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POSTAL RATE COMMISSION  
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# The Household Diary Study

## Mail Use & Attitudes in FY 2004



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# Table of Contents

<b>Executive Summary</b>	<b>1</b>
Background	1
Overview	1
Mail Markets	1
<b>Chapter 1: Introduction – Volumes &amp; Trends</b>	<b>3</b>
The Survey	3
U.S. Postal Service Volumes	3
Mail Flows	7
Household Mail	7
Classes and Markets	8
Report Organization	8
<b>Chapter 2: Profile of Mail Usage</b>	<b>11</b>
Introduction	11
Mail Volume and Demographics	11
Characteristics of Higher- and Lower-Volume Households	12
Demographic Characteristics of U.S. Households	13
Use of the Post Office	16
<b>Chapter 3: Correspondence</b>	<b>17</b>
Introduction	17
Correspondence Mail Volume	17
Correspondence Mail and Household Characteristics	17
Personal Correspondence	20
Business Correspondence	23
<b>Chapter 4: Transactions</b>	<b>25</b>
Introduction	25
Transactions Mail Volume	25
Transactions Mail and Household Characteristics	26
Bill Payment	28
Bills and Statements Received	31
<b>Chapter 5: Advertising Mail</b>	<b>35</b>
Introduction	35
The Advertising Market	35
Advertising Mail Volumes	36
Advertising Mail and Household Characteristics	37
Senders of Advertising Mail	39
Attitudes Toward Advertising	39
Effectiveness of Advertising Mail	42

<b>Chapter 6: Periodicals</b>	<b>43</b>
Introduction	43
The Periodical Market	43
Advertising's Impact on Periodicals	44
Household Periodicals Volume	44
Periodicals Mail and Household Characteristics	46
Subscription Type	47
Trends in Readership	49
<b>Chapter 7: Packages</b>	<b>51</b>
Introduction	51
The Package Market	51
Postal Service Package Volume	53
Packages and Household Characteristics	54
Household Package Contents	57
<b>Appendix A: Comparative Tables 1987, 1999 and 2000</b>	
Concordance	
A1. Total Mail Overview	
A2. First-Class Mail	
A3. Standard Mail (A)	
A4. Direct Mail Advertising	
A5. Periodicals	
A6. Packages	
A7. Electronic Communication	
<b>Appendix B: Methodology</b>	
Study Design and Methodology	
Sample Design	
Data Collection Method	
Data Processing	
Sample Demographic Profile (all counts unweighted), Government Fiscal Year 2004	
Data Weighting and Expansion	
Weighting Procedures - FY 2004 Diary Data	
Adjustment Factors	

## **Appendix C: Survey Instruments**

C1. Recruitment Questionnaire

C2. Diary Package

Advance Letter

Certificate of Appreciation

Photo Quick Start

Instruction Booklet

Question Booklet

Answer Booklet

"Please send us your Mail Markings" Sheet

"I'm Finished. . . ." Card

Gift Selection Form

Technology Questionnaire



# List of Tables and Figures

<b>Executive Summary</b>	<b>1</b>
<b>Table E.1:</b> Mail Sent and Received by Households	1
<b>Table E.2:</b> Household Mail Volume by Market Served	1
<b>Table E.3:</b> Advertising by Mail Class	2
<b>Table E.4:</b> Packages Sent and Received via the U.S. Postal Service	2
<b>Chapter 1: Introduction – Volumes &amp; Trends</b>	<b>3</b>
<b>Table 1.1:</b> Total Mail Volume: FY 1987, 2002, 2003, and 2004	4
<b>Table 1.2:</b> Total Mail: Revenue, Pieces, and Weight by Shape, FY 2004	5
<b>Table 1.3:</b> Total Mail: Revenue and Weight per Piece by Shape, FY 2004	6
<b>Table 1.4a:</b> Total Mail Flows	7
<b>Table 1.4b:</b> Mail Flows per Household per Week	7
<b>Table 1.5:</b> Mail Sent and Received by Households	7
<b>Table 1.6:</b> Pieces Sent and Received per Household	7
<b>Table 1.7:</b> Mail Sent and Received by Households	8
<b>Chapter 2: Profile of Mail Usage</b>	<b>11</b>
<b>Table 2.1:</b> Mail Volume and Demographics Average Annual Growth 1981-2004	11
<b>Table 2.2:</b> Characteristics of Higher- and Lower-Mail-Volume Households	12
<b>Table 2.3:</b> Education of Higher- and Lower-Mail-Volume Households	13
<b>Table 2.4:</b> Households by Income and Education	13
<b>Table 2.5:</b> Households by Income and Age	14
<b>Table 2.6:</b> Households by Size	14
<b>Table 2.7:</b> Households by Number of Adults	14
<b>Table 2.8:</b> Households by Type of Internet Access	14
<b>Figure 2.1:</b> PC Ownership and Internet Access	15
<b>Figure 2.2:</b> Broadband Subscribers	15
<b>Figure 2.3:</b> Household Use of Rented Mailboxes	16
<b>Figure 2.4:</b> Household Visits to Post Office in Past Month	16
<b>Chapter 3: Correspondence</b>	<b>17</b>
<b>Table 3.1:</b> First Class Correspondence Mail Sent and Received by Sector	17
<b>Table 3.2:</b> Correspondence Mail Received by Income and Education	18
<b>Table 3.3:</b> Correspondence Mail Sent by Income and Education	18
<b>Table 3.4:</b> Correspondence Mail Received by Income and Age	18
<b>Table 3.5:</b> Correspondence Mail Sent by Income and Age	19
<b>Table 3.6:</b> Correspondence Mail Received by Household Size	19
<b>Table 3.7:</b> Correspondence Mail Sent by Household Size	19
<b>Table 3.8:</b> Correspondence Mail Received by Number of Adults in Household	19
<b>Table 3.9:</b> Correspondence Mail Sent by Number of Adults in Household	19
<b>Table 3.10:</b> Correspondence Mail Received by Type of Internet Access	20
<b>Table 3.11:</b> Correspondence Mail Sent by Type of Internet Access	20
<b>Table 3.12:</b> Personal Correspondence	20

<b>Figure 3.1:</b> Weekly Personal Correspondence by Income Group	21
<b>Figure 3.2:</b> Weekly Correspondence by Age Cohort	21
<b>Figure 3.3:</b> Holiday Greetings Received by Age and Income, FY 2002, 2003 and 2004	22
<b>Table 3.13:</b> Personal Correspondence by Type of Internet Access	22
<b>Figure 3.4:</b> Daily Personal Emails Sent and Received	23
<b>Table 3.14:</b> Correspondence Type by Sector	23
<b>Chapter 4: Transactions</b>	<b>25</b>
<b>Table 4.1:</b> Transactions Mail Sent and Received	25
<b>Table 4.2:</b> Transactions Mail Received by Income and Education	26
<b>Table 4.3:</b> Transactions Mail Sent by Income and Education	27
<b>Table 4.4:</b> Transactions Mail Received by Income and Age	27
<b>Table 4.5:</b> Transactions Mail Sent by Income and Age	27
<b>Table 4.6:</b> Transactions Mail Received by Household Size	27
<b>Table 4.7:</b> Transactions Mail Sent by Household Size	28
<b>Table 4.8:</b> Transactions Mail Received by Number of Adults in Household	28
<b>Table 4.9:</b> Transactions Mail Sent by Number of Adults in Household	28
<b>Table 4.10:</b> Transactions Mail Received by Internet Access	28
<b>Table 4.11:</b> Transactions Mail Sent by Internet Access	28
<b>Table 4.12:</b> Bill Payment by Method, FY 2002, 2003, and 2004	29
<b>Figure 4.1:</b> Monthly Average Household Bill Payment by Method	29
<b>Figure 4.2:</b> Average Monthly Automatic Deductions per Household	30
<b>Table 4.13:</b> Top Bills Paid by Mail	30
<b>Figure 4.3:</b> Average Bills Paid per Month by Income and Age	30
<b>Figure 4.4:</b> Bill Payment Method by Age	31
<b>Table 4.14:</b> Bill and Statement Volumes by Industry	32
<b>Figure 4.5:</b> Statements Received by Mail by Income	33
<b>Table 4.15:</b> Average Monthly Bills Received by Method	33
<b>Chapter 5: Advertising Mail</b>	<b>35</b>
<b>Table 5.1:</b> U.S. Advertising Spending by Medium, 2002-2004	35
<b>Figure 5.1:</b> Direct Mail as a Share of Total Advertising, 1990-2004	35
<b>Table 5.2:</b> Advertising Mail by Mail Classification	36
<b>Table 5.3:</b> Ad Mail by Income and Education	37
<b>Table 5.4:</b> Ad Mail by Income and Age	38
<b>Table 5.5:</b> Ad Mail by Size of Household	38
<b>Table 5.6:</b> Ad Mail by Number of Adults	38
<b>Table 5.7:</b> Ad Mail by Internet Access	39
<b>Figure 5.2:</b> Advertising Volumes for First-Class and Standard Mail Advertising by Sender Type	39
<b>Figure 5.3:</b> Attitudes Toward Advertising by Medium	40
<b>Figure 5.4:</b> Advertising Mail Behavioral Trends — 1987, 2002, 2003 and 2004	41
<b>Figure 5.5:</b> Treatment of Standard Advertising Mail by Number of Standard Mail Pieces Received per Week	41
<b>Table 5.8:</b> Intended Response to Advertising Mail by Class	42
<b>Figure 5.6:</b> Average Number of Responses by Income	42

<b>Chapter 6: Periodicals</b>	<b>43</b>
<b>Figure 6.1:</b> Periodicals Mail Volume per Person – 1971 to 2004	43
<b>Figure 6.2:</b> Real Per-Capita Magazine Advertising Spending	44
<b>Table 6.3:</b> Periodical Type by Year	45
<b>Figure 6.3:</b> Newspaper Circulation	45
<b>Figure 6.4:</b> Daily Newspaper Readership – 1987 to 2004	46
<b>Table 6.4:</b> Periodicals by Income and Education	46
<b>Table 6.5:</b> Periodicals by Income and Age	47
<b>Table 6.6:</b> Periodicals by Size of Household	47
<b>Table 6.7:</b> Periodicals by Number of Adults in Household	47
<b>Table 6.8:</b> Periodicals by Type of Internet Access	47
<b>Figure 6.5:</b> Subscription Type by Year	48
<b>Table 6.9:</b> Periodicals by Sender Type	48
<b>Figure 6.6:</b> Number of Periodicals Received Per Week by Households by Income Group	49
<b>Chapter 7: Packages</b>	<b>51</b>
<b>Table 7.1:</b> Total Package Market Volume Growth	52
<b>Figure 7.1:</b> Package Delivery Market Segment Share	52
<b>Table 7.2:</b> Postal Service's Volume Market Share	53
<b>Table 7.3:</b> FY 2004 Overnight Air Segment Statistics	53
<b>Table 7.4:</b> FY 2004 Two- and Three-Day Air Segment Statistics	53
<b>Table 7.5:</b> FY 2004 Ground Segment Statistics	53
<b>Table 7.6:</b> Postal Service Sent and Received Packages, FY 2002, 2003 and FY 2004	54
<b>Figure 7.2:</b> Postal Service Sent and Received Packages by Household Income	54
<b>Table 7.7:</b> Postal Service Received Packages by Income and Age	55
<b>Table 7.8:</b> Postal Service Sent Packages by Income and Age	55
<b>Table 7.9:</b> Postal Service Received Packages by Income and Education	55
<b>Table 7.10:</b> Postal Service Sent Packages by Income and Education	56
<b>Table 7.11:</b> Postal Service Received Packages by Size of Household	56
<b>Table 7.12:</b> Postal Service Sent Packages by Size of Household	56
<b>Table 7.13:</b> Received Packages by Household Internet Access	57
<b>Table 7.14:</b> Sent Packages by Household Internet Access	57
<b>Table 7.15:</b> Contents of Postal Service Sent and Received Packages	57

# Executive Summary

This report documents the findings of the United States Postal Service's Household Diary Study for Fiscal Year (FY) 2004. The three main study purposes are to:

- Measure the mail sent and received by U.S. households,
- Provide a means to track household mail trends over time, and
- Make comparisons of mail use between different types of households.

The report examines these trends in the context of changes and developments in the wider markets for communications and package delivery.

## Background

The Household Diary Study survey, fielded continuously since 1987, aims to collect information on household use of the mail and how that use changes 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 FY 2004 report covers Government Fiscal Year 2004, with comparisons to 2002 and 2003. Note: 2003 data published in this report differs from the original annual report due to a shift from Postal Fiscal Year to Government Fiscal Year. Data from 2002 is based on PFY and has not been adjusted to GFY parameters.

**The aim of the HDS is to collect information on household use of the mail and how that use changes over time.**

## Overview

Households received 144.5 billion pieces of mail in 2004, and sent 23.1 billion, as seen in Table E.1. Mail sent or received by households constituted 78 percent of total domestic mail in FY 2004. Fifty-four percent of the mail that households received was sent Standard Mail. Only about four percent of household mail (three percent of total mail) was sent between households. The rest was sent between households and nonhouseholds.

**Table E.1:**  
Mail Sent and Received by Households  
(Billions of Pieces)

Mail Classification	Received	Sent
First-Class	57.3	22.4
Standard Regular Mail	65.4	—
Standard Nonprofit Mail	12.8	--
Periodicals	6.7	--
Packages	2.1	.5
Expedited	.4	.2
<b>Total</b>	<b>144.5</b>	<b>23.1</b>
Household-to-Household	6.9	
Total Mail Sent and Received by Households	160.8	
FY 2004 RPW Total	205.3	
Nonhousehold-to-Nonhousehold (Residual)	44.5	
Unaddressed	14.5	-

Source: Household Diary Study, FY 2004.

## Mail Markets

The Household Diary Study examines mail by the markets it serves. This design cuts across classes, but provides a foundation for understanding mail flows and the marketplace changes that affect them. Table E.2 shows the volume of household mail by market for 2002, 2003, and 2004.

**Table E.2:**  
Household Mail Volume by Market Served  
(Billions of Pieces)

Market	2002	2003	2004
Correspondence	18.1	16.9	17.2
Transactions	45.0	42.7	42.5
Advertising	89.8	92.1	94.8
Periodicals	7.3	6.8	6.7
Packages	2.4	2.6	2.6
<b>Total</b>	<b>154.8</b>	<b>153.3</b>	<b>156.6</b>

Source: Household Diary Study, FY 2002, 2003, and 2004.

Note: Correspondence, Transactions and Advertising include First-Class advertising-enclosed mail. Excludes unclassified mail. Package Volumes based on domestic mail only and include ground packages and expedited.

Around 38 percent of household mail contains correspondence and transactions, down from about 41 percent in 2002. In part, the decline in correspondence is a continuation of long-term trends, but it is also related to changing demographics. Younger households both send and receive fewer pieces of correspondence mail, a result of younger households' comfort with and use of the Internet, and their lower average income level.

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

The Internet also affects transactions mail volume. Automatic deduction and Internet bill payment account 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 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 2004. As shown in Table E.3, almost 80 percent of all advertising mail received by households is sent as Standard Mail, a total of 13.4 pieces per household per week. The remainder consists of First-Class Mail, either stand-alone advertising (8.8 billion pieces), or mail that contains advertising along with other matter (7.5 billion pieces). Over time, the data show a decline in the share of advertising that travels as First-Class mail.

**Table E.3:**  
Advertising by Mail Class

Mail Classification	Volume (Billions)	Percent of Total Advertising
First-Class Advertising	16.3	20%
Standard Mail	65.4	80%

Source: Household Diary Study, FY 2004.

Households received 6.7 billion pieces of Periodicals mail in 2004, down about eight percent from 2002. Three-quarters of these pieces were magazines.

Households received over two billion packages in 2004 and sent 469 million packages. Both totals are up from 2002. Delivery from mail-order and Internet retailers is an important driver of package volume, and there are indications that increasing use of online auction sites such as eBay are

responsible for some of the increase in the number of packages sent by households.

**Table E.4:**  
Packages Sent and Received via the U.S. Postal Service  
(Millions of Pieces)

Mail Classification	2004			
	Sent		Received	
	Number	Percent	Number	Percent
First-Class and Priority	231	49%	529	26%
Standard Mail	—	—	887	44%
Package Services	178	38%	546	27%
Unclassified	60	13%	77	4%
<b>Total Packages</b>	<b>469</b>	<b>100%</b>	<b>2,039</b>	<b>100%</b>

Source: Household Diary Study, FY 2004.

Note: Base includes domestic ground packages only.

# Chapter 1: Introduction – Volumes & Trends

The U.S. Postal Service Household Diary Study (HDS) report documents the findings of the Fiscal Year (FY) 2004 study. The HDS measures the mail sent and received by U.S. households, tracks household mail trends and compares mail use between different types of households.

**The Household Diary Study**  
provides a means to track household mail  
trends over time.

## The Survey

The Household Diary Study survey, fielded continuously since 1987, aims to collect information on household use of the mail and how that use changes over time. The survey collects household information on

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

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

### The Survey Consists of Three Parts:

- 1) An **entry interview**, conducted by phone, collects demographic, lifestyle, and attitudinal information from about 8,500 households.
- 2) These households then receive a **mail diary**, which collects information on the mail the household sends and receives in a one-week period. About 5,200 households, or 100 each week, successfully complete the diary.
- 3) In addition, every individual over thirteen years old in a subset of these households is asked to complete a **personal technology questionnaire** 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 FY 2004 report covers the period from September 29, 2003, through September 26, 2004, equivalent to the Government Fiscal Year (GFY) used by the Postal Service (which runs from October 1 to September 30). Data from FY 2003 are also reported on a GFY basis. Data from earlier years are presented on a Postal Fiscal Year basis, consisting of 52-week periods that shifted slightly in relation to calendar dates.

## U.S. Postal Service Volumes

The Postal Service delivered 206 billion pieces of mail in FY 2004. Serving a nation containing six percent of the world's population, it delivers almost 40 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 data are published in the Revenue, Pieces, and Weight (RPW) Reports. Table 1.1 presents the volumes from the report for FY 2004, along with data for FY 1987, 2002, and 2003. This report makes frequent comparisons to those years.

Table 1.2 reports revenue, pieces, and weight data by class and shape for FY 2004.

- **The letters** column heading 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 1.3 is derived from Table 1.2. It shows the revenue per piece and weight per piece for each subclass of mail by shape.

**Table 1.1:**  
**Total Mail Volume: FY 1987, 2002, 2003, and 2004**  
*(Billions of Pieces)*

<b>Mail Classification</b>	<b>1987</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>
<b>First-Class Mail:</b>	<b>78.6</b>	<b>101.8</b>	<b>99.1</b>	<b>97.9</b>
First-Class Letters:	75.3	96.3	93.8	92.5
Single-Piece	53.9	48.7	46.7	45.2
Workshare	21.4	47.6	47.1	47.3
First-Class Cards:	3.2	5.4	5.2	5.4
Single-Piece	2.5	2.7	2.6	2.5
Workshare	.8	2.8	2.7	2.9
<b>Priority Mail</b>	<b>.4</b>	<b>1.0</b>	<b>.9</b>	<b>.8</b>
<b>Express Mail</b>	<b>.0</b>	<b>.1</b>	<b>.1</b>	<b>.1</b>
<b>Periodicals</b>	<b>10.3</b>	<b>9.7</b>	<b>9.3</b>	<b>9.1</b>
<b>Standard Mail:</b>	<b>59.4</b>	<b>86.8</b>	<b>89.5</b>	<b>95.6</b>
Regular and ECR:	48.3	72.9	75.1	81.1
Regular	21.7	43.2	46.0	50.8
Enhanced Carrier Route	26.6	29.7	29.1	30.3
Nonprofit and NP ECR:	10.9	14.0	14.4	14.4
Nonprofit	8.6	11.3	11.4	11.8
NP Enhanced Carrier Route	2.3	2.7	3.0	2.7
<b>Package Services:</b>	<b>.6</b>	<b>1.1</b>	<b>1.1</b>	<b>1.1</b>
Parcel Post	.1	.4	.4	.4
<b>Other Domestic Mail</b>	<b>.5</b>	<b>.5</b>	<b>.5</b>	<b>.6</b>
<b>International Mail</b>	<b>.8</b>	<b>.9</b>	<b>.9</b>	<b>.8</b>
<b>Total</b>	<b>153.2</b>	<b>201.8</b>	<b>201.3</b>	<b>206.1</b>

Source: RPW Reports.

Note: Totals may not sum due to rounding.

**Table 1.2: Total Mail: Revenue, Pieces, and Weight by Shape, FY 2004**

Mail Classification	Revenue (Millions of Dollars)				Pieces (Millions of Pieces)				Weight (Millions of Pounds)			
	Letters	Flats	Parcels	Total	Letters	Flats	Parcels	Total	Letters	Flats	Parcels	Total
<b>First-Class Mail:</b>	<b>30,856</b>	<b>4,529</b>	<b>707</b>	<b>36,092</b>	<b>92,872</b>	<b>4,565</b>	<b>489</b>	<b>97,926</b>	<b>3,304</b>	<b>921</b>	<b>164</b>	<b>4,390</b>
First-Class Letters:	29,714	4,529	707	34,950	87,441	4,565	489	92,496	3,258	921	164	4,344
Single-Piece	15,800	3,978	702	20,480	40,932	3,748	482	45,162	1,206	798	163	2,167
Workshare	13,914	550	6	14,470	46,509	817	8	47,334	2,052	123	1	2,177
First-Class Cards:	1,142	--	--	1,142	5,431	--	--	5,431	46	--	--	46
Single Piece	602	--	--	602	2,526	--	--	2,526	16	--	--	16
Workshare	540	--	--	540	2,905	--	--	2,905	30	--	--	30
<b>Priority Mail</b>	<b>72</b>	<b>1,089</b>	<b>3,260</b>	<b>4,420</b>	<b>19</b>	<b>270</b>	<b>559</b>	<b>849</b>	<b>2</b>	<b>245</b>	<b>1,380</b>	<b>1,626</b>
<b>Periodicals</b>	<b>28</b>	<b>2,143</b>	<b>2</b>	<b>2,172</b>	<b>170</b>	<b>8,964</b>	<b>1</b>	<b>9,135</b>	<b>12</b>	<b>4,050</b>	<b>6</b>	<b>4,068</b>
<b>Standard Mail:</b>	<b>9,488</b>	<b>8,091</b>	<b>435</b>	<b>18,015</b>	<b>56,619</b>	<b>38,352</b>	<b>592</b>	<b>95,564</b>	<b>2,611</b>	<b>8,210</b>	<b>327</b>	<b>11,148</b>
Regular and ECR:	8,207	7,586	426	16,218	45,627	34,919	575	81,122	2,079	7,711	320	10,110
Regular	7,143	3,541	425	11,110	38,315	11,888	574	50,776	1,721	2,912	320	4,953
Enhanced Carrier Route	1,063	4,045	1	5,109	7,312	23,032	1	30,345	358	4,799	0	5,157
Nonprofit and NP ECR:	1,281	505	10	1,796	10,992	3,433	17	14,442	532	499	7	1,038
Nonprofit	1,184	359	10	1,553	9,803	1,972	17	11,792	482	336	7	825
NP Enhanced Carrier Route	97	146	0	243	1,189	1,461	0	2,650	50	163	0	213
<b>Packages Services:</b>	<b>--</b>	<b>287</b>	<b>1,915</b>	<b>2,202</b>	<b>--</b>	<b>282</b>	<b>850</b>	<b>1,132</b>	<b>--</b>	<b>388</b>	<b>3,245</b>	<b>3,633</b>
Parcel Post	--	13	1,228	1,241	--	4	372	376	--	7	1,930	1,937
<b>Total</b>	<b>40,443</b>	<b>16,138</b>	<b>6,319</b>	<b>62,901</b>	<b>149,680</b>	<b>52,433</b>	<b>2,493</b>	<b>204,606</b>	<b>5,929</b>	<b>13,813</b>	<b>5,122</b>	<b>24,865</b>
<b>Other:</b>												
Express Mail				853				54				51
Other Domestic Mail				1				602				140
International Mail				1,399				844				229
<b>Total</b>				<b>65,153</b>				<b>206,106</b>				<b>25,284</b>

Source: RPW Reports.

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

**Table 1.3:**  
Total Mail: Revenue and Weight per Piece by Shape, FY 2004

Mail Classification	Revenue per Piece (Dollars)				Weight per Piece (Ounces)			
	Letters	Flats	Parcels	Total	Letters	Flats	Parcels	Total
<b>First-Class Mail:</b>	<b>.332</b>	<b>.992</b>	<b>1.446</b>	<b>.369</b>	<b>.569</b>	<b>3.230</b>	<b>5.368</b>	<b>.717</b>
First-Class Letters:	.340	.992	1.446	.378	.596	3.230	5.368	.751
Single-Piece	.386	1.061	1.457	.453	.471	3.408	5.413	.768
Workshare	.299	.673	.738	.306	.706	2.411	2.505	.736
First-Class Cards:	.210	—	—	.210	.136	—	—	.136
Single-Piece	.238	—	—	.238	.103	—	—	.103
Workshare	.186	—	—	.186	.164	—	—	.164
<b>Priority Mail</b>	<b>3.787</b>	<b>4.024</b>	<b>5.829</b>	<b>5.208</b>	<b>1.781</b>	<b>14.467</b>	<b>39.474</b>	<b>30.662</b>
<b>Periodicals</b>	<b>.162</b>	<b>.239</b>	<b>1.095</b>	<b>.238</b>	<b>1.091</b>	<b>7.229</b>	<b>67.760</b>	<b>7.124</b>
<b>Standard Mail:</b>	<b>.168</b>	<b>.211</b>	<b>.735</b>	<b>.189</b>	<b>.738</b>	<b>3.425</b>	<b>8.840</b>	<b>1.867</b>
Regular and ECR:	.180	.217	.740	.200	.729	3.533	8.900	1.994
Regular	.186	.298	.741	.219	.719	3.919	8.914	1.561
Enhanced Carrier Route	.145	.176	.420	.168	.783	3.334	3.302	2.719
Nonprofit and NP ECR:	.117	.147	.566	.124	.774	2.324	6.834	1.150
Nonprofit	.121	.182	.571	.132	.787	2.722	6.838	1.119
NP Enhanced Carrier Route	.082	.100	.334	.092	.669	1.786	6.641	1.285
<b>Packages Services:</b>	<b>—</b>	<b>1.019</b>	<b>2.253</b>	<b>1.946</b>	<b>—</b>	<b>22.038</b>	<b>61.053</b>	<b>51.348</b>
Parcel Post	—	3.281	3.304	3.303	—	27.467	83.116	82.523
<b>Total</b>	<b>.270</b>	<b>.308</b>	<b>2.535</b>	<b>.307</b>	<b>.634</b>	<b>4.215</b>	<b>32.878</b>	<b>1.944</b>
<b>Other:</b>								
Express Mail				15.757				14.966
Other Domestic Mail				.001				3.720
International Mail				1.657				4.335
<b>Total</b>				<b>.316</b>				<b>1.963</b>

Source: RPW Reports.

## 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.

Table 1.4a shows the total mail in each flow, and Table 1.4b shows pieces per household per week.

**Table 1.4a: Total Mail Flows**  
(Billions of Pieces)

Originating In:	Destinating In:		
	Household	Nonhousehold	Total Originating
Household	6.9	16.2	23.1
Nonhousehold	137.7	44.5	182.2
<b>Total Destinating</b>	<b>144.5</b>	<b>60.7</b>	<b>205.3</b>

Source: Household Diary Study, FY 2004.  
Note: Totals may not sum due to rounding.

**Table 1.4b: Mail Flows per Household per Week**

Originating In:	Destinating In:	
	Household	Nonhousehold
Household	1.2	2.8
Nonhousehold	23.7	N/A

Source: Household Diary Study, FY 2004.

## Household Mail

In 2004, mail to and from households constituted almost 80 percent of total mail volume. Table 1.5 presents the volumes of mail sent and received by households as estimated from the Household Diary Study. The table shows the categories in which the households record their mail. Households received 144.5 billion pieces of mail and sent 23.1 billion. Both of these totals include the 6.9 billion pieces of mail that households sent to each other. The total mail received or sent by households in FY 2004 was 160.8 billion pieces.

In FY 2004, households received 14.5 billion pieces of unaddressed mail. These pieces were predominately the flyers and inserts associated with Standard Mail pieces, and are not included in the volume totals.

**Table 1.5: Mail Sent and Received by Households**  
(Billions of Pieces)

Mail Classification	Received	Sent
First-Class Mail	57.3	22.4
Standard Regular Mail	65.4	—
Standard Nonprofit Mail	12.8	—
Periodicals	6.7	—
Packages	2.1	.5
Expedited	.4	.2
<b>Total</b>	<b>144.5</b>	<b>23.1</b>
Household to Household	6.9	
Total Mail Sent and Received by Households	160.8	
FY 2004 RPW Total	205.3	
Nonhousehold to Nonhousehold (Residual)	44.5	
Unaddressed	14.5	—

Source: Household Diary Study, FY 2004.  
Note: Totals may not sum due to rounding.

Table 1.6 presents these data in two other forms, annual volumes per household and pieces per household per week. Many of the results presented subsequently in this report are presented in terms of pieces per household per week.

**Table 1.6: Pieces Sent and Received per Household**

Classification	Annual Pieces per Household	Pieces per HH per Week
<b>Mail Received</b>		
First-Class Mail	512	9.8
Standard Regular Mail	584	11.2
Standard Nonprofit Mail	114	2.2
Periodicals	60	1.1
Packages	19	.4
Expedited	4	.1
<b>Total Mail Received</b>	<b>1,292</b>	<b>24.8</b>
<b>Mail Sent</b>		
First-Class Mail:	200	3.8
Packages	4	.1
Expedited	2	.0
<b>Total Mail Sent</b>	<b>206</b>	<b>3.9</b>
Unaddressed	130	2.5

Source: Household Diary Study, FY 2004.  
Note: Totals may not sum due to rounding.

## Classes and Markets

- **First-Class Mail** is used to send transactional mail, correspondence and advertising. Because it is limited to pieces weighing thirteen ounces or less, it is primarily composed of letters and cards.
- **Standard Mail** is advertising mail. For the most part, Standard Mail is composed of letters and flats, although it contains a few postcards and packages as well.
- **Periodicals** are magazines and newspapers, and are predominantly flat shaped.

- **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.
- **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 1.7 crosswalks between classes of mail and the markets they serve.

**Table 1.7:**  
Mail Sent and Received by Households

Class	Market (Billions of Pieces)					
	Correspondence	Transactions	Advertising	Periodicals	Packages	Total
First Class	17.2	42.5	16.3	—	.6	69.1
Standard Mail	—	—	78.2	—	.9	78.7
Periodicals	—	—	—	6.7	—	6.7
Priority	—	—	—	—	.4	.4
Express	—	—	—	—	.1	.1
Package Services	—	—	—	—	.7	.7
<b>Total</b>	<b>17.2</b>	<b>42.7</b>	<b>94.5</b>	<b>6.7</b>	<b>2.8</b>	<b>155.7</b>

Source: Household Diary Study, FY 2004.

Note: Correspondence and Transactions include 7.5 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.

Note: Package Volumes based on domestic mail only and include ground packages and expedited.

## Report Organization

The rest of the Household Diary Study report is organized around the markets the mail serves. Each chapter contains an analysis of the trends in the Household Diary Study data, as well as a discussion of how those trends impact and are impacted by changes in the broader market.

**Chapter 2: Profile of Mail Usage** gives an analysis of household demographics. This chapter examines demographic trends over time and their impact on the mail, and discusses attributing factors, such as access to technology and changing attitudes.

**Chapter 3: 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 correspondence.

**Chapter 4: Transactions** reviews financial transactions in the mail, and the impact that new technologies are having on that market. It analyzes household bill payment trends with a focus on technological and demographic change.

**Chapter 5: Advertising Mail** presents the trends in mail used to deliver sales-related messages. It contains information on household attitudes towards advertising by various media, treatment of advertising mail, and demographic determinants of advertising mail receipt.

**Chapter 6: Periodicals** examines magazines and newspapers delivered in the mail. It looks at how changing demographics are affecting the market for periodicals, and what the implications are for future volume.

**Chapter 7: Packages** analyzes household use of various types of parcels and express packages. It discusses the household market for merchandise delivery and looks at the market shares of the various parcel delivery companies.

In addition, there are three appendices to the report:

**Appendix A** contains a set of comparative tables for FY 1987, 2003, and 2004, organized by class of mail. A concordance is presented for comparison with pre-2000 reports.

**Appendix B** documents the study methodology and discusses how the data were collected, weighted and adjusted, and compares demographic data in the sample to that of the population as a whole.

**Appendix C** contains the instruments used to administer the survey.

# Chapter 2: Profile of Mail Usage

## Introduction

This chapter provides information on demographic trends and other factors affecting mail volume, providing a basis for assessing mail volume growth. The breakouts developed in this chapter provide the basis for the analyses in the following chapters.

The first section examines the demographic characteristics of mail users, contrasting higher mail volume households with lower volume households. The next section looks at growth in mail volume, population, households, and delivery points over recent decades. The third section details the emerging demographic trends that will affect the future of mail. The last section examines some of the technological, behavioral, and attitudinal factors affecting mail.

## Mail Volume and Demographics

Total U.S. mail volume grew from 110 billion pieces in GFY 1981 to 206 billion in 2004, an increase of about 87 percent. This growth has outpaced the rate of population growth and household formation. Over the same period, adult population grew 38 percent and the number of households grew by a third. The number of places to which the Postal Service delivers to increased still faster, growing by 44 percent.

As Table 2.1 shows, however, volume growth has slowed dramatically over this period, while growth in population and households was much steadier.

**Total U.S. mail volume grew from 110 billion pieces in GFY 1981 to 206 billion in 2004, an increase of 87 percent, outpacing population growth and household formation.**

The 1980s was 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 this 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, encouraging 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.

**Table 2.1:**  
Mail Volume and Demographics  
Average Annual Growth 1981-2004

	1981-1990	1991-2000	2001-2004
Total Mail Volume	4.6%	2.3%	-0.2%
Delivery Points	1.7%	1.5%	1.2%
Adult Population	1.5%	1.3%	1.1%
Households	1.4%	0.9%	1.5%

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

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. This restructuring of the rates took advantage of the extensive automation of mail preparation and sorting that 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. GFY 2002 began with bioterrorism. Lethal anthrax sent through the mail resulted in five deaths and a number of serious injuries. The 2.2 percent volume decline in 2002 was the worst since World War II. In 2003, Standard Mail volume recovered to a new high, but total First-Class volume continued to decline and worksharred First-Class Mail fell for the first time ever.

For the period 2001-2004, total mail volume fell 0.8 percent and First-Class volume fell 5.4 percent. Nevertheless, population and households continued to grow. The Postal Service added 4.9 percent more delivery points to its network.

**Continued growth in delivery points will be an ongoing source of pressure on Postal costs.**

The Postal Service has depended on mail volume growth to fund universal service. 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. When mail volume declines, the Postal Service's ability to fund delivery service is hampered because the Postal Service charges its customers for piece volume but does not assess connect charges, access fees, or system fees, like many other network enterprises.

Over the next seven years, both the total U.S. 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 should result in continued growth in the number of addresses 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.

### Characteristics of Higher- and Lower-Volume Households

Tables 2.2 and 2.3 show the demographic characteristics of households by the amount of mail they receive. It is immediately obvious from these tables that household mail use is strongly correlated with both income and education. Note, however, that there is a similar correlation between mail receipt and Internet access, also related to income and education. Therefore, the households that make the most use of the mail are the households that have the greatest opportunity to use alternatives to the mail.

These high-volume households are beginning to take advantage of the opportunity to move away from the mail. Households that receive 30 or more pieces of mail each week pay 12.4 percent of their bills electronically, up from 7.9 percent in 2003. In comparison, households that receive less mail paid 7.9 percent of their bills electronically, up from 5.3 percent the previous year.

**Table 2.2:**  
Characteristics of Higher- and Lower-Mail-Volume Households

Mail Received (Pieces per HH per week)	Households (Millions)	Median Annual HH Income	HHs w/ Internet Access (Percent)	Annual Bills Paid (Millions)	Annual Bills Paid Electronically (Millions)	Mail Sent (Pieces per HH per week)
45 or more	17.1	\$62,029	86%	3,280	421	6.7
36-44	15.0	\$53,743	85%	2,474	283	5.1
30-35	14.3	\$54,004	80%	2,296	296	4.1
24-29	18.4	\$41,663	74%	2,652	230	4.3
18-23	19.2	\$30,738	65%	2,598	190	3.0
12-17	14.1	\$28,333	54%	1,699	131	2.7
Less than 12	13.8	\$21,101	47%	1,369	102	1.7
<b>Total</b>	<b>111.9</b>	<b>\$39,982</b>	<b>71%</b>	<b>16,369</b>	<b>1,653</b>	<b>4.0</b>

Source: Household Diary Study, FY 2004.

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

**Table 2.3:**  
Education of Higher- and Lower-Mail-Volume Households

Mail Received (Pieces per HH per week)	Households (Millions)	Educational Attainment of Head of Household			
		Less than High School	High School Graduate	Some College or Technical School	College Graduate
45 or more	17.1	5%	22%	26%	47%
36-44	15.0	8%	25%	31%	35%
30-35	14.3	11%	29%	28%	31%
24-29	18.4	12%	35%	26%	26%
18-23	19.2	20%	32%	27%	20%
12-17	14.1	20%	39%	22%	18%
Less than 12	13.8	30%	30%	23%	16%
<b>Total</b>	<b>111.9</b>	<b>15%</b>	<b>30%</b>	<b>26%</b>	<b>28%</b>

Source: Household Diary Study, FY 2004.

Note: Percentages do not total 100% due to heads of households who did not answer the educational attainment question. Mail received includes USPS and Non-USPS mail. Percentages in this table are row percentages.

## Demographic Characteristics of U.S. Households

This section develops breakouts of households by demographic categories that influence the volume of mail sent and received. It looks at both traditional and newly emerging factors. The following chapters will show how mail volume varies with these household characteristics.

### Income, Education, and Age

Traditionally, mail use was largely determined by household income, education and age. As Table 2.4

shows, income and education are strongly correlated with each other, as expected.

The relationship between income and age, shown in Table 2.5, is somewhat more complicated. Up to retirement, household income and age are fairly closely related. After retirement, households earn substantially less, although by that point mail behavior is pretty well set, and older households continue to receive similar amounts of advertising and periodicals, and pay similar amounts of bills, even though their income declines.

**Table 2.4:**  
Households by Income and Education  
(Millions of Households)

Household Income (Thousands)	Educational Attainment of Head of Household					Total
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	Don't Know/ Refused	
Under \$35	10.0	11.7	7.9	3.6	.2	<b>33.3</b>
\$35 to \$65	3.4	11.0	9.3	8.0	.2	<b>31.7</b>
\$65 to \$100	1.2	5.8	7.3	8.3	.0	<b>22.7</b>
Over \$100	.5	1.7	2.2	7.1	—	<b>11.4</b>
Don't know/ Refused	1.5	3.7	2.8	4.1	.7	<b>12.7</b>
<b>Total</b>	<b>16.6</b>	<b>33.9</b>	<b>29.4</b>	<b>31.1</b>	<b>1.0</b>	<b>111.9</b>

Source: Household Diary Study, FY 2004.

Totals may not sum due to rounding.

**Table 2.5:**  
Households by Income and Age  
(Millions of Households)

Household Income (Thousands)	Age of Head of Household				Total
	Under 34	35 to 54	Over 55	Don't Know/Refused	
Under \$35	8.6	8.7	15.6	.5	33.3
\$35 to \$65	8.3	13.4	9.5	.6	31.7
\$65 to \$100	5.3	12.1	4.8	.5	22.7
Over \$100	1.6	6.9	2.6	.3	11.4
Don't know/Refused	1.9	4.3	5.3	1.2	12.7
<b>Total</b>	<b>25.6</b>	<b>45.4</b>	<b>37.8</b>	<b>3.1</b>	<b>111.9</b>

Source: Household Diary Study, FY 2004.  
Totals may not sum due to rounding.

## Household Size

The majority of U.S. households include either one or two adults, but households with three or more adults make up more than 15 percent of the total. Nuclear families, once considered the norm, account for only about one-third of households. The changing composition of households has impacted the amount and kinds of mail sent and received by households over the past 20 years, generating more and different kinds of advertising mail, as well as affecting transaction mail trends (bills tend to be tied to households as much as to individuals).

**Table 2.6:**  
Households by Size  
(Millions of Households)

Household Size	
One person	17.4
Two	41.3
Three	21.0
Four	18.7
Five or more	13.3
Don't know/ Refused	.3
<b>Total</b>	<b>111.9</b>

Source: Household Diary Study, FY 2004.  
Total may not sum due to rounding.

**Table 2.7:**  
Households by Number of Adults  
(Millions of Households)

Number of Adults	
One	21.7
Two	72.0
Three or more	18.2
<b>Total</b>	<b>111.9</b>

Source: Household Diary Study, FY 2004.  
Totals may not sum due to rounding.

**Table 2.8:**  
Households by Type of Internet Access  
(Millions of Households)

Type of Internet Access	
Broadband	28.7
Dial-up	47.1
None	32.8
Don't Know/ Refused	3.2
<b>Total</b>	<b>111.9</b>

Source: Household Diary Study, FY 2004.  
Totals may not sum due to rounding.

## Internet Access

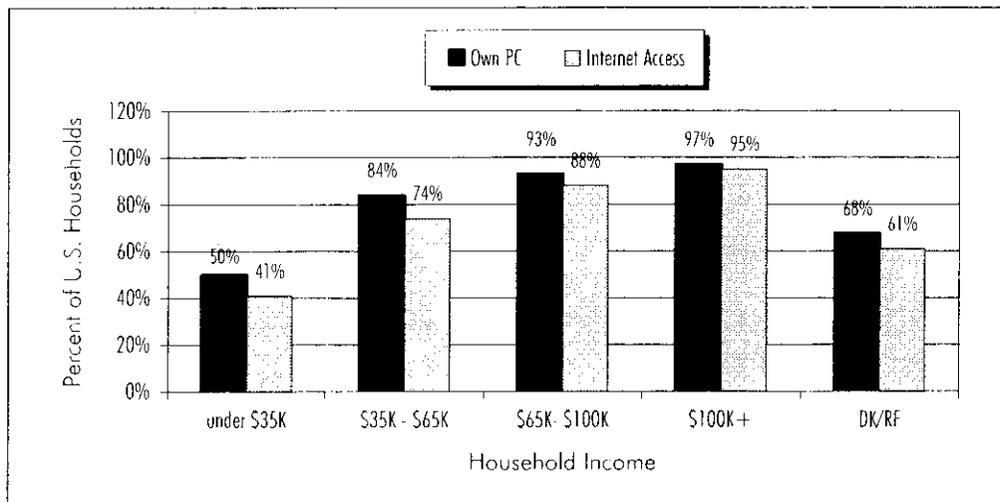
Access to and use of new technologies such as personal computers and the Internet have a large and growing impact on mail use. Although a significant number of pieces both sent and received by households are still related to bills and statements, electronic activity in this area is diverting mail once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

Table 2.8 shows that 70 percent of households have Internet access. The highest levels of access are within households with incomes over \$100,000 in which 95 percent have Internet access, as can be seen in Figure 2.1. Forty-one percent of households with incomes under \$35,000 have Internet access.

For households without Internet access, 34 percent indicated they planned to purchase the service within the next year.

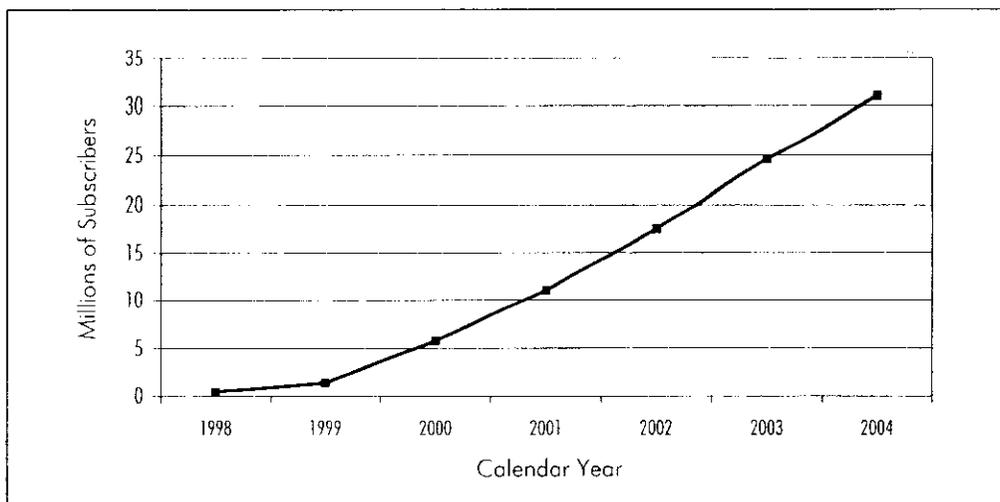
Thirty-eight percent of wired households, or 26 percent of the total, have broadband access (DSL, cable, or T1). Figure 2.2 shows trends in Internet access and broadband connections. The rapid growth of broadband expands the potential scope of electronic diversion of the mail. A fast, always-on connection 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 2.1:**  
PC Ownership and Internet Access



Source: Household Diary Study, FY 2004.

**Figure 2.2:**  
Broadband Subscribers



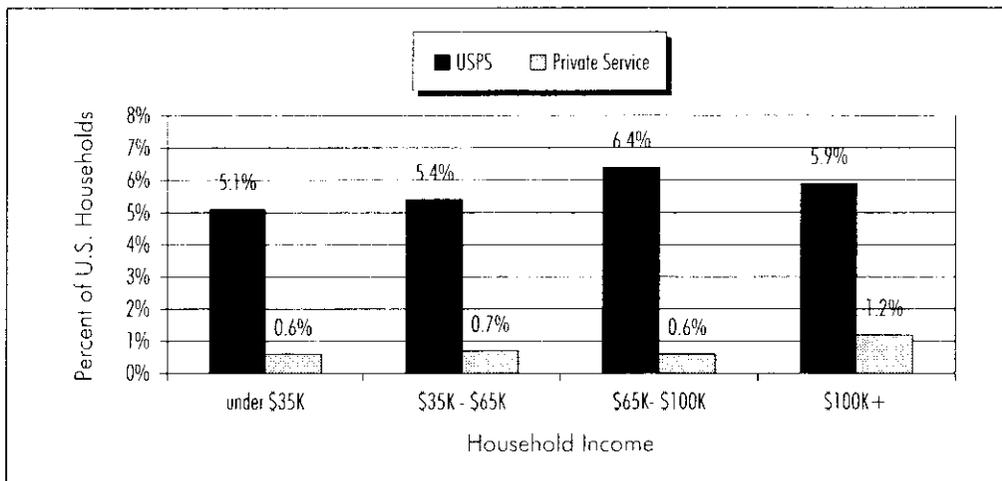
Source: Leichtman Research Group.

## Use of the Post Office

A rented mailbox is one alternative that households use to manage their 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. As seen in Figure 2.3, higher income households are slightly more likely to use a post office box than lower income households, a change from past trends. Overall post office box use, however, declined over the past three years, after 2001, largely as a result of price increases, with less than six percent of U.S. households renting a box from the Postal Service in 2004, compared to ten percent in 2001.

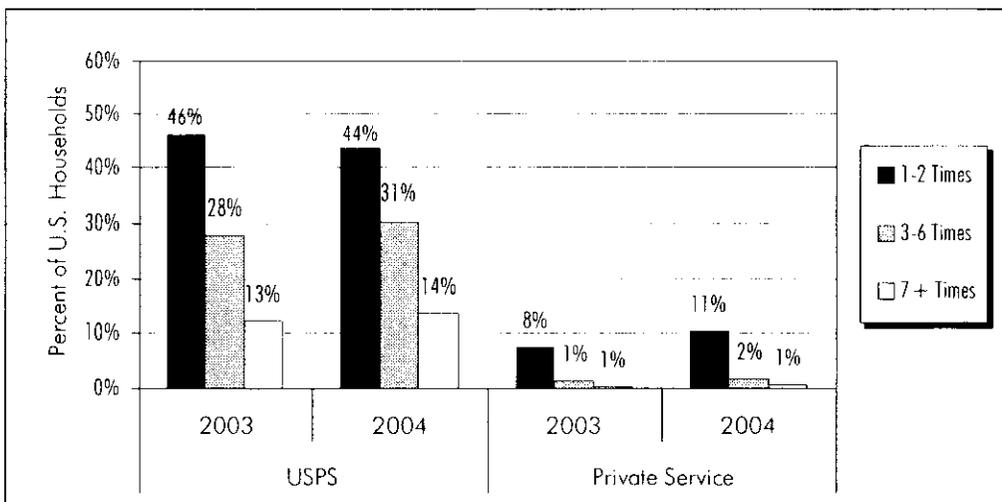
The Postal Service currently owns and operates over 37 thousand post office locations throughout the United States. As shown in Figure 2.4, the use of post offices for mailing services continues to dominate the mail service industry. Over 88 percent of all U.S. households patronize a post office at least once a month, while just fewer than eleven percent visit a private mailing company. Over 45 percent visit a private mailing company. Over 45 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 remain stable. However, visits to private mailing companies declined from 14 percent in 2002.

**Figure 2.3: Household Use of Rented Mailboxes**



Source: Household Diary Study, FY 2004.

**Figure 2.4: Household Visits to Post Office in Past Month**



Source: Household Diary Study, FY 2003 and 2004.  
Years sum to less than 100% due to exclusion of zero responses.

# Chapter 3: Correspondence

## Introduction

This chapter examines correspondence mail among households and between households and businesses including letters, greeting cards, invitations, and announcements. In several cases, this chapter and several following it examine comparisons in data between 2002 and 2004, providing a better illustration of mail trends over time

## Correspondence Mail Volume

Personal correspondence mail has declined for at least 25 years. In 1977, households reported receiving about 2.1 pieces of correspondence mail per week, of which 1.8 pieces was personal correspondence. By 2004, personal correspondence declined by about a third, to 1.1 pieces per household per week, while overall correspondence dropped by only about 0.2 pieces per week. Table 3.1 provides a recent history of correspondence volumes.

To a large extent, the declines in correspondence mail were driven by changes in communication technology over that period. First, affordable long distance telephone service provided an alternative to personal letters and business inquiries, and then e-mail and the Internet transformed the market entirely.

## Correspondence Mail and Household Characteristics

The following tables break down correspondence mail sent and received by households using the demographic categories developed in Chapter 2.

### Income, Education and Age

Table 3.2 shows that household income and educational attainment both have a strong effect on correspondence received. However, as Table 3.3 shows, within a given educational category, income has much less of an effect on the amount of correspondence mail a household sends.

**Table 3.1:**  
First Class Correspondence Mail Sent and Received by Sector

Sector	Volume (Millions of Pieces)			Change, 2002-2004
	2002	2003	2004	
HH to HH	7,154	6,457	6,561	-8.3%
NHH to HH	8,383	8,414	8,446	.8%
HH to NHH	2,586	2,050	2,167	-16.2%
<b>Total</b>	<b>18,123</b>	<b>16,921</b>	<b>17,173</b>	<b>-5.2%</b>
Sector	Pieces per Household per Week			Share of 2004 Total
	2002	2003	2004	
HH to HH	1.3	1.1	1.1	38%
NHH to HH	1.5	1.5	1.5	49%
HH to NHH	.5	.4	.4	13%
<b>Total</b>	<b>3.3</b>	<b>2.9</b>	<b>3.0</b>	

Source: Household Diary Study, FY 2002, 2003 and 2004.  
Totals may not sum due to rounding.

**Table 3.2:**  
Correspondence Mail Received by Income and Education  
(Pieces per Household per Week)

Household Income (Thousands)	Educational Attainment of Head of Household				Total
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under \$35	1.5	2.0	2.1	1.9	1.9
\$35 to \$65	2.9	2.6	2.6	2.7	2.7
\$65 to \$100	1.9	2.8	3.0	3.2	3.0
Over \$100	3.4	2.8	3.2	3.7	3.4
<b>Total</b>	<b>1.9</b>	<b>2.4</b>	<b>2.6</b>	<b>3.1</b>	<b>2.6</b>

Source: Household Diary Study, FY 2004.

**Table 3.3:**  
Correspondence Mail Sent by Income and Education  
(Pieces per Household per Week)

Household Income (Thousands)	Educational Attainment of Head of Household				Total
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under \$35	.9	1.2	1.3	1.2	1.1
\$35 to \$65	1.9	1.5	1.4	1.6	1.5
\$65 to \$100	1.0	1.6	1.6	1.9	1.7
Over \$100	.8	1.3	1.9	1.8	1.7
<b>Total</b>	<b>1.1</b>	<b>1.5</b>	<b>1.5</b>	<b>1.7</b>	<b>1.5</b>

Source: Household Diary Study, FY 2004

Tables 3.4 and 3.5 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. Young adults have traditionally sent and received less mail than older adults, but the gap between these two age groups widened due to the Internet age.

**Table 3.4:**  
Correspondence Mail Received by Income and Age  
(Pieces per Household per Week)

Household Income (Thousands)	Age of Head of Household			Total
	Under 34	35 to 54	Over 55	
Under \$35	1.6	1.7	2.1	1.9
\$35 to \$65	2.1	2.6	3.2	2.7
\$65 to \$100	2.5	2.9	3.5	3.0
Over \$100	2.3	3.3	4.4	3.4
<b>Total</b>	<b>2.0</b>	<b>2.6</b>	<b>2.9</b>	<b>2.6</b>

Source: Household Diary Study, FY 2004.

**Table 3.5: Correspondence Mail Sent by Income and Age**  
(Pieces per Household per Week)

Household Income (Thousands)	Age of Head of Household			Total
	Under 34	35 to 54	Over 55	
Under \$35	.9	1.0	1.3	<b>1.1</b>
\$35 to \$65	1.2	1.1	2.4	<b>1.5</b>
\$65 to \$100	1.3	1.5	2.5	<b>1.7</b>
Over \$100	1.1	1.4	2.9	<b>1.7</b>
<b>Total</b>	<b>1.1</b>	<b>1.3</b>	<b>2.0</b>	<b>1.5</b>

Source: Household Diary Study, FY 2004.

## Household Size

As expected, household size has a positive impact on correspondence mail. Tables 3.6 and 3.7 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 3.8 and 3.9 show that these increases are generally due to the presence of an additional adult in the household.

**Table 3.6:**  
Correspondence Mail Received by Household Size  
(Pieces per Household per Week)

Household Size	
One person	1.8
Two	2.6
Three	2.6
Four	2.8
Five or more	3.2
<b>Total</b>	<b>2.6</b>

Source: Household Diary Study, FY 2004.

**Table 3.7:**  
Correspondence Mail Sent by Household Size  
(Pieces per Household per Week)

Household Size	
One person	1.3
Two	1.7
Three	1.4
Four	1.5
Five or more	1.2
<b>Total</b>	<b>1.5</b>

Source: Household Diary Study, FY 2004.

**Table 3.8:**  
Correspondence Mail Received by Number of Adults in Household  
(Pieces per Household per Week)

Number of Adults	
One	1.8
Two	2.6
Three or more	3.4
<b>Total</b>	<b>2.6</b>

Source: Household Diary Study, FY 2004.

**Table 3.9:**  
Correspondence Mail Sent by Number of Adults in Household  
(Pieces per Household per Week)

Number of Adults	
One	1.2
Two	1.6
Three or more	1.6
<b>Total</b>	<b>1.5</b>

Source: Household Diary Study, FY 2004.

## Internet Access

Households with Internet access also tend to send and receive more correspondence mail than households without. The explanation for this somewhat counterintuitive result is the high correlation among income, educational attainment, and the presence of an Internet connection in the home. In fact, it could be a warning sign for mail, since more volume goes to households that are vulnerable to diversion.

**Table 3.10:**  
Correspondence Mail Received by Type of Internet Access  
(Pieces per Household per Week)

Type of Internet Access	
Broadband	2.8
Dial-up	2.8
None	2.0
<b>Total</b>	<b>2.6</b>

Source: Household Diary Study, FY 2004.

**Table 3.11:**  
Correspondence Mail Sent by Type of Internet Access  
(Pieces per Household per Week)

Type of Internet Access	
Broadband	1.5
Dial-up	1.6
None	1.4
<b>Total</b>	<b>1.5</b>

Source: Household Diary Study, FY 2004.

## Personal Correspondence

In FY 2004, personal correspondence accounted for an average 1.1 pieces per week, the same as in 2003. Table 3.12 shows the total volumes and average number of pieces by personal correspondence type.

The drop in personal letters accounts for most of the per-household decline in personal correspondence mail between 2003 and 2004, continuing a long-term decline. The number of Internet greeting cards grew slightly, however, since 2003. 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.

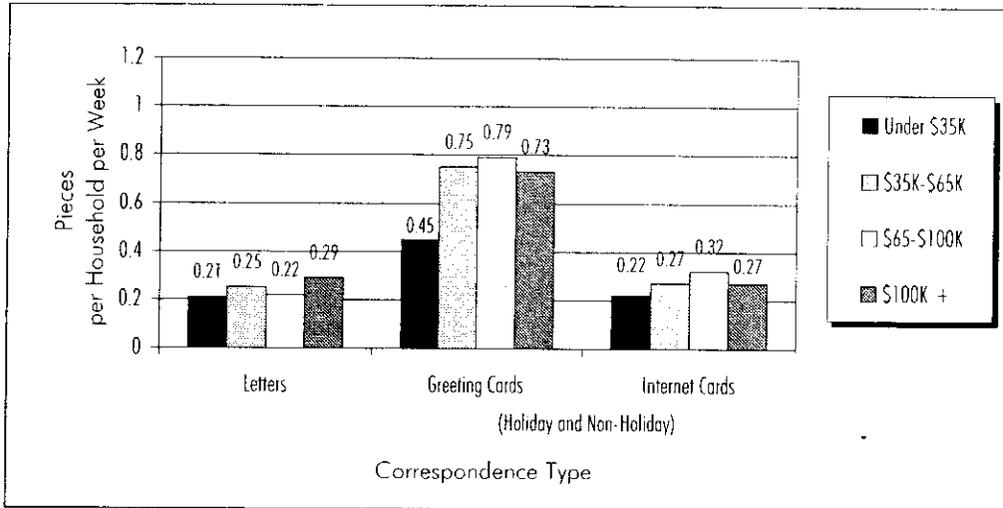
Figure 3.1 shows the major personal correspondence types by income.

**Table 3.12: Personal Correspondence**

Correspondence Type	Volume (Millions of Pieces)			Change, 2002-2004
	2002	2003	2004	
Personal Letters	1,629	1,468	1,385	-18.1%
Holiday Greeting Cards	2,892	2,196	2,417	-16.4%
Non-Holiday Greeting Cards	1,564	1,620	1,597	2.1%
Invitations	593	665	728	22.8%
Announcements	144	183	136	-5.6%
Other Personal	333	326	298	-10.5%
<b>Total</b>	<b>7,154</b>	<b>6,458</b>	<b>6,561</b>	<b>-8.3%</b>
Internet Cards	1,752	1,541	1,654	-5.6%
Correspondence Type	Pieces per Household per Week			Share of 2004 Total
	2002	2003	2004	
Personal Letters	.3	.3	.2	17%
Holiday Greeting Cards	.5	.4	.4	29%
Non-Holiday Greeting Cards	.3	.3	.3	19%
Invitations	.1	.1	.1	9%
Announcements	.0	.0	.0	2%
Other Personal	.1	.1	.1	4%
<b>Total</b>	<b>1.3</b>	<b>1.1</b>	<b>1.1</b>	<b>80%</b>
Internet Cards	.3	.3	.3	20%

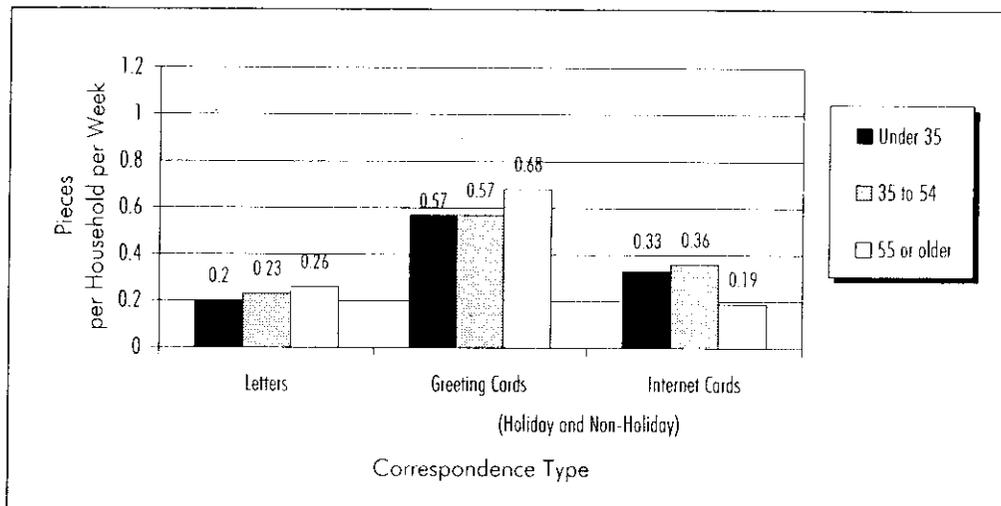
Source: Household Diary Study, FY 2002, 2003 and 2004. Totals may not sum due to rounding.

**Figure 3.1:**  
Weekly Personal Correspondence by Income Group  
(Pieces per Household per Week)



Source: Household Diary Study, FY 2004.

**Figure 3.2:**  
Weekly Correspondence by Age Cohort  
(Pieces per Household per Week)



Source: Household Diary Study, FY 2004.

Personal correspondence sent by households varies with household income. Households with incomes over \$100,000 were more likely to send letters and holiday greeting cards than lower-income households in 2004. 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 2003 holiday season (FY 2004), 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.

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 seventeen letters and 30 non-holiday greeting cards in 2004. They also sent an average of 26 holiday cards. In comparison, households under the age of 35 sent an average of ten letters and seventeen non-holiday greeting cards per year in FY 2004, along with eleven holiday cards. Households whose heads are under 35 years old sent about as many Internet cards as traditional mailed non-holiday greeting

cards in FY 2004, while older households sent many fewer. Households whose heads are 55 or over sent only one third 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 3.3. For every income category, the number of holiday greeting cards received in 2004 is down substantially from 2002. Households with incomes between \$65,000 and \$100,000 received the greatest number of holiday greeting cards during FY 2004 (25.5), but this is down from the 33.6 received in FY 2002. The fall is even more pronounced for households with incomes over \$100,000.

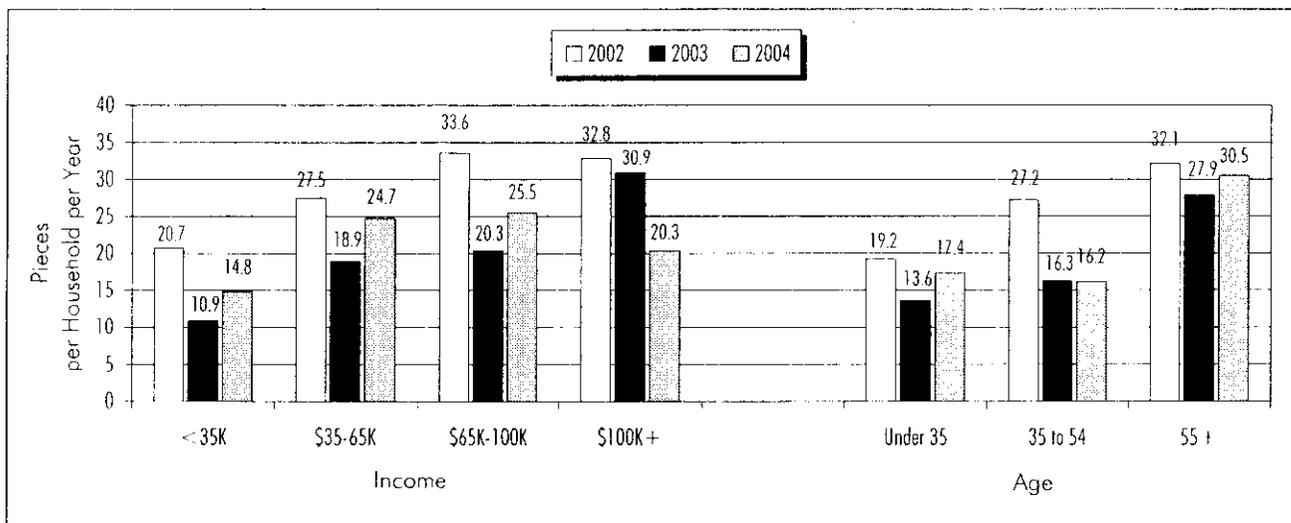
The number of holiday greeting cards received also decreased since 2002 for all age categories. The largest average number of holiday greeting cards are received by households where the head of household is age 55 or older. These households

received an average of 31 pieces in 2004 as compared to the 32 pieces received in 2002.

