

DOCKET SECTION

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

RECEIVED

OCT 1 4 50 PM '97

POSTAL RATE COMMISSION
DOCKET NO. 97-1

POSTAL RATE AND FEE CHANGES, 1997

**RESPONSE OF THE UNITED STATES POSTAL SERVICE
TO INTERROGATORY OF THE OFFICE OF THE CONSUMER ADVOCATE
AND MOTION FOR LATE ACCEPTANCE
(OCA/USPS-34)**

The United States Postal Service hereby files its responses to the following interrogatories of the Office of the Consumer Advocate: OCA/USPS-34, filed September 5, 1997.

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

The response is being filed 13 days late, for the reasons expressed in the Postal Service's September 29, 1997, motion for late acceptance of its responses to OCA/USPS-25, 33, 35, 39, 40.


The Postal Service regrets the delay in providing these responses.

Respectfully submitted,

UNITED STATES POSTAL SERVICE

By its attorneys:

Daniel J. Foucheaux, Jr.
Chief Counsel, Ratemaking



Michael T. Tidwell

475 L'Enfant Plaza West, S.W.
Washington, D.C. 20260-1137
October 1, 1997

RESPONSE OF THE UNITED STATES POSTAL SERVICE TO THE
INTERROGATORIES OF THE OFFICE OF THE CONSUMER ADVOCATE

OCA/USPS-34. Has the Postal Service gathered information on when businesses are likely to provide courtesy reply (CR) envelopes?

- a. If your response is affirmative, please provide information on the volume of CR envelope[s] sent out in FY 95 and FY 96.
- b. Please provide all information available to the Postal Service on the conditions under which businesses provide CR envelopes.
- c. Under what specific conditions would usage of CR envelopes increase?
- d. Under what specific conditions would usage of CR envelopes decline?

RESPONSE:

- a. The Postal Service collects no information on "when" business are likely to provide courtesy reply envelopes, but we do have information on the quantity sent out by certain industries from FY 1995 and preliminary FY 1996 Household Diary Studies. The attached table 116 is from those studies. Please note that all figures on the table represent pieces per week and are in hundred thousands (add 5 zeros).
- b. The USPS has not conducted any dedicated market research with businesses for the sole purpose of determining the conditions under which they provide CR envelopes. Logically, when businesses provide return remittance envelopes, this helps them to speed mail handling and processing and, hence, funds availability.
- c. No information is currently available to answer this question.
- d. The USPS has not conducted research to specifically determine the specific conditions under which the usage of CR envelopes will decline. However, we do know that the use of electronic payments is steadily increasing. Therefore, it is

RESPONSE OF THE UNITED STATES POSTAL SERVICE TO THE
INTERROGATORIES OF THE OFFICE OF THE CONSUMER ADVOCATE

possible that as the volume of electronic bill payments increases, the usage of
CR envelopes may well decline.

U S P S HOUSEHOLD DIARY STUDY - DIARY - FISCAL YEAR 1995 (SEPT. 19, 1994 - SEPT. 17, 1995)

TABLE 116
 FIRST-CLASS MAIL RECEIVED
 Q. 10 - WAS A RETURN ENVELOPE/CARD ENCLOSED
 (BASED TO FIRST-CLASS MAIL ONLY)

