

GCA/USPS-T9-2

Greg Whiteman

Whiteman, Greg - Washington, DC

From: Michelson, Robert - Washington, DC
Sent: Tuesday, January 19, 2010 5:53 PM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: Lisa Brunning; Jeff Resnick; Becky Yalch; Neil Wolch
Subject: RE: 5-Day Forecasts

Greg,

I did not see this coming and sent our a "final" volume estimate last week. We need to talk about how we position it with Sam and Bob Bernstock. I will plug in the new percentages tomorrow. So long as the volume loss stays about -.7%, we will be okay. If it is much bigger, we will have more explaining to do.

I have a meeting tomorrow at 11 am. I can talk before that.

Bob

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Tuesday, January 19, 2010 5:42 PM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Lisa Brunning; Jeff Resnick; Becky Yalch
Subject: RE: 5-Day Forecasts
Importance: High

Hi everyone,

I have attached a file that includes revised forecasts, per the note below. The second attachment summarizes the changes, showing the new forecasts next to those sent on 12/1/09. The National and Consumer segments did not change. Most of the other changes are fairly small, but a few (for lower volume products) are larger.

What stands out most is the sharp decline in Priority Mail for Small Businesses. There are a few fairly heavy users (compared to others in the segment) who reported that they would sharply decrease or completely stop their use of this product if the change were made. This could be a legitimate reaction.

Once again, we are very sorry for the error. Please let us know if you have any questions or comments, or if there is anything else we can do.

Best regards,

Neil

From: Neil Wolch
Sent: Tuesday, January 19, 2010 10:04 AM
To: Whiteman, Greg - Washington, DC; 'Smith, Bob - Washington, DC'; 'Michelson, Robert - Washington, DC'
Cc: Lisa Brunning; Jeff Resnick; Becky Yalch
Subject: 5-Day Forecasts

Hi Greg and Bobs,

As I just mentioned to Greg, we just discovered that we had accidentally cleaned out more "inliers" than intended when we updated the forecasts (to those we sent on 12/1/09). We agreed to drop cases where there was a 25% or greater increase in total volume from the next 12 months before 5-Day to the first 12 months with it, since this would not be a logical response to the change. While this was done, it turns out that we also dropped cases where there was at least a 25% decrease; it is not unreasonable for an account to report such a decrease, and we did not intend to drop those respondents. The error was due to a miscommunication on our end, which we realized when pulling comparing our notes in order to update the methodology

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report.

We are updating the forecasts and hope to have the revisions to you by the end of today. Clearly, this change will increase our forecast of the negative impact of the change on volume. Fortunately, it looks like there will not be a change in our forecasts for National Accounts, and the impact on the higher volume products in the other segments will be relatively small.

We are very sorry for the mistake. Please let me know if there is anything else we can do to address this.

Best regards,

Neil Wolch
Vice President

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847-378-2290 (fax)
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Segment: National Accounts (n=60)

Product (qre codes)	Calculate Average Across Respondents				Changes Calculated Based on Averages Across Respondents							
	Insert Individual Respondent Data				Adjusted Future Volume IF Concept Implemented F	% 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) E	If No Service Change G	IF 5-Day Concept Implemented (Raw) H	Unadjusted		Adjusted	
	Past 12 Months B	Before 5-Day Concept Mentioned C	IF 5-Day Concept Implemented D						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	1,180,985	1,334,311	1,315,202		1,320,607	13.0%	11.4%	-1.6%	-1.4%	-1.2%	-1.0%	
Pre-Sort FCM (3, c) – MEAN	76,933,678	82,924,782	78,647,574		82,079,939	7.8%	2.2%	-5.6%	-5.2%	-1.1%	-1.0%	
Regular Standard/Bulk Mail (4, d) – MEAN	6,790,820	6,804,315	6,661,420		6,775,656	0.2%	-1.9%	-2.1%	-2.1%	-0.4%	-0.4%	
Non-Profit Standard/Bulk Mail (5, e) – MEAN	134,436	122,903	154,461		129,215	-8.6%	14.9%	23.5%	25.7%	4.7%	5.1%	
Priority Mail (6, f) -- MEAN	559,020	514,132	424,775		474,136	-8.0%	-24.0%	-16.0%	-17.4%	-7.2%	-7.8%	
Express Mail (7, g) – MEAN	569,404	668,252	634,787		661,529	17.4%	11.5%	-5.9%	-5.0%	-1.2%	-1.0%	
Regular Periodical Mail (10, j) – MEAN	18,381,273	18,381,007	18,381,007		18,381,007	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Non-Profit Periodical Mail (11, k) – MEAN	77,004	92,339	92,339		92,339	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

Segment: Premier Accounts (n=656)

Product (qre codes)	Calculate Average Across Respondents				Changes Calculated Based on Averages Across Respondents						
	Insert Individual Respondent Data				Adjusted Future Volume IF Concept Implemented F	% Change from Past 12 Month Volume		% Change Attributable to Switch to 5-Day			
	Mean Volume (12 Month Period)		Likelihood of Change (Q10 Rating) E	Future Volume (Next 12 Months)		If No Service Change G	IF 5-Day Concept Implemented (Raw) H	Unadjusted		Adjusted	
	Past 12 Months B	Before 5-Day Concept Mentioned C						IF 5-Day Concept Implemented D	As % of PAST 12 Month Volume I	As % of NEXT 12 Month Volume J	As % of PAST 12 Month Volume K
Single Piece FCM (2, b) – MEAN	119,178	108,233	109,384	109,994	-9.2%	-8.2%	1.0%	1.1%	1.5%	1.6%	
Pre-Sort FCM (3, c) – MEAN	1,072,795	807,362	808,045	803,303	-24.7%	-24.7%	0.1%	0.1%	-0.4%	-0.5%	
Regular Standard/Bulk Mail (4, d) – MEAN	484,680	444,508	439,279	442,133	-8.3%	-9.4%	-1.1%	-1.2%	-0.5%	-0.5%	
Non-Profit Standard/Bulk Mail (5, e) – MEAN	53,578	59,200	54,769	54,568	10.5%	2.2%	-8.3%	-7.5%	-8.6%	-7.8%	
Priority Mail (6, f) – MEAN	50,014	16,075	15,314	15,571	-67.9%	-69.4%	-1.5%	-4.7%	-1.0%	-3.1%	
Express Mail (7, g) – MEAN	26,785	13,777	10,648	12,795	-48.6%	-60.2%	-11.7%	-22.7%	-3.7%	-7.1%	
Regular Periodical Mail (10, j) – MEAN	48,990	50,251	41,106	48,479	2.6%	-16.1%	-18.7%	-18.2%	-3.6%	-3.5%	
Non-Profit Periodical Mail (11, k) – MEAN	25,444	21,041	21,229	21,489	-17.3%	-16.6%	0.7%	0.9%	1.8%	2.1%	

NOTE: All data are based on all respondents from Premier 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

Segment: Preferred Accounts (n=773)

Product (qrc codes)	Calculate Average Across Respondents					Changes Calculated Based on Averages Across Respondents						
	Insert Individual Respondent Data											
	Mean Volume (12 Month Period)		Future Volume (Next 12 Months)		Likelihood of Change (Q10 Rating)	Adjusted Future Volume IF Concept Implemented	% Change from Past 12 Month Volume		% Change Attributable to Switch to 5-Day			
	Past 12 Months B	Before 5-Day Concept Mentioned C	IF 5-Day Concept Implemented D				If No Service Change G	IF 5-Day Concept Implemented (Raw) H	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, a) - MEAN	19,903	24,528	23,901		23,999	23.2%	20.1%	-3.2%	-2.6%	-2.7%	-2.2%	
Pre-Sort FCM (3, c) - MEAN	8,718	6,293	6,003		6,199	-27.8%	-31.1%	-3.3%	-4.6%	-1.1%	-1.5%	
Regular Standard/Bulk Mail (4, d) - MEAN	9,422	6,074	5,912		6,004	-35.5%	-37.3%	-1.7%	-2.7%	-0.7%	-1.2%	
Non-Profit Standard/Bulk Mail (5, e) - MEAN	3,853	4,264	4,243		4,264	10.7%	10.1%	-0.5%	-0.5%	0.0%	0.0%	
Priority Mail (6, f) - MEAN	1,218	1,971	1,901		1,828	-11.1%	-14.3%	-3.2%	-3.6%	-8.4%	-7.2%	
Express Mail (7, g) - MEAN	831	878	641		749	5.7%	-22.9%	-28.5%	-27.0%	-15.6%	-14.8%	
Regular Periodical Mail (10, j) - MEAN	615	479	465		473	-22.0%	-24.4%	-2.4%	-3.1%	-1.1%	-1.4%	
Non-Profit Periodical Mail (11, k) - MEAN	254	241	238		239	-5.4%	-6.5%	-1.1%	-1.2%	-0.8%	-0.6%	

NOTE: All data are based on all respondents from Preferred 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

Segment: Small Businesses (n=850)

Product (are 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)	Unadjusted		Adjusted	
	Past 12 Months	Before 5-Day Concept Mentioned	IF 5-Day Concept Implemented	Adjusted Future Volume IF 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		
FCM (1, a) -- MEAN	1,613	1,460	1,234		1,348	-9.5%	-23.5%	-14.0%	-15.4%	-7.0%	-7.7%	
Priority Mail (6, f) -- MEAN	249	407	216		252	63.1%	-13.3%	-78.4%	-46.9%	-61.9%	-38.0%	
Express Mail (7, g) -- MEAN	46	36	30		31	-22.6%	-36.2%	-13.8%	-17.5%	-10.2%	-13.2%	

NOTE: All data are based on all respondents from Small Businesses

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

5-Day Delivery Volume Forecasting - 1/19/2010

Segment: Consumers (n=636)

Product (are codes)	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	Adjusted
	Actual B	Estimate if 5-day Concept Had Been in Place C			
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

Simplified Example

Hypothetical Raw Data: Pre					
Hypothetical Raw Data					
Volume per Product					Mean Per
	Resp 1	Resp 2	Resp 3	Resp 4	Product
Prod A	100	0	0	0	25
Prod B	150	100	0	150	100
Prod C	0	20	100	0	30
sum	250	120	100	150	155

Incidence of Use					
Volume per Product					Mean Per
	Resp 1	Resp 2	Resp 3	Resp 4	Product
Prod A	1	0	0	0	1
Prod B	1	1	0	1	3
Prod C	0	1	1	0	2
sum	2	2	1	1	6

Calculate Weights			
	Hypothetical Target	Actual	Weight
Prod A	40.00%	25.00%	1.600
Prod B	50.00%	75.00%	0.667
Prod C	10.00%	50.00%	0.200

Calculate Weight for Each Respondent. Add the Weights for Each Product Used					
Volume per Product					Mean Per
	Resp 1	Resp 2	Resp 3	Resp 4	Product
Prod A	1.60	0.00	0.00	0.00	1.6
Prod B	0.67	0.67	0.00	0.67	2
Prod C	0.00	0.20	0.20	0.00	0.4
sum	2.27	0.87	0.20	0.67	4

Weighted Data					
Volume per Product					Mean Per
	Resp 1	Resp 2	Resp 3	Resp 4	Product
Prod A	227	0	0	0	57
Prod B	340	87	0	100	132
Prod C	0	17	20	0	9
sum	567	104	20	100	198

Hypothetical Raw Data: Post						
Hypothetical Raw Data						
Volume per Product					Mean Per	
	Resp 1	Resp 2	Resp 3	Resp 4	Product	% change
Prod A	75	0	0	20	23.75	95.0%
Prod B	160	75	0	120	88.75	88.8%
Prod C	10	15	120	0	36.25	120.8%
sum	245	90	120	140	148.75	96.0%

Weighted Data						
Volume per Product					Mean Per	
	Resp 1	Resp 2	Resp 3	Resp 4	Product	% change
Prod A	170	0	0	13	46	80.9%
Prod B	363	65	0	80	127	96.4%
Prod C	23	13	24	0	15	159.8%
sum	555	78	24	93	188	94.9%

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 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%	34.56%
Priority	2,512	50.0%	2,242	8,849	11,361	45.90%	16.32%
Express	3,034				3,034	12.26%	4.36%
Regular Periodicals	1,914				1,914	7.73%	2.75%
Non-Profit Periodicals	3,021				3,021	12.21%	4.34%
Regular Standard Mail	17,643				17,643	71.29%	25.34%
Non-Profit Standard Mail	7,635				7,635	30.85%	10.96%
Residual Mail	22,182				N/A		
Parcel Select	313				313	1.26%	0.45%
Parcel Post	649				649	2.62%	0.93%
Total	24,754					281.4%	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	339	51.68%	34.56%	0.669
Priority	202	30.79%	16.32%	0.530
Express	111	16.92%	4.36%	0.257
Regular Periodicals	77	11.74%	2.75%	0.234
Non-Profit Periodicals	27	4.12%	4.34%	1.054
Regular Standard Mail	88	13.41%	25.34%	1.889
Non-Profit Standard Mail	54	8.23%	10.96%	1.332
Parcel Select	11	1.68%	0.45%	0.268
Parcel Post	76	11.59%	0.93%	0.080
Total	656	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 Specific Product Users from Residual	TOTAL # of Product Users	Incidence Among All w/ Any Positive Volume	Relative # of Users
First Class Mail	171,986	100.0%	123,705	1,680,749	1,852,735	92.36%	51.71%
Priority	388,007	50.0%	95,301	806,926	1,194,933	59.57%	33.35%
Express	121,235				121,235	6.04%	3.38%
Regular Periodicals	6,135				6,135	0.31%	0.17%
Non-Profit Periodicals	12,076				12,076	0.60%	0.34%
Regular Standard Mail	236,156				236,156	11.77%	6.59%
Non-Profit Standard Mail	159,044				159,044	7.93%	4.44%
Residual Mail	1,804,454				N/A		
Parcel Select	156				156	0.01%	0.00%
Parcel Post	388				388	0.02%	0.01%
Total	3,364,503					178.6%	100.0%
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	517	66.88%	51.71%	0.773
Priority	235	30.40%	33.35%	1.097
Express	139	17.98%	3.38%	0.188
Regular Periodicals	66	8.54%	0.17%	0.020
Non-Profit Periodicals	77	9.96%	0.34%	0.034
Regular Standard Mail	159	20.57%	6.59%	0.320
Non-Profit Standard Mail	167	21.60%	4.44%	0.205
Parcel Select	4	0.52%	0.00%	0.008
Parcel Post	126	16.30%	0.01%	0.001
Total	773	2	1	



Whiteman, Greg - Washington, DC

From: Smith, Bob - Washington, DC
Sent: Tuesday, January 19, 2010 3:13 PM
To: Whiteman, Greg - Washington, DC
Subject: FW: IDI Screener

Below is some additional info on the screener and the incidence rates.

Bob Smith
Market Research
Room 1106
202 268 3579

From: Martin Pacino [mailto:Martin.Pacino@opinionresearch.com]
Sent: Tuesday, January 19, 2010 3:11 PM
To: Smith, Bob - Washington, DC
Cc: Becky Yalch
Subject: RE: IDI Screener

Hi Bob – The spreadsheet referred to was only used if someone agreed to be scheduled for an interview, so it has no additional information other than that which would identify the participants. Pauline is going back through her records to provide us with counts for how many people refused, couldn't be reached, etc. For National Accounts it looks like this:

Approximate numbers called – (some were not called back due to category quotas that were reached) -115
Refusals – 5
Didn't keep appointments – 12
Appointments / Completed Interviews - 18

We will be pulling together the same information for Premier Accounts asap.

Thanks,

Marty

Martin Pacino
Senior Project Manger

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From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Tuesday, January 19, 2010 12:05 PM

5/21/2010

To: Martin Pacino
Cc: Becky Yalch
Subject: RE: IDI Screener

Thanks. We also need the spreadsheet referred to.

Bob Smith
Market Research
Room 1106
202 268 3579

From: Martin Pacino [mailto:Martin.Pacino@opinionresearch.com]
Sent: Friday, January 15, 2010 4:08 PM
To: Smith, Bob - Washington, DC
Cc: Becky Yalch
Subject: IDI Screener

Hi Bob – Becky asked me to forward this on to you. This is the screener we used to set the IDI's.

Hope all is well,

Marty

Martin Pacino
Senior Project Manger

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402-836-2900 (*fax*)
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Whiteman, Greg - Washington, DC

From: Michelson, Robert - Washington, DC
Sent: Wednesday, January 20, 2010 10:08 AM
To: Neil Wolch; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: Lisa Brunning; Jeff Resnick; Becky Yalch
Subject: RE: 5-Day Forecasts
Attachments: Quantitative Market Research Percentage Loss of Volume by Product by Customer Segment.doc

Folks,

I started to input the new percentages into my model this morning by updating my chart that sets forth the % change in volume by account segment. They are in the attached. I did not input anything into my model because THEY MAKE NO SENSE and are not minor adjustments.

For example, there cannot be a 61.9% loss of Priority Mail volume from small businesses. Nor can there be a -8.6% loss of non-profit Standard Mail for Premiers. I cannot come up with a rational explanation based on the qualitative market research or my 30 years of Postal experience for these numbers.

We need to talk and do so ASAP. I am available this afternoon after about 2 pm EST.

Bob

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Tuesday, January 19, 2010 5:42 PM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Lisa Brunning; Jeff Resnick; Becky Yalch
Subject: RE: 5-Day Forecasts
Importance: High

Hi everyone,

I have attached a file that includes revised forecasts, per the note below. The second attachment summarizes the changes, showing the new forecasts next to those sent on 12/1/09. The National and Consumer segments did not change. Most of the other changes are fairly small, but a few (for lower volume products) are larger.

What stands out most is the sharp decline in Priority Mail for Small Businesses. There are a few fairly heavy users (compared to others in the segment) who reported that they would sharply decrease or completely stop their use of this product if the change were made. This could be a legitimate reaction.

Once again, we are very sorry for the error. Please let us know if you have any questions or comments, or if there is anything else we can do.

Best regards,

Neil

From: Neil Wolch
Sent: Tuesday, January 19, 2010 10:04 AM
To: Whiteman, Greg - Washington, DC; 'Smith, Bob - Washington, DC'; 'Michelson, Robert - Washington, DC'
Cc: Lisa Brunning; Jeff Resnick; Becky Yalch
Subject: 5-Day Forecasts

Hi Greg and Bobs,

5/25/2010

As I just mentioned to Greg, we just discovered that we had accidentally cleaned out more "inliers" than intended when we updated the forecasts (to those we sent on 12/1/09). We agreed to drop cases where there was a 25% or greater increase in total volume from the next 12 months before 5-Day to the first 12 months with it, since this would not be a logical response to the change. While this was done, it turns out that we also dropped cases where there was at least a 25% decrease; it is not unreasonable for an account to report such a decrease, and we did not intend to drop those respondents. The error was due to a miscommunication on our end, which we realized when pulling comparing our notes in order to update the methodology report.

We are updating the forecasts and hope to have the revisions to you by the end of today. Clearly, this change will increase our forecast of the negative impact of the change on volume. Fortunately, it looks like there will not be a change in our forecasts for National Accounts, and the impact on the higher volume products in the other segments will be relatively small.

We are very sorry for the mistake. Please let me know if there is anything else we can do to address this.

Best regards,

Neil Wolch
Vice President

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Elk Grove Village, IL 60007-1099
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847-378-2290 (fax)
www.opinionresearch.com

Quantitative Market Research Percentage Loss of Volume by Product by Customer Segment

12 1

	National	Premier	Preferred	Small Business	Consumers
Single Piece First-Class Mail	-1.2%	1.5%	-1.0%	-2.0%	-1.9%
Pre-Sort First-Class Mail	-1.1%	-0.3%	-0.5%	NA	NA
Regular Standard Mail	-0.4%	0.8%	-0.5%	NA	NA
Non-Profit Standard Mail	4.7%	-4.4%	0.9%	NA	NA
Priority Mail					
Regular Periodicals	0%	-0.7%	-1.0%	NA	NA
Non-Profit Periodicals	0%	2.2%	0.1%	NA	NA

Quantitative Market Research Percentage Loss of Volume by Product by Customer Segment

1-19

	National	Premier	Preferred	Small Business	Consumers
Single Piece First-Class Mail	-1.2%	1.5%	-2.7%	-7.0%	-1.9%
Pre-Sort First-Class Mail	-1.1%	-0.4%	-1.1%	NA	NA
Regular Standard Mail	-0.4%	0.5%	-0.7%	NA	NA
Non-Profit Standard Mail	4.7%	-8.6%	0.0%	NA	NA
Priority Mail					
Regular Periodicals	0%	-3.6%	-1.01	NA	NA
Non-Profit Periodicals	0%	1.8%	0.6%	NA	NA

Whiteman, Greg - Washington, DC

From: Neil Wolch [neil.wolch@opinionresearch.com]
Sent: Wednesday, January 20, 2010 12:08 PM
To: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Cc: Lisa Brunning; Jeff Resnick; Becky Yalch
Subject: RE: 5-Day Forecasts
Attachments: USPS 5-Day Delivery - Business Data File - Records to Add Back in (Decreases of 25% or More).xls

Hi Greg,

Attached is a spreadsheet (one tab per segment) that shows the volumes and allocations for the respondents added back in (those reporting a 25% or greater decrease in total volume as a result of 5-day (compared to next 12 months before 5-day)).