As shown in Table 3.13, households with Internet access (including both broadband and dial-up) 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 Household Diary Study Personal Technology Questionnaire, 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 3.4.

**Figure 3.3:**  
Holiday Greetings Received by Age and Income, FY 2002, 2003 and 2004



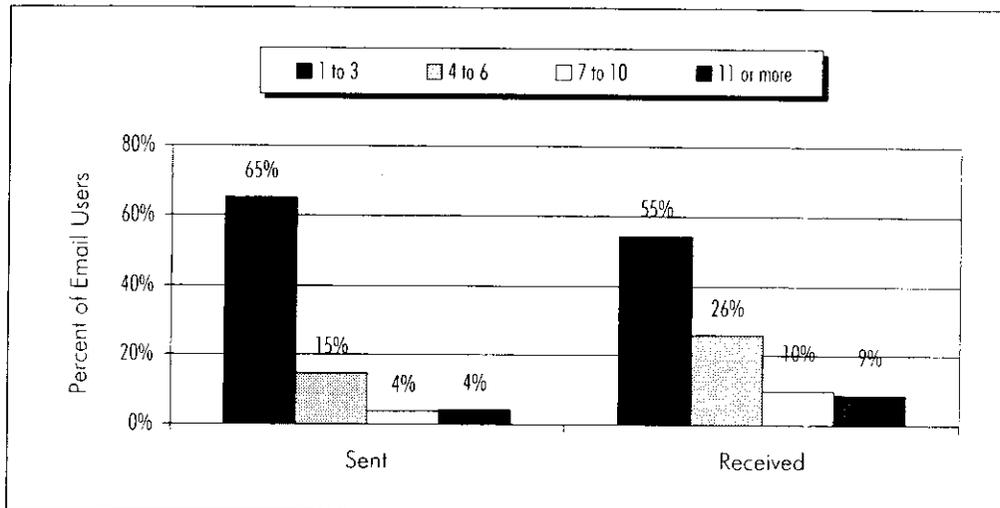
Source: Household Diary Study, FY 2002, 2003 and 2004.

**Table 3.13:**  
Personal Correspondence by Type of Internet Access  
(Pieces per Household per Week)

Correspondence Type	Broadband	Dial-up	No Internet Access
Personal Letters	.24	.25	.22
Holiday Greeting Cards	.33	.47	.40
Non-Holiday Greeting Cards	.27	.32	.22

Source: Household Diary Study, FY 2004.

**Figure 3.4:**  
Daily Personal Emails Sent and Received



Source: Household Diary Study, FY 2004.

Base: Persons 13 Years or Older in the United States that have communicated via e-mail in the past 12 months, FY 2004.

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 4 and 5, households and businesses exchange many types of correspondence. Table 3.14 outlines volumes by

correspondence type for the years 2002 through 2004. Correspondence received from the non-household sector accounts for 56 percent of total correspondence volumes. Announcements and invitations comprise the largest correspondence volumes from nonhouseholds (6.7 billion).

**Table 3.14: Correspondence Type by Sector**  
(Millions of Pieces)

Correspondence Type	2002	2003	2004	Change, 2002-2004
<b>Business/Government/Social Received by Households</b>				
Invitation/Announcement	2,701	3,995	4,657	72.4%
Holiday Greeting from Business	415	300	335	-19.5%
Other Business/Government	2,656	1,214	1,132	-57.4%
<b>Total Business Received</b>	<b>5,772</b>	<b>5,509</b>	<b>6,123</b>	<b>6.1%</b>
Announcement	2,069	2,629	2,042	-1.3%
Other Social	542	276	281	-48.2%
<b>Total Social Received</b>	<b>2,611</b>	<b>2,905</b>	<b>2,323</b>	<b>-11.0</b>
<b>Total Received</b>	<b>8,383</b>	<b>8,414</b>	<b>8,446</b>	<b>.8%</b>
<b>Business/Government/Social Sent by households</b>				
Inquiry	672	664	626	-6.8%
Other Business/Government	1,470	946	1,094	-25.6%
<b>Total Business Sent</b>	<b>2,142</b>	<b>1,610</b>	<b>1,720</b>	<b>-19.7%</b>
Letter	114	110	193	69.3%
Inquiry	109	100	86	-21.1%
Other Social	229	231	168	-26.6%
<b>Total *Social Sent</b> (*Social includes social, political and nonprofit.)	<b>452</b>	<b>440</b>	<b>447</b>	<b>-1.1%</b>

Source: Household Diary Study, FY 2002, 2003 and 2004.

Totals may not sum due to rounding.

# Chapter 4: 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.

## Transactions Mail Volume

Transactions comprise 58 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 volume decreased by 2.4 billion pieces since 2002.**

As shown in Table 4.1, overall transaction volumes have decreased since 2002. This is true for all categories except rebates and donations (which together make up only two percent of total transactions mail). Even the number of bills sent through the mail is beginning to decline in absolute, as well as per-household, terms.

**Table 4.1:**  
Transactions Mail Sent and Received

Transaction Type	Volume (Millions of Pieces)			Change, 2002-2004
	2002	2003	2004	
<b>Business</b>				
Bills	18,595	18,542	18,481	-6%
Bill Payments	11,996	10,707	11,152	-7.0%
Statements	6,874	6,429	6,452	-6.1%
Confirmations	2,860	2,429	2,252	-21.3%
Payments (to HH)	1,635	1,618	1,552	-5.1%
Orders	774	739	734	-5.2%
Rebates	143	185	207	44.8%
<b>Total Business</b>	<b>42,879</b>	<b>40,649</b>	<b>40,828</b>	<b>-4.8%</b>
<b>Social/Charitable</b>				
Requests for Donation	797	729	634	-20.5%
Donations	574	536	598	4.4%
Bill	277	465	182	-34.3%
Confirmations	461	319	306	-33.6%
<b>Total Social/Charitable</b>	<b>2,110</b>	<b>2,049</b>	<b>1,721</b>	<b>-18.4%</b>
<b>Total Transactions</b>	<b>44,988</b>	<b>42,698</b>	<b>42,549</b>	<b>-5.4%</b>

**Table 4.1:**  
Transactions Mail Sent and Received (cont.)

Transaction Type	Pieces per Household per Week			Share of 2004 Total
	2002	2003	2004	
<b>Business</b>				
Bills	3.4	3.2	3.2	43%
Bill Payments	2.2	1.8	1.9	26%
Statements	1.2	1.1	1.1	15%
Confirmations	.5	.4	.4	5%
Payments (to HHI)	.3	.3	.3	4%
Orders	.1	.1	.1	2%
Rebates	.0	.0	.0	1%
<b>Total Business</b>	<b>7.7</b>	<b>7.0</b>	<b>7.0</b>	<b>96%</b>
<b>Social/Charitable</b>				
Requests for Donation	.1	.1	.1	2%
Donations	.1	.1	.1	1%
Bill	.1	.1	.0	0%
Confirmations	.1	.1	.1	1%
<b>Total Social/Charitable</b>	<b>.4</b>	<b>.4</b>	<b>.3</b>	<b>4%</b>
<b>Total Transactions</b>	<b>8.1</b>	<b>7.4</b>	<b>7.4</b>	

Source: Household Diary Study, FY 2002, 2003 and 2004.

## Transactions Mail and Household Characteristics

The following tables break down transactions mail sent and received by households based on the demographic categories introduced in Chapter 2.

## Income, Education, and Age

As seen in Tables 4.2 and 4.3, household income and educational attainment influence the amount of transaction mail sent and received. The basis for this relationship is fairly clear; higher income and better-educated households, on average, have more financial accounts, insurance policies, and credit cards – all generators of transactions mail volume.

**Table 4.2:**  
Transactions Mail Received by Income and Education  
(Pieces per Household per Week)

Household Income (Thousands)	Educational Attainment of Head of Household				Total
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under \$35	3.7	4.0	4.1	4.1	3.9
\$35 to \$65	4.3	5.2	5.6	5.0	5.2
\$65 to \$100	6.6	6.3	6.1	5.8	6.1
Over \$100	5.6	7.3	6.7	7.2	7.0
<b>Total</b>	<b>4.1</b>	<b>5.0</b>	<b>5.4</b>	<b>5.7</b>	<b>5.2</b>

Source: Household Diary Study; FY 2004.

**Table 4.3:**  
Transactions Mail Sent by Income and Education  
(Pieces per Household per Week)

Household Income (Thousands)	Educational Attainment of Head of Household				Total
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under \$35	1.4	1.6	1.6	1.7	1.6
\$35 to \$65	2.3	2.1	2.1	2.2	2.1
\$65 to \$100	2.3	2.7	2.7	2.5	2.6
Over \$100	.8	2.9	2.7	2.7	2.7
<b>Total</b>	<b>1.8</b>	<b>2.1</b>	<b>2.2</b>	<b>2.4</b>	<b>2.1</b>

Source: Household Diary Study, FY 2004.

Tables 4.4 and 4.5, 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 the case that these households are more active users of electronic alternatives to traditionally mail-based transactions. This is especially conspicuous for transactions mail sent by households (primarily bill payments), where households under 35 years old sent only about 60 percent as much mail as older households.

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

**Table 4.4:**  
Transactions Mail Received by Income and Age  
(Pieces per Household per Week)

Household Income (Thousands)	Age of Head of Household			Total
	Under 34	35 to 54	Over 55	
Under \$35	3.7	4.3	3.9	3.9
\$35 to \$65	5.0	5.2	5.3	5.2
\$65 to \$100	5.3	6.2	6.5	6.1
Over \$100	5.1	7.1	7.9	7.0
<b>Total</b>	<b>4.5</b>	<b>5.6</b>	<b>5.1</b>	<b>5.2</b>

Source: Household Diary Study, FY 2004.

**Table 4.5:**  
Transactions Mail Sent by Income and Age  
(Pieces per Household per Week)

Household Income (Thousands)	Age of Head of Household			Total
	Under 34	35 to 54	Over 55	
Under \$35	1.1	1.6	1.8	1.6
\$35 to \$65	1.6	2.2	2.6	2.1
\$65 to \$100	1.8	2.8	2.8	2.6
Over \$100	1.4	2.7	3.4	2.7
<b>Total</b>	<b>1.4</b>	<b>2.4</b>	<b>2.4</b>	<b>2.1</b>

Source: Household Diary Study, FY 2004.

### Household Size

In terms of household size, Tables 4.6 and 4.7 show that going from a one-person household to a two-person household adds about 2.4 pieces of transaction mail per week sent and received, but that further changes add little volume.

**Table 4.6:**  
Transactions Mail Received by Household Size  
(Pieces per Household per Week)

Household Size	Total
One person	3.4
Two	5.2
Three	5.3
Four	6.0
Five or more	6.1
<b>Total</b>	<b>5.2</b>

Source: Household Diary Study, FY 2004.

**Table 4.7:**  
Transactions Mail Sent by Household Size  
(Pieces per Household per Week)

Household Size	
One person	1.7
Two	2.3
Three	2.0
Four	2.1
Five or more	2.3
<b>Total</b>	<b>2.1</b>

Source: Household Diary Study, FY 2004.

For transactions mail received, Table 4.8 shows that each additional adult adds about 1.5 pieces of mail per week, but there is not as large an increase in mail sent in Table 4.9.

**Table 4.8:**  
Transactions Mail Received by Number of Adults in Household  
(Pieces per Household per Week)

Number of Adults in HH	
One	3.6
Two	5.3
Three or more	6.7
<b>Total</b>	<b>5.2</b>

Source: Household Diary Study, FY 2004.

**Table 4.9:**  
Transactions Mail Sent by Number of Adults in Household  
(Pieces per Household per Week)

Number of Adults in HH	
One	1.7
Two	2.2
Three or more	2.5
<b>Total</b>	<b>2.1</b>

Source: Household Diary Study, FY 2004.

## Internet Access

Interestingly, Tables 4.10 and 4.11 show that households with 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 4.10:**  
Transactions Mail Received by Internet Access  
(Pieces per Household per Week)

Type of Internet Access	
Broadband	6.1
Dial-up	5.5
None	3.9
<b>Total</b>	<b>5.2</b>

Source: Household Diary Study, FY 2004.

**Table 4.11:**  
Transactions Mail Sent by Internet Access  
(Pieces per Household per Week)

Type of Internet Access	
Broadband	2.3
Dial-up	2.3
None	1.7
<b>Total</b>	<b>2.1</b>

Source: Household Diary Study, FY 2004.

## Bill Payment

The average number of bills paid per month per household in 2004 was 12.0, up slightly 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 provided additional bill receipt and payment options. The most important of these are automatic deduction and on-line bill payment. The Household Diary Study measures bill payment by all of these methods. Table 4.12 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 8.3 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 (50 percent of households) and in-person (35 percent). However, the number of actual bills paid by these methods is relatively small (an average of 1.1 and 0.8 pieces per month, respectively).

Notably, households reported paying more monthly bills in 2004 than in 2002 by electronic methods only. As Figure 4.1 shows, these electronic methods account 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 more than tripled, largely at the expense of the mail. Figure 4.2 shows that automatic deductions 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.

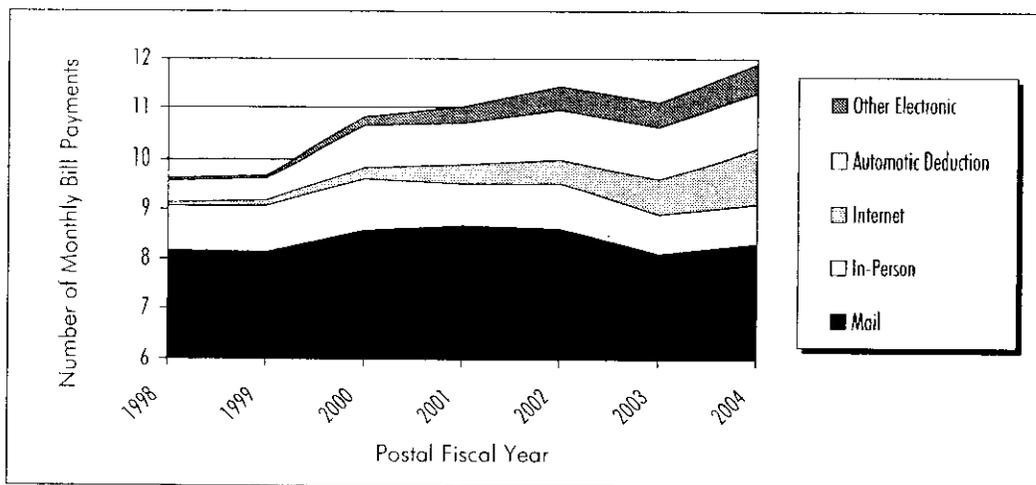
**Over the last five years, the average number of bills paid by electronic methods has more than tripled.**

**Table 4.12:**  
Bill Payment by Method, FY 2002, 2003, and 2004

Bill Payment Method	2002	2003	2004		
	Average Number of Bills Paid per Month	Average Number of Bills Paid per Month	Average Number of Bills Paid per Month	Share of Bills Paid	Percent of Households Using Method
Mail	8.6	8.3	8.3	69%	95%
Automatic Deduction	1.0	1.0	1.1	10%	50%
Internet	.5	.7	1.1	9%	22%
In person	.9	.8	.8	6%	35%
Credit Card	.2	.2	.3	3%	21%
Telephone	.2	.2	.3	2%	14%
ATM	.0	.0	.0	0%	2%
<b>Total</b>	<b>11.4</b>	<b>11.5</b>	<b>12.0</b>		—

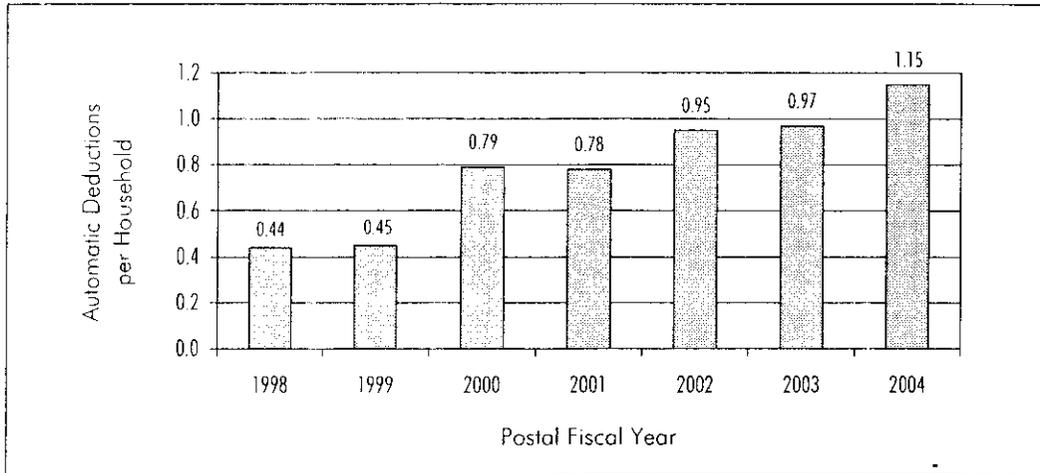
Source: Household Diary Study, FY 2002, 2003 and 2004.

**Figure 4.1:**  
Monthly Average Household Bill Payment by Method



Source: Household Diary Study, FY 1998-2004.

**Figure 4.2:**  
Average Monthly Automatic Deductions per Household



Source: Household Diary Study, FY 1998-2004.

The types of bills paid by mail are shown in Table 4.13. 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 telephone bills by mail, followed by electric bills (69 percent), credit card bills (62 percent), natural gas/other fuel bills (55 percent), and water/sewer bills (50 percent).

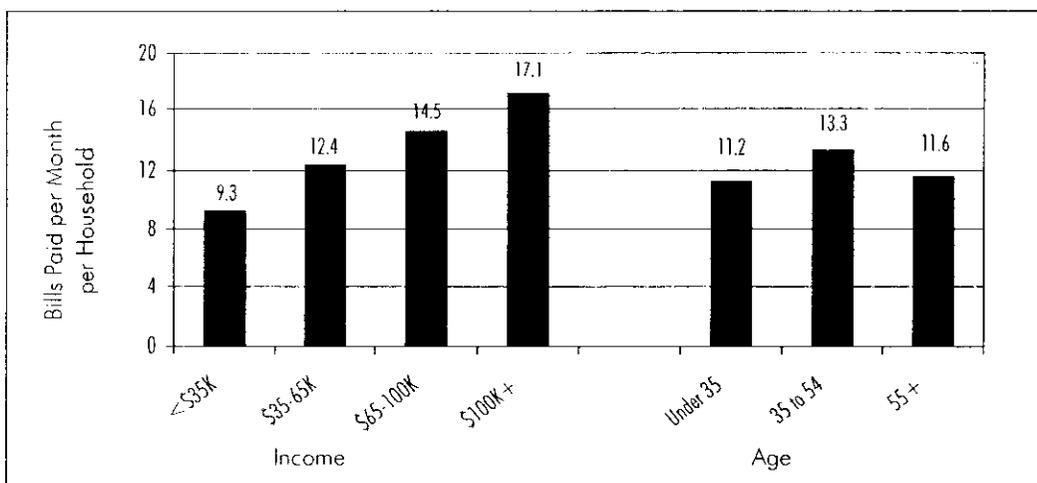
**Table 4.13:**  
Top Bills Paid by Mail

Bill Type	Percent of Household		
	2002	2003	2004
Telephone	70%	72%	71%
Electric	70%	72%	69%
Credit Cards	58%	61%	62%
Natural Gas/ Propane/Fuel	53%	56%	55%
Water/Sewer	47%	51%	50%

Source: Household Diary Study, FY 2002, 2003 and 2004.

The Household Diary Study 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 4.3 shows the total average number of bills paid per month for each income and age group.

**Figure 4.3:**  
Average Bills Paid per Month by Income and Age

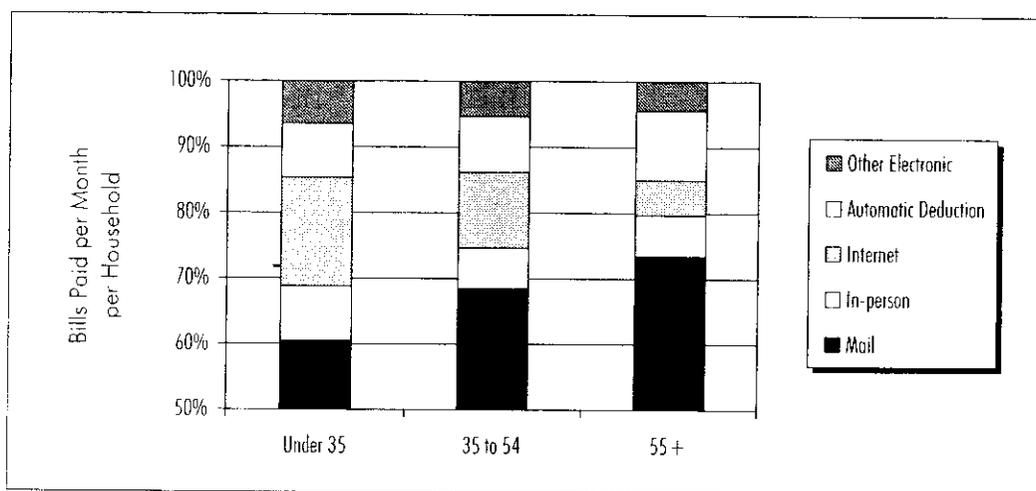


Source: Household Diary Study, FY 2004.

Unsurprisingly, the number of bills paid per month is positively related to household income. Households with incomes over \$100,000 paid an average of over seventeen bills per month in FY 2004, 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 than households where the head of household is between 35 and 54.

More of the bills that younger households pay are paid electronically. As shown in Figure 4.4, the younger the head of a household is, the more likely it is that that household will pay bills electronically. Households whose head is under 35 years old pay about 60 percent of their bills by mail, and more than 30 percent electronically, compared to households whose head is over 55, who pay more than 70 percent of bills by mail, and only about 20 percent electronically. The greatest divergence is in Internet bill paying, where younger households pay more than 15 percent of bills, while older households pay less than five percent.

**Figure 4.4:**  
Bill Payment Method by Age



Source: Household Diary Study, FY 2004.

## Bills and Statements Received

Table 4.14 shows the overall volume of bills and statements received. The largest volumes of bills originate from credit card companies (3.6 billion), utility companies (2.7 billion), and telephone companies (2.5 billion). Statements received are predominantly sent by the financial sector, including banks, insurance companies, and other financial institutions such as brokerage firms. Overall, the volume of statements received by households from the financial sector declined since 2002. This year, U.S. households received a total of 5.7 billion statements from financial institutions. In 2002, that figure was 6.2 billion.

About 44 percent of First Class Mail received by households is bills and statements. In FY 2004, households received 18 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 FY 2004 dropped overall (see Table 4.14). As shown in Figure 4.5, the drop in the number of statements received by mail was greatest for higher income households. Households with incomes over \$100,000 received an average of 1.8 statements per week in FY 2004, compared to 2.1 in 2002.

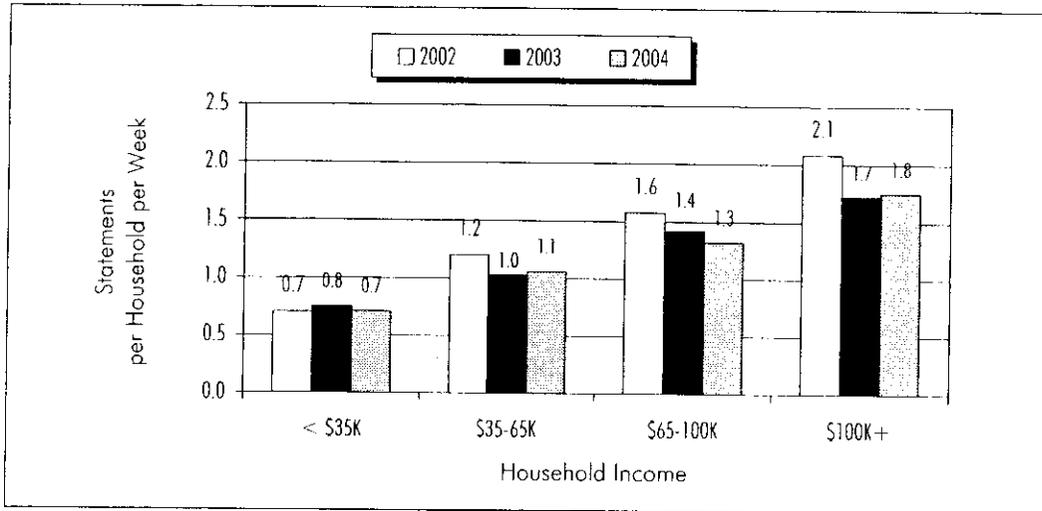
Although the number of bills and statements households receive through the mail is declining on a per household basis, the number of bills received over the Internet is growing rapidly. Table 4.15 shows the average volume of bills received by mail and over the Internet.

**Table 4.14:**  
**Bill and Statement Volumes by Industry**

Industry	Volumes	
	Bills (Millions)	Statements (Millions)
<b>Financial</b>		
Bank, S&L, Credit Union	1,225	3,604
Credit Card	3,585	16
Insurance Company	2,161	468
Real Estate/Mortgage	329	87
Other Financial	166	1,580
<b>Merchants</b>		
Department Store	699	8
Publisher	489	11
Mail Order Company	272	11
Other Merchants	425	18
<b>Service</b>		
Telephone Company	2,435	20
Utility Company	2,672	30
Medical and Other Professional	1,807	80
Cable TV	830	6
Other Service	648	90
<b>Manufacturers</b>	67	20
<b>Government</b>	574	264
<b>Social/Nonprofit</b>	11	1
<b>Other/Don't Know/Refused</b>	87	139

Source: Household Diary Study, FY 2004.

**Figure 4.5:**  
Statements Received by Mail by Income



Source: Household Diary Study, FY 2002, 2003 and 2004.

**Table 4.15:**  
Average Monthly Bills Received by Method

Method	2002	2003	2004
Mail	14.69	13.87	13.76
Internet	.14	.18	.79
<b>Total</b>	<b>14.83</b>	<b>14.05</b>	<b>14.55</b>

Source: Household Diary Study, FY 2002, 2003 and 2004.

# Chapter 5: Advertising Mail

## Introduction

This chapter examines advertising mail, which is any advertising, promotional, or sales material sent through the Postal Service. Advertising mail can be sent as First-Class or Standard Mail.

## The Advertising Market

In 2004, American businesses spent more than \$263 billion advertising their products and services, an increase of 7.4 percent over 2003. Of this total advertising spending, nearly 20 percent was spent on direct mail.

**Twenty percent of total advertising dollars were spent on direct mail advertising in 2004.**

Direct mail was the leading media choice of advertisers in 2004, followed by newspapers and television. Direct mail advertising spending increased 8.0 percent in 2004, outpacing the growth in newspapers, radio and total advertising spending, as shown in Table 5.1.

**Table 5.1:**  
U.S. Advertising Spending by Medium, 2002-2004  
(Billions of Dollars)

Medium	2002	2003	2004	Percent Change 2003-2004
Direct Mail	\$46.1	\$49.1	\$52.2	8.0%
Newspapers	\$44.0	\$45.4	\$46.9	4.7%
Television	\$42.1	\$43.2	\$46.0	9.7%
Radio	\$18.9	\$19.5	\$19.8	3.6%
Magazines	\$11.0	\$11.8	\$12.1	6.0%
Internet	\$4.9	\$5.6	\$7.1	25.0%
All Other	\$70.0	\$74.5	\$79.5	7.3%
<b>Total</b>	<b>\$236.9</b>	<b>\$249.2</b>	<b>\$263.7</b>	<b>7.4%</b>

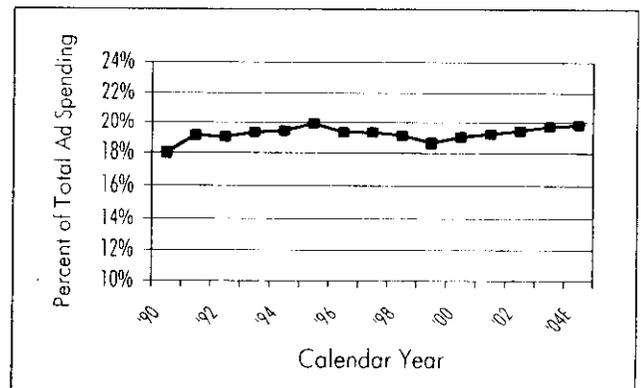
Source: McCann-Erickson, actual through 2003, estimates for 2004.

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, and free samples. 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 cost savings 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 for a television commercial or magazine advertisement. This feature alone gives advertising mail a key advantage over its competitors.

Figure 5.1 shows that direct mail's share of total advertising spending has been on an upward trend for most of the past 14 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 it has maintained since then except for a temporary decline in 2000 due to a spike in Internet advertising.

**Figure 5.1:**  
Direct Mail as a Share of Total Advertising, 1990-2004



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

## Advertising Mail Volumes

Households received 94.8 billion pieces of advertising mail in 2004, up from 89.8 billion in 2002. Advertising mail represented more than half of all mail received by households in 2004.

**In 2004, households received 94.8 billion pieces of advertising mail, up from 89.8 billion in 2002.**

Table 5.2 shows that First-Class advertising mail accounts for 16.3 billion pieces, or 17 percent, of all advertising mail received by households. Of this First-Class advertising mail, 8.8 billion pieces are advertising only, while the other 7.5 billion pieces are secondary advertising, such as an advertisement enclosed with a bill. The level of First-Class advertising mail has dropped considerably since 2002 even though overall advertising mail to households has grown. Households each receive about as much advertising mail in 2004 as they did in 2002, but they receive about 11 percent less First-Class advertising, and about 17 percent fewer First-Class pieces that contain only advertising.

The decline in First-Class pieces with advertising enclosed mirrors the decline in bills received by households, as expected. The decline in First-Class advertising-only mail comes as a result of advertisers switching from First-Class to Standard Mail to take advantage of lower rates.

**Standard Mail accounts for 83 percent of total advertising mail.**

About 83 percent of all advertising mail received by households is sent as Standard Mail, a total of 78.1 billion pieces in 2004 or 13.4 pieces per household per week. This represents a significant increase over 2002. However, around 40 percent of the increase came in Standard Nonprofit Mail, which includes political and campaign mailings. Since 2004 was an election year, the 2003 and 2004 data include a large amount of campaign mail (the 2003 data include mail related to the primaries), but 2002 saw relatively little of this mail. Even so, Standard Regular Mail showed strong growth over the same two years as well, indicating increased advertising beyond political campaigning.

**Table 5.2:**  
Advertising Mail by Mail Classification

Mail Classification	Volume (Billions of Pieces)			Growth, 2002-2004
	2002	2003	2004	
<b>First-Class Advertising</b>	<b>18.4</b>	<b>17.5</b>	<b>16.3</b>	<b>-11%</b>
Advertising Only	10.6	9.7	8.8	-17%
Secondary Advertising	7.8	7.8	7.5	-4%
<b>Standard Mail</b>	<b>71.1</b>	<b>74.2</b>	<b>78.1</b>	<b>10%</b>
Presorted Standard or Bulk Rate	61.3	61.9	65.4	7%
Nonprofit	9.8	12.4	12.8	31%
Unsolicited Samples (all classes)	.3	.4	.4	18%
<b>Total Advertising</b>	<b>89.8</b>	<b>92.0</b>	<b>94.8</b>	<b>6%</b>
Unaddressed Mail	6.0	6.9	6.7	12%

**Table 5.2: Advertising Mail by Mail Classification (cont.)**

Mail Classification	Pieces per HH per Week)			Share of Total
	2002	2003	2004	
<b>First-Class Advertising</b>	<b>3.3</b>	<b>3.0</b>	<b>2.8</b>	<b>17%</b>
Advertising Only	1.9	1.7	1.5	9%
Secondary Advertising	1.4	1.3	1.3	8%
<b>Standard Mail</b>	<b>12.8</b>	<b>12.8</b>	<b>13.4</b>	<b>83%</b>
Presorted Standard or Bulk Rate	11.1	10.7	11.2	69%
Nonprofit	1.8	2.1	2.2	13%
Unsolicited Samples (all classes)	.1	.1	.1	0%
<b>Total Advertising</b>	<b>16.2</b>	<b>15.9</b>	<b>16.3</b>	<b>100%</b>
Unaddressed Mail	1.1	1.2	1.2	N/A

Source: Household Diary Study, FY 2002, 2003 and 2004.

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

## Advertising Mail and Household Characteristics

### Income, Education, and Age

As advertising mail is used to sell goods and services, it's not surprising that the amount of ad mail received by a household is closely tied to income and education.

The relationship between advertising mail and household income is quite strong, as seen in Table 5.3. Households with less than \$35,000 income receive less than half as much advertising mail as households with \$100,000 or more income.

Table 5.3 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 11.0 pieces per week for households headed by someone without a high school degree to 13.9 pieces per week for households headed by a college graduate. The pattern is repeated 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 its relative effectiveness 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 5.3: Ad Mail by Income and Education**  
(Pieces per Household per Week)

Household Income (Thousands)	Education of Head of Household				Total
	Less than High School	High School graduate	Some College or Technical School	College graduate	
Under \$35	11.0	12.5	12.7	13.9	<b>12.3</b>
\$35 to \$65	13.6	15.6	17.1	18.2	<b>16.5</b>
\$65 to \$100	12.0	18.8	21.5	22.2	<b>20.6</b>
Over \$100	20.1	23.9	24.4	29.0	<b>27.0</b>
<b>Total</b>	<b>11.9</b>	<b>15.8</b>	<b>17.7</b>	<b>22.0</b>	<b>17.5</b>

Source: Household Diary Study, FY 2004.

Table 5.4 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 5.4:**  
Ad Mail by Income and Age  
(Pieces per Household per Week)

Household Income (Thousands)	Age of Head of Household			Total
	Under 34	35 to 54	Over 55	
Under \$35	9.3	11.3	14.4	<b>12.3</b>
\$35 to \$65	13.3	15.8	20.3	<b>16.5</b>
\$65 to \$100	16.5	21.3	23.0	<b>20.6</b>
Over \$100	19.7	27.5	30.2	<b>27.0</b>
<b>Total</b>	<b>12.9</b>	<b>18.6</b>	<b>19.0</b>	<b>17.5</b>

Source: Household Diary Study, FY 2004.

## Household Size

Tables 5.5 and 5.6 show advertising mail received increases as the size of the household (Table 5.5) and the number of adults in the household (Table 5.6) 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 13.5 pieces of advertising mail per week. With two adults in the household, the average increases to 18.0 pieces per week, but rises only to 20.1 pieces per week when there are three or more adults in the household.

**Table 5.5:**  
Ad Mail by Size of Household  
(Pieces per Household per Week)

Household Size	
One person	13.9
Two	18.1
Three	17.3
Four	19.3
Five or more	18.0
<b>Total</b>	<b>17.5</b>

Source: Household Diary Study, FY 2004.

**Table 5.6:**  
Ad Mail by Number of Adults  
(Pieces per Household per Week)

Number of Adults	
One	13.5
Two	18.0
Three or more	20.1
<b>Total</b>	<b>17.5</b>

Source: Household Diary Study, FY 2004.

## Internet Access

Finally, Table 5.7 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 advertising mail continues to be sent even when other advertising media become available.

**Table 5.7:**  
Ad Mail by Internet Access  
(Pieces per Household per Week)

Type of Internet Access	
Broadband	21.2
Dial-up	18.3
None	12.9
Total	17.5

Source: Household Diary Study, FY 2004.

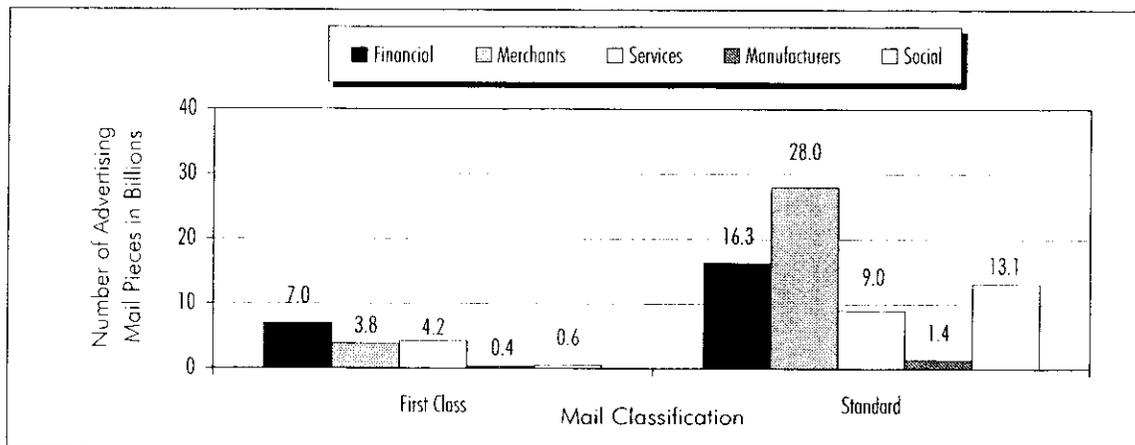
## Senders of Advertising Mail

Figure 5.2 provides some data on the senders of advertising mail to households. Merchants are the largest senders, mailing about 38 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 because many bills and statements, especially those for credit cards, include advertising.

## Attitudes Toward Advertising

With almost \$264 billion spent in the United States on advertising, it is not surprising that few households wish they received more advertising. Yet, many households find some advertising to be interesting. Figure 5.3 shows about 42 percent of households find at least some direct mail interesting, a figure that is about the same as for television and radio advertising and less than for newspapers.

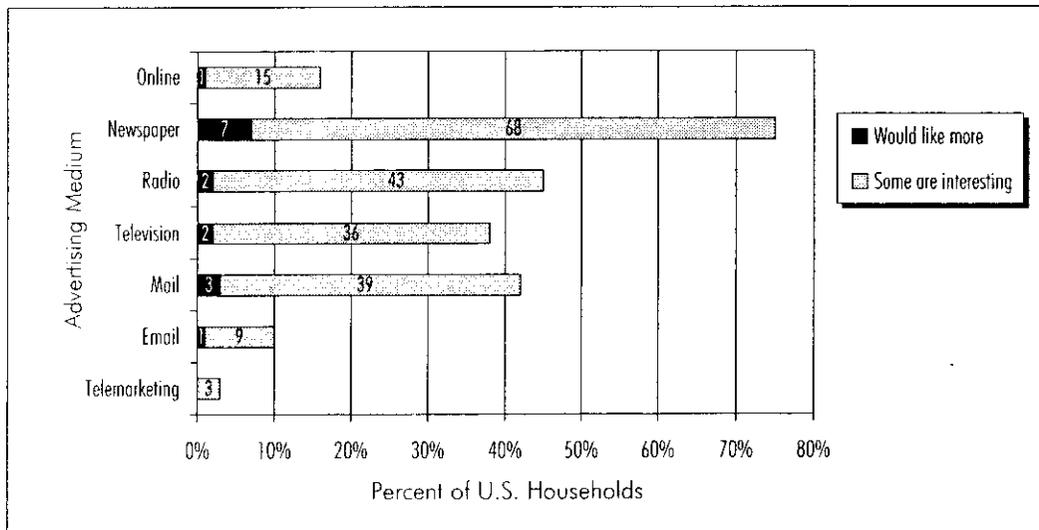
**Figure 5.2:**  
Advertising Volumes for First-Class and Standard Mail Advertising by Sender Type



Source: Household Diary Study, FY 2004.

Base: First-Class and Standard Advertising Mail Pieces excluding Unsolicited Samples and pieces for which no industry of sender was given.

**Figure 5.3:**  
Attitudes Toward Advertising by Medium



Source: Household Diary Study, FY 2004.

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

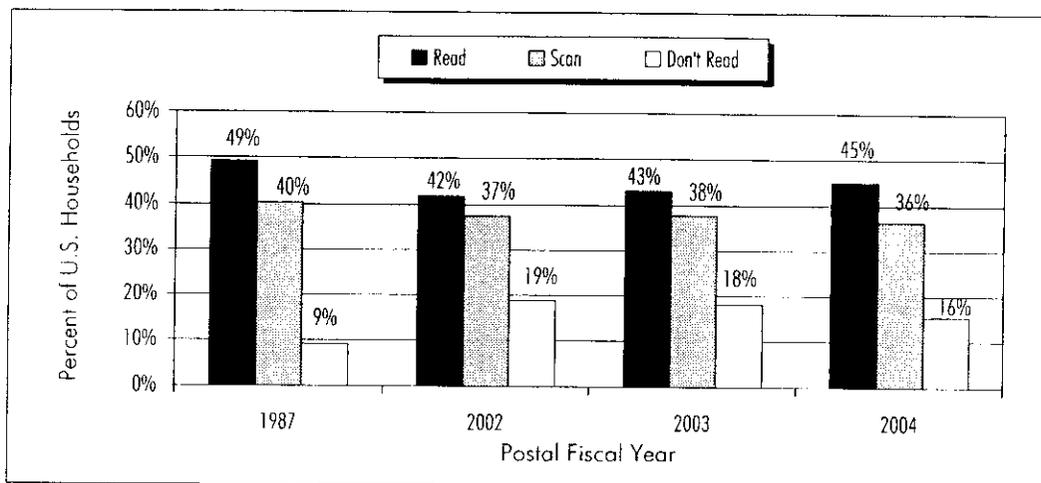
The comparison of direct mail with e-mail advertising and telemarketing is particularly revealing. Unlike newspaper, radio or television advertising -- where the consumer has chosen to view the media -- direct mail, e-mail, and telemarketing are largely unsolicited advertising. Given this, the fact that 39 percent of households find some direct mail advertising interesting is striking when compared with the 9 percent and 3 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 5.4 shows 45 percent of households usually read their advertising mail, while another 36 percent

scan the mail. Only 16 percent of households report 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 U.S. households read more advertising mail now than in the past.

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

**Figure 5.4:**  
Advertising Mail Behavioral Trends — 1987, 2002, 2003 and 2004



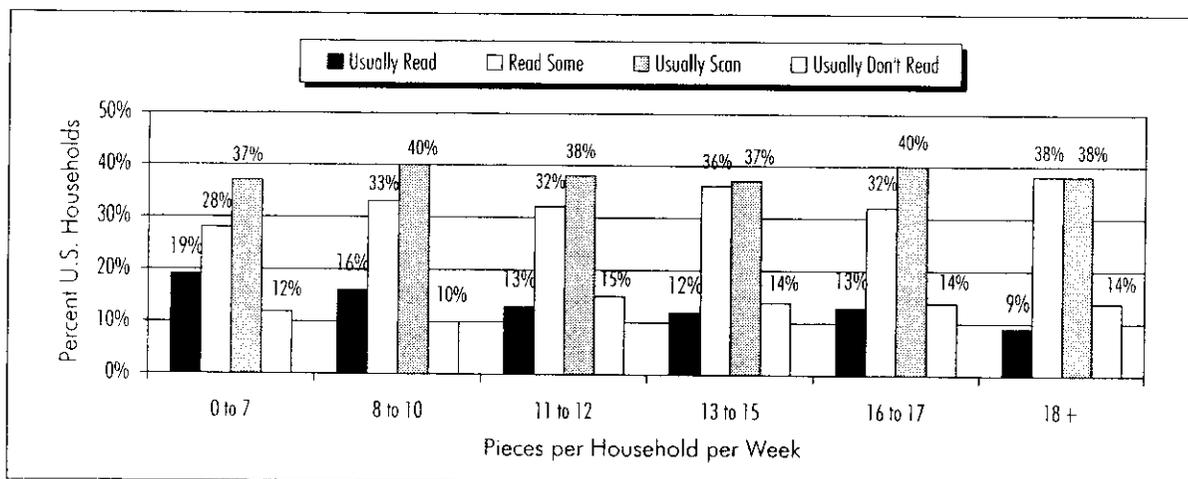
Source: Household Diary Study.

Note: Percentages do not include those who did not provide a response.

Another interesting result is found in Figure 5.5. 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, 56 percent usually read all or some of the mail and 12 percent usually do not

read any. Among households that receive eighteen or more pieces per week, 47 percent usually read all or some and 14 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 5.5:**  
Treatment of Standard Advertising Mail by Number of Standard Mail Pieces Received per Week



Source: Household Diary Study, FY 2004.

## Effectiveness of Advertising Mail

Ultimately, advertisers send direct mail because it works – household members read and respond to it. Table 5.8 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 (10.7 percent and 8.6 percent of pieces, respectively). The table also shows that households say they may respond to another 16.7 percent of Standard advertising and 10.5 percent of First-Class advertising. This is not to say that a similar mailpiece would receive a higher response rate if mailed via Standard Mail; it is more likely the result of a different mix of advertising in Standard Mail. For example, catalogs are routinely mailed Standard Mail, but infrequently mailed First-Class.

Figure 5.6 presents the total number of responses to advertising mail by income. As was seen in Tables 5.3 and 5.4, higher income households received more advertising mail. Figure 5.6 combines the data on the amount of advertising mail received 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 they intend to respond to 1.9 pieces of advertising mail per week, and they may respond to another 3.5 pieces per week. Other high-income households also indicate they will respond to more than one piece of advertising mail per week, as do many of the lower income households.

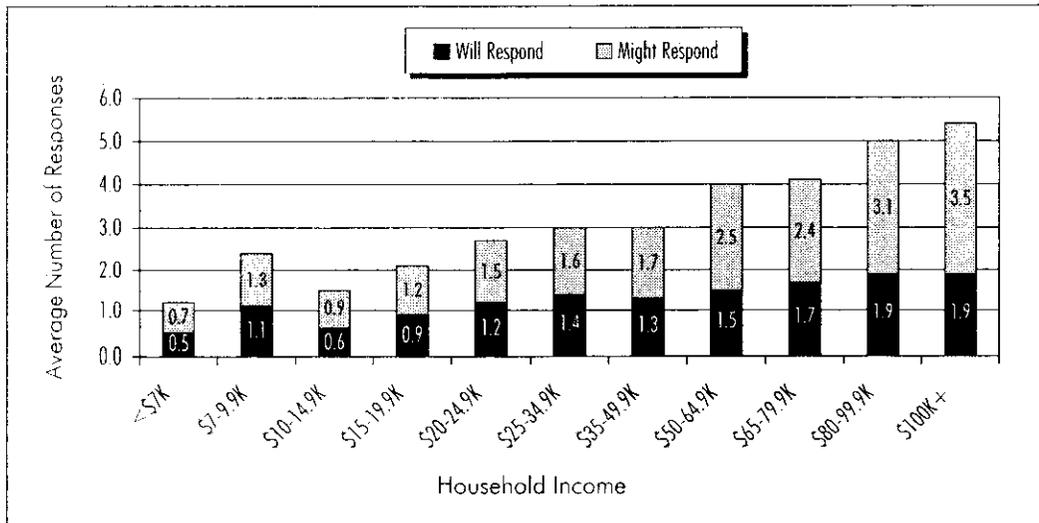
While intended responses are not always the same as actual responses, the data presented in Table 5.8 and Figure 5.6 help explain why direct mail is the number one choice of advertisers in America.

**Table 5.8:**  
Intended Response to Advertising Mail by Class  
(Percentage of Pieces)

Response	First-Class	Standard
Yes	8.6%	10.7%
Maybe	10.5%	16.7%
No	66.1%	59.1%
No Answer	14.8%	13.5%

Source: Household Diary Study, FY 2004.

**Figure 5.6:**  
Average Number of Responses by Income



Source: Household Diary Study, FY 2004.

# Chapter 6: Periodicals

## Introduction

This chapter examines periodicals sent to households. Periodicals 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 more than one quarter of periodicals received by nonhouseholds go to doctors' offices or other businesses.

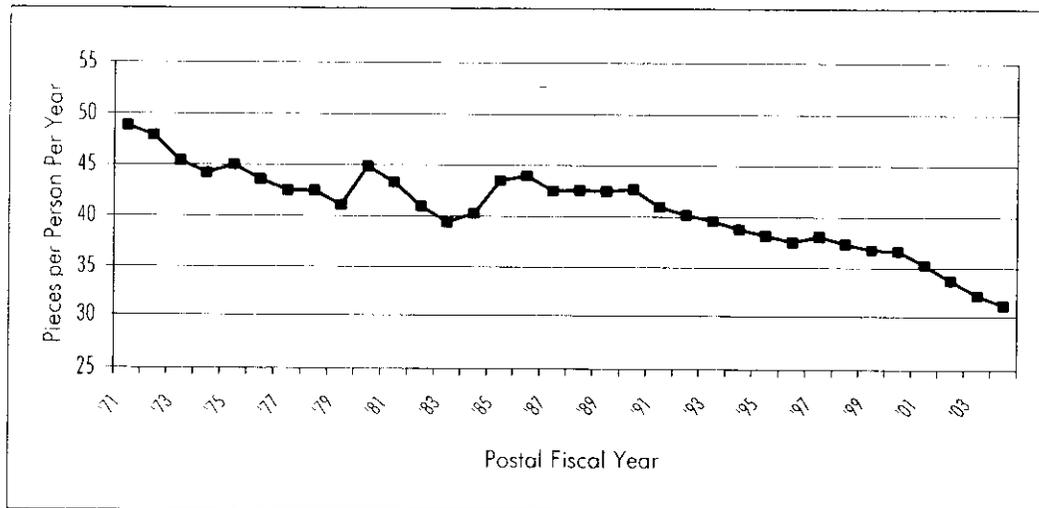
**Historically, changes in total Periodicals Mail volumes have not kept pace with population growth.**

## The Periodical Market

Total Periodicals Mail volumes have not kept pace with population growth over time, as seen in Figure 6.1. Periodicals volumes reached a peak in 1990 at 10.7 billion pieces, but declined each year since 1997, with the exception of FY 2000. In that year, periodicals volumes were temporarily buoyed by an influx of advertising revenue during the dot.com boom. Since FY 2000, the volume dropped dramatically.

Historically, troughs in periodicals volumes have lagged 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, periodicals 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 6.1:**  
Periodicals Mail Volume per Person – 1971 to 2004  
(Annual Pieces per Person)



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

## Advertising's Impact on Periodicals

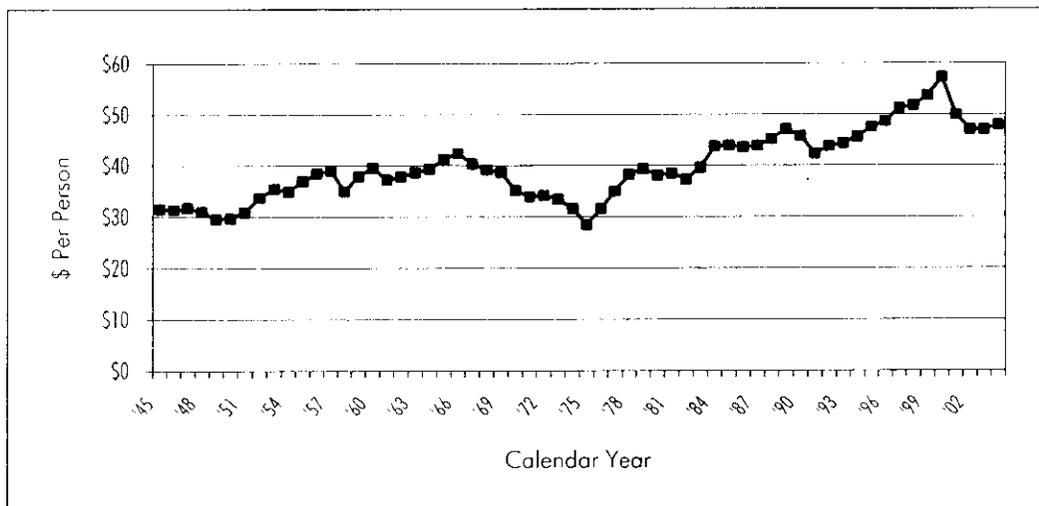
Advertising spending translates into advertising revenue, and the key determinant of magazine profitability is advertising revenue. But advertising spending on magazines has declined each year since its peak in 2000. This suggests that changes in available advertising revenues alter the profitability of the magazine industry.

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 Gross Domestic Product (GDP) rose 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 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, Periodicals volumes may be headed toward long-term decline.

As shown in Figure 6.2, there was a sharp decline in real per capita magazine advertising spending since 2000, although total advertising per capita increased slightly in 2002 through 2004.

**Figure 6.2:**  
Real Per-Capita Magazine Advertising Spending



Source: McCann Erickson, U.S. Census Bureau.

## Household Periodicals Volume

Table 6.3 shows the breakdown of periodicals received by households. In FY 2004, households received 6.7 billion periodicals, down about eight percent from FY 2002. Seventy-five percent of all periodicals received by households were magazines, a strong increase since 1987, when the share was 59 percent. In 2004, households received an average of 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 Periodicals volumes, down from the 35 percent share in 1987. The number of newspapers received per household each week declined from 0.6 to 0.3, while magazines only declined from 1.0 to 0.8 pieces per week.

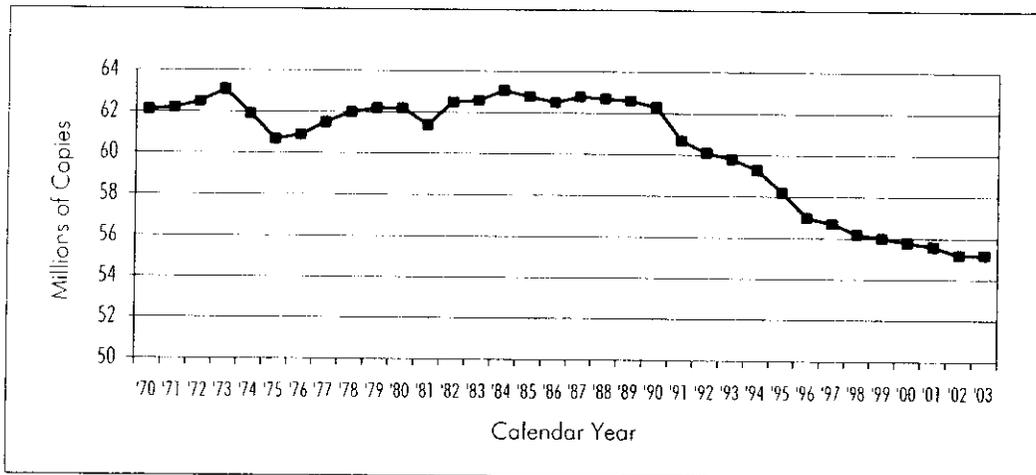
The decline in newspapers captured in the Household Diary study mirrors the behavior seen in overall newspaper circulation. As shown in Figure 6.3, newspaper circulation in general has declined since 1990.

**Table 6.3:**  
**Periodical Type by Year**  
*(Pieces per Household per Week)*

Periodical Type	1987	2003	2004
<b>Newspapers</b>	<b>.6</b>	<b>.3</b>	<b>.3</b>
Daily	.2	.1	.1
Weekly	.3	.1	.1
Other	.1	.1	.1
<b>Magazines</b>	<b>1.0</b>	<b>.8</b>	<b>.8</b>
Weekly	.3	.2	.2
Monthly	.6	.5	.5
Other	.1	.1	.1
<b>Unclassified</b>	<b>.1</b>	<b>.1</b>	<b>.1</b>
<b>Total Periodicals</b>	<b>1.7</b>	<b>1.2</b>	<b>1.2</b>

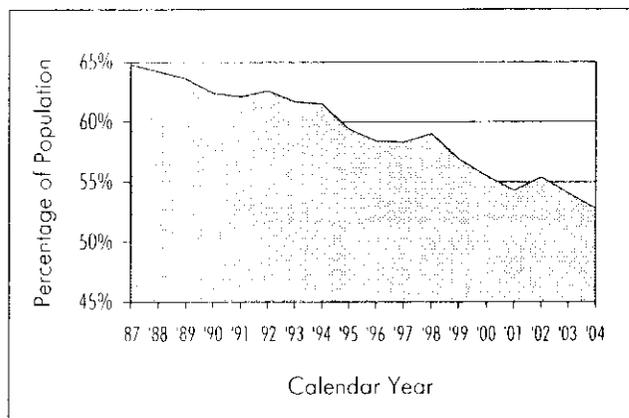
Source: Household Diary Study, FY 1987, 2003, and 2004.  
 Note: Totals may not sum due to rounding.

**Figure 6.3:**  
**Newspaper Circulation**



Source: Statistical Abstract of the United States 2004.

**Figure 6.4:**  
Daily Newspaper Readership – 1987 to 2004



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 6.4, the percentage of the U.S. population reading newspapers on any given day decreased from 65 percent in 1987 to under 55 percent in 2004.

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

**Daily newspaper readership overall has declined since 1987.**

With current technology and alternate delivery systems, national newspapers such as the *Wall Street Journal*, *The New York Times*, and *USA*

Today deliver their papers to prime urban and suburban household customers before breakfast. Local printing / distribution and morning delivery mean these copies no longer move through the mail.

## Periodicals Mail and Household Characteristics

### Income, Education, and Age

Table 6.4 shows that as income and education increase, periodicals volume tends to increase. Households where the head has a college education receive the most periodicals, averaging 1.4 per week. Similarly, households with incomes over \$100,000 get an average of almost two periodicals per week, double what households earning less than \$35,000 receive.

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

Table 6.5 shows periodicals volume by age and income. 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. Households with income over \$100,000 and whose heads are over 55 receive the most periodicals.

**Table 6.4:**  
Periodicals by Income and Education  
(Pieces per Household per Week)

Household Income (Thousands)	Educational Attainment of Head of Household				Total
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under \$35	.9	.9	.8	1.0	.9
\$35 to \$65	1.0	.9	1.1	1.1	1.0
\$65 to \$100	.6	1.1	1.3	1.3	1.2
Over \$100	4.2	1.2	1.2	1.9	1.8
<b>Total</b>	<b>1.0</b>	<b>1.0</b>	<b>1.1</b>	<b>1.4</b>	<b>1.2</b>

Source: Household Diary Study, FY 2004.

**Table 6.5:**  
Periodicals by Income and Age  
(Pieces per Household per Week)

Household Income (Thousands)	Age of Head of Household			Total
	Under 34	35 to 54	Over 55	
Under \$35	.5	.8	1.1	.9
\$35 to \$65	.8	.9	1.4	1.0
\$65 to \$100	.8	1.3	1.6	1.2
Over \$100	1.9	1.7	2.1	1.8
<b>Total</b>	<b>.8</b>	<b>1.1</b>	<b>1.4</b>	<b>1.2</b>

Source: Household Diary Study, FY 2004.

## Household Size

Table 6.6 and Table 6.7 show that as households increase in size, periodicals volume increases. In households with two adults, periodicals 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 6.6:**  
Periodicals by Size of Household  
(Pieces per Household per Week)

Household Size	
One person	.9
Two	1.3
Three	1.0
Four	1.2
Five or more	1.1
<b>Total</b>	<b>1.2</b>

Source: Household Diary Study, FY 2004.

**Table 6.7:**  
Periodicals by Number of Adults in Household  
(Pieces per Household per Week)

Number of Adults	
One	.9
Two	1.2
Three or more	1.3
<b>Total</b>	<b>1.2</b>

Source: Household Diary Study, FY 2004.

## Internet Access

As with many other types of mail, wired households receive more periodicals through the mail as shown in Table 6.8. And, as with those other types of mail, this is largely the result of the correlation between income, education, and Internet access. As household broadband access to the Internet becomes more common, it is likely that more periodical content will be delivered over the Internet, rather than by mail.

**Table 6.8:**  
Periodicals by Type of Internet Access  
(Pieces per Household per Week)

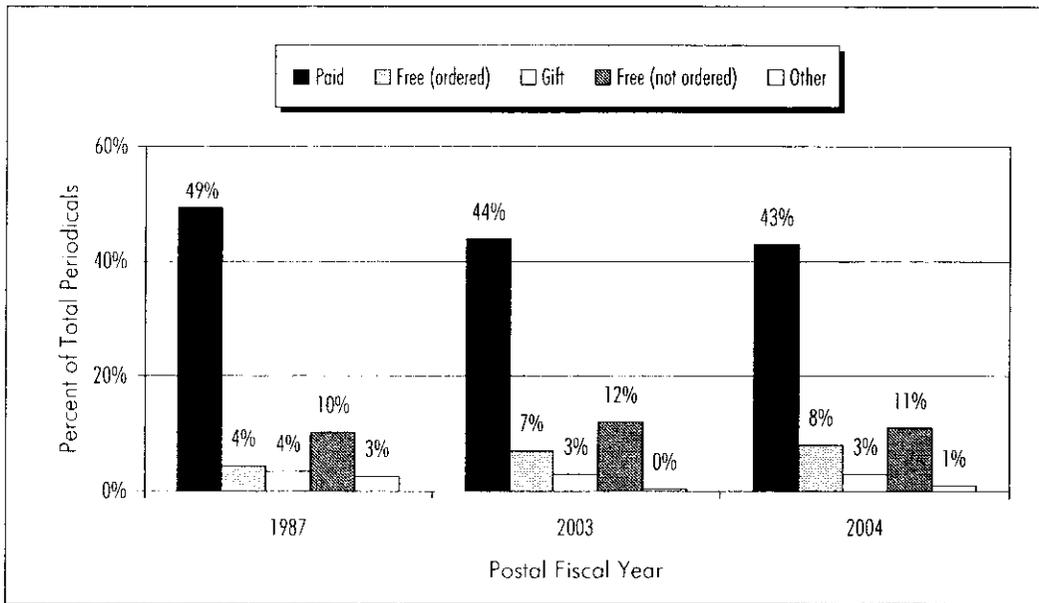
Number of Adults	
Broadband	1.3
Dial-up	1.2
None	.9
<b>Total</b>	<b>1.2</b>

Source: Household Diary Study, FY 2004.

## Subscription Type

Figure 6.5 provides an overview of subscription type for FY 1987, 2003 and 2004. As shown, the distribution of subscription type has remained relatively stable over the 17-year period. In 2004, a household member ordered and paid for 43 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 6.5:**  
Subscription Type by Year



Source: Household Diary Study, FY 1987, 2003, and 2004.

Base: Total Periodicals Mail volume.

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 6.9:**  
Periodicals by Sender Type

Sender Type	Pieces per Household per Week	Percent of Periodicals Received by HH
Commercial Organization	0.85	74%
Professional Organization	0.11	9%
Religious Organization	0.06	5%
Educational Organization	0.06	5%
Union	0.02	2%
Charitable Organization	0.01	1%
Veterans' Organization	0.01	1%
Unclassified	0.03	3%
<b>Total</b>	<b>1.15</b>	<b>100%</b>

Source: Household Diary Study, FY 2004.

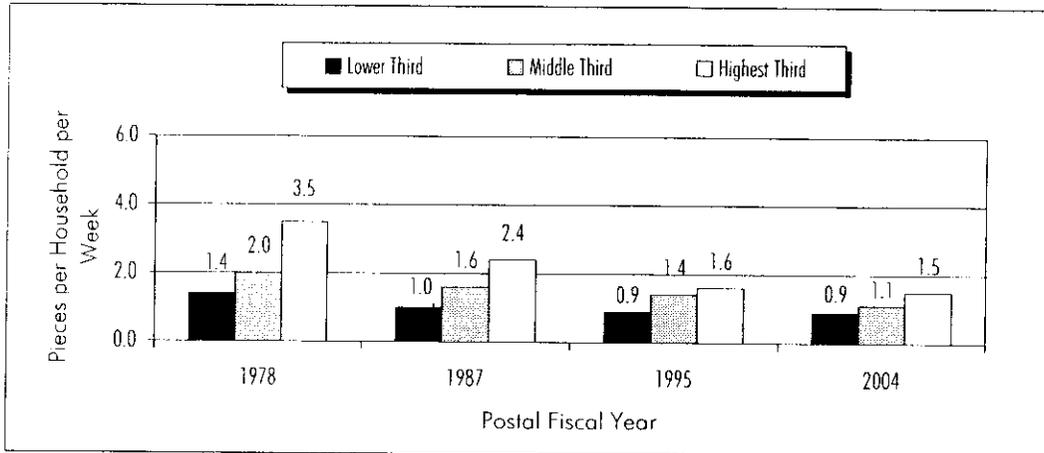
Examining these volumes by sender type shows that commercial rather than member organizations send the vast majority of periodicals. Member organizations are professional affiliations, charitable, religious, and veterans' organizations, educational groups, and unions. As shown in Table 6.9, all member 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. In the past, income 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 6.6.

