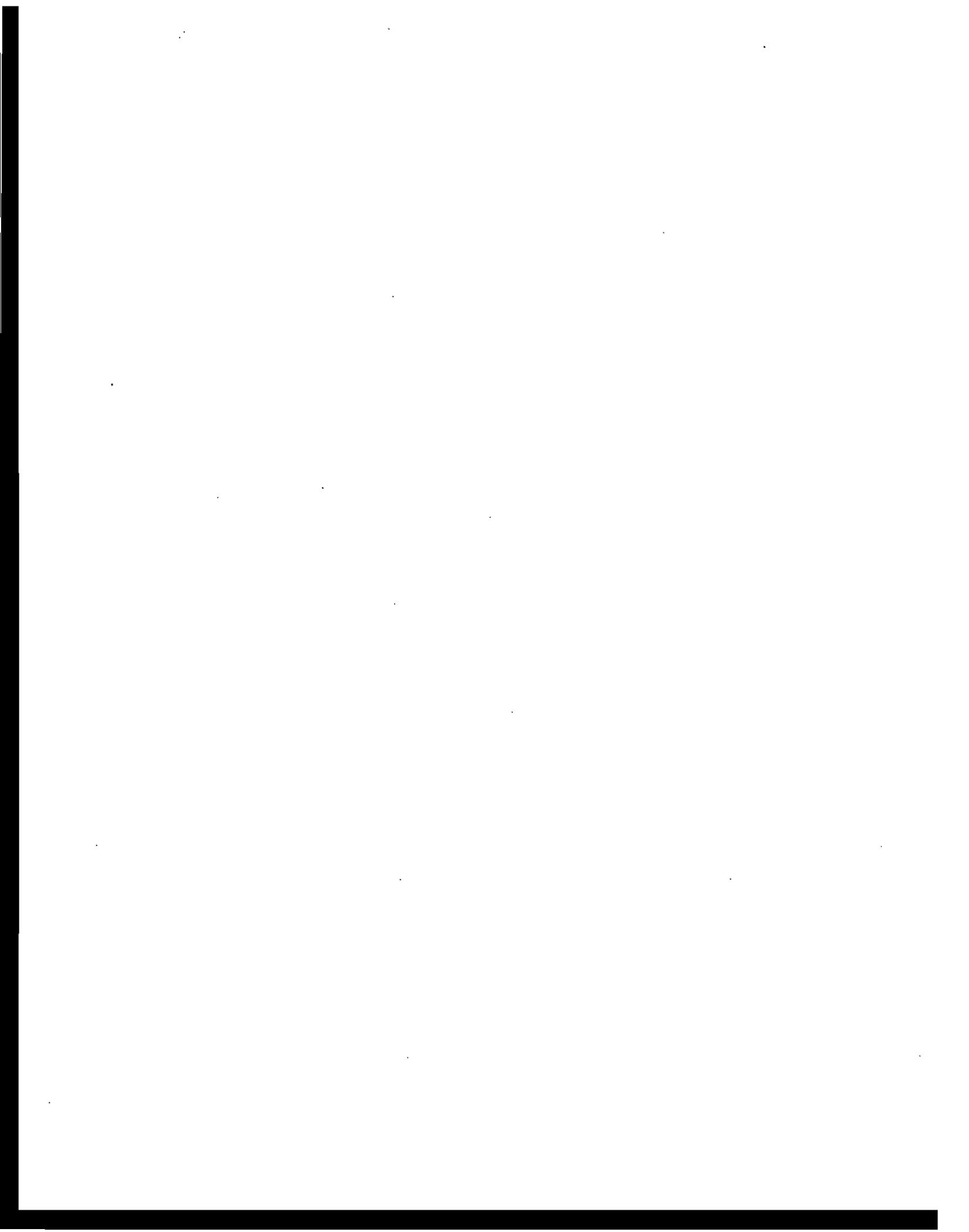


GCA/USPS-T9-2

Bob Smith



Smith, Bob - Washington, DC

From: Smith, Bob - Washington, DC
Sent: Tuesday, July 21, 2009 9:23 AM
To: 'Neil Wolch'
Cc: 'Jeff Resnick'; 'Becky Yalch'; 'Lisa Brunning'; Whiteman, Greg - Washington, DC
Subject: RE: Five Day Delivery

I checked on the first and third bullets below. On this project Internet focus groups will not be acceptable. Regarding the volume forecasts we would need them by mail class but not by application.

Bob Smith
 Market Research
 Room 1106
 202 268 3579

From: Smith, Bob - Washington, DC
Sent: Monday, July 20, 2009 4:40 PM
To: Neil Wolch
Cc: Jeff Resnick; Becky Yalch; Lisa Brunning; Whiteman, Greg - Washington, DC
Subject: RE: Five Day Delivery

Bob Smith
 Market Research
 Room 1106
 202 268 3579

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Monday, July 20, 2009 4:09 PM
To: Smith, Bob - Washington, DC
Cc: Jeff Resnick; Becky Yalch; Lisa Brunning
Subject: Five Day Delivery

Hi Bob,

Thank you very much for the opportunity to provide a proposal for your upcoming research program about five day delivery. We're looking forward to the possibility of working with you on this important program.

To help us craft the most appropriate research plan, we'd appreciate your responses to the following questions:

- Are you open to alternatives approaches for the qualitative research – specifically the use of online qualitative? (This could offer some distinct advantages for the project and could greatly reduce the costs. I will double check tomorrow with Greg but I don't think that will fly.
- Are you open to alternatives for locations for the qualitative research? We are concerned about the use of three of the markets: New York, Chicago, and Atlanta. These are among the most expensive markets in which to do research. Moreover, they are heavily researched markets resulting in more "professional" respondents in the groups. Finally, it is difficult to get "rural" markets in these three highly urban areas. You have some valid concerns. We have chosen them for both geographical spread and the presence of businesses. I would suggest you price

using these cities and then suggest alternate markets with the alternate pricing.

- What degree of detail are you looking for in the volume forecasts? Are you looking for estimates by class and application? Are there any other sub-categories (e.g., weight) for which separate estimates are required? I believe we are looking for estimates by class, but not sure about application. I will get back to you on that.
- As in the Monopoly Relaxation Study, are you looking for *separate* estimates by business segment (plus an estimate for consumers)? Yes
- Are you comfortable if we represent the key industries and applications as they exist within each of the business segments? We recommend this over imposing minimum sample size quotas, as that could throw off aggregate segment-level estimates (which we'd try to offset by weighting the data). Imposing quotas would also tend to increase the cost of the research. Comfortable.
- To what extent are you interested in obtaining diagnostic measures (e.g., reasons for decreases in volume) from the quantitative phase? Given the extensive qualitative phase, are you comfortable if the quantitative phase focuses almost exclusively on questions related to the volume estimates? I don't think we are looking for diagnostic measures in the quantitative and can rely on the qualitative for those.
- In terms of deliverables from the quantitative phase, are you looking for spreadsheets along the lines of what we developed for Monopoly Relaxation (with detailed volume estimation inputs)? Would this be in addition to the report or, along with the methodology write-up, would it serve as the report (as was the case in Monopoly Relaxation)? At this stage it looks like we need a library reference which includes only methodology, no analysis and no other written report. The spreadsheets would be the appropriate output.

Thank you very much in advance for your responses.

Best regards,

Neil Wolch

Vice President

Opinion Research Corporation

Please note new information:

25 Northwest Point Blvd., Suite 800

Elk Grove Village, IL 60007

Phone: 847-378-2244

Fax: 847-378-2290

e-mail: Neil.Wolch@opinionresearch.com

this with a minimum of two weekend calling periods as well as no more than 10 percent daytime calling.

I know the big focus to date has been on the business sampling but we need to spend some time on this as well. So a starting point with notes.

Rebecca Elmore-Valch

Senior Vice President

Opinion Research Corporation

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225 North 9th Street, Suite 200

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FAX: (402)836-2708

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becky.valch@opinionresearch.com



Please Consider the Environment Before Printing

Smith, Bob - Washington, DC

From: Becky Yalch [Becky.Yalch@opinionresearch.com]
Sent: Tuesday, September 22, 2009 3:46 PM
To: Neil Wolch; Lisa Brunning
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC; Jeff Resnick
Subject: Consumer Sampling

We had some discussions yesterday at lunch at this awesome New York Deli about some issues to consider for the consumer sampling. Here are the key points to discuss and consider:

1. **Geographic Stratification:** One of the risks in a straight RDD sample is achieving adequate sample sizes in suburban and rural areas. This could potentially be an issue for this study as it is likely that a basic analytical question will be what area the differences between the three primary geodemographic types – urban, suburban, and rural. In addition, it is likely that a question will be what is the difference by major geographic area – east versus west, Midwest versus south, etc. To that end, we may wish to consider stratifying the sample geographically and conducting an equal number of interviews in each geographic area. With a sample size of 1,100 consumer interviews a very simple strategy would be to stratify by census division – there are 11 and conducting 100 interviews in each division. This would have the net effect of insuring representation of those geodemographic areas – mountain west, southwest, etc. – that tend to end up with small cell sizes through straight RDD and limiting the ability to do analysis at that level. Simple post-stratification weighting would then bring the aggregate estimates back in line with the nation.
2. **Cell Phone Sampling:** This is mainly a function of ensuring representation of those not reachable at all (cell phone only households) and those difficult to reach by landline (primarily cell phone) without adding significantly to the cost of the research. Key will be to ensure representation of renters and those below poverty levels – key constituencies. I would suggest considering 10 percent of the total sample – so 100 to 110 surveys – with cell phone sample. We would take those who are cell phone only and also those with both cell and landlines. We have developed a base weighting procedure for probability of selection as well as a post-strat weight to make the resulting sample representative of the total population. I am concerned that if we don't do something with this, we will have real difficulty during testimony addressing an issue that is top-of-the-mind with just about everyone who does any kind of polling.
3. **Spanish or Other Foreign Language Interviewing:** We did discuss this as well and feel that if we can find data that suggests that there are no differences in mailing behaviors between those who speak English and those who speak English as a second language we can justify interviewing in English only. Greg has suggested that since most of the mail and ability to handle the mail at home relies on being able to speak English, screening for the CEO of the household mail will get us to a person who can complete the survey in English.
4. **Controls on Age:** We discussed putting upward limits on number of completes in different age categories – notably the older age groups. This can increase costs but minimizes the post-stratification weights. We may need to consider this and discuss further pros and cons of establishing age quotas (maximum numbers). Gender is not an issue as the screening for “CEO of the household mail” will achieve a greater percentage of women than in the general population.
5. **Dialing Protocols:** Regardless of whether we do #4, we do need to discuss the dialing protocols that need to be used to ensure that the sampling will withstand scrutiny. If stricter dialing protocols are instituted then it makes it more likely we will reach the younger age groups. I would suggest a minimum of 5 callback attempt; although we most commonly have increased to 7 in most of our public services surveys. We also want to leave messages on answering machines with a callback number. Also we will want to use refusal conversions – so if they refuse immediately or the initial screening we try back at a different time and screen. We should consider using sample replicates to manage the calling better as well as to minimize the impact of too much sample loaded on the final response rate – which will be something brought up in any testimony. Finally, we will want to look at interviewing schedule – both the length of time in the field as well as scheduling of calls. We typically schedule something like



Greg Whiteman
Manager, Market Research
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202-255-2394 (cell)
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Greg.Whiteman@usps.gov

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Wednesday, August 26, 2009 12:14 PM
To: Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Cc: Lisa Brunning
Subject: Question About Residual

Hi Bobs and Greg,

Sorry I had to jump off the call quickly yesterday. Can you please help me be sure I'm on the right track in interpreting the Residual Mail users in the databases you sent? I understand that we expect all of them to be FCM users, and about 10% to be Priority Mail users. Should we assume that this is approximately correct for each segment (Preferred, Premier and National)?

Regarding Priority, does it make sense to take 10% of those that have residual volume **and** no volume recorded under Priority Mail, add that to number of known Priority Mail users, to get the total estimate of the number of Priority Mail users? If not, can you please clarify how we should interpret this?

Thanks,

Neil Wolch
Vice President
Opinion Research Corporation
Please note new information:
25 Northwest Point Blvd., Suite 800
Elk Grove Village, IL 60007
Phone: 847-378-2244
Fax: 847-378-2291
e-mail: Neil.Wolch@opinionresearch.com

Neil

From: Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]
Sent: Wednesday, August 26, 2009 2:41 PM
To: Whiteman, Greg - Washington, DC; Neil Wolch; Smith, Bob - Washington, DC
Cc: Lisa Brunning
Subject: RE: Question About Residual

Except that there are very senders of Priority Mail that use a permit. I think that Neil's proposal makes sense to do.

Bob Michelson

From: Whiteman, Greg - Washington, DC
Sent: Wednesday, August 26, 2009 1:19 PM
To: 'neil.wolch@opinionresearch.com'; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: 'LISA.BRUNNING@OPINIONRESEARCH.COM'
Subject: Re: Question About Residual

Neil:

It is highly likely that any identified Priority Mail (based on using a permit) also will have Priority Mail in the residual category (from different groups/applications).

Greg

From: Neil Wolch <neil.wolch@opinionresearch.com>
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Lisa Brunning <Lisa.Brunning@opinionresearch.com>
Sent: Wed Aug 26 11:43:02 2009
Subject: RE: Question About Residual

Thanks, Greg.

Any thoughts on the second part of my question? We already see Priority Mail volume for a portion of those who have residual volume. I'm trying to figure out how to combine the known Priority Mail users with the estimate from with residual volume, without double-counting.

Best regards,

Neil

From: Whiteman, Greg - Washington, DC [mailto:greg.whiteman@usps.gov]
Sent: Wednesday, August 26, 2009 11:34 AM
To: Neil Wolch; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Lisa Brunning
Subject: RE: Question About Residual

Neil:

I would use 40 to 50 percent as the number of Priority Mail users in the residual category. And, it would be all right to assume this for all three segments.

Greg

5/25/2010

Smith, Bob - Washington, DC

From: Whiteman, Greg - Washington, DC
Sent: Thursday, August 27, 2009 8:10 AM
To: Neil Wolch; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Cc: Lisa Brunning; Jeff Resnick
Subject: RE: Question About Residual

Neil:

To get a solid estimate of the number of Priority Mail users, this is reasonable. Among the very small shippers (less than 20 employees) 62 percent use Priority Mail. As we move up (those with more than 20 employees), the percent using Priority Mail becomes smaller.

Greg

Greg Whiteman
Manager, Market Research
202-268-3565 (phone)
202-255-2394 (cell)
202-268-5761 (fax)
Greg.Whiteman@usps.gov

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Thursday, August 27, 2009 8:02 AM
To: Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: Lisa Brunning; Jeff Resnick
Subject: RE: Question About Residual

Hi Bobs and Greg,

If I can try to summarize my understanding:

- From our analysis of the databases, there are far fewer identified Priority Mail users than accounts with residual volume. (National Accounts are an exception; most are known Priority Mail users.)
- Given your estimate that about 50% of those with residual volume use Priority Mail, it does appear that relatively few senders of Priority Mail use a permit (or else they would be identified as Priority Mail users).
- So, there are clearly more Priority Mail users than those identified as such.
- To quantify this, we should take 50% of those with residual volume and subtract those with residual volume who are known to be Priority Mail users. Adding this result to the number of known Priority Mail users will give an estimate of total Priority Mail users.
- However, it looks like we should not make this addition for National Accounts, since the number of known Priority Mail users is already far more than half of the number with residual volume.

Does this sound right?

Thanks,

5/25/2010

If you give me a couple of examples I can speak to the specifics.

John H. White
(202) 268-2203

From: Smith, Bob - Washington, DC
Sent: Monday, August 10, 2009 2:01 PM
To: White, John H - Washington, DC - Contractor; Caroncino, Vic M - Washington, DC
Subject: FW: USPS 5-Day Delivery Research - Preferred Accounts

Can you answer this question?

Bob Smith
Market Research
Room 1106
202 268 3579

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Monday, August 10, 2009 1:15 PM
To: Smith, Bob - Washington, DC
Subject: USPS 5-Day Delivery Research - Preferred Accounts

Bob,

We are looking at the Preferred Accounts file a little more closely and are wondering why there are negative numbers in the volume counts? Please let us know. Thanks.

Lisa M. Brunning
Senior Project Manager

Opinion Research Corporation
248 . 628 . 7662 - office
248 . 622 . 3569 - cell
Lisa.Brunning@OpinionResearch.com

5/25/2010

	Positive FY08 Volume	Incidence Among All in Database	Incidence Among All w/ Any Positive Volume
First Class Mail (Volume)	171,986	5.11%	7.87%
Standard Mail (Volume)	385,032	11.44%	17.63%
Priority (Volume)	█	█	█
Express (Volume)	█	█	█
Parcel Select (Volume)	156	0.00%	0.01%
Parcel Post (Volume)	388	0.01%	0.02%
Periodicals (Volume)	12,094	0.36%	0.55%
Residual Mail (Revenue)	1,804,454	53.63%	82.61%
Total Preferred Accounts	3,364,503		110.1%
Preferred Accounts w/ 0 or			
- for all products	1,180,289		
Preferred Accounts w/ Any			
Positive Volume	2,184,214		

Bob Smith
Market Research
Room 1106
202 268 3579

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Tuesday, August 11, 2009 2:13 PM
To: White, John H - Washington, DC - Contractor
Cc: Smith, Bob - Washington, DC; Caroncino, Vic M - Washington, DC
Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

Here are some examples of accounts that have negative volumes. If you have any questions, please let me know.
Thanks.

Lisa M. Brunning
Senior Project Manager

Opinion Research Corporation
248 . 628 . 7662 - office
248 . 622 . 3569 - cell
Lisa.Brunning@OpinionResearch.com

From: White, John H - Washington, DC - Contractor [mailto:john.h.white@usps.gov]
Sent: Monday, August 10, 2009 4:32 PM
To: Lisa Brunning
Cc: Smith, Bob - Washington, DC; Caroncino, Vic M - Washington, DC
Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

Lisa,
Can you send me a couple of examples of the negative volumes.
They could be adjustments, or in the Residual Meter columns where we did not show any meter settings for a customer but did show mailings by the customer using a meter. This can be caused when a mail service provider is involved in a customer's mailing.

5/25/2010

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Wednesday, August 12, 2009 12:09 PM
To: Lisa Brunning; Neil Wolch; Becky Yalch
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: FW: USPS 5-Day Delivery Research - Preferred Accounts

I didn't realize that this email was not sent to you. The minuses that you sent us represent a credit in 08 for 07 volumes. It appears the customers with negative volume in 08 probably have no actual volume in that year and should be ignored. Have you looked at the National Account list yet to see if there are any problems? Our data people can run the PC Postage and the Click N Ship lists to find more Priority Mail users. The timing is not known. Pc Postage will have 08 volume. Click N Ship will have only ½ year volume.

Bob Smith
Market Research
Room 1106
202 268 3579

From: White, John H - Washington, DC - Contractor
Sent: Tuesday, August 11, 2009 5:30 PM
To: Smith, Bob - Washington, DC
Cc: Caroncino, Vic M - Washington, DC
Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

I have looked up some of the examples with explanations below:
All examples I have researched is where adjustments were given for a prior year.

Custid 3465703024

Credit adjustment of (1,145) pieces was given in Jan FY08 for volume mailed in April FY07.
This was the only entry made in FY08.

Custid 0350034000

Credit adjustment of (4,166) pieces was given in Oct FY08 for volume mailed in Sept FY07.
This was the only entry made in FY08.

Custid 0438216521

Credit adjustment of (2,617) pieces was given in Oct FY08 for volume mailed in Sept FY07.
An additional mailing was done in Dec FY08 for 1,146 pieces resulting in (1,471) pieces in FY08.
No other mailing were made in FY08.

John H. White
(202) 268-2203

From: Smith, Bob - Washington, DC
Sent: Tuesday, August 11, 2009 3:01 PM
To: White, John H - Washington, DC - Contractor
Cc: Caroncino, Vic M - Washington, DC
Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

FYI, Here are the counts ORC came up with.

5/25/2010

enough for a reliable sample. That would only leave Parcel Post and Parcel Select with tiny (unreadable) sample sizes. We would end up with unbiased samples of users of the other products.

Please let me know what you think. If you agree with the general approach, I can write it up more formally as part of the sampling plan.

Best regards,

Neil

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Thursday, August 13, 2009 12:44 PM
To: Neil Wolch; Lisa Brunning; Becky Yalch; Lisa Brunning; Jeff Resnick
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

Re: the Preferred Accounts volumes by product – The PC Postage users are already included in the Residual Meter category but the file we provided does not contain the Click N Ship users because they are not integrated into CBCIS. We are in the process of separating out PCP users and showing their product usage, i.e. Priority, Express mail as this should be helpful to you in locating users of Priority Mail. We have also run the click N Ship file for businesses only. We will FTP these to you.

Re: Contact information: For the Preferred Account file, the only source of contact information is matching against the Equifax file. The sales force does not deal with these accounts. We have done that for the file you received. So there is no other source for contact information for the one third that are missing it. For some reason no match was found for those businesses. That means you will need to do telephone number look up for those businesses. We have come up with a plan for the National and Premier Accounts. We will match against Equifax and then where there is no contact information found we will supplement with whatever Sales can provide. Some of the contact information has not been updated by Sales since January, so the Equifax info may be more accurate.

Bob Smith
Market Research
Room 1106
202 268 3579

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Wednesday, August 12, 2009 7:24 PM
To: Smith, Bob - Washington, DC; Lisa Brunning; Becky Yalch
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

Hi Bob,

Based on our conversation yesterday, I think we'll have enough FCM and Priority Mail users in the Preferred segment; this is based on expecting Residual Mail users to be users of one or both of those products.

However, I want to be sure our sampling plan neither misses nor over-represents those who use PC Postage and Click N Ship. My impression is that Preferred Accounts that *only* use one of those options are not in the database you already sent. Is that correct? If so, we should probably add them into the sampling frame (and take out any duplicates), to make sure our sample is representative.

Please let me know what you think.

Thanks,

Neil

5/25/2010

I am not sure about needing a supplemental sample for Express Mail. It may be sufficient to sample users in the databases we have and will provide.

Parcel Post and Parcel Select are separate issues. Parcel Post is primarily a retail product. Sampling small businesses and consumers should work. Strong data will be needed because of the PRC interest in protecting those groups. Parcel Select is shipped by a small number of shippers and consolidators. The customer base is so small that one could almost do a census. And we need to deal with the consolidators - FedEx and UPS are the prime ones. We probably need to discuss this in more detail.

Bob

From: Whiteman, Greg - Washington, DC
Sent: Thursday, August 13, 2009 2:47 PM
To: Neil Wolch; Smith, Bob - Washington, DC; Lisa Brunning; Becky Yalch; Lisa Brunning; Jeff Resnick
Cc: Michelson, Robert - Washington, DC
Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

Folks:

As we may gain new Express Mail business as a way to overcome no Priority Mail delivery on Saturday, we may want to have a supplemental sample for Express Mail. In the Residual mail, we estimate that 85-90 percent is First-Class Mail and 10-15 percent is Priority Mail.

Bob Michelson, do you think we need strong data for Parcel Post/Parcel Select?

Greg

Greg Whiteman
Manager, Market Research
202-268-3565 (phone)
202-255-2394 (cell)
202-268-5761 (fax)
Greg.Whiteman@usps.gov

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Thursday, August 13, 2009 2:23 PM
To: Smith, Bob - Washington, DC; Lisa Brunning; Becky Yalch; Lisa Brunning; Jeff Resnick
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

Hi Bob,

Thank you for clarifying. I don't know that you have to go through the effort of separating out PCP users. As long as they are in the database, we will have them in our sampling frame. A representative sample of the database should yield enough Priority Mail users, if I'm correct in expecting that they make up a fairly large portion of those with Residual Mail volume.

When we receive the Click N Ship file, we'll append it to the file we already have and take out duplications.

I'd like to suggest that we randomly sample from that combined database. A decent size representative sample (perhaps 500) should yield enough FCM and Priority Mail users. Then, we can add a couple of supplemental samples, specifically targeting Standard Mail and Periodical users; we could also supplement for Express Mail users, if you deem this important

5/25/2010

Smith, Bob - Washington, DC

From: Whiteman, Greg - Washington, DC
Sent: Friday, August 14, 2009 1:21 PM
To: Neil Wolch; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC; Lisa Brunning; Becky Yalch; Lisa Brunning; Jeff Resnick
Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

Neil:

You can assume that 100 percent use First-Class Mail and 50 percent use Priority Mail (Bob Michelson-is that reasonable?) Based on you point about Express Mail, we do not need to supplement the sample.

Greg

Greg Whiteman
 Manager, Market Research
 202-268-3565 (phone)
 202-255-2394 (cell)
 202-268-5761 (fax)
 Greg.Whiteman@usps.gov

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Friday, August 14, 2009 12:16 AM
To: Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Lisa Brunning; Becky Yalch; Lisa Brunning; Jeff Resnick
Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

Hi Bob, Greg and Bob,

It is totally up to you whether we need a supplemental sample of Express Mail users, but please note that even if we do not, we will still be able to measure the extent to which users of the other products might switch to Express Mail. The only thing we might miss by omitting that supplement would be if those who currently use both Express and other products would be more likely to shift more of their non-Express volume to Express than would those who do not currently use Express at all.

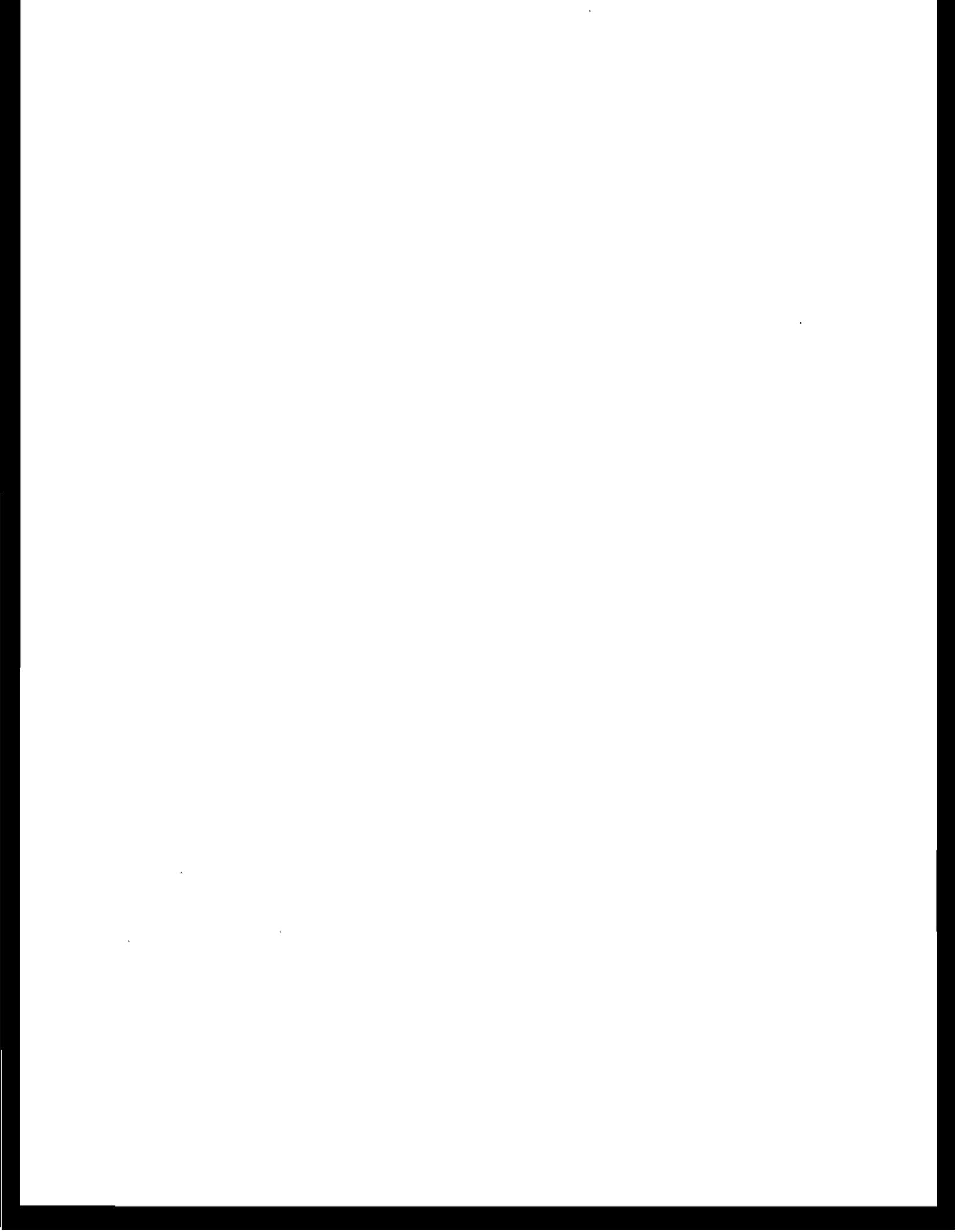
I assume the split of 85-90% FCM / 10-15% Priority from Residual reflects volume, not the proportion using each. Is there any way to estimate the % of those with any Residual volume who use each product? We can get by without that information, but it would help us fine-tune our estimates of what a representative sample would yield.

Thanks,

Neil

From: Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]
Sent: Thursday, August 13, 2009 2:00 PM
To: Whiteman, Greg - Washington, DC; Neil Wolch; Smith, Bob - Washington, DC; Lisa Brunning; Becky Yalch; Lisa Brunning; Jeff Resnick
Subject: RE: USPS 5-Day Delivery Research - Preferred Accounts

5/25/2010

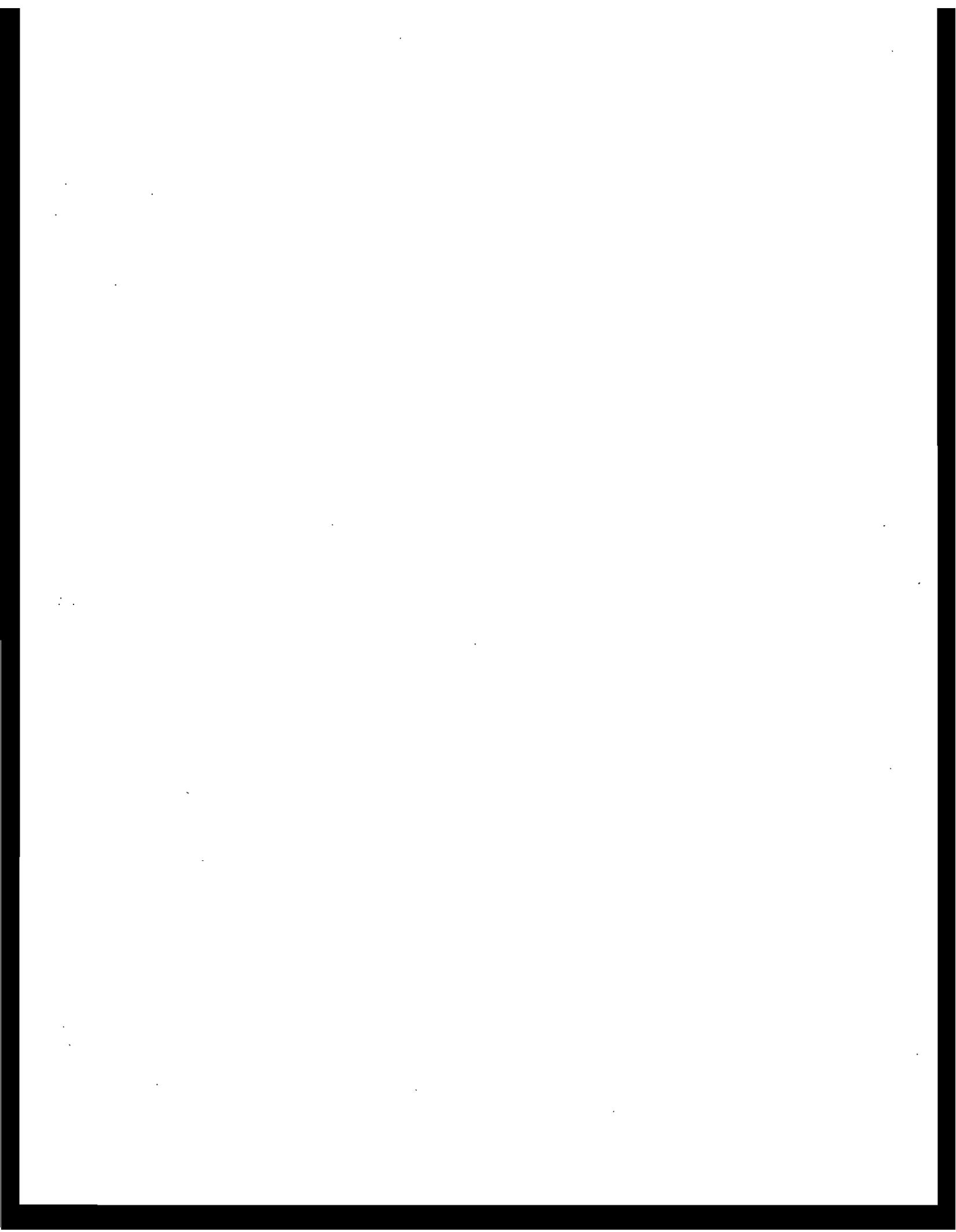


- Review of Questionnaire Topics - Consumer
 - Screening
 - Person who handles the mail for the household (CEO of the mail)
 - Questionnaire
 - Volume over the past 12 months
 - Anticipated change in volume for the next 12 months (August 2009 – July 2010)
 - Anticipated change in volume for the following 12 months (August 2010 – July 2011)
 - Description of planned change in service
 - Likelihood to reduce the amount of mail sent if service is changed (5-point scale: definitely would to definitely would not)
 - Percent reduction of mail usage by in the first 12 months (asked of all except those who said definitely would not reduce)
 - Percent reduction of mail usage by in the following 12 months (asked of all except those who said definitely would not reduce):
 - What would be done to compensate for the reductions:
 - Use online bill payment
 - Use automatic payment from checking/credit card
 - Other (specify)
 - Other anticipated changes in mailing behavior if change is made
 - Classification/demographics
 - Days of the week mail is sent
 - Days of the week mail is received
 - Age
 - Gender
- Schedule - Quantitative

- Volume information obtained in questionnaire – should we be asking about volume information for four categories of mail (First-Class Mail, Standard Mail, Packages and Periodicals) or six categories (billing, payment, shipping, advertising, periodicals and general communication)
- Decision to Use a Web Panel for Consumers vs. ORC CARAVAN
- Review of Questionnaire Topics - Commercial
 - Screening
 - Organization uses First-Class Mail, Standard Mail or both
 - Primary decision-maker regarding mail/delivery service providers for at least one department of their organization, or part of a decision-making team
 - Small Business Sample only: pay for postage via stamps and/or online only – using this question to try to eliminate the potential overlap between Small Business Sample and Preferred Accounts
 - Questionnaire
 - Volume over the past 12 months by different categories of mail (answer for each the respondent is involved in the decision-making)
 - Anticipated change in volume for the next 12 months (August 2009 – July 2010) by different categories of mail (answer for each the respondent is involved in the decision-making)
 - Anticipated change in volume for the following 12 months (August 2010 – July 2011) by different categories of mail (answer for each the respondent is involved in the decision-making)
 - Description of planned change in service
 - Likelihood to reduce the amount of mail sent if service is changed (5-point scale: definitely would to definitely would not)
 - Percent reduction of mail usage by different categories of mail in the first 12 months (asked of all except those who said definitely would not reduce)
 - Percent reduction of mail usage by in the following 12 months by different categories of mail (asked of all except those who said definitely would not reduce)
 - What would be done to compensate for the reductions:
 - Switch to competitors
 - Other (specify)
 - Other anticipated changes in mailing behavior if change is made
 - Classification/demographics
 - Days of the week mail is sent
 - Days of the week mail is received
 - Department/Functional area worked
 - Age
 - Gender

USPS 5-Day Research Project Kick Off
Monday, August 3, 2009 – 1:00 – 3:00 p.m. Eastern
800-932-9280 ID: 3730966

- USPS and ORC Introductions
 - ORC in-person attendees: Jeff Resnick, Neil Wolch, Becky Yalch
 - ORC phone participants: Lisa Brunning, Chris Commini (tentative), Graham Hueber, Galen Yalch, and Cori Larson
- Background and Objectives of Research
- Topics of Discussion – Qualitative Research
 - Respondent Characteristics
 - Consumers
 - Businesses
 - Group Locations and Timing
 - Seattle First
 - USPS Attendance
 - Moderating
 - Moderator Assignments
 - Topics – Focus Groups
 - Topics – Depth Interviews
 - Schedule for Review
 - Report Requirements
 - Recordings
 - Transcriptions
 - Report Format & Timing
 - Other Issues
 - Customer Lists for One-On-Ones
 - Proposed Updated Schedules
- Schedule - Qualitative
- Topics of Discussion - Quantitative Research
 - Inclusion of MSPs
 - Only interview a MSP if a company refers us to them. The mail volumes the MSP provides should only include the mail volumes of the company that referred us to them and should not include the MSPs own mail volume
 - MSPs will be flagged in the contact lists provided
 - Duplication of Preferred Accounts and Small Business Sample
 - A question will be added to the survey for small business only that asks for the company name. Upon completion of interviewing the company names will be matched to that of the Preferred Accounts. Any matches will be replaced with a new completed interview
 - Small Business Sample only: pay for postage via stamps and/or online only – we added this question to Monopoly Relaxation to try to eliminate the potential overlap between Small Business Sample and Preferred Accounts and are thinking it would be appropriate to use again



Smith, Bob - Washington, DC

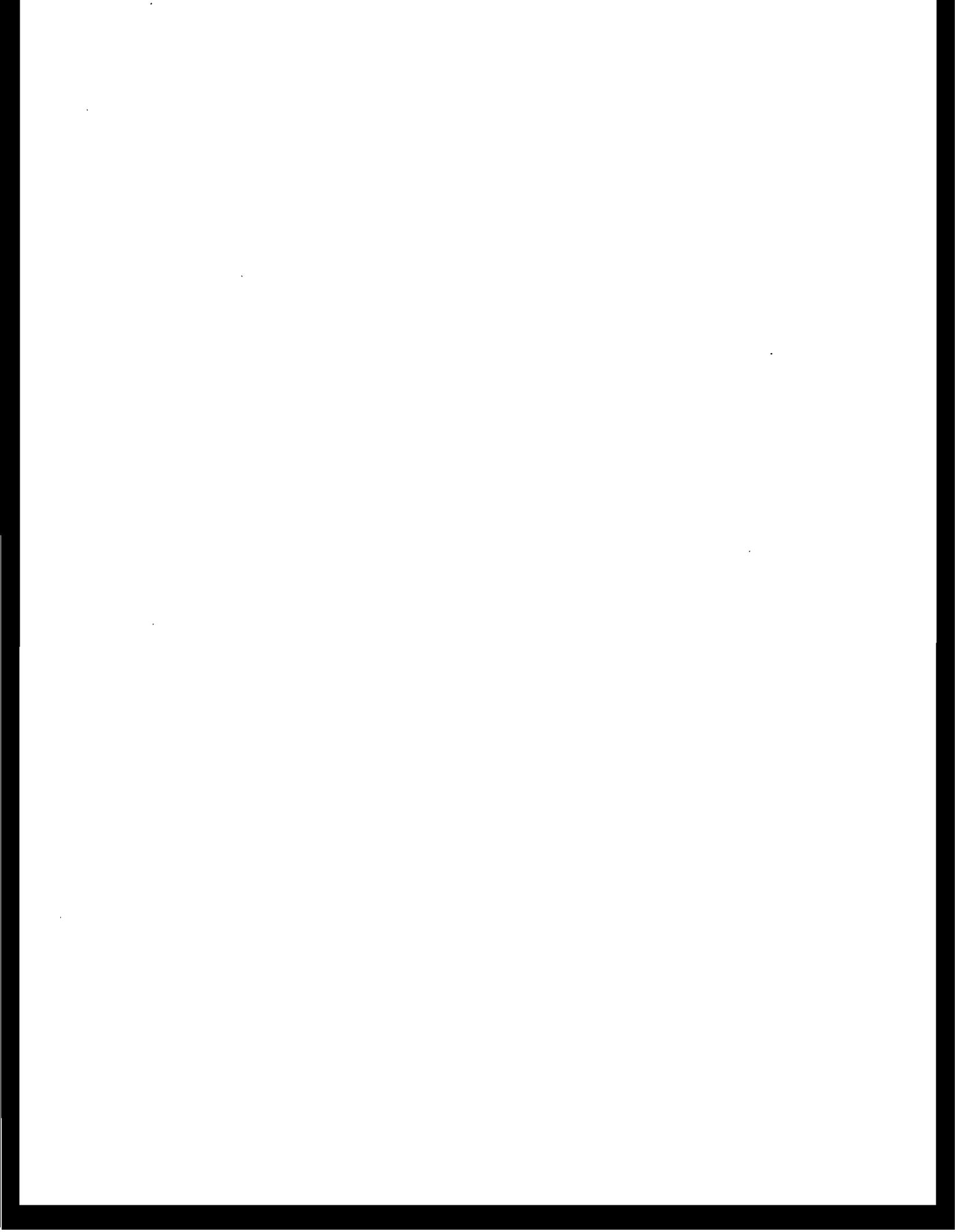
From: Lisa Brunning [Lisa.Brunning@opinionresearch.com]
Sent: Monday, August 03, 2009 7:05 AM
To: Smith, Bob - Washington, DC
Cc: Jeff Resnick; Neil Wolch; Becky Yalch; Christopher Commini; Graham Hueber; Galen Yalch; Cori Larson
Subject: USPS 5-Day Delivery Kick Off Agenda
Attachments: USPS 5-Day Research Kick Off Agenda.docx

Bob,

Attached please find the agenda we put together for our discussion today at 1:00 p.m. If you could distribute to your team prior to the meeting, we would appreciate it. Thanks.

