etc
2. Securities broker/Company
3. Other financial (Specify on Answer Booklet page 14)

### Merchants:

4. Supermarket/Grocery store
5. Department/Discount store
6. Publisher (newspapers, books, magazines)
7. Mail order company
8. Other merchants: (Specify on Answer Booklet page 14)

### Services:

9. Telephone/Long distance company

### Services (cont.):

10. Computer company/ISP
11. Medical (doctor, dentist, hospital, pharmacist)
12. Health insurance company
13. Other services: (Specify on Answer Booklet page 14)

### Manufacturers:

14. All manufacturers

### Government:

15. All government

### Social/Charitable/Political/Nonprofit:

16. Educational
17. Other Social: (Specify on Answer Booklet page 14)

## E. CONTENTS: Did this package contain . . . (Write in all that apply)

- |  |   |
|--|---|
| 1. Clothing                              | 8. Toys   |
| 2. Travel products or information        | 9. Food products  |
| 3. Computer hardware/software            | 10. Checkbooks  |
| 4. Electronic equipment                  | 11. Pharmaceuticals/Contacts                            |
| 5. Telecommunications (e.g. cell phones) | 12. Sporting goods                                      |
| 6. Book(s) (include telephone books)     | 13. Footwear/Shoes                                      |
| 7. Music/Video                           | 14. Other contents: (Specify on Answer Booklet page 14) |