**Figure 6.6:**  
Number of Periodicals Received Per Week by Households by Income Group



Source: Household Diary Study, FY 1978, 1987, 1995, and 2004.

# Chapter 7: Packages

## Introduction

This chapter discusses packages sent and received by households. These packages can be mailed at a variety of rates. Documents are usually sent as First-Class Mail, Priority Mail, or Express Mail. Product samples usually travel as Standard Mail. Merchandise and goods can be any of these classes, or any of the Package Services subclasses, including Parcel Post, Bound Printed Matter and Media Mail.

## The Package Market

The package delivery market is an important and growing segment of the economy. From 1996 to 2004, package volume grew from 6.8 billion pieces to 7.9 billion pieces, averaging about 1.6 percent growth per year. Package revenues increased from \$37.1 billion to \$52.9 billion over the same period, an average of four percent per year. Over that time, however, segments of the market performed differently.

There are three major segments of the package market:

- Overnight air,
- Two- and three-day air, and
- Ground.

The Postal Service is a major player in the two- and three-day air segment but provides services in all: Express Mail in the overnight segment, Priority and First-Class Mail in the two- and three-day segment, and Standard Mail and Package Services in the ground segment.

Table 7.1 shows the volume and growth rates of the three segments of the package delivery market. Between 1996 and 2000, the overall market grew consistently, driven by strong growth in the overnight and two-day and three-day air segments. This growth was largely due to expansion of the services offered by UPS and FedEx. UPS began to push strongly into the overnight market, and both UPS and FedEx developed new two- and three-day offerings to compete with Priority Mail.

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, but the ground segment began to pick up in 2003 at the expense of the two-day and three-day air segments. This pattern continued in 2004, although the recovering economy boosted package volume overall. As a result, the ground segment accounts for more of the package market by volume than it has at any point over the last ten years (see Figure 7.1).

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**From 1996 to 2004, package volume grew from 6.8 billion to 7.9 billion pieces.**

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Many carriers serve the package delivery market; United Parcel Service (UPS), Federal Express (FedEx), the United States Postal Service, and DHL are the larger players in the market. DHL's recent push in all market segments has intensified competition in what was already a very aggressive market. As seen in Table 7.2, the Postal Service lost market share in every segment in recent years. In part, this is a result of service enhancements made by competitors, such as the introduction of day-certain ground delivery. Competitors also include insurance, tracking and tracing services for all packages as part of the base shipping price, while the Postal Service charges extra fees for these services. As a result, many shippers, especially businesses, view Postal Service package products as inferior to those of competitors.

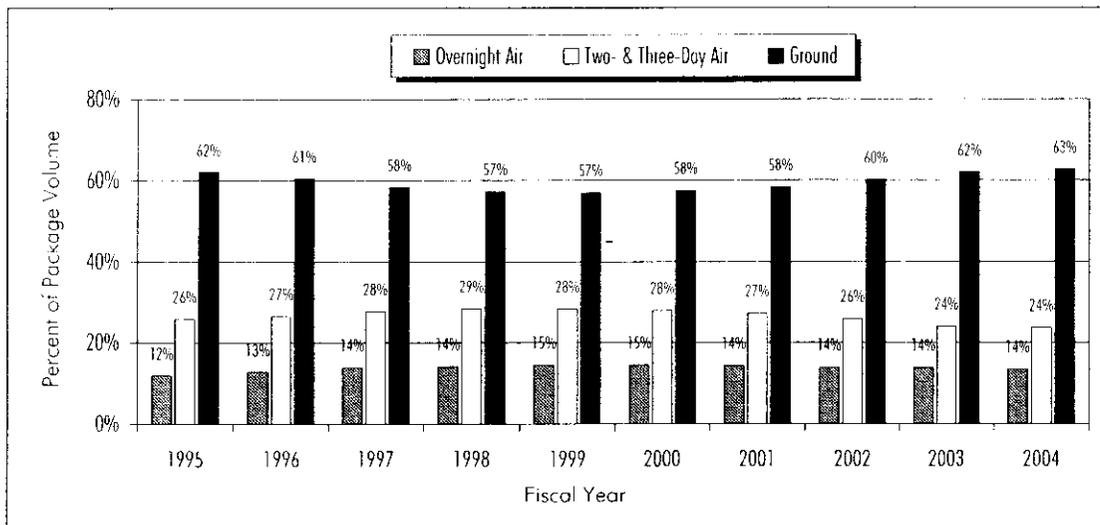
The Postal Service also serves a different niche in the package market than its competitors. Much more of the Postal Service's volume consists of relatively lightweight, low-revenue parcels delivered to households (see Tables 7.3 through 7.5). This is true even in the two- and three-day air segment, where the Postal Service carries the lion's share of the parcels.

**Table 7.1:**  
**Total Package Market Volume Growth**  
*(Units in Millions)*

Fiscal Year	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%
2004	1,060	-0.5%	1,874	1.7%	4,931	4.1%	7,865	2.9%

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

**Figure 7.1:**  
**Package Delivery Market Segment Share**



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

**Table 7.2:**  
Postal Service's Volume Market Share

Fiscal Year	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%
2004	5%	71%	29%

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

**Table 7.3:**  
FY 2004 Overnight Air Segment Statistics

	Market Share (Volume)	Average Revenue per Piece	Weight per Piece (Pounds)
FedEx	44%	\$15.67	6.4
UPS	28%	\$19.60	7.7
DHL	21%	\$10.45	3.6
Express Mail	5%	\$15.76	0.9
Other	1%	\$27.27	2.9

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

**Table 7.4:**  
FY 2004 Two- and Three-Day Air Segment Statistics

	Market Share (Volume)	Average Revenue per Piece	Weight per Piece (Pounds)
FedEx	13%	\$11.16	9.5
UPS	12%	\$13.37	9.7
DHL	4%	\$8.22	5.7
First Class & Priority Mail	71%	\$3.84	1.3
Other	0%	\$21.16	22.2

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

**Table 7.5:**  
FY 2004 Ground Segment Statistics

	Market Share (Volume)	Average Revenue per Piece	Weight per Piece (Pounds)
FedEx	12%	\$6.51	14.5
UPS	55%	\$6.41	12.0
DHL	2%	\$5.64	9.9
Package Services & Standard Mail	29%	\$1.63	2.5
Other	2%	\$6.35	5.0

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

## Postal Service Package Volume

Compared to other mail, like letters and flats, the number of packages captured in the Household Diary Study is small, because fewer packages are delivered by the Postal Service. The interpretation of the results should be conducted with this in mind.

Postal Service package volume increased in FY 2004, after declining in FY 2003. Households sent more packages in 2004 than in 2002, increasing their use of both First-Class and Priority Mail Package Services.

Households received two billion packages in FY 2004 and sent 469 million, as seen in Table 7.6. First-Class and Priority Mail packages sent by households increased slightly in FY 2004. However, First-Class and Priority Mail packages received by households declined by 12 percent compared to FY 2002. Priority Mail volume has declined for the last three years, due first to recession, and then to increasing competitive pressure in the market. The gains in Package Services are due to shifts by commercial mailers who use consolidators to take advantage of Postal Service discounts for packages entered near delivery points. Standard Mail package volume also increased.

**Table 7.6: Postal Service Sent and Received Packages, FY 2002, 2003 and FY 2004**  
(Units in Millions)

Mail Classification	Volume (Millions of Pieces)					
	2002		2003		2004	
	Sent	Received	Sent	Received	Sent	Received
First-Class and Priority	168	601	198	490	231	529
Standard Mail	—	800	—	903	—	887
Package Services	161	478	113	534	178	546
Unclassified	63	93	37	52	60	77
<b>Total Packages</b>	<b>393</b>	<b>1,972</b>	<b>348</b>	<b>1,980</b>	<b>469</b>	<b>2,038</b>

Mail Classification	Percent of Pieces					
	2002		2003		2004	
	Sent	Received	Sent	Received	Sent	Received
First-Class and Priority	43%	31%	57%	25%	49%	26%
Standard Mail	—	41%	—	46%	—	44%
Package Services	41%	24%	33%	27%	38%	27%
Unclassified	16%	5%	11%	3%	13%	4%
<b>Total Packages</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Source: Household Diary Study, FY 2002, 2003 and 2004.  
Percentages may not sum to 100 due to rounding.

## Packages and Household Characteristics

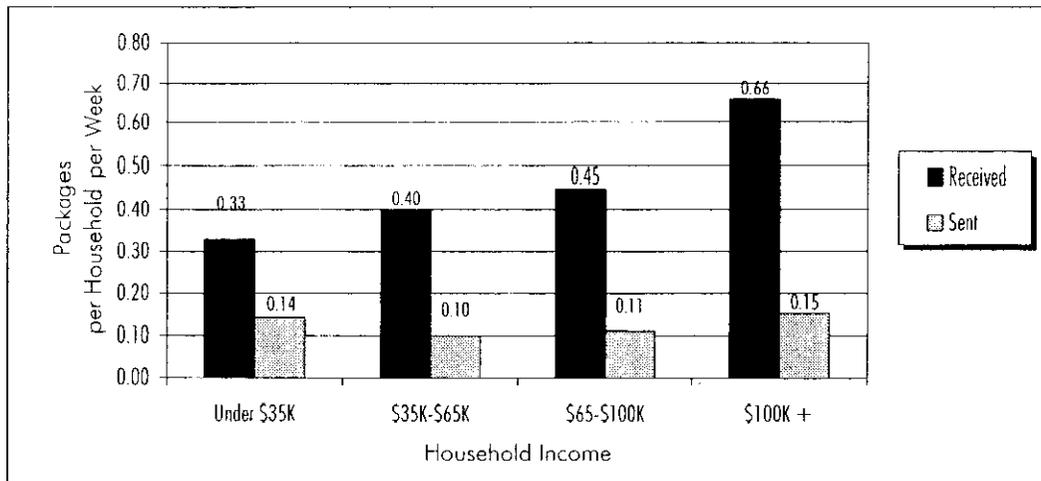
### Income, Education, and Age

According to the HDS, high-income households sent and received more packages than their less affluent counterparts in FY 2004, as shown in Figure 7.2.

In fact, households with an income over \$100,000 received twice as many packages as households with incomes under \$35,000.

Households headed by younger people receive fewer packages than those with older heads, as shown in Table 7.7. However, when it comes to sending packages, younger households send more packages than older households, as shown in Table 7.8.

**Figure 7.2: Postal Service Sent and Received Packages by Household Income**  
(Pieces per Household per Week)



Source: Household Diary Study, FY 2004.  
Base: Packages Sent and Received by Households and Delivered by U.S. Postal Service (including Expedited).

**Table 7.7:**  
Postal Service Received Packages by Income and Age  
(Pieces per Household per Week)

Household Income (Thousands)	Age of Head of Household			Total
	Under 35	35 to 54	Over 55	
Under \$35	.37	.33	.29	.33
\$35 to \$65	.38	.38	.46	.40
\$65 to \$100	.35	.46	.52	.45
Over \$100	.42	.74	.58	.66
<b>Total</b>	<b>.37</b>	<b>.45</b>	<b>.41</b>	<b>.42</b>

Source: Household Diary Study, FY 2004.

**Table 7.8:**  
Postal Service Sent Packages by Income and Age  
(Pieces per Household per Week)

Household Income (Thousands)	Age of head of Household			Total
	Under 35	35 to 54	Over 55	
Under \$35	.21	.09	.12	.14
\$35 to \$65	.15	.06	.08	.10
\$65 to \$100	.15	.08	.11	.11
Over \$100	.14	.14	.18	.15
<b>Total</b>	<b>.17</b>	<b>.09</b>	<b>.11</b>	<b>.12</b>

Source: Household Diary Study, FY 2004.

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 7.9 and 7.10.

**Table 7.9:**  
Postal Service Received Packages by Income and Education  
(Pieces per Household per Week)

Household Income (Thousands)	Education of Head of Household				Total
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under \$35	.28	.30	.41	.35	.33
\$35 to \$65	.38	.44	.37	.39	.40
\$65 to \$100	.15	.43	.53	.42	.45
Over \$100	.00	.99	.64	.61	.66
<b>Total</b>	<b>.30</b>	<b>.42</b>	<b>.45</b>	<b>.46</b>	<b>.42</b>

Source: Household Diary Study, FY 2004.

**Table 7.10:**  
Postal Service Sent Packages by Income and Education  
(Pieces per Household per Week)

Household Income (Thousands)	Education of Head of Household				Total
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under \$35	.18	.04	.24	.11	.14
\$35 to \$65	.06	.12	.07	.10	.10
\$65 to \$100	.12	.07	.08	.15	.11
Over \$100	.00	.13	.21	.14	.15
<b>Total</b>	<b>.13</b>	<b>.09</b>	<b>.14</b>	<b>.13</b>	<b>.12</b>

Source: Household Diary Study, FY 2004.

## Household Size

The Household Diary Study does not show a clear relationship between packages received and household size. Households with more members receive more packages, but larger households do not send more packages, as shown in Tables 7.11 and 7.12. This is probably due to the small sample size and may not be reflective of the true relationship between packages sent and household size.

**In FY 2004, households with Internet access sent and received more packages than households without Internet access.**

## Internet Access

Access to the Internet seems to play an important part in determining the number of packages sent and received by households. Tables 7.13 and 7.14 show the packages sent and received by households with Internet access and households without. In FY 2004, households with broadband Internet access sent three times as many and received 80 percent more packages than households without Internet access. These relationships probably reflect the correlation between income and Internet access.

**Table 7.11:**  
Postal Service Received Packages by Size of Household  
(Pieces per Household per Week)

Household Size	
One person	.30
Two	.43
Three	.38
Four	.48
Five or more	.48
Total	.42

Source: Household Diary Study, FY 2004.

**Table 7.12:**  
Postal Service Sent Packages by Size of Household  
(Pieces per Household per Week)

Household Size	
One person	.09
Two	.12
Three	.10
Four	.11
Five or more	.13
Total	.12

Source: Household Diary Study, FY 2004.

**Table 7.13:**  
Received Packages by Household Internet Access  
(Pieces per Household per Week)

Type of Internet Access	
Broadband	58
Dial-up	40
None	31
Total	42

Source: Household Diary Study, FY 2004.

**Table 7.14:**  
Sent Packages by Household Internet Access  
(Pieces per Household per Week)

Type of Internet Access	
Broadband	.18
Dial-up	.12
None	.06
Total	.12

Source: Household Diary Study, FY 2004.

## Household Package Contents

As shown in Table 7.15, packages received by households most often contain computer hard- and software, music and videos, and clothes, a sign that mail order retail is a primary driver of household package volume. The number of checkbooks received by households declined, further evidence of the growth in alternatives to traditional paper-based payment methods.

Households most often send clothes, books, music and videos, and toys. Primarily, this is due to the fact that so many household packages are sent in the holiday season, but it may also be evidence of the growing use of online sales and auction portals, such as eBay.

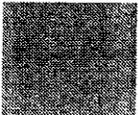
**Table 7.15:**  
Contents of Postal Service Sent and Received Packages

Contents	Volume (Millions of Pieces)					
	2002		2003		2004	
	Sent	Received	Sent	Received	Sent	Received
Music/Video	49	103	44	166	114	245
Clothing	56	98	94	274	81	246
Computer Hard- and Software	3	193	18	247	8	259
Books	83	79	61	313	92	319
Pharmaceuticals/Contacts	6	169	4	231	4	178
Checkbooks	2	117	0	127	0	118
Food Products	25	55	13	89	25	128
Toys	31	37	30	85	28	77
Electronic Equipment	14	31	11	79	20	71
Travel Products and Information	2	19	7	27	2	41
Sporting Goods	4	12	5	26	6	29
Telecommunications	1	—	10	9	1	19
Footwear/Shoes	6	9	2	18	3	19
Other Contents	102	414	91	580	139	675
<b>Total Packages</b>	<b>393</b>	<b>1,972</b>	<b>390</b>	<b>2,271</b>	<b>523</b>	<b>2,424</b>

**Table 7.15:**  
**Contents of Postal Service Sent and Received Packages (cont.)**

Contents	Percent of Pieces					
	2002		2003		2004	
	Sent	Received	Sent	Received	Sent	Received
Music/Video	13%	5%	11%	7%	22%	10%
Clothing	14%	5%	24%	12%	15%	10%
Computer Hard- and Software	0%	10%	5%	11%	2%	11%
Books	21%	4%	16%	14%	18%	13%
Pharmaceuticals/Contacts	2%	9%	1%	10%	1%	7%
Checkbooks	0%	6%	0%	6%	0%	5%
Food Products	6%	3%	3%	4%	5%	5%
Toys	8%	2%	8%	4%	5%	3%
Electronic Equipment	4%	2%	3%	3%	4%	3%
Travel Products and Information	0%	1%	2%	1%	0%	2%
Sporting Goods	1%	1%	1%	1%	1%	1%
Telecommunications	0%	---	3%	0%	0%	1%
Footwear/Shoes	2%	0%	1%	1%	1%	1%
Other Contents	26%	21%	23%	26%	27%	28%
<b>Total Packages</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Source: Household Diary Study, FY 2002, 2003 and 2004.



# Appendix A: Comparative Tables 1987, 2003 & 2004



# Concordance of Tables

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

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

Comparisons between 1987 and 2003/2004 data should be done with caution. The 2003/2004 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.

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## Concordance of Appendix Tables

PFY 1999 Tables	Description	PFY 2004 Tables
3 - 1	Total Domestic Mail Originating in Households and Nonhouseholds	A1-1
3 - 2	Mail Received by Households by Class	A1-2
3 - 3	Total Mail Overview: Content of Mail Received by Households	A1-3
4 - 10	First-Class Mail Contents of Mail Received by Households	A2-1
4 - 2	First-Class Mail Received -- Content by Quarter (Pieces Per Household Per Week)	A2-2
4 - 3	First-Class Demographics -- Pieces Received Per Household Per Week	A2-3
4 - 20	Use of First-Class Advertising-Only Mail -- by Industry	A2-4
4 - 5	Percentage of First-Class Mail Containing Advertising by Household Income (Percentage of Pieces)	A2-5
4 - 24	First-Class Mail Usage of Reply Envelopes -- by Industry (Percentage of Pieces)	A2-6
4 - 23	First-Class Mail -- Enclosure of Reply Envelopes -- by Content (Percentage of Pieces)	A2-7
4 - 25	First-Class Mail -- Industry Usage of Reply Envelopes (Percentage of Pieces From Each Industry That Contain Reply Mail)	A2-8
4 - 18	First-Class Mail -- Industry Mail to Households	A2-9
4 - 19	First-Class Mail -- Bills and Statements	A2-10
4 - 22	Use of First-Class Business Invitations/Announcements Mail -- by Industry	A2-11
4 - 21	Use of First-Class Advertising-Enclosed Mail -- by Industry	A2-12
4 - 17	First-Class Mail -- Interest in Nine Activities (Percentage of Households Which Enjoyed These Activities Very Much or Quite a Bit)	A2-13
4 - 9	First-Class Mail Received -- by Number of Financial Accounts and Insurance Policies	A2-14
4 - 8	First-Class Mail Received -- by Number of Credit Cards	A2-15
4 - 7	First-Class Mail Receipt -- Content by Age of Head of Household (Pieces Per Household Per Week)	A2-16
4 - 6	First-Class Mail Receipt -- Content by Education of Head of Household (Pieces Per Household Per Week)	A2-17
4 - 4	First-Class Receipt -- Content by Income (Pieces Per household Per Week)	A2-18
4 - 27	First-Class Mail -- Percent of Nonpersonal Mail Received by Households Which is Sent Presort -- by Content	A2-19
4 - 26	Total Percentage of Industry's First-Class Mail Received by Households Which is Sent Presort	A2-20
4 - 32	First-Class Mail -- Total Envelopes by Sector (Percentage of Pieces)	A2-21
4 - 33	First-Class Mail -- Total Envelopes by Content (Percentage of Total Envelopes)	A2-22
4 - 34	First-Class Mail -- Total Envelopes by Industry (Percentage of Total Envelopes)	A2-23
4 - 35	First-Class Mail -- Nonpresort Envelopes by Sector (Percentage of Pieces)	A2-24
4 - 38	First-Class Mail -- Total Cards by Sector (Percentage of Pieces)	A2-25
4 - 39	First-Class Mail -- Total Cards by Industry (Percentage of Total Cards)	A2-26
4 - 40	First-Class Mail -- Total Cards by Content (Percentage of Total Cards)	A2-27
4 - 41	First-Class Mail -- Cards Received by Households -- Household's Percentage of Total Mail Sent at Each Card Rate Category	A2-28
4 - 42	First-Class Mail -- Cards Received by Households -- Household's Percentage of Total Mail Sent at Each Card Rate Category -- by Industry	A2-29
4 - 43	First-Class Mail -- Timeliness of Arrival	A2-30
4 - 44	First-Class Mail -- Reason for Lateness (Percentage of Pieces That Arrived Late)	A2-31
4 - 45	First-Class Mail Received -- Timeliness of Arrival -- by Quarter	A2-32
4 - 46	First-Class Mail Received -- Timeliness of Arrival -- by Postal Region	A2-33
4 - 48	First-Class Mail Sent by Households to Nonhouseholds	A2-34
4 - 01	First-Class Mail Originating in Households and Nonhouseholds	A2-35

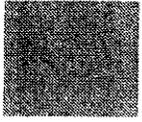
<b>PFY 1999 Tables</b>	<b>Description</b>	<b>PFY 2004 Tables</b>
4 - 60	First-Class Mail Media by Which Mail Order Purchases Made in Past Month Were Ordered (Percentage of Orders)	A2-36
4 - 49	First-Class Mail -- Method of Payment (From Entry Interview)	A2-37
4 - 13	First-Class Mail -- Personal Letters and Cards (not greeting cards) Sent by Households in an Average Month -- by Age of Head of Household	A2-38
4 - 15	First-Class Mail -- Holiday/Season's Greeting Cards Sent by Households -- by Education of Head of Household (From Entry Interview)	A2-39
4 - 12	First-Class Mail -- Personal Letters and Cards (not greeting cards) Sent by Households in an average Month -- by Education of Head of Household	A2-40
4 - 11	Personal Letters, Cards (not greeting cards) Sent by Households in an Average Month -- by Income	A2-41
4 - 16	First-Class Mail -- Holiday/Season's Greeting Cards Sent by Households -- by Age of Head of Household (From Entry Interview)	A2-42
4 - 14	First-Class Mail -- Holiday/Season's Greeting Cards Sent by Households -- by Income (From Entry Interview)	A2-43
4 - 56	First-Class Mail -- Timing of Bill Payment	A2-44
4 - 58	First-Class Mail -- Timing of Bill Payment -- by Age of Head of Household (Percentage of Households)	A2-45
4 - 59	Timing of Bill Payment by Education of Head of Household (Percentage of Households)	A2-46
4 - 57	First-Class Mail -- Timing of Bill Payment -- by Household Income (Percentage of Households)	A2-47
4 - 51	First-Class Mail -- Use of Automatic Deductions (Percent of Households)	A2-48
4 - 52	First-Class Mail -- Use of Automatic Deductions -- by Income (Percentage of Households)	A2-49
4 - 53	First-Class Mail -- Use of Automatic Deductions -- by Age (Percentage of Households)	A2-50
6 - 2	Standard Mail Content of Mailpiece (Percentage of Standard Mail Received by Households)	A3-1
6 - 6	Standard Mail by Major Industry by Quarter (Mean Pieces Per Household Per Week)	A3-2
6 - 4	Standard Mail Addressee (Percentage of Total Standard Mail)	A3-3
6 - 5	Standard Mail Addressee by Industry (Percentage of Pieces)	A3-4
6 - 7	Standard Mail by Shape	A3-5
6 - 8	Standard Mail Industry by Shape (Percentage of Pieces Received by Households)	A3-6a
6 - 8 cont.	Standard Mail Industry by Shape (Percentage of Pieces Received by Households)	A3-6b
6 - 9	Standard Mail Shape by Industry (Percentage of Pieces)	A3-7a
6 - 9 cont.	Standard Mail Shape by Industry (Percentage of Pieces)	A3-7b
6 - 11	Standard Mail Shape by Addressee (Percentage of Pieces)	A3-8
6 - 12	Standard Mail Zip Code Usage by Shape (Percentage of Mail Received by Households)	A3-9
6 - 13	Standard Mail Demographics -- Pieces Received Per Household Per Week	A3-10
6 - 14	Receipt of First-Class and Total Standard Mail (Including NonProfit Mail) by Number of Mail Order Purchases Made in the Past Year (Pieces Per Household Per Week)	A3-11
6 - 15	Standard Mail by Familiarity With Institution (Percentage of Mail Pieces Received by Households)	A3-12
6 - 16	Standard Mail by Industry and Familiarity (Percentage of Pieces)	A3-13
6 - 17	Standard Mail -- Shape by Familiarity With Organization (Percentage of Pieces)	A3-14
6 - 18	Standard Mail -- Mail Order Industry Shape by Familiarity With Organization (Percentage of Mail Pieces Received by Households)	A3-15
6 - 20	Standard Mail Receipt by Number of Financial Accounts and Insurance Policies	A3-16
6 - 19	Standard Mail Receipt by Number of Credit Card Accounts	A3-17
6 - 22	Standard Mail Treatment of Mail Piece by Familiarity With Organization (Percentage of Mail Received by Households)	A3-18

<b>PFY 1999 Tables</b>	<b>Description</b>	<b>PFY 2004 Tables</b>
6 - 23	Standard Mail Usefulness of Mail Pieces by Familiarity With Organization (Percentage of Mail Received by Households)	A3-19
6 - 24	Standard Mail Response to Advertising by Familiarity With Organization (If Pieces Contained an Advertisement or Request for Donation and Was from One Organization Only)	A3-20
6 - 25	Standard Mail Treatment by Usefulness (Percentage of Pieces)	A3-21
6 - 26	Standard Mail Usefulness by Treatment (Percentage of Pieces)	A3-22
6 - 27	Standard Mail Treatment by Intended Response (Percentage of Pieces)	A3-23
6 - 28	Standard Mail Intended Response by Treatment (Percentage of Pieces)	A3-24
6 - 29	Standard Mail Usefulness by Intended Response (Percentage of Pieces)	A3-25
6 - 30	Standard Mail Intended Response by Usefulness (Percentage of Pieces)	A3-26
6 - 31	Standard Mail Pieces From Credit Card Industry Response to Mail Piece by Familiarity With Organization (Percentage of Pieces)	A3-27
6 - 32	Standard Mail Pieces From Insurance Companies Response to Mail Piece by Familiarity With Organization (Percentage of Pieces)	A3-28
6 - 33	Standard Mail Pieces From Department Stores Response to Mail Piece by Familiarity With Organization (Percentage of Pieces)	A3-29
6 - 34	Standard Mail Pieces From Mail Order Companies Response to Mail Piece by Familiarity With Organization (Percentage of Pieces)	A3-30
6 - 35	Standard Mail Pieces From Publishers Response to Mail Piece by Familiarity With Organization (Percentage of Pieces)	A3-31
6 - 36	Standard Mail Treatment of Mail Piece by Shape (Percentage of Mail Pieces Received by Households)	A3-32
6 - 37	Standard Mail Usefulness of Mail Piece by Shape (Percentage of Mail Pieces Received by Households)	A3-33
6 - 38	Standard Mail Response to Advertising by Shape (If Mail Pieces Contained Advertising or Request Donation)	A3-34
6 - 39	Standard Mail Percentage of Pieces Read Immediately and Set Aside by Shape and Familiarity With Organization	A3-35
6 - 40	Standard Mail Percentage of Pieces Eliciting Intended Response by Shape and Familiarity With Organization	A3-36
6 - 41	Standard Mail Percentage of Pieces Found Useful by Shape and Familiarity With Organization	A3-37
6 - 42	Standard Mail From Department Stores Reaction to Mail Piece by Shape (Percentage of Pieces)	A3-38
6 - 43	Standard Mail From Department Stores Reaction to Mail Piece by Familiarity and Shape (Percentage of Pieces)	A3-39
6 - 44	Standard Mail From Mail Order Companies Reaction to Mail Piece by Shape (Percentage of Pieces)	A3-40
6 - 45	Standard Mail From Mail Order Companies Reaction to Mail Piece by Familiarity and Shape (Percentage of Pieces)	A3-41
6 - 46	Standard Mail from Publishers Reaction to Mail Piece by Shape (Percentage of Pieces)	A3-42
6 - 47	Standard Mail from Publishers Reaction to Mail Piece by Familiarity and Shape (Percentage of Pieces)	A3-43
6 - 48	Standard Mail from Credit Card Companies Reaction to Mail Piece by Shape (Percentage of Pieces)	A3-44
6 - 49	Standard Mail from Credit Card Companies Reaction to Mail Pieces by Familiarity and Shape (Percentage of Pieces)	A3-45
6 - 50	Standard Mail from Insurance Companies Reaction to Mail Pieces by Shape (Percentage of Pieces)	A3-46

<b>PFY 1999 Tables</b>	<b>Description</b>	<b>PFY 2004 Tables</b>
6 - 51	Standard Mail from Insurance Companies Reaction to Mail Pieces by Familiarity and Shape (Percentage of Pieces)	A3-47
6 - 52	Standard Mail Reaction by Industry (Percentage of Mail Received by Households)	A3-48a
6 - 52	Standard Mail Reaction by Industry (Percentage of Mail Received by Households) (continued)	A3-48b
6 - 53	Standard Mail Reaction to Mail Piece by Income	A3-49
6 - 54	Standard Mail Reaction to Mail Piece by Age of Head of Household	A3-50
6 - 55	Standard Mail Reaction to Mail Piece by Education of Head of Household	A3-51
6 - 56	Standard Mail Users of Reply Envelopes by Industry (Percentage of Pieces)	A3-52
6 - 57	Standard Mail Industry Usage of Reply Mail (Percentage of Pieces From Each Industry That Contain Reply Mail)	A3-53a
6 - 57	Standard Mail Industry Usage of Reply Mail (Percentage of Pieces From Each Industry That Contain Reply Mail) (continued)	A3-53b
6 - 58	Standard Mail Intended Response Rates for Major Industries by Enclosure of Reply Envelopes/Cards (Percentage of Pieces to Which Recipients Intend to Respond)	A3-54
6 - 59	Standard Mail Reaction to Mail Piece by Addressee (Percentage of Pieces)	A3-55
6 - 60	Standard Mail Reaction to Pieces From Department Stores by Addressee (Percentage of Pieces)	A3-56
6 - 61	Standard Mail Reaction to Pieces From Publishers by Addressee (Percentage of Pieces)	A3-57
6 - 68	Number of Mail Order Purchases Within the Last Year by Income (Percentage of Households)	A3-58
6 - 69	Number of Mail Order Purchases Within the Last Year by Education of Head of Household (Percentage of Households)	A3-59
6 - 70	Number of Mail Order Purchases Within the Last Year by Age of Head of Household (Percentage of Households)	A3-60
6 - 71	Number of Mail Order Purchases Within the Last Year by Number of Adults (Percentage of Households)	A3-61
6 - 72	Standard Mail Order Pieces Received by Number of Mail Order Purchases Made Within Last Year	A3-62
6 - 73	Standard Mail Reaction to Pieces From Mail Order Industry by Number of Mail Order Purchases Made Within the Last Year (Percentage of Pieces)	A3-63
6 - 74	Standard Mail Available Response Media (For Mail Piece Containing Advertising or Request for Donations)	A3-64
6 - 75	Standard Mail Available Response Media from Major Industries (Percentage of Pieces)	A3-65
6 - 76	Standard Mail Intended Response Medium to Pieces From the Mail Order Industry (Percentage of Pieces)	A3-66
6 - 77	Unaddressed Mail Received Bundled Flyers Usage by Industry (Percentage of Mail Received by Households)	A3-67
6 - 78	Unaddressed Mail Received Reaction to Bundled Flyers	A3-68
6 - 79	Unaddressed Mail Received Response to Bundled Flyers by Industry (Percentage of Mail Received by Households)	A3-69
6 - 80	Nonprofit Standard Mail Received by Households By Shape	A3-70
6 - 82	Nonprofit Standard Mail by Industry by Shape (Percentage of Pieces)	A3-71
6 - 84	Nonprofit Standard Mail Content by Industry (Percentage of Mail Received by Households)	A3-72
6 - 85	Nonprofit Standard Mail Pieces Received Per Household Per Week	A3-73
6 - 86	Percent of Non-Profit Standard Mail Containing a Request for Donations by Age Of Head of Household	A3-74
6 - 87	Nonprofit Standard Mail Treatment of Mail Piece by Familiarity With Organization (Percentage of Pieces Received by Households)	A3-75

<b>PFY 1999 Tables</b>	<b>Description</b>	<b>PFY 2004 Tables</b>
6 - 88	Nonprofit Standard Mail Response to Advertising by Familiarity With Organization (If Piece Contained an Advertisement or Request for Donation and Was From One Organization Only)	A3-76
6 - 89	Nonprofit Standard Mail Treatment of Mail Piece by Shape (Percentage of Mail Received by Households)	A3-77
6 - 90	Nonprofit Standard Mail Usefulness of Mail Piece by Shape (Percentage of Mail Received by Households)	A3-78
6 - 91	Nonprofit Standard Mail Response to Advertising by Shape (If Piece Contained Advertising or Request for Donation)	A3-79
6 - 92	Nonprofit Standard Mail Reaction by Industry (Percentage of Mail Pieces Received by Households)	A3-80
3 - 7	Total Pieces of Advertising Mail Received Per Week by Income	A4-1
3 - 8	Total Pieces of Advertising Mail Received Per Week by Age of Household Head	A4-2
3 - 9	Total Pieces of Advertising Mail Received Per Week by Education of Head of Household	A4-3
3 - 15	Total Mail Overview: Treatment of Advertising Mail by Actual Weekly Standard Mail Receipt (Percentage of Households - From Entry Interview)	A4-4
3 - 4	Total Mail Overview: Intended Response to Advertising Mail by Class (Percentage of Pieces)	A4-5
3 - 5	Response Rates to Advertising: First-Class Advertising Only vs. Standard Mail Envelopes and Cards (Percentage of Pieces)	A4-6
3 - 14	Total Mail Overview: Treatment of Advertising Mail by Perceived Volume of Pieces Received Per Week (Percentage of Households - From Entry Interview)	A4-7
3 - 17	Entry Interview Treatment of Advertising Mail by Household Income (Percentage of Households)	A4-8
3 - 10	Entry Interview Treatment of Advertising Mail (Percentage of Households)	A4-9
3 - 11	Entry Interview Attitude Towards Mail Advertising (Percentage of Households)	A4-10
3 - 12	Entry Interview Attitude Towards Mail Advertising (Percentage of Households) by Perceived Volume of Pieces Received Per Week	A4-11
3 - 13	Total Mail Overview: Attitude Towards Mail Advertising by Actual Weekly Standard Mail Receipt of Advertising Mail (Percentage of Households - From Entry Interview)	A4-12
3 - 16	Entry Interview Attitude Towards Mail Advertising by Household Income (Percentage of Households)	A4-13
3 - 18	Attitude Towards Mail Advertising by Age of Head of Household (Percentage of Households)	A4-14
3 - 19	Entry Interview Attitude Towards Mail Advertising by Age of Head of Household (Percentage of Households)	A4-15
3 - 20	Entry Interview Attitude Towards Mail Advertising by Education of Head of Household (Percentage of Households)	A4-16
3 - 21	Entry Interview Treatment of Advertising Mail by Education of Head of Household (Percentage of Households)	A4-17
5 - 1	Periodicals Received	A5-1
5 - 2	Periodicals -- Type of Publication	A5-2
5 - 3	Newspapers Received by Mail And Not by Mail -- Number of Different Newspapers Per Household (From Entry Interview)	A5-3
5 - 4	Periodicals -- Households Where Newspapers are Received (By Type of Newspaper and by Receipt Medium)	A5-4
5 - 5	Magazines Received by Mail and Not by Mail -- Number of Different Magazines Per Household (From Entry Interview)	A5-5

<b>PFY 1999 Tables</b>	<b>Description</b>	<b>PFY 2004 Tables</b>
5 - 6	Periodicals -- Households Where Magazines are Received (by Type of Magazine and by Receipt Medium)	A5-6
5 - 9	Periodical Demographics -- Pieces Received Per Household Per Week	A5-7
5 - 10	Periodical Mail -- Type of Subscription	A5-8
5 - 11	Periodical Mail -- Source of Publications	A5-9
5 - 12	Periodical Mail -- Type and Source of Mail Received by Households (Percentage of Subscription Type by Source)	A5-10
5 - 13	Periodicals -- Satisfaction With Delivery (Percentage of Pieces)	A5-11
5 - 14	Periodicals -- Need For Delivery (Percentage Of Pieces)	A5-12
5 - 16	Periodicals -- Satisfaction With Delivery by Postal Region (Percent of Pieces Received by Households)	A5-13
5 - 17	Periodicals -- Households' Need for Delivery by Postal Region (Percentage of Pieces)	A5-14
7 - 1	Packages and Expedited Received -- By Delivery Company (Percentage of Packages Received by Households)	A6-1
7 - 2	Packages and Expedited Received -- Packages Delivered by the Postal Service by Class and Sender (Percentage of Packages by Class)	A6-2
7 - 3	Packages and Expedited Received -- Sender/Content by Carrier	A6-3
7 - 4	Packages Received -- by Special Services (Percentage of Packages Delivered by the Postal Service)	A6-4
7 - 5	Packages and Expedited Received -- Carrier by Income (Percentage of Pieces)	A6-5
7 - 6	Packages and Expedited Received -- Carrier by Postal Region (Percentage of Pieces)	A6-6
7 - 8	Packages and Expedited Sent by Delivery Company (Percentage of Packages by Class and Carrier)	A6-7
7 - 9	Packages and Expedited Sent Via the Postal Service by Class and Recipient (Percentage of Pieces)	A6-8
7 - 11	Packages and Expedited Sent -- Choice of Carrier by Income (Percentage of Pieces)	A6-9
7 - 13	Packages Sent by Distance (Percentage of Packages Sent by Households)	A6-10
3 - 22	Household Electronic Mail Capability by Household Income (Percentage of Households)	A7-1
3 - 23	Household Electronic Mail Capability by Education of Head of Household (Percentage of Households)	A7-2
3 - 24	Household Electronic Mail Capability by Age of Head of Household (Percentage of Households)	A7-3



# Appendix A1: Total Mail Overview

**Table A1-1**  
**Total Domestic Mail**  
**Originating in Households and Nonhouseholds**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Sector	Percentage of Total Domestic Mail			Pieces Per Household Per Week		
	1987	2003	2004	1987	2003	2004
Household-to-household	4.8	3.3	3.3	1.6	1.1	1.2
Household-to-nonhousehold	6.4	7.1	7.3	2.1	2.4	2.6
Nonhousehold-to-household	55.5	66.4	66.1	18.5	23.0	23.3
Unknown incoming	0.3	1.0	1.1	0.1	0.4	0.4
Unknown outgoing	1.0	0.6	0.6	0.3	0.2	0.2
Total Household Mail	69.1	78.4	78.4	23.0	27.2	27.6
Nonhousehold-to-nonhousehold	30.9	21.6	21.6	-	-	-
Total	100.0	100.0	100.0	-	-	-

**Table A1-2**  
**Mail Received by Households ①**  
**by Class**  
**Postal Fiscal Years 1987, 2003, and 2004**  
**(Diary Data)**

Class	Percent of Total Pieces Per Week		Pieces Per Household Per Week		
	1987	2003	2004	2003	2004
First-Class ①	42.1	36.7	35.4	8.64	9.42
Periodicals	8.2	4.5	4.3	1.69	1.15
Standard Mail ②	47.6	55.5	57.0	9.77	14.63
Package Services ③	0.3	0.3	0.3	0.06	0.09
Government ④	1.8	3.0	3.0	0.36	0.79
Total	100.0	100.0	100.0	20.52	26.38

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

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

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

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

**Table A1-3**  
**Total Mail<sup>①</sup> Overview:**  
**Content of Mail Received by Households**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Content	1987	2003	2004
NON-ADVERTISING			
Personal	7.5	4.2	4.2
Bills <sup>⑤</sup>	12.5	12.0	11.8
Financial Statements	4.2	4.1	4.0
ADVERTISING			
First-Class advertising only	4.7	6.6	5.9
First-Class advertising enclosed	5.5	11.3	10.4
First-Class business invitations announcements	1.2	2.4	2.8
First-Class requests for donations	0.4	0.5	0.4
Standard Mail (A) advertising	30.7	34.4	35.8
Standard Mail (A) requests	0.5	0.4	0.4
Standard Mail (A) nonprofit advertising	2.4	2.0	2.0
Standard Mail (A) nonprofit requests	3.2	3.4	3.6
Total Advertising With Request For Donations (not including Periodicals)	48.6	61.0	61.4
Total Advertising Without Request For Donations (not including Periodicals)	44.5	56.8	56.9
Newspapers	2.9	1.0	1.0
Magazines	4.7	3.2	3.1
Total Advertising (including Periodicals)	56.2	65.2	65.4
OTHER:			
Other Standard Mail (A) <sup>⑥</sup>	6.7	5.4	5.5
Other Standard Mail (A) nonprofit <sup>⑥</sup>	3.7	2.6	2.5
Federal Government	1.7	1.1	1.1
International	0.5	0.1	0.1
Other <sup>②</sup>	12.5	16.6	15.9
Total <sup>③</sup>	105.5	111.3	110.4
Pieces per household per week <sup>④</sup>	20.5	26.6	26.9

① Does not include packages or expedited mail.

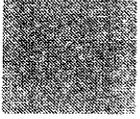
② Mostly other First-Class.

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, 2003 and 2004**  
**(Diary Data)**

Content	Percent of Total Mail Received by Households			Pieces Per Household Per Week		
	1987	2003	2004	1987	2003	2004
Personal:						
Holiday card	3.2	1.4	1.5	0.55	0.38	0.42
Other greeting cards	1.7	1.0	1.0	0.29	0.28	0.27
Letter	2.7	0.9	0.9	0.46	0.25	0.24
Package	0.1	0.1	0.1	0.01	0.01	0.02
Invitations	0.7	0.4	0.5	0.12	0.11	0.13
Announcements	0.2	0.1	0.1	0.03	0.03	0.02
Other personal	0.5	0.2	0.2	0.09	0.06	0.05
Total Personal	9.1	4.2	4.2	1.55	1.13	1.14
Business or Nonfederal Government:						
Advertising Only	5.2	6.5	5.8	0.89	1.76	1.59
Notice of order	1.4	1.5	1.4	0.23	0.42	0.39
Bill/invoice/premium ①	14.7	11.8	11.6	2.52	3.20	3.18
Financial statement	5.0	4.1	4.0	0.87	1.11	1.11
Payment	1.9	1.0	1.0	0.32	0.28	0.27
Rebate	0.1	0.1	0.1	0.01	0.03	0.04
Greeting card	0.3	0.2	0.2	0.05	0.05	0.06
Invitation or announcement	1.5	2.5	2.9	0.26	0.69	0.80
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	0.10
Tax forms	0.0	0.3	0.2	0.01	0.07	0.04
Other business or government	6.7	0.8	0.7	1.14	0.21	0.20
Packages	0.1	0.2	0.2	0.02	0.05	0.06
Total Business or Government	37.2	29.5	28.5	6.37	8.00	7.83
Social/Charitable/Political/Nonprofit:						
Announcement/meeting	1.3	1.7	1.3	0.22	0.45	0.35
Request for donation	0.4	0.5	0.4	0.07	0.13	0.11
Confirmation of donation	0.2	0.2	0.2	0.03	0.06	0.05
Bill/invoice/premium	0.3	0.3	0.1	0.04	0.08	0.03
Educational acceptances	0.1	0.0	0.0	0.02	0.00	0.00
Other social/charitable/political/nonprofit	1.2	0.2	0.2	0.20	0.05	0.05
Total Social/Charitable/Political/Nonprofit	3.5	2.8	2.2	0.58	0.77	0.59
Don't know/No answer	0.6	1.3	1.3	0.11	0.34	0.36
Total Mail Received by Households	50.4	37.7	36.1	8.61	10.23	9.92

①Includes credit card statement/bill.

②Estimates for 2003 and 2004 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, 2003 and 2004**  
**(Diary Data)**

Quarter	Total Personal			Total Business or Nonfederal Government*		
	1987	2003	2004	1987	2003	2004
Quarter One	2.42	1.90	2.02	6.49	7.69	7.32
Quarter Two	1.56	0.88	0.82	6.38	7.86	7.65
Quarter Three	1.16	0.92	0.90	6.56	7.35	7.38
Quarter Four	1.04	0.77	0.76	6.00	7.28	7.32

\* Includes credit card statement/bill.

**Table A2-3**  
**First-Class Demographics -- Pieces Received Per Household Per Week**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Recruitment and Diary Data)**

Income	1987	2003	2004
< \$7K	4.3	4.2	3.3
\$7K - \$9.9K	5.5	5.1	5.6
\$10K - \$14.9K	6.2	6.3	5.4
\$15K - \$19.9K	7.3	7.7	6.5
\$20K - \$24.9K	7.5	8.1	8.7
\$25K - \$29.9K	8.5	8.7	8.7
\$30K - \$34.9K	9.8		
\$35K - \$49.9K	10.4	9.2	9.4
\$50K - \$64.9K	12.6	10.6	10.6
\$65K - Over	15.7	12.9	12.1
Age of Head of Household	1987	2003	2004
18 - 24	4.9	5.9	6.3
25 - 34	7.3	8.7	8.6
35 - 44	9.6	10.4	9.9
45 - 54	10.4	11.6	11.1
55 - 64	9.9	11.3	10.8
65 - 69	8.5	11.0	10.3
70 +	7.6	9.8	9.8
Education of Head of Household	1987	2003	2004
< 8th grade	5.4	7.7	8.0
Some high school	6.5	7.6	7.6
High school	7.4	9.4	9.5
Some college	8.5	10.0	10.3
Technical school	8.2	10.4	9.8
College	11.0	12.1	10.7
Post graduate	14.6	13.1	11.7
Type of Household	1987	2003	2004
One-person household	5.5	6.9	6.7
Male	5.2	6.3	6.4
Female	5.6	7.3	7.0
One adult + minors ①	5.2	7.1	7.6
Male ①	3.9	7.8	6.6
Female ①	5.3	6.9	7.8
More than One Adult	1987	2003	2004
Without children	9.4	10.9	10.6
One-earner	9.2	10.2	10.2
Two-earner	9.7	10.8	10.3
With children	9.6	11.2	10.5
One-earner	9.0	10.6	9.5
Two-earner	10.3	10.8	10.5
Employment of Respondent	1987	2003	2004
White collar professional	10.4	11.4	10.8
White collar sales/clerical	7.7	10.0	9.3
Blue collar craftsmen/mechanic	6.2	9.7	9.6
Service Worker	6.3	8.4	8.4
Other employed ①	6.3	8.5	10.8
Homemaker	8.0	8.4	8.5
Student ①	8.1	6.3	7.1
Retired	7.8	10.2	10.0
Other not employed ①	N/A	8.1	17.4
Type of Dwelling	1987	2003	2004
Single-family house	9.6	10.8	10.5
Multi-family house	7.2	7.3	6.8
Apartment	5.8	7.7	8.3
Mobile house	6.0	10.2	7.1
Number of Adults	1987	2003	2004
1	5.4	7.0	6.9
2	9.0	10.6	10.0
3	11.0	12.8	12.2
4 +	11.5	13.7	14.4

① Fluctuations may be due to small sample sizes.

Note: 2003/2004 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, 2003 and 2004**  
**(Diary Data)**

Industry	Percent of First-Class "Advertising Only"			Percent of Total First Class Mail			Pieces Per Household Per Week		
	1987	2003	2004	1987	2003	2004	1987	2003	2004
Financial:									
Credit Card	7.0	22.6	20.6	0.4	3.9	3.3	0.1	0.4	0.3
Bank	7.0	6.6	7.7	0.4	1.1	1.2	0.1	0.1	0.1
Securities	5.4	1.6	1.4	0.3	0.3	0.2	0.0	0.0	0.0
Money Market	0.2	0.2	0.4	0.0	0.0	0.1	0.0	0.0	0.0
Insurance	7.8	4.2	4.2	0.4	0.7	0.7	0.1	0.1	0.1
Mortgage	3.7	5.2	6.4	0.2	0.9	1.0	0.0	0.1	0.1
Other Financial	1.1	0.4	0.3	0.1	0.1	0.1	0.0	0.0	0.0
Total Financial	32.2	41.0	41.0	1.7	7.1	6.6	0.3	0.7	0.7
Merchants:									
Supermarkets	0.0	1.1	1.1	0.0	0.2	0.2	0.0	0.0	0.0
Deptment Store	7.0	5.1	5.3	0.4	0.9	0.8	0.1	0.1	0.1
Mail Order	8.5	5.5	5.6	0.4	1.0	0.9	0.1	0.1	0.1
Specialty Store	9.3	9.0	9.4	0.5	1.6	1.5	0.1	0.2	0.2
Publisher	10.8	5.7	4.9	0.6	1.0	0.8	0.1	0.1	0.1
Land Promotion	3.8	0.6	0.5	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	3.6	4.1	0.1	0.6	0.7	0.0	0.1	0.1
Auto dealers	2.2	2.8	3.3	0.1	0.5	0.5	0.0	0.0	0.1
Service stations	0.1	0.7	0.9	0.0	0.1	0.1	0.0	0.0	0.0
Other Merchants	3.2	1.5	1.8	0.2	0.3	0.3	0.0	0.0	0.0
Total Merchants	46.1	36.0	37.2	2.4	6.2	6.0	0.4	0.6	0.6
Services:									
Telephone	1.9	3.9	3.3	0.1	0.7	0.5	0.0	0.1	0.1
Other utility	0.7	0.6	0.8	0.0	0.1	0.1	0.0	0.0	0.0
Medical	1.7	2.9	2.1	0.1	0.5	0.3	0.0	0.1	0.0
Other professional	1.7	1.3	1.6	0.1	0.2	0.3	0.0	0.0	0.0
Leisure service	7.7	6.8	6.3	0.4	1.2	1.0	0.1	0.1	0.1
Cable TV	0.8	1.1	0.9	0.0	0.2	0.2	0.0	0.0	0.0
Computer	0.6	0.9	1.0	0.0	0.2	0.2	0.0	0.0	0.0
Craftsman	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Other Services	2.9	2.6	3.5	0.1	0.5	0.6	0.0	0.0	0.1
Total Services	17.5	20.4	19.7	0.9	3.5	3.2	0.2	0.4	0.3
Federal government	N/A	0.6	0.9	N/A	0.1	0.2	N/A	0.0	0.0
Nonfederal government	1.0	0.6	0.6	0.0	0.1	0.1	0.0	0.0	0.0
Social/Charitable/Political/Nonprofit	0.0	0.5	0.2	0.0	0.1	0.0	0.0	0.0	0.0
Don't Know/No Answer	3.2	1.0	0.4	0.2	0.2	0.1	0.0	0.0	0.0
Total Advertising-Only Mail Received by Households	100.0	100.0	100.0	5.2	17.4	16.2	0.9	1.8	1.6

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, 2003 and 2004**  
**(Recruitment and Diary Data)**

Income	First-Class Mail		
	1987	2003	2004
< \$7K	18.6	29.5	41.4
\$7K - \$9.9K	21.1	36.9	28.1
\$10K - \$14.9K	25.5	33.4	31.9
\$15K - \$19.9K	23.4	32.5	33.0
\$20K - \$24.9K	24.3	35.7	36.6
\$25K - \$29.9K	25.5	35.0	34.5
\$30K - \$34.9K	27.0		
\$35K - \$49.9K	29.5	36.5	36.3
\$50K - \$64.9K	29.4	39.7	37.0
\$65K - \$79.9K	29.9	37.8	39.6
\$80K - \$99.9K	33.3	37.5	38.0
\$100K+	31.6	38.7	39.0

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

**Table A2-6**  
**First-Class Mail Usage of Reply Envelopes -- by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Industry	BRM			CRM			Total Reply Mail		
	1987	2003	2004	1987	2003	2004	1987	2003	2004
Financial:									
Credit Card	12.2	36.2	33.3	14.0	20.3	19.7	13.7	23.9	22.7
Bank	10.5	6.5	8.6	5.5	6.1	6.2	6.8	6.2	6.7
Securities	9.5	3.3	3.7	1.4	1.2	1.5	3.1	1.7	2.0
Money Market	1.1	0.5	0.5	0.2	0.2	0.2	0.4	0.3	0.2
Insurance	13.0	8.2	8.8	9.5	7.9	8.0	10.3	8.0	8.2
Mortgage	1.6	1.7	1.9	0.4	1.9	2.1	0.6	1.8	2.0
Other Financial	1.4	0.4	0.4	0.4	0.3	0.4	0.6	0.4	0.4
Total Financial	49.3	56.8	57.2	31.4	38.0	38.2	35.0	42.3	42.4
Merchants:									
Supermarkets	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.1
Department Store	3.7	2.1	1.4	9.4	3.9	4.3	8.1	3.5	3.6
Mail Order	4.6	2.8	3.4	2.3	1.9	2.3	2.6	2.1	2.5
Other Store	1.2	0.9	1.1	1.8	1.6	1.4	1.6	1.4	1.4
Publisher	8.2	7.9	7.2	6.8	3.5	3.1	7.0	4.5	4.0
Land Promotion	0.5	0.1	0.1	0.1	0.0	0.1	0.2	0.0	0.1
Restaurant	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Consumer packaged goods/manufacturers	0.7	1.6	2.1	0.1	0.4	0.3	0.2	0.7	0.7
Auto dealers	0.3	0.3	0.3	0.0	0.1	0.2	0.1	0.1	0.2
Service stations	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.1
Other Merchants	0.8	0.8	0.9	0.7	0.2	0.3	0.7	0.3	0.4
Total Merchants	21.1	16.6	16.5	21.2	11.9	12.1	21.2	13.0	13.1
Services:									
Telephone	3.6	2.5	2.1	11.8	14.3	13.8	10.3	11.6	11.2
Other utility	3.1	2.3	2.8	14.4	12.0	12.8	12.1	9.8	10.6
Medical	3.8	3.4	3.4	8.6	8.0	8.1	7.6	7.0	7.0
Other professional	1.0	1.1	1.3	0.4	0.7	0.5	0.6	0.8	0.7
Leisure service	1.6	2.5	2.1	0.7	0.7	0.5	0.9	1.1	0.9
Cable TV	0.5	0.7	0.6	3.5	4.9	4.9	2.9	3.9	4.0
Computer	0.1	0.4	0.3	0.0	0.4	0.4	0.0	0.4	0.3
Craftsman	0.1	0.1	0.0	0.1	0.0	0.0	0.1	0.0	0.0
Other services	1.8	1.5	1.9	1.0	1.2	1.3	1.2	1.3	1.4
Total Services	15.6	14.5	14.4	40.5	42.2	42.3	35.5	35.9	36.1
Federal government	N/A	1.9	1.3	N/A	0.7	0.8	N/A	1.0	0.9
Nonfederal government	10.0	2.4	1.6	2.1	2.6	2.8	2.2	2.5	2.5
Social/Charitable/Political/Nonprofit	2.6	7.6	8.8	3.6	4.5	3.6	5.0	5.2	4.8
Don't know/No answer	1.4	0.2	0.2	1.2	0.1	0.2	1.2	0.1	0.2
Total Nonhousehold Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces per household per week	0.5	0.8	0.7	2.1	2.7	2.6	2.7	3.5	3.3

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, 2003 and 2004**  
**(Diary Data)**

Industry	BRM			CRM			Total Reply Mail		
	1987	2003	2004	1987	2003	2004	1987	2003	2004
Business or Nonfederal Government:									
Advertising Only	33.7	54.1	49.6	5.2	4.3	3.6	11.0	15.7	13.8
Notice of Order	3.0	3.6	2.8	1.6	1.1	1.0	2.0	1.6	1.4
Bill/invoice/premium*	19.0	16.1	19.2	75.3	82.4	85.4	63.2	67.3	70.7
Financial Statement	6.4	5.2	5.2	3.2	2.9	3.1	4.0	3.5	3.6
Payment	1.54	0.3	0.3	0.4	0.4	0.3	0.8	0.4	0.3
Rebate	0.1	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.1
Greeting Card	0.6	0.3	0.3	0.1	0.1	0.1	0.2	0.1	0.2
Invitation	4.7	6.9	8.9	0.6	1.6	1.6	1.5	2.8	3.2
Other business or nonfederal government	20.9	5.0	4.6	10.0	1.1	1.2	12.2	2.0	2.0
Total Business or Nonfederal Government	89.9	91.5	91.1	96.4	93.8	96.4	95.1	93.3	95.2
Social/Charitable/Political/Nonprofit									
Announcement/meeting	1.8	3.0	2.7	0.5	1.0	0.7	0.9	1.5	1.2
Request for donation	4.4	3.8	4.8	1.2	2.4	1.8	1.8	2.7	2.5
Confirmation of donation	0.5	0.6	0.6	0.2	0.6	0.4	0.3	0.6	0.4
Bill/invoice/premium	0.4	0.6	0.1	0.9	1.9	0.5	0.8	1.6	0.4
Other social/charitable/political/nonprofit	3.2	0.6	0.8	0.8	0.2	0.1	1.3	0.3	0.3
Total Social/Charitable/Political/Nonprofit	10.2	8.5	8.9	3.6	6.2	3.6	4.9	6.7	4.8
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	0.8	0.7	2.1	2.7	2.6	2.7	3.5	3.3

\*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, 2003 and 2004**  
**(Diary Data)**

Industry	Business Reply			Courtesy Reply			No Reply Mail			Don't Know/ No Answer		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Financial:												
Credit Card	13.0	25.4	23.8	59.2	48.0	49.6	20.9	23.7	23.1	7.0	2.9	3.5
Bank	5.3	4.8	5.8	11.1	15.3	14.7	75.3	77.6	76.8	8.3	2.2	2.7
Securities	18.2	7.7	8.1	10.4	9.4	11.9	64.8	80.0	76.7	6.7	2.9	3.3
Money Market	24.2	8.9	8.7	15.2	13.0	9.3	54.4	75.5	80.3	6.2	2.6	1.6
Insurance	10.2	7.8	8.0	29.6	25.7	25.6	50.6	61.7	62.3	9.5	4.7	4.0
Mortgage	8.9	6.1	6.2	9.0	23.4	24.2	72.6	67.9	68.3	9.6	2.6	1.3
Total Financial	9.7	10.4	9.4	24.4	26.9	27.0	57.6	59.7	60.5	8.2	3.0	3.1
Merchants:												
Supermarkets	N/A	0.9	1.2	N/A	10.3	8.1	N/A	84.3	89.9	N/A	4.5	0.8
Department Store	5.4	6.9	4.2	54.4	44.1	46.3	33.4	46.7	46.7	6.9	2.3	2.8
Mail Order	15.1	13.1	14.2	30.4	29.4	33.3	46.8	55.3	50.3	7.7	2.1	2.2
Other Store	3.0	2.8	3.3	18.4	16.9	15.0	73.1	78.3	79.0	5.5	2.1	2.8
Publisher	15.1	28.3	27.0	44.4	41.9	41.5	32.2	26.4	28.4	8.2	3.4	3.1
Land Promotion	6.2	4.1	6.7	5.7	6.5	10.4	78.0	88.1	80.3	10.2	1.2	2.6
Restaurant	12.3	0.0	0.0	0.0	2.2	0.0	74.8	97.1	96.5	12.9	0.6	3.5
Consumer packaged goods/manufacturers	8.8	9.5	10.6	5.0	8.8	5.0	67.0	78.2	80.1	19.3	3.5	4.3
Auto dealers	3.5	3.3	2.8	2.6	3.2	7.3	86.9	88.8	88.8	7.0	4.6	1.1
Service stations	0.7	3.1	0.8	11.6	15.8	7.1	84.2	80.6	90.6	3.6	0.6	1.5
Total Merchants	8.8	4.8	4.7	35.2	47.3	48.0	47.8	44.9	43.8	8.1	3.0	3.5
Services:												
Telephone	5.1	3.5	3.0	67.7	67.9	70.1	17.1	24.9	22.7	10.0	3.8	4.1
Other utility	3.3	3.7	4.1	60.0	66.6	66.5	28.7	26.2	25.8	8.0	3.5	3.6
Medical	4.3	4.5	4.4	38.2	35.9	37.2	49.6	57.3	55.5	8.0	2.3	3.0
Other professional	6.0	6.2	7.1	10.9	12.2	10.5	72.3	78.9	78.1	10.8	2.6	4.3
Leisure service	5.8	9.6	8.8	9.7	9.5	7.7	75.0	78.4	79.2	9.5	2.5	4.2
Cable TV	2.2	3.3	2.6	63.3	76.3	75.8	24.8	18.4	18.7	9.7	2.1	2.9
Computer	4.0	6.9	4.9	6.6	21.0	19.9	80.1	70.8	70.4	9.3	1.4	4.9
Craftsman	2.7	8.9	0.0	14.2	6.0	9.6	66.4	81.8	85.7	16.7	3.2	4.7
Total Services	4.4	9.0	10.9	45.9	18.0	15.9	40.5	67.0	68.7	9.2	6.0	4.5
Federal government	N/A	6.7	4.6	N/A	8.9	9.5	N/A	81.7	83.3	N/A	2.7	2.6
Nonfederal government	4.2	4.9	3.2	13.3	17.5	19.9	74.9	75.1	73.7	7.6	2.5	3.2
Social/Charitable/Political/Nonprofit	9.1	9.0	10.9	13.0	18.0	15.9	64.3	67.0	68.7	13.7	6.0	4.5
Total Nonhousehold Mail Received	7.7	9.2	8.8	30.5	30.9	31.0	52.3	56.4	56.6	9.6	3.5	3.6
Pieces per household per week	0.5	0.8	0.7	2.1	2.7	2.6	3.6	4.9	4.7	0.7	0.3	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, 2003 and 2004**  
**(Diary Data)**

Industry	Percent of Non-Household Mail Received by Households			Pieces Per Household Per Week		
	1987	2003	2004	1987	2003	2004
Financial:						
Credit Card	2.9	4.9	4.4	0.50	1.14	1.03
Bank	6.2	4.7	4.6	1.06	1.08	1.09
Securities	1.6	1.5	1.4	0.28	0.34	0.34
Money Market	0.1	0.2	0.2	0.02	0.04	0.04
Insurance	3.9	3.6	3.5	0.68	0.83	0.81
Mortgage	0.6	0.9	0.9	0.10	0.22	0.22
Other financial	0.5	0.2	0.3	0.08	0.04	0.06
Total Financial	15.8	15.9	15.3	2.72	3.69	3.59
Merchants:						
Supermarkets	0.0	0.1	0.1	0.00	0.03	0.03
Department Store	2.1	1.0	1.0	0.37	0.24	0.24
Mail Order	0.9	0.7	0.8	0.16	0.17	0.18
Other Store	1.2	1.1	1.1	0.21	0.26	0.25
Publisher	1.9	1.0	0.8	0.33	0.22	0.20
Land Promotion	0.3	0.1	0.1	0.05	0.01	0.02
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	0.13	0.14
Auto dealers	0.2	0.3	0.3	0.04	0.07	0.08
Service stations	0.0	0.1	0.1	0.00	0.02	0.02
Other Merchants	0.5	0.5	0.6	0.08	0.12	0.14
Total Merchants	7.4	5.6	5.6	1.28	1.29	1.30
Services:						
Telephone	2.2	2.4	2.2	0.37	0.57	0.51
Other utility	3.0	2.1	2.1	0.51	0.49	0.50
Medical	2.8	2.6	2.4	0.47	0.60	0.56
Other professional	0.5	0.6	0.6	0.09	0.15	0.13
Leisure service	0.9	0.9	0.7	0.15	0.21	0.17
Cable TV	0.7	0.7	0.7	0.12	0.17	0.17
Computer	0.1	0.2	0.2	0.01	0.05	0.05
Craftsman	0.1	0.0	0.0	0.01	0.01	0.01
Other Services	0.8	0.7	0.7	0.14	0.15	0.16
Total Services	11.1	10.3	9.7	1.87	2.39	2.26
Federal government	N/A	1.0	0.9	N/A	0.23	0.21
Nonfederal government	2.0	1.7	1.6	0.34	0.39	0.36
Social/Charitable/Political/Nonprofit	3.4	2.9	2.5	0.59	0.67	0.59
Don't Know/No Answer	0.9	0.2	0.2	0.14	0.05	0.05
Total Industry Mail to Households	40.6	37.7	35.8	6.94	8.71	8.36