Lisa M. Brunning
Senior Project Manager

Opinion Research Corporation
248 . 628 . 7662 - office
248 . 622 . 3569 - cell
Lisa.Brunning@OpinionResearch.com



Opinion Research Corporation
248 . 628 . 7662 - office
248 . 622 . 3569 - cell
Lisa.Brunning@OpinionResearch.com

From: Smith, Bob - Washington, DC
To: Becky Yalch; Neil Wolch
Sent: Tue Jul 28 12:13:59 2009
Subject: 5-day CBCIS files

I sent you the message below last week but don't think I ever got an answer. Please let me know if you need any other data fields so that we can have the list ready to give to you when we complete our kick off meeting. I am aware from your proposal that you can do Preferred telephone number lookup.

We are starting to run the lists of National, Premier and Preferred business accounts so they will be ready to go when the project is awarded. We plan to run the National and Premier files to include business name, address, contact name, phone number, and mail volume for major mail categories. The Preferred file will not include a contact name and phone number initially. Should you get the project we would like you to pull more than enough sample (double) of Preferred accounts, return that file to us, and we will append contact information. We ask for double because the contact info will not be available for all accounts. We also plan to FTP the data. Please let me know as soon as possible, should you get the project, are there other fields you would want included in the file and would the plan for the Preferred accounts be workable for you.

Bob Smith

Market Research

Room 1106

202 268 3579

- Phone Number
- SIC Code
- Industry Category
- FCM Volume 2008
- FCM Volume 2007
- FCM Volume 2006
- SM Volume 2008
- SM Volume 2007
- SM Volume 2006
- Residual Meter Revenue 2008
- Residual Meter Revenue 2007
- Residual Meter Revenue 2006
- RM_REV_CAP
- Last Mail Month
- Contact Name
- Contact Title
- Contact Phone Number

Preferred Accounts

- Company ID
- Company Name
- Address
- City
- State
- Zip
- Zip Plus
- Phone Number
- SIC Code
- Industry Category
- FCM Volume 2008
- FCM Volume 2007
- FCM Volume 2006
- SM Volume 2008
- SM Volume 2007
- SM Volume 2006
- Residual Meter Revenue 2008
- Residual Meter Revenue 2007
- Residual Meter Revenue 2006
- FCM Revenue 2008
- FCM Revenue 2007
- FCM Revenue 2006
- SM Revenue 2008
- SM Revenue 2007
- SM Revenue 2006

If you have any questions or would like to discuss, please let us know. Thanks.

Lisa M. Brunning
Senior Project Manager

5/25/2010

Smith, Bob - Washington, DC

From: Lisa Brunning [Lisa.Brunning@opinionresearch.com]
Sent: Wednesday, July 29, 2009 9:18 AM
To: Smith, Bob - Washington, DC
Cc: Neil Wolch; Christopher Communi
Subject: FW: 5-day CBCIS files

Bob,

As requested, detailed below are the fields that were provided last year for the Monopoly Relaxation Research that we would also like to have included in the contact lists this year for the 5-Day Research if it is not too much trouble:

National Accounts

- Company ID
- Company Name
- Address
- City
- State
- Zip
- Zip Plus
- Phone Number
- SIC Code
- Industry Category
- Mail Service Provider as Defined by Sales
- FCM Volume 2008
- FCM Volume 2007
- FCM Volume 2006
- SM Volume 2008
- SM Volume 2007
- SM Volume 2006
- Residual Meter Revenue 2008
- Residual Meter Revenue 2007
- Residual Meter Revenue 2006
- Most Recent Mail Date
- Contact Name
- Contact Title
- Contact Phone Number

Premier Accounts

- Company ID
- Company Name
- Address
- City
- State
- Zip
- Zip Plus

Sent: Friday, July 24, 2009 8:46 AM
To: Smith, Bob - Washington, DC
Cc: Whiteman, Greg - Washington, DC; Jeff Resnick; Becky Yalch
Subject: Proposal for 5-Day Delivery Research

Hi Bob,

Thank you very much for the opportunity to provide a proposal for research regarding the potential switch to a 5-day per week delivery schedule. The attached proposal describes our understanding of your business and research objectives, specifies our recommended methodology for qualitative and quantitative research to support these objectives, and details the associates timing and fees for this research.

Please let us know if you have any questions or comments. I'll be in the office all day today but traveling on Monday. If you are unable to reach me, please call Becky Yalch at 208-863-9910.

Best regards,

Neil Wolch
Vice President
Opinion Research Corporation
Please note new information:
25 Northwest Point Blvd., Suite 800
Elk Grove Village, IL 60007
Phone: 847-378-2244
Fax: 847-378-2291
e-mail: Neil.Wolch@opinionresearch.com

Smith, Bob - Washington, DC

From: Smith, Bob - Washington, DC
Sent: Tuesday, July 28, 2009 12:07 PM
To: Neil Wolch; Jeff Resnick; Becky Yalch
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: Proposal for 5-Day Delivery Research

We have reviewed proposals and are hereby awarding this project to ORC. You have a good understanding of our needs coupled with a reasonable price. We will not hold you to the admirable schedule you proposed. We need to have our kick off meeting on Monday, August 3 from 1 PM to 3 PM and all key people from ORC need to participate. You may choose to participate here at our office or by phone. We will set up a conference phone number. Please let me know who will participate and whether in person or by phone.

Here are a few things for you to consider in the meantime for discussion at the kick off meeting. For the qualitative, we do not want to add Boise. We have experience in the past with recruiting rural groups in the Atlanta and Seattle areas. You may be able to use an outlying facility if you go outside the Fieldwork network, or it is an acceptable option for you to hold a group in a hotel in a rural area. In that case, we would waive the requirements for a one-way mirror but would still need audio hookup into an adjoining room and transcripts. Also we do not want to mix rural and suburban or city and suburban in the same group. We wish to avoid most of the week before and after Labor Day. We will work out the schedule and the number of moderators on Aug 3. We do not want to exclude businesses that are not open on weekends because while incoming mail is one side of the issue, the other side of the issue concerns what day the mail they send out is received by the addressees. We will discuss the required content of the discussions during our kick off meeting.

For the quantitative there are a few issues. One relates to Mail Service Providers (MSP). These are companies that handle the mailing for other companies that actually own the mail. We want to interview them **ONLY** if and when a mail owner refers you to an MSP to answer your questions. We do not want to interview MSPs about their own mail volume because this would lead to double counting. We can flag MSPs on the CBCIS files we give you. On page 4 of your proposal the second bullet refers to collecting information about the organization's mail usage and the third bullet refers to finding the correct respondent. Perhaps these bullets were reversed. We see the telephone interview process you proposed more as a screen, recruit and reinterview process because the first person you call from the list will probably not know about the company's mail volumes, and when you find that person for the application you need they will probably have to collect mail volume data for a second phone call. We suggest you might want to email the person a form to organize the data before you recontact them. Regarding the sampling, you will need to dedup the files so that a Preferred account does not also show up in your small business sample.

You mention collecting information on First Class Mail and Standard Mail. You also will need to collect information on **packages** and **periodicals** to represent the shipping and periodicals applications mentioned on page 3 of our SOW. Related to screening, we need to interview the person in the small business who is responsible for the firm's mail. How they pay for postage is irrelevant. And for consumers we need the person who handles the mail for the household, which we refer to as the CEO of the mail.

Please note on page 7 of your proposal in the schedule there were asterisks which were not footnoted.

While web panels are acceptable, we are a bit curious as to why you are using web panels for the consumers rather than the ORC Caravan. Please explain.

Again, it is critical that all key ORC staff on this project participate on Aug 3.

Please send me an email saying that you accept this assignment as described and at your proposed pricing.

Bob Smith
 Market Research
 Room 1106
 202 268 3579

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]

5/25/2010



- To what extent are you interested in obtaining diagnostic measures (e.g., reasons for decreases in volume) from the quantitative phase? Given the extensive qualitative phase, are you comfortable if the quantitative phase focuses almost exclusively on questions related to the volume estimates? I don't think we are looking for diagnostic measures in the quantitative and can rely on the qualitative for those.
- In terms of deliverables from the quantitative phase, are you looking for spreadsheets along the lines of what we developed for Monopoly Relaxation (with detailed volume estimation inputs)? Would this be in addition to the report or, along with the methodology write-up, would it serve as the report (as was the case in Monopoly Relaxation)? At this stage it looks like we need a library reference which includes only methodology, no analysis and no other written report. The spreadsheets would be the appropriate output.

Thank you very much in advance for your responses.

Best regards,

Neil Wolch

Vice President

Opinion Research Corporation

Please note new information:

25 Northwest Point Blvd., Suite 800

Elk Grove Village, IL 60007

Phone: 847-378-2244

Fax: 847-378-2290

e-mail: Neil.Wolch@opinionresearch.com



Subject: RE: Five Day Delivery

Hi Bob,

Thank you very much for the quick response!

Best regards,

Neil

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]

Sent: Monday, July 20, 2009 3:40 PM

To: Neil Wolch

Cc: Jeff Resnick; Becky Yalch; Lisa Brunning; Whiteman, Greg - Washington, DC

Subject: RE: Five Day Delivery

Bob Smith
Market Research
Room 1106
202 268 3579

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]

Sent: Monday, July 20, 2009 4:09 PM

To: Smith, Bob - Washington, DC

Cc: Jeff Resnick; Becky Yalch; Lisa Brunning

Subject: Five Day Delivery

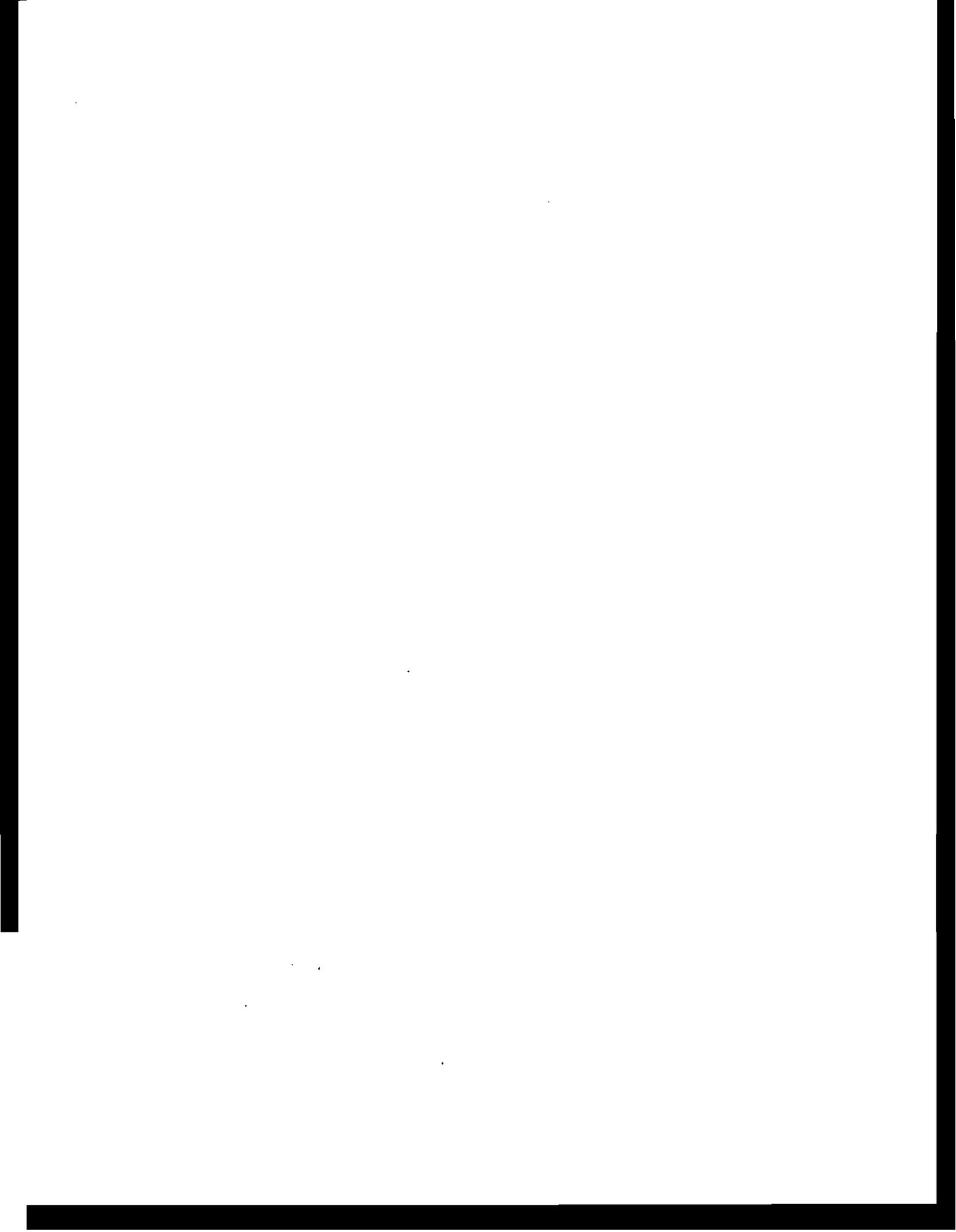
Hi Bob,

Thank you very much for the opportunity to provide a proposal for your upcoming research program about five day delivery. We're looking forward to the possibility of working with you on this important program.

To help us craft the most appropriate research plan, we'd appreciate your responses to the following questions:

- Are you open to alternatives approaches for the qualitative research – specifically the use of online qualitative? (This could offer some distinct advantages for the project and could greatly reduce the costs. I will double check tomorrow with Greg but I don't think that will fly.
- Are you open to alternatives for locations for the qualitative research? We are concerned about the use of three of the markets: New York, Chicago, and Atlanta. These are among the most expensive markets in which to do research. Moreover, they are heavily researched markets resulting in more "professional" respondents in the groups. Finally, it is difficult to get "rural" markets in these three highly urban areas. You have some valid concerns. We have chosen them for both geographical spread and the presence of businesses. I would suggest you price using these cities and then suggest alternate markets with the alternate pricing.
- What degree of detail are you looking for in the volume forecasts? Are you looking for estimates by class and application? Are there any other sub-categories (e.g., weight) for which separate estimates are required? I believe we are looking for estimates by class, but not sure about application. I will get back to you on that.
- As in the Monopoly Relaxation Study, are you looking for *separate* estimates by business segment (plus an estimate for consumers)? Yes
- Are you comfortable if we represent the key industries and applications as they exist within each of the business segments? We recommend this over imposing minimum sample size quotas, as that could throw off aggregate segment-level estimates (which we'd try to offset by weighting the data). Imposing quotas would also tend to increase the cost of the research. Comfortable.

5/25/2010



Smith, Bob - Washington, DC

From: Smith, Bob - Washington, DC
Sent: Tuesday, July 21, 2009 9:01 AM
To: Becky Yalch; Neil Wolch
Cc: Jeff Resnick; Lisa Brunning; Whiteman, Greg - Washington, DC
Subject: RE: Five Day Delivery

I just accidentally sent you a blank message. To answer your questions, there is no preference about which types of users are in which markets. Preferred Accounts number about 14,000 and are smaller in mail volume than National and Premier Accounts. We refer to them as being non managed because our sales force maintains contact only with the National and Premier accounts. Preferred Accounts are handled I believe by our Business Service Network. So they represent the medium to smaller businesses, but are not as small as the smallest businesses, the ones you need to find on your own. We will provide lists upon project award that include the Preferred Accounts. You can use these lists for recruiting for focus groups and in-depth interviews as well as the quantitative portion.

Yesterday I sent the text below to Jeff which partly concerns the Preferred Accounts and am wondering whether you received it.

We are starting to run the lists of National, Premier and Preferred business accounts so they will be ready to go when the project is awarded. We plan to run the National and Premier files to include business name, address, contact name, phone number, and mail volume for major mail categories. The Preferred file will not include a contact name and phone number initially. Should you get the project we would like you to pull more than enough sample (double) of Preferred accounts, return that file to us, and we will append contact information. We ask for double because the contact info will not be available for all accounts. We also plan to FTP the data. Please let me know as soon as possible, should you get the project, are there other fields you would want included in the file and would the plan for the Preferred accounts be workable for you.

Bob Smith
Market Research
Room 1106
202 268 3579

From: Becky Yalch [mailto:Becky.Yalch@opinionresearch.com]
Sent: Monday, July 20, 2009 6:52 PM
To: Neil Wolch; Smith, Bob - Washington, DC
Cc: Jeff Resnick; Lisa Brunning; Whiteman, Greg - Washington, DC
Subject: RE: Five Day Delivery

Bob – I am working on the proposal with Neil. And as I read the qualitative portion again I had a couple of last question. For the business focus group you call four eight groups in four markets – so basically two groups per market. You then call for 2 groups each with different users – e.g., 2 with USPS shipping products, 2 with both USPS and Fedex or UPS shipping products, etc. Do you have a preference for which groups to do in which market? Also can you define what you mean by Preferred Accounts and can USPS provide a list of preferred accounts in each of the target markets. Similarly will USPS provide lists for the in-depth telephone interviews?

Thanks for your help here.

From: Neil Wolch
Sent: Monday, July 20, 2009 2:43 PM
To: 'Smith, Bob - Washington, DC'
Cc: Jeff Resnick; Becky Yalch; Lisa Brunning; Whiteman, Greg - Washington, DC

5/25/2010



or, along with the methodology write-up, would it serve as the report (as was the case in Monopoly Relaxation)? At this stage it looks like we need a library reference which includes only methodology, no analysis and no other written report. The spreadsheets would be the appropriate output.

Thank you very much in advance for your responses.

Best regards,

Neil Wolch

Vice President

Opinion Research Corporation

Please note new information:

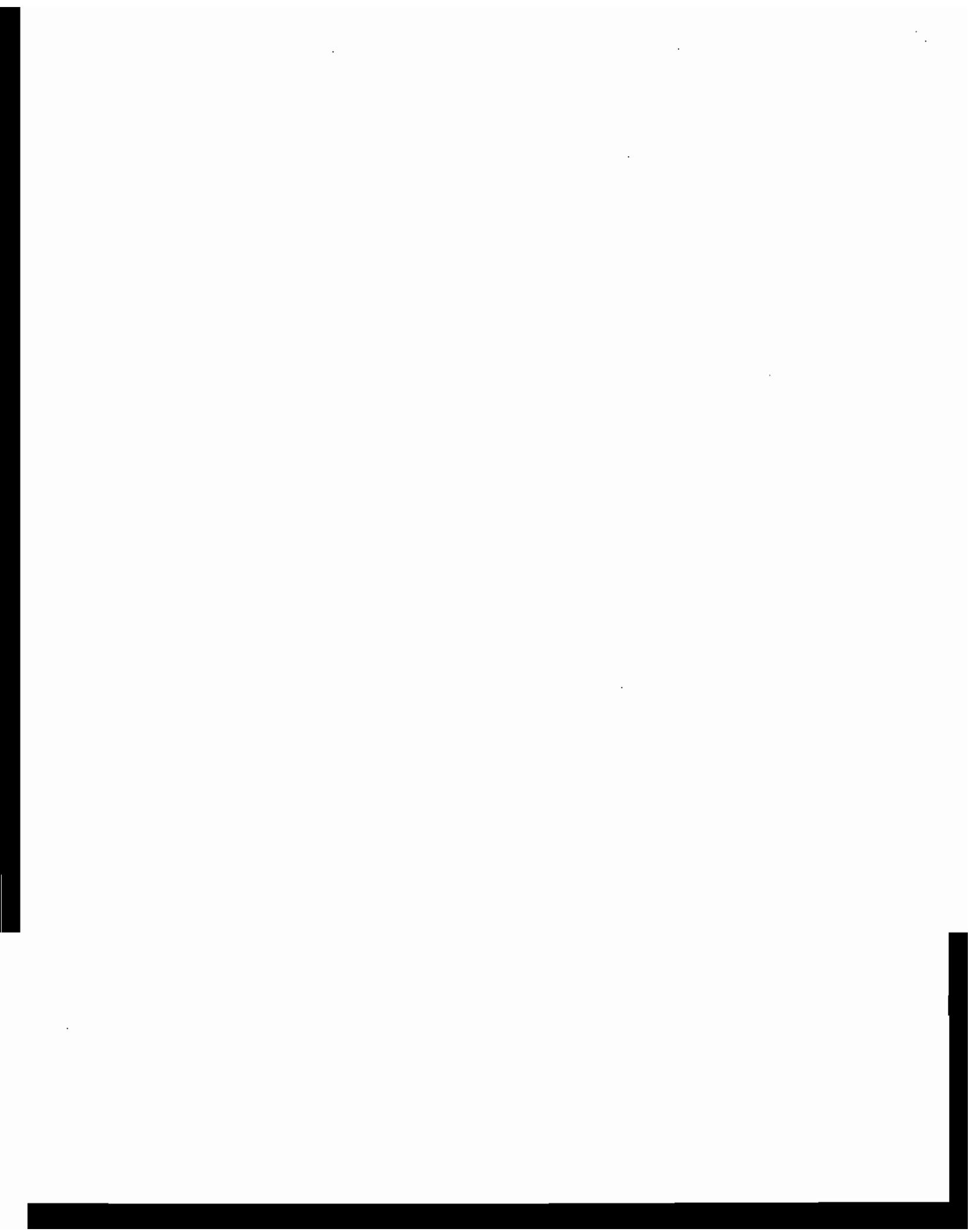
25 Northwest Point Blvd., Suite 800

Elk Grove Village, IL 60007

Phone: 847-378-2244

Fax: 847-378-2290

e-mail: Neil.Wolch@opinionresearch.com



Smith, Bob - Washington, DC

From: Smith, Bob - Washington, DC
Sent: Monday, July 20, 2009 4:40 PM
To: Neil Wolch
Cc: Jeff Resnick; Becky Yalch; Lisa Brunning; Whiteman, Greg - Washington, DC
Subject: RE: Five Day Delivery

Bob Smith
 Market Research
 Room 1106
 202 268 3579

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Monday, July 20, 2009 4:09 PM
To: Smith, Bob - Washington, DC
Cc: Jeff Resnick; Becky Yalch; Lisa Brunning
Subject: Five Day Delivery

Hi Bob,

Thank you very much for the opportunity to provide a proposal for your upcoming research program about five day delivery. We're looking forward to the possibility of working with you on this important program.

To help us craft the most appropriate research plan, we'd appreciate your responses to the following questions:

- Are you open to alternative approaches for the qualitative research – specifically the use of online qualitative? (This could offer some distinct advantages for the project and could greatly reduce the costs. I will double check tomorrow with Greg but I don't think that will fly.
- Are you open to alternatives for locations for the qualitative research? We are concerned about the use of three of the markets: New York, Chicago, and Atlanta. These are among the most expensive markets in which to do research. Moreover, they are heavily researched markets resulting in more "professional" respondents in the groups. Finally, it is difficult to get "rural" markets in these three highly urban areas. You have some valid concerns. We have chosen them for both geographical spread and the presence of businesses. I would suggest you price using these cities and then suggest alternate markets with the alternate pricing.
- What degree of detail are you looking for in the volume forecasts? Are you looking for estimates by class and application? Are there any other sub-categories (e.g., weight) for which separate estimates are required? I believe we are looking for estimates by class, but not sure about application. I will get back to you on that.
- As in the Monopoly Relaxation Study, are you looking for *separate* estimates by business segment (plus an estimate for consumers)? Yes
- Are you comfortable if we represent the key industries and applications as they exist within each of the business segments? We recommend this over imposing minimum sample size quotas, as that could throw off aggregate segment-level estimates (which we'd try to offset by weighting the data). Imposing quotas would also tend to increase the cost of the research. Comfortable.
- To what extent are you interested in obtaining diagnostic measures (e.g., reasons for decreases in volume) from the quantitative phase? Given the extensive qualitative phase, are you comfortable if the quantitative phase focuses almost exclusively on questions related to the volume estimates? I don't think we are looking for diagnostic measures in the quantitative and can rely on the qualitative for those.
- In terms of deliverables from the quantitative phase, are you looking for spreadsheets along the lines of what we developed for Monopoly Relaxation (with detailed volume estimation inputs)? Would this be in addition to the report

organization. If this is required, we will modify the delivery order to cover the work hours required to handle these requirements. To be able to accomplish this, please include the hourly wage rate for the lead person who will handle these requirements.

Supplier Deliverables

- Meeting via telecon to discuss goals and issues
- Sampling plan adjustments if necessary
- Sample selection from lists provided and other sources
- Questionnaire development
- Recruitment of respondents
- Any incentives if needed
- Completion of interviews
- Tabulation of data
- Draft report
- Final report
- Electronic tabulations
- Library reference
- Project management
- Weekly progress reports via email to COR
- Testimony witness

Postal Service Deliverables For Both the Qualitative and Quantitative Research

Lists of all National, Premier and Preferred customers, including contact information, in encrypted or secure form. These lists generally contain only one individual, usually at a high management level, at each firm including address and telephone number. Email addresses are not available. The supplier will have to screen at these firms for the most appropriate respondent for the focus group or survey. Because the small businesses are not managed accounts of the Postal Service, the supplier will need to purchase the appropriate sample to include them in both the focus groups and quantitative interviews.

Period Of Performance

The key factor in the scheduling of this project is that the due date for the report of the quantitative phase is no later than September 1. Therefore, we will start both the qualitative and quantitative research at the same time.

Key timing after contract award is:

	<u>Work days</u>
Telcon to initiate project	2
Completion of qualitative phase	25
Completion of quantitative phase	NLT September 1

Biding Information

This project is to be awarded to the supplier demonstrating best value.

One population of interest is all commercial mailers, which includes the Postal Service's National, Premier, and Preferred customer segments. In addition, we would like to include small business customers, generally those with fewer than 20 employees that are below the Preferred customer segment. These businesses are not included in the Postal Service's managed accounts. The approximate distribution of managed accounts is as follows:

Tier	First Class Mail # of Mailers	Standard Mail # of Mailers
National	235	231
Premier	22,537	24,023
Preferred	311,773	667,240
Total	334,545	691,494

Therefore, the survey shall be conducted among a sample of National Accounts, Premier Accounts, Preferred Accounts and non-managed small businesses in the following plan:

National	61
Premier	313
Preferred	313
Small	313
Total	1000

Adjustments may be made to this sample frame in consultation with the Postal Service after contract award.

The interviews shall be distributed across both the key industries and the key applications, so that each application is represented for each industry with enough replicates to make the findings meaningful. The key industries are: manufacturing/wholesalers, printing/publishing, retail, e-tailers, mail order, utilities, financial/banking, telecommunications, services, and government. The key applications are billing, payment, shipping, advertising, periodicals and general communications.

We will need to ensure that the estimates reflect both the volume which the customers control and the volume which mail service providers control.

Another target of interest is the household consumer. Therefore a nationally projectable sample of 1,000 households shall also be included in the research and included in the development of the volume and revenue forecast.

Additional Supplier Requirements

The supplier shall be required to support a filing with the PRC which involves the following two activities.

The supplier shall provide a draft library reference and a final version incorporating comments by the Postal Service. These are to contain only a detailed explanation of the methodologies, and their rationales, for both the qualitative and the quantitative phases.

The supplier may be required to provide a witness to answer interrogatories and testify before the PRC. Therefore, the supplier must demonstrate that a lead person on the assignment has experience in presenting testimony before a regulatory or judicial or other comparable

communications purposes. These focus group discussions shall be distributed across the New York City, Chicago, Atlanta and Seattle markets.

20 in-depth telephone interviews with executives of major accounts, i.e. National and Premier Accounts. Among these, 5 shall be responsible for direct marketing activities of their firm, 5 shall be responsible for billing activities or other large volume transactional First-Class Mail applications, 5 shall be responsible for payment activities, and 5 shall be responsible for shipping and/or distribution activities. These shall be spread across the following key industries: manufacturing/wholesalers, printing/publishing, retail,etailers, mail order, utilities, financial/banking, telecommunications, services, government, and mail service providers.

The supplier shall be responsible for recruitment including use of purchased databases, discussion guide development, moderation, facility rental, monetary incentives, analysis, written report and participation in a kick off telecon. A light meal shall be served to attendees and observers when the groups are conducted at a normal meal time. The supplier shall provide audio tapes (video not required) of each group, a written transcript of each group session, a written transcript of each in-depth interview, a draft report incorporating findings from all of the group sessions and the in-depth interviews and a final report following Postal Service comments on the draft report. The report shall include an Executive Summary section highlighting the key findings and a Detailed Findings section. The report is not to contain any implications or recommendations.

Supplier Deliverables

- Meeting via telecon to discuss goals and issues
- Recruitment for focus groups and in-depth interviews
- Moderation of focus groups
- Conducting in-depth interviews
- All monetary incentives
- Refreshments for focus groups
- Audio tapes of focus groups
- Transcripts of focus group sessions and in-depth interviews
- Draft written report
- Final written report
- Project management
- Weekly progress report via email to COR

QUANTITATIVE RESEARCH

Objectives

Develop the volume forecast during the first two years after the implementation of 5-day delivery and identify what changes (divert to an alternative or reduce volumes) customers will make.

Quantitative Requirements

The supplier shall develop a telephone or web based survey or a combination of the two at its discretion to meet this objective most efficiently and at the lowest cost. The supplier shall be responsible for questionnaire development, data collection, data analysis and written report of the findings including a draft report and a final report following Postal Service comments on the draft report. The report shall include an Executive Summary section highlighting the key findings and recommendations and a Detailed Findings section. The supplier shall also participate in a telecon with the Postal Service prior to development of the quantitative research.

STATEMENT OF WORK **5-DAY MAIL DELIVERY**

BACKGROUND

The Postal Service has proposed reducing the delivery of mail from the current 6 days a week to 5 days a week as a way of reducing costs and improving its financial outlook. Market research is required to determine how this change would impact consumers and businesses. The information uncovered will reach the highest levels of the Postal Service organization and will be used in the preparation of materials provided to the Postal Regulatory Commission (PRC).

RESEARCH PLAN

The project will have two parts, qualitative and quantitative. The qualitative research will be used to understand the impact 5-day delivery will have on the customers, their likely actions.

BASIC OPERATIONAL CONCEPT

The Postal Service will eliminate the delivery of mail, except Express Mail, to street addresses on Saturdays. Express Mail will continue to be delivered 7 days a week. Delivery of all other mail will be 5 days a week, Monday – Friday. Collection boxes will be picked up Monday – Friday. Bulk mail will not be accepted on Saturday. Post Offices will remain open on Saturday. Delivery of mail will be made to Post Office Boxes on Saturday. Large remittance processors with Post Office Boxes will continue to pickup mail at Postal Service facilities on Saturday. There would be no processing or transportation of mail on Saturday.

QUALITATIVE RESEARCH

Objectives

- To understand the impact of 5-day delivery on consumers and business.
- Assess perceptions of the reasons for the change.
- Determine how customers will respond to the change i.e. adjust their mailing programs, switch to competitors, move to online bill payment, etc.

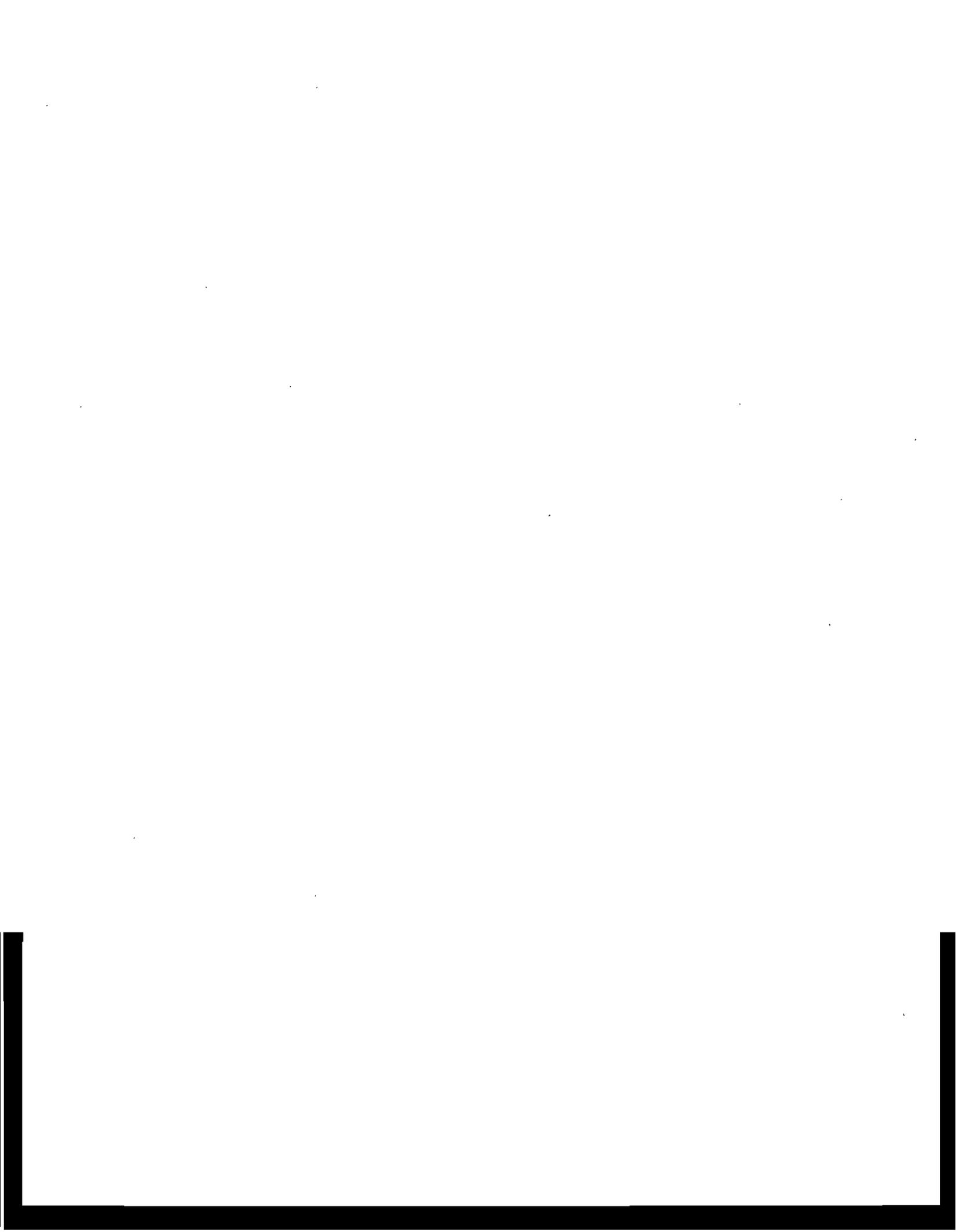
Qualitative Requirements

The supplier shall recruit, moderate and report on a total of 14 focus group discussions and 20 in-depth telephone interviews.

The focus group plan shall include:

Ten consumer focus groups, 2 with low income/center city respondents (household incomes of less than \$30,000), 4 with middle income respondents (between \$30,000 and \$100,000, and 4 with higher income respondents (household incomes of \$100,000 or more). For the middle income groups we want a mix of groups in suburban and rural areas while for the higher income groups we want a mix of city and suburban areas.

Eight focus groups with small to medium businesses defined as those with fewer than 100 employees (to include both Preferred Accounts and smaller businesses). Among these groups, 2 shall be with exclusive users of the Postal Service's shipping products (Express Mail, Priority Mail, Parcel Select, Parcel Post, Media Mail), 2 with users of UPS and/or FedEx shipping products as well as Postal Service shipping products, 2 with users of Standard Mail, and 2 with users of transactional First-Class Mail, that is, for billing, payment, advertising and general



Smith, Bob - Washington, DC

From: Smith, Bob - Washington, DC
Sent: Wednesday, July 15, 2009 8:51 AM
To: 'jresnick@prn.opinionresearch.com'
Subject: REQUEST FOR PROPOSAL

Attachments: 5 DaySOW2.doc

Attached is a Statement of Work for research critical to the operation of the Postal Service. Please provide your fixed price proposal no later than noon Wednesday, July 22. Please include (1) a description of your proposed methodologies and the reasoning behind them, (2) resume(s) of the focus group moderator and the in-depth interviewer, (3) the resume of the proposed witness, and (4) the labor rate of the proposed witness. The project will be awarded to the supplier providing the best value to the Postal Service based on the combination of the above items and the total price. The project will be awarded no later than July 23. Please be advised that the kick off telecon for the project must be held early the week of July 27.

Please send your proposal to Greg.White@usps.gov and to me.

Please contact me by email or phone if you have any questions or need additional information.



5 DaySOW2.doc
(67 KB)

Bob Smith
Market Research
Room 1106
202 268 3579

Smith, Bob - Washington, DC

From: Michelson, Robert - Washington, DC
Sent: Wednesday, October 14, 2009 12:14 PM
To: Neil Wolch; Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC; Lisa Brunning
Subject: RE: USPS 5-Day Delivery Questionnaire Update

Neil and Lisa,

We are all in agreement with this approach - asking by application or by product only if there are multiple products for an application.

One other thing, please combine UPS and FedEx throughout the questionnaire. i.e., page 28 , question 9 - l and m. For this study, all we need to know is that they use a competitor for package delivery and/or would divert package business to a competitor as a result of the service change. We do not need to know which competitor.

Bob

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Wednesday, October 14, 2009 10:54 AM
To: Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC; Lisa Brunning
Subject: RE: USPS 5-Day Delivery Questionnaire Update

Hi Bob,

In that case, we'll apply the scale to the change in use of each product. So, if they would decrease pre-sort FCM by 1000 and increase SM by 1000, and if they give an answer of 5 to question 10, we'd read that as a decrease of 500 for pre-sort FCM (1000 * 50%) and an increase of 500 for SM.

Neil

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Wednesday, October 14, 2009 9:20 AM
To: Neil Wolch; Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC; Lisa Brunning
Subject: RE: USPS 5-Day Delivery Questionnaire Update

I agree with Bob on those giving us 0 on qu 10. That is as definite a "no change" as you can get. However a 4 is considerably less definite than a 0 and so 0 - 4 should not be collapsed.

What Neil is saying seems to make sense. If we are asking one respondent about only one application, or one product across all applications in aggregate, then we would only need to ask Q 10 once. We need to be careful however in the situation where a company may be mailing a given application in multiple ways, for instance, some of it by pre sort FCM and some by full rate Std. How would we apply the scale in that situation?

Bob Smith
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From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Tuesday, October 13, 2009 6:33 PM
To: Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC; Lisa Brunning; Smith, Bob - Washington, DC

5/25/2010

Subject: RE: USPS 5-Day Delivery Questionnaire Update

Hi Bob,

I think that even if we only ask Q10 once, we would be able to assess a respondent's likelihood of making the change indicated by comparing Q7-9 to Q4-6. We have already decided to only ask the allocation of volume by product for either one specific application (in the case of National, Premier and Supplemental Preferred Accounts) or for their applications in total (other segments). Asking Q10 once would give us one clear response to apply to this one (sometimes aggregate) change. For segments where respondents can be answering about multiple applications in aggregate, we will know only their total volume by application; their volume by product will be across applications only. So, we almost have to have a single version of Q10 to correspond to the single set of volume change.

Please let us know if this makes sense.

Thanks,

Neil

From: Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]

Sent: Tuesday, October 13, 2009 4:35 PM

To: Whiteman, Greg - Washington, DC; Lisa Brunning; Smith, Bob - Washington, DC

Cc: Neil Wolch

Subject: RE: USPS 5-Day Delivery Questionnaire Update

I agree with Greg, we can move Q10 and skip Qs 7-9 for those who give us 0 for Q10. I do not want to skip those questions who give us 1-4 on Q10.

The statistics so far are consistent with the USO and Gallup research that around 30% have some kind of negative reaction to the 5 Day Delivery concept. Based on the numbers below, we will gain an understanding of how strongly the 32% who react negatively to the 5 Day concept and a way to apportion their reaction to a reduction in volume and revenue. Without the scale, we would have to assume whether they would divert volume and to what degree. Our objective is to have a research only basis for the reduction in revenue and volume that is directly, easily and simply derived from the research and publicly available information in the Household Diary Study and RPW. Otherwise we will need to explain how we came up with the revenue loss estimate.

If we ask Q10 only once, and not against each application, I think we will be unable to easily and simply say how much revenue and volume will be lost.

So, I think no other changes should be made.

Bob

From: Whiteman, Greg - Washington, DC

Sent: Tuesday, October 13, 2009 3:57 PM

To: Lisa Brunning; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC

Cc: Neil Wolch

Subject: RE: USPS 5-Day Delivery Questionnaire Update

Folks:

What is your response to Lisa's suggestions. Definitely we can move Q10 and skip those who give us 0 for Q10. What about those who give us 1-4 on Q10?