Our current thinking is similar to yours, that a case can be made for keeping these respondents out of the analysis (even though that was not our initial intent).

Looking forward to discussing this at 2:30.

Neil

From: Whiteman, Greg - Washington, DC [mailto:greg.whiteman@usps.gov]
Sent: Wednesday, January 20, 2010 10:24 AM
To: Michelson, Robert - Washington, DC; Neil Wolch; Smith, Bob - Washington, DC
Cc: Lisa Brunning; Jeff Resnick; Becky Yalch
Subject: RE: 5-Day Forecasts

Folks:

Bob, I share you reaction to the Priority Mail number and this also would apply to Express Mail for Preferred and Small Businesses. Regarding Non-Profit Standard, as the earlier estimate was a 4.4 percent decrease, is a 8.6 percent decrease significantly different?

Neil, to help us understand how the changes occurred, can your prepare a summary chart of the number of customers added back in and the specific the volumes and percent reductions (in total for the account and for the products). In talking with Bob, we raised the following thought: if a small number of accounts had large reductions and accounted for most of the decreases, then could they be considered in-liers, given that they may not be "representative" of the large number of commercial customers in the specific segments?

Given that we did not hear any commercial customers in the groups and the IDIs that they would make drastic changes in their use of postal services and almost all said they would adapt (a soft term in context of the magnitude of the range of reactions). We are very concerned that a few customers in the research could carry a disproportional impact on our volume estimate. Given that it is very hard to construct a definitive sample frame of commercial mailers, we think it might be the best course of action to consider these customers who gave us an estimate of huge reductions as in-illers, not really representative of customers in those segments.

The key question to ask is whether we are more reasonable to consider them as outliers/inliers or as representative customers within each segment.

We want to be able to discuss this at 2:30 pm so having the profile information on those larger reducers would be very important.

5/21/2010

Greg

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

From: Michelson, Robert - Washington, DC
Sent: Wednesday, January 20, 2010 10:08 AM
To: Neil Wolch; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: Lisa Brunning; Jeff Resnick; Becky Yalch
Subject: RE: 5-Day Forecasts

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5/21/2010

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**USPS 5-Day Delivery
- Premier Accounts -**

	Past 12 Months										
	Q1 Total Pieces of Mail	Q3kb. % USPS Single Piece First-Class Mail	Q3kc. % USPS Pre-Sort First-Class Mail	Q3kd. % USPS Regular Standard/Bulk Mail	Q3ke. % USPS Non-Profit Standard/Bulk Mail	Q3kf. % USPS Priority Mail	Q3kg. % USPS Express Mail	Q3kh. % USPS Parcel Select	Q3ki. % USPS Parcel Post	Q3kj. % USPS Regular Periodical Mail	Q3kk. % USPS Non-Profit Periodical Mail
785	100,000	0	0	0	0	0	0	0	0	100	0
2341	500,000	0	0	0	0	0	0	0	0	100	0
3828	3,000,000	0	0	100	0	0	0	0	0	0	0
4046	200	0	0	0	0	10	0	0	0	0	0
4155	52,000,000	0	0	0	0	0	0	0	0	100	0
4195	1,000,000	0	0	0	0	0	0	98	2	0	0
4262	100,000	0	0	0	0	60	10	5	5	0	0
4586	1,500	100	0	0	0	0	0	0	0	0	0
4995	1,500,000	0	0	0	0	10	10	0	70	0	0
4997	1,500,000	0	0	0	0	0	0	0	0	100	0
5042	2,000,000	1	1	49	49	0	0	0	0	0	0
5188	5,000	0	0	0	0	0	35	0	0	0	0
5281	2,200,000	0	0	0	0	0	0	0	0	99	0
5378	5,000	0	20	0	0	0	0	0	0	0	0
6004	400,000	0	0	0	0	100	0	0	0	0	0
7864	660,000	0	0	0	0	0	0	0	0	100	0
7891	744,000	0	0	0	0	0	0	0	0	100	0
7897	60,000	70	30	0	0	0	0	0	0	0	0
8098	80,000	70	25	0	0	0	0	0	0	0	0
8164	2,500,000	0	100	0	0	0	0	0	0	0	0
8530	90,000	0	0	0	0	0	0	0	0	0	100
8619	12,000	60	30	0	0	5	0	0	0	0	0
8641	3,000	15	10	0	0	0	0	0	0	0	0
9999	8,000	100	0	0	0	0	0	0	0	0	0
10087	65,000	0	100	0	0	0	0	0	0	0	0
12521	100,000	50	10	0	0	10	1	0	0	0	0

**USPS 5-Day Delivery
- Premier Accounts -**

	Q3kn-Q3kt. % Other Types of Mail
785	0
2341	0
3828	0
4046	90
4155	0
4195	0
4262	20
4586	0
4995	10
4997	0
5042	0
5188	65
5281	1
5378	80
6004	0
7864	0
7891	0
7897	0
8098	5
8164	0
8530	0
8619	5
8641	75
9999	0
10087	0
12521	29

**USPS 5-Day Delivery
- Premier Accounts -**

Data											
Next 12 Months											
	Q4 Total Pieces of Mail	Q6kb. % USPS Single Piece First-Class Mail	Q6kc. % USPS Pre-Sort First-Class Mail	Q6kd. % USPS Regular Standard/Bulk Mail	Q6ke. % USPS Non-Profit Standard/Bulk Mail	Q6kf. % USPS Priority Mail	Q6kg. % USPS Express Mail	Q6kh. % USPS Parcel Select	Q6kl. % USPS Parcel Post	Q6kj. % USPS Regular Periodical Mail	Q6kk. % USPS Non-Profit Periodical Mail
785	100,000	0	0	0	0	0	0	0	0	100	0
2241	500,000	0	0	0	0	0	0	0	0	100	0
3828	3,500,000	0	0	100	0	0	0	0	0	0	0
4046	100	0	0	0	0	5	0	0	0	0	0
4155	52,000,000	0	0	0	0	0	0	0	0	100	0
4195	1,500,000	0	0	0	0	0	0	99	1	0	0
4262	120,000	0	0	0	0	65	5	5	10	0	0
4586	2,000	100	0	0	0	0	0	0	0	0	0
4995	1,500,000	0	0	0	0	10	70	0	10	0	0
4997	1,500,000	0	0	0	0	0	0	0	0	100	0
5042	2,000,000	1	1	49	49	0	0	0	0	0	0
5188	5,000	0	0	0	0	0	0	0	65	0	0
5281	2,200,000	0	0	0	0	0	0	0	0	99	0
5378	7,000	0	10	0	0	0	0	0	0	0	0
6004	350,000	0	0	0	0	100	0	0	0	0	0
7864	660,000	0	0	0	0	0	0	0	0	100	0
7891	744,000	0	0	0	0	0	0	0	0	100	0
7897	60,000	70	30	0	0	0	0	0	0	0	0
8098	120,000	75	20	0	0	0	0	0	0	0	0
8164	2,500,000	0	100	0	0	0	0	0	0	0	0
8530	100,000	0	0	0	0	0	0	0	0	0	100
8619	15,000	50	20	0	0	15	0	0	0	0	0
8641	3,200	100	0	0	0	0	0	0	0	0	0
9999	8,000	100	0	0	0	0	0	0	0	0	0
10087	70,000	0	100	0	0	0	0	0	0	0	0
12521	60,000	15	35	0	0	15	0	0	0	0	0

**USPS 5-Day Delivery
- Premier Accounts -**

	Q6kn-Q6kt. % Other Types of Mail
785	0
2341	0
3828	0
4046	95
4155	0
4195	0
4262	15
4586	0
4995	10
4997	0
5042	0
5188	35
5281	1
5378	90
6004	0
7864	0
7891	0
7897	0
8098	5
8164	0
8530	0
8619	15
8641	0
9999	0
10087	0
12521	35

**USPS 5-Day Delivery
- Premier Accounts -**

	First 12 Months After Change										
	Q7 Total Pieces of Mail	Q9kb: % USPS Single Piece First-Class Mail	Q9kc: % USPS Pre-Sort First-Class Mail	Q9kd: % USPS Regular Standard/Bulk Mail	Q9ke: % USPS Non-Profit Standard/Bulk Mail	Q9kf: % USPS Priority Mail	Q9kg: % USPS Express Mail	Q9kh: % USPS Parcel Select	Q9ki: % USPS Parcel Post	Q9kj: % USPS Regular Periodical Mail	Q9kk: % USPS Non-Profit Periodical Mail
785	10,000	0	0	0	0	0	0	0	0	100	0
2341	300,000	0	0	0	0	0	0	0	0	100	0
3828	2,500,000	0	0	100	0	0	0	0	0	0	0
4046	15	0	0	0	0	0	0	0	0	0	0
4155	32,000,000	0	0	0	0	0	0	0	0	100	0
4195	1,000,000	0	0	0	0	0	0	99	1	0	0
4262	50,000	0	0	0	0	50	10	5	5	0	0
4586	1,000	80	0	0	0	0	0	0	0	0	0
4995	1,000,000	0	0	0	0	15	15	50	0	0	0
4997	500,000	0	0	0	0	0	0	0	0	0	0
5042	1,000,000	1	6	44	44	0	0	0	0	0	0
5188	2,500	0	0	0	0	0	30	0	0	0	0
5281	1,500,000	0	0	0	0	0	0	0	0	99	0
5378	350	0	0	0	0	0	0	0	0	0	0
6004	250,000	0	0	0	0	100	0	0	0	0	0
7864	330,000	0	0	0	0	0	0	0	0	85	0
7891	74,000	0	0	0	0	0	0	0	0	100	0
7897	40,000	0	100	0	0	0	0	0	0	0	0
8098	80,000	80	0	0	0	0	0	0	0	0	0
8164	1,500,000	0	100	0	0	0	0	0	0	0	0
8530	50,000	0	0	0	0	0	0	0	0	0	50
8619	1,500	50	20	0	0	15	0	0	0	0	0
8641	1,600	0	0	0	0	0	0	0	0	0	0
9999	5,000	100	0	0	0	0	0	0	0	0	0
10087	10,000	0	100	0	0	0	0	0	0	0	0
12521	40,000	10	20	0	0	10	0	0	0	0	0

**USPS 5-Day Delivery
- Premier Accounts -**

	Q9kn-Q9kt: % Other Types of Mail	Q10 Likelihood to Change - Column 4
785	0	2
2341	0	10
3828	0	7
4046	100	6
4155	0	8
4195	0	9
4262	30	8
4586	20	6
4995	20	6
4997	100	10
5042	5	2
5188	70	7
5281	1	10
5378	100	7
6004	0	10
7864	15	7
7891	0	2
7897	0	5
8098	20	8
8164	0	7
8530	50	10
8619	15	5
8641	100	10
9999	0	5
10087	0	1
12521	60	8

**USPS 5-Day Delivery
- Preferred Accounts -**

	Past 12 Months										
	Q1 Total Pieces of Mail	Q3kb. % USPS Single Piece First-Class Mail	Q3kc. % USPS Pre-Sort First-Class Mail	Q3kd. % USPS Regular Standard/Bulk Mail	Q3ke. % USPS Non-Profit Standard/Bulk Mail	Q3kf. % USPS Priority Mail	Q3kg. % USPS Express Mail	Q3kh. % USPS Parcel Select	Q3ki. % USPS Parcel Post	Q3kj. % USPS Regular Periodical Mail	Q3kk. % USPS Non-Profit Periodical Mail
71	45,000	0	0	0	0	0	100	0	0	0	0
275	145	100	0	0	0	0	0	0	0	0	0
568	12,250	89	2	1	0	3	1	0	0	0	0
1780	500	67	0	0	0	2	10	0	0	0	0
1876	140,000	25	0	0	0	0	0	0	0	0	0
1967	30,500	11	30	5	0	2	1	0	0	0	0
2248	1,250	75	0	0	0	10	0	0	5	0	0
3094	7,780	44	0	0	0	1	1	0	0	0	0
3178	667	100	0	0	0	0	0	0	0	0	0
3254	1,210	0	50	0	0	0	0	0	0	0	0
4377	466,400	20	5	20	10	0	0	0	0	30	0
4911	22,000	0	0	0	100	0	0	0	0	0	0
5331	100	100	0	0	0	0	0	0	0	0	0
5810	29,500	20	1	0	20	2	0	0	3	0	30
6564	11,050	40	0	0	0	0	0	0	0	0	0
6958	9,500	0	0	20	0	0	10	0	0	0	0
7032	111,100	14	0	0	0	14	0	0	0	0	0
7177	6,000	95	0	0	0	5	0	0	0	0	0
7255	16,025	44	0	0	50	5	0	0	0	0	0
7532	1,537	85	0	0	0	4	0	0	0	0	0
7857	27,510	1	4	0	95	0	0	0	0	0	0
7899	1,968	30	1	0	25	2	4	0	0	0	25
8775	4,519	5	0	0	0	10	0	0	2	0	0
10003	11,600	10	0	85	0	0	0	0	0	0	0
13362	6,000	0	0	0	0	0	0	0	0	100	0
13367	600,000	0	0	0	0	0	0	0	0	100	0
13450	312,000	0	0	0	0	0	0	0	0	100	0
13535	300	0	0	0	0	50	0	0	25	0	0
13572	78,000	0	0	0	0	0	0	0	0	100	0
13641	20,000	0	0	0	0	0	100	0	0	0	0
13820	30,000	60	0	0	0	20	20	0	0	0	0
14072	150,000	0	0	100	0	0	0	0	0	0	0
14114	4	0	0	0	75	0	0	0	0	0	0
14508	7,300	0	0	0	0	0	0	0	0	100	0
15957	6,500	0	0	0	100	0	0	0	0	0	0
17591	500	0	0	0	0	20	0	0	5	0	0

**USPS 5-Day Delivery
- Preferred Accounts -**

	Q3kn-Q3kt. % Other Types of Mail
71	0
275	0
568	4
1780	21
1876	75
1967	51
2248	10
3094	54
3178	0
3254	50
4377	15
4911	0
5331	0
5810	24
6564	60
6958	70
7032	72
7177	0
7255	1
7532	11
7857	0
7899	13
8775	83
10003	5
13362	0
13367	0
13450	0
13535	25
13572	0
13641	0
13820	0
14072	0
14114	25
14508	0
15957	0
17591	75

**USPS 5-Day Delivery
- Preferred Accounts -**

Data											
Next 12 Months											
	Q4 Total Pieces of Mail	Q6kb. % USPS Single Piece First-Class Mail	Q6kc. % USPS Pre-Sort First-Class Mail	Q6kd. % USPS Regular Standard/Bulk Mail	Q6ke. % USPS Non-Profit Standard/Bulk Mail	Q6kf. % USPS Priority Mail	Q6kg. % USPS Express Mail	Q6kh. % USPS Parcel Select	Q6ki. % USPS Parcel Post	Q6kj. % USPS Regular Periodical Mail	Q6kk. % USPS Non-Profit Periodical Mail
71	45,000	0	0	0	0	0	100	0	0	0	0
275	145	100	0	0	0	0	0	0	0	0	0
568	10,750	96	1	0	0	1	0	0	0	0	0
1780	500	67	0	0	0	2	10	0	0	0	0
1876	150,000	10	30	0	0	0	0	0	0	0	0
1967	29,000	11	30	5	0	2	1	0	0	0	0
2248	2,150	85	0	0	0	5	0	0	5	0	0
3094	87,700	43	0	0	0	1	1	0	1	0	0
3178	667	70	0	30	0	0	0	0	0	0	0
3254	1,205	0	0	0	20	0	0	0	0	0	0
4377	466,400	20	10	50	0	0	0	0	0	0	0
4911	15,000	30	0	0	20	0	0	0	0	0	0
5331	150	100	0	0	0	0	0	0	0	0	0
5810	27,500	20	1	2	25	1	0	0	1	1	24
6564	11,050	40	0	0	0	0	0	0	0	0	0
6959	708,800	80	0	20	0	0	0	0	0	0	0
7032	121,000	14	0	0	0	14	14	0	0	0	0
7177	6,000	95	0	0	0	5	0	0	0	0	0
7255	16,025	44	0	0	50	5	0	0	0	0	0
7532	2,737	15	15	0	0	15	15	0	0	0	0
7857	24,235	1	4	0	72	0	0	0	0	0	0
7899	2,066	15	0	0	30	5	2	0	0	0	0
8775	74,570	2	1	0	0	5	5	0	5	0	0
10003	11,600	5	5	50	0	0	0	0	0	0	0
13362	6,000	0	0	0	0	0	0	0	0	100	0
13367	700,000	0	0	0	0	0	0	0	0	100	0
13450	468,000	0	0	0	0	0	0	0	0	100	0
13535	2,500	0	0	0	0	0	0	100	0	0	0
13572	85,000	0	0	0	0	0	0	0	0	100	0
13641	20,000	0	0	0	0	0	100	0	0	0	0
13820	30,000	60	0	0	0	20	20	0	0	0	0
14072	200,000	0	0	80	0	0	0	0	0	0	0
14114	4	0	0	0	50	0	0	0	0	0	0
14508	8,000	0	0	0	0	0	0	0	0	100	0
15957	7,200	0	0	0	100	0	0	0	0	0	0
17591	1,000	0	0	0	0	50	0	0	0	0	0

**USPS 5-Day Delivery
- Preferred Accounts -**

	Q6kn-Q6kt. % Other Types of Mail
71	0
275	0
568	2
1780	21
1876	60
1967	51
2248	5
3094	54
3178	0
3254	80
4377	20
4911	50
5331	0
5810	25
6564	60
6958	0
7032	58
7177	0
7255	1
7532	40
7857	23
7899	48
8775	82
10003	40
13362	0
13367	0
13450	0
13535	0
13572	0
13641	0
13820	0
14072	20
14114	50
14508	0
15957	0
17591	50

**USPS 5-Day Delivery
- Preferred Accounts -**

	First 12 Months After Change										
	Q7 Total Pieces of Mail	Q9kb. % USPS Single Piece First-Class Mail	Q9kc. % USPS Pre-Sort First-Class Mail	Q9kd. % USPS Regular Standard/Bulk Mail	Q9ke. % USPS Non-Profit Standard/Bulk Mail	Q9kf. % USPS Priority Mail	Q9kg. % USPS Express Mail	Q9kh. % USPS Parcel Select	Q9ki. % USPS Parcel Post	Q9kj. % USPS Regular Periodical Mail	Q9kk. % USPS Non-Profit Periodical Mail
71	400	0	0	0	0	0	100	0	0	0	0
275	105	0	0	0	0	0	0	0	0	0	0
568	3,975	97	1	0	0	0	0	0	0	0	0
1780	50	67	0	0	0	2	10	0	0	0	0
1876	95,000	5	20	0	0	0	0	0	0	0	0
1967	5,500	11	30	5	0	2	1	0	0	0	0
2248	1,250	75	0	0	0	10	0	0	10	0	0
3094	7,780	42	1	0	0	1	1	0	1	0	0
3178	9	30	50	0	0	0	0	0	0	0	0
3254	805	0	0	0	0	0	0	0	0	0	0
4377	460,000	20	0	20	10	0	0	0	0	40	5
4911	11,000	60	0	0	0	0	0	0	0	0	0
5331	100	100	0	0	0	0	0	0	0	0	0
5810	20,700	20	0	0	1	1	0	0	1	0	25
6564	7,950	30	0	0	0	0	0	0	0	0	0
6958	18,050	0	20	0	80	0	0	0	0	0	0
7032	2,200	14	0	0	0	14	14	0	0	0	0
7477	4,500	0	0	0	0	0	0	0	0	0	0
7255	6,125	44	0	0	50	5	0	0	0	0	0
7532	337	60	0	0	0	1	0	0	1	0	0
7857	12,935	20	0	0	10	0	0	0	0	0	0
7899	9	3	0	0	0	2	0	0	0	0	0
8775	11,570	3	2	0	0	8	0	0	5	0	0
10003	7,700	0	0	0	0	0	0	0	0	0	0
13362	4,000	0	0	0	0	0	0	0	0	100	0
13367	800	0	0	0	0	0	0	0	0	0	0
13450	312,000	0	0	0	0	0	0	0	0	100	0
13535	25	0	0	0	0	0	0	0	0	0	0
13572	17,000	0	0	0	0	0	0	0	0	100	0
13641	12,000	0	0	0	0	0	100	0	0	0	0
13820	30	60	0	0	0	20	20	0	0	0	0
14072	150,000	0	0	50	0	0	0	0	0	0	0
14114	3	0	0	0	50	0	0	0	0	0	0
14508	6,000	0	0	0	0	0	0	0	0	100	0
15957	0	0	0	0	0	0	0	0	0	0	0
17591	500	0	0	0	0	50	0	0	0	0	0

