

**USPS 5-Day Delivery Research
- Questionnaire: Master Version (Across Segments Except Consumer) -**

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.

INTRODUCTION

IF WEB SURVEY (SMALL BUSINESS), THEN DISPLAY:

Thank you for your interest in our survey. Please answer the few questions that follow to see if you qualify.

IF PHONE SURVEY (NATIONAL, PREMIER AND PREFERRED ACCOUNTS), THEN READ:

IF NON SUPPLEMENTAL PREFERRED ACCOUNTS, READ:

Hello, my name is _____ calling from Opinion Research Corporation on behalf of the United States Postal Service. May I please speak with the person who makes decisions and/or recommendations on how to send your organizations mail and packages?

IF NATIONAL, PREMIER ACCOUNT OR SUPPLEMENTAL PREFERRED, READ:

Hello, my name is _____ calling from Opinion Research Corporation on behalf of the United States Postal Service. May I please speak with the person who makes decisions and/or recommendations on how your organization sends **(INSERT APPLICATIONS FOR PRODUCT FROM SAMPLE. FOR FCM, PM, AND EM LIST THE APPLICATIONS IN BULLET POINT FORM. RANDOMIZE THE ORDER THE APPLICATIONS ARE DISPLAYED)?**

INTERVIEWER NOTE: IF MULTIPLE APPLICATIONS LISTED, THEN ASK FOR THE PERSON RESPONSIBLE FOR THE FIRST APPLICATION LISTED. IF THAT PERSON IS NOT AVAILABLE OR IF GATEKEEPER IS UNSURE WHO THAT PERSON IS, THEN ASK FOR THE NEXT APPLICATION UNTIL YOU FIND THE CORRECT PERSON.

RECORD ON PAPER/IN COMMENTS WHAT APPLICATION RESPONDENT IS RESPONSIBLE FOR.

Product	Application
First-Class Mail (FCM)	1. Bills, invoices or statements 2. Payments 4. General communications including customer notifications, holiday cards, investor/shareholder mailings, etc.
Priority Mail (PM)	1. Bills, invoices or statements 2. Payments 4. General communications including customer notifications, holiday cards, investor/shareholder mailings, etc. 6. Packages
Express Mail (EM)	1. Bills, invoices or statements 2. Payments 4. General communications including customer notifications, holiday cards, investor/shareholder mailings, etc. 6. Packages
Periodicals (PE)	5. Periodicals or newspapers
Standard Mail (SM)	3. Advertising or marketing materials including flyers, circulars, catalogs, etc.
Parcel Select (PS)	6. Packages
Parcel Post (PP)	6. Packages

- 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**)

IF PHONE SURVEY: 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 organizations nationwide to obtain feedback on how organizations may react to potential changes in USPS services. Your feedback will help ensure that your voice is heard on this very important subject.

First, I have a few questions to ask you to see if you qualify. If you do, the survey will take less than 10 minutes to complete. We know your time is very valuable, so we are offering a \$50 gift card as a token of our appreciation for completing the survey.

- 1 ALLOWS YOU TO CONTINUE (**CONTINUE**)
- 2 RESPONDENT NOT AVAILABLE AT THIS TIME (**SCHEDULE CALLBACK**)
- 3 REFERRAL PROVIDED (**OBTAIN NAME AND PHONE NUMBER, ASK TO BE TRANSFERRED AND START OVER**)
- 4 DOES NOT SEND MAIL (**THANK AND CONCLUDE**)
- 5 REFUSED (**THANK AND CONCLUDE**)
- 6 REQUESTS INFORMATIONAL E-MAIL TO BE SENT (**SCHEDULE CALLBACK**)
- 7 REQUESTS INFORMATIONAL FAX TO BE SENT (**SCHEDULE CALLBACK**)

INSERT TIMER INTRO**SCREENER: NATIONAL, PREMIER AND PREFERRED ACCOUNTS AND SMALL BUSINESS****IF SMALL BUSINESS, THEN ASK S1**

S1 First, are you currently employed?

- 1 Yes (**CONTINUE**)
- 2 No (**THANK AND CONCLUDE**)

IF SMALL BUSINESS OR RANDOM PREFERRED, THEN ASK S2A

S2A Are you the person in your business that is primarily responsible for deciding how to send your business' mail and/or packages?

- 1 Yes (**CONTINUE**)
- 2 No (**IF SMALL BUSINESS, THANK AND CONCLUDE. IF RANDOM PREFERRED, ASK TO SPEAK WITH PERSON WHO IS RESPONSIBLE AND START OVER**)

IF SUPPLEMENTAL PREFERRED, PREMIER OR NATIONAL, THEN ASK S2B

S2B Are you the person in your business that is primarily responsible for how your organization sends (**INSERT APPLICATIONS FOR PRODUCT FROM SAMPLE. FOR FCM, PM, AND EM LIST THE APPLICATIONS IN BULLET POINT FORM. RANDOMIZE THE ORDER THE APPLICATIONS ARE DISPLAYED**)?

INTERVIEWER NOTE: IF MULTIPLE APPLICATIONS LISTED, THEN ASK ABOUT APPLICATION THEY ARE RESPONSIBLE FOR FROM INTRO.

Product	Application
First-Class Mail (FCM)	<ol style="list-style-type: none"> 1. Bills, invoices or statements 2. Payments 4. General communications including customer notifications, holiday cards, investor/shareholder mailings, etc.
Priority Mail (PM)	<ol style="list-style-type: none"> 1. Bills, invoices or statements 2. Payments 4. General communications including customer notifications, holiday cards, investor/shareholder mailings, etc. 6. Packages
Express Mail (EM)	<ol style="list-style-type: none"> 1. Bills, invoices or statements 2. Payments 4. General communications including customer notifications, holiday cards, investor/shareholder mailings, etc. 6. Packages
Periodicals (PE)	5. Periodicals or newspapers
Standard Mail (SM)	3. Advertising or marketing materials including flyers, circulars, catalogs, etc.
Parcel Select (PS)	6. Packages
Parcel Post (PP)	6. Packages

- 1 Yes **(CONTINUE)**
- 2 No **(ASK TO SPEAK WITH PERSON WHO IS RESPONSIBLE AND START OVER)**

S3 Do you or any close family members work in ...

- 1 Advertising or Public Relations **(THANK AND CONCLUDE)**
- 2 Market Research **(THANK AND CONCLUDE)**
- 3 Mail or Small Package Delivery **(THANK AND CONCLUDE)**
- 4 None of the above **(CONTINUE)**

S4 Which of the following best describes your organization's primary industry?

- 1 Agriculture, Forestry, and Fishing
- 2 Mining
- 3 Construction
- 4 Manufacturing
- 5 Transportation
- 6 Telecommunications
- 7 Utilities
- 8 Wholesale Trade
- 9 Retail Trade or Mail Order
- 10 Finance, Insurance, or Real Estate
- 11 Publishing
- 12 Services (including non-profit organizations or membership organizations)
- 13 Government or Public Administration
- 95 Some other industry _____ **(SPECIFY)**

IF SMALL BUSINESS SAMPLE AND S4 = CODE 12 OR 95, THEN ASK S4A

S4A Which of the following, if any, best describes your organization?

- 1 Letter shop **(THANK AND CONCLUDE)**
- 2 Printer **(THANK AND CONCLUDE)**
- 3 Presort Bureau **(THANK AND CONCLUDE)**
- 4 Mail Service Provider **(THANK AND CONCLUDE)**
- 7 None of the above **(CONTINUE)**

S5 Including yourself, how many people are employed by your company at your location?

