

**USPS 5-Day Delivery Research
- Questionnaire: Consumer Segment -**

NOTE: DIRECTIONS IN BOLD UPPER CASE ARE PROGRAMMER INSTRUCTIONS; THESE INSTRUCTIONS WILL NOT BE SHOWN TO INTERVIEWERS OR RESPONDENTS. THE PROGRAMMER WILL ENSURE THAT ONLY THE APPLICABLE QUESTIONS/RESPONSES WILL BE SHOWN TO EACH RESPONDENT, BASED ON THEIR SEGMENT AND THEIR PRIOR RESPONSES.

S1 Are you the person in your household that is primarily responsible for handling the receipt, sorting and other tasks related to your household's mail?

- 1 Yes **(CONTINUE)**
- 2 No **(SKIP TO NEXT SECTION)**

S2 Do you or any close family members work in ...

- 1 Advertising or Public Relations **(SKIP TO NEXT SECTION)**
- 2 Market Research **(SKIP TO NEXT SECTION)**
- 3 Mail or Small Package Delivery **(SKIP TO NEXT SECTION)**
- 4 None of the above **(CONTINUE)**

S3 Which of the following categories best fits your age?

- 1 Under 18 **(SKIP TO NEXT SECTION)**
- 2 18 – 24 **(CONTINUE)**
- 3 25 – 34 **(CONTINUE)**
- 4 35 – 44 **(CONTINUE)**
- 5 45 – 54 **(CONTINUE)**
- 6 55 – 64 **(CONTINUE)**
- 7 65 and over **(CONTINUE)**

S4 Which of the following types of mail and/or packages have you sent for personal purposes in the past 12 months? *Please select all that apply.* **(READ LIST. WAIT FOR A YES OR NO RESPONSE FOR EACH. ENTER ALL MENTIONS.)**

- 02 Payments **(CONTINUE)**
- 10 Correspondence, such as letter or cards **(CONTINUE)**
- 08 Documents **(CONTINUE)**
- 06 Packages **(CONTINUE)**
- 91 Some other type of mail **(CONTINUE)**
- 97 NONE OF THE ABOVE **(SKIP TO NEXT SECTION)**

MAIN QUESTIONNAIRE

Congratulations, you qualify for the survey. We appreciate your willingness to help us. The focus of this research is to understand how households may react to potential changes in USPS services. Your feedback will help ensure that your voice is heard on this very important subject.

WHEN DISPLAY APPLICATIONS THROUGHOUT THE REMAINDER OF THE QUESTIONNAIRE, USE THE FOLLOWING TEXT:

- Payments
- Correspondence
- Documents
- Packages
- Other types of mail

ONLY DISPLAY APPLICATIONS SELECTED IN S4

Q1 First, during the **PAST 12 Months**, how many individual pieces of the following did your household send?

As I read each area please provide the number of individual pieces your household has sent during the **Past 12 Months**.

	Number of Pieces in Sent in Past 12 Months
B. Payments	_____ (RECORD NUMBER UP TO 5 DIGITS)
L. Correspondence	_____ (RECORD NUMBER UP TO 5 DIGITS)
H. Documents	_____ (RECORD NUMBER UP TO 5 DIGITS)
F. Packages	_____ (RECORD NUMBER UP TO 5 DIGITS)
I. Other types of mail	_____ (RECORD NUMBER UP TO 5 DIGITS)

PROGRAMMING NOTE: SKIP TO NEXT SECTION IF DON'T KNOW OR ZERO PIECES SENT FOR ALL APPLICATIONS ASKED ABOUT.

IF DON'T KNOW OR ZERO PIECES SENT FOR AN APPLICATION IN Q1, THEN DO NOT ASK ABOUT THAT APPLICATION FOR THE REMAINDER OF THE SURVEY.

Q2k Thinking just about the **(INSERT APPLICATIONS SELECTED IN S4 AND Q1 > 0)** your household has sent during the **Past 12 Months**, how have you sent them? Have you sent them via ... **(READ LIST. WAIT FOR YES OR NO FOR EACH. ENTER ALL MENTIONS)**