**USPS 5-Day Delivery
- Preferred Accounts -**

	Q9kn-Q9kt. % Other Types of Mail	Q10 Likelihood to Change - Column E
71	0	10
275	100	7
568	2	4
1780	21	2
1876	75	10
1967	51	5
2248	5	4
3094	54	7
3178	20	3
3254	100	4
4377	5	10
4911	40	7
5331	0	10
5810	52	2
6564	70	7
6958	0	1
7032	58	5
7177	100	7
7255	1	2
7532	38	2
7857	70	10
7899	95	4
8775	82	1
10009	100	5
13362	0	7
13367	100	10
13450	0	10
13535	100	3
13572	0	7
13641	0	10
13820	0	9
14072	50	7
14114	50	6
14508	0	5
15957	100	8
17591	50	10

**USPS 5-Day Delivery
- Small Businesses -**

	Past 12 Months										
	Q1 Total Pieces of Mail	Q3ka. % USPS First Class Mail	Q3kd. % USPS Regular Standard/Bulk Mail	Q3ke. % USPS Non-Profit Standard/Bulk Mail	Q3kf. % USPS Priority Mail	Q3kg. % USPS Express Mail	Q3kh. % USPS Parcel Select	Q3ki. % USPS Parcel Post	Q3kj. % USPS Regular Periodical Mail	Q3kk. % USPS Non-Profit Periodical Mail	Q3kn-Q3kt. % Other Types of Mail
9928	555	93	0	0	1	0	0	1	0	0	5
10020	1	0	0	0	100	0	0	0	0	0	0
10099	3,000	0	0	0	40	1	0	58	0	0	1
10592	100	0	0	0	100	0	0	0	0	0	0
10666	601	25	0	0	35	0	0	15	0	0	25
10814	465	80	0	0	3	0	0	0	0	0	17
10878	60	75	0	0	0	0	0	0	0	0	25
10928	1,080	100	0	0	0	0	0	0	0	0	0
11065	2,707	85	0	0	10	0	0	3	0	0	2
11084	14	50	0	0	0	0	0	50	0	0	0
11128	425	50	0	0	5	5	0	0	0	0	40
11154	35	50	0	0	0	0	0	0	0	0	50
11210	316	1	0	0	80	1	0	0	0	0	18
11231	150	100	0	0	0	0	0	0	0	0	0
11234	2,084	50	0	0	30	0	0	5	0	0	15
11347	145	75	0	0	5	0	0	0	0	0	20
11364	116	100	0	0	0	0	0	0	0	0	0
11371	75	100	0	0	0	0	0	0	0	0	0
11489	253	11	0	0	0	0	0	11	0	0	79
11511	15,060	80	0	0	5	0	0	5	0	0	10
11532	755	80	0	0	10	0	0	0	0	0	10
11571	299	8	0	0	0	0	0	4	0	0	88
11626	20	100	0	0	0	0	0	0	0	0	0
11654	25	0	0	0	100	0	0	0	0	0	0
11712	131	0	0	0	80	0	0	5	0	0	15
11787	250	95	0	0	5	0	0	0	0	0	0
11816	10	20	0	0	0	0	0	0	0	0	80
11827	556	90	0	0	5	3	0	0	0	0	2
11838	25	100	0	0	0	0	0	0	0	0	0
11852	2,040	35	0	0	10	5	0	0	0	0	50
11896	150	100	0	0	0	0	0	0	0	0	0
11975	30	3	0	0	3	0	0	0	0	0	94
12006	1,000	100	0	0	0	0	0	0	0	0	0
12288	2,200	25	0	0	5	0	0	0	0	0	70
12396	250	100	0	0	0	0	0	0	0	0	0
12496	1,020	5	0	0	5	0	0	5	0	0	85
12522	280	100	0	0	0	0	0	0	0	0	0
12618	800	75	0	0	0	10	0	0	0	0	15
12785	10,418	28	0	0	0	0	0	56	0	0	17
13057	200	40	0	0	10	0	0	0	0	0	50
13287	1,280	20	0	0	70	0	0	10	0	0	0

**USPS 5-Day Delivery
- Small Businesses -**

	Past 12 Months										
	Q1 Total Pieces of Mail	Q3ka. % USPS First Class Mail	Q3kd. % USPS Regular Standard/Bulk Mail	Q3ke. % USPS Non-Profit Standard/Bulk Mail	Q3kf. % USPS Priority Mail	Q3kg. % USPS Express Mail	Q3kh. % USPS Parcel Select	Q3ki. % USPS Parcel Post	Q3kj. % USPS Regular Periodical Mail	Q3kk. % USPS Non-Profit Periodical Mail	Q3kn-Q3kt. % Other Types of Mail
13376	6	2	0	0	0	0	0	0	0	0	98
13552	3	25	0	0	0	0	0	0	0	0	75
13679	165	100	0	0	0	0	0	0	0	0	0
13733	135	60	0	0	0	0	0	0	0	0	40
13948	165	0	0	0	1	0	0	0	0	0	99
14367	230	5	0	0	2	0	0	0	0	0	93
14378	58,580	63	0	0	0	13	0	25	0	0	0
14413	75	100	0	0	0	0	0	0	0	0	0
14450	300	100	0	0	0	0	0	0	0	0	0
14455	55	50	0	0	30	0	0	15	0	0	5
14467	143	20	0	0	0	0	0	10	0	0	70
14468	230	20	0	0	50	0	0	15	0	0	15
14472	63	100	0	0	0	0	0	0	0	0	0
14558	150	50	0	0	0	35	0	0	0	0	15
14761	4,100	30	0	0	20	0	0	0	0	0	50
14837	2,580	100	0	0	0	0	0	0	0	0	0
14874	150	100	0	0	0	0	0	0	0	0	0
15006	900	80	0	0	5	0	0	5	0	0	10
15097	560	15	0	0	5	0	0	60	0	0	20
15116	74	12	0	0	5	0	0	15	0	0	68
15203	9	50	0	0	0	0	0	0	0	0	50
15254	4,000	100	0	0	0	0	0	0	0	0	0
15290	1,150	100	0	0	0	0	0	0	0	0	0
15313	120	50	0	0	0	0	0	0	0	0	50
15320	2,105	50	0	0	0	0	0	0	0	0	50
15323	100	0	0	0	10	0	0	0	0	0	90
15328	30,035	0	0	0	100	0	0	0	0	0	0
15486	500	100	0	0	0	0	0	0	0	0	0
15627	270	75	0	0	0	0	0	0	0	0	25
15643	950	15	0	0	15	0	0	25	0	0	45
15742	12	10	0	0	0	0	0	0	0	0	90
15751	39	0	0	0	5	0	0	0	0	0	95
15763	1,345	20	0	0	20	0	0	5	0	0	55
15766	59	50	0	0	40	0	0	10	0	0	0
15794	360	0	0	0	60	0	0	20	0	0	20
15922	165	50	0	0	0	0	0	0	0	0	50
15925	76	80	0	0	10	5	0	0	0	0	5
16003	63	90	0	0	10	0	0	0	0	0	0
16364	52	100	0	0	0	0	0	0	0	0	0
16627	60	60	0	0	10	0	0	25	0	0	5
16634	20,087	90	0	0	0	0	0	0	0	0	10

**USPS 5-Day Delivery
- Small Businesses -**

	Past 12 Months										
	Q1 Total Pieces of Mail	Q3ka. % USPS First Class Mail	Q3kd. % USPS Regular Standard/Bulk Mail	Q3ke. % USPS Non-Profit Standard/Bulk Mail	Q3kf. % USPS Priority Mail	Q3kg. % USPS Express Mail	Q3kh. % USPS Parcel Select	Q3ki. % USPS Parcel Post	Q3kj. % USPS Regular Periodical Mail	Q3kk. % USPS Non-Profit Periodical Mail	Q3kn-Q3kt. % Other Types of Mail
16639	96	90	0	0	0	0	0	0	0	0	10
16690	2,048	80	0	0	0	0	0	10	0	0	10
16755	5	20	0	0	0	0	0	0	0	0	80
16782	72,000	95	0	0	0	0	0	0	0	0	5
16791	250	80	0	0	0	0	0	0	0	0	20
16998	200	0	0	0	100	0	0	0	0	0	0
17015	30	100	0	0	0	0	0	0	0	0	0
17058	3,000	100	0	0	0	0	0	0	0	0	0
17082	1,400	100	0	0	0	0	0	0	0	0	0
17104	7	20	0	0	0	0	0	0	0	0	80
17166	2	0	0	0	100	0	0	0	0	0	0
17208	2,009	20	0	0	1	0	0	0	0	0	79
17333	240	0	0	0	100	0	0	0	0	0	0
17679	13	85	0	0	10	0	0	5	0	0	0
17691	435	60	0	0	10	5	0	0	0	0	25
17745	50	20	0	0	60	0	0	20	0	0	0
17822	10,010	10	0	0	50	0	0	20	0	0	20
17949	503	50	0	0	0	0	0	5	0	0	45
18060	16,500	100	0	0	0	0	0	0	0	0	0
18094	2	100	0	0	0	0	0	0	0	0	0
18157	1,400	30	0	0	10	0	0	10	0	0	50
18202	143	100	0	0	0	0	0	0	0	0	0
18209	61	80	0	0	20	0	0	0	0	0	0
18211	30	96	0	0	2	0	0	0	0	0	2
18225	100	20	0	0	0	0	0	0	0	0	80
18246	1	100	0	0	0	0	0	0	0	0	0
18309	11	98	0	0	0	0	0	2	0	0	0
18357	3	50	0	0	2	0	0	2	0	0	46
18381	360	70	0	0	10	0	0	0	0	0	20
18464	200	99	0	0	0	0	0	0	0	0	1
18534	25	100	0	0	0	0	0	0	0	0	0
18537	48	40	0	0	10	0	0	10	0	0	40
18618	200	0	0	0	50	50	0	0	0	0	0
18708	65,000	5	0	0	10	0	0	0	0	0	85
18719	1,090	60	0	0	0	0	0	10	0	0	30
18845	4	100	0	0	0	0	0	0	0	0	0
20311	15,075	20	0	0	60	1	0	5	0	0	14
20319	20	100	0	0	0	0	0	0	0	0	0
20324	60	10	0	0	0	0	0	0	0	0	90
20480	4	0	0	0	0	0	0	2	0	0	98
20483	170	0	0	0	0	5	0	0	0	0	95

**USPS 5-Day Delivery
- Small Businesses -**

	Past 12 Months										
	Q1 Total Pieces of Mail	Q3ka. % USPS First Class Mail	Q3kd. % USPS Regular Standard/Bulk Mail	Q3ke. % USPS Non-Profit Standard/Bulk Mail	Q3kf. % USPS Priority Mail	Q3kg. % USPS Express Mail	Q3kh. % USPS Parcel Select	Q3ki. % USPS Parcel Post	Q3kj. % USPS Regular Periodical Mail	Q3kk. % USPS Non-Profit Periodical Mail	Q3kn-Q3kt. % Other Types of Mail
20486	10,000	100	0	0	0	0	0	0	0	0	0
20557	4,200	40	0	0	0	3	0	0	0	0	57

**USPS 5-Day Delivery
- Small Businesses -**

	Data										
	Next 12 Months										
	Q4 Total Pieces of Mail	Q6ka. % USPS First Class Mail	Q6kd. % USPS Regular Standard/Bulk Mail	Q6ke. % USPS Non Profit Standard/Bulk Mail	Q6kf. % USPS Priority Mail	Q6kg. % USPS Express Mail	Q6kh. % USPS Parcel Select	Q6ki. % USPS Parcel Post	Q6kj. % USPS Regular Periodical Mail	Q6kk. % USPS Non Profit Periodical Mail	Q6kn-Q6kt. % Other Types of Mail
9928	481	93	0	0	1	0	0	1	0	0	5
10020	99	0	0	0	100	0	0	0	0	0	0
10099	4,000	0	0	0	42	0	0	58	0	0	0
10592	150	0	0	0	100	0	0	0	0	0	0
10666	702	20	0	0	40	0	0	10	0	0	30
10814	523	80	0	0	3	0	0	0	0	0	17
10878	60	75	0	0	0	0	0	0	0	0	25
10928	1,080	100	0	0	0	0	0	0	0	0	0
11065	2,292	98	0	0	0	0	0	0	0	0	2
11084	14	70	0	0	0	0	0	30	0	0	0
11128	425	50	0	0	0	5	0	0	0	0	45
11154	18	5	0	0	0	0	0	0	0	0	95
11210	391	4	0	0	80	1	0	0	0	0	15
11231	200	100	0	0	0	0	0	0	0	0	0
11234	3,136	40	0	0	30	0	0	0	0	0	30
11347	110	50	0	0	5	0	0	0	0	0	45
11364	116	100	0	0	0	0	0	0	0	0	0
11371	60	100	0	0	0	0	0	0	0	0	0
11489	281	5	0	0	5	0	0	5	0	0	84
11511	20,087	95	0	0	0	0	0	0	0	0	5
11532	755	80	0	0	10	0	0	0	0	0	10
11571	472	10	0	0	0	0	0	3	0	0	87
11626	40	100	0	0	0	0	0	0	0	0	0
11654	110	0	0	0	80	0	0	0	0	0	20
11712	133	0	0	0	85	0	0	15	0	0	0
11787	200	40	0	0	10	0	0	0	0	0	50
11816	10	100	0	0	0	0	0	0	0	0	0
11827	995	100	0	0	0	0	0	0	0	0	0
11838	15,000	100	0	0	0	0	0	0	0	0	0
11852	1,740	25	0	0	10	0	0	0	0	0	65
11896	200	100	0	0	0	0	0	0	0	0	0
11975	29	1	0	0	3	0	0	0	0	0	96
12006	1,000	100	0	0	0	0	0	0	0	0	0
12288	700	25	0	0	0	0	0	0	0	0	75
12396	250	100	0	0	0	0	0	0	0	0	0
12496	1,020	10	0	0	5	0	0	0	0	0	85
12522	280	100	0	0	0	0	0	0	0	0	0
12618	800	75	0	0	0	3	0	0	0	0	22
12785	10,553	11	0	0	11	11	0	56	0	0	11
13057	200	25	0	0	10	0	0	0	0	0	65
13287	52,400	15	0	0	80	0	0	5	0	0	0

**USPS 5-Day Delivery
- Small Businesses -**

Data											
Next 12 Months											
	Q4 Total Pieces of Mail	Q6ka. % USPS First Class Mail	Q6kd. % USPS Regular Standard/Bulk Mail	Q6ke. % USPS Non-Profit Standard/Bulk Mail	Q6kf. % USPS Priority Mail	Q6kg. % USPS Express Mail	Q6kh. % USPS Parcel Select	Q6ki. % USPS Parcel Post	Q6kj. % USPS Regular Periodical Mail	Q6kk. % USPS Non-Profit Periodical Mail	Q6kn-Q6kt. % Other Types of Mail
13376	4	0	0	0	0	0	0	0	0	0	100
13552	3	25	0	0	0	0	0	0	0	0	75
13679	170	100	0	0	0	0	0	0	0	0	0
13733	135	60	0	0	0	0	0	0	0	0	40
13948	260	0	0	0	0	0	0	0	0	0	100
14367	325	2	0	0	0	0	0	0	0	0	98
14378	40,400	60	0	0	20	0	0	20	0	0	0
14413	75	100	0	0	0	0	0	0	0	0	0
14450	300	100	0	0	0	0	0	0	0	0	0
14455	70	35	0	0	30	0	0	15	0	0	20
14467	204	15	0	0	0	0	0	10	0	0	75
14468	275	0	0	0	50	0	0	20	0	0	30
14477	63	100	0	0	0	0	0	0	0	0	0
14558	3	100	0	0	0	0	0	0	0	0	0
14761	20	70	0	0	0	0	0	0	0	0	30
14837	10,160	100	0	0	0	0	0	0	0	0	0
14874	200	100	0	0	0	0	0	0	0	0	0
15006	850	100	0	0	0	0	0	0	0	0	0
15097	560	15	0	0	5	0	0	60	0	0	20
15116	74	18	0	0	1	0	0	19	0	0	62
15203	8	60	0	0	0	0	0	0	0	0	40
15254	4,000	100	0	0	0	0	0	0	0	0	0
15290	1,150	100	0	0	0	0	0	0	0	0	0
15313	120	50	0	0	0	0	0	0	0	0	50
15320	2,608	60	0	0	0	0	0	0	0	0	40
15323	300	0	0	0	10	0	0	0	0	0	90
15328	25,025	0	0	0	100	0	0	0	0	0	0
15486	500	100	0	0	0	0	0	0	0	0	0
15627	470	50	0	0	0	0	0	0	0	0	50
15643	10,850	25	0	0	0	0	0	70	0	0	5
15742	1	0	0	0	0	0	0	0	0	0	100
15751	127	40	0	0	10	0	0	0	0	0	50
15763	1,610	20	0	0	5	0	0	5	0	0	70
15766	105	50	0	0	40	0	0	10	0	0	0
15794	6,062	0	0	0	60	0	0	0	0	0	40
15922	165	50	0	0	0	0	0	0	0	0	50
15925	95	80	0	0	10	5	0	0	0	0	5
16003	63	100	0	0	0	0	0	0	0	0	0
16364	102	100	0	0	0	0	0	0	0	0	0
16627	88	20	0	0	60	0	0	20	0	0	0
16634	20,150	90	0	0	0	0	0	0	0	0	10

**USPS 5-Day Delivery
- Small Businesses -**

	Data										
	Next 12 Months										
	Q4 Total Pieces of Mail	Q6ka. % USPS First-Class Mail	Q6kd. % USPS Regular Standard/Bulk Mail	Q6ke. % USPS Non Profit Standard/Bulk Mail	Q6kf. % USPS Priority Mail	Q6kg. % USPS Express Mail	Q6kh. % USPS Parcel Select	Q6ki. % USPS Parcel Post	Q6kj. % USPS Regular Periodical Mail	Q6kk. % USPS Non Profit Periodical Mail	Q6kn-Q6kt. % Other Types of Mail
16639	91	90	0	0	0	0	0	0	0	0	10
16690	2,308	80	0	0	0	0	0	10	0	0	10
16755	5	0	0	0	0	0	0	0	0	0	100
16782	72,000	0	0	0	95	0	0	0	0	0	5
16791	535	85	0	0	0	0	0	0	0	0	15
16998	200	0	0	0	100	0	0	0	0	0	0
17015	30	100	0	0	0	0	0	0	0	0	0
17058	5,000	100	0	0	0	0	0	0	0	0	0
17082	1,400	100	0	0	0	0	0	0	0	0	0
17104	7	0	0	0	100	0	0	0	0	0	0
17166	2	10	0	0	90	0	0	0	0	0	0
17208	2,012	20	0	0	0	0	0	0	0	0	80
17333	190	0	0	0	100	0	0	0	0	0	0
17679	63	95	0	0	5	0	0	0	0	0	0
17691	680	55	0	0	5	0	0	0	0	0	40
17745	25	10	0	0	80	0	0	10	0	0	0
17822	10,010	60	0	0	15	0	0	10	0	0	15
17949	403	50	0	0	0	0	0	5	0	0	45
18060	3,400	100	0	0	0	0	0	0	0	0	0
18094	2	100	0	0	0	0	0	0	0	0	0
18157	2,100	30	0	0	10	0	0	20	0	0	40
18202	163	75	0	0	0	0	0	25	0	0	0
18209	61	80	0	0	20	0	0	0	0	0	0
18211	30	96	0	0	2	0	0	0	0	0	2
18225	200	20	0	0	0	0	0	0	0	0	80
18246	2	100	0	0	0	0	0	0	0	0	0
18309	125	100	0	0	0	0	0	0	0	0	0
18357	250	50	0	0	0	0	0	2	0	0	48
18381	380	0	0	0	50	0	0	0	0	0	50
18464	200	37	0	0	1	1	0	0	0	0	61
18534	50	100	0	0	0	0	0	0	0	0	0
18537	48	40	0	0	10	0	0	10	0	0	40
18618	500	0	0	0	100	0	0	0	0	0	0
18708	65,000	12	0	0	3	0	0	0	0	0	85
18719	1,959	60	0	0	0	0	0	5	0	0	35
18845	5	100	0	0	0	0	0	0	0	0	0
20311	20,075	20	0	0	63	2	0	5	0	0	10
20319	20	100	0	0	0	0	0	0	0	0	0
20324	60	10	0	0	0	0	0	0	0	0	90
20480	12	0	0	0	0	0	0	0	0	0	100
20483	100	0	0	0	0	0	0	0	0	0	100