_____ **(RECORD NUMBER OF EMPLOYEES 1 – 9999)**

(IF SMALL BUSINESS AND S5 = 101 OR MORE, THANK AND CONCLUDE)

IF SMALL BUSINESS SAMPLE, THEN ASK S6

S6 How does your organization currently pay for postage? *Please select all that apply.*

- 1 Postage stamps
- 2 Postage meter
- 3 Online postage (e.g., Click-N-Ship, Stamps.com, Endicia.com, etc.)
- 4 Permit imprint
- 5 Pre-cancelled stamps
- 6 Express Mail corporate account
- 95 Some other way _____ (SPECIFY)
- 98 Don't know

(IF S6 = 2, 4, 5, 6, 95 OR 98, THANK AND CONCLUDE)

(PROGRAMMING NOTE: FCM = FIRST-CLASS MAIL, SM = STANDARD MAIL, PM = PRIORITY MAIL, EM = EXPRESS MAIL, PE = PERIODICALS, PS = PARCEL SELECT, PP = PARCEL POST)

IF PREMIER OR NATIONAL, THEN READ:

For the remainder of the survey, please think only about the mail or package applications you are responsible for.

IF SMALL BUSINESS OR RANDOM PREFERRED ACCOUNT, USE THIS TEXT:

S7 Which of the following, if any, has your organization sent in the past 12 months? [IF WEB SURVEY DISPLAY: *Please select all that apply.* IF PHONE SURVEY: DISPLAY (READ LIST. WAIT FOR YES OR NO FOR EACH. ENTER ALL MENTIONS) (RANDOMIZE CODES 1 – 7)

IF NATIONAL, PREMIER OR SUPPLEMENTAL PREFERRED ACCOUNT ONLY SHOW APPLICATIONS THAT APPLY FOR PRODUCT BEING ASKED ABOUT, AS INDICATED IN THE LIST BELOW, AND USE THIS TEXT:

S7 For which of the following mail or package applications do you have responsibility? (READ LIST 1 – 91. WAIT FOR YES OR NO FOR EACH. ENTER ALL MENTIONS.) (RANDOMIZE CODES 1 – 7)

- 1 Bills, invoices or statements [DO NOT SHOW IF NATIONAL, PREMIER OR SUPPLEMENTAL PREFERRED ACCOUNT AND PE, SM, PS OR PP]
- 2 Payments [DO NOT SHOW IF NATIONAL, PREMIER OR SUPPLEMENTAL PREFERRED ACCOUNT AND PE, SM, PS OR PP]
- 3 Advertising or marketing materials including flyers, circulars, catalogs, etc. [DO NOT SHOW IF NATIONAL, PREMIER OR SUPPLEMENTAL PREFERRED ACCOUNT AND FCM, PM, EM, PE, PS OR PP]
- 4 General communications including customer notifications, holiday cards, investor/shareholder mailings, etc. [DO NOT SHOW IF NATIONAL, PREMIER OR SUPPLEMENTAL PREFERRED ACCOUNT AND PE, SM, PS OR PP]
- 5 Periodicals or newspapers [DO NOT SHOW IF NATIONAL, PREMIER OR SUPPLEMENTAL PREFERRED ACCOUNT AND FCM, PM, EM, SM, PS OR PP]
- 6 Packages [DO NOT SHOW IF NATIONAL, PREMIER OR SUPPLEMENTAL PREFERRED ACCOUNT AND FCM, SM OR PE]
- 7 Newsletters [DO NOT SHOW IF NATIONAL, PREMIER OR SUPPLEMENTAL PREFERRED ACCOUNT AND PM, EM, PS OR PP]
- 91 Some other type _____ (SPECIFY) (IF ONLY RESPONSE, THANK AND CONCLUDE)
- 92 Some other type _____ (SPECIFY) (IF ONLY RESPONSE, THANK AND CONCLUDE)
- 97 None of the above (THANK AND CONCLUDE)
- 98 Don't know (THANK AND CONCLUDE)

IF S7 = CODE 7, THEN ASK S7A

S7a How do you send your newsletters? Do you send them via ...

- 1 [DO NOT SHOW FOR PREFERRED, PREMIER OR NATIONAL SEGMENT] USPS First-Class Mail
- 2 [DO NOT SHOW FOR SMALL BUSINESS SEGMENT] USPS Full Rate First-Class Mail
- 3 [DO NOT SHOW FOR SMALL BUSINESS SEGMENT] USPS Pre-Sort First-Class Mail
- 4 [DO NOT SHOW FOR SMALL BUSINESS SEGMENT] USPS Full Rate Standard Mail
- 5 [DO NOT SHOW FOR SMALL BUSINESS SEGMENT] USPS Non-Profit Standard Mail
- 6 DO NOT SHOW
- 7 DO NOT SHOW
- 8 DO NOT SHOW
- 9 DO NOT SHOW
- 10 [DO NOT SHOW FOR SMALL BUSINESS SEGMENT] USPS Full Rate Periodical Mail
- 11 [DO NOT SHOW FOR SMALL BUSINESS SEGMENT] USPS Non-Profit Periodical Mail
- 12 DO NOT SHOW
- 13 DO NOT SHOW
- 14 DO NOT SHOW
- 15 DO NOT SHOW
- 16 DO NOT SHOW
- 17 DO NOT SHOW
- 91 Some other way _____ (SPECIFY)
- 92 Some other way _____ (SPECIFY)

IF S7A = CODES 1, 2 OR 3, THEN S7 NEEDS TO BE PUNCHED CODE 4 IF NOT ALREADY

IF S7A = CODES 4 OR 5, THEN S7 NEEDS TO BE PUNCHED CODE 3 IF NOT ALREADY

IF S7A = CODES 10 OR 11, THEN S7 NEEDS TO BE PUNCHED CODE 5 IF NOT ALREADY

IF NATIONAL, PREMIER OR SUPPLEMENTAL PREFERRED ACCOUNT AND MULTIPLE APPLICATIONS SELECTED (CODES 1 – 6) IN S7 (INCLUDING PPUNCH FROM S7A IF APPLICABLE), THEN ASK S7B. ONLY DISPLAY APPLICATIONS SELECTED OR PUNCHED IN S7.

S7b Which of the following mail or package applications is most important to your job? Would you say ... **(READ LIST. RANDOMIZE IN THE SAME ORDER AS S7)**

- 1 Bills, invoices or statements
- 2 Payments
- 3 Advertising or marketing materials including flyers, circulars, catalogs, etc.
- 4 General communications including customer notifications, holiday cards, investor/shareholder mailings, etc.
- 5 Periodicals or newspapers
- 6 Packages
- 7 Newsletters
- 91 **INSERT CODE 91 FROM S7**
- 92 **INSERT CODE 92 FROM S7**

SCREENER: CONSUMER

S8 NOT ASKED

S9 NOT ASKED

S10 NOT ASKED

S11 NOT ASKED

INSERT TIMER SCREENER

MAIN QUESTIONNAIRE

IF WEB SURVEY (SMALL BUSINESS), THEN DISPLAY:

This survey is being conducted on behalf of the United States Postal Service (USPS). We appreciate your willingness to help us. The focus of this research is to understand how organizations may react to potential changes in USPS services. Your feedback will help ensure that your voice is heard on this very important subject.

Instructions:

- Please answer all questions according to your organization's experience, knowledge and preferences.
- The survey should take no more than 10 minutes to complete.
- Some of the questions will pertain to mail volume, so please be careful when entering large numeric values.
- After completing the questions that appear on the screen, please click "next" shown at the bottom of the screen to advance to the next question.
- Please review each question and your responses carefully before proceeding. Please try to avoid using the "Back" button on your browser, as this may erase some of your responses.
- The data we collect is for research purposes only. When reporting your results, your answers will be combined with those of other companies and will not be associated with your name or your organization.