FIRST-CLASS MAIL RECEIVED - INDUSTRY

	TOTAL	SER	PHONE	ELEC.	GAS	MEDI	OTHER	LEI	CABLE	COMPU	CRAFT	GAR	COL	EXTER	FUN	MOTOR
	TOTAL	VICES	CO.	WATER	CAL	PRDF.	SERV.	TV	REL.	SMAN	VICE	TRASH	LEC	MINA	ERAL	CLUB
	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****
UNWEIGHTED HOUSEHOLDS	5300	5300	5300	5300	5300	5300	5300	5300	5300	5300	5300	5300	5300	5300	5300	5300
UNWEIGHTED PIECES	45204	9896	2086	2147	2508	553	884	727	180	125	47	35	24	18	71	
WEIGHTED HOUSEHOLDS	983	983	983	983	983	983	983	983	983	983	983	983	983	983	983	983
	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	100.0
WEIGHTED PIECES (BASE)	9369	2127	443	445	531	123	201	158	38	29	14	9	4	4	17	
	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	100.0
YES	3508	1083	309	319	218	20	34	122	11	5	4	7	2	1	9	
	37.4	50.9	69.7	71.5	41.1	15.9	16.6	77.2	28.1	17.4	28.9	74.1	46.6	23.1	56.1	
	100.0	30.9	8.8	9.1	6.2	0.6	1.0	3.5	0.3	0.1	0.1	0.2	0.1	.	0.3	
	37.4	11.6	3.3	3.4	2.3	0.2	0.4	1.3	0.1	0.1	.	0.1	.	.	0.1	
NO	4142	935	114	110	289	92	159	29	26	23	10	2	2	3	6	
	44.2	43.9	25.7	24.6	54.4	74.4	78.8	18.6	69.4	78.1	71.1	21.0	43.3	75.0	35.2	
	100.0	22.6	2.7	2.6	7.0	2.2	3.8	0.7	0.6	0.5	0.2	.	.	0.1	0.1	
	44.2	10.0	1.2	1.2	3.1	1.0	1.7	0.3	0.3	0.2	0.1	.	.	.	0.1	
DON'T KNOW/NO ANSWER	402	109	21	17	24	12	9	7	1	1	-	1	1	0.	1	
	4.3	5.1	4.7	3.8	4.6	9.8	4.5	4.2	2.5	4.5	.	4.9	10.1	1.9	8.7	
	100.0	27.2	5.1	4.3	6.0	3.0	2.3	1.7	0.2	0.3	.	0.1	0.1	.	0.4	
	4.3	1.2	0.2	0.2	0.3	0.1	0.1	0.1	
NOT INDUSTRY MAIL	1317	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	14.1															
	100.0															
	14.1															
MEAN	9.53	2.17	0.45	0.45	0.54	0.12	0.20	0.16	0.03	0.03	0.01	0.01	-	-	0.02	
STD DEV	7.08	2.18	0.75	0.76	1.15	0.45	0.59	0.41	0.27	0.19	0.14	0.11	0.07	0.07	0.15	
STD ERROR	0.10	0.03	0.01	0.01	0.01	0.01	0.01	0.01	-	-	-	-	-	-	-	

CHILTON RESEARCH SERVICES NO. 5344

JUNE 1996

WEIGHTED NUMBERS ARE REPORTED IN HUNDRED THOUSANDS

U.S. P.S. HOUSEHOLD DIARY STUDY - DIARY - FISCAL YEAR 1995 (SEPT. 19, 1994 - SEPT. 17, 1995)

TABLE 116
 FIRST-CLASS MAIL RECEIVED
 Q 10 - WAS A RETURN ENVELOPE/CARD ENCLOSED
 (BASED TO FIRST-CLASS MAIL ONLY)

	FIRST-CLASS MAIL RECEIVED - INDUSTRY					
	TOTAL	TOTAL	RES-	RES-	RES-	RES-
	SER	STOR	SEARCH	PHOTO	PHOTO	PHOTO
	VICES	AGE	SER	GRA	SER	SER
	VICES	VICES	PHER	VICES	VICES	VICES
UNWEIGHTED HOUSEHOLDS	5300	5300	5300	5300	5300	5300
UNWEIGHTED PIECES	45204	9896	9	62	14	19
WEIGHTED HOUSEHOLDS	983	983	983	983	983	983
	100.0	100.0	100.0	100.0	100.0	100.0
WEIGHTED PIECES (BASE)	9369	2127	2	18	2	5
	100.0	100.0	100.0	100.0	100.0	100.0
YES	3508	1083	0	4	-	2
	37.4	50.9	2.2	24.2	-	35.4
	100.0	30.9	-	0.1	-	0.1
	37.4	11.6	-	-	-	-
NO	4142	935	2	13	2	3
	44.2	43.9	97.8	69.9	82.5	52.9
	100.0	22.6	0.1	0.3	-	0.1
	44.2	10.0	-	0.1	-	-
DON'T KNOW/NO ANSWER	402	109	-	1	0	1
	4.3	5.1	-	6.0	17.5	11.7
	100.0	27.2	-	0.3	0.1	0.1
	4.3	1.2	-	-	-	-
NOT INDUSTRY MAIL	1317	-	-	-	-	-
	14.1	-	-	-	-	-
	100.0	-	-	-	-	-
	14.1	-	-	-	-	-
MEAN	9.53	2.17	-	0.02	-	0.01
STD DEV	7.08	2.18	0.05	0.16	0.05	0.08
STD ERROR	0.10	0.03	-	-	-	-

