

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

SIX-DAY TO FIVE-DAY CARRIER DELIVERY  
AND RELATED SERVICE CHANGES, 2010

Docket No. N2010-1

RESPONSE OF UNITED STATES POSTAL SERVICE WITNESS  
ELMORE-YALCH TO INTERROGATORY OF DOUGLAS CARLSON  
DFC/USPS-T8-2  
(April 20, 2010)

The United States Postal Service hereby files the response of witness Elmore-Yalch to the following interrogatory of Douglas Carlson: DFC/USPS-T8-2, filed on April 6, 2010.

The interrogatory is stated verbatim and followed by the response.

Respectfully submitted,

UNITED STATES POSTAL SERVICE

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RESPONSE OF UNITED STATES POSTAL SERVICE WITNESS ELMORE-YALCH  
TO INTERROGATORY OF DOUGLAS CARLSON

**DFC/USPS-T8-[2]<sup>1</sup>**. For every market research activity, including opinion surveys, polls, and focus groups, that asked whether individual postal customers would be willing to pay higher postage rates in exchange for retaining Saturday delivery service, please explain whether those postal customers were provided an estimate of the amount of additional postage they would pay.

**RESPONSE:**

My testimony only addresses research undertaken for the Postal Service to evaluate qualitative response to five-day delivery in focus groups and in depth interviews, plus quantitative research to estimate mail volume impacts of five-day delivery upon respective customer groups. In neither of these were “customers provided an estimate of the amount of additional postage they would pay ... in exchange for retaining Saturday delivery service.”

In the qualitative focus groups, however, we did use a scale with polar extremes of “Strongly Choose 5-Day Week Service Delivery” at one end and “Strongly Choose 10 Percent Across-The-Board Rate Increase” at the other to encourage discussion and elicit respective preferences between those two options. This is explained on page 8 of my testimony. See *also*, USPS-T-8 at 76, 77, 81, 82, and 84.

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<sup>1</sup> The cover page filed with the second and third interrogatories designated for me identified the questions as “2” and “3”, while the questions themselves were labeled as “3” and “4”. I use what I understand are the correct numbers from the cover page, with square brackets delimiting the change from original.