IF PHONE SURVEY (NATIONAL, PREMIER, PREFERRED ACCOUNTS), THEN DISPLAY:

We appreciate your willingness to help us. The focus of this research is to understand how organizations 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:

- BILLS, INVOICES OR STATEMENTS
- PAYMENTS
- ADVERTISING OR MARKETING MATERIALS
- GENERAL COMMUNICATIONS
- PERIODICALS OR NEWSPAPERS
- PACKAGES
- NEWSLETTERS

IF NATIONAL, PREMIER OR SUPPLEMENTAL PREFERRED ACCOUNT, AND MULTIPLE APPLICATIONS SELECTED IN S7, THEN ASK Q1 ONLY ABOUT THE APPLICATION SELECTED IN S7B

IF SMALL BUSINESS OR RANDOM PREFERRED ACCOUNT, ONLY DISPLAY APPLICATIONS SELECTED IN S7

Q1 First, during the **PAST** 12 months, how many **individual** pieces of the following did your organization send? **(RANDOMIZE A – J IN THE SAME ORDER AS S7)**

IF WEB SURVEY (SMALL BUSINESS), USE THIS TEXT: Since some organizations send large amounts of mail, to avoid problems with lots of zeros, this question is set up in a way to capture the information easily and accurately. Please select the denomination first and then enter the number of digits up to 3. One of the digits can be a decimal if you prefer.

For example, if you sent 2.5 million pieces of that particular mail, you would select “million” and then enter 2.5. If you sent 200,000, you would select “thousand” and enter 200. If you only sent 50, you would select “999 or less” and enter 50. If you only sent 375, you would also select “999 or less” and enter 375. Please insert a number for each area shown and only include in this figure mail for which you have some decision making authority. Your best estimate is fine.

IF PHONE SURVEY (NATIONAL, PREMIER OR PREFERRED ACCOUNTS), USE THIS TEXT: As I read each area please provide the number of **individual** pieces your organization has sent during the past 12 months. **INTERVIEWER NOTE: SELECT THE DENOMINATION FIRST AND THEN INSERT THE VALUE UP TO 3 DIGITS – ONE OF THE DIGITS CAN BE A DECIMAL – EXAMPLE – 1.5 MILLION – SELECT CODE 4 AND THEN INSERT 1.5 AS THE VALUE.**

	Number of Pieces Sent in Past 12 Months (Denomination)	Number of Pieces in Sent in Past 12 Months (Digits)
A. Bills, invoices or statements	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	_____ (RECORD NUMBER UP TO 3 DIGITS)
B. Payments	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	_____ (RECORD NUMBER UP TO 3 DIGITS)
C. Advertising or marketing materials including flyers, circulars, catalogs, etc.	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	_____ (RECORD NUMBER UP TO 3 DIGITS)
D. General communications including customer notifications, holiday cards, investor/shareholder mailings, etc.	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	_____ (RECORD NUMBER UP TO 3 DIGITS)
E. Periodicals or newspapers	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	_____ (RECORD NUMBER UP TO 3 DIGITS)
F. Packages	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	_____ (RECORD NUMBER UP TO 3 DIGITS)
I. INSERT CODE 91 FROM S7	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	_____ (RECORD NUMBER UP TO 3 DIGITS)
J. INSERT CODE 92 FROM S7	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	_____ (RECORD NUMBER UP TO 3 DIGITS)
K. Newsletters	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	_____ (RECORD NUMBER UP TO 3 DIGITS)

PROGRAMMING NOTE: THANK AND CONCLUDE INTERVIEW 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, DO NOT ASK ABOUT THAT APPLICATION FOR THE REMAINDER OF THE SURVEY

PRODUCTS TO BE DISPLAYED BY APPLICATION

IF NATIONAL, PREMIER OR SUPPLEMENTAL PREFERRED ACCOUNT, AND MULTIPLE APPLICATIONS SELECTED IN S7, THEN ASK Q2 ONLY ABOUT THE APPLICATION SELECTED IN S7B AND USE THIS TEXT

Q2 Again thinking just about the **(INSERT APPLICATION A - J)** your organization has sent during the **PAST 12 months**, how have you sent them? Have you sent them via ... **(READ LIST 1 - 91. WAIT FOR YES OR NO FOR EACH. ENTER ALL MENTIONS.)**

IF SMALL BUSINESS OR RANDOM PREFERRED ACCOUNT ONLY DISPLAY APPLICATIONS SELECTED IN S7 AND Q1 > 0 AND USE THIS TEXT

Q2 Thinking just about the **(INSERT APPLICATIONS SELECTED IN S7 AND Q1 > 0. RANDOMIZE APPLICATIONS IN THE SAME ORDER AS S7)** your organization has sent during the **PAST 12 months**, how have you sent them? Have you sent them via ... **(IF PHONE SURVEY: READ LIST 1 - 91. WAIT FOR YES OR NO FOR EACH. ENTER ALL MENTIONS. IF WEB SURVEY: DISPLAY LIST)**
 [IF WEB SURVEY DISPLAY: *Please select all that apply.*]

Application	Products Displayed		
	National Accounts, Premier Accounts and Preferred Accounts <> (03)	Small Business (03)	Consumer
A. Bills, invoices or statements (S7=01)	2 USPS Full Rate First-Class Mail 3 USPS Pre-Sort First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 14 Email 17 Online billing, invoicing or statement presentation 91 Some other way 92 Some other way	1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 14 Email 17 Online billing, invoicing or statement presentation 91 Some other way 92 Some other way	NA
B. Payments (S7=02)	2 USPS Full Rate First-Class Mail 3 USPS Pre-Sort First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 15 Online bill payment 16 Automated payment from checking account or credit card 91 Some other way 92 Some other way	1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 15 Online bill payment 16 Automated payment from checking account or credit card 91 Some other way 92 Some other way	1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 15 Online bill payment 16 Automated payment from checking account or credit card 18 Telephone 91 Some other way 92 Some other way

<p>C. Advertising or marketing materials including flyers, circulars, catalogs, etc. S7=03</p> <p>Or</p> <p>G. Respondents Who Send Newsletters Via SM (S7=07 AND S7A=04 OR 05)</p>	<p>3 USPS Pre-Sort First-Class Mail</p> <p>4 USPS Full Rate Standard Mail</p> <p>5 USPS Non-Profit Standard Mail</p> <p>12 UPS</p> <p>13 FedEx</p> <p>14 Email</p> <p>91 Some other way</p> <p>92 Some other way</p>	<p>12 UPS</p> <p>13 FedEx</p> <p>14 Email</p> <p>91 Some other way</p> <p>92 Some other way</p>	<p>NA</p>
<p>D. General communications including customer notifications, holiday cards, investor/shareholder mailings, etc. (S7=04)</p> <p>Or</p> <p>G. Respondents Who Send Newsletters Via FCM (S7=07 AND S7A=01 or 02 or 03)</p>	<p>2 USPS Full Rate First-Class Mail</p> <p>3 USPS Pre-Sort First-Class Mail</p> <p>6 USPS Priority Mail</p> <p>7 Express Mail</p> <p>12 UPS</p> <p>13 FedEx</p> <p>14 Email</p> <p>91 Some other way</p> <p>92 Some other way</p>	<p>1 USPS First-Class Mail</p> <p>6 USPS Priority Mail</p> <p>7 Express Mail</p> <p>12 UPS</p> <p>13 FedEx</p> <p>14 Email</p> <p>91 Some other way</p> <p>92 Some other way</p>	<p>NA</p>
<p>E. Periodicals or newspapers (S7=05)</p> <p>Or</p> <p>G. Respondents Who Send Newsletters Via Periodical Mail (S7=07 AND S7A=10 or 11)</p>	<p>10 USPS Full Rate Periodical Mail</p> <p>11 USPS Non-Profit Periodical Mail</p> <p>12 UPS</p> <p>13 FedEx</p> <p>14 Email</p> <p>91 Some other way</p> <p>92 Some other way</p>	<p>10 USPS Full Rate Periodical Mail</p> <p>11 USPS Non-Profit Periodical Mail</p> <p>12 UPS</p> <p>13 FedEx</p> <p>14 Email</p> <p>91 Some other way</p> <p>92 Some other way</p>	<p>NA</p>
<p>F. Packages (S7=06)</p>	<p>6 USPS Priority Mail</p> <p>7 USPS Express Mail</p> <p>8 USPS Parcel Select</p> <p>9 USPS Parcel Post</p> <p>12 UPS</p> <p>13 FedEx</p> <p>91 Some other way</p> <p>92 Some other way</p>	<p>6 USPS Priority Mail</p> <p>7 USPS Express Mail</p> <p>8 USPS Parcel Select</p> <p>9 USPS Parcel Post</p> <p>12 UPS</p> <p>13 FedEx</p> <p>91 Some other way</p> <p>92 Some other way</p>	<p>6 USPS Priority Mail</p> <p>7 USPS Express Mail</p> <p>9 USPS Parcel Post</p> <p>12 UPS</p> <p>13 FedEx</p> <p>91 Some other way</p> <p>92 Some other way</p>
<p>G. Correspondence such as letters or cards (TO BE MOVED TO ANOTHER VARIABLE. THIS IS NOW NEWSLETTERS)</p>	<p>NA</p>	<p>NA</p>	<p>1 USPS First-Class Mail</p> <p>6 USPS Priority Mail</p> <p>7 Express Mail</p> <p>12 UPS</p> <p>13 FedEx</p> <p>14 Email</p> <p>91 Some other way</p> <p>92 Some other way</p>
<p>H. Documents</p>	<p>NA</p>	<p>NA</p>	<p>1 USPS First-Class Mail</p> <p>6 USPS Priority Mail</p> <p>7 Express Mail</p> <p>12 UPS</p> <p>13 FedEx</p> <p>14 Email</p> <p>91 Some other way</p> <p>92 Some other way</p>