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, 2003 and 2004  
 (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			Bills*			Statements																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Financial:													Credit Card	1.8	6.3	6.3	0.3	0.6	0.6	0.1	0.1	0.0	0.0	0.0	0.0	Bank	1.0	1.9	2.1	0.2	0.2	0.2	3.2	6.0	6.3	0.6	0.6	0.6	Securities	0.1	0.1	0.1	0.0	0.0	0.0	0.7	2.2	2.3	0.1	0.2	0.2	Money Market	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.3	0.0	0.0	0.0	Insurance	1.6	3.6	3.8	0.3	0.4	0.4	0.3	0.8	0.8	0.1	0.1	0.1	Mortgage	0.1	0.6	0.6	0.0	0.1	0.1	0.0	0.1	0.2	0.0	0.0	0.0	Other Financial	0.1	0.1	0.2	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	Total Financial	4.7	12.6	13.0	0.8	1.3	1.3	4.5	9.6	10.0	0.8	1.0	1.0	Merchants:													Supermarkets	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	Department Store	1.3	1.2	1.2	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	Mail Order	0.2	0.4	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	Other Store	0.4	0.6	0.6	0.1	0.1	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	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	Service stations	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	Other Merchants	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	Total Merchants	2.9	3.2	3.5	0.5	0.3	0.3	0.1	0.3	0.3	0.0	0.0	0.0	Services:													Telephone	1.6	4.4	4.3	0.3	0.4	0.4	0.0	0.1	0.0	0.0	0.0	0.0	Other utility	2.4	4.3	4.7	0.4	0.4	0.5	0.0	0.0	0.1	0.0	0.0	0.0	Medical	1.7	3.2	3.2	0.3	0.3	0.3	0.1	0.0	0.1	0.0	0.0	0.0	Other professional	0.1	0.3	0.3	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	Leisure service	0.1	0.2	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	Cable TV	0.5	1.4	1.4	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	Computer	0.0	0.2	0.1	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	0.5	0.5	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	Total Services	6.7	14.5	14.6	1.2	1.5	1.4	0.2	0.5	0.4	0.0	0.1	0.0	Federal government	N/A	0.2	0.0	N/A	0.0	0.0	N/A	0.0	0.3	N/A	0.0	0.0	Nonfederal government	0.3	0.8	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.0	0.0	0.0	Social/Charitable/Political/Nonprofit	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	Don't Know/No Answer	0.2	0.1	0.0	0.0	0.0	0.0	0.1	0.2	0.1	0.0	0.0	0.0	Total Bills or Statements Received by Households	14.9	31.5	31.2	2.6	3.2	3.2	5.0	11.0	11.3	0.9	1.1	1.1
Credit Card	1.8	6.3	6.3	0.3	0.6	0.6	0.1	0.1	0.0	0.0	0.0	0.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Bank	1.0	1.9	2.1	0.2	0.2	0.2	3.2	6.0	6.3	0.6	0.6	0.6																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Securities	0.1	0.1	0.1	0.0	0.0	0.0	0.7	2.2	2.3	0.1	0.2	0.2																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Money Market	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.3	0.0	0.0	0.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Insurance	1.6	3.6	3.8	0.3	0.4	0.4	0.3	0.8	0.8	0.1	0.1	0.1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Mortgage	0.1	0.6	0.6	0.0	0.1	0.1	0.0	0.1	0.2	0.0	0.0	0.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Other Financial	0.1	0.1	0.2	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Total Financial	4.7	12.6	13.0	0.8	1.3	1.3	4.5	9.6	10.0	0.8	1.0	1.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Merchants:																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
Supermarkets	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Department Store	1.3	1.2	1.2	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Mail Order	0.2	0.4	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Other Store	0.4	0.6	0.6	0.1	0.1	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	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Service stations	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Other Merchants	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Total Merchants	2.9	3.2	3.5	0.5	0.3	0.3	0.1	0.3	0.3	0.0	0.0	0.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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Telephone	1.6	4.4	4.3	0.3	0.4	0.4	0.0	0.1	0.0	0.0	0.0	0.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Other utility	2.4	4.3	4.7	0.4	0.4	0.5	0.0	0.0	0.1	0.0	0.0	0.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Medical	1.7	3.2	3.2	0.3	0.3	0.3	0.1	0.0	0.1	0.0	0.0	0.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Other professional	0.1	0.3	0.3	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Leisure service	0.1	0.2	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Cable TV	0.5	1.4	1.4	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Computer	0.0	0.2	0.1	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	0.5	0.5	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Total Services	6.7	14.5	14.6	1.2	1.5	1.4	0.2	0.5	0.4	0.0	0.1	0.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Federal government	N/A	0.2	0.0	N/A	0.0	0.0	N/A	0.0	0.3	N/A	0.0	0.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Nonfederal government	0.3	0.8	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.0	0.0	0.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Social/Charitable/Political/Nonprofit	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Don't Know/No Answer	0.2	0.1	0.0	0.0	0.0	0.0	0.1	0.2	0.1	0.0	0.0	0.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
Total Bills or Statements Received by Households	14.9	31.5	31.2	2.6	3.2	3.2	5.0	11.0	11.3	0.9	1.1	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, 2003 and 2004**  
**(Diary Data)**

Industry	Percent of First-Class Business Invitations and Announcements			Percent of Total First Class Mail			Pieces Per Household Per Week		
	1987	2003	2004	1987	2003	2004	1987	2003	2004
Financial:									
Credit Card	3.6	5.5	5.9	0.1	0.4	0.5	0.0	0.0	0.0
Bank	8.9	7.1	6.6	0.1	0.5	0.5	0.0	0.0	0.1
Securities	5.3	4.1	3.9	0.1	0.3	0.3	0.0	0.0	0.0
Money Market	0.1	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Insurance	7.4	10.7	11.7	0.1	0.7	1.0	0.0	0.1	0.1
Mortgage	2.5	3.0	3.1	0.0	0.2	0.2	0.0	0.0	0.0
Other financial	1.7	0.6	1.1	0.0	0.0	0.1	0.0	0.0	0.0
Total Financial	29.5	31.6	32.8	0.5	2.1	2.7	0.1	0.2	0.3
Merchants:									
Supermarkets	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Deptment Store	2.8	1.1	1.9	0.0	0.1	0.2	0.0	0.0	0.0
Mail Order	1.0	1.3	1.5	0.0	0.1	0.1	0.0	0.0	0.0
Other Store	4.6	1.6	2.6	0.1	0.1	0.2	0.0	0.0	0.0
Publisher	3.6	1.4	1.8	0.1	0.1	0.1	0.0	0.0	0.0
Land Promotion	0.9	0.2	0.3	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	2.7	3.7	0.0	0.2	0.3	0.0	0.0	0.0
Auto dealers	0.6	0.8	1.0	0.0	0.1	0.1	0.0	0.0	0.0
Service stations	0.3	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Other Merchants	4.1	3.1	3.2	0.1	0.2	0.3	0.0	0.0	0.0
Total Merchants	20.4	13.1	16.7	0.3	0.9	1.4	0.1	0.1	0.1
Services:									
Telephone	2.6	1.3	1.6	0.0	0.1	0.1	0.0	0.0	0.0
Other utility	1.6	1.5	1.3	0.0	0.1	0.1	0.0	0.0	0.0
Medical	11.0	15.5	14.5	0.2	1.0	1.2	0.0	0.1	0.1
Other professional	5.2	6.5	4.7	0.1	0.4	0.4	0.0	0.0	0.0
Leisure service	9.9	3.4	3.4	0.2	0.2	0.3	0.0	0.0	0.0
Cable TV	0.3	0.8	0.8	0.0	0.1	0.1	0.0	0.0	0.0
Computer	0.9	0.6	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Craftsman	0.5	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Other Services	4.9	2.5	3.0	0.1	0.2	0.2	0.0	0.0	0.0
Total Services	36.9	32.2	29.9	0.6	2.2	2.4	0.1	0.2	0.2
Federal government	N/A	7.3	6.8	N/A	0.5	0.6	N/A	0.1	0.1
Nonfederal government	9.7	14.4	12.7	0.2	1.0	1.0	0.0	0.1	0.1
Social/Charitable/Political/Nonprofit	0.0	1.1	0.4	0.0	0.1	0.0	0.0	0.0	0.0
Don't Know/No Answer	3.5	0.4	0.7	0.1	0.0	0.1	0.0	0.0	0.0
Total Business Invitations/Announcements Mail Received by Households	100.0	100.0	100.0	1.5	6.3	7.6	0.3	0.6	0.7

**Table A2-12**  
**Use of First-Class Advertising-Enclosed Mail<sup>①</sup>-- by Industry**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(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	2003	2004	1987	2003	2004	1987	2003	2004
Financial:									
Credit Card	18.3	23.7	22.8	1.3	4.2	3.8	0.22	0.71	0.64
Bank	11.7	8.8	9.9	0.8	1.6	1.6	0.14	0.27	0.28
Securities	4.2	1.9	1.9	0.3	0.3	0.3	0.05	0.06	0.05
Money Market	0.8	0.3	0.3	0.0	0.0	0.1	0.01	0.01	0.01
Insurance	4.2	3.9	3.8	0.3	0.7	0.6	0.05	0.12	0.11
Mortgage	0.8	3.4	4.0	0.0	0.6	0.7	0.01	0.10	0.11
Other Financial	5.8	0.3	0.3	0.0	0.1	0.1	0.07	0.01	0.01
Total Financial	40.0	42.3	43.1	2.8	7.4	7.2	0.48	1.27	1.21
Merchants:									
Supermarkets	0.0	0.7	0.6	0.0	0.1	0.1	0.00	0.02	0.02
Department Store	14.2	5.7	5.8	1.0	1.0	1.0	0.17	0.17	0.16
Mail Order	2.5	3.8	3.8	0.2	0.7	0.6	0.03	0.11	0.11
Other Store	2.5	6.1	6.1	0.2	1.1	1.0	0.03	0.18	0.17
Publisher	5.0	4.0	3.6	0.4	0.7	0.6	0.06	0.12	0.10
Land Promotion	0.0	0.4	0.3	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	0.00
Consumer packaged goods	0.0	2.2	2.4	0.0	0.4	0.4	0.00	0.07	0.07
Auto dealers	0.0	1.7	1.9	0.0	0.3	0.3	0.00	0.05	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	1.0	1.1	0.1	0.2	0.2	0.01	0.03	0.03
Total Merchants	25.8	26.3	26.3	1.8	4.6	4.4	0.31	0.79	0.74
Services:									
Telephone	8.3	8.4	8.4	0.6	1.5	1.4	0.10	0.25	0.24
Other utility	8.3	3.9	4.3	0.6	0.7	0.7	0.10	0.12	0.12
Medical	1.7	2.0	1.5	0.1	0.4	0.2	0.02	0.06	0.04
Other professional	1.7	0.9	1.0	0.0	0.2	0.2	0.02	0.03	0.03
Leisure service	0.0	4.5	3.9	0.1	0.8	0.7	0.00	0.13	0.11
Cable TV	4.2	3.0	3.2	0.3	0.5	0.5	0.05	0.09	0.09
Computer	0.0	0.7	0.7	0.0	0.1	0.1	0.00	0.02	0.02
Craftsman	0.0	0.1	0.1	0.0	0.0	0.0	0.00	0.00	0.00
Other Services	0.8	1.9	2.2	0.1	0.3	0.4	0.01	0.06	0.06
Total Services	25.0	25.4	25.3	1.7	4.5	4.2	0.30	0.77	0.71
Federal government	N/A	0.6	0.9	N/A	0.1	0.1	N/A	0.02	0.02
Nonfederal government	0.8	1.0	0.8	0.1	0.2	0.1	0.01	0.03	0.02
Social/Charitable/Political/Nonprofit	7.5	3.9	3.4	0.5	0.7	0.6	0.09	0.12	0.10
Don't Know/No Answer	0.8	0.5	0.2	0.1	0.1	0.0	0.01	0.02	0.01
Total Advertising Enclosed Mail Received by Households	100.0	100.0	100.0	7.0	17.6	16.7	1.20	3.01	2.81

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, 2003 and 2004**  
**(Recruitment Data)**

<b>Activity</b>	<b>1987</b>	<b>2003</b>	<b>2004</b>
Watching Television	61.7	65.5	63.2
Reading Books, Magazines	66.1	76.5	76.2
Visiting with Friends	67.8	83.6	81.7
Writing Letters	27.1	42.1	40.6
Reading Newspapers	65.7	66.4	63.8
Reading Cards and Letters	69.5	74.6	73.5
Telephoning Family and Friends	62.8	81.7	81.2
E-mailing via the Internet*	N/A	40.5	43.0
Shopping via the Internet*	N/A	13.8	15.7

\*Added in Postal Fiscal Year 2000

**Table A2-14**  
**First-Class Mail Received -- by Number of Financial Accounts and Insurance Policies**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Recruitment and Diary Data)**

Number of Accounts and Policies	None		Low (1-5)		Medium (6-9)		High (10+)					
	1987	2003	1987	2003	1987	2003	1987	2003				
Pieces per household per week	3.2	5.2	4.5	5.6	7.6	7.3	8.5	9.6	9.2	12.4	12.3	12.2

**Table A2-15**  
**First-Class Mail Received -- by Number of Credit Cards**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Recruitment and Diary Data)**

Number of Credit Cards	None			Low (1-3)			Medium (4-7)			High (8+)		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Pieces per Household per Week	4.8	6.8	5.7	7.3	8.7	8.7	8.7	9.9	10.5	10.5	12.7	12.2

**Table A2-16**  
**First-Class Mail Receipt -- Content by Age of Head of Household**  
**(Pieces Per Household Per Week)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Recruitment and Diary Data)**

Contents	18 - 21		22 - 24		25 - 34		35 - 44		
	1987	2003	2004	1987	2003	2004	1987	2003	2004
Personal	1.6	0.4	1.1	0.8	0.5	0.6	1.2	0.9	1.0
Business or Nonfederal Government:									
Advertising	0.4	0.6	0.7	0.3	0.9	1.0	0.7	1.6	1.4
Invitation/Announcement	0.1	0.3	0.7	0.1	0.5	0.2	0.2	0.5	0.6
Bill*	1.5	2.7	2.6	1.8	2.7	2.5	2.6	3.0	3.1
Financial Statement	0.6	0.2	0.7	0.4	0.5	0.4	0.6	0.9	0.9
Other ①	0.7	0.5	0.6	1.0	0.9	0.9	1.5	1.2	1.2
Total Business or Nonfederal Government	3.3	4.3	5.3	3.6	5.4	5.1	5.6	7.2	7.2
Social/Charitable/Political/Nonprofit	0.3	0.4	0.3	0.3	0.5	0.3	0.5	0.6	0.4
Total	5.3	5.0	6.7	4.7	6.4	6.0	7.3	8.7	8.6

Contents	45 - 54		55 - 64		65 - 69		70+		
	1987	2003	2004	1987	2003	2004	1987	2003	2004
Personal	1.8	1.1	1.0	1.8	1.3	1.3	1.7	1.5	1.2
Business or Nonfederal Government:									
Advertising	1.1	2.1	1.9	1.1	2.1	1.8	1.0	1.9	1.8
Invitation/Announcement	0.4	0.8	0.9	0.3	0.8	0.9	0.4	0.8	0.9
Bill*	3.1	3.7	3.7	2.7	3.4	3.4	2.0	2.9	3.1
Financial Statement	1.1	1.3	1.4	1.1	1.3	1.2	0.9	1.4	1.2
Other ①	2.1	1.6	1.5	2.0	1.7	1.6	1.8	1.8	1.5
Total Business or Nonfederal Government	7.8	9.5	9.3	7.2	9.3	8.9	6.1	8.8	8.5
Social/Charitable/Political/Nonprofit	0.7	1.0	0.8	0.7	0.8	0.6	0.5	0.7	0.7
Total	10.4	11.6	11.1	9.9	11.3	10.8	8.5	11.0	10.3

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, 2003 and 2004**  
**(Recruitment and Diary Data)**

Contents	< 8th Grade		Some High School		High School		Some College		
	1987	2003	2004	1987	2003	2004	1987	2003	2004
Personal	1.1	0.7	0.6	1.1	0.7	0.7	1.3	1.0	1.1
Business or Nonfederal Government:									
Advertising	0.5	1.1	0.9	0.6	1.2	1.2	0.7	1.6	1.5
Invitation/Announcement	0.1	0.4	0.6	0.1	0.5	0.8	0.2	0.6	0.7
Bill*	1.7	2.8	2.9	2.0	2.7	2.6	2.4	3.1	3.2
Financial Statement	0.4	0.7	0.7	0.6	0.7	0.8	0.7	1.0	1.0
Other ①	1.2	1.5	1.8	1.6	1.5	1.3	1.6	1.5	1.4
Total Business or Nonfederal Government	3.9	6.6	7.0	4.9	6.5	6.6	5.6	7.9	7.9
Social/Charitable/Political/Nonprofit	0.2	0.5	0.5	0.3	0.5	0.3	0.4	0.6	0.5
Total	5.4	7.7	8.0	6.5	7.6	7.6	7.4	9.4	9.5

Contents	Technical School		College Graduate		Post Graduate	
	1987	2003	2004	1987	2003	2004
Personal	1.3	0.9	1.1	1.9	1.6	1.3
Business or Nonfederal Government:						
Advertising	0.9	1.8	1.5	1.2	2.2	1.8
Invitation/Announcement	0.3	0.7	0.7	0.4	0.9	0.8
Bill*	2.5	3.7	3.3	3.1	3.5	3.3
Financial Statement	0.9	1.1	1.2	1.2	1.4	1.3
Other ①	1.8	1.4	1.5	2.2	1.6	1.4
Total Business or Nonfederal Government	6.4	8.7	8.2	8.1	9.5	8.6
Social/Charitable/Political/Nonprofit	0.4	0.7	0.4	0.9	1.0	0.8
Total	8.2	10.4	9.8	11.0	12.1	10.7

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 A2-18**  
**First-Class Receipt -- Content by Income**  
**(Pieces Per Household Per Week)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Recruitment and Diary Data)**

Contents	<Under \$7K		\$7K - \$9.9K		\$10K - \$14.9		\$15K - \$19.9K					
	1987	2003	2004	1987	2003	2004	1987	2003	2004			
Personal	0.9	0.3	0.2	1.3	0.6	0.8	1.1	0.6	0.5	1.5	0.8	0.8
Business or Nonfederal Government:												
Advertising												
Invitation/Announcement	0.3	0.4	0.4	0.5	0.8	0.6	0.6	1.0	0.6	0.7	1.1	0.8
Bill*	0.1	0.4	0.6	0.1	0.3	0.4	0.1	0.4	0.5	0.2	0.5	0.5
Financial Statement	1.2	1.9	1.4	1.5	1.7	1.5	1.9	2.1	2.1	2.3	2.7	2.1
Other ①	0.2	0.2	0.4	0.4	0.4	0.4	0.6	0.6	0.4	0.7	0.7	0.6
Total Business or Nonfederal Government	1.4	0.5	0.3	1.3	0.9	1.6	1.5	1.2	1.0	1.3	1.4	1.4
Social/Charitable/Political/Nonprofit	3.2	3.5	3.0	3.8	4.1	4.5	4.7	5.3	4.6	5.2	6.4	5.4
Total	4.3	4.2	3.3	5.5	5.1	5.6	6.2	6.3	5.4	7.3	7.7	6.5

Contents	\$20K - \$24.9K		\$25K - \$29.9K		\$30K - \$34.9K		\$35K - \$49.9K					
	1987	2003	2004	1987	2003	2004	1987	2003	2004			
Personal	1.3	0.8	1.0	1.5	0.9	0.9	1.8	0.9	0.9	1.7	0.9	1.2
Business or Nonfederal Government:												
Advertising												
Invitation/Announcement	0.6	1.4	1.2	0.8	1.3	1.3	1.0	1.3	1.3	1.1	1.6	1.6
Bill*	0.2	0.6	0.7	0.2	0.6	0.7	0.4	0.6	0.7	0.4	0.6	0.7
Financial Statement	2.6	2.7	3.0	2.5	3.0	3.1	2.9	3.0	3.1	3.2	3.1	3.0
Other ①	0.8	0.8	0.9	0.9	0.9	1.0	0.9	0.9	1.0	1.1	0.9	1.0
Total Business or Nonfederal Government	1.5	1.4	1.5	1.9	1.4	1.2	1.9	1.4	1.2	2.1	1.3	1.6
Social/Charitable/Political/Nonprofit	5.7	6.9	7.3	6.3	7.2	7.3	7.1	7.2	7.3	7.9	7.6	7.8
Total	7.5	8.1	8.7	8.5	8.7	8.7	9.8	8.7	8.7	10.4	9.2	9.4

Contents	\$50K - \$64.9K		\$65K - \$79.9K		\$80K - \$99.9K		\$100K+					
	1987	2003	2004	1987	2003	2004	1987	2003	2004			
Personal	2.1	1.1	1.2	2.2	1.1	1.3	2.1	1.6	1.2	2.7	1.6	1.3
Business or Nonfederal Government:												
Advertising												
Invitation/Announcement	1.5	1.9	1.7	2.1	2.0	1.9	2.4	2.5	2.0	2.4	2.9	2.4
Bill*	0.4	0.8	0.9	0.4	0.8	1.0	0.6	0.9	0.9	0.7	1.0	1.2
Financial Statement	3.5	3.4	3.5	3.9	3.7	3.7	4.2	4.0	3.7	4.6	4.1	4.0
Other ①	1.5	1.2	1.1	1.8	1.4	1.2	1.8	1.4	1.5	2.0	1.7	1.8
Total Business or Nonfederal Government	2.5	1.4	1.5	3.3	1.6	1.3	3.1	1.8	1.7	3.2	2.0	1.7
Social/Charitable/Political/Nonprofit	9.4	8.6	8.7	11.5	9.6	9.1	12.1	10.6	9.8	12.9	11.7	11.1
Total	12.6	10.6	10.6	14.9	11.6	11.1	15.5	13.2	11.8	17.5	14.7	13.4

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

\* Includes credit card statement/bill

Note: 2003/2004 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, 2003 and 2004**  
**(Diary Data)**

Content	Percent		
	1987	2003	2004
Business or nonfederal government advertising only	48.8	79.1	79.8
Notice of order	36.1	62.2	64.9
Bill/invoice/premium*	68.9	81.8	82.2
Financial Statement	60.8	83.3	83.6
Payment	42.3	60.8	55.8
Rebate ①	27.3	77.3	74.8
Greeting card	25.3	35.9	38.8
Invitation/announcement	28.5	58.8	65.1
Sweepstakes ①	77.5	0.0	91.6
Insurance policy ①	59.5	78.1	79.8
Tax forms ①	25.3	71.0	59.3
Other business or government	49.7	62.6	68.7
Total Business or Nonfederal Government	56.7	76.7	77.5
Social/Charitable/Political/Nonprofit announcement/meeting	10.3	33.5	33.1
Request for donation	19.9	53.2	51.5
Confirmation of donation ①	11.8	37.4	31.6
Bill ①	29.9	73.1	45.5
Education ①	37.8	83.9	82.1
Other social/charitable/political/nonprofit	18.0	34.5	42.7
Total Social/Charitable/Political/Nonprofit	16.5	41.4	37.8
Total Nonpersonal Mail Received by Households	53.9	73.6	74.7
Pieces per Household Per Week	3.74	6.28	6.13

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, 2003 and 2004**  
**(Diary Data)**

Industry	Percent Sent Presort		
	1987	2003	2004
Financial:			
Credit Card	76.9	96.4	96.5
Bank	59.1	82.1	83.2
Securities	37.6	79.9	79.6
Money Market ①	52.4	81.3	82.6
Insurance	62.2	83.3	83.1
Mortgage	19.0	53.6	56.2
Total Financial	58.9	84.7	84.9
Merchants:			
Supermarkets	N/A	77.2	76.0
Deptment Store	73.5	90.9	91.5
Mail Order	50.0	75.6	80.1
Other Store	33.1	69.6	72.0
Publisher	58.9	85.5	86.8
Land Promotion ①	61.9	52.9	61.8
Restaurant ①	50.0	37.4	48.8
Consumer packaged goods	30.8	69.7	72.6
Auto dealers ①	45.5	69.1	71.9
Service stations ①	14.3	75.0	72.6
Total Merchants	55.0	75.2	76.5
Services:			
Telephone	84.4	68.5	67.0
Other utility	81.2	85.2	84.6
Medical	35.9	60.1	61.2
Other professional	7.8	42.5	44.7
Leisure service	31.1	62.6	64.6
Cable TV	57.3	82.7	85.8
Computer ①	15.4	75.4	80.5
Craftsman ①	22.2	19.8	28.3
Total Services	56.7	67.4	68.4
Federal government	N/A	74.1	74.3
Nonfederal government	54.0	67.5	70.1
Social/Charitable/Political/Nonprofit	16.5	35.9	38.2
Total Nonhousehold Mail Received by households	53.9	66.2	67.2
Pieces per household per week	3.7	6.6	6.5

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, 2003 and 2004**  
**(Diary Data)**

<b>Sector</b>	<b>1987</b>	<b>2003</b>	<b>2004</b>
Household-to-household	9.4	6.4	6.5
Household-to-nonhousehold	12.3	14.6	15.4
Nonhousehold-to-household	39.2	46.2	44.8
Unidentified incoming	0.6	2.0	2.1
Unidentified outgoing	1.4	1.1	1.2
Subtotal	62.9	70.3	70.1
Nonhousehold-to-nonhousehold	37.1	29.7	29.9
Total	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

Base: RPW Total, First-Class Envelopes.

**Table A2-32**  
**First-Class Mail Received -- Timeliness of Arrival -- by Quarter**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Time of Arrival	Quarter 1			Quarter 2		
	1987	2003	2004	1987	2003	2004
	Arrived on time or sooner	17.7	47.9	46.0	19.3	51.2
Was not expected to arrive on any special day	65.5	39.4	39.8	66.7	37.5	37.0
Arrived Late	1.5	1.0	0.8	1.3	1.1	1.1
Don't Know/No answer	15.4	11.7	13.5	12.8	10.2	10.5
Total	100.0	100.0	100.0	100.0	100.0	100.0

Time of Arrival	Quarter 3			Quarter 4		
	1987	2003	2004	1987	2003	2004
	Arrived on time or sooner	17.7	50.6	50.8	22.0	51.5
Was not expected to arrive on any special day	66.8	38.4	38.4	65.0	36.3	40.2
Arrived Late	1.3	1.0	1.0	1.5	0.9	0.6
Don't Know/No answer	14.2	10.0	9.8	11.6	11.2	11.2
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, 2003 and 2004**  
**(Recruitment and Diary Data)**

Time of Arrival	Northeast			East			South			Central			West		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
	Arrived on time or sooner	16.4	50.2	47.4	17.8	49.6	48.6	23.7	51.2	51.3	18.9	50.0	50.4	18.1	50.1
Was not expected on any special day	66.0	38.6	38.9	67.5	38.7	37.9	62.1	35.8	36.1	66.7	39.3	40.1	67.6	37.4	41.7
Total Arrived Late	1.6	1.1	1.1	0.9	0.8	0.8	1.4	1.0	0.7	1.6	0.9	1.1	1.2	1.3	0.7
Don't know/No answer	16.1	10.0	12.6	11.0	10.8	12.8	12.8	12.0	11.9	12.9	9.8	8.4	13.1	11.2	11.5
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	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, 2003 and 2004**  
**(Diary Data)**

Mail Sent	Percentage of Total First-Class Mail			Pieces Per Household Per Week		
	1987	2003	2004	1987	2003	2004
Business Transactions -- In Response to Advertising:						
Total Response to Advertising	3.6	1.3	1.2	0.6	0.2	0.2
Business Transactions -- Not in Response to Advertising:						
Transaction to phone/utility company	2.0	3.1	3.4	0.4	0.5	0.6
Transaction to credit card company	1.5	2.4	2.4	0.3	0.4	0.4
All other business mail	5.1	7.2	7.7	0.9	1.2	1.3
Total Business Not In Response to Advertising	8.6	12.6	13.5	1.5	2.2	2.3
Don't know / No answer	0.1	0.2	0.2	0.0	0.0	0.0
Total Mail Sent by Households to Nonhouseholds	12.2	14.2	15.0	2.1	2.4	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, 2003 and 2004**  
**(Diary Data)**

Sector	Percentage of First-Class Mail		Pieces Per Household Per Week	
	1987	2003	1987	2003
Household-to-household	9.1	6.5	1.6	1.1
Household-to-nonhousehold	12.2	14.2	2.1	2.4
Nonhousehold-to-household	40.6	50.9	7.0	8.7
Unknown outgoing	1.9	1.2	0.3	0.2
Unknown incoming	0.6	2.0	0.1	0.3
Subtotal	64.4	74.8	11.1	12.8
Nonhousehold-to-nonhousehold	35.6	25.2	N/A	N/A
Total	100.0	100.0	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 Media by Which Mail Order Purchases Made in the**  
**Past Month Were Ordered**  
**(Percentage of Orders)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Recruitment Data)**

Media	1987	2003	2004
Phone	31.0	50.4	46.6
Mail	67.2	35.1	35.7
Other	1.7	14.5	17.7
Total	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

**Table A2-37**  
**First-Class Mail -- Method of Bill Payment**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Recruitment Data)**

<b>Method of Payment</b>	<b>1987</b>	<b>2003</b>	<b>2004</b>
By mail	95.7	94.9	94.6
In person *	N/A	34.1	34.5
By automatic deduction	21.8	42.9	50.4
By personal computer *	N/A	14.6	22.0
By telephone	0.8	10.3	14.0
By ATM *	N/A	1.3	1.7

<b>Number of Payments</b>	<b>1987</b>	<b>2003</b>	<b>2004</b>
Total payments per household per month	9.14	11.19	12.05

\* 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 A2-38**  
**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, 2003 and 2004**  
**(Recruitment and Diary Data)**

Age	Pieces Per Household Per Month					
	Recruitment Interview ① (Perceived volume)			Diary Data (Actual Volume)		
	1987	2003	2004	1987	2003	2004
18 - 21	6.6	4.5	3.8	2.4	2.2	2.2
21 - 24	3.5	5.6	4.3	2.2	0.8	0.7
25 - 34	4.2	3.7	3.9	2.8	0.8	0.7
35 - 44	4.3	4.1	3.8	2.6	0.8	0.9
45 - 54	5.0	4.2	4.0	3.0	1.1	1.0
55 - 64	5.4	4.4	4.3	3.7	1.5	1.3
65 - 69	5.1	4.5	4.3	2.8	1.8	0.8
70+	6.0	5.0	5.3	3.5	1.7	1.8

① Includes thank you notes.

**Table A2-39**  
**First-Class Mail -- Holiday/Season's Greeting Cards Sent by**  
**Households -- by Education of Head of Household**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Recruitment Data)**

Education	Christmas/Hanukkah/New Year's Cards Per Household (Season)		
	1987	2003	2004
< 8th grade	25.7	25.3	25.1
Some high school	29.1	28.4	28.5
High school	34.9	35.1	36.9
Some college	37.4	37.2	39.2
Professional or technical school	39.1	32.8	41.9
College	47.4	45.4	45.4
Post graduate	56.5	46.8	48.3

**Table A2-40**  
**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, 2003 and 2004**  
**(Recruitment and Diary Data)**

Education	Pieces Per Household Per Month					
	Recruitment Interview ① (Perceived volume)			Diary Data (Actual Volume)		
	1987	2003	2004	1987	2003	2004
< 8th grade	3.8	4.6	4.5	1.2	1.0	0.4
Some high school	4.4	4.5	4.3	2.2	0.8	1.3
High school	4.2	4.3	4.2	2.2	0.9	0.9
Some college	5.1	4.3	4.4	2.4	1.1	1.0
Professional or technical school	5.4	3.5	4.0	2.3	0.6	1.3
College	5.5	4.6	4.2	5.1	1.6	1.3
Post graduate	6.4	4.6	4.5	5.9	2.5	1.7

① Includes thank you notes.

**Table A2-41**  
**Personal Letters and Cards (not greeting cards) Sent by**  
**Households in an Average Month -- by Income**  
**Postal Fiscal Years 1987,**  
**2003 and 2004**

Income	Pieces Per Household Per Month					
	Recruitment Interview <sup>①</sup> (Perceived volume)			Diary Data (Actual Volume)		
	1987	2003	2004	1987	2003	2004
< \$7K <sup>②</sup>	3.9	3.4	5.5	1.7	0.5	3.1
\$7K - \$9.9K <sup>②</sup>	5.2	3.7	4.8	3.7	0.8	0.4
\$10K - \$14.9K	5.0	5.7	3.7	2.2	1.1	1.2
\$15K - \$19.9K	5.0	4.6	3.9	2.5	0.9	0.6
\$20K - \$24.9K	4.2	4.3	4.6	4.4	0.9	1.0
\$25K - \$29.9K	5.1	3.6	4.1	2.5	0.8	0.8
\$30K - \$34.9K	4.6			2.9		
\$35K - \$49.9K	4.5	4.6	4.5	3.1	1.3	1.1
\$50K - \$64.9K	5.8	4.1	4.3	3.8	0.9	1.0
\$65K - \$79.9K	5.9	4.3	4.4	3.8	1.4	1.3
\$80K - \$99.9K	5.8	4.3	4.2	3.6	1.3	0.8
\$100K+	4.2	4.5	4.3	6.0	1.3	1.2
Total	4.8	4.4	4.3	3.1	1.2	1.1

<sup>①</sup>Includes thank you notes.

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

<sup>②</sup>Fluctuations may be due to small sample sizes.

**Table A2-42**  
**First-Class Mail -- Holiday/Season's Greeting Cards Sent by**  
**Households -- by Age of Head of Household**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Recruitment Data)**

Age	Christmas/Hanukkah/New Year's Cards Per Household (Season)		
	1987	2003	2004
18 - 21	17.6	24.7	34.4
22 - 24	19.7	19.2	20.5
25 - 34	31.9	28.6	28.7
35 - 44	35.2	34.9	37.3
45 - 54	42.0	34.6	37.7
55 - 64	45.4	40.7	41.9
65 - 69	45.9	42.4	42.7
70+	44.9	43.3	45.3

**Table A2-43**  
**First-Class Mail -- Holiday/Season's Greeting Cards Sent by**  
**Households -- by Income**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Recruitment Data)**

Income	Christmas/Chanukah/New Year's Cards Per Household (Season)		
	1987	2003	2004
< \$7K	20.6	18.3	26.1
\$7K - \$9.9K	26.7	20.1	22.8
\$10K - \$14.9K	31.6	28.8	23.8
\$15K - \$19.9K	32.4	26.6	28.7
\$20K - \$24.9K	32.5	30.3	31.9
\$25K - \$29.9K	37.7		
\$30K - \$34.9K	38.9	29.0	32.4
\$35K - \$49.9K	44.6	32.9	37.0
\$50K - \$64.9K	50.7	38.6	39.0
\$65K - \$79.9K		43.0	41.7
\$80K - \$99.9K	61.4	44.7	45.9
\$100K or More		52.6	55.7
Total	38.1	36.7	38.5

**Table A2-44**  
**First-Class Mail -- Timing of Bill Payment**  
**Postal Fiscal Years 1987,**  
**2003 and 2004**  
**(Recruitment Data)**

<b>Timing</b>	<b>1987</b>	<b>2003</b>	<b>2004</b>
Within a day or two of arrival	16.5	19.3	20.2
Weekly	6.5	9.3	13.4
Every two weeks	15.4	15.9	16.4
Once a month	34.4	26.6	21.3
As they become due	26.0	26.5	25.8
Some other time	0.6	1.6	2.5
Don't know/Don't answer	0.4	0.8	0.4
Total	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

**Table A2-45**  
**First-Class Mail -- Timing of Bill Payment -- by Age of**  
**Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Recruitment Data)**

Timing	18 - 21			22 - 24			25 - 34			35 - 44		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Within a day or two of arrival	16.0	16.2	27.1	19.2	17.3	23.1	10.1	14.5	13.5	7.6	11.5	11.4
Weekly	2.3	11.8	14.1	3.7	9.2	13.3	7.7	11.6	17.0	7.5	12.3	16.8
Every two weeks	18.1	14.5	9.2	15.3	13.6	11.5	20.5	20.0	20.2	20.1	23.7	23.3
Once a month	43.2	22.9	24.7	28.8	27.7	22.5	27.8	23.5	16.5	36.7	21.7	19.5
As they become due	20.0	24.3	24.9	32.5	30.7	25.4	32.2	28.0	30.7	26.8	28.1	26.1
Some other time	0.0	6.0	0.0	0.2	1.4	4.2	0.5	1.2	1.8	0.7	1.9	2.7
Don't know/Don't answer	0.4	4.4	0.0	0.3	0.0	0.0	0.8	1.2	0.2	0.5	0.7	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

Timing	45 - 54			55 - 64			65 - 69			70+		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Within a day or two of arrival	10.2	13.7	14.3	22.0	20.1	22.4	29.8	27.4	27.9	34.5	31.8	35.3
Weekly	8.6	10.5	14.4	5.5	9.6	13.3	3.5	7.5	10.6	4.3	4.4	7.5
Every two weeks	22.8	21.0	21.8	10.9	14.4	17.4	4.0	7.3	8.8	2.2	5.4	4.7
Once a month	34.0	24.6	20.9	35.4	28.3	19.9	44.1	33.4	24.0	37.3	31.8	27.2
As they become due	22.3	28.4	25.3	25.0	25.8	23.6	18.6	22.2	27.6	21.4	24.0	22.1
Some other time	1.3	1.4	2.9	0.8	1.4	2.9	0.0	1.9	0.8	0.2	1.6	2.9
Don't know/Don't answer	0.0	0.5	0.4	0.3	0.5	0.5	0.1	0.3	0.3	0.1	0.9	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

Note: Totals may not sum due to rounding.

**Table A2-46**  
**Timing of Bill Payment by Education of Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Recruitment Data)**

Timing	< 8th Grade ①		Some High School		High School		Some College		
	1987	2003	2004	1987	2003	2004	1987	2003	2004
Within a day or two of arrival	23.0	22.1	21.5	22.7	20.5	22.4	16.5	21.0	21.0
Weekly	2.9	4.5	6.9	5.2	7.9	8.4	6.8	8.6	14.0
Every two weeks	3.6	7.0	10.4	6.6	8.7	9.6	16.7	14.3	15.4
Once a month	48.0	43.1	38.7	41.0	37.9	31.4	32.8	27.5	20.9
As they become due	20.1	19.2	19.2	21.9	22.5	23.7	26.5	26.6	26.0
Some other time	1.2	2.4	3.4	0.4	1.6	4.3	0.5	1.5	2.4
Don't know/Don't answer	0.1	1.6	0.0	1.1	0.9	0.3	0.2	0.4	0.3
Total	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	2003	2004	1987	2003	2004
Within a day or two of arrival	15.7	12.5	19.1	12.2	16.1	17.9
Weekly	8.9	12.8	17.0	8.3	10.2	14.8
Every two weeks	14.0	22.1	18.0	21.1	20.1	21.0
Once a month	35.3	25.7	15.5	29.2	21.8	17.5
As they become due	25.6	24.0	28.5	28.3	29.9	26.0
Some other time	0.5	2.2	2.1	0.5	1.1	2.3
Don't know/Don't answer	0.0	0.8	0.0	0.3	0.8	0.5
Total	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 A2-47  
**First-Class Mail -- Timing of Bill Payment -- by Household Income**  
 (Percent of Households)  
 Postal Fiscal Years 1987, 2003 and 2004  
 (Recruitment Data)

Timing	<Under \$7K ①		\$7K - \$9.9K ①		\$10K - \$14.9		\$15K - \$19.9K	
	1987	2003	1987	2003	1987	2003	1987	2003
Within a day or two of arrival	17.8	20.6	28.8	25.7	21.2	20.9	20.7	22.8
Weekly	2.7	0.6	5.6	3.1	4.9	6.4	6.5	4.5
Every two weeks	6.0	4.6	5.6	4.0	3.1	5.3	13.0	8.8
Once a month	54.8	54.8	42.9	53.4	43.2	43.6	32.8	36.2
As they become due	17.0	16.9	14.1	10.2	24.5	21.3	24.3	26.4
Some other time	0.4	1.8	3.0	0.5	3.2	1.9	0.3	1.2
Don't know/Don't answer	0.3	0.8	0.0	3.3	0.0	0.5	0.3	0.0
Total	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	2003	1987	2003	1987	2003	1987	2003
Within a day or two of arrival	13.6	19.4	20.9	18.9	24.6	18.9	13.0	18.9
Weekly	5.7	6.5	10.0	9.3	12.2	9.3	10.0	9.6
Every two weeks	13.1	11.2	10.8	12.4	11.9	12.4	24.7	15.9
Once a month	31.3	34.2	26.1	29.0	22.2	29.0	25.3	22.3
As they become due	35.0	25.5	28.9	29.0	27.4	29.0	26.8	31.8
Some other time	1.2	3.2	3.3	1.4	1.3	1.4	0.1	1.3
Don't know/Don't answer	0.1	0.0	0.0	0.1	0.4	0.1	0.1	0.3
Total	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	2003	1987	2003	1987	2003	1987	2003
Within a day or two of arrival	12.6	17.9	18.9	16.8	15.8	14.0	13.5	16.6
Weekly	12.9	10.4	14.2	10.7	16.4	12.9	3.3	14.8
Every two weeks	19.6	22.3	20.2	23.3	21.6	24.8	18.9	23.3
Once a month	26.1	21.4	18.1	21.2	17.0	19.3	32.6	18.7
As they become due	28.2	26.1	26.5	29.4	26.9	27.4	29.9	25.3
Some other time	0.4	1.8	1.9	1.3	2.2	1.3	1.9	1.2
Don't know/Don't answer	0.1	0.2	0.0	0.6	0.1	0.4	0.0	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: 2003/2004 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 A2-48**  
**First-Class Mail -- Use of Automatic Deductions**  
**(Percent of Households)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Recruitment Data)**

<b>Deductions</b>	<b>1987</b>	<b>2003</b>	<b>2004</b>
0	78.1	58.0	51.0
1	13.1	17.4	20.4
2	4.4	10.9	13.1
3	1.6	5.4	6.4
>3	1.3	7.2	8.6
Don't know/No answer	0.5	1.1	0.5
Total	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

**Table A2-49**  
**First-Class Mail -- Use of Automatic Deductions -- by Income**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Recruitment Data)**

Number of Monthly Deductions	<Under \$7K		\$7K - \$9.9K		\$10K - \$14.9K		\$15K - \$19.9K					
	1987	2003	2004	1987	2003	2004	1987	2003	2004			
0	89.1	81.3	86.0	87.0	75.9	75.0	87.3	71.9	65.7	84.3	66.9	60.8
1	6.4	7.6	7.3	7.5	9.7	14.5	7.9	11.0	14.0	9.5	15.4	16.1
2	1.6	3.8	4.8	2.3	5.5	6.2	2.2	6.4	8.4	1.3	8.1	10.1
3	0.3	3.7	1.1	1.3	3.7	1.7	0.8	4.0	5.6	1.1	2.9	5.8
4 +	0.7	2.4	0.8	0.9	4.7	2.6	0.6	6.2	6.2	1.0	6.3	6.7
Don't know/No answer	1.9	1.2	0.0	1.0	0.4	0.0	1.2	0.6	0.0	2.8	0.4	0.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.1	0.6	0.2	0.2	0.7	0.5	0.2	0.8	0.9	0.2	0.9	0.9

Number of Monthly Deductions	\$20K - \$24.9K		\$25K - \$29.9K		\$30K - \$34.9K		\$35K - \$49.9K					
	1987	2003	2004	1987	2003	2004	1987	2003	2004			
0	78.3	61.1	60.8	71.1	58.5	52.1	75.8	58.5	52.1	66.1	54.4	50.5
1	15.8	16.0	19.2	16.8	19.4	21.6	14.8	19.4	21.6	20.0	20.6	20.7
2	2.4	9.7	9.9	8.0	11.0	10.4	6.0	11.0	10.4	8.6	10.7	15.3
3	1.0	5.5	4.7	1.1	4.1	7.1	1.4	4.1	7.1	2.6	6.6	6.3
4 +	1.1	7.0	5.2	1.1	6.6	8.0	1.6	6.6	8.0	2.2	6.8	7.1
Don't know/No answer	1.4	0.6	0.3	1.9	0.3	0.8	0.4	0.3	0.8	0.5	0.9	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
Mean	0.3	1.0	0.8	0.3	1.1	1.1	0.4	1.1	1.1	0.6	1.0	1.1

Number of Monthly Deductions	\$50K - \$64.9K		\$65K - \$79.9K		\$80K - \$99.9K		\$100K+					
	1987	2003	2004	1987	2003	2004	1987	2003	2004			
0	68.5	53.0	44.3	68.7	48.4	41.1	76.3	45.0	38.1	68.2	46.4	38.0
1	18.6	22.0	25.9	18.6	20.8	21.6	17.6	21.0	26.8	18.2	19.8	22.1
2	5.7	11.9	14.9	8.8	15.4	17.3	2.2	16.2	18.8	5.7	14.5	15.1
3	4.0	5.8	6.6	2.4	6.6	8.9	3.4	7.9	6.9	2.8	6.9	8.7
4 +	1.9	6.5	8.4	1.1	7.8	10.7	0.5	8.3	8.4	3.7	10.5	15.3
Don't know/No answer	1.3	1.0	0.0	0.4	0.8	0.4	0.0	1.6	1.1	1.4	1.9	0.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.5	1.2	1.3	0.5	1.3	1.5	0.3	1.3	1.4	0.5	0.9	1.7

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

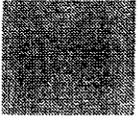
Note: 2003/2004 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K. Totals may not sum due to rounding.

**Table A2-50**  
**First-Class Mail -- Use of Automatic Deductions -- by Age**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Recruitment Data)**

Number of Monthly Deductions	18 - 21		22 - 24		25 - 34		35 - 44					
	1987	2003	2004	1987	2003	2004	1987	2003	2004			
0	89.3	73.0	57.9	92.0	63.1	65.3	75.3	53.2	50.8	73.5	53.1	48.8
1	7.7	18.1	29.2	5.1	19.6	23.1	15.5	24.0	24.7	16.0	21.3	23.9
2	2.1	4.8	3.6	1.2	10.5	8.5	5.8	11.6	13.1	5.4	13.2	13.0
3	0.0	4.1	7.8	0.2	3.6	0.5	1.5	4.7	6.0	1.9	5.2	6.6
4 +	0.5	0.0	1.6	0.2	1.9	2.6	1.1	5.2	5.0	1.4	5.6	7.4
Don't know/No answer	0.4	0.0	0.0	1.3	1.3	0.0	0.8	1.3	0.4	1.8	1.6	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
Mean	0.2	0.4	0.6	0.1	0.6	0.6	0.4	1.0	1.1	0.4	1.0	1.1

Number of Monthly Deductions	45 - 54		55 - 64		65 - 69		70+					
	1987	2003	2004	1987	2003	2004	1987	2003	2004			
0	70.9	58.0	48.9	79.7	61.9	52.2	81.6	58.2	51.5	88.1	61.0	54.1
1	18.5	18.6	23.3	11.2	16.6	19.5	10.7	14.2	16.2	5.7	10.5	12.9
2	4.1	10.7	14.4	5.1	9.7	13.1	2.7	11.1	15.1	2.7	10.0	11.6
3	2.8	5.5	5.4	0.8	4.9	6.2	2.0	5.9	5.6	1.6	6.3	8.2
4 +	1.0	6.2	7.2	1.6	6.1	8.5	2.1	9.7	11.7	1.1	11.4	12.8
Don't know/No answer	2.7	0.9	0.8	1.6	0.9	0.4	0.9	0.9	0.0	0.8	0.7	0.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.4	1.0	1.2	0.3	0.9	1.2	0.4	1.3	1.4	0.2	1.2	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?"  
 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, 2003 and 2004**  
**(Diary Data)**

<b>Content</b>	<b>1987</b>	<b>2003</b>	<b>2004</b>
Advertisement	80.9	85.3	85.4
Fund request	1.2	1.0	1.1
Newsletter/information/other	10.9	11.0	10.8
Don't know/No answer	7.0	2.8	2.7
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, 2003 and 2004**  
**(Diary Data)**

Industry	Quarter 1			Quarter 2			Quarter 3			Quarter 4		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Credit Card	0.2	1.2	1.0	0.2	1.1	1.2	0.3	1.0	1.4	0.2	1.0	1.4
Bank	0.2	0.4	0.5	0.1	0.4	0.5	0.3	0.4	0.5	0.2	0.4	0.6
Total Financial	0.9	2.4	2.3	0.8	2.5	2.8	1.2	2.4	2.9	0.8	2.3	3.1
Supermarkets	0.3	0.2	0.2	0.3	0.2	0.1	0.2	0.1	0.2	0.2	0.1	0.2
Department store	1.4	1.0	1.2	0.8	0.8	0.8	1.3	1.0	1.0	1.1	0.9	1.0
Mail order company	1.1	2.1	2.2	1.4	2.0	1.8	1.3	1.6	1.6	1.3	2.0	1.8
Specialty store	0.8	1.0	1.0	0.7	0.8	0.7	0.8	0.8	0.8	0.7	0.8	0.9
Publisher	0.9	0.6	0.5	1.4	0.8	0.7	0.9	0.6	0.5	1.2	0.7	0.6
Total Merchants	4.9	5.1	5.3	4.8	4.7	4.4	5.0	4.3	4.3	4.8	4.7	4.7
Total Services	0.5	1.3	1.4	0.4	1.4	1.4	0.7	1.4	1.4	0.5	1.3	1.3
Total Social/Charitable/Political/Nonprofit	0.5	0.7	0.5	0.2	0.4	0.5	0.2	0.4	0.4	0.2	0.4	0.6
Detached label	0.6	0.5	0.5	0.5	0.5	0.5	0.7	0.5	0.6	0.6	0.5	0.5
Not from one organization	0.6	1.2	1.3	0.4	1.2	1.3	0.4	1.3	1.3	0.4	1.2	1.2
Total Pieces Per Household Per Week	8.2	11.2	11.4	7.3	10.9	11.1	8.4	10.2	10.9	7.4	10.4	11.6

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, 2003 and 2004**  
**(Diary Data)**

Addressee	Percent of Total Standard Mail		Pieces Per Household Per Week			
	1987	2003	2004	1987	2003	2004
Addressed to specific person	50.1	65.8	65.7	5.3	10.3	10.8
Addressed to occupant	22.7	14.7	14.4	2.4	2.3	2.4
Don't know/No answer	0.9	1.6	1.7	0.1	0.3	0.3
Total Pieces Received by Household	73.7	82.1	81.7	7.8	12.8	13.4

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, 2003 and 2004**  
**(Diary Data)**

Industry	Addressed to Specific Household Members			Addressed To Occupant/ Resident			Total		
	1987	2003	2004	1987	2003	2004	1987	2003	2004
Financial:									
Credit card	97.1	96.1	96.2	2.0	1.4	1.5	100.0	100.0	100.0
Bank	89.8	88.5	85.3	8.7	9.1	11.7	100.0	100.0	100.0
Securities broker	96.8	96.6	97.1	2.9	3.0	2.3	100.0	100.0	100.0
Money Market ①	93.7	93.5	96.8	0.0	6.5	3.2	100.0	100.0	100.0
Insurance Company	93.2	91.8	92.4	5.5	5.9	5.6	100.0	100.0	100.0
Real Estate/Mortgage	72.8	83.7	85.5	26.7	15.8	13.7	100.0	100.0	100.0
Total Financial	92.1	92.8	92.5	6.8	5.2	5.4	100.0	100.0	100.0
Merchants:									
Supermarkets	11.1	34.1	45.9	87.7	65.2	53.3	100.0	100.0	100.0
Department store	68.3	82.6	82.6	30.9	16.8	16.8	100.0	100.0	100.0
Mail order company	95.8	97.0	97.5	3.3	2.2	1.6	100.0	100.0	100.0
Specialty store	56.4	78.5	78.1	43.0	21.0	21.5	100.0	100.0	100.0
Publisher	72.0	88.1	86.5	25.8	9.1	10.7	100.0	100.0	100.0
Land promotion company ①	92.0	83.3	87.9	8.0	16.7	12.1	100.0	100.0	100.0
Restaurant	21.3	26.3	27.0	77.6	73.3	73.0	100.0	100.0	100.0
Consumer packaged goods	86.1	92.7	91.9	13.5	5.4	6.9	100.0	100.0	100.0
Auto dealers	88.7	84.4	81.4	8.6	15.6	18.0	100.0	100.0	100.0
Service stations ①	56.4	74.0	78.6	43.6	26.0	20.5	100.0	100.0	100.0
Mall ①	19.3	68.3	53.1	80.7	31.7	46.9	100.0	100.0	100.0
Other merchants	19.4	74.7	80.0	83.3	25.3	18.8	100.0	100.0	100.0
Total Merchants	72.1	86.1	86.1	26.7	12.9	12.9	100.0	100.0	100.0
Services:									
Telephone	94.6	91.8	93.7	4.7	6.4	4.3	100.0	100.0	100.0
Other Utilities ①	90.4	81.5	88.0	2.4	15.3	11.9	100.0	100.0	100.0
Medical	77.2	83.4	82.0	22.7	15.1	17.0	100.0	100.0	100.0
Other professional ①	91.0	85.1	86.1	6.5	12.2	13.1	100.0	100.0	100.0
Leisure service	85.2	90.9	90.7	14.5	7.9	8.2	100.0	100.0	100.0
Cable TV	80.1	62.2	59.3	19.9	36.8	40.0	100.0	100.0	100.0
Computer	98.3	89.7	85.9	1.1	9.1	13.5	100.0	100.0	100.0
Craftsman ①	41.9	70.6	69.5	57.2	29.4	30.5	100.0	100.0	100.0
Total Services	81.5	82.6	82.3	17.5	15.9	16.5	100.0	100.0	100.0
Federal Government	N/A	90.6	90.7	N/A	7.9	9.1	N/A	100.0	100.0
Nonfederal Government	73.3	63.3	66.6	26.3	36.4	31.3	100.0	100.0	100.0
Social/Charitable/Political/Nonprofit:									
Union or Professional Organization ①	89.6	90.1	94.4	10.4	7.9	4.8	100.0	100.0	100.0
Church ①	79.4	85.3	82.0	15.9	14.4	17.7	100.0	100.0	100.0
Veterans	N/A	53.2	79.6	N/A	44.6	20.4	N/A	100.0	100.0
Educational	87.9	91.9	88.8	11.4	7.2	10.0	100.0	100.0	100.0
Charities ①	98.1	66.4	68.0	1.9	31.7	31.3	100.0	100.0	100.0
Political Campaign	87.3	91.4	89.6	12.1	7.8	9.5	100.0	100.0	100.0
AARP ①	100.0	88.3	93.0	0.0	0.8	0.4	100.0	100.0	100.0
Total Social/Charitable/Political/Nonprofit	88.3	87.9	87.8	10.7	10.4	10.9	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, 2003 and 2004**  
**(Diary Data)**

Shape	Percent of Total Standard Mail		Pieces Per Household Per Week		
	1987	2003	1987	2003	2004
Letter Size Envelope	17.3	21.7	1.8	2.8	3.2
Larger Envelope	12.0	9.7	1.3	1.3	1.3
Total Envelope	29.3	31.4	3.1	4.1	4.5
Detached Label Card	5.8	4.1	0.6	0.5	0.5
Postcard	1.8	6.4	0.2	0.8	0.9
Catalog (not in envelope)	14.2	16.4	1.5	2.2	2.1
Flyers/Circulars	20.1	16.2	2.1	2.1	2.3
Magazines/Newsletters	1.7	4.9	0.2	0.6	0.6
Other/Don't Know/No answer	1.0	2.0	0.1	0.3	0.3
Total Pieces Received by Households	73.8	81.6	7.8	10.7	11.2

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, 2003 and 2004**  
**(Diary Data)**

Industry	Letter Size Envelope			Larger Than Letter Size Envelope			Postcard			Catalog (not in envelope)		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Financial:												
Credit card	59.5	82.0	83.5	28.1	13.2	12.3	0.4	1.3	1.2	3.1	0.6	0.3
Bank	65.0	63.0	64.4	14.6	11.3	9.7	3.4	7.2	8.3	1.8	0.7	0.4
Securities broker	56.3	22.0	25.7	18.7	39.7	34.6	0.5	1.9	2.0	5.2	3.8	4.3
Money Market ①	66.1	21.6	23.6	8.3	32.3	32.2	0.7	8.2	4.0	8.5	5.6	3.7
Insurance Company	66.8	51.7	57.9	19.9	27.2	23.5	0.7	3.9	3.1	1.4	1.0	1.0
Real Estate/Mortgage	32.1	42.9	51.0	7.3	7.0	7.6	10.7	27.6	23.4	3.2	0.8	0.8
Total Financial	60.1	63.6	67.2	19.4	17.4	15.1	2.0	5.3	5.2	2.6	1.0	0.9
Merchants:												
Supermarkets	4.0	4.6	6.4	2.7	3.6	4.6	0.7	7.3	11.8	5.2	6.5	5.2
Department store	8.8	7.5	5.9	3.6	5.4	5.9	3.3	13.4	12.7	40.8	30.1	29.3
Mail order company	20.8	6.3	6.3	22.0	10.5	9.3	0.8	1.2	1.1	48.5	71.4	72.5
Specialty store	10.5	8.9	8.2	6.5	4.0	3.7	5.1	14.5	15.5	26.8	27.4	25.8
Publisher	26.5	41.7	44.5	34.1	21.2	19.0	1.2	2.0	2.5	4.4	6.9	7.0
Land promotion ①	78.1	23.4	13.7	4.4	13.1	8.2	1.3	28.8	45.1	3.4	1.5	1.4
Restaurant	4.5	2.5	3.5	1.6	1.3	0.3	21.8	35.4	35.7	2.1	1.1	0.5
Consumer packaged goods	35.1	22.7	18.0	16.1	17.6	19.0	2.2	7.2	6.7	5.6	9.0	6.6
Auto dealers	28.1	27.2	30.4	13.6	4.9	5.8	6.5	14.6	8.7	7.1	2.8	0.3
Service stations ①	14.2	9.5	9.3	0.0	3.3	1.1	5.9	26.9	30.0	0.0	6.7	0.8
Mall ①	0.7	0.0	0.0	0.0	0.0	0.0	0.9	48.2	43.1	21.6	0.0	15.5
Total Merchants	18.0	12.4	12.2	16.3	9.5	8.6	2.5	7.2	7.6	28.1	41.4	40.7
Services:												
Telephone	28.9	44.2	37.7	42.9	13.8	20.6	5.2	13.8	10.5	6.2	0.6	1.0
Other Utilities ①	33.1	36.8	40.2	9.5	10.1	7.6	2.2	8.9	11.6	6.0	2.7	0.5
Medical	27.1	25.4	23.6	8.1	9.5	13.2	6.9	11.9	14.2	2.6	5.6	4.5
Other professional ①	48.6	35.1	34.3	14.0	15.6	12.4	1.8	11.7	18.1	1.9	2.7	2.6
Leisure service	41.5	22.3	26.7	15.9	17.6	14.1	4.2	13.8	17.3	4.1	8.5	6.2
Cable TV	15.4	16.7	14.0	14.4	4.9	5.3	7.8	30.6	29.9	20.6	1.2	1.5
Computer	30.7	18.6	18.8	27.6	14.5	15.6	0.0	9.8	11.8	16.2	28.9	27.2
Craftsman ①	13.2	19.9	24.6	9.9	2.9	1.9	5.9	33.1	40.8	0.0	1.0	1.8
Total Services	32.8	28.4	27.2	17.5	12.4	13.4	6.0	16.4	17.7	6.1	5.9	4.9
Government:												
Federal Government	N/A	26.6	24.3	N/A	16.3	14.3	N/A	5.0	10.0	N/A	5.4	8.8
Nonfederal Government	17.5	23.4	19.6	9.1	6.4	3.8	4.0	7.2	10.2	10.0	2.6	5.1
Social/Charitable/Political/Nonprofit:												
Union/professional ①	38.3	36.0	40.3	17.7	13.1	20.2	2.2	5.3	4.9	3.4	2.7	1.9
Church ①	36.3	28.9	26.0	10.1	10.2	9.1	3.5	10.0	10.2	4.3	13.7	5.1
Veterans	N/A	17.7	53.2	N/A	40.4	15.6	N/A	23.0	9.8	N/A	0.0	0.0
Educational	40.0	33.3	37.1	14.2	8.7	8.6	3.0	7.6	8.2	7.1	6.4	6.1
Charities	N/A	35.1	44.2	N/A	15.0	13.9	N/A	29.1	24.6	N/A	3.6	2.7
Political Campaign	33.1	14.0	14.5	2.7	1.4	6.4	8.4	23.6	16.8	0.4	0.8	0.3
AARP ①	20.9	30.2	26.0	57.2	49.7	60.8	0.0	1.9	2.0	8.1	0.8	0.0
Total Social/Charitable/Political/Nonprofit	37.0	26.8	28.2	12.4	11.0	13.1	4.5	13.6	12.1	3.3	4.1	2.5
Total	23.5	26.6	28.7	16.2	11.9	11.4	2.5	7.8	7.8	19.2	20.2	18.8

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, 2003 and 2004**  
**(Diary Data)**