CHILTON RESEARCH SERVICES NO 5344 JUNE 1996

WEIGHTED NUMBERS ARE REPORTED IN HUNDRED THOUSANDS

U S P S HOUSEHOLD DIARY STUDY - DIARY - FISCAL YEAR 1995 (SEPT. 19, 1994 - SEPT. 17, 1995)

TABLE 116
 FIRST-CLASS MAIL RECEIVED
 Q 10 - WAS A RETURN ENVELOPE/CARD ENCLOSED
 (BASED TO FIRST-CLASS MAIL ONLY)

	FIRST-CLASS MAIL RECEIVED - INDUSTRY													
	TOTAL	DEPT MER CHANT	STORE DISC.	MAIL ORDER	OTHER STORE	PUBLI SHER	LAND PROMO TION	RES TAU RANT	MANU FAC TURER	AUTO DEAL ER	SER VICE STN.	AUC TION	CON SUMER DIST	SUPER MAR KETS
UNWEIGHTED HOUSEHOLDS	5300	5300	5300	5300	5300	5300	5300	5300	5300	5300	5300	5300	5300	5300
UNWEIGHTED PIECES	45204	6398	1550	1044	1110	1641	107	26	358	311	65	20	45	23
WEIGHTED HOUSEHOLDS	983	983	983	983	983	983	983	983	983	983	983	983	983	983
	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
WEIGHTED PIECES (BASE)	9369	1338	320	222	215	352	24	5	77	64	13	5	8	5
	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
YES	3508	668	206	114	59	248	5	-	18	12	1	1	1	0.
	37.4	49.9	64.3	51.6	27.6	70.4	20.6		22.8	18.4	4.9	14.4	10.7	6.6
	100.0	19.0	5.9	3.3	1.7	7.1	0.1		0.5	0.3				
	37.4	7.1	2.2	1.2	0.6	2.6	0.1		0.2	0.1				
NO	4142	622	106	99	151	93	18	5	53	50	12	4	6	4
	44.2	46.5	33.0	44.7	70.2	26.4	74.6	88.5	68.3	78.2	90.9	85.6	75.4	85.1
	100.0	15.0	2.6	2.4	3.6	2.2	0.4	0.1	1.3	1.2	0.3	0.1	0.2	0.1
	44.2	6.6	1.1	1.1	1.6	1.0	0.2		0.6	0.5	0.1		0.1	
DON'T KNOW/NO ANSWER	402	48	9	8	5	11	1	1	7	2	1	-	1	1
	4.3	3.6	2.7	3.7	2.3	3.2	4.8	11.5	8.9	3.4	4.3		13.9	8.3
	100.0	11.8	2.1	2.0	1.2	2.8	0.3	0.1	1.7	0.5	0.1		0.3	0.1
	4.3	0.5	0.1	0.1	0.1	0.1			0.1					
NOT INDUSTRY MAIL	1317	-	-	-	-	-	-	-	-	-	-	-	-	-
	14.1													
	100.0													
	14.1													
MEAN	9.53	1.36	0.33	0.23	0.22	0.36	0.02	0.01	0.08	0.07	0.01	0.01	0.01	0.01
STD DEV	7.08	1.75	0.73	0.76	0.58	0.75	0.18	0.09	0.35	0.29	0.12	0.09	0.10	0.09
STD ERROR	0.10	0.02	0.01	0.01	0.01	0.01	-	-	0.01	-	-	-	-	-