**USPS 5-Day Delivery
- Small Businesses -**

	Data										
	Next 12 Months										
	Q4 Total Pieces of Mail	Q6ka. % USPS First Class Mail	Q6kd. % USPS Regular Standard/Bulk Mail	Q6ke. % USPS Non Profit Standard/Bulk Mail	Q6kf. % USPS Priority Mail	Q6kg. % USPS Express Mail	Q6kh. % USPS Parcel Select	Q6ki. % USPS Parcel Post	Q6kj. % USPS Regular Periodical Mail	Q6kk. % USPS Non Profit Periodical Mail	Q6kn-Q6kt. % Other Types of Mail
20486	100	100	0	0	0	0	0	0	0	0	0
20557	94,050	39	0	0	0	3	0	0	0	0	58

**USPS 5-Day Delivery
- Small Businesses -**

	First 12 Months After Change										
	Q7 Total Pieces of Mail	Q9ka. % USPS First Class Mail	Q9kd. % USPS Regular Standard/Bulk Mail	Q9ke. % USPS Non Profit Standard/Bulk Mail	Q9kf. % USPS Priority Mail	Q9kg. % USPS Express Mail	Q9kh. % USPS Parcel Select	Q9ki. % USPS Parcel Post	Q9kj. % USPS Regular Periodical Mail	Q9kk. % USPS Non Profit Periodical Mail	Q9kn-Q9kt. % Other Types of Mail
9928	271	65	0	0	1	0	0	1	0	0	33
10020	50	0	0	0	100	0	0	0	0	0	0
10099	2,000	0	0	0	0	0	0	0	0	0	100
10592	100	0	0	0	75	0	0	0	0	0	25
10666	202	0	0	0	60	0	0	0	0	0	40
10814	240	25	0	0	0	0	0	0	0	0	75
10878	40	50	0	0	0	0	0	0	0	0	50
10928	10	100	0	0	0	0	0	0	0	0	0
11065	92	80	0	0	5	0	0	0	0	0	15
11084	4	80	0	0	0	0	0	20	0	0	0
11128	50	0	0	0	0	0	0	0	0	0	100
11154	10	10	0	0	0	0	0	0	0	0	90
11210	217	0	0	0	0	0	0	0	0	0	100
11231	25	0	0	0	0	0	0	0	0	0	100
11234	1,000	0	0	0	0	0	0	0	0	0	100
11347	80	20	0	0	0	0	0	0	0	0	80
11364	0	0	0	0	0	0	0	0	0	0	0
11371	0	0	0	0	0	0	0	0	0	0	0
11489	192	5	0	0	0	0	0	5	0	0	90
11511	10,060	95	0	0	0	0	0	0	0	0	5
11532	535	60	0	0	10	0	0	0	0	0	30
11571	318	9	0	0	0	0	0	2	0	0	89
11626	20	100	0	0	0	0	0	0	0	0	0
11654	10	0	0	0	50	0	0	0	0	0	50
11712	96	45	0	0	0	0	0	25	0	0	30
11787	102	20	0	0	10	0	0	0	0	0	70
11816	2	0	0	0	0	0	0	0	0	0	100
11827	500	100	0	0	0	0	0	0	0	0	0
11838	2,500	100	0	0	0	0	0	0	0	0	0
11852	175	14	0	0	0	0	0	0	0	0	86
11896	150	0	0	0	100	0	0	0	0	0	0
11975	18	1	0	0	0	0	0	0	0	0	99
12006	1	100	0	0	0	0	0	0	0	0	0
12288	400	20	0	0	0	0	0	0	0	0	80
12396	125	100	0	0	0	0	0	0	0	0	0
12496	220	5	0	0	0	0	0	5	0	0	90
12522	48	0	0	0	0	0	0	0	0	0	100
12618	400	5	0	0	0	0	0	0	0	0	95
12785	1,643	11	0	0	11	11	0	33	0	0	33
13057	55	0	0	0	0	0	0	0	0	0	100
13287	2,900	0	0	0	0	0	0	0	0	0	100

**USPS 5-Day Delivery
- Small Businesses -**

	First 12 Months After Change										
	Q7 Total Pieces of Mail	Q9ka. % USPS First Class Mail	Q9kd. % USPS Regular Standard/Bulk Mail	Q9ke. % USPS Non Profit Standard/Bulk Mail	Q9kf. % USPS Priority Mail	Q9kg. % USPS Express Mail	Q9kh. % USPS Parcel Select	Q9ki. % USPS Parcel Post	Q9kj. % USPS Regular Periodical Mail	Q9kk. % USPS Non Profit Periodical Mail	Q9kn-Q9kt. % Other Types of Mail
13376	0	0	0	0	0	0	0	0	0	0	0
13552	2	25	0	0	0	0	0	0	0	0	75
13679	100	0	0	0	0	0	0	0	0	0	100
13733	0	0	0	0	0	0	0	0	0	0	0
13948	110	0	0	0	0	0	0	0	0	0	100
14367	240	0	0	0	0	0	0	0	0	0	100
14378	30,000	100	0	0	0	0	0	0	0	0	0
14413	43	100	0	0	0	0	0	0	0	0	0
14450	50	0	0	0	0	0	0	0	0	0	100
14455	35	0	0	0	0	0	0	20	0	0	80
14467	102	5	0	0	0	0	0	5	0	0	90
14468	200	0	0	0	0	30	0	0	0	0	70
14477	0	0	0	0	0	0	0	0	0	0	100
14558	2	50	0	0	50	0	0	0	0	0	0
14761	4	100	0	0	0	0	0	0	0	0	0
14837	117	100	0	0	0	0	0	0	0	0	0
14874	0	0	0	0	0	0	0	0	0	0	100
15006	210	0	0	0	0	0	0	0	0	0	100
15097	20	0	0	0	0	0	0	0	0	0	100
15116	49	10	0	0	5	0	0	15	0	0	70
15203	6	60	0	0	0	0	0	0	0	0	40
15254	2,000	100	0	0	0	0	0	0	0	0	0
15290	850	100	0	0	0	0	0	0	0	0	0
15313	90	0	0	0	0	0	0	0	0	0	100
15320	1,054	0	0	0	0	0	0	0	0	0	100
15323	50	0	0	0	0	0	0	0	0	0	100
15328	0	0	0	0	0	0	0	0	0	0	0
15486	300	100	0	0	0	0	0	0	0	0	0
15627	235	0	0	0	0	0	0	0	0	0	100
15643	450	0	0	0	0	0	0	0	0	0	100
15742	0	0	0	0	0	0	0	0	0	0	0
15751	75	0	0	0	5	0	0	0	0	0	95
15763	1,045	0	0	0	0	0	0	0	0	0	100
15766	56	75	0	0	25	0	0	0	0	0	0
15794	87	0	0	0	40	0	0	0	0	0	60
15922	112	40	0	0	0	0	0	0	0	0	60
15925	35	0	0	0	0	0	0	0	0	0	100
16003	47	100	0	0	0	0	0	0	0	0	0
16364	20	100	0	0	0	0	0	0	0	0	0
16627	51	10	0	0	10	0	0	25	0	0	55
16634	10,150	97	0	0	0	0	0	0	0	0	3

USPS 5-Day Delivery
- Small Businesses -

First 12 Months After Change										
07 Total Pieces of Mail	09ka1 % USPS First Class Mail	09kd % USPS Regular Standard/Bulk Mail	09le % USPS Profit Standard/Bulk Mail	09lf % USPS Priority Mail	09lg % USPS Express Mail	09lh % USPS Parcel Select	09li % USPS Parcel Post	09lj % USPS Regular Periodical Mail	09lk % USPS Profit Periodical Mail	09ln-09lt % Other Types of Mail
16639	15	0	0	0	0	0	0	0	0	85
16690	80	0	0	0	0	0	0	0	0	10
16755	0	0	0	0	0	0	0	0	0	0
16782	75	0	0	10	0	0	0	0	0	15
16791	85	0	0	0	0	0	0	0	0	15
16998	0	0	0	0	0	0	0	0	0	0
17015	0	0	0	0	0	0	0	0	0	0
17058	100	0	0	0	0	0	0	0	0	0
17082	100	0	0	0	0	0	0	0	0	0
17104	0	0	0	0	0	0	0	0	0	0
17166	100	0	0	0	0	0	0	0	0	0
17208	100	0	0	0	0	0	0	0	0	0
17333	0	0	0	0	0	0	0	0	0	0
17679	24	0	0	0	0	0	0	0	0	0
17691	25	0	0	0	0	0	0	0	0	75
17745	10	0	0	80	0	0	0	0	0	10
17822	70	0	0	10	0	0	0	0	0	10
17949	40	0	0	0	0	0	0	0	0	60
18000	100	0	0	0	0	0	0	0	0	0
18094	0	0	0	0	0	0	0	0	0	0
18157	0	0	0	19	0	0	0	0	0	74
18202	20	0	0	0	0	0	0	0	0	80
18209	0	0	0	0	0	0	0	0	0	0
18211	98	0	0	0	2	0	0	0	0	0
18225	10	0	0	0	0	0	0	0	0	90
18246	100	0	0	0	0	0	0	0	0	0
18509	100	0	0	0	0	0	0	0	0	0
18557	20	0	0	0	0	0	0	0	0	80
18681	30	0	0	0	0	0	0	0	0	70
18464	32	0	0	1	1	0	0	0	0	66
18534	100	0	0	0	0	0	0	0	0	0
18537	25	0	0	0	0	0	0	0	0	75
18618	0	0	0	50	50	0	0	0	0	0
18708	3	0	0	3	0	0	0	0	0	94
18719	49	0	0	0	0	0	0	0	0	51
18845	100	0	0	0	0	0	0	0	0	0
20311	10	0	0	60	2	0	2	0	0	26
20519	0	0	0	0	0	0	0	0	0	100
20824	6	0	0	0	0	0	0	0	0	90
20480	0	0	0	0	0	0	0	0	0	100
20483	60	0	0	0	0	0	0	0	0	100

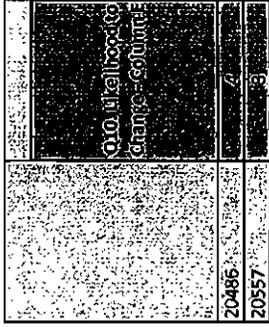
**USPS 5-Day Delivery
- Small Businesses -**

First 12 Months After Change											
	Q7 Total Pieces of Mail	Q9ka. % USPS First Class Mail	Q9kd. % USPS Regular Standard/Bulk Mail	Q9ke. % USPS Non-Profit Standard/Bulk Mail	Q9kf. % USPS Priority Mail	Q9kg. % USPS Express Mail	Q9kh. % USPS Parcel Select	Q9ki. % USPS Parcel Post	Q9kl. % USPS Regular Periodical Mail	Q9kk. % USPS Non-Profit Periodical Mail	Q9kn-Q9kt. % Other Types of Mail
20486	60	100	0	0	0	0	0	0	0	0	0
20557	4,950	40	0	0	0	0	0	0	0	0	60

USPS 5-Day Delivery
- Small Businesses -

	10. All roads to Grass - Column
16639	8
16690	10
16755	7
16782	9
16791	6
16998	10
17015	5
17058	8
17082	5
17104	6
17166	10
17208	4
17333	6
17679	6
17691	9
17745	6
17822	7
17849	3
18060	8
18094	1
18157	10
18202	9
18209	10
18211	4
18225	6
18246	5
18309	1
18357	9
18381	9
18464	9
18534	5
18537	6
18618	10
18708	8
18719	7
18845	8
20311	10
20319	7
20324	2
20480	7
20483	7

USPS 5-Day Delivery
- Small Businesses -



Whiteman, Greg - Washington, DC

From: Neil Wolch [neil.wolch@opinionresearch.com]
Sent: Thursday, December 03, 2009 5:34 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

Hi everyone,

We're just checking in to see how the latest forecasts look to you. We hope your preparations for the Monday meeting are going well. Please let us know if we can be of any further assistance.

Cheers,

Neil

From: Neil Wolch
Sent: Tuesday, December 01, 2009 4:18 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

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
Subject: Updated Forecasts

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).

5/21/2010

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

5-Day Delivery Volume Forecasting

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		% 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)	Unadjusted		Adjusted	
	Past 12 Months	Before 5-Day Concept Mentioned	IF 5-Day Concept Implemented	Adjusted Future Volume IF 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		
Single Piece FCM (2, b) – MEAN	1,200,976	1,356,902	1,337,494		1,342,990	13.0%	11.4%	-1.8%	-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

Segment: Premier Accounts (n=630)

Product (pre codes)	Calculate Average Across Respondents				Changes Calculated Based on Averages Across Respondents							
	Insert Individual Respondent Data				Likelihood of Change (Q10 Rating) E	% Change from Past 12 Month Volume		% Change Attributable to Switch to 5-Day				
	Mean Volume (12 Month Period)		Future Volume (Next 12 Months)			Adjusted Future Volume IF Concept Implemented F	If No Service Change G	IF 5-Day Concept Implemented (Raw) H	Unadjusted		Adjusted	
	Past 12 Months B	Before 5-Day Concept Mentioned C	IF 5-Day Concept Implemented D	Adjusted Future Volume IF Concept Implemented F					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	122,668	111,248	112,595		113,127	-9.3%	-8.2%	1.1%	1.2%	1.5%	1.7%	
Pre-Sort FCM (3, c) - MEAN	1,105,332	831,045	832,672		827,315	-24.8%	-24.7%	0.1%	0.2%	-0.3%	-0.4%	
Regular Standard/Bulk Mail (4, d) - MEAN	481,176	438,606	439,479		442,552	-8.8%	-8.7%	0.2%	0.2%	0.8%	0.9%	
Non-Profit Standard/Bulk Mail (5, e) - MEAN	48,810	54,559	53,297		52,389	11.8%	9.2%	-2.6%	-2.3%	-4.4%	-4.0%	
Priority Mail (6, f) - MEAN	51,095	16,038	15,447		15,666	-68.6%	-69.8%	-1.2%	-3.7%	-0.7%	-2.3%	
Express Mail (7, g) - MEAN	27,551	12,890	10,887		12,518	-53.2%	-60.5%	-7.3%	-15.5%	-1.3%	-2.9%	
Regular Periodical Mail (10, j) - MEAN	31,044	32,285	31,461		32,058	4.0%	1.3%	-2.7%	-2.6%	-0.7%	-0.7%	
Non-Profit Periodical Mail (11, k) - MEAN	26,276	21,690	22,006		22,272	-17.5%	-16.2%	1.2%	1.5%	2.2%	2.7%	

NOTE: All data are based on all respondents from Premier 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

Segment: Preferred Accounts (n=738)

Product (pre codes)	Calculate Average Across Respondents					Changes Calculated Based on Averages Across Respondents					
	Insert Individual Respondent Data					% Change from Past 12 Month					
	Mean Volume (12 Month Period)		Likelihood of Change (Q10 Rating)	Adjusted Future Volume IF Concept Implemented	% Change from Past 12 Month Volume		% Change Attributable to Switch to 5-Day				
	Past 12 Months	Future Volume (Next 12 Months)			If No Service Change	IF 5-Day Concept Implemented (Raw)	Unadjusted		Adjusted		
B	Before 5-Day Concept Mentioned	IF 5-Day Concept Implemented	E	F	G	H	As % of PAST 12 Month Volume	As % of NEXT 12 Month Volume	As % of PAST 12 Month Volume	As % of NEXT 12 Month Volume	
	C	D					I	J	K	L	
Single Piece FCM (2, b) – MEAN	20,620	25,042	25,042		24,842	21.4%	21.4%	-0.0%	0.0%	-1.0%	-0.8%
Pre-Sort FCM (3, c) – MEAN	9,123	6,535	6,284		6,487	-28.4%	-31.1%	-2.8%	-3.8%	-0.5%	-0.7%
Regular Standard/Bulk Mail (4, d) – MEAN	9,738	6,151	6,131		6,101	-36.8%	-37.0%	-0.2%	-0.3%	-0.5%	-0.8%
Non-Profit Standard/Bulk Mail (5, e) – MEAN	3,950	4,399	4,427		4,435	11.4%	12.1%	0.7%	0.6%	0.9%	0.8%
Priority Mail (6, f) – MEAN	2,282	2,007	2,008		1,937	-12.1%	-12.0%	0.0%	0.0%	-3.1%	-3.5%
Express Mail (7, g) – MEAN	843	839	675		779	-0.5%	-19.9%	-19.4%	-19.5%	-7.0%	-7.1%
Regular Periodical Mail (10, j) – MEAN	625	475	486		469	-23.9%	-22.3%	1.7%	2.2%	-1.0%	-1.3%
Non-Profit Periodical Mail (11, k) – MEAN	237	231	232		231	-2.5%	-2.0%	0.4%	0.4%	0.1%	0.1%

NOTE: All data are based on all respondents from Preferred 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

5-Day Delivery Volume Forecast

Segment: Small Businesses (n=725)

Product (grs 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)	Unadjusted		Adjusted	
	Past 12 Months	Before 5-Day Concept Mentioned	IF 5-Day Concept Implemented	Adjusted Future Volume IF 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		
FCM (1, a) -- MEAN	1,605	1,449	1,352		1,418	-9.7%	-15.8%	-6.1%	-6.7%	-2.0%	-2.2%	
Priority Mail (6, f) -- MEAN	212	242	242		242	14.2%	14.2%	0.0%	0.0%	0.0%	0.0%	
Express Mail (7, g) -- MEAN	43	36	34		32	-17.0%	-21.2%	-4.2%	-5.1%	-7.9%	-9.6%	

NOTE: All data are based on all respondents from Small Businesses
 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

5-Day Delivery Volume Forecasting

Segment: Consumers (n=636)

	TOTAL ACROSS ALL FOUR APPLICATIONS		
	Mean Volume (Past 12 Months)		Adjusted Volume IF Concept Had Been Implemented
	Actual	Estimate if 5-day Concept Had Been in Place	
	B	C	D
Product (gre codes)			
FCM (a) -- MEAN	65.00	63.13	63.73
Priority Mail (b) -- MEAN	2.87	4.09	3.33
Express Mail (c) -- MEAN	0.96	1.07	1.06

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)

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

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

**% Change Attributable to Switch
to 5-Day**

Unadjusted <i>E</i>	Adjusted <i>F</i>
-2.9%	-1.9%
42.5%	16.0%
11.4%	10.1%

+ *Actual for Each Product*

Whiteman, Greg - Washington, DC

From: Michelson, Robert - Washington, DC
Sent: Thursday, December 10, 2009 4:33 PM
To: 'neil.wolch@opinionresearch.com'; 'Becky.Yalch@opinionresearch.com'; Whiteman, Greg - Washington, DC
Cc: Smith, Bob - Washington, DC; 'jeff.resnick@opinionresearch.com'
Subject: Re: Volume estimates

First, let me echo what Greg said about ORC's work on this project - it was great. The quantitative research allowed me to estimate the volume loss and the qualitative enabled me to explain the why's. It was great working with the ORC team.