Greg

5/25/2010

Greg Whiteman
Manager, Market Research
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202-268-5761 (fax)
Greg.Whiteman@usps.gov

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Tuesday, October 13, 2009 3:54 PM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: USPS 5-Day Delivery Questionnaire Update
Importance: High

Greg, Bob and Bob,

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

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

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

Lisa M. Brunning
Senior Project Manager

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5/25/2010

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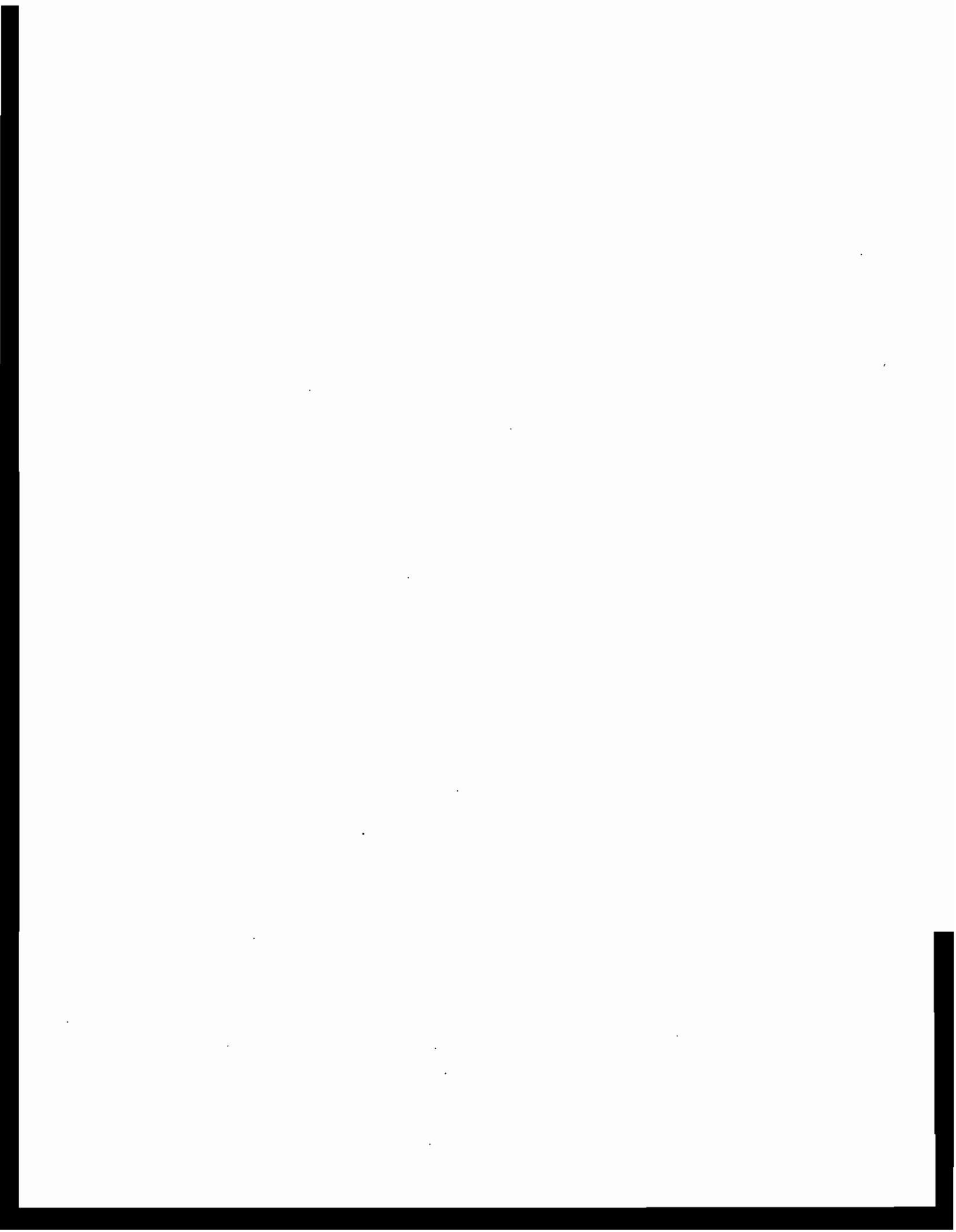
Smith, Bob - Washington, DC

From: Lisa Brunning [Lisa.Brunning@opinionresearch.com]
Sent: Friday, October 16, 2009 1:43 PM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: USPS 5-Day Delivery - Consumer Questionnaire
Importance: High
Attachments: Qre - USPS 5-Day 10-16-09 - Consumer Version.docx

Attached please find the latest version of the Consumer questionnaire. We need to have the final version over to the CARAVAN team no later than noon on Monday so that they can format it and program it and we can begin interviewing next Friday, October 23rd. If you could please review this version and let us know if it is okay or if you think any adjustments are needed, we would appreciate it. Thanks in advance.

Lisa M. Brunning
Senior Project Manager

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**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.

INTRODUCTION

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 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 organizations 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.

First, I have a few questions to ask you to see if you qualify.

- 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)**

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 (THANK AND CONCLUDE)**

- S2 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)**
- S3 Which of the following categories best fits your age?
- 1 Under 18 **(THANK AND CONCLUDE)**
 - 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.*
- 1 Payments **(CONTINUE)**
 - 2 Correspondence, such as letter or cards **(CONTINUE)**
 - 3 Documents **(CONTINUE)**
 - 4 Packages **(CONTINUE)**
 - 5 Some other type of mail **(CONTINUE)**
 - 7 None of the above **(THANK AND CONCLUDE)**

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? **(RANDOMIZE A – D IN THE SAME ORDER AS S4)**

As I read each area please provide the number of individual pieces your household 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. Payments	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
B. Correspondence such as letters or cards	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
C. Documents	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
D. Packages	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
E. Other types of mail	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, THEN DO NOT ASK ABOUT THAT APPLICATION FOR THE REMAINDER OF THE SURVEY.

Q2 Thinking just about the (INSERT APPLICATIONS SELECTED IN S4 AND Q1 > 0. RANDOMIZE APPLICATIONS IN THE SAME ORDER AS S4) 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
A. 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
B. Correspondence such as letters or cards	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
C. 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
D. 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
E. 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 THANK AND CONCLUDE.

IF MULTIPLE PRODUCTS/SERVICES SELECTED IN Q2, THEN ASK Q3. ONLY SHOW PRODUCTS/SERVICES MENTIONED IN Q2.

IF ONLY ONE PRODUCT/SERVICE SELECTED IN Q2, AUTOPUNCH 100 FOR THAT PRODUCT/SERVICE IN Q3.

Q3 Again thinking just about the **(INSERT APPLICATIONS SELECTED IN S4 AND Q1 > 0. RANDOMIZE APPLICATIONS IN THE SAME ORDER AS S4)** 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)**
 - b. USPS Priority Mail _____ **(RECORD PERCENT 1 – 100)**
 - c. USPS Express Mail _____ **(RECORD PERCENT 1 – 100)**
 - d. USPS Parcel Post _____ **(RECORD PERCENT 1 – 100)**
 - e. UPS and/or FedEx _____ **(RECORD PERCENT 1 – 100)**
 - f. Online bill payment _____ **(RECORD PERCENT 1 – 100)**
 - g. Automated payment _____ **(RECORD PERCENT 1 – 100)**
 - h. Telephone _____ **(RECORD PERCENT 1 – 100)**
 - i. Email _____ **(RECORD PERCENT 1 – 100)**
 - j. **INSERT CODE 91 FROM Q2** _____ **(RECORD PERCENT 1 – 100)**
 - k. **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)**.

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

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	Number of Pieces Anticipate Sending in Next 12 Months (Denomination)	Number of Pieces Anticipate Sending in Next 12 Months (Digits)
A. Payments	INSERT RESPONSE FROM Q1	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
B. Correspondence such as letters or cards	INSERT RESPONSE FROM Q1	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
C. Documents	INSERT RESPONSE FROM Q1	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
D. Packages	INSERT RESPONSE FROM Q1	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
E. Other types of mail	INSERT RESPONSE FROM Q1	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 Q4, THEN DO NOT ASK ABOUT THAT APPLICATION FOR THE REMAINDER OF THE SURVEY.

Q5 Thinking just about the (INSERT APPLICATIONS SELECTED IN S4 AND Q4 > 0. RANDOMIZE APPLICATIONS IN THE SAME ORDER AS S4) 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
A. 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
B. Correspondence such as letters or cards	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
C. 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
D. 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
E. 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 Q6. ONLY SHOW PRODUCTS/SERVICES MENTIONED IN Q5.

IF ONLY ONE PRODUCT/SERVICE SELECTED IN Q5, AUTOPUNCH 100 FOR THAT PRODUCT/SERVICE IN Q6.

Q6 Again thinking just about the (INSERT APPLICATIONS SELECTED IN S4 AND Q4 > 0. RANDOMIZE APPLICATIONS IN THE SAME ORDER AS S4) 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) |
| b. USPS Priority Mail | _____ | (RECORD PERCENT 1 – 100) |
| c. USPS Express Mail | _____ | (RECORD PERCENT 1 – 100) |
| d. USPS Parcel Post | _____ | (RECORD PERCENT 1 – 100) |
| e. UPS and/or FedEx | _____ | (RECORD PERCENT 1 – 100) |
| f. Online bill payment | _____ | (RECORD PERCENT 1 – 100) |
| g. Automated payment | _____ | (RECORD PERCENT 1 – 100) |
| h. Telephone | _____ | (RECORD PERCENT 1 – 100) |
| i. Email | _____ | (RECORD PERCENT 1 – 100) |
| j. INSERT CODE 91 FROM Q5 | _____ | (RECORD PERCENT 1 – 100) |
| k. INSERT CODE 92 FROM Q5 | _____ | (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)**.

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

PROGRAMMING NOTE: WHEN INSERTING RESPONSE FROM Q4, INSERT DIGITS FIRST AND THEN DENOMINATION SECOND (I.E., 100 MILLION OR 225 THOUSAND)

	Number of Pieces Anticipate Sending in Next 12 Months	Number of Pieces Anticipate Sending After Change (Denomination)	Number of Pieces Anticipate Sending After Change (Digits)
A. Payments	INSERT RESPONSE FROM Q4	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
B. Correspondence such as letters or cards	INSERT RESPONSE FROM Q4	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
C. Documents	INSERT RESPONSE FROM Q4	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
D. Packages	INSERT RESPONSE FROM Q4	1 999 or Less 2 Hundred 3 Thousand 4 Million 5 Billion 98 Don't Know	(RECORD NUMBER UP TO 3 DIGITS)
E. Other types of mail	INSERT RESPONSE FROM Q4	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, THEN DO NOT ASK ABOUT THAT APPLICATION FOR THE REMAINDER OF THE SURVEY.

Q8 Thinking just about the (INSERT APPLICATIONS SELECTED IN S4 AND Q7 > 0. RANDOMIZE APPLICATIONS IN THE SAME ORDER AS S4) 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
A. 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
B. Correspondence such as letters or cards	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
C. 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
D. 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
E. 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 Q8.

IF ONLY ONE PRODUCT/SERVICE SELECTED IN Q8, AUTOPUNCH 100 FOR THAT PRODUCT/SERVICE IN Q9.

Q9 Again thinking just about the (INSERT APPLICATIONS SELECTED IN S4 AND Q7 > 0. RANDOMIZE APPLICATIONS IN THE SAME ORDER AS S4) 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)
b. USPS Priority Mail	_____	(RECORD PERCENT 1 – 100)
c. USPS Express Mail	_____	(RECORD PERCENT 1 – 100)
d. USPS Parcel Post	_____	(RECORD PERCENT 1 – 100)
e. UPS and/or FedEx	_____	(RECORD PERCENT 1 – 100)
f. Online bill payment	_____	(RECORD PERCENT 1 – 100)
g. Automated payment	_____	(RECORD PERCENT 1 – 100)
h. Telephone	_____	(RECORD PERCENT 1 – 100)
i. Email	_____	(RECORD PERCENT 1 – 100)
j. INSERT CODE 91 FROM Q8	_____	(RECORD PERCENT 1 – 100)
k. INSERT CODE 92 FROM Q8	_____	(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
- 2 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

Q13 Record your gender

- 1 Male
- 2 Female

Those are all the research questions we have for you today. Thank you for participating in this important research study.

Smith, Bob - Washington, DC

From: Lisa Brunning [Lisa.Brunning@opinionresearch.com]
Sent: Tuesday, October 20, 2009 3:08 PM
To: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Cc: Neil Wolch
Subject: USPS 5-Day Delivery - Consumer Questionnaire
Attachments: Qre - USPS 5-Day 10-20-09 - Consumer Version.docx

Attached please find the latest version of the Consumer questionnaire based on our discussion earlier today. This is what we will be pretesting tonight starting at 5:00 p.m. Eastern. If you have any questions or concerns, please let us know. Thanks.

Lisa M. Brunning
Senior Project Manager

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**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 REPOSENSE FROM 1BA)** payments via USPS First-Class Mail
- **(INSERT REPOSENSE FROM 1BB)** payments via USPS Priority Mail
- **(INSERT REPOSENSE FROM 1BC)** payments via USPS Express Mail
- **(INSERT REPOSENSE 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 REPOSENSE FROM 2BA)** pieces of correspondence via USPS First-Class Mail
- **(INSERT REPOSENSE FROM 2BB)** pieces of correspondence via USPS Priority Mail
- **(INSERT REPOSENSE FROM 2BC)** pieces of correspondence via USPS Express Mail
- **(INSERT REPOSENSE 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 REPOSENSE FROM 3BA)** documents via USPS First-Class Mail
- **(INSERT REPOSENSE FROM 3BB)** documents via USPS Priority Mail
- **(INSERT REPOSENSE FROM 3BC)** documents via USPS Express Mail
- **(INSERT REPOSENSE 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 REPOSENSE FROM 4BA)** packages via USPS First-Class Mail
- **(INSERT REPOSENSE FROM 4BB)** packages via USPS Priority Mail
- **(INSERT REPOSENSE FROM 4BC)** packages via USPS Express Mail
- **(INSERT REPOSENSE FROM 4BD)** packages via USPS Parcel Post
- **(INSERT REPOSENSE 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?

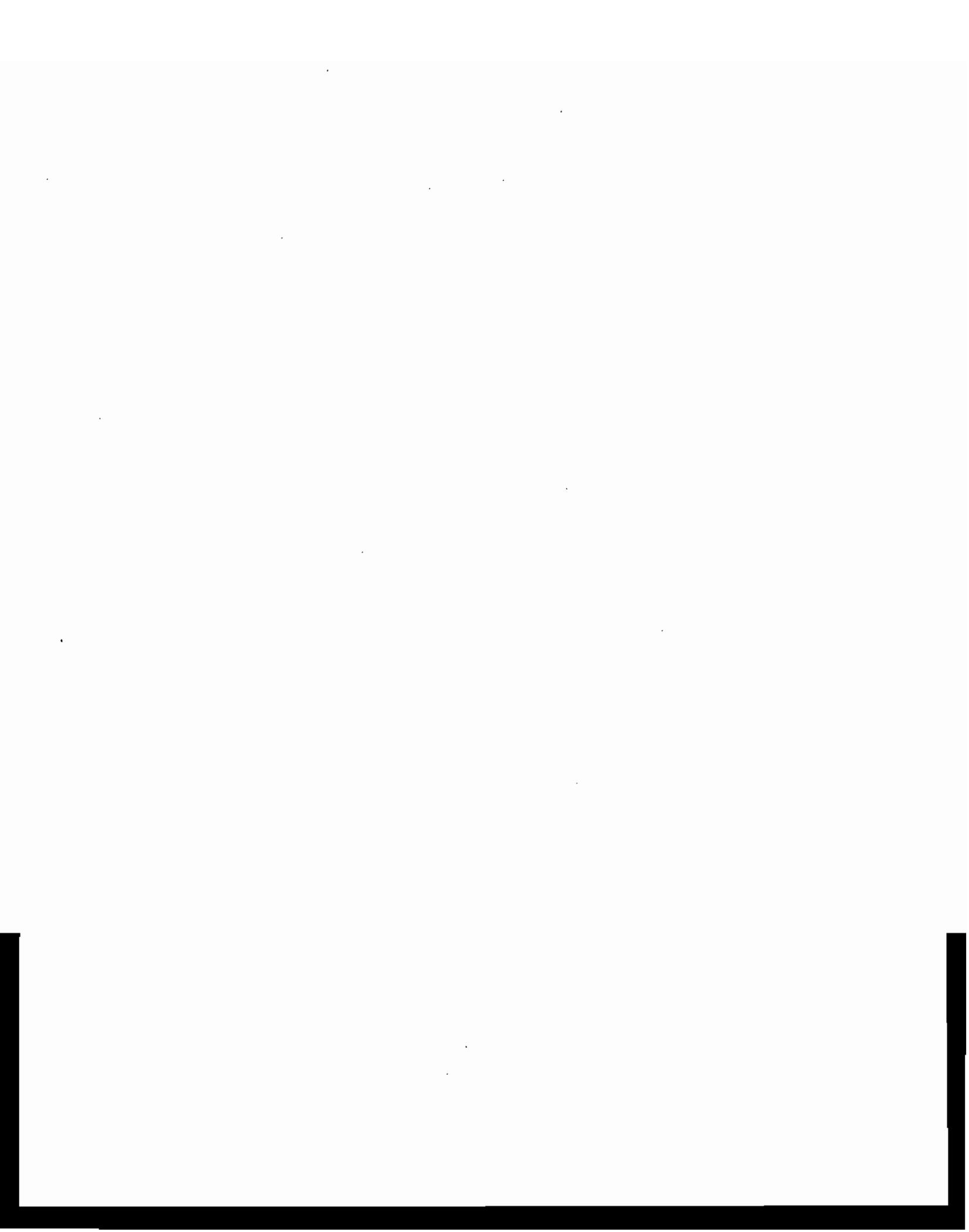
- 1 Currently have one
- 2 Have plans to get one
- 3 Neither have one nor plan to get one

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.



Smith, Bob - Washington, DC

From: Neil Wolch [neil.wolch@opinionresearch.com]
Sent: Tuesday, October 27, 2009 9:38 AM
To: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Cc: Lisa Brunning
Subject: RE: 5-Day Analysis
Attachments: USPS 5 Day - Forecast - National Accounts Example.xls

Hi all,

Attached is an update of the analysis spreadsheet. We reconfigured it a bit, but kept in all the same measures from the earlier draft. We also added data from 10 respondents, to demonstrate how this works.

Please let us know if you have any questions or comments.

Thanks,

Neil

From: Neil Wolch
Sent: Friday, October 23, 2009 9:43 AM
To: 'Whiteman, Greg - Washington, DC'; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Cc: Lisa Brunning
Subject: 5-Day Analysis

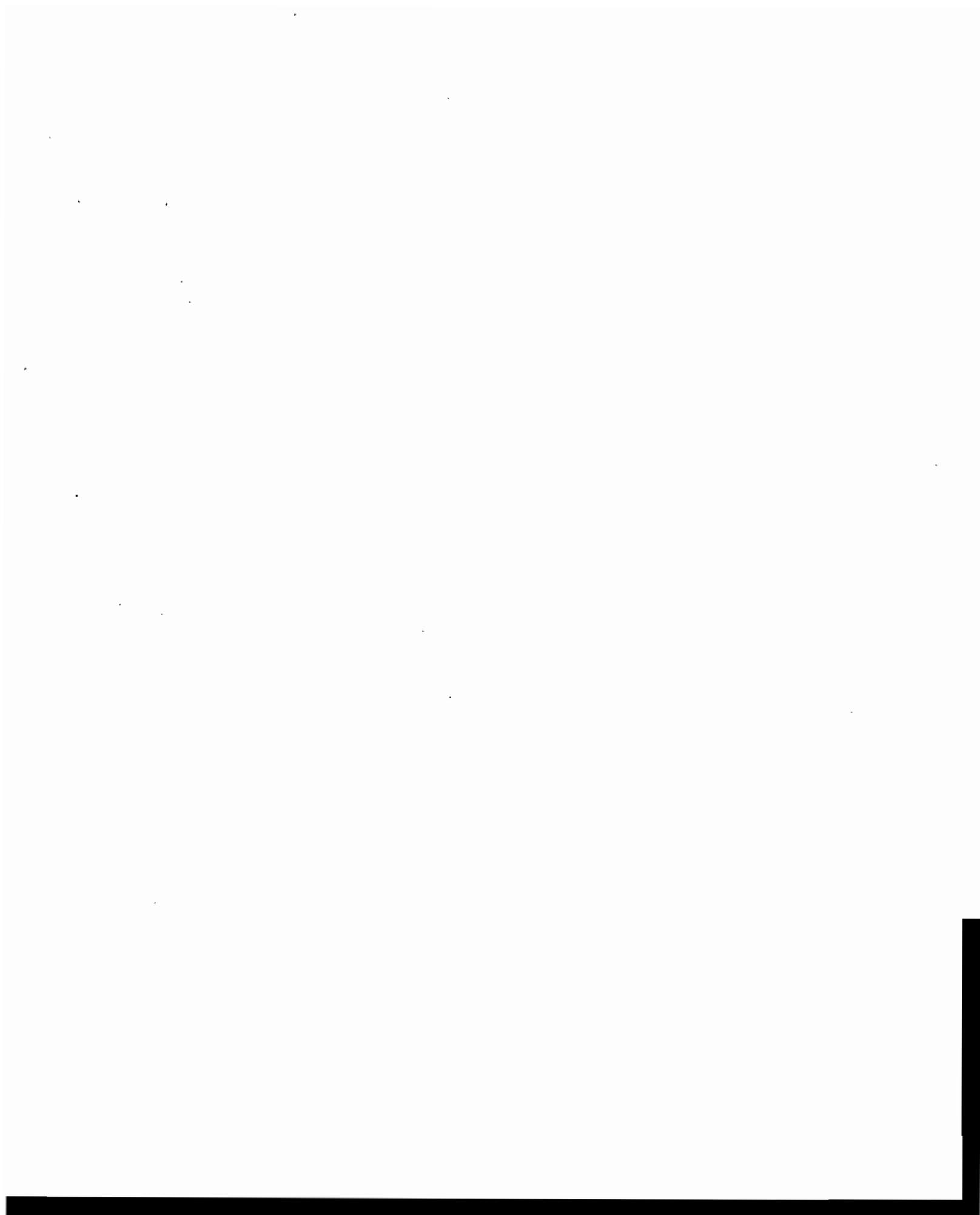
Hi Greg and Bobs,

Are you available for a call to discuss the 5-Day analytic plan this afternoon or Monday? I've attached a file with a couple of spreadsheets that will facilitate our conversation, but I think it will be best if we talk through the plan.

Please let us know what times would work for you.

Thanks,

Neil Wolch
Vice President
Opinion Research Corporation
Please note new information:
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Data for 10 respondents to illustrate calculations

Segment: National Accounts (n=???)

Calculate Average Across Respondents

Insert Individual Respondent Data

Product (qre codes)	Mean Volume (12 Month Period)		Future Volume (Next 12 Months)		Likelihood of Change (Q10 Rating)	Adjusted Future Volume IF Concept Implemented
	Past 12 Months B	Future Volume (Next 12 Months)	Before 5-Day Concept Mentioned C	IF 5-Day Concept Implemented D		
Single Piece FCM (2, b) - MEAN	141,648,626	3,217,888	2,023,136			2,979,261
Respondent 01	0	0	0	8		0
Respondent 02	500	500	500	0		500
Respondent 03	114,000	95,000	95,000	0		95,000
Respondent 04	0	0	0	0		0
Respondent 05	49,852	49,852	49,852	0		49,852
Respondent 06	182,000	0	0	0		0
Respondent 07	4,000,000	0	1,900,000	2		380,000
Respondent 08	0	0	0	8		0
Respondent 09	39,905	32,505	65,010	3		42,257
Respondent 10	1,412,100,000	32,001,000	18,121,000	2		29,225,000
Pre-Sort FCM (3, c) - MEAN	148,292,886	287,237,599	160,373,074			261,856,279
Respondent 01	0	0	0	8		0
Respondent 02	0	0	0	0		0
Respondent 03	0	0	0	0		0
Respondent 04	133,650,000	148,500,000	148,500,000	0		148,500,000
Respondent 05	174,482	174,482	174,482	0		174,482
Respondent 06	546,000	910,000	910,000	0		910,000
Respondent 07	4,000,000	0	1,900,000	2		380,000
Respondent 08	2,800,000	2,635,000	2,494,750	8		2,522,800
Respondent 09	263,373	71,511	71,511	3		71,511
Respondent 10	1,341,495,000	2,720,085,000	1,449,680,000	2		2,466,004,000
Regular Standard/Bulk Mail (4, d) - MEAN	4,550	0	0			0
Respondent 01	0	0	0	8		0
Respondent 02	0	0	0	0		0
Respondent 03	0	0	0	0		0
Respondent 04	0	0	0	0		0
Respondent 05	0	0	0	0		0
Respondent 06	45,500	0	0	0		0
Respondent 07	0	0	0	2		0
Respondent 08	0	0	0	8		0
Respondent 09	0	0	0	3		0
Respondent 10	0	0	0	2		0

Changes Calculated Based on Averages Across Respondents

% Change from Past 12 Month Volume	IF 5-Day Concept Implemented (Raw)	% Change Attributable to Switch to 5-Day			
		Raw		Adjusted	
If No Service Change G	H	As % of PAST 12 Month Volume I	As % of NEXT 12 Month Volume J	As % of PAST 12 Month Volume K	As % of NEXT 12 Month Volume L
-97.7%	-98.6%	-0.8%	-37.1%	-0.2%	-7.4%
93.7%	8.1%	-85.5%	-44.2%	-17.1%	-8.8%
-100.0%	-100.0%	0.0%	#DIV/0!	0.0%	#DIV/0!

Non-Profit Standard/Bulk Mail (5, e) – MEAN	0	380,000	0	8	304,000	#DIV/0!	#DIV/0!	#DIV/0!	-100.0%	#DIV/0!	-20.0%
Respondent 01	0	0	0	8	0						
Respondent 02	0	0	0	0	0						
Respondent 03	0	0	0	0	0						
Respondent 04	0	0	0	0	0						
Respondent 05	0	0	0	0	0						
Respondent 06	0	0	0	0	0						
Respondent 07	0	3,800,000	0	2	3,040,000						
Respondent 08	0	0	0	8	0						
Respondent 09	0	0	0	3	0						
Respondent 10	0	0	0	2	0						
Priority Mail (6, f) – MEAN	242,005	230,249	228,774	8	229,394	-4.9%	-5.5%	-0.6%	-0.6%	-0.4%	-0.4%
Respondent 01	650,000	620,000	620,000	8	620,000						
Respondent 02	0	0	0	0	0						
Respondent 03	3,600	3,000	3,000	0	3,000						
Respondent 04	1,350,000	1,500,000	1,500,000	0	1,500,000						
Respondent 05	4,985.2	4,985	4,985	0	4,985						
Respondent 06	45,500	0	0	0	0						
Respondent 07	0	0	0	2	0						
Respondent 08	350,000	155,000	146,750	8	148,400						
Respondent 09	15,962	19,503	13,002	3	17,553						
Respondent 10	0	0	0	2	0						
Express Mail (7, g) – MEAN	1,486,379	3,264,099	2,187,449	8	2,986,304	119.6%	26.2%	-93.4%	-42.5%	-18.7%	-8.5%
Respondent 01	650,000	620,000	620,000	8	620,000						
Respondent 02	0	0	0	0	0						
Respondent 03	2,400	2,000	2,000	0	2,000						
Respondent 04	0	0	0	0	0						
Respondent 05	4,985.2	4,985	4,985	0	4,985						
Respondent 06	45,500	0	0	0	0						
Respondent 07	0	0	0	2	0						
Respondent 08	0	0	0	8	0						
Respondent 09	39,905	13,002	6,501	3	11,052						
Respondent 10	14,121,000	32,001,000	18,121,000	2	29,225,000						
Parcel Select (8, h) – MEAN	499	1,149	1,149	8	1,149	130.4%	130.4%	0.0%	0.0%	0.0%	0.0%
Respondent 01	0	0	0	8	0						
Respondent 02	0	0	0	0	0						
Respondent 03	0	0	0	0	0						
Respondent 04	0	0	0	0	0						
Respondent 05	4,985.2	4,985	4,985	0	4,985						
Respondent 06	0	0	0	0	0						
Respondent 07	0	0	0	2	0						
Respondent 08	0	0	0	8	0						
Respondent 09	0	6,501	6,501	3	6,501						
Respondent 10	0	0	0	2	0						
Parcel Post (9, i) – MEAN	2,095	1,149	1,149	8	1,149	-45.2%	-45.2%	0.0%	0.0%	0.0%	0.0%
Respondent 01	0	0	0	8	0						
Respondent 02	0	0	0	0	0						
Respondent 03	0	0	0	0	0						
Respondent 04	0	0	0	0	0						
Respondent 05	4,985.2	4,985	4,985	0	4,985						
Respondent 06	0	0	0	0	0						
Respondent 07	0	0	0	2	0						
Respondent 08	0	0	0	8	0						
Respondent 09	15,962	6,501	6,501	3	6,501						
Respondent 10	0	0	0	2	0						

Regular Periodical Mail (10, j) – MEAN	0	0	0	0	0	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Respondent 01	0	0	0	8	0						
Respondent 02	0	0	0	0	0						
Respondent 03	0	0	0	0	0						
Respondent 04	0	0	0	0	0						
Respondent 05	0	0	0	0	0						
Respondent 06	0	0	0	0	0						
Respondent 07	0	0	0	2	0						
Respondent 08	0	0	0	8	0						
Respondent 09	0	0	0	3	0						
Respondent 10	0	0	0	2	0						
Non-Profit Periodical Mail (11, k) – MEAN	0	0	0	0	0	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Respondent 01	0	0	0	8	0						
Respondent 02	0	0	0	0	0						
Respondent 03	0	0	0	0	0						
Respondent 04	0	0	0	0	0						
Respondent 05	0	0	0	0	0						
Respondent 06	0	0	0	0	0						
Respondent 07	0	0	0	2	0						
Respondent 08	0	0	0	8	0						
Respondent 09	0	0	0	3	0						
Respondent 10	0	0	0	2	0						

NOTE: All data are based on all respondents from National Accounts

NOTE: For respondents who claim Parcel Select volume in Q2 but do not show such volume in the USPS database, the volume they attribute to Parcel Select has been reset to 0

Explanation of Columns:

The following columns require calculation of means (for each product) based on data for each respondent in the segment (including those with a value of 0):

Column B: sum of # of pieces across applications in Q1 * proportion of these sent using applicable product in Q3 (using 100% if only this product was selected in Q2)

Column C: sum of # of pieces across applications in Q4 * proportion of these that would be sent using applicable product in Q6 (using 100% if only this product was selected in Q5)

Column D: sum of # of pieces across applications in Q7 * proportion of these that would be sent using applicable product in Q9 (using 100% if only this product was selected in Q8)

Column F: (Column D - Column C) * (Column E / 10) + Column C

Column E: response to Q10 (Likelihood that change to 5-Day would impact volume of pieces or how they are sent; do not average across respondents)

The following columns require calculations based on the means in the previous columns:

Column G: (Column C - Column B) / Column B

Column H: (Column D - Column B) / Column B

Column I: (Column D - Column C) / Column B

Column J: (Column D - Column C) / Column C

Column K: (Column F - Column C) / Column B

Column L: (Column F - Column C) / Column C



Smith, Bob - Washington, DC

From: Neil Wolch [neil.wolch@opinionresearch.com]
Sent: Tuesday, October 27, 2009 4:44 PM
To: Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC; Lisa Brunning; Michelson, Robert - Washington, DC
Subject: RE:

Hi Bob,

One thing we might want to keep in mind is that, as we discussed yesterday, our calculations will be based on the *total* number of respondents in each segment. For consumers, the total of 646 is enough for highly precise estimates.

Also, our original expectation was that the consumer sample would yield an aggregate of about 250 users of the package services. We already have 223 who use Priority and/or Express Mail. In addition, there are approximately 50 Parcel Post users (some of whom might overlap with the 223). So, I think we have either exceeded our target or we are very close.

Given these considerations, I am comfortable with where the sample stands at this point. Please let us know what you think.

Thanks,

Neil

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Tuesday, October 27, 2009 3:06 PM
To: Whiteman, Greg - Washington, DC; Lisa Brunning; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: RE:

You have to keep in mind that the margin of error is plus or minus. So Express Mail volumes could be 11% higher or 11% lower than what we obtain which is a total range of 22%. Maybe we should find out what it would cost to screen for Express Mail users to get the base up to 100 before we decide.

Bob Smith
Market Research
Room 1106
202 268 3579

From: Whiteman, Greg - Washington, DC
Sent: Tuesday, October 27, 2009 3:59 PM
To: Lisa Brunning; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: RE:

Folks:

Given the small revenue influence of Express Mail and the low incidence rate, I do not see a need to add any more interviewing. Are you in agreement?

Greg

5/26/2010

Greg Whiteman
Manager, Market Research
202-268-3565 (phone)
202-255-2394 (cell)
202-268-5761 (fax)
Greg.Whiteman@usps.gov

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Tuesday, October 27, 2009 3:53 PM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: RE:

The margin of error for each of the base sizes below are as follows:

- 646 completes - 3.86%
- 572 completes - 4.10%
- 200 completes - 6.93%
- 71 completes - 11.63%
- 223 completes - 6.56%

Please let me know if you have any further questions. Thanks.

Lisa M. Brunning
Senior Project Manager

Opinion Research Corporation
248 . 628 . 7662 - office
248 . 622 . 3569 - cell
Lisa.Brunning@OpinionResearch.com

From: Whiteman, Greg - Washington, DC [mailto:greg.whiteman@usps.gov]
Sent: Tuesday, October 27, 2009 3:48 PM
To: Lisa Brunning; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: RE:

Lisa:

From our earlier conversation, these sizes should provide us data which will have significant statistical strength. Can you provide us the variance at a 95 percent confidence level?

Greg

Greg Whiteman
Manager, Market Research

5/26/2010

202-268-3565 (phone)
202-255-2394 (cell)
202-268-5761 (fax)
Greg.Whiteman@usps.gov

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Tuesday, October 27, 2009 12:41 PM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject:

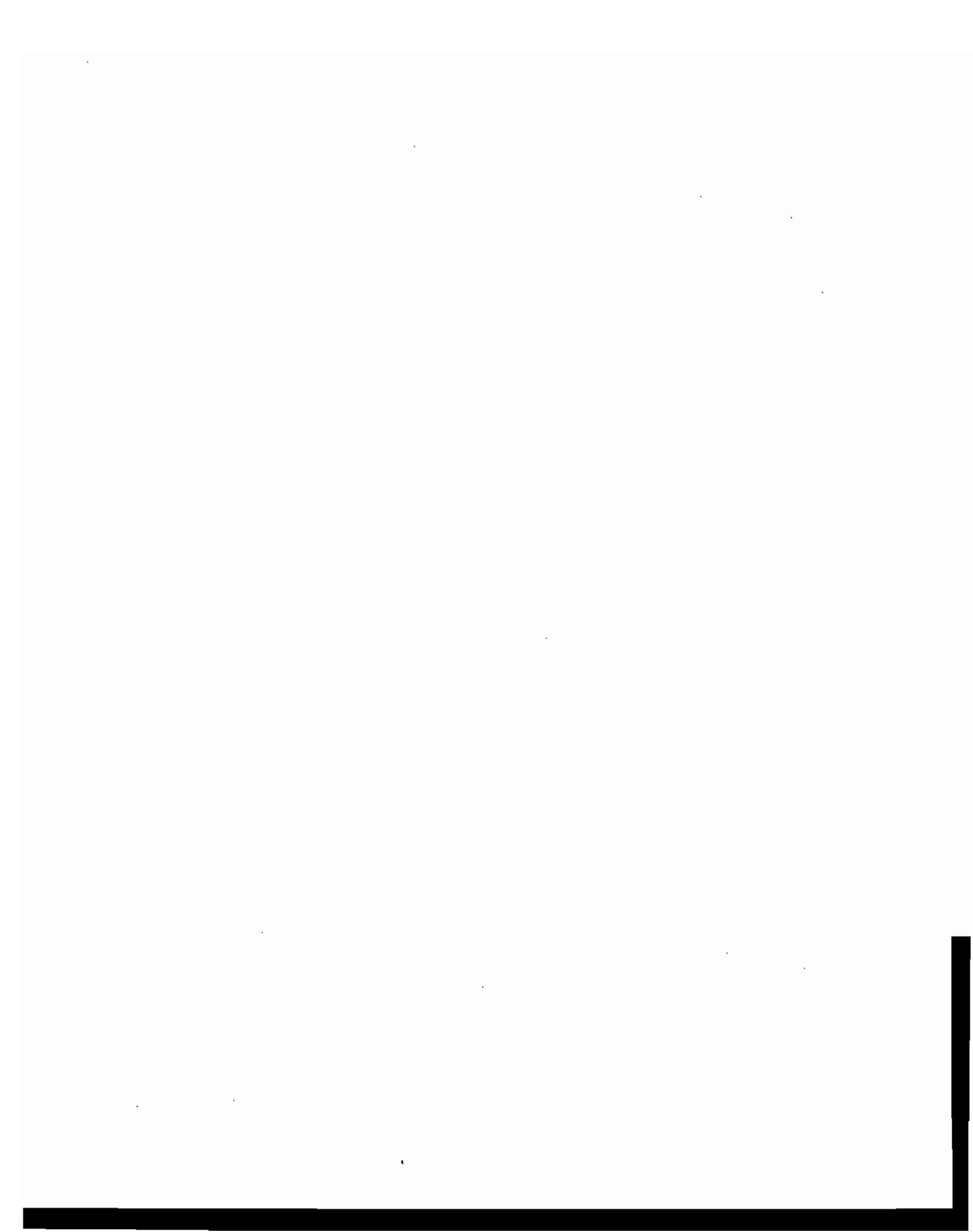
We have completed the CARAVAN interviews and the Cell Phone Supplement last night and finished with a total of 646 completed interviews that qualified based on our screening questions. Detailed below is the breakout by product:

- First-Class Mail - 572 / 646 = 89%
- Priority Mail - 200 / 646 = 31%
- Express Mail - 71 / 646 = 11%
- Package Services (Net of Priority and Express Mail) - 223/646 = 35%

Please let us know if you would like us to discuss or if you have the information you need to make a decision about getting additional completed interviews this weekend or not. Thanks.

Lisa M. Brunning
Senior Project Manager

Opinion Research Corporation
248 . 628 . 7662 - office
248 . 622 . 3569 - cell
Lisa.Brunning@OpinionResearch.com



Smith, Bob - Washington, DC

From: Neil Wolch [neil.wolch@opinionresearch.com]
Sent: Thursday, October 29, 2009 12:35 PM
To: Whiteman, Greg - Washington, DC
Cc: Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Subject: RE: Volume spreadsheet
Attachments: USPS 5 Day - Forecast - National Accounts Example 10-29-09.xls

Hi Greg,

Will this do? I took out two outliers and only included rows for Pre-Sort FCM.

Neil

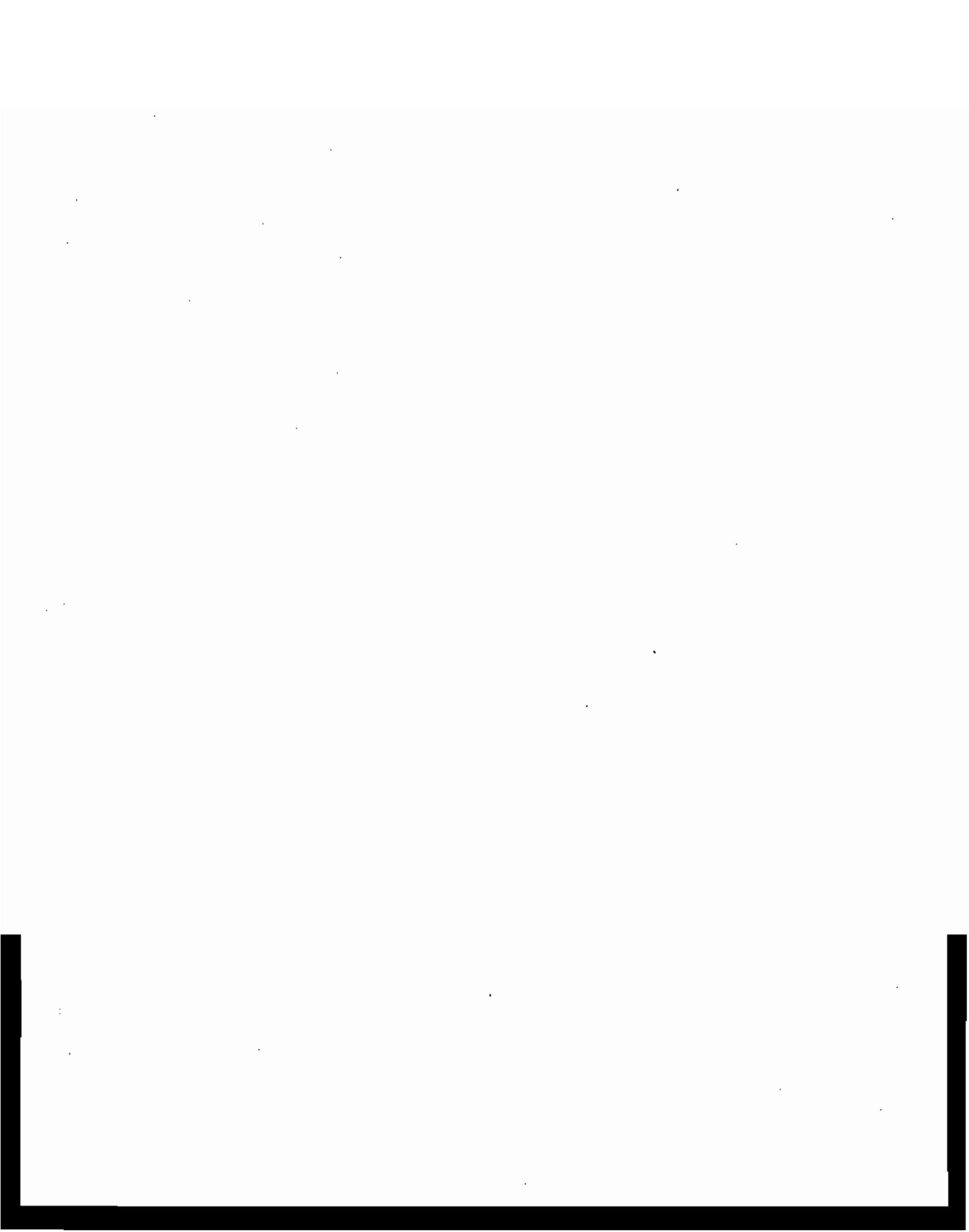
From: Whiteman, Greg - Washington, DC [mailto:greg.whiteman@usps.gov]
Sent: Thursday, October 29, 2009 11:13 AM
To: Neil Wolch
Cc: Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Subject: Volume spreadsheet

Neil:

We need a revised spreadsheet for the National accounts as soon as possible. All you need to do is to show the volume for First-Class Mail as we will use this as a template to meet with our finance folks. Make sure that you do not include any numbers for which we would consider the numbers to be inconsistent, i.e., from an outlier, as we discussed this morning.

