

**Becky Yalch**

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**From:** Lisa Brunning  
**Sent:** Tuesday, October 13, 2009 12:54 PM  
**To:** 'Whiteman, Greg - Washington, DC'; 'Smith, Bob - Washington, DC'; 'Michelson, Robert - Washington, DC'  
**Cc:** Neil Wolch  
**Subject:** USPS 5-Day Delivery Questionnaire Update  
**Importance:** High

Greg, Bob and Bob,

We have made the changes to the questionnaire that we discussed last week and started interviewing again yesterday. So far, we have completed 23 interviews between today and yesterday and the average interview length is still running long at 18 minutes (estimated to be 10 minutes). Also, based on the interviews that we have completed so far, we are hearing a lot of people say that the change in service will not impact them and that they will still send the same amount of mail and send their mail the same way they have always have sent it. We know that this change will have an impact on some and would like to make the following recommendations to bring the questionnaire closer to the estimated 10 minutes and reduce irritation of the respondents:

- Move Q10 (likelihood to modify the number of pieces sent or the way they send it) to right after the description of the change in service is read
- If the respondent provides a response of 0 (extremely unlikely) to Q10, then our recommendation would be to skip questions 7, 8 and 9 which ask them how many pieces they will send and how they will send it after the change is implemented. We have looked at the data collected so far and among those that have provided a rating of "0" to Q10 for all applications, and we are seeing minimal change in their responses from the questions asked prior to the description compared to the questions asked after the description is read. In fact, we would like you to consider whether we should skip questions 7, 8 and 9 for anyone who provides a rating of "4 or less" to Q10 since their likelihood to change is quite low. So far, we have received the following ratings to Q10:
  - 68% of the respondents have provided a rating of "0"
  - 17% of the respondents have provided a rating of "1-4"
  - 15% of the respondents have provided a rating of "5-10"
- We also recommend asking Q10 only once and asking the respondent to think about all of the applications they send and to provide a rating.

If you have any questions or would like to discuss, please let us know. The sooner you could provide your feedback, the better so that we can get the changes implemented and get this project into full swing. Thanks.

Lisa M. Brunning  
Senior Project Manager

Opinion Research Corporation  
248 . 628 . 7662 - office  
248 . 622 . 3569 - cell  
[Lisa.Brunning@OpinionResearch.com](mailto:Lisa.Brunning@OpinionResearch.com)

Tracking: