Opinion Research Corporation

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.

Hello, my name is _____ calling on behalf of the United States Postal Service. May I please speak with the person who is primarily responsible for handling the receipt, sorting and other tasks related to your household's mail?

1	CONNECTING **(CONTINUE)**
2	RESPONDENT NOT AVAILABLE **(SCHEDULE CALLBACK)**
3	DOES NOT SEND MAIL/PACKAGES **(THANK AND CONCLUDE)**
4	REFUSED **(THANK AND CONCLUDE)**
5	REQUESTS INFORMATIONAL E-MAIL TO BE SENT **(SCHEDULE CALLBACK)**
6	REQUESTS INFORMATIONAL FAX TO BE SENT **(SCHEDULE CALLBACK)**

ONCE CONNECTED WITH RESPONDENT, READ:

Hello, my name is _____ calling from Opinion Research Corporation. We have been commissioned by the United States Postal Service to contact individuals nationwide to obtain feedback on 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.

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**?

(**READ LIST. WAIT FOR A YES OR NO RESPONSE FOR EACH. ENTER ALL MENTIONS.**)

1   Payments **(CONTINUE)**
2   Correspondence, such as letter, cards **(CONTINUE)**
3   Documents **(CONTINUE)**
4   Packages **(CONTINUE)**
7   NONE OF THE ABOVE **(SKIP TO NEXT SECTION)**

IF S4 = 1 (PAYMENTS), THEN ASK Q1A AND Q1B
Q1a   Now thinking just about the payments your household has sent during the **PAST 12 Months**. How many individual payments have you sent?

_____ **(RECORD NUMBER UP TO 5 DIGITS)**

-1   Don't know

IF Q1A = DON'T KNOW, THEN SKIP TO INSTRUCTIONS BEFORE Q2A
Q1b   And now I would like to understand how your household has sent those **(INSERT RESPONSE FROM Q1A)** payments. How many have you have sent via USPS First-Class Mail, USPS Priority Mail, USPS Express Mail and some other way. Your total should equal the **(INSERT RESPONSE FROM Q1A)** payments your household has sent during the past 12 months.

a. USPS First-Class Mail   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q1A)**
b. USPS Priority Mail   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q1A)**
c. USPS Express Mail   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q1A)**
e. Some other way   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q1A)**
                              TOTAL = RESPONSE FROM Q1A

IF S4 = 2 (CORRESPONDENCE), THEN ASK Q2A AND Q2B

Q2a   Now thinking just about the correspondence such as cards and letters your household has sent during the **PAST 12 Months**. How many individual pieces of correspondence have you sent?

_____ **(RECORD NUMBER UP TO 5 DIGITS)**

-1   Don't know

IF Q2A = DON'T KNOW, THEN SKIP TO INSTRUCTIONS BEFORE Q3A

Q2b   And now I would like to understand how your household has sent those **(INSERT RESPONSE FROM Q2A)** pieces of correspondence. How many have you have sent via USPS First-Class Mail, USPS Priority Mail, USPS Express Mail and some other way. Your total should equal the **(INSERT RESPONSE FROM Q2A)** pieces of correspondence your household has sent during the past 12 months.

a. USPS First-Class Mail   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q2A)**
b. USPS Priority Mail   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q2A)**
c. USPS Express Mail   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q2A)**
e. Some other way   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q2A)**
                             TOTAL = RESPONSE FROM Q2A

IF S4 = 3 (DOCUMENTS), THEN ASK Q3A AND Q3B

Q3a   Now thinking just about the documents your household has sent during the **PAST 12 Months**. How many documents have you sent?