Greg

Greg Whiteman
Manager, Market Research
202-268-3565 (phone)
202-255-2394 (cell)
202-268-5761 (fax)
Greg.Whiteman@usps.gov



Segment: National Accounts (n=???)

Product (are codes)	Calculate Average Across Respondents					Changes Calculated Based on Averages Across Respondents					
	Insert Individual Respondent Data					% Change from Past 12 Month Volume					
	Mean Volume (12 Month Period)		Future Volume (Next 12 Months)		Likelihood of Change (Q10 Rating)	Adjusted Future Volume IF Concept Implemented	% Change Attributable to Switch to 5-Day				
	Past 12 Months	Before 5-Day Concept Mentioned	IF 5-Day Concept Implemented	Raw			Adjusted				
B	C	D	E	F	If No Service Change	IF 5-Day Concept Implemented (Raw)	As % of PAST 12 Month Volume	As % of NEXT 12 Month Volume	As % of PAST 12 Month Volume	As % of NEXT 12 Month Volume	
						G	H	I	J	K	L
Pre-Sort FCM (3, c) - MEAN	17,179,232	19,036,374	19,018,843	8	19,022,349	10.8%	10.7%	-0.1%	-0.1%	-0.1%	-0.1%
Respondent 01	0	0	0	8	0						
Respondent 02	0	0	0	0	0						
Respondent 03	0	0	0	0	0						
Respondent 04	133,650,000	148,500,000	148,500,000	0	148,500,000						
Respondent 05	174,482	174,482	174,482	0	174,482						
Respondent 06	546,000	910,000	910,000	0	910,000						
Respondent 07	2,800,000	2,635,000	2,494,750	8	2,522,800						
Respondent 08	263,373	71,511	71,511	3	71,511						

NOTE: All data are based on all respondents from National Accounts

NOTE: For respondents who claim Parcel Select volume in Q2 but do not show such volume in the USPS database, the volume they attribute to Parcel Select has been reset to 0

Explanation of Columns:

The following columns require calculation of means (for each product) based on data for each respondent in the segment (including those with a value of 0):

Column B: sum of # of pieces across applications in Q1 * proportion of these sent using applicable product in Q3 (using 100% if only this product was selected in Q2)

Column C: sum of # of pieces across applications in Q4 * proportion of these that would be sent using applicable product in Q6 (using 100% if only this product was selected in Q5)

Column D: sum of # of pieces across applications in Q7 * proportion of these that would be sent using applicable product in Q9 (using 100% if only this product was selected in Q8)

Column F: (Column D - Column C) * (Column E/10) + Column C

Column E: response to Q10 (Likelihood that change to 5-Day would impact volume of pieces or how they are sent; do not average across respondents)

The following columns require calculations based on the means in the previous columns:

Column G: (Column C - Column B) / Column B

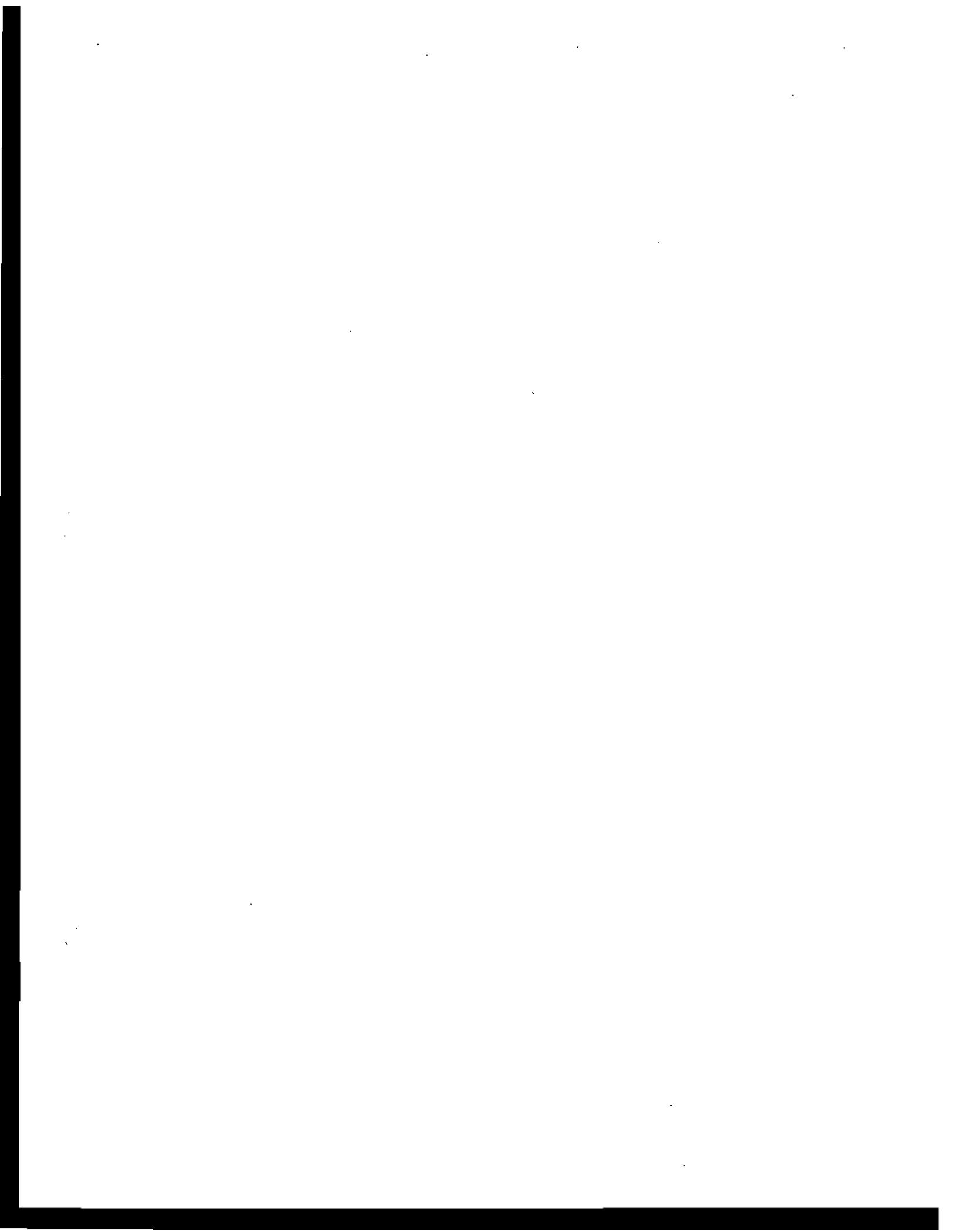
Column H: (Column D - Column B) / Column B

Column I: (Column D - Column C) / Column B

Column J: (Column D - Column C) / Column C

Column K: (Column F - Column C) / Column B

Column L: (Column F - Column C) / Column C



Smith, Bob - Washington, DC

From: Lisa Brunning [Lisa.Brunning@opinionresearch.com]
Sent: Thursday, October 29, 2009 3:57 PM
To: Smith, Bob - Washington, DC
Cc: Neil Wolch; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: USPS 5-Day Delivery

Sorry about that. I changed all the other numbers to reflect the deletion, but didn't update that number. Here is the revised table.

	National Accounts		Premier Accounts*		Preferred Account	
	Estimated	Actual	Estimated	Actual	Estimated	Actual
First-Class Mail	23	32	150	150	554	554
Priority Mail	18	34	100	100	357	200
Express Mail	19	18	100	100	100	100
Parcel Post	8	12	75	53	30	100
Parcel Select	5	9	75	18	10	4
Standard Mail	24	12	150	153	150	300
Periodicals	7	8	100	100	100	100
Total Number of Completed Interviews	104	56	750	674	825	750

* Respondents were only asked about one application.

Lisa M. Brunning
Senior Project Manager

Opinion Research Corporation
248 . 628 . 7662 - office
248 . 622 . 3569 - cell
Lisa.Brunning@OpinionResearch.com

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Thursday, October 29, 2009 3:45 PM
To: Lisa Brunning
Cc: Neil Wolch; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: USPS 5-Day Delivery

The bottom table still shows 88 small businesses using Standard Mail. Aren't you deleting them?

Bob Smith
Market Research
Room 1106
202 268 3579

5/26/2010

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Thursday, October 29, 2009 3:29 PM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: USPS 5-Day Delivery
Importance: High

Greg, Bob and Bob,

The table below details where we are as of this morning. As you will notice, we are still trying to obtain additional interviews in three areas:

- National Accounts (56 out of the desired 104) - however, we have more users of each product than originally planned (due to asking each respondent about all of the applications for which they have responsibility)
- Premier Accounts - Parcel Select (18 out of the desired 75)
- Premier Accounts - Parcel Post (53 out of the desired 75)

As you know, sample is very limited in all three of the above quota groups. We are doing our best to maximize the completes but will fall short. Our plan is to continue dialing through end of day tomorrow and then stop and report next week based on the interviews we were able to obtain.

	National Accounts		Premier Accounts*		Preferred Account	
	Estimated	Actual	Estimated	Actual	Estimated	Actual
First-Class Mail	23	32	150	150	554	554
Priority Mail	18	34	100	100	357	200
Express Mail	19	18	100	100	100	100
Parcel Post	8	12	75	53	30	100
Parcel Select	5	9	75	18	10	4
Standard Mail	24	12	150	153	150	300
Periodicals	7	8	100	100	100	100
Total Number of Completed Interviews	104	56	750	674	825	750

* Respondents were only asked about one application.

One thing we would like to mention about Premier Accounts is that the counts above under represent the product usage because many use multiple products and the above counts just account for the quota group that they were a part of. So if they were in the First-Class Mail quota group, we made sure they sent their mail/packages via First-Class Mail, but they could have also sent their mail/packages via Priority Mail which is not accounted for in the table above.

Also, as you will notice in the table above, we have 88 small businesses that said they use Standard/Bulk Mail. It is our understanding that in order to send mail using Standard/Bulk Mail they would need to be a Preferred Account. If that is correct, then we suggest deleting those 88 respondents. If we do delete them, our counts by product are still strong as you can see in the table below:

	National Accounts		Premier Accounts*		Preferred Account	
	Estimated	Actual	Estimated	Actual	Estimated	Actual
First-Class Mail	23	32	150	150	554	554

5/26/2010

Priority Mail	18	34	100	100	357	20
Express Mail	19	18	100	100	100	15
Parcel Post	8	12	75	53	30	15
Parcel Select	5	9	75	18	10	4
Standard Mail	24	12	150	153	150	30
Periodicals	7	8	100	100	100	15
Total Number of Completed Interviews	104	56	750	674	825	75

** Respondents were only asked about one application.*

And lastly, based on the e-mails sent earlier this week, we are assuming we do not need to obtain anymore Consumer interviews via CARAVAN, but we still need to discuss the error ranges. If you could let us know if our assumptions are correct, we would appreciate it. Thanks.

Lisa M. Brunning
Senior Project Manager

Opinion Research Corporation
248 . 628 . 7662 - office
248 . 622 . 3569 - cell
Lisa.Brunning@OpinionResearch.com



Smith, Bob - Washington, DC

From: Neil Wolch [neil.wolch@opinionresearch.com]
Sent: Thursday, October 29, 2009 4:05 PM
To: Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC
Cc: Smith, Bob - Washington, DC
Subject: RE: Volume spreadsheet
Attachments: USPS 5 Day - Forecast - National Accounts Example 10-29-09.xls

Hi Bob,

Is it okay if I make up some data to demonstrate this better? That is what I did in the attached. Please let me know if this will work.

Thanks,

Neil

From: Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]
Sent: Thursday, October 29, 2009 2:38 PM
To: Neil Wolch; Whiteman, Greg - Washington, DC
Cc: Smith, Bob - Washington, DC
Subject: RE: Volume spreadsheet

It looks okay to me as far as the headers go. I think for the meeting with Finance we need to show there is a difference in the volume loss between the past 12 months and the next 12 months.

Bob

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Thursday, October 29, 2009 12:35 PM
To: Whiteman, Greg - Washington, DC
Cc: Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Subject: RE: Volume spreadsheet

Hi Greg,

Will this do? I took out two outliers and only included rows for Pre-Sort FCM.

Neil

From: Whiteman, Greg - Washington, DC [mailto:greg.whiteman@usps.gov]
Sent: Thursday, October 29, 2009 11:13 AM
To: Neil Wolch
Cc: Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Subject: Volume spreadsheet

Neil:

We need a revised spreadsheet for the National accounts as soon as possible. All you need to do is to show the volume for First-Class Mail as we will use this as a template to meet with our finance folks.

5/26/2010

Make sure that you do not include any numbers for which we would consider the numbers to be inconsistent, i.e., from an outlier, as we discussed this morning.

Greg

Greg Whiteman
Manager, Market Research
202-268-3565 (phone)
202-255-2394 (cell)
202-268-5761 (fax)
Greg.Whiteman@usps.gov

Data for 8 respondents to illustrate calculations

Segment: National Accounts (n=77)

Product (pre codes)	Calculate Average Across Respondents					Changes Calculated Based on Averages Across Respondents						
	Insert Individual Respondent Data					% Change from Past 12 Month Volume		% Change Attributable to Switch to 5-Day				
	Mean Volume (12 Month Period)		Future Volume (Next 12 Months)		Likelihood of Change (Q10 Rating)	Adjusted Future Volume IF Concept Implemented	If No Service Change	IF 5-Day Concept Implemented (Raw)	Raw		Adjusted	
	Past 12 Months	Future Volume (Next 12 Months)	Before 5-Day Concept Mentioned	IF 5-Day Concept Implemented					As % of PAST 12 Month Volume	As % of NEXT 12 Month Volume	As % of PAST 12 Month Volume	As % of NEXT 12 Month Volume
B	C	D	E	F	G	H	I	J	K	L		
Pre-Sort FCM (3, c) – MEAN	25,929,232	22,796,817	18,981,343	8	20,904,659	-12.1%	-26.8%	-14.7%	-16.7%	-7.3%	-8.3%	
Respondent 01	0	0	0	8	0							
Respondent 02	0	0	0	0	0							
Respondent 03	0	0	0	0	0							
Respondent 04	203,650,000	178,500,000	148,500,000	5	163,500,000							
Respondent 05	174,482	174,482	174,482	0	174,482							
Respondent 06	546,000	910,000	610,000	0	910,000							
Respondent 07	2,800,000	2,635,000	2,494,750	8	2,522,800							
Respondent 08	263,373	155,055	71,511	3	129,992							

NOTE: All data are based on all respondents from National Accounts

NOTE: For respondents who claim Parcel Select volume in Q2 but do not show such volume in the USPS database, the volume they attribute to Parcel Select has been reset to 0

Explanation of Columns:

The following columns require calculation of means (for each product) based on data for each respondent in the segment (including those with a value of 0):

Column B: sum of # of pieces across applications in Q1 * proportion of these sent using applicable product in Q3 (using 100% if only this product was selected in Q2)

Column C: sum of # of pieces across applications in Q4 * proportion of these that would be sent using applicable product in Q6 (using 100% if only this product was selected in Q5)

Column D: sum of # of pieces across applications in Q7 * proportion of these that would be sent using applicable product in Q9 (using 100% if only this product was selected in Q8)

Column F: (Column D - Column C) * (Column E/10) + Column C

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The following columns require calculations based on the means in the previous columns:

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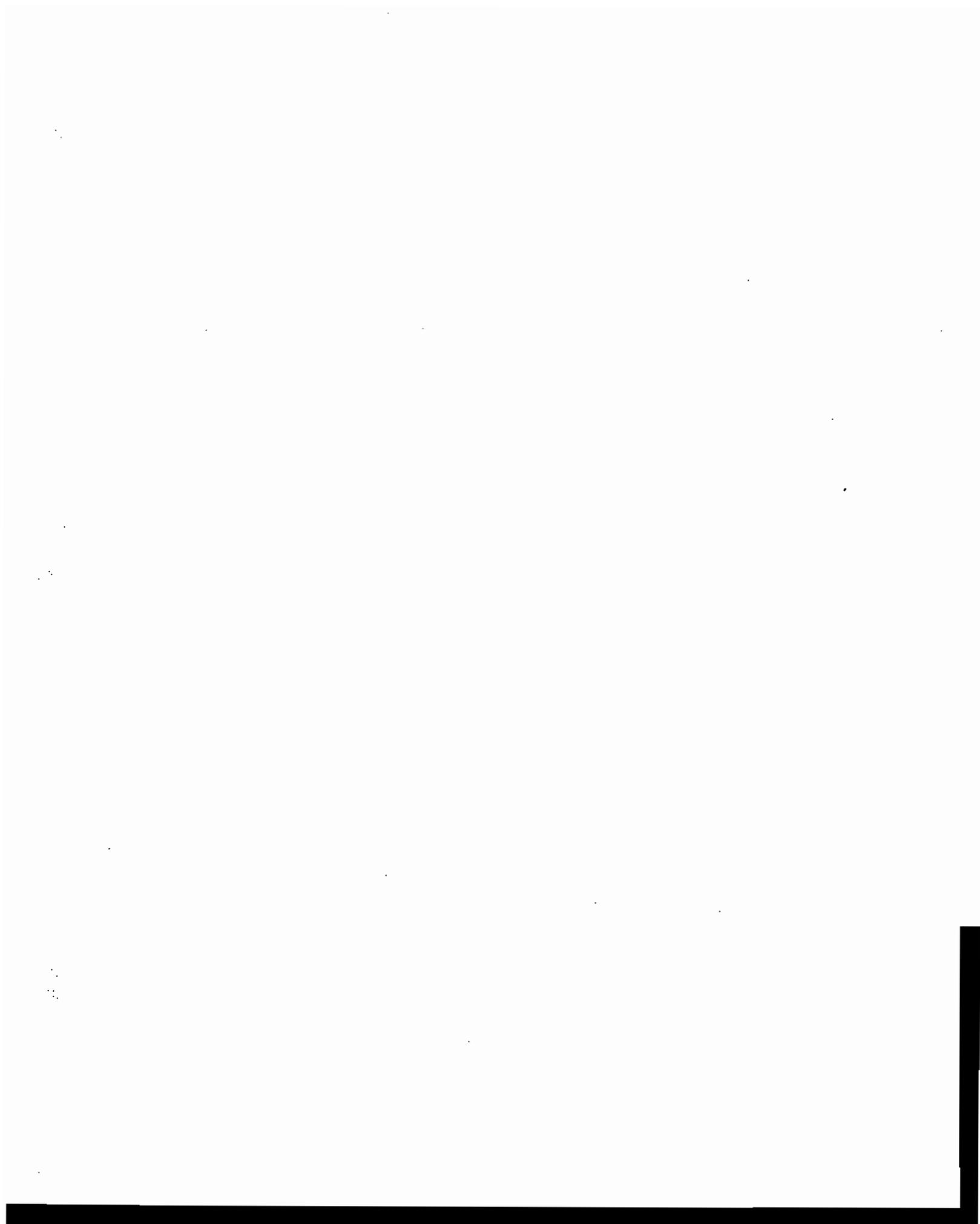
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Column I: (Column D - Column C) / Column B

Column J: (Column D - Column C) / Column C

Column K: (Column F - Column C) / Column B

Column L: (Column F - Column C) / Column C



Smith, Bob - Washington, DC

From: Neil Wolch [neil.wolch@opinionresearch.com]
Sent: Thursday, October 29, 2009 4:36 PM
To: Smith, Bob - Washington, DC
Subject: RE: Volume spreadsheet

Hi Bob,

The 80% (in the case of a respondent who answered 8 on the 0-10 scale) is applied to the difference between their volume per product under the 5-Day scenario and their previously estimated next 12 month volume (before exposure to the 5-Day concept). So, in the case of R07, we calculate $71,511 - 155,055 = -83,544$; then we take 30% of that difference, which is -25,063; that negative amount is "added" to 155,055 (the estimated next 12 month volume before exposure to the 5-Day concept); this yields 129,990. Essentially, we are applying 30% of the effect that they implied (by their pre vs. post concept answers) that the change to 5-Day would have.

The formula in column F (rows 14-21) also shows how this works.

Please let me know if you want to discuss further.

Neil

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Thursday, October 29, 2009 3:20 PM
To: Neil Wolch
Subject: RE: Volume spreadsheet

Can you explain to me how the 0 – 10 column works? I thought the idea was if someone picked 8 you would show 80% of their volume and if they chose 3 you would show only 30% of their volume. The chart you have worked up doesn't seem to work that way. For instance, R08 gave 71,511 vol if 5-day is implemented but the adjusted volume column shows 129,992.

Bob Smith
Market Research
Room 1106
202 268 3579

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Thursday, October 29, 2009 4:05 PM
To: Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC
Cc: Smith, Bob - Washington, DC
Subject: RE: Volume spreadsheet

Hi Bob,

Is it okay if I make up some data to demonstrate this better? That is what I did in the attached. Please let me know if this will work.

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Neil

5/26/2010

From: Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]
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Subject: RE: Volume spreadsheet

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Bob

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Thursday, October 29, 2009 12:35 PM
To: Whiteman, Greg - Washington, DC
Cc: Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
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Hi Greg,

Will this do? I took out two outliers and only included rows for Pre-Sort FCM.

Neil

From: Whiteman, Greg - Washington, DC [mailto:greg.whiteman@usps.gov]
Sent: Thursday, October 29, 2009 11:13 AM
To: Neil Wolch
Cc: Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Subject: Volume spreadsheet

Neil:

We need a revised spreadsheet for the National accounts as soon as possible. All you need to do is to show the volume for First-Class Mail as we will use this as a template to meet with our finance folks. Make sure that you do not include any numbers for which we would consider the numbers to be inconsistent, i.e., from an outlier, as we discussed this morning.

Greg

Greg Whiteman
Manager, Market Research
202-268-3565 (phone)
202-255-2394 (cell)
202-268-5761 (fax)
Greg.Whiteman@usps.gov

Smith, Bob - Washington, DC

From: Lisa Brunning [Lisa.Brunning@opinionresearch.com]
Sent: Friday, October 30, 2009 8:56 AM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: USPS 5-Day Delivery - Max Values
Attachments: USPS 5-Day Delivery - Max Values.xlsx

Greg, Bob and Bob,

Attached please find a document that shows the maximum volumes we have for each product, time period and segment. As we discussed yesterday, there are some that are too high and we will want to consider an outlier. If you could please take a look and let us know which ones you feel are too high and what the maximum should be for each, we would appreciate it. If you have any questions, please let us know. Thanks.

Lisa M. Brunning
Senior Project Manager

Opinion Research Corporation
248 . 628 . 7662 - office
248 . 622 . 3569 - cell
Lisa.Brunning@OpinionResearch.com



	Q3kb. # of Pieces - USPS Single Piece First-Class Mail	Q3kc. # of Pieces - USPS Pre-Sort First-Class Mail	Q3kd. # of Pieces - USPS Regular Standard/Bulk Mail	Q3ke. # of Pieces - USPS Non-Profit Standard/Bulk Mail
National	848,400,000	66,000,000,000	1,387,716,000	0
Premier	3,200,000,000	36,000,000,000	3,600,000,000	1,722,000,000
Preferred	201,807,440	403,614,880	201,807,440	44,000,000

	Q3ka. # of Pieces - USPS First-Class Mail	Q3kd. # of Pieces - USPS Regular Standard/Bulk Mail	Q3ke. # of Pieces - USPS Non-Profit Standard/Bulk Mail	Q3kf. # of Pieces - USPS Priority Mail
Small Businesses	88,000,495	9,955,000	151,536	52,952,247

	U1ba. Total Payments Sent by FCM	U1bb. Total Payments Sent by Priority Mail	U1bc. Total Payments Sent by Express Mail	U2ba. Total Correspondence Sent by FCM
Consumers	14,400	25	110	500

Q3kf. # of Pieces - USPS Priority Mail	Q3kg. # of Pieces - USPS Express Mail	Q3kh. # of Pieces - USPS Parcel Select	Q3ki. # of Pieces - USPS Parcel Post	Q3kj. # of Pieces - USPS Regular Periodical Mail
480,000,000	65,000,000	320,000,000	320,000,000	72,150,000,000
1,680,000,000	500,000,000	125,000,000	50,000,000	5,200,000,000
100,903,720	50,451,860	2,700,000	20,180,744	170,000,000

Q3kg. # of Pieces - USPS Express Mail	Q3kh. # of Pieces - USPS Parcel Select	Q3ki. # of Pieces - USPS Parcel Post	Q3kj. # of Pieces - USPS Regular Periodical Mail	Q3kk. # of Pieces - USPS Non-Profit Periodical Mail
5,499,835	0	10,425,250	303,070	0

U2bb. Total Correspondence Sent by Priority Mail	U2bc. Total Correspondence Sent by Express Mail	U3ba. Total Documents Sent by FGM	U3bb. Total Documents Sent by Priority Mail	U3bc. Total Documents Sent by Express Mail
40	30	500	500	100

Q3kk. # of Pieces - USPS Non-Profit Periodical Mail	Q6kb. # of Pieces - USPS Single Piece First-Class Mail	Q6kc. # of Pieces - USPS Pre-Sort First-Class Mail	Q6kd. # of Pieces - USPS Regular Standard/Bulk Mail	Q6ke. # of Pieces - USPS Non-Profit Standard/Bulk Mail
0	969,600,000	65,000,000,000	625,560,000	380,000,000
400,000,000	2,400,000,000	27,000,000,000	3,330,000,000	370,000,000
47,000,000	240,201,387,440	54,150,000	240,201,387,440	44,000,000

Q6ka. # of Pieces - USPS First-Class Mail	Q6kd. # of Pieces - USPS Regular Standard/Bulk Mail	Q6ke. # of Pieces - USPS Non-Profit Standard/Bulk Mail	Q6kf. # of Pieces - USPS Priority Mail	Q6kg. # of Pieces - USPS Express Mail
1,080,660,780	12,204,000	2,015,000	1,440,881,040	1,080,660,780

U4ba. Total Packages Sent by FCM	U4bb. Total Packages Sent by Priority Mail	U4bc. Total Packages Sent by Express Mail	U4bd. Total Packages Sent by Parcel Post
250	100	50	20

Q6kf. # of Pieces - USPS Priority Mail	Q6kg. # of Pieces - USPS Express Mail	Q6kh. # of Pieces - USPS Parcel Select	Q6ki. # of Pieces - USPS Parcel Post	Q6kj. # of Pieces - USPS Regular Periodical Mail
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
3	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	1,875,000	7,799,220	160,000,000

Q6kh. # of Pieces - USPS Parcel Select	Q6ki. # of Pieces - USPS Parcel Post	Q6kj. # of Pieces - USPS Regular Periodical Mail	Q6kk. # of Pieces - USPS Non-Profit Periodical Mail	Q9ka. # of Pieces - USPS First-Class Mail
462,630	8,775,375	3,760,875	0	88,000,000

Q6kk. # of Pieces - USPS Non-Profit Periodical Mail	Q9kb. # of Pieces - USPS Single Piece First- Class Mail	Q9kc. # of Pieces USPS Pre-Sort First- Class Mail	Q9kd. # of Pieces USPS Regular Standard/ Bulk Mail	Q9ke. # of Pieces USPS Non-Profit Standard/ Bulk Mail
0	969,520,000	65,000,000,000	625,560,000	0
410,000,000	2,400,000,000	27,000,000,000	3,330,000,000	528,000,000
25,000,000	240,201,387,440	200,846,000	240,201,387,440	100,423,000

Q9kd. # of Pieces USPS Regular Standard/Bulk Mail	Q9ke. # of Pieces USPS Non-Profit Standard/Bulk Mail	Q9kf. # of Pieces USPS Priority Mail	Q9kg. # of Pieces USPS Express Mail	Q9kh. # of Pieces USPS Parcel Select
12,204,000	1,127,478	19,182,000	6,577,500	200,400

Q9ki, # of Pieces - USPS Priority Mail	Q9kg, # of Pieces - USPS Express Mail	Q9kh, # of Pieces - USPS Parcel Select	Q9ki, # of Pieces - USPS Parcel Post	Q9kj, # of Pieces - USPS Regular Periodical Mail
150,000,000	62,000,000	45,000,000	1,200,000	72,150,000,000
300,000,000	300,000,000	99,000,000	125,000,000	3,200,000,000
60,050,346,860	60,050,346,860	1,875,000	4,200,560,700	160,000,000

Q9ki, # of Pieces - USPS Parcel Post	Q9kj, # of Pieces - USPS Regular Periodical Mail	Q9kk, # of Pieces - USPS Non-Profit Periodical Mail
3,946,500	2,631,000	0

Q9K1 # of Pieces
USPS Non-Profit
Periodical Mail

0
410,000,000
100,423,000



Smith, Bob - Washington, DC

From: Whiteman, Greg - Washington, DC
Sent: Friday, October 30, 2009 11:43 AM
To: Lisa Brunning; Smith, Bob - Washington, DC
Cc: Neil Wolch; Michelson, Robert - Washington, DC
Subject: RE: USPS 5-Day Delivery

Folks:

As I have said before, given the low revenue of Express Mail (\$1.1 billion or 1.7 percent of total revenues) and the fact that most of Express Mail is generated by commercial customers, I am not concerned about the larger than normal variance for the consumer sample. Even with a larger than norm variance, our revenue estimates for consumers' Express Mail will have hardly impact on our overall revenue impact analysis. Thus, I do not see a need to add new sample to the consumer research.

If someone has a serious concern with this position, let me know.

Greg

Greg Whiteman
Manager, Market Research
202-268-3565 (phone)
202-255-2394 (cell)
202-268-5761 (fax)
Greg.Whiteman@usps.gov

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Friday, October 30, 2009 11:34 AM
To: Smith, Bob - Washington, DC
Cc: Neil Wolch; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: USPS 5-Day Delivery

Just following up to confirm that we are not obtaining any additional Consumer interviews in CARAVAN? Please let me know for sure. Thanks.

Lisa M. Brunning
Senior Project Manager

Opinion Research Corporation
248 . 628 . 7662 - office
248 . 622 . 3569 - cell
Lisa.Brunning@OpinionResearch.com

5/26/2010

From: Lisa Brunning
Sent: Thursday, October 29, 2009 3:57 PM
To: Smith, Bob - Washington, DC
Cc: Neil Wolch; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: USPS 5-Day Delivery

Sorry about that. I changed all the other numbers to reflect the deletion, but didn't update that number. Here is the revised table.

	National Accounts		Premier Accounts*		Preferred Account	
	Estimated	Actual	Estimated	Actual	Estimated	Actual
First-Class Mail	23	32	150	150	554	554
Priority Mail	18	34	100	100	357	200
Express Mail	19	18	100	100	100	100
Parcel Post	8	12	75	53	30	12
Parcel Select	5	9	75	18	10	4
Standard Mail	24	12	150	153	150	30
Periodicals	7	8	100	100	100	100
Total Number of Completed Interviews	104	56	750	674	825	796

* Respondents were only asked about one application.

Lisa M. Brunning
Senior Project Manager

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Lisa.Brunning@OpinionResearch.com

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Thursday, October 29, 2009 3:45 PM
To: Lisa Brunning
Cc: Neil Wolch; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: USPS 5-Day Delivery

The bottom table still shows 88 small businesses using Standard Mail. Aren't you deleting them?

Bob Smith
Market Research
Room 1106
202 268 3579

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Thursday, October 29, 2009 3:29 PM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: USPS 5-Day Delivery

5/26/2010

Importance: High

Greg, Bob and Bob,

The table below details where we are as of this morning. As you will notice, we are still trying to obtain additional interviews in three areas:

- National Accounts (56 out of the desired 104) - however, we have more users of each product than originally planned (due to asking each respondent about all of the applications for which they have responsibility)
- Premier Accounts - Parcel Select (18 out of the desired 75)
- Premier Accounts - Parcel Post (53 out of the desired 75)

As you know, sample is very limited in all three of the above quota groups. We are doing our best to maximize the completes but will fall short. Our plan is to continue dialing through end of day tomorrow and then stop and report next week based on the interviews we were able to obtain.

	National Accounts		Premier Accounts*		Preferred Account	
	Estimated	Actual	Estimated	Actual	Estimated	Actual
First-Class Mail	23	32	150	150	554	52
Priority Mail	18	34	100	100	357	20
Express Mail	19	18	100	100	100	13
Parcel Post	8	12	75	53	30	17
Parcel Select	5	9	75	18	10	4
Standard Mail	24	12	150	153	150	30
Periodicals	7	8	100	100	100	13
Total Number of Completed Interviews	104	56	750	674	825	79

* Respondents were only asked about one application.

One thing we would like to mention about Premier Accounts is that the counts above under represent the product usage because many use multiple products and the above counts just account for the quota group that they were a part of. So if they were in the First-Class Mail quota group, we made sure they sent their mail/packages via First-Class Mail, but they could have also sent their mail/packages via Priority Mail which is not accounted for in the table above.

Also, as you will notice in the table above, we have 88 small businesses that said they use Standard/Bulk Mail. It is our understanding that in order to send mail using Standard/Bulk Mail they would need to be a Preferred Account. If that is correct, then we suggest deleting those 88 respondents. If we do delete them, our counts by product are still strong as you can see in the table below:

	National Accounts		Premier Accounts*		Preferred Account	
	Estimated	Actual	Estimated	Actual	Estimated	Actual
First-Class Mail	23	32	150	150	554	52
Priority Mail	18	34	100	100	357	20
Express Mail	19	18	100	100	100	13
Parcel Post	8	12	75	53	30	17
Parcel Select	5	9	75	18	10	4

5/26/2010

Standard Mail	24	12	150	153	150	30
Periodicals	7	8	100	100	100	13
Total Number of Completed Interviews	104	56	750	674	825	79

** Respondents were only asked about one application.*

And lastly, based on the e-mails sent earlier this week, we are assuming we do not need to obtain anymore Consumer interviews via CARAVAN, but we still need to discuss the error ranges. If you could let us know if our assumptions are correct, we would appreciate it. Thanks.

Lisa M. Brunning
Senior Project Manager

Opinion Research Corporation
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248 . 622 . 3569 - cell
Lisa.Brunning@OpinionResearch.com

Smith, Bob - Washington, DC

From: Lisa Brunning [Lisa.Brunning@opinionresearch.com]
Sent: Friday, October 30, 2009 12:43 PM
To: Smith, Bob - Washington, DC
Cc: Neil Wolch; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: USPS 5-Day Delivery - Max Values
Attachments: USPS 5-Day Delivery - Max Values - v2.xls

Please disregard the file I sent earlier. The numbers were over inflated for businesses. I missed a step in my formulas. I should have divided by 100 and didn't.

Lisa M. Brunning
Senior Project Manager

Opinion Research Corporation
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 248 . 622 . 3569 - cell
 Lisa.Brunning@OpinionResearch.com

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Friday, October 30, 2009 10:43 AM
To: Lisa Brunning
Cc: Neil Wolch; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: USPS 5-Day Delivery - Max Values

Now that I look at the categories, that makes sense.

Bob Smith
 Market Research
 Room 1106
 202 268 3579

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Friday, October 30, 2009 10:39 AM
To: Smith, Bob - Washington, DC
Cc: Neil Wolch; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: Re: USPS 5-Day Delivery - Max Values

No one must have gave a response for that product.

From: Smith, Bob - Washington, DC
To: Lisa Brunning
Cc: Neil Wolch; Whiteman, Greg - Washington, DC ; Michelson, Robert - Washington, DC
Sent: Fri Oct 30 10:28:24 2009
Subject: RE: USPS 5-Day Delivery - Max Values
 Why are there some with a single zero?

5/26/2010

Bob Smith
Market Research
Room 1106
202 268 3579

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Friday, October 30, 2009 8:56 AM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: USPS 5-Day Delivery - Max Values

Greg, Bob and Bob,

Attached please find a document that shows the maximum volumes we have for each product, time period and segment. As we discussed yesterday, there are some that are too high and we will want to consider an outlier. If you could please take a look and let us know which ones you feel are too high and what the maximum should be for each, we would appreciate it. If you have any questions, please let us know. Thanks.

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Senior Project Manager

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Lisa.Brunning@OpinionResearch.com

Smith, Bob - Washington, DC

From: Whiteman, Greg - Washington, DC
Sent: Friday, October 30, 2009 2:11 PM
To: Lisa Brunning; Smith, Bob - Washington, DC
Cc: Neil Wolch; Michelson, Robert - Washington, DC
Subject: RE: USPS 5-Day Delivery - Max Values

Folks:

Some of these appear puzzling.

- Q3kd-Standard Mail for National and Premier Accounts appear to be very low.
- Q3ke-Non-Profit Mail for Premier Account also appears to be low.
- Q3kg-Express Mail for National Account appears to be low.
- Q6kb-Single Piece FCM for Preferred is not possible.
- Q6kd-Standard Mail for Preferred Account is not possible; also the same number as for Single Piece FCM.
- Q3kj-Periodical Mail for Small Business is not possible, volume in this category would make it a Preferred Account.
- Q6kd-Standard Mail for Small Business is not possible, volume in this category would make it a Preferred Account.
- Q6ke-Non-Profit Standard Mail for Small Business is not possible, volume in this category would make it a Preferred Account.
- Q6ke-Non-Profit Standard Mail for National and Premier Accounts seem to be low.
- Q6kf-Priority Mail for Preferred Account is very high.
- Q6kg-Express mail for Preferred Account is very high; also the same number as for Priority Mail.
- Q6kj-Periodical Mail for Small Business is not possible, volume in this category would make it a Preferred Account.
- Q9kd-Standard Mail for Small Business is not possible, volume in this category would make it a Preferred Account.
- Q9kb-Single Piece FCM for Preferred is not possible.
- Q9kd-Standard Mail for Preferred Account is not possible; also the same number as for Single Piece FCM.
- Q9ke-Non-Profit Standard Mail for Small Business is not possible, volume in this category would make it a Preferred Account.
- Q9kf-Priority Mail for Preferred Account is very high.
- Q9kg-Express mail for Preferred Account is very high; also the same number as for Priority Mail.
- Q9kj-Periodical Mail for Small Business is not possible, volume in this category would make it a Preferred Account.
- Q9ki-Parcel Post for Preferred Account is not possible.

Bob Smith, have Vic give you the largest volume any any account for each of the CBCIS products for National, Premier, and Preferred Accounts.

Greg

5/26/2010

Greg Whiteman
Manager, Market Research
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202-255-2394 (cell)
202-268-5761 (fax)
Greg.Whiteman@usps.gov

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Friday, October 30, 2009 12:43 PM
To: Smith, Bob - Washington, DC
Cc: Neil Wolch; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: USPS 5-Day Delivery - Max Values

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Room 1106
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From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
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Subject: Re: USPS 5-Day Delivery - Max Values

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5/26/2010

From: Smith, Bob - Washington, DC
To: Lisa Brunning
Cc: Neil Wolch; Whiteman, Greg - Washington, DC ; Michelson, Robert - Washington, DC
Sent: Fri Oct 30 10:28:24 2009
Subject: RE: USPS 5-Day Delivery - Max Values
Why are there some with a single zero?

Bob Smith
Market Research
Room 1106
202 268 3579

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Friday, October 30, 2009 8:56 AM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: USPS 5-Day Delivery - Max Values

Greg, Bob and Bob,

Attached please find a document that shows the maximum volumes we have for each product, time period and segment. As we discussed yesterday, there are some that are too high and we will want to consider an outlier. If you could please take a look and let us know which ones you feel are too high and what the maximum should be for each, we would appreciate it. If you have any questions, please let us know. Thanks.

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Smith, Bob - Washington, DC

From: Lisa Brunning [Lisa.Brunning@opinionresearch.com]
Sent: Tuesday, November 03, 2009 1:51 PM
To: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Cc: Neil Wolch
Subject: USPS 5-Day Delivery - Materials for our Discussion Today
Attachments: USPS 5-Day Delivery - Q1, Q4 and Q7 Frequencies by Account.xls

First, we have taken Greg's comments about the outliers and grouped them into four categories. We thought this would help move our discussion along quicker.

Values Appear Too Low

- Q3kd-Standard Mail for National and Premier Accounts appear to be very low.
- Q3ke-Non-Profit Mail for Premier Account also appears to be low.
- Q3kg-Express Mail for National Account appears to be low.
- Q6ke-Non-Profit Standard Mail for National and Premier Accounts seem to be low.

Values Appear Too High

- Q6kf-Priority Mail for Preferred Account is very high.
- Q6kg-Express mail for Preferred Account is very high; also the same number as for Priority Mail.
- Q9kf-Priority Mail for Preferred Account is very high.
- Q9kg-Express mail for Preferred Account is very high; also the same number as for Priority Mail.

