

The Household Diary Study

Mail Use & Attitudes in PFY 2003



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Executive Summary

This report documents the findings of the United States Postal Service's (USPS) Household Diary Study (HDS) for Postal Fiscal Year (PFY) 2003. The study measures the mail sent and received by U.S. households and provides a means to both track household mail trends over time and to make comparisons between different types of households. The report examines these trends in the context of changes and development in the wider markets for communications and package delivery.

Background

The Household Diary Study survey has been fielded continuously since PFY 1987. Its aim has been to collect information on household use of the mail and how it is changing over time. The survey collects household information on demographics, lifestyle, attitudes toward mail and advertising, bill payment behavior, and use of the Internet and other information technologies.

The PFY 2003 report covers the period from September 7, 2002 until September 6, 2003. Unless otherwise noted, years in this report refer to Postal Fiscal Years.

The aim of the HDS is to collect information on household use of the mail and how it is changing over time.

Overview

In a departure from previous years' reports, this Household Diary Study report is organized by the markets the mail serves, rather than by class of mail. Each chapter contains an analysis of the data and trends in the Household Diary Study data, as well as a discussion of how those trends impact and are impacted by the broader market. In this way, we hope to make this study more relevant and useful to the community of users.

The U. S. Postal Service delivered 201 billion pieces of mail in Postal Fiscal Year 2003. Mail to and from households comprises 79 percent of total mail volume. Table E.1 presents the volumes of mail sent and received by households as projected from the PFY 2003 study.

Table E.1:
Mail Sent and Received by Households, PFY 2003

Mail Classification	Received (Billions)	Sent (Billions)
First-Class:	58.8	22.3
Standard Regular Mail	61.8	--
Standard Nonprofit Mail	12.4	--
Periodicals	6.9	--
Packages	2.0	.4
Expedited	.4	.1
Total	142.3	22.8
Household-to-Household	6.7	
Total Mail Sent and Received by Households	158.3	
PFY 2003 RPW Total	201.3	
Nonhousehold-to-Nonhousehold (Residual)	43.0	
Unaddressed	14.0	--

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Mail use is affected by household income, education, age, and size. Two out of five U.S. households received thirty or more pieces of mail a week in 2003. These households had approximately twice the income of households receiving less mail. Mail received and sent both vary directly with income. This is related to the number of transactions households make. Bills received and paid also vary directly with income. Since three quarters of all recurring household bills are paid through the mail, the number of payments mailed varies directly with income. However, the households receiving the most mail are also the most wired. Eighty-seven percent of households receiving thirty or more mail pieces weekly have Internet access, and pay 57 percent of all bills that are paid electronically. The heads of households receiving 45 or more pieces of mail per week are four times as likely to have a college degree as households who received less than twelve pieces a week.

Around eleven percent of the mail sent and received by households is correspondence. All types of correspondence mail have declined over time. Most notable, however, is the decline in personal correspondence between households. This correspondence includes greeting cards, personal letters, invitations and announcements, and other personal mail received from households. Younger households both send and receive fewer pieces of correspondence mail. This may be a result of younger households' comfort with and use of the Internet, as well as the long-term decline in personal letter writing. Households with Internet access also tend to send and receive more correspondence mail than households without, a danger sign for mail, since this volume is more vulnerable to diversion.

The increase in E-mail correspondence and the movement towards electronic bill payment have affected mail volumes.

Transactions form 61 percent of household First Class Mail, and are an important part of the mailstream. As the Internet becomes more ubiquitous, the movement towards consumer electronic bill presentment and payment (EBPP) is picking up. Automatic deduction and Internet bill payment have been accounting for a growing share of household bill payments over time. In fact, over the last five years, the average number of bills paid by these methods has more than tripled, largely at the expense of the mail. As the number of bills and statements households receive through the mail is declining on a per household basis, the number of bills received over the Internet is growing rapidly.

Advertising mail represented more than half of all mail received by households in 2003. As shown in Table E.2, about three-fourths of all advertising mail received by households is sent as Standard Mail, a total of 58.6 billion pieces in 2003 or 10.1 pieces per household per week. The remainder consists of First-Class Mail, either stand-alone advertising (9.8 billion pieces), or mail that contains advertising along with other matter (7.8 billion pieces).

Table E.2:
Advertising by Mail Class

Classification	Volume (Billions)	Percent of Total Advertising
First-Class Advertising	17.6	24%
Standard Mail	58.6	76%

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Households received about seven billion pieces of Periodicals mail in PFY 2003. Three-quarters of these pieces were magazines.

Households received two billion packages in PFY 2003 and sent 350 million packages. First-Class and Priority Mail packages sent by households increased slightly in PFY 2003. However, First-Class and Priority Mail packages received by households declined by almost 25 percent. As shown in Table E.3, in PFY 2003 households used First-Class and Priority Mail to send 55 percent of packages. Households receive more packages via Standard Mail than other classifications, accounting for around 45 percent of the total in PFY 2003.

Table E.3:
Packages Sent and Received via the U.S. Postal Service in PFY 2003
(Units in Millions)

Postal Class	2003			
	Sent		Received	
	Number	Percent	Number	Percent
First-Class and Priority	192	55%	491	25%
Standard Mail	--	--	886	45%
Package Services	112	32%	523	26%
Foreign Packages	11	3%	28	1%
Unclassified	36	10%	54	3%
Total Packages	350	100%	1,982	100%

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Base: Packages Sent and Received by Households and Delivered by U.S. Postal Service (excluding Expedited).

Chapter 1: Introduction

This report documents the findings of the United States Postal Service's (USPS) Household Diary Study (HDS) for Postal Fiscal Year (PFY) 2003. The study measures the mail sent and received by U.S. households and provides a means to both track household mail trends over time and to make comparisons between different types of households.

The Household Diary Study gathers information on the volumes and uses of mail sent and received by U.S. households.

The Survey

The Household Diary Study survey has been fielded continuously since PFY 1987. Its aim has been to collect information on household use of the mail and how it is changing over time. The survey collects household information on

- demographics,
- lifestyle,
- attitudes toward mail and advertising,
- bill payment behavior, and
- use of the Internet and other information technologies.

These data are used for market research, forecasting, and strategic planning within the USPS.

The survey consists of three parts.

- An **entry interview**, conducted by phone, collects demographic, lifestyle, and attitudinal information from about 9,000 households.
- These households are then sent a **mail diary**, which collects information on the mail that the household sends and receives in a one-week period. A subset of these, about 5,200, or 100 each week, successfully complete the diary.
- In addition, every individual over thirteen years old in some of these households is asked to complete a **tech augment** survey on their use of and attitude toward technology.

The data generated by these three instruments are the basis of the analysis in this report.

The PFY 2003 report covers the period from September 7, 2002 until September 6, 2003. Subsequent volumes of this report will be based on the Government Fiscal Year (GFY), which runs from October 1 until September 30.

Mail Flows

Mail volume can be broken into four basic flows, based on where it originates and destines. These flows are household-to-household, household-to-nonhousehold, nonhousehold-to-household, and nonhousehold-to-nonhousehold. The first three categories constitute about 80% of total volume, and are the focus of this study. Table 1.1a shows the total mail in each flow, and table 1.1b shows pieces per household per week.

Table 1.1a:
Mail Flows for PFY 2003
(Units in Billions)

Originating In:	Destinating In:		
	Household	Nonhousehold	Total Originating
Household	6.7	16.1	22.8
Nonhousehold	135.6	43.0	178.5
Total Destinating	142.3	59.1	201.3

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Table 1.1b:
Mail Flows for PFY 2003
(Pieces per Household per Week)

Originating In:	Destinating In:	
	Household	Nonhousehold
Household	1.1	2.5
Nonhousehold	23.0	N/A

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Report Organization

In a departure from previous years' reports, this Household Diary Study report is organized by the markets the mail serves, rather than by class of mail. Each chapter contains an analysis of the data and trends in the Household Diary Study data, as well as a discussion of how those trends impact and are impacted by the broader market. In this way, we hope to make this study more relevant and useful to the community of users.

The chapters are:

Chapter 2: Volume and Trends, presents information on mail volumes, revenues, and weights. Data are provided for the Postal Service as a whole and for household mail. We discuss volume trends and crosswalk between mail class and markets.

Chapter 3: Profile of Mail Usage, gives an analysis of household demographics. This chapter examines demographic trends over time and their impact on the mail. Attributing factors, such as access to technology and changing attitudes, are also discussed.

Chapter 4: Correspondence, examines mail that is used solely or primarily to deliver (non-sales related) communications, such as letters and greeting cards. This chapter includes analysis of both personal and business communications.

Chapter 5: Transactions, reviews financial transactions in the mail, and the impact that new technologies are having on that market. Household bill payment trends are analyzed with a focus on technological and demographic change. The move away from paper bills, statements, and payments is examined.

Chapter 6: Advertising, presents the trends in mail used to deliver sales-related messages. We examine household attitudes towards advertising by various media, treatment of advertising mail, and demographic determinants of advertising mail receipt.

Chapter 7: Periodicals, a survey of magazines and newspapers delivered in the mail. We look at how changing demographics are affecting the market for periodicals, and what the implications are for future volumes.

Chapter 8: Packages, which analyzes household use of various types of parcels and express packages. We discuss the household market for merchandise delivery and look at the market shares of the various parcel delivery companies.

Chapter 9: Methodology, discusses how the data were collected, weighted and adjusted, and compares demographic data in the sample to that of the population as a whole.

In addition, there are two appendices to the report:

Appendix A contains a set of comparative tables for PFY 1987, 2002, and 2003, organized by class of mail. A concordance is presented for comparison with pre-2000 study reports.

Appendix B contains the instruments used to administer the survey.

Chapter 2: Volumes and Trends

Introduction

This chapter presents information on mail volumes, revenues, and weights. Data are provided for the Postal Service as a whole and for household mail. We discuss volume trends and provide a crosswalk between postal mail classes and markets.

U.S. Postal Service Volumes

The U. S. Postal Service delivered 201 billion pieces of mail in Postal Fiscal Year 2003. Serving a nation

containing six percent of the world's population, it delivers 38 percent of the world's mail.

The Postal Service estimates the revenues, volumes, and weight of mail pieces going through the postal network using a combination of statistical sampling systems, mailing statements, and accounting data. These are published in the Revenue, Pieces, and Weight (RPW) Reports. Table 2.1 presents the volumes from the report for PFY 2003, along with data for PFY 1987 and 2002. Frequent comparisons are made to these years in this report.

Table 2.1:
Total Mail Volume: Postal Fiscal Years 1987, 2002, 2003
(Units in Billions)

Rate	1987	2002	2003
First-Class:	78.6	101.8	99.1
First-Class Letters:	75.3	96.3	93.8
Single Piece	53.9	48.7	46.7
Workshare	21.4	47.6	47.1
First-Class Cards:	3.2	5.4	5.2
Single Piece	2.5	2.7	2.6
Workshare	.8	2.8	2.7
Priority	.4	1.0	.9
Express	.0	.1	.1
Periodicals	10.3	9.7	9.3
Standard Mail:	59.4	86.8	89.5
Regular Rate Bulk:	48.3	72.9	75.1
Nonautomated/automated	21.7	43.2	46.0
Enhanced carrier route	26.6	29.7	29.1
Nonprofit Rate Bulk:	10.9	14.0	14.4
Nonautomated/automated	8.6	11.3	11.4
Enhanced carrier route	2.3	2.7	3.0
Package Services:	.6	1.1	1.1
Parcel Post	.1	.4	.4
Other Domestic	.5	.5	.5
International Mail	.8	.9	.9
Total	153.2	201.8	201.3

Source: United States Postal Service.

Note: Totals may not sum due to rounding.

Table 2.2:
Total Mail: Revenue, Pieces and Weight by Shape, PFY 2003

Mail Classification	Revenue (Millions)				Pieces (Millions)				Weight (Millions of Pounds)			
	Letters	Flats	Parcels	Total	Letters	Flats	Parcels	Total	Letters	Flats	Parcels	Total
First-Class:	31,293	4,889	664	36,846	93,615	5,008	449	99,073	3,089	981	148	4,218
First-Class Letters:	30,186	4,889	664	35,739	88,379	5,008	449	93,837	3,050	981	148	4,179
Single Piece	16,320	4,313	658	21,291	42,138	4,137	440	46,715	1,267	862	147	2,277
Workshare	13,866	576	5	14,447	46,241	871	10	47,122	1,783	118	1	1,903
First-Class Cards:	1,107	--	--	1,107	5,236	--	--	5,236	40	--	--	40
Single Piece	612	--	--	612	2,581	--	--	2,581	16	--	--	16
Workshare	495	--	--	495	2,655	--	--	2,655	24	--	--	24
Priority	82	1,136	3,305	4,523	22	281	562	865	2	255	1,378	1,635
Periodicals	33	2,186	2	2,222	201	9,119	2	9,322	15	3,988	7	4,010
Standard Mail:	8,629	7,858	470	16,956	51,639	37,229	624	89,491	2,492	7,895	347	10,734
Regular Rate Bulk:	7,365	7,334	459	15,158	40,918	33,574	606	75,099	1,988	7,398	338	9,724
Nonautomated/ automated	6,261	3,549	458	10,268	33,503	11,919	605	46,026	1,557	2,868	337	4,762
Enhanced carrier route	1,104	3,786	1	4,890	7,416	21,656	1	29,073	431	4,531	0	4,962
Nonprofit Rate Bulk:	1,264	523	11	1,798	10,720	3,654	18	14,393	504	497	9	1,009
Nonautomated/ automated	1,158	352	10	1,520	9,467	1,926	17	11,410	453	317	8	778
Enhanced carrier route	106	171	1	278	1,253	1,728	2	2,983	51	179	1	231
Packages Services:	--	286	1,935	2,221	--	274	850	1,124	--	382	3,415	3,797
Parcel Post	--	12	1,259	1,271	--	4	384	388	--	4	2,142	2,147
Total	40,037	16,355	6,375	62,767	145,476	51,912	2,487	199,876	5,598	13,501	5,295	24,394
Other Mail:												
Express				888				56				53
Other Domestic Mail				1				468				110
International Mail				1,333				930				241
Total				64,989				201,330				24,799

Source: United States Postal Service.

Note: Revenue data do not include fees. Totals may not sum due to rounding.

Table 2.2 reports data by both class and shape for revenue, pieces, and weight.

- **Letters** includes postcards and refers to pieces that are less than 11.5 inches wide by 6.125 inches tall, and less than .25 inches thick.
- **Flats** consist of pieces that are greater than 11.5 inches wide, 6.125 inches tall, or .25 inches thick, but less than 12 by 15 by .75 inches.

- **Parcels** are pieces that are larger than 12 by 15 inches, or thicker than .75 inches.

Because of the difficulty involved in recording mail piece characteristics in the Household Diary, these categories do not correspond precisely to the shape categories used by Household Diary Study respondents.

Table 2.3 is derived from Table 2.2. It shows the revenue per piece and weight per piece for each subclass of mail by shape.

Table 2.3:
Total Mail: Revenue and Weight per Piece by Shape for PFY 2003

Rate	Revenue per Piece (Dollars)				Weight per Piece (Ounces)			
	Letters	Flats	Parcels	Total	Letters	Flats	Parcels	Total
First-Class:	0.334	0.976	1.477	0.372	0.528	3.133	5.275	0.681
First-Class Letters:	0.342	0.976	1.477	0.381	0.552	3.133	5.275	0.713
Single Piece	0.387	1.043	1.497	0.456	0.481	3.335	5.353	0.780
Workshare	0.300	0.661	0.557	0.307	0.617	2.173	1.727	0.646
First-Class Cards:	0.211	--	--	0.211	0.119	--	--	0.119
Single Piece	0.237	--	--	0.237	0.100	--	--	0.100
Workshare	0.186	--	--	0.186	0.137	--	--	0.137
Priority	3.786	4.038	5.880	5.228	1.826	14.509	39.217	30.243
Periodicals	0.167	0.240	1.077	0.238	1.190	6.996	67.691	6.883
Standard Mail:	0.167	0.211	0.753	0.189	0.772	3.393	8.888	1.919
Regular Rate Bulk:	0.180	0.218	0.758	0.202	0.777	3.526	8.924	2.072
Nonautomated/ automated	0.187	0.298	0.758	0.223	0.743	3.850	8.929	1.655
Enhanced carrier route	0.149	0.175	0.507	0.168	0.931	3.347	6.169	2.731
Nonprofit Rate Bulk:	0.118	0.143	0.589	0.125	0.752	2.175	7.690	1.122
Nonautomated/ automated	0.122	0.183	0.617	0.133	0.765	2.637	7.839	1.091
Enhanced carrier route	0.085	0.099	0.333	0.093	0.649	1.660	6.341	1.238
Packages Services:	--	1.041	2.276	1.975	--	22.282	64.274	54.031
Parcel Post	--	3.479	3.274	3.276	--	19.796	89.142	88.516
Total	0.275	0.315	2.563	0.314	0.616	4.161	34.059	1.953
Other Mail:								
Express				15.879				15.264
Other Domestic Mail				0.003				3.772
International Mail				1.433				4.145
Total				0.323				1.971

Source: United States Postal Service.

Household Mail

Mail to and from households comprises 79 percent of total mail volume. Table 2.4 presents the volumes of mail sent and received by households as projected from the PFY 2003 study. The table shows the categories in which the households record their mail. Households received 142 billion pieces of mail and sent 23 billion. Both these totals include the 6.7 billion pieces of mail that households sent to each other. The total mail received or sent by households in PFY 2003 is 158.3 billion pieces. In PFY 2003, households received 14 billion pieces of Unaddressed mail. These were predominately the flyers and inserts associated with Standard Mail pieces.

Table 2.4:
Mail Sent and Received by Households, PFY 2003

Mail Classification	Received (Billions)	Sent (Billions)
First-Class:	58.8	22.3
Standard Regular Mail	61.8	--
Standard Nonprofit Mail	12.4	--
Periodicals	6.9	--
Packages	2.0	.4
Expedited	.4	.1
Total	142.3	22.8
Household-to-Household	6.7	
Total Mail Sent and Received by Households	158.3	
PFY 2003 RPW Total	201.3	
Nonhousehold-to-Nonhousehold (Residual)	43.0	
Unaddressed	14.0	--

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Table 2.5 presents these data in two other forms. Dividing the volumes by the number of U.S. households (111.4 million) gives us annual volumes sent and received per household. These volumes are presented in the second column of Table 2.5. 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.

Table 2.5:
Pieces Sent and Received per Household, PFY 2003

Classification	Total Pieces (Billions)	Annual Pieces per Household	Pieces per HH per Week
Mail Received			
First-Class:	58.8	528	10.2
Standard Regular Mail	61.8	555	10.7
Standard Nonprofit Mail	12.4	111	2.1
Periodicals	6.9	62	1.2
Packages	1.9	17	.3
Expedited	.4	3	.1
Total mail Received	142.3	1,277	24.6
Mail Sent			
First-Class:	22.3	200	3.8
Packages	.4	3	.1
Expedited	.1	1	.0
Total Mail Sent	22.8	205	3.9
Unaddressed	14.0	126	2.4

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Classes and Markets

- **First Class Mail** is used to send transactional mail, correspondence and advertising. Because it is limited to pieces weighing less than thirteen ounces, it is primarily composed of letters and cards.
- **Priority Mail** and **Express Mail** are expedited services for delivering correspondence, transactional mail, and merchandise. Priority and Express pieces can be of any shape except postcards.
- **Periodicals** are magazines and newspapers, and are predominantly flat shaped.
- **Standard Mail** is advertising mail. For the most part, Standard Mail is composed of letters and flats, although there are a few postcards and packages in the mail stream.
- **Package Services** is used to deliver merchandise, books, catalogs, and media such as CDs and DVDs. Most of this mail is parcel shaped, but there are a few flats as well.

Table 2.6 crosswalks between classes of mail and the markets that they serve. The remainder of this report will discuss mail by market.

Table 2.6:
Mail Sent and Received by Households, PFY 2003

Class	Market (Billions)					
	Correspondence	Transactions	Advertising	Periodicals	Packages	Total
First Class	16.9	43.1	17.6	--	.6	70.4
Priority	--	--	--	--	.4	.4
Express	--	--	--	--	.8	.8
Periodicals	--	--	--	6.9	--	6.9
Standard Mail	--	--	55.8	--	.3	56.1
Package Services	--	--	--	--	.4	.4
Total	16.9	43.1	73.4	6.9	2.5	135.0

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Note: Correspondence and Transactions include 7.8 billion pieces of secondary advertising mail also reported in Advertising Mail. Total volumes do not include pieces that could not be identified according to market. Advertising volumes do not include unsolicited periodicals or unsolicited samples.

Chapter 3: Profile of Mail Usage

Introduction

In this chapter, we review demographics, past mail volume, demographic trends, and other factors affecting mail volume. This provides a basis for assessing mail volume growth. This chapter also provides the foundation for much of the market analyses in the ensuing chapters.

In the first section, we will examine the demographic characteristics of mail users, contrasting higher mail volume households with lower volume households. In the next section, we will look at growth in mail volumes, population, households, and delivery points over recent decades. In the following section, we will look at the emerging demographic trends that will affect the future.

In the last section, we will examine some of the technological, behavioral, and attitudinal factors affecting future mail volumes, and other selected topics.

Demographic Characteristics of U.S. Households

Mail use is affected by household income, education, age, and size. In the following chapters we will show how mail volume varies with these household characteristics. In this section we provide the breakout of U.S. households in the PFY 2003 Household Diary study by the major demographic categories used in subsequent chapters for those households' mail usage.

Table 3.1 shows the breakout of U.S. households by income and education.

Table 3.2 shows the breakout of U.S. households by income and age.

Table 3.1:
Households by Income and Education, PFY 2003
(Units in Millions)

Household Income (\$000)	Educational Attainment					Total
	Less than High School	High School graduate	Some College or Technical School	College graduate	Don't Know/Refused	
Under \$35k	9.2	12.5	7.4	3.3	.2	32.6
\$35k to \$65k	3.8	10.0	8.9	7.2	.1	30.1
\$65k to \$100k	1.0	5.3	5.7	9.1	--	21.1
Over \$100k	.1	1.5	2.1	5.8	.0	9.5
Don't know/Refused	3.2	4.7	4.2	5.1	1.0	18.2
Total	17.3	34.0	28.4	30.4	1.3	111.4

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Table 3.2:
Households by Income and Age, PFY 2003
(Units in Millions)

Household Income (\$000)	Age Cohort				Total
	Under 34	35 to 54	Over 55	Don't Know/ Refused	
Under \$35k	8.7	9.7	14.1	.1	32.6
\$35k to \$65k	8.3	13.4	8.4	.0	30.1
\$65k to \$100k	4.8	11.5	4.7	.0	21.1
Over \$100k	1.4	5.9	2.2	--	9.5
Don't know/ Refused	2.3	6.0	9.5	.3	18.2
Total	25.6	46.6	38.9	.4	111.4

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Table 3.3 shows how many people were in each household.

Sixty-five percent of U.S. households had two adults living in them. The number of households by the number of adults is presented in Table 3.4.

Seventy percent of U.S. households had Internet access. The number of households who said they had access to the Internet can be found in Table 3.5.

Table 3.3:
Households by Size

Household Size	Millions
One person	17.1
Two	40.5
Three	20.4
Four	20.8
Five or more	12.1
Don't know/ Refused	.5
Total	111.4

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Table 3.4:
Households by Number of Adults

Number of Adults in Household	Millions
One person	23.1
Two	72.3
Three or more	16.0
Total	111.4

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Table 3.5:
Households by Internet Access

Internet Access	Millions
Yes	78.3
No	32.9
Don't Know/ Refused	.2
Total	111.4

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Characteristics of Higher- and Lower-Volume Households

Table 3.6 shows the demographic characteristics of households by the amount of mail they receive. Two out of five U.S. households received thirty or more pieces of mail a week in 2003. These households had approximately twice the average income of households receiving less mail. Mail received and sent both vary directly with income. This is related to the number of transactions households make. Bills received and paid also vary directly with income. Since three quarters of all recurring household bills are paid through the mail, the number of payments mailed varies directly with income. However, the households receiving the most mail are also the most wired. Eighty-seven

percent of households receiving thirty or more mail pieces weekly have Internet access. The households receiving and sending the most mail are those most susceptible to using electronic alternatives. The households that receive thirty or more pieces of mail each week pay 57 percent of all household bills that are paid electronically.

The households that send and receive the most mail are generally better educated than other households. Table 3.7 shows the highest level of education attained by the head of household for the same groups shown in Table 3.6. In general, mail usage, income, and education are correlated with each other. The heads of households receiving 45 or more pieces of mail per week are four times as likely to have a college degree as households who received less than twelve pieces a week.

Table 3.6: Characteristics of Higher and Lower Mail Volume Households

Mail Received (Pieces per HH per week)	Annual Mail Received (Billions)	Households (Billions)	Mail Sent (Pieces per HH per week)	HHs w/ Internet Access (Percent)	Median Annual HH Income	Annual Bills Paid Electronically (Millions)	Annual Bills Paid (Millions)
45 or more	46.7	16.1	7.1	88%	\$62,977	235	2,787
36-44	28.4	14.3	5.0	82%	\$49,464	180	2,286
30-35	23.9	14.8	4.6	77%	\$47,805	154	2,108
24-29	22.2	16.8	3.8	74%	\$39,952	151	2,319
18-23	17.2	16.8	3.2	65%	\$36,927	119	2,166
12-17	13.0	17.9	2.5	59%	\$28,579	87	2,103
Less than 12	5.6	14.7	1.7	49%	\$21,223	66	1,424
Total	156.9	111.4	4.0	70%	\$39,444	993	15,194

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Note: Annual mail includes USPS and Non-USPS mail.

Table 3.7: Education of Higher and Lower Mail Volume Households

Mail Received (Pieces per HH per week)	Households (Billions)	Mail Sent (Pieces per HH per week)	Educational Attainment of Head of Household			
			Less than High School	High School graduate	Some College or Technical School	College graduate
45 or more	16.1	7.1	7%	22%	22%	47%
36-44	14.3	5.0	9%	25%	25%	40%
30-35	14.8	4.6	14%	30%	27%	29%
24-29	16.8	3.8	14%	32%	30%	24%
18-23	16.8	3.2	16%	33%	26%	24%
12-17	17.9	2.5	24%	34%	25%	16%
Less than 12	14.7	1.7	24%	38%	24%	13%
Total	111.4	4.0	17%	34%	28%	30%

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Note: Percentages do not total 100% due to heads of households who did not answer the educational attainment question. Mail sent includes USPS and Non-USPS mail (across education categories).

Table 3.8:
Mail Volume and Demographics – Average Annual Growth 1960-2003

	1960 - 1970	1971 - 1980	1981 - 1990	1991 - 2000	2001 - 2003
First-Class Mail Volume	4.2%	1.8%	4.0%	1.5%	-1.5%
Standard Mail Volume	1.1%	4.3%	7.7%	3.5%	0.1%
Total Mail Volume	2.9%	2.3%	4.6%	2.3%	-0.9%
Delivery points	2.5%	2.4%	1.7%	1.5%	1.4%
Total Population	1.3%	1.0%	0.9%	1.2%	1.0%
Adult Population	1.2%	2.0%	1.5%	1.3%	0.9%
Households	1.9%	2.5%	1.4%	0.9%	0.8%

Source: U.S. Postal Service, U.S. Census Bureau.

Mail Volume and Demographics

Total U.S. mail volume grew from 64 billion pieces in Government Fiscal Year 1960 to 202 billion in 2003, an increase of 218 percent. This was much faster than the rate of population growth or household formation. Over the same four decades, total population grew 61 percent while the number of Americans over 21 years old grew 87 percent. The number of households doubled. The number of places the Postal Service delivered to increased still faster, growing by 131 percent.

Table 3.8 provides an overview of mail volume and demographic growth over the longer run. It shows the growth in First-Class Mail, Standard Mail, and total mail volume for each decade from 1960 to 2000 and for the most recent three-year period. It also shows the growth in total population, adult population, households, and number of delivery points the Postal Service serves.

Total U.S. mail volume grew from 64 billion pieces in Government Fiscal Year 1960 to 202 billion in 2003, an increase of 218 percent. This was much faster than population growth or household formation.

The Postal Service has depended on mail volume growth to fund universal service. Mail is delivered over a network of distribution centers. Each center sorts the mail coming in from households and businesses to centers from which it can be distributed to local post offices and delivery routes. The number of addresses the delivery network serves increases as the number of American businesses and households grow. When mail

volume grows faster than the number of delivery points, the system benefits from significant economies of scale or scope. When mail volume declines, the Postal Service's ability to fund delivery service is diminished, because the Postal Service charges its customers for piece volume. The Postal Service does not assess access fees, connect charges, or system fees, like many other network enterprises.

The bulk of the piece volume is made up of First-Class Mail and Standard Mail. Since 1970, First-Class Mail volume has grown slower, and Standard Mail faster, than total mail. Nevertheless, First-Class Mail virtually tripled in volume over these decades. This growth has slowed significantly over the last decade and turned negative over the last three years. Standard Mail has grown fivefold. It grew slowly in the 1960s and the early 1990s. Standard Mail grew particularly quickly in the early and mid-1980s and the last half of the 1990s.

Growth in households is related to changes in the age mix of the population, evolving social preferences, immigration, and the economy. During the 1970s and the 1980s, households and the 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. Over the last three years the adult population has grown more slowly than overall population.

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

Office Department. This was the only one of the four full decades displayed in Table 3.8 in which mail volume grew slower than delivery points.

The rapid rate of household formation slowed during the 1980s, but this was essentially coincident with a time of extraordinary mail volume growth that started in 1978 and continued through 1988. In 1984, mail volume grew more than ten percent. During this period, technology facilitated mail volume growth. Construction of computerized databases and techniques for sorting large amounts of data created a fertile climate for direct mail marketing. Computerization of financial systems encouraged billing by mail and payments through the mail. These innovations in business processes were further encouraged by postal rates. The Postal Service introduced worksharing discounts which encouraged mailers to prepare the mail in ways that reduced the total system cost of creating and delivering the mail. Mailers could take advantage of these discounts by sorting the mail in advance. The Postal Service would get the mail presorted to the individual ZIP codes and/or to the carrier routes associated with those ZIP codes.

In the late 1980s and early 1990s mail volume growth barely kept pace with household growth. The demand for mail was hurt by recession and two very 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 last half of the 1990s 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. Qualifying barcodes represent a unique eleven digit number associated with a delivery address. Using that barcode, a letter can be sorted through the entire system into the exact order the letter will be delivered (delivery point sequencing). This restructuring of the rates took advantage of the extensive automation of mail preparation and sorting that had occurred over the previous decade.

The 1990s ended in a speculative bubble as the U.S. economy rapidly embraced information technology and integrated the Internet into its business processes. An economic recession followed that began in March, 2001. The 2001 Government Fiscal Year ended with the terrorist attacks on the World Trade Center and the Pentagon. This led to large

scale disruptions of those mail services dependent on air transport such as First-Class, Priority, and Express Mail. When air service was restored, Priority Mail was no longer allowed on commercial passenger flights. Government Fiscal Year 2002 began with bio-terrorism. Lethal anthrax was sent through the mail resulting in five deaths and a number of serious injuries. The 2.2% volume decline in 2002 was the worst in the entire forty-three year period. In 2003, Standard Mail volume recovered to a new high, but total First-Class volume continued to decline and First-Class Workshared Mail fell for the first time ever.

For the period 2001-2003, total mail volume fell 2.7 percent and First-Class volume fell 4.3 percent. Nevertheless population and households continued to grow. The Postal Service added 4.3 percent more delivery points to its network.

Continued growth in delivery points that exceeds volume growth will be an ongoing source of pressure on postal costs.

Over the next seven years, both the total population and the adult population are projected to grow just under one percent a year. This is in line with the recent past. Households are expected to grow slightly faster: about 1.3 percent a year. This means there should be continued growth in the number of addresses that the Postal Service serves, and in the resulting costs. Given recent mail volume trends, this presents a challenge. Continued growth in delivery points that exceeds volume growth could be an ongoing source of pressure on postal costs.

Demographic Trends

The 2000 census revealed that the U.S. population had grown faster than expected over the previous decade. When the numbers were added up, the U.S. population was six million higher than the Census Bureau had projected in 1995 and fourteen million more than it had estimated in 1990, a finding that has significant implications for the age distribution, economic vitality, and public finances of the future.

Although improved methods may have contributed to the higher count, two main elements contributed to higher population growth over the 1990s. These are higher than anticipated immigration and higher fertility rates. Fertility rates are demographers' estimates of how many children women of childbearing age will have. U.S. fertility rates have risen relative to the 1960s and 1970s as well as to other economically advanced nations. At the same

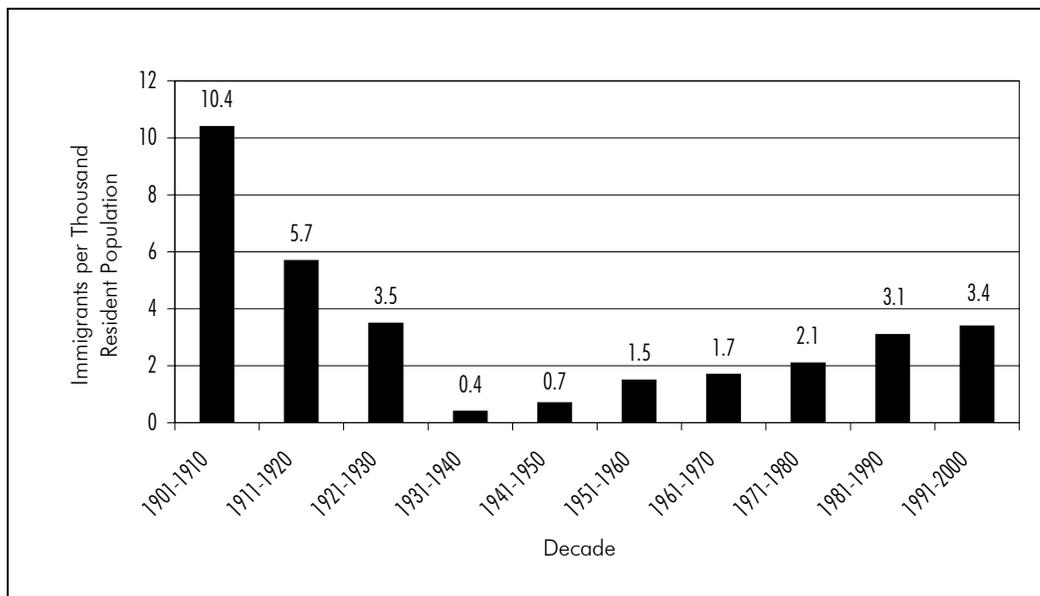
time, immigration has been significantly higher than assumed in official population projections. Population increases to the extent that births outnumber deaths and that immigration exceeds emigration.

U.S. fertility rates, after falling sharply in the 1960s and 1970s, rose significantly over the last two decades. U.S. fertility rates are now much higher than in most other economically advanced nations, such as those in Europe. The rise in U.S. fertility stands out in the modern world. Two factors lie behind the rising fertility rates. What had appeared through the statistics as a falling willingness to have children in the 1960s and 1970s turned out to be a postponement of childbearing. Immigration is also a factor. Recent immigrants have higher fertility rates than native-born Americans. However, even among native-born Americans fertility rates have risen.

Immigration has increased over the last two decades. Figure 3.1 shows the immigration rate by decade. The 1990s were not only a decade in which the immigration rate increased: the absolute number of foreigners coming to the U.S., nine million, was the largest of any decade in our history.

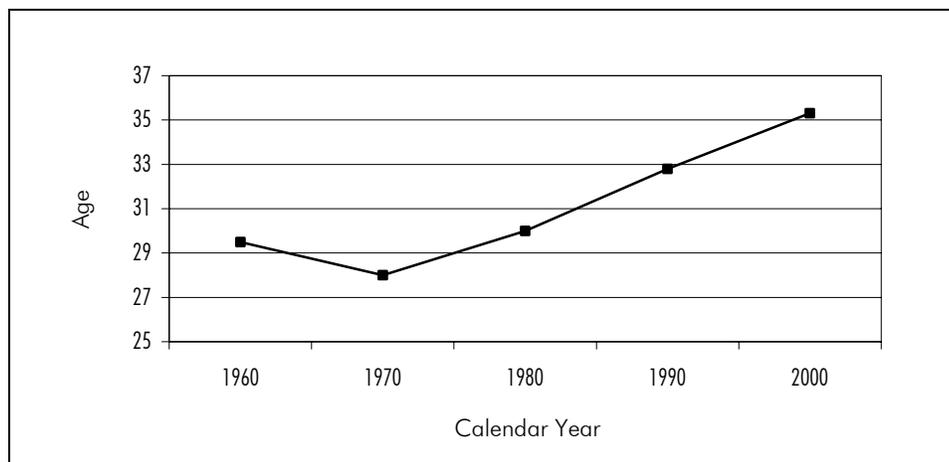
Immigration is changing the demographic composition of the United States. By raising the overall fertility rate, immigrants are contributing to a more rapid rate of population growth not only directly, but also indirectly through their impact on the birth rate. The resulting higher rate of natural increase means a younger America in the future than would be the case otherwise. Most economically advanced countries face an increasingly aging population. The post World War II baby boom generation will soon begin leaving the work force. This group is followed by smaller age cohorts. The median age of the U.S. population was 28 years in 1970 after falling for two and a half decades. Since then, it has risen to 35.7 years, similar to Western Europe's 37.7. (See Figure 3.2) Given recent immigration and fertility trends, the median age is projected to be largely unchanged by 2050 at 36.2. As recently as 1994, the Census Bureau was projecting it to rise to 39 by that same year. Contrast this with Western Europe where the United Nations now projects the 2050 median age to grow to 52.7 years.

Figure 3.1:
Immigration Rates By Decade



Source: U.S. Census Bureau.

Figure 3.2:
Median Age of the U.S. Resident Population



Source: U.S. Census Bureau.

The growth from immigration comes from groups with a different educational background from the existing population. According to demographer William H. Frey, “Although the educational attainment of immigrants is bi-modal, with a higher percentage of Ph.D.s and high school dropouts than in the native population, it is the lower end of the education distribution that dominates recent immigrant streams.”¹

Immigration and Mail Volume

Even though there is little by way of hard data about immigrants’ mail usage, we may draw some inferences about how immigration is affecting mail trends. The number of foreign-born U.S. residents tripled from 9.6 million, or 4.7 percent of the population, in 1970 to 28.4 million, or 10.4 percent, in 2000. A total of 55.9 million people were born abroad or of a foreign born parent. They constituted 20.4 percent of the U.S. resident population in 2000.

Whether from a more or less economically developed country, immigrants would be coming from societies that use both the mail and checks less.

Compared to the U.S., mail volumes are much less in both richer and poorer countries around the world. American mail volumes per person are twice as high as European and sixty times as high as Russian and Mexican. These differences in mail usage are directly related to the U.S. payments system. History, the law, and custom have caused the U.S. to evolve differently from other nations. In the United States, checks are used much more

extensively than in any other nation in the world. Check usage per capita in the U.S. is three times as high as in Great Britain or Canada, six times as high as in Europe, and a hundred times as high as in Japan. Check usage would be lower still in emerging market economies such as Mexico and the former Soviet Union.²

Geographical Aspects of Immigration

Two geographical trends are emerging. Immigration from abroad has been concentrated in a relatively small number of major metropolitan areas. The six largest metropolitan areas (New York, Los Angeles, San Francisco, Chicago, Washington-Baltimore, and Miami) grew by a net three million immigrants. Through much of the twentieth century, these same gateway metropolises were also the destination for internal migrants leaving the countryside and smaller urban areas. However, the 2000 Census shows these same gateway metropolitan areas losing a net 2.1 million people to other U.S. cities.³ These large gateway metropolitan areas are becoming increasingly diverse. “Domestic migrant magnets in the Southeast and the West attracted the largest number of migrants from other areas of the U.S.”⁴ These areas are attracting both highly skilled migrants from other U.S. areas to new industries and growth opportunities, and unskilled migrants, including many new to the U.S., seeking jobs created by growth in construction and services. The

¹ William H. Frey, “New Demographic Divide in the U.S.: Immigrant and Domestic ‘Migrant Magnets,’” *The Population Perspective*, June/July 1998, p. 35.

² 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. 370.

³ William H. Frey, “Metropolitan Magnets for International and Domestic Migration,” *Cities and Suburbs*, The Brookings Institution, October, 2003.

⁴ *ibid.*

remainder of the U.S. is becoming more homogeneous.

This presents challenges for the provision of postal service in different parts of the country. In the gateway metropolises, a larger portion of the customers and local labor pool will be foreign born and there will be a significant numbers in each who do not have English as their first language. Outside these metropolitan areas there are lower growth rates in the more homogenous hinterland.

Behavior and Preferences

Monitoring and assessing the behaviors and preferences of customers is an important method for continuing to provide services that keep the Postal Service programs in line with customer needs. In this section we examine computer and Internet usage levels, overall household preferences, and services used by Postal Service customers.

Personal Computer Ownership and Internet Use

Access to and use of new technologies such as personal computers and the Internet have a large and growing impact on mail use. Although a significant number of pieces both sent and received by households are still related to bills and statements, electronic activity in this area is diverting mail once used for these purposes. On the

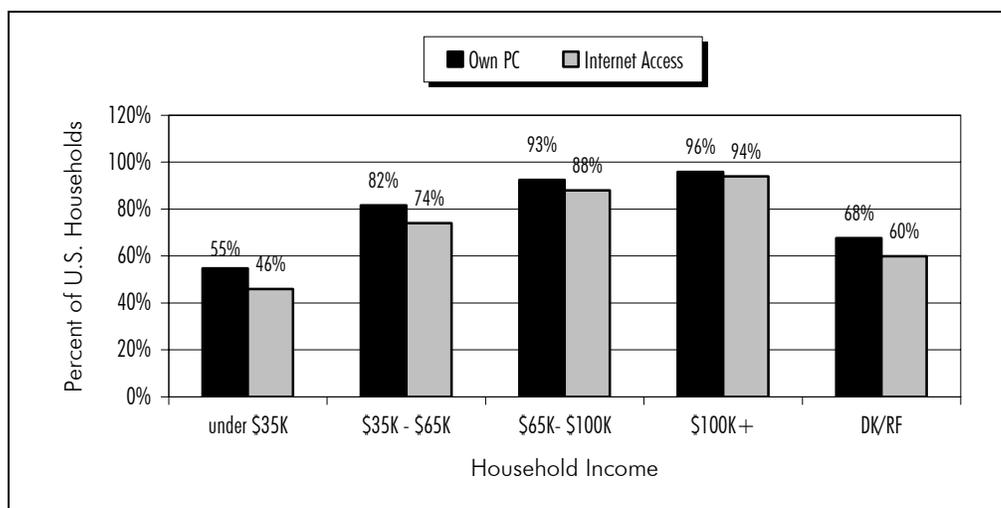
other hand, on-line shopping potentially adds packages to the Postal Service mailstream.

According to the PFY 2003 HDS data, 76 percent of households own a personal computer, up from 69 percent in 2002. As shown in Figure 3.3, the penetration of PC ownership is above 95 percent for households with incomes of \$100,000 or greater, and even at the lowest income levels (\$35,000 or less), PC ownership levels are just under 55 percent.

Ninety-one percent of those households with personal computers have Internet access. The highest levels of access are within households with incomes over \$100,000 in which 98 percent of those with personal computers have Internet access. Eighty-four percent of households with incomes under \$35,000 that own personal computers have Internet access. For households without Internet access, 34 percent indicated that they planned on purchasing the service within the next year.

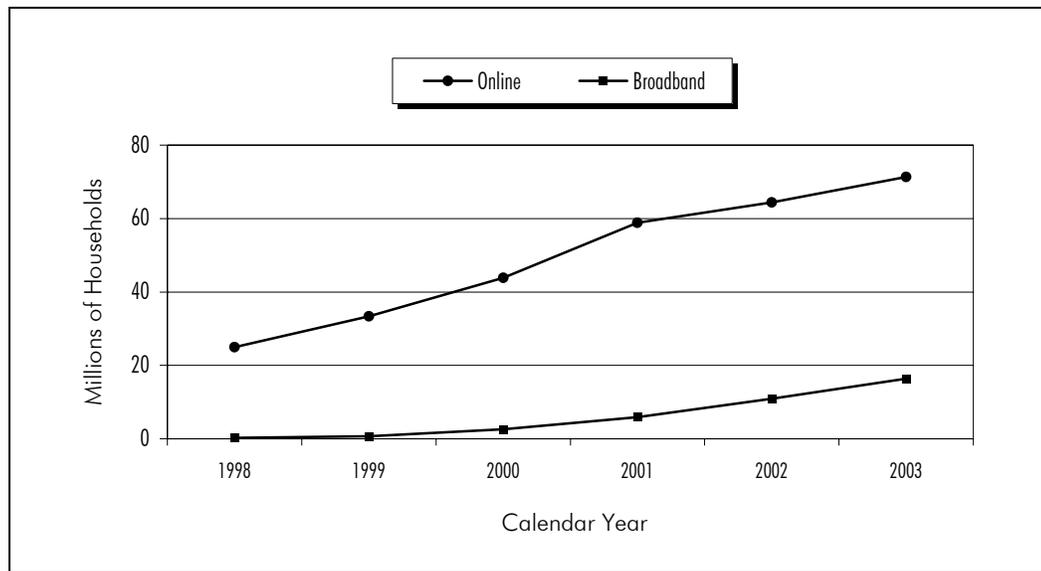
Figure 3.4 shows trends in Internet access and broadband connections. The rapid growth of broadband expands the potential scope of electronic diversion of the mail. A fast, always on connection to the Internet becomes a stronger alternative channel for the delivery of entertainment, information, and communication. As more households begin using broadband, we expect to see effects not only on bill payments, but also bill and statement presentment, periodicals, and perhaps even advertising mail.

Figure 3.3:
PC Ownership and Internet Access



Source: Recruitment Interview, U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.
Base: U.S. Households, Postal Fiscal Year 2003, 111.4 Million.

Figure 3.4:
Internet Access and Broadband Connections



Source: Jupiter Group.

The impact of Internet access and use on correspondence, bill payment, and package delivery is explored in more detail in Chapters 4, 5, and 8 of this report.

Use of the Post Office

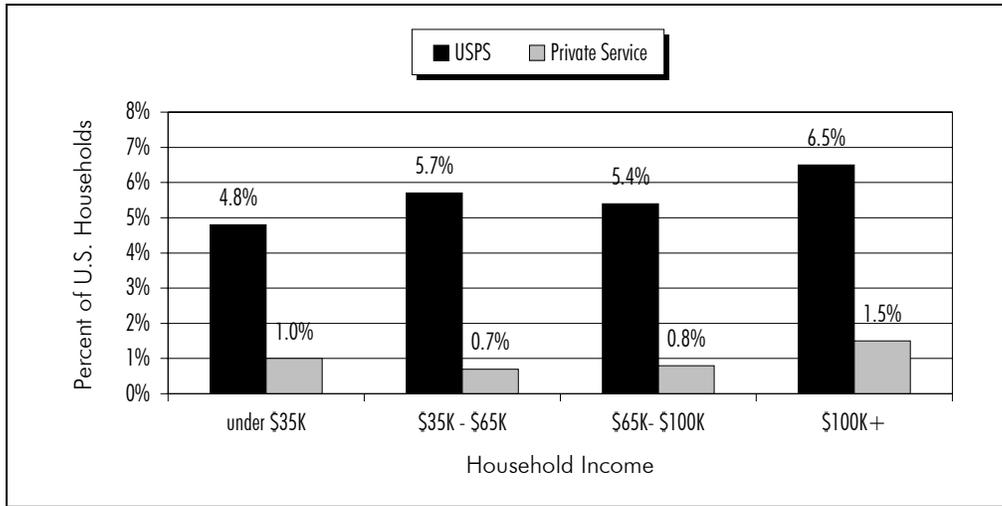
A rented mailbox is one alternative that households use to manage and receive mail. Households that rent mailboxes overwhelmingly use the Postal Service for this service, with less than one percent of all households in the U.S. renting a box from a private company. Post office box use, however, has declined over the past two years with just six percent of U.S. households renting a box from the Postal Service in 2003, as compared to seven percent in 2002 and ten percent in 2001.

As overall use of rented mailboxes has declined, usage levels among higher income households has remained stable. As shown in Figure 3.5, households with incomes over \$100,000 are the largest users of post office boxes both at the Postal Service and with private companies. Just over 6.5 percent of households with incomes above \$100,000 have a rented post office box while only 4.8 percent

of households with incomes under \$35,000 do. This demonstrates a significant shift in that the use of P.O. boxes among lower income households has dropped from nine percent in 2002, while usage levels for high income households has risen from 5.9 percent in 2002.

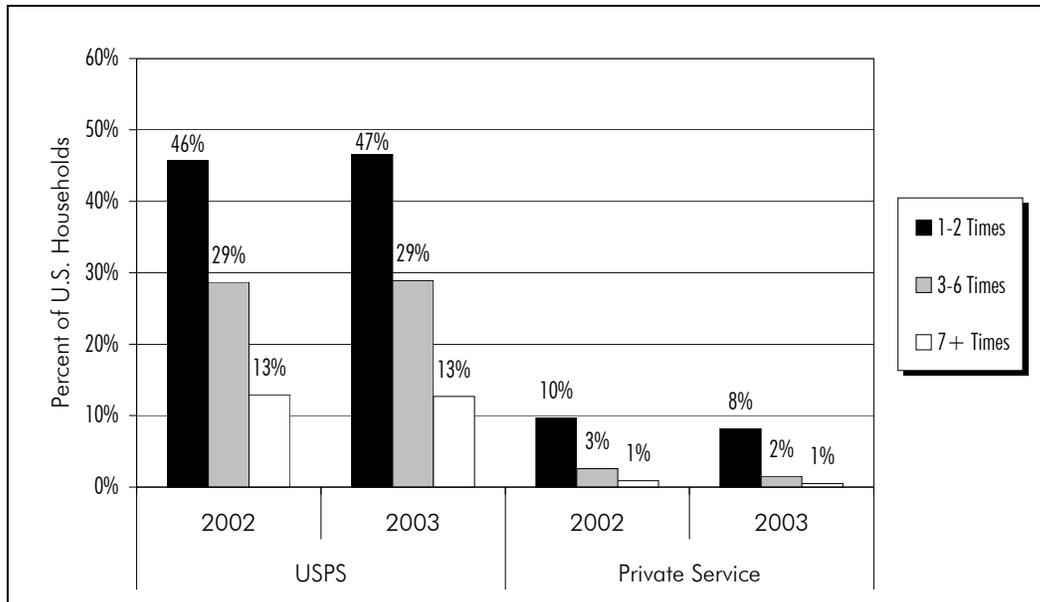
The Postal Service currently owns and operates over 37 thousand post office locations throughout the U.S. As shown in Figure 3.6, the use of post offices for mailing services continues to dominate the mail service industry. Over 88 percent of all U.S. households have patronized a post office at least once a month, while just fewer than eleven percent have visited a private mailing company. Over 41 percent of all households in the U.S. visit the post office three or more times in a month. Even with the continued availability of mail-related products and services through alternative modes (such as Internet orders), in-person visits to postal facilities continues to remain stable. However, visits to private mailing companies have declined from 14 percent in 2002.

Figure 3.5:
Household Use of Rented Mailboxes



Source: Recruitment Interview, U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.
Base: U.S. Households, Postal Fiscal Year 2003, 111.4 Million.

Figure 3.6:
Household Visits to Post Office in Past Month



Source: Recruitment Interview, U.S. Postal Service Household Diary Study, Postal Fiscal Years 2002 and 2003.
Base: U.S. Households.

Chapter 4: Correspondence

Introduction

This chapter examines correspondence among households and between households and businesses including letters, greeting cards, invitations, and announcements. Factors that impact correspondence volumes, such as household demographics and Internet access, are analyzed as well. Transactions mail, the other major segment of First-Class Mail, is discussed in Chapter 5.

Correspondence is an important segment of First Class Mail. Table 4.1 shows correspondence volumes and pieces per household per week by sector.

Overview

The following tables break down correspondence mail sent and received by households based on the demographic categories introduced in Chapter 3.

Table 4.2 shows that household income and educational attainment both have a strong effect on correspondence received. However, as Table 4.3 shows, within a given educational category, income has much less of an effect on the amount of correspondence mail a household sends.

Table 4.1:
First Class Mail Sent and Received by Sector

Sector	2002		2003	
	Volume (Millions)	Pieces per HH per Week	Volume (Millions)	Pieces per HH per Week
HH to HH	7,154	1.3	6,434	1.1
NHH to HH	8,383	1.5	8,301	1.4
HH to NHH	2,586	.5	2,143	.4
Total	18,123	3.3	16,878	2.9

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Years 2002 and 2003.

Table 4.2:
Correspondence Mail Received by Income and Education, PFY 2003
(Pieces per Household per Week)

Household Income (\$000)	Educational Attainment				Total
	Less than High School	High School graduate	Some College or Technical School	College graduate	
Under \$35k	1.6	1.7	2.0	2.3	1.8
\$35k to \$65k	1.4	2.3	2.5	3.1	2.4
\$65k to \$100k	2.9	2.4	2.7	3.5	3.0
Over \$100k	2.3	3.4	2.6	4.3	3.7
Total	1.7	2.2	2.5	3.5	2.5

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Table 4.3:
Correspondence Mail Sent by Income and Education, PFY 2003
(Pieces per Household per Week)

Household Income (\$000)	Educational Attainment				Total
	Less than High School	High School graduate	Some College or Technical School	College graduate	
Under \$35k	.9	1.1	1.2	2.1	1.2
\$35k to \$65k	.5	1.3	1.4	2.0	1.4
\$65k to \$100k	2.1	1.2	1.2	2.0	1.6
Over \$100k	1.6	2.5	1.3	2.2	2.1
Total	1.0	1.3	1.4	2.1	1.5

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Tables 4.4 and 4.5 show that age also has a considerable effect on correspondence mail sent and received by households. Regardless of their income, younger households both send and receive fewer

pieces of correspondence mail. This may be a result of younger households' comfort with and use of the Internet, as well as the long-term decline in personal letter writing.

Table 4.4:
Correspondence Mail Received by Income and Age, PFY 2003
(Pieces per Household per Week)

Household Income (\$000)	Age Cohort			Total
	Under 34	35 to 54	Over 55	
Under \$35k	1.6	1.8	1.9	1.8
\$35k to \$65k	1.7	2.5	3.0	2.4
\$65k to \$100k	2.6	2.9	3.7	3.0
Over \$100k	2.5	3.9	4.2	3.7
Total	1.9	2.7	2.8	2.5

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Table 4.5:
Correspondence Mail Sent by Income and Age, PFY 2003
(Pieces per Household per Week)

Household Income (\$000)	Age Cohort			Total
	Under 34	35 to 54	Over 55	
Under \$35k	.7	1.2	1.4	1.2
\$35k to \$65k	.9	1.3	2.1	1.4
\$65k to \$100k	1.5	1.5	2.1	1.6
Over \$100k	1.0	2.1	2.7	2.1
Total	1.0	1.4	1.9	1.5

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

As would be expected, household size has a positive impact on correspondence mail. Tables 4.6 and 4.7 show that the jump from one person to two is associated with large jumps in correspondence mail volume, although further increases in size do not have nearly the same effect. Tables 4.8 and 4.9 show that these increases are generally due to the presence of an additional adult in the household.

Table 4.6:
Correspondence Mail Received by Household Size

Household Size	Pieces per HH per Week
One person	1.6
Two	2.6
Three	2.5
Four	2.9
Five or more	3.0
Total	2.5

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Table 4.7:
Correspondence Mail Sent by Household Size

Household Size	Pieces per HH per Week
One person	1.3
Two	1.7
Three	1.4
Four	1.5
Five or more	1.3
Total	1.5

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Table 4.8:
Correspondence Mail Received by Number of Adults in Household

Number of Adults in Household	Pieces per HH per Week
One adult	1.6
Two	2.7
Three or more	3.0
Total	2.5

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Table 4.9:
Correspondence Mail Sent by Number of Adults in Household

Number of Adults in Household	Pieces per HH per Week
One adult	1.1
Two	1.6
Three or more	1.6
Total	1.5

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Households with Internet access also tend to send and receive more correspondence mail than households without. This somewhat counter-intuitive result is explained through the high correlation among income, educational attainment, and the presence of an Internet connection in the home. In fact, it can be seen as a warning sign for mail, since more volume goes to households that are vulnerable to diversion.

Table 4.10:
Correspondence Mail Received by Internet Access

Internet Access	Pieces per HH per Week
Yes	2.8
No	1.9
Total	2.5

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Table 4.11:
Correspondence Mail Sent by Internet Access

Internet Access	Pieces per HH per Week
Yes	1.6
No	1.3
Total	1.5

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

In PFY 2003, a total of 16.9 billion pieces of correspondence was sent and received by households, as shown in Table 4.1. In 2002, the total correspondence volume was 18.1 billion. All types of correspondence mail have declined. Most notable, however, is the decline in personal correspondence between households. This correspondence includes greeting cards, personal

letters, invitations, and announcements, and other personal mail received from households. In PFY 2003, households received 6.4 billion correspondence mail pieces as compared to the 7.2 billion received in 2002, a decline of ten percent.

Personal Correspondence

In PFY 2003, personal correspondence accounted for an average 1.1 pieces per week, compared to 1.3 in both 2002 and 2001. The total volumes and average number of pieces by personal correspondence type is shown in Table 4.12.

While the number of non-holiday greeting cards has increased slightly since last year, other types of personal correspondence have declined. Holiday greeting cards dropped the most, from 2.9 billion

pieces in PFY 2002 (the 2001 holiday season), to 2.2 billion in PFY 2003 (the 2002 holiday season). This 25 percent drop alone accounts for most of the change between PFY 2002 and PFY 2003. In 2003, there were also about 170 million fewer personal letters, continuing a long-term decline. The amount of Internet greeting cards declined only slightly, however. Compared to the declines in traditional mailed correspondence, this provides further evidence of the continuing shift in household preference towards electronic alternatives to the mail.

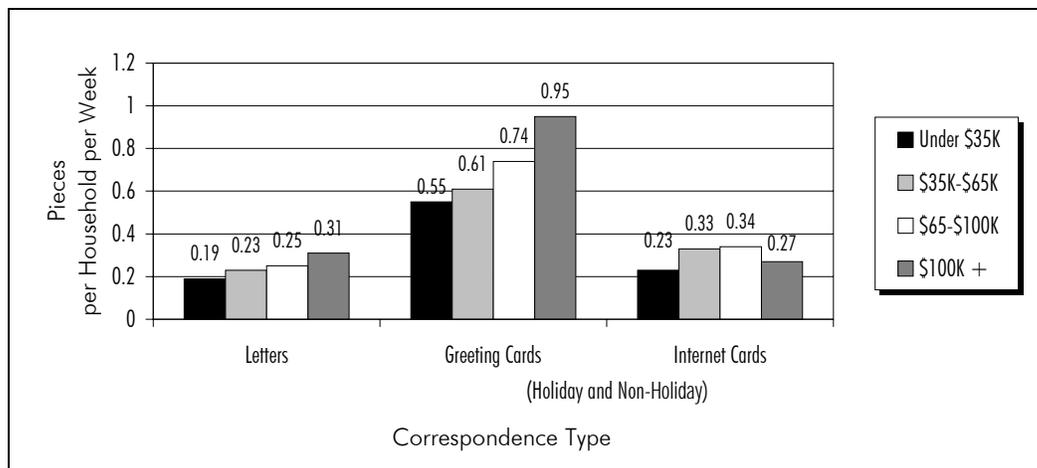
Figure 4.1 shows the major personal correspondence types by income.

Table 4.12: Personal Correspondence, PFY 2002 and 2003

Correspondence Type	2002		2003	
	Volume (Millions)	Pieces per HH per Week	Volume (Millions)	Pieces per HH per Week
Personal Letters	1,629	0.3	1,461	0.3
Holiday Greeting Cards	2,892	0.5	2,191	0.4
Non-Holiday Greeting Cards	1,564	0.3	1,624	0.3
Invitations	593	0.1	652	0.1
Announcements	144	0.0	176	0.0
Other Personal	333	0.1	330	0.1
Total	7,154	1.3	6,434	1.1
Internet Cards	1,752	0.3	1,564	0.3

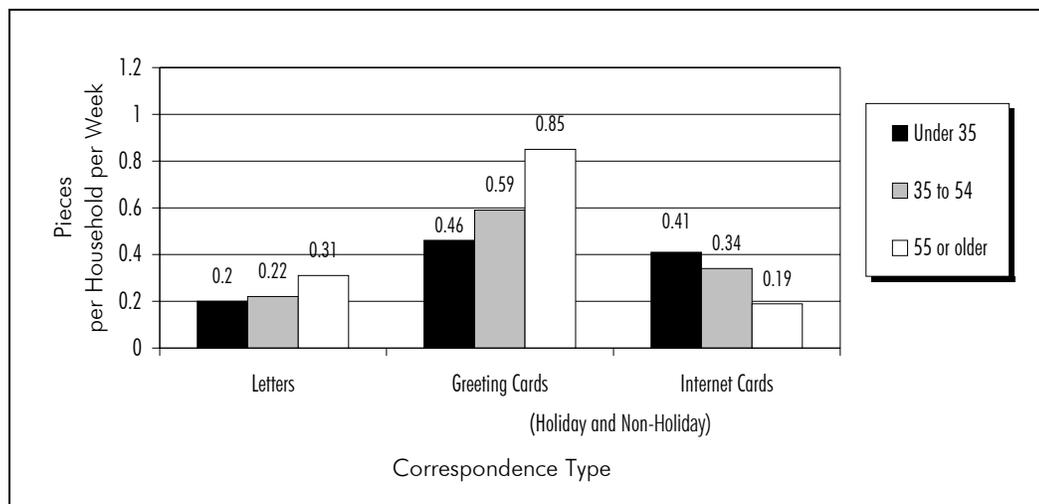
Source: U.S. Postal Service Household Diary Study, Postal Fiscal Years 2002 and 2003.

Figure 4.1: Weekly Personal Correspondence by Income Group (Pieces per Household per Week)



Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Figure 4.2:
Weekly Correspondence by Age Cohort



Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Personal correspondence sent by households is positively related to household income. Households with incomes over \$100,000 were more likely to send letters, and holiday greeting cards than lower-income households. The largest disparity between high and low income households is in the volume of holiday greeting cards sent. Households with incomes over \$100,000 sent an average of 31 holiday greeting cards during the 2002 holiday season (PFY 2003), compared to the thirteen sent by households with incomes under \$35,000. There does not appear to be a strong relationship between household income and use of Internet greeting cards, up to the \$100,000 income level.

The number of letters and greeting cards sent varies across age groups. Households where the head is 55 years of age or older sent more personal correspondence of all types through the mail. Households aged 55 or older sent an average of eighteen letters and 27 non-holiday greeting cards a year in 2003. They also sent an average of 22 holiday cards. In comparison, households under the age of 35 sent an average of ten letters and nine non-holiday greeting cards per year in PFY 2003, and 11 cards during the holiday season. Households whose heads are under 35 years old sent almost as many Internet cards as traditional mailed greeting cards in PFY 2003, while older households sent many fewer. Households whose heads are over 55 sent fewer than 25 percent as many Internet cards as they did through the mail.

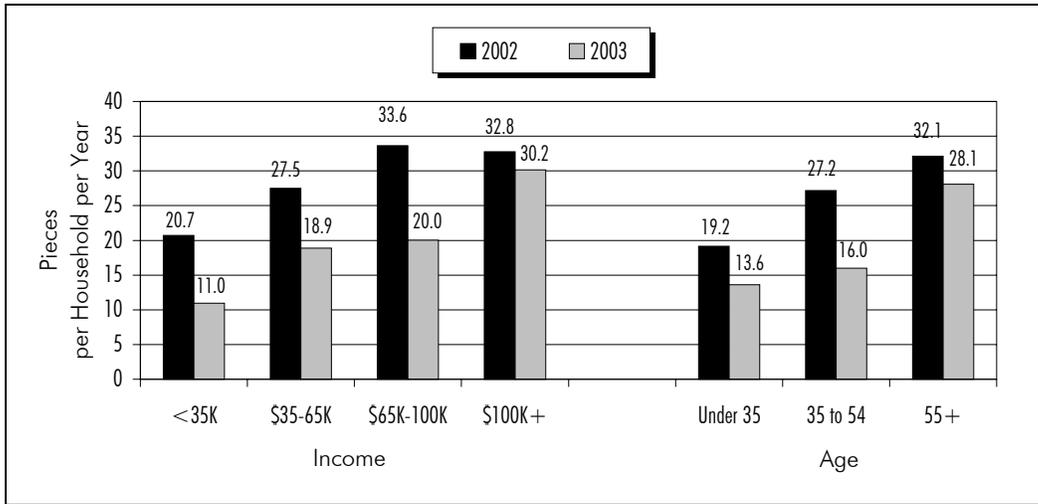
The relationship between holiday greeting cards received and income and age is shown in Figure 4.3. For every income category, the number of holiday greeting cards received in 2003 is down substantially from 2002. Households with incomes over \$100,000 received the greatest number of holiday greeting cards during PFY 2003 (30.2). This is down from the 32.8 received in PFY 2002. The fall is even more pronounced for lower income groups.

The number of holiday greeting cards received has also decreased since 2002 for all age categories. The largest average number of holiday greeting cards are received by households where the head of household is age 55 or older. These households received an average of 28 pieces in 2003 as compared to the 31 pieces received in 2002.

As shown in Table 4.13, households with Internet access send more letters and greeting cards, compared to households without Internet access. These households also receive more correspondence. As stated above, this is largely due to the correlation between income, education, and the presence of an Internet connection in the home.

In examining personal Internet use through the HDS Technology Augment, we find that 64 percent of persons have communicated via email for personal use over the past 12 months. The number of personal emails sent and received in a typical day are shown in Figure 4.4.

Figure 4.3:
Holiday Greetings Received by Age and Income, PFY 2002 and 2003



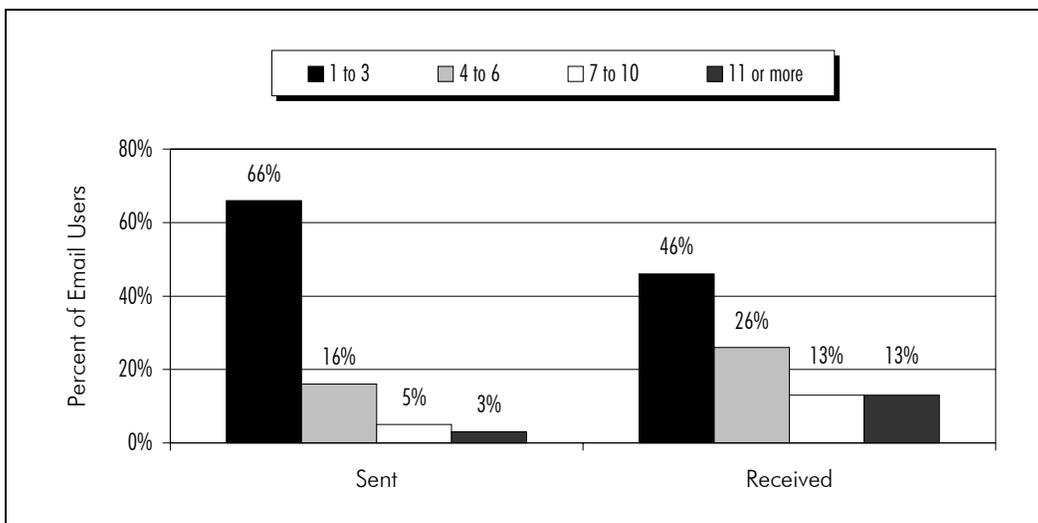
Source: U.S. Postal Service Household Diary Study, Postal Fiscal Years 2002 and 2003.

Table 4.13:
Personal Correspondence by Internet Access
(Pieces per Household per Week)

Correspondence Type	Internet Access	No Internet Access
Personal Letters	.26	.22
Holiday Greeting Cards	.38	.35
Non-Holiday Greeting Cards	.32	.18

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Figure 4.4:
Daily Personal Emails Sent and Received



Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Base: Persons 13 Years or Older in the United States that have communicated via e-mail in the past 12 months, Postal Fiscal Year 2003 (153.5 Million).

Note: Percentages do not sum to 100 due to the exclusion of persons that sent or received zero emails.

Business Correspondence

Outside of bill payment, statements, and advertising, which are discussed in Chapters 5 and 6, households and businesses exchange many types of correspondence. Volumes by correspondence type

for 2002 and 2003 are outlined in Table 4.14. Correspondence received from the non-household sector accounts for 49 percent of total correspondence volumes. The largest correspondence volumes from nonhouseholds are announcements and invitations (6.5 billion).

Table 4.14: Correspondence Type by Sector
(Millions of Pieces)

Correspondence Type	2002	2003
Business/Government/Social Received by Households		
Invitation/Announcement	2,701	3,848
Holiday Greeting from Business	415	306
Other Business/Government	2,656	1,257
Total Business Received	5,772	5,411
Announcement	2,069	2,638
Other Social	542	252
Total Social Received	2,611	2,890
Total Received	8,383	8,301
Business/Government/Social Sent by households		
Inquiry	672	684
Other Business/Government	1,470	1,007
Total Business Sent	2,142	1,691
Letter	139	114
Inquiry	82	109
Other Social	223	229
Total Social Sent	444	452

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Years 2002 and 2003.

Chapter 5: Transactions

Introduction

This chapter examines the volumes and trends in transactions mail; the bills, statements, payments, donations, rebates, and orders sent and received by households. Information is presented on household bill payment trends, especially in light of electronic alternatives to traditional mail payments.

