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USPS LR-L-152

Forever Stamp Market Research

Report of Quantitative Market Research Conducted by Opinion Research Corporation, April, 2006

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Description

Library reference USPS LR-L-152 is a category 2 library reference sponsored by witness Altaf H. Taufique (USPS-T-48). It consists of a narrative report of the results of a telephone survey (Caravan®) conducted by Opinion Research Corporation during the last week of April, 2006. As explained in witness Taufique's testimony, this multi-topic survey included questions sampling attitudes of consumers and small businesses toward the concept of a "Forever Stamp" for the First-Class Mail basic letter rate. The library reference also includes descriptions of the samples and methodologies employed in conducting the survey.

UNITED STATES POSTAL SERVICE®

Market Research Report

Forever Stamp Research

Quantitative market research was conducted the last week of April 2006 across the U.S. utilizing a phone survey. This phone survey was conducted by ORC and was designed to ascertain acceptance of the Forever Stamp among consumers and small business owners.

This study indicates that consumers and small business owners are both receptive to the Forever Stamp concept. There are no negative attitudes associated with the concept. Customers are, however, very price sensitive. The table below indicates the purchase intent for a range of Forever Stamp prices.

Consumers & Small Business - likely to purchase				
	39 cent	40 cent	42 cent	45 cent
	%	%	%	%
Consumers very/somewhat likely	80	57	45	27
Small Business very/somewhat likely	74	47	45	29

Customers were not inconvenienced at the last rate change as they had several alternatives as how to address the price increase. Many customers opted to use two $.37 stamps in lieu of purchasing $.39 stamps immediately after the rate change. Some customers did purchase $.02 make up stamps but this was not the dominant choice with customers. A small percent purposely underpaid postage, using just one $.37 stamp.

In terms of customers' willingness to pay a premium for the Forever Stamp in lieu of purchase restrictions, both consumers and small business owners were evenly split on this topic. Some were willing to pay more for the stamp while others opted for a limited time period the stamp would be available or have a limited quantity they could purchase.

Customers would have improved perceptions of the Postal Service if we introduced the Forever Stamp. They also indicated that the Forever Stamp could keep them sending payments in the mail and even induce them to send messages.

Summary

Insight # 1

Customers are infrequent buyers of stamps

The mean number of times postage is purchased per month is 1.2 for consumers and 1.8 for small business. When we examine mean purchases among those who indicated purchase intent for the Forever Stamp, we do not see any significant changes except for the $.42 and $.45 stamps for small businesses.

Consumers - mean # of times purchase FCM postage per month	
total	1.2
39 cents likely to purchase	1.1
40 cents likely to purchase	1.2
42 cents likely to purchase	1.2
45 cents likely to purchase	1.1

Small Business - mean # of times purchase FCM postage per month	
total	1.8
39 cents likely to purchase	1.6
40 cents likely to purchase	1.7
42 cents likely to purchase	2.8
45 cents likely to purchase	3.2

Insight # 2

The local post office dominates as the location of customer choice

Among both consumers and small businesses the dominant place postage is purchased is at the Post Office. Among consumers the second choice is grocery stores and among small businesses the second choice is APC/vending machines.

Consumers - where purchase FCM postage	
	%
Clerk at post office	75
Grocery Stores	20
APC/Vending Machine	12
Stamps by Mail	5
USPS website	3

Small Business - where purchase FCM postage	
	%
Clerk at post office	83
APC/Vending Machine	12
Grocery Store	9
Stamps by Mail	6
USPS website	3

Insight # 3

Customers buy only a small amount of stamps at any time

Among consumers the mean number of stamp purchased is 39.1 and among small business owners it is 58.5. Consumers are more likely to buy 1 book of stamps at a time while the small business owners will purchase 2 books at a time. Since small business owners purchase stamps nearly 2 times a month, they are clearly buying more postage than consumers who only purchase stamps once a month.

Consumers - number of FC stamps purchased at one time		
	%	
20 or <	62	
21 - 40	12	
41 or >	24	
mean #		39.1

Small Business - number of FC stamps purchased at one time		
	%	
20 or <	35	
21 - 40	12	
41 or >	45	
mean #		58.5

Insight # 4

Customers typically hold about 50 percent or more of their normal purchase amount in inventory

The mean number of stamps on hand is 20.8 for consumers and 39.4 for small businesses. There is not a significant difference in the number of stamps on hand when customers indicated they were likely to purchase the Forever Stamp. Among the small business owners who indicated interest in purchasing the 42 cent and 45 cent stamps, we found the mean number of stamps on hand was above the mean.

Consumers HH - mean number of 39 cent stamps presently on hand	
total	20.8
39 cent likely to purchase	21.1
40 cent likely to purchase	19.1
42 cent likely to purchase	17.9
45 cent likely to purchase	14.9
Small Business - mean number of 39 cent stamps presently on hand	
total	39.4
39 cent likely to purchase	38.1
40 cent likely to purchase	31.5
42 cent likely to purchase	44.2
45 cent likely to purchase	42

Insight # 5

Customers, including those who will likely purchase the Forever Stamp, have a positive perception of the USPS performance over the past 3 months

Most consumers (88%) and small business owners (82%) view the USPS performance as positive over the past 3 months. These percentages remain very high among those customers indicating likelihood to purchase the Forever Stamp. In fact the level of satisfaction increased somewhat among those small business owners indicating purchase intent for the 42 cent and 45 cent stamps.

Thus, customers who are likely to purchase the Forever Stamp view the USPS very positively and the Forever Stamp should add to the positive perception. It also indicates that customer likely to purchase the Forever Stamp will not be doing so because of dissatisfaction with current service.

Consumers - USPS performance over the past 3 months	
Excellent/Very Good/Good	%
total	88
39 cent likely to purchase	88
40 cent likely to purchase	92
42 cent likely to purchase	91
45 cent likely to purchase	90

Small Business - USPS performance over the past 3 months	
Excellent/Very Good/Good	%
total	82
39 cent likely to purchase	82
40 cent likely to purchase	86
42 cent likely to purchase	89
45 cent likely to purchase	96

Insight # 6

Customers do not have a significant amount of concerns about purchasing stamps at the time of the price change

Among consumers and small business owners a large percentage of customers purchased 39 cent stamps after the rate change while 20 percent or less purchased the stamps prior to the rate change. Regarding the purchase of 2 cent stamps, around 20 percent bought them prior to the rate change but the majority purchased them after the rate change.

Thus the rate change is not a monumental issue with which to deal. They do not spend a great deal of time preparing for the change in advance.

Consumers - purchase 39 cent stamps before or after price change	
	%
before price change	14
after price change	80
don't know	6

Consumers - purchase 2 cent stamps before or after price change	
	%
before price change	22
after price change	55
don't know	24

Small Business - purchase 39 cent stamps before or after price change	
	%
before price change	20
after price change	65
don't know	15

Small Business - purchase 2 cent stamps before or after price change	
	%
before price change	23
after price change	51
don't know	26

Insight # 7

For many customers the rate change is not a significant problem but rather a minor inconvenience

Both consumers and small business owners were for the most part not greatly inconvenienced by the last rate change.

Consumers - last rate change create any inconvenience	
	total
	%
none/very little	51
some/ a great deal	31

Small Business - last rate change create any inconvenience	
	total
	%
none/very little	56
some/ a great deal	25

Insight # 8
A rate change is not a significant problem but a minor inconvenience

A sizeable minority of customers used two $.37 stamps as postage after the rate increase. For these customers it was easier to pay additional postage rather than save the $.35 of additional postage per letter.

Again, this indicates that for many customers the rate change is not a significant problem but rather a minor inconvenience. The Forever Stamp is a viable and attractive method to eliminate this additional expenditure for these customers.

Consumers - use of two 37 cent stamps after rate increase	
	%
yes	37
no	61

Small Business - use of two 37 cent stamps after rate increase	
	%
yes	39
no	54

Insight # 9
A small percentage of customers risked sending mail with insufficient postage after the rate increase

A small percentage of customers (14% for both consumers and small businesses) risked sending mail with insufficient postage after the rate increase. Rather than adding a $.02 stamp or using two $.37 stamps, 14 percent of customers used only one $.37 stamp.

For these customers it was easier to risk underpayment than to go to the post office and buy the correct stamp.

Consumers - use only one 37 cent stamp after rate increase	
	%
yes	14
no	84
don't know	2

Small Business - use only one 37 cent stamp after rate increase	
	%
yes	14
no	82
don't know	4

Insight #10

Customers who are likely to purchase the Forever Stamp do not consider a rate change to be a major issue

Customers who are likely to purchase the Forever Stamp were for the most part not greatly inconvenienced by the last rate change.

Consumers - last rate change create any inconvenience				
likely to purchase	39 cent	40 cent	42 cent	45 cent
	%	%	%	%
none/very little	54	56	48	51
some/ a great deal	31	28	32	29

Small Business - last rate change create any inconvenience				
likely to purchase	39 cent	40 cent	42 cent	45 cent
	%	%	%	%
none/very little	47	45	49	50
some/ a great deal	31	29	34	30

Insight # 11

Many customers did have to do special things to be prepared

While customers do not consider a rate change to be a major concern, many did have to do special things to be prepared. About half of the consumers and small businesses indicated they made a special trip to the Post Office to purchase postage. Among small business owners who indicated purchase interest in the 42 cent and 45 cent stamps, this percentage was higher. A smaller percentage of customers encountered long lines at the Post Office.

Consumers - experiences after the rate change				
likely to purchase	39 cent	40 cent	42 cent	45 cent
	%	%	%	%
special trip to buy stamps	52	48	47	43
long lines at post office	24	24	31	31
out of stamps, had to come back	11	9	9	11
low on stamps, limited purchases	6	7	8	9

Small Business - experiences after the rate change				
likely to purchase	39 cent	40 cent	42 cent	45 cent
	%	%	%	%
special trip to buy stamps	48	41	68	57
long lines at post office	40	40	37	33
out of stamps, had to come back	24	23	26	27
low on stamps, limited purchases	14	10	17	11

Insight # 12

Customers will be highly price sensitive

Customers are highly likely to purchase the Forever Stamp at no premium but as the price increases, the purchase intent declines. The purchase intent for the 40 and 42 cent stamps is strong but for the 45 cent stamp it declines significantly.

Consumers - likely to purchase				
	39 cent	40 cent	42 cent	45 cent
	%	%	%	%
very/somewhat likely	80	57	45	27
very/somewhat unlikely	15	36	49	67

Small Business - likely to purchase				
	39 cent	40 cent	42 cent	45 cent
	%	%	%	%
very/somewhat likely	74	47	45	29
very/somewhat unlikely	16	41	45	59

Insight # 13

Customers will respond close in time to a price change

Our customers are more inclined to wait and purchase the Forever Stamp just prior to the rate change. A rate change is a minor inconvenience and customers deal with it accordingly. They do not feel the need to plan on a long term basis for a rate change.

Consumers - time period in which forever stamp would be purchased				
very/somewhat likely to purchase	39 cent	40 cent	42 cent	45 cent
	%	%	%	%
one year	64	50	38	27
three months	79	65	48	39
two weeks	82	75	56	45

Small Business - time period in which forever stamp would be purchased				
very/somewhat likely to purchase	39 cent	40 cent	42 cent	45 cent
	%	%	%	%
one year	62	38	23	15
three months	70	59	37	21
two weeks	76	82	51	29

Insight # 14

The Forever Stamp could impact favorably customers' perception of the Postal Service and use of mail

The consumers and small business who are likely to purchase the Forever Stamp view the USPS as being customer friendly. This is particularly true of consumers. Also, our customers indicate the Postal Service and Forever Stamp will be easier to deal with in the future. A high percent indicated the Forever Stamp could increase the amount of mail they would send; further, a sizeable minority indicated it would lead them to use the mail more for paying bills.

Consumers - agree with statements				
likely to purchase	39 cent	40 cent	42 cent	45 cent
	%	%	%	%
USPS is customer friendly	86	90	82	86
USPS easier to use	81	85	80	85
stamp will be easier to deal with	92	95	90	94
use to send mail messages	47	53	51	63
use the mail to pay bills	58	66	54	64
purchase stamp as a gift	46	54	47	54

Small Business - agree with statements				
likely to purchase	39 cent	40 cent	42 cent	45 cent
	%	%	%	%
USPS is customer friendly	73	86	75	63
USPS easier to use	70	77	69	71
stamp will be easier to deal with	93	98	82	78
use to send mail messages	27	29	27	31
use the mail to pay bills	35	43	48	53
purchase stamp as a gift	40	55	41	46

Insight # 15
Customers are willing to accept purchase restrictions to avoid paying a premium

Customers are more willing to pay a premium in lieu of purchase restrictions if it is only a one cent premium. As the premium increases, our customer interest in unrestricted purchases decreases. Consumers expressed stronger interest in paying a premium for an unlimited quantity of stamps versus paying a premium to buy the stamps over the entire year.

Consumers HH - willingness to pay one cent premium	
likely to purchase	40 cent
	%
pay no premium, 2 month limit	37
pay premium, buy all year	59

Consumers HH - willingness to pay one cent premium	
likely to purchase	40 cent
	%
pay no premium, buy 20 or <	32
pay premium, buy unlimited #	65

Small Business - willingness to pay one cent premium	
likely to purchase	40 cent
	%
pay no premium, 2 month limit	37
pay premium, buy all year	55

Small Business - willingness to pay one cent premium	
likely to purchase	40 cent
	%
pay no premium, buy 20 or <	23
pay premium, buy unlimited #	77

Consumers - willingness to pay three cent premium		
likely to purchase	42 cent	45 cent
	%	%
pay no premium, 2 month limit	48	42
pay premium, buy all year	46	53

Consumers - willingness to pay three cent premium		
likely to purchase	42 cent	45 cent
	%	%
pay no premium, buy 20 or <	45	39
pay premium, buy unlimited #	48	53

Small Business - willingness to pay three cent premium		
likely to purchase	42 cent	45 cent
	%	%
pay no premium, 2 month limit	70	69
pay premium, buy all year	30	31

Small Business - willingness to pay three cent premium		
likely to purchase	42 cent	45 cent
	%	%
pay no premium, buy 20 or <	71	70
pay premium, buy unlimited #	29	30

Consumers - willingness to pay six cent premium		
likely to purchase	42 cent	45 cent
	%	%
pay no premium, 2 month limit	52	45
pay premium, buy all year	44	50

Consumers - willingness to pay six cent premium		
likely to purchase	42 cent	45 cent
	%	%
pay no premium, buy 20 or <	54	48
pay premium, buy unlimited #	42	49

Small Business - willingness to pay six cent premium		
likely to purchase	42 cent	45 cent
	%	%
pay no premium, 2 month limit	61	48
pay premium, buy all year	33	39

Small Business - willingness to pay six cent premium		
likely to purchase	42 cent	45 cent
	%	%
pay no premium, buy 20 or <	52	42
pay premium, buy unlimited #	48	53

Conclusions

The Forever Stamp is definitely a viable option for the USPS to offer. It has customer appeal and it does not have any serious attitudinal drawbacks associated with it.

On the whole, our customers do not consider a rate change as a large inconvenience and customers do not spend a great deal of time planning for a rate change. In the case of the last postage rate increase, many customers simply used two $.37 stamps rather than make a special trip to purchase $.02 stamps.

The Forever Stamp would be an added value for these customers who made a special trip to the Post Office or who either used two $.37 stamps or just one $.37 stamp and risked the underpayment.

The key to success will be the price point for this stamp. There is clear price sensitivity, especially for the high premium prices. Also, customers largely would accept purchase restrictions to avoid the high premium prices.

SMALL BUSINESS CARAVAN METHODOLOGY

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INTRODUCTION

This report presents the findings of two waves of a telephone survey conducted among a national probability sample of 2,059 adults comprising 1,026 men and 1,033 women 18 years of age and older, living in private households in the continental United States. Interviewing for this CARAVAN® Survey was completed during the period April 27 – May 1, 2006.

All CARAVAN interviews are conducted using Opinion Research Corporation's computer assisted telephone interviewing (CATI) system. The system is state-of-the-art and offers several distinct advantages such as: full-screen control which allows multi-question screens, fully-programmable help and objection screens to aid interviewing, an extremely flexible telephone number management system and powerful data checking facilities. CATI ensures that interviews are conducted in the most efficient manner and allows interviewers easy response recording. This interviewing method also allows for the most accurate form of data entry by guiding the interviewer through the programmed question flow and by providing on-screen interviewer instructions.

The most advanced probability sampling techniques are employed in the selection of households for telephone interviewing. Opinion Research Corporation utilizes an unrestricted random sampling procedure that controls the amount of serial bias found in systematic sampling to generate its random-digit-dial sample. The sample is fully replicated and stratified by region. Only one interview is conducted per household. All sample numbers selected are subject to up to four attempts to complete an interview.

Completed interviews are weighted by four variables: age, sex, geographic region, and race, to ensure reliable and accurate representation of the total population, 18 years of age and older. The raw data are weighted by a custom designed program which automatically develops a weighting factor for each respondent. Each respondent is assigned a single weight derived from the relationship between the actual proportion of the population with its specific combination of age, sex, geographic characteristics and race and the proportion in our CARAVAN sample that week. Tabular results show both weighted and unweighted bases.

The use of replicable sampling, standardized interviewing procedures and representative weighting provides that all CARAVAN studies are parallel to one another. Thus, CARAVAN usage is appropriate both for point-in-time analysis as well as tracking and trend comparisons.

Included in the Technical Information which follows are tables of sampling tolerances of survey results, and a copy of the question series as it appeared in the survey questionnaire.

As required by the Code of Standards of the Council of American Survey Research Organizations, we will maintain the anonymity of our respondents. No information will be released that in any way will reveal the identity of a respondent. Our authorization is required for any publication of the research findings or their implications.

Opinion Research Corporation's CARAVAN is a shared-cost data collection vehicle. Opinion Research Corporation has exercised its best efforts in the preparation of this information. In any event, Opinion Research Corporation assumes no responsibility for any use which is made of this information or any decisions based upon it.

CARAVAN Telephone Sampling Methodology

Opinion Research Corporation's national probability telephone sample is an efficient form of random-digit-dialing. The sample is designed to be a simple random sample of telephone households. Unlike published directories, Opinion Research Corporation's national probability telephone sample includes both unlisted numbers and numbers issued after publication of the directories. The following procedure was used to create the sample:

- Opinion Research Corporation has an annual license for GENESYS, a custom RDD sample generation system developed by Marketing Systems Groups.
- The methodology for generating random digit dialing (RDD) telephone samples in the GENESYS system provides for a single stage, EPSEM (Equal Probability of Selection Method) sample of residential telephone numbers. It is updated twice a year.
- When a national probability sample is needed, a random selection is made from approximately 40,000 exchanges in two million working banks.
- Each telephone number is transferred to a separate call record. The record shows the computer-generated telephone number to be called, as well as the county, state, MSA (if applicable), band and time zone into which the telephone number falls. Our computerized interviewing system (CATI) uses this information to keep track of regional quotas. The CATI interviewing program also keeps track of the disposition categories for each call attempt.

Reliability Of Survey Percentages

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results.

The table below shows the possible sample variation that applies to percentage results reported from Opinion Research Corporation's CARAVAN sample. The chances are 95 in 100 that a CARAVAN survey result does not vary, plus or minus, by more than the indicated number of percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

Size of Sample on Which Survey Results Are Based	Approximate Sampling Tolerances Applicable to Percentages At or Near These Levels				
	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
2,000 interviews	1%	2%	2%	2%	2%
1,000 interviews	2%	2%	3%	3%	3%
500 interviews	3%	4%	4%	4%	4%
250 interviews	4%	5%	6%	6%	6%
100 interviews	6%	8%	9%	10%	10%

Additional Sampling Tolerances for Samples of 1,000 Interviews

9% or 91% 2%	8% or 92% 2%	7% or 93% 2%	6% or 94% 1%	5% or 95% 1%
4% or 96% 1%	3% or 97% 1%	2% or 98% 1%	1% or 99% .2%	

Sampling Tolerances When Comparing Two Samples

Tolerances are also involved in the comparison of results from independent parts of any one Opinion Research Corporation's CARAVAN sample and in the comparison of results between two independent CARAVAN samples. A difference, in other words, must be of at least a certain number of percentage points to be considered statistically significant. The table below is a guide to the sampling tolerances in percentage points applicable to such comparisons, based on a 95% confidence level.

Size of Samples Compared	Differences Required for Significance At or Near These Percentage Levels				
	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
1,000 and 1,000	3%	4%	4%	4%	4%
1,000 and 500	3%	4%	5%	5%	5%
1,000 and 250	4%	6%	6%	7%	7%
1,000 and 100	6%	8%	9%	10%	10%
500 and 500	4%	5%	6%	6%	6%
500 and 250	5%	6%	7%	7%	8%
500 and 100	6%	9%	10%	11%	11%
250 and 250	5%	7%	8%	9%	9%
250 and 100	7%	9%	11%	11%	12%
100 and 100	8%	11%	13%	14%	14%

INTRODUCTION TO DETAILED TABULATIONS

How To Read The Tables

The following pages present the detailed tabulations of survey results. The data are percentaged vertically and, therefore, should be read from top-to-bottom. The total number of interviews, both weighted and unweighted, appears at the top of each column. Percentages are calculated on the weighted bases. Percentages may not add to 100% due to weighting factors or multiple responses. Where an asterisk (*) appears, it signifies any value of less than one-half percent.

Definition Of Classification Terms

The following definitions are provided for some of the standard demographics by which the results are tabulated. Other demographics are self-explanatory.

Income

The income groupings refer to the total household income for 2005 before taxes.

Metro Size

Metro --	In Center City of Metropolitan Area Outside Center City, Inside Center City County Inside Suburban County of Metropolitan Area In Metropolitan Area with No Center City
Non-Metro --	In Non-Metropolitan Area

Children in Household

None --	No children under 18 years of age living in household
Total --	Have children under 18 years of age living in household
Under 12 --	Have children under 12 years of age living in household
12 - 17 --	Have children ages 12 to 17 living in household

Geographic Region

The continental states are contained in four geographic regions as follows:

North East
New England: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut
Middle Atlantic: New York, New Jersey, Pennsylvania

North Central
East North Central: Ohio, Indiana, Illinois, Michigan, Wisconsin
West North Central: Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas

South
South Atlantic: Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida
East South Central: Kentucky, Tennessee, Alabama, Mississippi
West South Central: Arkansas, Louisiana, Oklahoma, Texas

West
Mountain: Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada
Pacific: Washington, Oregon, California

Occupation (Optional)

The occupation classification refers to the occupation of the respondent. The types of positions included in each category are:

Professional/Manager/Owner	-	Executives, Professionals, Technical and Kindred Workers, Managers, Officials, and Proprietors
White Collar - Sales/Clerical	-	Clerical, Office and Secretarial Workers, and Sales Agents and Workers
Blue Collar - Craftsmen/Foremen	-	Craftsmen, Foremen, Kindred Workers, Carpenters, Plumbers, Electricians, Mechanics, and Bakers
Blue Collar - Semi-Skilled/Unskilled	-	Apprentices, Laborers, Assembly Line Workers, Motormen and Fishermen
Service Workers	-	Housekeepers in Private Households, Police, Beauticians, Barbers, Security Guards, Waitresses and Waiters

Significance Testing

When results from sub-groups of a CARAVAN sample appear in the detailed tabulations, an indicator of statistically significant differences is added to the tables run on our standard demographic banners. The test is performed on percentages as well as mean values. Each sub-sample is assigned a letter. When the percentage of one sub-sample is significantly different from the percentage of another sub-sample, the letter representing one of the two samples appears next to the percentage (or mean) of the other sample.

For instance the percentage of males answering yes to a particular question may be compared to the percentage of females answering yes to the same question. In the example on the next page, the male sample is assigned the letter B, and the female sample is assigned the letter C. Here, respondents were asked whether a certain business practice is acceptable. 67% of women said that it was -- a proportion significantly greater than the 57% of males who believe that the practice is acceptable. To indicate that women are significantly more likely to find the practice acceptable than are men, the letter B -- the letter assigned to the male sub-sample -- appears next to the "67%" in the female column. Similarly, the 37% of men that find the practice unacceptable is significantly greater than the 29% of women who do so and, therefore, the letter C -- the letter assigned to the female sub-sample -- appears next to the "37%" in the male column.

Significance Testing (continued)

Acceptability of [practice]

		Sex	
	Total (A)	Male (B)	Fe-male (C)
Unweighted Total	977	488	489
Weighted Total	967	464	503
Acceptable	611	274	337
	63%	59%	67%B
Not Acceptable	319	171	148
	33%	37%C	29%
Don't Know	37	18	19
	4%	4%	4%

Significance testing is done to the 95% confidence level. The columns compared are listed at the bottom of each table.

A number of factors need to be considered when determining which type of t-test should be applied, such as whether the samples being compared overlap, whether they are means or percentages, etc. Opinion Research Corporation's software has the capability to perform the appropriate test.

Note that any statistical test becomes less reliable when the sample sizes are small. Even though the test mathematically can be performed on samples as low as thirty, sixty respondents is the reasonable lower bound on the size of the sample.

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A1A

Are you the owner OR MANAGER of a small business, either a sole proprietorship or a business with fewer than 20 employees in total?

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Neither Like -ly Nor Unlike -ly	Very/ Smwht Unlike -ly	Very/ Smwht Like -ly	Neither Like -ly Nor Unlike -ly	Very/ Smwht Unlike -ly	Very/ Smwht Like -ly	Neither Like -ly Nor Unlike -ly	Very/ Smwht Unlike -ly	Very/ Smwht Like -ly	Neither Like -ly Nor Unlike -ly	Very/ Smwht Unlike -ly	Excellent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	2059	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	2000	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Owner	170	42	3	10	26	6	24	33	2	32	21	3	41	46	39	20	14	8
	9%	89%	100%	93%	87%	100%	93%	95%	100%	91%	95%	100%	91%	91%	92%	91%	93%	100%
Manager	29	5	0	1	4	0	2	2	0	3	1	0	4	5	3	2	1	0
	1%	11%	0	7%	13%	0	7%	5%	0	9%	5%	0	9%	9%	8%	9%	7%	0
Not an owner or manager of a small business (vol.)	1771	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	89%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	2%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Question A1B

Are you the person in your business who makes decisions about using the US Postal Service for mailing and shipping needs?

Base = Owner or manager of a small business

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	220	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	199	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Yes	157	46	3	10	30	6	26	35	2	35	22	3	45	50	43	22	15	8
	79%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	41	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	21%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know/Refused	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	1%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Question A2

How often do you purchase First-Class letter postage stamps for BUSINESS use? Would you say...

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	178	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	157	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Ever (Net)	136	46	3	10	30	6	26	34	2	33	21	3	44	50	40	22	15	8
	87%	100%	100%	100%	100%	100%	100%	97%	100%	96%	96%	100%	97%	99%	94%	100%	96%	100%
Two weeks or more often (Subnet)	45	13	0	4	10	1	6	18	0	7	12	1	10	19	13	7	3	3
	29%	28%	0	36%	34%	13%	23%	51%J	0	21%	56%	46%	23%	37%	30%	33%	22%	35%
More than once a week (8)	14	2	0	2	1	0	3	6	0	2	4	0	4	5	2	2	3	2
	9%	5%	0	21%	5%	0	11%	17%	0	5%	19%	0	8%	10%	6%	10%	17%	25%
Once a week (4)	11	5	0	1	3	1	2	5	0	1	5	0	1	5	5	*	0	1
	7%	10%	0	8%	9%	13%	9%	13%	0	4%	21%	0	3%	9%	12%	2%	0	11%
Once every two weeks (2)	19	6	0	1	6	0	1	7	0	4	3	1	5	9	5	4	1	0
	12%	13%	0	7%	21%	0	3%	20%	0	11%	16%	46%	12%	17%	12%	20%	5%	0
Once a month to every three months (Subnet)	69	28	0	4	15	2	16	13	2	19	8	1	25	26	19	12	7	5
	44%	61%	0	43%	50%	30%	63%	37%	100%	55%	35%	30%	55%	51%	45%	56%	46%	56%
Once a month (1)	51	21	0	4	11	2	12	10	2	12	7	1	16	19	14	9	5	3
	32%	45%	0	36%	38%	30%	46%	30%	100%	35%	32%	30%	36%	37%	32%	42%	35%	42%
Once every three months (.75)	18	7	0	1	4	0	4	2	0	7	1	0	9	7	5	3	2	1
	12%	15%	0	7%	12%	0	17%	7%	0	20%	4%	0	19%	14%	12%	13%	10%	14%
Six months or less often (Subnet)	22	5	3	2	5	3	4	3	0	7	1	1	9	5	8	3	4	1
	14%	11%	100%	21%	15%	56%	15%	10%	0	20%	5%	24%	19%	11%	19%	12%	29%	9%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A2

How often do you purchase First-Class letter postage stamps for BUSINESS use? Would you say...

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	157	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Once every six months (.5)	10	3	2	1	3	2	1	2	0	2	0	1	3	3	3	1	3	1
	6%	6%	51%	9%	10%	29%	4%	5%	0	7%	0	24%	7%	5%	6%	4%	16%	9%
Once a year or less often (.1)	13	2	2	1	2	2	3	2	0	5	1	0	6	3	5	2	2	0
	8%	5%	49%	12%	5%	27%	11%	5%	0	14%	5%	0	12%	5%	13%	7%	12%	0
Never/Use postage meter (0)(vol.)	17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	11%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know/Refused	5	0	0	0	0	0	0	1	0	1	1	0	1	1	3	0	1	0
	3%	0	0	0	0	0	0	3%	0	4%	4%	0	3%	1%	6%	0	4%	0
Mean (In times per month) (Including None)	1.8	1.6	0.3	2.6	1.7	1.0	1.9	2.8J	1.0	1.4	3.2	1.3	1.6	2.1	1.8	1.9	2.0	3.0
Standard Deviation (In times per month) (Including None)	2.25	1.73	0.24	3.08	1.76	1.35	2.39	2.70	0	1.80	2.76	0.78	2.07	2.26	1.98	2.24	2.86	3.24
Standard Error (In times per month) (Including None)	0.17	0.24	0.17	0.86	0.32	0.60	0.42	0.45	0	0.28	0.59	0.45	0.28	0.31	0.29	0.44	0.74	1.02
Mean (In times per month) (Excluding None)	2.0	1.6	0.3	2.6	1.7	1.0	1.9	2.8J	1.0	1.4	3.2	1.3	1.6	2.1	1.8	1.9	2.0	3.0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A2

How often do you purchase First-Class letter postage stamps for BUSINESS use? Would you say...

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	157	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Standard Deviation (In times per month) (Excluding None)	2.29	1.73	0.24	3.08	1.76	1.35	2.39	2.70	0	1.80	2.76	0.78	2.07	2.26	1.98	2.24	2.86	3.24
Standard Error (In times per month) (Excluding None)	0.19	0.24	0.17	0.86	0.32	0.60	0.42	0.45	0	0.28	0.59	0.45	0.28	0.31	0.29	0.44	0.74	1.02

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A3

For your business, where do you usually purchase First-Class letter postage stamps? - Aided

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	158	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
From a clerk at the post office	116 83%	41 89%	3 100%	6 63%	25 85%	6 100%	20 79%	27 79%	1 47%	30 86%	17 78%	1 46%	39 86%	46 92%O	31 73%	20 91%	10 66%	7 91%
From a vending machine at the post office, including the Automated Postal Center (APCs)	17 12%	10 21%	0 0	2 16%	7 23%	0 0	5 19%	1 3%	0 0	4 11%	1 5%	0 0	4 9%	6 13%	3 7%	4 18%	3 22%	1 7%
At the grocery store	13 9%	3 6%	2 51%	2 21%	3 9%	2 29%	3 12%	4 11%	0 0	2 4%	1 7%	1 24%	3 7%	3 7%	6 13%	* 2%	3 16%	1 9%
From Stamps-by-Mail	8 6%	2 5%	0 0	1 12%	2 6%	0 0	3 11%	1 4%	0 0	2 6%	0 0	1 46%	2 5%	4 8%	3 8%	0 0	1 4%	1 7%
From the Postal Service's website	5 3%	2 5%	0 0	1 7%	2 5%	0 0	1 5%	1 2%	0 0	1 2%	1 3%	0 0	1 2%	2 5%	1 3%	1 3%	0 0	0 0
At a bank or retail store	4 3%	2 5%	0 0	* 5%	1 3%	0 0	2 7%	0 0	0 0	1 2%	0 0	0 0	1 2%	0 0	1 1%	1 6%	2 12%	0 0
From a non-Postal Service website, such as Stamps.com	2 2%	0 0	0 0	0 0	0 0	0 0	0 0	2 4%	0 0	1 2%	2 7%	0 0	1 1%	1 1%	0 0	0 0	1 7%	1 7%
Some other place	9 6%	1 1%	0 0	1 7%	1 2%	0 0	2 6%	3 7%	1 53%	3 7%	3 11%	1 30%	3 6%	2 4%	4 10%	1 3%	1 4%	0 0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A3

For your business, where do you usually purchase First-Class letter postage stamps? - Aided

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Don't know/Refused	3	0	0	0	0	0	0	1	0	1	0	0	2	1	0	1	1	0
	2%	0	0	0	0	0	0	2%	0	4%	0	0	5%	1%	0	3%	4%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A4

How many First-Class letter postage stamps do you usually purchase at one time for your business?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	158	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
20 or less stamps (Net)	50	16	3	2	12	6	5	13	0	13	9	0	16	19	16	6	7	1
	35%	35%	100%	21%	42%	100%	18%	36%	0	37%	42%	0	36%	38%	37%	29%	47%	15%
1-5 stamps (3)	16	4	2	0	3	2	1	5	0	3	5	0	3	3	6	4	4	0
	11%	9%	49%	0	11%	41%	4%	16%	0	7%	24%	0	6%	5%	13%	17%	25%	0
6-10 stamps (Half a booklet/Half a sheet) (8)	3	1	0	0	1	0	0	1	0	1	1	0	1	1	3	0	0	0
	2%	3%	0	0	5%	0	0	2%	0	4%	6%	0	2%	1%	6%	0	0	0
11-19 stamps (15)	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	1	0
	*	0	0	0	0	0	0	2%	0	0	0	0	1%	0	0	0	4%	0
20 stamps (One booklet/ One sheet) (20)	30	11	2	2	8	3	4	6	0	9	3	0	12	16	8	3	3	1
	21%	23%	51%	21%	26%	59%	14%	17%	0	26%	12%	0	27%	31%	18%	13%	18%	15%
21 - 40 stamps (Net)	17	4	0	1	3	0	3	4	0	6	2	0	8	7	5	2	1	2
	12%	10%	0	13%	10%	0	11%	13%	0	17%	11%	0	17%	13%	12%	8%	7%	27%
21-39 stamps (30)	12	2	0	1	1	0	2	3	0	5	2	0	6	6	3	1	1	2
	9%	5%	0	7%	3%	0	9%	10%	0	15%	11%	0	14%	12%	7%	4%	7%	20%
40 stamps (2 booklets/2 sheets) (40)	4	2	0	1	2	0	1	1	0	1	0	0	2	1	2	1	0	1
	3%	5%	0	5%	7%	0	2%	3%	0	2%	0	0	4%	2%	4%	4%	0	7%
41 or more stamps (Net)	64	23	0	6	12	0	17	15	2	14	8	3	18	21	20	11	7	4
	45%	51%	0	57%	41%	0	68%	43%	100%	40%	38%	100%	41%	41%	47%	51%	42%	46%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Question A4

How many First-Class letter postage stamps do you usually purchase at one time for your business?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
41-99 stamps (70)	12	3	0	1	2	0	1	5	0	3	3	1	3	5	4	2	1	0
	8%	5%	0	7%	6%	0	5%	14%	0	8%	13%	46%	6%	10%	9%	10%	5%	0
100 stamps (5 booklets/5 sheets/1 coil/1 roll) (100)	34	17	0	2	8	0	11	8	2	5	4	2	9	10	11	7	5	2
	24%	36%	0	24%	27%	0	45%	22%	100%	14%	17%	54%	20%	20%	25%	32%	32%	19%
More than 100 stamps (120)	18	4	0	3	2	0	4	2	0	6	2	0	7	6	6	2	1	2
	13%	9%	0	26%	8%	0	17%	7%	0	17%	8%	0	15%	11%	14%	9%	5%	27%
Don't know/Refused	11	2	0	1	2	0	1	3	0	2	2	0	3	4	2	3	1	1
	8%	5%	0	10%	7%	0	4%	8%	0	6%	10%	0	6%	8%	4%	12%	4%	12%
Mean	58.5	62.1	11.7	75.6	54.1	13.1	78.8	52.7	100.0	55.1	46.8	86.2	56.6	55.6	58.0	63.3	50.8	71.9
Standard Deviation	43.29	42.75	10.24	43.39	42.91	9.20	39.40	41.35	0	43.65	43.67	18.44	42.59	41.28	44.49	44.08	45.68	45.92
Standard Error	3.58	6.05	7.24	12.53	8.11	4.11	6.97	7.09	0	6.82	9.53	10.64	5.91	5.78	6.49	9.19	11.80	15.31

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A5

Right now, how many 39 cent First-Class letter postage stamps does your BUSINESS currently have? Your best estimate is fine.

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	158	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Any (Net)	119	44	2	9	28	3	24	27	2	29	15	3	39	41	40	19	11	7
	84%	94%	51%	88%	93%	57%	95%	77%	100%	84%	68%	100%	86%	82%	93%	85%	72%	93%
20 or less stamps (Subnet)	54	20	2	3	15	2	7	12	0	15	7	1	20	24	18	4	5	3
	39%	42%	51%	27%	51%	42%	29%	35%	0	43%	32%	24%	43%	47%	43%	20%	30%	38%
1-5 stamps (3)	14	9	0	1	9	0	2	2	0	2	2	0	2	8	5	1	1	0
	10%	19%	0	7%	31%	0	6%	7%	0	4%	11%	0	3%	16%	11%	3%	6%	0
6-10 stamps (Half a booklet/Half a sheet) (8)	19	6	2	1	4	2	3	3	0	6	3	1	6	6	6	0	4	2
	13%	13%	51%	5%	12%	29%	12%	10%	0	17%	12%	24%	13%	13%	14%	0	25%	31%
11-19 stamps (15)	6	2	0	0	2	1	0	1	0	3	0	0	4	4	1	0	0	1
	4%	5%	0	0	5%	13%	0	2%	0	9%	0	0	9%	8%	3%	0	0	7%
20 stamps (One booklet/ One sheet) (20)	15	2	0	1	1	0	3	6	0	5	2	0	8	5	6	4	0	0
	10%	5%	0	14%	4%	0	11%	16%	0	14%	9%	0	19%	10%	14%	17%	0	0
21 - 40 stamps (Subnet)	22	9	0	2	4	1	6	4	1	4	3	1	5	7	9	2	2	2
	16%	19%	0	23%	14%	14%	23%	13%	47%	11%	11%	46%	12%	15%	21%	9%	12%	22%
21-39 stamps (30)	17	8	0	2	4	1	4	2	1	4	1	1	5	6	9	1	1	0
	12%	16%	0	16%	14%	14%	16%	6%	47%	11%	3%	46%	10%	12%	21%	4%	8%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Question A5

Right now, how many 39 cent First-Class letter postage stamps does your BUSINESS currently have? Your best estimate is fine.

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
40 stamps (2 booklets/2 sheets) (40)	5	1	0	1	0	0	2	3	0	0	2	0	1	2	0	1	1	2
	4%	2%	0	7%	0	0	7%	7%	0	0	9%	0	1%	3%	0	5%	4%	22%
41 or more stamps (Subnet)	42	15	0	4	8	0	11	10	1	10	5	1	14	10	12	12	5	3
	30%	33%	0	38%	27%	0	43%	29%	53%	29%	25%	30%	31%	21%	29%	56%	30%	33%
41-99 stamps (70)	22	9	0	2	5	0	5	3	1	6	2	1	7	2	9	7	3	0
	15%	20%	0	17%	18%	0	21%	10%	53%	18%	9%	30%	15%	5%	22%N	32%	19%	0
100 stamps (5 booklets/ 5 sheets/1 coil/1 roll) (100)	9	4	0	1	1	0	3	3	0	2	1	0	4	4	3	2	0	1
	7%	8%	0	7%	5%	0	12%	10%	0	5%	3%	0	10%	7%	6%	9%	0	13%
More than 100 stamps (120)	11	3	0	1	1	0	3	3	0	2	3	0	3	4	1	3	2	2
	8%	5%	0	14%	4%	0	10%	9%	0	7%	12%	0	7%	9%	1%	15%	11%	20%
Zero/None (0)	11	2	2	0	1	2	0	2	0	3	2	0	4	6	1	2	2	0
	8%	4%	49%	0	4%	43%	0	7%	0	9%	7%	0	9%	11%	2%	11%	12%	0
Don't know/Refused	11	1	0	1	1	0	1	5	0	3	5	0	3	3	2	1	2	1
	8%	2%	0	12%	3%	0	5%	16%	0	7%	25%	0	6%	6%	4%	5%	16%	7%
Mean (Including None)	39.4	38.1	4.1	53.1	31.5	8.6	52.5	44.2	51.2	36.8	42.0	36.8	39.8	32.5	35.5	58.4	38.4	52.9
Standard Deviation (Including None)	38.86	37.33	4.82	41.72	35.83	11.18	39.08	41.89	0	37.31	44.58	29.00	38.26	39.67	31.29	40.92	42.29	49.03

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A5

Right now, how many 39 cent First-Class letter postage stamps does your BUSINESS currently have? Your best estimate is fine.

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Standard Error (Including None)	3.22	5.23	3.41	12.04	6.65	5.00	6.91	7.40	0	5.83	10.51	16.74	5.26	5.50	4.56	8.18	11.73	16.34
Mean (Excluding None)	43.1	39.8	8.0	53.1	32.7	15.2	52.5	48.1	51.2	40.7	46.6	36.8	43.7	36.9	36.4	65.9	44.9	52.9
Standard Deviation (Excluding None)	38.64	37.25	0	41.72	35.97	10.88	39.08	41.47	0	37.15	44.62	29.00	37.90	40.32	31.16	37.11	42.43	49.03
Standard Error (Excluding None)	3.31	5.32	0	12.04	6.80	6.28	6.91	7.70	0	6.03	11.15	16.74	5.41	5.88	4.59	7.91	12.25	16.34

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A6

Now, thinking of your BUSINESS only, please rate the US Postal Service on its overall performance in the PAST THREE MONTHS. Would you say its overall performance in the past three months has been excellent, very good, good, fair or poor?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	158	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Excellent/Very good/Good (Net)	115	38	0	10	26	3	21	31	2	29	21	2	38	50	43	22	0	0
	82%	82%	0	95%	86%	44%	82%	89%	100%	83%	96%	76%	84%	100%	100%	100%	0	0
Excellent/Very good (Subnet)	93	30	0	7	22	3	15	24	2	24	17	2	31	50	43	0	0	0
	66%	65%	0	73%	73%	44%	58%	70%	100%	70%	75%	76%	69%	100%	100%	0	0	0
Excellent (05)	50	19	0	4	14	1	9	11	0	14	8	1	16	50	0	0	0	0
	36%	41%	0	37%	46%	16%	36%	32%	0	40%	34%	46%	36%	100%O	0	0	0	0
Very good (04)	43	11	0	4	8	2	5	13	2	10	9	1	15	0	43	0	0	0
	30%	25%	0	36%	27%	28%	22%	38%	100%	29%	41%	30%	33%	0	100%N	0	0	0
Good (03)	22	8	0	2	4	0	6	7	0	5	5	0	7	0	0	22	0	0
	16%	17%	0	22%	13%	0	24%	19%	0	13%	21%	0	14%	0	0	100%	0	0
Fair/Poor (Net)	23	8	3	1	4	3	5	4	0	5	1	1	6	0	0	0	15	8
	17%	18%	100%	5%	14%	56%	18%	11%	0	14%	4%	24%	14%	0	0	0	100%	100%
Fair (02)	15	7	3	0	4	3	3	2	0	3	1	0	3	0	0	0	15	0
	11%	14%	100%	0	14%	56%	10%	4%	0	9%	4%	0	6%	0	0	0	100%	0
Poor (01)	8	2	0	1	0	0	2	2	0	2	0	1	3	0	0	0	0	8
	6%	3%	0	5%	0	0	8%	7%	0	5%	0	24%	7%	0	0	0	0	100%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A6

Now, thinking of your BUSINESS only, please rate the US Postal Service on its overall performance in the PAST THREE MONTHS. Would you say its overall performance in the past three months has been excellent, very good, good, fair or poor?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Don't know/Refused	2	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0
	1%	0	0	0	0	0	0	0	0	4%	0	0	3%	0	0	0	0	0
Mean	3.8	3.9	2.0	4.0	4.1	3.0	3.7	3.8	4.0	3.9	4.0	3.7	3.9	5.0	4.0	3.0	2.0	1.0
Standard Deviation	1.21	1.21	0.00	1.08	1.08	1.34	1.31	1.14	0	1.19	0.86	1.97	1.21	0.00	0.00	*	0.00	0.00
Standard Error	0.10	0.17	0.00	0.30	0.20	0.60	0.23	0.19	0	0.18	0.18	1.14	0.16	0.00	0.00	*	0.00	0.00

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A7

How easy is it to purchase First-Class stamps to send letters for your business? Would you say it is...

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

	Total (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Rate USPS: Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	158	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Easy (Net)	127	43	2	10	27	4	25	33	2	29	22	3	39	47	41	19	11	7
	91%	91%	51%	100%	90%	73%	96%	96%	100%	84%	100%	100%	87%	94%	97%	88%	70%	89%
Very easy (05)	102	30	2	9	20	4	17	28	2	25	21	2	32	43	32	13	8	5
	72%	65%	51%	85%	66%	73%	66%	82%	100%	71%	95%	54%	71%	85%	75%	60%	49%	57%
Somewhat easy (04)	26	12	0	2	7	0	8	5	0	5	1	1	7	4	9	6	3	3
	18%	26%	0	15%	24%	0	30%	14%	0	14%	5%	46%	16%	9%	22%	28%	21%	32%
Neither easy nor difficult (03)	8	1	2	0	1	2	0	1	0	3	0	0	5	2	1	3	2	0
	6%	3%	49%	0	4%	27%	0	4%	0	9%	0	0	10%	5%	3%	12%	12%	0
Difficult (Net)	4	3	0	0	2	0	1	0	0	2	0	0	1	1	0	0	2	1
	2%	6%	0	0	6%	0	4%	0	0	4%	0	0	2%	1%	0	0	14%	11%
Somewhat difficult (02)	4	3	0	0	2	0	1	0	0	2	0	0	1	1	0	0	2	1
	2%	6%	0	0	6%	0	4%	0	0	4%	0	0	2%	1%	0	0	14%	11%
Very difficult (01)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know/Refused	1	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	1	0
	1%	0	0	0	0	0	0	0	0	2%	0	0	1%	0	0	0	4%	0
Mean	4.6	4.5	4.0	4.8	4.5	4.5	4.6	4.8	5.0	4.5	5.0	4.5	4.6	4.8	4.7	4.5	4.1	4.4

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A7

How easy is it to purchase First-Class stamps to send letters for your business? Would you say it is...

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

	Total (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un-like -ly (C)	Very/ Smwht Un-like -ly (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un-like -ly (F)	Very/ Smwht Un-like -ly (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un-like -ly (I)	Very/ Smwht Un-like -ly (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un-like -ly (L)	Very/ Smwht Un-like -ly (M)	Rate USPS: Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Standard Deviation	0.71	0.82	1.20	0.38	0.84	0.98	0.71	0.51	0	0.85	0.21	0.61	0.75	0.58	0.52	0.72	1.13	1.00
Standard Error	0.06	0.11	0.85	0.11	0.15	0.44	0.12	0.08	0	0.13	0.04	0.35	0.10	0.08	0.07	0.14	0.29	0.32

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A8

Did your business buy 39-cent stamps before the price change or after the price change in January, 2006?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	158	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Before the price change	28	9	2	0	6	2	3	8	0	7	6	0	9	9	10	4	3	1
	20%	19%	49%	0	19%	27%	13%	23%	0	21%	26%	0	21%	18%	23%	16%	21%	18%
After the price change	91	27	2	8	16	3	19	24	2	24	15	3	32	35	27	15	9	5
	65%	59%	51%	81%	54%	58%	74%	70%	100%	70%	67%	100%	70%	70%	62%	68%	56%	63%
Don't know/Refused	21	10	0	2	8	1	3	2	0	3	2	0	4	6	6	3	4	2
	15%	22%	0	19%	27%	14%	13%	7%	0	10%	8%	0	9%	12%	15%	15%	23%	19%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A9

Did your business buy 2-cent stamps, sometimes called make-up stamps, before the price change or after the price change in January, 2006?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	158	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Before the price change	32	11	2	1	6	2	6	7	1	10	6	0	12	9	12	3	6	2
	23%	25%	49%	13%	19%	41%	25%	22%	47%	28%	29%	0	26%	17%	28%	14%	38%	25%
After the price change	72	25	2	8	17	2	16	17	1	17	9	2	23	24	24	15	5	4
	51%	55%	51%	80%	57%	43%	63%	50%	53%	48%	41%	54%	52%	47%	56%	67%	35%	44%
Don't know/Refused	36	10	0	1	7	1	3	10	0	8	7	1	10	18	7	4	4	3
	26%	21%	0	7%	24%	16%	13%	29%	0	24%	30%	46%	23%	36%O	17%	19%	27%	31%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A10

At the time of the price change in January, 2006, did your business use two 37-cent stamps on your letters or use some combination of stamps that caused you to overpay for postage?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	158	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Yes	55	20	2	1	13	2	8	18	1	11	12	3	14	18	18	7	7	5
	39%	44%	49%	12%	44%	41%	31%	51%	53%	31%	55%	100%	31%	35%	43%	32%	49%	56%
No	75	23	2	9	14	3	18	15	1	24	8	0	30	28	22	14	7	3
	54%	50%	51%	88%	47%	59%	69%	42%	47%	67%H	34%	0	67%	56%	51%	63%	47%	32%
Don't know/Refused	10	3	0	0	3	0	0	2	0	1	2	0	1	4	2	1	1	1
	7%	6%	0	0	9%	0	0	7%	0	2%	11%	0	2%	8%	6%	4%	4%	12%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A11

Did your business use any 1-cent or 2-cent stamps left over from the last rate change?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

	Total	Purchase Likelihood At 39 Cents: Very/ Smwht Like -ly	Neither Like -ly Nor Un-like -ly	Very/ Smwht Un-like -ly	Purchase Likelihood At 40 Cents: Very/ Smwht Like -ly	Neither Like -ly Nor Un-like -ly	Very/ Smwht Un-like -ly	Purchase Likelihood At 42 Cents: Very/ Smwht Like -ly	Neither Like -ly Nor Un-like -ly	Very/ Smwht Un-like -ly	Purchase Likelihood At 45 Cents: Very/ Smwht Like -ly	Neither Like -ly Nor Un-like -ly	Very/ Smwht Un-like -ly	Rate USPS: Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	158	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Yes	52	17	2	3	10	3	8	14	1	16	9	0	20	15	17	8	9	3
	37%	36%	51%	24%	32%	57%	31%	40%	47%	45%	42%	0	44%	30%	40%	35%	58%	39%
No	79	29	2	8	19	2	17	18	1	19	10	3	25	30	24	14	6	4
	56%	61%	49%	76%	65%	43%	67%	52%	53%	53%	44%	100%	54%	61%	55%	65%	37%	50%
Don't know/Refused	9	1	0	0	1	0	1	3	0	1	3	0	1	5	2	0	1	1
	7%	3%	0	0	3%	0	2%	9%	0	2%	13%	0	2%	9%	5%	0	4%	12%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A12

After the rate change in January, 2006, did your business mail any letters using the old 37-cent stamp that had insufficient postage?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Neither Like -ly Nor Unlike -ly	Very/ Smwht Unlike -ly	Very/ Smwht Like -ly	Neither Like -ly Nor Unlike -ly	Very/ Smwht Unlike -ly	Very/ Smwht Like -ly	Neither Like -ly Nor Unlike -ly	Very/ Smwht Unlike -ly	Very/ Smwht Like -ly	Neither Like -ly Nor Unlike -ly	Very/ Smwht Unlike -ly	Excellent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	158	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Yes	20	6	0	1	3	1	3	7	1	4	5	1	5	8	5	4	2	1
	14%	13%	0	14%	12%	13%	12%	20%	47%	13%	25%	46%	12%	16%	11%	19%	14%	14%
No	115	40	3	9	25	5	22	28	1	30	17	2	39	40	36	18	13	7
	82%	86%	100%	86%	86%	87%	88%	80%	53%	85%	75%	54%	87%	79%	85%	81%	81%	86%
Don't know/Refused	6	1	0	0	1	0	0	0	0	1	0	0	1	3	2	0	1	0
	4%	2%	0	0	3%	0	0	0	0	2%	0	0	2%	5%	4%	0	4%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A13

At the time of the rate change, did your business use a computer to print postage, rather than purchasing traditional postage stamps?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	158	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Yes	10	1	0	1	1	0	1	3	0	4	2	0	5	5	2	0	2	1
	7%	2%	0	7%	3%	0	3%	9%	0	12%	11%	0	11%	9%	5%	0	14%	14%
No	125	45	3	9	28	6	25	31	2	31	20	3	41	43	39	22	13	7
	89%	96%	100%	93%	94%	100%	97%	91%	100%	88%	89%	100%	89%	86%	91%	100%	82%	86%
Don't know/Refused	5	1	0	0	1	0	0	0	0	0	0	0	0	2	2	0	1	0
	4%	2%	0	0	3%	0	0	0	0	0	0	0	0	4%	4%	0	4%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A14

At the time of the rate change, did you take any First-Class letters to the counter of the post office and purchase postage from a clerk for business purposes?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	158	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Yes	66	18	2	6	13	2	10	24	2	14	15	2	22	22	21	11	9	3
	47%	40%	51%	54%	44%	42%	40%	70% J	100%	40%	70%	76%	48%	45%	49%	51%	58%	35%
No	69	27	2	5	16	3	15	10	0	21	7	1	24	26	20	11	6	5
	49%	59%	49%	46%	53%	58%	60%	30%	0	60%H	30%	24%	52%	51%	47%	49%	38%	65%
Don't know/Refused	5	1	0	0	1	0	0	0	0	0	0	0	0	2	2	0	1	0
	4%	2%	0	0	3%	0	0	0	0	0	0	0	0	4%	4%	0	4%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A15

Overall, did the last rate change create any inconvenience for your business? Would you say... - Aided

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	158	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
None/Very little (Net)	79	22	2	9	13	2	18	17	1	27	11	2	31	33	27	8	7	3
	56%	47%	51%	88%	45%	29%	72%	49%	47%	77%H	50%	70%	69%	66%	62%	38%	43%	38%
It created no inconvenience at all	47	11	0	5	5	0	12	11	0	18	8	1	20	26	11	5	3	2
	33%	23%	0	51%	17%	0	47%	32%	0	53%	38%	24%	45%	52%O	25%	24%	17%	23%
It created very little inconvenience	32	11	2	4	8	2	6	6	1	8	3	1	11	7	16	3	4	1
	23%	24%	51%	37%	28%	29%	25%	17%	47%	24%	12%	46%	24%	14%	38%N	14%	26%	15%
It made no difference	21	9	2	1	7	3	1	6	0	2	4	0	4	9	4	5	3	0
	15%	20%	49%	7%	24%	58%	5%	17%	0	7%	20%	0	9%	17%	11%	21%	19%	0
Some/A great deal (Net)	35	15	0	*	8	1	6	12	1	6	7	1	10	6	10	9	5	5
	25%	31%	0	5%	29%	13%	23%	34%	53%	16%	30%	30%	22%	13%	23%	41%	34%	62%
It created some inconvenience	25	10	0	*	5	1	4	9	0	4	6	0	7	5	7	8	4	1
	17%	22%	0	5%	19%	13%	17%	25%	0	12%	28%	0	15%	9%	16%	36%	29%	12%
It created a great deal of inconvenience	11	5	0	0	3	0	2	3	1	1	1	1	3	2	3	1	1	4
	8%	10%	0	0	10%	0	6%	8%	53%	4%	2%	30%	7%	4%	7%	5%	5%	51%
Don't know/Refused	5	1	0	0	1	0	0	0	0	0	0	0	0	2	2	0	1	0
	4%	2%	0	0	3%	0	0	0	0	0	0	0	0	4%	4%	0	4%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Question A16

What sort of inconvenience did your business experience? What other things did you encounter? Anything else?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and the last postage rate change created a great deal or some inconvenience for business

	Total (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un-like -ly (C)	Very/ Smwht Un-like -ly (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un-like -ly (F)	Very/ Smwht Un-like -ly (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un-like -ly (I)	Very/ Smwht Un-like -ly (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un-like -ly (L)	Very/ Smwht Un-like -ly (M)	Rate USPS: Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	37	15	0	1	8	1	7	13	1	6	7	1	11	6	12	9	5	5
Weighted Total	35*	15**	0**	***	8**	1**	6**	12**	1**	6**	7**	1**	10**	6**	10**	9**	5**	5**
Had to buy 1 cent/2 cent/ make-up stamps	9 25%	6 42%	0 0	0 0	3 36%	0 0	3 53%	1 7%	1 100%	2 30%	0 0	1 100%	3 26%	3 51%	2 19%	3 29%	1 24%	0 0
Delay in mailing	5 15%	0 0	0 0	0 0	0 0	0 0	0 0	3 22%	0 0	3 46%	1 19%	0 0	4 40%	2 37%	3 32%	0 0	0 0	0 0
Costs more/Price increased	5 13%	3 20%	0 0	0 0	2 20%	0 0	1 20%	2 13%	0 0	0 0	0 0	0 0	2 16%	0 0	1 8%	2 17%	1 21%	1 21%
Figuring out the amount of postage I needed to buy/use	4 10%	1 5%	0 0	0 0	0 0	1 100%	0 0	2 20%	0 0	0 0	2 35%	0 0	0 0	0 0	1 13%	2 25%	0 0	0 0
Difficult to find/Couldn't find 1 cent/2 cent stamps	3 9%	1 7%	0 0	0 0	0 0	0 0	1 17%	1 12%	0 0	0 0	1 12%	0 0	1 6%	0 0	0 0	1 8%	0 0	2 49%
Had to go back to buy stamps	3 8%	1 7%	0 0	0 0	1 12%	0 0	0 0	2 19%	0 0	0 0	2 34%	0 0	0 0	0 0	2 20%	1 11%	0 0	0 0
Financial burden/Cut into profits	3 7%	1 10%	0 0	* 100%	1 9%	0 0	1 20%	0 0	0 0	1 10%	0 0	0 0	1 6%	0 0	1 14%	* 5%	1 14%	0 0
Had to wait in line	2 5%	2 12%	0 0	0 0	2 21%	0 0	0 0	1 5%	0 0	0 0	1 8%	0 0	0 0	0 0	1 6%	0 0	1 25%	0 0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A16

What sort of inconvenience did your business experience? What other things did you encounter? Anything else?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and the last postage rate change created a great deal or some inconvenience for business

	Total (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un-like -ly (C)	Very/ Smwht Un-like -ly (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un-like -ly (F)	Very/ Smwht Un-like -ly (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un-like -ly (I)	Very/ Smwht Un-like -ly (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un-like -ly (L)	Very/ Smwht Un-like -ly (M)	Rate USPS: Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	35*	15**	0**	***	8**	1**	6**	12**	1**	6**	7**	1**	10**	6**	10**	9**	5**	5**
Other	6	2	0	0	2	0	0	2	0	1	1	0	1	1	1	1	2	2
	17%	15%	0	0	25%	0	0	18%	0	14%	12%	0	13%	12%	8%	13%	36%	32%
Don't know/Refused	2	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	2
	4%	4%	0	0	0	0	9%	0	0	0	0	0	0	0	0	0	0	30%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A17 -- Yes Summary

Did your business experience any of the following situations at the time of the rate change in January, 2006?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

	Total (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un-like -ly (C)	Very/ Smwht Un-like -ly (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un-like -ly (F)	Very/ Smwht Un-like -ly (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un-like -ly (I)	Very/ Smwht Un-like -ly (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un-like -ly (L)	Very/ Smwht Un-like -ly (M)	Rate USPS: Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	158	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
You had to make a special trip to the post office to buy stamps	65	23	2	3	12	3	11	24	1	13	13	2	22	18	24	10	9	5
	46%	48%	51%	25%	41%	57%	45%	68%J	53%	36%	57%	76%	48%	35%	56%	46%	56%	58%
There were long lines at the post office	39	18	2	1	12	2	7	13	0	6	7	0	11	11	12	7	7	2
	28%	40%	51%	14%	40%	42%	28%	37%	0	17%	33%	0	23%	22%	29%	34%	44%	24%
The post office was out of stamps, and you had to come back	22	11	0	1	7	1	4	9	0	1	6	0	4	5	5	4	4	3
	16%	24%	0	6%	23%	13%	17%	26%J	0	4%	27%	0	8%	11%	12%	17%	27%	43%
The post office was low on stamps and limited the number you could purchase	16	7	0	1	3	1	4	6	0	2	2	0	5	6	3	1	3	3
	11%	14%	0	14%	10%	13%	16%	17%	0	5%	11%	0	12%	12%	7%	4%	22%	33%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A17A

Did your business experience any of the following situations at the time of the rate change in January, 2006?