The Executive Committee members gave the research and volume/revenue loss analysis extremely high marks.

I calculated there would be a .73% volume (about 1.2 billion pieces) and .74% revenue loss (\$400+million), if 5 day delivery had been implemented in FY 2009. I also explained the methodology we used in the quantitative market research to determine the loss of volume by account segment.

My best wishes for a happy holiday season and a happy and healthy new year.

Bob Michelson

From: Neil Wolch <neil.wolch@opinionresearch.com>
To: Becky Yalch <Becky.Yalch@opinionresearch.com>; Whiteman, Greg - Washington, DC
Cc: Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC; Jeff Resnick <jeff.resnick@opinionresearch.com>
Sent: Thu Dec 10 12:59:13 2009
Subject: RE: Volume estimates

Let me second that. We all really enjoy working with you. This has been a very interesting project, and everyone at USPS has been great to work with.

Please let us know if we can help in any other way.

Thanks,

Neil

From: Becky Yalch
Sent: Thursday, December 10, 2009 12:56 PM
To: Whiteman, Greg - Washington, DC; Neil Wolch
Cc: Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Subject: RE: Volume estimates

Thank you for the nice feedback. I know that I really enjoyed both doing the research and working with your great team of people.

From: Whiteman, Greg - Washington, DC [mailto:greg.whiteman@usps.gov]
Sent: Thursday, December 10, 2009 10:55 AM
To: Becky Yalch; Neil Wolch
Cc: Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Subject: Volume estimates

Becky/Neil:

Bob and I presented the results of the research this Monday to our EC and it went very well. Applying the

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quantitative volume change estimates to our internal volume information resulted in an estimated volume decline of 0.74 percent, which is well below the estimate we developed this summer using the 2001 research. Thus, the impact that the estimated volume decline will have on the net savings was very limited.

We are very pleased with the work we did together and it has demonstrated to our senior management the role and value we can provide management. Thanks for all your support so far.

Greg

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

Whiteman, Greg - Washington, DC

From: Becky Yalch [Becky.Yalch@opinionresearch.com]
Sent: Tuesday, December 29, 2009 9:07 PM
To: Smith, Bob - Washington, DC
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: Quantitative Market Research Percentage Loss of Volume by Product by Customer Segment.doc

I did round them all up but looking through my e-mail it is not clear I sent them. As soon as I get back in the office on Monday I will resend all of the transcripts as well as burn to a CD for permanent storage. Will burn the report to the CD as well.

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Tuesday, December 29, 2009 7:28 AM
To: Becky Yalch; Neil Wolch; Lisa Brunning
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: FW: Quantitative Market Research Percentage Loss of Volume by Product by Customer Segment.doc

Please look at the chart below which compares changes across mail types by account size. Bob Michelson is wondering why Premier does not seem to follow the same pattern as the other accounts. They plan to increase single piece FC and decrease non-profit standard, just the opposite of the other accounts, although the differences are not huge. Do you have any thoughts on this based on what you heard in the interviews? Bob is wondering if we could still have one more outlier causing this. We could assume that they plan to shift some of their mail from Standard to FCM but it is not good to make that assumption without some proof to back it up. I was going to read through the transcripts to see what I could find. In my file, I found an email with 5 initial transcripts dated 10/14 that are all National Accounts. There were two more sent on 10/23, one of which is Premier. And there are 4 recordings sent on 10/21 (out of 6 you sent, apparently the other 2 didn't come through). Since you did 20 interviews, did you ever send us the rest of the transcripts?

Bob Smith
Market Research
Room 1106
202 268 3579

From: Michelson, Robert - Washington, DC
Sent: Monday, December 28, 2009 6:12 PM
To: Smith, Bob - Washington, DC
Cc: Whiteman, Greg - Washington, DC
Subject: FW: Quantitative Market Research Percentage Loss of Volume by Product by Customer Segment.doc

Bob,

Could you read through the transcripts of the IDIs and see if you can see an explanation of the reasoning for the differences between managed accounts for First-Class and Standard Mail - Why did Premier's say they will increase their usage?

I seem to recall some discussion about it, but I do not want to speculate.

Bob

Robert - Washington, DC
December 28, 2009 6:09 PM
- Washington, DC; Fotl, Thomas J - Washington, DC; Devar, Rod - Washington, DC; Mastervich, Karen C - Washington, DC; Monteith, Steven W - Washington, DC
g - Washington, DC
Quantitative Market Research Percentage Loss of Volume by Product by Customer Segment.doc

As a follow-up to our meeting last Monday, I am sending you a breakdown of the percentage loss of volume by product by customer segment - national, premier, preferred, small business and consumers.

Looking at this chart should help you understand the total volume loss numbers.

5/21/2010

For example, the market research shows that there will be substantial losses of volume shipped by managed accounts (national, premier and preferred). However, the losses are more than offset by an increase of 16% from consumers. The total volume loss from the managed accounts is 4,206,058 pieces. The 16% increase in Priority Mail pieces shipped by consumers amounts to 13,078,839. This reaction to 5 Day delivery is consistent with what we heard in the qualitative market research; basically, managed accounts will move to competitors and consumers will buy up from First-Class Mail.

Standard Mail is also interesting when you look at the reaction to the concept by segment. The total volume is an increase of +0.14% or 94,268,862 pieces. This is basically flat - no affect. The market research shows that National and Preferred accounts would decrease their volume usage by -0.4 or -117,977,540 pieces and -0.5 or -40,653,831 pieces, respectively, while the Premier segment would increase their usage by +0.8% or 252,900,232 pieces. Thus, there is a slight increase. This too is consistent with what we heard in the qualitative market research. Most advertisers had no reaction to 5 Day Delivery because their target days for delivery are currently during the week (Monday - Friday). This includes virtually all Business to Business advertisers. The elimination of Saturday delivery would have no affect on them. Those that had a negative reaction to 5 Day Delivery have a need for delivery of their ads to be delivered by Saturday or Monday. These mailers are mostly retailers, seeking to drive retail traffic on Saturday and/or Sunday. Those needing delivery on Saturday could not see how using the mail would help them, if there was no Saturday delivery because they need/want delivery on Saturday. They indicated they would use alternative media (i.e., newspapers). Those concerned with delivery on Monday were worried about the Postal Service's ability to deliver their advertisements on Monday due to the amount of mail that would have to be delivered on that day. The Premier segment's very small increase in usage is due, I believe, to this segment sending fewer ads seeking to drive retail store traffic on a weekend than the National or Preferred accounts. As a result, I believe that they will downgrade more First-Class Mail to Standard Mail than the other two segments.

The market research shows that single piece First-Class Mail will decline by between 1 and 2% for each segment, except for Premier. They said they would have a 1.5% increase in volume.

If you have any further questions or concerns, do not hesitate to ask me.

Bob

5/21/2010

Whiteman, Greg - Washington, DC

From: Becky Yalch [Becky.Yalch@opinionresearch.com]
Sent: Tuesday, December 29, 2009 8:50 PM
To: Neil Wolch; Smith, Bob - Washington, DC; Lisa Brunning
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: Quantitative Market Research Percentage Loss of Volume by Product by Customer Segment.doc

Thanks Neil for keeping me current – not in the office so I don't have all the reference materials. I am going to go through them all in detail the first of the year to refresh my memory.

From: Neil Wolch
Sent: Tuesday, December 29, 2009 5:46 PM
To: Becky Yalch; 'Smith, Bob - Washington, DC'; Lisa Brunning
Cc: 'Whiteman, Greg - Washington, DC'; 'Michelson, Robert - Washington, DC'
Subject: RE: Quantitative Market Research Percentage Loss of Volume by Product by Customer Segment.doc

We have notes that can be pulled together to document the outliers that have been tossed. This has been (still is) a bit of a moving target.

Becky: the data are indeed weighted. The weighting was documented in the methodology report (which, again, is not completely up to date).

Neil

From: Becky Yalch
Sent: Tuesday, December 29, 2009 6:50 PM
To: Neil Wolch; 'Smith, Bob - Washington, DC'; Lisa Brunning
Cc: 'Whiteman, Greg - Washington, DC'; 'Michelson, Robert - Washington, DC'
Subject: RE: Quantitative Market Research Percentage Loss of Volume by Product by Customer Segment.doc

Of the total number of Premier Accounts surveyed how many respondents have now been considered to be outliers and is there is any kind of systematic pattern – type of account, application, etc. – that has been detected.

Also there should be an appendix to the Methodology Report that documents all of these – you have probably already done this but just want to make sure.

And per Neil's comment – if my memory is serving me, this data was not weighted – correct?

From: Neil Wolch
Sent: Tuesday, December 29, 2009 4:13 PM
To: 'Smith, Bob - Washington, DC'; Becky Yalch; Lisa Brunning
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: Quantitative Market Research Percentage Loss of Volume by Product by Customer Segment.doc

Hi Bob,

Sorry it took a while to respond. Anyway, I've been digging around in the Premier Accounts' data and found the following four cases which, while not necessarily outliers, have responses that you might consider suspect.

- Respondent #474:
 - Next 12 months: 80% Pre-Sort FCM / 10% Regular SM / 7% Non-Profit SM / 3% other
 - First 12 months with 5-Day: 3% Pre-Sort FCM / 80% Regular SM / 17% Non-Profit SM / 0% other
- Respondent #1154:
 - Next 12 months: 20% Single Piece FCM / 80% Pre-Sort FCM

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- o First 12 months with 5-Day: 100% Single Piece FCM
- Respondent #12110:
 - o Next 12 months: 100% Pre-Sort FCM
 - o First 12 months with 5-Day: 50% Single Piece FCM / 50% other
- Respondent #12335:
 - o Next 12 months: 95% Non-Profit SM / 5% other
 - o First 12 months with 5-Day: 60% Single Piece FCM / 10% Non-Profit SM / 20% Non-Profit Periodicals / 10% other

Please let us know if you think any of these should be removed from the analysis. Please note that if we do remove any/all of these, the forecast for most products (within the Premier segment) could change.

Thanks,

Neil

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Tuesday, December 29, 2009 9:28 AM
To: Becky Yalch; Neil Wolch; Lisa Brunning
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: FW: Quantitative Market Research Percentage Loss of Volume by Product by Customer Segment.doc

Please look at the chart below which compares changes across mail types by account size. Bob Michelson is wondering why Premier does not seem to follow the same pattern as the other accounts. They plan to increase single piece FC and decrease non-profit standard, just the opposite of the other accounts, although the differences are not huge. Do you have any thoughts on this based on what you heard in the interviews? Bob is wondering if we could still have one more outlier causing this. We could assume that they plan to shift some of their mail from Standard to FCM but it is not good to make that assumption without some proof to back it up. I was going to read through the transcripts to see what I could find. In my file, I found an email with 5 initial transcripts dated 10/14 that are all National Accounts. There were two more sent on 10/23, one of which is Premier. And there are 4 recordings sent on 10/21 (out of 6 you sent, apparently the other 2 didn't come through). Since you did 20 interviews, did you ever send us the rest of the transcripts?

Bob Smith
 Market Research
 Room 1106
 202 268 3579

From: Michelson, Robert - Washington, DC
Sent: Monday, December 28, 2009 6:12 PM
To: Smith, Bob - Washington, DC
Cc: Whiteman, Greg - Washington, DC
Subject: FW: Quantitative Market Research Percentage Loss of Volume by Product by Customer Segment.doc

Bob,
 Could you read through the transcripts of the IDIs and see if you can see an explanation of the reasoning for the differences between managed accounts for First-Class and Standard Mail - Why did Premier's say they will increase their usage?

I seem to recall some discussion about it, but I do not want to speculate.

Bob

Robert - Washington, DC
 December 28, 2009 6:09 PM
 - Washington, DC; Foti, Thomas J - Washington, DC; Devar, Rod - Washington, DC; Mastervich, Karen C - Washington, DC; Monteith, Steven W - Washington, DC
 g - Washington, DC
 Quantitative Market Research Percentage Loss of Volume by Product by Customer Segment.doc

As a follow-up to our meeting last Monday, I am sending you a breakdown of the percentage loss of volume by product by customer segment - national, premier, preferred, small business and consumers.

5/21/2010

Looking at this chart should help you understand the total volume loss numbers.

For example, the market research shows that there will be substantial losses of volume shipped by managed accounts (national, premier and preferred). However, the losses are more than offset by an increase of 16% from consumers. The total volume loss from the managed accounts is 4,206,058 pieces. The 16% increase in Priority Mail pieces shipped by consumers amounts to 13,078,839. This reaction to 5 Day delivery is consistent with what we heard in the qualitative market research; basically, managed accounts will move to competitors and consumers will buy up from First-Class Mail.

Standard Mail is also interesting when you look at the reaction to the concept by segment. The total volume is an increase of +0.14% or 94,268,862 pieces. This is basically flat - no affect. The market research shows that National and Preferred accounts would decrease their volume usage by -0.4 or -117,977,540 pieces and -0.5 or -40,653,831 pieces, respectively, while the Premier segment would increase their usage by +0.8% or 252,900,232 pieces. Thus; there is a slight increase. This too is consistent with what we heard in the qualitative market research. Most advertisers had no reaction to 5 Day Delivery because their target days for delivery are currently during the week (Monday - Friday). This includes virtually all Business to Business advertisers. The elimination of Saturday delivery would have no affect on them. Those that had a negative reaction to 5 Day Delivery have a need for delivery of their ads to be delivered by Saturday or Monday. These mailers are mostly retailers, seeking to drive retail traffic on Saturday and/or Sunday. Those needing delivery on Saturday could not see how using the mail would help them, if there was no Saturday delivery because they need/want delivery on Saturday. They indicated they would use alternative media (i.e., newspapers). Those concerned with delivery on Monday were worried about the Postal Service's ability to deliver their advertisements on Monday due to the amount of mail that would have to be delivered on that day. The Premier segment's very small increase in usage is due, I believe, to this segment sending fewer ads seeking to drive retail store traffic on a weekend than the National or Preferred accounts. As a result, I believe that they will downgrade more First-Class Mail to Standard Mail than the other two segments.

The market research shows that single piece First-Class Mail will decline by between 1 and 2% for each segment, except for Premier. They said they would have a 1.5% increase in volume.

If you have any further questions or concerns, do not hesitate to ask me.

Bob

Whiteman, Greg - Washington, DC

From: Michelson, Robert - Washington, DC
Sent: Wednesday, December 30, 2009 12:40 PM
To: Neil Wolch; Smith, Bob - Washington, DC; Becky Yalch; Lisa Brunning; Whiteman, Greg - Washington, DC
Subject: RE: Quantitative Market Research Percentage Loss of Volume by Product by Customer Segment.doc

Bob Smith and I just talked and I want to set out what we need to do going forward. To be clear, neither Bob nor I are saying these 4 respondents are outliers and should be thrown out.

We need to first understand why Premier accounts' change in volume due to implementation of 5 Day Delivery are so different than National and Preferred accounts and to some extent small businesses and consumers. The difference is directional and/or order of magnitude. Premiers say they will increase their usage of single piece First-Class Mail and regular Standard Mail when every other customer segment says they will decrease their usage. Premiers also are the only customer segment that said they would decrease their usage of non-profit Standard Mail. Premiers decreased usage of Priority Mail is significantly less than Preferreds and over 1/7 the of the reduction from National accounts. Premiers increase of 2.2% of non-profit periodicals is leaps and bounds more than the basically flat reaction that the other segments had. Based upon on my experience I expected Premiers to be in between Nationals and Preferreds and to be closer to Nationals for all products

The thing we need to do is to provide an explanation like we can for why consumers will increase their usage of Express Mail and Priority Mail, based on the qualitative focus groups. My thinking is that we ought to be able get an understanding from the IDIs of what Premiers were thinking. That is why we need the transcripts from all the IDIs and they need to be identified by type of account. Becky or Neil, can you tell us how many Premier accounts were interviewed? Hopefully, that will be the end of it. If the transcripts do not provide an explanation, than I think we will need to contact the Premier accounts who were interviewed in the quantitative to get an understanding of why they said what they did. The four respondents below may or may not be sufficient for this purpose.

We should touch base on Monday when Greg and Becky are back in the office to see if we need to do more.

Bob Michelson
 Manager, Program Management and Support
 Shipping and Mailing Services
 (202) 268-7708
 Cell (202) 297-2486

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Wednesday, December 30, 2009 10:38 AM
To: Smith, Bob - Washington, DC; Becky Yalch; Lisa Brunning; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: Quantitative Market Research Percentage Loss of Volume by Product by Customer Segment.doc

Hi Bob,

I think we are on the same page here. I was just making the point that we should not change or drop their data based on what they tell us when we talk to them again. We'll treat those conversations like additional qualitative research.

Please let us know where you net out on how far to take this. It sounds like we might want to treat this as an addition to the qualitative phase.

Best regards,

Neil

5/21/2010

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Wednesday, December 30, 2009 9:06 AM
To: Neil Wolch; Becky Yalch; Lisa Brunning; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: Quantitative Market Research Percentage Loss of Volume by Product by Customer Segment.doc

I agree that if their data does not meet the rules for dropping them, then we should leave their data in. I think re-contacting them could help us understand why they would shift from Pre-sort to single-piece. That seems to be one of the things Bob M is wondering about. I don't understand your comment that re-questioning them could change their reaction to the 5-day concept. I think we would simply repeat the data back to them and ask them if they can recall why they would make that change. Granted, it may not work. The other part of the puzzle was those who are planning to decrease use of non-profit standard. We would have to find a few of them in the data and re-contact them to try to understand their reasoning. The attempt is not to get them to change anything but just to try to understand the reasoning in case we need to explain it to management or the PRC. Just how far we want to go with this I will leave up to Greg and Bob.

Bob Smith
Market Research
Room 1106
202 268 3579

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Wednesday, December 30, 2009 9:52 AM
To: Smith, Bob - Washington, DC; Becky Yalch; Lisa Brunning; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: Quantitative Market Research Percentage Loss of Volume by Product by Customer Segment.doc

Hi Bob,

I totally agree that we have to be careful about not creating the appearance that we are trying to manipulate the data. It is also the case that if we drop some respondents in an attempt to correct a result that seems strange, we might create other results that seem strange. So, we should only drop respondents if, as in the previous decisions to clean out respondents, their responses do not make sense; we consistently used a small set of justifiable rules to identify those cases.

The current four cases do not meet those criteria. I just wanted to point them out because they seem to drive the results you were questioning.

I think it would be okay to recontact the three you mentioned to get a qualitative read of what is driving their response. But, I don't think we should change or delete their data based on that conversation; otherwise, someone can question why we didn't subject other respondents to a second "interview" to validate their responses. Also, it is possible that re-questioning them could change their reaction to the 5-Day concept; this change would not realistically reflect how decision makers would respond to the change in the real world (outside our study).

Does this make sense?

Best regards,

Neil

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Wednesday, December 30, 2009 8:24 AM
To: Neil Wolch; Becky Yalch; Lisa Brunning; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: Quantitative Market Research Percentage Loss of Volume by Product by Customer Segment.doc

I think we need to be careful about removing too many respondents because it gives the appearance we are trying to manipulate the data. And if you keep working at it eventually you wind up with the results that seem most logical to you but which could be a distortion of the facts, a fate accompli. Should we consider going back to these particular respondents and ask them to explain their patterns? Looking at each individual respondent we can make some guesses. #474 is moving from pre-sort FCM to SM.

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This is opposite to the pattern we are questioning i.e. an increase in FCM. So eliminating this one would not solve the problem. The other three are all moving from pre-sort FCM to single piece. Perhaps they think that the latter will result in better or faster service to negate the missing day of delivery. I really think we should consider re-contacting these individuals to see if we can find out the reasoning. If it turns out there is no real logic to it or it is based on a misunderstanding then we can feel more comfortable in removing their data.

Bob Smith
Market Research
Room 1106
202 268 3579

From: Neil Wolch [mailto:neil.wolch@opinionresearch.com]
Sent: Tuesday, December 29, 2009 7:13 PM
To: Smith, Bob - Washington, DC; Becky Yalch; Lisa Brunning
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: Quantitative Market Research Percentage Loss of Volume by Product by Customer Segment.doc

Hi Bob,

Sorry it took a while to respond. Anyway, I've been digging around in the Premier Accounts' data and found the following four cases which, while not necessarily outliers, have responses that you might consider suspect.

