

# DOCKET SECTION

BEFORE THE  
POSTAL RATE COMMISSION  
WASHINGTON, D.C. 20268-0001

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POSTAL RATE COMMISSION  
OFFICE OF THE SECRETARY

POSTAL RATE AND FEE CHANGES, 1997

Docket No. R97-1

RESPONSE OF UNITED STATES POSTAL SERVICE  
TO INTERROGATORY OF  
THE DIRECT MARKETING ASSOCIATION, INC.  
(DMA/USPS-1)

The United States Postal Service hereby provides the response to the following interrogatory of the Direct Marketing Association, Inc.: DMA/USPS-1, filed on September 11, 1997.

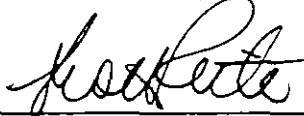
The interrogatory is stated verbatim and is followed by the response.

Respectfully submitted,

UNITED STATES POSTAL SERVICE

By its attorneys:

Daniel J. Foucheaux, Jr.  
Chief Counsel, Ratemaking



Scott L. Reiter

475 L'Enfant Plaza West, S.W.  
Washington, D.C. 20260-1137  
(202) 268-2999; Fax -5402  
September 25, 1997

RESPONSE OF UNITED STATES POSTAL SERVICE TO  
INTERROGATORIES OF THE DIRECT MARKETING ASSOCIATION

**DMA/USPS-1**

- a. Please provide all data in an electronic spreadsheet relating to the "informal survey" conducted by the Postal Service to determine how many barcoded pieces may be expected in the test year if bar code readers are affixed to FSM 1000 equipment. If the Postal service considers such information to be confidential, please describe the results of the survey in general and provide the data subject to a protective order.
- b. Please identify the Postal Service witness who is responding to this interrogatory.

**Response:**

- a. The data were not collected electronically, but are provided in the attached table. The data are not confidential because the names of the respondents are not shown. Instead, the respondents are identified as Mailer/Association #, because some of the responses were for specific mailers while other responses were an aggregate total of an association's respondents.
- b. The response is being filed as an institutional response.

### Results of Informal Survey

#### Projected volume of barcoded flats for the FSM 1000

Survey Respondent	
Mailer / Association #1	7,000,000
Mailer / Association #2	1,610,000
Mailer / Association #3	12,000,000
Mailer / Association #4	35,000,000
Mailer / Association #5	3,500,000
Mailer / Association #6	4,000,000
Mailer / Association #7	5,000,000
Mailer / Association #8	12,000,000
Mailer / Association #9	25,000,000
Mailer / Association #10	76,200,000
Mailer / Association #11	6,850,000
Mailer / Association #12	242,197,187
<b>All Mailer/Association Totals</b>	<b>430,357,187</b>

**CERTIFICATE OF SERVICE**

I hereby certify that I have this day served the foregoing document upon all participants of record in this proceeding in accordance with section 12 of the Rules of Practice.



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Scott L. Reiter

475 L'Enfant Plaza West, S.W.  
Washington, D.C. 20260-1137  
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