CHILTON RESEARCH SERVICES NO. 5344

JUNE 1996

WEIGHTED NUMBERS ARE REPORTED IN HUNDRED THOUSANDS

U.S. P.S. HOUSEHOLD DIARY STUDY - DIARY - FISCAL YEAR 1995 (SEPT. 19, 1994 - SEPT. 17, 1995)

TABLE 116
 FIRST-CLASS MAIL RECEIVED
 Q 10 - WAS A RETURN ENVELOPE/CARD ENCLOSED
 (BASED TO FIRST-CLASS MAIL ONLY)

	FIRST-CLASS MAIL RECEIVED - INDUSTRY											
	TOTAL	FINAN CIAL	CRED IT CARD	BANK S & L C U.	SECUR ITY BRKR	MONEY MKT.	INSUR ANCE CO.	REAL EST. MORT GAGE	TOTAL GOVT.	FED ERAL	STATE LOCAL	TOTAL SOCL. CHAR.
UNWEIGHTED HOUSEHOLDS	5300	5300	5300	5300	5300	5300	5300	5300	5300	5300	5300	5300
UNWEIGHTED PIECES	45204	15627	4800	4918	1440	89	3701	528	2203	-	2203	2859
WEIGHTED HOUSEHOLDS	983	983	983	983	983	983	983	983	983	983	983	983
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WEIGHTED PIECES (BASE)	9369	3374	1027	1059	313	21	798	118	479	-	479	632
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0
YES	3508	1472	807	216	85	7	325	23	95	-	95	157
	37.4	43.6	78.6	20.4	27.1	33.2	40.7	19.6	19.9		19.9	24.8
	100.0	42.0	23.0	6.2	2.4	0.2	9.3	0.7	2.7		2.7	4.5
	37.4	15.7	8.6	2.3	0.9	0.1	3.5	0.2	1.0		1.0	1.7
NO	4142	1762	187	804	211	13	434	87	346	-	346	429
	44.2	52.2	18.2	75.9	67.5	62.3	54.4	74.4	72.3		72.3	67.9
	100.0	42.5	4.5	19.4	5.1	0.3	10.5	2.1	8.4		8.4	10.4
	44.2	18.8	2.0	8.6	2.3	0.1	4.6	0.9	3.7		3.7	4.6
DON'T KNOW/NO ANSWER	402	141	32	39	17	1	39	7	37	-	37	46
	4.3	4.2	3.2	3.7	5.4	4.5	4.9	6.0	7.8		7.8	7.3
	100.0	35.0	8.0	9.7	4.2	0.2	9.8	1.7	9.3		9.3	11.5
	4.3	1.5	0.3	0.4	0.2		0.4	0.1	0.4		0.4	0.5
NOT INDUSTRY MAIL	1317	-	-	-	-	-	-	-	-	-	-	-
	14.1											
	100.0											
	14.1											
MEAN	9.53	3.44	1.04	1.08	0.32	0.02	0.82	0.12	0.49	-	0.49	0.65
STD DEV	7.08	3.30	1.44	1.51	1.04	0.19	1.24	0.46	0.99	-	0.99	1.32
STD ERROR	0.10	0.05	0.02	0.02	0.01		0.02	0.01	0.01	-	0.01	0.02

CHILTON RESEARCH SERVICES NO. 5344

JUNE 1996

WEIGHTED NUMBERS ARE REPORTED IN HUNDRED THOUSANDS

U.S.P.S. HOUSEHOLD DIARY STUDY - DIARY - FISCAL YEAR 1996 WITH ADJUSTMENT FACTORS (SEPT. 18, 1995 - SEPT. 15, 1996)
 TABLE 116
 FIRST-CLASS MAIL RECEIVED
 Q. 10 - WAS A RETURN ENVELOPE/CARD ENCLOSED
 (BASED TO FIRST-CLASS MAIL ONLY)