A. You had to make a special trip to the post office to buy stamps

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

	Total	Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
		Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	158	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Yes	65	23	2	3	12	3	11	24	1	13	13	2	22	18	24	10	9	5
	46%	48%	51%	25%	41%	57%	45%	68%J	53%	36%	57%	76%	48%	35%	56%	46%	56%	58%
No	71	23	2	8	17	2	14	11	1	22	10	1	24	31	19	12	6	2
	51%	50%	49%	75%	56%	43%	55%	32%	47%	64%H	43%	24%	52%	61%	44%	54%	39%	30%
Don't know/Refused	5	1	0	0	1	0	0	0	0	0	0	0	0	2	0	0	1	1
	3%	2%	0	0	3%	0	0	0	0	0	0	0	0	4%	0	0	4%	12%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A17B

Did your business experience any of the following situations at the time of the rate change in January, 2006?

B. There were long lines at the post office

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	158	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Yes	39	18	2	1	12	2	7	13	0	6	7	0	11	11	12	7	7	2
	28%	40%	51%	14%	40%	42%	28%	37%	0	17%	33%	0	23%	22%	29%	34%	44%	24%
No	92	26	2	9	16	3	19	22	2	28	15	3	33	36	28	14	8	5
	65%	57%	49%	86%	54%	58%	72%	63%	100%	79%	67%	100%	74%	73%	65%	63%	52%	57%
Don't know/Refused	9	2	0	0	2	0	0	0	0	1	0	0	1	3	2	1	1	2
	6%	3%	0	0	5%	0	0	0	0	4%	0	0	3%	6%	6%	3%	4%	19%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A17C

Did your business experience any of the following situations at the time of the rate change in January, 2006?

C. The post office was out of stamps, and you had to come back

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	158	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Yes	22	11	0	1	7	1	4	9	0	1	6	0	4	5	5	4	4	3
	16%	24%	0	6%	23%	13%	17%	26%J	0	4%	27%	0	8%	11%	12%	17%	27%	43%
No	114	34	3	10	22	5	21	26	2	33	16	3	41	43	38	18	10	3
	81%	74%	100%	94%	74%	87%	83%	74%	100%	94%H	73%	100%	91%	85%	88%	83%	68%	38%
Don't know/Refused	5	1	0	0	1	0	0	0	0	1	0	0	1	2	0	0	1	2
	4%	2%	0	0	3%	0	0	0	0	2%	0	0	1%	4%	0	0	4%	19%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A17D

Did your business experience any of the following situations at the time of the rate change in January, 2006?

D. The post office was low on stamps and limited the number you could purchase

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	158	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Yes	16	7	0	1	3	1	4	6	0	2	2	0	5	6	3	1	3	3
	11%	14%	0	14%	10%	13%	16%	17%	0	5%	11%	0	12%	12%	7%	4%	22%	33%
No	119	38	3	9	26	5	20	29	2	32	20	3	40	42	40	21	11	3
	84%	82%	100%	86%	87%	87%	80%	83%	100%	93%	89%	100%	87%	84%	93%	96%	73%	38%
Don't know/Refused	6	2	0	0	1	0	1	0	0	1	0	0	1	2	0	0	1	2
	4%	4%	0	0	3%	0	4%	0	0	2%	0	0	1%	4%	0	0	4%	30%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A18AA/A18AB

The price of a First-Class stamp is currently 39 cents. If you could buy the Forever Stamp today at 39 cents, you could use it to mail a letter anytime in the future, even if stamp prices had increased. At the price of 39 cents, how likely would you be to buy the FOREVER STAMP for your business? Would you be...

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and asked version A or B

	Total (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Rate USPS: Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	70	52	2	13	30	5	33	0	0	0	0	0	0	28	17	12	9	4
Weighted Total	63*	46*	3**	10**	30**	6**	26*	0**	0**	0**	0**	0**	0**	25**	15**	10**	10**	3**
Likely (Net)	46	46	0	0	30	3	14	0	0	0	0	0	0	19	11	8	7	2
	74%	100%	0	0	100%	44%	56%	0	0	0	0	0	0	76%	75%	78%	67%	55%
Very likely (05)	37	37	0	0	26	1	10	0	0	0	0	0	0	16	10	4	5	2
	58%	79%	0	0	88%	14%	39%	0	0	0	0	0	0	62%	67%	44%	51%	55%
Somewhat likely (04)	10	10	0	0	4	2	5	0	0	0	0	0	0	3	1	3	2	0
	16%	21%	0	0	12%	30%	18%	0	0	0	0	0	0	14%	9%	34%	16%	0
Neither likely nor unlikely (03)	3	0	3	0	0	3	0	0	0	0	0	0	0	0	0	0	3	0
	5%	0	100%	0	0	56%	0	0	0	0	0	0	0	0	0	0	33%	0
Unlikely (Net)	10	0	0	10	0	0	10	0	0	0	0	0	0	4	4	2	0	1
	16%	0	0	100%	0	0	40%	0	0	0	0	0	0	15%	25%	22%	0	19%
Somewhat unlikely (02)	3	0	0	3	0	0	3	0	0	0	0	0	0	1	1	1	0	0
	5%	0	0	29%	0	0	12%	0	0	0	0	0	0	5%	6%	7%	0	0
Very unlikely (01)	7	0	0	7	0	0	7	0	0	0	0	0	0	2	3	1	0	1
	11%	0	0	71%	0	0	28%	0	0	0	0	0	0	10%	18%	15%	0	19%
Don't know/Refused	3	0	0	0	0	0	1	0	0	0	0	0	0	2	0	0	0	1
	5%	0	0	0	0	0	4%	0	0	0	0	0	0	9%	0	0	0	26%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A18AA/A18AB

The price of a First-Class stamp is currently 39 cents. If you could buy the Forever Stamp today at 39 cents, you could use it to mail a letter anytime in the future, even if stamp prices had increased. At the price of 39 cents, how likely would you be to buy the FOREVER STAMP for your business? Would you be...

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and asked version A or B

	Purchase Likelihood At 39 Cents				Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	63*	46*	3**	10**	30**	6**	26*	0**	0**	0**	0**	0**	0**	25**	15**	10**	10**	3**
Mean	4.1	4.8	3.0	1.3	4.9	3.6	3.3	0	0	0	0	0	0	4.2	4.0	3.9	4.2	4.0
Standard Deviation	1.41	0.41	0.00	0.48	0.34	0.80	1.77	0	0	0	0	0	0	1.38	1.66	1.50	0.95	2.43
Standard Error	0.17	0.06	0.00	0.13	0.06	0.36	0.31	0	0	0	0	0	0	0.27	0.40	0.43	0.32	1.40

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A19AA/A19AB

What are the reasons you are somewhat or very likely to buy the Forever Stamp at 39 cents for your business? Any other reasons?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and asked version A or B and is likely to purchase a Forever Stamp at 39 cents

	Total (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Rate USPS: Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	52	52	0	0	30	3	19	0	0	0	0	0	0	21	13	9	7	2
Weighted Total	46*	46*	0**	0**	30**	3**	14**	0**	0**	0**	0**	0**	0**	19**	11**	8**	7**	2**
Stays same rate forever/Can use for years to come	10 22%	10 22%	0 0	0 0	7 22%	1 37%	3 20%	0 0	0 0	0 0	0 0	0 0	0 0	6 31%	2 20%	2 28%	0 0	0 0
Cheaper/Would save money in long run	10 21%	10 21%	0 0	0 0	7 25%	0 0	2 16%	0 0	0 0	0 0	0 0	0 0	0 0	4 23%	3 26%	2 20%	1 11%	0 0
Rate increases/Postal rates will be going up	8 16%	8 16%	0 0	0 0	8 26%	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	2 9%	3 29%	0 0	2 37%	0 0
Convenience/Easier (unspecified)	7 15%	7 15%	0 0	0 0	6 22%	0 0	1 4%	0 0	0 0	0 0	0 0	0 0	0 0	4 20%	1 12%	0 0	2 26%	0 0
Same price as current rate	6 12%	6 12%	0 0	0 0	1 4%	1 31%	4 26%	0 0	0 0	0 0	0 0	0 0	0 0	1 5%	1 7%	3 36%	0 0	1 65%
Stamps are a necessity/Will always need to use stamps	5 11%	5 11%	0 0	0 0	3 10%	1 37%	1 8%	0 0	0 0	0 0	0 0	0 0	0 0	3 15%	0 0	1 14%	1 18%	0 0
Good bargain/deal/Worth it	5 10%	5 10%	0 0	0 0	2 7%	1 33%	2 13%	0 0	0 0	0 0	0 0	0 0	0 0	0 0	1 7%	2 22%	2 35%	0 0
Won't have to buy new/extra stamps/go to Post Office when rate changes	3 6%	3 6%	0 0	0 0	2 5%	0 0	1 8%	0 0	0 0	0 0	0 0	0 0	0 0	2 8%	1 10%	0 0	0 0	0 0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A19AA/A19AB

What are the reasons you are somewhat or very likely to buy the Forever Stamp at 39 cents for your business? Any other reasons?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and asked version A or B and is likely to purchase a Forever Stamp at 39 cents

	Total (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Like -ly (B)	Purchase Likelihood At 39 Cents: Neither Like -ly Nor Unlike -ly (C)	Purchase Likelihood At 39 Cents: Very/ Smwht Unlike -ly (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Like -ly (E)	Purchase Likelihood At 40 Cents: Neither Like -ly Nor Unlike -ly (F)	Purchase Likelihood At 40 Cents: Very/ Smwht Unlike -ly (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Like -ly (H)	Purchase Likelihood At 42 Cents: Neither Like -ly Nor Unlike -ly (I)	Purchase Likelihood At 42 Cents: Very/ Smwht Unlike -ly (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Like -ly (K)	Purchase Likelihood At 45 Cents: Neither Like -ly Nor Unlike -ly (L)	Purchase Likelihood At 45 Cents: Very/ Smwht Unlike -ly (M)	Rate USPS: Excellent (N)	Rate USPS: Very Good (O)	Rate USPS: Good (P)	Rate USPS: Fair (Q)	Rate USPS: Poor (R)
Weighted Total	46*	46*	0**	0**	30**	3**	14**	0**	0**	0**	0**	0**	0**	19**	11**	8**	7**	2**
Don't know/Refused	4	4	0	0	3	0	1	0	0	0	0	0	0	2	0	1	1	1
	9%	9%	0	0	9%	0	9%	0	0	0	0	0	0	12%	0	7%	10%	35%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A20AA/A20AB

What are the reasons you say you are not likely to buy the Forever Stamp at 39 cents for your business? Any other reasons?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and asked version A or B and is not likely to purchase a Forever Stamp at 39 cents

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	15	0	2	13	0	2	13	0	0	0	0	0	0	5	4	3	2	1
Weighted Total	13*	0**	3**	10**	0**	3**	10**	0**	0**	0**	0**	0**	0**	4**	4**	2**	3**	1**
Don't need/use stamps that often	3	0	3	0	0	3	0	0	0	0	0	0	0	0	0	0	3	0
	24%	0	100%	0	0	100%	0	0	0	0	0	0	0	0	0	0	100%	0
Not worth it/Waste of money/Bad deal (unspecified)	2	0	0	2	0	0	2	0	0	0	0	0	0	1	0	1	0	0
	12%	0	0	16%	0	0	16%	0	0	0	0	0	0	17%	0	45%	0	0
Just not interested	1	0	0	1	0	0	1	0	0	0	0	0	0	1	0	0	0	1
	9%	0	0	12%	0	0	12%	0	0	0	0	0	0	19%	0	0	0	100%
Rates don't increase very often/that much	1	0	0	1	0	0	1	0	0	0	0	0	0	1	0	*	0	0
	9%	0	0	12%	0	0	12%	0	0	0	0	0	0	20%	0	21%	0	0
Don't want to pay extra now/pay more than current rate	1	0	0	1	0	0	1	0	0	0	0	0	0	0	0	1	0	0
	5%	0	0	7%	0	0	7%	0	0	0	0	0	0	0	0	33%	0	0
Other	4	0	0	4	0	0	4	0	0	0	0	0	0	1	3	0	0	0
	27%	0	0	36%	0	0	36%	0	0	0	0	0	0	24%	75%	0	0	0
Don't know/Refused	2	0	0	2	0	0	2	0	0	0	0	0	0	1	1	0	0	0
	13%	0	0	17%	0	0	17%	0	0	0	0	0	0	20%	25%	0	0	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21A -- Very likely Summary

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 39 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 39 cents was asked first

	Total	Purchase Likelihood At 39 Cents: Very/ Smwht Like -ly	Neither Like -ly Nor Un-like -ly	Very/ Smwht Un-like -ly	Purchase Likelihood At 40 Cents: Very/ Smwht Like -ly	Neither Like -ly Nor Un-like -ly	Very/ Smwht Un-like -ly	Purchase Likelihood At 42 Cents: Very/ Smwht Like -ly	Neither Like -ly Nor Un-like -ly	Very/ Smwht Un-like -ly	Purchase Likelihood At 45 Cents: Very/ Smwht Like -ly	Neither Like -ly Nor Un-like -ly	Very/ Smwht Un-like -ly	Rate USPS: Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	41	32	1	6	18	2	19	0	0	0	0	0	0	18	7	7	6	3
Weighted Total	38*	29**	2**	5**	18**	3**	15**	0**	0**	0**	0**	0**	0**	17**	6**	6**	7**	2**
One Year	17	17	0	0	14	0	3	0	0	0	0	0	0	9	4	3	2	0
	46%	60%	0	0	76%	0	23%	0	0	0	0	0	0	52%	62%	47%	29%	0
Three months	24	23	0	1	16	0	8	0	0	0	0	0	0	10	4	5	5	0
	64%	80%	0	20%	89%	0	52%	0	0	0	0	0	0	61%	62%	80%	75%	0
Two weeks	25	23	0	2	16	0	9	0	0	0	0	0	0	10	5	6	5	0
	67%	81%	0	34%	89%	0	60%	0	0	0	0	0	0	60%	72%	93%	75%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21A -- Very/Somewhat likely Summary

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 39 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 39 cents was asked first

	Purchase Likelihood At 39 Cents				Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	41	32	1	6	18	2	19	0	0	0	0	0	0	18	7	7	6	3
Weighted Total	38*	29**	2**	5**	18**	3**	15**	0**	0**	0**	0**	0**	0**	17**	6**	6**	7**	2**
One Year	23	23	0	0	17	0	6	0	0	0	0	0	0	10	4	4	4	1
	62%	81%	0	0	93%	0	41%	0	0	0	0	0	0	61%	62%	71%	65%	30%
Three months	26	25	0	1	17	0	9	0	0	0	0	0	0	10	5	5	5	1
	70%	87%	0	20%	93%	0	62%	0	0	0	0	0	0	61%	81%	88%	75%	30%
Two weeks	29	26	0	2	17	0	11	0	0	0	0	0	0	12	5	6	5	0
	76%	90%	0	48%	93%	0	78%	0	0	0	0	0	0	74%	81%	100%	75%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21A -- Mean Summary

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 39 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 39 cents was asked first

	Purchase Likelihood At 39 Cents				Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	41	32	1	6	18	2	19	0	0	0	0	0	0	18	7	7	6	3
Weighted Total	38*	29**	2**	5**	18**	3**	15**	0**	0**	0**	0**	0**	0**	17**	6**	6**	7**	2**
One Year	3.6	4.1	1.0	1.1	4.7	1.0	2.7	0	0	0	0	0	0	3.7	3.8	3.6	3.2	2.5
Three months	3.9	4.5	1.0	1.8	4.8	1.0	3.4	0	0	0	0	0	0	3.8	4.0	4.4	4.0	2.5
Two weeks	4.2	4.6	1.0	3.0	4.8	1.0	4.0	0	0	0	0	0	0	4.2	4.3	4.9	4.0	1.0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21AA

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 39 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

A. One Year

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 39 cents was asked first

	Purchase Likelihood At 39 Cents				Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	41	32	1	6	18	2	19	0	0	0	0	0	0	18	7	7	6	3
Weighted Total	38*	29**	2**	5**	18**	3**	15**	0**	0**	0**	0**	0**	0**	17**	6**	6**	7**	2**
Likely (Net)	23	23	0	0	17	0	6	0	0	0	0	0	0	10	4	4	4	1
	62%	81%	0	0	93%	0	41%	0	0	0	0	0	0	61%	62%	71%	65%	30%
Very likely (05)	17	17	0	0	14	0	3	0	0	0	0	0	0	9	4	3	2	0
	46%	60%	0	0	76%	0	23%	0	0	0	0	0	0	52%	62%	47%	29%	0
Somewhat likely (04)	6	6	0	0	3	0	3	0	0	0	0	0	0	1	0	1	2	1
	16%	20%	0	0	18%	0	18%	0	0	0	0	0	0	9%	0	24%	37%	30%
Neither likely nor unlikely (03)	1	1	0	0	1	0	1	0	0	0	0	0	0	1	1	0	0	0
	3%	4%	0	0	3%	0	4%	0	0	0	0	0	0	3%	9%	0	0	0
Unlikely (Net)	11	4	2	5	1	3	8	0	0	0	0	0	0	5	2	2	2	1
	30%	16%	100%	100%	4%	100%	55%	0	0	0	0	0	0	29%	29%	29%	35%	30%
Somewhat unlikely (02)	2	1	0	1	1	0	1	0	0	0	0	0	0	1	1	0	0	0
	6%	5%	0	14%	4%	0	10%	0	0	0	0	0	0	9%	10%	0	0	0
Very unlikely (01)	9	3	2	4	0	3	7	0	0	0	0	0	0	3	1	2	2	1
	24%	11%	100%	86%	0	100%	45%	0	0	0	0	0	0	20%	19%	29%	35%	30%
Don't know/Refused	2	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1
	5%	0	0	0	0	0	0	0	0	0	0	0	0	7%	0	0	0	41%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21AA

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 39 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

A. One Year

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 39 cents was asked first

	Total (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Rate USPS: Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	38*	29**	2**	5**	18**	3**	15**	0**	0**	0**	0**	0**	0**	17**	6**	6**	7**	2**
Mean	3.6	4.1	1.0	1.1	4.7	1.0	2.7	0	0	0	0	0	0	3.7	3.8	3.6	3.2	2.5
Standard Deviation	1.72	1.35	0	0.39	0.73	0.00	1.76	0	0	0	0	0	0	1.73	1.81	1.88	1.83	0
Standard Error	0.28	0.24	0	0.16	0.17	0.00	0.40	0	0	0	0	0	0	0.42	0.68	0.71	0.75	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21AB

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 39 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

B. Three months

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 39 cents was asked first

	Purchase Likelihood At 39 Cents				Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	41	32	1	6	18	2	19	0	0	0	0	0	0	18	7	7	6	3
Weighted Total	38*	29**	2**	5**	18**	3**	15**	0**	0**	0**	0**	0**	0**	17**	6**	6**	7**	2**
Likely (Net)	26	25	0	1	17	0	9	0	0	0	0	0	0	10	5	5	5	1
	70%	87%	0	20%	93%	0	62%	0	0	0	0	0	0	61%	81%	88%	75%	30%
Very likely (05)	24	23	0	1	16	0	8	0	0	0	0	0	0	10	4	5	5	0
	64%	80%	0	20%	89%	0	52%	0	0	0	0	0	0	61%	62%	80%	75%	0
Somewhat likely (04)	2	2	0	0	1	0	2	0	0	0	0	0	0	0	1	*	0	1
	6%	8%	0	0	4%	0	10%	0	0	0	0	0	0	0	19%	7%	0	30%
Neither likely nor unlikely (03)	1	1	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0
	1%	2%	0	0	3%	0	0	0	0	0	0	0	0	3%	0	0	0	0
Unlikely (Net)	9	3	2	4	1	3	6	0	0	0	0	0	0	5	1	1	2	1
	24%	11%	100%	80%	4%	100%	38%	0	0	0	0	0	0	28%	19%	12%	25%	30%
Somewhat unlikely (02)	1	1	0	0	1	0	1	0	0	0	0	0	0	1	0	0	0	0
	3%	4%	0	0	4%	0	4%	0	0	0	0	0	0	8%	0	0	0	0
Very unlikely (01)	8	2	2	4	0	3	5	0	0	0	0	0	0	3	1	1	2	1
	20%	6%	100%	80%	0	100%	34%	0	0	0	0	0	0	21%	19%	12%	25%	30%
Don't know/Refused	2	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1
	5%	0	0	0	0	0	0	0	0	0	0	0	0	7%	0	0	0	41%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21AB

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 39 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

B. Three months

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 39 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	38*	29**	2**	5**	18**	3**	15**	0**	0**	0**	0**	0**	0**	17**	6**	6**	7**	2**
Mean	3.9	4.5	1.0	1.8	4.8	1.0	3.4	0	0	0	0	0	0	3.8	4.0	4.4	4.0	2.5
Standard Deviation	1.68	1.17	0	1.77	0.70	0.00	1.91	0	0	0	0	0	0	1.79	1.66	1.44	1.87	0
Standard Error	0.27	0.21	0	0.72	0.17	0.00	0.44	0	0	0	0	0	0	0.43	0.63	0.54	0.76	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21AC

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 39 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

C. Two weeks

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 39 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	41	32	1	6	18	2	19	0	0	0	0	0	0	18	7	7	6	3
Weighted Total	38*	29**	2**	5**	18**	3**	15**	0**	0**	0**	0**	0**	0**	17**	6**	6**	7**	2**
Likely (Net)	29	26	0	2	17	0	11	0	0	0	0	0	0	12	5	6	5	0
	76%	90%	0	48%	93%	0	78%	0	0	0	0	0	0	74%	81%	100%	75%	0
Very likely (05)	25	23	0	2	16	0	9	0	0	0	0	0	0	10	5	6	5	0
	67%	81%	0	34%	89%	0	60%	0	0	0	0	0	0	60%	72%	93%	75%	0
Somewhat likely (04)	3	3	0	1	1	0	3	0	0	0	0	0	0	2	1	*	0	0
	9%	9%	0	14%	4%	0	18%	0	0	0	0	0	0	14%	9%	7%	0	0
Neither likely nor unlikely (03)	1	1	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0
	1%	2%	0	0	3%	0	0	0	0	0	0	0	0	3%	0	0	0	0
Unlikely (Net)	7	2	2	3	1	3	3	0	0	0	0	0	0	3	1	0	2	1
	17%	8%	100%	52%	4%	100%	22%	0	0	0	0	0	0	15%	19%	0	25%	59%
Somewhat unlikely (02)	2	1	0	1	1	0	1	0	0	0	0	0	0	1	1	0	0	0
	5%	3%	0	24%	4%	0	8%	0	0	0	0	0	0	4%	19%	0	0	0
Very unlikely (01)	5	1	2	1	0	3	2	0	0	0	0	0	0	2	0	0	2	1
	12%	5%	100%	28%	0	100%	14%	0	0	0	0	0	0	11%	0	0	25%	59%
Don't know/Refused	2	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1
	5%	0	0	0	0	0	0	0	0	0	0	0	0	7%	0	0	0	41%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21AC

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 39 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

C. Two weeks

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 39 cents was asked first

	Purchase Likelihood At 39 Cents				Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (p)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	38*	29**	2**	5**	18**	3**	15**	0**	0**	0**	0**	0**	0**	17**	6**	6**	7**	2**
Mean	4.2	4.6	1.0	3.0	4.8	1.0	4.0	0	0	0	0	0	0	4.2	4.3	4.9	4.0	1.0
Standard Deviation	1.45	1.04	0	1.89	0.71	0.00	1.52	0	0	0	0	0	0	1.43	1.27	0.28	1.87	0
Standard Error	0.23	0.18	0	0.77	0.17	0.00	0.35	0	0	0	0	0	0	0.35	0.48	0.11	0.76	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A18BA/A18BB

The price of a First-Class stamp is currently 39 cents. The Postal Service may charge a premium or surcharge of 1 cent for the Forever Stamp over the price of a First-Class letter stamp which is 39 cents today. If you could buy a Forever Stamp today with a 1 cent premium, its price would be 40 cents and you could use it to mail a letter anytime in the future, even if stamp prices have increased. At a price of 40 cents, how likely would you be to buy the Forever Stamp for your business?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and asked version A or B

	Total	Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
		Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	70	52	2	13	30	5	33	0	0	0	0	0	0	28	17	12	9	4
Weighted Total	63*	46*	3**	10**	30**	6**	26*	0**	0**	0**	0**	0**	0**	25**	15**	10**	10**	3**
Likely (Net)	30	30	0	0	30	0	0	0	0	0	0	0	0	14	8	4	4	0
	47%	64%	0	0	100%	0	0	0	0	0	0	0	0	54%	53%	39%	41%	0
Very likely (05)	19	19	0	0	19	0	0	0	0	0	0	0	0	11	5	2	2	0
	31%	42%	0	0	66%	0	0	0	0	0	0	0	0	42%	32%	18%	23%	0
Somewhat likely (04)	10	10	0	0	10	0	0	0	0	0	0	0	0	3	3	2	2	0
	16%	22%	0	0	34%	0	0	0	0	0	0	0	0	12%	21%	22%	18%	0
Neither likely nor unlikely (03)	6	3	3	0	0	6	0	0	0	0	0	0	0	1	2	0	3	0
	9%	5%	100%	0	0	100%	0	0	0	0	0	0	0	4%	10%	0	33%	0
Unlikely (Net)	26	14	0	10	0	0	26	0	0	0	0	0	0	9	5	6	3	2
	41%	31%	0	100%	0	0	100%	0	0	0	0	0	0	37%	36%	61%	26%	74%
Somewhat unlikely (02)	5	4	0	2	0	0	5	0	0	0	0	0	0	1	2	*	2	0
	8%	8%	0	16%	0	0	20%	0	0	0	0	0	0	3%	14%	4%	19%	0
Very unlikely (01)	20	11	0	9	0	0	20	0	0	0	0	0	0	9	3	6	1	2
	32%	23%	0	84%	0	0	80%	0	0	0	0	0	0	34%	22%	56%	7%	74%
Don't know/Refused	2	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1
	3%	0	0	0	0	0	0	0	0	0	0	0	0	5%	0	0	0	26%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A18BA/A18BB

The price of a First-Class stamp is currently 39 cents. The Postal Service may charge a premium or surcharge of 1 cent for the Forever Stamp over the price of a First-Class letter stamp which is 39 cents today. If you could buy a Forever Stamp today with a 1 cent premium, its price would be 40 cents and you could use it to mail a letter anytime in the future, even if stamp prices have increased. At a price of 40 cents, how likely would you be to buy the Forever Stamp for your business?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and asked version A or B

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	63*	46*	3**	10**	30**	6**	26*	0**	0**	0**	0**	0**	0**	25**	15**	10**	10**	3**
Mean	3.1	3.5	3.0	1.2	4.7	3.0	1.2	0	0	0	0	0	0	3.3	3.3	2.4	3.3	1.0
Standard Deviation	1.71	1.64	0.00	0.39	0.48	0.00	0.41	0	0	0	0	0	0	1.86	1.62	1.78	1.29	0.00
Standard Error	0.21	0.23	0.00	0.11	0.09	0.00	0.07	0	0	0	0	0	0	0.36	0.39	0.51	0.43	0.00

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A19BA/A19BB

What are the reasons you are somewhat or very likely to buy the Forever Stamp at 40 cents for your business? Any other reasons?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and asked version A or B and is likely to purchase a Forever Stamp at 40 cents

	Total (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Rate USPS: Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	30	30	0	0	30	0	0	0	0	0	0	0	0	14	8	4	4	0
Weighted Total	30*	30**	0**	0**	30**	0**	0**	0**	0**	0**	0**	0**	0**	14**	8**	4**	4**	0**
Rate increases/Postal rates will be going up	10	10	0	0	10	0	0	0	0	0	0	0	0	4	4	1	1	0
	35%	35%	0	0	35%	0	0	0	0	0	0	0	0	30%	54%	30%	17%	0
Stays same rate forever/Can use for years to come	9	9	0	0	9	0	0	0	0	0	0	0	0	5	1	2	1	0
	30%	30%	0	0	30%	0	0	0	0	0	0	0	0	35%	10%	59%	23%	0
Cheaper/Would save money in long run	6	6	0	0	6	0	0	0	0	0	0	0	0	4	2	0	0	0
	22%	22%	0	0	22%	0	0	0	0	0	0	0	0	30%	30%	0	0	0
Good bargain/deal/Worth it	4	4	0	0	4	0	0	0	0	0	0	0	0	1	1	1	2	0
	12%	12%	0	0	12%	0	0	0	0	0	0	0	0	4%	10%	14%	44%	0
Convenience/Easier (unspecified)	3	3	0	0	3	0	0	0	0	0	0	0	0	2	1	0	0	0
	11%	11%	0	0	11%	0	0	0	0	0	0	0	0	14%	17%	0	0	0
Won't have to buy new/extra stamps/go to Post Office when rate changes	1	1	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0
	3%	3%	0	0	3%	0	0	0	0	0	0	0	0	7%	0	0	0	0
Other	1	1	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0
	2%	2%	0	0	2%	0	0	0	0	0	0	0	0	4%	0	0	0	0
Don't know/Refused	2	2	0	0	2	0	0	0	0	0	0	0	0	0	0	1	1	0
	6%	6%	0	0	6%	0	0	0	0	0	0	0	0	0	0	27%	16%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A20BA/A20BB

What are the reasons you say you are not likely to buy the Forever Stamp at 40 cents for your business? Any other reasons?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and asked version A or B and is not likely to purchase a Forever Stamp at 40 cents

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Neither Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Neither Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Neither Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Neither Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	38	22	2	13	0	5	33	0	0	0	0	0	0	13	9	8	5	3
Weighted Total	31*	17**	3**	10**	0**	6**	26*	0**	0**	0**	0**	0**	0**	10**	7**	6**	6**	2**
Don't want to pay extra now/pay more than current rate	6	3	0	2	0	0	6	0	0	0	0	0	0	2	1	1	1	1
	18%	20%	0	22%	0	0	22%	0	0	0	0	0	0	22%	11%	21%	12%	26%
Don't need/use stamps that often	5	2	3	0	0	4	1	0	0	0	0	0	0	1	0	0	4	0
	17%	13%	100%	0	0	72%	5%	0	0	0	0	0	0	9%	0	0	76%	0
Costs too much/Too expensive	4	4	0	0	0	0	4	0	0	0	0	0	0	0	0	2	1	1
	12%	22%	0	0	0	0	15%	0	0	0	0	0	0	0	0	35%	12%	48%
Not worth it/Waste of money/Bad deal (unspecified)	4	1	0	2	0	0	4	0	0	0	0	0	0	2	0	2	0	0
	11%	5%	0	17%	0	0	14%	0	0	0	0	0	0	17%	0	30%	0	0
Rates don't increase very often/that much	3	2	0	1	0	1	2	0	0	0	0	0	0	1	1	1	0	0
	10%	11%	0	12%	0	14%	9%	0	0	0	0	0	0	7%	19%	15%	0	0
Would use the stamps before next rate increase	2	1	0	1	0	0	2	0	0	0	0	0	0	1	1	0	0	0
	6%	7%	0	6%	0	0	7%	0	0	0	0	0	0	13%	8%	0	0	0
Just not interested	2	1	0	1	0	0	2	0	0	0	0	0	0	1	0	0	0	1
	6%	8%	0	5%	0	0	7%	0	0	0	0	0	0	13%	0	0	0	26%
Limited cash flow/On a budget	2	1	0	1	0	0	2	0	0	0	0	0	0	1	1	0	0	0
	5%	4%	0	9%	0	0	6%	0	0	0	0	0	0	9%	10%	0	0	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A20BA/A20BB

What are the reasons you say you are not likely to buy the Forever Stamp at 40 cents for your business? Any other reasons?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and asked version A or B and is not likely to purchase a Forever Stamp at 40 cents

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Weighted Total	31*	17**	3**	10**	0**	6**	26*	0**	0**	0**	0**	0**	0**	10**	7**	6**	6**	2**
Other	3	2	0	1	0	1	2	0	0	0	0	0	0	2	1	0	0	0
	10%	11%	0	12%	0	16%	9%	0	0	0	0	0	0	19%	17%	0	0	0
Don't know/Refused	2	1	0	2	0	1	2	0	0	0	0	0	0	0	2	0	0	0
	8%	5%	0	16%	0	13%	7%	0	0	0	0	0	0	0	35%	0	0	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21B -- Very likely Summary

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 40 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 40 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	29	20	1	7	12	3	14	0	0	0	0	0	0	10	10	5	3	1
Weighted Total	25*	18**	2**	5**	11**	3**	11**	0**	0**	0**	0**	0**	0**	8**	9**	4**	3**	1**
One Year	5	5	0	0	5	0	0	0	0	0	0	0	0	3	1	1	0	0
	19%	28%	0	0	44%	0	0	0	0	0	0	0	0	35%	17%	14%	0	0
Three months	9	7	0	2	7	0	2	0	0	0	0	0	0	4	3	2	0	0
	36%	42%	0	29%	61%	0	20%	0	0	0	0	0	0	52%	34%	43%	0	0
Two weeks	15	13	0	2	9	1	5	0	0	0	0	0	0	6	5	2	2	0
	59%	71%	0	44%	84%	26%	42%	0	0	0	0	0	0	73%	63%	43%	50%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21B -- Very/Somewhat likely Summary

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 40 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 40 cents was asked first

	Total (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un-like -ly (C)	Very/ Smwht Un-like -ly (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un-like -ly (F)	Very/ Smwht Un-like -ly (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un-like -ly (I)	Very/ Smwht Un-like -ly (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un-like -ly (L)	Very/ Smwht Un-like -ly (M)	Rate USPS: Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	29	20	1	7	12	3	14	0	0	0	0	0	0	10	10	5	3	1
Weighted Total	25*	18**	2**	5**	11**	3**	11**	0**	0**	0**	0**	0**	0**	8**	9**	4**	3**	1**
One Year	10	9	0	1	7	1	1	0	0	0	0	0	0	4	4	1	1	0
	38%	51%	0	12%	65%	24%	13%	0	0	0	0	0	0	43%	43%	34%	29%	0
Three months	15	12	0	2	9	1	5	0	0	0	0	0	0	4	7	3	1	0
	59%	70%	0	48%	85%	24%	42%	0	0	0	0	0	0	52%	81%	63%	29%	0
Two weeks	21	16	0	5	10	2	9	0	0	0	0	0	0	7	9	3	2	0
	82%	88%	0	100%	90%	50%	82%	0	0	0	0	0	0	89%	100%	74%	50%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21B -- Mean Summary

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 40 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 40 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	29	20	1	7	12	3	14	0	0	0	0	0	0	10	10	5	3	1
Weighted Total	25*	18**	2**	5**	11**	3**	11**	0**	0**	0**	0**	0**	0**	8**	9**	4**	3**	1**
One Year	2.9	3.2	3.0	2.0	3.8	3.2	1.8	0	0	0	0	0	0	2.9	3.1	2.7	3.4	1.0
Three months	3.5	3.8	3.0	3.0	4.3	3.2	2.7	0	0	0	0	0	0	3.3	4.1	3.9	2.9	1.0
Two weeks	4.4	4.5	3.0	4.4	4.7	3.8	4.2	0	0	0	0	0	0	4.8	4.6	4.2	4.0	1.0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21BA

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 40 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

A. One Year

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 40 cents was asked first

	Total (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un-like -ly (C)	Very/ Smwht Un-like -ly (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un-like -ly (F)	Very/ Smwht Un-like -ly (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un-like -ly (I)	Very/ Smwht Un-like -ly (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un-like -ly (L)	Very/ Smwht Un-like -ly (M)	Rate USPS: Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	29	20	1	7	12	3	14	0	0	0	0	0	0	10	10	5	3	1
Weighted Total	25*	18**	2**	5**	11**	3**	11**	0**	0**	0**	0**	0**	0**	8**	9**	4**	3**	1**
Likely (Net)	10	9	0	1	7	1	1	0	0	0	0	0	0	4	4	1	1	0
	38%	51%	0	12%	65%	24%	13%	0	0	0	0	0	0	43%	43%	34%	29%	0
Very likely (05)	5	5	0	0	5	0	0	0	0	0	0	0	0	3	1	1	0	0
	19%	28%	0	0	44%	0	0	0	0	0	0	0	0	35%	17%	14%	0	0
Somewhat likely (04)	5	4	0	1	2	1	1	0	0	0	0	0	0	1	2	1	1	0
	18%	23%	0	12%	21%	24%	13%	0	0	0	0	0	0	8%	26%	20%	29%	0
Neither likely nor unlikely (03)	3	2	2	0	1	2	0	0	0	0	0	0	0	0	1	1	2	0
	14%	11%	100%	0	10%	76%	0	0	0	0	0	0	0	0	9%	26%	50%	0
Unlikely (Net)	11	6	0	4	2	0	8	0	0	0	0	0	0	4	4	2	0	1
	42%	35%	0	88%	19%	0	78%	0	0	0	0	0	0	46%	48%	40%	0	100%
Somewhat unlikely (02)	5	2	0	3	1	0	4	0	0	0	0	0	0	1	4	0	0	0
	19%	9%	0	63%	9%	0	36%	0	0	0	0	0	0	9%	48%	0	0	0
Very unlikely (01)	6	5	0	1	1	0	5	0	0	0	0	0	0	3	0	2	0	1
	23%	26%	0	24%	11%	0	42%	0	0	0	0	0	0	37%	0	40%	0	100%
Don't know/Refused	2	1	0	0	1	0	1	0	0	0	0	0	0	1	0	0	1	0
	6%	4%	0	0	6%	0	8%	0	0	0	0	0	0	11%	0	0	21%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21BA

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 40 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

A. One Year

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 40 cents was asked first

	Total (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un-like -ly (C)	Very/ Smwht Un-like -ly (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un-like -ly (F)	Very/ Smwht Un-like -ly (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un-like -ly (I)	Very/ Smwht Un-like -ly (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un-like -ly (L)	Very/ Smwht Un-like -ly (M)	Rate USPS: Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	25*	18**	2**	5**	11**	3**	11**	0**	0**	0**	0**	0**	0**	8**	9**	4**	3**	1**
Mean	2.9	3.2	3.0	2.0	3.8	3.2	1.8	0	0	0	0	0	0	2.9	3.1	2.7	3.4	1.0
Standard Deviation	1.51	1.64	0	0.96	1.46	0.52	1.06	0	0	0	0	0	0	1.99	1.26	1.73	0.62	0
Standard Error	0.29	0.38	0	0.36	0.44	0.30	0.30	0	0	0	0	0	0	0.66	0.40	0.77	0.44	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21BB

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 40 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

B. Three months

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 40 cents was asked first

	Total (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Rate USPS: Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	29	20	1	7	12	3	14	0	0	0	0	0	0	10	10	5	3	1
Weighted Total	25*	18**	2**	5**	11**	3**	11**	0**	0**	0**	0**	0**	0**	8**	9**	4**	3**	1**
Likely (Net)	15	12	0	2	9	1	5	0	0	0	0	0	0	4	7	3	1	0
	59%	70%	0	48%	85%	24%	42%	0	0	0	0	0	0	52%	81%	63%	29%	0
Very likely (05)	9	7	0	2	7	0	2	0	0	0	0	0	0	4	3	2	0	0
	36%	42%	0	29%	61%	0	20%	0	0	0	0	0	0	52%	34%	43%	0	0
Somewhat likely (04)	6	5	0	1	3	1	2	0	0	0	0	0	0	0	4	1	1	0
	23%	28%	0	18%	24%	24%	23%	0	0	0	0	0	0	0	48%	20%	29%	0
Neither likely nor unlikely (03)	3	2	2	0	1	2	0	0	0	0	0	0	0	0	1	1	2	0
	14%	11%	100%	0	10%	76%	0	0	0	0	0	0	0	0	9%	26%	50%	0
Unlikely (Net)	6	3	0	3	1	0	5	0	0	0	0	0	0	3	1	*	1	1
	24%	19%	0	52%	6%	0	49%	0	0	0	0	0	0	37%	9%	11%	21%	100%
Somewhat unlikely (02)	1	0	0	1	0	0	1	0	0	0	0	0	0	0	1	*	0	0
	5%	0	0	25%	0	0	12%	0	0	0	0	0	0	0	9%	11%	0	0
Very unlikely (01)	5	3	0	1	1	0	4	0	0	0	0	0	0	3	0	0	1	1
	19%	19%	0	27%	6%	0	38%	0	0	0	0	0	0	37%	0	0	21%	100%
Don't know/Refused	1	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0
	4%	0	0	0	0	0	8%	0	0	0	0	0	0	11%	0	0	0	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21BB

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 40 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

B. Three months

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 40 cents was asked first

	Purchase Likelihood At 39 Cents				Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	25*	18**	2**	5**	11**	3**	11**	0**	0**	0**	0**	0**	0**	8**	9**	4**	3**	1**
Mean	3.5	3.8	3.0	3.0	4.3	3.2	2.7	0	0	0	0	0	0	3.3	4.1	3.9	2.9	1.0
Standard Deviation	1.53	1.51	0	1.83	1.11	0.52	1.77	0	0	0	0	0	0	2.12	0.95	1.22	1.28	0
Standard Error	0.29	0.34	0	0.69	0.32	0.30	0.49	0	0	0	0	0	0	0.71	0.30	0.55	0.74	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21BC

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 40 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

C. Two weeks

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 40 cents was asked first

	Total (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un-like -ly (C)	Very/ Smwht Un-like -ly (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un-like -ly (F)	Very/ Smwht Un-like -ly (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un-like -ly (I)	Very/ Smwht Un-like -ly (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un-like -ly (L)	Very/ Smwht Un-like -ly (M)	Rate USPS: Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	29	20	1	7	12	3	14	0	0	0	0	0	0	10	10	5	3	1
Weighted Total	25*	18**	2**	5**	11**	3**	11**	0**	0**	0**	0**	0**	0**	8**	9**	4**	3**	1**
Likely (Net)	21	16	0	5	10	2	9	0	0	0	0	0	0	7	9	3	2	0
	82%	88%	0	100%	90%	50%	82%	0	0	0	0	0	0	89%	100%	74%	50%	0
Very likely (05)	15	13	0	2	9	1	5	0	0	0	0	0	0	6	5	2	2	0
	59%	71%	0	44%	84%	26%	42%	0	0	0	0	0	0	73%	63%	43%	50%	0
Somewhat likely (04)	6	3	0	3	1	1	4	0	0	0	0	0	0	1	3	1	0	0
	23%	17%	0	56%	6%	24%	40%	0	0	0	0	0	0	16%	37%	31%	0	0
Neither likely nor unlikely (03)	3	1	2	0	1	2	0	0	0	0	0	0	0	0	0	1	2	0
	10%	6%	100%	0	10%	50%	0	0	0	0	0	0	0	0	0	26%	50%	0
Unlikely (Net)	1	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1
	4%	6%	0	0	0	0	9%	0	0	0	0	0	0	0	0	0	0	100%
Somewhat unlikely (02)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Very unlikely (01)	1	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1
	4%	6%	0	0	0	0	9%	0	0	0	0	0	0	0	0	0	0	100%
Don't know/Refused	1	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0
	4%	0	0	0	0	0	8%	0	0	0	0	0	0	11%	0	0	0	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21BC

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 40 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

C. Two weeks

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 40 cents was asked first

	Total (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un-like -ly (C)	Very/ Smwht Un-like -ly (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un-like -ly (F)	Very/ Smwht Un-like -ly (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un-like -ly (I)	Very/ Smwht Un-like -ly (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un-like -ly (L)	Very/ Smwht Un-like -ly (M)	Rate USPS: Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	25*	18**	2**	5**	11**	3**	11**	0**	0**	0**	0**	0**	0**	8**	9**	4**	3**	1**
Mean	4.4	4.5	3.0	4.4	4.7	3.8	4.2	0	0	0	0	0	0	4.8	4.6	4.2	4.0	1.0
Standard Deviation	0.99	1.06	0	0.55	0.65	1.01	1.22	0	0	0	0	0	0	0.42	0.51	0.93	1.21	0
Standard Error	0.19	0.24	0	0.21	0.19	0.58	0.34	0	0	0	0	0	0	0.14	0.16	0.42	0.70	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A18CC/A18CD

The price of a First-Class stamp is currently 39 cents. The Postal Service may charge a premium or surcharge of 3 cents for the Forever Stamp over the price of a First-Class letter stamp which is 39 cents today. If you could buy a Forever Stamp today with a 3 cent premium, its price would be 42 cents and you could use it to mail a letter anytime in the future, even if stamp prices have increased. At a price of 42 cents, how likely would you be to buy the FOREVER STAMP for your business?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and asked version C or D

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	88	0	0	0	0	0	0	37	2	44	23	3	56	27	32	14	7	6
Weighted Total	77*	0**	0**	0**	0**	0**	0**	35*	2**	35*	22**	3**	45*	25**	28**	12**	5**	4**
Likely (Net)	35	0	0	0	0	0	0	35	0	0	21	2	12	11	13	7	2	2
	45%	0	0	0	0	0	0	100%J	0	0	94%	70%	26%	44%	47%	55%	29%	57%
Very likely (05)	19	0	0	0	0	0	0	19	0	0	15	1	4	6	8	3	1	2
	25%	0	0	0	0	0	0	56%J	0	0	67%	24%	8%	24%	28%	23%	17%	42%
Somewhat likely (04)	15	0	0	0	0	0	0	15	0	0	6	1	8	5	5	4	1	1
	20%	0	0	0	0	0	0	44%J	0	0	27%	46%	18%	20%	19%	33%	12%	15%
Neither likely nor unlikely (03)	2	0	0	0	0	0	0	0	2	0	0	1	1	0	2	0	0	0
	2%	0	0	0	0	0	0	0	100%	0	0	30%	2%	0	6%	0	0	0
Unlikely (Net)	35	0	0	0	0	0	0	0	0	35	1	0	33	14	10	5	3	2
	45%	0	0	0	0	0	0	0	0	100%H	6%	0	72%	56%	36%	38%	59%	43%
Somewhat unlikely (02)	4	0	0	0	0	0	0	0	0	4	1	0	2	0	3	0	1	0
	5%	0	0	0	0	0	0	0	0	11%H	3%	0	5%	0	10%	0	15%	0
Very unlikely (01)	31	0	0	0	0	0	0	0	0	31	1	0	30	14	7	5	2	2
	41%	0	0	0	0	0	0	0	0	89%H	3%	0	67%	56%	25%	38%	44%	43%
Don't know/Refused	5	0	0	0	0	0	0	0	0	0	0	0	0	0	3	1	1	0
	7%	0	0	0	0	0	0	0	0	0	0	0	0	0	12%	6%	12%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A18CC/A18CD

The price of a First-Class stamp is currently 39 cents. The Postal Service may charge a premium or surcharge of 3 cents for the Forever Stamp over the price of a First-Class letter stamp which is 39 cents today. If you could buy a Forever Stamp today with a 3 cent premium, its price would be 42 cents and you could use it to mail a letter anytime in the future, even if stamp prices have increased. At a price of 42 cents, how likely would you be to buy the FOREVER STAMP for your business?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and asked version C or D

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un-like -ly (C)	Very/ Smwht Un-like -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un-like -ly (F)	Very/ Smwht Un-like -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un-like -ly (I)	Very/ Smwht Un-like -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un-like -ly (L)	Very/ Smwht Un-like -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	77*	0**	0**	0**	0**	0**	0**	35*	2**	35*	22**	3**	45*	25**	28**	12**	5**	4**
Mean	2.8	0	0	0	0	0	0	4.6J	3.0	1.1	4.5	3.9	1.9	2.6	3.1	3.0	2.4	3.1
Standard Deviation	1.77	0	0	0	0	0	0	0.50	0	0.31	0.91	0.90	1.48	1.83	1.68	1.80	1.85	2.17
Standard Error	0.19	0	0	0	0	0	0	0.08	0	0.05	0.19	0.52	0.20	0.35	0.31	0.50	0.76	0.89

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A19CC/A19CD

What are the reasons you are somewhat or very likely to buy the Forever Stamp at 42 cents for your business? Any other reasons?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and asked version C or D and is likely to purchase a Forever Stamp at 42 cents

	Total (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Rate USPS: Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	37	0	0	0	0	0	0	37	0	0	21	2	14	11	14	7	2	3
Weighted Total	35*	0**	0**	0**	0**	0**	0**	35*	0**	0**	21**	2**	12**	11**	13**	7**	2**	2**
Rate increases/Postal rates will be going up	8 22%	0 0	0 0	0 0	0 0	0 0	0 0	8 22%	0 0	0 0	3 15%	0 0	5 39%	0 0	5 37%	2 35%	1 41%	0 0
Stays same rate forever/Can use for years to come	7 21%	0 0	0 0	0 0	0 0	0 0	0 0	7 21%	0 0	0 0	6 28%	0 0	1 12%	3 29%	2 12%	3 38%	0 0	0 0
Cheaper/Would save money in long run	7 21%	0 0	0 0	0 0	0 0	0 0	0 0	7 21%	0 0	0 0	3 13%	1 66%	3 27%	2 19%	4 34%	0 0	0 0	1 26%
Convenience/Easier (unspecified)	6 16%	0 0	0 0	0 0	0 0	0 0	0 0	6 16%	0 0	0 0	4 20%	0 0	1 12%	2 15%	2 12%	2 36%	0 0	0 0
Won't have to worry about rate increases	4 11%	0 0	0 0	0 0	0 0	0 0	0 0	4 11%	0 0	0 0	4 18%	0 0	0 0	1 6%	2 18%	1 12%	0 0	0 0
Good bargain/deal/Worth it	3 8%	0 0	0 0	0 0	0 0	0 0	0 0	3 8%	0 0	0 0	1 6%	0 0	1 11%	1 11%	1 10%	0 0	0 0	0 0
Stamps are a necessity/Will always need to use stamps	2 5%	0 0	0 0	0 0	0 0	0 0	0 0	2 5%	0 0	0 0	2 8%	0 0	0 0	1 6%	0 0	0 0	1 59%	0 0
Other	3 7%	0 0	0 0	0 0	0 0	0 0	0 0	3 7%	0 0	0 0	1 4%	1 34%	1 8%	0 0	1 7%	0 0	0 0	2 74%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A19CC/A19CD

What are the reasons you are somewhat or very likely to buy the Forever Stamp at 42 cents for your business? Any other reasons?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and asked version C or D and is likely to purchase a Forever Stamp at 42 cents

	Total (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un-like -ly (C)	Very/ Smwht Un-like -ly (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un-like -ly (F)	Very/ Smwht Un-like -ly (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un-like -ly (I)	Very/ Smwht Un-like -ly (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un-like -ly (L)	Very/ Smwht Un-like -ly (M)	Rate USPS: Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	35*	0**	0**	0**	0**	0**	0**	35*	0**	0**	21**	2**	12**	11**	13**	7**	2**	2**
Don't know/Refused	4	0	0	0	0	0	0	4	0	0	2	0	1	4	0	0	0	0
	11%	0	0	0	0	0	0	11%	0	0	11%	0	11%	33%	0	0	0	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A20CC/A20CD

What are the reasons you say you are not likely to buy the Forever Stamp at 42 cents for your business? Any other reasons?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and asked version C or D and is not likely to purchase a Forever Stamp at 42 cents

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	46	0	0	0	0	0	0	0	2	44	2	1	42	16	16	6	4	3
Weighted Total	37*	0**	0**	0**	0**	0**	0**	0**	2**	35*	1**	1**	34*	14**	12**	5**	3**	2**
Just not interested	7	0	0	0	0	0	0	0	0	7	0	0	6	3	0	1	1	0
	19%	0	0	0	0	0	0	0	0	20%	0	0	18%	23%	0	20%	47%	0
Don't need/use stamps that often	6	0	0	0	0	0	0	0	0	6	0	0	6	2	2	2	0	0
	17%	0	0	0	0	0	0	0	0	18%	0	0	19%	17%	20%	36%	0	0
Rates don't increase very often/that much	6	0	0	0	0	0	0	0	1	6	0	1	6	1	4	0	1	1
	17%	0	0	0	0	0	0	0	53%	16%	0	100%	16%	7%	34%	0	28%	31%
Don't want to pay extra now/pay more than current rate	6	0	0	0	0	0	0	0	0	6	0	0	6	4	1	1	0	0
	16%	0	0	0	0	0	0	0	0	17%	0	0	18%	25%	11%	26%	0	0
Would use the stamps before next rate increase	3	0	0	0	0	0	0	0	0	3	0	0	3	2	1	0	0	0
	8%	0	0	0	0	0	0	0	0	8%	0	0	8%	11%	10%	0	0	0
Costs too much/Too expensive	3	0	0	0	0	0	0	0	0	3	0	0	3	2	1	0	0	0
	7%	0	0	0	0	0	0	0	0	7%	0	0	8%	12%	7%	0	0	0
Not worth it/Waste of money/Bad deal (unspecified)	2	0	0	0	0	0	0	0	0	2	0	0	2	1	0	0	0	1
	5%	0	0	0	0	0	0	0	0	5%	0	0	6%	9%	0	0	0	34%
Skeptical/Don't believe it	1	0	0	0	0	0	0	0	0	1	0	0	1	0	1	0	0	0
	2%	0	0	0	0	0	0	0	0	2%	0	0	2%	0	6%	0	0	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A20CC/A20CD

What are the reasons you say you are not likely to buy the Forever Stamp at 42 cents for your business? Any other reasons?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and asked version C or D and is not likely to purchase a Forever Stamp at 42 cents

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Weighted Total	37*	0**	0**	0**	0**	0**	0**	0**	2**	35*	1**	1**	34*	14**	12**	5**	3**	2**
Other	4	0	0	0	0	0	0	0	1	3	0	0	4	1	1	1	0	1
	12%	0	0	0	0	0	0	0	47%	10%	0	0	13%	10%	12%	18%	0	35%
Don't know/Refused	4	0	0	0	0	0	0	0	0	4	1	0	2	1	1	1	1	0
	10%	0	0	0	0	0	0	0	0	11%	100%	0	7%	5%	12%	19%	25%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21C -- Very likely Summary

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 42 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 42 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	48	0	0	0	0	0	0	21	1	23	9	2	34	14	17	7	5	4
Weighted Total	42*	0**	0**	0**	0**	0**	0**	19**	1**	18**	9**	2**	27*	14**	15**	6**	4**	3**
One Year	10	0	0	0	0	0	0	9	0	1	6	0	4	5	3	0	1	1
	23%	0	0	0	0	0	0	47%	0	5%	67%	0	14%	37%	19%	0	25%	36%
Three months	15	0	0	0	0	0	0	11	0	2	6	1	5	7	5	1	1	1
	37%	0	0	0	0	0	0	59%	0	10%	68%	60%	20%	52%	36%	15%	25%	36%
Two weeks	21	0	0	0	0	0	0	14	1	4	7	2	9	8	9	1	2	1
	51%	0	0	0	0	0	0	74%	100%	21%	80%	100%	35%	56%	59%	25%	65%	36%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21C -- Very/Somewhat likely Summary

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 42 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 42 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	48	0	0	0	0	0	0	21	1	23	9	2	34	14	17	7	5	4
Weighted Total	42*	0**	0**	0**	0**	0**	0**	19**	1**	18**	9**	2**	27*	14**	15**	6**	4**	3**
One Year	21	0	0	0	0	0	0	16	1	2	8	2	8	8	8	2	2	2
	51%	0	0	0	0	0	0	85%	100%	10%	92%	100%	30%	58%	55%	35%	42%	58%
Three months	24	0	0	0	0	0	0	17	1	3	8	2	11	8	10	2	2	2
	56%	0	0	0	0	0	0	90%	100%	18%	92%	100%	40%	58%	72%	35%	42%	58%
Two weeks	27	0	0	0	0	0	0	18	1	7	8	2	14	9	11	3	2	2
	66%	0	0	0	0	0	0	93%	100%	36%	92%	100%	54%	67%	76%	46%	65%	78%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21C -- Mean Summary

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 42 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 42 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	48	0	0	0	0	0	0	21	1	23	9	2	34	14	17	7	5	4
Weighted Total	42*	0**	0**	0**	0**	0**	0**	19**	1**	18**	9**	2**	27*	14**	15**	6**	4**	3**
One Year	2.9	0	0	0	0	0	0	4.1	4.0	1.5	4.6	4.0	2.2	3.3	3.1	2.2	2.8	3.1
Three months	3.2	0	0	0	0	0	0	4.4	4.0	1.8	4.6	4.6	2.5	3.5	3.6	2.4	2.8	3.1
Two weeks	3.7	0	0	0	0	0	0	4.6	5.0	2.4	4.7	5.0	3.1	3.7	4.0	2.9	4.1	3.7

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21CA

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 42 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

A. One Year

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 42 cents was asked first

	Total (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Like -ly (B)	Nei-ther Like -ly Nor Un-like -ly (C)	Very/ Smwht Un-like -ly (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Like -ly (E)	Nei-ther Like -ly Nor Un-like -ly (F)	Very/ Smwht Un-like -ly (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Like -ly (H)	Nei-ther Like -ly Nor Un-like -ly (I)	Very/ Smwht Un-like -ly (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Like -ly (K)	Nei-ther Like -ly Nor Un-like -ly (L)	Very/ Smwht Un-like -ly (M)	Rate USPS: Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	48	0	0	0	0	0	0	21	1	23	9	2	34	14	17	7	5	4
Weighted Total	42*	0**	0**	0**	0**	0**	0**	19**	1**	18**	9**	2**	27*	14**	15**	6**	4**	3**
Likely (Net)	21	0	0	0	0	0	0	16	1	2	8	2	8	8	8	2	2	2
	51%	0	0	0	0	0	0	85%	100%	10%	92%	100%	30%	58%	55%	35%	42%	58%
Very likely (05)	10	0	0	0	0	0	0	9	0	1	6	0	4	5	3	0	1	1
	23%	0	0	0	0	0	0	47%	0	5%	67%	0	14%	37%	19%	0	25%	36%
Somewhat likely (04)	11	0	0	0	0	0	0	7	1	1	2	2	4	3	5	2	1	1
	27%	0	0	0	0	0	0	38%	100%	4%	25%	100%	16%	21%	36%	35%	17%	22%
Neither likely nor unlikely (03)	1	0	0	0	0	0	0	1	0	0	1	0	0	1	0	0	0	0
	2%	0	0	0	0	0	0	4%	0	0	8%	0	0	5%	0	0	0	0
Unlikely (Net)	18	0	0	0	0	0	0	2	0	16	0	0	18	5	6	3	2	1
	43%	0	0	0	0	0	0	11%	0	86%	0	0	67%	37%	40%	51%	42%	42%
Somewhat unlikely (02)	3	0	0	0	0	0	0	1	0	2	0	0	3	1	2	0	0	0
	7%	0	0	0	0	0	0	5%	0	10%	0	0	10%	7%	12%	0	0	0
Very unlikely (01)	15	0	0	0	0	0	0	1	0	14	0	0	15	4	4	3	2	1
	36%	0	0	0	0	0	0	6%	0	76%	0	0	57%	30%	28%	51%	42%	42%
Don't know/Refused	2	0	0	0	0	0	0	0	0	1	0	0	1	0	1	1	1	0
	5%	0	0	0	0	0	0	0	0	4%	0	0	3%	0	5%	14%	16%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21CA

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 42 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

A. One Year

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 42 cents was asked first

	Total (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Rate USPS: Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	42*	0**	0**	0**	0**	0**	0**	19**	1**	18**	9**	2**	27*	14**	15**	6**	4**	3**
Mean	2.9	0	0	0	0	0	0	4.1	4.0	1.5	4.6	4.0	2.2	3.3	3.1	2.2	2.8	3.1
Standard Deviation	1.71	0	0	0	0	0	0	1.15	0	1.13	0.67	0.00	1.61	1.76	1.64	1.65	2.24	2.29
Standard Error	0.26	0	0	0	0	0	0	0.25	0	0.24	0.22	0.00	0.28	0.47	0.41	0.68	1.12	1.15

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21CB

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 42 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

B. Three months

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 42 cents was asked first

	Total (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Rate USPS: Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	48	0	0	0	0	0	0	21	1	23	9	2	34	14	17	7	5	4
Weighted Total	42*	0**	0**	0**	0**	0**	0**	19**	1**	18**	9**	2**	27*	14**	15**	6**	4**	3**
Likely (Net)	24	0	0	0	0	0	0	17	1	3	8	2	11	8	10	2	2	2
	56%	0	0	0	0	0	0	90%	100%	18%	92%	100%	40%	58%	72%	35%	42%	58%
Very likely (05)	15	0	0	0	0	0	0	11	0	2	6	1	5	7	5	1	1	1
	37%	0	0	0	0	0	0	59%	0	10%	68%	60%	20%	52%	36%	15%	25%	36%
Somewhat likely (04)	8	0	0	0	0	0	0	6	1	2	2	1	5	1	5	1	1	1
	20%	0	0	0	0	0	0	31%	100%	8%	24%	40%	20%	6%	35%	20%	17%	22%
Neither likely nor unlikely (03)	1	0	0	0	0	0	0	1	0	0	1	0	0	1	0	0	0	0
	2%	0	0	0	0	0	0	4%	0	0	8%	0	0	5%	0	0	0	0
Unlikely (Net)	15	0	0	0	0	0	0	1	0	14	0	0	15	5	3	3	2	1
	37%	0	0	0	0	0	0	6%	0	78%	0	0	58%	37%	23%	51%	42%	42%
Somewhat unlikely (02)	2	0	0	0	0	0	0	0	0	2	0	0	2	2	0	0	0	0
	4%	0	0	0	0	0	0	0	0	9%	0	0	6%	12%	0	0	0	0
Very unlikely (01)	14	0	0	0	0	0	0	1	0	13	0	0	14	4	3	3	2	1
	33%	0	0	0	0	0	0	6%	0	69%	0	0	52%	26%	23%	51%	42%	42%
Don't know/Refused	2	0	0	0	0	0	0	0	0	1	0	0	1	0	1	1	1	0
	5%	0	0	0	0	0	0	0	0	4%	0	0	3%	0	5%	14%	16%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21CB

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 42 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

B. Three months

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 42 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	42*	0**	0**	0**	0**	0**	0**	19**	1**	18**	9**	2**	27*	14**	15**	6**	4**	3**
Mean	3.2	0	0	0	0	0	0	4.4	4.0	1.8	4.6	4.6	2.5	3.5	3.6	2.4	2.8	3.1
Standard Deviation	1.79	0	0	0	0	0	0	1.06	0	1.43	0.66	0.66	1.75	1.81	1.63	1.92	2.24	2.29
Standard Error	0.27	0	0	0	0	0	0	0.23	0	0.31	0.22	0.47	0.30	0.48	0.41	0.78	1.12	1.15

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21CC

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 42 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

C. Two weeks

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 42 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	48	0	0	0	0	0	0	21	1	23	9	2	34	14	17	7	5	4
Weighted Total	42*	0**	0**	0**	0**	0**	0**	19**	1**	18**	9**	2**	27*	14**	15**	6**	4**	3**
Likely (Net)	27	0	0	0	0	0	0	18	1	7	8	2	14	9	11	3	2	2
	66%	0	0	0	0	0	0	93%	100%	36%	92%	100%	54%	67%	76%	46%	65%	78%
Very likely (05)	21	0	0	0	0	0	0	14	1	4	7	2	9	8	9	1	2	1
	51%	0	0	0	0	0	0	74%	100%	21%	80%	100%	35%	56%	59%	25%	65%	36%
Somewhat likely (04)	6	0	0	0	0	0	0	4	0	3	1	0	5	2	2	1	0	1
	15%	0	0	0	0	0	0	19%	0	15%	13%	0	19%	11%	17%	20%	0	42%
Neither likely nor unlikely (03)	1	0	0	0	0	0	0	1	0	0	1	0	0	1	0	0	0	0
	2%	0	0	0	0	0	0	4%	0	0	8%	0	0	5%	0	0	0	0
Unlikely (Net)	12	0	0	0	0	0	0	1	0	11	0	0	12	4	3	2	1	1
	28%	0	0	0	0	0	0	3%	0	60%	0	0	43%	28%	19%	41%	18%	22%
Somewhat unlikely (02)	1	0	0	0	0	0	0	0	0	1	0	0	1	1	0	0	0	0
	2%	0	0	0	0	0	0	0	0	5%	0	0	4%	7%	0	0	0	0
Very unlikely (01)	11	0	0	0	0	0	0	1	0	10	0	0	11	3	3	2	1	1
	25%	0	0	0	0	0	0	3%	0	55%	0	0	40%	21%	19%	41%	18%	22%
Don't know/Refused	2	0	0	0	0	0	0	0	0	1	0	0	1	0	1	1	1	0
	5%	0	0	0	0	0	0	0	0	4%	0	0	3%	0	5%	14%	16%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21CC

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 42 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

C. Two weeks

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 42 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Neither Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Neither Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Neither Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Neither Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Weighted Total	42*	0**	0**	0**	0**	0**	0**	19**	1**	18**	9**	2**	27*	14**	15**	6**	4**	3**
Mean	3.7	0	0	0	0	0	0	4.6	5.0	2.4	4.7	5.0	3.1	3.7	4.0	2.9	4.1	3.7
Standard Deviation	1.74	0	0	0	0	0	0	0.85	0	1.79	0.63	0.00	1.85	1.72	1.62	2.03	2.03	1.90
Standard Error	0.26	0	0	0	0	0	0	0.19	0	0.38	0.21	0.00	0.32	0.46	0.41	0.83	1.01	0.95

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A18DC/A18DD

The price of a First-Class stamp is currently 39 cents. The Postal Service may charge a premium or surcharge of 6 cents for the Forever Stamp over the price of a First-Class letter stamp which is 39 cents today. If you could buy a Forever Stamp today with a 6 cent premium, its price would be 45 cents and you could use it to mail a letter anytime in the future, even if stamp prices have increased. At a price of 45 cents, how likely would you be to buy the FOREVER STAMP for your business?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and asked version C or D

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	88	0	0	0	0	0	0	37	2	44	23	3	56	27	32	14	7	6
Weighted Total	77*	0**	0**	0**	0**	0**	0**	35*	2**	35*	22**	3**	45*	25**	28**	12**	5**	4**
Likely (Net)	22	0	0	0	0	0	0	21	0	1	22	0	0	8	9	5	1	0
	29%	0	0	0	0	0	0	60%J	0	4%	100%	0	0	30%	32%	39%	17%	0
Very likely (05)	15	0	0	0	0	0	0	14	0	1	15	0	0	7	5	2	1	0
	20%	0	0	0	0	0	0	41%J	0	2%	68%	0	0	27%	18%	18%	17%	0
Somewhat likely (04)	7	0	0	0	0	0	0	7	0	1	7	0	0	1	4	3	0	0
	9%	0	0	0	0	0	0	19%J	0	2%	32%	0	0	2%	14%	21%	0	0
Neither likely nor unlikely (03)	3	0	0	0	0	0	0	2	1	0	0	3	0	1	1	0	0	1
	4%	0	0	0	0	0	0	6%	53%	0	0	100%	0	5%	3%	0	0	17%
Unlikely (Net)	45	0	0	0	0	0	0	12	1	33	0	0	45	16	15	7	3	3
	59%	0	0	0	0	0	0	34%	47%	94%H	0	0	100%	65%	53%	55%	56%	83%
Somewhat unlikely (02)	7	0	0	0	0	0	0	5	1	1	0	0	7	2	4	1	0	0
	9%	0	0	0	0	0	0	15%J	47%	2%	0	0	15%	7%	13%	12%	0	0
Very unlikely (01)	39	0	0	0	0	0	0	6	0	32	0	0	39	15	11	5	3	3
	50%	0	0	0	0	0	0	19%	0	92%H	0	0	85%	58%	40%	43%	56%	83%
Don't know/Refused	6	0	0	0	0	0	0	0	0	1	0	0	0	0	3	1	1	0
	8%	0	0	0	0	0	0	0	0	2%	0	0	0	0	12%	6%	27%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A18DC/A18DD

The price of a First-Class stamp is currently 39 cents. The Postal Service may charge a premium or surcharge of 6 cents for the Forever Stamp over the price of a First-Class letter stamp which is 39 cents today. If you could buy a Forever Stamp today with a 6 cent premium, its price would be 45 cents and you could use it to mail a letter anytime in the future, even if stamp prices have increased. At a price of 45 cents, how likely would you be to buy the FOREVER STAMP for your business?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and asked version C or D

	Total (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Rate USPS: Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	77*	0**	0**	0**	0**	0**	0**	35*	2**	35*	22**	3**	45*	25**	28**	12**	5**	4**
Mean	2.3	0	0	0	0	0	0	3.5J	2.5	1.2	4.7	3.0	1.1	2.3	2.5	2.6	1.9	1.3
Standard Deviation	1.69	0	0	0	0	0	0	1.61	0	0.70	0.48	0.00	0.36	1.79	1.68	1.74	1.98	0.88
Standard Error	0.19	0	0	0	0	0	0	0.26	0	0.11	0.10	0.00	0.05	0.34	0.31	0.48	0.89	0.36

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A19DC/A19DD

What are the reasons you are somewhat or very likely to buy the Forever Stamp at 45 cents for your business? Any other reasons?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and asked version C or D and is likely to buy the Forever Stamp at 45 cents

	Total (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Rate USPS: Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	23	0	0	0	0	0	0	21	0	2	23	0	0	8	10	4	1	0
Weighted Total	22*	0**	0**	0**	0**	0**	0**	21**	0**	1**	22**	0**	0**	8**	9**	5**	1**	0**
Convenience/Easier (unspecified)	4 20%	0 0	0 0	0 0	0 0	0 0	0 0	4 18%	0 0	1 52%	4 20%	0 0	0 0	2 21%	2 19%	1 22%	0 0	0 0
Stays same rate forever/Can use for years to come	4 17%	0 0	0 0	0 0	0 0	0 0	0 0	4 18%	0 0	0 0	4 17%	0 0	0 0	2 23%	1 11%	1 24%	0 0	0 0
Rate increases/Postal rates will be going up	3 14%	0 0	0 0	0 0	0 0	0 0	0 0	3 15%	0 0	0 0	3 14%	0 0	0 0	0 0	1 16%	2 37%	0 0	0 0
Stamps are a necessity/Will always need to use stamps	2 7%	0 0	0 0	0 0	0 0	0 0	0 0	2 8%	0 0	0 0	2 7%	0 0	0 0	1 9%	0 0	0 0	1 100%	0 0
Won't have to worry about rate increases	1 7%	0 0	0 0	0 0	0 0	0 0	0 0	1 4%	0 0	1 52%	1 7%	0 0	0 0	0 0	1 8%	1 17%	0 0	0 0
Good bargain/deal/Worth it	1 6%	0 0	0 0	0 0	0 0	0 0	0 0	1 6%	0 0	0 0	1 6%	0 0	0 0	1 16%	0 0	0 0	0 0	0 0
Cheaper/Would save money in long run	1 5%	0 0	0 0	0 0	0 0	0 0	0 0	1 5%	0 0	0 0	1 5%	0 0	0 0	0 0	1 12%	0 0	0 0	0 0
Won't have to buy new/extra stamps/go to Post Office when rate changes	1 3%	0 0	0 0	0 0	0 0	0 0	0 0	1 4%	0 0	0 0	1 3%	0 0	0 0	0 0	0 0	1 17%	0 0	0 0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A19DC/A19DD

What are the reasons you are somewhat or very likely to buy the Forever Stamp at 45 cents for your business? Any other reasons?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and asked version C or D and is likely to buy the Forever Stamp at 45 cents

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Weighted Total	22*	0**	0**	0**	0**	0**	0**	21**	0**	1**	22**	0**	0**	8**	9**	5**	1**	0**
Other	3	0	0	0	0	0	0	3	0	0	3	0	0	0	3	0	0	0
	15%	0	0	0	0	0	0	16%	0	0	15%	0	0	0	36%	0	0	0
Don't know/Refused	4	0	0	0	0	0	0	3	0	1	4	0	0	3	1	0	0	0
	16%	0	0	0	0	0	0	14%	0	48%	16%	0	0	41%	6%	0	0	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A20DC/A20DD

What are the reasons you say you are not likely to buy the Forever Stamp at 45 cents for your business? Any other reasons?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and asked version C or D and is not likely to buy the Forever Stamp at 45 cents

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	59	0	0	0	0	0	0	16	2	41	0	3	56	19	20	9	4	6
Weighted Total	48*	0**	0**	0**	0**	0**	0**	14**	2**	33*	0**	3**	45*	18**	16**	7**	3**	4**
Don't want to pay extra now/pay more than current rate	13	0	0	0	0	0	0	4	0	9	0	0	13	7	3	1	1	0
	26%	0	0	0	0	0	0	26%	0	27%	0	0	28%	42%	22%	18%	21%	0
Costs too much/Too expensive	7	0	0	0	0	0	0	4	1	2	0	0	7	2	3	1	0	2
	14%	0	0	0	0	0	0	25%	47%	7%	0	0	15%	10%	17%	9%	0	39%
Don't need/use stamps that often	6	0	0	0	0	0	0	1	0	5	0	0	6	2	1	2	0	0
	13%	0	0	0	0	0	0	6%	0	17%	0	0	14%	13%	9%	37%	0	0
Rates don't increase very often/that much	5	0	0	0	0	0	0	1	1	3	0	1	4	1	3	0	1	0
	10%	0	0	0	0	0	0	5%	53%	10%	0	30%	9%	6%	19%	0	29%	0
Just not interested	4	0	0	0	0	0	0	0	0	4	0	0	4	2	0	1	1	0
	9%	0	0	0	0	0	0	0	0	13%	0	0	10%	9%	0	14%	23%	0
Would use the stamps before next rate increase	3	0	0	0	0	0	0	1	0	3	0	0	3	2	1	1	0	0
	7%	0	0	0	0	0	0	4%	0	8%	0	0	7%	9%	8%	9%	0	0
Not worth it/Waste of money/Bad deal (unspecified)	2	0	0	0	0	0	0	0	0	2	0	0	2	1	0	0	0	1
	4%	0	0	0	0	0	0	0	0	6%	0	0	4%	7%	0	0	0	15%
Limited cash flow/On a budget	2	0	0	0	0	0	0	2	0	0	0	0	2	1	1	0	0	0
	3%	0	0	0	0	0	0	11%	0	0	0	0	3%	5%	4%	0	0	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A20DC/A20DD

What are the reasons you say you are not likely to buy the Forever Stamp at 45 cents for your business? Any other reasons?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and asked version C or D and is not likely to buy the Forever Stamp at 45 cents

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Weighted Total	48*	0**	0**	0**	0**	0**	0**	14**	2**	33*	0**	3**	45*	18**	16**	7**	3**	4**
Prefer to buy stamps as needed	2	0	0	0	0	0	0	0	0	2	0	0	2	1	0	0	0	1
	3%	0	0	0	0	0	0	0	0	5%	0	0	3%	6%	0	0	0	14%
Skeptical/Don't believe it	1	0	0	0	0	0	0	1	0	1	0	1	1	0	1	0	0	1
	3%	0	0	0	0	0	0	5%	0	2%	0	24%	2%	0	5%	0	0	17%
Other	5	0	0	0	0	0	0	1	1	3	0	0	5	1	3	0	0	1
	11%	0	0	0	0	0	0	7%	47%	11%	0	0	11%	8%	20%	0	0	15%
Don't know/Refused	4	0	0	0	0	0	0	1	0	2	0	1	2	1	1	1	1	0
	8%	0	0	0	0	0	0	10%	0	7%	0	46%	5%	8%	5%	13%	26%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21D -- Very likely Summary

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 45 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 45 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	40	0	0	0	0	0	0	16	1	21	14	1	22	13	15	7	2	2
Weighted Total	35*	0**	0**	0**	0**	0**	0**	16**	1**	17**	13**	1**	19**	11**	14**	6**	2**	1**
One Year	5	0	0	0	0	0	0	5	0	0	5	0	0	1	2	3	0	0
	15%	0	0	0	0	0	0	33%	0	0	40%	0	0	5%	14%	43%	0	0
Three months	7	0	0	0	0	0	0	7	0	0	7	0	0	1	3	3	0	0
	21%	0	0	0	0	0	0	46%	0	0	56%	0	0	12%	24%	43%	0	0
Two weeks	10	0	0	0	0	0	0	8	0	2	7	0	3	4	5	2	0	0
	29%	0	0	0	0	0	0	53%	0	11%	53%	0	17%	34%	33%	28%	0	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21D -- Very/Somewhat likely Summary

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 45 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 45 cents was asked first

	Total (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un-like -ly (C)	Very/ Smwht Un-like -ly (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un-like -ly (F)	Very/ Smwht Un-like -ly (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un-like -ly (I)	Very/ Smwht Un-like -ly (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un-like -ly (L)	Very/ Smwht Un-like -ly (M)	Rate USPS: Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	40	0	0	0	0	0	0	16	1	21	14	1	22	13	15	7	2	2
Weighted Total	35*	0**	0**	0**	0**	0**	0**	16**	1**	17**	13**	1**	19**	11**	14**	6**	2**	1**
One Year	9	0	0	0	0	0	0	8	0	2	8	0	2	1	4	4	0	0
	27%	0	0	0	0	0	0	49%	0	9%	58%	0	9%	12%	32%	55%	0	0
Three months	12	0	0	0	0	0	0	10	0	2	11	0	1	1	7	4	0	0
	34%	0	0	0	0	0	0	64%	0	9%	83%	0	5%	12%	50%	55%	0	0
Two weeks	15	0	0	0	0	0	0	10	0	5	9	0	5	5	7	2	1	0
	44%	0	0	0	0	0	0	66%	0	29%	69%	0	29%	46%	54%	28%	51%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21D -- Mean Summary

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 45 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 45 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	40	0	0	0	0	0	0	16	1	21	14	1	22	13	15	7	2	2
Weighted Total	35*	0**	0**	0**	0**	0**	0**	16**	1**	17**	13**	1**	19**	11**	14**	6**	2**	1**
One Year	2.3	0	0	0	0	0	0	3.2	3.0	1.4	3.6	1.0	1.4	1.4	2.7	3.3	1.0	1.0
Three months	2.5	0	0	0	0	0	0	3.7	3.0	1.4	4.2	1.0	1.4	1.5	3.3	3.3	1.5	1.0
Two weeks	2.9	0	0	0	0	0	0	3.8	3.0	2.0	3.9	1.0	2.2	2.7	3.5	2.6	2.5	1.0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21DA

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 45 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

A. One Year

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 45 cents was asked first

	Total (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Rate USPS: Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	40	0	0	0	0	0	0	16	1	21	14	1	22	13	15	7	2	2
Weighted Total	35*	0**	0**	0**	0**	0**	0**	16**	1**	17**	13**	1**	19**	11**	14**	6**	2**	1**
Likely (Net)	9	0	0	0	0	0	0	8	0	2	8	0	2	1	4	4	0	0
	27%	0	0	0	0	0	0	49%	0	9%	58%	0	9%	12%	32%	55%	0	0
Very likely (05)	5	0	0	0	0	0	0	5	0	0	5	0	0	1	2	3	0	0
	15%	0	0	0	0	0	0	33%	0	0	40%	0	0	5%	14%	43%	0	0
Somewhat likely (04)	4	0	0	0	0	0	0	2	0	2	2	0	2	1	2	1	0	0
	12%	0	0	0	0	0	0	15%	0	9%	18%	0	9%	7%	18%	12%	0	0
Neither likely nor unlikely (03)	4	0	0	0	0	0	0	3	1	0	3	0	1	0	3	1	0	0
	11%	0	0	0	0	0	0	18%	100%	0	22%	0	4%	0	21%	12%	0	0
Unlikely (Net)	20	0	0	0	0	0	0	5	0	15	3	1	16	10	6	2	2	1
	58%	0	0	0	0	0	0	33%	0	91%	19%	100%	87%	88%	40%	32%	100%	100%
Somewhat unlikely (02)	1	0	0	0	0	0	0	0	0	1	0	0	1	0	1	0	0	0
	4%	0	0	0	0	0	0	0	0	7%	0	0	7%	0	9%	0	0	0
Very unlikely (01)	19	0	0	0	0	0	0	5	0	14	3	1	15	10	4	2	2	1
	55%	0	0	0	0	0	0	33%	0	83%	19%	100%	80%	88%	31%	32%	100%	100%
Don't know/Refused	2	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
	5%	0	0	0	0	0	0	0	0	0	0	0	0	0	6%	0	0	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21DA

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 45 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

A. One Year

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 45 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	35*	0**	0**	0**	0**	0**	0**	16**	1**	17**	13**	1**	19**	11**	14**	6**	2**	1**
Mean	2.3	0	0	0	0	0	0	3.2	3.0	1.4	3.6	1.0	1.4	1.4	2.7	3.3	1.0	1.0
Standard Deviation	1.62	0	0	0	0	0	0	1.72	0	0.92	1.55	0	0.95	1.19	1.53	1.90	0	0
Standard Error	0.26	0	0	0	0	0	0	0.43	0	0.20	0.41	0	0.20	0.33	0.41	0.72	0	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21DB

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 45 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

B. Three months

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 45 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	40	0	0	0	0	0	0	16	1	21	14	1	22	13	15	7	2	2
Weighted Total	35*	0**	0**	0**	0**	0**	0**	16**	1**	17**	13**	1**	19**	11**	14**	6**	2**	1**
Likely (Net)	12	0	0	0	0	0	0	10	0	2	11	0	1	1	7	4	0	0
	34%	0	0	0	0	0	0	64%	0	9%	83%	0	5%	12%	50%	55%	0	0
Very likely (05)	7	0	0	0	0	0	0	7	0	0	7	0	0	1	3	3	0	0
	21%	0	0	0	0	0	0	46%	0	0	56%	0	0	12%	24%	43%	0	0
Somewhat likely (04)	4	0	0	0	0	0	0	3	0	2	4	0	1	0	4	1	0	0
	13%	0	0	0	0	0	0	18%	0	9%	27%	0	5%	0	26%	12%	0	0
Neither likely nor unlikely (03)	3	0	0	0	0	0	0	2	1	0	1	0	2	0	2	1	0	0
	7%	0	0	0	0	0	0	11%	100%	0	8%	0	8%	0	13%	12%	0	0
Unlikely (Net)	19	0	0	0	0	0	0	4	0	15	1	1	16	10	4	2	2	1
	54%	0	0	0	0	0	0	25%	0	91%	10%	100%	87%	88%	31%	32%	100%	100%
Somewhat unlikely (02)	3	0	0	0	0	0	0	2	0	1	1	0	2	1	2	0	1	0
	10%	0	0	0	0	0	0	13%	0	8%	5%	0	10%	6%	14%	0	51%	0
Very unlikely (01)	16	0	0	0	0	0	0	2	0	14	1	1	14	9	2	2	1	1
	45%	0	0	0	0	0	0	12%	0	82%	5%	100%	77%	82%	17%	32%	49%	100%
Don't know/Refused	2	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
	5%	0	0	0	0	0	0	0	0	0	0	0	0	0	6%	0	0	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21DB

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 45 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

B. Three months

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 45 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Weighted Total	35*	0**	0**	0**	0**	0**	0**	16**	1**	17**	13**	1**	19**	11**	14**	6**	2**	1**
Mean	2.5	0	0	0	0	0	0	3.7	3.0	1.4	4.2	1.0	1.4	1.5	3.3	3.3	1.5	1.0
Standard Deviation	1.69	0	0	0	0	0	0	1.50	0	0.92	1.15	0	0.85	1.37	1.51	1.90	0	0
Standard Error	0.27	0	0	0	0	0	0	0.38	0	0.20	0.31	0	0.18	0.38	0.40	0.72	0	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21DC

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 45 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

C. Two weeks

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 45 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	40	0	0	0	0	0	0	16	1	21	14	1	22	13	15	7	2	2
Weighted Total	35*	0**	0**	0**	0**	0**	0**	16**	1**	17**	13**	1**	19**	11**	14**	6**	2**	1**
Likely (Net)	15	0	0	0	0	0	0	10	0	5	9	0	5	5	7	2	1	0
	44%	0	0	0	0	0	0	66%	0	29%	69%	0	29%	46%	54%	28%	51%	0
Very likely (05)	10	0	0	0	0	0	0	8	0	2	7	0	3	4	5	2	0	0
	29%	0	0	0	0	0	0	53%	0	11%	53%	0	17%	34%	33%	28%	0	0
Somewhat likely (04)	5	0	0	0	0	0	0	2	0	3	2	0	2	1	3	0	1	0
	14%	0	0	0	0	0	0	13%	0	18%	15%	0	12%	12%	21%	0	51%	0
Neither likely nor unlikely (03)	3	0	0	0	0	0	0	2	1	0	1	0	2	0	2	1	0	0
	7%	0	0	0	0	0	0	11%	100%	0	8%	0	8%	0	13%	12%	0	0
Unlikely (Net)	16	0	0	0	0	0	0	4	0	12	3	1	12	6	4	4	1	1
	44%	0	0	0	0	0	0	23%	0	71%	23%	100%	63%	54%	26%	60%	49%	100%
Somewhat unlikely (02)	3	0	0	0	0	0	0	2	0	1	2	0	1	0	1	2	0	0
	9%	0	0	0	0	0	0	11%	0	8%	19%	0	3%	0	9%	27%	0	0
Very unlikely (01)	12	0	0	0	0	0	0	2	0	11	1	1	11	6	2	2	1	1
	36%	0	0	0	0	0	0	12%	0	64%	5%	100%	60%	54%	17%	32%	49%	100%
Don't know/Refused	2	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
	5%	0	0	0	0	0	0	0	0	0	0	0	0	0	6%	0	0	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A21DC

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 45 cents. How likely would you be to buy the Forever Stamp today for your business, if you knew that postage rates would change in ...? Would you be...

C. Two weeks

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and 45 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Weighted Total	35*	0**	0**	0**	0**	0**	0**	16**	1**	17**	13**	1**	19**	11**	14**	6**	2**	1**
Mean	2.9	0	0	0	0	0	0	3.8	3.0	2.0	3.9	1.0	2.2	2.7	3.5	2.6	2.5	1.0
Standard Deviation	1.75	0	0	0	0	0	0	1.52	0	1.57	1.39	0	1.66	1.97	1.56	1.74	0	0
Standard Error	0.28	0	0	0	0	0	0	0.38	0	0.34	0.37	0	0.35	0.55	0.42	0.66	0	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A22 -- Yes Summary

For business purposes, if you buy a Forever Stamp before a rate change, would you...

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	158	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Use the Forever Stamp before the rate change	41	22	2	1	15	2	8	9	1	5	7	1	6	15	11	7	5	3
	29%	47%	49%	14%	50%	41%	30%	26%	53%	14%	33%	30%	12%	30%	25%	32%	32%	39%
Save the Forever Stamp until after the rates change and then use it	100	37	0	6	25	3	16	29	2	21	17	2	32	38	33	15	9	4
	72%	80%	0	60%	83%	44%	63%	85% J	100%	61%	76%	76%	71%	76%	78%	67%	60%	46%
Save the Forever Stamp for a longer period of time	72	21	0	4	16	2	8	27	2	14	16	2	25	23	25	14	7	3
	51%	46%	0	44%	53%	30%	33%	79% J	100%	41%	71%	76%	56%	46%	59%	62%	48%	35%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A22A

For business purposes, if you buy a Forever Stamp before a rate change, would you...

A. Use the Forever Stamp before the rate change

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	158	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Yes	41	22	2	1	15	2	8	9	1	5	7	1	6	15	11	7	5	3
	29%	47%	49%	14%	50%	41%	30%	26%	53%	14%	33%	30%	12%	30%	25%	32%	32%	39%
No	90	25	2	9	15	3	17	24	1	28	15	1	37	31	28	15	10	5
	64%	53%	51%	86%	50%	59%	67%	70%	47%	80%	67%	24%	82%	62%	66%	68%	64%	61%
Don't know/Refused	10	0	0	0	0	0	1	1	0	2	0	1	2	4	4	0	1	0
	7%	0	0	0	0	0	4%	4%	0	7%	0	46%	5%	8%	9%	0	4%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A22B

For business purposes, if you buy a Forever Stamp before a rate change, would you...

B. Save the Forever Stamp until after the rates change and then use it

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	158	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Yes	100	37	0	6	25	3	16	29	2	21	17	2	32	38	33	15	9	4
	72%	80%	0	60%	83%	44%	63%	85% J	100%	61%	76%	76%	71%	76%	78%	67%	60%	46%
No	33	9	3	4	5	3	9	5	0	11	5	1	10	9	8	7	5	3
	23%	20%	100%	40%	17%	56%	34%	15%	0	31%	24%	24%	22%	17%	19%	33%	35%	43%
Don't know/Refused	7	0	0	0	0	0	1	0	0	3	0	0	3	4	1	0	1	1
	5%	0	0	0	0	0	4%	0	0	9%	0	0	7%	7%	3%	0	4%	12%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A22C

For business purposes, if you buy a Forever Stamp before a rate change, would you...

C. Save the Forever Stamp for a longer period of time

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	158	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Yes	72	21	0	4	16	2	8	27	2	14	16	2	25	23	25	14	7	3
	51%	46%	0	44%	53%	30%	33%	79% J	100%	41%	71%	76%	56%	46%	59%	62%	48%	35%
No	58	24	3	6	13	4	16	7	0	16	6	1	15	23	15	8	7	4
	41%	53%	100%	56%	44%	70%	64%	19%	0	45%H	26%	24%	34%	46%	35%	38%	48%	53%
Don't know/Refused	10	1	0	0	1	0	1	1	0	5	1	0	5	4	2	0	1	1
	7%	2%	0	0	2%	0	4%	2%	0	13%	3%	0	10%	8%	6%	0	4%	12%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A23

For business purposes, do you think the Postal Service should make the Forever Stamp available all the time or just for a short time before a rate change?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	158	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
All the time	78	28	2	4	22	2	10	26	1	14	15	1	23	27	24	13	9	4
	55%	60%	49%	44%	74%	41%	38%	73%J	47%	41%	70%	46%	51%	53%	57%	60%	61%	47%
For a short time before a rate change	35	15	0	3	7	2	10	6	1	9	4	1	11	12	13	5	2	2
	25%	32%	0	33%	23%	30%	38%	16%	53%	26%	17%	30%	24%	24%	31%	22%	16%	25%
Do not make the stamp available at all	15	3	0	2	0	0	5	4	0	7	3	1	7	6	4	3	1	1
	11%	6%	0	23%	0	0	20%	11%	0	19%	14%	24%	15%	13%	8%	15%	4%	16%
Don't know/Refused	13	1	2	0	1	2	1	0	0	5	0	0	5	5	2	1	3	1
	9%	2%	51%	0	2%	29%	4%	0	0	14%H	0	0	11%	10%	4%	3%	19%	12%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A24 -- Agree Summary

For business purposes, if the Postal Service offered the Forever Stamp, would you agree or disagree with the following statements? Just say AGREE or DISAGREE after I read each statement.

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

	Total (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Rate USPS: Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	158	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
The Forever Stamp will make stamp price changes easy to deal with	96	43	0	6	29	3	18	29	2	13	17	2	23	35	31	16	9	5
	68%	93%	0	60%	98%	44%	71%	82% J	100%	38%	78%	76%	51%	69%	72%	72%	60%	58%
The Forever Stamp shows the Postal Service is more customer-friendly	81	34	0	3	25	3	9	26	2	12	14	2	23	33	28	13	4	3
	57%	73%	0	32%	86%	44%	36%	75% J	100%	35%	63%	76%	50%	66%	66%	60%	26%	33%
The Forever Stamp will make the Postal Service easier to use	75	32	2	4	23	3	12	24	2	10	16	1	18	23	26	13	7	5
	53%	70%	51%	41%	77%	58%	47%	69% J	100%	29%	71%	30%	41%	46%	61%	58%	45%	58%
The Forever Stamp will make me more likely to use the mail to pay bills	42	16	0	1	13	2	3	17	1	4	12	1	9	13	17	3	4	3
	30%	35%	0	7%	43%	30%	11%	48%J	53%	12%	53%	30%	20%	27%	41%	15%	29%	33%
The Forever Stamp will make me more likely to purchase Forever Stamps as gifts for others	39	19	0	1	16	1	3	14	1	3	10	0	8	15	17	5	3	0
	28%	40%	0	9%	55%	13%	11%	41%J	47%	10%	46%	0	17%	30%	40%	21%	17%	0
The Forever Stamp will make me more likely to use the mail to send messages	27	13	0	0	9	1	3	9	0	4	7	0	6	11	8	3	3	1
	19%	27%	0	0	29%	16%	12%	27%	0	11%	31%	0	14%	23%	19%	12%	17%	14%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A24A

For business purposes, if the Postal Service offered the Forever Stamp, would you agree or disagree with the following statements? Just say AGREE or DISAGREE after I read each statement.

A. The Forever Stamp shows the Postal Service is more customer-friendly

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	158	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Agree	81	34	0	3	25	3	9	26	2	12	14	2	23	33	28	13	4	3
	57%	73%	0	32%	86%	44%	36%	75% J	100%	35%	63%	76%	50%	66%	66%	60%	26%	33%
Disagree	51	13	3	6	4	3	15	9	0	20	7	1	21	15	12	9	11	4
	36%	27%	100%	63%	14%	56%	58%	25%	0	58%H	34%	24%	46%	29%	29%	40%	70%	48%
Don't know/Refused	9	0	0	1	0	0	1	0	0	2	1	0	2	3	2	0	1	2
	6%	0	0	5%	0	0	6%	0	0	7%	3%	0	4%	5%	5%	0	4%	19%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A24B

For business purposes, if the Postal Service offered the Forever Stamp, would you agree or disagree with the following statements? Just say AGREE or DISAGREE after I read each statement.

B. The Forever Stamp will make the Postal Service easier to use

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	158	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Agree	75	32	2	4	23	3	12	24	2	10	16	1	18	23	26	13	7	5
	53%	70%	51%	41%	77%	58%	47%	69% J	100%	29%	71%	30%	41%	46%	61%	58%	45%	58%
Disagree	57	14	2	5	7	2	12	11	0	23	6	2	26	24	14	9	8	2
	40%	30%	49%	53%	23%	42%	47%	31%	0	65%H	26%	70%	57%	48%	32%	42%	51%	23%
Don't know/Refused	9	0	0	1	0	0	1	0	0	2	1	0	1	3	3	0	1	2
	6%	0	0	5%	0	0	6%	0	0	6%	3%	0	3%	5%	7%	0	4%	19%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A24C

For business purposes, if the Postal Service offered the Forever Stamp, would you agree or disagree with the following statements? Just say AGREE or DISAGREE after I read each statement.

C. The Forever Stamp will make stamp price changes easy to deal with

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	158	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Agree	96	43	0	6	29	3	18	29	2	13	17	2	23	35	31	16	9	5
	68%	93%	0	60%	98%	44%	71%	82% J	100%	38%	78%	76%	51%	69%	72%	72%	60%	58%
Disagree	36	3	3	4	1	3	6	6	0	20	4	1	21	13	10	6	5	2
	26%	7%	100%	34%	2%	56%	23%	18%	0	56%H	19%	24%	46%	25%	24%	28%	35%	23%
Don't know/Refused	9	0	0	1	0	0	1	0	0	2	1	0	1	3	2	0	1	2
	6%	0	0	5%	0	0	6%	0	0	5%	3%	0	3%	5%	4%	0	4%	19%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A24D

For business purposes, if the Postal Service offered the Forever Stamp, would you agree or disagree with the following statements? Just say AGREE or DISAGREE after I read each statement.

D. The Forever Stamp will make me more likely to use the mail to send messages

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	158	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Agree	27	13	0	0	9	1	3	9	0	4	7	0	6	11	8	3	3	1
	19%	27%	0	0	29%	16%	12%	27%	0	11%	31%	0	14%	23%	19%	12%	17%	14%
Disagree	105	34	3	10	21	5	21	25	2	30	15	3	38	35	33	19	12	5
	75%	73%	100%	95%	71%	84%	82%	73%	100%	85%	66%	100%	84%	70%	78%	88%	79%	67%
Don't know/Refused	8	0	0	1	0	0	1	0	0	2	1	0	1	4	2	0	1	2
	6%	0	0	5%	0	0	6%	0	0	5%	3%	0	2%	7%	4%	0	4%	19%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A24E

For business purposes, if the Postal Service offered the Forever Stamp, would you agree or disagree with the following statements? Just say AGREE or DISAGREE after I read each statement.

E. The Forever Stamp will make me more likely to use the mail to pay bills

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	158	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Agree	42	16	0	1	13	2	3	17	1	4	12	1	9	13	17	3	4	3
	30%	35%	0	7%	43%	30%	11%	48%J	53%	12%	53%	30%	20%	27%	41%	15%	29%	33%
Disagree	90	30	3	9	17	4	21	18	1	29	10	2	36	34	23	19	10	4
	64%	65%	100%	87%	57%	70%	83%	52%	47%	84%H	44%	70%	78%	68%	53%	85%	67%	48%
Don't know/Refused	8	0	0	1	0	0	1	0	0	1	1	0	1	3	2	0	1	2
	6%	0	0	5%	0	0	6%	0	0	4%	3%	0	2%	5%	6%	0	4%	19%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A24F

For business purposes, if the Postal Service offered the Forever Stamp, would you agree or disagree with the following statements? Just say AGREE or DISAGREE after I read each statement.

F. The Forever Stamp will make me more likely to purchase Forever Stamps as gifts for others

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	158	52	2	13	30	5	33	37	2	44	23	3	56	55	49	26	16	10
Weighted Total	140	46*	3**	10**	30**	6**	26*	35*	2**	35*	22**	3**	45*	50*	43*	22**	15**	8**
Agree	39	19	0	1	16	1	3	14	1	3	10	0	8	15	17	5	3	0
	28%	40%	0	9%	55%	13%	11%	41%J	47%	10%	46%	0	17%	30%	40%	21%	17%	0
Disagree	93	27	3	9	13	5	20	21	1	31	11	3	37	33	24	18	12	6
	66%	58%	100%	86%	45%	87%	80%	59%	53%	89%H	51%	100%	83%	65%	57%	79%	78%	70%
Don't know/Refused	8	1	0	1	0	0	2	0	0	1	1	0	0	3	2	0	1	2
	6%	2%	0	5%	0	0	10%	0	0	2%	3%	0	0	5%	4%	0	4%	30%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A25

Earlier you told me that you usually purchase ... at a time for your business. If you were to buy Forever Stamps BEFORE a rate change to use AFTER the rate change, how many Forever Stamps would you buy for your business?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and likely to purchase a Forever Stamp for business and know how many stamps are usually purchased at one time

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	86	50	0	0	28	3	19	34	0	2	21	2	13	31	27	14	9	5
Weighted Total	78*	44*	0**	0**	27**	3**	14**	32**	0**	1**	20**	2**	11**	28**	24**	13**	8**	5**
Any (Net)	71	44	0	0	27	3	14	26	0	1	16	1	9	25	23	12	8	2
	91%	99%	0	0	100%	100%	97%	82%	0	52%	82%	66%	80%	90%	96%	91%	100%	52%
20 or less stamps (Subnet)	18	9	0	0	6	2	1	8	0	1	6	0	3	8	7	1	2	0
	23%	21%	0	0	22%	67%	10%	25%	0	52%	30%	0	24%	30%	31%	7%	18%	0
1-5 stamps (3)	4	2	0	0	1	1	0	2	0	0	2	0	0	1	3	0	0	0
	5%	4%	0	0	4%	31%	0	7%	0	0	10%	0	0	3%	12%	0	0	0
6-10 stamps (Half a booklet/Half a sheet) (8)	1	0	0	0	0	0	0	0	0	1	1	0	0	0	1	0	0	0
	1%	0	0	0	0	0	0	0	0	52%	3%	0	0	0	3%	0	0	0
11-19 stamps (15)	1	0	0	0	0	0	0	1	0	0	1	0	1	0	1	0	1	0
	2%	0	0	0	0	0	0	4%	0	0	3%	0	6%	0	2%	0	7%	0
20 stamps (One booklet/ One sheet) (20)	13	7	0	0	5	1	1	5	0	0	3	0	2	7	3	1	1	0
	16%	17%	0	0	18%	37%	10%	15%	0	0	14%	0	19%	27%	14%	7%	10%	0
21 - 40 stamps (Subnet)	4	1	0	0	1	0	0	3	0	0	2	0	1	2	2	0	0	0
	5%	2%	0	0	3%	0	0	10%	0	0	11%	0	9%	8%	8%	0	0	0
21-39 stamps (30)	1	1	0	0	1	0	0	1	0	0	1	0	0	1	1	0	0	0
	2%	2%	0	0	3%	0	0	2%	0	0	3%	0	0	3%	3%	0	0	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A25

Earlier you told me that you usually purchase ... at a time for your business. If you were to buy Forever Stamps BEFORE a rate change to use AFTER the rate change, how many Forever Stamps would you buy for your business?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and likely to purchase a Forever Stamp for business and know how many stamps are usually purchased at one time

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Weighted Total	78*	44*	0**	0**	27**	3**	14**	32**	0**	1**	20**	2**	11**	28**	24**	13**	8**	5**
40 stamps (2 booklets/2 sheets) (40)	3	0	0	0	0	0	0	2	0	0	1	0	1	1	1	0	0	0
	3%	0	0	0	0	0	0	7%	0	0	7%	0	9%	5%	5%	0	0	0
41 or more stamps (Subnet)	49	34	0	0	21	1	12	15	0	0	8	1	5	15	14	11	7	2
	63%	77%	0	0	75%	33%	87%	47%	0	0	41%	66%	47%	53%	57%	84%	82%	52%
41-99 stamps (70)	9	5	0	0	5	0	0	4	0	0	3	0	1	2	4	2	1	0
	12%	11%	0	0	19%	0	0	13%	0	0	14%	0	12%	7%	15%	18%	16%	0
100 stamps (5 booklets/ 5 sheets/1 coil/1 roll) (100)	27	18	0	0	10	0	8	9	0	0	5	1	3	9	5	5	6	2
	35%	41%	0	0	35%	0	58%	29%	0	0	23%	66%	28%	34%	21%	40%	67%	40%
More than 100 stamps (120)	12	11	0	0	6	1	4	2	0	0	1	0	1	3	5	3	0	1
	16%	24%	0	0	22%	33%	29%	5%	0	0	4%	0	7%	12%	21%	26%	0	12%
Zero/None (0)	4	*	0	0	0	0	*	5	0	0	2	1	2	1	1	1	0	1
	6%	1%	0	0	0	0	3%	15%	0	0	12%	34%	14%	5%	4%	9%	0	14%
Don't know/Refused	3	0	0	0	0	0	0	1	0	1	1	0	1	1	0	0	0	2
	4%	0	0	0	0	0	0	4%	0	48%	6%	0	5%	4%	0	0	0	33%
Mean (Including None)	70.1	82.1	0	0	78.7	47.4	94.6	53.1	0	8.0	48.3	65.6	56.2	64.0	63.3	85.2	80.7	82.0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A25

Earlier you told me that you usually purchase ... at a time for your business. If you were to buy Forever Stamps BEFORE a rate change to use AFTER the rate change, how many Forever Stamps would you buy for your business?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and likely to purchase a Forever Stamp for business and know how many stamps are usually purchased at one time

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	78*	44*	0**	0**	27**	3**	14**	32**	0**	1**	20**	2**	11**	28**	24**	13**	8**	5**
Standard Deviation (Including None)	42.69	39.20	0	0	38.72	65.78	33.33	42.80	0	0	42.33	66.55	43.99	43.32	45.84	38.86	33.16	52.90
Standard Error (Including None)	4.69	5.54	0	0	7.32	37.98	7.65	7.57	0	0	9.71	47.05	12.70	8.04	8.82	10.39	11.05	26.45
Mean (Excluding None)	74.4	82.9	0	0	78.7	47.4	97.5	62.6	0	8.0	55.3	100.0	66.0	67.8	66.1	93.4	80.7	104.7
Standard Deviation (Excluding None)	40.15	38.52	0	0	38.72	65.78	29.01	39.43	0	0	40.68	0	39.81	41.55	44.77	28.89	33.16	10.95
Standard Error (Excluding None)	4.55	5.50	0	0	7.32	37.98	6.84	7.45	0	0	9.59	0	12.59	7.85	8.78	8.34	11.05	6.32

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A26A

Suppose the Postal Service offered a Forever Stamp with no premium or surcharge, so that the price would be the current rate for First-Class postage which is 39 cents, but the Forever Stamp would only be AVAILABLE FOR SALE FOR TWO MONTHS BEFORE A RATE CHANGE. For your business, would you prefer to buy the Forever Stamp with no premium during the two months before a rate change or would you prefer to pay a one cent premium for the Forever Stamp and retain the ability to buy the Forever Stamp all year round?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and got either version A or B

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Neither Likely Nor Unlike -ly	Very/ Smwht Unlike -ly	Very/ Smwht Like -ly	Neither Likely Nor Unlike -ly	Very/ Smwht Unlike -ly	Very/ Smwht Like -ly	Neither Likely Nor Unlike -ly	Very/ Smwht Unlike -ly	Very/ Smwht Like -ly	Neither Likely Nor Unlike -ly	Very/ Smwht Unlike -ly	Excellent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	70	52	2	13	30	5	33	0	0	0	0	0	0	28	17	12	9	4
Weighted Total	63*	46*	3**	10**	30**	6**	26*	0**	0**	0**	0**	0**	0**	25**	15**	10**	10**	3**
Pay no premium, buy 2 months prior	29	22	2	5	11	3	15	0	0	0	0	0	0	11	7	5	5	1
	47%	48%	51%	52%	37%	59%	58%	0	0	0	0	0	0	44%	43%	52%	56%	36%
Pay premium, buy all year	25	21	2	3	16	2	7	0	0	0	0	0	0	9	9	2	4	1
	40%	45%	49%	27%	55%	41%	26%	0	0	0	0	0	0	37%	57%	25%	44%	19%
Don't know/Refused	8	3	0	2	2	0	4	0	0	0	0	0	0	5	0	2	0	1
	13%	7%	0	21%	8%	0	16%	0	0	0	0	0	0	19%	0	23%	0	45%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A27A

Suppose the Postal Service offered a Forever Stamp with no premium or surcharge, so that the price would be the current rate for First-Class postage which is 39 cents, but makes it available in a limited quantity, whereby you could only purchase 20 stamps or less at a time. For your business, would you prefer to buy the Forever Stamp in limited quantities at 39 cents or would you prefer to pay a one cent premium for the Forever Stamp and retain the ability to buy as many Forever Stamps as you desire?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and got either version A or B

	Purchase Likelihood At 39 Cents				Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	70	52	2	13	30	5	33	0	0	0	0	0	0	28	17	12	9	4
Weighted Total	63*	46*	3**	10**	30**	6**	26*	0**	0**	0**	0**	0**	0**	25**	15**	10**	10**	3**
Pay no premium, buy 20 or less at a time	20	15	0	5	7	1	12	0	0	0	0	0	0	8	3	5	3	1
	31%	32%	0	46%	23%	16%	47%	0	0	0	0	0	0	32%	22%	47%	32%	19%
Pay premium, buy as many stamps as desired	34	29	2	3	23	3	8	0	0	0	0	0	0	13	12	5	5	0
	55%	63%	49%	33%	77%	55%	33%	0	0	0	0	0	0	50%	78%	48%	52%	0
Don't know/Refused	9	2	2	2	0	2	5	0	0	0	0	0	0	4	0	1	2	2
	14%	5%	51%	20%	0	29%	21%	0	0	0	0	0	0	18%	0	5%	17%	81%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A26C

Suppose the Postal Service offered a Forever Stamp with no premium or surcharge, so that the price would be the current rate for First-Class postage which is 39 cents, but the Forever Stamp would only be AVAILABLE FOR SALE FOR TWO MONTHS BEFORE A RATE CHANGE. For your business, would you prefer to buy the Forever Stamp with no premium during the two months before a rate change or would you prefer to pay a three cent premium for the Forever Stamp and retain the ability to buy the Forever Stamp all year round?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and got version C

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	48	0	0	0	0	0	0	21	1	23	9	2	34	14	17	7	5	4
Weighted Total	42*	0**	0**	0**	0**	0**	0**	19**	1**	18**	9**	2**	27*	14**	15**	6**	4**	3**
Pay no premium, buy 2 months prior	26	0	0	0	0	0	0	13	1	11	6	2	17	9	9	5	2	2
	62%	0	0	0	0	0	0	70%	100%	61%	69%	100%	63%	67%	61%	85%	42%	58%
Pay premium, buy all year	11	0	0	0	0	0	0	6	0	3	3	0	6	3	6	0	2	1
	27%	0	0	0	0	0	0	30%	0	17%	31%	0	22%	24%	39%	0	42%	22%
Don't know/Refused	5	0	0	0	0	0	0	0	0	4	0	0	4	1	0	1	1	1
	11%	0	0	0	0	0	0	0	0	21%	0	0	15%	9%	0	15%	16%	20%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A27C

Suppose the Postal Service offered a Forever Stamp with no premium or surcharge, so that the price would be the current rate for First-Class postage which is 39 cents, but makes it available in a limited quantity, whereby you could only purchase 20 stamps or less at a time. For your business, would you prefer to buy the Forever Stamp in limited quantities at 39 cents or would you prefer to pay a three cent premium for the Forever Stamp and retain the ability to buy as many Forever Stamps as you desire?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and got version C

	Total	Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
		Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	48	0	0	0	0	0	0	21	1	23	9	2	34	14	17	7	5	4
Weighted Total	42*	0**	0**	0**	0**	0**	0**	19**	1**	18**	9**	2**	27*	14**	15**	6**	4**	3**
Pay no premium, buy 20 or less at a time	27	0	0	0	0	0	0	13	1	12	6	2	17	11	8	4	2	2
	64%	0	0	0	0	0	0	71%	100%	64%	70%	100%	65%	78%	55%	70%	43%	78%
Pay premium, buy as many stamps as desired	10	0	0	0	0	0	0	6	0	2	3	0	4	2	5	1	1	1
	23%	0	0	0	0	0	0	29%	0	8%	30%	0	16%	17%	35%	15%	17%	22%
Don't know/Refused	6	0	0	0	0	0	0	0	0	5	0	0	5	1	1	1	1	0
	14%	0	0	0	0	0	0	0	0	28%	0	0	19%	5%	10%	15%	40%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A26D

Suppose the Postal Service offered a Forever Stamp with no premium or surcharge, so that the price would be the current rate for First-Class postage which is 39 cents, but the Forever Stamp would only be AVAILABLE FOR SALE FOR TWO MONTHS BEFORE A RATE CHANGE. For your business, would you prefer to buy the Forever Stamp with no premium during the two months before a rate change or would you prefer to pay a six cent premium for the Forever Stamp and retain the ability to buy the Forever Stamp all year round?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and got version D

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	40	0	0	0	0	0	0	16	1	21	14	1	22	13	15	7	2	2
Weighted Total	35*	0**	0**	0**	0**	0**	0**	16**	1**	17**	13**	1**	19**	11**	14**	6**	2**	1**
Pay no premium, buy 2 months prior	24	0	0	0	0	0	0	10	1	12	6	0	16	8	9	5	0	1
	68%	0	0	0	0	0	0	61%	100%	74%	48%	0	88%	76%	67%	84%	0	45%
Pay premium, buy all year	6	0	0	0	0	0	0	5	0	1	5	1	0	1	5	0	0	1
	17%	0	0	0	0	0	0	33%	0	4%	39%	100%	0	5%	33%	0	0	55%
Don't know/Refused	5	0	0	0	0	0	0	1	0	4	2	0	2	2	0	1	2	0
	16%	0	0	0	0	0	0	6%	0	22%	13%	0	12%	19%	0	16%	100%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A27D

Suppose the Postal Service offered a Forever Stamp with no premium or surcharge, so that the price would be the current rate for First-Class postage which is 39 cents, but makes it available in a limited quantity, whereby you could only purchase 20 stamps or less at a time. For your business, would you prefer to buy the Forever Stamp in limited quantities at 39 cents or would you prefer to pay a six cent premium for the Forever Stamp and retain the ability to buy as many Forever Stamps as you desire?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use and got version D

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Very/ Smwht Like -ly	Nei- ther Like -ly Nor Un- like -ly	Very/ Smwht Un- like -ly	Excel -lent	Very Good	Good	Fair	Poor
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	40	0	0	0	0	0	0	16	1	21	14	1	22	13	15	7	2	2
Weighted Total	35*	0**	0**	0**	0**	0**	0**	16**	1**	17**	13**	1**	19**	11**	14**	6**	2**	1**
Pay no premium, buy 20 or less at a time	21	0	0	0	0	0	0	8	1	11	6	1	14	8	7	5	0	1
	60%	0	0	0	0	0	0	52%	100%	66%	42%	100%	74%	69%	52%	84%	0	55%
Pay premium, buy as many stamps as desired	10	0	0	0	0	0	0	8	0	3	7	0	3	2	7	1	0	1
	29%	0	0	0	0	0	0	48%	0	16%	53%	0	17%	18%	48%	16%	0	45%
Don't know/Refused	4	0	0	0	0	0	0	0	0	3	1	0	2	1	0	0	2	0
	11%	0	0	0	0	0	0	0	0	18%	5%	0	9%	13%	0	0	100%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A28

What is your company's main line of business? - Unaided

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	88	0	0	0	0	0	0	37	2	44	23	3	56	27	32	14	7	6
Weighted Total	78*	0**	0**	0**	0**	0**	0**	35*	2**	35*	22**	3**	45*	26**	28**	13**	5**	5**
Personal services	21	0	0	0	0	0	0	11	0	8	5	2	12	8	6	5	0	2
	27%	0	0	0	0	0	0	31%	0	23%	21%	70%	26%	31%	21%	38%	0	45%
Business services	10	0	0	0	0	0	0	4	0	6	4	0	6	3	5	0	2	1
	13%	0	0	0	0	0	0	10%	0	17%	16%	0	13%	10%	18%	0	34%	12%
Financial service, insurance, real estate	10	0	0	0	0	0	0	1	0	8	1	0	9	1	4	2	1	0
	12%	0	0	0	0	0	0	3%	0	23%H	3%	0	19%	6%	13%	16%	28%	0
Manufacturing	9	0	0	0	0	0	0	4	1	3	2	1	4	2	5	1	1	1
	12%	0	0	0	0	0	0	11%	53%	8%	10%	30%	8%	6%	20%	8%	15%	12%
Retail	5	0	0	0	0	0	0	4	0	2	2	0	4	4	0	0	0	1
	6%	0	0	0	0	0	0	12%	0	5%	11%	0	8%	16%	0	0	0	20%
Farming	4	0	0	0	0	0	0	2	0	2	1	0	3	0	1	2	1	1
	5%	0	0	0	0	0	0	5%	0	7%	5%	0	7%	0	2%	14%	24%	11%
Publishing/printing	2	0	0	0	0	0	0	0	0	2	0	0	2	2	0	0	0	0
	3%	0	0	0	0	0	0	0	0	5%	0	0	4%	9%	0	0	0	0
Construction	2	0	0	0	0	0	0	1	0	1	0	0	2	0	1	1	0	0
	2%	0	0	0	0	0	0	3%	0	2%	0	0	4%	0	4%	7%	0	0
Communication	2	0	0	0	0	0	0	2	0	0	2	0	0	2	0	0	0	0
	2%	0	0	0	0	0	0	4%	0	0	7%	0	0	7%	0	0	0	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A28

What is your company's main line of business? - Unaided

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	78*	0**	0**	0**	0**	0**	0**	35*	2**	35*	22**	3**	45*	26**	28**	13**	5**	5**
Professional services	2	0	0	0	0	0	0	1	0	1	1	0	1	0	0	2	0	0
	2%	0	0	0	0	0	0	2%	0	2%	3%	0	2%	0	0	12%	0	0
Transportation	1	0	0	0	0	0	0	1	0	0	0	0	1	0	1	0	0	0
	1%	0	0	0	0	0	0	3%	0	0	0	0	2%	0	4%	0	0	0
Other	7	0	0	0	0	0	0	4	1	1	4	0	2	3	3	0	0	0
	8%	0	0	0	0	0	0	11%	47%	4%	17%	0	5%	12%	12%	0	0	0
Don't know/Refused	4	0	0	0	0	0	0	1	0	1	2	0	1	1	2	1	0	0
	5%	0	0	0	0	0	0	4%	0	4%	7%	0	3%	2%	6%	5%	0	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

Question A29

Including you, how many full time AND part time employees does your business have?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	88	0	0	0	0	0	0	37	2	44	23	3	56	27	32	14	7	6
Weighted Total	78*	0**	0**	0**	0**	0**	0**	35*	2**	35*	22**	3**	45*	26**	28**	13**	5**	5**
1-5 (Net)	55	0	0	0	0	0	0	24	0	26	13	2	35	17	20	10	4	3
	71%	0	0	0	0	0	0	69%	0	76%	58%	70%	77%	66%	73%	83%	81%	57%
1	30	0	0	0	0	0	0	12	0	14	5	2	18	10	12	4	2	1
	39%	0	0	0	0	0	0	35%	0	40%	23%	70%	40%	38%	44%	32%	42%	25%
2	11	0	0	0	0	0	0	4	0	8	3	0	9	3	4	2	1	2
	15%	0	0	0	0	0	0	10%	0	22%	12%	0	19%	11%	15%	17%	12%	33%
3	9	0	0	0	0	0	0	5	0	3	5	0	3	2	2	4	1	0
	12%	0	0	0	0	0	0	15%	0	9%	23%	0	7%	8%	7%	34%	14%	0
4	3	0	0	0	0	0	0	2	0	1	0	0	3	2	1	0	1	0
	4%	0	0	0	0	0	0	5%	0	4%	0	0	7%	9%	2%	0	12%	0
5	1	0	0	0	0	0	0	1	0	0	0	0	1	0	1	0	0	0
	2%	0	0	0	0	0	0	4%	0	0	0	0	3%	0	4%	0	0	0
6-10 (Net)	14	0	0	0	0	0	0	5	2	6	5	1	7	7	4	2	0	2
	18%	0	0	0	0	0	0	15%	100%	17%	24%	30%	15%	26%	16%	12%	0	31%
6	1	0	0	0	0	0	0	1	0	1	1	0	1	1	0	0	0	0
	2%	0	0	0	0	0	0	2%	0	2%	4%	0	2%	6%	0	0	0	0
7	3	0	0	0	0	0	0	0	0	3	0	0	3	1	0	2	0	0
	3%	0	0	0	0	0	0	0	0	8%	0	0	6%	5%	0	12%	0	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Question A29

Including you, how many full time AND part time employees does your business have?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	78*	0**	0**	0**	0**	0**	0**	35*	2**	35*	22**	3**	45*	26**	28**	13**	5**	5**
8	5	0	0	0	0	0	0	1	1	1	1	1	2	2	1	0	0	2
	6%	0	0	0	0	0	0	4%	53%	3%	4%	30%	4%	9%	4%	0	0	31%
9	1	0	0	0	0	0	0	0	0	1	1	0	1	1	1	0	0	0
	2%	0	0	0	0	0	0	0	0	4%	3%	0	1%	2%	2%	0	0	0
10	4	0	0	0	0	0	0	3	1	0	3	0	1	1	3	0	0	0
	5%	0	0	0	0	0	0	9%	47%	0	14%	0	2%	4%	10%	0	0	0
11-15	3	0	0	0	0	0	0	4	0	0	3	0	1	2	1	0	0	0
	4%	0	0	0	0	0	0	11%J	0	0	14%	0	2%	9%	3%	0	0	0
16-20	3	0	0	0	0	0	0	1	0	1	1	0	1	0	2	0	1	1
	4%	0	0	0	0	0	0	3%	0	2%	4%	0	1%	0	6%	0	19%	12%
Don't know	2	0	0	0	0	0	0	1	0	2	0	0	2	0	1	1	0	0
	3%	0	0	0	0	0	0	2%	0	5%	0	0	5%	0	2%	5%	0	0
Mean	4.2	0	0	0	0	0	0	4.8	8.9	3.0	6.0	3.1	3.2	4.3	4.4	2.7	5.5	5.5
Standard Deviation	4.69	0	0	0	0	0	0	4.90	0	3.18	5.44	3.96	3.19	4.03	5.26	1.93	8.01	6.01
Standard Error	0.51	0	0	0	0	0	0	0.82	0	0.49	1.13	2.29	0.44	0.78	0.95	0.53	3.03	2.46

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Question A30

What is your job title? - Unaided

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

	Total (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Rate USPS: Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	88	0	0	0	0	0	0	37	2	44	23	3	56	27	32	14	7	6
Weighted Total	78*	0**	0**	0**	0**	0**	0**	35*	2**	35*	22**	3**	45*	26**	28**	13**	5**	5**
Owner, Owner/Manager	37	0	0	0	0	0	0	16	1	16	10	1	22	11	13	6	2	4
	47%	0	0	0	0	0	0	47%	47%	46%	43%	24%	49%	43%	46%	50%	42%	76%
President/President and CEO	9	0	0	0	0	0	0	5	1	3	2	1	6	1	4	2	2	1
	11%	0	0	0	0	0	0	13%	53%	9%	9%	30%	13%	2%	14%	13%	46%	12%
General Manager/Manager	8	0	0	0	0	0	0	2	0	4	2	0	5	4	3	1	0	0
	11%	0	0	0	0	0	0	7%	0	12%	8%	0	10%	15%	9%	5%	0	0
Consultant	5	0	0	0	0	0	0	1	0	3	0	1	3	4	1	0	0	0
	6%	0	0	0	0	0	0	4%	0	7%	0	46%	6%	14%	3%	0	0	0
Owner and President	3	0	0	0	0	0	0	3	0	1	3	0	1	2	1	0	0	0
	4%	0	0	0	0	0	0	10%	0	2%	15%	0	2%	10%	3%	0	0	0
Financial Advisor	1	0	0	0	0	0	0	1	0	1	1	0	1	1	1	0	0	0
	2%	0	0	0	0	0	0	2%	0	2%	3%	0	2%	2%	3%	0	0	0
CEO	1	0	0	0	0	0	0	1	0	0	1	0	0	0	1	0	0	0
	1%	0	0	0	0	0	0	3%	0	0	5%	0	0	0	4%	0	0	0
Other	12	0	0	0	0	0	0	5	0	5	3	0	7	2	4	4	1	1
	15%	0	0	0	0	0	0	14%	0	15%	15%	0	16%	9%	16%	32%	13%	12%
Don't know/Refused	2	0	0	0	0	0	0	0	0	2	1	0	1	1	1	0	0	0
	3%	0	0	0	0	0	0	0	0	6%	3%	0	3%	5%	3%	0	0	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
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Question A31

In an AVERAGE week, how many pieces of First-Class Mail does your business send?

Base = Owner or manager of a small business and are the person who makes decisions about using the U.S. Postal Service for mailing and shipping needs and purchase First-Class letter postage stamps for business use

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	88	0	0	0	0	0	0	37	2	44	23	3	56	27	32	14	7	6
Weighted Total	78*	0**	0**	0**	0**	0**	0**	35*	2**	35*	22**	3**	45*	26**	28**	13**	5**	5**
Any (Net)	68	0	0	0	0	0	0	31	2	28	20	2	37	23	26	10	4	4
	86%	0	0	0	0	0	0	90%	100%	80%	91%	76%	83%	88%	94%	81%	69%	87%
1-10 (Subnet)	44	0	0	0	0	0	0	16	0	23	11	1	26	14	18	6	2	3
	56%	0	0	0	0	0	0	47%	0	65%	50%	46%	57%	57%	64%	47%	42%	54%
1	9	0	0	0	0	0	0	3	0	4	2	0	5	2	3	1	0	2
	12%	0	0	0	0	0	0	8%	0	12%	9%	0	11%	10%	12%	7%	0	31%
2	8	0	0	0	0	0	0	2	0	6	0	1	6	4	3	1	0	1
	11%	0	0	0	0	0	0	6%	0	16%	0	46%	14%	17%	10%	5%	0	12%
3	4	0	0	0	0	0	0	3	0	1	2	0	2	3	1	0	0	0
	5%	0	0	0	0	0	0	7%	0	2%	8%	0	4%	11%	3%	0	0	0
4	3	0	0	0	0	0	0	0	0	3	0	0	3	2	1	0	0	0
	4%	0	0	0	0	0	0	0	0	9%	0	0	7%	7%	5%	0	0	0
5	4	0	0	0	0	0	0	3	0	1	3	0	1	1	1	1	0	1
	5%	0	0	0	0	0	0	9%	0	3%	14%	0	3%	5%	4%	9%	0	11%
6	6	0	0	0	0	0	0	4	0	2	3	0	3	1	3	2	0	0
	8%	0	0	0	0	0	0	12%	0	5%	11%	0	8%	5%	12%	13%	0	0
7	1	0	0	0	0	0	0	0	0	1	0	0	1	0	1	0	0	0
	2%	0	0	0	0	0	0	0	0	2%	0	0	1%	0	5%	0	0	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
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		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	78*	0**	0**	0**	0**	0**	0**	35*	2**	35*	22**	3**	45*	26**	28**	13**	5**	5**
8	1	0	0	0	0	0	0	0	0	1	0	0	1	0	0	1	0	0
	1%	0	0	0	0	0	0	0	0	2%	0	0	2%	0	0	7%	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	8	0	0	0	0	0	0	2	0	4	2	0	4	1	4	1	2	0
	10%	0	0	0	0	0	0	5%	0	12%	7%	0	8%	3%	14%	6%	42%	0
11-50 (Subnet)	12	0	0	0	0	0	0	8	2	2	3	1	8	6	3	2	1	1
	16%	0	0	0	0	0	0	23% J	100%	5%	13%	30%	17%	23%	9%	16%	12%	20%
11-20	5	0	0	0	0	0	0	4	0	0	1	0	3	3	0	1	0	1
	6%	0	0	0	0	0	0	12%J	0	0	6%	0	6%	11%	0	5%	0	20%
21-30	4	0	0	0	0	0	0	1	2	1	0	1	3	2	2	1	0	0
	5%	0	0	0	0	0	0	2%	100%	3%	0	30%	6%	6%	6%	5%	0	0
31-40	2	0	0	0	0	0	0	2	0	0	1	0	1	1	1	0	0	0
	2%	0	0	0	0	0	0	5%	0	0	4%	0	2%	4%	3%	0	0	0
41-50	2	0	0	0	0	0	0	1	0	1	1	0	1	1	0	1	1	0
	3%	0	0	0	0	0	0	4%	0	2%	3%	0	3%	2%	0	6%	12%	0
More than 50 (Subnet)	11	0	0	0	0	0	0	7	0	3	6	0	4	2	6	2	1	1
	15%	0	0	0	0	0	0	20%	0	10%	28%	0	9%	8%	20%	18%	15%	12%
51-100	4	0	0	0	0	0	0	3	0	1	3	0	1	0	1	2	1	0
	5%	0	0	0	0	0	0	8%	0	2%	13%	0	2%	0	3%	18%	15%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
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ORC STUDY #715177/715179 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - SMALL BUSINESS - WAVES 1 & 2

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	Total (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	78*	0**	0**	0**	0**	0**	0**	35*	2**	35*	22**	3**	45*	26**	28**	13**	5**	5**
More than 100	7	0	0	0	0	0	0	4	0	3	4	0	3	2	5	0	0	1
	9%	0	0	0	0	0	0	12%	0	7%	16%	0	7%	8%	17%	0	0	12%
None	6	0	0	0	0	0	0	2	0	4	1	1	4	3	2	1	0	1
	8%	0	0	0	0	0	0	7%	0	10%	5%	24%	10%	12%	6%	6%	0	13%
Don't know	5	0	0	0	0	0	0	1	0	4	1	0	4	0	0	2	2	0
	6%	0	0	0	0	0	0	3%	0	10%	4%	0	8%	0	0	13%	31%	0
Mean (Including None)	39.5	0	0	0	0	0	0	47.7	25.0	33.3	51.1	8.5	37.7	24.0	62.3	29.7	36.5	22.6
Standard Deviation (Including None)	91	0	0	0	0	0	0	93	0	95	74	13	104	54	133	40	43	52
Standard Error (Including None)	10	0	0	0	0	0	0	15	0	15	16	8	14	10	24	12	19	21
Median (Including None)	6	0	0	0	0	0	0	6	25	4	10	2	5	4	6	8	10	2
Mean (Excluding None)	43.1	0	0	0	0	0	0	51.5	25.0	37.6	53.7	11.1	42.1	27.2	66.5	31.9	36.5	26.2
Standard Deviation (Excluding None)	94	0	0	0	0	0	0	95	0	101	74	15	110	57	137	41	43	56

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
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	Total (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	78*	0**	0**	0**	0**	0**	0**	35*	2**	35*	22**	3**	45*	26**	28**	13**	5**	5**
Standard Error (Excluding None)	11	0	0	0	0	0	0	17	0	17	16	11	16	11	25	12	19	25
Median (Excluding None)	6	0	0	0	0	0	0	10	25	5	10	2	6	5	7	8	10	2

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
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Postal Rate Commission
Submitted 7/25/2006 12:38 pm
Filing ID: 51183
Accepted 7/25/2006

BEFORE THE

POSTAL RATE COMMISSION
WASHINGTON, DC 20268-0001

Postal Rate and Fee Changes, 2006 **Docket No. R2006-1**

DOUGLAS F. CARLSON MOTION TO COMPEL THE UNITED STATES POSTAL SERVICE TO RESPOND TO REQUEST FOR ADMISSION DFC/USPS-RA-1

July 24, 2006

On June 19, 2006, I filed interrogatory DFC/USPS-35.[1] This interrogatory reads:

> Please provide the following information, in a PC-readable format such as a text file or Microsoft Excel file, from the Collection Point Management System database for every collection box in the database: location ID number, box address, description of address, service class, type of box, area of box, posted weekday collection times, posted Saturday collection times, and posted holiday collection times.

The Postal Service filed an objection on June 29, 2006.[2] On July 11, 2006, I moved to compel a response.[3] The Postal Service filed an answer in opposition to my motion on July 18, 2006.[4]

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[1] Douglas F. Carlson Interrogatory to the United States Postal Service (DFC/USPS-35), filed June 19, 2006.

[2] Objection of the United States Postal Service to Interrogatory of Douglas Carlson (DFC/USPS-35) ("Objection"), filed June 29, 2006.

[3] Douglas F. Carlson Motion to Compel the United States Postal Service to Respond to Interrogatory DFC/USPS-35 ("Motion"), filed July 11, 2006.

[4] Response of the United States Postal Service in Opposition to Douglas Carlson Motion to Compel a Response to DFC/USPS-35 ("Opposition"), filed July 18, 2006.

My motion to compel explains my plan to analyze collection services over time.[5] Interrogatory DFC/USPS-35 seeks current data on collection boxes. My request for admission, DFC/USPS-RA-1,[6] asks the Postal Service to confirm that data from January 2005 that the Postal Service provided to me in response to a court order, and that I filed in DFC-LR-1, are genuine. The Postal Service objected to my request for admission on the grounds of relevance, materiality, and burden.[7]

In response to the Postal Service's objection concerning burden, on July 11, 2006, I filed an interrogatory, DFC/USPS-49,[8] that simply asks the Postal Service to provide the same files that it provided in response to the court order. This interrogatory states:

> Please provide the electronic files of Collection Box Management System data that the Postal Service provided to me on September 16, 2005, in response to a court order in *Douglas F. Carlson v. United States Postal Service.* The files subject to this interrogatory contain, for every collection box in the database, the location ID number, box address, description of address, service class, type of box, area of box, posted weekday collection times, posted Saturday collection times, and posted holiday collection times.

The Postal Service objected to this interrogatory on the grounds of relevance and materiality.[9]

I hereby move to compel the Postal Service to respond to DFC/USPS-49 or, in the alternative, to respond to DFC/USPS-RA-1.

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[5] *See, e.g.*, Motion at 4.

[6] Douglas F. Carlson Request for Admission from the United States Postal Service (DFC/USPS-RA-1), filed June 28, 2006.

[7] Objection of the United States Postal Service to Request for Admission of Douglas Carlson (DFC/USPS-RA-1), filed July 10, 2006.

[8] Douglas F. Carlson Interrogatories to the United States Postal Service (DFC/USPS-49–50), filed July 11, 2006.

[9] Objection of the United States Postal Service to Douglas F. Carlson Requests for Production (DFC/USPS-49–50), filed July 21, 2006.

My request for admission was a standard discovery technique to establish that data that I filed in DFC-LR-1 are genuine. I take no position on whether the burden on the Postal Service in responding to this request for admission would be undue because interrogatory DFC/USPS-49 will provide the same data with no burden. In fact, the Postal Service does not object to DFC/USPS-49 on the grounds of burden. As long as the Postal Service can provide a response to DFC/USPS-49, a response to DFC/USPS-RA-1 will be unnecessary.

Turning now to relevance and materiality, this motion to compel specifically incorporates the arguments on relevance and materiality that I stated in my motion to compel the Postal Service to respond to DFC/USPS-35. In short, the collection-box data from 2005 are relevant for the comparison of collection services over time that I plan to conduct. Moreover, my discovery plan is consistent with the Commission's previously stated philosophy, in the context of a dispute over production of the same data, to facilitate discovery "so that participants have the material that they need to proceed with their case."[10]

The Postal Service's opposition to my motion raises several issues to which I will respond in this motion. First, the Postal Service consumes several pages explaining why the Postal Service would not find the analyses that I propose concerning collection services to be convincing or otherwise informative about the value of collection services.[11] The Postal Service is free to argue with, question, or otherwise undermine my proposed analyses — by filing interrogatories to me in response to testimony that I file, by submitting rebuttal testimony, or on brief. But the Postal Service is not entitled to deny me access to the data that will allow me to conduct my analyses just because the Postal

[10] POR C2001-1/10 at 7, filed August 10, 2001.

[11] The more pages the Postal Service writes to try to explain why data on collection boxes are not relevant to the value of First-Class Mail and Express Mail service, the more one is left with the impression that the data are relevant. If the data were clearly irrelevant, the Postal Service's explanation would have been concise.

Service would analyze collection services in a different way. In the context of a previous dispute over production of the same data, the presiding officer stated:

> The Commission historically has taken reasonable steps to assist and assure that participants have access to the information necessary to argue their case before the Commission. The general philosophy is to facilitate access to information to the extent possible, allow participants to make their arguments based on the available information, and then weigh the significance of the information and arguments in deliberation of the matter."[12]

An important element of arguing my case is to argue it my way, not the Postal Service's way, with the issues framed my way, not the Postal Service's way. The Postal Service has failed to establish that my analysis would be uninformative to the Commission — and therefore immaterial to issues in this case. One can only imagine the chaos that would ensue if parties could strike evidence from the record because they found the underlying analyses to be incomplete or unpersuasive or because they would prefer a different analytical approach to the problem.

Second, the Postal Service cites POR R2005-1/42 in support of its opposition to my motion to compel a response to DFC/USPS-35.[13] In reality, the presiding officer's ruling directly supports my motion to compel a response to DFC/USPS-35 and DFC/USPS-49 (or, in the alternative, DFC/USPS-RA-1). The ruling states that "a pattern of change in the receptacles and other resources available to the public for depositing mail could well shed light on how value of service may have changed over time[.]"[14] I am proposing exactly this analysis. Therefore, data from January 2005 need to be in evidence in this proceeding. This motion seeks to accomplish this goal. Interrogatory DFC/USPS-35 will provide current data. Together, the data will allow me to conduct my comparative

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[12] POR C2001-1/10 at 5, filed August 10, 2001.
[13] Opposition at 7.
[14] POR R2005-1 at 4, filed July 7, 2005.

analysis. The relevance issues facing the presiding officer in this discovery dispute appear to be settled.

Third, the Postal Service is off base when it cites the Kappel Report for guidance on how to interpret 39 U.S.C. § 3622(b)(2).[15] This statute requires the Commission to consider "the value of the mail service actually provided each class or type of mail service to both the sender and the recipient, including but not limited to the *collection,* mode of transportation, and priority of delivery" [emphasis added]. 39 U.S.C. § 3622(b)(2). By its plain language, the statute declares that the value of the mail service *includes* collection. The statute also focuses on the service *actually provided.* The convenience and availability of collection services actually provided undeniably are elements of the value of collection services. A detour into legislative history is unnecessary when the plain language of a statute is clear.[16]

Not only does no ambiguity exist sufficient to warrant close examination of the legislative history of this statute, but the Postal Service also does not even provide legislative history. Instead, the Postal Service cites the report of a presidential commission. The Postal Service quotes the Kappel Report[17] and asserts that the report was the "clear genesis" of the statutory language. Maybe it was, and maybe it was not, but in any event, the Kappel Report does not reflect the intent of Congress. Moreover, Congress changed the language when it wrote the statute. The

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[15] Opposition at 2.

[16] In fact, a decision-maker must use caution when considering legislative history, particularly when the plain language is clear, because legislative history does not necessarily reflect congressional intent. A speech by one congressman on the floor of the House that is recorded in *Congressional Record* does not necessarily reflect the intent of the legislative body. The report of a congressional committee may be more informative than a quote from one congressman, but again, the decision-maker must use caution.

[17] My interpretation of the statutory language is not, in fact, inconsistent with the language of the Kappel Report. Nothing in the Kappel Report suggests that the Commission should not consider the convenience of collection services in determining the value of a mail service. The Kappel Report focuses on justifying the *inclusion* of certain factors, not the exclusion of others.

Postal Service's proposed reliance on language in the Kappel Report would render careful congressional drafting irrelevant, replacing congressional intent with the words of the Kappel Report. In reality, the only language whose meaning is important is the language of the statute that Congress ultimately enacted into law. The statute clearly includes collection service actually provided as an element of the value of a mail service.

Finally, in my motion to compel the Postal Service to respond to DFC/USPS-35, I took the prudent step, based on prior experience, of attempting to preempt Postal Service speculation into my motives for filing DFC/USPS-35. I reviewed relevant history and stated in advance that I "reject any suggestion that the arguments in this motion reflect anything other than a true and complete statement of my intentions and my positions on the factual and legal issues."[18] With that tactic largely, but not completely, removed from its rhetorical arsenal,[19] the Postal Service, in the context of a dispute over the burden to respond to DFC/USPS-35, now charges that "it is difficult to engage in civil (to say nothing of productive) discourse with someone who is prepared to question your basic integrity and veracity." As a participant who has a 10-year record of nothing short of cooperative, civil, honest, and truthful actions in Commission proceedings, who has provided numerous valuable insights into postal operations, and who has informed numerous Commission decisions, I find the implications of the Postal Service's statement to be offensive and misleading. Since a large federal agency is posting these comments about me in a public forum, I am compelled to respond now to set the record straight and to preempt further suggestions from the Postal Service that I have obstructed any discourse on the issues relating to this dispute.

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[18] Motion at 9.

[19] *See* pp. 10–11, *infra.*

A reasonable reader would infer from the Postal Service's statement that the Postal Service has tried but failed to engage in a civil or productive discourse with me concerning this discovery dispute. In reality, the Postal Service made no attempt to contact me before filing an objection to my interrogatory. Instead, in the spirit of cooperation, I contacted the Postal Service before filing my motion. I sent an e-mail message to Postal Service counsel. He replied to me. I responded to him. He did not respond to me.[20] I did not take offense at the absence of a response, even though I was expecting one.[21] However, the Postal Service now implies publicly that it cannot engage in a civil and productive discourse with me. A discourse implies that a dialogue exists. I started one, but the Postal Service stopped it. The facts speak for themselves.

The Postal Service also states that it "will not attempt to burden the record by addressing every one of the historical accusations flung by Mr. Carlson." The Postal Service is the party that has repeatedly flung accusations about my motivations — accusations that fall nothing short of questioning my integrity and the veracity of representations that I have made before the Commission.[22] My review of the record in Docket No. C2001-1, in the context of almost an identical dispute over production of collection-box data, reveals these quotes that substantiate my concern:

> Mr. Carlson's failure to tailor his motion to the types of data he has asserted he would use, or even to acknowledge that he is seeking far more information than he has asserted he would use, would be less troubling if it were not already clear that Mr. Carlson has long

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[20] I assume that the fact that I did not receive a response indicates that he did not send one. This assumption is usually, but not always, accurate for electronic mail.

[21] In fact, I stated one position on the issue of burden in both the unanswered e-mail message and in my motion, and the Postal Service waited until the opposition to my motion to respond.

[22] In the past, I have questioned the Postal Service's motivations for withholding collection-box data, as I never believed the agency's claim that releasing publicly available information posted on collection boxes could pose a security threat. A federal judge ruled in 2005 that I had debunked the Postal Service's argument that disclosing collection-box information might facilitate lawlessness, and he ordered the Postal Service to release the data. *Douglas F. Carlson v. United States Postal Service*, Northern District of California, Civil Action, File No. 02-05471 RMW, March 31, 2005 (2005 WL 756573). The federal court decision lends independent credibility to my suspicions about the Postal Service's motivations and claims.

sought these data in other contexts, for other purposes. * * * *A healthy skepticism* should be maintained that Mr. Carlson's motion to compel is anything more than a post hoc attempt to justify an extremely broad-based fishing expedition [emphasis added].[23]

Parties with broad-ranging interest in local, regional, and national postal matters, no matter how benign their motivation, cannot be allowed to make sweeping demands for massive amounts of information under the pretext that such material is necessary to address what is initiated as a relatively narrow service complaint proceeding, if their *true intent* is to use that information for other purposes. * * * The unwillingness of the parties to accept the terms of the protective conditions speaks far louder about their *true motivation* than any rhetoric that the Postal Service could possibly bring to bear [emphasis added].[24]

Moreover, his contention at page 4 that acceptance of the protective conditions in this proceeding would continue to cloud his ability to use information he obtained in the future under the FOIA is *disingenuous* [emphasis added].[25]

The fact that he instead chose to claim a need for nationwide collection-box level data to address these types of questions himself, when at the same time constantly emphasizing the limited resources he has available as an individual litigant, *suggests that his primary interest in the CBMS database extends well beyond its application for purposes of this proceeding* [emphasis added].[26]

This argument, which simply does not pass the straight face test, is the best Mr. Carlson could come up with in his second attempt.[27]

It may be necessary, however, to further emphasize the depth of the Postal Service's concerns respecting Mr. Carlson's purpose in seeking access to the disputed information in the absence of appropriate protective conditions.[28]

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[23] Response of the United States Postal Service in Opposition to the Carlson Motion to Compel Regarding DFC/USPS-19–21 at 8, filed July 9, 2001.

[24] Response of the United States Postal Service to Carlson Cross-Motion for Reconsideration and Response Regarding DFC/USPS-19 and Presiding Officer's Ruling No. C2001-1/6 at 4–5, filed August 9, 2001.

[25] *Id.* at 7.

[26] Motion of the United States Postal Service for Certification of Appeal From Presiding Officer's Ruling No. C2001-1/10 at 9, filed August 28, 2001.

[27] *Id.* at 15.

[28] *Id.* at 20.

> For the Postal Service to view that result [provision of CBMS data without protective conditions] as anything other than an abuse of process, it would have to be convinced that potential access to the CBMS database was not a significant motivation behind the initiation of this case, and that quantification of alleged "harm" [from early collections on eves of holidays] was something more than a convenient rationalization to obtain access to previously-sought information.[29]

> Indeed, the very fact that he is unwilling to restrict his use of the database to the purpose for which he claims it was requested is at the heart of the issue that has troubled the Postal Service from the beginning, namely, *the actual purpose for which it was requested* [emphasis added].[30]

The Commission heard the Postal Service's repeated accusations about my motives. In certifying the discovery issue for appeal to the Commission, the presiding officer stated, "The Postal Service alleges that Carlson may have ulterior motives for requesting access to the CBMS database, or in some way may be abusing the discovery process to gather information that would otherwise not be available to him."[31] The presiding officer asked the Postal Service to "provide any specific evidence that indicates Carlson seeks the requested information for purposes unrelated to this Complaint, and a description of what those purposes are."[32] Called upon to support the repeated accusations of its counsel, who also is presiding over this discovery dispute, the Postal Service provided not one word in response to the presiding officer's question to support the Postal Service's baseless allegations.[33]

In Docket No. C2001-1, the Postal Service repeatedly questioned my integrity and veracity in the context of a previous discovery dispute over the

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[29] *Id.* at 21–22.

[30] Response of the United States Postal Service to Presiding Officer's Ruling No. C2001-1/13 at 4, fn. 2, filed October 9, 2001.

[31] POR C2001-1/13 at 6, filed September 19, 2001.

[32] *Id.* at 7.

[33] *See* Response of the United States Postal Service to Presiding Officer's Ruling No. C2001-1/13, filed October 9, 2001.

same set of data. The Postal Service may, at its option, disbelieve everything I write and criticize every position I take on postal matters, no matter how meritorious or representative of public concerns my views may be. However, the Postal Service's suggestion that I am at fault for inhibiting a civil and productive discourse in this case — a discourse that I initiated and the Postal Service cut off — is untrue. Moreover, the facts relating to burden that I cited in my motion to compel a response to DFC/USPS-35, which prompted the Postal Service's outburst of indignation, do not lie. In Docket No. C2001-1, the Postal Service *did* state that not only would it be too expensive to extract data from the CBMS database, but it also would be too expensive even to determine how expensive the project would be. I debunked this statement only because I happened to have documents from the Postal Service — ironically, from Freedom of Information Act correspondence — indicating that the scope of the project was minimal. If I had not had these documents, the Postal Service would have successfully impeded my access to the data based on a false undue-burden argument. Moreover, in 2005, the Postal Service *did* try to charge me $6,290 to provide collection times at 13 stations and branches in New Orleans — before suddenly providing the data for free. Based on this rich history of conflict over access to data on collection boxes and the Postal Service's excessive cost estimates, I would be remiss to have done anything other than to suggest in my motion to compel that the Postal Service's latest cost estimate of $7,600 was inflated. I stand by this suggestion, and I continue to believe that this cost estimate may be another attempt by the Postal Service to use cost estimates as a weapon to prevent disclosure of information about collection boxes when the law does not support the Postal Service's desire to withhold the information.

Unfortunately, the Postal Service's speculations about my motivations have not entirely ceased. Now the Postal Service resorts to innuendo, suggesting that the fact that I sought CPMS data under FOIA undermines my

discovery request in the rate case.[34] The Postal Service offers its observation "[w]ithout further comment[.]"[35] I freely admit that I sought CPMS data under FOIA because the data are interesting and useful for my various postal-related activities and analyses, and I live in a country in which a statute affords me access to these records. However, I am seeking the data *in this proceeding* to conduct the analyses described in my motion to compel a response to DFC/USPS-35. These analyses are related to pricing issues *in this proceeding.* My FOIA requests are irrelevant. The Postal Service has not substantiated a single prior accusation about my motivations for discovery requests, and when the Commission called the Postal Service on these repeated allegations in Docket No. C2001-1, the Postal Service ignored the Commission's inquiry.[36] The Postal Service once again cannot establish that I do not intend to conduct the analyses that I propose. Indeed, the phrase "without further comment" is a convenient escape clause when, as here, the facts are insufficient to support the conclusion that the Postal Service wants the presiding officer to draw. Further "comment" would only expose the fallacy of the Postal Service's argument.

In short, a party's otherwise-valid discovery request cannot be rendered invalid simply because the party sought some or all of the information previously under another legally available option such as FOIA. The Postal Service should argue its position on the merits and stop relying on unsubstantiated speculation and misleading comments.

For the reasons described herein, I move to compel a response to DFC/USPS-49 or, in the alternative, to DFC/USPS-RA-1.

Respectfully submitted,

Dated: July 24, 2006

DOUGLAS F. CARLSON

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[34] Opposition at 10–11, fn. 5.

[35] *Id.*

[36] *See* Response of the United States Postal Service to Presiding Officer's Ruling No. C2001-1/13, filed October 9, 2001.

Forever Stamp Market Research

SMALL BUSINESS VERSION

1. Are you the owner or manager of a small business, either a sole proprietorship or a business with fewer than 20 employees in total? IF NEEDED: That would be 1 - 19 employees, either full or part-time including yourself.

1	Owner	→	Continue
2	Manager	→	Continue
3	Not owner or manager	→	Terminate interview
X	DK/REF	→	Terminate interview

1a. Are you the person in your business who makes decisions about using the US Postal Service for mailing and shipping needs?

1	YES	→	Continue
2	NO	→	Terminate interview
X	DK/REF	→	Terminate interview

ALL WHO CONTINUE ARE QUALIFIED FOR INTERVIEW

2. Please answer these next questions for your business, not for home. How often do you purchase First-Class letter postage stamps for business use? READ LIST

1	More than once a week
2	Once a week
3	Once every two weeks
4	Once a month
5	Once every three months
6	Once every six months
7	Once a year or less often
X	DF/REF

3. For your business, where do you usually purchase First-Class letter postage? READ LIST . ACCEPT MULTIPLE RESPONSES

1 From a clerk at the post office

2 From a vending machine at the post office (Includes the Automated Postal Machines (APCs)

3 At the grocery store

4 At a bank or retail store

5 From Stamps-by-Mail

6 From the Postal Service's website

7 From a non-Postal Service website (e.g., Stamps.com)

8 Or some other place

X DK/REF

4. How many First-Class letter stamps do you usually purchase at one time? LET RESPONDENT REPLY. MARK ONE ANSWER ONLY. USE LIST TO PROMPT.

1 1-5 stamps

2 6-10 stamps (Record "half a booklet" or "a half sheet" as 10 stamps")

3 11-19 stamps

4 20 stamps, one booklet, one sheet

5 21-39 stamps

6 40 stamps, two booklets, two sheets

7 41-99 stamps

8 100 stamps, five booklets, five sheets, one coil or one roll

9 More than 100 stamps at a time

XX DK/REF

5. Right now, how many 39 cent First-Class letter stamps does your business currently have? Your best estimate is fine. LET RESPONDENT REPLY. MARK ONE ANSWER ONLY. USE LIST TO PROMPT.

1	0 (NONE)
2	1 - 5 stamps
3	6 - 10 stamps (record "half a booklet" or " a half sheet as 10 stamps)
4	11 -19 stamps
5	20 stamps, one booklet, one sheet
6	21 - 39 stamps
7	40 stamps, two booklets, two sheets
8	41 - 99 stamps
9	100 stamps, five booklets, five sheets, one coil
10	More than 100 stamps
XX	DK/REF

6 Now, thinking of your business only, please rate the US Postal Service on its overall performance in the past three months. Would you say its overall performance in the past three months has been Excellent, Very Good, Good, Fair or Poor?

5	Excellent
4	Very good
3	Good
2	Fair
1	Poor
X	DK/REF

7. How easy is it to purchase First-Class stamps to send letters for your business? Would you say it is . . . READ LIST

5 Very easy

4 Somewhat easy

3 Neither easy nor difficult

2 Somewhat difficult

1 Very difficult?

X DK/REF

8. READ INTRODUCTION: In January 2006, the price of First-Class Mail letter stamps increased from 37 cents to 39 cents for a letter weighing one ounce or less. Please tell me if your business did any of the following to deal with the price change.

Did your business buy 39-cent stamps before the price change or after the price change in January, 2006?

1 Before the price change

2 After the price change

3 DK/REF

9. Did your business buy 2-cent stamps, sometimes called make-up stamps, before the price change or after the price change in January, 2006?

1 Before the price change

2 After the price change

3 DK/REF

10. At the time of the price change in January, 2006, did you use two 37-cent stamps on your letters or use some combination of stamps that caused you to overpay for postage?

1 YES

2 NO

3 DK/REF

11. Did your business use any 1-cent or 2-cent stamps left over from the last rate change?

    4 YES

    5 NO

    6 DK/REF

12. After the rate change in January 2006, did your business mail any letters using the old 37-cent stamp that had insufficient postage?

    7 YES

    8 NO

    9 DK/REF

13. At the time of the January 2006 rate change, did you use a computer to print postage for your business, rather than getting purchasing traditional postage stamps?

    1 YES

    2 NO

    3 DK/REF

14. At the time of the rate change, did you take any First-Class letters to the counter of the Post Office and purchase postage from a clerk for business purposes?

    1 YES

    2 NO

    3 DK/REF

15. Overall, did the last rate change create any inconvenience for your business? Would you say…

1	It created no inconvenience at all	→	SKIP TO Q17
2	It created very little inconvenience	→	SKIP TO Q17
3	It made no difference	→	SKIP TO Q17
4	It created some *in*convenience	→	ASK Q16
5	Or it created a great deal of inconvenience	→	Ask Q16
X	DK/REF	→	SKIP TO Q17

IF Q15 is 1, 2, 3 or X, SKIP TO Q17

ASK THOSE WHO SAY "4" or "5" in Q15 (SOME OR a GREAT DEAL OF INCONVENIENCE:

16. What sort of inconvenience did your business experience? PROBE: What other things did you encounter? RECORD VERBATIM RESPONSES. ACCEPT MULTIPLE RESPONSES.

ASK EVERYONE:

17. Did your business experience any of the following situations at the time of the rate change in January 2006? Just answer YES or NO.

	YES	NO	DK/REF
a. Did you have to make a special trip to the Post Office to buy stamps for your business?	1	2	3
b. There were long lines at the Post Office.	1	2	3
c. The Post Office was out of stamps, and you had to come back.	1	2	3
d. The Post Office was low on stamps and limited the number you could purchase.	1	2	3

18. **READ CONCEPT STATEMENT**

The Postal Service is considering the possible introduction of a new stamp called the "Forever Stamp." This stamp will be issued for use on First-Class letter mail only. It is called a Forever Stamp because the stamp would be good forever to mail a First-Class letter, even if postage rates increase. So, if you were to buy a Forever Stamp today, it would always be valid to mail a First-Class letter in future years, no matter how many times the postage rate might increase. Once you buy the Forever Stamp, you would not need to add make-up stamps if the rate of postage increases. You could simply mail your letter with the proposed Forever Stamp and be assured that your letter had the proper postage to be delivered.

Would you like me to read it again or should I continue?

1 READ AGAIN

2 CONTINUE NOW

INSTRUCTIONS FOR 6 PRICE POINTS (called A-F):

Each respondent will be asked 4 prices.
RANDOMLY ASSIGN RESPONDENTS TO TWO GROUPS OF 1000 EACH

ASK GROUP 1: OFFERS A and B (N = 1000 max)
ASK GROUP 2: OFFERS C and D (N = 1000 max)

ROTATE ORDER OF START FOR A and B, so 50% asked A first, 50% asked B first;
ROTATE ORDER OF START FOR C and D, so 50% asked C first, 50% asked D first;

OFFER A: 0 cent premium, no limitations, sold at 39 cents	ASK 1000
OFFER B: 1 cent premium, no limitations, sold at 40 cents	ASK 1000
OFFER C: 3 cent premium, no limitations, sold at 42 cents	ASK 1000
OFFER D: 6 cent premium, no limitations, sold at 45 cents	ASK 1000

OFFERS E and F: ASK THESE LAST TO ALL 2000 RESPONDENTS, ROTATE ORDER SO 50% are asked E first, and 50% are asked F first

OFFER E: NO premium, with quantity limitations, sold at 39 cents	ASK 2000
OFFER F: NO premium, with time limitations, sold at 39 cents	ASK 2000

PROGRAMMER: INSERT PRICING of 0,1,3,6 cents and 39, 40, 42, and 45 cents. Insert first price in Q19 series. Insert second price in Q20 series.

FOR 0 cents (39 cents), READ Q19 AS:

19. The price of a First-Class letter stamp is currently 39 cents. If you could buy the Forever Stamp today at 39 cents, you could use it to mail a letter anytime in the future, even if stamp prices had increased. At a price of 39 cents, how likely would you be to buy the Forever Stamp for your business?

FOR 1, 3 and 6 cents premiums, READ Q19 AS:

19. The price of a First-Class letter stamp is currently 39 cents. The Postal Service may charge a premium or surcharge of [XX] cent(s) for the forever stamp over the price of a First-Class letter stamp which is 39 cents today. If you could buy the Forever Stamp today with a [XX] cent premium, its price would be [XX] cents and you could use it to mail a letter anytime in the future, even if stamp prices have increased.

At a price of [XX] cents, how likely would you be to buy the forever stamp for your business? Would you be:

5	Very likely	→	ASK Q 19a
4	Somewhat likely	→	ASK Q 19a
3	Neither likely nor unlikely	→	ASK Q 19b
2	Somewhat unlikely	→	ASK Q 19b
1	Or very unlikely to buy the Forever Stamp?	→	ASK Q 19b
X	DK/REF		

19a. **ASK THOSE SAYING "4" OR "5" IN Q19**: What are the reasons you are somewhat or very likely to buy the forever stamp at [XX] cents for your business? RECORD VERBATIM RESPONSE

SUGGESTED RESPONSE CATEGORIES FOR CODING ONLY:

- Protects against changes in stamp prices
- Would make rate changes more convenient
- Would give to others as a gift
- Long term investment

19b. **ASK THOSE SAYING "1", "2" or "3" IN Q19**: What are the reasons you say you are somewhat or very unlikely to buy the forever stamp at XX cents for your business?. RECORD VERBATIM RESPONSE

SUGGESTED RESPONSE CATEGORIES FOR CODING ONLY:

- Won't pay more than necessary for postage
- Too confusing
- Afraid of misplacing/losing the stamps

PROGRAMMER: INSERT SECOND PRICE TO BE ASKED OF EACH RESP.

20. Now I have another price to ask. The price of a First-Class stamp is currently 39 cents. What if the Postal Service charged a premium or surcharge of [XX] cents over the price of a First-Class letter stamp. If you bought the Forever Stamp today with a [XX] cent premium, its price would be [XX] cents and you could use it to mail a letter anytime in the future, even if stamp prices have increased.