<p>I. Other (s7=91)</p>	<p>2 USPS Full Rate First-Class Mail 3 USPS Pre-Sort First-Class Mail 4 USPS Full Rate Standard Mail 5 USPS Non-Profit Standard Mail 6 USPS Priority Mail 7 Express Mail 8 Parcel Select 9 Parcel Post 10 USPS Full Rate Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way</p>	<p>1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 8 Parcel Select 9 Parcel Post 10 USPS Full Rate Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way</p>	<p>1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 9 Parcel Post 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way</p>
<p>J. Other (S7=92)</p>	<p>2 USPS Full Rate First-Class Mail 3 USPS Pre-Sort First-Class Mail 4 USPS Full Rate Standard Mail 5 USPS Non-Profit Standard Mail 6 USPS Priority Mail 7 Express Mail 8 Parcel Select 9 Parcel Post 10 USPS Full Rate Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way</p>	<p>1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 8 Parcel Select 9 Parcel Post 10 USPS Full Rate Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way</p>	<p>1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 9 Parcel Post 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way</p>

MUST SELECT CODE 1 – 11 FOR AT LEAST ONE APPLICATION, OTHERWISE THANK AND CONCLUDE

IF SMALL BUSINESS AND CODES 4, 5, 8, 10 OR 11 SELECTED, THANK AND CONCLUDE

IF NATIONAL OR PREMIER AND FCM AND CODES 1, 2 OR 3 NOT SELECTED IN Q2, CHANGE QUOTA GROUP TO PRODUCT SELECTED IN Q2. IF MULTIPLE PRODUCTS SELECTED, RANDOMLY SELECT ONE.

IF NATIONAL OR PREMIER OR SUPPLEMENTAL PREFERRED AND SM AND CODES 4 OR 5 NOT SELECTED IN Q2, CHANGE QUOTA GROUP TO PRODUCT SELECTED IN Q2. IF MULTIPLE PRODUCTS SELECTED, RANDOMLY SELECT ONE.

IF NATIONAL OR PREMIER AND PM AND CODE 6 NOT SELECTED IN Q2, CHANGE QUOTA GROUP TO PRODUCT SELECTED IN Q2. IF MULTIPLE PRODUCTS SELECTED, RANDOMLY SELECT ONE.

IF NATIONAL OR PREMIER OR SUPPLEMENTAL PREFERRED AND EM AND CODE 7 NOT SELECTED IN Q2, CHANGE QUOTA GROUP TO PRODUCT SELECTED IN Q2. IF MULTIPLE PRODUCTS SELECTED, RANDOMLY SELECT ONE.

IF NATIONAL OR PREMIER OR SUPPLEMENTAL PREFERRED AND PS AND CODE 8 NOT SELECTED IN Q2, CHANGE QUOTA GROUP TO PRODUCT SELECTED IN Q2. IF MULTIPLE PRODUCTS SELECTED, RANDOMLY SELECT ONE.

IF NATIONAL OR PREMIER OR SUPPLEMENTAL PREFERRED AND PP AND CODE 9 NOT SELECTED IN Q2, CHANGE QUOTA GROUP TO PRODUCT SELECTED IN Q2. IF MULTIPLE PRODUCTS SELECTED, RANDOMLY SELECT ONE.

IF NATIONAL OR PREMIER OR SUPPLEMENTAL PREFERRED AND PE AND CODES 10 OR 11 NOT SELECTED IN Q2, CHANGE QUOTA GROUP TO PRODUCT SELECTED IN Q2. IF MULTIPLE PRODUCTS SELECTED, RANDOMLY SELECT ONE.

ASK Q3 FOR EACH APPLICATION SELECTED IN S7 AND Q1 > 0 IN Q1 THAT HAS MULTIPLE RESPONSES IN Q2. ONLY SHOW PRODUCTS/SERVICES MENTIONED FOR THAT APPLICATION IN Q2. IF AN APPLICATION HAS EXACTLY ONE RESPONSE IN Q2, AUTOPUNCH 100 FOR IT IN Q3.

IF NATIONAL, PREMIER OR SUPPLEMENTAL PREFERRED ACCOUNT, AND MULTIPLE APPLICATIONS SELECTED IN S7, THEN ASK Q3 ONLY ABOUT THE APPLICATION SELECTED IN S7B AND USE THIS TEXT

Q3 Again thinking just about the **(INSERT APPLICATION A - J)** your organization has sent in the **PAST** 12 months, what percent was sent via ...

IF SMALL BUSINESS OR RANDOM PREFERRED ACCOUNT ONLY DISPLAY APPLICATIONS SELECTED IN S7 AND Q1 > 0 AND USE THIS TEXT

Q3 Again thinking just about the **(INSERT APPLICATIONS SELECTED IN S7 AND Q1 > 0. RANDOMIZE APPLICATIONS IN THE SAME ORDER AS S7)** your organization has sent in the **PAST** 12 months, what percent was sent via ... **(IF PHONE SURVEY: READ LIST. IF WEB SURVEY: DISPLAY LIST) [IF WEB SURVEY DISPLAY: Please have the total equal 100%.]**

INTERVIEWER NOTE: THE TOTALS SHOULD EQUAL 100%

- a. USPS First-Class Mail _____ **(RECORD PERCENT 1 – 100)**
 - b. USPS Full Rate First-Class Mail _____ **(RECORD PERCENT 1 – 100)**
 - c. USPS Pre-Sort First-Class Mail _____ **(RECORD PERCENT 1 – 100)**
 - d. USPS Full Rate Standard Mail _____ **(RECORD PERCENT 1 – 100)**
 - e. USPS Non-Profit Standard Mail _____ **(RECORD PERCENT 1 – 100)**
 - f. USPS Priority Mail _____ **(RECORD PERCENT 1 – 100)**
 - g. USPS Express Mail _____ **(RECORD PERCENT 1 – 100)**
 - h. USPS Parcel Select _____ **(RECORD PERCENT 1 – 100)**
 - i. USPS Parcel Post _____ **(RECORD PERCENT 1 – 100)**
 - j. USPS Full Rate Periodical Mail _____ **(RECORD PERCENT 1 – 100)**
 - k. USPS Non-Profit Periodical Mail _____ **(RECORD PERCENT 1 – 100)**
 - l. UPS _____ **(RECORD PERCENT 1 – 100)**
 - m. 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)**
 - q. Online billing, invoicing or
statement presentation _____ **(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%**

INSERT TIMER PAST 12 MONTHS

Now we would like you to focus on the **NEXT** 12 months.