Application	Products Displayed
B. Payments	1 USPS First-Class Mail 2 USPS Priority Mail 3 USPS Express Mail 5 UPS and/or FedEx 6 Online bill payment 7 Automated payment from checking account or credit card 8 Telephone 91 Some other way 92 Some other way
L. Correspondence	1 USPS First-Class Mail 2 USPS Priority Mail 3 USPS Express Mail 5 UPS and/or FedEx 9 Email 91 Some other way 92 Some other way
H. Documents	1 USPS First-Class Mail 2 USPS Priority Mail 3 USPS Express Mail 5 UPS and/or FedEx 9 Email 91 Some other way 92 Some other way
F. Packages	2 USPS Priority Mail 3 USPS Express Mail 4 USPS Parcel Post 5 UPS and/or FedEx 91 Some other way 92 Some other way
I. Other types of mail	1 USPS First-Class Mail 2 USPS Priority Mail 3 USPS Express Mail 4 USPS Parcel Post 5 UPS and/or FedEx 9 Email 91 Some other way 92 Some other way

MUST SELECT CODE 1 – 4 IN Q2 OTHERWISE SKIP TO NEXT SECTION.

IF MULTIPLE PRODUCTS/SERVICES SELECTED IN Q2, THEN ASK Q3K. ONLY SHOW PRODUCTS/SERVICES MENTIONED IN Q2.

IF ONLY ONE PRODUCT/SERVICE SELECTED IN Q2, AUTOPUNCH 100 FOR THAT PRODUCT/SERVICE IN Q3K.

Q3k Again thinking just about the **(INSERT APPLICATIONS SELECTED IN S4 AND Q1 > 0)** your household has sent in the **Past 12 Months**, what percent was sent via ... **(READ LIST. TOTALS SHOULD EQUAL 100%)**

a. USPS First-Class Mail	_____	(RECORD PERCENT 1 – 100)
f. USPS Priority Mail	_____	(RECORD PERCENT 1 – 100)
g. USPS Express Mail	_____	(RECORD PERCENT 1 – 100)
i. USPS Parcel Post	_____	(RECORD PERCENT 1 – 100)
t. UPS and/or FedEx	_____	(RECORD PERCENT 1 – 100)
n. Email	_____	(RECORD PERCENT 1 – 100)
o. Online bill payment	_____	(RECORD PERCENT 1 – 100)
p. Automated payment	_____	(RECORD PERCENT 1 – 100)
u. Telephone	_____	(RECORD PERCENT 1 – 100)
r. INSERT CODE 91 FROM Q2	_____	(RECORD PERCENT 1 – 100)
s. INSERT CODE 92 FROM Q2	_____	(RECORD PERCENT 1 – 100)
		TOTAL = 100%

Now we would like you to focus on the **Next 12 Months**.

ONLY DISPLAY APPLICATIONS SELECTED IN S4 AND Q1 > 0

Q4 Now I am going to read to you the number of pieces you indicated your household has sent during the **Past 12 Months** and I would like for you to tell me in the **Next 12 Months**, how many individual pieces of each of the following you anticipate your household will send.

During the **Past 12 Months**, you indicated your household has sent **(INSERT NUMBER OF INDIVIDUAL PIECES AND TYPE OF MAIL/PACKAGE APPLICATIONS FROM Q1)**.

In the **Next 12 Months**, how many individual pieces do you anticipate your household will send?

	Number of Pieces Sent in Past 12 Months	Number of Pieces Anticipate Sending in Next 12 Months
B. Payments	INSERT RESPONSE FROM Q1	_____ (RECORD NUMBER UP TO 5 DIGITS)
L. Correspondence	INSERT RESPONSE FROM Q1	_____ (RECORD NUMBER UP TO 5 DIGITS)
H. Documents	INSERT RESPONSE FROM Q1	_____ (RECORD NUMBER UP TO 5 DIGITS)
F. Packages	INSERT RESPONSE FROM Q1	_____ (RECORD NUMBER UP TO 5 DIGITS)
I. Other types of mail	INSERT RESPONSE FROM Q1	_____ (RECORD NUMBER UP TO 5 DIGITS)

IF DON'T KNOW OR ZERO PIECES SENT FOR AN APPLICATION IN Q4, THEN DO NOT ASK ABOUT THAT APPLICATION FOR THE REMAINDER OF THE SURVEY.

Q5k Thinking just about the **(INSERT APPLICATIONS SELECTED IN S4 AND Q4 > 0)** you anticipate your household will send in the **Next 12 Months**, how do you plan to send them? Do you plan to send them via ... **(READ LIST. WAIT FOR YES OR NO FOR EACH. ENTER ALL MENTIONS)**