At a price of [XX] cents, how likely would you be to buy the forever stamp for your business? Would you be:

5	Very likely	→	ASK Q 20a
4	Somewhat likely	→	ASK Q 20a
3	Neither likely nor unlikely	→	ASK Q 20b
2	Somewhat unlikely	→	ASK Q 20b
1	Or very unlikely to buy the Forever Stamp?	→	ASK Q 20b

20a. **ASK THOSE SAYING "4" OR "5" IN Q20**: What are the reasons you are somewhat or very likely to buy the forever stamp at [XX] cents for your business? RECORD VERBATIM RESPONSE

SUGGESTED RESPONSE CATEGORIES FOR CODING ONLY:

- Protects against changes in stamp prices
- Would make rate changes more convenient
- Would give forever stamps to others as a gift

20b. **ASK THOSE SAYING "1", "2" or "3" IN Q20**: What are the reasons you say you are somewhat or very unlikely to buy the forever stamp at [XX] cents for your business?. RECORD VERBATIM RESPONSE

SUGGESTED RESPONSE CATEGORIES FOR CODING ONLY:

- I wouldn't pay more than necessary for postage
- Too confusing
- I don't want to spend so much of my available funds on stamps

For the next series of questions – random presentation of time frame (one year, three months, two weeks) in the future.

For each of the 4 groups, conduct 500 interviews with one year presented first, and 500 interviews with two weeks presented first.

PROGRAMMER: FOR Qs 22, 23, and 24, INSERT FIRST PRICE THAT RESPONDENT. WAS READ IN Q19/20 ROTATION. The prices to be tested are 39, 40,43 and 45 cents.

22. Assume that you knew that postage rates would change in one year from today and also assume that you can buy the Forever Stamp price today for [XX] cents. How likely would you be to buy the forever stamp today for your business, if you knew that postage rates would change in one year? Would you be:

5 Very likely
4 Somewhat likely
3 Neither likely nor unlikely
2 Somewhat unlikely
1 Or very unlikely to buy the Forever Stamp?
X DK/REF

23. Assume that you knew that postage rates would change in three months from today and also assume that you can buy the Forever Stamp price today for [XX] cents. How likely would you be to buy the forever stamp today for your business, if you knew that postage rates would change in one year? Would you be:

5 Very likely
4 Somewhat likely
3 Neither likely nor unlikely
2 Somewhat unlikely
1 Or very unlikely to buy the Forever Stamp?
X DK/REF

24. Assume that you knew that postage rates would change in two weeks from today and also assume that you can buy the Forever Stamp price today for [XX] cents. How likely would you be to buy the forever stamp today for your business, if you knew that postage rates would change in one year? Would you be:

5 Very likely
4 Somewhat likely
3 Neither likely nor unlikely
2 Somewhat unlikely
1 Or very unlikely to buy the Forever Stamp?
X DK/REF

25. If you buy a forever stamp before a rate change, would you. . .

a. Use the forever stamp before the rate change?

1 YES
2 NO
3 DK/REF

b. Save the forever stamp until after the rates change and then use it?

1 YES
2 NO
3 DK/REF

c. Save the forever stamp for a longer period of time?

1 YES
2 NO
3 DK/REF

26. For business purposes, do you think the Postal Service should make the forever stamp available all the time or just for a short time before a rate change?. .

1 All the time

2 For a short time before a rate change

3 [**DO NOT READ**] DO NOT MAKE THE STAMP AVAILABLE AT ALL

X DK/REF

27. If the Postal Service offered the forever stamp, would you agree or disagree with the following statements. . Just say AGREE OR DISAGREE after I read each statement.

1 AGREE

2 DISAGREE

X DK/REF

a. The forever stamp shows the Postal Service is more customer-friendly.

b. The forever stamp will make the Postal Service easier to use.

c. The forever stamp will make stamp price changes easy to deal with

d. The forever stamp will make me more likely to use the mail to send messages

e. The forever stamp will make me more likely to use mail to pay bills

f. The forever stamp will make me more likely to purchase forever stamps as gifts for others

CHECK Q19 AND Q20. IF RESPONDENT SAYS "4" or "5" (somewhat or very likely to purchase forever stamps), ASK Q28; OTHERWISE, SKIP TO Q29.

28. **[Retrieve from Q.4]** Earlier you told me that you usually purchase about [INSERT # OF STAMPS FROM Q.4] stamps at a time. If you were to buy forever stamps *before* a rate change to use *after* the rate change, how many forever stamps would you buy for your business? LET RESPONDENT REPLY. MARK ONE ANSWER ONLY. USE LIST TO PROMPT.

1	0 (NONE)
2	1 - 5 stamps
3	6 - 10 stamps (record "half a booklet" or " a half sheet as 10 stamps)
4	11 -19 stamps
5	20 stamps, one booklet, one sheet
6	21 - 39 stamps
7	40 stamps, two booklets, two sheets
8	41 - 99 stamps
9	100 stamps, five booklets, five sheets, one coil
10	More than 100 stamps
XX	DK/REF

NO PREMIUM WITH LIMITATIONS

READ INTRODUCTION: The Postal Service may or may not charge a premium for the forever stamp. Please listen to these options and tell me which one you would prefer.

PROGRAMMER: ROTATE ORDER OF PRESENTATION SO 50% ARE ASKED Q 26 FIRST and 50% ARE ASKED Q27 FIRST.

PROGRAMMER: FOR Qs 28 and 29, INSERT FIRST PREMIUM THAT RESPONDENT WAS READ IN Q19/20 ROTATION. EXCEPTION: FOR "0" CENT PREMIUM, SAY "1" CENT PREMIUM. THEREFORE NO ONE WILL BE ASKED ABOUT "0" CENT PREMIUM. THE PREMIUMS TO BE TESTED ARE 1,3, and 6 cents.

29. Suppose the Postal Service offered a forever stamp with no premium or surcharge, so that the price would be the current rate for First-Class postage which is 39 cents, but the forever stamp would only be available for sale for two months before a rate change. For your business, would you prefer to buy the forever stamp with no premium during the two months before a rate change or would you prefer to pay a [XX] cent(s) premium for the forever stamp and retain the ability to buy the forever stamp all year round?

1 PAY NO PREMIUM, BUY 2 MONTHS PRIOR

2 PAY PREMIUM, BUY ALL YEAR

X DK/REF

READ BEFORE SECOND OPTION: Here is another option.

30. Suppose the Postal Service offered a forever stamp with no premium or surcharge so that the price would be at the current rate for First-Class postage which is 39 cents, but makes it available in a limited quantity, whereby you could only purchase 20 stamps or less at a time. For your business, would you prefer to buy the forever stamp in limited quantities at 39 cents or would you prefer to pay a [XX] cents premium for the forever stamp and retain the ability to buy as many forever stamps as you desire?

1 PAY NO PREMIUM, BUY 20 OR LESS AT A TIME

2 PAY PREMIUM, BUY AS MANY STAMPS AS DESIRED

X DK/REF

CONTINUE WITH NEXT CARAVAN SECTION

CONSUMER CARAVAN METHODOLOGY

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INTRODUCTION

This report presents the findings of two waves of a telephone survey conducted among a national probability sample of 2,033 adults comprising 1,021 men and 1,012 women 18 years of age and older, living in private households in the continental United States. Interviewing for this CARAVAN® Survey was completed during the period April 27 – May 1, 2006.

All CARAVAN interviews are conducted using Opinion Research Corporation's computer assisted telephone interviewing (CATI) system. The system is state-of-the-art and offers several distinct advantages such as: full-screen control which allows multi-question screens, fully-programmable help and objection screens to aid interviewing, an extremely flexible telephone number management system and powerful data checking facilities. CATI ensures that interviews are conducted in the most efficient manner and allows interviewers easy response recording. This interviewing method also allows for the most accurate form of data entry by guiding the interviewer through the programmed question flow and by providing on-screen interviewer instructions.

The most advanced probability sampling techniques are employed in the selection of households for telephone interviewing. Opinion Research Corporation utilizes an unrestricted random sampling procedure that controls the amount of serial bias found in systematic sampling to generate its random-digit-dial sample. The sample is fully replicated and stratified by region. Only one interview is conducted per household. All sample numbers selected are subject to up to four attempts to complete an interview.

Completed interviews are weighted by four variables: age, sex, geographic region, and race, to ensure reliable and accurate representation of the total population, 18 years of age and older. The raw data are weighted by a custom designed program which automatically develops a weighting factor for each respondent. Each respondent is assigned a single weight derived from the relationship between the actual proportion of the population with its specific combination of age, sex, geographic characteristics and race and the proportion in our CARAVAN sample that week. Tabular results show both weighted and unweighted bases.

The use of replicable sampling, standardized interviewing procedures and representative weighting provides that all CARAVAN studies are parallel to one another. Thus, CARAVAN usage is appropriate both for point-in-time analysis as well as tracking and trend comparisons.

Included in the Technical Information which follows are tables of sampling tolerances of survey results, and a copy of the question series as it appeared in the survey questionnaire.

As required by the Code of Standards of the Council of American Survey Research Organizations, we will maintain the anonymity of our respondents. No information will be released that in any way will reveal the identity of a respondent. Our authorization is required for any publication of the research findings or their implications.

Opinion Research Corporation's CARAVAN is a shared-cost data collection vehicle. Opinion Research Corporation has exercised its best efforts in the preparation of this information. In any event, Opinion Research Corporation assumes no responsibility for any use which is made of this information or any decisions based upon it.

CARAVAN Telephone Sampling Methodology

Opinion Research Corporation's national probability telephone sample is an efficient form of random-digit-dialing. The sample is designed to be a simple random sample of telephone households. Unlike published directories, Opinion Research Corporation's national probability telephone sample includes both unlisted numbers and numbers issued after publication of the directories. The following procedure was used to create the sample:

- Opinion Research Corporation has an annual license for GENESYS, a custom RDD sample generation system developed by Marketing Systems Groups.

- The methodology for generating random digit dialing (RDD) telephone samples in the GENESYS system provides for a single stage, EPSEM (Equal Probability of Selection Method) sample of residential telephone numbers. It is updated twice a year.

- When a national probability sample is needed, a random selection is made from approximately 40,000 exchanges in two million working banks.

- Each telephone number is transferred to a separate call record. The record shows the computer-generated telephone number to be called, as well as the county, state, MSA (if applicable), band and time zone into which the telephone number falls. Our computerized interviewing system (CATI) uses this information to keep track of regional quotas. The CATI interviewing program also keeps track of the disposition categories for each call attempt.

Reliability Of Survey Percentages

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results.

The table below shows the possible sample variation that applies to percentage results reported from Opinion Research Corporation's CARAVAN sample. The chances are 95 in 100 that a CARAVAN survey result does not vary, plus or minus, by more than the indicated number of percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

Size of Sample on Which Survey Results Are Based	Approximate Sampling Tolerances Applicable to Percentages At or Near These Levels				
	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
2,000 interviews	1%	2%	2%	2%	2%
1,000 interviews	2%	2%	3%	3%	3%
500 interviews	3%	4%	4%	4%	4%
250 interviews	4%	5%	6%	6%	6%
100 interviews	6%	8%	9%	10%	10%

Additional Sampling Tolerances for Samples of 1,000 Interviews

9% or 91%	8% or 92%	7% or 93%	6% or 94%	5% or 95%
2%	2%	2%	1%	1%

4% or 96%	3% or 97%	2% or 98%	1% or 99%
1%	1%	1%	.2%

Sampling Tolerances When Comparing Two Samples

Tolerances are also involved in the comparison of results from independent parts of any one Opinion Research Corporation's CARAVAN sample and in the comparison of results between two independent CARAVAN samples. A difference, in other words, must be of at least a certain number of percentage points to be considered statistically significant. The table below is a guide to the sampling tolerances in percentage points applicable to such comparisons, based on a 95% confidence level.

Size of Samples Compared	Differences Required for Significance At or Near These Percentage Levels				
	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
1,000 and 1,000	3%	4%	4%	4%	4%
1,000 and 500	3%	4%	5%	5%	5%
1,000 and 250	4%	6%	6%	7%	7%
1,000 and 100	6%	8%	9%	10%	10%
500 and 500	4%	5%	6%	6%	6%
500 and 250	5%	6%	7%	7%	8%
500 and 100	6%	9%	10%	11%	11%
250 and 250	5%	7%	8%	9%	9%
250 and 100	7%	9%	11%	11%	12%
100 and 100	8%	11%	13%	14%	14%

How To Read The Tables

The following pages present the detailed tabulations of survey results. The data are percentaged vertically and, therefore, should be read from top-to-bottom. The total number of interviews, both weighted and unweighted, appears at the top of each column. Percentages are calculated on the weighted bases. Percentages may not add to 100% due to weighting factors or multiple responses. Where an asterisk (*) appears, it signifies any value of less than one-half percent.

Definition Of Classification Terms

The following definitions are provided for some of the standard demographics by which the results are tabulated. Other demographics are self-explanatory.

Income

The income groupings refer to the total household income for 2005 before taxes.

Metro Size

Metro --	In Center City of Metropolitan Area
	Outside Center City, Inside Center City County
	Inside Suburban County of Metropolitan Area
	In Metropolitan Area with No Center City
Non-Metro --	In Non-Metropolitan Area

Children in Household

None --	No children under 18 years of age living in household
Total --	Have children under 18 years of age living in household
Under 12 --	Have children under 12 years of age living in household
12 - 17 --	Have children ages 12 to 17 living in household

Geographic Region

The continental states are contained in four geographic regions as follows:

North East
- New England: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut
- Middle Atlantic: New York, New Jersey, Pennsylvania

North Central
- East North Central: Ohio, Indiana, Illinois, Michigan, Wisconsin
- West North Central: Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas

South
- South Atlantic: Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida
- East South Central: Kentucky, Tennessee, Alabama, Mississippi
- West South Central: Arkansas, Louisiana, Oklahoma, Texas

West
- Mountain: Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada
- Pacific: Washington, Oregon, California

Occupation (Optional)

The occupation classification refers to the occupation of the respondent. The types of positions included in each category are:

Professional/Manager/Owner	-	Executives, Professionals, Technical and Kindred Workers, Managers, Officials, and Proprietors
White Collar - Sales/Clerical	-	Clerical, Office and Secretarial Workers, and Sales Agents and Workers
Blue Collar - Craftsmen/Foremen	-	Craftsmen, Foremen, Kindred Workers, Carpenters, Plumbers, Electricians, Mechanics, and Bakers
Blue Collar - Semi-Skilled/Unskilled	-	Apprentices, Laborers, Assembly Line Workers, Motormen and Fishermen
Service Workers	-	Housekeepers in Private Households, Police, Beauticians, Barbers, Security Guards, Waitresses and Waiters

Significance Testing

When results from sub-groups of a CARAVAN sample appear in the detailed tabulations, an indicator of statistically significant differences is added to the tables run on our standard demographic banners. The test is performed on percentages as well as mean values. Each sub-sample is assigned a letter. When the percentage of one sub-sample is significantly different from the percentage of another sub-sample, the letter representing one of the two samples appears next to the percentage (or mean) of the other sample.

For instance the percentage of males answering yes to a particular question may be compared to the percentage of females answering yes to the same question. In the example on the next page, the male sample is assigned the letter B, and the female sample is assigned the letter C. Here, respondents were asked whether a certain business practice is acceptable. 67% of women said that it was -- a proportion significantly greater than the 57% of males who believe that the practice is acceptable. To indicate that women are significantly more likely to find the practice acceptable than are men, the letter B -- the letter assigned to the male sub-sample -- appears next to the "67%" in the female column. Similarly, the 37% of men that find the practice unacceptable is significantly greater than the 29% of women who do so and, therefore, the letter C -- the letter assigned to the female sub-sample -- appears next to the "37%" in the male column.

Significance Testing (continued)

Acceptability of [practice]

		Sex	
	Total	Male	Fe-male
	(A)	(B)	(C)
Unweighted Total	977	488	489
Weighted Total	967	464	503
Acceptable	611	274	337
	63%	59%	67%B
Not Acceptable	319	171	148
	33%	37%C	29%
Don't Know	37	18	19
	4%	4%	4%

Significance testing is done to the 95% confidence level. The columns compared are listed at the bottom of each table.

A number of factors need to be considered when determining which type of t-test should be applied, such as whether the samples being compared overlap, whether they are means or percentages, etc. Opinion Research Corporation's software has the capability to perform the appropriate test.

Note that any statistical test becomes less reliable when the sample sizes are small. Even though the test mathematically can be performed on samples as low as thirty, sixty respondents is the reasonable lower bound on the size of the sample.

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A1

Are you the person who generally purchases First-Class letter postage stamps for your household?

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	2033	614	23	111	440	28	280	317	29	352	183	22	488	470	507	326	116	51
Weighted Total	11248	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Yes	8244	6611	230	1217	4757	291	3018	3730	349	4008	2236	253	5532	2604	2836	1815	655	291
	73%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	2946	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	26%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know/Refused	58	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	1%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A2

How often do you purchase First-Class letter postage stamps for your household's use? Would you say...

Base = Is the person who purchases First-Class letter postage stamps for household

	Total Households (A)	Purchase Likelihood At 39 Cents: Very/Smwht Likely (B)	Purchase Likelihood At 39 Cents: Neither Likely Nor Unlikely (C)	Purchase Likelihood At 39 Cents: Very/Smwht Unlikely (D)	Purchase Likelihood At 40 Cents: Very/Smwht Likely (E)	Purchase Likelihood At 40 Cents: Neither Likely Nor Unlikely (F)	Purchase Likelihood At 40 Cents: Very/Smwht Unlikely (G)	Purchase Likelihood At 42 Cents: Very/Smwht Likely (H)	Purchase Likelihood At 42 Cents: Neither Likely Nor Unlikely (I)	Purchase Likelihood At 42 Cents: Very/Smwht Unlikely (J)	Purchase Likelihood At 45 Cents: Very/Smwht Likely (K)	Purchase Likelihood At 45 Cents: Neither Likely Nor Unlikely (L)	Purchase Likelihood At 45 Cents: Very/Smwht Unlikely (M)	Rate USPS: Excellent (N)	Rate USPS: Very Good (O)	Rate USPS: Good (P)	Rate USPS: Fair (Q)	Rate USPS: Poor (R)
Unweighted Total	1478	614	23	111	440	28	280	317	29	352	183	22	488	470	507	326	116	51
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Ever (Net)	8148	6611	230	1207	4757	291	3008	3696	332	3925	2185	224	5483	2591	2814	1778	642	285
	99%	100% D	100%	99%	100%	100%	100%	99%	95%	98%	98%	89%	99%	99%	99%	98%	98%	98%
Two weeks or more often (Subnet)	1242	920	27	215	733	32	441	570	74	601	325	50	865	395	397	263	97	86
	15%	14%	12%	18%	15%	11%	15%	15%	21%	15%	15%	20%	16%	15%	14%	14%	15%	29%NOPQ
More than once a week (8)	190	73	14	42	87	20	43	63	13	123	41	0	158	65	43	47	9	25
	2%	1%	6%	3%	2%	7%	1%	2%	4%	3%	2%	0	3%	3%	2%	3%	1%	8%NOPQ
Once a week (4)	245	202	12	36	159	13	85	88	27	96	53	20	147	69	72	48	40	15
	3%	3%	5%	3%	3%	4%	3%	2%	8%	2%	2%	8%	3%	3%	3%	3%	6%	5%
Once every two weeks (2)	807	646	0	137	487	0	312	420	34	382	231	30	560	261	282	167	48	46
	10%	10%	0	11%	10%	0	10%	11%	10%	10%	10%	12%	10%	10%	10%	9%	7%	16%
Once a month to every three months (Subnet)	5755	4818	182	745	3319	245	2138	2616	241	2727	1534	135	3877	1829	2035	1260	446	165
	70%	73%D	79%	61%	70%	84%	71%	70%	69%	68%	69%	53%	70%	70%	72%R	69%	68%	57%
Once a month (1)	3482	2847	105	466	2007	131	1222	1651	169	1608	981	99	2327	1203	1155	758	283	69
	42%	43%	45%	38%	42%	45%	40%	44%	48%	40%	44%	39%	42%	46%R	41%R	42%R	43%R	24%
Once every three months (.75)	2272	1971	77	279	1312	114	916	965	72	1119	553	36	1549	626	880	502	163	96
	28%	30%	33%	23%	28%	39%	30%	26%	21%	28%	25%	14%	28%	24%	31%N	28%	25%	33%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #35260 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A2

How often do you purchase First-Class letter postage stamps for your household's use? Would you say...

Base = Is the person who purchases First-Class letter postage stamps for household

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Six months or less often (Subnet)	1152 14%	872 13%	22 10%	246 20%	704 15%	14 5%	429 14%	510 14%	17 5%	598 15%	326 15%	39 16%	742 13%	366 14%	382 13%	256 14%	99 15%	34 12%
Once every six months (.5)	745 9%	570 9%	15 6%	164 13%	408 9%	7 2%	324 11%	343 9%	0 0	407 10%	207 9%	9 4%	518 9%	233 9%	264 9%	151 8%	60 9%	27 9%
Once a year or less often (.1)	406 5%	302 5%	7 3%	83 7%	297 6%	7 2%	105 3%	166 4%	17 5%	190 5%	120 5%	30 12%	224 4%	133 5%	118 4%	104 6%	39 6%	7 2%
Never/Use postage meter (0)(vol.)	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Don't know/Refused	97 1%	0 0	0 0	10 1%B	0 0	0 0	10 *	35 1%	17 5%	83 2%	51 2%	29 11%	49 1%	13 1%	22 1%	37 2%	13 2%	6 2%
Mean (In times per month) (Including None)	1.2	1.1	1.4	1.3	1.2	1.5	1.1	1.2	1.5	1.2	1.1	1.2	1.2	1.2	1.1	1.2	1.2	1.8NOPQ
Standard Deviation (In times per month) (Including None)	1.25	0.99	1.83	1.46	1.17	1.88	1.06	1.10	1.60	1.37	1.14	1.01	1.33	1.27	1.07	1.30	1.18	2.09
Standard Error (In times per month) (Including None)	0.03	0.04	0.38	0.14	0.06	0.36	0.06	0.06	0.30	0.07	0.09	0.23	0.06	0.06	0.05	0.07	0.11	0.30

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #35260 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A2

How often do you purchase First-Class letter postage stamps for your household's use? Would you say...

Base = Is the person who purchases First-Class letter postage stamps for household

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Mean (In times per month) (Excluding None)	1.2	1.1	1.4	1.3	1.2	1.5	1.1	1.2	1.5	1.2	1.1	1.2	1.2	1.2	1.1	1.2	1.2	1.8NOPQ
Standard Deviation (In times per month) (Excluding None)	1.25	0.99	1.83	1.46	1.17	1.88	1.06	1.10	1.60	1.37	1.14	1.01	1.33	1.27	1.07	1.30	1.18	2.09
Standard Error (In times per month) (Excluding None)	0.03	0.04	0.38	0.14	0.06	0.36	0.06	0.06	0.30	0.07	0.09	0.23	0.06	0.06	0.05	0.07	0.11	0.30

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A3

Where do you usually purchase First-Class letter postage stamps? - Aided

Base = Is the person who purchases First-Class letter postage stamps for household

	Total Household (A)	Purchase Likelihood At 39 Cents: Very/Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/Smwht Unlikely (D)	Purchase Likelihood At 40 Cents: Very/Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/Smwht Unlikely (G)	Purchase Likelihood At 42 Cents: Very/Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/Smwht Unlikely (J)	Purchase Likelihood At 45 Cents: Very/Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/Smwht Unlikely (M)	Rate USPS: Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	1478	614	23	111	440	28	280	317	29	352	183	22	488	470	507	326	116	51
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
From a clerk at the post office	6221	5110	153	889	3685	199	2251	2759	215	3101	1724	127	4163	2006	2095	1350	497	247
	75%	77%	66%	73%	77%	68%	75%	74%	61%	77%	77%	50%	75%	77%	74%	74%	76%	85%
At the grocery store	1673	1354	80	328	977	41	734	797	58	695	420	55	1057	466	595	453	114	33
	20%	20%	35%	27%	21%	14%	24%	21%	17%	17%	19%	22%	19%	18%	21%	25%NR	17%	11%
From a vending machine at the post office, including the Automated Postal Center (APCs)	1011	794	72	134	560	65	357	529	52	404	374	59	566	302	320	244	92	48
	12%	12%	31%	11%	12%	22%	12%	14%	15%	10%	17%M	23%	10%	12%	11%	13%	14%	16%
From Stamps-by-Mail	397	255	0	66	165	46	119	263	17	157	118	48	283	105	166	56	50	15
	5%	4%	0	5%	3%	16%	4%	7%	5%	4%	5%	19%	5%	4%	6%	3%	8%P	5%
At a bank or retail store	315	233	6	32	166	0	105	199	6	138	108	27	209	102	92	94	14	14
	4%	4%	3%	3%	3%	0	3%	5%	2%	3%	5%	11%	4%	4%	3%	5%	2%	5%
From the Postal Service's website	263	208	0	43	178	11	63	154	14	93	71	35	154	91	109	43	16	4
	3%	3%	0	4%	4%	4%	2%	4%	4%	2%	3%	14%	3%	4%	4%	2%	3%	1%
From a non-Postal Service website, such as Stamps.com	83	92	0	29	82	0	39	27	0	28	12	0	43	29	30	13	10	0
	1%	1%	0	2%	2%	0	1%	1%	0	1%	1%	0	1%	1%	1%	1%	2%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A3

Where do you usually purchase First-Class letter postage stamps? - Aided

Base = Is the person who purchases First-Class letter postage stamps for household

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Households (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Some other place	334	277	0	29	266	0	68	134	36	178	69	37	242	99	119	90	21	0
	4%	4%	0	2%	6%G	0	2%	4%	10%	4%	3%	14%	4%	4%	4%	5%	3%	0
Don't know/Refused	10	0	0	0	0	0	0	0	0	11	0	0	11	0	0	10	0	0
	*	0	0	0	0	0	0	0	0	*	0	0	*	0	0	1%	0	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A4

How many First-Class letter postage stamps do you usually purchase at one time?

Base = Is the person who purchases First-Class letter postage stamps for household

	Total Household (A)	Purchase Likelihood At 39 Cents: Very/Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/Smwht Unlikely (D)	Purchase Likelihood At 40 Cents: Very/Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/Smwht Unlikely (G)	Purchase Likelihood At 42 Cents: Very/Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/Smwht Unlikely (J)	Purchase Likelihood At 45 Cents: Very/Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/Smwht Unlikely (M)	Rate USPS: Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	1478	614	23	111	440	28	280	317	29	352	183	22	488	470	507	326	116	51
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
20 or less stamps (Net)	5149	4037	145	700	3045	134	1694	2613	248	2377	1611	125	3458	1601	1741	1248	362	165
	62%	61%	63%	58%	64%G	46%	56%	70%J	71%	59%	72%M	49%	63%	61%	61%	69%N OQ	55%	57%
1-5 stamps (3)	571	467	15	110	443	0	167	242	40	225	167	10	330	169	210	141	43	7
	7%	7%	6%	9%	9%	0	6%	6%	11%	6%	7%	4%	6%	6%	7%	8%	7%	2%
6-10 stamps (Half a booklet/Half a sheet) (8)	598	413	12	128	324	0	253	298	28	320	287	16	330	173	193	161	41	25
	7%	6%	5%	11%	7%	0	8%	8%	8%	8%	13%M	6%	6%	7%	7%	9%	6%	9%
11-19 stamps (15)	183	160	0	0	150	0	10	97	13	87	48	16	119	73	49	47	14	0
	2%	2%	0	0	3%G	0	*	3%	4%	2%	2%	6%	2%	3%	2%	3%	2%	0
20 stamps (One booklet/One sheet) (20)	3796	2996	118	462	2128	134	1264	1976	167	1746	1108	84	2680	1186	1290	898	263	133
	46%	45%	51%	38%	45%	46%	42%	53%J	48%	44%	50%	33%	48%	46%	45%	49%	40%	46%
21 - 40 stamps (Net)	975	710	20	205	478	64	398	404	38	513	235	53	678	268	409	182	85	31
	12%	11%	8%	17%	10%	22%	13%	11%	11%	13%	11%	21%	12%	10%	14%	10%	13%	11%
21-39 stamps (30)	227	129	0	82	102	0	109	101	10	124	91	6	137	58	94	56	16	4
	3%	2%	0	7%B	2%	0	4%	3%	3%	3%	4%	3%	2%	2%	3%	3%	2%	1%
40 stamps (2 booklets/2 sheets) (40)	748	581	20	123	376	64	290	303	28	389	144	47	541	210	315	126	69	27
	9%	9%	8%	10%	8%	22%	10%	8%	8%	10%	6%	19%	10%	8%	11%	7%	10%	9%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A4

How many First-Class letter postage stamps do you usually purchase at one time?

Base = Is the person who purchases First-Class letter postage stamps for household

	Total Household (A)	Purchase Likelihood At 39 Cents: Very/Smwht Like-ly (B)	Neither Like-ly Nor Un-like-ly (C)	Very/Smwht Un-like-ly (D)	Purchase Likelihood At 40 Cents: Very/Smwht Like-ly (E)	Neither Like-ly Nor Un-like-ly (F)	Very/Smwht Un-like-ly (G)	Purchase Likelihood At 42 Cents: Very/Smwht Like-ly (H)	Neither Like-ly Nor Un-like-ly (I)	Very/Smwht Un-like-ly (J)	Purchase Likelihood At 45 Cents: Very/Smwht Like-ly (K)	Neither Like-ly Nor Un-like-ly (L)	Very/Smwht Un-like-ly (M)	Rate USPS: Excel-lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
41 or more stamps (Net)	2001	1796	66	312	1174	94	917	664	64	1041	324	75	1334	693	671	356	186	82
	24%	27%	29%	26%	25%	32%	30%	18%	18%	26%H	14%	30%	24%K	27%P	24%	20%	28%	28%
41-99 stamps (70)	238	215	0	59	172	0	102	89	11	104	44	0	159	71	102	57	8	0
	3%	3%	0	5%	4%	0	3%	2%	3%	3%	2%	0	3%	3%	4%	3%	1%	0
100 stamps (5 booklets/5 sheets/1 coil/1 roll) (100)	1602	1485	60	224	891	88	787	536	41	818	263	63	1034	561	539	262	151	77
	19%	22%	26%	18%	19%	30%	26%E	14%	12%	20%H	12%	25%	19%K	22%P	19%	14%	23%P	27%P
More than 100 stamps (120)	160	96	6	29	111	6	28	38	11	119	17	11	141	61	30	37	28	5
	2%	1%	3%	2%	2%	2%	1%	1%	3%	3%	1%	5%	3%	2%	1%	2%	4%O	2%
Don't know/Refused	120	68	0	0	59	0	9	50	0	77	66	0	62	42	15	29	22	12
	1%	1%	0	0	1%	0	*	1%	0	2%	3%	0	1%	2%	1%	2%	3%O	4%O
Mean	39.1	41.1	43.3	39.4	38.6	50.6	43.9	33.6	33.1	41.2H	30.2	46.8	39.5K	41.1 P	38.6	34.6	44.4 P	44.6
Standard Deviation	35.17	36.09	37.98	35.35	35.62	35.98	36.78	31.30	32.78	36.36	29.52	37.95	35.04	36.46	33.99	32.88	38.41	37.64
Standard Error	0.92	1.46	7.92	3.36	1.71	6.80	2.20	1.77	6.09	1.95	2.21	8.09	1.59	1.69	1.51	1.84	3.61	5.38

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #35260 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A5

Right now, how many 39 cent First-Class letter postage stamps does your household currently have? Your best estimate is fine.

Base = Is the person who purchases First-Class letter postage stamps for household

	Total Households (A)	Purchase Likelihood At 39 Cents: Very/Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/Smwht Unlikely (D)	Purchase Likelihood At 40 Cents: Very/Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/Smwht Unlikely (G)	Purchase Likelihood At 42 Cents: Very/Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/Smwht Unlikely (J)	Purchase Likelihood At 45 Cents: Very/Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/Smwht Unlikely (M)	Rate USPS: Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	1478	614	23	111	440	28	280	317	29	352	183	22	488	470	507	326	116	51
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Any (Net)	7158	5646	206	1020	4027	274	2597	3220	324	3574	1853	225	5011	2309	2425	1584	549	261
	87%	85%	89%	84%	85%	94%	86%	86%	93%	89%	83%	89%	91%K	89%	86%	87%	84%	90%
20 or less stamps (Subnet)	5099	3931	152	590	2959	202	1537	2481	242	2550	1517	126	3615	1622	1708	1235	353	169
	62%	59%D	66%	48%	62%G	69%	51%	67%	69%	64%	68%	50%	65%	62%	60%	68%OQ	54%	58%
1-5 stamps (3)	1397	1068	26	205	876	10	420	709	80	666	521	20	878	401	438	423	72	64
	17%	16%	11%	17%	18%	3%	14%	19%	23%	17%	23%M	8%	16%	15%	15%	23%NOQ	11%	22%
6-10 stamps (Half a booklet/Half a sheet) (8)	1917	1476	95	210	1055	89	629	950	78	952	519	56	1437	625	615	436	160	73
	23%	22%	41%	17%	22%	30%	21%	25%	22%	24%	23%	22%	26%	24%	22%	24%	24%	25%
11-19 stamps (15)	961	745	22	103	522	74	288	428	32	482	256	27	646	300	340	236	61	19
	12%	11%	10%	8%	11%	25%	10%	11%	9%	12%	11%	11%	12%	12%	12%	13%	9%	7%
20 stamps (One booklet/One sheet) (20)	825	643	9	73	505	30	200	394	52	451	221	23	655	296	315	140	60	13
	10%	10%	4%	6%	11%	10%	7%	11%	15%	11%	10%	9%	12%	11%	11%	8%	9%	5%
21 - 40 stamps (Subnet)	945	759	41	260	458	17	579	382	13	408	195	20	586	300	358	172	73	33
	11%	11%	18%	21%B	10%	6%	19%E	10%	4%	10%	9%	8%	11%	12%	13%	9%	11%	11%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #35260 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A5

Right now, how many 39 cent First-Class letter postage stamps does your household currently have? Your best estimate is fine.

Base = Is the person who purchases First-Class letter postage stamps for household

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
21-39 stamps (30)	682	532	41	204	340	17	409	263	13	297	129	11	433	212	263	108	56	33
	8%	8%	18%	17%B	7%	6%	14%E	7%	4%	7%	6%	4%	8%	8%	9%	6%	9%	11%
40 stamps (2 booklets/2 sheets) (40)	263	227	0	56	118	0	171	119	0	110	67	9	154	88	94	64	17	0
	3%	3%	0	5%	2%	0	6%E	3%	0	3%	3%	4%	3%	3%	3%	4%	3%	0
41 or more stamps (Subnet)	1114	956	13	170	610	54	481	357	69	616	140	78	809	388	360	177	124	59
	14%	14%	6%	14%	13%	19%	16%	10%	20%	15%H	6%	31%	15%K	15%P	13%	10%	19%P	20%P
41-99 stamps (70)	867	791	7	123	517	40	370	265	58	433	91	56	594	307	266	154	86	48
	11%	12%	3%	10%	11%	14%	12%	7%	17%	11%	4%	22%	11%K	12%	9%	9%	13%	17%
100 stamps (5 booklets/ 5 sheets/1 coil/1 roll) (100)	159	109	0	36	62	8	74	53	11	116	20	22	138	33	74	19	21	11
	2%	2%	0	3%	1%	3%	2%	1%	3%	3%	1%	9%	2%	1%	3%	1%	3%	4%
More than 100 stamps (120)	88	56	6	10	30	6	36	39	0	67	29	0	78	48	20	4	16	0
	1%	1%	3%	1%	1%	2%	1%	1%	0	2%	1%	0	1%	2%P	1%	*	2%P	0
Zero/None (0)	956	865	24	179	674	17	368	429	26	368	313	28	467	268	376	196	89	14
	12%	13%	11%	15%	14%	6%	12%	11%	7%	9%	14%M	11%	8%	10%	13%	11%	14%	5%
Don't know/Refused	131	100	0	19	55	0	53	82	0	66	70	0	54	27	35	36	17	16
	2%	2%	0	2%	1%	0	2%	2%	0	2%	3%	0	1%	1%	1%	2%	3%	5%NO
Mean (Including None)	20.8	21.1	16.5	22.6	19.1	25.1	24.1E	17.9	22.7	22.6H	14.9	32.4	22.0K	22.1 P	20.6 P	16.9	25.1 P	24.8P

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A5

Right now, how many 39 cent First-Class letter postage stamps does your household currently have? Your best estimate is fine.

Base = Is the person who purchases First-Class letter postage stamps for household

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Households (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Standard Deviation (Including None)	25.59	25.58	21.86	26.50	24.24	28.25	27.18	23.24	27.34	27.74	21.33	32.86	26.64	26.59	25.19	21.68	30.36	28.56
Standard Error (Including None)	0.67	1.04	4.56	2.54	1.16	5.34	1.64	1.32	5.08	1.49	1.60	7.01	1.21	1.23	1.13	1.21	2.86	4.12
Mean (Excluding None)	23.5	24.3	18.4	26.6	22.4	26.7	27.5E	20.2	24.5	24.9H	17.5	36.5	24.1K	24.7 P	23.8 P	19.0	29.2 P	26.0
Standard Deviation (Excluding None)	26.02	26.01	22.33	26.82	24.78	28.40	27.38	23.75	27.62	28.12	22.09	32.65	26.96	26.94	25.63	22.10	30.86	28.72
Standard Error (Excluding None)	0.72	1.13	4.87	2.75	1.27	5.57	1.75	1.42	5.31	1.59	1.77	7.30	1.28	1.32	1.22	1.30	3.13	4.23

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A6

Now, please rate the US Postal Service on its overall performance in the PAST THREE MONTHS. Would you say its overall performance in the past three months has been excellent, very good, good, fair or poor?

Base = Is the person who purchases First-Class letter postage stamps for household

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	1478	614	23	111	440	28	280	317	29	352	183	22	488	470	507	326	116	51
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Excellent/Very good/Good (Net)	7256 88%	5844 88%	180 78%	1024 84%	4362 92%G	209 72%	2478 82%	3386 91%	269 77%	3495 87%	2003 90%	229 91%	4858 88%	2604 100% QR	2836 100% QR	1815 100%QR	0 0	0 0
Excellent/Very good (Subnet)	5441 66%	4442 67%	133 58%	771 63%	3265 69%	140 48%	1942 64%	2521 68%	191 55%	2578 64%	1449 65%	176 70%	3649 66%	2604 100% PQR	2836 100%PQ R	0 0	0 0	0 0
Excellent (05)	2604 32%	2174 33%	66 29%	346 28%	1584 33%	58 20%	927 31%	1203 32%	68 19%	1293 32%	717 32%	79 31%	1764 32%	2604 100% QR	0 OP 0	0 0	0 0	0 0
Very good (04)	2836 34%	2269 34%	67 29%	425 35%	1681 35%	82 28%	1015 34%	1318 35%	123 35%	1285 32%	732 33%	97 38%	1885 34%	0 0	2836 100% QR	0 NP 0	0 0	0 0
Good (03)	1815 22%	1401 21%	46 20%	253 21%	1097 23%	69 24%	536 18%	865 23%	79 23%	917 23%	554 25%	53 21%	1209 22%	0 0	0 0	1815 100% QR	0 NO 0	0 0
Fair/Poor (Net)	945 11%	721 11%	51 22%	193 16%	378 8%	82 28%	512 17%E	345 9%	80 23%	482 12%	233 10%	24 9%	644 12%	0 0	0 0	0 0	655 100% NOP	291 100%NOP

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A6

Now, please rate the US Postal Service on its overall performance in the PAST THREE MONTHS. Would you say its overall performance in the past three months has been excellent, very good, good, fair or poor?

Base = Is the person who purchases First-Class letter postage stamps for household

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Households (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Fair (02)	655	545	51	91	288	75	336	206	80	330	160	17	440	0	0	0	655	0
	8%	8%	22%	7%	6%	26%	11%E	6%	23%	8%	7%	7%	8%	0	0	0	100% PR	NO 0
Poor (01)	291	176	0	102	90	7	175	138	0	152	72	6	204	0	0	0	0	291
	4%	3%	0	8%B	2%	2%	6%E	4%	0	4%	3%	3%	4%	0	0	0	0	100%NOPQ
Don't know/Refused	43	46	0	0	17	0	29	0	0	31	0	0	31	0	0	0	0	0
	1%	1%	0	0	*	0	1%	0	0	1%	0	0	1%	0	0	0	0	0
Mean	3.8	3.9	3.6	3.7	3.9G	3.4	3.7	3.9	3.5	3.8	3.8	3.9	3.8	5.00 PQR	4.0	3.0	2.0	1.0
Standard Deviation	1.07	1.05	1.12	1.20	0.99	1.14	1.18	1.05	1.05	1.09	1.06	1.01	1.08	*	0.00	0.00	0.00	0.00
Standard Error	0.03	0.04	0.23	0.11	0.05	0.22	0.07	0.06	0.19	0.06	0.08	0.21	0.05	*	0.00	0.00	0.00	0.00

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A7

How easy is it to purchase First-Class stamps to send letters? Would you say it is...

Base = Is the person who purchases First-Class letter postage stamps for household

	Total Households (A)	Purchase Likelihood At 39 Cents: Very/Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/Smwht Unlikely (D)	Purchase Likelihood At 40 Cents: Very/Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/Smwht Unlikely (G)	Purchase Likelihood At 42 Cents: Very/Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/Smwht Unlikely (J)	Purchase Likelihood At 45 Cents: Very/Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/Smwht Unlikely (M)	Rate USPS: Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	1478	614	23	111	440	28	280	317	29	352	183	22	488	470	507	326	116	51
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Easy (Net)	7630	6157	230	1137	4392	279	2836	3467	332	3656	2045	253	5072	2518	2696	1593	550	235
	93%	93%	100%	93%	92%	96%	94%	93%	95%	91%	91%	100%	92%	97%P QR	95%P QR	88%	84%	81%
Very easy (05)	6206	5141	166	957	3721	221	2298	2874	249	2855	1762	183	3959	2244	2160	1220	359	191
	75%	78%	72%	79%	78%	76%	76%	77%	71%	71%	79%	73%	72%	86%O PQR	76%P Q	67%Q	55%	66%
Somewhat easy (04)	1424	1017	65	181	671	58	538	593	83	802	283	70	1113	274	536	373	191	44
	17%	15%	28%	15%	14%	20%	18%	16%	24%	20%	13%	27%	20%K	11%	19%N	21%N	29%N O	15%
Neither easy nor difficult (03)	197	168	0	50	132	0	85	41	0	148	20	0	159	21	69	62	32	7
	2%	3%	0	4%	3%	0	3%	1%	0	4%H	1%	0	3%	1%	2%	3%N	5%N	3%
Difficult (Net)	402	280	0	30	227	13	96	223	17	203	156	0	301	66	71	152	65	48
	5%	4%	0	2%	5%	4%	3%	6%	5%	5%	7%	0	5%	3%	3%	8%N O	10%N O	17%NO
Somewhat difficult (02)	297	200	0	30	154	13	73	184	0	139	117	0	220	40	50	119	58	31
	4%	3%	0	2%	3%	4%	2%	5%	0	3%	5%	0	4%	2%	2%	7%NO	9%N O	11%NO
Very difficult (01)	105	80	0	0	73	0	24	39	17	64	39	0	81	26	22	33	7	17
	1%	1%	0	0	2%	0	1%	1%	5%	2%	2%	0	1%	1%	1%	2%	1%	6%NO

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A7

How easy is it to purchase First-Class stamps to send letters? Would you say it is...

Base = Is the person who purchases First-Class letter postage stamps for household

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Don't know/Refused	16	5	0	0	5	0	0	0	0	0	16	0	0	0	0	8	8	0
	*	*	0	0	*	0	0	0	0	0	1%	0	0	0	0	*	1%	NO 0
Mean	4.6	4.7	4.7	4.7	4.6	4.7	4.7	4.6	4.6	4.6	4.6	4.7	4.6	4.8O PQR	4.7P QR	4.5	4.3	4.2
Standard Deviation	0.81	0.78	0.45	0.66	0.82	0.69	0.72	0.82	0.92	0.85	0.88	0.45	0.85	0.63	0.68	0.96	0.99	1.26
Standard Error	0.02	0.03	0.09	0.06	0.04	0.13	0.04	0.05	0.17	0.05	0.07	0.10	0.04	0.03	0.03	0.05	0.09	0.18

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A8

Did you buy 39-cent stamps before the price change or after the price change in January, 2006?

Base = Is the person who purchases First-Class letter postage stamps for household

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total House -holds (A)	Very/ Smwht Like -ly (B)	Nei-ther Like -ly Nor Un-like -ly (C)	Very/ Smwht Un-like -ly (D)	Very/ Smwht Like -ly (E)	Nei-ther Like -ly Nor Un-like -ly (F)	Very/ Smwht Un-like -ly (G)	Very/ Smwht Like -ly (H)	Nei-ther Like -ly Nor Un-like -ly (I)	Very/ Smwht Un-like -ly (J)	Very/ Smwht Like -ly (K)	Nei-ther Like -ly Nor Un-like -ly (L)	Very/ Smwht Un-like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	1478	614	23	111	440	28	280	317	29	352	183	22	488	470	507	326	116	51
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Before the price change	1168	874	28	190	663	22	397	625	98	475	452	41	689	296	447	277	85	65
	14%	13%	12%	16%	14%	8%	13%	17%	28%	12%	20%M	16%	12%	11%	16%	15%	13%	22%N
After the price change	6556	5257	196	908	3769	256	2396	2936	251	3267	1691	201	4512	2181	2190	1416	526	208
	80%	80%	85%	75%	79%	88%	79%	79%	72%	82%	76%	79%	82%	84%O PR	77%	78%	80%	71%
Don't know/Refused	520	480	6	120	325	13	226	170	0	265	93	11	331	128	200	122	44	18
	6%	7%	3%	10%	7%	4%	7%	5%	0	7%	4%	4%	6%	5%	7%	7%	7%	6%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A9

Did you buy 2-cent stamps, sometimes called make-up stamps, before the price change or after the price change in January, 2006?

Base = Is the person who purchases First-Class letter postage stamps for household

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total House -holds (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	1478	614	23	111	440	28	280	317	29	352	183	22	488	470	507	326	116	51
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Before the price change	1789	1370	72	212	1029	69	561	850	126	916	528	70	1252	673	620	335	103	57
	22%	21%	31%	17%	22%	24%	19%	23%	36%	23%	24%	28%	23%	26%PQ	22%	18%	16%	20%
After the price change	4518	3752	79	666	2650	176	1674	1936	106	2319	1126	93	3159	1387	1544	1073	325	165
	55%	57%	34%	55%	56%	61%	55%	52%	30%	58%	50%	37%	57%	53%	54%	59%	50%	57%
Don't know/Refused	1938	1488	80	339	1078	46	783	945	118	773	581	90	1121	544	673	407	227	69
	24%	23%	35%	28%	23%	16%	26%	25%	34%	19%	26%	36%	20%	21%	24%	22%	35%NOP	24%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A10

At the time of the price change in January, 2006, did you use two 37-cent stamps on your letters or use some combination of stamps that caused you to overpay for postage?

Base = Is the person who purchases First-Class letter postage stamps for household

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	1478	614	23	111	440	28	280	317	29	352	183	22	488	470	507	326	116	51
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Yes	3016	2402	31	411	1947	76	821	1750	87	1303	1064	133	1935	963	972	699	258	114
	37%	36%	14%	34%	41%G	26%	27%	47%J	25%	33%	48%M	52%	35%	37%	34%	39%	39%	39%
No	4996	4009	199	783	2680	193	2123	1883	249	2654	1106	120	3486	1569	1764	1084	374	177
	61%	61%	86%	64%	56%	66%	70%E	50%	71%	66%H	49%	48%	63%K	60%	62%	60%	57%	61%
Don't know/Refused	233	200	0	23	129	23	74	97	13	51	66	0	111	72	100	32	24	0
	3%	3%	0	2%	3%	8%	2%	3%	4%	1%	3%	0	2%	3%	4%	2%	4%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A11

Did you use any 1-cent or 2-cent stamps left over from the last rate change?

Base = Is the person who purchases First-Class letter postage stamps for household

	Total Household (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Like-ly (B)	Neither Like-ly Nor Un-like-ly (C)	Very/ Smwht Un-like-ly (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Like-ly (E)	Neither Like-ly Nor Un-like-ly (F)	Very/ Smwht Un-like-ly (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Like-ly (H)	Neither Like-ly Nor Un-like-ly (I)	Very/ Smwht Un-like-ly (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Like-ly (K)	Neither Like-ly Nor Un-like-ly (L)	Very/ Smwht Un-like-ly (M)	Rate USPS: Excel-lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	1478	614	23	111	440	28	280	317	29	352	183	22	488	470	507	326	116	51
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Yes	2370	1924	47	226	1317	57	782	1190	79	1230	712	84	1724	696	824	562	163	122
	29%	29%D	20%	19%	28%	20%	26%	32%	23%	31%	32%	33%	31%	27%	29%	31%	25%	42%NQ
No	5701	4583	178	963	3354	221	2203	2456	253	2717	1482	140	3705	1860	1955	1205	472	169
	69%	69%	77%	79%B	71%	76%	73%	66%	73%	68%	66%	55%	67%	71%	69%	66%	72%	58%
Don't know/Refused	173	104	6	28	86	13	33	84	17	61	42	29	103	48	57	48	20	0
	2%	2%	3%	2%	2%	4%	1%	2%	5%	2%	2%	11%	2%	2%	2%	3%	3%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A12

After the rate change in January, 2006, did you mail any letters using the old 37-cent stamp that had insufficient postage?

Base = Is the person who purchases First-Class letter postage stamps for household

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	1478	614	23	111	440	28	280	317	29	352	183	22	488	470	507	326	116	51
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Yes	1157	884	15	223	723	0	391	512	42	618	431	34	708	353	402	258	95	42
	14%	13%	7%	18%	15%	0	13%	14%	12%	15%	19%M	13%	13%	14%	14%	14%	14%	14%
No	6946	5652	215	967	3951	291	2618	3149	290	3324	1750	190	4758	2245	2406	1480	540	241
	84%	85%	93%	79%	83%	100%	87%	84%	83%	83%	78%	75%	86%K	86%	85%	82%	82%	83%
Don't know/Refused	142	75	0	26	82	0	9	69	17	65	56	29	66	7	28	78	20	8
	2%	1%	0	2%	2%	0	*	2%	5%	2%	3%	12%	1%	*	1%	4%NO	3%N	3%N

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A13

At the time of the rate change, did you use a computer to print postage, rather than purchasing traditional postage stamps?

Base = Is the person who purchases First-Class letter postage stamps for household

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	1478	614	23	111	440	28	280	317	29	352	183	22	488	470	507	326	116	51
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Yes	258	188	0	20	131	16	60	146	23	131	65	21	200	96	54	86	15	7
	3%	3%	0	2%	3%	6%	2%	4%	6%	3%	3%	8%	4%	4%	2%	5%O	2%	2%
No	7933	6395	230	1197	4616	275	2941	3561	297	3865	2160	203	5307	2492	2774	1718	630	283
	96%	97%	100%	98%	97%	94%	97%	95%	85%	96%	97%	80%	96%	96%	98%P	95%	96%	98%
Don't know/Refused	54	28	0	0	10	0	18	24	30	12	11	29	25	16	8	11	10	0
	1%	*	0	0	*	0	1%	1%	9%	*	*	12%	*	1%	*	1%	2%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A14

At the time of the rate change, did you take any First-Class letters to the counter of the post office and purchase postage from a clerk?

Base = Is the person who purchases First-Class letter postage stamps for household

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	1478	614	23	111	440	28	280	317	29	352	183	22	488	470	507	326	116	51
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Yes	2950	2510	113	406	1848	75	1087	1310	137	1354	829	39	1898	975	973	629	253	115
	36%	38%	49%	33%	39%	26%	36%	35%	39%	34%	37%	15%	34%	37%	34%	35%	39%	39%
No	5185	4025	111	788	2875	199	1890	2372	212	2595	1371	203	3576	1595	1824	1163	395	171
	63%	61%	48%	65%	60%	68%	63%	64%	61%	65%	61%	80%	65%	61%	64%	64%	60%	59%
Don't know/Refused	109	75	6	22	34	17	41	48	0	58	37	11	58	35	39	23	6	5
	1%	1%	3%	2%	1%	6%	1%	1%	0	1%	2%	4%	1%	1%	1%	1%	1%	2%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A15

Overall, did the last rate change create any inconvenience for you? Would you say... - Aided

Base = Is the person who purchases First-Class letter postage stamps for household

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Households (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	1478	614	23	111	440	28	280	317	29	352	183	22	488	470	507	326	116	51
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
None/Very little (Net)	4241	3542	106	710	2650	159	1598	1789	150	1978	1146	88	2680	1593	1477	845	242	84
	51%	54%	46%	58%	56%	55%	53%	48%	43%	49%	51%	35%	48%	61%O PQR	52%Q R	47%R	37%	29%
It created no inconvenience at all	2129	1805	39	427	1408	50	801	881	34	971	620	10	1253	890	719	365	99	56
	26%	27%	17%	35%	30%	17%	27%	24%	10%	24%	28%	4%	23%	34%O PQR	25%Q	20%	15%	19%
It created very little inconvenience	2112	1737	67	283	1241	109	797	908	116	1007	525	78	1427	702	758	479	143	29
	26%	26%	29%	23%	26%	38%	26%	24%	33%	25%	23%	31%	26%	27%R	27%R	26%R	22%	10%
It made no difference	1410	1016	65	181	780	25	454	729	107	683	420	70	964	430	490	343	106	25
	17%	15%	28%	15%	16%	8%	15%	20%	31%	17%	19%	28%	17%	16%	17%	19%	16%	9%
Some/A great deal (Net)	2559	2027	60	326	1327	108	940	1201	92	1347	643	94	1889	582	861	622	298	177
	31%	31%	26%	27%	28%	37%	31%	32%	26%	34%	29%	37%	34%	22%	30%N	34%N	46%N OP	61%NOP
It created some inconvenience	2069	1671	60	249	1114	108	733	963	49	1098	498	77	1520	497	693	514	224	123
	25%	25%	26%	20%	23%	37%	24%	26%	14%	27%	22%	30%	27%	19%	24%	28%N	34%N O	42%NO
It created a great deal of inconvenience	490	355	0	78	214	0	207	238	44	249	145	17	369	85	168	108	75	54
	6%	5%	0	6%	4%	0	7%	6%	13%	6%	6%	7%	7%	3%	6%	6%	11%N O	19%NOP

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A15

Overall, did the last rate change create any inconvenience for you? Would you say... - Aided

Base = Is the person who purchases First-Class letter postage stamps for household

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Don't know/Refused	34	26	0	0	0	0	26	12	0	0	28	0	0	0	8	6	8	5
	*	*	0	0	0	0	1%	*	0	0	1%M	0	0	0	*	*	1%N	2%N

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A16

What sort of inconvenience did you experience? What other things did you encounter? Anything else?