Overview

Transactions form 61 percent of household First Class Mail, and are an important part of the mailstream. Although many businesses now use electronic funds transfer (EFT) or other electronic technologies to settle transactions, households still pay a majority of their recurring bills through the mail. As the Internet becomes more ubiquitous,

however, the movement towards consumer electronic bill presentment and payment (EBPP) is picking up.

Transaction volumes have decreased by 1.8 billion pieces since 2002.

As shown in Table 5.1, overall transaction volumes have decreased since 2002. This is true for payments, orders, and donations, which are all mail sent by households to businesses. The number of bills sent remained stable, but the number of statements also declined.

Table 5.1:
Transactions by Mail Volumes and Pieces per Week

Transaction Type	2002		2003	
	Volume (Millions)	Pieces per HH per Week	Volume (Millions)	Pieces per HH per Week
Business				
Bills	18,595	3.4	18,614	3.2
Bill Payments	11,996	2.2	11,096	1.9
Statements	6,874	1.2	6,362	1.1
Confirmations	2,860	.5	2,464	.4
Payments (to HH)	1,635	.3	1,612	.3
Orders	774	.1	757	.1
Rebates	143	.0	174	.0
Total Business	42,879	7.7	41,078	7.1
Social/Charitable				
Requests for Donation	797	.1	728	.1
Donations	574	.1	560	.1
Bill	277	.1	427	.1
Confirmations	461	.1	319	.1
Total Social/Charitable	2,110	.4	2,035	.4
Total Transactions	44,988	8.1	43,113	7.4

Source: U.S. Postal Service Household Diary Study, Fiscal Years 2002 and 2003.
Base: Transaction Mail Received and Sent.

The following tables break down transactions mail sent and received by households based on the demographic categories introduced in Chapter 3.

As can be seen in Tables 5.2 and 5.3, both household income and educational attainment have an influence on the amount of transaction mail both

sent and received. This is fairly obvious for income, since higher income households will, on average, have more financial accounts, insurance policies, and credit cards, all of which are generators of transactions mail volume.

Table 5.2:
Transactions Mail Received by Income and Education, PFY 2003
(Pieces per Household per Week)

Household Income (\$000)	Educational Attainment				Total
	Less than High School	High School graduate	Some College or Technical School	College graduate	
Under \$35k	3.8	4.3	4.1	4.1	4.1
\$35k to \$65k	4.0	5.2	5.7	5.6	5.3
\$65k to \$100k	6.6	6.4	6.2	6.4	6.4
Over \$100k	2.4	6.6	6.4	7.9	7.3
Total	4.0	5.1	5.4	6.2	5.3

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.
Base: Transaction Mail Received.

Table 5.3:
Transactions Mail Sent by Income and Education, PFY 2003
(Pieces per Household per Week)

Household Income (\$000)	Educational Attainment				Total
	Less than High School	High School graduate	Some College or Technical School	College graduate	
Under \$35k	1.8	1.8	1.6	1.8	1.7
\$35k to \$65k	1.4	2.2	2.6	2.3	2.2
\$65k to \$100k	2.2	2.6	2.2	2.6	2.5
Over \$100k	.6	2.5	2.6	3.0	2.8
Total	1.7	2.1	2.2	2.5	2.1

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.
Base: Transaction Mail Sent.

Tables 5.4 and 5.5, below, also show that the age of the household has a strong effect on transactions mail, independent of income. Across all income categories, households whose heads are under 35 years old send and receive less transactions mail. In part, this is due to the fact that younger households are less likely to own their own home and have fewer insurance policies. However, it is also likely that these households are more active users of electronic alternatives to traditionally mail-based transactions.

Across all income categories, households whose heads are under 35 years old send and receive less transactions mail.

In terms of household size, Tables 5.6 and 5.7 show that going from a one-person household to a two-person household adds about 2.5 pieces of transaction mail per week sent and received, but that further changes add little volume.

Table 5.4:
Transactions Mail Received by Income and Age, PFY 2003
(Pieces per Household per Week)

Household Income (\$000)	Age Cohort			Total
	Under 34	35 to 54	Over 55	
Under \$35k	3.5	4.5	4.2	4.1
\$35k to \$65k	4.3	5.6	5.7	5.3
\$65k to \$100k	5.6	6.7	6.4	6.4
Over \$100k	5.8	7.4	8.2	7.3
Total	4.4	5.9	5.2	5.3

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.
Base: Transaction Mail Received.

Table 5.5:
Transactions Mail Sent by Income and Age, PFY 2003
(Pieces per Household per Week)

Household Income (\$000)	Age Cohort			Total
	Under 34	35 to 54	Over 55	
Under \$35k	1.1	1.5	2.2	1.7
\$35k to \$65k	1.7	2.4	2.5	2.2
\$65k to \$100k	1.8	2.6	2.7	2.5
Over \$100k	1.7	2.9	3.4	2.8
Total	1.5	2.3	2.4	2.1

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.
Base: Transaction Mail Sent.

Table 5.6:
Transactions Mail Received by Household Size

Household Size	Pieces per HH per Week
One person	3.5
Two	5.2
Three	5.6
Four	6.2
Five or more	6.2
Total	5.3

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.
Base: Transaction Mail Received.

Table 5.7:
Transactions Mail Sent by Household Size

Household Size	Pieces per HH per Week
One person	1.8
Two	2.3
Three	2.3
Four	2.1
Five or more	1.9
Total	2.1

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.
Base: Transaction Mail Sent.

For transactions mail received, Table 5.8 shows that each additional adult adds about 2.5 to 3.0 pieces of mail per week, but there is not as large an increase in mail sent in Table 5.9.

Interestingly, Tables 5.10 and 5.11 show that households that have Internet access both send and receive more transaction mail, even though the presence of an Internet connection in the home should make that household's transactions more susceptible to electronic diversion. In large measure, this apparent contradiction is explained through the fact that household Internet access is strongly correlated with income, education, and age.

Table 5.8:
Transactions Mail Received by Number of Adults in Household

Number of Adults in HH	Pieces per HH per Week
One adult	4.2
Two	5.5
Three or more	7.0
Total	5.3

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.
Base: Transaction Mail Received.

Table 5.9:
Transactions Mail Sent by Number of Adults in Household

Number of Adults in HH	Pieces per HH per Week
One adult	1.7
Two	2.2
Three or more	2.4
Total	2.1

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.
Base: Transaction Mail Sent.

Table 5.10:
Transactions Mail Received by Internet Access

Internet Access	Pieces per HH per Week
Yes	5.9
No	4.0
Total	5.3

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.
Base: Transaction Mail Received.

Table 5.11:
Transactions Mail Sent by Internet Access

Internet Access	Pieces per HH per Week
Yes	2.3
No	1.7
Total	2.1

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.
Base: Transaction Mail Sent.

Bill Payment

The average number of bills paid per month per household in 2003 was 11.0, down from the 11.4 bills paid per month in 2002. Households use a variety of methods to pay their bills. Historically, they have been paid in person, via phone, or by mail. In the past decade, however, emerging technologies have provided additional bill receipt and payment options. The most important of these are automatic deduction and on-line bill payment. The HDS measures bill payment by all of these methods. Table 5.12 shows the percentage of households who pay bills by each method and the average number of bills paid per month by each method.

Ninety-five percent of households pay at least one of their bills by mail, and the average number paid by mail per household is 8.1 per month, down from 2002 when the average number of bills paid per month by mail was 8.6. Other popular bill payment methods are automatic deduction from bank account (45 percent of households) and in-person (33 percent). However, the number of actual bills paid by these methods is relatively small (an average of 1.0 and 0.8 pieces per month, respectively).

Notably, households reported paying more monthly bills by automatic deduction and the Internet only.

As Figure 5.1 shows, these electronic methods have been accounting for a growing share of household bill payments over time. In fact, over the last five years, the average number of bills paid by these methods has more than tripled, largely at the expense of the mail. Figure 5.2 shows that automatic deductions have more than doubled over that time. Given the continuing penetration of the Internet into everyday life, and the increasing affordability and popularity of broadband

connections, we expect the trend away from traditional mail to continue in the future.

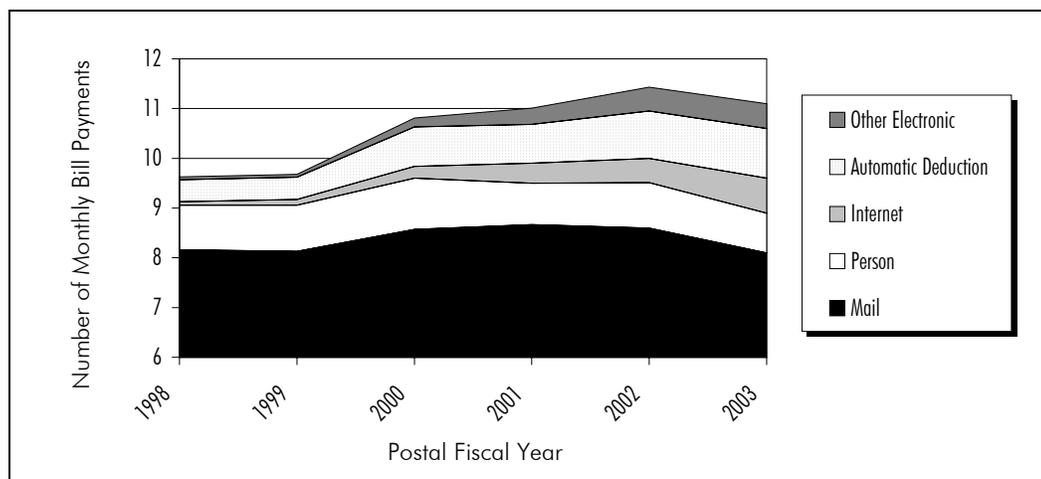
Over the last five years, the average number of bills paid by the Internet and automatic deduction has more than tripled.

Table 5.12:
Bill Payment Method, PFY 2003

Bill Payment Method	2002	2003	
	Average Number of Bills Paid per Month	Average Number of Bills Paid per Month	Percent of Households Using Method
Mail	8.6	8.1	95%
Automatic Deduction	1.0	1.0	43%
In-person	.9	.8	34%
Internet	.5	.7	14%
Credit Card	.2	.2	16%
Telephone	.2	.2	10%
ATM	.0	.0	1%
Total	11.4	11.0	--

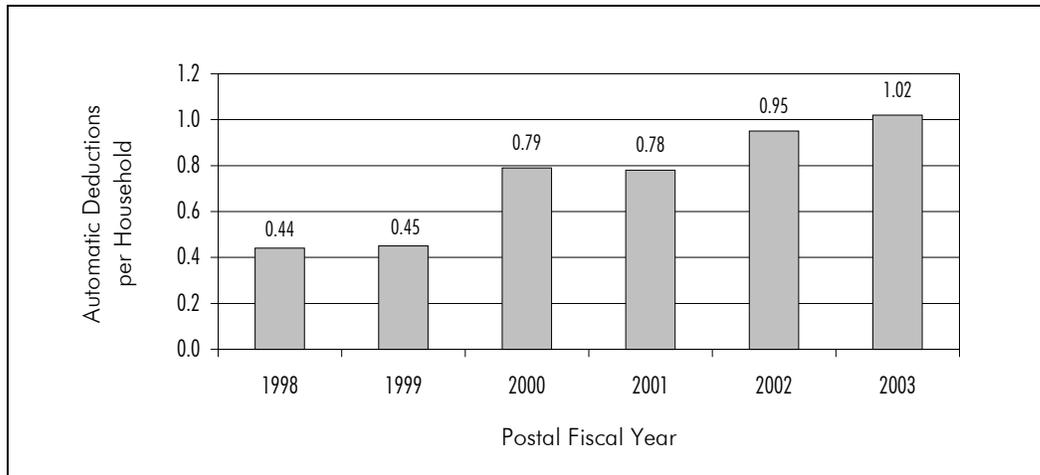
Source: Recruitment Interview, U.S. Postal Service Household Diary Study.
Base: U.S. Households.

Figure 5.1:
Monthly Average Household Bill Payment by Method



Source: U.S. Postal Service Household Diary Study, Postal Fiscal Years 1998-2003.

Figure 5.2:
Average Monthly Automatic Deductions per Household



Source: U.S. Postal Service Household Diary Study, Postal Fiscal Years 1998-2003.

The types of bills paid by mail are shown in Table 5.13. There has been little change in the type of bills and the percentages paid by mail since PFY 2002. Seventy-one percent of households pay their electric bills by mail, followed by telephone bills (69 percent), credit card bills (56 percent), natural gas/other fuel bills (54 percent), and water/sewer bills (49 percent).

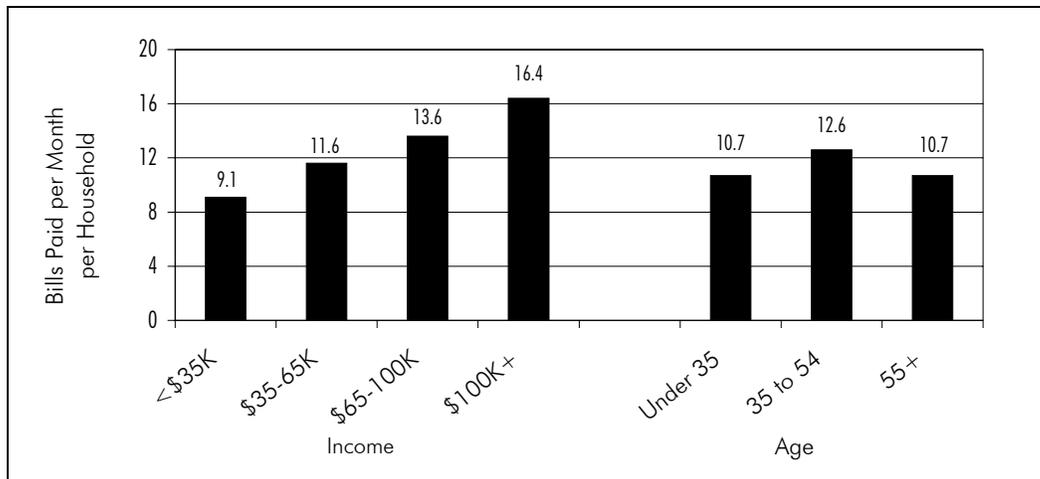
The HDS finds that the number of total bills paid per month varies by age and income, as does the choice of methods used for bill payment. Figure 5.3 shows the total average number of bills paid per month for each income and age group.

Table 5.13:
Top Bills Paid by Mail

Bill Type	Percent of Households	
	2002	2003
Electric	70%	71%
Telephone	70%	69%
Credit Cards	58%	56%
Natural Gas/Propane/Fuel	53%	54%
Water/Sewer	47%	49%

Source: Recruitment Interview, U.S. Postal Service Household Diary Study, Postal Fiscal Years 2002 and 2003.

Figure 5.3:
Average Bills Paid per Month by Income and Age



Source: Recruitment Interview, U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

The number of bills paid per month is positively related to household income. Households with incomes over \$100,000 paid an average of over sixteen bills per month in PFY 2003, compared to the nine bills paid by households with incomes under \$35,000. Age has a slightly different relationship with bill payment levels in that younger households (under age 35) and older households (age 55+) pay fewer bills (10.7 each) than households where the head of household is between 35 and 54 (12.6).

Bills and Statements Received

The overall volume of bills and statements received is shown in Table 5.14. The largest volumes of bills originate from credit card companies (3.7 billion), telephone companies (2.6 billion), and utility companies (2.5 billion). Statements received are predominantly sent by the financial sector. This includes banks, insurance companies, and other financial institutions such as brokerage firms. Overall, the volume of statements received by households from the financial sector has declined since 2002. This year a total of 5.6 billion statements were received from financial institutions. In 2002, 6.2 billion were received.

Table 5.14:
Bill and Statement Volumes by Industry

Industry	Volumes	
	Bills (Millions)	Statements (Millions)
Financial		
Bank, S&L, Credit Union	1,148	3,505
Credit Card	3,720	42
Insurance Company	2,127	496
Real Estate/Mortgage	347	88
Other Financial	126	1,458
Merchants		
Department Store	688	15
Publisher	528	7
Mail Order Company	218	11
Other Merchants	430	23
Service		
Telephone Company	2,609	24
Utility Company	2,544	19
Medical and Other Professional	2,033	171
Cable TV	816	3
Other Service	555	40
Manufacturers	70	32
Government	580	327
Social/Nonprofit	12	3
Other/Don't Know/Refused	64	100

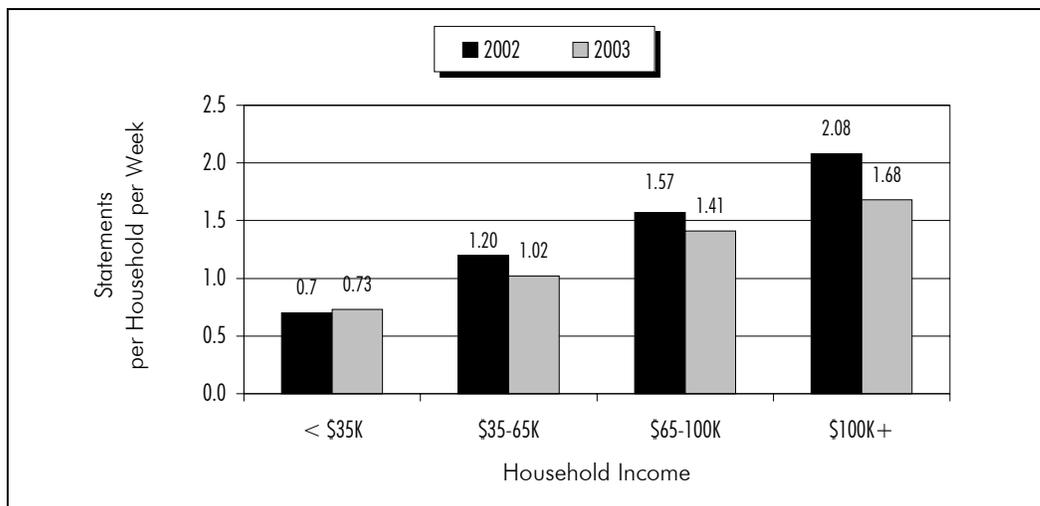
Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.
Base: Bills and Statements Received (18.6 and 6.4 Billion, respectively).

About sixteen percent of First Class Mail received by households is bills and statements. In PFY 2003, households received nineteen billion bills, about the same as in 2002, but since the number of households increased, this represents a decline in the average number of bills per household. The number of statements received through the mail in PFY 2003 has dropped overall (see Table 5.1). In 2002, households received seven billion statements. This year, the HDS data show just over six billion statements received. As shown in Figure 5.4, the

drop in the number of statements received by mail has been greatest for higher income households. Households with incomes over \$100,000 received an average of 1.7 statements per week in PFY 2003, compared to 2.1 in 2002.

Although the number of bills and statements households receive through the mail is declining on a per household basis, the number of bills received over the Internet is growing rapidly. Table 5.15 shows the average volume of bills received by mail and over the Internet.

Figure 5.4:
Statements Received by Mail by Income



Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Table 5.15:
Average Monthly Bills Received by Method

Method	2002	2003
Mail	14.69	13.93
Internet	.14	.21
Total	14.83	14.14

Source: Recruitment Interview, U.S. Postal Service Household Diary Study, Postal Fiscal Years 2002 and 2003.
Base: U.S. Households.

Chapter 6: Advertising

Introduction

In this chapter, we discuss the advertising market and mail's place in it. We discuss trends in overall advertising and in direct mail. We also explore household attitudes towards advertising, and the demographic determinants of advertising mail receipt.

The Advertising Market

In 2003, American businesses spent more than \$249 billion advertising their products and services, an increase of 5.2 percent over their advertising spending in 2002. Of this total advertising spending, nearly one dollar in five (19.7 percent) was spent on direct mail.

Twenty percent of total advertising expenditures were spent on direct mail advertising in 2003.

Direct mail was the leading media choice of advertisers in 2003, followed by newspapers and television. Direct mail advertising spending increased 6.5 percent in 2003, outpacing the growth in newspapers, television, radio, and total advertising spending, as shown in Table 6.1.

Table 6.1:
U.S. Advertising Spending by Medium, 2002 and 2003
(Units in Billions)

Medium	2002	2003	Percent Change
Direct Mail	\$46.1	\$49.1	6.5%
Newspapers	\$44.0	\$45.4	3.2%
Television	\$42.1	\$43.2	2.8%
Radio	\$18.9	\$19.5	3.3%
Magazines	\$11.0	\$11.8	7.0%
Internet	\$4.9	\$5.6	15.0%
All Other	\$70.0	\$74.5	6.6%
Total	\$236.9	\$249.2	5.2%

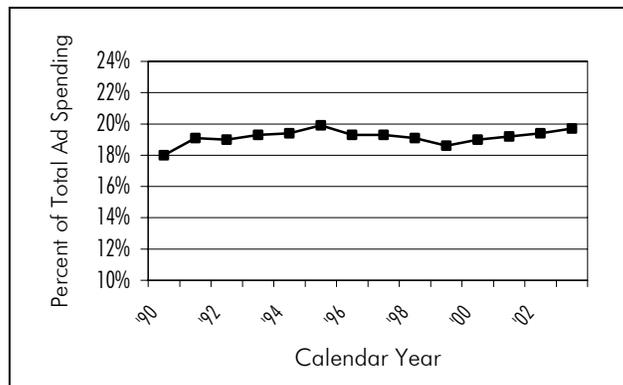
Source: McCann-Erickson, actual for 2002, estimates for 2003.

Despite many changes to the U.S. economy over the past few years, direct mail continues to be the most popular advertising choice. It is a highly efficient method for communicating with consumers. Direct mail can be targeted to the interests of individual customers. It can be used both to locate new customers and maintain relationships with existing customers. Direct mail allows for a variety of different types of advertising: letters, postcards, catalogs, free samples, and promotional magazines. It can be sent as First-Class or Standard Mail, allowing advertisers to trade off their interest in more timely, personalized First-Class mailings against the cost savings realized from Standard Mail.

Importantly, the effectiveness of direct mail is readily measurable, more so than for any other media listed above. Businesses can track the response rate to a mailing far more precisely than they can the response rate of viewers to a television commercial or of readers to a magazine advertisement. This feature alone gives advertising mail a key advantage over its competitors.

Figure 6.1 shows that direct mail's share of total advertising spending has been on an upward trend for most of the past thirteen years. In 1980, the direct mail ad share was about fourteen percent. It rose steadily in the years thereafter, reaching nearly twenty percent in the mid 1990s, a share that it has maintained since then except for a temporary decline in 2000 due to a spike in Internet advertising.

Figure 6.1:
Direct Mail as a Share of Total Advertising, 1990 – 2003



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

Advertising Mail Volumes

For the purposes of this report, advertising mail is any advertising, promotional, or sales material sent through the Postal Service. Advertising mail can be sent as First-Class or Standard Mail. This section examines total advertising mail received by households in PFY 2003.

According to the HDS, households received 76.2 billion pieces of advertising mail in 2003, up from 75.8 billion the year before. Because of faster growth in the total number of U.S. households, advertising mail received per household declined from 13.7 pieces per week in 2002 to 13.2 pieces per week in 2003. Still, advertising mail represented more than half of all mail received by households in 2003.

In PFY 2003, households received 76.2 billion pieces of advertising mail, up from 75.8 billion in PFY 2002.

Table 6.2 shows that First-Class advertising mail accounts for 17.6 billion pieces, or 24 percent, of all advertising mail received by households. Of this First-Class advertising mail, 9.8 billion pieces are advertising only, while the other 7.8 billion pieces are secondary advertising, such as an advertisement enclosed with a bill.

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

About three-fourths of all advertising mail received by households is sent as Standard Mail, a total of 58.6 billion pieces in 2003 or 10.1 pieces per household per week. This represents an increase over 2002 in total Standard Mail received by households, but a decrease in the average number of pieces received per household.

Table 6.2:
Advertising Mail by Mail Classification

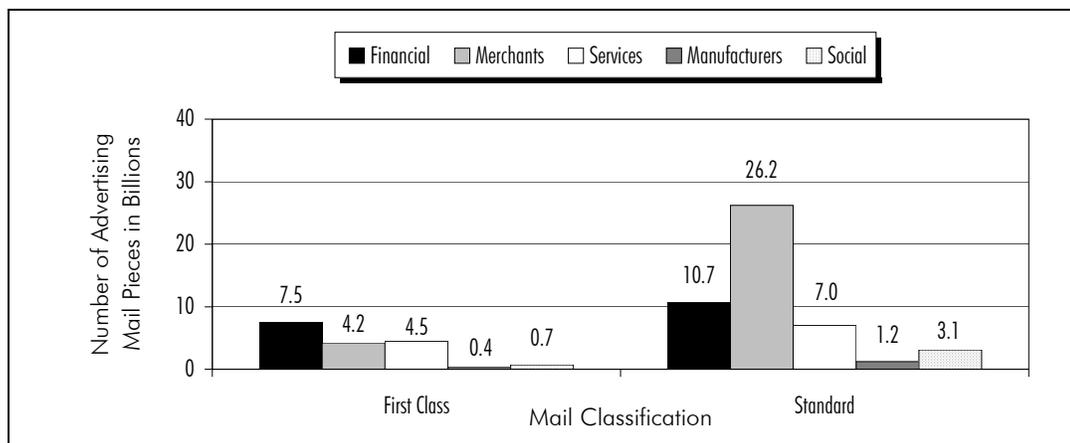
Mail Classification	Volume Totals (Billions)		Pieces per HH per Week		Percent of Total Advertising	
	2002	2003	2002	2003	2002	2003
First-Class Advertising	18.4	17.6	3.3	3.0	25	24
Advertising Only	10.6	9.8	1.9	1.7	14	13
Secondary Advertising	7.8	7.8	1.4	1.4	10	10
Standard Mail	57.4	58.6	10.4	10.1	75	76
Presorted Standard or Bulk Rate	52.3	52.7	9.4	9.1	69	69
Nonprofit	2.6	3.1	0.5	0.5	3	4
Unsolicited Publications	2.2	2.5	0.4	0.4	3	3
Unsolicited Samples (all classes)	0.3	0.4	0.1	0.1	0.4	0.5
Total Advertising	75.8	76.2	13.7	13.2	100%	100%
Unaddressed Mail	6.0	6.8	1.1	1.2	N/A	N/A

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2002 and 2003.

Base: Advertising Mail pieces.

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



Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.
 Base: First-Class and Standard Advertising Mail Pieces excluding Unsolicited Samples.
 Note: Standard Mail includes Bulk Rate and Nonprofit pieces sent by a single organization; Standard does not include unsolicited publications. Counts do not include pieces for which no answer to Sender was given.

Senders of Advertising Mail

Figure 6.2 provides some data on the senders of advertising mail to households. Merchants are the largest senders, mailing 4.2 billion pieces of First-Class advertising and 26.2 billion pieces of Standard advertising.

The 30.4 billion total pieces of advertising mail sent by merchants represents about forty percent of the advertising mail sent to households. Financial firms are the second largest sender of advertising mail, and the largest sender of First-Class advertising.

Advertising Mail and Household Characteristics

As advertising mail is used to sell goods and services, it comes as no surprise that the amount of ad mail received by a household is closely tied to income and education.

Table 6.3 shows the average number of pieces of advertising mail received in 2003 by households with different levels of income and education. With regard to income, households earning under \$35,000 received an average of 10.1 pieces of advertising mail per week. For households with incomes between \$35,000 and \$65,000 of income, ad mail

received increases to 14.1 pieces per week. For households with incomes between \$65,000 and \$100,000 and households with incomes above \$100,000, the average amount of advertising mail received is 17.3 and 22.5 pieces per week, respectively.

Table 6.3 also shows that education plays a key role in the amount of advertising mail received by households; even after accounting for the impact education has on income. For example, among households earning under \$35,000, ad mail received per week increases as the educational status of the household head increases, rising from 9.1 pieces per week for households headed by someone without a high school degree to 12.8 pieces per week for households headed by a college graduate. The pattern is repeated, with a few exceptions, across all the income groups shown, with more ad mail received as the education of the household head increases.

The role that education plays in advertising mail is two-fold. First, direct mail is a written communication and education may play some role in the relative effectiveness of direct mail compared to television or radio advertising. Second, education is not only tied to current household income, but future household income as well. A college graduate who now has a relatively low income may, in a few years, have a much higher income.

Table 6.3:
Ad Mail by Income and Education, PFY 2003
(Pieces per Household per Week)

Household Income (\$000)	Educational Attainment				Total
	Less than High School	High School graduate	Some College or Technical School	College graduate	
Under \$35k	9.1	9.9	10.4	12.8	10.1
\$35k to \$65k	11.2	13.7	13.6	16.8	14.1
\$65k to \$100k	10.9	17.0	17.8	19.9	17.3
Over \$100k	23.1	17.5	20.6	25.3	22.5
Total	10.8	12.6	14.3	18.3	14.3

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Base: Total Advertising Mail (including Unaddressed). Base does not include pieces delivered to households that did not answer the income or education question; Educational attainment is based on the head of household.

Table 6.4 shows that households headed by older people receive more advertising mail than those headed by younger people. For every income group, advertising mail received increases as the age of the head of the household increases. In part, this is because age is correlated with other characteristics like marriage, home ownership, and the presence of children in the household. Moreover, the older a person is, the longer his or her buying history and

the more businesses with which the person has had a relationship that advertising mail can help maintain.

The amount of advertising mail received increases as income, education, and household size increases.

Table 6.4:
Ad Mail by Income and Age, PFY 2003
(Pieces per Household per Week)

Household Income (\$000)	Age Cohort			Total
	Under 34	35 to 54	Over 55	
Under \$35k	8.4	9.6	11.5	10.1
\$35k to \$65k	12.3	14.0	16.1	14.1
\$65k to \$100k	15.1	17.4	19.3	17.3
Over \$100k	17.3	23.1	24.1	22.5
Total	11.8	15.4	14.7	14.3

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Base: Total Advertising Mail (including Unaddressed). Base does not include pieces delivered to households that did not answer the income or age question; Age Cohort is based on the head of household.

Tables 6.5 and 6.6 show advertising mail received increases as the size of the household (Table 6.5) and the number of adults in the household (Table 6.6) increase. Note, however, that most of this increase occurs when the number of adults increases from one to two, indicating a strong impact stemming from the likelihood that the household has two incomes.

For example, a household with one adult received an average of 10.5 pieces of advertising mail per week. With two adults in the household, the average increases to 15.1 pieces per week, but rises only to 16.4 pieces per week when there are three or more adults in the household.

Table 6.5:
Ad Mail by Size of Household

Household Size	Pieces per Household per Week	
	2002	2003
One person	11.5	10.9
Two	15.6	14.8
Three	15.5	14.9
Four	15.4	15.5
Five or more	14.2	14.8

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Years 2002 and 2003.
Base: Total Advertising Mail (including Unaddressed). Base does not include pieces delivered to households that did not answer the household size question.

Table 6.6:
Ad Mail by Number of Adults

Number of Adults	Pieces per Household per Week	
	2002	2003
One adult	11.9	10.5
Two	15.4	15.1
Three or more	16.0	16.4

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.
Base: Total Advertising Mail (including Unaddressed).

Finally, Table 6.7 shows the relation between advertising mail received and Internet access. Despite all the attention paid to online and e-mail advertising, the fact is that households with Internet access receive more advertising mail than those without access.

To a large degree, this reflects other characteristics of the household – Internet access is closely tied to income and education. But it also shows that advertising mail continues to be sent even when other advertising media become available.

Table 6.7:
Ad Mail by Internet Access

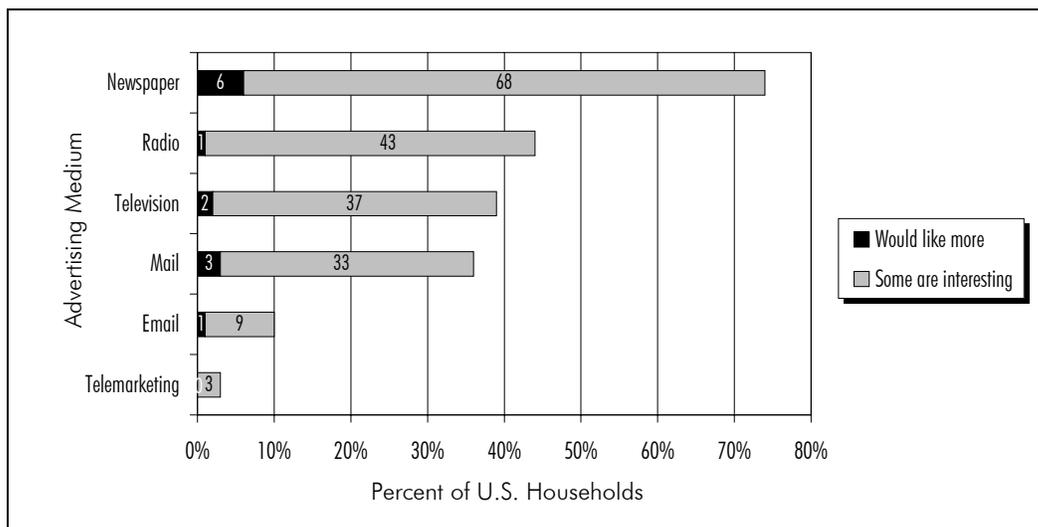
Internet Access	Pieces per Household per Week	
	2002	2003
Yes	16.8	15.9
No	11.3	10.5

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Years 2002 and 2003.
Base: Total Advertising Mail (including Unaddressed). Base does not include pieces delivered to households that did not answer the Internet access question.

Attitudes Toward Advertising

With almost \$250 billion spent in the U.S. on advertising, a figure that does not include the vast sums spent on telemarketing, it is not surprising that few households wish they received more advertising. Yet, many households find some advertising to be interesting. Figure 6.3 shows that some forms of advertising are considered interesting. For example, about one in three households find some direct mail interesting, a figure that is about the same as for television advertising and less than for either radio or newspapers.

Figure 6.3:
Attitudes Toward Advertising by Medium



Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Base: U.S. Households, Postal Fiscal Year 2003 (111.4 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.

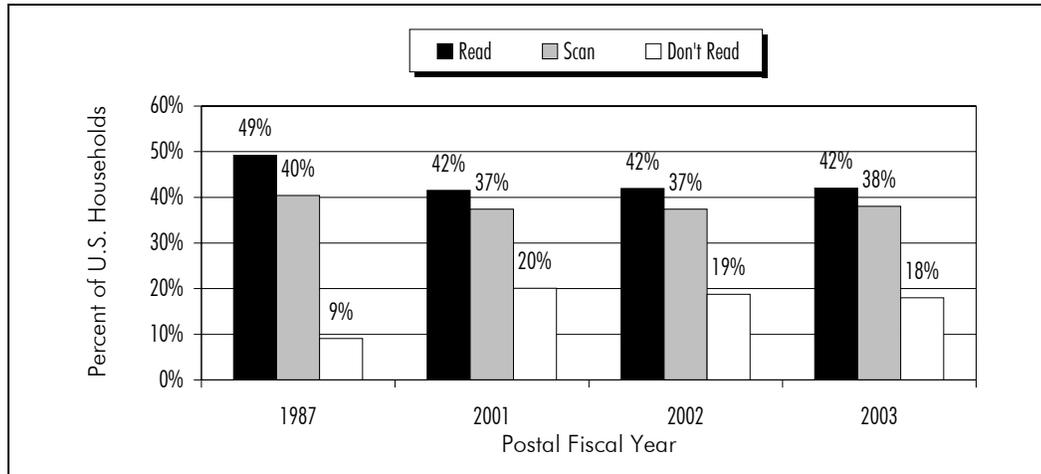
The comparison of direct mail with e-mail advertising and telemarketing is particularly revealing. Unlike newspaper, radio, or television advertising, in which the consumer has chosen to view the media, direct mail, e-mail, and telemarketing are largely unsolicited advertising. Given this, the fact that 33 percent of households find some direct mail advertising interesting is striking when compared with the nine percent and three percent figures for e-mail advertising and telemarketing, respectively.

Whether interesting or not, most households either read or at least scan their advertising mail. Figure 6.4 shows 42 percent of households usually read their advertising mail, while another 38 percent scan the mail. Only eighteen percent of households report that they do not usually read their

advertising mail. This represents an increase from the nine percent who did not usually read advertising mail in 1987, but given the large increase in advertising mail volumes since then, it is clear that more advertising mail is read now than in the past.

Thirty three percent of households find advertising mail interesting, compared to 9 percent for e-mail advertising and 3 percent for telemarketing.

Figure 6.4:
Advertising Mail Behavioral Trends — 1987, 2001, 2002 and 2003

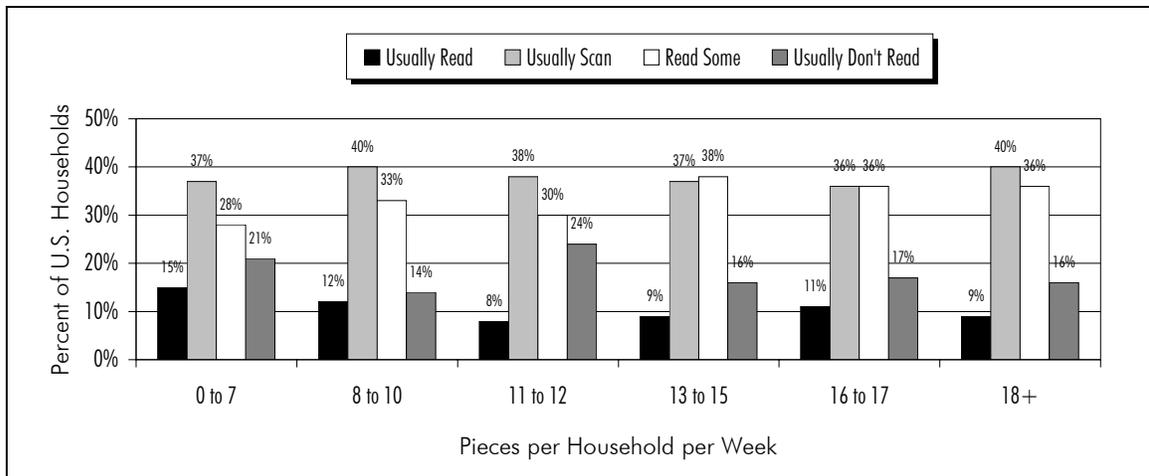


Source: U.S. Postal Service Household Diary Study.
Note: Percentages do not include those who did not provide a response.

Another interesting result is found in Figure 6.5. Household behavior toward advertising mail is largely independent of how much advertising mail the household receives. For example, among households that receive zero to seven pieces of advertising mail per week, 43 percent usually read all or some of the mail and 21 percent usually do not

read any. Among households that receive eighteen or more pieces per week, 45 percent usually read all or some and sixteen percent usually do not read any. Thus, households that receive a lot of advertising mail don't appear to be particularly "turned off" by the high volume.

Figure 6.5:
Treatment of Standard Advertising Mail by Number of Standard Mail Pieces Received per Week



Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.
Base: U.S. Households, Postal Fiscal Year 2003 (111.4 Million).
Note: Sample data based on households that participated in both the recruitment and diary portion of the survey. Number of Standard Mail Pieces excludes Unsolicited Publications or Unsolicited Samples. Total may not sum to 100 due to rounding.

Effectiveness of Advertising Mail

Ultimately, advertisers send direct mail because it works. Household members read it and respond to it. Table 6.8 presents the intended response of households to advertising mail. Households report that they intend to respond to about one in ten pieces of advertising mail, with the intended response to Standard mail being greater than for First-Class advertising (10.5 percent and 8.9 percent of pieces, respectively). The table also shows that households say they may respond to another 17.9 percent of Standard advertising and 9.8 percent of First-Class advertising.

Figure 6.6 presents total number of responses to advertising mail by income. As was seen in Tables 6.3 and 6.4, higher income households receive more advertising mail. Figure 6.6 combines the data on the amount of advertising mail receive by household income with the household's intended response to the mail. The result is the average number of responses per week for each income level. For example, households with incomes above \$100,000, report that they intend to respond to 1.3 pieces of advertising mail per week, and they may respond to

another 1.5 pieces per week. Other high income households also indicate that they will respond to more than one piece of advertising mail per week, as do many of the lower income households.

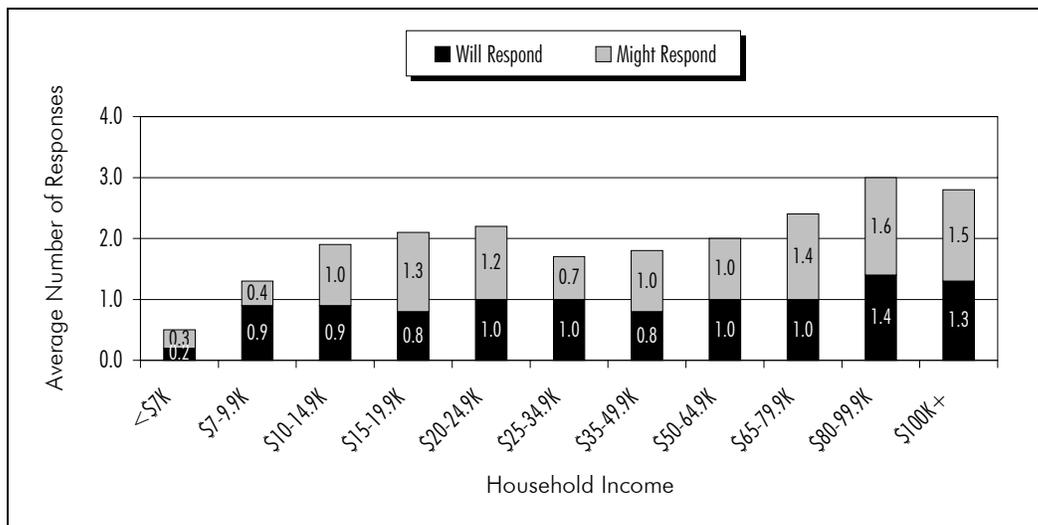
While intended responses are not always the same as actual responses, the data presented in Table 6.8 and Figure 6.6 help explain why direct mail is the number one choice of advertisers in America.

Table 6.8:
Intended Response to Advertising Mail by Class
(Percentage of Pieces)

Response	First-Class	Standard
Yes	8.9	10.5
Maybe	9.8	17.9
No	65.0	59.4
No Answer	16.2	12.2

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.
Base: First-Class and Standard Advertising Mail Pieces. Standard does not include Unsolicited Publications or Unsolicited Samples.

Figure 6.6:
Average Number of Responses by Income



Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Base: U.S. Households, Postal Fiscal Year 2003 (111.4 Million).

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

Chapter 7: Periodicals

Introduction

This chapter presents current data and historical trends in Periodical Mail volumes in the context of population size, household demographics, and readership.

Periodical mail consists of newspapers or magazines regularly sent to households, usually as part of a subscription. This chapter analyzes only periodicals delivered by the Postal Service to households. Newspapers or magazines delivered by a local carrier or purchased at a newsstand or grocery store are not included in Household Diary data. The volumes examined here are only a portion of the total periodicals volume since over a quarter of periodicals are received by nonhouseholds, such as doctors' offices or other businesses.

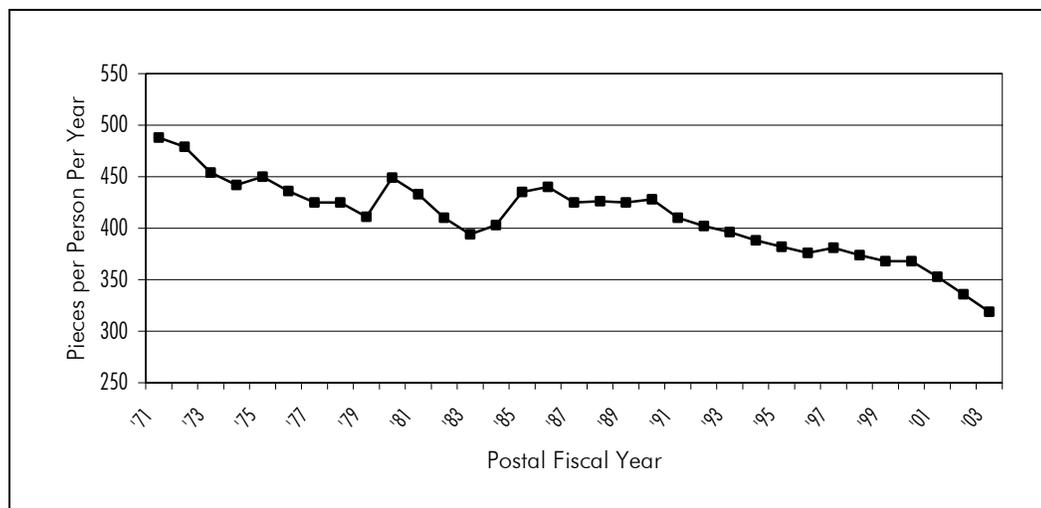
Historically, changes in total Periodical Mail volumes have not kept pace with population growth.

Overview

Total Periodical volumes have not kept up with population growth over time as seen in Figure 7.1. Periodical volumes reached a peak in 1990 at 10.7 billion pieces. Periodical volumes have fallen each year since 1997, except for FY 2000. In FY 2000, periodical volumes were temporarily buoyed by an influx of advertising revenue during the dot.com boom. Since FY 2000, the volume has dropped dramatically.

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

Figure 7.1:
Periodicals Mail Volume per Person – 1971 to 2003
(Annual Pieces per Person)



Source: United States Postal Service, and U.S. Census Bureau.

Advertising's Impact on Periodicals

Table 7.1 shows that in the past several years more periodicals have left the market than have entered. There is a cyclical relationship between entry and exit in the periodicals market. During times of economic expansion, when magazine profits are high, new publications enter the market; whereas during economic downturns, profits decline and publications leave the market. Advertising spending translates into advertising revenue. The key determinant of magazine profitability is advertising revenue. Advertising spending on magazines has been on the decline. This suggests that changes in available advertising revenues alter the profitability of the magazine industry, leading to the entry or exit of publications.

In the past several years, more periodicals have left the market than have entered.

Table 7.1 presents entry and exit of publications from 1998 to 2002. Note the large decline of publications in 2001, the year when advertising spending saw its worst decline on record. Moreover, annual advertising spending and revenue has declined since 2000. The table shows that during

these years more publications left the market than entered the market.

Advertising is a form of business investment. As with other investments, when the economy takes a turn for the worse, advertising tends to slow. By 2000, advertising as a percent of GDP had risen to an historically high level; when the high-tech bubble burst, advertising crashed. In 2001, advertising spending suffered its largest year-over-year decline in history. After nearly two years of economic expansion, overall spending has increased; however magazine advertising spending has not. It is questionable when magazine advertising will increase again.

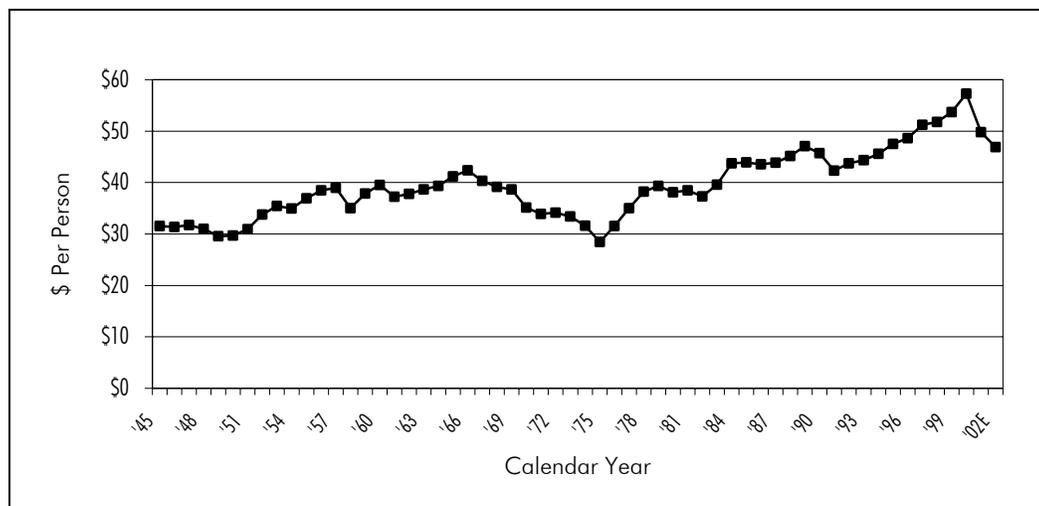
McCann Erickson's barometer of advertising spending is rising and is projected to stay relatively healthy for most of the rest of this decade. In prior times, this would bode well for new magazine launches as opportunities surface to capture new segments. More magazines in circulation generally translates into higher volume for the Postal Service, since, for most titles, the mail remains the primary distribution channel. More recently, however, the Internet has become a strong competitor of hard-copy publications. The Internet provides an alternative channel for news, information, and entertainment. As a consequence, Periodical volumes may be headed towards long-term decline.

Table 7.1:
Entry and Exit of Publications

Calendar Year	Number of Publications	Change from Prior Year	Exits	Entrants
1998	612	-9	42	33
1999	628	16	38	54
2000	618	-10	54	44
2001	559	-59	92	33
2002	552	-7	44	37

Source: Audit Bureau of Circulation.

Figure 7.2:
Real Per Capita Magazine Advertising Spending



Source: McCann Erickson and Census Bureau.

As shown in Figure 7.2, there has been a sharp decline in real per capita magazine advertising spending, although total advertising per capita increased in 2002 and 2003.

In addition to magazines leaving the market, the number of issues is falling as well, as shown in Table 7.2. According to data from the Audit Bureau of Circulation, total magazine subscriptions were flat in calendar year 2002 after experiencing a 4.2 percent decline in 2001. Subscription issues, a

statistic that takes account of the differing number of annual issues of each publication, declined 0.4 percent in 2002 following a decline in 2001. For an industry recognized for its stability, these declines are noteworthy. This is also a concern to the Postal Service because periodicals, in the past, have produced a more reliable revenue stream than other types of mail since subscriptions usually last one year or more.

Table 7.2:
Annual Magazine Subscriptions and Issues

Calendar Year	Subscriptions	Percent Change	Issues	Percent Change
1998	303.3	0.7%	4,586	1.3%
1999	310.1	2.2%	4,650	1.4%
2000	318.7	2.8%	4,723	1.6%
2001	305.3	-4.2%	4,593	-2.7%
2002	305.4	0.0%	4,577	-0.4%

Source: Audit Bureau of Circulation.

Household Periodicals Volume

Table 7.3 shows the breakdown of periodicals received by households in PFY 2003. Seventy-five percent of all periodicals received by households were magazines, a strong increase since 1987, when the share was 59 percent. In 2003, households received an average of about one magazine per week. The most common type of magazine is monthly, accounting for two-thirds of the total magazines.

Newspapers make up 25 percent of total Periodical volumes, down from the 35 percent share in 1987.

The number of newspapers per household each week has declined from 0.6 to 0.3, while magazines have only declined from 1.0 to 0.9 pieces per week.

In 2003, households received an average of about one magazine per week.

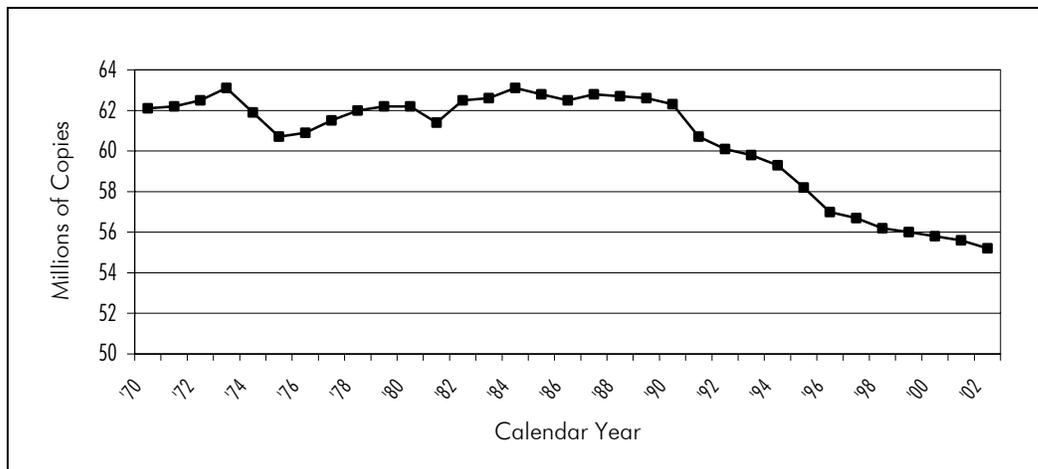
The decline in newspapers that is captured in the Household Diary study mirrors the behavior seen in overall newspaper circulation. As shown in Figure 7.3, newspaper circulation in general has been declining since 1990.

Table 7.3:
Periodical Type by Year
(Pieces per Household per Week)

Periodical Type	1987	2002	2003
Newspapers	0.6	0.3	0.3
Daily	0.2	0.1	0.1
Weekly	0.3	0.2	0.1
Other	0.1	0.1	0.1
Magazines	1.0	0.9	0.9
Weekly	0.3	0.2	0.2
Monthly	0.6	0.6	0.6
Other	0.1	0.1	0.1
Total Periodicals	1.7	1.3	1.2

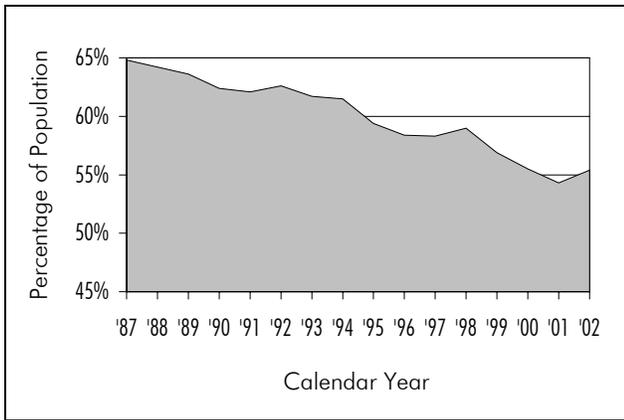
Source: U.S. Postal Service Household Diary Study, Postal Fiscal Years 1987, 2002, and 2003.

Figure 7.3:
Newspaper Circulation



Source: Statistical Abstract of the United States 2003, U.S. Census Bureau.

Figure 7.4:
Daily Newspaper Readership – 1987 to 2002



Source: Newspaper Association of America.
Note: There was a change in methodology in 1998.

Directly contributing to newspaper volume declines are changes in daily readership levels. As shown above in Figure 7.4, the percentage of the population reading newspapers on any given day decreased from 65 percent in 1987 to 55 percent in 2002.

Declining newspaper readership and circulation are not the only contributors to the falling volume of newspapers received by households.

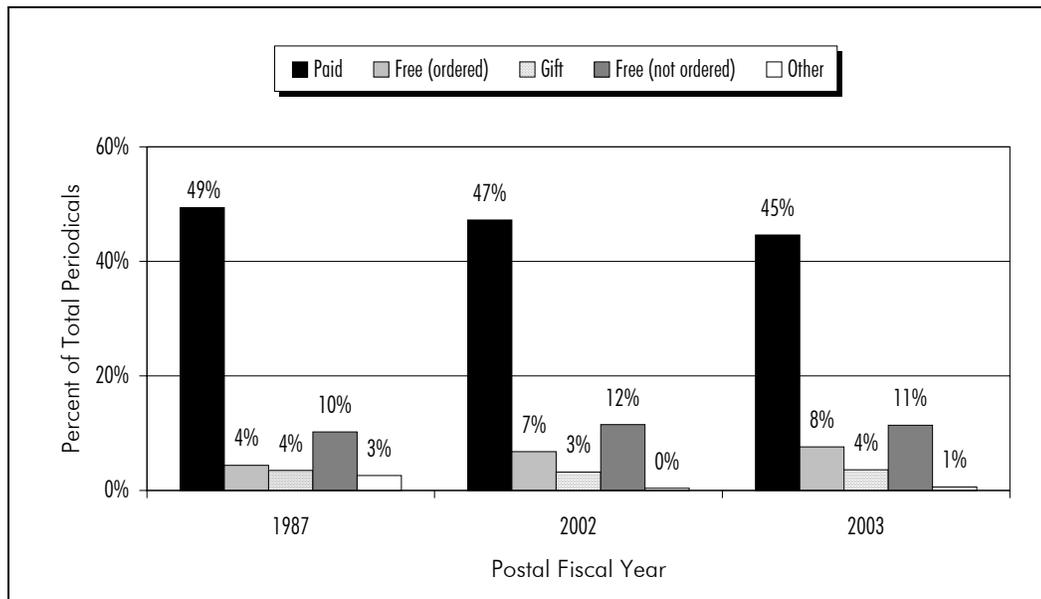
National newspapers, such as the *Wall Street Journal*, *The New York Times*, and *USA Today*, have set up the technology and alternate delivery networks to get their papers to their prime urban and suburban household customers before breakfast. Local printing and distribution and morning delivery mean that these copies no longer move through the mail.

Newspaper circulation in overall has been declining since 1990.

Subscription Type

Figure 7.5 provides an overview of subscription type for PFY 1987, 2002 and 2003. As shown, the distribution of subscription type has remained relatively stable over the fifteen-year period. In 2003, a household member ordered and paid for 45 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 a freestanding order, for example as a prerogative of membership in a professional, fraternal, or religious organization.

Figure 7.5:
Subscription Type by Year



Source: U.S. Postal Service Household Diary Study, Postal Fiscal Years 1987, 2002, and 2003.
Base: Periodicals Received by Households and Nonhouseholds.
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.

Table 7.4:
Periodicals by Sender Type

Sender Type	Pieces per Household per Week	Percent of Periodicals Received by HH
Commercial Organization	0.87	73
Professional Organization	0.12	10
Religious Organization	0.07	6
Educational Organization	0.07	6
Union	0.02	2
Charitable Organization	0.01	1
Veterans Organization	0.01	1
Unclassified	0.03	3
Total	1.19	100%

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

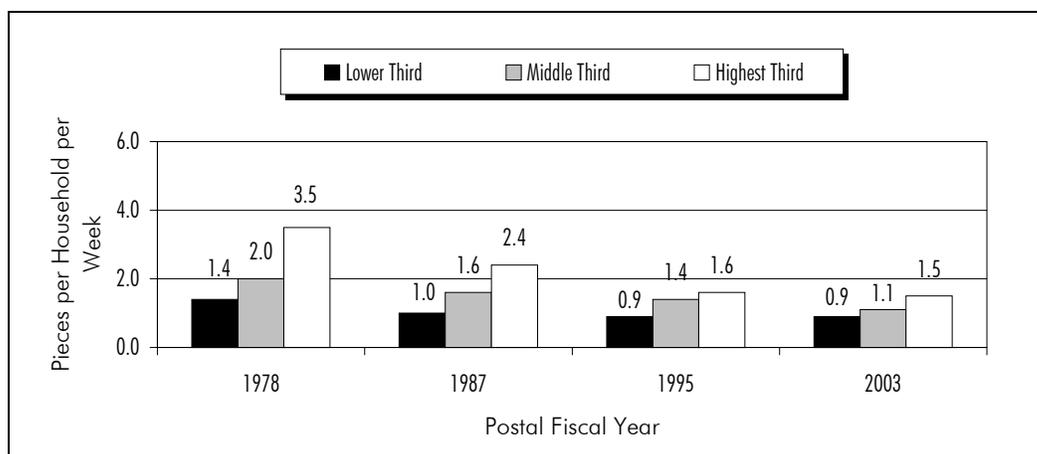
Examining these volumes by sender type shows that commercial organizations, rather than member organizations, send the vast majority of periodicals. Member organizations are professional affiliations, charitable, religious, and veterans organizations, educational groups, and unions. As shown in Table 7.4, all member organizations combined account for 23 percent of total periodicals received by households. Charitable organizations account for only one percent of periodicals received by households.

Trends in Readership

A number of factors influence a household's receipt of periodicals. Several of these variables are demographic, while others are more behavioral in nature. Income, in the past, seemed to influence volume strongly, since periodicals are usually received through a paid subscription.

Typically, higher income households subscribe to more magazines and newspapers. The number of periodicals per household has declined for all income groups, but a new trend has begun to emerge where the decline in pieces per week has been more rapid for high income households, as shown in Figure 7.6.

Figure 7.6:
Number of Periodicals Received Per Week by Households by Income Group



Source: U.S. Postal Service Household Diary Study, Postal Fiscal Years 1978, 1987, 1995, and 2003.

Table 7.5 shows that as income and education increase, Periodical volume tends to increase. Households where the head has a college education receive the most periodicals, averaging 1.5 per week. Similarly, households with incomes over \$100,000 get an average of almost two periodicals per week, more than double what households earning less than \$35,000 receive.

Table 7.6 shows Periodical volume by age and income. Typically, the higher the income and age of the household, the higher the volume of periodicals received. For households whose heads are under 34 and with incomes less than \$35,000, the average is only 0.5 pieces per week. As age and income increase, so does volume. Households with income over \$100,000 and whose heads are over 55 receive the most periodicals.

The number of periodicals received per household has declined for all income groups.

Table 7.5:
Periodicals by Income and Education
(Pieces per Household per Week)

Household Income (\$000)	Educational Attainment				Total
	Less than High School	High School graduate	Some College or Technical School	College graduate	
Under \$35k	.8	.9	1.0	.9	.9
\$35k to \$65k	.9	1.2	1.1	1.3	1.1
\$65k to \$100k	1.0	1.1	1.2	1.5	1.3
Over \$100k	2.1	1.7	1.4	2.1	1.9
Total	.9	1.1	1.1	1.5	1.2

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Table 7.6:
Periodicals by Income and Age
(Pieces per Household per Week)

Household Income (\$000)	Age Cohort			Total
	Under 34	35 to 54	Over 55	
Under \$35k	.5	.8	1.2	.9
\$35k to \$65k	.7	1.1	1.7	1.1
\$65k to \$100k	.9	1.3	1.7	1.3
Over \$100k	1.4	1.9	2.3	1.9
Total	.7	1.2	1.5	1.2

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Table 7.7 shows that Periodical volume declined for most household sizes in 2003. This data combined with the data in Table 7.8 shows that as households increase in size, Periodical volume increases. In

households with two adults, Periodical volume is higher than in households with only one, but the presence of additional adults beyond two has no effect on the receipt of periodicals.

Table 7.7:
Periodicals by Size of Household

Household Size	Pieces per Household per Week	
	2002	2003
One person	1.2	1.0
Two	1.5	1.4
Three	1.2	1.1
Four	1.2	1.1
Five or more	1.2	1.2

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Years 2002 and 2003.

Table 7.8:
Periodicals by Number of Adults in Household

Number of Adults in HH	Pieces per Household per Week	
	2002	2003
One adult	1.1	.9
Two	1.4	1.3
Three or more	1.4	1.3

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Years 2002 and 2003.

Chapter 8: Packages

Introduction

This chapter provides an overview of the delivery services available for packages and the total volume 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. Emerging trends in the business-originating package market are also discussed.

The package delivery market is an important and growing segment of the economy. From PFY 1995 to PFY 2003, package volume grew from 6.6 billion pieces to 7.6 billion pieces, about 1.9 percent per year. Revenues generated by the package market increased from \$35.2 billion in PFY 1995 to \$50.8 billion by PFY 2003, increasing an average of 4.7 percent per year. There are three major segments of the package market, overnight air, two day and three day air, and ground. The Postal Service is a major player in the two-day and three-day air segment but provides services in all the segments.

**From PFY 1995 to PFY 2003,
package volume grew from
6.6 billion pieces to 7.6 billion pieces**

The Household Diary Study collects data on package volumes received and sent by households along with characteristics including class of mail, type of sender, contents, and use of special services. In face of the changing trends in the package delivery market, driven by technology, competition, and consumer preferences, it is especially important to examine the packages received by households.

Overview of Trends

The package delivery market is served by many carriers. United Parcel Service (UPS), Federal Express (FedEx), the United States Postal Service, Airborne, and DHL are the larger players in the market. The overnight air segment consists of next day service for the commercial carriers and Express Mail for the Postal Service. The two-day and three-day air segment consists of the second day and

deferred air services for the commercial carriers, and First-Class Mail and Priority Mail. Commercial carriers' ground services and the Postal Service's Packages Services form the ground segment of the packages market. Package Services includes Parcel Post, Parcel Select, Bound Printed Matter, Media Mail (a special category for books, film, printed music, test materials, manuscripts, sound recordings, and computer-readable media), and Library Mail.

Some commercial carriers provide basic insurance, real time tracking, and delivery and signature confirmation as part of their service, with services such as additional insurance and Saturday delivery as add-on options for a fee. The Postal Service offers Saturday delivery at no extra charge, and optional services that include special handling, insurance, collect on delivery (COD), registered mail, certificate of mailing, delivery confirmation, and signature confirmation. Tracking of Express Mail is provided free of charge, as is delivery confirmation of Priority Mail, if tendered via the Internet.

Table 8.1 shows the volume and the growth rates of the three segments of the package delivery market. The overnight air and two-day and three-day air segments exhibited strong growth from 1996 to 1998. The ground volume increased by less than one percent in 1996 and 1997, and showed only a moderate growth of 3.8 percent in 1998. In 1999, the growth in the two-day and three-day air segment slowed down, partly due to introduction of time guaranteed ground service by UPS. By 2000, the year with the largest total package volume, the growth in the ground volume had overtaken the growth in the air segment volume. The recession in 2001 led to declines in all segments of the package market, with the largest effect in the two-day and three-day air segment as customers shifted to time guaranteed ground service in the face of hard economic times. The slow recovery in 2002 continued to adversely affect the package market. The overnight segment turned slightly positive in 2003. The ground segment of the parcel market gained volume in 2003 at the expense of the two-day and three-day air segment. The overall package market gained a small amount of volume in 2003.

Table 8.1:
Total Package Market Volume Growth
(Units in Millions)

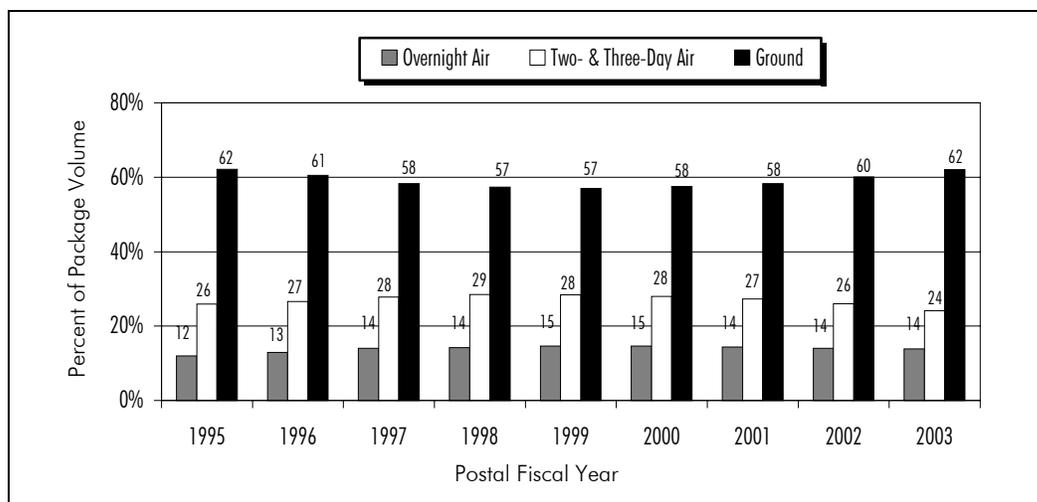
Postal Fiscal Year (PFY)	Overnight Air		Two- & Three-Day Air		Ground		Total	
	Volume	Percent Growth	Volume	Percent Growth	Volume	Percent Growth	Volume	Percent Growth
1996	877	11.5%	1,804	5.8%	4,114	0.7%	6,795	3.3%
1997	985	12.3%	1,962	8.7%	4,112	-0.1%	7,058	3.9%
1998	1,058	7.4%	2,123	8.2%	4,266	3.8%	7,447	5.5%
1999	1,115	5.4%	2,161	1.8%	4,335	1.6%	7,611	2.2%
2000	1,160	4.0%	2,225	3.0%	4,571	5.4%	7,956	4.5%
2001	1,126	-2.9%	2,135	-4.1%	4,555	-0.4%	7,815	-1.8%
2002	1,063	-5.6%	1,980	-7.3%	4,578	0.5%	7,621	-2.5%
2003	1,065	0.2%	1,842	-7.0%	4,738	3.5%	7,644	0.3%

Source: UPS, FedEx and U.S. Postal Service data, Colography Group.

The ground segment enjoys the lion's share of the total package market as shown in Figure 8.1 below. The ground segment share fell through 1999, and has been slowly increasing since 2000; while the share of the two-day and three-day air segment has

been declining due to customers shifting to ground service, as both UPS and FedEx provide day guaranteed ground service. The ground segment share of the total package market in 2003 has recovered to the level of 1995.

Figure 8.1:
Package Delivery Market Segment Share



Source: UPS, FedEx and U.S. Postal Service data, Colography Group.

The Postal Service's share in the overnight air segment declined from seven percent in 1995 to five percent in 2003. The Postal Service commands a major share in the two-day and three-day air segment. However, the Postal Service's share has been declining from 76 percent in 1995 to 71 percent in 2003. The Postal Service has been able to hold its share in the ground segment at around 31 percent. Table 8.2 shows the Postal Service's market shares from 1995 to 2003.

Table 8.2:
Postal Service's Volume Market Share

Postal Fiscal Year (PFY)	Overnight Air	Two- & Three-Day Air	Ground
1995	7%	76%	29%
1996	7%	76%	29%
1997	6%	77%	30%
1998	6%	76%	31%
1999	6%	76%	31%
2000	6%	75%	31%
2001	6%	75%	31%
2002	6%	74%	31%
2003	5%	71%	31%

Source: UPS, FedEx and U.S. Postal Service data, Colography Group.

Package Statistics by Market Segment

Tables 8.3 through 8.5 provide the average revenue and average weight for packages by carriers and segments. In the overnight air segment, FedEx is the major player with 44 percent, followed by UPS at 28 percent. Express Mail's share is only five percent. On average, UPS carries the heaviest packages.