<p><b>F. ITEM ORDER: How was the item(s) or service(s) ordered? <i>(Write in all that apply)</i></b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;"> <p>1. Item ordered from print catalog</p> <p>2. Item ordered on-line</p> <p>3. Item ordered from store</p> <p>4. From direct mail piece (not catalog)</p> <p>5. Item ordered from television</p> </td> <td style="width: 50%; border: none;"> <p>6. Personal package from family/friend</p> <p>7. Promotional item/gift from organization</p> <p>8. Unsolicited product sample</p> <p>9. Other: <i>(Specify on Answer Booklet page 14)</i></p> <p>10. Don't know</p> </td> </tr> </table>		<p>1. Item ordered from print catalog</p> <p>2. Item ordered on-line</p> <p>3. Item ordered from store</p> <p>4. From direct mail piece (not catalog)</p> <p>5. Item ordered from television</p>	<p>6. Personal package from family/friend</p> <p>7. Promotional item/gift from organization</p> <p>8. Unsolicited product sample</p> <p>9. Other: <i>(Specify on Answer Booklet page 14)</i></p> <p>10. Don't know</p>
<p>1. Item ordered from print catalog</p> <p>2. Item ordered on-line</p> <p>3. Item ordered from store</p> <p>4. From direct mail piece (not catalog)</p> <p>5. Item ordered from television</p>	<p>6. Personal package from family/friend</p> <p>7. Promotional item/gift from organization</p> <p>8. Unsolicited product sample</p> <p>9. Other: <i>(Specify on Answer Booklet page 14)</i></p> <p>10. Don't know</p>		
<p><b>G. RETURN ENV.: Was a return envelope or card included?</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;"> <p>1. Yes – pre-stamped or postage paid</p> <p>2. Yes – needs a stamp</p> </td> <td style="width: 50%; border: none;"> <p>3. No return envelope or card included → <b>SKIP TO I</b></p> </td> </tr> </table>		<p>1. Yes – pre-stamped or postage paid</p> <p>2. Yes – needs a stamp</p>	<p>3. No return envelope or card included → <b>SKIP TO I</b></p>
<p>1. Yes – pre-stamped or postage paid</p> <p>2. Yes – needs a stamp</p>	<p>3. No return envelope or card included → <b>SKIP TO I</b></p>		
<p><b>H. RETURN ZIP: Did the address on the return envelope or card include a zip code?</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;"> <p>1. Yes – 5 digits</p> <p>2. Yes – 5 digits + 4</p> </td> <td style="width: 50%; border: none;"> <p>3. Yes – foreign zip code</p> <p>4. No zip code</p> </td> </tr> </table>		<p>1. Yes – 5 digits</p> <p>2. Yes – 5 digits + 4</p>	<p>3. Yes – foreign zip code</p> <p>4. No zip code</p>
<p>1. Yes – 5 digits</p> <p>2. Yes – 5 digits + 4</p>	<p>3. Yes – foreign zip code</p> <p>4. No zip code</p>		
<p><b>I. ADVERTISING: Was any advertising or promotional material enclosed?</b></p> <p>1. Yes</p> <p>2. No → <b>SKIP TO O</b></p>			
<p><b>J. READING: Was the mail piece . . . <i>(Write in one number only)</i></b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;"> <p>1. Read by a member of the household</p> <p>2. Read by more than one member of the household</p> <p>3. Looked at but not read by any member of household</p> </td> <td style="width: 50%; border: none;"> <p>4. Discarded without being read</p> <p>5. Set aside for reading later</p> </td> </tr> </table>		<p>1. Read by a member of the household</p> <p>2. Read by more than one member of the household</p> <p>3. Looked at but not read by any member of household</p>	<p>4. Discarded without being read</p> <p>5. Set aside for reading later</p>
<p>1. Read by a member of the household</p> <p>2. Read by more than one member of the household</p> <p>3. Looked at but not read by any member of household</p>	<p>4. Discarded without being read</p> <p>5. Set aside for reading later</p>		
<p><b>K. REACTION: Would this mail piece be described as . . .</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;"> <p>1. Useful information we like to receive</p> <p>2. Interesting or enjoyable, but not useful</p> </td> <td style="width: 50%; border: none;"> <p>3. Neither interesting, enjoyable, nor useful</p> <p>4. Objectionable</p> </td> </tr> </table>		<p>1. Useful information we like to receive</p> <p>2. Interesting or enjoyable, but not useful</p>	<p>3. Neither interesting, enjoyable, nor useful</p> <p>4. Objectionable</p>
<p>1. Useful information we like to receive</p> <p>2. Interesting or enjoyable, but not useful</p>	<p>3. Neither interesting, enjoyable, nor useful</p> <p>4. Objectionable</p>		