Application	Products Displayed
B. Payments	1 USPS First-Class Mail 2 USPS Priority Mail 3 USPS Express Mail 5 UPS and/or FedEx 6 Online bill payment 7 Automated payment from checking account or credit card 8 Telephone 91 Some other way 92 Some other way
L. Correspondence	1 USPS First-Class Mail 2 USPS Priority Mail 3 USPS Express Mail 5 UPS and/or FedEx 9 Email 91 Some other way 92 Some other way
H. Documents	1 USPS First-Class Mail 2 USPS Priority Mail 3 USPS Express Mail 5 UPS and/or FedEx 9 Email 91 Some other way 92 Some other way
F. Packages	2 USPS Priority Mail 3 USPS Express Mail 4 USPS Parcel Post 5 UPS and/or FedEx 91 Some other way 92 Some other way
I. Other types of mail	1 USPS First-Class Mail 2 USPS Priority Mail 3 USPS Express Mail 4 USPS Parcel Post 5 UPS and/or FedEx 9 Email 91 Some other way 92 Some other way

IF MULTIPLE PRODUCTS/SERVICES SELECTED IN Q5, THEN ASK Q6K. ONLY SHOW PRODUCTS/SERVICES MENTIONED IN Q5.

IF ONLY ONE PRODUCT/SERVICE SELECTED IN Q5, AUTOPUNCH 100 FOR THAT PRODUCT/SERVICE IN Q6K.

Q6k Again thinking just about the **(INSERT APPLICATIONS SELECTED IN S4 AND Q4 > 0)** you anticipate your household will send in the **Next 12 Months**, what percent will you send via ... **(READ LIST. TOTALS SHOULD EQUAL 100%)**

a. USPS First-Class Mail	_____	(RECORD PERCENT 1 – 100)
f. USPS Priority Mail	_____	(RECORD PERCENT 1 – 100)
g. USPS Express Mail	_____	(RECORD PERCENT 1 – 100)
i. USPS Parcel Post	_____	(RECORD PERCENT 1 – 100)
t. UPS and/or FedEx	_____	(RECORD PERCENT 1 – 100)
n. Email	_____	(RECORD PERCENT 1 – 100)
o. Online bill payment	_____	(RECORD PERCENT 1 – 100)
p. Automated payment	_____	(RECORD PERCENT 1 – 100)
u. Telephone	_____	(RECORD PERCENT 1 – 100)
r. INSERT CODE 91 FROM Q2	_____	(RECORD PERCENT 1 – 100)
s. INSERT CODE 92 FROM Q2	_____	(RECORD PERCENT 1 – 100)
		TOTAL = 100%

And now we are going to provide a description of a proposed change in service from the USPS.

Despite very aggressive cost cutting, the Postal Service is projecting financial losses for this and the next several years. This is due to a significant decline in mail volume and a major requirement to prefund its retiree's health benefits. The Postal Service is committed to fulfilling its fundamental role as a deliverer of mail and packages to all Americans. To accomplish this, the Postal Service is developing a plan to transition from six- to five-day delivery on a national basis. This will remove delivery costs and help bring the financial picture into better balance.

The key components to the 5-Day plan are as follows:

- No Saturday delivery of mail to homes and businesses. Delivery of mail will be Monday – Friday only.
- Mail will continue to be delivered to PO Box addresses Monday - Saturday.
- Post Offices will remain open on Saturday.
- No mail collected from street addresses, businesses, collection boxes, or Post Offices on Saturday. Mail dropped off at a Post Office or in a collection box after the last Friday scheduled pickup time will be collected and processed on Monday.
- Elimination of Saturday collection, processing and delivery will generally add a day to the delivery of mail that is currently collected and processed or scheduled to be delivered on Saturday.
- Express Mail will continue to be delivered 7 days a week. Express Mail will continue to be accepted and processed on Saturday at Post Offices. However, there will be no carrier pickup of Express or Priority Mail on Saturday.

For the next several questions, please answer based on the assumption that the changes described would happen.

Q10 If the service change described does happen, what is the likelihood that this change would cause your household to modify the number of individual pieces of mail and/or packages your household sends or the way you send it? Please answer using a scale from 0 to 10, where "10" means extremely likely and a "0" means extremely unlikely.

- | | |
|----|--------------------|
| 10 | Extremely likely |
| 9 | |
| 8 | |
| 7 | |
| 6 | |
| 5 | |
| 4 | |
| 3 | |
| 2 | |
| 1 | |
| 0 | Extremely unlikely |

IF Q10 = 0, THEN SKIP TO Q11

ONLY DISPLAY APPLICATIONS SELECTED IN S4 AND Q4 > 0

Q7 Now I am going to read to you the number of pieces you indicated your household will send in the **Next 12 Months** and I would like for you to tell me in the **First 12 Months After the Change in Service is Implemented**, how many individual pieces of each of the following you anticipate your household will send.