The Postal Service has the largest share in the two-day and three-day air segment at 71 percent. FedEx and UPS each have 12 percent share. However, the average Priority Mail parcel weighs less than one and one-half pounds, and generates only \$3.95 revenue. Both FedEx and UPS carry much heavier packages that generate more than twice the average revenue of Priority Mail.

The ground package segment is dominated by UPS. Package Services and Standard Mail packages constitute 31 percent of the ground segment. FedEx has a small but growing share in the ground segment. As in the air segment, both FedEx and UPS deliver heavier packages with higher average revenue than the Postal Service.

Table 8.3:
PFY 2003 Overnight Air Segment Share and Package Statistics

	Market Share (Volume)	Average Revenue per Piece	Weight per Piece (Pounds)
FedEx	44%	\$15.17	6.2
UPS	28%	\$18.64	7.4
Express Mail	5%	\$15.88	1.0
Other	23%	\$11.87	4.2

Source: UPS, FedEx and U.S. Postal Service data, Colography Group.

Table 8.4:
PFY 2003 Two- and Three-Day Air Segment Share and Package Statistics

	Market Share (Volume)	Average Revenue per Piece	Weight per Piece (Pounds)
FedEx	12%	\$11.00	9.0
UPS	12%	\$12.80	9.4
First-Class & Priority Mail	71%	\$3.95	1.4
Other	4%	\$8.79	6.2

Source: UPS, FedEx and U.S. Postal Service data, Colography Group.

Table 8.5:
PFY 2003 Ground Segment Share and Package Statistics

	Market Share (Volume)	Average Revenue per Piece	Weight per Piece (Pounds)
FedEx	12%	\$6.32	14.4
UPS	54%	\$6.32	11.9
Package Services & Standard Mail	31%	\$1.64	2.6
Other	4%	\$6.13	6.8

Source: UPS, FedEx and U.S. Postal Service data, Colography Group.

Figure 8.2a:
PFY 2003 Total Package Market

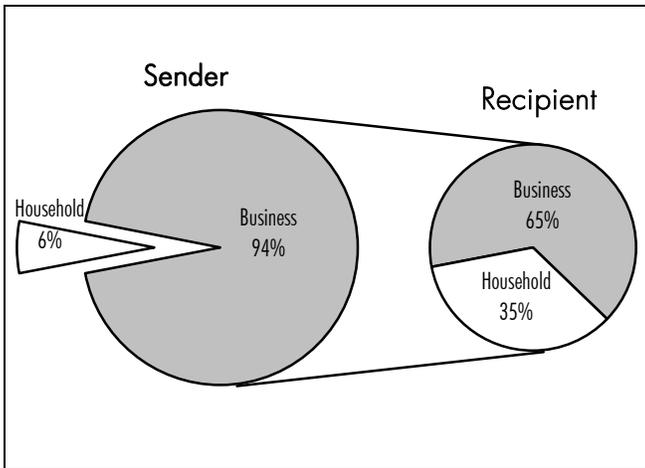


Figure 8.2b:
PFY 2003 Postal Service Package Market

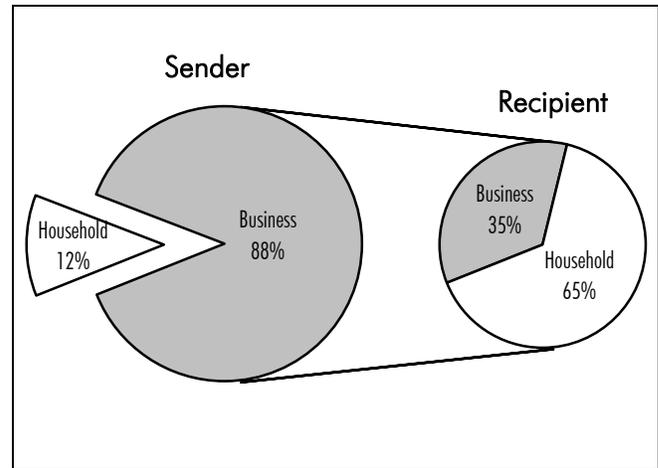
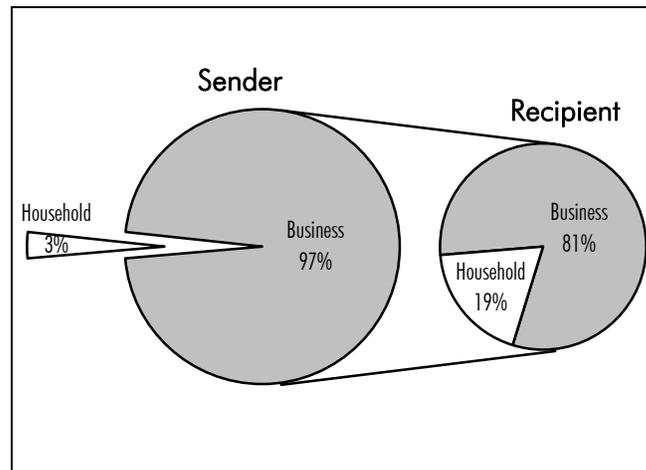


Figure 8.2c:
PFY 2003 Package Market Excluding the Postal Service



Source: UPS, FedEx and U.S. Postal Service data, Colography Group.

The major senders, as well as receivers, of packages are businesses. In PFY 2003, about 94 percent of all air and ground packages originated from businesses. Businesses received about 65 percent of packages sent by businesses, while households received 35 percent of the business originating volume (Figure 8.2a). The Postal Service's business originating volume share is 88 percent of its total package volume, compared to its competitors' business originating volume share of 97 percent.

However, the delivery share of business versus nonbusiness package volume originating from businesses is vastly different between the Postal Service and its competitors. As shown in Figure 8.2b, the majority of the Postal Service's business originating volume, about 65 percent, is sent to residences, while 35 percent is sent to businesses. Compared to this the combined competitors' business originating volume is mostly sent to businesses, 81 percent, while only a small portion, 19 percent, is sent to households (Figure 8.2c).

Trends in Postal Service Package Delivery Services

Compared to other mail, like letters and flats, the number of packages captured in the Household Diary Study is small, partly due to the smaller number of packages delivered by the Postal Service. The interpretation of the results should be conducted with this in mind. Households, overall, sent fewer packages in 2003 than in 2002. Households' use of First-Class Mail and Priority Mail increased in 2003, after declining in 2002. Households increased their use of Package Services, which doubled between PFY 2001 and PFY 2002.

Sent and Received Packages

Postal Service package volume declined again in PFY 2003, after also declining in PFY 2002. According to the HDS, households received two billion packages in PFY 2002 and sent 414 million packages, as seen in Table 8.6. First-Class and Priority Mail packages sent by households increased slightly in PFY 2003. However, First-Class and Priority Mail packages received by households declined by almost twenty percent in PFY 2003. Priority Mail volume has been declining for the last three years, reflecting several major events: the economic downturn beginning in March 2001, the substantial price increases in 2001 and 2002; and

the terrorist attack of September 11, 2001. Competitive pressure in this market is also increasing. The gains in Package Services due to shifts by commercial mailers who use consolidators to take advantage of Postal Service discounts for packages entered near delivery points seem to be holding for now.

In PFY 2003, about 94 percent of all packages originated from businesses.

Table 8.6 presents packages delivered by the U.S. Postal Service that are sent and received by households, broken down by mail classification. Households sent 64 million (16 percent) fewer packages in PFY 2003 than in PFY 2002. In PFY 2003, households used First-Class and Priority Mail to send 55 percent of packages, compared to 41 percent in PFY 2002. Household received 108 million fewer packages in PFY 2003 than in PFY 2002, with the largest decline in First-Class and Priority Mail. First-Class Mail and Priority Mail packages' share declined from 32 percent in PFY 2002 to 29 percent in PFY 2003. Households receive more packages via Standard Mail than other classifications. The share of Standard Mail package increased to around 45 percent in PFY 2003.

Table 8.6:
Postal Service Sent and Received Packages, PFY 2002 and PFY 2003
(Units in Millions)

Mail Classification	2002				2003			
	Sent		Received		Sent		Received	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
First-Class and Priority	168	41%	601	30%	192	55%	491	25%
Standard Mail	--	--	800	40%	--	--	886	45%
Package Services	161	39%	478	24%	112	32%	523	26%
Foreign Packages	21	5%	18	1%	11	3%	28	1%
Unclassified	63	15%	93	5%	36	10%	54	3%
Total Packages	414	100%	1,990	100%	350	100%	1,982	100%

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Years 2002 and 2003.

Base: Packages Sent and Received by Households and Delivered by U.S. Postal Service (excluding Expedited).

Table 8.7:
Contents of Postal Service Sent and Received Packages, PFY 2002 and 2003

Contents	2002				2003			
	Sent		Received		Sent		Received	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Books	88	21	300	15	63	18	281	14
Clothing	66	16	129	7	105	30	228	12
Computer Hard- and Software	3	1	220	11	18	5	224	11
Pharmaceuticals/Contacts	9	2	182	9	4	1	215	11
Music/Video	58	14	155	8	40	11	161	8
Checkbooks	2	1	120	6	0	0	121	6
Food Products	28	7	73	4	15	4	71	4
Toys	33	8	48	2	31	9	68	3
Electronic Equipment	17	4	36	2	11	3	59	3
Travel Products and Information	2	0	31	2	8	2	26	1
Sporting Goods	4	1	17	1	5	1	13	1
Footwear/Shoes	6	1	12	1	3	1	15	1
Telecommunications	1	0	0	0	10	3	2	0
Other Contents	130	32	546	27	97	28	425	21
Total Packages	414	--	1,990	--	350	--	1,982	--

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Years 2002 and 2003.

Base: Packages Sent and Received by Households and Delivered by U.S. Postal Service (excluding Expedited).

Note: The percentages do not equal 100 because more than one response can be given for each package.

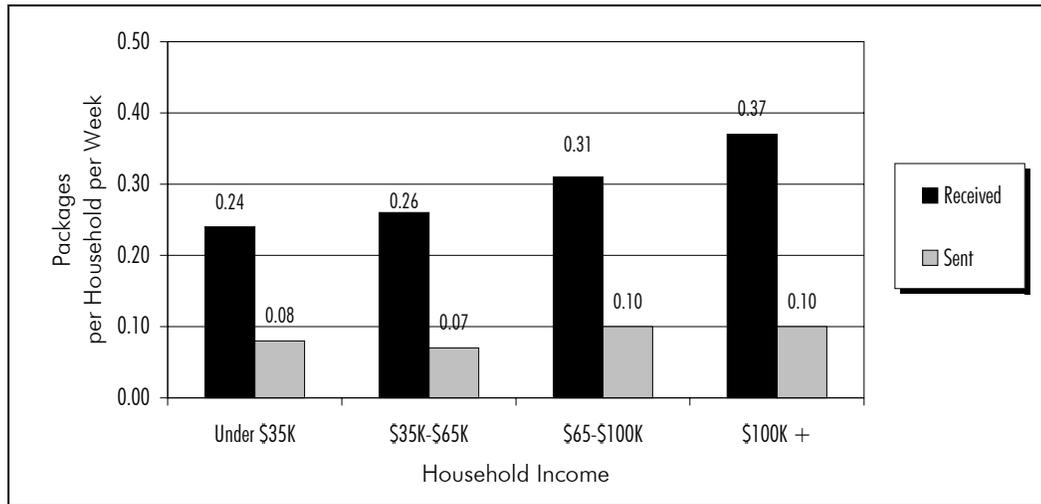
Packages received by households most frequently contain books, followed by computer hardware and software, pharmaceuticals, and clothing; but the ranking has changed from year to year. Table 8.7 shows the contents of packages sent and received in PFY 2002 and PFY 2003. In PFY 2003, fourteen percent of the packages received by households contained books. Clothing was in twelve percent of the packages received. Computer hardware and software, and pharmaceuticals each accounted for ten percent of packages received. Of the total packages sent by households in PFY 2003, thirty

percent contained clothing, eighteen percent had books, and eleven percent had music or videos.

According to the HDS, affluent households sent and received more packages than their less affluent counterparts in PFY 2003, as shown in Figure 8.3.

Households headed by younger people receive fewer packages than those with older heads, as shown in Table 8.8. However, when it comes to sending packages, younger households send more packages than older households, as shown in Tables 8.9.

Figure 8.3:
Postal Service Sent and Received Packages by Household Income, PFY 2003
(Packages per Household per Week)



Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.
Base: Packages Sent and Received by Households and Delivered by U.S. Postal Service (including Expedited).

Table 8.8:
Postal Service Received Packages by Income and Age, PFY 2003
(Packages per Household per Week)

Household Income (\$000)	Age Cohort			Total
	Under 34	35 to 54	Over 55	
Under \$35k	.38	.35	.37	.37
\$35k to \$65k	.31	.40	.45	.40
\$65k to \$100k	.35	.46	.51	.45
Over \$100k	.38	.46	.70	.51
Total	.34	.43	.42	.40

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.
Base: Packages Sent and Received by Households and Delivered by U.S. Postal Service (including Expedited).

Table 8.9:
Postal Service Sent Packages by Income and Age, PFY 2003
(Packages per Household per Week)

Household Income (\$000)	Age Cohort			Total
	Under 34	35 to 54	Over 55	
Under \$35k	.14	.05	.05	.08
\$35k to \$65k	.05	.08	.06	.07
\$65k to \$100k	.08	.08	.13	.10
Over \$100k	.11	.09	.09	.10
Total	.10	.08	.07	.08

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.
Base: Packages Sent and Received by Households and Delivered by U.S. Postal Service (including Expedited).

The Household Diary Study indicates that households whose heads have college degrees tend to receive and send more packages on average than

households with lower educational attainment. These results are shown in Tables 8.10 and 8.11.

Table 8.10:
Postal Service Received Packages by Income and Education, PFY 2003
(Packages per Household per Week)

Household Income (\$000)	Educational Attainment				Total
	Less than High School	High School graduate	Some College or Technical School	College graduate	
Under \$35k	.43	.33	.35	.35	.37
\$35k to \$65k	.29	.32	.47	.43	.40
\$65k to \$100k	.31	.38	.45	.50	.45
Over \$100k	.43	.68	.37	.51	.51
Total	.39	.36	.40	.47	.40

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Base: Packages Sent and Received by Households and Delivered by U.S. Postal Service (including Expedited).

Table 8.11:
Postal Service Sent Packages by Income and Education, PFY 2003
(Packages per Household per Week)

Household Income (\$000)	Educational Attainment				Total
	Less than High School	High School graduate	Some College or Technical School	College graduate	
Under \$35k	.12	.04	.07	.10	.08
\$35k to \$65k	.02	.06	.08	.08	.07
\$65k to \$100k	.09	.06	.07	.13	.10
Over \$100k	.00	.09	.04	.11	.10
Total	.08	.06	.08	.12	.08

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Base: Packages Sent and Received by Households and Delivered by U.S. Postal Service (including Expedited).

The HDS does not show a clear relationship between packages received and size of household. Households with more members receive more packages, but larger households do not send more packages, as shown in tables 8.12 and 8.13.

Table 8.13 shows a declining relationship between the number of packages sent and household size. This is probably due to the small sample size and may not be reflective of the true relationship between number of packages sent and household size.

In PFY 2002 and PFY 2003, households with access to the Internet sent and received more packages than households without Internet access.

Access to the Internet seems to play an important part in determining the number of packages sent and received by households. Tables 8.14 and 8.15 show the packages sent and received by households with access to the Internet and households without. In PFY 2002 and PFY 2003, households with access to the Internet sent and received more packages than households without Internet access.

Table 8.12:
Postal Service Received Packages by Size of Household, PFY 2003

Household Size	Packages per HH per Week	
	2002	2003
One person	.33	.26
Two	.49	.43
Three	.43	.40
Four	.35	.46
Five or more	.49	.39

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Years 2002 and 2003.
Base: Packages Sent and Received by Households and Delivered by U.S. Postal Service (including Expedited).

Table 8.13:
Postal Service Sent Packages by Size of Household, PFY 2003

Household Size	Packages per HH per Week	
	2002	2003
One person	.08	.10
Two	.10	.08
Three	.14	.08
Four	.05	.07
Five or more	.13	.06

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Years 2002 and 2003.
Base: Packages Sent and Received by Households and Delivered by U.S. Postal Service (including Expedited).

Table 8.14:
Received Packages by Household Internet Access

Internet Access	Packages per HH per Week	
	2002	2003
Yes	.48	.45
No	.34	.28

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Years 2002 and 2003.
Base: Packages Sent and Received by Households and Delivered by U.S. Postal Service (including Expedited).

Table 8.15:
Sent Packages by Household Internet Access

Internet Access	Packages per HH per Week	
	2002	2003
Yes	.11	.09
No	.07	.05

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Years 2002 and 2003.
Base: Packages Sent and Received by Households and Delivered by U.S. Postal Service (including Expedited).

Chapter 9: Methodology

Study Design and Methodology

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

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.

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 number 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 thirty largest metropolitan areas in the United States, defined by population, according to Census 2000 100 percent counts.
- 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. Sample was released in a manner designed to recruit equal sample sizes for each diary week, resulting in a sample file of at least 5,200 households. Table 9.1 below shows the distribution of recruited and completed households.

Table 9.1:
Sample by Postal Quarter

Quarter	Required Sample	Recruited Households	Completed Households
Quarter 1	1,200	1,930	1,101
Quarter 2	1,200	2,476	1,551
Quarter 3	1,200	2,099	1,340
Quarter 4	1,600	2,430	1,652
Total	5,200	8,935	5,644

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

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 8,935 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 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 sent in a particular time period.

- **Use of postal services.** The use of post offices, post office boxes, and private mailing services was explored.
- **Communication with non-U.S. 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 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 2003 study (defined as the proportion of respondents who completed the diary portion relative to all recruitment respondents) was 63.2 percent. This represents an increase from the 56.6 percent of recruitment respondents who completed a diary in 2002. 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 included a Certificate of Appreciation, Diary Instrument, Instruction Booklet, and a photo-based “Quick Start” sheet. The Instruction Booklet provided information about the study, answers to frequently asked questions, instructions for filling out the diary, guidelines for sorting mail, and examples of mail markings.

The diary instrument was comprised of two parts:

- 1) The Question Booklet with color-coded Question sheets by mail classification (e.g. First-Class Mail received, First-Class Mail sent, Standard / Bulk Rate, 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.
- 2) 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 8,935 households recruited to receive a diary package, 5,644 actually returned acceptable completed diaries (defined as containing data suitable for analysis) to NuStats for a completion rate of 63.2 percent.

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. 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 all developed in SAS-PC.

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 used 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 reports having Internet access. Customized checks were also used 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, or 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), 2003

Table 9.2:
Annual Household Income by Recruitment / Retrieval Status

Annual Household Income	Recruited Households		Total	Sample Percent	Population Percent
	Retrieved	Not Retrieved			
Under \$7,000	47	62	109	1.0	5.3
\$7,000 - \$9,999	78	65	143	1.7	3.8
\$10,000 - \$14,999	189	194	383	4.1	7.0
\$15,000 - \$19,999	249	182	431	5.3	6.5
\$20,000 - \$24,999	285	184	469	6.1	6.7
\$25,000 - \$34,999	524	256	780	11.2	12.3
\$35,000 - \$49,999	677	393	1,070	14.5	15.1
\$50,000 - \$64,999	817	347	1,164	17.5	12.1
\$65,000 - \$79,999	734	304	1,038	15.7	9.1
\$80,000 - \$99,999	455	238	693	9.8	8.1
\$100,000 or more	609	335	944	13.1	14.2
Don't Know	105	100	205	N/A	N/A
Refused	875	631	1,506	N/A	N/A
Total	5,644	3,291	8,935	100%	100%

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Note: Sample Percent based only on retrieved households that provided a response to the Household Income question. Population percent based on U.S. Census Bureau, Current Population Survey Annual Demographic File (March 2003).

Table 9.3:
Number of Adults in Household by Recruitment / Retrieval Status

Number of Adults in Household	Recruited Households		Total	Sample Percent	Population Percent
	Retrieved	Not Retrieved			
One	1,197	794	1,991	21.2	32.6
Two	3,606	1,789	5,395	63.9	53.2
Three	638	482	1,120	11.3	10.3
Four	176	168	344	3.1	3.0
Five or More	27	58	85	0.5	0.9
Total	5,644	3,291	8,935	100%	100%

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Note: Sample Percent based only on retrieved households. Population percent based on U.S. Census Bureau, Current Population Survey Annual Demographic File (March 2003).

Table 9.4:
Geographic Region by Recruitment / Retrieval Status

Geographic Region	Recruited Households		Total	Sample Percent	Population Percent
	Retrieved	Not Retrieved			
Northeast	1,045	622	1,667	18.5	19.2
Midwest	1,656	730	2,386	29.3	23.4
South	1,877	1,301	3,178	33.3	36.0
West	1,066	638	1,704	18.9	21.3
Total	5,644	3,291	8,935	100%	100%

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Note: Sample Percent based only on retrieved households. Population percent based on U.S. Census Bureau, Census 2000, Summary File 3, Table H6 (Occupied Housing Units).

Table 9.5:
Urban / Rural Location by Recruitment / Retrieval Status

Urban / Rural Location	Recruited Households		Total	Sample Percent	Population Percent
	Retrieved	Not Retrieved			
30 Largest Metro Areas	2,792	1,652	4,444	49.5	48.7
Other Metro Areas	1,596	959	2,555	28.3	29.9
Non-Metropolitan Areas	1,256	680	1,936	22.3	21.4
Total	5,644	3,291	8,935	100%	100%

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Note: Sample Percent based only on retrieved households. Population percent based on U.S. Census Bureau, Census 2000; Strata based on Metro Area Classification by County.

Table 9.6:
Age of Head of Household by Recruitment / Retrieval Status

Age of Head of Household	Recruited Households		Total	Sample Percent	Population Percent
	Retrieved	Not Retrieved			
18 - 24	105	126	231	1.9	5.8
25 - 44	1,747	1,145	2,892	31.1	38.8
45 - 64	2,326	1,178	3,504	41.4	35.0
65+	1,442	811	2,253	25.7	20.4
Refused	24	31	55	N/A	N/A
Total	5,644	3,291	8,935	100%	100%

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Base: Households where the head of household is 18 years or older (111.2 Million).

Note: Sample Percent based only on retrieved households. Population percent based on U.S. Census Bureau, Current Population Survey Annual Demographic File (March 2003).

Table 9.7:
Educational Attainment of Head of Household by Recruitment / Retrieval Status

Educational Attainment of Head of Household	Recruited Households		Total	Sample Percent	Population Percent
	Retrieved	Not Retrieved			
8th grade or less	77	112	189	1.4	6.2
Some high school	235	286	521	4.2	9.2
High school graduate	1,562	1,063	2,625	27.9	30.6
Some college	1,162	662	1,824	20.8	18.7
Technical school graduate	173	74	247	3.1	8.0
College graduate	1,551	707	2,258	27.7	17.9
Postgraduate work	838	302	1,140	15.0	9.5
Refused	46	85	131	N/A	N/A
Total	5,644	3,291	8,935	100%	100%

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Base: Households where the head of household is 18 years or older (111.2 Million).

Note: Sample Percent based only on retrieved households. Population percent based on U.S. Census Bureau, Current Population Survey Annual Demographic File (March 2003).

Data Weighting and Expansion

The PFY 2003 HDS uses 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 2003 Household Diary Study.

Weighting Procedures – PFY 2003 Recruitment

Sampling weights were produced separately for the households that participated in the recruitment phase of the PFY 2003 HDS, and those that completed and returned a diary. There were two main weighting variables: Geography and Education. PFY 2003 recruitment geographic weights were derived from sample households' strata and region:

Strata: As mentioned previously, there are three strata. A household was classified within strata as residing in the top 30 metropolitan areas nationwide, any other metropolitan area, or a non-metropolitan area⁵. Table 9.8 provides unweighted sample counts from PFY 2003 recruitment data for strata:

Table 9.8:
HDS 2003 Recruitment Data: Urban / Rural Location

Urban / Rural Location	Household	Percent	Cumulative Percent
30 Largest Metro Areas	4,444	50	50
Other Metro Areas	2,555	29	79
Non-Metro Counties	1,936	22	100%
Total	8,935	100%	

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

⁵ Metropolitan area is defined within the sample according to the official definition used 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:	
Northeast:	Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.
Midwest:	Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.
South:	Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.
West:	Arizona, Alaska, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming.

Table 9.9:
HDS 2003 Recruitment Data: Geographic Region

Geographic Region	Households	Percent	Cumulative Percent
Northeast	1,667	19	19
Midwest	2,386	27	45
South	3,178	36	81
West	1,704	19	100%
Total	8,935	100%	

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Strata/Regions: Table 9.10 indicates the distribution of households from the PFY 2003 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 9.10 shows, each county was grouped according to its location within these twelve mutually exclusive and collectively 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 9.11.

Table 9.10:
Distribution of Households within Strata and Region

Geographic Region	Stratum (Urban / Rural Location)			Total
	30 Largest Metro Areas	Other Metro Areas	Non-Metro Areas	
Northeast	1,121	329	217	1,667
Midwest	1,136	591	659	2,386
South	1,158	1,264	756	3,178
West	1,029	371	304	1,704
Total	4,444	2,555	1,936	8,935

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Table 9.11:
HDS 2003 Recruitment Data: Construction of Geographic Weight

Stratum	Geographic Region	Households (Population)	Percent	Households (Sample)	Percent	Weight
30 Largest Metro Areas	Northeast	13,512,686	13	1,121	13	1.02
	Midwest	11,317,737	11	1,136	13	0.84
	South	12,488,134	12	1,158	13	0.91
	West	14,020,576	13	1,029	12	1.15
Other Metro Areas	Northeast	4,134,396	4	329	4	1.06
	Midwest	6,617,353	6	591	7	0.95
	South	15,769,481	15	1,264	14	1.06
	West	5,061,183	5	371	4	1.16
Non-Metro Areas	Northeast	2,638,540	3	217	2	1.03
	Midwest	6,799,442	6	659	7	0.87
	South	9,757,599	9	756	8	1.09
	West	3,362,974	3	304	3	0.94
Totals		105,480,101	100%	8,935	100%	1.00

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Note: Population percent based on U.S. Census Bureau, Census 2000, Summary File 1.

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 2003. 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 131 such cases in 2003; mean levels of educational attainment were based on geography (strata and regions), as well as age and income level, if provided.

Table 9.12:
HDS 2003 Recruitment Data: Construction of Educational Attainment Weight

Educational Attainment	Households (Population)	Percent	Households (Sample)	Percent	Weight
8 th Grade or Less	6,906,413	6	189	2	2.93
Some high school	10,398,619	9	521	6	1.60
High school graduate	34,035,769	31	2,625	29	1.04
Some college	20,784,469	19	1,886	21	0.88
Technical school graduate	8,876,079	8	316	4	2.25
College graduate	19,855,331	18	2,258	25	0.71
Post graduate work	10,525,023	9	1,140	13	0.74
Totals	111,381,703	100%	8,935	100%	1.00

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.

Base: Households where the head of household is 18 years or older (111.2 Million).

Note: Sample Percent based only on retrieved households. Population percent based on U.S. Census Bureau, Current Population Survey Annual Demographic File (March 2003).

Weighting Procedures – PFY 2003 Diary Data

As mentioned above, 8,935 households participated in the recruitment phase of the PFY 2003 HDS, while 5,644 households completed usable diaries. Balancing weights for the PFY 2003 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 over 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 111.4 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

$$111,381,703 / 5,644 = 19,734.53$$

Component Weight:

$$w = \frac{Ps / Pt}{Ss / St}, \text{ Where } Ps = \text{population count in cohort and}$$

Pt = total population count; Ss = sample count in cohort and St = 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 2003 HDS sample data and mailing volumes calculated using the Postal Service's City Carrier Cost System (CCCS) and Rural Carrier Cost System (RCCS). 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 by households to 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 (1.27) 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 reported bills paid by households from the recruitment phase of the survey and amounts derived from actual diary data. This factor (1.06) was applied to First-Class Mail sent by households to non-households.

The following table indicates adjustment factors applied by postal classification:

Table 9.13:
HDS 2003: Adjustment Factors Utilized by Postal Classification

Postal Classification	Destination Adjustment Factor	Household-to-Household	Household-to-Nonhousehold
First-Class Letters & Flats	0.93	1.27	1.06
Bulk Rate Letters & Flats	0.99	N/A	N/A
Non-Profit Letters & Flats	0.96	N/A	N/A
Postal Service Packages	0.99	N/A	N/A
Periodicals	0.84	N/A	N/A

Source: U.S. Postal Service Household Diary Study, Postal Fiscal Year 2003.



Appendix A: Comparative Tables 1987, 2002 & 2003



Concordance of Tables

The 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”) or other supplemental notes so that readers can interpret the findings appropriately.

Comparisons between 1987 and 2002/2003 data should be done with caution. The 2002/2003 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.

One added change in this year’s report involves the addition of Expedited mail in selected tables appearing in Appendix A6. Therefore, where applicable, estimates from 2002 have been revised to reflect these additional pieces. Tables A6-4 (Special Services) and A6-10 (Distance) do not include Expedited mail.

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Appendix A1: Total Mail Overview

Table A1-1
Total Domestic Mail
Originating in Households and Nonhouseholds
Postal Fiscal Years 1987, 2002 and 2003
(Diary Data)

Sector	Percentage of Total Domestic Mail			Pieces Per Household Per Week		
	1987	2002	2003	1987	2002	2003
Household-to-household	4.8	3.6	3.3	1.6	1.3	1.1
Household-to-nonhousehold	6.4	8.0	7.4	2.1	2.9	2.5
Nonhousehold-to-household	55.5	66.1	66.7	18.5	23.9	23.0
Unknown incoming	0.3	0.7	1.0	0.1	0.3	0.4
Unknown outgoing	1.0	1.0	0.7	0.3	0.4	0.2
Total Household Mail	69.1	79.4	79.1	23.0	28.7	27.3
Nonhousehold-to-nonhousehold	30.9	20.6	20.9	-	-	
Total	100.0	100.0	100.0	-	-	

Table A1-2
Mail Received by Households ①
by Class
Postal Fiscal Years 1987, 2002, and 2003
(Diary Data)

Class	Percent of Total Pieces Per Week			Pieces Per Household Per Week		
	1987	2002	2003	1987	2002	2003
First-Class ①	42.1	40.6	38.8	8.64	10.46	9.68
Periodicals	8.2	5.1	4.8	1.69	1.32	1.19
Standard Mail ②	47.6	50.8	52.9	9.77	13.10	13.22
Package Services ③	0.3	0.2	0.4	0.06	0.05	0.09
Government ④	1.8	3.4	3.2	0.36	0.87	0.80
Total	100.0	100.0	100.0	20.52	25.79	24.98

①Includes Non-Governmental Priority mail and First-Class/Priority Packages

②Includes Non-Governmental Presorted Standard, Nonprofit, Unsolicited Periodicals and Standard Packages

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

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

Table A1-3
Total Mail^① Overview:
Content of Mail Received by Households
(Percentage of Pieces)
Postal Fiscal Years 1987, 2002 and 2003
(Diary Data)

Content	1987	2002	2003
NON-ADVERTISING			
Personal	7.5	4.7	4.1
Bills ^⑤	12.5	12.3	12.1
Financial Statements	4.2	4.5	4.0
ADVERTISING			
First-Class advertising only	4.7	7.3	6.7
First-Class advertising enclosed	5.5	12.2	11.4
First-Class business invitations announcements	1.2	1.7	2.3
First-Class requests for donations	0.4	0.5	0.5
Standard Mail advertising	30.7	34.9	34.4
Standard Mail requests	0.5	0.6	0.4
Standard Mail nonprofit advertising	2.4	1.7	2.0
Standard Mail nonprofit requests	3.2	2.9	3.4
Total Advertising With Request For Donations (not including Periodicals)	48.6	61.7	61.1
Total Advertising Without Request For Donations (not including Periodicals)	44.5	57.8	56.9
Newspapers	2.9	1.1	1.0
Magazines	4.7	3.4	3.3
Total Advertising (including Periodicals)	56.2	66.2	65.4
OTHER:			
Other Standard Mail ^⑥	6.7	5.2	5.4
Other Standard Mail nonprofit ^⑥	3.7	1.9	2.7
Federal Government	1.7	1.3	1.1
International	0.5	0.1	0.1
Other ^②	12.5	15.9	16.5
Total ^③	105.5	112.2	111.4
Pieces per household per week ^④	20.5	27.2	26.6

① Does not include packages or expedited mail.

② Mostly other First-Class.

③ Equals more than 100% because First-Class advertising enclosed may be 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, 2002 and 2003
(Diary Data)

Content	Percent of Total Mail Received by Households			Pieces Per Household Per Week		
	1987	2002	2003	1987	2002	2003
Personal:						
Holiday card	3.2	1.9	1.4	0.55	0.52	0.38
Other greeting cards	1.7	1.0	1.0	0.29	0.28	0.28
Letter	2.7	1.1	0.9	0.46	0.29	0.25
Package	0.1	0.1	0.1	0.01	0.02	0.01
Invitations	0.7	0.4	0.4	0.12	0.11	0.11
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	4.7	4.2	1.55	1.31	1.13
Business or Nonfederal Government:						
Advertising Only	5.2	7.2	6.6	0.89	1.99	1.78
Notice of order	1.4	1.9	1.6	0.23	0.52	0.43
Bill/invoice/premium ①	14.7	12.1	11.9	2.52	3.36	3.21
Financial statement	5.0	4.5	4.1	0.87	1.24	1.10
Payment	1.9	1.1	1.0	0.32	0.30	0.28
Rebate	0.1	0.1	0.1	0.01	0.03	0.03
Greeting card	0.3	0.3	0.2	0.05	0.07	0.05
Invitation or announcement	1.5	1.8	2.5	0.26	0.49	0.66
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	0.4	0.4	0.03	0.11	0.12
Tax forms	0.0	0.3	0.3	0.01	0.08	0.07
Other business or government	6.7	1.7	0.8	1.14	0.48	0.22
Packages	0.1	0.2	0.2	0.02	0.05	0.05
Total Business or Government	37.2	31.6	29.7	6.37	8.73	8.00
Social/Charitable/Political/Nonprofit:						
Announcement/meeting	1.3	1.4	1.7	0.22	0.37	0.46
Request for donation	0.4	0.5	0.5	0.07	0.14	0.13
Confirmation of donation	0.2	0.3	0.2	0.03	0.08	0.06
Bill/invoice/premium	0.3	0.2	0.3	0.04	0.05	0.07
Educational acceptances	0.1	0.0	0.0	0.02	0.00	0.00
Other social/charitable/political/nonprofit	1.2	0.4	0.2	0.20	0.10	0.04
Total Social/Charitable/Political/Nonprofit	3.5	2.7	2.8	0.58	0.75	0.76
Don't know/No answer	0.6	0.8	1.3	0.11	0.22	0.34
Total Mail Received by Households	50.4	39.8	38.0	8.61	11.00	10.23

①Includes credit card statement/bill.

②Estimates for 2002 and 2003 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, 2002 and 2003
(Diary Data)

Quarter	Total Personal			Total Business or Nonfederal Government*		
	1987	2002	2003	1987	2002	2003
Quarter One	2.42	1.29	0.71	6.49	8.05	7.97
Quarter Two	1.56	1.84	2.00	6.38	8.61	7.73
Quarter Three	1.16	1.01	0.86	6.56	8.08	7.45
Quarter Four	1.04	0.98	0.87	6.00	8.16	7.17

* Includes credit card statement/bill.

Table A2-3
First-Class Demographics -- Pieces Received Per Household Per Week
Postal Fiscal Years 1987, 2002 and 2003
(Recruitment and Diary Data)

Income	1987	2002	2003
< \$7K	4.3	5.8	4.1
\$7K - \$9.9K	5.5	5.5	5.5
\$10K - \$14.9K	6.2	7.2	6.2
\$15K - \$19.9K	7.3	7.4	7.6
\$20K - \$24.9K	7.5	8.2	8.0
\$25K - \$29.9K	8.5	9.3	8.8
\$30K - \$34.9K	9.8		
\$35K - \$49.9K	10.4	10.7	9.2
\$50K - \$64.9K	12.6	11.3	10.5
\$65K - Over	15.7	13.7	12.9
Age of Head of Household	1987	2002	2003
18 - 24	4.9	7.4	5.5
25 - 34	7.3	8.6	8.7
35 - 44	9.6	11.0	10.4
45 - 54	10.4	12.3	11.7
55 - 64	9.9	12.4	11.5
65 - 69	8.5	12.3	11.2
70+	7.6	11.0	9.7
Education of Head of Household	1987	2002	2003
< 8th grade	5.4	8.6	7.7
Some high school	6.5	9.0	7.7
High school	7.4	10.2	9.5
Some college	8.5	10.6	10.0
Technical school	8.2	10.3	10.1
College	11.0	13.1	12.1
Post graduate	14.6	14.1	13.1
Type of Household	1987	2002	2003
One-person household	5.5	7.7	6.9
Male	5.2	7.1	6.2
Female	5.6	8.0	7.3
One adult + minors ①	5.2	9.1	7.0
Male ①	3.9	10.5	7.3
Female ①	5.3	8.7	7.0
More than One Adult	1987	2002	2003
Without children	9.4	11.9	10.9
One-earner	9.2	11.7	10.2
Two-earner	9.7	11.8	10.8
With children	9.6	11.3	11.2
One-earner	9.0	10.4	10.5
Two-earner	10.3	11.3	10.8

Employment of Respondent	1987	2002	2003
White collar professional	10.4	12.3	11.3
White collar sales/clerical	7.7	10.5	9.9
Blue collar craftsmen/mechanic	6.2	9.1	9.6
Service Worker	6.3	9.7	8.7
Other employed ①	6.3	11.1	8.2
Homemaker	8.0	10.9	8.1
Student ①	8.1	8.1	5.2
Retired	7.8	11.2	10.2
Other not employed	N/A	9.9	8.2
Type of Dwelling	1987	2002	2003
Single-family house	9.6	11.5	10.8
Multi-family house	7.2	7.3	7.1
Apartment	6.0	8.5	7.7
Mobile house	5.8	5.1	10.6
Number of Adults	1987	2002	2003
1	5.4	8.0	6.9
2	9.0	11.3	10.5
3	11.0	12.8	12.8
4+	11.5	13.7	14.1

① Fluctuations may be due to small sample sizes.

Note: 2002/2003 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, 2002 and 2003
(Diary Data)

Industry	Percent of First-Class "Advertising Only"			Percent of Total First Class Mail			Pieces Per Household Per Week		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Financial:									
Credit Card	7.0	26.5	22.8	0.4	4.8	4.0	0.1	0.5	0.4
Bank	7.0	6.1	6.7	0.4	1.1	1.2	0.1	0.1	0.1
Securities	5.4	1.9	1.6	0.3	0.4	0.3	0.0	0.0	0.0
Money Market	0.2	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Insurance	7.8	4.2	4.2	0.4	0.8	0.7	0.1	0.1	0.1
Mortgage	3.7	3.4	5.1	0.2	0.6	0.9	0.0	0.1	0.1
Other Financial	1.1	0.3	0.4	0.1	0.0	0.1	0.0	0.0	0.0
Total Financial	32.2	42.7	41.1	1.7	7.8	7.2	0.3	0.9	0.7
Merchants:									
Supermarkets	0.0	0.9	1.1	0.0	0.2	0.2	0.0	0.0	0.0
Deptment Store	7.0	5.6	5.3	0.4	1.0	0.9	0.1	0.1	0.1
Mail Order	8.5	6.9	5.7	0.4	1.3	1.0	0.1	0.1	0.1
Specialty Store	9.3	7.3	9.1	0.5	1.3	1.6	0.1	0.1	0.2
Publisher	10.8	5.2	5.9	0.6	0.9	1.0	0.1	0.1	0.1
Land Promotion	3.8	0.6	0.6	0.2	0.1	0.1	0.0	0.0	0.0
Restaurant	0.2	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Consumer packaged goods	1.0	3.2	3.6	0.1	0.6	0.6	0.0	0.1	0.1
Auto dealers	2.2	2.1	2.8	0.1	0.4	0.5	0.0	0.0	0.0
Service stations	0.1	0.9	0.7	0.0	0.2	0.1	0.0	0.0	0.0
Other Merchants	3.2	1.8	1.5	0.2	0.3	0.3	0.0	0.0	0.0
Total Merchants	46.1	34.8	36.5	2.4	6.3	6.4	0.4	0.7	0.6
Services:									
Telephone	1.9	3.8	3.8	0.1	0.7	0.7	0.0	0.1	0.1
Other utility	0.7	0.6	0.6	0.0	0.1	0.1	0.0	0.0	0.0
Medical	1.7	2.2	2.8	0.1	0.4	0.5	0.0	0.0	0.1
Other professional	1.7	1.2	1.2	0.1	0.2	0.2	0.0	0.0	0.0
Leisure service	7.7	5.9	6.5	0.4	1.1	1.1	0.1	0.1	0.1
Cable TV	0.8	1.1	1.1	0.0	0.2	0.2	0.0	0.0	0.0
Computer	0.6	1.4	1.0	0.0	0.2	0.2	0.0	0.0	0.0
Craftsman	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Other Services	2.9	3.9	2.7	0.1	0.7	0.5	0.0	0.1	0.0
Total Services	17.5	20.2	19.8	0.9	3.7	3.5	0.2	0.4	0.4
Federal government	N/A	0.7	0.6	N/A	0.1	0.1	N/A	0.0	0.0
Nonfederal government	1.0	0.5	0.6	0.0	0.1	0.1	0.0	0.0	0.0
Social/Charitable/Political/Nonprofit	0.0	0.5	0.5	0.0	0.1	0.1	0.0	0.0	0.0
Don't Know/No Answer	3.2	0.7	1.0	0.2	0.1	0.2	0.0	0.0	0.0
Total Advertising-Only Mail Received by Households	100.0	100.0	100.0	5.2	18.2	17.5	0.9	2.0	1.8

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, 2002 and 2003
(Recruitment and Diary Data)

Income	First-Class Mail		
	1987	2002	2003
< \$7K	18.6	28.9	26.5
\$7K - \$9.9K	21.1	31.9	35.1
\$10K - \$14.9K	25.5	33.5	32.1
\$15K - \$19.9K	23.4	32.6	32.0
\$20K - \$24.9K	24.3	30.9	35.5
\$25K - \$29.9K	25.5	33.4	35.3
\$30K - \$34.9K	27.0		
\$35K - \$49.9K	29.5	34.9	36.6
\$50K - \$64.9K	29.4	35.9	39.8
\$65K - \$79.9K	29.9	36.6	38.1
\$80K - \$99.9K	33.3	37.0	37.4
\$100K+	31.6	37.0	38.3

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, 2002 and 2003
(Diary Data)

Industry	BRM			CRM			Total Reply Mail		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Financial:									
Credit Card	12.2	41.0	36.1	14.0	19.8	20.4	13.7	25.6	24.0
Bank	10.5	6.6	6.7	5.5	6.9	6.2	6.8	6.8	6.3
Securities	9.5	4.6	3.2	1.4	1.5	1.2	3.1	2.4	1.7
Money Market	1.1	0.7	0.5	0.2	0.3	0.2	0.4	0.4	0.3
Insurance	13.0	7.5	8.0	9.5	8.7	7.8	10.3	8.3	7.9
Mortgage	1.6	1.1	1.6	0.4	1.6	1.9	0.6	1.5	1.9
Other Financial	1.4	0.3	0.5	0.4	0.3	0.4	0.6	0.3	0.4
Total Financial	49.3	61.8	56.7	31.4	39.2	38.1	35.0	45.3	42.4
Merchants:									
Supermarkets	0.0	0.2	0.0	0.0	0.1	0.1	0.0	0.1	0.1
Department Store	3.7	2.4	2.1	9.4	4.1	4.0	8.1	3.7	3.5
Mail Order	4.6	2.7	2.9	2.3	2.9	1.9	2.6	2.9	2.1
Other Store	1.2	0.7	0.9	1.8	1.1	1.5	1.6	1.0	1.4
Publisher	8.2	6.1	8.3	6.8	3.6	3.5	7.0	4.3	4.6
Land Promotion	0.5	0.2	0.1	0.1	0.0	0.0	0.2	0.1	0.0
Restaurant	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Consumer packaged goods/manufacturers	0.7	1.1	1.5	0.1	0.2	0.5	0.2	0.5	0.7
Auto dealers	0.3	0.2	0.2	0.0	0.1	0.1	0.1	0.1	0.1
Service stations	0.0	0.1	0.1	0.0	0.2	0.1	0.0	0.1	0.1
Other Merchants	0.8	0.4	0.8	0.7	0.3	0.2	0.7	0.3	0.3
Total Merchants	21.1	14.1	16.9	21.2	12.6	12.0	21.2	13.0	13.1
Services:									
Telephone	3.6	2.9	2.6	11.8	13.3	14.2	10.3	10.4	11.6
Other utility	3.1	2.3	2.1	14.4	11.7	12.0	12.1	9.1	9.8
Medical	3.8	2.4	3.4	8.6	7.6	8.1	7.6	6.2	7.0
Other professional	1.0	1.0	1.1	0.4	0.5	0.6	0.6	0.7	0.7
Leisure service	1.6	1.2	2.4	0.7	0.7	0.7	0.9	0.9	1.1
Cable TV	0.5	0.7	0.7	3.5	4.6	4.8	2.9	3.5	3.9
Computer	0.1	0.5	0.4	0.0	0.5	0.4	0.0	0.5	0.4
Craftsman	0.1	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.0
Other services	1.8	2.1	1.4	1.0	1.3	1.3	1.2	1.5	1.3
Total Services	15.6	13.2	14.2	40.5	40.0	42.2	35.5	32.8	35.8
Federal government	N/A	1.4	2.0	N/A	0.7	0.7	N/A	0.9	1.0
Nonfederal government	10.0	1.6	2.4	2.1	2.3	2.6	2.2	2.1	2.5
Social/Charitable/Political/Nonprofit	2.6	7.4	7.7	3.6	5.0	4.4	5.0	5.7	5.1
Don't know/No answer	1.4	0.4	0.2	1.2	0.1	0.1	1.2	0.2	0.1
Total Nonhousehold Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces per household per week	0.5	1.0	0.8	2.1	2.8	2.7	2.7	3.9	3.5

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, 2002 and 2003
(Diary Data)

Industry	BRM			CRM			Total Reply Mail		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Business or Nonfederal Government:									
Advertising Only	33.7	54.2	54.6	5.2	5.7	4.5	11.0	18.8	15.9
Notice of Order	3.0	2.9	3.5	1.6	1.1	1.1	2.0	1.6	1.6
Bill/invoice/premium*	19.0	18.7	16.2	75.3	81.5	82.4	63.2	64.4	67.3
Financial Statement	6.4	5.2	5.1	3.2	3.2	2.9	4.0	3.7	3.4
Payment	1.54	0.5	0.3	0.4	0.5	0.4	0.8	0.5	0.4
Rebate	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greeting Card	0.6	0.3	0.3	0.1	0.2	0.1	0.2	0.2	0.1
Invitation	4.7	4.0	6.7	0.6	0.9	1.5	1.5	1.7	2.7
Other business or nonfederal government	20.9	6.9	4.9	10.0	1.9	1.2	12.2	3.3	2.0
Total Business or Nonfederal Government	89.9	92.7	91.5	96.4	94.9	94.1	95.1	94.3	93.5
Social/Charitable/Political/Nonprofit									
Announcement/meeting	1.8	1.6	2.9	0.5	1.0	1.0	0.9	1.2	1.4
Request for donation	4.4	4.0	3.9	1.2	2.5	2.4	1.8	2.9	2.7
Confirmation of donation	0.5	0.7	0.5	0.2	0.5	0.5	0.3	0.6	0.5
Bill/invoice/premium	0.4	0.3	0.5	0.9	0.8	1.8	0.8	0.7	1.5
Other social/charitable/political/nonprofit	3.2	0.7	0.6	0.8	0.2	0.2	1.3	0.3	0.3
Total Social/Charitable/Political/Nonprofit	10.2	7.3	8.5	3.6	5.1	5.9	4.9	5.7	6.5
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	0.8	2.1	2.8	2.7	2.7	3.9	3.5

*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, 2002 and 2003
(Diary Data)

Industry	Business Reply			Courtesy Reply			No Reply Mail			Don't Know/ No Answer		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Financial:												
Credit Card	13.0	33.4	25.3	59.2	43.5	48.3	20.9	20.2	23.6	7.0	2.9	2.8
Bank	5.3	5.8	5.0	11.1	16.5	15.7	75.3	74.8	77.0	8.3	2.9	2.3
Securities	18.2	10.9	7.6	10.4	9.8	9.8	64.8	76.4	79.9	6.7	2.8	2.7
Money Market	24.2	13.6	9.1	15.2	13.4	13.5	54.4	71.8	75.2	6.2	1.1	2.2
Insurance	10.2	8.5	7.7	29.6	26.6	25.4	50.6	60.5	62.1	9.5	4.4	4.7
Mortgage	8.9	7.1	6.0	9.0	27.8	24.1	72.6	63.1	67.2	9.6	2.0	2.7
Total Financial	9.7	15.8	12.3	24.4	26.9	28.0	57.6	54.0	56.6	8.2	3.2	3.1
Merchants:												
Supermarkets	N/A	5.8	0.9	N/A	10.9	10.7	N/A	79.4	84.0	N/A	3.9	4.4
Department Store	5.4	8.7	6.7	54.4	40.6	43.9	33.4	45.8	47.3	6.9	4.9	2.2
Mail Order	15.1	12.3	13.0	30.4	35.1	28.9	46.8	49.7	55.4	7.7	3.0	2.6
Other Store	3.0	3.4	2.8	18.4	13.5	15.9	73.1	80.5	79.1	5.5	2.7	2.2
Publisher	15.1	26.2	29.0	44.4	41.0	41.5	32.2	28.9	26.1	8.2	3.9	3.4
Land Promotion	6.2	8.9	3.5	5.7	4.5	5.8	78.0	82.0	88.5	10.2	4.6	2.1
Restaurant	12.3	0.8	0.0	0.0	2.2	4.2	74.8	97.1	95.2	12.9	0.0	0.7
Consumer packaged goods/manufacturers	8.8	8.2	9.2	5.0	4.8	9.2	67.0	84.4	78.6	19.3	2.6	3.1
Auto dealers	3.5	4.0	2.3	2.6	5.3	3.5	86.9	88.2	89.6	7.0	2.6	4.6
Service stations	0.7	2.8	3.3	11.6	14.5	16.8	84.2	79.9	79.4	3.6	2.7	0.6
Total Merchants	8.8	10.9	10.6	35.2	27.8	26.7	47.8	57.4	59.7	8.1	3.9	3.0
Services:												
Telephone	5.1	5.3	3.7	67.7	65.6	67.9	17.1	24.8	24.5	10.0	4.3	3.9
Other utility	3.3	4.8	3.5	60.0	65.4	67.0	28.7	26.4	26.1	8.0	3.3	3.4
Medical	4.3	4.4	4.4	38.2	37.2	36.0	49.6	55.7	57.3	8.0	2.7	2.3
Other professional	6.0	8.2	6.0	10.9	10.8	12.0	72.3	76.5	79.2	10.8	4.5	2.7
Leisure service	5.8	6.7	9.6	9.7	10.6	9.8	75.0	78.9	78.0	9.5	3.7	2.6
Cable TV	2.2	4.2	3.1	63.3	72.7	75.9	24.8	19.6	19.0	9.7	3.5	2.0
Computer	4.0	8.8	6.3	6.6	21.2	23.2	80.1	64.3	69.1	9.3	5.7	1.5
Craftsman	2.7	5.9	9.1	14.2	15.5	6.2	66.4	75.6	81.5	16.7	3.0	3.3
Total Services	4.4	5.6	4.7	45.9	45.6	47.6	40.5	44.9	44.7	9.2	3.9	3.0
Federal government	N/A	5.7	7.0	N/A	7.8	8.3	N/A	81.7	82.0	N/A	4.8	2.8
Nonfederal government	4.2	4.5	4.9	13.3	17.0	17.8	74.9	75.2	74.5	7.6	3.3	2.8
Social/Charitable/Political/Nonprofit	9.1	10.5	9.2	13.0	18.9	17.7	64.3	66.0	66.9	13.7	4.6	6.2
Total Nonhousehold Mail Received	7.7	11.1	9.2	30.5	29.9	31.1	52.3	54.9	56.2	9.6	4.1	3.6
Pieces per household per week	0.5	1.0	0.8	2.1	2.8	2.7	3.6	5.2	4.9	0.7	0.4	0.3

Note: Percents are row percentages within each Industry classification.

Table A2-9
First-Class Mail -- Industry Mail to Households
Postal Fiscal Years 1987, 2002 and 2003
(Diary Data)

Industry	Percent of Non-Household Mail Received by Households			Pieces Per Household Per Week		
	1987	2002	2003	1987	2002	2003
Financial:						
Credit Card	2.9	5.3	4.9	0.50	1.29	1.14
Bank	6.2	4.9	4.6	1.06	1.18	1.07
Securities	1.6	1.8	1.5	0.28	0.44	0.34
Money Market	0.1	0.2	0.2	0.02	0.06	0.04
Insurance	3.9	3.8	3.6	0.68	0.92	0.83
Mortgage	0.6	0.7	0.9	0.10	0.17	0.22
Other financial	0.5	0.2	0.2	0.08	0.06	0.05
Total Financial	15.8	16.8	16.0	2.72	4.11	3.68
Merchants:						
Supermarkets	0.0	0.1	0.1	0.00	0.03	0.03
Department Store	2.1	1.2	1.1	0.37	0.29	0.24
Mail Order	0.9	1.0	0.8	0.16	0.23	0.18
Other Store	1.2	0.9	1.1	0.21	0.22	0.26
Publisher	1.9	1.0	1.0	0.33	0.25	0.23
Land Promotion	0.3	0.1	0.1	0.05	0.02	0.01
Restaurant	0.0	0.0	0.0	0.00	0.01	0.01
Consumer packaged goods/manufacturers	0.3	0.6	0.6	0.04	0.14	0.13
Auto dealers	0.2	0.3	0.3	0.04	0.06	0.07
Service stations	0.0	0.1	0.1	0.00	0.03	0.02
Other Merchants	0.5	0.6	0.5	0.08	0.14	0.12
Total Merchants	7.4	5.8	5.7	1.28	1.41	1.31
Services:						
Telephone	2.2	2.3	2.5	0.37	0.57	0.57
Other utility	3.0	2.1	2.1	0.51	0.50	0.49
Medical	2.8	2.4	2.6	0.47	0.58	0.61
Other professional	0.5	0.5	0.6	0.09	0.13	0.14
Leisure service	0.9	0.8	0.9	0.15	0.19	0.20
Cable TV	0.7	0.7	0.7	0.12	0.18	0.17
Computer	0.1	0.2	0.2	0.01	0.06	0.05
Craftsman	0.1	0.0	0.0	0.01	0.00	0.01
Other Services	0.8	1.0	0.7	0.14	0.24	0.15
Total Services	11.1	10.1	10.3	1.87	2.46	2.38
Federal government	N/A	1.1	1.0	N/A	0.26	0.23
Nonfederal government	2.0	1.5	1.7	0.34	0.38	0.39
Social/Charitable/Political/Nonprofit	3.4	3.0	2.9	0.59	0.74	0.67
Don't Know/No Answer	0.9	0.2	0.2	0.14	0.06	0.05
Total Industry Mail to Households	40.6	38.6	37.7	6.94	9.42	8.70

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, 2002 and 2003
(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	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Financial:												
Credit Card	1.8	6.0	6.3	0.3	0.7	0.6	0.1	0.1	0.0	0.0	0.0	0.0
Bank	1.0	2.2	2.0	0.2	0.2	0.2	3.2	6.0	0.1	0.6	0.7	0.0
Securities	0.1	0.1	0.1	0.0	0.0	0.0	0.7	2.5	6.0	0.1	0.3	0.6
Money Market	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	2.1	0.0	0.0	0.2
Insurance	1.6	3.8	3.6	0.3	0.4	0.4	0.3	0.9	0.2	0.1	0.1	0.0
Mortgage	0.1	0.5	0.6	0.0	0.1	0.1	0.0	0.1	0.8	0.0	0.0	0.1
Other Financial	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0
Total Financial	4.7	12.7	12.7	0.8	1.4	1.3	4.5	10.2	9.4	0.8	1.1	1.0
Merchants:												
Supermarkets	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Department Store	1.3	1.2	1.2	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Mail Order	0.2	0.5	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Store	0.4	0.4	0.6	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Publisher	0.9	0.9	0.9	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Land Promotion	0.0	0.0	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	0.0	0.0	0.0	0.0
Auto dealers	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Service stations	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Other Merchants	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Total Merchants	2.9	3.4	3.3	0.5	0.4	0.3	0.1	0.3	0.4	0.0	0.0	0.0
Services:												
Telephone	1.6	4.1	4.4	0.3	0.4	0.5	0.0	0.0	0.1	0.0	0.0	0.0
Other utility	2.4	4.2	4.3	0.4	0.5	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Medical	1.7	2.9	3.2	0.3	0.3	0.3	0.1	0.1	0.0	0.0	0.0	0.0
Other professional	0.1	0.2	0.2	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0
Leisure service	0.1	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Cable TV	0.5	1.3	1.4	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Computer	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Craftsman	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Services	0.2	0.6	0.5	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Total Services	6.7	13.6	14.5	1.2	1.5	1.5	0.2	0.3	0.5	0.0	0.0	0.1
Federal government	N/A	0.2	0.0	N/A	0.0	0.0	N/A	0.1	0.0	N/A	0.0	0.0
Nontotal government	0.3	0.7	0.1	0.1	0.1	0.1	0.1	0.3	0.0	0.0	0.0	0.0
Social/Charitable/Political/Nonprofit	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.4	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	0.2	0.0	0.0	0.0
Total Bills or Statements Received by Households	14.9	30.7	30.6	2.6	3.4	3.2	5.0	11.4	10.9	0.9	1.2	1.1

* 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, 2002 and 2003
(Diary Data)

Industry	Percent of First-Class Business Invitations and Announcements			Percent of Total First Class Mail			Pieces Per Household Per Week		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Financial:									
Credit Card	3.6	4.5	5.6	0.1	0.2	0.4	0.0	0.0	0.0
Bank	8.9	5.8	7.0	0.1	0.3	0.5	0.0	0.0	0.0
Securities	5.3	6.9	4.1	0.1	0.3	0.3	0.0	0.0	0.0
Money Market	0.1	0.6	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Insurance	7.4	9.8	10.8	0.1	0.4	0.7	0.0	0.0	0.1
Mortgage	2.5	2.0	2.9	0.0	0.1	0.2	0.0	0.0	0.0
Other financial	1.7	0.7	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Total Financial	29.5	30.3	31.5	0.5	1.4	2.1	0.1	0.1	0.2
Merchants:									
Supermarkets	0.0	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Deptment Store	2.8	1.2	1.1	0.0	0.1	0.1	0.0	0.0	0.0
Mail Order	1.0	2.0	1.2	0.0	0.1	0.1	0.0	0.0	0.0
Other Store	4.6	2.0	1.6	0.1	0.1	0.1	0.0	0.0	0.0
Publisher	3.6	1.7	1.4	0.1	0.1	0.1	0.0	0.0	0.0
Land Promotion	0.9	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Restaurant	0.2	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Consumer packaged goods/manufacturers	2.3	2.8	2.5	0.0	0.1	0.2	0.0	0.0	0.0
Auto dealers	0.6	1.1	0.9	0.0	0.0	0.1	0.0	0.0	0.0
Service stations	0.3	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Other Merchants	4.1	2.5	2.8	0.1	0.1	0.2	0.0	0.0	0.0
Total Merchants	20.4	14.6	12.5	0.3	0.7	0.8	0.1	0.1	0.1
Services:									
Telephone	2.6	2.2	1.4	0.0	0.1	0.1	0.0	0.0	0.0
Other utility	1.6	1.9	1.6	0.0	0.1	0.1	0.0	0.0	0.0
Medical	11.0	16.7	16.0	0.2	0.7	1.0	0.0	0.1	0.1
Other professional	5.2	6.0	6.5	0.1	0.3	0.4	0.0	0.0	0.0
Leisure service	9.9	4.0	3.5	0.2	0.2	0.2	0.0	0.0	0.0
Cable TV	0.3	0.9	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Computer	0.9	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Craftsman	0.5	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Other Services	4.9	4.6	2.6	0.1	0.2	0.2	0.0	0.0	0.0
Total Services	36.9	37.0	33.0	0.6	1.7	2.2	0.1	0.2	0.2
Federal government	N/A	7.6	7.3	N/A	0.3	0.5	N/A	0.0	0.0
Nonfederal government	9.7	9.2	14.4	0.2	0.4	0.9	0.0	0.0	0.1
Social/Charitable/Political/Nonprofit	0.0	0.7	0.8	0.0	0.0	0.1	0.0	0.0	0.0
Don't Know/No Answer	3.5	0.5	0.4	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	4.1	6.1	0.3	0.5	0.6

Table A2-12
Use of First-Class Advertising-Enclosed Mail^①-- by Industry
Postal Fiscal Years 1987, 2002 and 2003
(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	2002	2003	1987	2002	2003	1987	2002	2003
Financial:									
Credit Card	18.3	25.9	23.8	1.3	4.7	4.2	0.22	0.86	0.72
Bank	11.7	8.6	8.9	0.8	1.6	1.6	0.14	0.29	0.27
Securities	4.2	2.5	1.8	0.3	0.4	0.3	0.05	0.08	0.06
Money Market	0.8	0.4	0.3	0.0	0.1	0.0	0.01	0.01	0.01
Insurance	4.2	3.9	4.0	0.3	0.7	0.7	0.05	0.13	0.12
Mortgage	0.8	2.3	3.3	0.0	0.4	0.6	0.01	0.08	0.10
Other Financial	5.8	0.3	0.3	0.0	0.0	0.1	0.07	0.01	0.01
Total Financial	40.0	43.8	42.4	2.8	7.9	7.5	0.48	1.45	1.29
Merchants:									
Supermarkets	0.0	0.6	0.6	0.0	0.1	0.1	0.00	0.02	0.02
Deptment Store	14.2	6.1	5.8	1.0	1.1	1.0	0.17	0.20	0.18
Mail Order	2.5	4.6	3.9	0.2	0.8	0.7	0.03	0.15	0.12
Other Store	2.5	4.9	6.2	0.2	0.9	1.1	0.03	0.16	0.19
Publisher	5.0	4.0	4.1	0.4	0.7	0.7	0.06	0.13	0.12
Land Promotion	0.0	0.4	0.4	0.0	0.1	0.1	0.00	0.01	0.01
Restaurant	0.0	0.2	0.2	0.0	0.0	0.0	0.00	0.01	0.01
Consumer packaged goods	0.0	2.0	2.2	0.0	0.4	0.4	0.00	0.07	0.07
Auto dealers	0.0	1.3	1.7	0.0	0.2	0.3	0.00	0.04	0.05
Service stations	0.0	0.6	0.6	0.0	0.1	0.1	0.00	0.02	0.02
Other Merchants	0.8	1.2	1.0	0.1	0.2	0.2	0.01	0.04	0.03
Total Merchants	25.8	25.9	26.6	1.8	4.7	4.7	0.31	0.86	0.81
Services:									
Telephone	8.3	8.0	8.3	0.6	1.4	1.5	0.10	0.26	0.25
Other utility	8.3	3.3	3.9	0.6	0.6	0.7	0.10	0.11	0.12
Medical	1.7	1.8	2.0	0.1	0.3	0.4	0.02	0.06	0.06
Other professional	1.7	0.8	0.9	0.0	0.1	0.2	0.02	0.03	0.03
Leisure service	0.0	3.9	4.2	0.1	0.7	0.8	0.00	0.13	0.13
Cable TV	4.2	3.0	2.9	0.3	0.5	0.5	0.05	0.10	0.09
Computer	0.0	0.9	0.7	0.0	0.2	0.1	0.00	0.03	0.02
Craftsman	0.0	0.0	0.1	0.0	0.0	0.0	0.00	0.00	0.00
Other Services	0.8	2.7	1.8	0.1	0.5	0.3	0.01	0.09	0.06
Total Services	25.0	24.4	25.0	1.7	4.4	4.4	0.30	0.81	0.76
Federal government	N/A	0.7	0.6	N/A	0.1	0.1	N/A	0.02	0.02
Nonfederal government	0.8	0.8	0.9	0.1	0.1	0.2	0.01	0.03	0.03
Social/Charitable/Political/Nonprofit	7.5	3.9	3.9	0.5	0.7	0.7	0.09	0.13	0.12
Don't Know/No Answer	0.8	0.4	0.6	0.1	0.1	0.1	0.01	0.01	0.02
Total Advertising Enclosed Mail Received by Households	100.0	100.0	100.0	7.0	18.1	17.8	1.20	3.32	3.04

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, 2002 and 2003
(Recruitment Data)

Activity	1987	2002	2003
Watching Television	61.7	59.7	65.1
Reading Books, Magazines	66.1	74.3	76.3
Visiting with Friends	67.8	81.7	83.5
Writing Letters	27.1	37.1	41.7
Reading Newspapers	65.7	63.7	66.3
Reading Cards and Letters	69.5	69.1	74.1
Telephoning Family and Friends	62.8	75.8	81.5
E-mailing via the Internet*	N/A	38.7	40.4
Shopping via the Internet*	N/A	10.0	13.7

*Added in Postal Fiscal Year 2000

Note: 2002 estimates revised from previous editions.