Industry	Flyers			Newspapers/ Magazines			Other/ Don't Know			Total		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Financial:												
Credit card	8.1	2.0	2.1	0.0	0.2	0.1	0.6	0.7	0.5	100.0	100.0	100.0
Bank	14.3	14.6	14.9	0.1	1.6	1.1	0.7	1.5	1.2	100.0	100.0	100.0
Securities broker	16.6	14.3	13.7	1.6	12.0	12.4	1.1	6.2	7.2	100.0	100.0	100.0
Money Market ①	14.6	16.6	14.8	0.0	11.6	14.9	1.8	4.0	6.8	100.0	100.0	100.0
Insurance Company	10.2	10.8	9.6	0.5	4.1	4.1	0.5	1.3	0.9	100.0	100.0	100.0
Real Estate/Mortgage	44.9	19.2	14.0	1.4	1.6	2.1	0.5	0.9	1.1	100.0	100.0	100.0
Total Financial	14.7	8.7	8.0	0.5	2.4	2.3	0.8	1.5	1.4	100.0	100.0	100.0
Merchants:												
Supermarkets	85.7	60.0	59.2	0.8	16.4	10.6	0.7	1.5	2.2	100.0	100.0	100.0
Department store	42.5	37.2	39.5	0.3	4.2	3.8	0.6	2.3	2.9	100.0	100.0	100.0
Mail order company	7.0	4.1	5.3	0.2	2.8	1.9	0.8	3.8	3.6	100.0	100.0	100.0
Specialty store	49.8	39.2	41.3	0.3	4.1	4.3	0.7	1.9	1.2	100.0	100.0	100.0
Publisher	20.4	9.0	8.2	12.1	14.9	15.0	1.2	4.5	3.8	100.0	100.0	100.0
Land promotion ①	12.7	27.3	18.4	0.0	5.8	5.2	0.0	0.0	7.9	100.0	100.0	100.0
Restaurant	70.0	57.0	59.8	0.0	0.7	0.0	0.0	2.0	0.2	100.0	100.0	100.0
Consumer packaged goods	38.0	36.0	42.2	1.8	4.7	4.6	1.2	2.7	3.0	100.0	100.0	100.0
Auto dealers	42.7	45.5	50.9	1.8	2.6	2.6	0.2	2.5	1.3	100.0	100.0	100.0
Service stations ①	79.9	52.6	57.4	0.0	0.3	0.6	0.0	0.5	0.8	100.0	100.0	100.0
Mall ①	75.9	43.7	41.4	1.0	8.1	0.0	0.0	0.0	0.0	100.0	100.0	100.0
Total Merchants	31.3	21.0	23.2	2.9	5.5	4.8	0.9	3.1	3.0	100.0	100.0	100.0
Services:												
Telephone	14.3	26.6	28.0	1.3	0.3	0.7	1.3	0.7	1.4	100.0	100.0	100.0
Other Utilities ①	29.3	33.3	32.7	5.0	6.8	5.9	14.7	1.3	1.5	100.0	100.0	100.0
Medical	50.5	33.8	30.0	4.4	11.9	12.1	0.5	1.8	2.3	100.0	100.0	100.0
Other professional ①	31.5	28.0	25.0	2.2	6.0	5.8	0.0	1.0	1.8	100.0	100.0	100.0
Leisure service	33.1	29.7	29.3	0.8	5.6	4.2	0.4	2.6	2.2	100.0	100.0	100.0
Cable TV	36.0	44.3	45.1	3.9	1.2	1.5	1.9	1.1	2.7	100.0	100.0	100.0
Computer	24.9	18.1	16.8	0.7	3.9	4.5	0.0	6.2	5.3	100.0	100.0	100.0
Craftsman ①	70.4	41.5	30.2	0.6	0.0	0.0	0.0	1.5	0.7	100.0	100.0	100.0
Total Services	34.3	30.8	30.7	2.0	4.3	3.9	1.3	1.8	2.2	100.0	100.0	100.0
Government:												
Federal Government	N/A	32.0	33.8	N/A	9.6	6.5	N/A	5.0	2.3	N/A	100.0	100.0
Nonfederal Government	55.8	42.7	37.7	2.2	16.1	20.6	1.3	1.5	3.0	100.0	100.0	100.0
Social/Charitable/Political/Nonprofit:												
Union/professional ①	35.6	20.2	15.5	2.8	21.7	15.7	0.0	0.9	1.5	100.0	100.0	100.0
Church ①	38.5	15.6	22.2	1.0	20.4	23.0	0.3	1.2	4.4	100.0	100.0	100.0
Veterans	N/A	8.3	6.6	N/A	10.6	12.3	N/A	0.0	2.6	N/A	100.0	100.0
Educational	33.7	33.9	29.8	1.4	8.0	8.3	0.6	2.1	2.0	100.0	100.0	100.0
Charities	N/A	11.4	10.6	N/A	4.1	3.1	N/A	1.8	0.9	N/A	100.0	100.0
Political Campaign	54.0	56.5	58.9	1.3	3.4	2.4	0.2	0.3	0.8	100.0	100.0	100.0
AARP ①	6.7	8.6	6.3	7.0	7.5	4.5	0.0	1.4	0.5	100.0	100.0	100.0
Total Social/Charitable/Political/ Nonprofit	39.8	34.0	35.1	2.4	9.1	7.4	0.4	1.5	1.6	100.0	100.0	100.0
Total	27.2	19.9	20.5	2.3	6.0	5.6	1.3	7.5	7.2	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, 2003 and 2004**  
**(Diary Data)**

Industry	Letter Size Envelopes			Larger Than Letter Size Envelopes			Postcards		
	1987	2003	2004	1987	2003	2004	1987	2003	2004
Financial:									
Credit card	7.5	30.8	32.7	5.1	11.1	12.1	0.5	1.7	1.7
Bank	6.9	9.4	10.5	2.3	3.8	4.0	3.4	3.7	4.9
Securities broker	2.7	1.5	1.7	1.3	6.1	5.7	0.2	0.4	0.5
Money Market	0.4	0.2	0.2	0.1	0.6	0.7	0.0	0.2	0.1
Insurance Company	10.8	8.3	8.3	4.7	9.7	8.5	1.0	2.1	1.7
Real Estate/Mortgage	1.4	3.2	4.2	0.5	1.2	1.6	4.4	7.0	7.1
Other Financial	0.6	0.2	0.4	0.3	0.4	0.3	0.0	0.2	0.4
Total Financial	30.3	53.5	58.0	14.3	32.8	32.9	8.5	15.3	16.5
Merchants:									
Supermarkets	0.5	0.2	0.3	0.5	0.4	0.6	0.9	1.3	2.3
Department store	5.6	2.4	1.8	3.3	3.9	4.6	19.7	14.8	14.3
Mail order company	14.4	4.3	3.6	22.1	15.8	13.4	5.2	2.7	2.3
Specialty store	4.1	2.6	2.2	3.7	2.6	2.5	19.0	14.4	14.9
Publisher	15.5	9.8	8.5	28.9	11.1	9.1	6.4	1.6	1.7
Land promotion company	1.9	0.1	0.1	0.2	0.1	0.1	0.3	0.5	0.8
Restaurant	0.1	0.1	0.1	0.1	0.1	0.0	6.1	2.9	2.5
Consumer packaged goods	2.4	1.9	1.3	1.6	3.3	3.5	1.4	2.1	1.8
Auto dealers	0.7	0.6	0.7	0.5	0.2	0.3	1.4	1.1	0.7
Service stations	0.1	0.1	0.1	0.0	0.1	0.0	0.3	1.0	1.3
Mall	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1
Other merchants	2.7	0.3	0.4	2.2	0.4	0.8	1.9	1.2	0.9
Total Merchants	48.0	22.4	19.1	63.1	38.2	35.1	62.7	43.5	43.7
Services:									
Telephone	1.0	3.8	3.0	2.1	2.7	4.1	1.7	4.1	3.0
Other Utilities	0.3	0.8	0.6	0.1	0.5	0.3	0.2	0.6	0.7
Medical	1.1	1.5	1.1	0.5	1.3	1.6	2.5	2.4	2.5
Other professional	0.8	0.8	0.6	0.3	0.8	0.6	0.3	0.9	1.2
Leisure service	2.9	2.6	2.6	1.6	4.6	3.4	2.7	5.5	6.1
Cable TV	0.6	0.9	0.8	0.8	0.6	0.7	2.9	5.6	5.9
Computer	0.3	0.7	0.7	0.4	1.3	1.4	0.0	1.3	1.5
Craftsman	0.1	0.1	0.1	0.1	0.0	0.0	0.4	0.5	0.6
Other services	2.3	2.1	2.0	1.4	1.3	2.1	5.4	4.4	4.7
Total Services	9.4	13.3	11.4	7.3	13.0	14.2	16.1	25.3	26.2
Federal Government	N/A	0.4	0.5	N/A	0.6	0.7	N/A	0.3	0.7
Nonfederal Government	0.7	0.7	0.5	0.6	0.4	0.3	1.6	0.7	1.1
Social/Charitable/Political/Nonprofit:									
Union/professional	0.6	0.6	0.6	0.4	0.5	0.8	0.3	0.3	0.3
Church	0.3	0.3	0.2	0.1	0.3	0.2	0.3	0.4	0.4
Veterans	N/A	0.1	0.1	N/A	0.3	0.1	N/A	0.2	0.1
Educational	1.2	1.7	1.6	0.6	1.0	0.9	0.8	1.3	1.3
Charities	N/A	0.4	0.4	N/A	0.4	0.3	N/A	1.1	0.8
Political	1.6	0.7	0.9	0.2	0.2	0.9	3.7	3.9	3.6
AARP	0.1	0.3	0.2	0.5	1.0	1.3	0.0	0.1	0.1
Other Social/Charitable/Political/Nonprofit	1.1	0.3	0.3	0.6	0.4	0.5	0.5	0.2	0.4
Total Social/Charitable/Political/Nonprofit	4.9	4.3	4.4	2.4	4.0	5.2	5.6	7.5	7.0
Not from one organization	4.3	4.5	5.3	10.9	10.3	10.9	2.9	6.3	4.3
Don't know/No answer	2.4	0.8	0.7	1.4	0.7	0.8	1.6	1.1	0.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

**Table A3-7b  
Standard Mail Shape by Industry  
(Percentage of Pieces)  
Postal Fiscal Years 1987, 2003 and 2004  
(Diary Data)**

Industry	Catalog (not in envelope)			Flyers			Newspapers/ Magazines		
	1987	2003	2004	1987	2003	2004	1987	2003	2004
Financial:									
Credit card	0.5	0.3	0.2	0.9	1.0	1.1	0.0	0.4	0.2
Bank	0.2	0.1	0.1	1.3	2.9	3.4	0.1	1.1	1.0
Securities broker	0.3	0.3	0.4	0.7	1.3	1.3	0.8	3.6	4.2
Money Market	0.1	0.1	0.0	0.1	0.2	0.2	0.0	0.4	0.7
Insurance Company	0.3	0.2	0.2	1.4	2.3	1.9	0.8	2.9	3.0
Real Estate/Mortgage	0.2	0.1	0.1	1.7	1.9	1.6	0.6	0.5	0.9
Other Financial	0.0	0.0	0.0	0.3	0.2	0.1	0.2	0.1	0.2
Total Financial	1.6	1.2	1.1	6.4	9.8	9.7	2.5	9.0	10.2
Merchants:									
Supermarkets	0.9	0.5	0.4	10.0	4.3	4.4	1.1	3.9	2.9
Department store	31.9	12.9	13.8	23.4	16.1	17.1	2.1	6.0	6.1
Mail order company	41.0	63.7	63.5	4.2	3.7	4.2	1.4	8.4	5.5
Specialty store	12.9	10.6	10.4	17.0	15.3	15.3	1.4	5.2	5.8
Publisher	3.2	2.1	2.0	10.3	2.8	2.2	71.9	15.4	14.7
Land promotion company	0.1	0.0	0.0	0.3	0.2	0.1	0.0	0.1	0.1
Restaurant	0.1	0.0	0.0	1.8	1.9	1.6	0.0	0.1	0.0
Consumer packaged goods	0.5	1.0	0.7	2.2	4.1	4.4	1.3	1.8	1.7
Auto dealers	0.2	0.1	0.0	0.9	1.3	1.6	0.4	0.2	0.3
Service stations	0.0	0.1	0.0	0.4	0.8	1.0	0.0	0.0	0.0
Mall	0.2	0.0	0.0	0.4	0.0	0.0	0.1	0.0	0.0
Other merchants	0.9	0.2	0.2	1.4	0.6	0.7	0.0	0.2	0.1
Total Merchants	91.9	91.2	91.2	72.3	51.1	52.6	79.7	41.4	37.4
Services:									
Telephone	0.3	0.1	0.1	0.4	3.1	3.1	0.4	0.1	0.3
Other Utilities	0.1	0.1	0.0	0.2	0.9	0.7	0.4	0.6	0.5
Medical	0.1	0.4	0.3	1.7	2.7	2.0	1.7	3.1	3.0
Other professional	0.0	0.1	0.1	0.5	0.9	0.6	0.4	0.6	0.5
Leisure service	0.3	1.3	0.9	2.0	4.6	3.9	0.6	2.9	2.1
Cable TV	1.0	0.1	0.1	1.2	3.2	3.4	1.6	0.3	0.4
Computer	0.2	1.5	1.5	0.2	1.0	0.8	0.1	0.7	0.8
Craftsman	0.0	0.0	0.0	0.5	0.2	0.2	0.0	0.0	0.0
Other services	0.2	0.0	0.1	1.8	2.1	2.4	0.8	0.5	0.9
Total Services	2.2	3.6	3.1	8.5	18.7	17.2	6.0	8.9	8.5
Federal Government	N/A	0.1	0.3	N/A	0.7	0.9	N/A	0.7	0.7
Nonfederal Government	0.5	0.1	0.2	2.0	1.7	1.5	1.0	2.1	3.0
Social/Charitable/Political/Nonprofit:									
Union/professional	0.1	0.1	0.0	0.4	0.5	0.3	0.4	1.7	1.3
Church	0.0	0.2	0.1	0.3	0.2	0.3	0.7	1.1	1.1
Veterans	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.1	0.2
Educational	0.3	0.4	0.4	0.9	2.3	1.8	0.4	1.8	1.8
Charities	N/A	0.1	0.0	N/A	0.2	0.1	N/A	0.2	0.1
Political	0.0	0.1	0.0	2.2	3.7	4.9	0.6	0.7	0.7
AARP	0.1	0.0	0.0	0.0	0.1	0.1	0.4	0.3	0.2
Other Social/Charitable/ Political/Nonprofit	0.0	0.0	0.0	0.7	0.4	0.2	0.8	0.6	0.6
Total Social/Charitable/Political/Nonprofit	0.5	0.9	0.6	4.5	7.4	7.7	3.3	6.5	6.0
Not from one organization	1.9	2.4	2.7	4.9	9.9	9.9	6.0	30.6	33.6
Don't know/No answer	1.4	0.5	0.7	1.4	0.7	0.4	1.5	0.7	0.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

**Table A3-8**  
**Standard Mail Shape by Addressee**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Shape	Specific Household Member			Occupant/Resident			No Answer			Total		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Letter size envelope	89.5	91.1	90.7	8.6	5.8	5.6	1.9	3.1	3.6	100.0	100.0	100.0
Larger than Letter size envelope	87.2	88.3	88.5	11.1	9.1	8.9	1.7	2.5	2.6	100.0	100.0	100.0
Detached label card	5.5	3.8	3.4	94.4	95.8	96.4	0.1	0.4	0.1	100.0	100.0	100.0
Postcard	65.4	67.7	68.5	34.4	32.0	31.2	0.2	0.4	0.3	100.0	100.0	100.0
Catalog (not in envelope)	84.0	93.9	94.2	15.6	5.4	5.1	0.4	0.7	0.7	100.0	100.0	100.0
Flyers	47.8	70.3	70.8	51.5	29.3	28.7	0.7	0.5	0.5	100.0	100.0	100.0
Newspapers	37.6	56.7	57.4	58.5	42.7	41.3	3.9	0.7	1.3	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, 2003 and 2004**  
**(Diary Data)**

Zip Code Mailing Address	Letter Size Envelope		Larger Than Letter Size Envelope		Detached Label		Postcard						
	1987	2003	2004	1987	2003	2004	1987	2003	2004				
	5-digits	95.4	6.8	6.8	94.9	7.0	6.0	98.7	72.3	75.2	96.0	14.5	11.3
Zip+4	2.3	89.8	89.1	2.6	90.1	91.0	0.6	23.9	22.0	2.0	82.5	86.1	
ZIP not included	0.2	0.3	0.4	0.5	0.3	0.4	0.5	3.3	2.6	1.5	2.8	2.2	
Don't know/No answer	2.0	3.0	3.7	1.9	2.6	2.6	0.2	0.5	0.3	0.5	0.3	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	100.0

Zip Code Mailing Address	Catalog Not in Envelope		Flyers		Newspapers/Magazines		Total						
	1987	2003	2004	1987	2003	2004	1987	2003	2004				
	5-digits	95.2	2.8	2.4	86.8	13.7	12.0	80.6	17.7	15.3	92.5	12.1	11.2
Zip+4	2.9	96.1	96.9	2.0	82.7	83.5	1.3	68.7	70.0	2.2	84.1	84.9	
ZIP not included	1.4	0.6	0.3	9.7	3.1	4.0	12.1	12.8	13.7	3.5	2.1	2.1	
Don't know/No answer	0.5	0.5	0.3	1.5	0.4	0.4	6.0	0.9	1.0	1.7	1.7	1.8	
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	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, 2003 and 2004**  
**(Diary Data)**

Income	1987	2003	2004
< \$7K	3.8	3.7	4.6
\$7K - \$9.9K	5.2	4.8	6.6
\$10K - \$14.9K	5.8	6.4	6.1
\$15K - \$19.9K	6.5	6.6	7.4
\$20K - \$24.9K	6.6	7.8	7.4
\$25K - \$29.9K	7.9	8.3	8.8
\$30K - \$34.9K	8.7		
\$35K - \$49.9K	9.5	9.6	9.3
\$50K - \$64.9K	10.9	10.8	11.7
\$65K - Over	14.8	14.6	15.2
Age of Head of Household	1987	2003	2004
18 - 24	3.3	6.0	5.6
25 - 34	6.6	9.2	9.4
35 - 44	8.3	11.0	11.8
45 - 54	8.9	12.4	12.7
55 - 64	9.8	11.7	12.6
65 - 69	8.2	11.1	12.8
70+	7.6	10.2	10.7
Education of Head of Household	1987	2003	2004
< 8th grade	5.0	8.2	6.8
Some High School	5.6	7.7	7.7
High School	7.0	9.2	10.2
Some College	7.9	10.7	11.2
Technical School	7.8	10.6	11.5
College	9.9	13.1	13.6
Post graduate	11.8	15.3	15.7
Type of Household	1987	2003	2004
One-person household	5.5	8.0	8.4
Male	4.7	7.4	7.1
Female	5.8	8.4	9.2
More than one adult without children	8.9	11.4	12.0
One-earner	9.0	10.8	11.4
Two-earner	8.9	11.7	12.2
More than one adult with children	8.2	11.4	11.8
One-earner	7.9	10.7	11.2
Two-earner	8.6	11.4	12.1

Employment of Head of Household	1987	2003	2004
White collar professional	8.2	12.8	13.6
White collar sales/clerical	6.8	10.4	10.7
Blue collar craftsmen/mechanic	5.4	9.6	9.7
Service Worker	5.2	7.5	8.4
Other employed ①	4.6	8.1	9.4
Homemaker	7.3	8.9	10.0
Student ①	8.0	7.6	7.9
Retired	6.8	10.5	11.4
Other not employed ①	2.5	8.3	16.5
Type of Dwelling	1987	2003	2004
Single-family house	9.0	11.7	12.2
Apartment	4.5	6.6	7.6
Mobile house	5.5	6.3	7.2
Group quarters ①	7.3	9.6	8.4
Number of Adults	1987	2003	2004
1	5.2	7.8	8.3
2	8.3	11.3	11.8
3	9.0	11.8	12.4
4+	9.0	13.0	13.0

① Fluctuations may be due to small sample sizes.

Note: 2003/2004 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, 2003 and 2004**  
**(Recruitment and Diary Data)**

Mail Order Purchases	First-Class						Standard Mail (Including Nonprofit Mail)		
	1987	2003	2004	1987	2003	2004	1987	2003	2004
	0	7.0	9.8	9.8	7.5	11.1	11.9		
1	8.7	10.0	10.3	9.5	10.7	13.5			
2	8.2	11.6	10.8	9.5	12.7	14.0			
3 - 5	9.5	11.5	11.7	10.8	13.6	15.4			
6 - 10	11.3	13.2	11.9	13.8	17.1	17.3			
11 +	12.3	12.9	13.2	15.2	18.6	20.8			

**Table A3-12**  
**Standard Mail by Familiarity With Institution**  
**(Percentage of Mail Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

<b>Familiarity</b>	<b>1987</b>	<b>2003</b>	<b>2004</b>
Previous customer	47.5	52.6	51.6
Organization known	17.4	20.5	20.5
Organization unknown	18.1	14.3	14.6
Don't know/No answer	17.1	12.6	13.3
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, 2003 and 2004**  
**(Diary Data)**

Industry	Previous Customer		Organization Known		Organization Unknown		Don't Know/No Answer		Total																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
Financial:													Credit card	52.4	43.7	41.7	19.9	34.5	37.0	17.7	11.4	10.3	10.0	10.4	10.9	100.0	100.0	100.0	Bank	43.6	44.8	41.2	17.3	20.7	21.8	23.1	22.3	23.4	16.0	12.2	13.5	100.0	100.0	100.0	Securities broker	49.5	75.2	70.9	13.5	6.8	6.8	25.7	8.6	12.2	11.3	9.3	10.1	100.0	100.0	100.0	Money Market ①	55.3	71.9	65.6	13.3	9.4	9.5	15.9	13.8	20.8	15.5	4.9	4.1	100.0	100.0	100.0	Insurance Company	33.6	38.0	35.2	21.8	26.8	27.2	32.3	22.0	24.0	12.3	13.2	13.5	100.0	100.0	100.0	Real Estate/Mortgage	13.3	14.6	16.2	41.1	30.3	27.6	32.6	45.6	45.5	13.0	9.6	10.7	100.0	100.0	100.0	Total Financial	40.5	43.0	40.5	21.3	27.6	28.8	25.7	18.4	19.0	12.5	11.1	11.7	100.0	100.0	100.0	Merchants:													Supermarkets	60.1	70.3	74.0	15.2	13.8	12.5	5.4	6.0	3.6	19.3	9.8	9.8	100.0	100.0	100.0	Department store	75.2	82.1	82.0	9.1	7.9	5.6	4.3	2.4	3.0	11.4	7.6	9.3	100.0	100.0	100.0	Mail order company	50.8	55.6	55.9	17.3	17.3	16.0	22.4	13.7	13.3	9.4	13.4	14.7	100.0	100.0	100.0	Specialty store	50.5	64.4	65.9	20.0	14.6	13.7	17.2	8.9	8.0	12.4	12.0	12.4	100.0	100.0	100.0	Publisher	40.9	49.2	48.5	18.6	19.5	20.0	14.3	13.0	14.5	26.2	18.3	17.1	100.0	100.0	100.0	Land promotion company ①	3.0	16.7	14.7	15.4	38.7	38.3	70.4	33.1	42.9	11.2	11.5	4.1	100.0	100.0	100.0	Restaurant	50.2	56.6	55.7	20.2	20.9	20.5	13.4	10.0	10.1	16.2	12.5	13.7	100.0	100.0	100.0	Consumer packaged goods	55.7	45.4	45.7	20.5	21.1	22.2	11.7	14.8	14.5	12.1	18.8	17.7	100.0	100.0	100.0	Auto dealers	48.2	46.6	43.3	27.1	27.4	27.6	12.5	13.4	14.0	12.2	12.5	15.1	100.0	100.0	100.0	Service stations ①	23.6	51.2	49.4	34.1	23.3	23.8	24.7	12.0	9.7	17.6	13.6	17.1	100.0	100.0	100.0	Mail ①	39.8	80.6	59.5	2.5	0.0	0.0	0.4	0.0	0.0	57.3	19.4	40.5	100.0	100.0	100.0	Total Merchants	54.0	61.6	62.5	16.1	15.5	14.1	14.7	10.4	10.3	15.2	12.5	13.1	100.0	100.0	100.0	Services:													Telephone	65.1	53.2	56.3	17.1	26.2	22.1	5.9	9.6	8.5	11.9	11.1	13.1	100.0	100.0	100.0	Other Utilities ①	70.9	67.1	66.8	5.8	10.3	11.3	7.9	11.6	9.0	15.4	11.0	13.0	100.0	100.0	100.0	Medical	35.0	41.1	38.4	19.5	18.0	17.7	34.4	23.8	25.3	11.2	17.1	18.6	100.0	100.0	100.0	Other professional ①	43.9	29.1	31.8	13.9	18.8	21.0	31.2	32.7	32.6	11.0	19.4	14.6	100.0	100.0	100.0	Leisure service	33.7	54.6	56.5	21.2	17.9	17.2	31.0	16.8	15.2	14.1	10.7	11.1	100.0	100.0	100.0	Cable TV	65.4	50.4	50.5	17.7	29.8	30.2	6.1	9.3	8.6	10.8	10.5	10.7	100.0	100.0	100.0	Computer	42.7	41.6	40.9	26.7	34.1	30.3	22.7	13.4	13.8	8.0	10.8	15.0	100.0	100.0	100.0	Craftsman ①	7.7	12.8	10.7	32.1	26.3	15.7	47.7	42.3	56.2	12.5	18.6	17.4	100.0	100.0	100.0	Total Services	41.6	46.2	46.6	20.0	23.4	22.2	24.9	17.9	17.9	13.5	12.5	13.3	100.0	100.0	100.0	Nonfederal Government	47.8	62.0	53.1	26.5	21.3	27.4	8.9	8.1	6.5	16.9	8.5	13.0	100.0	100.0	100.0
Credit card	52.4	43.7	41.7	19.9	34.5	37.0	17.7	11.4	10.3	10.0	10.4	10.9	100.0	100.0	100.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Bank	43.6	44.8	41.2	17.3	20.7	21.8	23.1	22.3	23.4	16.0	12.2	13.5	100.0	100.0	100.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Securities broker	49.5	75.2	70.9	13.5	6.8	6.8	25.7	8.6	12.2	11.3	9.3	10.1	100.0	100.0	100.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Money Market ①	55.3	71.9	65.6	13.3	9.4	9.5	15.9	13.8	20.8	15.5	4.9	4.1	100.0	100.0	100.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Insurance Company	33.6	38.0	35.2	21.8	26.8	27.2	32.3	22.0	24.0	12.3	13.2	13.5	100.0	100.0	100.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Real Estate/Mortgage	13.3	14.6	16.2	41.1	30.3	27.6	32.6	45.6	45.5	13.0	9.6	10.7	100.0	100.0	100.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Total Financial	40.5	43.0	40.5	21.3	27.6	28.8	25.7	18.4	19.0	12.5	11.1	11.7	100.0	100.0	100.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Merchants:													Supermarkets	60.1	70.3	74.0	15.2	13.8	12.5	5.4	6.0	3.6	19.3	9.8	9.8	100.0	100.0	100.0	Department store	75.2	82.1	82.0	9.1	7.9	5.6	4.3	2.4	3.0	11.4	7.6	9.3	100.0	100.0	100.0	Mail order company	50.8	55.6	55.9	17.3	17.3	16.0	22.4	13.7	13.3	9.4	13.4	14.7	100.0	100.0	100.0	Specialty store	50.5	64.4	65.9	20.0	14.6	13.7	17.2	8.9	8.0	12.4	12.0	12.4	100.0	100.0	100.0	Publisher	40.9	49.2	48.5	18.6	19.5	20.0	14.3	13.0	14.5	26.2	18.3	17.1	100.0	100.0	100.0	Land promotion company ①	3.0	16.7	14.7	15.4	38.7	38.3	70.4	33.1	42.9	11.2	11.5	4.1	100.0	100.0	100.0	Restaurant	50.2	56.6	55.7	20.2	20.9	20.5	13.4	10.0	10.1	16.2	12.5	13.7	100.0	100.0	100.0	Consumer packaged goods	55.7	45.4	45.7	20.5	21.1	22.2	11.7	14.8	14.5	12.1	18.8	17.7	100.0	100.0	100.0	Auto dealers	48.2	46.6	43.3	27.1	27.4	27.6	12.5	13.4	14.0	12.2	12.5	15.1	100.0	100.0	100.0	Service stations ①	23.6	51.2	49.4	34.1	23.3	23.8	24.7	12.0	9.7	17.6	13.6	17.1	100.0	100.0	100.0	Mail ①	39.8	80.6	59.5	2.5	0.0	0.0	0.4	0.0	0.0	57.3	19.4	40.5	100.0	100.0	100.0	Total Merchants	54.0	61.6	62.5	16.1	15.5	14.1	14.7	10.4	10.3	15.2	12.5	13.1	100.0	100.0	100.0	Services:													Telephone	65.1	53.2	56.3	17.1	26.2	22.1	5.9	9.6	8.5	11.9	11.1	13.1	100.0	100.0	100.0	Other Utilities ①	70.9	67.1	66.8	5.8	10.3	11.3	7.9	11.6	9.0	15.4	11.0	13.0	100.0	100.0	100.0	Medical	35.0	41.1	38.4	19.5	18.0	17.7	34.4	23.8	25.3	11.2	17.1	18.6	100.0	100.0	100.0	Other professional ①	43.9	29.1	31.8	13.9	18.8	21.0	31.2	32.7	32.6	11.0	19.4	14.6	100.0	100.0	100.0	Leisure service	33.7	54.6	56.5	21.2	17.9	17.2	31.0	16.8	15.2	14.1	10.7	11.1	100.0	100.0	100.0	Cable TV	65.4	50.4	50.5	17.7	29.8	30.2	6.1	9.3	8.6	10.8	10.5	10.7	100.0	100.0	100.0	Computer	42.7	41.6	40.9	26.7	34.1	30.3	22.7	13.4	13.8	8.0	10.8	15.0	100.0	100.0	100.0	Craftsman ①	7.7	12.8	10.7	32.1	26.3	15.7	47.7	42.3	56.2	12.5	18.6	17.4	100.0	100.0	100.0	Total Services	41.6	46.2	46.6	20.0	23.4	22.2	24.9	17.9	17.9	13.5	12.5	13.3	100.0	100.0	100.0	Nonfederal Government	47.8	62.0	53.1	26.5	21.3	27.4	8.9	8.1	6.5	16.9	8.5	13.0	100.0	100.0	100.0																																																																																																																													
Supermarkets	60.1	70.3	74.0	15.2	13.8	12.5	5.4	6.0	3.6	19.3	9.8	9.8	100.0	100.0	100.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Department store	75.2	82.1	82.0	9.1	7.9	5.6	4.3	2.4	3.0	11.4	7.6	9.3	100.0	100.0	100.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Mail order company	50.8	55.6	55.9	17.3	17.3	16.0	22.4	13.7	13.3	9.4	13.4	14.7	100.0	100.0	100.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Specialty store	50.5	64.4	65.9	20.0	14.6	13.7	17.2	8.9	8.0	12.4	12.0	12.4	100.0	100.0	100.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Publisher	40.9	49.2	48.5	18.6	19.5	20.0	14.3	13.0	14.5	26.2	18.3	17.1	100.0	100.0	100.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Land promotion company ①	3.0	16.7	14.7	15.4	38.7	38.3	70.4	33.1	42.9	11.2	11.5	4.1	100.0	100.0	100.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Restaurant	50.2	56.6	55.7	20.2	20.9	20.5	13.4	10.0	10.1	16.2	12.5	13.7	100.0	100.0	100.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Consumer packaged goods	55.7	45.4	45.7	20.5	21.1	22.2	11.7	14.8	14.5	12.1	18.8	17.7	100.0	100.0	100.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Auto dealers	48.2	46.6	43.3	27.1	27.4	27.6	12.5	13.4	14.0	12.2	12.5	15.1	100.0	100.0	100.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Service stations ①	23.6	51.2	49.4	34.1	23.3	23.8	24.7	12.0	9.7	17.6	13.6	17.1	100.0	100.0	100.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Mail ①	39.8	80.6	59.5	2.5	0.0	0.0	0.4	0.0	0.0	57.3	19.4	40.5	100.0	100.0	100.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Total Merchants	54.0	61.6	62.5	16.1	15.5	14.1	14.7	10.4	10.3	15.2	12.5	13.1	100.0	100.0	100.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Services:													Telephone	65.1	53.2	56.3	17.1	26.2	22.1	5.9	9.6	8.5	11.9	11.1	13.1	100.0	100.0	100.0	Other Utilities ①	70.9	67.1	66.8	5.8	10.3	11.3	7.9	11.6	9.0	15.4	11.0	13.0	100.0	100.0	100.0	Medical	35.0	41.1	38.4	19.5	18.0	17.7	34.4	23.8	25.3	11.2	17.1	18.6	100.0	100.0	100.0	Other professional ①	43.9	29.1	31.8	13.9	18.8	21.0	31.2	32.7	32.6	11.0	19.4	14.6	100.0	100.0	100.0	Leisure service	33.7	54.6	56.5	21.2	17.9	17.2	31.0	16.8	15.2	14.1	10.7	11.1	100.0	100.0	100.0	Cable TV	65.4	50.4	50.5	17.7	29.8	30.2	6.1	9.3	8.6	10.8	10.5	10.7	100.0	100.0	100.0	Computer	42.7	41.6	40.9	26.7	34.1	30.3	22.7	13.4	13.8	8.0	10.8	15.0	100.0	100.0	100.0	Craftsman ①	7.7	12.8	10.7	32.1	26.3	15.7	47.7	42.3	56.2	12.5	18.6	17.4	100.0	100.0	100.0	Total Services	41.6	46.2	46.6	20.0	23.4	22.2	24.9	17.9	17.9	13.5	12.5	13.3	100.0	100.0	100.0	Nonfederal Government	47.8	62.0	53.1	26.5	21.3	27.4	8.9	8.1	6.5	16.9	8.5	13.0	100.0	100.0	100.0																																																																																																																																																																																																																																																																																																																																										
Telephone	65.1	53.2	56.3	17.1	26.2	22.1	5.9	9.6	8.5	11.9	11.1	13.1	100.0	100.0	100.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Other Utilities ①	70.9	67.1	66.8	5.8	10.3	11.3	7.9	11.6	9.0	15.4	11.0	13.0	100.0	100.0	100.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Medical	35.0	41.1	38.4	19.5	18.0	17.7	34.4	23.8	25.3	11.2	17.1	18.6	100.0	100.0	100.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Other professional ①	43.9	29.1	31.8	13.9	18.8	21.0	31.2	32.7	32.6	11.0	19.4	14.6	100.0	100.0	100.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Leisure service	33.7	54.6	56.5	21.2	17.9	17.2	31.0	16.8	15.2	14.1	10.7	11.1	100.0	100.0	100.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Cable TV	65.4	50.4	50.5	17.7	29.8	30.2	6.1	9.3	8.6	10.8	10.5	10.7	100.0	100.0	100.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Computer	42.7	41.6	40.9	26.7	34.1	30.3	22.7	13.4	13.8	8.0	10.8	15.0	100.0	100.0	100.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Craftsman ①	7.7	12.8	10.7	32.1	26.3	15.7	47.7	42.3	56.2	12.5	18.6	17.4	100.0	100.0	100.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Total Services	41.6	46.2	46.6	20.0	23.4	22.2	24.9	17.9	17.9	13.5	12.5	13.3	100.0	100.0	100.0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Nonfederal Government	47.8	62.0	53.1	26.5	21.3	27.4	8.9	8.1	6.5	16.9	8.5	13.0	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, 2003 and 2004**  
**(Diary Data)**

Familiarity	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label Postcard			Postcard		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Previous customer	44.5	42.6	40.2	48.6	45.4	44.5	17.9	1.3	1.1	48.7	46.4	47.1
Organization known	19.8	23.8	24.5	18.8	18.3	18.8	16.4	1.0	0.9	17.6	19.9	20.2
Organization unknown	23.9	16.4	17.1	19.8	14.1	14.1	30.0	0.9	0.7	20.9	18.1	19.5
More than one company/ Don't Know / No Answer	11.9	17.2	18.2	12.8	22.2	22.6	35.7	96.8	97.3	12.8	15.6	13.1
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

Familiarity	Catalog Not in Envelope			Flyers			Newspapers/Magazines		
	1987	2003	2004	1987	2003	2004	1987	2003	2004
Previous customer	63.1	59.3	60.8	49.4	49.2	48.2	24.4	43.2	41.7
Organization known	14.5	16.5	15.1	17.7	17.1	16.7	10.6	12.0	10.0
Organization unknown	13.0	10.2	10.0	13.5	11.7	11.5	6.3	6.0	4.6
More than one company/ Don't Know / No Answer	9.5	14.0	14.1	19.5	22.1	23.6	58.8	38.8	43.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

**Table A3-15**  
**Standard Mail -- Mail Order Industry Shape**  
**by Familiarity With Organization**  
**(Percentage of Mail Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Familiarity	Letter Size Envelope			Larger Than Letter Size Envelope			Catalog Not In Envelope			Flyers ①		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Previous customer	46.6	55.0	52.2	52.9	56.4	54.7	53.0	56.3	57.0	42.0	39.2	36.1
Organization known	17.1	14.5	13.1	15.4	14.8	14.7	18.8	17.4	16.8	15.5	24.8	15.3
Organization unknown	27.3	17.9	21.8	19.8	15.1	15.8	20.7	12.2	12.2	29.7	22.9	14.7
Don't know/No answer	9.0	12.5	12.8	11.9	13.7	14.8	7.5	14.2	14.0	12.8	13.1	33.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

① 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, 2003 and 2004**  
**(Recruitment and Diary Data)**

Postal Fiscal Year	Number of Accounts and Policies			
	None (0)	Low (1 - 5)	Medium (6 - 9)	High (10 +)
1987	2.7	4.9	8.0	11.0
2003	8.1	7.5	10.3	13.0
2004	5.8	7.7	10.9	13.8

**Table A3-17**  
**Standard Mail Receipt**  
**by Number of Credit Card Accounts**  
**Pieces per Household per Week**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Recruitment and Diary Data)**

Postal Fiscal Year	Number of Credit Cards			
	None (0)	Low (1 - 3)	Medium (4 - 7)	High (8 +)
1987	4.0	6.4	9.3	12.5
2003	5.7	8.8	11.7	13.9
2004	5.5	9.3	12.1	15.0

**Table A3-18**  
**Standard Mail Treatment of Mail Piece by Familiarity With Organization**  
**(Percentage of Mail Received by Household)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Treatment of Advertising	Previous Customer			Organization Known			Organization Not Known			Total ①		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
	Read	58.4	61.3	60.0	31.2	30.6	28.7	26.2	25.1	24.8	41.5	43.4
Looked at	23.3	14.3	15.3	38.2	24.1	23.2	35.2	21.7	23.1	26.4	16.5	17.0
Discarded	7.0	13.9	15.3	23.5	38.8	42.9	31.1	47.9	47.7	14.0	23.6	24.9
Set Aside	10.2	9.9	9.1	6.3	6.0	4.7	6.4	5.1	4.1	8.1	7.3	6.3
Don't know/No answer	1.1	0.6	0.4	0.8	0.6	0.4	1.2	0.2	0.2	10.0	9.3	10.1
Total Mail Received by Household	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

① Total 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, 2003 and 2004**  
**(Diary Data)**

Reaction to Advertising	Previous Customer			Organization Known			Organization Not Known			Total ①		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
	Useful	62.5	61.1	60.2	25.9	19.7	18.5	14.8	12.5	11.9	40.2	38.8
Interesting	21.7	14.2	13.2	31.7	19.9	17.1	24.4	14.8	12.7	22.0	13.7	12.7
Not interesting	10.6	21.0	22.4	32.9	51.4	56.1	46.7	61.4	64.5	21.3	32.7	34.3
Objectionable	2.2	2.9	3.7	6.7	8.0	7.7	10.7	10.4	10.4	4.6	5.1	5.4
Don't know/No answer	3.1	0.8	0.5	2.8	1.0	0.6	3.4	0.9	0.5	12.0	9.6	10.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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, 2003 and 2004**  
**(Diary Data)**

Response to Advertising	Previous Customer			Organization Known			Organization Not Known			Total ①		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Yes	21.6	17.6	17.0	5.7	2.5	2.7	4.6	2.2	2.2	14.6	10.4	10.2
No	47.7	49.9	51.2	78.6	82.1	81.8	83.0	85.3	85.2	58.6	59.4	59.3
Maybe	27.4	27.2	26.3	12.1	9.7	8.9	9.0	6.8	6.5	19.9	17.8	16.7
No answer	3.3	5.3	5.5	3.6	5.8	6.6	3.4	5.6	6.1	7.0	12.4	13.8
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
Pieces Per Household Per Week	3.0	4.9	5.1	1.5	1.9	2.0	1.2	1.3	1.4	6.1	9.2	9.7

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, 2003 and 2004**  
**(Diary Data)**

Treatment	Usefulness								
	Useful			Not Interesting					
	1987	2003	2004	1987	2003	2004			
Read	68.0	69.4	69.2	20.2	15.8	15.1	7.0	11.6	12.5
Looked at	24.4	18.7	18.5	36.5	22.5	21.4	21.5	52.8	53.1
Discarded	4.5	3.9	3.7	12.9	7.5	6.6	66.0	76.3	77.9
Set aside	58.2	64.0	68.0	25.6	18.9	17.3	8.4	11.9	9.4

Treatment	Usefulness								
	Objectable			Don't Know/No Answer					
	1987	2003	2004	1987	2003	2004			
Read	2.2	2.8	2.8	2.6	0.4	0.4	100.0	100.0	100.0
Looked at	5.2	5.6	6.7	12.4	0.5	0.4	100.0	100.0	100.0
Discarded	12.9	11.2	11.2	3.7	1.1	0.6	100.0	100.0	100.0
Set aside	4.6	4.4	4.8	3.2	0.8	0.4	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, 2003 and 2004**  
**(Diary Data)**

Treatment	Usefulness											
	Useful			Interesting			Not Interesting			Objectionable		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Read	70.2	77.5	77.4	38.0	50.0	49.6	13.6	15.4	15.2	20.0	23.6	21.7
Looked at	15.9	7.9	8.4	43.8	27.0	28.7	39.0	26.6	26.2	30.1	18.0	20.9
Discarded	1.6	2.4	2.5	8.2	12.9	13.0	43.7	55.1	56.6	39.6	51.7	51.3
Set aside	11.7	12.0	11.6	9.4	10.0	8.7	3.2	2.6	1.7	8.2	6.2	5.6
Don't know/No answer	0.6	0.3	0.2	0.6	0.2	0.1	0.5	0.2	0.2	2.1	0.5	0.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: 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, 2003 and 2004**  
**(Diary Data)**

Treatment	Intended Response														
	Yes			No			Maybe			No Answer			Total		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Read by member of household	27.1	19.8	20.0	42.6	48.0	47.4	26.8	26.5	26.3	3.6	5.7	6.3	100.0	100.0	100.0
Read by more than one member of household ①	N/A	26.6	27.9	N/A	31.5	30.6	N/A	37.8	36.0	N/A	4.2	5.5	N/A	100.0	100.0
Looked at	4.9	1.9	2.3	77.9	83.9	83.3	14.1	8.4	7.8	3.1	5.8	6.6	100.0	100.0	100.0
Discarded	0.9	0.5	0.4	92.5	91.6	91.5	2.4	1.7	1.1	4.3	6.3	6.9	100.0	100.0	100.0
Set aside	15.4	10.5	12.0	35.3	36.1	32.2	46.2	48.3	51.3	3.0	5.1	4.6	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, 2003 and 2004**  
**(Diary Data)**

Treatment	Intended Response											
	Yes			No			Maybe					
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Read by member of household	18.8	66.4	64.4	30.8	28.0	26.3	57.0	51.7	51.9			
Read by more than one member of household ①	N/A	21.5	22.7	N/A	4.4	4.3	N/A	17.8	18.0			
Looked at	9.8	3.2	4.0	38.9	24.3	25.0	20.7	8.1	8.3			
Discarded	0.9	1.1	1.1	23.7	38.4	40.5	1.8	2.4	1.8			
Set aside	9.0	7.4	7.5	5.1	4.4	3.5	19.7	19.8	19.6			
Don't know/No answer	1.5	0.4	0.2	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, 2003 and 2004**  
**(Diary Data)**

Usefulness	Intended Response								
	Yes			No			Maybe		
	1987	2003	2004	1987	2003	2004	1987	2003	2004
Useful	29.4	24.9	25.6	33.8	32.9	32.2	33.7	37.3	36.8
Interesting	6.2	2.9	3.3	72.6	77.7	76.7	17.9	14.1	14.7
Not interesting	1.3	0.8	0.6	92.2	90.0	90.1	3.0	2.9	2.1
Objectionable	3.7	1.2	2.0	83.6	84.0	83.9	9.0	7.1	6.6

Usefulness	Intended Response					
	Don't Know/No Answer		Total			
	1987	2003	2004	1987	2003	2004
Useful	3.2	4.8	5.4	100.0	100.0	100.0
Interesting	3.3	5.3	5.3	100.0	100.0	100.0
Not interesting	3.5	6.2	7.2	100.0	100.0	100.0
Objectionable	3.8	7.7	7.6	100.0	100.0	100.0

Note: Percents are row percentages within each Usefulness category.  
Totals may not sum to 100 due to rounding.

**Table A3-26**  
**Standard Mail Intended Response by Usefulness**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Usefulness	Intended Response								
	Yes			No			Maybe		
	1987	2003	2004	1987	2003	2004	1987	2003	2004
Useful	83.3	92.2	92.1	23.9	21.2	20.0	69.8	80.3	81.3
Interesting	10.2	4.1	4.3	30.0	19.1	17.4	21.8	11.6	11.8
Not interesting	2.0	2.7	2.2	36.1	52.0	54.3	3.4	5.6	4.4
Objectionable	1.2	0.6	1.1	6.7	7.2	7.9	2.1	2.0	2.2
Don't know/No answer	3.2	0.4	0.3	3.3	0.5	0.5	2.9	0.5	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 A3-27**  
**Standard Mail Pieces from Credit Card Industry**  
**Response to Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Familiarity	Read Immediately		Set Aside		Found Useful		Will Respond					
	1987	2003	2004	1987	2003	2004	1987	2003	2004			
Previous customer	51.4	42.6	38.1	7.2	2.7	3.7	40.0	29.5	27.5	9.3	5.1	4.7
Organization known	28.4	15.0	14.8	7.9	2.3	1.8	17.7	7.4	5.7	5.6	1.7	1.1
Organization unknown	30.2	15.4	12.1	4.2	1.8	3.2	21.3	5.6	4.2	7.8	0.9	2.1

NOTE: Percentages represent row percentages within each familiarity category; these do not sum to 100 due to the inclusion of multiple questions in this table.

**Table A3-28**  
**Standard Mail Pieces from Insurance Companies**  
**Response to Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Familiarity	Read Immediately		Set Aside		Found Useful			Will Respond				
	1987	2003	2004	1987	2003	2004	1987	2003	2004			
Previous customer	56.7	57.4	58.2	5.6	8.2	6.9	48.2	54.1	50.0	12.9	9.9	10.1
Organization known	31.1	24.6	18.2	6.7	2.7	2.2	20.8	12.9	10.6	5.4	1.7	1.8
Organization unknown	20.2	20.1	23.7	1.9	1.5	2.1	8.5	5.7	6.9	1.9	0.6	1.3

NOTE: Percentages represent row percentages within each familiarity category; these do not sum to 100 due to the inclusion of multiple questions in this table.

**Table A3-29**  
**Standard Mail Pieces from Department Stores**  
**Response to Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Familiarity	Read Immediately		Set Aside		Found Useful			Will Respond				
	1987	2003	2004	1987	2003	2004	1987	2003	2004			
Previous customer	52.4	66.8	67.0	11.2	9.5	9.4	64.4	70.6	71.2	17.6	20.8	22.1
Organization known	25.5	40.0	36.4	6.4	11.8	4.9	23.4	23.4	22.8	6.0	2.9	5.7
Organization unknown ①	24.4	28.5	35.5	4.5	8.9	5.2	17.5	15.9	26.5	7.1	4.9	2.8

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, 2003 and 2004**  
**(Diary Data)**

Familiarity	Read Immediately		Set Aside		Found Useful		Will Respond	
	1987	2003	1987	2003	1987	2003	1987	2003
Previous customer	58.4	60.5	14.0	18.9	63.0	69.2	24.0	18.6
Organization known	32.3	35.9	10.3	14.8	26.8	29.2	6.5	3.0
Organization unknown	22.2	26.9	11.3	12.6	13.9	13.7	4.6	2.6

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 A3-31**  
**Standard Mail Pieces from Publishers**  
**Response to Mail Piece by Familiarity With Organization**  
**(Percentage of Pieces)**

**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Familiarity	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Previous customer	65.1	65.0	60.7	8.7	6.2	7.0	54.5	55.1	52.4	27.9	19.2	18.4
Organization known	30.7	35.1	35.0	5.9	5.4	6.3	20.9	20.4	23.6	6.5	3.0	4.9
Organization unknown	27.2	24.1	29.0	9.4	4.6	3.2	16.0	13.2	12.3	6.5	4.9	3.6

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 A3-32**  
**Standard Mail Treatment of Mail Piece by Shape**  
**(Percentage of Mail Pieces Received by Households)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Treatment	Letter Size Envelope		Larger Than Letter Size Envelope		Detached Label Postcard		Postcard					
	1987	2003	2004	1987	2003	2004	1987	2003	2004			
Read by member of household	44.5	34.0	30.6	44.0	35.4	33.4	30.8	25.0	24.5	50.1	42.4	40.7
Read by more than one member of household ①	N/A	5.2	4.9	N/A	6.7	6.7	N/A	5.1	4.6	N/A	7.3	8.3
Looked at	26.1	19.0	19.6	26.0	18.2	19.0	33.8	21.2	22.8	24.7	18.0	17.5
Discarded	15.3	30.8	32.9	13.8	25.6	26.9	19.6	34.1	33.8	15.7	23.9	25.2
Set aside	4.8	3.3	2.9	8.8	5.8	5.5	3.9	2.5	2.0	2.2	2.1	1.7
Don't know/No answer	9.3	7.8	9.2	7.4	8.3	8.5	11.9	12.1	12.2	7.4	6.2	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

Treatment	Catalog Not in Envelope		Flyers		Newspapers/Magazines		Total ②					
	1987	2003	2004	1987	2003	2004	1987	2003	2004			
Read by member of household	42.9	35.8	34.8	40.8	36.0	35.1	30.1	32.4	31.8	41.5	35.0	33.3
Read by more than one member of household ①	N/A	11.4	12.4	N/A	10.2	9.4	N/A	14.5	15.1	N/A	8.4	8.4
Looked at	25.9	12.0	12.7	27.0	16.7	15.8	17.6	11.6	13.9	26.4	16.5	17.0
Discarded	9.7	15.2	15.7	15.1	21.9	23.2	9.4	16.8	12.8	14.0	23.6	24.9
Set aside	15.9	16.3	15.1	6.7	5.7	4.9	8.1	12.2	10.4	8.1	7.3	6.3
Don't know/No answer	5.6	9.3	9.3	10.5	9.5	11.5	34.9	12.4	16.1	10.0	9.3	10.1
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, 2003 and 2004**  
**(Diary Data)**

Usefulness	Letter Size Envelope			Larger Than Letter Size Envelope			Detached Label Postcard			Postcard		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
	Useful	32.6	26.4	23.1	36.4	34.6	33.4	26.8	23.5	23.2	38.4	37.8
Interesting	21.3	11.4	10.0	27.4	14.2	13.0	16.3	9.6	10.0	20.1	11.5	11.7
Not interesting	29.0	46.3	49.2	21.1	36.3	38.5	34.7	46.4	48.7	27.7	39.4	39.8
Objectionable	5.7	7.6	8.2	5.8	6.3	6.3	7.5	7.8	5.7	4.9	4.8	4.6
Don't Know/No answer	11.5	8.3	9.5	9.2	8.6	8.8	14.7	12.7	12.4	8.9	6.6	7.0
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Usefulness	Catalog Not in Envelope			Flyers			Newspapers/Magazines			Total ①		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
	Useful	53.8	52.6	54.9	44.7	43.3	41.9	33.3	53.9	50.9	40.2	38.8
Interesting	26.1	20.6	18.2	19.4	12.4	11.5	16.7	11.5	13.2	22.0	13.7	12.7
Not interesting	10.8	15.1	15.3	19.5	30.0	29.7	9.0	19.0	16.8	21.3	32.7	34.3
Objectionable	2.3	2.1	2.2	3.8	4.5	5.1	2.5	2.9	2.7	4.6	5.1	5.4
Don't Know/No answer	7.0	9.5	9.4	12.5	9.8	11.8	38.5	12.7	16.3	12.0	9.6	10.4
Total Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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, 2003 and 2004**  
**(Diary Data)**

Response	Letter Size Envelope		Larger Than Letter Size Envelope		Detached Label Postcard		Postcard					
	1987	2003	2004	1987	2003	2004	1987	2003	2004			
Yes	12.8	6.6	6.4	16.5	9.9	10.7	8.6	4.1	3.7	15.4	11.8	11.0
No	69.6	74.0	74.5	62.1	66.9	66.3	69.5	67.2	67.3	63.6	62.8	61.1
Maybe	13.1	9.2	7.3	16.7	13.9	13.0	10.5	7.9	6.3	13.6	13.9	13.9
No answer	4.5	10.2	11.8	4.8	9.3	10.1	11.4	20.9	22.7	7.4	11.6	13.9
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

Response	Catalog Not in Envelope		Flyers		Newspapers/ Magazines		Total ①					
	1987	2003	2004	1987	2003	2004	1987	2003	2004			
Yes	16.1	12.5	12.6	15.6	13.3	13.4	10.2	11.5	10.5	14.6	10.4	10.2
No	46.6	44.8	43.9	54.2	53.8	52.9	44.3	49.2	45.2	58.6	59.4	59.3
Maybe	32.5	31.1	31.6	21.2	18.7	17.5	16.9	20.0	21.8	19.9	17.8	16.7
No answer	4.8	11.6	11.9	9.1	14.2	16.2	28.6	19.4	22.5	7.0	12.4	13.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

① Total 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, 2003 and 2004**  
**(Diary Data)**

Familiarity	Shape																	
	Letter Size Envelope				Larger Than Letter Size Envelope				Postcard									
	Read		Set Aside		Read		Set Aside		Read		Set Aside							
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004						
Previous customer	64.7	58.5	54.2	5.3	4.0	4.0	60.1	57.4	57.1	10.4	7.6	7.3	67.9	68.6	69.5	2.6	2.7	2.3
Organization known	34.6	24.3	22.3	5.8	2.4	2.1	30.3	26.5	24.5	6.2	3.5	2.9	38.3	41.9	34.8	2.1	1.3	1.3
Organization unknown	29.0	24.6	22.2	4.6	2.5	1.9	27.6	24.6	24.5	7.0	4.0	4.7	32.8	25.7	27.9	1.9	2.0	0.7

Familiarity	Shape																	
	Catalog Not in Envelope				Flyers				Newspapers/Magazines									
	Read		Set Aside		Read		Set Aside		Read		Set Aside							
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004						
Previous customer	53.1	60.5	59.7	17.6	19.4	17.9	57.0	64.1	63.4	8.0	7.0	6.8	56.3	63.6	64.4	15.7	15.9	14.2
Organization known	29.6	36.7	36.8	12.6	15.4	14.7	27.8	31.5	31.8	4.8	5.2	3.0	45.4	37.4	42.3	8.5	11.7	12.8
Organization unknown	20.8	24.3	27.4	15.1	14.7	13.5	24.5	25.7	23.5	5.9	3.4	2.5	21.9	27.2	31.8	5.6	11.3	7.5

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, 2003 and 2004**  
**(Diary Data)**

Familiarity	Shape								
	Letter Size Envelope		Larger Than Letter Size Envelope		Postcard				
	1987	2003	2004	1987	2003	2004			
Previous customer	20.3	15.3	15.5	22.7	9.4	10.1	20.3	10.0	9.9
Organization known	5.9	27.8	23.8	7.1	12.8	17.1	8.8	8.0	6.9
Organization unknown ①	5.0	23.9	32.5	5.2	18.1	15.1	3.6	5.3	12.0

Familiarity	Shape								
	Catalog Not In Envelope		Flyers		Newspapers/Magazines				
	1987	2003	2004	1987	2003	2004			
Previous customer	21.5	31.3	30.3	22.3	26.2	27.4	21.8	4.6	3.4
Organization known	6.4	24.8	24.2	4.6	19.5	19.0	0.0	5.3	5.3
Organization unknown ①	5.0	25.0	24.1	4.8	19.1	12.3	4.5	3.6	0.5

Note: Percents are row percentages within each familiarity classification. Totals may not equal exactly 100% due to unreported categories.

① Fluctuations may be due to small sample sizes.

**Table A3-37**  
**Standard Mail Percentage of Pieces Found**  
**Useful by Shape and Familiarity With Organization**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Familiarity	Shape								
	Letter Size Envelope		Larger Than Letter Envelope		Postcard				
	1987	2003	2004	1987	2003	2004			
Previous customer	53.4	77.0	79.0	53.6	80.9	80.9	58.4	77.7	80.5
Organization known	22.8	11.1	11.1	19.8	8.4	8.8	28.3	12.3	9.9
Organization unknown	12.7	6.1	4.9	13.6	4.7	5.1	10.6	6.4	6.7

Familiarity	Shape								
	Catalog Not In Envelope		Flyers		Newspapers/Magazines				
	1987	2003	2004	1987	2003	2004			
Previous customer	70.5	82.9	83.2	66.6	82.3	82.0	67.4	82.3	82.4
Organization known	30.2	10.5	9.6	28.7	8.9	9.6	46.0	11.2	11.8
Organization unknown	18.9	3.4	4.4	16.3	4.3	4.2	25.9	3.6	2.4

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, 2003 and 2004**  
**(Diary Data)**

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2003	2004	1987	2003	2004	1987	2003	2004
Letter size envelope Larger than	53.3	60.2	57.5	2.5	3.1	2.5	37.4	40.4	41.6
Letter size envelope	45.8	45.6	55.3	10.2	4.9	1.7	40.8	36.4	46.1
Postcard	56.9	69.5	68.0	1.3	3.6	2.6	48.5	66.8	62.0
Catalog not in envelope	45.9	60.0	60.4	15.8	14.1	13.9	62.5	64.9	70.7
Flyers	42.4	59.8	58.2	6.1	8.5	7.3	51.2	64.4	61.9

Shape	Will Respond			Percentage of Pieces Received		
	1987	2003	2004	1987	2003	2004
Letter size envelope	12.3	13.0	14.8	8.8	7.5	5.9
Larger than						
Letter size envelope	10.9	11.9	17.9	3.6	5.4	5.9
Postcard	12.3	20.3	21.7	3.3	13.4	12.7
Catalog not in envelope	17.1	17.2	19.0	40.8	30.1	29.3
Flyers	15.4	18.8	19.5	42.5	37.2	39.5

NOTE: Percentages represent row percentages within each shape category; these do not sum to 100 due to the inclusion of multiple questions in this table.

**Table A3-39**  
**Standard Mail from Department Stores**  
**Reaction to Mail Piece by Familiarity and Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Shape	Read (Immediately and Set Aside)		Found Useful		Will Respond	
	1987	2003	2004	1987	2003	2004
Previous customer:						
Catalogs Not In Envelope	68.0	80.4	79.3	70.7	72.8	77.1
Flyers	59.0	76.0	76.4	64.2	74.9	73.3
Organization known:						
Catalogs Not In Envelope	38.1	49.8	56.4	26.9	21.2	29.7
Flyers	24.0	49.1	28.1	22.9	18.9	17.3
Organization unknown: ①						
Catalogs Not In Envelope	23.5	28.5	35.9	20.6	10.8	29.9
Flyers	31.2	46.6	32.8	17.8	22.8	18.0

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 A3-40**  
**Standard Mail from Mail Order Companies**  
**Reaction to Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2003	2004	1987	2003	2004	1987	2003	2004
Letter size envelope	42.7	48.7	46.0	4.1	6.6	3.9	29.9	34.8	32.9
Larger than letter size envelope	48.2	48.4	47.8	10.4	6.2	6.3	41.1	38.0	36.8
Postcard ①	60.4	59.3	60.1	4.2	2.0	3.8	51.8	41.5	50.2
Catalog not in envelope	40.9	44.8	44.0	17.1	18.2	16.0	48.9	50.4	52.1
Flyers	39.8	38.1	35.8	7.8	6.6	5.0	32.9	28.4	29.8
Newspapers/Magazines ①	57.0	47.2	59.6	0.0	13.4	11.1	62.3	49.2	61.5

Shape	Will Respond			Percentage of Pieces Received		
	1987	2003	2004	1987	2003	2004
Letter size envelope	12.3	11.8	8.4	20.8	6.3	6.3
Larger than letter size envelope	18.0	14.1	13.0	22.0	10.5	9.3
Postcard ①	18.6	12.8	12.8	0.8	1.2	1.1
Catalog not in envelope	15.8	11.7	10.5	48.5	71.4	72.5
Flyers	10.0	6.9	6.6	7.0	4.1	5.3
Newspapers/Magazines ①	19.8	8.7	11.9	0.2	2.8	1.9

NOTE: Percentages represent row percentages within each shape category; these do not sum to 100 due to the inclusion of multiple questions in this table.

① Fluctuations may be due to small sample size.

**Table A3-41**  
**Standard Mail from Mail Order Companies**  
**Reaction to Mail Piece by Familiarity and Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Shape	Read (Immediately and Set Aside)		Found Useful			Will Respond			
	1987	2003	2004	1987	2003	2004	1987	2003	2004
Previous customer:									
Letter size envelope	65.0	66.9	67.4	52.2	51.8	53.0	18.8	15.2	13.5
Larger than Letter Size Envelope	74.3	71.9	72.4	58.7	56.5	55.3	27.1	21.5	17.4
Catalog	74.9	81.7	77.8	70.3	72.7	73.5	25.1	18.6	16.7
Organization known:									
Letter size envelope	34.2	38.2	40.8	13.3	12.7	9.7	5.6	3.5	2.9
Larger than Letter Size Envelope	44.5	33.4	40.0	27.0	14.8	17.9	9.7	2.5	8.4
Catalog	44.6	55.7	53.1	31.5	33.8	35.5	6.7	3.2	3.7
Organization unknown:									
Letter size envelope ①	29.4	44.1	24.6	7.0	4.3	7.5	6.7	3.7	1.8
Larger than Letter Size Envelope	32.9	26.6	31.9	14.2	5.5	9.9	4.7	0.7	2.8
Catalog	36.8	41.0	42.1	17.7	15.8	24.8	3.5	2.9	2.7

NOTE: Percentages represent row percentages within each familiarity and shape category; these do not sum to 100 due to the inclusion of multiple questions in this table.

① Fluctuations may be due to small sample sizes.

**Table A3-42**  
**Standard Mail from Publishers**  
**Reaction to Mail Piece by Shape**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2003	2004	1987	2003	2004	1987	2003	2004
Letter size envelope	51.1	51.7	43.9	6.0	3.0	3.2	37.9	35.4	29.8
Larger than Letter size envelope	41.4	41.7	37.0	6.8	4.2	5.1	27.4	26.4	29.0
Postcard ①	45.2	40.5	50.3	5.9	2.7	0.9	30.4	23.9	21.3
Catalog not in envelope ①	40.8	40.4	42.8	16.3	10.3	8.9	48.2	40.1	39.2
Flyers	45.8	34.0	37.5	8.4	5.2	6.0	46.6	28.5	28.5
Newspapers/Magazines	27.2	47.5	51.4	7.6	8.9	10.7	28.8	49.3	52.7

Shape	Will Respond			Percentage of Pieces Received		
	1987	2003	2004	1987	2003	2004
Letter size envelope	21.0	14.9	12.6	26.5	41.7	44.5
Larger than Letter size envelope	16.6	13.5	12.3	34.1	21.2	19.0
Postcard ①	26.1	5.9	13.2	1.2	2.0	2.5
Catalog not in envelope ①	13.5	8.0	10.2	4.4	6.9	7.0
Flyers	16.3	5.7	7.4	20.4	9.0	8.2
Newspapers/Magazines	9.1	8.9	7.2	12.1	14.9	15.0

NOTE: Percentages represent row percentages within each shape category; these do not sum to 100 due to the inclusion of multiple questions in this table.  
 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, 2003 and 2004**  
**(Diary Data)**

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2003	2004	1987	2003	2004	1987	2003	2004
	Previous customer:								
Letter size envelope	77.2	71.3	62.6	54.1	52.4	45.0	31.9	22.3	18.7
Larger envelope	68.8	63.8	61.0	44.8	42.1	48.2	25.8	16.9	21.0
Catalog ①	78.7	81.5	72.6	72.7	70.3	58.5	22.1	21.7	24.2
Organization known:									
Letter size envelope	34.2	37.4	37.5	20.8	11.2	15.4	5.7	2.3	5.1
Larger envelope	31.3	31.5	32.2	13.3	12.4	17.0	7.7	3.3	6.6
Catalog ①	48.3	48.0	38.9	31.1	29.6	30.6	5.4	0.0	1.0
Organization unknown:									
Letter size envelope	31.3	26.5	21.1	13.5	5.9	6.6	3.7	2.3	2.1
Larger envelope	35.8	30.2	26.7	13.9	11.3	10.0	7.4	11.3	0.4
Catalog ①	46.0	22.3	45.4	16.7	11.4	14.2	6.9	3.9	5.6

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, 2003 and 2004**  
**(Diary Data)**

Shape	Read Immediately		Set Aside		Found Useful				
	1987	2003	2004	1987	2003	2004	1987	2003	2004
Letter size envelope	43.4	26.1	23.7	4.2	2.4	2.3	28.0	16.1	13.7
Larger than Letter size envelope	32.7	26.7	20.7	8.4	2.6	3.7	28.9	15.1	12.5
Postcard ①	25.1	56.1	57.6	0.0	3.0	2.4	9.9	35.1	48.5
Catalog not in envelope ①	43.8	61.9	45.9	21.3	8.8	20.1	45.9	50.4	49.6
Flyers ①	33.3	42.5	40.1	6.3	0.0	6.0	35.6	27.9	34.4

Shape	Will Respond			Percentage of Pieces Received		
	1987	2003	2004	1987	2003	2004
Letter size envelope	10.4	2.9	2.4	59.5	82.0	83.5
Larger than Letter size envelope	3.1	2.2	2.9	28.1	13.2	12.3
Postcard ①	0.0	8.0	18.6	0.4	1.3	1.2
Catalog not in envelope ①	3.2	6.7	10.9	3.1	0.6	0.3
Flyers ①	12.1	7.3	3.8	8.1	2.0	2.1

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.