Data Cleaning Needed

- Q3kj-Periodical Mail for Small Business is not possible, volume in this category would make it a Preferred Account.
- Q6kd-Standard Mail for Small Business is not possible, volume in this category would make it a Preferred Account.
- Q6ke-Non-Profit Standard Mail for Small Business is not possible, volume in this category would make it a Preferred Account.
- Q6kj-Periodical Mail for Small Business is not possible, volume in this category would make it a Preferred Account.
- Q9kd-Standard Mail for Small Business is not possible, volume in this category would make it a Preferred Account.
- Q9ke-Non-Profit Standard Mail for Small Business is not possible, volume in this category would make it a Preferred Account.
- Q9kj-Periodical Mail for Small Business is not possible, volume in this category would make it a Preferred Account.

Have Questions

- Q6kb-Single Piece FCM for Preferred is not possible.
- Q6kd-Standard Mail for Preferred Account is not possible; also the same number as for Single Piece FCM.
- Q9kb-Single Piece FCM for Preferred is not possible.
- Q9kd-Standard Mail for Preferred Account is not possible; also the same number as for Single Piece FCM.
- Q9ki-Parcel Post for Preferred Account is not possible.

Also, we have prepared a new worksheet that will help us determine the outliers. The first worksheet is labeled summary and it shows the minimum, maximum, and mean number of pieces of mail/packages at the three different time periods for each account type. The subsequent worksheets detail the actual responses for the total pieces of mail/packages for each of the three time periods for each account type. The rows shaded in yellow are those we are suggesting should be deleted. On the low end, we suggest removing anyone with less than 50 pieces for National;

Premier and Preferred Accounts, less than 10 pieces for Small Businesses and not having a minimum requirement for Consumers. On the high end, we looked for values that just seemed too high in relation to the other values. If there was a big jump, then we marked them as a potential outlier.

And last, but not least, there has been some discussion about completed interviews that need to be deleted for Small Businesses because the thought is they may be a Preferred Account because they have sent mail/packages via Standard Mail, Parcel Select or Periodical Mail. If we do decide to delete those interviews, our total base would be 884 instead of 1,000. That is all for now. Thanks and talk to everyone at 4:00 p.m. Eastern.

Lisa M. Brunning
Senior Project Manager

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Lisa.Brunning@OpinionResearch.com

	Q1 Total Pieces of Mail	Q4 Total Pieces of Mail	Q7 Total Pieces of Mail
National Accounts			
Minimum	6	0	0
Maximum	1,903,000,000	2,012,100,000	1,903,000,000
Average	110,115,776	120,998,588	117,092,376
Premier Accounts			
Minimum	1	0	0
Maximum	500,000,000	300,000,000	300,000,000
Average	2,331,414	1,393,699	1,334,783
Preferred Accounts			
Minimum	0	0	0
Maximum	10,090,372	12,010,069,372	12,010,069,372
Average	88,083	15,144,829	15,908,004
Small Businesses			
Minimum	1	0	0
Maximum	1,045,000	36,022,026	1,100,000
Average	9,996	44,994	7,414

	Total Number of Payments Sent	Total Number of Correspondence Sent	Total Number of Documents Sent	Total Number of Packages Sent
Consumers				
Minimum	0	0	0	0
Maximum	14,400	999	500	250
Average	90	38	13	8



Smith, Bob - Washington, DC

From: Neil Wolch [neil.wolch@opinionresearch.com]
Sent: Tuesday, November 03, 2009 6:40 PM
To: Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: Lisa Brunning
Subject: RE: Volume spreadsheet
Attachments: USPS 5-Day Delivery - National Accounts Forecast Example - 11-3-2009.xls

Hi Greg and Bobs,

Attached is an update of the sample forecast for 10 National Accounts, per your request this afternoon. I hope this helps in your meeting. Please let us know if there is anything else we can do to help.

Thanks,

Neil

From: Neil Wolch
Sent: Thursday, October 29, 2009 3:05 PM
To: 'Michelson, Robert - Washington, DC'; Whiteman, Greg - Washington, DC
Cc: Smith, Bob - Washington, DC
Subject: RE: Volume spreadsheet

Hi Bob,

Is it okay if I make up some data to demonstrate this better? That is what I did in the attached. Please let me know if this will work.

Thanks,

Neil

From: Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]
Sent: Thursday, October 29, 2009 2:38 PM
To: Neil Wolch; Whiteman, Greg - Washington, DC
Cc: Smith, Bob - Washington, DC
Subject: RE: Volume spreadsheet

It looks okay to me as far as the headers go. I think for the meeting with Finance we need to show there is a difference in the volume loss between the past 12 months and the next 12 months.

Bob

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Thursday, October 29, 2009 12:35 PM
To: Whiteman, Greg - Washington, DC
Cc: Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Subject: RE: Volume spreadsheet

Hi Greg,

Will this do? I took out two outliers and only included rows for Pre-Sort FCM.

Neil

From: Whiteman, Greg - Washington, DC [mailto:greg.whiteman@usps.gov]
Sent: Thursday, October 29, 2009 11:13 AM
To: Neil Wolch
Cc: Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Subject: Volume spreadsheet

Neil:

We need a revised spreadsheet for the National accounts as soon as possible. All you need to do is to show the volume for First-Class Mail as we will use this as a template to meet with our finance folks. Make sure that you do not include any numbers for which we would consider the numbers to be inconsistent, i.e., from an outlier, as we discussed this morning.

Greg

Greg Whiteman
Manager, Market Research
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202-255-2394 (cell)
202-268-5761 (fax)
Greg.Whiteman@usps.gov

Smith, Bob - Washington, DC

From: Lisa Brunning [Lisa.Brunning@opinionresearch.com]
Sent: Thursday, November 05, 2009 2:47 PM
To: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Cc: Neil Wolch
Subject: USPS 5-Day Delivery - Weighting Document
Attachments: USPS 5 Day - Weighting.xls

Attached please find a document we would like to walk through tomorrow. Thanks.

Lisa M. Brunning
Senior Project Manager

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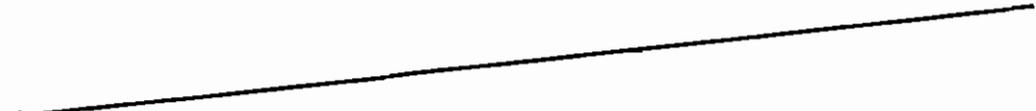
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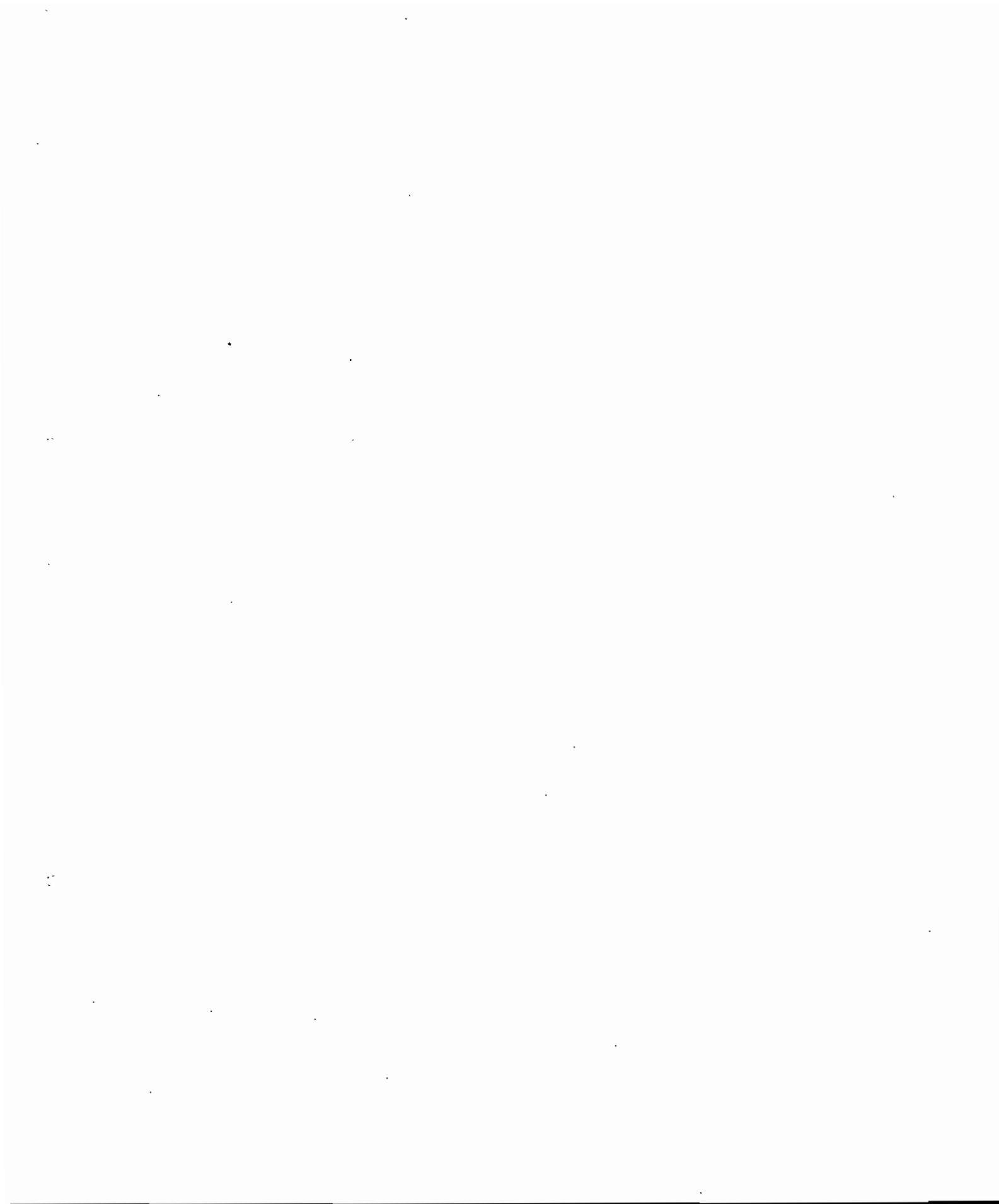


Preferred Sample

	Number of Accounts with Positive FY08 Volume	Estimated % of Those Classified Residual That Have Volume	# In Residual that Already Have Positive Volume In Specific Product	Estimate of Incremental # of Users from Residual	TOTAL # of Product Users	Incidence Among All w/ Any Positive Volume	Relative # of Users	# of Actual Users from Random Sample	% of Actual Users from Random Sample	Relative # of Users from Random Sample
First Class Mail	171,986	100.0%	123,705	1,680,749	1,852,735	92.36%	51.95%	506	84.90%	41.75%
Priority	388,007	50.0%	95,301	806,926	1,194,933	59.57%	33.50%	202	33.89%	16.67%
Express	121,235				121,235	6.04%	3.40%	98	16.44%	8.09%
Periodicals	12,094				12,094	0.60%	0.34%	38	6.38%	3.14%
Standard Mail	385,032				385,032	19.19%	10.80%	264	44.30%	21.78%
Residual Mail	1,804,454				N/A					
Parcel Select	156				156	0.01%	0.00%	0	0.00%	0.00%
Parcel Post	388				388	0.02%	0.01%	104	17.45%	8.58%
Total	3,364,503					177.8%	100.0%	596	203%	100%
Accounts w/ 0 or - for all products	1,358,557									
Accounts w/ Any Positive Volume	2,005,946									

	Actual		Target %	Weight
	Sample Size	%		
First Class Mail	528	67.01%	41.75%	0.623
Priority	241	30.58%	16.67%	0.545
Express	141	17.89%	8.09%	0.452
Periodicals	133	16.88%	3.14%	0.186
Standard Mail	304	38.58%	21.78%	0.565
Parcel Select	4	0.51%	0.00%	0.000
Parcel Post	130	16.50%	8.58%	0.520
Total	788	2	1	



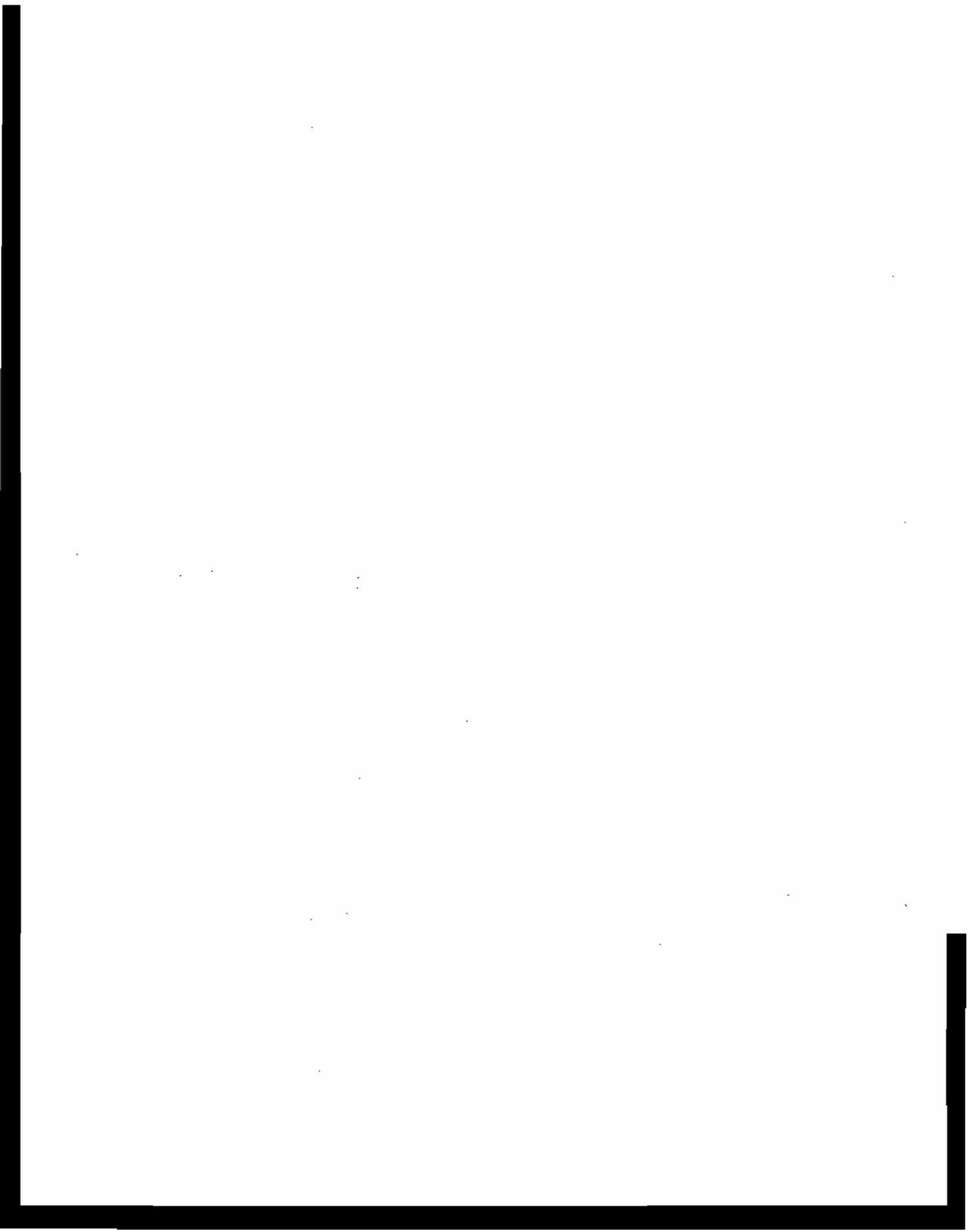


Premier Sample

	Number of Accounts with Positive FY08 Volume	Estimated % of Those Classified Residual That Have Volume	# in Residual that Already Have Positive Volume in Specific Product	Estimate of Incremental # of Specific Product Users from Residual	TOTAL # of Product Users	Incidence Among All w/ Any Positive Volume	Relative # of Users
First Class Mail	19,159	100.0%	17,277	4,905	24,064	97.23%	39.05%
Priority	2,512	50.0%	2,242	8,849	11,361	45.90%	18.44%
Express	3,034				3,034	12.26%	4.92%
Periodicals	2,934				2,934	11.86%	4.76%
Standard Mail	19,272				19,272	77.87%	31.27%
Residual Mail	22,182				N/A		
Parcel Select	313				313	1.26%	0.51%
Parcel Post	649				649	2.62%	1.05%
Total	24,754					249.0%	100.0%
Accounts w/ 0 or - for all products	5						
Accounts w/ Any Positive Volume	24,749						

	Actual		Target %	Weight
	Sample Size	%		
First Class Mail	345	51.96%	39.05%	0.752
Priority	204	30.72%	18.44%	0.600
Express	112	16.87%	4.92%	0.292
Periodicals	96	14.46%	4.76%	0.329
Standard Mail	127	19.13%	31.27%	1.635
Parcel Select	11	1.66%	0.51%	0.307
Parcel Post	76	11.45%	1.05%	0.092
Total	664	1	1	





Smith, Bob - Washington, DC

From: Neil Wolch [neil.wolch@opinionresearch.com]
Sent: Thursday, November 05, 2009 5:21 PM
To: Michelson, Robert - Washington, DC; Lisa Brunning; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Subject: RE: USPS 5-Day Delivery - Weighting Document

Hi Bob,

Those are the only segments that require weighting. In the others, we sampled "randomly," without regard to which products they do or were thought to use.

We have to weight Preferred because the supplemental samples skew the total sample to the products for which we supplemented.

We have to weight Premier because we targeted a certain number of users of each product; these numbers intentionally over-represented users of the lower incidence products. Had we sampled randomly, we would have come across virtually no Parcel Select and Parcel Post users, and relatively few Express Mail and Periodical Mail users.

I hope this clarifies. Please let me know if not.

Thanks,

Neil

From: Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]
Sent: Thursday, November 05, 2009 3:33 PM
To: Lisa Brunning; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery - Weighting Document

I have one question for tonight - How come there are worksheets for only Preferred and Premier? Are we okay with Consumers, Small Business and National Accounts?

Bob

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Thursday, November 05, 2009 2:47 PM
To: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Cc: Neil Wolch
Subject: USPS 5-Day Delivery - Weighting Document

Attached please find a document we would like to walk through tomorrow. Thanks.

Lisa M. Brunning
Senior Project Manager

Opinion Research Corporation

5/26/2010

248 . 628 . 7662 - office
248 . 622 . 3569 - cell
Lisa.Brunning@OpinionResearch.com

Smith, Bob - Washington, DC

From: Lisa Brunning [Lisa.Brunning@opinionresearch.com]
Sent: Thursday, November 05, 2009 8:15 PM
To: Smith, Bob - Washington, DC
Subject: RE: Outliers

Bob,

Detailed below are the rules that we used to delete completed interviews based on our discussion the other day:

Rules for Deletion**National Accounts**

Q1 < 100

Premier Accounts

Q1 < 100

Q4 = -1

Q7 = -1

Preferred Accounts

Q1 = 0

Q4 = -1

Q4 > 15,000,000

Q7 = -1

Q7 > 15,000,000

Small Businesses

Q1 > 100,000

Q4 = -1

Q4 > 100,000

Q7 = -1

Q7 > 100,000

Anyone who has volume in Regular Standard/Bulk Mail

Anyone who has volume in Non Profit Standard/Bulk Mail

Anyone who has volume in Regular Periodical Mail

Anyone who has volume in Non Profit Periodical Mail

Anyone who has volume in Parcel Select

Consumers

Q1 > 500

Anyone who has 0 pieces for all applications

** Anyone who sent mail/packages via Parcel Select, but does not have volume in the*

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USPS database for Parcel Select, their data for Parcel Select was reset to 0.

As you can see from the notes above, we did not delete any National or Premier Accounts for having sent too many pieces of mail/packages. We delete those with more than 15 million for Preferred Accounts and 100,000 for Small Businesses.

Lisa M. Brunning
Senior Project Manager

Opinion Research Corporation
248 . 628 . 7662 - office
248 . 622 . 3569 - cell
Lisa.Brunning@OpinionResearch.com

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Thursday, November 05, 2009 3:49 PM
To: Lisa Brunning
Subject: FW: Outliers

Do you remember why we eliminated the ones below?

Bob Smith
Market Research
Room 1106
202 268 3579

From: Whiteman, Greg - Washington, DC
Sent: Thursday, November 05, 2009 3:34 PM
To: Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: Outliers

Bob:

Why did we eliminate the national account with 1.4 billion? Was it because the responses for the other years were not consistent? I think we eliminated the 400,000 and 500,000 Premier accounts and the 7 million plus in Preferred because their responses across years were not consistent.

Greg

Greg Whiteman
Manager, Market Research
202-268-3565 (phone)
202-255-2394 (cell)
202-268-5761 (fax)
Greg.Whiteman@usps.gov

Washington, DC
November 05, 2009 2:12 PM
g - Washington, DC; Michelson, Robert - Washington, DC
s

Looking at the numbers from CBCIS that An supplied, we eliminated a national account with 1.4 B but Time Warner shipped 1.6 B in periodicals. For Premier, we eliminated 400 M and 500 M, but we have Netflix at 556 M pre-sort FCM and

5/26/2010

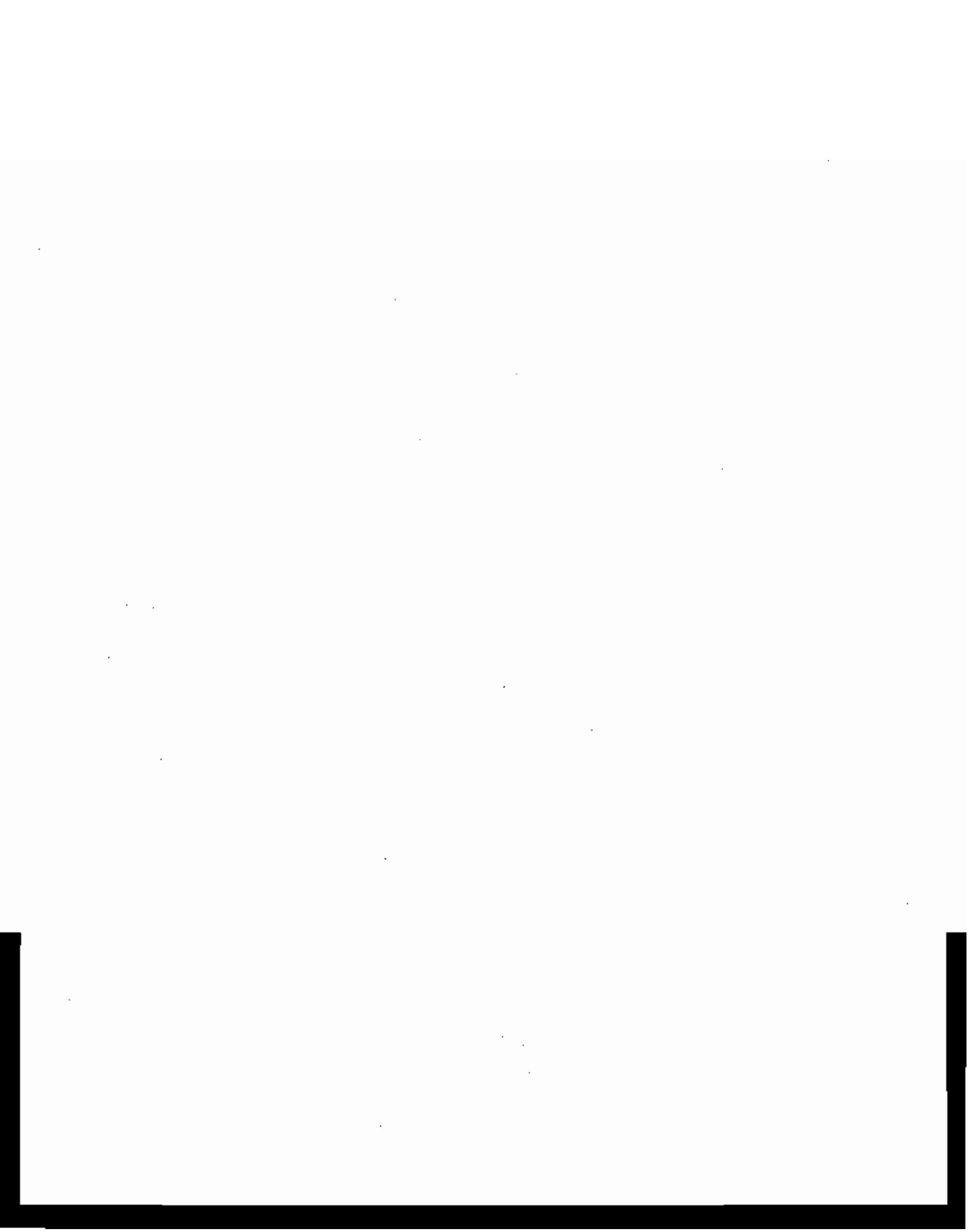
Bed Bath & Beyond with 998 M Standard. In Preferred it still seems like we have MSPs on the list, Valassis, Integrated Print, Mercury Mail for instance. We eliminated 7 M and above but we have several above that:

As examples:

UTOMATED POSTAGE PAYMENT	193,610,158
SI REPAIR SVC	109,723,108
MR LLC	28,184,470
IDG (MICRODYNAMICS)	28,014,271
IPPLEWOOD HOLDINGS LLC	19,435,410
UBLIGROUPE LTD.	15,477,175

Should we reconsider our outliers?

Bob Smith
Market Research
Room 1106
202 268 3579



Smith, Bob - Washington, DC

From: Lisa Brunning [Lisa.Brunning@opinionresearch.com]
Sent: Friday, November 06, 2009 7:06 AM
To: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery - Weighting Document
Attachments: USPS 5 Day - Weighting.xls

Please use this attachment instead of the one I sent yesterday. We changed the stating position of one of the arrows.

Lisa M. Brunning
Senior Project Manager

Opinion Research Corporation
248 . 628 . 7662 - office
248 . 622 . 3569 - cell
Lisa.Brunning@OpinionResearch.com

From: Lisa Brunning
Sent: Thursday, November 05, 2009 2:47 PM
To: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Cc: Neil Wolch
Subject: USPS 5-Day Delivery - Weighting Document

Attached please find a document we would like to walk through tomorrow. Thanks.

Lisa M. Brunning
Senior Project Manager

Opinion Research Corporation
248 . 628 . 7662 - office
248 . 622 . 3569 - cell
Lisa.Brunning@OpinionResearch.com



Premier Sample

	Number of Accounts with Positive FY08 Volume	Estimated % of Those Classified Residual That Have Volume	# in Residual that Already Have Positive Volume in Specific Product	Estimate of Incremental # of Specific Product Users from Residual	TOTAL # of Product Users	Incidence Among All w/ Any Positive Volume	Relative # of Users
First Class Mail	19,159	100.0%	17,277	4,905	24,064	97.23%	39.05%
Priority	2,512	50.0%	2,242	8,849	11,361	45.90%	18.44%
Express	3,034				3,034	12.26%	4.92%
Periodicals	2,934				2,934	11.86%	4.76%
Standard Mail	19,272				19,272	77.87%	31.27%
Residual Mail	22,182				N/A		
Parcel Select	313				313	1.26%	0.51%
Parcel Post	649				649	2.62%	1.05%
Total	24,754					249.0%	100.0%
Accounts w/ 0 or - for all products	5						
Accounts w/ Any Positive Volume	24,749						

	Actual		Target %	Weight
	Sample Size	%		
First Class Mail	345	51.96%	39.05%	0.752
Priority	204	30.72%	18.44%	0.600
Express	112	16.87%	4.92%	0.292
Periodicals	96	14.46%	4.76%	0.329
Standard Mail	127	19.13%	31.27%	1.635
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Parcel Post	76	11.45%	1.05%	0.092
Total	664	1	1	

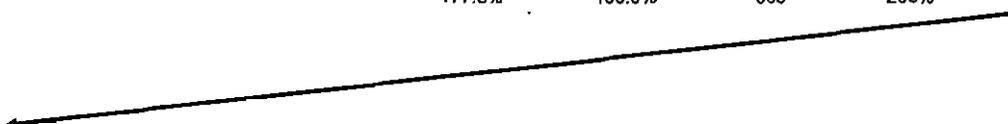




Preferred Sample

	Number of Accounts with Positive FY08 Volume	Estimated % of Those Classified Residual That Have Volume	# In Residual that Already Have Positive Volume in Specific Product	Estimate of Incremental # of Users from Residual	TOTAL # of Product Users	Incidence Among All w/ Any Positive Volume	Relative # of Users	# of Actual Users from Random Sample	% of Actual Users from Random Sample	Relative # of Users from Random Sample
First Class Mail	171,986	100.0%	123,705	1,680,749	1,852,735	92.36%	51.95%	505	84.87%	41.80%
Priority	388,007	50.0%	95,301	806,926	1,194,933	59.57%	33.50%	201	33.78%	16.64%
Express	121,235				121,235	6.04%	3.40%	98	16.47%	8.11%
Periodicals	12,094				12,094	0.60%	0.34%	38	6.39%	3.15%
Standard Mail	385,032				385,032	19.19%	10.80%	263	44.20%	21.77%
Residual Mail	1,804,454				N/A					
Parcel Select	156				156	0.01%	0.00%	0	0.00%	0.00%
Parcel Post	388				388	0.02%	0.01%	103	17.31%	8.53%
Total	3,364,503					177.8%	100.0%	595	203%	100%
Accounts w/ 0 or - for all products	1,358,557									
Accounts w/ Any Positive Volume	2,005,946									

	Actual		Target %	Weight
	Sample Size	%		
First Class Mail	527	66.96%	41.80%	0.624
Priority	240	30.50%	16.64%	0.546
Express	141	17.92%	8.11%	0.453
Periodicals	133	16.90%	3.15%	0.186
Standard Mail	303	38.50%	21.77%	0.565
Parcel Select	4	0.51%	0.00%	0.000
Parcel Post	129	16.39%	8.53%	0.520
Total	787	2	1	



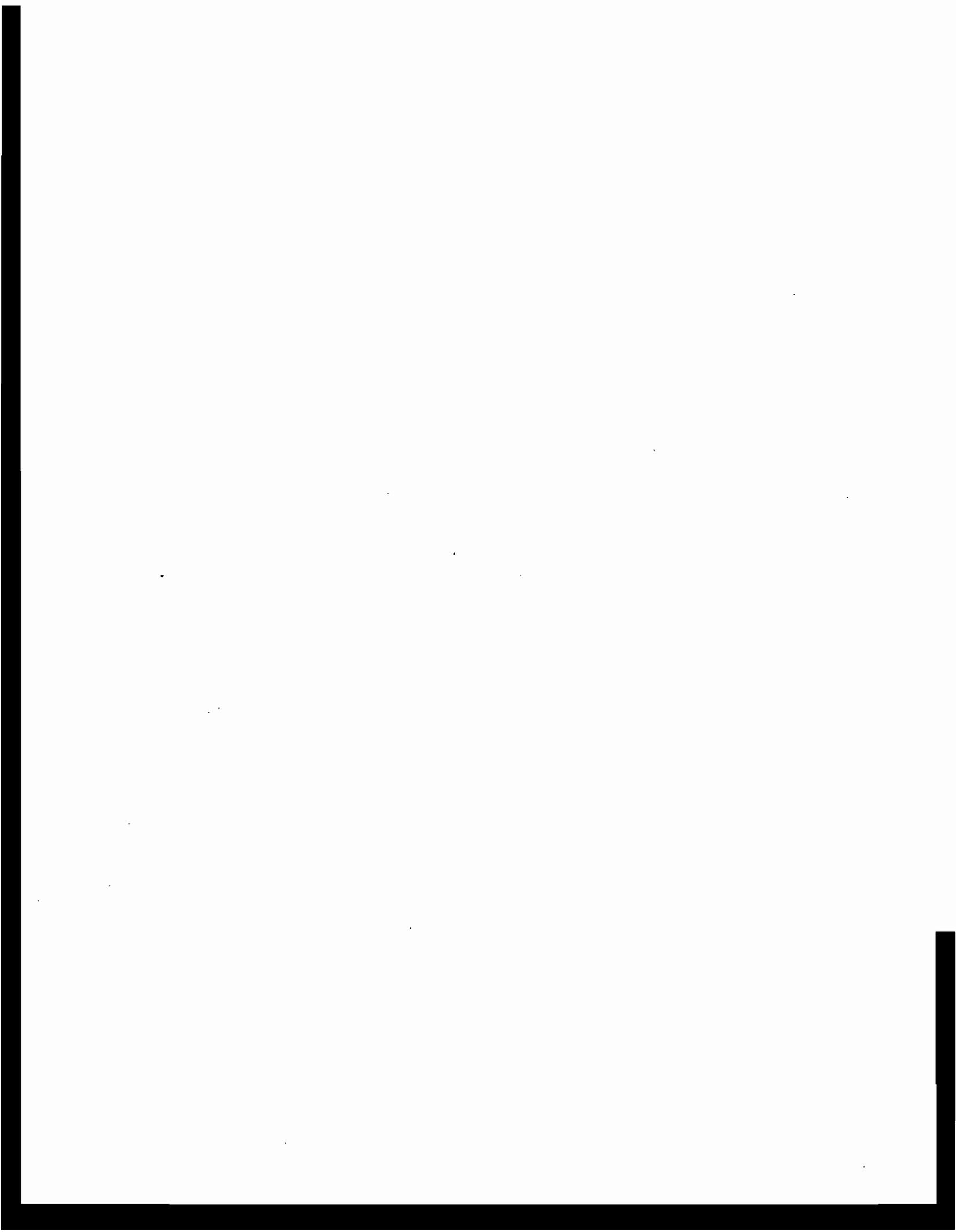


Preferred Sample

	Number of Accounts with Positive FY08 Volume	Estimated % of Those Classified Residual That Have Volume	# in Residual that Already Have Positive Volume in Specific Product	Estimate of Incremental # of Users from Residual	TOTAL # of Product Users	Incidence Among All w/ Any Positive Volume	Relative # of Users	# of Actual Users from Random Sample	% of Actual Users from Random Sample	Relative # of Users from Random Sample
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Parcel Select	156				156	0.01%	0.00%	0	0.00%	0.00%
Parcel Post	388				388	0.02%	0.01%	103	17.31%	8.53%
Total	3,364,503					177.8%	100.0%	595	203%	100%
Accounts w/ 0 or - for all products	1,358,557									
Accounts w/ Any Positive Volume	2,005,946									

	Actual		Target %	Weight
	Sample Size	%		
First Class Mail	527	66.96%	51.95%	0.776
Priority	240	30.50%	33.50%	1.099
Express	141	17.92%	3.40%	0.190
Periodicals	133	16.90%	0.34%	0.020
Standard Mail	303	38.50%	10.80%	0.280
Parcel Select	4	0.51%	0.00%	0.009
Parcel Post	129	16.39%	0.01%	0.001
Total	787	2	1	





Smith, Bob - Washington, DC

From: Lisa Brunning [Lisa.Brunning@opinionresearch.com]
Sent: Friday, November 06, 2009 9:23 AM
To: Smith, Bob - Washington, DC; Neil Wolch
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: Outliers
Attachments: USPS 5-Day Delivery - Q1, Q4 and Q7 Frequencies by Account - Revised 11-3-2009.xls

The file I sent before our discussion was our recommendation. However, during our call, we made changes. The attached file is updated based on our conversation and you will see we did not delete anyone on the high end for National or Premier Accounts. Please let me know if this helps. Thanks.

Lisa M. Brunning
Senior Project Manager

Opinion Research Corporation
 248 . 628 . 7662 - office
 248 . 622 . 3569 - cell
 Lisa.Brunning@OpinionResearch.com

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Friday, November 06, 2009 9:19 AM
To: Lisa Brunning; Neil Wolch
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: Outliers

On the sheets you sent, for National we eliminated everything over 1.4 B. On the CBCIS summary (did I send it to you?) Time Warner shows 1.6 B periodicals. Did we think this 1.4 was too large, or was there a qu to qu tracking problem? Should we not delete this one?

On Premier, on the list you sent we deleted 400,000,000 and above for Qu 1, 300,000 and above for Qu 4 and Qu 7. So the question is did we think this was too high or were these eliminated because these particular respondents did not track from qu to qu? It shows 3 accounts with more than those amounts. Hence I am wondering if we should keep those in.

For Preferred, your sheets eliminated several over 7,722,000. I recall one of these jumped from millions to billions and that is why we eliminated it. The CBCIS print out shows quite a few over that amount, although some are mail service providers who we don't want to count. Again, did we think these were too high or were these eliminated because these particular respondents did not track from qu to qu? The largest one that does not appear to be an MSP is

PEABODY ENERGY CORPORATION 43,189,220
 (non profit standard) and

PEABODY ENERGY CORPORATION 52,114,394
 (regular standard)

Should we consider leaving in the 7,772,000 (Qu 1 and 4) and the 10,042,300 (Qu 7) or were there tracking problems here?

Bob Smith
 Market Research
 Room 1106
 202 268 3579

5/26/2010

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Thursday, November 05, 2009 8:15 PM
To: Smith, Bob - Washington, DC
Subject: RE: Outliers

Bob,

Detailed below are the rules that we used to delete completed interviews based on our discussion the other day:

Rules for Deletion

National Accounts

Q1 < 100

Premier Accounts

Q1 < 100

Q4 = -1

Q7 = -1

Preferred Accounts

Q1 = 0

Q4 = -1

Q4 > 15,000,000

Q7 = -1

Q7 > 15,000,000

Small Businesses

Q1 > 100,000

Q4 = -1

Q4 > 100,000

Q7 = -1

Q7 > 100,000

Anyone who has volume in Regular Standard/Bulk Mail

Anyone who has volume in Non Profit Standard/Bulk Mail

Anyone who has volume in Regular Periodical Mail

Anyone who has volume in Non Profit Periodical Mail

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Consumers

Q1 > 500

Anyone who has 0 pieces for all applications

** Anyone who sent mail/packages via Parcel Select, but does not have volume in the USPS database for Parcel Select, their doto for Parcel Select was reset to 0.*

As you can see from the notes above, we did not delete any National or Premier Accounts for having sent too many

5/26/2010

pieces of mail/packages. We delete those with more than 15 million for Preferred Accounts and 100,000 for Small Businesses.

Lisa M. Brunning
Senior Project Manager

Opinion Research Corporation
248 . 628 . 7662 - office
248 . 622 . 3569 - cell
Lisa.Brunning@OpinionResearch.com

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Thursday, November 05, 2009 3:49 PM
To: Lisa Brunning
Subject: FW: Outliers

Do you remember why we eliminated the ones below?

Bob Smith
Market Research
Room 1106
202 268 3579

From: Whiteman, Greg - Washington, DC
Sent: Thursday, November 05, 2009 3:34 PM
To: Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: Outliers

Bob:

Why did we eliminate the national account with 1.4 billion? Was it because the responses for the other years were not consistent? I think we eliminated the 400,000 and 500,000 Premier accounts and the 7 million plus in Preferred because their responses across years were not consistent.

Greg

Greg Whiteman
Manager, Market Research
202-268-3565 (phone)
202-255-2394 (cell)
202-268-5761 (fax)
Greg.Whiteman@usps.gov

Washington, DC
November 05, 2009 2:12 PM
g - Washington, DC; Michelson, Robert - Washington, DC
s

Looking at the numbers from CBCIS that An supplied, we eliminated a national account with 1.4 B but Time Warner shipped 1.6 B in periodicals. For Premier, we eliminated 400 M and 500 M, but we have Netflix at 556 M pre-sort FCM and Bed Bath & Beyond with 998 M Standard. In Preferred it still seems like we have MSPs on the list, Valassis, Integrated Print, Mercury Mail for instance. We eliminated 7 M and above but we have several above that:
As examples:

5/26/2010

UTOMATED POSTAGE PAYMENT	193,610,158
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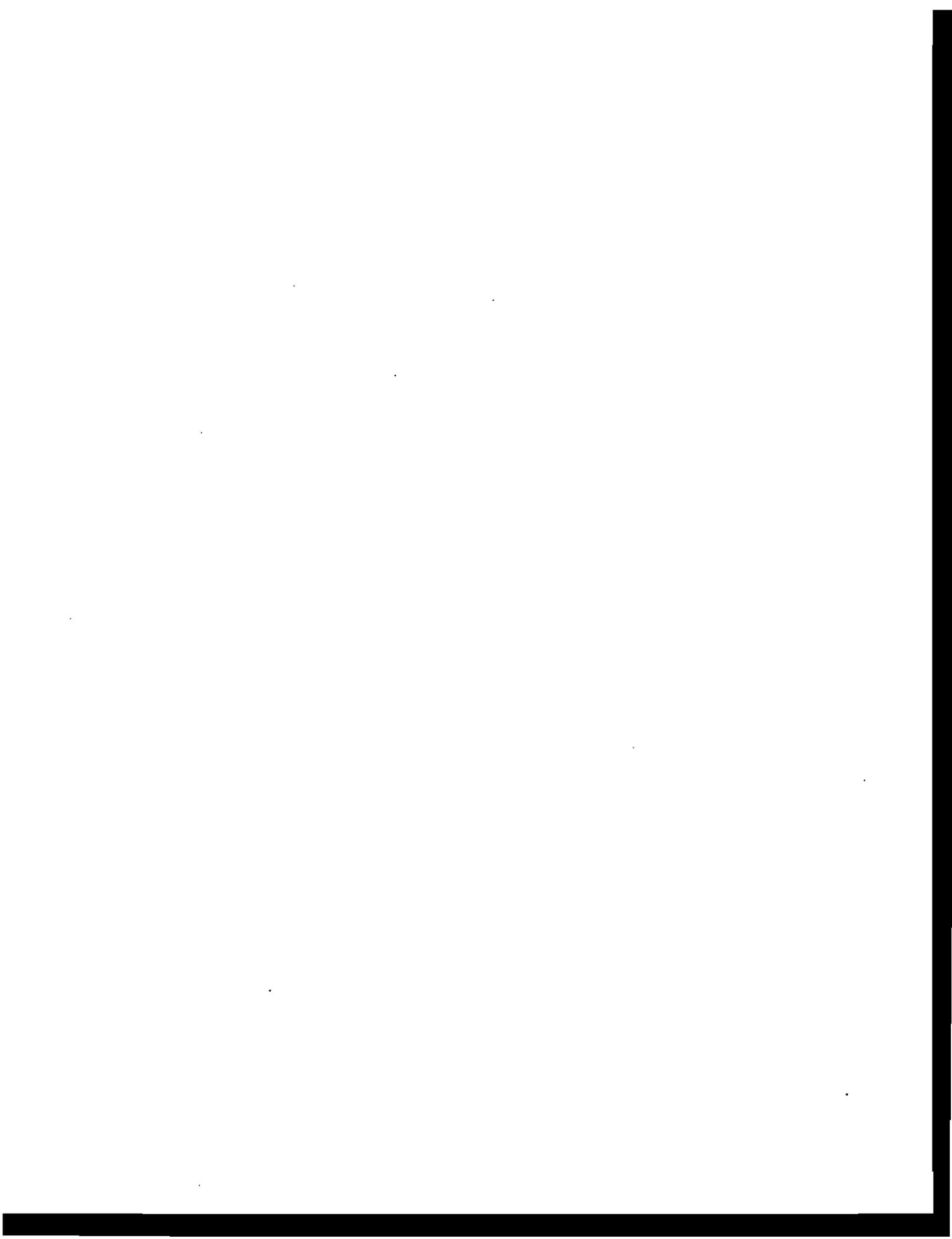
Should we reconsider our outliers?