Base = Is the person who purchases First-Class letter postage stamps for household and the last postage rate change created a great deal or some inconvenience

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total House -holds (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	471	196	6	30	129	11	88	103	7	122	52	8	171	107	156	118	55	31
Weighted Total	2559	2027	60**	326**	1327	108**	940*	1201*	92**	1347	643*	94**	1889	582*	861	622	298*	177**
Costs more/Price increased	626	430	19	114	281	28	241	328	31	321	158	56	451	137	213	162	72	38
	24%	21%	32%	35%	21%	26%	26%	27%	34%	24%	25%	59%	24%	24%	25%	26%	24%	21%
Had to buy 1 cent/2 cent/ make-up stamps	626	474	16	81	280	33	236	254	10	407	87	0	583	154	229	140	68	26
	24%	23%	28%	25%	21%	30%	25%	21%	10%	30%	14%	0	31%K	26%	27%	22%	23%	15%
Had to go back to buy stamps	378	369	17	41	205	11	193	172	10	147	89	12	228	100	127	83	26	42
	15%	18%	28%	13%	15%	10%	21%	14%	11%	11%	14%	12%	12%	17%	15%	13%	9%	24%
Had to wait in line	169	143	0	45	89	12	86	32	11	111	34	0	121	25	67	48	23	6
	7%	7%	0	14%	7%	12%	9%	3%	12%	8%	5%	0	6%	4%	8%	8%	8%	3%
Financial burden/On fixed income	165	99	24	16	75	15	52	78	31	57	25	17	123	41	53	38	29	0
	6%	5%	39%	5%	6%	14%	6%	6%	33%	4%	4%	18%	7%	7%	6%	6%	10%	0
Stamps were not available	160	132	0	16	102	0	46	72	0	100	42	0	131	24	65	56	11	4
	6%	6%	0	5%	8%	0	5%	6%	0	7%	7%	0	7%	4%	8%	9%	4%	2%
Not enough advance notice of price increase/Hadn't heard there was an increase	130	130	0	0	103	7	20	71	0	60	30	0	101	31	59	19	20	0
	5%	6%	0	0	8%	7%	2%	6%	0	4%	5%	0	5%	5%	7%	3%	7%	0
Had to use two 37 cent stamps/overpay	90	99	0	0	84	0	15	68	0	19	24	12	50	22	20	40	0	8
	4%	5%	0	0	6%	0	2%	6%	0	1%	4%	13%	3%	4%	2%	6%	0	4%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A16

What sort of inconvenience did you experience? What other things did you encounter? Anything else?

Base = Is the person who purchases First-Class letter postage stamps for household and the last postage rate change created a great deal or some inconvenience

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	2559	2027	60**	326**	1327	108**	940*	1201*	92**	1347	643*	94**	1889	582*	861	622	298*	177**
Difficult to find/Couldn't find 1 cent/2 cent stamps	79 3%	95 5%	0 0	14 4%	62 5%	0 0	46 5%	34 3%	0 0	24 2%	8 1%	9 10%	40 2%	18 3%	28 3%	16 3%	11 4%	6 4%
The hassle of dealing with more than one stamp	60 2%	47 2%	0 0	14 4%	39 3%	0 0	22 2%	32 3%	0 0	31 2%	21 3%	0 0	42 2%	27 5%P	23 3%	0 0	5 2%	5 3%
Letter delayed/Incurred late fees due to insufficient postage on hand	57 2%	42 2%	0 0	20 6%	31 2%	0 0	31 3%	31 3%	0 0	24 2%	31 5%	0 0	24 1%	6 1%	14 2%	16 3%	5 2%	17 9%
Having to remember to use 1 cent/2 cent stamps	56 2%	25 1%	0 0	0 0	11 1%	0 0	14 1%	38 3%	0 0	47 3%	9 1%	0 0	76 4%	14 2%	13 2%	9 1%	12 4%	9 5%
Still had 37 cent stamps	50 2%	44 2%	0 0	0 0	20 2%	0 0	24 3%	22 2%	0 0	21 2%	14 2%	0 0	29 2%	9 2%	10 1%	11 2%	11 4%	8 4%
Other	180 7%	150 7%	8 14%	5 2%	115 9%	8 8%	46 5%	97 8%	0 0	71 5%	86 13%M	0 0	83 4%	24 4%	60 7%	49 8%	21 7%	25 14%
Don't know/Refused	40 2%	23 1%	0 0	6 2%	17 1%	0 0	7 1%	20 2%	0 0	36 3%	20 3%	0 0	36 2%	0 0	16 2%	16 3%	8 3%	0 0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A17 -- Yes Summary

Did you experience any of the following situations at the time of the rate change in January, 2006?

Base = Is the person who purchases First-Class letter postage stamps for household

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total House -holds (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	1478	614	23	111	440	28	280	317	29	352	183	22	488	470	507	326	116	51
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
You had to make a special trip to the post office to buy stamps	4080 49%	3455 52%	110 48%	538 44%	2278 48%	183 63%	1606 53%	1772 47%	134 38%	1989 50%	968 43%	117 46%	2831 51%	1209 46%	1408 50%	902 50%	346 53%	195 67%NOP
There were long lines at the post office	2078 25%	1594 24%	85 37%	305 25%	1126 24%	56 19%	794 26%	1151 31%J	73 21%	863 22%	702 31%	28 11%	1351 24%	446 17%	667 24%N	533 29%N	267 41%N OP	159 55%NOP
The post office was out of stamps, and you had to come back	838 10%	715 11%	33 14%	187 15%	441 9%	23 8%	471 16%E	354 9%	17 5%	365 9%	246 11%	17 7%	485 9%	218 8%	286 10%	160 9%	99 15%N	75 26%NOP
The post office was low on stamps and limited the number you could purchase	501 6%	420 6%	22 10%	77 6%	337 7%	23 8%	165 5%	283 8%	11 3%	181 5%	202 9%	0 0	273 5%	138 5%	166 6%	106 6%	61 9%	30 10%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A17A

Did you experience any of the following situations at the time of the rate change in January, 2006?

A. You had to make a special trip to the post office to buy stamps

Base = Is the person who purchases First-Class letter postage stamps for household

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	1478	614	23	111	440	28	280	317	29	352	183	22	488	470	507	326	116	51
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Yes	4080	3455	110	538	2278	183	1606	1772	134	1989	968	117	2831	1209	1408	902	346	195
	49%	52%	48%	44%	48%	63%	53%	47%	38%	50%	43%	46%	51%	46%	50%	50%	53%	67%NOP
No	4111	3138	121	679	2469	109	1403	1938	216	1979	1252	125	2674	1390	1421	899	288	91
	50%	47%	52%	56%	52%	37%	46%	52%	62%	49%	56%	49%	48%	53%R	50%R	50%R	44%	31%
Don't know/Refused	53	18	0	0	9	0	9	21	0	39	16	11	27	5	8	14	21	5
	1%	*	0	0	*	0	*	1%	0	1%	1%	4%	*	*	*	1%	3%NO	2%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A17B

Did you experience any of the following situations at the time of the rate change in January, 2006?

B. There were long lines at the post office

Base = Is the person who purchases First-Class letter postage stamps for household

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	1478	614	23	111	440	28	280	317	29	352	183	22	488	470	507	326	116	51
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Yes	2078	1594	85	305	1126	56	794	1151	73	863	702	28	1351	446	667	533	267	159
	25%	24%	37%	25%	24%	19%	26%	31%J	21%	22%	31%	11%	24%	17%	24%N	29%N	41%N OP	55%NOP
No	5769	4777	145	863	3467	221	2102	2364	264	2874	1425	225	3792	2089	1975	1177	369	122
	70%	72%	63%	71%	73%	76%	70%	63%	76%	72%H	64%	89%	69%	80%O PQR	70%Q R	65%R	56%	42%
Don't know/Refused	397	240	0	48	163	14	122	216	13	271	110	0	390	70	194	104	18	10
	5%	4%	0	4%	3%	5%	4%	6%	4%	7%	5%	0	7%	3%	7%N	6%N	3%	3%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A17C

Did you experience any of the following situations at the time of the rate change in January, 2006?

C. The post office was out of stamps, and you had to come back

Base = Is the person who purchases First-Class letter postage stamps for household

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	1478	614	23	111	440	28	280	317	29	352	183	22	488	470	507	326	116	51
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Yes	838	715	33	187	441	23	471	354	17	365	246	17	485	218	286	160	99	75
	10%	11%	14%	15%	9%	8%	16%E	9%	5%	9%	11%	7%	9%	8%	10%	9%	15%N	26%NOP
No	7183	5764	198	990	4234	254	2461	3235	332	3525	1931	227	4856	2339	2441	1604	550	205
	87%	87%	86%	81%	89%G	87%	82%	87%	95%	88%	86%	90%	88%	90%R	86%R	88%R	84%	71%
Don't know/Refused	224	131	0	40	82	14	86	141	0	119	59	9	191	47	110	51	6	10
	3%	2%	0	3%	2%	5%	3%	4%	0	3%	3%	4%	3%	2%	4%	3%	1%	3%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A17D

Did you experience any of the following situations at the time of the rate change in January, 2006?

D. The post office was low on stamps and limited the number you could purchase

Base = Is the person who purchases First-Class letter postage stamps for household

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	1478	614	23	111	440	28	280	317	29	352	183	22	488	470	507	326	116	51
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Yes	501	420	22	77	337	23	165	283	11	181	202	0	273	138	166	106	61	30
	6%	6%	10%	6%	7%	8%	5%	8%	3%	5%	9%	0	5%	5%	6%	6%	9%	10%
No	7417	5949	208	1118	4291	246	2741	3282	328	3625	1938	230	5010	2401	2547	1612	571	243
	90%	90%	90%	92%	90%	84%	91%	88%	94%	90%	87%	91%	91%	92%R	90%	89%	87%	84%
Don't know/Refused	326	242	0	22	129	23	112	166	10	202	96	23	250	65	123	97	23	17
	4%	4%	0	2%	3%	8%	4%	4%	3%	5%	4%	9%	5%	3%	4%	5%N	4%	6%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A18AA/A18AB

The price of a First-Class stamp is currently 39 cents. If you could buy the Forever Stamp today at 39 cents, you could use it to mail a letter anytime in the future, even if stamp prices had increased. At the price of 39 cents, how likely would you be to buy the FOREVER STAMP? Would you be...

Base = Is the person who purchases First-Class letter postage stamps for household and asked version A or B

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un-like -ly (C)	Very/ Smwht Un-like -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un-like -ly (F)	Very/ Smwht Un-like -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un-like -ly (I)	Very/ Smwht Un-like -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un-like -ly (L)	Very/ Smwht Un-like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	768	614	23	111	440	28	280	0	0	0	0	0	0	243	269	164	63	25
Weighted Total	8284	6611	230**	1217	4757	291**	3018	0**	0**	0**	0**	0**	0**	2636	2860	1766	699*	278**
Likely (Net)	6611	6611	0	0	4590	176	1724	0	0	0	0	0	0	2174	2269	1401	545	176
	80%	100%D	0	0	96%G	60%	57%	0	0	0	0	0	0	82%	79%	79%	78%	63%
Very likely (05)	5232	5232	0	0	3872	78	1207	0	0	0	0	0	0	1727	1867	1008	422	163
	63%	79%D	0	0	81%G	27%	40%	0	0	0	0	0	0	66%	65%	57%	60%	59%
Somewhat likely (04)	1378	1378	0	0	717	98	516	0	0	0	0	0	0	447	402	394	123	14
	17%	21%D	0	0	15%	34%	17%	0	0	0	0	0	0	17%	14%	22%O	18%	5%
Neither likely nor unlikely (03)	230	0	230	0	39	74	117	0	0	0	0	0	0	66	67	46	51	0
	3%	0	100%	0	1%	25%	4%E	0	0	0	0	0	0	3%	2%	3%	7%	0
Unlikely (Net)	1217	0	0	1217	76	42	1077	0	0	0	0	0	0	346	425	253	91	102
	15%	0	0	100%B	2%	14%	36%E	0	0	0	0	0	0	13%	15%	14%	13%	37%
Somewhat unlikely (02)	395	0	0	395	22	42	324	0	0	0	0	0	0	111	131	63	31	59
	5%	0	0	32%B	*	14%	11%E	0	0	0	0	0	0	4%	5%	4%	4%	21%
Very unlikely (01)	822	0	0	822	54	0	752	0	0	0	0	0	0	235	294	190	60	43
	10%	0	0	68%B	1%	0	25%E	0	0	0	0	0	0	9%	10%	11%	9%	16%
Don't know/Refused	226	0	0	0	51	0	101	0	0	0	0	0	0	50	99	65	12	0
	3%	0	0	0	1%	0	3%E	0	0	0	0	0	0	2%	3%	4%	2%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A18AA/A18AB

The price of a First-Class stamp is currently 39 cents. If you could buy the Forever Stamp today at 39 cents, you could use it to mail a letter anytime in the future, even if stamp prices had increased. At the price of 39 cents, how likely would you be to buy the FOREVER STAMP? Would you be...

Base = Is the person who purchases First-Class letter postage stamps for household and asked version A or B

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	8284	6611	230**	1217	4757	291**	3018	0**	0**	0**	0**	0**	0**	2636	2860	1766	699*	278**
Mean	4.2	4.8D	3.0	1.3	4.8G	3.7	3.4	0	0	0	0	0	0	4.3	4.2	4.2	4.2	3.7
Standard Deviation	1.32	0.41	0.00	0.47	0.60	1.01	1.68	0	0	0	0	0	0	1.27	1.34	1.32	1.27	1.66
Standard Error	0.05	0.02	0.00	0.04	0.03	0.19	0.10	0	0	0	0	0	0	0.08	0.08	0.10	0.16	0.33

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A19AA/A19AB

What are the reasons you are somewhat or very likely to buy the Forever Stamp at 39 cents? Any other reasons?

Base = Is the person who purchases First-Class letter postage stamps for household and asked version A or B and is likely to purchase a Forever Stamp at 39 cents

	Total Household (A)	Purchase Likelihood At 39 Cents: Very/Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/Smwht Unlikely (D)	Purchase Likelihood At 40 Cents: Very/Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/Smwht Unlikely (G)	Purchase Likelihood At 42 Cents: Very/Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/Smwht Unlikely (J)	Purchase Likelihood At 45 Cents: Very/Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/Smwht Unlikely (M)	Rate USPS: Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	614	614	0	0	426	16	161	0	0	0	0	0	0	201	213	131	49	16
Weighted Total	6611	6611	0**	0**	4590	176**	1724	0**	0**	0**	0**	0**	0**	2174	2269	1401	545*	176**
Convenience/Easier (unspecified)	1036	1036	0	0	916	8	111	0	0	0	0	0	0	331	324	208	120	45
	16%	16%	0	0	20%G	5%	6%	0	0	0	0	0	0	15%	14%	15%	22%	26%
Cheaper/Would save money in long run	1005	1005	0	0	745	8	232	0	0	0	0	0	0	365	250	225	126	39
	15%	15%	0	0	16%	5%	13%	0	0	0	0	0	0	17%	11%	16%	23%O	22%
Won't have to buy new/extra stamps/go to Post Office when rate changes	947	947	0	0	682	46	199	0	0	0	0	0	0	345	316	179	57	51
	14%	14%	0	0	15%	26%	12%	0	0	0	0	0	0	16%	14%	13%	10%	29%
Same price as current rate	938	938	0	0	456	53	408	0	0	0	0	0	0	293	392	139	83	32
	14%	14%	0	0	10%	30%	24%E	0	0	0	0	0	0	13%	17%	10%	15%	18%
Stays same rate forever/Can use for years to come	769	769	0	0	521	0	248	0	0	0	0	0	0	206	330	167	51	15
	12%	12%	0	0	11%	0	14%	0	0	0	0	0	0	9%	15%	12%	9%	9%
Won't have to worry about rate increases	678	678	0	0	553	8	116	0	0	0	0	0	0	236	266	122	47	7
	10%	10%	0	0	12%	5%	7%	0	0	0	0	0	0	11%	12%	9%	9%	4%
Good bargain/deal/Worth it	516	516	0	0	337	34	133	0	0	0	0	0	0	176	156	97	53	8
	8%	8%	0	0	7%	19%	8%	0	0	0	0	0	0	8%	7%	7%	10%	4%
Rate increases/Postal rates will be going up	387	387	0	0	223	0	151	0	0	0	0	0	0	97	136	101	42	0
	6%	6%	0	0	5%	0	9%	0	0	0	0	0	0	4%	6%	7%	8%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A19AA/A19AB

What are the reasons you are somewhat or very likely to buy the Forever Stamp at 39 cents? Any other reasons?

Base = Is the person who purchases First-Class letter postage stamps for household and asked version A or B and is likely to purchase a Forever Stamp at 39 cents

	Total Household (A)	Purchase Likelihood At 39 Cents: Very/Smwht Likely (B)	Purchase Likelihood At 39 Cents: Neither Likely Nor Unlikely (C)	Purchase Likelihood At 39 Cents: Very/Smwht Unlikely (D)	Purchase Likelihood At 40 Cents: Very/Smwht Likely (E)	Purchase Likelihood At 40 Cents: Neither Likely Nor Unlikely (F)	Purchase Likelihood At 40 Cents: Very/Smwht Unlikely (G)	Purchase Likelihood At 42 Cents: Very/Smwht Likely (H)	Purchase Likelihood At 42 Cents: Neither Likely Nor Unlikely (I)	Purchase Likelihood At 42 Cents: Very/Smwht Unlikely (J)	Purchase Likelihood At 45 Cents: Very/Smwht Likely (K)	Purchase Likelihood At 45 Cents: Neither Likely Nor Unlikely (L)	Purchase Likelihood At 45 Cents: Very/Smwht Unlikely (M)	Rate USPS: Excellent (N)	Rate USPS: Very Good (O)	Rate USPS: Good (P)	Rate USPS: Fair (Q)	Rate USPS: Poor (R)
Weighted Total	6611	6611	0**	0**	4590	176**	1724	0**	0**	0**	0**	0**	0**	2174	2269	1401	545*	176**
Logical/Why not?/Foolish not to (unspecified)	168	168	0	0	94	12	62	0	0	0	0	0	0	28	65	47	27	0
	3%	3%	0	0	2%	7%	4%	0	0	0	0	0	0	1%	3%	3%	5%	0
To send mail/a lot of mail	148	148	0	0	148	0	0	0	0	0	0	0	0	91	35	23	0	0
	2%	2%	0	0	3%G	0	0	0	0	0	0	0	0	4%	2%	2%	0	0
Would need more information before purchasing	71	71	0	0	35	23	14	0	0	0	0	0	0	36	5	7	23	0
	1%	1%	0	0	1%	13%	1%	0	0	0	0	0	0	2%	*	*	4%O	0
Would know letter will get to destination	54	54	0	0	54	0	0	0	0	0	0	0	0	20	27	7	0	0
	1%	1%	0	0	1%	0	0	0	0	0	0	0	0	1%	1%	1%	0	0
Would depend on picture/ look of stamp	42	42	0	0	32	0	10	0	0	0	0	0	0	17	18	7	0	0
	1%	1%	0	0	1%	0	1%	0	0	0	0	0	0	1%	1%	1%	0	0
Not that much of a price difference	37	37	0	0	27	0	0	0	0	0	0	0	0	13	14	10	0	0
	1%	1%	0	0	1%	0	0	0	0	0	0	0	0	1%	1%	1%	0	0
To prepare for the future	13	13	0	0	13	0	0	0	0	0	0	0	0	0	13	0	0	0
	*	*	0	0	*	0	0	0	0	0	0	0	0	0	1%	0	0	0
All negative mentions	10	10	0	0	0	0	10	0	0	0	0	0	0	10	0	0	0	0
	*	*	0	0	0	0	1%	0	0	0	0	0	0	*	0	0	0	0
Other	428	428	0	0	264	0	151	0	0	0	0	0	0	129	126	100	60	14
	6%	6%	0	0	6%	0	9%	0	0	0	0	0	0	6%	6%	7%	11%	8%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A19AA/A19AB

What are the reasons you are somewhat or very likely to buy the Forever Stamp at 39 cents? Any other reasons?

Base = Is the person who purchases First-Class letter postage stamps for household and asked version A or B and is likely to purchase a Forever Stamp at 39 cents

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	6611	6611	0**	0**	4590	176**	1724	0**	0**	0**	0**	0**	0**	2174	2269	1401	545*	176**
None/Nothing	132	132	0	0	74	0	46	0	0	0	0	0	0	30	31	60	11	0
	2%	2%	0	0	2%	0	3%	0	0	0	0	0	0	1%	1%	4%	2%	0
Don't know/Refused	105	105	0	0	80	0	26	0	0	0	0	0	0	61	19	26	0	0
	2%	2%	0	0	2%	0	1%	0	0	0	0	0	0	3%	1%	2%	0	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A20AA/A20AB

What are the reasons you say you are not likely to buy the Forever Stamp at 39 cents for your business? Any other reasons?

Base = Is the person who purchases First-Class letter postage stamps for household and asked version A or B and is not likely to purchase a Forever Stamp at 39 cents

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	134	0	23	111	10	12	109	0	0	0	0	0	0	37	47	28	13	9
Weighted Total	1447	0**	230**	1217	115**	116**	1194*	0**	0**	0**	0**	0**	0**	412*	492*	300**	142**	102**
Don't need/use stamps that often	310	0	90	220	16	22	272	0	0	0	0	0	0	97	69	72	36	37
	21%	0	39%	18%	14%	19%	23%	0	0	0	0	0	0	23%	14%	24%	25%	36%
Skeptical/Don't believe it	230	0	8	222	11	19	200	0	0	0	0	0	0	32	78	53	33	34
	16%	0	4%	18%	10%	17%	17%	0	0	0	0	0	0	8%	16%	18%	23%	34%
Not worth it/Waste of money/Bad deal (unspecified)	131	0	23	107	0	7	123	0	0	0	0	0	0	22	57	26	25	0
	9%	0	10%	9%	0	6%	10%	0	0	0	0	0	0	5%	12%	9%	17%	0
Don't want to pay extra now/pay more than current rate	86	0	16	69	0	29	57	0	0	0	0	0	0	22	28	35	0	0
	6%	0	7%	6%	0	25%	5%	0	0	0	0	0	0	5%	6%	12%	0	0
Only buy stamps when I need them	82	0	11	71	0	11	71	0	0	0	0	0	0	17	48	0	11	7
	6%	0	5%	6%	0	10%	6%	0	0	0	0	0	0	4%	10%	0	8%	7%
It's easy/No problem to adjust to rate increase/buy new stamps	73	0	0	73	20	0	53	0	0	0	0	0	0	39	34	0	0	0
	5%	0	0	6%	18%	0	4%	0	0	0	0	0	0	9%	7%	0	0	0
Not interested	54	0	0	54	0	0	44	0	0	0	0	0	0	33	21	0	0	0
	4%	0	0	4%	0	0	4%	0	0	0	0	0	0	8%	4%	0	0	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A20AA/A20AB

What are the reasons you say you are not likely to buy the Forever Stamp at 39 cents for your business? Any other reasons?

Base = Is the person who purchases First-Class letter postage stamps for household and asked version A or B and is not likely to purchase a Forever Stamp at 39 cents

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	1447	0**	230**	1217	115**	116**	1194*	0**	0**	0**	0**	0**	0**	412*	492*	300**	142**	102**
Collect stamps/Like variety of stamps	44	0	0	44	0	0	44	0	0	0	0	0	0	10	34	0	0	0
	3%	0	0	4%	0	0	4%	0	0	0	0	0	0	2%	7%	0	0	0
Would use the stamps before next rate increase	23	0	0	23	0	0	23	0	0	0	0	0	0	0	9	14	0	0
	2%	0	0	2%	0	0	2%	0	0	0	0	0	0	0	2%	5%	0	0
Stamps would get lost/ misplaced	20	0	0	20	0	0	20	0	0	0	0	0	0	0	0	11	9	0
	1%	0	0	2%	0	0	2%	0	0	0	0	0	0	0	0	4%	6%	0
Don't want to plan for the future	10	0	0	10	0	0	10	0	0	0	0	0	0	0	0	10	0	0
	1%	0	0	1%	0	0	1%	0	0	0	0	0	0	0	0	3%	0	0
Would need more information	8	0	0	8	0	0	8	0	0	0	0	0	0	8	0	0	0	0
	1%	0	0	1%	0	0	1%	0	0	0	0	0	0	2%	0	0	0	0
I'm too old	7	0	0	7	0	0	7	0	0	0	0	0	0	7	0	0	0	0
	*	0	0	1%	0	0	1%	0	0	0	0	0	0	2%	0	0	0	0
Other	299	0	51	248	45	16	238	0	0	0	0	0	0	76	80	72	47	24
	21%	0	22%	20%	39%	14%	20%	0	0	0	0	0	0	18%	16%	24%	33%	24%
Don't know/Refused	104	0	30	73	23	11	57	0	0	0	0	0	0	50	34	20	0	0
	7%	0	13%	6%	20%	9%	5%	0	0	0	0	0	0	12%	7%	7%	0	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21A -- Very likely Summary

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 39 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

Base = Is the person who purchases First-Class letter postage stamps for household and 39 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Households (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	397	328	11	46	230	15	140	0	0	0	0	0	0	120	149	82	29	14
Weighted Total	4157	3433	100**	489*	2448	153**	1435	0**	0**	0**	0**	0**	0**	1248	1535	874*	305**	166**
One Year	1740	1731	0	0	1336	26	366	0	0	0	0	0	0	543	644	377	114	42
	42%	50%D	0	0	55%G	17%	25%	0	0	0	0	0	0	44%	42%	43%	37%	26%
Three months	2398	2328	6	40	1776	77	523	0	0	0	0	0	0	785	882	500	145	58
	58%	68%D	6%	8%	73%G	50%	36%	0	0	0	0	0	0	63%	57%	57%	48%	35%
Two weeks	2747	2572	15	110	1868	78	748	0	0	0	0	0	0	854	1021	565	175	105
	66%	75%D	15%	22%	76%G	51%	52%	0	0	0	0	0	0	68%	67%	65%	57%	63%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21A -- Very/Somewhat likely Summary

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 39 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

Base = Is the person who purchases First-Class letter postage stamps for household and 39 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	397	328	11	46	230	15	140	0	0	0	0	0	0	120	149	82	29	14
Weighted Total	4157	3433	100**	489*	2448	153**	1435	0**	0**	0**	0**	0**	0**	1248	1535	874*	305**	166**
One Year	2673	2568	17	59	1967	76	588	0	0	0	0	0	0	857	927	599	190	80
	64%	75%D	17%	12%	80%G	50%	41%	0	0	0	0	0	0	69%	60%	69%	62%	48%
Three months	3277	3016	34	151	2263	106	845	0	0	0	0	0	0	1023	1200	708	204	115
	79%	88%D	34%	31%	92%G	69%	59%	0	0	0	0	0	0	82%	78%	81%	67%	69%
Two weeks	3425	3112	53	198	2256	97	986	0	0	0	0	0	0	1047	1295	747	204	105
	82%	91%D	53%	41%	92%G	63%	69%	0	0	0	0	0	0	84%	84%	85%	67%	63%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21A -- Mean Summary

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 39 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

Base = Is the person who purchases First-Class letter postage stamps for household and 39 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household -holds (A)	Very/ Smwht Like -ly (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Un-like -ly (D)	Very/ Smwht Like -ly (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Un-like -ly (G)	Very/ Smwht Like -ly (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Un-like -ly (J)	Very/ Smwht Like -ly (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Un-like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	397	328	11	46	230	15	140	0	0	0	0	0	0	120	149	82	29	14
Weighted Total	4157	3433	100**	489*	2448	153**	1435	0**	0**	0**	0**	0**	0**	1248	1535	874*	305**	166**
One Year	3.6	3.9D	2.5	1.6	4.1G	3.5	2.7	0	0	0	0	0	0	3.7	3.4	3.7	3.5	2.8
Three months	4.1	4.4D	2.8	2.1	4.6G	4.1	3.3	0	0	0	0	0	0	4.2	4.1	4.1	3.9	3.4
Two weeks	4.3	4.6D	3.4	2.5	4.6G	4.1	3.8	0	0	0	0	0	0	4.4	4.3	4.4	3.9	3.5

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21AA

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 39 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

A. One Year

Base = Is the person who purchases First-Class letter postage stamps for household and 39 cents was asked first

	Total Household (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Like-ly (B)	Neither Like-ly Nor Un-like-ly (C)	Very/ Smwht Un-like-ly (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Like-ly (E)	Neither Like-ly Nor Un-like-ly (F)	Very/ Smwht Un-like-ly (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Like-ly (H)	Neither Like-ly Nor Un-like-ly (I)	Very/ Smwht Un-like-ly (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Like-ly (K)	Neither Like-ly Nor Un-like-ly (L)	Very/ Smwht Un-like-ly (M)	Rate USPS: Excel-lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	397	328	11	46	230	15	140	0	0	0	0	0	0	120	149	82	29	14
Weighted Total	4157	3433	100**	489*	2448	153**	1435	0**	0**	0**	0**	0**	0**	1248	1535	874*	305**	166**
Likely (Net)	2673	2568	17	59	1967	76	588	0	0	0	0	0	0	857	927	599	190	80
	64%	75%D	17%	12%	80%G	50%	41%	0	0	0	0	0	0	69%	60%	69%	62%	48%
Very likely (05)	1740	1731	0	0	1336	26	366	0	0	0	0	0	0	543	644	377	114	42
	42%	50%D	0	0	55%G	17%	25%	0	0	0	0	0	0	44%	42%	43%	37%	26%
Somewhat likely (04)	933	837	17	59	630	51	223	0	0	0	0	0	0	314	283	222	77	38
	22%	24%	17%	12%	26%G	33%	16%	0	0	0	0	0	0	25%	18%	25%	25%	23%
Neither likely nor unlikely (03)	158	89	39	30	29	56	73	0	0	0	0	0	0	33	54	44	19	0
	4%	3%	39%	6%	1%	36%	5%E	0	0	0	0	0	0	3%	4%	5%	6%	0
Unlikely (Net)	1247	747	44	401	438	21	740	0	0	0	0	0	0	335	524	217	86	86
	30%	22%	44%	82%B	18%	14%	52%E	0	0	0	0	0	0	27%	34%	25%	28%	52%
Somewhat unlikely (02)	406	284	26	80	241	10	155	0	0	0	0	0	0	145	145	96	10	10
	10%	8%	26%	16%	10%	7%	11%	0	0	0	0	0	0	12%	9%	11%	3%	6%
Very unlikely (01)	841	463	19	321	197	11	585	0	0	0	0	0	0	190	379	121	75	76
	20%	14%	18%	66%B	8%	7%	41%E	0	0	0	0	0	0	15%	25%	14%	25%	46%
Don't know/Refused	79	29	0	0	14	0	34	0	0	0	0	0	0	24	30	14	10	0
	2%	1%	0	0	1%	0	2%	0	0	0	0	0	0	2%	2%	2%	3%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21AA

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 39 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

A. One Year

Base = Is the person who purchases First-Class letter postage stamps for household and 39 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	4157	3433	100**	489*	2448	153**	1435	0**	0**	0**	0**	0**	0**	1248	1535	874*	305**	166**
Mean	3.6	3.9D	2.5	1.6	4.1G	3.5	2.7	0	0	0	0	0	0	3.7	3.4	3.7	3.5	2.8
Standard Deviation	1.59	1.44	0.98	1.04	1.29	1.07	1.71	0	0	0	0	0	0	1.50	1.68	1.46	1.62	1.76
Standard Error	0.08	0.08	0.30	0.15	0.09	0.28	0.15	0	0	0	0	0	0	0.14	0.14	0.16	0.31	0.47

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21AB

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 39 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

B. Three months

Base = Is the person who purchases First-Class letter postage stamps for household and 39 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	397	328	11	46	230	15	140	0	0	0	0	0	0	120	149	82	29	14
Weighted Total	4157	3433	100**	489*	2448	153**	1435	0**	0**	0**	0**	0**	0**	1248	1535	874*	305**	166**
Likely (Net)	3277	3016	34	151	2263	106	845	0	0	0	0	0	0	1023	1200	708	204	115
	79%	88%D	34%	31%	92%G	69%	59%	0	0	0	0	0	0	82%	78%	81%	67%	69%
Very likely (05)	2398	2328	6	40	1776	77	523	0	0	0	0	0	0	785	882	500	145	58
	58%	68%D	6%	8%	73%G	50%	36%	0	0	0	0	0	0	63%	57%	57%	48%	35%
Somewhat likely (04)	879	688	28	111	487	29	322	0	0	0	0	0	0	238	318	208	58	57
	21%	20%	28%	23%	20%	19%	22%	0	0	0	0	0	0	19%	21%	24%	19%	35%
Neither likely nor unlikely (03)	90	54	27	9	8	28	53	0	0	0	0	0	0	26	19	19	26	0
	2%	2%	27%	2%	*	18%	4%E	0	0	0	0	0	0	2%	1%	2%	8%	0
Unlikely (Net)	720	327	39	329	176	20	485	0	0	0	0	0	0	176	298	137	59	51
	17%	10%	39%	67%B	7%	13%	34%E	0	0	0	0	0	0	14%	19%	16%	19%	31%
Somewhat unlikely (02)	207	141	20	46	110	20	77	0	0	0	0	0	0	54	111	21	20	0
	5%	4%	20%	9%	4%	13%	5%	0	0	0	0	0	0	4%	7%	2%	7%	0
Very unlikely (01)	513	187	19	283	66	0	408	0	0	0	0	0	0	122	186	116	38	51
	12%	5%	19%	58%B	3%	0	28%E	0	0	0	0	0	0	10%	12%	13%	13%	31%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21AB

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 39 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

B. Three months

Base = Is the person who purchases First-Class letter postage stamps for household and 39 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Households (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	4157	3433	100**	489*	2448	153**	1435	0**	0**	0**	0**	0**	0**	1248	1535	874*	305**	166**
Don't know/Refused	71	36	0	0	0	0	52	0	0	0	0	0	0	24	18	11	17	0
	2%	1%	0	0	0	0	4%E	0	0	0	0	0	0	2%	1%	1%	6%	0
Mean	4.1	4.4D	2.8	2.1	4.6G	4.1	3.3	0	0	0	0	0	0	4.2	4.1	4.1	3.9	3.4
Standard Deviation	1.39	1.09	1.21	1.49	0.92	1.09	1.69	0	0	0	0	0	0	1.30	1.41	1.38	1.44	1.67
Standard Error	0.07	0.06	0.37	0.22	0.06	0.28	0.15	0	0	0	0	0	0	0.12	0.12	0.15	0.28	0.45

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #35260 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21AC

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 39 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

C. Two weeks

Base = Is the person who purchases First-Class letter postage stamps for household and 39 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	397	328	11	46	230	15	140	0	0	0	0	0	0	120	149	82	29	14
Weighted Total	4157	3433	100**	489*	2448	153**	1435	0**	0**	0**	0**	0**	0**	1248	1535	874*	305**	166**
Likely (Net)	3425	3112	53	198	2256	97	986	0	0	0	0	0	0	1047	1295	747	204	105
	82%	91%D	53%	41%	92%G	63%	69%	0	0	0	0	0	0	84%	84%	85%	67%	63%
Very likely (05)	2747	2572	15	110	1868	78	748	0	0	0	0	0	0	854	1021	565	175	105
	66%	75%D	15%	22%	76%G	51%	52%	0	0	0	0	0	0	68%	67%	65%	57%	63%
Somewhat likely (04)	678	540	38	89	388	20	238	0	0	0	0	0	0	193	274	182	29	0
	16%	16%	38%	18%	16%	13%	17%	0	0	0	0	0	0	15%	18%	21%	9%	0
Neither likely nor unlikely (03)	93	55	30	0	0	39	53	0	0	0	0	0	0	25	32	10	26	0
	2%	2%	30%	0	0	26%	4%E	0	0	0	0	0	0	2%	2%	1%	8%	0
Unlikely (Net)	554	231	17	291	178	8	342	0	0	0	0	0	0	144	191	92	66	61
	13%	7%	17%	59%B	7%	5%	24%E	0	0	0	0	0	0	12%	12%	11%	22%	37%
Somewhat unlikely (02)	138	102	8	28	72	8	58	0	0	0	0	0	0	36	60	27	15	0
	3%	3%	8%	6%	3%	5%	4%	0	0	0	0	0	0	3%	4%	3%	5%	0
Very unlikely (01)	416	129	8	262	106	0	284	0	0	0	0	0	0	108	131	65	51	61
	10%	4%	8%	54%B	4%	0	20%E	0	0	0	0	0	0	9%	9%	7%	17%	37%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

ORC STUDY #35260 CARAVAN APRIL 27-MAY 1, 2006
FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21AC

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 39 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

C. Two weeks

Base = Is the person who purchases First-Class letter postage stamps for household and 39 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total House -holds (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	4157	3433	100**	489*	2448	153**	1435	0**	0**	0**	0**	0**	0**	1248	1535	874*	305**	166**
Don't know/Refused	84	35	0	0	14	8	54	0	0	0	0	0	0	33	17	25	10	0
	2%	1%	0	0	1%	6%	4%E	0	0	0	0	0	0	3%	1%	3%	3%	0
Mean	4.3	4.6D	3.4	2.5	4.6G	4.1	3.8	0	0	0	0	0	0	4.4	4.3	4.4	3.9	3.5
Standard Deviation	1.29	0.96	1.11	1.74	0.97	1.01	1.60	0	0	0	0	0	0	1.23	1.24	1.17	1.56	1.94
Standard Error	0.07	0.05	0.33	0.26	0.06	0.27	0.14	0	0	0	0	0	0	0.11	0.10	0.13	0.29	0.52

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A18BA/A18BB

The price of a First-Class stamp is currently 39 cents. The Postal Service may charge a premium or surcharge of 1 cent for the Forever Stamp over the price of a First-Class letter stamp which is 39 cents today. If you could buy a Forever Stamp today with a 1 cent premium, its price would be 40 cents and you could use it to mail a letter anytime in the future, even if stamp prices have increased. At a price of 40 cents, how likely would you be to buy the Forever Stamp?

Base = Is the person who purchases First-Class letter postage stamps for household and asked version A or B

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	768	614	23	111	440	28	280	0	0	0	0	0	0	243	269	164	63	25
Weighted Total	8284	6611	230**	1217	4757	291**	3018	0**	0**	0**	0**	0**	0**	2636	2860	1766	699*	278**
Likely (Net)	4757	4590	39	76	4757	0	0	0	0	0	0	0	0	1584	1681	1097	288	90
	57%	69%D	17%	6%	100%G	0	0	0	0	0	0	0	0	60%Q	59%Q	62%Q	41%	32%
Very likely (05)	2865	2818	16	11	2865	0	0	0	0	0	0	0	0	1070	926	573	237	42
	35%	43%D	7%	1%	60%G	0	0	0	0	0	0	0	0	41%	32%	32%	34%	15%
Somewhat likely (04)	1892	1772	23	65	1892	0	0	0	0	0	0	0	0	514	755	524	50	48
	23%	27%D	10%	5%	40%G	0	0	0	0	0	0	0	0	19%Q	26%Q	30%NQ	7%	17%
Neither likely nor unlikely (03)	291	176	74	42	0	291	0	0	0	0	0	0	0	58	82	69	75	7
	4%	3%	32%	3%	0	100%	0	0	0	0	0	0	0	2%	3%	4%	11%NO	3%
Unlikely (Net)	3018	1724	117	1077	0	0	3018	0	0	0	0	0	0	927	1015	536	336	175
	36%	26%	51%	88%B	0	0	100%E	0	0	0	0	0	0	35%	35%	30%	48%P	63%
Somewhat unlikely (02)	866	525	42	264	0	0	866	0	0	0	0	0	0	230	318	186	100	14
	10%	8%	18%	22%B	0	0	29%E	0	0	0	0	0	0	9%	11%	11%	14%	5%
Very unlikely (01)	2152	1199	75	812	0	0	2152	0	0	0	0	0	0	697	696	350	236	161
	26%	18%	33%	67%B	0	0	71%E	0	0	0	0	0	0	26%	24%	20%	34%P	58%
Don't know/Refused	218	121	0	23	0	0	0	0	0	0	0	0	0	67	82	64	0	5
	3%	2%	0	2%	0	0	0	0	0	0	0	0	0	3%	3%	4%	0	2%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A18BA/A18BB

The price of a First-Class stamp is currently 39 cents. The Postal Service may charge a premium or surcharge of 1 cent for the Forever Stamp over the price of a First-Class letter stamp which is 39 cents today. If you could buy a Forever Stamp today with a 1 cent premium, its price would be 40 cents and you could use it to mail a letter anytime in the future, even if stamp prices have increased. At a price of 40 cents, how likely would you be to buy the Forever Stamp?

Base = Is the person who purchases First-Class letter postage stamps for household and asked version A or B

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Households (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	8284	6611	230**	1217	4757	291**	3018	0**	0**	0**	0**	0**	0**	2636	2860	1766	699*	278**
Mean	3.3	3.7D	2.4	1.5	4.6G	3.0	1.3	0	0	0	0	0	0	3.4	3.3	3.5Q	2.9	2.2
Standard Deviation	1.65	1.53	1.23	0.87	0.49	0.00	0.45	0	0	0	0	0	0	1.70	1.62	1.54	1.71	1.63
Standard Error	0.06	0.06	0.26	0.08	0.02	0.00	0.03	0	0	0	0	0	0	0.11	0.10	0.12	0.22	0.33

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A19BA/A19BB

What are the reasons you are somewhat or very likely to buy the Forever Stamp at 40 cents? Any other reasons?

Base = Is the person who purchases First-Class letter postage stamps for household and asked version A or B and is likely to purchase a Forever Stamp at 40 cents

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	440	426	4	6	440	0	0	0	0	0	0	0	0	144	157	102	27	8
Weighted Total	4757	4590	39**	76**	4757	0**	0**	0**	0**	0**	0**	0**	0**	1584	1681	1097*	288**	90**
Convenience/Easier (unspecified)	993	953	8	20	993	0	0	0	0	0	0	0	0	349	360	158	103	22
	21%	21%	22%	27%	21%	0	0	0	0	0	0	0	0	22%	21%	14%	36%	24%
Cheaper/Would save money in long run	678	661	17	0	678	0	0	0	0	0	0	0	0	236	175	201	66	0
	14%	14%	43%	0	14%	0	0	0	0	0	0	0	0	15%	10%	18%	23%	0
Stays same rate forever/Can use for years to come	576	576	0	0	576	0	0	0	0	0	0	0	0	168	178	142	52	27
	12%	13%	0	0	12%	0	0	0	0	0	0	0	0	11%	11%	13%	18%	30%
Won't have to buy new/extra stamps/go to Post Office when rate changes	566	566	0	0	566	0	0	0	0	0	0	0	0	182	207	127	42	8
	12%	12%	0	0	12%	0	0	0	0	0	0	0	0	11%	12%	12%	15%	9%
Rate increases/Postal rates will be going up	508	501	7	0	508	0	0	0	0	0	0	0	0	148	214	109	28	9
	11%	11%	19%	0	11%	0	0	0	0	0	0	0	0	9%	13%	10%	10%	10%
Won't have to worry about rate increases	280	260	0	0	280	0	0	0	0	0	0	0	0	55	130	70	18	7
	6%	6%	0	0	6%	0	0	0	0	0	0	0	0	3%	8%	6%	6%	8%
Not that much of a price difference	272	258	0	0	272	0	0	0	0	0	0	0	0	75	121	41	27	0
	6%	6%	0	0	6%	0	0	0	0	0	0	0	0	5%	7%	4%	9%	0
Good bargain/deal/Worth it	248	248	0	0	248	0	0	0	0	0	0	0	0	116	100	18	14	0
	5%	5%	0	0	5%	0	0	0	0	0	0	0	0	7%	6%	2%	5%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A19BA/A19BB

What are the reasons you are somewhat or very likely to buy the Forever Stamp at 40 cents? Any other reasons?

Base = Is the person who purchases First-Class letter postage stamps for household and asked version A or B and is likely to purchase a Forever Stamp at 40 cents

	Total Household (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Rate USPS: Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	4757	4590	39**	76**	4757	0**	0**	0**	0**	0**	0**	0**	0**	1584	1681	1097*	288**	90**
To send mail/a lot of mail	129	129	0	0	129	0	0	0	0	0	0	0	0	78	50	0	0	0
	3%	3%	0	0	3%	0	0	0	0	0	0	0	0	5%P	3%	0	0	0
Do not purchase many stamps/send a lot of mail	74	74	0	0	74	0	0	0	0	0	0	0	0	35	29	10	0	0
	2%	2%	0	0	2%	0	0	0	0	0	0	0	0	2%	2%	1%	0	0
Would need more information before purchasing	71	62	0	9	71	0	0	0	0	0	0	0	0	11	51	9	0	0
	1%	1%	0	11%	1%	0	0	0	0	0	0	0	0	1%	3%	1%	0	0
All negative mentions	52	52	0	0	52	0	0	0	0	0	0	0	0	20	22	0	0	10
	1%	1%	0	0	1%	0	0	0	0	0	0	0	0	1%	1%	0	0	11%
To prepare for the future	41	41	0	0	41	0	0	0	0	0	0	0	0	20	22	0	0	0
	1%	1%	0	0	1%	0	0	0	0	0	0	0	0	1%	1%	0	0	0
Would know letter will get to destination	41	27	0	14	41	0	0	0	0	0	0	0	0	20	0	7	0	14
	1%	1%	0	18%	1%	0	0	0	0	0	0	0	0	1%	0	1%	0	15%
Logical/Why not?/Foolish not to (unspecified)	31	19	0	11	31	0	0	0	0	0	0	0	0	0	18	13	0	0
	1%	*	0	15%	1%	0	0	0	0	0	0	0	0	0	1%	1%	0	0
Other	459	446	0	13	459	0	0	0	0	0	0	0	0	202	104	144	9	0
	10%	10%	0	17%	10%	0	0	0	0	0	0	0	0	13%	6%	13%	3%	0
None/Nothing	99	72	0	10	99	0	0	0	0	0	0	0	0	23	27	49	0	0
	2%	2%	0	12%	2%	0	0	0	0	0	0	0	0	1%	2%	4%	0	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A19BA/A19BB

What are the reasons you are somewhat or very likely to buy the Forever Stamp at 40 cents? Any other reasons?

Base = Is the person who purchases First-Class letter postage stamps for household and asked version A or B and is likely to purchase a Forever Stamp at 40 cents

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	4757	4590	39**	76**	4757	0**	0**	0**	0**	0**	0**	0**	0**	1584	1681	1097*	288**	90**
Don't know/Refused	108	102	7	0	108	0	0	0	0	0	0	0	0	32	39	37	0	0
	2%	2%	17%	0	2%	0	0	0	0	0	0	0	0	2%	2%	3%	0	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A20BA/A20BB

What are the reasons you say you are not likely to buy the Forever Stamp at 40 cents? Any other reasons?

Base = Is the person who purchases First-Class letter postage stamps for household and asked version A or B and is not likely to purchase a Forever Stamp at 40 cents

	Total Household (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Rate USPS: Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	308	177	19	102	0	28	280	0	0	0	0	0	0	93	104	57	36	16
Weighted Total	3309	1900	191**	1118*	0**	291**	3018	0**	0**	0**	0**	0**	0**	985*	1097*	605*	411*	183**
Don't want to pay extra now/pay more than current rate	1125 34%	879 46%D	32 17%	195 17%	0 0	55 19%	1069 35%	0 0	0 0	0 0	0 0	0 0	0 0	295 30%	472 43%	173 29%	140 34%	34 19%
Don't need/use stamps that often	499 15%	203 11%	91 48%	185 17%	0 0	57 20%	442 15%	0 0	0 0	0 0	0 0	0 0	0 0	143 15%	154 14%	74 12%	73 18%	54 30%
Not worth it/Waste of money/Bad deal (unspecified)	229 7%	109 6%	9 5%	111 10%	0 0	0 0	229 8%	0 0	0 0	0 0	0 0	0 0	0 0	71 7%	59 5%	29 5%	46 11%	24 13%
It's easy/No problem to adjust to rate increase/buy new stamps	157 5%	126 7%	0 0	31 3%	0 0	22 7%	135 4%	0 0	0 0	0 0	0 0	0 0	0 0	15 2%	97 9%N	21 3%	24 6%	0 0
Skeptical/Don't believe it	148 4%	53 3%	0 0	96 9%B	0 0	34 12%	115 4%	0 0	0 0	0 0	0 0	0 0	0 0	19 2%	20 2%	21 3%	47 12%NO	41 22%
Only buy stamps when I need them	85 3%	39 2%	0 0	46 4%	0 0	9 3%	76 3%	0 0	0 0	0 0	0 0	0 0	0 0	31 3%	33 3%	10 2%	11 3%	0 0
Would use the stamps before next rate increase	81 2%	49 3%	11 6%	14 1%	0 0	13 4%	69 2%	0 0	0 0	0 0	0 0	0 0	0 0	16 2%	29 3%	37 6%	0 0	0 0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A20BA/A20BB

What are the reasons you say you are not likely to buy the Forever Stamp at 40 cents? Any other reasons?

Base = Is the person who purchases First-Class letter postage stamps for household and asked version A or B and is not likely to purchase a Forever Stamp at 40 cents

	Total Household (A)	Purchase Likelihood At 39 Cents: Very/Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/Smwht Unlikely (D)	Purchase Likelihood At 40 Cents: Very/Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/Smwht Unlikely (G)	Purchase Likelihood At 42 Cents: Very/Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/Smwht Unlikely (J)	Purchase Likelihood At 45 Cents: Very/Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/Smwht Unlikely (M)	Rate USPS: Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	3309	1900	191**	1118*	0**	291**	3018	0**	0**	0**	0**	0**	0**	985*	1097*	605*	411*	183**
I'm too old	80	18	0	62	0	0	80	0	0	0	0	0	0	33	17	17	13	0
	2%	1%	0	6%B	0	0	3%	0	0	0	0	0	0	3%	2%	3%	3%	0
Not interested	78	17	0	54	0	0	78	0	0	0	0	0	0	23	24	31	0	0
	2%	1%	0	5%	0	0	3%	0	0	0	0	0	0	2%	2%	5%	0	0
Rates don't increase very often/that much	78	68	0	10	0	15	63	0	0	0	0	0	0	42	14	22	0	0
	2%	4%	0	1%	0	5%	2%	0	0	0	0	0	0	4%	1%	4%	0	0
Stamps would get lost/ misplaced	58	33	11	13	0	0	58	0	0	0	0	0	0	10	47	0	0	0
	2%	2%	6%	1%	0	0	2%	0	0	0	0	0	0	1%	4%	0	0	0
Would need more information	47	31	0	15	0	18	29	0	0	0	0	0	0	24	0	7	16	0
	1%	2%	0	1%	0	6%	1%	0	0	0	0	0	0	2%	0	1%	4%	0
Don't want to plan for the future	38	0	6	32	0	6	32	0	0	0	0	0	0	20	0	18	0	0
	1%	0	3%	3%B	0	2%	1%	0	0	0	0	0	0	2%	0	3%	0	0
Collect stamps/Like variety of stamps	31	0	0	31	0	0	31	0	0	0	0	0	0	7	13	11	0	0
	1%	0	0	3%B	0	0	1%	0	0	0	0	0	0	1%	1%	2%	0	0
Financial burden/On fixed income	21	0	0	10	0	0	21	0	0	0	0	0	0	10	0	11	0	0
	1%	0	0	1%	0	0	1%	0	0	0	0	0	0	1%	0	2%	0	0
Other	376	179	7	158	0	27	349	0	0	0	0	0	0	151	93	66	24	23
	11%	9%	4%	14%	0	9%	12%	0	0	0	0	0	0	15%	8%	11%	6%	12%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A20BA/A20BB

What are the reasons you say you are not likely to buy the Forever Stamp at 40 cents? Any other reasons?