Table A2-14
First-Class Mail Received -- by Number of Financial Accounts and Insurance Policies
Postal Fiscal Years 1987, 2002 and 2003
(Recruitment and Diary Data)

Number of Accounts and Policies	None			Low (1-5)			Medium (6-9)			High (10+)		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Pieces per household per week	3.2	10.5	10.0	5.6	7.8	7.5	8.5	10.6	9.6	12.4	13.1	12.4

Table A2-15
First-Class Mail Received -- by Number of Credit Cards
Postal Fiscal Years 1987, 2002 and 2003
(Recruitment and Diary Data)

Number of Credit Cards	None			Low (1-3)			Medium (4-7)			High (8+)		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Pieces per Household per Week	4.8	8.3	8.2	7.3	9.3	8.6	9.9	11.5	10.8	13.2	13.8	12.8

Table A2-16
First-Class Mail Receipt -- Content by Age of Head of Household
(Pieces Per Household Per Week)
Postal Fiscal Years 1987, 2002 and 2003
(Recruitment and Diary Data)

Contents	18 - 21			22 - 24			25 - 34			35 - 44		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Personal	1.6	0.8	0.3	0.8	0.7	0.5	1.2	1.0	1.0	1.5	1.3	1.0
Business or Nonfederal Government:												
Advertising	0.4	0.9	0.6	0.3	1.5	0.9	0.7	1.6	1.6	1.0	2.1	1.8
Invitation/Announcement	0.1	0.2	0.2	0.1	0.3	0.5	0.2	0.4	0.5	0.3	0.4	0.7
Bill*	1.5	2.7	2.7	1.8	2.8	2.6	2.6	3.1	3.1	3.0	3.7	3.5
Financial Statement	0.6	0.5	0.2	0.4	0.9	0.4	0.6	0.9	0.9	1.0	1.2	1.1
Other ①	0.7	0.9	0.5	1.0	1.3	0.7	1.5	1.3	1.1	1.9	1.6	1.5
Total Business or Nonfederal Government	3.3	5.3	4.1	3.6	6.8	5.1	5.6	7.3	7.2	7.2	9.0	8.6
Social/Charitable/Political/Nonprofit	0.3	0.4	0.4	0.3	0.5	0.3	0.5	0.4	0.6	0.8	0.7	0.8
Total	5.3	6.5	4.9	4.7	8.0	5.8	7.3	8.6	8.7	9.6	11.0	10.4

Contents	45 - 54			55 - 64			65 - 69			70+		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Personal	1.8	1.2	1.1	1.8	1.4	1.3	1.7	1.9	1.5	1.9	1.7	1.4
Business or Nonfederal Government:												
Advertising	1.1	2.4	2.2	1.1	2.4	2.1	1.0	2.1	2.0	0.7	1.7	1.5
Invitation/Announcement	0.4	0.6	0.8	0.3	0.6	0.7	0.4	0.7	0.8	0.2	0.5	0.6
Bill*	3.1	3.8	3.7	2.7	3.8	3.4	2.0	3.0	2.9	1.6	2.7	2.5
Financial Statement	1.1	1.5	1.3	1.1	1.4	1.3	0.9	1.4	1.4	0.8	1.3	1.1
Other ①	2.1	2.0	1.6	2.0	2.0	1.8	1.8	2.3	1.9	1.9	2.3	1.9
Total Business or Nonfederal Government	7.8	10.2	9.6	7.2	10.2	9.4	6.1	9.4	9.0	5.2	8.4	7.5
Social/Charitable/Political/Nonprofit	0.7	0.9	1.0	0.7	0.8	0.8	0.5	1.0	0.7	0.5	0.9	0.8
Total	10.4	12.3	11.7	9.9	12.4	11.5	8.5	12.3	11.2	7.6	11.0	9.7

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, 2002 and 2003
(Recruitment and Diary Data)

Contents	< 8th Grade			Some High School			High School			Some College		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Personal	1.1	0.8	0.7	1.1	1.2	0.7	1.3	1.1	1.0	1.5	1.2	1.1
Business or Nonfederal Government:												
Advertising	0.5	1.6	1.1	0.6	1.4	1.2	0.7	1.9	1.7	0.9	2.0	1.7
Invitation/Announcement	0.1	0.4	0.4	0.1	0.3	0.5	0.2	0.4	0.6	0.3	0.5	0.7
Bill*	1.7	2.8	2.8	2.0	2.9	2.7	2.4	3.4	3.2	2.6	3.4	3.2
Financial Statement	0.4	0.9	0.6	0.6	0.8	0.6	0.7	1.0	1.0	0.9	1.2	1.1
Other ①	1.2	1.7	1.6	1.6	1.8	1.6	1.6	1.7	1.5	1.7	1.7	1.5
Total Business or Nonfederal Government	3.9	7.5	6.6	4.9	7.3	6.5	5.6	8.5	7.9	6.4	8.8	8.3
Social/Charitable/Political/Nonprofit	0.2	0.4	0.4	0.3	0.5	0.5	0.4	0.5	0.6	0.6	0.6	0.7
Total	5.4	8.6	7.7	6.5	9.0	7.7	7.4	10.2	9.5	8.5	10.6	10.0

Contents	Technical School			College Graduate			Post Graduate		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Personal	1.3	1.1	0.9	1.9	1.7	1.6	2.7	1.9	1.7
Business or Nonfederal Government									
Advertising	0.9	2.0	1.8	1.2	2.5	2.2	1.5	2.4	2.4
Invitation/Announcement	0.3	0.4	0.6	0.4	0.6	0.8	0.6	0.7	0.9
Bill*	2.5	3.4	3.6	3.1	3.6	3.5	3.4	3.4	3.4
Financial Statement	0.9	1.1	1.1	1.2	1.6	1.4	1.7	2.1	1.6
Other ①	1.8	1.6	1.5	2.2	1.9	1.6	2.9	2.2	1.8
Total Business or Nonfederal Government	6.4	8.5	8.6	8.1	10.3	9.4	10.1	10.6	10.1
Social/Charitable/Political/Nonprofit	0.4	0.6	0.6	0.9	1.1	1.1	1.7	1.6	1.4
Total	8.2	10.3	10.1	11.0	13.1	12.1	14.6	14.1	13.1

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, 2002 and 2003
(Recruitment and Diary Data)

Contents	<Under \$7K			\$7K - \$9.9K			\$10K - \$14.9			\$15K - \$19.9K		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Personal	0.9	0.6	0.3	1.3	0.8	0.5	1.1	0.7	0.6	1.5	0.9	0.8
Business or Nonfederal Government:												
Advertising	0.3	0.8	0.4	0.5	0.8	0.9	0.6	1.3	0.9	0.7	1.2	1.1
Invitation/Announcement	0.1	0.2	0.4	0.1	0.2	0.3	0.1	0.2	0.4	0.2	0.3	0.5
Bill*	1.2	2.1	1.8	1.5	1.7	1.9	1.9	2.5	2.0	2.3	2.6	2.8
Financial Statement	0.2	0.4	0.2	0.4	0.4	0.4	0.6	0.5	0.6	0.7	0.6	0.7
Other ①	1.4	1.5	0.6	1.3	1.3	1.1	1.5	1.6	1.3	1.3	1.4	1.3
Total Business or Nonfederal Government	3.2	4.8	3.4	3.8	4.4	4.5	4.7	6.1	5.2	5.2	6.1	6.3
Social/Charitable/Political/Nonprofit	0.2	0.3	0.4	0.3	0.3	0.4	0.3	0.4	0.4	0.5	0.4	0.4
Total	4.3	5.8	4.1	5.5	5.5	5.5	6.2	7.2	6.2	7.3	7.4	7.6

Contents	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Personal	1.3	1.0	0.7	1.5	1.2	0.9	1.8	1.2	0.9	1.7	1.3	0.9
Business or Nonfederal Government:												
Advertising	0.6	1.3	1.4	0.8	1.5	1.3	1.0	1.5	1.3	1.1	2.0	1.6
Invitation/Announcement	0.2	0.2	0.6	0.2	0.5	0.6	0.4	0.5	0.6	0.4	0.4	0.6
Bill*	2.6	2.7	2.6	2.5	3.2	3.1	2.9	3.2	3.1	3.2	3.6	3.1
Financial Statement	0.8	0.8	0.8	0.9	0.9	0.9	0.9	0.9	0.9	1.1	1.1	0.9
Other ①	1.5	1.7	1.4	1.9	1.5	1.5	1.9	1.5	1.5	2.1	1.6	1.3
Total Business or Nonfederal Government	5.7	6.7	6.8	6.3	7.6	7.3	7.1	7.6	7.3	7.9	8.7	7.6
Social/Charitable/Political/Nonprofit	0.4	0.5	0.5	0.6	0.5	0.6	0.7	0.5	0.6	0.8	0.7	0.6
Total	7.5	8.2	8.0	8.5	9.3	8.8	9.8	9.3	8.8	10.4	10.7	9.2

Contents	\$50K - \$64.9K			\$65K - \$79.9K			\$80K - \$99.9K			\$100K+		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Personal	2.1	1.3	1.1	2.2	1.4	1.1	2.1	1.6	1.6	2.7	1.6	1.5
Business or Nonfederal Government:												
Advertising	1.5	2.0	1.9	2.1	2.4	2.1	2.4	2.7	2.5	2.4	3.0	2.9
Invitation/Announcement	0.4	0.5	0.7	0.4	0.6	0.7	0.6	0.6	0.8	0.7	0.8	0.9
Bill*	3.5	3.6	3.4	3.9	3.6	3.7	4.2	4.0	4.0	4.6	4.2	4.1
Financial Statement	1.5	1.3	1.2	1.8	1.6	1.4	1.8	1.6	1.4	2.0	2.1	1.7
Other ①	2.5	1.7	1.3	3.3	2.0	1.6	3.1	1.9	1.8	3.2	2.3	2.1
Total Business or Nonfederal Government	9.4	9.2	8.6	11.5	10.2	9.6	12.1	10.8	10.5	12.9	12.4	11.7
Social/Charitable/Political/Nonprofit	1.0	0.7	0.8	1.1	0.9	0.8	1.2	1.1	1.0	1.6	1.3	1.4
Total	12.6	11.3	10.5	14.9	12.4	11.5	15.5	13.5	13.1	17.5	15.4	14.6

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

* Includes credit card statement/bill

Note: 2002/2003 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, 2002 and 2003
(Diary Data)

Content	Percent		
	1987	2002	2003
Business or nonfederal government advertising only	48.8	81.5	79.7
Notice of order	36.1	63.1	61.6
Bill/invoice/premium*	68.9	81.6	81.9
Financial Statement	60.8	81.5	83.3
Payment	42.3	59.3	60.3
Rebate ①	27.3	84.9	76.2
Greeting card	25.3	42.2	35.2
Invitation/announcement	28.5	57.7	58.3
Sweepstakes ①	77.5	100.0	0.0
Insurance policy ①	59.5	76.4	79.1
Tax forms ①	25.3	69.3	71.1
Other business or government	49.7	62.4	62.0
Total Business or Nonfederal Government	56.7	76.8	76.8
Social/Charitable/Political/Nonprofit announcement/meeting	10.3	29.2	33.8
Request for donation	19.9	47.6	52.7
Confirmation of donation ①	11.8	35.8	36.7
Bill ①	29.9	54.1	72.7
Education ①	37.8	47.6	85.3
Other social/charitable/political/nonprofit	18.0	31.6	38.1
Total Social/Charitable/Political/Nonprofit	16.5	35.4	41.4
Total Nonpersonal Mail Received by Households	53.9	73.5	73.8
Pieces per Household Per Week	3.74	6.80	6.29

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, 2002 and 2003
(Diary Data)

Industry	Percent Sent Presort		
	1987	2002	2003
Financial:			
Credit Card	76.9	96.6	96.4
Bank	59.1	82.1	81.9
Securities	37.6	75.7	80.1
Money Market ①	52.4	83.0	82.1
Insurance	62.2	82.7	83.1
Mortgage	19.0	57.2	54.0
Total Financial	58.9	84.9	84.7
Merchants:			
Supermarkets	N/A	74.5	78.9
Department Store	73.5	90.2	91.3
Mail Order	50.0	81.3	76.2
Other Store	33.1	66.8	69.7
Publisher	58.9	86.0	85.9
Land Promotion ①	61.9	63.2	52.1
Restaurant ①	50.0	58.5	34.3
Consumer packaged goods	30.8	68.5	69.3
Auto dealers ①	45.5	60.6	67.7
Service stations ①	14.3	68.3	76.4
Total Merchants	55.0	75.6	75.6
Services:			
Telephone	84.4	68.2	69.1
Other utility	81.2	85.1	85.5
Medical	35.9	57.1	59.9
Other professional	7.8	44.0	42.1
Leisure service	31.1	67.1	63.6
Cable TV	57.3	82.0	83.2
Computer ①	15.4	78.4	72.6
Craftsman ①	22.2	17.0	19.9
Total Services	56.7	66.5	67.6
Federal government	N/A	72.8	73.7
Nonfederal government	54.0	66.9	67.6
Social/Charitable/Political/Nonprofit	16.5	35.0	36.3
Total Nonhousehold Mail Received by households	53.9	66.3	66.4
Pieces per household per week	3.7	7.0	6.6

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, 2002 and 2003
(Diary Data)

Sector	1987	2002	2003
Household-to-household	9.4	6.9	6.4
Household-to-nonhousehold	12.3	16.0	15.1
Nonhousehold-to-household	39.2	46.5	46.1
Unidentified incoming	0.6	1.0	2.0
Unidentified outgoing	1.4	1.9	1.3
Subtotal	62.9	72.4	70.9
Nonhousehold-to-nonhousehold	37.1	27.6	29.1
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, 2002 and 2003
(Diary Data)

Content	Percentage of Total Envelopes		
	1987	2002	2003
Personal:			
Holiday/seasons' greeting cards	3.3	2.9	2.3
Other greeting cards	1.7	1.5	1.7
Invitation	1.2	0.5	0.5
Letter from a friend or relative	2.6	1.6	1.5
Announcement	0.1	0.1	0.2
Other personal	0.5	0.3	0.3
Total Personal	9.4	6.9	6.4
Business or Nonfederal Government:			
Advertising only	4.5	7.3	6.7
Notice or confirmation of order	1.2	2.4	2.2
Bill*	15.1	18.8	19.3
Financial statement	5.3	7.0	6.7
Payment	2.0	1.7	1.7
Rebate	0.0	0.1	0.1
Holiday/greeting card	0.2	0.3	0.2
Invitation/announcement	1.3	1.9	3.2
Sweepstakes	0.0	0.0	0.0
Other insurance related	0.2	0.6	0.7
Tax	0.0	0.4	0.4
Other business or nonfederal government	6.7	2.5	1.2
Total Business or Nonfederal Government	36.4	43.1	42.4
Social/Charitable/Political/Nonprofit:			
Announcement	1.2	1.4	2.0
Request for donation	0.4	0.8	0.7
Thank you for donation	0.2	0.4	0.3
Bill	0.2	0.3	0.4
Education acceptances	0.1	0.0	0.0
Other social/charitable/political/nonprofit	0.7	0.5	0.2
Total Social/Charitable/Political/Nonprofit	2.8	3.4	3.7
Don't Know/No answer	0.6	1.0	2.0
Total Envelopes Received by Households	49.2	54.5	54.5
Pieces Per Household Per Week	8.11	9.47	8.83

* 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, 2002 and 2003
(Diary Data)

Industry	1987	2002	2003
Financial:			
Credit card	2.7	7.2	6.9
Bank	5.7	6.6	6.3
Securities	1.5	2.4	2.0
Money Market	0.1	0.3	0.2
Insurance	3.6	5.0	4.9
Mortgage	0.5	0.7	1.0
Other financial	0.4	0.3	0.3
Total Financial	14.5	22.5	21.5
Merchants:			
Supermarkets	N/A	0.1	0.1
Department store	1.8	1.2	1.1
Mail order	0.7	0.8	0.7
Other store	0.9	0.6	0.8
Publisher	1.6	1.0	1.0
Land Promotion	0.2	0.1	0.0
Restaurant	0.0	0.0	0.0
Consumer packaged goods	0.2	0.6	0.6
Auto dealers	0.2	0.3	0.3
Service stations	0.0	0.1	0.1
Other merchants	0.3	0.6	0.6
Total Merchants	5.9	5.1	5.2
Services:			
Telephones	2.0	3.1	3.3
Other Utility	2.4	2.6	2.7
Medical	2.4	2.8	3.1
Other professional	0.4	0.7	0.7
Leisure service	0.7	0.7	0.8
Cable TV	0.6	0.9	0.9
Computer	0.1	0.2	0.2
Craftsman	0.1	0.0	0.0
Other Services	0.6	1.0	0.7
Total Services	9.2	12.0	12.5
Federal government	N/A	1.3	1.2
Nonfederal government	1.7	1.8	2.1
Social/charitable/political/nonprofit	2.9	3.4	3.2
Don't know/No answer	0.5	0.3	0.3
Total Envelopes Received by Households from Non-Households	34.6	46.5	46.1
Pieces Per Household Per Week	6.4	8.1	7.5

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, 2002 and 2003
(Diary Data)

Sector	1987	2002	2003
Household-to-household	12.5	12.4	12.4
Household-to-nonhousehold	17.3	31.7	30.4
Nonhousehold-to-household	25.2	29.4	30.1
Unidentified incoming	0.5	0.7	1.3
Unidentified outgoing	2.5	3.8	2.6
Subtotal	58.0	78.0	76.7
Nonhousehold-to-nonhousehold	42.0	22.0	23.3
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, 2002 and 2003
(Diary Data)

Sector	1987	2002	2003
Household-to-household	9.2	4.4	3.9
Household-to-nonhousehold	8.5	5.7	4.4
Nonhousehold-to-household	56.8	54.5	54.9
Unidentified incoming	0.6	0.7	0.6
Unidentified outgoing	0.0	1.3	1.4
Subtotal	75.1	66.5	65.1
Nonhousehold-to-nonhousehold	24.9	33.5	34.9
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, 2002 and 2003
(Diary Data)

Industry	1987	2002	2003
Financial:			
Credit card	0.2	1.4	1.1
Bank	0.2	2.0	2.3
Securities	0.2	0.7	0.5
Money Market	0.0	0.1	0.1
Insurance	1.1	1.8	1.6
Mortgage	1.3	2.4	3.4
Other financial	0.3	0.2	0.1
Total Financial	3.2	8.5	9.2
Merchants:			
Supermarkets	0.0	0.3	0.3
Department store	4.2	2.8	2.5
Mail order	5.0	1.9	1.6
Other store	6.4	5.9	7.1
Publisher	4.0	2.3	2.7
Land Promotion	1.1	0.3	0.3
Restaurant	0.2	0.3	0.3
Consumer packaged goods	0.3	1.4	1.6
Auto dealers	0.6	0.6	0.6
Service stations	0.3	1.0	0.7
Other merchants	2.2	1.1	1.0
Total Merchants	24.4	17.8	18.6
Services:			
Telephone	0.3	1.2	1.5
Other Utility	7.9	3.2	3.3
Medical	4.7	5.3	5.5
Other professional	1.0	0.8	1.0
Leisure service	4.0	2.4	3.1
Cable TV	1.0	0.6	0.9
Computer	0.2	0.7	0.4
Craftsman	0.0	0.1	0.2
Other Services	2.7	3.5	2.3
Total Services	21.7	17.8	18.3
Federal government	N/A	2.3	0.8
Nonfederal government	1.4	2.6	2.3
Social/charitable/political/nonprofit	5.9	5.2	5.5
Don't know/No answer	N/A	0.4	0.1
Total Mail Recieved by Households	56.7	54.5	54.9
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, 2002 and 2003
(Diary Data)

Content	1987	2002	2003
Personal:			
Holiday/seasons' greeting cards	0.9	0.9	0.3
Other greeting cards	1.1	0.8	0.8
Invitation	1.7	1.0	1.3
Letter from a friend or relative	3.9	1.4	0.9
Announcement	0.2	0.1	0.2
Other personal	1.4	0.2	0.3
Total Personal	9.2	4.4	3.9
Business or Nonfederal Government:			
Advertising only	22.2	27.1	28.8
Notice or confirmation of order	5.1	5.3	3.9
Bill*	10.6	4.8	5.1
Financial statement	0.1	0.6	0.5
Payment	0.1	0.2	0.3
Rebate	0.1	0.6	0.7
Holiday/greeting card	0.8	1.0	0.9
Invitation/announcement	7.3	7.9	7.5
Sweepstakes	0.4	0.0	0.0
Receipts for direct deposit	0.2	0.0	0.0
Other insurance related	0.1	0.0	0.1
Tax	0.0	0.3	0.2
Other business or nonfederal government	3.9	1.3	0.7
Total Business or Nonfederal Government	50.9	49.1	48.6
Social/Charitable/Political/Nonprofit:			
Announcement	4.0	4.3	5.0
Request for donation	0.3	0.4	0.5
Thank you for donation	0.3	0.3	0.3
Bill	0.1	0.1	0.1
Education acceptances	0.0	0.0	0.0
Other social/charitable/political/nonprofit	1.2	0.3	0.3
Total Social/Charitable/Political/Nonprofit	5.9	5.3	6.2
Don't Know/No answer	0.6	0.7	0.6
Total	66.6	59.5	59.3
Pieces Per Household Per Week	0.5	0.6	0.5

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, 2002 and 2003
(Diary Data)

Content	Total Nonpresort Cards			Total Presort Cards		
	1987	2002	2003	1987	2002	2003
Personal:						
Holiday card	1.3	0.4	0.2	0.0	0.0	0.0
Other greeting card	1.5	0.5	0.6	0.0	0.0	0.0
Invitation	2.3	0.6	1.0	0.0	0.0	0.0
Letter	5.3	0.8	0.7	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	2.7	2.7	0.0	0.0	0.0
Business or Nonfederal Government:						
Advertising only	16.8	7.1	8.1	38.0	19.6	20.2
Notice of order	6.1	3.1	2.2	2.2	2.1	1.6
Bill/invoice/premium*	5.7	1.2	1.0	25.0	3.4	3.9
Financial statement	0.2	0.1	0.1	0.2	0.5	0.4
Payment	0.1	0.1	0.2	0.1	0.1	0.1
Rebate	0.1	0.1	0.1	0.4	0.5	0.6
Greeting card	1.0	0.5	0.6	0.1	0.5	0.3
Invitation/announcement	8.2	3.4	4.1	4.2	4.4	3.3
Other business or nonfederal government	4.2	0.5	0.5	5.2	1.1	0.4
Total Business or Nonfederal Government	42.4	16.0	16.8	75.4	32.1	30.8
Social/Charitable/Political/Nonprofit:						
Announcement/meeting	4.9	2.8	3.0	1.1	1.4	1.8
Request for donation	0.3	0.2	0.2	0.1	0.1	0.2
Confirmation of donation	0.4	0.1	0.2	0.0	0.1	0.1
Bill	0.1	0.0	0.0	0.0	0.1	0.1
Other social/charitable/political/nonprofit	1.4	0.1	0.1	0.0	0.0	0.0
Total Social/Charitable/Political/Nonprofit	7.1	3.3	3.5	1.3	0.1	0.1
Don't Know/No answer	0.7	0.1	0.1	1.7	0.3	0.2
Total Mail Recieved by Household	62.6	22.1	23.2	78.4	34.1	33.2
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, 2002 and 2003
(Diary Data)

Industry	Percent of Total Nonpresort			Percent of Total Presort		
	1987	2002	2003	1987	2002	2003
Financial:						
Credit cards	0.0	0.0	0.1	0.4	1.3	1.0
Bank	0.2	0.3	0.7	0.2	1.6	1.5
Securities	0.2	0.3	0.1	0.3	0.3	0.4
Money Market	0.0	0.0	0.0	0.0	0.1	0.1
Insurance	12.0	0.4	0.4	0.8	1.3	1.1
Mortgage	1.4	1.6	2.2	0.6	0.8	1.2
Other financial	0.3	0.1	0.0	0.2	0.1	0.1
Total Financial	3.3	2.8	3.6	2.4	5.4	5.5
Merchants:						
Supermarkets	N/A	0.1	0.1	6.1	0.2	0.2
Department store	3.5	0.3	0.3	6.1	2.4	2.1
Mail order	3.7	0.5	0.5	8.6	1.4	1.1
Other store	6.1	1.6	2.1	6.9	4.2	4.8
Publisher	3.1	0.4	0.4	6.6	1.8	2.2
Land Promotion	0.9	0.1	0.1	1.6	0.2	0.2
Restaurant	0.1	0.1	0.2	0.3	0.2	0.1
Consumer packaged goods	0.1	0.2	0.3	0.6	1.2	1.2
Auto dealers	0.5	0.3	0.2	1.1	0.3	0.5
Service stations	0.4	0.3	0.2	0.1	0.7	0.5
Other merchants	1.9	0.4	0.5	2.7	0.7	0.4
Total Merchants	20.3	4.2	4.8	34.6	12.9	13.1
Services:						
Telephone	0.1	0.1	0.1	0.7	1.1	1.5
Other Utility	3.1	0.8	0.7	21.5	2.4	2.4
Medical	5.9	3.7	3.6	0.5	1.6	1.9
Other professional	1.0	0.3	0.5	0.8	0.4	0.4
Leisure service	3.0	0.7	1.1	6.9	1.7	2.0
Cable TV	0.5	0.0	0.0	1.9	0.5	0.8
Computer	0.1	0.1	0.0	0.2	0.6	0.4
Craftsman	0.1	0.0	0.1	0.0	0.0	0.0
Other Services	2.9	1.9	1.4	2.2	1.6	0.9
Total Services	16.6	7.6	7.6	34.8	9.9	7.6
Federal government	N/A	0.5	0.4	N/A	1.7	0.4
Nonfederal government	1.0	0.7	0.8	3.0	1.8	1.3
Social/charitable/political/nonprofit	7.1	3.3	3.1	2.1	1.7	2.1
Don't know/No answer	1.0	0.1	0.0	1.5	0.1	0.1
Total Mail From Nonhouseholds Received by Households	49.4	18.8	19.9	78.4	32.0	32.5
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, 2002 and 2003
(Diary Data)

Time of Arrival	Percent		
	1987	2002	2003
Arrived on time or sooner:			
Arrived on the day needed	12.7	33.1	33.3
Arrived earlier than needed	6.4	16.8	16.6
Total Arrived on time or sooner	19.0	49.8	49.9
Was not expected to arrive on any special day	66.0	39.0	38.2
Arrived late	1.4	1.2	1.0
Don't know/No answer	13.6	10.0	10.9
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, 2002 and 2003
(Diary Data)

Reason for Lateness	Percent		
	1987	2002	2003
Mailed Late	36.1	37.3	35.4
Not mailed late	22.1	20.4	18.2
Don't know when mailed	22.7	33.4	35.5
Don't know/No answer	19.0	8.9	10.9
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, 2002 and 2003
(Diary Data)

Time of Arrival	Quarter 1			Quarter 2		
	1987	2002	2003	1987	2002	2003
Arrived on time or sooner	17.7	48.3	49.6	19.3	51.2	48.5
Was not expected to arrive on any special day	65.5	40.8	38.2	66.7	37.6	38.9
Arrived Late	1.5	1.1	1.0	1.3	1.9	1.0
Don't Know/No answer	15.4	9.8	11.1	12.8	9.3	11.6
Total	100.0	100.0	100.0	100.0	100.0	100.0

Time of Arrival	Quarter 3			Quarter 4		
	1987	2002	2003	1987	2002	2003
Arrived on time or sooner	17.7	50.2	51.0	22.0	49.5	50.4
Was not expected to arrive on any special day	66.8	39.0	38.4	65.0	38.6	37.5
Arrived Late	1.3	0.9	1.0	1.5	0.8	1.1
Don't Know/No answer	14.2	9.9	9.6	11.6	11.1	11.0
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, 2002 and 2003
(Recruitment and Diary Data)

Time of Arrival	Northeast			East			South			Central			West		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Arrived on time or sooner	16.4	48.4	50.4	17.8	49.7	49.2	23.7	50.0	50.7	18.9	50.9	49.7	18.1	49.4	49.4
Was not expected on any special day	66.0	38.7	38.7	67.5	39.3	39.1	62.1	38.0	36.3	66.7	38.4	39.8	67.6	40.5	37.4
Total Arrived Late	1.6	1.8	1.1	0.9	1.1	0.8	1.4	1.1	1.0	1.6	1.0	0.9	1.2	1.4	1.2
Don't know/No answer	16.1	11.1	9.8	11.0	9.9	10.8	12.8	11.0	12.1	12.9	9.6	9.6	13.1	8.7	12.1
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: Totals may not sum due to rounding.

Table A2-34
First-Class Mail Sent by Households to Nonhouseholds
Postal Fiscal Years 1987, 2002 and 2003
(Diary Data)

Mail Sent	Percentage of Total First-Class Mail			Pieces Per Household Per Week		
	1987	2002	2003	1987	2002	2003
Business Transactions -- In Response to Advertising:						
Total Response to Advertising	3.6	1.3	1.4	0.6	0.2	0.2
Business Transactions -- Not in Response to Advertising:						
Transaction to phone/utility company	2.0	3.2	3.2	0.4	0.6	0.5
Transaction to credit card company	1.5	2.5	2.5	0.3	0.5	0.4
All other business mail	5.1	8.3	7.5	0.9	1.5	1.3
Total Business Not In Response to Advertising	8.6	14.1	13.1	1.5	2.6	2.2
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	15.7	14.7	2.1	2.9	2.5

Note: Totals may not sum due to rounding.

Table A2-35
First-Class Mail Originating in Households and Nonhouseholds
Postal Fiscal Years 1987, 2002 and 2003
(Diary Data)

Sector	Percentage of First-Class Mail			Pieces Per Household Per Week		
	1987	2002	2003	1987	2002	2003
Household-to-household	9.1	7.0	6.5	1.6	1.3	1.1
Household-to-nonhousehold	12.2	15.7	14.7	2.1	2.9	2.5
Nonhousehold-to-household	40.6	51.3	50.9	7.0	9.4	8.7
Unknown outgoing	1.9	1.9	1.3	0.3	0.4	0.2
Unknown incoming	0.6	1.2	2.0	0.1	0.2	0.3
Subtotal	64.4	77.1	75.4	11.1	14.2	12.9
Nonhousehold-to-nonhousehold	35.6	22.9	24.6	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, 2002 and 2003
(Recruitment Data)

Have Heard of Bank Services That Lets Them Pay By Phone	Awareness		
	1987	2002	2003
Yes	49.2	73.6	75.8
No	49.2	25.9	23.7
Don't know/No answer	1.6	0.5	0.5
Total	100.0	100.0	100.0

Are Services Available in Community	Availability		
	1987	2002	2003
Yes	24.0	57.0	58.1
No	10.6	4.3	3.5
Don't know/No answer	14.5	12.4	14.2
Have not heard of service	50.8	26.4	24.2
Total	100.0	100.0	100.0

Use Service	Usage					
	Percent if Services Available			Percent of Total Households		
	1987	2002	2003	1987	2002	2003
Yes	4.2	14.6	13.5	1.0	10.8	10.3
No	95.1	85.0	84.5	98.8	89.0	88.3
Don't know/No answer	0.8	0.3	2.0	0.2	0.2	1.5
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, 2002 and 2003
(Recruitment Data)

Media	1987	2002	2003
Phone	31.0	50.8	50.5
Mail	67.2	34.1	34.8
Other	1.7	15.1	14.6
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, 2002 and 2003
(Recruitment Data)

Method of Payment	1987	2002	2003
By mail	95.7	94.7	94.8
In person *	N/A	36.4	34.0
By automatic deduction	21.8	43.9	43.2
By personal computer *	N/A	11.3	14.4
By telephone	0.8	10.8	10.3
By ATM *	N/A	2.9	1.2

Number of Payments	1987	2002	2003
Total payments per household per month	9.14	11.79	11.22

* 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, 2002 and 2003
(Recruitment and Diary Data)

Age	Pieces Per Household Per Month					
	Recruitment Interview ① (Perceived volume)			Diary Data (Actual Volume)		
	1987	2002	2003	1987	2002	2003
18 - 21	6.6	5.6	4.2	2.4	1.1	2.1
21 - 24	3.5	4.2	5.4	2.2	1.4	0.6
25 - 34	4.2	4.4	3.6	2.8	1.0	0.8
35 - 44	4.3	4.0	4.0	2.6	1.0	0.7
45 - 54	5.0	4.5	4.2	3.0	1.4	1.1
55 - 64	5.4	4.2	4.5	3.7	1.6	1.4
65 - 69	5.1	5.3	4.5	2.8	2.1	1.7
70+	6.0	5.5	4.9	3.5	2.8	1.6

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, 2002 and 2003
(Recruitment Data)

Education	Christmas/Hanukah/New Year's Cards Per Household (Season)		
	1987	2002	2003
< 8th grade	25.7	25.4	25.7
Some high school	29.1	28.3	28.6
High school	34.9	34.8	34.5
Some college	37.4	36.2	37.4
Professional or technical school	39.1	33.9	33.7
College	47.4	43.8	44.9
Post graduate	56.5	48.1	46.2

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, 2002 and 2003
(Recruitment and Diary Data)

Education	Pieces Per Household Per Month					
	Recruitment Interview ① (Perceived volume)			Diary Data (Actual Volume)		
	1987	2002	2003	1987	2002	2003
< 8th grade	3.8	4.8	4.5	1.2	1.3	1.0
Some high school	4.4	4.3	4.4	2.2	1.5	0.8
High school	4.2	4.5	4.2	2.2	1.4	0.9
Some college	5.1	4.5	4.3	2.4	1.5	1.0
Professional or technical school	5.4	3.9	3.7	2.3	0.7	0.5
College	5.5	4.7	4.6	5.1	1.8	1.5
Post graduate	6.4	5.4	4.6	5.9	2.7	2.4

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, 2002 and 2003
(Recruitment and Diary Data)

Income	Pieces Per Household Per Month					
	Recruitment Interview ① (Perceived volume)			Diary Data (Actual Volume)		
	1987	2002	2003	1987	2002	2003
< \$7K ②	3.9	5.2	3.3	1.7	1.6	0.4
\$7K - \$9.9K ②	5.2	4.3	3.7	3.7	2.9	0.8
\$10K - \$14.9K	5.0	4.3	5.6	2.2	1.0	1.1
\$15K - \$19.9K	5.0	4.8	4.6	2.5	1.5	0.8
\$20K - \$24.9K	4.2	4.9	4.2	4.4	1.2	0.9
\$25K - \$29.9K	5.1	4.5	3.7	2.5	1.3	0.9
\$30K - \$34.9K	4.6			2.9		
\$35K - \$49.9K	4.5	4.7	4.5	3.1	1.6	1.3
\$50K - \$64.9K	5.8	4.2	4.1	3.8	1.4	0.8
\$65K - \$79.9K	5.9	4.4	4.1	3.8	1.4	1.2
\$80K - \$99.9K	5.8	4.7	4.2	3.6	1.0	1.2
\$100K+	4.2	4.6	4.6	6.0	1.9	1.3
Total	4.8	4.7	4.4	3.1	1.5	1.1

①Includes thank you notes.

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

②Fluctuations may be due to small sample sizes.

Table A2-43
First-Class Mail -- Holiday/Season's Greeting Cards Sent by
Households -- by Age of Head of Household
Postal Fiscal Years 1987, 2002 and 2003
(Recruitment Data)

Age	Christmas/Hanukah/New Year's Cards Per Household (Season)		
	1987	2002	2003
18 - 21	17.6	20.7	24.7
22 - 24	19.7	19.7	19.1
25 - 34	31.9	29.6	28.6
35 - 44	35.2	34.3	34.7
45 - 54	42.0	35.0	34.5
55 - 64	45.4	38.5	40.4
65 - 69	45.9	45.1	42.4
70+	44.9	42.9	43.0

Table A2-44
First-Class Mail -- Holiday/Season's Greeting Cards Sent by
Households -- by Income
Postal Fiscal Years 1987, 2002 and 2003
(Recruitment Data)

Income	Christmas/Hanukah/New Year's Cards Per Household (Season)		
	1987	2002	2003
< \$7K	20.6	22.8	19.2
\$7K - \$9.9K	26.7	21.5	20.3
\$10K - \$14.9K	31.6	22.7	29.6
\$15K - \$19.9K	32.4	30.1	26.8
\$20K - \$24.9K	32.5	30.9	29.4
\$25K - \$29.9K	37.7	30.6	28.5
\$30K - \$34.9K	38.9		
\$35K - \$49.9K	44.6	34.2	32.9
\$50K - \$64.9K	50.7	35.9	38.0
\$65K - \$79.9K	61.4	38.8	42.3
\$80K - \$99.9K		41.9	44.8
\$100K or More		50.4	53.0
Total	38.1	36.0	36.5

Table A2-45
First-Class Mail -- Timing of Bill Payment
Postal Fiscal Years 1987, 2002 and 2003
(Recruitment Data)

Timing	1987	2002	2003
Within a day or two of arrival	16.5	20.2	19.6
Weekly	6.5	11.4	9.3
Every two weeks	15.4	17.1	16.1
Once a month	34.4	25.5	26.6
As they become due	26.0	23.7	26.3
Some other time	0.6	1.5	1.4
Don't know/Don't answer	0.4	0.6	0.8
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, 2002 and 2003
(Recruitment Data)

Timing	18 - 21 ①			22 - 24 ①			25 - 34			35 - 44		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Within a day or two of arrival	16.0	16.4	16.9	19.2	20.0	18.9	10.1	13.3	14.4	7.6	12.2	11.6
Weekly	2.3	9.6	13.0	3.7	15.0	7.7	7.7	15.4	12.0	7.5	14.9	12.3
Every two weeks	18.1	17.0	15.1	15.3	19.3	13.8	20.5	19.7	20.5	20.1	23.5	24.0
Once a month	43.2	23.9	24.7	28.8	26.0	28.1	27.8	24.7	23.1	36.7	22.4	21.8
As they become due	20.0	28.9	21.4	32.5	19.1	30.5	32.2	24.6	27.8	26.8	25.5	28.0
Some other time	0.0	0.8	4.4	0.2	0.5	1.0	0.5	1.7	1.0	0.7	1.3	1.7
Don't know/Don't answer	0.4	3.5	4.5	0.3	0.0	0.0	0.8	0.5	1.2	0.5	0.3	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	45 - 54			55 - 64			65 - 69			70+		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Within a day or two of arrival	10.2	15.8	13.6	22.0	22.5	20.8	29.8	28.2	29.1	34.5	33.7	32.2
Weekly	8.6	12.7	10.7	5.5	10.4	9.4	3.5	6.0	7.4	4.3	6.6	4.0
Every two weeks	22.8	21.7	20.9	10.9	15.5	14.4	4.0	11.6	6.9	2.2	6.2	5.6
Once a month	34.0	23.8	24.6	35.4	26.4	28.3	44.1	30.8	33.0	37.3	28.8	32.3
As they become due	22.3	24.3	28.5	25.0	22.6	25.6	18.6	20.7	21.6	21.4	22.5	23.5
Some other time	1.3	1.4	1.3	0.8	1.9	1.2	0.0	1.7	1.7	0.2	1.4	1.5
Don't know/Don't answer	0.0	0.3	0.5	0.3	0.7	0.4	0.1	1.0	0.3	0.1	0.7	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

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, 2002 and 2003
(Recruitment Data)

Timing	< 8th Grade ①			Some High School			High School			Some College		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Within a day or two of arrival	23.0	25.7	23.2	22.7	24.6	21.4	16.5	22.2	20.8	14.7	18.1	18.7
Weekly	2.9	5.3	4.9	5.2	9.1	7.9	6.8	11.9	8.7	5.5	11.7	10.4
Every two weeks	3.6	8.8	6.8	6.6	10.3	9.0	16.7	15.5	14.0	19.1	20.2	17.6
Once a month	48.0	39.3	43.8	41.0	33.2	37.1	32.8	25.3	28.3	33.2	22.0	22.2
As they become due	20.1	19.0	18.0	21.9	20.5	22.2	26.5	23.5	26.4	26.7	26.0	29.0
Some other time	1.2	1.5	1.7	0.4	1.1	1.5	0.5	1.3	1.4	0.6	1.3	1.6
Don't know/Don't answer	0.1	0.4	1.6	1.1	1.2	0.9	0.2	0.3	0.4	0.3	0.7	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

Timing	Technical School			College Graduate			Post Graduate		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Within a day or two of arrival	15.7	20.0	14.1	12.2	16.5	16.3	14.5	17.6	21.9
Weekly	8.9	16.2	11.9	8.3	11.7	10.2	7.4	12.1	10.0
Every two weeks	14.0	15.0	23.4	21.1	21.8	20.8	16.4	23.1	20.4
Once a month	35.3	21.6	25.2	29.2	22.4	21.4	31.0	22.6	19.3
As they become due	25.6	25.7	22.4	28.3	25.0	29.7	29.3	22.0	26.3
Some other time	0.5	1.3	2.2	0.5	2.1	0.9	0.7	2.0	1.6
Don't know/Don't answer	0.0	0.3	0.8	0.3	0.6	0.7	0.5	0.6	0.5
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, 2002 and 2003
(Recruitment Data)

Timing	<Under \$7K ①			\$7K - \$9.9K ①			\$10K - \$14.9			\$15K - \$19.9K		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Within a day or two of arrival	17.8	20.8	21.8	27.0	33.1	26.1	21.4	25.3	20.6	20.7	25.3	23.0
Weekly	2.7	3.1	0.6	3.9	7.8	3.5	2.9	5.4	6.8	6.5	7.2	4.0
Every two weeks	6.0	8.1	3.4	7.4	4.4	3.6	9.6	8.6	5.8	15.2	8.9	8.8
Once a month	54.8	45.8	53.1	41.7	33.5	53.0	41.9	39.4	44.1	32.8	34.6	37.5
As they become due	17.0	21.0	18.5	17.9	19.9	9.8	23.5	19.7	20.4	24.3	23.0	25.6
Some other time	0.4	1.2	1.8	0.5	0.4	1.1	0.4	1.1	1.7	0.3	0.8	1.1
Don't know/Don't answer	0.3	0.0	0.7	1.6	0.9	3.0	0.3	0.5	0.6	0.3	0.2	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Timing	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Within a day or two of arrival	13.6	25.1	20.2	10.5	23.0	19.2	15.1	23.0	19.2	13.0	18.2	19.3
Weekly	5.7	8.4	6.2	6.7	7.4	9.2	6.3	7.4	9.2	10.0	13.5	9.0
Every two weeks	13.1	9.9	11.6	21.1	17.4	12.4	18.1	17.4	12.4	24.7	18.2	16.0
Once a month	31.3	31.3	34.1	31.1	25.1	29.5	32.5	25.1	29.5	25.3	24.5	22.2
As they become due	35.0	23.7	25.4	29.6	25.0	28.5	27.7	25.0	28.5	26.8	23.1	32.3
Some other time	1.2	1.3	2.5	1.1	1.8	1.1	0.1	1.8	1.1	0.1	2.0	0.9
Don't know/Don't answer	0.1	0.3	0.0	0.0	0.2	0.1	0.2	0.2	0.1	0.1	0.4	0.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Timing	\$50K - \$64.9K			\$65K - \$79.9K			\$80K - \$99.9K			\$100K+		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Within a day or two of arrival	12.6	18.9	17.9	14.3	14.5	17.1	7.7	16.2	14.6	13.5	14.0	16.7
Weekly	12.9	14.3	10.6	7.5	14.3	11.2	15.9	15.9	12.8	3.3	15.1	14.7
Every two weeks	19.6	19.1	22.3	24.7	22.8	23.8	30.3	25.0	24.5	18.9	25.3	24.3
Once a month	26.1	22.6	21.4	20.1	20.2	20.2	25.5	17.9	20.1	32.6	20.5	18.2
As they become due	28.2	23.8	26.3	29.4	27.1	26.0	20.5	22.7	26.6	29.9	23.4	24.9
Some other time	0.4	1.0	1.4	3.9	0.8	1.2	0.0	2.1	1.1	1.9	1.6	1.2
Don't know/Don't answer	0.1	0.3	0.2	0.0	0.3	0.6	0.0	0.3	0.3	0.0	0.1	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: 2002/2003 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, 2002 and 2003
(Recruitment Data)

Deductions	1987	2002	2003
0	78.1	59.0	57.8
1	13.1	18.0	17.5
2	4.4	10.7	10.9
3	1.6	4.8	5.4
>3	1.3	7.1	7.3
Don't know/No answer	0.5	0.5	1.1
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, 2002 and 2003
(Recruitment Data)

Number of Monthly Deductions	<Under \$7K ①			\$7K - \$9.9K ①			\$10K - \$14.9			\$15K - \$19.9K		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
0	89.1	81.1	79.9	87.0	78.8	75.2	87.3	73.1	73.0	84.3	69.4	67.3
1	6.4	7.2	10.8	7.5	11.2	10.4	7.9	12.0	10.6	9.5	16.2	15.4
2	1.6	6.3	2.6	2.3	7.1	5.2	2.2	6.9	6.3	1.3	5.4	7.9
3	0.3	1.1	3.5	1.3	1.2	4.1	0.8	3.6	3.6	1.1	3.7	3.0
4 +	0.7	4.2	1.9	0.9	0.5	4.7	0.6	4.3	6.3	1.0	4.5	6.3
Don't know/No answer	1.9	0.0	1.3	1.0	1.2	0.4	1.2	0.0	0.2	2.8	0.9	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	0.1	0.3	0.4	0.2	0.5	0.6	0.2	0.6	0.7	0.2	0.7	0.8

Number of Monthly Deductions	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
0	78.3	69.5	61.6	71.1	59.7	58.6	75.8	59.7	58.6	66.1	58.6	54.1
1	15.8	13.3	15.3	16.8	18.1	19.5	14.8	18.1	19.5	20.0	20.1	21.0
2	2.4	8.3	10.1	8.0	10.2	10.9	6.0	10.2	10.9	8.6	9.6	10.6
3	1.0	3.7	5.3	1.1	4.4	4.0	1.4	4.4	4.0	2.6	4.7	6.9
4 +	1.1	4.9	7.0	1.1	7.3	6.6	1.6	7.3	6.6	2.2	6.9	6.5
Don't know/No answer	1.4	0.3	0.6	1.9	0.3	0.3	0.4	0.3	0.3	0.5	0.2	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	0.3	0.9	0.9	0.3	0.9	0.9	0.4	0.9	0.9	0.6	1.0	1.1

Number of Monthly Deductions	\$50K - \$64.9K			\$65K - \$79.9K			\$80K - \$99.9K			\$100K+		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
0	68.5	55.0	52.0	68.7	48.5	48.9	76.3	48.0	44.3	68.2	46.8	45.8
1	18.6	22.0	22.7	18.6	22.7	20.5	17.6	20.1	22.0	18.2	20.8	19.7
2	5.7	12.1	12.2	8.8	15.1	14.8	2.2	14.8	16.1	5.7	14.8	14.6
3	4.0	4.3	5.6	2.4	5.4	6.9	3.4	7.4	7.7	2.8	6.5	7.0
4 +	1.9	6.3	6.6	1.1	8.1	8.1	0.5	9.6	8.3	3.7	10.2	11.1
Don't know/No answer	1.3	0.3	1.0	0.4	0.3	0.9	0.0	0.2	1.5	1.4	0.8	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
Mean	0.5	1.2	1.0	0.5	1.4	1.2	0.3	1.4	1.3	0.5	0.9	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: 2002/2003 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, 2002 and 2003
(Recruitment Data)

Number of Monthly Deductions	18 - 21 ①			22 - 24 ①			25 - 34			35 - 44		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
0	89.3	68.6	72.5	92.0	64.9	61.3	75.3	59.7	53.2	73.5	55.7	53.1
1	7.7	16.5	20.3	5.1	14.6	21.1	15.5	22.8	23.9	16.0	22.5	21.5
2	2.1	6.1	2.8	1.2	13.3	10.1	5.8	9.4	11.5	5.4	11.7	13.0
3	0.0	2.1	4.4	0.2	3.6	3.6	1.5	3.4	4.8	1.9	4.3	5.0
4 +	0.5	6.0	0.0	0.2	2.4	2.5	1.1	3.8	5.2	1.4	5.5	5.9
Don't know/No answer	0.4	0.8	0.0	1.3	1.2	1.4	0.8	0.9	1.4	1.8	0.4	1.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.2	0.8	0.4	0.1	0.7	0.7	0.4	0.8	1.0	0.4	1.0	1.0

Number of Monthly Deductions	45 - 54			55 - 64			65 - 69			70+		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
0	70.9	56.5	57.5	79.7	61.2	61.4	81.6	58.8	59.4	88.1	62.0	60.6
1	18.5	19.8	18.9	11.2	15.8	16.5	10.7	15.3	13.4	5.7	11.2	10.6
2	4.1	11.1	10.7	5.1	11.3	10.1	2.7	9.5	10.8	2.7	10.2	10.1
3	2.8	5.1	5.7	0.8	4.4	5.0	2.0	4.8	5.9	1.6	6.3	6.3
4 +	1.0	7.0	6.2	1.6	6.9	6.1	2.1	10.8	9.7	1.1	10.1	11.7
Don't know/No answer	2.7	0.5	0.9	1.6	0.4	0.9	0.9	0.8	0.7	0.8	0.2	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
Mean	0.4	1.0	1.0	0.3	1.0	0.9	0.4	1.2	1.3	0.2	1.1	1.2

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, 2002 and 2003
(Diary Data)

Content	1987	2002	2003
Advertisement	80.9	85.3	85.3
Fund request	1.2	1.4	0.9
Newsletter/information/other	10.9	10.7	11.0
Don't know/No answer	7.0	2.6	2.8
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, 2002 and 2003
(Diary Data)

Industry	Quarter 1			Quarter 2			Quarter 3			Quarter 4		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Credit Card	0.2	1.1	1.3	0.2	1.0	1.0	0.3	1.2	1.1	0.2	1.2	0.9
Bank	0.2	0.4	0.4	0.1	0.3	0.4	0.3	0.4	0.5	0.2	0.4	0.4
Total Financial	0.9	2.3	2.6	0.8	2.2	2.2	1.2	2.5	2.5	0.8	2.6	2.2
Supermarkets	0.3	0.2	0.2	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.1
Department store	1.4	1.0	1.0	0.8	0.7	0.7	1.3	1.1	1.1	1.1	0.9	0.9
Mail order company	1.1	2.5	2.5	1.4	2.1	1.9	1.3	1.9	1.7	1.3	2.0	1.8
Specialty store	0.8	1.1	0.9	0.7	0.6	0.8	0.8	0.9	0.8	0.7	0.9	0.8
Publisher	0.9	0.8	0.7	1.4	1.0	0.7	0.9	0.7	0.6	1.2	0.8	0.7
Total Merchants	4.9	5.8	5.5	4.8	4.8	4.4	5.0	4.9	4.6	4.8	4.9	4.4
Total Services	0.5	1.4	1.4	0.4	1.2	1.3	0.7	1.4	1.4	0.5	1.3	1.3
Total Social/Charitable/Political/Nonprofit	0.5	0.5	0.8	0.2	0.4	0.3	0.2	0.6	0.4	0.2	0.7	0.4
Detached label	0.6	0.6	0.5	0.5	0.5	0.5	0.7	0.5	0.5	0.6	0.6	0.5
Not from one organization	0.6	1.2	1.2	0.4	1.0	1.2	0.4	1.1	1.3	0.4	1.2	1.2
Total Pieces Per Household Per Week	8.2	11.6	12.1	7.3	10.3	10.1	8.4	11.2	10.7	7.4	11.2	10.0

Note: Totals are independent from summation of row stubs since row stubs are not exhaustive of all mail pieces.

Table A3-3
Standard Mail Addressee
(Percentage of Total Standard Mail including Nonprofit Mail)
Postal Fiscal Years 1987, 2002 and 2003
(Diary Data)

Addressee	Percent of Total Standard Mail			Pieces Per Household Per Week		
	1987	2002	2003	1987	2002	2003
Addressed to specific person	50.1	66.4	66.4	5.3	10.4	10.3
Addressed to occupant	22.7	14.1	14.8	2.4	2.2	2.3
Don't know/No answer	0.9	1.4	1.7	0.1	0.2	0.3
Total Pieces Received by Household	73.7	81.9	82.9	7.8	12.8	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, 2002 and 2003
(Diary Data)**

Industry	Addressed to Specific Household Members			Addressed To Occupant/ Resident			Total		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Financial:									
Credit card	97.1	97.1	96.3	2.0	1.3	1.4	100.0	100.0	100.0
Bank	89.8	89.0	88.8	8.7	8.9	9.0	100.0	100.0	100.0
Securities broker	96.8	97.5	96.9	2.9	2.2	2.7	100.0	100.0	100.0
Money Market ①	93.7	92.4	97.1	0.0	7.6	2.9	100.0	100.0	100.0
Insurance Company	93.2	93.7	92.0	5.5	4.7	5.7	100.0	100.0	100.0
Real Estate/Mortgage	72.8	80.2	83.9	26.7	19.3	15.6	100.0	100.0	100.0
Total Financial	92.1	94.0	93.1	6.8	4.6	5.0	100.0	100.0	100.0
Merchants:									
Supermarkets	11.1	33.1	34.2	87.7	66.4	65.1	100.0	100.0	100.0
Department store	68.3	81.2	82.2	30.9	18.2	17.2	100.0	100.0	100.0
Mail order company	95.8	97.4	97.1	3.3	1.7	2.1	100.0	100.0	100.0
Specialty store	56.4	77.6	78.5	43.0	21.8	21.1	100.0	100.0	100.0
Publisher	72.0	83.1	88.1	25.8	15.1	9.3	100.0	100.0	100.0
Land promotion company ①	92.0	78.1	83.5	8.0	21.1	16.5	100.0	100.0	100.0
Restaurant	21.3	24.4	26.6	77.6	75.6	72.9	100.0	100.0	100.0
Consumer packaged goods	86.1	95.0	92.7	13.5	4.1	5.4	100.0	100.0	100.0
Auto dealers	88.7	85.7	85.1	8.6	13.5	14.9	100.0	100.0	100.0
Service stations ①	56.4	87.6	73.0	43.6	12.4	27.0	100.0	100.0	100.0
Mall ①	19.3	67.8	62.4	80.7	32.2	37.6	100.0	100.0	100.0
Other merchants	19.4	85.5	75.7	83.3	14.5	23.5	100.0	100.0	100.0
Total Merchants	72.1	85.6	86.1	26.7	13.5	13.0	100.0	100.0	100.0
Services:									
Telephone	94.6	92.5	92.2	4.7	6.6	6.1	100.0	100.0	100.0
Other Utilities ①	90.4	85.8	80.8	2.4	13.2	15.9	100.0	100.0	100.0
Medical	77.2	79.3	83.0	22.7	19.5	15.4	100.0	100.0	100.0
Other professional ①	91.0	85.0	85.6	6.5	14.6	11.7	100.0	100.0	100.0
Leisure service	85.2	94.3	90.7	14.5	5.1	8.2	100.0	100.0	100.0
Cable TV	80.1	67.2	62.3	19.9	32.5	36.6	100.0	100.0	100.0
Computer	98.3	90.3	89.6	1.1	9.2	9.2	100.0	100.0	100.0
Craftsman ①	41.9	65.0	70.9	57.2	35.0	29.1	100.0	100.0	100.0
Total Services	81.5	84.8	82.4	17.5	14.4	16.1	100.0	100.0	100.0
Federal Government	N/A	88.8	91.2	N/A	9.3	7.4	N/A	100.0	100.0
Nonfederal Government	73.3	72.1	64.9	26.3	26.4	34.8	100.0	100.0	100.0
Social/Charitable/Political/Nonprofit:									
Union or Professional Organization ①	89.6	77.4	89.9	10.4	22.1	8.1	100.0	100.0	100.0
Church ①	79.4	82.0	84.0	15.9	18.0	15.3	100.0	100.0	100.0
Veterans	N/A	74.8	54.1	N/A	25.2	43.9	N/A	100.0	100.0
Educational	87.9	89.3	91.9	11.4	9.8	7.2	100.0	100.0	100.0
Charities ①	98.1	74.8	65.9	1.9	23.2	32.4	100.0	100.0	100.0
Political Campaign	87.3	91.9	91.7	12.1	7.9	7.8	100.0	100.0	100.0
AARP ①	100.0	93.8	88.8	0.0	2.9	0.8	100.0	100.0	100.0
Total Social/Charitable/Political/Nonprofit	88.3	86.4	87.6	10.7	12.8	10.7	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, 2002 and 2003
(Diary Data)**

Shape	Percent of Total Standard Mail			Pieces Per Household Per Week		
	1987	2002	2003	1987	2002	2003
Letter Size Envelope	17.3	21.4	21.8	1.8	2.8	2.8
Larger Envelope	12.0	10.8	9.9	1.3	1.4	1.3
Total Envelope	29.3	32.2	31.7	3.1	4.2	4.1
Detached Label Card	5.8	4.2	4.1	0.6	0.6	0.5
Postcard	1.8	6.1	6.4	0.2	0.8	0.8
Catalog (not in envelope)	14.2	17.8	16.6	1.5	2.3	2.2
Flyers/Circulars	20.1	16.5	16.4	2.1	2.2	2.1
Magazines/Newsletters	1.7	4.9	5.0	0.2	0.6	0.6
Other/Don't Know/No answer	1.0	2.5	2.1	0.1	0.3	0.3
Total Pieces Received by Households	73.8	84.2	82.3	7.8	11.1	10.7

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, 2002 and 2003
(Diary Data)

Industry	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard			Catalog (not in envelope)		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Financial:												
Credit card	59.5	81.7	81.9	28.1	13.9	13.5	0.4	1.0	1.3	3.1	0.5	0.6
Bank	65.0	61.2	63.1	14.6	9.9	10.9	3.4	9.3	7.2	1.8	0.9	0.7
Securities broker	56.3	19.1	21.8	18.7	44.5	39.9	0.5	2.6	1.5	5.2	5.5	4.6
Money Market ①	66.1	21.5	19.0	8.3	37.5	35.8	0.7	7.2	7.2	8.5	5.7	5.4
Insurance Company	66.8	52.9	51.1	19.9	25.8	27.1	0.7	3.3	3.5	1.4	0.6	1.3
Real Estate/Mortgage	32.1	33.4	43.2	7.3	4.6	7.2	10.7	36.2	28.1	3.2	1.7	0.7
Total Financial	60.1	63.0	63.5	19.4	18.1	17.6	2.0	5.2	5.2	2.6	1.2	1.2
Merchants:												
Supermarkets	4.0	3.9	4.2	2.7	4.8	3.5	0.7	7.9	7.0	5.2	4.8	6.2
Department store	8.8	7.2	7.4	3.6	5.1	5.5	3.3	12.1	13.3	40.8	29.1	29.9
Mail order company	20.8	6.5	6.2	22.0	11.1	10.5	0.8	0.9	1.2	48.5	72.1	71.7
Specialty store	10.5	6.7	8.7	6.5	4.9	3.9	5.1	13.0	14.4	26.8	29.9	27.4
Publisher	26.5	35.2	41.0	34.1	24.0	21.8	1.2	1.6	1.9	4.4	6.6	7.0
Land promotion ①	78.1	29.3	22.8	4.4	9.6	14.0	1.3	28.0	26.5	3.4	0.9	1.6
Restaurant	4.5	4.7	2.5	1.6	1.0	1.3	21.8	39.8	35.4	2.1	0.2	0.9
Consumer packaged goods	35.1	18.3	22.5	16.1	16.5	17.6	2.2	10.6	7.1	5.6	7.7	8.7
Auto dealers	28.1	25.5	25.4	13.6	6.0	4.4	6.5	12.8	14.9	7.1	0.4	2.7
Service stations ①	14.2	13.3	9.2	0.0	6.0	3.4	5.9	20.1	25.0	0.0	1.6	6.7
Mall ①	0.7	0.0	0.0	0.0	5.8	0.0	0.9	28.7	39.0	21.6	9.8	0.0
Total Merchants	18.0	11.6	12.2	16.3	10.6	9.6	2.5	6.2	7.1	28.1	42.1	41.5
Services:												
Telephone	28.9	39.4	44.3	42.9	24.2	13.6	5.2	11.3	14.1	6.2	0.5	0.6
Other Utilities ①	33.1	45.3	37.8	9.5	8.6	10.6	2.2	9.3	8.8	6.0	0.6	2.7
Medical	27.1	22.2	25.0	8.1	9.8	9.6	6.9	13.0	11.8	2.6	5.3	5.0
Other professional ①	48.6	27.9	34.1	14.0	13.1	14.8	1.8	17.0	12.9	1.9	2.7	2.6
Leisure service	41.5	23.2	21.9	15.9	15.6	17.6	4.2	11.9	14.2	4.1	8.0	8.2
Cable TV	15.4	12.0	16.9	14.4	5.7	5.1	7.8	34.8	30.9	20.6	1.8	1.2
Computer	30.7	20.4	17.7	27.6	10.4	13.9	0.0	12.0	9.8	16.2	23.0	28.8
Craftsman ①	13.2	21.9	21.0	9.9	1.6	3.1	5.9	23.8	31.3	0.0	0.0	1.0
Total Services	32.8	27.5	28.1	17.5	14.3	12.3	6.0	15.5	16.6	6.1	5.4	5.8
Government:												
Federal Government	N/A	22.1	26.4	N/A	16.0	17.5	N/A	9.1	5.0	N/A	2.9	5.2
Nonfederal Government	17.5	17.4	25.6	9.1	5.2	6.0	4.0	9.0	6.3	10.0	2.6	2.7
Social/Charitable/Political/Nonprofit:												
Union/professional ①	38.3	23.6	35.6	17.7	8.4	13.2	2.2	22.7	5.4	3.4	3.2	2.6
Church ①	36.3	28.4	28.6	10.1	7.0	9.2	3.5	10.4	10.4	4.3	10.9	15.4
Veterans	N/A	33.8	20.8	N/A	22.6	39.3	N/A	14.5	22.3	N/A	0.0	0.0
Educational	40.0	32.2	33.7	14.2	8.4	8.2	3.0	9.2	8.9	7.1	6.8	5.8
Charities	N/A	41.7	34.4	N/A	16.0	16.3	N/A	15.8	29.7	N/A	1.4	3.5
Political Campaign	33.1	14.0	12.8	2.7	3.5	1.6	8.4	23.3	24.7	0.4	0.4	0.9
AARP ①	20.9	46.9	32.3	57.2	33.9	47.0	0.0	0.6	1.8	8.1	2.6	2.4
Total Social/Charitable/Political/ Nonprofit	37.0	25.5	26.6	12.4	10.6	11.0	4.5	15.1	14.3	3.3	3.5	4.0
Total	23.5	25.4	26.5	16.2	12.8	12.0	2.5	7.2	7.8	19.2	21.1	20.2

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, 2002 and 2003
(Diary Data)

Industry	Flyers			Newspapers/ Magazines			Other/ Don't Know			Total		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Financial:												
Credit card	8.1	1.5	1.9	0.0	0.1	0.2	0.6	1.3	0.7	100.0	100.0	100.0
Bank	14.3	14.9	14.9	0.1	1.6	1.7	0.7	2.3	1.5	100.0	100.0	100.0
Securities broker	16.6	14.2	14.5	1.6	8.9	11.6	1.1	5.3	6.2	100.0	100.0	100.0
Money Market ①	14.6	13.3	15.2	0.0	10.3	14.0	1.8	4.5	3.4	100.0	100.0	100.0
Insurance Company	10.2	11.2	11.5	0.5	3.6	4.3	0.5	2.5	1.3	100.0	100.0	100.0
Real Estate/Mortgage	44.9	20.1	18.1	1.4	2.5	1.7	0.5	1.5	0.9	100.0	100.0	100.0
Total Financial	14.7	8.2	8.7	0.5	2.2	2.5	0.8	2.1	1.5	100.0	100.0	100.0
Merchants:												
Supermarkets	85.7	64.6	59.8	0.8	12.4	17.8	0.7	1.6	1.5	100.0	100.0	100.0
Department store	42.5	40.0	37.3	0.3	3.5	4.2	0.6	2.9	2.4	100.0	100.0	100.0
Mail order company	7.0	3.7	4.1	0.2	1.9	2.7	0.8	3.9	3.6	100.0	100.0	100.0
Specialty store	49.8	41.1	39.4	0.3	3.1	4.3	0.7	1.5	2.0	100.0	100.0	100.0
Publisher	20.4	9.6	8.8	12.1	19.4	15.2	1.2	3.6	4.3	100.0	100.0	100.0
Land promotion ①	12.7	24.4	29.0	0.0	6.1	6.2	0.0	1.8	0.0	100.0	100.0	100.0
Restaurant	70.0	53.2	57.8	0.0	0.2	0.1	0.0	0.8	2.1	100.0	100.0	100.0
Consumer packaged goods	38.0	38.3	36.8	1.8	6.2	4.9	1.2	2.3	2.3	100.0	100.0	100.0
Auto dealers	42.7	50.8	47.7	1.8	3.9	2.5	0.2	0.6	2.4	100.0	100.0	100.0
Service stations ①	79.9	57.2	54.8	0.0	0.2	0.3	0.0	1.7	0.6	100.0	100.0	100.0
Mall ①	75.9	55.7	51.4	1.0	0.0	9.6	0.0	0.0	0.0	100.0	100.0	100.0
Total Merchants	31.3	20.9	21.0	2.9	5.6	5.6	0.9	3.1	3.0	100.0	100.0	100.0
Services:												
Telephone	14.3	22.5	26.3	1.3	1.0	0.6	1.3	1.0	0.6	100.0	100.0	100.0
Other Utilities ①	29.3	27.5	32.0	5.0	8.1	6.9	14.7	0.7	1.2	100.0	100.0	100.0
Medical	50.5	36.6	34.7	4.4	11.5	11.7	0.5	1.6	2.1	100.0	100.0	100.0
Other professional ①	31.5	30.7	27.6	2.2	6.3	7.1	0.0	2.3	1.0	100.0	100.0	100.0
Leisure service	33.1	33.6	30.2	0.8	4.2	5.6	0.4	3.5	2.4	100.0	100.0	100.0
Cable TV	36.0	40.5	44.0	3.9	4.1	1.1	1.9	1.0	0.8	100.0	100.0	100.0
Computer	24.9	26.9	19.4	0.7	3.6	4.0	0.0	3.6	6.3	100.0	100.0	100.0
Craftsman ①	70.4	46.5	41.9	0.6	2.9	0.0	0.0	3.3	1.6	100.0	100.0	100.0
Total Services	34.3	31.0	31.1	2.0	4.2	4.3	1.3	2.1	1.8	100.0	100.0	100.0
Government:												
Federal Government	N/A	35.2	30.4	N/A	9.5	10.6	N/A	5.1	4.8	N/A	100.0	100.0
Nonfederal Government	55.8	43.2	41.6	2.2	19.3	16.6	1.3	3.4	1.3	100.0	100.0	100.0
Social/Charitable/Political/Nonprofit:												
Union/professional ①	35.6	20.0	20.3	2.8	19.8	21.8	0.0	2.3	1.0	100.0	100.0	100.0
Church ①	38.5	23.7	15.6	1.0	19.4	19.6	0.3	0.2	1.2	100.0	100.0	100.0
Veterans	N/A	7.7	7.3	N/A	13.4	10.3	N/A	7.9	0.0	N/A	100.0	100.0
Educational	33.7	29.8	34.1	1.4	11.3	7.8	0.6	2.3	1.5	100.0	100.0	100.0
Charities	N/A	18.4	11.1	N/A	2.2	4.1	N/A	4.5	1.0	N/A	100.0	100.0
Political Campaign	54.0	54.6	56.8	1.3	3.7	2.9	0.2	0.4	0.3	100.0	100.0	100.0
AARP ①	6.7	7.6	7.0	7.0	6.5	8.2	0.0	1.8	1.4	100.0	100.0	100.0
Total Social/Charitable/Political/ Nonprofit	39.8	33.9	33.7	2.4	9.8	8.8	0.4	1.6	1.4	100.0	100.0	100.0
Total	27.2	19.6	19.9	2.3	5.8	6.1	1.3	8.0	7.5	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, 2002 and 2003
(Diary Data)

Industry	Letter Size Envelopes			Larger Than Letter Size Envelopes			Postcards		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Financial:									
Credit card	7.5	32.7	31.1	5.1	11.0	11.3	0.5	1.4	1.6
Bank	6.9	8.4	9.4	2.3	2.7	3.6	3.4	4.5	3.7
Securities broker	2.7	1.5	1.5	1.3	6.9	6.1	0.2	0.7	0.4
Money Market	0.4	0.2	0.1	0.1	0.8	0.6	0.0	0.3	0.2
Insurance Company	10.8	8.9	8.3	4.7	8.6	9.7	1.0	2.0	1.9
Real Estate/Mortgage	1.4	1.8	3.1	0.5	0.5	1.1	4.4	6.7	6.9
Other Financial	0.6	0.3	0.2	0.3	0.2	0.4	0.0	0.1	0.2
Total Financial	30.3	53.8	53.7	14.3	30.6	32.8	8.5	15.7	14.8
Merchants:									
Supermarkets	0.5	0.2	0.2	0.5	0.5	0.4	0.9	1.6	1.3
Department store	5.6	2.4	2.4	3.3	3.3	4.0	19.7	14.0	14.8
Mail order company	14.4	5.0	4.2	22.1	16.8	15.8	5.2	2.3	2.7
Specialty store	4.1	2.1	2.5	3.7	3.0	2.5	19.0	14.0	14.2
Publisher	15.5	10.1	9.8	28.9	13.6	11.5	6.4	1.7	1.6
Land promotion company	1.9	0.2	0.1	0.2	0.1	0.1	0.3	0.7	0.4
Restaurant	0.1	0.1	0.1	0.1	0.0	0.1	6.1	3.2	2.9
Consumer packaged goods	2.4	1.3	1.9	1.6	2.3	3.3	1.4	2.6	2.1
Auto dealers	0.7	0.5	0.5	0.5	0.2	0.2	1.4	0.8	1.1
Service stations	0.1	0.2	0.1	0.0	0.1	0.1	0.3	0.9	1.0
Mall	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0
Other merchants	2.7	0.4	0.3	2.2	0.5	0.4	1.9	1.1	1.2
Total Merchants	48.0	22.4	22.3	63.1	40.6	38.5	62.7	42.9	43.3
Services:									
Telephone	1.0	3.5	3.8	2.1	4.2	2.6	1.7	3.5	4.2
Other Utilities	0.3	0.8	0.8	0.1	0.3	0.5	0.2	0.6	0.6
Medical	1.1	1.3	1.5	0.5	1.1	1.3	2.5	2.6	2.4
Other professional	0.8	0.5	0.8	0.3	0.5	0.8	0.3	1.1	1.0
Leisure service	2.9	2.7	2.5	1.6	3.6	4.5	2.7	4.9	5.6
Cable TV	0.6	0.5	0.9	0.8	0.4	0.6	2.9	4.8	5.5
Computer	0.3	0.9	0.7	0.4	0.9	1.2	0.0	1.8	1.3
Craftsman	0.1	0.1	0.1	0.1	0.0	0.0	0.4	0.2	0.5
Other services	2.3	2.7	2.0	1.4	2.2	1.3	5.4	5.5	4.7
Total Services	9.4	12.9	13.2	7.3	13.3	12.7	16.1	25.0	25.8
Federal Government	N/A	0.6	0.4	N/A	0.8	0.6	N/A	0.8	0.3
Nonfederal Government	0.7	0.7	0.8	0.6	0.4	0.4	1.6	1.3	0.7
Social/Charitable/Political/Nonprofit:									
Union/professional	0.6	0.5	0.6	0.4	0.4	0.5	0.3	1.7	0.3
Church	0.3	0.4	0.3	0.1	0.2	0.2	0.3	0.5	0.4
Veterans	N/A	0.1	0.1	N/A	0.2	0.3	N/A	0.2	0.2
Educational	1.2	1.6	1.7	0.6	0.8	0.9	0.8	1.6	1.5
Charities	N/A	0.4	0.4	N/A	0.3	0.4	N/A	0.6	1.1
Political	1.6	0.8	0.6	0.2	0.4	0.2	3.7	5.0	4.1
AARP	0.1	0.3	0.3	0.5	0.5	1.0	0.0	0.0	0.1
Other Social/Charitable/Political/Nonprofit	1.1	0.6	0.3	0.6	1.2	0.5	0.5	0.6	0.2
Total Social/Charitable/Political/Nonprofit	4.9	4.8	4.4	2.4	4.0	4.0	5.6	10.1	8.0
Not from one organization	4.3	4.0	4.5	10.9	9.9	10.2	2.9	3.5	6.2
Don't know/No answer	2.4	0.8	0.8	1.4	0.5	0.7	1.6	0.7	1.0
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, 2002 and 2003
(Diary Data)

Industry	Catalog (not in envelope)			Flyers			Newspapers/ Magazines		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Financial:									
Credit card	0.5	0.2	0.3	0.9	0.8	0.9	0.0	0.2	0.3
Bank	0.2	0.1	0.1	1.3	2.6	3.0	0.1	0.9	1.1
Securities broker	0.3	0.5	0.4	0.7	1.4	1.3	0.8	3.0	3.5
Money Market	0.1	0.1	0.1	0.1	0.2	0.2	0.0	0.5	0.5
Insurance Company	0.3	0.1	0.3	1.4	2.4	2.5	0.8	2.6	3.0
Real Estate/Mortgage	0.2	0.1	0.1	1.7	1.4	1.7	0.6	0.6	0.5
Other Financial	0.0	0.0	0.0	0.3	0.2	0.2	0.2	0.2	0.1
Total Financial	1.6	1.2	1.3	6.4	9.1	9.8	2.5	8.1	9.1
Merchants:									
Supermarkets	0.9	0.3	0.4	10.0	4.7	4.4	1.1	3.0	4.3
Department store	31.9	11.5	12.7	23.4	17.0	16.1	2.1	5.1	6.0
Mail order company	41.0	66.2	64.0	4.2	3.6	3.7	1.4	6.5	7.9
Specialty store	12.9	11.0	10.4	17.0	16.4	15.2	1.4	4.1	5.5
Publisher	3.2	2.3	2.2	10.3	3.6	2.8	71.9	24.3	15.8
Land promotion company	0.1	0.0	0.0	0.3	0.2	0.2	0.0	0.2	0.1
Restaurant	0.1	0.0	0.0	1.8	1.6	1.9	0.0	0.0	0.0
Consumer packaged goods	0.5	0.6	1.0	2.2	3.5	4.2	1.3	1.9	1.8
Auto dealers	0.2	0.0	0.1	0.9	1.2	1.4	0.4	0.3	0.2
Service stations	0.0	0.0	0.1	0.4	0.9	0.8	0.0	0.0	0.0
Mall	0.2	0.0	0.0	0.4	0.1	0.0	0.1	0.0	0.0
Other merchants	0.9	0.2	0.2	1.4	0.7	0.6	0.0	0.5	0.2
Total Merchants	91.9	92.3	91.2	72.3	53.4	51.3	79.7	45.9	42.0
Services:									
Telephone	0.3	0.1	0.1	0.4	2.6	3.0	0.4	0.4	0.2
Other Utilities	0.1	0.0	0.1	0.2	0.7	0.9	0.4	0.7	0.6
Medical	0.1	0.4	0.4	1.7	2.7	2.7	1.7	2.9	3.0
Other professional	0.0	0.1	0.1	0.5	0.7	0.9	0.4	0.5	0.7
Leisure service	0.3	1.1	1.3	2.0	5.2	4.7	0.6	2.2	2.8
Cable TV	1.0	0.1	0.1	1.2	2.0	3.1	1.6	0.7	0.3
Computer	0.2	1.2	1.5	0.2	1.5	1.0	0.1	0.7	0.7
Craftsman	0.0	0.0	0.0	0.5	0.2	0.2	0.0	0.0	0.0
Other services	0.2	0.2	0.0	1.8	2.7	2.2	0.8	0.7	0.5
Total Services	2.2	3.0	3.5	8.5	18.2	18.7	6.0	8.7	8.9
Federal Government	N/A	0.1	0.1	N/A	1.2	0.7	N/A	1.1	0.8
Nonfederal Government	0.5	0.1	0.1	2.0	2.2	1.7	1.0	3.3	2.2
Social/Charitable/Political/Nonprofit:									
Union/professional	0.1	0.1	0.1	0.4	0.6	0.5	0.4	1.9	1.6
Church	0.0	0.2	0.2	0.3	0.4	0.2	0.7	1.1	1.0
Veterans	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.2	0.1
Educational	0.3	0.4	0.4	0.9	1.9	2.3	0.4	2.5	1.7
Charities	N/A	0.0	0.1	N/A	0.2	0.2	N/A	0.1	0.2
Political	0.0	0.0	0.1	2.2	4.3	3.7	0.6	1.0	0.6
AARP	0.1	0.0	0.0	0.0	0.1	0.1	0.4	0.2	0.3
Other Social/Charitable/ Political/Nonprofit	0.0	0.1	0.0	0.7	0.8	0.4	0.8	1.1	0.7
Total Social/Charitable/Political/Nonprofit	0.5	0.8	0.9	4.5	8.3	7.3	3.3	8.1	6.3
Not from one organization	1.9	1.8	2.5	4.9	7.0	9.8	6.0	24.2	30.0
Don't know/No answer	1.4	0.6	0.5	1.4	0.6	0.6	1.5	0.6	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 A3-8
Standard Mail Shape by Addressee
(Percentage of Pieces)
Postal Fiscal Years 1987, 2002 and 2003
(Diary Data)

Shape	Specific Household Member			Occupant/Resident			No Answer			Total		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Letter size envelope	89.5	92.9	91.2	8.6	5.2	5.7	1.9	1.9	3.0	100.0	100.0	100.0
Larger than Letter size envelope	87.2	89.0	88.5	11.1	8.7	9.0	1.7	2.2	2.6	100.0	100.0	100.0
Detached label card	5.5	2.7	3.5	94.4	97.2	96.1	0.1	0.0	0.4	100.0	100.0	100.0
Postcard	65.4	69.6	67.9	34.4	30.0	31.7	0.2	0.4	0.4	100.0	100.0	100.0
Catalog (not in envelope)	84.0	94.7	93.9	15.6	4.7	5.4	0.4	0.6	0.7	100.0	100.0	100.0
Flyers	47.8	71.3	70.5	51.5	28.3	29.0	0.7	0.4	0.5	100.0	100.0	100.0
Newspapers	37.6	58.7	56.7	58.5	40.2	42.6	3.9	1.1	0.7	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, 2002 and 2003
(Diary Data)**

Zip Code Mailing Address	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label			Postcard		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
5-digits	95.4	7.4	6.9	94.9	8.7	7.1	98.7	78.6	72.2	96.0	14.5	14.3
Zip+4	2.3	90.1	89.8	2.6	88.7	90.0	0.6	19.1	24.0	2.0	81.7	82.6
ZIP not included	0.2	0.4	0.3	0.5	0.2	0.3	0.5	2.0	3.3	1.5	3.5	2.8
Don't know/No answer	2.0	2.1	2.9	1.9	2.4	2.6	0.2	0.3	0.5	0.5	0.4	0.3
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Zip Code Mailing Address	Catalog Not in Envelope			Flyers			Newspapers/Magazines			Total		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
5-digits	95.2	3.2	2.8	86.8	15.2	13.6	80.6	16.9	17.5	92.5	13.0	12.1
Zip+4	2.9	96.0	96.1	2.0	79.8	82.7	1.3	67.4	68.5	2.2	83.1	84.1
ZIP not included	1.4	0.5	0.6	9.7	4.6	3.2	12.1	14.5	13.1	3.5	2.4	2.1
Don't know/No answer	0.5	0.2	0.5	1.5	0.3	0.5	6.0	1.2	0.8	1.7	1.5	1.7
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

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, 2002 and 2003
(Diary Data)

Income	1987	2002	2003
< \$7K	3.8	6.3	3.6
\$ 7K - \$9.9K	5.2	5.3	4.7
\$ 10K - \$14.9K	5.8	6.3	6.1
\$ 15K - \$19.9K	6.5	6.1	7.2
\$ 20K - \$24.9K	6.6	7.6	7.8
\$ 25K - \$29.9K	7.9	8.5	8.3
\$ 30K - \$34.9K	8.7		
\$ 35K - \$49.9K	9.5	9.8	9.4
\$ 50K - \$64.9K	10.9	11.2	10.8
\$ 65K - Over	14.8	15.2	14.5
Age of Head of Household	1987	2002	2003
18 - 24	3.3	7.0	6.1
25 - 34	6.6	8.5	9.1
35 - 44	8.3	10.9	10.9
45 - 54	8.9	12.7	12.4
55 - 64	9.8	13.2	11.7
65 - 69	8.2	12.4	11.2
70+	7.6	11.0	10.2
Education of Head of Household	1987	2002	2003
< 8th grade	5.0	7.1	8.3
Some High School	5.6	7.2	7.8
High School	7.0	9.8	9.2
Some College	7.9	11.1	10.7
Technical School	7.8	10.0	10.6
College	9.9	14.1	13.0
Post graduate	11.8	17.1	15.4
Type of Household	1987	2002	2003
One-person household	5.5	8.8	8.0
Male	4.7	7.8	7.3
Female	5.8	9.3	8.4
More than one adult without children	8.9	12.1	11.5
One-earner	9.0	11.8	10.9
Two-earner	8.9	12.2	11.7
More than one adult with children	8.2	11.0	11.3
One-earner	7.9	10.3	10.5
Two-earner	8.6	11.1	11.4

Employment of Head of Household	1987	2002	2003
White collar professional	8.2	13.3	12.9
White collar sales/clerical	6.8	10.6	10.3
Blue collar craftsmen/mechanic	5.4	8.1	9.4
Service Worker	5.2	8.6	7.6
Other employed ①	4.6	10.2	7.9
Homemaker	7.3	11.6	8.7
Student ①	8.0	6.7	6.3
Retired	6.8	11.4	10.5
Other not employed ①	2.5	9.5	8.3
Type of Dwelling	1987	2002	2003
Single-family house	9.0	11.9	11.6
Apartment	4.5	6.4	6.5
Mobile house	5.5	6.9	6.2
Group quarters ①	7.3	6.9	9.5
Number of Adults	1987	2002	2003
1	5.2	8.9	7.8
2	8.3	11.6	11.2
3	9.0	11.2	12.1
4+	9.0	12.6	13.1

① Fluctuations may be due to small sample sizes.