Bob Smith
Market Research
Room 1106
202 268 3579

5/26/2010

	Q1 Total Pieces of Mail	Q4 Total Pieces of Mail	Q7 Total Pieces of Mail
National Accounts			
Minimum	6	0	0
Maximum	1,903,000,000	2,012,100,000	1,903,000,000
Average	110,115,776	120,998,588	117,092,376
Premier Accounts			
Minimum	1	0	0
Maximum	500,000,000	300,000,000	300,000,000
Average	2,331,414	1,393,699	1,334,783
Preferred Accounts			
Minimum	0	0	0
Maximum	10,090,372	12,010,069,372	12,010,069,372
Average	88,083	15,144,829	15,908,004
Small Businesses			
Minimum	1	0	0
Maximum	1,045,000	36,022,026	1,100,000
Average	9,996	44,994	7,414

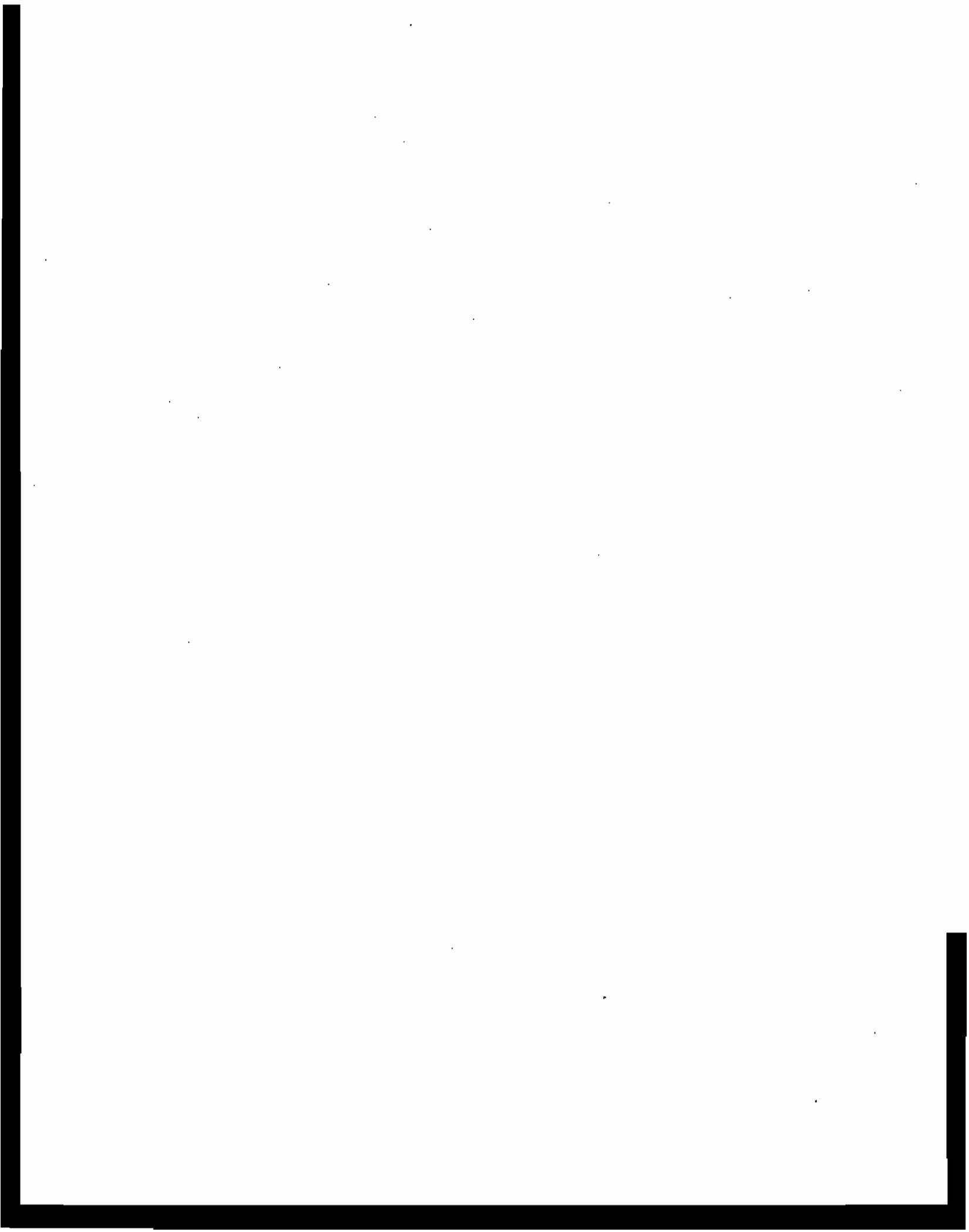
	Total Number of Payments Sent	Total Number of Correspondence Sent	Total Number of Documents Sent	Total Number of Packages Sent
Consumers				
Minimum	0	0	0	0
Maximum	14,400	999	500	250
Average	90	38	13	8



Q1 Total Pieces of Mail	Frequency
6	1
475	1
500	1
800	1
1,300	1
2,000	1
3,000	1
3,230	1
5,000	1
8,000	1
15,000	2
17,000	1
18,005	1
20,000	1
23,160	1
26,100	1
32,000	1
37,700	1
43,012	1
50,960	1
52,500	1
53,000	1
57,950	1
80,000	1
109,250	1
120,000	1
249,260	1
257,400	1
322,000	1
384,000	1
450,350	1
780,000	1
798,100	1
840,000	1
910,000	1
1,026,000	1
1,600,000	1
2,009,052	1
3,000,000	1
3,175,000	1
3,500,000	1
6,630,000	1
8,000,000	1
12,120,000	1
42,052,000	1
65,000,000	2
75,000,000	1
80,000,000	1
100,000,000	1
112,000,000	1
135,000,000	1
145,000,000	1
252,680,000	1
280,000,000	1
332,000,000	1
400,000,000	1
660,000,000	1
721,500,000	1
1,412,100,000	1
1,903,000,000	1
Grand Total	62

Q4 Total Pieces of Mail	Frequency
0	1
6	1
233	1
500	1
800	1
1,300	1
1,663	1
2,000	1
3,000	2
13,000	1
15,000	2
23,120	1
25,000	1
26,100	1
30,000	1
32,000	1
33,403	1
42,500	1
43,012	1
45,600	1
50,490	1
53,000	1
80,000	1
99,000	1
100,000	1
109,250	1
249,260	1
260,000	1
350,000	1
450,350	1
650,100	1
800,000	1
905,000	1
910,000	1
1,128,600	1
1,800,000	1
2,014,200	1
2,875,000	1
3,100,000	1
3,500,000	1
3,800,000	1
6,120,000	1
12,120,000	1
20,852,000	1
62,000,000	1
65,000,000	1
70,000,000	1
72,000,000	1
100,000,000	1
150,000,000	1
175,000,000	1
192,000,000	1
248,900,000	1
285,680,000	1
332,000,000	1
400,000,000	1
650,000,000	1
721,500,000	1
1,903,000,000	1
2,012,100,000	1
Grand Total	62

Q7 Total Pieces of Mail	Frequency
0	2
6	1
213	1
500	1
700	1
1,300	1
1,639	1
2,000	1
3,000	2
13,000	1
15,000	1
22,100	1
23,120	1
25,000	1
30,000	1
32,000	1
33,403	1
42,500	1
43,012	1
45,600	1
50,490	1
53,000	1
80,000	1
99,000	1
100,000	1
109,250	1
249,260	1
260,000	1
350,000	1
450,350	1
650,100	1
800,000	1
905,000	1
910,000	1
1,128,600	1
1,800,000	1
2,014,200	1
2,875,000	1
2,935,000	1
3,500,000	1
3,800,000	1
6,120,000	1
12,119,000	1
20,852,000	1
60,000,000	1
62,000,000	1
65,000,000	1
70,000,000	1
100,000,000	1
150,000,000	1
162,000,000	1
175,000,000	1
248,900,000	1
285,680,000	1
332,000,000	1
400,000,000	1
650,000,000	1
721,500,000	1
1,812,100,000	1
1,903,000,000	1
Grand Total	62



Q1 Total Pieces of Mail	Frequency
1	1
6	1
8	1
30	1
40	1
45	1
50	3
60	1
100	7
150	1
200	4
250	1
300	2
360	1
400	3
450	2
460	1
500	12
540	1
600	10
700	3
900	1
950	1
1,000	13
1,200	8
1,485	2
1,500	7
1,800	3
2,000	12
2,400	4
2,500	7
3,000	14
3,600	1
3,880	1
4,000	8
4,500	1
4,800	2
5,000	18
5,200	2
5,400	1
6,000	5
6,200	1
7,000	2
7,200	1
7,500	3
8,000	3
8,500	1
9,000	5
9,600	2
10,000	22
10,400	1
11,000	2
12,000	15
13,000	3
14,000	1

Q4 Total Pieces of Mail	Frequency
Don't Know	2
5	1
8	1
40	1
45	1
50	2
60	2
75	1
100	10
150	1
200	4
250	1
300	4
360	1
400	6
450	1
460	1
500	4
540	1
550	1
575	1
600	6
650	1
700	1
900	1
950	1
1,000	15
1,200	8
1,300	1
1,485	2
1,500	8
1,800	2
2,000	15
2,200	1
2,400	4
2,500	6
2,600	1
2,800	1
3,000	10
3,200	1
3,500	2
3,600	1
3,880	1
4,000	7
4,500	2
4,800	1
5,000	16
5,200	1
5,400	1
6,000	3
6,200	1
6,500	1
7,000	5
7,200	1
7,500	4

Q7 Total Pieces of Mail	Frequency
Don't Know	5
5	1
8	1
15	1
40	1
45	1
50	2
60	2
70	1
75	1
100	8
150	1
200	4
250	1
300	3
350	1
400	6
450	1
460	1
500	3
540	1
550	1
575	1
600	6
650	1
700	1
900	1
950	1
1,000	16
1,200	8
1,300	1
1,485	2
1,500	9
1,600	1
1,800	2
2,000	14
2,200	1
2,400	4
2,500	7
2,600	1
2,800	1
3,000	10
3,500	2
3,600	1
4,000	8
4,500	3
4,800	1
5,000	16
5,200	1
5,400	1
6,000	3
6,200	1
6,500	1
7,000	4
7,200	1

Q1 Total Pieces of Mail	Frequency
15,000	4
16,000	2
16,250	1
17,000	1
18,000	1
19,600	1
20,000	19
21,000	1
22,000	2
22,500	1
24,000	1
24,750	1
25,000	5
28,000	1
28,500	1
29,700	1
30,000	4
31,000	1
35,000	1
36,000	5
36,400	1
39,200	1
40,000	9
42,000	1
45,000	4
48,000	3
48,500	1
50,000	20
52,000	1
60,000	10
65,000	2
70,000	1
72,000	3
75,000	5
79,200	1
80,000	6
84,000	1
88,000	1
90,000	5
95,000	1
96,000	1
99,000	1
100,000	41
110,000	2
120,000	9
125,000	1
126,000	1
130,000	1
132,000	1
140,000	1
140,024	1
150,000	5
160,000	1
168,000	1
170,000	1

Q3 Total Pieces of Mail	Frequency
7,600	1
8,000	5
9,000	4
9,600	1
10,000	22
11,000	5
12,000	11
13,000	4
13,500	1
14,000	1
15,000	4
16,000	1
16,250	1
18,000	3
19,000	1
19,600	1
20,000	17
21,000	1
22,000	2
24,300	1
25,000	7
27,000	1
28,000	1
28,500	1
29,400	1
30,000	7
35,000	4
36,000	3
38,000	1
39,200	1
40,000	4
42,000	1
44,000	1
45,000	2
47,000	1
48,000	3
48,500	1
50,000	20
51,000	1
53,000	1
55,000	1
60,000	11
65,000	3
70,000	5
72,000	2
75,000	3
79,200	1
80,000	7
85,000	1
90,000	4
93,000	1
96,000	1
99,000	1
100,000	26
108,000	1

Q7 Total Pieces of Mail	Frequency
7,500	4
7,600	1
8,000	5
9,000	4
9,600	1
10,000	23
11,000	5
12,000	11
13,000	4
13,500	1
14,000	1
15,000	4
16,000	1
16,250	1
18,000	3
19,000	1
19,600	1
20,000	17
21,000	1
22,000	2
24,300	1
25,000	7
27,000	1
28,000	1
28,500	1
29,400	1
30,000	7
35,000	4
36,000	3
38,000	1
39,200	1
40,000	6
42,000	1
44,000	1
45,000	1
47,000	1
48,000	3
48,500	1
50,000	22
51,000	1
53,000	1
55,000	1
60,000	9
65,000	3
70,000	4
72,000	2
74,000	1
75,000	3
79,200	1
80,000	8
85,000	1
90,000	4
93,000	1
96,000	1
99,000	2

Q1 Total Pieces of Mail	Frequency
180,000	8
193,000	1
200,000	14
211,000	1
216,000	1
222,000	1
228,000	1
230,000	1
240,000	4
250,000	12
255,000	1
264,000	1
300,000	13
310,000	1
312,000	1
320,000	1
336,000	1
350,000	1
360,000	4
400,000	11
416,000	1
442,000	1
450,000	2
480,000	1
500,000	24
511,000	1
520,000	2
527,000	1
576,000	1
600,000	7
608,000	1
643,000	1
660,000	2
676,000	1
686,000	1
700,000	3
720,000	1
727,500	1
744,000	1
750,000	4
780,000	1
796,000	1
800,000	3
832,000	1
900,000	1
999,000	1
1,000,000	16
1,100,000	1
1,200,000	8
1,300,000	1
1,400,000	3
1,500,000	9
1,700,000	1
1,800,000	1
1,980,000	1

Q4 Total Pieces of Mail	Frequency
110,000	4
115,000	1
120,000	13
124,000	1
125,000	2
140,000	2
140,024	1
150,000	9
160,000	1
170,000	1
171,000	1
175,000	2
180,000	7
189,000	1
193,000	1
200,000	16
210,000	3
215,000	1
216,000	1
221,000	1
225,000	2
230,000	2
233,000	1
240,000	4
245,000	1
250,000	9
300,000	7
310,000	1
312,000	1
325,000	1
330,000	1
350,000	2
360,000	3
380,000	1
400,000	11
420,000	1
425,000	1
435,000	1
442,000	1
450,000	1
475,000	1
480,000	1
500,000	16
511,000	1
530,400	1
540,000	1
550,000	3
576,000	1
600,000	7
630,000	1
640,000	1
643,000	1
660,000	1
675,000	1
700,000	3

Q7 Total Pieces of Mail	Frequency
100,000	23
110,000	4
114,000	1
115,000	1
120,000	11
124,000	1
125,000	2
140,000	2
140,024	1
150,000	9
160,000	2
171,000	1
175,000	2
180,000	7
189,000	1
190,000	1
193,000	1
200,000	15
210,000	3
215,000	1
216,000	1
221,000	1
225,000	2
230,000	2
233,000	1
240,000	3
245,000	1
250,000	10
289,000	1
300,000	8
310,000	1
325,000	1
330,000	2
350,000	1
360,000	3
380,000	1
400,000	11
420,000	1
425,000	1
435,000	1
442,000	1
450,000	2
475,000	1
480,000	1
500,000	16
511,000	1
530,400	1
540,000	1
550,000	3
576,000	1
600,000	7
630,000	1
640,000	1
643,000	1
665,000	1

Q1 Total Pieces of Mail	Frequency
2,000,000	12
2,100,000	1
2,200,000	1
2,400,000	1
2,500,000	2
2,600,000	2
3,000,000	10
3,500,000	1
4,000,000	5
4,500,000	2
5,000,000	2
6,000,000	2
7,200,000	1
8,000,000	1
9,000,000	1
10,000,000	2
10,400,000	1
12,000,000	3
13,000,000	1
16,000,000	2
20,000,000	3
22,000,000	1
30,000,000	1
40,000,000	1
42,000,000	1
50,000,000	1
52,000,000	1
400,000,000	1
500,000,000	1
Grand Total	679

Q4 Total Pieces of Mail	Frequency
720,000	1
735,000	1
737,000	1
744,000	1
750,000	4
780,000	1
800,000	5
832,000	1
850,000	1
880,000	1
980,000	1
999,000	1
1,000,000	17
1,100,000	1
1,200,000	9
1,300,000	1
1,400,000	4
1,500,000	10
1,700,000	2
2,000,000	10
2,200,000	1
2,500,000	1
2,600,000	2
2,800,000	1
3,000,000	11
3,500,000	2
4,000,000	3
4,100,000	1
4,500,000	2
4,800,000	1
5,000,000	2
6,000,000	2
7,200,000	1
9,000,000	2
10,000,000	4
12,000,000	2
13,000,000	1
20,000,000	2
22,000,000	1
30,000,000	2
35,000,000	1
37,000,000	1
44,000,000	1
52,000,000	1
300,000,000	1
Grand Total	679

Q7 Total Pieces of Mail	Frequency
675,000	1
700,000	3
720,000	1
735,000	1
737,000	1
748,000	1
750,000	3
780,000	1
800,000	6
850,000	1
880,000	1
980,000	1
999,000	1
1,000,000	18
1,100,000	1
1,200,000	9
1,300,000	1
1,400,000	4
1,500,000	9
1,700,000	2
2,000,000	9
2,300,000	1
2,500,000	1
2,600,000	2
2,800,000	1
3,000,000	11
3,500,000	1
4,000,000	3
4,100,000	1
4,500,000	2
4,800,000	1
5,000,000	2
6,000,000	2
6,500,000	1
9,000,000	3
10,000,000	3
12,000,000	1
13,000,000	1
20,000,000	2
22,000,000	1
30,000,000	2
32,000,000	1
35,000,000	1
37,000,000	1
44,000,000	1
300,000,000	1
Grand Total	679

Q1 Total Pieces of Mail	Frequency
0	3
2	1
3	1
4	1
6	2
10	1
12	2
31	1
50	1
51	1
60	1
61	1
91	1
100	3
105	1
125	1
143	1
145	1
150	2
168	1
172	1
172	1
200	3
202	1
234	1
260	1
264	1
270	1
300	3
320	1
350	2
358	1
395	2
400	5
420	1
432	1
450	1
468	1
475	1
500	8
510	1
512	1
525	1
550	1
586	1
600	3
625	1
650	1
667	1
700	5
720	1
750	3
765	1
780	1
840	2
900	1
950	2
990	1

Q4 Total Pieces of Mail	Frequency
Don't Know	2
0	2
2	2
3	1
4	1
6	1
12	2
14	1
20	1
31	1
50	1
60	1
71	1
100	1
140	1
143	1
145	1
150	3
152	1
172	1
200	4
246	1
260	1
264	1
270	1
300	3
301	1
350	1
365	1
395	1
400	5
410	1
450	3
468	1
475	1
500	7
510	1
512	1
525	1
550	2
580	1
586	1
600	1
630	1
650	2
667	1
692	1
700	4
720	1
750	2
840	2
900	2
940	1
950	1
990	1
1,000	8
1,030	1
1,062	1

Q7 Total Pieces of Mail	Frequency
Don't Know	4
0	3
2	2
3	2
6	1
9	2
12	2
14	1
20	1
25	1
30	1
31	1
50	2
60	1
71	1
100	2
105	1
140	1
143	1
150	2
152	1
172	1
200	4
246	1
260	1
264	1
270	1
300	3
301	1
337	1
350	1
365	1
395	1
400	6
410	1
450	5
468	1
475	1
500	5
510	1
525	1
535	1
542	1
550	1
580	1
586	1
600	1
630	1
650	2
700	4
720	1
750	2
800	1
805	1
840	2
900	2
940	1
950	1

Q1 Total Pieces of Mail	Frequency
1,000	6
1,010	1
1,012	1
1,030	1
1,082	1
1,100	1
1,150	1
1,155	1
1,200	9
1,210	1
1,230	1
1,250	2
1,300	3
1,325	1
1,375	1
1,400	4
1,412	1
1,422	1
1,460	1
1,500	5
1,506	1
1,537	1
1,554	1
1,600	3
1,630	1
1,670	1
1,673	1
1,685	1
1,700	3
1,730	1
1,800	1
1,872	1
1,900	2
1,915	1
1,950	1
1,960	1
1,968	1
2,000	7
2,015	1
2,070	1
2,100	2
2,115	1
2,200	3
2,205	1
2,210	1
2,230	1
2,305	1
2,310	1
2,400	4
2,500	8
2,545	1
2,550	1
2,600	1
2,604	1
2,650	1
2,680	1
2,700	2
2,710	1

Q6 Total Pieces of Mail	Frequency
1,130	1
1,139	1
1,150	1
1,155	1
1,170	1
1,200	8
1,205	1
1,210	1
1,230	1
1,300	2
1,355	1
1,375	1
1,400	1
1,410	1
1,460	1
1,492	1
1,500	6
1,525	1
1,555	1
1,556	1
1,600	3
1,624	1
1,625	1
1,630	1
1,670	1
1,730	1
1,786	1
1,800	1
1,840	1
1,900	1
1,950	1
1,960	1
2,000	7
2,006	1
2,020	1
2,065	1
2,066	1
2,070	1
2,100	2
2,150	1
2,200	2
2,210	1
2,250	2
2,375	1
2,396	1
2,400	7
2,405	1
2,500	7
2,550	1
2,554	1
2,595	1
2,610	1
2,650	1
2,680	1
2,684	1
2,700	3
2,701	1
2,705	1

Q7 Total Pieces of Mail	Frequency
990	1
1,000	7
1,030	1
1,050	1
1,062	1
1,130	1
1,139	1
1,155	1
1,170	1
1,200	8
1,210	1
1,230	1
1,250	1
1,300	2
1,355	1
1,375	1
1,400	1
1,410	1
1,460	1
1,500	5
1,525	1
1,556	1
1,570	1
1,600	3
1,624	1
1,625	1
1,630	1
1,670	1
1,730	1
1,786	1
1,800	1
1,840	1
1,900	1
1,950	1
1,960	1
2,000	7
2,006	1
2,020	1
2,070	1
2,100	2
2,125	1
2,200	3
2,210	1
2,250	2
2,310	1
2,375	1
2,396	1
2,400	7
2,500	6
2,550	1
2,554	1
2,595	1
2,610	1
2,650	1
2,680	1
2,684	1
2,700	3
2,705	1

Q1 Total Pieces of Mail	Frequency
2,720	1
2,750	2
2,765	1
2,800	1
2,801	1
2,803	1
2,806	1
2,850	1
2,860	1
2,900	2
2,951	1
3,000	7
3,008	1
3,012	1
3,030	1
3,075	1
3,099	1
3,100	1
3,125	1
3,150	1
3,155	1
3,203	1
3,250	1
3,300	1
3,320	1
3,362	1
3,380	1
3,400	1
3,415	1
3,465	1
3,468	1
3,500	1
3,520	1
3,550	1
3,560	1
3,600	3
3,656	1
3,688	1
3,690	1
3,725	1
3,744	1
3,775	1
3,800	1
3,810	1
4,000	7
4,060	1
4,080	1
4,085	1
4,100	1
4,120	1
4,200	2
4,210	1
4,325	1
4,329	1
4,350	1
4,405	1
4,447	1
4,450	2

Q4 Total Pieces of Mail	Frequency
2,710	1
2,720	1
2,737	1
2,750	1
2,765	1
2,800	1
2,803	1
2,806	1
2,840	1
2,900	1
3,000	10
3,003	1
3,008	1
3,012	1
3,030	2
3,100	2
3,150	1
3,200	1
3,320	1
3,360	1
3,362	1
3,400	1
3,415	1
3,450	1
3,460	1
3,500	2
3,505	1
3,520	1
3,600	5
3,658	1
3,668	1
3,690	1
3,703	1
3,725	1
3,740	1
3,744	1
3,750	1
3,775	1
3,810	1
3,920	1
3,940	1
4,000	4
4,056	1
4,080	1
4,085	1
4,100	1
4,200	2
4,226	1
4,329	1
4,420	1
4,431	1
4,447	1
4,450	1
4,455	1
4,500	1
4,525	1
4,625	1
4,640	1

Q7 Total Pieces of Mail	Frequency
2,710	1
2,720	1
2,750	1
2,765	1
2,800	1
2,803	1
2,806	1
2,840	1
2,900	1
3,000	10
3,003	1
3,008	1
3,009	1
3,012	1
3,030	2
3,100	2
3,150	1
3,200	1
3,320	1
3,360	1
3,362	1
3,400	1
3,415	1
3,450	1
3,460	1
3,500	2
3,520	1
3,600	5
3,658	1
3,668	1
3,690	1
3,703	1
3,725	1
3,740	1
3,744	1
3,750	1
3,775	1
3,810	1
3,920	2
3,975	1
4,000	5
4,056	1
4,080	1
4,085	1
4,100	1
4,200	2
4,226	1
4,329	1
4,365	1
4,420	1
4,431	1
4,447	1
4,450	1
4,455	1
4,500	2
4,525	1
4,565	1
4,600	1

Q1 Total Pieces of Mail	Frequency
4,456	1
4,500	2
4,519	1
4,574	1
4,600	3
4,650	1
4,700	1
4,750	1
4,752	1
4,800	2
4,900	1
4,950	1
5,000	13
5,005	2
5,012	1
5,025	1
5,050	1
5,100	2
5,112	1
5,148	1
5,200	1
5,215	1
5,275	1
5,300	1
5,400	1
5,460	1
5,475	1
5,525	1
5,575	1
5,600	2
5,625	1
5,690	1
5,700	1
5,840	1
5,915	1
6,000	9
6,005	1
6,020	1
6,130	1
6,135	1
6,154	1
6,168	1
6,175	1
6,202	1
6,220	1
6,255	1
6,260	1
6,300	1
6,315	1
6,450	1
6,500	1
6,510	1
6,604	1
6,608	1
6,651	1
6,730	1
7,000	5
7,100	1

Q4 Total Pieces of Mail	Frequency
4,660	1
4,700	1
4,750	1
4,752	1
4,800	2
4,950	1
5,000	14
5,040	1
5,050	1
5,100	1
5,112	1
5,180	1
5,200	3
5,215	1
5,300	1
5,350	1
5,400	2
5,475	1
5,500	1
5,525	1
5,600	2
5,625	1
5,690	1
5,700	1
5,770	1
5,800	1
5,900	1
5,930	1
6,000	9
6,004	1
6,005	1
6,020	2
6,100	1
6,130	1
6,170	1
6,200	1
6,204	1
6,220	1
6,260	1
6,315	1
6,335	1
6,510	1
6,532	1
6,608	1
6,615	1
6,651	1
6,730	2
6,800	1
6,975	1
7,000	6
7,041	1
7,100	1
7,160	1
7,200	4
7,600	1
7,604	1
7,702	1
7,800	1

Q7 Total Pieces of Mail	Frequency
4,625	1
4,640	1
4,660	1
4,700	1
4,750	1
4,752	1
4,800	2
4,950	1
5,000	14
5,040	1
5,050	1
5,100	1
5,112	1
5,180	1
5,200	2
5,215	1
5,300	1
5,350	1
5,400	2
5,475	1
5,500	2
5,525	1
5,600	2
5,625	1
5,700	1
5,770	1
5,800	1
5,850	1
5,900	1
5,930	1
6,000	9
6,004	1
6,005	1
6,020	2
6,100	1
6,125	1
6,130	1
6,170	1
6,200	1
6,204	1
6,220	1
6,260	1
6,315	1
6,335	1
6,510	1
6,532	1
6,608	1
6,615	1
6,651	1
6,730	2
6,975	1
7,000	6
7,040	1
7,041	1
7,100	1
7,200	2
7,600	1
7,604	1

Q1 Total Pieces of Mail	Frequency
7,140	1
7,160	1
7,200	3
7,300	1
7,350	1
7,400	1
7,450	1
7,500	1
7,510	1
7,520	1
7,600	2
7,780	1
7,800	1
7,805	1
8,000	5
8,050	2
8,130	1
8,232	1
8,240	1
8,400	1
8,650	1
8,700	1
8,800	1
8,920	1
8,955	1
9,000	3
9,020	1
9,100	1
9,500	1
9,518	1
9,700	3
9,970	1
10,000	12
10,050	1
10,080	1
10,100	1
10,105	1
10,136	1
10,200	1
10,325	1
10,500	1
10,680	1
10,722	1
10,750	1
10,800	1
10,815	1
11,000	3
11,025	1
11,050	3
11,100	1
11,220	1
11,280	1
11,309	1
11,400	2
11,510	1
11,545	1
11,600	1
11,800	1

Q4 Total Pieces of Mail	Frequency
7,940	1
8,000	6
8,050	1
8,240	1
8,400	1
8,500	1
8,525	1
8,650	1
8,700	1
8,730	1
8,800	1
8,920	1
8,950	1
8,955	1
9,000	2
9,005	1
9,420	1
9,500	1
9,518	1
9,600	2
9,700	2
9,950	1
10,000	9
10,021	1
10,050	2
10,080	1
10,100	1
10,105	1
10,200	1
10,325	1
10,400	1
10,425	1
10,450	2
10,460	1
10,500	1
10,722	1
10,750	1
10,815	1
10,910	1
11,000	5
11,025	1
11,050	2
11,100	2
11,280	1
11,400	1
11,462	1
11,500	1
11,510	1
11,600	1
12,000	9
12,025	1
12,075	1
12,200	1
12,500	1
12,510	1
12,520	1
12,530	1
12,641	1

Q7 Total Pieces of Mail	Frequency
7,700	1
7,780	1
7,800	1
7,940	1
7,950	1
8,000	6
8,050	1
8,235	1
8,400	1
8,500	1
8,525	1
8,650	1
8,700	1
8,800	1
8,920	1
8,950	1
8,955	1
9,000	2
9,005	1
9,100	1
9,420	1
9,500	1
9,518	1
9,600	2
9,700	1
9,800	1
9,950	1
10,000	9
10,021	1
10,050	2
10,080	1
10,105	1
10,200	1
10,325	1
10,400	1
10,425	1
10,450	2
10,460	1
10,500	1
10,722	1
10,815	1
10,910	1
11,000	5
11,025	1
11,050	1
11,100	2
11,280	1
11,400	2
11,462	1
11,500	1
11,510	1
11,545	1
11,570	1
12,000	10
12,025	1
12,075	1
12,200	1
12,500	1

Q1 Total Pieces of Mail	Frequency
12,000	10
12,025	1
12,050	1
12,200	1
12,250	1
12,310	1
12,520	1
12,530	1
12,625	1
12,641	1
12,662	1
12,700	1
12,750	1
12,800	1
12,820	1
13,000	4
13,070	1
13,100	1
13,200	1
13,320	2
13,536	1
13,600	1
13,610	1
13,800	1
13,860	1
14,000	2
14,250	1
14,285	1
14,500	2
14,780	1
15,000	7
15,025	1
15,120	1
15,460	1
15,508	1
15,800	1
16,020	1
16,025	2
16,180	1
16,380	1
16,650	1
16,820	1
16,900	1
17,000	1
17,205	1
17,280	1
17,350	1
17,450	1
17,630	1
18,000	2
18,032	1
18,300	1
19,000	3
19,250	1
19,845	1
20,000	6
20,200	1
20,214	1

Q4 Total Pieces of Mail	Frequency
12,662	1
12,700	1
12,820	1
13,000	2
13,080	1
13,200	1
13,300	1
13,320	1
13,395	1
13,500	1
13,670	1
13,700	1
13,800	2
13,900	1
14,000	3
14,100	1
14,225	1
14,285	1
14,400	1
14,500	1
14,660	1
14,780	1
15,000	10
15,120	1
15,300	1
15,460	1
15,520	1
15,850	1
16,000	1
16,020	1
16,025	1
16,080	1
17,000	2
17,205	1
17,280	1
17,350	1
17,450	1
17,530	1
17,600	1
17,630	1
18,000	2
18,025	1
18,200	1
18,300	2
18,302	1
18,500	1
18,560	1
18,660	1
19,000	1
19,150	1
19,238	1
20,000	6
20,244	1
20,300	1
20,520	1
20,700	1
20,900	1
21,000	2

Q7 Total Pieces of Mail	Frequency
12,510	1
12,520	1
12,530	1
12,641	1
12,662	1
12,820	1
12,935	1
13,000	3
13,080	1
13,200	1
13,300	1
13,320	1
13,395	1
13,500	1
13,670	1
13,700	1
13,800	2
13,900	1
14,000	3
14,100	1
14,215	1
14,285	1
14,400	1
14,500	1
14,660	1
14,780	1
15,000	9
15,081	1
15,120	1
15,300	1
15,460	1
15,520	1
15,850	1
16,000	1
16,020	1
16,180	1
17,000	3
17,205	1
17,280	1
17,350	1
17,450	1
17,530	1
17,630	1
18,000	2
18,025	1
18,050	1
18,200	1
18,300	2
18,302	1
18,500	1
18,560	1
18,660	1
19,000	1
19,238	1
20,000	5
20,244	1
20,300	1
20,520	1

Q1 Total Pieces of Mail	Frequency
20,244	1
20,300	1
20,500	1
20,520	1
21,000	2
21,117	1
21,425	1
21,483	1
21,500	1
22,000	2
22,100	1
22,520	1
22,810	1
23,200	2
23,736	1
23,950	1
24,000	1
24,612	1
25,000	4
25,750	1
25,910	1
26,700	1
27,000	2
27,025	1
27,100	2
27,125	1
27,207	1
27,350	1
27,400	1
27,510	1
28,000	2
28,500	1
28,600	1
29,000	1
29,450	1
29,500	2
29,700	1
30,000	6
30,150	1
30,500	2
31,000	1
31,050	1
32,100	1
32,438	1
32,750	1
33,000	1
33,960	1
34,810	1
35,500	1
35,625	1
35,640	1
35,670	1
36,000	3
38,500	1
38,510	1
40,000	2
40,010	1
40,700	1

Q4 Total Pieces of Mail	Frequency
21,250	1
21,400	1
21,425	1
21,525	1
21,900	1
22,000	1
22,620	1
23,200	1
23,500	1
23,736	1
23,850	1
24,000	3
24,235	1
24,512	1
24,812	1
24,948	1
25,000	6
25,405	1
25,500	1
25,750	1
26,200	1
26,215	1
27,000	2
27,025	1
27,200	1
27,350	1
27,500	2
28,050	1
28,550	1
28,900	1
29,000	2
29,500	1
29,700	1
30,000	2
30,500	1
30,550	1
30,700	1
30,800	1
31,464	1
32,615	1
33,000	1
33,150	1
34,675	1
34,810	1
35,000	2
35,225	1
35,240	1
35,425	1
35,640	1
36,000	3
36,030	1
36,500	1
37,700	1
38,025	1
38,510	1
39,250	1
39,500	1
40,000	1

Q7 Total Pieces of Mail	Frequency
20,660	1
20,700	2
20,900	1
21,000	2
21,250	1
21,400	1
21,425	1
21,525	1
21,900	1
22,000	1
22,620	1
23,200	1
23,736	1
23,850	1
24,000	3
24,512	1
24,812	1
24,948	1
25,000	6
25,405	1
25,500	1
25,750	1
25,800	1
26,200	1
26,215	1
27,000	2
27,025	1
27,200	1
27,500	1
27,750	1
28,050	1
28,400	1
28,900	1
29,500	1
30,000	1
30,500	1
30,550	1
30,700	1
30,800	1
31,500	1
32,000	1
32,458	1
32,615	1
33,150	1
33,230	1
34,675	1
34,810	1
35,000	2
35,225	1
35,425	1
35,640	1
36,000	3
36,030	1
36,500	1
37,700	1
38,025	1
38,510	1
39,250	1

Q1 Total Pieces of Mail	Frequency
41,016	1
41,250	1
42,000	1
42,098	1
42,700	1
43,200	1
43,700	1
44,020	1
44,200	1
44,630	1
45,000	2
45,180	1
46,000	1
47,000	1
47,975	1
50,000	6
50,012	2
51,000	1
52,000	2
52,405	1
53,000	4
53,020	1
54,000	1
54,923	1
55,000	1
55,875	1
57,010	1
57,300	1
57,420	1
58,029	1
58,300	1
59,500	1
60,000	3
60,050	1
60,300	1
61,500	1
64,524	1
66,074	1
66,500	2
67,309	1
67,770	1
68,200	1
68,400	1
69,200	1
69,700	1
70,040	1
70,050	1
70,860	1
70,900	1
74,110	1
74,300	1
76,312	1
76,500	2
76,700	1
78,000	2
79,450	1
80,000	2
81,000	1

Q4 Total Pieces of Mail	Frequency
40,800	1
41,016	1
42,000	2
42,810	1
43,010	1
43,200	1
44,029	1
44,536	1
45,000	2
45,700	1
46,500	1
46,900	1
48,632	1
49,150	1
50,000	5
50,012	1
50,015	1
50,500	1
51,250	1
51,560	1
52,000	2
52,300	1
52,450	1
53,000	4
53,450	1
54,000	1
55,000	1
57,020	1
57,420	1
57,974	1
58,300	1
59,500	1
60,300	1
61,000	1
61,500	1
61,875	1
62,009	1
63,115	1
64,000	1
64,512	1
65,030	1
65,400	1
66,760	1
68,200	1
69,200	1
69,700	1
70,040	1
70,050	1
70,860	1
70,900	1
71,052	1
72,400	1
73,600	1
74,115	1
74,500	1
74,570	1
75,300	2
76,312	1

Q7 Total Pieces of Mail	Frequency
39,500	1
40,000	1
40,800	1
41,016	1
42,000	2
42,810	1
43,010	1
43,200	1
44,029	1
44,536	1
45,000	1
45,700	1
46,500	1
48,632	1
48,700	1
49,150	1
50,000	5
50,012	1
50,015	1
50,500	1
51,250	1
51,560	1
52,000	2
52,450	1
53,000	4
53,450	1
54,000	1
54,923	1
55,000	1
57,020	1
57,420	1
58,300	1
59,500	1
60,300	1
61,000	1
61,500	1
61,875	1
62,009	1
63,115	1
64,000	1
64,512	1
65,030	1
65,400	1
66,760	1
68,200	1
69,200	1
69,700	1
70,040	1
70,050	1
70,775	1
70,860	1
70,900	1
71,052	1
72,400	1
73,600	1
74,115	1
75,300	2
75,905	1

Q1 Total Pieces of Mail	Frequency
82,015	1
84,865	1
90,045	1
90,900	1
93,512	1
98,800	1
99,000	1
100,000	7
104,000	1
104,120	1
105,000	1
105,700	1
108,003	1
109,605	1
110,600	1
111,000	1
111,100	1
112,000	2
113,600	1
114,000	1
115,500	1
117,520	1
120,000	2
120,500	1
122,400	1
124,146	1
125,000	2
129,025	1
130,200	1
135,100	1
135,556	1
140,000	2
145,444	1
146,000	1
146,020	1
147,500	1
150,000	2
150,450	1
157,072	1
160,005	1
161,800	1
166,000	1
174,050	1
178,200	1
181,030	1
185,300	1
188,000	1
191,900	1
192,200	1
200,000	1
226,000	1
230,800	1
233,000	1
240,000	1
245,000	1
250,000	1
250,800	1
254,300	1