IF NATIONAL, PREMIER OR SUPPLEMENTAL PREFERRED ACCOUNT, AND MULTIPLE APPLICATIONS SELECTED IN S7, THEN ASK Q4 ONLY ABOUT THE APPLICATION SELECTED IN S7B

IF SMALL BUSINESS OR RANDOM PREFERRED ACCOUNT, ONLY DISPLAY APPLICATIONS SELECTED IN S7 & Q1 > 0

IF WEB SURVEY (SMALL BUSINESS), USE THIS QUESTION TEXT

Q4 Listed in the table below are the number of pieces you indicated your organization sent during the past 12 months. In the **NEXT** 12 months, how many **individual** pieces of each of the following do you anticipate your organization will send? **(RANDOMIZE A – J IN THE SAME ORDER AS S7)**

Again, since some organizations send large amounts of mail, to avoid problems with lots of zeros, this question is set up in a way to capture the information easily and accurately. Please select the denomination first and then enter the number of digits up to 3. One of the digits can be a decimal if you prefer.

For example, if you sent 2.5 million pieces of that particular mail, you would select “million” and then enter 2.5. If you sent 200,000, you would select “thousand” and enter 200. If you only sent 50, you would select “999 or less” and enter 50. If you only sent 375, you would also select “999 or less” and enter 375. Please insert a number for each area shown and only include in this figure mail for which you have some decision making authority. Your best estimate is fine.

IF PHONE SURVEY (NATIONAL, PREMIER AND PREFERRED ACCOUNTS), USE THIS QUESTION TEXT

Q4 I am going to read to you the number of pieces you indicated your organization 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 organization will send? **(RANDOMIZE A – J IN THE SAME ORDER AS S7)**

During the past 12 months, you indicated you had sent **(INSERT NUMBER OF INDIVIDUAL PIECES AND TYPE OF MAIL/PACKAGE APPLICATIONS)**.

In the next 12 months, how many **individual** pieces do you anticipate your organization will send? **INTERVIEWER NOTE: SELECT THE DENOMINATION FIRST AND THEN INSERT THE VALUE UP TO 3 DIGITS – ONE OF THE DIGITS CAN BE A DECIMAL – EXAMPLE – 1.5 MILLION – SELECT CODE 4 AND THEN INSERT 1.5 AS THE VALUE. REPEAT FOR EACH APPLICATION**

PROGRAMMING NOTE: WHEN INSERTING RESPONSE FROM Q1, INSERT DIGITS FIRST AND THEN DENOMINATION SECOND (I.E., 100 MILLION OR 225 THOUSAND)

	Number of Pieces Sent in Past 12 Months (Denomination)	Number of Pieces in Sent in Past 12 Months (Digits)
A. Bills, invoices or statements	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	<u> </u> (RECORD NUMBER UP TO 3 DIGITS)
B. Payments	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	<u> </u> (RECORD NUMBER UP TO 3 DIGITS)
C. Advertising or marketing materials including flyers, circulars, catalogs, etc.	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	<u> </u> (RECORD NUMBER UP TO 3 DIGITS)
D. General communications including customer notifications, holiday cards, investor/shareholder mailings, etc.	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	<u> </u> (RECORD NUMBER UP TO 3 DIGITS)
E. Periodicals or newspapers	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	<u> </u> (RECORD NUMBER UP TO 3 DIGITS)
F. Packages	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	<u> </u> (RECORD NUMBER UP TO 3 DIGITS)
I. INSERT CODE 91 FROM S7	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	<u> </u> (RECORD NUMBER UP TO 3 DIGITS)
J. INSERT CODE 92 FROM S7	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	<u> </u> (RECORD NUMBER UP TO 3 DIGITS)
K. Newsletters	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	<u> </u> (RECORD NUMBER UP TO 3 DIGITS)

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

IF NATIONAL, PREMIER OR SUPPLEMENTAL PREFERRED ACCOUNT, AND MULTIPLE APPLICATIONS SELECTED IN S7, THEN ASK Q5 ONLY ABOUT THE APPLICATION SELECTED IN S7B AND USE THIS TEXT

Q5 Again thinking just about the (INSERT APPLICATION A - J) you anticipate your organization will send in the **NEXT** 12 months, how do you plan to send? Do you plan to send them via ... (READ LIST 1 - 91. **WAIT FOR YES OR NO FOR EACH. ENTER ALL MENTIONS.**)

IF SMALL BUSINESS OR RANDOM PREFERRED ACCOUNT ONLY DISPLAY APPLICATIONS SELECTED IN S7 AND Q1 AND Q4 > 0 AND USE THIS TEXT

Q5 Again thinking just about the (INSERT APPLICATIONS SELECTED IN S7 AND Q1 AND Q4 > 0. **RANDOMIZE APPLICATIONS IN THE SAME ORDER AS S7**) you anticipate your organization will send in the **NEXT** 12 months, how do you plan to send them? Do you plan to send them via ... (IF PHONE SURVEY: READ LIST 1 - 91. **WAIT FOR YES OR NO FOR EACH. ENTER ALL MENTIONS.** IF WEB SURVEY: DISPLAY LIST) [IF WEB SURVEY DISPLAY: *Please select all that apply.*]

Application	Products Displayed		
	National Accounts, Premier Accounts and Preferred Accounts <> (03)	Small Business (03)	Consumer
A. Bills, invoices or statements (S7=01)	2 USPS Full Rate First-Class Mail 3 USPS Pre-Sort First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 14 Email 17 Online billing, invoicing or statement presentation 91 Some other way 92 Some other way	1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 14 Email 17 Online billing, invoicing or statement presentation 91 Some other way 92 Some other way	NA
B. Payments (S7=02)	2 USPS Full Rate First-Class Mail 3 USPS Pre-Sort First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 15 Online bill payment 16 Automated payment from checking account or credit card 91 Some other way 92 Some other way	1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 15 Online bill payment 16 Automated payment from checking account or credit card 91 Some other way 92 Some other way	1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 15 Online bill payment 16 Automated payment from checking account or credit card 18 Telephone 91 Some other way 92 Some other way
C. Advertising or marketing materials including flyers, circulars, catalogs, etc. S7=03 Or G. Respondents Who Send Newsletters Via SM (S7=07 AND S7A=04 OR 05)	3 USPS Pre-Sort First-Class Mail 4 USPS Full Rate Standard Mail 5 USPS Non-Profit Standard Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way	12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way	NA

<p>D. General communications including customer notifications, holiday cards, investor/shareholder mailings, etc. (S7=04)</p> <p>Or</p> <p>G. Respondents Who Send Newsletters Via FCM (S7=07 AND S7A=01 or 02 or 03)</p>	<p>2 USPS Full Rate First-Class Mail 3 USPS Pre-Sort First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way</p>	<p>1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way</p>	<p>NA</p>
<p>E. Periodicals or newspapers (S7=05)</p> <p>Or</p> <p>G. Respondents Who Send Newsletters Via Periodical Mail (S7=07 AND S7A=10 or 11)</p>	<p>10 USPS Full Rate Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way</p>	<p>10 USPS Full Rate Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way</p>	<p>NA</p>
<p>F. Packages (S7=06)</p>	<p>6 USPS Priority Mail 7 USPS Express Mail 8 USPS Parcel Select 9 USPS Parcel Post 12 UPS 13 FedEx 91 Some other way 92 Some other way</p>	<p>6 USPS Priority Mail 7 USPS Express Mail 8 USPS Parcel Select 9 USPS Parcel Post 12 UPS 13 FedEx 91 Some other way 92 Some other way</p>	<p>6 USPS Priority Mail 7 USPS Express Mail 9 USPS Parcel Post 12 UPS 13 FedEx 91 Some other way 92 Some other way</p>
<p>G. Correspondence such as letters or cards (TO BE MOVED TO ANOTHER VARIABLE. THIS IS NOW NEWSLETTERS)</p>	<p>NA</p>	<p>NA</p>	<p>1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way</p>
<p>H. Documents</p>	<p>NA</p>	<p>NA</p>	<p>1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way</p>