Note: 2002/2003 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, 2002 and 2003
(Recruitment and Diary Data)

Mail Order Purchases	First-Class			Standard Mail (Including Nonprofit Mail)		
	1987	2002	2003	1987	2002	2003
0	7.0	10.0	9.8	7.5	10.5	11.0
1	8.7	10.3	10.0	9.5	11.8	11.2
2	8.2	11.9	11.8	9.5	12.8	12.6
3 - 5	9.5	12.4	11.5	10.8	14.3	13.7
6 - 10	11.3	13.7	13.3	13.8	16.0	17.2
11 +	12.3	13.2	13.1	15.2	18.8	18.5

Table A3-12
Standard Mail by Familiarity With Institution
(Percentage of Mail Pieces Received by Households)
Postal Fiscal Years 1987, 2002 and 2003
(Diary Data)

Familiarity	1987	2002	2003
Previous customer	47.5	53.4	52.8
Organization known	17.4	19.7	20.4
Organization unknown	18.1	14.3	14.1
Don't know/No answer	17.1	12.6	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, 2002 and 2003
(Diary Data)

Industry	Previous Customer			Organization Known			Organization Unknown			Don't Know/ No Answer			Total		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Financial:															
Credit card	52.4	41.2	44.1	19.9	32.3	34.2	17.7	14.4	11.3	10.0	12.1	10.5	100.0	100.0	100.0
Bank	43.6	43.9	45.1	17.3	21.2	20.6	23.1	22.3	22.4	16.0	12.5	11.9	100.0	100.0	100.0
Securities broker	49.5	76.0	74.9	13.5	6.6	6.9	25.7	8.4	8.7	11.3	9.0	9.6	100.0	100.0	100.0
Money Market ①	55.3	76.6	73.2	13.3	7.0	6.8	15.9	8.6	15.1	15.5	7.9	4.9	100.0	100.0	100.0
Insurance Company	33.6	36.5	38.7	21.8	26.0	26.5	32.3	23.9	21.5	12.3	13.7	13.2	100.0	100.0	100.0
Real Estate/Mortgage	13.3	19.5	14.3	41.1	35.2	29.6	32.6	36.4	46.5	13.0	8.9	9.6	100.0	100.0	100.0
Total Financial	40.5	42.9	43.4	21.3	26.6	27.3	25.7	18.5	18.2	12.5	11.9	11.1	100.0	100.0	100.0
Merchants:															
Supermarkets	60.1	76.1	70.3	15.2	10.9	13.8	5.4	4.6	6.8	19.3	8.5	9.1	100.0	100.0	100.0
Department store	75.2	83.0	82.0	9.1	6.9	8.0	4.3	2.3	2.3	11.4	7.8	7.7	100.0	100.0	100.0
Mail order company	50.8	56.0	55.9	17.3	17.8	17.3	22.4	14.2	13.6	9.4	12.0	13.2	100.0	100.0	100.0
Specialty store	50.5	66.4	64.1	20.0	14.2	15.2	17.2	7.2	8.8	12.4	12.2	12.0	100.0	100.0	100.0
Publisher	40.9	48.9	49.3	18.6	18.1	19.6	14.3	12.7	13.0	26.2	20.2	18.1	100.0	100.0	100.0
Land promotion company ①	3.0	14.9	17.6	15.4	31.6	38.3	70.4	51.4	33.6	11.2	2.1	10.5	100.0	100.0	100.0
Restaurant	50.2	55.3	55.4	20.2	22.9	21.4	13.4	13.1	10.1	16.2	8.7	13.1	100.0	100.0	100.0
Consumer packaged goods	55.7	47.3	45.4	20.5	24.2	21.0	11.7	16.5	14.1	12.1	12.0	19.4	100.0	100.0	100.0
Auto dealers	48.2	49.2	48.0	27.1	26.4	27.1	12.5	13.7	12.8	12.2	10.7	12.1	100.0	100.0	100.0
Service stations ①	23.6	63.0	50.5	34.1	15.7	25.6	24.7	8.2	11.2	17.6	13.1	12.8	100.0	100.0	100.0
Mall ①	39.8	25.0	77.3	2.5	8.2	0.0	0.4	4.3	0.0	57.3	62.5	22.7	100.0	100.0	100.0
Total Merchants	54.0	61.8	61.7	16.1	15.3	15.6	14.7	10.6	10.4	15.2	12.4	12.4	100.0	100.0	100.0
Services:															
Telephone	65.1	51.8	53.8	17.1	24.7	26.2	5.9	13.0	9.1	11.9	10.5	10.8	100.0	100.0	100.0
Other Utilities ①	70.9	72.8	66.2	5.8	10.6	10.6	7.9	8.0	11.6	15.4	8.6	11.6	100.0	100.0	100.0
Medical	35.0	42.8	40.7	19.5	17.1	18.3	34.4	25.0	23.9	11.2	15.0	17.1	100.0	100.0	100.0
Other professional ①	43.9	29.0	32.1	13.9	19.7	17.2	31.2	38.8	31.2	11.0	12.5	19.4	100.0	100.0	100.0
Leisure service	33.7	56.8	55.7	21.2	19.4	18.0	31.0	12.6	15.9	14.1	11.2	10.4	100.0	100.0	100.0
Cable TV	65.4	60.8	50.7	17.7	23.5	28.7	6.1	6.2	10.0	10.8	9.5	10.6	100.0	100.0	100.0
Computer	42.7	51.3	43.0	26.7	27.8	33.5	22.7	12.3	12.7	8.0	8.6	10.8	100.0	100.0	100.0
Craftsman ①	7.7	11.6	11.5	32.1	33.0	27.7	47.7	36.2	45.5	12.5	19.2	15.4	100.0	100.0	100.0
Total Services	41.6	48.0	46.5	20.0	21.5	23.4	24.9	18.7	17.6	13.5	11.9	12.5	100.0	100.0	100.0
Nonfederal Government	47.8	57.7	62.5	26.5	22.7	20.9	8.9	5.7	8.0	16.9	13.9	8.7	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, 2002 and 2003
(Diary Data)

Familiarity	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label Postcard			Postcard		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Previous customer	44.5	42.8	42.9	48.6	46.6	45.6	17.9	0.5	1.2	48.7	48.0	46.3
Organization known	19.8	23.5	23.7	18.8	17.0	18.1	16.4	0.6	0.9	17.6	21.2	19.9
Organization unknown	23.9	17.5	16.2	19.8	14.0	13.9	30.0	0.9	0.8	20.9	19.0	18.2
More than one company/ Don't Know / No Answer	11.9	16.2	17.2	12.8	22.4	22.4	35.7	98.0	97.1	12.8	11.8	15.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Familiarity	Catalog Not In Envelope			Flyers			Newspapers/Magazines		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Previous customer	63.1	60.6	59.3	49.4	53.2	49.4	24.4	43.5	43.5
Organization known	14.5	16.3	16.6	17.7	17.3	17.3	10.6	11.1	11.8
Organization unknown	13.0	10.8	10.2	13.5	11.8	11.5	6.3	4.8	6.1
More than one company/ Don't Know / No Answer	9.5	12.2	13.9	19.5	17.6	21.9	58.8	40.6	38.5
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, 2002 and 2003
(Diary Data)

Familiarity	Letter Size Envelope			Larger Than Letter Size Envelope			Catalog Not In Envelope			Flyers ①		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Previous customer	46.6	56.5	56.0	52.9	53.3	56.5	53.0	57.4	56.7	42.0	40.2	38.8
Organization known	17.1	13.1	13.7	15.4	15.4	14.3	18.8	18.3	17.5	15.5	25.9	25.5
Organization unknown	27.3	20.5	17.7	19.8	17.7	14.6	20.7	13.0	12.2	29.7	20.6	22.2
Don't know/No answer	9.0	9.9	12.7	11.9	13.6	14.7	7.5	11.3	13.7	12.8	13.3	13.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: 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, 2002 and 2003
(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
2002	6.7	7.8	10.6	13.6
2003	8.1	7.5	10.2	13.0

Table A3-17
Standard Mail Receipt
by Number of Credit Card Accounts
Pieces per Household per Week
Postal Fiscal Years 1987, 2002 and 2003
(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
2002	6.0	9.0	11.9	14.8
2003	5.8	8.8	11.6	13.9

Table A3-18
Standard Mail Treatment of Mail Piece by Familiarity With Organization
(Percentage of Mail Received by Household)
Postal Fiscal Years 1987, 2002 and 2003
(Diary Data)

Treatment of Advertising	Previous Customer			Organization Known			Organization Not Known			Total ①		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Read	58.4	61.6	61.6	31.2	30.4	31.0	26.2	27.3	25.0	41.5	44.5	43.7
Looked at	23.3	13.9	14.2	38.2	22.7	23.7	35.2	21.9	21.2	26.4	16.3	16.3
Discarded	7.0	13.9	14.0	23.5	40.5	39.2	31.1	45.8	48.7	14.0	23.7	23.7
Set Aside	10.2	9.8	9.7	6.3	5.8	5.6	6.4	4.6	5.0	8.1	7.1	7.0
Don't know/No answer	1.1	0.8	0.6	0.8	0.6	0.6	1.2	0.4	0.2	10.0	8.5	9.2
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, 2002 and 2003
(Diary Data)

Reaction to Advertising	Previous Customer			Organization Known			Organization Not Known			Total ①		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Useful	62.5	60.8	61.1	25.9	19.7	19.7	14.8	13.5	12.2	40.2	39.2	38.9
Interesting	21.7	14.1	14.1	31.7	19.4	19.8	24.4	14.6	14.7	22.0	14.1	13.7
Not interesting	10.6	20.6	21.1	32.9	52.3	51.7	46.7	60.0	61.8	21.3	32.3	32.7
Objectionable	2.2	3.4	2.9	6.7	8.1	7.8	10.7	11.0	10.5	4.6	5.5	5.1
Don't know/No answer	3.1	1.1	0.8	2.8	0.4	1.0	3.4	0.9	0.8	12.0	8.9	9.6
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

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, 2002 and 2003
(Diary Data)

Response to Advertising	Previous Customer			Organization Known			Organization Not Known			Total ①		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Yes	21.6	16.0	17.7	5.7	2.7	2.5	4.6	2.2	2.3	14.6	9.8	10.4
No	47.7	49.5	50.2	78.6	80.9	82.2	83.0	84.0	85.1	58.6	59.5	59.5
Maybe	27.4	29.6	27.0	12.1	10.6	9.5	9.0	8.7	6.8	19.9	19.5	17.8
No answer	3.3	4.9	5.1	3.6	5.8	5.8	3.4	5.0	5.8	7.0	11.2	12.3
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
Pieces Per Household Per Week	3.0	5.2	4.9	1.5	1.9	1.9	1.2	1.4	1.3	6.1	9.6	9.2

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, 2002 and 2003
(Diary Data)

Treatment	Usefulness								
	Useful			Interesting			Not Interesting		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Read	68.0	68.1	69.3	20.2	16.5	15.8	7.0	11.8	11.8
Looked at	24.4	19.0	18.4	36.5	23.3	22.6	21.5	51.3	53.0
Discarded	4.5	4.1	4.0	12.9	6.8	7.5	66.0	75.5	76.0
Set aside	58.2	66.6	64.4	25.6	18.5	18.5	8.4	10.6	12.1

Treatment	Usefulness								
	Objectionable			Don't Know/No Answer			Total		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Read	2.2	3.1	2.7	2.6	0.6	0.4	100.0	100.0	100.0
Looked at	5.2	5.7	5.5	12.4	0.6	0.5	100.0	100.0	100.0
Discarded	12.9	12.5	11.4	3.7	1.1	1.1	100.0	100.0	100.0
Set aside	4.6	3.4	4.2	3.2	0.9	0.8	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, 2002 and 2003
(Diary Data)

Treatment	Usefulness											
	Useful			Interesting			Not Interesting			Objectionable		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Read	70.2	77.2	78.0	38.0	52.0	50.6	13.6	16.3	15.7	20.0	24.5	23.1
Looked at	15.9	7.9	7.7	43.8	26.9	26.9	39.0	25.9	26.4	30.1	16.9	17.7
Discarded	1.6	2.5	2.5	8.2	11.4	12.9	43.7	55.3	55.1	39.6	53.3	53.1
Set aside	11.7	12.1	11.6	9.4	9.4	9.5	3.2	2.3	2.6	8.2	4.3	5.8
Don't know/No answer	0.6	0.2	0.2	0.6	0.4	0.2	0.5	0.2	0.2	2.1	1.0	0.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: 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, 2002 and 2003
(Diary Data)

Treatment	Intended Response														
	Yes			No			Maybe			No Answer			Total		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Read by member of household	27.1	18.3	19.9	42.6	47.4	48.0	26.8	29.4	26.5	3.6	4.9	5.6	100.0	100.0	100.0
Read by more than one member of household ①	N/A	24.9	26.2	N/A	33.0	31.7	N/A	37.4	38.0	N/A	4.6	4.2	N/A	100.0	100.0
Looked at	4.9	2.3	1.9	77.9	82.5	83.8	14.1	9.5	8.4	3.1	5.7	5.8	100.0	100.0	100.0
Discarded	0.9	0.5	0.5	92.5	91.7	91.8	2.4	1.6	1.6	4.3	6.2	6.1	100.0	100.0	100.0
Set aside	15.4	8.7	10.5	35.3	33.6	36.7	46.2	54.0	47.6	3.0	3.8	5.2	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, 2002 and 2003
(Diary Data)

Treatment	Intended Response								
	Yes			No			Maybe		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Read by member of household	18.8	65.7	66.4	30.8	28.0	28.0	57.0	52.8	51.9
Read by more than one member of household ①	N/A	22.4	21.8	N/A	4.9	4.6	N/A	16.9	18.6
Looked at	9.8	4.1	3.1	38.9	23.9	24.0	20.7	8.4	8.0
Discarded	0.9	1.2	1.1	23.7	38.9	38.7	1.8	2.1	2.3
Set aside	9.0	6.3	7.1	5.1	4.0	4.3	19.7	19.5	18.9
Don't know/No answer	1.5	0.4	0.4	1.5	0.4	0.4	0.9	0.3	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, 2002 and 2003
(Diary Data)

Usefulness	Intended Response								
	Yes			No			Maybe		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Useful	29.4	23.1	25.1	33.8	31.3	32.9	33.7	40.9	37.2
Interesting	6.2	3.2	3.0	72.6	76.1	77.9	17.9	16.5	14.0
Not interesting	1.3	0.8	0.8	92.2	90.5	90.1	3.0	2.9	2.9
Objectionable	3.7	1.8	1.3	83.6	84.5	83.9	9.0	6.2	6.9

Usefulness	Intended Response					
	Don't Know/No Answer			Total		
	1987	2002	2003	1987	2002	2003
Useful	3.2	4.7	4.7	100.0	100.0	100.0
Interesting	3.3	4.2	5.2	100.0	100.0	100.0
Not interesting	3.5	5.8	6.2	100.0	100.0	100.0
Objectionable	3.8	7.6	7.9	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, 2002 and 2003
(Diary Data)

Usefulness	Intended Response								
	Yes			No			Maybe		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Useful	83.3	90.5	92.3	23.9	20.2	21.2	69.8	80.1	80.4
Interesting	10.2	5.0	4.1	30.0	19.2	19.0	21.8	12.7	11.4
Not interesting	2.0	2.8	2.5	36.1	51.9	52.2	3.4	5.0	5.7
Objectionable	1.2	1.0	0.6	6.7	8.1	7.1	2.1	1.8	2.0
Don't know/No answer	3.2	0.7	0.4	3.3	0.6	0.5	2.9	0.4	0.5
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, 2002 and 2003
(Diary Data)

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Previous customer	51.4	43.5	43.0	7.2	3.0	2.8	40.0	27.2	29.8	9.3	4.7	5.4
Organization known	28.4	15.6	15.2	7.9	1.7	1.7	17.7	5.4	7.5	5.6	1.0	1.7
Organization unknown	30.2	14.4	15.4	4.2	2.0	1.4	21.3	7.0	5.9	7.8	1.2	0.7

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, 2002 and 2003
(Diary Data)

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Previous customer	56.7	58.7	58.5	5.6	8.7	7.8	48.2	52.3	54.2	12.9	7.6	9.1
Organization known	31.1	23.3	24.4	6.7	3.5	2.7	20.8	11.9	12.7	5.4	2.7	1.9
Organization unknown	20.2	25.4	19.4	1.9	3.8	1.7	8.5	6.1	5.3	1.9	1.4	0.6

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, 2002 and 2003
(Diary Data)

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Previous customer	52.4	68.8	66.8	11.2	7.7	9.5	64.4	71.1	70.2	17.6	19.6	21.1
Organization known	25.5	31.1	39.2	6.4	5.5	12.1	23.4	18.9	23.2	6.0	5.0	2.9
Organization unknown ①	24.4	43.5	28.2	4.5	7.1	7.6	17.5	26.6	17.3	7.1	5.3	5.7

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, 2002 and 2003
(Diary Data)

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Previous customer	58.4	59.5	61.3	14.0	16.0	18.3	63.0	67.6	69.5	24.0	14.9	18.7
Organization known	32.3	35.7	36.7	10.3	13.6	13.7	26.8	27.1	30.2	6.5	3.4	3.0
Organization unknown	22.2	29.4	27.5	11.3	9.1	11.8	13.9	16.3	13.9	4.6	2.3	2.7

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, 2002 and 2003
(Diary Data)

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Previous customer	65.1	64.6	64.5	8.7	6.7	6.5	54.5	51.3	54.9	27.9	20.1	18.8
Organization known	30.7	35.5	37.0	5.9	5.7	5.4	20.9	19.6	20.1	6.5	3.0	3.0
Organization unknown	27.2	30.6	24.8	9.4	6.2	4.9	16.0	15.8	12.7	6.5	4.1	5.2

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 A3-32
Standard Mail Treatment of Mail Piece by Shape
(Percentage of Mail Pieces Received by Households)
Postal Fiscal Years 1987, 2002 and 2003
(Diary Data)

Treatment	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label Postcard			Postcard		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Read by member of household	44.5	33.3	34.2	44.0	37.7	35.4	30.8	25.7	24.9	50.1	41.4	42.5
Read by more than one member of household ①	N/A	5.4	5.4	N/A	7.4	6.8	N/A	5.4	5.4	N/A	8.8	7.4
Looked at	26.1	18.9	18.9	26.0	17.6	17.8	33.8	21.1	21.3	24.7	17.5	17.6
Discarded	15.3	32.5	30.8	13.8	23.5	25.5	19.6	35.0	33.6	15.7	24.7	24.2
Set aside	4.8	3.2	3.2	8.8	6.1	6.0	3.9	2.4	2.4	2.2	2.4	2.0
Don't know/No answer	9.3	6.6	7.7	7.4	7.6	8.4	11.9	10.4	12.4	7.4	5.2	6.3
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Treatment	Catalog Not in Envelope			Flyers			Newspapers/Magazines			Total ②		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Read by member of household	42.9	36.9	36.0	40.8	37.1	35.6	30.1	32.1	32.3	41.5	35.4	35.0
Read by more than one member of household ①	N/A	11.8	12.0	N/A	11.0	10.4	N/A	15.2	15.1	N/A	9.1	8.7
Looked at	25.9	12.8	11.8	27.0	16.2	16.6	17.6	13.0	11.3	26.4	16.3	16.3
Discarded	9.7	15.6	15.5	15.1	22.2	22.4	9.4	14.3	17.0	14.0	23.7	23.7
Set aside	15.9	15.1	15.6	6.7	6.3	5.5	8.1	9.7	11.5	8.1	7.1	7.0
Don't know/No answer	5.6	7.8	9.1	10.5	7.2	9.4	34.9	15.7	12.8	10.0	8.5	9.2
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

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, 2002 and 2003
(Diary Data)

Usefulness	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label Postcard			Postcard		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Useful	32.6	25.1	26.7	36.4	35.5	34.8	26.8	23.0	23.4	38.4	37.5	37.4
Interesting	21.3	11.1	11.4	27.4	15.0	14.0	16.3	10.2	9.9	20.1	11.3	11.3
Not interesting	29.0	47.2	46.5	21.1	34.7	36.2	34.7	48.3	46.0	27.7	40.5	40.0
Objectionable	5.7	9.5	7.3	5.8	6.8	6.2	7.5	7.4	7.6	4.9	5.1	4.6
Don't Know/No answer	11.5	7.1	8.1	9.2	7.9	8.8	14.7	11.1	13.0	8.9	5.6	6.7
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Usefulness	Catalog Not in Envelope			Flyers			Newspapers/ Magazines			Total ①		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Useful	53.8	53.5	52.7	44.7	46.4	43.2	33.3	50.2	53.4	40.2	39.2	38.9
Interesting	26.1	20.9	20.6	19.4	12.4	12.4	16.7	14.1	11.5	22.0	14.1	13.7
Not interesting	10.8	15.7	15.0	19.5	29.4	30.2	9.0	16.2	18.9	21.3	32.3	32.7
Objectionable	2.3	1.7	2.3	3.8	4.3	4.5	2.5	3.3	3.2	4.6	5.5	5.1
Don't Know/No answer	7.0	8.2	9.3	12.5	7.5	9.7	38.5	16.2	13.0	12.0	8.9	9.6
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

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, 2002 and 2003
(Diary Data)

Response	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label Postcard			Postcard		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Yes	12.8	6.4	6.7	16.5	10.5	10.2	8.6	5.2	4.1	15.4	10.0	11.5
No	69.6	74.8	74.0	62.1	66.1	66.3	69.5	68.6	67.1	63.6	64.5	63.0
Maybe	13.1	9.7	9.3	16.7	14.6	14.1	10.5	7.4	7.8	13.6	15.1	13.9
No answer	4.5	9.2	10.0	4.8	8.8	9.4	11.4	18.8	21.1	7.4	10.4	11.6
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

Response	Catalog Not in Envelope			Flyers			Newspapers/ Magazines			Total ①		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Yes	16.1	10.7	12.4	15.6	13.1	13.6	10.2	9.5	11.0	14.6	9.8	10.4
No	46.6	46.1	44.9	54.2	52.6	54.3	44.3	45.9	50.5	58.6	59.5	59.5
Maybe	32.5	33.4	31.2	21.2	22.3	18.3	16.9	22.3	19.5	19.9	19.5	17.8
No answer	4.8	9.8	11.5	9.1	12.1	13.8	28.6	22.3	19.0	7.0	11.2	12.3
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

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, 2002 and 2003
(Diary Data)

Familiarity	Shape																	
	Letter Size Envelope						Larger Than Letter Size Envelope						Postcard					
	Read			Set Aside			Read			Set Aside			Read			Set Aside		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Previous customer	64.7	57.5	58.8	5.3	4.0	3.9	60.1	60.3	57.7	10.4	8.3	8.0	67.9	69.5	69.0	2.6	3.6	2.6
Organization known	34.6	23.6	24.4	5.8	2.8	2.2	30.3	28.6	26.7	6.2	3.4	3.1	38.3	39.4	42.5	2.1	0.7	1.2
Organization unknown	29.0	23.0	25.2	4.6	2.4	2.5	27.6	31.6	24.3	7.0	3.9	4.5	32.8	27.1	25.0	1.9	1.4	1.9

Familiarity	Shape																	
	Catalog Not in Envelope						Flyers						Newspapers/Magazines					
	Read			Set Aside			Read			Set Aside			Read			Set Aside		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Previous customer	53.1	61.0	61.1	17.6	17.4	18.7	57.0	63.8	63.8	8.0	8.0	7.0	56.3	64.2	64.1	15.7	13.9	14.8
Organization known	29.6	35.4	38.0	12.6	15.5	14.0	27.8	31.6	31.5	4.8	4.2	5.1	45.4	40.7	38.4	8.5	9.8	12.0
Organization unknown	20.8	30.7	25.3	15.1	12.0	14.1	24.5	28.6	23.8	5.9	3.7	2.9	21.9	32.8	27.4	5.6	4.4	10.9

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, 2002 and 2003
(Diary Data)

Familiarity	Shape								
	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Previous customer	20.3	16.1	15.4	22.7	11.2	9.4	20.3	8.2	9.6
Organization known	5.9	20.5	27.4	7.1	20.0	13.0	8.8	8.0	7.8
Organization unknown ①	5.0	32.3	24.3	5.2	14.7	19.1	3.6	6.1	4.6

Familiarity	Shape								
	Catalog Not In Envelope			Flyers			Newspapers/Magazines		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Previous customer	21.5	29.6	30.9	22.3	27.6	26.7	21.8	3.4	4.7
Organization known	6.4	28.6	25.6	4.6	16.8	19.2	0.0	2.9	4.8
Organization unknown ①	5.0	20.0	25.3	4.8	20.3	19.0	4.5	3.5	2.8

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, 2002 and 2003
(Diary Data)

Familiarity	Shape								
	Letter Size Envelope			Larger Than Letter Envelope			Postcard		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Previous customer	53.4	76.9	77.3	53.6	78.4	80.9	58.4	79.1	78.0
Organization known	22.8	10.3	10.8	19.8	8.1	8.3	28.3	11.2	12.3
Organization unknown	12.7	5.6	6.1	13.6	5.9	4.7	10.6	6.1	6.3

Familiarity	Shape								
	Catalog Not In Envelope			Flyers			Newspapers/Magazines		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Previous customer	70.5	83.1	82.8	66.6	81.3	82.6	67.4	81.1	83.0
Organization known	30.2	9.6	10.7	28.7	9.5	9.0	46.0	9.4	10.7
Organization unknown	18.9	4.3	3.3	16.3	4.9	3.9	25.9	2.2	3.3

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, 2002 and 2003
(Diary Data)

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Letter size envelope	53.3	56.7	60.7	2.5	4.9	2.9	37.4	42.5	40.5
Larger than Letter size envelope	45.8	50.2	45.2	10.2	3.2	4.9	40.8	42.7	35.8
Postcard	56.9	67.2	70.7	1.3	3.5	3.7	48.5	61.9	67.6
Catalog not in envelope	45.9	63.2	59.4	15.8	12.2	14.1	62.5	69.6	63.8
Flyers	42.4	62.8	59.2	6.1	6.1	8.5	51.2	65.1	64.0

Shape	Will Respond			Percentage of Pieces Received		
	1987	2002	2003	1987	2002	2003
Letter size envelope	12.3	14.7	13.1	8.8	7.2	7.4
Larger than Letter size envelope	10.9	9.5	11.5	3.6	5.1	5.5
Postcard	12.3	18.4	20.8	3.3	12.1	13.3
Catalog not in envelope	17.1	18.5	17.2	40.8	29.1	29.9
Flyers	15.4	17.6	19.0	42.5	40.0	37.3

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, 2002 and 2003
(Diary Data)

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Previous customer:									
Catalogs Not In Envelope	68.0	80.4	80.2	70.7	75.6	71.9	18.4	20.1	19.9
Flyers	59.0	75.0	75.2	64.2	72.6	74.0	18.2	19.8	22.2
Organization known:									
Catalogs Not In Envelope	38.1	39.0	48.8	26.9	16.8	21.6	7.2	4.3	2.9
Flyers	24.0	39.1	47.9	22.9	22.1	18.1	4.7	5.5	5.3
Organization unknown: ①									
Catalogs Not In Envelope	23.5	53.0	27.6	20.6	45.9	11.4	13.7	11.5	6.0
Flyers	31.2	42.1	42.4	17.8	26.1	29.7	5.3	2.7	6.1

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, 2002 and 2003
(Diary Data)

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Letter size envelope	42.7	45.9	49.3	4.1	4.4	6.2	29.9	32.2	36.3
Larger than Letter size envelope	48.2	45.9	48.0	10.4	4.6	6.8	41.1	34.2	38.4
Postcard ①	60.4	48.8	56.8	4.2	2.4	2.0	51.8	35.4	41.7
Catalog not in envelope	40.9	46.1	45.9	17.1	16.1	17.2	48.9	51.0	51.1
Flyers	39.8	42.3	38.5	7.8	4.6	6.2	32.9	33.5	28.6
Newspapers/Magazines ①	57.0	46.7	46.2	0.0	7.9	13.8	62.3	44.7	45.0

Shape	Will Respond			Percentage of Pieces Received		
	1987	2002	2003	1987	2002	2003
Letter size envelope	12.3	8.7	11.7	20.8	6.5	6.2
Larger than Letter size envelope	18.0	11.2	14.3	22.0	11.1	10.5
Postcard ①	18.6	7.7	10.4	0.8	0.9	1.2
Catalog not in envelope	15.8	9.5	11.8	48.5	72.1	71.7
Flyers	10.0	6.2	7.1	7.0	3.7	4.1
Newspapers/Magazines ①	19.8	9.8	8.5	0.2	1.9	2.7

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, 2002 and 2003
(Diary Data)

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Previous customer:									
Letter size envelope	65.0	63.1	67.3	52.2	47.8	52.9	18.8	12.4	15.1
Larger than Letter Size Envelope	74.3	64.5	72.4	58.7	50.7	56.7	27.1	17.0	21.7
Catalog	74.9	78.3	81.7	70.3	71.5	73.1	25.1	14.7	18.7
Organization known:									
Letter size envelope	34.2	39.1	34.6	13.3	14.1	13.6	5.6	5.1	2.7
Larger than Letter Size Envelope	44.5	37.2	32.8	27.0	15.9	15.2	9.7	2.9	2.6
Catalog	44.6	51.9	55.5	31.5	30.2	35.0	6.7	3.4	3.3
Organization unknown:									
Letter size envelope ①	29.4	29.9	43.5	7.0	6.6	4.5	6.7	3.3	3.9
Larger than Letter Size Envelope	32.9	32.0	28.2	14.2	10.7	7.7	4.7	2.4	1.1
Catalog	36.8	41.6	40.6	17.7	19.4	15.6	3.5	2.3	2.9

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, 2002 and 2003
(Diary Data)

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Letter size envelope	51.1	51.4	52.4	6.0	3.6	3.3	37.9	34.8	35.3
Larger than Letter size envelope	41.4	47.2	42.2	6.8	6.4	4.4	27.4	30.2	26.7
Postcard ①	45.2	41.6	38.5	5.9	2.7	2.9	30.4	17.1	23.6
Catalog not in envelope ①	40.8	44.4	40.3	16.3	11.6	11.1	48.2	34.7	39.1
Flyers	45.8	42.0	33.4	8.4	4.2	4.2	46.6	27.2	28.1
Newspapers/Magazines	27.2	40.6	48.3	7.6	7.7	9.8	28.8	41.7	49.8

Shape	Will Respond			Percentage of Pieces Received		
	1987	2002	2003	1987	2002	2003
Letter size envelope	21.0	16.2	15.0	26.5	35.2	41.0
Larger than Letter size envelope	16.6	13.9	14.1	34.1	24.0	21.8
Postcard ①	26.1	3.4	5.4	1.2	1.6	1.9
Catalog not in envelope ①	13.5	6.3	7.3	4.4	6.6	7.0
Flyers	16.3	8.8	5.7	20.4	9.6	8.8
Newspapers/Magazines	9.1	5.2	8.5	12.1	19.4	15.2

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, 2002 and 2003
(Diary Data)

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Previous customer:									
Letter size envelope	77.2	69.1	70.9	54.1	48.5	51.4	31.9	24.1	22.0
Larger envelope	68.8	68.4	64.5	44.8	41.7	43.0	25.8	19.5	17.0
Catalog ①	78.7	81.2	81.1	72.7	63.3	69.6	22.1	22.3	20.2
Organization known:									
Letter size envelope	34.2	33.9	39.4	20.8	10.4	11.3	5.7	2.0	2.3
Larger envelope	31.3	38.3	35.2	13.3	15.6	12.8	7.7	6.2	3.4
Catalog ①	48.3	46.4	48.2	31.1	20.4	29.8	5.4	1.5	0.6
Organization unknown:									
Letter size envelope	31.3	31.0	30.9	13.5	11.1	7.1	3.7	2.1	3.7
Larger envelope	35.8	39.8	27.6	13.9	15.9	10.5	7.4	2.9	10.8
Catalog ①	46.0	43.1	25.0	16.7	20.5	10.3	6.9	2.0	3.9

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, 2002 and 2003
(Diary Data)

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Letter size envelope	43.4	25.1	26.5	4.2	2.0	2.2	28.0	13.3	16.4
Larger than Letter size envelope	32.7	34.1	27.2	8.4	3.4	2.2	28.9	19.4	15.8
Postcard ①	25.1	60.4	55.4	0.0	1.5	3.1	9.9	46.1	33.7
Catalog not in envelope ①	43.8	55.1	61.2	21.3	2.3	9.0	45.9	49.2	49.9
Flyers ①	33.3	39.9	43.0	6.3	5.2	0.0	35.6	28.9	29.2

Shape	Will Respond			Percentage of Pieces Received		
	1987	2002	2003	1987	2002	2003
Letter size envelope	10.4	1.9	3.1	59.5	81.7	81.9
Larger than Letter size envelope	3.1	4.4	2.1	28.1	13.9	13.5
Postcard ①	0.0	14.8	7.7	0.4	1.0	1.3
Catalog not in envelope ①	3.2	15.5	7.0	3.1	0.5	0.6
Flyers ①	12.1	6.1	7.5	8.1	1.5	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 A3-45
Standard Mail from Credit Card Companies
Reaction to Mail Pieces by Familiarity and Shape^①
(Percentage of Pieces)
Postal Fiscal Years 1987, 2002 and 2003
(Diary Data)

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Previous customer:									
Letter size envelope	63.7	43.5	44.5	39.6	24.9	28.6	14.9	3.7	5.3
Larger than Letter size envelope	53.0	54.5	45.4	38.6	31.2	28.5	2.3	6.3	4.1
Organization known:									
Letter size envelope	37.9	17.1	16.4	18.7	5.2	7.7	7.0	0.8	1.8
Larger than Letter size envelope	32.8	18.7	15.4	12.9	7.2	4.7	3.0	3.2	1.1
Organization unknown:									
Letter size envelope	36.7	13.4	17.6	19.8	6.2	6.0	3.2	1.0	0.7
Larger than Letter size envelope	21.3	29.5	11.8	19.1	6.9	5.9	2.7	0.5	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 A3-46
Standard Mail from Insurance Companies
Reaction to Mail Piece by Shape
(Percentage of Pieces)
Postal Fiscal Years 1987, 2002 and 2003
(Diary Data)

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Letter size envelope	33.5	35.9	38.3	3.7	3.7	2.9	23.4	19.5	23.4
Larger than Letter size envelope	35.8	32.0	27.0	7.2	6.0	4.1	28.3	25.2	24.1
Postcard ①	64.3	45.2	39.8	0.0	0.6	2.3	38.0	31.9	20.2
Catalog not in envelope ①	41.6	53.9	52.9	14.6	35.3	19.6	34.1	62.5	53.9
Flyers ①	27.2	41.7	37.2	1.4	6.4	4.6	19.6	33.7	34.0
Newspapers/Magazines ①	49.1	32.4	45.1	14.1	20.3	17.7	14.1	54.1	58.5

Shape	Will Respond			Percentage of Pieces Received		
	1987	2002	2003	1987	2002	2003
Letter size envelope	6.1	4.0	4.1	66.8	52.9	51.1
Larger than Letter size envelope	7.2	3.4	3.7	19.9	25.8	27.1
Postcard ①	41.7	5.9	0.0	0.7	3.3	3.5
Catalog not in envelope ①	0.0	15.6	0.0	1.4	0.6	1.3
Flyers ①	5.2	2.2	3.2	10.2	11.2	11.5
Newspapers/Magazines ①	0.0	2.2	4.1	0.5	3.6	4.3

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^①
(Percentage of Pieces)
Postal Fiscal Years 1987, 2002 and 2003
(Diary Data)

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Previous customer:									
Letter size envelope	59.7	65.7	71.5	46.3	43.9	53.3	12.2	9.2	10.7
Larger than Letter size envelope	69.6	68.0	59.8	49.5	55.0	51.6	11.3	5.5	11.7
Organization known:									
Letter size envelope	37.4	27.5	29.7	19.1	12.8	11.4	4.3	3.7	2.2
Larger than Letter size envelope	39.4	25.0	21.9	29.5	10.1	16.2	10.1	0.8	1.4
Organization unknown:									
Letter size envelope	22.2	31.9	24.1	8.6	4.8	6.4	2.0	1.0	0.7
Larger than Letter size envelope	25.3	22.9	14.9	11.9	10.3	4.1	3.2	3.4	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, 2002 and 2003
(Diary Data)

Industry	Read Immediately			Set Aside			Found Useful			Will Respond ①		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Financial:												
Credit card	39.5	27.2	27.5	6.1	2.3	2.2	29.3	15.0	17.1	8.3	2.5	3.1
Bank	38.8	37.4	41.0	4.0	4.3	2.8	31.1	24.8	26.4	8.1	3.8	3.8
Securities broker	40.4	48.7	46.6	11.7	14.8	12.5	42.5	61.9	56.8	8.4	8.7	3.8
Money Market ②	45.6	50.9	51.8	5.4	14.3	14.0	53.7	59.9	65.0	1.9	6.5	6.9
Insurance Company	33.9	36.1	35.5	4.3	5.2	4.3	24.6	25.0	26.7	6.4	3.7	3.8
Real Estate/Mortgage	29.3	33.9	32.6	3.1	1.7	2.4	21.3	18.9	16.7	2.7	2.3	1.6
Total Financial	37.2	33.4	33.7	5.3	4.4	3.7	29.5	23.8	24.3	7.3	3.2	3.3
Merchants:												
Supermarkets	40.3	56.8	54.6	5.8	7.3	6.7	52.2	58.7	56.2	26.8	29.3	30.9
Department store	45.3	62.4	60.3	9.7	7.3	9.0	53.9	62.7	61.3	15.6	17.3	18.1
Mail order company	42.9	46.0	46.5	12.0	13.1	14.6	41.9	46.7	47.8	15.3	9.8	12.0
Specialty store	40.1	53.0	52.7	8.6	8.5	6.6	43.4	53.3	51.2	14.4	13.9	15.3
Publisher	43.1	46.8	46.4	7.5	5.8	5.4	35.3	34.4	35.2	17.1	12.2	12.3
Land promotion ②	26.3	34.0	40.9	4.1	4.0	5.3	7.7	16.0	18.7	4.1	3.0	4.7
Restaurant	49.9	56.1	57.6	3.4	6.8	7.3	51.9	56.6	57.7	19.5	22.9	25.4
Consumer packaged goods	63.4	48.1	49.0	5.6	4.5	4.4	59.1	38.5	39.4	32.1	14.4	15.5
Auto dealers	37.3	47.4	34.4	3.2	5.0	3.9	32.6	32.9	25.8	8.7	4.9	5.2
Mall ②	22.4	55.5	52.0	14.2	0.0	14.9	45.3	23.8	66.8	9.4	6.1	44.0
Total Merchants	43.5	50.8	50.6	9.1	9.7	10.2	44.1	49.0	49.2	16.3	12.9	14.6

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, 2002 and 2003
(Diary Data)

Industry	Read Immediately			Set Aside			Found Useful			Will Respond ①		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Services:												
Telephone	49.9	41.5	37.1	5.7	2.1	2.6	46.6	25.4	25.5	14.4	5.2	3.9
Other Utilities ②	49.9	62.2	49.9	7.2	4.7	5.4	56.4	50.8	45.0	11.6	14.7	13.1
Medical	44.3	49.9	44.9	5.2	5.1	5.7	41.0	42.4	38.3	6.8	9.9	6.8
Other professional ②	53.2	42.5	43.7	6.4	3.8	7.1	42.4	35.3	34.7	12.2	5.1	12.7
Leisure service	41.6	56.1	54.0	8.1	6.0	5.6	36.9	49.6	46.8	7.8	10.5	12.3
Cable TV	51.5	40.3	37.9	9.2	2.2	1.8	43.7	22.2	19.2	8.4	2.8	3.5
Computer	40.5	38.7	30.9	7.2	5.4	4.3	39.8	27.4	24.3	12.5	4.1	2.7
Total Services	44.1	45.3	42.4	6.5	4.3	4.0	38.0	35.0	32.5	9.6	7.3	7.2
Federal Government	N/A	55.7	48.2	N/A	12.3	14.1	N/A	58.4	55.8	N/A	21.3	20.5
Nonfederal Government	48.7	58.2	63.7	15.6	11.0	10.0	57.6	60.7	63.6	18.6	13.2	18.8
Social/Charitable/Political:												
Union/professional ②	49.5	59.3	53.9	7.6	6.6	11.1	55.9	51.0	51.8	11.3	8.8	6.8
Church	51.8	46.7	58.9	3.6	9.7	7.7	39.7	50.4	54.7	6.6	7.1	13.6
Veterans	N/A	47.3	67.7	N/A	15.9	2.5	N/A	36.3	53.0	N/A	18.4	20.6
Educational	46.4	46.2	45.7	5.4	8.7	6.0	40.0	38.7	39.8	6.3	3.9	4.7
Charities	53.1	47.9	50.3	0.6	1.4	3.7	29.7	25.4	39.9	8.6	16.0	16.6
Political	37.5	43.2	36.4	8.1	5.0	3.7	27.6	36.8	27.0	13.0	12.5	9.9
AARP ②	59.4	37.2	34.4	7.0	4.9	4.3	57.1	31.2	33.0	37.9	4.6	4.2
Total Social/Charitable/Political	45.2	47.5	45.6	6.4	7.1	5.5	37.8	40.5	38.5	9.2	8.7	7.8

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, 2002 and 2003
(Recruitment and Diary Data)

Income	Read Immediately						Set Aside					
	Percent			Pieces Per Household Per Week			Percent			Pieces Per Household Per Week		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Under \$7K	43.0	50.6	45.9	1.6	3.2	1.7	18.8	5.1	3.4	0.3	0.3	0.1
\$7K - \$9.9K	41.0	36.4	47.0	2.1	1.9	2.2	18.8	7.6	6.4	0.3	0.4	0.3
\$10K - \$14.9K	45.0	50.4	46.5	2.6	3.2	2.8	11.9	5.8	5.7	0.5	0.4	0.4
\$15K - \$19.9K	45.0	45.2	49.3	2.9	2.7	3.5	9.4	5.5	7.2	0.6	0.3	0.5
\$20K - \$24.9K	42.5	48.6	43.0	2.8	3.7	3.4	8.5	6.6	7.6	0.6	0.5	0.6
\$25K - \$29.9K	44.2	47.0	44.4	3.5	4.0	3.7	8.0	7.0	7.3	0.6	0.6	0.6
\$30K - \$34.9K	41.4			3.6			8.3			0.7		
\$35K - \$49.9K	41.4	46.7	43.7	3.9	4.6	4.1	7.5	6.9	7.3	0.8	0.7	0.7
\$50K - \$64.9K	41.1	44.1	44.9	4.4	4.9	4.8	7.0	7.8	6.8	0.8	0.9	0.7
\$65K - \$79.9K	40.4	43.2	41.1	6.1	5.7	5.2	6.7	8.1	7.7	1.5	1.1	1.0
\$80K - \$99.9K	31.4	45.5	44.9	4.4	6.7	6.2	8.9	7.7	6.7	1.3	1.1	0.9
\$100K +	34.5	38.9	41.8	5.3	7.0	7.4	6.0	7.1	7.4	1.2	1.3	1.3

Income	Found Useful						Will Respond ①					
	Percent			Pieces Per Household Per Week			Percent			Pieces Per Household Per Week		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Under \$7K	36.0	29.7	37.4	1.4	1.9	1.4	17.5	15.4	6.9	0.5	0.8	0.2
\$7K - \$9.9K	37.1	24.2	36.1	1.9	1.3	1.7	12.6	9.2	10.6	0.5	0.4	0.4
\$10K - \$14.9K	39.6	40.4	37.0	2.3	2.6	2.3	17.7	12.5	11.0	0.8	0.7	0.6
\$15K - \$19.9K	41.9	33.7	38.6	2.7	2.0	2.8	15.3	10.9	13.3	0.8	0.5	0.8
\$20K - \$24.9K	42.8	39.6	35.7	2.8	3.0	2.8	15.6	11.3	11.7	0.9	0.7	0.8
\$25K - \$29.9K	40.4	37.3	37.5	3.2	3.2	3.1	14.8	9.7	9.7	1.0	0.7	0.7
\$30K - \$34.9K	40.4			3.5			14.8			1.1		
\$35K - \$49.9K	41.9	39.4	39.1	4.0	3.9	3.7	14.8	11.3	10.4	1.1	1.0	0.9
\$50K - \$64.9K	42.2	38.8	40.0	4.6	4.3	4.3	14.8	9.4	11.0	1.3	0.9	1.0
\$65K - \$79.9K	40.5	39.9	39.3	6.1	5.3	5.0	11.1	9.7	9.9	1.4	1.1	1.1
\$80K - \$99.9K	34.7	42.7	40.2	4.9	6.3	5.5	10.9	10.1	11.8	1.3	1.3	1.4
\$100K +	32.0	39.4	39.3	4.9	7.1	6.9	10.1	8.3	9.2	1.3	1.3	1.4

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.

2002/2003 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, 2002 and 2003
(Recruitment and Diary Data)

Age of Head of Household	Read Immediately						Set Aside					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
18 - 21 ②	46.9	43.8	64.2	1.8	2.5	3.5	10.3	4.7	8.2	0.4	0.3	0.4
22 - 24 ②	35.6	28.8	45.3	1.1	2.3	2.9	6.9	5.6	4.2	0.2	0.4	0.3
25 - 34	40.4	44.7	38.3	2.7	3.8	3.5	8.4	6.4	7.5	0.6	0.5	0.7
35 - 44	39.9	43.5	43.5	3.3	4.7	4.7	7.8	7.6	7.5	0.6	0.8	0.8
45 - 54	39.6	45.2	45.6	3.5	5.7	5.7	7.8	7.4	7.1	0.7	0.9	0.9
55 - 64	45.0	45.1	44.8	4.4	6.0	5.3	9.2	7.8	6.1	0.9	1.0	0.7
65 - 69	42.5	44.8	45.1	3.5	5.5	5.0	7.4	7.6	7.0	0.6	0.9	0.8
70+	43.8	46.1	43.1	3.4	5.1	4.4	7.3	6.4	7.1	0.6	0.7	0.7

Age of Head of Household	Found Useful						Will Respond ①					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
18 - 21 ②	53.5	32.0	61.0	2.1	1.8	3.3	16.5	7.0	13.5	0.5	0.3	0.7
22 - 24 ②	35.7	27.4	33.7	1.1	2.2	2.2	17.5	5.3	13.9	0.5	0.4	0.8
25 - 34	42.7	37.4	36.1	2.8	3.2	3.3	15.9	10.0	9.4	0.9	0.7	0.8
35 - 44	40.8	40.1	40.1	3.4	4.4	4.4	16.1	10.0	10.3	1.1	0.9	1.0
45 - 54	38.8	41.1	40.1	3.4	5.2	5.0	13.0	10.1	11.6	0.9	1.1	1.2
55 - 64	41.2	41.3	39.8	4.0	5.4	4.7	12.7	9.5	10.9	1.0	1.1	1.1
65 - 69	38.1	38.5	39.0	3.1	4.8	4.4	13.2	10.3	9.5	0.9	1.1	0.9
70+	37.6	37.4	36.2	2.9	4.1	3.7	14.8	10.0	8.8	0.9	0.9	0.8

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 Reaction to Mail Piece by Education of Head of Household
(Percentage of Pieces)
Postal Fiscal Years 1987, 2002 and 2003
(Recruitment and Diary Data)

Education of Head of Household	Read Immediately						Set Aside					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Less than 8th grade ①	43.7	52.8	45.4	2.2	3.8	3.8	7.8	5.3	6.4	0.4	0.4	0.5
Some High School	46.4	42.8	42.6	2.6	3.1	3.3	6.9	5.9	6.8	0.4	0.4	0.5
High School	44.4	47.7	44.9	3.1	4.7	4.2	7.3	6.8	6.8	0.5	0.7	0.6
Some college	41.6	44.7	43.9	3.3	5.0	4.7	7.9	7.9	7.8	0.6	0.9	0.8
Professional or Technical school	41.2	41.8	43.4	3.2	4.2	4.6	9.5	7.9	7.6	0.7	0.8	0.8
College Graduate	37.7	42.1	43.6	3.7	5.9	5.7	9.3	7.3	6.9	0.9	1.0	0.9
Post graduate	37.3	41.2	41.2	4.4	7.0	6.3	8.9	7.4	6.9	1.0	1.3	1.1

Education of Head of Household	Found Useful						Will Respond ②					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Less than 8th grade ①	35.5	36.8	36.3	1.8	2.6	3.0	14.6	12.2	13.6	0.6	0.7	0.9
Some High School	40.5	34.0	34.6	2.3	2.5	2.7	13.4	9.3	8.6	0.6	0.6	0.6
High School	40.0	38.8	38.7	2.8	3.8	3.6	15.1	10.4	10.7	0.9	0.9	0.9
Some college	41.1	40.4	40.6	3.3	4.5	4.3	15.6	9.8	11.6	1.0	0.9	1.1
Professional or Technical school	40.0	36.6	37.6	3.1	3.7	4.0	15.7	9.1	9.6	1.0	0.8	0.9
College Graduate	40.5	40.4	39.9	4.0	5.7	5.2	13.4	9.8	10.3	1.1	1.2	1.2
Post graduate	40.6	40.7	38.7	4.8	7.0	5.9	14.1	8.4	8.7	1.4	1.3	1.2

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, 2002 and 2003
(Diary Data)

Industry	BRM			CRM			Combined BRM/CRM		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Financial:									
Credit cards	9.1	31.9	32.9	2.8	7.4	8.1	6.1	22.8	24.0
Bank	4.8	4.8	5.4	1.6	2.6	3.5	3.2	4.0	4.7
Securities	2.4	2.0	2.2	0.7	0.6	0.6	1.6	1.5	1.6
Money market	0.3	0.1	0.2	0.1	0.1	0.2	0.2	0.1	0.2
Insurance company	12.7	11.0	10.1	2.3	2.8	2.7	7.8	7.9	7.4
Real Estate/Mortgage	1.1	0.9	1.6	0.3	0.3	0.6	0.7	0.7	1.2
Other financial	0.5	0.2	0.1	0.3	0.2	0.1	0.5	0.2	0.1
Total Financial	30.9	50.8	52.4	8.1	14.1	15.7	20.1	37.1	39.3
Merchants:									
Supermarkets	0.2	0.1	0.1	0.2	0.1	0.2	0.3	0.1	0.1
Department store	5.6	1.8	2.0	4.0	2.6	2.5	5.1	2.1	2.2
Mail order	19.0	13.0	11.7	46.8	52.8	52.0	31.6	27.8	26.2
Specialty store	3.4	1.3	1.4	6.8	3.2	3.0	5.0	2.0	2.0
Publisher	22.1	15.8	15.7	21.1	13.1	12.6	21.4	14.8	14.6
Land promotion	0.4	0.1	0.1	0.1	0.0	0.0	0.3	0.1	0.0
Restaurant	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Consumer packaged goods	0.9	2.0	2.3	0.5	1.1	1.6	0.8	1.7	2.1
Auto dealers	0.3	0.0	0.2	0.1	0.0	0.1	0.2	0.0	0.1
Service stations	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Mall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other merchants	1.1	0.3	0.3	2.1	0.3	0.3	1.4	0.3	0.3
Total Merchants	53.1	34.6	33.8	81.7	73.3	72.3	66.2	49.0	47.6
Services:									
Telephone	2.3	1.2	0.6	0.4	1.0	1.1	1.4	1.1	0.8
Other utilities	0.2	0.5	0.8	0.1	0.5	0.5	0.2	0.5	0.7
Medical	0.6	1.0	1.1	0.2	0.9	1.0	0.4	1.0	1.1
Other professional	0.6	0.3	0.7	0.3	0.2	0.4	0.4	0.2	0.6
Leisure service	1.9	2.1	2.0	1.0	1.2	1.7	1.4	1.8	1.9
Cable TV	0.6	0.1	0.1	0.5	0.3	0.3	0.6	0.2	0.2
Computer	0.5	0.7	0.5	0.2	0.2	0.2	0.4	0.5	0.4
Craftsman	0.6	0.1	0.1	0.1	0.0	0.0	0.3	0.0	0.1
Other services	2.4	3.0	2.5	1.0	1.4	0.8	1.8	2.4	1.9
Total Services	9.7	9.0	8.4	3.8	5.7	6.1	6.9	7.7	7.6
Federal Government	N/A	0.6	0.6	N/A	1.2	0.6	N/A	0.8	0.6
Nonfederal Government	0.3	0.2	0.3	0.9	0.7	0.7	0.6	0.4	0.4
Total Social/Charitable/ Political/Nonprofit:	2.9	4.5	4.1	1.9	4.5	4.2	2.5	4.5	4.2
Don't know/No answer	0.3	0.4	0.4	0.6	0.5	0.4	0.4	0.4	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	2.1	1.3	1.4	1.2	2.7	3.7	3.2

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, 2002 and 2003
(Diary Data)

Industry	Business Reply			Courtesy Reply		
	1987	2002	2003	1987	2002	2003
Financial:						
Credit card	57.8	63.7	61.7	15.4	8.8	8.5
Bank	36.1	28.2	25.7	10.4	8.9	9.3
Securities Broker	40.6	20.6	22.1	11.0	3.7	3.4
Money market ①	42.9	7.0	16.8	13.3	5.9	9.7
Insurance	62.7	52.2	44.4	10.1	7.9	6.7
Real Estate/Mortgage	19.1	13.8	15.9	4.1	3.1	3.2
Total Financial	48.7	47.6	44.1	11.1	7.8	7.4
Merchants:						
Supermarkets	1.1	1.7	1.6	0.8	1.2	1.3
Department store	7.0	4.4	4.4	4.4	3.7	3.0
Mail order	21.9	13.5	12.2	47.2	32.8	30.4
Specialty store	6.9	3.5	3.4	12.1	5.0	4.1
Publisher	30.2	44.1	46.7	25.2	21.7	21.0
Land promotion ①	11.5	8.6	9.7	2.7	1.3	0.8
Restaurant	2.1	0.2	1.1	0.6	0.7	0.1
Consumer packaged goods	10.4	22.8	19.5	5.3	7.6	7.5
Auto Dealers	8.9	2.0	5.5	2.5	0.7	1.0
Service stations ①	1.7	5.1	2.7	0.5	1.3	1.1
Mall ①	0.0	0.0	0.0	0.0	0.0	0.0
Total Merchants	15.8	14.3	13.5	21.3	18.9	16.9
Services:						
Telephone	53.1	10.5	5.3	9.0	5.4	5.1
Other utilities ①	24.7	22.8	26.3	9.4	14.0	9.8
Medical	13.2	13.9	13.2	4.0	7.5	6.7
Other professional ①	26.2	11.4	22.3	12.6	4.7	7.2
Leisure service	21.2	14.5	12.3	10.2	4.9	5.9
Cable TV	11.5	2.3	1.3	8.9	3.6	2.0
Computer	41.9	13.2	8.1	15.5	2.1	2.0
Craftsman ①	60.7	17.3	23.9	6.4	3.3	3.4
Total Services	26.8	15.2	12.7	9.3	5.7	5.2
Federal Government	N/A	17.7	24.0	N/A	21.3	14.5
Nonfederal Government	5.7	4.8	6.3	14.4	8.6	9.2
Social/Charitable/Social/Nonprofit	18.0	18.9	18.0	10.4	11.3	10.2
Total Nonhousehold Mail Received by Households	18.7	20.9	19.4	16.4	12.4	10.9
Total Pieces Per Household Per Week	1.5	2.3	2.1	1.3	1.4	1.2

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, 2002 and 2003
(Diary Data)

Industry	No Reply Mail			Don't Know/ No Answer			Total		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Financial:									
Credit card	20.7	24.1	26.3	6.1	3.4	3.5	100.0	100.0	100.0
Bank	45.8	58.9	61.3	7.7	4.1	3.8	100.0	100.0	100.0
Securities Broker	40.8	72.2	69.9	7.7	3.6	4.7	100.0	100.0	100.0
Money market ①	36.0	84.9	71.6	7.8	2.2	1.9	100.0	100.0	100.0
Insurance	20.6	36.4	44.1	6.7	3.5	4.8	100.0	100.0	100.0
Real Estate/Mortgage	71.2	81.3	78.9	5.6	1.8	2.0	100.0	100.0	100.0
Total Financial	33.4	41.1	44.7	6.8	3.4	3.7	100.0	100.0	100.0
Merchants:									
Supermarkets	87.6	94.6	93.5	10.5	2.6	3.6	100.0	100.0	100.0
Department store	82.5	88.9	89.3	6.1	3.1	3.3	100.0	100.0	100.0
Mail order	25.1	46.5	49.6	5.9	7.2	7.7	100.0	100.0	100.0
Specialty store	74.8	86.8	88.3	6.2	4.8	4.3	100.0	100.0	100.0
Publisher	33.7	26.4	24.4	10.9	7.9	7.9	100.0	100.0	100.0
Land promotion ①	79.8	89.4	87.9	5.9	0.7	1.6	100.0	100.0	100.0
Restaurant	90.1	98.3	96.4	7.2	0.8	2.4	100.0	100.0	100.0
Consumer packaged goods	78.5	66.1	66.9	5.7	3.5	6.1	100.0	100.0	100.0
Auto Dealers	76.9	94.0	91.9	11.7	3.3	1.6	100.0	100.0	100.0
Service stations ①	90.9	90.1	94.4	6.9	3.5	1.9	100.0	100.0	100.0
Mall ①	91.3	95.4	100.0	8.7	4.6	0.0	100.0	100.0	100.0
Total Merchants	55.3	60.9	63.7	7.6	5.8	5.9	100.0	100.0	100.0
Services:									
Telephone	31.8	81.9	86.7	6.2	2.2	2.8	100.0	100.0	100.0
Other utilities ①	52.6	60.9	61.8	13.4	2.2	2.2	100.0	100.0	100.0
Medical	78.6	74.5	71.6	4.2	4.1	8.5	100.0	100.0	100.0
Other professional ①	55.7	81.6	62.8	5.5	2.4	7.8	100.0	100.0	100.0
Leisure service	62.5	77.7	77.4	6.1	3.0	4.4	100.0	100.0	100.0
Cable TV	72.8	91.6	95.1	6.7	2.5	1.6	100.0	100.0	100.0
Computer	36.6	82.3	85.7	5.9	2.4	4.2	100.0	100.0	100.0
Craftsman ①	30.5	79.4	71.7	2.4	0.0	1.1	100.0	100.0	100.0
Total Services	57.3	76.0	77.7	6.5	3.0	4.4	100.0	100.0	100.0
Federal Government	N/A	56.5	57.7	N/A	4.5	3.9	N/A	100.0	100.0
Nonfederal Government	74.7	82.4	82.3	5.2	4.3	2.3	100.0	100.0	100.0
Social/Charitable/Social/Nonprofit	62.7	66.9	68.3	9.0	2.9	3.5	100.0	100.0	100.0
Total Nonhousehold Mail Received by Households	56.5	61.2	64.0	8.4	5.4	5.7	100.0	100.0	100.0
Total Pieces Per Household Per Week	4.4	6.8	6.8	0.7	0.6	0.6	5.1	11.1	10.7

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, 2002 and 2003
(Diary Data)

Industry	Response Rate for Pieces with Business Reply Enclosures			Response Rate for Pieces with Courtesy Reply Enclosures		
	1987	2002	2003	1987	2002	2003
Credit card	8.9	1.6	2.3	7.0	7.6	7.8
Department store	11.6	5.3	3.4	24.9	16.3	19.2
Mail order	10.3	8.1	9.3	17.4	12.6	14.6
Publisher	14.3	9.9	9.7	23.4	24.0	22.5

Table A3-55
Standard Mail Reaction to Mail Piece by Addressee
(Percentage of Pieces)
Postal Fiscal Years 1987, 2002 and 2003
(Diary Data)

Type of Address	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Addressed to specific household members	44.9	46.5	45.9	8.7	7.7	7.6	40.1	40.8	40.7	14.4	9.9	10.7
Addressed to occupant/resident	35.7	39.1	38.3	7.1	5.4	5.2	40.3	35.0	34.8	14.9	9.5	9.7

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, 2002 and 2003
(Diary Data)

Type of Address	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Addressed to specific household members	48.1	62.8	61.3	9.8	8.0	9.3	56.9	64.0	61.8	15.4	17.7	18.3
Addressed to occupant/resident	39.4	61.3	57.1	9.9	4.6	7.7	48.1	57.9	60.0	16.3	15.8	17.4

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, 2002 and 2003
(Diary Data)

Type of Address	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Addressed to specific household members	46.2	49.2	48.8	7.3	6.2	5.1	35.1	35.9	36.3	18.1	13.3	12.9
Addressed to occupant/resident	37.7	38.6	35.5	8.8	4.3	9.4	38.5	29.6	34.0	14.0	6.6	5.8

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 A3-58
Number of Mail Order Purchases Within the Last Year by Income
(Percentage of Households)
Postal Fiscal Years 1987, 2002 and 2003
(Recruitment Data)