<p><b>L. HOW ORDER: How could the item(s) or service(s) be ordered? <i>(Write in all that apply)</i></b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;"> <p>1. Mail</p> <p>2. Phone</p> <p>3. In-person</p> </td> <td style="width: 50%; border: none;"> <p>4. Fax</p> <p>5. Internet</p> <p>6. Other: <i>(Specify on Answer Booklet page 14)</i></p> </td> </tr> </table>		<p>1. Mail</p> <p>2. Phone</p> <p>3. In-person</p>	<p>4. Fax</p> <p>5. Internet</p> <p>6. Other: <i>(Specify on Answer Booklet page 14)</i></p>
<p>1. Mail</p> <p>2. Phone</p> <p>3. In-person</p>	<p>4. Fax</p> <p>5. Internet</p> <p>6. Other: <i>(Specify on Answer Booklet page 14)</i></p>		
<p><b>M. RESPONSE: Is anyone in your household considering responding to the advertisement?</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;"> <p>1. Yes</p> <p>2. No → <b>SKIP TO Q</b></p> </td> <td style="width: 50%; border: none;"> <p>3. Maybe</p> </td> </tr> </table>		<p>1. Yes</p> <p>2. No → <b>SKIP TO Q</b></p>	<p>3. Maybe</p>
<p>1. Yes</p> <p>2. No → <b>SKIP TO Q</b></p>	<p>3. Maybe</p>		
<p><b>N. HOW RESPOND: How would the response most likely be made?</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;"> <p>1. Mail</p> <p>2. Phone</p> <p>3. In-person</p> </td> <td style="width: 50%; border: none;"> <p>4. Fax</p> <p>5. Internet</p> <p>6. Other: <i>(Specify on Answer Booklet page 14)</i></p> </td> </tr> </table>		<p>1. Mail</p> <p>2. Phone</p> <p>3. In-person</p>	<p>4. Fax</p> <p>5. Internet</p> <p>6. Other: <i>(Specify on Answer Booklet page 14)</i></p>
<p>1. Mail</p> <p>2. Phone</p> <p>3. In-person</p>	<p>4. Fax</p> <p>5. Internet</p> <p>6. Other: <i>(Specify on Answer Booklet page 14)</i></p>		
<p><b>O. ARRIVAL TIME: The mail piece . . .</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;"> <p>1. Arrived on day needed → <b>SKIP TO Q</b></p> <p>2. Arrived earlier than needed → <b>SKIP TO Q</b></p> </td> <td style="width: 50%; border: none;"> <p>3. Not expected to arrive → <b>SKIP TO Q</b></p> <p>4. Arrived late</p> </td> </tr> </table>		<p>1. Arrived on day needed → <b>SKIP TO Q</b></p> <p>2. Arrived earlier than needed → <b>SKIP TO Q</b></p>	<p>3. Not expected to arrive → <b>SKIP TO Q</b></p> <p>4. Arrived late</p>
<p>1. Arrived on day needed → <b>SKIP TO Q</b></p> <p>2. Arrived earlier than needed → <b>SKIP TO Q</b></p>	<p>3. Not expected to arrive → <b>SKIP TO Q</b></p> <p>4. Arrived late</p>		
<p><b>P. ARRIVED LATE: If the mail piece arrived late, was it . . .</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;"> <p>1. Mailed late</p> <p>2. Not mailed late</p> </td> <td style="width: 50%; border: none;"> <p>3. Don't know when mailed</p> </td> </tr> </table>		<p>1. Mailed late</p> <p>2. Not mailed late</p>	<p>3. Don't know when mailed</p>
<p>1. Mailed late</p> <p>2. Not mailed late</p>	<p>3. Don't know when mailed</p>		
<p><b>Q. CLASS: Mail Classification</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;"> <p>1. Express Mail</p> <p>2. Priority Mail</p> <p>3. Airborne Overnight Air Express</p> <p>4. Airborne Second Day</p> <p>5. UPS Next Day Air</p> <p>6. UPS Second Day Air</p> </td> <td style="width: 50%; border: none;"> <p>7. FedEx Overnight</p> <p>8. FedEx Second Day</p> <p>9. DHL Worldwide Express</p> <p>10. Other delivery type: <i>(Specify on Answer Booklet page 14)</i></p> <p>11. Can't classify type: <i>(Please mark &amp; place in envelope along with other mail pieces for this day)</i></p> </td> </tr> </table>		<p>1. Express Mail</p> <p>2. Priority Mail</p> <p>3. Airborne Overnight Air Express</p> <p>4. Airborne Second Day</p> <p>5. UPS Next Day Air</p> <p>6. UPS Second Day Air</p>	<p>7. FedEx Overnight</p> <p>8. FedEx Second Day</p> <p>9. DHL Worldwide Express</p> <p>10. Other delivery type: <i>(Specify on Answer Booklet page 14)</i></p> <p>11. Can't classify type: <i>(Please mark &amp; place in envelope along with other mail pieces for this day)</i></p>
<p>1. Express Mail</p> <p>2. Priority Mail</p> <p>3. Airborne Overnight Air Express</p> <p>4. Airborne Second Day</p> <p>5. UPS Next Day Air</p> <p>6. UPS Second Day Air</p>	<p>7. FedEx Overnight</p> <p>8. FedEx Second Day</p> <p>9. DHL Worldwide Express</p> <p>10. Other delivery type: <i>(Specify on Answer Booklet page 14)</i></p> <p>11. Can't classify type: <i>(Please mark &amp; place in envelope along with other mail pieces for this day)</i></p>		