<p>I. Other (s7=91)</p>	<p>2 USPS Full Rate First-Class Mail 3 USPS Pre-Sort First-Class Mail 4 USPS Full Rate Standard Mail 5 USPS Non-Profit Standard Mail 6 USPS Priority Mail 7 Express Mail 8 Parcel Select 9 Parcel Post 10 USPS Full Rate Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way</p>	<p>1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 8 Parcel Select 9 Parcel Post 10 USPS Full Rate Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way</p>	<p>1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 9 Parcel Post 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way</p>
<p>J. Other (S7=92)</p>	<p>2 USPS Full Rate First-Class Mail 3 USPS Pre-Sort First-Class Mail 4 USPS Full Rate Standard Mail 5 USPS Non-Profit Standard Mail 6 USPS Priority Mail 7 Express Mail 8 Parcel Select 9 Parcel Post 10 USPS Full Rate Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way</p>	<p>1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 8 Parcel Select 9 Parcel Post 10 USPS Full Rate Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way</p>	<p>1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 9 Parcel Post 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way</p>

ASK Q6 FOR EACH APPLICATION SELECTED IN S7 AND Q1 AND Q4 > 0 THAT HAS MULTIPLE RESPONSES IN Q5. ONLY SHOW PRODUCTS/SERVICES MENTIONED FOR THAT APPLICATION IN Q5. IF AN APPLICATION HAS EXACTLY ONE RESPONSE IN Q5, AUTOPUNCH 100 FOR IT IN Q6.

IF NATIONAL, PREMIER OR SUPPLEMENTAL PREFERRED ACCOUNT, AND MULTIPLE APPLICATIONS SELECTED IN S7, THEN ASK Q6 ONLY ABOUT THE APPLICATION SELECTED IN S7B AND USE THIS TEXT

Q6 Again thinking just about the **(INSERT APPLICATION A - J)** you anticipate your organization will send in the **NEXT** 12 months, what percent will you send via ...

IF SMALL BUSINESS OR RANDOM PREFERRED ACCOUNT ONLY DISPLAY APPLICATIONS SELECTED IN S7 AND Q1 AND Q4 > 0 AND USE THIS TEXT

Q6 Again thinking just about the **(INSERT APPLICATIONS SELECTED IN S7 AND Q1 AND Q4 > 0. RANDOMIZE APPLICATIONS IN THE SAME ORDER AS S7)** you anticipate your organization will send in the **NEXT** 12 months, what percent will you send via ... **(IF PHONE SURVEY: READ LIST. IF WEB SURVEY: DISPLAY LIST) [IF WEB SURVEY DISPLAY: Please have the total equal 100%.]**

INTERVIEWER NOTE: THE TOTALS SHOULD EQUAL 100%

- a. USPS First-Class Mail _____ **(RECORD PERCENT 1 – 100)**
- b. USPS Full Rate First-Class Mail _____ **(RECORD PERCENT 1 – 100)**
- c. USPS Pre-Sort First-Class Mail _____ **(RECORD PERCENT 1 – 100)**
- d. USPS Full Rate Standard Mail _____ **(RECORD PERCENT 1 – 100)**
- e. USPS Non-Profit Standard Mail _____ **(RECORD PERCENT 1 – 100)**
- f. USPS Priority Mail _____ **(RECORD PERCENT 1 – 100)**
- g. USPS Express Mail _____ **(RECORD PERCENT 1 – 100)**
- h. USPS Parcel Select _____ **(RECORD PERCENT 1 – 100)**
- i. USPS Parcel Post _____ **(RECORD PERCENT 1 – 100)**
- j. USPS Full Rate Periodical Mail _____ **(RECORD PERCENT 1 – 100)**
- k. USPS Non-Profit Periodical Mail _____ **(RECORD PERCENT 1 – 100)**
- l. UPS _____ **(RECORD PERCENT 1 – 100)**
- m. 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)**
- q. Online billing, invoicing or
statement presentation _____ **(RECORD PERCENT 1 – 100)**
- r. **INSERT CODE 91 FROM Q5** _____ **(RECORD PERCENT 1 – 100)**
- s. **INSERT CODE 92 FROM Q5** _____ **(RECORD PERCENT 1 – 100)**

TOTAL = 100%

INSERT TIMER NEXT 12 MONTHS

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

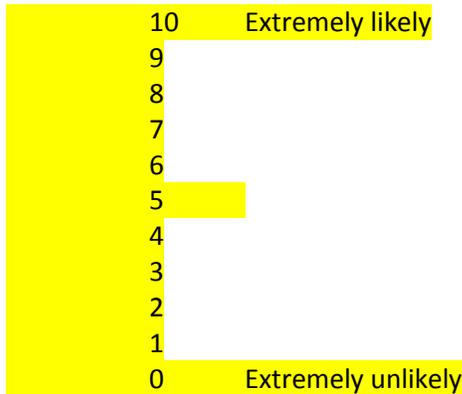
Despite very aggressive cost cutting, the Postal Service is projecting financial losses for this and the next several years. This is due to a significant decline in mail volume and a major requirement to prefund its retiree's health benefits. The Postal Service is committed to fulfilling its fundamental 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 [ADD THE FOLLOWING FOR ALL NATIONAL ACCOUNTS, ALL PREMIER ACCOUNTS, AND PREFERRED ACCOUNTS THAT Q2 = 3, 4, 5, 10 OR 11: (including PO Boxes, Caller Service and National Firm Holdouts)] Monday - Saturday.
- [INCLUDE FOR ALL NATIONAL ACCOUNTS, ALL PREMIER ACCOUNTS, AND PREFERRED ACCOUNTS THAT Q2 = 3, 4, 5, 10 OR 11; DO NOT INCLUDE FOR ANY CONSUMERS OR SMALL BUSINESSES] Remittance mail that is picked up at a plant on Saturday and/or Sunday will continue to be picked up on those days.
- 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.
- [INCLUDE FOR ALL NATIONAL ACCOUNTS, PREMIER ACCOUNTS AND PREFERRED ACCOUNTS THAT Q2 = 3, 4, 5, 10 OR 11; DO NOT INCLUDE FOR ANY CONSUMERS OR SMALL BUSINESSES] Bulk mail entry units will be closed on Saturday. However, Detached Mail Units currently open on Saturday and/or Sunday will remain open. Mail will continue to be accepted and verified at DMUs on Saturday and/or Sunday.
- [INCLUDE FOR ALL NATIONAL ACCOUNTS, PREMIER ACCOUNTS AND PREFERRED ACCOUNTS THAT Q2 = 3, 4, 5, 10 OR 11; DO NOT INCLUDE FOR ANY CONSUMERS OR SMALL BUSINESSES] Destinating entry bulk mail can continue to be drop shipped at plants on Saturday and Sunday and at delivery units on Saturday. However, time slots for dropping the mail will be shortened. Mail dropped shipped at a plant on Saturday or Sunday will be processed on Monday. Standard Mail dropped shipped at a delivery unit on Saturday will be delivered by Tuesday.
- 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.