- Respondent #474:
 - Next 12 months: 80% Pre-Sort FCM / 10% Regular SM / 7% Non-Profit SM / 3% other
 - First 12 months with 5-Day: 3% Pre-Sort FCM / 80% Regular SM / 17% Non-Profit SM / 0% other
- Respondent #1154:
 - Next 12 months: 20% Single Piece FCM / 80% Pre-Sort FCM
 - First 12 months with 5-Day: 100% Single Piece FCM
- Respondent #12110:
 - Next 12 months: 100% Pre-Sort FCM
 - First 12 months with 5-Day: 50% Single Piece FCM / 50% other
- Respondent #12335:
 - Next 12 months: 95% Non-Profit SM / 5% other
 - First 12 months with 5-Day: 60% Single Piece FCM / 10% Non-Profit SM / 20% Non-Profit Periodicals / 10% other

Please let us know if you think any of these should be removed from the analysis. Please note that if we do remove any/all of these, the forecast for most products (within the Premier segment) could change.

Thanks,

Neil

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Tuesday, December 29, 2009 9:28 AM
To: Becky Yalch; Neil Wolch; Lisa Brunning
Cc: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: FW: Quantitative Market Research Percentage Loss of Volume by Product by Customer Segment.doc

Please look at the chart below which compares changes across mail types by account size. Bob Michelson is wondering why Premier does not seem to follow the same pattern as the other accounts. They plan to increase single piece FC and decrease non-profit standard, just the opposite of the other accounts, although the differences are not huge. Do you have any thoughts on this based on what you heard in the interviews? Bob is wondering if we could still have one more outlier causing this. We could assume that they plan to shift some of their mail from Standard to FCM but it is not good to make that assumption without some proof to back it up. I was going to read through the transcripts to see what I could find. In my file, I found an email with 5 initial transcripts dated 10/14 that are all National Accounts. There were two more sent on 10/23, one of which is Premier. And there are 4 recordings sent on 10/21 (out of 6 you sent, apparently the other 2 didn't come through). Since you did 20 interviews, did you ever send us the rest of the transcripts?

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Bob Smith
 Market Research
 Room 1106
 202 268 3579

From: Michelson, Robert - Washington, DC
Sent: Monday, December 28, 2009 6:12 PM
To: Smith, Bob - Washington, DC
Cc: Whiteman, Greg - Washington, DC
Subject: FW: Quantitative Market Research Percentage Loss of Volume by Product by Customer Segment.doc

Bob,

Could you read through the transcripts of the IDIs and see if you can see an explanation of the reasoning for the differences between managed accounts for First-Class and Standard Mail - Why did Premier's say they will increase their usage?

I seem to recall some discussion about it, but I do not want to speculate.

Bob

Robert - Washington, DC
 December 28, 2009 6:09 PM
 - Washington, DC; Foti, Thomas J - Washington, DC; Devar, Rod - Washington, DC; Mastervich, Karen C - Washington, DC; Monteith, Steven W - Washington, DC
 g - Washington, DC
 Quantitative Market Research Percentage Loss of Volume by Product by Customer Segment.doc

As a follow-up to our meeting last Monday, I am sending you a breakdown of the percentage loss of volume by product by customer segment - national, premier, preferred, small business and consumers.

Looking at this chart should help you understand the total volume loss numbers.

For example, the market research shows that there will be substantial losses of volume shipped by managed accounts (national, premier and preferred). However, the losses are more than offset by an increase of 16% from consumers. The total volume loss from the managed accounts is 4,206,058 pieces. The 16% increase in Priority Mail pieces shipped by consumers amounts to 13,078,839. This reaction to 5 Day delivery is consistent with what we heard in the qualitative market research; basically, managed accounts will move to competitors and consumers will buy up from First-Class Mail.

Standard Mail is also interesting when you look at the reaction to the concept by segment. The total volume is an increase of +0.14% or 94,268,862 pieces. This is basically flat - no affect. The market research shows that National and Preferred accounts would decrease their volume usage by -0.4 or -117,977,540 pieces and -0.5 or -40,653,831 pieces, respectively, while the Premier segment would increase their usage by +0.8% or 252,900,232 pieces. Thus, there is a slight increase. This too is consistent with what we heard in the qualitative market research. Most advertisers had no reaction to 5 Day Delivery because their target days for delivery are currently during the week (Monday - Friday). This includes virtually all Business to Business advertisers. The elimination of Saturday delivery would have no affect on them. Those that had a negative reaction to 5 Day Delivery have a need for delivery of their ads to be delivered by Saturday or Monday. These mailers are mostly retailers, seeking to drive retail traffic on Saturday and/or Sunday. Those needing delivery on Saturday could not see how using the mail would help them, if there was no Saturday delivery because they need/want delivery on Saturday. They indicated they would use alternative media (i.e., newspapers). Those concerned with delivery on Monday were worried about the Postal Service's ability to deliver their advertisements on Monday due to the amount of mail that would have to be delivered on that day. The Premier segment's very small increase in usage is due, I believe, to this segment sending fewer ads seeking to drive retail store traffic on a weekend than the National or Preferred accounts. As a result, I believe that they will downgrade more First-Class Mail to Standard Mail than the other two segments.

The market research shows that single piece First-Class Mail will decline by between 1 and 2% for each segment, except for Premier. They said they would have a 1.5% increase in volume.

If you have any further questions or concerns, do not hesitate to ask me.

Bob

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Whiteman, Greg - 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

Segment: Consumers (n=636)

Product (gre codes)	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	Adjusted
	Actual B	Estimate if 5-day Concept Had Been in Place C			
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

Whiteman, Greg - Washington, DC

From: Lisa Brunning [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

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, 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 S-Day Delivery - Regular/Non-Profit Standard and Periodical Mail

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

5/21/2010

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

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?

5/21/2010

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

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

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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.

Lisa M. Brunning
Senior Project Manager

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

Nbr of Companies Mailing Periodicals and Std Mail, FY2008
Prepared Nov 29, 2009

ACCTTYPE	COUNT(*)	Periodicals - NonProfit	Periodicals- Regular Mail	Std-Non Profit	Std-Regular Mail
P	78,528	7,023	3,996	30,219	48,587
U	395,607	12,076	6,135	159,044	236,156

Interpretation:

Premier Companies:

There were 7,023 locations of Premier Accounts which mailed NonProfit Periodicals in FY2008.
 There were 3,996 locations of Premier Accounts which mailed Regular Periodicals in FY2008.
 There were 30,219 locations of Premier Accounts which mailed NonProfit Standard Mail in FY2008.
 There were 48,587 locations of Premier Accounts which mailed Regular Standard Mail in FY2008.
 There were 3,990 locations of Premier Accounts which mailed both NonProfit and Regular Periodicals in FY2008.
 There were 5,820 locations of Premier Accounts which mailed both NonProfit and Regular Standard Mail in FY2008.

Preferred Companies:

There were 12,076 locations which mailed NonProfit Periodicals in FY2008.
 There were 6,135 locations which mailed Regular Periodicals in FY2008.
 There were 159,044 locations which mailed NonProfit Standard Mail in FY2008.
 There were 236,156 locations which mailed Regular Standard Mail in FY2008.
 There were 6,131 locations which mailed both NonProfit and Regular Periodical Mailings in FY2008.
 There were 10,509 locations which mailed both NonProfit and Regular Standard Mailings in FY2008.

Columns I and J are also included in the columns C thru G.

Periodicals-NonProfit and Regular Mail	Std-NonProfit and Regular Mail
3,990	5,820
6,131	10,509

18.

2008.

008

Periodical Mailings.

Standard Mailings.

Whiteman, Greg - Washington, DC

From: Neil Wolch [neil.wolch@opinionresearch.com]
Sent: Wednesday, November 25, 2009 4:24 PM
To: Lisa Brunning; Smith, Bob - Washington, DC; White, John H - Washington, DC - Contractor
Cc: 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

Yes, especially since we cannot assume that usage of MSPs is the same for non-profits and others.

From: Lisa Brunning
To: 'bob.smith@usps.gov' ; 'john.h.white@usps.gov'
Cc: 'greg.whiteman@usps.gov' ; 'robert.michelson@usps.gov' ; 'vic.m.caroncino@usps.gov' ; Neil Wolch
Sent: Wed Nov 25 15:49:03 2009
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?

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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

Lisa,
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 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

5/21/2010

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.

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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

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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

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5/21/2010

Whiteman, Greg - Washington, DC

From: White, John H - Washington, DC - Contractor
Sent: Wednesday, November 25, 2009 3:59 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

I cannot run it exactly the same since the original file does not tell us whether the mailing is profit or non-profit. We have to use a different table. It would have been nice to know this ahead of time.

I will begin to construct the query to count the owners of the mail by profit/non-profit categories and rerun. The file should be ready by tomorrow or Friday.

John

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
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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

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248 . 622 . 3569 - cell
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5/21/2010

Whiteman, Greg - Washington, DC

From: Lisa Brunning [Lisa.Brunning@opinionresearch.com]
Sent: Wednesday, November 25, 2009 12:15 PM
To: Whiteman, Greg - Washington, DC
Cc: Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC; Neil Wolch
Subject: RE: USPS 5-Day Delivery - Regular/Non-Profit Standard and Periodical Mail

Sorry, let me start all over. All counts I provided should have referenced Standard Mail and not Periodicals.

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From: Whiteman, Greg - Washington, DC [mailto:greg.whiteman@usps.gov]
Sent: Wednesday, November 25, 2009 12:00 PM
To: Lisa Brunning
Cc: Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Subject: RE: USPS 5-Day Delivery - Regular/Non-Profit Standard and Periodical Mail

Lisa:

Do you mean the last line as that is where you use the word "Periodical"?

Greg

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

5/21/2010

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Wednesday, November 25, 2009 9:53 AM
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Sent: Wednesday, November 25, 2009 11:06 AM
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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

Hello Lisa,

I am rerunning some counts from the original file I sent you and from this new file so we can compare apples to apples. I will get back with you asap today so we can review.

Thanks

John
(202) 268-2203

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Sent: Tuesday, November 24, 2009 11:22 PM
To: White, John H - Washington, DC - Contractor
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- 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

5/21/2010

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.

Lisa M. Brunning
Senior Project Manager

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

Whiteman, Greg - Washington, DC

From: Neil Wolch [neil.wolch@opinionresearch.com]
Sent: Wednesday, November 25, 2009 9:13 AM
To: Smith, Bob - Washington, DC; Lisa Brunning
Cc: Whiteman, Greg - Washington, DC
Subject: RE: USPS 5-Day Delivery - Regular/Non-Profit Standard and Periodical Mail

Hi Bob,

We can estimate the relative use of the regular and non-profit versions of the Standard Mail and Periodical Mail products even if the time period does not line up perfectly with the original sample file. However, as Lisa indicated in her previous note:

For Preferred Accounts, according to the new file ... 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.

Are we comfortable that such a large difference can be attributed to the slightly different time period? We just want to be sure we are making a fair assessment of the ratio of regular to non-profit.

I'm leaving for today but will try to respond by Blackberry when I can. Lisa is also off today. Once we resolve this issue, we are poised to quickly recalculate the weights and then the forecasts. That should still be do-able on Monday, if this issue is resolved soon.

Thanks,

Neil

From: Smith, Bob - Washington, DC [mailto:bob.smith@usps.gov]
Sent: Wednesday, November 25, 2009 8:03 AM
To: Neil Wolch
Cc: Whiteman, Greg - Washington, DC
Subject: FW: USPS 5-Day Delivery - Regular/Non-Profit Standard and Periodical Mail

Does this help you? It seems as though he has run more recent data than you used for selecting sample. Would you want me to ask John to re-run the 2008 Standard Mail and Periodicals data for Premier and Preferred which is what you used for your sample? Or do you want to use what he sent? I don't think the relationship between non-profit and commercial has changed much in the meantime. If he re-runs, I doubt we will have it until next week due to the holiday.

Bob Smith
 Market Research
 Room 1106
 202 268 3579

From: White, John H - Washington, DC - Contractor
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

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.

5/21/2010

- 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.
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- 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

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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.

Lisa M. Brunning
 Senior Project Manager

Opinion Research Corporation
 248 . 628 . 7662 - office

5/21/2010

248 . 622 . 3569 - cell

Lisa.Brunning@OpinionResearch.com

Whiteman, Greg - Washington, DC

From: Whiteman, Greg - Washington, DC
Sent: Wednesday, November 25, 2009 8:12 AM
To: Lisa Brunning
Cc: Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Subject: RE: USPS 5-Day Delivery - Regular/Non-Profit Standard and Periodical Mail

Lisa:

Why are you comparing counts for Standard Mail with counts for Periodical Mail?

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, 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

5/21/2010

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

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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.
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- 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.

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Lisa.Brunning@OpinionResearch.com

Whiteman, Greg - Washington, DC

From: Neil Wolch [neil.wolch@opinionresearch.com]
Sent: Tuesday, November 24, 2009 9:24 AM
To: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Cc: Lisa Brunning
Subject: RE: Inliers

Thanks, Greg. We'll go that route.

Neil

From: Whiteman, Greg - Washington, DC [mailto:greg.whiteman@usps.gov]
Sent: Tuesday, November 24, 2009 7:53 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

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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:

- 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

Whiteman, Greg - Washington, DC

From: Lisa Brunning [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

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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.

Lisa M. Brunning
Senior Project Manager

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

Whiteman, Greg - Washington, DC

From: Michelson, Robert - Washington, DC
Sent: Friday, November 20, 2009 8:50 AM
To: Whiteman, Greg - Washington, DC; Lisa Brunning; Smith, Bob - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery - Forecasts

I was about to say the same thing - I was actually writing the email. The sample size is just too small. We can say later that even if we applied the percentages for both products, it would not change the business case for going to 5 day delivery.

Bob

From: Whiteman, Greg - Washington, DC
Sent: Friday, November 20, 2009 8:47 AM
To: Lisa Brunning; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery - Forecasts

Let's remove Parcel Post and Parcel Select from all four commercial segments and Parcel Post from the consumers as we do not plan to forecast any change for these products. I want to be consistent for all five segments.

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, November 20, 2009 8:00 AM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: USPS 5-Day Delivery - Forecasts

I know we decided to remove Parcel Select and Parcel Post from the National, Premier and Preferred Account forecasts, but wasn't sure if we were also removing it from Small Business as well. I thought we were to be consistent, but wanted to double check first. Please let me know. Thanks.

Lisa M. Brunning
 Senior Project Manager

Opinion Research Corporation
 248 . 628 . 7662 - office

5/21/2010

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

Whiteman, Greg - Washington, DC

From: Lisa Brunning [Lisa.Brunning@opinionresearch.com]
Sent: Friday, November 20, 2009 8:49 AM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery - Forecasts

Will do. 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: Friday, November 20, 2009 8:47 AM
To: Lisa Brunning; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery - Forecasts

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Greg

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To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
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5/21/2010

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Lisa.Brunning@OpinionResearch.com

Whiteman, Greg - Washington, DC

From: Neil Wolch [neil.wolch@opinionresearch.com]
Sent: Sunday, November 15, 2009 12:35 PM
To: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Lisa Brunning
Cc: Smith, Bob - Washington, DC; Jeff Resnick; Becky Yalch
Subject: RE: 5-Day Delivery Forecasts
Follow Up Flag: Follow up
Due By: Sunday, November 15, 2009 10:30 AM
Flag Status: Flagged

Hi Greg and Bob,

Please see **responses** embedded below. I would be good if we could schedule a call to discuss this. I'll be out on business all week, but I will make time to talk. Can you please send along a few options (days/times) that would work on your end? Also, it would help if you could email back any preliminary responses to our comments.

Thanks,

Neil

From: Whiteman, Greg - Washington, DC [mailto:greg.whiteman@usps.gov]
Sent: Friday, November 13, 2009 8:13 AM
To: Michelson, Robert - Washington, DC; Neil Wolch; Lisa Brunning
Cc: Smith, Bob - Washington, DC
Subject: RE: 5-Day Delivery Forecasts

Neil/Lisa:

See the comments below. Can you check the files to see if for any of the challenges below could be affected by (1) outliers or (2) large customers for their volumes represents a high percent of the total volume for that segment/product.

Greg

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

From: Michelson, Robert - Washington, DC
Sent: Wednesday, November 11, 2009 3:58 AM
To: Whiteman, Greg - Washington, DC
Subject: Fw: 5-Day Delivery Forecasts

Greg,

5/21/2010

The numbers do and do not make sense. You may have already made comments on them. I am doing emails in the order I received them this morning while I ride the Eurostar to Brussels.

Here are my observations about the numbers:

It does not seem likely that we could see an increase in Periodicals after 5 Day Delivery. Agree-need to check to see if any outliers exist. This appears to be an issue primarily for Preferred Accounts. (There is no change for National, and Premier Regular Periodical decreases about 5% while Non-Profit Periodical only increases about 2%.) Regarding the increase for Preferred: This is, unfortunately, driven by just one respondent. That account (a local newspaper) has a relatively large volume, and indicated that they would switch much of it from Standard Mail to Periodical Mail. When we check back to CBCIS, they only show up with volume for Periodical, so it appears they were confused when they allocated 30% of their past 12 month volume to Standard Mail; more generally, differences in their allocations across the three time periods do not seem to make sense. We are going to try to call the respondent back to confirm their responses. If we can't reach them or their answers still don't make sense, we would recommend deleting this respondent. If we take just that respondent out of the data, the predicted change in Periodical Mail volume would become negative (about -10% for Standard Periodical, -0.2% for Non-Profit Periodical Mail). It will be interesting to see what happens to the forecast if we reach that respondent and they change their answers to something more believable.

Decreases in Express Mail do not seem likely. The only possible explanations would be (1) customers may assume that there would be a surcharge for Saturday delivery and (2) customers assume that there could be an overall decrease in the reliability of service. As we see a decrease in the National, premier, and Preferred segments, this implies a consistency of the reaction. Given Greg's points (which seem valid to me), are we comfortable believing the forecast decreases? I don't have another explanation at this point.

Consumers reacted as expected and increased usage. They also indicated decrease usage of First-Class Mail. So, are we comfortable with the consumer forecasts?

Businesses did not. A 7% decrease in usage of Priority Mail by National accounts seems high. However, we also see decreases with the Premier and Preferred accounts so there is a degree of consistency. One large shipper could account for a somewhat larger drop for National Accounts. We can check on this. Similar to Express Mail, the decrease in Priority Mail is consistent across the three segments in your database. So, I would hesitate to dismiss or disbelieve this too quickly. Perhaps the change to 5-Day would lead to a kind of negative halo effect -- making some customers choose to pick a competitors even for situations where the service change would not impact them.

The issue of a small number of large National shippers impacting the forecasts for that segment is worth separate consideration. You seem to have concerns about the decreases forecast among National Accounts for three products: Non-Profit Standard/Bulk Mail, Priority Mail, and Parcel Select. We found three (of the 61) respondents who have large volumes and responses that, in part due to these volumes, have major impacts on the forecasts. IF we were to take those three respondents out of the data, the forecast decreases would become almost negligible. However, we have examined the data for those three respondents and do not believe they are outliers. Their changes have a relatively big impact due to their high volumes, their high confidence that they would make the changes indicated (question 10, the one we convert to a percentage probability of changing due to 5-Day), and the limited sample size in this segment.

Decreases in Parcel Select are not reasonable. Neither UPS nor FedEx drop packages on Saturday. And I recall that Saturday delivery of Parcel Select is a few percentage points - I want to say 3 or 4 (I'll check next week when I return to the office - if you want to know before that check out the report from Colography on 5 Day Delivery or ask Krista. If she still has access to my shared drive she can get it for you.). Conversely, increases in Parcel Select do not seem reasonable. The decreases occurs with both National and Preferred Accounts. Will check to see if any large accounts created this decrease. Could the increase for Premier accounts reflect a concern that the quality of Priority Mail It does seem strange that Parcel Select increases for National and Preferred and decreases for Premier. We have to keep in mind that the base size of users (past 12 month) of Parcel Select in each segment is extremely small (5 National, 11 Premier, 4 Preferred). I'm also concerned that our decision to zero out self-reported past 12 month Parcel Select volume for accounts that do not have volume for that product in CBCIS, while rational given the obvious over-statement of usage, could be biasing results; if we force zero as the baseline, any reported increase could be over-stated on a percentage change basis; we are going to look into the impact of not allowing these respondents to have Parcel Select volume in any time period (not just past 12 months).