Number of Purchases	Under \$7K ②			\$7K - \$9.9K ②			\$10K - \$14.9K			\$15K - \$19.9K		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
0	64.7	67.9	72.2	55.7	73.8	68.0	48.4	68.5	59.5	43.0	65.9	60.7
1 - 2	16.5	14.5	11.5	18.0	7.7	11.6	15.9	12.3	13.2	22.3	13.1	10.6
3 - 5	11.4	8.7	11.1	18.9	10.7	14.7	20.4	10.7	15.0	21.2	11.5	15.4
6 - 10	3.3	6.8	1.5	5.1	5.9	3.4	7.4	4.9	4.3	9.4	4.9	6.4
11 - 15	1.6	0.6	0.0	1.6	1.0	1.2	4.4	0.6	2.7	2.5	2.3	3.4
16 - 30	1.8	0.8	0.8	0.5	0.4	0.0	1.2	1.5	1.8	0.9	1.1	2.2
31 +	0.2	0.7	2.0	0.3	0.0	0.0	0.5	0.7	1.0	0.3	1.0	0.9
Don't know/No answer	0.5	0.0	0.8	0.0	0.4	1.1	1.8	0.8	2.5	0.5	0.2	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	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
0	41.8	57.2	52.2	39.0	53.8	52.9	34.4	53.8	52.9	28.7	48.1	46.8
1 - 2	21.3	17.5	17.7	19.4	17.1	16.8	21.9	17.1	16.8	22.5	16.8	18.2
3 - 5	20.6	13.1	16.3	21.9	13.8	16.7	19.2	13.8	16.7	25.4	18.2	16.7
6 - 10	8.0	7.3	6.0	11.6	8.8	8.8	13.8	8.8	8.8	11.7	10.9	9.3
11 - 15	2.4	2.8	2.8	4.1	2.3	2.6	4.6	2.3	2.6	5.3	3.0	3.7
16 - 30	2.9	1.3	1.4	3.1	2.0	1.3	3.9	2.0	1.3	3.5	2.1	2.3
31 +	0.5	0.4	2.5	0.6	0.9	0.6	0.7	0.9	0.6	0.8	0.6	1.0
Don't know/No answer	2.5	0.3	1.1	0.3	1.4	0.3	1.5	1.4	0.3	1.9	0.4	1.9
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	2002	2003	1987	2002	2003	1987	2002	2003
0	29.4	47.2	41.8	33.5	41.9	37.1	42.2	52.3	49.0
1 - 2	19.7	19.0	17.9	11.6	14.3	15.4	19.6	15.0	15.4
3 - 5	19.6	16.2	18.2	21.3	18.5	19.4	19.5	15.1	16.5
6 - 10	13.4	9.3	11.6	18.8	12.7	14.0	10.0	9.4	9.6
11 - 15	8.8	3.4	3.8	7.9	5.4	5.4	3.9	3.4	3.6
16 - 30	4.8	3.1	3.8	5.0	4.4	4.7	2.5	2.8	2.8
31 +	3.3	1.0	1.2	0.3	1.8	2.2	0.7	1.1	1.4
Don't know/No answer	1.1	0.8	1.7	1.5	1.0	1.9	1.4	1.0	1.8
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: 2002/2003 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, 2002 and 2003
(Recruitment Data)

Number of Purchases	< 8th Grade ②			Some High School ②			High School			Some College		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
0	65.5	66.2	71.5	53.9	62.3	60.0	41.7	56.8	52.4	38.0	48.7	44.7
1 - 2	14.8	10.5	12.9	16.8	14.8	11.8	22.5	14.8	15.1	20.7	16.5	16.2
3 - 5	10.7	12.5	10.3	17.2	9.9	14.7	19.0	14.8	15.2	22.0	14.2	18.1
6 - 10	4.7	3.0	1.4	6.1	7.7	6.3	9.1	7.4	9.5	11.1	11.5	10.7
11 - 15	2.9	3.2	1.1	2.4	2.1	1.7	4.1	2.3	3.1	2.7	4.0	3.6
16 - 30	0.5	1.7	0.5	1.1	0.9	1.7	2.4	2.3	2.2	2.8	2.6	3.7
31 +	0.2	0.8	0.5	0.5	1.7	1.7	0.6	0.8	1.3	0.5	1.1	1.4
Don't know/No answer	0.7	2.1	1.7	2.1	0.5	2.2	0.8	0.8	1.2	2.1	1.4	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

Number of Purchases	Technical School			College			Post Graduate			Total ①		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
0	37.2	47.4	38.4	38.0	45.3	42.8	27.0	39.5	36.1	42.2	52.3	49.0
1 - 2	16.3	17.0	22.3	18.5	14.1	16.0	19.5	16.0	15.2	19.6	15.0	15.4
3 - 5	20.2	16.1	20.5	21.8	18.7	18.3	22.7	18.9	19.2	19.5	15.1	16.5
6 - 10	12.8	10.7	8.5	11.9	12.1	11.7	16.4	12.7	13.2	10.0	9.4	9.6
11 - 15	6.2	3.3	4.1	4.1	4.3	4.2	7.2	5.5	7.4	3.9	3.4	3.6
16 - 30	3.7	3.6	2.4	2.6	3.5	3.7	5.2	5.4	4.4	2.5	2.8	2.8
31 +	2.6	1.1	2.0	0.9	1.1	1.3	1.1	1.2	2.0	0.7	1.1	1.4
Don't know/No answer	1.2	0.7	1.7	2.1	0.9	1.9	1.3	0.8	2.5	1.4	1.0	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

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, 2002 and 2003
(Recruitment Data)

Number of Purchases	18 - 24			25 - 34			35 - 44			45 - 54		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
0	51.8	68.2	64.0	36.1	58.3	53.5	39.2	49.6	46.5	41.0	46.1	43.1
1 - 2	21.7	11.3	12.3	22.2	14.9	19.3	19.0	17.2	17.1	21.4	15.9	15.8
3 - 5	17.6	8.8	10.9	23.3	14.7	15.4	19.8	16.2	16.1	17.8	16.4	18.6
6 - 10	2.8	8.4	4.5	10.4	6.8	5.8	11.4	8.9	9.6	9.1	11.3	11.4
11 - 15	1.7	0.9	2.3	2.9	2.1	2.4	5.0	3.5	3.6	5.5	4.7	4.4
16 - 30	2.3	1.4	0.9	2.3	1.8	1.2	3.3	3.0	3.9	3.2	3.5	2.5
31 +	0.7	0.0	2.9	0.9	0.7	0.5	1.1	1.0	1.6	0.8	1.3	2.1
Don't know/No answer	1.1	1.0	2.1	1.9	0.8	1.7	1.4	0.6	1.7	1.2	0.8	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

Number of Purchases	55 - 64			65 - 69			70 +			Total ①		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
0	40.2	48.6	45.8	47.5	54.8	47.1	53.8	58.6	56.2	42.2	52.3	49.0
1 - 2	15.7	14.0	14.1	19.7	14.3	15.2	17.5	13.1	12.5	19.6	15.0	15.4
3 - 5	19.8	16.6	17.7	17.3	13.3	18.2	15.8	13.2	14.6	19.5	15.1	16.5
6 - 10	13.1	10.8	11.9	10.2	8.6	8.8	8.3	8.8	9.0	10.0	9.4	9.6
11 - 15	4.9	3.5	3.9	3.5	3.6	3.8	2.8	2.7	3.2	3.9	3.4	3.6
16 - 30	3.5	3.7	3.8	0.7	2.8	3.2	1.2	1.6	2.3	2.5	2.8	2.8
31 +	0.9	1.5	1.3	0.3	0.9	1.1	0.0	0.8	0.9	0.7	1.1	1.4
Don't know/No answer	2.0	1.2	1.6	1.1	1.7	2.6	2.3	1.2	1.2	1.4	1.0	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

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, 2002 and 2003
(Recruitment Data)

Number of Purchases	1			2			3			4+		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
0	55.0	61.8	57.3	38.5	50.1	46.8	42.3	47.4	44.3	31.4	48.3	47.9
1 - 2	18.1	14.1	13.2	20.0	15.4	16.4	20.2	15.5	15.4	20.6	11.7	13.9
3 - 5	16.7	12.0	15.0	20.4	15.7	16.7	17.5	16.3	17.8	24.9	18.9	17.6
6 - 10	6.5	6.2	7.4	11.5	10.2	9.9	9.9	11.7	11.8	9.4	9.0	9.6
11 - 15	2.3	2.6	3.0	4.1	3.5	3.8	4.7	3.8	3.5	6.8	4.4	4.0
16 - 30	1.0	2.0	1.9	2.9	2.9	3.1	3.2	3.0	3.2	2.9	3.5	2.9
31 +	0.1	0.7	1.0	1.0	1.1	1.4	0.5	0.8	1.9	1.3	2.1	1.7
Don't know/No answer	0.4	0.5	1.3	1.7	1.0	1.8	1.6	1.5	2.1	2.7	2.1	2.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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, 2002 and 2003
(Recruitment and Diary Data)

Mail Order Purchases	Pieces Per Household Per Week		
	1987	2002	2003
0	0.6	1.3	1.2
1	1.1	1.5	1.3
2	1.2	1.6	1.7
3 - 5	1.6	2.4	2.2
6 - 10	2.3	3.2	3.3
11 +	3.1	5.0	4.4

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, 2002 and 2003
(Recruitment and Diary Data)

Mail Order Purchases	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
0	40.4	44.5	41.3	8.4	12.8	14.3	34.2	42.7	40.3	12.5	9.3	10.1
1 - 2	40.8	43.1	48.1	11.4	13.2	12.6	36.6	42.0	47.5	15.1	9.4	15.2
3 - 5	45.7	45.6	48.4	13.5	13.2	13.9	45.8	45.1	48.7	15.8	9.4	12.0
6 - 10	44.6	49.4	50.6	14.9	12.3	15.7	46.2	52.0	55.4	15.8	12.0	12.1
11 +	42.0	47.4	48.1	11.8	14.8	15.4	45.5	53.3	52.2	16.9	9.4	12.1

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, 2002 and 2003
(Diary Data)

Response Media	Percentage of Pieces		
	1987	2002	2003
Mail			
Mail only	37.5	20.0	14.4
Mail + phone	11.2	10.6	10.5
Mail + in-person	2.0	1.0	0.8
Mail + fax machine	N/A	0.1	0.1
Mail + internet	N/A	2.1	2.0
Mail + phone + in-person	9.0	1.9	2.0
Mail + phone + fax machine	N/A	1.6	1.1
Mail + phone + internet	N/A	8.2	9.5
Mail + in-person + internet	N/A	0.2	0.3
Mail + fax machine + internet	N/A	0.1	0.2
Mail + phone + in-person + fax machine	N/A	0.3	0.7
Mail + in-person + fax machine	N/A	0.0	0.0
Mail + phone + in-person + internet	N/A	2.3	3.4
Mail + phone + fax machine + internet	N/A	6.6	7.6
Mail + in-person + fax machine + internet	N/A	0.0	0.1
Mail + phone + in-person + fax machine + internet	N/A	1.6	0.2
Total Possible Mail Response	59.7	56.7	53.0
Phone:			
Phone only	5.1	9.1	8.9
Phone + in-person	4.0	5.2	5.9
Phone + fax machine	N/A	0.2	0.2
Phone + internet	N/A	4.5	6.2
Phone + in-person + fax machine	N/A	0.2	0.1
Phone + in-person + internet	N/A	3.9	5.0
Store:			
At a store only	29.7	15.9	14.9
At a store + fax machine	N/A	0.0	0.0
At a store + internet	N/A	1.8	1.9
At a store + fax machine + internet	N/A	0.0	0.0
Fax machine only	N/A	0.0	0.0
Fax machine + internet	N/A	0.0	0.0
Internet only	N/A	0.8	0.8
Don't know/No response	N/A	1.6	3.1
Total	100.0	100.0	100.0
Total Pieces Per Household Per Week	6.3	9.4	9.1

Note: Estimates for 2002/2003 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, 2002 and 2003
(Diary Data)

Response Media	Department Store			Mail Order			Publisher		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Mail only	9.3	4.2	3.2	59.6	17.0	10.4	68.0	55.2	54.5
Mail + phone	4.4	2.8	3.9	31.8	13.0	10.9	5.6	8.8	12.0
Mail + in-person	2.3	2.8	2.1	0.6	0.2	0.1	0.8	0.4	0.4
Mail + fax machine	N/A	0.2	0.3	N/A	0.2	0.2	N/A	0.3	0.2
Mail + internet	N/A	4.5	4.3	N/A	3.1	2.9	N/A	6.4	5.9
Mail + phone + in-person	19.9	0.3	0.3	4.0	0.4	0.7	8.5	1.6	0.9
Mail + phone + fax machine	N/A	1.7	2.8	N/A	4.8	3.1	N/A	0.8	0.9
Mail + phone + internet	N/A	0.7	0.9	N/A	20.9	22.7	N/A	4.3	6.2
Mail + in-person + internet	N/A	0.0	0.0	N/A	0.1	0.2	N/A	0.2	0.2
Mail + fax machine + internet	N/A	0.5	1.1	N/A	0.3	0.4	N/A	0.1	0.4
Mail + phone + in-person + fax machine	N/A	0.1	0.0	N/A	0.2	0.9	N/A	0.1	0.3
Mail + in-person + fax machine	N/A	5.1	6.8	N/A	0.0	0.0	N/A	0.0	0.0
Mail + phone + in-person + internet	N/A	1.0	2.7	N/A	1.0	2.5	N/A	0.9	1.0
Mail + phone + fax machine + internet	N/A	0.0	0.1	N/A	23.4	27.1	N/A	2.5	3.5
Mail + in-person + fax machine + internet	N/A	1.8	0.1	N/A	0.1	0.1	N/A	1.0	0.1
Mail + phone + in-person + fax machine + internet	N/A	1.9	1.4	N/A	1.8	0.2	N/A	3.1	2.8
Total Possible Mail Response	35.9	27.6	30.0	96.0	86.6	82.6	82.9	86.0	89.3
Phone only	2.9	8.0	7.8	2.1	5.0	3.1	2.0	3.0	1.5
Phone + in-person	7.0	0.0	0.1	0.6	0.2	0.5	2.9	0.1	0.1
Phone + fax machine	N/A	1.5	2.6	N/A	0.4	0.4	N/A	1.4	1.0
Phone + internet	N/A	0.3	0.2	N/A	5.4	8.2	N/A	0.2	0.0
Phone + in-person + fax machine	N/A	7.9	10.0	N/A	0.0	0.1	N/A	2.3	0.7
Phone + in-person + internet	N/A	48.6	40.7	N/A	0.3	1.1	N/A	3.9	2.2
At a store only	54.2	0.0	0.1	1.3	0.3	0.5	12.3	0.4	0.1
At a store + fax machine	N/A	5.2	7.2	N/A	0.0	0.0	N/A	0.0	0.0
At a store + internet	N/A	0.0	0.0	N/A	0.1	0.1	N/A	0.0	0.0
At a store + fax machine + internet	N/A	0.2	0.1	N/A	0.0	0.0	N/A	0.0	0.0
Fax machine only	N/A	0.6	1.2	N/A	0.0	0.0	N/A	0.5	0.6
Fax machine + internet	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0
Internet only	N/A	0.0	0.0	N/A	0.8	0.8	N/A	2.2	4.4
Don't know/No response	N/A	0.0	0.0	N/A	0.8	2.6	N/A	0.0	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 A3-66
Standard Mail Intended Response Medium
to Pieces from the Mail Order Industry
(Percentage of Pieces)
Postal Fiscal Years 1987, 2002 and 2003
(Diary Data)

Industry	1987	2002	2003
Mail	82.4	37.5	32.1
Phone	13.3	47.4	41.4
In-Person	2.9	1.2	3.0
Other	0.2	11.1	20.5
Don't know/No answer	1.2	2.9	3.0
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, 2002 and 2003
(Diary Data)

Industry	Percent of Unaddressed Mail Received by Households		
	1987	2002	2003
Financial:			
Credit card	0.2	0.8	0.5
Bank	0.2	0.6	0.3
Securities broker	0.1	0.0	0.1
Money market	0.0	0.1	0.0
Insurance company	0.9	2.2	3.5
Real estate/Mortgage	0.6	0.4	0.4
Other financial	0.0	0.0	0.1
Total Financial	2.1	4.2	5.0
Merchants:			
Supermarkets	22.1	30.1	28.2
Department store	20.9	11.3	10.0
Mail order company	1.5	2.2	2.5
Other store	25.1	16.0	17.1
Publisher	4.6	11.6	12.0
Land promotion company	0.2	0.2	0.1
Restaurant	6.7	8.2	9.1
Consumer packaged goods	0.6	1.4	1.9
Auto dealers	0.9	1.1	1.3
Service stations	0.9	2.0	2.0
Mall	0.2	0.0	0.0
Other merchants	2.1	1.5	1.1
Total Merchants	90.0	85.7	85.2
Services:			
Telephone	0.0	1.6	1.6
Other utilities	0.1	0.1	0.2
Medical	1.6	2.4	1.6
Other professional	0.7	0.2	0.2
Leisure service	0.5	0.5	0.8
Cable TV	0.1	0.9	1.1
Computer	0.0	0.2	0.2
Craftsman	0.5	0.1	0.6
Other services	2.1	1.9	1.5
Total Services	5.6	8.0	7.7
Federal Government	N/A	0.2	0.1
Nonfederal Government	0.2	0.2	0.3
Total Social/Charitable/Political/Nonprofit	1.3	1.4	1.3
Don't know/No answer	0.8	0.4	0.5
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, 2002 and 2003
(Diary Data)

Treatment	Percent of Mail Pieces		
	1987	2002	2003
Read by member of household	29.3	27.9	26.2
Read by more than one member of household ①	N/A	9.0	7.8
Looked at	24.0	15.8	14.9
Discarded	20.0	31.8	33.2
Set aside	3.9	3.7	4.4
Don't know/No answer	22.7	11.9	13.4
Total	100.0	100.0	100.0

Usefulness	Percent of Mail Pieces		
	1987	2002	2003
Useful	33.9	37.9	36.2
Interesting	16.9	8.8	8.9
Not interesting	21.6	34.7	35.1
Objectionable	4.4	6.5	6.2
Don't know/No answer	23.2	12.2	13.6
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, 2002 and 2003
(Diary Data)

Industry	Read Immediately ②			Found Useful		
	1987	2002	2003	1987	2002	2003
Financial:						
Bank ①	18.9	38.8	20.0	11.2	7.7	27.5
Insurance company	12.5	11.3	9.5	7.7	8.7	4.6
Real estate/Mortgage ①	13.3	35.5	8.2	9.0	10.1	4.4
Total Financial	16.1	19.2	10.2	10.1	8.7	6.3
Merchants:						
Supermarkets	37.7	36.6	35.6	46.8	52.7	55.9
Department store	33.9	31.0	34.7	39.8	39.7	45.0
Mail order company	18.5	10.8	16.6	19.0	12.3	16.2
Specialty store	24.6	21.7	22.2	28.4	31.5	27.6
Publisher	33.6	22.6	22.7	39.9	32.4	32.6
Restaurant	31.6	28.2	26.1	33.3	44.6	37.7
Consumer packaged goods ①	17.4	31.0	15.5	15.0	36.3	19.4
Auto dealers ①	0.8	9.5	7.4	2.8	11.8	12.0
Service stations	17.9	21.3	12.1	20.4	25.8	19.8
Total Merchants	27.1	28.8	27.9	35.7	40.8	40.0
Services:						
Medical ①	12.6	29.9	16.7	10.6	32.0	20.3
Other professional ①	17.3	2.2	9.1	17.0	13.8	15.2
Leisure service ①	26.0	30.9	30.5	30.9	24.1	29.7
Craftsman ①	22.9	0.0	14.3	10.4	22.1	14.1
Total Services	17.1	27.6	19.0	15.9	29.4	21.1
Total Social/Charitable/Social/Nonprofit	29.0	33.1	22.1	25.9	28.6	22.9

Note: Percentages are row percentages within each Industry classification.

① Fluctuations may be due to small sample sizes.

② Defined as "Read by One Member of the Household".

Table A3-70
Nonprofit Standard Mail Received by Households by Shape
Postal Fiscal Years 1987, 2002 and 2003
(Diary Data)

Shape	Percentage of Nonprofit Standard Mail Received by Households			Pieces Per Household Per Week		
	1987	2002	2003	1987	2002	2003
Envelopes:						
Letter size envelope	37.2	29.9	35.6	0.9	0.8	0.9
Larger envelope	9.5	11.6	13.8	0.2	0.3	0.3
Total Envelope	46.6	41.4	49.4	1.1	1.0	1.2
Postcard	2.1	4.4	3.3	0.1	0.1	0.2
Catalog (not in envelope)	4.4	2.9	0.1	0.1	0.1	0.1
Flyers/Circulars	20.4	12.0	6.0	0.5	0.3	0.4
Magazines/Newsletters	3.9	7.2	16.4	0.1	0.2	0.2
Other	0.3	0.8	1.0	0.0	0.0	0.0
Don't know/No answer	1.4	1.2	0.9	0.0	0.0	0.0
Total Pieces Received by Households	79.6	69.9	86.2	1.9	1.8	2.1

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, 2002 and 2003
(Diary Data)

Industry	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard			Catalog Not In Envelope		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Medical	29.1	22.5	26.1	10.0	11.7	12.1	7.4	12.7	7.7	10.0	3.2	4.1
Union or professional ①	37.9	36.5	37.2	12.1	17.8	19.1	3.2	4.6	3.0	4.8	3.7	1.6
Church	43.4	43.9	45.4	8.6	14.9	14.5	2.3	6.8	6.4	3.0	1.8	2.0
Veterans ①	48.9	43.6	43.5	11.3	32.0	26.3	6.5	10.1	10.5	6.7	1.3	0.1
Educational	27.3	21.4	21.7	9.0	8.1	8.7	1.8	9.0	8.9	12.2	10.1	8.6
Charities	80.1	63.8	62.5	9.3	20.6	21.6	1.5	3.2	4.2	1.2	1.5	1.2
Political ①	28.9	51.1	27.1	13.6	20.5	13.8	3.0	4.4	11.7	0.6	0.4	0.1
AARP ①	79.3	51.5	59.7	11.0	39.7	34.1	4.2	0.0	0.7	0.9	0.0	0.0
Museum ①	49.0	28.3	32.7	14.9	9.4	11.0	5.9	9.2	11.5	19.7	20.9	17.5
Nonprofit publication	30.6	45.0	43.8	28.6	16.8	16.5	1.9	6.2	6.6	5.1	3.5	2.9

Industry	Flyers			Newspapers/Magazines			Total		
	2002	2003	2002	1987	2002	2003	1987	2002	2003
Medical	35.2	27.3	22.2	4.9	21.8	27.2	100.0	100.0	100.0
Union or professional ①	33.6	19.7	22.8	6.5	16.1	15.5	100.0	100.0	100.0
Church	35.9	18.9	17.1	5.6	12.8	13.5	100.0	100.0	100.0
Veterans ①	18.1	2.7	9.1	5.6	7.8	7.1	100.0	100.0	100.0
Educational	44.8	32.4	31.9	3.9	17.2	18.3	100.0	100.0	100.0
Charities	6.9	6.7	6.1	0.5	2.9	3.1	100.0	100.0	100.0
Political ①	52.6	20.0	45.2	0.7	3.2	1.1	100.0	100.0	100.0
AARP ①	2.7	5.4	0.7	2.0	3.0	3.2	100.0	100.0	100.0
Museum ①	8.9	27.4	25.5	0.5	4.7	1.8	100.0	100.0	100.0
Nonprofit publication	11.4	17.1	18.4	19.7	10.1	10.4	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, 2002 and 2003
(Diary Data)

Industry	Advertising			Fund Request			Other			Don't Know/ No Answer			Total		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Medical professional	27.5	37.1	33.3	18.0	20.6	23.2	43.0	37.9	39.3	11.4	4.4	4.2	100.0	100.0	100.0
Union or professional ①	28.5	30.0	25.5	21.3	34.4	29.7	40.8	32.6	38.2	9.4	3.0	6.6	100.0	100.0	100.0
Church	14.7	20.3	19.4	30.5	42.4	42.8	44.8	32.5	34.0	10.0	4.8	3.8	100.0	100.0	100.0
Veterans ①	18.4	12.3	10.8	42.7	68.2	69.8	31.4	12.9	13.6	7.6	6.5	5.8	100.0	100.0	100.0
Educational	35.6	43.7	40.9	14.7	15.0	13.6	41.6	38.4	43.1	8.0	2.9	2.4	100.0	100.0	100.0
Charities	7.7	6.1	6.2	79.3	82.7	78.3	6.8	7.9	9.6	6.2	3.4	5.8	100.0	100.0	100.0
Political ①	4.3	4.2	3.2	28.1	62.3	30.7	56.2	28.0	60.6	11.4	5.5	5.5	100.0	100.0	100.0
AARP ①	65.8	65.2	54.5	7.6	14.6	18.8	13.9	12.8	12.9	12.7	7.4	13.7	100.0	100.0	100.0
Museum ①	60.5	56.8	45.8	16.9	17.3	25.4	15.7	19.8	24.5	6.9	6.0	4.3	100.0	100.0	100.0
Nonprofit publication	62.4	21.0	19.1	3.7	50.8	47.4	19.0	24.2	28.9	14.9	4.0	4.7	100.0	100.0	100.0
Total Mail Received by Households	26.3	26.2	24.9	34.0	44.3	41.7	29.4	23.4	27.6	10.3	6.1	5.7	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, 2002 and 2003
(Recruitment and Diary Data)

Income	1987	2002	2003
< \$7K	0.8	1.0	0.9
\$ 7K - \$9.9K	1.3	1.3	1.7
\$ 10K - \$14.9K	1.4	1.0	1.8
\$ 15K - \$19.9K	1.7	1.6	1.5
\$ 20K - \$24.9K	1.6	1.5	1.6
\$ 25K - \$29.9K	1.8	1.5	1.8
\$ 30K - \$34.9K	2.2		
\$ 35K - \$49.9K	2.3	1.7	2.0
\$ 50K - \$64.9K	2.6	2.2	2.7
\$ 65K - Over	3.8	2.1	2.7
Age of Head of Household	1987	2002	2003
18 - 24	0.5	0.8	0.6
25 - 34	1.1	0.8	1.1
35 - 44	1.8	1.3	1.7
45 - 54	2.3	1.9	2.4
55 - 64	2.5	2.0	2.5
65 - 69	2.8	2.4	2.9
70+	2.6	3.1	3.6
Education of Head of Household	1987	2002	2003
< 8th grade	1.1	1.0	1.9
Some High School	1.3	1.1	1.7
High School	1.5	1.5	1.7
Some College	1.8	1.6	2.1
Technical School	1.8	1.6	1.6
College	2.3	2.3	2.6
Post graduate	4.3	3.3	3.9
Type of Household	1987	2002	2003
One-person household	1.6	1.8	2.2
Male	1.2	1.4	1.7
Female	1.8	2.0	2.5
One adult + minors ①	1.0	1.4	1.1
Male ①	1.0	1.7	1.0
Female ①	1.0	1.3	1.1
More than one adult without children	2.3	2.1	2.5
One-earner	2.3	2.7	2.7
Two-earner	1.9	1.7	2.2
More than one adult with children	1.8	1.3	1.9
One-earner	1.6	1.1	1.8
Two-earner	2.0	1.3	1.9

Employment of Head of Household	1987	2002	2003
White collar professional	2.5	1.9	2.4
White collar sales/clerical	1.3	1.3	1.6
White collar craftsmen/mechanic	1.0	1.1	1.4
Service Worker	1.1	1.1	1.2
Other employed	1.2	0.9	1.7
Homemaker	1.8	1.4	2.5
Student	1.2	1.0	1.1
Retired	2.3	2.8	3.1
Other not employed	0.5	1.4	0.5
Type of Dwelling	1987	2002	2003
Single-family house	2.3	1.1	1.1
Apartment	1.0	1.1	0.8
Mobile house	1.2	1.2	2.5
Group quarters ①	2.6	0.0	2.1
Number of Adults	1987	2002	2003
1	1.5	1.7	1.9
2	2.0	1.8	2.2
3	2.2	1.6	2.3
4+	2.4	1.7	2.3

① Fluctuations may be due to small sample sizes.

Note: 2002/2003 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, 2002 and 2003
(Recruitment and Diary Data)

Age Cohort	Percent			Pieces Per Household Per Week		
	1987	2002	2003	1987	2002	2003
18 - 24 ①	41.6	33.0	14.7	0.2	0.3	0.1
25 - 34	28.6	33.2	34.8	0.3	0.3	0.4
35 - 44	27.5	37.0	36.9	0.5	0.5	0.6
45 - 54	33.7	40.1	37.3	0.8	0.8	0.9
55 - 64	34.4	46.6	45.4	0.9	0.9	1.1
65 - 69	39.3	48.5	48.7	1.1	1.1	1.4
70+	40.7	52.6	48.8	1.1	1.6	1.8

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, 2002 and 2003
(Diary Data)

Treatment	Previous Customer			Organization Known			Organization Not Known			Total ①		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Read by member of household	68.0	54.3	54.9	36.4	31.1	32.5	24.7	25.5	26.6	49.5	41.7	41.8
Read by more than one member of household ②	N/A	13.8	13.4	N/A	6.2	6.5	N/A	6.0	2.9	N/A	10.2	9.6
Looked at	17.0	12.6	12.3	24.6	26.7	25.1	35.7	24.3	23.8	21.3	16.1	15.2
Discarded	4.5	10.0	10.0	20.3	29.8	29.9	29.9	39.1	41.0	10.5	16.6	16.8
Set Aside	9.0	8.9	8.9	7.6	5.8	5.7	8.5	4.9	5.5	7.6	7.1	7.0
Don't know/No answer	1.5	0.4	0.6	1.2	0.4	0.3	1.3	0.2	0.2	11.0	8.4	9.6
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

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, 2002 and 2003
(Diary Data)

Response	Previous Customer			Organization Known			Organization Not Known			Total ②		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Yes	28.0	19.4	21.8	6.8	3.7	4.0	5.2	3.2	3.6	18.0	12.9	14.6
No	43.3	47.6	46.5	74.0	77.4	75.9	76.8	81.9	81.8	55.2	57.4	56.0
Maybe	20.9	25.5	24.9	10.6	11.4	13.3	9.4	6.2	8.2	16.5	18.6	18.9
No Answer	7.8	7.5	6.8	8.7	7.4	6.8	8.5	8.7	6.3	10.4	11.1	10.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	0.6	1.0	1.2	0.3	0.4	0.5	0.2	0.2	0.2	1.1	1.5	1.9

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, 2002 and 2003
(Diary Data)

Treatment	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard			Catalog Not in Envelope		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Read by member of household	48.9	42.7	44.1	49.1	42.7	43.2	61.1	47.3	46.1	43.2	36.8	36.4
Read by more than one member of household ①	N/A	6.6	6.2	N/A	7.7	6.1	N/A	13.6	11.7	N/A	12.0	14.7
Looked at	22.8	17.6	16.3	23.1	20.5	17.0	12.7	14.5	14.6	24.9	14.3	13.7
Discarded	11.2	19.5	18.2	9.6	16.3	16.0	13.2	17.5	19.1	10.9	17.7	18.3
Set Aside	6.6	5.5	5.7	9.0	6.1	6.5	2.1	3.4	2.6	14.4	14.5	13.2
Don't know/No answer	10.5	8.0	9.4	9.3	6.8	11.2	10.9	3.7	5.9	6.5	4.7	3.7
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	2002	2003	1987	2002	2003	1987	2002	2003
Read by member of household	54.2	41.8	39.7	38.5	40.6	37.9	49.5	41.7	41.8
Read by more than one member of household ①	N/A	16.0	12.9	N/A	17.6	18.8	N/A	10.2	9.6
Looked at	21.1	14.0	15.4	11.1	10.1	10.2	21.3	16.1	15.2
Discarded	11.2	14.7	18.3	5.9	10.1	9.9	10.5	16.6	16.8
Set Aside	6.8	7.1	6.1	13.4	14.6	13.9	7.6	7.1	7.0
Don't know/No answer	6.7	6.4	7.7	31.2	7.0	9.3	11.0	8.4	9.6
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, 2002 and 2003
(Diary Data)

Usefulness	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard			Catalog Not In Envelope		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Useful	35.9	36.0	36.7	41.6	37.6	37.8	44.5	45.3	44.0	56.6	51.4	58.5
Interesting	24.7	20.0	17.1	27.7	21.1	19.8	22.1	15.8	14.1	21.2	19.0	18.2
Not Interesting	20.8	29.9	29.5	15.0	28.0	25.1	15.9	31.6	30.5	10.7	23.6	16.4
Objectionable	4.9	5.6	6.8	3.6	5.3	5.6	5.1	3.2	5.4	3.4	1.2	3.2
Don't know/No answer	13.8	8.5	9.9	12.1	8.0	11.8	12.4	3.9	6.0	8.0	4.8	3.7
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

Usefulness	Flyers			Newspapers/ Magazines			Total		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Useful	56.6	54.6	50.5	45.9	63.4	63.1	43.8	43.2	43.5
Interesting	18.7	16.1	15.4	14.1	15.8	14.5	22.4	18.4	16.6
Not Interesting	13.7	20.1	22.8	5.5	11.5	11.2	16.4	25.3	24.7
Objectionable	2.7	2.7	3.2	2.1	1.8	1.9	3.8	4.2	5.1
Don't know/No answer	8.3	6.5	8.0	32.4	7.5	9.3	13.5	8.9	10.0
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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, 2002 and 2003
(Diary Data)

Response	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard ②			Catalog Not In Envelope ②		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Yes	19.7	15.5	16.4	17.6	13.8	17.4	14.6	5.5	13.3	18.2	9.8	9.4
No	52.0	59.1	57.4	60.0	60.0	56.3	59.3	51.2	49.7	52.0	47.4	56.2
Maybe	16.8	17.5	18.7	15.1	19.3	17.5	19.9	17.3	14.8	24.1	27.7	26.2
No Answer	11.5	7.9	7.5	7.4	6.9	8.8	6.3	26.1	22.2	5.9	15.0	8.3
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	0.7	0.8	0.9	0.2	0.3	0.3	0.0	0.1	0.2	0.1	0.1	0.1

Response	Flyers			Newspapers/ Magazines ②			Total ①		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Yes	12.6	8.0	10.0	9.8	7.1	7.3	18.0	12.9	14.6
No	64.5	56.1	57.0	54.3	52.7	50.6	55.2	57.4	56.0
Maybe	13.6	17.5	17.1	13.6	20.7	22.7	16.5	18.6	18.9
No Answer	9.3	18.4	16.0	22.3	19.5	19.3	10.4	11.1	10.5
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	0.4	0.0	0.2	0.2	1.2	1.7	2.1

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, 2002 and 2003
(Diary Data)

Industry	Percent											
	Read Immediately			Set Aside			Found Useful			Will Respond ①②		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Medical	46.3	52.0	50.1	8.1	7.6	10.9	46.1	47.1	49.8	13.4	8.2	11.0
Union/Professional	50.1	56.6	54.3	8.5	10.2	7.7	51.6	51.3	49.5	18.4	15.3	13.4
Church	64.0	60.6	59.0	6.9	7.9	8.7	59.2	55.5	55.7	25.2	18.3	21.4
Veterans	56.0	54.4	53.5	9.5	6.6	6.9	44.3	40.0	42.0	22.6	19.1	19.0
Educational	48.0	52.6	55.7	7.0	8.1	8.1	49.1	51.0	51.5	13.2	8.0	9.5
Charities	44.6	45.1	46.3	7.2	5.8	5.1	28.3	30.1	30.0	17.7	12.2	14.0
Political	40.6	46.5	38.9	6.1	8.7	4.3	31.8	34.9	30.8	20.0	11.1	14.2
AARP ②	46.1	53.2	47.1	10.7	3.2	3.5	40.9	41.3	36.2	13.6	16.4	18.2
Museum ②	53.6	73.5	55.9	8.4	2.9	9.9	44.3	56.9	56.3	12.5	5.7	13.2
Nonprofit Publications	39.8	52.2	51.6	8.8	7.2	7.0	39.3	43.6	43.1	12.8	13.2	15.2
Total Mail Received by Households	49.5	51.9	51.4	7.6	7.1	7.0	43.8	43.2	43.5	18.0	12.9	14.6

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^① Received Per Week By Income
Postal Fiscal Years 1987, 2002 and 2003
(Diary Data)

Type of Ad Mail	Under \$7K ^②			\$7K - \$9.9K ^②			\$10K - \$14.9K			\$15K - \$19.9K		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
First-Class:												
Advertising alone	0.3	0.8	0.4	0.5	0.8	0.9	0.7	1.3	0.9	0.7	1.2	1.1
Business invitation/announcements	0.1	0.2	0.4	0.1	0.2	0.3	0.1	0.2	0.4	0.2	0.3	0.5
Stuffers (Advertising Enclosed)	0.4	1.5	0.6	0.6	1.6	1.6	0.8	2.2	1.6	0.9	2.1	1.9
Total First-Class ^③	0.8	2.4	1.4	1.2	2.5	2.8	1.6	3.6	2.9	1.8	3.6	3.4
Standard Mail:												
Commercial	3.8	6.3	3.6	5.2	5.3	4.7	5.8	6.3	6.1	6.4	6.1	7.2
Nonprofit	0.9	0.6	1.3	1.5	1.0	0.9	1.5	1.3	1.7	1.9	1.0	1.8
Total Standard Mail	4.7	6.9	4.9	6.7	6.3	5.6	7.3	7.6	7.8	8.3	7.1	8.9
Total Advertising ^③	5.5	9.3	6.3	7.9	8.8	8.4	8.9	11.2	10.7	10.1	10.7	12.4

Type of Ad Mail	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
First-Class:												
Advertising alone	0.6	1.3	1.4	0.8	1.5	1.3	1.0	1.5	1.3	1.1	2.0	1.6
Business invitation/announcements	0.2	0.2	0.6	0.2	0.5	0.6	0.4	0.5	0.6	0.4	0.4	0.6
Stuffers (Advertising Enclosed)	1.1	2.3	2.3	1.2	2.6	2.5	1.4	2.6	2.5	1.7	3.3	2.7
Total First-Class ^③	1.9	3.9	4.3	2.2	4.6	4.4	2.8	4.6	4.4	3.2	5.7	5.0
Standard Mail:												
Commercial	6.6	7.6	7.8	7.9	8.5	8.3	8.7	8.5	8.3	9.5	9.8	9.4
Nonprofit	1.7	1.6	1.5	1.9	1.5	1.6	2.3	1.5	1.6	2.5	1.5	1.8
Total Standard Mail	8.3	9.2	9.3	9.8	9.9	9.9	11.0	9.9	9.9	12.0	11.4	11.2
Total Advertising ^③	10.2	13.0	13.5	12.0	14.6	14.3	13.8	14.6	14.3	15.2	17.0	16.1

Type of Ad Mail	\$50K - \$64.9K			\$65K - \$79.9K			\$80K - \$99.9K			\$100K - Over		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
First-Class:												
Advertising alone	1.5	2.0	1.9	2.1	2.4	2.1	2.4	2.7	2.5	2.4	3.0	2.9
Business invitation/announcements	0.4	0.5	0.7	0.4	0.6	0.7	0.6	0.6	0.8	0.7	0.8	0.9
Stuffers (Advertising Enclosed)	1.9	3.5	3.4	2.0	4.0	3.6	2.3	4.3	4.1	2.6	4.9	4.6
Total First-Class ^③	3.8	6.0	6.1	4.5	6.9	6.4	5.3	7.7	7.3	5.7	8.7	8.5
Standard Mail:												
Commercial	10.9	11.2	10.8	14.8	13.2	12.7	14.7	14.7	13.7	15.3	18.0	17.6
Nonprofit	2.7	1.7	2.0	3.5	1.7	2.3	4.2	2.3	2.5	4.8	2.6	3.4
Total Standard Mail	13.6	12.8	12.8	18.3	14.9	15.0	18.9	17.0	16.2	20.1	20.7	21.0
Total Advertising ^③	17.4	18.9	18.9	22.8	21.8	21.5	24.2	24.6	23.5	25.8	29.4	29.5

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: 2002/2003 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^① Received Per Week by Age of Head of Household
Postal Fiscal Years 1987, 2002 and 2003
(Diary Data)

Type of Ad Mail	18 - 21 ^②			22 - 24 ^②			25 - 34		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
First-Class:									
Advertising alone	0.4	0.9	0.6	0.3	1.5	0.9	0.7	1.6	1.6
Business invitations/announcements	0.1	0.2	0.2	0.1	0.3	0.5	0.2	0.4	0.5
Stuffers (Advertising Enclosed)	0.8	1.8	1.0	0.7	2.3	1.8	1.1	2.6	2.8
Total First-Class ^③	1.3	2.9	1.8	1.1	4.1	3.2	2.0	4.6	4.9
Standard Mail:									
Commercial	3.7	5.6	5.4	3.2	8.0	6.5	6.6	8.5	9.1
Nonprofit	0.6	0.8	0.6	0.5	0.7	0.6	1.2	0.8	1.1
Total Standard Mail	4.3	6.4	6.0	3.7	8.8	7.0	7.8	3.4	3.0
Total Advertising ^③	5.6	9.3	7.8	4.8	9.5	7.6	9.8	8.0	7.9

Type of Ad Mail	35 - 44			45 - 54			55 - 64		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
First-Class:									
Advertising alone	1.0	2.1	1.8	1.2	2.4	2.2	1.1	2.4	2.1
Business invitations/announcements	0.3	0.4	0.7	0.4	0.6	0.8	0.3	0.6	0.7
Stuffers (Advertising Enclosed)	1.3	3.4	3.0	1.3	3.9	3.6	1.4	4.0	3.6
Total First-Class ^③	2.6	6.0	5.5	2.9	6.9	6.6	2.8	7.0	6.5
Standard Mail:									
Commercial	8.3	10.9	10.9	8.9	12.7	12.4	9.8	13.2	11.7
Nonprofit	1.9	1.3	1.7	2.4	1.9	2.4	2.7	2.0	2.5
Total Standard Mail	10.2	12.2	12.6	11.3	14.6	14.8	12.5	15.2	14.2
Total Advertising ^③	12.8	18.1	18.1	14.2	21.5	21.4	15.3	22.2	20.7

Type of Ad Mail	65 - 69			70+		
	1987	2002	2003	1987	2002	2003
First-Class:						
Advertising alone	1.0	2.1	2.0	0.7	1.7	1.5
Business invitations/announcements	0.4	0.7	0.8	0.2	0.5	0.6
Stuffers (Advertising Enclosed)	1.2	3.5	3.2	0.9	2.9	2.6
Total First-Class ^③	2.6	6.2	6.0	1.8	5.1	4.6
Standard Mail:						
Commercial	8.2	12.4	11.2	7.6	11.0	10.2
Nonprofit	2.9	2.4	2.9	2.8	3.1	3.6
Total Standard Mail	11.1	14.7	14.1	10.4	14.1	13.8
Total Advertising ^③	13.7	20.9	20.0	12.2	19.2	18.5

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^① Received Per Week by Education of Head of Household
Postal Fiscal Years 1987, 2002 and 2003
(Diary Data)

Type of Ad Mail	< 8th Grade ^②			Some High School			High School			Some College		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
First-Class:												
Advertising alone	0.5	1.6	1.1	0.7	1.4	1.2	0.7	1.9	1.7	0.9	2.0	1.7
Business invitation/ announcements	0.1	0.4	0.4	0.1	0.3	0.5	0.2	0.4	0.6	0.3	0.5	0.7
Stuffers (Advertising Enclosed)	0.5	2.4	1.9	0.7	2.3	2.2	1.0	3.1	2.8	1.3	3.3	3.0
Total First-Class ^③	1.1	4.4	3.4	1.5	4.1	3.8	1.9	5.5	5.1	2.5	5.8	5.5
Standard Mail:												
Commercial	5.0	7.1	8.3	5.6	7.2	7.8	7.0	9.8	9.2	7.9	11.1	10.7
Nonprofit	1.2	1.0	1.9	1.5	1.1	1.7	1.6	1.5	1.7	2.2	1.6	2.1
Total Standard Mail	6.2	8.2	10.2	7.1	8.3	9.5	8.6	11.2	10.9	9.9	12.8	12.7
Total Advertising ^③	7.3	12.6	13.6	8.6	12.4	13.4	10.5	16.7	16.1	12.4	18.5	18.2

Type of Ad Mail	Tech School			College			Post Graduate		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
First-Class:									
Advertising alone	0.9	2.0	1.8	1.2	2.5	2.2	1.5	2.4	2.4
Business invitation/announcements	0.3	0.4	0.6	0.4	0.6	0.8	0.6	0.7	0.9
Stuffers (Advertising Enclosed)	1.1	3.2	3.3	1.6	4.1	3.7	2.1	4.2	3.9
Total First-Class ^③	2.3	5.6	5.7	3.2	7.2	6.7	4.2	7.2	7.2
Standard Mail:									
Commercial	7.8	10.0	10.6	9.9	14.1	13.0	11.8	17.1	15.4
Nonprofit	1.9	1.6	1.6	2.6	2.3	2.6	2.1	3.3	3.9
Total Standard Mail	9.7	11.6	12.2	12.6	16.4	15.6	16.3	20.4	19.2
Total Advertising ^③	12.0	17.2	17.9	15.8	23.6	22.3	20.5	27.6	26.4

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: 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)
Postal Fiscal Years 1987, 2002 and 2003
(Diary and Recruitment Data)

Treatment	Actual Standard Mail Pieces								
	0 - 7			8 - 10			11 - 12		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Usually read	23.9	14.4	14.5	19.4	12.3	12.0	20.0	9.9	8.1
Usually scan	39.6	38.7	36.7	40.4	38.5	40.3	42.6	41.6	37.7
Read Some	26.4	26.4	27.6	30.4	31.8	32.7	30.0	31.4	30.4
Usually don't read	9.8	20.1	21.1	9.6	17.2	14.4	7.4	17.1	23.8
Don't Know/No Answer	0.3	0.4	0.0	0.2	0.2	0.6	0.0	0.0	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Treatment	Actual Standard Mail Pieces								
	13 - 15			16 - 17			18+		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Usually read	16.0	8.6	9.3	12.9	7.9	10.5	11.5	8.3	8.7
Usually scan	46.3	41.3	37.2	42.6	37.6	36.5	41.3	40.9	39.7
Read Some	28.5	33.6	37.7	34.8	36.3	36.2	39.1	35.9	36.0
Usually don't read	9.2	16.5	15.9	9.2	18.3	16.8	7.9	14.9	15.7
Don't Know/No Answer	0.0	0.1	0.0	0.5	0.0	0.0	0.2	0.0	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, 2002 and 2003
(Diary Data)

Intended Response	First-Class ①			Standard Mail ②			Standard Mail Nonprofit ②		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Will respond	11.1	8.0	8.1	14.6	9.8	10.4	17.9	12.9	14.6
May respond	10.3	11.7	11.1	20.0	19.5	17.8	16.4	18.6	18.9
Won't respond	58.4	57.2	56.7	58.6	59.5	59.5	55.1	57.4	56.0
Don't know/No answer	19.8	23.1	24.1	6.9	11.2	12.3	10.4	11.1	10.5
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 2002/2003 include advertising 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^①
(Percentage of Pieces)
Postal Fiscal Years 1987, 2002 and 2003
(Diary Data)

Industry	1987		2002		2003	
	First	Standard Mail	First	Standard Mail	First	Standard Mail
Financial:						
Credit card	5.8	8.0	2.3	2.5	2.0	3.1
Bank	8.0	8.9	2.7	3.8	2.9	3.8
Securities broker	14.3	9.0	10.4	8.7	5.5	3.8
Money Market*	9.8	5.3	1.7	6.5	13.3	6.9
Insurance Company	8.9	6.6	5.5	3.7	6.7	3.8
Mortgage*	4.7	3.5	3.0	2.3	2.0	1.6
Merchants:						
Department store	9.5	12.0	15.7	17.3	12.9	18.1
Mail order	13.5	15.4	11.7	9.8	14.5	12.0
Other store	13.1	12.8	13.0	13.9	15.4	15.3
Publisher	19.6	18.7	10.3	12.2	12.9	12.3
Land promotion*	10.6	2.9	7.5	3.0	2.2	4.7
Restaurant*	2.2	15.9	27.4	22.9	26.2	25.4
Consumer packaged goods*	16.1	28.7	7.9	14.4	9.5	15.5
Auto dealers*	4.1	7.2	4.3	4.9	4.2	5.2
Services:						
Telephone	6.7	15.1	4.8	5.2	6.6	3.9
Other Utility*	8.0	12.7	12.2	14.7	14.4	13.1
Medical	21.2	10.2	11.6	14.7	6.9	13.1
Other professional*	20.7	14.3	13.6	5.1	4.4	12.7
Leisure service	16.8	8.7	14.5	10.5	14.0	12.3
Cable TV	7.8	13.4	6.1	2.8	3.9	3.5
Computer	8.1	15.8	6.3	4.1	7.3	2.7
Social/Charitable/Political/Nonprofit ^②	20.4	18.5	5.8	12.9	11.0	14.6
Total Percentage of "Will Respond" to Advertising Pieces ^③	13.4	15.1	8.0	10.1	8.1	11.0

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 Recruitment Interview)
Postal Fiscal Years 1987, 2002 and 2003
(Recruitment Data)

Treatment	Perceived Pieces											
	0 - 3			4 - 5			6 - 8			9 - 10		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Usually read	31.0	22.5	25.4	24.8	17.7	18.7	20.9	16.5	17.4	15.7	9.9	10.7
Usually scan	40.5	35.1	35.3	38.2	40.2	39.4	42.4	40.6	36.8	60.3	38.2	40.9
Read some	22.1	19.4	16.9	27.9	25.9	26.5	25.6	25.5	32.5	9.8	34.6	29.9
Usually don't read	6.5	22.0	21.3	9.1	16.1	15.4	11.0	17.2	13.3	14.2	17.1	18.4
Don't Know/No Answer	0.0	1.0	1.2	0.0	0.1	0.0	0.1	0.2	0.0	0.0	0.3	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

Treatment	Perceived Pieces								
	11 -15			16 - 20			21+		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Usually read	15.3	9.9	9.6	13.8	7.5	8.3	10.8	6.6	6.1
Usually scan	42.0	37.2	35.9	40.9	37.9	39.2	39.9	34.5	39.3
Read some	34.3	33.5	34.6	34.0	34.8	33.3	36.1	36.5	34.4
Usually don't read	8.3	19.4	19.9	11.1	19.8	19.2	12.0	22.3	20.1
Don't Know/No Answer	0.1	0.1	0.0	0.2	0.0	0.0	1.2	0.2	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 A4-8
Treatment of Advertising Mail by Household Income
(Percentage of Households)
Postal Fiscal Years 1987, 2002 and 2003
(Recruitment Data)

Treatment	Under \$7K ①			\$7K - \$9.9K ①			\$10K - \$14.9K			\$15K - \$19.9K		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Usually read	31.1	23.3	23.5	26.7	26.7	26.3	26.4	17.0	20.2	22.9	20.2	22.7
Usually scan	32.9	29.6	29.4	37.5	27.7	35.6	37.1	35.7	38.9	38.1	34.1	35.8
Read some	22.7	18.6	15.8	25.3	18.5	13.5	28.7	21.0	21.5	30.4	23.7	22.2
Usually don't read	8.7	17.6	18.1	9.7	21.0	17.8	7.2	20.8	15.6	7.3	16.6	15.9
Don't know/No answer	0.7	0.0	0.0	0.1	0.4	0.0	0.0	0.0	0.3	0.5	0.2	0.0
Received no advertising	3.9	10.9	13.2	0.7	5.6	6.8	0.6	5.6	3.5	0.8	5.2	3.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Treatment	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Usually read	16.8	14.8	15.6	19.7	14.3	12.5	16.9	14.3	12.5	16.2	11.9	12.7
Usually scan	44.8	37.6	37.6	44.4	39.6	37.4	46.1	39.6	37.4	42.8	36.8	40.2
Read some	27.3	26.2	29.8	27.5	27.6	31.0	26.9	27.6	31.0	34.4	32.3	29.0
Usually don't read	10.6	16.5	15.6	8.6	16.5	17.3	9.4	16.5	17.3	6.0	16.5	16.2
Don't know/No answer	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.0
Received no advertising	0.5	4.8	1.3	0.1	2.1	1.8	0.8	2.1	1.8	0.3	2.3	1.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Treatment	\$50K - \$64.9K			\$65K - \$79.9K			\$80K - \$99.9K			\$100K - Over		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Usually read	14.2	10.9	10.2	8.9	9.2	9.5	8.2	9.8	8.2	10.2	8.2	6.9
Usually scan	41.1	39.3	40.9	38.3	38.2	37.5	55.4	37.8	38.0	34.1	32.9	34.7
Read some	33.9	30.0	31.9	29.3	32.4	34.3	32.4	34.7	32.7	42.6	36.3	38.2
Usually don't read	0.0	18.4	16.4	23.5	19.2	18.3	4.0	16.9	20.5	13.1	21.7	19.5
Don't know/No answer	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Received no advertising	2.8	1.3	0.6	0.0	1.1	0.4	0.0	0.8	0.6	0.0	0.8	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

① Fluctuations may be due to small sample sizes.

Note: 2002/2003 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
Treatment of Advertising Mail
(Percentage of Households)
Postal Fiscal Years 1987, 2002 and 2003
(Recruitment Data)

Treatment	1987	2002	2003
Usually read	19.6	12.3	12.4
Usually scan	40.4	36.5	38.0
Read some	29.6	29.6	29.5
Usually don't read	9.1	18.8	18.3
Don't know/No answer	0.2	0.2	0.0
Received no advertising	1.0	2.7	1.9
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, 2002 and 2003
(Recruitment Data)

Attitude	1987	2002	2003
Wish got less	30.4	63.6	62.9
Don't mind getting some	62.5	30.1	32.1
Want more	5.6	2.9	2.8
Don't know/No answer	0.3	0.6	0.3
Received no advertising	1.0	2.7	1.9
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)
Postal Fiscal Years 1987, 2002 and 2003
(Recruitment Data)

Attitude	Perceived Pieces											
	0 - 3			4 - 5			6 - 8			9 - 10		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Wish got less	21.5	56.1	51.5	22.6	53.7	55.5	29.2	60.1	56.7	36.5	64.3	64.0
Don't mind getting as long as some are interesting	67.3	36.9	42.8	69.8	40.4	39.2	65.4	36.1	39.5	55.0	32.2	33.2
Want more	10.1	5.7	5.2	7.2	5.3	4.9	4.6	3.5	3.5	8.5	3.3	2.4
Don't Know/No Answer/Received No Advertising	1.1	1.3	0.5	0.4	0.5	0.4	0.8	0.3	0.4	0.0	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

Attitude	Perceived Pieces								
	11 - 15			16 - 20			21+		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Wish got less	32.8	71.0	67.7	30.7	71.7	69.1	46.5	74.5	73.8
Don't mind getting as long as some are interesting	63.3	26.8	29.5	56.9	26.4	29.0	49.6	23.2	24.6
Want more	3.7	1.8	2.8	4.3	1.7	1.6	3.4	1.7	1.3
Don't Know/No Answer/Received No Advertising	0.2	0.4	0.1	8.1	0.2	0.3	0.5	0.6	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 A4-12
Total Mail Overview: Attitude Towards Mail Advertising by Actual Weekly
Standard Mail Receipt of Advertising Mail
(Percentage of Households)
Postal Fiscal Years 1987, 2002 and 2003
(Recruitment and Diary Data)

Attitude	Actual Standard Mail Pieces								
	0 - 7			8 - 10			11 - 12		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Wish got less	27.1	55.9	56.1	29.8	67.1	57.0	34.8	70.1	70.2
Don't mind getting as long as some are interesting	63.9	39.8	37.6	65.7	28.6	39.6	61.5	27.4	27.9
Want more	8.4	3.7	5.9	4.2	4.0	3.0	3.0	2.5	1.2
Don't Know/No Answer/Received No Advertising	0.6	0.6	0.4	0.3	0.3	0.4	0.7	0.0	0.6
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	2002	2003	1987	2002	2003	1987	2002	2003
Wish got less	30.2	64.5	72.3	44.1	76.1	69.9	37.1	72.3	69.5
Don't mind getting as long as some are interesting	66.7	34.0	26.2	54.5	22.7	24.2	60.0	25.9	29.0
Want more	3.0	1.2	1.2	1.5	0.9	5.3	2.6	1.5	1.2
Don't Know/No Answer/Received No Advertising	0.1	0.3	0.3	0.0	0.2	0.7	0.3	0.3	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, 2002 and 2003
(Recruitment Data)

Attitude	Under \$7K ①			\$7K - \$9.9K ①			\$10K - \$14.9K			\$15K - \$19.9K		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Wish got less	32.1	45.1	41.7	30.0	55.4	48.7	25.1	57.3	53.3	28.5	55.7	54.3
Don't mind as long as some are interesting	52.6	35.3	38.7	64.4	28.8	40.7	64.5	31.2	37.3	63.3	33.0	37.1
Want more	10.8	7.9	5.0	4.7	8.7	3.8	8.2	5.9	5.7	6.8	5.3	5.2
Don't know/No answer	0.6	0.8	1.4	0.2	1.5	0.0	1.5	0.0	0.2	0.5	0.9	0.0
Received no advertising	3.9	10.9	13.2	0.7	5.6	6.8	0.6	5.6	3.5	0.8	5.2	3.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Attitude	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Wish got less	23.8	57.5	58.1	26.3	60.4	61.1	29.9	60.4	61.1	29.9	59.4	60.8
Don't mind as long as some are interesting	68.5	31.6	36.6	68.8	34.1	34.3	63.5	34.1	34.3	65.6	35.8	33.0
Want more	7.0	5.3	3.8	4.7	3.3	2.5	5.8	3.3	2.5	3.8	2.1	3.8
Don't know/No answer	0.2	0.8	0.2	0.1	0.1	0.3	0.0	0.1	0.3	0.3	0.5	0.4
Received no advertising	0.5	4.8	1.3	0.1	2.1	1.8	0.8	2.1	1.8	0.3	2.3	1.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Attitude	\$50K - \$64.9K			\$65K - \$79.9K			\$80K - \$99.9K			\$100K - Over		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Wish got less	31.7	63.5	60.5	41.9	66.4	65.1	45.4	67.7	65.1	39.2	71.8	69.0
Don't mind as long as some are interesting	65.2	32.3	36.6	57.6	30.1	31.7	54.0	28.5	32.7	59.6	25.7	27.8
Want more	2.8	2.5	2.0	0.5	2.3	2.5	2.6	2.4	1.3	1.3	1.4	2.4
Don't know/No answer	0.0	0.3	0.2	0.0	0.1	0.2	0.0	0.7	0.3	0.0	0.4	0.2
Received no advertising	0.4	1.3	0.6	0.0	1.1	0.4	0.0	0.8	0.6	0.0	0.8	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

① Fluctuations may be due to small sample sizes.

Note: 2002/2003 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, 2002 and 2003
(Recruitment Data)

Attitude	18 - 21 ^①			22 - 24 ^①			25 - 34			35 - 44		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Wish got less	10.9	47.5	49.8	15.6	51.2	52.8	19.8	54.8	56.1	28.6	60.5	58.9
Don't mind as long as some are interesting	72.5	40.1	39.0	67.6	39.0	35.3	69.8	36.4	37.8	64.7	32.8	35.8
Want more	10.7	5.9	7.2	16.0	4.2	9.9	9.0	5.0	3.9	5.0	3.5	3.3
Don't know/No answer	0.0	1.6	1.5	0.2	0.0	0.0	0.3	0.3	0.2	0.8	0.3	0.3
Received no advertising	5.9	4.9	2.6	0.7	5.5	2.0	1.1	3.4	1.9	0.9	2.9	1.7
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

Attitude	45 - 54			55 - 64			65 - 69			70+		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Wish got less	35.4	63.9	62.5	34.8	67.8	65.9	39.9	68.5	71.3	41.8	68.5	66.7
Don't mind as long as some are interesting	60.2	30.5	32.8	60.1	27.4	29.6	55.0	25.5	24.8	54.8	25.9	29.1
Want more	3.7	3.2	3.2	3.3	2.3	1.9	3.3	2.5	1.3	2.5	1.1	1.4
Don't know/No answer	0.3	0.2	0.2	0.7	0.6	0.4	0.0	0.8	0.4	0.5	1.3	0.6
Received no advertising	0.4	2.1	1.3	1.0	1.9	2.2	1.9	2.7	2.1	0.8	3.2	2.2
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

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, 2002 and 2003
(Recruitment Data)

Treatment	18 - 21 ^①			22 - 24 ^①			25 - 34			35 - 44		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Usually read	39.4	14.6	6.2	21.1	11.9	16.5	20.3	12.0	10.6	17.7	10.5	10.6
Usually scan	38.8	34.4	41.7	46.7	34.2	35.5	41.4	32.8	34.5	40.8	37.2	37.8
Read some	12.6	19.8	26.1	24.8	23.5	22.8	30.7	29.4	32.8	30.8	32.3	32.6
Usually don't read	3.2	26.2	23.5	6.7	24.3	23.2	6.3	22.1	20.1	9.8	17.0	17.4
Don't know/No answer	0.2	0.0	0.0	0.0	0.6	0.0	0.3	0.3	0.2	0.0	0.1	0.0
Received no advertising	1.0	4.9	2.6	0.7	5.5	2.0	1.1	3.4	1.9	0.9	2.9	1.7
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

Treatment	45 - 54			55 - 64			65 - 69			70+		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Usually read	17.0	11.7	11.5	19.7	12.7	12.0	23.6	12.6	13.1	19.5	14.9	16.1
Usually scan	41.3	37.1	37.7	39.4	35.3	38.7	37.9	34.7	38.1	38.2	39.5	40.0
Read some	31.9	31.1	30.8	28.2	30.4	28.2	26.4	30.7	29.0	30.0	24.7	25.3
Usually don't read	9.2	17.9	18.6	11.6	19.4	18.9	9.4	19.4	17.7	11.8	17.6	16.4
Don't know/No answer	0.3	0.1	0.1	0.0	0.2	0.0	0.7	0.0	0.0	0.0	0.1	0.1
Received no advertising	0.4	2.1	1.3	1.0	1.9	2.2	1.9	2.7	2.1	0.6	3.2	2.2
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

① 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, 2002 and 2003
(Recruitment Data)

Attitude	< 8th Grade ①			Some High School			High School Graduate			Some College		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Wish got less	34.2	49.9	49.3	28.8	51.6	59.3	26.2	61.4	60.1	28.6	64.4	62.9
Don't mind as long as some are interesting	56.4	33.0	39.5	59.2	37.9	31.3	66.5	31.4	34.4	64.7	31.2	33.1
Want more	5.3	8.4	4.3	8.5	4.0	4.5	6.1	3.2	3.2	5.0	2.4	2.3
Don't know/No answer	2.1	1.4	0.0	0.7	1.0	0.2	0.3	0.5	0.4	0.8	0.3	0.7
Received no advertising	2.1	7.3	7.0	2.9	5.5	4.7	0.9	3.4	1.9	0.9	1.8	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

Attitude	Tech School			College			Post Graduate		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Wish got less	29.9	67.4	62.6	35.1	70.0	68.7	36.9	75.9	73.0
Don't mind as long as some are interesting	64.4	30.3	34.6	61.1	26.7	28.4	59.7	22.2	24.9
Want more	4.3	1.3	2.0	3.2	1.9	2.1	2.9	1.0	1.6
Don't know/No answer	0.5	0.0	0.0	0.3	0.3	0.2	0.3	0.4	0.2
Received no advertising	0.9	1.0	0.8	0.3	1.1	0.6	0.3	0.5	0.2
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, 2002 and 2003
(Recruitment Data)

Treatment	< 8th Grade ①			Some High School			High School			Some College		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Usually read	29.2	22.5	17.2	24.6	20.9	20.0	23.5	13.7	15.1	17.6	10.2	11.7
Usually scan	37.0	30.4	34.3	33.0	34.5	36.2	42.4	37.1	38.4	39.9	37.9	39.4
Read some	22.0	23.1	25.1	27.8	21.3	22.1	26.2	27.2	26.8	30.8	32.2	30.7
Usually don't read	9.0	16.4	16.4	11.8	17.8	16.8	7.0	18.4	17.9	10.8	17.8	17.3
Don't know/No answer	0.7	0.3	0.0	0.0	0.0	0.2	0.1	0.2	0.0	0.3	0.1	0.0
Received no advertising	2.1	7.3	7.0	2.9	5.5	4.7	0.9	3.4	1.9	0.6	1.8	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

Treatment	Tech School			College			Post Graduate		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Usually read	18.5	11.2	11.1	12.2	8.1	7.7	8.9	5.4	5.2
Usually scan	39.9	37.5	40.6	43.5	36.3	37.9	41.9	36.5	35.9
Read some	31.6	31.5	29.6	34.6	34.3	34.1	28.3	35.6	38.1
Usually don't read	8.9	18.8	17.9	9.1	20.1	19.7	10.5	21.8	20.5
Don't know/No answer	0.1	0.0	0.0	0.3	0.1	0.0	0.0	0.2	0.0
Received no advertising	0.9	1.0	0.8	0.3	1.1	0.6	0.3	0.5	0.2
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, 2002 and 2003
(Diary Data)

Periodicals	1987	2002	2003
Percent of Periodicals which are sent to Households	75.3	75.4	74.0
Pieces per household per week	1.69	1.32	1.19

Base: RPW Total Periodicals

Table A5-2
Periodicals -- Type of Publication
Postal Fiscal Years 1987, 2002 and 2003
(Diary Data)

Type of Publication	Percentage Received			Pieces Per Household Per Week		
	1987	2002	2003	1987	2002	2003
Newspapers:						
Daily Newspaper	8.5	4.8	3.7	0.19	0.08	0.06
Weekly Newspaper	13.4	9.6	9.1	0.30	0.17	0.15
Other Newspaper	4.9	3.1	3.9	0.11	0.05	0.06
Total Newspapers	26.8	17.5	16.7	0.60	0.30	0.27
Magazines:						
Weekly Magazine	11.1	11.1	10.9	0.25	0.19	0.17
Monthly Magazine	27.2	33.5	34.3	0.61	0.58	0.55
Other Magazine	4.4	7.4	8.1	0.10	0.13	0.13
Total Magazines	42.7	52.0	53.3	0.96	0.91	0.86
Other	3.1	2.8	2.2	0.07	0.05	0.03
Don't Know/No Answer	2.7	3.1	1.8	0.06	0.05	0.03
Total Periodicals Received by Households	75.3	75.4	74.0	1.69	1.32	1.19
Total Periodicals Received by Non-Households	26.7	24.6	26.0	-	-	-

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, 2002 and 2003
(Recruitment Data)

Frequency	Distribution Method					
	By Mail			Not By Mail		
	1987	2002	2003	1987	2002	2003
Daily (7-day)	0.06	0.13	0.08	0.57	0.56	0.56
Daily (5-6 days)	0.04	0.04	0.03	0.23	0.08	0.07
Weekly	0.35	0.18	0.19	0.17	0.08	0.10
Sunday only	0.01	0.02	0.02	0.21	0.11	0.10
Monthly	0.04	0.03	0.03	-	0.01	0.01
Other	0.05	0.04	0.02	0.05	0.07	0.04
Total	0.55	0.44	0.35	1.23	0.91	0.88

Table A5-4
Periodicals -- Households Where Newspapers are Received
(By Type of Newspaper and by Receipt Medium)
Postal Fiscal Years 1987, 2002 and 2003
(Recruitment Data)

Type of Newspaper (By Mail)	Percentage of All Households		
	1987	2002	2003
7-Day	4.9	8.6	6.1
5 - 6 Day	2.5	3.5	2.2
Weekly	25.6	13.7	14.6
Sunday	0.8	1.9	1.3
Monthly	2.7	2.2	2.1
Other	3.5	2.5	1.2
Percent of all Households Receiving At Least One Type of Newspaper	36.4	27.8	24.4

Type of Newspaper (Not By Mail)	Percentage of All Households		
	1987	2002	2003
7-Day	47.1	43.9	46.9
5 - 6 Day	18.3	6.5	5.8
Weekly	13.1	7.1	8.1
Sunday	20.4	9.9	9.3
Other	4.0	4.3	2.1
Percent of all Households Receiving At Least One Type of Newspaper	78.6	62.2	65.1

Table A5-5
Magazines Received by Mail and Not by Mail -- Number of
Different Magazines Received Per Household
Postal Fiscal Years 1987, 2002 and 2003
(Recruitment Data)

Frequency	Distribution Method					
	By Mail			Not By Mail		
	1987	2002	2003	1987	2002	2003
Weekly	0.38	0.35	0.33	0.27	0.12	0.09
Monthly	2.67	2.68	2.45	0.75	0.47	0.36
Bi-Monthly	0.05	0.23	0.17	N/A	0.03	0.02
Other	0.12	0.11	0.07	0.08	0.04	0.03
Total	3.23	3.37	3.03	1.10	0.66	0.50

Table A5-6
Periodicals -- Households Where Magazines are Received
(By Type of Magazine and by Receipt Medium)
Postal Fiscal Years 1987, 2002 and 2003
(Recruitment Data)

Type of Magazine (By Mail)	Percentage of All Households		
	1987	2002	2003
Weekly	24.1	22.1	21.1
Monthly	75.5	76.1	72.4
Bi-Monthly	3.3	12.7	10.5
Other	6.8	4.2	2.5
Percent of all Households Receiving At Least One Type of Magazine	80.6	82.1	78.9

Type of Magazine (Not By Mail)	Percentage of All Households		
	1987	2002	2003
Weekly	15.4	7.5	5.3
Monthly	34.4	22.1	17.6
Bi-Monthly	N/A	2.0	1.5
Other	3.2	1.7	1.0
Percent of all Households Receiving At Least One Type of Magazine	45.8	28.9	22.9

Table A5-7
Periodical Demographics -- Pieces Received Per Household Per Week
Postal Fiscal Years 1987, 2002 and 2003
(Diary Data)

Income	1987	2002	2003
< \$7K	0.6	0.6	0.4
\$ 7K - \$9.9K	1.1	0.8	0.8
\$ 10K - \$14.9K	1.2	0.8	0.8
\$ 15K - \$19.9K	1.3	0.8	0.8
\$ 20K - \$24.9K	1.4	1.0	0.9
\$ 25K - \$29.9K	1.8	1.2	1.0
\$ 30K - \$34.9K	1.9		
\$ 35K - \$49.9K	2.1	1.2	1.1
\$ 50K - \$64.9K	2.1	1.3	1.2
\$ 65K - Over	3.6	1.6	1.5
Age of Head of Household	1987	2002	2003
18 - 24	0.6	0.5	0.4
25 - 34	1.2	0.8	0.6
35 - 44	1.8	0.8	0.8
45 - 54	2.0	1.0	1.1
55 - 64	2.3	1.3	1.4
65 - 69	1.9	1.6	1.4
70+	1.9	1.9	1.4
Education of Head of Household	1987	2002	2003
< 8th grade	1.2	1.1	1.2
Some High School	1.2	0.8	0.8
High School	1.4	1.2	1.1
Some College	1.6	1.2	1.1
Technical School	1.6	1.3	1.1
College	2.2	1.6	1.4
Post graduate	3.4	2.2	1.9
Type of Household	1987	2002	2003
One-person household	1.1	1.2	1.0
Male	1.0	1.2	0.8
Female	1.2	1.2	1.1
One adult + minors	0.9	0.9	0.5
Male	0.6	1.1	0.7
Female	0.9	0.8	0.5
More Than One Adult	1987	2002	2003
Without Children	2.1	1.5	1.4
One-earner	2.0	1.7	1.5
Two-earner	2.1	1.4	1.3
With Children	1.7	1.1	1.2
One-earner	1.6	0.9	1.1
Two-earner	1.9	1.2	1.1

Employment of Head of Household ①	1987	2002	2003
White collar professional	2.2	1.3	1.3
White collar sales/clerical	1.5	1.2	0.9
Blue collar craftsmen/mechanic	1.2	1.0	1.0
Service Worker	1.2	1.1	0.8
Other employed	1.1	1.0	1.1
Homemaker	1.7	1.1	1.0
Student	1.4	0.7	0.7
Retired	1.9	1.8	1.5
Other not employed	0.4	1.2	0.2
Type of Dwelling	1987	2002	2003
Single-family house	2.0	1.4	1.3
Apartment	1.0	0.7	0.7
Mobile house	1.1	0.8	0.7
Group quarters	0.9	1.1	0.4
Number of Adults	1987	2002	2003
1	1.1	1.1	0.9
2	1.8	1.4	1.3
3	2.1	1.3	1.3
4+	2.1	1.6	1.4

Note: 2002 and 2003 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 Revised from Employment of Respondent to Employment of Head of Household.