# Expedited Letters & Packages Sent

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

## A. FORM: Was the mail piece a . . .

- |           |            |
|-----------|------------|
| 1. Letter | 3. Package |
| 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. Bank, Savings & Loan, Credit Union, Loan Co., etc
2. Securities broker/Company
3. Other financial(Specify on Answer Booklet page 16)

### Merchants:

4. Supermarket/Grocery store
5. Department/Discount store
6. Publisher (newspapers, books, magazines)
7. Mail order company
8. Other merchants: (Specify on Answer Booklet page 16)

### Services:

9. Telephone/Long distance company

### Services (cont.):

10. Computer company/ISP
11. Medical (doctor, dentist, hospital, pharmacist)
12. Health insurance company
13. Other services: (Specify on Answer Booklet page 16)

### Manufacturers:

14. All manufacturers

### Government:

15. All government

### Social/Charitable/Political/Nonprofit:

16. Educational
17. Other Social: (Specify on Answer Booklet page 16)

## 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) | 5. Heard on radio   |
| 2. Seen in magazine                   | 6. Received over telephone                                |
| 3. Seen in newspaper                  | 7. Other advertising: (Specify on Answer Booklet page 16) |
| 4. Seen on Television                 |   |

## F. CLASS: Mail Classification (Each mail piece may show one or more of these markings - record all)

- |                                   |   |
|-----------------------------------|---|
| 1. Express Mail                   | 6. UPS Second Day Air   |
| 2. Priority Mail                  | 7. FedEx Overnight  |
| 3. Airborne Overnight Air Express | 8. FedEx Second Day   |
| 4. Airborne Second Day            | 9. DHL Worldwide Express                                      |
| 5. UPS Next Day Air               | 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: <i>(Specify on Answer Booklet page 18)</i> |
| 4. Weekly magazine  |   |

## B. SENDER TYPE: Was the periodical from . . .

- |                            |   |
|----------------------------|---|
| 1. Union                   | 5. Educational organization                                   |
| 2. Religious organization  | 6. Professional organization – someone in household is member |
| 3. Veterans' organization  | 7. Any other organization                                     |
| 4. Charitable organization | 8. Any other publisher  |

## C. SUBSCRIPTION: Type of subscription?

- |   |   |
|---|---|
| 1. Paid - ordered by household member     | 4. Free - came with membership                                    |
| 2. Free - ordered by household member     | 5. Gift subscription from a friend or relative                    |
| 3. Free – not ordered by household member | 6. Other subscription: <i>(Specify on Answer Booklet page 18)</i> |

## D. ZIP CODE: Was your zip code included in the address?

1. Yes – five digits
2. Yes – five digits + four
3. No – zip code not included

## E. BAR CODE: Was a bar code printed on this mail piece?

1. Yes
2. No

## F. ARRIVAL TIME: The mail piece . . .

- |                                  |  |
|----------------------------------|--|
| 1. Arrived earlier than expected | 3. Arrived later than expected                   |
| 2. Arrived on day expected       | 4. Was not expected to arrive on any special day |

## G. DELIVERY: This periodical . . .

- |  |  |
|--|--|
| 1. Could arrive later & not cause difficulty/inconvenience | 4. Arrives so late that it causes difficulty/inconvenience         |
| 2. Comes on the proper day and shouldn't come any later    | 5. Delivery date is not important                                  |
| 3. Doesn't have a regular delivery day                     | 6. Other delivery need: <i>(Specify on Answer Booklet page 18)</i> |

# Unaddressed Material Received

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

## A. CONTENTS: Did the mail piece contain . . .

1. Coupons
2. Political campaign materials
3. No coupons or political campaign materials

## B. SAMPLES: Did the mail piece contain a product sample?

1. Yes
2. No

## C. SENDER TYPE: What type of industry did the mail piece come from?

### Financial

1. Credit Card (Visa, American Express, etc.)
2. Bank, Savings & Loan, Credit Union, Loan Co., etc.
3. Securities broker/Company (Stockbroker)
4. Money market (not with broker or bank)
5. Insurance company
6. Real estate/Mortgage
7. Other financial: *(Specify on Answer Booklet page 20)*

### Merchants:

8. Supermarket/Grocery store
9. Department/discount store
10. Mail order company
11. Other store (jewelry, shoes, hardware, etc.)
12. Publisher (newspapers, books, magazines)
13. Land promotion company
14. Other merchants: *(Specify on 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/Satellite 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/Religious Organization
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                     | 4. Discarded without being read |
| 2. Read by more than one household member         | 5. Set aside for reading later  |
| 3. Looked at but not read by any household member |                                 |