FIRST-CLASS MAIL RECEIVED - INDUSTRY															
	TOTAL		ELEC.			LEI		COMPU		GAR	COL		FUN		
	SER	PHONE	GAS	MEDI	OTHER	SURE	CABLE	TER	CRAFT	BAGE/	LEC	EXTER	ERAL		
	VICES	CO.	WATER	CAL	PROF.	SERV.	TV	REL.	SMAN	TRASH	AGEN	MINA	HOMES	IAL	MOTOR
	TOTAL									SER	CY	TOR	BUR	PLTS	CLUB
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
UNWEIGHTED HOUSEHOLDS	5300	5300	5300	5300	5300	5300	5300	5300	5300	5300	5300	5300	5300	5300	5300
UNWEIGHTED PIECES	43993	10034	2271	2315	2423	515	901	691	192	126	58	29	31	19	73
WEIGHTED HOUSEHOLDS	996	996	996	996	996	996	996	996	996	996	996	996	996	996	996
	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
WEIGHTED PIECES (BASE)	9282	2201	506	508	535	104	203	152	38	31	13	8	5	4	17
	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
YES	3571	1195	365	377	220	23	32	120	11	5	6	5	2	1	9
	38.5	54.3	72.1	74.2	41.1	21.8	15.8	78.7	27.8	15.9	44.6	54.6	34.2	34.3	53.6
	100.0	33.5	10.2	10.6	6.2	0.6	0.9	3.3	0.3	0.1	0.2	0.1	0.1	.	0.2
	38.5	12.9	3.9	4.1	2.4	0.2	0.3	1.3	0.1	0.1	0.1	.	.	.	0.1
NO	3946	879	117	107	285	72	158	26	26	20	6	3	3	2	7
	42.5	39.9	23.1	21.0	53.2	68.8	77.9	17.4	68.7	63.6	49.3	34.5	65.8	59.0	39.5
	100.0	22.3	3.0	2.7	7.2	1.8	4.0	0.7	0.7	0.5	0.2	0.1	0.1	0.1	0.2
	42.5	9.5	1.3	1.2	3.1	0.8	1.7	0.3	0.3	0.2	0.1	.	.	.	0.1
DON'T KNOW/NO ANSWER	466	127	24	24	30	10	13	6	1	6	1	1	-	0.	1
	5.0	5.8	4.8	4.8	5.7	9.2	6.3	3.9	3.5	20.5	6.0	11.0		6.7	6.9
	100.0	27.2	5.2	5.2	6.5	2.1	2.7	1.3	0.3	1.4	0.2	0.2		0.1	0.2
	5.0	1.4	0.3	0.3	0.3	0.1	0.1	0.1	.	0.1
NOT INDUSTRY MAIL	1298	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	14.0														
	100.0														
	14.0														
MEAN	9.32	2.22	0.51	0.51	0.54	0.10	0.20	0.16	0.03	0.03	0.01	0.01	0.01	-	0.01
STD DEV	7.04	2.15	0.81	0.79	1.03	0.41	0.61	0.42	0.24	0.20	0.12	0.12	0.08	0.07	0.15
STD ERROR	0.10	0.03	0.01	0.01	0.01	0.01	0.01	0.01	-	-	-	-	-	-	-

CHILTON RESEARCH SERVICES NO. 5746

APRIL 1997

WEIGHTED NUMBERS ARE REPORTED IN HUNDRED THOUSANDS

U.S.P.S. HOUSEHOLD DIARY STUDY - DIARY - FISCAL YEAR 1996 WITH ADJUSTMENT FACTORS (SEPT. 18, 1995 - SEPT. 15, 1996)

TABLE 116
 FIRST-CLASS MAIL RECEIVED
 Q. 10 - WAS A RETURN ENVELOPE/CARD ENCLOSED
 (BASED TO FIRST-CLASS MAIL ONLY)