Table A5-8
Periodical Mail -- Type of Subscription
Postal Fiscal Years 1987, 2002 and 2003
(Diary Data)

Type of Subscription	Percentage of Total Periodicals		
	1987	2002	2003
Paid (ordered)	49.4	47.2	44.6
Free (ordered)	4.4	6.8	7.6
Gift (from friend or relative)	3.5	3.2	3.6
Free (not ordered or with membership)	10.2	11.5	11.4
Other	2.6	0.4	0.6
Don't know/No answer	5.3	6.3	6.2
Total Mail Received by Households	75.3	75.4	74.0

Base: RPW Total Periodicals

Table A5-9
Periodicals -- Source of Publications
Postal Fiscal Years 1987, 2002 and 2003
(Diary Data)

Source of Publication	Percent of Total Periodicals			Pieces Per Household Per Week		
	1987	2002	2003	1987	2002	2003
Religious/Educational	9.1	9.1	8.2	0.21	0.16	0.13
Veterans	0.9	0.7	0.9	0.02	0.01	0.01
Charitable	0.9	0.8	0.6	0.02	0.01	0.01
Union/Professional	7.8	8.5	8.4	0.18	0.15	0.14
Total "Nonprofit"	18.7	19.0	18.1	0.43	0.33	0.29
Other (Commercial, Professional Organization)	53.5	53.3	53.9	1.20	0.93	0.87
Don't know/No answer	3.2	3.0	2.0	0.07	0.05	0.03
Percent of All Periodicals Received by Households	75.3	75.4	74.0	1.69	1.32	1.19

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, 2002 and 2003
(Diary Data)

Subscription Type	Union/ Professional			Religious/ Educational			Veterans		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Paid (ordered by household)	8.3	5.7	5.5	7.9	9.1	8.8	0.5	0.4	0.5
Free (ordered by household) ①	21.7	19.2	18.9	25.6	17.0	13.6	4.4	0.7	0.1
Gift Subscription	4.0	1.4	4.8	18.1	18.3	15.1	0.5	0.3	0.4
Other Type	19.1	8.4	19.9	22.7	9.2	14.8	2.3	3.7	5.4
Free (came with membership)	21.1	34.3	33.8	16.0	12.2	13.7	1.9	1.0	0.5

Subscription Type	Charitable			Other			Don't Know/ No Answer		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Paid (ordered by household)	0.5	0.5	0.4	81.1	83.0	83.9	1.7	1.3	0.9
Free (ordered by household) ①	2.8	0.5	1.1	44.1	60.8	66.0	1.4	1.8	0.3
Gift Subscription	1.4	0.5	0.4	73.4	78.6	78.5	2.6	0.9	0.7
Other Type	2.6	0.0	10.8	50.7	82.4	54.5	2.7	0.0	0.0
Free (came with membership)	6.2	3.1	2.2	54.8	38.8	43.2	0.0	0.9	0.0

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, 2002 and 2003
(Diary Data)

Time of Arrival	Percentage of Pieces		
	1987	2002	2003
Arrived earlier than expected	5.0	7.6	8.3
Arrived on the day expected	40.9	40.4	40.1
Was not expected to arrive on any special day	43.9	41.0	40.2
Arrived later than expected	3.8	3.0	2.8
Don't Know/No answer	6.5	8.0	8.6
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, 2002 and 2003
(Diary Data)

Delivery	1987	2002	2003
Could arrive a day later	40.2	31.8	33.6
Comes on proper day	19.5	21.8	21.2
No regular day	9.0	16.5	16.3
Regular day is too late	0.9	0.8	0.6
Day doesn't matter	22.7	20.7	19.3
Other need	0.4	0.3	0.2
Don't know/No answer	7.2	8.2	8.7
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, 2002 and 2003
(Diary Data)

Satisfaction with Delivery	Northeast			Eastern			Southern			Central			Western		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
On time/earlier	50.2	52.3	51.1	45.6	47.2	45.5	41.4	42.4	49.1	50.7	51.7	50.7	40.5	46.0	46.0
Not expected on any special day	40.1	36.9	38.2	43.2	42.6	43.2	45.0	43.2	38.8	42.7	36.8	38.8	48.2	45.7	41.4
Arrived later than expected	3.4	2.9	2.8	5.5	3.1	2.5	3.6	3.9	3.5	2.2	2.0	2.5	4.7	3.5	2.7
Don't know/No answer	6.4	7.9	7.9	5.7	7.1	8.8	9.9	10.6	8.6	4.3	9.5	8.0	6.7	4.7	9.9
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	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, 2002 and 2003
(Diary Data)

Satisfaction with Delivery	Northeast			Eastern			Southern			Central			Western		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Could arrive a day later with no inconvenience	42.6	37.4	34.2	40.9	30.3	34.9	42.6	31.6	31.8	37.1	30.5	31.2	39.3	31.4	36.8
Comes on proper day now	18.5	21.5	23.0	21.4	22.3	19.4	15.1	18.1	21.1	25.6	25.1	24.6	15.1	20.4	17.7
No regular delivery day	10.1	11.2	13.8	7.0	17.5	17.9	9.2	19.4	19.0	8.0	15.8	14.1	11.2	17.5	16.0
Regular delivery day is so late as to cause inconvenience	0.2	0.7	0.4	2.2	1.0	0.4	0.9	1.1	0.8	0.5	0.4	0.8	0.9	0.9	0.6
Exact delivery date of little importance	20.7	20.5	20.3	21.8	22.0	18.5	22.0	18.4	18.5	23.7	18.2	20.7	24.7	24.6	18.7
Other Need/Don't know/No answer	7.9	8.6	8.3	6.7	7.0	8.9	10.2	11.4	8.8	5.1	10.0	8.6	8.8	5.2	10.1
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.



Appendix A6: Packages & Expedited

Table A6-1
Packages and Expedited Received - by Delivery Company
(Percentage of Pieces Received by Households)
Postal Fiscal Years 1987, 2002 and 2003
(Diary Data)

Carrier	Percent		
	1987	2002	2003
United States Postal Service:			
First-Class and Priority	15.4	33.4	27.9
Express Mail	0.7	1.6	1.6
Third-Class Single Piece	2.3	N/A	N/A
Standard Mail Total	25.1	27.7	30.7
Standard Mail Bulk Rate Regular	25.1	22.4	26.9
Standard Mail Bulk Rate Enhanced Carrier Route	①	3.4	2.2
Standard Mail Nonprofit	①	1.8	1.4
Standard Mail Nonprofit Enhanced Carrier Route	①	0.1	0.1
Parcel Post - Total	4.9	6.1	7.9
Non-DBMC Parcel Post	4.9	3.0	3.2
DBMC Parcel Post	①	3.1	4.8
Bound Printed Matter - Total	8.9	7.4	6.7
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 ②	9.7	2.9	2.6
Library Rate	0.1	0.2	0.9
Other/Can't classify	1.1	1.3	1.6
No answer	3.4	2.6	1.3
Total USPS	71.7	83.1	81.2
Other Carriers:			
United Parcel Service Total	23.6	10.1	11.0
United Parcel Service -- Next Day Air	1.6	0.6	0.5
United Parcel Service -- Second Day Air	0.9	0.9	0.7
United Parcel Service -- 3 Day Select	-	0.6	0.6
United Parcel Service -- Ground	21.1	8.1	9.2
Federal Express	0.3	2.4	3.2
Emery	0.0	0.4	0.2
Roadway	0.1	③	③
Airborne	-	0.6	0.5
DHL	-	1.6	0.1
Other	0.5	0.3	0.9
Total Other Carriers	27.8	15.3	15.9
Don't know/no answer	3.6	1.6	2.8
Total	100.0	100.0	100.0
Total Packages Per Household	0.3	0.5	0.5

①Data was not collected prior to 1997.

②Special Standard Mail includes Media Mail.

③Not collected after 2001.

Table A6-2
Packages and Expedited Received - Packages Delivered by the Postal Service by Class and Sender
(Percentage of Pieces by Class)
Postal Fiscal Years 1987, 2002 and 2003
(Diary Data)

Mail Class	Business			Friend/Relative			Other/Unknown ②		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
First-Class and Priority	43.6	65.7	72.8	53.6	23.2	21.8	2.8	11.2	5.5
Express Mail ②	10.8	44.5	79.1	52.0	49.8	19.1	27.2	5.8	1.8
Standard Mail - Total	94.8	87.5	94.0	2.2	1.7	2.2	3.1	10.8	3.8
Standard Mail - Bulk Rate Regular	94.8	87.3	94.0	2.2	3.2	9.2	3.1	10.5	3.5
Standard Mail - Bulk Rate Enhanced	①	100.0	99.6	①	0.0	0.0	①	0.0	0.4
Standard Mail - Nonprofit	①	65.2	84.4	①	0.0	0.0	①	34.8	15.6
Standard Mail - Nonprofit Enhanced	①	100.0	100.0	①	0.0	0.0	①	0.0	0.0
Parcel Post - Total	63.1	93.8	90.2	36.9	3.2	9.2	0.0	3.1	0.6
Non-DBMC Parcel Post ②	63.1	94.3	80.3	36.9	3.9	19.7	0.0	1.8	0.0
DBMC Parcel Post	①	93.3	96.8	①	2.5	2.2	①	4.2	1.0
Bound Printed Matter - Total	98.6	82.7	91.8	0.0	0.8	2.7	1.4	16.5	5.5
Special Standard Mail	98.5	77.7	82.3	0.0	5.4	9.1	5.0	16.9	8.6
Library Rate ②	100.0	100.0	74.6	0.0	0.0	1.6	0.0	0.0	23.8

① Data was not collected prior to 1997.

② Fluctuations may be due to small sample sizes.

Table A6-3
Packages and Expedited Received - Sender/Content^① by Carrier
Postal Fiscal Years 1987, 2002 and 2003
(Diary Data)

Content ^①	Percent of Total			Percent Sent Via Postal Service ^②			Percent Sent Via UPS ^②		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Book	15.9	13.1	11.4	89.6	84.8	87.1	10.0	9.5	7.0
Record, tape or CD	6.7	6.1	7.1	87.3	94.4	90.4	8.0	5.2	5.8
Item from a friend or relative	16.7	12.3	11.1	69.0	82.3	77.3	23.2	10.1	10.5
Order from catalog	19.1	13.4	13.3	47.1	71.7	71.9	56.9	21.7	21.7
Order from store ^②	5.1	2.9	4.2	43.5	79.6	78.5	55.0	14.5	10.6
Other mail order	11.5	34.3	36.6	67.5	80.0	79.1	30.4	13.9	14.4

^①Packages can contain more than one type of content.

^②Fluctuations 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, 2002 and 2003
(Diary Data)

Special Services ②	Percent		
	1987	2002	2003
Special Handling	3.0	2.5	2.0
Special Delivery ①	1.3	2.5	7.5
Certified	0.1	0.2	0.2
Registered	0.1	0.8	1.7
Insurance	3.2	1.0	1.4
C.O.D.	1.6	0.0	0.0
Other	2.5	0.4	0.8
Total	8.7	7.4	13.6

① Changed to Delivery Confirmation in PFY 2001.

② Does Not Include Expedited Mail.

Table A6-5
Packages and Expedited Received - Carrier by Income
(Percentage of Pieces)
Postal Fiscal Years 1987, 2002 and 2003
(Diary and Recruitment Data)

Carrier	Under \$7K ①			\$7K - \$9.9K ①			\$10K - \$14.9K ①			\$15K - \$19.9K ①		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Postal Service	68.9	85.7	92.0	71.1	92.5	95.0	74.8	76.7	83.6	79.9	89.5	83.0
UPS	20.8	0.0	4.5	23.8	3.3	0.0	21.1	15.8	2.2	18.3	2.5	8.3
Other	0.0	10.6	1.6	2.2	4.2	0.0	0.0	5.5	1.8	0.0	3.2	5.0
Don't know/No answer	10.2	3.7	2.0	2.8	0.0	5.0	4.0	2.0	12.5	1.8	4.7	3.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total Packages Per Household Per Week	0.20	0.20	0.64	0.14	0.29	0.37	0.12	0.45	0.47	0.15	0.43	0.41

Carrier	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Postal Service	75.4	84.2	82.6	63.3	83.3	75.4	82.1	83.3	75.4	73.0	84.9	80.2
UPS	17.8	9.9	7.7	31.2	7.0	15.6	15.3	7.0	15.6	24.4	10.8	11.2
Other	3.3	3.4	8.5	0.7	7.3	4.2	0.5	7.3	4.2	0.2	3.7	6.0
Don't know/No answer	3.6	2.6	1.3	4.9	2.3	4.8	2.1	2.3	4.8	2.4	0.5	2.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total Packages Per Household Per Week	0.24	0.41	0.36	0.34	0.44	0.51	0.31	0.44	0.51	0.39	0.56	0.43

Carrier	\$50K - \$64.9K			Over \$65K		
	1987	2002	2003	1987	2002	2003
Postal Service	66.7	84.8	80.1	62.3	81.7	80.2
UPS	28.4	11.1	13.9	31.1	11.2	10.4
Other	0.0	3.4	3.5	5.3	6.8	7.1
Don't know/No answer	5.0	0.6	2.5	0.9	0.3	2.3
Total	100.0	100.0	100.0	100.0	100.0	100.0
Total Packages Per Household Per Week	0.42	0.47	0.55	0.45	0.60	0.59

① Fluctuations may be due to small sample sizes.

Note: 2002 and 2003 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 and Expedited Received - Carrier by Postal Region
(Percentage of Pieces)
Postal Fiscal Years 1987, 2002 and 2003
(Diary Data)

Carrier	Northeast			East			South			Central			West		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Postal Service	62.3	77.3	80.7	70.1	84.7	80.3	75.7	85.8	77.9	75.1	80.8	81.6	72.7	84.5	80.3
UPS	26.9	12.6	11.1	25.6	10.1	11.4	20.8	9.5	11.2	22.6	9.8	9.6	22.9	9.6	10.7
Other	3.0	9.6	5.0	1.6	4.5	5.0	0.7	3.3	5.1	0.4	7.3	5.1	0.2	5.8	7.2
Don't know/No answer	7.8	0.5	3.2	2.8	0.7	3.2	2.7	1.5	5.8	0.6	2.2	3.7	0.2	0.1	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	100.0	100.0	100.0

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

Table A6-7
Packages and Expedited Sent by Delivery Company
(Percentage of Pieces by Class and Carrier)
Postal Fiscal Years 1987, 2002 and 2003
(Diary Data)

Carrier	Percent		
	1987	2002	2003
United States Postal Service:			
First-Class and Priority	39.0	43.6	53.3
Express	0.0	2.2	2.9
Parcel Post	13.5	14.4	16.1
Special Standard ①	3.5	8.2	3.6
International	6.0	3.0	1.9
Other	0.0	4.4	3.6
Don't know	3.4	4.5	2.7
Total USPS	81.7	80.3	84.2
Other Carriers:			
United Parcel Service Total	16.3	7.8	8.2
United Parcel Service -- Next Day Air	0.6	2.0	0.3
United Parcel Service -- Second Day Air	0.9	0.0	0.7
United Parcel Service -- 3 Day Select	-	1.3	0.7
United Parcel Service -- Ground	14.8	4.5	6.5
Federal Express	0.2	1.3	2.9
Emery/Purolator	0.0	0.0	0.3
Airborne	-	1.2	0.8
DHL	-	0.3	0.0
Other	0.0	1.6	0.9
Total Other Carriers	16.5	12.2	13.1
Don't know/no answer	1.8	7.6	2.6
Total	100.0	100.0	100.0
Total Pieces	0.07	0.10	0.09

①Special Standard includes Media Mail in 2002 and 2003.

Table A6-8
Packages and Expedited Sent Via the Postal Service by Class and Recipient
(Percentage of Pieces)
Postal Fiscal Years 1987, 2002 and 2003
(Diary Data)

Mail Class	Business			Friend/Relative		
	1987	2002	2003	1987	2002	2003
First Class/Priority	18.3	33.7	39.6	81.7	66.3	60.4
Bulk Rate ①②	26.5	35.4	58.0	73.5	64.6	42.0
Special Standard ①	18.7	46.2	34.4	81.3	53.8	65.6
Parcel Post ①	56.9	26.1	26.2	43.1	73.9	73.8

①Fluctuations may be due to small sample sizes.

②Collected in 2002 and 2003 as "Bound Printed Matter".

Table A6-9
Packages and Expedited Sent -- Choice of Carrier by Income
(Percentage of Pieces)
Postal Fiscal Years 1987, 2002 and 2003
(Diary Data)

Carrier	Under \$25K ①			\$25K - \$49.9 ①			\$50K+ ①		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Postal Service	90.9	72.4	90.8	78.6	78.6	89.2	80.0	81.6	79.7
UPS	9.1	12.9	1.6	17.8	8.7	6.1	20.0	7.0	10.7
Other	0.0	7.3	5.2	0.0	2.2	3.7	0.0	4.9	5.7
Don't know/No answer	0.0	7.4	2.4	3.6	10.5	1.0	0.0	6.5	4.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total Packages Per Household Per Week	0.04	0.10	0.10	0.08	0.10	0.06	0.14	0.16	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, 2002 and 2003
(Diary Data)

Distance ①	Percent		
	1987	2002	2003
Local	1.6	5.4	2.4
Less than 51 miles	2.3	3.1	1.9
51 - 150 Miles	9.8	6.4	6.7
151 - 300 Miles	15.4	10.3	14.2
301 - 600 Miles	16.8	12.7	14.0
601 - 1000 Miles	18.2	15.1	13.5
1001 - 1400 Miles	13.5	12.4	15.2
1400 - 1800 Miles	5.3	8.6	7.0
Greater than 1800 miles	7.6	14.9	13.6
Out of United States	5.8	5.8	4.4
Other/ Unknown	3.8	5.3	7.0
Total	100.0	100.0	100.0

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

①Does Not Include Expedited Mail.



Appendix A7: Electronic Communications

Table A7-1
Household Electronic Mail Capability by Income
(Percentage of Households)
Postal Fiscal Years 1987, 2002 and 2003
(Recruitment Data)

Capability	Under \$7K ①			\$7K - \$9.9K ①			\$10K - \$14.9K			\$15K - \$19.9K		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Have personal computer	N/A	29.4	34.0	N/A	20.9	23.3	N/A	34.4	39.4	N/A	38.5	49.6
Have Internet access	N/A	25.3	27.0	N/A	11.5	18.5	N/A	25.1	29.3	N/A	31.0	38.3
Have fax machine or board	N/A	3.5	12.2	N/A	5.2	2.8	N/A	8.5	9.6	N/A	8.4	11.1

Capability	\$20K - \$24.9K			\$25K - \$34.9K			\$35K - \$49.9K			\$50K - \$64.9K		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Have personal computer	N/A	46.5	55.4	N/A	60.3	66.2	N/A	73.1	74.1	N/A	82.3	85.5
Have Internet access	N/A	35.0	47.5	N/A	47.5	56.8	N/A	63.5	64.4	N/A	72.9	78.7
Have fax machine or board	N/A	12.2	13.1	N/A	15.5	16.3	N/A	24.5	23.3	N/A	26.5	27.9

Capability	\$65K - \$79.9K			\$80K - \$99.9K			\$100K - Over		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Have personal computer	N/A	87.9	91.4	N/A	91.2	93.2	N/A	94.7	95.0
Have Internet access	N/A	81.5	86.1	N/A	85.5	89.4	N/A	91.8	93.3
Have fax machine or board	N/A	36.2	36.2	N/A	37.9	41.4	N/A	50.4	48.9

①Fluctuations may be due to small sample sizes.

Table A7-2
Household Electronic Mail Capability by Education of Head of Household
(Percentage of Households)
Postal Fiscal Years 1987, 2002 and 2003
(Recruitment Data)

Capability	< 8th Grade ①			Some High School			High School			Some College		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Have personal computer	N/A	31.1	36.6	N/A	45.5	46.9	N/A	61.1	65.5	N/A	78.3	77.7
Have Internet access	N/A	22.3	28.9	N/A	33.8	36.3	N/A	52.2	56.2	N/A	69.8	71.6
Have fax machine or board	N/A	7.1	9.6	N/A	12.8	10.6	N/A	19.3	20.2	N/A	30.0	29.1

Capability	Tech School			College			Post Graduate		
	1987	2002	2003	1987	2002	2003	1987	2002	2003
Have personal computer	N/A	78.1	81.0	N/A	87.8	88.2	N/A	88.5	91.1
Have Internet access	N/A	68.3	76.2	N/A	82.6	82.8	N/A	83.8	87.3
Have fax machine or board	N/A	27.4	23.4	N/A	37.3	37.2	N/A	39.7	38.5

①Fluctuations may be due to small sample sizes.

Table A7-3
Household Electronic Mail Capability by Age of Head of Household
(Percentage of Households)
Postal Fiscal Years 1987, 2002 and 2003
(Recruitment Data)

Capability	18 - 21			22 - 24			25 - 34			35 - 44		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Have personal computer	N/A	68.9	78.5	N/A	65.5	78.0	N/A	77.7	83.1	N/A	83.6	87.4
Have Internet access	N/A	57.7	65.3	N/A	60.3	71.2	N/A	69.8	74.8	N/A	75.0	79.5
Have fax machine or board	N/A	19.2	22.7	N/A	17.3	20.1	N/A	26.3	25.3	N/A	31.8	32.0

Capability	45 - 54			55 - 64			65 - 69			70+		
	1987	2002	2003	1987	2002	2003	1987	2002	2003	1987	2002	2003
Have personal computer	N/A	81.9	84.2	N/A	69.6	72.7	N/A	54.3	58.6	N/A	38.2	40.3
Have Internet access	N/A	74.1	77.8	N/A	60.7	65.5	N/A	46.2	50.6	N/A	30.6	33.5
Have fax machine or board	N/A	31.8	33.4	N/A	28.1	28.4	N/A	19.4	17.5	N/A	11.1	12.1

①Fluctuations may be due to small sample sizes.



Appendix B: Survey Instruments



Appendix B1: Recruitment Questionnaire

1: TZONE

=> +1 if 1>0

COMPUTED (1/ 48)

01.....East	3
02.....Central	4
03.....Mountain	5
04.....Pacific	6
05.....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)

01.....LISTED	1
02.....UNLISTED	2

4: REP

=> /+1 if 1>0

REPLICATE (1/ 57)

5: STYPE

=> +1 if 1>0

IMPORTED SAMPLE TYPE (1/ 60)

\$E

01.....USPS provided	01
02.....Prophone generated	02
03.....Taken from previous study	03
04.....DIVISION MATCHED	04
05.....DIVISION UNMATCHED	05

6: HHNAM

=> +1 if 1>0

HOUSEHOLD NAME (1/ 62)

7: CTFIP

=> +1 if 1>0

IMPORTED COUNTY FIPS CODE (1/ 92)

8: PSU

=> +1 if 1>0

(1/ 97)

01.....New York+ NY-NJ-CT-PA	01
02.....Los Angeles+ CA	02
03.....Chicago+ IL-IN-WI	03
04.....Washington+ DC-MD-VA-WV	04
05.....San Francisco+ CA	05
06.....Philadelphia+ PA-NJ-DE-MD	06
07.....Boston+ MA-NH-ME-CT	07
08.....Detroit+ MI	08
09.....Dallas+ TX	09
10.....Houston+ TX	10
11.....Miami+ FL	11
12.....Seattle+ WA	12
13.....Atlanta, GA	13
14.....Cleveland+ OH	14
15.....Minneapolis+ MN-WI	15
16.....Pittsburgh, PA	16
17.....St. Louis, MO-IL	17
18.....San Diego, CA	18
19.....Tampa+ FL	19
20.....Phoenix AZ	20
21.....Denver+ CO	21
22.....Portland+ OR-WA	22
23.....Cincinnati+ OH-KY-IN	23
24.....New Haven+ CT	24
25.....Kansas City, MO-KS	25
26.....Milwaukee+ WI	26
27.....Sacramento+ CA	27
28.....Indianapolis, IN	28
29.....Columbus, OH	29
30.....Norfolk+ VA-NC	30
31.....New Orleans, LA	31
32.....San Antonio, TX	32
33.....Nashville TN MSA	33
34.....Oklahoma City, OK	34
35.....Louisville, KY-IN MSA	35
36.....Richmond-Petersburg, VA MSA	36
37 Providence-Warwick-Pawtucket, RI NECMA	37
38.....Albuquerque NM	38
39.....Omaha, NE-IA	39
40.....Springfield, MA	40
41.....Charleston, SC	41
42.....Kalamazoo+ MI	42
43.....Jackson+ MS	43
44.....Peoria, IL	44
45 Santa Barbara-Santa Maria-Lompoc, CA MSA	45
46.....Tallahassee, FL MSA	46
47.....Cumberland, MD-WV	47
48.....Provo, UT	48
49.....Lafayette, IN MSA	49
50.....Wichita Falls, TX	50
51.....Gadsden, AL MSA	51
52.....Ulster, NY	52
53.....Indian River, FL	53
54.....Cochise, AZ	54
55.....Tuscarawas, OH	55
56.....Raleigh, WV	56
57.....Grant, IN	57
58.....Walker, AL	58
59.....Reno, KS	59
60.....Greenwood, SC	60
61.....Carteret, NC	61
62.....Twin Falls, ID	62
63.....Gibson, TN	63
64.....Delaware, NY	64
65.....Apache, AZ	65
66.....Tioga, PA	66
67.....Van Zandt, TX	67
68.....Baxter, AR	68
69.....Polk, WI	69
70.....McDonough, IL	70
71.....Barton, KS	71
72.....Putnam, OH	72
73.....Brown, MN	73
74.....Lewis, NY	74
75.....Douglas, WA	75
76.....Le Sueur, MN	76

- 77..... Wayne, GA 77
- 78..... Eastland, TX 78
- 79..... Mitchell, GA 79
- 80..... Morgan, MO 80
- 81..... Simpson, KY 81
- 82..... Burnett, WI 82
- 83..... Lewis, KY 83
- 84..... Madison, VA 84
- 85..... Dooly, GA 85

9: REGN

=> +1 if 1>0

IMPORTED REGION (1/99)

- 01..... Northeast 1
- 02..... Midwest 2
- 03..... South 3
- 04..... West 4

10: DIV

=> +1 if 1>0

DIVISION (1/100)

- 01..... New England 1
- 02..... Middle Atlantic 2
- 03..... East North Central 3
- 04..... West North Central 4
- 05..... South Atlantic 5
- 06..... East South Central 6
- 07..... West South Atlantic 7
- 08..... Mountain 8
- 09..... Pacific 9

11: CR

=> +1 if 1>0

(1/101)

12: STRAT

=> /+1 if 1>0

STRATA (1/105)

- 01..... Strata 1, 30 Largest MSAs 1
- 02..... Strata 2, Other MSAs 2
- 03..... Strata 3, Non-Metro Counties 3

13: PHONE

=> +1 if 1>0

IMPORTED PHONE NUMBER (1/106)

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

14: INTRO

=> +1 if NOT INT=PC

INTRO ON RETURN (1/118)

- 01..... Continue where I left off 1 => LASTQ
- 02..... Restart at the beginning 2 => INT01

15: 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 (1/119)

- 01 Continue OKD
- 02 No Answer NA => /END
- 03 Busy BZ => /END
- 04 Answering Machine AM => /END
- 05 Disconnect DC => /END
- 06 Computer/Fax Machine FX => /END
- 07 Business/Government BG => /END
- 08 Deaf/Language Barrier LB => /END
- 09 1st Refusal R1 => /END
- 10 Call Back CB => /CB
- 11 Spanish Callback SC => /CB
- 12 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.

@SCRPI PRESS ENTER FOR CHOICES &INT02

16: SCRPI

PRESS F10 FOR GIFT LIST

gift list in screen (1/121)

- 01 CONTINUE 1D

17: INT02

PRESS F10 FOR GIFT LIST

For this study, your household will use diaries to write... (1/122)

- 01 CONTINUE OKD
- 02 CALLBACK CB => /CB
- 03 REFUSED R1 => /END

18: Q1

RESPONDENT GENDER, DONT ASK (1/124)

- 01 MALE 1
- 02 FEMALE 2

19: Q2

What is your age? (1/125)

- 01 18-21 1
- 02 22-24 2
- 03 25-34 3
- 04 35-44 4
- 05 45-54 5
- 06 55-64 6
- 07 65-69 7
- 08 70+ 8
- 09 N/A, REFUSED 9

20: 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, a little, or not at all? E-mailing via the Internet (1/126)

- 01 VERY MUCH 4
- 02 QUITE A BIT 3
- 03 A LITTLE 2
- 04 NOT AT ALL 1
- 05 DONT KNOW 8
- 06 NA/RF 9

21: 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/ 127)

- 01.....VERY MUCH 4
- 02.....QUITE A BIT 3
- 03.....A LITTLE 2
- 04.....NOT AT ALL 1
- 05.....DONT KNOW 8
- 06.....NA/RF 9

22: 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/ 128)

- 01.....VERY MUCH 4
- 02.....QUITE A BIT 3
- 03.....A LITTLE 2
- 04.....NOT AT ALL 1
- 05.....DONT KNOW 8
- 06.....NA/RF 9

23: 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/ 129)

- 01.....VERY MUCH 4
- 02.....QUITE A BIT 3
- 03.....A LITTLE 2
- 04.....NOT AT ALL 1
- 05.....DONT KNOW 8
- 06.....NA/RF 9

24: 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/ 130)

- 01.....VERY MUCH 4
- 02.....QUITE A BIT 3
- 03.....A LITTLE 2
- 04.....NOT AT ALL 1
- 05.....DONT KNOW 8
- 06.....NA/RF 9

25: 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/ 131)

- 01.....VERY MUCH 4
- 02.....QUITE A BIT 3
- 03.....A LITTLE 2
- 04.....NOT AT ALL 1
- 05.....DONT KNOW 8
- 06.....NA/RF 9

26: 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/ 132)

- 01VERY MUCH 4
- 02QUITE A BIT 3
- 03A LITTLE 2
- 04NOT AT ALL 1
- 05DONT KNOW 8
- 06NA/RF 9

27: 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/ 133)

- 01VERY MUCH 4
- 02QUITE A BIT 3
- 03A LITTLE 2
- 04NOT AT ALL 1
- 05DONT KNOW 8
- 06NA/RF 9

28: 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/ 134)

- 01VERY MUCH 4
- 02QUITE A BIT 3
- 03A LITTLE 2
- 04NOT AT ALL 1
- 05DONT KNOW 8
- 06NA/RF 9

29: SCR2P

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.

- 01CONTINUE 1D

(1/ 135)

30: 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. RANGE: 0 - 90

\$E 0 90

- 01DONT KNOW 98
- 02REFUSED 99

(1/ 136)

31: Q5

PROBE FOR SPECIFIC NUMBER

About how many greeting cards did your household send by mail during the Christmas/Hanukkah/Kwanza season last year? RANGE: 0 - 997

\$E 0 997

- 01DONT KNOW 998
- 02REFUSED 999

(1/ 138)

32: 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? RANGE: 0 - 85

- (1/ 141)
 \$E 0 85
 01..... DON'T KNOW 98
 02.....REFUSED 99

33: 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? RANGE: 0 - 80

- (1/ 143)
 \$E 0 80
 01..... DON'T KNOW 98
 02.....REFUSED 99

34: SCR P8

=> * if IF((MON(\$D)==10 OR MON(\$D)==11 OR MON(\$D)==12 OR MON(\$D)==01),1,2)

- CONVERSATIONAL PURPOSES (1/ 145)
 01Not counting the Christmas and Hanukkah packages your household sends, about1
 02.....About 2

35: Q8

PROBE FOR SPECIFIC NUMBER
 <SCR P8 > how many packages did your household mail in the last month? RANGE: 0 - 75

- (1/ 146)
 \$E 0 75
 01..... DON'T KNOW 98
 02.....REFUSED 99

36: Q9

Which of the following methods of mailing personal packages (not letter mail) have household members used in the last six months? (1/ 148 - 149 - 150 - 151 - 152)

- 01.....Official U.S. Post Office 1
 02Private mailing service, like Mailboxes, Etc., Post Office Plus, or Parcel Place2
 03Private package shipping company, like UPS or Federal Express 3
 04..... Gave package to my mail carrier 4
 05.....None 5X
 06..... OTHER, SPECIFY 6O
 07.....DK 8X
 08.....RF 9X

37: Q10

Does your household rent a Post Office box? (1/ 153)

- 01..... YES 1
 02.....NO 2
 03.....DK 8
 04.....RF 9

38: 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/ 154)

- 01..... YES 1
 02.....NO 2
 03.....DK 8
 04.....RF 9

39: 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 RANGE: 0 - 60 (1/ 155)

- \$E 0 60
 01 DK 98
 02 RF 99

40: 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? RANGE: 0 - 30 (1/ 157)

- \$E 0 30
 01 DK 98 => Q15
 02 RF 99 => Q15

41: 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 DO NOT READ. SELECT BEST CHOICE (1/ 159)

- 01HOURS-LONGER/LATER 01
 02LOCATION 02
 03 OFFERS PICK UP SERVICE 03
 04CHEAPER 04
 05 FASTER/ OVERNIGHT DELIVERY 05
 06 OFFERS DROP OFF SERVICE 06
 07PACKAGES IT UP 07
 08SERVICE-BETTER/MORE EFFICIENT/FRIENDLIER 08
 09 MORE RELIABLE/SEEMS SAFER 09
 10USES ONLY IN SPECIAL CIRCUMSTANCES11
 11FOR EXTRA SERVICES (COPYING, FAXES, MAILBOXES, ETC.) 12
 12SHORTER WAIT TIME/LINES, LESS CROWDED13
 13 'SHIP TO' REQUIRES IT 14
 14ACCEPTS ODD-SHAPED/OVERIZED PACKAGES 16
 15 ON-LINE TRACKING SERVICE 18
 16USES ONLY FOR JOB/WORK-RELATED PACKAGES 20
 17TO USE U.P.S 21
 18OTHER, SPECIFY 970
 19 DK/RF 99

42: Q15

Do members of your household have any friends or relatives, other than those in the military, who live in a foreign country? (1/ 161)

- 01 YES 1
 02 NO 2 => Q20
 03 DK 8 => Q20
 04 RF 9 => Q20

43: Q16

About how many cards and letters, if any, have members of your household send to them in the past twelve months? RANGE: 0 - 90 (1/ 162)

- \$E 0 90
 01 DK 98
 02 RF 99

44: Q17

About how many times has your household telephoned friends or relatives living in a foreign country in the past twelve months? RANGE: 0 - 997 (1/ 164)

- \$E 0 997
 01 DK 998
 02 RF 999

45: Q18
 About how many times has your household e-mailed friends or relatives living in a foreign country in the past twelve months? RANGE: 0 - 997 (1/167)
 \$E 0 997
 01.....DK 998
 02.....RF 999

46: Q19
 And, about how many times has your household wired money to them in the past twelve months? RANGE: 0 - 50 (1/170)
 \$E 0 50
 01.....DK 98
 02.....RF 99

47: Q20
 Does your household use a fax machine or a personal computer with fax- capabilities to send fax communications? (1/172)
 01.....YES 1
 02.....NO 2=> Q22
 03.....DK/RF 9=> Q22

48: Q21
 What types of communications are sent by fax? (1/173 - 174 - 175 - 176 - 177)
 01..... Personal communications 1
 02.....Home business, including purchasing merchandise 2
 03..... Job-related communications 3
 04..... School-related communications 4
 05..... OTHER, SPECIFY 7O
 06.....DK/RF 9X

49: Q22
 Does your household own one or more personal computers? ASK HOW MANY RANGE: 0 - 9 (1/178)
 \$E 0 9
 01.....DK 98=> Q26A
 02.....RF 99=> Q26A

50: 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>. RANGE: 0 - 9 (1/180)
 \$E 0 9
 01.....DK 98
 02.....RF 99

51: Q24
 => Q26A if Q23==0
 Who is your Internet service provider? READ LIST IF NECESSARY (1/182)
 01..... AOL 1
 02..... PRODIGY 2
 03..... COMPUSERVE 3
 04..... MCI WORLDCOM 4
 05..... ATT WORLDNET 5
 06..... INTERNET AMERICA 6
 07..... OTHER NATIONAL 7O
 08..... OTHER LOCAL 8O
 09.....DK/RF 9

52: Q25
 Do members of your household use the Internet to communicate with others via email? (1/183)
 01.....YES 1
 02.....NO 2
 03.....DK 8
 04.....RF 9

53: 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 (1/184)
 01.....VERY LIKELY 4
 02.....SOMEWHAT LIKELY 3
 03.....SOMEWHAT UNLIKELY 2
 04.....NOT AT ALL LIKELY 1
 05.....ALREADY HAVE IT 0
 06.....DK/RF 9

54: 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 (1/185)
 01.....VERY LIKELY 4
 02.....SOMEWHAT LIKELY 3
 03.....SOMEWHAT UNLIKELY 2
 04.....NOT AT ALL LIKELY 1
 05.....ALREADY HAVE IT 0
 06.....DK/RF 9

55: 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 (1/186)
 01.....VERY LIKELY 4
 02.....SOMEWHAT LIKELY 3
 03.....SOMEWHAT UNLIKELY 2
 04.....NOT AT ALL LIKELY 1
 05.....ALREADY HAVE IT 0
 06.....DK/RF 9

56: 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 (1/187)
 01.....VERY LIKELY 4
 02.....SOMEWHAT LIKELY 3
 03.....SOMEWHAT UNLIKELY 2
 04.....NOT AT ALL LIKELY 1
 05.....ALREADY HAVE IT 0
 06.....DK/RF 9

57: 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 (1/188)
 01.....VERY LIKELY 4
 02.....SOMEWHAT LIKELY 3
 03.....SOMEWHAT UNLIKELY 2
 04.....NOT AT ALL LIKELY 1
 05.....ALREADY HAVE IT 0
 06.....DK/RF 9

58: SCRP3

PRESS ENTER TO CONTINUE

Traditionally, people pay bills in person or by mail. Now, some banks offer a service that allows you to pay bills by telephone - you call the bank and tell them which bills you wish to pay and the amounts. Banks are also starting to offer Internet banking where you can pay bills over the Internet.

01.....CONTINUE 1D (1/189)

59: Q27A

Have you heard of bank services that allow you to pay bills by Telephone?

01.....YES 1
02.....NO 2
03.....DK 8
04.....NA/RF 9 (1/190)

60: Q28A

=> +1 if Q27A>1

Are Telephone paying services available in your community?

01.....YES 1
02.....NO 2
03.....DK 8
04.....RF 9 (1/191)

61: Q27B

Have you heard of bank services that allow you to pay bills by Internet?

01.....YES 1
02.....NO 2
03.....DK 8
04.....NA/RF 9 (1/192)

62: Q28B

=> +1 if Q27B>1

Are Internet paying services available in your community?

01.....YES 1
02.....NO 2
03.....DK 8
04.....RF 9 (1/193)

63: Q29

On average, about how many bills in total would you say your household pays each month? RANGE: 0 - 80

\$E 0 80
01.....DK 98
02.....RF 99 (1/194)

64: Q30A

Now, I'm going to ask you about the methods you use to pay your bills. In which of the following ways do you pay your bills?

By mail

01.....YES 1
02.....NO 2
03.....DK 8
04.....RF 9 (1/196)

65: Q30B

In person

01.....YES 1
02.....NO 2
03.....DK 8
04.....RF 9 (1/197)

66: 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?

By telephone

01.....YES 1
02.....NO 2
03.....DK 8
04.....RF 9 (1/198)

67: 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?

Via Internet

01.....YES 1
02.....NO 2
03.....DK 8
04.....RF 9 (1/199)

68: Q30E

Now, I'm going to ask you about the methods you use to pay your bills. In which of the following ways do you pay your bills?

By ATM (automated teller machine)

01.....YES 1
02.....NO 2
03.....DK 8
04.....RF 9 (1/200)

69: Q30F

By automatic deduction from bank account

01.....YES 1
02.....NO 2
03.....DK 8
04.....RF 9 (1/201)

70: 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?

By automatic charge to credit card

01.....YES 1
02.....NO 2
03.....DK 8
04.....RF 9 (1/202)

71: 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. RANGE: 0 - 80

\$E 0 80
01.....DK 98
02.....RF 99 (1/203)

72: 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. RANGE: 0 - 20

\$E 0 20
01.....DK 98
02.....RF 99 (1/205)

73: 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. RANGE: 0 - 20

(1/ 207)

\$E 0 20

- 01.....DK 98
- 02.....RF 99

74: 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. RANGE: 0 - 40

(1/ 209)

\$E 0 40

- 01.....DK 98
- 02.....RF 99

75: 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. RANGE: 0 - 10

(1/ 211)

\$E 0 10

- 01.....DK 98
- 02.....RF 99

76: 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. RANGE: 0 - 21

(1/ 213)

\$E 0 21

- 01.....DK 98
- 02.....RF 99

77: 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. RANGE: 0 - 10

(1/ 215)

\$E 0 10

- 01.....DK 98
- 02.....RF 99

78: CKBIL

=> Q29 else => +1 if (Q29-
 (IF((Q31A<98),Q31A,0)+IF((Q31B<98),Q31B,0)+IF((Q31
 C<98),Q31C,0)+IF((Q31D<98),Q31D,0)+IF((Q31E<98),Q
 31E,0)+IF((Q31F<98),Q31F,0)+IF((Q31G<98),Q31G,0)<
 0)_

COMPUTED TO COUNT BILLS AND CHECK AGAINST TOTAL

(1/ 217)

79: Q32A

=> +1 if Q30A>1

What types of bills do you pay By Mail?
 (1/ 218 - 219 - 220 - 221 - 222 - 223 - 224 - 225 - 226)

- 01 NONE OF THESE 0X
- 02 NATURAL GAS/PROPANE/FUEL OIL/ETC. 1
- 03 ELECTRIC 2
- 04 TELEPHONE 3
- 05 WATER/SEWER 4
- 06 CREDIT CARDS 5
- 07 RENT/MORTGAGE 6
- 08 CABLE TV/SATELLITE TV 7
- 09 INSURANCE 8
- 10 LOAN(S) 9

80: Q33A

=> +1 if Q30A>1

What are the main reasons that you pay these bills By Mail? DO NOT READ, SELECT BEST CHOICE

(1/ 227)

- 01EASY TO USE 01
- 02 SAVES TIME 02
- 03 HABIT/ LIKE TRADITIONAL WAY 06
- 04 NO OTHER OPTION 07
- 05 OUT OF STATE/NOT LOCAL 08
- 06 MOST TRUSTED METHOD 12
- 07 WANT WRITTEN RECORD/ TO TRACK/ MORE CONTROL 14
- 08 CHEAPEST METHOD 19
- 09 OTHER, SPECIFY 970
- 10 DK/RF 99

81: Q32B

=> +1 if Q30B>1

What types of bills do you pay In Person?
 (1/ 229 - 230 - 231 - 232 - 233 - 234 - 235 - 236 - 237)

- 01 NONE OF THESE 0X
- 02 NATURAL GAS/PROPANE/FUEL OIL/ETC. 1
- 03 ELECTRIC 2
- 04 TELEPHONE 3
- 05 WATER/SEWER 4
- 06 CREDIT CARDS 5
- 07 RENT/MORTGAGE 6
- 08 CABLE TV/SATELLITE TV 7
- 09 INSURANCE 8
- 10 LOAN(S) 9

82: Q33B

=> +1 if Q30B>1

What are the main reasons that you pay these bills In Person? DO NOT READ, SELECT BEST CHOICE

(1/ 238)

- 01EASY 01
- 02 SAVES TIME 02
- 03 HABIT/ LIKE TRADITIONAL WAY 06
- 04 NO OTHER OPTION 07
- 05 CONCERNED ABOUT SECURITY/SAFETY 09
- 06 BILL PAST DUE/ PAYMENT POSTED IMMEDIATELY 11
- 07 MOST TRUSTED METHOD 12
- 08 WANT WRITTEN RECORD/ TO TRACK/ MORE CONTROL 14
- 09 CHEAPER/ SAVES ON POSTAGE 15
- 10 CONVENIENT LOCATION/ IN THE AREA 20
- 11 OTHER, SPECIFY 970
- 12 DK/RF 99

83: Q32C

=> +1 if Q30C>1 OR Q30C=WR

- What types of bills do you pay By Telephone?
(1/ 240 - 241 - 242 - 243 - 244 - 245 - 246 - 247 - 248)
- 01.....NONE OF THESE 0X
 - 02NATURAL GAS/PROPANE/FUEL OIL/ETC. 1
 - 03.....ELECTRIC 2
 - 04.....TELEPHONE 3
 - 05.....WATER/SEWER 4
 - 06.....CREDIT CARDS 5
 - 07.....RENT/MORTGAGE 6
 - 08.....CABLE TV/SATELLITE TV 7
 - 09.....INSURANCE 8
 - 10.....LOAN(S) 9

84: Q33C

=> +1 if Q30C>1 OR Q30C=WR

- What are the main reasons that you pay these bills By Telephone? DO NOT READ, SELECT BEST CHOICE
(1/ 249)
- 01.....EASY TO USE 01
 - 02.....SAVES TIME 02
 - 03GET DISCOUNT ON CHARGES IF PAY BILLS THIS WAY 04
 - 04.....NO OTHER OPTION 07
 - 05BILL PAST DUE/ PAYMENT POSTED IMMEDIATELY 11
 - 06.....MOST TRUSTED METHOD 12
 - 07.....CHEAPER/ SAVES ON POSTAGE 15
 - 08.....CREDIT CARD ACCEPTED 16
 - 09.....NO TRAVEL REQUIRED 17
 - 10PAID AUTOMATICALLY/ DON'T HAVE TO THINK ABOUT IT 18
 - 11.....OTHER, SPECIFY 97O
 - 12.....DK/RF 99

85: Q32D

=> +1 if Q30D>1 OR Q30D=WR

- What types of bills do you pay Via Internet?
(1/ 251 - 252 - 253 - 254 - 255 - 256 - 257 - 258 - 259)
- 01.....NONE OF THESE 0X
 - 02NATURAL GAS/PROPANE/FUEL OIL/ETC. 1
 - 03.....ELECTRIC 2
 - 04.....TELEPHONE 3
 - 05.....WATER/SEWER 4
 - 06.....CREDIT CARDS 5
 - 07.....RENT/MORTGAGE 6
 - 08.....CABLE TV/SATELLITE TV 7
 - 09.....INSURANCE 8
 - 10.....LOAN(S) 9

86: Q33D

=> +1 if Q30D>1 OR Q30D=WR

- What are the main reasons that you pay these bills Via Internet? DO NOT READ, SELECT BEST CHOICE
(1/ 260)
- 01.....EASY TO USE 01
 - 02.....SAVES TIME 02
 - 03.....HABIT 06
 - 04.....NO OTHER OPTION 07
 - 05BILL PAST DUE/ PAYMENT POSTED IMMEDIATELY 11
 - 06.....MOST TRUSTED METHOD 12
 - 07.....CHEAPER/ SAVES ON POSTAGE 15
 - 08PAID AUTOMATICALLY/ DON'T HAVE TO THINK ABOUT IT 18
 - 09.....TO PAY INTERNET PURCHASES 23
 - 10.....OTHER, SPECIFY 97O
 - 11.....DK/RF 99

87: Q32E

=> +1 if Q30E>1

- What types of bills do you pay By ATM (automated teller machine)?
(1/ 262 - 263 - 264 - 265 - 266 - 267 - 268 - 269 - 270)
- 01NONE OF THESE 0X
 - 02NATURAL GAS/PROPANE/FUEL OIL/ETC. 1
 - 03ELECTRIC 2
 - 04TELEPHONE 3
 - 05WATER/SEWER 4
 - 06CREDIT CARDS 5
 - 07RENT/MORTGAGE 6
 - 08CABLE TV/SATELLITE TV 7
 - 09INSURANCE 8
 - 10LOAN(S) 9

88: Q33E

=> +1 if Q30E>1

- What are the main reasons that you pay these bills By ATM (automated teller machine)? DO NOT READ, SELECT BEST CHOICE
(1/ 271)
- 01EASY TO USE 01
 - 02SAVES TIME 02
 - 03NO OTHER OPTION 07
 - 04OUT OF STATE/NOT LOCAL 08
 - 05BILL PAST DUE/ PAYMENT POSTED IMMEDIATELY 11
 - 06MOST TRUSTED METHOD 12
 - 07WANT WRITTEN RECORD/ TO TRACK/ MORE CONTROL 14
 - 08CHEAPER/ SAVES ON POSTAGE 15
 - 09NO TRAVEL REQUIRED 17
 - 10CONVENIENT LOCATION/ IN THE AREA 20
 - 11OTHER, SPECIFY 97O
 - 12DK/RF 99

89: Q32F

=> +1 if Q30F>1

- What types of bills do you pay By automatic deduction from bank account?
(1/ 273 - 274 - 275 - 276 - 277 - 278 - 279 - 280 - 281)
- 01NONE OF THESE 0X
 - 02NATURAL GAS/PROPANE/FUEL OIL/ETC. 1
 - 03ELECTRIC 2
 - 04TELEPHONE 3
 - 05WATER/SEWER 4
 - 06CREDIT CARDS 5
 - 07RENT/MORTGAGE 6
 - 08CABLE TV/SATELLITE TV 7
 - 09INSURANCE 8
 - 10LOAN(S) 9

90: Q33F

=> +1 if Q30F>1

- What are the main reasons that you pay these bills By automatic deduction from bank account? DO NOT READ, SELECT BEST CHOICE
(1/ 282)
- 01EASY TO USE 01
 - 02SAVES TIME 02
 - 03GET DISCOUNT ON CHARGES IF PAY BILLS THIS WAY 04
 - 04HABIT 06
 - 05NO OTHER OPTION 07
 - 06OUT OF STATE/NOT LOCAL 08
 - 07BILL PAST DUE/ PAYMENT POSTED IMMEDIATELY 11
 - 08MOST TRUSTED METHOD 12
 - 09CHEAPER/ SAVES ON POSTAGE 15
 - 10PAID AUTOMATICALLY/ DON'T HAVE TO THINK ABOUT IT 18
 - 11SAME AMOUNT DEDUCTED EVERY MONTH/ EASY TO BUDGET 22
 - 12OTHER, SPECIFY 97O
 - 13DK/RF 99

91: Q32G

=> +1 if Q30G>1

- What types of bills do you pay By automatic charge to credit card? (1/284 - 285 - 286 - 287 - 288 - 289 - 290 - 291 - 292)
01.....NONE OF THESE 0X
02NATURAL GAS/PROPANE/FUEL OIL/ETC. 1
03.....ELECTRIC 2
04.....TELEPHONE 3
05.....WATER/SEWER 4
06.....CREDIT CARDS 5
07.....RENT/MORTGAGE 6
08.....CABLE TV/SATELLITE TV 7
09.....INSURANCE 8
10.....LOAN(S) 9

92: Q33G

=> +1 if Q30G>1

- What are the main reasons that you pay these bills By automatic charge to credit card? DO NOT READ, SELECT BEST CHOICE (1/293)
01.....EASY TO USE 01
02.....SAVES TIME 02
03.....SAVES ON PAPER 03
04GET DISCOUNT ON CHARGES IF PAY BILLS THIS WAY 04
05.....NO OTHER OPTION 07
06.....OUT OF STATE/NOT LOCAL 08
07BILL PAST DUE/ PAYMENT POSTED IMMEDIATELY 11
08.....MOST TRUSTED METHOD 12
09WANT WRITTEN RECORD/ TO TRACK/ MORE CONTROL 14
10.....CHEAPER/ SAVES ON POSTAGE 15
11.....CREDIT CARD ACCEPTED 16
12PAID AUTOMATICALLY/ DON'T HAVE TO THINK ABOUT IT 18
13SAME AMOUNT DEDUCTED EVERY MONTH/ EASY TO BUDGET 22
14.....TO PAY INTERNET PURCHASES 23
15.....OTHER, SPECIFY 97O
16.....DK/RF 99

93: 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... (1/295)

- 01..... Within a day or two after they come in 1
02..... Weekly 2
03..... Every two weeks 3
04..... Once a month 4
05..... As they become due 5
06..... Or some other time SPECIFY 7O
07..... DON'T KNOW 8
08..... RF 9

94: 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? RANGE: 0 - 30 (1/296)

- \$E 0 30
01.....DK 98
02.....RF 99

95: 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? RANGE: 0 - 50 (1/298)

- \$E 0 50
01.....DK 98 => Q38
02.....RF 99 => Q38

96: Q37A

=> Q38 if Q36==0

PROBE FOR SPECIFIC NUMBER
Of the<Q36>magazines your household receives by mail, how many are Weekly magazines? RANGE: 0 - 12
VERIFY IF OVER 12 (1/300)

- \$E 0 12
01.....DK 98
02.....RF 99

97: Q37B

PROBE FOR SPECIFIC NUMBER
Of the<Q36>magazines your household receives by mail, how many are Monthly magazines? RANGE: 0 - 50
VERIFY IF OVER 15 (1/302)

- \$E 0 50
01.....DK 98
02.....RF 99

98: 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. RANGE: 0 - 20
VERIFY IF OVER 15 (1/304)

- \$E 0 20
01.....DK 98
02.....RF 99

99: Q37D

=> * if Q36- (IF((Q37A<98),Q37A,0)+IF((Q37B<98),Q37B,0)+IF((Q37C<98),Q37C,0))

COMPUTED OTHER (1/306)

\$E

100: CKMG1

=> Q36 else => +1 if Q37D<0

COMPUTED TO COUNT MAGS AND CHECK AGAINST TOTAL (1/308)

101: Q38

PROBE FOR SPECIFIC NUMBER
Please think about the magazines that do not come through the mail. How many different magazines do members of your household purchase which do not come through the mail? RANGE: 0 - 30 (1/309)

- \$E 0 30
01.....DK 98 => Q40
02.....RF 99 => Q40

102: 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. RANGE: 0 - 15
VERIFY IF OVER 10 (1/311)

- \$E 0 15
01.....DK 98
02.....RF 99

103: 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. RANGE: 0 - 25
 VERIFY IF OVER 15 (1/313)

\$E 0 25
 01.....DK 98
 02.....RF 99

104: 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. RANGE: 0 - 6
 VERIFY IF OVER 4 (1/315)

\$E 0 6
 01.....DK 98
 02.....RF 99

105: Q39D

=> * if Q38-
 (IF((Q39A<98),Q39A,0)+IF((Q39B<98),Q39B,0)+IF((Q39C<98),Q39C,0))

COMPUTED OTHER (1/317)

\$E

106: CKMG2

=> Q38 else => +1 if Q39D<0

COMPUTED TO COUNT MAGS AND CHECK AGAINST TOTAL (1/319)

107: Q40

PROBE FOR SPECIFIC NUMBER
 How many different newspapers do members of your household receive through themail in an average week? RANGE: 0 - 15
 (1/320)

\$E 0 15
 01.....DK 98 => Q42
 02.....RF 99 => Q42

108: 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. RANGE: 0 - 15
 VERIFY IF OVER 6 (1/322)

\$E 0 15
 01.....DK 98
 02.....RF 99

109: 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. RANGE: 0 - 5
 VERIFY IF OVER 4 (1/324)

\$E 0 5
 01.....DK 98
 02.....RF 99

110: 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. RANGE: 0 - 6
 VERIFY IF OVER 4 (1/326)

\$E 0 6
 01.....DK 98
 02.....RF 99

111: 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. RANGE: 0 - 6
 VERIFY IF OVER 3 (1/328)

\$E 0 6
 01.....DK 98
 02.....RF 99

112: 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. RANGE: 0 - 6
 VERIFY IF OVER 5 (1/330)

\$E 0 6
 01.....DK 98
 02.....RF 99

113: 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 (1/332)

\$E

114: CHNP1

=> Q40 else => +1 if Q41F<0

COMPUTED TO COUNT NEWS AND CHECK AGAINST TOTAL (1/334)

115: 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? RANGE: 0 - 32
 (1/335)

\$E 0 32
 01.....DK 98 => Q44
 02.....RF 99 => Q44

116: 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. RANGE: 0 - 21
 VERIFY IF OVER 6 (1/337)

\$E 0 21
 01.....DK 98
 02.....RF 99

117: 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. RANGE: 0 - 12
VERIFY IF OVER 4

(1/ 339)

\$E 0 12
01.....DK 98
02.....RF 99

118: 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. RANGE: 0 - 6
VERIFY IF OVER 4

(1/ 341)

\$E 0 6
01.....DK 98
02.....RF 99

119: 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. RANGE: 0 - 4
VERIFY IF OVER 3

(1/ 343)

\$E 0 4
01.....DK 98
02.....RF 99

120: 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. RANGE: 0 - 12
VERIFY IF OVER 5

(1/ 345)

\$E 0 12
01.....DK 98
02.....RF 99

121: 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/ 347)

\$E

122: CKNP2

=> Q42 else => +1 if Q43F<0

COMPUTED TO COUNT NEWS AND CHECK AGAINST TOTAL (1/ 349)

123: Q44

=> +1 if Q38==0

Of the newspapers not received by mail, how many are received via the Internet? RANGE: 0 - 12 (1/ 350)

\$E 0 12
01.....DK 98
02.....RF 99

124: 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/ 352)

01 YES 1
02 NO 2
03 DK 8
04 RF 9

125: 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/ 353)

01 YES 1
02 NO 2
03 DK 8
04 RF 9

126: 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? RANGE: 0 - 997 (1/ 354)

\$E 0 997
01 DK 998
02 RF 999

127: 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/ 357)

01 Usually read it 1
02 Usually scan it 2
03 Read some, don't read others 3
04 Usually don't read it 4
05 DON'T KNOW 8
06 RF 9

128: 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/ 358)

01 YES 1
02 NO 2
03 DK 8
04 RF 9

129: SCRPA

PRESS ENTER TO CONTINUE

Here are some statements that might describe how you feel about receiving advertising or promotional material in various ways. (1/ 359)

01CONTINUE 1D

130: Q49A

Rotation => Q49J

Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM ? Through the mail (1/ 360)

01I would like to receive more. 1
02 I don't mind getting ads this way. 2
03 I wish there were less. 3
04 DK 8
05 RF 9

131: Q49B
 Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM ?
 By telephone through telemarketing (1/361)

01.....I would like to receive more. 1
 02.....I don't mind getting ads this way. 2
 03.....I wish there were less. 3
 04.....DK 8
 05.....RF 9

132: Q49C
 Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM ?
 Through newspaper advertisements (1/362)

01.....I would like to receive more. 1
 02.....I don't mind getting ads this way. 2
 03.....I wish there were less. 3
 04.....DK 8
 05.....RF 9

133: Q49D
 Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM ?
 Through email (electronic mail messages) (1/363)

01.....I would like to receive more. 1
 02.....I don't mind getting ads this way. 2
 03.....I wish there were less. 3
 04.....DK 8
 05.....RF 9

134: Q49E
 Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM ?
 Online on Web sites (1/364)

01.....I would like to receive more. 1
 02.....I don't mind getting ads this way. 2
 03.....I wish there were less. 3
 04.....DK 8
 05.....RF 9

135: Q49F
 Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM ?
 In a plastic bag on doorknob (1/365)

01.....I would like to receive more. 1
 02.....I don't mind getting ads this way. 2
 03.....I wish there were less. 3
 04.....DK 8
 05.....RF 9

136: Q49G
 Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM ?
 Through television advertisements (1/366)

01.....I would like to receive more. 1
 02.....I don't mind getting ads this way. 2
 03.....I wish there were less. 3
 04.....DK 8
 05.....RF 9

137: Q49H
 Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM ?
 Through radio advertisements (1/367)

01.....I would like to receive more. 1
 02.....I don't mind getting ads this way. 2
 03.....I wish there were less. 3
 04.....DK 8
 05.....RF 9

138: Q49I
 Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM ?
 Through the fax machine (1/368)

01.....I would like to receive more. 1
 02.....I don't mind getting ads this way. 2
 03.....I wish there were less. 3
 04.....DK 8
 05.....RF 9

139: Q49J
 Which statement best describes how you personally feel about receiving advertising or promotional material READ ITEM ?
 On TV screens at airports or stores (1/369)

01.....I would like to receive more. 1
 02.....I don't mind getting ads this way. 2
 03.....I wish there were less. 3
 04.....DK 8
 05.....RF 9

140: 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... (1/370)

01.....Prefer it 1
 02.....Oppose it 2
 03.....Not care one way or the other 3
 04.....DON'T KNOW 8
 05.....RF 9

141: 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? (1/371)

01.....YES 1
 02.....NO 2 => Q55
 03.....DK 8 => Q55
 04.....RF 9 => Q55

142: 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. RANGE: 0 - 80 (1/372)

\$E 0 80
 01.....DK 98 => Q55
 02.....RF 99 => Q55

143: Q53
 => Q55 if Q52==0

PROBE FOR NUMBER
 What about in the last month? RANGE: 0 - 30 (1/374)

\$E 0 30
 01.....DK 98 => Q55
 02.....RF 99 => Q55

144: 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. RANGE: 0 - 30 VERIFY IF OVER 20 (1/376)

\$E 0 30
 01.....DK 98
 02.....RF 99

145: 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. RANGE: 0 - 20
 VERIFY IF OVER 15 (1/378)

\$E 0 20
 01.....DK 98
 02.....RF 99

146: Q54C

=> * if Q53-(IF((Q54A<98),Q54A,0)+IF((Q54B<98),Q54B,0))

COMPUTED OTHER (1/380)

\$E

147: 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. RANGE: 0 - 200 (1/382)

\$E 0 200
 01.....DK 998
 02.....RF 999

148: Q56

What about in the last month? PROBE FOR SPECIFIC NUMBER. RANGE: 0 - 40 (1/385)

\$E 0 40
 01.....DK 98
 02.....RF 99

149: 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.

01.....CONTINUE 1D (1/387)

150: Q57A

Now, how many of your accounts are READ ITEM ? RANGE: 0 - 20
 IRA or Keogh accounts (1/388)

\$E 0 20
 01.....DK 98
 02.....RF 99

151: Q57B

Now, how many of your accounts are READ ITEM ? RANGE: 0 - 30
 Bank, Savings & Loan, or credit union accounts (1/390)

\$E 0 30
 01.....DK 98
 02.....RF 99

152: Q57C

Now, how many of your accounts are READ ITEM ? RANGE: 0 - 30
 Stock brokerage, commodity, mutual fund, or Money market accounts (1/392)

\$E 0 30
 01.....DK 98
 02.....RF 99

153: Q58A

How many of the following insurance policies do people in your household have?Please exclude any policies held through their jobs. RANGE: 0 - 20
 Property (1/394)

\$E 0 20
 01.....DK 98
 02.....RF 99

154: Q58B

How many of the following insurance policies do people in your household have?Please exclude any policies held through their jobs. RANGE: 0 - 16
 Life (1/396)

\$E 0 16
 01.....DK 98
 02.....RF 99

155: Q58C

How many of the following insurance policies do people in your household have?Please exclude any policies held through their jobs. RANGE: 0 - 40
 Health (1/398)

\$E 0 40
 01.....DK 98
 02.....RF 99

156: Q58D

How many of the following insurance policies do people in your household have?Please exclude any policies held through their jobs. RANGE: 0 - 50
 Automobile (1/400)

\$E 0 50
 01.....DK 98
 02.....RF 99

157: Q59A

In total, how many credit cards do people in your household have from READ ITEM ?
 RANGE: 0 - 70
 Retail stores - Sears, JC Penney, Macy's (1/402)

\$E 0 70
 01.....DK 98
 02.....RF 99

158: Q59B

In total, how many credit cards do people in your household have from READ ITEM ?
 RANGE: 0 - 12
 Gasoline and oil companies (1/404)

\$E 0 12
 01.....DK 98
 02.....RF 99

159: Q59C

In total, how many credit cards do people in your household have from READ ITEM ?
 RANGE: 0 - 30
 Bank credit cards, like Master Card and VISA (1/406)

\$E 0 30
 01.....DK 98
 02.....RF 99

160: Q59D

In total, how many credit cards do people in your household have from READ ITEM ?
 RANGE: 0 - 10
 Credit card companies, like American Express and Diners Club (1/408)

\$E 0 10
 01.....DK 98
 02.....RF 99

161: **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? RANGE: 0 - 16

\$E 0 16 (1/410)
01.....Refused 99

162: **Q61**

How many of them, are under age 6? RANGE: 0 - 9

\$E 0 9 (1/412)
01.....Refused 99

163: **Q62**

How many are between the ages of 6 and 12? RANGE: 0 - 6

\$E 0 6 (1/414)
01.....Refused 99

164: **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. RANGE: 0 - 5

\$E 0 5 (1/416)
01.....Refused 99

165: **Q61A**

How many high school students live in your household? RANGE: 0 - 9

\$E 0 9 (1/418)
01.....Refused 99

166: **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 (1/420)

167: **Q65**

How many adults, 18 years of age or older are in your household? RANGE: 0 - 10

\$E 0 10 (1/421)
01.....DK/RF 99

168: **SCR6P**

PRESS ENTER TO CONTINUE

The next questions concern the <Q65 >adults that are in your household. Let's begin with you.

