

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

MARKET TEST OF EXPERIMENTAL PRODUCT –
SAMPLES CO-OP BOX

Docket No. MT2010-1

**RESPONSE OF THE UNITED STATES POSTAL SERVICE
TO CHAIRMAN'S INFORMATION REQUEST NO. 1**

The United States Postal Service hereby responds to Chairman's Information Request No. 1. The request was issued on April 9, 2010, with a response requested by April 15, 2010. The Postal Service's response is attached.

Respectfully submitted,

UNITED STATES POSTAL SERVICE

By its attorneys:

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April 15, 2010

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1. Please confirm that the Postal Service data collection plan includes collecting the following information:
 - a. identifying all steps necessary for completing one mailing of Samples Co-Op Boxes;
 - b. the cost for each of those steps;
 - c. identifying which costs vary with the number of mailings, which costs vary with the number of Samples Co-Op Boxes, and any other basis for assigning applicable costs to this product; and
 - d. the per-box cost and the per-mailing cost.

RESPONSE:

The primary purpose of the market research test is to understand the value that the Samples Co-Op Box provides to consumer packaged goods companies. Therefore, we will focus on gathering information on consumers' perceptions of the Samples Co-Op Box and its effects on their subsequent purchases. This will be accomplished by conducting pre-mailing and post-mailing surveys and obtaining product sales data.

More generally, the Postal Service would also like to observe the operations of the mailings to evaluate whether any deviations from normal procedures for existing products might be warranted or advantageous. While we do not have any plans to undertake systematic data collection at this stage, the Postal Service will assess the operational steps involved in processing and delivering the Samples Co-Op Box and determine whether any unforeseen issues are raised. Noting any unforeseen issues will allow the Postal Service to determine the next steps regarding this service, as described in the "Future Steps" section of our Notice filed March 29, 2010.