IF SMALL BUSINESS OR RANDOM PREFERRED ACCOUNT, ONLY DISPLAY APPLICATIONS SELECTED IN S7 AND Q1 AND Q4 AND Q7 > 0 AND USE THIS TEXT

Q10 If the service change described does happen, what is the likelihood that this change would cause your organization to modify the number of **(INSERT APPLICATIONS SELECTED IN S7 AND Q1 AND Q4 AND Q7 > 0. RANDOMIZE APPLICATIONS IN THE SAME ORDER AS S7)** your organization 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.



IF Q10 = 0, THEN SKIP TO Q11

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

INSERT TIMER DESCRIPTION

IF NATIONAL, PREMIER OR SUPPLEMENTAL PREFERRED ACCOUNT, AND MULTIPLE APPLICATIONS SELECTED IN S7, THEN ASK Q7 ONLY ABOUT THE APPLICATION SELECTED IN S7B

IF SMALL BUSINESS OR RANDOM PREFERRED ACCOUNT, ONLY DISPLAY APPLICATIONS SELECTED IN S7 AND Q1 AND Q4 > 0

IF WEB SURVEY (SMALL BUSINESS), USE THIS QUESTION TEXT

Q7 Listed in the table below are the number of pieces you said your organization will send in the next 12 months. In the first 12 months after the change in service is implemented, how many **individual** pieces of each of the following do you anticipate your organization would send? **[IF WEB SURVEY AND MORE THAN ONE APPLICATION IN S7, DISPLAY: Please type in one answer for each.] (RANDOMIZE A – J IN THE SAME ORDER AS S7)**

Again, since some organizations send large amounts of mail, to avoid problems with lots of zeros, this question is set up in a way to capture the information easily and accurately. Please select the denomination first and then enter the number of digits up to 3. One of the digits can be a decimal if you prefer.

For example, if you sent 2.5 million pieces of that particular mail, you would select “million” and then enter 2.5. If you sent 200,000, you would select “thousand” and enter 200. If you only sent 50, you would select “999 or less” and enter 50. If you only sent 375, you would also select “999 or less” and enter 375. Please insert a number for each area shown and only include in this figure mail for which you have some decision making authority. Your best estimate is fine.

IF PHONE SURVEY (NATIONAL, PREMIER AND PREFERRED ACCOUNTS), USE THIS QUESTION TEXT

Q7 Now I am going to read to you the number of pieces you said your organization 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 do you anticipate your **organization** would send? **(RANDOMIZE A – J IN THE SAME ORDER AS S7)**

In the next 12 months you indicated your organization will send **(INSERT NUMBER OF INDIVIDUAL PIECES AND TYPE OF MAIL/PACKAGE APPLICATIONS)**.

In the first 12 months after the change in service is implemented, how many **individual** pieces do you anticipate your organization will send? **INTERVIEWER NOTE: SELECT THE DENOMINATION FIRST AND THEN INSERT THE VALUE UP TO 3 DIGITS – ONE OF THE DIGITS CAN BE A DECIMAL – EXAMPLE – 1.5 MILLION – SELECT CODE 4 AND THEN INSERT 1.5 AS THE VALUE. REPEAT FOR EACH APPLICATION**

PROGRAMMING NOTE: WHEN INSERTING RESPONSE FROM Q1, INSERT DIGITS FIRST AND THEN DENOMINATION SECOND (I.E., 100 MILLION OR 225 THOUSAND)

	Number of Pieces Sent in Past 12 Months (Denomination)	Number of Pieces in Sent in Past 12 Months (Digits)
A. Bills, invoices or statements	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
B. Payments	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
C. Advertising or marketing materials including flyers, circulars, catalogs, etc.	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
D. General communications including customer notifications, holiday cards, investor/shareholder mailings, etc.	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
E. Periodicals or newspapers	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
F. Packages	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
I. INSERT CODE 91 FROM S7	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
J. INSERT CODE 92 FROM S7	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
K. Newsletters	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)

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

IF NATIONAL, PREMIER OR SUPPLEMENTAL PREFERRED ACCOUNT, AND MULTIPLE APPLICATIONS SELECTED IN S7, THEN ASK Q8 ONLY ABOUT THE APPLICATION SELECTED IN S7B AND USE THIS TEXT

Q8 Thinking about the (INSERT APPLICATION A - J) you anticipate your organization would send **after the change is implemented**, how do you think you would send them? Would you send them via ... (READ LIST 1 - 91. **WAIT FOR YES OR NO FOR EACH. ENTER ALL MENTIONS.**)

IF SMALL BUSINESS OR RANDOM PREFERRED ACCOUNT ONLY DISPLAY APPLICATIONS SELECTED IN S7 AND Q1 AND Q4 AND Q7 > 0 USE THIS TEXT

Q8 Thinking about the (INSERT APPLICATIONS SELECTED IN S7 AND Q1 AND Q4 AND Q7 > 0. **RANDOMIZE APPLICATIONS IN THE SAME ORDER AS S7**) you anticipate your organization would send **after the change is implemented**, how do you think you would send them? Would you send them via ... (IF PHONE SURVEY: READ LIST 1 - 91. **WAIT FOR YES OR NO FOR EACH. ENTER ALL MENTIONS.** IF WEB SURVEY: DISPLAY LIST) [IF WEB SURVEY DISPLAY: *Please select all that apply.*]

Application	Products Displayed		
	National Accounts, Premier Accounts and Preferred Accounts <> (03)	Small Business (03)	Consumer
A. Bills, invoices or statements (S7=01)	2 USPS Full Rate First-Class Mail 3 USPS Pre-Sort First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 14 Email 17 Online billing, invoicing or statement presentation 91 Some other way 92 Some other way	1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 14 Email 17 Online billing, invoicing or statement presentation 91 Some other way 92 Some other way	NA
B. Payments (S7=02)	2 USPS Full Rate First-Class Mail 3 USPS Pre-Sort First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 15 Online bill payment 16 Automated payment from checking account or credit card 91 Some other way 92 Some other way	1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 15 Online bill payment 16 Automated payment from checking account or credit card 91 Some other way 92 Some other way	1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 15 Online bill payment 16 Automated payment from checking account or credit card 18 Telephone 91 Some other way 92 Some other way

<p>C. Advertising or marketing materials including flyers, circulars, catalogs, etc. S7=03</p> <p>Or</p> <p>G. Respondents Who Send Newsletters Via SM (S7=07 AND S7A=04 OR 05)</p>	<p>3 USPS Pre-Sort First-Class Mail 4 USPS Full Rate Standard Mail 5 USPS Non-Profit Standard Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way</p>	<p>12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way</p>	<p>NA</p>
<p>D. General communications including customer notifications, holiday cards, investor/shareholder mailings, etc. (S7=04)</p> <p>Or</p> <p>G. Respondents Who Send Newsletters Via FCM (S7=07 AND S7A=01 or 02 or 03)</p>	<p>2 USPS Full Rate First-Class Mail 3 USPS Pre-Sort First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way</p>	<p>1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way</p>	<p>NA</p>
<p>E. Periodicals or newspapers (S7=05)</p> <p>Or</p> <p>G. Respondents Who Send Newsletters Via Periodical Mail (S7=07 AND S7A=10 or 11)</p>	<p>10 USPS Full Rate Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way</p>	<p>10 USPS Full Rate Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way</p>	<p>NA</p>
<p>F. Packages (S7=06)</p>	<p>6 USPS Priority Mail 7 USPS Express Mail 8 USPS Parcel Select 9 USPS Parcel Post 12 UPS 13 FedEx 91 Some other way 92 Some other way</p>	<p>6 USPS Priority Mail 7 USPS Express Mail 8 USPS Parcel Select 9 USPS Parcel Post 12 UPS 13 FedEx 91 Some other way 92 Some other way</p>	<p>6 USPS Priority Mail 7 USPS Express Mail 9 USPS Parcel Post 12 UPS 13 FedEx 91 Some other way 92 Some other way</p>
<p>G. Correspondence such as letters or cards (TO BE MOVED TO ANOTHER VARIABLE. THIS IS NOW NEWSLETTERS)</p>	<p>NA</p>	<p>NA</p>	<p>1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way</p>