I think any increases in Standard Mail (Regular or non-profit) seem unreasonable. Could this represent a downgrade

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from First-Class Mail. If accounts thought that the reliability of First-Class Mail would decrease, they could consider switching to Standard Mail. It is interesting that for both Premier and Preferred, we forecast an increase for non-profit and a decrease for regular Standard Mail. This could have something to do with the weighting plan. This issue applies to Standard Mail and Periodical Mail, the two products for which we decided fairly late in the process to gather data separately for regular vs. non-profit. The database you provided did not split out the data into these sub-products. So, when we calculated the product weights, the target proportion of usage is based on each product overall; so, the weights we calculated necessarily treated regular and non-profit users the same. That shouldn't necessarily bias the results, but it is certainly less accurate than if we were able to calculate weights on an individual product level. Can you possibly re-create the sample files you originally sent, but with volumes broken out by regular vs. non profit for Standard and Periodical Mail? Alternatively, how would you feel about combining regular and non-profit in the forecasts, so the we just have one forecast for Standard and one for Periodical within each segment?

We should be looking for outliers in these categories and relooking at our weighting methodology to ensure we got it right. Please take a look at the explanation of the weighting scheme in the Methodology Report. We believe the logic behind this is valid (with the possible exception noted above), but we're open to discussion; we all need to feel comfortable with what we did. Please note that weighting only applies to the Premier and Preferred segments.

Since you didn't comment on them, can we assume you are comfortable with the Small Business forecasts?

Bob

From: Neil Wolch <neil.wolch@opinionresearch.com>
To: Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: Lisa Brunning <Lisa.Brunning@opinionresearch.com>; Jeff Resnick <jeff.resnick@opinionresearch.com>; Becky Yalch <Becky.Yalch@opinionresearch.com>
Sent: Fri Nov 06 17:08:53 2009
Subject: RE: 5-Day Delivery Forecasts

Hi Bob,

Have a great time in London!

Here are the key numbers (% change attributable to the switch to 5-Day Delivery). I hope this formats okay on your BB:

National:

	As % of PAST 12 Month Volume	As % of NEXT 12 Month Volume
	K	L
Product (qre codes)		
Single Piece FCM (2, b) -- MEAN	-1.2%	-1.0%
Pre-Sort FCM (3, c) -- MEAN	-1.1%	-1.0%
Regular Standard/Bulk Mail (4, d) -- MEAN	-0.4%	-0.4%
Non-Profit Standard/Bulk Mail (5, e) -- MEAN	-17.2%	-10.3%
Priority Mail (6, f) -- MEAN		
Express Mail (7, g) -- MEAN		
Parcel Select (8, h) -- MEAN	-7.4%	-10.1%
Parcel Post (9, i) -- MEAN	0.0%	0.0%
Regular Periodical Mail (10, j) -- MEAN	0.0%	0.0%
Non-Profit Periodical Mail (11, k) -- MEAN	0.0%	0.0%

Premier:

As % of PAST 12 Month	As % of NEXT 12 Month
-----------------------------	-----------------------------

5/21/2010

	Volume K	Volume L
Product (qre codes)		
Single Piece FCM (2, b) -- MEAN	1.1%	1.2%
Pre-Sort FCM (3, c) -- MEAN	-1.8%	-2.3%
Regular Standard/Bulk Mail (4, d) -- MEAN	-7.5%	-8.2%
Non-Profit Standard/Bulk Mail (5, e) -- MEAN	4.5%	10.2%
Priority Mail (6, f) -- MEAN		
Express Mail (7, g) -- MEAN		
Parcel Select (8, h) -- MEAN	8.5%	17.4%
Parcel Post (9, i) -- MEAN	-4.2%	-3.8%
Regular Periodical Mail (10, j) -- MEAN	-5.3%	-5.3%
Non-Profit Periodical Mail (11, k) -- MEAN	1.9%	2.4%

Preferred:

	As % of PAST 12 Month Volume K	As % of NEXT 12 Month Volume L
Product (qre codes)		
Single Piece FCM (2, b) -- MEAN	-0.8%	-0.6%
Pre-Sort FCM (3, c) -- MEAN	-1.9%	-2.6%
Regular Standard/Bulk Mail (4, d) -- MEAN	-2.8%	-4.3%
Non-Profit Standard/Bulk Mail (5, e) -- MEAN	3.2%	3.4%
Priority Mail (6, f) -- MEAN	-2.9%	-3.3%
Express Mail (7, g) -- MEAN		
Parcel Select (8, h) -- MEAN	-5.6%	-2.8%
Parcel Post (9, i) -- MEAN	-3.0%	-4.8%
Regular Periodical Mail (10, j) -- MEAN	27.0%	21.3%
Non-Profit Periodical Mail (11, k) -- MEAN	16.9%	16.6%

Small Business:

	As % of PAST 12 Month Volume K	As % of NEXT 12 Month Volume L
Product (qre codes)		
FCM (1, a) -- MEAN	-4.3%	-4.8%
Priority Mail (6, f) -- MEAN		
Express Mail (7, g) -- MEAN		
Parcel Post (9, i) -- MEAN	-11.2%	-10.4%

Consumer:

	Raw E	Adjusted F
Product (qre codes)		
FCM (a) -- MEAN	-2.9%	-1.9%
Priority Mail (b) -- MEAN	42.5%	16.0%

Express Mail (c) -- MEAN	11.4%	10.1%
Parcel Post (d) -- MEAN	-20.9%	-14.0%

From: Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]
Sent: Friday, November 06, 2009 4:34 PM
To: Neil Wolch; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: Lisa Brunning; Jeff Resnick; Becky Yalch
Subject: Re: 5-Day Delivery Forecasts

Hi Neil,

I am on a plane about to leave for London. I'll be gone for 10 days. I can't read the spreadsheets on my Blackberry. Can you send me an email summarizing the results of the volume loss? I am curious.

Thanks,

Bob

From: Neil Wolch <neil.wolch@opinionresearch.com>
To: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Cc: Lisa Brunning <Lisa.Brunning@opinionresearch.com>; Jeff Resnick <jeff.resnick@opinionresearch.com>; Becky Yalch <Becky.Yalch@opinionresearch.com>
Sent: Fri Nov 06 16:19:10 2009
Subject: 5-Day Delivery Forecasts

Hi Greg and Bobs,

Well, we made it! The forecasts are ready. They are in the attached file, one sheet per segment. For the most part, the results appear to make sense. Of course, we look forward to hearing your perspective on that.

We are working on the methodology report and will send it next week. In the meantime, please let us know if you have any questions or comments.

Have a great weekend.

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

5/21/2010

Whiteman, Greg - Washington, DC

From: Neil Wolch [neil.wolch@opinionresearch.com]
Sent: Wednesday, November 11, 2009 4:08 PM
To: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Cc: Lisa Brunning; Jeff Resnick; Becky Yalch
Subject: RE: 5-Day Delivery Forecasts
Attachments: USPS 5-Day Delivery - Methodology Report 11-11-09.ppt; USPS 5-Day Delivery Questionnaires by Segment.zip

Hi all,

The methodology report for the quantitative phase of the 5-Day Delivery study is attached. This documents what we did in and how we calculated the forecasts. We've also attached versions of the questionnaire that are customized for each segment.

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

Best regards,

Neil

From: Neil Wolch
Sent: Friday, November 06, 2009 4:19 PM
To: 'Whiteman, Greg - Washington, DC'; 'Michelson, Robert - Washington, DC'; 'Smith, Bob - Washington, DC'
Cc: Lisa Brunning; Jeff Resnick; Becky Yalch
Subject: 5-Day Delivery Forecasts

Hi Greg and Bobs,

Well, we made it! The forecasts are ready. They are in the attached file, one sheet per segment. For the most part, the results appear to make sense. Of course, we look forward to hearing your perspective on that.

We are working on the methodology report and will send it next week. In the meantime, please let us know if you have any questions or comments.

Have a great weekend.

Best regards,

Neil Wolch
Vice President
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Please note new information:
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e-mail: Neil.Wolch@opinionresearch.com

5/21/2010

Whiteman, Greg - Washington, DC

From: Smith, Bob - Washington, DC
Sent: Tuesday, November 10, 2009 9:26 AM
To: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: FW: USPS 5-Day Delivery Research - Weekly Update

Bob Smith
Market Research
Room 1106
202 268 3579

From: Becky Yalch [mailto:Becky.Yalch@opinionresearch.com]
Sent: Monday, November 09, 2009 9:22 PM
To: Lisa Brunning; Smith, Bob - Washington, DC
Cc: Jeff Resnick; Neil Wolch
Subject: RE: USPS 5-Day Delivery Research - Weekly Update

Bob – Qualitative Update as well follows:

- All qualitative interviews completed. Last IDI was completed Thursday 11/5/2009. Please let Greg and Bob M. know that for the Bank of America IDI we ended up with two persons participating. The first was the operations person we wanted to include. The second was the individual listed as the primary contact for the account and manages all of the account. We felt that it would be best to include them both rather than cause any sort of ill will / negative feedback.
- The Draft Report was delivered this morning (11/9). I have requested a meeting to discuss after Greg and Bob M. have had a chance to review. I understand that Bob M. is out of town until 11/17 so I would like to suggest 11/19 which should give him time to review when he returns. We can then get the report finalized by end of November.
- The final outstanding item to be discussed is the format for the remainder of the deliverables – notably all of the transcripts.

Rebecca Elmore-Yalch
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Please Consider the Environment Before Printing

From: Lisa Brunning
Sent: Monday, November 09, 2009 6:10 PM
To: 'Smith, Bob - Washington, DC'
Cc: Jeff Resnick; Neil Wolch; Becky Yalch
Subject: RE: USPS 5-Day Delivery Research - Weekly Update

Bob,

Please see below for the weekly quantitative update:

- Forecast spreadsheets were provided last week on Friday.
- The quantitative methodology report will be provided this week.

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: Tuesday, November 03, 2009 1:59 PM
To: 'Smith, Bob - Washington, DC'
Cc: Jeff Resnick; Neil Wolch; Becky Yalch
Subject: RE: USPS 5-Day Delivery Research - Weekly Update

Bob,

Please see below for the weekly update for the quantitative research. Thanks.

Quantitative

- Interviewing has been completed with a total of 3,186 interviews. Detailed below are the final number of completed interviews:
 - National Accounts - 62 completed interviews
 - Premier Accounts - 680 completed interviews
 - Preferred Accounts - 797 completed interviews
 - Small Businesses - 1,001 completed interviews
 - Consumers - 646 completed interviews
- Forecast spreadsheets have been reviewed and approved.
- Weighting for Premier and Preferred Accounts have been reviewed and approved.
- We have a discussion today to review and determine outliers so the data can be finalized.
- Forecast spreadsheets will be provided by the end of this week.

Lisa M. Brunning
Senior Project Manager

Opinion Research Corporation
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5/21/2010

Lisa.Brunning@OpinionResearch.com

From: Lisa Brunning
Sent: Monday, October 26, 2009 11:38 PM
To: 'Smith, Bob - Washington, DC'
Cc: Jeff Resnick; Neil Wolch; Becky Yalch
Subject: RE: USPS 5-Day Delivery Research - Weekly Update

Bob,

Please see below for the update.

Qualitative

- We are trying to complete the final four remaining IDIs.
- We have been forwarding the transcripts from the IDIs as they are completed and will continue to do so until all have been received.
- The draft report will be delivered no later than three days after the final IDI is completed.

Quantitative

- Interviewing with National, Premier and Preferred Accounts and Small Businesses is underway. As of today we have 2,488 completed interviews that are averaging closer to 15 minutes. Our goal is to complete interviewing this Friday, October 30th.
 - National Accounts - 41 completed interviews
 - Premier Accounts - 653 completed interviews
 - Preferred Accounts - 793 completed interviews
 - Small Businesses - 1,001 completed interviews
- Interviewing with Consumers started this past weekend. Our incidence levels are lower than expected so we will provide counts for those using the various USPS products tomorrow so we can determine if we want to interview again this weekend in CARAVAN to get closer to the original 1,000 completed interviews.
- We have provided the first draft of the forecast spreadsheets and had an initial discussion to review them today. We are in the process of populating one with data from 10 National Accounts which we will provide tomorrow. Once the spreadsheet is provided, a call will be set up with three individuals from the finance group to review.

Lisa M. Brunning
Senior Project Manager

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Lisa.Brunning@OpinionResearch.com

From: Lisa Brunning
Sent: Tuesday, October 20, 2009 7:21 AM
To: 'Smith, Bob - Washington, DC'
Cc: Jeff Resnick; Neil Wolch; Becky Yalch
Subject: RE: USPS 5-Day Delivery Research - Weekly Update

Bob,

5/21/2010

Here is this week's update. Thanks.

Qualitative

- 19 IDI's have been completed. The remaining IDIs should be completed by tomorrow.

Quantitative

- Interviewing with National, Premier and Preferred Accounts is underway. As of this morning we have 946 completed interviews that are averaging closer to 15 minutes.
 - National Accounts - 19 completed interviews
 - Premier Accounts - 410 completed interviews
 - Preferred Accounts - 517 completed interviews
- Interviewing with Small Businesses will start today.
- We conducting a small pretest with Consumers last night and have requested a meeting this morning with the team to discuss the outcome.

Lisa M. Brunning
Senior Project Manager

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Lisa.Brunning@OpinionResearch.com

From: Lisa Brunning
Sent: Wednesday, October 14, 2009 3:35 PM
To: 'Smith, Bob - Washington, DC'
Cc: Jeff Resnick; Neil Wolch; Becky Yalch
Subject: RE: USPS 5-Day Delivery Research - Weekly Update

Bob,

Here is this week's quantitative update. I will send the qualitative update soon. Thanks.

Quantitative

- Questionnaire programming for National, Premier and Preferred Accounts is done.
- We conducted a pretest last week and determined the questionnaire length was running longer than estimated so we made revisions to the questionnaire.
- We conducted another pretest on Monday and Tuesday of this week and determined the questionnaire was still running longer than estimated so we made revisions to the questionnaire.
- We are conducting another pretest today to determine the questionnaire length.
- Once we finalize the National, Premier and Preferred Accounts questionnaire, we will modify the program for Small Businesses and conduct soft launch.
- After the pretest/soft launch is completed, programming will begin for the Consumers which will be conducted using CARAVAN.

Lisa M. Brunning

5/21/2010

Senior Project Manager

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Lisa.Brunning@OpinionResearch.com

From: Lisa Brunning
Sent: Monday, October 05, 2009 8:33 PM
To: 'Smith, Bob - Washington, DC'
Cc: Jeff Resnick; Neil Wolch; Becky Yalch
Subject: RE: USPS 5-Day Delivery Research - Weekly Update

Bob,

Here is this week's update. Thanks.

Qualitative

- Focus groups have been completed and we are working on the report. Striving to get a draft to USPS by 10/16/2009.
- IDIs are currently underway. We have completed three as of this morning; 12 additional scheduled for this week. All with National Accounts.
- We have sent some questions to Greg and Bob M. to clarify some issues before we get to far into the process.

Quantitative

- Questionnaire programming for National, Premier and Preferred Accounts is just about done. The pretest is scheduled to begin tomorrow.
- Questionnaire programming for Small Businesses is just about done. The soft launch is scheduled for Wednesday.
- After the pretest/soft launch is completed, programming will begin for the Consumers which will be conducted using CARAVAN.

Lisa M. Brunning
Senior Project Manager

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Lisa.Brunning@OpinionResearch.com

From: Lisa Brunning
Sent: Tuesday, September 29, 2009 10:10 PM
To: 'Smith, Bob - Washington, DC'
Cc: Jeff Resnick; Neil Wolch; Becky Yalch
Subject: RE: USPS 5-Day Delivery Research - Weekly Update

Bob,

Please see below for the weekly update. Thanks.

Qualitative

5/21/2010

- All focus groups are finished and the last transcription was delivered today. Notes from the groups (scales and letters) are currently being transcribed and tallied.
- IDIs are currently being scheduled. Guide will be delivered tomorrow for review/approval.
- In the process of drafting the focus group report and checking to see what can be done in terms of a presentation.

Quantitative

- Received final approval of the sampling plan sent on September 4th.
- Proposed option of conducting small business interviews via telephone. Cost increment for this was provided September 28th. Waiting for decision.
- Received final approval of the questionnaire.
- Waiting for final concept description to be included in the questionnaire.
- In the process of programming the questionnaire. Should be testing later this week / early next week with the soft launch / pretest slated for early next week.
- As requested, we sent invoices that includes work completed through September 30th.

Lisa M. Brunning
Senior Project Manager

Opinion Research Corporation
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Lisa.Brunning@OpinionResearch.com

From: Lisa Brunning
Sent: Tuesday, September 22, 2009 9:15 AM
To: 'Smith, Bob - Washington, DC'
Cc: Jeff Resnick; Neil Wolch; Becky Yalch
Subject: RE: USPS 5-Day Delivery Research - Weekly Update

Bob,

Please see below for the weekly update. Thanks.

Qualitative

- Recruiting for New York:
 - Consumer City Center - 12 of 12 respondents recruited - FULLY RECRUITED
 - Consumer High Suburban - 10 of 12 respondents recruited
 - Consumer Moderate Suburban - 11 of 12 respondents recruited
 - Business Group 1 - 6 of 12 respondents recruited
 - Business Group 2 - 0 of 12 respondents recruited -- this is the Standard Mail / Advertising Group that we changed so this looks bad but we are talking with them - they have a ton of calls out. I think we will be okay.
- Recruiting for Atlanta:
 - Consumer Rural - 12 of 12 respondents recruited - FULLY RECRUITED
 - Consumer City Center - 9 of 12 respondents recruited
 - Business Group 1 - 0 of 12 respondents recruited -- Same comment as New York
 - Business Group 2 - 4 of 12 respondents recruited
- As requested, will send an invoice that includes work completed through September 30th at the end of this week

5/21/2010

Quantitative

- Revised sampling plan sent on September 4th. Waiting to finalize.
- Revised pricing sent on September 9th. Waiting for approval.
- Provided the draft questionnaire on Friday, September 18th. Waiting to receive feedback. Questionnaire needs to be finalized soon so that we can begin programming so we are ready for the soft launch on or close to September 28th.
- As requested, will send an invoice that includes work completed through September 30th at the end of this week

Lisa M. Brunning
Senior Project Manager

Opinion Research Corporation
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Lisa.Brunning@OpinionResearch.com

From: Lisa Brunning
Sent: Monday, September 14, 2009 8:54 PM
To: 'Smith, Bob - Washington, DC'
Cc: Jeff Resnick; Neil Wolch; Becky Yalch
Subject: RE: USPS 5-Day Delivery Research - Weekly Update

Bob,

Please see below for this week's update. Thanks.

Qualitative

- Recruiting Update for Seattle:
 - Consumer City Center - 9 of 12 respondents recruited
 - Consumer Suburban - 12 of 12 respondents recruited - FULLY RECRUITED
 - Consumer Rural - 12 of 12 respondents recruited - FULLY RECRUITED
 - Business Group 1 - 8 of 12 respondents recruited
 - Business Group 2 - 5 of 12 respondents recruited
- Having some trouble with the business groups - notably Business Group #2 - this is the one we tightened the screening on. Becky will talk to Bob M. about it tonight.
- Meeting to do the last review of guides / concept before groups tomorrow
- Starting on IDI Plan / Guide today and will provide to the USPS tomorrow

Quantitative

- Revised sampling plan sent last week on September 4th. Waiting to finalize.
- Revised pricing sent today, September 9th. Waiting for approval.
- Provided the draft questionnaire for Small Business. Working on screeners for Consumers, Preferred Accounts, Premier Accounts and National Accounts and will provide this week.

Lisa M. Brunning
Senior Project Manager

5/21/2010

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Lisa.Brunning@OpinionResearch.com

From: Lisa Brunning
Sent: Wednesday, September 09, 2009 1:39 PM
To: 'Smith, Bob - Washington, DC'
Cc: Jeff Resnick; Neil Wolch; Becky Yalch
Subject: RE: USPS 5-Day Delivery Research - Weekly Update

Bob,

Below is the weekly update. Please let me know if you have any questions or comments. Thanks.

