

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 PARTS OF
GREETING CARD ASSOCIATION,
REDIRECTED FROM WITNESS WHITEMAN
GCA/USPS-T9-5(b-d)
(June 2, 2010)

The United States Postal Service hereby files the response of witness Elmore-Yalch to the following interrogatory parts of Greeting Card Association, GCA/USPS-T9-5(b-d), filed on May 19, 2010, and redirected from witness Whiteman. Please note: the files identified by explicit names in these responses reflect what witness Elmore-Yalch actually used. However, they are also inconsistent with the 40-character filename limitation imposed by the Commission's electronic filing system. As such, filenames have been shortened judiciously so as to resemble the original names while complying with the website shortcoming. Contact undersigned counsel if this presents a problem.

The three interrogatory parts are stated verbatim and followed by the response.

Respectfully submitted,

UNITED STATES POSTAL SERVICE

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GCA/USPS-T9-5:

* * *

- b. Did ORC conduct any tests of the focus survey instrument or interview questionnaires before conducting its surveys of businesses and consumers?
- c. If your answer to (b) is not an unqualified “no,” please provide copies of any such test results.
- d. If your answer to (b) is not an unqualified “no,” please provide changes to the instrument or questionnaires that resulted from the tests.

* * *

RESPONSE:

* * *

b. ORC did not conduct any formal tests of the focus survey instrument which is written in the format of two moderators’ guides – one for the business groups and one for the consumer groups. It is not general market research practice to “test” focus group moderator’s guides.

As stated in my testimony (USPS-T-8), the guides were meant to provide a general structure for directing the flow of the conversation during the group sessions. The moderators used significant discretion in asking the questions and guiding the conversation to encourage an open and in-depth discussion.

The guides were modified slightly during the first set of focus groups conducted in Chicago to ensure that the most important topic areas were covered, that adequate time was allotted to each major topic area, and to minimize repetition.

The focus groups were also used to evaluate the concept statement used in the quantitative survey instrument.

Finally, tests of the quantitative survey instruments were conducted as follows:

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1) For the business surveys, 19 pretest interviews were conducted.

The primary purposes of the pretest interviews were to obtain an estimate of the survey length, test the accuracy of the computer-assisted telephone interviewing (CATI) and web-based survey programming, and to identify any problems with questionnaire wording.

Following the first day of interviewing during which 23 interviews were completed, it was determined that the average survey length continued to be long and ORC recommended some subsequent changes. Because these changes were minor and did not affect the final data set (i.e., question wording was not changed), these interviews were considered to be completed surveys.

2) The consumer survey used ORC's CARAVAN® omnibus survey, described in detail in my testimony (USPS-T-8), beginning on page 28. This service does not allow for pretesting of individual sets of questions. As a result, two pretest interviews were conducted by telephone using a paper version survey (i.e., not programmed into CATI). This pretest gave insights into the overall length of the survey and whether there were any significant problems with questionnaire wording.

c. Results from the pretest of businesses were documented in a memo dated October 7, 2009, a copy of which is provided (USPS 5-Day Delivery - Memo Pretest Findings - 10-7-2009.pdf). Also provided is an Excel spreadsheet (USPS

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5-Day Delivery Pretest Supporting materials October 7 2009.pdf) that is referenced in this memo. The e-mail correspondence accompanying these files is also attached (USPS 5-Day Delivery Pretest Email 10-7-2009.pdf).

The e-mail correspondence dated 10/13/2009 documenting the final recommended changes to the business survey instrument after the first day of interviewing is provided as a reference (USPS 5-Day Delivery First Day Interviewing Email 10-13-2009.pdf).

No documents relate to the results of the consumer pretests. ORC discussed problems with the overall length of the survey and recommended changes on a call with Postal Service staff.

d. Included for the business surveys are three documents:

1. Original questionnaire used for pretest (Qre - USPS 5-Day 10-6-09 - All Business Segments - For Pretest.pdf)
2. Questionnaire with recommended changes highlighted (Qre - USPS 5-Day Business Survey 10-7-09 - Recommended Changes Highlighted.pdf). This version is referenced in the October 7, 2009 e-mail and memo.
3. Questionnaire used for first night of data collection (Qre - USPS 5-Day 10-9-09 - All Business Segments - v2.pdf).

The final questionnaire used for data collection is included in my testimony (USPS-T-8) Appendix F.

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Included for the consumer survey are two documents:

1. Original questionnaire (Qre - USPS 5-Day - Consumer Questionnaire - 10-19-2009.pdf)
2. Revised questionnaire following the first pretest interview (Qre - USPS 5-Day - Consumer Questionnaire - 10-20-2009.pdf)

The final questionnaire used for data collection is included in my testimony (USPS-T-8) Appendix G.