Q4 Total Pieces of Mail	Frequency
76,500	1
78,000	1
78,032	1
80,000	3
80,015	1
83,320	1
84,475	1
84,645	1
84,865	1
85,000	1
87,700	1
91,000	1
92,425	1
92,600	1
93,512	1
98,800	1
100,000	4
104,000	1
104,120	1
105,000	1
107,000	1
108,003	1
109,000	1
109,605	1
110,000	1
110,600	1
111,000	1
112,000	1
114,000	1
115,520	1
118,200	1
120,000	3
121,000	1
124,000	1
124,146	1
125,000	1
130,000	1
130,079	1
130,100	1
134,100	1
135,300	1
140,000	1
145,444	1
146,020	1
150,000	2
150,450	1
155,100	1
160,000	2
160,002	1
166,000	1
167,800	1
173,800	1
174,050	1
178,200	1
181,030	1
182,000	1
187,500	1
188,000	1

Q7 Total Pieces of Mail	Frequency
76,312	1
76,500	1
78,000	1
78,032	1
80,000	4
80,015	1
83,320	1
84,475	1
84,865	1
89,280	1
91,000	1
92,425	1
93,512	1
95,000	1
98,800	1
100,000	4
104,120	1
105,000	1
107,000	1
108,003	1
109,000	1
109,605	1
110,000	1
110,600	1
111,000	1
112,000	1
114,000	1
115,520	1
118,200	1
120,000	3
124,000	1
124,146	1
125,000	1
125,060	1
128,800	1
130,000	1
134,100	1
135,300	1
140,000	1
145,444	1
146,020	1
150,000	2
150,450	1
160,000	2
160,005	1
166,000	1
167,800	1
173,800	1
174,050	1
176,523	1
178,200	1
181,030	1
184,000	1
187,500	1
200,000	1
210,500	1
224,600	1
226,000	1

Q1 Total Pieces of Mail	Frequency
256,000	1
259,105	1
300,000	1
300,010	1
312,000	1
316,750	1
320,300	1
330,000	1
356,650	1
360,000	1
386,400	1
411,000	1
427,000	1
440,000	1
466,400	1
470,000	1
495,500	1
520,000	1
550,000	1
600,000	3
606,500	1
630,000	1
700,000	1
800,100	1
900,000	1
902,500	1
1,000,000	1
1,004,025	1
1,100,880	1
2,000,000	1
2,000,400	1
2,150,000	1
3,122,000	1
3,391,200	1
3,535,920	1
7,722,000	1
10,090,372	1
Grand Total	797

Q4 Total Pieces of Mail	Frequency
200,000	2
206,600	1
226,000	1
233,000	1
240,000	1
245,000	1
250,000	1
256,000	1
259,105	1
263,150	1
267,800	1
295,010	1
300,000	1
310,000	1
340,510	1
350,000	2
354,200	1
354,460	1
360,000	1
372,500	1
376,000	1
380,020	1
406,150	1
440,000	1
466,400	1
468,000	1
480,000	1
492,000	1
500,000	2
520,000	1
588,000	1
600,000	2
606,500	1
635,000	1
682,006	1
700,000	2
708,800	1
760,500	1
768,000	1
800,100	1
902,500	1
1,000,000	1
1,112,000	1
2,000,000	1
2,000,400	1
2,150,000	1
3,100,000	1
3,535,650	1
7,722,000	1
12,010,069,372	1
Grand Total	797

Q7 Total Pieces of Mail	Frequency
233,000	1
240,000	1
245,000	1
250,000	1
256,000	1
259,105	1
263,150	1
267,800	1
295,010	1
300,000	1
310,000	1
312,000	1
322,800	1
340,510	1
350,000	2
354,200	1
360,000	1
371,000	1
372,500	1
373,000	1
400,000	1
406,150	1
440,000	1
460,000	1
480,000	1
492,000	1
500,000	2
520,000	1
588,000	1
600,000	2
606,500	1
635,000	1
682,006	1
700,000	1
760,500	1
768,000	1
800,100	1
902,500	1
1,000,000	1
1,112,000	1
2,000,000	1
2,000,400	1
2,150,000	1
3,100,000	1
3,535,650	1
7,722,000	1
10,042,300	1
600,080,100	1
12,010,069,372	1
Grand Total	797

Q1 Total Pieces of Mail	Frequency
1	5
2	11
3	11
4	8
5	1
5	4
6	6
7	5
8	2
9	4
10	8
11	2
12	1
12	11
13	4
14	4
15	9
16	3
18	4
20	9
21	1
22	3
23	3
24	6
25	10
26	4
27	1
28	2
29	2
30	11
32	5
33	2
35	2
36	2
37	3
38	2
39	2
40	4
41	1
42	2
44	2
45	6
46	2
48	2
49	3
50	11
52	5
53	1
54	1
55	4
56	2
58	1
59	1
60	14
61	1
62	2

Q4 Total Pieces of Mail	Frequency
Don't Know	4
0	1
1	6
2	10
3	9
4	7
5	6
6	6
7	9
8	3
9	3
10	9
12	1
12	13
13	2
14	4
15	4
16	3
17	1
18	5
20	10
21	1
22	1
23	3
24	5
25	11
26	2
29	2
30	7
32	2
34	1
35	2
36	4
37	5
38	1
39	1
40	4
41	1
44	1
45	5
47	1
48	5
49	3
50	17
51	1
52	4
53	2
54	1
55	1
57	1
60	12
61	1
63	5
64	1
65	2
66	3

Q7 Total Pieces of Mail	Frequency
Don't Know	9
0	16
1	7
2	10
3	8
4	8
5	5
6	7
7	7
8	2
9	3
10	12
12	1
12	12
13	5
14	5
15	3
16	3
18	6
20	12
21	1
22	2
23	2
24	7
25	11
26	1
29	1
30	8
32	3
34	1
35	4
36	6
37	4
38	1
39	1
40	4
43	2
44	1
45	4
46	1
47	2
48	4
49	4
50	19
51	2
52	3
53	2
54	2
55	3
56	1
57	1
60	10
63	1
64	1
65	2
66	3

Q1 Total Pieces of Mail	Frequency
63	3
64	1
65	6
66	1
69	1
70	5
71	1
72	3
73	1
74	1
75	6
76	2
77	1
80	1
81	2
82	1
84	2
86	1
90	3
92	2
93	1
94	1
96	4
97	2
100	17
101	1
104	1
105	2
106	1
107	1
108	1
110	3
112	1
114	1
115	2
116	1
117	1
120	5
123	2
126	1
128	1
130	2
131	1
135	3
140	1
142	1
143	1
143	1
144	2
145	2
150	7
152	1
155	3
156	1
159	1
160	6

Q4 Total Pieces of Mail	Frequency
68	3
69	1
70	4
71	2
72	1
74	2
75	2
78	1
79	1
80	4
80	1
84	1
85	2
86	1
88	1
90	4
91	1
93	1
95	2
96	2
99	1
100	17
101	2
102	1
104	1
105	4
106	1
108	2
110	8
112	1
115	1
116	1
120	8
125	4
126	1
127	1
128	1
130	3
133	1
135	1
140	1
142	1
143	1
145	2
147	1
150	7
155	3
156	2
157	2
160	8
163	1
164	1
165	1
170	2
172	2
173	1

Q7 Total Pieces of Mail	Frequency
68	3
69	1
70	4
71	1
72	1
73	1
74	1
74	1
75	2
78	1
79	1
80	6
85	2
86	1
87	1
90	4
92	1
93	1
95	2
96	3
100	19
101	2
102	2
104	1
105	3
106	1
108	2
110	9
112	2
115	1
117	1
120	5
125	4
126	1
128	1
130	2
135	1
140	2
142	1
143	1
145	3
147	1
150	11
155	2
156	2
157	2
160	7
164	1
169	1
170	1
172	2
175	1
180	2
189	1
192	2
195	1

Q1 Total Pieces of Mail	Frequency
163	1
165	4
167	1
170	1
173	2
175	1
176	1
178	1
180	3
185	1
190	1
192	1
193	1
194	1
200	15
202	1
203	1
204	1
208	1
210	3
212	2
214	1
219	1
220	1
223	1
225	3
226	1
227	1
230	3
231	1
235	3
236	1
239	1
240	4
246	1
250	8
253	1
253	1
255	2
256	1
260	2
262	1
264	1
270	4
274	1
274	1
275	3
280	4
288	1
290	1
295	1
299	1
300	10
303	2
305	1
310	2

Q4 Total Pieces of Mail	Frequency
180	2
185	2
190	1
192	1
200	20
201	1
202	1
204	1
205	1
206	1
210	5
213	1
214	1
218	1
220	2
221	1
222	1
225	3
226	1
230	2
231	1
232	1
235	3
236	1
240	3
244	1
245	1
246	2
250	7
255	1
260	2
264	1
265	2
268	2
270	2
274	1
275	4
280	2
281	1
282	1
285	1
290	1
295	1
298	1
300	9
302	1
310	2
312	1
314	1
315	1
325	3
330	2
334	2
335	3
336	1
337	1

Q7 Total Pieces of Mail	Frequency
200	13
201	1
202	2
205	3
206	1
210	7
213	1
214	1
217	1
218	1
220	2
221	1
222	1
225	3
226	1
230	2
231	1
232	1
235	6
236	1
240	5
242	1
245	1
246	2
250	4
255	2
260	1
264	1
265	1
268	3
270	1
271	1
274	1
275	2
282	1
285	1
290	1
295	1
298	1
300	8
302	1
310	2
312	1
318	1
320	1
325	2
330	2
334	2
335	3
336	1
337	1
340	1
345	1
349	1
350	8
353	1

Q1 Total Pieces of Mail	Frequency
316	2
317	1
320	2
325	1
335	2
336	1
340	2
344	1
345	2
349	1
350	8
357	1
360	6
366	1
372	1
375	2
378	1
380	2
384	1
385	1
387	1
390	1
399	1
400	6
401	1
403	1
405	2
406	1
408	1
410	1
420	2
425	1
435	1
448	1
450	3
451	1
452	1
455	2
460	1
465	1
470	1
480	3
500	7
502	1
503	1
505	3
510	2
515	1
520	2
525	2
530	1
535	1
550	4
552	1
555	1
556	2

Q4 Total Pieces of Mail	Frequency
345	1
349	1
350	5
353	1
355	1
357	1
360	4
363	1
372	1
375	1
380	4
385	1
387	1
390	2
391	1
395	1
400	7
403	1
405	1
410	1
412	1
415	1
420	2
422	1
425	2
450	4
460	2
470	2
472	1
480	1
481	1
482	1
500	8
502	1
505	2
510	1
520	2
523	1
525	2
530	2
535	1
536	1
550	5
560	3
563	1
574	1
580	1
597	1
600	10
605	1
610	3
611	1
612	1
620	4
630	3
645	1

Q7 Total Pieces of Mail	Frequency
355	1
357	1
360	5
370	2
372	1
375	1
380	1
390	2
395	1
400	8
405	1
410	1
412	1
415	1
420	2
422	1
425	1
430	1
450	5
451	1
460	2
470	1
475	2
482	1
485	1
500	6
502	1
505	1
510	2
520	2
525	2
530	2
535	2
536	1
540	1
550	4
560	2
563	1
574	1
580	1
600	10
603	1
605	1
610	3
611	1
612	1
620	5
630	2
634	1
636	1
645	1
650	3
651	1
672	1
675	1
678	2

Q1 Total Pieces of Mail	Frequency
560	2
565	2
574	1
580	1
585	1
600	9
601	1
610	4
611	1
620	4
624	1
630	1
650	2
652	1
654	1
660	1
662	1
662	1
670	1
672	1
675	1
678	2
700	5
703	1
705	1
715	1
735	1
745	1
750	2
755	1
765	1
775	1
776	1
800	5
810	2
820	1
822	1
830	1
831	1
837	1
845	2
850	3
860	1
867	1
900	4
901	1
905	1
910	1
911	1
912	1
930	1
935	1
940	1
950	3
954	1
960	3

Q4 Total Pieces of Mail	Frequency
650	3
651	1
656	1
672	1
674	1
675	2
678	2
680	1
700	4
702	1
704	1
710	2
720	2
724	1
725	1
745	1
755	1
760	2
765	2
775	1
782	1
795	1
800	5
801	1
805	1
820	1
822	1
830	1
835	1
837	1
845	1
850	3
860	3
875	1
900	6
905	1
910	1
930	1
950	1
960	1
970	1
975	1
985	1
990	1
995	1
1,000	7
1,001	1
1,003	2
1,006	1
1,010	1
1,012	1
1,020	1
1,025	2
1,040	2
1,045	1
1,050	2

Q7 Total Pieces of Mail	Frequency
680	2
700	5
704	1
710	2
720	2
724	1
725	1
745	1
750	1
760	2
765	2
775	1
782	1
795	1
800	5
801	1
805	2
820	1
822	1
825	1
830	1
835	1
837	1
845	1
850	4
860	3
875	2
900	6
910	1
930	1
950	1
960	1
970	1
985	1
990	1
1,000	6
1,001	1
1,003	1
1,006	1
1,010	1
1,012	1
1,025	1
1,029	1
1,040	1
1,045	2
1,050	2
1,054	1
1,060	1
1,065	1
1,068	1
1,088	1
1,100	4
1,101	2
1,115	1
1,140	1
1,154	1

01 Total Pieces of Mail	Frequency
970	1
972	1
985	1
990	1
992	1
999	1
1,000	3
1,001	2
1,003	1
1,004	1
1,005	1
1,020	1
1,025	1
1,030	1
1,040	1
1,045	1
1,050	1
1,054	1
1,060	1
1,068	1
1,080	1
1,085	1
1,090	1
1,093	1
1,100	3
1,101	1
1,112	1
1,120	1
1,127	1
1,135	1
1,150	4
1,160	2
1,167	1
1,200	3
1,204	1
1,206	1
1,212	1
1,215	1
1,225	1
1,230	1
1,239	1
1,242	1
1,275	1
1,280	2
1,284	1
1,300	2
1,310	1
1,312	1
1,315	1
1,320	1
1,345	1
1,349	1
1,387	1
1,400	5
1,406	1
1,415	1

04 Total Pieces of Mail	Frequency
1,060	1
1,065	1
1,068	1
1,080	1
1,088	1
1,100	5
1,101	2
1,150	1
1,154	1
1,158	1
1,160	2
1,195	1
1,200	3
1,212	1
1,230	1
1,235	1
1,239	1
1,240	2
1,250	1
1,265	1
1,275	2
1,280	1
1,300	4
1,302	1
1,310	1
1,327	1
1,335	1
1,339	1
1,345	1
1,360	1
1,365	1
1,387	1
1,394	1
1,399	1
1,400	5
1,415	1
1,440	1
1,465	1
1,469	1
1,494	1
1,499	1
1,500	2
1,525	2
1,550	2
1,572	1
1,575	1
1,600	5
1,604	1
1,610	1
1,625	1
1,635	1
1,639	1
1,650	1
1,700	2
1,740	1
1,750	1

07 Total Pieces of Mail	Frequency
1,160	2
1,167	1
1,185	1
1,200	3
1,212	1
1,215	2
1,230	2
1,235	1
1,239	1
1,240	3
1,250	1
1,265	2
1,275	3
1,280	1
1,300	4
1,310	1
1,324	1
1,325	1
1,327	1
1,335	1
1,339	1
1,345	1
1,350	1
1,360	1
1,365	1
1,394	1
1,399	1
1,400	4
1,438	1
1,450	1
1,469	1
1,494	1
1,499	1
1,500	4
1,525	1
1,550	2
1,572	1
1,575	1
1,600	3
1,604	1
1,639	1
1,643	1
1,700	2
1,730	1
1,750	1
1,800	2
1,870	1
1,900	1
1,915	1
1,950	2
1,998	1
2,000	8
2,020	1
2,024	1
2,030	2
2,062	1

Q1 Total Pieces of Mail	Frequency
1,420	1
1,440	1
1,444	1
1,495	1
1,500	2
1,513	1
1,525	1
1,527	1
1,550	1
1,575	1
1,599	1
1,600	4
1,635	1
1,639	1
1,660	2
1,700	1
1,710	1
1,718	1
1,720	1
1,755	1
1,760	1
1,780	1
1,800	3
1,841	1
1,850	2
1,870	1
1,900	2
1,950	1
1,998	1
2,000	4
2,001	1
2,004	1
2,009	1
2,010	1
2,020	1
2,024	1
2,040	1
2,048	1
2,084	1
2,100	4
2,103	1
2,105	2
2,106	1
2,150	1
2,200	2
2,300	1
2,301	1
2,304	1
2,419	1
2,450	1
2,500	2
2,511	1
2,540	1
2,570	1
2,580	1
2,600	1

Q4 Total Pieces of Mail	Frequency
1,765	1
1,800	2
1,818	1
1,841	1
1,850	1
1,870	1
1,950	1
1,959	1
1,998	1
2,000	7
2,001	1
2,012	1
2,020	1
2,024	1
2,030	1
2,062	1
2,100	6
2,105	1
2,106	1
2,200	2
2,201	1
2,210	1
2,225	1
2,270	1
2,292	1
2,302	1
2,306	1
2,308	1
2,419	1
2,500	2
2,525	1
2,530	1
2,540	1
2,608	1
2,700	3
2,709	1
2,840	1
2,898	1
2,900	3
3,000	3
3,010	1
3,075	1
3,100	1
3,106	1
3,112	1
3,136	1
3,150	1
3,200	3
3,225	1
3,260	1
3,290	1
3,295	1
3,310	1
3,350	1
3,375	1
3,400	1

Q7 Total Pieces of Mail	Frequency
2,100	5
2,106	1
2,200	2
2,201	1
2,225	1
2,300	1
2,302	1
2,306	1
2,419	1
2,433	1
2,500	3
2,505	1
2,525	1
2,540	1
2,600	1
2,650	1
2,700	1
2,709	1
2,840	1
2,900	3
3,000	4
3,001	1
3,075	1
3,080	1
3,090	1
3,106	1
3,112	1
3,150	1
3,200	3
3,225	1
3,260	1
3,295	1
3,310	1
3,350	1
3,375	1
3,550	1
3,600	1
3,620	1
3,672	1
3,800	1
3,900	1
4,010	1
4,055	1
4,074	1
4,100	3
4,320	1
4,510	1
4,525	1
4,529	1
4,550	1
4,610	1
4,680	1
4,780	1
4,800	1
4,900	1
4,950	1

Q1 Total Pieces of Mail	Frequency
2,640	1
2,662	1
2,700	1
2,707	1
2,840	1
2,898	1
2,900	2
2,934	1
2,935	1
3,000	2
3,004	1
3,005	1
3,010	1
3,075	1
3,100	1
3,112	1
3,150	2
3,200	1
3,260	1
3,300	1
3,350	1
3,400	1
3,445	1
3,500	1
3,589	1
3,600	1
3,620	1
3,700	1
3,725	1
4,000	2
4,004	1
4,005	1
4,010	1
4,020	1
4,100	2
4,110	1
4,125	1
4,200	1
4,500	1
4,515	1
4,525	1
4,529	1
4,550	1
4,610	1
4,780	1
5,000	2
5,010	1
5,030	1
5,210	1
5,276	1
5,350	1
5,420	1
5,500	2
5,536	1
5,575	1
5,700	1

Q4 Total Pieces of Mail	Frequency
3,550	1
3,580	1
3,600	1
3,620	1
3,672	1
3,800	1
4,000	2
4,010	1
4,055	1
4,074	1
4,100	1
4,250	1
4,510	1
4,525	1
4,529	1
4,550	1
4,610	1
4,680	1
4,780	1
4,800	1
4,900	1
5,000	3
5,020	1
5,100	1
5,130	1
5,200	1
5,210	1
5,276	1
5,315	1
5,350	1
5,400	1
5,500	1
5,501	1
5,575	1
5,745	1
5,800	1
5,900	1
6,000	1
6,062	1
6,150	1
6,320	1
6,500	1
6,600	1
6,630	1
6,850	1
7,000	1
7,100	1
7,434	1
7,550	1
7,950	1
8,000	2
8,060	1
8,200	1
9,000	1
9,420	1
10,000	2

Q7 Total Pieces of Mail	Frequency
5,000	2
5,130	1
5,200	1
5,210	1
5,276	1
5,315	1
5,320	1
5,350	1
5,500	1
5,501	1
5,575	1
5,745	1
5,800	1
5,900	1
6,150	1
6,500	1
6,600	1
6,630	1
6,850	1
7,000	2
7,100	1
7,434	1
7,550	1
7,950	1
8,000	2
8,060	1
8,200	1
9,000	1
9,420	1
10,000	2
10,010	3
10,020	1
10,052	1
10,060	1
10,075	1
10,122	1
10,150	1
10,700	1
11,002	1
11,375	1
11,500	1
12,000	2
12,250	1
12,300	1
13,300	1
14,200	1
15,500	1
15,700	1
18,240	1
19,600	1
20,000	3
20,012	1
20,110	1
20,335	1
20,624	1
21,100	1

Q1 Total Pieces of Mail	Frequency
5,800	1
5,900	1
5,984	1
5,998	1
6,000	2
6,320	1
6,500	1
6,530	1
6,630	1
6,702	1
6,900	1
7,030	1
7,500	1
7,833	1
7,950	1
8,000	2
8,200	2
9,012	1
9,420	1
9,660	1
10,000	4
10,010	2
10,083	1
10,125	1
10,205	1
10,302	1
10,418	1
10,450	1
11,177	1
11,500	1
11,520	1
12,000	1
12,010	1
12,164	1
12,300	1
12,700	1
13,100	1
13,400	1
13,601	1
15,060	1
15,075	1
15,500	1
16,005	1
16,500	1
18,000	1
18,050	1
18,240	1
20,000	2
20,012	1
20,080	1
20,087	1
20,335	1
21,600	2
24,375	1
26,010	1
26,520	1

Q4 Total Pieces of Mail	Frequency
10,010	3
10,052	1
10,122	1
10,160	1
10,302	1
10,553	1
10,700	1
10,850	1
11,002	1
11,375	1
11,500	1
12,000	2
12,010	1
12,074	1
13,700	1
14,200	1
15,000	1
15,500	1
15,700	1
18,240	1
20,000	3
20,012	1
20,075	1
20,087	1
20,110	1
20,150	1
20,335	1
20,924	1
21,600	1
22,030	1
23,000	2
24,000	1
25,000	1
25,025	1
26,010	1
26,520	1
26,900	1
29,933	1
30,267	1
30,307	1
32,100	1
32,200	1
32,500	1
40,000	1
40,080	1
40,150	1
40,168	1
40,300	1
40,400	1
40,584	1
44,000	1
44,564	1
45,000	1
45,502	1
50,550	1
51,100	1

Q7 Total Pieces of Mail	Frequency
21,600	1
22,000	1
23,000	1
24,000	1
26,010	1
26,520	1
26,900	1
30,000	1
30,267	1
30,307	1
32,200	1
32,500	2
34,166	1
40,000	1
40,080	1
40,150	1
40,168	1
40,584	1
44,000	1
45,000	1
45,200	1
50,000	1
50,550	1
50,750	1
51,100	1
53,900	1
54,064	1
56,000	1
61,035	1
62,000	1
62,050	1
63,600	1
72,085	1
75,152	1
100,000	1
100,200	1
101,150	1
199,810	1
200,010	1
263,100	1
271,200	1
278,000	1
300,705	1
500,000	1
525,280	1
741,150	1
1,100,000	1
Grand Total	998

Q1 Total Pieces of Mail	Frequency
28,792	1
30,000	1
30,035	1
30,036	1
30,500	1
31,200	1
32,080	1
32,500	1
33,200	1
35,500	1
36,168	1
40,000	1
40,584	1
44,000	1
45,000	1
50,000	1
52,100	1
54,064	1
58,580	1
60,000	2
60,060	1
60,225	1
60,750	1
62,000	1
65,000	2
72,000	1
75,010	1
91,000	1
96,000	1
100,282	1
101,150	1
177,150	1
180,100	1
200,010	1
200,650	1
260,500	1
300,705	1
371,550	1
500,000	1
510,000	1
995,500	1
999,099	1
1,042,525	1
1,045,000	1
Grand Total	998

Q4 Total Pieces of Mail	Frequency
52,400	1
54,064	1
56,000	1
56,200	1
60,000	1
62,000	1
62,050	1
63,600	1
65,000	1
72,000	1
94,050	1
100,000	1
100,200	1
101,150	1
180,100	1
200,010	1
250,725	1
271,200	1
300,705	1
500,000	1
510,000	1
525,280	1
741,150	1
999,084	1
1,100,000	1
36,022,026	1
Grand Total	998

Q7 Total Pieces of Mail	Frequency
-------------------------	-----------

Total Number of Payments Sent	Frequency
0	155
1	12
2	10
3	16
4	12
5	18
6	23
7	9
8	4
9	1
10	24
11	1
12	45
14	1
15	8
16	1
18	2
20	25
24	28
25	9
26	1
30	11
35	3
36	15
38	1
40	14
45	1
48	14
50	26
52	1
55	1
56	1
60	27
70	5
72	5
75	5
80	1
84	7
90	2
96	7
99	3
100	29
120	21
124	1
130	3
144	3
150	8
171	1
180	2
200	9
204	1
240	5
250	2
280	1
300	1
500	1
1000	1
4800	1
14400	1
Grand Total	646

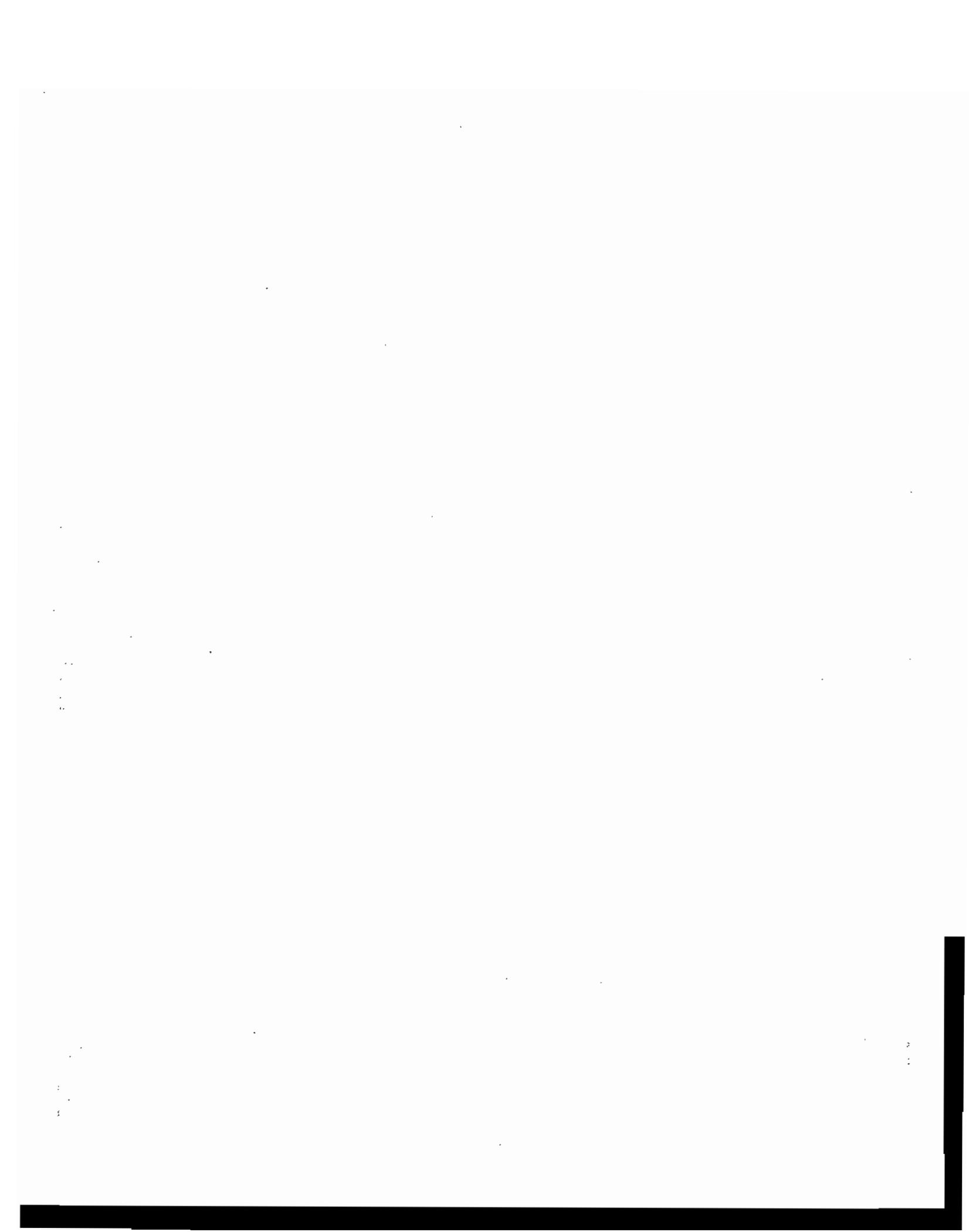
Delete
Delete
Delete

Total Number of Applications Sent	Frequency
0	163
1	12
2	15
3	20
4	20
5	22
6	28
7	4
8	10
10	56
11	1
12	33
13	1
15	15
18	6
20	41
24	11
25	14
28	1
30	31
35	4
36	3
40	15
45	2
48	5
50	30
54	1
60	10
70	2
72	1
75	3
78	1
80	5
84	1
96	2
99	5
100	23
110	1
120	6
130	1
144	1
150	5
200	7
240	1
300	4
400	1
500	1
999	1
Grand Total	646

Total Number of Documents Sent	Frequency
0	372
1	46
2	54
3	35
4	23
5	21
6	15
7	1
8	7
9	2
10	17
12	7
15	6
18	1
20	14
24	1
25	2
30	4
40	1
50	7
95	1
100	2
120	4
140	1
250	1
500	1
Grand Total	646

Total Number of Packages Sent	Frequency
0	254
1	55
2	53
3	42
4	41
5	38
6	52
7	6
8	13
9	1
10	24
12	18
13	1
15	7
16	1
18	1
20	16
24	4
25	4
26	1
30	4
36	2
40	1
50	2
72	1
95	1
100	1
120	1
250	1
Grand Total	646

* Delete anyone who has 0 pieces for all four applications



Rules for Deletion

National Accounts

Q1 < 100

Premier Accounts

Q1 < 100

Q4 = -1

Q7 = -1

Preferred Accounts

Q1 = 0

Q4 = -1

Q4 > 15,000,000

Q7 = -1

Q7 > 15,000,000

* Also deleted respondent # 9284 who said 50k at Q1 and Q4 and then 10 million at Q7

Small Businesses

Q1 > 100,000

Q4 = -1

Q4 > 100,000

Q7 = -1

Q7 > 100,000

Anyone who has volume in Regular Standard/Bulk Mail

Anyone who has volume in Non Profit Standard/Bulk Mail

Anyone who has volume in Regular Periodical Mail

Anyone who has volume in Non Profit Periodical Mail

Anyone who has volume in Parcel Select

Consumers

Q1 > 500

Anyone who has 0 pieces for all applications

** Anyone who sent mail/packages via Parcel Select, but does not have volume in the USPS database for Parcel Select, their data for Parcel Select was reset to 0.*



Smith, Bob - Washington, DC

From: Lisa Brunning [Lisa.Brunning@opinionresearch.com]
Sent: Friday, November 06, 2009 10:09 AM
To: Smith, Bob - Washington, DC; Neil Wolch
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: Outliers

Bob,

We deleted two records from the Preferred Accounts because we thought their data did not make sense. Their responses to Q1, Q4 and Q7 are below:

Respondent #1

Q1 = 10,090,372
Q4 = 12,010,069,372
Q7 = 12,010,069,372

Respondent #2

Q1 = 90,900
Q4 = 155,100
Q7 = 600,080,100

So as you can see from above, Respondent #1 said he sent 10 million pieces in the past 12 months and plans to send 12 billion in the next 12 months. His data did not make sense so we decided to delete him. For Respondent #2, he said he sent 90,900 pieces in the past 12 months, plans to send 155,100 in the next 12 months and 600 million in the first 12 months after the change is implemented. So again, we didn't think his data made sense so we deleted the records.

The rules for deletion that I sent do not reflect the actual reason we deleted those two records so I apologize for the confusion it may have caused. We didn't delete them just because their response to a particular question was too high, but instead because their responses across questions did not make sense. It was just a way to flag those records is all. Hope this helps, but if not, we can discuss it further on our call at 10:45 a.m. Thanks.

Lisa M. Brunning
Senior Project Manager

Opinion Research Corporation
248 . 628 . 7662 - office
248 . 622 . 3569 - cell
Lisa.Brunning@OpinionResearch.com

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Friday, November 06, 2009 9:36 AM
To: Lisa Brunning; Neil Wolch
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: Outliers

5/26/2010

Then the Preferred decision to eliminate > 15,000,000 is inconsistent with some of the volumes we are finding in CBCIS.

FMR LLC	28,184,470
MDG (MICRODYNAMICS)	28,014,271
CAPEZIO BALLET MAKERS INC.	101,501,456
PEABODY ENERGY CORPORATION	52,114,394
RIPPLEWOOD HOLDINGS LLC	19,435,410

Bob Smith
Market Research
Room 1106
202 268 3579

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Friday, November 06, 2009 9:23 AM
To: Smith, Bob - Washington, DC; Neil Wolch
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: Outliers

The file I sent before our discussion was our recommendation. However, during our call, we made changes. The attached file is updated based on our conversation and you will see we did not delete anyone on the high end for National or Premier Accounts. Please let me know if this helps. Thanks.

Lisa M. Brunning
Senior Project Manager

Opinion Research Corporation
248 . 628 . 7662 - office
248 . 622 . 3569 - cell
Lisa.Brunning@OpinionResearch.com

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Friday, November 06, 2009 9:19 AM
To: Lisa Brunning; Neil Wolch
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: Outliers

On the sheets you sent, for National we eliminated everything over 1.4 B. On the CBCIS summary (did I send it to you?) Time Warner shows 1.6 B periodicals. Did we think this 1.4 was too large, or was there a qu to qu tracking problem? Should we not delete this one?

On Premier, on the list you sent we deleted 400,000,000 and above for Qu 1, 300,000 and above for Qu 4 and Qu 7. So the question is did we think this was too high or were these eliminated because these particular respondents did not track from qu to qu? It shows 3 accounts with more than those amounts. Hence I am wondering if we should keep those in.

For Preferred, your sheets eliminated several over 7,722,000. I recall one of these jumped from millions to billions and that is why we eliminated it. The CBCIS print out shows quite a few over that amount, although some are mail service providers who we don't want to count. Again, did we think these were too high or were these eliminated because these particular respondents did not track from qu to qu? The largest one that does not appear to be an MSP is

PEABODY ENERGY CORPORATION	43,189,220
----------------------------	------------

5/26/2010

(non profit standard) and

PEABODY ENERGY CORPORATION

52,114,394 |

(regular standard)

Should we consider leaving in the 7,772,000 (Qu 1 and 4) and the 10,042,300 (Qu 7) or were there tracking problems here?

Bob Smith

Market Research

Room 1106

202 268 3579

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]

Sent: Thursday, November 05, 2009 8:15 PM

To: Smith, Bob - Washington, DC

Subject: RE: Outliers

Bob,

Detailed below are the rules that we used to delete completed interviews based on our discussion the other day:

Rules for Deletion

National Accounts

Q1 < 100

Premier Accounts

Q1 < 100

Q4 = -1

Q7 = -1

Preferred Accounts

Q1 = 0

Q4 = -1

Q4 > 15,000,000

Q7 = -1

Q7 > 15,000,000

Small Businesses

Q1 > 100,000

Q4 = -1

Q4 > 100,000

Q7 = -1

Q7 > 100,000

Anyone who has volume in Regular Standard/Bulk Mail

Anyone who has volume in Non Profit Standard/Bulk Mail

Anyone who has volume in Regular Periodical Mail

Anyone who has volume in Non Profit Periodical Mail

Anyone who has volume in Parcel Select

5/26/2010

Consumers

Q1 > 500

Anyone who has 0 pieces for all applications

** Anyone who sent mail/packages via Parcel Select, but does not have volume in the USPS database for Parcel Select, their data for Parcel Select was reset to 0.*

As you can see from the notes above, we did not delete any National or Premier Accounts for having sent too many pieces of mail/packages. We delete those with more than 15 million for Preferred Accounts and 100,000 for Small Businesses.

Lisa M. Brunning
Senior Project Manager

Opinion Research Corporation
248 . 628 . 7662 - office
248 . 622 . 3569 - cell
Lisa.Brunning@OpinionResearch.com

From: Smith, Bob - Washington, DC [<mailto:bob.smith@usps.gov>]
Sent: Thursday, November 05, 2009 3:49 PM
To: Lisa Brunning
Subject: FW: Outliers

Do you remember why we eliminated the ones below?

Bob Smith
Market Research
Room 1106
202 268 3579

From: Whiteman, Greg - Washington, DC
Sent: Thursday, November 05, 2009 3:34 PM
To: Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: Outliers

Bob:

Why did we eliminate the national account with 1.4 billion? Was it because the responses for the other years were not consistent? I think we eliminated the 400,000 and 500,000 Premier accounts and the 7 million plus in Preferred because their responses across years were not consistent.

Greg

Greg Whiteman
Manager, Market Research
202-268-3565 (phone)
202-255-2394 (cell)
202-268-5761 (fax)
Greg.Whiteman@usps.gov

5/26/2010

Washington, DC
November 05, 2009 2:12 PM
Subject: Washington, DC; Michelson, Robert - Washington, DC
5

Looking at the numbers from CBCIS that An supplied, we eliminated a national account with 1.4 B but Time Warner shipped 1.6 B in periodicals. For Premier, we eliminated 400 M and 500 M, but we have Netflix at 556 M pre-sort FCM and Bed Bath & Beyond with 998 M Standard. In Preferred it still seems like we have MSPs on the list, Valassis, Integrated Print, Mercury Mail for instance. We eliminated 7 M and above but we have several above that:

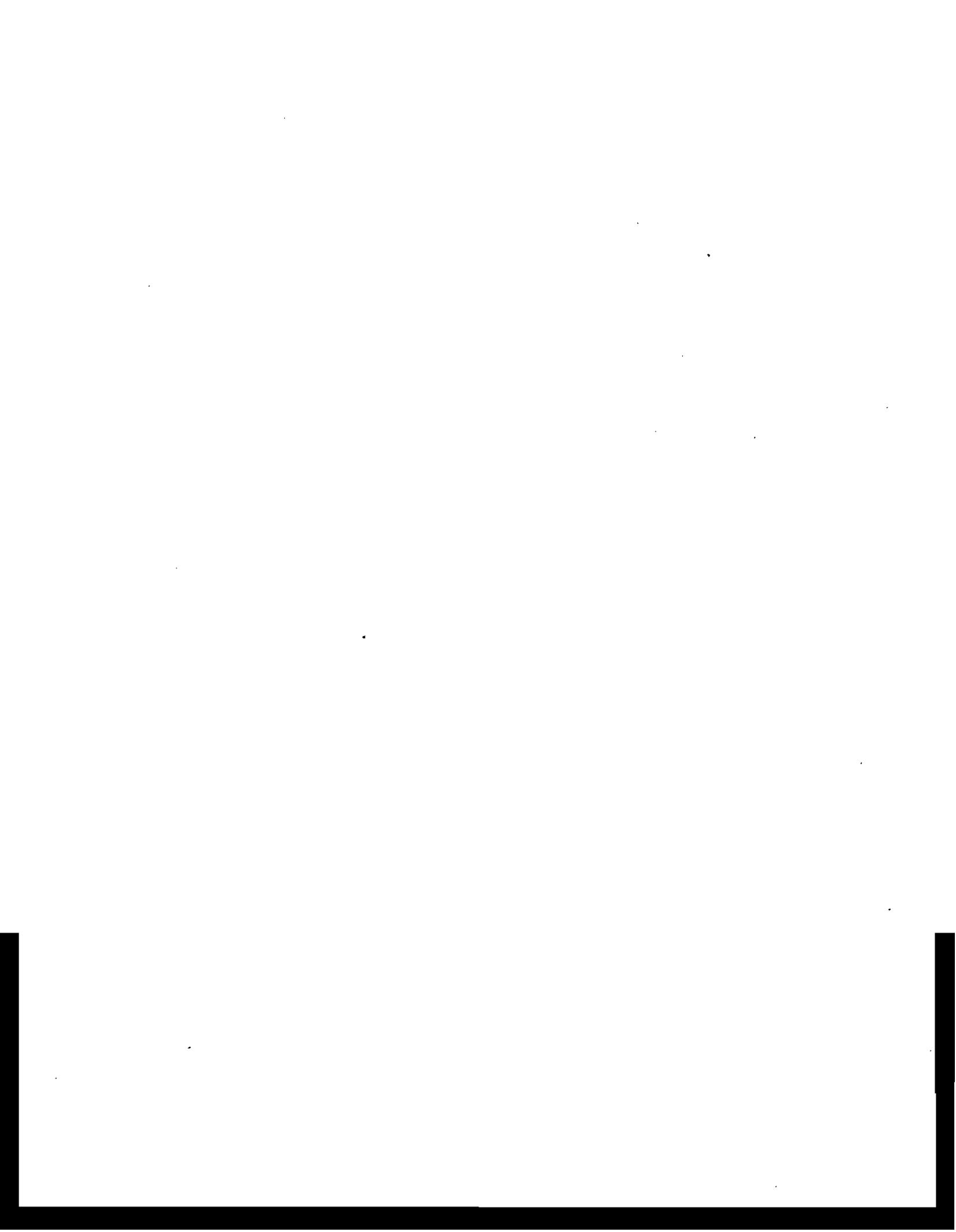
As examples:

AUTOMATED POSTAGE PAYMENT	193,610,158
SI REPAIR SVC	109,723,108
MR LLC	28,184,470
IDG (MICRODYNAMICS)	28,014,271
IPPLEWOOD HOLDINGS LLC	19,435,410
UBLIGROUPE LTD.	15,477,175

Should we reconsider our outliers?