	FIRST-CLASS MAIL RECEIVED - INDUSTRY								
	TOTAL	TOTAL SER VICES	STOR AGE	RES- EARCH SER VICES	PHOTO GRA PHER	PHOTO SER VICES	DELIV ERY/ MESS ENGER SER VICES	DAY CARE	SECUR ITY SYS- TEMS
UNWEIGHTED HOUSEHOLDS	5300	5300	5300	5300	5300	5300	5300	5300	5300
UNWEIGHTED PIECES	43893	10034	10	54	24	12	17	5	36
WEIGHTED HOUSEHOLDS	996	996	996	996	996	996	996	996	996
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WEIGHTED PIECES (BASE)	9282	2201	1	9	5	2	4	1	9
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	3571	1195	-	3	1	0.	0.	0.	6
	38.5	54.3		32.5	21.9	6.4	6.7	25.3	61.2
	100.0	33.5		0.1	0.2
	38.5	12.9		0.1
NO	3946	879	1	5	4	2	3	1	2
	42.5	39.9	93.3	53.4	71.6	93.6	64.4	60.9	21.8
	100.0	22.3	.	0.1	0.1	.	0.1	.	0.1
	42.5	9.5	.	0.1
DO NOT KNOW/NO ANSWER	466	127	0.	1	0.	-	1	0.	2
	5.0	5.8	6.7	14.1	6.5		28.8	13.8	17.0
	100.0	27.2	.	0.3	0.1		0.3	.	0.3
	5.0	1.4
NOT INDUSTRY MAIL	1298	-	-	-	-	-	-	-	-
	14.0								
	100.0								
	14.0								
MEAN	9.32	2.22	-	0.01	0.01	-	-	-	0.01
STD DEV	7.04	2.15	0.05	0.12	0.08	0.05	0.08	0.03	0.10
STD ERROR	0.10	0.03	-	-	-	-	-	-	-

U.S.P.S. HOUSEHOLD DIARY STUDY - DIARY - FISCAL YEAR 1996 WITH ADJUSTMENT FACTORS (SEPT. 18, 1995 - SEPT. 15, 1996)
 TABLE 116
 FIRST-CLASS MAIL RECEIVED
 Q. 10 - WAS A RETURN ENVELOPE/CARD ENCLOSED
 (BASED TO FIRST-CLASS MAIL ONLY)

	FIRST-CLASS MAIL RECEIVED - INDUSTRY												
	TOTAL	DEPT. MER	DEPT. STORE	MAIL ORDER	OTHER STORE	PUBLI SHER	LAND PROMO TION	RES TAU RANT	AUTO DEAL ER	SER VICE STN.	AUC TION	CON SUMER DIST	SUPER MAR KETS
UNWEIGHTED HOUSEHOLDS	5300	5300	5300	5300	5300	5300	5300	5300	5300	5300	5300	5300	5300
UNWEIGHTED PIECES	43993	5697	1446	939	1049	1600	77	20	254	73	43	66	30
WEIGHTED HOUSEHOLDS	996	996	996	996	996	996	996	996	996	996	996	996	996
	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
WEIGHTED PIECES (BASE)	9282	1184	297	202	216	333	13	5	57	13	8	12	6
	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
YES	3571	609	199	111	54	225	4	0.	6	2	0.	1	1
	38.5	51.5	66.9	54.7	24.9	67.7	29.4	5.5	11.0	13.3	1.6	11.9	14.2
	100.0	17.1	5.6	3.1	1.5	6.3	0.1	.	0.2	0.1	.	.	.
	38.5	6.6	2.1	1.2	0.6	2.4	.	.	0.1
NO	3946	524	87	84	150	94	8	5	47	11	8	11	5
	42.5	44.3	29.3	41.4	69.6	28.4	64.5	93.3	82.8	83.3	94.6	84.6	85.8
	100.0	13.3	2.2	2.1	3.8	2.4	0.2	0.1	1.2	0.3	0.2	0.3	0.1
	42.5	5.6	0.9	0.9	1.6	1.0	0.1	.	0.5	0.1	0.1	0.1	0.1
DON'T KNOW/NO ANSWER	466	50	11	8	12	13	1	0.	4	1	0.	1	-
	5.0	4.2	3.8	4.0	5.5	3.9	6.1	1.3	6.2	3.4	3.7	3.5	
	100.0	10.8	2.4	1.7	2.5	2.8	0.2	.	0.8	0.1	0.1	0.1	
	5.0	0.5	0.1	0.1	0.1	0.1	
NOT INDUSTRY MAIL	1298	-	-	-	-	-	-	-	-	-	-	-	-
	14.0												
	100.0												
	14.0												
MEAN	9.32	1.19	0.31	0.20	0.22	0.34	0.01	0.01	0.06	0.01	0.01	0.01	0.01
STD DEV	7.04	1.56	0.68	0.60	0.56	0.76	0.12	0.08	0.28	0.14	0.11	0.23	0.08
STD ERROR	0.10	0.02	0.01	0.01	0.01	0.01	-	-	-	-	-	-	-