_____ **(RECORD NUMBER UP TO 5 DIGITS)**

-1   Don't know

IF Q3A = DON'T KNOW, THEN SKIP TO INSTRUCTIONS BEFORE Q4A

Q3b   And now I would like to understand how your household has sent those **(INSERT RESPONSE FROM Q3A)** documents. How many have you have sent via USPS First-Class Mail, USPS Priority Mail, USPS Express Mail and some other way. Your total should equal the **(INSERT RESPONSE FROM Q3A)** documents your household has sent during the past 12 months.

a. USPS First-Class Mail   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q3A)**
b. USPS Priority Mail   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q3A)**
c. USPS Express Mail   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q3A)**
e. Some other way   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q3A)**
                             TOTAL = RESPONSE FROM Q3A

IF S4 = 4 (PACKAGES), THEN ASK Q4A AND Q4B

Q4a   Now thinking just about the packages your household has sent during the **PAST 12 Months**. How many packages have you sent?

_____ **(RECORD NUMBER UP TO 5 DIGITS)**

-1   Don't know

IF Q4A = DON'T KNOW, THEN SKIP TO DESCRIPTION

Q4b   And now I would like to understand how your household has sent those **(INSERT RESPONSE FROM Q4A)** packages. How many have you have sent via USPS First-Class Mail, USPS Priority Mail, USPS Express Mail, USPS Parcel Post and some other way. Your total should equal the **(INSERT RESPONSE FROM Q4A)** packages your household has sent during the past 12 months.

a. USPS First-Class Mail   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q4A)**
b. USPS Priority Mail   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q4A)**
c. USPS Express Mail   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q4A)**
d. USPS Parcel Post   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q4A)**
e. Some other way   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q4A)**
                              TOTAL = RESPONSE FROM Q4A

And now I am 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 have already happened.

IF S4 = 1 (PAYMENTS), THEN ASK Q5A

Q5a   If the service change described had been in place a year ago, what is the likelihood that there would have been any differences in how you sent your payments? 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 S4 = 2 (CORRESPONDENCE), THEN ASK Q5B

Q5b   If the service change described had been in place a year ago, what is the likelihood that there would have been any differences in how you sent your correspondence? **(READ SCALE IF NECESSARY)** 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 S4 = 3 (DOCUMENTS), THEN ASK Q5C

Q5c   If the service change described had been in place a year ago, what is the likelihood that there would have been any differences in how you sent your documents? **(READ SCALE IF NECESSARY)** 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 S4 = 4 (PACKAGES), THEN ASK Q5D

Q5d   If the service change described had been in place a year ago, what is the likelihood that there would have been any differences in how you sent your packages? **(READ SCALE IF NECESSARY)** 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 Q5A = 0, THEN SKIP Q6A
IF Q5B = 0, THEN SKIP Q6B
IF Q5C = 0, THEN SKIP Q6C
IF Q5D = 0, THEN SKIP Q6D

IF S4 = 1 (PAYMENTS), THEN ASK Q6A

Q6a   Earlier you had mentioned that you have sent **(INSERT RESPONSE FROM Q1A)** payments during the past 12 months.

Just as a reminder, you had sent … **(PROGRAMMING NOTE: ONLY DISPLAY PRODUCTS WITH RESPONSES OF GREATER THAN ZERO)**

- **(INSERT REPONSE FROM 1BA)** payments via USPS First-Class Mail
- **(INSERT REPONSE FROM 1BB)** payments via USPS Priority Mail
- **(INSERT REPONSE FROM 1BC)** payments via USPS Express Mail
- **(INSERT REPONSE FROM 1BE)** payments via some other way

Assuming the changes in service had been in place a year ago, I would like to understand how your household would have sent those **(INSERT RESPONSE FROM Q1A)** payments. Again, your total should equal the **(INSERT RESPONSE FROM Q1A)** payments your household has sent during the past 12 months.

a. USPS First-Class Mail   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q1A)**
b. USPS Priority Mail   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q1A)**
c. USPS Express Mail   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q1A)**
e. Some other way   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q1A)**
                                 TOTAL = RESPONSE FROM Q1A

IF S4 = 2 (CORRESPONDENCE), THEN ASK Q6B

Q6b   Earlier you had mentioned that you have sent **(INSERT RESPONSE FROM Q2A)** pieces of correspondence including letters and cards during the past 12 months.