## F. REACTION: Would this mail piece be described as . . .

- |   |   |
|---|---|
| 1. Useful information we like to receive    | 3. Neither interesting, enjoyable, nor useful |
| 2. Interesting or enjoyable, but not useful | 4. Objectionable                              |



# Appendix B2: Diary Package

***Answer Booklet***



# Answer Booklet for:

# MONDAY

*Use with Question Sheet Booklet*

**FY 2002**



# 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:** \_\_\_\_\_ Total # rcvd. → GO TO PAGE 3 (PURPLE)  
First-Class errors: \_\_\_\_\_ # Wrong address, right person → GO TO PAGE 3 (PURPLE)  
\_\_\_\_\_ # Right address, wrong person } DO NOT ANSWER  
\_\_\_\_\_ # Wrong address, wrong person } 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. Ground Packages/  
Product Samples:** \_\_\_\_\_ Total # rcvd. → GO TO PAGE 11 (GREEN)
- 5. Expedited Letters &  
Packages:** \_\_\_\_\_ 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 }  
Postcards: \_\_\_\_\_ Total # sent } GO TO PAGE 5 (PURPLE)  
Packages: \_\_\_\_\_ Total # sent → GO TO PAGE 11 (GREEN)  
Expedited: \_\_\_\_\_ Total # sent → GO TO PAGE 15 (GOLD)

# First-Class Received

Mail Piece: →

Questions: ↓

	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. ENV./POSTCARD/ CATALOG/FLYER												
B. ADDRESSEE												
C. ZIP CODE												
D. BAR CODE												
E. SENDER ZIP												
F. MAIL TYPE												
G. SENDER TYPE												
H. RETURN ENV.												
I. RETURN ZIP												
J. ADVERTISING												
K. READING												
L. REACTION												
M. HOW ORDER												
N. RESPONSE												
O. HOW RESPOND												
P. ARRIVAL TIME												
Q. ARRIVED LATE												
R. CLASS												

**Specify other answers and/or provide comments here**

**Ques.**

**Letter Specify Others/Comments:**

MAIL PIECE #		

# First-Class Sent

Mail Piece: →

Questions: ↓

	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. ENVELOPE OR POSTCARD												
B. MAIL TYPE												
C. ADDRESSEE TYPE												
D. AD RESPONSE												
E. AD MATERIAL												
F. RETURN ENV.												
G. POSTAGE TYPE												
H. BAR CODE												
I. POSTAGE \$												
J. ZIP CODE												
K. PO BOX												
L. RETURN ZIP												
M. CLASS												

**Specify other answers and/or provide comments here**

**Ques.**

**Letter Specify Others/Comments:**

MAIL PIECE #		

# Standard or Bulk Received

Mail Piece: →

Questions: ↓

	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. ADDRESSEE												
B. ZIP CODE												
C. BAR CODE												
D. SENDER ZIP												
E. MAIL TYPE												
F. CONTENTS												
G. MULTIPLE												
H. SENDER TYPE												
I. FAMILIARITY												
J. RETURN ENV.												
K. RETURN ZIP												
L. READING												
M. REACTION												
N. ADVERTISING												
O. HOW ORDER												
P. RESPONSE												
Q. HOW RESPOND												
R. CLASS												

**Specify other answers and/or provide comments here**

**Ques.**

**Letter Specify Others/Comments:**

MAIL PIECE #		

# Nonprofit Organization Received

Mail Piece: →

Questions: ↓

	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. ADDRESSEE												
B. ZIP CODE												
C. BAR CODE												
D. SENDER ZIP												
E. MAIL TYPE												
F. CONTENTS												
G. MULTIPLE												
H. SENDER TYPE												
I. FAMILIARITY												
J. RETURN ENV.												
K. RETURN ZIP												
L. READING												
M. REACTION												
N. ADVERTISING												
O. HOW ORDER												
P. RESPONSE												
Q. HOW RESPOND												
R. CLASS												