CHILTON RESEARCH SERVICES NO. 5746

APRIL 1997

WEIGHTED NUMBERS ARE REPORTED IN HUNDRED THOUSANDS

U.S.P.S. HOUSEHOLD DIARY STUDY - DIARY - FISCAL YEAR 1996 WITH ADJUSTMENT FACTORS (SEPT. 18, 1995 - SEPT. 15, 1996)
 TABLE 116
 FIRST-CLASS MAIL RECEIVED
 Q. 10 - WAS A RETURN ENVELOPE/CARD ENCLOSED
 (BASED TO FIRST-CLASS MAIL ONLY)

FIRST-CLASS MAIL RECEIVED - INDUSTRY													
	TOTAL	TOTAL FINAN CIAL	CRED IT CARD	BANK S & L C.U.	SECUR ITY BRKR	MONEY MKT.	INSUR ANCE CO.	REAL EST. MORT GAGE	TOTAL GOVT.	FED ERAL	STATE LOCAL	TOTAL SOCL. CHAR.	TOTAL MANU FAC TURER
UNWEIGHTED HOUSEHOLDS	5300	5300	5300	5300	5300	5300	5300	5300	5300	5300	5300	5300	5300
UNWEIGHTED PIECES	43993	15240	4544	4822	1449	113	3627	558	1888	-	1884	2891	628
WEIGHTED HOUSEHOLDS	996	996	996	996	996	996	996	996	996	996	996	996	996
	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
WEIGHTED PIECES (BASE)	9282	3336	999	1045	339	20	775	129	446	-	445	629	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0
YES	3571	1464	802	208	80	9	320	40	87	-	87	172	26
	38.5	43.9	80.3	19.9	23.7	42.3	41.2	31.0	19.5		19.5	27.3	22.0
	100.0	41.0	22.5	5.8	2.2	0.2	9.0	1.1	2.4		2.4	4.8	0.7
	38.5	15.8	8.6	2.2	0.9	0.1	3.4	0.4	0.9		0.9	1.8	0.3
NO	3946	1705	171	774	235	11	411	83	327	-	325	392	81
	42.5	51.1	17.1	74.1	69.3	54.2	53.0	64.1	73.2		73.1	62.4	69.8
	100.0	43.2	4.3	19.6	6.0	0.3	10.4	2.1	8.3		8.2	9.9	2.1
	42.5	18.4	1.8	8.3	2.5	0.1	4.4	0.9	3.5		3.5	4.2	0.9
DON'T KNOW/NO ANSWER	466	167	25	63	24	1	45	6	33	-	33	65	10
	5.0	5.0	2.5	6.0	7.0	3.4	5.8	4.9	7.4		7.4	10.3	8.2
	100.0	35.7	5.4	13.5	5.1	0.1	9.7	1.4	7.1		7.0	13.9	2.1
	5.0	1.8	0.3	0.7	0.3	.	0.5	0.1	0.4		0.4	0.7	0.1
NOT INDUSTRY MAIL	1298	-	-	-	-	-	-	-	-	-	-	-	-
	14.0												
	100.0												
	14.0												
MEAN	9.32	3.35	1.00	1.05	0.34	0.02	0.78	0.12	0.44	-	0.44	0.64	0.11
STD DEV	7.04	3.31	1.36	1.43	1.22	0.20	1.19	0.46	0.92	-	0.91	1.24	0.42
STD ERROR	0.10	0.05	0.02	0.02	0.01	-	0.01	0.01	0.01	-	0.01	0.01	0.01


CHILTON RESEARCH SERVICES NO. 5746

APRIL 1997

WEIGHTED NUMBERS ARE REPORTED IN HUNDRED THOUSANDS

CERTIFICATE OF SERVICE

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



Michael T. Tidwell

475 L'Enfant Plaza West, S.W.
Washington, D.C. 20260-1145
October 1, 1997