Base = Is the person who purchases First-Class letter postage stamps for household and asked version A or B and is not likely to purchase a Forever Stamp at 40 cents

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Households (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	3309	1900	191**	1118*	0**	291**	3018	0**	0**	0**	0**	0**	0**	985*	1097*	605*	411*	183**
Don't know/Refused	209	117	24	63	0	36	173	0	0	0	0	0	0	81	46	58	17	7
	6%	6%	13%	6%	0	12%	6%	0	0	0	0	0	0	8%	4%	10%	4%	4%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21B -- Very likely Summary

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 40 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

Base = Is the person who purchases First-Class letter postage stamps for household and 40 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household -holds (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un-like -ly (C)	Very/ Smwht Un-like -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un-like -ly (F)	Very/ Smwht Un-like -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un-like -ly (I)	Very/ Smwht Un-like -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un-like -ly (L)	Very/ Smwht Un-like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	371	286	12	65	210	13	140	0	0	0	0	0	0	123	120	82	34	11
Weighted Total	4127	3178	130**	728*	2309	138**	1583	0**	0**	0**	0**	0**	0**	1388	1325	892*	394**	112**
One Year	1369	1301	23	45	1142	30	162	0	0	0	0	0	0	564	449	200	121	35
	33%	41%D	18%	6%	49%G	22%	10%	0	0	0	0	0	0	41%P	34%	22%	31%	31%
Three months	1794	1716	34	44	1446	37	264	0	0	0	0	0	0	706	617	315	138	19
	43%	54%D	26%	6%	63%G	27%	17%	0	0	0	0	0	0	51%P	47%	35%	35%	17%
Two weeks	2363	2191	48	124	1692	97	522	0	0	0	0	0	0	853	765	488	215	24
	57%	69%D	37%	17%	73%G	70%	33%	0	0	0	0	0	0	61%	58%	55%	55%	22%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21B -- Very/Somewhat likely Summary

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 40 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

Base = Is the person who purchases First-Class letter postage stamps for household and 40 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	371	286	12	65	210	13	140	0	0	0	0	0	0	123	120	82	34	11
Weighted Total	4127	3178	130**	728*	2309	138**	1583	0**	0**	0**	0**	0**	0**	1388	1325	892*	394**	112**
One Year	2051	1916	42	93	1667	44	305	0	0	0	0	0	0	799	654	374	175	49
	50%	60%D	32%	13%	72%G	32%	19%	0	0	0	0	0	0	58%P	49%	42%	44%	43%
Three months	2703	2527	42	134	2020	86	550	0	0	0	0	0	0	953	927	538	219	49
	65%	80%D	32%	18%	87%G	63%	35%	0	0	0	0	0	0	69%	70%	60%	56%	43%
Two weeks	3110	2750	77	256	2117	114	789	0	0	0	0	0	0	1122	1022	631	264	54
	75%	87%D	59%	35%	92%G	82%	50%	0	0	0	0	0	0	81%	77%	71%	67%	48%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21B -- Mean Summary

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 40 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

Base = Is the person who purchases First-Class letter postage stamps for household and 40 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Households (A)	Very/ Smwht Like -ly (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Like -ly (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Like -ly (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Like -ly (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	371	286	12	65	210	13	140	0	0	0	0	0	0	123	120	82	34	11
Weighted Total	4127	3178	130**	728*	2309	138**	1583	0**	0**	0**	0**	0**	0**	1388	1325	892*	394**	112**
One Year	3.1	3.4D	2.6	1.8	3.9G	2.8	1.9	0	0	0	0	0	0	3.3	3.1	2.8	2.9	3.0
Three months	3.6	4.0D	2.6	1.9	4.3G	3.4	2.4	0	0	0	0	0	0	3.8	3.7	3.3	3.1	2.9
Two weeks	4.0	4.4D	3.4	2.4	4.6G	4.3	3.0	0	0	0	0	0	0	4.1	4.1	3.8	3.8	3.0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21BA

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 40 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

A. One Year

Base = Is the person who purchases First-Class letter postage stamps for household and 40 cents was asked first

	Total Household (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Rate USPS: Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	371	286	12	65	210	13	140	0	0	0	0	0	0	123	120	82	34	11
Weighted Total	4127	3178	130**	728*	2309	138**	1583	0**	0**	0**	0**	0**	0**	1388	1325	892*	394**	112**
Likely (Net)	2051	1916	42	93	1667	44	305	0	0	0	0	0	0	799	654	374	175	49
	50%	60%D	32%	13%	72%G	32%	19%	0	0	0	0	0	0	58%P	49%	42%	44%	43%
Very likely (05)	1369	1301	23	45	1142	30	162	0	0	0	0	0	0	564	449	200	121	35
	33%	41%D	18%	6%	49%G	22%	10%	0	0	0	0	0	0	41%P	34%	22%	31%	31%
Somewhat likely (04)	682	615	18	49	525	14	143	0	0	0	0	0	0	235	205	174	54	14
	17%	19%D	14%	7%	23%G	10%	9%	0	0	0	0	0	0	17%	15%	20%	14%	12%
Neither likely nor unlikely (03)	193	101	15	50	82	36	48	0	0	0	0	0	0	29	83	53	15	14
	5%	3%	11%	7%	4%	26%	3%	0	0	0	0	0	0	2%	6%	6%	4%	12%
Unlikely (Net)	1794	1126	65	559	537	49	1202	0	0	0	0	0	0	534	580	418	195	50
	43%	35%	50%	77%B	23%	36%	76%E	0	0	0	0	0	0	38%	44%	47%	50%	44%
Somewhat unlikely (02)	487	357	20	110	240	0	242	0	0	0	0	0	0	144	136	114	74	19
	12%	11%	16%	15%	10%	0	15%	0	0	0	0	0	0	10%	10%	13%	19%	17%
Very unlikely (01)	1307	769	45	449	298	49	960	0	0	0	0	0	0	390	444	303	120	30
	32%	24%	34%	62%B	13%	36%	61%E	0	0	0	0	0	0	28%	34%	34%	31%	27%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21BA

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 40 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

A. One Year

Base = Is the person who purchases First-Class letter postage stamps for household and 40 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Like -ly (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Likely Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Likely Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Likely Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	4127	3178	130**	728*	2309	138**	1583	0**	0**	0**	0**	0**	0**	1388	1325	892*	394**	112**
Don't know/Refused	89	35	9	26	23	9	28	0	0	0	0	0	0	26	7	47	9	0
	2%	1%	7%	4%	1%	6%	2%	0	0	0	0	0	0	2%	1%	5%O	2%	0
Mean	3.1	3.4D	2.6	1.8	3.9G	2.8	1.9	0	0	0	0	0	0	3.3	3.1	2.8	2.9	3.0
Standard Deviation	1.71	1.66	1.56	1.23	1.45	1.59	1.40	0	0	0	0	0	0	1.73	1.72	1.64	1.69	1.63
Standard Error	0.09	0.10	0.47	0.15	0.10	0.46	0.12	0	0	0	0	0	0	0.16	0.16	0.19	0.29	0.49

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21BB

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 40 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

B. Three months

Base = Is the person who purchases First-Class letter postage stamps for household and 40 cents was asked first

		Purchase Likelihood At 39 Cents				Purchase Likelihood At 40 Cents				Purchase Likelihood At 42 Cents				Purchase Likelihood At 45 Cents				Rate USPS				
	Total Household (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	371	286	12	65	210	13	140	0	0	0	0	0	0	123	120	82	34	11
Weighted Total	4127	3178	130**	728*	2309	138**	1583	0**	0**	0**	0**	0**	0**	1388	1325	892*	394**	112**
Likely (Net)	2703	2527	42	134	2020	86	550	0	0	0	0	0	0	953	927	538	219	49
	65%	80%D	32%	18%	87%G	63%	35%	0	0	0	0	0	0	69%	70%	60%	56%	43%
Very likely (05)	1794	1716	34	44	1446	37	264	0	0	0	0	0	0	706	617	315	138	19
	43%	54%D	26%	6%	63%G	27%	17%	0	0	0	0	0	0	51%P	47%	35%	35%	17%
Somewhat likely (04)	909	811	7	90	574	49	285	0	0	0	0	0	0	247	310	223	82	30
	22%	26%D	6%	12%	25%	36%	18%	0	0	0	0	0	0	18%	23%	25%	21%	27%
Neither likely nor unlikely (03)	115	37	11	39	37	12	37	0	0	0	0	0	0	13	48	40	0	14
	3%	1%	9%	5%B	2%	9%	2%	0	0	0	0	0	0	1%	4%	5%	0	12%
Unlikely (Net)	1283	608	77	555	252	39	982	0	0	0	0	0	0	423	335	307	174	44
	31%	19%	59%	76%B	11%	28%	62%E	0	0	0	0	0	0	30%	25%	34%	44%	40%
Somewhat unlikely (02)	397	236	32	129	119	9	270	0	0	0	0	0	0	237	52	59	35	14
	10%	7%	24%	18%B	5%	6%	17%E	0	0	0	0	0	0	17%OP	4%	7%	9%	12%
Very unlikely (01)	886	372	45	426	134	30	712	0	0	0	0	0	0	186	284	247	139	30
	21%	12%	35%	59%B	6%	22%	45%E	0	0	0	0	0	0	13%	21%	28%N	35%	27%
Don't know/Refused	26	5	0	0	0	0	14	0	0	0	0	0	0	0	14	7	0	5
	1%	*	0	0	0	0	1%	0	0	0	0	0	0	0	1%	1%	0	5%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21BB

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 40 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

B. Three months

Base = Is the person who purchases First-Class letter postage stamps for household and 40 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Households (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	4127	3178	130**	728*	2309	138**	1583	0**	0**	0**	0**	0**	0**	1388	1325	892*	394**	112**
Mean	3.6	4.0D	2.6	1.9	4.3G	3.4	2.4	0	0	0	0	0	0	3.8	3.7	3.3	3.1	2.9
Standard Deviation	1.62	1.38	1.63	1.29	1.12	1.50	1.59	0	0	0	0	0	0	1.53	1.59	1.66	1.76	1.51
Standard Error	0.08	0.08	0.47	0.16	0.08	0.41	0.14	0	0	0	0	0	0	0.14	0.15	0.18	0.30	0.48

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21BC

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 40 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

C. Two weeks

Base = Is the person who purchases First-Class letter postage stamps for household and 40 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Households (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	371	286	12	65	210	13	140	0	0	0	0	0	0	123	120	82	34	11
Weighted Total	4127	3178	130**	728*	2309	138**	1583	0**	0**	0**	0**	0**	0**	1388	1325	892*	394**	112**
Likely (Net)	3110	2750	77	256	2117	114	789	0	0	0	0	0	0	1122	1022	631	264	54
	75%	87%D	59%	35%	92%G	82%	50%	0	0	0	0	0	0	81%	77%	71%	67%	48%
Very likely (05)	2363	2191	48	124	1692	97	522	0	0	0	0	0	0	853	765	488	215	24
	57%	69%D	37%	17%	73%G	70%	33%	0	0	0	0	0	0	61%	58%	55%	55%	22%
Somewhat likely (04)	747	558	29	132	425	17	268	0	0	0	0	0	0	268	258	143	49	30
	18%	18%	22%	18%	18%	12%	17%	0	0	0	0	0	0	19%	19%	16%	12%	27%
Neither likely nor unlikely (03)	48	34	0	14	34	0	14	0	0	0	0	0	0	0	34	0	0	14
	1%	1%	0	2%	1%	0	1%	0	0	0	0	0	0	0	3%	0	0	12%
Unlikely (Net)	896	347	53	452	144	24	727	0	0	0	0	0	0	266	225	247	113	44
	22%	11%	41%	62%B	6%	18%	46%E	0	0	0	0	0	0	19%	17%	28%	29%	40%
Somewhat unlikely (02)	290	133	29	123	58	14	218	0	0	0	0	0	0	130	59	57	31	14
	7%	4%	22%	17%B	3%	10%	14%E	0	0	0	0	0	0	9%	4%	6%	8%	12%
Very unlikely (01)	606	215	25	329	86	11	509	0	0	0	0	0	0	136	166	191	82	30
	15%	7%	19%	45%B	4%	8%	32%E	0	0	0	0	0	0	10%	13%	21%N	21%	27%
Don't know/Refused	74	46	0	7	14	0	53	0	0	0	0	0	0	0	44	14	17	0
	2%	1%	0	1%	1%	0	3%	0	0	0	0	0	0	0	3%	2%	4%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21BC

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 40 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

C. Two weeks

Base = Is the person who purchases First-Class letter postage stamps for household and 40 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	4127	3178	130**	728*	2309	138**	1583	0**	0**	0**	0**	0**	0**	1388	1325	892*	394**	112**
Mean	4.0	4.4D	3.4	2.4	4.6G	4.3	3.0	0	0	0	0	0	0	4.1	4.1	3.8	3.8	3.0
Standard Deviation	1.49	1.16	1.60	1.60	0.94	1.32	1.74	0	0	0	0	0	0	1.36	1.40	1.65	1.68	1.54
Standard Error	0.08	0.07	0.46	0.20	0.06	0.37	0.15	0	0	0	0	0	0	0.12	0.13	0.18	0.29	0.46

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A18CC/A18CD

The price of a First-Class stamp is currently 39 cents. The Postal Service may charge a premium or surcharge of 3 cents for the Forever Stamp over the price of a First-Class letter stamp which is 39 cents today. If you could buy a Forever Stamp today with a 3 cent premium, its price would be 42 cents and you could use it to mail a letter anytime in the future, even if stamp prices have increased. At a price of 42 cents, how likely would you be to buy the FOREVER STAMP?

Base = Is the person who purchases First-Class letter postage stamps for household and asked version C or D

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Households (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	710	0	0	0	0	0	0	317	29	352	183	22	488	227	238	162	53	26
Weighted Total	8232	0**	0**	0**	0**	0**	0**	3730	349**	4008	2236	253**	5532	2586	2811	1872	632*	291**
Likely (Net)	3730	0	0	0	0	0	0	3730	0	0	2039	111	1539	1203	1318	865	206	138
	45%	0	0	0	0	0	0	100%J	0	0	91%M	44%	28%	47%	47%	46%	33%	48%
Very likely (05)	2120	0	0	0	0	0	0	2120	0	0	1488	22	587	819	627	486	126	63
	26%	0	0	0	0	0	0	57%J	0	0	67%M	9%	11%	32%O	22%	26%	20%	22%
Somewhat likely (04)	1611	0	0	0	0	0	0	1611	0	0	551	88	952	384	692	379	80	75
	20%	0	0	0	0	0	0	43%J	0	0	25%M	35%	17%	15%	25%N	20%	13%	26%
Neither likely nor unlikely (03)	349	0	0	0	0	0	0	0	349	0	40	113	196	68	123	79	80	0
	4%	0	0	0	0	0	0	0	100%	0	2%	45%	4%	3%	4%	4%	13%NOP	0
Unlikely (Net)	4008	0	0	0	0	0	0	0	0	4008	120	29	3763	1293	1285	917	330	152
	49%	0	0	0	0	0	0	0	0	100%H	5%	12%	68%K	50%	46%	49%	52%	52%
Somewhat unlikely (02)	867	0	0	0	0	0	0	0	0	867	12	0	842	239	378	210	19	22
	11%	0	0	0	0	0	0	0	0	22%H	1%	0	15%K	9%	13%Q	11%	3%	7%
Very unlikely (01)	3141	0	0	0	0	0	0	0	0	3141	109	29	2921	1054	907	707	311	131
	38%	0	0	0	0	0	0	0	0	78%H	5%	12%	53%K	41%	32%	38%	49%O	45%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A18CC/A18CD

The price of a First-Class stamp is currently 39 cents. The Postal Service may charge a premium or surcharge of 3 cents for the Forever Stamp over the price of a First-Class letter stamp which is 39 cents today. If you could buy a Forever Stamp today with a 3 cent premium, its price would be 42 cents and you could use it to mail a letter anytime in the future, even if stamp prices have increased. At a price of 42 cents, how likely would you be to buy the FOREVER STAMP?

Base = Is the person who purchases First-Class letter postage stamps for household and asked version C or D

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total House -holds (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	8232	0**	0**	0**	0**	0**	0**	3730	349**	4008	2236	253**	5532	2586	2811	1872	632*	291**
Don't know/Refused	145	0	0	0	0	0	0	0	0	0	37	0	34	22	85	11	16	0
	2%	0	0	0	0	0	0	0	0	0	2%	0	1%	1%	3%	1%	3%	0
Mean	2.8	0	0	0	0	0	0	4.6J	3.0	1.2	4.5M	3.3	2.2	2.9	2.9	2.9	2.5	2.7
Standard Deviation	1.70	0	0	0	0	0	0	0.50	0.00	0.41	0.95	1.04	1.48	1.77	1.62	1.69	1.66	1.71
Standard Error	0.06	0	0	0	0	0	0	0.03	0.00	0.02	0.07	0.22	0.07	0.12	0.11	0.13	0.23	0.34

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Question A19CC/A19CD

What are the reasons you are somewhat or very likely to buy the ForeverStamp at 42 cents? Any other reasons?

Base = Is the person who purchases First-Class letter postage stamps for household and asked version C or D and is likely to purchase a Forever Stamp at 42 cents

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	317	0	0	0	0	0	0	317	0	0	167	10	136	104	111	74	16	12
Weighted Total	3730	0**	0**	0**	0**	0**	0**	3730	0**	0**	2039	111**	1539	1203*	1318	865*	206**	138**
Rate increases/Postal rates will be going up	576	0	0	0	0	0	0	576	0	0	247	22	284	194	240	107	36	0
	15%	0	0	0	0	0	0	15%	0	0	12%	20%	18%	16%	18%	12%	17%	0
Stays same rate forever/Can use for years to come	511	0	0	0	0	0	0	511	0	0	381	12	118	112	208	128	35	27
	14%	0	0	0	0	0	0	14%	0	0	19%M	11%	8%	9%	16%	15%	17%	20%
Convenience/Easier (unspecified)	455	0	0	0	0	0	0	455	0	0	307	19	129	168	147	109	11	21
	12%	0	0	0	0	0	0	12%	0	0	15%	17%	8%	14%	11%	13%	5%	15%
Cheaper/Would save money in long run	398	0	0	0	0	0	0	398	0	0	178	26	195	106	188	85	11	9
	11%	0	0	0	0	0	0	11%	0	0	9%	24%	13%	9%	14%	10%	5%	7%
Won't have to buy new/extra stamps/go to Post Office when rate changes	386	0	0	0	0	0	0	386	0	0	203	11	172	136	87	123	32	7
	10%	0	0	0	0	0	0	10%	0	0	10%	10%	11%	11%	7%	14%	16%	5%
Good bargain/deal/Worth it	267	0	0	0	0	0	0	267	0	0	203	22	42	151	60	23	14	18
	7%	0	0	0	0	0	0	7%	0	0	10%M	20%	3%	13%OP	5%	3%	7%	13%
Won't have to worry about rate increases	186	0	0	0	0	0	0	186	0	0	109	0	77	63	45	36	22	20
	5%	0	0	0	0	0	0	5%	0	0	5%	0	5%	5%	3%	4%	11%	15%
Not that much of a price difference	153	0	0	0	0	0	0	153	0	0	54	21	79	61	66	19	7	0
	4%	0	0	0	0	0	0	4%	0	0	3%	19%	5%	5%	5%	2%	3%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A19CC/A19CD

What are the reasons you are somewhat or very likely to buy the ForeverStamp at 42 cents? Any other reasons?

Base = Is the person who purchases First-Class letter postage stamps for household and asked version C or D and is likely to purchase a Forever Stamp at 42 cents

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	3730	0**	0**	0**	0**	0**	0**	3730	0**	0**	2039	111**	1539	1203*	1318	865*	206**	138**
To prepare for the future	102	0	0	0	0	0	0	102	0	0	23	10	70	22	72	8	0	0
	3%	0	0	0	0	0	0	3%	0	0	1%	9%	5%	2%	5%	1%	0	0
Prefer this option over others	83	0	0	0	0	0	0	83	0	0	56	0	27	6	24	53	0	0
	2%	0	0	0	0	0	0	2%	0	0	3%	0	2%	1%	2%	6%N	0	0
Do not purchase many stamps/send a lot of mail	74	0	0	0	0	0	0	74	0	0	38	0	27	15	9	28	22	0
	2%	0	0	0	0	0	0	2%	0	0	2%	0	2%	1%	1%	3%	11%	0
Logical/Why not?/Foolish not to (unspecified)	68	0	0	0	0	0	0	68	0	0	47	0	21	38	7	24	0	0
	2%	0	0	0	0	0	0	2%	0	0	2%	0	1%	3%	1%	3%	0	0
All negative mentions	54	0	0	0	0	0	0	54	0	0	35	0	19	10	35	9	0	0
	1%	0	0	0	0	0	0	1%	0	0	2%	0	1%	1%	3%	1%	0	0
Would depend on picture/ look of stamp	51	0	0	0	0	0	0	51	0	0	12	0	39	27	14	0	0	10
	1%	0	0	0	0	0	0	1%	0	0	1%	0	3%	2%	1%	0	0	7%
To send mail/a lot of mail	50	0	0	0	0	0	0	50	0	0	23	0	27	23	15	12	0	0
	1%	0	0	0	0	0	0	1%	0	0	1%	0	2%	2%	1%	1%	0	0
Would need more information before purchasing	26	0	0	0	0	0	0	26	0	0	16	0	0	16	10	0	0	0
	1%	0	0	0	0	0	0	1%	0	0	1%	0	0	1%	1%	0	0	0
Would know letter will get to destination	8	0	0	0	0	0	0	8	0	0	8	0	0	8	0	0	0	0
	*	0	0	0	0	0	0	*	0	0	*	0	0	1%	0	0	0	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A19CC/A19CD

What are the reasons you are somewhat or very likely to buy the ForeverStamp at 42 cents? Any other reasons?

Base = Is the person who purchases First-Class letter postage stamps for household and asked version C or D and is likely to purchase a Forever Stamp at 42 cents

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	3730	0**	0**	0**	0**	0**	0**	3730	0**	0**	2039	111**	1539	1203*	1318	865*	206**	138**
Other	326	0	0	0	0	0	0	326	0	0	121	0	205	129	95	79	10	13
	9%	0	0	0	0	0	0	9%	0	0	6%	0	13%K	11%	7%	9%	5%	10%
None/Nothing	98	0	0	0	0	0	0	98	0	0	51	0	47	32	0	39	18	8
	3%	0	0	0	0	0	0	3%	0	0	2%	0	3%	3%	0	5%O	9%	6%
Don't know/Refused	130	0	0	0	0	0	0	130	0	0	109	0	22	15	64	39	0	12
	3%	0	0	0	0	0	0	3%	0	0	5%	0	1%	1%	5%	5%	0	9%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A20CC/A20CD

What are the reasons you say you are not likely to buy the Forever Stamp at 42 cents? Any other reasons?

Base = Is the person who purchases First-Class letter postage stamps for household and asked version C or D and is not likely to purchase a Forever Stamp at 42 cents

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	381	0	0	0	0	0	0	0	29	352	13	12	349	121	120	87	36	14
Weighted Total	4357	0**	0**	0**	0**	0**	0**	0**	349**	4008	160**	142**	3959	1361	1408	995*	410*	152**
Don't want to pay extra now/pay more than current rate	1414	0	0	0	0	0	0	0	40	1374	30	29	1319	476	453	270	159	48
	32%	0	0	0	0	0	0	0	11%	34%	19%	21%	33%	35%	32%	27%	39%	31%
Don't need/use stamps that often	688	0	0	0	0	0	0	0	104	584	0	53	621	203	150	211	78	34
	16%	0	0	0	0	0	0	0	30%	15%	0	37%	16%	15%	11%	21%O	19%	22%
Not worth it/Waste of money/Bad deal (unspecified)	365	0	0	0	0	0	0	0	13	353	14	0	343	67	161	119	10	8
	8%	0	0	0	0	0	0	0	4%	9%	9%	0	9%	5%	11%	12%	2%	5%
It's easy/No problem to adjust to rate increase/buy new stamps	324	0	0	0	0	0	0	0	8	316	0	8	316	155	107	50	13	0
	7%	0	0	0	0	0	0	0	2%	8%	0	6%	8%	11%	8%	5%	3%	0
Rates don't increase very often/that much	216	0	0	0	0	0	0	0	28	189	0	0	216	32	114	52	18	0
	5%	0	0	0	0	0	0	0	8%	5%	0	0	5%	2%	8%	5%	4%	0
Skeptical/Don't believe it	209	0	0	0	0	0	0	0	11	197	0	11	188	63	84	25	11	25
	5%	0	0	0	0	0	0	0	3%	5%	0	8%	5%	5%	6%	3%	3%	16%
I'm too old	118	0	0	0	0	0	0	0	0	118	0	0	118	45	31	35	8	0
	3%	0	0	0	0	0	0	0	0	3%	0	0	3%	3%	2%	3%	2%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A20CC/A20CD

What are the reasons you say you are not likely to buy the Forever Stamp at 42 cents? Any other reasons?

Base = Is the person who purchases First-Class letter postage stamps for household and asked version C or D and is not likely to purchase a Forever Stamp at 42 cents

	Total Household (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Rate USPS: Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	4357	0**	0**	0**	0**	0**	0**	0**	349**	4008	160**	142**	3959	1361	1408	995*	410*	152**
Don't want to plan for the future	110	0	0	0	0	0	0	0	0	110	0	0	110	42	19	24	11	13
	3%	0	0	0	0	0	0	0	0	3%	0	0	3%	3%	1%	2%	3%	9%
Not interested	97	0	0	0	0	0	0	0	17	79	0	17	79	22	27	31	17	0
	2%	0	0	0	0	0	0	0	5%	2%	0	12%	2%	2%	2%	3%	4%	0
Stamps would get lost/ misplaced	97	0	0	0	0	0	0	0	22	74	0	0	97	33	10	54	0	0
	2%	0	0	0	0	0	0	0	6%	2%	0	0	2%	2%	1%	5%O	0	0
Financial burden/On fixed income	78	0	0	0	0	0	0	0	0	78	17	0	61	0	42	14	12	11
	2%	0	0	0	0	0	0	0	0	2%	11%	0	2%	0	3%	1%	3%	7%
Collect stamps/Like variety of stamps	58	0	0	0	0	0	0	0	0	58	0	0	58	28	10	9	11	0
	1%	0	0	0	0	0	0	0	0	1%	0	0	1%	2%	1%	1%	3%	0
Only buy stamps when I need them	58	0	0	0	0	0	0	0	11	47	11	0	47	27	19	0	11	0
	1%	0	0	0	0	0	0	0	3%	1%	7%	0	1%	2%	1%	0	3%	0
Would use the stamps before next rate increase	49	0	0	0	0	0	0	0	0	49	0	0	49	11	27	11	0	0
	1%	0	0	0	0	0	0	0	0	1%	0	0	1%	1%	2%	1%	0	0
Would need more information	46	0	0	0	0	0	0	0	11	35	11	0	35	9	11	26	0	0
	1%	0	0	0	0	0	0	0	3%	1%	7%	0	1%	1%	1%	3%	0	0
Other	478	0	0	0	0	0	0	0	50	428	68	6	376	181	144	86	42	14
	11%	0	0	0	0	0	0	0	14%	11%	42%	4%	9%	13%	10%	9%	10%	9%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A20CC/A20CD

What are the reasons you say you are not likely to buy the Forever Stamp at 42 cents? Any other reasons?

Base = Is the person who purchases First-Class letter postage stamps for household and asked version C or D and is not likely to purchase a Forever Stamp at 42 cents

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	4357	0**	0**	0**	0**	0**	0**	0**	349**	4008	160**	142**	3959	1361	1408	995*	410*	152**
Don't know/Refused	155	0	0	0	0	0	0	0	67	88	9	17	129	27	79	11	38	0
	4%	0	0	0	0	0	0	0	19%	2%	5%	12%	3%	2%	6%	1%	9%NP	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21C -- Very likely Summary

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 42 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

Base = Is the person who purchases First-Class letter postage stamps for household and 42 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	353	0	0	0	0	0	0	156	16	172	76	9	257	122	120	78	18	12
Weighted Total	4207	0**	0**	0**	0**	0**	0**	1861	204**	2033	948*	118**	3017	1448	1440	915*	230**	142**
One Year	768	0	0	0	0	0	0	725	0	31	499	11	234	324	246	148	40	10
	18%	0	0	0	0	0	0	39%J	0	2%	53%M	9%	8%	22%	17%	16%	17%	7%
Three months	1220	0	0	0	0	0	0	1027	10	172	651	32	513	468	394	296	40	21
	29%	0	0	0	0	0	0	55%J	5%	8%	69%M	27%	17%	32%	27%	32%	17%	15%
Two weeks	1532	0	0	0	0	0	0	1180	65	262	638	21	840	612	525	337	36	21
	36%	0	0	0	0	0	0	63%J	32%	13%	67%M	18%	28%	42%	36%	37%	16%	15%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21C -- Very/Somewhat likely Summary

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 42 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

Base = Is the person who purchases First-Class letter postage stamps for household and 42 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household -holds (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	353	0	0	0	0	0	0	156	16	172	76	9	257	122	120	78	18	12
Weighted Total	4207	0**	0**	0**	0**	0**	0**	1861	204**	2033	948*	118**	3017	1448	1440	915*	230**	142**
One Year	1604	0	0	0	0	0	0	1282	66	244	746	68	757	583	572	358	53	38
	38%	0	0	0	0	0	0	69%J	32%	12%	79%M	58%	25%	40%	40%	39%	23%	27%
Three months	2037	0	0	0	0	0	0	1446	72	465	855	41	1094	703	751	454	91	38
	48%	0	0	0	0	0	0	78%J	35%	23%	90%M	35%	36%	49%	52%	50%	39%	27%
Two weeks	2342	0	0	0	0	0	0	1565	77	675	834	41	1435	838	886	462	94	62
	56%	0	0	0	0	0	0	84%J	38%	33%	88%M	35%	48%	58%	62%	50%	41%	43%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21C -- Mean Summary

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 42 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

Base = Is the person who purchases First-Class letter postage stamps for household and 42 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	353	0	0	0	0	0	0	156	16	172	76	9	257	122	120	78	18	12
Weighted Total	4207	0**	0**	0**	0**	0**	0**	1861	204**	2033	948*	118**	3017	1448	1440	915*	230**	142**
One Year	2.6	0	0	0	0	0	0	3.6J	2.9	1.6	4.0M	3.7	2.1	2.6	2.6	2.5	2.4	2.0
Three months	3.0	0	0	0	0	0	0	4.0J	3.0	2.0	4.4M	3.3	2.5	3.0	3.1	3.0	2.8	2.1
Two weeks	3.3	0	0	0	0	0	0	4.3J	3.1	2.3	4.4M	3.1	2.9	3.4	3.5	3.1	2.8	2.7

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21CA

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 42 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

A. One Year

Base = Is the person who purchases First-Class letter postage stamps for household and 42 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Households (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	353	0	0	0	0	0	0	156	16	172	76	9	257	122	120	78	18	12
Weighted Total	4207	0**	0**	0**	0**	0**	0**	1861	204**	2033	948*	118**	3017	1448	1440	915*	230**	142**
Likely (Net)	1604	0	0	0	0	0	0	1282	66	244	746	68	757	583	572	358	53	38
	38%	0	0	0	0	0	0	69%J	32%	12%	79%M	58%	25%	40%	40%	39%	23%	27%
Very likely (05)	768	0	0	0	0	0	0	725	0	31	499	11	234	324	246	148	40	10
	18%	0	0	0	0	0	0	39%J	0	2%	53%M	9%	8%	22%	17%	16%	17%	7%
Somewhat likely (04)	836	0	0	0	0	0	0	557	66	213	247	57	523	259	326	210	13	28
	20%	0	0	0	0	0	0	30%J	32%	10%	26%	48%	17%	18%	23%	23%	6%	20%
Neither likely nor unlikely (03)	156	0	0	0	0	0	0	38	61	48	0	50	96	51	28	29	28	0
	4%	0	0	0	0	0	0	2%	30%	2%	0	42%	3%	4%	2%	3%	12%	0
Unlikely (Net)	2321	0	0	0	0	0	0	521	55	1722	177	0	2108	815	759	520	133	83
	55%	0	0	0	0	0	0	28%	27%	85%H	19%	0	70%K	56%	53%	57%	58%	58%
Somewhat unlikely (02)	508	0	0	0	0	0	0	193	20	295	33	0	461	182	208	77	40	0
	12%	0	0	0	0	0	0	10%	10%	14%	4%	0	15%K	13%	14%	8%	18%	0
Very unlikely (01)	1813	0	0	0	0	0	0	328	35	1428	143	0	1647	632	552	443	92	83
	43%	0	0	0	0	0	0	18%	17%	70%H	15%	0	55%K	44%	38%	48%	40%	58%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21CA

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 42 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

A. One Year

Base = Is the person who purchases First-Class letter postage stamps for household and 42 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Households (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	4207	0**	0**	0**	0**	0**	0**	1861	204**	2033	948*	118**	3017	1448	1440	915*	230**	142**
Don't know/Refused	127	0	0	0	0	0	0	21	23	19	26	0	55	0	81	8	16	22
	3%	0	0	0	0	0	0	1%	11%	1%	3%	0	2%	0	6%N	1%	7%	15%
Mean	2.6	0	0	0	0	0	0	3.6JK	2.9	1.6	4.0M	3.7	2.1	2.6	2.6	2.5	2.4	2.0
Standard Deviation	1.64	0	0	0	0	0	0	1.52	1.11	1.06	1.44	0.64	1.42	1.68	1.62	1.63	1.53	1.54
Standard Error	0.09	0	0	0	0	0	0	0.12	0.30	0.08	0.17	0.21	0.09	0.15	0.15	0.19	0.37	0.49

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21CB

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 42 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

B. Three months

Base = Is the person who purchases First-Class letter postage stamps for household and 42 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Households (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	353	0	0	0	0	0	0	156	16	172	76	9	257	122	120	78	18	12
Weighted Total	4207	0**	0**	0**	0**	0**	0**	1861	204**	2033	948*	118**	3017	1448	1440	915*	230**	142**
Likely (Net)	2037	0	0	0	0	0	0	1446	72	465	855	41	1094	703	751	454	91	38
	48%	0	0	0	0	0	0	78%J	35%	23%	90%M	35%	36%	49%	52%	50%	39%	27%
Very likely (05)	1220	0	0	0	0	0	0	1027	10	172	651	32	513	468	394	296	40	21
	29%	0	0	0	0	0	0	55%J	5%	8%	69%M	27%	17%	32%	27%	32%	17%	15%
Somewhat likely (04)	817	0	0	0	0	0	0	419	62	294	204	9	581	235	357	158	51	17
	19%	0	0	0	0	0	0	23%	30%	14%	22%	8%	19%	16%	25%	17%	22%	12%
Neither likely nor unlikely (03)	140	0	0	0	0	0	0	34	60	35	0	50	80	39	35	16	29	0
	3%	0	0	0	0	0	0	2%	29%	2%	0	42%	3%	3%	2%	2%	13%	0
Unlikely (Net)	1914	0	0	0	0	0	0	360	50	1491	83	27	1778	684	589	437	110	83
	45%	0	0	0	0	0	0	19%	24%	73%H	9%	23%	59%K	47%	41%	48%	48%	58%
Somewhat unlikely (02)	490	0	0	0	0	0	0	164	22	291	19	12	446	180	134	127	50	0
	12%	0	0	0	0	0	0	9%	11%	14%	2%	11%	15%K	12%	9%	14%	22%	0
Very unlikely (01)	1424	0	0	0	0	0	0	196	28	1201	65	14	1332	504	455	310	60	83
	34%	0	0	0	0	0	0	11%	14%	59%H	7%	12%	44%K	35%	32%	34%	26%	58%
Don't know/Refused	116	0	0	0	0	0	0	21	23	41	10	0	65	22	64	8	0	22
	3%	0	0	0	0	0	0	1%	11%	2%	1%	0	2%	2%	4%	1%	0	15%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21CB

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 42 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

B. Three months

Base = Is the person who purchases First-Class letter postage stamps for household and 42 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Households (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	4207	0**	0**	0**	0**	0**	0**	1861	204**	2033	948*	118**	3017	1448	1440	915*	230**	142**
Mean	3.0	0	0	0	0	0	0	4.0J	3.0	2.0	4.4M	3.3	2.5	3.0	3.1	3.0	2.8	2.1
Standard Deviation	1.70	0	0	0	0	0	0	1.37	1.14	1.41	1.09	1.30	1.61	1.74	1.68	1.73	1.47	1.68
Standard Error	0.09	0	0	0	0	0	0	0.11	0.30	0.11	0.13	0.43	0.10	0.16	0.16	0.20	0.35	0.53

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21CC

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 42 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

C. Two weeks

Base = Is the person who purchases First-Class letter postage stamps for household and 42 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	353	0	0	0	0	0	0	156	16	172	76	9	257	122	120	78	18	12
Weighted Total	4207	0**	0**	0**	0**	0**	0**	1861	204**	2033	948*	118**	3017	1448	1440	915*	230**	142**
Likely (Net)	2342	0	0	0	0	0	0	1565	77	675	834	41	1435	838	886	462	94	62
	56%	0	0	0	0	0	0	84%J	38%	33%	88%M	35%	48%	58%	62%	50%	41%	43%
Very likely (05)	1532	0	0	0	0	0	0	1180	65	262	638	21	840	612	525	337	36	21
	36%	0	0	0	0	0	0	63%J	32%	13%	67%M	18%	28%	42%	36%	37%	16%	15%
Somewhat likely (04)	810	0	0	0	0	0	0	385	12	413	195	20	595	225	362	125	58	40
	19%	0	0	0	0	0	0	21%	6%	20%	21%	17%	20%	16%	25%	14%	25%	28%
Neither likely nor unlikely (03)	149	0	0	0	0	0	0	38	50	51	27	50	63	46	50	16	17	0
	4%	0	0	0	0	0	0	2%	24%	3%	3%	42%	2%	3%	3%	2%	8%	0
Unlikely (Net)	1574	0	0	0	0	0	0	237	77	1248	72	27	1463	517	447	438	102	59
	37%	0	0	0	0	0	0	13%	38%	61%H	8%	23%	48%K	36%	31%	48%O	44%	42%
Somewhat unlikely (02)	380	0	0	0	0	0	0	74	36	256	9	0	357	83	125	133	39	0
	9%	0	0	0	0	0	0	4%	18%	13%H	1%	0	12%K	6%	9%	15%N	17%	0
Very unlikely (01)	1195	0	0	0	0	0	0	163	40	992	63	27	1105	434	323	305	63	59
	28%	0	0	0	0	0	0	9%	20%	49%H	7%	23%	37%K	30%	22%	33%	27%	42%
Don't know/Refused	141	0	0	0	0	0	0	21	0	59	16	0	57	48	56	0	16	22
	3%	0	0	0	0	0	0	1%	0	3%	2%	0	2%	3%	4%	0	7%	15%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21CC

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 42 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

C. Two weeks

Base = Is the person who purchases First-Class letter postage stamps for household and 42 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	4207	0**	0**	0**	0**	0**	0**	1861	204**	2033	948*	118**	3017	1448	1440	915*	230**	142**
Mean	3.3	0	0	0	0	0	0	4.3J	3.1	2.3	4.4M	3.1	2.9	3.4	3.5	3.1	2.8	2.7
Standard Deviation	1.70	0	0	0	0	0	0	1.24	1.52	1.56	1.08	1.34	1.72	1.76	1.61	1.76	1.52	1.71
Standard Error	0.09	0	0	0	0	0	0	0.10	0.38	0.12	0.12	0.45	0.11	0.16	0.15	0.20	0.37	0.54

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A18DC/A18DD

The price of a First-Class stamp is currently 39 cents. The Postal Service may charge a premium or surcharge of 6 cents for the Forever Stamp over the price of a First-Class letter stamp which is 39 cents today. If you could buy a Forever Stamp today with a 6 cent premium, its price would be 45 cents and you could use it to mail a letter anytime in the future, even if stamp prices have increased. At a price of 45 cents, how likely would you be to buy the FOREVER STAMP?

Base = Is the person who purchases First-Class letter postage stamps for household and asked version C or D

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total House -holds (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	710	0	0	0	0	0	0	317	29	352	183	22	488	227	238	162	53	26
Weighted Total	8232	0**	0**	0**	0**	0**	0**	3730	349**	4008	2236	253**	5532	2586	2811	1872	632*	291**
Likely (Net)	2236	0	0	0	0	0	0	2039	40	120	2236	0	0	717	732	554	160	72
	27%	0	0	0	0	0	0	55%J	11%	3%	100%M	0	0	28%	26%	30%	25%	25%
Very likely (05)	1104	0	0	0	0	0	0	1006	18	69	1104	0	0	346	344	317	75	22
	13%	0	0	0	0	0	0	27%J	5%	2%	49%M	0	0	13%	12%	17%	12%	8%
Somewhat likely (04)	1132	0	0	0	0	0	0	1033	22	51	1132	0	0	371	388	237	86	50
	14%	0	0	0	0	0	0	28%J	6%	1%	51%M	0	0	14%	14%	13%	14%	17%
Neither likely nor unlikely (03)	253	0	0	0	0	0	0	111	113	29	0	253	0	79	97	53	17	6
	3%	0	0	0	0	0	0	3%J	32%	1%	0	100%	0	3%	3%	3%	3%	2%
Unlikely (Net)	5532	0	0	0	0	0	0	1539	196	3763	0	0	5532	1764	1885	1209	440	204
	67%	0	0	0	0	0	0	41%	56%	94%H	0	0	100%K	68%	67%	65%	70%	70%
Somewhat unlikely (02)	1217	0	0	0	0	0	0	739	32	434	0	0	1217	322	431	375	73	17
	15%	0	0	0	0	0	0	20%J	9%	11%	0	0	22%K	12%	15%	20%	12%	6%
Very unlikely (01)	4315	0	0	0	0	0	0	800	165	3329	0	0	4315	1442	1455	834	367	187
	52%	0	0	0	0	0	0	21%	47%	83%H	0	0	78%K	56%P	52%	45%	58%	64%
Don't know/Refused	211	0	0	0	0	0	0	42	0	95	0	0	0	26	97	56	14	8
	3%	0	0	0	0	0	0	1%	0	2%	0	0	0	1%	3%	3%	2%	3%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A18DC/A18DD

The price of a First-Class stamp is currently 39 cents. The Postal Service may charge a premium or surcharge of 6 cents for the Forever Stamp over the price of a First-Class letter stamp which is 39 cents today. If you could buy a Forever Stamp today with a 6 cent premium, its price would be 45 cents and you could use it to mail a letter anytime in the future, even if stamp prices have increased. At a price of 45 cents, how likely would you be to buy the FOREVER STAMP?

Base = Is the person who purchases First-Class letter postage stamps for household and asked version C or D

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total House -holds (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	8232	0**	0**	0**	0**	0**	0**	3730	349**	4008	2236	253**	5532	2586	2811	1872	632*	291**
Mean	2.2	0	0	0	0	0	0	3.2J	2.1	1.2	4.5M	3.0	1.2	2.2	2.2	2.4	2.1	2.0
Standard Deviation	1.53	0	0	0	0	0	0	1.55	1.22	0.70	0.50	0.00	0.41	1.54	1.50	1.57	1.50	1.45
Standard Error	0.06	0	0	0	0	0	0	0.09	0.23	0.04	0.04	0.00	0.02	0.10	0.10	0.12	0.21	0.29

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A19DC/A19DD

What are the reasons you are somewhat or very likely to buy the Forever Stamp at 45 cents? Any other reasons?

Base = Is the person who purchases First-Class letter postage stamps for household and asked version C or D and is likely to purchase a Forever Stamp at 45 cents

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Households (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	183	0	0	0	0	0	0	167	4	9	183	0	0	62	59	45	11	6
Weighted Total	2236	0**	0**	0**	0**	0**	0**	2039	40**	120**	2236	0**	0**	717*	732*	554*	160**	72**
Stays same rate forever/Can use for years to come	309	0	0	0	0	0	0	282	0	11	309	0	0	97	134	39	40	0
	14%	0	0	0	0	0	0	14%	0	9%	14%	0	0	13%	18%	7%	25%	0
Convenience/Easier (unspecified)	280	0	0	0	0	0	0	260	11	0	280	0	0	110	124	36	11	0
	13%	0	0	0	0	0	0	13%	28%	0	13%	0	0	15%	17%	6%	7%	0
Won't have to buy new/extra stamps/go to Post Office when rate changes	278	0	0	0	0	0	0	259	0	20	278	0	0	92	54	93	9	31
	12%	0	0	0	0	0	0	13%	0	16%	12%	0	0	13%	7%	17%	5%	42%
Rate increases/Postal rates will be going up	247	0	0	0	0	0	0	238	10	0	247	0	0	102	70	58	17	0
	11%	0	0	0	0	0	0	12%	24%	0	11%	0	0	14%	10%	10%	11%	0
Won't have to worry about rate increases	226	0	0	0	0	0	0	226	0	0	226	0	0	77	85	34	21	9
	10%	0	0	0	0	0	0	11%	0	0	10%	0	0	11%	12%	6%	13%	13%
Cheaper/Would save money in long run	167	0	0	0	0	0	0	149	0	17	167	0	0	50	101	15	0	0
	7%	0	0	0	0	0	0	7%	0	14%	7%	0	0	7%	14%	3%	0	0
Good bargain/deal/Worth it	133	0	0	0	0	0	0	116	0	17	133	0	0	79	40	0	14	0
	6%	0	0	0	0	0	0	6%	0	14%	6%	0	0	11%P	5%	0	9%	0
Do not purchase many stamps/send a lot of mail	78	0	0	0	0	0	0	78	0	0	78	0	0	11	20	25	22	0
	3%	0	0	0	0	0	0	4%	0	0	3%	0	0	2%	3%	4%	14%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A19DC/A19DD

What are the reasons you are somewhat or very likely to buy the Forever Stamp at 45 cents? Any other reasons?

Base = Is the person who purchases First-Class letter postage stamps for household and asked version C or D and is likely to purchase a Forever Stamp at 45 cents

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	2236	0**	0**	0**	0**	0**	0**	2039	40**	120**	2236	0**	0**	717*	732*	554*	160**	72**
All negative mentions	77	0	0	0	0	0	0	66	11	0	77	0	0	32	18	16	11	0
	3%	0	0	0	0	0	0	3%	28%	0	3%	0	0	4%	2%	3%	7%	0
To send mail/a lot of mail	60	0	0	0	0	0	0	60	0	0	60	0	0	0	0	60	0	0
	3%	0	0	0	0	0	0	3%	0	0	3%	0	0	0	0	11%NO	0	0
Logical/Why not?/Foolish not to (unspecified)	45	0	0	0	0	0	0	37	8	0	45	0	0	0	9	24	0	11
	2%	0	0	0	0	0	0	2%	20%	0	2%	0	0	0	1%	4%	0	16%
To prepare for the future	37	0	0	0	0	0	0	37	0	0	37	0	0	37	0	0	0	0
	2%	0	0	0	0	0	0	2%	0	0	2%	0	0	5%	0	0	0	0
Not that much of a price difference	34	0	0	0	0	0	0	34	0	0	34	0	0	0	26	8	0	0
	2%	0	0	0	0	0	0	2%	0	0	2%	0	0	0	4%	2%	0	0
Would need more information before purchasing	32	0	0	0	0	0	0	32	0	0	32	0	0	16	0	0	15	0
	1%	0	0	0	0	0	0	2%	0	0	1%	0	0	2%	0	0	9%	0
Would know letter will get to destination	21	0	0	0	0	0	0	21	0	0	21	0	0	0	21	0	0	0
	1%	0	0	0	0	0	0	1%	0	0	1%	0	0	0	3%	0	0	0
Other	230	0	0	0	0	0	0	177	0	53	230	0	0	59	72	90	0	9
	10%	0	0	0	0	0	0	9%	0	44%	10%	0	0	8%	10%	16%	0	13%
None/Nothing	103	0	0	0	0	0	0	83	0	8	103	0	0	19	10	62	0	12
	5%	0	0	0	0	0	0	4%	0	6%	5%	0	0	3%	1%	11%O	0	17%
Don't know/Refused	44	0	0	0	0	0	0	32	0	12	44	0	0	10	23	0	12	0
	2%	0	0	0	0	0	0	2%	0	10%	2%	0	0	1%	3%	0	7%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A20DC/A20DD

What are the reasons you say you are not likely to buy the Forever Stamp at 45 cents? Any other reasons?

Base = Is the person who purchases First-Class letter postage stamps for household and asked version C or D and is not likely to buy the Forever Stamp at 45 cents

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total House -holds (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	510	0	0	0	0	0	0	146	25	336	0	22	488	163	171	113	41	19
Weighted Total	5785	0**	0**	0**	0**	0**	0**	1649	309**	3792	0**	253**	5532	1843	1982	1262	457*	210**
Don't want to pay extra now/pay more than current rate	2480	0	0	0	0	0	0	830	107	1530	0	82	2398	840	879	440	206	96
	43%	0	0	0	0	0	0	50%	35%	40%	0	33%	43%	46%	44%	35%	45%	46%
Don't need/use stamps that often	821	0	0	0	0	0	0	172	89	547	0	68	752	185	273	247	84	21
	14%	0	0	0	0	0	0	10%	29%	14%	0	27%	14%	10%	14%	20%N	18%	10%
Not worth it/Waste of money/Bad deal (unspecified)	453	0	0	0	0	0	0	133	17	304	0	10	443	174	168	71	41	0
	8%	0	0	0	0	0	0	8%	6%	8%	0	4%	8%	9%	8%	6%	9%	0
Rates don't increase very often/that much	357	0	0	0	0	0	0	137	0	219	0	11	346	85	153	86	25	7
	6%	0	0	0	0	0	0	8%	0	6%	0	4%	6%	5%	8%	7%	6%	4%
It's easy/No problem to adjust to rate increase/buy new stamps	247	0	0	0	0	0	0	81	16	151	0	16	232	101	81	53	13	0
	4%	0	0	0	0	0	0	5%	5%	4%	0	6%	4%	5%	4%	4%	3%	0
I'm too old	226	0	0	0	0	0	0	65	21	139	0	11	214	129	53	35	8	0
	4%	0	0	0	0	0	0	4%	7%	4%	0	5%	4%	7%	3%	3%	2%	0
Not interested	184	0	0	0	0	0	0	0	34	150	0	24	160	45	75	35	28	0
	3%	0	0	0	0	0	0	0	11%	4%H	0	9%	3%	2%	4%	3%	6%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A20DC/A20DD

What are the reasons you say you are not likely to buy the Forever Stamp at 45 cents? Any other reasons?

Base = Is the person who purchases First-Class letter postage stamps for household and asked version C or D and is not likely to buy the Forever Stamp at 45 cents

	Total Household (A)	Purchase Likelihood At 39 Cents: Very/Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/Smwht Unlikely (D)	Purchase Likelihood At 40 Cents: Very/Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/Smwht Unlikely (G)	Purchase Likelihood At 42 Cents: Very/Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/Smwht Unlikely (J)	Purchase Likelihood At 45 Cents: Very/Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/Smwht Unlikely (M)	Rate USPS: Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	5785	0**	0**	0**	0**	0**	0**	1649	309**	3792	0**	253**	5532	1843	1982	1262	457*	210**
Skeptical/Don't believe it	171	0	0	0	0	0	0	36	0	136	0	0	171	54	67	25	11	14
	3%	0	0	0	0	0	0	2%	0	4%	0	0	3%	3%	3%	2%	2%	7%
Only buy stamps when I need them	161	0	0	0	0	0	0	54	8	76	0	19	141	39	99	23	0	0
	3%	0	0	0	0	0	0	3%	3%	2%	0	8%	3%	2%	5%	2%	0	0
Don't want to plan for the future	155	0	0	0	0	0	0	43	0	112	0	0	155	65	7	59	11	13
	3%	0	0	0	0	0	0	3%	0	3%	0	0	3%	4%O	*	5%O	2%	6%
Collect stamps/Like variety of stamps	92	0	0	0	0	0	0	10	0	70	0	0	92	39	22	9	11	10
	2%	0	0	0	0	0	0	1%	0	2%	0	0	2%	2%	1%	1%	2%	5%
Stamps would get lost/ misplaced	85	0	0	0	0	0	0	12	13	60	0	0	85	30	19	36	0	0
	1%	0	0	0	0	0	0	1%	4%	2%	0	0	2%	2%	1%	3%	0	0
Would use the stamps before next rate increase	64	0	0	0	0	0	0	0	0	64	0	0	64	29	35	0	0	0
	1%	0	0	0	0	0	0	0	0	2%	0	0	1%	2%	2%	0	0	0
Financial burden/On fixed income	60	0	0	0	0	0	0	0	0	60	0	0	60	10	25	14	0	11
	1%	0	0	0	0	0	0	0	0	2%	0	0	1%	1%	1%	1%	0	5%
Would need more information	45	0	0	0	0	0	0	10	0	35	0	0	45	0	9	26	10	0
	1%	0	0	0	0	0	0	1%	0	1%	0	0	1%	0	*	2%	2%	0
Other	412	0	0	0	0	0	0	135	0	277	0	10	402	79	129	155	11	38
	7%	0	0	0	0	0	0	8%	0	7%	0	4%	7%	4%	7%	12%N	2%	18%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A20DC/A20DD

What are the reasons you say you are not likely to buy the Forever Stamp at 45 cents? Any other reasons?