**Specify other answers and/or provide comments here**

**Ques.**

**Letter Specify Others/Comments:**

MAIL PIECE #		

# Packages or Product Samples Received

Mail Piece: →

Questions: ↓

	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. FROM												
B. ADDRESS												
C. ZIP CODE												
D. BAR CODE												
E. RETURN ZIP												
F. DELIVERY												
G. SPECIAL SVCS												
H. SENDER TYPE												
I. CONTENTS												
J. ITEM ORDER												
K. PKG CONDITION												
L. CONDITION												
M. CLASS												

# Packages Sent

Mail Piece: →

Questions: ↓

	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. ADDRESSEE												
B. ZIP CODE												
C. RETURN ZIP												
D. DELIVERY												
E. SPECIAL SVCS												
F. DISTANCE												
G. CONTENTS												
H. REASON												
I. CLASS												

**Specify other answers and/or provide comments here**

**Ques.**

**Letter Specify Others/Comments:**

MAIL PIECE #		

# Expedited Received

**Mail Piece: →**

**Questions: ↓**

	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. FORM												
B. ADDRESSEE												
C. MAIL TYPE												
D. SENDER TYPE												
E. CONTENTS												
F. ITEM ORDER												
G. RETURN ENV.												
H. RETURN ZIP												
I. ADVERTISING												
J. READING												
K. REACTION												
L. HOW ORDER												
M. RESPONSE												
N. HOW RESPOND												
O. ARRIVAL TIME												
P. ARRIVED LATE												
Q. CLASS												

**Specify other answers and/or provide comments here**

**Ques.**

**Letter Specify Others/Comments:**

MAIL PIECE #		

# Expedited Sent

Mail Piece: →

Questions: ↓

	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. FORM												
B. MAIL TYPE												
C. ADDRESSEE TYPE												
D. AD RESPONSE												
E. AD MATERIAL												
F. CLASS												

**Specify other answers and/or provide comments here**

**Ques.**

**Letter Specify Others/Comments:**

MAIL PIECE #		

# Magazines, Newspapers, and Other Periodicals Received

**Mail Piece: →**

**Questions: ↓**

	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. TYPE												
B. SENDER TYPE												
C. SUBSCRIPTION												
D. ZIP CODE												
E. BAR CODE												
F. ARRIVAL TIME												
G. DELIVERY												

**Specify other answers and/or provide comments here**

**Ques.**

**Letter Specify Others/Comments:**

MAIL PIECE #		

# Unaddressed Material Received

Mail Piece: →

Questions: ↓

	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. CONTENTS												
B. SAMPLES												
C. SENDER TYPE												
D. FAMILIARITY												
E. READING												
F. REACTION												

**Specify other answers and/or provide comments here**

**Ques.**

**Letter Specify Others/Comments:**

MAIL PIECE #		



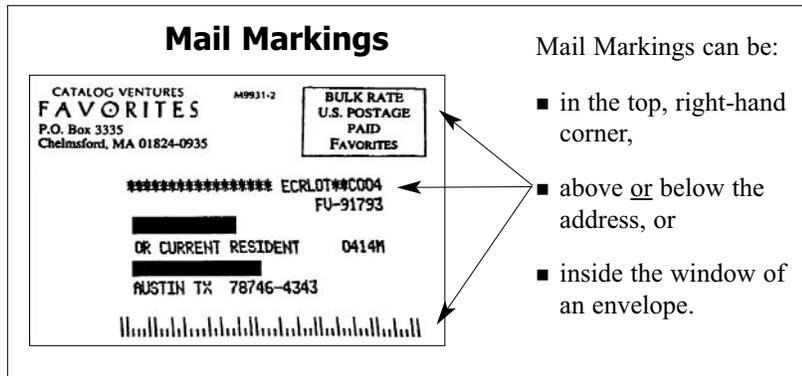
## Appendix B2: Diary Package

***“Please Send us your Mail Markings Sheet”***

# Please Send us your Mail Markings!

## What are Mail Markings?

They are markings on the mail piece which identify its postage type and other mailing characteristics, such as zip code and bar code. See the example below:



## Why do we need them?

Some of the information we ask for is technical in nature and we can't expect you to relay it to us with 100 percent accuracy. When you return your packet to us, it goes through an editing process in which experienced survey editors verify and refine your coded responses. We need your Mail Markings to ensure that we are editing correctly.