In the **Next 12 Months** you indicated your household will send **(INSERT NUMBER OF INDIVIDUAL PIECES AND TYPE OF MAIL/PACKAGE APPLICATION FROM Q4)**.

In the **First 12 Months After the Change in Service is Implemented**, how many individual pieces do you anticipate your household will send?

	Number of Pieces Anticipate Sending in Next 12 Months	Number of Pieces Anticipate Sending After Change
B. Payments	INSERT RESPONSE FROM Q4	_____ (RECORD NUMBER UP TO 5 DIGITS)
L. Correspondence	INSERT RESPONSE FROM Q4	_____ (RECORD NUMBER UP TO 5 DIGITS)
H. Documents	INSERT RESPONSE FROM Q4	_____ (RECORD NUMBER UP TO 5 DIGITS)
F. Packages	INSERT RESPONSE FROM Q4	_____ (RECORD NUMBER UP TO 5 DIGITS)
I. Other types of mail	INSERT RESPONSE FROM Q4	_____ (RECORD NUMBER UP TO 5 DIGITS)

IF DON'T KNOW OR ZERO PIECES SENT FOR AN APPLICATION IN Q7, THEN DO NOT ASK ABOUT THAT APPLICATION FOR THE REMAINDER OF THE SURVEY.

Q8k Thinking just about the **(INSERT APPLICATIONS SELECTED IN S4 AND Q7 > 0)** you anticipate your household will send **After the Change is Implemented**, how do you think you will send them? Do you think you would send them via ... **(READ LIST. WAIT FOR YES OR NO FOR EACH. ENTER ALL MENTIONS)**

Application	Products Displayed
B. Payments	1 USPS First-Class Mail 2 USPS Priority Mail 3 USPS Express Mail 5 UPS and/or FedEx 6 Online bill payment 7 Automated payment from checking account or credit card 8 Telephone 91 Some other way 92 Some other way
L. Correspondence	1 USPS First-Class Mail 2 USPS Priority Mail 3 USPS Express Mail 5 UPS and/or FedEx 9 Email 91 Some other way 92 Some other way
H. Documents	1 USPS First-Class Mail 2 USPS Priority Mail 3 USPS Express Mail 5 UPS and/or FedEx 9 Email 91 Some other way 92 Some other way
F. Packages	2 USPS Priority Mail 3 USPS Express Mail 4 USPS Parcel Post 5 UPS and/or FedEx 91 Some other way 92 Some other way
I. Other types of mail	1 USPS First-Class Mail 2 USPS Priority Mail 3 USPS Express Mail 4 USPS Parcel Post 5 UPS and/or FedEx 9 Email 91 Some other way 92 Some other way

IF MULTIPLE PRODUCTS/SERVICES SELECTED IN Q8, THEN ASK Q9. ONLY SHOW PRODUCTS/SERVICES MENTIONED IN Q8K.

IF ONLY ONE PRODUCT/SERVICE SELECTED IN Q8, AUTOPUNCH 100 FOR THAT PRODUCT/SERVICE IN Q9K.

Q9k Again thinking just about the **(INSERT APPLICATIONS SELECTED IN S4 AND Q7 > 0)** you anticipate your household will send **After the Change in Service is Implemented**, what percent will you send via ... **(READ LIST. TOTALS SHOULD EQUAL 100%)**

a. USPS First-Class Mail	_____	(RECORD PERCENT 1 – 100)
f. USPS Priority Mail	_____	(RECORD PERCENT 1 – 100)
g. USPS Express Mail	_____	(RECORD PERCENT 1 – 100)
i. USPS Parcel Post	_____	(RECORD PERCENT 1 – 100)
t. UPS and/or FedEx	_____	(RECORD PERCENT 1 – 100)
n. Email	_____	(RECORD PERCENT 1 – 100)
o. Online bill payment	_____	(RECORD PERCENT 1 – 100)
p. Automated payment	_____	(RECORD PERCENT 1 – 100)
u. Telephone	_____	(RECORD PERCENT 1 – 100)
r. INSERT CODE 91 FROM Q2	_____	(RECORD PERCENT 1 – 100)
s. INSERT CODE 92 FROM Q2	_____	(RECORD PERCENT 1 – 100)
		TOTAL = 100%

Q11 Do you currently have a Post Office Box, or do you have plans to get one?

- 1 Currently have one
- 2 Have plans to get one
- 3 Neither have one nor plan to get one

IF Q11 = CODE 3, THEN ASK Q12

Q12 If the change in USPS service is implemented, do you anticipate that you would get a Post Office Box?

- 1 Yes
- 2 No