Base = Is the person who purchases First-Class letter postage stamps for household and asked version C or D and is not likely to buy the Forever Stamp at 45 cents

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Households (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	5785	0**	0**	0**	0**	0**	0**	1649	309**	3792	0**	253**	5532	1843	1982	1262	457*	210**
Don't know/Refused	131	0	0	0	0	0	0	30	30	71	0	17	114	34	46	23	28	0
	2%	0	0	0	0	0	0	2%	10%	2%	0	7%	2%	2%	2%	2%	6%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21D -- Very likely Summary

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 45 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

Base = Is the person who purchases First-Class letter postage stamps for household and 45 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	357	0	0	0	0	0	0	161	13	180	107	13	231	105	118	84	35	14
Weighted Total	4025	0**	0**	0**	0**	0**	0**	1870	145**	1974	1288*	135**	2515	1138*	1372	957*	402*	148**
One Year	538	0	0	0	0	0	0	502	11	25	511	0	26	185	168	131	32	22
	13%	0	0	0	0	0	0	27%J	8%	1%	40%M	0	1%	16%	12%	14%	8%	15%
Three months	811	0	0	0	0	0	0	738	8	65	652	18	142	290	217	191	54	59
	20%	0	0	0	0	0	0	39%J	6%	3%	51%M	13%	6%	26%	16%	20%	13%	40%
Two weeks	1215	0	0	0	0	0	0	969	20	227	718	46	452	393	427	240	99	56
	30%	0	0	0	0	0	0	52%J	13%	11%	56%M	34%	18%	35%	31%	25%	25%	38%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21D -- Very/Somewhat likely Summary

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 45 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

Base = Is the person who purchases First-Class letter postage stamps for household and 45 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total House -holds (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	357	0	0	0	0	0	0	161	13	180	107	13	231	105	118	84	35	14
Weighted Total	4025	0**	0**	0**	0**	0**	0**	1870	145**	1974	1288*	135**	2515	1138*	1372	957*	402*	148**
One Year	1092	0	0	0	0	0	0	979	29	84	920	0	172	333	320	304	67	68
	27%	0	0	0	0	0	0	52%J	20%	4%	71%M	0	7%	29%	23%	32%	17%	46%
Three months	1574	0	0	0	0	0	0	1303	28	243	1042	46	486	469	538	347	143	77
	39%	0	0	0	0	0	0	70%J	19%	12%	81%M	34%	19%	41%	39%	36%	36%	52%
Two weeks	1817	0	0	0	0	0	0	1366	55	395	1047	90	665	526	678	388	159	65
	45%	0	0	0	0	0	0	73%J	38%	20%	81%M	66%	26%	46%	49%	41%	40%	44%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21D -- Mean Summary

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 45 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

Base = Is the person who purchases First-Class letter postage stamps for household and 45 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total House -holds (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	357	0	0	0	0	0	0	161	13	180	107	13	231	105	118	84	35	14
Weighted Total	4025	0**	0**	0**	0**	0**	0**	1870	145**	1974	1288*	135**	2515	1138*	1372	957*	402*	148**
One Year	2.2	0	0	0	0	0	0	3.2J	2.7	1.3	3.8M	2.1	1.5	2.3	2.1	2.3	1.9	3.0
Three months	2.7	0	0	0	0	0	0	3.8J	2.8	1.6	4.2M	3.1	1.9	2.7	2.6	2.6	2.6	3.2
Two weeks	2.9	0	0	0	0	0	0	3.9J	3.2	1.9	4.1M	3.8	2.3	2.9	3.1	2.7	2.8	3.1

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21DA

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 45 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

A. One Year

Base = Is the person who purchases First-Class letter postage stamps for household and 45 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Households (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	357	0	0	0	0	0	0	161	13	180	107	13	231	105	118	84	35	14
Weighted Total	4025	0**	0**	0**	0**	0**	0**	1870	145**	1974	1288*	135**	2515	1138*	1372	957*	402*	148**
Likely (Net)	1092	0	0	0	0	0	0	979	29	84	920	0	172	333	320	304	67	68
	27%	0	0	0	0	0	0	52%J	20%	4%	71%M	0	7%	29%	23%	32%	17%	46%
Very likely (05)	538	0	0	0	0	0	0	502	11	25	511	0	26	185	168	131	32	22
	13%	0	0	0	0	0	0	27%J	8%	1%	40%M	0	1%	16%	12%	14%	8%	15%
Somewhat likely (04)	554	0	0	0	0	0	0	477	18	59	408	0	146	149	151	174	35	46
	14%	0	0	0	0	0	0	26%J	12%	3%	32%M	0	6%	13%	11%	18%	9%	31%
Neither likely nor unlikely (03)	219	0	0	0	0	0	0	145	64	10	68	64	87	78	67	52	21	0
	5%	0	0	0	0	0	0	8%J	44%	*	5%	47%	3%	7%	5%	5%	5%	0
Unlikely (Net)	2542	0	0	0	0	0	0	712	52	1769	279	71	2123	682	928	578	279	66
	63%	0	0	0	0	0	0	38%	36%	90%H	22%	53%	84%K	60%	68%	60%	69%	44%
Somewhat unlikely (02)	500	0	0	0	0	0	0	234	23	244	86	22	384	93	206	88	74	40
	12%	0	0	0	0	0	0	13%	16%	12%	7%	16%	15%K	8%	15%	9%	18%	27%
Very unlikely (01)	2042	0	0	0	0	0	0	478	30	1525	194	49	1738	589	722	491	206	26
	51%	0	0	0	0	0	0	26%	20%	77%H	15%	36%	69%K	52%	53%	51%	51%	17%
Don't know/Refused	172	0	0	0	0	0	0	33	0	112	20	0	134	44	57	22	36	14
	4%	0	0	0	0	0	0	2%	0	6%	2%	0	5%	4%	4%	2%	9%	10%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21DA

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 45 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

A. One Year

Base = Is the person who purchases First-Class letter postage stamps for household and 45 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	4025	0**	0**	0**	0**	0**	0**	1870	145**	1974	1288*	135**	2515	1138*	1372	957*	402*	148**
Mean	2.2	0	0	0	0	0	0	3.2JK	2.7	1.3	3.8M	2.1	1.5	2.3	2.1	2.3	1.9	3.0
Standard Deviation	1.54	0	0	0	0	0	0	1.58	1.15	0.75	1.43	0.91	0.91	1.61	1.48	1.58	1.33	1.45
Standard Error	0.08	0	0	0	0	0	0	0.13	0.32	0.06	0.14	0.25	0.06	0.16	0.14	0.17	0.24	0.40

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21DB

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 45 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

B. Three months

Base = Is the person who purchases First-Class letter postage stamps for household and 45 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Households (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	357	0	0	0	0	0	0	161	13	180	107	13	231	105	118	84	35	14
Weighted Total	4025	0**	0**	0**	0**	0**	0**	1870	145**	1974	1288*	135**	2515	1138*	1372	957*	402*	148**
Likely (Net)	1574	0	0	0	0	0	0	1303	28	243	1042	46	486	469	538	347	143	77
	39%	0	0	0	0	0	0	70%J	19%	12%	81%M	34%	19%	41%	39%	36%	36%	52%
Very likely (05)	811	0	0	0	0	0	0	738	8	65	652	18	142	290	217	191	54	59
	20%	0	0	0	0	0	0	39%J	6%	3%	51%M	13%	6%	26%	16%	20%	13%	40%
Somewhat likely (04)	762	0	0	0	0	0	0	565	19	178	390	27	345	179	321	156	89	18
	19%	0	0	0	0	0	0	30%J	13%	9%	30%M	20%	14%	16%	23%	16%	22%	12%
Neither likely nor unlikely (03)	212	0	0	0	0	0	0	127	68	17	95	56	60	71	52	45	43	0
	5%	0	0	0	0	0	0	7%J	47%	1%	7%M	42%	2%	6%	4%	5%	11%	0
Unlikely (Net)	2072	0	0	0	0	0	0	406	37	1620	131	33	1847	574	715	530	181	64
	51%	0	0	0	0	0	0	22%	25%	82%H	10%	24%	73%K	50%	52%	55%	45%	43%
Somewhat unlikely (02)	470	0	0	0	0	0	0	213	10	247	35	10	425	90	175	161	22	23
	12%	0	0	0	0	0	0	11%	7%	13%	3%	7%	17%K	8%	13%	17%	5%	15%
Very unlikely (01)	1602	0	0	0	0	0	0	193	27	1373	96	23	1422	484	540	370	159	41
	40%	0	0	0	0	0	0	10%	19%	70%H	7%	17%	57%K	43%	39%	39%	39%	28%
Don't know/Refused	168	0	0	0	0	0	0	33	13	94	20	0	121	23	66	34	36	8
	4%	0	0	0	0	0	0	2%	9%	5%	2%	0	5%	2%	5%	4%	9%	5%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21DB

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 45 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

B. Three months

Base = Is the person who purchases First-Class letter postage stamps for household and 45 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Households (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	4025	0**	0**	0**	0**	0**	0**	1870	145**	1974	1288*	135**	2515	1138*	1372	957*	402*	148**
Mean	2.7	0	0	0	0	0	0	3.8J	2.8	1.6	4.2M	3.1	1.9	2.7	2.6	2.6	2.6	3.2
Standard Deviation	1.65	0	0	0	0	0	0	1.36	1.12	1.12	1.16	1.23	1.31	1.72	1.60	1.62	1.58	1.77
Standard Error	0.09	0	0	0	0	0	0	0.11	0.32	0.09	0.11	0.34	0.09	0.17	0.15	0.18	0.28	0.49

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21DC

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 45 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

C. Two weeks

Base = Is the person who purchases First-Class letter postage stamps for household and 45 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Un-like -ly (C)	Very/ Smwht Un-like -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Un-like -ly (F)	Very/ Smwht Un-like -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Un-like -ly (I)	Very/ Smwht Un-like -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Un-like -ly (L)	Very/ Smwht Un-like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	357	0	0	0	0	0	0	161	13	180	107	13	231	105	118	84	35	14
Weighted Total	4025	0**	0**	0**	0**	0**	0**	1870	145**	1974	1288*	135**	2515	1138*	1372	957*	402*	148**
Likely (Net)	1817	0	0	0	0	0	0	1366	55	395	1047	90	665	526	678	388	159	65
	45%	0	0	0	0	0	0	73%J	38%	20%	81%M	66%	26%	46%	49%	41%	40%	44%
Very likely (05)	1215	0	0	0	0	0	0	969	20	227	718	46	452	393	427	240	99	56
	30%	0	0	0	0	0	0	52%J	13%	11%	56%M	34%	18%	35%	31%	25%	25%	38%
Somewhat likely (04)	601	0	0	0	0	0	0	397	35	169	329	44	213	133	251	148	60	9
	15%	0	0	0	0	0	0	21%J	24%	9%	26%M	33%	8%	12%	18%	15%	15%	6%
Neither likely nor unlikely (03)	124	0	0	0	0	0	0	16	58	50	10	24	90	38	35	16	34	0
	3%	0	0	0	0	0	0	1%	40%	3%	1%	18%	4%	3%	3%	2%	8%	0
Unlikely (Net)	1919	0	0	0	0	0	0	454	32	1433	211	21	1642	564	579	531	173	64
	48%	0	0	0	0	0	0	24%	22%	73%H	16%	16%	65%K	50%	42%	55%	43%	43%
Somewhat unlikely (02)	478	0	0	0	0	0	0	214	23	241	62	10	406	88	163	190	23	13
	12%	0	0	0	0	0	0	11%	16%	12%	5%	7%	16%K	8%	12%	20%N	6%	9%
Very unlikely (01)	1441	0	0	0	0	0	0	240	10	1191	149	11	1236	476	415	340	150	50
	36%	0	0	0	0	0	0	13%	7%	60%H	12%	8%	49%K	42%	30%	36%	37%	34%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A21DC

Assume that you knew that postage rates would change ... from today and also assume that you can buy the Forever Stamp today for 45 cents. How likely would you be to buy the Forever Stamp today, if you knew that postage rates would change in ...? Would you be...

C. Two weeks

Base = Is the person who purchases First-Class letter postage stamps for household and 45 cents was asked first

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total House -holds (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	4025	0**	0**	0**	0**	0**	0**	1870	145**	1974	1288*	135**	2515	1138*	1372	957*	402*	148**
Don't know/Refused	165	0	0	0	0	0	0	33	0	96	20	0	119	9	80	22	36	19
	4%	0	0	0	0	0	0	2%	0	5%	2%	0	5%	1%	6%	2%	9%N	13%
Mean	2.9	0	0	0	0	0	0	3.9J	3.2	1.9	4.1M	3.8	2.3	2.9	3.1	2.7	2.8	3.1
Standard Deviation	1.74	0	0	0	0	0	0	1.47	1.08	1.45	1.35	1.23	1.59	1.81	1.71	1.67	1.71	1.87
Standard Error	0.09	0	0	0	0	0	0	0.12	0.30	0.11	0.13	0.34	0.11	0.18	0.16	0.18	0.30	0.54

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A22 -- Yes Summary

If you buy a Forever Stamp before a rate change, would you...

Base = Is the person who purchases First-Class letter postage stamps for household

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	1478	614	23	111	440	28	280	317	29	352	183	22	488	470	507	326	116	51
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Use the Forever Stamp before the rate change	3314	3608	71	509	2726	91	1381	1402	73	822	953	75	1239	1101	1090	795	219	86
	40%	55%D	31%	42%	57%G	31%	46%	38%J	21%	21%	43%M	30%	22%	42%	38%	44%	33%	30%
Save the Forever Stamp until after the rates change and then use it	5848	4569	169	679	3381	213	1796	3036	280	2813	1797	199	4083	1755	2071	1328	465	205
	71%	69%D	73%	56%	71%G	73%	59%	81%J	80%	70%	80%	79%	74%	67%	73%	73%	71%	71%
Save the Forever Stamp for a longer period of time	3878	3191	60	427	2565	75	1015	2257	133	1626	1384	118	2459	1265	1372	796	284	150
	47%	48%D	26%	35%	54%G	26%	34%	60%J	38%	41%	62%M	47%	44%	49%	48%	44%	43%	52%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A22A

If you buy a Forever Stamp before a rate change, would you...

A. Use the Forever Stamp before the rate change

Base = Is the person who purchases First-Class letter postage stamps for household

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	1478	614	23	111	440	28	280	317	29	352	183	22	488	470	507	326	116	51
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Yes	3314	3608	71	509	2726	91	1381	1402	73	822	953	75	1239	1101	1090	795	219	86
	40%	55%D	31%	42%	57%G	31%	46%	38%J	21%	21%	43%M	30%	22%	42%	38%	44%	33%	30%
No	4502	2730	151	641	1882	171	1452	2209	258	2930	1209	160	3984	1408	1547	959	384	188
	55%	41%	65%	53%B	40%	59%	48%E	59%	74%	73%H	54%	63%	72%K	54%	55%	53%	59%	65%
Don't know/Refused	429	273	9	67	149	29	185	119	17	256	74	17	309	96	199	61	52	16
	5%	4%	4%	6%	3%	10%	6%	3%	5%	6%	3%	7%	6%	4%	7%NP	3%	8%P	6%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A22B

If you buy a Forever Stamp before a rate change, would you...

B. Save the Forever Stamp until after the rates change and then use it

Base = Is the person who purchases First-Class letter postage stamps for household

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	1478	614	23	111	440	28	280	317	29	352	183	22	488	470	507	326	116	51
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Yes	5848	4569	169	679	3381	213	1796	3036	280	2813	1797	199	4083	1755	2071	1328	465	205
	71%	69%D	73%	56%	71%G	73%	59%	81%J	80%	70%	80%	79%	74%	67%	73%	73%	71%	71%
No	1975	1762	62	468	1279	64	991	554	42	991	340	37	1196	729	625	388	151	72
	24%	27%	27%	38%B	27%	22%	33%	15%	12%	25%H	15%	15%	22%	28%OP	22%	21%	23%	25%
Don't know/Refused	422	279	0	71	96	14	232	140	27	205	100	17	253	121	140	99	39	13
	5%	4%	0	6%	2%	5%	8%E	4%	8%	5%	4%	7%	5%	5%	5%	5%	6%	5%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A22C

If you buy a Forever Stamp before a rate change, would you...

C. Save the Forever Stamp for a longer period of time

Base = Is the person who purchases First-Class letter postage stamps for household

	Total Household (A)	Purchase Likelihood At 39 Cents: Very/ Smwht Like-ly (B)	Neither Like-ly Nor Un-like-ly (C)	Very/ Smwht Un-like-ly (D)	Purchase Likelihood At 40 Cents: Very/ Smwht Like-ly (E)	Neither Like-ly Nor Un-like-ly (F)	Very/ Smwht Un-like-ly (G)	Purchase Likelihood At 42 Cents: Very/ Smwht Like-ly (H)	Neither Like-ly Nor Un-like-ly (I)	Very/ Smwht Un-like-ly (J)	Purchase Likelihood At 45 Cents: Very/ Smwht Like-ly (K)	Neither Like-ly Nor Un-like-ly (L)	Very/ Smwht Un-like-ly (M)	Rate USPS: Excel-lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	1478	614	23	111	440	28	280	317	29	352	183	22	488	470	507	326	116	51
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Yes	3878	3191	60	427	2565	75	1015	2257	133	1626	1384	118	2459	1265	1372	796	284	150
	47%	48%D	26%	35%	54%G	26%	34%	60%J	38%	41%	62%M	47%	44%	49%	48%	44%	43%	52%
No	3753	3091	162	684	2019	206	1743	1262	159	2037	722	106	2638	1209	1223	887	299	109
	46%	47%	70%	56%	42%	71%	58%E	34%	46%	51%H	32%	42%	48%K	46%	43%	49%	46%	37%
Don't know/Refused	613	329	9	106	172	10	260	212	57	345	130	28	435	131	241	132	72	31
	7%	5%	4%	9%	4%	3%	9%E	6%	16%	9%	6%	11%	8%	5%	8%N	7%	11%N	11%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A23

Do you think the Postal Service should make the Forever Stamp available all the time or just for a short time before a rate change?

Base = Is the person who purchases First-Class letter postage stamps for household

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	1478	614	23	111	440	28	280	317	29	352	183	22	488	470	507	326	116	51
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
All the time	4766	4547	100	523	3502	149	1451	2839	132	1259	1749	124	2323	1569	1577	1063	374	161
	58%	69%D	43%	43%	74%G	51%	48%	76%J	38%	31%	78%M	49%	42%	60%	56%	59%	57%	55%
For a short time before a rate change	1941	1461	105	291	871	71	870	631	118	1226	375	41	1554	581	795	367	147	38
	24%	22%	46%	24%	18%	24%	29%E	17%	34%	31%H	17%	16%	28%K	22%	28%N PR	20%	22%	13%
Do not make the stamp available at all	739	192	0	197	115	13	297	117	70	899	59	60	958	241	215	176	64	42
	9%	3%	0	16%B	2%	4%	10%E	3%	20%	22%H	3%	24%	17%K	9%	8%	10%	10%	14%
Don't know/Refused	799	411	25	207	268	59	400	144	30	624	53	28	697	213	249	209	69	50
	10%	6%	11%	17%B	6%	20%	13%E	4%	8%	16%H	2%	11%	13%K	8%	9%	11%	11%	17%N

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A24 -- Agree Summary

If the Postal Service offered the Forever Stamp, would you agree or disagree with the following statements? Just say AGREE or DISAGREE after I read each statement.

Base = Is the person who purchases First-Class letter postage stamps for household

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	1478	614	23	111	440	28	280	317	29	352	183	22	488	470	507	326	116	51
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
The Forever Stamp will make stamp price changes easy to deal with	6473	6072	151	835	4516	243	2230	3354	244	2079	2106	153	3388	2035	2332	1414	479	184
	79%	92%D	65%	69%	95%G	83%	74%	90%J	70%	52%	94%M	60%	61%	78%R	82%Q R	78%R	73%	63%
The Forever Stamp shows the Postal Service is more customer-friendly	5936	5678	190	691	4264	241	2024	3043	196	1820	1913	122	2987	1941	2139	1288	399	141
	72%	86%D	82%	57%	90%G	83%	67%	82%J	56%	45%	86%M	48%	54%	75%Q R	75%Q R	71%R	61%	48%
The Forever Stamp will make the Postal Service easier to use	5586	5356	114	614	4047	191	1796	2978	188	1663	1907	124	2788	1838	1990	1180	387	163
	68%	81%D	50%	50%	85%G	66%	59%	80%J	54%	41%	85%M	49%	50%	71%Q R	70%Q R	65%	59%	56%
The Forever Stamp will make me more likely to use the mail to pay bills	3712	3842	79	405	3154	63	1084	2015	134	790	1423	35	1472	1271	1283	804	263	91
	45%	58%D	34%	33%	66%G	21%	36%	54%J	38%	20%	64%M	14%	27%	49%R	45%	44%	40%	31%
The Forever Stamp will make me more likely to use the mail to send messages	3097	3131	49	232	2543	62	815	1916	115	622	1400	40	1167	1027	1039	728	222	69
	38%	47%D	21%	19%	53%G	21%	27%	51%J	33%	16%	63%M	16%	21%	39%R	37%	40%R	34%	24%
The Forever Stamp will make me more likely to purchase Forever Stamps as gifts for others	2978	3073	28	315	2577	56	803	1738	114	567	1213	95	1075	978	1057	663	182	89
	36%	46%D	12%	26%	54%G	19%	27%	47%J	33%	14%	54%M	38%	19%	38%	37%	36%	28%	31%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A24A

If the Postal Service offered the Forever Stamp, would you agree or disagree with the following statements? Just say AGREE or DISAGREE after I read each statement.

A. The Forever Stamp shows the Postal Service is more customer-friendly

Base = Is the person who purchases First-Class letter postage stamps for household

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	1478	614	23	111	440	28	280	317	29	352	183	22	488	470	507	326	116	51
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Agree	5936	5678	190	691	4264	241	2024	3043	196	1820	1913	122	2987	1941	2139	1288	399	141
	72%	86%D	82%	57%	90%G	83%	67%	82%J	56%	45%	86%M	48%	54%	75%QR	75%QR	71%R	61%	48%
Disagree	1958	761	27	408	372	50	781	578	136	1988	281	103	2325	534	575	465	225	144
	24%	12%	12%	34%B	8%	17%	26%E	16%	39%	50%H	13%	41%	42%K	20%	20%	26%	34%NO	50%NOP
Don't know/Refused	351	171	14	118	121	0	214	109	17	200	42	27	220	130	122	62	31	6
	4%	3%	6%	10%B	3%	0	7%E	3%	5%	5%	2%	11%	4%	5%	4%	3%	5%	2%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A24B

If the Postal Service offered the Forever Stamp, would you agree or disagree with the following statements? Just say AGREE or DISAGREE after I read each statement.

B. The Forever Stamp will make the Postal Service easier to use

Base = Is the person who purchases First-Class letter postage stamps for household

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Households (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	1478	614	23	111	440	28	280	317	29	352	183	22	488	470	507	326	116	51
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Agree	5586	5356	114	614	4047	191	1796	2978	188	1663	1907	124	2788	1838	1990	1180	387	163
	68%	81%D	50%	50%	85%G	66%	59%	80%J	54%	41%	85%M	49%	50%	71%QR	70%QR	65%	59%	56%
Disagree	2442	1177	116	564	638	100	1157	678	121	2231	307	101	2600	743	752	570	235	127
	30%	18%	50%	46%B	13%	34%	38%E	18%	35%	56%H	14%	40%	47%K	29%	27%	31%	36%	44%NO
Don't know/Refused	216	78	0	39	72	0	66	75	40	114	22	27	144	23	94	65	33	0
	3%	1%	0	3%	2%	0	2%	2%	12%	3%	1%	11%	3%	1%	3%N	4%N	5%N	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A24C

If the Postal Service offered the Forever Stamp, would you agree or disagree with the following statements? Just say AGREE or DISAGREE after I read each statement.

C. The Forever Stamp will make stamp price changes easy to deal with

Base = Is the person who purchases First-Class letter postage stamps for household

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Households (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	1478	614	23	111	440	28	280	317	29	352	183	22	488	470	507	326	116	51
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Agree	6473	6072	151	835	4516	243	2230	3354	244	2079	2106	153	3388	2035	2332	1414	479	184
	79%	92%D	65%	69%	95%G	83%	74%	90%J	70%	52%	94%M	60%	61%	78%R	82%QR	78%R	73%	63%
Disagree	1563	458	80	365	178	48	696	315	78	1803	105	61	2030	517	447	325	159	100
	19%	7%	35%	30%B	4%	17%	23%E	8%	22%	45%H	5%	24%	37%K	20%	16%	18%	24%O	35%NOP
Don't know/Refused	208	81	0	18	63	0	92	61	27	125	25	39	113	52	57	76	17	6
	3%	1%	0	1%	1%	0	3%	2%	8%	3%	1%	16%	2%	2%	2%	4%	3%	2%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A24D

If the Postal Service offered the Forever Stamp, would you agree or disagree with the following statements? Just say AGREE or DISAGREE after I read each statement.

D. The Forever Stamp will make me more likely to use the mail to send messages

Base = Is the person who purchases First-Class letter postage stamps for household

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	1478	614	23	111	440	28	280	317	29	352	183	22	488	470	507	326	116	51
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Agree	3097	3131	49	232	2543	62	815	1916	115	622	1400	40	1167	1027	1039	728	222	69
	38%	47%D	21%	19%	53%G	21%	27%	51%J	33%	16%	63%M	16%	21%	39%R	37%	40%R	34%	24%
Disagree	4945	3334	181	956	2090	219	2161	1752	217	3319	795	185	4311	1534	1717	1026	417	221
	60%	50%	79%	79%B	44%	75%	72%E	47%	62%	83%H	36%	73%	78%K	59%	61%	57%	64%	76%NOP
Don't know/Refused	202	145	0	28	123	11	42	63	17	67	41	29	54	43	81	61	17	0
	2%	2%	0	2%	3%	4%	1%	2%	5%	2%	2%	11%	1%	2%	3%	3%	3%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A24E

If the Postal Service offered the Forever Stamp, would you agree or disagree with the following statements? Just say AGREE or DISAGREE after I read each statement.

E. The Forever Stamp will make me more likely to use the mail to pay bills

Base = Is the person who purchases First-Class letter postage stamps for household

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total House -holds (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	1478	614	23	111	440	28	280	317	29	352	183	22	488	470	507	326	116	51
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Agree	3712	3842	79	405	3154	63	1084	2015	134	790	1423	35	1472	1271	1283	804	263	91
	45%	58%D	34%	33%	66%G	21%	36%	54%J	38%	20%	64%M	14%	27%	49%R	45%	44%	40%	31%
Disagree	4319	2659	151	790	1508	215	1893	1654	198	3097	770	201	3970	1292	1450	975	363	199
	52%	40%	66%	65%B	32%	74%	63%E	44%	57%	77%H	34%	79%	72%K	50%	51%	54%	55%	69%NO
Don't know/Refused	214	110	0	23	94	14	41	61	17	120	43	17	90	41	103	36	28	0
	3%	2%	0	2%	2%	5%	1%	2%	5%	3%	2%	7%	2%	2%	4%	2%	4%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A24F

If the Postal Service offered the Forever Stamp, would you agree or disagree with the following statements? Just say AGREE or DISAGREE after I read each statement.

F. The Forever Stamp will make me more likely to purchase Forever Stamps as gifts for others

Base = Is the person who purchases First-Class letter postage stamps for household

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total House -holds (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	1478	614	23	111	440	28	280	317	29	352	183	22	488	470	507	326	116	51
Weighted Total	8244	6611	230**	1217	4757	291**	3018	3730	349**	4008	2236	253**	5532	2604	2836	1815	655	291*
Agree	2978	3073	28	315	2577	56	803	1738	114	567	1213	95	1075	978	1057	663	182	89
	36%	46%D	12%	26%	54%G	19%	27%	47%J	33%	14%	54%M	38%	19%	38%	37%	36%	28%	31%
Disagree	5100	3458	202	876	2148	206	2172	1929	217	3340	958	140	4383	1583	1745	1100	443	196
	62%	52%	88%	72%B	45%	71%	72%E	52%	62%	83%H	43%	55%	79%K	61%	62%	61%	68%	67%
Don't know/Refused	166	80	0	26	32	29	43	64	17	101	66	17	74	44	34	53	29	6
	2%	1%	0	2%	1%	10%	1%	2%	5%	3%	3%	7%	1%	2%	1%	3%	4%O	2%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A25

Earlier you told me that you usually purchase ... at a time. If you were to buy Forever Stamps BEFORE a rate change to use AFTER the rate change, how many Forever Stamps would you buy?

Base = Is the person who purchases First-Class letter postage stamps for household and likely to purchase a Forever Stamp for household and know how many stamps are usually purchased at one time

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Households (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	950	607	4	6	434	16	160	314	4	9	179	10	136	308	331	213	66	28
Weighted Total	5318	6543	39**	76**	4698	176**	1715	3680	40**	120**	2170	111**	1539	1710	1848	1197	374*	167**
Any (Net)	4948	6140	39	64	4418	140	1619	3403	40	103	2004	111	1401	1586	1710	1111	361	157
	93%	94%	100%	83%	94%	80%	94%	92%	100%	86%	92%	100%	91%	93%	93%	93%	97%	94%
20 or less stamps (Subnet)	2374	2700	15	34	2006	8	696	1906	21	56	1226	70	665	755	785	615	152	62
	45%	41%	39%	45%	43%	5%	41%	52%	52%	46%	57%M	63%	43%	44%	42%	51%	41%	37%
1-5 stamps (3)	288	339	0	20	264	0	103	193	0	0	123	0	47	79	115	68	18	7
	5%	5%	0	27%	6%	0	6%	5%	0	0	6%	0	3%	5%	6%	6%	5%	4%
6-10 stamps (Half a booklet/Half a sheet) (8)	351	291	0	0	247	0	44	397	0	31	262	12	155	78	152	81	35	5
	7%	4%	0	0	5%	0	3%	11%	0	26%	12%	11%	10%	5%	8%	7%	9%	3%
11-19 stamps (15)	105	172	0	0	144	0	28	31	0	0	31	0	0	34	35	27	9	0
	2%	3%	0	0	3%	0	2%	1%	0	0	1%	0	0	2%	2%	2%	2%	0
20 stamps (One booklet/ One sheet) (20)	1631	1897	15	14	1351	8	521	1286	21	25	811	58	464	563	483	439	91	49
	31%	29%	39%	18%	29%	5%	30%	35%	52%	20%	37%	53%	30%	33%	26%	37%O	24%	30%
21 - 40 stamps (Subnet)	650	820	0	0	583	38	199	443	0	9	220	0	232	189	254	114	61	30
	12%	13%	0	0	12%	21%	12%	12%	0	7%	10%	0	15%	11%	14%	10%	16%	18%
21-39 stamps (30)	125	195	0	0	134	0	60	42	0	9	43	0	7	48	61	10	6	0
	2%	3%	0	0	3%	0	4%	1%	0	7%	2%	0	*	3%	3%	1%	2%	0

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A25

Earlier you told me that you usually purchase ... at a time. If you were to buy Forever Stamps BEFORE a rate change to use AFTER the rate change, how many Forever Stamps would you buy?

Base = Is the person who purchases First-Class letter postage stamps for household and likely to purchase a Forever Stamp for household and know how many stamps are usually purchased at one time

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total House -holds (A)	Very/ Smwht Like -ly (B)	Nei- ther Like -ly Nor Un- like -ly (C)	Very/ Smwht Un- like -ly (D)	Very/ Smwht Like -ly (E)	Nei- ther Like -ly Nor Un- like -ly (F)	Very/ Smwht Un- like -ly (G)	Very/ Smwht Like -ly (H)	Nei- ther Like -ly Nor Un- like -ly (I)	Very/ Smwht Un- like -ly (J)	Very/ Smwht Like -ly (K)	Nei- ther Like -ly Nor Un- like -ly (L)	Very/ Smwht Un- like -ly (M)	Excel -lent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	5318	6543	39**	76**	4698	176**	1715	3680	40**	120**	2170	111**	1539	1710	1848	1197	374*	167**
40 stamps (2 booklets/2 sheets) (40)	525 10%	625 10%	0 0	0 0	449 10%	38 21%	139 8%	401 11%	0 0	0 0	177 8%	0 0	225 15%	142 8%	193 10%	104 9%	55 15%	30 18%
41 or more stamps (Subnet)	1924 36%	2620 40%	24 61%	30 39%	1829 39%	94 53%	724 42%	1054 29%	19 48%	39 32%	558 26%	40 37%	503 33%	642 38%	671 36%	382 32%	147 39%	65 39%
41-99 stamps (70)	367 7%	466 7%	0 0	0 0	345 7%	0 0	106 6%	262 7%	0 0	0 0	156 7%	11 10%	95 6%	128 7%	114 6%	70 6%	30 8%	17 10%
100 stamps (5 booklets/ 5 sheets/1 coil/1 roll) (100)	1126 21%	1573 24%	7 19%	18 24%	1037 22%	94 53%	463 27%	550 15%	19 48%	28 23%	293 14%	20 18%	275 18%	335 20%	417 23%	235 20%	96 26%	39 24%
More than 100 stamps (120)	431 8%	581 9%	17 43%	11 15%	447 10%	0 0	155 9%	241 7%	0 0	11 9%	110 5%	10 9%	133 9%	179 10%	140 8%	77 6%	21 6%	9 5%
Zero/None (0)	62 1%	83 1%	0 0	0 0	14 *	26 15%	44 3%E	34 1%	0 0	0 0	10 *	0 0	25 2%	18 1%	13 1%	16 1%	9 2%	5 3%
Don't know/Refused	309 6%	320 5%	0 0	13 17%	267 6%	10 6%	53 3%	243 7%	0 0	17 14%	156 7%	0 0	114 7%	106 6%	125 7%	70 6%	4 1%	5 3%
Mean (Including None)	50.4	53.7	77.5	55.4	53.1	66.9	54.8	43.5	58.7	49.2	40.1	46.7	49.1	52.1	50.9	46.2	51.1	52.1

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A25

Earlier you told me that you usually purchase ... at a time. If you were to buy Forever Stamps BEFORE a rate change to use AFTER the rate change, how many Forever Stamps would you buy?

Base = Is the person who purchases First-Class letter postage stamps for household and likely to purchase a Forever Stamp for household and know how many stamps are usually purchased at one time

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Households (A)	Very/ Smwht Like -ly (B)	Neither Like -ly Nor Unlike -ly (C)	Very/ Smwht Unlike -ly (D)	Very/ Smwht Like -ly (E)	Neither Like -ly Nor Unlike -ly (F)	Very/ Smwht Unlike -ly (G)	Very/ Smwht Like -ly (H)	Neither Like -ly Nor Unlike -ly (I)	Very/ Smwht Unlike -ly (J)	Very/ Smwht Like -ly (K)	Neither Like -ly Nor Unlike -ly (L)	Very/ Smwht Unlike -ly (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Weighted Total	5318	6543	39**	76**	4698	176**	1715	3680	40**	120**	2170	111**	1539	1710	1848	1197	374*	167**
Standard Deviation (Including None)	40.41	40.90	46.90	50.01	40.93	39.99	41.61	38.07	40.49	44.66	36.59	39.71	39.81	41.01	40.68	39.43	39.65	37.92
Standard Error (Including None)	1.35	1.70	23.45	22.37	2.02	10.32	3.35	2.23	20.25	15.79	2.85	12.56	3.55	2.41	2.32	2.79	4.92	7.30
Mean (Excluding None)	51.1	54.5	77.5	55.4	53.3	79.1	56.3	43.9	58.7	49.2	40.3	46.7	50.0K	52.7	51.3	46.9	52.4	53.7
Standard Deviation (Excluding None)	40.27	40.69	46.90	50.01	40.88	30.28	41.16	38.01	40.49	44.66	36.57	39.71	39.62	40.86	40.58	39.32	39.29	37.35
Standard Error (Excluding None)	1.36	1.71	23.45	22.37	2.02	8.40	3.37	2.24	20.25	15.79	2.86	12.56	3.56	2.42	2.32	2.80	4.95	7.32

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A26A

Suppose the Postal Service offered a Forever Stamp with no premium or surcharge, so that the price would be the current rate for First-Class postage which is 39 cents, but the Forever Stamp would only be AVAILABLE FOR SALE FOR TWO MONTHS BEFORE A RATE CHANGE. Would you prefer to buy the Forever Stamp with no premium during the two months before a rate change or would you prefer to pay a one cent premium for the Forever Stamp and retain the ability to buy the Forever Stamp all year round?

Base = Is the person who purchases First-Class letter postage stamps for household and got either version A or B

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Households (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	768	614	23	111	440	28	280	0	0	0	0	0	0	243	269	164	63	25
Weighted Total	8284	6611	230**	1217	4757	291**	3018	0**	0**	0**	0**	0**	0**	2636	2860	1766	699*	278**
Pay no premium, buy 2 months prior	3764	3064	164	460	1749	178	1758	0	0	0	0	0	0	1262	1453	576	312	150
	45%	46%	71%	38%	37%	61%	58%E	0	0	0	0	0	0	48%P	51%P	33%	45%	54%
Pay premium, buy all year	3787	3194	67	436	2818	82	801	0	0	0	0	0	0	1113	1196	1059	314	71
	46%	48%D	29%	36%	59%G	28%	27%	0	0	0	0	0	0	42%	42%	60%NO	45%	26%
Don't know/Refused	733	353	0	321	190	32	459	0	0	0	0	0	0	261	211	131	72	57
	9%	5%	0	26%B	4%	11%	15%E	0	0	0	0	0	0	10%	7%	7%	10%	20%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A27A

Suppose the Postal Service offered a Forever Stamp with no premium or surcharge, so that the price would be the current rate for First-Class postage which is 39 cents, but makes it available in a limited quantity, whereby you could only purchase 20 stamps or less at a time. Would you prefer to buy the Forever Stamp in limited quantities at 39 cents or would you prefer to pay a one cent premium for the Forever Stamp and retain the ability to buy as many Forever Stamps as you desire?

Base = Is the person who purchases First-Class letter postage stamps for household and got either version A or B

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Households (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	768	614	23	111	440	28	280	0	0	0	0	0	0	243	269	164	63	25
Weighted Total	8284	6611	230**	1217	4757	291**	3018	0**	0**	0**	0**	0**	0**	2636	2860	1766	699*	278**
Pay no premium, buy 20 or less at a time	3426	2775	104	467	1533	128	1669	0	0	0	0	0	0	1093	1256	660	265	141
	41%	42%	45%	38%	32%	44%	55%E	0	0	0	0	0	0	41%	44%	37%	38%	51%
Pay premium, buy as many stamps as desired	4329	3608	111	524	3105	150	985	0	0	0	0	0	0	1459	1390	999	338	107
	52%	55%D	48%	43%	65%G	51%	33%	0	0	0	0	0	0	55%	49%	57%	48%	39%
Don't know/Refused	529	228	15	226	118	13	365	0	0	0	0	0	0	84	213	107	95	30
	6%	3%	6%	19%B	2%	4%	12%E	0	0	0	0	0	0	3%	7%N	6%	14%N	11%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A26C

Suppose the Postal Service offered a Forever Stamp with no premium or surcharge, so that the price would be the current rate for First-Class postage which is 39 cents, but the Forever Stamp would only be AVAILABLE FOR SALE FOR TWO MONTHS BEFORE A RATE CHANGE. Would you prefer to buy the Forever Stamp with no premium during the two months before a rate change or would you prefer to pay a three cent premium for the Forever Stamp and retain the ability to buy the Forever Stamp all year round?

Base = Is the person who purchases First-Class letter postage stamps for household and got version C

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	353	0	0	0	0	0	0	156	16	172	76	9	257	122	120	78	18	12
Weighted Total	4207	0**	0**	0**	0**	0**	0**	1861	204**	2033	948*	118**	3017	1448	1440	915*	230**	142**
Pay no premium, buy 2 months prior	2495	0	0	0	0	0	0	902	128	1416	398	42	2018	812	870	577	109	117
	59%	0	0	0	0	0	0	48%	63%	70%H	42%	35%	67%K	56%	60%	63%	47%	82%
Pay premium, buy all year	1262	0	0	0	0	0	0	857	32	358	503	45	659	426	430	317	78	11
	30%	0	0	0	0	0	0	46%J	15%	18%	53%M	38%	22%	29%	30%	35%	34%	8%
Don't know/Refused	450	0	0	0	0	0	0	102	45	260	47	32	339	210	139	22	43	14
	11%	0	0	0	0	0	0	5%	22%	13%H	5%	27%	11%	15%P	10%	2%	19%	10%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A27C

Suppose the Postal Service offered a Forever Stamp with no premium or surcharge, so that the price would be the current rate for First-Class postage which is 39 cents, but makes it available in a limited quantity, whereby you could only purchase 20 stamps or less at a time. Would you prefer to buy the Forever Stamp in limited quantities at 39 cents or would you prefer to pay a three cent premium for the Forever Stamp and retain the ability to buy as many Forever Stamps as you desire?

Base = Is the person who purchases First-Class letter postage stamps for household and got version C

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	353	0	0	0	0	0	0	156	16	172	76	9	257	122	120	78	18	12
Weighted Total	4207	0**	0**	0**	0**	0**	0**	1861	204**	2033	948*	118**	3017	1448	1440	915*	230**	142**
Pay no premium, buy 20 or less at a time	2299	0	0	0	0	0	0	838	113	1292	367	62	1840	749	865	551	42	72
	55%	0	0	0	0	0	0	45%	55%	64%H	39%	53%	61%K	52%	60%	60%	18%	50%
Pay premium, buy as many stamps as desired	1440	0	0	0	0	0	0	896	60	483	498	38	844	554	442	327	84	33
	34%	0	0	0	0	0	0	48%J	30%	24%	53%M	32%	28%	38%	31%	36%	36%	23%
Don't know/Refused	469	0	0	0	0	0	0	127	31	258	83	17	332	145	133	37	104	38
	11%	0	0	0	0	0	0	7%	15%	13%	9%	15%	11%	10%	9%	4%	45%	26%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A26D

Suppose the Postal Service offered a Forever Stamp with no premium or surcharge, so that the price would be the current rate for First-Class postage which is 39 cents, but the Forever Stamp would only be AVAILABLE FOR SALE FOR TWO MONTHS BEFORE A RATE CHANGE. Would you prefer to buy the Forever Stamp with no premium during the two months before a rate change or would you prefer to pay a six cent premium for the Forever Stamp and retain the ability to buy the Forever Stamp all year round?

Base = Is the person who purchases First-Class letter postage stamps for household and got version D

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	357	0	0	0	0	0	0	161	13	180	107	13	231	105	118	84	35	14
Weighted Total	4025	0**	0**	0**	0**	0**	0**	1870	145**	1974	1288*	135**	2515	1138*	1372	957*	402*	148**
Pay no premium, buy 2 months prior	2428	0	0	0	0	0	0	971	106	1333	579	103	1731	647	885	583	250	54
	60%	0	0	0	0	0	0	52%	73%	68%H	45%	76%	69%K	57%	65%	61%	62%	37%
Pay premium, buy all year	1122	0	0	0	0	0	0	819	39	265	639	21	462	342	371	237	109	64
	28%	0	0	0	0	0	0	44%J	27%	13%	50%M	16%	18%	30%	27%	25%	27%	43%
Don't know/Refused	474	0	0	0	0	0	0	80	0	376	69	11	322	149	116	136	43	30
	12%	0	0	0	0	0	0	4%	0	19%H	5%	8%	13%K	13%	8%	14%	11%	20%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

FOREVER STAMPS - CONSUMER
WEIGHTED TOTAL HOUSEHOLDS (10,000S)

Question A27D

Suppose the Postal Service offered a Forever Stamp with no premium or surcharge, so that the price would be the current rate for First-Class postage which is 39 cents, but makes it available in a limited quantity, whereby you could only purchase 20 stamps or less at a time. Would you prefer to buy the Forever Stamp in limited quantities at 39 cents or would you prefer to pay a six cent premium for the Forever Stamp and retain the ability to buy as many Forever Stamps as you desire?

Base = Is the person who purchases First-Class letter postage stamps for household and got version D

		Purchase Likelihood At 39 Cents			Purchase Likelihood At 40 Cents			Purchase Likelihood At 42 Cents			Purchase Likelihood At 45 Cents			Rate USPS				
	Total Household (A)	Very/ Smwht Likely (B)	Neither Likely Nor Unlikely (C)	Very/ Smwht Unlikely (D)	Very/ Smwht Likely (E)	Neither Likely Nor Unlikely (F)	Very/ Smwht Unlikely (G)	Very/ Smwht Likely (H)	Neither Likely Nor Unlikely (I)	Very/ Smwht Unlikely (J)	Very/ Smwht Likely (K)	Neither Likely Nor Unlikely (L)	Very/ Smwht Unlikely (M)	Excellent (N)	Very Good (O)	Good (P)	Fair (Q)	Poor (R)
Unweighted Total	357	0	0	0	0	0	0	161	13	180	107	13	231	105	118	84	35	14
Weighted Total	4025	0**	0**	0**	0**	0**	0**	1870	145**	1974	1288*	135**	2515	1138*	1372	957*	402*	148**
Pay no premium, buy 20 or less at a time	2439	0	0	0	0	0	0	1003	115	1303	621	86	1724	706	883	570	210	62
	61%	0	0	0	0	0	0	54%	79%	66%H	48%	64%	69%K	62%	64%	60%	52%	42%
Pay premium, buy as many stamps as desired	1164	0	0	0	0	0	0	783	11	369	631	38	480	326	358	275	151	53
	29%	0	0	0	0	0	0	42%J	8%	19%	49%M	28%	19%	29%	26%	29%	38%	36%
Don't know/Refused	423	0	0	0	0	0	0	83	20	302	36	11	312	106	131	112	41	33
	10%	0	0	0	0	0	0	4%	13%	15%H	3%	8%	12%K	9%	10%	12%	10%	22%

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G - H/I/J - K/L/M - N/O/P/Q/R
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Forever Stamp Market Research

--CONSUMER VERISON--

1. Are you the person who generally purchases First-Class letter postage stamps for your household?

1	YES	→	Continue
2	NO	→	Terminate interview
X	DK/REF		

ALL WHO CONTINUE ARE QUALIFIED FOR INTERVIEW

---

2. How often do you purchase First-Class letter postage stamps for your household's use? READ LIST

1	More than once a week
2	Once a week
3	Once every two weeks
4	Once a month
5	Once every three months
~~6~~	Once every six months
7	Once a year or less often
X	DF/REF

3. Where do you usually purchase First-Class letter postage? READ LIST . ACCEPT MULTIPLE RESPONSES

1 From a clerk at the post office

2 From a vending machine at the post office (Includes the Automated Postal Machines (APCs)

3 At the grocery store

4 At a bank or retail store

5 From Stamps-by-Mail

6 From the Postal Service's website

7 From a non-Postal Service website (e.g., Stamps.com)

8 Or some other place

X DK/REF

4. How many First-Class letter stamps do you usually purchase at one time? LET RESPONDENT REPLY. MARK ONE ANSWER ONLY. USE LIST TO PROMPT.

1 1-5 stamps

2 6-10 stamps (Record "half a booklet" or "a half sheet" as 10 stamps")

3 11-19 stamps

4 20 stamps, one booklet, one sheet

5 21-39 stamps

6 40 stamps, two booklets, two sheets

7 41-99 stamps

8 100 stamps, five booklets, five sheets, one coil or one roll

9 More than 100 stamps at a time

XX DK/REF

5. Right now, how many 39 cent First-Class letter stamps does your household currently have? Your best estimate is fine. LET RESPONDENT REPLY. MARK ONE ANSWER ONLY. USE LIST TO PROMPT.

1 0 (NONE)

2 1 - 5 stamps

3 6 - 10 stamps (record "half a booklet" or " a half sheet as 10 stamps)

4 11 -19 stamps

5 20 stamps, one booklet, one sheet

6 21 - 39 stamps

7 40 stamps, two booklets, two sheets

8 41 - 99 stamps

9 100 stamps, five booklets, five sheets, one coil

10 More than 100 stamps

XX DK/REF

6 Now please rate the US Postal Service on its overall performance in the past three months. Would you say its overall performance in the past three months has been Excellent, Very Good, Good, Fair or Poor?

5 Excellent

4 Very good

3 Good

2 Fair

1 Poor

X DK/REF

7. How easy is it to purchase First-Class stamps to send letters? Would you say it is . . . READ LIST

5 Very easy

4 Somewhat easy

3 Neither easy nor difficult

2 Somewhat difficult

1 Very difficult?

X DK/REF

8. READ INTRODUCTION: In January 2006, the price of First-Class Mail letter stamps increased from 37 cents to 39 cents for a letter weighing one ounce or less. Please tell me if you did any of the following to deal with the price change.

Did you buy 39-cent stamps before the price change or after the price change in January, 2006?

1 Before the price change

2 After the price change

3 DK/REF

9. Did you buy 2-cent stamps, sometimes called make-up stamps, before the price change or after the price change in January, 2006?

1 Before the price change

2 After the price change

3 DK/REF

10. At the time of the price change in January, 2006, did you use two 37-cent stamps on your letters or use some combination of stamps that caused you to overpay for postage?

1 YES

2 NO

3 DK/REF

11. Did you use any 1-cent or 2-cent stamps left over from the last rate change?

4 YES

5 NO

6 DK/REF

12. After the rate change in January 2006, did you mail any letters using the old 37-cent stamp that had insufficient postage?

7 YES

8 NO

9 DK/REF

13. At the time of the January 2006 rate change, did you use a computer to print postage, rather than getting purchasing traditional postage stamps?

1 YES

2 NO

3 DK/REF

14. At the time of the rate change, did you take any First-Class letters to the counter of the Post Office and purchase postage from a clerk?

1 YES

2 NO

3 DK/REF

15. Overall, did the last rate change create any inconvenience for you? Would you say…

1	It created no inconvenience at all	→	SKIP TO Q17
2	It created very little inconvenience	→	SKIP TO Q17
3	It made no difference	→	SKIP TO Q17
4	It created some *in*convenience	→	ASK Q16
5	Or it created a great deal of inconvenience	→	Ask Q16
X	DK/REF	→	SKIP TO Q17

IF Q15 is 1, 2, 3 or X, SKIP TO Q17

ASK THOSE WHO SAY "4" or "5" in Q15 (SOME OR a GREAT DEAL OF INCONVENIENCE:

16. What sort of inconvenience did you experience? PROBE: What other things did you encounter? RECORD VERBATIM RESPONSES. ACCEPT MULTIPLE RESPONSES.

_____

ASK EVERYONE:

17. Did you experience any of the following situations at the time of the rate change in January 2006? Just answer YES or NO.

	YES	NO	DK/REF
a. Did you have to make a special trip to the Post Office to buy stamps?	1	2	3
b. There were long lines at the Post Office.	1	2	3
c. The Post Office was out of stamps, and you had to come back.	1	2	3
d. The Post Office was low on stamps and limited the number you could purchase.	1	2	3

18. **READ CONCEPT STATEMENT**

The Postal Service is considering the possible introduction of a new stamp called the "Forever Stamp." This stamp will be issued for use on First-Class letter mail only. It is called a Forever Stamp because the stamp would be good forever to mail a First-Class letter, even if postage rates increase. So, if you were to buy a Forever Stamp today, it would always be valid to mail a First-Class letter in future years, no matter how many times the postage rate might increase. Once you buy the Forever Stamp, you would not need to add make-up stamps if the rate of postage increases. You could simply mail your letter with the proposed Forever Stamp and be assured that your letter had the proper postage to be delivered.

Would you like me to read it again or should I continue?

1 READ AGAIN
2 CONTINUE NOW

INSTRUCTIONS FOR 6 PRICE POINTS (called A-F):

Each respondent will be asked 4 prices.
RANDOMLY ASSIGN RESPONDENTS TO TWO GROUPS OF 1000 EACH

ASK GROUP 1: OFFERS A and B (N = 1000 max)
ASK GROUP 2: OFFERS C and D (N = 1000 max)

ROTATE ORDER OF START FOR A and B, so 50% asked A first, 50% asked B first;
ROTATE ORDER OF START FOR C and D, so 50% asked C first, 50% asked D first;

OFFER A: 0 cent premium, no limitations, sold at 39 cents	ASK 1000
OFFER B: 1 cent premium, no limitations, sold at 40 cents	ASK 1000
OFFER C: 3 cent premium, no limitations, sold at 42 cents	ASK 1000
OFFER D: 6 cent premium, no limitations, sold at 45 cents	ASK 1000

OFFERS E and F: ASK THESE LAST TO ALL 2000 RESPONDENTS, ROTATE ORDER SO 50% are asked E first, and 50% are asked F first

OFFER E: NO premium, with quantity limitations, sold at 39 cents	ASK 2000
OFFER F: NO premium, with time limitations, sold at 39 cents	ASK 2000

PROGRAMMER: INSERT PRICING of 0,1,3,6 cents and 39, 40, 42, and 45 cents. Insert first price in Q19 series. Insert second price in Q20 series.

FOR 0 cents (39 cents), READ Q19 AS:

19. The price of a First-Class letter stamp is currently 39 cents. If you could buy the Forever Stamp today at 39 cents, you could use it to mail a letter anytime in the future, even if stamp prices had increased. At a price of 39 cents, how likely would you be to buy the Forever Stamp?

FOR 1, 3 and 6 cents premiums, READ Q19 AS:

19. The price of a First-Class letter stamp is currently 39 cents. The Postal Service may charge a premium or surcharge of [XX] cent(s) for the forever stamp over the price of a First-Class letter stamp which is 39 cents today. If you could buy the Forever Stamp today with a [XX] cent premium, its price would be [XX] cents and you could use it to mail a letter anytime in the future, even if stamp prices have increased.

At a price of [XX] cents, how likely would you be to buy the forever stamp? Would you be:

5	Very likely	→	ASK Q 19a
4	Somewhat likely	→	ASK Q 19a
3	Neither likely nor unlikely	→	ASK Q 19b
2	Somewhat unlikely	→	ASK Q 19b
1	Or very unlikely to buy the Forever Stamp?	→	ASK Q 19b
X	DK/REF		

19a. **ASK THOSE SAYING "4" OR "5" IN Q19**: What are the reasons you are somewhat or very likely to buy the forever stamp at [XX] cents? RECORD VERBATIM RESPONSE

SUGGESTED RESPONSE CATEGORIES FOR CODING ONLY:

- Protects against changes in stamp prices
- Would make rate changes more convenient
- Would give to others as a gift
- Long term investment

19b. **ASK THOSE SAYING "1", "2" or "3" IN Q19**: What are the reasons you say you are somewhat or very unlikely to buy the forever stamp at XX cents?. RECORD VERBATIM RESPONSE

SUGGESTED RESPONSE CATEGORIES FOR CODING ONLY:

- Won't pay more than necessary for postage
- Too confusing
- Afraid of misplacing/losing the stamps

PROGRAMMER: INSERT SECOND PRICE TO BE ASKED OF EACH RESP.

20. Now I have another price to ask. The price of a First-Class stamp is currently 39 cents. What if the Postal Service charged a premium or surcharge of [XX] cents over the price of a First-Class letter stamp. If you bought the Forever Stamp today with a [XX] cent premium, its price would be [XX] cents and you could use it to mail a letter anytime in the future, even if stamp prices have increased.

At a price of [XX] cents, how likely would you be to buy the forever stamp? Would you be:

5	Very likely	→	ASK Q 20a
4	Somewhat likely	→	ASK Q 20a
3	Neither likely nor unlikely	→	ASK Q 20b
2	Somewhat unlikely	→	ASK Q 20b
1	Or very unlikely to buy the Forever Stamp?	→	ASK Q 20b

20a. **ASK THOSE SAYING "4" OR "5" IN Q20**: What are the reasons you are somewhat or very likely to buy the forever stamp at [XX] cents? RECORD VERBATIM RESPONSE

SUGGESTED RESPONSE CATEGORIES FOR CODING ONLY:

- Protects against changes in stamp prices
- Would make rate changes more convenient
- Would give forever stamps to others as a gift

20b. **ASK THOSE SAYING "1", "2" or "3" IN Q20**: What are the reasons you say you are somewhat or very unlikely to buy the forever stamp at [XX] cents?. RECORD VERBATIM RESPONSE

SUGGESTED RESPONSE CATEGORIES FOR CODING ONLY:

- I wouldn't pay more than necessary for postage
- Too confusing
- I don't want to spend so much of my available funds on stamps

For the next series of questions – random presentation of time frame (one year, three months, two weeks) in the future.

For each of the 4 groups, conduct 500 interviews with one year presented first, and 500 interviews with two weeks presented first.

PROGRAMMER: FOR Qs 22, 23, and 24, INSERT FIRST PRICE THAT RESPONDENT. WAS READ IN Q19/20 ROTATION. The prices to be tested are 39, 40,43 and 45 cents.

22. Assume that you knew that postage rates would change in <u>one year</u> from today and also assume that you can buy the Forever Stamp price today for [XX] cents. How likely would you be to buy the forever stamp today, if you knew that postage rates would change in one year? Would you be:

5 Very likely
4 Somewhat likely
3 Neither likely nor unlikely
2 Somewhat unlikely
1 Or very unlikely to buy the Forever Stamp?
X DK/REF

23. Assume that you knew that postage rates would change in <u>three months</u> from today and also assume that you can buy the Forever Stamp price today for [XX] cents. How likely would you be to buy the forever stamp today, if you knew that postage rates would change in one year? Would you be:

5 Very likely
4 Somewhat likely
3 Neither likely nor unlikely
2 Somewhat unlikely
1 Or very unlikely to buy the Forever Stamp?
X DK/REF

24. Assume that you knew that postage rates would change in <u>two weeks</u> from today and also assume that you can buy the Forever Stamp price today for [XX] cents. How likely would you be to buy the forever stamp today, if you knew that postage rates would change in one year? Would you be:

5 Very likely
4 Somewhat likely
3 Neither likely nor unlikely
2 Somewhat unlikely
1 Or very unlikely to buy the Forever Stamp?
X DK/REF

25. If you buy a forever stamp before a rate change, would you. . .

a. Use the forever stamp before the rate change?

1 YES
2 NO
3 DK/REF

b. Save the forever stamp until after the rates change and then use it?

1 YES
2 NO
3 DK/REF

c. Save the forever stamp for a longer period of time?

1 YES
2 NO
3 DK/REF

26. Do you think the Postal Service should make the forever stamp available all the time or just for a short time before a rate change?. .

1 All the time

2 For a short time before a rate change

3 [**DO NOT READ**] DO NOT MAKE THE STAMP AVAILABLE AT ALL

X DK/REF

27. If the Postal Service offered the forever stamp, would you agree or disagree with the following statements. . Just say AGREE OR DISAGREE after I read each statement.

1 AGREE

2 DISAGREE

X DK/REF

a. The forever stamp shows the Postal Service is more customer-friendly.

b. The forever stamp will make the Postal Service easier to use.

c. The forever stamp will make stamp price changes easy to deal with

d. The forever stamp will make me more likely to use the mail to send messages

e. The forever stamp will make me more likely to use mail to pay bills

f. The forever stamp will make me more likely to purchase forever stamps as gifts for others

CHECK Q19 AND Q20. IF RESPONDENT SAYS "4" or "5" (somewhat or very likely to purchase forever stamps), ASK Q28; OTHERWISE, SKIP TO Q29.

28. **[Retrieve from Q.4]** Earlier you told me that you usually purchase about [INSERT # OF STAMPS FROM Q.4] stamps at a time. If you were to buy forever stamps *before* a rate change to use *after* the rate change, how many forever stamps would you buy? LET RESPONDENT REPLY. MARK ONE ANSWER ONLY. USE LIST TO PROMPT.

1	0 (NONE)
2	1 - 5 stamps
3	6 - 10 stamps (record "half a booklet" or " a half sheet as 10 stamps)
4	11 -19 stamps
5	20 stamps, one booklet, one sheet
6	21 - 39 stamps
7	40 stamps, two booklets, two sheets
8	41 - 99 stamps
9	100 stamps, five booklets, five sheets, one coil
10	More than 100 stamps
XX	DK/REF