We ask for your Mail Pieces, such as the envelopes your mail came in, because these include not only Mail Markings but information such as the Sender Type. We do not, however, want the contents of your mail unless it's something you typically discard, such as a return envelope or card you will not use.

## Some Hints:

- Please number each mail piece with the corresponding number and Mail Type you have assigned it in the Answer Booklet. (Otherwise, we may get lost trying to match it ourselves!)
- Please don't cut your mail markings into small pieces. However, if you are unable to send us your entire mail piece, we do appreciate you sending what you can.
- If you're able to send us a photocopy of the mail piece, that will work! If there's a mail piece you can't part with and it's not convenient for you to make a photocopy, we will do the best we can with your other mail pieces.

Finally, please be assured that any information we collect is strictly confidential and is used for research purposes only.

# Thanks for your Help!



## Appendix B2: Diary Package

***"I'm Finished . . ." Card***

# I'm finished . . .

## What do I need to send back?

- 1 Completed **Answer Booklets** and **mail pieces** for each day.
- 2 **Technology questionnaire(s)** - if included in your package.
- 3 **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](mailto:USPS@nustats.com)**



# Appendix B2: Diary Package

## ***Gift Selection 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!**





# Appendix B2: Diary Package

## *Technology Questionnaire*



# Personal Technology Questionnaire

The United States Postal Service would like to better understand your household's access to and use of technology to help plan future programs.

Please have everyone in your household (13 and over) fill out a questionnaire and return them along with your completed answer booklets.

When completing the questionnaire, use a ballpoint pen and print clearly as in the following example:

A B C 1 2 3 Mark box with:

**I. We would like to get your opinions about technology. By technology, we mean computers, the Internet, e-mail, CD-ROMs, etc. For each of the following statements about technology, please tell us if you agree, disagree, or have no opinion.**

	<b>Strongly Agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>No Opinion</b>
	4	3	2	1	0
a. It is necessary for me to use technology. ....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Using technology is easy for me. ....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. I like using technology. ....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. I wish I could use technology more frequently. ....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. I am one of the first to get the latest technology. ...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Working with technology is exciting/interesting. ....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Overall, I am comfortable using technology. ....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Once I start using technology, I find it hard to stop. .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**2. Do you have any of the following in your home? (mark all that apply)**

	Yes 1	No 2
a. Personal computer .....	<input type="checkbox"/>	<input type="checkbox"/>
b. Internet access appliance (e.g. WebTV, iCEBOX device for kitchens, etc.) .....	<input type="checkbox"/>	<input type="checkbox"/>
c. Handheld computer (e.g. Palm Pilot, Pocket PC, etc.) .....	<input type="checkbox"/>	<input type="checkbox"/>
d. Mobile phone with Internet access .....	<input type="checkbox"/>	<input type="checkbox"/>
e. Other type of Internet access device: (specify below)		
<input type="checkbox"/> ..	<input type="checkbox"/>	<input type="checkbox"/>
f. None .....		8 <input type="checkbox"/>

**3. Do you have Internet access at home?**

1  Yes ↓ 2  No → **SKIP TO QUESTION 5**

**4. What type of Internet access do you have at home? (mark all that apply)**

	Yes 1	No 2
a. Analog modem (dial-up) .....	<input type="checkbox"/>	<input type="checkbox"/>
b. DSL (Digital Subscriber Line) .....	<input type="checkbox"/>	<input type="checkbox"/>
c. T-1 line .....	<input type="checkbox"/>	<input type="checkbox"/>
d. ISDN (Integrated Services Digital Network) .....	<input type="checkbox"/>	<input type="checkbox"/>
e. Cable modem (e.g. Roadrunner) .....	<input type="checkbox"/>	<input type="checkbox"/>
f. Wireless .....	<input type="checkbox"/>	<input type="checkbox"/>
g. Other type of Internet access: (specify below)		
<input type="checkbox"/> ..	<input type="checkbox"/>	<input type="checkbox"/>
h. Don't know/unsure .....		9 <input type="checkbox"/>