Qualitative

- Chicago focus groups completed
- Recruiting for all other focus groups are underway
- Seattle focus groups scheduled for next week on Tuesday and Wednesday

Quantitative

- Revised sampling plan sent last week on September 4th
- Revised pricing sent today, September 9th
- Drafting the questionnaire based on feedback obtained during Chicago focus groups

Lisa M. Brunning
Senior Project Manager

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Lisa.Brunning@OpinionResearch.com

From: Lisa Brunning
Sent: Tuesday, September 01, 2009 1:22 PM
To: 'Smith, Bob - Washington, DC'
Cc: Jeff Resnick; Neil Wolch; Becky Yalch
Subject: RE: USPS 5-Day Delivery Research - Weekly Update

Bob,

Below is the this week's update. Please let me know if you have any questions or comments. Thanks.

Qualitative

- Revised pricing reviewed and approved
- All discussion guides finalized
- Recruiting completed for Chicago focus groups
- Conducting Chicago focus groups this week

5/21/2010

- Recruiting for all other focus groups are underway

Quantitative

- Revised sampling plan sent yesterday, August 31st
- Revised pricing will be reviewed with Bob M. and Greg this week

Lisa M. Brunning
Senior Project Manager

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Lisa.Brunning@OpinionResearch.com

From: Lisa Brunning
Sent: Tuesday, August 25, 2009 12:03 AM
To: Smith, Bob - Washington, DC
Cc: Jeff Resnick; Neil Wolch; Becky Yalch
Subject: USPS 5-Day Delivery Research - Weekly Update

Bob,

Detailed below is the first weekly update. Please let me know if you have any questions or concerns. Thanks.

Qualitative

- Screeners and schedule finalized and recruiting for the Chicago has begun. Consumer groups are fully recruited and business groups will be the focus for the balance of the week. Recruiting for other groups to start this week or early next week.
- The Postal Service has consumer guide and awaiting feedback. Business guide will be finalized today (8.24.2009).
- Meeting schedule for Tuesday (8.25.2009) morning to discuss IDI's - composition, screening, and interview guide.
- We are working on finalizing the revised qualitative budget and will have it to you this week.

Quantitative

- We are working through the sample files provided by the USPS. We have received the following files:
 - National Accounts - 236 records
 - Premier Accounts - 24,754 records
 - Preferred Accounts - 3,364,503 records plus an additional file of Click-N-Ship Customers that we are in the process of merging with the original file, de-duping and obtaining revised counts
- Once we have an understanding of all of the contact lists received, we will update the sample plan with our recommendations for your review and approval. If needed, a revised cost estimate will be provided as well.

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Lisa.Brunning@OpinionResearch.com

5/21/2010

Whiteman, Greg - Washington, DC

From: Neil Wolch [neil.wolch@opinionresearch.com]
Sent: Friday, November 06, 2009 6:09 PM
To: Michelson, Robert - Washington, DC; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: Lisa Brunning; Jeff Resnick; Becky Yalch
Subject: RE: 5-Day Delivery Forecasts

Hi Bob,

Have a great time in London!

Here are the key numbers (% change attributable to the switch to 5-Day Delivery). I hope this formats okay on your BB:

National:

	As % of PAST 12 Month Volume	As % of NEXT 12 Month Volume
	<i>K</i>	<i>L</i>
Product (qre codes)		
Single Piece FCM (2, b) -- MEAN	-1.2%	-1.0%
Pre-Sort FCM (3, c) -- MEAN	-1.1%	-1.0%
Regular Standard/Bulk Mail (4, d) -- MEAN	-0.4%	-0.4%
Non-Profit Standard/Bulk Mail (5, e) -- MEAN	-17.2%	-10.3%
Priority Mail (6, f) -- MEAN	█	█
Express Mail (7, g) -- MEAN	█	█
Parcel Select (8, h) -- MEAN	-7.4%	-10.1%
Parcel Post (9, i) -- MEAN	0.0%	0.0%
Regular Periodical Mail (10, j) -- MEAN	0.0%	0.0%
Non-Profit Periodical Mail (11, k) -- MEAN	0.0%	0.0%

Premier:

	As % of PAST 12 Month Volume	As % of NEXT 12 Month Volume
	<i>K</i>	<i>L</i>
Product (qre codes)		
Single Piece FCM (2, b) -- MEAN	1.1%	1.2%
Pre-Sort FCM (3, c) -- MEAN	-1.8%	-2.3%
Regular Standard/Bulk Mail (4, d) -- MEAN	-7.5%	-8.2%
Non-Profit Standard/Bulk Mail (5, e) -- MEAN	4.5%	10.2%
Priority Mail (6, f) -- MEAN	█	█
Express Mail (7, g) -- MEAN	█	█
Parcel Select (8, h) -- MEAN	8.5%	17.4%
Parcel Post (9, i) -- MEAN	-4.2%	-3.8%
Regular Periodical Mail (10, j) -- MEAN	-5.3%	-5.3%
Non-Profit Periodical Mail (11, k) -- MEAN	1.9%	2.4%

Preferred:

5/21/2010

	As % of PAST 12 Month Volume	As % of NEXT 12 Month Volume
	K	L
Product (qre codes)		
Single Piece FCM (2, b) -- MEAN	-0.8%	-0.6%
Pre-Sort FCM (3, c) -- MEAN	-1.9%	-2.6%
Regular Standard/Bulk Mail (4, d) -- MEAN	-2.8%	-4.3%
Non-Profit Standard/Bulk Mail (5, e) -- MEAN	3.2%	3.4%
Priority Mail (6, f) -- MEAN		
Parcel Select (8, h) -- MEAN	-5.6%	-2.8%
Parcel Post (9, i) -- MEAN	-3.0%	-4.8%
Regular Periodical Mail (10, j) -- MEAN	27.0%	21.3%
Non-Profit Periodical Mail (11, k) -- MEAN	16.9%	16.6%

Small Business:

	As % of PAST 12 Month Volume	As % of NEXT 12 Month Volume
	K	L
Product (qre codes)		
FCM (1, a) -- MEAN	-4.3%	-4.8%
Priority Mail (6, f) -- MEAN		
Express Mail (7, g) -- MEAN		
Parcel Post (9, i) -- MEAN	-11.2%	-10.4%

Consumer:

	Raw	Adjusted
	E	F
Product (qre codes)		
FCM (a) -- MEAN	-2.9%	-1.9%
Priority Mail (b) -- MEAN		
Express Mail (c) -- MEAN		

From: Michelson, Robert - Washington, DC [mailto:robert.michelson@usps.gov]
Sent: Friday, November 06, 2009 4:34 PM
To: Neil Wolch; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Cc: Lisa Brunning; Jeff Resnick; Becky Yalch
Subject: Re: 5-Day Delivery Forecasts

Hi Neil,

I am on a plane about to leave for London. I'll be gone for 10 days. I can't read the spreadsheets on my Blackberry. Can you send me an email summarizing the results of the volume loss? I am curious.

5/21/2010

Thanks,

Bob

From: Neil Wolch <neil.wolch@opinionresearch.com>
To: Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC; Smith, Bob - Washington, DC
Cc: Lisa Brunning <Lisa.Brunning@opinionresearch.com>; Jeff Resnick <jeff.resnick@opinionresearch.com>; Becky Yalch <Becky.Yalch@opinionresearch.com>
Sent: Fri Nov 06 16:19:10 2009
Subject: 5-Day Delivery Forecasts

Hi Greg and Bobs,

Well, we made it! The forecasts are ready. They are in the attached file, one sheet per segment. For the most part, the results appear to make sense. Of course, we look forward to hearing your perspective on that.

We are working on the methodology report and will send it next week. In the meantime, please let us know if you have any questions or comments.

Have a great weekend.

Best regards,

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

5-Day Delivery Volume Forecasting

Segment: National Accounts (n=61)

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)			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)						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	Before 5-Day Concept Mentioned	IF 5-Day Concept Implemented	E	F	G	H	I	J	K	L	
Single Piece FCM (2, b) – MEAN	1,161,825	1,312,438	1,293,642		1,298,958	13.0%	11.4%	-1.6%	-1.4%	-1.2%	-1.0%
Pre-Sort FCM (3, c) – MEAN	75,672,470	81,565,359	77,358,270		80,734,366	7.8%	2.2%	-5.6%	-5.2%	-1.1%	-1.0%
Regular Standard/Bulk Mail (4, d) – MEAN	6,679,495	6,692,769	6,552,216		6,664,580	0.2%	-1.9%	-2.1%	-2.1%	-0.4%	-0.4%
Non-Profit Standard/Bulk Mail (5, e) – MEAN	1,949,938	3,236,954	2,781,109		2,902,342	68.0%	42.8%	-23.4%	-14.1%	-17.2%	-10.3%
Priority Mail (6, f) – MEAN	549,856	505,704	417,812		466,363	-8.0%	-24.0%	-16.0%	-17.4%	-7.2%	-7.8%
Express Mail (7, g) – MEAN	560,070	657,297	624,380		650,684	17.4%	11.5%	-5.9%	-5.0%	-1.2%	-1.0%
Parcel Select (8, h) – MEAN	252,369	184,140	132,479		165,539	-27.0%	-47.5%	-20.5%	-28.1%	-7.4%	-10.1%
Parcel Post (9, i) – MEAN	60,781	6,666	6,667		6,667	-89.0%	-89.0%	0.0%	0.0%	0.0%	0.0%
Regular Periodical Mail (10, j) – MEAN	18,079,941	18,079,679	18,079,679		18,079,679	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Non-Profit Periodical Mail (11, k) – MEAN	75,741	90,825	90,825		90,825	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 / 1.0) + 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

5-Day Delivery Volume Forecasting

Segment: National Accounts (n=81)

Product (are 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	Before 5-Day Concept Mentioned	IF 5-Day Concept Implemented	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		
Single Piece FCM (2, b) - MEAN	1,161,625	1,312,438	1,293,642		1,298,958	13.0%	11.4%	-1.6%	-1.4%	-1.2%	-1.0%	
Pre-Sort FCM (3, c) - MEAN	75,672,470	81,565,359	77,358,270		80,734,366	7.8%	2.2%	-5.6%	-5.2%	-1.1%	-1.0%	
Regular Standard/Bulk Mail (4, d) - MEAN	6,679,495	6,692,769	6,552,216		6,664,580	0.2%	-1.9%	-2.1%	-2.1%	-0.4%	-0.4%	
Non-Profit Standard/Bulk Mail (5, e) - MEAN	1,949,938	3,236,954	2,781,109		2,902,342	88.0%	42.6%	-23.4%	-14.1%	-17.2%	-10.3%	
Priority Mail (6, f) - MEAN	549,856	505,704	417,812		466,363	-8.0%	-24.0%	-16.0%	-17.4%	-7.2%	-7.8%	
Express Mail (7, g) - MEAN	560,070	657,297	624,380		650,684	17.4%	11.5%	-5.9%	-5.0%	-1.2%	-1.0%	
Parcel Select (8, h) - MEAN	252,369	184,140	132,479		165,539	-27.0%	-47.5%	-20.5%	-28.1%	-7.4%	-10.1%	
Parcel Post (9, i) - MEAN	60,781	6,666	6,667		6,667	-89.0%	-89.0%	0.0%	0.0%	0.0%	0.0%	
Regular Periodical Mail (10, j) - MEAN	18,079,941	18,079,679	18,079,679		18,079,679	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Non-Profit Periodical Mail (11, k) - MEAN	75,741	90,825	90,825		90,825	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

Segment: Premier Accounts (n=664)

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)			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)						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	Before 5-Day Concept Mentioned	IF 5-Day Concept Implemented	E	F	G	H	I	J	K	L	
Single Piece FCM (2, b) – MEAN	132,638	116,938	120,224		118,336	-11.8%	-9.4%	2.5%	2.8%	1.1%	1.2%
Pre-Sort FCM (3, c) – MEAN	1,209,982	979,630	957,210		957,339	-19.0%	-20.9%	-1.9%	-2.3%	-1.8%	-2.3%
Regular Standard/Bulk Mail (4, d) – MEAN	447,776	414,704	398,447		380,900	-7.4%	-11.0%	-3.6%	-3.9%	-7.5%	-8.2%
Non-Profit Standard/Bulk Mail (5, e) – MEAN	106,274	46,993	57,854		51,786	-55.8%	-45.6%	10.2%	23.1%	4.5%	10.2%
Priority Mail (6, f) – MEAN	55,856	17,675	17,088		17,336	-68.0%	-69.4%	-1.4%	-4.4%	-1.0%	-3.0%
Express Mail (7, g) – MEAN	29,855	15,350	11,880		14,149	-48.6%	-80.2%	-11.6%	-22.6%	-4.0%	-7.8%
Parcel Select (8, h) – MEAN	3,108	1,527	1,634		1,792	-50.9%	-47.4%	3.5%	7.0%	8.5%	17.4%
Parcel Post (9, i) – MEAN	3,754	4,214	3,941		4,054	12.2%	5.0%	-7.3%	-8.5%	-4.2%	-3.8%
Regular Periodical Mail (10, j) – MEAN	63,931	63,107	50,429		59,739	-1.3%	-21.1%	-19.8%	-20.1%	-5.3%	-5.3%
Non-Profit Periodical Mail (11, k) – MEAN	7,875	6,489	6,615		6,643	-17.6%	-18.0%	1.6%	1.9%	1.9%	2.4%

NOTE: All data are based on all respondents from Premier 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

Segment: Preferred Accounts (n=785)

Product (qre 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	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		
Single Piece FCM (2, b) -- MEAN	19,738	24,146	24,133		23,994	22.3%	22.3%	-0.1%	-0.1%	-0.8%	-0.6%	
Pre-Sort FCM (3, c) -- MEAN	8,322	6,127	5,885		5,965	-26.4%	-29.3%	-2.8%	-4.0%	-1.9%	-2.6%	
Regular Standard/Bulk Mail (4, d) -- MEAN	8,619	5,595	5,348		5,353	-35.1%	-37.9%	-2.8%	-4.4%	-2.8%	-4.3%	
Non-Profit Standard/Bulk Mail (5, e) -- MEAN	3,876	3,641	4,221		3,766	-6.1%	8.9%	15.0%	15.9%	3.2%	3.4%	
Priority Mail (6, f) -- MEAN	2,197	1,955	1,990		1,891	-11.0%	-9.5%	1.6%	1.7%	-2.9%	-3.3%	
Express Mail (7, g) -- MEAN	839	886	753		822	5.6%	-10.3%	-15.9%	-15.1%	-7.7%	-7.3%	
Parcel Select (8, h) -- MEAN	86	173	168		168	101.0%	95.0%	-6.0%	-3.0%	-5.6%	-2.8%	
Parcel Post (9, i) -- MEAN	1,018	640	580		609	-37.1%	-43.0%	-5.8%	-9.3%	-3.0%	-4.8%	
Regular Periodical Mail (10, j) -- MEAN	774	978	686		1,187	26.4%	-11.3%	-37.8%	-29.9%	27.0%	21.3%	
Non-Profit Periodical Mail (11, k) -- MEAN	198	202	233		235	1.6%	17.3%	15.6%	15.4%	16.9%	16.6%	

NOTE: All data are based on all respondents from Preferred 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

5-Day Delivery Volume Forecasting

Segment: Small Businesses (n=864)

Product (are 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 B	Before 5-Day Concept Mentioned C	IF 5-Day Concept Implemented D	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	
FCM (1, a) – MEAN	1,625	1,451	1,315		1,380	-10.7%	-19.1%	-8.3%	-9.3%	-4.3%	-4.8%	
Priority Mail (6, f) – MEAN	264	417	255		286	57.7%	-3.5%	-61.1%	-38.8%	-49.6%	-31.4%	
Express Mail (7, g) – MEAN	54	41	50		52	-24.8%	-7.6%	17.1%	22.7%	19.8%	26.3%	
Parcel Post (9, l) – MEAN	143	154	132		138	8.2%	-7.7%	-16.0%	-14.8%	-11.2%	-10.4%	

NOTE: All data are based on all respondents from Small Businesses

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

5-Day Delivery Volume Forecasting

Segment: Consumers (n=636)

Product (grc codes)	TOTAL ACROSS ALL FOUR APPLICATIONS			% Change Attributable to Switch to 5-Day	
	Mean Volume (Past 12 Months)		Adjusted Volume IF Concept Had Been Implemented	Raw	Adjusted
	Actual	Estimate if 5-day Concept Had Been in Place			
	B	C	D	E	F
FCM (a) -- MEAN	65.00	63.13	63.73	-2.9%	-1.9%
Priority Mail (b) -- MEAN	2.87	4.09	3.33		
Express Mail (c) -- MEAN	0.96	1.07	1.06		
Parcel Post (d) -- MEAN	0.35	0.27	0.30	-20.9%	-14.0%

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

Whiteman, Greg - Washington, DC

From: Michelson, Robert - Washington, DC
Sent: Friday, November 06, 2009 8:39 AM
To: Neil Wolch; Lisa Brunning; Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC
Subject: RE: USPS 5-Day Delivery - Weighting Document

It makes perfect sense and your note has jogged my memory that is what we had planned . Thanks,

Bob

From: Neil Wolch [mailto: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.

5/21/2010

Lisa M. Brunning
Senior Project Manager

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

Whiteman, Greg - 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

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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						

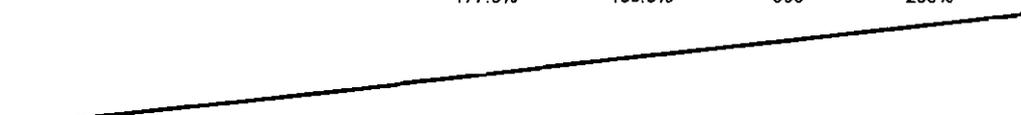
	<u>Actual</u>		<u>Target %</u>	<u>Weight</u>
	<u>Sample Size</u>	<u>%</u>		
First Class Mail	345	51.96%	39.05%	0.752
Priority	204	30.72%	18.44%	0.600
Express	112	16.87%	4.92%	0.292
Periodicals	96	14.46%	4.76%	0.329
Standard Mail	127	19.13%	31.27%	1.635
Parcel Select	11	1.66%	0.51%	0.307
Parcel Post	76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



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 Specific Product 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 Specific Product 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%	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	



Whiteman, Greg - 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

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5/21/2010

Lisa.Brunning@OpinionResearch.com

5/21/2010

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						

	<u>Actual</u>		Target %	Weight
	<u>Sample Size</u>	<u>%</u>		
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	



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 Specific Product 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	



Whiteman, Greg - 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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Whiteman, Greg - Washington, DC

From: Smith, Bob - Washington, DC
Sent: Tuesday, November 03, 2009 8:54 AM
To: Lisa Brunning
Cc: Neil Wolch; Whiteman, Greg - Washington, DC; Michelson, Robert - Washington, DC
Subject: RE: USPS 5-Day Delivery - Outlier Discussion

I am still waiting for the CBCIS data. Please set up a phone line for 4 PM today and hopefully I will have it by then.

Bob Smith
Market Research
Room 1106
202 268 3579

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Tuesday, November 03, 2009 8:33 AM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery - Outlier Discussion

Greg,

Unfortunately, we are kind of at a standstill with data processing until we can determine the outliers and which Small Business interviews should be deleted because they may be Preferred Accounts. If there is any way you could squeeze in a discussion today, we would greatly appreciate it. Thanks.

Lisa M. Brunning
Senior Project Manager

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Lisa.Brunning@OpinionResearch.com

From: Whiteman, Greg - Washington, DC [mailto:greg.whiteman@usps.gov]
Sent: Tuesday, November 03, 2009 7:58 AM
To: Lisa Brunning; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: RE: USPS 5-Day Delivery - Outlier Discussion

Bob Smith:

My scehdule is very limited; see if we can find time tomorrow.

Greg

Greg Whiteman
Manager, Market Research
202-268-3565 (phone)

5/21/2010

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

From: Lisa Brunning [mailto:Lisa.Brunning@opinionresearch.com]
Sent: Monday, November 02, 2009 5:10 PM
To: Whiteman, Greg - Washington, DC; Smith, Bob - Washington, DC; Michelson, Robert - Washington, DC
Cc: Neil Wolch
Subject: USPS 5-Day Delivery - Outlier Discussion
Importance: High

Neil and I are hoping we could schedule sometime tomorrow to review the outliers and discuss Greg's e-mail about the outliers. Please let me know what time would work best for the three of you. Thanks.

Lisa M. Brunning
Senior Project Manager

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