① Fluctuations may be due to small sample size.

**Table A3-45**  
**Standard Mail from Credit Card Companies**  
**Reaction to Mail Pieces by Familiarity and Shape**<sup>①</sup>  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Shape	Read (Immediately and Set Aside)		Found Useful			Will Respond			
	1987	2003	2004	1987	2003	2004	1987	2003	2004
Previous customer:									
Letter size envelope	63.7	43.9	40.9	39.6	28.1	26.1	14.9	4.7	4.0
Larger than									
Letter size envelope	53.0	44.9	35.9	38.6	28.4	24.4	2.3	4.3	5.3
Organization known:									
Letter size envelope	37.9	16.9	16.2	18.7	7.8	5.8	7.0	1.8	1.1
Larger than									
Letter size envelope	32.8	14.8	16.5	12.9	3.9	4.4	3.0	1.0	0.8
Organization unknown:									
Letter size envelope	36.7	18.0	14.4	19.8	6.1	3.9	3.2	0.9	1.7
Larger than									
Letter size envelope	21.3	10.7	16.8	19.1	2.7	2.7	2.7	0.0	4.6

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, 2003 and 2004**  
**(Diary Data)**

Shape	Read Immediately			Set Aside			Found Useful		
	1987	2003	2004	1987	2003	2004	1987	2003	2004
Letter size envelope	33.5	37.7	31.7	3.7	3.2	3.0	23.4	23.5	18.2
Larger than Letter size envelope	35.8	27.0	30.2	7.2	4.0	4.2	28.3	24.4	25.1
Postcard ①	64.3	38.3	33.5	0.0	2.2	0.9	38.0	20.4	25.0
Catalog not in envelope ①	41.6	43.1	55.8	14.6	21.9	15.7	34.1	47.5	67.5
Flyers ①	27.2	37.1	43.0	1.4	5.1	3.2	19.6	32.7	32.7
Newspapers/Magazines ①	49.1	46.7	46.5	14.1	19.4	12.0	14.1	60.5	49.5

Shape	Will Respond			Percentage of Pieces Received		
	1987	2003	2004	1987	2003	2004
Letter size envelope	6.1	4.2	3.6	66.8	51.7	57.9
Larger than Letter size envelope	7.2	3.7	5.7	19.9	27.2	23.5
Postcard ①	41.7	0.0	3.4	0.7	3.9	3.1
Catalog not in envelope ①	0.0	0.0	7.9	1.4	1.0	1.0
Flyers ①	5.2	3.5	4.1	10.2	10.8	9.6
Newspapers/Magazines ①	0.0	4.4	4.5	0.5	4.1	4.1

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.

① Fluctuations may be due to small sample size.

**Table A3-47**  
**Standard Mail from Insurance Companies**  
**Reaction to Mail Pieces by Familiarity and Shape**<sup>Ⓛ</sup>  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Shape	Read (Immediately and Set Aside)			Found Useful			Will Respond		
	1987	2003	2004	1987	2003	2004	1987	2003	2004
	Previous customer:								
Letter size envelope	59.7	70.9	64.6	46.3	54.1	43.5	12.2	11.7	8.6
Larger than	69.6	58.2	61.9	49.5	52.0	54.2	11.3	12.0	15.9
Letter size envelope									
Organization known:									
Letter size envelope	37.4	28.9	19.6	19.1	11.1	8.8	4.3	1.8	1.6
Larger than	39.4	23.8	20.5	29.5	17.2	14.8	10.1	1.4	2.5
Letter size envelope									
Organization unknown:									
Letter size envelope	22.2	24.3	27.5	8.6	6.7	6.8	2.0	0.7	1.5
Larger than	25.3	14.8	21.5	11.9	4.5	3.7	3.2	0.0	0.7
Letter size envelope									

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.

<sup>Ⓛ</sup> Fluctuations may be due to small sample sizes.

**Table A3-48a**  
**Standard Mail Reaction by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Industry	Read Immediately		Set Aside		Found Useful		Will Respond ①					
	1987	2003	2004	1987	2003	2004	1987	2003	2004			
Financial:												
Credit card	39.5	27.2	24.3	6.1	2.4	2.6	29.3	16.7	14.6	8.3	3.0	2.7
Bank	38.8	40.2	34.5	4.0	2.8	2.1	31.1	25.9	21.4	8.1	3.6	3.1
Securities broker	40.4	47.1	41.6	11.7	12.6	13.2	42.5	57.5	50.1	8.4	4.8	4.2
Money Market ②	45.6	56.0	39.4	5.4	13.1	13.3	53.7	65.7	47.3	1.9	10.4	3.9
Insurance Company	33.9	35.1	33.5	4.3	4.6	3.7	24.6	26.5	23.5	6.4	3.8	4.2
Real Estate/Mortgage	29.3	33.4	29.7	3.1	2.3	1.9	21.3	17.3	14.8	2.7	1.5	1.2
Total Financial	37.2	33.5	30.0	5.3	3.8	3.6	29.5	24.1	20.5	7.3	3.2	3.0
Merchants:												
Supermarkets	40.3	54.9	56.8	5.8	7.0	4.9	52.2	56.4	57.4	26.8	31.4	31.3
Department store	45.3	60.5	59.8	9.7	9.1	8.2	53.9	61.7	62.0	15.6	17.9	19.2
Mail order company	42.9	45.7	44.8	12.0	15.3	13.4	41.9	47.2	48.6	15.3	11.9	10.7
Specialty store	40.1	52.2	51.3	8.6	7.0	7.6	43.4	51.6	51.4	14.4	15.2	15.6
Publisher	43.1	46.1	43.5	7.5	5.2	5.5	35.3	35.4	33.6	17.1	12.2	11.5
Land promotion ②	26.3	39.9	31.2	4.1	5.0	1.0	7.7	20.1	13.6	4.1	4.5	0.0
Restaurant	49.9	59.4	48.8	3.4	7.6	5.6	51.9	59.9	50.4	19.5	26.4	19.5
Consumer packaged goods	63.4	49.0	49.1	5.6	4.1	4.4	59.1	39.5	42.6	32.1	14.9	18.9
Auto dealers	37.3	32.5	36.4	3.2	3.8	1.6	32.6	24.7	23.8	8.7	4.5	6.3
Mall ②	22.4	43.7	34.0	14.2	12.3	0.0	45.3	56.0	29.2	9.4	37.1	15.5
Total Merchants	43.5	50.2	49.4	9.1	10.5	9.4	44.1	49.2	49.7	16.3	14.5	14.3

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, 2003 and 2004**  
**(Diary Data)**

Industry	Read Immediately		Set Aside		Found Useful		Will Respond ①					
	1987	2003	2004	1987	2003	2004	1987	2003	2004			
Services:												
Telephone	49.9	36.8	41.0	5.7	2.7	1.8	46.6	25.7	25.6	14.4	3.8	4.7
Other Utilities ②	49.9	49.7	50.6	7.2	6.3	6.4	56.4	44.8	45.6	11.6	11.9	10.6
Medical	44.3	45.2	44.0	5.2	6.4	6.0	41.0	38.4	38.8	6.8	6.6	9.5
Other professional ②	53.2	41.9	41.0	6.4	6.2	2.1	42.4	32.4	27.0	12.2	12.1	6.6
Leisure service	41.6	53.5	52.9	8.1	5.7	5.4	36.9	46.4	44.5	7.8	12.3	10.0
Cable TV	51.5	36.5	32.2	9.2	2.1	1.8	43.7	19.3	18.3	8.4	3.4	2.4
Computer	40.5	30.4	34.1	7.2	4.5	3.9	39.8	23.9	31.2	12.5	2.6	5.6
Total Services	44.1	42.0	41.4	6.5	4.1	3.5	38.0	32.4	31.6	9.6	7.1	6.6
Federal Government	N/A	47.0	58.1	N/A	14.5	9.6	N/A	55.7	50.0	N/A	21.8	14.5
Nonfederal Government	48.7	62.6	60.6	15.6	10.6	7.4	57.6	62.9	61.4	18.6	19.1	13.7
Social/Charitable/Political:												
Union/professional ②	49.5	53.1	56.0	7.6	11.3	6.7	55.9	51.0	45.9	11.3	6.6	6.2
Church	51.8	58.6	53.3	3.6	7.7	7.5	39.7	53.5	48.6	6.6	13.3	14.9
Veterans	N/A	66.3	47.1	N/A	2.6	5.3	N/A	53.6	24.4	N/A	22.6	4.3
Educational	46.4	45.5	40.2	5.4	6.6	4.9	40.0	40.8	35.0	6.3	4.5	7.4
Charities	53.1	48.5	49.3	0.6	4.9	4.5	29.7	40.3	36.6	8.6	17.0	11.8
Political	37.5	37.6	41.1	8.1	4.0	3.3	27.6	27.7	33.3	13.0	10.8	11.6
AARP ②	59.4	36.0	40.0	7.0	4.4	3.6	57.1	30.1	32.8	37.9	4.5	5.9
Total Social/Charitable/Political	45.2	45.6	44.6	6.4	6.0	4.5	37.8	38.8	36.7	9.2	7.8	9.1

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, 2003 and 2004**  
**(Recruitment and Diary Data)**

Income	Read Immediately						Set Aside					
	Percent		Pieces Per Household		Percent		Pieces Per Household		Percent		Pieces Per Household	
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Under \$7K	43.0	47.4	35.4	1.6	1.8	1.6	18.8	3.4	4.1	0.3	0.1	0.2
\$7K - \$9.9K	41.0	48.1	42.7	2.1	2.3	2.8	18.8	6.8	8.4	0.3	0.3	0.6
\$10K - \$14.9K	45.0	46.5	43.4	2.6	3.0	2.6	11.9	6.0	5.2	0.5	0.4	0.3
\$15K - \$19.9K	45.0	48.3	40.8	2.9	3.2	3.0	9.4	7.7	5.2	0.6	0.5	0.4
\$20K - \$24.9K	42.5	42.7	47.9	2.8	3.3	3.6	8.5	7.7	6.6	0.6	0.6	0.5
\$25K - \$29.9K	44.2	43.1	44.5	3.5	3.6	3.9	8.0	7.4	6.1	0.6	0.6	0.5
\$30K - \$34.9K	41.4			3.6			8.3			0.7		
\$35K - \$49.9K	41.4	43.4	41.0	3.9	4.2	3.8	7.5	7.7	6.5	0.8	0.7	0.6
\$50K - \$64.9K	41.1	44.8	44.4	4.4	4.9	5.2	7.0	7.1	6.5	0.8	0.8	0.8
\$65K - \$79.9K	40.4	40.8	40.9	6.1	5.3	5.1	6.7	8.2	6.9	1.5	1.1	0.9
\$80K - \$99.9K	31.4	43.9	42.6	4.4	6.1	6.4	8.9	7.0	5.8	1.3	1.0	0.9
\$100K +	34.5	42.2	37.5	5.3	7.4	6.9	6.0	7.2	6.0	1.2	1.3	1.1

Income	Found Useful						Will Respond <sup>Ⓞ</sup>					
	Percent		Pieces Per Household		Percent		Pieces Per Household		Percent		Pieces Per Household	
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Under \$7K	36.0	37.9	27.9	1.4	1.4	1.3	17.5	6.9	9.0	0.5	0.2	0.4
\$7K - \$9.9K	37.1	37.2	35.6	1.9	1.8	2.3	12.6	10.7	13.0	0.5	0.4	0.7
\$10K - \$14.9K	39.6	37.8	32.6	2.3	2.4	2.0	17.7	10.7	7.4	0.8	0.6	0.4
\$15K - \$19.9K	41.9	38.5	34.1	2.7	2.5	2.5	15.3	13.5	10.8	0.8	0.8	0.7
\$20K - \$24.9K	42.8	35.3	38.1	2.8	2.7	2.8	15.6	11.8	14.3	0.9	0.8	0.9
\$25K - \$29.9K	40.4	37.1	35.8	3.2	3.1	3.2	14.8	9.4	11.8	1.0	0.7	0.9
\$30K - \$34.9K	40.4			3.5			14.8			1.1		
\$35K - \$49.9K	41.9	39.1	35.7	4.0	3.8	3.3	14.8	10.5	10.7	1.1	0.9	0.9
\$50K - \$64.9K	42.2	39.7	39.1	4.6	4.3	4.6	14.8	10.8	10.4	1.3	1.0	1.1
\$65K - \$79.9K	40.5	39.7	38.1	6.1	5.2	4.7	11.1	9.9	11.0	1.4	1.1	1.2
\$80K - \$99.9K	34.7	39.9	39.7	4.9	5.6	6.0	10.9	11.8	10.3	1.3	1.4	1.3
\$100K +	32.0	39.3	35.7	4.9	6.9	6.5	10.1	9.4	8.4	1.3	1.4	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.  
2003/2004 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.  
<sup>Ⓞ</sup> 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, 2003 and 2004**  
**(Recruitment and Diary Data)**

Age of Head of Household	Read Immediately						Set Aside					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
18 - 21 ②	46.9	63.8	52.4	1.8	3.6	2.9	10.3	7.8	0.7	0.4	0.4	0.0
22 - 24 ②	35.6	44.1	38.4	1.1	2.7	2.1	6.9	4.0	1.7	0.2	0.2	0.1
25 - 34	40.4	38.5	39.3	2.7	3.5	3.7	8.4	7.7	4.8	0.6	0.7	0.5
35 - 44	39.9	42.7	38.2	3.3	4.7	4.5	7.8	7.9	7.1	0.6	0.9	0.8
45 - 54	39.6	44.9	42.3	3.5	5.6	5.4	7.8	7.2	6.6	0.7	0.9	0.8
55 - 64	45.0	44.8	42.8	4.4	5.2	5.4	9.2	6.5	7.2	0.9	0.8	0.9
65 - 69	42.5	44.6	45.0	3.5	4.9	5.8	7.4	7.4	7.0	0.6	0.8	0.9
70+	43.8	43.0	45.4	3.4	4.4	4.8	7.3	7.1	5.8	0.6	0.7	0.6

Age of Head of Household	Found Useful						Will Respond ①					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
18 - 21 ②	53.5	61.0	37.6	2.1	3.4	2.1	16.5	12.9	12.7	0.5	0.6	0.6
22 - 24 ②	35.7	33.0	30.0	1.1	2.0	1.7	17.5	13.5	11.4	0.5	0.7	0.5
25 - 34	42.7	36.1	35.5	2.8	3.3	3.3	15.9	9.4	10.9	0.9	0.7	0.9
35 - 44	40.8	40.1	36.1	3.4	4.4	4.3	16.1	10.2	9.5	1.1	1.0	1.0
45 - 54	38.8	39.6	37.7	3.4	4.9	4.8	13.0	11.4	10.8	0.9	1.2	1.2
55 - 64	41.2	39.7	39.2	4.0	4.6	5.0	12.7	11.2	10.5	1.0	1.1	1.2
65 - 69	38.1	39.0	37.5	3.1	4.3	4.8	13.2	9.4	9.3	0.9	0.9	1.0
70+	37.6	36.1	37.5	2.9	3.7	4.0	14.8	8.7	9.7	0.9	0.8	0.9

NOTE: Percentages represent row percentages within each age cohort classification; these do not sum to 100 due to the inclusion of multiple questions in this table.

① Of pieces containing an advertisement or request for funds.

② Fluctuations may be due to small sample sizes.

**Table A3-51**  
**Standard Mail (A) Reaction to Mail Piece by Education of Head of Household**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Recruitment and Diary Data)**

Education of Head of Household	Read Immediately						Set Aside					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Less than 8th grade ①	43.7	44.3	45.5	2.2	3.6	3.1	7.8	7.4	5.5	0.4	0.6	0.4
Some High School	46.4	41.6	42.1	2.6	3.2	3.2	6.9	6.5	5.1	0.4	0.5	0.4
High School	44.4	44.6	42.0	3.1	4.1	4.3	7.3	6.9	7.1	0.5	0.6	0.7
Some college	41.6	43.4	44.4	3.3	4.7	5.0	7.9	8.0	5.4	0.6	0.9	0.6
Professional or Technical school	41.2	43.0	44.0	3.2	4.6	5.1	9.5	8.4	7.6	0.7	0.9	0.9
College Graduate	37.7	43.6	39.0	3.7	5.7	5.3	9.3	7.1	6.2	0.9	0.9	0.8
Post graduate	37.3	40.9	38.4	4.4	6.3	6.0	8.9	7.1	6.1	1.0	1.1	1.0

Education of Head of Household	Found Useful						Will Respond ②					
	Percent			Pieces Per Household			Percent			Pieces Per Household		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Less than 8th grade ①	35.5	35.5	31.5	1.8	2.9	2.2	14.6	13.4	8.8	0.6	0.9	0.5
Some High School	40.5	33.3	31.6	2.3	2.6	2.4	13.4	8.5	13.0	0.6	0.6	0.9
High School	40.0	38.9	36.8	2.8	3.6	3.8	15.1	10.7	10.0	0.9	0.8	0.9
Some college	41.1	40.7	40.2	3.3	4.4	4.5	15.6	11.5	11.7	1.0	1.1	1.1
Professional or Technical school	40.0	38.1	39.8	3.1	4.0	4.6	15.7	9.2	9.9	1.0	0.8	0.9
College Graduate	40.5	40.0	36.7	4.0	5.2	5.0	13.4	10.3	9.6	1.1	1.2	1.1
Post graduate	40.6	38.5	36.6	4.8	5.9	5.7	14.1	8.8	8.8	1.4	1.2	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.

① Fluctuations may be due to small sample sizes.

② Of 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, 2003 and 2004**  
**(Diary Data)**

Industry	BRM			CRM			Combined BRM/CRM		
	1987	2003	2004	1987	2003	2004	1987	2003	2004
Financial:									
Credit cards	9.1	32.8	37.8	2.8	8.1	8.2	6.1	24.0	28.5
Bank	4.8	5.4	5.5	1.6	3.5	3.4	3.2	4.7	4.9
Securities	2.4	2.1	1.9	0.7	0.6	0.8	1.6	1.6	1.6
Money market	0.3	0.2	0.2	0.1	0.1	0.2	0.2	0.2	0.2
Insurance company	12.7	10.0	10.1	2.3	2.7	2.8	7.8	7.4	7.8
Real Estate/Mortgage	1.1	1.6	2.1	0.3	0.6	0.6	0.7	1.3	1.6
Other financial	0.5	0.1	0.2	0.3	0.1	0.4	0.5	0.1	0.2
Total Financial	30.9	52.4	57.8	8.1	15.7	16.5	20.1	39.3	44.8
Merchants:									
Supermarkets	0.2	0.1	0.2	0.2	0.2	0.2	0.3	0.2	0.2
Department store	5.6	2.0	1.5	4.0	2.5	2.6	5.1	2.2	1.8
Mail order	19.0	11.8	9.6	46.8	51.7	50.8	31.6	26.0	22.6
Specialty store	3.4	1.5	1.3	6.8	3.2	3.1	5.0	2.1	1.9
Publisher	22.1	15.6	13.9	21.1	12.4	11.3	21.4	14.5	13.1
Land promotion	0.4	0.1	0.1	0.1	0.0	0.0	0.3	0.0	0.1
Restaurant	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Consumer packaged goods	0.9	2.2	1.9	0.5	1.7	1.5	0.8	2.1	1.8
Auto dealers	0.3	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1
Service stations	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.4	2.1	0.3	0.5	1.4	0.3	0.4
Total Merchants	53.1	33.8	29.0	81.7	72.0	70.1	66.2	47.5	41.9
Services:									
Telephone	2.3	0.6	0.6	0.4	1.1	0.5	1.4	0.8	0.6
Other utilities	0.2	0.7	0.5	0.1	0.5	0.4	0.2	0.7	0.5
Medical	0.6	1.1	0.9	0.2	1.0	1.1	0.4	1.1	0.9
Other professional	0.6	0.8	0.4	0.3	0.4	0.3	0.4	0.7	0.4
Leisure service	1.9	2.1	2.2	1.0	1.8	1.7	1.4	2.0	2.0
Cable TV	0.6	0.1	0.2	0.5	0.3	0.3	0.6	0.2	0.2
Computer	0.5	0.5	0.3	0.2	0.2	0.4	0.4	0.4	0.3
Craftsman	0.6	0.1	0.0	0.1	0.0	0.0	0.3	0.1	0.0
Other services	2.4	2.5	2.3	1.0	0.9	1.3	1.8	1.9	2.0
Total Services	9.7	8.6	7.5	3.8	6.2	5.9	6.9	7.7	7.0
Federal Government	N/A	0.5	0.5	N/A	0.6	0.6	N/A	0.5	0.5
Nonfederal Government	0.3	0.3	0.2	0.9	0.7	1.2	0.6	0.4	0.5
Total Social/Charitable/ Political/Nonprofit:	2.9	4.1	4.6	1.9	4.3	4.9	2.5	4.1	4.7
Don't know/No answer	0.3	0.4	0.4	0.6	0.4	0.8	0.4	0.4	0.5
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	2.1	2.2	1.3	1.1	1.1	2.7	3.2	3.3

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, 2003 and 2004**  
**(Diary Data)**

Industry	Business Reply			Courtesy Reply		
	1987	2003	2004	1987	2003	2004
<b>Financial:</b>						
Credit card	57.8	61.8	65.6	15.4	8.4	6.5
Bank	36.1	25.5	23.0	10.4	9.1	6.5
Securities Broker	40.6	21.9	19.6	11.0	3.3	3.9
Money market ①	42.9	19.5	17.1	13.3	7.2	7.1
Insurance	62.7	44.3	47.6	10.1	6.7	6.1
Real Estate/Mortgage	19.1	15.4	17.1	4.1	3.3	2.3
Total Financial	48.7	43.9	45.4	11.1	7.3	5.9
<b>Merchants:</b>						
Supermarkets	1.1	1.9	2.8	0.8	1.1	1.0
Department store	7.0	4.3	3.2	4.4	3.0	2.6
Mail order	21.9	12.4	11.4	47.2	29.9	27.5
Specialty store	6.9	3.6	3.3	12.1	4.2	3.7
Publisher	30.2	46.9	49.4	25.2	20.6	18.4
Land promotion ①	11.5	9.1	8.8	2.7	0.8	1.1
Restaurant	2.1	1.0	0.6	0.6	0.1	0.3
Consumer packaged goods	10.4	18.8	17.3	5.3	8.1	6.3
Auto Dealers	8.9	4.5	2.5	2.5	1.0	1.6
Service stations ①	1.7	2.3	2.6	0.5	1.6	0.4
Mall ①	0.0	0.0	0.0	0.0	0.0	0.0
Total Merchants	15.8	13.5	12.6	21.3	16.7	14.6
<b>Services:</b>						
Telephone	53.1	5.1	5.2	9.0	5.0	2.1
Other utilities ①	24.7	24.9	22.3	9.4	9.1	7.7
Medical	13.2	13.3	12.5	4.0	6.3	7.1
Other professional ①	26.2	24.5	16.8	12.6	6.9	4.6
Leisure service	21.2	12.6	15.5	10.2	6.1	5.5
Cable TV	11.5	1.5	2.7	8.9	2.2	1.5
Computer	41.9	8.2	6.0	15.5	1.9	3.5
Craftsman ①	60.7	23.4	8.1	6.4	3.2	0.7
Total Services	26.8	12.9	12.0	9.3	5.2	4.4
Federal Government	N/A	21.1	18.3	N/A	14.8	9.1
Nonfederal Government	5.7	6.4	4.0	14.4	9.5	13.0
Social/Charitable/Social/Nonprofit	18.0	17.8	20.0	10.4	10.3	9.8
Total Nonhousehold Mail Received by Households	18.7	19.3	20.0	16.4	10.8	9.4
Total Pieces Per Household Per Week	1.5	2.1	2.2	1.3	1.1	1.1

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, 2003 and 2004**  
**(Diary Data)**

Industry	No Reply Mail			Don't Know/ No Answer			Total		
	1987	2003	2004	1987	2003	2004	1987	2003	2004
Financial:									
Credit card	20.7	26.2	24.3	6.1	3.6	3.7	100.0	100.0	100.0
Bank	45.8	61.4	65.0	7.7	3.9	5.5	100.0	100.0	100.0
Securities Broker	40.8	70.2	73.0	7.7	4.7	3.5	100.0	100.0	100.0
Money market ①	36.0	71.3	75.1	7.8	1.9	0.7	100.0	100.0	100.0
Insurance	20.6	44.3	41.9	6.7	4.8	4.4	100.0	100.0	100.0
Real Estate/Mortgage	71.2	79.1	78.5	5.6	2.1	2.1	100.0	100.0	100.0
Total Financial	33.4	44.9	44.8	6.8	3.8	3.9	100.0	100.0	100.0
Merchants:									
Supermarkets	87.6	93.8	92.6	10.5	3.2	3.6	100.0	100.0	100.0
Department store	82.5	89.5	90.5	6.1	3.2	3.7	100.0	100.0	100.0
Mail order	25.1	49.8	50.7	5.9	7.9	10.4	100.0	100.0	100.0
Specialty store	74.8	87.9	88.5	6.2	4.3	4.5	100.0	100.0	100.0
Publisher	33.7	24.3	24.6	10.9	8.1	7.5	100.0	100.0	100.0
Land promotion ①	79.8	88.5	90.1	5.9	1.5	0.0	100.0	100.0	100.0
Restaurant	90.1	96.2	96.9	7.2	2.7	2.2	100.0	100.0	100.0
Consumer packaged goods	78.5	67.1	71.4	5.7	6.1	5.0	100.0	100.0	100.0
Auto Dealers	76.9	92.9	91.8	11.7	1.6	4.1	100.0	100.0	100.0
Service stations ①	90.9	94.2	94.4	6.9	1.9	2.7	100.0	100.0	100.0
Mall ①	91.3	100.0	100.0	8.7	0.0	0.0	100.0	100.0	100.0
Total Merchants	55.3	63.8	65.8	7.6	6.0	6.9	100.0	100.0	100.0
Services:									
Telephone	31.8	87.0	88.2	6.2	2.9	4.5	100.0	100.0	100.0
Other utilities ①	52.6	63.9	67.9	13.4	2.1	2.2	100.0	100.0	100.0
Medical	78.6	71.7	73.3	4.2	8.8	7.1	100.0	100.0	100.0
Other professional ①	55.7	60.9	72.7	5.5	7.7	5.9	100.0	100.0	100.0
Leisure service	62.5	76.8	75.1	6.1	4.5	3.9	100.0	100.0	100.0
Cable TV	72.8	94.5	93.6	6.7	1.8	2.3	100.0	100.0	100.0
Computer	36.6	86.0	85.0	5.9	3.9	5.5	100.0	100.0	100.0
Craftsman ①	30.5	70.5	84.0	2.4	2.9	7.1	100.0	100.0	100.0
Total Services	57.3	77.5	79.3	6.5	4.4	4.3	100.0	100.0	100.0
Federal Government	N/A	59.9	68.9	N/A	4.2	3.7	N/A	100.0	100.0
Nonfederal Government	74.7	81.7	78.3	5.2	2.4	4.7	100.0	100.0	100.0
Social/Charitable/Social/Nonprofit	62.7	68.3	65.6	9.0	3.6	4.5	100.0	100.0	100.0
Total Nonhousehold Mail Received by Households	56.5	64.1	64.2	8.4	5.8	6.5	100.0	100.0	100.0
Total Pieces Per Household Per Week	4.4	6.8	7.2	0.7	0.6	0.7	5.1	10.7	11.2

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, 2003 and 2004**  
**(Diary Data)**

Industry	Response Rate for Pieces with Business Reply Enclosures			Response Rate for Pieces with Courtesy Reply Enclosures		
	1987	2003	2004	1987	2003	2004
Credit card	8.9	2.1	2.0	7.0	6.9	5.0
Department store	11.6	3.4	4.5	24.9	19.1	11.4
Mail order	10.3	9.0	8.4	17.4	14.6	13.9
Publisher	14.3	9.5	9.2	23.4	23.2	21.4

**Table A3-55**  
**Standard Mail Reaction to Mail Piece by Addressee**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Type of Address	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Addressed to specific household members	44.9	45.6	43.6	8.7	7.9	6.9	40.1	40.5	38.7	14.4	10.6	10.3
Addressed to occupant/resident	35.7	37.9	37.0	7.1	5.4	4.6	40.3	35.2	34.4	14.9	9.7	10.3

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 A3-57**  
**Standard Mail Reaction to Pieces from Publishers by Addressee**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Type of Address	Read Immediately		Set Aside		Found Useful		Will Respond	
	1987	2003	1987	2003	1987	2003	1987	2003
Addressed to specific household members	46.2	48.7	7.3	4.9	35.1	36.5	18.1	12.8
Addressed to occupant/resident	37.7	33.7	8.8	8.4	38.5	34.1	14.0	6.2
								5.6

NOTE: Percentages represent row percentages within each address category; these do not sum to 100 due to the inclusion of multiple questions in this table.

Table A3-58  
 Number of Mail Order Purchases Within the Last Year by Income  
 (Percentage of Households)  
 Postal Fiscal Years 1987, 2003 and 2004  
 (Recruitment Data)

Number of Purchases	Under \$7K ②			\$7K - \$9.9K ②			\$10K - \$14.9K			\$15K - \$19.9K		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
0	64.7	70.9	78.5	55.7	70.2	72.4	48.4	58.6	67.6	43.0	60.9	67.0
1 - 2	16.5	11.2	9.2	18.0	11.1	10.2	15.9	14.2	12.9	22.3	11.1	14.2
3 - 5	11.4	11.5	2.4	18.9	13.0	7.6	20.4	14.3	10.8	21.2	15.9	10.2
6 - 10	3.3	2.1	5.1	5.1	3.3	6.5	7.4	4.4	7.0	9.4	5.7	3.2
11 - 15	1.6	0.0	0.0	1.6	1.2	2.5	4.4	2.6	0.4	2.5	2.9	3.0
16 - 30	1.8	0.7	0.6	0.5	0.0	0.0	1.2	1.9	0.7	0.9	2.2	1.1
31 +	0.2	2.0	3.5	0.3	0.0	0.5	0.5	1.0	0.4	0.3	0.9	0.2
Don't know/No answer	0.5	1.6	0.7	0.0	1.2	0.4	1.8	2.9	0.2	0.5	0.4	1.1
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	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
0	41.8	52.6	59.2	39.0	51.9	53.3	34.4	51.9	53.3	28.7	45.4	52.8
1 - 2	21.3	18.0	14.2	19.4	16.9	16.0	21.9	16.9	16.0	22.5	18.1	15.2
3 - 5	20.6	15.4	14.5	21.9	17.2	15.8	19.2	17.2	15.8	25.4	17.3	16.6
6 - 10	8.0	6.0	7.4	11.6	9.1	8.1	13.8	9.1	8.1	11.7	9.8	7.6
11 - 15	2.4	2.8	2.9	4.1	2.6	2.6	4.6	2.6	2.6	5.3	4.0	4.3
16 - 30	2.9	1.4	1.7	3.1	1.2	2.4	3.9	1.2	2.4	3.5	2.4	1.9
31 +	0.5	2.7	0.0	0.6	0.6	0.4	0.7	0.6	0.4	0.8	1.1	0.8
Don't know/No answer	2.5	1.2	0.2	0.3	0.4	1.4	1.5	0.4	1.4	1.9	1.8	0.9
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	2003	2004	1987	2003	2004	1987	2003	2004
0	29.4	41.4	49.7	33.5	37.0	46.3	42.2	48.6	54.4
1 - 2	19.7	17.6	16.8	11.6	15.4	13.6	19.6	15.3	14.0
3 - 5	19.6	18.6	14.1	21.3	19.8	17.7	19.5	16.7	14.6
6 - 10	13.4	11.7	10.3	18.8	13.8	11.5	10.0	9.7	8.9
11 - 15	8.8	4.0	3.1	7.9	5.3	4.3	3.9	3.6	3.3
16 - 30	4.8	3.8	3.8	5.0	4.7	4.0	2.5	2.9	2.7
31 +	3.3	1.2	1.3	0.3	2.2	1.7	0.7	1.4	1.0
Don't know/No answer	1.1	1.7	1.0	1.5	1.8	0.8	1.4	1.8	1.1
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: 2003/2004 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, 2003 and 2004**  
**(Recruitment Data)**

Number of Purchases	< 8th Grade ②			Some High School ②			High School			Some College		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
0	65.5	71.8	77.6	53.9	59.7	61.9	41.7	51.6	55.2	38.0	45.0	51.6
1 - 2	14.8	13.6	6.5	16.8	12.0	13.8	22.5	15.2	13.6	20.7	15.7	14.7
3 - 5	10.7	9.9	7.4	17.2	14.6	11.0	19.0	15.8	15.0	22.0	18.2	15.2
6 - 10	4.7	0.9	2.2	6.1	6.1	9.5	9.1	9.5	9.2	11.1	10.9	9.5
11 - 15	2.9	1.0	1.2	2.4	1.8	2.0	4.1	3.1	2.8	2.7	3.4	4.4
16 - 30	0.5	0.5	3.3	1.1	1.7	0.7	2.4	2.2	2.6	2.8	3.7	2.6
31 +	0.2	0.5	0.6	0.5	1.9	0.8	0.6	1.2	0.7	0.5	1.4	1.3
Don't know/No answer	0.7	1.9	1.1	2.1	2.2	0.3	0.8	1.3	0.9	2.1	1.7	0.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Number of Purchases	Technical School			College			Post Graduate			Total ①		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
0	37.2	38.7	48.7	38.0	42.0	48.1	27.0	35.1	48.8	42.2	48.6	54.4
1 - 2	16.3	21.0	15.1	18.5	16.0	16.4	19.5	15.4	14.7	19.6	15.3	14.0
3 - 5	20.2	21.5	18.3	21.8	18.1	16.1	22.7	19.6	16.2	19.5	16.7	14.6
6 - 10	12.8	8.5	7.3	11.9	12.1	9.6	16.4	13.9	9.9	10.0	9.7	8.9
11 - 15	6.2	4.0	4.6	4.1	4.4	3.6	7.2	7.0	3.7	3.9	3.6	3.3
16 - 30	3.7	2.8	3.7	2.6	3.9	3.3	5.2	4.6	3.1	2.5	2.9	2.7
31 +	2.6	2.0	0.0	0.9	1.4	1.5	1.1	2.0	2.0	0.7	1.4	1.0
Don't know/No answer	1.2	1.7	2.3	2.1	2.0	1.4	1.3	2.4	1.6	1.4	1.8	1.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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, 2003 and 2004**  
**(Recruitment Data)**

Number of Purchases	18 - 24			25 - 34			35 - 44			45 - 54		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
0	51.8	63.3	60.5	36.1	52.0	57.9	39.2	45.7	54.9	41.0	43.4	50.4
1 - 2	21.7	13.0	19.5	22.2	19.3	15.9	19.0	17.0	13.7	21.4	16.0	14.8
3 - 5	17.6	11.4	17.0	23.3	16.3	13.6	19.8	16.4	15.2	17.8	18.4	15.4
6 - 10	2.8	4.0	1.5	10.4	6.0	6.2	11.4	10.0	8.2	9.1	11.3	10.3
11 - 15	1.7	2.3	0.9	2.9	2.6	2.2	5.0	3.6	3.1	5.5	4.1	3.6
16 - 30	2.3	1.2	0.6	2.3	1.4	2.5	3.3	4.0	3.0	3.2	2.7	3.5
31 +	0.7	2.7	0.0	0.9	0.5	0.7	1.1	1.5	0.9	0.8	2.1	1.1
Don't know/No answer	1.1	2.1	0.0	1.9	1.9	1.0	1.4	1.7	1.1	1.2	2.1	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

Number of Purchases	55 - 64			65 - 69			70 +			Total <sup>⊖</sup>		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
0	40.2	45.5	49.9	47.5	47.5	53.1	53.8	55.9	59.9	42.2	48.6	54.4
1 - 2	15.7	13.9	14.3	19.7	14.9	12.4	17.5	12.2	12.1	19.6	15.3	14.0
3 - 5	19.8	17.9	15.5	17.3	18.1	14.5	15.8	15.0	12.9	19.5	16.7	14.6
6 - 10	13.1	11.8	11.7	10.2	8.9	11.1	8.3	9.1	7.6	10.0	9.7	8.9
11 - 15	4.9	4.0	3.6	3.5	3.8	5.0	2.8	3.3	3.2	3.9	3.6	3.3
16 - 30	3.5	3.7	2.7	0.7	2.9	1.7	1.2	2.3	2.1	2.5	2.9	2.7
31 +	0.9	1.5	1.5	0.3	1.1	1.5	0.0	1.0	1.0	0.7	1.4	1.0
Don't know/No answer	2.0	1.6	0.7	1.1	2.7	0.9	2.3	1.3	1.2	1.4	1.8	1.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

⊖ Includes 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, 2003 and 2004**  
**(Recruitment Data)**

Number of Purchases	1			2			3			4+		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
0	55.0	56.3	62.0	38.5	46.5	52.8	42.3	44.4	51.2	31.4	48.3	48.5
1 - 2	18.1	13.1	13.5	20.0	16.2	14.5	20.2	15.4	13.4	20.6	13.6	12.0
3 - 5	16.7	15.3	12.8	20.4	16.9	14.8	17.5	18.1	15.3	24.9	17.9	18.0
6 - 10	6.5	8.1	6.6	11.5	10.0	9.2	9.9	11.4	10.4	9.4	9.4	10.8
11 - 15	2.3	3.0	2.6	4.1	3.8	3.4	4.7	3.5	4.3	6.8	3.7	2.4
16 - 30	1.0	2.0	1.2	2.9	3.2	3.0	3.2	3.1	3.1	2.9	2.9	4.2
31 +	0.1	0.9	0.5	1.0	1.4	1.1	0.5	2.0	1.0	1.3	1.6	2.6
Don't know/No answer	0.4	1.4	0.6	1.7	1.9	1.2	1.6	2.1	1.3	2.7	2.5	1.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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, 2003 and 2004**  
**(Recruitment and Diary Data)**

Mail Order Purchases	Pieces Per Household Per Week		
	1987	2003	2004
0	0.6	1.2	1.3
1	1.1	1.2	1.5
2	1.2	1.7	1.7
3 - 5	1.6	2.1	2.2
6 - 10	2.3	3.4	3.0
11 +	3.1	4.5	4.9

**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, 2003 and 2004**  
**(Recruitment and Diary Data)**

Mail Order Purchases	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
0	40.4	40.9	41.2	8.4	14.9	12.8	34.2	39.8	46.1	12.5	10.3	9.9
1 - 2	40.8	48.7	44.7	11.4	13.2	11.6	36.6	48.1	44.8	15.1	14.9	10.1
3 - 5	45.7	46.5	46.1	13.5	14.7	14.5	45.8	46.7	47.2	15.8	12.0	11.7
6 - 10	44.6	48.8	49.6	14.9	16.9	13.9	46.2	54.4	52.0	15.8	11.9	10.7
11 +	42.0	47.9	46.4	11.8	15.7	13.8	45.5	51.9	53.4	16.9	12.1	11.8

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, 2003 and 2004**  
**(Diary Data)**

Response Media	Percentage of Pieces		
	1987	2003	2004
Mail			
Mail only	37.5	14.4	13.4
Mail + phone	11.2	10.4	9.8
Mail + in-person	2.0	0.8	0.6
Mail + fax machine	N/A	0.1	0.1
Mail + internet	N/A	1.9	1.6
Mail + phone + in-person	9.0	2.0	1.8
Mail + phone + fax machine	N/A	1.1	0.9
Mail + phone + internet	N/A	9.4	10.2
Mail + in-person + internet	N/A	0.3	0.3
Mail + fax machine + internet	N/A	0.2	0.2
Mail + phone + in-person + fax machine	N/A	0.7	0.7
Mail + in-person + fax machine	N/A	0.0	0.0
Mail + phone + in-person + internet	N/A	3.4	3.6
Mail + phone + fax machine + internet	N/A	7.5	6.6
Mail + in-person + fax machine + internet	N/A	0.1	0.1
Mail + phone + in-person + fax machine + internet	N/A	0.2	0.1
Total Possible Mail Response	59.7	52.4	49.9
Phone:			
Phone only	5.1	9.1	9.3
Phone + in-person	4.0	5.9	5.8
Phone + fax machine	N/A	0.2	0.2
Phone + internet	N/A	6.2	7.4
Phone + in-person + fax machine	N/A	0.1	0.1
Phone + in-person + internet	N/A	5.1	5.7
Store:			
At a store only	29.7	15.1	15.2
At a store + fax machine	N/A	0.0	0.0
At a store + internet	N/A	1.9	2.3
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	0.9
Don't know/No response	N/A	3.0	3.0
Total	100.0	100.0	100.0
Total Pieces Per Household Per Week	6.3	9.1	9.6

Note: Estimates for 2003/2004 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, 2003 and 2004**  
**(Diary Data)**

Response Media	Department Store			Mail Order			Publisher		
	1987	2003	2004	1987	2003	2004	1987	2003	2004
Mail only	9.3	3.3	2.4	59.6	10.5	10.0	68.0	54.4	54.9
Mail + phone	4.4	3.8	3.3	31.8	10.8	9.6	5.6	12.1	9.9
Mail + in-person	2.3	2.1	1.0	0.6	0.1	0.1	0.8	0.4	0.1
Mail + fax machine	N/A	0.0	0.0	N/A	0.2	0.1	N/A	0.2	0.2
Mail + internet	N/A	0.3	0.5	N/A	2.9	2.3	N/A	5.6	4.9
Mail + phone + in-person	19.9	4.2	3.2	4.0	0.8	0.7	8.5	0.9	1.4
Mail + phone + fax machine	N/A	0.2	0.3	N/A	3.0	2.5	N/A	1.0	0.9
Mail + phone + internet	N/A	2.8	3.2	N/A	22.4	23.8	N/A	6.5	8.0
Mail + in-person + internet	N/A	0.8	1.0	N/A	0.2	0.1	N/A	0.2	0.2
Mail + fax machine + internet	N/A	0.0	0.1	N/A	0.5	0.3	N/A	0.4	0.3
Mail + phone + in-person + fax machine	N/A	1.1	0.9	N/A	0.8	0.8	N/A	0.2	0.5
Mail + in-person + fax machine	N/A	0.0	0.0	N/A	0.0	0.1	N/A	0.0	0.0
Mail + phone + in-person + internet	N/A	6.7	6.4	N/A	2.5	3.1	N/A	1.0	1.0
Mail + phone + fax machine + internet	N/A	2.6	1.6	N/A	27.1	26.0	N/A	3.5	3.2
Mail + in-person + fax machine + internet	N/A	0.1	0.0	N/A	0.1	0.1	N/A	0.0	0.0
Mail + phone + in-person + fax machine + internet	N/A	0.1	0.1	N/A	0.2	0.1	N/A	0.0	0.0
Total Possible Mail Response	35.9	28.1	24.1	96.0	82.1	79.7	82.9	86.4	85.6
Phone only	2.9	1.5	2.0	2.1	3.2	3.1	2.0	2.9	3.2
Phone + in-person	7.0	7.8	7.9	0.6	0.5	0.3	2.9	1.5	1.8
Phone + fax machine	N/A	0.1	0.1	N/A	0.4	0.3	N/A	0.1	0.1
Phone + internet	N/A	2.4	2.6	N/A	8.5	10.5	N/A	1.0	1.5
Phone + in-person + fax machine	N/A	0.1	0.1	N/A	0.0	0.0	N/A	0.0	0.1
Phone + in-person + internet	N/A	10.1	11.4	N/A	1.2	1.4	N/A	0.7	1.0
At a store only	54.2	41.2	41.3	1.3	0.5	0.7	12.3	2.3	2.5
At a store + fax machine	N/A	0.1	0.1	N/A	0.0	0.0	N/A	0.0	0.0
At a store + internet	N/A	7.2	8.8	N/A	0.1	0.3	N/A	0.1	0.4
At a store + fax machine + internet	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0
Fax machine only	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0
Fax machine + internet	N/A	0.0	0.0	N/A	0.0	0.0	N/A	0.0	0.0
Internet only	N/A	0.1	0.2	N/A	0.8	0.9	N/A	0.7	0.7
Don't know/No response	N/A	1.2	1.4	N/A	2.6	2.6	N/A	4.2	3.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

**Table A3-72**  
**Nonprofit Standard Mail by Content by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Industry	Advertising			Fund Request			Other			Don't Know/ No Answer			Total		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Medical professional	27.5	32.1	34.8	18.0	24.4	16.9	43.0	38.9	42.8	11.4	4.6	5.4	100.0	100.0	100.0
Union or professional ①	28.5	23.8	29.1	21.3	31.8	34.3	40.8	38.1	29.2	9.4	6.3	7.3	100.0	100.0	100.0
Church	14.7	19.6	17.7	30.5	43.4	44.6	44.8	32.8	32.2	10.0	4.2	5.6	100.0	100.0	100.0
Veterans ①	18.4	10.4	11.4	42.7	71.7	69.6	31.4	12.5	11.9	7.6	5.4	7.1	100.0	100.0	100.0
Educational	35.6	40.5	38.7	14.7	13.8	15.2	41.6	43.4	43.2	8.0	2.3	2.9	100.0	100.0	100.0
Charities	7.7	6.2	6.6	79.3	78.7	79.2	6.8	9.6	8.6	6.2	5.5	5.6	100.0	100.0	100.0
Political ①	4.3	2.9	2.5	28.1	33.2	67.3	56.2	59.1	25.1	11.4	4.8	5.1	100.0	100.0	100.0
AARP ①	65.8	51.9	54.7	7.6	20.6	13.6	13.9	13.6	19.8	12.7	13.9	11.9	100.0	100.0	100.0
Museum ①	60.5	39.7	43.8	16.9	30.8	32.8	15.7	24.9	13.9	6.9	4.6	9.5	100.0	100.0	100.0
Nonprofit publication	62.4	18.8	18.9	3.7	48.1	50.8	19.0	28.5	25.0	14.9	4.6	5.3	100.0	100.0	100.0
Total Mail Received by Households	26.3	24.7	24.7	34.0	42.4	44.8	29.4	27.4	24.2	10.3	5.5	6.4	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, 2003 and 2004**  
**(Recruitment and Diary Data)**

Income	1987	2003	2004
< \$7K	0.8	1.0	2.0
\$7K - \$9.9K	1.3	1.7	1.2
\$10K - \$14.9K	1.4	1.5	1.5
\$15K - \$19.9K	1.7	1.5	1.5
\$20K - \$24.9K	1.6	1.6	2.1
\$25K - \$29.9K	1.8		
\$30K - \$34.9K	2.2	1.8	1.8
\$35K - \$49.9K	2.3	2.1	2.2
\$50K - \$64.9K	2.6	2.6	2.6
\$65K - Over	3.8	2.7	3.0
Age of Head of Household	1987	2003	2004
18 - 24	0.5	0.6	0.5
25 - 34	1.1	1.1	1.0
35 - 44	1.8	1.7	1.7
45 - 54	2.3	2.4	2.3
55 - 64	2.5	2.4	2.6
65 - 69	2.8	2.8	3.2
70 +	2.6	3.7	3.9
Education of Head of Household	1987	2003	2004
< 8th grade	1.1	1.9	2.4
Some High School	1.3	1.7	1.4
High School	1.5	1.7	1.8
Some College	1.8	2.1	2.0
Technical School	1.8	1.5	2.1
College	2.3	2.6	2.6
Post graduate	4.3	3.8	3.6
Type of Household	1987	2003	2004
One-person household	1.6	2.2	2.2
Male	1.2	1.8	1.6
Female	1.8	2.4	2.5
One adult + minors ①	1.0	1.0	0.9
Male ①	1.0	0.8	0.6
Female ①	1.0	1.1	1.0
More than one adult without children	2.3	2.4	2.6
One-earner	2.3	2.6	3.0
Two-earner	1.9	2.2	2.1
More than one adult with children	1.8	1.9	1.9
One-earner	1.6	1.8	1.6
Two-earner	2.0	1.9	1.7

Employment of Head of Household	1987	2003	2004
White collar professional	2.5	2.4	2.3
White collar sales/clerical	1.3	1.6	1.7
White collar craftsmen/mechanic	1.0	1.4	1.4
Service Worker	1.1	1.1	1.3
Other employed	1.2	1.7	1.5
Homemaker	1.8	2.2	1.7
Student	1.2	1.4	1.1
Retired	2.3	3.1	3.5
Other not employed	0.5	0.5	2.0
Type of Dwelling	1987	2003	2004
Single-family house	2.3	1.2	1.5
Apartment	1.0	0.9	1.4
Mobile house	1.2	0.9	2.2
Group quarters ①	2.6	2.1	3.4
Number of Adults	1987	2003	2004
1	1.5	1.9	1.9
2	2.0	2.2	2.2
3	2.2	2.2	2.5
4+	2.4	2.3	2.9

① Fluctuations may be due to small sample sizes.

Note: 2003/2004 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.

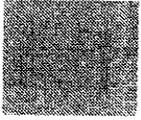
**Table A3-80**  
**Nonprofit Standard Mail Reaction by Industry**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Industry	Percent											
	Read Immediately			Set Aside			Found Useful			Will Respond		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Medical	46.3	50.9	42.4	8.1	10.6	7.0	46.1	49.1	40.8	13.4	10.4	4.5
Union/Professional	50.1	54.5	52.7	8.5	7.6	5.9	51.6	49.7	48.3	18.4	13.8	19.5
Church	64.0	58.0	56.8	6.9	9.3	7.5	59.2	56.0	52.6	25.2	22.0	19.0
Veterans	56.0	57.3	56.1	9.5	4.7	6.0	44.3	42.6	39.4	22.6	18.9	21.9
Educational	48.0	55.7	54.9	7.0	8.3	7.2	49.1	51.7	49.8	13.2	10.4	10.4
Charities	44.6	45.1	43.7	7.2	5.7	6.0	28.3	30.2	30.3	17.7	14.0	13.4
Political	40.6	39.7	41.9	6.1	4.5	6.6	31.8	31.6	33.0	20.0	13.6	11.4
AARP ②	46.1	45.5	46.0	10.7	3.5	2.2	40.9	37.5	30.3	13.6	18.4	12.1
Museum ②	53.6	54.6	62.5	8.4	11.8	5.3	44.3	56.5	45.0	12.5	11.5	8.7
Nonprofit Publications	39.8	51.2	50.0	8.8	7.3	6.6	39.3	43.4	41.5	12.8	15.4	14.4
Total Mail Received by Households	49.5	51.2	49.7	7.6	7.2	6.8	43.8	43.8	41.6	18.0	14.7	13.7

① Percent of pieces containing an advertisement or a fundraising request.

② Fluctuations may be due to small sample sizes.

NOTE: Percentages represent row percentages within each industry classification; these do not sum to 100 due to the inclusion of multiple questions in this table.



## Appendix A4: Direct Mail Advertising

**Table A4-1**  
**Total Pieces of Advertising Mail<sup>①</sup> Received Per Week By Income**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Type of Ad Mail	Under \$7K <sup>②</sup>			\$7K - \$9.9K <sup>②</sup>			\$10K - \$14.9K			\$15K - \$19.9K		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
First-Class:												
Advertising alone	0.3	0.4	0.4	0.5	0.8	0.6	0.7	1.0	0.6	0.7	1.1	0.8
Business invitation/announcements	0.1	0.4	0.6	0.1	0.3	0.4	0.1	0.4	0.5	0.2	0.5	0.5
Stuffers (Advertising Enclosed)	0.4	0.8	0.8	0.6	1.6	1.1	0.8	1.7	1.2	0.9	2.0	1.6
Total First-Class <sup>③</sup>	0.8	1.6	1.7	1.2	2.8	2.1	1.6	3.2	2.3	1.8	3.5	2.9
Standard Mail:												
Commercial	3.8	3.7	4.6	5.2	4.8	6.6	5.8	6.4	6.1	6.4	6.6	7.4
Nonprofit	0.9	1.2	0.8	1.5	1.0	2.0	1.5	1.7	1.2	1.9	1.5	1.5
Total Standard Mail	4.7	4.9	5.5	6.7	5.7	8.6	7.3	8.0	7.3	8.3	8.1	8.9
Total Advertising <sup>③</sup>	5.5	6.6	7.2	7.9	8.5	10.7	8.9	11.2	9.6	10.1	11.6	11.8
Type of Ad Mail	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
First-Class:												
Advertising alone	0.6	1.4	1.2	0.8	1.3	1.3	1.0	1.3	1.3	1.1	1.6	1.6
Business invitation/announcements	0.2	0.6	0.7	0.2	0.6	0.7	0.4	0.6	0.7	0.4	0.6	0.7
Stuffers (Advertising Enclosed)	1.1	2.4	2.4	1.2	2.5	2.3	1.4	2.5	2.3	1.7	2.7	2.7
Total First-Class <sup>③</sup>	1.9	4.4	4.3	2.2	4.3	4.3	2.8	4.3	4.3	3.2	4.9	5.0
Standard Mail:												
Commercial	6.6	7.8	7.4	7.9	8.3	8.8	8.7	8.3	8.8	9.5	9.6	9.3
Nonprofit	1.7	1.5	1.5	1.9	1.6	2.1	2.3	1.6	2.1	2.5	1.8	1.8
Total Standard Mail	8.3	9.3	8.9	9.8	10.0	11.0	11.0	10.0	11.0	12.0	11.5	11.1
Total Advertising <sup>③</sup>	10.2	13.6	13.3	12.0	14.3	15.2	13.8	14.3	15.2	15.2	16.4	16.1
Type of Ad Mail	\$50K - \$64.9K			\$65K - \$79.9K			\$80K - \$99.9K			\$100K - Over		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
First-Class:												
Advertising alone	1.5	1.9	1.7	2.1	2.0	1.9	2.4	2.5	2.0	2.4	2.9	2.4
Business invitation/announcements	0.4	0.8	0.9	0.4	0.8	1.0	0.6	0.9	0.9	0.7	1.0	1.2
Stuffers (Advertising Enclosed)	1.9	3.4	3.0	2.0	3.6	3.4	2.3	4.0	3.6	2.6	4.6	4.0
Total First-Class <sup>③</sup>	3.8	6.1	5.5	4.5	6.4	6.2	5.3	7.4	6.4	5.7	8.5	7.6
Standard Mail (A):												
Commercial	10.9	10.8	11.7	14.8	13.0	12.5	14.7	14.0	15.0	15.3	17.4	18.3
Nonprofit	2.7	2.1	2.2	3.5	2.3	2.1	4.2	2.5	2.5	4.8	3.2	3.2
Total Standard Mail	13.6	12.9	13.9	18.3	15.3	14.5	18.9	16.5	17.5	20.1	20.7	21.6
Total Advertising <sup>③</sup>	17.4	19.0	19.4	22.8	21.7	20.8	24.2	23.9	24.0	25.8	29.2	29.1

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: 2003/2004 Estimates for income levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K. Totals may not sum due to rounding.

**Table A4-2**  
**Total Pieces of Advertising Mail<sup>①</sup> Received Per Week by Age of Head of Household**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Type of Ad Mail	18 - 21 <sup>②</sup>		22 - 24 <sup>②</sup>		25 - 34	
	1987	2003	1987	2004	1987	2004
First-Class:						
Advertising alone	0.4	0.6	0.7	0.9	1.0	1.4
Business invitations/announcements	0.1	0.3	0.7	0.5	0.2	0.6
Stuffers (Advertising Enclosed)	0.8	1.1	1.3	1.9	1.1	2.5
Total First-Class <sup>③</sup>	1.3	2.0	2.7	3.2	2.0	4.6
Standard Mail:						
Commercial	3.7	5.6	5.6	6.2	6.6	9.4
Nonprofit	0.6	0.6	0.6	0.5	0.4	1.0
Total Standard Mail	4.3	6.2	6.2	6.7	7.0	10.4
Total Advertising <sup>③</sup>	5.6	8.2	8.9	9.9	9.0	15.0

Type of Ad Mail	35 - 44		45 - 54		55 - 64	
	1987	2003	1987	2004	1987	2004
First-Class:						
Advertising alone	1.0	1.8	1.7	2.1	1.9	1.8
Business invitations/announcements	0.3	0.7	0.9	0.8	0.9	0.9
Stuffers (Advertising Enclosed)	1.3	3.0	2.9	3.6	1.4	3.3
Total First-Class <sup>③</sup>	2.6	5.5	5.5	6.5	4.2	6.0
Standard Mail:						
Commercial	8.3	11.0	11.8	12.4	12.7	12.6
Nonprofit	1.9	1.7	1.7	2.4	2.3	2.4
Total Standard Mail	10.2	12.7	13.5	14.7	15.0	15.0
Total Advertising <sup>③</sup>	12.8	18.2	19.0	21.2	19.5	21.2

Type of Ad Mail	65 - 69		70+	
	1987	2003	1987	2004
First-Class:				
Advertising alone	1.0	1.9	1.8	1.5
Business invitations/announcements	0.4	0.8	0.9	0.6
Stuffers (Advertising Enclosed)	1.2	3.1	3.1	2.6
Total First-Class <sup>③</sup>	2.6	5.8	5.8	4.7
Standard Mail:				
Commercial	8.2	11.1	12.8	10.2
Nonprofit	2.9	2.8	3.2	3.7
Total Standard Mail	11.1	13.9	16.0	13.9
Total Advertising <sup>③</sup>	13.7	19.7	21.8	18.6

① Includes First-Class advertising only, First-Class advertising enclosed, business invitations/announcements, and Standard Mail non-package mail.  
 ② Fluctuations may be due to small sample sizes.  
 ③ Total First-Class and total advertising are over-reported because some stuffers are counted twice.  
 Note: Totals may not sum due to rounding.

**Table A4-3**  
**Total Pieces of Advertising Mail<sup>①</sup> Received Per Week by Education of Head of Household**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Type of Ad Mail	< 8th Grade <sup>②</sup>		Some High School		High School		Some College			
	1987	2003	2004	1987	2003	2004	1987	2003	2004	
First-Class:										
Advertising alone	0.5	1.1	0.9	0.7	1.2	1.2	0.7	1.6	1.5	1.8
Business invitation/ announcements	0.1	0.4	0.6	0.1	0.5	0.8	0.2	0.6	0.7	0.9
Stuffers (Advertising Enclosed)	0.5	1.9	1.6	0.7	2.2	2.0	1.0	2.8	2.7	3.1
Total First-Class <sup>③</sup>	1.1	3.4	3.2	1.5	3.8	3.9	1.9	5.0	5.0	5.7
Standard Mail:										
Commercial	5.0	8.2	6.8	5.6	7.7	7.7	7.0	9.2	10.2	11.2
Nonprofit	1.2	1.9	2.4	1.5	1.7	1.4	1.6	1.7	1.8	2.0
Total Standard Mail	6.2	10.1	9.2	7.1	9.4	9.1	8.6	10.9	12.1	13.2
Total Advertising <sup>③</sup>	7.3	13.5	12.4	8.6	13.3	13.0	10.5	16.0	17.1	18.9

Type of Ad Mail	Tech School		College		Post Graduate				
	1987	2003	2004	1987	2003	2004			
First-Class:									
Advertising alone	0.9	1.8	1.5	1.2	2.2	1.8	1.5	2.4	2.0
Business invitation/announcements	0.3	0.7	0.7	0.4	0.9	0.8	0.6	0.9	1.0
Stuffers (Advertising Enclosed)	1.1	3.4	2.8	1.6	3.7	3.2	2.1	3.9	3.4
Total First-Class <sup>③</sup>	2.3	5.9	5.0	3.2	6.7	5.8	4.2	7.2	6.4
Standard Mail:									
Commercial	7.8	10.6	11.5	9.9	13.1	13.6	11.8	15.3	15.7
Nonprofit	1.9	1.5	2.1	2.6	2.6	2.6	2.1	3.8	3.6
Total Standard Mail	9.7	12.1	13.7	12.6	15.7	16.2	16.3	19.1	19.3
Total Advertising <sup>③</sup>	12.0	17.9	18.7	15.8	22.4	22.0	20.5	26.3	25.6

① Includes First-Class advertising only, First-Class advertising enclosed, business invitations/announcements, and Standard Mail (A) non-package mail.

② Fluctuations may be due to small sample sizes.

③ Total First-Class and total advertising are over-reported because some stuffers are counted twice.

Note: Totals may not sum due to rounding.