Just as a reminder, you had sent … **(PROGRAMMING NOTE: ONLY DISPLAY PRODUCTS WITH RESPONSES OF GREATER THAN ZERO)**

- **(INSERT REPONSE FROM 2BA)** pieces of correspondence via USPS First-Class Mail
- **(INSERT REPONSE FROM 2BB)** pieces of correspondence via USPS Priority Mail
- **(INSERT REPONSE FROM 2BC)** pieces of correspondence via USPS Express Mail
- **(INSERT REPONSE FROM 2BE)** pieces of correspondence via some other way

Assuming the changes in service had been in place a year ago, I would like to understand how your household would have sent those **(INSERT RESPONSE FROM Q2A)** pieces of correspondence. Again, your total should equal the **(INSERT RESPONSE FROM Q2A)** pieces of correspondence your household has sent during the past 12 months.

a. USPS First-Class Mail   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q2A)**
b. USPS Priority Mail   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q2A)**
c. USPS Express Mail   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q2A)**
e. Some other way   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q2A)**
                                 TOTAL = RESPONSE FROM Q2A

IF S4 = 3 (DOCUMENTS), THEN ASK Q6C

Q6c   Earlier you had mentioned that you have sent **(INSERT RESPONSE FROM Q3A)** documents during the past 12 months.

Just as a reminder, you had sent … **(PROGRAMMING NOTE: ONLY DISPLAY PRODUCTS WITH RESPONSES OF GREATER THAN ZERO)**

- **(INSERT REPONSE FROM 3BA)** documents via USPS First-Class Mail
- **(INSERT REPONSE FROM 3BB)** documents via USPS Priority Mail
- **(INSERT REPONSE FROM 3BC)** documents via USPS Express Mail
- **(INSERT REPONSE FROM 3BE)** documents via some other way

Assuming the changes in service had been in place a year ago, I would like to understand how your household would have sent those **(INSERT RESPONSE FROM Q3A)** documents. Again, your total should equal the **(INSERT RESPONSE FROM Q3A)** documents your household has sent during the past 12 months.

a. USPS First-Class Mail   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q3A)**
b. USPS Priority Mail   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q3A)**
c. USPS Express Mail   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q3A)**
e. Some other way   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q3A)**
                                 TOTAL = RESPONSE FROM Q3A

IF S4 = 4 (PACKAGES), THEN ASK Q6D
Q6d   Earlier you had mentioned that you have sent **(INSERT RESPONSE FROM Q4A)** packages during the past 12 months.

Just as a reminder, you had sent … **(PROGRAMMING NOTE: ONLY DISPLAY PRODUCTS WITH RESPONSES OF GREATER THAN ZERO)**

- **(INSERT REPONSE FROM 4BA)** packages via USPS First-Class Mail
- **(INSERT REPONSE FROM 4BB)** packages via USPS Priority Mail
- **(INSERT REPONSE FROM 4BC)** packages via USPS Express Mail
- **(INSERT REPONSE FROM 4BD)** packages via USPS Parcel Post
- **(INSERT REPONSE FROM 4BE)** packages via some other way

Assuming the changes in service had been in place a year ago, I would like to understand how your household would have sent those **(INSERT RESPONSE FROM Q4A)** packages. Again, your total should equal the **(INSERT RESPONSE FROM Q4A)** packages your household has sent during the past 12 months.

a. USPS First-Class Mail   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q4A)**
b. USPS Priority Mail   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q4A)**
c. USPS Express Mail   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q4A)**
d. USPS Parcel Post   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q4A)**
e. Some other way   _____ **(RECORD NUMBER 1 – RESPONSE FROM Q4A)**
                                 TOTAL = RESPONSE FROM Q4A

Q7   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 Q7 = CODE 3, THEN ASK Q8
Q8   If the change in USPS service is implemented, do you anticipate that you would get a Post Office
        Box?

        1   Yes
        2   No

Those are all the questions I have for you today. Thank you very much for your time.