01.....CONTINUE 1D (1/423)

169: **PSAMP**

=> * if SAMPN

PERSON SAMPLE NUMBER (1/424)
9999999

170: **PERNO**

=> * if \$R

PERSON NUMBER (1/431)

- \$E
- 01.....ONE 01
 - 02.....TWO 02
 - 03.....THREE 03
 - 04.....FOUR 04
 - 05.....FIVE 05
 - 06.....SIX 06
 - 07.....SEVEN 07
 - 08.....EIGHT 08
 - 09.....NINE 09
 - 10.....TEN 10

171: **YOU**

=> * if IF((\$R==1),1,2)

PRONOUNS (1/433)

- 01.....you 1
- 02.....they 2

172: **YOUR**

=> * if IF((\$R==1),1,2)

(1/434)

- 01.....your 1
- 02.....their 2

173: **RESTG**

=> /+1 if \$R==1

And how about the next adult 18 or older. What is <YOUR >gender? (1/435)

- 01.....MALE 1
- 02.....FEMALE 2
- 03.....RF 9

174: **RESTA**

=> /+1 if \$R==1

Which category best describes <YOUR >age? (1/436)

- 01.....18 - 21 1
- 02.....22 - 24 2
- 03.....25 - 34 3
- 04.....35 - 44 4
- 05.....45 - 54 5
- 06.....55 - 64 6
- 07.....65 - 69 7
- 08.....70+ 8
- 09.....N/A, Refused 9

175: **GEND**

=> * if IF((\$R==1),Q1,RESTG)

COMPUTED GENDER (1/437)

- 01.....MALE 1
- 02.....FEMALE 2
- 03.....RF 9

176: **AGE**

=> * if IF((\$R==1),Q2,RESTA)

COMPUTED AGE (1/438)

- 01.....18 - 21 1
- 02.....22 - 24 2
- 03.....25 - 34 3
- 04.....35 - 44 4
- 05.....45 - 54 5
- 06.....55 - 64 6
- 07.....65 - 69 7
- 08.....70+ 8
- 09.....N/A, Refused 9

177: **Q68**
 What is<YOUR >marital status?
 (1/ 439)

01.....	Married	1
02.....	Living as married	2
03.....	Single, never been married	3
04.....	Divorced	4
05.....	Separated	5
06.....	Widowed	6
07.....	N/A, Refused	9

178: **Q69**
 Are<YOU >currently...
 (1/ 440)

01.....	Employed full-time	1 => Q72
02.....	Employed part-time	2 => Q72
03.....	Retired, or	3
04.....	Not employed?	4
05.....	N/A, refused	9

179: **Q70**
 Have<YOU >been employed within the last 12 months?
 (1/ 441)

01.....	YES	1 => Q72
02.....	NO	2
03.....	N/A, Refused	9

180: **Q71**
 => Q79 if Q69=3

Are<YOU >currently...
 (1/ 442)

01.....	A student	1 => Q79
02.....	A homemaker	2 => Q79
03.....	Disabled	3 => Q79
04.....	Temporarily laid off	4 => Q79
05.....	Retired	5 => Q79
06.....	Other, SPECIFY	60 => Q79
07.....	N/A, Refused	9

181: **Q72**
 Which category best describes<YOUR >occupation or the last job that<YOU >held?
 (1/ 443)

01...	White collar - professional, manager, owner	1
02.....	White collar - sales, clerical, technical	2
03.....	Blue collar - craftsmen/foremen, mechanic	3
04.....	Service worker - food, health, cleaner, yard	4
05.....	Other: SPECIFY	70
06.....	N/A, refused	9

182: **Q79**
 What was the last grade<YOU >completed in school?
 (1/ 444)

01.....	8th grade or less	1
02.....	Some high school	2
03.....	High school graduate	3
04.....	Some college	4
05.....	Technical School Graduate	5
06.....	College graduate	6
07.....	Postgraduate work	7
08.....	N/A, refused	9

183: **Q81**
 And are<YOU >White, Black/African American, Hispanic, Asian, or some other race?
 (1/ 445)

01.....	WHITE	1
02.....	BLACK/AFRICAN AMERICAN	2
03.....	HISPANIC	3
04.....	ASIAN	4
05.....	OR SOME OTHER RACE	5
06.....	N/A, REFUSED	9

184: **Q82**
 Would<YOU >say that<YOU >are a head of household?
 (1/ 446)

01.....	Yes	1
02.....	No	2
03.....	RF	9

185: **PREND**
PERSON<PERNO >
 END OF PERSON ROSTER YOU HAVE FINISHED<PERNO > IN A<Q65>ADULT PERSON HOUSEHOLD
 (1/ 447)

01.....	GO TO NEXT ADULT PERSON	1
02.....	DONE WITH HH MEMBERS	2 => Q84

186: **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/ 640)

01.....	Under \$50,000 a year	1
02.....	Over \$50,000 a year	2
03.....	DK/RF	9

187: **Q85**
 => +1 if NOT Q84=1

Stop me when I say an income category that best matches your household income...
 (1/ 641)

\$E 1 7

01.....	Under \$7,000 a year	01
02.....	\$7,000 - \$9,999 a year	02
03.....	\$10,000 - \$14,999	03
04.....	\$15,000 - \$19,999	04
05.....	\$20,000 - \$24,999	05
06.....	\$25,000 - \$34,999	06
07.....	\$35,000 - \$49,999	07
08.....	DON'T KNOW	98
09.....	RF	99

188: **Q86**
 => +1 if NOT Q84=2

\$E 8 11

01.....	\$50,000 - \$64,999	08
02.....	\$65,000 - \$79,999	09
03.....	\$80,000 - \$99,999	10
04.....	\$100,000 - \$119,999	11
05.....	\$120,000 - \$149,999	12
06.....	\$150,000 and over	13
07.....	DON'T KNOW	98
08.....	RF	99

189: **INCOM**
 => * if IF((Q84<9),IF((NOT Q85=WR),Q85,Q86),99)

HOUSEHOLD INCOME
 (1/ 645)

01.....	Under \$7,000 a year	01
02.....	\$7,000 - \$9,999 a year	02
03.....	\$10,000 - \$14,999	03
04.....	\$15,000 - \$19,999	04
05.....	\$20,000 - \$24,999	05
06.....	\$25,000 - \$34,999	06
07.....	\$35,000 - \$49,999	07
08.....	\$50,000 - \$64,999	08
09.....	\$65,000 - \$79,999	09
10.....	\$80,000 - \$99,999	10
11.....	\$100,000 - \$119,999	11
12.....	\$120,000 - \$149,999	12
13.....	\$150,000 and over	13
14.....	DON'T KNOW	98
15.....	RF	99

190: Q66

How many wage earners (workers) earning at least \$5,000 per year are there in your household? RANGE: 0 - 11 (1/647)

- \$E 0 11
- 01.....DK 98
- 02.....RF 99

191: Q67

How many wage earners, earning any income, are there in your household? RANGE: 0 - 11 (1/649)

- \$E 0 11
- 01.....DK 98
- 02.....RF 99

192: Q87

Do you own or rent your home? (1/651)

- 01.....Own 1
- 02.....Rent 2
- 03.....N/A, RF 9

193: Q88

How long have you lived in your present home? IF LESS THAN ONE YEAR, ENTER ZERO RANGE: 0 - 180 (1/652)

- \$E 0 80
- 01.....DK 98
- 02.....RF 99

194: Q89

Which of the following best describes your home? (1/654)

- 01.....House 1
- 02.....Apartment 2
- 03.....Mobile Home 3
- 04.....Group Quarters (such as a group house or dormitory)4
- 05.....Hotel 5
- 06.....Rooming House 6
- 07.....RF 9

195: Q90

=> +1 if NOT Q89=5

Which type of hotel do you live in? (1/655)

- 01.....Regular Hotel 1
- 02.....Non-Transient Hotel 2
- 03.....Housing Unit in a Permanent Transient Hotel 3
- 04.....DK/RF 9

196: Q91

=> +1 if NOT(Q89=2 OR Q89=5)

About how many units are connected to the property? (1/656)

- 01.....1 1
- 02.....2 2
- 03.....3-4 3
- 04.....5-9 4
- 05.....10+ 5
- 06.....RF 9

197: PHLNS

How many telephone lines do you have? (1/657)

- \$E 1 20
- 01.....ONE 01 => NOPHN
- 02.....DK 98 => NOPHN
- 03.....RF 99 => NOPHN

198: DEDIC

How many of these<PHLNS>telephone lines are used exclusively for business, fax, or computer modems? (1/659)

- \$E 1 20
- 01.....NONE 00
- 02.....DK 98
- 03.....RF 99

199: NOPHN

Have there been times within the past 12 months when the home you were living in did not have telephone service other than brief service or equipment problems? (1/661)

- 01.....YES 1
- 02.....NO 2 => Q92
- 03.....DK 8 => Q92
- 04.....RF 9 => Q92

200: LENGT

How long were you without phone service? Was it... (1/662)

- 01.....Less than 1 week 1
- 02.....1-2 weeks 2
- 03.....2 weeks to less than 1 month 3
- 04.....1 month to less than 3 months 4
- 05.....3 months to less than 6 months 5
- 06.....6 months to less than 1 year 6
- 07.....1 year or more 7
- 08.....DK 8
- 09.....RF 9

201: Q92

Do you or any member of your household have a business that is operated from your household? (1/663)

- 01.....YES 1
- 02.....NO 2 => Q96
- 03.....DK 8 => Q96
- 04.....RF 9 => Q96

202: Q93

About how many pieces of mail does the business receive each week? VERIFY RESPONSE IF '0' RANGE: 0 - 75 (1/664)

- \$E 0 75
- 01.....DK 98
- 02.....RF 99

203: Q94

And about how many pieces of mail does the business send each week? VERIFY RESPONSE IF '0' RANGE: 0 - 75 (1/666)

- \$E 0 75
- 01.....DK 98
- 02.....RF 99

204: Q95

Do you do a lot of business work from your home? (1/668)

- 01.....YES 1
- 02.....NO 2
- 03.....N/A, RF 9

205: SCRPT

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 (1/669)

- 01.....CONTINUE 1D

206: 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?

(1/670)

- 01..... YES 1
02..... NO 2
03..... 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

207: 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.

(1/671)

- 01..... CONTINUE 1D
02..... Refused to do diaries 9=> INT03

208: GIFT

Which gift would you like to receive for participating in our survey?

(1/672)

- 01 Charitable donation of \$30 to The Lance Armstrong Foundation 1
02..... 100 First-Class stamps (\$37 value) 2
03..... Thirty dollars 3

209: 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

(1/673)

- 01..... May 19 - 25239N
02..... May 26 - June 1246N
03..... June 2 - 8253N
04..... June 9 - 15260N
05..... June 16 - 22267N
06..... June 23 - 29274N
07..... June 30 - July 6281N
08..... July 7 - 13288N
09..... July 14 - 20295N
10..... July 21 - 27302N
11..... July 28 - August 3309N
12..... August 4 - 10316N
13..... August 11 - 17323N
14..... August 18 - 24330N
15..... August 25 - 31337N
16..... September 1 - 7344N
17..... September 8 - 14351

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
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

210: RESPN

RESPONDENT NAME

(1/676)

A*****

211: VADD

WAS ADDRESS CORRECT?

(1/706)

- 01..... YES 1D=> /VPHON
02..... NO 2

212: MADDR

ADDRESS IMPORTED CAN CHANGE

(1/707)

\$P

213: MSUIT

APT #

(1/742)

214: MCITY

CITY NAME MAILING IMPORTED CAN CHANGE

(1/750)

\$P

215: MSTAT

STATE IMPORTED CAN CHANGE

(1/775)

AA

- 01..... ALABAMA AL
02..... ALASKA AK
03..... ARIZONA AZ
04..... ARKANSAS AR
05..... CALIFORNIA CA
06..... COLORADO CO
07..... CONNECTICUT CT
08..... DELAWARE DE
09..... DISTRICT OF COLUMBIA DC
10..... FLORIDA FL
11..... GEORGIA GA
12..... HAWAII HI
13..... IDAHO ID
14..... ILLINOIS IL
15..... INDIANA IN
16..... IOWA IA
17..... KANSAS KS
18..... KENTUCKY KY
19..... LOUISIANA LA
20..... MAINE ME
21..... MARYLAND MD
22..... MASSACHUSETTS MA
23..... MICHIGAN MI
24..... MINNESOTA MN
25..... MISSISSIPPI MS
26..... MISSOURI MO
27..... MONTANA MT
28..... NEBRASKA NE
29..... NEVADA NV
30..... NEW HAMPSHIRE NH
31..... NEW JERSEY NJ
32..... NEW MEXICO NM
33..... NEW YORK NY
34..... NORTH CAROLINA NC
35..... NORTH DAKOTA ND
36..... OHIO OH
37..... OKLAHOMA OK
38..... OREGON OR
39..... PALAU PW
40..... PENNSYLVANIA PA
41..... RHODE ISLAND RI
42..... SOUTH CAROLINA SC
43..... SOUTH DAKOTA SD
44..... TENNESSEE TN
45..... TEXAS TX
46..... UTAH UT
47..... VERMONT VT
48..... VIRGINIA VA
49..... WASHINGTON WA
50..... WEST VIRGINIA WV
51..... WISCONSIN WI
52..... WYOMING WY

216: MZIP1

ZIP CODE IMPORTED CAN CHANGE

(1/777)

99999

- 01..... DK/RF99999

217: MZIP2
 PLUS 4 IMPORTED CAN CHANGE
 (1/ 782)
 9999
 01.....DK/RF9999

218: VPHON
 WAS PHONE NUMBER CORRECT?
 (1/ 786)
 01.....YES 1D=> /+2
 02.....NO 2

219: TEL01
 NEW PHONE NUMBER
 (1/ 787)
 999-999-9999

220: ISALT
 Is there an alternate phone number that we can reach you at?
 (1/ 799)
 01.....Yes 1
 02.....No 2=> +2

221: ALTPH
 And what is that alternate number? FORMAT: ###-###-####
 (1/ 800)
 999-999-9999

222: 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/ 812)
 01.....YES, THIS NUMBER OK 1D=> APPT
 02.....NO, CALL DIFFERENT NUMBER 2

223: OTHPH
 And what is the number? FORMAT: ###-###-####
 (1/ 813)
 999-999-9999

224: APPT
READ LIST
 Would you prefer to be called in the...
 (1/ 825)
 01.....Morning 1
 02.....Afternoon 2
 03.....Evening 3
 04.....No best time 4
 05.....DK/RF 9

225: 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/ 826)
 01.....REFUSED TO DO DIARIES RFD=> /END

226: 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 1-888-441-8777. Thank you and have a nice evening/day.
 (1/ 828)
 01.....CONTINUE 1D

227: Q99
 => * if \$J

DAY OF WEEK INTERVIEW COMPLETED
 (1/ 829)
 01 SUNDAY 1
 02 MONDAY 2
 03 TUESDAY 3
 04 WEDNESDAY 4
 05 THURSDAY 5
 06 FRIDAY 6
 07 SATURDAY 7

228: 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/ 830)
 01 BEFORE NOON 1
 02 NOON - 3:59PM 2
 03 4PM - 6PM 3
 04 AFTER 6PM 4

229: Q101
 => * if \$T

INTERVIEW LENGTH
 (1/ 831)

230: INT
 Enter Final Disposition.
 (1/ 835)

01 Continue OKN=> /END
 02 No Answer NAN=> /END
 03 Busy BZN=> /END
 04 Answering MachineAMN=> /END
 05 Disconnect DCN=> /END
 06 Computer/Fax Machine FXN=> /END
 07 Business/Government BGN=> /END
 08 1st Refusal R1N=> /END
 09 Refused RF=> /END
 10 Deaf/Language Barrier LBN=> /END
 11 CompleteCMCD=> /END
 12 Call Back CBN=> /CB
 13 Spanish Callback SC=> /CB
 14 Partial Complete PC=> /CB
 15 Over Quota OQN=> /END
 16 Remove my name from your mailing list. Do not ever call me again. OL
 => OLIST
 17 Not Qualified NQN=> /END

231: NOTES
 ENTER NOTES FOR SUPERVISOR YOU WON'T BE ABLE TO READ YOUR NOTE LATER, SO MAKE SURE IT SAYS WHAT YOU WANT.
 (1/ 837)

01 ENTER NOTES 10

232: F8
 ENTER NOTES TO INTERVIEWERS BE CAUTIOUS! ANYONE CAN READ WHAT YOU PUT HERE.
 (1/ 838)

01 ENTER NOTES 10

In appreciation for your participation in this study, we are offering a choice of several gifts:

Lance Armstrong Cancer Foundation
 100 First-Class stamps (\$37 value)
 \$30 in cash

@F10

233: **F10**
PRESS ENTER TO CONTINUE
 GIFTS LISTING (1/ 839)
 01.....CONTINUE 1D

234: **CB**
 What would be a good day and time to call you back?
 \$CHS (1/ 840)

235: **NAME**
 Who should I ask for when I call back? ASK FOR FULL NAME
 (1/ 852)

236: **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?
 01.....ENTER RESPONSE 1DO (1/ 882)



Appendix B2: Diary Package

Advance Letter



Date

«SAMPN»
Postal Resident
«ADDRESS»
«CITY», «STATE» «ZIP»

Like most Americans, you depend on an uninterrupted flow of mail to and from your home. The U.S. Postal Service aims to provide exceptional delivery performance and now boasts a 94 percent on-time service record nationwide for First-Class Mail. To help ensure this superior level of service in the 21st century, the U.S. Postal Service is conducting its **Household Diary Study**.

You, together with a few other families in the «ZIP» ZIP Code, have been selected to answer questions about the mail received and sent by your household for one week. Your household will be provided with postal diaries in which to record this information for 7 days, along with instructions on how to complete the diaries. The information you provide will help us make important decisions about performance improvements and investments in new equipment; facilities, programs and technologies to better serve you.

In appreciation of your participation, you have a choice of several gifts:

A **charitable donation of \$30** in your name to The Lance Armstrong Foundation.

100 First-Class stamps (\$37 value)

Thirty dollars

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 **1-888-441-USPS (8777)** or email questions to usps@nustats.com.

To learn more about this important survey, you can also visit our Web site at www.nustats.com or telephone the postmaster at your local post office. Thank you for joining us in the **Household Diary Study!**

Sincerely,

A handwritten signature in black ink that reads "John E. Potter".

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 mini mum.

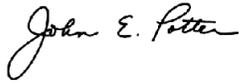
The study is conducted on our behalf by NuStats, a professional research company in Austin, Texas. NuStats ensures that all information collected is strictly confidential and will be used for our research purposes only. The information from your household will be used only in combination with data from 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 **1-888-441-USPS (8777)** between 11 am and 9 pm, Monday - Friday, or 12 and 5 pm, 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.

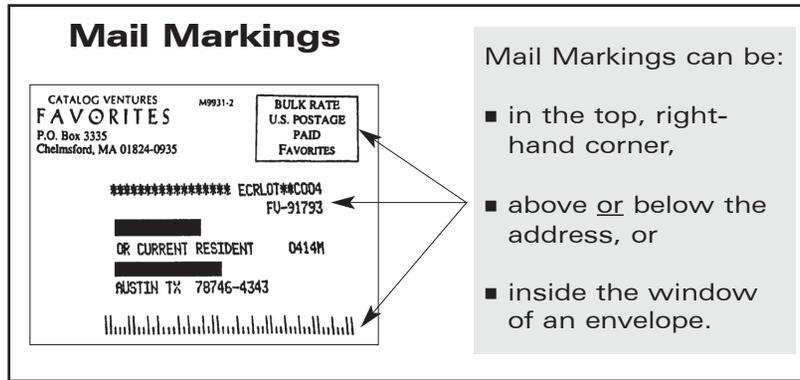




Appendix B2: Diary Package

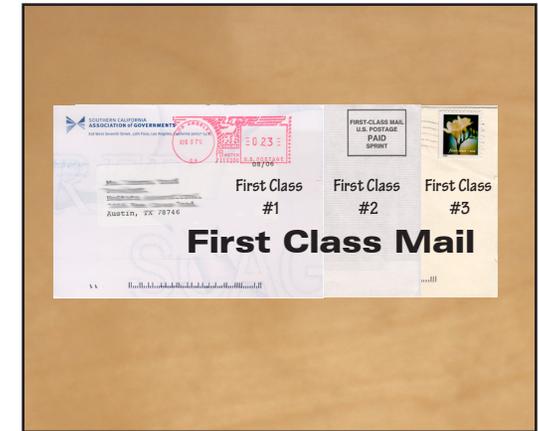
Photo Quick Start

PHOTO QUICK START



Mail Markings can be:

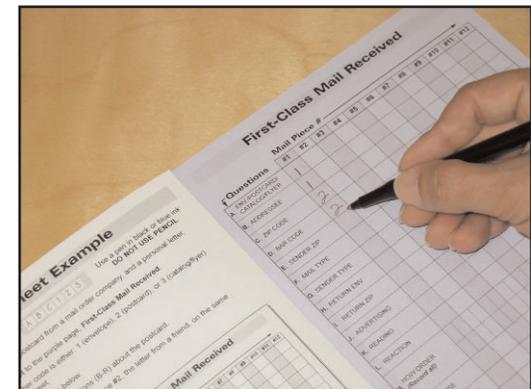
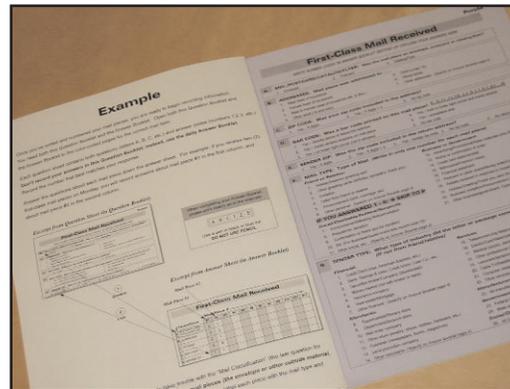
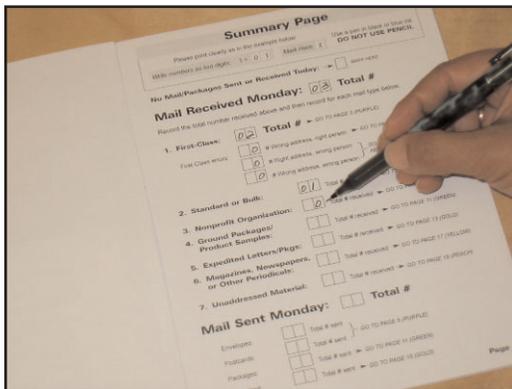
- in the top, right-hand corner,
- above or below the address, or
- inside the window of an envelope.



Use the mail markings to help you sort your mail.

1 Sort your mail into the 7 types of mail listed on page 1 of the **Instruction Booklet**.

2 Label and number each mail piece 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: 1-888-441-USPS (8777) or e-mail your question to 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 our toll-free help line at:

1-888-441-USPS (8777)

Available 11am - 9pm Central Standard Time (Mon - Fri)

12pm - 5pm Central Standard Time (Sat & 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 or 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*



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

Please print clearly as in the example below: Use a pen in black or blue ink
DO NOT USE PENCIL

1 OR 20

No Mail/Packages Sent or Received Today: (Mark here with an X) →

Mail Received Monday: **Total #**

Record the total number received above and then record for each mail type below.

1. First-Class: **Total #** → GO TO PAGE 3 (PURPLE)

First-Class errors: # Wrong address, right person → GO TO PAGE 3 (PURPLE)

Right address, wrong person

Wrong address, wrong person } DO NOT ANSWER QUESTIONS ABOUT THESE

2. Standard or Bulk: Total # received → GO TO PAGE 7 (BLUE)

3. Nonprofit Organization: Total # received → GO TO PAGE 9 (GRAY)

**4. Ground Packages/
Product Samples:** Total # received → GO TO PAGE 11 (GREEN)

5. Expedited Letters/Pkgs: Total # received → GO TO PAGE 13 (GOLD)

**6. Magazines, Newspapers,
or Other Periodicals:** Total # received → GO TO PAGE 17 (YELLOW)

7. Unaddressed Material: Total # received → GO TO PAGE 19 (PEACH)

Mail Sent Monday: **Total #**

Envelopes: Total # sent } GO TO PAGE 5 (PURPLE)

Postcards: Total # sent }

Packages: Total # sent → GO TO PAGE 11 (GREEN)

Expedited: Total # sent → GO TO PAGE 15 (GOLD)

Monday999642Page 1

4

Read question sheets and record codes in the Answer Booklet. Open the Answer Booklet (for your first mail day) and the Question Booklet to the pages for the same type of mail. There are color-coded sheets for each type of mail. You use a different Answer Booklet for each day of the week but you re-use the Question Booklet each day.

Each question sheet contains both questions and answer (number) codes. Instead of writing answers on the question sheet, you record the number code for the correct answer in your Answer Booklet. You can record the information for up to 12 mail pieces on one answer sheet. You record information about mail piece #1 in the first column (under #1), for mail piece #2 in the second column (#2), etc.

- 1 Answer all the questions for your mail, one mail piece at a time, going down the answer sheet (vertical).
- 2 For each question (identified by A, B, etc.), write in the answer (number) code on the answer sheet.

When completing your Answer Booklet, please print clearly as in the example:

1 OR 20

Use a pen in black or blue ink
DO NOT USE PENCIL

Question Sheet (in Question Booklet)

Purple

First-Class Mail Received

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. ENV./POSTCARD/CATALOG/FLYER: Was the mail piece an envelope, postcard or catalog/flyer?

1. Envelope 2. Postcard 3. Catalog/Flyer

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 4)
 4. Other adult (18 and over)

C. ZIP CODE: Was your zip code included in the address?

1. Yes - 5 digits 2. Yes - 5 digits + 4 3. No zip code

D. BAR CODE: Was a bar code printed on this mail piece?

1. Yes - directly above or below the address 4. Yes - both in lower right corner and inside window
 2. Yes - inside window anyplace on mail piece 5. Yes - someplace else
 3. Yes - on lower right corner (not in window) 6. No bar code

E. SENDER ZIP: Was the zip code included in the return address?

1. Yes - 5 digits 2. Yes - 5 digits + 4 3. Yes - foreign zip code 4. No zip code 5. No return address

F. 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 4) IF YOU ANSWERED 1 - 6: → SKIP TO P 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 4)	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 pg. 4)
--	---

G. SENDER TYPE: What type of industry did the letter or package come from? (If not from friend/relative)

Financial: 1. Credit Card (Visa, American Express, etc.) 2. Bank, Savings & Loan, Credit Union, Loan Co., etc. 3. Securities broker/Company (Stockbroker) 4. Money market (not with broker or bank) 5. Insurance company 6. Real estate/Mortgage 7. Other financial: (Specify on Answer Booklet page 4)	Services: 15. Telephone/Long distance company 16. Electric/Gas/Water/Utility company 17. Medical (doctor, dentist, hospital, not insurance co.) 18. Other professional (lawyer, accountant, engineer, etc.) 19. Leisure/entertainment service (travel agent, hotel, etc.) 20. Cable TV/Satellite related 21. Computer related 22. Other services: (Specify on Answer Booklet page 4)
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 4)	Manufacturers: 23. All manufacturers Government: 24. Federal (social security, veterans administration, IRS) 25. State and Local Social/Charitable/Political/Nonprofit: 26. All Social/Charitable/Political/Nonprofit organizations

More questions on back of page →

Answer Sheet (in Answer Booklet)

Purple

First-Class Mail Received

	Mail Piece #												
Questions	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12	
A. ENV./POSTCARD/CATALOG/FLYER	2	1											
B. ADDRESSEE	1	2											
C. ZIP CODE	2	1											
D. BAR CODE	1	6											
E. SENDER ZIP	5	1											
F. MAIL TYPE	12	4											
G. SENDER TYPE	10												
H. RETURN ENV.	3												
I. RETURN ZIP													
J. ADVERTISING	1												
K. READING	2												
L. REACTION	3												
M. HOW ORDER (Record all)	3	5											
N. RESPONSE	2												
O. HOW RESPOND													
P. ARRIVAL TIME	3	3											
Q. ARRIVED LATE													
R. CLASS (Record all)	2	19											
	19												

Monday 877714 Page 3

For questions that allow more than one response, each column allows for up to four codes.

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)

R. CLASS: Mail Classification (your mail pieces may show one or more markings - record all)	
<i>To classify mail:</i>	
<i>Look at markings in top right-hand corner, above or below address & 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 37¢ 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 23¢ 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.**”

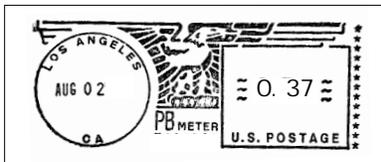
Examples of First-Class mail markings begin on the following page.

First-Class Mail Examples

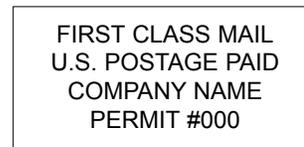
First-Class



37¢ - Stamp



Metered Strip



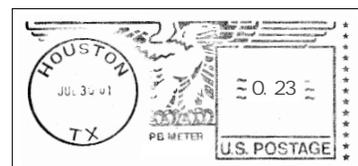
Permit



23¢ - Postcard Stamp

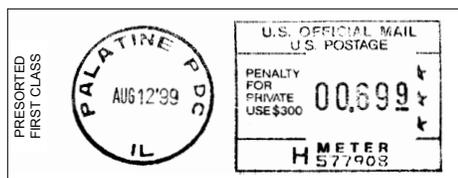


Metered Postcard

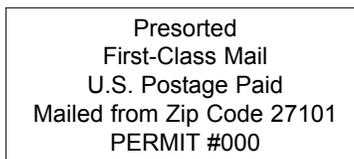


Metered Postcard

Presorted First-Class, PRSRT, or FP



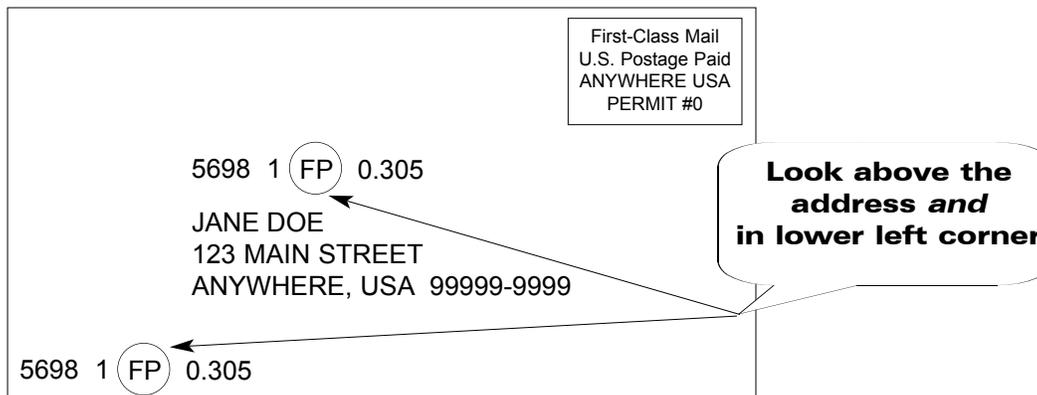
“Presorted First Class”
on Metered Strip



“Presorted First Class”
on Permit



“Presorted First Class”
on Stamp

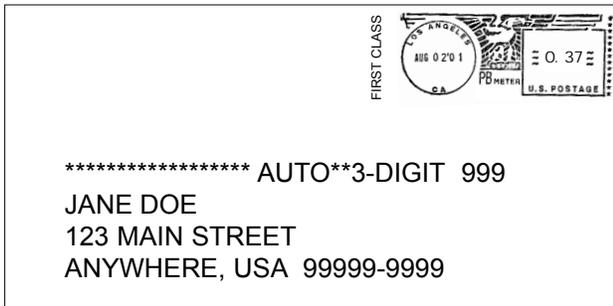


“First Class” on Permit
“FP” above address or lower left

Hint: Find closest match

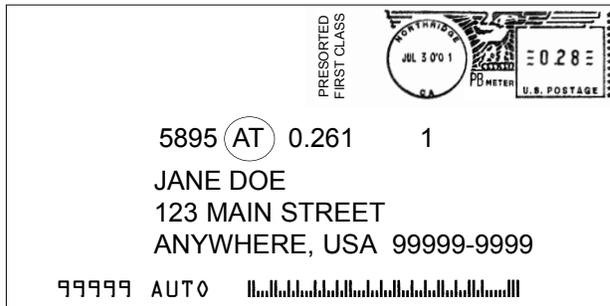
First-Class Mail Examples

AUTO



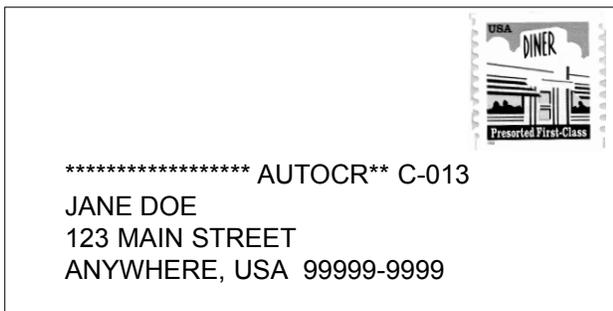
“AUTO” above or below the address

AB, or AF, or AT, or AV

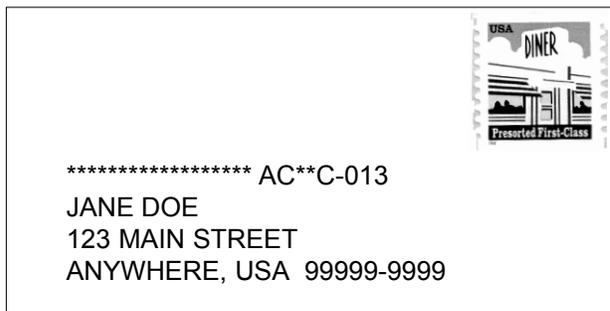


“AB, or AF, or AT, or AV” above address

AUTOCR, or AC

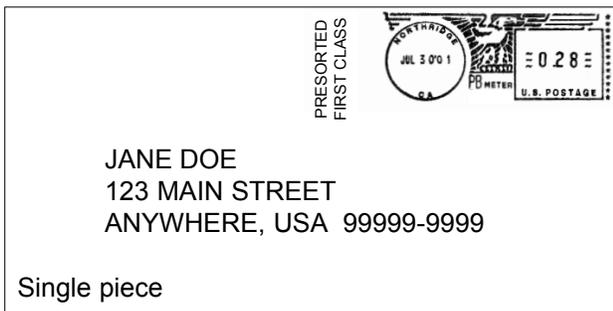


“AUTOCR” above address

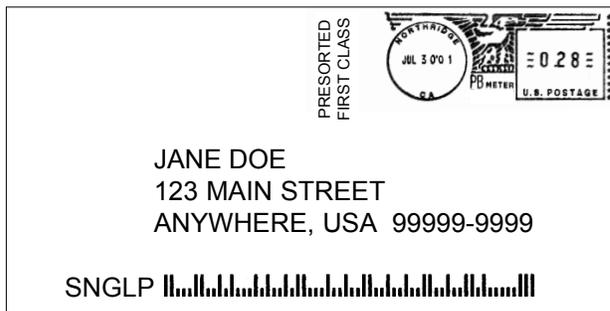


“AC” above address

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"> Complete items 1, 2, and 3. Also complete item 4 if Restricted Delivery is desired. Print your name and address on the reverse so that we can return the card to you. Attach this card to the back of the mailpiece, or on the front if space permits. 	<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

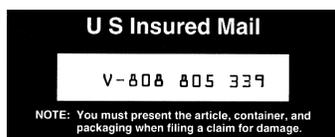
Certificate of Mailing

U.S. POSTAL SERVICE **CERTIFICATE OF MAILING**
 MAY BE USED FOR DOMESTIC AND INTERNATIONAL MAIL. DOES NOT PROVIDE FOR INSURANCE-POSTMASTER.
 Affix fee here in stamps or meter postage and post mark. Inquire of Postmaster for current fee.
 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 MO fee).
 Check Amount \$ _____ Cash Amount \$ _____
 Registered Mail Express Mail Form 3849-D Requested
 Remit COD EMCA No. _____
 Charges to Sender via Express Mail
COD
 FROM: _____ TO: _____
 Delivered By: _____ Date Delivered: _____ Received By: (Print Name and Sign) _____
 Check Number: _____ MO Number: _____ Date Payment Sent to Mailer: (Date Form 3849-D Sent) _____
 PS Form 3816, December 1994
 Copy 1 - Delivery Unit
 1. DO NOT allow the recipient (addressee or agent) to examine the contents before payment.
 2. DO NOT deliver the article until payment is collected.
 3. If payment is by check, enter check number above.

Insured



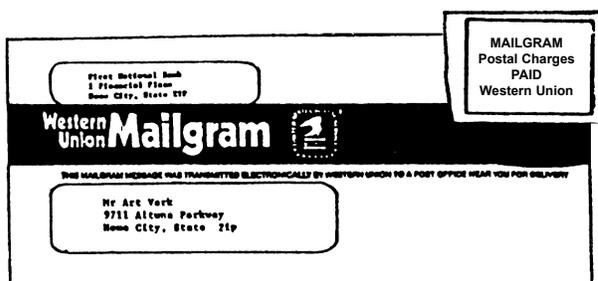
Hint: Find closest match

First-Class Mail Examples

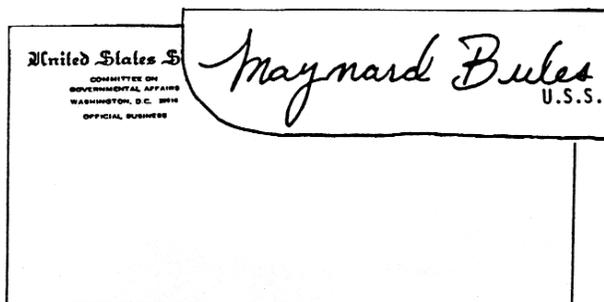
Mail from outside the US



Mailgram

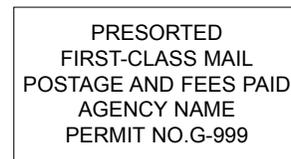
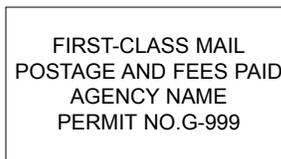
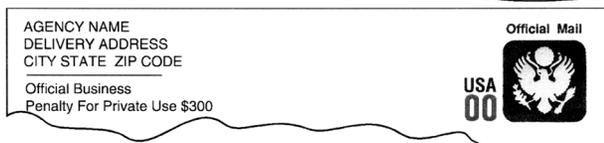
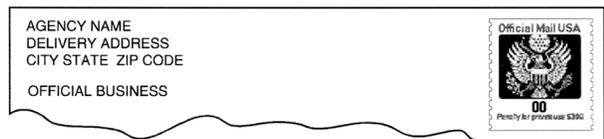


Federal Government Mail (Franked)



“Official Government Signature”(Franked)

Other Federal Government Mail



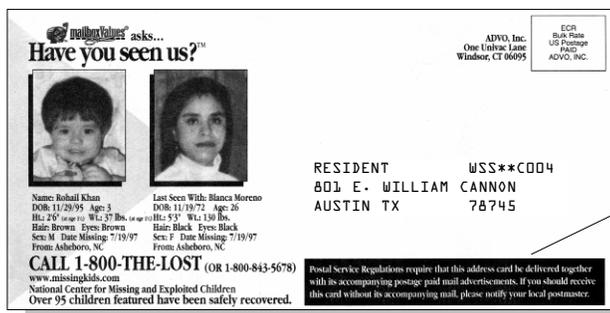
“Official Mail or Government Permit Number”

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 it is 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.

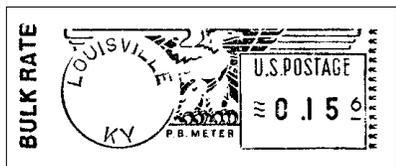
- For separate advertising pieces folded together, record each piece separately in the diary under “**Unaddressed Mail.**” (Peach pages)

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).

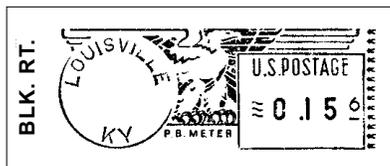
Examples of Standard or Bulk mail markings begin on the following page.

Standard or Bulk Mail Examples

Standard, or STD, or Bulk Rate, or BLK RT



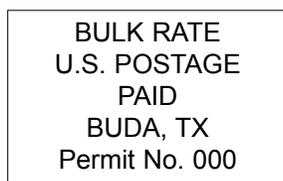
“Bulk Rate”
on Metered Strip



“BLK RT”
on Metered Strip



“Bulk Rate”
on Stamp



“Bulk Rate”
on Permit

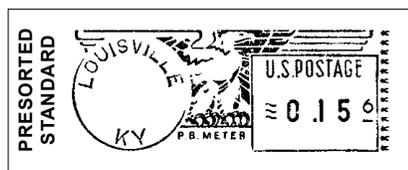


“BLK RT”
on Permit

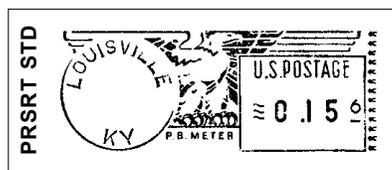


“STD” left of Stamp

Presorted Standard, or PRST STD



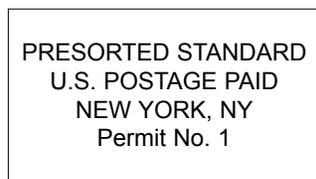
“Presorted Standard”
on Metered Strip



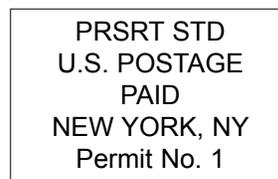
“PRST STD”
on Metered Strip



“Presorted Std”
on Stamp



“Presorted Standard”
on Permit



“PRSRT 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
<p>*****AUTOOCR**C-013</p> <p>JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</p>

“AUTOOCR” above address

AUTO

PRSRT STD U.S. Postage Paid ANYWHERE USA PERMIT #0
<p>*****AUTO**C-013</p> <p>JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</p>

“AUTO” above address

Carrier Route Presort, or CAR-RT SORT

Presort Standard U.S. Postage Paid ANYWHERE USA PERMIT #0
<p>*****Carrier Route Presort ** C-004</p> <p>JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</p>

“Carrier Route Presort”

Bulk Rate U.S. Postage Paid ANYWHERE USA PERMIT #0
<p>*****CAR-RT SORT** C-004</p> <p>JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</p>

“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
<p>*****ECRLOT**C-013</p> <p>JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</p>

“ECRLOT” above address

Bulk Rate U.S. Postage Paid ANYWHERE USA PERMIT #0
<p>*****ECRWSS**C-013</p> <p>JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</p>

“ECRWSS” above address

PRSRT STD U.S. Postage Paid ANYWHERE USA PERMIT #0
<p>*****ECRWSH**C-013</p> <p>JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</p>

“ECRWSH” above address

ECR Presort Standard U.S. Postage Paid ANYWHERE USA PERMIT #0
<p>*****LOT**C-013</p> <p>JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</p>

“ECR” on Permit *and* “LOT” above address

ECR Bulk Rate U.S. Postage Paid ANYWHERE USA PERMIT #0
<p>*****WSS**C-013</p> <p>JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</p>

“ECR” on Permit *and* “WSS” above address

ECR Presort Standard U.S. Postage Paid ANYWHERE USA PERMIT #0
<p>*****WSH**C-013</p> <p>JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</p>

“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

The diagram illustrates a mail piece with the following content:

BULK RATE
U.S. Postage Paid
ANYWHERE USA
PERMIT #0

5698 1 (ES) 0.305
JANE DOE
123 MAIN STREET
ANYWHERE, USA 99999-9999

5698 1 (ES) 0.305

ES
EH
EA
EB ← One of these codes above address or in lower left
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.

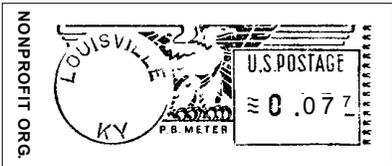
Examples of Nonprofit mail markings begin on the following page.

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

NONPROFIT ORG.
 U.S. Postage Paid
 ANYWHERE USA
 PERMIT #0

*****Carrier Route Presort**C-013
 JANE DOE
 123 MAIN STREET
 ANYWHERE, USA 99999-9999

“Carrier Route Presort” above address

NONPROFIT ORGANIZATION
 U.S. Postage Paid
 ANYWHERE USA
 PERMIT #0

*****CAR-RT SORT**C-0004
 JANE DOE
 123 MAIN STREET
 ANYWHERE, USA 99999-9999

“CAR-RT SORT” above address

Note: Many of the markings may appear with any of the permit types (i.e. ES may appear with a Nonprofit Organization, Nonprofit Org., or Nonprofit permit or meter strip.)

ES, EH, EA, EB, AB, AF, AT, AV, RA, RB, DB, DD, DS

NONPROFIT ORG.
 U.S. Postage Paid
 ANYWHERE USA
 PERMIT #0

5698 1 (ES) 0.305
 JANE DOE
 123 MAIN STREET
 ANYWHERE, USA 99999-9999

5698 1 (ES) 0.305

ES
 EH
 EA
 EB
 AB
 AF
 AT
 AV
 RA
 RB
 DB
 DD
 DS

← One of these codes above address or in lower left

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 or Product Samples *Received & 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 & 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 - Sunday)

If you have any questions as you complete your answer booklet
call our toll-free help line at:

1-888-441-USPS (8777)

Available 11am - 9pm Central Standard Time (Mon - Fri)

12pm - 5pm Central Standard Time (Sat & 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

A. ENV./POSTCARD/CATALOG/FLYER: Was the mail piece an envelope, postcard or catalog/flyer?

Envelope 2. Postcard 3. Catalog/Flyer

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 4)
 4. Other adult (18 and over)

C. ZIP CODE: Was your zip code included in the address?

1. Yes - 5 digits 2. Yes - 5 digits + 4 3. No zip code

D. BAR CODE: Was a bar code printed on this mail piece?

1. Yes - directly above or below the address 4. Yes - both in lower right corner and inside window
 2. Yes - inside window anywhere on mail piece 5. Yes - someplace else
 3. Yes - on lower right corner (not in window) 6. No bar code

E. SENDER ZIP: Was the zip code included in the return address?

1. Yes - 5 digits 2. Yes - 5 digits + 4 3. Yes - foreign zip code 4. No zip code 5. No return address

When completing your Answer Booklet, please print clearly as in the example:

1 OR 20

Use a pen in black or blue ink
DO NOT USE PENCIL

Excerpt from Answer Sheet (in Answer Booklet)

First-Class Mail Received

Questions	Mail Piece #											
	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. ENV./POSTCARD/CATALOG/FLYER	2	1										
B. ADDRESSEE	2	2										
C. ZIP CODE	2	1										
D. BAR CODE	6	6										
E. SENDER ZIP	1	1										

1
Question

2
Code

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.

H. RETURN ENV.: Was a return envelope or card included?

- | | |
|--------------------------------------|---|
| 1. Yes – pre-stamped or postage paid | 3. No return envelope or card included → SKIP TO J |
| 2. Yes – needs a stamp | |

I. RETURN ZIP: Did the address on the return envelope or card include a zip code?

- | | |
|-----------------------|---------------------------|
| 1. Yes – 5 digits | 3. Yes – foreign zip code |
| 2. Yes – 5 digits + 4 | 4. No zip code |

J. ADVERTISING: Was any advertising or promotional material enclosed?

1. Yes
2. No → **SKIP TO P**

K. READING: Was the advertising . . . (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 | |

L. REACTION: Would this advertising 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 |

M. 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 4) |

N. RESPONSE: Is anyone in your household considering responding to the advertisement?

- | | |
|--------------------------|----------|
| 1. Yes | 3. Maybe |
| 2. No → SKIP TO P | |

O. 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 4) |

P. ARRIVAL TIME: The mail piece . . .

- | | |
|---|--|
| 1. Arrived on day needed → SKIP TO R | 3. Not expected to arrive → SKIP TO R |
| 2. Arrived earlier than needed → SKIP TO R | 4. Arrived late |

Q. ARRIVED LATE: If the mail piece arrived late, was it . . .

- | | |
|--------------------|---------------------------|
| 1. Mailed late | 3. Don't know when mailed |
| 2. Not mailed late | |

R. CLASS: Mail Classification (your mail pieces may show one or more markings - record all)**To classify mail:***Look at markings in top right-hand corner, above or below address & inside window*

- | | |
|---|--|
| 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)

Friend or Relative:

1. Holiday/Seasons greeting card
2. Other greeting cards (birthday, sympathy, thank you)
3. Invitation
4. Letter to friend or relative
5. Announcement (birth, marriage, etc.)
6. Other personal: (Specify on Answer Booklet page 6)

Business or Government:

7. Order
8. Inquiry
9. Payment
10. Other business/government: (Specify on Answer Booklet pg. 6)

Social/Charitable/Political/Nonprofit:

11. Donation
12. Inquiry
13. Letter
14. Other social, etc.: (Specify on Answer Booklet page 6)

IF YOU ANSWERED 1 - 6: → SKIP TO I

C. ADDRESSEE TYPE: What type of industry did you send the mail piece to? (If not to friend/relative)

Financial:

1. Credit Card (Visa, American Express, etc.)
2. Bank, Savings & Loan, Credit Union, Loan Co., etc.
3. Securities broker/Company (Stockbroker)
4. Money market (not with broker or bank)
5. Insurance company
6. Real estate/Mortgage
7. Other financial: (Specify on Answer Booklet page 6)

Services:

15. Telephone/Long distance company
16. Electric/Gas/Water/Utility company
17. Medical (doctor, dentist, hospital, not insurance co.)
18. Other professional (lawyer, accountant, engineer, etc.)
19. Leisure/entertainment service (travel agent, hotel, etc.)
20. Cable TV/Satellite related
21. Computer related
22. Other services: (Specify on Answer Booklet page 6)

Merchants:

8. Supermarket/Grocery store
9. Department/discount store
10. Mail order company
11. Other store (jewelry, shoes, clothes, hardware, etc.)
12. Publisher (newspapers, books, magazines)
13. Land promotion company
14. Other merchants: (Specify on Answer Booklet page 6)

Manufacturers:

23. All manufacturers

Government:

24. Federal (social security, veterans administration, IRS)
25. State and Local

Social/Charitable/Political/Nonprofit:

26. All Social/Charitable/Political/Nonprofit organizations

D. AD RESPONSE: Was the mail piece sent in response to advertising or solicitation for funds?

1. Yes
2. No → **SKIP TO F**

E. AD MATERIAL: Was the advertising/promotional/solicitation material . . .

1. Received in mail (not in magazine)
2. Seen in magazine
3. Seen in newspaper
4. Seen on Television
5. Heard on radio
6. Received over telephone
7. Other advertising: (Specify on Answer Booklet page 6)

F. RETURN ENV.: Did you use your own envelope or card?

1. Yes
2. No – a mailing envelope or card was provided

More questions on back of page →

G. POSTAGE TYPE: What type of postage was on the envelope or card?

- | | |
|--|---|
| 1. Business reply mail (no postage necessary) → SKIP TO J | 4. Other: <i>(Specify on Answer Booklet page 6)</i> |
| 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. 23 cents | 3. More than 37 cents |
| 2. 37 cents | 4. Other: <i>(Specify on Answer Booklet page 6)</i> |

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 *(your mail pieces may show one or more 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: <i>(Specify on Answer Booklet page 6)</i> |
| 6. Insured | |

Standard or Bulk Mail Received

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. ADDRESSEE: Mail piece was addressed to . . .

1. Specific member(s) of the household
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 | 6. Postcard |
| 2. In envelope larger than letter size (not catalog) | 7. Addressed Flyers/Circulars/Folded piece (no envelope) |
| 3. Catalog in envelope | 8. Newspapers/Magazines/Newsletters |
| 4. Catalog not in envelope | 9. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day) |
| 5. Detached label card | |

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 → SKIP TO L |
| 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) → SKIP TO R |
| 2. Solicitation for funds → SKIP TO P | 4. Did not contain anything → SKIP TO R |

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 → SKIP TO R | |

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 (your mail pieces may show one or more markings - record all)**To classify mail:***Look at markings in top right-hand corner, above or below address & 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

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)

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 → SKIP TO L |
| 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 10) → SKIP TO R |
| 2. Solicitation for funds → SKIP TO P | 4. Did not contain anything → SKIP TO R |

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 10) |

P. RESPONSE: Is anyone in your household considering responding to the advertisement/solicitation?

- | | |
|--------------------------|----------|
| 1. Yes | 3. Maybe |
| 2. No → SKIP TO R | |

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 10) |

R. CLASS: Mail Classification (your mail pieces may show one or more markings - record all)**To classify mail:***Look at markings in top right-hand corner, above or below address & inside window*

- | | |
|--|--|
| 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 or 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: (Please mark & place in envelope along with other mail pieces for this day) |
| 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)
2. UPS 3 Day Select
3. UPS Ground
4. FedEx Express Saver
5. FedEx Ground
6. FedEx Home Delivery
7. Airborne at Home
8. Emery Worldwide Deferred
9. Emery Worldwide Ground Service
10. DHL Express Worldwide
11. Other delivery type: *(Specify on Answer Booklet page 12)*

**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
2. Delivery Confirmation
3. Signature Confirmation *(First Class, Priority, Parcel Post)*
4. Insured *(Not available for Periodicals)*
5. COD *(Not available for Standard/Bulk)*
6. Stamped "Special Handling" *(First Class, Priority, Parcel Post)*
7. Certificate of Mailing *(Not available for Periodicals)*
8. Restricted Delivery *(First-Class, Priority, Parcel Post)*
9. No special services
10. Other: *(Specify on Answer Booklet page 12)*

F. DISTANCE: How far away did you send your package?

Inside the United States:

1. Local

Out of town:

2. 50 miles or less
3. 51 to 150 miles
4. 151 to 300 miles

5. 301 to 600 miles
6. 601 to 1,000 miles
7. 1,001 to 1,400 miles
8. 1,401 to 1,800 miles
9. More than 1,800 miles
10. Out of the United States

G. CONTENTS: Did this package contain . . . *(Write in all that apply)*

1. Clothing
2. Travel products or information
3. Computer hardware/software
4. Electronic equipment
5. Telecommunications (e.g. cell phones)
6. Book(s) (include telephone books)
7. Music/Video
8. Toys
9. Food products
10. Checkbooks
11. Pharmaceuticals/Contacts
12. Sporting goods
13. Footwear/Shoes
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
2. Returning merchandise ordered
3. Returning unsolicited merchandise
4. Other reason: *(Specify on Answer Booklet page 12)*

I. CLASS: Package Classification *(Write in all that apply)*

1. First-Class (up to 13oz)
2. Bound Printed Matter
3. Special Standard Mail/Media Mail
4. Parcel Post
5. Mail sent outside the US
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: <i>(Specify on Answer Booklet page 14)</i> |
| 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)*

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)*

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)*

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)*

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)*

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)*

Manufacturers:

14. All manufacturers

Government:

15. All government

Services:

9. Telephone/Long distance company

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: <i>(Specify on Answer Booklet page 14)</i> |

More questions on back of page →

F. 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: (Specify on Answer Booklet page 14) |
| 5. Item ordered from television | 10. Don't know |

G. RETURN ENV.: Was a return envelope or card included?

- | | |
|--------------------------------------|---|
| 1. Yes – pre-stamped or postage paid | 3. No return envelope or card included → SKIP TO I |
| 2. Yes – needs a stamp | |

H. RETURN ZIP: Did the address on the return envelope or card include a zip code?

- | | |
|-----------------------|---------------------------|
| 1. Yes – 5 digits | 3. Yes – foreign zip code |
| 2. Yes – 5 digits + 4 | 4. No zip code |

I. ADVERTISING: Was any advertising or promotional material enclosed?

- | |
|--------------------------|
| 1. Yes |
| 2. No → SKIP TO O |

J. READING: Was the mail piece . . . (Write in one number only)

- | | |
|--|---------------------------------|
| 1. Read by a member of the household | 4. Discarded without being read |
| 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 | |

K. 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 |

L. 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 14) |

M. RESPONSE: Is anyone in your household considering responding to the advertisement?

- | | |
|--------------------------|----------|
| 1. Yes | 3. Maybe |
| 2. No → SKIP TO Q | |

N. 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 14) |

O. ARRIVAL TIME: The mail piece . . .

- | | |
|---|--|
| 1. Arrived on day needed → SKIP TO Q | 3. Not expected to arrive → SKIP TO Q |
| 2. Arrived earlier than needed → SKIP TO Q | 4. Arrived late |

P. ARRIVED LATE: If the mail piece arrived late, was it . . .

- | | |
|--------------------|---------------------------|
| 1. Mailed late | 3. Don't know when mailed |
| 2. Not mailed late | |

Q. CLASS: Mail Classification

- | | |
|-----------------------------------|--|
| 1. Express Mail | 7. FedEx Overnight |
| 2. Priority Mail | 8. FedEx Second Day |
| 3. Airborne Overnight Air Express | 9. DHL Worldwide Express |
| 4. Airborne Second Day | 10. Other delivery type: (Specify on Answer Booklet page 14) |
| 5. UPS Next Day Air | 11. Can't classify type: (Please mark & place in envelope along with other mail pieces for this day) |
| 6. UPS Second Day Air | |

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)

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)

IF YOU ANSWERED 1 - 6: → SKIP TO F

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

- | | |
|-----------------------------------|---|
| 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



Summary Page

Please print clearly as in the example below:

1 OR 20

Use a pen in black or blue ink
DO NOT USE PENCIL

No Mail/Packages Sent or Received Today: (Mark here with an X) →

Mail Received Monday: **Total #**

Record the total number received above and then record for each mail type below.

1. First-Class: **Total #** → GO TO PAGE 3 (PURPLE)

First-Class errors: # Wrong address, right person → GO TO PAGE 3 (PURPLE)

Right address, wrong person
 # Wrong address, wrong person } DO NOT ANSWER QUESTIONS ABOUT THESE

2. Standard or Bulk: Total # received → GO TO PAGE 7 (BLUE)

3. Nonprofit Organization: Total # received → GO TO PAGE 9 (GRAY)

**4. Ground Packages/
Product Samples:** Total # received → GO TO PAGE 11 (GREEN)

5. Expedited Letters/Pkgs: Total # received → GO TO PAGE 13 (GOLD)

**6. Magazines, Newspapers,
or Other Periodicals:** Total # received → GO TO PAGE 17 (YELLOW)

7. Unaddressed Material: Total # received → 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)

Answer Sheet Example

Please print clearly as in the example:

1 OR 20

Use a pen in black or blue ink
DO NOT USE PENCIL

Today you received a First-Class postcard from a mail order company, and a personal letter.

1. Open the **Question Booklet** to the purple page, **First-Class Mail Received**.
2. For question A, your number code is either: 1 (envelope), 2 (postcard), or 3 (catalog/flyer) as shown on the question sheet.
3. Write a "2" for postcard as shown below.
4. Finish answering the remaining questions (B-R) about the postcard.
5. Answer the same questions about mail piece #2, the letter from a friend, on the same page in the column under #2.

Personal Letter

Postcard

See Question Sheet for entire question

See Question Sheet for the list of codes for each question

For questions that allow more than one response, each column allows for up to four codes.

		Purple											
		First-Class Mail Received											
		Mail Piece #											
Questions	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12	
A. ENV./POSTCARD/ CATALOG/FLYER	2	1											
B. ADDRESSEE	1	2											
C. ZIP CODE	2	1											
D. BAR CODE	1	6											
E. SENDER ZIP	2	1											
F. MAIL TYPE	12	4											
G. SENDER TYPE	10												
H. RETURN ENV.	3												
I. RETURN ZIP													
J. ADVERTISING	1												
K. READING	2												
L. REACTION	3												
M. HOW ORDER (Record all)	3	5											
N. RESPONSE	2												
O. HOW RESPOND													
P. ARRIVAL TIME	3	3											
Q. ARRIVED LATE													
R. CLASS (Record all)	2	19											
	19												

First-Class Mail 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 <i>(Record all)</i>												
N. RESPONSE												
O. HOW RESPOND												
P. ARRIVAL TIME												
Q. ARRIVED LATE												
R. CLASS <i>(Record all)</i>												

First-Class Mail Received

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other/Comments

First-Class Mail 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 <i>(Record all)</i>												

First-Class Mail Sent

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other/Comments
-----------------	--------------------	------------------------

Standard or Bulk Mail 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 <i>(Record all)</i>												
P. RESPONSE												
Q. HOW RESPOND												
R. CLASS <i>(Record all)</i>												

Standard or Bulk Mail Received

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other/Comments
-----------------	--------------------	------------------------

Nonprofit Organization Mail 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 <i>(Record all)</i>												
P. RESPONSE												
Q. HOW RESPOND												
R. CLASS <i>(Record all)</i>												

Nonprofit Organization Mail Received

Specify other answers and/or provide comments here

Mail Piece # **Question Letter** **Specify Other/Comments**

Mail Piece #	Question Letter	Specify Other/Comments

Ground Packages or Product Samples Received

Questions	Mail Piece # →											
	#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 <i>(Record all)</i>												
H. SENDER TYPE												
I. CONTENTS <i>(Record all)</i>												
J. ITEM ORDER <i>(Record all)</i>												
K. PKG CONDITION												
L. CONDITION												
M. CLASS												

Ground Packages Sent

Questions	Mail Piece # →											
	#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 <i>(Record all)</i>												
F. DISTANCE												
G. CONTENTS <i>(Record all)</i>												
H. REASON												
I. CLASS <i>(Record all)</i>												

Ground Packages or Product Samples Received & Sent

Specify other answers and/or provide comments here

Mail **Question**
Piece # **Letter** **Specify Other/Comments**

Mail Piece #	Question Letter	Specify Other/Comments

Expedited Letters & Packages Received

Questions	Mail Piece # →											
	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. FORM												
B. ADDRESSEE												
C. MAIL TYPE												
D. SENDER TYPE												
E. CONTENTS <i>(Record all)</i>												
F. ITEM ORDER <i>(Record all)</i>												
G. RETURN ENV.												
H. RETURN ZIP												
I. ADVERTISING												
J. READING												
K. REACTION												
L. HOW ORDER <i>(Record all)</i>												
M. RESPONSE												
N. HOW RESPOND												
O. ARRIVAL TIME												
P. ARRIVED LATE												
Q. CLASS												

Expedited Letters & Packages Received

Specify other answers and/or provide comments here

Mail Piece # **Question Letter** **Specify Other/Comments**

Mail Piece #	Question Letter	Specify Other/Comments

Expedited Letters & Packages 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												

Expedited Letters & Packages Sent

Specify other answers and/or provide comments here

Mail Piece # **Question Letter** **Specify Other/Comments**

Mail Piece #	Question Letter	Specify Other/Comments

Magazines, Newspapers, or 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												

Magazines, Newspapers, or Other Periodicals Received

Specify other answers and/or provide comments here

Mail Piece # **Question Letter** **Specify Other/Comments**

Mail Piece #	Question Letter	Specify Other/Comments

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												

Unaddressed Material Received

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other/Comments



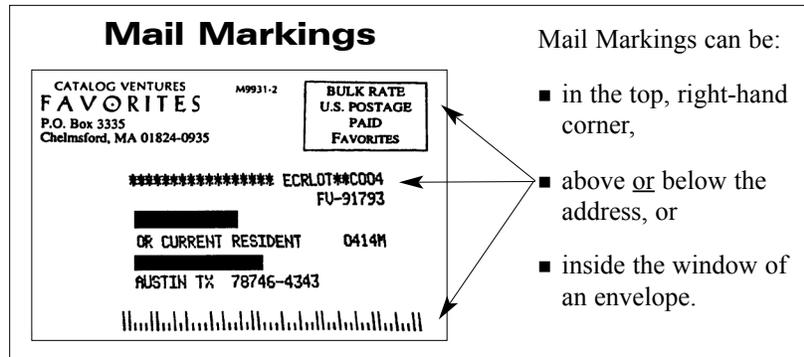
Appendix B2: Diary Package

“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 & mail markings** 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: 1-888-441-USPS (8777)

Mon - Fri: 11am - 9pm CST Sat & Sun: 12pm - 5pm CST

or, e-mail your question to: 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 \$30** in your name to The Lance Armstrong Foundation
- 100 First-Class stamps (\$37 value)**
- Thirty dollars**

* Please allow 8-10 weeks for processing

Is your mailing address correct? If not, mark here and update below:

Name:

Street number:

Street name:

City:

State:

Zip:

Telephone

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 pen in black or blue ink
DO NOT USE PENCIL

Fill in oval completely: ●



Technology Questionnaire for:

1. 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.

	Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion
a. It is necessary for me to use technology.	<input type="radio"/>				
b. Using technology is easy for me.	<input type="radio"/>				
c. I like using technology.	<input type="radio"/>				
d. I wish I could use technology more frequently. ...	<input type="radio"/>				
e. I am one of the first to get the latest technology. ...	<input type="radio"/>				
f. Working with technology is exciting/interesting. ...	<input type="radio"/>				
g. Overall, I am comfortable using technology.	<input type="radio"/>				
h. Once I start using technology, I find it hard to stop.	<input type="radio"/>				

2. Do you have any of the following in your home? (mark all that apply)

- Personal computer
- Internet access appliance (e.g. WebTV, iCEBOX device for kitchens, etc.)
- Handheld computer (e.g. Palm Pilot, Pocket PC, etc.)
- Mobile phone with Internet access
- Don't know/Unsure
- None of the above

3. Do you have Internet access at home?

- Yes ↓
- No → **SKIP TO QUESTION 5**

4. What type of Internet connection do you have at home? (mark all that apply)

Note: Unless you have specifically ordered DSL, cable modem, or wireless, you probably have an analog modem connection (dial-up using your telephone line).

- Analog modem (*dial-up*)
- DSL (*Digital Subscriber Line*)
- Cable modem (e.g. *Roadrunner*)
- Wireless
- Other type of connection: (*specify*) _____
- Don't know/Unsure

5. Do you use the Internet?

- Yes ↓
- No → **SKIP TO QUESTION 22**

6. Where do you use the Internet? (mark all that apply)

- Home
- Work
- School
- Media/Technology Center (*Kinko's, Internet cafe, public library, etc.*)
- Relative/Friend's house
- Other place: (*specify*) _____

7. Which ONE place do you use the Internet MOST OFTEN? (mark only one)

- Home
- Work
- School
- Media/Technology Center (*Kinko's, Internet cafe, public library, etc.*)
- Relative/Friend's house
- Other place: (*specify*) _____

8. How long have you been using the Internet?

- Less than 2 years
- 2 to 5 years
- More than 5 years

9. Which of the following represent your Internet activity? (mark all that apply)

- E-mailing, instant messaging, visiting chat rooms or LISTSERVs
- Taking a course online, completing school assignments
- Searching for information about products or services
- Purchasing products or services
- Getting news, weather, or sports information
- Trading stocks, bonds or mutual funds
- Banking or paying bills online
- Searching for a job
- Other activity: (*specify below*) _____

10. During the past 12 months, have you communicated with others via e-mail?

- Yes ↓
- No → **SKIP TO QUESTION 15**

11. How many PERSONAL e-mails (unrelated to your job) do you SEND in a typical day?

- 1 - 3
- 4 - 6
- 7 - 10
- 11 or more
- None → **SKIP TO QUESTION 15**

12. How many PERSONAL e-mails (unrelated to your job) do you RECEIVE in a typical day?

- 1 - 3
- 4 - 6
- 7 - 10
- 11 or more
- None → **SKIP TO QUESTION 15**

13. What types of PERSONAL e-mails (unrelated to your job) did you RECEIVE YESTERDAY? (mark all that apply)

- Personal message (*jokes, forwards, etc.*)
- Electronic greeting card
- Advertisement or promotional material
- Notice or confirmation of order
- Credit card statement or bill
- Bill, Invoice, or Premium notice
- Financial statement
- Message from group/organization in which you are a member (*meeting notice, announcement, newsletter*)
- Request for donation
- Electronic ticket for travel
- Other place: (*specify*) _____

14. What types of industries did you RECEIVE personal e-mails (unrelated to your job) from YESTERDAY? (mark all that apply)

- | | |
|--|--|
| <input type="radio"/> Credit card company | <input type="radio"/> Leisure/entertainment (travel agent, airline, hotel) |
| <input type="radio"/> Bank, savings & loan, credit union | <input type="radio"/> Educational institution |
| <input type="radio"/> Investment broker | <input type="radio"/> Publisher (newspapers, magazines) |
| <input type="radio"/> Retailer | <input type="radio"/> Computer or Internet service provider |
| <input type="radio"/> Utility company | <input type="radio"/> Manufacturer |
| <input type="radio"/> Cable company | <input type="radio"/> Federal government |
| <input type="radio"/> Medical services (doctor, dentist, hospital) | <input type="radio"/> State or local government |
| <input type="radio"/> Other professional (lawyer, accountant) | <input type="radio"/> Not applicable |
| | <input type="radio"/> Other place: (specify) _____ |

15. What has been the impact of your Internet use on the amount of U.S. Postal Service mail you receive and send from home?

- Reduced it Increased it Had no impact

16. During the last 6 months, how often have you used the Internet? (do not include e-mails) Would you say . . .

- | | |
|--|--|
| <input type="radio"/> Several times a day | <input type="radio"/> Once a week |
| <input type="radio"/> Almost everyday | <input type="radio"/> Once a month |
| <input type="radio"/> Several times a week | <input type="radio"/> Less than once a month |

17. In the past 12 months, how many personal merchandise purchases did you make via the Internet?

- 1 - 3 4 - 6 7 - 10 11 or more None → **SKIP TO QUESTION 21**

18. How many personal merchandise purchases did you make via the Internet last month?

- 1 - 3 4 - 6 7 - 10 11 or more None

19. Was your most recent Internet purchase delivered . . .

- | | |
|--|--|
| <input type="radio"/> Next day/Overnight | <input type="radio"/> More than 3 days/Ground |
| <input type="radio"/> Priority Mail | <input type="radio"/> Electronically (download or e-mail) → SKIP TO QUESTION 21 |
| <input type="radio"/> 2-day | <input type="radio"/> Other delivery: (specify) _____ |
| <input type="radio"/> 3-day | <input type="radio"/> Don't know/Unsure |

20. Which company delivered the merchandise? (mark only one)

- | | |
|---|--|
| <input type="radio"/> United States Postal Service (USPS) | <input type="radio"/> Emery Worldwide |
| <input type="radio"/> Airborne Express | <input type="radio"/> DHL Express Worldwide |
| <input type="radio"/> FedEx | <input type="radio"/> Other company: (specify) _____ |
| <input type="radio"/> United Parcel Service (UPS) | <input type="radio"/> Don't know/Unsure |

21. During the past 12 months, have you used the Internet for banking activities such as online bill payment?

- Yes No

22. Do you feel that the personal information provided during Internet transactions is more secure, as secure, or less secure as . . .

- | | More Secure | As Secure | Less Secure | Don't Know |
|--|-----------------------|-----------------------|-----------------------|-----------------------|
| a. Using the U.S. mail? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| b. Making the transaction in person? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

23. Do you feel that Internet transactions are more reliable, as reliable, or less reliable as . . .

- | | More Reliable | As Reliable | Less Reliable | Don't Know |
|--|-----------------------|-----------------------|-----------------------|-----------------------|
| a. Using the U.S. mail? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| b. Making the transaction in person? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

24. In your household, are you responsible for paying all or some of the household bills?

- Yes ↓ No → **SKIP TO QUESTION 28**

25. Have you heard of Internet services that allow you to pay your bills online?

- Yes ↓ No → **SKIP TO QUESTION 28**

26. Have you heard of eBillPay from the U.S. Postal Service that allows you to pay your bills online?

- Yes ↓ No → **SKIP TO QUESTION 28**

27. Have you used the eBillPay service from the U.S. Postal Service?

- Yes No

28. Do you use a fax machine or personal computer with fax capabilities to send fax communications from your home?

- Yes No

29. Are you . . . Male Female

30. What is your age?

- 13 – 17 18 – 24 25 – 34 35 – 44 45 – 54 55 – 64 65+ years

31. What was the last grade you completed in school?

- 8th grade or less Technical school graduate
 Some high school College graduate
 High school graduate Postgraduate work
 Some college

Thank you for your participation!
Please return along with your completed answer booklets.