**5. Do you use the Internet?**

1  Yes ↓ 2  No → **SKIP TO QUESTION 22**

**6. Where do you use the Internet? (mark all that apply)**

1  Home                      3  School                      4  Media/Technology Center (Kinko's,  
Internet cafe, public library, etc.)  
2  Work                      7  Other place: (specify below)

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

**7. Which ONE place do you use the Internet MOST OFTEN? (mark only one)**

1  Home                      3  School                      4  Media/Technology Center (Kinko's,  
Internet cafe, public library, etc.)  
2  Work                      7  Other place: (specify below)

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

**8. How long have you been using the Internet?**

1  Less than 2 years      2  2 to 5 years                      3  More than 5 years

**9. Which of the following represent your Internet activity? (mark all that apply)**

- 1  Visit only a few select web sites
- 2  Spend lots of time "surfing" the web
- 3  Purchase products/services online
- 4  Research products, travel locations, and other topics
- 5  Instant messaging and chat rooms

**10. During the past 12 months, have you communicated with others via e-mail?**

1  Yes ↓ 2  No → **SKIP TO QUESTION 15**





**20. Which company delivered the merchandise? (mark only one)**

1  United States Postal Service (USPS)

4  United Parcel Service (UPS)

2  Airborne Express

5  Emery Worldwide

3  FedEx

6  DHL Express Worldwide

7  Other company: (specify)

**21. During the past 12 months, have you conducted business via the Internet such as banking and online bill paying?**

1  Yes      2  No

**22. Do you feel that personal information provided during Internet transactions (such as banking or shopping) is more secure, as secure, or less secure as . . .**  
 (For each statement below use the scale where 3 is more secure and 1 is less secure)

	<b>More Secure</b>	<b>As Secure</b>	<b>Less Secure</b>	<b>Don't Know</b>
	3	2	1	0
a. Using the U.S. mail? .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Making the transaction in person? .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**23. Do you feel that Internet transactions are more reliable, as reliable, or less reliable as . . .**  
 (For each statement below use the scale where 3 is more reliable and 1 is less reliable)

	<b>More Reliable</b>	<b>As Reliable</b>	<b>Less Reliable</b>	<b>Don't Know</b>
	3	2	1	0
a. Using the U.S. mail? .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Making the transaction in person? .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**24. In your household, are you responsible for paying all or some of the household bills?**

1  Yes ↓ 2  No → **SKIP TO QUESTION 28**

**25. Have you heard of Internet services that allow you to pay your bills online?**

1  Yes ↓ 2  No → **SKIP TO QUESTION 28**

**26. Have you heard of the new service from the U.S. Postal Service that allows you to pay your bills online, called eBillPay?**

1  Yes ↓ 2  No → **SKIP TO QUESTION 28**

**27. Have you used the new eBillPay service from the U.S. Postal Service?**

1  Yes 2  No

**28. Do you use a fax machine or personal computer with fax capabilities to send fax communications from your home?**

1  Yes ↓ 2  No → **SKIP TO QUESTION 30**

**29. What types of communications are sent by fax from home? (mark all that apply)**

1  Personal communications

2  Home business, including purchasing merchandise

3  Job-related communications

4  School-related communications

7  Other delivery: (specify) 

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

**30. Are you . . .**

1  Male 2  Female

**31. What is your age?**1  13 – 173  25 – 345  45 – 547  65+ years2  18 – 244  35 – 446  55 – 64**32. What was the last grade you completed in school?**1  8th grade or less4  Some college7  Postgraduate work2  Some high school5  Technical school graduate3  High school graduate6  College graduate

**Thank you for your participation!**  
**Please return along with your completed answer booklets.**



# 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!**