Bob Smith
Market Research
Room 1106
202 268 3579

5/26/2010



Smith, Bob - Washington, DC

From: Lisa Brunning [Lisa.Brunning@opinionresearch.com]
Sent: Friday, November 06, 2009 1:22 PM
To: Smith, Bob - Washington, DC
Subject: RE: Outliers

Correct, that is why I modified it to be more clear. Here is what it says now for Preferred Accounts:

Preferred Accounts

Q1 = 0

Q4 = -1

Q7 = -1

* Also deleted respondent #477 because the data did not make sense. Q1 = 10 million and Q4 = 12 billion

* Also deleted respondent #7837 because the data did not make sense. Q1 = 90,000 and Q7 = 600 million

* Also deleted respondent #9284 because the data did not make sense. Q1 and Q4 = 50,000 and Q7 = 10 million

* Also deleted respondents #3646 and #4756 because they only use other types of mail

Lisa M. Brunning
Senior Project Manager

Opinion Research Corporation
248 . 628 . 7662 - office
248 . 622 . 3569 - cell
Lisa.Brunning@OpinionResearch.com

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Friday, November 06, 2009 1:19 PM
To: Lisa Brunning
Subject: FW: Outliers

For Preferred, the reference on the attachment to deleting > 15,000,000 doesn't seem to agree with your statement "We deleted two records from the Preferred Accounts because we thought their data did not make sense. Their responses to Q1, Q4 and Q7 are below:"

Respondent #1

Q1 = 10,090,372

Q4 = 12,010,069,372

Q7 = 12,010,069,372

Respondent #2

Q1 = 90,900

Q4 = 155,100

Q7 = 600,080,100

Can you explain?

5/26/2010

Bob Smith
 Market Research
 Room 1106
 202 268 3579

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Friday, November 06, 2009 9:23 AM
To: Smith, Bob - Washington, DC; Neil Wolch
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: Outliers

The file I sent before our discussion was our recommendation. However, during our call, we made changes. The attached file is updated based on our conversation and you will see we did not delete anyone on the high end for National or Premier Accounts. Please let me know if this helps. Thanks.

Lisa M. Brunning
Senior Project Manager

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 Lisa.Brunning@OpinionResearch.com

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Friday, November 06, 2009 9:19 AM
To: Lisa Brunning; Neil Wolch
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: Outliers

On the sheets you sent, for National we eliminated everything over 1.4 B. On the CBCIS summary (did I send it to you?) Time Warner shows 1.6 B periodicals. Did we think this 1.4 was too large, or was there a qu to qu tracking problem? Should we not delete this one?

On Premier, on the list you sent we deleted 400,000,000 and above for Qu 1, 300,000 and above for Qu 4 and Qu 7. So the question is did we think this was too high or were these eliminated because these particular respondents did not track from qu to qu? It shows 3 accounts with more than those amounts. Hence I am wondering if we should keep those in.

For Preferred, your sheets eliminated several over 7,722,000. I recall one of these jumped from millions to billions and that is why we eliminated it. The CBCIS print out shows quite a few over that amount, although some are mail service providers who we don't want to count. Again, did we think these were too high or were these eliminated because these particular respondents did not track from qu to qu? The largest one that does not appear to be an MSP is

PEABODY ENERGY CORPORATION (non profit standard) and	43,189,220
PEABODY ENERGY CORPORATION (regular standard)	52,114,394

Should we consider leaving in the 7,772,000 (Qu 1 and 4) and the 10,042,300 (Qu 7) or were there tracking problems here?

Bob Smith
 Market Research
 Room 1106

5/26/2010

202 268 3579

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Thursday, November 05, 2009 8:15 PM
To: Smith, Bob - Washington, DC
Subject: RE: Outliers

Bob,

Detailed below are the rules that we used to delete completed interviews based on our discussion the other day:

Rules for Deletion

National Accounts

Q1 < 100

Premier Accounts

Q1 < 100

Q4 = -1

Q7 = -1

Preferred Accounts

Q1 = 0

Q4 = -1

Q4 > 15,000,000

Q7 = -1

Q7 > 15,000,000

Small Businesses

Q1 > 100,000

Q4 = -1

Q4 > 100,000

Q7 = -1

Q7 > 100,000

Anyone who has volume in Regular Standard/Bulk Mail

Anyone who has volume in Non Profit Standard/Bulk Mail

Anyone who has volume in Regular Periodical Mail

Anyone who has volume in Non Profit Periodical Mail

Anyone who has volume in Parcel Select

Consumers

Q1 > 500

Anyone who has 0 pieces for all applications

** Anyone who sent mail/packages via Parcel Select, but does not have volume in the USPS database for Parcel Select, their data for Parcel Select was reset to 0.*

5/26/2010

As you can see from the notes above, we did not delete any National or Premier Accounts for having sent too many pieces of mail/packages. We delete those with more than 15 million for Preferred Accounts and 100,000 for Small Businesses.

Lisa M. Brunning
Senior Project Manager

Opinion Research Corporation
248 . 628 . 7662 - office
248 . 622 . 3569 - cell
Lisa.Brunning@OpinionResearch.com

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Thursday, November 05, 2009 3:49 PM
To: Lisa Brunning
Subject: FW: Outliers

Do you remember why we eliminated the ones below?

Bob Smith
Market Research
Room 1106
202 268 3579

From: Whiteman, Greg - Washington, DC
Sent: Thursday, November 05, 2009 3:34 PM
To: Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: Outliers

Bob:

Why did we eliminate the national account with 1.4 billion? Was it because the responses for the other years were not consistent? I think we eliminated the 400,000 and 500,000 Premier accounts and the 7 million plus in Preferred because their responses across years were not consistent.

Greg

Greg Whiteman
Manager, Market Research
202-268-3565 (phone)
202-255-2394 (cell)
202-268-5761 (fax)
Greg.Whiteman@usps.gov

Washington, DC
November 05, 2009 2:12 PM
Greg - Washington, DC; Michelson, Robert - Washington, DC

Looking at the numbers from CBCIS that An supplied, we eliminated a national account with 1.4 B but Time Warner shipped 1.6 B in periodicals. For Premier, we eliminated 400 M and 500 M, but we have Netflix at 556 M pre-sort FCM and Bed Bath & Beyond with 998 M Standard. In Preferred it still seems like we have MSPs on the list, Valassis, Integrated

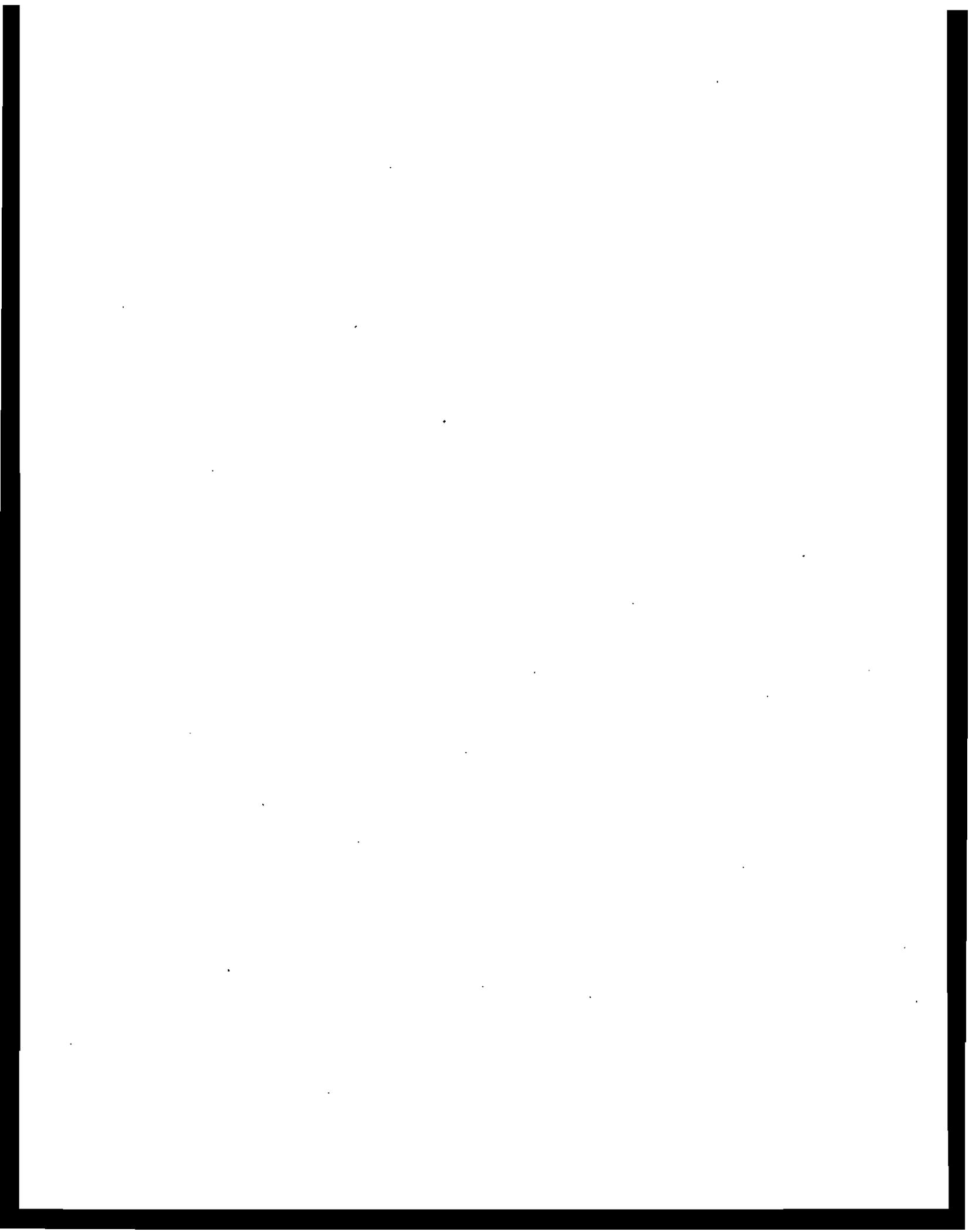
5/26/2010

Print, Mercury Mail for instance. We eliminated 7 M and above but we have several above that:
As examples:

UTOMATED POSTAGE PAYMENT	193,610,158
SI REPAIR SVC	109,723,108
MR LLC	28,184,470
IDG (MICRODYNAMICS)	28,014,271
IPPLEWOOD HOLDINGS LLC	19,435,410
UBLIGROUPE LTD.	15,477,175

Should we reconsider our outliers?

Bob Smith
Market Research
Room 1106
202 268 3579



Smith, Bob - Washington, DC

From: Neil Wolch [neil.wolch@opinionresearch.com]
Sent: Thursday, November 19, 2009 4:45 PM
To: Lisa Brunning; Smith, Bob - Washington, DC
Subject: Re: non-profit data

This sounds right. We should be clear whether the counts for each specific single product include or exclude those who use both the regular and non-profit version of the product. Either will work, as long as we know which it is.

Thanks,

Neil

From: Lisa Brunning
To: Smith, Bob - Washington, DC ; Neil Wolch
Sent: Thu Nov 19 16:29:31 2009
Subject: RE: non-profit data

Bob,

What we need is the following for Premier and Preferred Accounts separately. We don't need National Accounts since we did not weight the National Account data:

- Total number of accounts
- Total number of accounts with positive volume in 2008 for Regular Standard Mail
- Total number of accounts with positive volume in 2008 for Non-Profit Standard Mail
- Total number of accounts with positive volume in 2008 for Regular Standard Mail and Non-Profit Standard Mail
- Total number of accounts with positive volume in 2008 for Regular Periodical Mail
- Total number of accounts with positive volume in 2008 for Non-Profit Periodical Standard Mail
- Total number of accounts with positive volume in 2008 for Regular Periodical Mail and Non-Profit Periodical Mail

Neil, did I miss anything?

Lisa M. Brunning
Senior Project Manager

Opinion Research Corporation
248 . 628 . 7662 - office
248 . 622 . 3569 - cell
Lisa.Brunning@OpinionResearch.com

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Thursday, November 19, 2009 4:23 PM
To: Neil Wolch; Lisa Brunning
Subject: non-profit data

5/26/2010

John can run the data tomorrow on non-profit vs commercial for Standard and Periodicals for Preferred, Premier and National. But what exactly do you need? Do you need the volume data for each company or do you just need total volume for non-profit and commercial to understand the distribution?

Bob Smith
Market Research
Room 1106
202 268 3579

Smith, Bob - Washington, DC

From: Whiteman, Greg - Washington, DC
Sent: Tuesday, November 24, 2009 8:53 AM
To: Neil Wolch; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Cc: Lisa Brunning
Subject: RE: Inliers

Neil:

An increase across all products of 25 percent after implementation of 5 day delivery during the tough economic times seems very high. So let's use the 25 percent rule. Also, I agree in keeping the Non-Profit responder as the response is consistent in terms of the volume after the implementation is significantly lower than before implementation.

Greg

Greg Whiteman
Manager, Market Research
202-268-3565 (phone)
202-255-2394 (cell)
202-268-5761 (fax)
Greg.Whiteman@usps.gov

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Tuesday, November 24, 2009 12:59 AM
To: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Cc: Lisa Brunning
Subject: Inliers

Hi All,

Following up on our earlier conversation about "inliers": We understand that there is no reason to expect that a change to 5-day delivery would increase total volume across all (including competitive) products. Therefore, we have focused on identifying respondents who indicated there would be such an increase. We do not believe that we should drop all respondents who show an increase; some might have a reason for a small to moderate increase (even if it doesn't make sense to us). But, I think we all agree that a large increase would indicate data that are questionable at best. The issue is, what size increase is too large to believe.

Our recommendation is to delete respondents who reported that their total volume (across all applications and products) would be at least 50% higher in the first 12 months with 5-day delivery than in the next 12 months (before the service change). This would result in dropping the following number of cases:

- Nationals = 0
- Premier = 12
- Preferred = 19
- Small Business = 53

We considered lowering the threshold for deletion to those with a 25% or greater increase. The total number of respondents deleted would increase to:

5/26/2010

- Nationals = 1
- Premier = 18
- Preferred = 27
- Small Business = 86

Until we finalize the weighting (see Lisa's note about the file John sent), we cannot determine the exact impact either option would have on the forecast percentage impact of 5-day on volume per product. In general, though, it does not appear that the forecasts would be very different under either option. So, we recommend erring on the side of fewer deletions; it should be easier to justify and will help keep our sample sizes up.

On a separate note, you raised concern about the 66% increase in volume of Non-Profit Standard Mail from the past 12 months to the next 12 months among National Accounts. This increase is attributable to just one respondent. The person sent 112 million pieces in the past 12 months, plans to send 192 million in the next 12 months, and would send 162 million the first 12 months after the change. The allocations by product are for all three time periods: 99% Non-Profit Standard Mail and 1% other. Taking them out would definitely change the forecasts for this product (changing the negative impact of the switch to 5-day to an increase of about 5%). However, their responses do not appear to be inconsistent. We do not feel justified in dropping this respondent.

Please let us know what you think.

Thanks,

Neil Wolch
Vice President
Opinion Research Corporation
Please note new information:
25 Northwest Point Blvd., Suite 800
Elk Grove Village, IL 60007-1099
Phone: 847-378-2244
Fax: 847-378-2291
e-mail: Neil.Wolch@opinionresearch.com

5/26/2010

Smith, Bob - Washington, DC

From: White, John H - Washington, DC - Contractor
Sent: Monday, November 30, 2009 10:40 AM
To: Lisa Brunning; Smith, Bob - Washington, DC
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Caroncino, Vic M - Washington, DC; Neil Wolch
Subject: RE: USPS 5-Day Delivery - Regular/Non-Profit Standard and Periodical Mail
Attachments: Periodicals_Std_FY08_Counts.xls

I have provided counts as originally requested.
Please let me know if you have any questions or need additional info.
Thanks

John H White

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Wednesday, November 25, 2009 3:49 PM
To: Smith, Bob - Washington, DC; White, John H - Washington, DC - Contractor
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Caroncino, Vic M - Washington, DC; Neil Wolch
Subject: Re: USPS 5-Day Delivery - Regular/Non-Profit Standard and Periodical Mail

I am in agreement with you Bob. Neil, would you agree as well?

From: Smith, Bob - Washington, DC
To: White, John H - Washington, DC - Contractor ; Lisa Brunning
Cc: Whiteman, Greg - Washington, DC ; Michelson, Robert - Washington, DC ; Caroncino, Vic M - Washington, DC ; Neil Wolch
Sent: Wed Nov 25 15:45:48 2009
Subject: RE: USPS 5-Day Delivery - Regular/Non-Profit Standard and Periodical Mail
John, can't you run the file the same way you did the first time? I think the answer to your question is 15, not 1. Lisa or Neil, do you agree?

Bob Smith
Market Research
Room 1106
202 268 3579

From: White, John H - Washington, DC - Contractor
Sent: Wednesday, November 25, 2009 3:18 PM
To: Lisa Brunning
Cc: Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Caroncino, Vic M - Washington, DC; Neil Wolch
Subject: RE: USPS 5-Day Delivery - Regular/Non-Profit Standard and Periodical Mail
Importance: High

5/26/2010

Lisa,

I have found that the original file I sent (which is correct) shows the volumes for the **owners** of the mail. Meaning, volumes presented by Mail Service Providers have been mapped back to the owners of the mail, which could be many owners. One MSP can have many owners of a mailing and the volumes were mapped back to those owners. We counted the owners of the mailing, not the MSP. This produces a higher count.

When we break down the volumes between Profit and Non-Profit mailings we only know how the MSP presented the mail, whether they used a Profit or Non-Profit permit/rate. So the count is much lower because we are counting the MSP and not counting all of the owners for that mailing. This is why the count is smaller.

I need to know how you want the profits/non-profits counted.

For example: If an MSP mailed a non-profit mailing for 15 customers, do you want me to show the customers of that mailing and count them all as non-profit mailings? (A count of 15, not 1).

This is doable but will require additional time.

John H White
Business Customer Intelligence
(202) 268-2203

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Tuesday, November 24, 2009 11:22 PM
To: White, John H - Washington, DC - Contractor
Cc: Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Caroncino, Vic M - Washington, DC; Neil Wolch
Subject: RE: USPS 5-Day Delivery - Regular/Non-Profit Standard and Periodical Mail

John,

385,032 was the number of accounts that had positive volume for Periodicals in the Preferred Account file that was originally provided. In total, that file had 3,364,503 Preferred Accounts.

In the file you just sent to us, we only have 91,165 accounts that have positive volume for Regular Standard Mail and 130,444 accounts that have positive volume for Non-Profit Standard Mail. If you look at those accounts that have volume for either Regular Standard Mail, Non-Profit Standard Mail or both Regular and Non-Profit Standard Mail we come up with 212,634 which is far less than 385,032 that had positive volume for Periodicals in the original file. Does that help?

Lisa M. Brunning
Senior Project Manager

Opinion Research Corporation
248 . 628 . 7662 - office
248 . 622 . 3569 - cell
Lisa.Brunning@OpinionResearch.com

From: White, John H - Washington, DC - Contractor [mailto:john.h.white@usps.gov]
Sent: Tuesday, November 24, 2009 7:19 PM
To: Lisa Brunning
Cc: Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Caroncino, Vic M - Washington, DC
Subject: RE: USPS 5-Day Delivery - Regular/Non-Profit Standard and Periodical Mail

5/26/2010

The databases are the same as your earlier request except now 3 months have passed and the mix of Preferred sites rolling up to Premier accounts have changed.

This shouldn't change the overall totals of 2008 volumes/revenue but the counts may have changed.

- As of the end of July 2009 there were a total of 24,754 Premier accounts.
- As of the end of Oct, 2009 there are a total of 25,540 Premier accounts.
- Each month we add ~ 30,000 new sites which are mostly Preferred sites.
- As time passes these sites get linked to Premier accounts, thus decreasing the Preferred count
- It is possible that some Preferred accounts in your original list are now considered Premier accounts
- In this latest request I only included sites/locations which mailed Periodicals and/or Standard Mail in 2008.
- Your last request included other products besides Periodicals and Standard Mail (i.e. First Class, Priority, Express, Parcel Select, Parcel Post) so I would think we would have sent a larger datafile in August.
- How did you arrive at the original file count for Preferreds of 385,032?

John H White
Business Customer Intelligence
(202) 268-2203

From: Smith, Bob - Washington, DC
Sent: Tuesday, November 24, 2009 9:05 AM
To: White, John H - Washington, DC - Contractor
Subject: FW: USPS 5-Day Delivery - Regular/Non-Profit Standard and Periodical Mail

What is your response?

Bob Smith
Market Research
Room 1106
202 268 3579

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Monday, November 23, 2009 11:36 PM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Subject: USPS 5-Day Delivery - Regular/Non-Profit Standard and Periodical Mail

We have been working with the file that John sent late in the day on Friday and have some questions/concerns that we would like to raise. First, we would like to confirm that the database used to create this file is the same as the database used to create our original contact lists? So in other words, is it safe to assume the total number of Premier Accounts is 24,754 and the total number of Preferred Accounts is 3,364,503.

For Preferred Accounts, according to the new file, we have 91,165 accounts that have positive volume for Regular Standard Mail and 130,444 accounts that have positive volume for Non-Profit Standard Mail. When we look at the number of accounts that have either Regular Standard Mail, Non-Profit Standard Mail or both Regular and Non-Profit Standard Mail we come up with 212,634, but the original files had 385,032 which is a very large difference which has us concerned that something is different between the files.

If you could please take a look at what has been provided and let us know if you have any questions, we would appreciate it. Thanks.

5/26/2010

Lisa M. Brunning
Senior Project Manager

Opinion Research Corporation
248 . 628 . 7662 - office
248 . 622 . 3569 - cell
Lisa.Brunning@OpinionResearch.com

Smith, Bob - Washington, DC

From: White, John H - Washington, DC - Contractor
Sent: Monday, November 30, 2009 1:09 PM
To: Lisa Brunning; Smith, Bob - Washington, DC
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Caroncino, Vic M - Washington, DC; Neil Wolch
Subject: RE: USPS 5-Day Delivery - Regular/Non-Profit Standard and Periodical Mail
Importance: High

Number of FY2008 Premier Accounts having Periodical and/or Standard Mail, Profit vs NonProfit:
 Will this suffice for satisfying the Account rollup for Premiers?

Category	Nbr Premier Accts
Count	20,210
NBR_PER_NP_VOL_FY08	3,021
NBR_PER_REG_VOL_FY08	1,914
NBR_STD_NP_VOL_FY08	7,635
NBR_STD_REG_VOL_FY08	17,643
NBR_PER_NP_AND_REG_VOL_FY08	1,913
NBR_STD_NP_AND_REG_VOL_FY08	5,405

John H White
 Business Customer Intelligence
 (202) 268-2203

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Monday, November 30, 2009 12:20 PM
To: White, John H - Washington, DC - Contractor; Smith, Bob - Washington, DC
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Caroncino, Vic M - Washington, DC; Neil Wolch
Subject: RE: USPS 5-Day Delivery - Regular/Non-Profit Standard and Periodical Mail

John,

Neil and I just reviewed what you sent and are thinking that the counts you provided for Premier are the locations and not the accounts. We are looking for the counts to be at the account level since that is what we had originally. Originally we had a file that had a total of 24,754 accounts. Could you roll the locations up to the account level and then provided the revised counts? Please let us know. Thanks.

Lisa M. Brunning
Senior Project Manager

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 248 . 628 . 7662 - office
 248 . 622 . 3569 - cell
 Lisa.Brunning@OpinionResearch.com

5/26/2010

From: White, John H - Washington, DC - Contractor [mailto:john.h.white@usps.gov]
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Market Research
Room 1106
202 268 3579

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Sent: Wednesday, November 25, 2009 3:18 PM
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Cc: Smith, Bob - Washington, DC; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Caroncino, Vic M - Washington, DC; Neil Wolch
Subject: RE: USPS 5-Day Delivery - Regular/Non-Profit Standard and Periodical Mail
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5/26/2010

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5/26/2010

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Senior Project Manager

Opinion Research Corporation
248 . 628 . 7662 - office

5/26/2010

248 . 622 . 3569 - cell
Lisa.Brunning@OpinionResearch.com



Smith, Bob - Washington, DC

From: Neil Wolch [neil.wolch@opinionresearch.com]
Sent: Monday, November 30, 2009 7:07 PM
To: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Cc: Lisa Brunning; Jeff Resnick; Becky Yalch
Subject: Updated Forecasts
Attachments: USPS 5-Day Delivery - Forecasts - 11-30-2009.xls

Hi all,

Attached are the updated forecast sheets. They reflect the changes we have discussed over the past couple of weeks, including: deletion of "inliers" (those reporting that there would be a 25% or greater increase in total volume for the first 12 months with 5-day delivery compared to the next 12 months in the absence of a service change), dropping the forecasts for Parcel Post and Parcel Select (due to low sample sizes and low impact on total USPS revenue), relabeling "raw" changes to "unadjusted" changes, and implementing adjusted weights for the Premier and Preferred segments to reflect the breakouts of regular vs. non-profit volume for Standard Mail and Periodical Mail (reflecting the data John White sent earlier today).

In addition, we found one more Preferred Account with suspect (inconsistent) responses, so we took that respondent out of the dataset. We'd be happy to discuss this further if you would like.

Please let us know if you have any questions or comments.

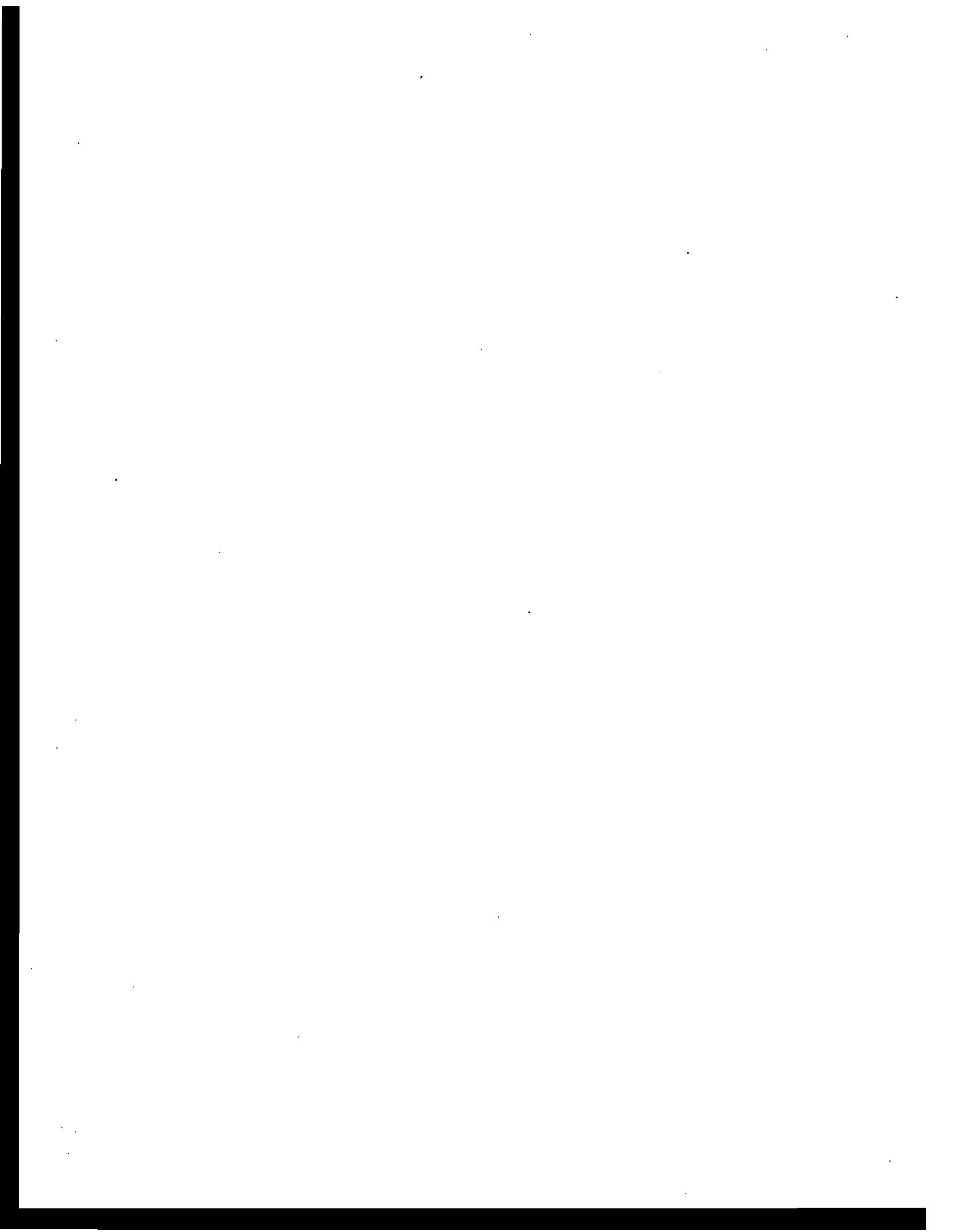
Best regards,

Neil Wolch
Vice President
Opinion Research Corporation
Please note new information:
25 Northwest Point Blvd., Suite 800
Elk Grove Village, IL 60007-1099
Phone: 847-378-2244
Fax: 847-378-2290
e-mail: Neil.Wolch@opinionresearch.com

20

12
2009
100
11/30

0



Segment: Consumers (n=636)

	TOTAL ACROSS ALL FOUR APPLICATIONS			% Change Attributable to Switch to 5-Day	
	Mean Volume (Past 12 Months)		Adjusted Volume IF Concept Had Been Implemented	Unadjusted E	Adjusted F
	Actual B	Estimate if 5-day Concept Had Been in Place C			
Product (qre codes)					
FCM (a) -- MEAN	65.00	63.13	63.73	-2.9%	-1.9%
Priority Mail (b) -- MEAN	2.87	4.09	3.33	42.5%	16.0%
Express Mail (c) -- MEAN	0.96	1.07	1.06	11.4%	10.1%

NOTE: All data are based on all Consumer respondents

Explanation of Columns:

Column B: total # of pieces sent in past 12 months

Column C: total # of pieces would have sent in past 12 months if change had been in place

Column D: Sum of (Estimate if 5-Day Concept Had Been in Place - Actual) * (Likelihood to Change/10) + Actual for Each Product

Column E: (Column C - Column B) / Column B

Column F: (Column D - Column B) / Column B

Smith, Bob - Washington, DC

From: Neil Wolch [neil.wolch@opinionresearch.com]
Sent: Tuesday, December 01, 2009 5:18 PM
To: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Cc: Lisa Brunning; Jeff Resnick; Becky Yalch
Subject: RE: Updated Forecasts
Importance: High
Attachments: USPS 5-Day Delivery - Forecasts - 12-1-2009.xls

Hi Greg and Bobs,

Since we spoke this morning, we deleted one respondent from a National Account (the case we discussed) and four from Premier Accounts. Those four had responses that are logically inconsistent, especially when we checked back against their data in CBCIS. There were another few respondents who indicated they do/would use non-profit Standard Mail or Periodical Mail in two of the time periods, but indicated the regular version of the applicable product in the other; after checking out those accounts' websites, we feel comfortable changing their inconsistent answer to the non-profit product.

The attached forecasts reflect these changes. Only the National and Premier forecasts have changed since yesterday.

Please let us know if you have any questions or comments.

Best regards,

Neil

From: Neil Wolch
Sent: Monday, November 30, 2009 6:07 PM
To: 'Whiteman, Greg - Washington, DC'; 'Michelson, Robert - Washington, DC'; 'Smith, Bob - Washington, DC'
Cc: Lisa Brunning; Jeff Resnick; Becky Yalch
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Best regards,

Neil Wolch
Vice President
Opinion Research Corporation
Please note new information:
25 Northwest Point Blvd., Suite 800

5/26/2010

Elk Grove Village, IL 60007-1099
Phone: 847-378-2244
Fax: 847-378-2290
e-mail: Neil.Wolch@opinionresearch.com

Segment: National Accounts (n=60)

Product (are codes)	Calculate Average Across Respondents					Changes Calculated Based on Averages Across Respondents					
	Insert Individual Respondent Data					% Change from Past 12 Month Volume					
	Mean Volume (12 Month Period)		Future Volume (Next 12 Months)		Likelihood of Change (Q10 Rating)	Adjusted Future Volume IF Concept Implemented	% Change Attributable to Switch to 5-Day				
	Past 12 Months B	Before 5-Day Concept Mentioned C	IF 5-Day Concept Implemented D	Unadjusted			Adjusted	As % of PAST 12 Month Volume I	As % of NEXT 12 Month Volume J	As % of PAST 12 Month Volume K	As % of NEXT 12 Month Volume L
Single Piece FCM (2, b) – MEAN	1,200,976	1,356,902	1,337,494		1,342,990	13.0%	11.4%	-1.6%	-1.4%	-1.2%	-1.0%
Pre-Sort FCM (3, c) – MEAN	78,237,613	84,330,261	79,980,584		83,471,124	7.8%	2.2%	-5.6%	-5.2%	-1.1%	-1.0%
Regular Standard/Bulk Mail (4, d) – MEAN	6,905,817	6,919,541	6,774,325		6,890,498	0.2%	-1.9%	-2.1%	-2.1%	-0.4%	-0.4%
Non-Profit Standard/Bulk Mail (5, e) – MEAN	136,715	124,986	157,079		131,405	-8.6%	-14.9%	23.5%	25.7%	4.7%	5.1%
Priority Mail (6, f) – MEAN	568,470	522,821	431,975		482,172	-8.0%	-24.0%	-16.0%	-17.4%	-7.2%	-7.8%
Express Mail (7, g) – MEAN	579,030	679,553	645,546		672,741	17.4%	11.5%	-5.9%	-5.0%	-1.2%	-1.0%
Regular Periodical Mail (10, j) – MEAN	18,692,820	18,692,550	18,692,550		18,692,550	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Non-Profit Periodical Mail (11, k) – MEAN	78,309	93,904	93,904		93,904	19.9%	19.9%	0.0%	0.0%	0.0%	0.0%

NOTE: All data are based on all respondents from National Accounts

NOTE: For respondents who claim Parcel Select volume in Q2 but do not show such volume in the USPS database, the volume they attribute to Parcel Select has been reset to 0

Explanation of Columns:

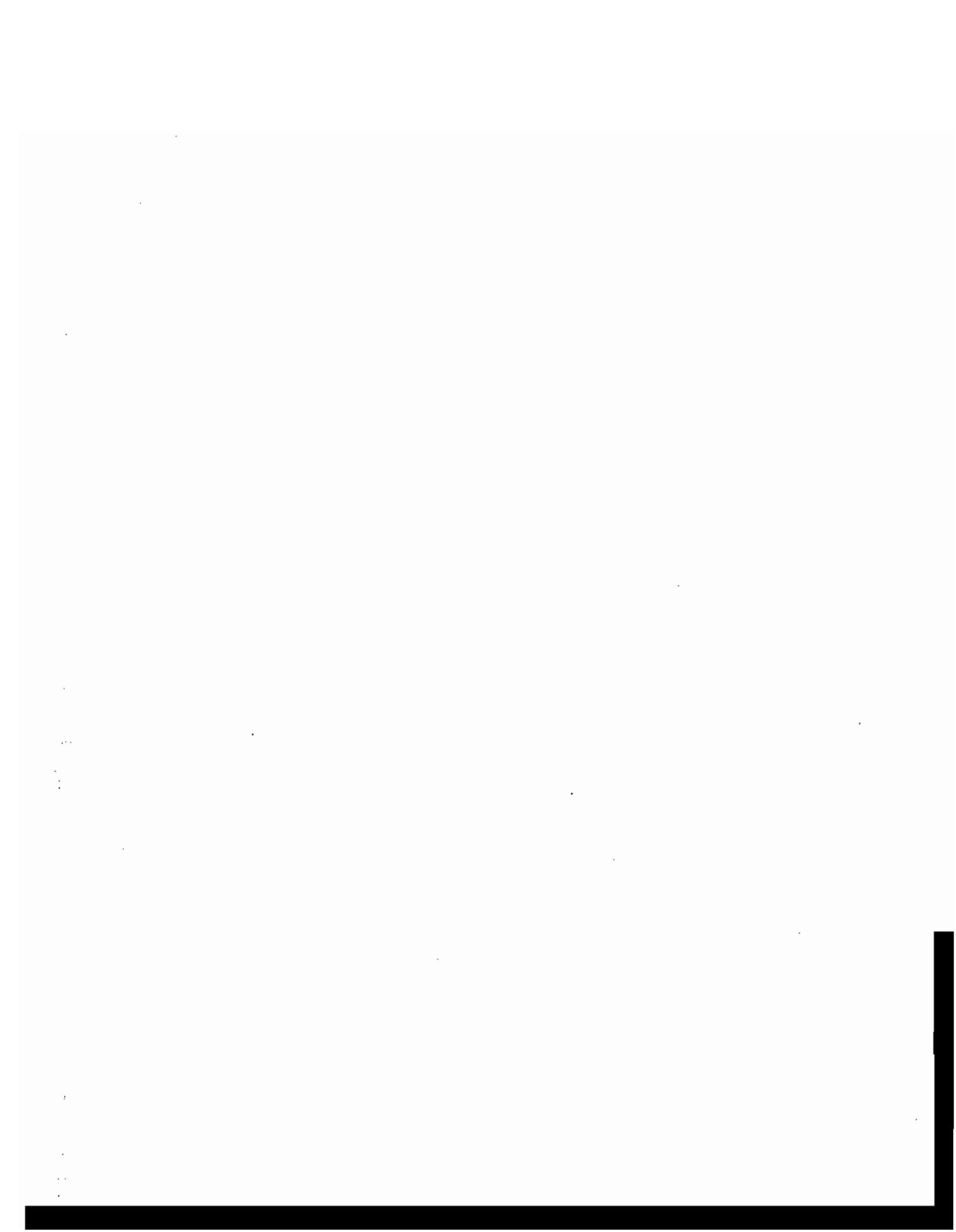
The following columns require calculation of means (for each product) based on data for each respondent in the segment (including those with a value of 0):

- Column B: sum of # of pieces across applications in Q1 * proportion of these sent using applicable product in Q3 (using 100% if only this product was selected in Q2)
- Column C: sum of # of pieces across applications in Q4 * proportion of these that would be sent using applicable product in Q6 (using 100% if only this product was selected in Q5)
- Column D: sum of # of pieces across applications in Q7 * proportion of these that would be sent using applicable product in Q9 (using 100% if only this product was selected in Q8)
- Column F: (Column D - Column C) * (Column E / 10) + Column C

Column E: response to Q10 (Likelihood that change to 5-Day would impact volume of pieces or how they are sent; do not average across respondents)

The following columns require calculations based on the means in the previous columns:

- Column G: (Column C - Column B) / Column B
- Column H: (Column D - Column B) / Column B
- Column I: (Column D - Column C) / Column B
- Column J: (Column D - Column C) / Column C
- Column K: (Column F - Column C) / Column B
- Column L: (Column F - Column C) / Column C



Smith, Bob - Washington, DC

From: Whiteman, Greg - Washington, DC
Sent: Tuesday, November 24, 2009 8:53 AM
To: Neil Wolch; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Cc: Lisa Brunning
Subject: RE: Inliers

Neil:

An increase across all products of 25 percent after implementation of 5 day delivery during the tough economic times seems very high. So let's use the 25 percent rule. Also, I agree in keeping the Non-Profit responder as the response is consistent in terms of the volume after the implementation is significantly lower than before implementation.

Greg

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From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Tuesday, November 24, 2009 12:59 AM
To: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Cc: Lisa Brunning
Subject: Inliers

Hi All,

Following up on our earlier conversation about "inliers": We understand that there is no reason to expect that a change to 5-day delivery would increase total volume across all (including competitive) products. Therefore, we have focused on identifying respondents who indicated there would be such an increase. We do not believe that we should drop all respondents who show an increase; some might have a reason for a small to moderate increase (even if it doesn't make sense to us). But, I think we all agree that a large increase would indicate data that are questionable at best. The issue is, what size increase is too large to believe.

Our recommendation is to delete respondents who reported that their total volume (across all applications and products) would be at least 50% higher in the first 12 months with 5-day delivery than in the next 12 months (before the service change). This would result in dropping the following number of cases:

- Nationals = 0
- Premier = 12
- Preferred = 19
- Small Business = 53

We considered lowering the threshold for deletion to those with a 25% or greater increase. The total number of respondents deleted would increase to:

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- Nationals = 1
- Premier = 18
- Preferred = 27
- Small Business = 86

Until we finalize the weighting (see Lisa's note about the file John sent), we cannot determine the exact impact either option would have on the forecast percentage impact of 5-day on volume per product. In general, though, it does not appear that the forecasts would be very different under either option. So, we recommend erring on the side of fewer deletions; it should be easier to justify and will help keep our sample sizes up.

On a separate note, you raised concern about the 66% increase in volume of Non-Profit Standard Mail from the past 12 months to the next 12 months among National Accounts. This increase is attributable to just one respondent. The person sent 112 million pieces in the past 12 months, plans to send 192 million in the next 12 months, and would send 162 million the first 12 months after the change. The allocations by product are for all three time periods: 99% Non-Profit Standard Mail and 1% other. Taking them out would definitely change the forecasts for this product (changing the negative impact of the switch to 5-day to an increase of about 5%). However, their responses do not appear to be inconsistent. We do not feel justified in dropping this respondent.

Please let us know what you think.

Thanks,

Neil Wolch
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5/26/2010