**Table A4-4**  
**Total Mail Overview: Treatment of Advertising Mail by**  
**Actual Weekly Standard Mail Receipt**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary and Recruitment Data)**

Treatment	Actual Standard Mail Pieces								
	0 - 7			8 - 10			11 - 12		
	1987	2003	2004	1987	2003	2004	1987	2003	2004
Usually read	23.9	14.7	18.7	19.4	12.0	15.7	20.0	7.9	13.3
Usually scan	39.6	35.7	37.5	40.4	40.1	40.1	42.6	37.6	38.3
Read Some	26.4	28.7	27.8	30.4	33.6	32.9	30.0	30.8	32.2
Usually don't read	9.8	20.9	12.0	9.6	13.7	10.3	7.4	23.7	15.2
Don't Know/No Answer	0.3	0.0	4.0	0.2	0.6	1.0	0.0	0.0	0.9
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	2003	2004	1987	2003	2004	1987	2003	2004
Usually read	16.0	9.1	12.5	12.9	9.5	12.8	11.5	8.8	9.0
Usually scan	46.3	37.0	36.8	42.6	35.0	39.9	41.3	39.2	38.0
Read Some	28.5	39.3	35.7	34.8	36.9	32.1	39.1	36.5	38.4
Usually don't read	9.2	14.6	13.9	9.2	18.6	14.5	7.9	15.4	14.2
Don't Know/No Answer	0.0	0.0	1.1	0.5	0.0	0.6	0.2	0.0	0.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

**Table A4-5**  
**Total Mail Overview:**  
**Intended Response to Advertising Mail by Class**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Intended Response	First-Class ①			Standard Mail ②			Standard Mail Nonprofit ②		
	1987	2003	2004	1987	2003	2004	1987	2003	2004
Will respond	11.1	8.0	8.7	14.6	10.4	10.2	17.9	14.7	13.7
May respond	10.3	11.3	12.8	20.0	17.8	16.7	16.4	18.9	17.1
Won't respond	58.4	57.0	57.1	58.6	59.4	59.3	55.1	56.1	57.8
Don't know/No answer	19.8	23.6	21.5	6.9	12.4	13.8	10.4	10.3	11.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

• Estimates for 1987 include both advertising only and advertising enclosed mail. Estimates for 2003/2004 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<sup>①</sup>**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Industry	1987		2003		2004	
	First	Standard Mail	First	Standard Mail	First	Standard Mail
Financial:						
Credit card	5.8	8.0	1.8	3.0	3.0	2.7
Bank	8.0	8.9	2.8	3.6	4.2	3.1
Securities broker	14.3	9.0	6.4	4.8	5.1	4.2
Money Market*	9.8	5.3	14.5	10.4	4.9	3.9
Insurance Company	8.9	6.6	6.6	3.8	10.3	4.2
Mortgage*	4.7	3.5	2.1	1.5	3.1	1.2
Merchants:						
Department store	9.5	12.0	13.1	17.9	15.1	19.2
Mail order	13.5	15.4	14.6	11.9	11.6	10.7
Other store	13.1	12.8	15.7	15.2	12.2	15.6
Publisher	19.6	18.7	13.6	12.2	11.7	11.5
Land promotion*	10.6	2.9	2.2	4.5	14.0	0.0
Restaurant*	2.2	15.9	30.5	26.4	23.7	19.5
Consumer packaged goods*	16.1	28.7	8.7	14.9	15.6	18.9
Auto dealers*	4.1	7.2	4.2	4.5	5.1	6.3
Services:						
Telephone	6.7	15.1	5.8	3.8	8.1	4.7
Other Utility*	8.0	12.7	14.2	11.9	9.9	10.6
Medical	21.2	10.2	7.1	11.9	7.7	10.6
Other professional*	20.7	14.3	4.3	12.1	4.5	6.6
Leisure service	16.8	8.7	13.4	12.3	13.6	10.0
Cable TV	7.8	13.4	3.1	3.4	3.9	2.4
Computer	8.1	15.8	7.3	2.6	11.9	5.6
Social/Charitable/Political/Nonprofit <sup>②</sup>	20.4	18.5	10.0	56.1	0.0	57.8
Total Percentage of "Will Respond" to Advertising Pieces <sup>③</sup>	13.4	15.1	8.0	10.9	8.7	10.7

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, 2003 and 2004**  
**(Recruitment Data)**

Treatment	Perceived Pieces											
	0 - 3			4 - 5			6 - 8			9 - 10		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Usually read	31.0	25.0	19.7	24.8	18.6	21.9	20.9	16.3	19.6	15.7	10.9	14.8
Usually scan	40.5	35.4	35.6	38.2	39.0	39.3	42.4	37.2	35.4	60.3	40.3	40.7
Read some	22.1	17.4	19.6	27.9	26.8	27.7	25.6	33.5	31.8	9.8	30.2	32.5
Usually don't read	6.5	21.1	10.2	9.1	15.6	11.0	11.0	13.0	13.2	14.2	18.3	12.1
Don't Know/No Answer	0.0	1.0	15.0	0.0	0.0	0.1	0.1	0.0	0.0	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

Treatment	Perceived Pieces										
	11 - 15			16 - 20			21+				
	1987	2003	2004	1987	2003	2004	1987	2003	2004	2003	2004
Usually read	15.3	9.8	11.7	13.8	8.1	9.0	10.8	6.4	6.0		
Usually scan	42.0	35.6	37.0	40.9	39.0	35.7	39.9	39.1	31.6		
Read some	34.3	35.1	34.9	34.0	33.3	36.1	36.1	35.0	37.1		
Usually don't read	8.3	19.5	16.4	11.1	19.6	19.2	12.0	19.5	25.2		
Don't Know/No Answer	0.1	0.0	0.0	0.2	0.0	0.0	1.2	0.0	0.0		
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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, 2003 and 2004**  
**(Recruitment Data)**

Treatment	Under \$7K ①		\$7K - \$9.9K ①		\$10K - \$14.9K		\$15K - \$19.9K	
	1987	2003	1987	2003	1987	2003	1987	2003
Usually read	31.1	25.2	27.9	26.0	19.4	19.5	22.9	21.7
Usually scan	32.9	29.2	30.7	35.8	34.2	40.2	38.1	36.2
Read some	22.7	14.7	13.3	13.8	22.9	20.5	30.4	24.2
Usually don't read	8.7	18.4	15.0	18.3	11.0	16.0	7.3	14.8
Don't know/No answer	0.7	0.0	0.6	0.0	0.0	0.4	0.5	0.0
Received no advertising	3.9	12.5	12.5	6.1	12.5	3.5	0.8	3.2
Total	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	2003	1987	2003	1987	2003	1987	2003
Usually read	16.8	15.3	19.6	12.9	16.6	12.9	16.2	12.6
Usually scan	44.8	35.6	36.7	37.9	40.0	37.9	42.8	39.6
Read some	27.3	31.0	27.3	30.5	28.1	30.5	34.4	30.2
Usually don't read	10.6	16.8	13.5	17.1	12.0	17.1	6.0	16.0
Don't know/No answer	0.0	0.0	0.2	0.0	0.1	0.0	0.2	0.0
Received no advertising	0.5	1.4	2.7	1.6	3.2	1.6	0.3	1.6
Total	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	2003	1987	2003	1987	2003	1987	2003
Usually read	14.2	9.9	12.9	8.9	8.2	8.0	10.2	7.2
Usually scan	41.1	40.4	38.5	37.4	55.4	38.2	34.1	34.0
Read some	33.9	32.6	33.5	35.1	32.4	32.8	42.6	38.9
Usually don't read	0.0	16.6	13.8	18.3	4.0	20.4	13.1	19.1
Don't know/No answer	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Received no advertising	2.8	0.5	1.3	0.3	1.4	0.6	0.0	0.7
Total	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: 2003/2004 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, 2003 and 2004**  
**(Recruitment Data)**

<b>Treatment</b>	<b>1987</b>	<b>2003</b>	<b>2004</b>
Usually read	19.6	12.3	14.6
Usually scan	40.4	37.7	36.4
Read some	29.6	29.9	30.6
Usually don't read	9.1	18.2	15.6
Don't know/No answer	0.2	0.0	0.0
Received no advertising	1.0	1.8	2.8
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, 2003 and 2004**  
**(Recruitment Data)**

<b>Attitude</b>	<b>1987</b>	<b>2003</b>	<b>2004</b>
Wish got less	30.4	62.9	56.0
Don't mind getting some	62.5	32.3	37.7
Want more	5.6	2.7	3.2
Don't know/No answer	0.3	0.3	0.3
Received no advertising	1.0	1.8	2.8
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, 2003 and 2004  
(Recruitment Data)**

Attitude	Perceived Pieces											
	0 - 3			4 - 5			6 - 8			9 - 10		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Wish got less	21.5	51.1	49.2	22.6	56.6	49.3	29.2	57.1	50.7	36.5	63.7	56.1
Don't mind getting as long as some are interesting	67.3	43.0	43.8	69.8	38.7	45.6	65.4	39.3	45.7	55.0	33.5	39.8
Want more	10.1	5.3	6.3	7.2	4.4	4.5	4.6	3.1	3.2	8.5	2.4	3.8
Don't Know/No Answer/Received No Advertising	1.1	0.5	0.7	0.4	0.4	0.5	0.8	0.4	0.4	0.0	0.4	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	2003	2004	1987	2003	2004	1987	2003	2004
Wish got less	32.8	67.4	59.8	30.7	68.8	63.6	46.5	73.4	72.6
Don't mind getting as long as some are interesting	63.3	29.9	37.1	56.9	29.4	34.7	49.6	24.9	26.1
Want more	3.7	2.7	2.7	4.3	1.6	1.4	3.4	1.5	1.2
Don't Know/No Answer/Received No Advertising	0.2	0.1	0.3	8.1	0.3	0.2	0.5	0.3	0.1
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, 2003 and 2004**  
**(Recruitment and Diary Data)**

Attitude	Actual Standard Mail Pieces									
	0 - 7			8 - 10			11 - 12			
	1987	2003	2004	1987	2003	2004	1987	2003	2004	
Wish got less	27.1	56.0	45.9	29.8	56.4	53.8	34.8	69.8	59.3	
Don't mind getting as long as some are interesting	63.9	37.9	48.3	65.7	40.4	42.7	61.5	28.3	37.5	
Want more	8.4	5.7	5.9	4.2	2.8	3.1	3.0	1.2	2.5	
Don't Know/No Answer/Received No Advertising	0.6	0.4	0.0	0.3	0.4	0.3	0.7	0.7	0.7	
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	2003	2004	1987	2003	2004	1987	2003	2004	
Wish got less	30.2	71.4	58.8	44.1	69.1	58.5	37.1	69.9	63.9	
Don't mind getting as long as some are interesting	66.7	27.0	39.9	54.5	25.8	37.0	60.0	28.6	34.6	
Want more	3.0	1.3	1.2	1.5	4.4	4.3	2.6	1.2	1.4	
Don't Know/No Answer/Received No Advertising	0.1	0.3	0.1	0.0	0.7	0.3	0.3	0.3	0.1	
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, 2003 and 2004**  
**(Recruitment Data)**

Attitude	Under \$7K ①		\$7K - \$9.9K ①		\$10K - \$14.9K		\$15K - \$19.9K		
	1987	2003	2004	1987	2003	2004	1987	2003	2004
Wish got less	32.1	42.6	40.6	30.0	49.3	41.1	25.1	54.0	46.9
Don't mind as long as some are interesting	52.6	38.6	36.9	64.4	40.6	37.5	64.5	37.0	41.7
Want more	10.8	4.9	8.9	4.7	3.9	8.8	8.2	5.4	3.3
Don't know/No answer	0.6	1.4	1.1	0.2	0.0	0.0	1.5	0.2	0.7
Received no advertising	3.9	12.5	12.5	0.7	6.1	12.5	0.6	3.5	7.4
Total	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	2003	2004	1987	2003	2004	1987	2003	2004
Wish got less	23.8	58.0	48.1	26.3	60.9	52.0	29.9	60.9	52.0
Don't mind as long as some are interesting	68.5	36.4	43.9	68.8	34.8	40.7	63.5	34.8	40.7
Want more	7.0	4.1	5.0	4.7	2.5	3.8	5.8	2.5	3.8
Don't know/No answer	0.2	0.2	0.4	0.1	0.3	0.3	0.0	0.3	0.3
Received no advertising	0.5	1.4	2.7	0.1	1.6	3.2	0.8	1.6	3.2
Total	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	2003	2004	1987	2003	2004	1987	2003	2004
Wish got less	31.7	60.8	58.3	41.9	65.6	56.8	45.4	64.7	57.8
Don't mind as long as some are interesting	65.2	36.6	38.0	57.6	31.5	39.7	54.0	33.0	38.6
Want more	2.8	1.8	2.2	0.5	2.4	2.2	2.6	1.5	2.6
Don't know/No answer	0.0	0.2	0.2	0.0	0.2	0.0	0.0	0.3	0.3
Received no advertising	0.4	0.5	1.3	0.0	0.3	1.4	0.0	0.6	0.7
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: 2003/2004 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, 2003 and 2004**  
**(Recruitment Data)**

Attitude	18 - 21 ①			22 - 24 ①			25 - 34			35 - 44		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Wish got less	10.9	47.5	33.0	15.6	52.2	37.9	19.8	55.9	46.6	28.6	58.0	52.9
Don't mind as long as some are interesting	72.5	41.0	51.6	67.6	35.8	51.4	69.8	38.2	44.4	64.7	37.0	40.4
Want more	10.7	7.9	8.3	16.0	9.6	3.9	9.0	3.7	5.7	5.0	3.3	4.3
Don't know/No answer	0.0	1.4	0.0	0.2	0.0	0.0	0.3	0.2	0.0	0.8	0.3	0.1
Received no advertising	5.9	2.2	7.1	0.7	2.4	6.9	1.1	2.1	3.3	0.9	1.4	2.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Attitude	45 - 54			55 - 64			65 - 69			70+		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Wish got less	35.4	62.9	55.5	34.8	66.3	59.2	39.9	70.7	64.3	41.8	67.2	60.8
Don't mind as long as some are interesting	60.2	32.7	38.4	60.1	29.3	35.4	55.0	25.6	31.6	54.8	28.6	33.4
Want more	3.7	3.2	3.4	3.3	2.0	3.0	3.3	1.2	1.9	2.5	1.5	0.9
Don't know/No answer	0.3	0.2	0.3	0.7	0.4	0.2	0.0	0.5	0.1	0.5	0.6	0.9
Received no advertising	0.4	1.1	2.4	1.0	2.2	2.2	1.9	2.0	2.1	0.8	2.2	4.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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, 2003 and 2004**  
**(Recruitment Data)**

Treatment	18 - 21 <sup>⓪</sup>		22 - 24 <sup>⓪</sup>		25 - 34		35 - 44	
	1987	2003	1987	2003	1987	2003	1987	2003
Usually read	39.4	7.0	21.1	16.3	20.3	9.9	17.7	10.5
Usually scan	38.8	40.6	46.7	33.6	41.4	34.4	40.8	36.9
Read some	12.6	27.4	24.8	24.9	30.7	33.4	30.8	33.9
Usually don't read	3.2	22.7	6.7	22.7	6.3	20.0	9.8	17.3
Don't know/No answer	0.2	0.0	0.0	0.0	0.3	0.2	0.0	0.0
Received no advertising	1.0	2.2	0.7	2.4	1.1	2.1	0.9	1.4
Total	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	2003	1987	2003	1987	2003	1987	2003
Usually read	17.0	11.5	19.7	12.4	23.6	13.7	19.5	15.6
Usually scan	41.3	37.7	39.4	39.0	37.9	37.2	38.2	40.0
Read some	31.9	31.3	28.2	28.0	26.4	29.5	30.0	25.3
Usually don't read	9.2	18.3	11.6	18.5	9.4	17.6	11.8	16.9
Don't know/No answer	0.3	0.1	0.0	0.0	0.7	0.0	0.0	0.1
Received no advertising	0.4	1.1	1.0	2.2	1.9	2.0	0.6	2.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

<sup>⓪</sup> Fluctuations may be due to small sample sizes.

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

**Table A4-16**  
**Attitude Towards Mail Advertising by Education of Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Recruitment Data)**

Attitude	< 8th Grade ①			Some High School			High School Graduate			Some College		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Wish got less	34.2	49.9	43.1	28.8	59.1	50.0	26.2	60.0	52.9	28.6	63.0	55.0
Don't mind as long as some are interesting	56.4	39.1	40.0	59.2	31.9	38.5	66.5	34.6	40.3	64.7	33.2	39.7
Want more	5.3	4.4	7.1	8.5	4.1	5.7	6.1	3.2	3.3	5.0	2.2	2.8
Don't know/No answer	2.1	0.0	0.6	0.7	0.2	0.7	0.3	0.4	0.4	0.8	0.7	0.4
Received no advertising	2.1	6.6	9.2	2.9	4.8	5.2	0.9	1.8	3.1	0.9	0.9	2.0
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	2003	2004	1987	2003	2004	1987	2003	2004
Wish got less	29.9	63.1	58.4	35.1	68.7	62.3	36.9	73.0	67.6
Don't mind as long as some are interesting	64.4	35.0	35.0	61.1	28.4	35.0	59.7	24.9	30.6
Want more	4.3	1.6	4.5	3.2	2.1	1.4	2.9	1.6	1.1
Don't know/No answer	0.5	0.0	0.3	0.3	0.2	0.0	0.3	0.2	0.2
Received no advertising	0.9	0.3	1.7	0.3	0.6	1.3	0.3	0.2	0.6
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.

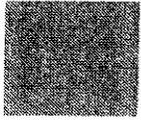
Note: Totals may not sum to 100 due to rounding.

**Table A4-17**  
**Treatment of Advertising Mail by Education of Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Recruitment Data)**

Treatment	< 8th Grade ①			Some High School			High School			Some College		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Usually read	29.2	16.4	27.0	24.6	19.3	21.6	23.5	14.9	17.8	17.6	11.4	12.8
Usually scan	37.0	34.5	31.5	33.0	35.8	37.5	42.4	38.2	37.9	39.9	39.3	37.7
Read some	22.0	25.6	20.2	27.8	22.3	20.4	26.2	27.7	28.3	30.8	30.9	31.0
Usually don't read	9.0	16.8	12.1	11.8	17.6	15.3	7.0	17.3	12.8	10.8	17.5	16.3
Don't know/No answer	0.7	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.3	0.0	0.2
Received no advertising	2.1	6.6	9.2	2.9	4.8	5.2	0.9	1.8	3.1	0.6	0.9	2.0
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	2003	2004	1987	2003	2004	1987	2003	2004
Usually read	18.5	12.0	11.1	12.2	7.9	9.2	8.9	5.1	5.4
Usually scan	39.9	40.5	39.6	43.5	37.3	34.1	41.9	35.7	31.8
Read some	31.6	29.9	34.6	34.6	34.4	36.7	28.3	38.6	40.0
Usually don't read	8.9	17.3	12.9	9.1	19.8	18.7	10.5	20.4	22.2
Don't know/No answer	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Received no advertising	0.9	0.3	1.7	0.3	0.6	1.3	0.3	0.2	0.6
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, 2003 and 2004**  
**(Diary Data)**

<b>Periodicals</b>	<b>1987</b>	<b>2003</b>	<b>2004</b>
Percent of Periodicals which are sent to Households	75.3	73.1	73.0
Pieces per household per week	1.69	1.18	1.15

Base: RPW Total Periodicals

**Table A5-2**  
**Periodicals -- Type of Publication**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Type of Publication	Percentage Received			Pieces Per Household Per Week		
	1987	2003	2004	1987	2003	2004
Newspapers:						
Daily Newspaper	8.5	3.8	3.7	0.19	0.06	0.06
Weekly Newspaper	13.4	9.0	8.3	0.30	0.15	0.13
Other Newspaper	4.9	4.0	4.2	0.11	0.06	0.07
Total Newspapers	26.8	16.8	16.2	0.60	0.27	0.25
Magazines:						
Weekly Magazine	11.1	10.7	10.6	0.25	0.17	0.17
Monthly Magazine	27.2	33.8	34.0	0.61	0.54	0.53
Other Magazine	4.4	8.1	8.7	0.10	0.13	0.14
Total Magazines	42.7	52.5	53.3	0.96	0.85	0.84
Other	3.1	2.1	2.0	0.07	0.03	0.03
Don't Know/No Answer	2.7	1.8	1.4	0.06	0.03	0.02
Total Periodicals Received by Households	75.3	73.1	73.0	1.69	1.18	1.15
Total Periodicals Received by Non-Households	26.7	26.9	27.0	-	-	-

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, 2003 and 2004**  
**(Recruitment Data)**

Frequency	Distribution Method					
	By Mail			Not By Mail		
	1987	2003	2004	1987	2003	2004
Daily (7-day)	0.06	0.07	0.07	0.57	0.57	0.56
Daily (5-6 days)	0.04	0.02	0.03	0.23	0.07	0.07
Weekly	0.35	0.19	0.19	0.17	0.10	0.09
Sunday only	0.01	0.02	0.01	0.21	0.10	0.11
Monthly	0.04	0.03	0.03	-	0.01	0.01
Other	0.05	0.02	0.03	0.05	0.04	0.04
Total	0.55	0.34	0.36	1.23	0.89	0.88

**Table A5-4**  
**Periodicals -- Households Where Newspapers are Received**  
**(By Type of Newspaper and by Receipt Medium)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Recruitment Data)**

<b>Type of Newspaper (By Mail)</b>	<b>Percentage of All Households</b>		
	<b>1987</b>	<b>2003</b>	<b>2004</b>
7-Day	4.9	5.8	5.7
5 - 6 Day	2.5	2.0	2.3
Weekly	25.6	14.5	14.7
Sunday	0.8	1.2	1.3
Monthly	2.7	2.1	1.9
Other	3.5	1.1	1.8
Percent of all Households Receiving At Least One Type of Newspaper	36.4	23.8	24.3

<b>Type of Newspaper (Not By Mail)</b>	<b>Percentage of All Households</b>		
	<b>1987</b>	<b>2003</b>	<b>2004</b>
7-Day	47.1	47.2	46.5
5 - 6 Day	18.3	6.0	6.4
Weekly	13.1	8.0	7.8
Sunday	20.4	9.3	10.1
Other	4.0	2.1	3.1
Percent of all Households Receiving At Least One Type of Newspaper	78.6	65.3	65.7

**Table A5-5**  
**Magazines Received by Mail and Not by Mail -- Number of**  
**Different Magazines Received Per Household**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Recruitment Data)**

Frequency	Distribution Method					
	By Mail			Not By Mail		
	1987	2003	2004	1987	2003	2004
Weekly	0.38	0.34	0.34	0.27	0.08	0.12
Monthly	2.67	2.45	2.44	0.75	0.36	0.44
Bi-Monthly	0.05	0.17	0.19	N/A	0.02	0.03
Other	0.12	0.07	0.08	0.08	0.03	0.04
Total	3.23	3.02	3.05	1.10	0.49	0.63

**Table A5-6**  
**Periodicals -- Households Where Magazines are Received**  
**(By Type of Magazine and by Receipt Medium)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Recruitment Data)**

<b>Type of Magazine (By Mail)</b>	<b>Percentage of All Households</b>		
	<b>1987</b>	<b>2003</b>	<b>2004</b>
Weekly	24.1	21.3	21.5
Monthly	75.5	72.6	73.2
Bi-Monthly	3.3	10.4	11.2
Other	6.8	2.5	3.7
Percent of all Households Receiving At Least One Type of Magazine	80.6	79.0	79.7

<b>Type of Magazine (Not By Mail)</b>	<b>Percentage of All Households</b>		
	<b>1987</b>	<b>2003</b>	<b>2004</b>
Weekly	15.4	5.2	7.4
Monthly	34.4	17.4	20.6
Bi-Monthly	N/A	1.5	1.9
Other	3.2	0.9	2.1
Percent of all Households Receiving At Least One Type of Magazine	45.8	22.6	27.9

**Table A5-7**  
**Periodical Demographics -- Pieces Received Per Household Per Week**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

	1987	2003	2004
<b>Income</b>			
< \$7K	0.6	0.5	0.4
\$7K - \$9.9K	1.1	0.9	1.0
\$10K - \$14.9K	1.2	0.8	0.4
\$15K - \$19.9K	1.3	0.8	0.9
\$20K - \$24.9K	1.4	0.9	1.0
\$25K - \$29.9K	1.8	1.0	1.1
\$30K - \$34.9K	1.9		
\$35K - \$49.9K	2.1	1.1	0.9
\$50K - \$64.9K	2.1	1.2	1.1
\$65K - Over	3.6	1.5	1.4
<b>Age of Head of Household</b>			
18 - 24	0.6	0.5	0.9
25 - 34	1.2	0.5	0.5
35 - 44	1.8	0.8	0.8
45 - 54	2.0	1.1	1.0
55 - 64	2.3	1.3	1.2
65 - 69	1.9	1.4	1.3
70+	1.9	1.4	1.4
<b>Education of Head of Household</b>			
< 8th grade	1.2	1.2	1.0
Some High School	1.2	0.7	1.0
High School	1.4	1.0	1.0
Some College	1.6	1.1	1.1
Technical School	1.6	1.0	1.2
College	2.2	1.4	1.3
Post graduate	3.4	1.9	1.7
<b>Type of Household</b>			
One-person household	1.1	0.9	0.9
Male	1.0	0.7	0.8
Female	1.2	1.1	1.0
One adult + minors	0.9	0.5	0.6
Male	0.6	0.6	0.4
Female	0.9	0.5	0.6
<b>More Than One Adult</b>			
Without Children	2.1	1.4	1.3
One-earner	2.0	1.4	1.4
Two-earner	2.1	1.3	1.2
With Children	1.7	1.2	1.1
One-earner	1.6	1.1	1.0
Two-earner	1.9	1.1	1.1
<b>Employment of Head of Household</b>			
White collar professional	2.2	1.3	1.3
White collar sales/clerical	1.5	0.9	1.0
Blue collar craftsmen/mechanic	1.2	0.9	0.8
Service Worker	1.2	0.7	0.7
Other employed	1.1	1.0	1.1
Homemaker	1.7	0.8	1.0
Student	1.4	0.8	2.0
Retired	1.9	1.5	1.5
Other not employed	0.4	0.2	2.8
<b>Type of Dwelling</b>			
Single-family house	2.0	1.3	1.2
Apartment	1.0	0.7	0.8
Mobile house	1.1	0.7	0.7
Group quarters	0.9	0.5	0.8
<b>Number of Adults</b>			
1	1.1	0.8	0.9
2	1.8	1.3	1.2
3	2.1	1.3	1.2
4+	2.1	1.4	1.5

Note: 2003 and 2004 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, 2003 and 2004**  
**(Diary Data)**

<b>Type of Subscription</b>	<b>Percentage of Total Periodicals</b>		
	<b>1987</b>	<b>2003</b>	<b>2004</b>
Paid (ordered)	49.4	44.1	42.9
Free (ordered)	4.4	7.4	8.2
Gift (from friend or relative)	3.5	3.4	3.4
Free (not ordered or with membership)	10.2	11.5	11.0
Other	2.6	0.6	1.0
Don't know/No answer	5.3	6.1	6.5
Total Mail Received by Households	75.3	73.1	73.0

Base: RPW Total Periodicals

**Table A5-9**  
**Periodicals -- Source of Publications**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Source of Publication	Percent of Total Periodicals			Pieces Per Household Per Week		
	1987	2003	2004	1987	2003	2004
Religious/Educational	9.1	8.2	7.3	0.21	0.13	0.11
Veterans	0.9	0.9	0.8	0.02	0.01	0.01
Charitable	0.9	0.6	0.6	0.02	0.01	0.01
Union/Professional	7.8	8.5	8.3	0.18	0.14	0.13
Total "Nonprofit"	18.7	18.2	16.9	0.43	0.29	0.27
Other (Commercial, Professional Organization)	53.5	53.0	54.1	1.20	0.85	0.85
Don't know/No answer	3.2	2.0	1.9	0.07	0.03	0.03
Percent of All Periodicals Received by Households	75.3	73.1	73.0	1.69	1.18	1.15

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, 2003 and 2004**  
**(Diary Data)**

Subscription Type	Union/ Professional			Religious/ Educational			Veterans		
	1987	2003	2004	1987	2003	2004	1987	2003	2004
Paid (ordered by household)	8.3	5.9	6.4	7.9	8.9	8.1	0.5	0.5	0.5
Free (ordered by household) ①	21.7	19.0	16.4	25.6	14.6	7.4	4.4	0.1	0.8
Gift Subscription	4.0	3.9	2.7	18.1	15.4	26.5	0.5	0.2	0.0
Other Type	19.1	21.6	4.5	22.7	15.1	9.7	2.3	5.3	4.5
Free (came with membership)	21.1	33.3	35.1	16.0	13.4	11.3	1.9	0.5	0.3

Subscription Type	Charitable			Other			Don't Know/ No Answer		
	1987	2003	2004	1987	2003	2004	1987	2003	2004
Paid (ordered by household)	0.5	0.4	0.3	81.1	83.4	83.7	1.7	1.0	1.1
Free (ordered by household) ①	2.8	1.1	0.6	44.1	64.9	73.8	1.4	0.3	1.0
Gift Subscription	1.4	0.2	0.0	73.4	79.3	70.5	2.6	1.0	0.4
Other Type	2.6	9.5	2.6	50.7	53.7	82.2	2.7	0.0	0.0
Free (came with membership)	6.2	2.5	3.4	54.8	43.8	43.1	0.0	0.0	0.2

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, 2003 and 2004**  
**(Diary Data)**

Time of Arrival	Percentage of Pieces		
	1987	2003	2004
Arrived earlier than expected	5.0	8.3	8.5
Arrived on the day expected	40.9	40.2	38.1
Was not expected to arrive on any special day	43.9	39.9	41.9
Arrived later than expected	3.8	2.9	2.6
Don't Know/No answer	6.5	8.7	8.9
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, 2003 and 2004**  
**(Diary Data)**

<b>Delivery</b>	<b>1987</b>	<b>2003</b>	<b>2004</b>
Could arrive a day later	40.2	33.4	31.6
Comes on proper day	19.5	21.6	20.3
No regular day	9.0	16.5	17.1
Regular day is too late	0.9	0.7	0.9
Day doesn't matter	22.7	18.9	20.9
Other need	0.4	0.2	0.2
Don't know/No answer	7.2	8.7	9.1
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, 2003 and 2004**  
**(Diary Data)**

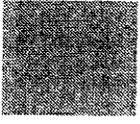
Satisfaction with Delivery	Northeast			Eastern			Southern			Central			Western		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
On time/earlier	50.2	51.8	55.3	45.6	45.9	45.9	41.4	49.0	43.4	50.7	50.9	48.2	40.5	45.3	41.0
Not expected on any special day	40.1	37.1	33.4	43.2	42.5	42.5	45.0	38.8	43.9	42.7	38.2	40.3	48.2	42.5	48.7
Arrived later than expected	3.4	3.0	3.0	5.5	2.6	2.7	3.6	3.6	1.9	2.2	2.5	3.0	4.7	3.0	2.6
Don't know/No answer	6.4	8.1	8.4	5.7	9.0	8.9	9.9	8.7	10.8	4.3	8.3	8.5	6.7	9.2	7.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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

**Table A5-14**  
**Periodicals -- Households' Need for Delivery by Postal Region**  
**(Percentage of Pieces)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Satisfaction with Delivery	Northeast			Eastern			Southern			Central			Western		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
	Could arrive a day later with no inconvenience	42.6	34.3	29.8	40.9	33.5	31.7	42.6	32.5	29.3	37.1	30.9	30.5	39.3	37.0
Comes on proper day now	18.5	23.8	30.7	21.4	19.8	19.4	15.1	21.1	17.9	25.6	25.3	21.8	15.1	17.6	12.9
No regular delivery day	10.1	13.6	13.4	7.0	19.0	18.1	9.2	19.2	18.0	8.0	14.4	17.1	11.2	15.5	17.8
Regular delivery day is so late as to cause inconvenience	0.2	0.4	0.5	2.2	0.4	1.2	0.9	0.8	0.9	0.5	0.8	0.9	0.9	0.8	1.0
Exact delivery date of little importance	20.7	19.4	17.0	21.8	18.0	20.5	22.0	17.7	22.7	23.7	19.7	20.9	24.7	19.6	22.7
Other Need/Don't know/No answer	7.9	8.6	8.6	6.7	9.2	9.1	10.2	8.8	11.2	5.1	8.9	8.8	8.8	9.5	8.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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, 2003 and 2004**  
**(Diary Data)**

Carrier	Percent		
	1987	2003	2004
United States Postal Service:			
First-Class and Priority	15.4	27.4	28.6
Express Mail	0.7	1.5	0.8
Third-Class Single Piece	2.3	N/A	N/A
Standard Mail Total	25.1	30.9	27.9
Standard Mail Bulk Rate Regular	25.1	26.5	21.8
Standard Mail Bulk Rate Enhanced Carrier Route	①	2.7	4.2
Standard Mail Nonprofit	①	1.6	1.8
Standard Mail Nonprofit Enhanced Carrier Route	①	0.1	0.2
Parcel Post - Total	4.9	8.3	7.9
Non-DBMC Parcel Post	4.9	3.2	3.4
DBMC Parcel Post	①	5.1	4.5
Bound Printed Matter - Total	8.9	6.3	5.8
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	2.8	3.0
Library Rate	0.1	0.9	0.5
Other/Can't classify	1.1	1.6	3.2
No answer	3.4	1.2	0.9
Total USPS	71.7	80.8	78.6
Other Carriers:			
United Parcel Service Total	23.6	11.1	13.0
United Parcel Service -- Next Day Air	1.6	0.4	0.4
United Parcel Service -- Second Day Air	0.9	0.8	1.1
United Parcel Service -- 3 Day Select	-	0.4	0.4
United Parcel Service -- Ground	21.1	9.5	11.2
Federal Express	0.3	3.3	3.1
Emery	0.0	0.2	0.1
Roadway	0.1	③	③
Airborne	-	0.6	0.9
DHL	-	0.1	0.3
Other	0.5	0.9	1.0
Total Other Carriers	27.8	16.2	18.4
Don't know/no answer	3.6	2.9	3.0
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, 2003 and 2004**  
**(Diary Data)**

Mail Class	Business		Friend/Relative		Other/Unknown ①				
	1987	2003	2004	1987	2003	2004			
First-Class and Priority Express Mail ②	43.6	72.6	67.4	53.6	21.9	24.9	2.8	5.4	7.8
Standard Mail - Total	10.8	83.4	56.3	52.0	14.7	43.7	27.2	1.9	0.0
Standard Mail - Bulk Rate Regular	94.8	94.0	93.0	2.2	2.4	1.9	3.1	3.6	5.1
Standard Mail - Bulk Rate Enhanced	94.8	93.8	92.1	2.2	9.0	6.4	3.1	3.5	5.8
Standard Mail - Nonprofit	①	98.4	99.7	①	1.3	0.0	①	0.3	0.3
Standard Mail - Nonprofit Enhanced	①	88.8	88.6	①	0.0	3.0	①	11.2	8.5
Parcel Post - Total	①	100.0	90.1	①	0.0	9.9	①	0.0	0.0
Non-DBMC Parcel Post ②	63.1	90.4	90.5	36.9	9.0	6.4	0.0	0.6	3.1
DBMC Parcel Post	63.1	80.8	84.4	36.9	19.2	10.9	0.0	0.0	4.7
Bound Printed Matter - Total	①	96.5	95.0	①	2.6	3.1	①	0.9	1.9
Special Standard Mail	98.6	90.9	88.3	0.0	3.2	0.0	1.4	5.8	11.7
Library Rate ②	98.5	82.9	89.4	0.0	9.4	8.3	5.0	7.7	2.4
	100.0	74.4	94.1	0.0	1.7	2.7	0.0	23.9	3.2

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<sup>①</sup> by Carrier**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Content <sup>①</sup>	Percent of Total			Percent Sent Via Postal Service <sup>②</sup>			Percent Sent Via UPS <sup>②</sup>		
	1987	2003	2004	1987	2003	2004	1987	2003	2004
Book	15.9	11.7	11.8	89.6	86.0	88.5	10.0	6.3	5.4
Record, tape or CD	6.7	7.1	8.4	87.3	89.3	92.6	8.0	6.9	4.1
Item from a friend or relative	16.7	10.9	11.6	69.0	78.0	79.4	23.2	10.2	8.5
Order from catalog	19.1	13.5	11.7	47.1	70.8	69.1	56.9	22.9	25.5
Order from store <sup>②</sup>	5.1	4.2	2.9	43.5	78.0	54.3	55.0	12.0	29.6
Other mail order	11.5	36.7	41.6	67.5	78.9	72.2	30.4	14.1	18.9

<sup>①</sup>Packages can contain more than one type of content.

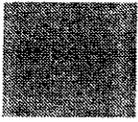
<sup>②</sup>Fluctuations may be due to small sample sizes.

**Table A6-10**  
**Packages Sent by Distance**  
**(Percentage of Packages Sent by Households)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Diary Data)**

Distance ①	Percent		
	1987	2003	2004
Local	1.6	2.6	7.6
Less than 51 miles	2.3	1.9	3.8
51 - 150 Miles	9.8	6.7	7.7
151 - 300 Miles	15.4	14.6	11.6
301 - 600 Miles	16.8	13.2	7.9
601 - 1000 Miles	18.2	14.1	17.3
1001 - 1400 Miles	13.5	14.8	9.6
1400 - 1800 Miles	5.3	6.2	6.2
Greater than 1800 miles	7.6	14.6	10.3
Out of United States	5.8	4.0	2.3
Other/ Unknown	3.8	7.3	15.7
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, 2003 and 2004**  
**(Recruitment Data)**

Capability	Under \$7K ①			\$7K - \$9.9K ①			\$10K - \$14.9K			\$15K - \$19.9K		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Have personal computer	N/A	32.3	31.7	N/A	22.8	29.0	N/A	40.1	39.2	N/A	50.7	47.8
Have Internet access	N/A	27.6	24.4	N/A	18.4	19.1	N/A	29.6	29.1	N/A	39.1	38.9
Have Broadband access	N/A	7.8	12.7	N/A	5.2	5.0	N/A	8.7	5.2	N/A	9.6	7.0

Capability	\$20K - \$24.9K			\$25K - \$34.9K			\$35K - \$49.9K			\$50K - \$64.9K		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Have personal computer	N/A	54.2	51.1	N/A	66.0	66.1	N/A	74.3	80.5	N/A	85.8	86.7
Have Internet access	N/A	46.9	41.3	N/A	57.0	57.5	N/A	65.5	68.8	N/A	78.9	79.7
Have Broadband access	N/A	11.3	9.8	N/A	17.4	15.1	N/A	22.0	18.0	N/A	28.7	25.5

Capability	\$65K - \$79.9K			\$80K - \$99.9K			\$100K - Over		
	1987	2003	2004	1987	2003	2004	1987	2003	2004
Have personal computer	N/A	91.2	92.6	N/A	93.5	94.4	N/A	94.9	97.1
Have Internet access	N/A	85.9	85.6	N/A	89.3	90.1	N/A	93.2	95.0
Have Broadband access	N/A	29.6	30.4	N/A	34.9	39.4	N/A	35.7	54.1

①Fluctuations may be due to small sample sizes.

Note: Broadband access includes any form of Internet Access other than Dial-up

**Table A7-2**  
**Household Electronic Mail Capability by Education of Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Recruitment Data)**

Capability	< 8th Grade ①			Some High School			High School			Some College		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Have personal computer	N/A	38.8	33.3	N/A	45.8	45.0	N/A	65.4	70.1	N/A	77.6	82.7
Have Internet access	N/A	30.7	27.0	N/A	35.7	31.9	N/A	56.6	61.5	N/A	71.5	75.6
Have Broadband access	N/A	6.4	3.7	N/A	10.4	7.6	N/A	17.1	17.5	N/A	25.9	27.9

Capability	Tech School			College			Post Graduate		
	1987	2003	2004	1987	2003	2004	1987	2003	2004
Have personal computer	N/A	80.7	82.7	N/A	88.3	90.5	N/A	91.4	93.1
Have Internet access	N/A	74.9	73.7	N/A	83.1	85.3	N/A	87.5	88.6
Have Broadband access	N/A	22.3	22.4	N/A	30.4	35.8	N/A	34.4	41.6

①Fluctuations may be due to small sample sizes.

Note: Broadband access includes any form of Internet Access other than Dial-up

**Table A7-3**  
**Household Electronic Mail Capability by Age of Head of Household**  
**(Percentage of Households)**  
**Postal Fiscal Years 1987, 2003 and 2004**  
**(Recruitment Data)**

Capability	18 - 21			22 - 24			25 - 34			35 - 44		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Have personal computer	N/A	76.6	82.4	N/A	78.1	81.8	N/A	83.2	85.4	N/A	87.5	89.2
Have Internet access	N/A	61.9	70.1	N/A	72.4	68.9	N/A	75.1	77.9	N/A	79.8	81.5
Have Broadband access	N/A	20.9	25.6	N/A	18.8	33.4	N/A	28.0	34.1	N/A	28.1	32.2

Capability	45 - 54			55 - 64			65 - 69			70 +		
	1987	2003	2004	1987	2003	2004	1987	2003	2004	1987	2003	2004
Have personal computer	N/A	83.9	84.6	N/A	72.8	76.8	N/A	58.8	60.1	N/A	40.6	43.4
Have Internet access	N/A	77.6	77.4	N/A	65.6	68.6	N/A	50.4	53.0	N/A	34.1	36.4
Have Broadband access	N/A	26.5	29.3	N/A	20.7	21.4	N/A	16.2	11.5	N/A	10.4	7.1

⊖Fluctuations may be due to small sample sizes.

Note: Broadband access includes any form of Internet Access other than Dial-up

# Appendix B: Methodology

## Study Design and Methodology

The U.S. Postal Service Household Diary Study (HDS), conducted by NuStats on behalf of the Demand Forecasting & Economic Analysis division of the Postal Service's Finance Department, is a continuously fielded study that measures household mail volumes, mail uses and attitudes about the mail and advertising.

The HDS uses a two-stage survey design: Stage 1 is an interviewer-mediated household interview and Stage 2 is a self-completion mail diary. [Appendix C contains the survey instruments.] The HDS uses a multi-mode approach to minimize response bias, improve data accuracy through efficient data checking and householder re-contacts, and provide immediate telephone assistance to participants 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 the household selection process for participation in the HDS. A sample is the representative subset of the survey population used to gain information about the entire population. The population of inference for the HDS is all U.S. households. The probability design ensures each household has an equal chance of selection.

The sample design allows projections of results to all U.S. households. The Postal Service provided an

address sample that NuStats 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, ensuring even coverage across the United States.

A master national sample was specified and drawn by in-house sampling statisticians. The Postal Service drew the household probability sample from the national address database following NuStats specifications. The master list, sorted 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 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 B.1 below shows the distribution of recruited and completed households.

**Table B.1:**  
Sample by Postal Quarter

Quarter	Required Sample	Recruited Households	Completed Households
Quarter 1	1,300	2,140	1,422
Quarter 2	1,300	2,126	1,408
Quarter 3	1,300	2,071	1,363
Quarter 4	1,300	2,102	1,348
<b>Total</b>	<b>5,200</b>	<b>8,439</b>	<b>5,541</b>

## Data Collection Method

The study uses a two-stage design in which households are recruited to participate in the diary study in a household interview (Stage 1) and recruited households complete a seven-day diary of mail received and sent (Stage 2).

### Stage 1: Household Recruitment Interview

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

Households completed the recruitment interview via computer-assisted telephone interviewing (CATI) technology. The FY 2004 household interview consisted of 8,439 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 155 items and took an average of 23 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-US friends and relatives.** If members of the households had any friends or relatives living overseas, they were asked about cards, letters, emails, telephone calls, and wire transfers sent.
- **Technology adoption and use.** Questions were asked about ownership and use of personal computers, fax machines, Internet, and other 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 FY 2004 study (defined as the proportion of respondents who completed the diary portion relative to all recruited respondents) was 65.7 percent. This represents an increase from 63.2 percent in 2003. Most recruitment refusals took place prior to hearing who NuStats was and why the firm was calling. Refusal households that were later re-contacted cited time constraints and privacy concerns as 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 began, NuStats made reminder calls to each household to confirm receipt of the packet and answer any last-minute questions. If the packet was not received by this time, NuStats re-confirmed the address, assigned a new diary week, and re-sent the packet.

The diary package contained a Certificate of Appreciation, 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:

- The Question sheets contained in the Instruction Booklet. The Question sheets were color-coded by mail classification (e.g. First-Class Mail received, First-Class Mail sent, Standard, Bulk Rate, Nonprofit, etc.). Information to be collected about each mail classification included: type of mail piece (i.e. envelope, postcard, catalog), receiver zip code, sender zip code, mail classification, mail type, sender type, information about advertising enclosed and receiver reaction or responses to it, and timeliness of the mail piece arrival.
- Seven answer booklets, each specific to a day of the week. Each booklet was arranged by mail classification and color-coded to correspond to the question sheets.

Households were instructed to enclose pertinent information from each mail piece received 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 8,439 households recruited to receive a diary package, 5,541 actually returned acceptable completed diaries (defined as containing data suitable for analysis) to NuStats for a completion rate of 65.7 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 re-contacted. NuStats identified extreme values that were impossible or unlikely, and corrected inconsistent data when possible. For example, extremely high numbers of computers owned by a household were examined to determine whether they were legitimate or probable entry errors.

Some extreme/inconsistent data values unable to be corrected were edited to missing values.

In addition, NuStats performed in-depth customized data checks to ensure 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 is stored in a locked archival file.

## **Sample Demographic Profile (all counts unweighted), Government Fiscal Year 2004**

**Table B.2:**  
Annual Household Income by Recruitment / Retrieval Status

Annual Household Income	Recruited Households		Total	Sample Percent	Population Percent
	Retrieved	Not Retrieved			
Under \$7,000	53	60	113	1.1	5.3
\$7,000 - \$9,999	83	77	160	1.7	3.8
\$10,000 - \$14,999	191	145	336	3.9	6.9
\$15,000 - \$19,999	212	151	363	4.4	6.6
\$20,000 - \$24,999	260	178	438	5.4	6.4
\$25,000 - \$34,999	558	256	814	11.5	11.8
\$35,000 - \$49,999	738	328	1,066	15.2	14.9
\$50,000 - \$64,999	814	362	1,176	16.8	11.7
\$65,000 - \$79,999	662	304	966	13.6	9.0
\$80,000 - \$99,999	552	256	808	11.4	8.3
\$100,000 or more	730	352	1,082	15.0	15.2
Don't Know	58	46	104	N/A	N/A
Refused	630	383	1,013	N/A	N/A
<b>Total</b>	<b>5,541</b>	<b>2,898</b>	<b>8,439</b>	<b>100.0</b>	<b>100.0</b>

Note: Sample Percent based only on retrieved households that provided a response to the Household Income question.  
Population percent based on US Census Bureau, Current Population Survey Annual Demographic File (March 2004).

**Table B.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	1,137	722	1,859	20.5	32.5
Two	3,547	1,612	5,159	64.0	53.3
Three	625	398	1,023	11.3	10.2
Four	194	125	319	3.5	3.1
Five or More	38	41	79	0.7	0.9
<b>Total</b>	<b>5,541</b>	<b>2,898</b>	<b>8,439</b>	<b>100.0</b>	<b>100.0</b>

Note: Sample Percent based only on retrieved households.

Population percent based on US Census Bureau, Current Population Survey Annual Demographic File (March 2004).

**Table B.4:**  
Geographic Region by Recruitment / Retrieval Status

Geographic Region	Recruited Households		Total	Sample Percent	Population Percent
	Retrieved	Not Retrieved			
Northeast	1,135	497	1,632	20.5	19.2
Midwest	1,459	615	2,074	26.3	23.4
South	1,944	1,268	3,212	35.1	36.0
West	1,003	518	1,521	18.1	21.3
<b>Total</b>	<b>5,541</b>	<b>2,898</b>	<b>8,439</b>	<b>100.0</b>	<b>100.0</b>

Note: Sample Percent based only on retrieved households.

Population percent based on US Census Bureau, Census 2000, Summary File 3, Table H6 (Occupied Housing Units).

**Table B.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	2,468	1,323	3,791	44.5	48.7
Other Metro Areas	1,827	956	2,783	33.0	29.9
Non-Metropolitan Areas	1,246	619	1,865	22.5	21.4
<b>Total</b>	<b>5,541</b>	<b>2,898</b>	<b>8,439</b>	<b>100.0</b>	<b>100.0</b>

Note: Sample Percent based only on retrieved households.

Population percent based on US Census Bureau, Census 2000; Strata based on Metro Area Classification by County.

**Table B.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	90	91	181	1.7	5.7
25 - 44	1,662	989	2,651	31.0	37.9
45 - 64	2,292	1,082	3,374	42.7	35.7
65+	1,318	662	1,980	24.6	20.6
Refused	179	74	253	N/A	N/A
<b>Total</b>	<b>5,541</b>	<b>2,898</b>	<b>8,439</b>	<b>100.0</b>	<b>100.0</b>

Note: Sample Percent based only on retrieved households that provided a valid response.  
Population percent based on US Census Bureau, Current Population Survey Annual Demographic File (March 2004).

**Table B.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	71	102	173	1.3	5.9
Some high school	199	187	386	3.6	8.9
High school graduate	1,605	975	2,580	29.1	30.3
Some college	1,158	571	1,729	21.0	18.6
Technical school graduate	162	75	237	2.9	8.5
College graduate	1,387	628	2,015	25.2	18.0
Postgraduate work	928	325	1,253	16.8	9.8
Refused	31	35	66	N/A	N/A
<b>Total</b>	<b>5,541</b>	<b>2,898</b>	<b>8,439</b>	<b>100.0</b>	<b>100.0</b>

Note: Sample Percent based only on retrieved households that provided a valid response.  
Population percent based on US Census Bureau, Current Population Survey Annual Demographic File (March 2004).

## Data Weighting and Expansion

This section explains the methodology used for creating sampling and expansion weights for the FY 2004 Household Diary Study.

The FY 2004 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 U.S. households.

### Weighting Procedures – FY 2004 Recruitment

Sampling weights were produced separately for the households that participated in the recruitment phase of the FY 2004 HDS, and those that completed and returned a diary. There were two main weighting variables: Geography and Education. FY 2004 recruitment geographic weights were derived from sample households' strata and region:

**Strata:** As mentioned previously, there are 3 strata. A household was classified within strata as residing in the top 30 metropolitan areas nationwide, any other metropolitan area, or a non-metropolitan area<sup>1</sup>. Table B.8 provides unweighted sample counts from FY 2004 recruitment data for strata:

**Table B.8:**  
HDS 2004 Recruitment Data: Urban/Rural Location

Urban / Rural Location	Household	Percent	Cumulative Percent
30 Largest Metro Areas	3,791	45	45
Other Metro Areas	2,783	33	78
Non-Metro Counties	1,865	22	100%
<b>Total</b>	<b>8,439</b>	<b>100%</b>	

<sup>1</sup> 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:	
<b>Northeast:</b>	Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.
<b>Midwest:</b>	Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.
<b>South:</b>	Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.
<b>West:</b>	Arizona, Alaska, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming.

**Table B.9:**  
HDS 2004 Recruitment Data: Geographic Region

Geographic Region	Households	Percent	Cumulative Percent
Northeast	1,632	19	19
Midwest	2,074	25	44
South	3,212	38	82
West	1,521	18	100%
<b>Total</b>	<b>8,935</b>	<b>100%</b>	

**Strata/Regions:** Table B.10 indicates the distribution of households from the FY 2004 recruitment sample within strata and regions.

Population parameters for the intersection of the three strata and four regions were based on 2000 Census counts of households by county. As Table B.10 shows, each county was grouped according to its location within these 12 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 B.11.

**Table B.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	978	432	222	<b>1,632</b>
Midwest	1,008	561	505	<b>2,074</b>
South	934	1,424	854	<b>3,212</b>
West	871	366	284	<b>1,521</b>
<b>Total</b>	<b>3,791</b>	<b>2,783</b>	<b>1,865</b>	<b>8,439</b>

**Table B.11:**  
HDS 2004 Recruitment Data: Construction of Geographic Weight

Stratum	Geographic Region	Households (Population)	Percent	Households (Sample)	Percent	Weight
<b>30 Largest Metro Areas</b>	Northeast	13,512,686	13	978	12	1.11
	Midwest	11,317,737	11	1,008	12	0.90
	South	12,488,134	12	934	11	1.07
	West	14,020,576	13	871	10	1.29
<b>Other Metro Areas</b>	Northeast	4,134,396	4	432	5	0.77
	Midwest	6,617,353	6	561	6	0.94
	South	15,769,481	15	1,424	17	0.89
	West	5,061,183	5	366	4	1.11
<b>Non-Metro Areas</b>	Northeast	2,638,540	3	222	3	0.95
	Midwest	6,799,442	6	505	6	1.08
	South	9,757,599	9	854	10	0.91
	West	3,362,974	3	284	3	0.95
<b>Totals</b>		<b>105,480,101</b>	<b>100%</b>	<b>8,439</b>	<b>100%</b>	<b>1.00</b>

Source: Household Population Estimates based on U.S. Census Bureau, 2000 Census.

**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 2004. 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 2004; mean levels of educational attainment were based on geography (strata and regions), as well as age and income level, if provided.

**Table B.12:**  
HDS 2004 Recruitment Data: Construction of Educational Attainment Weight

<b>Educational Attainment</b>	<b>Households (Population)</b>	<b>Percent</b>	<b>Households (Sample)</b>	<b>Percent</b>	<b>Weight</b>
8 <sup>th</sup> Grade or Less	6,588,521	6	173	2	2.87
Some high school	9,983,103	9	388	5	1.94
High school graduate	33,930,017	30	2,585	31	0.99
Some college	20,776,192	19	1,760	21	0.89
Technical school graduate	9,552,760	9	264	3	2.73
College graduate	20,155,460	18	2,016	24	0.75
Post graduate work	10,921,488	10	1,253	15	0.66
<b>Totals</b>	<b>111,907,541</b>	<b>100%</b>	<b>8,439</b>	<b>100%</b>	<b>1.00</b>

## Weighting Procedures – FY 2004

### Diary Data

As mentioned above, 8,439 households participated in the recruitment phase of the FY 2004 HDS and 5,541 households completed usable diaries. Balancing weights for the FY 2004 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 111.9 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

$$111,907,541 / 5,541 = 20,196.27$$

#### Component Weight:

$$\omega = \frac{P_s / P_t}{S_s / S_t}$$

Where  $P_s$  = population count in cohort and  
 $P_t$  = total population count;  
 $S_s$  = sample count in cohort and  
 $S_t$  = 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 FY 2004 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

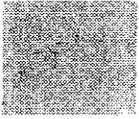
should equal mail received by households from households. (This situation does not necessarily exist within the confines of a finite sample since households may receive mail from households outside the sampling frame.) Therefore, household mail sent is adjusted to equal household mail received. This factor (1.40) 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 (1.10) was applied to First-Class Mail sent by households to non-households.

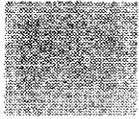
The following table indicates adjustment factors applied by postal classification:

**Table B.13:**  
HDS 2004 Adjustment Factors Utilized by Postal Classification

Postal Classification	Destination Adjustment Factor	Household-to-Household	Household-to-Nonhousehold
First-Class Letters & Flats	0.92	1.40	1.10
Bulk Rate Letters & Flats	0.96	N/A	N/A
Non-Profit Letters & Flats	0.97	N/A	N/A
Postal Service Packages	1.00	N/A	N/A
Periodicals	0.80	N/A	N/A



## Appendix C: Survey Instruments



# Appendix C1: Recruitment Questionnaire

**United States Postal Service Household Diary Study 2004  
CATI Instrument**

**Acronym Dictionary**

DK = Do not know

RF = Refusal

N/A = Not applicable

**Recruitment Questionnaire**

[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> THE CALLBACK NAME WE HAVE IS <NAME> IF NAME IS BLANK IT IS UNLISTED SAMPLE.

OK.....Continue  
NA.....No Answer  
BZ.....Busy  
AM.....Answering Machine  
DC.....Disconnect  
FX.....Computer/Fax Machine  
BG.....Business/Government  
LB.....Deaf/Language Barrier  
R1.....1<sup>st</sup> Refusal  
CB.....Call Back  
SC.....Spanish Callback  
OL.....Remove my name. Don't call again  
HU.....Hang Up

[INTRO] 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.

- 1 Continue where I left off
- 2 Restart at the beginning

**United States Postal Service Household Diary Study 2004  
CATI Instrument**

[INT02] 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 stuffing 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 week of September 20<sup>th</sup> through the 26<sup>th</sup>. 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.

IF NEEDED: Your household was selected to participate in the diary study the week of September 20-26. I'm sorry your household is not eligible for another week, but thank you for your time and interest.

OK.....Continue  
CB.....Call Back  
R1.....1<sup>st</sup> Refusal  
HU.....Hang Up  
IE.....Ineligible

[VADD] First, I'd like to verify your mailing address. Is it ...ADDR<MADDR>  
APT<MSUIT> CITY<MCITY> STATE<MSTAT> ZIP<MZIP1><MZIP2><APTML>

1.....Yes           SKIP=>Q1  
2.....No            SKIP=>INT10

[Q1] RESPONDENT GENDER, DON'T ASK

1.....Male  
2.....Female

**United States Postal Service Household Diary Study 2004  
CATI Instrument**

[Q3] I'd like to get an idea of some of the things that interest you. As I read each activity, please tell me whether you enjoy it very much, quiet a bit, a little, or not at all?

- [Q3D] E-mailing via the Internet
- [Q3E] Writing cards and letters to friends
- [Q3G] Reading cards and letters
- [Q3A] Watching television
- [Q3B] Reading books and magazines
- [Q3F] Reading newspapers
- [Q3H] Shopping on the Internet
- [Q3I] Telephoning family and friends

- 4.....VERY MUCH
- 3.....QUITE A BIT
- 2.....A LITTLE
- 1.....NOT AT ALL
- 8.....DON'T KNOW
- 9.....NA/RF

[SCR2] For the following questions, 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.

1.....Continue

[Q4] 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.

PROBE FOR SPECIFIC NUMBER 0-90

- 98.....DON'T KNOW
- 99.....NA/RF

[Q5] About how many greeting cards did your household send by mail during the Christmas/Hanukkah/Kwanza season last year?

PROBE FOR SPECIFIC NUMBER 0-997

- 998.....DON'T KNOW
- 999.....NA/RF

United States Postal Service Household Diary Study 2004  
CATI Instrument

[Q6] Not counting the cards we just talked about, approximately how many greeting cards would you say are sent to friends or relatives in an average month?

PROBE FOR SPECIFIC NUMBER 0-80

- 98.....DON'T KNOW
- 99.....NA/RF

[Q7] About how many electronic greeting cards—not e-mail messages—did your household send through the Internet last month?

PROBE FOR SPECIFIC NUMBER 0-80

- 98.....DON'T KNOW
- 99.....NA/RF

[SCRIP8]/[Q8] Not counting the Christmas and Hanukkah packages your household sends about how many packages did your household mail in the last month?

1.....Continue

PROBE FOR SPECIFIC NUMBER 0-80

- 98.....DON'T KNOW
- 99.....NA/RF

[Q9\_01-05] Which of the following methods of mailing personal packages—not letter mail—have household members used in the last six months?

- 1.....Official U.S. Post Office
- 2.....Private mailing service, like Post Office Plus, or Parcel Place
- 3.....Private package shipping company, like UPS or Federal Express
- 4.....Gave the package to my mail carrier
- 5.....None
- 6.....OTHER, SPECIFY
- 8.....DK
- 9.....NA/RF

**United States Postal Service Household Diary Study 2004  
CATI Instrument**

[Q10] Does your household rent a Post Office box?

- 1.....Yes
- 2.....No
- 8.....DK
- 9.....NA/RF

[Q11] Do any members of your household rent a box from a private mailing service, like Post Office Plus, or Parcel Place?

- 1.....Yes
- 2.....No
- 8.....DK
- 9.....NA/RF

[Q12] How many times in an average month do household members go to a U.S. Post Office?

VERIFY RESPONSE IF MORE THEN 30 RANGE: 0-60

- 98.....DK
- 99.....NA/RF

[Q13] How many times in an average month do household members go to a private mailing service? RANGE: 0-30

- 98.....DK
- 99.....NA/RF

**United States Postal Service Household Diary Study 2004  
CATI Instrument**

[Q14] 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.

- 01.....HOURS-LONGER/LATER
- 02.....LOCATION
- 03.....OFFERS PICK UP SERVICE
- 04.....CHEAPER
- 05.....FASTER/OVERNIGHT DELIVERY
- 06.....OFFERS DROP OFF SERVICE
- 07.....PACKAGES IT UP
- 08.....SERVICE-BETTER/MORE EFFICIENT/FRIENDLY
- 09.....MORE RELIABLE/SEEMS SAFER
- 11.....USES ONLY IN SPECIAL CIRCUMSTANCES
- 12.....FOR EXTRA SERVICES (COPYING, FAXES, MAIL BOXES,  
ETC.)
- 13.....SHORTER WAIT TIME/LINES, LESS CROWDED
- 14.....'SHIP TO' REQUESTED IT
- 16.....ACCEPTS ODD-SHAPED/OVERSIZED PACKAGES
- 18.....ON-LINE TRACKING SERVICE
- 20.....USES ONLY FOR JOB/WORK-RELATED PACKAGES
- 21.....TO USE U.P.S.
- 97.....OTHER, SPECIFY
- 99.....DK/RF

[Q15] Do members of your household have any friends or relatives, other than those in the military, who live in a foreign country?

- 1.....Yes
- 2.....No => Go to Q22
- 8.....DK => Go to Q22
- 9.....NA/RF => Go to Q22

[Q16] About how many cards and letters, have members of your household sent to them in the past twelve months? RANGE: 0-90

- 98.....DK
- 99.....NA/RF

United States Postal Service Household Diary Study 2004  
CATI Instrument

[Q17] About how many times has your household telephoned them in the past twelve month? RANGE: 0-997

998.....DK  
999.....NA/RF

[Q18] About how many times has your household e-mailed them in the past twelve months? RANGE: 0-997

998.....DK  
999.....NA/RF

[Q19] And, about how many times has your household wired money to them in the past twelve months? RANGE: 0-50

98.....DK  
99.....NA/RF

[Q22] How many personal computers does your household own? RANGE: 0-9

98.....DK  
99.....NA/RF

[Q23] How many of these computers have Internet access?

DO NOT ACCEPT A NUMBER GREATER THEN <q22>.

98.....DK  
99.....NA/RF

[Q24] What type of Internet Connection do you have? Is it...

01.....Regular dial-up (modem)  
02.....High speed dial-up (modem)  
03.....Cable modem  
04.....Broadband  
05.....DSL  
06.....T1 Line  
07.....Wireless  
97.....OTHER, SPECIFY  
99.....DK/RF

**United States Postal Service Household Diary Study 2004  
CATI Instrument**

[Q26] 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 likely or not at all likely?

[Q26A] Personal computer

[Q26C] Internet access

[Q26D] How likely is it that you will upgrade your Internet connection in the next year?

- 4.....VERY LIKELY
- 3.....SOMEWHAT LIKELY
- 2.....SOMEWHAT UNLIKELY
- 1.....NOT AT ALL LIKELY
- 0.....ALREADY HAVE IT
- 9.....DK/RF

[Q25] Do members of your household use the Internet to communicate with others via email?

- 1.....Yes
- 2.....No
- 8.....DK
- 9.....RF

[SCR3] Traditionally, people pay bills in person or by mail. Now, some banks offer a service that allows you to pay bills by telephone or over the Internet.

[Q27A] Have you heard of bank services that allow you to pay bills by telephone?

- 1.....Yes
- 2.....No
- 8.....DK
- 9.....NA/RF

[Q27B] Have you heard of bank services that allow you to pay bills by Internet?

- 1.....Yes
- 2.....No
- 8.....DK
- 9.....NA/RF

[Q28] How many bills or other types of account statements do you receive electronically, either on-line at a website or through email, each month? RANGE: 1-80

- 00.....None
- 99.....DK/RF

**United States Postal Service Household Diary Study 2004  
CATI Instrument**

[Q28A] Approximately how long have you been receiving these bills and account statements electronically?

- 1.....Less then 1 month
- 2.....1 to 6 month
- 3.....6 month to a year
- 3.....More then 1 year
- 9.....DK/RF

[Q28B] How many of these <Q28> bills and accounts do you also receive paper statements for? RANGE: 1-80

- 00.....None
- 99.....DK/RF

[Q30] In which of the following ways does your household pay bills?

- [Q30A] By mail
- [Q30B] In Person
- [Q30C] By telephone
- [Q30D] Via Internet
- [Q30E] By ATM
- [Q30F] By automatic deduction from bank account
- [Q30G] By mail automatic charge to credit card

- 1.....Yes
- 2.....No
- 8.....DK
- 9.....RF

**United States Postal Service Household Diary Study 2004  
CATI Instrument**

[Q29] About how many total bills does your household pay, by any method, in an average month? RANGE: 1-80

98.....None

99..... RF

[Q31A] About how many of your monthly bills are paid by Mail?

IF THE SUM OF BILLS IS MORE THAN <29> THE TOTAL, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN. RANGE: 1-80

98.....None

99.....DK/RF

[Q31B] How many are paid in person?

IF THE SUM OF BILLS IS MORE THAN <29> THE TOTAL, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN. RANGE: 1-80

98.....None

99.....DK/RF

[Q31C] How many are paid by telephone?

IF THE SUM OF BILLS IS MORE THAN <29> THE TOTAL, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN. RANGE: 1-20

98.....None

99.....DK/RF

[Q31D] How many are paid via Internet?

IF THE SUM OF BILLS IS MORE THAN THE <29> TOTAL, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN. RANGE: 1-40

98.....None

99.....DK/RF

United States Postal Service Household Diary Study 2004  
CATI Instrument

[Q31E] How many are paid by ATM (IF NEEDED: AUTOMATIC TELLER MACHINE)?

IF THE SUM OF BILLS IS MORE THAN <29> THE TOTAL, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN. RANGE: 1-10

- 98.....None
- 99.....DK/RF

[Q31F] How many are paid by automatic deduction from bank account?

IF THE SUM OF BILLS IS MORE THAN <29> THE TOTAL, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN. RANGE: 1-21

- 98.....None
- 99.....DK/RF

[Q31G] How many are paid by automatic charge to credit card?

IF THE SUM OF BILLS IS MORE THAN <29> THE TOTAL, YOU WILL BE TAKEN BACK TO THE BEGINNING TO TRY AGAIN. RANGE: 1-10

- 98.....None
- 99.....DK/RF

[Q32A\_01-09] What type of bills do you pay by mail?

PLEASE READ THE LIST

- 0.....NONE OF THESE
- 1.....Natural Gas/Propane/Fuel Oil/Etc
- 2.....Electric
- 3.....Telephone
- 4.....Water/Sewer
- 5.....Credit Cards
- 6.....Rent/Mortgage
- 7.....Cable TV/Satellite TV
- 8.....Insurance
- 9.....Loan(s)

**United States Postal Service Household Diary Study 2004  
CATI Instrument**

[Q33A] What is the main reason that you pay these bills by mail?

PLEASE DO NOT READ THE LIST

- 01.....EASY TO USE
- 02.....SAVES TIME
- 06.....HABIT/LIKE TRADITIONAL WAY
- 07.....NO OTHER OPTION
- 08.....OUT OF STATE/NOT LOCAL
- 12.....MOST TRUSTED METHOD
- 14.....WANT WRITTEN RECORD/TO TRACK/ MORE CONTROL
- 19.....CHEAPEST METHOD
- 97.....OTHER, SPECIFY
- 99.....DK/RF

[Q32B 01-09] What types of bills do you pay in person?