<p>H. Documents</p>	<p>NA</p>	<p>NA</p>	<p>1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way</p>
<p>I. Other (s7=91)</p>	<p>2 USPS Full Rate First-Class Mail 3 USPS Pre-Sort First-Class Mail 4 USPS Full Rate Standard Mail 5 USPS Non-Profit Standard Mail 6 USPS Priority Mail 7 Express Mail 8 Parcel Select 9 Parcel Post 10 USPS Full Rate Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way</p>	<p>1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 8 Parcel Select 9 Parcel Post 10 USPS Full Rate Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way</p>	<p>1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 9 Parcel Post 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way</p>
<p>J. Other (S7=92)</p>	<p>2 USPS Full Rate First-Class Mail 3 USPS Pre-Sort First-Class Mail 4 USPS Full Rate Standard Mail 5 USPS Non-Profit Standard Mail 6 USPS Priority Mail 7 Express Mail 8 Parcel Select 9 Parcel Post 10 USPS Full Rate Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way</p>	<p>1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 8 Parcel Select 9 Parcel Post 10 USPS Full Rate Periodical Mail 11 USPS Non-Profit Periodical Mail 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way</p>	<p>1 USPS First-Class Mail 6 USPS Priority Mail 7 Express Mail 9 Parcel Post 12 UPS 13 FedEx 14 Email 91 Some other way 92 Some other way</p>

ASK Q9 FOR EACH APPLICATION SELECTED IN S7 AND Q1 AND Q4 AND Q7 > 0 THAT HAS MULTIPLE RESPONSES IN Q8. ONLY SHOW PRODUCTS/SERVICES MENTIONED FOR THAT APPLICATION IN Q8. IF AN APPLICATION HAS EXACTLY ONE RESPONSE IN Q8, AUTOPUNCH 100 FOR IT IN Q9.

IF NATIONAL, PREMIER OR SUPPLEMENTAL PREFERRED ACCOUNT, AND MULTIPLE APPLICATIONS SELECTED IN S7, THEN ASK Q9 ONLY ABOUT THE APPLICATION SELECTED IN S7B AND USE THIS TEXT

Q9 Again thinking just about the (INSERT APPLICATION A - J) you anticipate your organization would send **after the change in service is implemented**, what percent would you send via ...

IF SMALL BUSINESS OR PREFERRED ACCOUNT ONLY DISPLAY APPLICATION SELECTED IN S7 AND Q1 AND Q4 AND Q7 > 0 AND USE THIS TEXT

Q9 Again thinking just about the (INSERT APPLICATIONS SELECTED IN S7 AND Q1 AND Q4 AND Q7 > 0. **RANDOMIZE APPLICATIONS IN THE SAME ORDER AS S7**) you anticipate your organization would send **after the change in service is implemented**, what percent would you send via ... **(IF PHONE SURVEY: READ LIST. IF WEB SURVEY: DISPLAY LIST) [IF WEB SURVEY DISPLAY: Please have the total equal 100%.]**

INTERVIEWER NOTE: THE TOTALS SHOULD EQUAL 100%

- a. USPS First-Class Mail _____ (RECORD PERCENT 1 – 100)
 - b. USPS Full Rate First-Class Mail _____ (RECORD PERCENT 1 – 100)
 - c. USPS Pre-Sort First-Class Mail _____ (RECORD PERCENT 1 – 100)
 - d. USPS Full Rate Standard Mail _____ (RECORD PERCENT 1 – 100)
 - e. USPS Non-Profit Standard Mail _____ (RECORD PERCENT 1 – 100)
 - f. USPS Priority Mail _____ (RECORD PERCENT 1 – 100)
 - g. USPS Express Mail _____ (RECORD PERCENT 1 – 100)
 - h. USPS Parcel Select _____ (RECORD PERCENT 1 – 100)
 - i. USPS Parcel Post _____ (RECORD PERCENT 1 – 100)
 - j. USPS Full Rate Periodical Mail _____ (RECORD PERCENT 1 – 100)
 - k. USPS Non-Profit Periodical Mail _____ (RECORD PERCENT 1 – 100)
 - l. UPS _____ (RECORD PERCENT 1 – 100)
 - m. 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)
 - q. Online billing, invoicing or statement presentation _____ (RECORD PERCENT 1 – 100)
 - r. **INSERT CODE 91 FROM Q8** _____ (RECORD PERCENT 1 – 100)
 - s. **INSERT CODE 92 FROM Q8** _____ (RECORD PERCENT 1 – 100)
- TOTAL = 100%**

INSERT TIMER AFTER CHANGE

IF NATIONAL, PREMIER OR SUPPLEMENTAL PREFERRED ACCOUNT, AND MULTIPLE APPLICATIONS SELECTED IN S7, THEN ASK Q10 ONLY ABOUT THE APPLICATION SELECTED IN S7B AND USE THIS TEXT

Q10 If the service change described does happen, what is the likelihood that this change would cause your organization to modify the number of (INSERT APPLICATION) your organization 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.

Q11 Does your firm 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 your firm would get a Post Office Box?

- 1 Yes
- 2 No

INSERT TIMER MISCELLANEOUS

FIRMOGRAPHICS / DEMOGRAPHICS

IF SMALL BUSINESS, THEN READ:

And these last few questions are for classification purposes only.

Q13 DELETED

Q14 DELETED

Q15 DELETED

Q16 DELETED

Q17 DELETED

Q18 DELETED

Q19 DELETED

Q20 DELETED

IF SMALL BUSINESS, THEN ASK Q21

Q21 To verify, what is the name of the organization in which you work?

_____ (RECORD NAME OF ORGANIZATION)

99 REFUSED

(IF SMALL BUSINESS SAMPLE: CHECK ORGANIZATION NAME AGAINST LISTS OF PREFERRED, PREMIER AND NATIONAL ACCOUNTS; IF MATCH, DO NOT INCLUDE THIS SURVEY IN THE DATASET TO BE ANALYZED.)

IF SMALL BUSINESS, THEN ASK Q22

Q22 In what state do you work?

INSERT ALPHABETICAL LIST OF STATES

Q23 NOT ASKED

CLOSING

IF WEB SURVEY (SMALL BUSINESSES), THEN DISPLAY:

Thank you for participating in this important research study. (SEND TO PANEL VENDOR SITE FOR INCENTIVE INFORMATION)

IF TELEPHONE SURVEY (NATIONAL, PREMIER AND PREFERRED ACCOUNTS), THEN ASK Q24

Q24 Those are all the research questions we have for you today. As a token of our appreciation for participating, we will be sending you a \$50 gift card for Amazon.com.

- 1 I accept the Amazon.com gift card
- 2 I decline or cannot accept the Amazon.com gift card.

IF Q24 = CODE 1, THEN ASK Q25A

Q25a What e-mail address would you like to have the gift card sent?

_____ (RECORD E-MAIL ADDRESS)

IF Q24 = CODE 1, THEN ASK Q25B

Q25b And I would just like to confirm that I entered your e-mail address correctly. Is it (INSERT E-MAIL ADDRESS FROM Q25A)?

- 1 Yes, that is correct
- 2 No, that is not correct

IF Q25B = CODE 2, THEN ASK Q25C

Q25c And what is the correct e-mail address?

_____ (RECORD E-MAIL ADDRESS)

IF Q24 = 1, THEN DISPLAY:

Thank you again for participating in this important research study. The gift card will be emailed sometime in November when the study is completed.

IF Q24 = 2, THEN DISPLAY:

Thank you again for participating in this important research study.