PLEASE READ THE LIST

- 0.....NONE OF THESE
- 1.....Natural Gas/Propane/Fuel Oil/Etc
- 2.....Electric
- 3.....Telephone
- 4.....Water/Sewer
- 5.....Credit Cards
- 6.....Rent/Mortgage
- 7.....Cable TV/Satellite TV
- 8.....Insurance
- 9.....Loan(s)

**United States Postal Service Household Diary Study 2004  
CATI Instrument**

[Q33B] What is the main reason that you pay these bills in person?

PLEASE DO NOT READ THE LIST

- 01.....EASY
- 02.....SAVES TIME
- 06.....HABIT/LIKE TRADITIONAL WAY
- 07.....NO OTHER OPTION
- 09.....CONCERNED ABOUT SECURITY/SAFETY
- 11.....BILL PAST DUE/PAYMENT POSTED IMMEDIATELY
- 12.....MOST TRUSTED METHOD
- 14.....WANT WRITTEN RECORD/TO TRACK/ MORE CONTROL
- 15.....CHEAPER/SAVES ON POSTAGE
- 20.....CONVENIENT LOCATION/IN THE AREA
- 97.....OTHER, SPECIFY
- 99.....DK/RF

[Q32C\_01-09] What type of bills do you pay by telephone?

PLEASE READ THE LIST

- 0.....NONE OF THESE
- 1.....Natural Gas/Propane/Fuel Oil/Etc
- 2.....Electric
- 3.....Telephone
- 4.....Water/Sewer
- 5.....Credit Cards
- 6.....Rent/Mortgage
- 7.....Cable TV/Satellite TV
- 8.....Insurance
- 9.....Loan(s)

**United States Postal Service Household Diary Study 2004  
CATI Instrument**

[Q33C] What is the main reason that you pay these bills by telephone?

PLEASE DO NOT READ THE LIST

- 01.....EASY TO USE
- 02.....SAVES TIME
- 04.....GET DISCOUNT ON CHARGES IF PAY BILLS THIS WAY
- 07.....NO OTHER OPTION
- 11.....BILL PAST DUE/PAYMENT POSTED IMMEDIATELY
- 12.....MOST TRUSTED METHOD
- 15.....CHEAPER/SAVES ON POSTAGE
- 16.....CREDIT CARD ACCEPTED
- 17.....NO TRAVEL REQUIRED
- 18.....PAID AUTOMATICALLY/DON'T HAVE TO THINK ABOUT IT
- 97.....OTHER, SPECIFY
- 99.....DK/RF

[Q32D\_01-09] What type of bills do you pay via Internet?

PLEASE READ THE LIST

- 0.....NONE OF THESE
- 1.....Natural Gas/Propane/Fuel Oil/Etc
- 2.....Electric
- 3.....Telephone
- 4.....Water/Sewer
- 5.....Credit Cards
- 6.....Rent/Mortgage
- 7.....Cable TV/Satellite TV
- 8.....Insurance
- 9.....Loan(s)

**United States Postal Service Household Diary Study 2004  
CATI Instrument**

[Q33D] What is the main reason that you pay these bills via Internet?

PLEASE DO NOT READ THE LIST

- 01.....EASY TO USE
- 02.....SAVES TIME
- 06.....HABIT
- 07.....NO OTHER OPTION
- 11.....BILL PAST DUE/PAYMENT POSTED IMMEDIATELY
- 12.....MOST TRUSTED METHOD
- 14.....WANT WRITTEN RECORD/TO TRACK/ MORE CONTROL
- 15.....CHEAPER/SAVES ON POSTAGE
- 18.....PAID AUTOMATICALLY/DON'T HAVE TO THINK ABOUT IT
- 23.....TO PAY INTERNET PURCHASES
- 97.....OTHER, SPECIFY
- 99.....DK/RF

[Q32E\_01-09] What type of bills do you pay by ATM (IF NEEDED: AUTOMATED TELLER MACHINE)?

PLEASE READ THE LIST

- 0.....NONE OF THESE
- 1.....Natural Gas/Propane/Fuel Oil/Etc
- 2.....Electric
- 3.....Telephone
- 4.....Water/Sewer
- 5.....Credit Cards
- 6.....Rent/Mortgage
- 7.....Cable TV/Satellite TV
- 8.....Insurance
- 9.....Loan(s)

United States Postal Service Household Diary Study 2004  
CATI Instrument

[Q33E] What is the main reason that you pay these bills by ATM (IF NEEDED:  
AUTOMATED TELLER MACHINE)?

PLEASE DO NOT READ THE LIST

- 01.....EASY TO USE
- 02.....SAVES TIME
- 07.....NO OTHER OPTION
- 08.....OUT OF STATE/NOT LOCAL
- 11.....BILL PAST DUE/PAYMENT POSTED IMMEDIATELY
- 12.....MOST TRUSTED METHOD
- 14.....WANT WRITTEN RECORD/TO TRACK/ MORE CONTROL
- 15.....CHEAPER/SAVES ON POSTAGE
- 17.....NO TRAVEL REQUIRED
- 20.....CONVENIENT LOCATION/IN THE AREA
- 97.....OTHER, SPECIFY
- 99.....DK/RF

[Q32F\_01-09] What type of bills do you pay by automatic deduction from bank account?

PLEASE READ THE LIST

- 0.....NONE OF THESE
- 1.....Natural Gas/Propane/Fuel Oil/Etc
- 2.....Electric
- 3.....Telephone
- 4.....Water/Sewer
- 5.....Credit Cards
- 6.....Rent/Mortgage
- 7.....Cable TV/Satellite TV
- 8.....Insurance
- 9.....Loan(s)

**United States Postal Service Household Diary Study 2004  
CATI Instrument**

[Q33F] What is the main reason that you pay these bills by automatic deduction from bank account?

PLEASE DO NOT READ THE LIST

- 01.....EASY TO USE
- 02.....SAVES TIME
- 04.....GET DISCOUNT ON CHARGES IF PAY BILLS THIS WAY
- 06.....HABIT/LIKE TRADITIONAL WAY
- 07.....NO OTHER OPTION
- 08.....OUT OF STATE/NOT LOCAL
- 11.....BILL PAST DUE/PAYMENT POSTED IMMEDIATELY
- 12.....MOST TRUSTED METHOD
- 15.....CHEAPER/SAVES ON POSTAGE
- 18.....PAID AUTOMATICALLY/DON'T HAVE TO THINK ABOUT IT
- 22.....SAME AMOUNT DEDUCTED EVERY MONTH/EASY TO BUDGET
- 24.....SET UP THAT WAY/OFFERED
- 97.....OTHER, SPECIFY
- 99.....DK/RF

[Q32G\_01-09] What type of bills do you pay by automatic charge to credit card?

PLEASE READ THE LIST

- 0.....NONE OF THESE
- 1.....Natural Gas/Propane/Fuel Oil/Etc
- 2.....Electric
- 3.....Telephone
- 4.....Water/Sewer
- 5.....Credit Cards
- 6.....Rent/Mortgage
- 7.....Cable TV/Satellite TV
- 8.....Insurance
- 9.....Loan(s)

United States Postal Service Household Diary Study 2004  
CATI Instrument

[Q39B] How many of these <Q38> magazines are monthly?

VERIFY IF OVER 15, RANGE: 0-25

98.....DK

99.....RF

[Q39C] How many of these <Q38> magazines are bi-weekly?

VERIFY IF OVER 4, RANGE: 0-6

98.....DK

99.....RF

[Q40] How many different newspapers do members of your household receive through the mail in an average week?

PROBE FOR SPECIFIC NUMBER, RANGE: 0-15

98.....DK

99.....RF

[Q41A] How many of these <Q40> newspapers are Daily—7 days?

VERIFY IF OVER 6, RANGE: 0-15

98.....DK

99.....RF

[Q41B] How many of these <Q40> newspapers are Daily—Monday-Friday only or Saturday only?

VERIFY IF OVER 4, RANGE: 0-5

98.....DK

99.....RF

[Q41C] How many of these <Q40> newspapers are weekly?

VERIFY IF OVER 4, RANGE: 0-6

98.....DK

99.....RF

**United States Postal Service Household Diary Study 2004  
CATI Instrument**

[Q41D] How many of these <Q40> newspapers are Sunday only?

VERIFY IF OVER 3, RANGE: 0-6

98.....DK

99.....RF

[Q41E] How many of these <Q40> newspapers are Monthly?

VERIFY IF OVER 5, RANGE: 0-6

98.....DK

99.....RF

[Q42] How many different newspapers do members of your household purchase which do not come through the mail?

PROBE FOR SPECIFIC NUMBER, RANGE: 0-32

98.....DK

99.....RF

[Q43A] How many of these <Q42> newspapers are Daily—7 days?

VERIFY IF OVER 6, RANGE: 0-21

98.....DK

99.....RF

[Q43B] How many of these <Q42> newspapers are Daily—Monday-Friday only or Saturday only?

VERIFY IF OVER 4, RANGE: 0-12

98.....DK

99.....RF

United States Postal Service Household Diary Study 2004  
CATI Instrument

[Q43C] How many of these <Q42> newspapers are weekly?

VERIFY IF OVER 4, RANGE: 0-6

98.....DK

99.....RF

[Q43D] How many of these <Q42> newspapers are Sunday only?

VERIFY IF OVER 3, RANGE: 0-4

98.....DK

99.....RF

[Q43E] How many of these <Q42> newspapers are Monthly?

VERIFY IF OVER 5, RANGE: 0-12

98.....DK

99.....RF

[Q44] How many are received via the Internet? RANGE: 0-12

98.....DK

99.....RF

[Q45] Does your Sunday newspaper or newspapers include a magazine supplement such as Parade or Family Weekly?

1.....Yes

2.....No

8.....DK

9.....NA/RF

[Q46] 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

998.....DK

999.....RF

**United States Postal Service Household Diary Study 2004  
CATI Instrument**

[Q47] When members of your household receive advertising material this way, do you...

- 1.....Usually read it
- 2.....Usually scan it
- 3.....Read some, don't read others
- 4.....Usually don't read it
- 8.....DK
- 9.....NA/RF

[Q48] Now, thinking only about advertisements and coupons you received through the mail in the last month, did any member of your household pass any of these items on to friends, family, co-workers, or others?

- 1.....Yes
- 2.....No
- 8.....DK
- 9.....NA/RF

[SCR4] The following statements might describe how you feel about receiving advertising or promotional material in various ways.

- 1.....Continue

[Q49] Which statement best describes how you personally feel about receiving this material?

- [Q49A] Through the mail
- [Q49B] By telephone through telemarketing
- [Q49C] Through newspaper advertisements
- [Q49D] Through email
- [Q49E] Online on Web sites
- [Q49F] In a plastic bag on doorknob
- [Q49G] Through television advertisements
- [Q49H] Through radio advertisements
- [Q49I] Through the fax machine
- [Q49J] In TV screens at airports or stores

- 1.....I would like to receive more
- 2.....I don't mind getting ads this way
- 3.....I wish there were less
- 8.....DK
- 9.....NA/RF

**United States Postal Service Household Diary Study 2004  
CATI Instrument**

[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.....Prefer it
- 2.....Oppose it
- 3.....Not care one way or the other
- 8.....DK
- 9.....NA/RF

[Q51] Within the past 12 months, has anyone in this household ordered an article or product after having received advertising or promotional materials in the mail?

- 1.....Yes
- 2.....No           Skip =>Q55
- 8.....DK           Skip =>Q55
- 9.....NA/RF       Skip =>Q55

[Q52] Within the past twelve months, about how many orders did members of this household make as a result of getting sales, advertising, or promotional material in the mail? RANGE: 0-80

- 98.....DK Skip =>Q55
- 99.....RF Skip =>Q55

[Q53] What about in the last month? RANGE: 0-30

- 98.....DK Skip =>Q55
- 99.....RF Skip =>Q55

[Q54A] Of the <Q53> orders in the last month, how many were placed by phone?

VERIFY IF OVER 20, RANGE: 0-30

- 98.....DK
- 99.....RF

**United States Postal Service Household Diary Study 2004  
CATI Instrument**

[Q54B] Of the <Q53> orders in the last month, how many were placed by mail?

VERIFY IF OVER 15, RANGE: 0-20

98.....DK  
99.....RF

[Q55] Within the past twelve months, about how many purchases did your household make over the Internet at home?

VERIFY IF OVER 100, RANGE: 0-200

998.....DK  
999.....RF

[Q56] What about in the last month? RANGE: 0-40

98.....DK  
99.....RF

[SCR5] As we mentioned earlier, the Postal Service is interested in learning more about what makes up its mail volume. Account statements from banks and other financial institutions represent a significant portion of that volume. The following questions focus on bank accounts, credit card accounts, and other accounts such as mutual funds, IRA's, money market, stock brokerage, etc.

1.....Continue

[Q57] How many of your accounts are?  
READ ITEMS

[Q57A] IRA or Keogh accounts. RANGE: 0-20

[Q57B] Bank, Savings & Loan, or credit union accounts. RANGE: 0-30

[Q57C] Stock brokerage, commodity, mutual funds, or money market accounts.  
RANGE: 0-30

98.....DK  
99.....RF

**United States Postal Service Household Diary Study 2004  
CATI Instrument**

[Q58] How many of the following insurance policies do people in your household have?  
Please exclude any policies held through their jobs.

- [Q58A] Property. RANGE: 0-20
- [Q58B] Life. RANGE: 0-16
- [Q58C] Health. RANGE: 0-40
- [Q58D] Automobile. RANGE: 0-50

98.....DK

99.....RF

[Q59] In total, how many credit cards do people in your household have from?

READ ITEMS

- [Q59A] Retail stores – Sears, JC Penny, Macy’s. RANGE: 0-70
- [Q59B] Gasoline and oil companies. RANGE: 0-12
- [Q59C] Bank credit cards, like Master Card and Visa. RANGE: 0-30
- [Q59D] Credit card companies, like American Express and Diners Club.  
RANGE: 0-10

98.....DK

99.....RF

[Q60] The next sets 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

99.....RF

[Q61] How many of them are under age 6? RANGE 0-9

99.....RF

[Q62] How many are between the ages of 6 and 12? RANGE 0-9

99.....RF

United States Postal Service Household Diary Study 2004  
CATI Instrument

[Q63] How many are between the ages of 13 and 17? RANGE 0-9

99.....RF

[Q65] How many adults, 18 years of age or older? RANGE 0-9

99.....RF

[SCR6] The next questions concerns the <65> adults that are in your household. Let's begin with you.

[RESTG] And how about the next adult 18 or older. What is your/their gender?

1.....MALE  
2.....FEMALE  
9.....RF

[AGE] What is your age?

1.....18-21  
2.....22-24  
3.....25-34  
4.....35-44  
5.....45-54  
6.....55-64  
7.....65-69  
8.....70+  
9.....RF/N/A

[Q68] What is your marital status?

1.....Married  
2.....Living as married  
3.....Single, never been married  
4.....Divorced  
5.....Separated  
6.....Widowed  
9.....RF/N/A

United States Postal Service Household Diary Study 2004  
CATI Instrument

[Q69] Are you currently...

- 1.....Employed full-time      Skip =>Q72
- 2.....Employed part-time      Skip =>Q72
- 3.....Retired, or
- 4.....Not employed
- 9.....RF/N/A

[Q70] Have you been employed within the last 12-month?

- 1.....Yes      Skip =>Q72
- 2.....No
- 9.....RF/N/A

[Q71] Are you currently...

- 1.....A student
- 2.....A homemaker
- 3.....Disabled
- 4.....Temporarily laid off
- 5.....Retired
- 6.....Other, specify
- 9.....RF/N/A

[Q72] Which category best describes your occupation or the last job that you held?

- 1.....White collar – professional, manager, owner
- 2.....White collar – sales, clerical, technical
- 3.....Blue collar – craftsmen/foremen, mechanic
- 4.....Service worker – food, health, cleaner, yard
- 7.....Other, specify
- 9.....RF/N/A

[Q79] What was the last grade you completed in school?

- 1.....8<sup>th</sup> grade or less
- 2.....Some high school
- 3.....High school graduate
- 4.....Some college
- 5.....Technical school graduate
- 6.....College graduate
- 7.....Post graduate work
- 9.....RF/N/A

United States Postal Service Household Diary Study 2004  
CATI Instrument

[Q81] What is your race?

- 1.....White
- 2.....Black/African American
- 3.....Hispanic
- 4.....Asian
- 5.....Or some other race
- 9.....RF/N/A

[Q82] Would you say that you are a head of household?

- 1.....Yes
- 2.....No
- 9.....RF/N/A

[PREND] END OF THE PERSON ROSTER

- 1.....GO TO NEXT ADULT PERSON
- 2.....DONE WITH HH MEMBERS

[Q84] For statistical purposes, I need to know your household income for last year. Please tell me if, before taxes, it was over\$50,000? Include your own income and that of all members of your household who are living with you.

- 1.....Under \$50,000
- 2.....Over \$50,000
- 9.....RF/N/A

[Q85] Stop me when I say an income category that best matches your household income...

- 01.....Under \$7,000 a year
- 02.....\$7,000 - \$9,999 a year
- 03.....\$10,000 - \$14,999 a year
- 04.....\$15,000 - \$19,999 a year
- 05.....\$20,000 - \$24,999 a year
- 06.....\$25,000 - \$34,999 a year
- 07.....\$35,000 - \$49,999 a year
- 98.....DK
- 99.....RF

**United States Postal Service Household Diary Study 2004  
CATI Instrument**

[Q86] Stop me when I say an income category that best matches your household income...

- 08.....\$50,000 - \$64,999 a year
- 09.....\$65,000 - \$79,999 a year
- 10.....\$80,000 - \$99,999 a year
- 11.....\$100,000 - \$119,999 a year
- 12.....\$120,000 - \$149,999 a year
- 13.....\$150,000 and over
- 98.....DK
- 99.....RF

[Q66] How many wage earners—workers—earning at least \$5,000 per year are there in your household? RANGE 0-11

- 98.....DK
- 99.....RF

[Q67] How many wage earners, earning any income, are in your household?  
RANGE 0-11

- 98.....DK
- 99.....RF

[Q87] Do you own or rent your home?

- 1.....Own
- 2.....Rent
- 9.....RF/N/A

[Q88] How long have you lived in your present home? RANGE 0-80  
IF LESS THEN ONE YEAR, ENTER ZERO

- 98.....DK
- 99.....RF

**United States Postal Service Household Diary Study 2004  
CATI Instrument**

[Q89] Which of the following best describes your home?

- 1.....House
- 2.....Apartment
- 3.....Mobile home
- 4.....Group quarters (such as a group house or dormitory)
- 5.....Hotel
- 6.....Rooming house
- 9.....RF

[Q90] Which type of hotel do you live in?

- 1.....Regular hotel
- 2.....Non-transient hotel
- 3.....Housing unit in a permanent transient hotel
- 9.....DK/RF

[Q91] About how many units are connected to the property?

- 1.....1
- 2.....2
- 3.....3-4
- 4.....5-9
- 5.....10+
- 9.....RF

[PHLNS] How many telephone lines do you have? RANGE 1-20

- 01.....One           Skip =>NOPHN
- 98.....DK           Skip =>NOPHN
- 99.....RF           Skip =>NOPHN

[DEDIC] How many of these <PHLNS> telephone lines are used exclusively for business, fax, or computer modem?

- 00.....None
- 98.....DK
- 99.....RF

United States Postal Service Household Diary Study 2004  
CATI Instrument

[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.....Yes
- 2.....No           Skip =>Q92
- 8.....DK           Skip =>Q92
- 9.....RF           Skip =>Q92

[LENGT] How long were you without phone service? Was it ...

- 1.....Less than 1 week
- 2.....1-2 weeks
- 3.....2 weeks to less than 1 month
- 4.....1 month to less than 3 month
- 5.....3 month to less than 6 month
- 6.....6 month to less than 1 year
- 7.....1 year or more
- 8.....DK
- 9.....RF

[Q92] Do you or any member of your household have a business that is operated from home?

- 1.....Yes
- 2.....No
- 8.....DK
- 9.....RF

[Q93] About how many pieces of mail does the business receive each week?

VERIFY RESPONSE IF ZERO

- 98.....DK
- 99.....RF

[Q94] About how many pieces of mail does the business send each week?

VERIFY RESPONSE IF ZERO

- 98.....DK
- 99.....RF

**United States Postal Service Household Diary Study 2004  
CATI Instrument**

[Q95] Do you do a lot of business work from your home?

- 1.....Yes
- 2.....No
- 9.....RF/N/A

[SCR7] 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.

[Q96] Do you plan to send out a large number of items like party invitations, wedding invitations, club news, etc, during the next seven days?

- 1.....Yes
- 2.....No
- 9.....RF/N/A

[Q97] 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 gift 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.

- 1.....Continue
- 9.....RF                      SKIP =>INT03

[GIFT] Which gift would you like to receive for completing the diaries?

- 1.....Charitable donation of \$30 to The Lance Armstrong Foundation
- 2.....100 First-Class stamps (\$37 value)
- 3.....Thirty dollars

[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, PLEASE SAY SOMETHING LIKE: I'm sorry, but your household was selected to participate the week July 12 through 18. I'm sorry your household is not eligible, but thank you very much for your time and participation.

- 680.....June 28-July 4
- 687.....July 5-July 11
- 694.....July 12-July 18

**United States Postal Service Household Diary Study 2004  
CATI Instrument**

[MATRL] Would you prefer your diary materials in English or Spanish?

ASK ONLY IF ANY PORTION OF SURVEY WAS CONDUCTED IN SPANISH. (IF ALL OF SURVEY WAS CONDUCTED IN ENGLISH, PICK "ENGLISH.")

- 1.....ENGLISH
- 2.....SPANISH

[DIFHP] A few days after we mail you 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. 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: READ NUMBER TO RESPONDENT

- 1.....YES, THE NUMBER IS OK    SKIP =>APPT
- 2.....NO, CALL DIFFERENT NUMBER

[APPT] Would you prefer to be called in the...

- 1.....Morning
- 2.....Afternoon
- 3.....Evening
- 4.....No best time
- 9.....RF

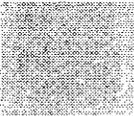
[INT03] Although you do not wish to continue with our survey we appreciate the time you have given us today. Thank you and goodbye.

RF.....Refused to do diaries                    SKIP =>END

[THANK] 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 any time you can reach us at 1-888-441-8777. Thank you and have a nice day.

- 1.....Continue

[INT10] Thank you very much for your time. I'm sorry if we've inconvenienced you, but we needed to attempt to contact the household currently using the other mailing address. Have a nice evening/day. Goodbye. IF NEEDED: For this survey, the USPS has randomly selected households based on their mailing address. If you have any questions, please call 1-888-441-8777.



# Appendix C2: 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 21<sup>st</sup> 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**

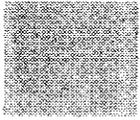
We would like to talk to you about this important national study. A survey specialist from NuStats, our partner in this study, will be contacting you to explain the study and answer any questions. If you have any questions, please contact NuStats at **1-888-441-USPS (8777)** or email questions to [usps@nustats.com](mailto:usps@nustats.com).

To learn more about this important survey, you can also visit our Web site at [www.nustats.com](http://www.nustats.com) or telephone the postmaster at your local post office. Thank you for joining us in the **Household Diary Study!**

Sincerely,

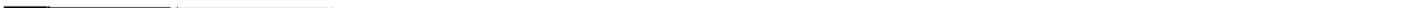
A handwritten signature in cursive script that reads "John E. Potter".

John E. Potter  
Postmaster General, CEO



# Appendix C2: Diary Package

*Certificate of Appreciation*



# USPS Certificate of Appreciation

Dear «LASTNAME» Family:

Thank you for participating in the *Household Diary Study*. This information will be used to achieve our main goal, which is to improve local mail service. The information will also help us design systems to use our resources most effectively, develop strategies for making wise program advances, and monitor the effects of electronic technology on regular mail service. Ultimately, these data will be used to analyze ways of keeping the cost of service at a minimum.

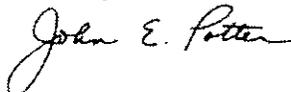
The study is conducted on our behalf by NuStats, a professional research company in Austin, Texas. NuStats ensures that all information collected is strictly confidential and will be used for our research purposes only. The information from your household will be used only in combination with data from other participating households.

There are three main components to completing the *Household Diary Study*. 1) recording all mail and packages your household sends during a seven-day period, 2) recording all mail and packages 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 questionnaire(s) - one for each household member age 13 and older

*\*Not every household receives technology questionnaires.*

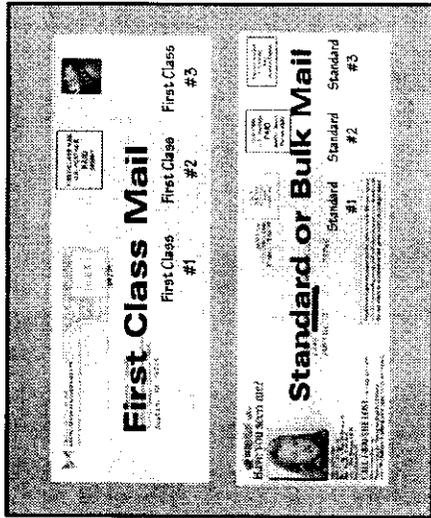




# Appendix C2: Diary Package

*Photo Quick Start*

# PHOTO QUICK START

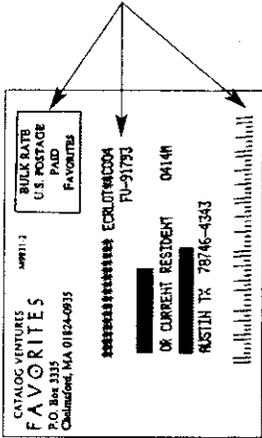


**1** Sort your mail into the 7 types of mail listed on page 1 of the **Instruction Booklet**.

## Mail Markings

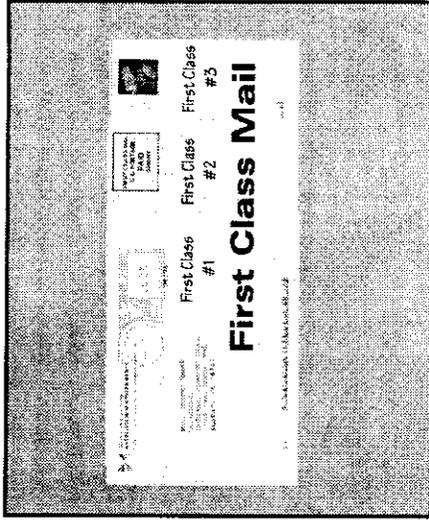
Mail Markings can be:

- 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.

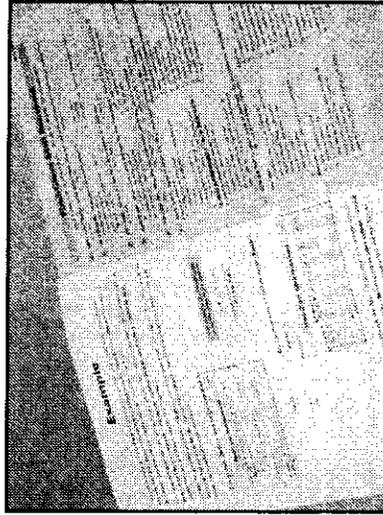
**Don't forget to include any packages your household may have received or sent!**



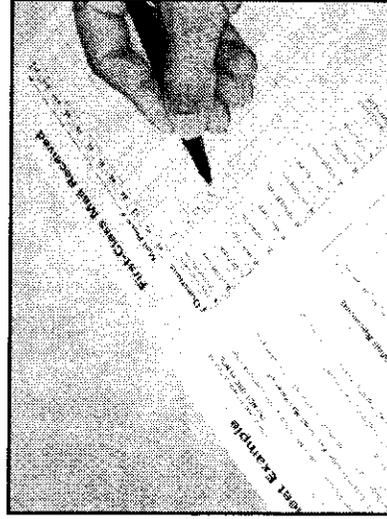
**2** Label and number each mail piece within the 7 types of mail.



**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.

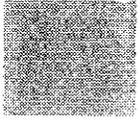


**4** Open the **Question Booklet** to page 1 - **First-Class Mail Received**. (If you did not receive **First-Class** mail today, skip to page 3, **First-Class Mail Sent**, or page 5, **Standard or Bulk** mail or other pages for mail types you did receive.)



**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@nusstats.com](mailto:USPS@nusstats.com)**



# Appendix C2: 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*

The diagram shows a rectangular envelope with a dashed border. In the top-left corner, there is a hand-drawn oval containing the text "#1" above "First Class". An arrow points from the text "Write in mail piece number and mail piece type" to this oval. In the top-right corner, there is a rectangular postage meter stamp with the text: "First-Class Mail", "U.S. Postage Paid", "ANYWHERE USA", and "PERMIT #0". In the center of the envelope, the recipient's address is printed: "JANE DOE", "123 MAIN STREET", "ANYWHERE, USA 99999-9999".



**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
- Postcards:  Total # sent
- Packages:  Total # sent → GO TO PAGE 11 (GREEN)
- Expedited:  Total # sent → GO TO PAGE 15 (GOLD)

**Monday**
**999642**
**Page 1**

# 4

**Read question sheets and record codes in the Answer Booklet.** Open the Answer Booklet (for your first mail day) and the Question Booklet to the pages for the same type of mail. There are color-coded sheets for each type of mail. You 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 CIRCULING 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      2. Female head of household  
3. Male & female head of household (M & F)      4. Child (under 18)  
5. Other (Specify on Answer Booklet page 4)

**C. ZIP CODE: Was your zip code included in the address?**

1. Yes - 5 digit      2. Yes - 5 digit + 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      2. Yes - inside window anywhere on mail piece  
3. Yes - on lower right corner (postage window)      4. Yes - both in lower right corner and inside window  
5. Yes - someplace else      6. No bar code

**E. SENDER ZIP: Was the zip code included in the return address?**

1. Yes - 5 digit      2. Yes - 5 digit + 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/Seasonal 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)

*Business or Government:*  
7. Business letter (Specify on Answer Booklet page 4)  
8. Social/Charitable/Political/Nonprofit  
9. Advertisement/Promotional/Sales material only (No bills)  
10. Notice (no confirmation of order)  
11. Credit card statement/bill  
12. Bill/Invoice with return notice  
13. Financial statement  
14. Payment or other check/Money order/Credit (No rebate)  
15. Rebate received in response to coupon submitted  
16. Holiday/Greeting/Thank you card (from a business)  
17. Business invitation/Announcement (Not sales)  
18. Other business/government (Specify on Answer Booklet page 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 business/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)

*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)

*Services:*  
15. Telephone/Long distance company  
16. Electric/Gas/Water/Utility company  
17. Medical (doctor, dentist, hospital, etc. 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)

*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

Questions	Mail Piece #												
	#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	5												
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											

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)	
To classify mail:	
Look at markings in top right-hand corner, above or below address & inside window	
1. Presorted First Class, or PHSN1, or FP	12. Certificate of Mailing
2. AUI/D	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 (FANKED)
7. AUTOOR or AC	18. Other Federal Government Mail
8. Single Piece, or SNGLP, or SP	19. First-Class Postage
9. Certified	20. COU
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.**"

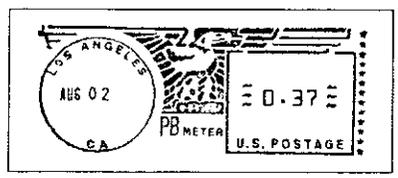
**Examples of First-Class mail markings begin on the following page.**

# First-Class Mail Examples

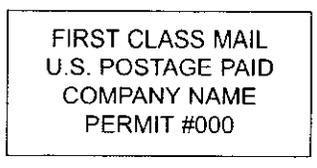
## First-Class



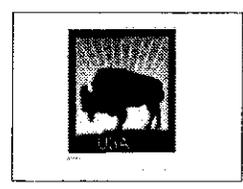
37¢ - Stamp



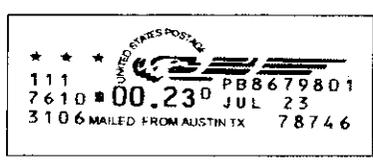
Metered Strip



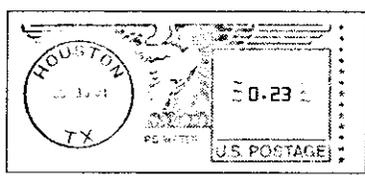
Permit



23¢ - Postcard Stamp

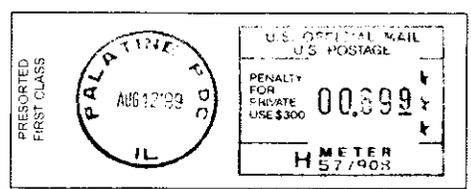


Metered Postcard

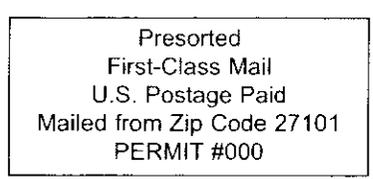


Metered Postcard

## Presorted First-Class, PRSRT, or FP



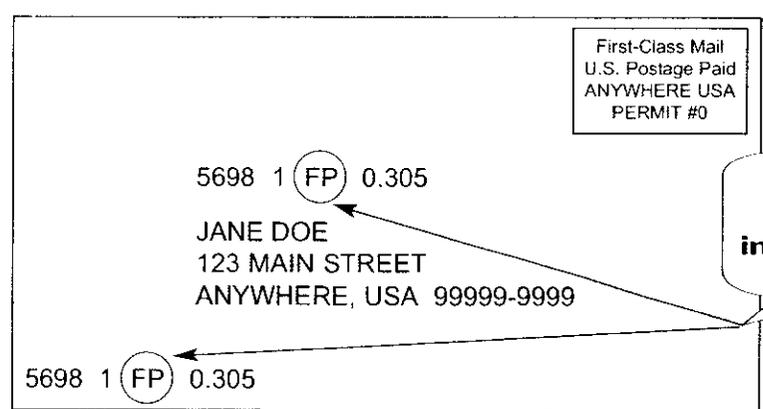
“Presorted First Class”  
on Metered Strip



“Presorted First Class”  
on Permit



“Presorted First Class”  
on Stamp

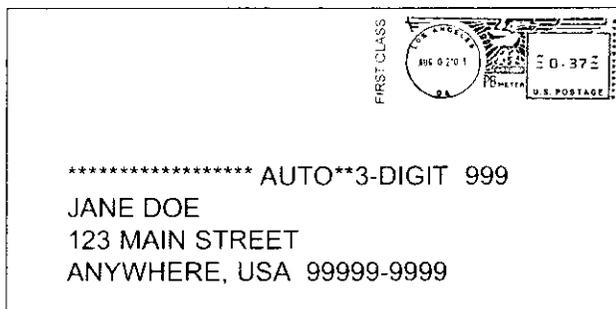


“First Class” on Permit  
“FP” above address or lower left

**Hint: Find closest match**

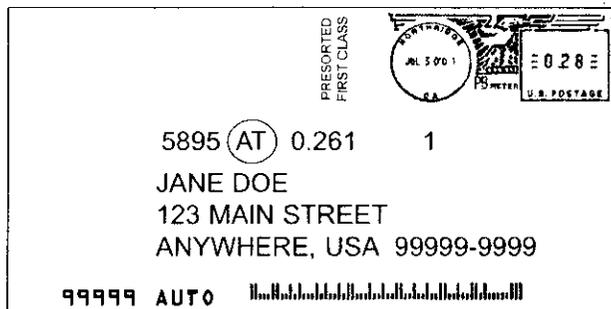
# First-Class Mail Examples

## AUTO



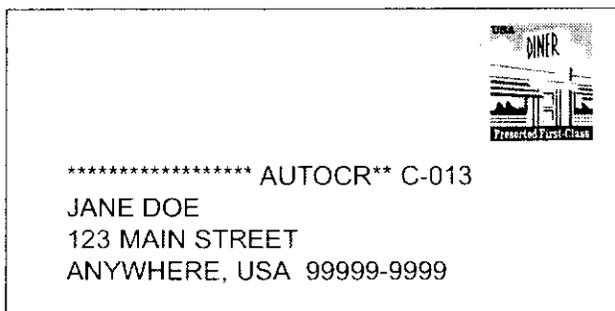
“AUTO” above or below the address

## AB, or AF, or AT, or AV

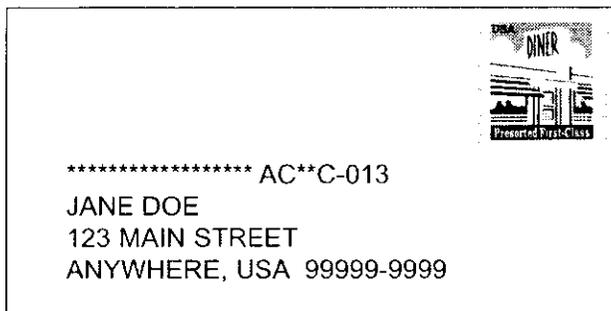


“AB, or AF, or AT, or AV” above address

## AUTOCR, or AC

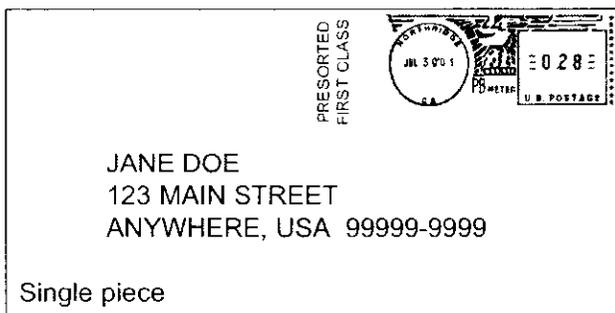


“AUTOCR” above address

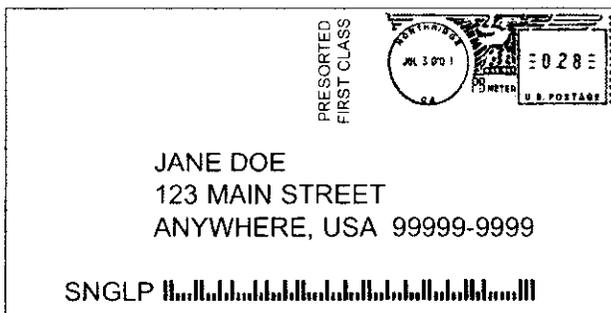


“AC” above address

## 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"> <li>Complete items 1, 2, and 3. Also complete item 4 if Restricted Delivery is desired.</li> <li>Print your name and address on the reverse so that we can return the card to you.</li> <li>Attach this card to the back of the mailpiece, or on the front if space permits.</li> </ul>	<table border="1"> <tr> <td>A. Received by (Please Print Clearly)</td> <td>B. Date of Delivery</td> </tr> <tr> <td colspan="2">C. Signature</td> </tr> <tr> <td colspan="2"> <input checked="" type="checkbox"/> Agent  <input type="checkbox"/> Addressee                 </td> </tr> <tr> <td colspan="2">                     D. Is delivery address different from item 1? <input type="checkbox"/> Yes                      If YES, enter delivery address below: <input type="checkbox"/> No                 </td> </tr> </table>		A. Received by (Please Print Clearly)	B. Date of Delivery	C. Signature		<input checked="" type="checkbox"/> Agent <input type="checkbox"/> Addressee		D. Is delivery address different from item 1? <input type="checkbox"/> Yes If YES, enter delivery address below: <input type="checkbox"/> No	
A. Received by (Please Print Clearly)	B. Date of Delivery									
C. Signature										
<input checked="" type="checkbox"/> Agent <input type="checkbox"/> Addressee										
D. Is delivery address different from item 1? <input type="checkbox"/> Yes If YES, enter delivery address below: <input type="checkbox"/> No										
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

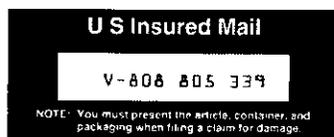
## Certificate of Mailing

U.S. POSTAL SERVICE  
**CERTIFICATE OF MAILING**  
MAY BE USED FOR DOMESTIC AND INTERNATIONAL MAIL DOES NOT PROVIDE FOR INSURANCE - POSTMASTER  
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  
COD  
PS Form 3816, December 1998

## Insured



**Hint: Find closest match**

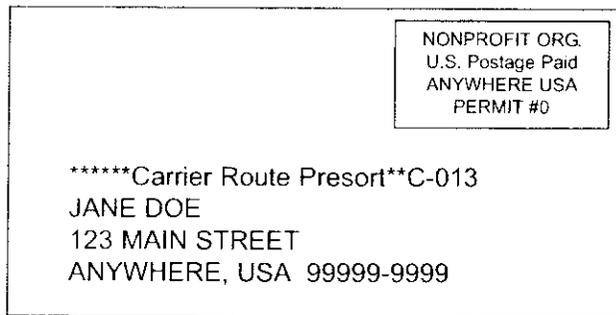
# Nonprofit Organization Mail Examples

Gray

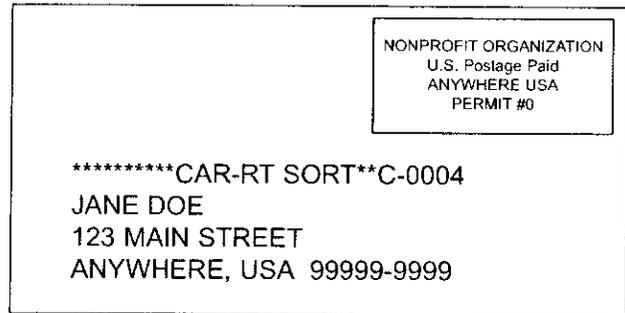
**Note:** Many of the markings may appear with any of the permit types (i.e. CAR-RT SORT may appear with a Nonprofit Organization, Nonprofit Org., or Nonprofit permit or meter strip.)

Also, CAR-RT SORT or Carrier Route Presort may appear in the permit area in the top, right-hand corner of the mail piece.

## Carrier Route Presort, or CAR-RT SORT



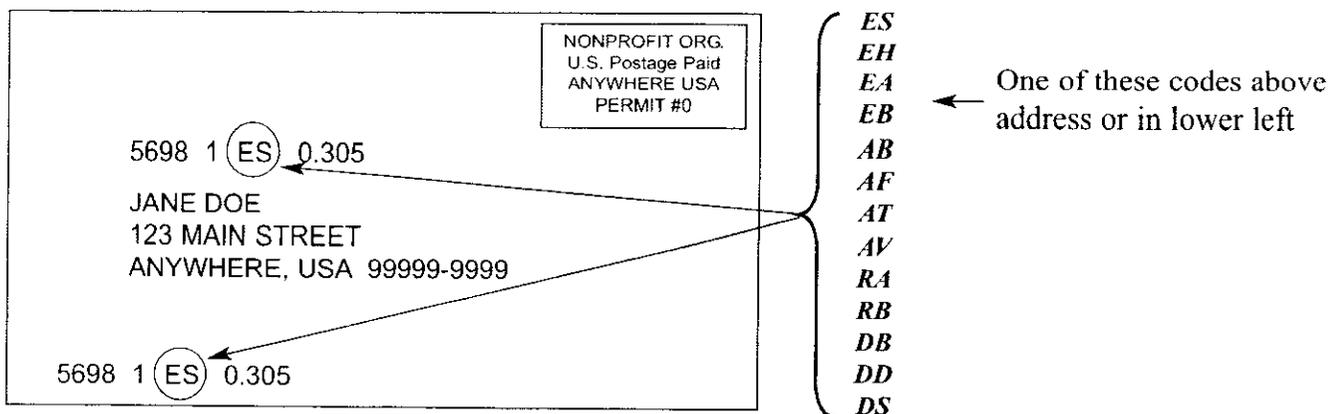
“Carrier Route Presort” above address



“CAR-RT SORT” above address

**Note:** Many of the markings may appear with any of the permit types (i.e. ES may appear with a Nonprofit Organization, Nonprofit Org., or Nonprofit permit or meter strip.)

## ES, EH, EA, EB, AB, AF, AT, AV, RA, RB, DB, DD, DS



**Hint: Find closest match**

# Nonprofit Organization Mail Examples

Gray

**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 C2: 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](mailto:USPS@nustats.com)**

**FY 2004**

# 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 CIRCILING 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      2 Female head of household  
 3 Male & Female head of household (M. & Mrs.)      4 Other adult (husband/wife)  
 5 Child under 18      6 Whole family  
 7 Other addressee (Specify on Answer Booklet page 4)

**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      2 Yes - inside window anywhere on mail piece  
 3 Yes - in lower right corner (not in window)      4 Yes - both in lower right corner and inside window  
 5 Yes - someplace else      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**

①  
Question

②  
Code

## Excerpt from Answer Sheet (in Answer Booklet)

Mail Piece #2

Mail Piece #1

### 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										

**Helpful Hint . . .** Some people have trouble with the "Mail Classification" (the last question for each mail type.) **If you prefer, send us all of your mail pieces (the envelope or other outside material, not the contents) and we'll classify them for you.** Be sure to label each piece with the mail type and mail piece number you've assigned it in the Answer Booklet.

# First-Class Mail Received

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

**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)

**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)

**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)

**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 →

**H. RETURN ENV.: Was a return envelope or card included?**

- |                                      |   |
|--------------------------------------|---|
| 1. Yes – pre-stamped or postage paid | 3. No return envelope or card included → <b>SKIP TO J</b> |
| 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: <i>(Specify on Answer Booklet page 4)</i> |

**N. RESPONSE: Is anyone in your household considering responding to the advertisement?**

- |                          |          |
|--------------------------|----------|
| 1. Yes                   | 3. Maybe |
| 2. No → <b>SKIP TO P</b> |          |

**O. HOW RESPOND: How would the response most likely be made?**

- |              |   |
|--------------|---|
| 1. Mail      | 4. Fax  |
| 2. Phone     | 5. Internet   |
| 3. In-person | 6. Other: <i>(Specify on Answer Booklet page 4)</i> |

**P. ARRIVAL TIME: The mail piece . . .**

- |   |  |
|---|--|
| 1. Arrived on day needed → <b>SKIP TO R</b>       | 3. Not expected to arrive → <b>SKIP TO R</b> |
| 2. Arrived earlier than needed → <b>SKIP TO R</b> | 4. Arrived late                              |

**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: <i>(Please mark &amp; place in envelope along with other mail pieces for this day)</i> |
| 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 . . .**

- |   |   |
|---|---|
| <ol style="list-style-type: none"> <li>1. Received in mail (not in magazine)</li> <li>2. Seen in magazine</li> <li>3. Seen in newspaper</li> <li>4. Seen on Television</li> </ol> | <ol style="list-style-type: none"> <li>5. Heard on radio</li> <li>6. Received over telephone</li> <li>7. Other advertising: (Specify on Answer Booklet page 6)</li> </ol> |
|---|---|

**F. RETURN ENV.: Did you use your own envelope or card?**

1. Yes
2. No - a mailing envelope or card was provided

**More questions on back of page →**

**G. POSTAGE TYPE: What type of postage was on the envelope or card?**

1. Business reply mail (no postage necessary) → <b>SKIP TO J</b>	4. Other: (Specify on Answer Booklet page 6)
2. Regular postage stamp	5. No postage at all
3. Meter stamp	

**H. BAR CODE: Was a bar code printed on the envelope or card?**

1. Yes	
2. No	

**I. POSTAGE \$: How much postage did you pay?**

1. 23 cents	3. More than 37 cents
2. 37 cents	4. Other: (Specify on Answer Booklet page 6)

**J. ZIP CODE: Was the zip code included in the address?**

1. Yes – five digits	3. Yes – foreign zip code
2. Yes – five digits + four	4. No – zip code not included

**K. PO BOX: Was the mail piece sent to a PO 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: (Specify on Answer Booklet page 6)
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 → <b>SKIP TO L</b> |
| 2. Yes – needs a stamp               |   |

**K. RETURN ZIP: Did the address on the return envelope or card include a zip code?**

- |                             |                               |
|-----------------------------|-------------------------------|
| 1. Yes – five digits        | 3. No – zip code not included |
| 2. Yes – five digits + four |                               |

**L. READING: Was the mail piece . . . (Write in one number only)**

- |  |                                 |
|--|---------------------------------|
| 1. Read by a member of the household                 | 4. Discarded without being read |
| 2. Read by more than one member of the household     | 5. Set aside for reading later  |
| 3. Looked at but not read by any member of household |                                 |

**M. REACTION: Would this mail piece be described as . . .**

- |   |   |
|---|---|
| 1. Useful information we like to receive    | 3. Neither interesting, enjoyable, nor useful |
| 2. Interesting or enjoyable, but not useful | 4. Objectionable                              |

**N. ADVERTISING: Did this mail piece contain . . .**

- |  |   |
|--|---|
| 1. Advertisement for item(s) or service(s) to be purchased | 3. Other: (Specify on Answer Booklet page 8) → <b>SKIP TO R</b> |
| 2. Solicitation for funds → <b>SKIP TO P</b>               | 4. Did not contain anything → <b>SKIP TO R</b>                  |

**O. HOW ORDER: How could the item(s) or service(s) be ordered? (Write in all that apply)**

- |              |  |
|--------------|--|
| 1. Mail      | 4. Fax                                       |
| 2. Phone     | 5. Internet                                  |
| 3. In-person | 6. Other: (Specify on Answer Booklet page 8) |

**P. RESPONSE: Is anyone in your household considering responding to the advertisement/solicitation?**

- |                          |          |
|--------------------------|----------|
| 1. Yes                   | 3. Maybe |
| 2. No → <b>SKIP TO R</b> |          |

**Q. HOW RESPOND: How would the response most likely be made?**

- |              |  |
|--------------|--|
| 1. Mail      | 4. Fax                                       |
| 2. Phone     | 5. Internet                                  |
| 3. In-person | 6. Other: (Specify on Answer Booklet page 8) |

**R. CLASS: Mail Classification (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)

**More questions on back of page →**

**I. FAMILIARITY: Was this mail piece from an organization someone in household . . .**

1. Does or has done business with	3. Organization no one in household knows
2. Knows, but no one does business with	

**J. RETURN ENV.: Was a return envelope or card included?**

1. Yes – pre-stamped or postage paid	3. No return envelope or card included → <b>SKIP TO L</b>
2. Yes – needs a stamp	

**K. RETURN ZIP: Did the address on the return envelope or card include a zip code?**

1. Yes – five digits	3. No – zip code not included
2. Yes – five digits + four	

**L. READING: Was the mail piece . . . (Write in one number only)**

1. Read by a member of the household	4. Discarded without being read
2. Read by more than one member of the household	5. Set aside for reading later
3. Looked at but not read by any member of household	

**M. REACTION: Would this mail piece be described as . . .**

1. Useful information we like to receive	3. Neither interesting, enjoyable, nor useful
2. Interesting or enjoyable, but not useful	4. Objectionable

**N. ADVERTISING: Did this mail piece contain . . .**

1. Advertisement for item(s) or service(s) to be purchased	3. Other: (Specify on Answer Booklet page 10) → <b>SKIP TO R</b>
2. Solicitation for funds → <b>SKIP TO P</b>	4. Did not contain anything → <b>SKIP TO R</b>

**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 → <b>SKIP TO R</b>	

**Q. HOW RESPOND: How would the response most likely be made?**

1. Mail	4. Fax
2. Phone	5. Internet
3. In-person	6. Other: (Specify on Answer Booklet page 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: (Specify on Answer Booklet page 12) |

**J. ITEM ORDER: How was the item(s) or service(s) ordered? (Write in all that apply)**

- |   |   |
|---|---|
| 1. Item ordered from print catalog      | 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 12) |
| 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) | 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 F**

## E. SPECIAL SVCS: If the package was sent by USPS, did it have any of the following special services? (Write in all that apply)

- |  |  |
|--|--|
| 1. Return Receipt Requested                                    | 6. Stamped "Special Handling" (First Class, Priority, Parcel Post) |
| 2. Delivery Confirmation                                       | 7. Certificate of Mailing (Not available for Periodicals)          |
| 3. Signature Confirmation (First Class, Priority, Parcel Post) | 8. Restricted Delivery (First-Class, Priority, Parcel Post)        |
| 4. Insured (Not available for Periodicals)                     | 9. No special services   |
| 5. COD (Not available for Standard/Bulk)                       | 10. Other: (Specify on Answer Booklet page 12)                     |

## F. DISTANCE: How far away did you send your package?

### Inside the United States:

1. Local

### 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                              | 8. Toys   |
| 2. Travel products or information        | 9. Food products  |
| 3. Computer hardware/software            | 10. Checkbooks  |
| 4. Electronic equipment                  | 11. Pharmaceuticals/Contacts                            |
| 5. Telecommunications (e.g. cell phones) | 12. Sporting goods                                      |
| 6. Book(s) (include telephone books)     | 13. Footwear/Shoes                                      |
| 7. Music/Video                           | 14. Other contents: (Specify on Answer Booklet page 12) |

## H. REASON: Why did you send this package . . .

- |  |  |
|--|--|
| 1. Gift or other item sent to friend or relative | 3. Returning unsolicited merchandise                 |
| 2. Returning merchandise ordered                 | 4. Other reason: (Specify on Answer Booklet page 12) |

## I. CLASS: Package Classification (Write in all that apply) (If delivered by the United States Postal Service only)

- |                                     |   |
|-------------------------------------|---|
| 1. First-Class (up to 13oz)         | 4. Parcel Post                                |
| 2. Bound Printed Matter             | 5. Mail sent outside the US                   |
| 3. Special Standard Mail/Media Mail | 6. Other: (Specify on Answer Booklet page 12) |

# Expedited Letters & Packages Received

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

## A. FORM: Was the mail piece a . . .

- |           |            |
|-----------|------------|
| 1. Letter | 3. Package |
| 2. Pak    |            |

## B. ADDRESSEE: Mail piece was addressed to . . .

- |   |  |
|---|--|
| 1. Male head of household                       | 5. Child (under 18)  |
| 2. Female head of household                     | 6. Whole family  |
| 3. Male & Female head of household (Mr. & Mrs.) | 7. Other addressee: <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

### Social/Charitable/Political/Nonprofit:

### Services:

9. Telephone/Long distance company

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 → <b>SKIP TO I</b> |
| 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 → <b>SKIP TO Q</b> |          |

**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 → <b>SKIP TO Q</b>       | 3. Not expected to arrive → <b>SKIP TO Q</b> |
| 2. Arrived earlier than needed → <b>SKIP TO Q</b> | 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: (Specify on Answer Booklet page 18) |
| 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: (Specify on Answer Booklet page 18) |

**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: (Specify on Answer Booklet page 18) |

# 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 . . .

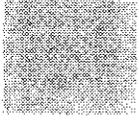
1. Does or has done business with
2. Knows, but no one does business with
3. Organization no one in household knows

## 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 C2: Diary Package

*Answer Booklet*



# Answer Booklet for: **MONDAY**

*Use with Question Sheet Booklet*



222891

PFY 2004

# 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 } DO NOT ANSWER QUESTIONS ABOUT THESE
- # Wrong address, wrong person }
- 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)

**Monday**

999642

**Page 1**

# 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

Questions	Mail Piece #												
	#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											

Monday 877714 Page 3

Monday

777483

Page 2

# 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 (Record all)												

# 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

### 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 Piece #	Question Letter	Specify Other/Comments

# Expedited Letters & Packages Received

Mail Piece # →

Questions	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
A. FORM												
B. ADDRESSEE												
C. MAIL TYPE												
D. SENDER TYPE												
E. CONTENTS <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

# 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

# Unaddressed Material Received

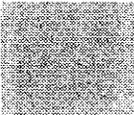
Mail Piece # →

↓ 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 C2: Diary Package

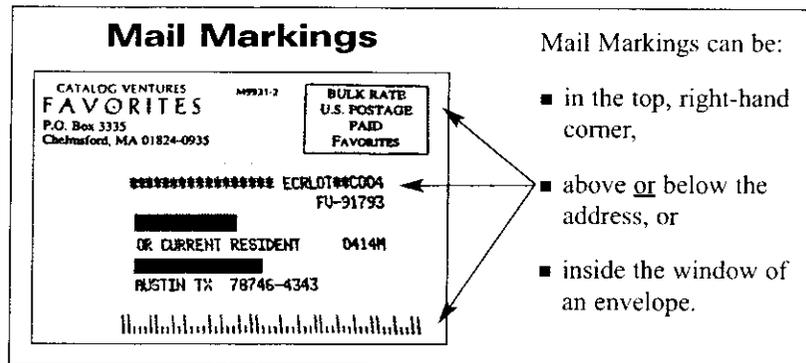
*"Please Send us your Mail Markings Sheet"*

---

# 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.

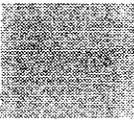
We ask for your Mail Pieces, such as the envelopes your mail came in, because these include not only Mail Markings but information such as the Sender Type. We do not, however, want the contents of your mail unless it's something you typically discard, such as a return envelope or card you will not use.

## 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!



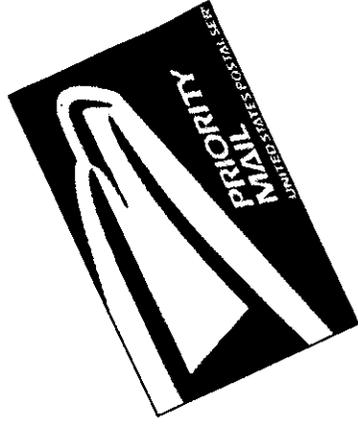
## Appendix C2: Diary Package

*"I'm Finished . . ." Card*

---

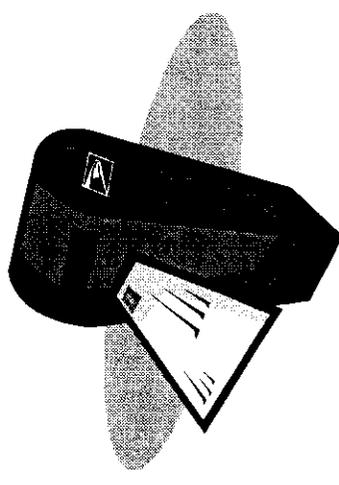
# I'm finished . . . What do I need to send back?

- 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.

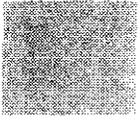
Drop in any public U.S. Postal Service mail box or at your local post office.



**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](mailto:USPS@nustats.com)**



# Appendix C2: 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:

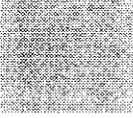
City:

State:

Zip:

Telephone

**Mail back with your completed Answer Booklets & Technology questionnaires!**

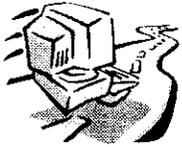


# Appendix C2: Diary Package

## *Technology Questionnaire*

---

# Personal Technology Questionnaire



The United States Postal Service would like to better understand your household's access to and use of technology to help plan future programs.

Please have everyone in your household (13 and over) fill out a questionnaire and return them along with your completed answer booklets.



When completing the questionnaire, use a ballpoint pen and print clearly as in the following example:

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, cellular phones, the Internet, e-mail, 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. Which of the following do you have in your home? (mark all that apply)**

- Personal computer
- Handheld Computer (e.g. Palm Pilot, Pocket PC, Blackberry)
- Mobile Cellular Phone
- None of the above

**3. Do you have any of the following Internet access appliances at home? (mark all that apply)**

- Email Devices (e.g., MailBug, MailStation, e-Mail Post Box Companion)
- Smart Phones (i.e., wireless phones that have access to the Internet)
- Personal Digital Assistants (PDAs) (e.g. Palm Pilot, Blackberry)
- Ebooks (electronic devices that can hold printed materials from books to magazine articles)
- Smart Homes (e.g., Web Enabled Washing Machine, Screenfridge, Internet Microwave, iCEBOX device for kitchen, etc.)
- Other device (specify) \_\_\_\_\_
- None of the above

**4. Do you use the Internet?**

- Yes ↓     No → **SKIP TO QUESTION 23**

**5. Do you connect to the Internet from home?**

- Yes ↓     No → **SKIP TO QUESTION 7**

**6. How do you connect to the Internet from 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*)                       Cable modem (e.g. *Roadrunner*)  
 DSL (*Digital Subscriber Line*)               Wireless Connection (e.g., *cellular phones, email devices, etc.*)  
 T-1 line     Other type of Internet connection: (*specify*) \_\_\_\_\_  
 Satellite Modem                                 Don't know/Unsure

**7. Which ONE place do you use the Internet MOST OFTEN? (mark only one)**

- Home               School                       Media/Technology Center (*Kinko's, Internet cafe, public library, etc.*)  
 Work               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. During the last three months, how often have you used the Internet? Would you say . . .**

- Several times a day                       Several times a week                       Once a month  
 Almost everyday                       Once a week                       Less than once a month

**10. Which of the following represent your Internet activity? (mark all that apply)**

- E-mailing, instant messaging, visiting chat rooms or LISTSERVs     Trading stocks, bonds or mutual funds  
 Taking a course online, completing school assignments               Banking or paying bills online  
 Searching for information about products or services                       Searching for a job  
 Purchasing products or services                       Other activity: (*specify below*) \_\_\_\_\_  
 Getting news, weather, or sports information

**11. In the last month, did you communicate with others via e-mail?**

- Yes ↓     No → **SKIP TO QUESTION 15**

**12. How many PERSONAL (not related to your job) e-mails do you SEND in a typical day?**

- 1-3     4-6     7-10     11 or more     None → **SKIP TO QUESTION 14**

**13. How many PERSONAL (not related to your job) e-mails do you RECEIVE in a typical day?**

**Note:** Please exclude any advertising (spam) e-mail.

- 1-3     4-6     7-10     11 or more     None

**14. How many ADVERTISING e-mails, including spam, do you RECEIVE in a typical day?**

- 1-5     6-10     11-20     21 or more     None

**15. Do you think that because of your Internet use the amount of U.S. Postal Service mail you received at home in the last three months has ...?**

- Reduced       Increased       Stayed the same

**16. Do you think that because of your Internet use the amount of U.S. Postal Service mail you sent from home in the last three months has ...?**

- Reduced       Increased       Stayed the same

**17. In the last three months, how many merchandise purchases did you make via the Internet, that were delivered by mail?**

- 1-3       4-6       7-10       11 or more       None → SKIP TO QUESTION 22

**18. In the last month, how many merchandise purchases did you make via the Internet, that were delivered by mail?**

- 1-3       4-6       7-10       11 or more       None

**19. Was your most recent Internet purchase delivered to your . . .**

- Home Address  
 Work Address  
 School Address  
 Other Address: (specify) \_\_\_\_\_

**20. Was your most recent Internet purchase delivered . . .**

- Next day/Overnight      -       3-day  
 Priority Mail       More than 3 days/Ground  
 2-day  
 Other delivery: (specify) \_\_\_\_\_

**21. Which company delivered the merchandise? (mark only one)**

- United States Postal Service (USPS)       United Parcel Service (UPS)  
 Airborne Express       Emery Worldwide  
 FedEx       DHL Express Worldwide  
 Other company: (specify) \_\_\_\_\_

**22. In the last three months how many personal purchases did you make via the Internet, that were delivered electronically (such as electronic tickets, software, services, etc.)?**

- 1-3       4-6       7-10       11 or more       None

**23. Are you responsible for paying some or all of the household bills?**

- Yes ↓       No → SKIP TO QUESTION 26

**24. In the last month, how many household bills did you pay over the Internet?**

- 1-3       4-6       7-10       11 or more       None → SKIP TO QUESTION 26

**25. Which service did you use to pay bills over the Internet? (mark all that apply)**

- Bank/Credit Union       eBillPay service from the US Postal Service       Web site of company requesting payment  
 Other: (specify) \_\_\_\_\_

**26. Do you feel that personal information provided during Internet transactions (such as banking or shopping) 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"/> |

**27. Do you feel that Internet transactions are more reliable, as reliable, or less reliable than . . .**

- |  | 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"/> |

**28. Are you . . .**       Male       Female

**29. What is your age?**

- 13 – 17     25 – 34     45 – 54     65+ years  
 18 – 24     35 – 44     55 – 64

**30. What was the last grade you completed in school?**

- 8th grade or less       Some college       Postgraduate work  
 Some high school       Technical school graduate  
 High school graduate     College graduate

**Thank you for your participation!**  
**Please return along with your completed answer booklets.**